

Aberystwyth Seafront Parking Places and Parking Charges Proposal

On-street parking along the sections of Aberystwyth seafront designated as part of this proposal is currently regulated by Ceredigion County Council, with parking generally limited to specified hours, with designated bays for disabled parking, deliveries and certain vehicle classes (coaches and taxis) at various locations.

The proposal to introduce fees for on-street parking where none currently exist, attempts to strike a balance between the needs of local residents accessing local services and where they live/their homes; local businesses; University students; and visitors to the town.

Parking (both on-street and off-street) must be available in the right places and for the right purposes and the section of Aberystwyth seafront which is the subject of this proposed scheme is considered to be a 'premium', high demand location due to its proximity to both the town centre (day-to-day services, retail, and hospitality trade) and being situated along the seafront (supporting the hospitality trade and visitor attractions).

The proposal seeks to provide greater availability of vehicle parking on the seafront by increasing parking turn-over without having a negative impact on the economy of the town and well-being of its residents.

Based on examples of similar coastal towns elsewhere in Wales and across the UK, charged-for on-street parking schemes have been in place for many years, accepted by residents and visitors alike and have not in themselves been proven to be detrimental to the continued viability or prosperity of these towns as places to live, work or visit.

The proposal is designed to better manage parking demand within Aberystwyth and encourage use of the Council's car parks for parking demand that would be more appropriately met through off-street car park provision. The proposed benefits of the proposal are:

- Increased on-street parking turnover
- Anticipated increased trade
- Greater use of public transport and interchange between travel modes
- Reduced traffic congestion/improved traffic flow around traffic sensitive areas of the town
- Promote greater levels of active travel

Under the proposed scheme, Blue Badge holders would be exempt from charges and any time restrictions when parking in a charged for space subject to them displaying their Blue Badge in the prescribed manner. This exemption already applies in respect of limited waiting bays and therefore there would be no effective change or detrimental impact from the scheme in relation to on-street parking for blue badge holders.

It is proposed that the Promenade charging model will be:

2hrs	£3.50
4hrs	£5.00

and it is proposed that charging is introduced between Castle Point and Constitution Hill, meaning that charging will occur in all parking bays (excluding the dedicated Blue Badge holder only bays) along New Promenade (outside the Old College, King Street, Marine Terrace, and Victoria Terrace).