Introduction

1.1 A Vision for Lincoln

1.2 It is important that the City Council sets out a clear plan on how it wishes to see parking delivered now and in the future. This is particularly significant given the ambitious growth strategy outlined for Central Lincolnshire. An ambitious but deliverable vision sets the context for this plan:

“The City of Lincoln Council will deliver a truly inclusive and sustainable parking strategy which delivers reduction in carbon emissions whilst supporting the growth ambitions of the City”.

1.3 Summary of the Council’s Parking Policy

1.4 The City Council’s Parking Policy will provide an approach that is crucial in delivering a move towards sustainable transport and helping develop proposals for encouraging multi-modal shift e.g. less dependency on the motor car as the main mode of transport.

1.5 A central component of the parking policy will be a consolidation of car parking supply within the City. What this means is maintaining current capacity but with a small increase in supply which is required to accommodate and support the growth for the City as outlined in the emerging Central Lincolnshire Local Plan and recently launched Growth Strategy for Lincoln 2014-2034.

1.6 This increase in parking supply is likely to be delivered through key schemes such as the proposed new Multi-Storey Car Park which will be built in the City Centre. Parking supply will be reviewed regularly to ensure sufficient provision is made across the City for residents, businesses and visitors to the City.

1.7 An extension of the current Residents Parking Zones will be explored to determine if an expansion of the scheme is feasible and beneficial to the City as a whole. Included in this will be the expectation that any costs attached to this extension will come from car parking income so that existing residents will not have to pay for the scheme.

1.8 What does the Car Parking Strategy evidence tell us?

1.9 In 2013, the City of Lincoln Council jointly commissioned a Parking Strategy Evidence Base Study with Lincolnshire County Council to investigate parking issues within the city and to provide an evidence base for a new parking strategy.
1.10 The Study reviewed parking in Lincoln through a review of the current conditions, the benchmarking of Lincoln with other authorities, consultation with key stakeholders and the identification of issues and opportunities. The output from the Study was a set of policy recommendations to be considered for delivery.

1.11 **Key Headlines from Car Parking Strategy Evidence**

1.12 **Future Supply and Demand**

1.13 Overall analysis of the future supply and demand has enabled an understanding of the potential patterns of car parking use up to 2031. The following summarises the findings:

- In the short term, an increase in parking supply is required to cope with peak demand
- Projected increases in parking supply may lead to excess capacity in the medium to long term
- In the long term, towards the end of the Core Strategy period, a lack of increased parking provision will result in under supply during periods of average as well as peak demand

1.14 **Tariffs**

1.15 In general, Lincoln’s parking charges appear appropriate when compared to those in the rest of Lincolnshire, in districts immediately surrounding the county and in other, similar, historic cities.

1.16 **Other Parking Elements**

- Growth in tourism and events is likely to put additional strain on parking resources, particularly in the uphill area
- Communications and signing related to parking need to be improved
- Strong support from stakeholders for a payment system that avoids the need for visitors and shoppers to cut their stays short
- Greater engagement between the Council and stakeholders in relation to parking would be welcomed

1.17 The policy recommendations were then taken forward and developed into 25 parking strategy policy proposals (see Appendix 1) in a parking strategy report (completed August 2014). These 25 policies are wide-ranging in nature with some being very specific practical measures compared to others which are longer-term policies with wider implications for the City.
1.18 **Way Forward**

This document sets out the Councils priorities for Parking over the next 5 years (2014-2019) and identifies the policies and actions to be delivered, how they will be delivered and key persons/teams/partners involved.

1.19 **What are the immediate Priorities?**

Section 2 of this Delivery Plan sets out 3 Priorities for Parking via 3 Action Plans:

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Action Plan 1: Improve Parking Supply

Measures:
- New Multi-Storey Car Park (MSCP) in City Centre Location
- Make a net increase in the supply of parking provision in the short to medium term
- Event parking at peak times
- Make a commitment to reduce in the medium to long term, the supply of long term commuter parking spaces
- Coordinated rationalisation of existing stock on the agreed locational principles to consolidate parking into larger more strategically located car parks
- Expansion of Residents Parking Zones (RPZ)

Explanation:
This action plan will identify how best to provide a net increase in parking supply is provided both now and into the future to meet predicted demand. Opportunities to consolidate existing parking stock may arise e.g. focussing on fewer, larger car parks as identified in the City Centre Masterplan. A new MSCP will be built within the City Centre that will form a crucial element of this plan. Events in the City have a significant impact on parking provision and therefore a strategy to manage and mitigate these will be developed.

A review of RPZs will be undertaken, starting with an investigation into parking habits in areas not currently covered by a Zone in order to establish benefits to introducing new Zones across the City. Any expansion to RPZ’s will be free to residents to ensure they are not penalised.

<table>
<thead>
<tr>
<th>Related Car Parking Strategy Recommendation</th>
<th>Key Actions</th>
<th>Outcome</th>
<th>Resource</th>
<th>Lead Officer(s)</th>
<th>Timescale</th>
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</table>
| P1a: Increase Parking Provision              | • Build of MSCP in City Centre  
• Consolidation of car parks  
• Investigate expansion of RPZs.  
• EventsManagement         | Net increase in car parking supply meeting current and future needs; reduced impact on parking supply when events taking place | Parking Services, Property, Legal, Finance, Regeneration, LCC Highways | AD’s or Parking Services Manager, Property Manager etc | Over the next 5 years |
| P1b: Increase Uphill Parking Supply          |             |         |          |                |           |
| P2: Consolidation of Parking Stock           |             |         |          |                |           |
| P21: Residents’ Parking Zones                |             |         |          |                |           |
Action Plan 2: Secure better use of existing and potential parking provision and resources

Measures:
- Maintain and monitor the current parking tariff zoning system
- Maintain and monitor the current parking tariffs and ensure tariff levels and structures are consistent with policy objectives
- Monitor and investigate the latest parking technology e.g. payment systems
- Consider the introduction of Pay-on-Exit if practicable following results of the Automatic Number Plate Recognition based Pay-on-Exit pilot study
- Signage
- Branding
- Seek stakeholder and public support for the strategy

Explanation:
A review of parking tariffs was undertaken as part of the Parking Strategy Evidence Base Study and in general the conclusion was that Lincoln’s current tariff system is appropriate given the City’s function as the key service centre for the county. In terms of the current Parking Tariff Zones, (shopper, visitor, commuter) these are viewed as operating effectively with the zoning system enabling the Council to positively influence who uses the car parks, enabling spaces to be targeted to the right user.

Analysis of day-time off-street parking concluded that Lincoln’s charges are broadly in line with the general tariff policy, therefore from a viewpoint of competition with other towns and cities, there is currently no significant need to amend the off-street tariffs however they should be subject to regular review. Current Sunday tariffs are also viewed as being appropriate but evening tariffs appear slightly high when compared with the majority of benchmarking locations and that a trial of a reduced rate could be carried out and the impact reviewed to determine the success and whether or not the reduction should be made permanent.

Offering as wide a range as possible of car parking payment methods is a policy that the Council is keen to continue to pursue. Currently all COLC car parks operate using Pay and Display machines, the majority of which accept cards as well. In addition, all Council car parks operate the Pay-by-Phone system.

Feedback from stakeholders during the course of the Parking Strategy highlighted that there is a well established desire to implement a Pay-on-Exit system at car parks as an alternative to Pay & display. A pilot study into the use of Automatic Number Plate Recognition (ANPR) based system will be useful in assessing the merits of introducing such a system

Work on improved signage and branding of car parks will take place to improve both the visitor and business experience to the City.
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| P4: Parking Tariff Zones                   | • Maintain and monitor parking tariffs  
• Trial a review of evening and special tariffs;  
• Increase the roll-out of Pay-by-Phone and other payment technology  
• Assess the results from the ANPR pilot | Ensure that tariffs are set at an appropriate level; provide customers with a wide range of payment options for car parking; seek to introduce ANPR based system if practicable. | Parking Services, Property, Legal, Finance, LCC Highways | AD’s or Parking Services Manager, Property Manager etc | Over the next 5 years |
| P5: Off-Street Tariffs                     |             |         |          |                 |           |
| P7: Sunday Tariffs                         |             |         |          |                 |           |
| P8: Evening Tariffs                        |             |         |          |                 |           |
| P9: Special Tariffs                        |             |         |          |                 |           |
| P11: Pay-by-Phone                          |             |         |          |                 |           |
| P12: Other Payment Options                 |             |         |          |                 |           |
| P13: Pay-on-Exit                           |             |         |          |                 |           |
| P14: Parking Signing and Traffic Guidance  |             |         |          |                 |           |
| P22: Communication of Parking Strategy     |             |         |          |                 |           |
Action Plan 3: Develop proposals for encouraging measurable modal shift

Measures:
- Seek to achieve with partners, significant modal shift to facilitate a commensurate reduction in demand for car parking supply
- Increased bus patronage
- Increased cycle provision and usage
- Park & Ride

Explanation:
The Council will implement a range of sustainable travel-related parking policies e.g. park & cycle, cycle hubs, closer integration with buses and bus network. The work of the successful Lincolnshire County Council LN6 Sustainable Travel project will be examined to see what lessons can be learnt and delivered for the wider City.

Parking has a role to play in promoting and supporting more sustainable modes of transport with a number of policies identified in the Car Parking Strategy including policies aimed at reducing carbon emissions. The Council is aware of many authorities as it already has one policy in place to promote the use of low emission vehicles. There are other approaches which the Council could investigate for owners of low emission vehicles using council car parks including the implementation of low emission vehicle discount via the Pay-by-Phone system.

The delivery of the first P&R site could deliver significant multiple benefits in terms of parking provision for the City with the implementation of a P&R system linking several of the parking policies. The implementation of P&R in terms of additional parking provision would need to be integrated into the management of the wider parking supply. P&R would also need to be integrated with the city centre parking tariff system as well as offering the potential to contribute towards consolidating parking stock.

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<td>P1a: Increase Parking Provision</td>
<td>• Introduce a range of sustainable travel-related parking policies</td>
<td>Implement a range of policies which promote sustainable travel and help reduce carbon emissions; Provision of P&amp;R</td>
<td>Parking Services, Property, Legal, Finance, Regeneration,</td>
<td>AD’s or Parking Services Manager, Property Manager etc</td>
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2.2 This delivery plan should be read in conjunction with the Parking Strategy Evidence Base Report (August 2013) and the Parking Strategy (August 2014) as these reports provide the evidence base underpinning the justification for the actions proposed in this delivery plan.
Appendix 1 List of Parking Strategy Policies

Policy P1a: Increase Parking Provision – City of Lincoln Council will seek to increase parking provision within Lincoln, where appropriate.

Policy P1b: Increase Uphill Parking Supply – City of Lincoln Council, with partners, will undertake detailed investigation of potential solutions to the uphill parking supply issues.

Policy P2: Consolidation of Parking Stock – City of Lincoln Council will develop proposals to consolidate its parking stock.

Policy P3: Parking Provision for Disabled Users – City of Lincoln Council will undertake a review of parking provision for disabled users.

Policy P4: Parking Tariff Zones – The current parking tariff zoning system will remain in place.

Policy P5: Off-Street Tariffs – The current off-street parking tariff system will remain in place.

Policy P6: On-Street Tariffs – City of Lincoln Council will work with Lincolnshire County Council to consider criteria for determining on-street parking tariffs, applicable to certain streets. The Council will investigate applying restrictions to on-street spaces in the uphill area.

Policy P7: Sunday Tariffs – The current Sunday parking tariff system will remain in place.

Policy P8: Evening Tariffs – City of Lincoln Council will trial a reduced evening tariff to measure the impact of such a change.

Policy P9: Special Tariffs – City of Lincoln Council will trial the implementation of special tariffs in appropriately targeted car parks, to influence shopper and commuter travel during the peak hours.

Policy P10: Park & Ride – City of Lincoln Council will work with Lincolnshire County Council to deliver the first Park & Ride site and actively seek funding opportunities.

Policy P11: Pay-by-Phone – City of Lincoln Council will investigate ways to increase Pay-by-Phone usage, particularly for extending stays. City of Lincoln Council will review the impact of removing the charge for using the Pay-by-Phone system and assess the benefits of making this change.

Policy P12: Other Payment Options – City of Lincoln Council will investigate using a range of alternative parking payment options.

Policy P13: Pay-on-Exit – City of Lincoln Council will monitor the Department for Transport’s stance on enforcing ANPR-based Pay-on-Exit parking payment systems, lobby where appropriate, and revisit the Pay-on-Exit Feasibility Study if circumstances change.

Policy P14: Parking Signing and Traffic Guidance – City of Lincoln
Council will work with Lincolnshire County Council on the parking elements of the signing strategy for Lincoln and to investigate the feasibility and cost of developing a new traffic guidance system that supports both parking and wider applications.

**Policy P15: Parking Standards** – City of Lincoln will adopt a flexible approach on the setting of parking standards for new development and these will be determined on a site-by-site basis.

**Policy P16: Control of Off-Street Parking** – City of Lincoln will consider licensing areas of public off-street parking, subject to an appropriate fee, in accordance with the Road Traffic Regulation Act 1984 sections 43 and 44.

**Policy P17: Management Plans** – City of Lincoln Council will require that developers provide and implement Parking Management Plans for developments that provide the appropriate levels of parking.

**Policy P18: Low Emission Vehicles** – City of Lincoln Council will further investigate the implementation of low emission vehicle discounts via the PaybyPhone system.

**Policy P19: Alternative Modes** – City of Lincoln Council will consider implementing a range of sustainable travel-related parking policies.

**Policy P20: Motorcycle Parking** – City of Lincoln Council will consider increasing the provision of motorcycle parking.

**Policy P21: Residents’ Parking Zones** – A review of RPZs will be undertaken with the intention of creating zones around the entire periphery of the city centre.

**Policy P22: Approach to Communication of Parking Strategy** – City of Lincoln Council will engage with key stakeholders in the city on the delivery of the Parking Strategy through established mechanisms such as the City Centre Masterplan.

**Policy P23: Joint Parking Offers** – City of Lincoln Council will work with stakeholders to develop joint parking offers.

**Policy P24: Events Management** – City of Lincoln Council will ensure that all major events have robust Event Management Plans in place and that parking is considered robustly. The Council will work with Private Non-Residential Parking (PNR) operators to investigate the formal use of PNR sites for event parking and work more closely with other public and private parking providers to find new solutions to event parking.

**Policy P25: Monitoring** – City of Lincoln Council will consider monitoring requirements when acquiring new parking infrastructure. The Council will undertake before and after monitoring of car park usage as part of the process to implement measures that may affect parking supply or demand.

**Policy P26: Reviewing** – City of Lincoln Council will undertake a review of each major change in parking management and supply to assess its impact on the Parking Strategy. The Council will continue to review parking tariffs on an annual basis. The Parking Strategy document will be subject to review.
every three years or when major changes have been shown to have had a major impact on parking policy