

WHITEHAVEN REGENERATION – CAR PARKING STRATEGY

EXECUTIVE MEMBER: Councillor Cath Giel/ Councillor George Clements
LEAD OFFICER: Steve Smith/ Keith Parker
REPORT AUTHOR: Sherrie Lewthwaite/ Toni Magean

Summary and Recommendation:

The report provides details of the Whitehaven Town Centre Car Parking Strategy as part of the Whitehaven Regeneration Programme.

Members are requested to support the car parking strategy in principle and a range of proposals to take the strategy forward with a further detailed report for consideration at a future executive meeting to review the implementation details

1. INTRODUCTION

- 1.1 The Whitehaven Regeneration Programme is a key element of the Copeland Regeneration Plan. The Car Parking Strategy was highlighted as one of the key high priority projects within the Whitehaven Regeneration Programme with the potential for creating coherent and effective parking in Whitehaven Town Centre. Executive approved funding contribution towards the strategy on 12 06 07. Partner organisations with a particular interest in parking, (West Lakes Renaissance, Cumbria County Council, Copeland Borough Council and Whitehaven Harbour Commissioners) formed the steering group which oversaw the production of the strategy.
- 1.2 JMP Consultants were commissioned by Copeland Borough Council and West Lakes Renaissance in September 2007 to undertake a review of car parking behaviour in the town centre of Whitehaven and to provide advice with regard to delivering sustainable car parking services in the future. The brief was to provide advice in relation to the following:
- a) Existing provision and usage of public off-street, public on-street and Private Non-Residential (PNR) parking in the town centre;
 - b) Analysis of the level of illegal parking that occurs in the town centre;
 - c) The objectives for providing car parking services in the future set in the context of key stakeholder requirements
 - d) Identification of 4 options to delivery a strategy in the future and progress the preferred option as a final strategy.

2. ARGUMENT

- 2.1 On 18th January 2008, JMP and members of the client group held a workshop to allow key stakeholders in the local area to express an interest in the study and offer opinions and ideas with regard to how the strategy should be taken forward. In addition to representatives from Copeland Borough Council, Cumbria County Council and West Lakes Renaissance, local councillors, police officers and staff from APCOA, who manage 6 car parks on behalf of Whitehaven Harbour Commissioners also attended. A representative of Capita (contractors to Cumbria Council County) also attended the workshop to provide related information from the Traffic Management study which they are undertaking in Whitehaven. Ideas from this workshop were taken into account and influenced the strategy where applicable.
- 2.2 Whitehaven Harbour Commissioners Board have already considered the Car Parking Strategy and on 15.09.08 Cumbria County Council Local Area Committee are also being asked to support in principle the recommendations of the study subject to compliance with County Council approved policies and pending further detailed consideration at a future meeting.

A full copy of the Car Parking strategy report is available in the Members Room.

- 2.3 Subject to Executive Members supporting the principles of the strategy further work is required to:
- Carry out appropriate consultation on the strategy document
 - On-site testing of the options
 - Financial implications of the options

A report to Executive will report on the matters and recommend a preferred way forward.

3. OPTIONS TO BE CONSIDERED

- 3.1 Five options have been identified in terms of taking forward sustainable parking services in the future, including a nothing option. There is significant existing capacity available in Whitehaven and parking facilities operate efficiently on the whole, the options presented are a series of stages dealing with the possible scenarios which may arise in the future. The final strategy report considers these in more detail.

3.2 Option 0 – Do Nothing

The Do Nothing option looks at the implications of not implementing measures with regard to parking usage and behaviour but does consider future demand in 2018 for the town centre.

3.3 Option 1 – Do minimum

Under option 1 it is proposed that the existing provision of parking in Whitehaven would remain the same, however the short and long term classification of the car parks would be altered in order to provide an inner cordon of short stay parking and an outer cordon of long stay parking which would serve to influence parking behaviour in a more logical way than currently exists. The charging structure of the off-street car parks would also be changed to provide consistency across all the town's car parks and to encourage the use of appropriate car parks for various parking purposes for example short stay parking in the inner cordon and long stay parking in the outer cordon.

Under this option there could also be changes to the on-street provision through the introduction of a revised Controlled Parking Zone (CPZ). This would aim to introduce a pricing structure for public on-street parking in the town. It would also allocate parking spaces to residents within the area to ensure residents have proper access to parking spaces.

3.4 Option 2: Reduction in Off-Street Provision

Option 2 builds upon option 1 in the context of future regeneration proposals for Whitehaven. Consideration is given to the impact of a reduction in off-street parking provision as a result of various proposed developments in the Local Plan. It will also consider the need for additional parking provision in the future, over and above that required for allocated development in the town.

3.5 Option 3: Reduction in On-Street Provision

Option 3 considers the impact of reducing on-street provision on Lowther Street and Duke Street as a result of the implementation of traffic management measures proposed by Capita and Cumbria County Council. Further requirements for signage, together with any additional costs are also considered.

3.6 Option 4: Reduction in On and Off Street Provision

This is essentially the final stage of the strategy which considers the implications of the preceding three options being in place. The overall impact on public on and off-street parking is presented.

4. CONCLUSIONS

- 4.1 Car Parking is a critical component for the regeneration of Whitehaven Town Centre. By carrying out the recommendations of the strategy it will improve the experience of all town centre users and would potentially release sites for redevelopment as identified in the Local Plan. The Council is best placed to be working with partners, Cumbria County Council and Whitehaven Harbour Commissioners to create coherent and effective parking in Whitehaven Town Centre.

5. FINANCIAL AND HUMAN RESOURCES IMPLICATIONS (INCLUDING SOURCES OF FINANCE)

- 5.1.1 The Project Management function is to be carried out within the existing Whitehaven Delivery Team (Copeland Borough Council/ West Lakes Renaissance) with support from Copeland Borough Councils Leisure and Environmental Services.
- 5.2 The future executive report will take into full consideration the project costs and potential funding streams to drive forward each stage of the recommendations.
- 5.3 The anticipated costs of this next stage of works for consultations and workshops will be approximately £4,000, this will be taken from existing budgets.

6. IMPACT ON CORPORATE PLAN

- 6.1 2.2.1 Regeneration: Action: Implementation of the Whitehaven Regeneration Programme. Regeneration of Whitehaven – environmental and infrastructure improvements, increased number of businesses, employment, crime prevention, visitor numbers and spend.
- 6.2 2.2.7 Regeneration: Action: maximise external funding, in the context of the achievement of corporate objectives, and within the resources of the Council and partners to deliver. Outcomes external funding secured.

List of Background Documents:

Whitehaven Car Parking Strategy
Whitehaven Regeneration Implementation Plan
Whitehaven Town Centre Task Group Minutes
Whitehaven Regeneration Steering Group Minutes

List of Consultees: Corporate Team, Cllr Mrs C Giel, Cllr T Knowles, Cllr G Clements, Toni Magean, Keith Parker, Sayon Yaidoo, Steve Smith

CHECKLIST FOR DEALING WITH KEY ISSUES

Please confirm against the issue if the key issues below have been addressed. This can be by either a short narrative or quoting the paragraph number in the report in which it has been covered.

Impact on Crime and Disorder	None
Impact on Sustainability	None
Impact on Rural Proofing	None
Health and Safety Implications	None
Impact on Equality and Diversity Issues	None
Children and Young Persons Implications	None
Human Rights Act Implications	None
Section 151 Officer Comments	
Monitoring Officer Comments	

Please say if this report will require the making of a key decision: YES