
Cabinet

30 August 2016

Name of Cabinet Member:

Cabinet Member for City Services - Councillor J Innes

Director Approving Submission of the report:

Executive Director of Place

Ward(s) affected:

All

Title:

Coventry City Centre Parking Strategy

Is this a key decision?

Yes – all wards in the City will be affected by the Strategy

Executive Summary:

This document seeks approval for the Coventry City Centre parking strategy which has been developed in order to assist the Council in its management of the supply and demand for parking in the city centre. The Council's overarching vision for the strategy is to support the regeneration and growth of the city centre and to improve the provision and quality of parking for all customers.

Recommendations:

Cabinet is asked to:

- 1) Approve the City Centre Parking Strategy 2016, attached as an Appendix to the Report.
- 2) Approve the actions that are identified as the key priorities for achieving the strategy which are included in the Appendix to the City Centre Parking Strategy.

List of Appendices included:

City Centre Parking Strategy 2016

Background papers:

None

Other useful documents:

Cabinet Report - Leasehold Disposal of Land Cox Street – addendum

<http://democraticservices.coventry.gov.uk/documents/b33240/Leasehold%20Disposal%20of%20Land%20at%20Cox%20Street%20-%20Addendum%20to%20Report%20-%20Tabled%20at%20meeting%2009th-Feb-2016%2014.pdf?T=9>

Has it been or will it be considered by Scrutiny?

No

Has it been or will it be considered by any other Council Committee, Advisory Panel or other body?

No

Will this report go to Council?

No

Report title:

Coventry City Centre Parking Strategy 2016

1. Context (or background)

- 1.1 The City Centre Car Park Strategy 2016 sets out the aims, issues, key objectives and policies of the strategy and provides a comprehensive framework for parking within Coventry city centre for the next decade. The purpose of the strategy is to clearly define the vision for parking in support of the development and regeneration of the city centre.
- 1.2 The strategy is a long term view of the challenges facing parking in the city centre and how the Council proposes addressing these challenges to balance parking provision with the competing demands for parking that stem from multiple different customer groups.
- 1.3 The strategy identifies that there will be a shortfall in the supply of parking in the city centre during the next decade. This is the result of planned and on-going developments and a steadily rising demand for parking. A coherent approach is required to identify, manage and deliver solutions to mitigate any issues that may arise. An action plan has been developed and is included in the document.
- 1.4 The strategy is a living document that will inevitably change and evolve. It forms a part of a suite of documents supporting the City Centre Area Action Plan and Local Development Framework. One of the benefits of this approach is that the policies contained within the strategy can be more rigorously applied and defended.
- 1.5 The key aims and actions that are included in the action plan are:
 - An analysis has shown that there is a need to determine an appropriate investment strategy which redresses the projected shortfall in supply to alleviate future pressures on demands for parking in relevant locations within the city centre.
 - Manage the car parks estate to ensure an appropriate supply to meet demand in appropriate locations to reflect known developments and/or growth.
 - Creation of a ring of Residents' Parking and parking restrictions surrounding the ring road in order to protect residential areas from overspill parking.
 - Rationalise and simplify signage and access arrangements, making use of Variable Message Signage and the Urban Traffic Management Control systems.
 - Ensure suitable and sufficient access to disabled parking facilities.
 - Create a comprehensive and coherent parking tariff structure covering all aspects of parking activity.

2. Options considered and recommended proposal

- 2.1 Cabinet are recommended to approve the City Centre parking strategy which forms an outline framework for the management of the supply and demand for parking during the next decade.

3. Results of consultation undertaken

No public consultation has taken place around the development of the strategy.

4. Timetable for implementing this decision

Subject to its approval, the strategy will be adopted during summer 2016.

5. Comments from Executive Director of Resources

5.1 Financial implications

Whilst there are no specific financial implications outlined in this report, it is expected that there will be other future implications associated with the solutions that are proposed and required to deliver the action plan and as such the financial implications will be subject to the relevant approvals process in due course.

5.2 Legal implications

There are no specified legal implications at this stage. However as the strategy evolves there may be legal implications, more in relation to the development and preparation of Traffic Orders and the process of enforcement of the new parking arrangements including on and off street parking, and residential parking zones.

6. Other implications

None

6.1 How will this contribute to achievement of the Council's key objectives / corporate priorities (corporate plan/scorecard) / organisational blueprint / Local Area Agreement (or Coventry Sustainable Community Strategy)?

- a. *A prosperous Coventry* – The strategy ensures that the demand for parking within Coventry is met with a sustainable supply to support and develop the local economy and regenerate Coventry City Centre.
- b. *Making Coventry an attractive and enjoyable place to be* – The car parking strategy aims to ensure that parking within the city centre is easily accessible and caters for all users and activities.
- c. *Making places and services easily accessible to Coventry People* – The parking strategy will ensure there is a sustainable provision of parking within the city for residents, commuters and visitors are able to easily access services and places within the city.

6.2 How is risk being managed?

No key risks have been identified.

6.3 What is the impact on the organisation?

None

6.4 Equalities / EIA

An Equality Impact Assessment (EIA) has not been undertaken for the strategy. It is expected that individual EIAs will be required throughout the course of its lifecycle in support of the actions that are identified in the action plan.

6.5 Implications for (or impact on) the environment

None

6.6 Implications for partner organisations?

No specific implications have been identified at this stage.

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Place

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Councillor J Innes	Cabinet Member for City Services	-	2/8/16	3/8/16

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