



Democratic Services

Location: Phase II
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**To: COUNCILLOR JONATHAN BIANCO
CABINET MEMBER FOR PROPERTY, HIGHWAYS
AND TRANSPORT**

c.c. All Members of the Property, Highways and
Transport Select Committee
c.c. Hayley Thomas, Place Directorate
c.c. Ward Councillors for West Drayton

Date: 2 April 2024

Non-Key Decision request

Form D

MULBERRY PARADE, WEST DRAYTON - OBJECTIONS TO PROPOSED 'STOP & SHOP' PARKING SCHEME

Dear Cabinet Members,

Attached is a report requesting that a decision be made by you as an individual Cabinet Member. Democratic Services confirm that this is not a key decision, as such, the Local Authorities (Executive Arrangements) (Meetings and Access to Information) (England) Regulations 2012 notice period does not apply.

You should take a decision **on or after Wednesday 10 April 2024** in order to meet Constitutional requirements about publication of decisions that are to be made. You may wish to discuss the report with the Corporate Director before it is made. Please indicate your decision on the duplicate memo supplied, and return it to me when you have made your decision. I will then arrange for the formal notice of decision to be published.

Liz Penny
Democratic Services

Title of Report: Mulberry Parade, West Drayton – Objections to Proposed 'Stop & Shop' Parking Scheme

Decision made:

Reasons for your decision: (e.g. as stated in report)

Alternatives considered and rejected: (e.g. as stated in report)

Signed Date.....

Cabinet Member for Property, Highways and Transport

MULBERRY PARADE, WEST DRAYTON – OBJECTIONS TO PROPOSED ‘STOP & SHOP’ PARKING SCHEME

Cabinet Members	Councillor Jonathan Bianco
Cabinet Portfolios	Cabinet Member for Property, Highways and Transport
Officer Contact	Hayley Thomas – Place Directorate
Papers with report	Appendix A – General arrangement drawing

HEADLINES

Summary	To inform the Cabinet Member that an objection has been received to the proposed ‘Stop & Shop’ parking scheme in Mulberry Parade, West Drayton
Putting our Residents First Delivering on the Council Strategy 2022-2026	<p>This report supports our ambition for residents / the Council of: Live in a sustainable borough that is carbon neutral.</p> <p>This report supports our commitments to residents of: A Thriving Economy.</p>
Financial Cost	The cost associated with the recommendations to this report is estimated at £12,000 and will be fully funded from the Town Centre & Shopping Parades Initiative 2023-24
Relevant Select Committee	Property, Highways and Transport Select Committee
Relevant Ward(s)	West Drayton Ward

RECOMMENDATIONS

That the Cabinet Member for Property, Highways and Transport:

- 1) Considers the objection received from the statutory consultation for the proposed ‘Stop & Shop’ parking scheme in Mulberry Parade, West Drayton; and**
- 2) Approves the installation of the ‘Stop & Shop’ parking scheme in Mulberry Parade as proposed.**

Reasons for recommendations

The recommendations will support the local businesses by creating a turnover of parking spaces and form part of the overall improvements scheme for the area.

Alternative options considered

The Cabinet Member could decide not to proceed with the installation of a 'Stop & Shop' parking scheme in Mulberry Parade.

Select Committee comments

None at this stage.

SUPPORTING INFORMATION

1. Mulberry Parade is a small Council owned shopping parade with eleven independent businesses within the West Drayton Ward. Public realm improvements as part of the Town Centre & Shopping Parades Initiative (2023/24) have been approved and include:
 - New paving throughout the shopping parade.
 - Upgrading all street furniture, including bins and cycle stands.
 - Landscaping scheme with robust, drought tolerant, low maintenance planting to support local biodiversity and air quality with the potential for community planting.
 - Upgrading the LED street lighting.
 - Unique branding for the parade including a wall mural, shutter art and footpath graphics.
2. A petition with 62 signatures was received from residents and businesses of Mulberry Parade requesting a 'Stop & Shop' parking scheme for the parade. With the petition demonstrating strong support for a scheme, it was agreed by the Cabinet Member and local Ward Members to include the request as part of the regeneration project for the area.
3. The statutory consultation process started on 10 January 2024 and ran until 31 January 2024. This involved the placing of advertisements in the local press and the display of public notices on site. A formal consultation letter was also sent to the business premises along the parade.
4. During the statutory consultation, the Council received one objection from a local business with the following concerns:

"This is a small shopping Parade that never has problems with parking, all I can see is this is an expensive exercise to bring in little revenue, the only way we get busy is because there is free unlimited parking, customers visiting me are grieving and the last thing they need to worry about is getting a ticket, I have my business here for 5 years and not once

have I seen a problem with parking outside the shops, you already have a carpark for the other side of the parade, this clearly is going to cost us small businesses to close if this comes into place, on what evidence do you have that there's a problem? please save the public money and give the car drivers, customers and shop keepers a break"

The objector refers to an existing car park within the parade and implies that any further parking controls for the area in addition to the car park, will have a detrimental effect on the businesses in the parade. The existing layby parking area, whilst marked for parking bays, does not have a valid traffic regulation order to allow their area to be enforced by the Council's Civil Enforcement officers. The proposed scheme looks to introduce the required traffic regulation order to allow this area to be managed. There are no other proposals for further parking controls or the creation of further parking areas within the parade.

The purpose of introducing a 'Stop & Shop' parking scheme is to create more available parking for shoppers by removing all day parking. The maximum stay of two hours will ensure there is a good turnover of parking spaces to promote and maintain the viability of the parade. In common with all new parking management arrangements, the scheme will be reviewed, potentially after 12 months, to determine that the objectives of the scheme are being met.

5. Following consideration of the single objection received and the strong support for a scheme through the submission of the initial petition, which received 62 supporting signatures from local residents and businesses, it is recommended that the Cabinet Member approves the implementation of a 'Stop & Shop' parking scheme in Mulberry Parade as proposed.

Financial Implications

Budget £1,304k, Previously Released / Pending Release £865k

The estimated cost of £12k in this objection report is associated with the proposed 'Stop & Shop' parking scheme as detailed in the main body of the report.

This estimated cost of £12k has already been included within the Town Centres and Shopping Parades Initiatives 2023/24 Capital Release No 2 Report for £405k for the Public Realm Improvement at Mulberry Parade, which was approved for release from the Town Centres and Shopping Parades Initiatives 2023/24 capital budget with effect from 19 October 2023. Therefore, no further capital release is being requested through this report.

RESIDENT BENEFIT & CONSULTATION

The benefit or impact upon residents, service users and communities

The proposals aim to promote the turnover of spaces for customers visiting the parade and maximising on-street parking availability for residents.

Consultation carried out or required

Statutory consultation has been carried out on this proposal through a notice on site and in the local press. Local Ward Councillors have also been consulted.

CORPORATE CONSIDERATIONS

Corporate Finance

Corporate Finance has reviewed the recommendations to this report and concurs with the financial implications as set out above. Noting, the estimated cost of £12k was contained within the £405k for the Public Realm Improvement at Mulberry Parade which was approved for release with effect from 19 October 2023.

Legal

The Council's power to make orders recommended in this report is set out in Part I of the Road Traffic Regulation Act 1984.

The consultation and order making statutory procedures to be followed in this matter are set out in The Local Authorities' Traffic Orders (Procedures) (England and Wales) Regulations 1996 (SI 1996/2489). This requires the Council to consider all objections made (Regulation 13).

Pursuant to section 122 of the Road Traffic Regulation Act 1984, in considering the consultation responses, the Council must balance the concerns of the objectors with the statutory duty to secure the expeditious, convenient, and safe movement of vehicular and other traffic.

Further, the Council must ensure that there is a full consideration of all representations including those which do not accord with the officer's recommendation; the Council must be satisfied that responses from the public were conscientiously taken into account. The Council must also be mindful of its public sector equality duty under section 149 of the Equality Act 2010.

Where the Council does not wholly accede to any objection, it must provide reasons for this in its notification of the making of an order to any person that has objected and not withdrawn the objection pursuant to Regulation 17(3)) of LATOPR 1996.

Whenever necessary legal advice is given in relation to specific issues as they arise to ensure that the Council always meets its legal obligations.

Infrastructure / Asset Management

N/A.

BACKGROUND PAPERS

Petition received.

TITLE OF APPENDICES

Appendix A – General arrangement drawing.

