



Case Study - Car Parking Policy

The Project

A well known housing group based in the south east acquired a brownfield site in West London to develop and provide a balanced and sustainable mix of shared ownership, social rent affordable housing, open market private housing and commercial units. The site, when finished, will contain 445 flats, 8 houses and 34 commercial units including a local café, retail store, GP surgery and a local meeting room.

The first phase of the development was released during summer 2008 but needed a detailed parking policy to be in place prior to occupation. Alpha Parking Ltd was commissioned to produce this policy document.

The Method

The client was keen to keep the number of parking spaces to a minimum, in line with Government policy on planning, but recognised the importance of making a realistic assessment of demand. The parking policy development was based on three parallel workflows:

- **A detailed investigation of the current parking practices in the area**
Alpha conducted user surveys and occupancy surveys in the network of streets surrounding the development to determine current parking trends and in particular the typical permit to household ratio for the area.
- **A comparison against similar developments**
No two housing developments are the same but experience has shown that the best allocation of parking spaces can be calculated by analysing and combining data for a number of mixed ownership developments in the same area.
- **The development of specific policies for the site**
From the results of the above, Alpha made detailed recommendations for the housing group's parking policy for this site and drew up the relevant policy document.

The result is a policy which makes realistic provision for parking by residents and businesses while adhering to Government guidelines.

Alpha Parking is a one stop shop for all your parking needs offering a full consultancy service for both on- and off-street parking. Make the best use of your resources by contacting us now.

Contact Alpha Parking Ltd on 020 7242 2567
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