

Subject:	Amex Community Stadium Residents Parking Proposals		
Date of Meeting:	15 January 2013		
Report of:	Strategic Director Place		
Contact Officer:	Name:	Owen McElroy	Tel: 293693
	Email:	owen.mcelroy@brighton-hove.gov.uk	
Ward(s) affected:	Hollingdean & Stanmer, Moulsecoomb		

FOR GENERAL RELEASE**1. SUMMARY AND POLICY CONTEXT:**

- 1.1 The purpose of this report is to consider the outcome of the public consultations undertaken recently in residential areas adjacent to the Amex community stadium, Falmer. The first is for a proposed match and event day residents parking scheme in Coldean (Appendix A). The second is for a proposed match and event day residents parking scheme in Moulsecoomb (Appendix B).
- 1.2 The boundaries of the proposed schemes are shown on the indicative plan contained in Appendix C (Coldean leaflet and plan) and Appendix D (Moulsecoomb leaflet and plan).

2. RECOMMENDATIONS:

- 2.1 That the proposed match and event day residents parking scheme for Coldean be progressed to final design and the Traffic Order advertised.
- 2.2 That the proposed match and event day residents parking scheme for Moulsecoomb be progressed to final design and the Traffic Order advertised.

3. RELEVANT BACKGROUND INFORMATION/CHRONOLOGY OF KEY EVENTS:

- 3.1 The American Express Community Stadium was developed on a site in Falmer in 2008-11. In January 2012 Brighton & Hove Albion Football Club (BHAFC) submitted a planning application to add a further 8,500 seats to the stadium.
- 3.2 There has been survey evidence of displaced parking from the stadium. As part of the planning application parking surveys were carried out in Moulsecoomb by East Sussex County Council showing additional match day parking of about 300 on Saturdays and 325 on weekdays. Counts commissioned by BHAFC suggest that about 530 supporter vehicles may be displaced into North Moulsecoomb and Coldean on Saturdays and about 650 on weekdays.

- 3.3 Representations have been received from ward councillors and by residents that the neighbouring residential areas of Coldean and Moulsecoomb often suffer parking pressures on match and event days.
- 3.4 It was therefore agreed to consult residents on parking controls and in September 2012 a questionnaire and a leaflet describing proposals for match and event day resident parking schemes in Coldean and Moulsecoomb were sent to residents and businesses in those areas.
- 3.5 It is was also agreed that in accordance with planning policy TR2 BHAFC should be required to fund the implementation and operation of the residents parking scheme subject to public consultation.
- 3.6.1 Under each proposed scheme households within the scheme will qualify for one free resident permit for every vehicle that is registered with the DVLA at that address.. Each year every adult resident will also be given one free visitor permit, which would allow their visitor to park anywhere that a resident permit holder is allowed to park. Every adult resident can purchase additional resident visitor scratch cards which entitle a visitor to park for 24 hours (up to a total of 25 per year. There would be no marked bays other than specialised bays such as for disabled persons. Waiting restrictions are proposed for certain junctions for safety reason and to improve access for buses. No pay and display machines are proposed.
- 3.7 Blue Badge (Disabled persons) holders will be able to park on disabled persons parking places or anywhere else in the schemes without displaying a permit, except on other specialised bays or where they would be causing an obstruction. Parking on yellow lines is limited to three hours and only where it is not causing an obstruction.

4. COMMUNITY ENGAGEMENT AND CONSULTATION

Moulsecoomb

- 4.1 Brighton and Hove City Council Land and Property Gazetteer was used to provide 2810 property addresses in the Moulsecoomb Area of Brighton. An information leaflet, detailed maps, a questionnaire and a prepaid envelope for reply was sent to each address. Respondents were also invited to complete the survey online via the council's Consultation Portal: 21 respondents (4%) chose this method.
- 4.2 Plans could also be viewed at exhibitions staffed by officers from Brighton & Hove City Council at Moulsecoomb Leisure Centre, Moulsecoomb Way on Monday 24 September, 2012, 1.30pm to 7.30pm. There was also an unstaffed exhibition at Hove Town Hall, Norton Road from Monday 1 October, 2012 to Friday 26 October, 2012, 9am to 5.30pm.
- 4.3 There are 46 streets in the proposed scheme area. 505 valid responses were received giving a response rate of 18%. Consultations for residents parking schemes normally achieve around 30%, so this response rate is low, but is

comparable to demographically similar areas e.g. in May 2010 there was a 22% in the city centre location with considerable public sector housing.

- 4.4 68% of respondents were in favour of the proposals for a Match and Event Day Residents Parking Scheme in the Moulsecomb Area. There was a majority of residents in favour both in north and south Moulsecomb using Moulsecomb way as the dividing line.
- 4.5 During the consultation a petition was submitted to officers signed by about 194 residents expressing disapproval of the proposed residents parking scheme. The introductory notes on the petition do not mention that the scheme is match and event day only and contained other inaccuracies.

Coldean

- 4.6 Brighton and Hove City Council Land and Property Gazetteer was again used to provide 1169 property addresses in the Coldean Area of Brighton. An information leaflet, detailed maps, a questionnaire and a prepaid envelope for reply was sent to each address. Respondents were also invited to complete the survey online via the council's Consultation Portal: 19 respondents (5.5%) chose this method.
- 4.7 Plans could also be viewed at exhibitions staffed by officers from Brighton & Hove City Council at Larchwood Community Café, Waldron Avenue, Coldean on Thursday 27 September, 2012, 1.30pm to 7.30pm. There was also an unstaffed exhibition at Hove Town Hall, Norton Road from Monday 1 October, 2012 to Friday 26 October, 2012, 9am to 5.30pm.
- 4.8 There are 33 streets in the proposed scheme area. 345 responses were received giving a response rate of 29.5%. This is close to the average response rate for parking scheme consultations.
- 4.9 78.5% of respondents were in favour of the proposals for a Match and Event Day Residents Parking Scheme in the Coldean Area.

Conclusions

- 4.10 There is a positive opinion from the majority of respondents within Coldean and Moulsecomb for the proposed match and event day parking schemes. Therefore, the recommendation is that both schemes are progressed to final design and advertised through a traffic order. Ward Councillors have been consulted and are happy for this to proceed to Traffic Order consultation stage.
- 4.11.1 A number of concerns were expressed by residents and other stakeholders during the consultation and these are summarised in Appendix D together with officer comments and will be taken into account as part of detailed design as appropriate. Any objections or comments to a subsequent Traffic Order would be presented to a further Transport Committee
- 4.11.2 Brighton and Hove Albion Football Club have been consulted in respect of the scheme and have expressed support and the desire to work constructively with the council and the local community to make it effective.

5. FINANCIAL & OTHER IMPLICATIONS:

Financial Implications:

- 5.1 The full cost of advertising and implementing the parking schemes, up to a limit of £153,000 will be met by BHAFC, under the obligations set out in the deed of variation to the S106 planning agreement. In addition, BHAFC will also pay up to £57,000 per annum, for maintenance. The scheme elements have been designed so as not to exceed these figures.

Finance Officer Consulted: Name Karen Brookshaw Date: 27/11/12

Legal Implications:

- 5.2 The Council regulates traffic and designates parking places by means of orders made under the Road Traffic Regulation Act 1984. Procedural regulations require public notice of orders to be given and any person may object to the making of an order. Any unresolved objections to an order must be considered by the Transport Committee before it can be made.

The Council is under a duty to exercise its powers under the Act to secure the safe and convenient movement of traffic and the provision of adequate on and off-street parking facilities. It must also take into account any implications that orders would have for access to premises, local amenity, air quality, public transport provision and any other relevant matters. When considering whether to designate parking places, the Council must consider both the interests of traffic and the interests of owners and occupiers of adjoining property.

In carrying out consultation the Council is under a general duty to ensure that any consultation is fair. This means that consultation must be carried out when proposals are being formulated, that adequate time and information about proposals must be given to consultees to ensure that they can provide a proper response, and that any consultation responses must be properly considered in reaching the decision.

The Council is under a legal duty as a public authority to consider the human rights implications of its actions. Parking and traffic restrictions have the potential to affect the right to respect for family and private life and the right to protection of property. These are qualified rights which means they may be restricted where this is for a legitimate aim, necessary and proportionate

Lawyer Consulted: Carl Hearsom

Date: 29/11/12

Equalities Implications:

- 5.3 The proposed measures will be of benefit to many road users and include the conversion of advisory disabled parking bays to enforceable bays and the creation of bus stop clearways which will improve access to public transport.

Sustainability Implications:

5.4.1 The new bus stop clearways and waiting restrictions at junctions will facilitate easier access for public transport.

5.5 Managing parking will increase turnover and parking opportunities for all.

Crime & Disorder Implications:

5.5 The proposed amendments to restrictions will not have any implication on the prevention of crime and disorder.

Risk and Opportunity Management Implications:

5.6 Any risks will be identified and monitored as part of overall project management. Parking is a corporate critical budget. The principal risk is that the costs of the proposed scheme will exceed the ceiling agreed under the S106 deed of variation.

Public Health Implications:

5.7 Effective management of parking on match and event days may help to reduce traffic congestion in the area, and thereby reduce the harmful effect of air pollution and injuries sustained in road traffic collisions.

Corporate / Citywide Implications:

5.8 Proposals to manage parking are expected to reduce congestion locally contribute to the following priority in the Corporate Plan 2011-15, 'creating a more sustainable city'.

6. EVALUATION OF ANY ALTERNATIVE OPTION(S):

6.1 The main alternative is to do nothing. However proposals to fund implementation of resident parking schemes, subject to consultation, are a planning obligation arising from development of the Football stadium, therefore it is the recommendation of officers that it is carried out.

7. REASONS FOR REPORT RECOMMENDATIONS

7.1 To seek approval to advertise Traffic Orders after taking into consideration the consultation reports. These proposals are recommended to be taken forward for the reasons outlined within the report.

SUPPORTING DOCUMENTATION

Appendices:

1. Appendix A consultation report Coldean
2. Appendix B Consultation report Moulsecoomb

3. Appendix C Coldean leaflet and plan
4. Appendix D Moulsecoomb leaflet and plan
5. Appendix E Schedule of representations

Documents in Members' Rooms

None

Background Documents

None