

Appendix 1 - Integrated Parking Strategy Vision and Objectives

Table 1: Vision for Parking in Greater Cambridge

2022 reality	Future vision
<ul style="list-style-type: none"> Car as preferred/default mode for many, even for short trips (<i>50% of car trips in Cambridge are wholly within the city</i>) 	<ul style="list-style-type: none"> Walking, cycling, bus as preferred/ default mode for many people for most short trips Car trips in the city centre are exceptional and for specific needs (e.g. some Blue Badge holders, especially bulky purchases)
<ul style="list-style-type: none"> Congestion, busy car parks, overcrowded and unpleasant streets, carbon emissions, air pollution 	<ul style="list-style-type: none"> Busy cycle lanes, more bikes, busier buses – less congestion, cleaner air, less noise More pleasant streets and ‘liveable neighbourhoods’, with space reallocated to wider uses e.g. car clubs, pocket parks
<ul style="list-style-type: none"> Car trip access to destinations in the city frequently inefficient and expensive 	<ul style="list-style-type: none"> Many car trips supplanted by alternatives providing equal or superior access to destinations in the city
<ul style="list-style-type: none"> High demand for car parking through city, including in city core 	<ul style="list-style-type: none"> Demand for car parking largely satisfied by expanded travel hub / P&R network Reduced demand for car parking in city – current car parks (partially) re-purposed with accessibility and car share schemes main use; Increased demand for cycle parking matched by increased supply; Lower levels of car ownership, enabling better use of on-street capacity for wider uses
<ul style="list-style-type: none"> Car parking revenue vital for City and County budgets and service delivery 	<ul style="list-style-type: none"> Car parking revenue falling, identifying new income streams to replace any reduction in income to avoid impacts on service delivery
<ul style="list-style-type: none"> Uncoordinated, reactive, piecemeal approach 	<ul style="list-style-type: none"> Consistent approach with area parking plans linked to place and street typologies and network hierarchy

BOX 1 - INTEGRATED PARKING STRATEGY OBJECTIVES

ENVIRONMENT

1. Contribute to the decarbonisation of transport
 - a) through mode shift away from the private car
 - b) through a switch to electric and other zero emission vehicles
2. Contribute to improved air quality (including a reduction in NOx)
 - a) through mode shift away from the private car
 - b) through a switch to electric and other zero emission vehicles
3. Contribute to noise reduction in the urban area through reductions in traffic levels
- 4 Support the introduction of 'liveable neighbourhoods'
5. Support a reduction in the land area currently devoted to car parking and enable its repurposing for alternative uses, such as cycle parking or public amenity space
6. Contribute to the development and maintenance of high quality public realm

ECONOMY AND SUSTAINABLE, INCLUSIVE GROWTH

7. Support long-term economic vitality and sustainable and inclusive growth in a context of changing employment, retail and leisure travel patterns
8. Facilitate access to locations of economic activity
9. Make effective use of Council land and facilities to enable and encourage sustainable transport choices, including a reduction in private car ownership

REVENUE

10. Generate appropriate levels of revenue for Cambridge City Council and Cambridgeshire County Council to support service delivery, recognising that this may change in the medium term

TRAFFIC MANAGEMENT

11. Support the delivery of the County Council's traffic and highway network management duty, ensuring that traffic moves freely and safely (noting that 'traffic' includes all road users)
12. Contribute to a reduction in traffic congestion
13. Support a reduction in miles driven, especially (but not only) on short journeys