



## **Parking Strategy**

The Design Brief recommends that parking should be removed from The Embankment (between Water Lane and Wharf Lane) and allowed the removal of spaces on the southern ends of Water Lane and Wharf Lane to give the architects scope to suggest partial two way movement. This would be a maximum of 78 spaces.

The Council, acting in its capacity as Highway Authority, has explored how the loss of those specific parking spaces could be mitigated through changes to other parking spaces in the immediate vicinity and in the wider area.

That work is continuing, but it has already generated the following potential opportunities;

- The creation of around 34 brand new parking spaces within Controlled Parking Zone D
- Changing the type of existing car parking spaces close to the site to prioritise resident permit holders. This work suggests that around 67 spaces could be sensibly re-allocated in this way within 250m of the site
- The utilisation of existing surplus off-street car parking (including the car parks at Aragon Road, Holly Road and Flood Lane)
- The introduction of new directional electronic signage at key parts of the town centre to help with wayfinding

All of the of the above measures are considered appropriate and deliverable and therefore the Highway Authority is confident it can readily and sensibly manage the displacement of the 78 Embankment parking spaces. Though it is recognised that the precision of the implementation of changes will be an ongoing conversation with residents and permit holders throughout the design development.

This confidence is on the assumption that the chosen scheme will not re-provide any of the 78 Embankment parking spaces. Whereas in fact all 5 designs accommodate the re-provision of some parking spaces.

Please note that the Design Brief also requires that the new buildings proposed by the architects should be car free, except for a relatively small number of accessible spaces and areas for loading/servicing.