

Appendix 1: Eastbourne Parking Strategy (with amended text)

1. Introduction

1.1 The development of a comprehensive Parking Strategy, which is targeted to the needs of Eastbourne Borough Council's community and stakeholders, has taken place over several months of investigation, survey and discussion.

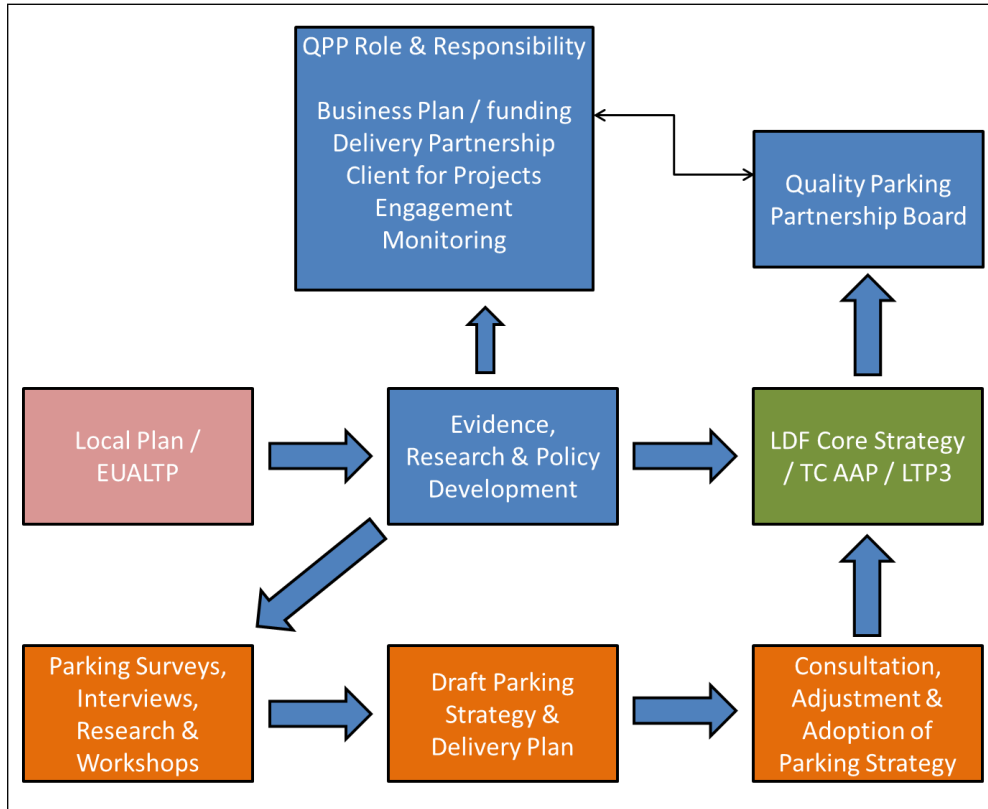
1.2 What is clear, through all this work, is that parking presents complex issues and achieving a balance of parking provision that meets the needs of the various user groups will be challenging. Stakeholders recognise that it is almost impossible to meet the individual demands of some groups without creating problems for others. It is believed that knowing and accepting this is *fundamental* to ultimately moving the work forwards.

1.3 In order to support the Council's (and thus the community's) aspirations for the Borough of Eastbourne requires parking to be addressed as a key issue with its own focus and plan. However, as control over parking is not in the hands of one authority, a partnership approach is required between Eastbourne Borough Council, East Sussex County Council (the highway authority), car park operators and other key stakeholders.

1.4 This Draft Parking Strategy has been developed by WSP on behalf of Eastbourne Borough Council (EBC), with key input from East Sussex County Council (ESCC). The issues highlighted within this strategy, and the delivery plan it recommends, have been taken from two detailed technical reports which have been informed by a review of relevant policies and an analysis of technical data, including analysis of future demand for parking, discussions and workshops with stakeholders, and a range of surveys with users of on- and off-street parking. Rather than presenting the evidence again within this strategy, the detailed reports are available from on the Council's website; details of which are provided at the end of this document. We ask that the public feedback their comments on this Draft Parking Strategy in order that the Final Parking Strategy is endorsed by the Eastbourne community.

1.5 The flowchart below provides a simplistic overview of where the need for the Parking Strategy has come from, the process for developing the strategy and how the delivery of the strategy (through the Quality Parking Partnership) fits in to the future LDF Core Strategy. Further detail about the relevant policy documents is provided on page 2 of this document.

Figure 1: Context for Parking Strategy



2. Background

2.1 Eastbourne is a thriving seaside town on the Sussex coast, approximately halfway between Brighton and Hastings. Eastbourne has a high quality environment that is valued by residents and visitors and contains a significant proportion of downland, recently designated as part of the South Downs National Park. The topography of the town allows extensive panoramic views along its 7 kilometres of coastline. There are also significant areas of historic interest including over 250 listed buildings and 12 conservation areas.

2.2 Eastbourne town centre is an important retail and services destination serving the Borough and its surrounding rural hinterland. Tourism forms a fundamental element of the economy and over 4.8 million people visit Eastbourne each year.

2.3 The town provides a varied range of shopping facilities which serve both residents and visitors. It comprises an effective combination of large supermarkets, department stores and high-street names, together with specialist shops, cafés and restaurants. The town centre remains the Borough's primary shopping destination. The town centre's role is complemented by a number of important district, local and neighbourhood shopping centres, all of which contribute to the Borough's overall retail offer.

2.4 Eastbourne is currently served by the A27, which links the town to Brighton in the west, and the A259, which links the town with Bexhill and Hastings in the east. The A22 provides connections with Uckfield and London. All of these roads are, for the most part single-carriageway, and consequently journey times are longer than might be expected. The town is well-served by rail, with half-hourly services to London Victoria. Other direct rail services link Eastbourne with Brighton, Hastings and Ashford International.

2.5 The Council is keen to promote environmentally sensitive transport to help to reduce carbon emissions from transport with the intention of establishing the Borough as a 'low carbon town'. Over the next fifteen years, there are plans to encourage more cycling, walking and public transport use.

2.6 A parking strategy is a key element of an integrated transport system. The previous parking strategy for Eastbourne was set out in the Eastbourne Urban Area Local Transport Plan (EUALTP), which is now some ten years old. There have been significant changes to the planning system, to the planning of local transport and more importantly, changes to parking within central Eastbourne since the previous strategy was developed.

2.7 The provision of car parking is a service that enables people to access and enjoy a range of facilities within the central area of a town. The experience of parking can often contribute to the overall image of a town or city, although this may not always be a positive experience. Constant review and planning is needed to ensure that this provision does not lead to unintended consequences, such as:

- Congestion at the entrance to popular off-street car parks;
- Over supply of parking permits which reduces turnover ("churn") of on-street parking space in areas of high demand;
- Underutilisation of off-street car parking;
- Overspill of on-street parking in to "uncontrolled" streets around the town, and;
- Negative impacts of on-street parking on the visual amenity and character of the town, especially the historic central areas.

3. Policy Framework

3.1 Planning for the future of growth of Eastbourne is set out in a number of policy documents and this Parking Strategy forms part of a suite of documents within the Local Development Framework, or LDF as it is generally known. This planning framework was introduced in September 2004, when the Planning and Compulsory Purchase Act reformed the English planning system.

3.2 There are three documents to which this parking strategy refers to for its main policy compliance:

- The LDF Proposed Submission Core Strategy 2006-2027
- The Town Centre Area Action Plan (AAP) Proposed Submission to 2027
- Local Transport Plan 3 (East Sussex County Council) 2011-2026.

3.3 Each of these documents sets out the issues and policy approaches which EBC and ESCC will use for the delivery of development and the regeneration of the town. The key objectives of each document – the guiding threads for this Parking Strategy - are summarised overleaf.

3.4 Within the Town Centre AAP, the main policy driver for the Parking Strategy is:

Town Centre AAP Policy TC15 Parking in the Town Centre

The quality of existing parking provision will be improved. Routes from existing facilities into the town centre will be enhanced through improved signage and way-finding. Advance real-time signage for existing car parks will be provided on key approaches into the town centre. In the town centre the design of new parking provision where required must ensure it is:

Provided away from the immediate street scene in a well-designed and visually unobtrusive way.

Conveniently accessible with pedestrian linkages into the town centre that are direct, well signposted and safely overlooked.

Modern, well lit and safe – first impressions are very important and many visitors will be strongly influenced by the quality of parking facilities and the connections into the town centre.

Cycle parking must be incorporated into new development schemes as part of the built structure ensuring that facilities are safe, secure and the entrance point is well overlooked. Public cycle parking stands will be incorporated into the design of the public realm in key locations across the town centre, particularly adjoining the retail district, seafront, railway station. New cycle parking will also be considered adjoining any new cycle routes that may be identified across the town centre. Facilities for motor cycle and moped parking will also be incorporated where required.

3.5 The original scope was to deliver the Parking Strategy by undertaking the following tasks:

- Examine supply and demand for on- and off-street parking
- Establish issues and challenges for parking in Eastbourne
- Identify interventions to manage future supply and demand
- Examine quality of existing parking supply
- Review arrangements for managing and enforcing on and off-street parking
- Review provision for special parking requirements
- Consider potential scope for park and ride
- Review existing standards for parking provision at new developments
- Prepare Strategy Delivery Plan

- Consult on Parking Strategy
- Finalise Parking Strategy for Eastbourne.

The LDF Core Strategy

3.6 The Core Strategy vision is defined in the document as:

Core Strategy Vision

“By 2027 Eastbourne will be a premier coastal and seaside destination within an enhanced green setting. To meet everyone’s needs, Eastbourne will be a safe, thriving, healthy and vibrant community with excellent housing, education and employment choices, actively responding to the effects of climate change.”

3.7 This vision is underpinned by ten strategic objectives. Each of the elements within the Parking Strategy Delivery Plan has been linked to the most appropriate key spatial objective.

Key Spatial Objective 1: Sustainable Development:

To implement a development strategy that delivers sustainable communities and high standards of design and sustainable construction.

Key Spatial Objective 2: Sustainable Growth:

To deliver new housing, employment and shopping opportunities by planning positively and proactively to meet the needs of all sections of the local community and sustainable growth within environmental constraints.

Key Spatial Objective 3: Town Centre Regeneration:

To strengthen Eastbourne’s town centre as a leading sub-regional shopping and leisure destination.

Key Spatial Objective 4: Local Economy:

To give support to a strong and growing local economy built on innovation, creativity and entrepreneurship.

Key Spatial Objective 5: Tourism:

To encourage the retention of existing holiday accommodation, and support upgrading of visitor accommodation, and to support the provision of new high quality / niche tourism based facilities, including provision for conferences.

Key Spatial Objective 6: Community Health:

To promote and enhance healthy lifestyles by assisting the development of affordable housing, cultural, recreational, and sports facilities as well as community and health care provision, and ensuring adequate infrastructure provision.

Key Spatial Objective 7: Green Space and Biodiversity:

To designate a network of green spaces linking the South Downs, Eastbourne Park and Pevensey Levels, to protect the diverse character and local distinctiveness of the Borough as well as encourage biodiversity and provide access to additional leisure opportunities.

Key Spatial Objective 8: Sustainable Travel:

To reduce the growth in car-based travel by reducing the need to travel and by promoting alternative travel choices including walking, cycling and public transport.

Key Spatial Objective 9: Quality of the Built Environment:

To ensure high standards of design and build throughout the Borough, paying particular attention to the historic environment, conservation areas and ensuring sustainable construction, in all developments.

Key Spatial Objective 10: Sustainable Neighbourhoods:

To ensure that the diverse needs of local communities are delivered, having regard to the sustainability and capacity of each neighbourhood, the infrastructure needed and the opportunities to meet requirements.

Town Centre Area Action Plan

3.8 There are twelve objectives for the Town Centre AAP. Each of the elements within the Delivery Plan has been linked to the most appropriate town centre objective.

1. Economic potential: identify and prepare a series of high quality, ambitious and deliverable proposals and policies for Eastbourne town centre that will enable the area to maximise its economic potential in creating a thriving and dynamic town centre that will play an important part in helping to build a sustainable and prosperous future for the town.

2. Vitality and competitiveness: enhance the vitality and viability of the town centre as a whole by improving Eastbourne's retail competitiveness, both in its role as a sub-regional centre in East Sussex and in respect of competing with out of town developments.

3. Quality and diversity: increase the quality and diversity of the town centre retail offer to increase choice for all sectors of the population. To secure a mix of occupiers in the town centre with a mutually supporting balance between national multiple retailers through the provision of units of a sufficient size and configuration in suitable locations in order to respond to modern retailer requirements, as well as smaller independent traders;

4. Complementary new retailers: complement rather than compete with the existing retail offer, promoting a strategy for new mixed use development that aims to bring in new retailers, not simply relocate those already present.

5. Independent retail offer: strengthen the town's independent retail offer, improving its

7. Employment opportunities: develop strategies for increasing the employment opportunities in high quality jobs in a variety of sectors in the town centre.

8. Supporting tourism and business: ensure the regeneration of the town centre contributes to Eastbourne as an important tourist and business destination including opportunities for providing a range of hotel uses through retention and enhancement of existing stock and through new development.

9. Accessibility: improve accessibility to and within the town centre and seafront for all sectors of the population, through the provision of an integrated approach to all transport users, particularly pedestrians and public transport customers.

10. Design and heritage: protect the best areas and important heritage assets while delivering a high quality, contemporary urban design which will integrate and encourage greater activity in the town centre.

11. Public realm: provide enhanced pedestrian links across the town centre,

integration with the primary shopping area and the seafront and building on its authentic local distinctiveness.

particularly between Sussex Gardens, the railway station, the seafront and Arts Quarter through improvements to the public realm ensuring that the qualitative experience for those who shop, work, visit and live in Eastbourne is improved through measures such as pedestrian access and security, improving the quality of public places and securing increased priority for pedestrians within the town centre.

6. A mixed use centre: increase the mix of uses within the town centre, including leisure uses such as restaurants and cafes, and specifically to encourage significant additional residential development including the provision of affordable homes and community facilities ensuring that the town centre is well used and safe at all times of the day and evening.

12. Sustainable development: enhance the sustainable performance of development proposals coming forward within the town centre by utilising a balance of resource efficiency measures and improving biodiversity.

East Sussex Local Transport Plan 3

3.9 There are five overarching high level LTP3 Objectives. Each of the elements within the Parking Strategy Delivery Plan has been linked to the appropriate high level LTP3 Objective.

1. Improve economic competitiveness and growth

This objective focuses on how transport supports and improves the economic vitality of the county, by improving the performance of existing networks, improving access to employment, and enhancing the strategic infrastructure in order to improve connections with the rest of the region. This will aim to ensure that the appropriate transport infrastructure is delivered to complement the priorities identified through the Local Enterprise Partnership (LEP) for Greater Essex, Medway, Kent and East Sussex as well as the development plans for the county coming forward through the Local Development Frameworks (LDFs) of the Borough and District Councils.

2. Improve safety, health and security

This objective focuses on reducing the number and severity of road crashes and improving personal security, particularly for users of public transport, pedestrians and cyclists, in order to reduce fear of crime and/or injury. This objective also aims to contribute to improving the health and life expectancy of individuals, and to reducing

4. Improve accessibility and enhance social inclusion

This objective focuses on addressing social exclusion and equality of opportunity by making access to job opportunities, education, leisure and services easier for everyone. It aims to support regeneration plans and thereby narrow the gap between rich and poor and improve life chances, by providing sustainable transport opportunities that are affordable, accessible and attractive to everyone.

5. Improve quality of life

This objective is focused on helping people access green spaces and positive activities, and improving the journey experience for all transport users. It also focuses on dealing with air quality and the environmental impacts that transport imposes, as well as offering opportunities to develop transport measures that actively enhance the natural

the social and economic costs of illness through facilitating active travel, and by reducing pollution from traffic.

and historic environment, to improve the overall quality of life. In addition it enables communities to deliver their own transport solutions to address particular issues which could improve their quality of life.

3. Tackle climate change

This objective focuses on reducing the amount of Carbon Dioxide (CO₂) emissions generated by transport in order to mitigate the impacts of climate change. Along with similar work in other sectors, this is integral to achieving the County Council's strategy on climate change. Alongside this, the focus will be on adapting the county's infrastructure and services, and building up resilience to the impact of changing climatic conditions, such as higher temperatures or flooding.

4. Key Issues (Guiding Principles)

4.1 The context for this Parking Strategy is summarised below. Means of addressing these key issues are the core focus of the strategy aims and actions.

1. A large supply of paid-for parking within the town centre (and 'free' parking within easy reach) with varying levels of demand. There are particular pressures on parking closest to the retail and banking centre of Eastbourne and utilisation of on-street spaces is far higher than the overall utilisation of off-street parking.
2. The large number of shared use bays limits the turnover of the town centre on-street parking and shoppers find it difficult to park in some areas.
3. Management is disparate and complex: 9% of off-street supply is managed by EBC and 91% by four private operators, while ESCC manages the on-street parking supply.
4. Little consistency in the quality of off-street parking provision - lighting, security and the facilities provided in many of the car parks could be improved.
5. No overall pricing structure across the off-street car parks or between on and off-street parking.
6. Little directional signage, which encourages habitual behaviour and inefficient use of the road network.
7. Issues with illegal and inconsiderate parking (e.g. parking on double yellow lines) outside the Controlled Parking Zone.

5. Strategy Aims

5.1 Parking requirements in Eastbourne are quite diverse, with the main demands as follows:

- Residential parking
- Long stay commuter parking
- Visitor/ tourist and conference delegate parking
- Short and medium stay shopper parking in Eastbourne town centre and other secondary shopping areas
- Parking associated with other specific land uses, e.g. schools/colleges/university, hospital, rail stations
- Users with special requirements, including disabled people, motorcyclists and cycle parking
- Bus and taxi parking
- Overnight and layover parking for HGVs and coaches
- Delivery access parking to shops and businesses

- Pedestrians, cyclists and public transport users.

5.2 The overall Parking Strategy is designed to deal with each of these different market segments and the strategy recommendations address the needs of the different user groups in turn. The main aims of the strategy can best be summarised as:

1. To ensure that Eastbourne town centre is easily accessed by all modes and that all residents of and visitors to Eastbourne are provided with an attractive range of options for travel to and within the area.
2. To manage on and off-street parking efficiently and cohesively; with a 'holistic' approach to all parking.
3. To ensure that parking facilities are well managed, safe and attractive.
4. To improve the quality of off-street parking in Eastbourne.
5. To provide comprehensive (and interactive) signage to the various car parking locations in Eastbourne at key gateways into the town centre.
6. To ensure that car parking does not overly impact on the setting and place shaping of the town centre and that there is a balance between car parking, pedestrian movement and enhanced public realm which benefits all and supports the economic growth of the town.
7. To assist in the delivery of the wider objectives for the regeneration of Eastbourne town centre and the wider community aspirations for the Borough through the Local Development Framework and LTP3 vision.
8. *parking strategies compliment and do not conflict with public transport infrastructure.*

Supply & Demand of Parking

5.3 There is sufficient evidence to confirm that there is currently an adequate supply of parking provided for residents, shoppers, visitors and commuters in Eastbourne. However, the mix in the available parking stock needs to be regularly assessed to ensure that the most effective and efficient use is being made of the facilities provided.

5.4 As a number of the off-street car parks are not in the ownership of public bodies, a clear contingency plan should be established in the event of there being a significant reduction in off street parking through any future re-development. With regard to future demand, the existing supply of on- and off-street parking is likely to be sufficient to meet the future peak season demand for parking up to 2027 if there is no change to the town centre parking supply. However, any significant reduction in the parking supply (or increased future development) could have major ramifications on the attractiveness and therefore continued success of Eastbourne as a destination for retail, leisure and tourism. This is particularly important given that the majority of the town centre off-street parking stock is not controlled by the Council.

5.5 Therefore if there is a significant reduction in the existing supply and location of town centre parking in the future, arrangements will need to be made to maintain the accessibility of Eastbourne town centre to users of all modes of transport. In addition, consideration may need to be given to providing additional parking to serve the town centre and ensuring access for public transport, walking and cycling is further improved.

6. Provision of Parking for Special Requirements

DISABLED PARKING

6.1 There is significant demand for disabled parking in Eastbourne. While there is a relatively high level of on-street provision for blue badge holders, the quality, provision and pricing of off-street disabled parking in the town centre varies considerably between car parks.

6.2 EBC will continue to ensure a high level of access to on-street and off-street disabled parking facilities by:

- Working with ESCC to assess requests for additional on-street disabled bays on a case by case basis to ensure that full consideration is given to all demands on parking space.
- Working with operators to improve the quality and provision of disabled parking in off-street car parks in accordance with Disability Discrimination Act (2005) requirements.
- Reviewing controls for disabled parking in off-street car parks to ensure consistency across car parks and on-street and off-street provision.

CYCLE PARKING

6.3 Cycling is an important sustainable travel option for residents, commuters and visitors in Eastbourne. The Draft Eastbourne Cycling Strategy sets out EBC/ESCC's overall approach to improving cycling in the town up until 2027; the primary objective of which is to create a safer, more attractive and accessible cycling network, with supporting infrastructure, to encourage more people to cycle into, out of and around Eastbourne.

6.4 To support the wider cycling strategy, and with particular reference to cycle parking, EBC will ensure that:

- Sufficient provision is made for secure cycle parking (hoop stands) in any redevelopment of the town centre.
- New cycle parking is located close to main entrances where there is natural surveillance.
- The need for appropriate cycle parking and infrastructure is considered in all new developments in accordance with the relevant guidelines and standards produced by EBC in their relevant Supplementary Planning Document and their Development Plan Documents.

MOTORCYCLE PARKING

6.5 Motorcycles (powered two-wheelers) are an important mode of private transport and are therefore recognised as having their own parking requirements within the Parking Strategy.

6.6 Currently, motorcycles are able to park free of charge in all dedicated on-street parking bays (except disabled bays) and there are a number of designated bays in the town centre and on the seafront. EBC is not aware of any particular issues with current provision though will continue to review and monitor provision of secure motorcycle parking throughout the Parking Strategy period and ensure that motorcycles are accounted for in the town centre regeneration proposals.

LORRY PARKING

6.7 Access for goods vehicles is vital to the economy of Eastbourne. As there is no dedicated lorry park in the area, freight operators tend to avoid overnight stops in Eastbourne or arrange for goods vehicles to make use of the A22 Cophall roundabout facility or park in industrial estates.

6.8 Given the need to minimise disruption to local communities and residential areas, the Parking Strategy will focus on enforcement to ensure that lorries parking in Eastbourne do so in appropriate out of town industrial estate locations and not in residential streets. Currently any vehicle over 5 tonnes unladen weight is prohibited from parking overnight anywhere in Eastbourne.

COACH PARKING

6.9 The provision of adequate parking for coaches to set-down and pick-up passengers and for overnight layover is vital to Eastbourne's economy and is therefore an important element of the Parking Strategy.

6.10 While the arrangements for coaches to set-down and pick-up hotel guests in dedicated loading bays and coach bays outside a number of hotels and guest houses in the town centre work well, the growing language school sector in Eastbourne requires suitable locations for coaches to set-down and pick-up students.

6.11 There is currently capacity for around 50 coaches to be parked overnight between the Birch Road coach park and Junction Road car park. There are a number of pay and display coach bays on the seafront that can be used between 8 am and 11 pm.

6.12 To support the coach visitor and language school sectors, EBC will:

- Seek to identify alternative locations for language schools to set-down and pick-up students outside the town centre, in locations that can already accommodate coaches, e.g. secondary schools or edge of town supermarkets, and explore whether there is potential to use these facilities outside their core hours. Longer term, the need for suitable locations for coaches to set-down and pick-up students should be reviewed as part of any Park and Ride proposals
- Work with the operators of the existing coach parking facilities in Eastbourne to improve the security of these facilities.
- Work with coach operators and the Eastbourne Hospitality Association to identify suitable sites for additional overnight coach parking, if the need

arises. It is noted that in the future, fewer visitors may come to Eastbourne by coach, instead preferring to travel by independent means.

TAXI PARKING

6.13 The taxi industry plays a vital role within Eastbourne's overall transport system by improving local access to essential goods and services. There are a number of taxi ranks throughout Eastbourne town centre, and while some are oversubscribed, several are not well used. In particular, there are capacity issues at the Eastbourne Station rank and some degree of conflict between residents and taxi parking in Old Orchard Road.

6.14 In 2008, EBC reviewed taxi provision in Eastbourne and set out an Action Plan for improving facilities in the future. In support of the Action Plan, and with particular reference to taxi parking, EBC will:

- Continue to explore the options for relocating the taxi rank at Eastbourne Station as new development options come forward, to alleviate pressure on the oversubscribed central taxi ranks and residential streets. Similarly, to explore the opportunities for relocating the Bolton Road taxi rank as plans to create new public space in this area are realised through the Town Centre Area Action Plan.
- Consider the possibility of expanding the existing rank in the vicinity of Terminus Road and Cornfield Road, to serve Banker's Corner.
- Work with operators and local businesses to sustain the information campaign to ensure that members of the public are aware of the location of taxi ranks in the town centre.

LOADING AND UNLOADING ARRANGEMENTS

6.15 Loading and unloading access is essential to support businesses in Eastbourne town centre and it is therefore recognised as an important component of the Parking Strategy. There are a number of dedicated loading bays provided throughout the town; the supply of which has recently been increased by the conversion of some coach bays to loading bays, meaning that a wider range of users can now benefit from them.

6.16 To support the AAP proposals, EBC will:

- Ensure that loading and unloading arrangements are reviewed as part of any proposed redevelopment of the town centre.
- Ensure that if the pedestrian environment is improved in the town centre, delivery access is maintained at specified times of the day (e.g. before 10 am and after 6 pm).
- Examine whether efficiencies could be realised, and reduced HGV movements within the town achieved, through smaller stores sharing deliveries using an out of town centre delivery and transfer system.

6.17 It should be noted that any proposed changes to the existing Traffic Regulation Orders (TROs) that control parking (e.g. regulations on loading, waiting and parking) are subject to public consultation, so may not be implemented if there is public objection towards such proposals.

7. Parking Standards for New Developments

7.1 ~~The recent changes to national guidance on residential car parking mean that it is important for planning authorities to update their residential car parking standards accordingly~~ recently published National Planning Policy Framework (NPPF) outlines the approach that authorities should be aware of if setting parking standards, and these are outlined in Paragraph 39 of the new guidance.

7.2 In the past, parking standards have been based on capped maximum standards, and in Eastbourne this included local reductions to parking provision in highly accessible (by means other than the car) locations. The NPPF continues to recognise this approach within the bulleted list the LPA should take account of.

7.3 The most recent guidance in Manual for Streets and the 2009 Residential Car Parking Research for Department of Communities and Local Government (DCLG) indicates that car parking for residential developments should be based on demand for parking over the LDF plan period (mentioned in NPPF) and make use of car ownership census information at the local level and demand predictions from accepted forecasting models (such as National Trip End Model / TEMPRO).

7.4 Thus this Parking Strategy recommends that:

- The current review of parking standards being conducted by ESCC allows for an assessment of parking demand based on the DCLG research and census data on car ownership. It will also include a greater emphasis on the split between “allocated parking spaces for per dwelling” and “unallocated or general” parking provision (which can be used by residents and visitors) as a way of achieving a greater efficiency of parking and balancing this with the future demand and inconsistencies of actual car ownership.
- Provision of parking within town centre developments should reflect NPPF paragraphs 40 and 41 and consider the use of more “mixed use” or “shared” parking between development uses (e.g. retail / flats) as a way of making best use of scarce land resources. The encouragement of use of residents’ parking permits in off-street car parks should also be explored to make more efficient usage of parking space.

8. Management & Enforcement of Parking

8.1 Managing parking in a consistent way is key to ensuring a good user experience of parking in Eastbourne.

8.2 Currently, a large proportion of shared use bays are occupied by business and residents’ permit holders, which means that shoppers and visitors often find it very difficult to park on-street. While there are high levels of utilisation of on-street parking, many off-street car parks have very low levels of use. The Parking Strategy recommends that more efficient use should be made of the existing on- and off-street parking space by:

- Converting a number of parking bays in the key shopping streets from shared use to general controlled parking to encourage business permit

holders into permit holder only parking areas situated further from the town centre.

- Co-ordinating controls for on-street and off-street parking to ensure consistency and to encourage longer stays into off-street car parks.
- Developing policy (e.g. financial incentives, quality improvements) to encourage business and residents' permit holders, voluntary sector permit holders and hotel guest permit holders to use off-street car parks.
- Preparing a joint public / private permit scheme business plan to examine on-street permit controls, the potential for introducing off-street parking permits and the improvements that would be required to off-street car parks.
- Reviewing the existing on-street permit allocation system, particularly for business permits and ensure that business permits are allocated only to vehicles that are used regularly for business during the working day.
- Establishing a **Quality Parking Partnership**, led by EBC, the prime objective of which should be unified management and enforcement of off-street car parks and on-street parking, subject to working to Terms of Reference, objectives and principles agreed by all parties. The remit should be to improve the quality of on-street and off-street car parking to comply with relevant standards/marks, co-ordinate pricing, and realise efficiencies in management and enforcement. A key focus should be on the most efficient way to manage the balance between on- street and off-street parking, especially permits. The QPP would be formed from local key operators, authorities and representatives of key local interest groups.
- Further examining the scope for a Parking Guidance and Information system (PGI) in Eastbourne to route members of the public to their nearest car park. The introduction of such a system would require the close co-operation of the private car park providers as around 90% of the off-street parking supply is in private ownership.

Any business planning would seek to minimise a potential loss of revenue to a partner by examining how to offset, say, loss of permit income through better turnover of on-street general controlled parking spaces.

9. Park and Ride

9.1 In developing the Parking Strategy, several previous studies on possible out-of-town park and ride sites have been reviewed and the potential future demand for park and ride has been examined through the user surveys and in the stakeholder workshops.

9.2 At this time, a dedicated, out-of-town park and ride is unlikely to be operationally achievable without significant subsidy, given the current provision (and under-utilisation) of off-street car parking in central Eastbourne and the availability of free parking a short walk away. Plans to regenerate and revitalise the town centre could, in the longer term, support the need for a park and ride site to serve the town and encourage shoppers to Eastbourne and it is suggested that the need for a dedicated park and ride site and services is reviewed in five years.

9.3 In the shorter term, it is recommended that the potential for a park and ride service that makes use of existing commercial bus services (and existing seafront car parks if possible) should be investigated further.

9.4 It is also recommended that there is further investigation of the potential to extend the temporary park and ride services that serve "Airbourne" by running a trial service for a period up to a week before and after the main event to examine whether there is scope to attract more people to use park and ride. This could also be examined for other large scale events.

9.5 A cross-border Officer team from Planning and Highways should be established to assist in the planning, site selection and examination of capital and operational costing models for longer term strategic park and ride to serve Eastbourne.

10. Delivery

10.1 Throughout the review and development of this Parking Strategy, a key component and perhaps the main future driving force for supporting the work, has been the input of stakeholders.

10.2 There is a lot of interest and enthusiasm from across Eastbourne's business community and voluntary sector, although, as mentioned earlier, finding an appropriate balance of parking provision will be challenging due to the complex and often contrasting needs and priorities of the various parking user groups.

10.3 Discussions centred on the establishment of a Quality Parking Partnership (QPP) and there was much debate about how this might be achieved. A QPP would bring together the various on- and off-street parking operators and enforcement services into a single more efficient organisation. QPPs ensure that parking users receive a consistent and maintained quality of service, whilst parking services are cost effective and financially secure.

10.4 There is a unique opportunity in Eastbourne to establish a working QPP which brings together the public and private sector operators with other interest groups.

10.5 Stakeholders acknowledged that without a QPP, it would be difficult to realise the desired improvements to parking in Eastbourne. It was felt that the QPP should be more than the existing informal Parking Forum, as it would need power and funds to implement its recommendations, and instead an official board

is needed to manage the town’s overall parking stock locally, tailored to accommodate seasonal demand and events. It was felt that members should appreciate that the decisions taken by the QPP may benefit one operator and disadvantage another, but all would need to work together to ensure the longer term success of the QPP.

10.6 The Parking Strategy recommends that the basis and role of the QPP be set out by Eastbourne Borough Council once this strategy is adopted. It can then be discussed with ESCC and circulated to key stakeholders for feedback. The key aspects that the QPP should focus on are:

- Delivery partnership
- Business plan / funding
- Client for projects
- Engagement with stakeholders
- Monitoring progress and updating strategy

Actions

10.7 The Delivery Plan is provided on pages 13-15 of this document. Many issues were raised in the research and the stakeholder workshops, not all of which can be taken forward in this early stage of the Parking Strategy and it is acknowledged that a number of points raised have not been included in the first draft of the Delivery Plan.

10.8 While all items are undoubtedly important, some require significant co-ordination from all sides before they can be realised, for example, the provision of more coach parking or accommodating the traffic impacts of development from adjacent authorities.

10.9 At this early stage, it is felt that the primary focus should be on ensuring that the key functions and ability to deliver the main strategy actions are in place, such as establishing the QPP or highlighting the key parking needs during the town centre redevelopment. Once the main strategy items and key functions are in place, an updated delivery plan, prepared and prioritised by the QPP, to incorporate those items not covered at this stage, could be consulted on. .

Timescales

10.10 The Parking Strategy’s Draft Delivery Plan takes a slightly different view to timescales, compared to the main Core Strategy, although it extends to 2027. The Delivery Plan uses the following timescales:

Timescale	Suggested period of time	Time (Years)
Short Term (ST)	April 2012 – April 2013	1
Medium Term (MT)	April 2012 – April 2017	5
Longer Term (LT)	April 2012 – April 2027	15

Ongoing (continuously monitor) (OG)	No specific timescale as on-going issue	Ongoing
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10.11 Once the QPP is established, it will take ownership of the Parking Strategy and Delivery Plan, and can then start to investigate and prioritise the key items and issues on a dynamic basis to suit the needs and requirements of Eastbourne and its stakeholders.

Monitoring & evaluation

10.12 There will be a need to monitor and evaluate the Delivery Plan and the effectiveness of the strategy. This will be part of the role of the QPP to be undertaken jointly by EBC and ESCC Officers and lead Councillors.

10.13 The exact role and responsibilities of the QPP will be for EBC to specify in partnership with ESCC and stakeholders. This is highlighted as the key first step in the Delivery Plan, to be undertaken during April 2012 to April 2013.

EVIDENCE BASE

The following website link provides access to the technical reports and surveys completed during the production of this draft Parking Strategy:
www.eastbourne.gov.uk

DRAFT DELIVERY PLAN

The draft delivery plan is contained on the next 3 pages. An explanation of the abbreviations is provided at the end of the table.

Eastbourne Borough Council – Draft Parking Strategy Delivery Plan

Overall Aims:

- a) To ensure that Eastbourne town centre is easily accessed by all modes of travel and that all residents and visitors are provided with an attractive range of options for travel to and within the area.
- b) To manage on- and off-street parking efficiently and cohesively, with a ‘holistic’ approach to all parking.
- c) To ensure that parking facilities are well managed, safe and attractive.
- d) To improve the quality of off-street parking in Eastbourne.
- e) To provide comprehensive (and interactive) signage to the various car parking locations in Eastbourne at key gateways into the town centre.
- f) To ensure that car parking does not overly impact on the setting and place shaping of the town centre.
- g) To assist in the delivery of the objectives of the regeneration of Eastbourne town centre and the wider community aspirations for the Borough (in Local Development Framework and Local Transport Plan 3).

Overall Theme	Action	Link to Policy (existing and emerging)	Link to Parking Strategy Aim	Delivery Lead	Time-scales	Risk Codes
<u>DISABLED PARKING</u>	1. Consider demand for additional bays on a case by case basis	AAP(8,9) CSKSO(2,3,6,8) LTP3 (4,5)	a,c,d,g	Joint	OG	SC & FA
	2. Improve the quality and provision of disabled parking in off-street car parks and review off-street controls for disabled blue badge holders	AAP(8,9) CSKSO(3,4,6,8) LTP3 (4,5)	a,b,c,d,f	EBC / PSO	MT	PC & FA
<u>CYCLE PARKING</u>	3. Provide additional cycle stands as part of the town centre regeneration proposals and Terminus Road redevelopment	AAP(8,9,10,11) CSKSO(3,4,6,8,9) LTP3 (2,3,4,5)	a,c,e,g	Joint	ST / MT	SC, PC & FA
<u>MOTORCYCLE PARKING</u>	4. Review and monitor provision and ensure that motorcycles are accounted for in town centre regeneration proposals	AAP(8,9) CSKSO(3,4,6,8) LTP3 (4,5)	a,c,e,g	EBC	MT	PC
<u>PARKING FOR HEAVY GOODS VEHICLES</u>	5. Encourage lorry parking in out of town industrial estates in association with the highways authority (ESCC) following a local risk assessment and discourage/ enforce overnight lorry parking in residential areas	AAP(10,11,12) CSKSO(1,10) LTP3 (2,5)	b,c,e,f	Joint	OG	SC

<u>COACH PARKING</u>	6. Identify alternative locations for language school set-down and pick-up outside town centre	AAP(8,9,10) CSKSO(4,5,8,10) LTP3 (1,2,4)	b,c,f,g	EBC	OG	PC & FA
	7. Improve the security of existing coach parking facilities	AAP(8,9) CSKSO(4,5) LTP3 (1,4)	c,f,g	EBC/ PSO	OG	PC & FA
<u>TAXI PARKING</u>	8. Relocate Eastbourne Station taxi rank as new development options come forward and explore potential for new rank in vicinity of Terminus Road and Cornfield Road, to serve Bankers Corner	AAP(8,9,10,11) CSKSO(3,4,5,8,9) LTP3 (2,4,5)	a,b,c,e,f,g	Joint	OG	SC, PC & FA
	9. Work with local businesses and taxi operators to sustain "Where to Get Your Taxi" information campaign	AAP(8,9) CSKSO(3,4,5,6,8) LTP3 (1,4)	a,c,d,e,f,g	EBC	OG	PC & FA
<u>LOADING AND UNLOADING ARRANGEMENTS</u>	10. Review loading and unloading arrangements as part of Terminus Road and Arndale Centre redevelopment	AAP(1,2,6,8,9,10,11) CSKSO(2,3,4,5,6,9) LTP3 (1,4)	a,b,c,g	Joint	ST / MT	SC & PC
<u>PARKING STANDARDS FOR NEW DEVELOPMENTS</u>	11. Investigate and assess impacts of 'allocated' and 'unallocated' parking spaces for calculating the demand for residential car parking across the Borough to 2027 with ESCC	AAP(8,9) CSKSO(3,4,6,8) LTP3 (4,5)	b,f,g	Joint	ST	SC & FA
	12. Work with developers to agree suitable parking provision for new commercial and retail developments as part of the Town Centre AAP, including shared parking provision within mixed use developments.	AAP(2,6,8,9,12) CSKSO(1,3,4,5,8,9) LTP3 (1,4)	a,b,c,d,f,g	Joint	ST	SC & FA
<u>PARK AND RIDE</u>	13. Expand the period in which the current "Airbourne" park and ride operates in association with local bus operators	AAP(1,2,6,7,8,9) CSKSO(2,3,4,5,8) LTP3 (4,5)	a,f,g	Joint	MT	SC & FA
	14. Establish cross-border Officer working group to review potential future park and ride sites and operational cost models to support regeneration of Eastbourne town centre	AAP(7,8,9,12) CSKSO(1,2,3,4,5,8) LTP3 (1,3,4,5)	a,e,f,g	Joint	LT	SC & FA

<u>MANAGEMENT & ENFORCEMENT</u>	15. Establish a Quality Parking Partnership with Parking Board	AAP(8,9,11,12) CSKSO(1,3, 8,10) LTP3 (1,3,5)	a,b,c,d,e,f,g	EBC	ST	SC & PC
	16. Review efficiency of operational enforcement regimes within the town, including consistency of pricing	AAP(1,2,8,11) CSKSO(2,3,4,5,8) LTP3 (1,3,4,5)	a,b,c,f,g	Joint	MT	SC & FA
	17. Review existing arrangements and criteria for on-street permits and controls with a view to re-launch	AAP(2,6,7,8,9,10,11) CSKSO(2,3,4,5,9) LTP3 (1,3,5)	a,b,c,f,g	Joint	MT	SC & FA
	18. Encourage long stay permit holders (all types) into off-street car parks (joint public / private permit scheme)	AAP(2,6,7,8,9,10,11) CSKSO(2,3,4,5,9) LTP3 (1,3,5)	a,b,c,f,g	Joint	MT	SC, PC & FA
	19. Convert a number of parking bays in the key shopping streets from shared use to general controlled parking	AAP(2,6,7,8,9,10,11) CSKSO(2,3,4,5,9) LTP3 (1,3,5)	b,c,f,g	Joint	ST	SC & FA
	20. Establish parking guidance information system to inform car based travellers about availability of spaces in car parks	AAP(7,8,9,10,11,12) CSKSO(1,2,3,4,5,8,9) LTP3 (1,2,3,4)	b,d,e,f,g	Joint	MT	SC, PC & FA
<u>OFF-STREET CAR PARK QUALITY STANDARDS</u>	21. Encourage and support off-street car park operators to achieve British Parking Association Park Mark (or equivalent)	AAP(1,2,3,6,8,11) CSKSO(3,4,5,9) LTP3 (1,2,4)	a,b,c,d,e,g	EBC	MT	PC & FA
Prepared by : WSP / EBC		Version Number: 1	Date Prepared: Nov 2011	Next Review: Apr 2012		
Codes to Policy Documents		Delivery Lead		Codes to Timescales		
Plan or Policy Document	Short Code	Authority / Company	Short Code	Timescale		Suggested Time Period
EBC Town Centre Area Action Plan Objective number	AAPO (no.)	Eastbourne Borough Council	EBC	Short Term (ST)	April 2012 – April 2013	
EBC LDF Proposed-Submission Core Strategy Key Spatial Objectives	CS KSO (no.)	East Sussex County Council	ESCC	Medium Term (MT)	April 2012 – April 2017	
ESCC LTP3 High Level	LTP3(no.)	EBC/ ESCC Partnership Working	Joint	Longer Term (LT)	April 2012 – April 2027	

Objectives 1. Economic competitiveness and growth 2. Improve safety, health and security 3. Tackling climate change 4. Improve accessibility and enhance social inclusion 5. Improve quality of life		Private sector car park operators	PSO	Ongoing (continuously monitor) (OG)	No specific timescale as ongoing issue
				Risk Codes	
				Area of Key Risk	Code
				Strategic Co-operation	SC
				Private Co-operation	PC
Funding Availability	FA				

ANNEX A – Eastbourne Parking Strategy Stage 2 Technical Review – Executive Summary

This note provides a summary of the key issues and recommendations documented in the Stage 2 Technical Review (December 2011).

Provision of parking for special requirements

- **Disabled parking** - there is some demand for additional bays, but requests should be reviewed by EBC/ESCC on a case by case basis. As the quality, provision and pricing of off-street disabled parking in the town centre varies considerably between off-street car parks, there is a need to review controls for disabled parking to ensure consistency and improve the quality and provision of disabled parking in accordance with Disability Discrimination Act (2005) requirements.
- **Cycle parking** - any redevelopment of the town should ensure sufficient provision is made for secure cycle parking (hoop stands) close to main entrances where there is natural surveillance.
- **Motorcycle parking** - it is considered that current provision meets demand, and will continue to do so in the future but dedicated motorcycle parking should be monitored and reviewed during the Parking Strategy period.
- **Lorry parking** - the Parking Strategy should focus on identifying appropriate out of town industrial estate areas and enforcement to ensure that lorries parking in Eastbourne do so in suitable out of town industrial estate locations and not in residential streets.
- **Coach parking** - though there is currently capacity for around 50 coaches to be parked overnight, there is some demand for more secure coach parking facilities within Eastbourne and EBC should work with the operators of existing coach parking to improve security of these facilities and with coach operators and Eastbourne Hospitality Association to identify suitable sites for additional overnight coach parking, if the need arises.. In addition, there is a need for locations where language school coaches can drop off/pick up students. Given the unsuitability of Junction Road car park and the Langney shopping centre, EBC should identify other locations that can already accommodate coaches, e.g. secondary schools or edge of town supermarkets, and explore whether there is potential to use these facilities for drop off/pick up outside their core hours. Longer term, the need for suitable locations for coaches to set-down and pick-up students should be reviewed as part of any Park and Ride proposals.
- **Taxi parking** – to alleviate pressure on the central taxi ranks and residential streets (e.g. Old Orchard Road), EBC should continue to explore the options for relocating Eastbourne Station and Bolton Road taxi ranks as new development options come forward through the Town Centre Area Action Plan. The council should also consider the possibility of siting a new rank in the vicinity of Terminus Road and Cornfield Road to serve Banker's Corner, whilst maintaining the information campaign to ensure that members of the public are aware of the location of taxi ranks in the town.
- **Loading and unloading arrangements** – loading and unloading arrangements must be reviewed as part of any proposed redevelopment of Terminus Road and the Arndale Centre and if the pedestrian environment is improved in the town centre, delivery access should be maintained at specified times of the day. EBC should explore the possibility of smaller stores sharing deliveries to maximise efficiencies with the local retailers' forum.

Management & enforcement

As 60% - 65% of all shared bays are used by business permit holders, and the fact that there is a large number of residential permit holders located in the CPZ, shoppers often find it very difficult to park on-street. Despite the high levels of utilisation of on-street parking, many off-street car parks have very low levels of use. Solutions that make best use of existing off-street

parking space whilst supporting the local economy and businesses by providing the opportunity for more local on-street parking churn include:

- The conversion of a number of parking bays in the key shopping streets from shared use to general controlled parking to encourage business permit holders into permit holder only parking areas situated further from the town centre.
- Encouraging business permit holders, voluntary sector permit holders and hotel guest permit holders to use off-street car parks. Resident permit holders could also be offered free overnight parking in off-street car parks.
- Prepare a joint public / private permit scheme business plan to examine on-street permit controls, the potential for introducing off-street parking permits (for the groups discussed above) and the necessary off-street car park improvements, which potentially could be funded by cross subsidy from the parking permit scheme and capital investment strategies from private operators.
- Review the existing on-street permit allocation system, particularly for business permits, to reduce abuse and ensure that business permits are allocated only to vehicles that are used regularly for business during the working day.
- Establish a **Quality Parking Partnership**, led by EBC, the prime objective of which should be unified management and enforcement of off-street car parks and on-street parking, working to agreed Terms of Reference, objectives and principles. The remit should be to improve the quality of on-street and off-street car parking to comply with relevant standards/marks, co-ordinate pricing, and realise efficiencies in management and enforcement. A key focus should be on the most efficient way to manage the balance between on- street and off-street parking especially permits.
- Further examine the scope for a Parking Guidance and Information system (PGI) in Eastbourne to route members of the public to their nearest car park. The introduction of such a system would require the close co-operation of the private car park providers as around 90% of the off-street parking supply is in private ownership.

Scope for park and ride

While the current supply of car parking in Eastbourne town centre and the availability of free parking a short walk away mean that there is not currently sufficient demand for a permanent park and ride facility to serving Eastbourne, plans to regenerate and revitalise the town centre could, in the longer term, support the need for a park and ride site to serve the town and encourage shoppers to Eastbourne. Though previous work has not managed to identify a suitable site within the borough boundary, EBC should continue to work with Wealden District Council to identify a viable location on a key route into the town centre.

The most feasible solution, suggested by the local bus operator, would be to adapt an existing bus route, e.g. an existing service to and from Hailsham. Ideally, bus priority measures on the approaches into the town should be provided to make the service attractive to car users. The pricing of the park and ride should be such that it offers a more cost-effective alternative than longer stay (over 4 hours) parking in the town centre.

In the shorter term, it is recommended that there is further investigation of the potential to extend the temporary park and ride services that serve Airbourne by running the services up to a week before and after the main event to examine whether there is scope to attract more visitors to use park and ride.

SUPPLY & DEMAND

In both the peak summer and off-peak seasons, there is sufficient parking supply to meet existing levels of demand. However, demand is not balanced across Eastbourne and there are particular pressures on those car parks closest to the retail and banking centre of Eastbourne.

While the demand for off-street parking is very similar in the peak and off-peak seasons, there is greater demand for on-street parking in the summer peak season, particularly on Saturdays. In the summer peak season, the on-street supply is more or less at capacity (with a maximum utilisation of 97%), yet no more than 43% of the off-street parking supply is utilised during the same period.

With regard to future demand, the existing supply of on- and off-street parking is likely to be sufficient to meet the future peak season demand for parking up to 2027 if there is no change to the town centre parking supply (based on the current land use plans for EBC and adjacent local authorities). However, any significant reduction in the parking supply (or increased future development) could have major ramifications on the attractiveness and therefore continued success of Eastbourne as a destination for retail, leisure and tourism. This is a particular concern given that the majority of the town centre off-street parking stock is not controlled by EBC.

EBC must therefore consider the enabling of policy to ensure that, if there is a significant reduction in the existing supply and location of town centre parking, arrangements are made to maintain the accessibility of Eastbourne town centre to users of all modes of transport. If there is a reduction in the car parking supply, EBC needs to ensure that additional parking to serve the town centre is provided elsewhere (e.g. out of town park and ride) and access for public transport, walking and cycling is further improved.