

EXETER CITY COUNCIL**EXECUTIVE
19 JUNE 2012****RENAMING OF CAR PARKS AND REMAKING OF PARKING PLACES ORDER****1.0 PURPOSE OF REPORT**

- 1.1 To seek a decision from Members on a proposal to rename four City Council car parks, amend tariffs at the refurbished King William Street Multi-Storey Car Park and Mary Arches Street Multi-Storey Car Park with effect from 3 September 2012, and revoke and remake the Parking Places Order to give effect to these and other changes.

2.0 BACKGROUND

- 2.1 Members will be aware of the current project to refurbish King William Street MSCP. In approving capital funding for this project, in July 2011, Executive was made aware that it might in due course be advantageous to rename this car park, firstly to take financial advantage of its location in relation to the John Lewis store and secondly to facilitate effective traffic management by 'signposting' John Lewis customers to where they wanted to be.
- 2.2 These themes were taken up by the all-party Car Parks Task and Finish Group set up by Economy Scrutiny Committee in September 2011. Executive received a report on the work of this Group at its meeting on 3 April 2012. The core purpose of the Group was to look at options for maximising income from the Council's car parking assets in the current financial climate, and Members felt there was a strong case for 'rebranding' certain car parks (especially Civic Centre and Broadwalk House) to take advantage of their target customers (in these two cases, visitors to Princesshay). The same issues around effective traffic management, and directing customers to where they need to be, also apply.
- 2.3 Officers are also aware of a request by traders in Magdalen Road to consider the renaming of Fairpark car park (to Magdalen Road) to establish a clear link between the car park and the shopping area and, again, direct customers to appropriate parking provision. This proposal is consistent with the Council's policy of seeking to support local traders.
- 2.4 The business case for capital investment in the refurbishment of King William Street MSCP was modelled on the assumption that, following the refurbishment, tariff levels would increase to the same levels as Guildhall, reflecting the car park's status as a premium parking facility. The relevant tariffs are attached at Annex A for Members' information.
- 2.5 In order to give effect to the changes proposed in this report, revisions would need to be made to the Council's Parking Places Order. This is the legal document that underpins off street parking operations and enforcement in the City. The original Order has been updated through numerous amendments and has as a result become unwieldy and unnecessarily complex. It would therefore benefit from a comprehensive redraft that rationalises and modernises its content and layout, and addresses various enforcement anomalies. Members are therefore being asked to approve the revoking and remaking of the Parking Places Order. This is a formal process that will need to be advertised for a

specific period to allow for any objections to be put forward and considered.

3.0 PROPOSALS

- 3.1 In terms of the renaming of car parks, the proposals are to rename the multi-storey section of the King William Street car park the John Lewis car park; the Civic Centre car park Princesshay 2; Broadwalk House car park Princesshay 3; and Fairpark car park Magdalen Road. The rationale for these proposals has been explained in section 2 above. Members are asked to note that the proposed redesignation of King William Street applies to the multi-storey (refurbished) car park only; the other sections (the Annexe and Leighton Terrace) will remain as King William Street.
- 3.2 With regard to the 'John Lewis' proposal in particular, it is important to emphasise, firstly, that the car park will remain under the Council's ownership and control, and secondly, that it will not be for the exclusive use of John Lewis customers; it will be available to all shoppers and visitors. The key factors behind the proposal are the potential financial advantages to the Council and the positive impact on traffic management.
- 3.3 Members are also asked to approve a change to tariff levels in the multi-storey section of the King William Street/John Lewis car park only, with effect from 3 September 2012, to bring them into line with tariffs in Guildhall car park. It is further proposed that there be no free parking for blue badge holders in this section of the car park (although unlimited free blue badge parking would remain in the Annexe and Leighton Terrace sections), in line with the Council's existing policy in pay on foot car parks.
- 3.4 In light of the recommendations of the Car Parks Task and Finish Group regarding the harmonisation of tariff bands, it is additionally proposed that tariffs in Mary Arches Street MSCP also be changed to the levels shown in Annex A with effect from 3 September 2012, so that a common system of charges is then in place across all premium car parks. No further changes to tariffs in these three car parks would then be made until at least January 2014. The remaining simplification of tariff bands recommended by the Task and Finish Group will be reported to Executive, as part of the annual tariffs report, in November this year.
- 3.5 As stated in paragraph 2.5, it is recommended that the Council's existing Parking Places Order be revoked and remade. Any decisions made by Executive on the matters raised in this report will be included and implemented in that process. In line with the Council's usual practice, it is further recommended that authority to consider any objections to the new Parking Places Order be delegated to the Strategic Director in consultation with the Leader of the Council and Portfolio Holder for Sustainable Development and Transport.

4.0 FINANCIAL IMPLICATIONS

- 4.1 There will be costs associated with amending signage in relation to the renaming of car parks and in advertising a new Parking Places Order, but these will not be significant.
- 4.2 There should be a significant positive impact on parking income as a result of the recommended tariff changes at the King William Street/John Lewis MSCP.

5.0 RECOMMENDATION

5.1 It is recommended that

- (i) Executive agree the proposals for renaming four car parks as detailed in paragraph 3.1;
- (ii) the tariff structure detailed in Annex A be approved for the King William Street/John Lewis MSCP and Mary Arches Street MSCP with effect from 3 September 2012;
- (iii) in line with existing policy in pay on foot car parks, free parking for blue badge holders be withdrawn from the King William Street/John Lewis MSCP with effect from 3 September 2012;
- (iv) the City of Exeter (Civil Enforcement Off Street Parking Places) Order 2008 be revoked and a new City of Exeter (Civil Enforcement Off Street Parking Places) Order 2012 advertised;
- (v) authority to consider any objections to the proposed Order be delegated to the Strategic Director in consultation with the Leader of the Council and Portfolio Holder for Sustainable Development and Transport; and
- (vi) subject to consideration of any objections, the City of Exeter (Civil Enforcement Off Street Parking Places) Order 2012 be made and sealed.

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ASSISTANT DIRECTOR PUBLIC REALM

Local Government (Access to Information) Act 1972 (as amended)

Background papers used in compiling this report:-

None

ANNEX A**PROPOSED TARIFF BANDS FOR KING WILLIAM STREET/JOHN LEWIS MSCP AND
MARY ARCHES STREET MSCP****FROM 3 SEPTEMBER 2012****Charging Period Monday – Sunday 8am-6pm**

Up to 1 hour	£1.80
1-2 hours	£2.60
2-3 hours	£3.50
3-4 hours	£6.50
4-5 hours	£8.80
Over 5 hours	£11.80