BARRATT WILSON BOWDEN

BASILDON TOWN CENTRE MASTERPLAN

CAR PARKING STRATEGY

REPORT REF. G232-06
PROJECT NO. G232
NOVEMBER 2012

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1.0 INTRODUCTION

Background

1.1 Ardent Consulting Engineers is appointed by Barratt Wilson Bowden Ltd to advise on transport planning and infrastructure engineering aspects of the proposed Basildon Town Centre Masterplan.

1.2 Town centre parking plays an important role in the overall town centre Transport Strategy. It is important to establish a balanced parking strategy, one which enables the town centre to flourish but which also contributes to environmental objectives, including aspirations to encourage more sustainable travel.

Scope

1.3 This report forms part of the evidence base prepared to inform the Masterplan. It sets out the proposed car parking strategy to support the Masterplan, with consideration given to current provisions, related problems, and opportunities to resolve these.

Report Structure

1.4 Following this introduction, the remainder of the report is structured as follows:

- **Section 2** Parking Policy Context;
- **Section 3** Current Situations and Problems;
- **Section 4** Opportunities;
- **Section 5** Masterplan Proposals; and
- **Section 6** Summary.

2.0 PARKING POLICY CONTEXT

2.1 Relevant policy guidance on parking relating to the town centre redevelopment is set out in the following documents:

- *National Planning Policy Framework (NPPF – March 2012);*
- *East of England Plan* (May 2008)*;* and
- *Essex Planning Officers Association (EPOA) publication 'Vehicle Parking Standards' (Sept 2009)*

NPPF

2.2 The NPPF sets out the Government's planning policies for England and how these are expected to be applied. At the heart of the NPPF is a presumption in favour of sustainable development. It states, at para 29, that: *Transport policies have an important role to play in facilitating sustainable development... The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel.*

2.3 The NPPF states, at para 40, 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.*

East of England Plan

2.4 The East of England Plan sets out the Government Office's policies for new development. Its overall vision and objectives include reducing the need to travel, and improving opportunities for all to access jobs, services and leisure facilities.

2.5 It identified that parking controls, such as the level of supply or the charges, should be used as part of packages for managing transport

demand and influencing travel change, alongside measures to improve public transport accessibility, walking and cycling. Further, public transport accessibility is one of the factors influencing parking policy with better public transport accessibility justifies lower levels of parking provision.

Parking Standards

2.6 Current adopted parking standards for Basildon Borough are set out in the ECC and Essex Planning Officers Association (EPOA) publication *'Vehicle Parking Standards'* (September 2009) which sets out the level of provision required for new developments throughout the entire County. There are minimum standards for residential development and maximum standards for commercial development.

2.7 For town centres, where there is good access to alternative forms of transport, the EPOA standards identify that a reduction to the residential minimum parking standard may be considered and that provision below the maximum commercial parking standards may be appropriate.

2.8 The EPOA standards also recognise that cross-visitation between land uses further reduces parking demand, and identifies that shared use provision is highly desirable between retail and leisure uses.

3.0 CURRENT SITUATION AND PROBLEMS

Parking Supply

3.1 The majority of existing car parking is located to the north and east of the town centre retail core. Current provision is some 6,000 spaces of which around 5,000 are short-stay, intended for shoppers, and 1,000 long-stay, for town centre employees and commuters.

3.2 Given the high provision of parking, travel by car is perceived to offer the greatest flexibility and personal choice for town centre visitors and employees. Indeed, 2001 Census data shows over 50% of town centre employees travelled to work by car at that time.

3.3 The locations of public town centre car parks are shown at **Figure 1** and capacities identified in **Table 3.1**.

Table 3.1 Existing Town Centre Car Park Capacity

No.	Car Park	Mon - Fri	Saturday	Sunday
1	Great Oaks (SS)	1320	1320	1320
2	Post Office (SS)	348	348	348
4	Toys 'R' Us (SS)	514	514	514
5	ASDA (SS)	1500	1500	1500
6	Eastgate (SS)	825	825	825
7	Basildon Centre (SS)	0	169	169
8	Westgate (SS)	450	450	450
10	Market Place (SS)	40	40	40
11	Ashdon Way (LS)	310	310	310
12	Trafford House (LS)	300	300	300
13	Clay Hill Road (LS)	190	190	190
15	Station Way (PU)	50	50	50
16	Times Square (SS)	45	45	45
	Totals			
	SS – Short Stay	5,042	5,211	5,211
	LS – Long Stay	800	800	800
	PU – Station 'Pick-up'	50	50	50

3.4 The existing provision of some 6,000 spaces takes up valuable space in the town centre, particularly surface level parking at car park nos. 2 (Post Office), 11 (Ashdon Way) and 12 (Trafford House).

3.5 The large amounts of surface level parking detract from the overall appearance of the town centre and is an inefficient use of available land (see **Plate 1**).

Plate 1 – Post Office surface car park

3.6 Most of the highway network in and around the town centre has single or double yellow lines and so parking opportunities are restricted to certain off-peak times on single yellow lines.

3.7 In addition, the Staples and Car Phone Warehouse retail units, to the north-east of the retail core have circa 50 spaces available for customer use only.

Short Stay

3.8 Short stay shopper parking is available:

- north of the town centre core at car park nos. 1, 2, 4 & 7 (accessed from Great Oaks and Westgate); and
- south/east of the town centre core at car park nos. 5, 6, 8 and 10 (accessed from Roundacre and Southernhay).

3.9 Car park no. 7 (Basildon Centre) is for the use of permit holders only on weekdays, although open to the public on Saturdays.

Plate 2 – Great Oaks multi-storey car park

Long Stay

3.10 Long stay employee and commuter parking is available at car park nos. 11 (Ashdon Way), 12 (Trafford House) and 13 (Clay Hill Road), located south of the town centre core. Car park no. 12 is currently used by Council permit holders on weekdays and closed at weekends.

Plate 3 – Ashdon Way car park

3.11 The rail station has no dedicated commuter parking provision, with this available at stations up and down the line (Laindon has 253 spaces and Pitsea has 120 spaces). However, car park no. 15 (Station Way) provides for short-stay pick-up associated with the rail station.

3.12 Car park nos. 9 (Gloucester Park) and 14 (Laindon Hill) were closed during the latter part of 2011. Car park nos. 11 and 12 were closed for a number of months following the relocation of Ford Motor Company operations, but re-opened in late 2011 and are now operated by euro car parks.

Parking Charges

3.13 Affordable short-stay parking is essential to the economic success of the town centre. The existing town centre car park tariff structure within off-street car parks is identified at **Table 3.2**.

Table 3.2 Existing Town Centre Car Park Tariffs

No. 1 Great Oaks (Pay on Foot): £0.50 up to 1 hour; £0.80 up to 2 hours; £1.50 up to 3 hours; £2.20 up to 4 hours; £2.80 up to 6 Hours and £4.50 all day; free on Sundays.
No. 2 Post Office (Pay on Foot): £0.60 up to 1 hour; £1.00 up to 2 hours; £1.80 up to 3 hours; £2.80 up to 4 hours; £3.20 up to 6 Hours and £5.50 all day; free on Sundays.
No.4 Toys R Us (Pay on Foot): £0.20 up to 0.5 hours; £0.50 up to 1 hour; £0.80 up to 2 hours; £1.50 up to 3 hours; £2.20 up to 4 Hours; £2.80 up to 6 hours; and £4.50 all day; free on Sundays.
No. 5 Asda (Pay on Foot): £0.50 up to 1 hour; £1.00 up to 3 hours; £3.00 up to 5 hours; £10.00 all day; free on Sundays and Bank Holidays.
No. 6 Eastgate (Pay on Foot): £0.50 up to 1 hour; £1.00 up to 3 hours; £2.00 up to 4 hours; £3.00 up to 5 hours; and £5.00 all day; free on Sundays and Bank Holidays.
No. 7 Basildon Centre Free on weekends.
No. 8 Westgate (Pay and Display): £0.80 up to 2 hours; £2.20 up to 4 hours; £3.00 all day.
No. 11 and 12 Ashdon Way and Trafford House (Pay on Foot): £0.40 up to 30 mins; £1.50 up to 4 hours; £3.00 all day.

No. 13 Clay Hill Road (Pay and Display): £1.50 up to 4 hours; £3.00 all day.
No. 15 Station Way (Pay and Display): £0.50 up to 1 hour, maximum stay.
Market Place (Pay and Display): £2.50 up to 4 hours; £5.00 all day; Monday to Saturday.
Time Square (Pay and Display): £0.80 up to 1 hour; £1.10 up to 2 hours; £1.50 up to 3 hours; £2.50 up to 4 hours; £4.00 up to 5 Hours and £6.00 all day.

3.14 It is evident that current short-stay parking tariffs do not restrict long-stay parking, with a typical charge of £5 or less to park all day. The only exception to this is the ASDA car park, which charges £10 to park all day. Charges for short-stay parking are modest, these being typically 80p for up to 2 hours, £1.50 for up to 3 hours, and £2.20 for up to 4 hours.

3.15 Therefore, the current tariff structure at most short-stay car parks makes it affordable for town centre employees and commuters to park and occupy spaces for the whole of the working day, thereby removing valuable short-stay parking for shoppers.

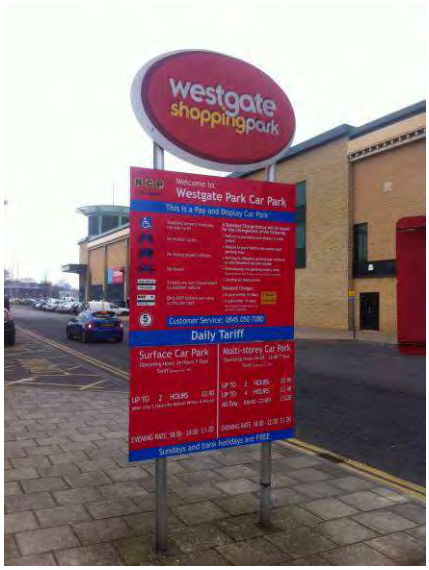


Plate 4 – Westgate Parking Tariff

Parking Demand

3.16 Existing multi-storeyed and surface car parks provide significant quantities of parking and some are currently underutilised. The parking demand of town centre car parks has been reviewed with reference to: utilisation data supplied by the Council; entry/exit counts undertaken in May 2011; and snapshot counts at peak shopping times in 2011 (see **Appendix A**).

3.17 In summary, it has been found that:

- car park no. 1 (Great Oaks): operates at up to around 75% of its capacity at peak shopping times on a weekday and at around 80% on Saturdays, with readily available spare capacity confined to the top four levels.
- car park no. 2 (Post Office) operates close to or at capacity at peak shopping times on a weekday and on Saturdays.
- car park no. 4 (Toys 'R' Us) operates at around 85% of its capacity at peak shopping times on a weekday and at or close to capacity on Saturdays.
- car park no. 5 (ASDA) operates at around 70 – 80% of its capacity at peak shopping times on a weekday and at around 80 – 90% on Saturdays, with most spare spaces located in the upper levels of the multi-storey area.
- car park no. 6 (Eastgate) operates at around 70 – 80% of its capacity at peak shopping times on a weekday and at around 90 – 95% on Saturdays, again with most spare spaces located on the upper levels.
- car park no. 7 (Basildon Centre) operates at capacity on a Saturday, given that it is free to park.
- car park no. 8 (Westgate) operates at around 80 – 90% of its capacity at peak shopping times on a weekday and at around 90 – 95% on Saturdays, with most spare spaces located in the upper levels of the multi-storey area.

- car park nos. 11 and 12 (Ashdon Way and Trafford House) have only recently re-opened, however, recent observations suggest that these operate at around 40% of capacity on a weekday and car park no. 11 at around 40% on Saturdays, with no. 12 currently closed.
- car park no. 13 (Clay Hill Road) operates at around 60 – 70% of its capacity on a weekday and around 50% on Saturdays.
- car park no. 15 (Station Way) is for short stay pick-up associated with the rail station and this operates at less than 50% capacity at most times, with more demand in weekday peak commuter periods.

3.18 It is evident from a review of available data that spare town centre car parking capacity is generally around 1,200 – 1,400 spaces during peak utilisation periods.

3.19 Surveys undertaken in May 2011 provide an indication of use of short-stay car parks for long-stay use by commuters/employees, estimated by the number of observed arrivals at car parks before 8:45am. This is as follows:

- 25% of capacity at Westgate;
- 20% of capacity at Great Oaks;
- 15% of capacity at Post Office;
- 15% of capacity at Toys R Us; and
- 20% of capacity at Eastgate.

3.20 This results in an estimated 650–700 (14%) of short-stay spaces being occupied for the whole of the working day, thereby removing valuable short-stay parking for shoppers. This calculation excludes the ASDA car park, as the foodstore is open from 7am and its all-day charge deters long-stay parking.

3.21 As noted earlier, 2001 Census data shows that over 50% of town centre employees travelled to work by car at that time.

Variable Message Signs

3.22 A number of variable message signs (VMSs) have recently been installed on the three main approaches to the town centre, on Upper Mayne (north), Broadmayne (east) and Nether Mayne (south). These provide real time car park information to drivers visiting the town centre, helping to inform driver choice and reduce unnecessary vehicle trips on the town centre road network.

Plate 5 - VMS

3.23 The VMS system in place provides real time information of total available parking separately for car park nos. 1, 2, 4 & 7 (accessed from Great Oaks and Westgate), and 5, 6 and 8 (accessed from Roundacre and Southernhay). All car parks, with the exception of no. 5 (Asda), also have VMS on approach to their accesses.

Pedestrian Linkage

3.24 In general, existing car parks have poor pedestrian links to the main retail core, with car parks often distant from the active areas of the town centre.

3.25 Great Oaks multi-storey car park (no. 1) includes lifts and stairwells between levels, which provide access to an upper level walkway (see

Plate 6). This runs along the southern edge of the car park and connects to East Square and St Martins Square, east and west of the car park respectively, via a series of ramps. These links are unattractive to users and are poorly lit.

Plate 6 – Great Oaks Upper Level Walkway

3.26 The Post Office surface level car park (no.2) connects to East Square (see **Plate 7**) and the north-south aligned walkway alongside Toys 'R' Us though narrow alleyways, with many parking spaces distant from the retail core.

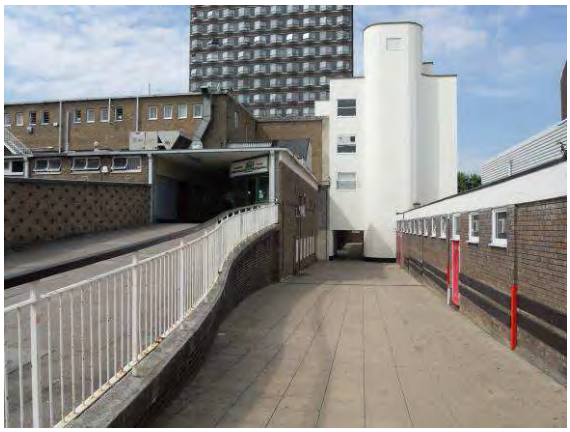


Plate 7 – Walkway to East Square

3.27 The 'Toys R Us' multi-storey car park (no. 4) is accessed directly from the north-south aligned walkway on its western side, via two stairwells and by lift (see **Plate 8**). The stairwells are narrow and unwelcoming.

Plate 8 – Entrance to Toys R Us Car Park

3.28 The main access to the ASDA surface level car park (no. 5) is via a travelator that connects direct to the foodstore entrance. The multi-story part of the car park connects to the foodstore entrance via a long covered walkway along its southern edge, which is lit (see **Plate 9**).

Plate 9 – Asda Multi-Storey Car Park access

3.29 The Eastgate multi-story car park (no.6) provides direct access to shops within the centre via access stairwells connecting each level at the core. Lifts provide access to all floors within the shopping centre.

3.30 The Basildon Centre basement car park (no. 7) is accessed from within the Centre by lift, and connects to St Martins Square.

3.31 The Westgate multi-story car park (no. 8) is accessed via a single stairwell and lift direct to Towngate, which is lit. The surface level car park has good level access to both Towngate and Fodderwick.

3.32 The Market Place surface level car park (no. 10) has good level access to Market Square.

3.33 The Ashdon Way and Trafford House surface level car parks (nos. 11 and 12) are disconnected from the retail core, being located on the south side of Southernhay. Access to town centre shops is taken via Station Way using at-grade crossings or subways to cross Cherrydown East, Station Way or Ashdon Way, and Southernhay. The car parks are therefore not convenient for short-stay shopper use.

3.34 Clay Hill Road surface level car park (no. 13) is accessed via narrow steps at its western end, which connect to Clay Hill Road directly south of the railway bridge (see **Plate 10**). Given the elongated layout of the car park, many of the spaces are distant from the access point. Access to the town centre core is gained via a controlled crossing on Southernhay. The car park is therefore not convenient for short-stay shopper use.

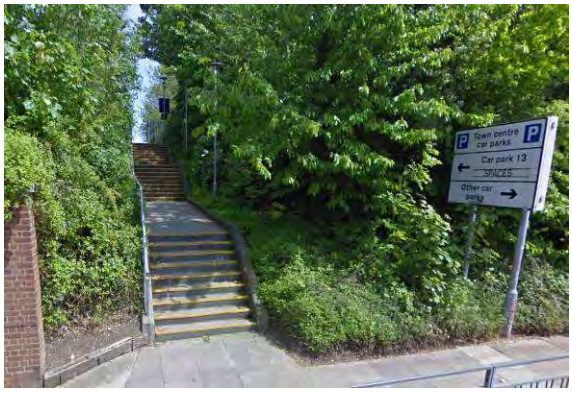


Plate 10 – Access to Clay Hill Road Car Park

3.35 Times Square surface level car park (no. 16) is located on the south side of Southernhay and so is reasonable distant from the retail

core. Pedestrian access to is available to Fodderwick and Westgate via a controlled crossing on Southernhay.

4.0 OPPORTUNITIES

4.1 The availability of car parking has a major influence over private car use. As part of the town centre redevelopment there is an opportunity to re-assess parking provision with a view to influencing the need to travel and encourage choice towards more sustainable modes.

4.2 However, it is recognised that control over parking provision should be exercised in a manner that will not have an adverse impact on the commercial viability of an area or lead to an imbalance between areas.

4.3 There is an existing surplus of parking spaces within the town centre, observed as being typically around 1,200 – 1,400 spaces, which means that the town centre will be able to function successfully in the future and offer people the same ease of parking with a smaller number of spaces than exist today.

4.4 The existing tariff structure at short-stay car parks make it affordable for town centre employees and commuters to park and occupy spaces for the whole of the working day, thereby removing valuable short-stay parking for shoppers – it is this short-stay rather than long-stay parking that is needed to underpin the economic success of the town centre.

4.5 More efficient use of town centre short-stay parking is possible by setting charges that allow several shopping trips to be accommodated throughout the day in the same space previously occupied by a single employee/commuter.

4.6 This approach is supported by advice given by the Association of Town Centre Managers, which identifies that town centre car parks should offer tariffs which favour visits of up to 3 hours. For example, the tariff structure for 'Zone A' short-stay shopper parking in

Chelmsford City Centre car parks is such that costs increase significantly for a duration of stay of 3 hours or more, with daily parking charges of £18 applied to deter long-stay use.

4.7 Reduced availability of long-stay parking, through either removal of spaces and/or increases to long-stay tariffs within short-stay car parks, would encourage sustainable travel behaviour for town centre employees and commuters.

4.8 The inclusion of new restaurant and leisure facilities will change demand on Town Centre parking throughout the day. These facilities will attract some ancillary use during the daytime, however most consumers will visit in the evening after shoppers have left the Town Centre. The demand on parking will therefore extend into the evening, generating a different parking pattern to that which currently exists.

4.9 The shared use of parking would increase efficiency of use of this valuable Town Centre space and is encouraged by planning policy. The adopted Essex parking standards identify shared use provision as being highly desirable between retail and leisure uses.

4.10 Examples of where shared-use works effectively can be found in Chelmsford City Centre and Southend-on-Sea Town Centre, where there is no dedicated parking for cinemas, with demand being met by adjacent shopping centre car parks which remain open into the evening.

4.11 For town centres with good access to alternative forms of transport, the adopted Essex Parking standards advocate parking provision lower than the maximum permissible, which varies by use class. Notwithstanding the existing surplus identified, a reduction in parking provision is supported by the reduction in A1/A2 retail floorspace and ancillary daytime use of new restaurants, shared use of parking for evening restaurant and leisure use, changes in

parking tariff structure, and improvements to further encourage non-car travel.

4.12 The rationalisation of car parking together with supplementary VMS provision would contribute to reducing unnecessary vehicle trips on the road network within the town centre.

4.13 One of the key issues identified is the poor pedestrian links from existing car parks to the main retail core. There is an opportunity to improve pedestrian links between retained car parks and the retail core to increase accessibility and reduce duration of stay, thereby maximising operational efficiency.

4.14 Existing provisions of disabled, shop mobility and 'family' parking spaces need to be evaluated and potential new allocations of such spaces in existing and new car parks reviewed against current regional and national best practise guidelines.

4.15 It is recognised that the re-organisation of town centre car parking is central to the Masterplan, and careful management of the sequence of change will be needed to ensure town centre users are not inconvenienced.

5.0 MASTERPLAN PROPOSALS

Parking Provision: Town Centre General

5.1 Ease of parking is an important asset for the town's economic success.

5.2 The approach taken to future parking provision in the masterplan is that of 'demand management', which supports the vitality and vibrancy of the town centre, but also seeks to promote sustainable travel.

5.3 As identified above, given an existing surplus of parking spaces within the town centre, the town centre will be able to function successfully in the future and offer people the same ease of parking with a smaller number of spaces than exist today.

5.4 The town centre redevelopment will bring about a net reduction in A1/A2 retail floorspace of around 16,000sqm and a net increase in A3/A4/A5 (restaurants) and D2 (leisure) of around 12,500sqm. As a result, the demand on town centre parking will change, with less parking required to serve shoppers during the day. The new restaurant and leisure facilities will generate different parking patterns, with greater demand in the evening after the shoppers have left the town centre.

5.5 The shared use of parking increases efficiency of use of this valuable town centre space and is encouraged by planning policy, as identified earlier.

5.6 The masterplan also proposes more efficient use of town centre short-stay parking by restructuring parking tariffs that allow several shopping trips to be accommodated throughout the day in the same space previously occupied by a single employee/ commuter. Affordable short-stay parking will be retained and ideally reduced in

price, as this is essential to the economic success of the town centre, however long-stay tariffs will be raised to deter such use, with more spaces then available to shoppers throughout the day.

5.7 As part of the town centre redevelopment, it is proposed to close and redevelop the short-stay car parks at the Post Office, Toys 'R' Us, Market Place and Times Square, and long-stay car parks at Clay Hill Road, Trafford House and Ashdon Way. This will happen gradually as phases are delivered and in tandem with adjustments to the management and pricing regime of the car parks to allow better use to be made of the remaining spaces. Therefore, the reduction in parking will not adversely affect the ease with which people are able to park.

5.8 The level and type of car parking in the town centre and the sequence of change will be monitored and reviewed throughout the lifetime of the masterplan to ensure sufficiency of good quality parking to support the vitality and viability of the town centre. Opportunities will therefore be taken to review the parking strategy as the phasing progresses in order to ensure that the town centre is not short of spaces. Opportunities to increase levels of parking in the town centre in the future will be taken if needed.

Phase 1: 2012 - 2017

5.9 Under the first phase of development, town centre parking would reduce by around 340 spaces by 2017. This is resultant from: the loss of around 250 short-stay spaces at the Post Office surface level car park (circa 100 retained); closure of the Market Place car park (40 spaces); and potential loss of around 50 spaces at Trafford House.

5.10 This initial loss of parking up to 2017 is well within the existing surplus.

Phase 2: 2018 – 2022

5.11 The second phase would reduce parking provision by around a further 790 spaces by 2022.

5.12 This is resultant from: the loss of the remainder of the Post Office surface level car park (around 100 short-stay spaces); closure of the Toys 'R' Us multi-storey car park (500 short-stay spaces); and closure of the surface level Clay Hill Road car park (190 long-stay spaces).

5.13 This results in an overall reduction of 1,130 spaces by 2022, which is still within the existing surplus.

Phase 3: 2023 and Beyond

5.14 It is proposed to close the long-stay car parks at Ashdon Way and Trafford House (nos. 11 and 12) under this Phase, which have been closed up until recently. Short-stay parking at Time Square is also proposed to be removed.

5.15 This results in a total further reduction of 610 long-stay spaces and 45 short-stay spaces from 2023 and beyond, and an overall reduction of around 1,800 spaces.

5.16 This overall reduction is beyond the existing peak surplus, however, the parking management measures described above will result in more efficient use of parking, with less spaces needed to accommodate shopper demand.

5.17 As identified above, the parking strategy will be reviewed as the phasing progresses and opportunities exist to increase levels of parking in the town centre in the future if studies show this is needed.

Travel Plans

5.18 Any reduction of long-stay parking will be managed through future town centre employers being required to provide workplace travel plans to encourage staff to travel using sustainable forms of transport. Existing employers will also be encouraged to adopt this approach. The considerable improvements to bus and rail facilities identified in the Masterplan support this approach.

5.19 A mechanism will be put in place requiring future employers to provide workplace travel plans, with typical travel plans including the provision of showers for staff and information on cycle routes, bus and rail services, for example.

5.20 In addition, commuters mainly travel at peak periods when the road network is most congested and limiting long-stay parking will reduce potential for congestion on the town centre network at peak times. It is more practicable for employees/commuters to use other, more sustainable, transport modes since their journeys are typically to and from fixed locations.

5.21 It is anticipated that some commuter parking will be transferred to either Pitsea or Laindon rail station car parks, whilst the proposed town centre improvements to sustainable transport (described earlier) will encourage commuters to undertake an integrated journey to Basildon rail station using either cycle or bus.

5.22 The reduction in town centre parking will serve to encourage visitors to the town centre to use sustainable travel modes, such as walking, cycle and public transport, improvements to which are key elements of the town centre transport strategy.

Improvements to Retained Car Parks and Connectivity

5.23 Retained car parks will be upgraded as necessary to increase the attractiveness of the town centre. Pedestrian links between car

parks and the retail core are to be improved, including improved signing of routes.

5.24 Given the inclusion of new restaurant and leisure facilities, which have greater demand in the evening, lighting will be improved both within car parks and along pedestrian links. Great Oaks will be the principal point of arrival for visitors by car to the proposed restaurant and leisure uses and requires refurbishment.

Shopmobility and Parking for people with Disabilities

5.25 The number of disabled bays in the town centre will accord with the current local and national guidance (Essex parking standards and DfTs Traffic Advisory Leaflet 5/95: 'Parking for Disabled People') and we will work with operators to ensure that such spaces such spaces will be located to provide convenient access for people with mobility difficulties.

Parking Provision: Residential

5.26 It is proposed that private parking will be provided beneath new buildings or within courtyards, with provisions in-line with current local and regional guidance.

5.27 All of the development phases will need to address parking as one of the planning requirements. All residential phases will have at least one parking space within easy reach.

5.28 The proposed new areas of residential car parking would be arranged to enhance accessibility and follow best design practice in terms of quality and type.

5.29 Parking controls are required in residential areas of the town centre which might otherwise suffer as visitors seek free car parking.

Parking Provision: Employment

5.30 Again, private parking will be provided beneath new buildings or within courtyards, with provisions in-line with current local and regional guidance.

VMS

5.31 The rationalisation of car parking together with variable message signs (VMS), supplementary to those recently installed, would contribute to reducing unnecessary vehicle trips on the road network within the town centre.

5.32 For example, VMS signs could be installed on the approach to the ASDA car park (no. 5), located both at the entrance and on the southbound approach on Southernhay, prior to the roundabout at its south-east corner, to inform drivers of space availability before performing a U-turn to access the car park.

6.0 SUMMARY

6.1 The majority of existing car parking is located to the north and east of the Town Centre retail core. Current provision is some 6,000 spaces of which around 5,000 are short-stay, intended for shoppers, and 1,000 long-stay, for town centre employees and commuters.

6.2 Existing tariffs at short-stay car parks make it affordable for Town Centre employees/commuters to park and occupy spaces for the whole of the working day, thereby removing valuable short-stay parking for shoppers – it is this short-stay rather than long-stay parking that is needed to underpin the economic success of the Town Centre.

6.3 There is an existing surplus of parking spaces within the Town Centre, observed as being typically around 1,200 – 1,400 spaces, and it is estimated that around 650 – 700 short-stay spaces are currently being occupied for the whole of the working day.

6.4 The Town Centre redevelopment will bring about a net reduction in A1/A2 retail floorspace of around 16,000sqm and a net increase in A3/A4/A5 (restaurants) and D2 (leisure) of around 12,500sqm. As a result, demand on Town Centre parking throughout the day will change. The new restaurant and leisure facilities being developed will attract some ancillary use during the daytime, however most consumers will visit in the evening after shoppers have left the Town Centre. The demand on parking will therefore extend into the evening, generating a different parking pattern to that which currently exists.

6.5 The shared use of parking increases efficiency of use of this valuable Town Centre space and is encouraged by planning policy.

6.6 The approach taken for future parking provision in the Masterplan is that of 'demand management'. The Masterplan proposes more

efficient use of Town Centre short-stay parking by setting charges that allow several shopping trips to be accommodated throughout the day in the same space previously occupied by a single employee/commuter.

6.7 Current short-stay parking tariffs in Basildon Town Centre do not restrict long-stay parking, with a typical charge of £5 or less to park all day. Affordable short-stay parking will be retained and ideally reduced in price, as this is essential to the economic success of the Town Centre, however long-stay tariffs will be raised to deter such use, with more spaces then available to shoppers throughout the day.

6.8 For town centres with good access to alternative forms of transport, the adopted Essex Parking standards advocate parking provision lower than the maximum permissible. Notwithstanding the existing surplus identified, a reduction in parking provision is supported by the reduction in A1/A2 retail floorspace and ancillary daytime use of new restaurants, shared use of parking for evening restaurant and leisure use, changes in parking tariff structure, and improvements to further encourage non-car travel.

6.9 Under the first phase of development, it is proposed that town centre parking would reduce by around 340 spaces by 2017, well within the existing surplus (typically 1,200 – 1,400 spaces). The second phase would reduce provision by around a further 790 spaces by 2022, an overall reduction of 1,130 and still within existing surplus. There would be a total further reduction of 610 long-stay spaces and 45 short-stay spaces from 2023 and beyond, and an overall reduction of around 1,800 spaces. This is beyond the existing peak surplus, however, the demand management measures will result in more efficient use of parking, with less spaces needed to accommodate shopper demand.

6.10 The level and type of car parking in the Town Centre and the sequence of change will be monitored and reviewed throughout the lifetime of the Masterplan to ensure sufficiency of good quality parking to support the vitality and viability of the Town Centre. Opportunities will therefore be taken to review the parking strategy as the development phasing progresses in order to ensure that the Town Centre is not short of spaces. Opportunities to increase levels of parking in the Town Centre in the future will be taken if needed.

6.11 Requirements for long-stay parking will be managed through future Town Centre employers being required to provide workplace travel plans to encourage staff to travel using sustainable forms of transport. Existing employers will also be encouraged to adopt this approach. The considerable improvements to bus and rail facilities identified in the Masterplan support this approach.

6.12 Retained car parks will be upgraded as necessary to increase the attractiveness of the Town Centre and pedestrian access will be improved.

6.13 Better management of the car parking stock together with VMS, supplementary to those recently installed, would contribute to reducing unnecessary vehicle trips on the road network within the Town Centre.

6.14 Proposed new areas of private residential car parking in the town centre will be arranged to enhance accessibility and follow best design practice in terms of quality and type. Parking controls are to be employed in residential areas which might otherwise suffer as visitors seek free car parking.

Figures

KEY:

EXISTING CAR PARK

CAR PARKS

1. GREAT OAKS (1320 SPACES)
2. POST OFFCE (348 SPACES)
3. N/A
4. TOYS 'R' US (514 SPACES)
5. ASDA (1500 SPACES)
6. EASTGATE (825 SPACES)
7. BASILDON DC (169 SPACES)
8. WESTGATE (450 SPACES)
9. N/A
10. MARKET PLACE (40 SPACES)
11. ASHDON WAY (310 SPACES)
12. TRAFFORD HOUSE (300 SPACES)
13. CLAY HILL ROAD (190 SPACES)
14. N/A
15. STATION WAY (50 SPACES)
16. TIMES SQUARE (45 SPACES)

N

A176 UPPER MAYNE
THE GORE
AUDLEY WAY
GRYLLGROVE
A1321 BROADMAYNE
LINKWAY
CITTLE GDNS
GREAT OAKS
WESTGATE
LONG RIDING
SOUTHERNHAY
A176 ROUNDABOUT
CLOSED
B1007 LAINDON LINK
B1007 NETHER MAYNE
ASHDON WAY
STATION WAY
CLAY HILL ROAD
CHERRYDOWN EAST
CHERRYDOWN WEST

ISO 9001 BUREAU VERITAS Certification

REV.	AMENDMENTS	DRN	CHK	APP	DATE

ARDENT
CONSULTING ENGINEERS

4th Floor, Diamond House, 36/38 Hatton Garden, London, EC1N 8EB
t 020 7430 1209 f 020 7430 0318
w www.ardent-ce.co.uk e enquiries@ardent-ce.co.uk

PROJECT TITLE:
BASILDON TOWN CENTRE MASTERPLAN

DRAWING TITLE:
EXISTING TOWN CENTRE CAR PARKS

CLIENT:
BASILDON REGENERATION (BARRATT WILSON BOWDEN LTD)

SCALE:	DATE:	DESIGNED:
1:2500 @ A3	NOV 2012	RMA
DRAWN:	CHECKED:	APPROVED:
RMA	SAF	DJR

DRAWING NO. FIGURE 1 REV: -

KEY:

RETAINED CAR PARKS

N

GREAT OAKS

BASILDON DC

WESTGATE

EASTGATE

ASDA

A176 UPPER MAYNE

A176 ROUNDACRE

A1321 BROADMAYNE

AUDLEY WAY

GAYLLGROVE

THE COMBE

LITTLE OAKS

LONG RIDING

SOUTHERNHAY

B1007 LAINDON LINK

B1007 NETHER MAYNE

ASHDON WAY

STATION WAY

CLAY HILL ROAD

CHERRYDOWN EAST

CHERRYDOWN WEST

ISO 9001
BUREAU VERITAS
Certification

REV.	AMENDMENTS	DRN	CHK	APP	DATE

ARDENT
CONSULTING ENGINEERS

4th Floor, Diamond House, 36/38 Hatton Garden, London, EC1N 8EB
t 020 7430 1209 f 020 7430 0318
w www.ardent-ce.co.uk e enquiries@ardent-ce.co.uk

PROJECT TITLE:
BASILDON TOWN CENTRE MASTERPLAN

DRAWING TITLE:
TOWN CENTRE RETAINED CAR PARKS

CLIENT:
BASILDON REGENERATION (BARRATT WILSON BOWDEN LTD)

SCALE:	DATE:	DESIGNED:
1:2500 @ A3	NOV 2012	RMA
DRAWN:	CHECKED:	APPROVED:
RMA	SAF	DJR
DRAWING NO.		REV:
FIGURE 2		-

Appendix A – Survey Data

Countsequential
SURVEYS

Parking Surveys at

Basildon, Essex

Wednesday 18th & Wednesday 26th May 2011

for:

Ardent Consulting Engineers

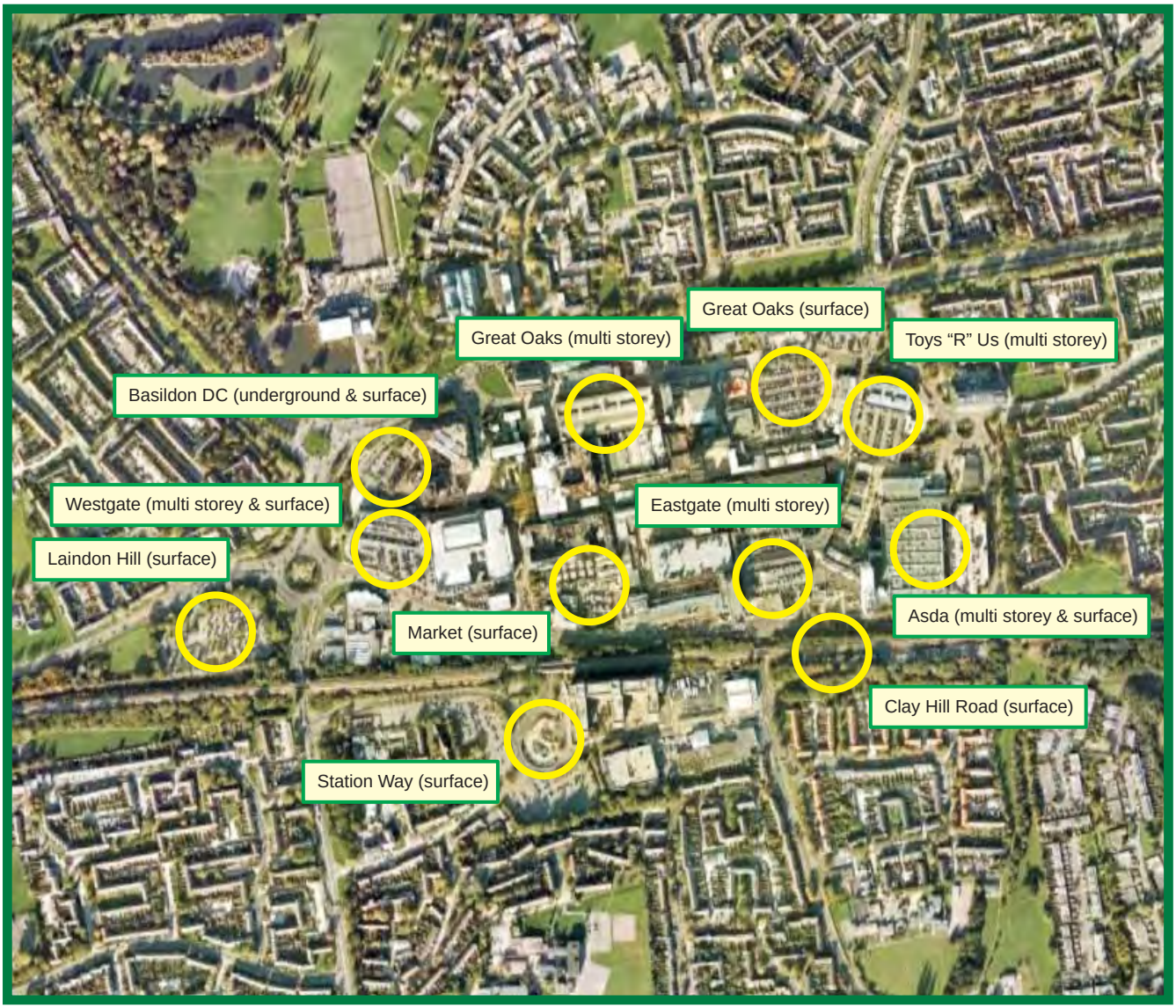
Countsequential Ltd

3 Lewes Road - Bromley
Kent - BR1 2RN

T 020 8819 5809
F 020 8819 5617
M 07973 280966
E info@countsequential.co.uk

REF: ARD/430

Scope of Surveys



NOTES:

The Asda multi storey was the most under used car park. when the afternoon pre survey count was undertaken there was only 36 vehicles parked.

Countsequential
SURVEYS

PARKING SURVEY RESULTS

LAINDON HILL (SURFACE)

WEDNESDAY 25th MAY 2011

Countsequential Ltd

3 Lewes Road - Bromley
Kent - BR1 2RN

T 020 8819 5809
F 020 8819 5617
M 07973 280966
E info@countsequential.co.uk

Name of Car Park: LAINDON HILL SURFACE

Number of vehicles in car park at start of count period = **22**

15 minute interval	Ins	Outs
07:00 to 07:15	**10**	**0**
07:15 to 07:30	**11**	**0**
07:30 to 07:45	**20**	**2**
07:45 to 08:00	**16**	**1**
08:00 to 08:15	**31**	**0**
08:15 to 08:30	**32**	**1**
08:30 to 08:45	**57**	**0**
08:45 to 09:00	**36**	**2**
09:00 to 09:15	**17**	**0**
09:15 to 09:30	**4**	**2**
09:30 to 09:45	**5**	**0**
09:45 to 10:00	**8**	**3**

Number of vehicles in car park at end of count period = **258**

Number of vehicles in car park at start of count period = **279**

15 minute interval	Ins	Outs
16:00 to 16:15	**2**	**3**
16:15 to 16:30	**2**	**6**
16:30 to 16:45	**0**	**11**
16:45 to 17:00	**1**	**18**
17:00 to 17:15	**1**	**24**
17:15 to 17:30	**1**	**72**
17:30 to 17:45	**1**	**18**
17:45 to 18:00	**0**	**26**
18:00 to 18:15	**1**	**17**
18:15 to 18:30	**1**	**8**
18:30 to 18:45	**0**	**15**
18:45 to 19:00	**0**	**14**

Number of vehicles in car park at end of count period = **57**

Countsequential
SURVEYS

PARKING SURVEY RESULTS

WESTGATE (MULTI STOREY & SURFACE)

WEDNESDAY 18th MAY 2011

Countsequential Ltd

3 Lewes Road - Bromley
Kent - BR1 2RN

T 020 8819 5809
F 020 8819 5617
M 07973 280966
E info@countsequential.co.uk

Name of Car Park: WESTGATE MULTI STOREY & SURFACE

Number of vehicles in car park at start of count period = **12**

15 minute interval	Ins	Outs
07:00 to 07:15	**5**	**0**
07:15 to 07:30	**5**	**3**
07:30 to 07:45	**11**	**0**
07:45 to 08:00	**16**	**9**
08:00 to 08:15	**16**	**3**
08:15 to 08:30	**30**	**2**
08:30 to 08:45	**30**	**9**
08:45 to 09:00	**60**	**16**
09:00 to 09:15	**69**	**13**
09:15 to 09:30	**49**	**16**
09:30 to 09:45	**58**	**29**
09:45 to 10:00	**60**	**35**

Number of vehicles in car park at end of count period = **286**

Number of vehicles in car park at start of count period = **266**

15 minute interval	Ins	Outs
16:00 to 16:15	**52**	**55**
16:15 to 16:30	**29**	**63**
16:30 to 16:45	**35**	**40**
16:45 to 17:00	**49**	**54**
17:00 to 17:15	**32**	**58**
17:15 to 17:30	**26**	**70**
17:30 to 17:45	**25**	**61**
17:45 to 18:00	**31**	**39**
18:00 to 18:15	**40**	**60**
18:15 to 18:30	**24**	**22**
18:30 to 18:45	**26**	**19**
18:45 to 19:00	**21**	**12**

Number of vehicles in car park at end of count period = **103**

Countsequential
SURVEYS

PARKING SURVEY RESULTS

BASILDON DC (UNDERGROUND & SURFACE)

WEDNESDAY 25th MAY 2011

Countsequential Ltd

3 Lewes Road - Bromley
Kent - BR1 2RN

T 020 8819 5809
F 020 8819 5617
M 07973 280966
E info@countsequential.co.uk

Name of Car Park: BASILDON DC SURFACE AND UNDER GROUND

Number of vehicles in car park at start of count period = **18**

15 minute interval	Ins	Outs
07:00 to 07:15	**6**	**1**
07:15 to 07:30	**7**	**1**
07:30 to 07:45	**15**	**2**
07:45 to 08:00	**14**	**0**
08:00 to 08:15	**19**	**1**
08:15 to 08:30	**32**	**3**
08:30 to 08:45	**51**	**2**
08:45 to 09:00	**36**	**10**
09:00 to 09:15	**17**	**6**
09:15 to 09:30	**13**	**7**
09:30 to 09:45	**15**	**13**
09:45 to 10:00	**10**	**8**

Number of vehicles in car park at end of count period = **199**

Number of vehicles in car park at start of count period = **184**

15 minute interval	Ins	Outs
16:00 to 16:15	**6**	**16**
16:15 to 16:30	**6**	**6**
16:30 to 16:45	**1**	**30**
16:45 to 17:00	**4**	**18**
17:00 to 17:15	**8**	**36**
17:15 to 17:30	**3**	**34**
17:30 to 17:45	**6**	**18**
17:45 to 18:00	**6**	**4**
18:00 to 18:15	**6**	**11**
18:15 to 18:30	**12**	**7**
18:30 to 18:45	**12**	**5**
18:45 to 19:00	**18**	**1**

Number of vehicles in car park at end of count period = **86**

Countsequential
SURVEYS

PARKING SURVEY RESULTS

GREAT OAKS (MULTI STOREY)

WEDNESDAY 18th MAY 2011

Countsequential Ltd

3 Lewes Road - Bromley
Kent - BR1 2RN

T 020 8819 5809
F 020 8819 5617
M 07973 280966
E info@countsequential.co.uk

Name of Car Park: GREAT OAKS MULTI STOREY

Number of vehicles in car park at start of count period = **30**

15 minute interval	Ins	Outs
07:00 to 07:15	**17**	**0**
07:15 to 07:30	**11**	**0**
07:30 to 07:45	**21**	**1**
07:45 to 08:00	**40**	**0**
08:00 to 08:15	**46**	**0**
08:15 to 08:30	**49**	**2**
08:30 to 08:45	**59**	**3**
08:45 to 09:00	**85**	**2**
09:00 to 09:15	**81**	**3**
09:15 to 09:30	**54**	**6**
09:30 to 09:45	**68**	**8**
09:45 to 10:00	**46**	**8**

Number of vehicles in car park at end of count period = **574**

Number of vehicles in car park at start of count period = **511**

15 minute interval	Ins	Outs
16:00 to 16:15	**32**	**72**
16:15 to 16:30	**17**	**45**
16:30 to 16:45	**12**	**71**
16:45 to 17:00	**4**	**43**
17:00 to 17:15	**5**	**77**
17:15 to 17:30	**3**	**65**
17:30 to 17:45	**1**	**84**
17:45 to 18:00	**5**	**45**
18:00 to 18:15	**5**	**25**
18:15 to 18:30	**2**	**13**
18:30 to 18:45	**0**	**24**
18:45 to 19:00	**1**	**6**

Number of vehicles in car park at end of count period = **28**

Countsequential
SURVEYS

PARKING SURVEY RESULTS

GREAT OAKS (SURFACE)

WEDNESDAY 18th MAY 2011

Countsequential Ltd

3 Lewes Road - Bromley
Kent - BR1 2RN

T 020 8819 5809
F 020 8819 5617
M 07973 280966
E info@countsequential.co.uk

Name of Car Park: GREAT OAKS SURFACE

Number of vehicles in car park at start of count period = **9**

15 minute interval	Ins	Outs
07:00 to 07:15	**5**	**0**
07:15 to 07:30	**2**	**0**
07:30 to 07:45	**2**	**1**
07:45 to 08:00	**3**	**2**
08:00 to 08:15	**8**	**2**
08:15 to 08:30	**7**	**2**
08:30 to 08:45	**9**	**2**
08:45 to 09:00	**23**	**3**
09:00 to 09:15	**52**	**16**
09:15 to 09:30	**49**	**16**
09:30 to 09:45	**41**	**18**
09:45 to 10:00	**43**	**22**

Number of vehicles in car park at end of count period = **169**

Number of vehicles in car park at start of count period = **164**

15 minute interval	Ins	Outs
16:00 to 16:15	**32**	**37**
16:15 to 16:30	**26**	**38**
16:30 to 16:45	**30**	**35**
16:45 to 17:00	**15**	**35**
17:00 to 17:15	**10**	**38**
17:15 to 17:30	**10**	**26**
17:30 to 17:45	**10**	**21**
17:45 to 18:00	**8**	**23**
18:00 to 18:15	**7**	**18**
18:15 to 18:30	**6**	**14**
18:30 to 18:45	**5**	**7**
18:45 to 19:00	**2**	**3**

Number of vehicles in car park at end of count period = **30**

Countsequential
SURVEYS

PARKING SURVEY RESULTS

TOYS "R" US (MULTI STOREY)

WEDNESDAY 18th MAY 2011

Countsequential Ltd

3 Lewes Road - Bromley
Kent - BR1 2RN

T 020 8819 5809
F 020 8819 5617
M 07973 280966
E info@countsequential.co.uk

Name of Car Park: TOYS "R" US MULTI STOREY

Number of vehicles in car park at start of count period = **0**

15 minute interval	Ins	Outs
07:00 to 07:15	**4**	**0**
07:15 to 07:30	**8**	**0**
07:30 to 07:45	**3**	**0**
07:45 to 08:00	**2**	**0**
08:00 to 08:15	**9**	**0**
08:15 to 08:30	**15**	**0**
08:30 to 08:45	**24**	**0**
08:45 to 09:00	**29**	**1**
09:00 to 09:15	**29**	**8**
09:15 to 09:30	**19**	**11**
09:30 to 09:45	**21**	**7**
09:45 to 10:00	**19**	**10**

Number of vehicles in car park at end of count period = **182**

Number of vehicles in car park at start of count period = **119**

15 minute interval	Ins	Outs
16:00 to 16:15	**13**	**17**
16:15 to 16:30	**8**	**9**
16:30 to 16:45	**12**	**11**
16:45 to 17:00	**6**	**11**
17:00 to 17:15	**4**	**27**
17:15 to 17:30	**4**	**24**
17:30 to 17:45	**3**	**34**
17:45 to 18:00	**5**	**12**
18:00 to 18:15	**1**	**12**
18:15 to 18:30	**1**	**6**
18:30 to 18:45	**2**	**6**
18:45 to 19:00	**3**	**6**

Number of vehicles in car park at end of count period = **6**

Countsequential
SURVEYS

PARKING SURVEY RESULTS

ASDA (MULTI STOREY & SURFACE)

WEDNESDAY 18th MAY 2011

Countsequential Ltd

3 Lewes Road - Bromley
Kent - BR1 2RN

T 020 8819 5809
F 020 8819 5617
M 07973 280966
E info@countsequential.co.uk

Name of Car Park: ASDA MULTI STOREY & SURFACE

Number of vehicles in car park at start of count period = **27**

15 minute interval	Ins	Outs
07:00 to 07:15	**5**	**5**
07:15 to 07:30	**8**	**5**
07:30 to 07:45	**13**	**6**
07:45 to 08:00	**16**	**8**
08:00 to 08:15	**17**	**8**
08:15 to 08:30	**11**	**9**
08:30 to 08:45	**29**	**9**
08:45 to 09:00	**59**	**6**
09:00 to 09:15	**96**	**13**
09:15 to 09:30	**106**	**13**
09:30 to 09:45	**100**	**24**
09:45 to 10:00	**92**	**30**

Number of vehicles in car park at end of count period = **579**

Number of vehicles in car park at start of count period = **251**

15 minute interval	Ins	Outs
16:00 to 16:15	**51**	**68**
16:15 to 16:30	**55**	**59**
16:30 to 16:45	**48**	**63**
16:45 to 17:00	**33**	**60**
17:00 to 17:15	**28**	**52**
17:15 to 17:30	**26**	**51**
17:30 to 17:45	**26**	**55**
17:45 to 18:00	**27**	**57**
18:00 to 18:15	**27**	**41**
18:15 to 18:30	**40**	**40**
18:30 to 18:45	**24**	**43**
18:45 to 19:00	**23**	**33**

Number of vehicles in car park at end of count period = **37**

Countsequential
SURVEYS

PARKING SURVEY RESULTS

EASTGATE (MULTI STOREY)

WEDNESDAY 25th MAY 2011

Countsequential Ltd

3 Lewes Road - Bromley
Kent - BR1 2RN

T 020 8819 5809
F 020 8819 5617
M 07973 280966
E info@countsequential.co.uk

Name of Car Park: EASTGATE MULTI STOREY

Number of vehicles in car park at start of count period = **13**

15 minute interval	Ins	Outs
07:00 to 07:15	**5**	**2**
07:15 to 07:30	**6**	**0**
07:30 to 07:45	**12**	**0**
07:45 to 08:00	**27**	**0**
08:00 to 08:15	**29**	**0**
08:15 to 08:30	**27**	**1**
08:30 to 08:45	**67**	**1**
08:45 to 09:00	**54**	**2**
09:00 to 09:15	**49**	**2**
09:15 to 09:30	**45**	**6**
09:30 to 09:45	**56**	**5**
09:45 to 10:00	**35**	**10**

Number of vehicles in car park at end of count period = **396**

Number of vehicles in car park at start of count period = **368**

15 minute interval	Ins	Outs
16:00 to 16:15	**27**	**56**
16:15 to 16:30	**10**	**40**
16:30 to 16:45	**15**	**32**
16:45 to 17:00	**9**	**30**
17:00 to 17:15	**7**	**59**
17:15 to 17:30	**8**	**52**
17:30 to 17:45	**2**	**59**
17:45 to 18:00	**2**	**39**
18:00 to 18:15	**0**	**41**
18:15 to 18:30	**0**	**24**
18:30 to 18:45	**0**	**7**
18:45 to 19:00	**0**	**4**

Number of vehicles in car park at end of count period = **5**

Countsequential
SURVEYS

PARKING SURVEY RESULTS

CLAY HILL ROAD (SURFACE)

WEDNESDAY 25th MAY 2011

Countsequential Ltd

3 Lewes Road - Bromley
Kent - BR1 2RN

T 020 8819 5809
F 020 8819 5617
M 07973 280966
E info@countsequential.co.uk

Name of Car Park: CLAY HILL ROAD SURFACE

Number of vehicles in car park at start of count period = **16**

15 minute interval	Ins	Outs
07:00 to 07:15	**3**	**0**
07:15 to 07:30	**8**	**0**
07:30 to 07:45	**7**	**0**
07:45 to 08:00	**6**	**3**
08:00 to 08:15	**8**	**0**
08:15 to 08:30	**6**	**0**
08:30 to 08:45	**12**	**0**
08:45 to 09:00	**5**	**0**
09:00 to 09:15	**6**	**1**
09:15 to 09:30	**4**	**1**
09:30 to 09:45	**2**	**3**
09:45 to 10:00	**1**	**1**

Number of vehicles in car park at end of count period = **75**

Number of vehicles in car park at start of count period = **71**

15 minute interval	Ins	Outs
16:00 to 16:15	**1**	**3**
16:15 to 16:30	**1**	**4**
16:30 to 16:45	**0**	**2**
16:45 to 17:00	**1**	**1**
17:00 to 17:15	**0**	**7**
17:15 to 17:30	**1**	**5**
17:30 to 17:45	**0**	**5**
17:45 to 18:00	**0**	**10**
18:00 to 18:15	**1**	**5**
18:15 to 18:30	**0**	**10**
18:30 to 18:45	**0**	**4**
18:45 to 19:00	**0**	**3**

Number of vehicles in car park at end of count period = **17**

Countsequential
SURVEYS

PARKING SURVEY RESULTS

MARKET (SURFACE)

WEDNESDAY 25th MAY 2011

Countsequential Ltd

3 Lewes Road - Bromley
Kent - BR1 2RN

T 020 8819 5809
F 020 8819 5617
M 07973 280966
E info@countsequential.co.uk

Name of Car Park: MARKET

Number of vehicles in car park at start of count period = **1**

15 minute interval	Ins	Outs
07:00 to 07:15	**0**	**0**
07:15 to 07:30	**2**	**0**
07:30 to 07:45	**1**	**1**
07:45 to 08:00	**2**	**0**
08:00 to 08:15	**1**	**0**
08:15 to 08:30	**3**	**0**
08:30 to 08:45	**2**	**1**
08:45 to 09:00	**5**	**0**
09:00 to 09:15	**10**	**1**
09:15 to 09:30	**6**	**3**
09:30 to 09:45	**6**	**1**
09:45 to 10:00	**1**	**1**

Number of vehicles in car park at end of count period = **32**

Number of vehicles in car park at start of count period = **25**

15 minute interval	Ins	Outs
16:00 to 16:15	**3**	**3**
16:15 to 16:30	**3**	**5**
16:30 to 16:45	**0**	**1**
16:45 to 17:00	**2**	**1**
17:00 to 17:15	**2**	**7**
17:15 to 17:30	**5**	**2**
17:30 to 17:45	**3**	**5**
17:45 to 18:00	**1**	**2**
18:00 to 18:15	**2**	**11**
18:15 to 18:30	**4**	**5**
18:30 to 18:45	**4**	**3**
18:45 to 19:00	**4**	**0**

Number of vehicles in car park at end of count period = **13**

Countsequential
SURVEYS

PARKING SURVEY RESULTS

STATION WAY (SURFACE)

WEDNESDAY 25th MAY 2011

Countsequential Ltd

3 Lewes Road - Bromley
Kent - BR1 2RN

T 020 8819 5809
F 020 8819 5617
M 07973 280966
E info@countsequential.co.uk

Name of Car Park: STATION WAY SURFACE

Number of vehicles in car park at start of count period = **2**

15 minute interval	Ins	Outs
07:00 to 07:15	**4**	**3**
07:15 to 07:30	**10**	**9**
07:30 to 07:45	**3**	**4**
07:45 to 08:00	**5**	**6**
08:00 to 08:15	**5**	**6**
08:15 to 08:30	**2**	**2**
08:30 to 08:45	**6**	**4**
08:45 to 09:00	**3**	**3**
09:00 to 09:15	**4**	**4**
09:15 to 09:30	**5**	**4**
09:30 to 09:45	**3**	**1**
09:45 to 10:00	**3**	**3**

Number of vehicles in car park at end of count period = **6**

Number of vehicles in car park at start of count period = **5**

15 minute interval	Ins	Outs
16:00 to 16:15	**5**	**3**
16:15 to 16:30	**14**	**10**
16:30 to 16:45	**9**	**13**
16:45 to 17:00	**7**	**8**
17:00 to 17:15	**12**	**6**
17:15 to 17:30	**6**	**10**
17:30 to 17:45	**10**	**8**
17:45 to 18:00	**20**	**25**
18:00 to 18:15	**22**	**28**
18:15 to 18:30	**21**	**15**
18:30 to 18:45	**19**	**19**
18:45 to 19:00	**16**	**10**

Number of vehicles in car park at end of count period = **11**

BASILDON TOWN CENTRE - CAR PARK UTILISATION 2009

BTCM (excluding season tickest)	NO. OF AVAILABLE SPACES	NO. OF VISITS PER ANNUM	NO OF AVERAGE VISITS PER DAY	AVERAGE NO. VISITS PER SPACE PER DAY	SEASON TICKET HOLDERS	OWNER/OPERATOR
No. 1 - Multi-storey Great Oaks	1,256	428,072	1367.64	1.08	409	BTCM/Euro Car Parks
No 2 - Surface Great Oaks	348	451,504	1442.50	4.14		BTCM/Euro Car Parks
No. 4 - Multi-storey Toys R Us**	514	151,266	483.27	0.94	66	BTCM/Euro Car Parks
No. 11 - Surface Cherrydown*	400	Sat. only 4,250	81.73	0.20		BTCM/Ford
No. 12 - Suface Ashdon Way*	310	Sat. only 3,300	63.46	0.20		BTCM/Ford
No. 13 - Surface Clay Hill Road	190	34,641	110.67	0.58		BTCM/Euro Car Parks
No. 14 - Surface Laindon Link	400	45,905	146.66	0.36		BTCM/Euro Car Parks
EASTGATE MANAGEMENT LTD	NO. OF AVAILABLE SPACES		% LEVEL OF USAGE PER DAY	NO. OF SPACES USED PER DAY	SEASON TICKET HOLDERS	OWNER/OPERATOR
No. 6 - Multi-storey Eastgate	838		Monday 70%	586.00	(30%) 255	British Land/
			Tuesday 70%	586.00		Eastgate Management Company
			Wednesday 70%	586.00		
			Thursday 75%	628.50		
			Friday 80%	670.40		
			Saturday 95%	796.10		
			Sunday 50%	419.00		
ASDA - awaiting information						OWNER/OPERATOR
No 5a - Under croft Asda No 5b - Multi-storey Asda						British Land/ASDA
AVIVA - awaiting information						OWNER/OPERATOR
No. 7 - Multi-storey Westgate Park						Aviva

* Saturdays only
** Car Park No. 4 Level 7 currently closed
No other spaces mothballed

ARDENT
CONSULTING ENGINEERS

4th Floor Diamond House
36/38 Hatton Garden
London
EC1N 8EB

CALCULATION SHEET

Date: 05/12/11

Job Title: Basildon Regeneration

Job No: G232

Made by: SAF/RMA

Checked by: RMA

Subject: Car Parking Observations

Sheet No. 1

Comments: Spare capacity counts undertaken at all town centre car parks between 1.00pm and 2.30pm on 02/12/11 (Friday) and 03/12/11 (Saturday). Car park no. 14 recently closed and nos. 11 and 12 re-opened.

Friday

No.	Car Park	Capacity	Spare	Used	% Spare
1	Great Oaks (SS)	1320	330	990	25%
2	Post Office (SS)	348	10	338	3%
4	Toys 'R' Us (SS)	514	73	441	14%
5	ASDA (SS)	1500	161	1339	11%
6	Eastgate (SS)	825	145	680	18%
7	Basildon DC (SS)	n/a	n/a	n/a	n/a
8	Westgate (SS)	450	37	413	8%
10	Market Place (SS)	40	8	32	20%
11	Ashdown Way (LS)	310	230	80	74%
12	Trafford House (LS)	300	130	170	43%
13	Clay Hill Road (LS)	190	78	112	41%
15	Station Way (PU)	n/a	n/a	n/a	n/a
	Times Square (SS)	45	18	27	40%
	Total Short Stay	**5042**	**782**	**4260**	**16%**
	Total Long Stay	**800**	**438**	**362**	**55%**
	Total	**5842**	**1220**	**4622**	**21%**

Saturday

No.	Car Park	Capacity	Spare	Used	% Spare
1	Great Oaks (SS)	1320	264	1056	20%
2	Post Office (SS)	348	0	348	0%
4	Toys 'R' Us (SS)	514	0	514	0%
5	ASDA (SS)	1500	300	1200	20%
6	Eastgate (SS)	825	82	743	10%
7	Basildon DC (SS)	169	0	169	0%
8	Westgate (SS)	450	45	405	10%
10	Market Place (SS)	40	0	40	0%
11	Ashdown Way (LS)	310	203	107	65%
12	Trafford House (LS)	300	300	0	100%
13	Clay Hill Road (LS)	190	97	133	51%
15	Station Way (PU)	n/a	n/a	n/a	n/a
	Times Square (SS)	45	9	36	20%
	Total Short Stay	**5211**	**700**	**4511**	**13%**
	Total Long Stay	**800**	**600**	**240**	**75%**
	Total	**6011**	**1300**	**4751**	**22%**