



Basildon Parking Capacity and Intervention Study

Basildon Council
BASILDON • BILLERICAY • WICKFORD

REPORT

Final Report

Basildon Parking Capacity and Intervention Study

REPORT

Final Report

JMP Consultants Ltd
 27-32 Old Jewry
 London
 EC2R 8DQ
 T 020 3714 4400 F 020 3714 4404 E london@jmp.co.uk

www.jmp.co.uk
 forwardthinking@jmp.co.uk
 facebook.com/jmp.consultants
 twitter.com/#!/_jmp
 linkedin.com/company/jmp consulting

Report Record

Job No.	Report No.	Issue No.	Prepared	Verified	Approved	Status	Date
ST16344	1	4	KK/GR/AS	JB	JB	FINAL	26/05/2017

Contents Amendments Record

Issue No.	Revision description	Approved	Status	Date
4	Final v2	JB	FINAL	26/05/2017

Contents

0	EXECUTIVE SUMMARY	1
	Overview	1
	Evidence Base	1
	Challenges and Opportunities	1
	Parking Policy Development	2
1	INTRODUCTION	3
	Study Scope.....	3
	Strategy Report.....	4
2	POLICY REVIEW	6
	Introduction	6
	National policy.....	6
	Regional Policy	7
	Local Policy.....	9
3	LAND USE AND IMPACTS REVIEW	11
	Introduction	11
	Existing Context	11
	Borough-Wide.....	12
	Basildon	13
	Other Town Centres.....	16
	TEMPRO Growth Factors	18
	Summary of growth.....	21
4	PARKING AUDIT	22
	Introduction	22
	Audit Process.....	22
	Basildon Car Park Audit.....	23
	Billericay Car Park Audit	38
	Laindon Car Park Audit.....	45
	Pitsea Car Park Audits.....	54
	Wickford Car Park Audits.....	62

	On-Street	73
	A127 Employment Corridor.....	74
5	CURRENT PARKING DEMAND	82
	Introduction	82
	Basildon Demand.....	82
	Billericay.....	86
	Laindon	87
	Pitsea	88
	Wickford.....	89
	A127 Employment Corridor.....	90
6	CURRENT AND FUTURE CAPACITY UTILISATION	91
	Introduction	91
	Basildon Occupancy Levels.....	92
	Billericay Occupancy Levels	93
	Laindon Occupancy Levels.....	94
	Pitsea Occupancy Levels.....	95
	Wickford Occupancy Levels.....	96
	A127 Employment Corridor Occupancy Levels	97
7	CHALLENGES AND OPPORTUNITIES	98
	Introduction.....	98
	Parking Provision	98
	Demand and Capacity Utilisation.....	99
	Key Challenges and Opporunities	100
8	OPTION DEVELOPMENT	101
	Introduction	101
	Overview	101
	Pricing.....	101
	Signage.....	102
	Supply	102
	User Prioritisation.....	103
	Enforcement.....	104
	Marketing and Promotion.....	104

	Sustainable Travel	105
9	POLICY DEVELOPMENT	106
	Developing Parking Policy	106
	Overarching Principles.....	110
10	NON-TECHNICAL SUMMARY	111
	Overview	111
	Policy Review.....	111
	Land Use and Impacts Review	112
	Parking Audit.....	112
	Current and Future Car Park Occupancy	113
	Challenges and Opportunities	114
	Parking Policy Development	114

Tables and Figures

	Table 2.1 Car Parking Standards.....	7
	Table 3.1 Forecast Residential & Employment Growth	12
	Table 3.2 Residential Growth.....	13
	Figure 3.1 TEMPRO Lower Super Outputs Areas for Basildon Borough	18
	Table 3.3 Basildon TEMPRO Factors	19
	Table 3.4 Billericay TEMPRO Factors	19
	Table 3.5 Laindon TEMPRO Factors.....	20
	Table 3.6 Pitsea TEMPRO Factors.....	20
	Table 3.7 Wickford TEMPRO Factors.....	21
	Table 4.1 Car Park Audit Criteria	22
	Figure 4.1 Overview of Basildon Town Centre Car Park Locations	23
	Table 4.2 Main Off-street Car Parks, Basildon Town Centre	23
	Table 4.3 Car Park Audit Data – Basildon - Towngate	24
	Figure 4.2 Basildon - Towngate Car Park.....	24
	Table 4.4 Car Park Audit Data – Basildon - Great Oaks Multi-Storey	25
	Figure 4.3 Basildon - Great Oaks Multi-Storey	25
	Table 4.5 Car Park Audit Data – Basildon - Great Oaks Surface	26
	Figure 4.4 Basildon - Great Oaks Surface	26

Table 4.6 Car Park Audit Data – Basildon - Staples	27
Figure 4.5 Basildon - Staples	27
Table 4.7 Car Park Audit Data – Basildon - Toys R Us	28
Figure 4.6 Basildon - Toys R Us	28
Table 4.8 Car Park Audit Data – Basildon - Asda	29
Figure 4.7 Asda Car Park	29
Table 4.9 Car Park Audit Data – Basildon - Eastgate	30
Figure 4.8 Basildon - Eastgate Car Park	30
Table 4.10 Car Park Audit Data – Basildon - Market Square	31
Figure 4.9 Basildon - Market Square	31
Table 4.11 Car Park Audit Data – Basildon - Westgate	32
Figure 4.10 Basildon - Westgate Car Parking.....	32
Table 4.12 Car Park Audit Data – Basildon - Times Square.....	33
Table 4.13 Car Park Audit Data – Basildon - Ashdon Way.....	34
Figure 4.11 Basildon - Ashdon Way Car Park	34
Table 4.14 Car Park Audit Data – Basildon - Cherrydown.....	35
Figure 4.12 Basildon - Cherrydown Car Park	35
Table 4.15 Car Park Audit Data – Basildon - Station Way.....	36
Figure 4.13 Station Way Car Park	36
Table 4.16 Car Park Audit Data – Basildon - Clay Hill Road	37
Figure 4.14 Basildon - Clay Hill Road	37
Figure 4.15 Overview of Billericay Town Centre Car Park Locations	38
Table 4.17 Main Off-street Car Parks, Billericay Town Centre	38
Table 4.18 Car Park Audit Data – Billericay - Lake Meadows	39
Figure 4.16 Billericay - Lake Meadows Swimming Baths	39
Table 4.19 Car Park Audit Data – Billericay - Radford Crescent	40
Figure 4.17 Billericay - Radford Crescent	40
Table 4.20 Car Park Audit Data – Billericay - Rail Station	41
Figure 4.18 Billericay - Rail Station	41
Table 4.21 Car Park Audit Data – High Street	42
Figure 4.19 Billericay - High Street	42
Table 4.22 Car Park Audit Data – Billericay – Somerfield (Poundland)	43
Figure 4.20 Billericay – Somerfield (Poundland) Car Park	43
Table 4.23 Car Park Audit Data – Billericay - Waitrose	44
Figure 4.21 Waitrose Car Park	44

Figure 4.22 Overview of Laindon Town Centre Car Park Locations.....	45
Table 4.24 Main Off-street Car Parks, Laindon Town Centre.....	45
Table 4.25 Car Park Audit Data – Lidl	46
Figure 4.23 Laindon – Lidl Car Park	46
Table 4.26 Car Park Audit Data – Laindon - Co-Op	47
Figure 4.24 Laindon - Co-op Car Park.....	47
Table 4.27 Car Park Audit Data – Laindon - Laindon Health Centre	48
Figure 4.25 Laindon - Disabled Parking at Health Centre	48
Table 4.28 Car Park Audit Data – Laindon Library	49
Figure 4.26 Laindon – Library Car Park.....	49
Table 4.29 Car Park Audit Data – Laindon Community Centre (North)	50
Figure 4.27 Laindon Community Centre (North) Car Parking.....	50
Table 4.30 Car Park Audit Data – Laindon Community Centre (South)	51
Table 4.31 Car Park Audit Data – Laindon - BCP.....	52
Figure 4.28 Laindon - BGP (near Station) Car Park	52
Table 4.32 Car Park Audit Data – Laindon – Rail Station.....	53
Figure 4.29 Laindon Network Rail Car Park	53
Figure 4.30 Overview of Pitsea Town Centre Car Park Locations.....	54
Table 4.33 Main Off-street Car Parks, Pitsea Town Centre.....	54
Table 4.34 Car Park Audit Data – Pitsea - Aldi.....	55
Figure 4.31 Pitsea - Aldi Car Park	55
Table 4.35 Car Park Audit Data – Pitsea - High Road.....	56
Figure 4.32 Pitsea - High Road Car Park	56
Table 4.36 Car Park Audit Data – Pitsea - Retail Park	57
Figure 4.33 Pitsea - Retail Park Car Park.....	57
Table 4.37 Car Park Audit Data – Pitsea - Tesco (Main).....	58
Figure 4.34 Pitsea - Tesco (Main) Car Park	58
Table 4.38 Car Park Audit Data – Pitsea - Tesco (Side)	59
Figure 4.35 Pitsea - Tesco (Side) Car Park	59
Table 4.39 Car Park Audit Data – Pitsea – Rail Station.....	60
Figure 4.36 Pitsea – Rail Station Car Park	60
Table 4.40 Car Park Audit Data – Pitsea - Network Rail	61
Figure 4.37 Pitsea – Network Rail Station Car Park.....	61
Figure 4.38 Overview of Wickford Town Centre Car Park Locations.....	62
Table 4.41 Main Off-street Car Parks, Wickford Town Centre.....	62

Table 4.42 Car Park Audit Data – Wickford Network Rail Station	63
Figure 4.39 Wickford Network Rail Station Car Park	63
Table 4.43 Car Park Audit Data – Wickford Rail Station (private)	64
Figure 4.40 Wickford Rail Station (private)	64
Table 4.44 Car Park Audit Data – Wickford - Aldi	65
Figure 4.41 Wickford - Aldi Car Park	65
Table 4.45 Car Park Audit Data – Wickford - Willows Station (South).....	66
Table 4.46 Car Park Audit Data – Wickford - Willows Library	67
Figure 4.42 Wickford - The Willows - Library Car Park	67
Table 4.47 Car Park Audit Data – Wickford - Swimming Pool	68
Figure 4.43 Wickford - Swimming Pool Car Park.....	68
Table 4.48 Car Park Audit Data – Wickford - Main Car Park	69
Figure 4.44 Wickford - Main Car Park.....	69
Table 4.49 Car Park Audit Data – Wickford - Co-Op	70
Figure 4.45 Wickford - Co-Op Car Park	70
Table 4.50 Car Park Audit Data – Wickford - Christ Church	71
Figure 4.46 Wickford - Christ Church Car Park	71
Table 4.51 Car Park Audit Data – Wickford - Ladygate	72
Figure 4.47 Wickford - Ladygate Car Park.....	72
Figure 4.48 Overview of A127 employment Area	74
Figure 4.49 A127 Employment Area - Luckyn Lane – Area 4.....	75
Figure 4.50 A127 Employment Area - Festival Way – Area 5	77
Figure 4.51 A127 Employment Area - Paycocke Road – Area 8	78
Figure 4.52 A127 Employment Area - Cricketers Way – Area 9.....	79
Figure 4.53 A127 Employment Area - Repton Close – Area 10	80
Table 5.1 Summary of Average and Maximum Car Park Demand – Basildon	83
Figure 5.1 Overall Demand – Basildon Data (Weekday)	84
Figure 5.2 Overall Demand – Basildon Data (Saturday).....	84
Figure 5.3 Overall Duration of Stay Data – Basildon (Weekday)	85
Figure 5.4 Overall Duration of Stay Data – Basildon (Saturday)	85
Figure 5.5 Estimated Peak Demand - Billericay	86
Figure 5.6 Estimated Peak Demand - Laindon	87
Figure 5.7 Estimated Peak Demand - Pitsea	88
Figure 5.8 Estimated Peak Demand - Wickford.....	89
Table 6.1 Basildon Town Centre Car Park Utilisations – Current and Future Year (2034) Estimates	92

Table 6.2 Billericay Car Park Utilisations – Current and Future Year (2034) Estimates	93
Table 6.3 Laindon Car Park Utilisations – Current and Future Year (2034) Estimates	94
Table 6.4 Pitsea Car Park Utilisations – Current and Future Year (2034) Estimates	95
Table 6.5 Wickford Car Park Utilisations – Current and Future Year (2034) Estimates	96
Table 6.6 A127 Employment Corridor Car Park Demand	97
Table 10.1 Summary of Parking Provision.....	113

0 Executive Summary

OVERVIEW

- 0.1 JMP Consultants Ltd were appointed by Basildon Council to conduct a Vehicle Parking Capacity and Intervention study, encompassing the borough's five town centres, railway stations and employment areas to, primarily, inform the preparation of the emerging Local Plan.
- 0.2 A key output from the study is the recommendation for planning and regeneration policy in relation to the:
- retention of existing parking provision
 - creation of additional provision
 - intensification of existing provision
 - appropriate Standards for vehicle parking within new development

EVIDENCE BASE

- 0.3 A detailed evidence base has been accumulated, encompassing a policy review, land use and impacts review, a detailed audit of car parking provision, as well as an assessment of current and future car parking demand. The audit data and demand data are combined to produce an overall assessment of current and future car parking occupancy levels.

CHALLENGES AND OPPORTUNITIES

- 0.4 The key challenges and opportunities identified through the analysis process are as follows:

Capacity

- Surplus parking capacity within Basildon Town Centre
- Restricted parking capacity within Billericay Town Centre and, in future years, in Wickford Town Centre
- Insufficient provision of disabled parking bays in Basildon, Billericay and Laindon, and to a lesser degree, Pitsea and Wickford.
- Low levels of provision of parent and child bays in Basildon, Billericay, Laindon and Wickford.
- Restricted parking capacity at rail stations in Billericay, Laindon, Pitsea, and Wickford, (albeit in some cases affected by tariff structures)
- High demand for on-street parking provision in parts of the A127 employment area

Quality, Safety and Security

- Poor quality of parking provision in parts of Laindon and Wickford with the opportunity to improve safety and security
- Ensure on-street parking does not inhibit general traffic movements

Pricing

- A wide range of tariff structures across car parks within individual town centres, resulting from different operators and local car park uses

Access

- Indirect vehicular access to some car parks in Wickford

PARKING POLICY DEVELOPMENT

0.5 The key issues for policy development within each town centre and the A127 corridor are set out below:

Basildon

- Maximising the existing parking assets as part of the wider Masterplan process for the town
- Future provision must match the aspirations of the regeneration proposals within the town centre, albeit without encouraging unnecessary private car use
- Increase the proportion of disabled parking provision

Billericay

- Demand for parking forecast to exceed current available capacity, with potential solutions including:
 - limited opportunities for new car park sites, with any available space in close proximity to the town centre on parkland
 - decking of some car parks would be achievable but potentially not well received locally
 - redevelop car park sites, incorporating additional car parking provision within a large-scale mixed use development
 - prioritise use of the existing capacity and manage overall levels of demand for parking
 - increase level of turnover of car parking spaces
- Increase the proportion of disabled parking provision

Laindon

- Parking capacity for the rail station and the quality of parking provision within the core town centre
- The regeneration programme for the town centre will affect overall demand for parking, depending upon the type and scale of development delivered
- Consider additional car parking capacity around the rail station in the medium to long term
- Increase proportion of disabled parking provision

Pitsea

- Perceived quality of some of the Retail Park car parking under the A13 flyover
- Parking at the Network Rail station is constrained

Wickford

- Not currently considered to be any significant constraints upon capacity, with the possible exception of the railway station
- The spatial location and size of the Main Council car park provides an opportunity to introduce decking to consolidate parking provision and improve the standard

A127 Corridor

- There are a range of pressures for parking provision across the A127 Employment Corridor, with clear locations where employment locations are reliant upon kerbside parking provision.
- On-street parking controls should be periodically reviewed to ensure that kerbside parking does not constrain the flow of traffic
- Parking Standards will have an important role to play in managing levels of employment parking around the area

1 Introduction

STUDY SCOPE

Overview

- 1.1 JMP Consultants Ltd (JMP) were appointed by Basildon Council (the Council) to conduct a Vehicle Parking Capacity and Intervention study. The study encompasses the borough's five town centres, railway stations and employment areas to inform the preparation of the emerging Local Plan, the determination of planning applications and the development of suitable regeneration schemes across the Borough.
- 1.2 The findings of the study will address the 'Promoting Sustainable Transport' requirements of the National Planning Policy Framework (NPPF) and Planning Practice Guidance to ensure existing and future parking facilities are adequately considered for the planning processes and when developing and delivering the Borough's regeneration projects.

Background

- 1.3 The Council has been preparing a consolidated Local Plan, part of which requires the identification of specific sites for development. All of the Borough's five town centres (Basildon, Billericay, Wickford, Pitsea and Laindon) are subject to regeneration proposals that offer the potential for varying degrees of changes in land-use and associated travel behaviour. These changes could impact upon both the supply of parking (in terms of re-development of parking provision) as well as demand for parking, associated with new or changing users.
- 1.4 There is a particular concern relating to New Permitted Development rights, with offices within Basildon and Wickford Town Centres beginning to be converted into residential schemes, without any consideration for parking provision. The Council is keen to understand how these changes of use might impact upon the dynamic of parking availability in these town centres.
- 1.5 Parking at railway stations is also an important issue, with a significant commuter market into London. There is a perception that demand already exceeds formal supply and additional housing growth will only increase this pressure, potentially detrimentally affecting surrounding residential areas.
- 1.6 There is also a significant amount of employment focussed around the A127 Enterprise Corridor, with businesses indicating that there are often considerable parking pressures. Again, any increase, or intensification, of development is likely to exacerbate these issues.
- 1.7 Within the context of the NPPF, the Council has a range of requirements that affect transport and parking that it must take into consideration when developing the Local Plan. This includes promoting opportunities for sustainable travel, taking due account of accessibility when setting parking standards, seeking to improve the quality of parking in town centres, and ensuring that appropriate parking charges are adopted that do not undermine economic vitality. These requirements will influence the way in which parking schemes and policies will need to be developed.
- 1.8 Within this overall background context, the Council wishes to fully understand the current level of parking provision across the Borough in order to inform some of the Local Plan decision-making processes and, importantly, understand what the implication of both Local Plan policies and underlying travel behaviour changes have upon parking capacity utilisation.

Objectives

- 1.9 The objectives for the study can be summarised as follows:
- Audit the amount and condition of parking within each of the five town centres, railway stations and key employment areas
 - Engage with providers to evaluate current levels of demand
 - Evaluate future changes in underlying demand for parking based upon national growth forecasts
 - Evaluate changes in future demand resulting from local land use development
 - Appraise options for provision, management and spatial intervention to accommodate future parking demand
 - Provide recommendations for planning and regeneration policy in relation to the:
 - retention of existing parking provision
 - creation of additional provision
 - intensification of exiting provision
 - appropriate standards for vehicle parking within new development

Outputs

- 1.10 A summary of the key outputs from the study is as follows:
- An appraisal of relevant legislative and policy context
 - Presentation of the car park audit findings, incorporating a clear rationale for the audit process
 - Presentation of potential options for future parking provision
 - Fully-evidenced recommendations for policy interventions for each of the individual town centres

Study Phases

- 1.11 The study has been completed in five phases:
- **Phase 1:** Policy and land-use review
 - **Phase 2:** Parking audit
 - **Phase 3:** Demand assessment
 - **Phase 4:** Capacity assessment
 - **Phase 5:** Development of policy recommendations

STRATEGY REPORT

- 1.12 This report collates the output from Phases 1 to 4 of the study into a core Evidence Base and presents a detailed baseline assessment of car parking across the borough and key issues and opportunities for enhancement. It then sets out the Phase 5 process of developing policy recommendations.
- 1.13 The report is informed by desktop-based research, site audits, ANPR car parking surveys, snap-shot parking occupancy surveys, and information and data provided by the Council. Following this introductory section, the remainder of this Baseline Report is structured as follows:
- **Section 2** presents an overview of relevant national, regional and local policies and strategies that need to be considered when developing parking policy;
 - **Section 3** presents a review of land-use and development proposals across the borough to identify any changes in demand or supply of parking which might take place in the upcoming years;

- **Section 4** provides an in-depth overview of the findings of both the desktop and on-site audits of car parking provision within each of the five town centres, as well as the A127 Employment Corridor;
- **Section 5** sets out the review of current demand for parking within each of the five town centre and the A127 Employment Corridor;
- **Section 6** assesses the potential impact of identified employment and residential growth upon future demand and occupancy levels within the town centre car parks;
- **Section 7** provides an overall summary of challenges and opportunities;
- **Section 8** considers the range of potential measures that could form the basis of parking policy and decision-making; and
- **Section 9** sets out the policy development process.
- **Section 10** provides a non-technical summary

2 Policy Review

INTRODUCTION

- 2.1 In order to establish the context for the provision of car parking across the borough and to understand wider policy requirements that will influence the development of the Parking Strategy, a review of current and emerging policy at a local, regional and national level related to development and transport has been undertaken. The following policy documents have been reviewed:

National Policy

- National Planning Policy Framework (NPPF) (2012).

Regional Policy

- Essex Transport Strategy (2011); and
- Essex Parking Standards (2009).

Local Policy

- Basildon Boroughs Adopted Local Plan (2007)
- Basildon Borough Planning Obligations Strategy SPD (2015)
- Basildon Borough New Local Plan Process (2016)

NATIONAL POLICY

National Planning Policy Framework (NPPF) (2012)

- 2.2 The NPPF was published on 27th March 2012. It came into effect immediately superseding the 2011 draft and all other planning policy guidance (except on waste).
- 2.3 The NPPF sets out the Government's expectations and requirements from the planning system. It is meant as high-level guidance for local councils to use when defining their own personal local and neighbourhood plans. This approach allows the planning system to be tailored to reflect the needs and priorities of individual communities.
- 2.4 At the heart of the NPPF is a presumption in favour of sustainable development, which 'should be seen as a golden thread running through both plan making and decision making.'(para 14). NPPF recognises that transport policies have an important role to play in wider sustainability and health objectives as well as their direct influence on development. It seeks to ensure that the transport system is balanced in favour of sustainable transport modes giving people a real choice about how the travel.
- 2.5 Paragraph 39 of the NPPF sets out the criteria for setting local parking standards. It states that local planning authorities should take into account:
- The accessibility of the development;
 - the type, mix and use of development;
 - the availability of and opportunities for public transport;
 - local car ownership levels; and
 - An overall need to reduce the use of high emission vehicles.
- 2.6 Paragraph 40 states that 'local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate.'

REGIONAL POLICY

Essex County Council Local Transport Plan (June 2011)

- 2.7 The Essex Transport Strategy set out the previous long-term approach for transport in Essex. It sets out the aspirations for improving travel in the county, demonstrating the importance of meeting these aspirations to achieving sustainable long-term economic growth in Essex.
- 2.8 It followed the Essex Local Transport Plan 2006-2011 and provided a wider scope than previous plans, providing a framework for the effective and efficient delivery of all transport services provided by or on behalf of the council.
- 2.9 The Local Plan was accompanied by more detailed plans, identifying specific investment priorities; this included area plans for each of the four planning areas of Essex, which sets out the specific local priorities for achieving the Essex Transport Strategy outcomes.
- 2.10 The Plan included two specific policies relating to transport, land-use planning and promoting sustainable travel choices:
- Policy 2 – Integrated Planning states that transport and land-use planning will be used together to secure new development at the most appropriate and sustainable locations by locating new developments in areas which are accessible to key services, ensuring new developments provide for sustainable transport and effective travel planning and requiring new developments to provide appropriate transport infrastructure in line with the Council’s current development management policies.
- Policy 8 – Promoting Sustainable Travel Choices encourages the use of more sustainable travel by providing infrastructure for sustainable travel, supporting the use of travel plans for new developments and existing work places, schools, and other locations that attract a significant number of people.
- 2.11 The Plan also established that the management of all street based parking across Essex (including parking permits) would be the responsibility of two Essex Parking Partnerships: the South Essex Parking Partnership (between the County Council and Chelmsford Council as the lead council for the area) and the North Essex Parking Partnership (between the County Council and Colchester Council).

Parking Standards – Design and Good Practice (September 2009)

- 2.12 This document highlighted the maximum parking provision for all land uses in Chapter 4 relating specifically to car and cycle parking as well as blue badge provision.
- 2.13 The car parking standards for varying land uses is set out in Table 2.1 Car Parking Standards. This is presented for all land uses.

Table 2.1 Car Parking Standards

Use	Vehicle	Cycle	Disabled
A1 (excluding food stores)	1 space per 20 sqm	1 space per 400 sqm for staff and 1 space per 400 sqm for customers	200 vehicles or less = 3 bays or 6% of total capacity/ Over 200 bays = 4 bays plus 4% of total capacity
A1 (food stores)	1 space per 14 sqm		
A2 Use Class	1 space per 20 sqm	1 space per 100 sqm for staff plus 1 space per 200 sqm for customers	
A3 (excluding transport cafes)	1 space per 5 sqm	1 space per 100 sqm for staff plus 1 space per 100 sqm for customers	

Use	Vehicle	Cycle	Disabled
A3 (Transport cafes)	1 lorry space per 2 sqm	1 space per 100 sqm for staff plus 1 space per 200 sqm for customers	
A4	1 space per 5 sqm	1 space per 100 sqm for staff plus 1 space per 100 sqm for customers	
A5	1 space per 20 sqm	1 space per 100 sqm plus 1 space per 100 sqm for customers	
B1	1 space per 30 sqm	1 space per 100 sqm for staff plus 1 space per 200 sqm for visitors	200 vehicle bays or less = 2 bays or 5% of total capacity, whichever is greater
B2	1 space per 50 sqm	1 space per 250 sqm for staff plus 1 space per 500 sqm for visitors	Over 200 = 6 bays plus 2% of total capacity
B8	1 space per 150 sqm	1 space per 500 sqm for staff plus 1 space per 1000 sqm for visitors	
C1	1 space per bedroom	1 space per 5 staff plus 1 space per 10 bedrooms	200 Vehicles or less = 2 bays of 6% of total capacity Over 200 bays = 4 bays plus 4% of total capacity
C2 Residential Care Home	1 space per full time equivalent staff + 1 visitor space per 3 beds	1 space per 5 staff	Dependant on individual circumstances
C2 Hospital	Case by Case	1 space per 4 staff	
C2a	1 space per full time equivalent staff	1 space per 5 full time staff	200 Vehicles or less = 2 bays of 6% of total capacity Over 200 bays = 4 bays plus 4% of total capacity
C3	1 bedroom = 1 space per dwelling 2+ bedroom = 2 spaces per dwelling	1 secure covered cycle space per dwelling	N/A
D1 Medical Centre	1 space per full time staff + 3 per consulting room	1 space per 4 staff plus 1 space per consulting room	Dependant on individual circumstances
D1 – Creche, child care	1 space per full time staff	1 space per 4 staff plus 1 space per 10 children	1 bay or 5% of total capacity
D1 – Day Care Centre	1 space per full time staff + drop off/pick up facilities	1 space per 4 staff	1 bay or 5% of total capacity, whichever is greater
Education Primary/Secondary	1 space per 15 pupils	1 space per 5 staff plus 1 space per 3 pupils	1 bay or 5% of total capacity
Education further/higher	1 space per 15 students for staff + 1 space per 15 students for student parking	1 space per 5 staff plus 1 space per 3 students	
Art Galleries	1 space per 25 sqm	1 space per 4 staff plus visitor parking	200 Vehicles or less = 2 bays of 6% of total capacity Over 200 bays = 4 bays plus 4% of total capacity
Place of Worship, Libraries	1 space per 10 sqm	1 space per 4 staff plus visitor parking	
D2 – Cinema	1 space per 5 seats	10 spaces plus 1 space per 10 vehicle spaces	
D2 – Other	1 space per 20 sqm	10 spaces plus 1 space per 10 vehicle space	
Sui Generis	Varies depending on specific land use		

LOCAL POLICY

Basildon Borough Adopted Local Plan (2007)

- 2.14 In 2004 the Planning and Compulsory Purchase Act automatically extended the lifespan of all existing local, Unitary and Structure Plans by three years from its enactment to September 2007. Only policies that reflected the principles of the Local Development Framework (LDF) and were consistent with current national policy could qualify for saving.
- 2.15 Policy BAS GB1 draws the boundaries of the Green Belt with reference to the foreseen long term expansion of the built up areas acceptable in the context of the stated purposes of the Green Belt and to the provisions specified in this plan.
- 2.16 Policy BAS E10 states that criteria that will be considered when considering proposal for industrial, business and office developments. It states that adequate car parking should be provided in accordance with the Council's Car Parking Standards at Appendix Three.
- 2.17 The Council's Car Parking standards were not saved in the Local Plan

Basildon Borough Planning Obligations Strategy SPD (2015)

- 2.18 The Planning Obligations Strategy has been formally adopted as a Supplementary Planning Document (SPD). This is now a material consideration in the determination of relevant planning applications within the Basildon Borough.
- 2.19 As the Council is in the process of preparing a Local Plan for the Borough for the period 2011-2034, this documents purpose is to clearly set out the council's approach, policies and procedures in respect of the use of planning obligations. It has been prepared as a Supplementary Planning Document to support Policy 20 of the Basildon Borough Council Core Strategy Revise Preferred Options Report (2013). It will be replaced by the future Supplementary Planning Document (SPD) once the council has an adopted Local Plan and Community Infrastructure Levy (CIL) in place.
- 2.20 The purpose of this strategy was to:
- Aid the smooth functioning of the planning application process by explaining the Council's process and procedures for using planning obligations to local residents, developers and landowners;
 - Clarify, the relationship between planning conditions, planning obligations and the Community infrastructure Levy (CIL);
 - Explain the circumstances under which the Council will collect planning obligations to mitigate the impacts of a development on the Borough's infrastructure;
 - Help ensure the timely provision of environmentally sustainable forms of infrastructure to support growth; and
 - Assist in securing both local and national objectives in respect of the provision of sustainable development in Basildon.
- 2.21 This SPD will replace the Basildon Interim Planning Obligations Policy 2008.
- 2.22 Policy BAS T5 of the 2007 Saved Policies states that:
- "The Council will encourage the improvement of facilities at public transport interchanges, with particular reference to adequate and convenient commuter car parking, secure cycle parking, taxi ranks and bus lay-bys, and manoeuvring areas.

Basildon Draft Local Plan (2016)

- 2.23 Basildon's Draft Local Plan (January 2016) sets the Council's long term vision for the development of the Borough over a 20 year period, covering a period from 2014 to 2034, and details the policies to be employed to help achieve this vision. Work started in December 2014 on a new Local Plan that will provide the planning framework for future growth and development in Basildon.
- 2.24 It outlines land allocations for development and planning policies to guide decisions on the location, scale and type of development and changes in the way land and buildings are used. It also identified areas for protection, such as open space and sites important for wildlife.
- 2.25 The Draft Local Plan was published in January 2016, with an eight week public consultation period that ended in March 2016. It is anticipated that the Local Plan will be submitted to the Planning Inspectorate in spring 2017, before undergoing Examination in Public in Summer 2017. It is anticipated to be adopted in **due course**.

3 Land Use and Impacts Review

INTRODUCTION

- 3.1 In order to assess any potential changes to parking demand or supply which may occur across the borough in future years, a review of current and emerging development policy and proposal documents for Basildon has been undertaken to identify forecast development proposals across the five town centres, as well as the borough more widely.

EXISTING CONTEXT

Basildon

- 3.2 Basildon is the largest town and the main retail centre of the Borough. It has a population of approximately 44,000. Basildon has lots of service provision and lots of retail space, including large shopping centres, such as the Eastgate Shopping Centre, as well as a large Asda supermarket.
- 3.3 There is an inner ring road around the core retail centre that provides access to the majority of the car parks, as well as serving provision. The bus station is located on the southern side of the inner ring road, whilst the railway station is located just to the south.

Billericay

- 3.4 Billericay is one of the larger towns in the borough with a population of approximately 34,000. It is relatively self-sustained; the residents have access to a good range of facilities and services on the High Street such as clothes stores, restaurants and convenience stores.
- 3.5 The rail station is located ½ mile outside the middle of the town centre, providing connections to Wickford within the borough, as well as London.

Laindon

- 3.6 Laindon has a population of approximately 33,000. Whilst there is a central retail core to Laindon it is relatively limited in its offer and the area is in need of significant regeneration. There are two small-scale supermarkets, a Health Centre and a Library, as well as a Community Centre.
- 3.7 The railway station is located ½ mile to the south providing direct links with Basildon and Pitsea within the borough, as well as London.

Pitsea

- 3.8 Pitsea has a population of approximately 24,000. Pitsea is located to the southeast of the borough and the centre is dominated by the flyovers of the A13 and A132 South Mayne. These structures create significant barriers to movement and constrain the town centre. There are a number of supermarkets and larger retail stores based within the centre.
- 3.9 The railway station is located to the south of the A13, around ½ mile from the heart of the town centre and provides links to Basildon and Laindon within the borough, as well as to London.

Wickford

- 3.10 Wickford has a population of approximately 29,000. It is a relatively self-sustained town with a range of services and retail facilities available in the town centre, including supermarkets, local shops, banks and restaurants in and around the High Street. There is also a Library and a swimming pool.
- 3.11 The railway station is located on the northwest edge of the town centre and provides connections to Billericay within the borough and towards London.

BOROUGH-WIDE

Basildon Draft Local Plan (January 2016)

- 3.12 Basildon's Draft Local Plan (January 2016) sets the Council's long term vision for the development of the Borough over a 20 year period, covering a period from 2014 to 2034, and details the policies to be employed to help achieve this vision. It outlines land allocations for development and planning policies to guide decisions on the location, scale and type of development and changes in the way land and buildings are used.
- 3.13 Policy SD2 of the Draft Local Plan sets out projected residential and employment growth across Basildon, split into a number of key locations. This forecast growth is summarised in **Table 3.1**.

Table 3.1 Forecast Residential & Employment Growth

Settlement Type	Location	Residential Provision (units)	Employment Provision
Main Urban Area	Basildon (incl. Laindon & Pitsea)	8,835	48 ha
Towns	Billericay	1,860	0.3 ha
	Wickford	3,300	0.7 ha
Serviced Settlements	Crays Hill	45	0 ha
	Ramsden Bellhouse	45	0 ha
	Bowers Gifford	600	0 ha
Unserviced Settlements	13 Plotland Settlements	218	0 ha
Total		14,903	49 ha

Draft Local Plan (January 2016)

Residential

- 3.14 The Draft Local Plan forecasts delivery of approximately 15,000 homes over the plan period (2014 to 2034), equating to delivery of between approximately 750 homes annually. In the period from the 01 April 2014 to 31 March 2015, 678 homes were delivered.
- 3.15 According to 2011 Census data, Basildon (local authority) had a total of 72,746 households. This equates to a household growth of 21.0% between now and 2034.
- 3.16 The forecast residential growth has been split to outline forecast growth in each town (Basildon, Billericay, Laindon, Pitsea and Wickford) in **Table 3.2**.

Table 3.2 Residential Growth

Town	Current estimated Population	Current Estimated Households	Future Development Allocation (Households)	% Growth
Basildon	44,000	18,300	3,840	21%
Billericay	34,000	14,200	1,860	13%
Laindon	33,000	13,800	2,896	21%
Pitsea	24,000	10,000	2,099	21%
Wickford	29,000	12,100	3,300	27%

Draft Local Plan (January 2016)

- 3.17 Residential growth will be centred around the main area of Basildon, Laindon and Pitsea, with over half of forecast growth anticipated to occur in these towns.

BASILDON

Basildon Town Masterplan (2012)

- 3.18 Most of the developments listed above have been identified through the Basildon Town Masterplan created in 2012.
- 3.19 The Basildon Town Centre Masterplan set out a vision of the centre of Basildon until 2030 and beyond. It anticipated that the town centre would have a higher quality range of shops, as well as a new street market. There would also be a wider range of leisure activities with a cinema and restaurants complementing the offer in a revitalised Towngate Theatre. Improvements to infrastructure were seen as key, with a better rail station and bus interchange being complemented by improvements to Gloucester Park, square and street.
- 3.20 The Masterplan split the town into eight character areas for analysis, the priority areas are:
- Eastside: A mixed use area with emphasis on retail and leisure with office and urban residential over retail. A new substantial residential community comprising of predominantly town houses and apartments would be formed which would incorporate urban pocket park areas;
 - Broadmayne: A new mixed use area comprising urban residential areas, retail, leisure and a hotel.
 - Town Square: A refurbished Great Oaks car park, refurbished retail units in Town Square and substantial public realm improvements to create better linkage between St. Martin's Square and East Square;
 - Eastgate Centre: Continued retail and leisure provision as part of the town's primary shopping location. Evolution of centre encouraged to provide an increase in quality and diversity of retail and leisure occupiers;
 - Westside: New residential communities comprising houses and apartments will form at Westside North between Gloucester Park and the town centre.
 - Southern Gateway: New residential communities with opportunities for mixed use to include retail and office uses facing Roundacre to the east;
 - Station Quarter: New mixed use development at Station Quarter surrounding a new town centre transport hub and college; and
 - Southside: Regenerate the land south of the train station to form new town centre residential communities.

- 3.21 The existing town centre has been reported to have an overprovision of retail development, complemented by a substantial amount of car parking and a lack of leisure uses and housing.

Developments

- 3.22 Developments that have received planning approval and are currently underway are as follows:

- South Essex College Basildon Campus;
- Land at St. Martin's Square – Basildon Market;
- Eastgate Shopping Centre; and
- Westside North
 - Phase 1a
 - Phase 1b.

South Essex College Basildon Campus

- 3.23 The existing site comprises Basildon Market and a car park for the use of market traders and the general public. The site is bounded by existing retail frontage to the north, Market Pavement to the east, Southernhay to the south and The Beehive public house and Fodderwick to the west.
- 3.24 The proposed development is to introduce further and high education college facility in Basildon town centre, comprising the following elements:
- Sports/Multi-use Hall;
 - Business Enterprise Suite;
 - Hair and Beauty Salon;
 - General teaching areas;
 - Kennels/Animals & Dog Grooming;
 - Refectory and accompanying kitchen; and
 - Estate Office.
- 3.25 The proposed college facility will accommodate the following numbers of students and staff:
- Students – capacity of 1519, occupancy of 972 approx. (64% of capacity); and
 - Staff – 150 staff.
- 3.26 South Essex College was granted planning permission on the 30/12/2012 (ref: 12/01035/FULL).
- 3.27 Being located in the town centre, the site benefits from good accessibility by all modes of transport. The Transport Assessment for the site anticipated that the site will attract non-car trips due to its accessibility. 20 car parking spaces will be provided on site for the use of visitors, evening class staff, minibus, and disabled parking only. Students will not be permitted to park on site.
- 3.28 The TA identifies eight other car parks near the site, which provide approximately and additional 3048 extra car parking spaces; however, charges apply. The college may at a later stage enter into discussions with local car park operators with the intention of negotiating reduced fares for students and staff of SEC. It is expected that the number of vehicle trips on site will be driven by the available car parking on site and the restricted access to this.
- 3.29 It is expected that a Travel Plan will accompany the document.

Land at St. Martin's Square – Relocation of Basildon Market

- 3.30 The relocation of the market has been necessitated by the proposal to redevelop the existing market site for a replacement College Campus (South Essex College). It is proposed to relocate the Market to St. Martin's Square a short distance to the north between Westgate Centre and St. Martin Church (ref: 13/01034/FULL). The new market will provide:
- 31 Retail Units;
 - 21 Smaller lock up units which can be divided into two along with 6 flexible pitches under a glass canopy;
 - 24 spaces for collapsible tent-style units;
 - A dedicated parking area including a management suite (313 sqm) to the west of the council offices; and
 - 12 new parking spaces in the St. Martin's Church car park to the north of St. Martin's Square.
- 3.31 The proposed location is closer to the heart of the town centre than the existing Market and is well placed in relation to the various town centre car parks.
- 3.32 The TA expects there to be no noticeable effect of traffic conditions on the local or wider highway network on the grounds that the proposed New Market is not materially different in size and or composition as the existing Market which is 100 m to the south.

Eastgate Shopping Centre

- 3.33 The existing site is a covered shopping mall located within Basildon town centre and comprises over 100 shops and 14 different restaurants. The proposed development is intended to promote the night time economy of Basildon town centre by introducing a 1900 seat multiplex cinema and improved restaurant facilities. Enhancements are also proposed to improve the accessibility and legibility of pedestrian routes leading to and within the shopping centre.
- 3.34 The proposed development would result in a net gain in A1/A3 of 600 sqm, with the potential for up to 2,457 sqm of A3 uses within the centre in the future. The provision of the cinema will result in the loss of 141 parking spaces from the existing car park.
- 3.35 The TA anticipates that a proportion of trips to the cinema and proposed A1/A3 land uses will be 'linked trips' that are already taking place. Outside the normal town centre retail opening hours, it is anticipated that trips generated by the proposed cinema will be a mixture of new, transferred and diverted trips.
- 3.36 Being located in the centre and adjacent to the bus station provides the opportunity for visitors to Eastgate Shopping Centre to travel using public transport.

Westside North

- 3.37 The site covers in total an area of approximately 15.26 ha located to the north-west of Basildon Town Centre. The site is bordered by Gloucester Park to the north with its fishing lake and sports facilities; existing residential dwellings to the east and Basildon Crown Court; the A176 Roundacre and the A1321 Broadmayne to the south; and the A176 Uppermayne to the west, with the residential area of Lee Chapel North beyond.
- 3.38 Development of this site will take place over two phases. Phase 1a was completed in 2013. Details of Phase 1b are set out below.
- Phase 1b 11/00112/OUT*
- 3.39 An outline planning application for construction of up to 25,000 sqm (GEA) of built floorspace for residential use (class C3). The proposals are listed below:

- potential for hotel (class C1);
- Retail, office and/or leisure uses at ground floor (A1, A2, A3, A4, B1, D2).
- This also includes highway improvements and improved links to Basildon town centre,
- A new lake;
- A new bowling centre and green;
- A new play areas;
- A new skate park;
- A boulevard green link;
- Car parking; and landscaping improvements.

3.40 The site is currently under construction with an expected completion date of November 2017.

3.41 The development sites are in the proximity of two public car parks both are south of the sites within 150 metres distance.

3.42 The Basildon District car parks are open to the public at weekends and provide 330 spaces within the catchment area of the sites. The Great Oaks multi-storey car park accounts for 1320 spaces open 24 hours, 7 days a week.

3.43 Phase 1a will provide 336 parking spaces creating an overall provision of 1 space per apartment and 2 spaces per house

3.44 It is expected that the number of trips to the site will be dependent on the amount of car parking provided on site and the number of dwellings provided.

Basildon - Summary

3.45 Based on the range of Masterplanning and development activities, the latest range of options are being considered for Basildon Town Centre can be considered as follows:

- A cinema/residential led scheme for East Square
- A new town centre college on the current market site with an expected opening for the 18/19 academic year. This will provide little extra parking capacity as it is expected that due to its location students and employees will use public transport in the main
- Work is about to commence on the relocation of the market to St Martin's Square, with welfare facilities for the new market to be built on part of the Council staff car park. As part of this, some staff car parking has been relocated to Car Park 12.
- Plans are being worked up by the HCA for the redevelopment of Car Park 14
- On-going change to the dynamic of the town centre with new restaurants opening and growing the evening economy
- Plans to relocate some hospital services into the town centre. At the moment this involves phlebotomy services.

OTHER TOWN CENTRES

3.46 Within the other centres; Billericay, Laindon, Pitsea, and Wickford, the main focus is upon residential development (as outlined above); with a number of other small / purposed developments.

3.47 A summary of the latest development plans and activities in each centre is presented below.

Billericay

- 3.48 A public realm strategy is currently under preparation. From this, plans being prepared to provide improvements to street furniture and the war memorial.

Laindon

- 3.49 Laindon Town Centre is set to be redeveloped, including new shops housing and employment areas. This will affect a number of the individual existing town centre car parks, as well as change the overall levels of parking supply and demand.
- 3.50 The development will make use of a number of existing access points and introduce one new access point of the current highway network. The Laindon Shopping Centre will be fully redeveloped, with a new food store and smaller retail unit, with two revised car parks, and accesses provided from the High Road, Laindon Link, and Danacre. There will also be pedestrian and cycle access to the east.
- 3.51 Car parking will be in the form of an off-street car park adjacent to the neighbourhood food store (114 spaces), an off-street car park to the rear of the retail units (166 spaces), and on-street parking along the High Road and Danacre, in the form of echelon and parallel short-term parking bays (36 spaces). There will also be 16 staff car parking spaces in the undercroft area.
- 3.52 The car parking for the new shopping centre, unlike the current provision, will be of a high quality with larger parking bays. The 166 retail car parking spaces gives a proposed retail car parking ratio of 1 space per 30m², which is similar to the existing peak hour demand of circa 1 space per 25m². The level of parking provision reflects policy directives to reduce car parking provision in sustainable locations such as town centres which have good access to public transport.
- 3.53 The High Road capacity assessment follows appropriate design standards and has been based on a typical high street with on-street parking, bus stops and side turnings. This shows that the proposed car parking can be accommodated without any significant effects on the traffic flow along the High Road.
- 3.54 The Lidl site will retain its existing access but be redeveloped for housing. The Landmark site will also be developed and be accessed by an extension of Burdock Drive, with a pedestrian access directly onto the Laindon Link.
- 3.55 A new NHS Health Centre will be built on the corner of the High Road and Worthing Road, with vehicular access from Worthing Road and pedestrian access from the High Road. The NHS Health Centre will have upwards of 25 car parking spaces plus on-street 4 Blue Badge parking spaces and an ambulance bay.
- 3.56 The planning application submitted for the site incorporated a Transport Assessment. The analysis included within this forecast that there would be minimal overall increase in vehicular movements associated with the new development, with a maximum of around 5% additional traffic. On this basis it can be interpreted that demand for parking will increase by no more than an additional 5% above the wider Local Plan growth, as a result of the town centre redevelopment.

Pitsea

- 3.57 A range of redevelopment options are to be considered for the Place and Community Facilities. In addition, the NHS are keen to bring forward plans for the Dipple Centre, although there are currently no agreed plans prepared or confirmed.

Wickford

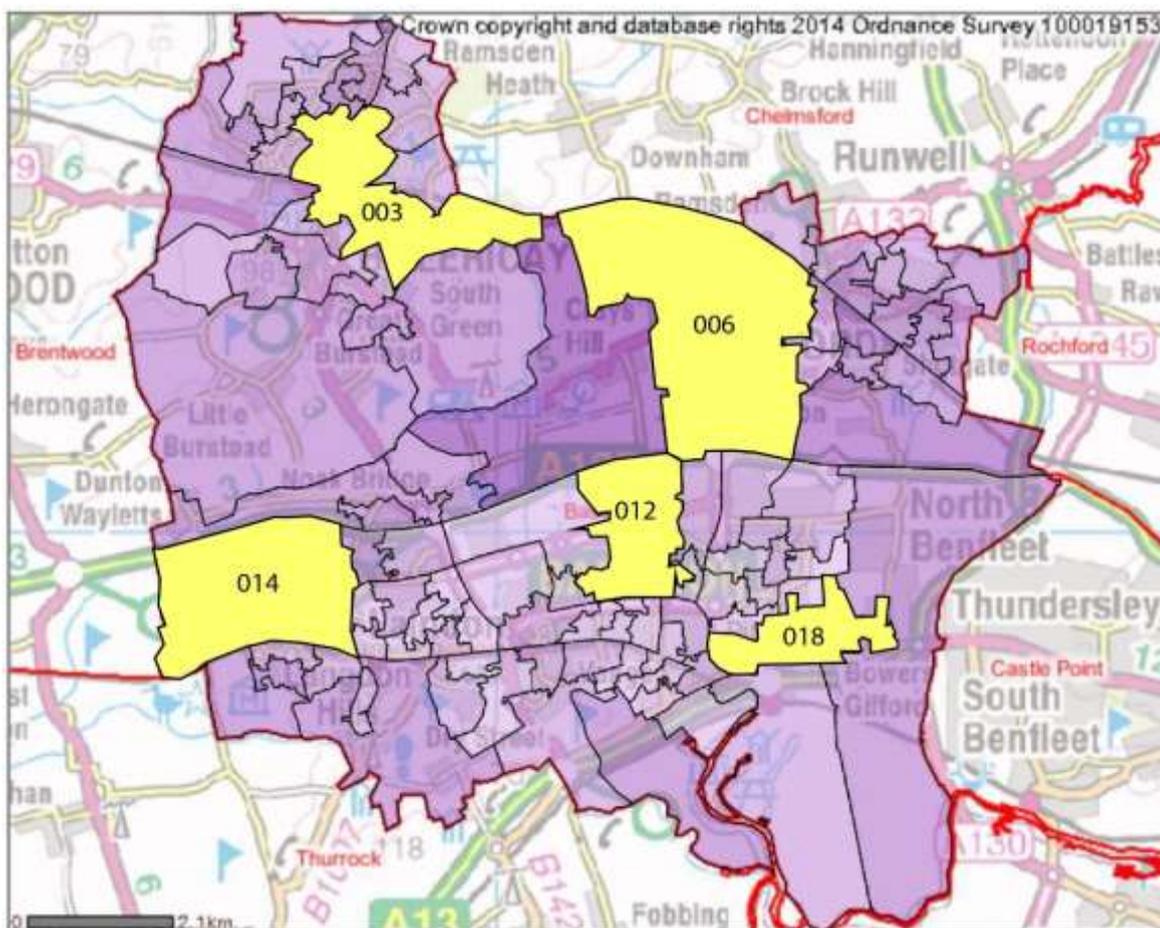
- 3.58 Options are to be prepared to enhance parking provision for the main Wickford Car Park looking at improved facilities (including decked car park), with the potential to create a transport hub and taxi rank to relieve pressure of the High Street

- 3.59 Options to improve the High Street are to be prepared including; pedestrianizing the High Street, one way traffic, widening streetscapes to improve public realm and expand the market
- 3.60 Improvements to the station entrance being undertaken by ECC for buses. The station gateway car park within the Wickford Masterplan (2006) is identified suitable for mixed use development.

TEMPRO GROWTH FACTORS

- 3.61 From the proposed and committed developments stated above, it is noted the majority of developments are based within Basildon Town area. However at this time the size of the proposed dwellings is unknown so it is not possible to predict the increase in population size and subsequent trip rates.
- 3.62 Through interrogation of TEMPRO, the Lower Super Output Areas based on each town centre have been analysed and are presented below.

Figure 3.1 TEMPRO Lower Super Outputs Areas for Basildon Borough



Basildon LSOA Growth

- 3.63 As expected The TEMPRO growth factors in **Table 3.3** show that the number of trips to and from Basildon are expected to increase, particularly in 2016-2025 period. For trips from Basildon, the growth in car trips is expected to be slightly greater than the growth in combined modes, whilst for trips to Basildon the opposite is true.
- 3.64 Car ownership is expected to increase by approximately 7% between 2016-2025, compared to 3% between 2016-2020; this corresponds with population statistics which sees an increase of 2% between 2016-2025 and 1% between 2016-2020.

Table 3.3 Basildon TEMPRO Factors

Basildon: 012		2016-2020	2016-2025
Trip Ends by Production	All Modes	1.0136	1.0326
	Car Driver	1.0182	1.0437
Trip Ends by Attraction	All Modes	1.0341	1.0762
	Car Driver	1.0306	1.0689
Car Ownership	Total Cars	1.0318	1.0712
Population	Total	1.0056	1.0192

TEMPRO (v7)

Billericay LSOA Growth

- 3.65 **Table 3.4** below shows that TEMPRO growth figures for Billericay. It shows significant growth between 2016-2020 with a 6% increase in trips being made to the town across all modes, this is in comparison to the 2% of trips produced from within the area. This pattern continues in the five years preceding 2020 with significant growth in attraction trips.
- 3.66 Car Ownership levels are expected to increase, especially between 2016 and 2025 by approximately 5%. Population levels see a slow increase of 1% by 2020 and 2% by 2025.

Table 3.4 Billericay TEMPRO Factors

Billericay: 003		2016-2020	2016-2025
Trip Ends by Production	All Modes	1.0194	1.0416
	Car Driver	1.018	1.0408
Trip Ends by Attraction	All Modes	1.0557	1.1106
	Car Driver	1.055	1.1091
Car Ownership	Total Cars	1.0223	1.0484
Population	Total	1.0076	1.0231

Laindon LSOA Growth

3.67 **Table 3.5** below shows the TEMPRO growth figures for Laindon. Between 2016 and 2025 the trip ends by attraction are double the trip ends by production, indicating that Laindon is a destination rather than a start point. The 'attraction' outputs indicate that all modes produces higher growth factors, whereas for the 'production' outputs car driving increases the most. Population figures are relatively low whilst car ownership growth doubles in the five years preceding 2020.

Table 3.5 Laindon TEMPRO Factors

Laindon: 014		2016-2020	2016-2025
Trip Ends by Production	All Modes	1.0103	1.0244
	Car Driver	1.0145	1.0343
Trip Ends by Attraction	All Modes	1.0286	1.0632
	Car Driver	1.0259	1.0575
Car Ownership	Total Cars	1.0308	1.0681
Population	Total	1.0039	1.0135

Pitsea LSOA Growth

3.68 **Table 3.6** below shows the TEMPRO growth factors for Pitsea. Like the other areas analysed the number of trip ends by attractions is higher in both scenarios compared with the production trips. Car ownership increases significantly by 2025 to 7% from 3% in 2020, population only increases by around 1%. The production figures for the area match the low population increase, with only a limited growth from the all modes 'production' growth rate; car drivers though increase approximately 2% more than all modes.

Table 3.6 Pitsea TEMPRO Factors

Pitsea: 018		2016-2020	2016-2025
Trip Ends by Production	All Modes	1.007	1.0189
	Car Driver	1.0139	1.0323
Trip Ends by Attraction	All Modes	1.0377	1.0804
	Car Driver	1.036	1.0773
Car Ownership	Total Cars	1.0308	1.0681
Population	Total	1.0039	1.0135

Wickford LSOA Growth

- 3.69 **Table 3.7** shows the TEMPRO growth factors for Wickford. The number of trips to Wickford increase significantly to 2020 and 2025 with 3-4 times the increase compared to the production trips from 2016 to 2020. Despite this there is a 3% increase in population and 5% increase in car ownership in the Lower Super Output Area (LSOA). The proportion of all mode trips is higher than vehicle trips in the 'attraction' scenario whilst car driver is slightly higher in the 'production' scenarios.

Table 3.7 Wickford TEMPRO Factors

Wickford: 006		2016-2020	2016-2025
Trip Ends by Production	All Modes	1.0111	1.0282
	Car Driver	1.0111	1.0289
Trip Ends by Attraction	All Modes	1.0398	1.0816
	Car Driver	1.034	1.0748
Car Ownership	Total Cars	1.0225	1.0486
Population	Total	1.0087	1.0279

SUMMARY OF GROWTH

- 3.70 On the basis of the development proposals and growth rates outlined above it is forecast that parking demand within each of the town centres could grow by the following levels:
- Basildon between 7% and 21%
 - Billericay between 11% and 13%
 - Laindon between 6% and 21%
 - Pitsea between 8% and 21%
 - Wickford between 8% and 27%
- 3.71 It can be seen that for the majority of the areas there are considerable variations between the underlying government TEMPRO forecasts for growth as opposed to the assessment of increased growth in households projected by the local plan. The exception is within Billericay where the two forecasts are relatively similar.
- 3.72 For the purposes of analysing the maximum requirements for future demand, the study has applied the upper end of the range of forecasts.

4 Parking Audit

INTRODUCTION

4.1 An initial task of the study was to conduct an audit of all of the existing car park provision within the defined study area. This involved both desktop and on-site audits of off and on-street car parking provision, including the rail stations, within the five town centre areas,:

- Basildon;
- Billericay,
- Wickford,
- Pitsea; and
- Laindon.

4.2 In addition, the audit encompassed the A127 Employment Corridor.

AUDIT PROCESS

4.3 Detailed site audits were undertaken by JMP staff across all public car parks within the borough, incorporating both council-owned and privately-owned sites. All survey staff received a comprehensive briefing session before undertaking the audits to ensure consistency of approach.

4.4 The criteria considered within the car parking audits is set out in **Table 4.1** below, alongside a description of each.

Table 4.1 Car Park Audit Criteria

Criteria	Description
<i>Total Size (spaces by type)</i>	Overall car park capacity, including provision for disabled users, parents & child, reserved staff spaces, and other designations.
<i>Parking Type</i>	Type of car parking provided: short-stay; long stay; pay and display, season ticket holders only; other restrictions (e.g. disabled parking only); unrestricted
<i>Tariffs</i>	Free parking; tariff structures
<i>Physical Condition</i>	Incorporates elements such as surface quality, bay markings, wayfinding and signing quality.
<i>Safety & Security</i>	Provision of infrastructure and / or systems that promote security and safety within the car park, such as lighting, CCTV and natural surveillance.
<i>Perceived safety & security</i>	Alongside the physical safety and security measures, auditors were required to provide qualitative evidence about the perception of safety at a car park. This included an assessment of the visibility of safety measures; natural surveillance; and quality of the surrounding urban realm.
<i>Vehicular Access</i>	Location of vehicular access
<i>Pedestrian Access</i>	Location of pedestrian access

4.5 An initial desktop assessment was undertaken to evaluate basic information about the car park, including size, parking type and tariffs. On-site observations were then undertaken to verify the desktop information and collect more detailed data about condition, provision of safety and security measures, and access.

4.6 It should be noted that snap-shot occupancy data was also collected as part of the audit process, as set out within Section 5 of the report.

BASILDON CAR PARK AUDIT

Overview

4.7 **Figure 4.1** and **Table 4.2** provide a summary of the location and size of the main car parking provision within Basildon Town Centre.

Figure 4.1 Overview of Basildon Town Centre Car Park Locations



Contains Ordnance Survey data © Crown copyright and database right 2016

Table 4.2 Main Off-street Car Parks, Basildon Town Centre

Car Park	Estimated Spaces
BAS01 Towngate	103
BAS02 Great Oaks Multi Storey	1,320
BAS03 Great Oaks Surface	361
BAS04 Staples	35
BAS05 Toys R' Us	514
BAS06 Asda	1,200
BAS07 Eastgate	825
BAS08 Market Place	40
BAS09 Westgate	450
BAS10 Times Square	45
BAS11 Ashdown Way	310
BAS12 Station Way	51
BAS13 Trafford House	300
BAS14 Clay Hill	190
SUB-TOTAL	5,744

4.8 Around 5,750 car parking spaces are provided across the town. Overall, around 3% of parking provision is designated for disabled use, with a further 1% provided for parents & child parking. A detailed summary of each car park audit is provided below.

BAS01: Towngate

4.9 The Towngate (Basildon BC) car park is located north from Basildon Station, fronting Basildon Borough Council. Vehicle access and egress is via Great Oaks / Westgate. The car park has good access for pedestrians, with adequate pedestrian footpaths nearby.

4.10 The car park has good connections with the town centre to the east and south and is predominantly used by employees at Basildon Borough Council. The car park is also located in close proximity to Basildon Station.

4.11 **Table 4.3** presents the car park audit data alongside key information. **Figure 4.2** presents an observational photo of the car park.

Table 4.3 Car Park Audit Data – Basildon - Towngate

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	103 (13, disabled, 5 staff) [66 spaces removed during 2017 from surface car park]
<i>Parking Type</i>	Short Stay
<i>Tariffs</i>	Permit holders only Monday-Friday
<i>Physical Condition</i>	Good, bay markings present however some areas with poor markings
<i>Safety & Security</i>	Adequate lighting and CCTV present
<i>Perceived safety & security</i>	Safe, barrier controlled, alongside evident CCTV and lighting
<i>Vehicular Access</i>	Entrance / exit from Great Oaks / Westgate
<i>Pedestrian Access</i>	Footway access via Fodderwick

Figure 4.2 Basildon - Towngate Car Park



BAS02: Great Oaks Multi-Storey

- 4.12 The Great Oaks Multi Storey car park is located east from Basildon Borough Council, fronting the A1321. Vehicle access and egress is via Great Oaks / Westgate. The car park has poor pedestrian access with limited provision evident.
- 4.13 The car park is well located in the town centre and provides access to a variety of shops. To the west of the car park, there is a theatre and many users use this car park to access nearby or other amenities.
- 4.14 **Table 4.4** presents the car park audit data alongside key information. **Figure 4.3** presents an observational photo of the car park.

Table 4.4 Car Park Audit Data – Basildon - Great Oaks Multi-Storey

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	1,320 (11 disabled, 19 parents & child)
<i>Parking Type</i>	Short Stay
<i>Tariffs</i>	£4.50 all day Monday – Saturday; Free on Sunday
<i>Physical Condition</i>	Generally good condition
<i>Safety & Security</i>	Good, barrier controlled
<i>Perceived safety & security</i>	OK, but poor lighting in places, enclosed stairwells, security presence
<i>Vehicular Access</i>	Entrance / exit from Great Oaks/ Westgate
<i>Pedestrian Access</i>	Via pedestrian bridges to south

Figure 4.3 Basildon - Great Oaks Multi-Storey



BAS03: Great Oaks Surface

- 4.15 The Great Oaks Open car park is a surface car park located opposite the Basildon Fire Station. Vehicle access and egress is via Great Oaks.
- 4.16 The Great Oaks Open car park also has a separate disabled car park with a dedicated entrance/exit.
- 4.17 **Table 4.5** presents the car park audit data alongside key information. **Figure 4.4** presents an observational photo of the car park.

Table 4.5 Car Park Audit Data – Basildon - Great Oaks Surface

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	361 (38 disabled)
<i>Parking Type</i>	Short Stay
<i>Tariffs</i>	£6.00 all day Monday – Saturday; Free on Sunday
<i>Physical Condition</i>	OK, disabled bay markings are clear and some overgrown trees are present
<i>Safety & Security</i>	Good, CCTV and lighting present
<i>Perceived safety & security</i>	Reasonable natural surveillance surrounding the car park
<i>Vehicular Access</i>	Entrance / exit from Great Oaks. Headroom restriction of 7' 6"
<i>Pedestrian Access</i>	Bollards present around car park pavements

Figure 4.4 Basildon - Great Oaks Surface



BAS04: Staples

- 4.18 The Staples car park is bounded by the A1321 and is a customer only car park. Vehicle access and egress is via Great Oaks.
- 4.19 The car park has adequate pedestrian provision, with a zebra crossing present.
- 4.20 **Table 4.6** presents the car park audit data alongside key information. **Figure 4.5** presents an observational photo of the car park.

Table 4.6 Car Park Audit Data – Basildon - Staples

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	35 (4 disabled)
<i>Parking Type</i>	Short Stay
<i>Tariffs</i>	Free parking for customers only
<i>Physical Condition</i>	OK, overgrown vegetation at time of audit
<i>Safety & Security</i>	Limited lighting provision
<i>Perceived safety & security</i>	Good visibility across car park with some natural surveillance
<i>Vehicular Access</i>	Entrance / exit from Great Oaks
<i>Pedestrian Access</i>	Great Oaks

Figure 4.5 Basildon - Staples



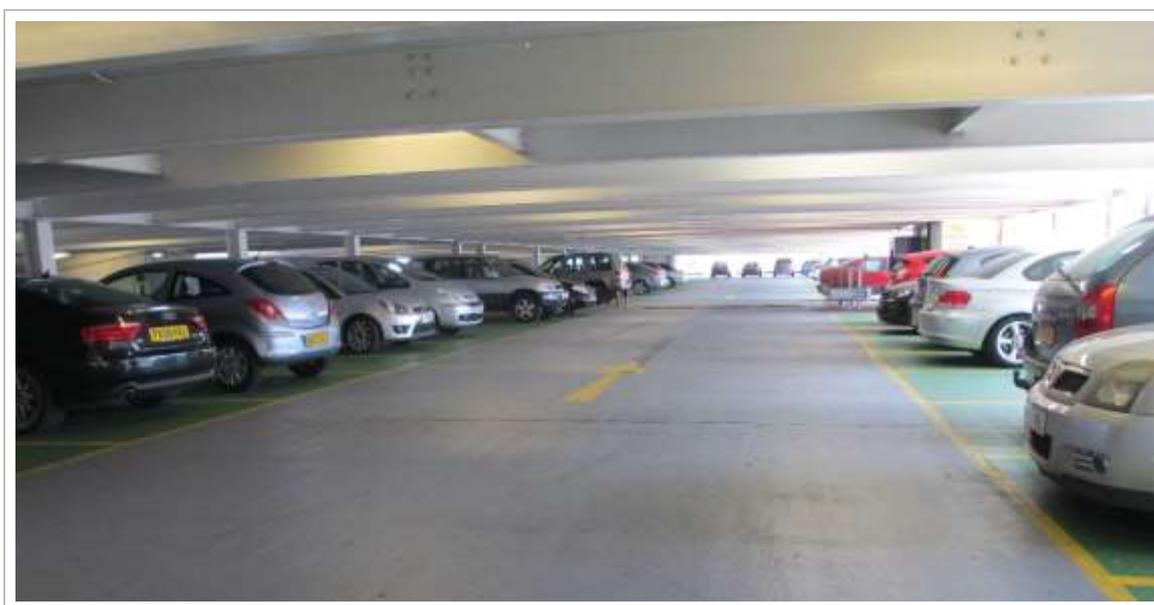
BAS05: Toys R Us

- 4.21 The Toys R Us car park is a multi-storey car park, bounded by the A1321. The car park is situated towards the east of the town centre. Vehicle access and egress is via Southernhay.
- 4.22 Safe pedestrian access is provided via Southernhay.
- 4.23 **Table 4.7** presents the car park audit data alongside key information. **Figure 4.6** presents an observational photo of the car park.

Table 4.7 Car Park Audit Data – Basildon - Toys R Us

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	514 (22 disabled)
<i>Parking Type</i>	Short Stay
<i>Tariffs</i>	£5.50 all day Monday – Saturday; Free on Sunday
<i>Physical Condition</i>	Very good, bay markings are clear
<i>Safety & Security</i>	OK, barrier controlled
<i>Perceived safety & security</i>	Good, adequate lighting
<i>Vehicular Access</i>	Entrance / exit from Southernhay
<i>Pedestrian Access</i>	Footpath via Southernhay

Figure 4.6 Basildon - Toys R Us



BAS06: Asda

- 4.24 The Asda car park is located east from Basildon Station and is bounded by the A1321 in the north and Southernhay in the south. Vehicle access and egress is via Southernhay. The car park has a good pedestrian link located north of the car park, via Southernhay.
- 4.25 Although the car park is most likely to be used by Asda customers the car park has good access to Eastgate Shopping Centre.
- 4.26 **Table 4.8** presents the car park audit data alongside key information. **Figure 4.7** presents an observational photo of the car park.

Table 4.8 Car Park Audit Data – Basildon - Asda

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	1,200 (42 disabled, 18 parents & child, 143 staff)
<i>Parking Type</i>	Long
<i>Tariffs</i>	50p – 1 hour, £1 – 3 hours, £3 – 5 hours, £10 - 24 hours, Free on Sundays
<i>Physical Condition</i>	Section nearest store in very good condition, markings fading in multi-storey.
<i>Safety & Security</i>	Good, barrier controlled and well lit.
<i>Perceived safety & security</i>	Good, adequate lighting, security presence
<i>Vehicular Access</i>	Entrance / exit from Southernhay
<i>Pedestrian Access</i>	Footway access via Southernhay

Figure 4.7 Asda Car Park



BAS07: Eastgate

- 4.27 The Eastgate car park is a multi-storey car park and is located south/east of the town centre. Vehicle access and egress is via Roundacre / Southernhay. There is no obvious pedestrian connections outside of the multi-storey car park, pedestrian connections are to the inside of the shopping centre.
- 4.28 The car park is most likely to be used by shoppers as the car park is bounded by shops.
- 4.29 **Table 4.9** presents the car park audit data alongside key information. **Figure 4.8** presents an observational photo of the car park.

Table 4.9 Car Park Audit Data – Basildon - Eastgate

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	825 (n/a), two electric vehicle charge points (3kW 13A 3-Square Pin)
<i>Parking Type</i>	Long Stay
<i>Tariffs</i>	60p – 1 hour, £1.20 – 2 hours, £1.50 – 3 hours, £2.40 – 4 hours, £3.00 – 5 hours, £5 over 5 hours; Free on Sunday and bank holidays.
<i>Physical Condition</i>	Very good, clear bay markings
<i>Safety & Security</i>	Good lighting
<i>Perceived safety & security</i>	Very safe, good lighting
<i>Vehicular Access</i>	Entrance / exit from Roundacre and Southernhay
<i>Pedestrian Access</i>	From within shopping centre

Figure 4.8 Basildon - Eastgate Car Park



BAS08: Market Square

- 4.30 The Market Square car park is located south/east of the town centre. Vehicle access and egress is via Roundacre / Southernhay. The car park has a good pedestrian links located east of the car park, via Market Square.
- 4.31 The car park is located near many leisure shops and employment hubs suiting those users.
- 4.32 **Table 4.10** presents the car park audit data alongside key information. **Figure 4.9** presents an observational photo of the car park.

Table 4.10 Car Park Audit Data – Basildon - Market Square

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	40 (n/a)
<i>Parking Type</i>	Short Stay
<i>Tariffs</i>	£5 all day Monday – Saturday
<i>Physical Condition</i>	Good, bay markings present
<i>Safety & Security</i>	Good, barrier controlled and CCTV evident
<i>Perceived safety & security</i>	OK, reasonable natural surveillance, inadequate lighting
<i>Vehicular Access</i>	Entrance / exit from Roundacre and Southernhay
<i>Pedestrian Access</i>	Footpath via Market Pavement, access from Market Square

Figure 4.9 Basildon - Market Square



BAS09: Westgate

- 4.33 The Westgate car park is located south of the town centre. Vehicle access and egress is via Roundacre / Southernhay. The car park has a good pedestrian link located north and south of the car park.
- 4.34 Car parking is provided in two areas. A surface level car park is bounded by shops, making it ideal for shoppers to park here. A ramp provides access to multi-storey section, including rooftop parking.
- 4.35 **Table 4.11** presents the car park audit data alongside key information. **Figure 4.10** presents two observational photos of the car park.

Table 4.11 Car Park Audit Data – Basildon - Westgate

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	450 (17 disabled)
<i>Parking Type</i>	Surface car park – Short Stay, Multi-storey car park - Long Stay
<i>Tariffs</i>	Surface car park: 90p – 2hours, £1 - evening rate (18:00-24:00), Sundays and bank holidays free Multi-storey: 90p – 2 hours, £2.40 – 4 hours, £3.00 – all day (06:00-22:00), £1 - evening rate (18:00-22:00) , Sundays and bank holidays free
<i>Physical Condition</i>	Good, clearly labelled allocated bays with smooth surfaces
<i>Safety & Security</i>	Good, CCTV and lighting present
<i>Perceived safety & security</i>	Good, open space and the car park is surrounded by many shops which provide natural surveillance
<i>Vehicular Access</i>	Entrance / exit from Roundacre / Southernhay
<i>Pedestrian Access</i>	Footpaths evident via Fodderwick and Westgate

Figure 4.10 Basildon - Westgate Car Parking



BAS10: Times Square

- 4.36 The Times Square car park is located to the south side of Roundacre, serving the retail provision within this area. A pedestrian crossing over Roundacre provides access to the main town centre.
- 4.37 **Table 4.12** presents the car park audit data alongside key information.

Table 4.12 Car Park Audit Data – Basildon - Times Square

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	45 (n/a)
<i>Parking Type</i>	Short Stay
<i>Tariffs</i>	£6 all day Monday - Sunday
<i>Physical Condition</i>	Reasonable surface condition and bay markings.
<i>Safety & Security</i>	Some CCTV and lighting
<i>Perceived safety & security</i>	Limited natural surveillance along western and southern edges of car park
<i>Vehicular Access</i>	Entrance / Exit onto Roundacre, with right-turn filer provided to permit access by eastbound traffic
<i>Pedestrian Access</i>	Pedestrian access alongside vehicular access onto Roundacre, plus additional exit at eastern end of car park

BAS11: Ashdon Way

- 4.38 The Ashdon Way car park is located south of the town centre and is bounded by the A176 to the east. Vehicle access and egress is via Ashdon Way. The car park is mainly used by employees and commuters due to the close proximity it has to Basildon Station.
- 4.39 **Table 4.13** presents the car park audit data alongside key information. **Figure 4.11** presents an observational photo of the car park.

Table 4.13 Car Park Audit Data – Basildon - Ashdon Way

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	310 (n/a)
<i>Parking Type</i>	Long Stay
<i>Tariffs</i>	40p – 30 minutes, £1.50 – 4 hours, £3.50 – 12 hours, £17.50 - weekly ticket (Monday to Friday), Sundays and bank holidays are free.
<i>Physical Condition</i>	Good, clear bay markings
<i>Safety & Security</i>	Good, CCTV and lighting present Park Mark
<i>Perceived safety & security</i>	Reasonable, some nearby residential areas providing natural surveillance
<i>Vehicular Access</i>	Entrance / exit from Ashdon Way, height restriction 2.1 m
<i>Pedestrian Access</i>	No specific provision within car park, disabled ramps and steps lead to subway to walk under roundabout towards Basildon railway station.

Figure 4.11 Basildon - Ashdon Way Car Park



BAS12: Cherrydown

- 4.40 The Cherrydown (Trafford House) car park is located south of the town centre and is bounded by the A176 to the west. Vehicle access and egress is via Cherrydown Way. The car park is for season ticket holders only and is closed at weekends.
- 4.41 **Table 4.14** presents the car park audit data alongside key information. **Figure 4.12** presents an observational photo of the car park.

Table 4.14 Car Park Audit Data – Basildon - Cherrydown

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	300 (3 disabled)
<i>Parking Type</i>	Season ticket holders only
<i>Tariffs</i>	Season tickets only
<i>Physical Condition</i>	Good, railings and bay markings present
<i>Safety & Security</i>	CCTV, lighting
<i>Perceived safety & security</i>	Relatively isolated, some overgrown vegetation evident
<i>Vehicular Access</i>	Entrance / exit from Cherrydown Way
<i>Pedestrian Access</i>	No specific provision made

Figure 4.12 Basildon - Cherrydown Car Park



BAS13: Station Way

- 4.42 The Station Way car park is a surface car park located in the centre of the roundabout directly south of Basildon railway station. Vehicle access and egress is via Cherrydown East.
- 4.43 **Table 4.15** presents the car park audit data alongside key information. **Figure 4.13** presents an observational photo of the car park.

Table 4.15 Car Park Audit Data – Basildon - Station Way

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	51 (4 disabled, taxi rank within the car park)
<i>Parking Type</i>	Short Stay
<i>Tariffs</i>	60p – 1 hour
<i>Physical Condition</i>	Good condition, clear markings
<i>Safety & Security</i>	Lighting
<i>Perceived safety & security</i>	Lowered level, limited natural surveillance
<i>Vehicular Access</i>	Cherrydown East
<i>Pedestrian Access</i>	Subways under roundabout and disabled ramps to head west towards Cherrydown West and north towards the station.

Figure 4.13 Station Way Car Park



BAS14: Clay Hill Road

- 4.44 The Clay Hill Road car park is located south east of the town centre. Vehicle access and egress is via Clay Hill Road.
- 4.45 **Table 4.16** presents the car park audit data alongside key information. **Figure 4.14** presents an observational photo of the car park.

Table 4.16 Car Park Audit Data – Basildon - Clay Hill Road

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	190 (4 for car wash)
<i>Parking Type</i>	Long Stay
<i>Tariffs</i>	£3 all day Monday - Sunday
<i>Physical Condition</i>	OK, bay markings present, overgrown vegetation
<i>Safety & Security</i>	OK, some lighting present
<i>Perceived safety & security</i>	Relatively remote location, no natural surveillance
<i>Vehicular Access</i>	Entrance / exit from Clay Hill Road
<i>Pedestrian Access</i>	Pedestrian walkway that links car park to Clay Hill Road

Figure 4.14 Basildon - Clay Hill Road



BILLERICAY CAR PARK AUDIT

Overview

4.47 **Figure 4.15** and **Contains Ordnance** Survey data © Crown copyright and database right 2016

4.48 Table 4.17 provide a summary of the location and size of the main car parks within Billericay Town Centre.

Figure 4.15 Overview of Billericay Town Centre Car Park Locations



Contains Ordnance Survey data © Crown copyright and database right 2016

Table 4.17 Main Off-street Car Parks, Billericay Town Centre

Car Park		Estimated Spaces
BIL01	Lake Meadows	119
BIL02	Radford Crescent	107
BIL03	Network Rail	340
BIL04	High Street	241
BIL05	Somerfield	16
BIL06	Waitrose	214
SUB-TOTAL		1,037

4.49 Just over 1,000 car parking spaces are provided across the town. Overall, around 2% of parking provision is designated for disabled use, with less than 1% provided for parents & child parking. A detailed summary of each car park audit is provided below.

Lake Meadows

- 4.50 The Lake Meadows car park is located to the south east of Lake Meadow`s park, and is adjacent to the swimming pool. Vehicle access and egress is via Radford Crescent / Lake Meadows. The car park is very permeable for pedestrians, with good connections to Lake Meadows, Billericay railway station and the Town Centre.

Table 4.18 Car Park Audit Data – Billericay - Lake Meadows

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	119 (6 disabled, 2 designated coach bays)
<i>Parking Type</i>	Short
<i>Tariffs</i>	Free for swimming pool users outside of charged hours: Mon-Fri 20p between 09:30-10:00am and 15:00 – 15:30.
<i>Physical Condition</i>	Fair condition
<i>Safety & Security</i>	Good lighting provision but no CCTV. Lots of vegetation.
<i>Perceived safety & security</i>	Located near a busy park and leisure centre which provides natural surveillance during the day. Closed at night.
<i>Vehicular Access</i>	Entrance / exit from Radford Crescent. No headroom restrictions.
<i>Pedestrian Access</i>	No footways in car park

- 4.51 The gates of this car park are closed between 20:00 – 05:00am.
- 4.52 Proximity to the swimming pool can be seen below in **Figure 4.16**.

Figure 4.16 Billericay - Lake Meadows Swimming Baths



Radford Crescent

- 4.53 Radford Crescent car park is located approximately 150m to the north of Billericay railway station, which is located to the northern end of the town centre. Vehicle access is through Radford Crescent. The car park is fairly permeable for pedestrians, with good connections to the railway station and town centre.

Table 4.19 Car Park Audit Data – Billericay - Radford Crescent

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	107 (n/a)
<i>Parking Type</i>	Long
<i>Tariffs</i>	Up to 4 hours - £1.50; all day £7.00; season tickets available.
<i>Physical Condition</i>	Markings could be improved. Levels of car park appear to work well. Asphalt is in good condition.
<i>Safety & Security</i>	No CCTV and lighting is poor; however car park is located directly adjacent to the road. There is high vegetation along one side of the car park; otherwise it's very open.
<i>Perceived safety & security</i>	Good natural surveillance alongside relatively busy street
<i>Vehicular Access</i>	Entrance / exit from / to Radford Crescent. No headroom restrictions.
<i>Pedestrian Access</i>	No footways within car park. One official entrance and exit; however able to enter and exit around car park perimeter.

- 4.54 The car park operates on a Pay & Display system which is in operation from Monday to Friday between 09:15am – 18:00pm. The car park is open 24 hours a day.

Figure 4.17 Billericay - Radford Crescent



Billericay Rail Station

- 4.55 The railway station car park runs on an east / west axis along the northern side of Billericay railway station.
- 4.56 The car park is located at the northern end of the town centre. Vehicle and pedestrian access is via Radford Way.

Table 4.20 Car Park Audit Data – Billericay - Rail Station

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	340 (2 disabled, 73 marked 'Premier')
<i>Parking Type</i>	Short & Long Stay
<i>Tariffs</i>	Peak £11.50 cash; Off peak £5.70 cash; Evening only £3.00; Weekend £3.00; Week £36.00; Season £1,635.00
<i>Physical Condition</i>	Poor condition, asphalt is worn
<i>Safety & Security</i>	Limited CCTV and poor lighting
<i>Perceived safety & security</i>	Long thin car park design with only one entrance and exit point, limited natural surveillance
<i>Vehicular Access</i>	Entrance / exit either end of the car park from Radford Road.
<i>Pedestrian Access</i>	No footways

- 4.57 The car park includes 73 bays that are designated as Premier; and these are for spaces closest to the station entrance. This can be seen below in **Figure 4.18**.

Figure 4.18 Billericay - Rail Station



High Street

- 4.58 The High Street car park is located on the western side of the High Street between Rose Lane and Lion Lane. Vehicle access is through a side access from the High Street between New Look and Abbey Bank. The car park is permeable for pedestrians, with good connections to the High Street and town centre.

Table 4.21 Car Park Audit Data – High Street

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	241 (5 disabled)
<i>Parking Type</i>	Short
<i>Tariffs</i>	Monday – Friday 08:00am-18:00, Saturday 08:00am – 09:30am (£7.00), Sunday Free. Up to one hour; 50p. Up to 2 hours; 90p. Up to four hours; £2.50. Free for season ticket holders.
<i>Physical Condition</i>	Well maintained
<i>Safety & Security</i>	Lots of CCTV and very good lighting. Traffic warden present also.
<i>Perceived safety & security</i>	Open plan design with good visibility, some natural surveillance but located away from High Street
<i>Vehicular Access</i>	Entrance / exit from/ to High Street. No headroom restrictions.
<i>Pedestrian Access</i>	One footway along the centre of the car park, the rest of the car park has no footways. One entrance and exit onto the High Street.

- 4.59 The car park also includes two spaces with collapsible bollards; however it was unclear what or who these spaces were for.
- 4.60 The car park has raised tables, zebra crossings and a central pedestrian pathway which assists with pedestrian permeability. This can be seen below in **Figure 4.19**.

Figure 4.19 Billericay - High Street



Somerfield (Poundland)

4.61 This is a relatively small car park is located at the south-western end of the town centre. Vehicle access is via St Edith`s Lane and the car park is situated to the rear off the shops. It has a high turnover of cars due to the maximum stay of one hour.

Table 4.22 Car Park Audit Data – Billericay – Somerfield (Poundland)

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	16 (n/a)
<i>Parking Type</i>	Short
<i>Tariffs</i>	Free – for customers only. Maximum stay of one hour.
<i>Physical Condition</i>	Asphalt on good condition but lining has faded
<i>Safety & Security</i>	NO CCTV and the lighting is poor, otherwise very open
<i>Perceived safety & security</i>	Relatively open and in close proximity to offices
<i>Vehicular Access</i>	Entrance / exit from / to St Edith`s Lane
<i>Pedestrian Access</i>	No footways in car park.

4.62 The car park offers free parking to customers for Creatures Great & Small, Bairstow Eves, Cancer Research, Greggs and Sense. The car park can be seen below in **Figure 4.20**.

Figure 4.20 Billericay – Somerfield (Poundland) Car Park



Waitrose

4.63 The Waitrose car park is located to the south of the High Street and is opposite St Edith`s Lane. Vehicle access is via Alma Link a cul-de-sac off Queen Street.

Table 4.23 Car Park Audit Data – Billericay - Waitrose

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	214 (10 disabled, 5 parent and child spaces)
<i>Parking Type</i>	Short
<i>Tariffs</i>	Free for Waitrose customers only.
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	CCTV and good lighting. Waitrose car park attendant specifically assigned to car park
<i>Perceived safety & security</i>	Very busy location during daytime with high footfall, located behind main High Street
<i>Vehicular Access</i>	Entrance / exit to and from Alma Link
<i>Pedestrian Access</i>	No footways. One entrance onto Alma Link and one onto The Walk.

4.64 The car park also included five spaces for parents with children.

Figure 4.21 Waitrose Car Park



LAINDON CAR PARK AUDIT

Overview

4.65 **Figure 4.21** and **Table 4.24** provide a summary of the location and size of the main car parks within Laindon Town Centre.

Figure 4.22 Overview of Laindon Town Centre Car Park Locations



Contains Ordnance Survey data © Crown copyright and database right 2016

Table 4.24 Main Off-street Car Parks, Laindon Town Centre

Car Park	Estimated Spaces
LAI01 Lidl	88
LAI02 Co-operative	98
LAI03 Laindon Health Centre	67
LAI04 Library	9
LAI05 Community Centre North	59
LAI06 Community Centre South	40
LAI07 BCP (near Station)	97
LAI08 Network Rail Station	263
SUB-TOTAL	721

4.66 Around 750 car parking spaces are provided across the town. Overall, around 2% of parking provision is designated for disabled use, with a further 2% provided for parents & child parking. A detailed summary of each car park audit is provided below.

LAI01: Lidl

- 4.67 The Lidl car park is located to the north of Laindon High Street / Laindon railway station. Vehicle access and egress is via Manor Road / High Street. The area surrounding is predominantly residential with private on-street parking.

Table 4.25 Car Park Audit Data – Lidl

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	88 (5 disabled, 3 parent & child)
<i>Parking Type</i>	Short and Long Stay
<i>Tariffs</i>	No Tariffs – Customers Only
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Average lighting provision and limited CCTV.
<i>Perceived safety & security</i>	Open design with good visibility, three sides have overgrown hedges and only one entrance / exit, limited natural surveillance other than Lidl
<i>Vehicular Access</i>	Entrance / exit onto High Road. No height restrictions.
<i>Pedestrian Access</i>	No footways in car park

- 4.68 This car park also has three spaces for parents with children. These can be seen below in **Figure 4.23**.

Figure 4.23 Laindon – Lidl Car Park

LAI02: Co-Op

4.69 The Co-Op car park is located to the north of Laindon at the Laindon Shopping Centre roundabout. Vehicle access and egress is via Danacre. The area surrounding is predominantly residential to the north and east, with large shopping units to the west.

Table 4.26 Car Park Audit Data – Laindon - Co-Op

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	98 (3 disabled, 3 parents & child)
<i>Parking Type</i>	Short and Long Stay
<i>Tariffs</i>	No tariffs – Customer Only
<i>Physical Condition</i>	Poor condition, asphalt is patchy and tree roots are coming through.
<i>Safety & Security</i>	Unsafe. Poor lighting and no CCTV. High walls.
<i>Perceived safety & security</i>	No natural surveillance, poor quality of urban realm
<i>Vehicular Access</i>	Entrance / exit from Danacre or into the shopping centre. Headroom restrictions – 3.5m max.
<i>Pedestrian Access</i>	No footways in car park

4.70 The entrance and exit point, and the western perimeter can be seen below in **Figure 4.24**.

Figure 4.24 Laindon - Co-op Car Park



LAI03: Laindon Health Centre

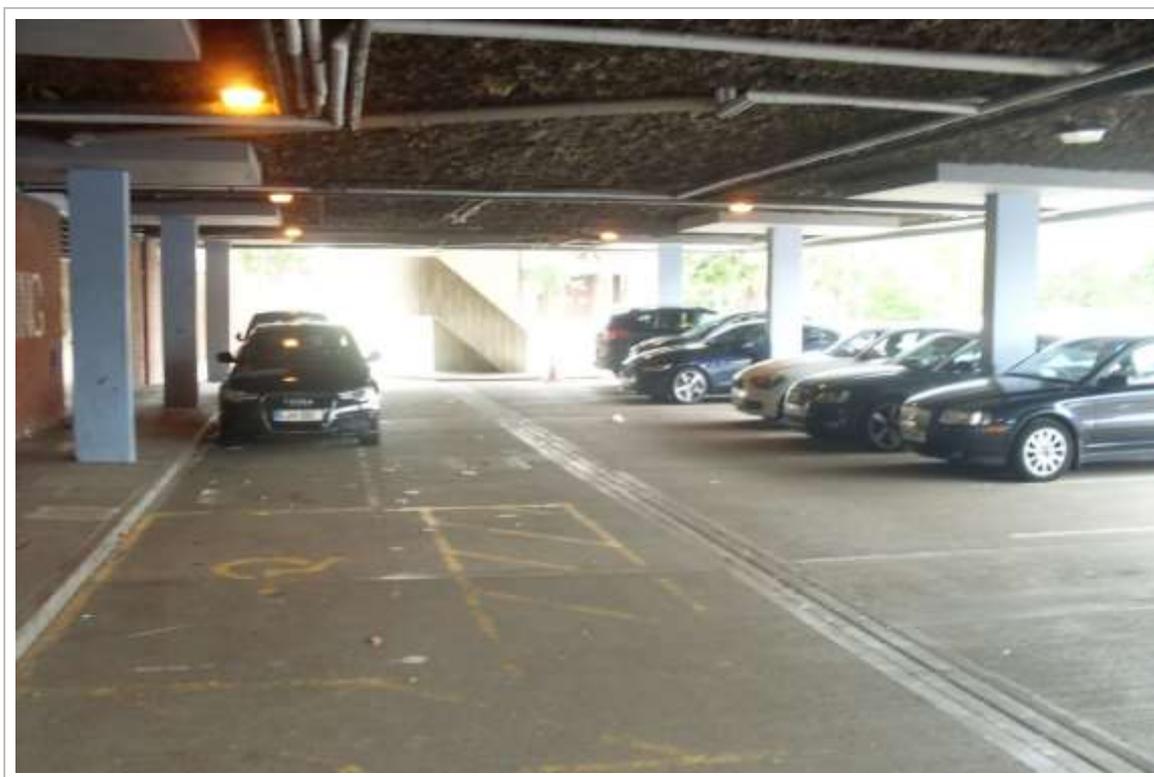
4.71 The Laindon Health Centre car park is located immediately south of the Co-op on the roundabout with Laindon Link. Vehicle access and egress is via Laindon Link.

Table 4.27 Car Park Audit Data – Laindon - Laindon Health Centre

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	67 (1 disabled)
<i>Parking Type</i>	Short and Long Stay
<i>Tariffs</i>	Free
<i>Physical Condition</i>	Poor condition, bay markings faded.
<i>Safety & Security</i>	Poor lighting and no CCTV. High Walls.
<i>Perceived safety & security</i>	Limited natural surveillance other than Health Centre, poor surrounding quality of urban realm
<i>Vehicular Access</i>	Entrance / exit from Laindon Link. No headroom restrictions.
<i>Pedestrian Access</i>	No footways in car park

4.72 This car park currently neighbours a construction site. Disabled spaces are rather faded, and this can be seen below in **Figure 4.25**.

Figure 4.25 Laindon - Disabled Parking at Health Centre



LAI04: Laindon Library

4.73 The library car park is located on the western side of the High Road, opposite Laindon Shopping Centre. Vehicle access and egress is via New Century Road.

Table 4.28 Car Park Audit Data – Laindon Library

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	9 (1 disabled)
<i>Parking Type</i>	Short and Long Stay
<i>Tariffs</i>	Free for library users
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Poor lighting provision and no CCTV.
<i>Perceived safety & security</i>	Reasonable natural surveillance.
<i>Vehicular Access</i>	Entrance / exit from New Century Road. No height restrictions.
<i>Pedestrian Access</i>	No footways in car park.

4.74 This car park is extremely small with just nine spaces.

Figure 4.26 Laindon – Library Car Park



LAI05: Laindon Community Centre (North)

- 4.75 The Community Centre car park is located on the southern arm of the Laindon Link roundabout. The area to the west is formed of residential properties, and to the east is Little Oxcroft.
- 4.76 Vehicle access and egress is via the High Road.

Table 4.29 Car Park Audit Data – Laindon Community Centre (North)

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	59 (1 staff)
<i>Parking Type</i>	Short and Long Stay
<i>Tariffs</i>	Free for community centre users
<i>Physical Condition</i>	Average condition but bays are poorly marked.
<i>Safety & Security</i>	Good lighting provision but no CCTV.
<i>Perceived safety & security</i>	Limited natural surveillance, poor quality of urban realm
<i>Vehicular Access</i>	Entrance / exit from High Road. No height restrictions.
<i>Pedestrian Access</i>	No footways in car park.

- 4.77 This car park is adjacent to private parking for residents of the neighbouring estate. This can be seen below in **Figure 4.27**.

Figure 4.27 Laindon Community Centre (North) Car Parking



LAI06: Laindon Community Centre (South)

- 4.78 The southern community centre car park is located to the south of the Community Centre and is also accessed from High Road. The car park also offers easy access to the High Road for pedestrians, as this runs along the eastern edge.

Table 4.30 Car Park Audit Data – Laindon Community Centre (South)

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	40 (2 disabled, 6 parents & child)
<i>Parking Type</i>	Short and Long Stay
<i>Tariffs</i>	Free for community centre users
<i>Physical Condition</i>	OK condition but bays and paving are overgrown with foliage.
<i>Safety & Security</i>	Good lighting provision but no CCTV.
<i>Perceived safety & security</i>	Good natural surveillance
<i>Vehicular Access</i>	Entrance / exit from Radford Crescent. No height restrictions.
<i>Pedestrian Access</i>	No footways in car park

- 4.79 This car park is perceived as safe; however the bays and paving are overgrown with foliage.

LAI07: BGP (near station)

- 4.80 The BGP car park is located approximately 30 metres north of Laindon railway station. Vehicle access and egress is via Northumberland Avenue / Station Approach.
- 4.81 The car park is very permeable for pedestrians, with good connections to the railway station and nearby housing estate.

Table 4.31 Car Park Audit Data – Laindon - BCP

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	97 (n/a)
<i>Parking Type</i>	Long
<i>Tariffs</i>	Monday – Friday: Midnight – 10am £5. 10am – midnight £2. Saturday, Sunday and Bank Holiday £2
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision and CCTV. Lots of vegetation and overgrown hedges on three sides.
<i>Perceived safety & security</i>	Open plan design, some natural surveillance
<i>Vehicular Access</i>	Entrance / exit from High Road via estate. 2.1m height restrictions.
<i>Pedestrian Access</i>	No footways in car park

- 4.82 The car park is open 24 hour and this can be seen on the headroom sign below in **Figure 4.28**.

Figure 4.28 Laindon - BGP (near Station) Car Park



LAI08: Laindon Network Rail

- 4.83 The National Rail car park is located approximately 20m north of Laindon railway station. Vehicle access and egress is via Station Approach.
- 4.84 The car park is very permeable for pedestrians, with good connections to the station and High Road.

Table 4.32 Car Park Audit Data – Laindon – Rail Station

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	263 (2 disabled, 1 staff, 8 'premier')
<i>Parking Type</i>	Long
<i>Tariffs</i>	Daily - £6.20; Off-peak - £2.30; Sat / Sun / Bank Holiday - £2.30; Weekly - £24.40; Monthly - £93.20; Quarterly - £271.00; Annual £932.00; Annual reserved - £1192.00
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Average lighting provision and CCTV.
<i>Perceived safety & security</i>	Limited natural surveillance
<i>Vehicular Access</i>	Entrance / exit from Northumberland Avenue / Station Approach. No headroom restrictions.
<i>Pedestrian Access</i>	No footways in car park

- 4.85 The station also has eight permit holder spaces, along with a number of speed bumps which can be seen below in **Figure 4.29**.

Figure 4.29 Laindon Network Rail Car Park

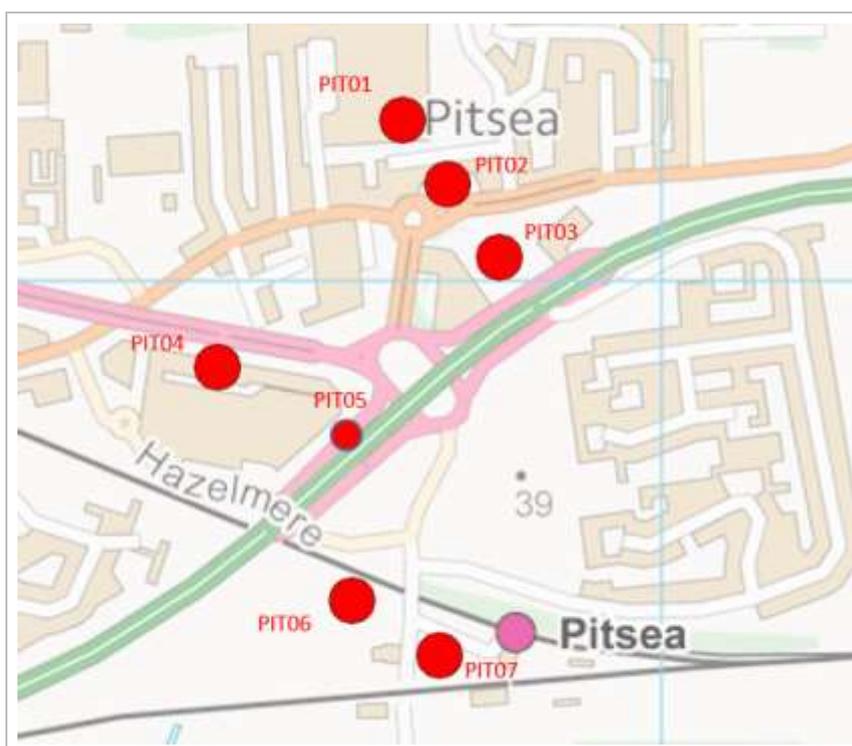


PITSEA CAR PARK AUDITS

Overview

4.86 **Figure 4.29** and **Table 4.33** provide a summary of the location and size of the main car parks within Pitsea Town Centre.

Figure 4.30 Overview of Pitsea Town Centre Car Park Locations



Contains Ordnance Survey data © Crown copyright and database right 2016

Table 4.33 Main Off-street Car Parks, Pitsea Town Centre

Car Park	Estimated Spaces
PIT01 Aldi	472
PIT02 High Road	25
PIT03 Retail Park	267
PIT04 Tesco (Main)	468
PIT05 Tesco (Side)	346
PIT06 Station Car Park	173
PIT07 Network Rail	114
SUB-TOTAL	1,865

4.87 Over 1,800 car parking spaces are provided across the town. Overall, around 5% of parking provision is designated for disabled use, with a further 4% provided for parents & child parking. A detailed summary of each car park audit is provided below.

PIT01: Aldi

- 4.88 The Aldi car park is located north of High Road and is accessed via Rectory Park Drive.
- 4.89 The car park is very permeable for pedestrians, with good connections to the railway station and nearby housing estate.

Table 4.34 Car Park Audit Data – Pitsea - Aldi

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	472 (23 disabled, 23 parents & child)
<i>Parking Type</i>	Short
<i>Tariffs</i>	Free for customers – 3 hours maximum
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision and CCTV.
<i>Perceived safety & security</i>	High quality open plan design
<i>Vehicular Access</i>	Entrance / exit at Rectory Park Drive and entrance / exit at High Road (B1464)
<i>Pedestrian Access</i>	Mostly floor markings with bollards separating pedestrian access from parked vehicles. This is in the end nearest the store, the remainder of the car park does not have designated pedestrian access.

Figure 4.31 Pitsea - Aldi Car Park



PIT02: High Road

- 4.90 The High Road car park is located approximately 20m north east of the High Road / Broadway Link roundabout and is accessed via High Road.
- 4.91 The car park is very permeable for pedestrians, with good connections to the railway station and nearby housing estate.

Table 4.35 Car Park Audit Data – Pitsea - High Road

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	25 (1 staff)
<i>Parking Type</i>	Long
<i>Tariffs</i>	0-1 hour – Free. 1-2 hours £1. 2-3 hours £2. 3-4 hours £3. All day £4.50
<i>Physical Condition</i>	A few pot-holes
<i>Safety & Security</i>	Good lighting provision and CCTV.
<i>Perceived safety & security</i>	High footfall and public area creates safe environment but no road markings for parking area.
<i>Vehicular Access</i>	Entrance / exit from High Road
<i>Pedestrian Access</i>	No footways in car park.

Figure 4.32 Pitsea - High Road Car Park



PIT03: Retail Park

- 4.92 The Retail Park car park is located to the south east of the High Road / Broadway Link roundabout and is accessed via High Road.
- 4.93 The car park is very permeable for pedestrians, with good connections to the railway station and nearby housing estate.
- 4.94 The rear of the car park is accommodated under the A13 flyover, which creates a less favourable environment.

Table 4.36 Car Park Audit Data – Pitsea - Retail Park

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	267 (16 disabled, staff). Covered area car park closed Friday 9pm to Saturday 8pm and Saturday 9pm to Sunday 9am.
<i>Parking Type</i>	Long
<i>Tariffs</i>	Free
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision and CCTV.
<i>Perceived safety & security</i>	General good natural surveillance, although limited natural surveillance under flyover
<i>Vehicular Access</i>	Entrance / exit from High Road
<i>Pedestrian Access</i>	Some footways at sides of car park. None in the covered car park section.

Figure 4.33 Pitsea - Retail Park Car Park



PIT04: Tesco (Main)

- 4.95 The Tesco (Main) car park is located approximately 350m north west of the railway station and is accessed via Hazelmere.
- 4.96 The car park is very permeable for pedestrians, with good connections to the railway station and nearby housing estate.
- 4.97 Part of the car park is located under the A132 flyover, creating a less favourable environment.

Table 4.37 Car Park Audit Data – Pitsea - Tesco (Main)

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	468 (27 disabled, 25 parents & child)
<i>Parking Type</i>	Long
<i>Tariffs</i>	No restrictions.
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision and CCTV.
<i>Perceived safety & security</i>	High footfall creates sense of security; however, limited natural surveillance under flyover
<i>Vehicular Access</i>	Entrance / exit from Hazelmere Roundabout, entrance and exit are towards the west and east side of Hazelmere respectively.
<i>Pedestrian Access</i>	No footways in car park

Figure 4.34 Pitsea - Tesco (Main) Car Park



PIT05: Tesco (Side)

- 4.98 The Tesco (Side) car park is located approximately 200m north west of the railway station and is accessed via Hazelmere.
- 4.99 The car park is very permeable for pedestrians, with good connections to the railway station and nearby housing estate.
- 4.100 Most of the car park is located under the A13 flyover, creating a less favourable environment.

Table 4.38 Car Park Audit Data – Pitsea - Tesco (Side)

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	346 (n/a)
<i>Parking Type</i>	Long
<i>Tariffs</i>	3 hours free parking for customers
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision and CCTV in SW of car park.
<i>Perceived safety & security</i>	Limited natural surveillance under flyover
<i>Vehicular Access</i>	Entrance / exit from Hazelmere. 2.3 m height restriction.
<i>Pedestrian Access</i>	Pedestrian crossing connecting SW car park and main car park. Pedestrian footway on side where road is.

Figure 4.35 Pitsea - Tesco (Side) Car Park



PIT06: Pitsea Rail Station

- 4.101 The Station car park is located approximately 100m North West of the railway station.
- 4.102 The car park is very permeable for pedestrians, with good connections to the railway station and nearby housing estate.

Table 4.39 Car Park Audit Data – Pitsea – Rail Station

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	173 (23 disabled, 23 parent & child)
<i>Parking Type</i>	Long
<i>Tariffs</i>	Daily £4.50. After 9.15am £2.50. Weekly £21
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision. Some vegetation and overgrown hedges at the end of the car park.
<i>Perceived safety & security</i>	Relatively remote site with no natural surveillance
<i>Vehicular Access</i>	Entrance / exit from Pitsea Mount.
<i>Pedestrian Access</i>	No footways in car park.

Figure 4.36 Pitsea – Rail Station Car Park



PIT07: Pitsea Network Rail

- 4.103 The Network Rail car park is located directly west of the railway station and is accessed via Pitsea Mount.
- 4.104 The car park is very permeable for pedestrians, with good connections to the railway station and nearby housing estate.

Table 4.40 Car Park Audit Data – Pitsea - Network Rail

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	114 (4 disabled, 8 staff)
<i>Parking Type</i>	Long
<i>Tariffs</i>	Daily £5.40. Off-peak £2.30. Weekly £22.20. Monthly £84.50. Quarterly £245. Annual £845.
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision.
<i>Perceived safety & security</i>	Relatively remote site with no natural surveillance
<i>Vehicular Access</i>	Entrance / exit from Station Approach.
<i>Pedestrian Access</i>	No footways in car park.

Figure 4.37 Pitsea – Network Rail Station Car Park

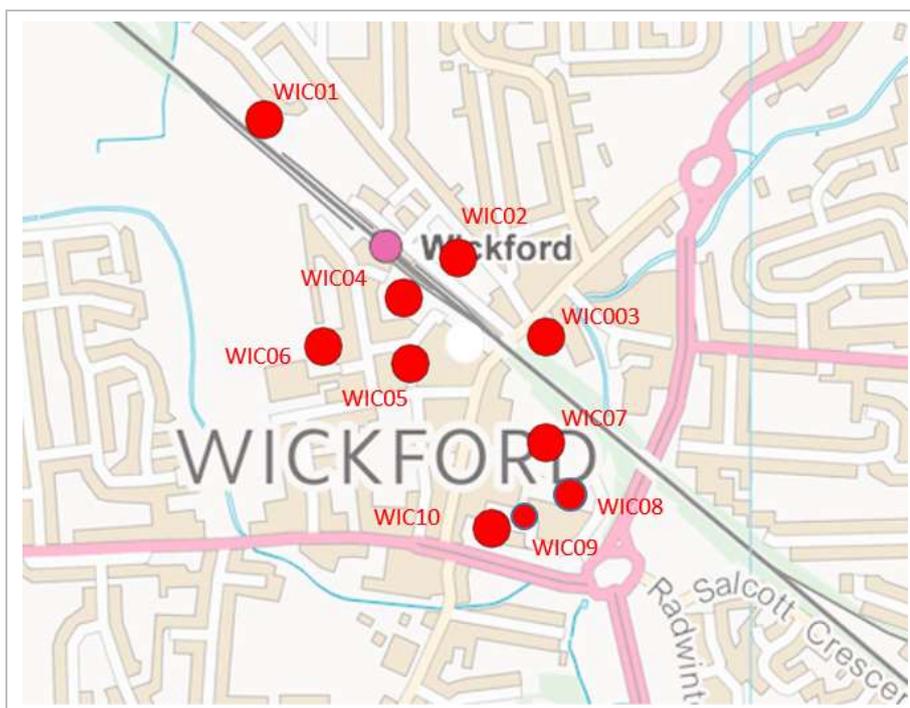


WICKFORD CAR PARK AUDITS

Overview

4.105 **Figure 4.38** and **Table 4.41** provide a summary of the location and size of the main car parks within Wickford Town Centre.

Figure 4.38 Overview of Wickford Town Centre Car Park Locations



Contains Ordnance Survey data © Crown copyright and database right 2016

Table 4.41 Main Off-street Car Parks, Wickford Town Centre

Car Park	Estimated Spaces
WIX01 Network Rail Station	417
WIX02 Rail Station (private)	218
WIX03 Aldi	85
WIX04 The Willows - Station South	15
WIX05 The Willows - Library	80
WIX06 Swimming Pool	48
WIX07 Main	250
WIX08 Co-Op	83
WIX09 Christ Church	21
WIX10 Ladygate	29
SUB-TOTAL	1,246

4.106 Around 1,250 car parking spaces are provided across the town. Overall, around 5% of parking provision is designated for disabled use, with a further 2% provided for parents & child parking. A detailed summary of each car park audit is provided below.

WIX01: Wickford Network Rail

- 4.107 The Network Rail Station car park is located approximately 20m north of Wickford railway station.
- 4.108 The car park is very permeable for pedestrians, with good connections to the railway station and nearby housing estate.

Table 4.42 Car Park Audit Data – Wickford Network Rail Station

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	417 (8 disabled, 2 staff, 32 'premier, 2 electric charging)
<i>Parking Type</i>	Long Stay
<i>Tariffs</i>	Daily by machine: £6.80 by phone: £6.30. Off Peak by machine: £4 by phone: £3.80. Evening by machine: £2.70 by phone: £2.60. Saturday by machine: £2.70 by phone: £2.60. Sunday by machine: £1.30 by phone: £1.10. Weekly by machine: £27.10 by phone: £25.60. Monthly season ticket by machine: £100.60 by phone: £95.60 Annual season ticket by machine: £973.60 by phone: £948.60 Premier season ticket £1282.30
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision and CCTV.
<i>Perceived safety & security</i>	Limited natural surveillance
<i>Vehicular Access</i>	Entrance / exit from Pullman Court
<i>Pedestrian Access</i>	Footway linking the two different levels of car park, including some markings saying "CAUTION ICE!" on this path. Other than that, there is very minimal pedestrian paths.

Figure 4.39 Wickford Network Rail Station Car Park



WIX02: Wickford Rail Station (private)

- 4.109 The Station car park is located approximately 50m east of Wickford Station.
- 4.110 The car park is very permeable for pedestrians, with good connections to the railway station and nearby housing estate.

Table 4.43 Car Park Audit Data – Wickford Rail Station (private)

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	218 (n/a)
<i>Parking Type</i>	Long
<i>Tariffs</i>	Maximum stay of 15 hours £5
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision and CCTV.
<i>Perceived safety & security</i>	Very stony and some overgrown bushes towards the sides.
<i>Vehicular Access</i>	Entrance / exit from Station Avenue.
<i>Pedestrian Access</i>	No footways in car park

Figure 4.40 Wickford Rail Station (private)



WIX03: Aldi

4.111 The Aldi car park is located approximately 400m south east of the railway station.

Table 4.44 Car Park Audit Data – Wickford - Aldi

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	85 (6 disabled, 6 parents & child)
<i>Parking Type</i>	Short Stay
<i>Tariffs</i>	Maximum stay of 1 ½ hour and no return within 4 hours
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision and CCTV.
<i>Perceived safety & security</i>	Very busy car park. Cars were observed parking in the yellow boxes which seemed to be accepted here. There are not enough spaces in this car park. Therefore, walking on the carriageway can potentially be dangerous.
<i>Vehicular Access</i>	Entrance / exit from The Broadway.
<i>Pedestrian Access</i>	Pedestrian footway along the side of the market.

4.112 The car park experienced high levels of congestion at the time of the audit.

Figure 4.41 Wickford - Aldi Car Park

WIX04: The Willows Station (South)

- 4.113 The Willows Station (South) car park is located approximately 40m west of the railway station and is directly to the north of The Willows Library car park.
- 4.114 The car park is very permeable for pedestrians, with good connections to the railway station and nearby housing estate.

Table 4.45 Car Park Audit Data – Wickford - Willows Station (South)

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	62 (16 staff, 12 residential)
<i>Parking Type</i>	Long
<i>Tariffs</i>	Monday – Friday: Midnight – 10am £5. 10am – midnight £2. Saturday, Sunday and Bank Holiday £2.
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision.
<i>Perceived safety & security</i>	Limited natural surveillance surrounding the car park
<i>Vehicular Access</i>	Entrance / exit from Upper Market Road
<i>Pedestrian Access</i>	Walkway to the north.

WIX05: The Willows – Library

4.115 The Willows Library car park is located approximately 200m south of the railway station.

Table 4.46 Car Park Audit Data – Wickford - Willows Library

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	80 (n/a)
<i>Parking Type</i>	Long
<i>Tariffs</i>	Monday – Friday: Midnight – 10am £5. 10am – midnight £2. Saturday, Sunday and Bank Holiday £2.
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision.
<i>Perceived safety & security</i>	Reasonable natural surveillance within the centre of the town
<i>Vehicular Access</i>	Entrance / exit from Upper Market Road.
<i>Pedestrian Access</i>	No footways in car park.

Figure 4.42 Wickford - The Willows - Library Car Park



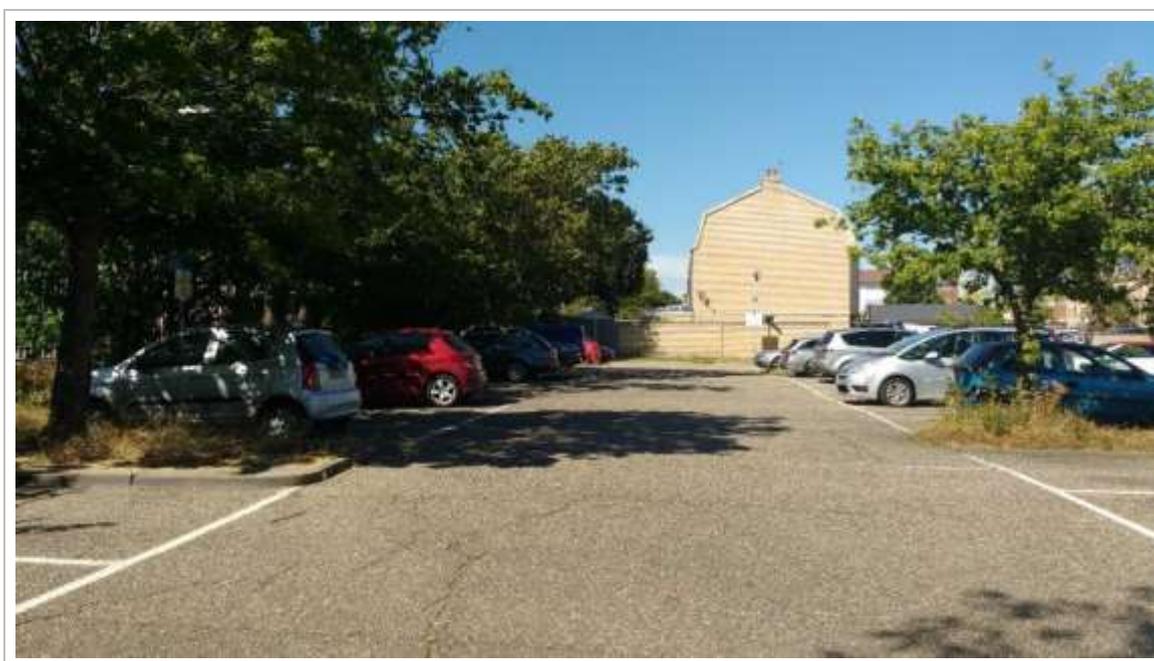
WIX06: Swimming Pool

- 4.116 The Swimming Pool car park is located approximately 200m south of the railway station.
- 4.117 The car park is very permeable for pedestrians, with good connections to the railway station and nearby housing estate.

Table 4.47 Car Park Audit Data – Wickford - Swimming Pool

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	48 (3 disabled)
<i>Parking Type</i>	Short Stay
<i>Tariffs</i>	Free parking for 2 hours for pool users Free parking for 3 hours for Disabled badge holders Up to 1 hour 50p Up to 2 hours 90p Up to 4 hours £2.50
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision.
<i>Perceived safety & security</i>	Limited natural surveillance surrounding the car park
<i>Vehicular Access</i>	Entrance / exit from Market Avenue.
<i>Pedestrian Access</i>	No footways in car park.

Figure 4.43 Wickford - Swimming Pool Car Park



WIX07: Main Car Park

- 4.118 The Main Car Park is located approximately 500m south east of the railway station.
- 4.119 The car park is very permeable for pedestrians, with good connections to the railway station and nearby housing estate.

Table 4.48 Car Park Audit Data – Wickford - Main Car Park

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	250 (17 disabled, 6 staff)
<i>Parking Type</i>	Long Stay
<i>Tariffs</i>	Up to 1 hour – 50p, up to 2 hours - 90p, up to 4 hours - £2.50, up to 10 hours - £7.00.
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision.
<i>Perceived safety & security</i>	Limited natural surveillance surrounding the car park
<i>Vehicular Access</i>	Entrance / exit from Market Avenue. There is also a fire access zone at the entrance, vehicles must ensure that they clear of this.
<i>Pedestrian Access</i>	Pedestrian footway by the side of the health centre.

Figure 4.44 Wickford - Main Car Park



WIX08: Co-Op

4.120 The Co-Op car park is located approximately 550m south east of the railway station.

Table 4.49 Car Park Audit Data – Wickford - Co-Op

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	83 (14 disabled, 14 parents & child)
<i>Parking Type</i>	Short
<i>Tariffs</i>	Up to 30 mins free ticket from machine. Up to 2 hours - £1.
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	Good lighting provision and CCTV.
<i>Perceived safety & security</i>	With the exception of the Co-Op there is limited natural surveillance surrounding the car park
<i>Vehicular Access</i>	Entrance / exit from Main Car Park.
<i>Pedestrian Access</i>	No footways in car park.

Figure 4.45 Wickford - Co-Op Car Park



WIX09: Christ Church (Small)

- 4.121 The Christ Church car park is located approximately 600m south east of the railway station.
- 4.122 Vehicle access and egress is via the Co-op car park.

Table 4.50 Car Park Audit Data – Wickford - Christ Church

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	21 (1 disabled, 1 staff)
<i>Parking Type</i>	Long
<i>Tariffs</i>	Church users only
<i>Physical Condition</i>	Good condition
<i>Safety & Security</i>	No lighting or CCTV
<i>Perceived safety & security</i>	Secure location
<i>Vehicular Access</i>	Via the Co-op car park
<i>Pedestrian Access</i>	No footways in car park

Figure 4.46 Wickford - Christ Church Car Park



WIX10: Ladygate

- 4.123 The Ladygate car park is located approximately 600m south of the railway station.
- 4.124 The car park is very permeable for pedestrians.

Table 4.51 Car Park Audit Data – Wickford - Ladygate

Audit Criterion	Information Collated
<i>Total Size (spaces by type)</i>	29 (16 disabled)
<i>Parking Type</i>	Long Stay
<i>Tariffs</i>	Monday – Friday: Midnight – 10am £5. 10am – midnight £2. Saturday, Sunday and Bank Holiday £2
<i>Physical Condition</i>	A few potholes.
<i>Safety & Security</i>	Good lighting provision
<i>Perceived safety & security</i>	Some natural surveillance
<i>Vehicular Access</i>	Entrance / exit from Main Car Park
<i>Pedestrian Access</i>	No footways in car park, only where it separates this car park with the Co-Op car park.

Figure 4.47 Wickford - Ladygate Car Park



ON-STREET

- 4.125 Alongside the audit of off-street car parks, an overarching assessment of on-street parking provision within each town centre has also been undertaken.
- 4.126 On-street parking is relatively constrained within the centre of each town, with the exception of Billericay that offers short-stay on-street parking along the High Street.

Basildon

- 4.127 There is no on-street parking around the heart of Basildon Town Centre, with the inner ring road / distributor road kept clear for ease of vehicle movements. Beyond the heart of the town centre, most of the residential areas are controlled by resident parking schemes and waiting restrictions. There are currently five resident permit parking scheme operating around Basildon Town Centre to provide priority parking to residents, mainly to the north and south of the town centre.

Billericay

- 4.128 Billericay operates two residents permit schemes (L and N) in the Town Centre, South Green and Mountnessing. Much of the surrounding residential street are also subject to 1-hour single yellow line controls to prevent commuter parking.

Laindon and Pitsea

- 4.129 There is limited on-street parking along the main distributor roads around the centres of Laindon and Pitsea. Residents permit zone H operates in a select number of streets around Pitsea Town Centre. Similarly Residents Zone C operates primarily to the south of the railway station in Laindon, along with 1-hour single yellow line schemes to prevent commuter parking. In both towns, large proportions of on-street parking in residential streets remains uncontrolled.

Wickford

- 4.130 In Wickford, on-street parking is restricted along the High Street and Market Road, although a limited number of short-stay bays are provided. Further out of the centre, resident parking zones G and J operate in a limited number of streets, with also a range of 1-hour single yellow line schemes in place, generally to the north of the town, to prevent commuter parking for the railway station. Parking to the south and east of the town is otherwise unrestricted in residential areas.

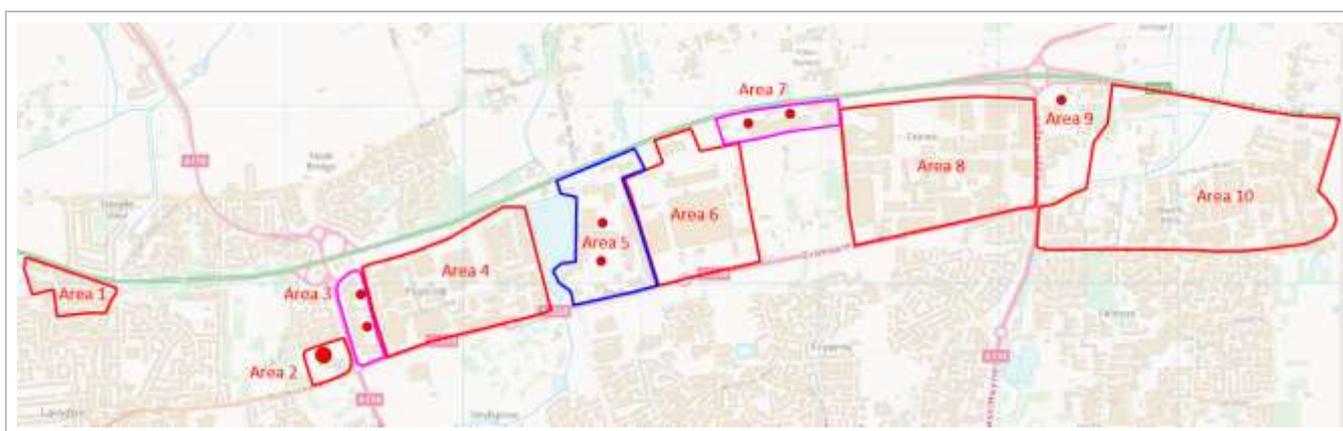
A127 EMPLOYMENT CORRIDOR

4.131 The audit of the A127 employment corridor was disaggregated into ten 'character places', as follows:

- Area 1: Hemmells Industrial Estate
- Area 2: A176 Upper Mayne / B148 St Nicholas Lane
- Area 3: Pipp's Hill Retail Park
- Area 4: Pipp's Hill Industrial
- Area 5: Festival Leisure Park
- Area 6: New Holland Site
- Area 7: Tesco / Retail Park
- Area 8: Cranes
- Area 9: Sainsbury's / Industrial
- Area 10: Burnt Mills

4.132 **Figure 4.49** provides an overview of these areas.

Figure 4.48 Overview of A127 employment Area



Contains Ordnance Survey data © Crown copyright and database right 2016

4.133 The audit assessed on-street car parking, publicly available off-street car parking (e.g. retail and leisure car parks), as well as private non-residential off-street car parking (e.g. businesses).

Area 1: Hemmells Industrial Estate

4.134 Area 1 consists of a small-scale industrial park. There are some kerbside parking controls on the approach roads into the estate; however, generally on-street parking is unrestricted

4.135 There are significant levels of off-street parking, although the definition between on and off-street is not always clear. Significant levels of both on and off-street parking were observed.

Area 2: A176 Upper Mayne / B148 St Nicholas Lane

4.136 Area 2 consists of a large employment land-use with significant off-street (Private Non-Residential - PNR) parking provision. The parking area is barrier controlled parking preventing an audit from taking place; however it could be observed that significant levels of off-street employee parking occurs on the site.

Area 3: Pipp's Hill Retail Park

- 4.137 Area 3 encompasses a retail park with multiple retail outlets. There are two separate off-street car parking areas, with no on-street parking. The southern car park has the largest capacity and tended to be less occupied throughout the audit than the smaller northern car park.

Area 4: Pipp's Hill Industrial

- 4.138 Area 4 is an industrial area made up of a relatively limited number of streets but with a mix of large and small business premises located off them. The majority of these have PNR parking, although this varies in size and can be dependent upon whether the business requires a yard for their operational purposes.
- 4.139 The majority of observed PNR parking was heavily utilised, often resulting in the requirement for employees and/or customers to park on-street. A description of each street is provided below; however, as an overall summary a high proportion of the available unrestricted parking is utilised across the working day.

➤ Miles Gray Road (north)

- Sections of unrestricted parking on northern kerbside, with some sections of double yellow lines in middle
- South kerbside generally all single yellow lines / double yellow lines
- Off-street PNR office parking along southern side of street – generally heavily parked
- All available unrestricted parking at eastern end generally utilised @11am
- Less heavily parking at western end

➤ Luckyn Lane

- Unrestricted parking available on both sides of the street
- All available unrestricted parking generally utilised @11am, including HGVs
- Some areas of parking restrict two-way traffic flow along route

- 4.140 **Figure 4.49** provides a view of Luckyn Lane within Area 4.

Figure 4.49 A127 Employment Area - Luckyn Lane – Area 4



- Chester Hall Lane
 - Sections of unrestricted parking on western kerbside from the southern end, but double yellow lines further towards north.
 - Eastern kerbside generally all single yellow line / accesses
 - 80% of unrestricted parking utilised @11am
- Bentalls
 - Sections of unrestricted parking on western kerbside in between accesses
 - Eastern kerbside generally all single yellow lines / accesses
 - All available unrestricted parking utilised @11am
- Howard Chase
 - Unrestricted parking on both sides in between accesses
 - All available unrestricted parking generally utilised @11am
 - Crompton Close
 - Unrestricted parking available on both kerbsides
 - Heavily parked @11am although not always on both side of carriageway

Area 5: Festival Leisure Park

- 4.141 Festival Leisure Park is a major leisure facility encompassing cinema and bowling facilities, as well as multiple restaurants. In addition, there is also a Sports Centre and Fitness Centre and a number of hotel facilities.
- 4.142 A substantial at-grade car park is provided in the centre of the site for the main cinema/bowling complex. In addition, a number of smaller car parking facilities are associated with individual facilities. During the standard working day these parking facilities are only partially utilised; however, the main demand will be during evenings and weekends.
- 4.143 Festival Way runs along the eastern edge of the main leisure facility and also provides access to light industrial / office facilities to the east and north of the site. All of these facilities have substantial PNR parking facilities, some of which are barrier controlled; however, on-street parking still occurs in specific locations, including:
- Festival Way – from adjacent to Fitness First / Travelodge to the bus layby: heavily parked along the western kerbside
 - Festival Way – from bus layby to Waterfront Walk: heavily parked along southern kerbside, with also some cases of wheel-up parking on the northern kerbside
 - Endeavour Drive: heavily parked on unrestricted section of parking beyond the Ford Repair Centre
- 4.144 **Figure 4.50** provides a view of Festival Way within Area 5.

Figure 4.50 A127 Employment Area - Festival Way – Area 5



Area 6: New Holland Site

- 4.145 Area 6 is a large site adjacent to the Festival Leisure Park utilised by New Holland Tractor Manufacturer. This site is barrier controlled with security and so was not subject to audit.
- 4.146 Off-site observations indicated substantial PNR parking, the majority of which was occupied during the working day.

Area 7: Tesco / Retail Park

- 4.147 Area 7 encompasses three mini-retail parks associated with supermarket and retail outlets. There are two main car parking areas, with a third smaller area. Individual car parking is also provided for the McDonalds and KFC restaurants. No on-street parking is permitted.

Area 8: Cranes

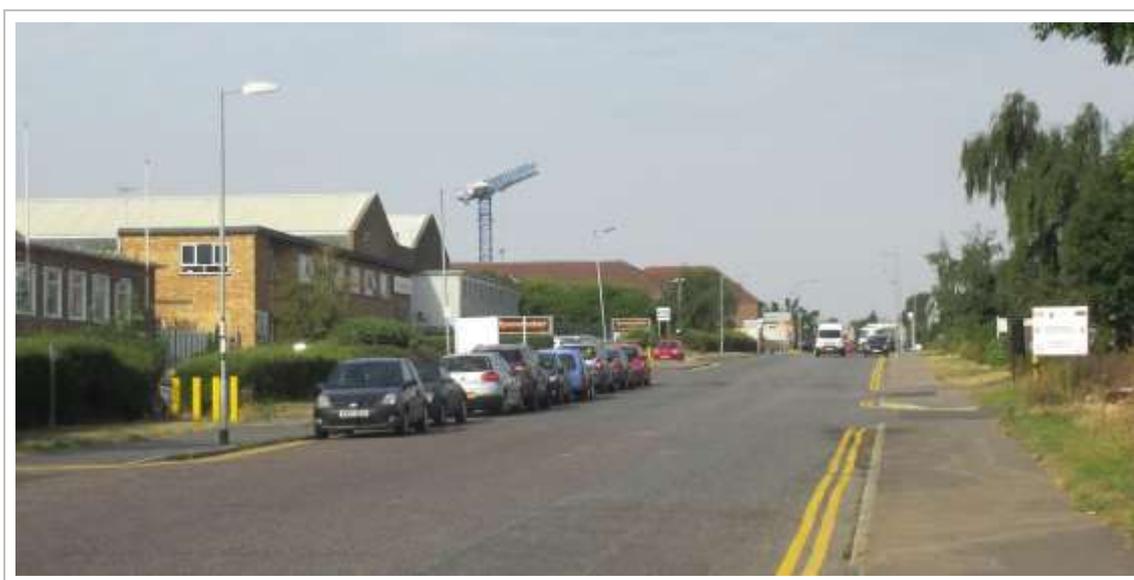
- 4.148 Similar in nature to Pippys Hill, this industrial area is made up of a relatively limited number of streets but with a mix of large and small business premises located off them. The majority of these have PNR parking, although this varies in size and can be dependent upon whether the business requires a yard for their operational purposes.
- 4.149 The majority of observed PNR parking was relatively well utilised. Where on-street parking is permitted it is generally utilised. A description of each street is provided below:

- Gardiners Lane South
 - Not restricted but no parking occurs due to the strategic nature of the route connecting to the A127, as well as there being no developments to the western side of the road and few units with direct access off the eastern side.
- Paycocke Road (western)
 - A mixture of double yellow lines restrictions but some unrestricted parking
 - Generally all utilised by 10.30am
 - Heavy parking observed within bus layby

- Christopher Martin Road
 - Used as a local distributor road
 - Double yellow lines restrictions prevent on-street parking
- Honeywood Road (north)
 - Used as a local distributor road
 - Double yellow lines restrictions prevent on-street parking
- Honeywood Road (south)
 - Limited available on-street parking. Mainly double yellow line, particularly at southern end.
 - Some provided in layby in front of shops at junction with Paycocke Road. This was heavily parked but with constant turnover
 - Some illegal parking opposite the shops and further along the street
- Paycocke Road (eastern)
 - Limited available on-street parking. Mainly double yellow line, particular at eastern end.
 - Available on-street parking heavily used

4.150 **Figure 4.51** provides a view of Paycocke Road within Area 8.

Figure 4.51 A127 Employment Area - Paycocke Road – Area 8



- Cranes Close
 - Some double yellow line and accesses reduce available parking; however, otherwise unrestricted
 - Heavily utilised @ 10am

Area 9: Sainsbury's / Industrial

- 4.151 The area consists of a Sainsbury's and Matalan retail units with their own off-street parking. There are then a number of streets with light industrial/business premises and then a residential area.
- 4.152 The retail unit car parking capacity had plenty of spare capacity during the weekday audit, in particular the Matalan; however, these are likely to be busiest at the weekends.

- Cricketers Way (east – beyond Sainsbury’s Roundabout)
 - Unrestricted parking
 - Heavily utilised from the entrance to Matalan around to the cul-du-sac

4.153 **Figure 4.52** provides a view of Cricketers Way within Area 9.

Figure 4.52 A127 Employment Area - Cricketers Way – Area 9



- Lords Way
 - Provides access to industrial units at far eastern edge of area
 - Unrestricted parking
 - Heavily parked from junction with Cricketers Way for 80 metres but then not parked
- Fenners Way
 - Residential estate
 - On-street car parking only appeared to be associated with housing
- Nevendon Road
 - Residential estate
 - On-street car parking only appeared to be associated with housing and not very extensive with driveway parking available for most properties.
 - At far southern end (next to Courtauld Road) parking appeared to occur in cul-du-sac that may be non-residential

Area 10: Burnt Mills

- 4.154 Similar in nature to Pipp's Hill/Cranes, this industrial area is made up of a relatively limited number of streets but with a mix of large and small business premises located off them. The majority of these have PNR parking, although this varies in size and can be dependent upon whether the business requires a yard for their operational purposes.
- 4.155 The majority of observed PNR parking was relatively well utilised. Where on-street parking is permitted it is generally utilised. A description of each street is provided below:
- Courtauld Road
 - Main distributor road around the estate. Only eastbound exit from estate as no direct access to A132 East Mayne from Burnt Mills Road (although westbound access is permitted)
 - No on-street parking
 - Considerable evening lorry parking occurs between the access to Virgin and the access to Yodel
 - Repton Close
 - Access to industrial units but also leisure/entertainment facilities with off-street parking.
 - Generally double yellow line throughout street; however parking provided to eastern side (effectively on area where pavement would be). Heavily parked.

- 4.156 **Figure 4.53** provides a view of Repton Close within Area 10.

Figure 4.53 A127 Employment Area - Repton Close – Area 10



- Archers Field
 - Access to mainly waste facilities
 - Unrestricted parking, heavily utilised
- Harvey Road (western section)
 - Generally unrestricted parking
 - Some spaces available @10am
 - An off-street car park appeared to be available that was not attached to any specific industrial unit. Spaces available
- Harvey Road (eastern section)
 - Generally unrestricted parking

- Heavily utilised
- Swinbourne Road
 - Generally unrestricted parking
 - Parked heavily on northern side
- Josselin Road
 - Generally unrestricted parking
 - Some parking available @ 10am in central section
- Wollaston Way
 - Generally unrestricted parking
 - Heavily parked in a number of areas, but some space available @10am
- Burnt Mills Road
 - Distributor road on southern side, but only providing access to Burnt Mills at junction with Rushley.
 - Generally provides residential access
 - No parking

4.157 It is also understood that the area is frequently used for parking HGVs and/or HGV trailers, primarily in Josselin Road and Swinbourne Road, although none were observed at the time of the survey. These take up considerable amounts of roadspace and can restrict the flow of traffic.

5 Current Parking Demand

INTRODUCTION

- 5.1 This section of the report provides a summary of the available parking demand data for off-street car parks across the borough. It is informed by:
- ANPR survey data – conducted by Essex County Council within Basildon Town Centre
 - Ticket sales data – provided by Basildon Borough Council for car parks with ticket machines in Billericay and Wickford
 - Observational spot counts – undertaken across all areas of the borough
- 5.2 In addition, a basic assessment of parking demand within the A127 Employment Corridor has been undertaken through observational assessments.

BASILDON DEMAND

- 5.3 ANPR data was provided by Essex County Council covering 12 car park locations across Basildon Town Centre, including:
- Towngate
 - Great Oaks Multi-Story
 - Great Oaks Surface
 - Staples
 - Toy R' Us
 - Asda
 - Eastgate
 - Market square
 - Westgate (Surface & Multi-Story)
 - Ashdon Way
 - Cherrydown
 - Clay Hill Road
- 5.4 The ANPR data was collected over two representative survey periods, a weekday and a Saturday, on the following dates:
- Thursday 12th May 2016; and,
 - Saturday 14th May 2016.
- 5.5 The data provides insight into the volume of entry and exits into each car park across the day, as well as the duration of stay of each vehicle.
- 5.6 Upon detailed review of the ANPR data it was discovered that there were issues with one of the cameras recording exit flows from the Asda car park during the weekday and Saturday surveys. This prevented the use of the data to calculate car park occupancy as there was no record of vehicles leaving the car park and, hence, durations of stay.
- 5.7 Issues were also identified with the entry camera at Ashdon Way camera on a Saturday, again negating the possibility of calculating occupancy; however, the Thursday data appeared to be robust.

Overall Summary

- 5.8 Table 5.1 provides an overall summary of the occupancy data, indicating the average and maximum occupancy within each individual car park, as well as across all of the car park locations.

Table 5.1 Summary of Average and Maximum Car Park Demand – Basildon

Car Park		Weekday Occupancy		Saturday Occupancy	
		Average	Maximum	Average	Maximum
BAS01	Towngate	141	200	25	70
BAS02	Great Oaks Multi-Storey	420	706	159	391
BAS03	Great Oaks Open	126	247	102	255
BAS04	Staples	17	30	7	26
BAS05	Toys R Us	92	162	59	160
BAS06	Asda	329*	593*	465*	663*
BAS07	Eastgate	249	471	214	529
BAS08	Market Square	35	58	6	16
BAS09	Westgate	232	391	109	290
BAS10	Time Square	21#	35#	19#	26#
BAS11	Ashdon Way	195	249	10*	32*
BAS12	Station Way	29#	48#	26#	36#
BAS13	Cherrydown	129	192	1	2
BAS14	Clay Hill Rd	32	47	5	14
Overall		2,047	3,433	1,840	2,583

* estimated from ANPR arrivals and spot count data; # estimated from observational surveys

- 5.9 The ANPR data indicates that demand is greatest on a weekday, with overall maximum demand in the region of 3,500 vehicles. This compares to 2,500 on a Saturday.
- 5.10 **Figure 5.1** and **Figure 5.2** present a summary of the overall profile of occupancy across all car parks within Basildon Town Centre on a typical weekday and a Saturday.

Figure 5.1 Overall Demand – Basildon Data (Weekday)

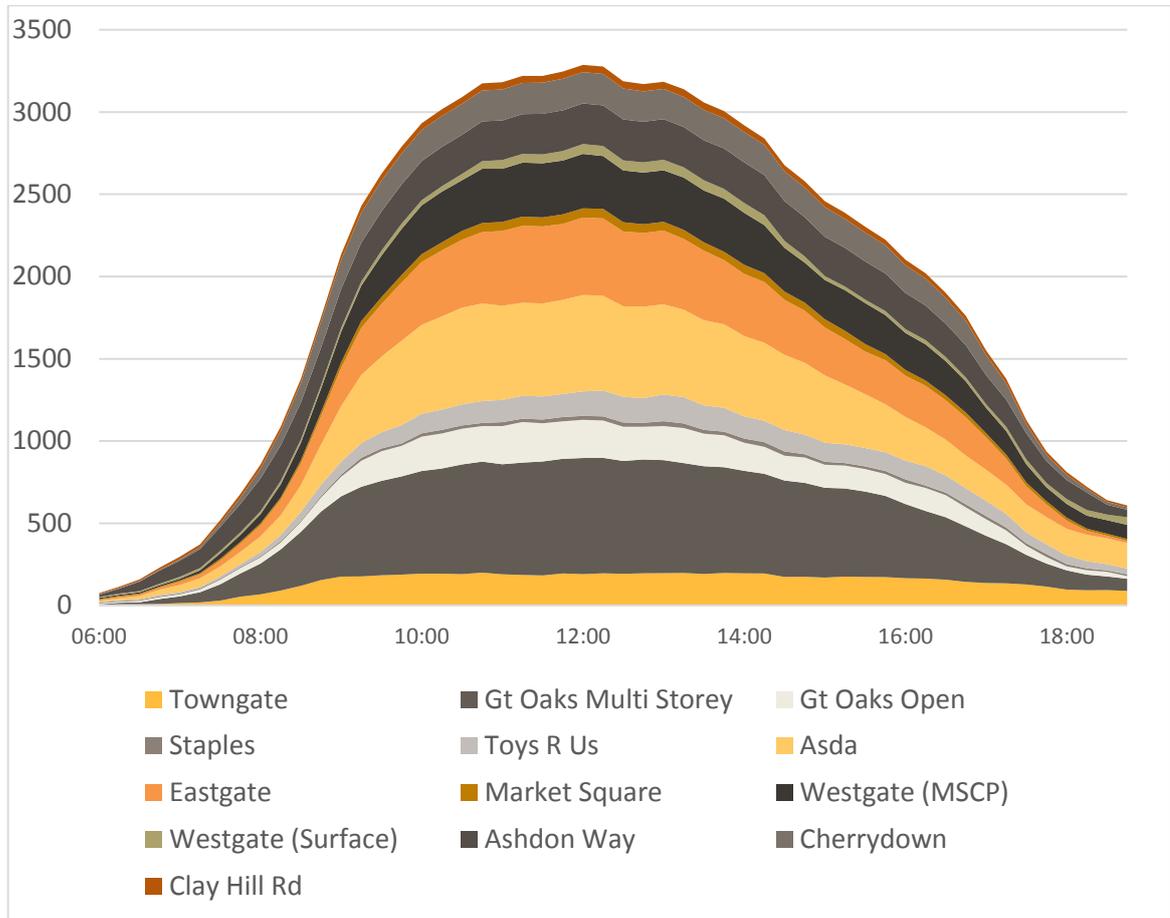
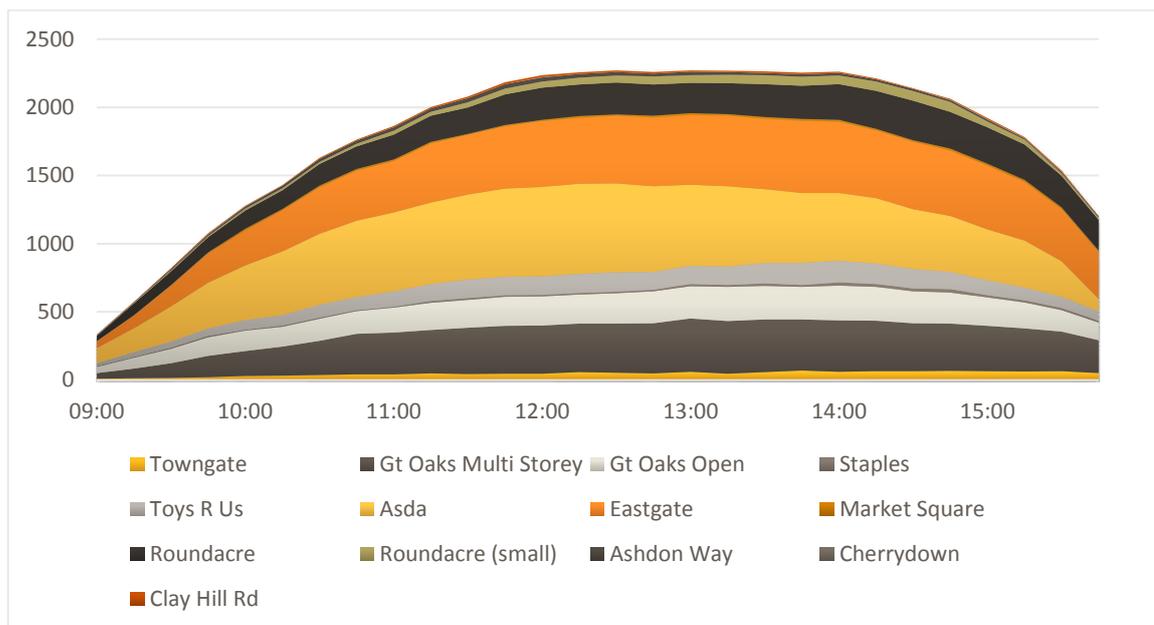


Figure 5.2 Overall Demand – Basildon Data (Saturday)



Source: Essex County Council ANPR Survey

5.12 The total number of arrivals during the full weekday ANPR survey was around 9,500 vehicles. Figure 5.3 and Figure 5.4 present a summary of the overall profile of duration of stay across all car parks within Basildon Town Centre on a typical weekday and a Saturday.

Figure 5.3 Overall Duration of Stay Data – Basildon (Weekday)

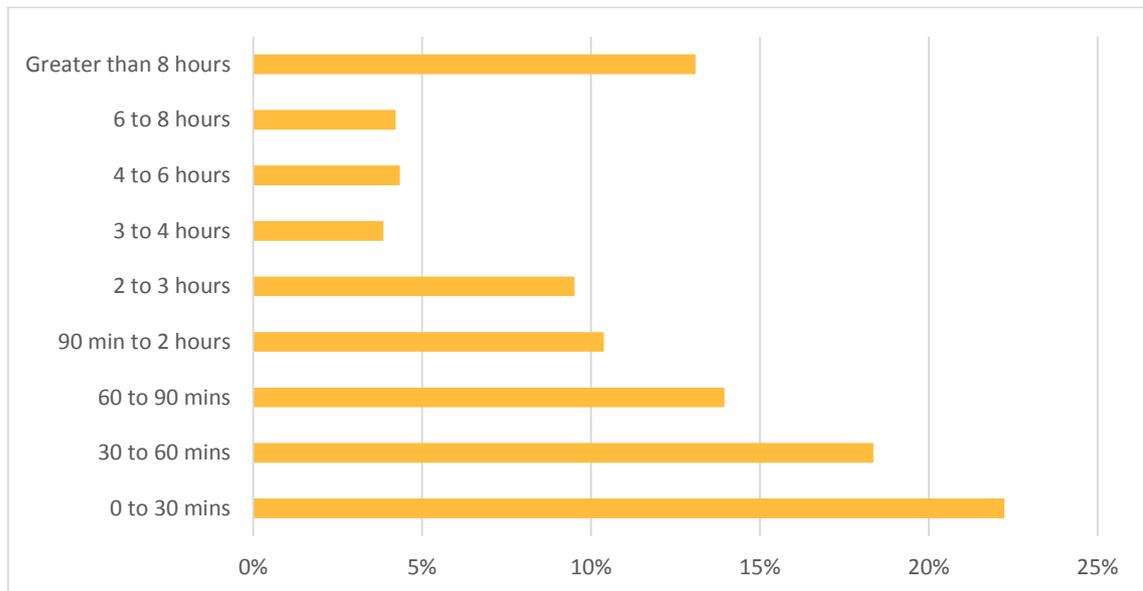
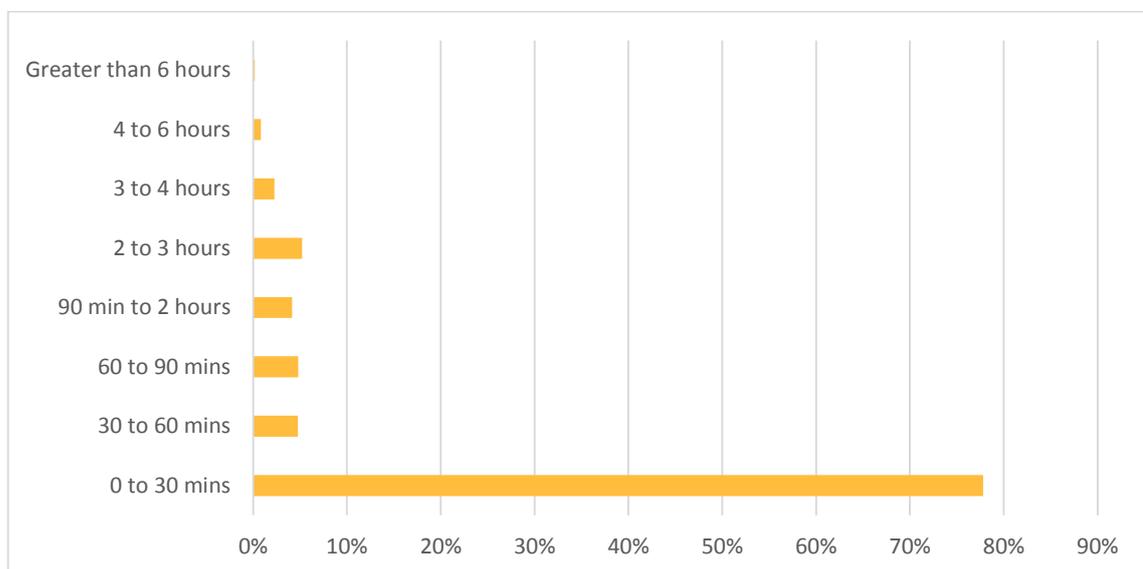


Figure 5.4 Overall Duration of Stay Data – Basildon (Saturday)



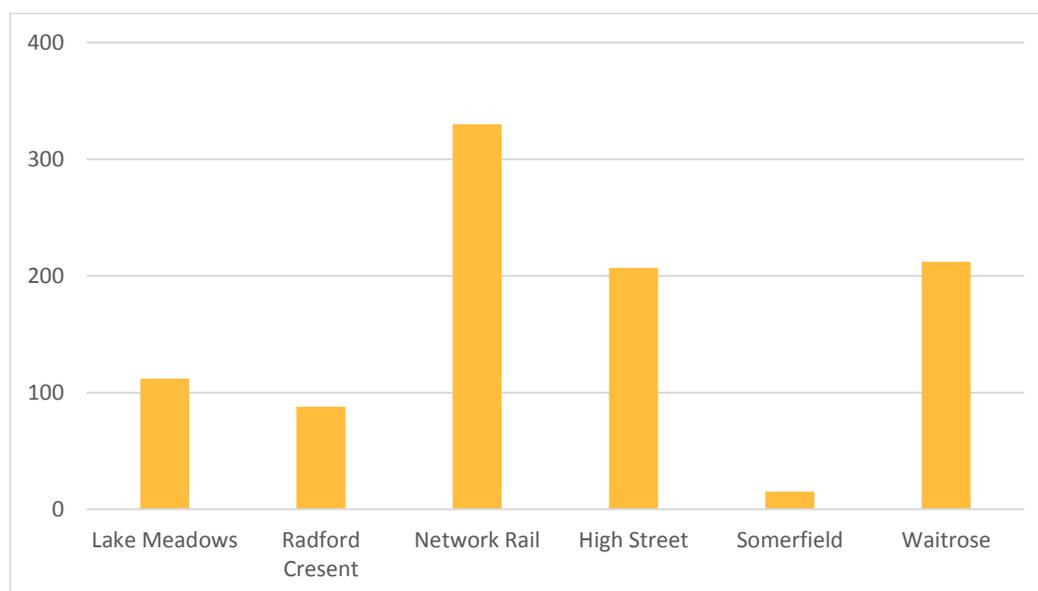
Source: Essex County Council ANPR Data

5.13 The duration of stay suggests that the highest proportion of vehicles (22%) are making very short-stay trips into the town centre. In contrast, 13% were recorded as parking in excess of 8 hours across the day.

BILLERICAY

5.14 Figure 5.5 presents a summary of the estimated level of peak demand across the car parks within Billericay.

Figure 5.5 Estimated Peak Demand - Billericay



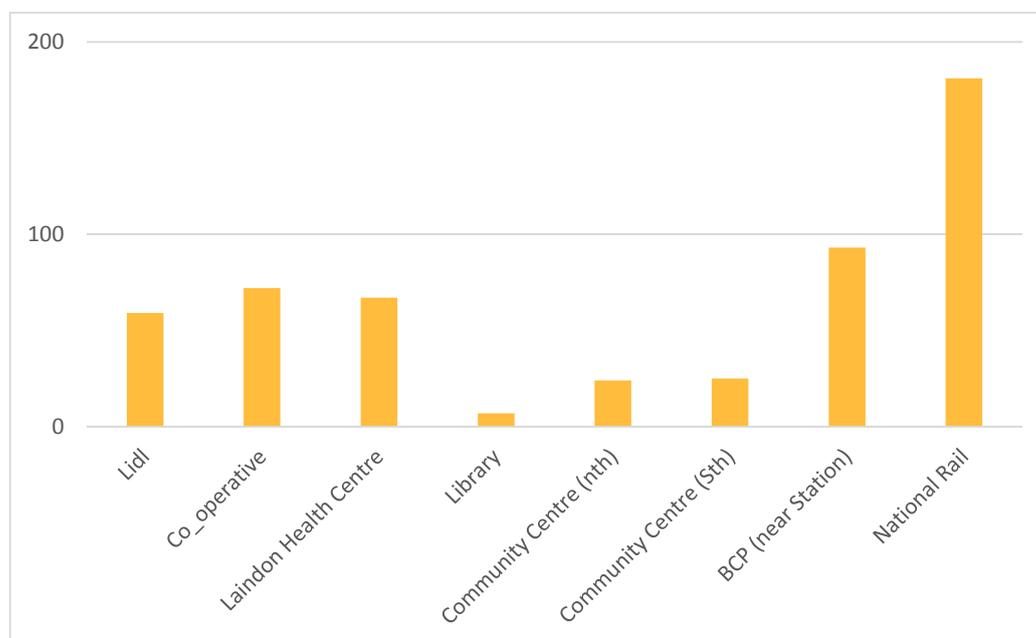
Source: ticket sales data and observational surveys

- 5.15 Parking demand is high across all of the main car parks within Billericay throughout the week, with the Station Car Park being the most heavily occupied car park. This is operating consistently near capacity throughout the day due to the volume of commuter parking.
- 5.16 Waitrose is also a popular car park, with observed demand of over 200 during both the morning and afternoon counts, and observed full capacity at midday, with vehicles observed 'circling the car park' looking for spaces.
- 5.17 Demand for the High Street and Somerfield car parks can also be high, albeit the latter has relatively low capacity. There was observed to be a high turnover of vehicles within this car park as a result of the maximum allowable stay of 1 hour.
- 5.18 A high turnover of vehicles was also observed within the other short stay car park in Lake Meadows, This was observed to be a lot busier during the morning counts (at 95% occupied) compared to the afternoon counts at 78% occupied.
- 5.19 Radford Crescent long stay car park was well used throughout the day with over 75% occupancy throughout the day.

LAINDON

5.20 Figure 5.6 presents a summary of the estimated level of peak demand across the car parks within Laindon.

Figure 5.6 Estimated Peak Demand - Laindon



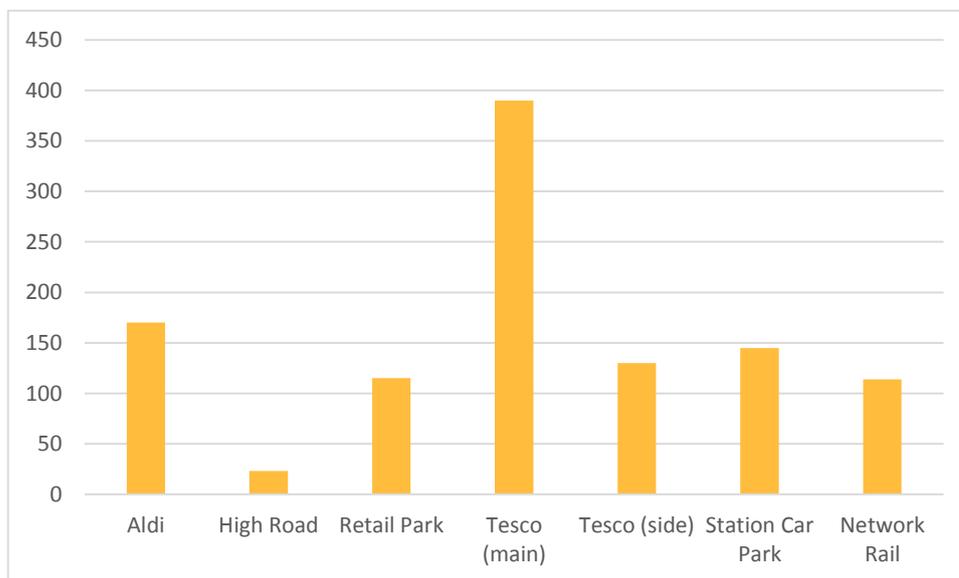
Source: observational surveys

- 5.21 The most occupied car park within Laindon was the Health Centre which was consistently full throughout morning and afternoon counts. Some vehicles were observed parking erratically in relation to the bay markings, suggesting the car park could operate more efficiently.
- 5.22 The Library Car Park, with only 9 spaces, was also heavily occupied throughout the day due to being free of charge for library users and the small number of spaces.
- 5.23 Whilst the Network Rail station car park has a higher overall level of demand than the nearby BCP car park, the latter operated at higher occupancy levels throughout the day. This is likely to be as a result of the differential pricing structure between the car parks, with the daily rate for commuters being £1.20 cheaper in the BCP car park than the station car park.
- 5.24 Demand for the Co-op car park peaked at 11.00 hours, with 75% of spaces occupied and gradually declined throughout the day leading to being only 50% occupied at 14:00 hours, Lidl saw a lunchtime peak at 12:00 hours at 67% occupancy, and declined in the afternoon, leading to a 35% occupancy rate at 14:00 hours.
- 5.25 The two car parks at the Community Centre had relatively low demand, with both parts of the car park being busier during the morning periods than the afternoon. The Southern car park was observed to be more popular than the north. This is thought to reflect the closer proximity to the rail station.

PITSEA

5.26 Figure 5.7 presents a summary of the estimated level of peak demand across the car parks within Pitsea.

Figure 5.7 Estimated Peak Demand - Pitsea



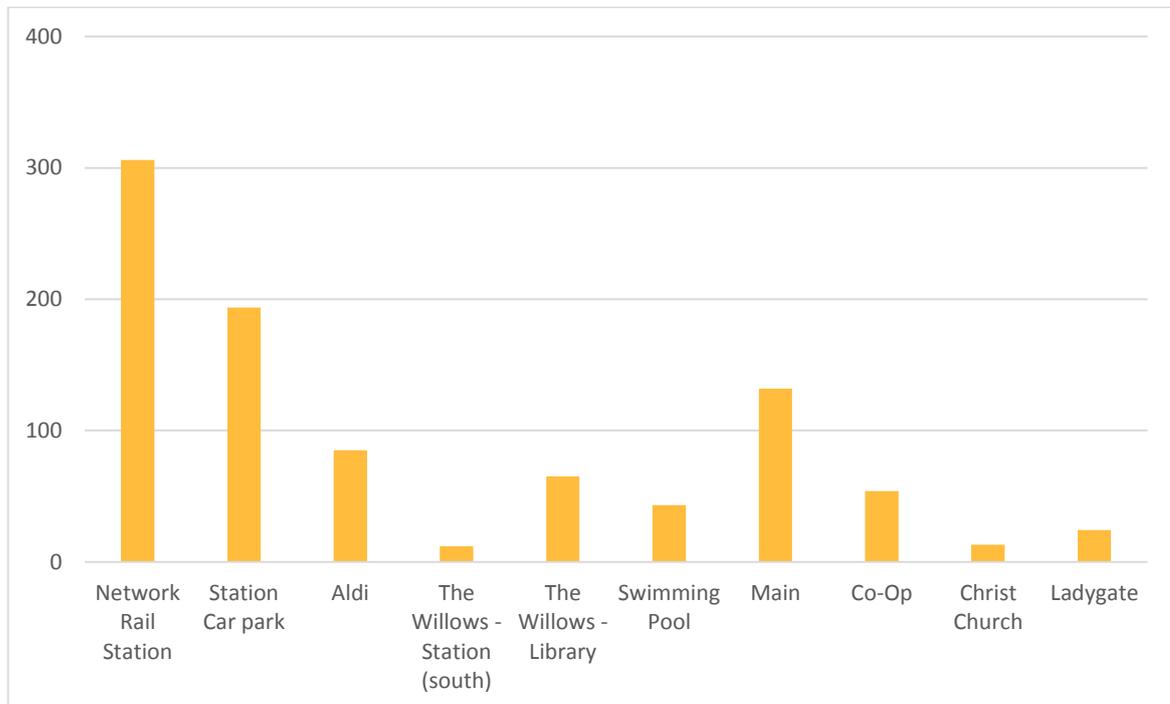
Source: observational surveys

- 5.27 Demand at the Network Rail Car Park was high throughout the day, with most spaces occupied. The adjacent station car park was also observed to be over 80% full.
- 5.28 The smallest car park within Pitsea, off the High Road, with just 25 spaces, was observed to have very high demand throughout the day,
- 5.29 During the survey weekday survey period the larger car parks were observed to be considerably less well used, with Aldi, Tesco (Side Car Park) and Retail Park being under 50% utilised; however, demand for these car parks relates directly to retail trends and so are busier at weekends. During the weekday the main Tesco car park was the most popular retail car park.

WICKFORD

5.30 Figure 5.8 presents a summary of the estimated level of peak demand across the car parks within Wickford.

Figure 5.8 Estimated Peak Demand - Wickford



Source: ticket sales data and observational surveys

- 5.31 The most utilised car park within Wickford was Aldi, which had less than 5 spare spaces during all counts during the morning and afternoon.
- 5.32 The Network Rail car park has the highest demand, although the other nearby rail station car park has a higher occupancy rate, Due to the long stay nature of these car parks there was minimal vehicle turnover of vehicles observed.
- 5.33 Demand was observed to be spread amongst the other car parks during the weekdays, reflecting the specific destinations of individuals using the town centre.

A127 EMPLOYMENT CORRIDOR

- 5.34 Observational surveys took place within the defined employment areas of the A127 corridor to provide an overarching assessment of the level of demand for parking. Whilst this did not take the form of direct counts, due to the scale of the area, an assessment of all streets within each of the ten areas was undertaken to permit an assessment of parking pressures.
- 5.35 In some areas the distinction between private and public areas is unclear and this can lead to complications for those who wish to park but do not know the areas. Indeed where areas of Private Non Residential Parking were well used there was often a subsequent effect for on street utilisations
- 5.36 Throughout the different areas demand for parking remains high where there is free unrestricted on street parking spaces and this is reflected in streets such as Miles Gray Road (Area 4), Festival Way (Area 5) and Paycocke Road, Cranes Close (Area 8) where unrestricted parking areas are full by 10am.
- 5.37 Where retail premises are present, parking controls are often managed and this is reflected in the lower occupancy levels, of around 50-70% at retail premises (Such as Tesco/M&S in Area 7 and Sainsbury's in Area 9) during weekday observation surveys, although these did peak during lunchtime periods especially at Asda (Area 3) which saw occupancy levels of around 90%.
- 5.38 The analysis of demand for parking in these areas is considered further within Section 6 capacity assessment.

6 Current and Future Capacity Utilisation

INTRODUCTION

- 6.1 This section provides the main analysis of current car parking capacity utilisation, as well as forecasting the impact of growth on future capacity utilisation. It provides an assessment of either overall spare car parking capacity within each town centre, or constraints on the level of parking provision.
- 6.2 The assessment of capacity utilisation combines the car parking audit data assessment of parking supply (Section 4) with the collected and collated parking demand data (Section 5).

Occupancy Levels

- 6.3 As set out within Section 5, a variety of sources of demand data have been utilised across the town centres. In some cases, the data is more limited in scope and so it is accepted that there could be variation in overall levels of demand across a typical week. To reflect this likely variation in the data the capacity utilisation assessment presents the occupancy levels within the following bands:

- Full (over 95% occupied),
- Between 85%-95%
- Between 75%-85%
- Between 60%-75%
- Between 40%-60%
- Between 20%-40%
- Less than 20%

Future Year Growth

- 6.4 To provide a forecast of future year capacity utilisation levels, the maximum identified growth in trip rates (see Section 3) has been applied, for each town centre, to the current demand. The growth rates to 2034 applied for each town are as follows:
- Basildon 21%
 - Billericay 13%
 - Laindon 21%
 - Pitsea 21%
 - Wickford 27%
- 6.5 The sections below provide a summary of the current and future year capacity utilisations forecasts for each of the five town centre areas (including the rail stations), as well as the A127 Employment Corridor.

BASILDON OCCUPANCY LEVELS

6.6 Table 6.1 presents a summary of estimated current and future (2034) peak occupancy levels in Basildon Town Centre car parks during a typical week.

Table 6.1 Basildon Town Centre Car Park Utilisations – Current and Future Year (2034) Estimates

Car Park	Estimated Spaces	Current Observed Peak Occupancy	Future Predicted Peak Occupancy
BAS01 Towngate	103	Full	Full
BAS02 Great Oaks Multi Storey	1,320	40% to 60%	60% to 75%
BAS03 Great Oaks Surface	361	60% to 75%	85% to 95%
BAS04 Staples	35	85% to 95%	Full
BAS05 Toys R' Us	514	20% to 40%	20% to 40%
BAS06 Asda	1,200	40% to 60%	60% to 75%
BAS07 Eastgate	825	60% to 75%	75% to 85%
BAS08 Market Place	40	Full	Full
BAS09 Westgate	450	85% to 95%	Full
BAS10 Times Square	45	75% to 85%	85% to 95%
BAS11 Ashdown Way	310	75% to 85%	Full
BAS12 Station Way	51	85% to 95%	Full
BAS13 Cherrydown	300	60% to 75%	75% to 85%
BAS14 Clay Hill	190	Less than 20%	20% to 40%
SUB-TOTAL	5,744	58%	73%

6.7 Table 6.1 indicates that overall peak capacity utilisation within Basildon town Centre on a typical weekday is not significantly high, with large amounts of under-utilised car parking provision. This is particularly the case within the large multi-story car parks.

6.8 The most popular car parks are currently Towngate, Staples, Market Place, Times Square and Ashdon Way that can reach full occupancy, or approaching full occupancy, in peak periods of demand. The remaining car parks, however, only currently operate up to a maximum of 75% occupancy during a typical weekday. The demand data for the Toy R' Us and Clay Hill car parks suggest that they are significantly underutilised.

6.9 Given the retail nature of much of the demand for car parking, there are likely to be some periods of the year where peak demand will be greater, notably on the approach to Christmas; however, even allowing a 5% 'surge' in demand for these periods it can be seen that there is significant spare capacity across the whole of the town centre.

6.10 With the application of the maximum growth rates, to 2034, overall capacity is anticipated to reach just under 75% utilisation. Again, even allowing for an additional 'surge' in demand of 5% for seasonal peak periods, there will remain around 20% spare parking capacity across the town centre. This equates to around 1,100 surplus car parking spaces.

6.11 Wider demand and operational management tools (discussed in Section 7) could be utilised to reduce the required level of parking provision further. Depending upon the scale of these measures it is anticipated that the surplus car parking capacity could equate closer to 1,500 spaces across the town.

BILLERICAY OCCUPANCY LEVELS

- 6.12 Table 6.2 presents a summary of estimated current and future (2034) peak occupancy levels in Billericay Town Centre car parks during a typical week.

Table 6.2 Billericay Car Park Utilisations – Current and Future Year (2034) Estimates

Car Park		Estimated Spaces	Current Observed Peak Occupancy	Future Predicted Peak Occupancy
BIL01	Lake Meadows	119	85% to 95%	Full
BIL02	Radford Crescent	107	75% to 85%	85% to 95%
BIL03	Network Rail	340	Full	Full
BIL04	High Street	241	85% to 95%	Full
BIL05	Somerfield	16	85% to 95%	Full
BIL06	Waitrose	214	Full	Full
SUB-TOTAL		1,037	93%	105% - 110%*

* it is estimated there is current latent demand for parking at the rail station that would be released if additional capacity could be provided

- 6.13 Table 6.2 indicates that overall peak capacity utilisation within Billericay Town Centre is currently high and that demand is likely to exceed available capacity in the near future, if not already doing so at peak times now.
- 6.14 There is clearly higher demand for station car parking than current provision permits (referred to as 'latent demand') and, in addition, town centre car parking is heavily occupied during peak periods. This includes on-street parking along the High Street, which observational data has indicated is extremely well utilised.
- 6.15 The Lakes Meadows car park, whilst outside of the core town centre, serves the adjacent leisure centre and parklands, and was observed on a number of occasions to be operating at capacity.
- 6.16 The single car park with marginally lower utilisation was the Radford Crescent car park; however, even this was observed to have high occupancy when Lake Meadows car park was at capacity.
- 6.17 With the application of the maximum growth rates, to 2025, overall demand is anticipated to exceed capacity. The extent to which demand exceeds capacity relates to the current level of latent demand for car parking at the rail station, which is challenging to predict. Nearly all individual car parks are anticipated to exceed capacity at peak times during a typical week, within the near future, if not already.
- 6.18 Given the current latent demand for parking provision at the rail station, it is forecast that there will be demand for significant additional car parking capacity at the station by 2025, as a minimum 15% (50 spaces) but likely to be substantially higher.

LAINDON OCCUPANCY LEVELS

- 6.19 Table 6.3 presents a summary of estimated current and future (2034) peak occupancy levels in Laindon Town Centre car parks during a typical week.
- 6.20 This analysis takes into account the proposed redevelopment of the town centre and includes the allowance for the Local Plan housing growth of 21% (outlined above) and an additional 5% generation of parking demand for the food, retail, and health centre (outlined in Section 3).

Table 6.3 Laindon Car Park Utilisations – Current and Future Year (2034) Estimates

Car Park		Current Spaces	Future Estimated Spaces	Current Observed Peak Occupancy	Future Predicted Peak Occupancy
LAI01	Lidl	88	0	60% to 75%	-
LAI02	Co-operative/new foodstore	98	114	60% to 75%	75% to 85%
NEW	Shopping Centre Centre	-	116	-	60% to 75%
NEW	High Road (On-street)	-	36	-	85% to 95%
LAI03	Laindon Health Centre	67	25	Full	Full
LAI04	Library	9	9	75% to 85%	85% to 95%
LAI05	Community Centre North	59	59	40% to 60%	40% to 60%
LAI06	Community Centre South	40	40	60% to 75%	75% to 85%
LAI07	BCP (near Station)	97	97	Full	Full
LAI08	Network Rail Station	263	263	60% to 75%	75% to 85%
SUB-TOTAL		721	809	73%	83%

- 6.21 Table 6.3 indicates that overall peak capacity utilisation within Laindon is relatively high at peak times, although there is a focus around certain car parks, namely, the Health Centre and the BCP station car park. The Library can also be well used, although has a very small capacity.
- 6.22 Unlike at Billericay Station, whilst the BCP station car park is full, there cannot be considered to be latent demand as the data indicates that the Network Rail car park is not as heavily utilised. This is likely to be a reflection of the relative tariffs of the two car parks.
- 6.23 The supermarket car parks (Lidl and Co-operative) have relatively low capacity utilisation. The parking around the Community Centre appears to be utilised in a very ad hoc manner, and not specifically linked to use of the Community Centre itself. Anecdotal evidence suggests that people may park within this car park and walk to the station, which is less than ½ mile away.
- 6.24 The application of the maximum growth rates, to 2034, alongside the impact of the town centre regeneration, is anticipated to increase overall capacity utilisation to nearly 90%. Whilst the same car parks will remain in high demand (Health Centre, BCP) there are sufficient alternatives in close proximity to suggest that there are no overall constraints in overall supply. The main issue with parking provision in Laindon is considered to be as much about the location and quality of provision, rather than necessarily the overall quantity, both now and in the future.
- 6.25 Under the high growth scenario the data would suggest there is limited opportunity to reduce the supply of car parking and so any redevelopment should seek to maintain the current supply, albeit potentially located in different areas.

PITSEA OCCUPANCY LEVELS

6.26 Table 6.4 presents a summary of estimated current and future (2034) peak occupancy levels in Pitsea Town Centre car parks during a typical week.

Table 6.4 Pitsea Car Park Utilisations – Current and Future Year (2034) Estimates

Car Park		Estimated Spaces	Current Observed Peak Occupancy	Future Predicted Peak Occupancy
PIT01	Aldi	472	60% to 75%	85% to 95%
PIT02	High Road	25	Full	Full
PIT03	Retail Park	267	60% to 75%	60% to 75%
PIT04	Tesco (Main)	468	75% to 85%	Full
PIT05	Tesco (Side)	346	20% to 40%	40% to 60%
PIT06	Station Car Park	173	75% to 85%	Full
PIT07	Network Rail	114	85% to 95%	Full
SUB-TOTAL		1865	69%	84%

6.27 Table 6.4 indicates that overall capacity utilisation within Pitsea is relatively low due the availability of three large retail car parks. The station car parks are well used, as is the small High Road car park.

6.28 The Retail Park car across the other side of the High Road has relatively low utilisation, albeit this is linked to the parking provided underneath the flyover, which is clearly not a preferred parking location. The Aldi car park is closely linked with peak periods of retail demand, with a number of observations indicating low levels of demand but with peaks at weekends.

6.29 The application of the maximum growth rates, to 2025, is anticipated to increase overall capacity utilisation but it remains under 85% overall. There will be constraints around the rail station, with overall demand likely to exceed available capacity.

6.30 Within the town centre area, the issue with parking provision is as much about the specific location of spaces and quality, rather than necessarily the overall quantity. The location and ownership of car parking provision would indicate that there are limited opportunities or benefits from rationalising the level of provision.

WICKFORD OCCUPANCY LEVELS

6.31 Table 6.2 presents a summary of estimated current and future (2034) peak occupancy levels in Wickford Town Centre car parks during a typical week.

Table 6.5 Wickford Car Park Utilisations – Current and Future Year (2034) Estimates

Car Park		Estimated Spaces	Current Observed Peak Occupancy	Future Predicted Peak Occupancy
WIX01	Network Rail Station	417	60% to 75%	85% to 95%
WIX02	Station (private)	218	85% to 95%	Full
WIX03	Aldi	85	Full	Full
WIX04	The Willows - Station South	15	75% to 85%	Full
WIX05	The Willows - Library	80	75% to 85%	Full
WIX06	Swimming Pool	48	85% to 95%	Full
WIX07	Main	250	40% to 60%	60% to 75%
WIX08	Co-Op	83	60% to 75%	75% to 85%
WIX09	Christ Church	21	60% to 75%	75% to 85%
WIX10	Ladygate	29	75% to 85%	Full
SUB-TOTAL		1,246	74%	95%

6.32 Table 6.5 indicates that overall capacity utilisation within Wickford is relatively high at peak times. Again, there is not an even distribution of utilisation across all car parks, although most are relatively well used.

6.33 The Aldi car park is in high demand, as it the private car park that serves the rail station. The remaining car parks show significant variation in utilisation, although each have peak periods of demand based upon local land-use requirements.

6.34 The application of the maximum growth rates, to 2025, is anticipated to increase overall capacity utilisation substantially to around 95%. A number of car parks will have increasingly heavy occupation in the future with underlying growth in trips.

A127 EMPLOYMENT CORRIDOR OCCUPANCY LEVELS

- 6.35 The audit of the A127 employment Corridor identified a range of different car parking provision, which can be broadly classified as follows:
- On-Street parking: kerbside parking
 - Private Non-Residential: private off-street car parks utilised for non-residential purposes
 - Public Off-street parking: publically available off-street car parking (e.g. retail/leisure outlets)
- 6.36 Whilst neither detailed audits of supply or surveys of demand have been undertaken, all streets within the ten areas have been visited and snap-shot assessment of utilisation have been generated.
- 6.37 Table 6.6 presents a summary of the observed parking capacity utilisation for different types of car parking provision around the A127 Employment Corridor.

Table 6.6 A127 Employment Corridor Car Park Demand

Car Park		On-Street Utilisation	PNR Utilisation	Public Off-Street Utilisation
Area 1	Hemmells	80%-100%	-	-
Area 2	A176 /B148	-	n/a*	-
Area 3	Pipps Retail Park	-	-	80%-100%
Area 4	Pipps Industrial Area	80%-100%	70%-90%	-
Area 5	Festival Leisure Park	80%100%	70%-90%	50%-70%
Area 6	New Holland Site	-	n/a*	-
Area 7	Tesco/Retail Park	-	-	60%-80%
Area 8	Cranes	80%-100%	70%-90%	-
Area 9	Sainsbury's/Industrial	60%-80%	70%-90%	60%-80%
Area 10	Burnt Mills	70%-90%	70%-90%	-

*PNR = Private Non-Residential; * Unable to survey as barrier controlled*

- 6.38 Table 6.6 indicates that much of the available unrestricted on-street car parking across the A127 employment area is well utilised, with some instances of very heavy levels of parking. This tends to co-inside with well utilised PNR car parking, or where businesses required their forecourts/yards for operational purposes.
- 6.39 In some areas, such as Luckyn Lane, on-street parking creates restriction in two-way traffic movements along the highway.

Future growth

- 6.40 Growth in demand for parking in these areas is likely to be intrinsically linked to the overall levels of occupancy within each area, the types of business occupations, and whether current businesses are able to expand their operations, and workforce, on their existing site. Within the current economic climate, the short-term economic outlook indicates there is unlikely to be significant overall growth within these areas, although this may vary within individual sectors. Medium/longer term forecasts are also subject to significant uncertainty at this time. It can be seen, however, that any notable additional demand in Pipps Industrial Area, and parts of Cranes and Burnt Mills, would create significant parking pressures within these area.

7 Challenges and Opportunities

INTRODUCTION

- 7.1 This section presents a summary of the challenges identified with parking provision across the borough and examines the opportunities to enhance provision.

PARKING PROVISION

- 7.2 The analysis has demonstrated a range of parking utilisations across the borough.

Basildon

- 7.3 Both the overall quantity and quality of parking provision across Basildon Town Centre is generally high. There is a significant level of provision, with just under 6,000 spaces. A large proportion of this provision is within multi-story car parks, which are generally well-maintained and of a good standard.
- 7.4 Around 3% of provision is designated for blue badge holders, with a further 3% for parents with children. Neither of these represent particularly high levels of provision.
- 7.5 Vehicular access to the car parks is relatively straightforward off the inner ring road of Roundacre / Southernhay / Great Oaks. Pedestrian access leads directly into the shopping centre or retail outlets from many of the car parks.
- 7.6 The audit process identified a wide array of different tariff structures across the town centre between different car park locations and operators.

Billericay

- 7.7 The relative supply of parking in Billericay is of a magnitude lower than Basildon, at just over 1,000 spaces. Whilst this reflects the relative scale of the retail provision in both towns, as a reflection of overall population catchment sizes it represents a much lower level of provision.
- 7.8 Around 2% of provision is designated for blue badge holders, with under 1% for parents with children. Neither of these represent particularly high levels of provision.
- 7.9 The quality of provision is generally high, with most of the central car park providing good pedestrian access to the High Street and retail provision. Vehicular access to these sites can be constrained by the capacity of the local road network.
- 7.10 The rail station car park is in high demand with the site relatively constrained. The Lake Meadows car park also suffers from a lack of capacity at peak times, albeit that it is generally free to use for much of the day.

Laindon

- 7.11 Laindon offers just over 700 parking spaces, which appears to be sufficient for current needs, with the possible exception of the rail station. The quality of provision is poor in some places, reflecting the more general nature of the urban realm and retail offer with the town centre.
- 7.12 Around 2% of provision is designated for blue badge holders, with 2% for parents with children. Neither of these represent particularly high levels of provision.

Pitsea

- 7.13 Pitsea has over 1,850 car parking spaces, much of which is associated with supermarket or large retail providers. Whilst the quality of the car parks themselves are generally good, the surrounding urban realm, in particularly the A13 and A132 flyovers, create a less welcoming environment.
- 7.14 Around 5% of provision is designated for blue badge holders, with 4% for parents with children, representing the highest level of provision across the towns within the borough.
- 7.15 The rail station is slightly remote from the centre, in part due to the barrier of the A13, and there appears to be a lack of provision, despite their being two station car parks.

Wickford

- 7.16 Wickford offers a wide range of different parking options. Many of them have relatively poor vehicular access, with some indirect routes into certain sites.
- 7.17 Around 5% of provision is designated for blue badge holders, with 2% for parents with children. This is considered to represent an acceptable level of provision of disabled bays but with the opportunity to improve on the level of parent & child bays.

A127 Employment Corridor

- 7.18 A range of parking provision occurs across the A127 Employment Areas. Large amount of kerbside provision is unrestricted which permits dense employee parking in certain areas and some challenges in terms of obstructions to general traffic movements.
- 7.19 The retail facilities within the area are generally well provided for in terms of parking, although in peak times this is in high demand.

DEMAND AND CAPACITY UTILISATION

- 7.20 The analysis has demonstrated a range of parking utilisations across the borough.

Basildon

- 7.21 The high levels of parking supply in Basildon Town Centre has not been found to be heavily utilised and this is not forecast to significantly change based on underlying growth forecasts. Whilst this might be different under a scenario with more significant development proposals, it is still likely that there will be some opportunity to rationalise car parking provision within the centre and still maintain an adequate supply to meet demand.

Billericay

- 7.22 In contrast to Basildon, current parking supply in Billericay Town Centre was observed to be very well utilised and there is likely to be a requirement to either manage the future growth in demand or provide additional provision to accommodate growth.

Laindon and Pitsea

- 7.23 Laindon and Pitsea are all considered to have sufficient overall supply of parking; however, there are some imbalances in the distribution of demand, partly resulting from demand for station car parking that is generally located slightly outside of the main town centres. Opportunities to re-address these imbalances should be considered to ensure future demand matches the distribution of supply.

- 7.24 The future requirements for parking in Laindon are likely to be directly related to the regeneration proposals for the town centre and should be accommodated accordingly.

Wickford

- 7.25 The overall level of provision, in comparison to the local populous, is relatively good and higher than Billericay; however the high level of projected residential growth across the town (27%) could create significant demand constraints in the future.

A127 employment corridor

- 7.26 On-street parking pressures have been identified throughout the A127 employment areas, generally linked to businesses within insufficient off-street parking provision. In some instance, this has been observed to cause issues within traffic flows along access roads.

KEY CHALLENGES AND OPPORTUNITIES

- 7.27 The key challenges and opportunities identified through the analysis process are as follows:

Capacity

- Surplus parking capacity within Basildon Town Centre
- Restricted parking capacity within Billericay Town Centre and, in future years, in Wickford Town Centre
- Insufficient provision of disabled parking bays in Basildon, Billericay and Laindon, and to a lesser degree, Pitsea and Wickford, with an ideal target in excess of 6% (Drivers with DVLA listed medical conditions form approximately 6% of the 34 million licensed drivers ¹).
- Low levels of provision of parent and child bays in Basildon, Billericay, Laindon and Wickford.
- Restricted parking capacity at rail stations in Billericay, Laindon, Pitsea, and Wickford, (albeit in some cases affected by tariff structures)
- High demand for on-street parking provision in parts of the A127 employment area

Quality, Safety and Security

- Poor quality of parking provision in parts of Laindon and Wickford with the opportunity to improve safety and security
- Ensure on-street parking does not inhibit general traffic movements

Pricing

- A wide range of tariff structures across car parks within individual town centres, resulting from different operators and local car park uses

Access

- Indirect vehicular access to some car parks in Wickford

¹ Source: Disability in the United Kingdom: Facts and Figures (2014 Papworth Trust)

8 Option Development

INTRODUCTION

- 8.1 This section sets out a broad range of policy tools and scheme options that could be developed and implemented as part of the parking strategy across Basildon Borough. The aim is to present a full range of options for consideration prior to the subsequent prioritisation of measures.

OVERVIEW

- 8.2 The range of parking policy tools and scheme options can be broadly classified into one of the following seven areas:
- i. Pricing
 - ii. Signage
 - iii. Supply
 - iv. User Prioritisation
 - v. Enforcement
 - vi. Marketing & Promotion
- 8.3 The sections below describe each of these areas in greater detail and then establish a range of potential policy and scheme measures that would, potentially, be appropriate to apply within the context of Basildon Borough.

PRICING

- 8.4 Measures relating to pricing strategies and payment mechanisms are a key tool in influencing the type, location and duration of parking demand.

Payment Systems and Structures

- 8.5 Different payment systems can be established to enhance users' parking experience and to ensure efficient revenue return from both 'premium' locations and other 'standard' parking provision.
- 8.6 Various payment options can be considered. These may vary based upon the location, size, and baseline occupancy levels of a car park. As well as physical technologies for payment, the options also include payment structures to encourage different behavioural patterns.

Tariffs by Location and time of day

- 8.7 Pricing structures can be developed that are based around the location and accessibility of each car park in relation to local attractions and facilities within each town. This includes consideration for:
- Tiered pricing structures for different category of car parks (e.g. short-stay / long-stay, or premium locations / edge of town centre locations etc.)
 - Zonal pricing in different areas of the town centre encompassing on and off-street parking
 - Variations in operational hours (e.g. extension of operational hours to reflect changes nearby land-uses, such as cinemas or restaurants)

SIGNAGE

- 8.8 Signs can play an important role for both locals and visitor to a town. They can inform visitors of the parking provision available and so ease their journeys and subsequent enjoyment of the town.
- 8.9 Variable Message Signs can inform locals of variations in parking utilisation. Through influencing driver choice, signage can ensure that all car parks are appropriately promoted and better utilised, as well as reducing cross town traffic movements.
- 8.10 Through improvements in signage, better awareness and information for of all car parks can be supplied to the public, ensuring an improved journey experience for visitors, and can potentially improve traffic circulation around the town.
- 8.11 Signage scheme can be an important aspect of the rationalisation of car parking provision, ensuring that drivers are informed of available provision and minimising traffic circulation. This could be particularly important within Basildon Town Centre where there are currently multiple parking options. There could, though, be challenges relating to multiple ownership/operators across the town in adopting a uniform approach.

SUPPLY

- 8.12 There are a range of measures that can seek to either change the quality of parking provision or the overall quantity of supply. These relate to providing parking supply that is both safe and secure and is “future proofed” against changes in travel patterns and land-use across each town.

Quality

- 8.13 Measures related to enhancing the quality of supply are important not just to ensure the safety and security of users and their vehicles, but also to ensure that all existing parking provision is utilised to its maximum and not avoided due to concerns about safety or standards. Options include:
- Criteria on safety and quality of car parks set against the Park Mark standard, including issues such as:
 - Surface quality
 - Access/egress routes for pedestrians
 - Lighting
 - CCTV
 - Natural surveillance
 - Clear signage and road markings within Car Parks
 - Where ownership of public car parks is outside of the council’s control, dialogue between the council and the operator should take place to facilitate improvements in quality and safety of all public car parks and to maximise utilisation of available spaces

Quantity

- 8.14 The analysis has indicated that there is broadly sufficient quantity of parking provision across most of the core town centres, with the exception of Billericay. Measures relating to the quantity of supply, could therefore, be as much about rationalisation of supply, as opposed to increasing supply.
- 8.15 Measures related to the quantity of supply include:
- Redevelopment, or intensification, of existing car park sites either to remove car parking provision or to retain car parking as part of a wider development with other land-uses. This could be through decking schemes or segregation of sites

- Additional off-street car parking supply: this option will be constrained by available land and the value of that land. Whilst at-grade car parks offer the lowest cost option for development, decked car parks provide better utilisation of land and potential to mix land-uses. Consideration also has to be given to the impact that any new off-street provision may have upon traffic circulation with the town as vehicle access and egress the car park
- Off street parking standards for new developments: these are currently set by Essex County Council and applied by Basildon Borough Council but it is important that an on-going process of monitoring is established to ensure no extra pressure from development is placed on the existing car parking stock or on any current/future permit schemes.
- On-street parking supply: the overall supply of kerbside parking may be changed through application or removal of waiting and loading restrictions. Options may include restricting on-street parking around underutilised off-street parking provision to remove on-street parking obstructions and improve traffic circulation. It could also include the formalisation of parking provision on currently un-restricted streets, by restricting parking to appropriate locations. It is unlikely that additional on-street parking provision will be provided unless associated with wider changes to traffic management and classification of the local road network, for example restricting vehicular access to a specific part of the town may permit additional on-street parking to be provided on previous access routes.

USER PRIORITISATION

- 8.16 In a situation with restricted overall supply of parking, such as Billericay Town Centre, the prioritisation of parking provision amongst different user classes can be an important policy tool. Overall user prioritisation, along with localised prioritisation of space allocation, can be applied to act as both an overarching principle governing access and priority provision across a town or within specific localised parking areas within a section of a town. The former can assist in the management of vehicle flows across the town, whilst the latter ensures that parking provision can be allocated in accordance with localised land-uses.
- 8.17 Any priority list of users may be based around the following user classes:
- Residents;
 - Businesses;
 - Employees;
 - Commuters;
 - Shoppers;
 - Visitors;
 - Blue Badge Holders;
 - Sustainable transport users (e.g. electric cars, car clubs)
- 8.18 In some cases these may form into larger clusters of groups with a common parking theme, such as short or long stay parking, or vehicle type.
- 8.19 Prioritisation of specific user groups, in particularly disabled groups, is an important consideration with the level of provision needing to reflect both the proportion of users, as well as their specific requirements.

Parking Bay Designation and Road Space Allocation

- 8.20 Measures relating to changing the user designation of supply include:
- Allocation of off-street parking spaces per user type (e.g. disabled, parent & child, motorcycle, electric vehicles, car share vehicles) to provide a supply that balances with current and/or future demand by user class.

- Reallocation of kerbside road space between uses: in addition to the total supply of on-street parking (discussed above under 'Quantity') the allocation between user classes can be considered. At a basic level this can include the introduction, or alteration, of pay & display parking in town centres to encourage variations in duration of stay and, by association, the type of user class that will then park. More generally, the application of permit parking provides a mechanism to prioritise specific users (discussed further below)

Permit Parking

- 8.21 Where demand for kerb side space is high, controls to prioritise parking by specific user types can be implemented via permit schemes. A number of residents permit scheme already exist across the borough, primarily to prioritise residents parking over commuter parking.
- 8.22 Wider controlled parking zones can introduce various different permit types, alongside residents, such as business permits. The demand for spaces within these schemes will be higher and it is particularly important to understand the times of day when different users are wishing to park.
- 8.23 The following issues are important to ensure a consistent approach to permit parking
- The number of permits issued against the available parking spaces
 - The locations of both kerb side and off street spaces where permit holders can park
 - The impact that permit holder parking within car parks may be having on other visitors (e.g. perceived or actually lack of spaces within car parks due to permit holders using majority of spaces)
 - The various permit types issued and times of day these are being used.
 - The pricing structure of the permit system (this could be based on location, demand and accessibility to local amenities)

ENFORCEMENT

- 8.24 Enforcement is not only important to the operation of car parking provision per se (ensuring spaces are used by the appropriate user groups, turnover of space, etc.) but can also benefit the wider network through improving safety and traffic flow for all road users. A key issue when considering an appropriate enforcement regime relates to the balance of the associated costs of enforcement offset against the revenues generated from increased ticket sales and/or PCN issued.
- 8.25 On-street enforcement regimes are currently managed by the South Essex Parking Partnership (SEPP); however, working in partnership with variations in enforcement approaches could be considered.

MARKETING AND PROMOTION

- 8.26 Marketing and promotional activities can be utilised, in general, to influence demand, including the:
- Absolute level of demand
 - Timing of demand
 - Duration of stay
 - Choice of location of demand
- 8.27 In addition, there could be opportunities to influence parking associated with specific, one-off, events that occur across the borough and generate high levels of parking demand.

Influence demand

- 8.28 To influence the level of demand of parking spaces, marketing and promotional incentives for car parks could be used that include:

- Advertisement of car parks through council publications and local media releases with routes and walk times to nearby retail and leisure attractions
- Promotion of improvements to car parks (e.g. when a car park reaches ParkMark Standard)
- Changes in tariffs to be advertised, including potential reductions, for seasonal events.
- Variations in tariffs between locations and duration of stay to be promoted to encourage different parking behaviour (e.g. duration of stay, time of parking, type of parking) in different car parks
- Promotional incentives on parking tickets in under-utilised car parks

SUSTAINABLE TRAVEL

8.29 Alongside the direct strategies to manage parking supply and demand within each town centre, a series of complimentary measures can be considered that can seek to minimise the overall level of vehicular traffic entering each town and requiring parking provision. This is a potentially wider-ranging policy area and so the focus of options is on measures that are considered to be viable alternatives within the context of each town to additional parking provision. Options could include

- Investigation of Park and Ride, or Park and Stride, sites outside of the main town centre
- Promotion of local bus and rail services into the town and the accessibility and connectivity of the stops with the key locations within the town.
- Development and/or promotion of cycling and walking routes with the introduction of additional infrastructure, such as bike stands and wayfinding signs.
- Prioritisation of car share spaces near entries to car parks
- Traffic management measures. Including potential changes to vehicle access to core town centre areas (either permanently or as part-time measures) to enhance provision for pedestrians and cyclists.

9 Policy Development

DEVELOPING PARKING POLICY

- 9.1 It is clear from the evidence base that the borough requires a series of parking policy measures that reflect the varied nature of parking constraints across the five town centres, as well as the A127 Employment Corridor.

Basildon

- 9.2 At present, the key issues within Basildon Town Centre, in terms of parking, relate to maximising the existing parking assets as part of the wider Masterplan process for the town. Going forward, the dynamic of demand and supply of parking could change dramatically and so it is important that parking provision is managed accordingly so as to facilitate redevelopment without creating any unnecessary pressures upon the retained parking provision and, indeed, on the local and strategic highway network. A simple response of predicting the future demand for parking and providing accordingly could ultimately be counterproductive, if it creates congestion issues for the town. The provision and management of parking must play its role within a wider context of managing demand for travel into the town centre.
- 9.3 Given the inevitable uncertainty over the absolute level, type, and phasing of future development within Basildon Town Centre, the parking strategy must be flexible enough to permit the Council to respond to changing travel demands and behaviours as they emerge. This is not to say that policy should be developed reactively - it will be important to have overall governing principles – but rather that the approach should be reviewed at incremental stages of the regeneration programme to ensure that the best possible parking outcomes are being pursued.
- 9.4 To go from a current scenario, with limited parking constraints, to one where supply is reduced and demand from regeneration projects is higher will require a strategy that evolves over time to ensure an adequate equilibrium. This process could be facilitated further by adopting more radical travel demand management measures in the short term to change travel behaviours so as to be able to maximise redevelopment opportunities within the town without excessive traffic generation.
- 9.5 The analysis of current and future demand has indicated that a rationalisation of car parking spaces can be achieved. The scale of this reduction will depend upon the detailed development proposals for the town centre, as well as wider transport and accessibility policies; however, a reduction of at least 1,000 spaces is considered manageable. The nature of the town centre road network provides good vehicular access to all car parks and would enable demand to be directed between car parks relatively easily. This offers a certain amount of flexibility in managing the overall supply of parking; although the majority of the spare capacity is within the multi-story car parks, including Great Oaks, Toys R Us, and Asda. Any choice is, therefore, more likely to be driven from a planning and urban realm perspective.
- 9.6 Within the current mix of parking provision it is important that a higher proportion of disabled parking is provided. An aspirational target should be set of at least 6% (the proportion of drivers with a registered disability with the DVLA); however, with an ageing population the demand for this parking is also likely to grow in the future.

Billericay

- 9.7 Billericay has been identified as having a lower level of parking provision per capita than other town centres across the borough. This is reflected within the higher pressures on parking provision that are currently experienced and will continue to develop over the coming years. Whilst there is undoubtedly underlying demand for additional parking provision within both the town centre and at the station, the challenges in sustainably delivering further capacity are considerable.

- 9.8 The theoretical options for increasing capacity include:
- Identification of new car parking sites
 - Intensification of current car park sites, primarily through decking
 - Redevelopment of car park sites into larger mixed-use structures
- 9.9 There are limited opportunities for new car park sites, with any available space in close proximity to the town centre on parkland. The relative development value of any land can also preclude its use for car parking purposes.
- 9.10 Decking of car parks is a common approach and is often a policy adopted for rail station car parks. The elongated layout of Billericay Station car park is not ideal for decking but a solution is likely to be achievable. A key issue would be an appropriate assessment of the impact additional parking provision would have upon the local road network in terms of vehicles accessing and egressing the site.
- 9.11 It is understood that Network Rail are currently developing proposals for car park decking scheme at Billericay Station which would deliver an additional 100 spaces.
- 9.12 Decking of the other town centre car parks would also be achievable, in particular the High Street car park. It is noted, however, that this car park is surrounded by primarily residential dwellings and a scheme of this type is unlikely to be well received. Vehicles access issues to the High Street car park (as well as the Waitrose site) would also be a concern, with the High Street already subject to significant traffic volumes.
- 9.13 A more appropriate solution to increasing parking provision in and around the town centre is likely to involve the wider redevelopment of a car park with adjacent land-use. This is obviously subject to much wider requirements of the town centre but could be considered as a long-term option.
- 9.14 The alternative approach to providing more parking capacity is to examine ways to prioritise the use of the existing capacity and manage overall levels of demand for parking. Any such approach must be delivered in a manner that does not impact upon the overall vitality of the town centre and so should be integrated with wider town centre movement and accessibility measures. This could include the introduction of Pay and Display parking along the High Street to encourage higher turnover of spaces.
- 9.15 Increasing the turnover car parking spaces is one approach to permitting a higher demand to utilise the available space. There are potential negative impacts to such a policy, with higher turnover of vehicles creating additional traffic movements to and from sites. In addition, shorter parking durations equate to shorter dwell times within the town centre, which can have a negative impact upon retail sales. One option within the High Street car park would be to consider reducing the maximum length of stay from 4 hours to 3 hours to release some additional capacity for short-stay parking.
- 9.16 Within the current mix of parking provision it is important that a higher proportion of disabled parking is provided. An aspirational target should be set of at least 6% (the proportion of drivers with a registered disability with the DVLA); however, with an ageing population the demand for this parking is also likely to grow in the future.

Laindon

- 9.17 The key challenges identified in relation to Laindon relate to parking capacity for the rail station and the quality of parking provision within the core town centre. It is understood that the Council has advanced proposals for the regeneration of the town centre and this should incorporate the quality and quantity of parking provision.
- 9.18 Any regeneration programme will result in significant change in land-use and the intensity of development within site and it will be important for parking to be provided in an appropriate level. This must take into account vehicle access and the impact upon the local highway network and should not encourage unnecessary car trips into the town centre. Car parking within the town centre (excluding the railway

station) is predominantly free and consideration as to whether the introduction of tariffs is appropriate so as to provide a revenue stream with which to maintain the facilities to a high standard, as well as to manage their use.

- 9.19 Additional car parking around the station should be considered within the medium to long term. Overall demand is currently being managed by the pricing structure; however, increase population growth will put pressure on the need for additional demand. In delivering any additional capacity (e.g. through a decking scheme) must consider the full implication of the additional vehicle trips on the local and strategic road network accessing and egressing the station.
- 9.20 Within the current mix of parking provision it is important that a higher proportion of disabled parking is provided. An aspirational target should be set of at least 6% (the proportion of drivers with a registered disability with the DVLA); however, with an ageing population the demand for this parking is also likely to grow in the future.

Pitsea

- 9.21 Car parking provision within the centre of has recently been enhanced in relation to the Aldi car park, which is now of a high quality. Alongside the other Retail Park car park and the parking on the High Road, this is currently considered to provide sufficient capacity to meet the needs of the centre. There are clearly some issues with the perceived quality of some of the Retail Park car parking under the A13 flyover; however there is limited opportunity for providing alternative parking provision elsewhere within the centre.
- 9.22 Parking at the Network Rail station is physically constrained, being located between two rail lines. There is likely to be increasing demand for additional capacity over time. Some land appears available in the vicinity of the other private rail station car park, although land ownership is not known at this stage.
- 9.23 Whilst the railway station is not located a long distance from residential areas and the town centre, pedestrian, and in particular cycling, connections are of a varied quality, with the A13 providing a barrier to movement. Enhancing connections to the station by these modes would provide an approach to managing car parking demand.
- 9.24 It is understood that a new pedestrian footbridge is to be put alongside the road bridge to provide a safer crossing for pedestrians, work is due to start in late Spring/Summer 2017, this would provide greater pedestrian access between from Pitsea Town Centre, and residential areas, to the station.
- 9.25 Whilst overall levels of disabled parking are considered acceptable, consideration should be given to additional provision, in particular to match the profile of an ageing population.

Wickford

- 9.26 Wickford current offers a wide range of parking options across the town centre. There is not currently considered to be any significant constraints upon capacity, with the possible exception of the railway station; however, the quality of provision and the accessibility of sites could be improved.
- 9.27 Whilst it is accepted that many of the car parks are privately owned/operated, a more co-ordinated approach to the management of overall provision would have benefits in maximising the utilisation of land, as well as reducing vehicular movements in and around the town centre. This could include information and signage, as well as some level of co-ordination on tariff structures.
- 9.28 The spatial location and size of the Main Council car park provides an opportunity to introduce decking, with limited negative visual impact, as it is not overlooked by many active frontages or residential properties. While the capacity may not currently required, the future year forecast suggest that demand could increase significantly. A decking scheme would also provide the opportunity to consolidate parking provision into fewer locations, perhaps as part of any wider redevelopment opportunities across the town.

- 9.29 Whilst overall levels of disabled parking are considered acceptable, consideration should be given to additional provision, in particular to match the profile of an ageing population.

Stations

- 9.30 The analysis has identified that parking capacity is constrained at a number of station car parks across the borough. Whilst some opportunities for decking car these car parks is available to increase capacity, these should be considered alongside wider transport measures to manage travel demand. As part of the rail operator C2C's franchise they are committed to growth in the offer of sustainable transport solutions to accessing stations. Alongside Essex County Council's programme to increase provision for cycling and walking to stations, Station Travel Plans are an effective strategy to manage the travel generated by a station. Typically these involve supporting walking, cycling and public transport as well, as better car park management.

A127 Employment Corridor

- 9.31 The analysis has identified a range of pressures for parking provision across the A127 Employment Corridor, with clear locations where employment locations are reliant upon kerbside parking provision to permit their employees to park. Ensuring the sufficient controls are in place to manage this demand so that it doesn't impact upon other road users is important.
- 9.32 Parking Standards will have an important role to play in managing levels of employment parking, as well as other forms of parking, particularly within urban centres. It will be important that the standards reflect local conditions, in particularly the level of accessibility of the area by other non-car modes of travel. Within the employment corridor there may be conditions where requiring minimum levels of off-street private car parking in developments may be beneficial to require employees to avoid excessive employee on-street car parking. This could include considering the feasibility of converting landscaped areas into parking provision, subject to urban realm, environmental and drainage considerations.
- 9.33 Options to encourage access to the area by non-car modes could include enhancements to walking and cycling facilities along routes connecting to residential areas. In addition, consideration could be given to Park & Ride facilities at a suitable site location off the A127 corridor, with a shuttle bus providing connections from the site to employment locations across the area during peak periods. Such sustainable transport measures could reduce the pressure upon on- and off-street parking across the employment corridor.

Funding and Revenues

- 9.34 Alongside the development of the overarching principles for the parking strategy due consideration must be given to the funding and revenue aspects. Whilst future developments provide an established opportunity for funding mitigation measures, any proposed actions either in advance of development or unrelated to the development, must be considered carefully in terms of any potential capital and revenue stream impacts for the Council.

OVERARCHING PRINCIPLES

9.35 Based upon the identified current and future needs of each area of the borough the overarching principles for the parking policy are presented as follows:

- Maximise the benefits derived from the Councils parking assets avoiding under-utilised car parking provision, including the potential rationalisation of provision
- Work with other car park operators to create an integrated approach to car park management across each of the town centres
- Ensure sufficient car parking capacity across each town centre to support the economic and future growth aspirations, without inducing unmanageable traffic flows across the highway network
- Work with SEPP and local businesses to ensure appropriate management of on-street provision within employment areas
- Ensure parking standards for new developments reflect the individual local circumstances across the borough
- Inform and inspire the local community and visitors about parking provision and the full range of travel options available to them to access local town centres

10 Non-Technical Summary

OVERVIEW

- 10.1 JMP Consultants Ltd were appointed by Basildon Council (the Council) to conduct a Vehicle Parking Capacity and Intervention study. The study encompasses the borough's five town centres, railway stations and employment areas to inform the preparation of the emerging Local Plan, the determination of planning applications and the development of suitable regeneration schemes across the Borough.
- 10.2 The findings of the study will address the 'Promoting Sustainable Transport' requirements of the National Planning Policy Framework (NPPF) and Planning Practice Guidance to ensure existing and future parking facilities are adequately considered for the planning processes and when developing and delivering the Borough's regeneration projects.

Background

- 10.3 The Council has been preparing a consolidated Local Plan, part of which requires the identification of specific sites for development. All of the Borough's five town centres (Basildon, Billericay, Wickford, Pitsea and Laindon) are subject to regeneration proposals that offer the potential for varying degrees of changes in land-use and associated travel behaviour. These changes could impact upon both the supply of parking (in terms of re-development of parking provision) as well as demand for parking, associated with new or changing users.

Objectives

- 10.4 The objectives for the study can be summarised as follows:
- Audit the amount and condition of parking within each of the five town centres, railway stations and key employment areas
 - Engage with providers to evaluate current levels of demand
 - Evaluate future changes in underlying demand for parking based upon national growth forecasts
 - Evaluate changes in future demand resulting from local land use development
 - Appraise options for provision, management and spatial intervention to accommodate future parking demand
 - Provide recommendation for planning and regeneration policy in relation to the:
 - retention of existing parking provision
 - creation of additional provision
 - intensification of exiting provision
 - appropriate Standards for vehicle parking within new development

POLICY REVIEW

- 10.5 A review of national, regional and local policy has been carried out to understand the policy context and specific requires that are relevant to the development of the parking strategy.
- 10.6 The National Planning Policy Framework recognises that transport policies have an important role to play in wider sustainability and health objectives as well as their direct influence on development. It seeks to ensure that the transport system is balanced in favour of sustainable transport modes giving people a real choice about how the travel. It also states specifically that '*local authorities should seek to improve the quality of parking in town centres so that it is convenient, safe and secure, including appropriate provision*

for motorcycles. They should set appropriate parking charges that do not undermine the vitality of town centres. Parking enforcement should be proportionate.'

- 10.7 Essex County Council Parking Standards – Design and Good Practice form the basis upon which parking for new developments can be currently considered, with recommendations for levels of parking for different development types.
- 10.8 Basildon's Draft Local Plan establishes the Council's long term vision for the development of the Borough over a 20 year period, covering a period from 2014 to 2034.

LAND USE AND IMPACTS REVIEW

Residential Growth

- 10.9 The Draft Local Plan forecasts delivery of approximately 15,000 homes over the plan period (2014 to 2034), equating to delivery of between approximately 750 homes annually. This planned residential development equates to an estimated household growth of 21.0% between now and 2034.
- 10.10 The planned levels of growth within each town centre are as follows:
- Basildon 21%
 - Billericay 13%
 - Laindon 21%
 - Pitsea 21%
 - Wickford 27%

Non-Residential Growth

- 10.11 There are a range of proposed developments that will affect each town centre. The largest changes will affect Basildon Town Centre, with the prospect of a new cinema/residential-led development and a new town centre college amongst the proposals.

Growth in Demand for Parking

- 10.12 On the basis of the development proposals and growth rates it is forecast that parking demand within each of the town centres could grow by the following levels:
- Basildon between 7% and 21%
 - Billericay between 11% and 13%
 - Laindon between 6% and 21%
 - Pitsea between 8% and 21%
 - Wickford between 8% and 27%

PARKING AUDIT

Off-street

- 10.13 Detailed site audits were undertaken across all public car parks within the borough, incorporating both council-owned and privately-owned sites.
- 10.14 Table 10.1 presents a summary of the overall levels of supply within each town centre and the proportion of designated disabled and parent & child parking bays.

Table 10.1 Summary of Parking Provision

Town Centre	Total Spaces	% Disabled Bays	% Parent & Child Bays
Basildon	5,744	3%	1%
Billericay	1,037	2%	<1%
Laindon	721	2%	2%
Pitsea	1,865	5%	4%
Wickford	1,246	5%	2%

On-street

- 10.15 Alongside the audit of off-street car parks, an overarching assessment of on-street parking provision within each town centre has also been undertaken.
- 10.16 On-street parking is relatively constrained within the centre of each town, with the exception of Billericay that offers short-stay on-street parking along the High Street.

A127 Corridor

- 10.17 An audit of the A127 employment corridor was undertaken, disaggregating the area into ten ‘character places’ with an overall review of levels of on-street and private non-residential parking availability.

CURRENT AND FUTURE CAR PARK OCCUPANCY

- 10.18 A maximum overall level of parking occupancy was observed during the week of around 3,450 vehicles parked, at any one time, within the off-street car parks in **Basildon**. This translates to a current occupancy rate of just under 60%. This is forecast to increase to just under 75% by 2025 as a result of growth.
- 10.19 Parking demand is high across all of the main car parks within **Billericay** throughout the week, with the Station Car Park being the most heavily occupied car park. Overall occupancy is estimated at around 95% and demand is forecast to exceed current supply by 2025.
- 10.20 Current maximum occupancy rates within **Laindon** are estimated to be around 75%. This is forecast to potentially increase to around 90% by 2025.
- 10.21 Current maximum occupancy rates within **Pitsea** are estimated to be around 70%. This is forecast to potentially increase to around 85% by 2025.
- 10.22 Current maximum occupancy rates within **Wickford** are estimated to be around 75%. This is forecast to potentially increase to around 95% by 2025.
- 10.23 Within the **A127 Corridor** much of the available unrestricted on-street car parking across the A127 employment area is well utilised, with some instances of very heavy levels of parking. Growth in demand for parking in these areas is likely to be intrinsically linked to the overall levels of occupancy within each area, the types of business occupations, and whether current businesses are able to expand their operations, and workforce, on their existing site.

CHALLENGES AND OPPORTUNITIES

10.24 The key challenges and opportunities identified through the analysis process are as follows:

Capacity

- Surplus parking capacity within Basildon Town Centre
- Restricted parking capacity within Billericay Town Centre and, in future years, in Wickford Town Centre
- Insufficient provision of disabled parking bays in Basildon, Billericay and Laindon, and to a lesser degree, Pitsea and Wickford.
- Low levels of provision of parent and child bays in Basildon, Billericay, Laindon and Wickford.
- Restricted parking capacity at rail stations in Billericay, Laindon, Pitsea, and Wickford, (albeit in some cases affected by tariff structures)
- High demand for on-street parking provision in parts of the A127 employment area

Quality, Safety and Security

- Poor quality of parking provision in parts of Laindon and Wickford with the opportunity to improve safety and security
- Ensure on-street parking does not inhibit general traffic movements

Pricing

- A wide range of tariff structures across car parks within individual town centres, resulting from different operators and local car park uses

Access

- Indirect vehicular access to some car parks in Wickford

PARKING POLICY DEVELOPMENT

10.25 The key challenges and opportunities identified through the analysis process are as follows:

Basildon

- Maximising the existing parking assets as part of the wider Masterplan process for the town
- Future provision must match the aspirations of the regeneration proposals within the town centre, albeit without encouraging unnecessary private car use
- Increase the proportion of disabled parking provision

Billericay

- Demand for parking forecast to exceed current available capacity, with potential solutions including:
 - limited opportunities for new car park sites, with any available space in close proximity to the town centre on parkland
 - decking of some car parks would be achievable but potentially not well received locally
 - redevelop car park sites, incorporating additional car parking provision within a large-scale mixed use development
 - prioritise use of the existing capacity and manage overall levels of demand for parking
 - increase level of turnover of car parking spaces
- Increase proportion of disabled parking provision

Laindon

- Parking capacity for the rail station and the quality of parking provision within the core town centre
- The regeneration programme for the town centre will affect overall demand for parking, depending upon the type and scale of development delivered
- Consider additional car parking capacity around the rail station in the medium to long term
- Increase the proportion of disabled parking provision

Pitsea

- Perceived quality of some of the Retail Park car parking under the A13 flyover
- Parking at the Network Rail station is constrained

Wickford

- Not currently considered to be any significant constraints upon capacity, with the possible exception of the railway station
- The spatial location and size of the Main Council car park provides an opportunity to introduce decking to consolidate parking provision and improve the standard

A127 Corridor

- There are a range of pressures for parking provision across the A127 Employment Corridor, with clear locations where employment locations are reliant upon kerbside parking provision.
- On-street parking controls should be need to be periodically reviewed to ensure that kerbside parking does not constraint the flow of traffic
- Parking Standards will have an important role to play in managing levels of employment parking around the area