

Scheme Name	Cycle Parking in Tring and Berkhamsted Cycling	
Scheme Reference	14	
Problem References	B09	No cycle parking on High Street West
	B11	Not enough cycle facilities, current facilities are poor quality
	B18	Little Cycle Specific Provision throughout the town
	B19	Limited Cycle Parking
	B22	Cycle Parking is poor quality and sporadic in the town centre
	T03	Lack of signing to cycle parking
	T11	Cycle Parking at Western Road shops is required
	T20	Cycle Parking spaces in the town centre are provided but will require expansion to meet demand. Parking at sports facilities are limited and not secure.
Links to other UTP schemes:	07, 05, 17	

Context



Location Plan – Cycle Parking locations in Tring and Berkhamsted

Through the review of existing strategy documents, site visits and issues identified by stakeholders on site, it has been recognised that there is a lack of cycle parking in both Tring and Berkhamsted town centres. If provided correctly, cycle parking can encourage people to make shorter journeys by bicycle. Secure parking facilities that are simple to find and easy to

use in locations such as local shops or leisure facilities can encourage use. Within Tring and Berkhamsted, key trip generators include the town centre and other shopping areas, leisure venues and transport interchanges.



Figure 1 – Cycle parking in Berkhamsted



Figure 2 – Cycle parking in Tring

The Hertfordshire County Council Cycle Parking Guide notes that *'although there are preferred solutions for cycle parking provision, its introduction cannot be approached on a one-size-fits-all basis since no two sites will be exactly the same'*. Cycle parking should be 'customer facing' and meet the needs of all users. Allied to this, there are a number of key principles for the provision and location of cycle parking facilities:

- 1) Visible: Cycle parking must be easy to find and well signed
- 2) Accessible and easy to use: Cycle parking should be in close proximity to a cyclist's destination and be easy to get to without navigating detours or barriers. Stands should be easy to use.
- 3) Safe and secure: A user must feel confident in leaving a bicycle and stands should be supported by appropriate signing and lighting where necessary.
- 4) Fit for purpose and well maintained: the provision of cycle parking should be implemented to best practice standards with appropriate reviews of parking levels to establish the need for extra provision.

Sheffield stands are preferred by HCC for suitable applications and covered parking is preferred for long stay parking locations (HCC Cycle Parking Guide).

Cycle parking at both Tring and Berkhamsted railway stations is covered separately. Refer to Scheme Proforma 17 for Berkhamsted Station and Scheme Proforma 07 for Tring Station.


The options have been developed to fulfil the following overarching LTP Objectives:


- Improve transport opportunities for all and achieve behavioural change in mode choice;
- Enhance quality of life, health and the natural, built and historic environment for all residents
- Reduce transport's contribution to greenhouse gas emissions and improve its

resilience

Measures/Components			
Ref	Description	Assessment of Suitability	Cost
14.1	Provide cycle parking at key locations	<p>The provision of adequate cycle parking will encourage people to make shorter journeys by bicycle. The key locations have been identified as the following:</p> <ul style="list-style-type: none"> • Northchurch shopping precinct, Darr's Lane / High Street • Berkhamsted town centre: <ul style="list-style-type: none"> ▪ East of Cowper Road ▪ Kilsbury Road ▪ Park View Road ▪ Water Lane • Berkhamsted Station (See Proforma 17) • Tring Station (See Proforma 7) • Western Road, Tring <p>Figures 4 to 11 in the supporting evidence section highlight potential locations in Tring and Berkhamsted. This list is not exhaustive and is open to amendments.</p> <p>Cycle parking in Berkhamsted town centre needs to be sensitive to the requirements of Berkhamsted market alongside complying with Dacorum Borough Council's streetscape requirements for the conservation area (refer to Figures 16 and 17)</p> <p>The existing cycle parking in Tring town centre, with three stands at the library and six stands at Church Yard (Figure 2) is deemed sufficient for these locations. Signage to this cycle parking is required (refer to 14.4). Additional parking should also be provided at the following locations in Tring:</p> <ul style="list-style-type: none"> • High Street, adjacent to the Forge Car Park (Figure 4) • East of Christchurch Road Roundabout (Figure 6) 	£8,000 to £10,000

		<p>Implementation at all sites, as set out in Figures 4 to 11 would provide an additional 24 stands within both towns, with space for 48 bicycles. This is seen as sufficient, and would cater for an increase in cycling numbers over the next five years.</p> <p>Additional sites including Berkhamsted Castle and Cow Lane sports venues in Tring have been identified. A coordinated approach will be required, working with Tring Rugby Club and Berkhamsted Local History and Museum Society in order to site parking at the most appropriate location.</p> <p>Deliverability – less than 1 year SIMPLE</p>	
14.2	Improved security of existing cycle parking	<p>Aligned with the HCC Cycle Parking Guide, it is vital facilities are safe and secure in order to provide users with confidence that they can safely park their bikes. Perception of crime can often deter use.</p> <p>Existing cycle facility security should be improved within Berkhamsted and Tring town centres to improve user confidence. This should include improved lighting and signage. CCTV is currently in operation throughout Berkhamsted High Street, therefore cycle parking locations should be able to utilise the existing provision, in coordination with Dacorum Borough Council. Increased awareness of CCTV operation may be useful in deterring theft.</p> <p>Posters can be used as a cost effective measure to support the security of cycle parking. A successful campaign has been used at Newcastle University, as shown in Figure 3. Research has shown that these posters have a psychological effect in deterring crime than other forms of crime prevention. It is recommended that defined budget is assigned for such marketing within the town centres.</p>	£15,000 to £20,000

		 <p><i>Figure 3 – Example of deterrent poster</i></p> <p>Deliverability- less than 1 year SIMPLE</p>	
14.3	Remove and replace existing wooden cycle racks in Berkhamsted Town Centre	<p>Throughout Berkhamsted Town Centre, which is designated as a conservation area by Dacorum Borough Council, 14 wooden cycle racks are provided at various points along the High Street (see Figure 1 and Figure 17).</p> <p>It is recommended that each of the existing wooden cycle stands are replaced with two Hoop Cycle stands (Figure 16). This will double the level of provision from existing, with space for 56 rather than 28 bicycles. The existing stands were noted to be in a poor condition. Dacorum Borough Council have stated a preference for black ‘Bailey StreetScene’ Hoop Cycle Stands (or similar approved) which would respect the existing historic environment and integrate with the examples of other traditional street furniture in the High Street (RRP £75 each).</p> <p>Provision of additional parking opposite Chesham Road at Church Lane should assist users who wish to cycle to Ashlyns School. This will allow pupils to park their bicycles and travel the remaining distance on foot, due to the steep gradients at Chesham Road. The use of these racks should be monitored, with more provided as necessary to meet demand.</p> <p>Figure 17 shows the location of existing</p>	£10,000 to £15,000

		<p>cycle stands to be replaced with two no. Hoop Cycle Stands.</p> <p>Deliverability – less than 1 year SIMPLE</p>	
14.4	Signage to cycle parking	<p>Lack of signing to cycle parking was raised as an issue during the Stage 1 consultation process.</p> <p>In order to fully promote and encourage cycling for short journeys, cycle parking should be signed where required, if not immediately visible from the carriageway. This should be localised, ideally sited adjacent to the facility. Signs should be provided to TSRGD 2603 and 2604 as required.</p> <p>Signing should be sensitive to the requirements of the conservation area and as such only be used where necessary to promote use. Signs should be mounted on existing street furniture, to highlight the provision to both cyclists and motorists.</p>  <p>Deliverability – less than 1 year SIMPLE</p>	£2,000 to £4,000

Supporting Evidence of Measures/Components

Potential Cycle Parking Locations in Tring

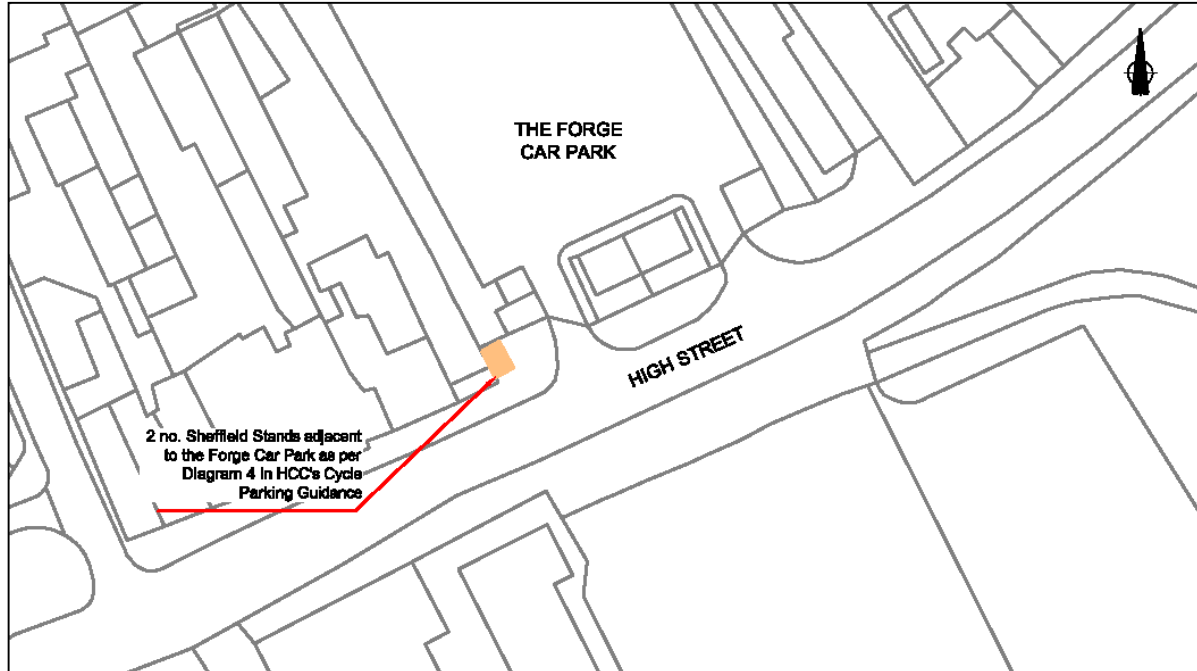


Figure 4 – Forge Car Park, High Street (2 stands)



Figure 5 – Western Road Shops, Western Road / Miswell Lane Junction (2 stands)

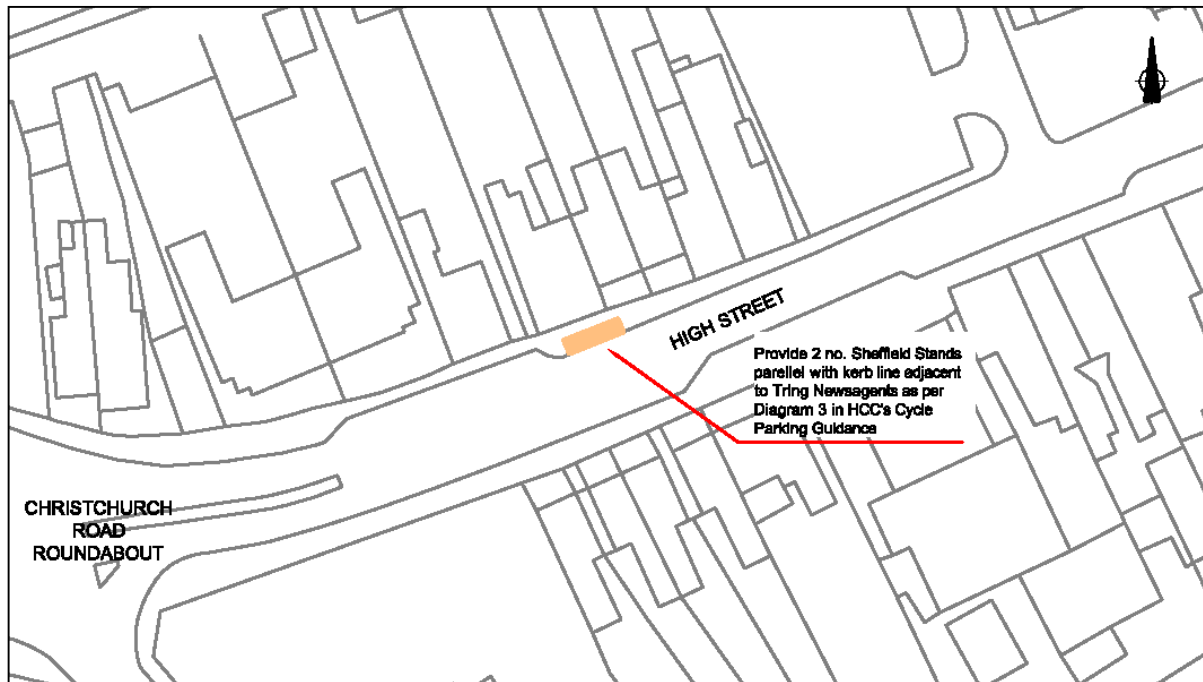


Figure 6 – High Street east of Christchurch Road (2 stands)

Potential Cycle Parking Locations in Berkhamsted

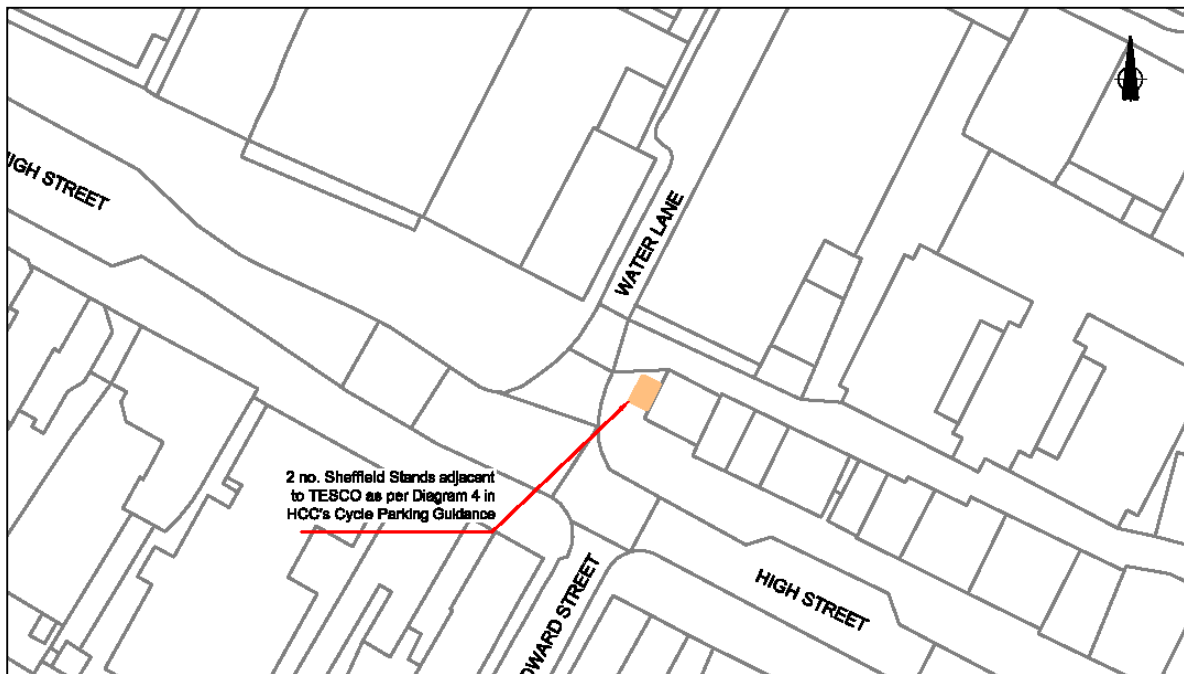


Figure 7 – High Street at Water Lane (2 stands)

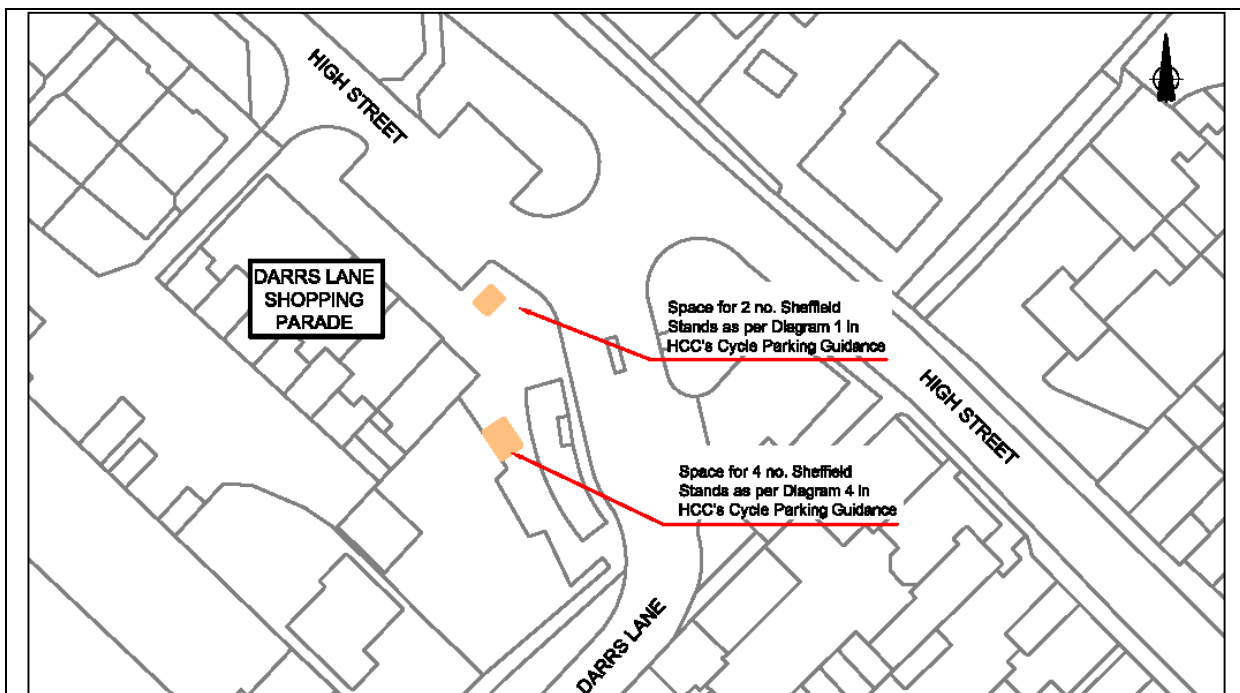


Figure 8 – Darrs Lane Shopping Parade, Northchurch (6 stands)



Figure 9 – East of Cowper Road (6 stands)



Figure 10 – High Street at Kilsbury Road (2 stands)

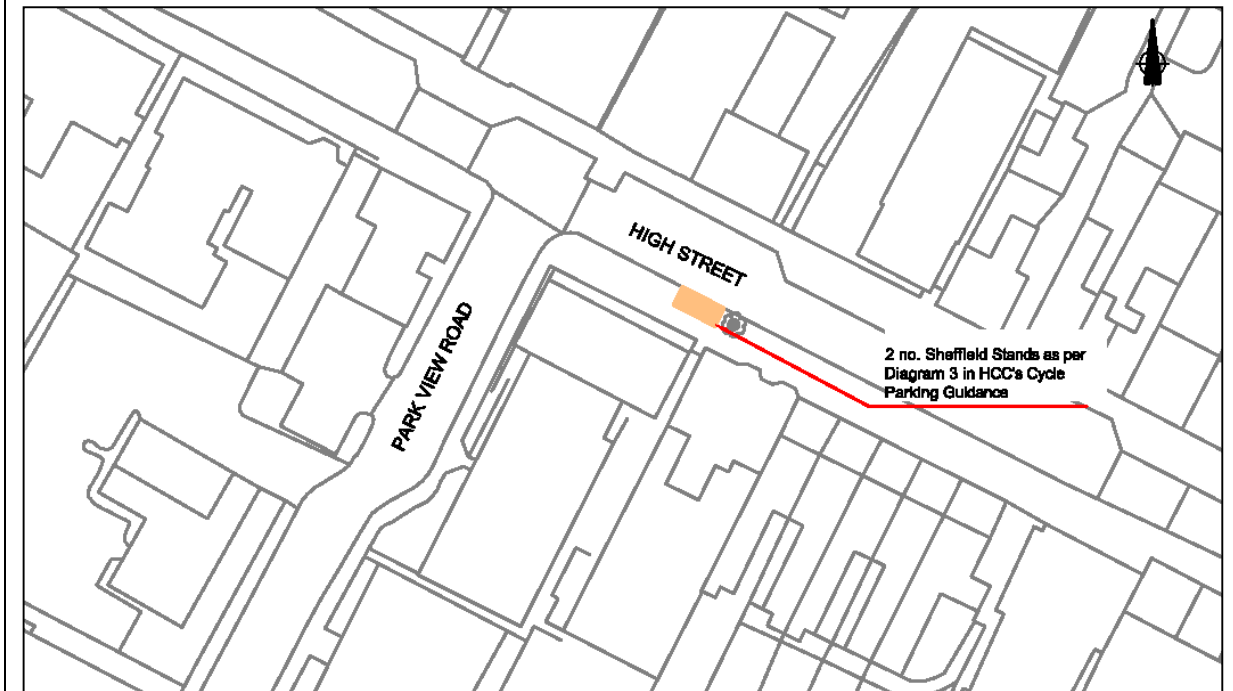


Figure 11 – High Street east of Park View Road (2 stands)

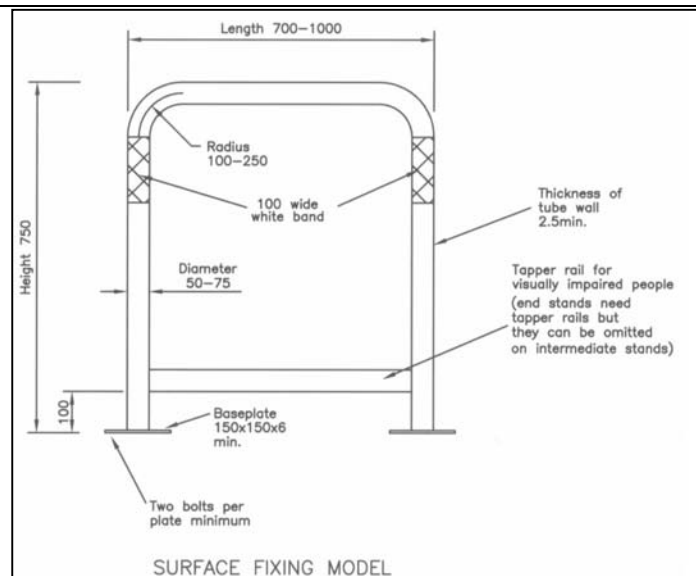


Figure 12 – Sheffield Stand as per HCC Cycle Park Guide

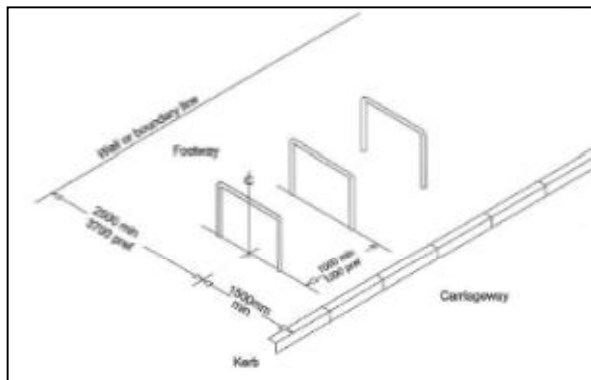


Figure 13 - Diagram 1 Typical Layout
as per HCC Cycle Park Guide

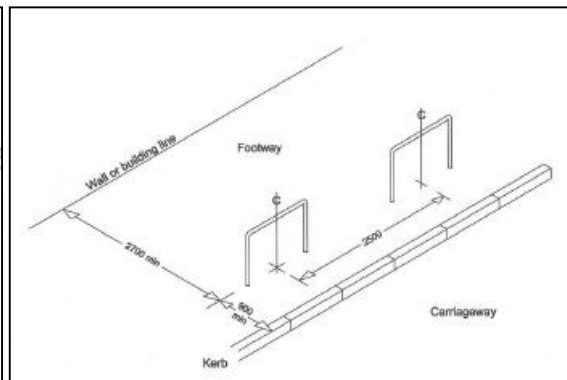


Figure 14 - Diagram 3 Typical Layout
as per HCC Cycle Park Guide

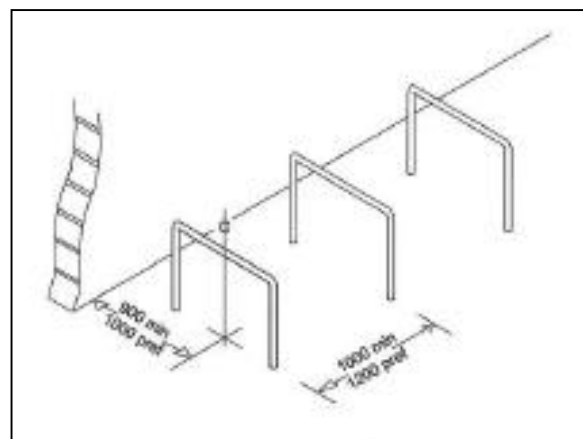


Figure 15 - Diagram 4 Typical Layout
as per HCC Cycle Park Guide



Standard: BSC707520 Hoop Bicycle Stand (Galvanised only)

Option: BSC707522 Hoop Bicycle Stand (Galvanised and painted)

A traditional shape cycle stand available in galvanised finish with a black cast aluminium Mercure top cap, or galvanised and powder coated with a choice of four decorative top caps City, Agora, Sphere, and Europe.

Constructed from 76mm and 50mm diameter steel tube.

Total span 1200mm Height above ground 1100mm plus top cap T to be concreted directly to the ground.

Available in our range of RAL colours

Figure 16 – Bailey Streetscene Hoop Cycle Stand (or similar approved) for use in Berkhamsted Conservation Area (Black colour to be specified)

Tring, Northchurch and Berkhamsted UTP Scheme Proforma 14



Last saved by: GARRICKHC(2012-11-13) Last Plotted: 2012-11-13
Filename: F:\PROJECTS\TRAFFIC - HCC BIKEABILITY AUDIT - TRING AND BERKHAMSTED\11 CAD\PROFORMA EXCERPTS\CY12 CYCLE PARKING DWG

Project Management Initials: Designer: MJA Checked: HCG Approved: ADR ISO A4 210mm x 297mm



Tring and Berkhamsted
Urban Transport Plan
Hertfordshire County Council
Project No.: 60267074 Date: September 2012



Figure 17 - Berkhamsted Town Centre location of existing wooden cycle stands

Preferred Option

It is recommended that all measures (14.1 –14.4) are progressed as they can provide a significant benefit to the cycling infrastructure in Tring and Berkhamsted. Actions from this proforma should be aligned with others that have an impact on the areas where cycle parking is proposed, to ensure the delivery of both consistent and sensitive cycling infrastructure.

Contribution to Objectives / Indicators	UTP Objectives	<ul style="list-style-type: none"> • Improve connectivity between transport modes to allow for greater transport flexibility; • Promote active travel modes throughout the study area to encourage active and healthy lifestyles.
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Outline Cost Analysis of Preferred Option or Options

Design and Implementation	Indicative Cost*	Notes
14.1	£8,000 to £10,000	
14.2	£1 5,000 to £20,000	
14.3	£10,000 to £15,000	
14.4	£2,000 to £4,000	
TOTAL COST FOR DELIVERY	£35,000 to £45,000	

*Costs provided by HCC

Maintenance Liability	<p>High</p> <p>Medium</p> <p>Low</p>	
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Deliverability of Preferred Option	Simple – ‘quick win’, could be delivered within 1 year
	Standard – could be delivered in 1 to 2 years, in line with IWP
	Complex – could not be delivered in 2 years, has some issues that require resolution before design
Delivery Issues	All highway boundary extents to be confirmed prior to installation of cycle parking.

Other Information/Additional Notes

Refer to Cycle Parking Guide by HCC for guidance.

Location of cycle parking is subject to confirmation of utility locations.

Existing highway dimensions are based on OS mapping provided by HCC and / or site measurements. It is recommended further survey work is carried out to provide a full assessment of available widths during feasibility design.

Dacorum Borough Council approval required for any changes to street furniture in Berkhamsted town centre. Berkhamsted Town Centre is a conservation area and all proposals must be in line with Dacorum Borough Council objectives.

Scheme Name	Parking Improvements	
	Parking	
Scheme Reference	15	
Problem References	PK3	Cross Oak Rd and Charles St - too much parking on both sides
	PK4	Prince Edward St - hazardous parking and turning by school
	PK5	Parking issues at peak times adjacent to schools and college
	PK6	Too much parking on Kitsbury Rd and Charles St
	PK8	Very large vehicles frequently park on the High Street
	PK12	Future housing development will have to be internal due to town boundaries however, residential parking is already at capacity
Links to other schemes:	UTP	16, 17

Context
<p>In recent years, parking within the study area has become increasingly difficult. This is due to residents who do not have provision for parking in their own property, local businesses, shoppers, schools and rail commuters, many from outside the town, who park on the street to avoid the fees for the station car park.</p> <p>Berkhamsted Town Council has recently been surveying and consulting on Controlled Parking Zones and Commuter Bans to overcome the commuter parking problem which has been widely recognised for a number of years. In October 2012, a final formal consultation took place, indicating that most of the residents do not support the CPZ proposals (see Figures 2 to 6). However, the proposed Commuter Ban extensions were supported. As a result, it was recommended to the Borough Council that the CPZ proposals should be abandoned.¹</p> <p>Due to the popularity of Berkhamsted Town Centre for both residents and visitors, in addition to commuter trips and school trips, the availability of spaces for residents adjacent to the High Street has reduced significantly in recent years. There have been differences in opinion regarding the benefits of CPZs. Many stakeholders believe that reducing parking will increase speeding on residential roads, and encourage rat-running to avoid the town centre congestion during peak hours, in addition to reducing attractiveness of working in Berkhamsted. Berkhamsted Business Parking Survey (Feb 2012) suggests that out of 76 companies that completed the survey, 62 were within or close to the proposed parking zone, and that any controlled parking should be primarily focused on stopping commuter parking whilst allowing business or shopper parking throughout the day. Further results of the survey are demonstrated in Table 1.</p> <p>These proposals focus on improving parking provision within the study area to ensure that the correct level of parking is provided at the correct locations.</p> <p>The scheme has therefore been developed to fulfil the following overarching LTP Objectives:</p> <ul style="list-style-type: none"> • Support economic development and planned dwelling growth


¹ For more information on the consultations/process, see the Transport and Environment meeting minutes on www.berkhamsted.gov.uk

- Enhance quality of life, health and the natural, built and historic environment for all residents
- Reduce transport's contribution to greenhouse gas emissions and improve its resilience

Measures/Components			
Ref	Description	Assessment of Suitability	Cost
15.1	Provision of multi-storey car park located off Lower Kings Road adjacent to Waitrose supermarket	<p>Following a review of parking issues in Berkhamsted, it is clear that there is insufficient provision for those who wish to use the town centre as a result of growth in shopper, residential, business and commuter requirements. Since the abandonment of proposals of Controlled Parking Zones following public consultation, an alternative strategy for parking is required. As a result, Dacorum Borough Council has recently (Autumn 2012) proposed the development of a multi-storey car park in Berkhamsted Town Centre.</p> <p>In association with the multi-storey car park, signage will be required at its junction with Lower Kings Road, and along the High Street to ensure improved way finding for drivers wishing to park in the town centre.</p> <p>In addition, due to the considerable increase in vehicles and pedestrians at this location, it is recommended that a pedestrian crossing be implemented adjacent to the junction between Waitrose Car Park and Lower Kings Road (on the minor arm). Following an initial review of geometry, it was found that the bell-mouth cannot be narrowed due to the need for HGVs to use this access point for the supermarket. However, there is already concern that the entrance is too wide for pedestrians to cross safely, rendering the provision of a crossing at the entry to the car park difficult. Further feasibility testing will be required during the design of the car park and associated access; hence the associated costs are not included. In addition, a full parking analysis for Berkhamsted is recommended to ensure that the demand is present.</p> <p><i>Deliverability – 1 to 2 years</i> STANDARD</p>	£600 to £1,000* (Multi storey car park costs are not included – costs for signing only)

15.2	Comprehensive review of double yellow lines on junctions and white lines	<p>Traffic congestion and parking requirement has increased in Berkhamsted due to an increase in commuters, businesses and local car ownership. As a result, there are a number of locations in Berkhamsted where existing line marking results in unsafe junction operation and parking that obstructs private land. It is therefore proposed to complete a comprehensive review of double yellow and white line markings throughout Berkhamsted to ensure safe parking provision at locations where required. Following consultation, the following locations have already been identified as requiring a review (with specified proposals):</p> <ul style="list-style-type: none"> • Street junctions on and surrounding Charles Street, Berkhamsted (scope to extend double yellow lines at junctions to improve visibility); • Streets closest to Berkhamsted Station (scope to reduce yellow lines to create extra safe parking); • Bridgewater Road (scope to provide white lines across driveways to minimise disruption to local residents access through excessive commuter parking); • Castle Street (scope to reduce length of existing double yellow lines to provide additional parking for residents). <p><i>Deliverability – less than 1 year</i> SIMPLE</p>	£7,000 to £8,000
15.3	Bridgewater Road parking restrictions	<p>Following consultation feedback from Berkhamsted Town Council, it has been found that commuter parking along Bridgewater Road is causing disruption to local residents due to vehicles obstructing driveways and junction visibility. Parking restrictions have previously been implemented along Bridgewater Road between the junctions with Brownlow Road and Murray Road, and have been effective in preventing commuter parking along this section. However, due to the increase in commuters using the railway station on a daily basis, and existing parking costs at the station, a number of commuters park along the residential roads and rural lanes that surround the station (including Bridgewater Road).</p> <p>It is therefore proposed to install driveway protection markings (Diagram 1026.1 TSRGD 2002). The marking is not legally enforceable,</p>	£2,000 to £3,000

		<p>however, if used sparingly it can be helpful in discouraging inconsiderate parking; particularly where a problem is isolated and a traffic regulation order could not be justified or easily enforced.</p> <p>Driveway protection markings will be installed opposite driveways only in exceptional circumstances and in liaison with the police. An initial examination (see Measure 15.2) should be completed to understand the number of markings required, and to ascertain the specific locations where parking is an issue.</p> <p><i>Deliverability – 1 to 2 years</i> STANDARD</p>	
15.4	Improve efficiency of existing parking in Northchurch centre	<p>There are currently 23 parking spaces near Northchurch shops, located off Darr's Lane. Following consultation, there is a view that if the existing parking areas were marked clearly, with adjacent space converted to spaces, 28 could be provided. The following is therefore proposed in order to increase parking availability at this location without having a detrimental effect on local surroundings:</p> <ul style="list-style-type: none"> • Replace existing grasscrete parking area with bituminous surfacing where required, in addition to line markings; • Extend parking opposite shops to include land adjacent to footpath between parking and High Street, during the course of which, a number of trees will have to be removed; • Expand parking on opposite side of Darrs Lane to include 7 spaces. <p>For details, see Figure 1.</p> <p><i>Deliverability – 1 to 2 years</i> STANDARD</p>	£42,000 to £45,000
15.5	Review of parking control and implementation of double yellow lines on Cow Lane, Tring	<p>Following consultation, Cow Lane in Tring has been identified as having parking issues due to rugby and football events during the weekend at the following locations:</p> <ol style="list-style-type: none"> 1. The footpath from the Rugby Club to London Road; 2. The other side of the same stretch of road is often used for parking cars also, so that cars are parked on both sides; 3. Where Cow Lane bends between the rugby club and bowling club; 4. From the entrance to Pendley Manor hotel to Station Road; 	£5,000 to £6,000

		<p>5. On the same stretch of road cars park on the grass verge.</p>  <p>There is a need for better control of parking along Cow Lane, more off road parking provided by the Rugby Club and Soccer club, better protection of footpaths for pedestrians and the potential use of double yellow lines. The associated cost attributed to this action relies on the sports clubs to control parking and therefore only accounts for the implementation of waiting restrictions. <i>Deliverability – less than 1 year</i> SIMPLE</p>	
15.6	Achieve targets set in School Travel Plans	<p>A number of schools are located near to areas where parking issues have been identified. It is therefore proposed that these schools achieve the mode shift targets set out in their School Travel Plans.</p> <p>In addition, it is proposed that the School Travel Plans are regularly updated and monitored to ensure targets are met, and that infrastructure is put in place to mobilise the increase of cycling and walking trips to schools. For further details, refer to Scheme 34 “Safer Routes to Schools”.</p> <p>Deliverability – Ongoing</p>	Ongoing
Supporting Evidence of Measures/Components			

Preferred Option

The preferred option includes measures 15.1 to 15.6. By completing all of the proposed measures, in association with measures that promote mode shift from the private car, there will be far less parking issues within the study area. The multi-storey car park may have a significant impact on parking provision in Berkhamsted, and may reduce the need for non-residential parking on residential roads. In addition, those measures related to parking

restrictions will improve safety along specific highway sections.

Contribution to Objectives / Indicators	UTP Objectives	<ul style="list-style-type: none"> Promote active travel modes throughout the study area to encourage active and healthy lifestyles Reduce congestion in key traffic hotspots throughout the study area
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Outline Cost Analysis of Preferred Option or Options		
Design and Implementation	Indicative Cost	Notes
15.1	£600 to £1,000	
15.2	£7,000 to £8,000	
15.3	£2,000 to £3,000	
15.4	£42,000 to £45,000	
15.5	£5,000 to £6,000	
15.6	Ongoing	
TOTAL COST FOR DELIVERY	£56,600 to £63,000	

Maintenance Liability	High Medium Low	
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Deliverability of Preferred Option	Simple – ‘quick win’, could be delivered within 1 year
	Standard – could be delivered in 1 to 2 years, in line with IWP
	Complex – could not be delivered in 2 years, has some issues that require resolution before design
Delivery Issues	Measure 15.2 should be delivered throughout the UTP period, with associated School Travel Plans being monitored on an annual basis.

Other Information/Additional Notes:

The following Table demonstrates a selection of results from the Berkhamsted Business Parking Survey (February 2012).

Business Location?	
Within a proposed ROPZ	33%
Outside but close to proposed ROPZ	49%
Well outside the proposed ROPZ	18%
Staff Parking?	
Free on-street	36%
Paid on-street	10%
Free car park	13%
Paid car park	24%
Don't know	3%
Other	13%
Staff Parking in proposed ROPZ?	
Yes	49%
No	40%
Don't Know	11%
If Yes, which streets?	
Charles St	14%
Castle St	12%
Park View Road	11%
Cowper Rd	9%
Effect of ROPZ on recruitment?	
Positive	0%
Negative	69%
Same	29%
Effect of ROPZ on Pay Settlements (to cover parking)?	
Positive	0%
Negative	61%
Same	29%
Effect of ROPZ on future of business?	
Positive	2%
Negative	52%
Same	40%

Table 1 Results of Berkhamsted Business Parking Survey

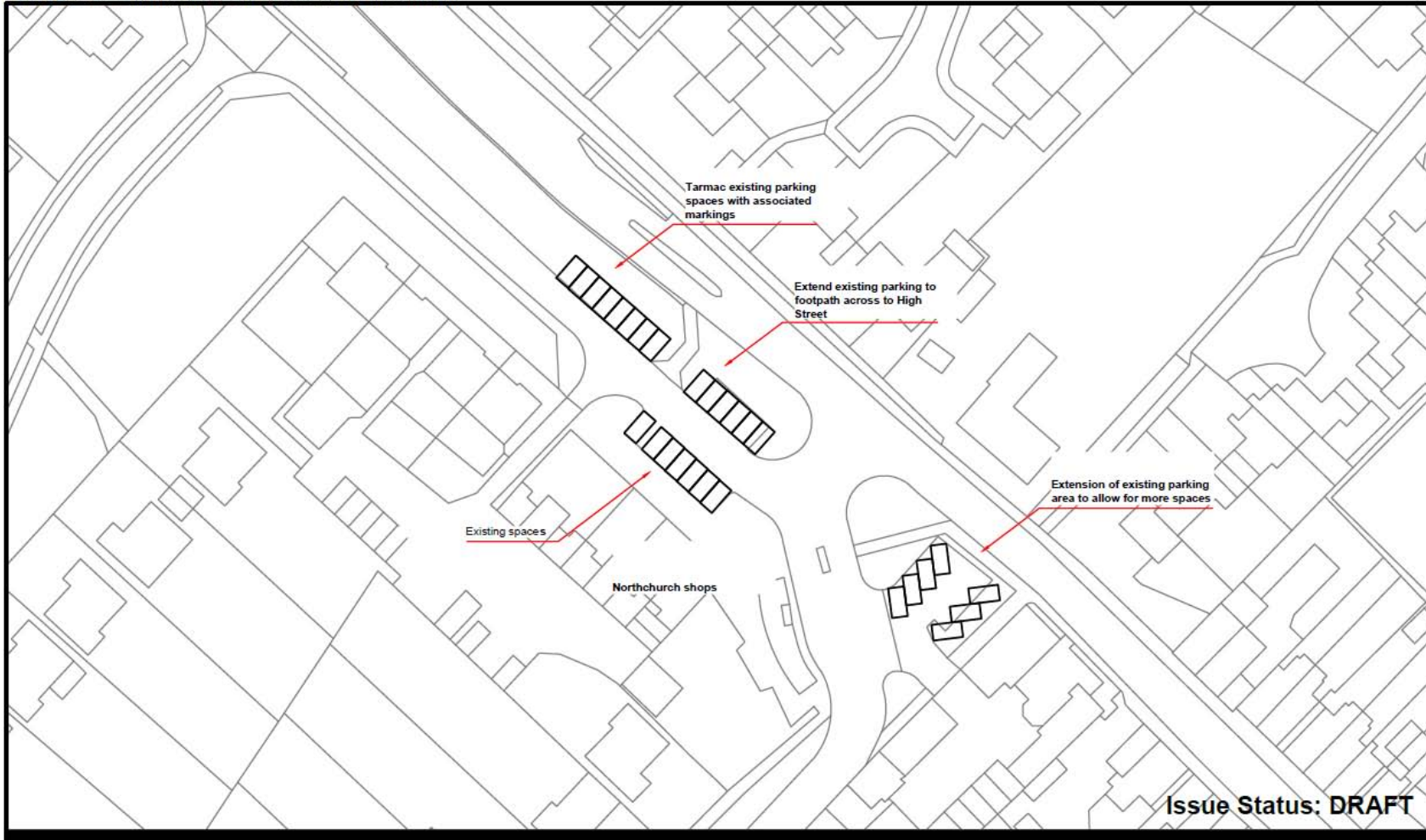
Tring, Northchurch and Berkhamsted UTP Scheme Proforma 15



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Tring and Berkhamsted
Urban Transport Plan
Hertfordshire County Council
Project No.: 60267074 Date: March 2013



Figure 1 - Parking at Northchurch Shops

Tring, Northchurch and Berkhamsted UTP Scheme Proforma 15



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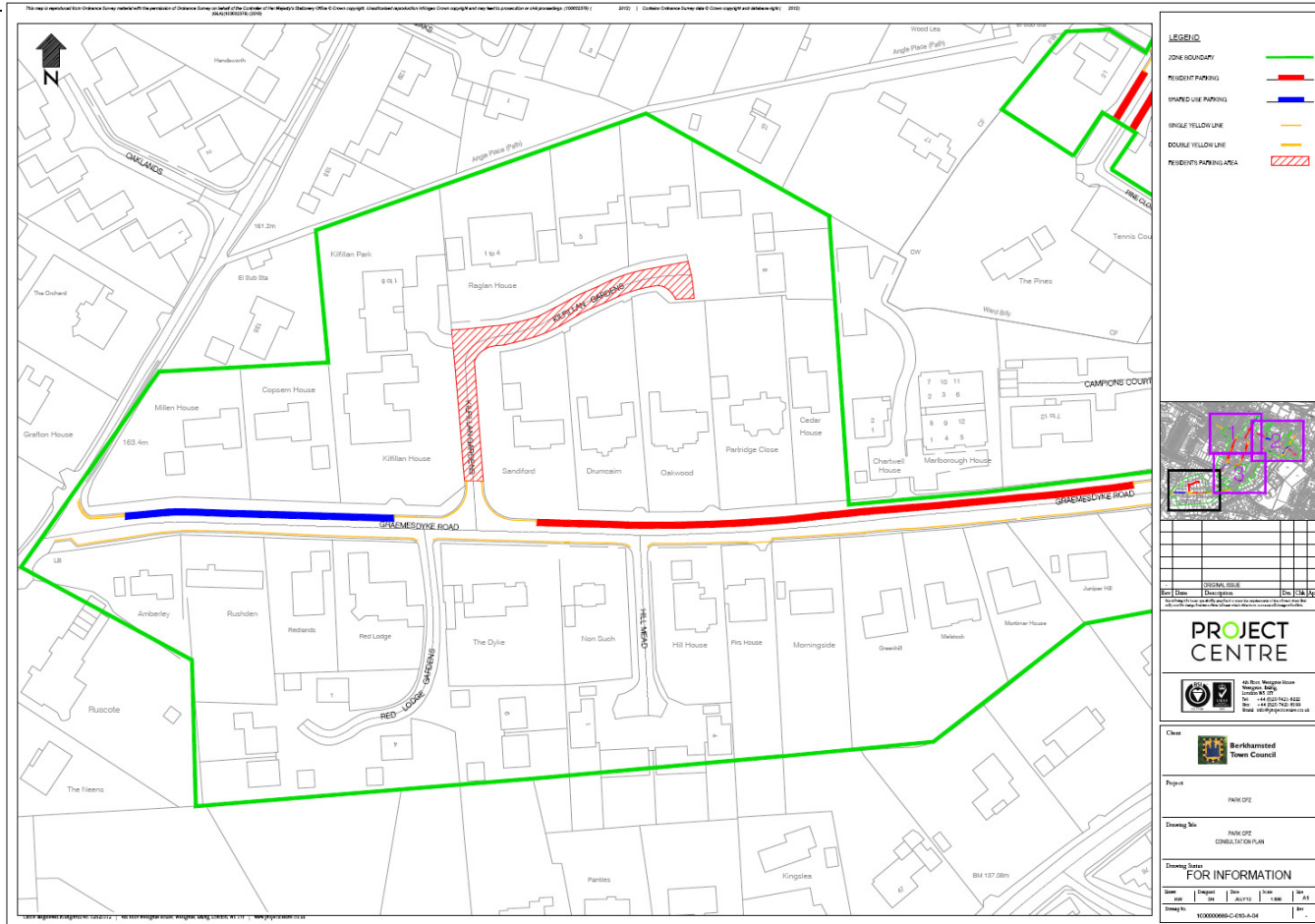


Figure 2 CPZ Graemes Dyke Road

Tring, Northchurch and Berkhamsted UTP Scheme Proforma 15

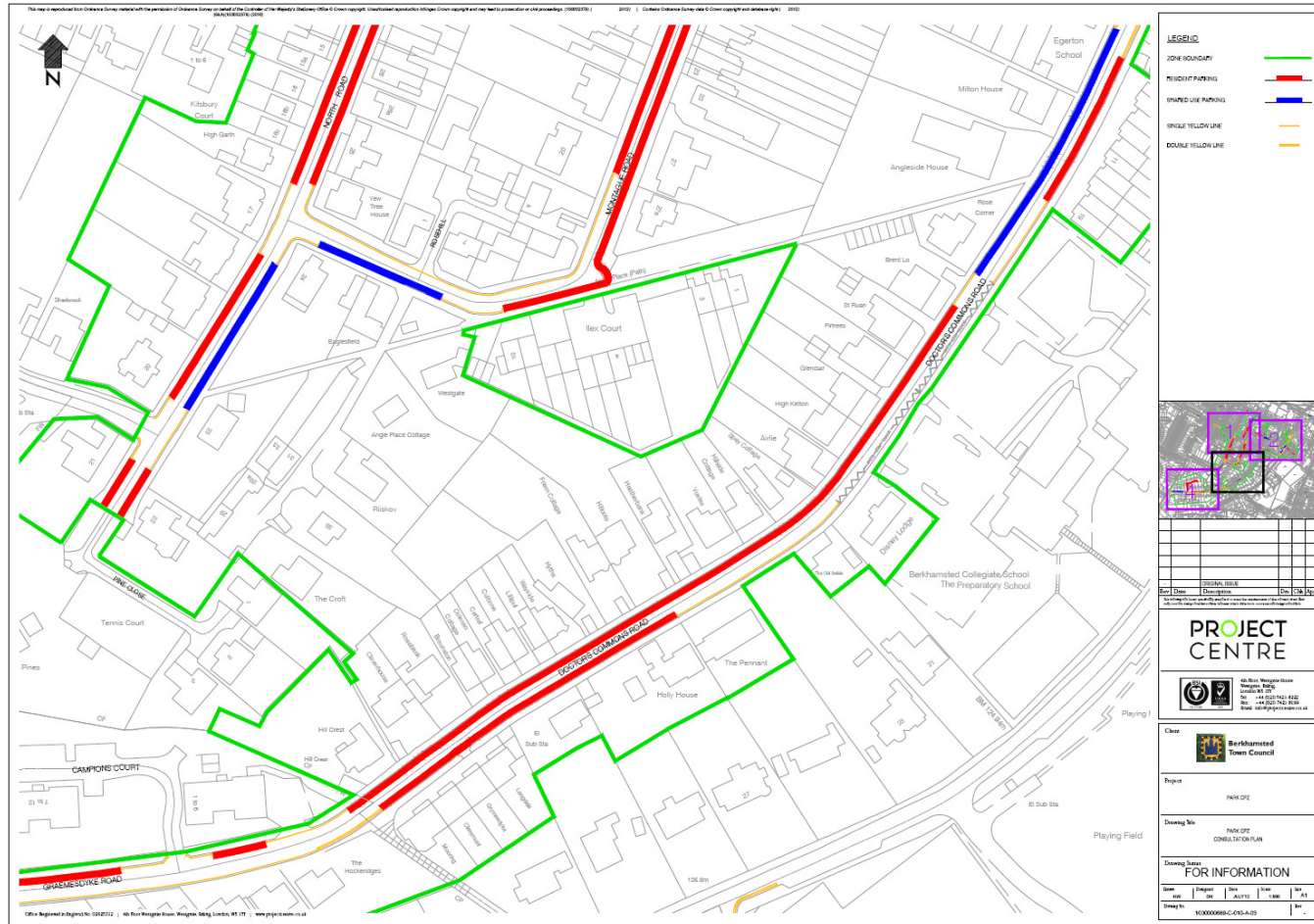


Figure 3 CPZ Doctors Commons Road

Tring, Northchurch and Berkhamsted UTP Scheme Proforma 15



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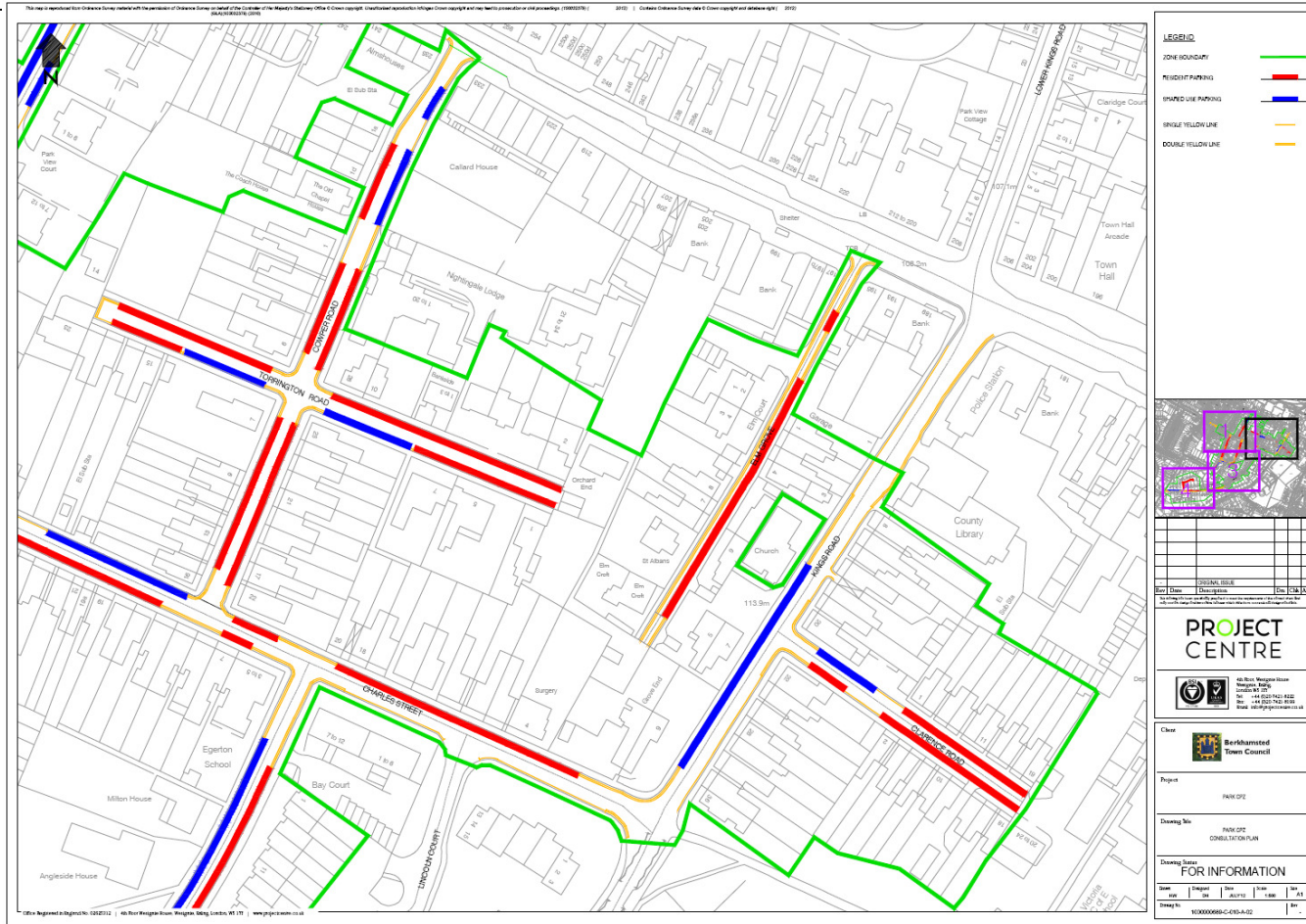


Figure 4 CPZ Charles Street / Cowper Road

Tring, Northchurch and Berkhamsted UTP Scheme Proforma 15

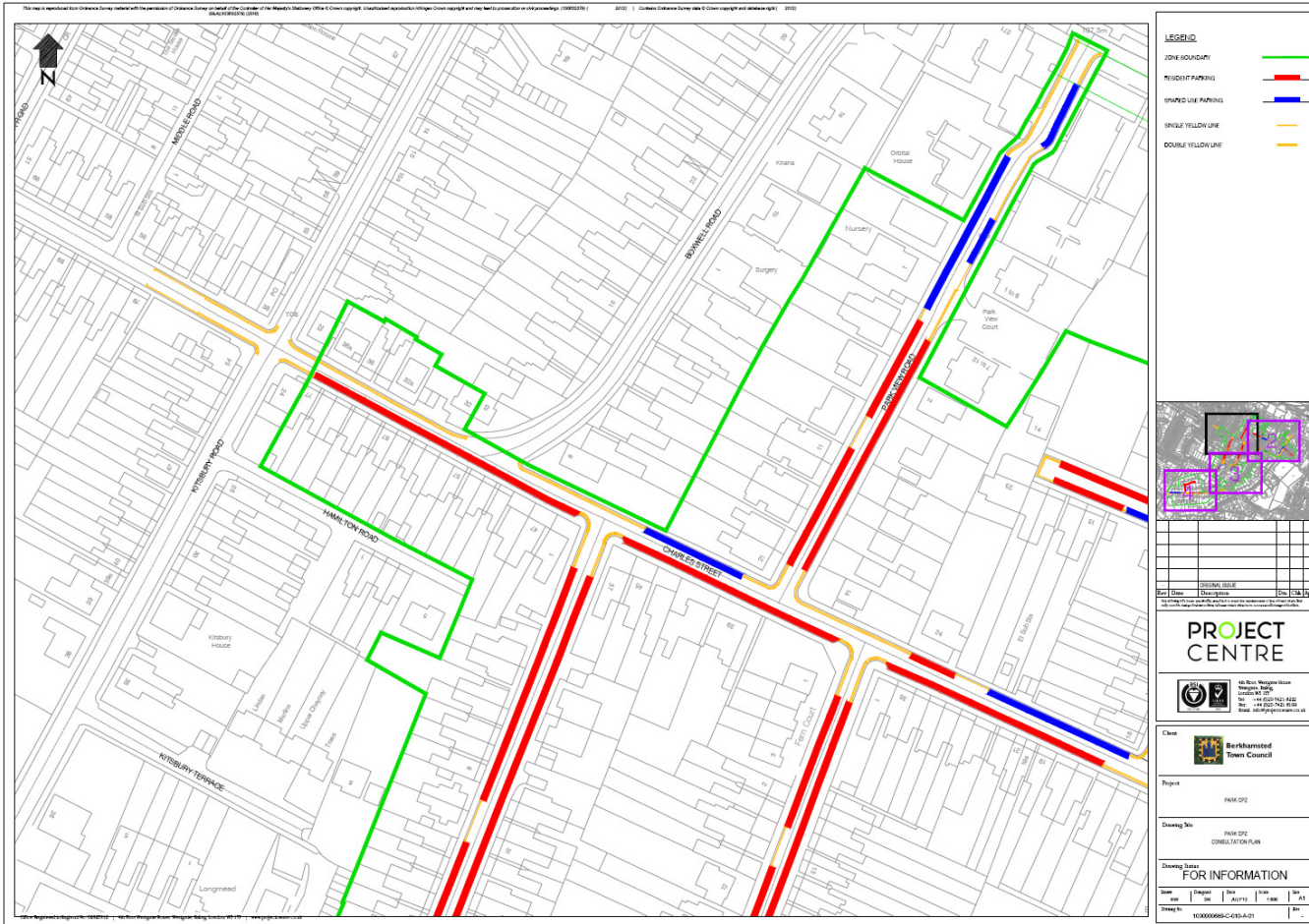


Figure 5 CPZ Charles Street

Tring, Northchurch and Berkhamsted UTP Scheme Proforma 15



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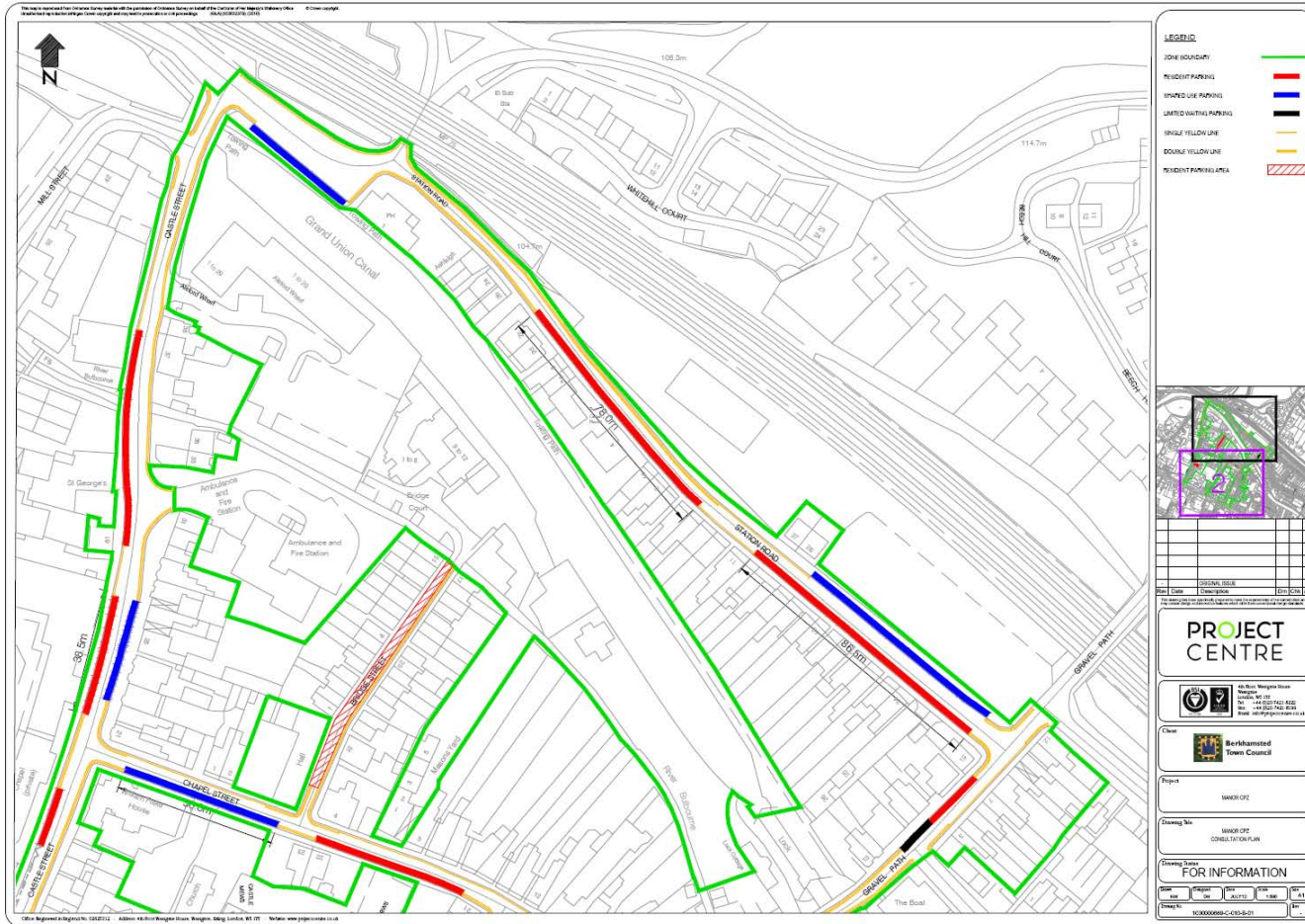


Figure 1 CPZ Station Road

Scheme Name	Review of Parking Information in Town Centres	
	Parking	
Scheme Reference	16	
Problem References	PK17	The Council indicates there is confusion about what parking is and is not permitted on the High St
	PK18	Signs to car parks are in poor condition and misleading - Berkhamsted
Links to other schemes:	UTP	15

Context

The local economy of market towns thrives on shoppers and visitors, and therefore requires short term parking near High Streets. There are currently numerous town centre parking locations across Berkhamsted and Tring (see location maps in **Figures 1** and **2**), providing 462 spaces and 348 spaces, respectively. Following a review of recent documentation, and workshops with local stakeholders, parking signs have been perceived to be an issue for both Tring and Berkhamsted, resulting in confusion regarding availability and location of spaces.

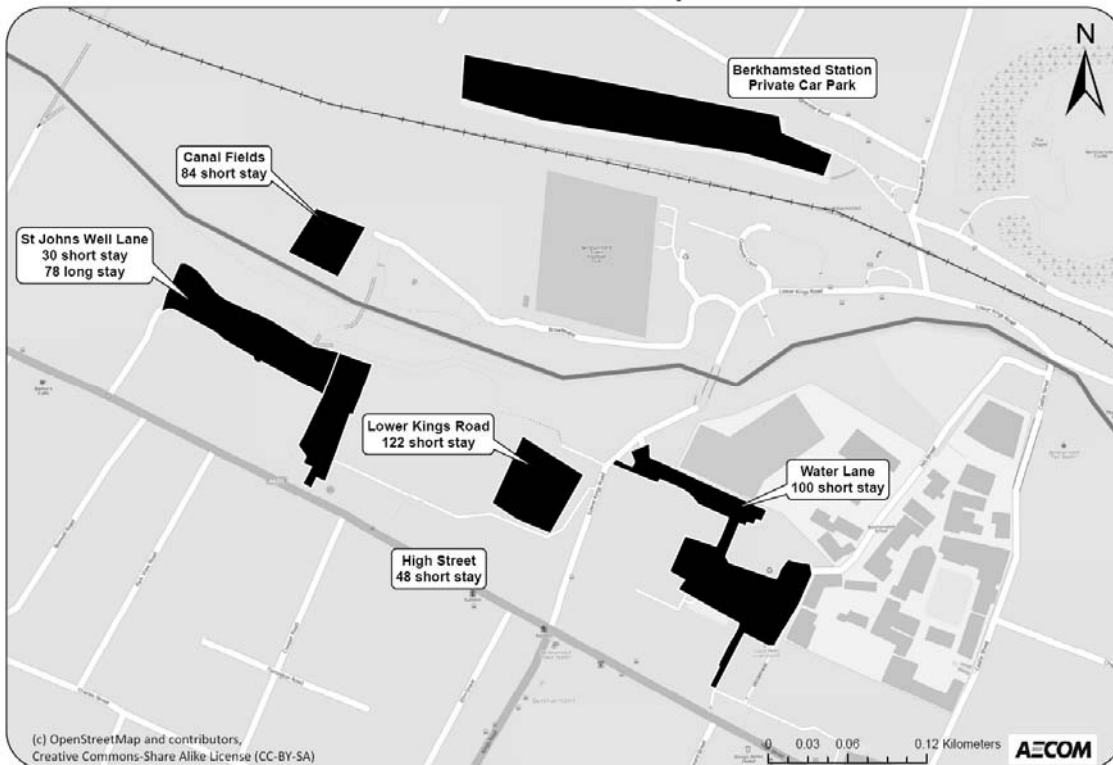


Figure 1 Berkhamsted Car Park Locations

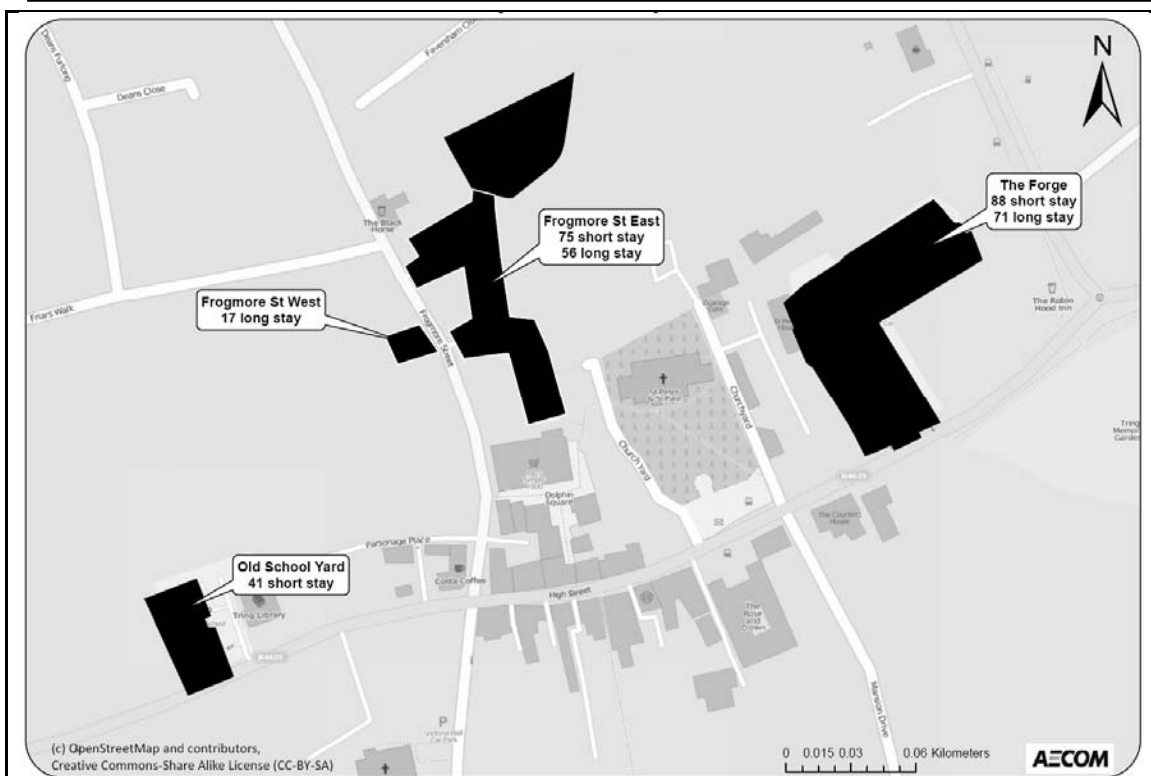




Figure 2 Tring Car Park Locations

The existing signs to car parks are in poor condition, and can be misleading due to their location and content. In addition, some car parks do not have access signs, making it difficult for visitors to understand the provision and location of spaces.

As a result, many visitors drive around the towns until they find obvious parking off the High Street, creating unnecessary congestion throughout the town centres and adjacent roads.

Through short term improvements, a number of issues can be removed from the town centres, enhancing the experience of shoppers and visitors alike. A number of measures have therefore been developed to fulfil the following overarching LTP Objectives:

- Support economic development and planned dwelling growth
- Enhance quality of life, health and the natural, built and historic environment for all residents
- Reduce transport's contribution to greenhouse gas emissions and improve its resilience

Measures/Components			
Ref	Description	Assessment of Suitability	Cost
16.1	Replace existing parking signs near entrances to car parks	 <p style="text-align: center;"><i>Figure 3 Water Lane Sign</i></p> <p>The current provision of car park signs throughout Tring and Berkhamsted needs to be revised due to the location and type of signs. Following a review of existing signage, the following signs require replacement or relocation:</p>  <p style="text-align: center;"><i>Figure 4 The Forge</i></p> <ol style="list-style-type: none"> 1. Water Lane (Berkhamsted) – the existing location on the High Street (see Figure 3) does not correspond with the car park entrance, resulting in vehicles missing the turning into the entrance between Boots and Tesco Express. 2. The Forge Car Park (Tring) – drivers are unaware of the car park due to the clarity of the sign (see Figure 4). It is proposed to replace this with a more noticeable sign (see Figure 6). 3. St Johns Well Lane (Berkhamsted) – the existing sign at St Johns Well Lane/High Street roundabout directs vehicles to 'Supermarket Car Park'. This needs to be enhanced to include a parking sign (see Figure 6), as the car park includes supermarket and town centre parking. <p>The proposal therefore includes 2 new signs, and a relocation of 1 sign.</p> <p>Deliverability – 1 to 2 years STANDARD</p>	£2,000 to £4,000

<p>16.2</p>	<p>Add parking signs at suitable locations where there are no existing signage</p>	 <p><i>Figure 5 Lower Kings Road junction</i></p> <p>There is a large amount of town centre parking through Tring and Berkhamsted. However, for a number of car parks there are no parking signs, resulting in confusion, parking in residential areas and unnecessary congestion. The following car parks have been identified for improvements:</p> <ol style="list-style-type: none"> 1. Canal Fields (Berkhamsted) – no sign on Lower Kings Road (see Figure 5, above). Visitors would not know the location of this car park, as it is located approximately 300m from the junction. 2. Lower Kings Road (Berkhamsted) – the car park has a Waitrose sign at its entrance. However, an additional sign is required for the town centre parking that is also located here. 3. Old School Yard (Tring) – the 41 space car park has no access signs, even though located adjacent to Tring High Street. 4. Frogmore Street Car Parks (Tring) – there are no parking signs to these. It is proposed to implement signs at the High Street/Frogmore Street junction. <p>The proposal includes the addition of 6 access signs (similar to that demonstrated in Figure 6), including 1 each at Canal Fields, Lower Kings Road and Old School Yard, and 3 for Frogmore Street Car Parks (1 for each junction approach at High Street/Frogmore Street). The measure should reduce unnecessary confusion for visitors and shoppers, but also improve the experience of visiting the study area.</p> <p>Deliverability – 1 to 2 years STANDARD</p>	<p>£2,000 to £4,000</p>
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16.3	<p>Provide Parking Guidance Displays (Variable Message Signs) on entrances into Berkhamsted Town Centre to direct vehicles to available parking locations</p>	<p>In addition to the requirement for individual car parking signage, there is a requirement for overarching car park signage for Berkhamsted Town Centre. As a bustling market town, the management and operation of existing car parks is essential in reducing traffic within the town centre, but also to improve direction for visitors and shoppers entering the centre.</p> <p>Hertfordshire County Council published their Variable Message Sign (VMS) Strategy in August 2010, outlining the requirement for VMS signs (see Figure 7 for example), but also the approximate location of VMSs and the strategic decisions behind their location. The strategy covers the period 2009 to 2012, after which it will be reviewed. It is proposed that this measure is included within the following VMS Strategy.</p> <p>In summary, the Strategy outlines the following methodology in locating parking VMSs:</p> <ol style="list-style-type: none"> 1. Identify main car park locations in towns; 2. Identify main routes to car parks; 3. Decide best location for VMS signs; 4. Decide which main car parks should be included on the signs (usually car parks with over 70 spaces). <p>It is understood that Berkhamsted does not have the same demand for parking as other, much larger towns and cities across Hertfordshire. However, the benefits relating to their introduction would be considerable based on the current issues relating to congestion and over parking in residential areas. In addition, the strategy notes that “as the strategy develops, further towns could be incorporated in the strategy to include a wider network of VMS signing in Hertfordshire”.</p> <p>Based on the information outlined in the VMS strategy, the following is proposed for Berkhamsted:</p> <p><u>Main Car Park Locations</u></p> <p>Following the ‘Rule of Thumb’ for VMS signs, the main car parks are:</p> <ol style="list-style-type: none"> 1. Water Lane 2. Lower Kings Road 3. St Johns Well Lane 4. Canal Fields. 	<p>£90,000 to £100,000</p>
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		<p><u>Main Routes to Car Parks</u> Due to the topography, and strategic routes located adjacent to Berkhamsted, there are only 3 main routes that visitors and shoppers would approach the Town Centre:</p> <ol style="list-style-type: none"> 1. High Street east (from London Road) 2. High Street west (towards Northchurch) 3. Kings Road (from A41 bypass) <p><u>Locations of VMS Signs</u> The signs should be located where shoppers and visitors begin to contemplate where best to park based on their destination. As a result, the following locations are proposed:</p> <ol style="list-style-type: none"> 1. High Street East (HSE) – west of Swing Gate Lane 2. High Street West (HSW) –east of Kitsbury Way 3. Kings Road (KR) – on approach to High Street junction <p>See Figure 10 for details of the proposed locations. Note: the existing footpath width at the location on Kings Road is 3.5m, sufficient for sign B3.</p> <p><u>Car Parks on each Sign</u> Table 1 demonstrates the information for each sign, based on the following car parks:</p> <ul style="list-style-type: none"> CP1 – Water Lane CP2 - Lower Kings Road CP3 - St Johns Well Lane CP4 - Canal Fields <table border="1" data-bbox="652 1373 1247 1556"> <thead> <tr> <th rowspan="2">VMS Ref</th> <th rowspan="2">Location</th> <th colspan="4">Car Parks signed on VMS</th> </tr> <tr> <th>CP1</th> <th>CP2</th> <th>CP3</th> <th>CP4</th> </tr> </thead> <tbody> <tr> <td>B1</td> <td>HSE</td> <td>1</td> <td>2</td> <td></td> <td>3</td> </tr> <tr> <td>B2</td> <td>HSW</td> <td>3</td> <td>2</td> <td>1</td> <td></td> </tr> <tr> <td>B3</td> <td>KR</td> <td>2</td> <td>1</td> <td>3</td> <td></td> </tr> </tbody> </table> <p>As a result of the proposed measure, visitors will have greater awareness of the available town centre parking in Berkhamsted. Thus, reducing vehicles parking in nearby residential areas, and also reducing High Street congestion. Figures 7, 8 and 9 demonstrate examples of the proposed VMS signs.</p> <p>In terms of costing, the VMS Strategy suggests</p>	VMS Ref	Location	Car Parks signed on VMS				CP1	CP2	CP3	CP4	B1	HSE	1	2		3	B2	HSW	3	2	1		B3	KR	2	1	3		
VMS Ref	Location	Car Parks signed on VMS																													
		CP1	CP2	CP3	CP4																										
B1	HSE	1	2		3																										
B2	HSW	3	2	1																											
B3	KR	2	1	3																											

		<p>the following requires inclusion:</p> <ul style="list-style-type: none"> • VMS board; • Posts (2 per location); • Feeder pillar; • Trenching, ducting and cabling; • Power supply and connection; • GPS device. <p>Deliverability – Over 2 years COMPLEX</p>	
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Supporting Evidence of Measures/Components



Figure 6 Example Sign



Figure 7 Example High Street West VMS Sign



Figure 8 Example High Street West VMS Sign



Figure 9 Example High Street West VMS Sign

Preferred Option
<p>The preferred option includes all measures 16.1, 16.2 and 16.3. As a result, the two town centres will be more pleasant to visit, but also the operation of local roads will be improved through less driver confusion and town centre congestion.</p> <p>In addition, unnecessary parking on local residential streets will reduce, as drivers are more aware of their destination, and the availability of spaces. If implemented, the measures will also directly contribute to removing a number of other issues that have been recognised as part of the UTP.</p> <p>As VMS signs rely on local parking access signage to guide visitors to the appropriate destination, it is recommended that the delivery of Scheme 16 is split into two stages:</p> <ol style="list-style-type: none"> 1. Delivery of Measures 16.1 and 16.2 across Tring and Berkhamsted (1 to 2 years) 2. Delivery of VMS at three locations within Berkhamsted (over 2 years, following the improvement to existing signs and addition of signs where appropriate). <p>It is recommended that these proposals are implemented in parallel with the proposed multi-storey car park off Lower Kings Road, thus addressing a number of parking capacity issues throughout the town centre and nearby residential areas.</p>

Contribution to Objectives / Indicators	UTP Objectives	<ul style="list-style-type: none"> • Support economic growth and local housing development through the delivery of transport improvements • Address signage issues within the towns to enable effective and efficient navigation of the town • Reduce congestion in key traffic hotspots throughout the study area
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Outline Cost Analysis of Preferred Option or Options		
Design and Implementation	Indicative Cost	Notes
16.1	£2,000 to £4,000	
16.2	£2,000 to £4,000	
16.3	£90,000 to £100,000	
TOTAL COST FOR DELIVERY	£94,000 to £108,000	

Maintenance Liability	High Medium Low	
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Deliverability of Preferred Option	Simple – ‘quick win’, could be delivered within 1 year
	Standard – could be delivered in 1 to 2 years, in line with IWP
	Complex – could not be delivered in 2 years, has some issues that require resolution before design
Delivery Issues	<p>As part of the outline/detailed design stages, the exact locations of VMS signs will need to be identified based on the following: -</p> <ul style="list-style-type: none"> • Consultation with district/borough councils, local constabulary, area offices and where appropriate local residents/businesses. • Practicalities of sign locations resulting from site surveys and detailed design issues. • Other proposed works – developments, LTP schemes, maintenance <p>Scheme 16 will need to be delivered in two stages, as VMS require accurate access signage for maximum effectiveness. However, once all measures are delivered, congestion and parking issues will be minimised throughout the urban study area.</p>

Other Information/Additional Notes:

Tring, Northchurch and Berkhamsted UTP
Scheme Proforma 16



AECOM



Figure 10 VMS Sign Locations