

Ham Close Regeneration

Planning Application:

Outline Parking
Management Plan

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April 2022



HAM CLOSE, RICHMOND

OUTLINE PARKING MANAGEMENT PLAN

PROJECT NO. 21/102 DOC NO. D008

DATE: APRIL 2022

VERSION: 1.1

CLIENT: HILL RESIDENTIAL

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1 INTRODUCTION

1.1 INTRODUCTION

1.1.1 Velocity Transport Planning (VTP) has been appointed by Hill Residential (the Applicant) to prepare this Outline Parking Management Plan (PMP) in support of the redevelopment proposals at Ham Close, Ham, Richmond Upon Thames, TW10 7PG (the site).

1.1.2 This Outline PMP has been prepared to accompany a Healthy Streets Transport Assessment (TA) as part of a planning application for the redevelopment of the site.

1.1.3 The site is situated within the administrative boundary of the London Borough of Richmond upon Thames (LBRuT).

1.2 SITE LOCATION

1.2.1 **Figure 1-1** indicates the location of the site. It is bound by Ashburnham Road to the south, a primary school to the west, Woodville Road to the north, Wiggins Lane to the north east and a mixed use block to the south east.

Figure 1-1: Site Location and Local Context



1.3 PROPOSED DEVELOPMENT

1.3.1 The proposed development description is as follows:

“Demolition of existing buildings on-site and phased mixed-use development comprising 452 residential homes (Class C3) up to six storeys; a Community/Leisure Facility (Class F2) of up to 3 storeys in height, a “Maker Labs” (sui generis) of up to 2 storeys together with basement car parking and site wide landscaping.”

1.4 OBJECTIVES

1.4.1 This initial outline version of the PMP will be secured by way of condition on any planning permission. The Outline PMP will be used to set out the principles for the strategy and approach to managing parking at the site.

1.4.2 The full PMP that will be provided to LBRuT in order to discharge the relevant planning condition will include details on the individual allocation of the parking facilities.

1.4.3 The primary objective of the PMP is to ensure that the parking provided as part of the proposed development is adequate and is used in accordance with its purpose i.e. is available for residents and visitors, as well as ensuring that the parking spaces provided are used efficiently.

1.4.4 The PMP also aims to ensure that the relevant controls are in place to inform appropriate parking behaviour within areas allocated for residents and visitors.

1.4.5 The objectives of the PMP are expected to be achieved by implementation of appropriate management and enforcement measures that will be overseen and implemented by Richmond Housing Partnership Ltd (RHP).

1.4.6 RHP will follow the British Parking Association (BPA) Code of Practice for the control and enforcement of parking on unregulated and private roads / car parks. In this regard it is noted that:

“The main objective of the Code is to make sure that operators act responsibly, effectively and efficiently when they...enforce the terms and conditions of parking in private car parks...or...are deterring illegal or unauthorised parking on private land”

1.5 REPORT SCOPE

1.5.1 This document has been prepared with regard to relevant policy and best practice guidance, including the London Plan.

1.5.2 The remainder of the PMP is structured as follows:

- ⦿ **Section 2** summarises the proposed parking provision, parking strategy, access arrangements and traffic circulation within the site;
- ⦿ **Section 3** describes the proposed parking management strategy; and
- ⦿ **Section 4** concludes this PMP.



2 PROPOSED PARKING PROVISION

2.1 CAR PARKING PROVISION

2.1.1 It is proposed to provide car parking as follows:

Residential - 274 spaces

- ⊙ Residential standard spaces - 230
- ⊙ On-plot spaces - 30
- ⊙ Basement Blue Badge spaces - 13
- ⊙ Ground level Blue Badge spaces - 1

Non-residential - 3 spaces

- ⊙ Blue Badge spaces - 3

Car Club - 2 spaces

Visitor - 8 spaces

Total - 287

BLUE BADGE PARKING

2.1.2 For the residential use, a total of 14 blue badge spaces (3%) will be provided from the outset, in accordance with the London Plan (2021).

2.1.3 It is recognised that the London Plan requires the applicant to provide an additional 7% Blue Badge parking either at the outset or to demonstrate how such provision could be made in the future to respond to demand.

2.1.4 To understand the current demand for blue badges parking spaces within the borough, an analysis of valid blue badges permits was assessed against the population which showed that 2.5% of the population have permits within the LBRuT.

2.1.5 As such, the proposed Blue Badge parking provision of 3% is expected to be adequate for the proposed development. Nonetheless, should additional demand arise, standard parking spaces could be converted to Blue Badge spaces in order to meet demand up to the maximum 46 Blue Badge spaces requirement.

2.1.6 The requirement for additional Blue Badge spaces will be reviewed regularly by RHP, who will be responsible for the implementation of the PMP.

2.1.7 The Community Centre will be provided as car-free, with the exception of two blue badge spaces.

2.1.8 One blue badge space will be provided for the Maker Labs use, which will otherwise be car-free.

CAR CLUB

2.1.9 A total of two car club bays will be implemented on the site, as recommended by the car club operator Zipcar. The car club bays will be provided at the surface level and will be accessed via Ashburnham Road.

2.1.10 The car club operators typically provide a fully managed service, which would include the following:



- ⦿ Procuring and maintaining the vehicles for the duration of the contract;
- ⦿ Offering three years' membership to all 452 homes;
- ⦿ Designing all marketing collateral for the development communications team;
- ⦿ Managing the sign-up process (including licence and insurance eligibility processes); and
- ⦿ Monitoring resident and development queries and providing reports (if required as part of Section 106 requirements) post launch.

2.1.11 The provision of these services on site would be funded by a contribution by the Applicant. However, the operator would commit to a contractual obligation to run the car club operation at the development for a minimum of three years. Each resident that signs up during the three years will receive three years' free membership and the operator would typically offer £50+VAT driving credit per home at no further cost to the developer.

2.1.12 The full details of the car club operator will be confirmed within the final PMP.

VISITOR PARKING

2.1.13 A total of eight on-site visitor spaces will be provided on the site, located at the surface level accessed from Woodville Road and Ashburnham Road.

ELECTRIC VEHICLE CHARGING

2.1.14 All car parking spaces will be provided with electric vehicle charging in accordance with the London Plan (2021) requirements, comprising 20% active provision and 80% passive provision, the details of which will be secured by way of condition.

ACCESS

2.1.15 Of the 287 spaces provided across the site, a total of 238 car parking spaces will be provided within the basement.

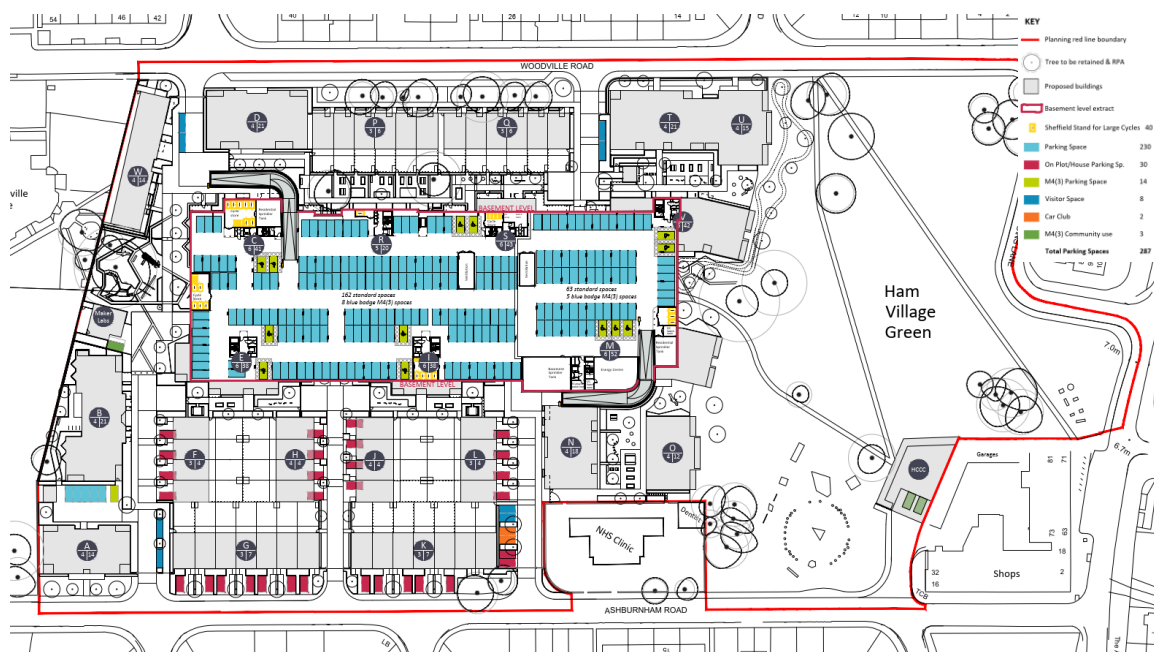
2.1.16 The basement parking area will be accessed via two signal-controlled ramps, allowing two-way flows across both access points to/from Ashburnham Road and Woodville Road. The circulation and layout of the basement has been developed to consider the proposed phasing of the proposed development.

2.1.17 Visitor car parking will be at surface level, accessed from Woodville Road and Ashburnham Road.

2.1.18 An overview of the proposed parking layout is provided at **Figure 2-1** with a full copy at **APPENDIX A**.



Figure 2-1: Parking Overview



2.2 CYCLE PARKING

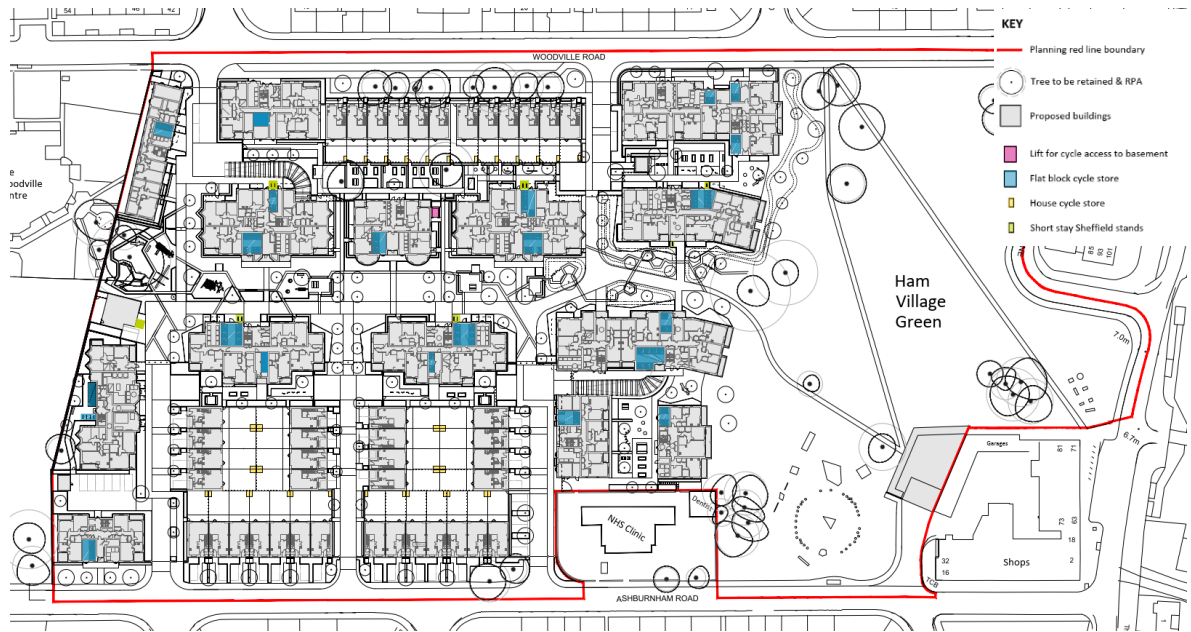
- 2.2.1 The proposed development will provide cycle parking in excess of the minimum London Plan requirements, with a total of 796 long stay spaces provided in either the core of the flat blocks, situated within a larger cycle store controlled by a fob key, or within a cycle store for the individual houses.
- 2.2.2 In accordance with the London Cycle Design Standards (LCDS), accessible enlarged Sheffield stands will be provided within the basement, with the equivalent to 40 spaces or 5% of the total provision. The locations of the enlarged Sheffield stands are provided within **Figure 2-2**, with a full copy at **APPENDIX B**.
- 2.2.3 Short stay cycle parking spaces would be provided in accordance with the London Plan standards and integrated into the public realm, with a minimum of 13 spaces provided.

ACCESS

- 2.2.4 Access to the basement will be provided within a lift that complies with the LCDS requirements. In the event of lift breakdown, cyclists could also utilise the basement car park access ramps.
- 2.2.5 A plan showing the cycle parking locations is provided at **Figure 2-2**, with a full copy at **APPENDIX B**.



Figure 2-2: Cycle Parking Overview



3 PARKING MANAGEMENT

3.1 BACKGROUND

- 3.1.1 This Outline PMP has been submitted as part of the planning application for the proposed development and will be secured by way of planning condition on any planning permission. The full PMP will be provided to LBRuT for review prior to occupation of the proposed development.
- 3.1.2 Once accepted, the PMP will be operated and implemented by RHP. RHP will be responsible for ensuring that the parking spaces within the development are used appropriately in order to prevent informal or inappropriate parking by residents or visitors.
- 3.1.3 RHP will appoint a dedicated individual to implement the PMP, who may also fulfil and coordinate other similar roles, such as the Travel Plan Coordinator. It will be the responsibility of this appointed individual to ensure that the principles of the PMP are followed and any required surveys or monitoring reports are undertaken.

3.2 CONTROLLED ACCESS MANAGEMENT MEASURES

- 3.2.1 Vehicular entrance to the basement parking area will be via the ramps accessed from Woodville Road and Ashburnham Road. The basement itself will be monitored via CCTV to ensure the principles of Secure by Design, with a fob controlled barrier controlling access.
- 3.2.2 All other entrance points to the basement, including the lifts, stairs and cycle stores, will be secured with fob access to prevent unauthorised use and covered by CCTV. The residential cycle stores within the blocks will also be secured with fob access and CCTV.
- 3.2.3 RHP will enter into a performance agreement with an appropriate facilities maintenance company to ensure that any issues, such as in the event of barrier or lift breakdown, can be resolved swiftly.
- 3.2.4 The CCTV will be regularly monitored by RHP to ensure the parking facilities are being used appropriately.

3.3 PARKING MANAGEMENT

- 3.3.1 Residential car parking spaces will be individually allocated to homes on a 'right to park' basis, ensuring individual residents' needs are met. This will be particularly important for the allocation of any blue badge spaces, to ensure it is located as close as is practicably possible to the resident's property.
- 3.3.2 Car parking spaces will be leased annually through a permit system. Blue Badge Holders will have priority of allocation and there will always be a minimum of two spare blue badge spaces available at the start of each annual allocation period to ensure spaces are available for Blue Badge Holders if they move in during the year.
- 3.3.3 Where a resident's lease will not be renewed due to a shortfall of Blue Badge Spaces in the forthcoming year, a minimum of two months' notice will be given to that resident to enable them to make alternative arrangements for their vehicle.



- 3.3.1 Parking permit allocation will be prioritised for family sized units with larger units taking priority over smaller ones. Existing permit holders will retain priority over new applicants except in the case where there is a shortage of blue badge parking. There will also be priority for any existing residents being rehomed at the site, where possible.
- 3.3.2 RHP will deal with the ongoing allocation and management of the individual parking spaces with residents, which will be regularly monitored and reviewed through the PMP.
- 3.3.3 RHP will also ensure that the spaces for the Community and Maker Labs uses are utilised appropriately.
- 3.3.4 Residents will be issued with the key fobs that will allow them access via the lifts, basement and cycle stores. This measure will prevent unauthorised individuals throughout the development.
- 3.3.5 Full details on the allocation of individual spaces will be provided within the full PMP.

3.4 VISITOR PARKING

- 3.4.1 Visitor parking will available on a pay-and-display, pay-by-phone, and e-payment basis. Visitor permits will be purchased by the householder and provided to the visitor; they will not be available for purchase directly by the visitor. Households will be eligible to purchase up to 120 parking sessions per year.
- 3.4.2 RHP will be responsible for the coordination and management of visitor permits.
- 3.4.3 Discounts could be offered to households with residents 60 or over, or who are getting Incapacity Benefit, Disability Living Allowance or Employment and Support Allowance. Surcharges could be applied to more polluting vehicles, if appropriate.
- 3.4.4 Traders parking permits will also be available to allow traders / builders to park, if required.
- 3.4.5 The full details on the charges and discounts will be set out in the full PMP.

3.5 PARKING ENFORCEMENT MEASURES

- 3.5.1 RHP will be responsible for implementing and over-seeing the PMP, including both implementation and enforcement of the controls. This will relate to the use of car parks, as well as the prevalence of any informal or inappropriate parking which may occur on the site.
- 3.5.2 Enforcement will be undertaken in accordance with the relevant British Parking Association guidelines. Inappropriate parking will result in an adjustment to resident's management charge:
- ⊙ Parked across or obstructing more than one marked parking space;
 - ⊙ Parked outside of a marked parking space;
 - ⊙ Parked in an inappropriate parking area;
 - ⊙ Parked inappropriately / dangerously;
 - ⊙ Parked such that it causes an obstruction; or,
 - ⊙ It has been parked such that it is blocking an emergency access / egress.
- 3.5.3 Details of management charges, penalties, fines and other related procedures will be detailed on signage located around the site and will be in accordance with the BPA Code of Practice (2018).



4 SUMMARY

4.1 OVERVIEW

- 4.1.1 Velocity Transport Planning has been appointed by Hill Residential (the Applicant) to prepare this Outline Parking Management Plan (PMP) in support of the redevelopment proposals at Ham Close, Ham, Richmond Upon Thames, TW10 7PG (the site).
- 4.1.2 This Outline PMP has been prepared to accompany a Healthy Streets Transport Assessment (TA) as part of a planning application for the redevelopment of the site.
- 4.1.3 This outline version of the PMP will be secured by way of condition on any planning permission. The Outline PMP will be used to set out the principles for the strategy and approach to managing parking at the site.

4.2 PARKING PROVISION

- 4.2.1 The proposed development will provide parking as follows:

Car Parking

Residential - 274 spaces

- ⊙ Residential standard spaces - 230
- ⊙ On-plot spaces - 30
- ⊙ Basement Blue Badge spaces - 13
- ⊙ Ground level Blue Badge spaces - 1

Non-residential - 3 spaces

- ⊙ Blue Badge spaces - 3

Car Club - 2 spaces

Visitor - 8 spaces

Total - 287

Cycle Parking

- ⊙ Long Stay - 796 spaces (including 40 or 5% accessible provision)
- ⊙ Short Stay - minimum of 13 spaces

4.3 ACCESS AND ALLOCATION

- 4.3.1 The majority of the car parking spaces are situated within the basement. Vehicular access to the basement parking area will be via the ramps accessed from Woodville Road and Ashburnham Road. The basement itself will be monitored via CCTV to ensure the principles of Secure by Design, with a fob controlled barrier controlling access.
- 4.3.2 Residential car parking spaces will be individually allocated to homes on a 'right to park' basis, ensuring individual resident needs are met. This will be particularly important for the allocation of any blue badge spaces, to ensure it is located as close as is practicably possible to the resident's property.



- 4.3.3 Residents will be issued with the key fobs that will allow them access via the lifts, basement and cycle stores. This measure will prevent unauthorised individuals throughout the site.
- 4.3.4 Visitor parking will be provided at ground level and will be available on a pay-and-display, pay-by-phone, and e-payment basis. Visitor permits will be purchased by the householder and provided to the visitor; they will not be available for purchase directly by the visitor.

4.4 IMPLEMENTATION

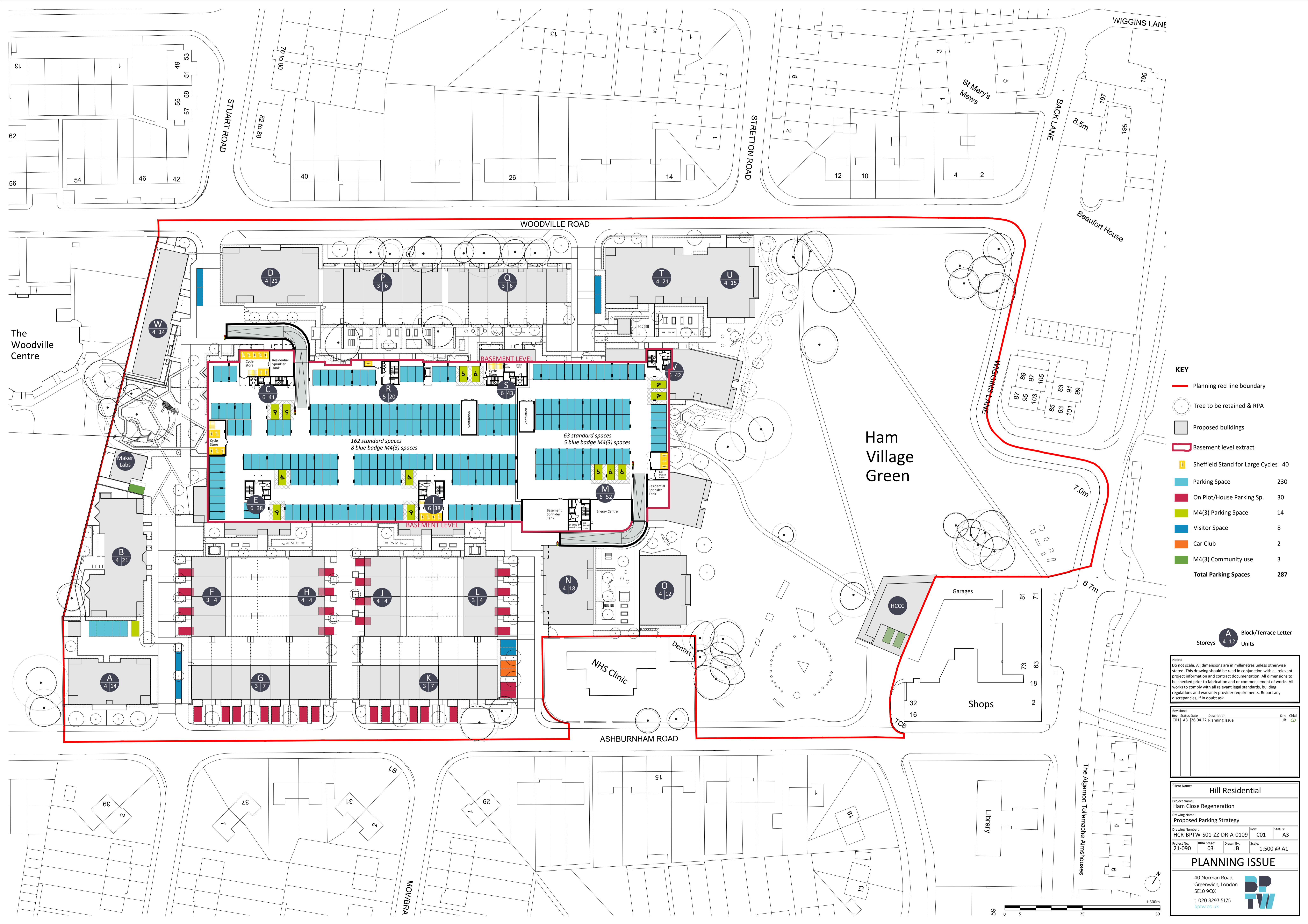
- 4.4.1 RHP will be responsible for implementing and over-seeing the PMP, including both implementation and enforcement of the controls. This will relate to the use of car parks, as well as the prevalence of any informal or inappropriate parking which may occur on the site.
- 4.4.2 The allocation and monitoring of the spaces will be reviewed at appropriate intervals by RHP, being either on an annual or biennial basis. RHP will appoint a dedicated individual, who may also fulfil and coordinate other similar roles, such as that of the Travel Plan Coordinator.
- 4.4.3 RHP will be responsible enforcement measures which will operate in accordance with the British Parking Association 'Code of Practice' dated January 2018.



APPENDIX A

CAR PARKING LAYOUT





KEY

- Planning red line boundary
- Tree to be retained & RPA
- Proposed buildings
- Basement level extract
- Sheffield Stand for Large Cycles 40
- Parking Space 230
- On Plot/House Parking Sp. 30
- M4(3) Parking Space 14
- Visitor Space 8
- Car Club 2
- M4(3) Community use 3
- Total Parking Spaces 287**

Block/Terrace Letter Units

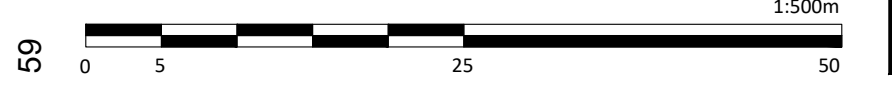
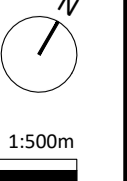
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Revisions	Rev	Status	Date	Description	Dim	Chd
	001	A3	12/04/22	Planning Issue		JB / CD

Client Name: Hill Residential	
Project Name: Ham Close Regeneration	
Drawing Name: Proposed Parking Strategy	
Drawing Number: HCR-BPTW-S01-ZZ-DR-A-0109	Rev: CO1 Status: A3
Project No: 21-090	RBIA Stage: 03 Drawn By: JB Scale: 1:500 @ A1

PLANNING ISSUE

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APPENDIX B

CYCLE PARKING LAYOUT



Long Stay Cycle Storage Provision

Block	Cycle Spaces Required	Spaces Achieved
A	29	30
B	42.5	44
C	85.5	68
D	40.5	16
E	78	78
I	78	78
M	92	92
N	27	28
O	26	28
R	39	30
S	89.5	86
TU	70	40
V	75	56
W	23	26
Basement	0	96
TOTAL	795	796

of which are:

Large Cycle Spaces	39.75	40
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KEY

- Planning red line boundary
- Tree to be retained & RPA
- Proposed buildings
- Lift for cycle access to basement
- Flat block cycle store
- House cycle store
- Short stay Sheffield stands

Block/Terrace Letter Units

Stores A
4 12

Notes:
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Revisions	Rev	Status	Date	Description	Dim	Chkd
CO1	A3		12.04.22	Planning Issue		JB / CD

Client Name: Hill Residential	
Project Name: Ham Close Regeneration	
Drawing Name: Proposed Cycle Storage Strategy	
Drawing Number: HCR-BPTW-S01-ZZ-DR-A-0105	Rev: CO1
Project No: 21-090	Status: A3
RIBA Stage: 03	Scale: 1:500 @ A1
Drawn By: JB	

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