

Asda Car Parking Objection

9.7.42A Asda has objected to the loss of car parking that would result from the proposals during Phase 1, with the lack of certainty that Phases 2-4 would happen (including the proposed MSCP on Plot 4 in Phase 3, which would deliver 345 spaces). The car parking that would be in place when Phase 1 is implemented is set out in Table 20A. During construction, the primary location for Asda customers is likely to be St George's multi-story car park. This has a capacity for 419, but given commitments for its use (including existing residents and up to 19 residents of Phase 1, this is likely to have a capacity of 247 spaces.

Table 20A – Phase 1 Car Parking

Car Park	Total Spaces	Available Customer Spaces
South	0	0
Short-Stay	35	35
North	175	175
St George's MSCP	419	247
Asda Roof	0	0
Total	629	457

9.7.42B Analysis of usage set out in Table 3.8 of the Transport Assessment shows that parking demand across the town centre could be met by the MSCP and other car parking areas, based on average weekday occupancies (281 cars) and based on average Saturday occupancies (328 cars). The time period which will be more challenging in terms of parking demand will be peak periods, when demand would exceed spaces. During these periods a proactive approach will be required to manage how people arrive at the town centre. It is worth noting that these figures are pre-Covid and the future use is likely to take some years to recover.

9.7.42C Throughout this period there is likely to be a need to manage demand for parking through a customer information programme and by the following recommended conditions and s106 obligations:

- Condition 75 – car parking review
- Condition 102 – dynamic' car parking management plan
- Condition 111 – no net loss of blue badge parking
- S106 HoT - £634,481 car parking – principles to be approved with LPA – package of incentive and penalty clauses to change behaviour (less driving) and manage car parking, including additional on-street controls

9.7.42D In addition to the above, to minimise the disruption to Asda customers it is recommended to include the following in the s106 Heads of Terms:

- (a) Work with the contractor to ensure the walking routes to St George's MSCP park which will be accessible, well signed and lit;
- (b) As part of the Car Park Management Plan, details of the communication strategy will be set out how demand management will be affected during busy times;
- (c) Blue badge and parent and child car parking within St George's MSCP will be re-marked to ensure that they are sufficient in volume and located appropriately for Asda customers (e.g. to the south of the MSCP and close to lifts).
- (d) Trolley parking facilities will be reviewed near the car park;
- (e) Work with the LPA to develop and fund on-street parking controls to minimise disruption to residents.

9.7.42E There would be some inevitable disruption that would be caused as part of Phase 1 construction and construction of adjacent phases around the Asda store. This would be minimised by recommended conditions and s106 obligations to manage the construction programme. This should ensure that appropriate vehicular and pedestrian access for the Asda store is maintained at all times.