

To: City Executive Board
Date: 18 December 2019
Report of: Executive Director of Sustainable City
Title of Report: Marsh Road Car Park

Summary and recommendations	
Purpose of report:	To introduce a parking tariff at Marsh Road Recreation Ground
Key decision:	No
Executive Board Member:	Councillor Hollingsworth, Planning and Regulatory Services
Corporate Priority:	A Vibrant and Sustainable Economy.
Policy Framework:	None
Recommendations: That the City Executive Board resolves to:	
<ol style="list-style-type: none"> 1. Introduce a pay & display parking scheme at Marsh Road Car Park; 2. Add Marsh Road Car Park to the existing Off-Street Parking Order; 3. Agree that the level of penalty charges is kept in accordance with all other City Council operated car parks; 4. Agree the tariff level and hours of operation at the car park as set out in the report; and 5. Delegate to the Executive Director of Sustainable City the consideration of any consultation responses in consultation with the Portfolio holder for Planning and Transport and to take any steps necessary to confirm the parking order. 	

Appendices	
Appendix	Planning Notice

Introduction and background

1. Parking charges in Park locations were first introduced in September 2011 with the objective being to manage the limited spaces available.
2. The current locations include Oatlands Road, Walton Well Road, Alexander Court, Hinksey Park and two car parks in Cutteslowe: Harbord Road and Cutteslowe A40.
3. The Council has also recently approved a proposal at Court Place Farm, although this scheme has not yet been introduced.
4. The tariff charged at each car park varies as it endeavours to take into account local circumstances. Paragraph 11 details the proposed tariff for Marsh Road and, for comparison purposes, the Park tariffs operating elsewhere within the city.
5. A planning application was submitted and approved that allowed the car park to be improved, reconfigured and marginally increased. As a condition of that approval a charging regime that prevents the car park being used for commuter car parking was required
6. Significant capital investment was subsequently made in the car park to bring the surface up to an acceptable standard.
7. To ensure the car park is controlled and in an effort to prevent misuse of the site, it is proposed that parking charges are introduced and that the tariff implemented facilitates leisure users and discourages long-stay parking.

Current Operation

8. The car park currently operates without any parking controls. Customers are not required to pay to use the facility nor are they restricted to a maximum time period.
9. To adhere to a planning condition, charges will be introduced that discourages commuter parking.
10. It is known that a number of local businesses also utilise the car park during the daytime period.

Proposal

11. To implement a pay & display scheme in Marsh Road, with the proposed tariff shown below and, for comparison purposes, the tariffs operating elsewhere within the city are shown below that.

Marsh Road proposed tariff

Tariff operating time 08:00-18:00

0-1 hour	£0.80
1-3 hours	£2.00
3-5 hours	£4.00
5-24 hours	£15.00

Parks	Spaces	0-1 hour	1-3 hours	3-5 hours	5 - 24 hours
Hinksey Park	42	£0.80	£2.00	£4.00	£15.00
Walton Well Road	28	£0.80	£2.00	£4.00	£15.00
Alexandra Court	26	£1.00	£2.00	£4.00	£15.00
Cutteslowe	45	£0.80	£2.00	£3.00	Free
Cutteslowe - A40	60	£0.80	£2.00	£3.00	Free

12. It is proposed that the parking tariff will be in operation between 08:00-18:00 Monday-Sunday. It is envisaged that this tariff structure will encourage the use of public transport where possible.
13. Parking enforcement will be undertaken by the Council's parking contractor Oxford Direct Services (ODSL) and penalty notices will be issued for non-compliance. The current Excess Charge is £100 reduced to £50 if paid within 14 days in accordance with all other public off-street car parks operated by the City Council.

Financial implications

14. To enable parking enforcement, the Council/ODS will need to install a small amount of signage and two ticket machines.
15. Customers will also be able to pay for their parking using the Council's pay by phone service, RingGo.
16. The car park has been recently resurfaced. For this site to be maintained to an acceptable standard, it is suggested that a £5,000 per annum budget provision is created.
17. It is not envisaged that this car park will generate any significant income. Any proceeds derived from the parking operation could be used to assist in the ongoing maintenance of the site.

Legal issues

18. If the recommendation is ratified, the Council will be required to obtain consent from the Highways Authority to the proposals contained within this report and then to make an order varying the Council's existing Off-Street Parking Places Order to include Marsh Road Car Park. The draft Order must be advertised for 21 days. This provides customers with an opportunity to formally comment on the proposal.

Consultation

19. Once the CEB has ratified the proposal, the Traffic Order will be advertised in the local press and notices displayed within the affected car park. This notice will invite customers to formally comment on the proposal.

20. If the proposal is agreed and a variation order is advertised, any comments received will be considered in consultation with the relevant Board Member before the order is confirmed.

Level of risk

21. A requirement of planning approval (ref 17/00617/CT3) was that the Council must introduce a parking scheme.

22. Failure to implement the charging regime could be considered to be a breach of the condition attached to the planning approval, as per para 21.

Conclusion

23. The Council has invested a significant sum to upgrade this facility and the introduction of charging will assist in the ongoing maintenance of this site.

24. The Council's experience of operating car parks adjacent to park facilities suggest that the Park will not be adversely affected by the introduction of a scheme of this nature.

25. Implementing a tariff may encourage existing users to utilise more sustainable methods of transport or car share, consequently reducing congestion in the area.

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