

COURTYARD BY MARRIOTT HOTEL
1 NOBEL DRIVE, HEATHROW
LONDON BOROUGH OF HILLINGDON



DISCHARGE OF PLANNING CONDITION 12
(CAR PARKING MANAGEMENT STRATEGY)

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The Cunningham Consultancy Limited
147 Billy Lows Lane
Potters Bar
Hertfordshire EN6 1UY



1. INTRODUCTION AND BACKGROUND

Planning permission 46214/APP/2016/2397 was granted on 16th August 2016 for:

Variation of condition 2 (Approved Plans) of planning permission ref. 46214/APP/2014/2827 dated 28-08-2015: Conversion and extension of existing office building to form a 200 bedroom hotel with banqueting suite, conference facilities, and rooftop restaurant, including a seven-storey extension to rear, a three storey addition at roof level, and single-storey side extension, together with the creation of a new vehicle access, and alterations to car parking and landscaping.

There were a number of Planning Conditions attached to the Planning Permission. A S106 Agreement was also signed which set out a number of requirements that needed to be satisfied as part of the implementation of the Planning Permission.

The report seeks to provide sufficient information to allow the following Planning Condition to be discharged

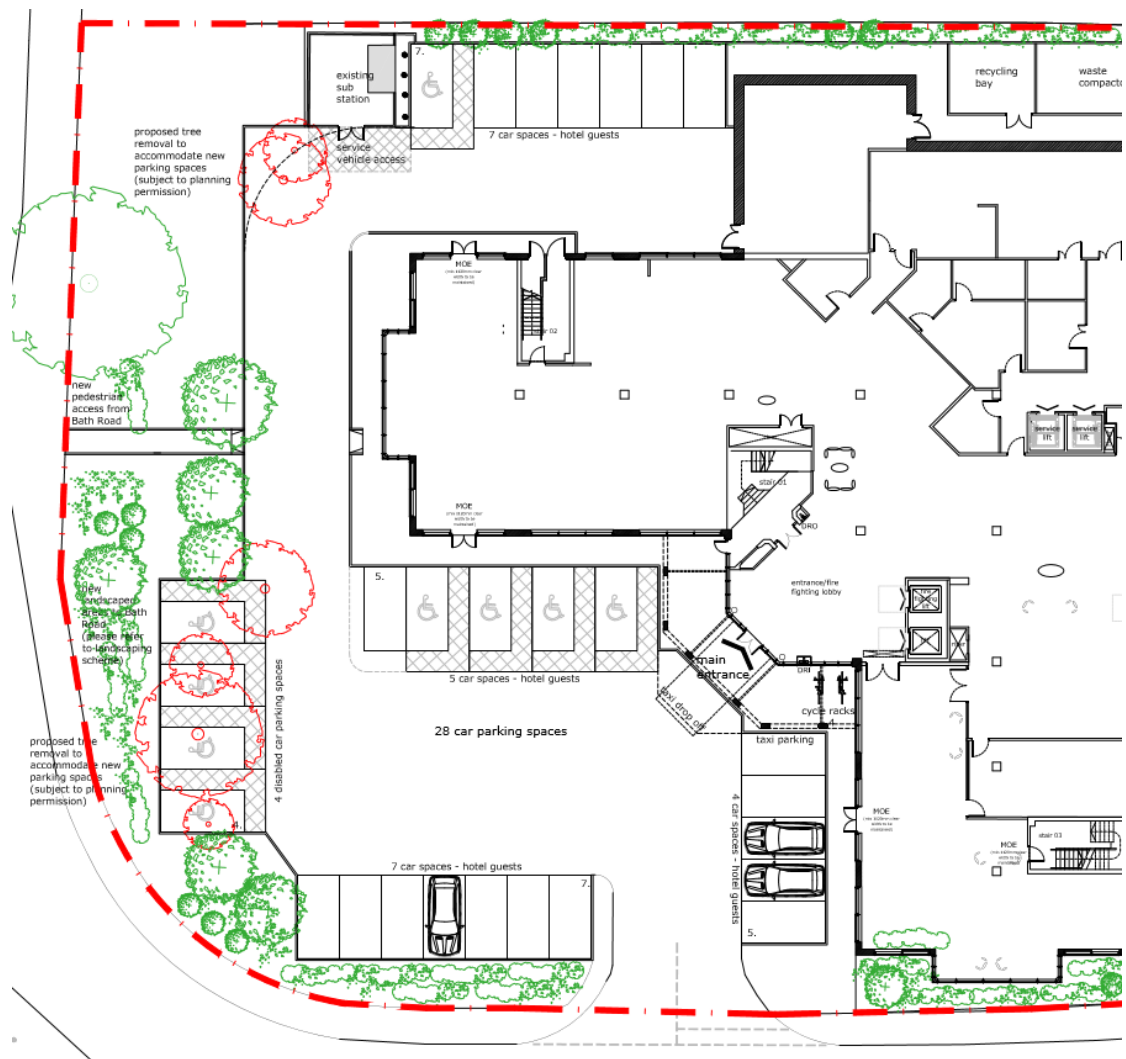
Planning condition 12

The car parking facilities provided at the hotel shall be used by hotel guests and conference/ banqueting facilities visitors only and strictly for the duration of their stay at the hotel. Prior to occupation of the hotel, a car parking management strategy shall be submitted to demonstrate how this will be managed and to ensure the efficient operation of the car park, especially at peak demand periods. The approved strategy shall be implemented as soon as the hotel is brought into use and the strategy shall remain in place thereafter. Any changes to the strategy shall be agreed in writing by the Local Planning Authority.

REASON To ensure suitable parking provision is provided on the site, in accordance with policies AM2 and AM7 of the Hillingdon Local Plan: Part Two Saved UDP Policies (November 2012) and Chapter 6 of the London Plan (March 2016).

It is noted that Nobel Drive is located within a Controlled Parking Zone with restrictions in place Monday to Saturday 9am to 5pm, though kerbside space outside of parking bays are controlled with double yellow lines.

The hotel has a total of 91 car parking spaces in accordance with Planning permission 46214/APP/2016/2397. The car parking provision is set out in two distinct areas. The first car parking area is located to the front of the hotel and is served by an access (both entrance/exit) off Nobel Drive; this access is the same as the access to the previous office building on the site. A total of 28 car parking spaces are located within this area. These comprise of 9 disabled spaces, 1 taxi space and 18 hotel guest spaces. The central area in front of the hotel can also be used for limited taxi drop-off and pick up. The layout of this car parking area is shown in the plan below.



The second car parking area is located to the rear of the hotel. Access to this car parking area is located further along Nobel Drive via a newly constructed crossover. The exit from this car parking area is located on the roundabout further down Nobel Drive (this exit use to be both the entrance and exit from the previous office building). This car parking and drop off area is also the access for coaches and the proposed Hoppa Bus service. This car parking area has a total of 63 spaces which comprise of 44 spaces for hotel guests (10 of which have Electrical Vehicle Charging Points) and 19 spaces allocated for banqueting guests.

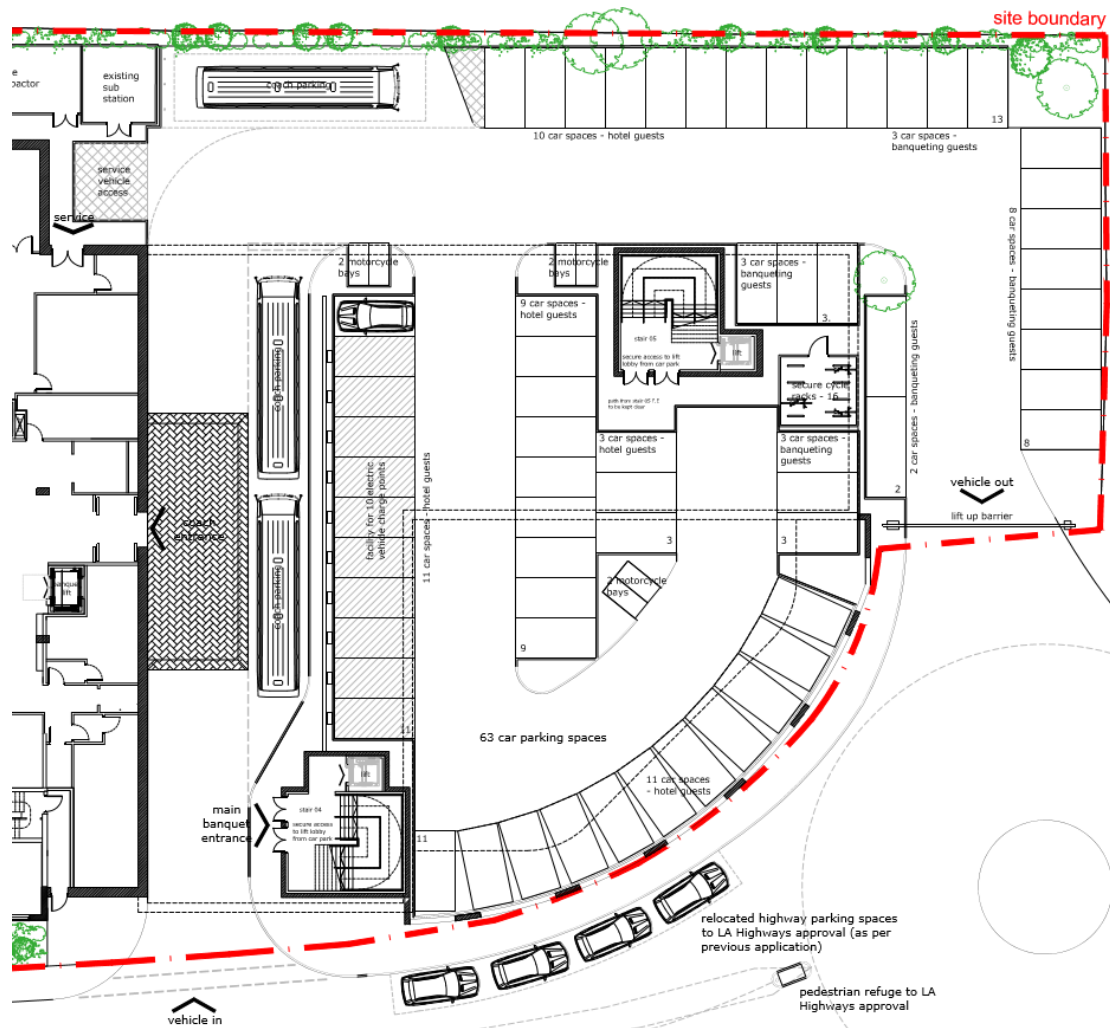
There are 6 motorcycle spaces within this area.

There is spaces allocated to allow 3 coaches to park within the site.

This car parking area will contain the main drop off point for the hotel.

A barrier has been provided at the exit to the car park to reinforce the one-way nature of the traffic flow.

The plan below shows the parking layout in this section of the hotel.



2. PARKING MANAGEMENT STRATEGY

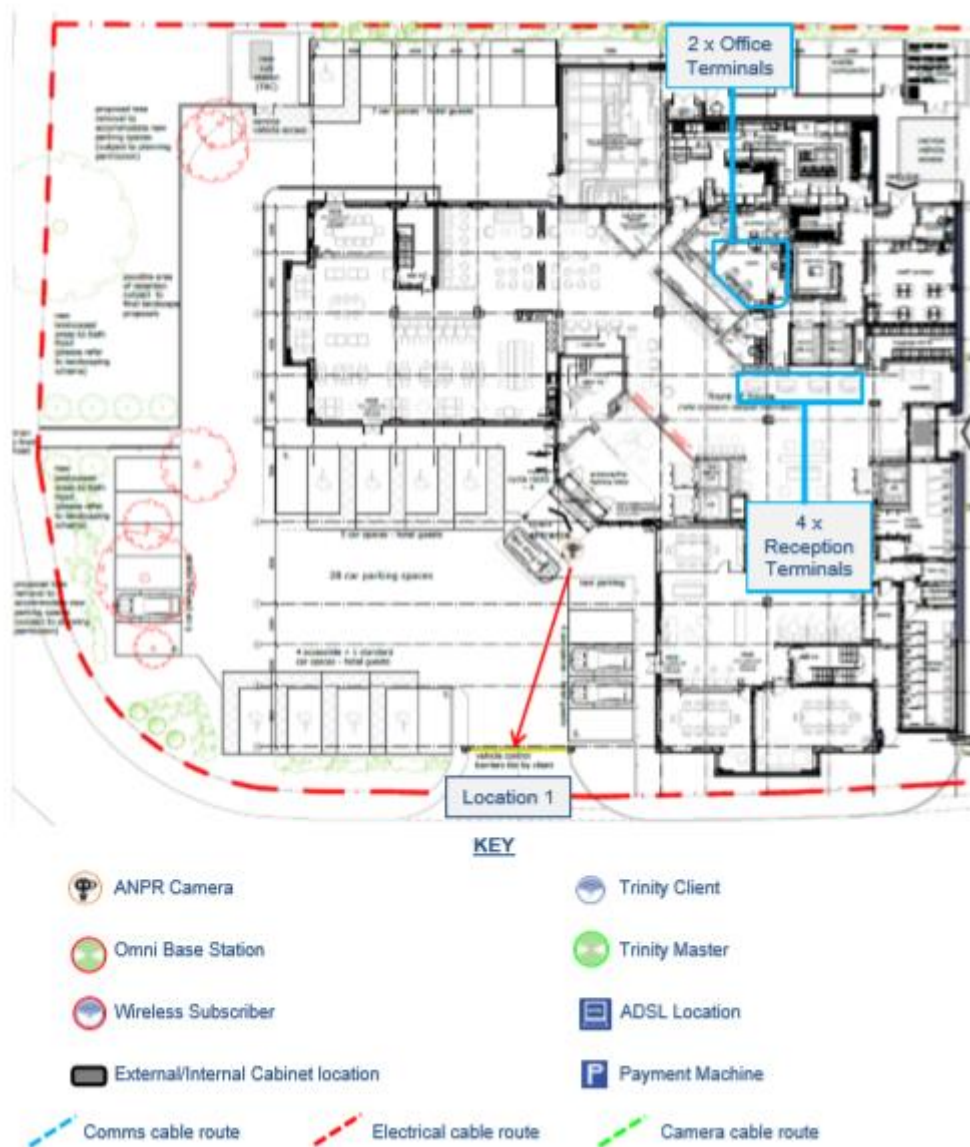
Parking Eye will be engaged to manage the parking management system. Parking Eye are a well established nationwide company that manage over 3500 locations and employ over 300 staff. They are members of the British Parking Association. They have extensive experience in working with a range of hotel groups, including Hilton, Best Western, Premier Inn, Ibis and 18 Marriott branded hotel. Locally Parking Eye manages seven hotels on The Bath Road (A4) comprising of:

Heathrow Point West
 Sheraton Skyline
 Holiday Inn Heathrow
 Leonardo Hotel Heathrow
 London Heathrow Marriott Hotel
 Park Lane by Radisson
 Ibis Styles London Heathrow Airport

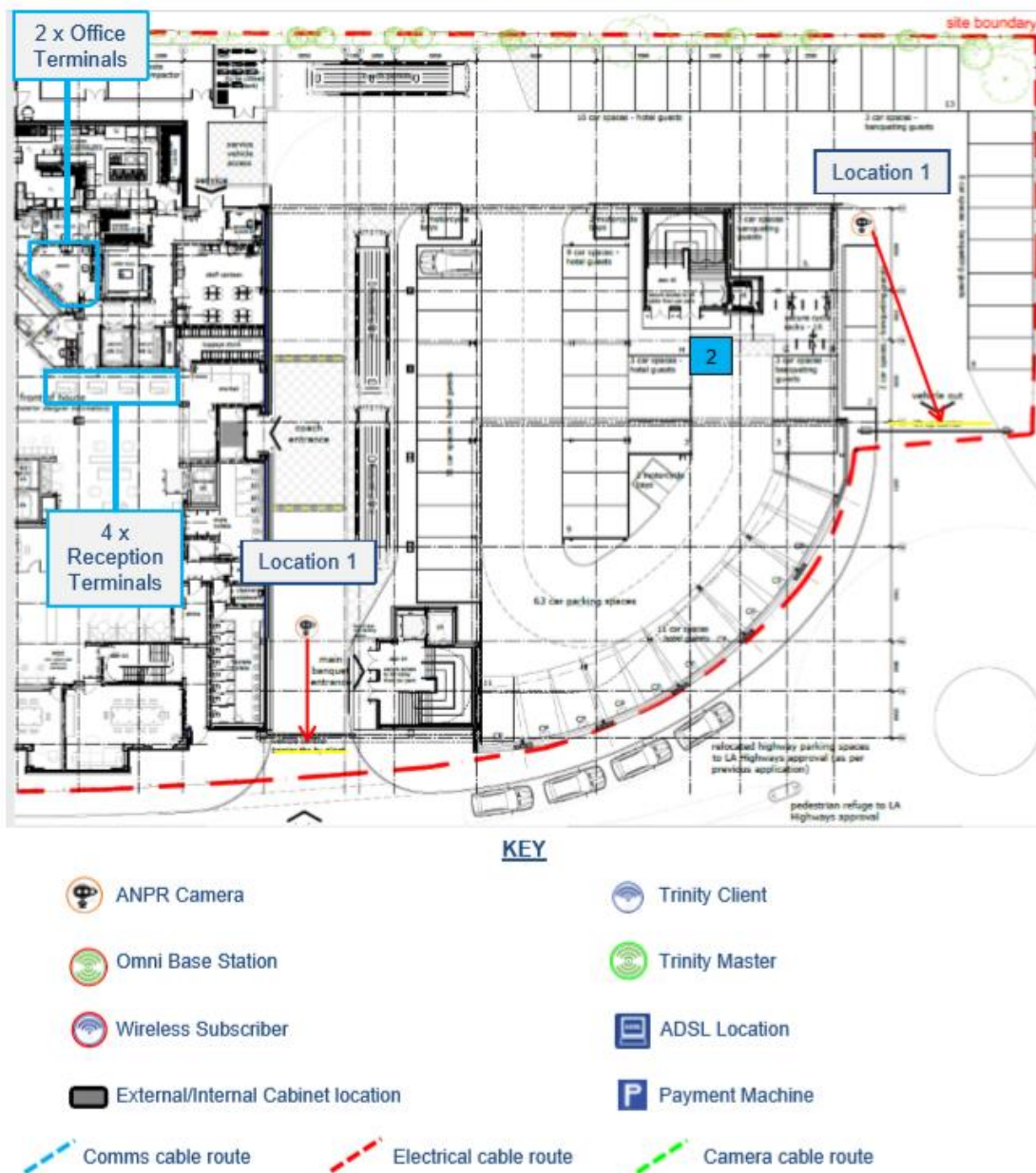
The parking management strategy will be based on a booking system and ANPR. Guests will need to book a car parking space when they reserve their room. The guests will need to provide the registration number as part of this booking process.

The system at the Courtyard by Marriott hotel will comprise of 3 ANPR cameras, 2 Pay and Display machines (card only) and Pay by Phone. The locations of machines and cameras are shown below.

Aerial Overview of the Installation and Equipment Locations



Aerial Overview of the Installation and Equipment Locations



A parking tariff has been set to discourage the use of trips by car and account has also been taken of the experience and charges at other nearby hotels.

Up to 1 hour	£5
Up to 2 hours	£7
Up to 3 hours	£10
Up to 4 hours	£13
Up to 8 hours	£15
Up to 12 hours	£20
Up to 24 hours	£30

Residents will be charged £15 for every 24 hours.

Charges will be reviewed on a regular basis and used as a parking restraint mechanism.

Guests will be encourage not to use their cars where possible, particularly in light of the restrictive parking standards at the hotel. The hotel's Travel Plan will play a key role in reducing travel to the hotel by car. Guests will be encouraged to travel by public transport and the use of the free hoppla bus service to and from the hotel and the airport terminals.

Parking will not be provided for hotel staff and it is envisaged that most will be relatively local employees that will be able to walk, cycle or use public transport to get to work. Exceptions would be made for staff that have disability issues requiring the use of a car to travel to and from work.

As part of the hotel's Travel Plan, it may be necessary to increase parking charges for residents to park overnight in order to reduce demand for parking in order to match the limited provision. This will need to be reviewed on an on-going basis to ensure parking demand does not exceed the supply.

Guests will be allocated specific spaces when booking their reservations and at this point disabled or EVCP spaces can be allocated where required.

A similar control methodology will be used for the banqueting facilities. As stated above there are 19 spaces for the banqueting use which is a restrictive provision. Again, these spaces will need to be booked in advance and will require the registration number of the vehicles. Each banqueting guest space will be allocated a specific space.

For larger banquets it is expected that use will also be made of the hotel for overnight stays and as such some of the hotel spaces would also be made available to those attending the banquet and staying overnight.

At these larger function (based on experience at other local hotels) it is anticipated that significant numbers of banqueting guests will travel by private coach. As mentioned above, there is space on site for up to three coaches. These spaces will need to be reserved in advance. It is anticipated that additional coach parking and car parking will be required at the larger banquets and guests will therefore need to arrange their own parking provision, though the hotel will provide potential options.

For the larger banquets, some further controls are thought likely to be required and additional car parking attendants will be employed to control traffic and prevent obstructive and dangerous parking on site. The barrier at the exit will provide additional control and prevent vehicles travelling in the wrong direction.

It is hoped that enforcement in terms of clamping or parking fines will not be required, though the option is available through Parking Eye if and when required. In the first instance the use of signing would be tried.

The hotels Travel Plan (and marketing strategy) will play a key role in the success of the Parking Management Strategy.