



# **Stag Brewery, Mortlake**

## **Outline Car Park Management Plan**

For Reselton Properties

February 2018

## Document Control Sheet

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# 1 Introduction

## 1.1 Background

- 1.1.1 Peter Brett Associates LLP (PBA) have been appointed by Reselton Properties Limited ('the Applicant') to provide transport planning advice in support of three linked planning applications for the comprehensive redevelopment of the former Stag Brewery Site in Mortlake ('the Site') within the London Borough of Richmond Upon Thames ('LBRuT').
- 1.1.2 This report provides an outline for a Car Park Management Plan (CPMP) for the proposed development. A detailed CPMP will need to be agreed with the Council prior to first occupation of the development. The overriding objective of the CPMP is to ensure the effective management of all on-site parking in order to minimise risks associated with potential overspill parking from the development onto surrounding residential roads.

## 1.2 Context

- 1.2.1 The former Stag Brewery Site is bounded by Lower Richmond Road to the south, the river Thames and the Thames Bank to the north, Williams Lane to the east and Bulls Alley (off Mortlake High Street) to the west. The Site is bisected by Ship Lane. The Site currently comprises a mixture of large scale industrial brewing structures, large areas of hardstanding and playing fields.
- 1.2.2 The proposed redevelopment will provide homes (including affordable homes), a Care Village for an older population, complementary commercial uses, community facilities, a new secondary school alongside new open and green spaces throughout. Associated highway improvements are also proposed, which include works at Chalkers Corner junction.
- 1.2.3 The planning application comprises of three linked planning applications, as follows:
- Application A – hybrid planning application for comprehensive mixed use redevelopment of the former Stag Brewery site consisting of:
    - Land to the east of Ship Lane applied for in detail; and
    - Land to the west of Ship Lane (excluding the school) applied for in outline.
  - Application B – detailed planning application for the school (on land to the west of Ship Lane).
  - Application C – detailed planning application for highways and landscape works at Chalkers Corner.
- 1.2.4 This Outline Car Park Management Plan (CPMP) sets out the principles that will underpin the management of on-site parking within the Development and will form an appendix to the Transport Assessment (TA) that will support the three linked applications.
- 1.2.5 The CPMP only relates to Application A since it is considered that the school will be responsible for managing its own on-site parking which in any case is limited to just 15 spaces and so does not merit detailed parking management arrangements.
- 1.2.6 It is anticipated that a detailed CPMP will need to be agreed prior to the first occupation of the development and that this will be secured by way of a Planning Condition.
- 1.2.7 The remainder of the document is set out as follows:

- Chapter 2 sets out the detailed car parking proposals, including number of spaces, their allocation between the different uses, their location and general means of access;
- Chapter 3 identifies the main elements of the CPMP and the key principles that will guide the final plan which will need to be approved by the Council.

## 2 Details of Parking

- 2.1.1 The TA sets out full details of the proposed parking to support the proposed development and the associated parking strategy that will guide the use of this parking.
- 2.1.2 The parking strategy for the Site seeks to provide an appropriate balance between ensuring that not too much parking is provided such that parking availability would encourage residents and visitors to use a car as the mode of first choice and providing too little with a potential for parking associated with the development to overspill onto the surrounding residential streets. Accordingly, the proposed parking provision for both the residential and non-residential elements of the development has been set at a level that is less than the maximum LBRuT standards for the location, although it is in accordance with GLA standards.
- 2.1.3 A parking accumulation exercise was undertaken in respect of the proposed non-residential uses. This was based upon the trip rates agreed with LBRuT and TfL for those individual uses. This is attached at Appendix A and suggests that the proposed parking should be sufficient to cater for normal day to day demand generated by those uses. The maximum demand generated is 68 compared to a proposed provision of 77 spaces for those uses.
- 2.1.4 The parking for the Site will essentially be provided within two underground car parks, one to the east of Ship lane serving the development within the detailed application, and one to the west serving the proposed residential and Care Village within the Outline application. Parking for the school is provided on plot. Figure 2.1 identifies the location of the two car parks and proposed access routes.

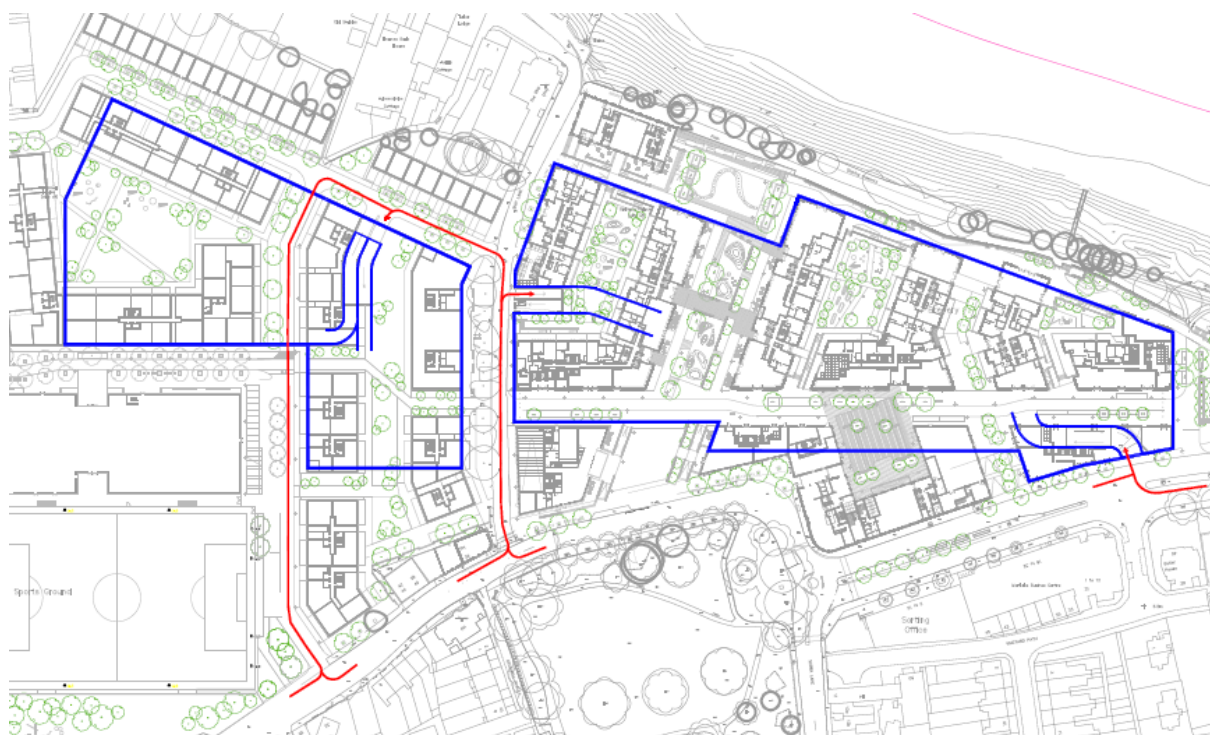


Figure 2.1 Site Access Points and Car Park Entrances

- 2.1.5 Overall, a total of 408 parking spaces are proposed within the Eastern car park. Figure 2.2 shows the layout proposed for the car park which provides the following:
- Residential Parking Spaces - 331 (38 Disabled spaces)



- Residential Apartments - 443
- Ratio - 0.75 spaces per unit
- Non Residential Spaces - 77 (8 Disabled)

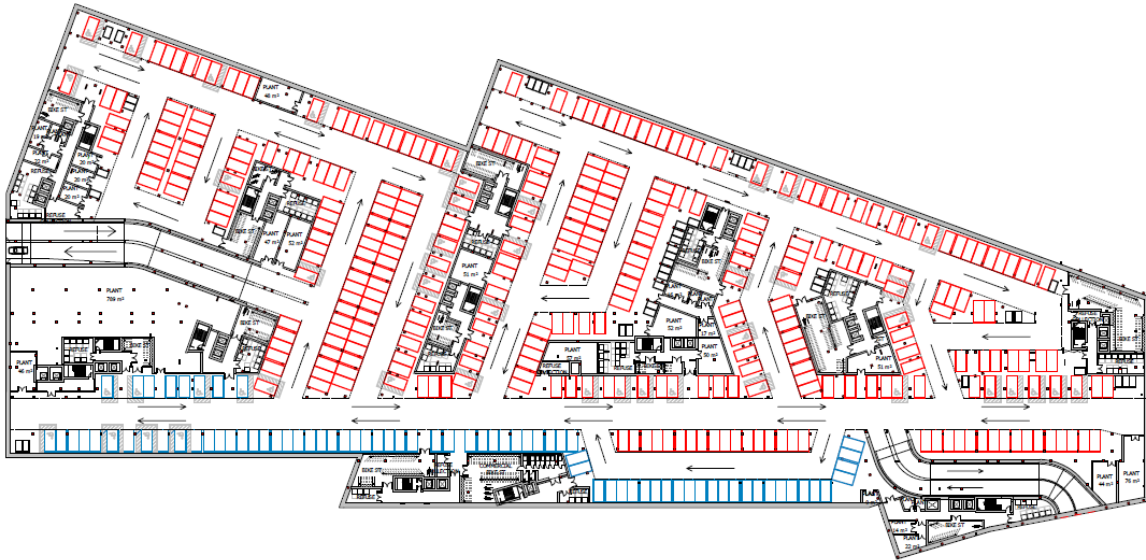


Figure 2.2 Eastern Car Park Layout

2.1.6 The indicative Masterplan illustrates that the western car park could provide 256 spaces. It is anticipated that these would be as follows:

- Residential Parking Spaces - 148 (17 Disabled spaces)
- Residential Apartments - 225
- Ratio - 0.66 spaces per unit
- Care Village - 108 (15 Disabled)



## 3 Proposed Parking Management Plan

### 3.1 Objectives

- 3.1.1 The overriding objective of the CPMP is to ensure the effective management of all on-site parking in order to minimise risks associated with potential overspill parking from the development onto surrounding residential roads. It will also be important to ensure that vehicles accessing the car park do not cause problems on the public highway, for example due to queues forming at the access points. In addition, it will be important to ensure that the car park operates well from the perspective of users, both residents and visitors and that there are mechanisms in place to ensure that any problems that do occur can be detected and rectified.
- 3.1.2 It is anticipated that the CPMP will be managed by the overall Estate Management Team.
- 3.1.3 In order to achieve the objectives of the CPMP, it will be important that there is close coordination between the management and operation of the CPMP and of the various Travel Plans that seek to encourage sustainable patterns of traffic. To that end it is anticipated that the Manager of the CPMP would attend the regular Steering Group Meetings of the Stag Framework Travel Plan (FTP).
- 3.1.4 It is anticipated that the CPMP will cover a number of aspects that will contribute to the overall effectiveness of the management arrangements, including design, charging and enforcement. The following elements will need to be covered by the detailed CPMP:
- Allocation of Residential Parking Permits;
  - Charges applied to non-residential parking;
  - Methods of payment;
  - Means of control to enter and leave the car park;
  - Signage, including internal and external signs;
  - Enforcement
  - Monitoring utilisation of residential and non-residential car parking spaces, including disabled spaces and spaces with electric charging points;
  - Preparation of annual monitoring reports to be made available to the Council;
  - Communication on parking matters with the Stag Community to include both residents and non-residents;
  - Day to day management of the non-residential parking spaces;
  - Provision of information to potential visitors to the site regarding the availability of parking and options for pre booking spaces.
- 3.1.5 The more detailed principles relating to each of the above elements are set out below.

#### Allocation of Residential Parking Permits

- 3.1.6 It is anticipated that for the western car park spaces residents will be offered the opportunity to acquire a space on a long lease. Individual spaces will be allocated to individual apartments. The landlord will however, retain the right to temporarily relocate car space demises within the car park through the terms of the lease.
- 3.1.7 Except for the designated disabled parking spaces these will be sold on a first come basis.
- 3.1.8 Should demand exceed supply then the Management Company will establish a waiting list and will facilitate transfer of ownership should spaces become available.

3.1.9 Any unsold residential permits can be used to supplement the non-residential parking spaces, subject to the approval of the Council.

3.1.10 Designated disabled spaces will only be allocated to designated wheelchair accessible units.

### **Charges applied to non-residential parking**

3.1.11 It is anticipated that the non-residential parking spaces will not be allocated to a particular end user. If any spaces are to be allocated to specific end users eg the hotel or office, then this would be agreed beforehand with the Council.

3.1.12 Details of penalty charges for over stay or for inappropriate parking will also need to be considered.

3.1.13 The Council will be informed of the proposed charging regime which will generally aim to discourage long stay use (more than four hours).

### **Methods of payment**

3.1.14 Details to be confirmed prior to opening. This will most likely take the form of pay and display although the potential for other technology systems e.g. pay by phone will be considered.

### **Means of control to enter and leave the car park**

3.1.15 To be agreed with the Council prior to opening but will be designed to ensure that any risk of cars queuing back onto the public highway and in particular onto Mortlake High Street, are minimised.

### **Signage, including internal and external signs**

3.1.16 Internal signage will need to ensure that the location of spaces for visitors is clear. Exits from the car parks will also need to be clearly marked. The need for real time signage will need to be considered, including potentially signage to identify empty spaces. The need to sign electric charging points will also need to be considered.

3.1.17 Internal signage will also need to cover pedestrians and cycles. This will need to include locations of any pay and display machines, pedestrian exits and the location of any visitor cycle parking.

3.1.18 External signage strategy will include the potential locations for direction signs and the possible need for variable message signs (VMS).

### **Enforcement**

3.1.19 The enforcement strategy will need to cover both parking incorrectly within the car park eg visitors using residents spaces and inappropriate use of disabled spaces, as well as overstay.

3.1.20 As stated above, consideration will need to be given to penalty charges and the mechanism for enforcing such penalty charges, including the appeals mechanism.

3.1.21 Linked to the above there will be a need to ensure that residents and visitor spaces are clearly marked and to consider possible physical measures to protect residents parking.

### **Monitoring utilisation of residential and non-residential car parking spaces (including disabled spaces and spaces with electric charging points)**

- 3.1.22 A monitoring regime will be agreed with the Council prior to opening. This will record the number of residential spaces that have been sold/leased, including the number of disabled spaces and will provide an overview of the use of the non-residential spaces.

### **Preparation of annual monitoring reports to be made available to the Council**

- 3.1.23 Format to be agreed with the Council prior to occupation. The information will also feed into the Travel Plan monitoring reports.

### **Communication on parking matters with the Stag Community to include both residents and non-residents**

- 3.1.24 Details of how this will be achieved to be set out prior to occupation

### **Day to day management of the non-residential parking spaces**

- 3.1.25 Identify management measures that will aim to ensure that overspill parking does not occur onto external road network and to minimise risks of queuing on the public highway

### **Provision of information to potential visitors to the site regarding the availability of parking and options for pre booking spaces**

- 3.1.26 Identify measures that will make it easier for visitors to plan their trip to the Site. This will include information to be provided on the Website regarding access and charging and the general availability of parking.
- 3.1.27 If available options for pre booking parking should be provided.
- 3.1.28 The information should seek to discourage people from visiting the Stag by car at busy times without pre booking.

