Ashburton - Chuley Road Masterplan







Masterplan Parking Strategy and Movement Assessment

January 2014

Design Principles – Parking

Chuley Road site and Town Centre Parking

This report presents the findings of an investigation into the optimum arrangement of town centre-wide parking with the development related to the Chuley Road masterplan in place.

Previous masterplan statements on parking issues and proposals were based on incomplete 'spot' site observations, but this work presents findings founded on the results of a parking survey undertaken by independent specialist survey sub-contractors on Saturday 7th September and Wednesday 11th September 2013, between 7am and 7pm.

Initial Masterplan design principles

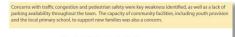
At the outset of the wider masterplan team's work, a given stated objective was to achieve a net gain in parking supply through the masterplan development. However, we noted that along with such a gain, comes a measure of concern regarding any associated negative outcomes including increased town centre traffic movements associated with those spaces, and the possibility that those spaces will be quickly filled attracting further and 'new' parking demand.

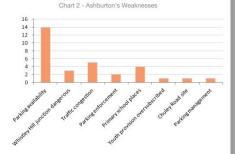
Our earlier work considered that the masterplan may therefore recommend the overarching design principle of encouraging a net increase in town centre parking **availability**, whereby provision of parking spaces within the site for town centre public use complement those in the wider town centre, with all spaces optimised in terms of stay durations and location to increase the likelihood of a space being available for occupation to motorists. This work tests that hypothesis using the collected survey data.

More precisely, it examines:

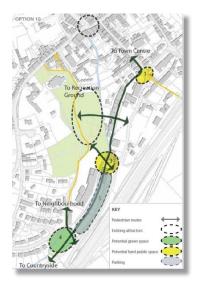
- The potential to release capacity lying within the town centre parking system through supply rationalisation
- The relationship between the Chuley Road masterplan site and the wider town centre parking supply
- What the optimum arrangement of parking may comprise, for example:
 - The encouragement of shorter stays and -higher space turnover within the town centre on-street and offstreet parking supply
 - Dedicated short-term (only) parking provided for within the town centre shopping area
 - Long-term parking provided for at remoter points within the town centre (possibly at the southern end of Chuley Road)

First we present an appreciation of current parking conditions and behaviour.





Parking - an identified town centre issue



Parking Supply

There are three main components to the town centre parking supply: on-street; formal, publicly run off-street; and private off-street.

Kingsbridge Lane car park

Kingsbridge Lane car park is the town's main off-street car park with 180 spaces available. It provides good quality off-street parking for a modest charge considering the town centre location, with long-stay parking encouraged by all day parking at £3.00, 3-5 hours for £2.00, and 1-3 hours for £1.00.

This tariff discourages space turnover, reducing the chances of shortstay visitors (e.g. less than 2hrs) finding a free space at peak times.

Town centre on-street

Within the town centre area (dotted line boundary) there is limited onstreet provision due to narrow highway widths with some 83 spaces being laid out formally.

Chuley Road Site Area

Within the masterplan site there are a number of individual businesses with their own off-street parking provision totalling an estimated 170 spaces. The vast majority of this is non-formalised private parking and therefore precise parking space counting is not possible.

Public parking is available along the narrow Chuley Road a various points offering an estimated 30 (mostly unmarked) spaces along its length.

Temporary Parking Site

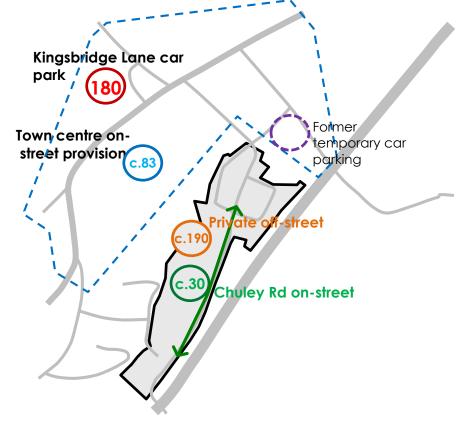
Until recently, motorists were temporarily able to park their vehicles informally on the then vacant Cattle Market development site on Vealenia Terrace which provided for approximately 75 spaces.

The site is currently being redeveloped, with some 20 new formal public parking spaces planned for provision following completion.

NB At the time of the surveys there was no parking possible on the Cattle Market site.







Parking Supply

On-street parking

A Restricted Parking Zone (RPZ) covers the heart of the town centre controlling on-street parking. An RPZ is simply a Controlled Parking Zone in effect, though the RPZ simply sets out where vehicles *can* park i.e. within marked bays, without recourse to yellow lines (particularly unhelpful in rural / historic streets) showing where they should not park.

Most of the other streets in the town centre are restricted with a combination of single yellow / double yellow lines preventing daytime vehicle parking. This includes the northern end of Chuley Road in the masterplan site.

The southern section of St Lawrence Lane, North Street and East Street have some onstreet parking bays but these are limited in number. Where bays are provided they appear well-used, though with some concern over the length of stay of some vehicles in them.

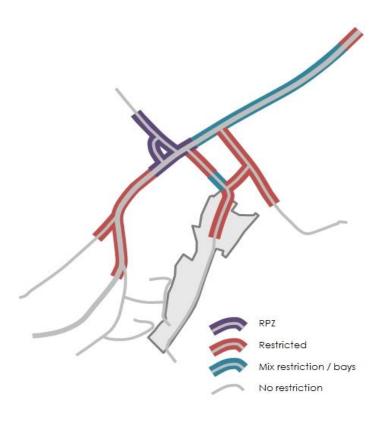
Elsewhere there are no restrictions to on-street parking. This includes Chuley Road as it passes through the masterplan site where unmanaged on-street parking occurs.

Kerbside parking

Though convenient for access to frontages, for the most part this kerbside parking exacerbates the impact of the narrow streets, adding to access difficulties and congestion. It also makes some streets more difficult to cross for pedestrians, and in some instances detracts from street appearance, obscuring the generally otherwise very attractive streetscape.









Wider parking issues/considerations

Increasing town centre parking availability

There is an expressed desire for a net increase in publicly available parking provision as a result of the masterplan. The achievement of this will though depend on a number of factors:

- Whether currently available parking areas are developed over, without equivalent reprovision
- Whether further provision can be accommodated within the site without compromising wider masterplan objectives
- The extent to which current ad-hoc public parking would be reprovided within the new development.

Along with the generally positive addition of parking capacity, there may be some negative aspects to this desired net parking increase:

- For each additional space provided come at least two additional vehicle movements on the constrained local road
 network
- The additional parking will not necessarily mean that parking demand is satisfied greater parking and movement demand may follow the addition of greater supply
- Parking spaces occupy valuable land that could be put to other uses, such as green space or additional development.

Parking – a site sensitive increase

In order to minimise adverse impacts of on-site publicly available parking provision, four possibilities are worthy of further examination:

- Formal long-stay town centre public parking located at the southern end of the site ie in the more difficult to use area of flood plain
- Implementation of Shared Space running as a spine road through the site parking could be located within this area, within subtly marked areas, to reprovide current Chuley Road ad-hoc parking, and possibly increase it in number without undue, adverse amenity impact
- Parking areas may be shared between developments where demand for that space occurs mainly during different parts of the day identifying those possible uses and parking areas will help to minimise needed on-site parking provision
- Rationalising town centre supply see below.

The site already forms part of the existing town centre parking supply, and as such the masterplan development will change the dynamics of the town-wide parking system. In planning the site, there is the opportunity to demonstrate how a better town centre parking management system could result too, which importantly, will help minimise public parking provision on-site.



Chuley Road on-street parking



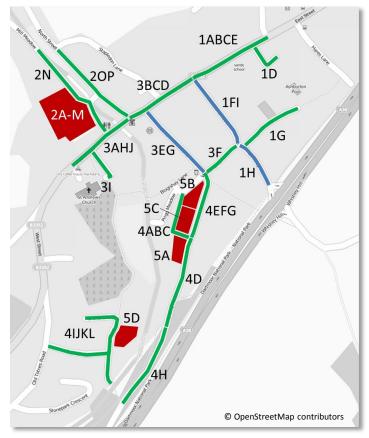
Development considerations

Establishing present parking use

Our initial investigations identified a system apparently out of balance with current demands - with short-stay off-street and on-street town centre parking available to medium and long-stay motorists either through the low car park tariff, or the lack of on-street charges to ration precious kerbside space usage.

In order to determine the optimum future parking arrangement to deliver increased parking availability, we needed a more robust view of current behaviour and numbers through a parking duration (or 'beat') survey of the site. As the site is part of the wider town centre parking system, it covered the wider town centre provision too in order to assess the current contribution to parking demand made by the site, and the desirable level of future provision within the masterplan site.

However, this work does not attempt to give definitive numbers for transferred or additional parking spaces following the masterplan site development 'opening' as the volume of parking required and masterplan site content and layout are interdependent. This work though does feed directly into that design process and will inform both site content and layout – as earlier work has done.

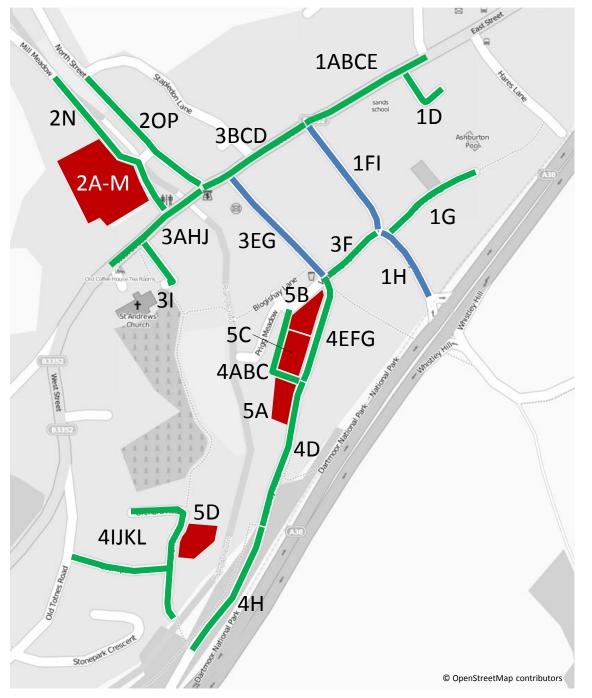








Surveyed town centre streets See next page for further detail



Parking Survey Zones + Streets

| 1ABCE | East St (east of St Lawrence Lane) |
|-------|-------------------------------------|
| 1D | Golden Lion Court |
| 1FI | Woodland Road |
| 1G | Love Lane |
| 1H | Whistley Hill |
| 2A-M | Kingsbridge Lane Car Park |
| 2N | Ash Close |
| 2OP | North St |
| 3AHJ | West St |
| 3BCD | East St (west of St Lawrence Lane) |
| 3EG | St Lawrence Lane |
| 3F | Vealenia Terrace |
| 3I | St Andrews Close |
| 4ABC | Private road |
| 4D | Chuley Road (south of private road) |
| 4EFG | Chuley Road (north of private road) |
| 4H | Chuley Road (towards A38) |
| 4IJKL | Stonepark and Church Path |
| 5A | Car park (south of private road) |
| 5B | Car park (nearest Vealenia Terrace) |
| 5C | Car park (north of private road) |
| 5D | Tuckers car park |

Parking Survey Findings

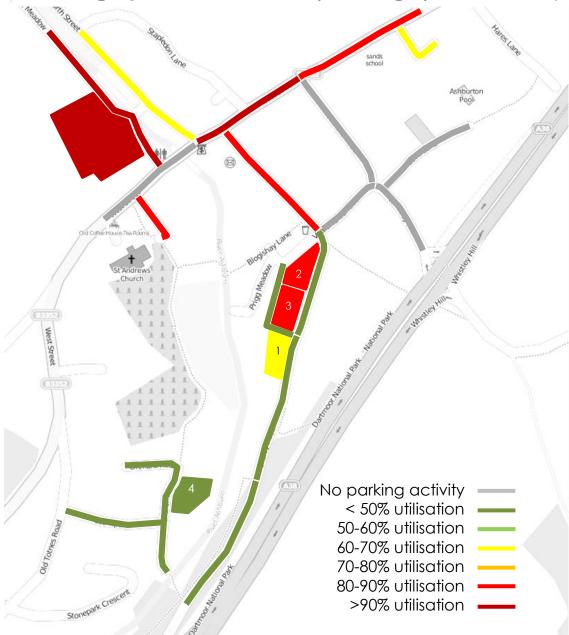


Masterplan Parking Strategy

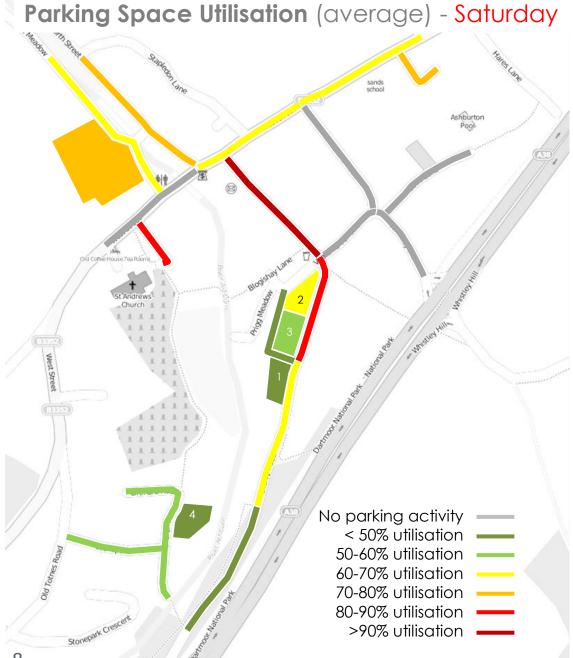




Parking Space Utilisation (average) - Weekday



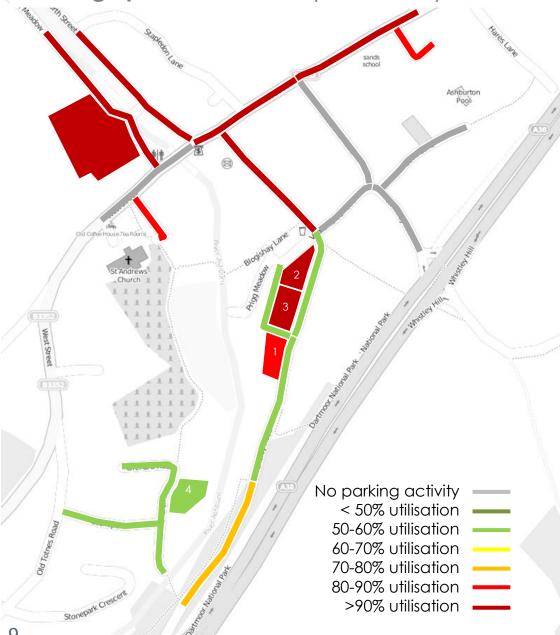
- Strong utilisation of Kingsbridge Ln car park
- Town centre streets well used where parking permitted
- St Lawrence Ln high utilisation
- Chuley Rd parking on-street at medium utilisation levels
- Strong use of Chuley Rd car parks
- Tuckers parking at modest utilisation level



- Kingsbridge Ln car park well used, but offers some capacity
- Town centre streets also offer some modest capacity
 where parking permitted
- Chuley Rd car parks substantially lower use than weekday
- Tuckers parking offers capacity for shoppers
- Chuley Rd (on-street) parking usage lower than
 weekday levels
- St Lawrence Ln high utilisation
 - except for northern section where more intensive use

| East St (east of St Lawrence Lane) Golden Lion Court Woodland Road Love Lane Whistley Hill | 62% 76% n/a n/a n/a |
|---|---------------------------------|
| Kingsbridge Lane Car Park Ash Close North St | 76% 66% 73% |
| West St East St (west of St Lawrence Lane) St Lawrence Lane Vealenia Terrace St Andrews Close | n/a 68% 99% n/a 87% |
| Private road Chuley Road (south of private road) Chuley Road (north of private road) Chuley Road (towards A38) Stonepark and Church Path | 43% 63% 84% 33% 56% |
| Car park (south of private road) Car park (nearest Vealenia Terr.) Car park (north of private road) Tuckers car park | 13% 57% 62% 36% |
| Utilisation % = tot parked vehicles ÷ tot spaces excl. single/double yello | w lines) |

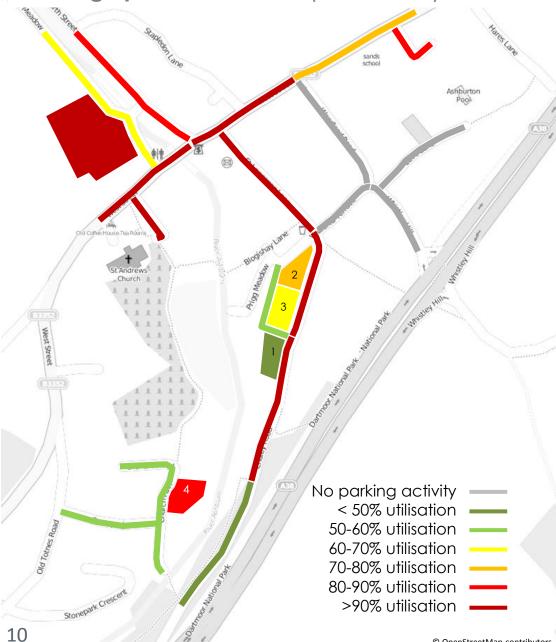
Parking Space Utilisation (maximum) - Weekday



- Similar overall usage levels to 'average' utilisation
- Intensive peak usage on:
 - North St
 - East St
 - St Lawrence Ln
- Some intensification on Chuley Rd private car parks, and North St

| East St (east of St Lawrence Lane) Golden Lion Court Woodland Road Love Lane Whistley Hill | 111% 73% n/a n/a n/a |
|---|-----------------------------------|
| Kingsbridge Lane Car Park Ash Close North St | 99% 100% 94% |
| West St East St (west of St Lawrence Lane) St Lawrence Lane Vealenia Terrace St Andrews Close | n/a 133% 100% n/a 89% |
| Private road Chuley Road (south of private road) Chuley Road (north of private road) Chuley Road (towards A38) Stonepark and Church Path | 50% 50% 50% 77% 59% |
| Car park (south of private road) Car park (nearest Vealenia Terr.) Car park (north of private road) Tuckers car park N.B. Utilisation % tot parked vehicles ÷ tot spaces excl. single/double yellow lines) | 86% 100% 93% 50% |

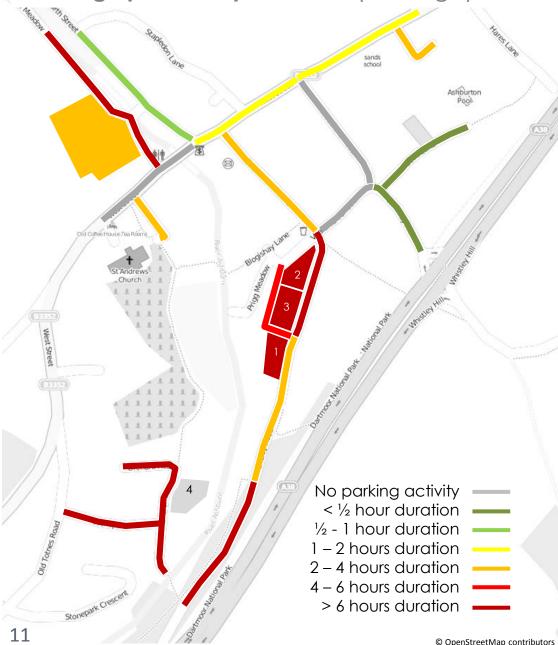
Parking Space Utilisation (maximum) - Saturday



- Kingsbridge Ln car park full
- Town centre streets work harder in providing parking at peak times for town centre activity
- St Lawrence Ln high utilisation
- Chuley Rd (on-street) parking activity intense at peak
 times
 - Intensity lower in southern section
- Chuley Rd car park usage remains similar to average levels
- Tuckers car park busy at peak times

| East St (east of St Lawrence Lane) | 75% |
|---|--------------------------|
| Golden Lion Court | 86% |
| Woodland Road | n/a |
| Love Lane | n/a |
| Whistley Hill | 100% |
| Kingsbridge Lane Car Park | 98% |
| Ash Close | 67% |
| North St | 94% |
| West St | n/a |
| East St (west of St Lawrence Lane) | 117% |
| St Lawrence Lane | 100% |
| Vealenia Terrace | n/a |
| St Andrews Close | 100% |
| Private road | 54% |
| Chuley Road (south of private road) | 100% |
| Chuley Road (north of private road) | 93% |
| Chuley Road (towards A38) | 46% |
| Stonepark and Church Path | 65% |
| Car park (south of private road) Car park (nearest Vealenia Terr.) Car park (north of private road) Tuckers car park N.B. | 16% 70% 63% 80% |
| Utilisation % = tot parked vehicles ÷ tot spaces excl. single/double yello | w lines |

Parking Space Stay Duration (average) - Weekday



Headline findings

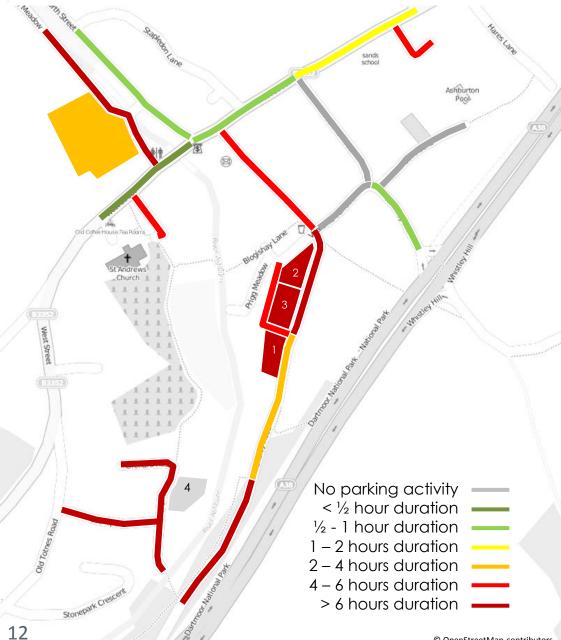
- Kingsbridge Ln car park used for stays up to medium / long length
- East Street durations of sort-medium length ٠
- St Lawrence Ln med-long durations for this town centre street
- Med-long stay durations on Chuley Rd on-street
 - longer stays at northern and southern sections
- Long stays in Chuley Rd car parks
- Long stays at Stonepark and Church Path

| Location | Av. duration hrs:mins |
|-------------------------------------|-----------------------|
| East St (east of St Lawrence Lane) | 1:30 |
| Golden Lion Court | 2:05 |
| Woodland Road | n/a |
| Love Lane | 0:15 |
| Whistley Hill | 0:15 |
| Kingsbridge Lane Car Park | 2:50 |
| Ash Close | 10:00 |
| North St | 0:45 |
| West St | 1:15 |
| East St (west of St Lawrence Lane) | 1:05 |
| St Lawrence Lane | 3:25 |
| Vealenia Terrace | n/a |
| St Andrews Close | 3:50 |
| Private road | 4:05 |
| Chuley Road (south of private road) | 3:15 |
| Chuley Road (north of private road) | 6:25 |
| Chuley Road (towards A38) | 8:10 |
| Stonepark and Church Path | 6:40 |
| Chuley Rd Car Parks: | Main parking duratio |
| Car park (south of private road) | High occup. & long s |
| Car park (nearest Vealenia Terr.) | Early hours/high occu |
| Car park (north of private road) | Early hours/high occu |
| Tuckers car park | Short stay 'shoppers' |

uration characteristics long stay - 'staff' h occup. & v. long stay h occup. & v. long stay ppers'

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Parking Space Stay Duration (average) - Saturday

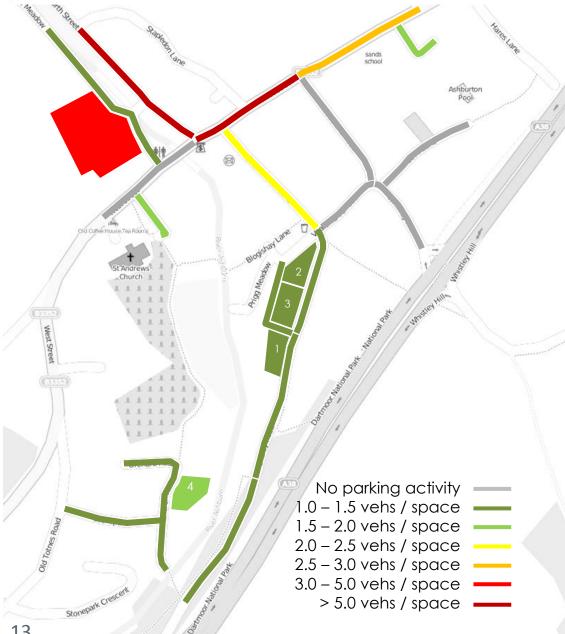


Headline findings

- Kingsbridge Ln car park used for stays up to medium / long length
- St Lawrence Ln med-long durations for this town centre street
- East Street durations of short-medium length ٠
- Short stays on North Street ٠
- Med-long stay durations on Chuley Rd (on-street) longer stays at northern and southern sections
- Long stays in Chuley Rd car parks •
- Long stays at Stonepark and Church Path •

| | Location East St (east of St Lawrence Lane) Golden Lion Court Woodland Road Love Lane Whistley Hill | Av. duration (hrs:mins) 1:15 3:35 n/a n/a 0:45 |
|---|--|---|
| | Kingsbridge Lane Car Park Ash Close North St | 2:45 6:05 0:35 |
| | West St East St (west of St Lawrence Lane) St Lawrence Lane Vealenia Terrace St Andrews Close | 0:15 0:40 3:45 n/a 4:15 |
| | Chuley Road Site Private road Chuley Road (south of private road) Chuley Road (north of private road) Chuley Road (towards A38) Stonepark and Church Path | 5:30 2:45 6:05 6:30 8:00 |
| | Chuley Rd Car Parks: 1. Car park (south of private road) 2. Car park (nearest Vealenia Terr.) 3. Car park (north of private road) 4. Tuckers car park | Main parking duration characteristics Low occupancy & long stay Early hours occupancy & long stay Early hours occupancy & long stay Short stay 'shoppers' |
| 1 | | |

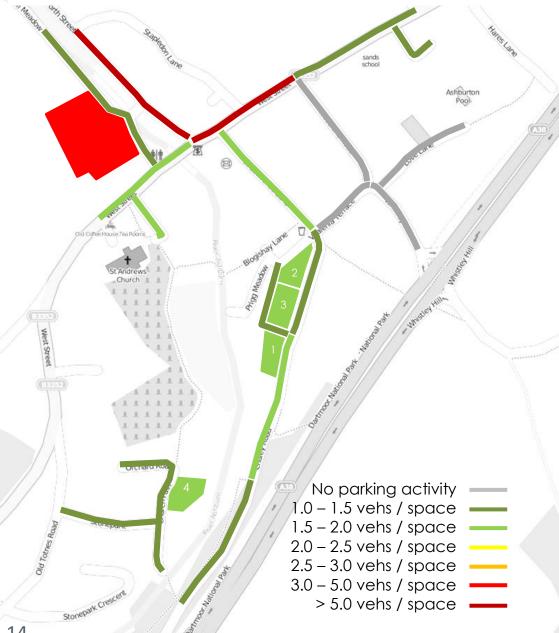
Parking Space Turnover (average) - Weekday



- Kingsbridge Ln car has medium turnover rate for this town centre convenience amenity
- High turnover on North Street
- Generally good turnover of spaces on East St (east of North St)
- St Lawrence Ln low space turnover
- Very low turnover on Chuley Rd on-street
- Very low turnover within Chuley Rd car parks

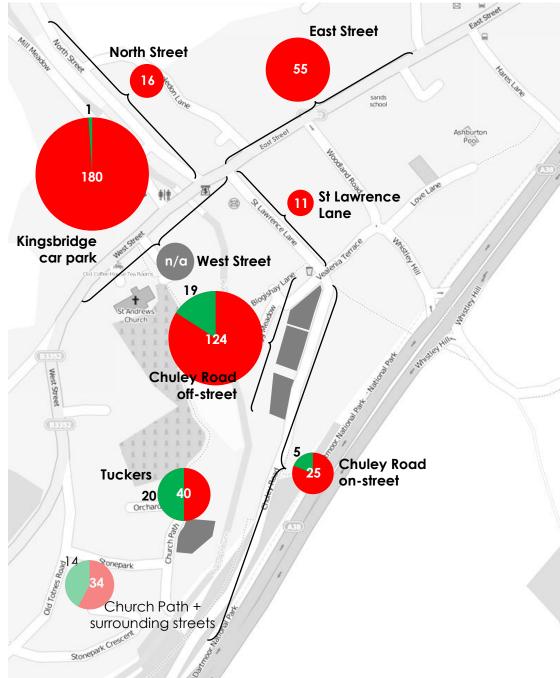
| East St (east of St Lawrence Lane) Golden Lion Court Woodland Road Love Lane Whistley Hill | 2.5 1.7 n/a n/a |
|--|--------------------------|
| Kingsbridge Lane Car Park | 3.6 |
| Ash Close | 1.2 |
| North St | 5.4 |
| West St | n/a |
| East St (west of St Lawrence Lane) | 5.2 |
| St Lawrence Lane | 2.1 |
| Vealenia Terrace | n/a |
| St Andrews Close | 1.9 |
| Private road Chuley Road (south of private road Chuley Road (north of private road Chuley Road (towards A38) Stonepark and Church Path | |
| Car park (south of private road) | ≈ 1.1 |
| Car park (nearest Vealenia Terr.) | ≈ 1.2 |
| Car park (north of private road) | ≈ 1.3 |
| Tuckers car park | ≈ 1.8 |

Parking Space Turnover (average) - Saturday



- Low turnover throughout, with three notable exceptions
 - Kingsbridge Lane medium turnover
 - North Street high turnover
 - East St (between North St & Woodland Rd)

| East St (east of St Lawrence Lane) | 1.5 |
|-------------------------------------|------------|
| Golden Lion Court | 1.2 |
| Woodland Road | 1.5 |
| Love Lane | n/a |
| Whistley Hill | n/a |
| Kingsbridge Lane Car Park | 3.1 |
| Ash Close | 1.3 |
| North St | 6.8 |
| West St | n/a |
| East St (west of St Lawrence Lane) | 5.7 |
| St Lawrence Lane | 1.6 |
| Vealenia Terrace | n/a |
| St Andrews Close | 1.6 |
| Private road | 1.1 |
| Chuley Road (south of private road) | 1.6 |
| Chuley Road (north of private road) | 1.2 |
| Chuley Road (towards A38) | 1.0 |
| Stonepark and Church Path | 1.0 |
| Car park (south of private road) | ≈ 1.3 |
| Car park (nearest Vealenia Terrace) | ≈ 1.2 |
| Car park (north of private road) | ≈ 1.0 |
| Tuckers car park | ≈ 1.3 |

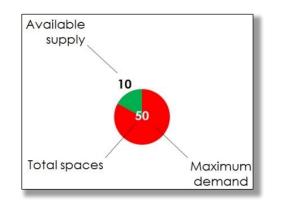


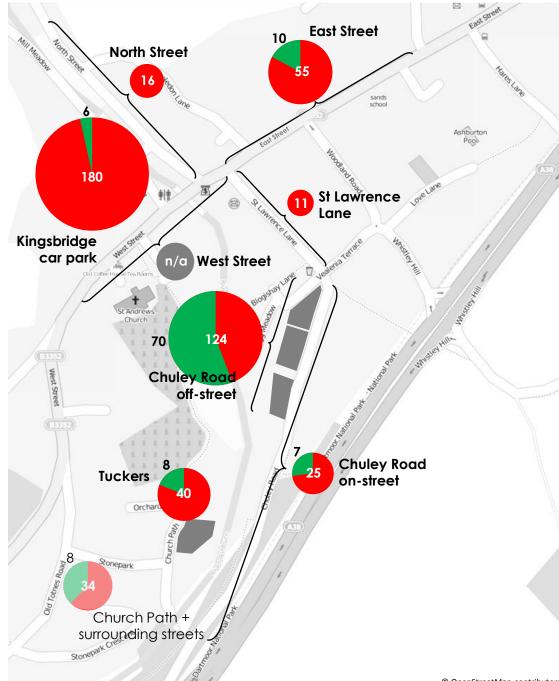
Weekday - maximum space demand

Headline findings

N.B. **Weekday** findings presented here – Saturday overleaf

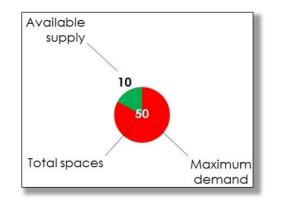
- Kingsbridge Ln car park full
- All town centre streets fully occupied
- Chuley Rd (on-street) some capacity available
- Chuley Rd car parks approx. 80% full
- Tuckers parking offers capacity for shoppers





Saturday - maximum space demand

- Kingsbridge Ln car park full (effectively)
- Some parking spaces available on-street on East Street
- St Lawrence Lane fully occupied
- Chuley Rd (on-street) offers some parking space
- Chuley Rd car parks less than half full
- Tuckers parking offers capacity for shoppers



Overall Parking Survey Summary (see over for commentary)

| Car Park | Location | | Duration | | | Utilisation of spaces | | | Turnover of Spaces | | | Available Spaces (Sat, max) | | |
|------------------|-------------------------------------|------------------|--------------------------------------|-----------------|--------------------|-----------------------|---------------------------|---|--------------------|-------------------------|-----------------|-----------------------------|----------------|---------------------|
| | Town | Edge of | Remote | Long | Med | Short | High | Med | Low | High | Med | Low | Some | None |
| | centre | town centre | | | | | | | | | | | | |
| Kingsbridge Ln | | | | | | | | | | | | | | |
| | Hub location - | high convenie | nce | Long/med sta | y use sub-optimu | m for this facility | High utilisat | ion as long a | & med stay | Med turnov | er only | - | Space could | l become av ailable |
| | Good shoppers car park | | Short-stay (30-90min) use preferable | | | | | - restricts pkg opportunities for users | | if wider system managed | | | | |
| | Tariff operatin | g, enables spac | ce rationing | 9 | | | | | | | | | accordingly | |
| North Street | | | | | | | | | | | | | | |
| | Good conven | ient shoppers/\ | visitors | Short stays ap | propriate for this | | | | | Good turno | ver - approp | oriate for | Space could | l become av ailable |
| | location | | | town centre lo | ocation | | | | | location | | | if wider syste | m managed |
| | | | | | | | | | | | | | accordingly | |
| East Street | | | | | | | | | | | | | | |
| | Good conven | ient shoppers/\ | visitors | Short stay dure | ations supportive | e of | High utilisat | ion good fo | r this | High turnov | er to west | | | |
| | location | | | for High St act | ivities | | convenient | location | | Appropriate | e for this Higl | hSt | | |
| St Lawrence Ln | | | | | | | | | | | | | | |
| | In-between lo | cation | | Access to this | convenient tow | n centre | Street highl | y parked-up |) | Low - reflec | tive of long- | -term | Effectivelya | non-option for |
| | handy for town centre shopping, | | , | | | | resident and business use | | town centre | visitors | | | | |
| | but mainly use | d by residents , | /businesses | resident / busi | ness parking | | for traffic m | ovements | | | | | | |
| Chuley Rd | | | | | | | | | | | | | | |
| carriageway | Within town c | entre walking c | listance | Location bett | er as short-term s | supply | Available s | paces inforr | mally | Section use | d for long-st | ay parking | | |
| Northern section | Finds use for lo | ong-term parkin | g | Length of stay | suggests busine: | ss use | marked and | linconvenie | ent to use | | | | | |
| Chuley Rd | | | | | | | | | | | | | | |
| carriageway | Used for long- | stay parking | | Good use for t | his remote locat | tion | Space usag | je is sporadi | С | Low turnove | erreflective | e of | | |
| Southern section | n section | | | | | | | | long-stay us | е | | | | |
| | Within town centre walking distance | | | | | | | | | | | | | |
| Chuley Rd | | | | | | | | | | | | | | |
| Car Parks | Useful location | n for short-term | use for | Long-term use | consistent with | business | | | | Low turnove | erreflective | e of | | |
| (private) | town centre | | | related activi | ty | | | | | long-stay us | е | | | |

KEY

 Generally favourable observation / characteristic

 Observation / characteristic with positive & negative characteristics

 Generally un-favourable observation / characteristic

 Observation only

17

Overall Parking Survey Summary

The findings and conclusions presented here relate to the weekday and Saturday situations, and in general terms, both are similar, with the following characteristics.

Parking space utlisation:

- Town Centre Generally higher use on weekday, on-street and off-street
 Higher peak utilisation levels on weekday
- Chuley Rd higher on-street utilisation on Saturday
 - lower off-street utilisation on Saturday

Demand for parking spaces:

- Similar overall demand on weekday and Saturday
- Off-street supply used less on Saturday
- East St well-used on weekday
- Kingsbridge very well used (full) on weekday and Saturday

Duration of parking stays:

• Very similar throughout the town centre and Chuley Rd on both days

Parking space turnover:

- Very low space turnover on both days
- Low turnover on East Street on both days
- Relatively low turnover weekday and Saturday at Kingsbridge Ln car park – i.e. for a town centre public car park

Other more specific observations:

Kingsbridge Lane car park – this centrally located amenity is very well used, and clearly popular, but exhibits sonly modest turnover meaning that space availability is lower than expected, even though capacity would otherwise appear sufficient for Ashburton town centre visitors.

North Street - operating well in providing convenient and efficient short-stay (<60 min) on-street parking. Probably over-working in making up for the lack of similar supply elsewhere in the vicinity (e.g. Kingsbridge Ln car park, St Lawrence Ln), as demonstrated by lack of space availability.

East Street – similar to North Street, though stay durations tend to lie between short-medium term as we move east along the street, i.e. further rom the town centre activity.

St Lawrence Lane – though convenient for the town centre, and clearly subject to some opportunistic visitor parking, we see mostly medium to long-stay parking here, probably by residents and businesses given the long stay durations observed. This parking though effectively narrows the carriageway to a single lane, causing single, alternate line working, delaying access for local people and visitors alike.

Chuley Road on-street (northern section) – used for med-long-term parking, perhaps by those otherwise seeking space nearer to the town centre on a Saturday, but content to park in this location for longer stay parking given the short walk involved. It is possible some are displaced St Lawrence Ln residents.

Chuley Road on-street (southern section) – home to long-stay parking with very low space turnover, this location is walkable for the town centre, and if better laid out for parking could see greater use.

Chuley Road car parks – compared to weekday use, these car parks are less intensively used though still home to long-stay use, most likely related to weekend commercial use, as evidenced by the low space turnover.

Parking Strategy Principles

Town Centre and Masterplan Area parking

Although clearly under pressure at peak times, town centre visitors generally observe posted parking regulations and little indiscriminate parking has been observed. Given the recent loss of the temporary parking on the former Cattle Market site, we may have expected to find clear evidence of more congested conditions.

It is of course acknowledged that in this location, use of private cars will remain important for many given the inherent difficulties of providing alternative public travel modes throughout rural areas. As such, the strategy seeks to provide additional parking spaces within the masterplan area in order to:

- Provide a better level of service for users
- Provide for usage variations for example, during local festivals
- Provide for masterplan site related activities.

There is a clear opportunity for the wider town centre to benefit from the peak car parking capacity provided for masterplan staff, visitor and commercial parking during the quieter weekend periods – as evidenced by the parking survey data.

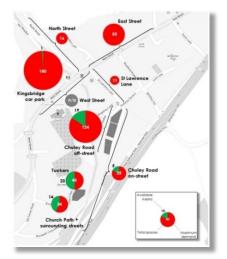
Parking and access movements

The level of parking provided should though be managed carefully as with each space comes a related twoway access movement using town centre roads. Accordingly, the masterplan site should aim to provide a flexible parking space initially – one which can expand and contract in relation to outturn parking activity.

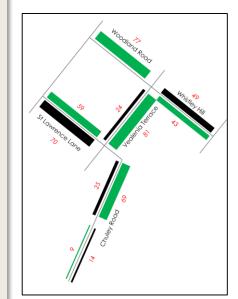
The capacity of that car park should though be capped such that the town centre vehicle movements associated with those spaces are kept within manageable proportions. This report later presents the results of an associated survey of traffic movements in the masterplan site vicinity and demonstrates that present movements are low in number, doubtless constrained by the narrow carriageways in general, and kerbside parking (St Lawrence Lane).

All movements (2-way combined) as recorded entering via Woodland Rd+Whistley Hill+St Lawerence Lane Morning peak (8-9am) IN = 189 OUT = 132 Evening peak hour (5-pm) IN = 102 OUT = 185

Though low in absolute terms (approx. between 1-2 vehicles/min), the width constrained local roads mean that those numbers may result in a disproportionate impact on local amenity. They do however offer the prospect of offering a degree of capacity for additional masterplan traffic flows relating to parking activity.



Town centre parking survey extract



Surveyed traffic flows - extract

Parking Strategy Principles

Parking reallocation – approach

At the time of writing, the more specific content and scale of masterplan content remains under development. Accordingly, this strategy approaches the provision and rationalisation of town centre parking from the standpoint of:

- Accepting additional masterplan-related parking activity will result from the proposals and accounting for it in general terms given known proposals
- That the present town centre parking supply will benefit from reorganisation to make better use of this valuable asset
- That some motorists will be displaced from some locations (e.g. Kingsbridge Ln) but better matching parking stay durations to appropriate locations will result in a wider benefit for the town centre and those that live and work within it and those visiting too.

Parking Strategy Principles

The key elements of the masterplan parking strategy are described by points 1-5 below:

1. Kingsbridge Lane car park

Principle: Make full use of this central and good quality town centre amenity

- Focus car park on short-term visitor use
 - Encourage space turnover (target 5+ vehs/day) amend tariff accordingly regime to discourage stays of more than 2 hours

2. North Street and East Street

Principle: Continue to provide convenient short-term on-street visitor parking

- Continue support the existing 30 minute short-stay use
 - Consider provision of further marked-out spaces

3. St Lawrence Lane

Principle: Improve this important two-way link between the town centre and Chuley Road to the benefit of town centre amenity, movement and Chuley Road access

- Enable:
 - convenient two-way vehicle movement on St Lawrence Lane
 - Improved vehicle access between the town centre and new car parking within the masterplan site area
 - improvement of St Lawrence Lane public realm
 - Improvement of footway provision for pedestrians
- Relocate on-street parking to Chuley Road site in a dedicated area at the northern end of the site for (in the order of) 10 vehicles i.e. replacement for existing parking
 - Extend existing double yellow lines to cover non-prohibited parking kerbside

Parking Strategy Principles

Chuley Road

Chuley Road development offers the opportunity to provide complementary public parking for the wider town centre.

The parking survey found little occurrence of indiscriminate parking in the town centre, though most marked spaces were occupied. It is therefore likely that the level of service motorists perceive is not what they would wish, and additional supply would be welcomed (as reported through masterplan consultation discussions). Accordingly, the strategy includes for complementary public parking within the masterplan site, for medium-long term use.

The final capacity of that additional complementary public parking will depend on the final masterplan development land use mix, scale, and resultant parking requirement, but based on our best judgement of:

- Supressed town centre parking need
- The likely impact on local roads of the associated traffic access movements
- The associated relocation of present site and town centre supply

- we recommend that it should lie within 50 – 100 spaces which includes those on-street spaces to be provided on the re-planned Chuley Road.

4. Chuley Road – Public Parking - Northern section

Principle: Provide additional 'convenience' short - medium term town centre parking for town centre use – supporting town centre parking provision and enabling relocation of existing St Lawrence Lane parking (approx. 5-10 vehicles) Provide on-street parking capacity within a new shared space street environment for town centre short-medium term parking

5. Chuley Road – Public Parking - Southern section

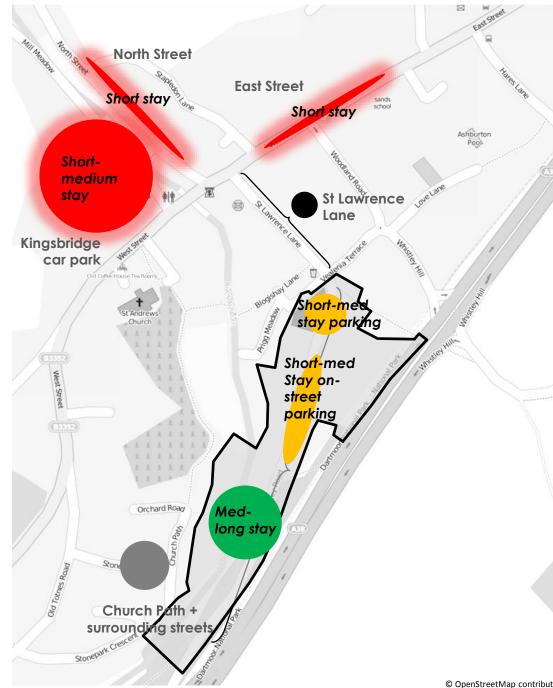
Principle: Provide medium-long term parking to the southern end of the site for masterplan site and town centre commercial and public shared use

- in the order of between 50 75 spaces dependent upon masterplan site use and proven town centre demand
- use to be varied between weekday and weekend use with commercial use / pricing varied according to emphasis

6. Chuley Road - Commercial / Business Parking - site wide

Principle: New developments to provide their own dedicated parking provision, with longer term business related parking utilising available on-street or medium-long stay provision.

Commercial developments within the masterplan site area should provide and make use of dedicated parking facilities for their business related needs. Other capacity to meet exceptional needs may be found within medium-long stay provision on-street and off-street within the site and town centre.



Parking Strategy **Principles and Actions**

Headline findings

The diagram (left) indicates a general rearrangement of parking provision across the town centre and within the masterplan site

- Better use made of Kingsbridge Ln car park
- Strengthening of North Street and East St on-street parking provision
- Additional short-medium stay parking in the town centre
- Provision of more convenient on-street provision within the Chuley Rd site
- Provision of short, medium, and long stay parking within the Chuley Rd masterplan site, both on-street and in car parks
- Relocation of St Lawrence Ln parking into the • masterplan site area

Intensification of use

higher turnover / short-stay spaces

Replacement short-medium term parking for Chuley Rd and St Lawrence Ln

New med-long stay parking – provides for displaced Kingsbridge Ln car park longer term need, St Lawrence Ln reprovision, and additional town centre supply

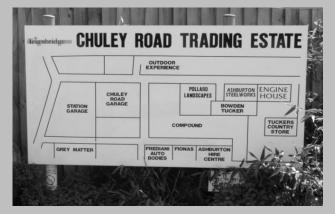
No change

Removal of parking

Traffic Movement Survey Findings



Masterplan Parking Strategy





Traffic Survey – Vehicle Movements

Automatic Traffic Counter (ATC) data analysis

Related to the masterplan parking strategy and the survey work that underpins it, an associated traffic movement survey was undertaken to examine present vehicle flows in the Chuley Road vicinity. Previous to this, masterplan development statements on transport issues and proposals have been based on incomplete 'spot' site observations.

This work presents findings based on the results of an automatic traffic counter (ATC) survey programme undertaken by independent specialist survey sub-contractors between 25th September and 1st October 2013. Having a continuous week-long dataset enables a more reliable assessment to be made of traffic flows and travel patterns in the Chuley Road.

A total of 6 ATCs were used to ensure full coverage of the masterplan area and surrounding streets/roads. Each counter collected data on vehicle flows, vehicle types and vehicle speeds.

Subsequent pages consider observed flow patterns, vehicle type compositions (particularly heavy goods vehicles) and speeds, with key points highlighted for each data collection site.

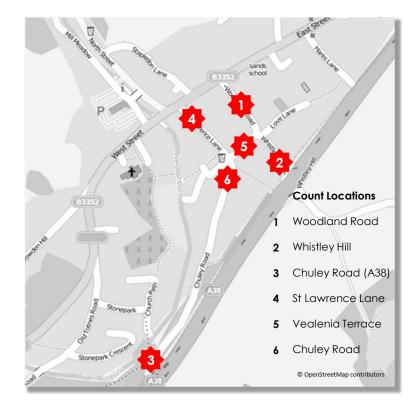
Findings - Summary

Overall, peak hour vehicle flows are low at typically less than 100 per hour in any direction, i.e. less than two vehicles a minute. Narrow carriageway and footway widths and the tight urban structure of Ashburton tend to accentuate the impact of these otherwise modest flows, leading to a disproportionate impression of moving (and parked) vehicles in the local area.

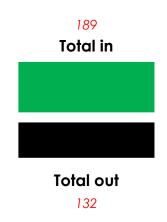
Goods vehicle flows are generally low in number, notwithstanding the commercial/industrial nature of many of the businesses along Chuley Road. There were very few instances of large goods vehicles accessing the surveyed area.

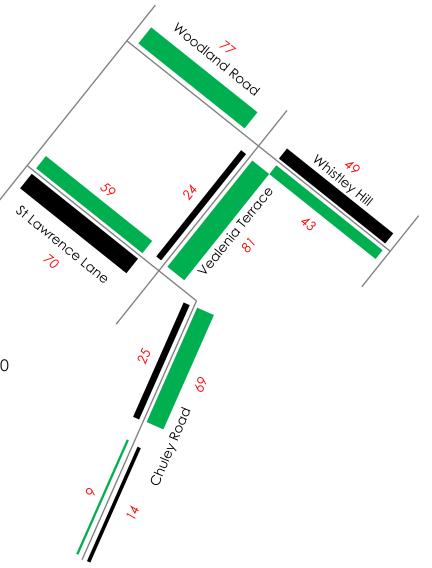
Chuley Road Southern Link Road

The low hourly traffic flows on the Woodland Rd - Vealenia Terrace – St Lawrence Lane circuit, between 1-2 vehicles per minute during peak hours is evidence of the effect of the narrow carriageways and kerbside sporadic activity on traffic movement. It also strongly suggests at the negative impact that a new and higher capacity road connection to the south of the masterplan site would have in drawing greater traffic flows through that circuit. This is one of the reasons that such a link has been discounted, along with concerns over deliverability, environmental impact, and cost.



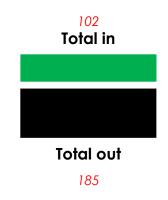
8-9am weekday average flow

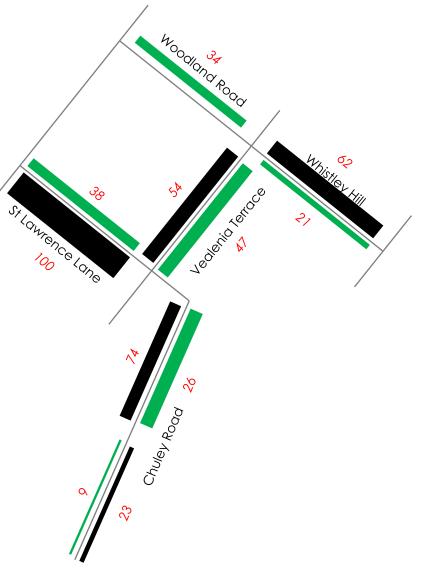




- Total flows into / out of the area show a noticeable inbound bias
- The difference in flow between the Chuley Road sites suggests c.50 vehicles are entering the masterplan area and parking (69-14)
- This number of vehicles is approximately equal to the difference in overall in / out flows (189-132) which suggests limited parking activity in nearby streets backed up by the parking survey data
- Vehicle flows across he surveyed area show that whilst the masterplan area generates trips there are other, larger trip generators such as through trips (between town centre and A38) and school traffic

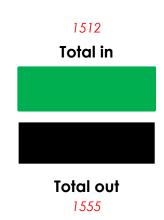
5-6pm weekday average flow





- Total flows into / out of the area show a noticeable outbound bias, opposite to the AM peak which is to be expected
- The difference in flow between the Chuley Road sites suggests c.65 vehicles are entering the masterplan area and parking (74-9)
- This number of vehicles is approximately equal to the difference in overall in / out flows (185-102) which suggests limited parking activity in nearby streets backed up by the parking survey data
- As with the AM peak, vehicle flows across he surveyed area show that whilst the masterplan area generates trips there are other, larger trip generators such as through trips (between town centre and A38)

24hr weekday average flow

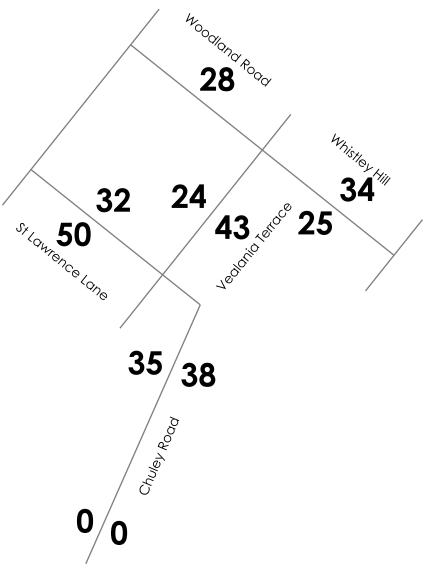


Woodlond Road Whistley Hill Jederici Teroce ری Stionrence lane Chuley Road

- Balanced flows off East Street from Woodland Road and St Lawrence Lane
- Combination of Woodland Road and Whistley Hill flows lead to an imbalanced daily average along Vealenia Terrace which is predominantly westbound towards Chuley Road
- Balance of flows at junction of Woodland Road and Whistley Hill highlights localised traffic movements associated with the school
- Comparatively low flows on Chuley Road (A38 bridge) confirms predominant northern access preference
- Difference in Chuley Road flows indicates c.350 vehicle trips generated per day by activity in the area

24hr weekday average flow Light Goods Vehicles & Buses/Coaches (2 axles)

- Two axle goods vehicles (or small buses) will typically be Transit vans or similar
- Given the narrow carriageway width and limited connectivity, no goods vehicles were observed going up Chuley Hill
- All other links surveyed identified a modest number of small goods vehicles, equivalent to between 2 and 5 per hour based on a typical 10-hour day (8-6pm)
- Given the variety of commercial / industrial uses along Chuley Road these flows are not unexpected. Deliveries to other businesses and residential properties could well account for a substantial proportion of the flows as well. . It should also be noted that some of these flows could be connected with the Cattlemarket development



24hr weekday average flow **Ordinary Goods Vehicles and Buses** / Coaches (3 axles)

Key points:

- St LOWIGNCO LONG Three axle goods vehicles (or buses) will typically be longer Transit vans, Luton vans or larger rigid body lorries
- Three vehicles are shown going up Chuley Hill which may be due to incorrect classification of the vehicles at the survey location
- Befitting the narrow carriageways and tight urban form all the links surveyed identified a very limited number of medium sized goods vehicles, equivalent to no more than one every two hours based on a typical 10hour day (8-6pm)
- Given the variety of commercial / industrial uses along Chuley Road these flows are not unexpected. It should also be noted that some of these flows could be connected with the Cattlemarket development
- St Lawrence Lane appears to be the preferred route for these vehicles to leave the area which may lead to isolated instances of highway congestion at particular times

WOOCHONG ROOG

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Chuley Road

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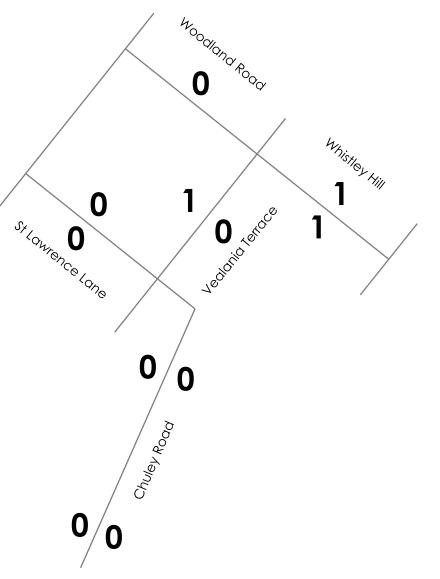
Whistley Hill

2

24hr weekday average flow Ordinary Goods Vehicles (4 axles)

- Four axle goods vehicles will typically be large, articulated goods vehicles
- Most of the links surveyed did not observe any large goods vehicles

 the only exception being one vehicle entering/exiting the
 surveyed area on Whistley Hill
- It is unclear from the data where the vehicle went (no data for Vealenia Terrace eastbound or other links) but it is reasonable to assume it may be connected with the Cattlemarket development
- Given the narrow widths of Woodland Road and St Lawrence Lane the use of Whistley Hill is the most appropriate access/egress point



24hr weekday average flow Goods vehicle percentages

- The volume of small/medium goods vehicles represents no more than 9% of all vehicle movements on any individual link and is typically 6-8%. This is consistent with other urban areas that have a mix of residential, commercial and industrial uses in close proximity
- The volume of heavy goods vehicles (OGV2 class) is less than 0.5% of the overall total



Speed analysis

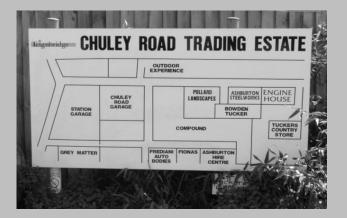
| | Direction | Average speed | 85 th percentile speed |
|--------------------------|-----------|---------------|-----------------------------------|
| Woodland Road | S | 17 | 20 |
| Whistley Hill | N | 18 | 21 |
| | S | 19 | 21 |
| Chuley Road (A38 bridge) | N | 11 | 12 |
| | S | 10 | 10 |
| St Lawrence Lane | N | 13 | 14 |
| | S | 12 | 13 |
| Vealania Terrace | E | 16 | 18 |
| | W | 16 | 18 |
| Chuley Road (by garage) | N | 16 | 18 |
| | S | 16 | 18 |

- Highest speeds were recorded on Whistley Hill which is perhaps to be expected given its edge of urban location and carriageway width
- Conversely some of the lowest speeds recorded were on St Lawrence Lane which is narrow and more congested, being closer to the centre of town
- For all links, the average speed was close to the 85th percentile speed suggesting a tight range of speeds throughout the day, both during and outside of peak periods

APPENDIX

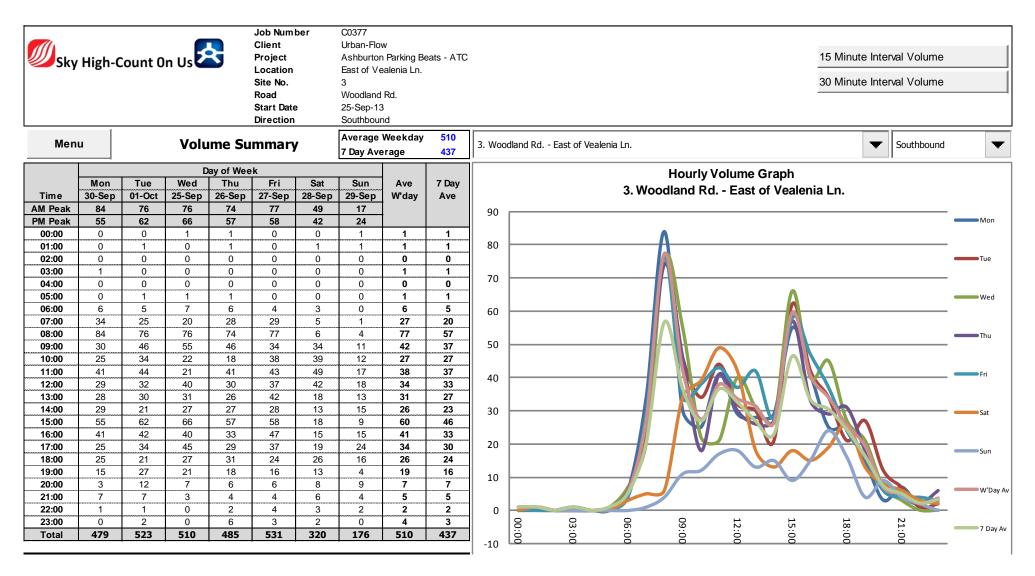


Traffic Survey – Vehicle Survey Data

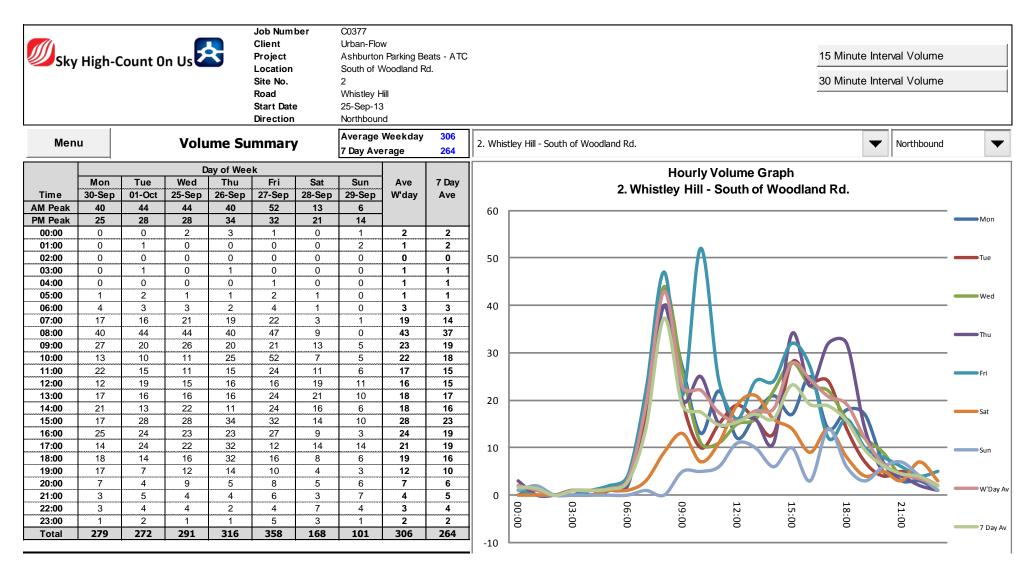




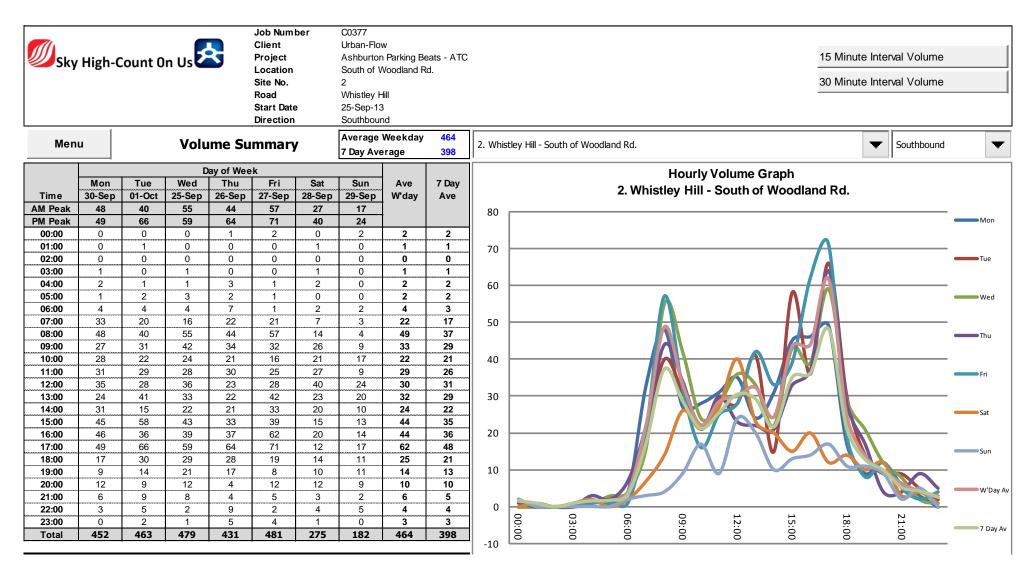
ATC volume data – Woodland Road southbound



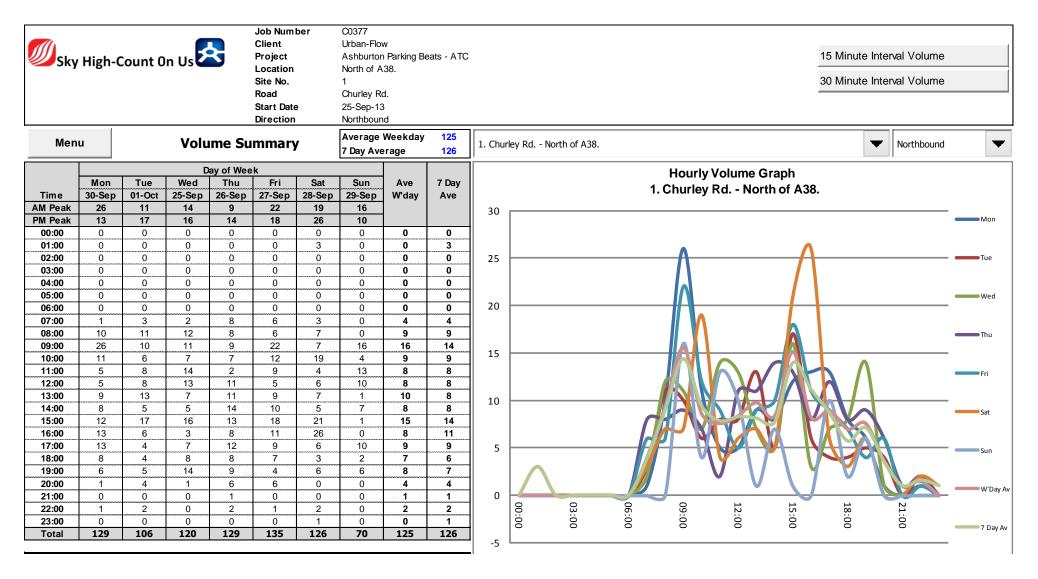
ATC volume data – Whistley Hill northbound



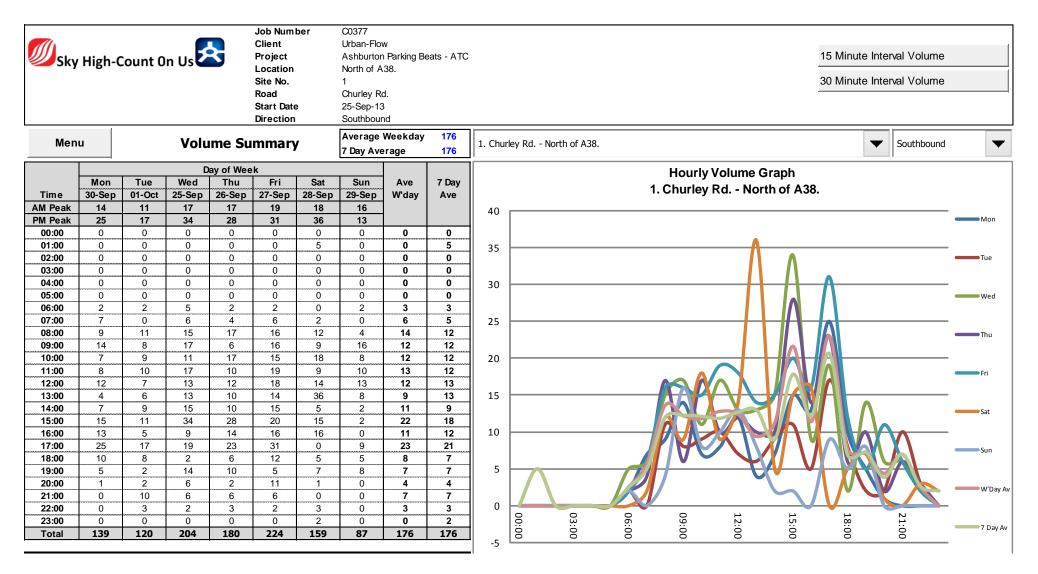
ATC volume data – Whistley Hill southbound



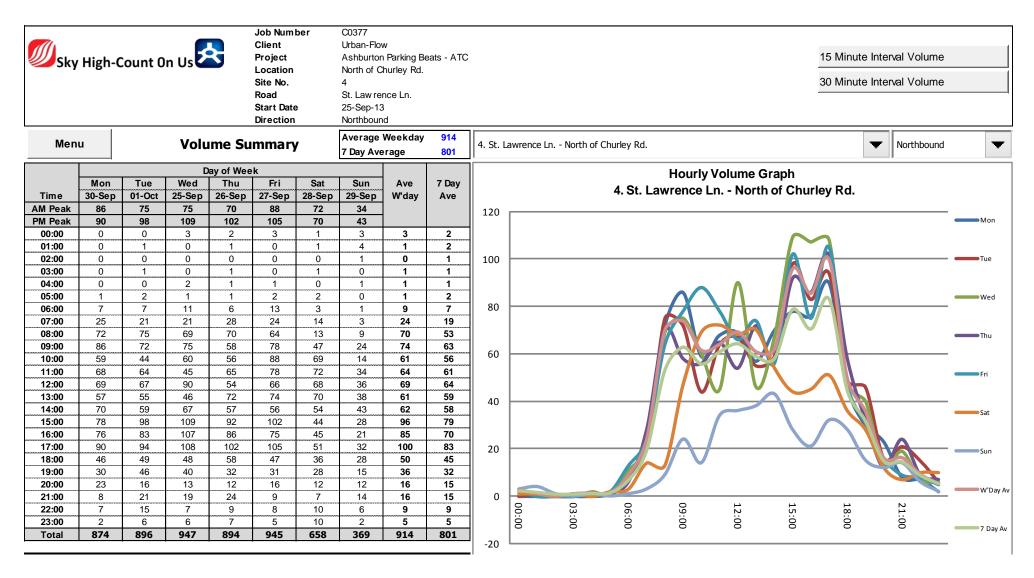
ATC volume data - Chuley Road (A38 bridge) northbound



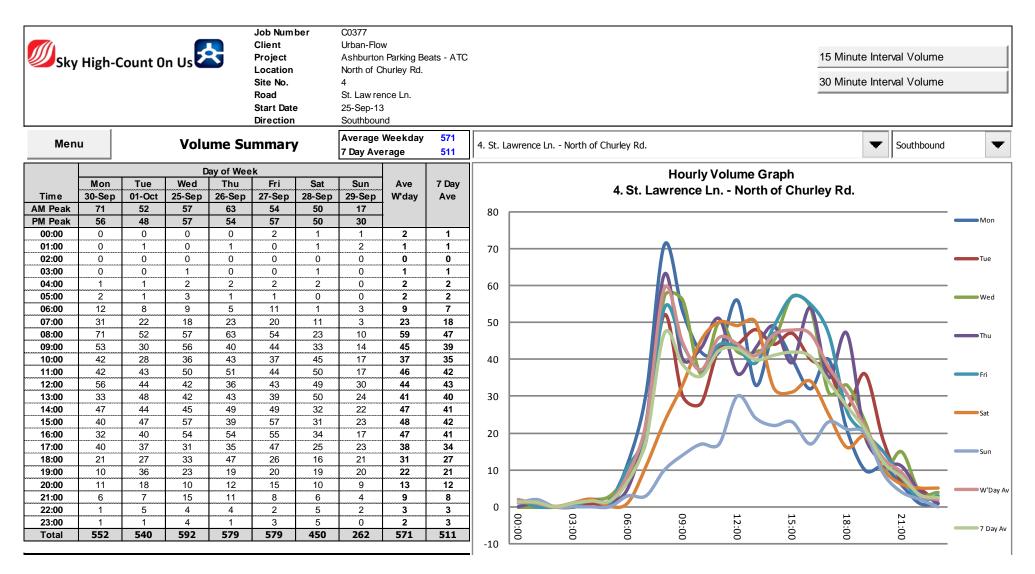
ATC volume data - Chuley Road (A38 bridge) southbound



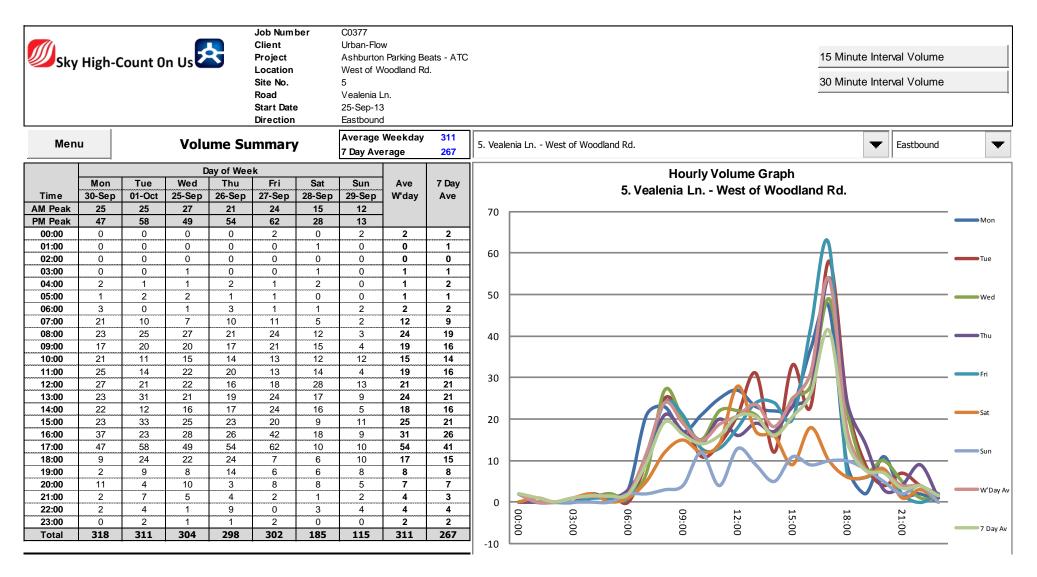
ATC volume data – St Lawrence Lane northbound



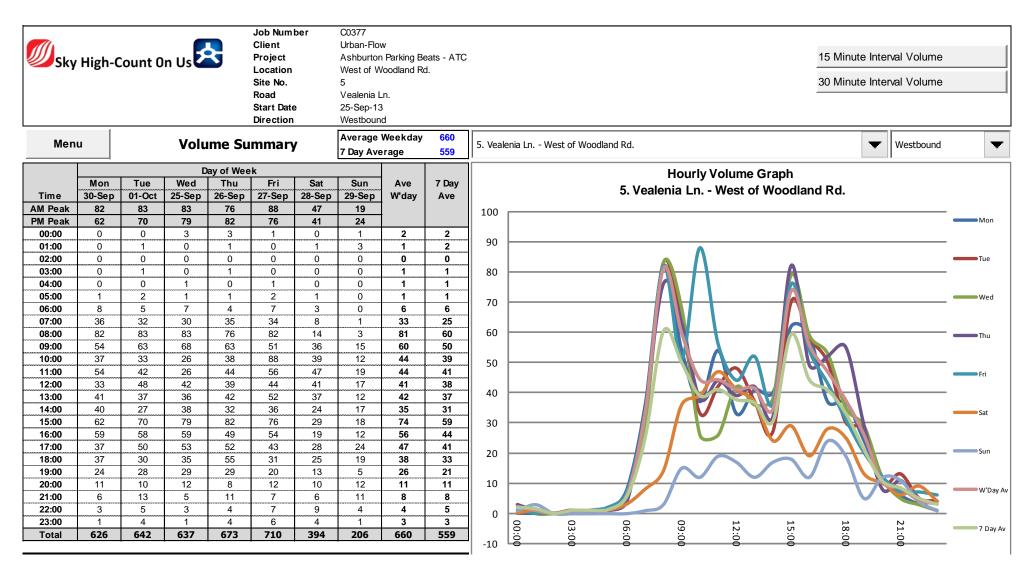
ATC volume data - St Lawrence Lane southbound



ATC volume data – Vealenia Terrace eastbound



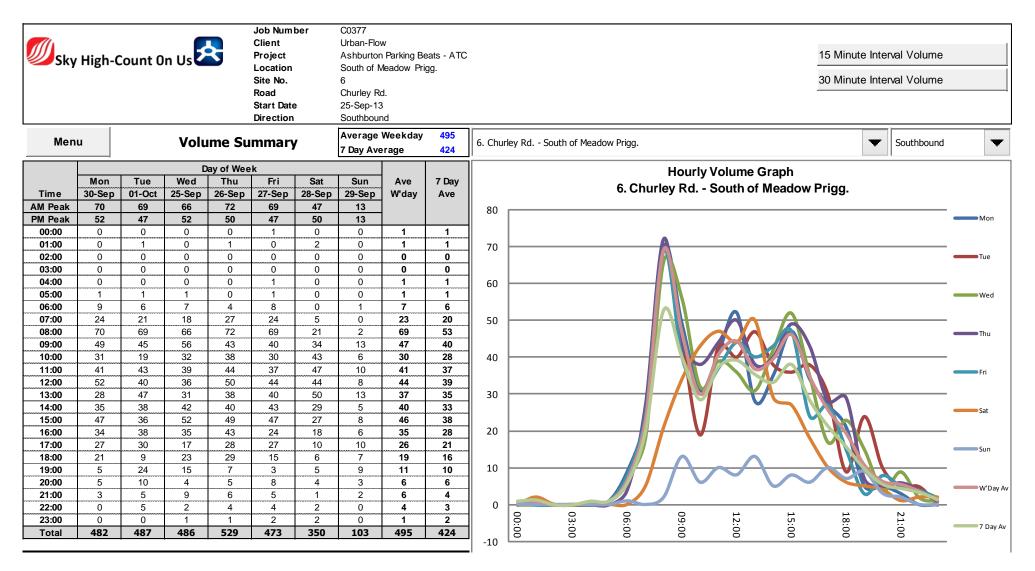
ATC volume data – Vealenia Terrace westbound



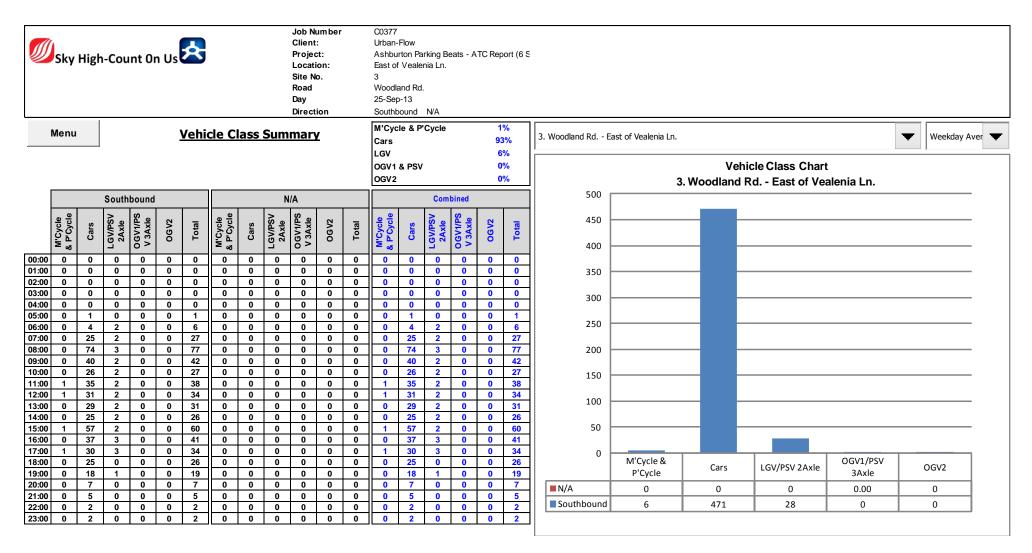
ATC volume data - Chuley Road (garage) northbound

| Client Urbar Project Ashb Location South Site No. 6 Road Churk Start Date 25-Se Direction North | | | | | | | South of M 6 Churley Re 25-Sep-13 Northboun | n Parking Be Aeadow Pri d. 3 id | gg. | C 15 Minute Interval Volume 30 Minute Interval Volume | | | |
|---|--------------|----------------|--------------|--------------|--------------|--------------|---|---|----------|--|--------------|--|--|
| Men | u | Volume Summary | | | | | Average Weekday4557 Day Average394 | | | 6. Churley Rd South of Meadow Prigg. | \mathbf{T} | | |
| | Day of We | | | | k | | | | | Hourly Volume Graph | | | |
| — . | Mon | Tue | Wed | Thu | Fri | Sat | Sun | Ave | 7 Day | 6. Churley Rd South of Meadow Prigg. | | | |
| Time AM Peak | 30-Sep 36 | 01-Oct 31 | 25-Sep 42 | 26-Sep 35 | 27-Sep 44 | 28-Sep 44 | 29-Sep 18 | W'day | Ave | | | | |
| PM Peak | | 76 | 62 | 75 | 88 | 44 | 13 | ł | | 100 | Mon | | |
| 00:00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | |
| 01:00 | 0 | 1 | 0 | 0 | 0 | 2 | 0 | 1 | 2 | 90 | | | |
| 02:00 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | Tue | | |
| 03:00 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 80 | | | |
| 04:00 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | | | | |
| 05:00 06:00 | 1 | 1 | 1 5 | 0 | 1 | 1 0 | 0 | 1 | 1 | 70 | Wed | | |
| 07:00 | 9 | 10 | 9 | 10 | 10 | 4 | 0 | 10 | 9 | | | | |
| 08:00 | 28 | 18 | 23 | 32 | 26 | 12 | 1 | 25 | 20 | | Thu | | |
| 09:00 | 36 | 25 | 42 | 22 | 44 | 26 | 10 | 34 | 29 | | | | |
| 10:00 | 34 | 17 | 28 | 28 | 29 | 44 | 4 | 27 | 26 | | | | |
| 11:00 | 31 | 31 | 33 | 35 | 24 | 32 | 18 | 31 | 29 | | Fri | | |
| 12:00 | 40 | 35 | 54 | 38 | 30 | 46 | 11 | 39 | 36 | | | | |
| 13:00 14:00 | 27 30 | 39 31 | 24 46 | 38 33 | 39 37 | 45 30 | 10 13 | 33 35 | 32 31 | | | | |
| 14.00 | 45 | 44 | 40 | 43 | 40 | 26 | 7 | 35 44 | 36 | 30 | Sat | | |
| 16:00 | 57 | 39 | 42 | 47 | 40 | 35 | 6 | 45 | 38 | | | | |
| 17:00 | 71 | 76 | 62 | 75 | 88 | 12 | 11 | 74 | 56 | | Sun | | |
| 18:00 | 21 | 20 | 18 | 22 | 12 | 6 | 4 | 19 | 15 | | Sun | | |
| 19:00 | 6 | 17 | 12 | 11 | 6 | 6 | 9 | 10 | 10 | | | | |
| 20:00 | 10 | 6 | 10 | 4 | 3 | 3 | 1 | 7 | 5 | | W'Day Av | | |
| 21:00 22:00 | 3 | 11 6 | 10 2 | 9 12 | 2 | 0 | 2 0 | 7 5 | 6 5 | | | | |
| 22:00 | | 0 | 2 | 2 | 2 | 2 | 0 | э 3 | 5 2 | | | | |
| Total | 457 | 430 | 473 | 462 | 436 | 334 | 107 | 455 | 394 | | 7 Day Av | | |
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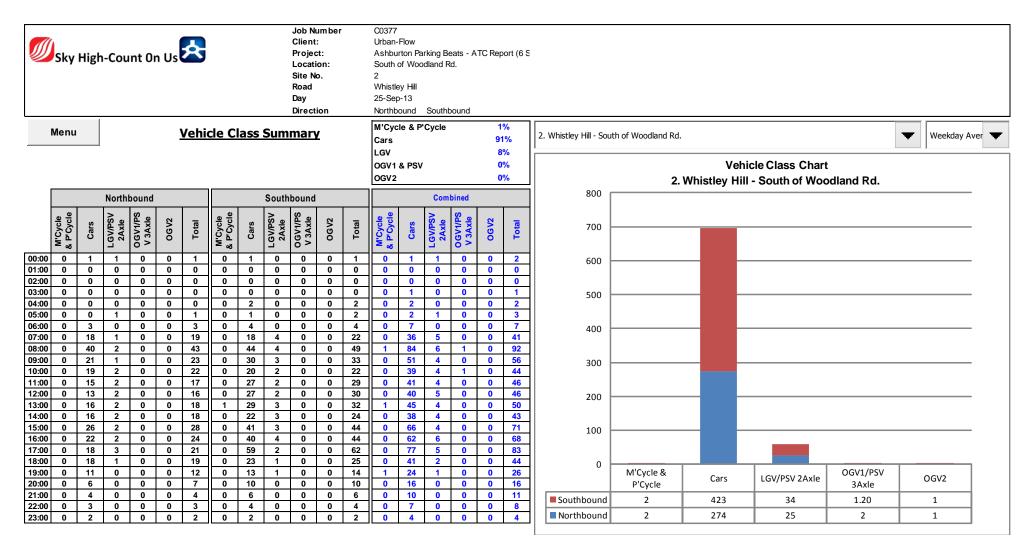
ATC volume data - Chuley Road (garage) southbound



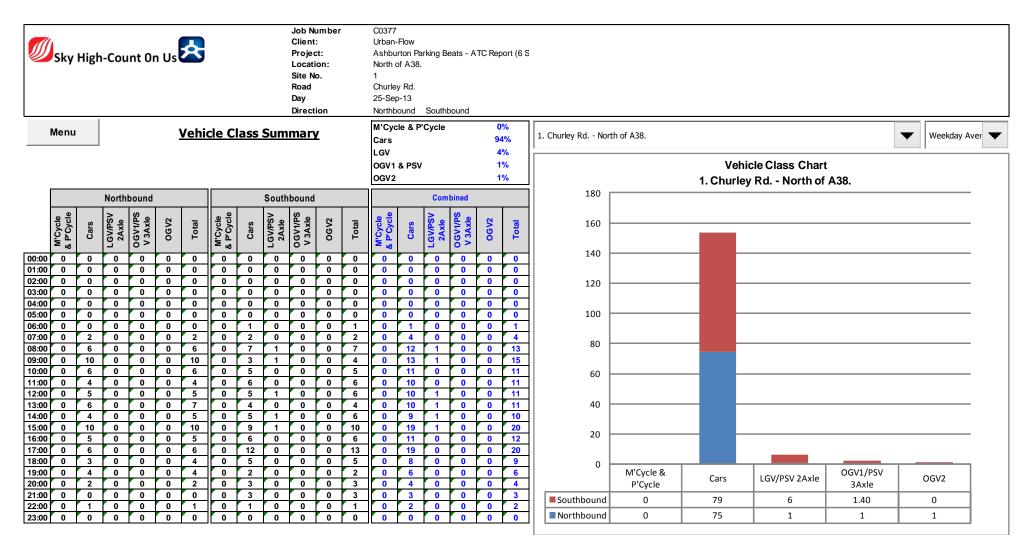
ATC vehicle type data - Woodland Road



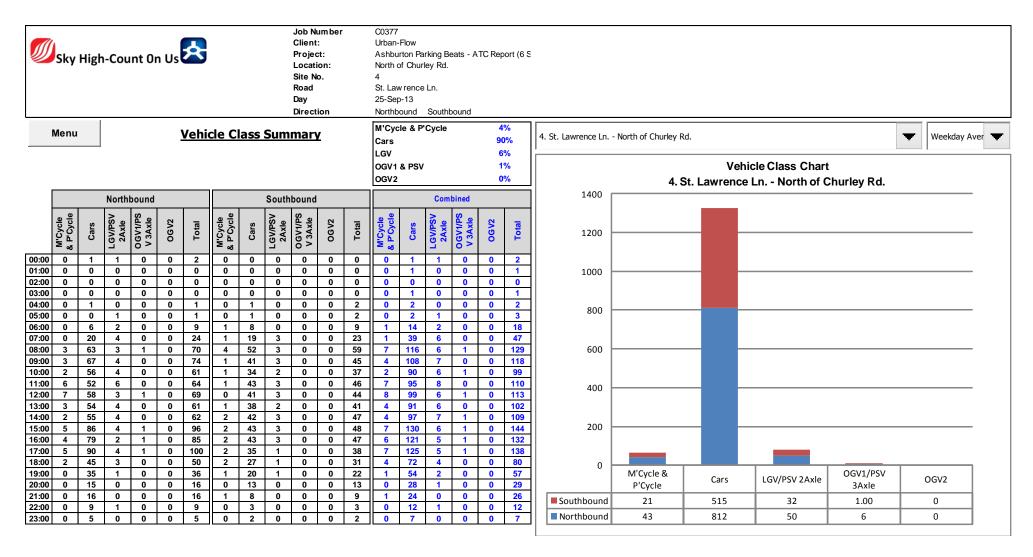
ATC vehicle type data – Whistley Hill



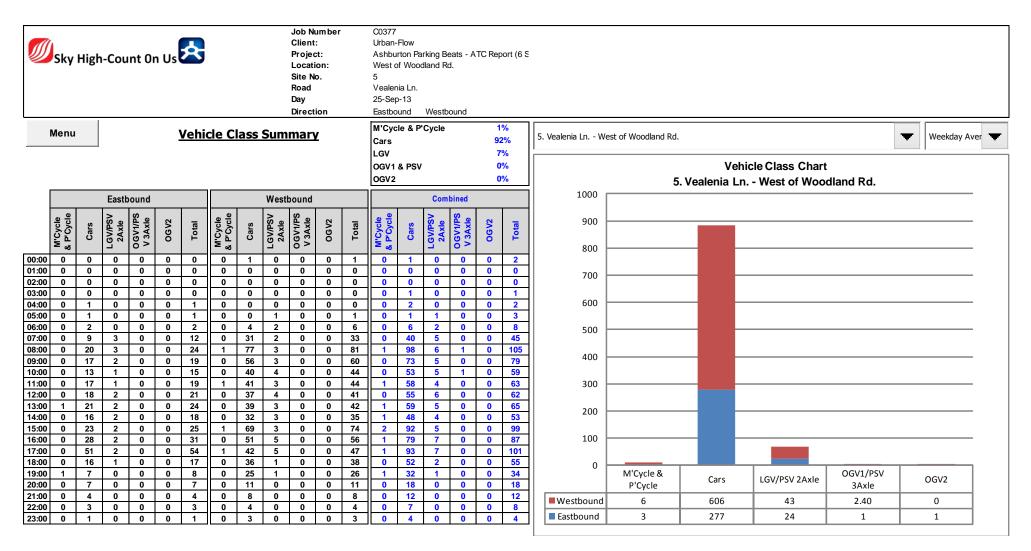
ATC vehicle type data - Chuley Rd (A38 bridge)



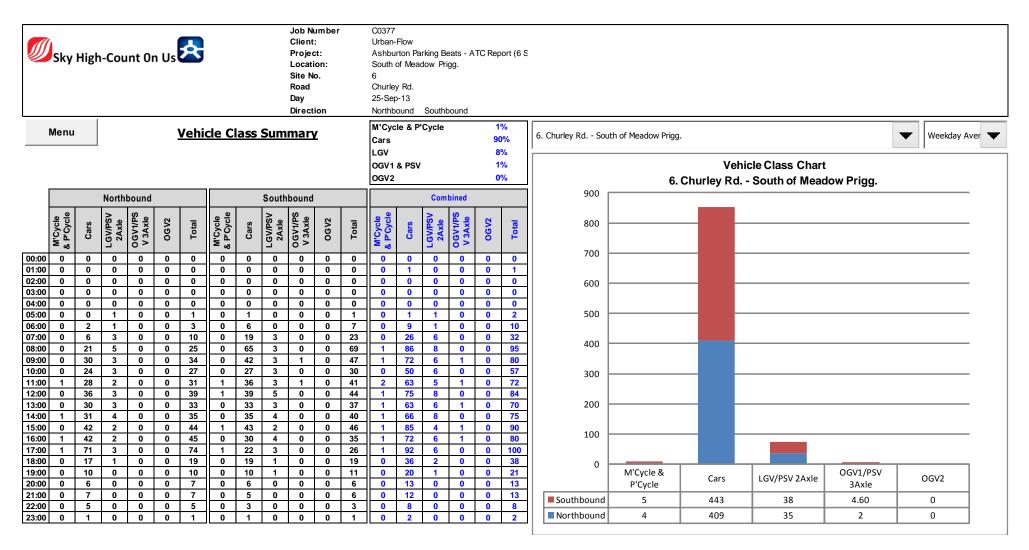
ATC vehicle type data – St Lawrence Lane



ATC vehicle type data – Vealenia Terrace



ATC vehicle type data - Chuley Road (garage)



| Quality Control | | | | | | | | |
|--------------------|-----------------------|--|--|--|--|--|--|--|
| Primary Author | John Emslie | | | | | | | |
| Contact Details E: | john@urban-flow.co.uk | | | | | | | |
| | | | | | | | | |
| Reviewer | Simon Adams | | | | | | | |

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| Final v2.4 | Client Team | 03/01/2014 | | | | | | | | |
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