

## CHELMSFORD PARKING VISION ACTION PLAN – MAY 2018

The following actions are proposed to meet the aims of the Car Parking Vision Document January 2018

Ref:	Objective	Action	Outcome needed	Timescale Short-term (up to 2 years) Medium-term (2-5 years) Long-term (5-10 years)
1	<b>Objective: Ensure the appropriate provision, type and location of car parking to support and improve the economic vitality and community functions of Chelmsford City Centre.</b>	Continual review the current demand for daytime and evening parking in the city centre against the supply and look for opportunities to increase capacity for short-stay parking in the city centre whilst still meeting the needs of long-stay users.	Ensure sufficient car parking capacity is provided to support the City's key economic activities	On-going
		Identify opportunities to consolidate existing parking or alternative provision as an integral part of new development and consider provision of new multi storey car parks where appropriate	Investigate the availability of alternative sites  Work with developers to maintain the existing levels of parking in new developments	Medium-term  As required
		Ensure new/expanded car parks are appropriately located to minimise impact on the highway network and help tackle traffic congestion.	Reduce the environmental impact of car parking in existing car parks and new developments	Medium-term

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2	<b>Objective: Encourage and promote sustainable commuter travel options that help reduce traffic congestion and air pollution through additional park &amp; ride sites, new rail station and improved access to the city centre by public transport, cycling and walking.</b>	Undertake a review of all car park tariffs and propose changes to the Director of Sustainable Communities and Cabinet Member for Safer Communities.	Set a level of parking charges to ration parking efficiently to support local business, night time and weekend economies.	Short-term
		Work with Essex County Council to help deliver improvements to cycling, walking and public transport, funded through developer contributions and other funding such as the Chelmsford City Growth Package and Route-based Strategy initiatives	<p>Increase cycle parking provision and provide additional facilities including sheltered parking where possible</p> <p>Ensure where appropriate new developments have cycle parking integrated through the planning process</p> <p>Provide convenient and safe areas for motor cycle parking</p>	Medium
		Work with Essex County Council to Identify potential sites for the third park and ride.	<p>Provide, subject to affordability, a Third Park &amp; Ride facility to the west of the city, providing alternatives to all day commuter parking in the city centre.</p> <p>Identify funding sources</p> <p>Create joint working group</p>	Medium-term

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3	<b>Objective: Improve the quality of parking and information available, ideally through technology.</b>	Pursue opportunities to bring forward technological solutions that will help residents and visitors navigate the city centre and access available car parking to reduce traffic congestion and improve the user experience.	Introduce new technology that will aid real time awareness of available parking spaces such as mobile phone parking apps  Improve existing Variable Message Signs in city centre  Improve signage, access and way – finders to car parks	Short-term
		Provide the necessary infrastructure and incentives for alternatively-fuelled cars, in particular electric vehicles and consider the future impact of driver-less vehicles	Provide a network of electric vehicle charging points in the City car parks. <ul style="list-style-type: none"><li>○ Parkway CP</li><li>○ Fairfield Road CP</li><li>○ Riverside/Waterloo 1</li></ul> (more car parks to follow once suitable sites are identified).  The conversion of existing parking bays to electric vehicle only bays in the city car parks.	Short-term
		Retain 'Park Mark' safer parking accreditation for all city car parks and both park and rides	Undertake regular condition assessment surveys in all car parks	On-going

		Provide safe, good quality car parking, that are well-managed and effectively promoted.	<p>Agree planned maintenance programme as part of Asset Strategy</p> <p>Implement reactive and planned maintenance and minor improvements</p> <p>Identify major improvements requiring capital expenditure</p>		<p>On-going</p> <p>As required</p> <p>As required</p>
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4	<b>Objective: Redevelop suitable car park sites for mixed use development to provide new housing and rationalised public car parking provision</b>	Promote the future mixed-use redevelopment of car parks which are allocated for new housing and rationalised car parking within the new local plan <ul style="list-style-type: none"> <li>○ Baddow Road, including a new bridge into Chelmer Waterside</li> <li>○ Fairfield Road (Civic Centre), to provide both residential and cultural development opportunities</li> <li>○ Rectory Lane</li> <li>○ (East and West) to provide potential student housing</li> <li>○ Rainsford Road (ECC)</li> </ul>	<p>Sites allocated for development within the Pre-Submission Local Plan. Site policies include the requirement for re-provision of parking where necessary.</p> <p>Approve development briefs for car parks allocated for development.</p> <p>Retain high quality car parking facilities</p>	On-going
		Review the Council's car parks portfolio and identify any additional sites for mixed-use development	<p>Review as part of on-going Local Plan reviews and the need to assist with the emerging Housing Implementation Strategy.</p> <p>Identify opportunities to consolidate car parking and release land for regeneration and development purposes.</p> <p>Any new development opportunities will be assessed against the car park capacity baseline.</p>	Long-term