APPENDIX 13.3A CAR PARKING MANAGEMENT PLAN





The Beehive Redevelopment

Car Parking Management Plan

August 2024

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This document has been prepared and checked in accordance with Waterman Group's IMS (BS EN ISO 9001: 2015, BS EN ISO 14001: 2015 and BS EN ISO 45001:2018)

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Comments

Final Draft



Disclaimer

This report has been prepared by Waterman Infrastructure & Environment Limited, with all reasonable skill, care and diligence within the terms of the Contract with the client, incorporation of our General Terms and Condition of Business and taking account of the resources devoted to us by agreement with the client.

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- A. Newmarket Road Proposals
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1. Introduction

- 1.1. Waterman Infrastructure & Environment Ltd ('Waterman') has been appointed by Railway Pension Nominees Limited ('the Applicant') to prepare a Parking Management Plan (PMP) in support of an outline planning application for the redevelopment of the Beehive Centre, Cambridge, CB1 3ET.
- 1.2. The Site is located in an area under the jurisdiction of Cambridge City Council, with planning under the jurisdiction of the Greater Cambridge Planning Service (GCP) and the Highway Authority is Cambridge County Council (CCC).

Site Location

- 1.3. The site is in Cambridge, circa 1.9km to the west of Cambridge City Centre. The Beehive centre, which is a mid-sized retail park including circa 24,382sqm (GEA) retail space currently set out as seventeen retail spaces. The existing site provides 885 car parking spaces.
- 1.4. The site is bordered to the north by Coldhams Lane and Cambridge Retail Park, the east by the rail line, the south by York Street and Sleaford Street which are residential roads and the west by St Matthew's Garden and Silverwood Close which are residential roads. The site's location is shown in Figure 1 below.

Stourbridge Common Victoria Road A1303 A1134 lesus College (University of Cambridge) Cambridge Jest Road gwick Avenue Petersfield A1307 Romsey Mill Road Station Road Combridge

Figure 1: Site Location Plan

1.5. Cambridge Station is 1.3km south of the site, (approximately 4-5 minutes by bicycle and 13-16 minutes on foot) and Cambridge North Station is 2.7km north of the site, (approximately 9 minutes by bicycle and 27-34 minutes on foot).



Development Summary

- 1.6. The proposals include the redevelopment of the Site to provide a Technology/Life Science Park comprising a maximum of 93,765sqm GIA commercial floor space (88,597sqm office/lab GIA and 5,168sqm mixed use GIA). The Site will have a total building floor area of 136,541sqm GIA and generate circa 6,450 employees. A total of 395 car parking spaces will be provided, of which 374 will be provided within a multi-storey car park (disabled and general parking) and 21 disabled spaces provided at-grade close to the respective buildings. The Proposed Development will represent a reduction of car parking spaces on the Site by 490 compared to the existing retail park, and also a reduced intensity in use across the day.
- 1.7. It is proposed to retain vehicular access from Coldham Lane, however the existing Coldhams Lane/Beehive Access/ Cambridge Retail Park Access priority junction will be reprovided as a Cycle Optimised Protected Signals (CYCLOPS) junction. A CYCLOPS junction provides a protected cycle lane which encircles the junction, keeping cyclists separate from both motor traffic and pedestrians. There will also be improvements to the pedestrian and cycle accesses from the York Street, Sleaford Street and St Matthew's Gardens entrances. The bus stop within the Site will be relocated and improved as part of a mobility hub more centrally within the Site.
- 1.8. The Proposed Development plan is shown in Figure 2 below.



Figure 2: Indicative Site Layout

Document Purpose

1.9. The transport strategy for the proposed development is predicated on maximising the use of sustainable transport modes. At its core, this is achieved by reducing reliance on private car use by limiting the availability of parking, closely managing access to it, and providing a suite of measures on and off-site to support use of non-car modes. Within this, the PMP sets out how access will be



- managed, its links to the Travel Plan to incentivise non-car uses, and how performance will be monitored.
- 1.10. The main objective of the PMP is to ensure that the low parking provision on-site supports the target travel mode shifts in favour of sustainable modes of transport which are set out within the Travel Plan. The restriction and control of car parking is a key factor in encouraging people to use sustainable modes of transport and is seen as a 'push' factor in the modal shift to sustainable modes. The proposed development has a parking ratio of 0.068 spaces per employee. It is therefore essential that the on-site parking is used in accordance with its purpose (i.e. is available for disabled users and staff with no sustainable transport alternatives). Furthermore, the PMP aims to ensure that the parking capacity is utilised efficiently to manage parking demand.
- 1.11. In addition, the PMP aims to ensure that the relevant controls are in place to inform appropriate parking behaviour within the site and the surrounding highway network and to deter abuse of the parking spaces.
- 1.12. The objectives of the PMP are expected to be achieved by implementation of appropriate management and enforcement measures that will be overseen by an appointed management company reporting to the site owners.

Development Structure

- 1.13. Following this introduction, the document is structured as follows:
 - Section 2: Existing Highway Conditions;
 - Section 3: Development Proposals;
 - Section 4: Car Park Management Strategy;
 - Section 5: Parking Enforcement and Management;
 - Section 6: Conclusions.



2. Existing Highway Conditions

Site Location

- 2.1. The site is located in Cambridge, circa 1.9km to the west of Cambridge City Centre. The site is currently occupied by the Beehive Centre comprising circa 24,382sqm (GEA) retail space currently set out as seventeen retail units.
- 2.2. The site is bordered to the north by Coldhams Lane and Cambridge Retail Park, the east by the rail line, the south by York Street and Sleaford Street which are residential roads and the west by St Matthew's Garden and Silverwood Close which are residential roads. The site's location is shown at Figure 1 in the previous section.
- 2.3. The existing shopping centre provides 885 car parking spaces.
- 2.4. The site currently takes access from the southern arm of a four-arm roundabout with Coldhams Lane, the northern arm providing access to Cambridge Retail Park to the north. The site access road forms a two-lane approach to the junction, with a single lane exit from the roundabout into the site, sufficiently wide for larger vehicles to manoeuvre. The roundabout approaches provide good sightlines with no obstructions to driver visibility.
- 2.5. There are parking restrictions and controls on the existing site. Parking is free, however there is a limit of four hours of free parking. Vehicles entering the site are scanned by an Automatic Number Plate Recognition (ANPR) system and is controlled by a parking management company called Parking Eye. The restriction on car park dwell time generates a high turn over of parking on-site.
- 2.6. The site currently benefits from a number of existing pedestrian and cycle facilities providing direct linkages to the surrounding area and permeability through the site.
- 2.7. To the northeast of the site, a segregated off-road footway/cycleway facility provides connectivity over the rail bridge to the south of Coldhams Lane, providing direct access to Coldhams Common and Phase One of the Chisholm Trail Route. The termination of the shared use pedestrian/cycle facilities on the eastern approach arm to the Coldhams Lane/site access junction directs cyclists from the dedicated facilities onto the carriageway at the roundabout. An on-site pedestrian/cycle route, generally following the alignment of the main access road, provides connections between Coldhams Lane, St Matthew's Gardens, York Street and Sleaford Road.
- 2.8. A bus stop is located centrally within the site, which is served by bus routes 19 and 114 which operates circa 12 services a day between Cambridge, Landbeach, Chesterton and Addenbrookes. The bus stop has a shelter with seating.

Local Highway Network

- 2.9. Coldhams Lane is a single carriage road with a speed limit of 30mph and connects to Newmarket Road to the north via a signalised junction and the Coldhams Lane/Brooks Road/Barnwell Road roundabout and Coldhams Lane/High Street signalised junction to the south.
- 2.10. Coldhams Lane is classified as a C-Road, however, there have been high level discussions with GCP to downgrade Coldhams Lane. The development proposals include a package of measures to improve walking and cycling along Coldhams Lane.
- 2.11. Newmarket Road runs east to west and connects to the Newmarket Road/Elizabeth Way/East Road roundabout to the east and towards the Newmarket Road Park and Ride (P&R), Cambridge



Airport and Junction 35 on the A14 to the west. GCP have developed a high-level concept to transform Newmarket Road to prioritise walking, cycling and bus use as part of the Cambridge Eastern Access Corridor (CEAC). The CEAC proposals includes changes to Newmarket Road to provide high-quality footways, crossings, segregated cycle tracks, bus lanes and junction improvements. The Newmarket Road proposals are shown in Appendix A. Separately to the CEAC, there is a proposal to relocate and expand the Newmarket Road P&R.

- 2.12. Newmarket Road to the west and East Road to the south of the Newmarket Road/Elizabeth Way roundabout provide access towards Central Cambridge. The A14 runs east-west to the north of Cambridge and can be accessed from Junction 35 via Newmarket Road, Junction 34 via Horningsea Road and Junction 33 via Elizabeth Way and Milton Road. The A14 runs from Felixstowe to the A14/M1/M6 junction by Rugby and connects to Bury St Edmunds, Huntington, the A1 and A421. The A14 connects with the M11 to the west of Cambridge which provides access to Bishop's Stortford and London to the south. The A14 also connects to the A10 to the north of Cambridge which provides access to Ely, Littleport, Royston, King's Lynn and London and the A11 which provides access to Thetford and Norwich.
- 2.13. The residential roads boarding the site (Sleaford Street and York Street) are unrestricted. Parking on Silverwood Close to the east of the site which is accessed from Coldhams Lane is restricted Monday to Sunday between 09:00-17:00. There is also a controlled parking zone (CPZ) 'Petersfield' to the south of the site which covers Sturton Street which restricts parking Monday to Sunday 09:00-17:00. Figure 3 shows the sites location in relation to the existing CPZ's.

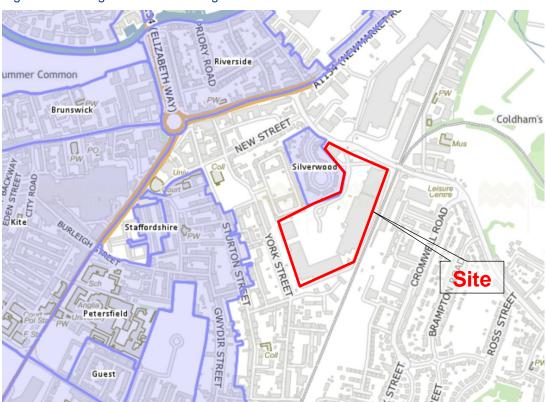


Figure 3: Existing Controlled Parking



Car Ownership

2.14. Staff who live in the surrounding area will travel to the site using active travel modes, however the car ownership for the surrounding areas have been assessed to indicate prevailing car ownership trends in neighbourhoods surrounding the site and within Cambridge. The average car ownership has been assessed using 2011 and 2021 Census data for Census data for lower output areas Cambridge 006A, 008C, 008D and 009A and is shown for each output area in Table 1. The output areas selected are shown in Figure 4.



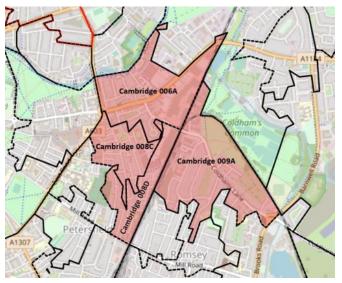


Table 1: Car ownership in 2011 and 2021 for the surrounding area

Output area	2011		2021	
Output area	% of households	Car ownership	% of households	Car ownership
006A	No cars – 34.7% 1 car – 50.4% 2 cars – 13.1% 3 or more cars – 2.0%	0.82	No cars – 40.2% 1 car – 47.1% 2 cars – 11.1% 3 or more cars – 1.6%	0.74
008C	No cars – 44.2% 1 car - 42.6% 2 cars -10.8% 3 or more cars - 2.4%	0.71	No cars – 45.6% 1 car – 45.8% 2 cars – 7.6% 3 or more cars – 1.1%	0.64
008D	No cars – 42.8% 1 car – 45.2% 2 cars – 10.4% 3 or more cars – 1.7%	0.71	No cars – 47.1% 1 car – 42.8% 2 cars – 8.5% 3 or more cars – 1.5%	0.64
009A	No cars – 31.8% 1 car – 48% 2 cars – 16.3% 3 or more cars – 4.0%	0.92	No cars – 33.2% 1 car – 48.6% 2 cars – 13.3% 3 or more cars – 4.9%	0.90
Total	No cars – 38.1% 1 car – 46.4% 2 cars – 12.9% 3 cars – 2.7%	0.80	No cars – 40.6% 1 car – 46.5% 2 cars – 10.4% 3 cars – 2.5%	0.74

2.15. Table 2 shows the change in car ownership between 2011 and 2021 in the output areas



surrounding the site. A reduction in car ownership is shown in green and an increase in car ownership is shown in red.

Table 2: Change in car ownership from 2011 to 2021

	Change in car ownership		
Output area	% of households Car ownership		% change in car ownership
006A	No cars: +5.5% 1 car: -3.3% 2 cars: -2.0% 3 or more cars: -0.4%	-0.08	9.7% reduction
008C	No cars: +1.4% 1 car: +3.2% 2 cars: -3.2% 3 or more cars: -1.4%	-0.07	9.8% reduction
008D	No cars: 4.3% 1 car: -2.4% 2 cars: -1.9% 3 or more cars: -0.2%	-0.07	9.8% reduction
009A	No cars: +1.4% 1 car: +0.6% 2 cars: -3.0% 3 or more cars: +0.9%	-0.02	2.17% reduction
Total	No cars: +2.5% 1 car: +0.1% 2 cars: -2.5% 3 cars: -0.2%	-0.06	7.50% reduction

Existing On-Street Parking Analysis

- 2.16. As shown earlier within Figure 3, there is an existing CPZ near to the site in a western and northern direction. However, there is an area directly to the west and south of the Site that is not covered by this and is therefore uncontrolled where double yellow lines are not in place.
- 2.17. Therefore, a survey was undertaken of this area, as indicated below in Figure 5, on both a weekday, Thursday 17th November 2022, and Saturday 19th November 2022 to establish the number of parking spaces present and the typical level of utilisation of these spaces.



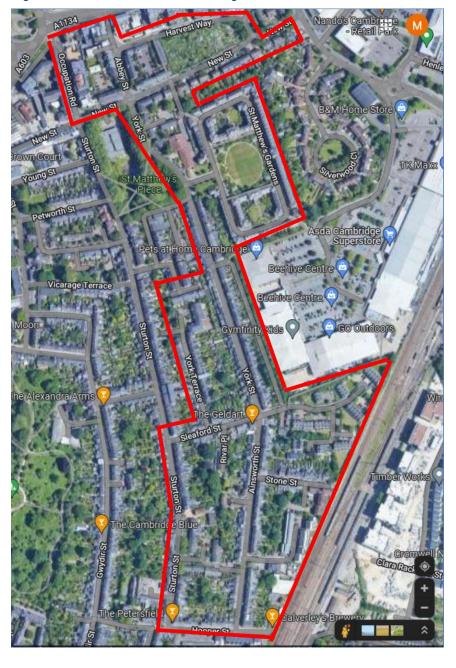


Figure 5: Area of Uncontrolled Parking West of the Site

- 2.18. The survey showed that based on the length of road space available where disabled permit bays, car club bays and double lines are not present, there are a total of 526 car parking spaces available in the area. A total of 4 disabled spaces and 1 car club space were also recorded.
- 2.19. Across the whole area, it was recorded that on the weekday there were 428 spaces utilised, which translates to an 81% parking space stress rate, whilst 406 spaces were utilised on the Saturday which translates to an 77% utilisation stress rate.
- 2.20. This therefore shows that there is some on-street parking space provision available within the area, however it is noted that, as also mentioned further on within this report, the GCP are proposing to



- provide a CPZ in this area, known as the 'York Street area Residential Parking Scheme (RPS)', which would remove this uncontrolled parking availability.
- 2.21. The York Street Area RPS consultation took place in the York Street area in early 2023. The proposals was scheduled to be advertised through a Traffic Regulation Order later in 2023. A report is planned to be presented in 2024.
- 2.22. The implementation of an area-wide CPZ would further strengthen the limited 'car-lite' approach to parking as part of the proposals, with the potential for off-site overspill staff parking further minimised due to the controlled RPS.



3. Proposed Development

Overview

- 3.1. The proposals include the redevelopment of the Site to provide a Technology/Life Science Park comprising a maximum of 93,765sqm GIA commercial floor space (88,597sqm office/lab GIA and 5,168sqm mixed use GIA). The Site will have a total building floor area of 136,541sqm GIA (excluding basement but including the multi-storey car park) and generate circa 5,755 Full-Time Equivalent (FTE) employees which equates to 6,450 employees in total.
- 3.2. The site's layout is shown in Appendix B.

Access

- 3.3. It is proposed to retain vehicular access from Coldham Lane, however the existing Coldhams Lane/Beehive Access/ Cambridge Retail Park Access priority junction will be reprovided in the form of a Cycle Optimised Protected Signals (CYCLOPS) junction. A CYCLOPS junction provides a protected cycle lane which encircles the junction, keeping cyclists separate from both motor traffic and pedestrians.
- 3.4. There will also be enhanced pedestrian and cycle accesses from York Street, Sleaford Street and St Matthew's Gardens. Pedestrian and cycle access will be segregated at each access (except York Street) and each access point will connect to the Sites internal pedestrian and cycle network. The bus stop within the Site will be relocated and improved as part of a mobility hub centrally located within the Site.

Vehicle Access Control

- 3.5. A vehicular route will be provided through the Site from Coldhams Lane. The access road will carry two-way traffic within the existing access road alignment for circa 100m, where the access road splits, going east and south, with the eastbound direction forming a priority junction with the access road.
- 3.6. The access road continues south and provides access to the multi-storey car park (within Block 10) circa 20m to the south of where the access road splits. The southbound access road continues past the multi-storey car park and forms a one-way loop around Block 8. The one-way loop will serve atgrade disabled parking, buses entering the Site and smaller delivery vehicles stopping directly outside the Blocks 7, 8 and 9 in the south of the Site.
- 3.7. The 'eastern' access road will carry two-way traffic to the service yard adjacent to the rail line along the Site's eastern boundary. The central cycle lane will cross the 'eastern' access road and will have priority over on-coming traffic.
- 3.8. An ANPR system will record vehicles accessing and egressing the Site. There will be no physical barrier on the Site access to prevent vehicles blocking onto the Site access. However, the ANPR will be used to monitor the overall number of vehicles accessing the Site, record the dwell time of delivery and servicing vehicles and restrict access to unauthorised vehicles.
- 3.9. All staff members will register their numberplate during their induction so the ANPR will recognise the vehicle as being authorised for entry. Suppliers will also be informed to pre-register the number plates of their delivery vehicle. By having all staff and delivery vehicles pre-registered, this will allow the ANPR to track repeat unauthorized vehicle access. Deliveries can be pre-registered at the point of order up to the day of delivery. A Delivery and Servicing Management Plan will set out how



common Site-wide deliveries can be consolidated using known suppliers in pre-registered vehicles. Vehicles accessing the Site will be classified into two categories:

- Greenlist (pre-registered vehicles, blue badge holders and known deliveries).
- Redlist (unregistered deliveries and unscheduled deliveries).

Car Parking

- 3.10. A total of 395 car parking spaces will be provided, of which 374 will be provided within a multi-storey car park (disabled and general parking) and 21 disabled spaces will be provided at-grade close to the respective buildings. The development will represent a reduction of car parking spaces on the Site by 490 compared to the existing retail park, and also a reduced intensity of use across the day.
- 3.11. The following spaces will be provided within the multi-storey car park:
 - Standard bays: 317 spaces
 - Accessible spaces (min 10%): 38 spaces
 - Rapid EV spaces (min 1 in 20 spaces): 19 spaces
 - Passive allowance of EV charging: 100% of spaces
 - Car sharer bays: No car sharer bays are currently proposed, however the potential to provide car sharer priority bays will be explored.
- 3.12. The electric car chargers provided from the onside will be 'fast' chargers with 7kW 22kW. The remaining car parking spaces will be provided with passive provision and will be provided with 'fast' chargers (7kW 22kW) if the demand arises. However, it is unlikely there will be additional demand for electric car charging spaces on-site as employees are likely to charge their vehicles at home where it is cheaper to charge a vehicle and can be done overnight.
- 3.13. A total of 21 at-grade car parking spaces will be targeted, of which four will be allocated per block. Car-club bays will also be provided at-grade throughout the Site, which will form part of the 21 at-grade parking spaces. The number of car-club bays to be provided is currently still being discussed. However, all car-club bays will have electric vehicles and electric vehicle charging points. The remaining at-grade parking spaces will be blue badge bays. It is proposed that one disabled bay per block will have a fast EV charger, with the remaining spaces having passive EV charging provision.
- 3.14. The proposed development has a parking ratio of 0.068 spaces per FTE employee. This parking ratio is for all 395 parking spaces. The parking ratio for just 'standard' parking bays (317 parking bays including EV spaces) is 0.055 spaces per FTE employee. When related to total commercial floor area (93,765sqm), there will be one 'standard' parking space provided per 296sqm.

Target Modal Shift

- 3.15. The low parking provision and extensive active travel and sustainable travel improvements have been used as a basis to development modal shift targets. The modal shift targets are supported by GCP and CCC. The low driving travel mode has been informed by the parking ratio provided onsite. In total there will be parking for a maximum of 6.8% of staff, however the proposals will target for not all of the on-site parking to be utilised at all times (target of 4.8%).
- 3.16. It should be noted, the maximum car mode share was previously 6.1% during pre-app discussions with GCP, however has subsequently increased due to an expected decrease in the employee number on-site.



3.17. The sites mode share has been based on 2011 Census 'travel to work (workday population)' data for medium output area 006 where the site is located. Table 4 shows the existing travel to work mode (workday population), the target mode share for the site and the proposed change in mode share.

Table 3: Existing and proposed development mode shares

Travel mode	Existing 2011 mode share %	Target mode share%	Change in mode share %
Underground, metro, light rail, tram	0.0%	0.0%	0.0%
Train	1.9%	16.0%	+14.1%
Bus, minibus or coach (includes Park and Ride)	4.4%	16.0%	+11.6%
Taxi	0.5%	0.5%	0.0%
Motorcycle, scooter or moped	1.1%	1.1%	0.0%
Driver a car or van	64.8%	4.8%	-60%
Passenger in a car or van	4.6%	4.6%	0.0%
Bicycle	15.5%	40.0%	+24.5%
On foot	6.9%	15.5%	+8.6%
Other method of travel to work	0.4%	1.5%	+1.1%
Total	100.00%	100.00%	0.0%

Park and Ride Proposals

- 3.18. The development proposals will contribute to increasing the 'commuter' bus frequencies to nearby population centres outside of Cambridge to support employees who live outside of Cambridge to travel to the site sustainability.
- 3.19. The TPC will be in regular contact and discussions with bus operators on how to improve bus services and connectivity to the site. A summary of bus service improvements are below:
 - Milton P+R = 2 vehicles (potential increase from 300 seats per hour to 375 seat per hour in peak hours one-way)
 - Newmarket P+R = 2 vehicles which will provide an additional two services an hour (increase from 450 seats per hour to 600 seats per hour in peak hours one-way).
 - Out of town = 6 vehicles, providing two journey on three routes at occupation rising to 9 vehicles and three journeys on three routes (total increase of 675 seats per hour in each direction).



- 3.20. The bus improvements above would result in a net increase of 225 P+R bus seat an hour in each direction from the Milton Road/Newmarket Road P&R's and an additional 675 bus seats for out of town bus services. The proposed development would therefore provide an increase in bus seat capacity 'towards' to the site by 825 bus seats in each peak hour, potentially rising to 900 seats an hour towards the site. An additional 825 900 bus seats towards the site equates to an additional bus seat for 13.4% 12.2% of staff. These additional seats would account for the target increase of +11.6% bus mode share.
- 3.21. The provision of a high-quality P&R is essential in offering an alternative to parking on-site and reducing overall car use.



4. Car Park Management Strategy

Overview and Objectives of the Strategy

- 4.1. The overall objectives of the car park strategy are to:
 - Ensure that staff and visitors that require car-borne transport due to mobility issues are catered for;
 - Ensure that the low on-site parking provision supports the target modal shift:
 - Ensure that the available car parking spaces within the site are used efficiently and are not abused by unauthorised vehicle users;
 - Ensure that that the parking requirements of the site are accommodated and do not impact negatively on local on-street parking;
 - Ensure that a safe and secure environment is maintained within, and whilst accessing and egressing the site;

On-site Parking Provision

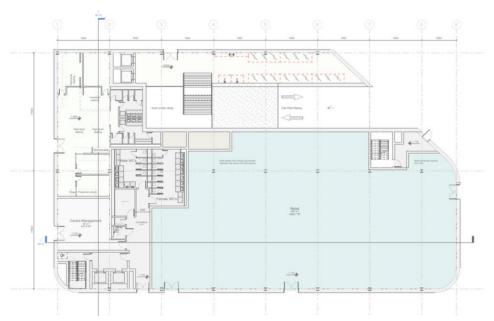
Parking Location and Type

4.2. The proposed development will provide a total of 395 car parking spaces. A breakdown of parking type and location is provided below:

Multi-storey car park

4.3. The multi-storey car park will provide a total of 374 car parking spaces. The multi-storey car park will be eight storeys. An extract of the ground floor layout is shown in Figure 6 and a subsequent layout for a typical level (levels one to eight) is shown in Figure 7 below. These layouts are indicative and subject to amendments.

Figure 6: Indicative Ground Floor Layout





Level 2

Figure 7: Indicative Typical Floor Layout

- 4.4. The following spaces will be provided within the multi-store car park:
 - Standard bays: 312 spaces
 - Accessible spaces (min 10%): 44 spaces
 - Rapid EV spaces (min 1 in 20 spaces): 18 spaces
 - Passive allowance of EV charging: 100% of spaces
 - Car sharer bays: No car sharer bays are currently proposed, however the potential to provide car sharer priority bays will be explored.
- 4.5. The electric car chargers provided from the outside will be 'fast' chargers with 7kW 22kW. The remaining car parking spaces will be provided with passive provision and will be provided with 'fast' chargers (7kW 22kW) if the demand arises. However it is unlikely there will be additional demand for electric car charging spaces on-site as employees are likely to charge their vehicles at home where it is cheaper to charge a vehicle and can be done overnight.

At-grade parking

- 4.6. A total of 21 at-grade car parking spaces will be targeted, visitor and blue badge parking, to be allocated per block. Car-club bays will also be provided at-grade throughout the site, which will form part of the at-grade parking space provision.
- 4.7. The number of car-club bays to be provided is currently still being discussed. However, all car-club bays will have electric vehicles and electric vehicle charging points. The remaining at-grade parking spaces will be blue badge bays. It is proposed that one disabled bay per block will have a fast EV charger, with the remaining spaces having passive EV charging provision.

Cycle Parking

4.8. A total of 4,593 cycle parking spaces will be provided throughout the site. These spaces will be provided within secure stores throughout the site, including within the blocks themselves, excluding



Block 1 which has cycle parking adjacent in a separate structure. Maintenance facilities will be provided within each store.

Delivery bays

4.9. The delivery and servicing strategy is set out within the Delivery and Servicing Management Plan (DSP) submitted alongside this application. At-grade loading bays are provided along the site's internal road network by block entrances. These at-grade loading bays can be used by smaller delivery vehicles for loading/unloading. These bays will be suitable for refuse vehicles, LGV's and smaller. Deliveries by larger vehicles will be undertaken from the service yard along the sites eastern boundary and transferred to the relevant block.

Allocation of Parking Spaces

- 4.10. Parking permits will be allocated to companies on-site based on their respective floor area. For 'standard' car parking bays, companies will be eligible to apply for a parking bay per 300sqm. Parking permits will be leased to companies to not tie parking permits to companies. Permits will be allocated on either a monthly, quarterly, half-yearly or yearly basis and cannot be purchased. All blue badge holders will be eligible to apply for a permit to park on the site.
- 4.11. Standard parking is provided at a ratio of one bay per 296sqm, however permits will not be given for all of the spaces to ensure there is excess capacity within the car park. The remaining parking provision can be allocated, on a time-limited basis, in the event an occupier can demonstrate that the additional parking is essential to their operation. Companies will not be required to acquire permits for disabled spaces.
- 4.12. Companies will have to pay to acquire a parking permit and this cost will go up per permit obtained to discourage obtaining permits up to the maximum allocation. The cost of the parking permit will be higher than the cost of the P&R and other sustainable travel modes of parking within the site is the most expensive form of travel. Parking permits will not be linked to a specific parking bay.
- 4.13. The parking permits will be leased by a company rather than an individual, which will allow multiple employees from a company to use the same permit if they access the multi-store car park on different days. This is intended to minimise risk of over-use of the parking supply.
- 4.14. The limitation and cost of the parking permits will ensure permits are only used by those who have no alternative other than drive to the site (i.e blue badge holders, family/carer needs, no alternative modes of travel available) and caters for more vulnerable users if travelling late at night and so allocation is 'needs-based' rather than 'wants-based'. The frequent requirement of renewing parking permits will ensure that permits are given/cancelled to reflect a change in employees personal situations throughout the year. Should there be a short period of time where additional permits are required for 'needs-based' staff, then the additional permits which will not be allocated at occupation can be allocated for a short period of time (to be agreed depending on personal circumstance). A hierarchy of permit priority is outlined below and is subject to agreement with GCP.
 - 1) Blue badge holders;
 - 2) Family/carer needs (to be means tested);
 - 3) Late night workers;
 - 4) Electric vehicle;
 - 5) Car sharers.



4.15. Blue badge holders can register as blue badge holders using their numberplate which will provide them with access to the multi-storey car park. Permits for blue badge holders will be prioritised and will be issued to prioritise proximity to the individual's workplace (at-grade or with the multi-story car park).

Access and Egress

- 4.16. Vehicle access and egress will be taken from the roundabout with Coldhams Lane to the north. A ANPR system will record vehicles accessing and egressing the site. There will be no physical barrier on the site access to prevent vehicles blocking onto the Coldhams Lane roundabout. However, the ANPR will be used to monitor the overall number of vehicles accessing the site, record the dwell time of delivery and servicing vehicles and restrict access to unauthorised vehicles.
- 4.17. All staff members will register their numberplate during their induction so the ANPR will recognise the vehicle as an authorised vehicle. Any staff members who change their numberplate should contact their HR department immediately to register their new numberplate. Suppliers will also be informed to pre-register the number plates of their delivery vehicle. By having all staff and delivery vehicles pre-registered, this will allow the ANPR to track repeat unauthorized vehicle access. Deliveries can be pre-registered at the point of order up to the day of delivery. The DSP sets out how common site-wide deliveries can be consolidated using known suppliers in pre-registered vehicles. Vehicles accessing the site will be classified into two categories:
 - Greenlist (pre-registered vehicles, blue badge holders and known deliveries)
 - Redlist (unregistered deliveries and unscheduled deliveries).
- 4.18. Penalties can be issued for frequent unauthorised access to the site. If an unauthorised vehicle regularly accesses the site, they will be issued a warning to inform them they must pre-register before entering the site. A grace period will be allowed if a vehicle enters and exits the site in a short period (that is less than a typical delivery) to allow for vehicles that may turn into the site by accident or to allow for emergencies. If vehicles continue to access the site without pre-registering after receiving a warning, then a monetary penalty may be issued. The penalty for repeat unauthorised access will be discussed and agreed with the Applicant.
- 4.19. Access to the multi-storey car park will be taken from the site's internal road network. Access to the car park will be controlled using an automatic barrier to prevent unauthorised access. The electronically controlled barrier will be controlled using a separate ANPR. Companies with parking permits will have to pre-register using the vehicle numberplate before entering the multi-storey car park. When booking a parking space, there will be a £8 charge to park for the day.
- 4.20. By requiring the multi-storey car park be pre-register only, this will restrict access and ensure the car park is never oversubscribed. Companies must acquire a permit for as many vehicles that access the multi-storey car park at one time.
- 4.21. Blue badge holders will not be required to pay when parking within the multi-storey car park and can pre-register their number plate as a blue badge holder. All at-grade parking will be blue badge parking. There will be no physical barriers to the at-grade parking, however a parking control officer will monitor the site to prevent illegal parking within the at-grade disabled parking. At-grade parking will not have to be reserved.
- 4.22. A site wide approach requiring all companies to use the same provider for common deliveries (i.e comestibles and stationery) can be included within companies lease clause. This was introduced at



70 Grosvenor Street. The project consolidated staff deliveries and stationery and appointed Anglo Office Group with Gnewt Cargo to run the scheme which led to a reduction from an average of 21 delivery vehicles per day to Grosvenor's head office, to just one drop per day from the consolidation centre. The introduction of site wide consolidation will reduce the number of vehicles entering the site and using the service yard/loading bays within the site. Consolidated deliveries will also be undertaken by a known supplier and will reduce the likelihood for unauthorised vehicles to enter the site.

Parking Charging

- 4.23. Employees that park within the multi-storey car park will pay a daily charge when booking to park. The on-site parking charge will be £8 per day. The on-site parking charge is higher than the cost of using the P&R to encourage those who can, to use the P&R instead of parking on-site. The daily cost of the parking will be reviewed as part of the Travel Plan monitoring and the cost will change to reflect changes in cost of alternative modes of transport or car park usage.
- 4.24. Blue badge holders, and some needs-based applicants, will not have to pay for on-site parking. A sliding scale of charges may apply depending on the users' requirements.
- 4.25. The proposed retail units are intended to be smaller independent retailers which would be accessed by users already on the site and surrounding residents, who can access the site by sustainable forms of transport, eliminating most of the demand for parking from users of the retail use. Parking for staff at the retail uses will be controlled as per the commercial use and disabled visitors to the retail use can access the at-grade parking. Evening parking and weekend parking restrictions and charges within the multi-storey car park can be eased to allow non-staff parking within the multi-storey car park to access the retail units, however all vehicles would be subject to the requirement to register their numberplate (this can be done at the point of parking for non-staff members).

Car Clubs

4.26. It is proposed to provide car-club bays within the at-grade parking, however the number of car-club bays is yet to be determined. The car clubs will be operated by a provider with an existing presence in Cambridge (Enterprise provide the majority of local cars). A car club allows for short term journeys to be made without having to own a car. The on-site car club bay could be used by employees who need a car to fulfil employment functions but have travelled to the site using a sustainable mode. The car club bays will be funded via the S106 agreement for five years. In addition, businesses who are the first occupiers will be given five years free business membership and a pre-determined amount of driving credit during this period for employees.

Travel Surveys

4.27. As part of the Travel Plan measures, a regular suite of travel and parking surveys will be carried out, typically every 1-2 years, including at key pre-occupancy stages as the development is completed. It is expected that the surveys will comply with the TRICS Standardised Assessment Methodology (SAM) or be questionnaire surveys and consider multi-modal access. Each survey will also consider the implications on on-street parking levels associated with the development – helping monitor the effectiveness of the Travel Plan and management regime.



Off-Site Parking

4.28. As demonstrated in Figure 3, a number of the residential roads in the surrounding area have unrestricted parking. In order to facilitate the target modal shift in Table 4 and to prevent excess onstreet in the surrounding area, discouraging employees parking on the surrounding roads will be essential.

CPZ Extension Support

- 4.29. The Applicant would support the introduction of a CPZ on any of the roads surrounding the site to prevent staff parking on-street, however it is not intended to implement a CPZ as part of the proposals. If a CPZ was to come forward for any of the unrestricted roads within 500m of the site, the Applicant would be willing to provide a financial contribution towards the CPZ, including consultation and implementation.
- 4.30. Such measures would be directly informed by the regular on and off-site surveys.

Personal Travel Planning

- 4.31. The Travel Plan which will be implemented on-site will provide personalised travel planning and will discourage parking on the surrounding roads, promoting the benefits of using alternative travel modes such as walking, cycling and public transport including the P&R scheme.
- 4.32. Linked to this will be management through Mobility as-a-Service (MaaS) which can delivered through app-based measures such as Go Travel Solutions and Better Points. These facilitate easier monitoring through the Travel Plan and also enable incentives to be gained by companies, employees, and/or occupiers of each building. Demonstrating positive reductions in car use can be incentivised by financial savings for local businesses, further sustainable travel measures, access to public transport etc.

On-street parking capacity monitoring

4.33. As part of the developments monitoring regime, it is proposed to monitor the parking stress on all unrestricted roads 500m surrounding the site. This will be to monitor the developments impact on parking stress on the surrounding roads. Monitoring will be undertaken prior to occupation, and then after the occupation of each phase, plus one year, three year and five years after the full site is occupied. If parking stress rises significantly in this time which related to site users parking off-site, additional Travel Plan measures can be introduced to reduce parking in the surrounding area. This will range from providing additional funding for public transport information up to supporting the introduction of a CPZ on roads 500m surrounding the site.

Travel Time

4.34. A journey time comparison has been undertaken, comparing the journey time to travel to the site using the Newmarket Road P&R and Milton P&R and driving and parking on York Street, one of the unrestricted roads surrounding the site. The driving time was taken from Junction 33 of the A14 and Newmarket Road by the P&R. The assessment has taken into account the maximum bus waiting times and the walk time from the surrounding streets onto the site. The driving journey time is based on travel times at 08:00 on a Tuesday using Google maps. The comparative journey times are shown in Table 5.



Table 4: Comparative Journey Times

Location	P&R (including bus waiting time)	Driving plus walking to site
Milton	10-minute max bus journey plus max 15 bus wait (total max 25 minute journey time)	12 – 24 minute drive plus circa 5 minute walk (total 17 – 29 minut e journey time)
Newmarket Road	8-minute max bus journey plus max 10 minute bus wait (total max 18 minute bus journey)	8 – 14 minute drive plus circa 5 minute walk (total 13 – 19 minute journey time)

- 4.35. Table 5 demonstrates that the max travel time using the P&R would be within the average journey time range for driving on the surrounding roads and walking onto the site and therefore driving and parking on the surrounding highway network would not provide a time saving benefit for employees.
- 4.36. In addition, the emerging GCP Eastern Access proposals along Newmarket Road will prioritise buses, walking and cycling to driving, which is likely to increase the driving journey time towards the site, making driving and parking on the surrounding road network slower than using the P&R.



5. Parking Enforcement and Management

- 5.1. The parking strategy will be managed by the site management team who will be responsible for the overall running and implementation of the PMP.
- 5.2. The management team will be responsible for the following:
 - Regular liaison with the Local Planning and Highway Authorities;
 - Regular liaison with the landlord, Site occupiers, Sustainable Travel Managers and relevant parties of individuals; and
 - Implementation of the Parking Management and Compliance Strategy.
- 5.3. The parking strategy will be secured, implemented and monitored as part of the PMP alongside the Site Travel Plan and regularly reviewed by the Site Travel Plan Co-ordinator in consultation with the parties identified above.
- 5.4. The effectiveness of the parking strategy will be monitored, and any issues logged and reviewed. Should any management or enforcement issues arise, or the requirements of occupiers of the site change, the parking strategy will be reviewed, and appropriate mitigation investigated.

Compliance and Enforcement

- 5.5. Parking on-site will be monitored using the site access ANPR, CCTV within the multi-store car park and the management team through walking beats for the at-grade parking.
- 5.6. The primary role of the site access ANPR will be to monitor travel patterns into the site and to record dwell time of delivery and servicing. The ANPR can also be used to track repeat unauthorised vehicle access which can be used to issue warnings and penalties.
- 5.7. Access to the car park will be controlled using an automatic barrier to prevent unauthorised access. The electronically controlled barrier will be controlled using a separate ANPR. Companies with parking permits will have to pre-register using the vehicle numberplate before entering the multistorey car park. When booking a parking space, there will be a £8 charge to park for the day.
- 5.8. The at-grade parking will be for blue badge holders only. Blue bade holders will be required to present their blue badges when parking in the at-grade parking. Parking within the at-grade spaces will be monitored through parking beats.
- 5.9. Parking beats will be undertaken every 10 days. If it is noted during these parking beats that the bays are being used by vehicles not permitted to use the space, the management company will follow their enforcement procedure, typically issuing a Parking Charge Notice (PCN).
- 5.10. The cost of the PCN will be a sum of £100 to be paid within 28 days. If paid in 14 days; this will be reduced to £60. Information in relation to the cost of a PCN will be included in any signage for the spaces. The price may change in future, for which the management company will amend any signage as required.
- 5.11. In summary, the PCN enforcement process is as follows:
 - PCN Issue this can be issued at the scene, being fixed to the vehicle or by post e.g. if the
 vehicle were to drive away as the ticket was being issued.
 - Notice to Owner (at Scene) if PCN served at the scene, payment details are provided on the PCN. If paid within 14 days, the cost of the PCN is reduced. If PCN not paid within 28 days, then the enforcing body reserve right to issue notice to the owner.



- Notice to Owner (Post) if by post, PCN details are provided on the PCN. If payment received within first 21 days, the PCN cost is reduced.
- Representations representations to the enforcing body can be made no later than 28 days
 from the notice being served to the enforcing body, setting out the grounds as to why it is
 thought the PCN should not be paid. Representations can either be Accepted or Rejected (and
 consequently Appealed).
- Charge Certificate if payment is not received or representations (Rejection/Appeal) are not made or are rejected within the 28 day period, the enforcing body can increase the charge, issuing a Charge Certificate.
- Registration of Debt and Order for Recovery if after 14 days of the Charge Certificate being
 issued, the PCN is not paid, the enforcing body may register it as a debt at the Traffic
 Enforcement Centre, which can then be recovered through the County Court. This can then only
 be challenged, should an appropriate Witness Statement be provided.
- 5.12. Should any circumstances arise where a vehicle becomes unregistered/left on-site for an extended period of time, the enforcing body reserves the right to remove the vehicle from the premises.
- 5.13. An example of the PCN signage is set out below in Figure 8.

Figure 8: Example PCN Information Signage



5.14. Appropriate signs will be displayed to warn potential offenders of the consequences of parking without a valid permit. An example of the type of sign is shown below in Figure 9.



Figure 9: Example Parking Sign



Monitor and Manage

- 5.15. The 'Monitor and Manage' strategy is a core element of the wider Sustainable Transport Strategy (STS), setting the framework and protocol for the management of vehicle use to access the site and associated parking demand. The Monitor and Manage approach will be enforced through a range of measures including conditions of employment, registration of all vehicles used by staff and/or organisations using the site, pre-booking of parking spaces within the multi-store car park and streetscape provision and monitoring of car park use through ANPR.
- 5.16. The Monitor and Manage approach will set out a framework for delivery of the mode share targets for the site. It will also provide a mechanism for monitoring vehicular access to the site and car park demand and for reviewing the mode share targets in the future.
- 5.17. The Monitor and Manage strategy includes the provision of a 'Mode Share Incentive Scheme' (MSIS), which will be secured through a Section 106 Agreement, comprising a financial penalty to incentivise achievement of mode share targets within identified timeframes. The value of the MSIS and specific timeframes for delivery of mode share targets will be agreed with the Local Authority as part of the planning process.
- 5.18. Should mode share targets not be met with specified timeframes, the Applicant and/or appointed TPC will discuss and agree a plan of action with the Local Authority, to determine how any deficiencies in the operation of the Travel Plan will be met.
- 5.19. Key elements of the Monitor and Manage strategy includes MSIS to incentivise achievement of mode share targets within the timeframes identified.

ANPR

5.20. Access to the site will be monitored by an ANPR. The site access ANPR will be used for monitoring of vehicle access to the site overall and will help record dwell times for delivery vehicles. A



- separate ANPR will control parking to the multi-storey car park, ensuring that access is granted to authorised pre-registered staff and pre-booked visitor vehicles.
- 5.21. Vehicle entry and exit times and duration of stay will be recorded and the cumulative data analysed by the TPC to monitor and review car parking demand and identify any further management measures required.
- 5.22. Parking permits, of which a selected amount will be available to each company will control vehicular access to the multi-storey car park. Unauthorised vehicles access the car park will be denied access and turned away.
- 5.23. Potential also exists for the proposed development to contribute towards an off-site CPZ on the surrounding highway network which would supplement the Monitor and Manage approach. Drivers and organisations responsible for registered vehicles found to be disregarding the conditions will be warned and/or blacklisted and penalties applied where necessary.

Mode Share Incentive Scheme

- 5.24. The purpose of the Mode Share Incentive Scheme (MSIS) is to incentivise the delivery of the STS and mode share target of a maximum 9.4% mode share by motor vehicles (i.e. car/van drivers and passengers). It is in the best interests of both the Applicant and the Local Authority to maximise prospects for the achievement of the mode share target, thereby mitigating the impact of the site upon the surrounding highway network and avoiding the requirement for incentive payments to be made.
- 5.25. The MSIS will provide a level of security to GCP should the target mode share not be delivered within agreed timeframes. Mode share will be monitored through the provisions described above and the Travel Plan and be reported within monitoring reports.
- 5.26. The MSIS will be secured through standard TP mechanisms. The budget for not meeting the targets will be set out and agreed within the S106 as part of the wider TP S106. The fund will be delivered to additional TP measures or be used by GCP to fund measures to support sustainable transport, address congestion, improve road safety and/or improve local air quality. The measures and means on providing MSIS funding will be agreed with GCP.
- 5.27. It is proposed that the MSIS be developed on the following principles:
 - Compliance with the relevant planning and legal tests for planning obligations.
 - Retention of operational and commercial matters for the site, e.g. parking provision/charges, bus provision etc. by the Applicant.
 - Certainty to the Applicant and GCP, i.e. with defined payments.
 - Relates solely to the operation of the site.
 - Will be time limited.
 - Incentive payments to be used to fund measures related to the promotion of sustainable travel, address congestion, improve road safety and/or improve local air quality.
 - Be easy to monitor and manage through an on-line process.
 - That all information submitted is commercially sensitive and will be provided on a private and confidential basis. It must not be reported to anybody outside of CCC.
- 5.28. It is expected that an incentive payment will be triggered only if the motor vehicle mode share (i.e. car/van drivers and passengers) exceeds the target of 9.4% after five years of the site being



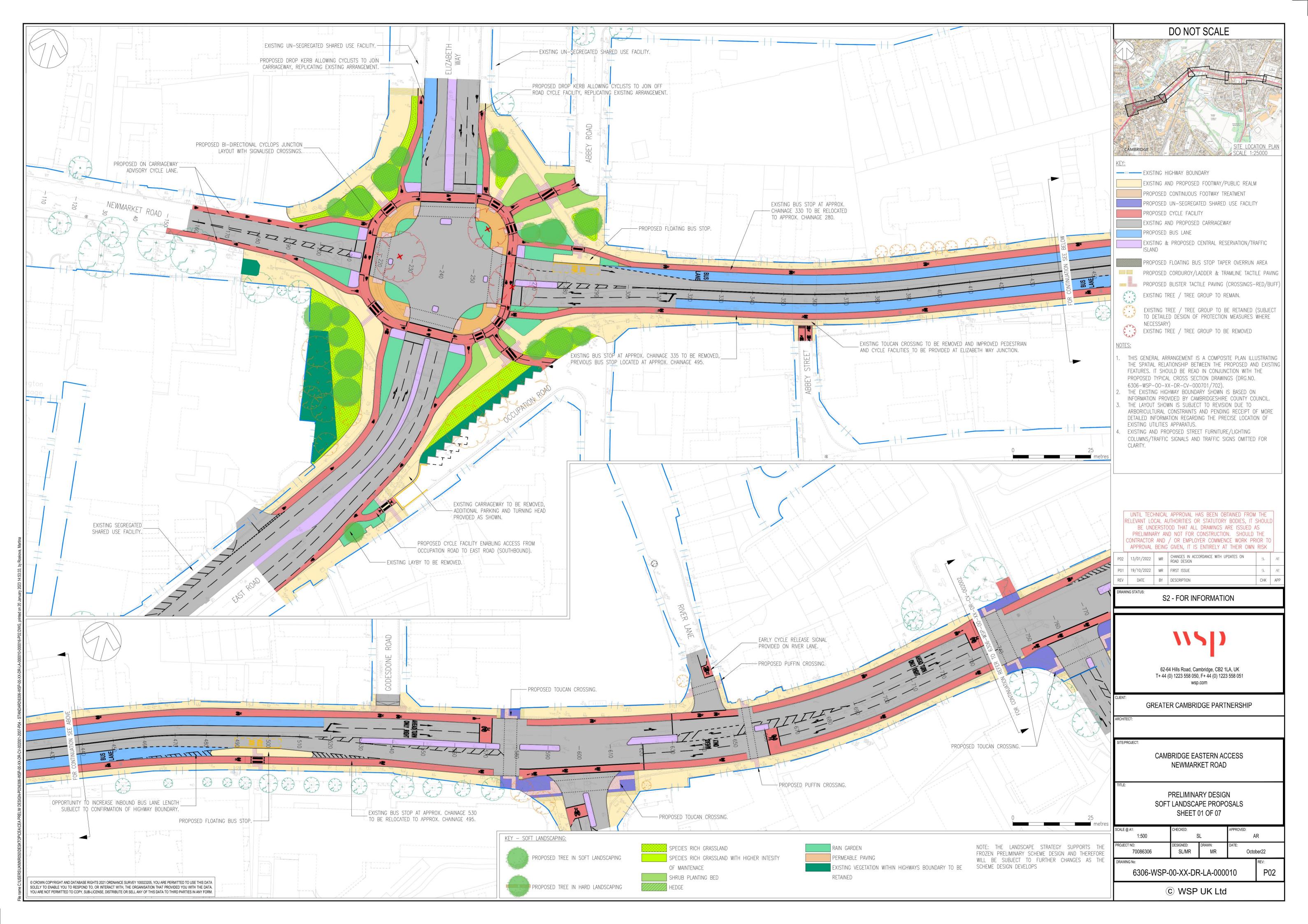
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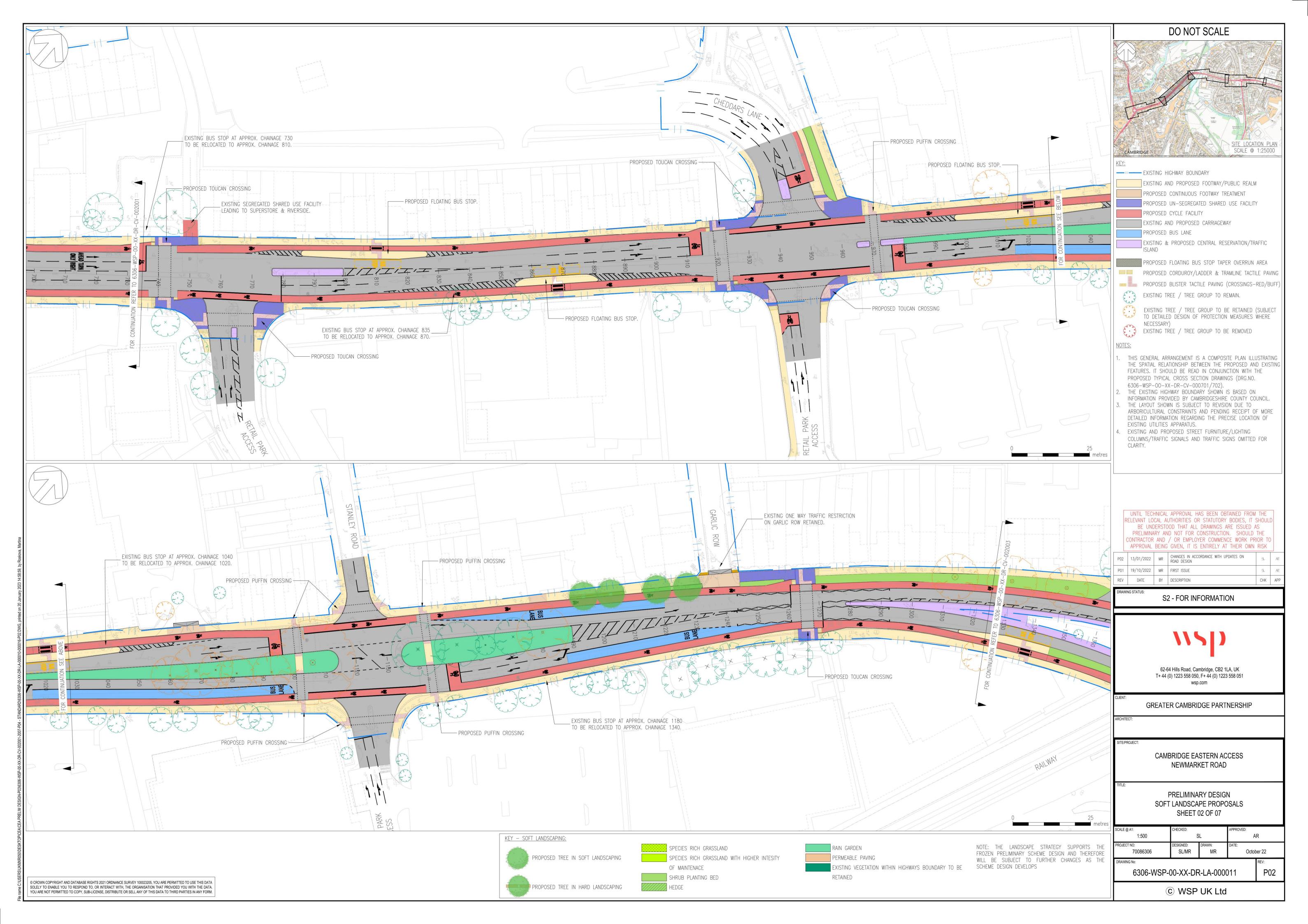
- 5.29. The incentive payment will be paid annually if triggered and will be based upon an agreed schedule.
- 5.30. The MSIS will apply only for an agreed period, to begin upon full occupation of the site. The MSIS will be subject to an agreed Lifetime Cap, representing a miss in each year over the agreed schedule period.

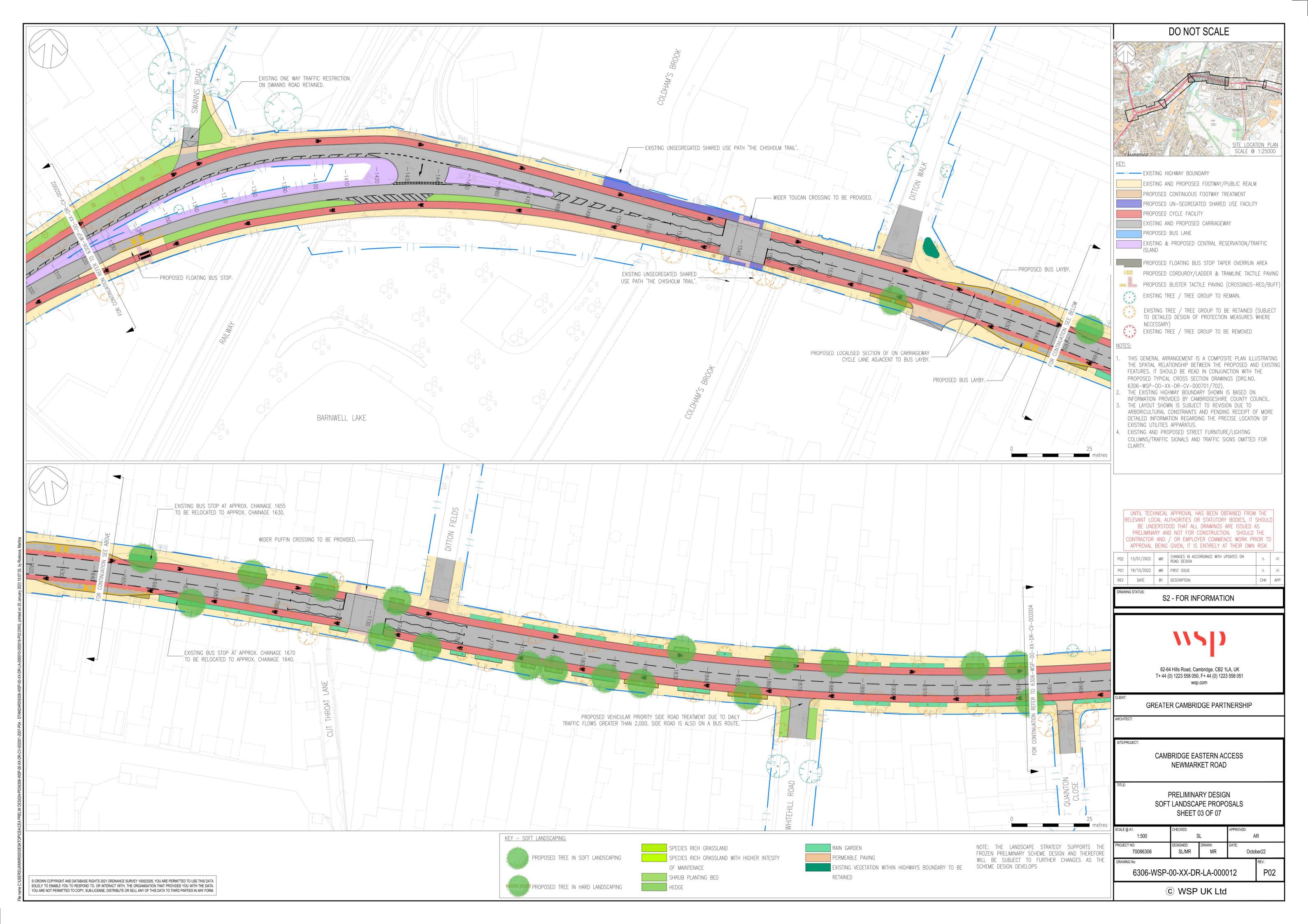


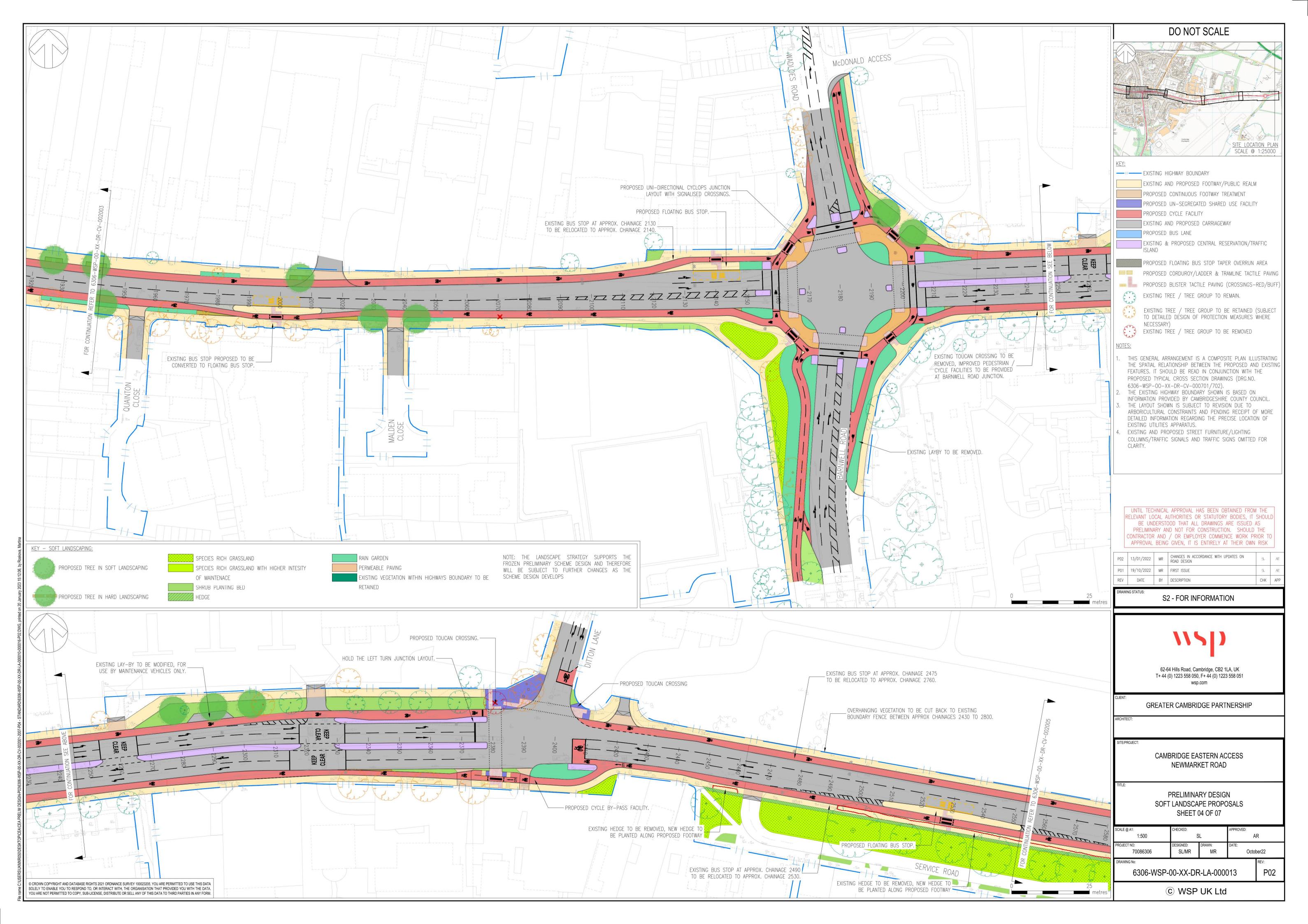
APPENDICES

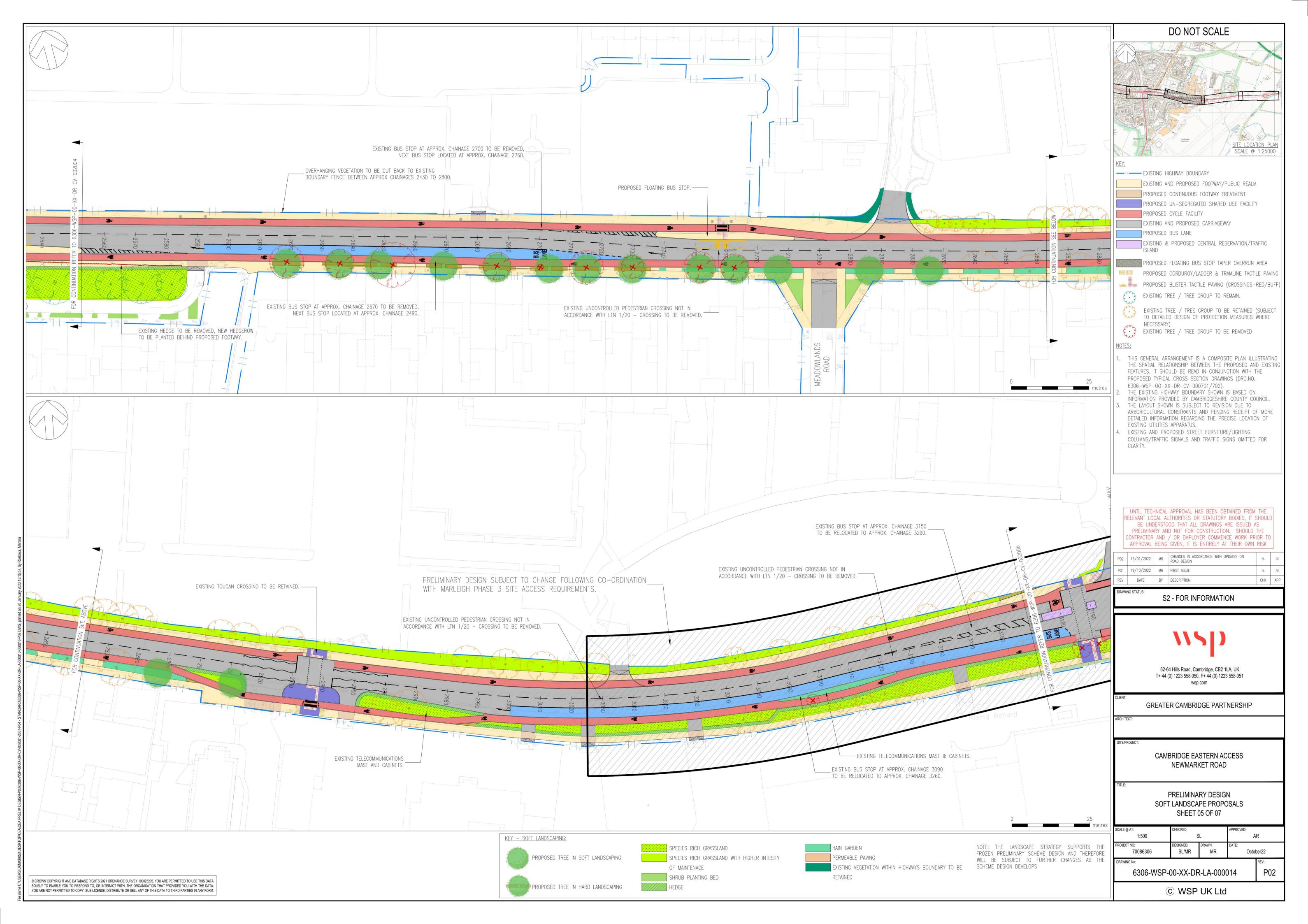
A. Newmarket Road Proposals

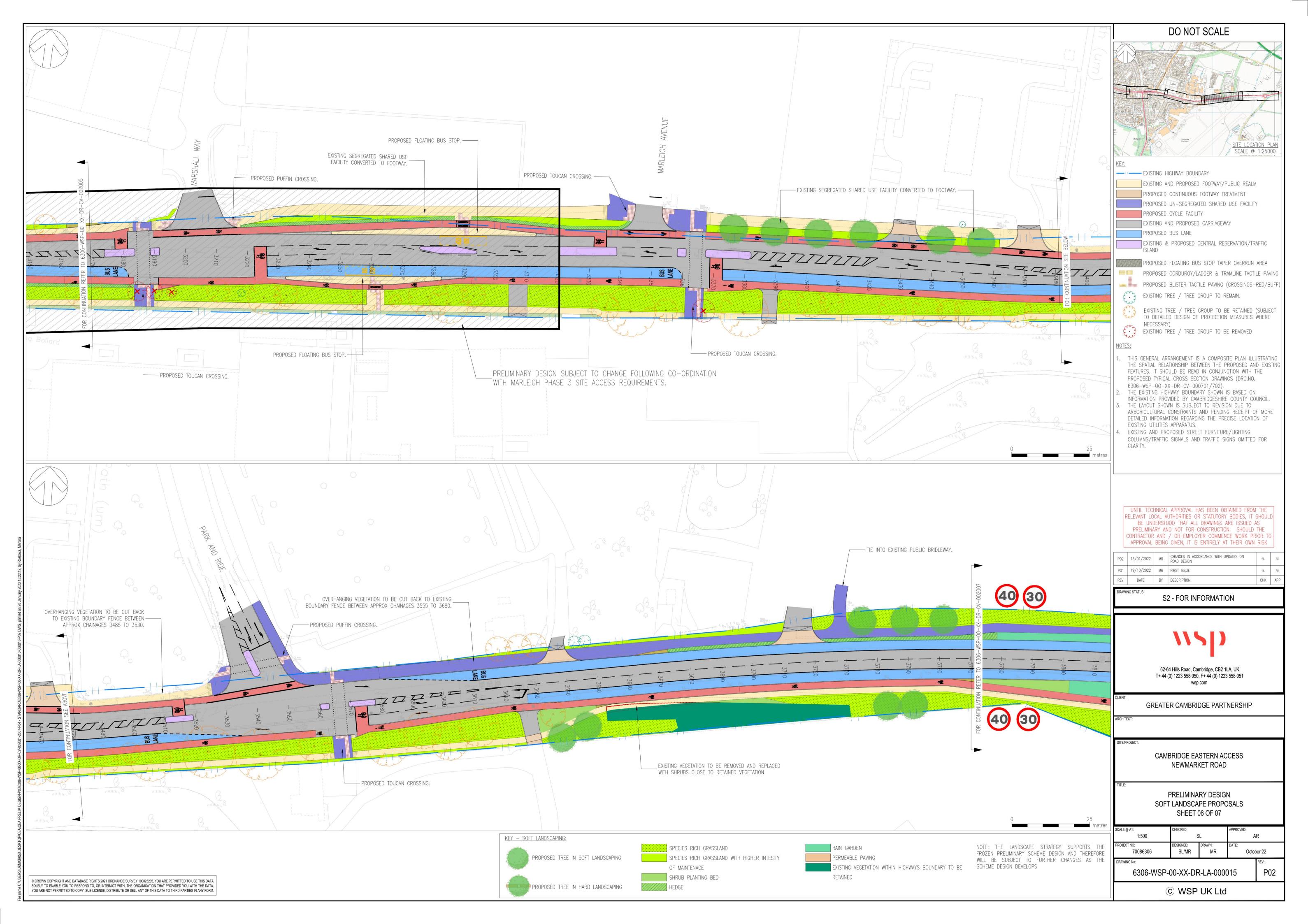


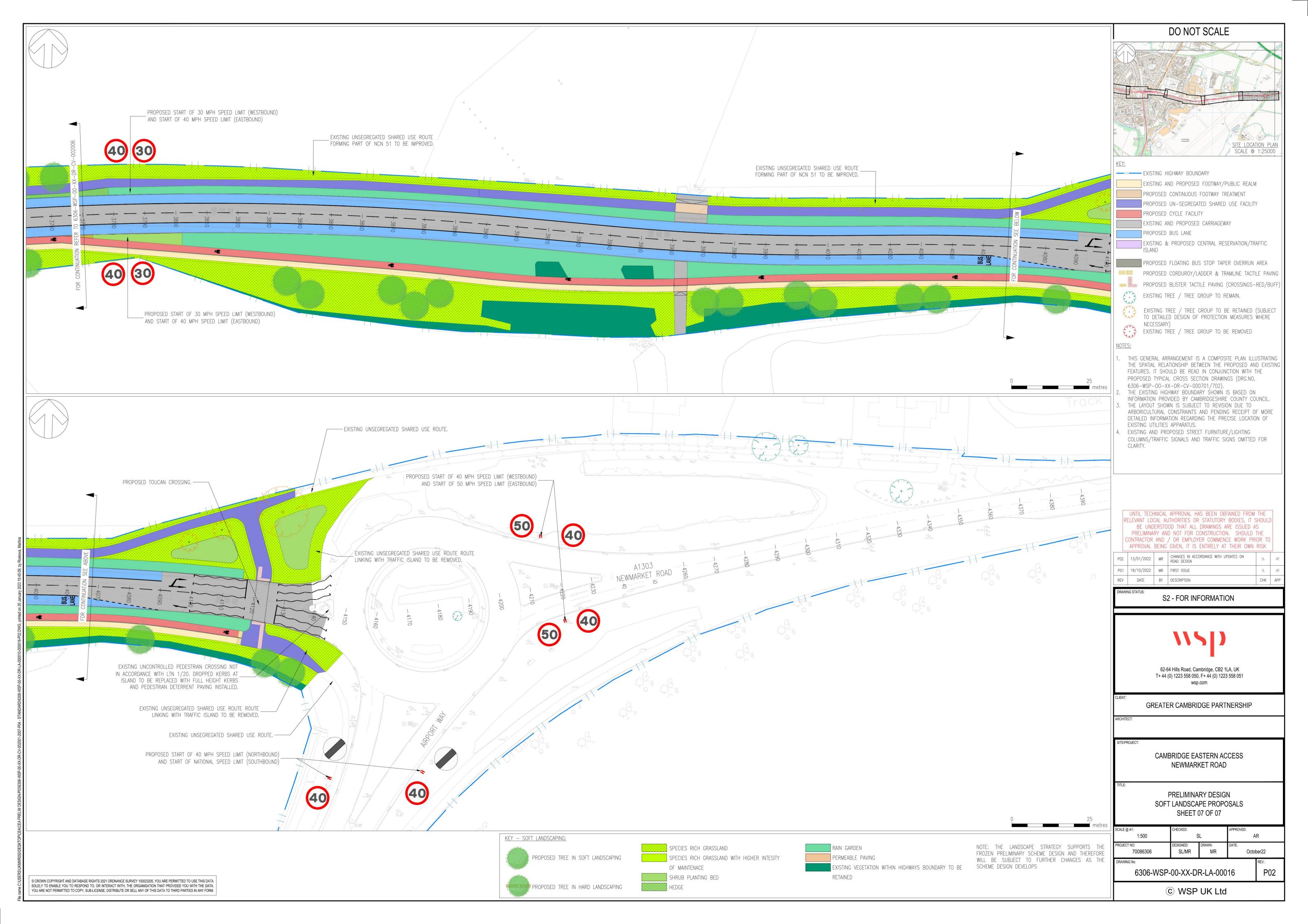














B. Site Layout Plan





We are Waterman, where every project matters

We deliver progressive, sustainability-driven environmental and engineering consultancy services across every sector. We think differently, and we're harnessing our collective expertise to deliver greener, healthier and well-connected communities, networks and built environments.

Based in strategic locations throughout the UK and Ireland, our team of specialists is at the forefront of tackling the climate emergency and forging a path to a Net Zero built environment.

UK & Ireland Office Locations

