

Whitecliffe

Parking Strategy and Management

227030/N02

Introduction

1. This note has been prepared to provide a clear summary of the approved parking strategy and management measures in place across Whitcliffe, formerly Eastern Quarry, part of Ebbsfleet Garden City.
2. Details are provided on the agreed parking provisions and the management strategy across the whole site as well as the individual measures to be implemented within Castle Hill.

Original Planning Consent

3. The original planning application for Eastern Quarry (as it was known at the time) was approved by Dartford Borough Council in October 2012 (application reference 12/01451/EQVAR) with the following development description:

Development comprising or to provide a mixed use development of up to 6250 dwellings & in addition up to 231,000 square metres of built floorspace (in total) for: business premises (B1 (a), (b) and (c)); education community & social facilities (D1 & D2) (schools, libraries, health centres, places of worship, sports & leisure centres, community centres, care facilities for the young, old and/or infirm); hotels (C1); theatre (D2); supporting retail (A1, A2, A3, A4 & A5) & leisure (D2) facilities; miscellaneous sui generis uses, ancillary & support facilities. Such development to include; groundworks to provide revised ground contours and development platforms; vehicle parking; laying out open space (including parks, play spaces, playing fields, allotments, lakes and water features, community woodland & formal and informal open space); landscaping; works to create ecological & nature reserves & refuge areas; provision and/or upgrade of services and related service media and apparatus; drainage works (including ground & surface water attenuation & control measures and replacement and/or refurbishment of existing discharges pipe through Craylands Gorge); pedestrian cyclist & vehicular ways, highways and public transport facilities (including new and improved links between the site & existing public highways (including Alkerden Lane, B255, A2 Watling Street & Southfleet Road), bridges & causeways, dual use & segregated facilities for public transport systems & cross site pedestrian, cyclist & vehicular routes); facilities for mooring, launching & landing water craft; & miscellaneous ancillary & associated engineering & other operations. All such development shall accord with the Application Plans & Development Parameters Schedule & the disposition of development table each as listed in condition 3. [incorporating variation of condition 3 to allow the inclusion of the Development Parameters Schedule & Disposition of Development Table]

4. One of the supporting documents included within the planning submission was a Transport Strategy which set out how the necessary supporting transport infrastructure and services will be provided across

the site. Included within the Transport Strategy were key objectives which included for managed parking (Objective 4) across the site to encourage the use of public transport and 'soft' modes.

5. As part of this Transport Strategy, a Framework Parking Management Plan was included as Annex C. This set out the overarching strategy for parking across the site identifying that parking provisions should be moderate and managed.
6. As part of the planning approval, a number of planning conditions were placed on the permission to secure various measures and details for the scheme. Condition 19 required the submission of an Area Master Plan (AMP) for each of the three proposed villages (Castle Hill, Ashmere and Alkerden) noting that an approved AMP already existed for Castle Hill under planning reference DA/07/01326/EQCHC.
7. These AMPs are required to include specific details on:
 - The parking standards to be applied within individual building or land use curtilages for each land use within the Area Master Plan;
 - The additional provision to be made in respect of visitor parking;
 - The extent of provision to be made within charged car park areas, along with an overview of the parking charge regime – i.e. short stay or long stay, particularly associated land uses (especially in retail, leisure and community areas), management and enforcement etc.; and
 - The locations where on-street parking is considered appropriate, and an overview of the volume of parking that is provided by this means, and whether it is envisaged that it will be charged for and/or time controlled (parking management TRO's to be funded by the owner in this case).
8. The principle therefore for the management of parking across the entire Whitecliffe development was set by the original outline application with a view to encourage sustainable travel.
9. It is important to note at this point that the provision and management of parking across Whitecliffe which is required by the outline consent and subsequent AMPs is unrelated to the monitoring of site wide traffic generation and potential traffic control measures.

Castle Hill

10. Castle Hill comprises the first phase of development within Whitecliffe and is located at the eastern extent of the master plan area. Castle Hill comprises approximately 1,600 residential dwellings alongside a primary school, hotel with bar and restaurant, a convenience food store alongside a few small retail units as well as a community centre.

Castle Hill Area Masterplan

11. As set out above, an approved AMP was approved for Castle Hill in 2007 but this was superseded by a revised and approved document in 2017 (Application reference EDC/16/0094).

12. Section 5 of this updated AMP specifically sets out the Parking Management Plan for Castle Hill and how parking is to be applied and managed. The AMP sets out that parking will be agreed during the Reserved Matters submissions made for each development plot within Castle Hill and that reference will be made to Dartford Borough Council's parking standards during this process. The AMP also sets out the following measures for restricting parking:
- Within Castle Hill South it is intended to use Traffic Regulation Orders to limit on-street and visitor parking such that it is primarily utilised by residents or their visitors.
 - These orders will be set to specifically target commuters and sub-contractors and should be fixed in terms of times of day and costs to prevent;
 - commuters parking in the streets and then commuting further afield; and/or
 - sub-contractors working on adjoining properties parking within the Site rather than utilising the designated site car park.
13. The principle therefore of restricting and controlling parking across not only Castle Hill but Whitecliffe as a whole was established at the outline planning consent in 2012 and followed up through the discharge of the associated planning conditions in 2017. This strategy has since been adopted through each of the Reserved Matters submissions associated with Castle Hill to date with parking restrictions in place on site since the first occupation of the site.
14. During the construction of the new highway infrastructure on site, there is always a period of time where the land remains under the control of the developer before it is formally adopted by the local highway authority (for those areas which are intended to be adopted).
15. During this time, it is the responsibility of the developer to manage the highway infrastructure and its operation. This includes the management of all parking. For the areas of highway which have not yet been adopted within Castle Hill, the management of this is undertaken by the Estate Management Group RMG (Residential Management Group).
16. For the areas of highway and parking within Castle Hill which have been formally adopted by Kent County Council (the local highway authority) parking is managed through TROs in line with the AMP. These TROs comprise two discreet parking restrictions. These are as follows:
- Restricted Parking Zone - No waiting Monday – Saturday between 10:00-11:00 and 14:00-15:00
 - Limited Waiting – 3 hours no return within 3 hours Monday – Friday between 08:00-18:00
17. The restricted parking zone is in place across the entirety of the adopted highway within the site, with the limited waiting orders in place for all the on-street parking bays.
18. The areas of highway which are under the management of RMG currently are clearly identified by parking management signs which are positioned at the back of the footway, predominantly on lighting columns. These signs advise of the parking management measures in place and what parking is and is not permitted.

19. RMG issue each residence with 28 visitor passes each quarter and so any visitors who are able to display parking permits for example are permitted to park on these highways in accordance with the signage. Furthermore, additional visitor permits can be secured through RMG once the allocation of 28 has been used though the intention is that car parking and overall use is limited in favour of more sustainable forms of travel.
20. Once all highways are adopted, the TROs will be extended to cover all highway links with the aforementioned parking restrictions in place across the site.