

September 2020

SYON GARDENS

HOMEBASE BRENTFORD SITE, TW7 5QE

Car Park Management Plan

Consultant: RHDHV



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Document title: Car Park Management Plan

Document short title: CPMP

Reference: PB9144-RHD-ZZ-XX-RP-R-0020-S2-P01.4

Status: P01.04/Final

Date: 10 September 2020

Project name: Homebase Site, Syon Lane

Project number: PB9144

Author(s): Amin F

Drafted by: AF

Checked by: Chris Slack

Date / initials: 19/12/2019 / cs

Approved by: Chris Slack / Andy Ward

Date / initials: 10/09/2020 / CS/AW

Classification

Project related



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1 Introduction

1.1 Preface

1.1.1 This Car Park Management Plan (CPMP) has been prepared by Royal HaskoningDHV on behalf of St Edward Homes Limited.

1.1.2 This CPMP relates to proposals for the redevelopment of the Homebase site, Syon Lane, Isleworth, TW7 5QE (the 'site'), in the London Borough of Hounslow (LBH). The planning application that forms the topic of this report seeks permission for the:

"Full planning application for the demolition existing building and car park and erection of buildings to provide residential units, a replacement retail foodstore, with additional commercial, business and service space, and a flexible community space, and ancillary plant, access, servicing and car parking, landscaping and associated works"

1.1.3 For information purposes this includes:

- Delivery of 473 high quality homes;
- 38% affordable housing (on a habitable room basis);
- A new and modern Tesco retail store of circa 10,550 sqm (GIA) with community space of 200 sqm;
- 137 sqm (GIA) of flexible commercial, business and service space;
- 400 retail car parking spaces;
- 100 residential car parking spaces; in addition to
- 3 residential visitor car parking spaces and 2 car club spaces;
- 204 retail cycle parking spaces; and
- 896 residential cycle parking spaces.

1.1.4 The Homebase site is a rectangular plot of land located on the corner of Syon Lane and the A4 Great West Road at Gillette Corner. It has an area of approximately 1.4 ha. The site is developed with a large Homebase store (4,180sqm) and associated surface car parking. The Homebase store comprises of a large industrial style shed with metal cladding. The building is effectively two storeys high with a central pylon to the front.

1.1.5 The proposed development would provide a new Tesco Extra retail foodstore (10,550sqm) at ground floor level with circa. 473 residential units above. A total of 505 parking spaces associated with the Tesco foodstore and residential units would be provided across two levels of car parking, situated above the Tesco foodstore and within the basement level car park, which would be accessed from Syon Gate Way.

1.1.6 Following discussions with Tesco, LB Hounslow Highways and TfL, a total of 400 Tesco customer car parking spaces would be provided, with the ability to repurpose a proportion of the parking spaces in the future as commercial floorspace. This would allow the total number of vehicular parking spaces to be incrementally reduced as appropriate. It is anticipated that a total of 105 parking spaces would be provided in association with the residential units within the upper car park (level 2) and basement levels. Of these 2 would be allocated to Car Club vehicles and 3 for site visitors.

- 1.1.7 St Edward Homes Limited is bringing forward the redevelopment of both the Tesco Osterley and Homebase Brentford sites. Subject to planning consent being granted, the existing Tesco store would be re-provided on the Homebase site as part of a mixed-use development with residential above, which releases the opportunity to deliver a comprehensive residential-led mixed-use development on the Tesco site.
- 1.1.8 The existing operational Tesco Extra foodstore in Osterley is situated approximately 550 metres (m) north of the proposed development site. The Tesco Osterley store measures approximately 11,582sq.m in floor area (GFA) with 625 associated surface level car parking spaces and a Petrol Filling Station (PFS). The development proposals would re-provide the Tesco Extra store on the Homebase site; however, the PFS associated with the existing Tesco, and the existing Homebase use will not be re-provided as part of the development scheme.
- 1.1.9 This CPMP has been prepared as a standalone document and has been developed in conjunction with the project's Transport Assessment (TA).
- 1.1.10 The objectives of this CPMP are as follows:
- Ensure adequate car parking provision is provided to serve the operational requirements of the proposed development;
 - To facilitate and enforce the appropriate and designated use of the car parking facilities by eligible users;
 - Limit opportunities for misuse of facilities and to provide a mechanism to implement suitable restrictions to prohibit unauthorised parking practices; and
 - Monitor the use of the car parking facilities to review usage and to identify any potential changes that may benefit users, the local environment and highway operations.

1.2 Structure

- 1.2.1 Following this introduction, **Section 2** presents a review of local and regional parking policy in view of the land uses that are considered within the proposed scheme.
- 1.2.2 **Section 3** provides an overview of existing highway conditions, in respect of parking and waiting restrictions, in the vicinity of the site.
- 1.2.3 **Section 4** of this document provides a brief review of the aspects of the development pertinent to this report. The proposed development is discussed with respect to the number and location of car parking spaces to be provided as part of the scheme.
- 1.2.4 **Section 5** considers the parking management measures that will be implemented as part of this Plan.
- 1.2.5 A programme for on-going update and revision of the CPMP is presented in **Section 6**.
- 1.2.6 Finally, a report summary is provided in **Section 7**.

2 Relevant Planning Policy

2.1 Overview

2.1.1 This CPMP has been prepared with due consideration of relevant national, regional and local planning policy. The relevant policy documents include:

- National Planning Policy Framework (NPPF);
- Adopted London Plan (2016);
- Draft New London Plan (2019); and
- London Borough of Hounslow Local Plan (2015).

2.2 National Planning Policy

National Planning Policy Framework (NPPF), June 2019

2.2.1 The National Planning Policy Framework (NPPF) was published in March 2012 (updated June 2019) by the Department for Communities and Local Government and is now the primary source of national planning guidance in England.

2.2.2 Of relevance to car parking at new developments, the NPPF at paragraph 110 highlights that applications for development should *“be designed to enable charging of plug-in and ultra-low emission vehicles in safe, accessible and convenient locations”*.

2.3 Regional Policy

London Plan (2011), including Minor Alterations (March 2016)

2.3.1 The London Plan was adopted in January 2011, with further alterations adopted in March 2015 (FALP) and minor alterations published in March 2016. The London Plan sets out the integrated economic, environment, transport and social framework for the development of London over the next 20-25 years.

2.3.2 With regards to parking, Policy 6.13A states that *“the Mayor wishes to see an appropriate balance being struck between promoting new development and preventing excessive car parking provision that can undermine cycling, walking and public transport use.”* Policy 6.13C states that the maximum standards set out within the Parking Addendum should be applied to planning applications. The elements of the London Plan parking standards that are of relevance to this planning application are summarised in **Table 2.1** and **Table 2.2**.

Table 2.1: London Plan Maximum Standards - Retail

Maximum standards for retail uses: space per sq m of gross floorspace (GIA)		
Use	PTAL 6 and 5	PTAL 4 and 2
Food retail: up to 500 m ²	75	50-35
Food retail: up to 2500 m ²	45-30	30-20
Non-food retail	60-40	50-30

Table 2.2: London Plan Maximum Standards - Residential

Maximum residential parking standards, per unit			
Number of beds	4 or more	3	1-2
Parking spaces	Up to 2 per unit	Up to 1.5 per unit	Less than 1 per unit

Notes:
 All developments in areas of good public transport accessibility in all parts of London should aim for significantly less than 1 space per unit
 Adequate parking spaces for disabled people must be provided preferably on-site
 20 per cent of all spaces must be for electric vehicles with an additional 20 per cent passive provision for electric vehicles in the future.

2.4 The Intend to Publish (ItP) London Plan

- 2.4.1 The ItP London Plan was published in December 2019.
- 2.4.2 The ItP London Plan identifies the 'Golden Mile', a 2.5 mile stretch of the A4 Great West Road in which the site is located, as an Opportunity Area or Area of Intensification.
- 2.4.3 The ItP London Plan refers to car parking in policy T6, which states that *"car parking should be restricted in line with levels of existing and future public transport accessibility and connectivity."* In relation to re-developed sites, it is stipulated that *"existing parking provision should be reduced to reflect the current approach and not be re-provided at previous levels where this exceeds the standards set out in this policy."*
- 2.4.4 Updated parking standards presented in the ItP London Plan, in respect of retail and residential uses, are summarised in **Table 2.3** and **Table 2.4**.

Table 2.3: Draft New London Plan Maximum Parking Standards - Retail

Location	Maximum parking provision
Outer London Opportunity Areas	Up to 1 space per 75 sqm gross internal area (GIA)

Table 2.4: Draft New London Plan Maximum Parking Standards - Residential

Location	Maximum parking provision
Outer London Opportunity Areas	Up to 0.5 space per unit

3 Existing Site and Parking Context

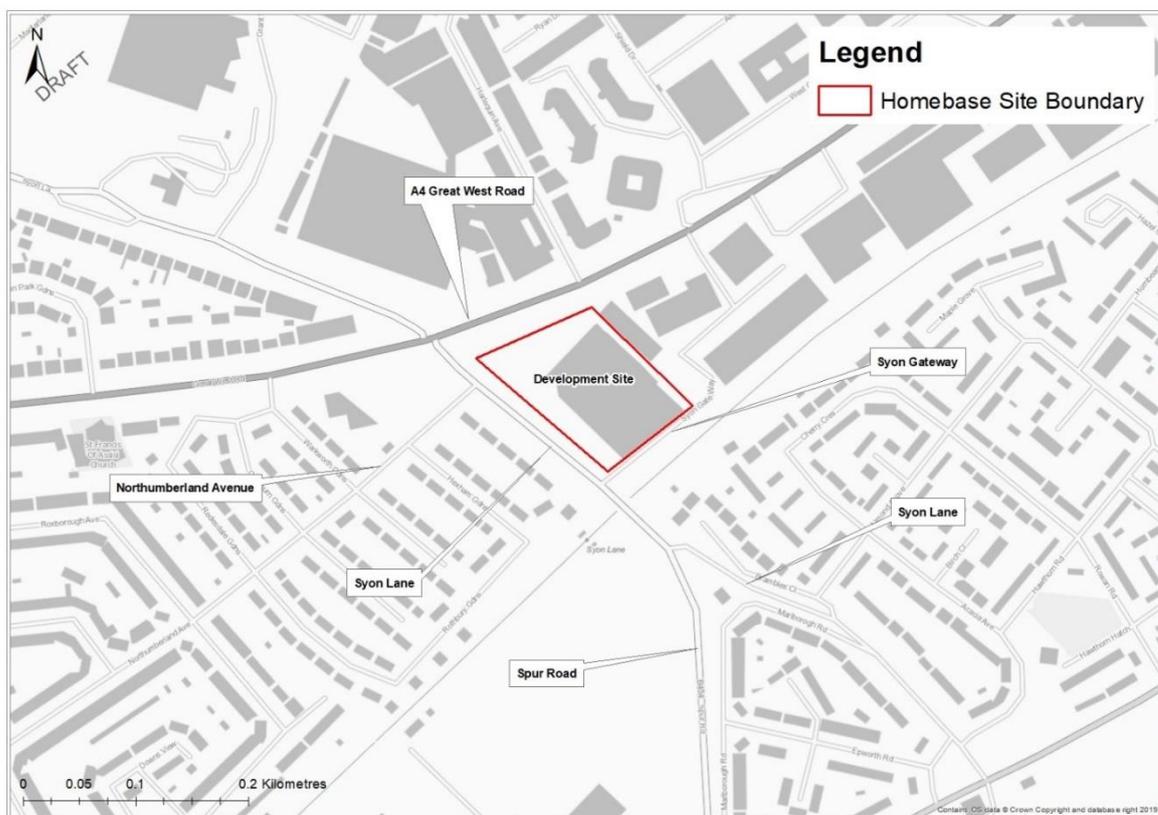
3.1 Overview

- 3.1.1 The effective implementation of management measures presented within this Plan is subject to influence from constraints and opportunities for parking within the surrounding road network.
- 3.1.2 Furthermore, when considering retail land uses that attract demand for short-stay parking and pick-up/drop-off movements, the availability of waiting (parking) restrictions in the immediate vicinity of the development can further assist the effective implementation of on-site parking control and management measures.
- 3.1.3 In providing context for management measures and operational considerations presented at **Section 5** this document, this section provides an overview of existing parking and waiting restrictions within the vicinity of the site.

3.2 Site Location

- 3.2.1 As outlined in the introductory section, the proposed development site is situated at Syon Lane, Isleworth, TW7 5QE, some 100m north of Syon Lane mainline railway station, in the London Borough of Hounslow. The location of the site is presented at **Insert 3.1**.

Insert 3.1: Site Location Plan



- 3.2.2 The site is currently occupied by a Homebase retail store and is bound to the north by the A4 Great West Road, and to the west by Syon Lane. At the southern perimeter of the site, Syon Gateway is a privately maintained (M&G Investments) access road predominantly serving car parking for commercial properties that are situated to the east of the site.
- 3.2.3 The site is served by a single point of vehicular access from Syon Lane. The site access junction operates with priority control and a turning lane is provided in the Syon Lane carriageway to accommodate right turners accessing the site from the east. The existing site vehicular access is located approximately 90m to the east of the A4, The Great West Road.

3.3 Existing Retail Parking

- 3.3.1 The site is developed with a large Homebase store (4,180sqm) and associated surface car parking. The use of these spaces is restricted to Homebase users with customers permitted to park for a maximum of two hours, without charge.
- 3.3.2 Further to the above, in providing wider context, it is noted that the existing Tesco Osterley store (some 550m north of the site), which is proposed to be removed in parallel to the provision of a Tesco store as part of the proposed development, currently provides 625 customer parking spaces. These spaces are available to customers for a maximum of three hours, free of charge, during store opening hours (07:00 to 22:00, Monday to Saturday and 10:00 and 16:00 on Sundays). Tesco has the ability to close its car park with barrier control, when not in use.
- 3.3.3 The location of the Tesco Osterley site in relation to the proposed development site (the Homebase site) is presented at **Insert 3.2**.

Insert 3.2 : Tesco Osterley Site – to be removed (Parallel Planning Application)

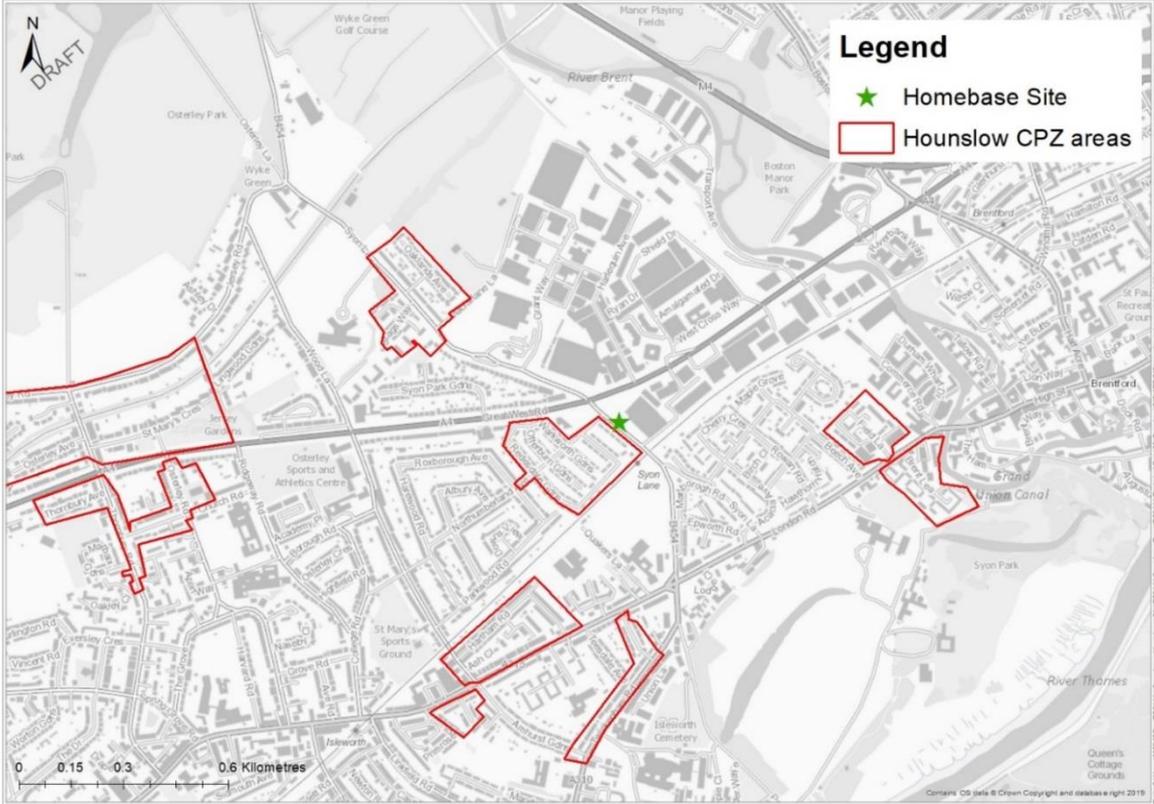


3.1 Waiting (Parking) Restrictions

- 3.1.1 Waiting restrictions deter drivers from misusing the highway and causing obstructions by waiting or parking in sections of highway that are not suitably allocated to such uses.

- 3.1.2 With regard to kerbside loading, the London Councils' online publication states that "*loading and unloading is permitted on single and double yellow lines for a maximum of 40 minutes if loading is observed. You must not cause an obstruction and ensure that there is no loading ban.*" Within the context of the above, it is noted that waiting at the kerbside for shopping purposes is not permitted as a 'loading' activity, meaning that shoppers cannot park on operational single or double yellow lines to undertake a shopping trip.
- 3.1.3 The site is surrounded by various road types consisting of the A4, B454 (Syon Lane) and several unclassified local roads, that operate various restrictions to waiting. Waiting restrictions also restrict loading beyond a certain period of time and as such of relevance to activity considered within this Plan.
- 3.1.4 The A4 Great West Corridor (GWC) forms part of TLRN '*red routes*' that operate every day and is subject to '*no stopping at any time*'.
- 3.1.5 Syon Lane (B454); from the junction with A4 up to Northumberland Avenue, forms part of the A4 red route and is hence subject to the same waiting restrictions as the A4. The south-eastern section of Syon Lane, from the signalised pedestrian crossing of Syon Lane station, forms a narrow road with no kerbside road markings.
- 3.1.6 The Northumberland Estate road network; of which Northumberland Avenue forms its main distributing road, is situated to the south of the site. Northumberland Avenue is predominantly subject to single yellow line road markings that restrict waiting between the hours of 9:00am to 6:00pm, from Monday to Friday. Double yellow lines are provided to the entry of Northumberland Avenue and subsidiary roads which prohibit waiting at any time.
- 3.1.7 Syon Gate Way to the east of the site is a private road, under the ownership of M&G Investments, and incorporates double yellow line-markings at its intersection with Syon Lane. St. Edward has rights of access along Syon Gate Way.
- 3.1.8 The site is not located within an existing Controlled Parking Zone (CPZ) but is situated within the immediate adjacencies of an existing CPZ which, combined with the red route restrictions operational at the A4 and Syon Lane, significantly limit opportunities for on-street (kerbside) parking in the vicinity of the site.
- 3.1.9 A CPZ (Zone SLS) is operated by Hounslow Council between 9:00am-6:00pm from Monday to Friday, on streets to the south of Syon Lane, within the Northumberland Estate 'area'. Parking within this zone consists of resident permit holder parking bays or single yellow line restrictions that permit on-street car parking to take place at certain times of the day.
- 3.1.10 Resident permit holder bays are also provided on the southern edge of the Syon Lane between Northumberland Avenue and Syon Lane Rail Station with the associated restricting time as CPZ (Zone SLS) in operation.
- 3.1.11 A CPZ is also enforced at the Wyke Estate, between Tesco Osterley and Nishkam School. The hours of operation are from 9.30am-5:30pm, Monday – Friday.
- 3.1.12 There are also CPZs enforced in the area surrounding Osterley station. A map of relevant CPZ restrictions is shown in **Insert 3.3**.

Insert 3.3: Local CPZ Map



3.1.13 There is no 'pay and display' car parking scheme in operation, in the vicinity of the site.

4 The Development

4.1 Overview

4.1.1 The proposed development is comprised of the removal of the existing Homebase use and provision of a new Tesco store at ground floor level with 473 residential units above. The provision of the new Tesco store is proposed within the context of the proposed removal of the existing Tesco Osterley store some 550m north of the proposed development site.

4.1.2 The proposals for the new Tesco store incorporate some 400 customer car parking spaces, with an additional 105 car parking spaces proposed in support of the residential element of the scheme, of which 33 are provided in a basement area, including Car Club and visitor parking. The Tesco customer car parking facilities will be provided in the form of a two level multi-storey car park that is accessible from the main site access at Syon Lane via a ramped access road, while the basement level car park would be accessible from Syon Gate Way.

4.1.3 The site access would be traffic signal controlled.

4.2 Proposed Development Summary

4.2.1 The proposed development forms the topic of a planning application that seeks permission for the following:

“Full planning application for the demolition of existing building and car park and erection of buildings to provide residential units, a replacement retail foodstore, with additional commercial, business and service space, and a flexible community space, and ancillary plant, access, servicing and car parking, landscaping and associated works”

4.2.2 For information purposes this includes:

- Delivery of 473 high quality homes;
- 38% affordable housing (on a habitable room basis);
- A new and modern Tesco retail store of circa 10,550 sqm (GIA) with community space of 200 sqm;
- 137 sqm (GIA) of flexible commercial, business and service space;
- 400 retail car parking spaces;
- 100 residential car parking spaces; in addition to
- 3 residential visitor car parking spaces and 2 car club spaces;
- 204 retail cycle parking spaces; and
- 896 residential cycle parking spaces.

- 4.2.3 Pedestrian access to the proposed Tesco store will be served by dedicated access at the north-western corner of the site adjacent to Gillette Corner (junction of Great West Road (A4) and Syon Lane). Pedestrian access for the residential units is provided at all four frontages of the site.
- 4.2.4 The scheme proposes public realm improvements at the Syon Lane and the A4 Great West Road frontages of the site, whilst improving the pedestrian at the eastern perimeter of the site. The proposed improvements incorporate enhancements to existing cycle infrastructure in the vicinity of the site by providing a continuous cycle lane link across the northern frontage of the site.
- 4.2.5 Proposed on-site servicing facilities are located at the southern perimeter of the site. Additionally, a servicing layby is proposed at the site interface with Syon Gate Way, and an additional delivery bay in the basement.
- 4.2.6 The Homebase site, Syon Lane, is being developed in parallel with redevelopment proposals for the Tesco, Osterley site, to facilitate the relocation of the operational Tesco, Osterley store which is situated some 500m north of the proposed development site along Syon Lane. This provides an opportunity to unlock the wider strategic development potential and release of the 10.6 acres Tesco Osterley site for comprehensive redevelopment.

4.3 Proposed Car Parking Access and Layout

- 4.3.1 The parking facilities would be provided in the form of a multi-storey car park that is accessible from the main site access from Syon Lane, via a ramped access road.
- 4.3.2 A basement level car park accessed from Syon Gate Way would provide access to 33 parking spaces, in addition a delivery bay is provided to accommodate LGV home delivery vehicle visits.
- 4.3.3 The proposed main site access road will form a signalised intersection with Syon Lane. The form of the junction has been developed further to pre-application discussions with LBH and TfL and is informed by junction capacity modelling for the fully operational phase of the proposed scheme.
- 4.3.4 The proposed multi-storey car parking facilities are distributed across two storeys, the Second Floor and Third Floor, which are situated above the Tesco store which is proposed at First Floor level. The Second Floor comprises Tesco customer parking and the Third Floor includes further customer parking and a separate segregated area for residential car parking. A schedule of proposed on-site car parking spaces is provided in **Table 4.1**.

Table 4.1: Proposed Car Parking Schedule

Parking Level	Retail Customer Parking				Residential				
	Standard Bay	Disabled Bay	Parent and Child Bay	Total	Standard	Disabled Bay	Visitor	Car Club	Total
Basement	-	-	-	-	18	10	3	2	33
Level 01	181	20	16	217	-	-			-
Level 02	182	-	-	182	58	14			72
Total	363	20	16	400	76	24	3	2	105

4.4 Proposed Retail Car Parking

- 4.4.1 The proposed car parking facilities make provision of 400 retail car parking spaces that are associated with the Tesco use. It is noted that the proposed Tesco car parking provision effectuates a net reduction of 225 car parking spaces when compared to the existing Tesco Osterley store.
- 4.4.2 The adopted London Plan standards indicate a range of between one space per 18sqm and 25sqm of retail floorspace (GIA).
- 4.4.3 Application of the currently adopted London Plan maximum car parking standards to the proposed retail land use of (10,550sqm GIA) results in a potential provision range of between 422 and 586 retail car parking spaces; with the proposed provision being towards the lower end of this permissible range. The proposed car parking provision results in the reduction of some 225 customer car parking spaces in comparison to the Tesco Osterley site which will be removed as part of the parallel planning application discussed at the outset of this report.
- 4.4.4 The ItP London Plan parking standards for an Outer London Opportunity Area (PTAL rating 2-4), consider a lower provision rate, than that of the current London Plan. Application of the Draft New London Plan parking standards to a food retail site of 10,550 sqm (GIA) would result in 141 parking spaces, which is below the car parking provision that is considered in this application. However, with consideration of the removal of the Tesco Osterley site (625 car parking spaces) and effectively the 295 car parking spaces associated with Homebase, the proposed retail car parking provision accords with the principle of the draft new plan which states that “*existing parking provision should be reduced to reflect the current approach and not be re-provided at previous levels where this exceeds the standards set out in this policy.*”
- 4.4.5 Within the context of the above, it is noted that hourly car parking demand at Tesco Osterley exceeded 400 spaces (the proposed quantum of Tesco car parking as part of this application) on each of the survey day (surveys contained within the TA). Given that there is a direct correlation between car parking provision and car trips to a site, the reduction of 225 spaces (34% reduction) would act to constrain car driver trips and encourage a modal shift towards non-car modes.
- 4.4.6 In seeking to further align the proposals with the emerging London plan policies, it is acknowledged and agreed in principle with TfL that a flexible approach will be considered, whereby further retail parking spaces can be repurposed at a later date in tandem with improvements to local public transport services and measures to encourage trips by walking and cycling.

4.5 Proposed Residential Parking

- 4.5.1 With regard to residential parking at the site, the proposed development has been designed with consideration of maximum standards contained within the ItP London Plan. **Table 2.5** summarises the relevant residential maximum parking standards.
- 4.5.2 Based on the proposed 473 residential units, the application of the ItP London Plan standards, considering an Outer London Opportunity Area, the maximum number of parking permitted would equate to 237 residential car parking spaces.
- 4.5.3 The proposed provision of 105 parking spaces is significantly lower than the level permissible by the ItP London Plan maximum parking standards, underlining the development’s commitment to encouraging the use of active travel and public transport modes.

- 4.5.4 This low car environment will be supported by the local on-street car parking controls described in **Section 3** of this CPMP.
- 4.5.5 Electric vehicle car charge points will be provided for 20% of all parking spaces (21 spaces) prior to first site occupation. Passive provision will be made so that all remaining residential car parking spaces have the ability to access a car charge point in the future.
- 4.5.6 Future iterations of this CPMP will provide a basis to implement the allocation of parking spaces to residents in line with the requirements of the ItP London Plan, which stipulate:
- All parking spaces to be leased rather than sold;
 - Disabled person parking bays associated with residential development not to be allocated to specific dwellings; and
 - At least one designated disabled person parking bay per dwelling, for 3% of all dwellings, to be available from the outset.

4.6 Blue Badge Holders/Disabled Parking Space Provision

- 4.6.1 The respective land uses would be expected to provide a percentage of disabled person parking and Tesco are to provide 20 car parking spaces dedicated to the use of disabled badge holders. A further 16 enlarged parking spaces would be allocated to the use of parents with young children.
- 4.6.2 The residential development is required to ensure that disabled parking is provided for 3% of dwellings, on first site occupation. This equates to 14 car parking spaces, which would be exceeded within the overall provision established.

5 Management Plan Measures

5.1 Preface

5.1.1 In seeking to ensure that the proposed car parking facilities serve the requirements of customers and residents, and in order to limit the risk of adverse impact resulting from the misuse of such provisions, or illegal car parking practices, this section of the CPMP considers car park management measures.

5.2 Management Responsibilities

5.2.1 The overall responsibility for the management of the site will lie with the building management and facilities company to be appointed by St. Edwards Homes Limited. In view of the varying requirements, and nature, of the car parking provisions associated with the proposed Tesco, in relation to that of the residential use, it is proposed that the management of the parking facilities would be overseen by dedicated management contractors.

5.2.2 Within the context of the above, the proposed on-plot residential car parking facilities will be managed by St Edwards Home Limited., or their appointed contractor, while the proposed Tesco car parking facilities would be managed by Tesco or their appointed contractor. For the purpose of the CPMP, in describing the responsibilities considered below, the general term '*car park management agent*' is applicable to St Edwards Home Limited, Tesco or their appointed Contractor(s). The management contractor, or another appointed representative, would oversee the monitoring of car park usage in order to ensure that it is conducted in accordance with the approach discussed in this Plan.

5.3 Car Park Layout and Road Markings

5.3.1 As a primary means of controlling parking, the design of the on-site car parking areas would incorporate appropriate marking and signage, demarcating appropriate usage and informing resident users/visitors of any associated enforcement action. The key detailed measures that have been considered in the design of the proposed parking areas include:

- Prominent general signage indicating the private nature of the parking areas, and specifying the terms of use and setting out the restrictions and enforcement process relating to the on-street provisions; and
- Individual demarcation of spaces, through surface markings and driver eye-level signage for each space.

5.3.2 Disabled spaces are to be demarcated with yellow lines, a protected hatched area and appropriate road markings to identify the spaces.

5.4 Retail Car Park Measures

5.4.1 Tesco, or their appointed Contractor, acting as the car park management agent will need to exercise operational management over the car parking facilities such as to implement measures that manage car parking demand generated by the proposed retail offer.

- 5.4.2 It is proposed that the car park is provided for Tesco customer use only and that customers are provided with free parking for no more than a three hour period.
- 5.4.3 Parking rules and enforcement measures will be displayed on notices as a 'contract to park' within the car park. Tesco will therefore reserve the right fine car owners who leave their vehicles on-site for periods of longer than 3-hours.
- 5.4.4 It is acknowledged retail car parking provision is proposed at a level that exceeds the maximum parking standards, as contained within the ItP London Plan. For this reason, a flexible approach to car parking provision is proposed. This means that the building's design would allow for the conversion of the car park, in part, to commercial land use at a later date. This would allow car parking provision to reduce should car parking demand fall to a level where car parking is not required by the operator.
- 5.4.5 Monitoring of retail car parking utilisation rates, as discussed in **Section 6**, can provide a basis for identifying any potential spare parking capacity that is consistently under-utilised. The underutilised or regularly unoccupied bays can be selected for potential repurposing.
- 5.4.6 Current considerations include proposals for the repurposing of the northern section of both parking levels to provide future commercial space. It is noted that any such proposals would not form part of this application and would be put forward through appropriately applicable planning engagements.
- 5.4.7 The repurposing of retail car parking spaces provides "futureproofing" in striving to reduce the level of Tesco parking in the future in conjunction with the delivery of major public transport infrastructure improvements such as the Golden Mile station, and West London Orbital Line service.

5.5 Residential Car Park Measures

- 5.5.1 The proposed residential element of the scheme makes the provision for up to 100 car parking spaces for 473 residential units, equating to a parking ratio of 0.21 spaces per residential unit. An allocation system is proposed whereby residents that are eligible to use the on-site car parking provisions are issued with a dedicated car parking permit.
- 5.5.2 In support of the 'low car' ethos of the proposed development, the residential developer will coordinate measures with LBH to ensure that the residents at the site do not apply for/obtain resident parking permits for parking in any existing or future CPZ. This would be written into the respective leases associated with each of the residential units.
- 5.5.3 In line with the policy of the ItP London Plan, residential car parking spaces would be leased and not sold.
- 5.5.4 Owners of electrical and hybrid vehicles will declare a requirement for access to a charging point as part of the permit application process. Parking spaces that accommodate electrical charging points will be allocated to suitably eligible residents and the available stock of electrical charging points will be monitored via the CPMP.
- 5.5.5 Once it is identified that more than 90% of the initial electrical charging point spaces (which equates to 20% of the total number of residential spaces) have been allocated to owners of such

vehicles, the residential developer, or their appointed contractor will implement necessary changes to activate passive electrical charging points in line with the observed demand for such.

5.6 Enforcement Process – Residential Car Park

5.6.1 In order to ensure the correct and legal use of on-site car parking spaces, an enforcement system will be operated.

5.6.2 In order for the permit system to operate effectively, it must be monitored and enforced appropriately. St Edwards Homes Limited., or their appointed contractor, will act as the ‘car park management agent’ and will undertake this enforcement process through via an externally or internally commissioned car park management contractor.

5.6.3 Enforcement action can be initiated by any misuse of facilities or inimical parking practices which includes, but is not limited to, the following:

- Vehicle not authorised to park (in the first instance, parking without a permit);
- Vehicle not parking within a demarcated space, but otherwise authorised;
- Vehicle not parked in a correct space (i.e. in a disabled space without appropriate concession); and
- Vehicles parking inappropriately and liable to cause obstruction.

5.6.4 Observation of car parking activity will take place by means of periodic patrols by the car park management agent. Such patrols not only have the purpose of monitoring car parking activity at the site but raise awareness of the Plan, by virtue of their visibility.

5.6.5 In the event that a vehicle is parked in the area but not displaying a valid permit, car park management agent will in the first instance cross-reference the vehicle registration with the issued permit database. In the event that a vehicle is not authorised to park, car park management agent will operate an enforcement procedure that is in line with the Protection of Freedoms Act 2012.

5.6.6 The enforcement procedure will be signed on-site in the form of a ‘contract to park’. This contract will inform the car driver on the basis of any potential parking enforcement procedure.

5.6.7 In all circumstances where enforcement action is taken, the parking control operative (employed by the car park management agent) will be required to produce photographic evidence of the offence as committed.

Parking in Incorrect Spaces

5.6.8 Where vehicles otherwise authorised to park in the development have not parked in the correct space, such as a disabled space (where eligibility has not been demonstrated or previously approved), the car park management agent will in the first instance issue a notice to the owner alerting them of the potential consequence of not parking appropriately.

5.6.9 In the event of a repeat offence or that the vehicle remains in the space in excess of a day, the car park management agent will have the ability to initiate a penalty procedure in line with the ‘contract to park’.

- 5.6.10 The residents or customers in receipt of a penalty notice will have the option to appeal against the issue of a ticket and the case will be judged against the prevailing conditions. For instance, if the misuse of a disabled space coincided with an enforcement action against an unauthorised parked vehicle, leading to a deficiency of appropriate spaces for the authorised resident, the ticket may be retracted.
- 5.6.11 For repeat misuse, the car park management agent will have the ability to withdraw the right of the vehicle to park on-site, or has the option of not renewing the parking permit during the annual renewal process.

Inconsiderate Parking

- 5.6.12 Should an authorised vehicle park partially outside of demarcated spaces, a ticket and commensurate fine could be issued which can be appealed accordingly as discussed above.
- 5.6.13 It is noted that some overhang of spaces will be permitted to the rear of the spaces, whilst no overhang to the front or sides of the spaces will be accepted as these may impose a potential hazard to other vehicles manoeuvring in the adjacencies of a bay.

Abandoned Vehicles

- 5.6.14 Local councils have a responsibility to remove abandoned vehicles from land and roads (including private roads) within their control. If a vehicle is abandoned within the proposed development, the car park management agent will alert the Borough Council, requesting the vehicle is removed.

Exempt Vehicles

- 5.6.15 The following vehicles will be exempt from parking enforcement:
- Emergency vehicles;
 - Any vehicle displaying a Health Emergency Badge;
 - Any vehicle displaying a fire brigade notice;
 - All utility vehicles (e.g. gas, electricity);
 - Milk floats;
 - Post Office vehicles; and
 - Funeral vehicles.

6 Ongoing Update of the Plan

6.1 Preface

- 6.1.1 The car park management measures discussed in this CPMP have been developed with due consideration of the car parking requirements of the proposed development. The CPMP is a live document that will be subject to updates which can be used to implement future changes in operation, allocation and enforcement.
- 6.1.2 It is not envisaged that a formal monitoring process is needed for the CPMP; however, through periodic review of car park usage, it can be identified where any potential changes to the car park management and enforcement can benefit users, the local environment and highway operations.
- 6.1.3 Further to the above, the CPMP provides a suitable means by which to collect feedback from key stakeholders, including the residents and car park management agents in order to adapt the operation and maintenance of the car parking facilities in accordance to the requirements of the users and operatives.

6.2 Review of Allocation Process

- 6.2.1 The adopted permit allocation process will be reviewed as part of the on-going implementation of the CPMP with appropriate updates to be considered through periodic reviews of permit allocations and in respect of any feedback that is received from residents and car park management operatives.
- 6.2.2 With consideration of possible changes to demographics (and the associated impact on parking demand) and potential future changes to local, regional and national policy relating to parking, it is considered that the CPMP provides a suitable mechanism to reassess and update the prioritisation criteria and allocation process.

6.3 Review of Disabled Parking Provision

- 6.3.1 In view of the above, the review process will monitor the allocation and usage of disabled parking spaces in order to ensure that additional dedicated parking for disabled drivers is provided if demand requires.
- 6.3.2 The mechanism through which the level of disabled parking will be monitored and reviewed will be discussed and agreed with LBH.

6.4 Monitoring of Enforcement

- 6.4.1 Throughout the life of the development, St Edward Homes Limited, Tesco or their appointed representatives will continue to monitor the enforcement activities conducted by the subcontractor in order to ensure that it is conducted in accordance with the agreed approach.

6.5 Integration with Travel Plan

- 6.5.1 The CPMP will operate in parallel to a Residential Travel Plan (RTP) and a framework Workplace Travel Plan (WTP). The RTP and WTP incorporate monitoring processes that can inform the review and update of the CPMP. In particular, feedback received from residents as part of a periodic Travel Plan surveys can influence changes in parking management procedures.
- 6.5.2 The Travel Plan Coordinator will provide a suitable point of contact for ensuring that relevant information is collected from the Travel Plan surveys and made available for review and update of the CPMP.

6.6 Repurposing of Parking Bays

- 6.6.1 The monitoring car park usage can be used to highlight any spare capacity within the car park which is consistently underutilised. Identification of such can provide a basis for repurposing bays to provide other uses and to reduce the overall number of parking spaces.
- 6.6.2 In view of the direct relationship between car parking provision and number of car trips that are generated by a site, it is considered that the future repurposing of parking bays provides a realistic and suitable practicable measure for further enhancing the environmental and sustainable travel credentials of the proposed development.

7 Summary

- 7.1.1 This Car Park Management Plan (CPMP) has been prepared by Royal HaskoningDHV on behalf of St Edward Homes Limited to provide transport consultancy services in association with proposals for the redevelopment of Homebase, Syon Lane, Isleworth, TW7 5QE (the 'site'), in the London Borough of Hounslow (LBH). The planning application that forms the topic of this report seeks permission for the:
- 7.1.2 *"Full planning application for the demolition of existing building and car park and erection of buildings to provide residential units, a replacement retail foodstore, with additional commercial, business and service space, and a flexible community space, and ancillary plant, access, servicing and car parking, landscaping and associated works"*
- 7.1.3 The existing Homebase site is a rectangular plot of land located on the corner of Syon Lane and the Great West Road at Gillette Corner. It has an area of approximately 1.4 ha. The site is developed with a large single level Homebase store (4,180sqm) and surface level car parking.
- 7.1.4 The proposed development would provide a new Tesco store at ground floor level with 473 residential units above. It is anticipated that the Tesco store would be provided with 400 customer car parking spaces, with the residential development provided with up to 105 parking spaces (including 2 Car Club spaces and 3 visitor spaces).
- 7.1.5 The Homebase site, Syon Lane, is being developed in parallel with redevelopment proposals for the Tesco, Osterley site, to facilitate the relocation of the operational Tesco, Osterley store (circa 11,582sq.m GFA and 625 parking spaces) which is currently situated some 550m north of the proposed development site. While the Tesco store would be re-provided from Tesco Osterley to the Homebase site, the Petrol Filling Station (PFS) associated with the existing Tesco, and the existing Homebase use will not be re-provided as part of the proposed scheme at the site.
- 7.1.6 The parking facilities will be provided in the form of a multi-storey car park and basement level car park that would be accessible from the main site access at Syon Lane via a ramped access road and Syon Gate Way respectively. The proposed main site access road will form a signalised intersection with Syon Lane. The site access junction incorporates one inbound lane and an outbound lane that provides additional turning capacity in the form of a flare lane which provides capacity for 9 passenger car units (PCUs). The proposed multi-storey car parking facilities are distributed across two storeys, the first-tier comprises Tesco customer parking and the second tier includes further customer parking and a segregated area with authorisation gates for residential parking.
- 7.1.7 The proposed quantum of retail parking has been developed in consultation with TfL and LBH and is closer to the lower range of maximum car parking standards permitted by the currently adopted London Plan. Considering the removal of 625 spaces relating to the existing Tesco Osterley site (proposed by the parallel planning application) and the loss of retail parking for the Homebase store, the proposed 400 customer parking spaces accords with the principle of the ItP London Plan which states that *"existing parking provision should be reduced to reflect the current approach and not be re-provided at previous levels where this exceeds the standards set out in this policy."*

- 7.1.8 The proposed provision of 105 parking spaces (0.21 parking spaces per unit) is significantly lower than the level permissible by the ItP London Plan maximum parking standards, underlining the development's commitment to encouraging the use of active travel and public transport modes. This low car environment will be supported by local on-street car parking controls. Parking in the local area is managed through the LBH operated Controlled Parking Zone SLS, which allows permit holders only to park on-street in defined areas from 09:00 to 18:00, Monday to Friday. It is not envisaged that any residents at the proposed development will be eligible to obtain an on-street car parking permit.
- 7.1.9 This CPMP has been prepared with cognisance of current transport and development planning policy relating to parking.
- 7.1.10 An on-going process of update and review of the CPMP is proposed whereby it is not envisaged that a formal review process is needed for the CPMP; however, through periodic review of car park usage it can be identified where any potential changes to the car park management and enforcement can benefit users, the local environment and highway operations.
- 7.1.11 The review process will monitor the allocation and usage of disabled parking spaces in order to ensure that additional dedicated parking for disabled drivers is provided if demand requires.
- 7.1.12 The CPMP will operate in parallel to a Residential Travel Plan (RTP) and Framework Workplace Travel Plan (FWTP) to be implemented at the proposed development. The Travel Plans incorporate a monitoring process that can inform the review and update of the CPMP.

Appendix A - Controlled Parking Zone Plan

Appendix B – Architectural Plans