

<b>TITLE: VIOLET AVENUE AND LAVENDER ROAD, HILLINGDON – PETITION REQUESTING A “STOP &amp; SHOP” PARKING SCHEME</b>	
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<b>Cabinet Portfolio</b>	Planning and Transportation
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<b>Report Author</b>	Steve Austin
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<b>Papers with report</b>	Appendix A
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## HEADLINE INFORMATION

<b>Purpose of report</b>	To inform the Cabinet Member that a petition organised by a shopkeeper in the Violet Avenue shopping parade has been submitted requesting the Council to introduce parking controls which will help to retain viability of the shops with customer parking facilities.
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<b>Contribution to our plans and strategies</b>	The request can be considered in relation to the Council's strategy for the control of on-street parking.
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<b>Financial Cost</b>	There are none associated with the recommendations to this report.
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<b>Relevant Policy Overview Committee</b>	Residents' and Environmental Services
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<b>Ward(s) affected</b>	Yiewsley
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## RECOMMENDATION

**That the Cabinet Member**

- 1. Discusses with petitioners their concerns with parking on Violet Avenue**
- 2. Subject to above, asks Officers to design a limited time waiting restriction scheme for the service road on Violet Avenue between Nos. 53 and 65 and consult the occupiers if they would like the restrictions or a “Stop & Shop” scheme or retain the existing arrangements.**

## INFORMATION

### Reasons for recommendation

It would appear there is significant support for the introduction of parking controls outside the shopping parade in Violet Avenue and that in accordance with the Council's usual procedures to

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consult those most affected on options to introduce limited time waiting restrictions, a “Stop & Shop” scheme or no change to the existing arrangements.

### **Alternative options considered**

These would form part of any further consultation with shopkeepers and residents of Violet Avenue.

### **Comments of Policy Overview Committee(s)**

None at this stage

### **Supporting Information**

1. A petition organised by a shopkeeper in Violet Avenue has been submitted to the Council under the following heading:

*“People leave their cars and vans on the services road, we need short term “Pay & Display” scheme or if possible single yellow line (time limit) as we are losing more and more business everyday. Our customers can not find parking so they just go elsewhere shopping, so we need to do something about it”.*

2. The petition has been signed by 145 people, which includes 6 business occupiers of the shopping parade along the service road.
3. The shopping parade is located between Nos. 53 and 65 Violet Avenue and is indicated on Appendix A attached. Violet Avenue is south of and close to Hillingdon Hospital and recently an extension to the Residents Permit Parking Scheme has been introduced which now extends into Violet Avenue at the eastern end. It would appear these controls have caused a transfer of parking further west along Violet Avenue which is now affecting viability of the shopping parade. Along the frontage of the shopping parade is a service road which should be providing convenient parking for customers to the shops. It is noted the petition is asking for parking controls on Violet Avenue outside the shops and also in Lavender Road. The latter part of the request is considered to be the western arm which largely has no residential frontage. It would appear the petition organiser considers a scheme should comprise the service road and the western arm of Lavender Road.
4. The petitioners have requested either a limited time Waiting Restriction Scheme or a “Stop & Shop” parking scheme. These are options the Council puts to residents and business occupiers when consulting if they would like parking controls. Limited time waiting restrictions will prohibit long term parking but if in this area it is associated with Hillingdon Hospital, short time period restrictions may not necessarily deter parking as hospital visits are generally shorter than stays by commuters. A “Stop & Shop” scheme deals more successfully with the turnover of available parking spaces and it is available all day with a limit on the time motorists can park. It could be expected for users of the shops on Violet Avenue, parking stays would be short. The petitioners appreciate the benefit of allowing customers to park ‘free’ for the first half hour.

5. It is suggested to the Cabinet Member that he discusses with petitioners their issues with parking and confirm they would like to be consulted on the options for limited time waiting restrictions or a “Stop & Shop” scheme to address their concerns.

## **Financial Implications**

There are none associated with the recommendations to this report as preliminary design and consultation can be undertaken with existing in house resources. However, if subsequently the Council were to consider the introduction of a “Stop & Shop” parking scheme, a bid would required to be made for an allocation from the Parking Revenue Account surplus for the necessary funding.

## **EFFECT ON RESIDENTS, SERVICE USERS & COMMUNITIES**

### **What will be the effect of the recommendation?**

To allow the Cabinet Member to discuss further with petitioners their concerns with parking and then to consider if consultation should be undertaken on a limited time waiting restriction scheme or a “Stop & Shop” scheme or both.

### **Consultation Carried Out or Required**

An essential part of the Council’s proposal for parking schemes is to undertake extensive consultation both prior to approval of a scheme and following statutory consultation.

## **CORPORATE IMPLICATIONS**

### **Corporate Finance**

### **Legal**

There no are no special legal implications for the proposal for an informal consultation.

## **BACKGROUND PAPERS**

Petition received 5<sup>th</sup> Oct 2009