

# PARKING PLAN FOR PROPOSED DAILY WEST HAMPSTEAD FOOD MARKET

## **Existing Parking Arrangements on Saturdays**

Very few customers drive to the market as our customer survey demonstrates as 95% of customers come from within a 1 mile radius of the market. Of the 30 stalls selling at the market 50-60% deliver to site and then need to carry out other deliveries in central London. Therefore on a weekly basis only around 10 vehicles on a Saturday need to find parking locally. As no CPZ is in place on Saturdays stalls either find on street parking if it is available or use the O2 centre Car Park on Finchley Road. Due to stalls arriving around 8am on Saturdays most residents in the area are still at home so market vehicles looking to park at this time will not be taking residents parking as it is already occupied from the night before. This approach could also be applied on Sundays.

## **Proposed Parking Arrangements Weekday.**

During the week most of the customers are intended to be commuters using the railway interchange it is expected that even fewer customers will drive to the market than at weekends.

The weekday market will be much smaller than the existing Saturday market. Permission is sought for 16 stalls but we anticipate a maximum of 10 stalls initially selling and then this can increase if demand is there. Of these 10 stalls at least 5 will be London based businesses who will deliver to the stall and not require parking in the local area.

For the remaining 5 businesses there are 4 options:

- Tie in delivery with other London deliveries to reduce the cost of paying to park locally ( most businesses will do this to try and minimise overheads)
- O2 centre car park Finchley Road – closest and a short walk on foot back to site- But the most expensive- lots of capacity early morning
- Travelodge Car Park Cricklewood- One train stop to market – cheapest parking nearby- lots of capacity
- Private rented parking space near by – from our research there are at least 20 parking spaces available during the week on private drives within 10 minute walking distance of the site available through websites such as:

[www.yourparkingspace.co.uk](http://www.yourparkingspace.co.uk)

[www.justpark.com](http://www.justpark.com)

# LOCAL PARKING OPTION MAP

