

1 Introduction

1.1 Background

- 1.1. This report has been commissioned by The Royal Borough of Windsor and Maidenhead (RBWM) and prepared by Peter Brett Associates (PBA) and seeks to revise and update the options currently set out in the "Windsor Parking Strategy (Section 10.2" of the Councils, Parking Policy document prepared by the Planning Policy Unit dated May 2004).
- 1.2. This report will not seek to address any other aspect of the Parking Policy document; hence all other sections will remain in general as per the May 2004 document as approved by the Council.
- 1.3. The current Windsor strategy proposes a range of options for improvement and increased provision into the short to long-term future. A key element of the package of measures was to utilise park and ride as the foundation of the potential expansion plans, with the focus being a new site to the north of the town adjacent to the relief road and linked to the M4.
- 1.4. In November 2007, the Council determined that the northern park and ride site was not viable and as such sought to revise the strategy for the town and investigate a number of new alternative options to accommodate the future demand for parking for all users while also seeking to support sustainable travel promoted within the Local Transport Plan.
- 1.5. This document is also to be used as a supportive document to continue the funding process the Council have already instigated with SEERA seeking to acquire regional funding for the short to long-term package of proposals within this document.

1.2 Base Situation

- 1.2. The report and associated surveys have sought to determine the current situation with respect to town centre parking, seeking to investigate the current issues and problems associated with the four key areas, but cover as many issues related to parking as possible. Plan 20812/001 shows the area that was investigated.
 - Residents
 - Business
 - Town Centre and Others
 - Visitors

1.3 Future Demand

- 1.3.1. The review has sought to assess the four key areas which have each a unique demand profile and to determine the likely increase in demand each will create up to and beyond 2013.

1.4 Options

- 1.4.1. The future demand and management of the current stock of parking needs to be considered in the context of sustainable transport, planning and future management strategies. This report has sought to produce a list of possible projects and comment on their viability and practicality in supporting the strategy.
- 1.4.2. Within this context, having reviewed all the options, RBWM have prepared a short list of schemes, which are viable and practical and can offer a recognisable benefit to the town and manage the long-term demands.
- 1.4.3. To further breakdown the schemes and assess their likely implementation linked to planning, finance and other matters the report seeks to prepare a timeline based on the time framework summarised below,
 - Short term next 12 months
 - Medium term 12 to 36 months
 - Long Term beyond 36 months

1.5 Funding Review

- 1.5.1. The schemes which have been retained and included within the timeline review have also been the subject of a high level costing review to determine a benchmark for the project and operational costs.

1.6 Report Layout

- 1.6.1. The report contains the following sections,
 - Introduction
 - Data Collection
 - Car Parking Results
 - On Street Surveys
 - Public Questionnaires
 - Business Questionnaires
 - Predictions of Demand
 - Future Strategy and Options
 - Short Term Options
 - Medium Term Options
 - Long Term Options
 - Demand Versus Provision
 - Capital and Operational Budgets
 - Summary and Conclusions