

## READING BOROUGH COUNCIL

### REPORT BY EXECUTIVE DIRECTOR OF ECONOMIC GROWTH AND NEIGHBOURHOOD SERVICES

TO:	TRAFFIC MANAGEMENT SUB-COMMITTEE		
DATE:	12 <sup>th</sup> NOVEMBER 2020	AGENDA ITEM:	7
TITLE:	ON-STREET PAY AND DISPLAY (OXFORD ROAD AND WOKINGHAM ROAD LOCAL CENTRE) TARIFFS		
LEAD COUNCILLOR:	COUNCILLOR PAGE	PORTFOLIO:	STRATEGIC ENVIRONMENT, PLANNING & TRANSPORT
SERVICE:	PLANNING, TRANSPORT AND REGULATORY SERVICES	WARDS:	NORCOT, BATTLE, ABBEY, PARK
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#### 1. PURPOSE OF REPORT AND EXECUTIVE SUMMARY

- 1.1 To seek approval for an on-street pay and display tariff along the Oxford Road (two sections) and Wokingham Road local centre.
- 1.2 To retain the current 30-minute free parking within the Oxford Road local centre (Bedford Road to Grovelands Road) and set a tariff of charges between 8am to 8pm up to a maximum stay of 2 hours.
- 1.3 To retain the current 30-minute free parking within the Wokingham Road local centre and set a tariff of charges between 8am and 8pm up to a maximum stay of 2 hours.
- 1.4 To set a tariff of charges on the Oxford Road between the town centre and Bedford Road between 8am to 8pm
- 1.5 The tariffs for each section are set out in 5.5.

#### 2 RECOMMENDED ACTION

- 2.1 That members of the Sub-Committee note this report.
- 2.2 That the Assistant Director of Legal and Democratic Services be authorised to undertake the statutory advertisement processes for the tariffs set out in 5.5.

### **3. POLICY CONTEXT**

- 3.1 The proposals align with the principles of the Council's Local Transport Plan (LTP), Local Cycling, Walking and Infrastructure Plan (LCWIP) and the priorities set out in the Council's Corporate Plan.
- 3.2 Increasing the maximum stay time from the current 30 minutes to 2 hours provides greater opportunity for people to visit local businesses for longer and support the local economy.
- 3.3 The management of parking is a duty placed on the council under the provisions of the Traffic Management Act 2004.

### **4. BACKGROUND**

- 4.1 The current on-street parking along the Oxford Road and Wokingham Road local centres only allows 30 minutes maximum stay (with no return within 1 hour). This 30-minute parking period is difficult to enforce as a Civil Enforcement Officer is required to return after 30 minutes of the initial observation then allow a 10-minute mandatory grace period before enforcement action. Consequently, the 30-minute parking on the Oxford Road results in significant abuse with cars parked longer than the restriction allows thus reducing access to the businesses and services being offered.

### **5. PROPOSAL**

- 5.1 In determining the changes to the waiting restrictions within the Oxford Road and Wokingham Road local centres it is clear the current 30-minutes parking is not long enough for most of the activities that take place. For example, there are many beauty shops and hair salons along the Oxford road and 30-minute parking is not long enough to allow customers to use these services. Consequently, there is much abuse of the waiting restrictions which are also difficult to enforce. This abuse makes it very difficult to find a space on-street at times which will be having a negative impact on trade, particularly passing trade. Despite these challenges there is a thriving economy within these two local centres and improved management of the on-street parking, with an extended parking time, will improve access to kerbside space and increase business.
- 5.2 This proposal extends the maximum length of stay in both the Oxford Road and Wokingham Road local centres from 30 minutes to 2 hours. For the section of Oxford Road from the town centre to Russell Street it is proposed to adopt the town centre charging model but with a cheaper initial 20 minutes of 50 pence. This promotes the local businesses whilst avoiding the additional time just being an extension of parking for the town centre. The remainder of the Oxford Road (local centre) and Wokingham Road local centre the initial 30 minutes remains free as it is now with the increased 2 hours maximum period charged. This strikes a balance in promoting local business whilst encouraging more sustainable localised travel for longer stays thus helping the Council achieve its climate emergency objectives.

- 5.3 In the development of this scheme consideration was given to the local parking needs and how other on-street parking schemes had performed. As already highlighted these local centres only allow for 30-minutes parking. But, within the Oxford Road in particular, there is also a mix of loading bays, goods only loading bays and disabled parking bays. These are free and remain free as a result of this proposal. In addition, free parking is provided at Tesco with the large car park accessible from Portman Road and the smaller car park on the Oxford Road. The free parking as a part of the resident permit scheme within the side streets will remain as it was before so there is no change. Furthermore, disabled drivers can park in the P&D bays without paying as long as they display their blue badge.
- 5.4 The pay and display scheme for both Oxford Road and Wokingham Road local centres have already gained approval and the statutory processes are complete. The purpose of this report is to agree the tariff for the extended parking period.

5.5 The proposed tariffs are:

Oxford Road

- Section 1: Town Centre to Bedford Rd - Tariff to reflect town centre structure and tariff but with a reduced charge of 50p for the initial 20 minutes.
  - up to 20mins 50p
  - up to 40 mins £1.20
  - up to 1 hour £1.60
  - up to 1 hour 20 mins £2.20
  - up to 1 hour 40 mins £2.70
  - up to 2 hours £3.20
- Section 2: Local Centre - Bedford Road to Grovelands Road first 30mins free - remainder of the tariff in 30- minute segments up to a maximum stay of 2 hours:
  - up to 30mins free
  - up to 1 hour £1.60
  - up to 1 ½ hour £2.50
  - up to 2 hours £3.20

Wokingham Road local centre

- up to 30mins free
- up to 1 hour £1.60
- up to 1 ½ hour £2.50
- up to 2 hours £3.20

## 6. FINANCIAL IMPLICATIONS

- 6.1 None from this report as the principles of on-street charging for both the Oxford Road and Wokingham Road local centre has already been established and agreed. The income generated from on-street parking charges is used to support the transport services offered by the council.

## 7. CONTRIBUTION TO STRATEGIC AIMS

7.1 On-street parking charges support the aims and objectives of the Local Transport Plan and helps to deliver the following Council Priorities:

- Keeping Reading's environment clean, green and safe
- Ensuring the Council is fit for the future

## **8. COMMUNITY ENGAGEMENT AND INFORMATION**

8.1 Statutory consultation of on-street parking charges for both the Oxford Road and Wokingham Road local centre has already been advertised and objections considered by the Traffic Management Sub-committee. Setting of the tariff requires a public notice within the local media.

## **9. EQUALITY IMPACT ASSESSMENT**

9.1 Under the Equality Act 2010, Section 149 the Council must, in the exercise of its functions, have due regard to the need to:

- Eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act.
- Advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it.
- Foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

9.2 Setting a parking tariff has no direct impact on any groups with protected characteristics.

## **10. LEGAL IMPLICATIONS**

10.1 A 'Notice of Variation of Charges of On Street Parking Places' will be made and locally advertised in accordance with the Road Traffic Regulation Act 1984.

## **11. ENVIRONMENTAL AND CLIMATE CHANGE IMPLICATIONS**

11.1 Transport is the biggest greenhouse gas emitting sector in the UK accounting for around 27% of total carbon emissions. As set out in the draft Climate Emergency Strategy this figure is lower in Reading with transport accounting for around 20% of carbon emissions, however significant investment in sustainable transport solutions is vital in order to respond to the Climate Emergency declared by the Council in February 2019 and to help achieve our target of a carbon neutral Reading by 2030.

## **12. BACKGROUND PAPERS**

12.1 Traffic Management Sub-committee reports.