



Brent

Highways Committee
10 December 2013

Report from the Head of Transportation

For Action

Wards Affected:
Wembley Central, Alperton

Ealing Road CPZ - Zone E review

1.0 Summary

- 1.1 This report advises the committee of the outcomes of a review of the Zone E Controlled Parking Zone (CPZ), covering Ealing Road, Wembley following consideration of a petition that was presented to the Highway Committee on 17 July 2012.
- 1.2 The petition raised concerns about the level of pay & display charges in the Borough along with parking restrictions imposed by the Council in and around the Ealing Road area. It requested more free parking; reduced parking charges; parking restriction times to be reduced and; parking fees to be reduced.

2.0 Recommendations

- 2.0 That the Committee notes that the Council has listened to trader's concerns and has approved a new tariff structure to support traders and their customers. The new tariff structure was introduced on 14th October 13. As a result, the first 15 minutes parking has been reduced to 20p; pay and display tariffs have been reduced by up to 50% and; customers are now able to pay for parking in smaller time blocks. This tariff structure is now fully operational.
- 2.1 That the Committee notes that the outcomes of the consultation carried out in Zone E were not conclusive and, given the recent introduction of the new tariff structure for pay and display parking to support trader's and their customers, that no changes are made to the days or hours of operation of Zone E CPZ.
- 2.2 That the Committee notes that a £250k traffic safety scheme has been developed for Ealing Road as part of this year's Local Implementation Plan programme, and

that this scheme has been consulted over and will be implemented during the current financial year.

3.0 Background

- 3.1 The Ealing Road Controlled Parking Zone E (CPZ) was implemented in September 1999 after extensive consultation with local residents and businesses (the extent of E CPZ is shown in Appendix A). The parking controls of the Zone currently operate on Monday to Sunday, 8am to 9pm including bank holidays. The scheme is also located within the Wembley Protected Parking Scheme (WPPS) and the restrictions are extended to apply until midnight when there is an event at the stadium.
- 3.2 The scheme was implemented to protect local residents from commuter parking and long and short term parking generated by people using shops on Ealing Road.
- 3.3 In May 2012, a petition containing 5,381 signatures was received from Traders and local residents requesting that the Council re-consider the parking restrictions in zone E CPZ.
- 3.4 The petition raised concerns about the level of pay & display charges in the Borough. Petitioners also objected to the parking restrictions imposed by Council in and around the Ealing Road area and requested more free parking; reduced parking charges; parking restriction times to be reduced and; parking fees to be reduced
- 3.5 The petition was presented to the council's Highways Committee on 17th July 2012 and member's resolved that officers should undertake a review of the CPZ.
- 3.6 Officers consulted with local residents and businesses, who were invited to provide their suggestions on any alterations that could improve the operation of the CPZ and road safety in the area.
- 3.7 In addition to the CPZ review, member's will recall approving a two year funding package through the LIP programme to develop a safety scheme to address a poor accident record along Ealing Road (35 personal injury accidents over a three year period). £250k was allocated during 2013/14 to further develop and implement this safety scheme.
- 3.8 The proposed improvements include:
 - a) Construction of raised speed tables to provide safer crossing points.
 - b) Entry treatments at all side road junctions to create a level place for pedestrians to cross.
 - c) A new pedestrian refuge south of Montrose Crescent
 - d) Road markings to narrow the northern section of Ealing Road to help reduce traffic speeds and improve lane discipline.
 - e) Making the slip road outside Ealing Road library and the parade of shops one-way with new disabled parking bays.
 - f) Advance cycle stop lines at traffic signals.
 - g) Provision of cycle parking facilities; and

h) A general package of 'de-cluttering' to improve the streetscape.

3.9 This safety scheme will be implemented by April 2014 and will deliver a significant investment in the Ealing Road area.

4.0 CPZ Consultation

4.1 1,628 consultation packages were delivered by hand to residents and businesses of the zone during 2013. The consultation document was also sent to local Ward Councillors, residents' groups, organisation/interest groups, school and statutory authorities including the emergency services. A total of 607 questionnaires were returned.

4.2 The consultation results did not demonstrate a significant majority in favour of one specific option. For example:

- 32% wanted hours of control to be changed to 8.30-6.30
- 56% wanted the days of restriction to change to Monday to Friday.
- 19% didn't want change

Although there were slight majorities in favour of certain options, there was no clear majority.

4.3 In addition to the differing opinions on preferred options, there was a disparity in requirements between different streets and "areas" within the zone, for example:

- The area to the south-west and south-east of Ealing Road wanted reduced operating hours;
- The area to the east of Ealing Road wanted the times and days of operation to stay the same;
- The area to the north-east of the zone had mixed results but generally showed more support for less reduction in operating hours and days.

When analysing the zone by area, majority support for options therefore varied significantly, with some residents wanting major change, others wanting none and some preferring less radical changes to times and days.

4.4 One of the key elements of the petition was local trader's wish to reduce the cost of parking and provide more free parking for customers.

4.5 The Council takes trader's concerns very seriously and has been actively looking at ways in which parking charges can be reduced and simplified for users. As a result on 14th October 13 (after the original petition was considered and following completion of the CPZ consultation), the Council implemented a radical change to its parking tariffs and methods of charging. This change has resulted in significant reductions in parking charges, for example:

- Shoppers wishing to park for up to 15 minutes will only need to pay 20p;
- Costs for 1hour parking have reduced from £2.40 to £2;
- Costs for 2 hours parking have reduced from £6 to £4; and
- Charges are now applied for smaller time periods, so that customers can buy more time with every 20p they pay.

- 4.6 This change has been delivered through a £500k investment by the Council and is a direct result of customers telling us that they wanted lower cost and better value parking charges.
- 4.7 In light of these recent positive changes to make parking more affordable, and given that the consultation has shown no clear consensus over the times and periods of operation of parking restrictions in E CPZ, it is proposed to make no changes to existing hours or days of operation at the present time.
- 4.8 Implementation of the £250k safety scheme designed for the Ealing Road corridor will proceed before April 2014.

6.0 Financial Implications

- 6.1 Up to £20k of capital funding was identified to review the CPZ and make amendments if found necessary. Costs for consultation have been recovered from capital funds and any savings against this budget will be utilised to deliver other approved LIP capital schemes within the Borough.
- 6.2 All associated funding is provided by Transport for London through the Local Implementation Plan settlement. Staff time and costs are recovered through LIP and there are no direct revenue implications for Brent.

7.0 Legal Implications

- 7.1 There are no legal implications arising from this report and its recommendations at this time.

8.0 Diversity Implications

- 8.1 There are no equality and diversity implications arising from this report at this time.

Background Papers

Highway Committee Report of 17 July 2012

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APPENDIX A



