

## **PARKING STRATEGY WORKSHOP – Held 23.11.202**

### **Areas to consider for the Parking Strategy**

#### **Environment**

- Car parks need to be safe, attractive and welcoming.
- Ease of payment is vital – there needs to be a balance between frictionless payment and a system that is straightforward to enforce.
- Need to create flexible capacity to deal with the changing commercial/residential demographics of the high street.
- Parking on the pavements needs to be discouraged by robust enforcement – ANPR may or may not be the right step forward.
- Strong branding should be created for Council car parks.
- Create stronger links with other car parking providers (e.g., NCP, Sainsbury's, Ingatestone Community Centre) to understand the full parking offer in the area.
- Must meet the rising need for electric vehicles charging points.

#### **Digital improvements including information/communication**

- Visitors need to be able to quickly identify where available parking spaces are located.
- Smart decisions need to be made about when and where to install digital signage, given that in-car technology may supersede the need for signage.
- Increasing the cost of parking – in exchange for a better service - may provide opportunities to reinvest in further improvements.

#### **Impact on the economy**

- A balance needs to be achieved between the charges for daytime and night time parking.
- Click and collect is likely to remain a popular service post-COVID; provision for 'pick up and go' needs to be factored into a parking strategy.
- Enforcement is key; we need a joined up approach with SEPP.
- Good parking encourages inward investment: it is a key consideration for any new trader or office tenant looking to set up in the borough.

#### **Accessibility**

- Flexible parking should be offered to support the different needs of visitors: short-term for errands, medium-term for shopping and long-term for salons/restaurants/bars/leisure.
- Park and ride might provide opportunities to support longer-term parking for Crossrail or to create additional parking for visitors to the Brentwood High Street.
- Ensuring there are enough affordable spaces in each high street to provide spaces for workers who are travelling in from out of area.
- Each high street has its own parking needs – a one-size-fits-all approach may not be the best solution.

## **Community use**

- Create alternative uses for car parks, such as farmers markets or drive in cinemas