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Shaftesbury Parking Study

Technical Note

Shaftesbury Town Council

Project number: 60594924

March 2019

Quality information

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1. Introduction

1.1 Purpose

AECOM was commissioned by Shaftesbury Town Council (STC) to undertake a parking study to inform ongoing discussions by the Shaftesbury Town Council Neighbourhood Plan Group (STCNPG).

The aim of this study was to understand the number of available parking spaces and their take up across four specific car parks: North Dorset District Council (NDDC) car park at Bell Street, NDDC car park at Angel Lane, Tesco Car Park, and Barton Hill Car Park. Some analysis of on street parking has also been undertaken.

STC (the Client) organised the collection of parking data from NDDC, the parking authority for the car parks at Bell Street and Angel Lane are. Further surveys were commissioned to gather access and egress movements for the Tesco and Barton Hill car parks. This data has been used to inform the analysis within this report.

1.2 Background

A similar car parking study was undertaken in 2005, by Faber Maunsell, to establish the parking trends within Shaftesbury. However, this study is now considered to be out of date due to new developments in the area which have changed parking demand in the town, and as such should not be used as the basis for discussions on the current parking situation. The 2005 study, does though, give useful background.

The 2005 study provided the results of two surveys; one was a car park occupancy survey for the car parks across Shaftesbury on a Wednesday, Thursday, Saturday and Monday in January 2005, and the second was a questionnaire which sought to understand the reason for and duration of stay of visitors to Shaftesbury.

The 2005 study included analysis of car park occupancy for three of the four car parks which are the subject of this updated (2018/2019) parking study (Bell Street, Angel Lane, and Tesco car parks). Other car parks were surveyed as part of the 2005 study including a 40 bay car park at Abbey Walk, Cattle Market car park which was estimated to have informal capacity for around 125 vehicles, a 12 bay car and 2 bay coach park at Coppice Street, a 20 bay car park at the leisure centre, and a 75 bay car park at Longmead. For each car park, an occupancy count was undertaken once within each of the periods 0800-0930hrs, 1030-1200 hrs, 1300-1400 hrs, and 1600-1730 hrs for both vehicles inside and outside of marked bays on the days detailed above. In addition, occupancy analysis was undertaken for on street parking. The Barton Hill car park was not included in the 2005 analysis.

This 2018/2019 study aims to provide updated information which can be compared to the 2005 study for the Bell Street, Angel Lane, and Tesco car parks, as well as for Barton Hill car park which was not surveyed as part of the 2005 study. For the Tesco, Bell Street and Angel Lane car parks, a summary of the findings in the 2005 study have been provided within **Section 4**.

1.3 Study Methodology

This study has been completed using a number of data sources, including a site visit carried out on 10/01/2019, where an audit was undertaken of parking spaces available at the Bell Street, Angel Lane and Barton Hill Car Parks. In addition, observations were made regarding the occupancy and use of on street parking within the town centre, and parking on local roads.

Car parking data for the NDDC pay and display car parks at Bell Street and Angel Lane have been provided by NDDC. Data has been sought from 1st January 2018 to 16th December 2018 inclusive. Information included arrival time, length of time purchased through 'Pay and Display' and subsequent ticket expiry time. For the purposes of this study, four days of data have been assessed in detail from Wednesday 21st November 2018 to Saturday 24th November 2018 inclusive to correspond to parking survey dates for the Tesco and Barton Hill car parks, and it has been assumed that all vehicles stayed for their maximum permitted time. No data is available to inform if any vehicles stayed for longer than their permitted time.

For the Tesco and Barton Hill car parks, parking surveys were commissioned. The surveys were undertaken on Thursday 22nd November 2018 and Saturday 24th November 2018 and included categorised counts of vehicles arriving and departing in 30 minute increments. The Tesco car park survey took place on Christy's Lane, therefore it is possible that some vehicles recorded may have been waiting or parking on the access road adjacent to the former Cattle Market car park entrance. However for the purposes of this analysis, it has been assumed that all

vehicles recorded utilised the Tesco car park. Using the survey data described, a parking accumulation exercise has been undertaken for each car park.

Data has been provided as to the number of parked cars which hold resident permits starting at 0700hrs for Thursday 22nd November and Saturday 24th November in the Bell Street and Angel Lane car parks. It has been assumed that the starting occupancy prior to 0700hrs is therefore the number of permit holders present in the car park at 0700 hrs. At Bell Street this works out at 13 on Thursday and 17 on Saturday; and at Angel Lane this is 9 on Thursday and 16 on Saturday. Given that there is no data provided for Wednesday 21st November or Friday 23rd November 2018, the starting occupancy on Thursday has been applied to Wednesday and Friday too. This is deemed appropriate as residents will typically follow a similar parking pattern during weekdays and as such are likely to use the Bell Street/Angel Lane car parks each day. An example of a residents' parking permit is shown at **Figure 1-1**.

Figure 1-1 Example of a Residents' Parking Permit

No data has been provided in terms of the starting occupancy for the Tesco and Barton Hill car parks and therefore for the purposes of the parking accumulation exercise, it has been assumed that the car parks are empty prior to 0700hrs.

The results of this data analysis are presented at **Section 4.**

1.4 Report Structure

Following on from this section, the report includes the following sections:

- Site Location Information;
- Policy Context;
- Analysis; and
- Recommendations.

2. Site Location

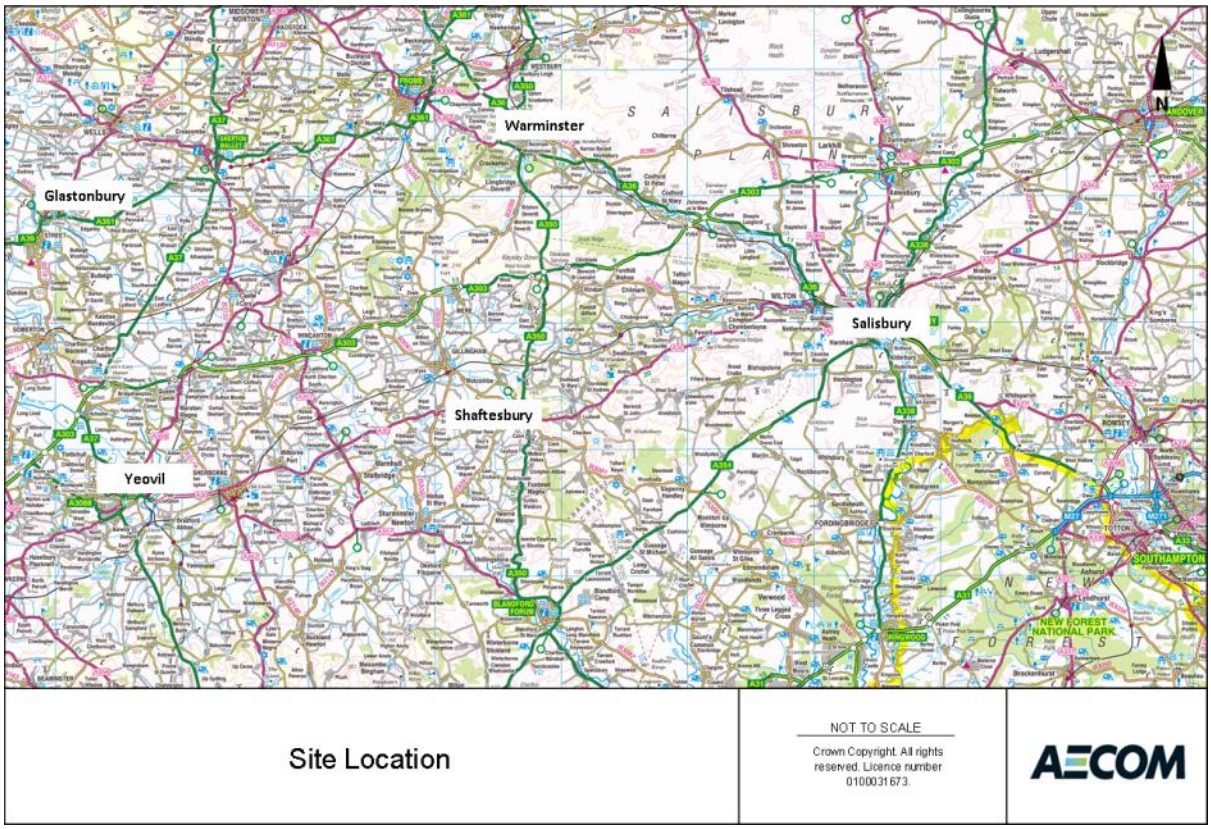
2.1 Introduction

This section describes the study area, the location of the relevant car parks within Shaftesbury town, and the accessibility of Shaftesbury to surrounding areas.

2.2 Location and Context

Shaftesbury is a historic town situated in the district of North Dorset. To the east of Shaftesbury is Cranborne Chase Area of Outstanding Natural Beauty (AONB). The town has a population of approximately 8,500.

Figure 2-1 Site Location Map



The A350 runs through Shaftesbury in a north/south orientation, providing access towards Warminster and Frome to the north, and Blandford Forum to the south. Access to Salisbury around 20 miles to the east is via the A30 Salisbury Road off the A350. To the west, the A30 Sherborne Causeway provides a link to East Stour and Sherborne, and the B3081 Shaftesbury Road delivers access to Gillingham to the north of East Stour. Error! Reference source not found. shows the site location in the context of local areas. Tourism plays a significant role in the local economy as demonstrated by the tourism estimates below.

- 19 thousand staying visitor trips
- 472 thousand day visits
- £18 million direct visitor spend
- £18.3 million total visitor related spend
- 370 actual jobs supported by visitor related spend

2.3 Car Park Information

Figure 2-2 shows Shaftesbury town and identifies the four car park locations which form the subject of this study.

Figure 2-2 Shaftesbury Town Centre (Source: Google Maps)

The Tesco car park is for use by customers only, and at the time of the 2018 survey was restricted to a maximum stay of 3 hours. The Tesco car park is accessed off Christy's Lane. Since the 2018 surveys were undertaken, the maximum stay has been reduced to 2 hours. There is no data to indicate whether this change has an impact on parking patterns and duration of stay; however it possible that this may cause an increase in parking turnover as vehicles can't stay parked for as long and as such spaces may be vacated more frequently.

The Bell Street car park is split into Long Stay and Short Stay, both accessed off either Bell Street to the south or the B3091 to the north. Egress from the car park is onto the B3091 to the north only. The short stay car park is restricted to a maximum stay of two hours, and the long stay car park is a maximum stay of four hours.

The Angel Lane car park is accessed off Angel Lane to the east of the car park. One-way clockwise circulation is enforced in the car park itself.

The Barton Hill car park is accessed off the B3081 north of the car park.

2.4 Local Information

Shaftesbury town host a weekly market on a Thursday, which draws a number of people to the town. As such this study focuses on Thursdays as being the busiest weekday, and Saturdays as being the busiest weekend day.

Shaftesbury has a number of tourist attractions including Gold Hill, shown in **Figure 2-3** a cobbled street made famous by a Hovis advert in the 1970s, and the ruins of Shaftesbury Abbey which was destroyed in 1539. Given these tourist attractions, visitors to Shaftesbury can increase seasonally.

Figure 2-3 Gold Hill

2.5 Accessibility

There are a number of bus stops within Shaftesbury, notably on High Street, Christy's Lane, B3091 Salisbury Road, and at various other locations within the town centre.

Table 2-1 below gives the first and last departure times from Shaftesbury, and **Table 2-2** provides the first and last arrival times to Shaftesbury for the key bus services.

Table 2-1 Bus Services from Shaftesbury

Route No.	Route	First Departure	Last Departure
27	Shaftesbury - Ludwell - Fovant - Salisbury	0700	0832
29	Shaftesbury - Ludwell - Broadchalke - Salisbury	0833	1740
86	Shaftesbury - Donheads - East Knoyle - Ansty	1155	N/A
X2	Shaftesbury – Gillingham	0737	1812

Table 2-2 Bus Services to Shaftesbury

Route No.	Route	First Arrival	Last Arrival
27	Salisbury - Fovant - Ludwell - Shaftesbury	1640	1745
29	Salisbury - Broadchalke - Ludwell - Shaftesbury	0832	1900
86	Ansty - East Knoyle - Donheads - Shaftesbury	1025	N/A
X2	Gillingham – Shaftesbury	0737	1812

There is no train station in Shaftesbury. The closest train station is in Gillingham around 7km north-west of Shaftesbury.

3. Policy Context

3.1 Introduction

This chapter outlines relevant policy to this study, including the National Planning Policy Framework and North Dorset Local Plan.

3.2 National Planning Policy Framework, NPPF (2018)

The revised National Planning Policy Framework (NPPF) was published in July 2018, replacing the previous version published in March 2012. The NPPF sets out the government's planning policies for England and how these are expected to be applied at a local level. It provides a framework within which locally prepared plans for housing and other development can be produced.

The NPPF highlights the importance that transport infrastructure and transport related policies have in facilitating sustainable development and promoting wider health and sustainability objectives. 'Section 9 – Promoting sustainable transport' outlines the key transport policy considerations. It states that transport issues should be considered at the earliest opportunities when planning development so that:

- "the potential impacts of development on transport networks can be addressed;
- opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;
- opportunities to promote walking, cycling and public transport use are identified and pursued;
- the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and
- patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places."

Paragraph 109 states "Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe."

It is emphasised that development should 'give priority to pedestrian and cycle movements', 'address the needs of people with disabilities and reduced mobility in relation to all modes of transport', 'create places that are safe, secure and attractive' and 'designed to enable charging of plug-in and ultra-low emission vehicles in safe, accessible and convenient locations.

In terms of parking, the NPPF states that "In town centres, local authorities should seek to improve the quality of parking so that it is convenient, safe and secure, alongside measures to promote accessibility for pedestrians and cyclists".

This parking study seeks to assist with understanding the parking issues identified by local residents, and recommend solutions to address them.

3.3 North Dorset Local Plan

The North Dorset Local Plan (NDLP) covers the period from 2011 to 2031. The NDLP 'gives clear guidance on how proposals for development will be considered and is the main basis for making decisions on planning applications'.

'Policy 18 – Shaftesbury' outlines that 679 dwellings have been granted planning permission, which has predominantly been located on land to the east of the town. It was anticipated that at least 1,140 dwellings will be built in Shaftesbury between 2011 and 2031.

Point 8.124 of the NDLP states that 'Parking has been identified as an issue by local residents and this will be examined either through the Local Plan Part 2 or in the neighbourhood plan being produced for Shaftesbury'.

This parking study seeks to assist with understanding the parking issues identified by local residents, and recommend solutions to address them.

3.4 Shaftsbury Draft Neighbourhood Plan

Details of Shaftesbury's Neighbourhood Plan can be found on the Town Council Website. A recent press [1]release states that it 'will help shape development in the town for the coming 12 years.' The plan has been developed and now, the planning group are looking to consult with the residents.

In terms of parking, The Shaftsbury draft Neighbourhood Plan is concerned primarily with land use and planning applications – their policy is to preserve and expand car parking supply where suitable, while also encouraging the Town Council to consider projects to improve how the current supply is used and demand is managed.

3.5 Planning Applications

International supermarket chain Lidl has purchased the site on Christy' s Lane in Shaftesbury from North Dorset District Council (NDDC). They currently have an application listed for demolition of the structure (Ref: 2/2019/0209/DEM). There are currently no live planning applications for a supermarket at the site, although it is understood that this is the ultimate outcome. It is not possible therefore to comment on the layout of the car park or how the car park should be managed. It is anticipated however that the car park will be limited waiting, as per other Lidl sites.

[1] https://www.shaftesbury-tc.gov.uk/press-statement-shaftesbury-neighbourhood-plan/

4. Car Parking Analysis

4.1 Introduction

This section presents the analysis of 2018 car parking data for each car park, and also a comparison of the results to the 2005 study results.

For the Tesco and Barton Hill car parks, parking surveys were organised and commissioned by STC. The surveys were undertaken on Thursday 22nd November 2018 and Saturday 24th November 2018 and included categorised counts of vehicles arriving and departing in 30 minute increments from 0700 to 1830 hrs.

Car parking data for the NDDC pay and display car parks at Bell Street and Angel Lane has also been provided by NDDC. Data has been provided from January to December 2018 and included arrival time, length of time purchased through 'Pay and Display' and subsequent ticket expiry time. For the purposes of this study it has been assumed that all vehicles stayed for the maximum permitted time. No data is available to inform if any vehicles stayed for longer than their permitted time. In addition to the NDDC data, counts were undertaken to establish the number of vehicles parked in the Bell Street and Angel Lane car parks which hold a permit on Thursday 22nd November 2018 and Saturday 24th November 2018.

4.2 Car Parks Overview

Table 4-1 provides a summary of the maximum stay, payment requirement and overall capacity for each of the car parks being analysed for this study. Full details of the parking restrictions, charges and capacity for each car park are discussed within the analysis to follow.

Table 4-1 Summary of Car Parking Capacity and Restrictions

Car Park	Maximum Stay	Total Capacity	Payment Required?
Bell Street Short Stay	2 Hours	56	Yes – Pay and Display
Bell Street Long Stay	4 Hours	97	Yes – Pay and Display
Angel Lane	4 Hours	56	Yes – Pay and Display
Barton Hill	72 Hours	77	No
Tesco	2 Hours	228	No (Customers Only)

4.3 Tesco Car Park

4.3.1 Site Information

Tesco Car Park has a capacity of 228 parking spaces comprised of 10 parent and child spaces, 10 disabled spaces and 208 unrestricted spaces, plus an additional two car parking sized spaces allocated for solo motorcycles only, located just off Christy's Lane. The Tesco car park is for use by customers only, and at the time of the surveys in November 2018 was restricted to a maximum stay of 3 hours. Since the surveys, the maximum stay has been reduced to 2 hours. Parking restrictions for the Tesco car park are shown in **Figure 4-1.**

Figure 4-1 Tesco Car Park Restriction Notices

Car parking surveys were undertaken on Thursday 22nd November and Saturday 24th November 2018. As noted in **Section 1.3**, it is possible that some vehicles recorded may have been waiting or parking on the access road adjacent to the former Cattle Market car park entrance. However, for the purposes of this analysis, it has been assumed that all vehicles recorded utilised the Tesco car park.

4.3.2 Previous information

At the time of the 2005 survey, the Tesco car park had a total of 225 bays of which 195 were general spaces, 10 were parent and child bays, and 10 were disabled bays. At the time of the 2005 surveys, the adjacent Cattle Market car park was also in operation.

Figure 4-2 presents the car park survey data for the Tesco car park from the 2005 survey.

Figure 4-2 Tesco car park survey results from 2005 study

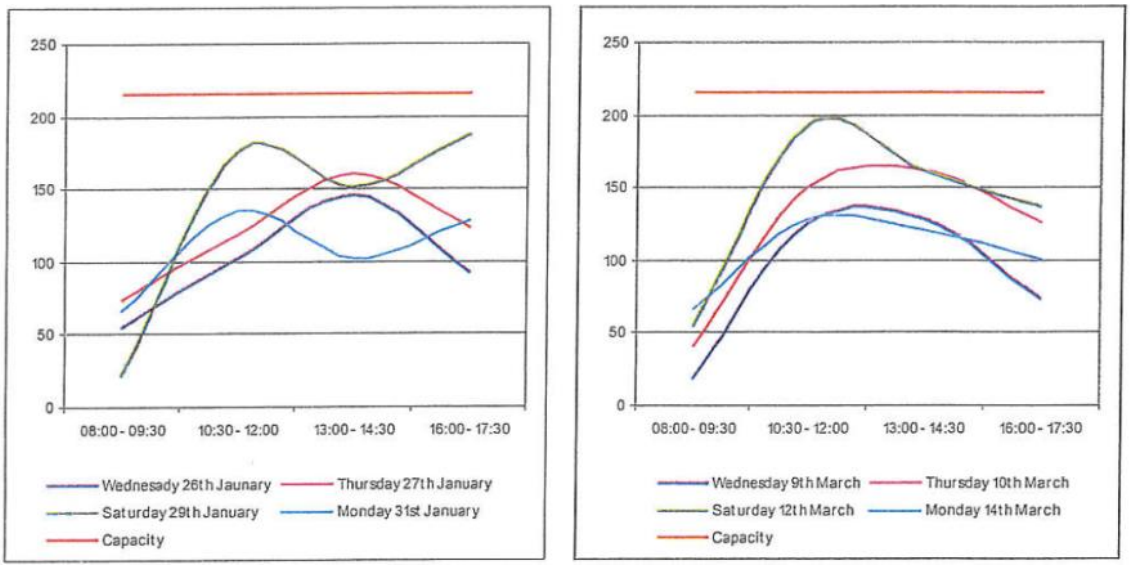


Figure 4-2 shows that the Tesco car park operated within capacity in both the January and March surveys undertaken for the 2005 study.

4.3.3 2018 Survey

Figure 4-3 and **Figure 4-4** provide the car park survey results for Thursday 22nd November and Saturday 24th November respectively.

Figure 4-3 Tesco Car Park Survey Results - Thursday 22nd November 2018

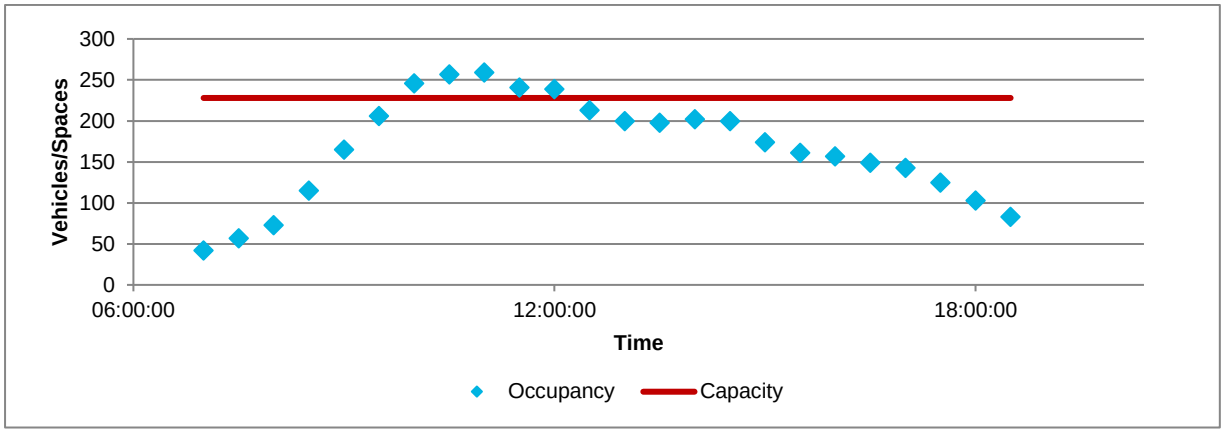


Figure 4-4 Tesco Car Park Survey Results – Saturday 24th November 2018

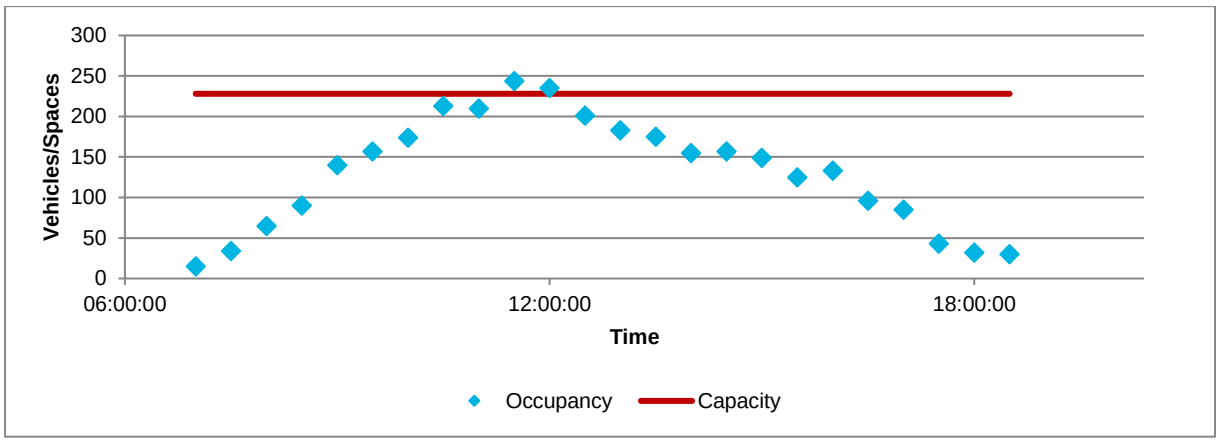


Figure 4-3 and **Figure 4-4** show that the car park is operating over capacity on both Thursday and Saturday. On Thursday the car park was over capacity between 1000 hrs and 1300 hrs, and on Saturday between 1130 and 1230 hrs. It is unclear where the additional cars park, or whether they leave if no spaces are available. It is however noted that this could be due to the assumption that all vehicles stay for the maximum time permitted by their Pay and Display ticket, whereas they may be departing before their maximum stay is up.

4.3.4 Summary

Parking demand has increased at the Tesco car park since the 2005 survey when the car park operated within capacity throughout the day on all survey days, to 2018 when the car park was over capacity on both survey days. It is unclear whether all cars parked in Tesco are linked to customers, or whether it is also utilised by non-customers. It is noted however that the Cattle Market car park has closed in the time between the surveys and as such it is likely that this will have caused an increase in demand for parking spaces at the adjacent Tesco car park of approximately 25% on a Saturday and 37% on a weekday.

4.4 Bell Street Car Park

4.4.1 Site Information

The Bell Street car park is split into Long Stay and Short Stay, both accessed off either Bell Street to the south, or the B3091 to the north. Egress from the car park is onto the B3091 to the north only. Bell Street Car Park has a capacity of 148 parking spaces. Images of the Bell Street Car Parks can be seen at **Figure 4-5.**

Figure 4-5 Images of Bell Street Car Parks

The Bell Street car parks have a combined capacity of 150 spaces. The short stay car park has a capacity 53 unrestricted spaces plus an additional three disabled spaces. The long stay car park comprises seven disabled car parking spaces plus 90 unrestricted car parking spaces. In addition, it is observed that there are two coach parking bays adjacent to the long and short stay car parks, shown in **Figure 4-6**.

Figure 4-6 Coach Parking Adjacent to the Bell Street Long and Short Stay Car Parks

The short stay car park is restricted to a maximum stay of two hours, and the long stay car park is restricted to a maximum stay of four hours. The restrictions and parking charges for the short stay and long stay car parks are shown in **Figure 4-7** and **Figure 4-8** respectively.

Figure 4-7 Bell Street Short Stay Car Park Restrictions and Charges

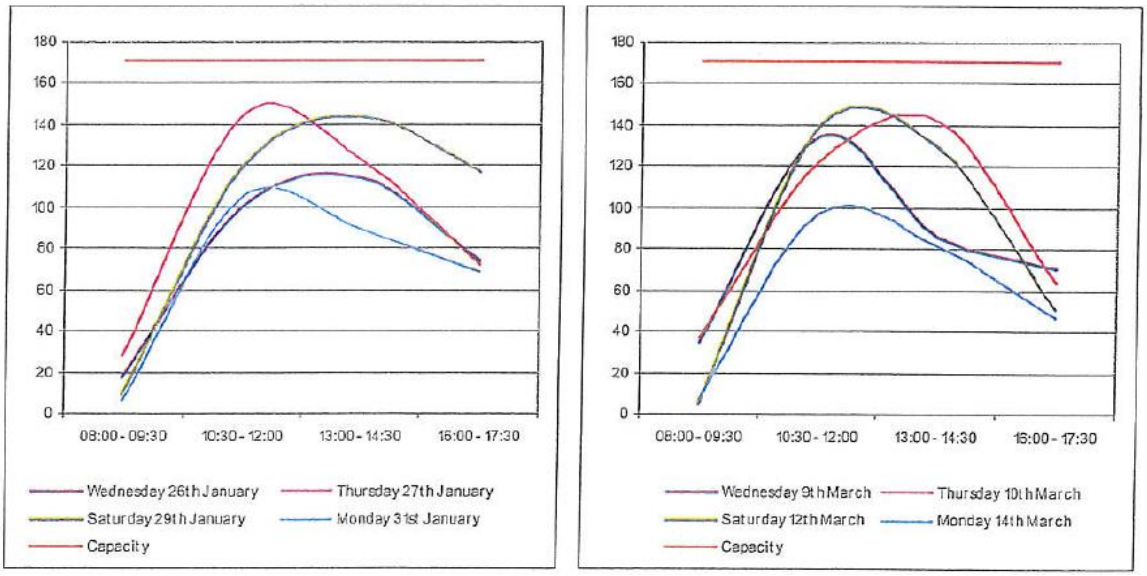
Figure 4-8 Bell Street Long Stay Car Park Restrictions and Charges

Some residents are issued with permits for Bell Street Car Park, which provide unrestricted parking within their respective car parks. As described in **Section 1.3**, it has been assumed that the starting occupancy prior to 0700 hrs is the number of permit holders present in the car park at 0700 hrs. Given that permit holder data is only available for Thursday 22nd November and Saturday 24th November, it has been assumed that the starting occupancy for the car park is the same on all weekdays as on Thursday 22nd November, and on all Saturdays based on Saturday 24th November.

4.4.2 Previous information

Figure 4-9 presents the car park survey data for Bell Street car park from the 2005 surveys. This shows that the Bell Street car park was operating within capacity in both the January and March surveys. The highest car park occupancy was seen on the Thursday in January closely followed by Saturday, and the Saturday in March closely followed by the Thursday.

Figure 4-9 Bell Street car park survey results from 2005 study



4.4.3 2018 Survey

Figure 4-10 shows that Saturday has the highest occupancy overall, and Thursday has the highest weekday occupancy. To provide a consistent approach with the Tesco and Barton Hill car parks, further analysis has been undertaken for Thursday 22nd November and Saturday 24th November, with data also available on these days for permit holders.

Figure 4-10 NDDC Car Parking Data for 21st November to 24th November 2018 for Bell Street Car Park

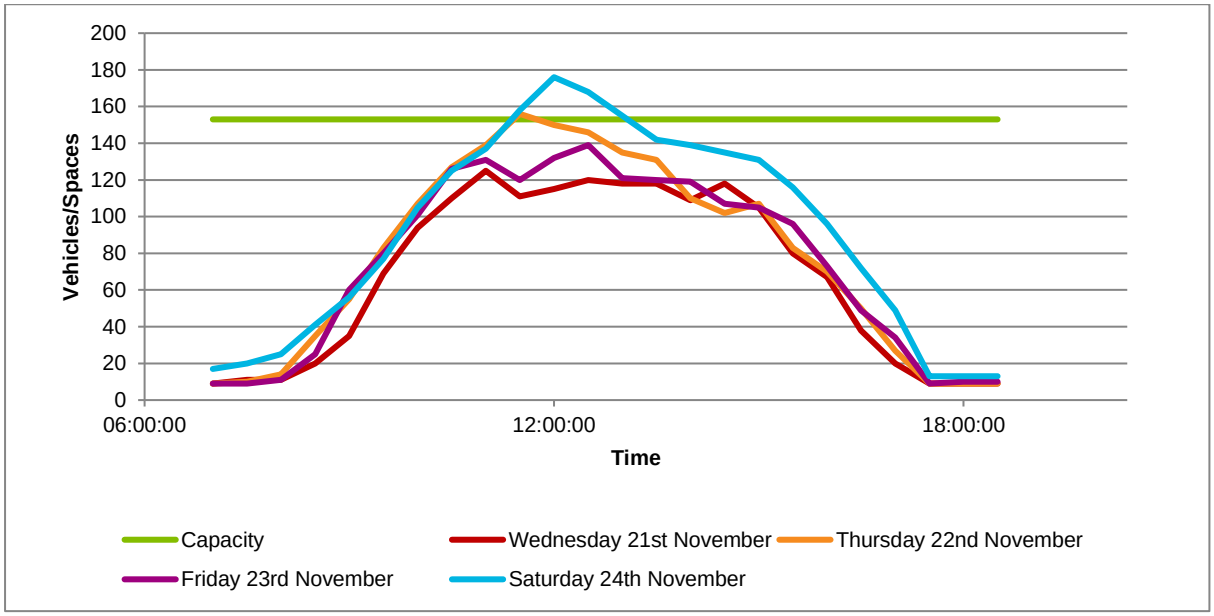


Figure 4-11 and **Figure 4-12** provide the car park survey results for Thursday 22nd November and Saturday 24th November respectively, as well as the number of those vehicles which hold resident permits.

Figure 4-11 Bell Street Car Park Survey Results - Thursday 22nd November 2018

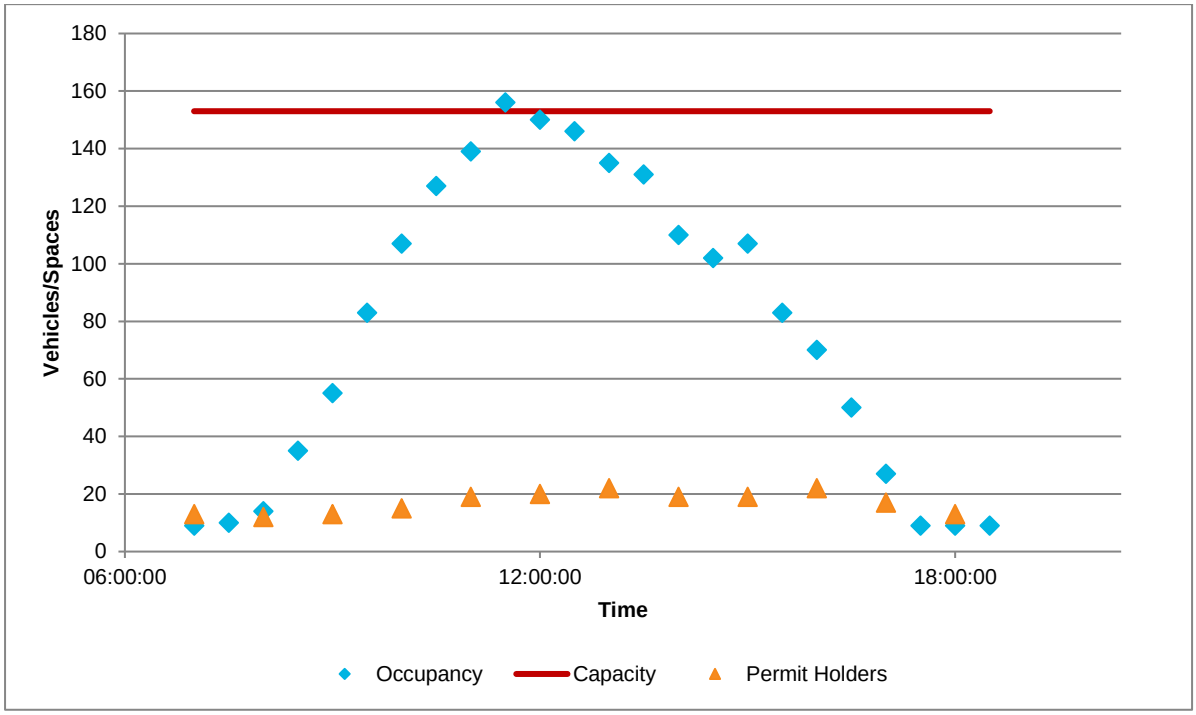


Figure 4-12 Bell Street Car Park Survey Results - Saturday 24th November 2018

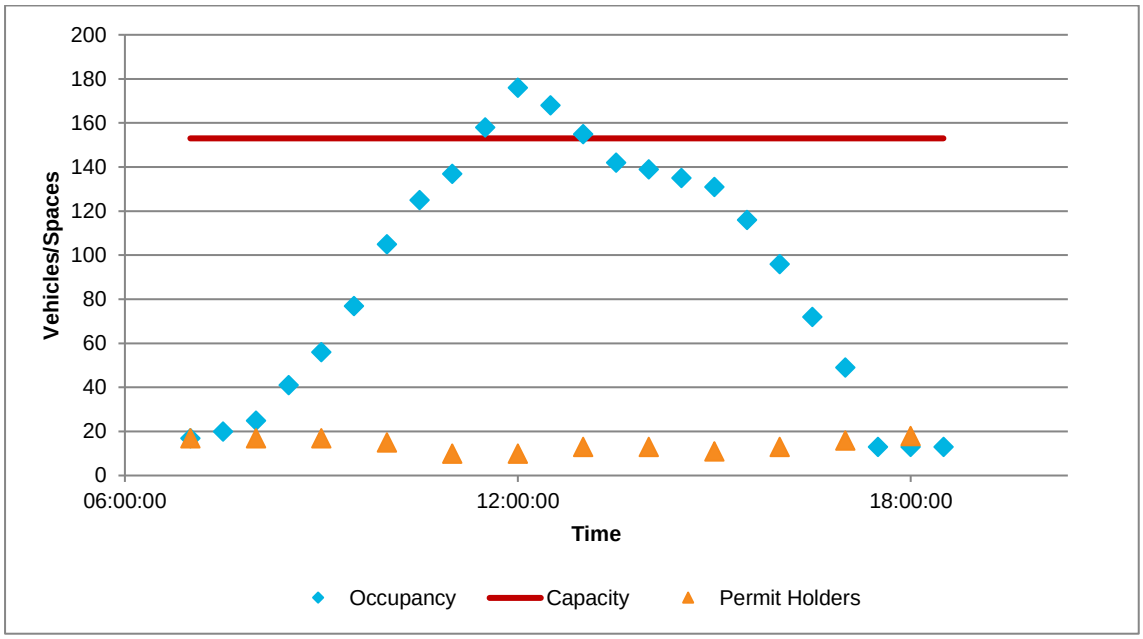


Figure 4-11 and **Figure 4-12** show that the car park is operating over capacity on both Thursday and Saturday. On Thursday the car park is over capacity between 1130 hrs and 1300 hrs. On Saturday, the car park is over capacity between 1130 and 1330 hrs, with peak occupancy at midday. It is unclear where vehicles choose to park or where they choose to travel to, when the car park is over capacity.

The number of permit holders within the car park remains relatively consistent throughout the day on both Thursday and Saturday, as shown in **Figure 4-11** and **Figure 4-12.** All of the permit holders were recorded to have parked in the long stay section of the Bell Street car park with the exception of one vehicle at 1800 hrs on Saturday which was parked in the short stay Bell Street car park. During the morning and evening, the majority of vehicles parked are permit holders.

Data has been obtained for Bell Street car park throughout 2018. **Figure 4-13** and **Figure 4-14** provide a comparison of a select few dates within 2018 to assess possible seasonal variation in car park occupancy. Four Thursdays and four Saturdays have been compared in March, June, August and November 2018. The dates

selected are not known to have experienced any 'exceptional' events which would have impacted the car parking occupancy. This represents a selection of dates both within school holidays and outside of school holidays.

Figure 4-13 Parking Occupancy at Bell Street Car Park on Thursdays in March, June, August and November 2018

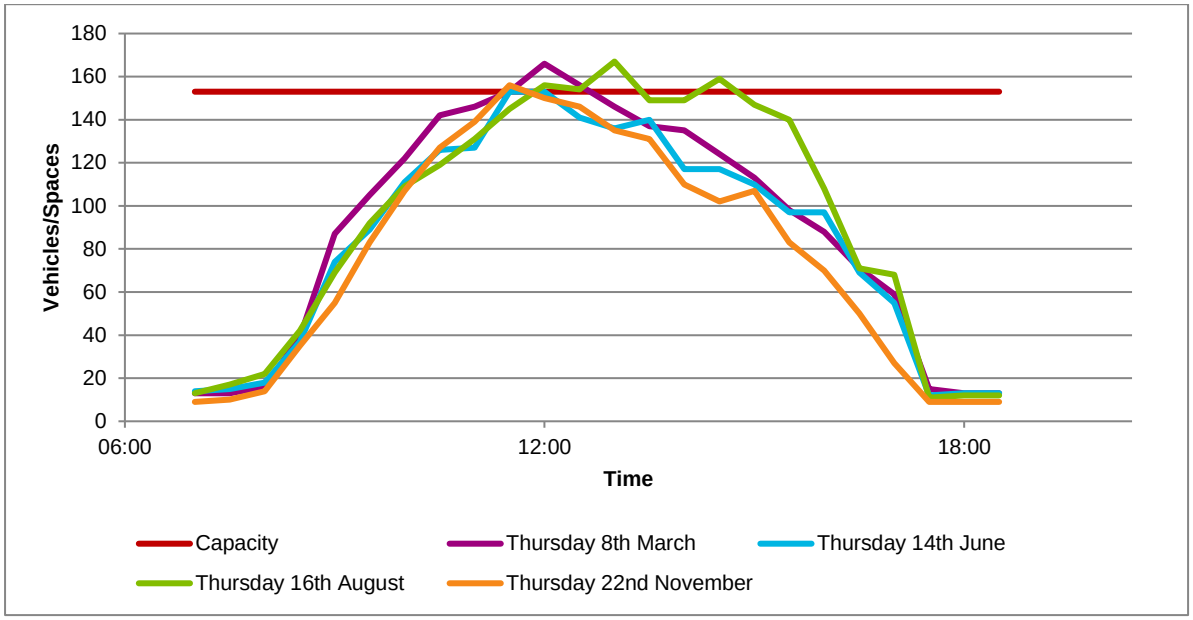


Figure 4-14 Parking Occupancy at Bell Street Car Park on Saturdays in March, June, August and November 2018

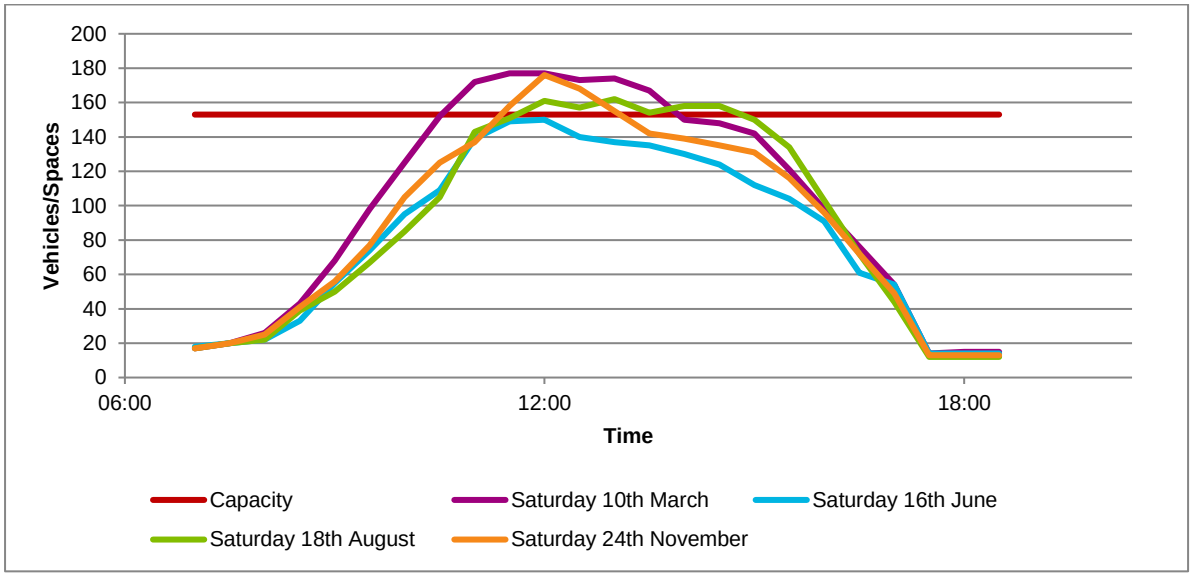


Figure 4-13 and **Figure 4-14** indicate that there is little variation in car park occupancy on Thursdays and Saturdays between March, June, August and November 2018. On Thursdays, the car park goes over capacity on all selected dates around midday. Between 1400 hrs and 1600 hrs, the occupancy is slightly higher in August than in other months. The data indicates that more cars are parked later into the afternoon in August than in the other months, which may be linked to it being within the school holidays. On Saturdays, the car park is at, or over capacity, on all selected dates. The March and November 2018 occupancy data shows the highest peak occupancy, and June 2018 sees the lowest peak occupancy; however, the peak June occupancy is still at car park capacity.

4.4.4 Summary

Comparisons of the 2005 and 2018 data-sets indicate that there has been an increase in car parking demand at the Bell Street car park, with the car park operating within capacity in 2005 and at or over capacity at times on all Thursdays' and Saturdays' shown in 2018. **Table 4.2** shows the difference in maximum parking demand within the analysed days between 2005 and 2018.

Table 4-2: Maximum parking demand

	2005 January	2005 March	2018 March	2018 June	2018 August	2018 November
Thursday	150	145	166	156	162	158
Saturday	143	147	177	150	167	176

4.4.5 Length of Stay Analysis

Car parking data was supplied for Bell Street Car Park by NDDC and included arrival and departure times for tickets purchased. Based on the data obtained for 2018 throughout the year, analysis has been undertaken as to the duration of stay of vehicles on a monthly basis. This is based on the duration of ticket purchased, and therefore durations of up to one hour, two hours, and four hours have been analysed. **Figure 4-15** provides a graphical representation of the number of vehicles staying for up to one hour, up to two hours and two-four hours on a monthly basis in 2018.

Figure 4-15 Length of Stay for vehicles at the Bell Street Car Park (Monthly), 2018

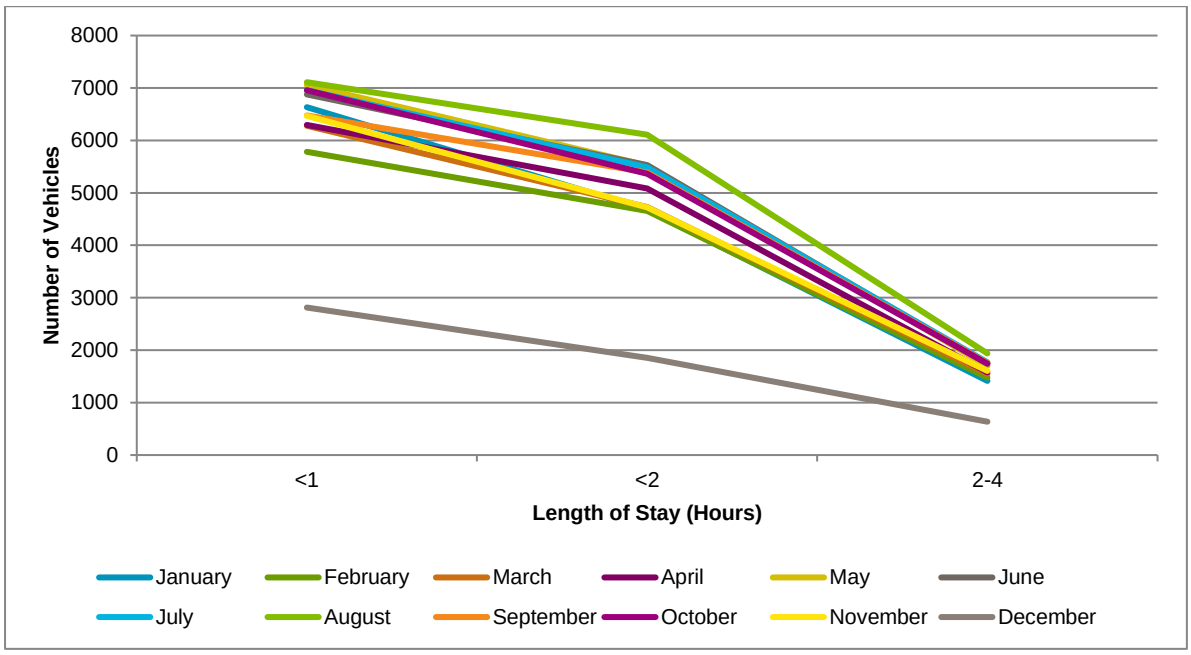


Figure 4-15 summarises that the trends in duration of stay are broadly similar for all months, with the greatest number of people staying for one hour, and declining numbers of parking tickets bought for the longer durations of stay. There are notably more people staying for 1-2 hours in August than in other months. The number of vehicles is significantly lower in December than across other months; this is due to the data being provided part way through December and as such the data provided does not cover a full month. However, the partial data for December indicates a similar declining trend with duration of stay.

4.4.6 Turnover Analysis

Based on the data provided by NDDC, analysis of the turnover has been undertaken. In this context of this study, turnover is the total vehicles arriving and departing within a given time period. **Figure 4-16** and **Figure 4-17** show the turnover on Thursdays' and Saturdays' respectively in March, June, August and November 2018.

Figure 4-16 Turnover Analysis for Thursdays at the Bell Street Car Park (2018)

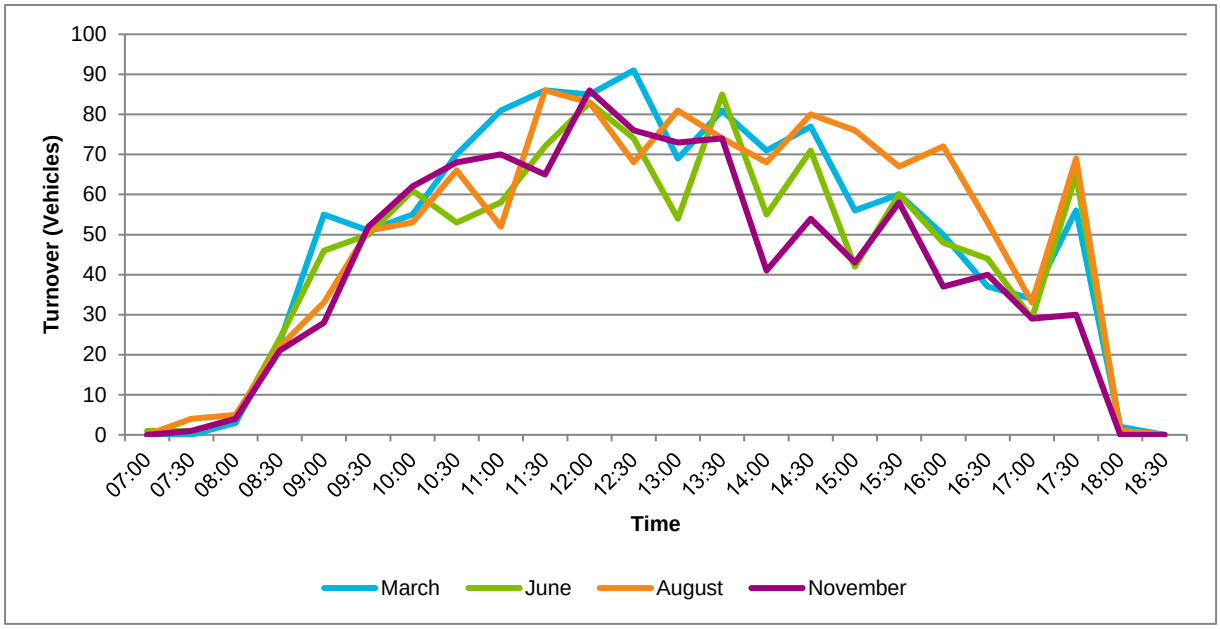


Figure 4-17 Turnover Analysis for Saturdays at the Bell Street Car Park (2018)

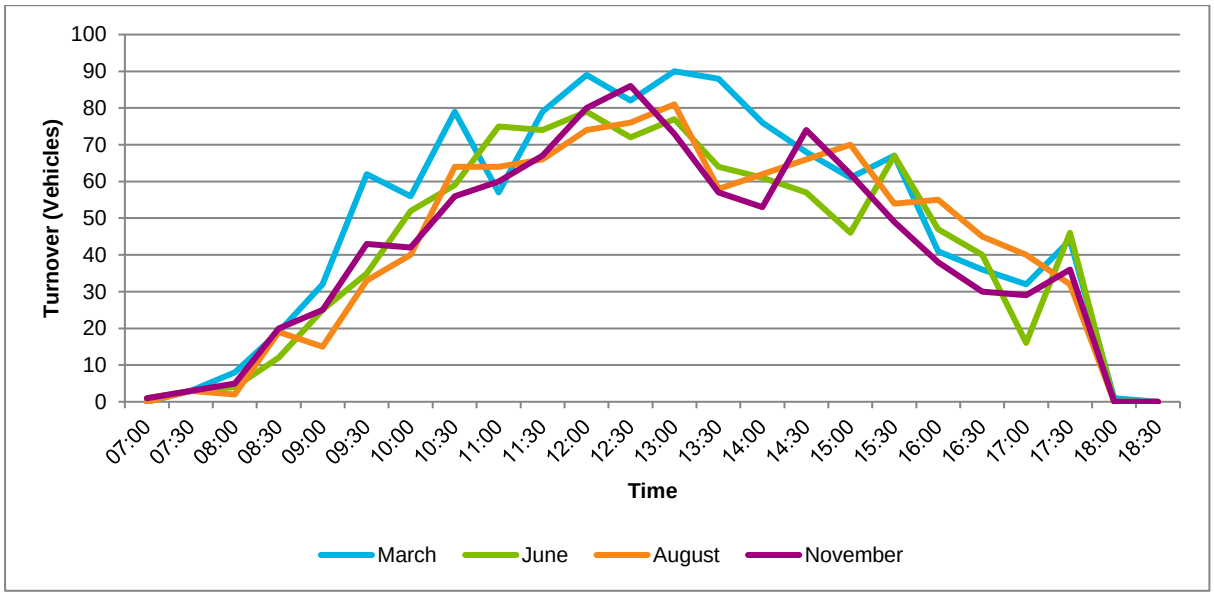


Figure 4-16 and **Figure 4-17** shows that turnover follows a broadly similar pattern to car parking occupancy, with higher turnover towards the middle of the day (generally 1130-1400 hrs), and significantly lower turnover at the start and end of the day. **Figure 4-16** shows that there is higher turnover in August between 1430 hrs and 1630 hrs than in March, June and November 2018. This is likely due to August being the summer holiday period and thereby affecting the profile of visitors to Shaftesbury, in comparison to weekdays outside of the school holidays. **Figure 4-17** shows a broadly similar turnover profile on Saturdays' across the four months analysed – the data does not show such a pronounced difference in turnover during August on Saturdays' as it does on Thursdays'.

4.5 Angel Lane Car Park

4.5.1 Site Information

The Angel Lane car park is accessed off Angel Lane to the east of the car park. One way clockwise circulation is enforced in the car park itself. The car park has an overall capacity of 56 spaces, comprising five disabled spaces and 51 unrestricted spaces. The car park is restricted to a maximum stay of four hours. The parking restrictions and charges are shown at **Figure 4-18**.

Figure 4-18 Angel Lane Car Park Restrictions and Charges

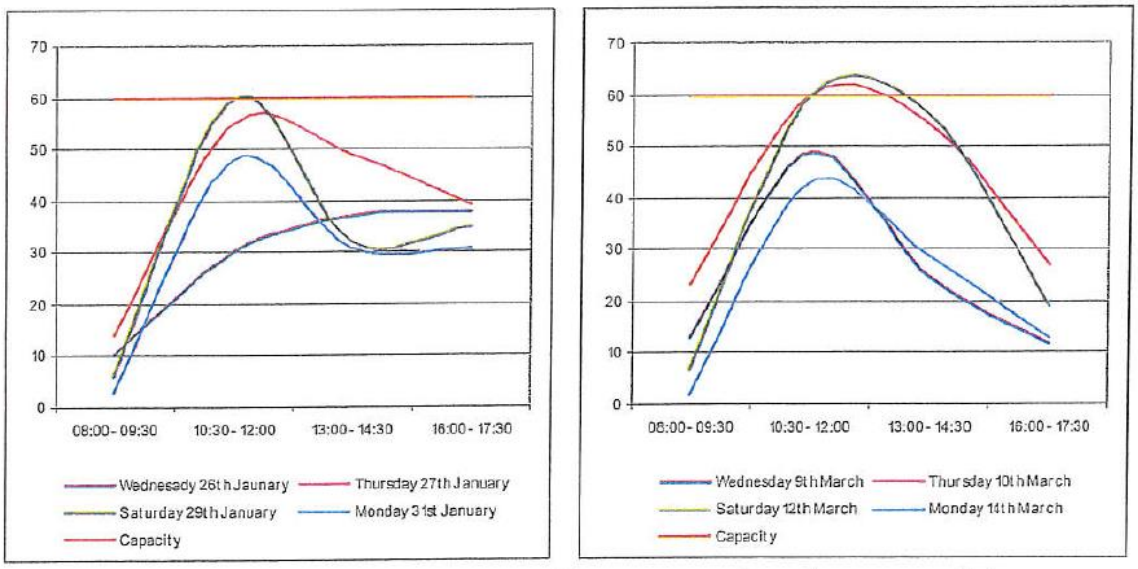
Some residents are issued with permits for Angel Lane Car Park, which provide unrestricted parking within their respective car parks.

As described in **Section 1.3**, it has been assumed that the starting occupancy prior to 0700 hrs is the number of permit holders present in the car park at 0700 hrs. Given that permit holder data is only available for Thursday 22nd November and Saturday 24th November, it has been assumed that the starting occupancy for the car park is the same on all weekdays as on Thursday 22nd November, and on all Saturdays' based on the Saturday 24th November analysis.

4.5.2 Previous information

Figure 4-19 presents the car park survey data for Angel Lane car park from the 2005 surveys. This shows that the Angel Lane car park was operating close to capacity on the Thursday and Saturday of the January survey, and over capacity on the Thursday and Saturday in the March survey. The occupancy of both the Monday and Wednesday in January and March were within capacity.

Figure 4-19 Angel Lane car park survey results from 2005 study



4.5.3 2018 Survey

Figure 4-20 shows that the car park operates within capacity on all weekday days from Wednesday 21st to Friday 23rd November, but at capacity on Saturday 24th November 2018. To provide a consistent approach, further analysis has been undertaken for Thursday 22nd November and Saturday 24th November 2018, with data also available on these days for permit holders. Parking occupancy is slightly higher on Friday 23rd November than Thursday 22nd November 2018.

Figure 4-20 NDDC Car parking data for 21st November to 24th November 2018 for Angel Lane car park

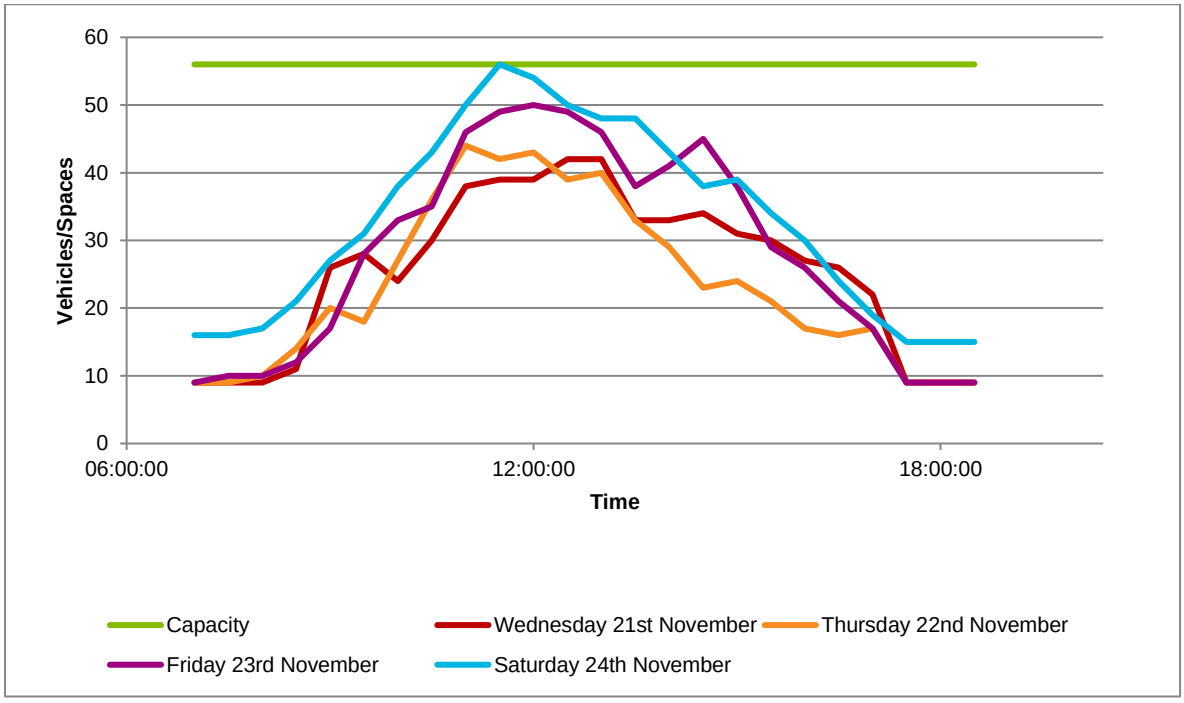


Figure 4-21 and **Figure 4-22** provide the car park survey results for Thursday 22nd November and Saturday 24th November 2018 respectively, as well as the number of those vehicles which hold permits.

Figure 4-21 Angel Lane Car Park Survey Results - Thursday 22nd November 2018

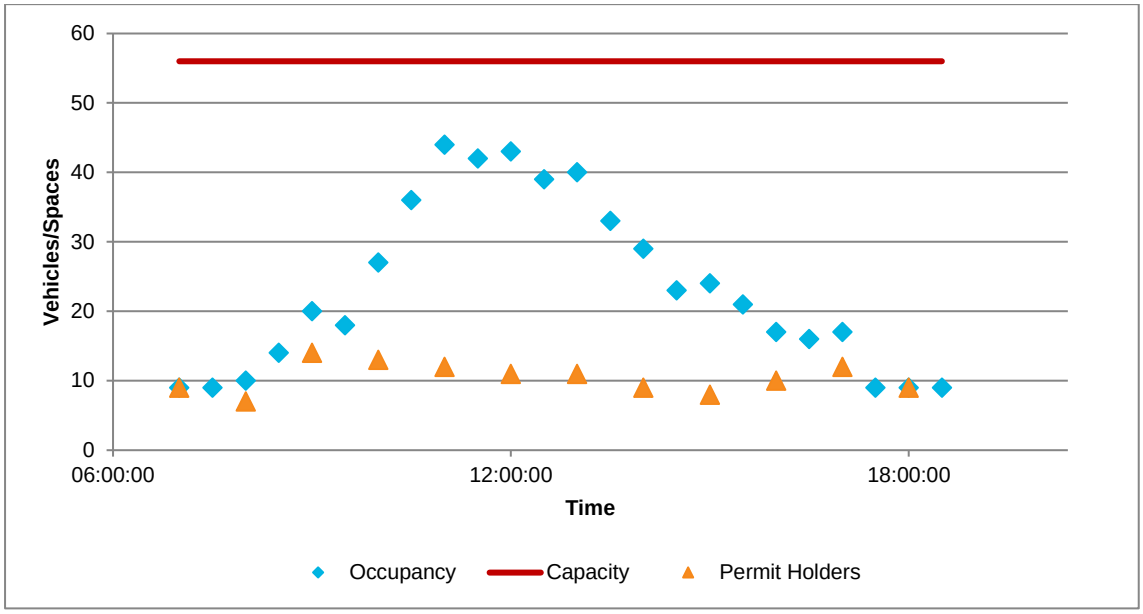


Figure 4-22 Angel Lane Car Park Survey Results - Saturday 24th November 2018

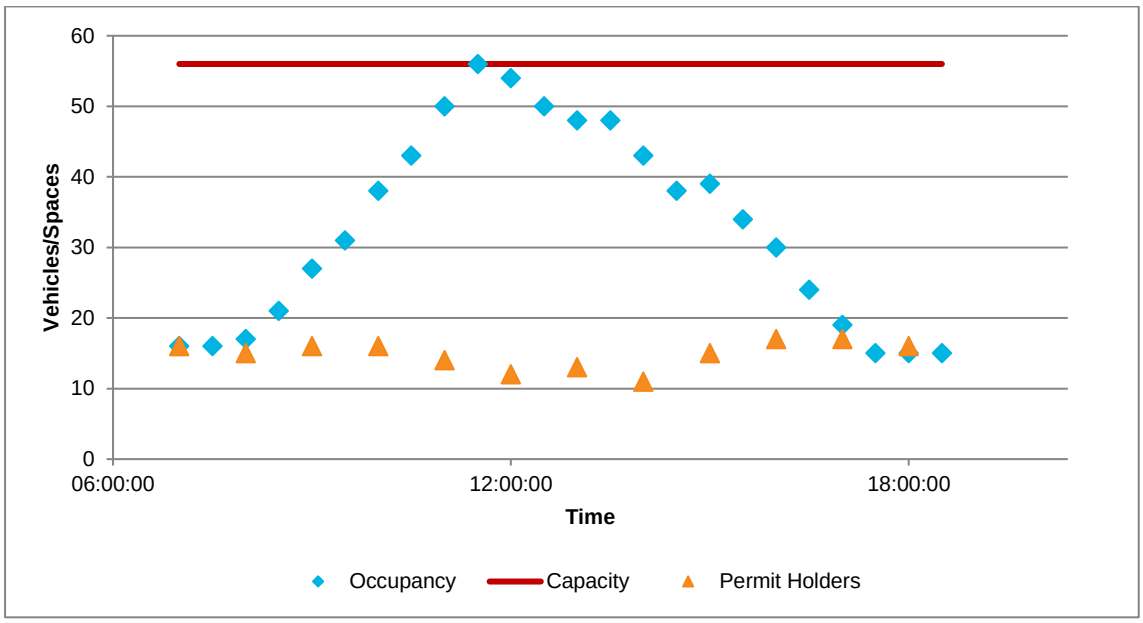


Figure 4-21 and **Figure 4-22** show that the car park is operating within capacity on Thursday, but at capacity on Saturday.

The number of permit holders parked at Angel Lane remains below 18 throughout the day on both days. Until around 0800 hrs and from 1700 hrs, the majority of vehicles parked are permit holders.

Data has been obtained for Angel Lane car park throughout 2018. **Figure 4-23** and **Figure 4-24** provide a comparison of a select few dates within 2018 for Thursdays' and Saturdays' respectively, to assess possible seasonal variation in car park occupancy. Four Thursdays' and four Saturdays' have been compared in March, June, August and November 2018.

Figure 4-23 Parking Occupancy at Angel Lane Car Park on Thursdays in March, June, August and November 2018

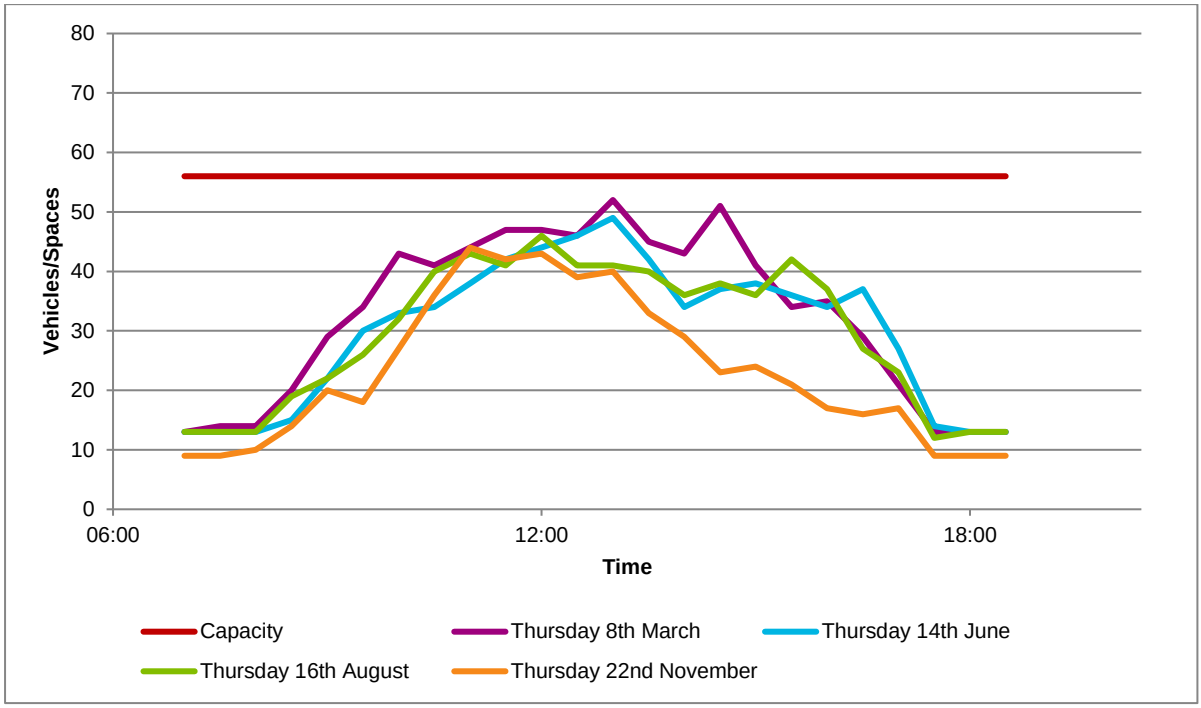


Figure 4-24 Parking Occupancy at Angel Lane Car Park on Saturdays in March, June, August and November 2018

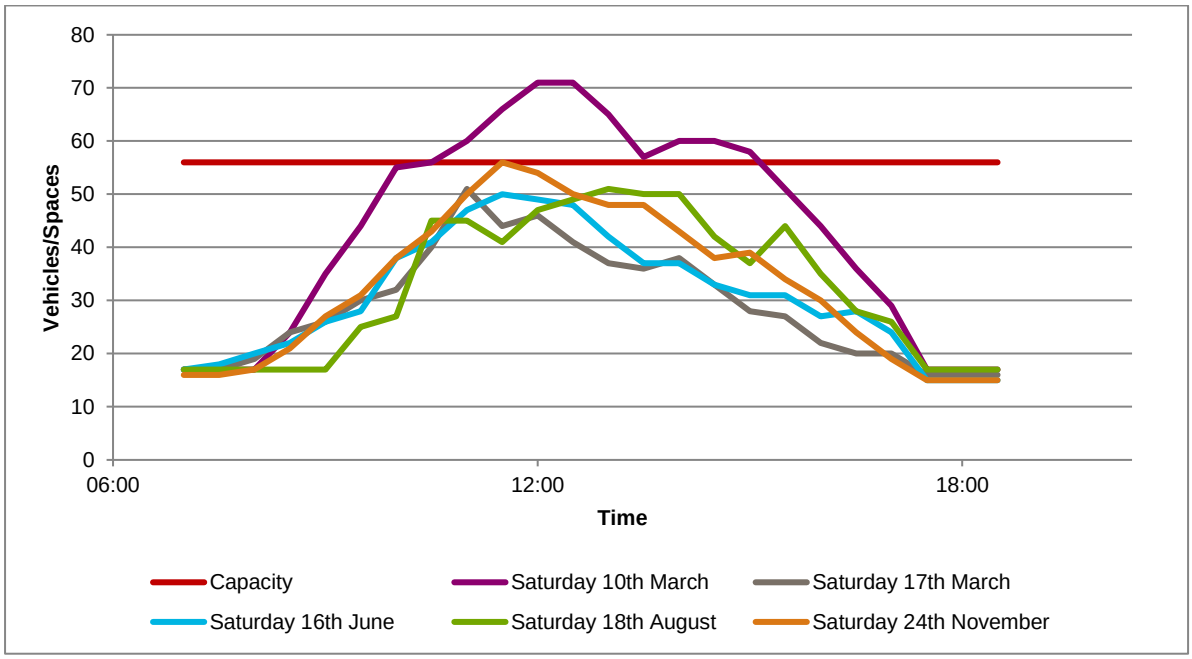


Figure 4-23 shows that the car park consistently operates within capacity across the selected Thursdays in March, June, August and November 2018. Thursday 22nd November has a slightly lower occupancy in general than the other selected dates.

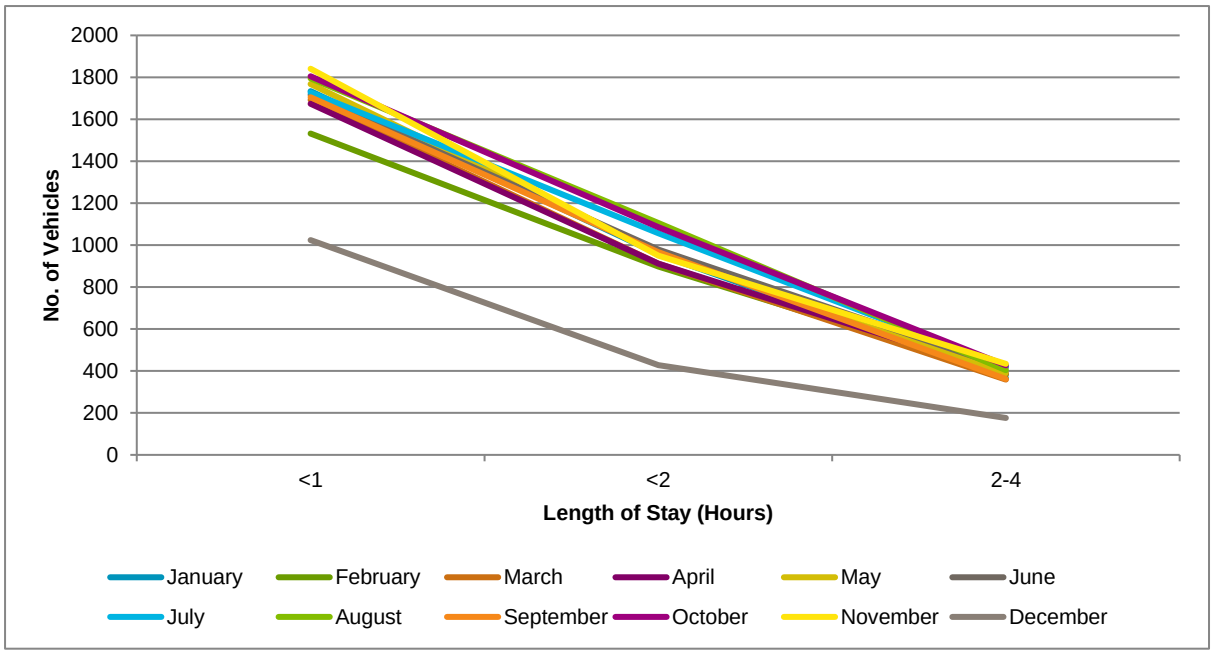
Figure 4-24 indicates that Saturday 10th March operates significantly over capacity for a number of hours. However, this does not follow the trends seen across the wider data set and as such an additional Saturday in March was assessed (17th March 2018) to provide more information. Given that the data for Saturday 17th March is more in line with the patterns seen in June, August and November 2018, this would indicate that the occupancy on Saturday 10th March was a particularly busy day but not representative of significant seasonal variation. Overall, **Figure 4-24** shows that the car park generally operates close to capacity on 17th March, 16th June and 18th August, but slightly over capacity on 24th November. Generally, parking occupancy was slightly higher on Saturdays' compared with Thursdays', but there is no significant seasonal variation indicated.

4.5.4 Length of Stay Analysis

Based on the data obtained for 2018 throughout the year, analysis has been undertaken as to the length of stay of vehicles on a monthly basis. This is based on the duration of the ticket purchased - durations of up to one hour, two hours, and four hours have been analysed. **Figure 4-25** provides a graphical representation of the number of vehicles staying for each duration, on a monthly basis in 2018.

Figure 4-25 shows that the trends in duration of stay are broadly similar for all months at the Angel Lane car park, with the greatest number of people staying for up to one hour, and declining numbers of vehicles with each recorded increase in duration. The number of vehicles is significantly lower in December than across other months; this is due to the data being provided during December 2018 and as such the data is not for a full month. However, the partial data-set indicates a similar declining trend with duration of stay.

Figure 4-25 Length of Stay for vehicles at the Angel Lane Car Park (Monthly), 2018



4.5.5 Turnover Analysis

Based on the data provided by NDDC, analysis of the turnover has been undertaken. **Figure 4-26** and **Figure 4-27** show the turnover on Thursdays' and Saturdays' respectively in March, June, August and November 2018.

Figure 4-26 Turnover Analysis for Thursdays' at the Angel Lane Car Park, 2018

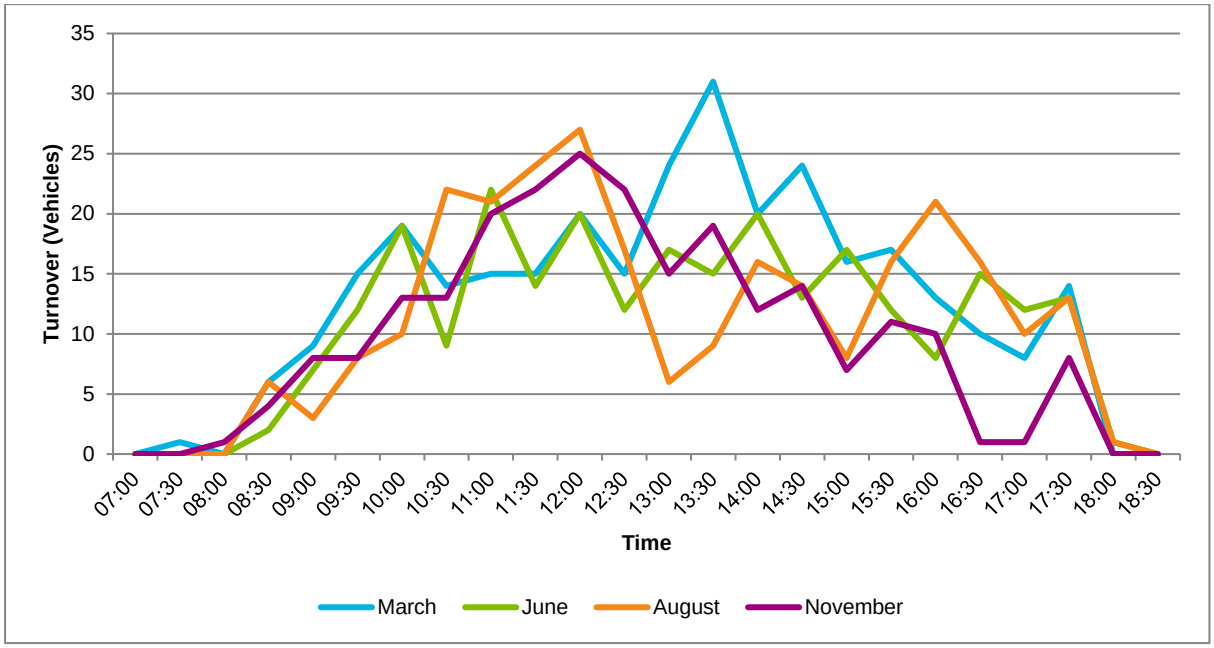


Figure 4-27 Turnover Analysis for Saturdays' at the Angel Lane Car Park, 2018

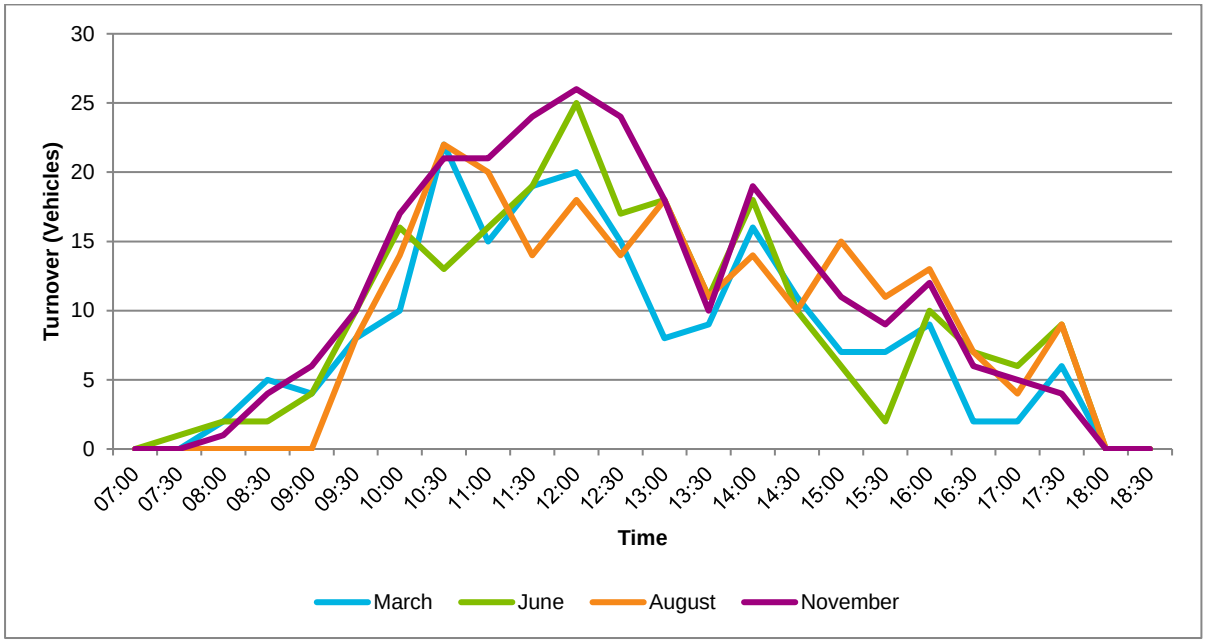


Figure 4-26 and **Figure 4-27** shows that turnover follows a broadly similar pattern to car parking occupancy, with higher turnover towards the middle of the day (generally 1130 hrs to 1400 hrs), and significantly lower turnover at the start and end of the day. **Figure 4-26** illustrates a more variable pattern across the day at Angel Lane than at Bell Street. Between 1300 hrs and 1430 hrs, turnover is higher in March than in June, August and November 2018. There is not such a prominent increase in turnover between 1430 hrs and 1630 hrs in August at Angel Lane car park as there is at Bell Street car park. **Figure 4-27** shows a broadly similar turnover profile on Saturdays across the four months analysed.

4.6 Barton Hill Car Park

4.6.1 Site Information

The Barton Hill car park is a free long stay car park accessed off the B3081 north of the car park with a capacity of 72 unrestricted spaces plus an additional five disabled spaces. Although there is no charge for use of this car park, a penalty scheme is in place for vehicles that do not adhere to the restrictions, which are shown in **Figure 4-28.**

Car parking access/egress surveys were undertaken on Thursday 22nd November and Saturday 24th November 2018.

Figure 4-28 Barton Hill Car Park Restrictions

4.6.2 Previous information

The Barton Hill car park was not included in the 2005 study and as such no information is reported.

4.6.3 2018 Survey

Figure 4-29 and **Figure 4-30** provide the car park survey results for Thursday 22nd November and Saturday 24th November 2018 respectively.

Figure 4-29 Barton Hill Car Park Survey Results - Thursday 22nd November 2018

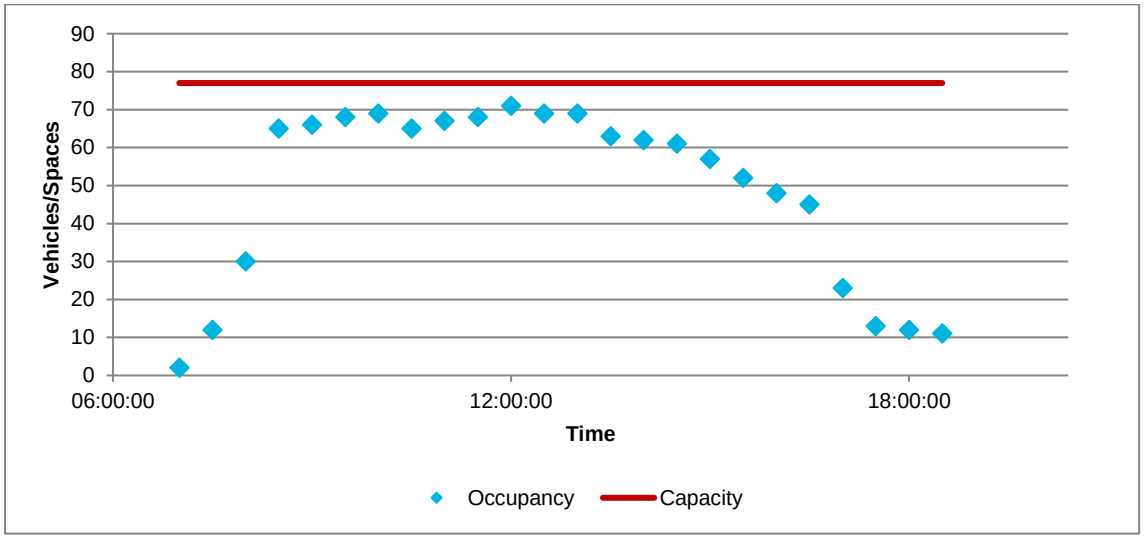


Figure 4-30 Barton Hill Car Park Survey Results - Saturday 24th November 2018

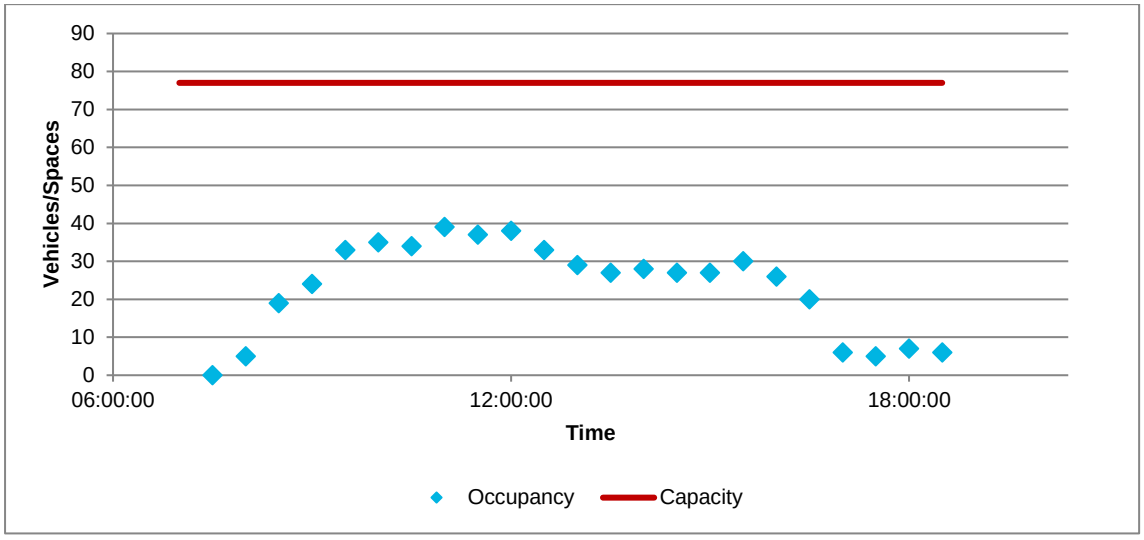


Figure 4-29 and **Figure 4-30** show that the Barton Hill car park operated within capacity on each of the survey days, but was close to capacity for a significant portion of Thursday's survey. On Thursday, the car park was at more than 90% capacity between 1100 and 1330 hrs, with peak occupancy being 71 cars at midday.

4.7 Combined Car Park Results

To understand the wider parking situation in Shaftesbury across all of the surveyed car parks, analysis of the occupancy and capacity of all car parks combined has been undertaken for Thursday 22nd November and Saturday 24th November 2018. Total capacity across all car parks combined is 497 spaces. **Figure 4-31** and **Figure 4-32** provide the occupancy and capacity results for all four car parks combined.

Figure 4-31 Combined Car Park Survey Results - Thursday 22nd November 2018

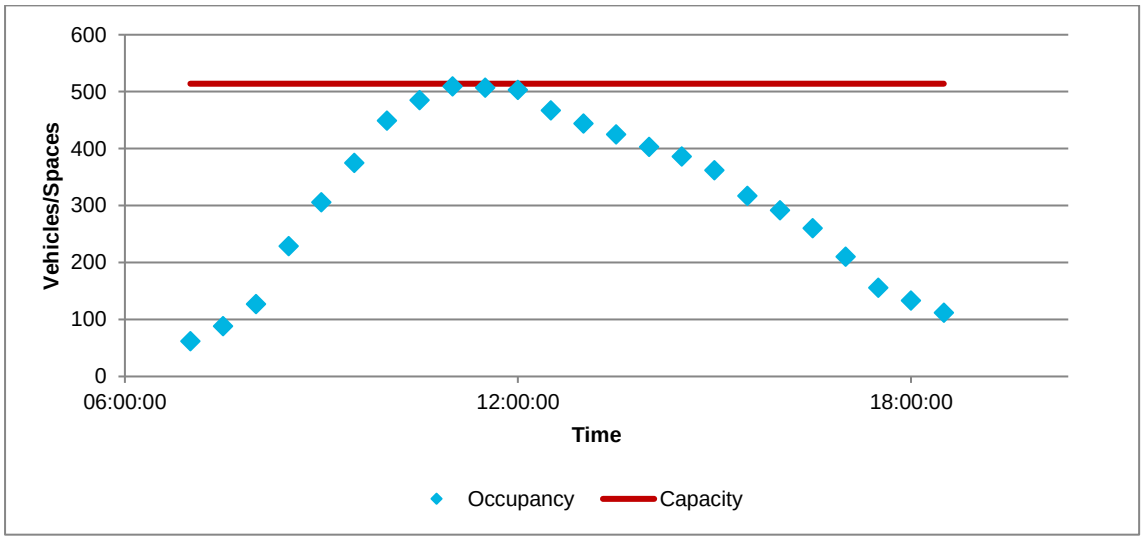


Figure 4-32 Combined Car Park Survey Results - Saturday 24th November 2018

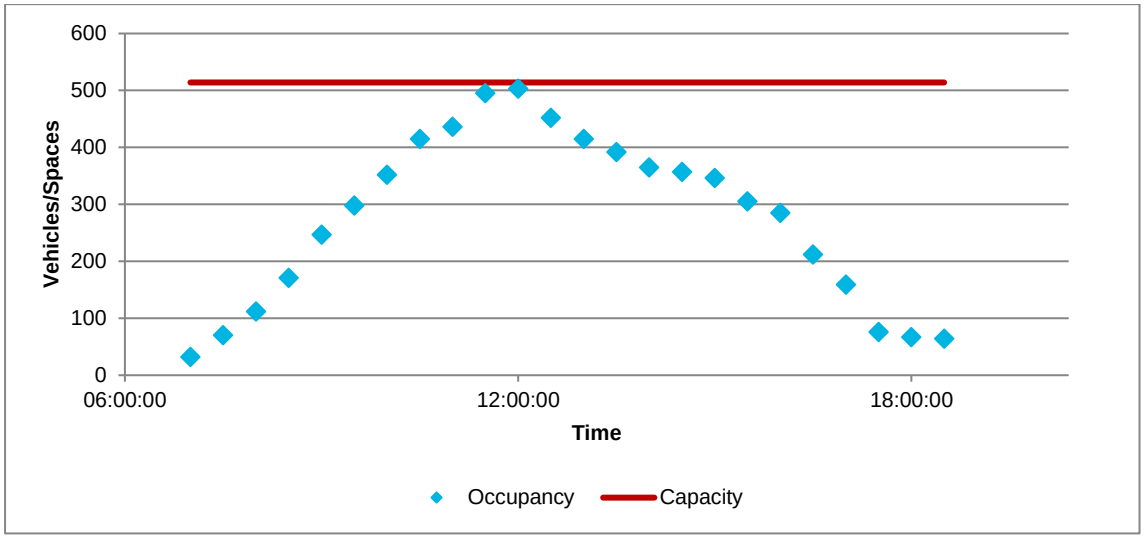


Figure 4-31 and Figure 4-32 show that there are just enough spaces available across all sites combined at peak occupancy (around midday) on both Thursday 22nd November 2018 and Saturday 24th November 2018. This situation is sustained for a slightly longer time period on Thursday (1100-1230 hrs) than Saturday (1130-1230 hrs). Total capacity across all car parks including all types of car parking space is 497. Peak occupancy across all car parks is 509 vehicles at 1100 hrs on Thursday 22nd November 2018, and 503 vehicles at 1200 hrs on Saturday 24th November.

4.8 Seasonality

The effects of seasonality have been investigated in detail in **Sections 4.4** and **4.5** for Bell Street and Angel Lane respectively. In terms of occupancy, Bell Street car park reaches capacity or goes over capacity on all assessed Thursday and Saturday dates around midday. Car park occupancy is slightly higher between 1400 hrs and 1600 hrs in August than in other months on both Thursday and Saturday.

Angel Lane typically operates within capacity on the Thursdays' and Saturdays' assessed in March, June, August and November 2018. The exception to this is Saturday 10th March where it is recorded to be significantly over capacity; however the other assessed Saturday in March (17th) was within capacity and as such this is considered an anomaly rather than the norm for March Saturdays'.

At both Angel Lane and Bell Street, the length of stay followed similar patterns between the 12 months of 2018, with most occupants stay for up to 1 hour (53% of those staying at Bell Street and 56% at Angel Lane), decreasing for 1-2 hours (35% at Bell Street and 31% at Angel Lane) and further decreasing number of vehicles staying 2-4 hours (12% at Bell Street and 13% at Angel Lane). At Bell Street, there was a notable increase in the number of people staying 1-2 hours in August which is probably attributable to it being within the school holidays; however this is not a noticeable trend seen at Angel Lane car park.

Turnover at both Bell Street and Angel Lane car park peaks between 1130 hrs and 1400 hrs on Thursdays' and Saturdays' assessed in March, June, August and November 2018. There is a notably higher turnover in August between 1430 hrs and 1630 hrs than in March, June and November at Bell Street on Thursdays'; however this trend is not seen at Angel Lane.

Overall, there are not considered to be significant seasonal trends in car park occupancy, turnover or length of stay seen across Bell Street and Angel Lane.

4.9 Summary

The parking survey results have demonstrated that a 'bell shaped' pattern of parking occupancy is seen at car parks across Shaftesbury. This 'bell shaped' pattern describes the increase in car park occupancy seen through the morning, and decrease seen during the afternoon on both Thursday 22nd November and Saturday 24th November across all study sites. Peak parking occupancy is seen between 1100 hrs and 1300 hrs, as is normally

expected for an area predominantly used for shopping. This pattern is seen throughout the year at Bell Street and Angel Lane car parks.

The Tesco car park operates within capacity for most of the day, with peaks between 1000hrs and 1300 hrs on a weekday and 1130hrs and 1230hrs on a Saturday where it operates over capacity. This does however assume that the car parks are empty at the start of the day due to a lack of data to inform otherwise.

On Thursday 22nd November 2018 the Angel Lane car park operated within capacity, the Barton Hill car park was close to capacity, and the Bell Street car park was over capacity.

On Saturday 24th November the Barton Hill car park operated within capacity, the Angel Lane car park was at capacity and the Bell Street car park was over capacity.

All of the car parks surveyed experienced a higher demand for parking than when they were surveyed in 2005.

At the Bell Street car park across the year, the car park is consistently seen to operate close to or over capacity at peak occupancy. The Angel Lane car park generally operates close to but within capacity, however a high occupancy day was observed on Saturday 10th March where the car park was significantly over capacity.

When considering all car parks combined, **there were insufficient spaces across all car parks to cater for the recorded occupancy on both Thursday 22nd November and Saturday 24th November; however, it is noted that this includes the Tesco car park which is for use by customers only.**

The impact of a Lidl being developed at the Cattle Market site is at this time unknown, as parking numbers and management strategies for the car park are not within the public domain. The traffic surveys were undertaken when the Cattle Market was closed, so the potential loss of parking by the Lidl and potential impacts of the store cannot be calculated. Lidl will be assessed by way of a Planning Application which will potentially consider in full all of the transport matters including traffic generation and parking. It will be up to Lidl to justify their parking provision at their site. There is some potential for linked trips between the proposed Lidl store and the adjacent Tesco store.

5. On Street Parking

5.1 Introduction

On Street parking is available at a number of locations within Shaftesbury, some of which are restricted and others unrestricted. This chapter details the on street parking available, the results from the 2005 survey and the results of disabled badge holder surveys undertaken in 2018. Although full on street parking surveys were not undertaken in 2018, on site observations have been detailed in this section to inform discussions.

5.2 Number of spaces

Information was provided by one of the 'Town Centre' Neighbourhood Plan team as to the availability of on street parking within Shaftesbury, presented in **Table 5-1**.

Table 5-1 On Street Parking Locations, Spaces and Restrictions

Street	Location	No. Spaces	Orientation (side on road)	Restriction
Tout Hill	Hill Bottom	13	North	Unrestricted
	Hill Top	8	North	Unrestricted
	Adjacent road	4	North East	Unrestricted
New Road		14	West	Unrestricted
Bleke Street		4	North West	Unrestricted
Ivy Cross Cul de Sac		10	East and North	Unrestricted
Victoria Street		8	East	Unrestricted
		12	West	Unrestricted
Haimes Lane		4	South West	Unrestricted
Coppice Street		40	South	Unrestricted

		6	North	**Restricted**
Angel Lane		3	West	**Restricted**
		4	East	**Restricted**
Salisbury Street	to Old Boundary Rd	7	North	**Restricted**
		8	North	**Restricted**
		8	North	Unrestricted
Barton Hill		19	North	Unrestricted
	Adjacent road	6	East & West	Unrestricted
Bell Street	East end	6	South	**Restricted**
	Adjacent road	4	West	**Restricted**
		4	North	**Restricted**
Bimport	East end	25	South	**Restricted**
	West end	10	South	Unrestricted
	West end	16	North	Unrestricted
	Adjacent road	3	West	Unrestricted
	Adjacent road	13	East	Unrestricted
High Street		10	South	**Restricted**
		6	West	**Restricted**
		8	East	**Restricted**
Total spaces		**283**		

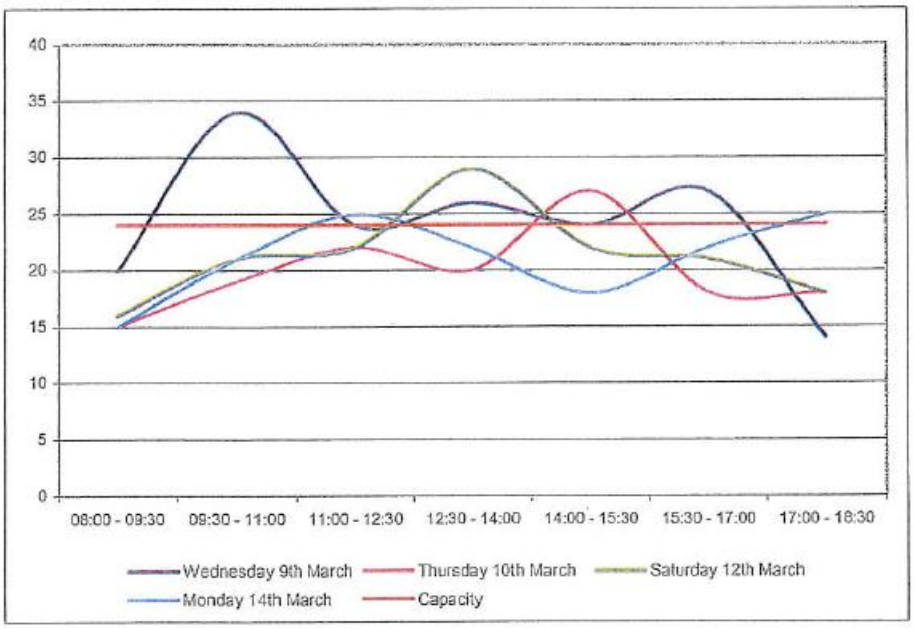
Where restrictions are indicated in **Table 5.1** this refers to a Monday to Saturday 0800 hrs to 1800 hrs restriction of maximum stay one hour, no return within two hours as shown in **Figure 5-1.**

Figure 5-1 On Street Parking Restriction Notice

5.3 2005 Survey

The 2005 survey included beat surveys of all on street parking areas in Shaftesbury across four days (Wednesday 9th March, Thursday 10th March, Saturday 12th March and Monday 14th March 2005). Overall, the 2005 survey found that on street parking areas were frequently over capacity, implying a significant level of illegal parking. **Figure 5-2** presents the on street parking survey results from the 2005 survey.

Figure 5-2 On Street Parking on High Street from 2005 survey



5.4 Disabled Badge Holders

A survey was undertaken in November 2018 of the number of disabled badge holders on High Street between the Post Office to the east, and Natwest Bank to the west. Surveys were taken between 0700 hrs and 1900 hrs on Thursday 22nd November 2018 and Saturday 24th November 2018. The total number of disabled permit holders observed was 27 on Thursday 22nd November, and 21 on Saturday 24th November. The results are shown in **Figure 5-3.**

Figure 5-3 Duration of Stay of Disabled Parking Permit Holders

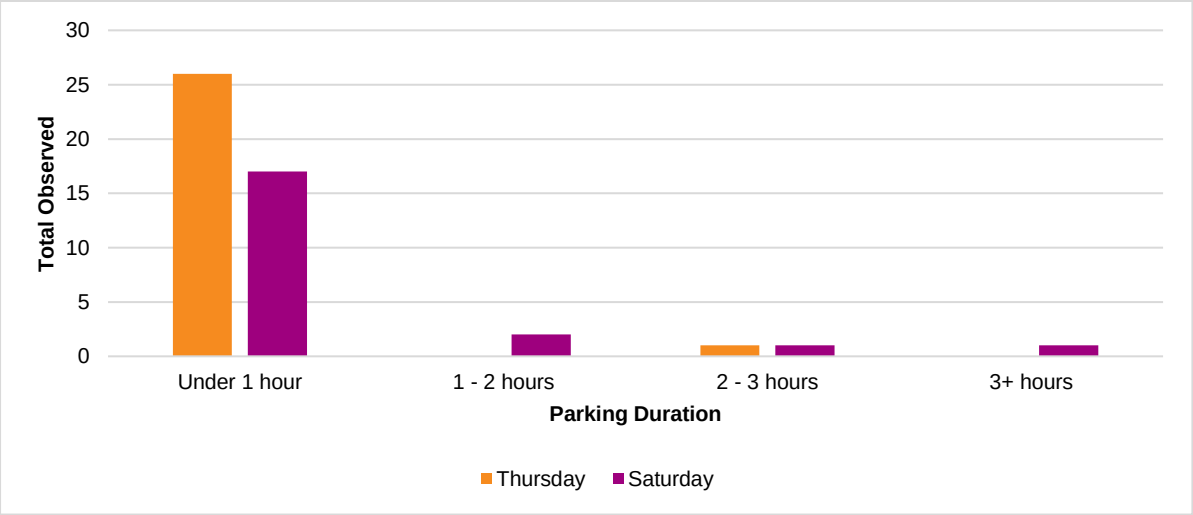


Figure 5-3 shows that the majority of disabled badge holders stay for under one hour, with less than five staying for 1-2 hours, 2-3 hours, and 3+ hours.

5.5 Additional Site Observations

Although no beat surveys were undertaken, it was noted during the site visit that on road parking along High Street, Bell Street and the nearby side was heavily occupied through the majority of the day, with some additional illegal parking (i.e. on double yellow lines). In addition, the 'Coach and Bus Only' parking area adjacent to Shaftesbury Football Club was occupied by up to 32 vehicles on the day of the site visit. This supports the data which shows that there is a high demand for parking within Shaftesbury. It is therefore suggested that a long term parking solution for parking is required.

Images of these areas are shown at **Figure 5-4, Figure 5-5** and **Figure 5-6**.

Figure 5-4 On Street Parking

Figure 5-5 Illegal On Street Parking

Figure 5-6 Parking adjacent to Shaftesbury Town Football Club

5.6 Summary

This section has shown that overall, on street parking in Shaftesbury is heavily used, and there is evidence of illegal parking within the town. A number of disabled badge holders were observed to park on High Street, most commonly for up to one hour. Although full surveys were not conducted in 2018, it is assumed that as the 2005 surveys found that on street parking spaces areas were frequently over capacity, and on-site observations in January 2019 saw occurrences of illegal on street parking and parking bays fully occupied, the existing situation is likely to be that on street parking continues to operate **significantly over capacity in Shaftesbury**.

6. Issues and Options

6.1 Introduction

This section will provide a summary of the issues faced with regard to parking in Shaftsbury and will then provide a number of options which could be implemented in order to relieve issues in a balanced way.

It is important to note that the Shaftesbury draft Neighbourhood Plan is concerned primarily with land use and planning applications – their policy is to preserve and expand car parking supply where suitable, while also encouraging the Town Council to consider projects to improve how the current supply is used and demand is managed. This will provide the basis to the option recommendations.

The Client is keen that options to be included should therefore include scope to increase supply as well as ways to manage growing demand more effectively within the limits of the current supply, within the wider policy context of keeping town centres and high streets alive and vibrant.

6.2 Issues

6.2.1 Lack of parking

The overall findings from the 2018 surveys were that at times, both Angel Lane and Bell Street operated at or over capacity, and Barton Hill car park operated within or close to capacity. Tesco car park also operates over capacity at times on both the Thursday and Saturday surveyed. When considering all car parks combined, there were insufficient spaces across all car parks to cater for the recorded occupancy on both Thursday 22nd November and Saturday 24th November. It is unclear where vehicles park when car parks are recorded as operating over capacity. This summary includes the Tesco car park which is for use by customers only. There is therefore evidence that car parking is in high demand in Shaftesbury, and heavily used.

On Street parking was surveyed in 2005 and found to operate over capacity at most locations at times during the survey period. On site observations saw a similar situation in January 2019, therefore it is assumed that on street parking is still heavily used and illegal parking is still prevalent.

6.2.2 Uncertainty regarding Lidl Development

The opening of Lidl may help to alleviate some of the parking pressure, but it will not be operational for a number of years and it is unclear how much it will help.

A strengthened case for the supply of parking for the town centre is needed, to be considered at all points in the Lidl development and with any relevant other development opportunities.

6.3 Options

It is clear that a strategy is required in order to manage parking in Shaftesbury. Strategies to manage parking usually either supress demand to allow a better utilisation of car parking or manage parking supply by making certain car parks more attractive to users. This is usually done by introducing ticketing or charging regimes. Car parks that have more capacity and experience lower demand are given lower charges and car parks which experience high demand experience higher charges. This often results in car parking across town centres becoming more balanced. These strategies are often implemented alongside a package of sustainable transport measures including making walking, cycling and public transport more attractive to users.

It is not the purpose of this report to produce a Transport Strategy for Shaftesbury, and the Client is not supportive of parking charges, therefore the following recommendations have been made as options for further investigation:

- Signposting;
- Length of Stay;
- Enforcement;
- Increase Parking Supply; and
- Integrated Transport Strategy.

6.3.1 Signposting

It has been shown that there are just about sufficient spaces available to accommodate all observed cars parked, although analysis reported that some car parks were overcapacity at times when there was capacity across all car parks combined. It is therefore recommended that a system to guide users to a car park with spaces could be implemented to prevent some car parks operating over capacity whilst others have remaining spaces. This will also allow for a more efficient movement of vehicles in the town and associated environmental benefits.

Signposting to free spaces could be achieved through use of Limited Function Signage.

Limited function signage is used to provide drivers with information on the location and availability of spaces in car parks; they combine static signage with LED inserts as demonstrated in Figure 6.1**.**

The signs can display information such as 'FULL', 'CLOSED', 'SPACES' or the actual number of available spaces. The main advantages of these signs are their low cost and generally low maintenance requirements.

The disadvantages of these signs are the limited information that can be displayed on the signs and their potential inflexibility if the parking provision / usage changes, which could result in the need for new sign facing boards. However this may provide a low cost solution to assisting visitors in finding a car parking space.

Figure 6-1 Examples of Limited Function Signage

6.3.2 Length of stay

The surveys in 2018 indicated that the greatest parking pressures were seen at Bell Street, closely followed by Angel Lane and then reducing further for Barton Hill. It is therefore recommended that car parks closer to the centre of town (Bell Street and Angel Lane) have their respective maximum stay reduced, therefore encouraging greater turnover of visitors to the town centre and encouraging better use of Barton Hill for longer stay vehicles.

6.3.3 Enforcement

The 2005 survey and the 2019 site visit provided observations that there were occurrences of illegal on street parking. It is not known whether parking enforcement officers are in post for the town center; however it is recommended that if they are, the frequency of their patrols is increased, more enforcement notices are issued and fines are increased, and if not that enforcement officers are assigned to the town centre to discourage illegal parking in the town centre.

6.3.4 Increase Parking Supply

With developments coming forward it may be possible to increase parking supply through the relaxation of maximum parking standards, should space allow.

6.3.5 Integrated Transport Strategy

There is planned growth for Shaftesbury, with the 2016 North Dorset Local Plan anticipating at least 1,140 dwellings be built in Shaftesbury between 2011 and 2031. Parking is already in high demand and this growth will only add to the pressure. It is therefore highly recommended that a further study be undertaken, looking in more detail at the overall pricing schedule/regime across the town as a whole to forecast the most effective combination of measures in terms of pricing structure, and length of stay, in order to reduce existing and potential future parking pressures within Shaftesbury.

Alongside this, opportunities for sustainable transport should be investigated as providing alternatives can often remove the need to drive and park.

7. Summary

The aim of this study was to understand the number and utilisation of parking spaces available in addition to on road parking across four specific car parks: namely the North Dorset District Council (NDDC) car park at Bell Street, NDDC car park at Angel Lane, Tesco Car Park, and Barton Hill Car Park.

A similar car parking study was undertaken in 2005, by Faber Maunsell, to establish the parking trends within Shaftesbury. This study is now considered to be out of date due to new developments and changes in demographics and travel behaviour in the area which have changed parking demand in the town, and as such should not be used as the basis for discussions on the current parking situation.

Car parking data for the NDDC pay and display car parks at Bell Street and Angel Lane have been provided by NDDC. Data was provided from 1st January 2018 to 16th December 2018 respectively. Information included arrival time, length of time purchased through 'Pay and Display' and subsequent ticket expiry time. It has been assumed that all vehicles stayed for their maximum permitted time. No data is available to inform if any vehicles stayed for longer than their permitted time.

For the Tesco and Barton Hill car parks, parking surveys were commissioned. The surveys were undertaken on Thursday 22nd November 2018 and Saturday 24th November 2018 and included categorised counts of vehicles arriving and departing in 30 minute increments.

The survey results showed that both Angel Lane and Bell Street operated at or over capacity, and Barton Hill car park operated within or close to capacity. Tesco car park operated slightly over capacity for short periods on both the Thursday and Saturday surveyed. When all car parks combined, there were insufficient spaces across all car parks to cater for the recorded occupancy on both Thursday 22nd November and Saturday 24th November. On Street parking was surveyed in 2005 and found to operate over capacity at most locations at times during the survey period. On site observations saw a similar situation in January 2019, therefore it is assumed that on street parking is still heavily used and illegal parking is still prevalent.

Signposting, length of stay, enforcement and the production of an integrated transport strategy are suggested as options to manage the demand for parking.

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