



**SAINSBURY'S SUPERMARKETS LIMITED
SAINSBURY'S STORE
HAMBLEDON ROAD, WATERLOOVILLE**

CAR PARK MANAGEMENT PLAN

DECEMBER 2014



the journey is the reward

**SAINSBURY'S SUPERMARKETS LIMITED
SAINSBURY'S STORE
HAMBLEDON ROAD, WATERLOOVILLE**

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DECEMBER 2014

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Sainsbury's Supermarkets Limited
Sainsbury's Store
Hambledon Road, Waterloooville
Car Park Management Plan

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1 Introduction

- 1.1 Mayer Brown Limited has prepared this Car Park Management Plan on behalf of Sainsbury's Supermarkets Limited in connection with the new Sainsbury's foodstore and associated car park at Hambledon Road in Waterlooville, Hampshire. This Car Park Management Plan provides an explanation of the operational and design aspects of the car park which will serve customers to the Sainsbury's foodstore. It also provides details of the car park management system that will be implemented within the car park of the store.

Management Objectives

- 1.2 The objective of the management system is to manage the car park with the primary objective of providing short stay car parking for customers of the Sainsbury's foodstore, for the parking of private light motor vehicles, in accordance with the relevant industry best practice. Furthermore, the management system will be implemented in order to deter abuse of the car park.
- 1.3 This Plan addresses the following:
- Background information, including location, details of the development, parking provision and access arrangements;
 - Details of the operation of the car park and parking charges;
 - Details of the special needs parking provision;
 - The method of enforcement of the parking regulations, signage and review of the management system;
 - Details of the security measures and standards adhered to within the car park;
 - A summary and conclusion.

2 Background Information

Site Location

- 2.1 The site is located on the eastern side of Hambledon Road, within the existing industrial and retail park area located on the northern edge of Waterlooville town centre. **Figure 2.1** shows the site in relation to the local highway network in Waterlooville.

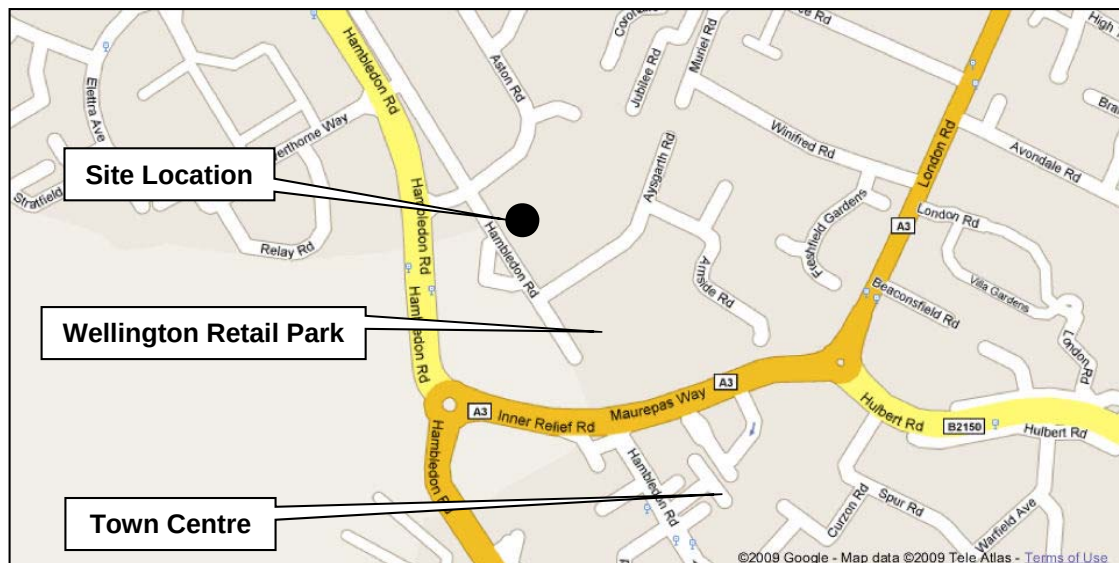


Figure 2.1: Local Site Location

Development Details

- 2.2 The development comprises a new Sainsbury's foodstore with associated parking facilities. The scheme provides a foodstore with a sales floor area of 4,668 sq.m and a gross external floor area (GEA) of 7,745 sq.m.

Parking Provision

- 2.3 The total car parking provision for the store is 438 spaces.
- 2.4 Customer car parking facilities will be provided at the store in the form of 438 spaces, including 22 disabled and 16 parent and child spaces in a surface car park with the store constructed on silts above. A total of four electric car charging parking spaces will be provided in the car park.
- 2.5 Cycle parking facilities for customers will be provided in the form of 24 Sheffield stands for the parking of 48 bicycles, located in a secure area close to the lifts and travellers within a public realm area at the front of the store.

- 2.6 An area for the parking of motorcycles will be provided on the southern side of the car park close to the lobby area of the store.
- 2.7 A drop-off/pick-up point lay-by will be located within the car park close to the lobby area of the store.
- 2.8 Trolley bays will be provided throughout the car park.

3 Car Park Operation, Access and Charges

- 3.1 As stated in section 2, a car park of 438 car parking spaces will be provided for customers of the Sainsbury's foodstore. Four electric car charging parking spaces will be provided. Disabled and parent and child parking spaces will be provided.

Car Park Operation

Management System

- 3.2 The car park will operate as a short stay car park.
- 3.3 The car park will operate with a formal time allowed parking management system with an enforced maximum duration of stay.
- 3.4 Static signage will be displayed within the car park which will clearly display details of the method of enforcement, duration of stay and penalties in operation. Further information and details of enforcement are set out in section 5.

Duration of Stay

- 3.5 There will be an enforced maximum duration of stay of three hours for all users of the car park during the car park's opening hours. The three hour limit is considered sufficient to allow customers to make a trip to the store and undertake a linked trip to the retail park and town centre, whilst restricting the potential for abuse of the car park. Sainsbury's Supermarkets Limited reserves the right to amend the maximum permitted duration of stay in the event that the management objectives are not being successfully met.
- 3.6 The users of the car park will be eligible to park for free for up to three hours. This will apply to all days of the week.
- 3.7 A fixed parking charge for parking over and above the maximum stay of three hours will be set at £60 to discourage longer stay parking.

Electric Car Parking

- 3.8 Four electric car charging spaces will be provided in the car park.

Car Park Access

- 3.9 Vehicular access to and from the car park for customers will be gained via a new mini roundabout junction on Aston Road. Vehicular access for recycling collection vehicles will also be via the mini roundabout on Aston Road.

- 3.10 The service yard will be accessed separately from the customer car park, via Aysgarth Road.

General

- 3.11 As part of the general management of the car park, Sainsbury's colleagues will regularly collect trolleys from within the car park and ensure that they are returned to the dedicated trolley bays within the car park. Upon the closure of the foodstore each night, colleagues will also return trolleys to the trolley bays where they will be secured overnight.

4 Special Needs Parking

Disabled Parking

- 4.1 A total of 22 parking spaces for disabled motorists will be provided in the car park. These spaces will be located, for ease of access, close to the foodstore entrance so that these customers have less distance to travel. A zebra crossing will be provided from the spaces to assist pedestrians in accessing the store entrance.
- 4.2 The disabled parking spaces will be designed for the use of disabled Blue Badge holders only and delineated by the use of white hatching and the appropriate pictogram on the finished car park surface.

Parent and Child Parking

- 4.3 A total of 16 parent and child parking spaces will be provided in the car park. These spaces will be located, for ease of access, close to the foodstore entrance so that these customers have less distance to travel. A zebra crossing will be provided from the spaces to assist pedestrians in accessing the store entrance.
- 4.4 The parent and child parking spaces will share the same dimensions as the disabled spaces and will be delineated by the use of white hatching and the appropriate pictogram on the finished car park surface.
- 4.5 Should demand for disabled spaces exceed the provision, the parent and child spaces can be made available to disabled visitors on such occasions. Disabled drivers will be permitted to park in any parking space providing that they display a valid Blue Badge and adhere to the maximum duration of stay.

5 Enforcement, Signage and Review

Enforcement

- 5.1 Car park attendants will regularly patrol the car park carrying out a customer service function and to monitor and enforce any breaches of conditions of parking.
- 5.2 Attendants will issue a £60 fixed parking charge notice for any breach of the following contraventions:
- Failure to park in a marked parking space;
 - Parking in a disabled parking space without a valid Blue Badge;
 - Contravening parent and child parking space conditions.
- 5.3 A parking charge will be enforced by obtaining the name and address of the vehicle keeper through the Driver and Vehicle Licensing Agency (DVLA) system to which the car park operator will be linked.
- 5.4 Any enforcement will be at the discretion of Sainsbury's Supermarkets Limited or their management company but will be consistent with the overall objective of discouraging long term car parking.

Signage

- 5.5 Signs will be erected at the entrance to and within the car park setting out the terms and conditions of its use. These will be as follows:
- The car park will be for use by customers only with parking limited to a three hour maximum stay;
 - Only Blue Badge holders will be permitted to park in the disabled parking spaces;
 - Only parents with young children will be permitted to park in the parent and child parking spaces;
 - Parking will only be permitted within the marked parking spaces;
 - No return within one hours.
- 5.6 Additional static signage will be provided in the south eastern corner of the car park adjacent the service road which will clearly indicate the road as a no through route with service access only permitted.
- 5.7 All users of the car park will be expected to adhere to the terms and conditions on admittance and the car park will be patrolled by or on behalf of Sainsbury's Supermarkets Limited to ensure such adherence.

Review

- 5.8 The car park management system will become operational at store opening and be subject to an initial review after one month and thereafter, on an annual basis.
- 5.9 Should it subsequently become apparent that the management objectives are not being successfully met then an interim review will be undertaken. All reviews will consider alternative car park management including the level of penalties and maximum duration of stay in operation and the introduction of charging.
- 5.10 It is proposed that, should any adjustment be made to the car park management system at any stage, the system should be reviewed after the adjustments have been made. Thereafter, the management of the car park will be reviewed at any time that is necessary to ensure that the management objectives are met.
- 5.11 Reviews of the car park operation will be made in conjunction with the Local Authority as required if deemed necessary to ensure the efficient operation of the car park.

6 Security

CCTV

- 6.1 The car park will be monitored by the car park attendants, with CCTV offering 24 hour surveillance.

7 Summary and Conclusions

- 7.1 Mayer Brown Limited has prepared this Car Park Management Plan on behalf of Sainsbury's Supermarkets Limited in connection with the new Sainsbury's foodstore and associated car park at Hambledon Road in Waterlooville, Hampshire. This Car Park Management Plan provides an explanation of the operational and design aspects of the car park which will serve customers to the Sainsbury's foodstore. It also provides details of the car park management system that will be implemented within the car park upon opening of the store.
- 7.2 The objective of the management system is to manage the car park with the primary objective of providing short stay car parking for customers of the Sainsbury's foodstore, for the parking of private light motor vehicles, in accordance with the relevant industry best practice. Furthermore, the management system will be implemented in order to deter abuse of the car park.
- 7.3 In summary, this Plan sets out the following:
- The surface car park will provide short stay parking for customers of the Sainsbury's foodstore;
 - A total of 438 car parking spaces will be provided in the car park for customers, including 22 disabled spaces, 16 parent and child spaces and four electric car charging parking spaces;
 - The car park will be open during the store's opening hours (opening 30 minutes before and closing 30 minutes after the store trading hours);
 - The car park will operate with a formal time allowed parking management system;
 - The users of the car park will be eligible to park for free up to the maximum permitted duration of stay of three hours;
 - Reviews of the car park operation will be made in conjunction with the Local Authority as required if deemed necessary to ensure the efficient operation of the car park;
 - The car park will be patrolled by or on behalf of Sainsbury's Supermarkets Limited to ensure adherence to the parking regulations.

