

On-street parking in Avebury

Finding solutions

What are the issues?

- Space to park safely on Avebury's roads is at a premium for residents and visitors alike.
- Signs discouraging but not prohibiting visitors from parking their cars in the High Street and in Green Street are in place half-way along the former and at the head of the latter.
- Double yellow lines were painted on parts of both roads some years ago. This can encourage visitors to believe that they may park their cars where there are no yellow lines. Much of the yellow lining has faded.
- Parking regulations in the village are not enforced except at the summer solstice.
- The National Trust provides a car park outside the centre of the village and charges those not members of the Trust or of English Heritage for using it.
- The Trust also manages a car park in the village. This is designated for the use of blue badge holders and residents' cars displaying the Trust's parking permit. Often unmonitored, it is frequently filled with other cars.

What have we done so far?

- The Avebury WHS Transport Strategy in 2015, to which the parish council contributed materially, had as one of its objectives the need for action “to diminish negative impacts of traffic and parking on the village and amenity of residents”.
- To achieve this, the strategy wanted to see on-street parking managed to help residents park near their homes, clear directions to drivers seeking key destinations, effort to disperse visitor arrival times, and management of parking capacity throughout the WHS to reduce focus on Avebury itself.
 - ❖ The parish council’s own contribution was to fund nine planters in the High Street, which have helped to reduce though not prevent on-street parking by non-residents.
- The strategy recognised that, where parking restriction is needed, so also is enforcement. Hence readiness to enforce must be a consideration in the design of the restriction envisaged.
- The strategy also set out design principles. For lining at the carriageway edge, it recommended primrose paint not the traditional bright yellow.
- In a similar way the strategy was alive to the adverse impact that signs can have on their surroundings and recommended the fewer, and the smaller, the better.

Possible ways forward

- Signs should be permissive rather than prohibitive, especially since they cannot be enforced. Those at the head of Green Street and mid-way down the High Street are advisory. Replacing them with ones reading “*cul de sac*” and wording making it clear that parking is only for residents might help to clarify the intention.
- The car park in the High Street should continue to be clearly marked as for the use of blue badge and resident permit holders and should also allow parking by those having short-term business in the village.
- Whilst yellow or primrose lines at the carriageway edge are unsightly in a WHS, they may perhaps be the most appropriate solution on the main roads.
- We like the recommendations proposed by the strategy because they address the various challenges for residents’ and visitors’ parking within an overall framework.
- The strategy also expresses a level of ambition appropriate to a WHS.
- We recognise that the current economic climate makes it very difficult to implement the strategy in its entirety in the near future but remain keen to work with other stakeholders to find solutions to today’s issues and concerns.
- **Other suggestions or views are welcome.**