



## **VARIABLE MESSAGE SIGNS TOWN CENTRE CAR PARKS**

**LOCAL COMMITTEE FOR WOKING  
19 JANUARY 2005**

### **KEY ISSUE:**

To receive a proposal to introduce 6 no. variable message signs (VMS) around the town centre core to assist road space management and car park efficiency

### **SUMMARY:**

Following Woking Borough Council's (WBC) resolution to recommend approval to the new County Hall development on the Brewery Road car park site discussions have taken place between SCC and WBC regarding the installation and operation of VMS.

This will aid the management of traffic around the town centre and maximise efficient use of car parking availability. It is proposed that the system be installed by April 2005 before Brewery Road car park is temporarily shut and sign approval is currently being progressed with

the Department for Transport.

**CONSULTATIONS:**

There has been extensive consultation between SCC and WBC regarding the signage infrastructure and the operational management of the system. SCC officers have consulted with DfT with regard to the acceptability of the proposed signage and also discussed the proposal with the relevant Divisional Members.

**OFFICER RECOMMENDATIONS:**

**The Committee is asked:**

- a) To agree the proposal to install variable message signs around the town to indicate car park availability and that this be implemented by April 2005, and**
  
- b) To note that SCC funding for the project is on a 50:50 partnership basis with WBC and will be from a central improvement fund.**

## **INTRODUCTION AND BACKGROUND**

1. Following the Planning meeting at which Woking Borough Council agreed the application for County Hall and at which the proposal for car park signage was raised Ray Morgan of WBC wrote to various parties at Surrey County Council. The concept was supported by the Local Committee Chairman and officers considered the various aspects of the project. A key issue related to timescale in that the ideal situation would be for the variable message signs denoting the car park space availability to be operational prior to the temporary closure of Brewery Road car park.

## **ANALYSIS AND COMMENTARY**

2. An initial review was undertaken by SCC Traffic Systems Group based on recent experience in Guildford to ascertain the aspects that the project would cover and determine the critical elements.
3. An initial meeting was held on 27 August 2004 between the Local Transportation Director and representatives from WBC to consider the way forward. A Project Team was subsequently established with representatives from both Authorities led by Chris Fairhead on behalf of SCC and Tony Cliff for WBC.
4. The proposal recommends the following locations for the car park signs:
  - A320 Guildford Road (replace existing)
  - A320 Chertsey Road (replace existing)
  - A3046 Chobham Road (replace existing)
  - A324 Lockfield Drive (replace existing)
  - Brewery Road (new sign)
  - Oriental Road (new sign)

Appendix 1 includes the details for each sign location.

5. Each sign will show the availability of car park spaces in various town centre car parks relevant to the sign location.

6. It is anticipated that SCC will be responsible for all signage located on the highway whilst WBC will be responsible for all equipment off highway associated with the car parks. Operational management and future maintenance responsibilities will be similarly shared.
7. The implementation of this proposal will assist the management of congestion locally and should reduce journey time to the appropriate car park space. Road space management will be enhanced as the information will be available to the Network Management Centre who will have an overview of the network through various strands of available information.

### **FINANCIAL IMPLICATIONS**

8. The current budget estimate for the scheme is £300,000 and it has been provisionally agreed that the costs of the project will be split 50:50 between SCC and WBC as highlighted in the WBC Executive report dated 30 September 2004 (Agenda item 14). This states, within the Executive Summary, that "It is proposed that this cost will be split 50/50 with the County Council". The Executive Recommendation states that "Officers be authorised to implement a scheme of Advance Availability signage for town centre car parks with the Councils contribution being met from the Investment Programme".

The SCC funds for this project will be drawn from the centrally held sum that is available for improvement measures in Woking as highlighted in a report to SCC Executive dated 17 February 2004 (Item 10).

### **OTHER IMPLICATIONS**

9. There are no specific Sustainable Development, Crime and Disorder or Equalities implications regarding the programme in general.

## **CONCLUSIONS AND REASONS FOR RECOMMENDATIONS**

10. Future road space management and the local economy of the town together with the addition of new business locally, including County Hall has acted as a catalyst to implement this proposal at this time. The installation of signage indicating car park space availability will help improve the efficiency of the car parks, the use of road space and generally improve the level of service across the town with regard to car parking and general use of the highway.

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**BACKGROUND PAPERS: SCC Executive Report Surrey Local Transport Plan 2001-2006: Settlement 2004-05, 17 February 2004**

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**APPENDIX 1**

**Car park sign proposals**

## Appendix 1

### VARIABLE MESSAGE SIGNS

#### Existing Locations where signs will be replaced:

- |        |   |
|--------|---|
| Sign 1 | A320 from Guildford – sign on central island just after junction with York Road                       |
| Sign 2 | A320 from Chertsey – sign on nearside just before the canal bridge prior to the Brookhouse roundabout |
| Sign 3 | A3046 Chobham Road – sign on nearside of road by Wheatsheaf Common                                    |
| Sign 4 | A324 Lockfield Drive – sign on offside of the road between Arthur’s Bridge Road and Victoria Way      |

#### New Sign Locations:

- |        |  |
|--------|--|
| Sign 5 | Brewery Road - sign on offside to be located adjacent to Horsell Moor between the junction of Horsell Park and Brewery Road car park |
| Sign 6 | Oriental Road junction – sign to be located adjacent to Lion Retail Park   |