

**MAIDSTONE BOROUGH COUNCIL**

**CABINET MEMBER FOR ENVIRONMENT**

**REPORT OF ASSISTANT DIRECTOR OF ENVIRONMENT AND  
REGULATORY SERVICES**

**Report prepared by J Kitson**

**Date Issued: 12 August 2011**

1. **BRUNSWICK STREET PAY AND DISPLAY CAR PARK  
DISPOSAL**
- 1.1 Issue for decision
- 1.1.1 To consider declaring non-operational and surplus the Brunswick Street pay and display car park and adjacent garage premises (as outlined upon the plan attached as appendix 1 to the report) and that any final decision to dispose of the site is considered by the Cabinet Member for Corporate Services.
- 1.2 Recommendation of the Assistant Director of Environment and Regulatory Services
- 1.2.1 That the Cabinet Member agrees to declare the car park and adjoining garage premises non-operational and surplus and that the matter is forwarded to the Cabinet Member for Corporate Services for a final decision upon disposal of the site.
- 1.3 Reasons for recommendation
- 1.3.1 Brunswick Street pay and display car park has 66 parking bays and offers long stay parking. The car park is situated on the outskirts of the town centre within the South 2 residential zone.
- 1.3.2 The car park also offers overflow parking for South 2 resident parking permit holders after 18:30hrs during periods of high demand.
- 1.3.3 In recent years occupancy levels within Brunswick Street pay and display car park has declined, with average occupancy levels below 60% during the day and only 40% in the evening. The combined effect of the downturn in the economy and the availability of alternative long stay parking closer to the town centre, suggests that it is unlikely that occupancy levels will significantly improve and it is considered that usage will further decline.

- 1.3.4 The garage premises are leased on a contracted out agreement that terminates in December 2011 and will not be renewed. The Tenant has established itself in alternative premises.
- 1.3.5 A development proposed by a prospective purchaser offers an available parking area which may be utilised for residents during periods of high on street parking demand.
- 1.3.6 It is not considered that loss of the car park will significantly impact on local parking availability nor will it affect localised congestion as average 'on-street' occupancy levels within the South 2 resident parking bays is recorded at 74% during the day and 79% during the evening.
- 1.3.7 Pay and display equipment currently in operation within Brunswick Street car park can be redeployed to other pay and display parking facilities where demand is higher to ensure improved customer services.

1.4 Alternative actions and why not recommended

- 1.4.1 The Cabinet Member could reject the proposal to cease the use of the car park; however this would prevent the sale of the land.

1.5 Impact on corporate objectives

- 1.5.1 The proposal supports the Council's priorities for Maidstone to have a growing economy and for Maidstone to be a decent place to live.

1.6 Risk Management

- 1.6.1 Consideration must be given to the effect on local residents; however on street parking availability will remain good for local residents with continued permit holder parking within the resident parking bays.

1.7 Impact on Corporate Implications

1. Financial

2. Staffing

3. Legal

4. Equality Impact Needs Assessment

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|---|
| X |
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| X |

- 5. Environmental/Sustainable Development
- 6. Community Safety
- 7. Human Rights Act
- 8. Procurement
- 9. Asset Management

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1.7.1 Financial

The net income from Brunswick Street car park during the financial period 2010/11 was £47,505. An average weekly income of £896 equates to an average income of £13.58 per bay per week. It is anticipated that not all existing customers will migrate to other Council owned long stay parks, but competitor parking facilities south of the town centre are limited thus increasing the potential of customer retention by transfer to car parks such as College Road.

Income levels from car parking as reported in the first Quarter Budget Monitoring report are on target to meet budget expectations by year end. The medium term financial strategy assumes a strategic reduction in car parking income over the period 2011/12 to 2015/16.

1.8 Appendices

1.8.1 Appendix 1 –Car Park Plan

1.9 Background Documents  
None

**IS THIS A KEY DECISION REPORT?**

Yes

No

If yes, when did it first appear in the Forward Plan?

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This is a Key Decision because: .....

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Wards/Parishes affected: .....

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**How to Comment**

Should you have any comments on the issue that is being considered please contact either the relevant Officer or the Member of the Executive who will be taking the decision.

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