RED ROUTE - READING

Why do we need a Red Route?

'Purple 17' is by far Reading's busiest and best used bus service. More than 4.5 million individual journeys were made on 'purple 17' bus route last year – that's more than 90,000 trips every week.

It is also Reading's longest bus route. It runs from Tilehurst in the west, along Norcot Road and the Oxford Road and through the town centre. It then runs east along the Kings Road, through Cemetery Junction and along the Wokingham Road.

Reading continues to grow. We need to encourage even more people to choose public transport as a way of getting around town. One way of doing that is to keep bus services quick, easy and reliable by giving buses priority and reducing delays for bus passengers. A Red Route along this important bus corridor will help us achieve that by preventing drivers from stopping or parking along this busy route and disrupting the flow of traffic for buses and for other road users.
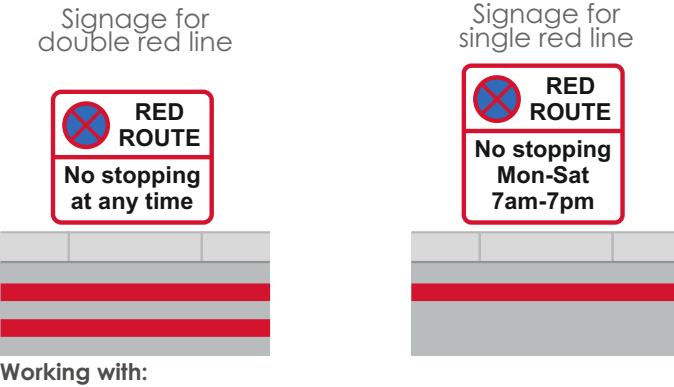
The Council also regularly lobbied on safety concerns from residents and road users relating to vehicles double-parking along the busy route, or cars illegally parking or part-parking on pavements. The introduction of a Red Route will help prevent this through more effective enforcement, which will create a safer environment for local residents, pedestrians and cyclists.

How will the Red Route Work?

'Where double red lines are marked, it means **no stopping at any time, even for short periods of loading or unloading.** The restriction would apply 24 hours a day. 7 days a week and 365 days a year. Restrictions would be enforced by CCTV cameras positioned along the route. Penalty Charge Notices (PCN) could be issued to vehicle drivers who ignore the restriction.

Only disabled blue badge holders and hackney carriages (black cabs) would be permitted to stop on the double red lines to allow for boarding and alighting only, as well as emergency services.

Where single red lines are marked, drivers can only stop or park in accordance with the signed restrictions on that stretch of road. Again, the restrictions would be enforced by CCTV and penalty charge notices would be issued to vehicles ignoring those restrictions.
Below are examples of each type of signage:

Signage for double red line

RED ROUTE
No stopping at any time

Signage for single red line

RED ROUTE
No stopping
Mon-Sat
7am-7pm

Working with:

pba
peter brett

Where can people park or stop?

The Council knows that parking bays are an essential part of any red route scheme. Again, it is important to note that the Council intends to retain all existing parking, loading and disabled bays along the length of the route wherever possible as part of the red route proposal.

People will therefore be able to park and stop in existing parking bays along the length of the route in accordance with local restrictions. These restrictions are outlined on signposts located nearby.

Where there is a single red line, drivers can only stop or park in accordance with the signed restrictions on that stretch of road.

There is no parking or stopping on double red lines at any time (unless for boarding and alighting for disabled blue badge holders or Hackney Carriages)

As part of the informal consultation process, the Council will look to identify opportunities to introduce additional loading or parking bays, or more flexible parking restrictions, where possible and where they may benefit local businesses or residents.

Where can you Load/Deliver?

Loading bays are an essential part of any red route as they allow local businesses (and the public) to make deliveries and receive them. Existing loading bays will be maintained along the length of the route as part of the Red Route proposal. Existing loading bays along the Number 17 route have variable time restriction, and this will remain the case where possible.

Apart from existing loading bays, no loading or unloading would be permitted along the Red Route.

As part of the informal consultation process, the Council will look to identify opportunities to introduce additional loading bays, or more flexible loading bay restrictions, where possible and where they may benefit local businesses or residents.

Permits for Special Activities

Red Routes are used to prevent delays to all other road users and keep traffic moving. If you stop or park your vehicle on a Red Route outside permitted hours you are likely to receive a penalty charge notice (PCN).

The Council understands there will be particular activities where special dispensation may be needed however. Examples may include residents moving house, businesses receiving or making bulky deliveries or people undertaking building works.

As part of the Red Route proposals, the Council proposes to create a permit scheme (which will be free during the experimental phase). The permits will offer either residents or businesses the opportunity to carry out these special activities outside of the permitted restrictions.

Permits would be required to either load or unload for longer than a bay's time limit, or to park on red lines during restricted hours.

Permit applications will be made to Reading Borough Council.

Red Route proposal for bus route 17

The Council is proposing to introduce a red route along the length of the number 17 bus route. This is to help keep key public transport moving, prevent delays for bus passengers and improve safety for pedestrians and cyclists and local residents.

Red Routes are 'no stopping' restrictions which have been successfully used in London for many years to help reduce delays along important bus corridors.

The proposal in Reading is for a red route made up of a combination of double red and single red lines, which would mirror the existing single yellow and double yellow lines along the route.

Double red marking would mean no stopping at all times – Monday to Sunday – including for short periods of loading or unloading. Single red lines would mean stopping during permitted hours only.

It is important to note that the Council wherever possible intends to retain all existing parking, loading and disabled bays along the length of the proposal. There will also be the opportunity to introduce additional parking bays and more flexible parking along certain sections of the route, where it would benefit local businesses or residents.
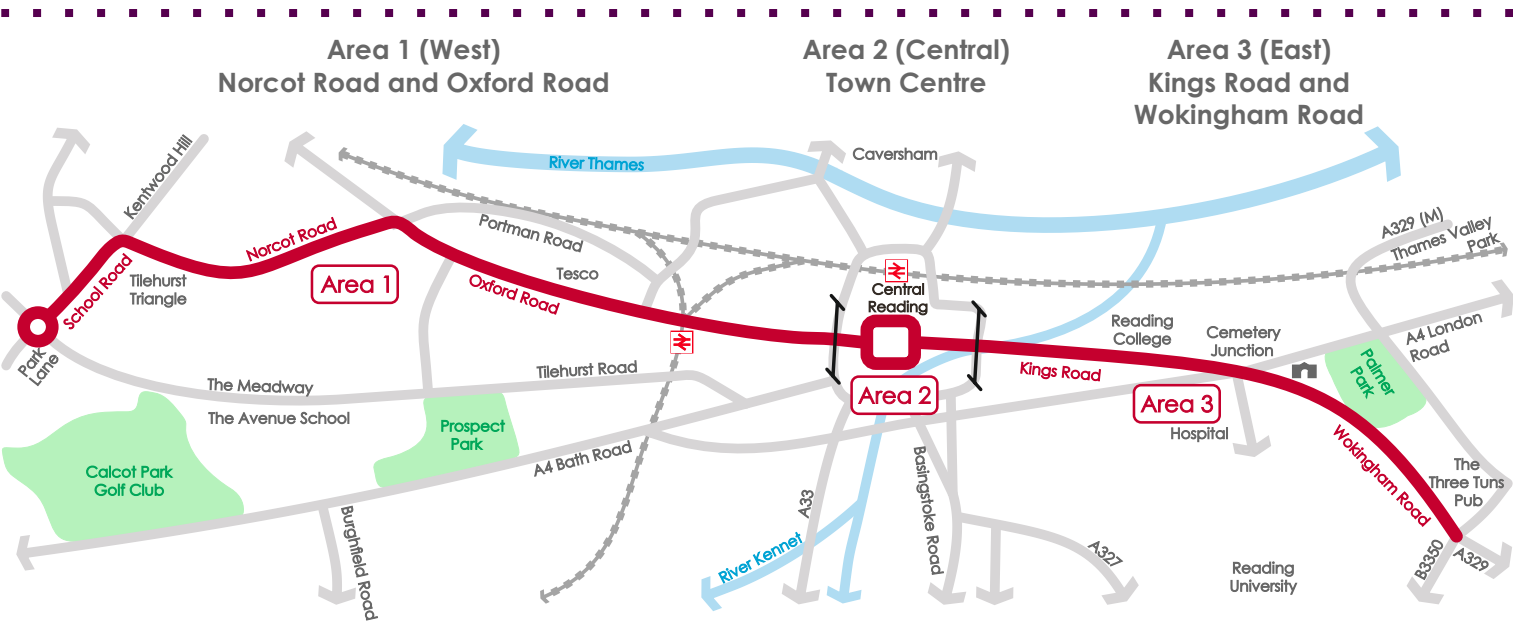
RED ROUTE
No stopping at any time

Informal Consultation

The Council is now carrying out an informal consultation process to get people's views at an early stage, and in advance of introducing an experimental red route from Autumn 2017.
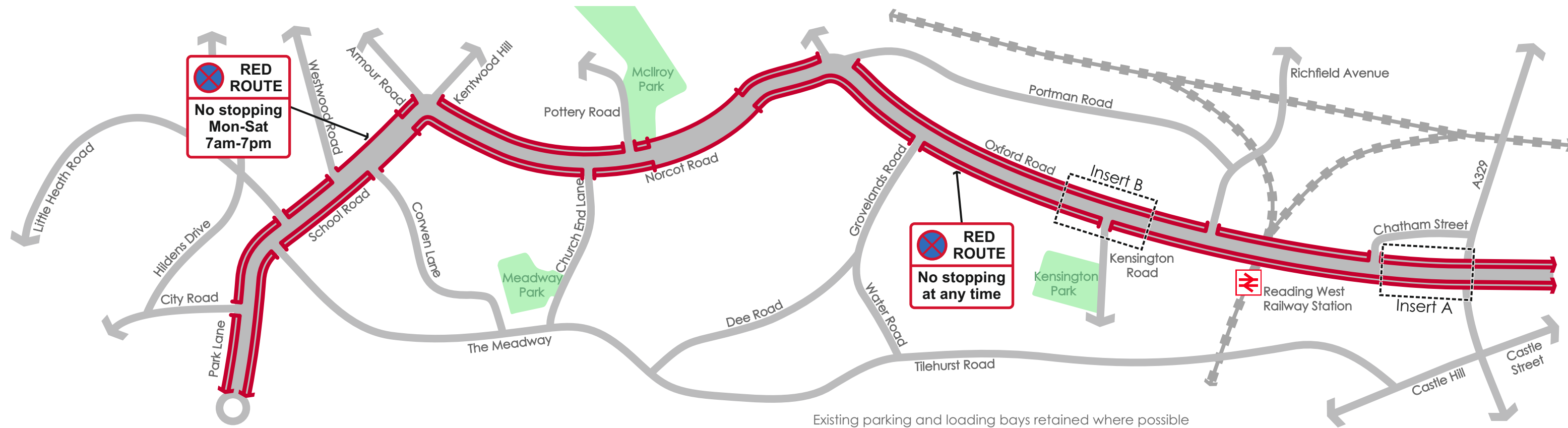
Due the length of the 'purple' 17 bus route – which is the longest bus route serving Reading - the Council is presenting the proposal in three separate sections. This is to make it easier for residents and businesses to identify and to consider local issues in their areas. The three sections are marked on the map below.

Informal consultation to run from 12th June to 21st July.

Area 1 (West)
Norcot Road and Oxford Road

Area 2 (Central)
Town Centre

Area 3 (East)
Kings Road and Wokingham Road

Please read this leaflet for more, or go to www.reading.gov.uk/redroutes for more information on the three sections of the proposed Red Route and to feedback your comments.

Reading
Borough Council
Working better with you

RED ROUTE - AREA 1 WEST READING

RED ROUTE

No stopping Mon-Sat 7am-7pm

RED ROUTE

No stopping at any time

Little Heath Road

Westwood Road

Armour Road

Kentwood Hill

McIlroy Park

Pottery Road

Norcot Road

Portman Road

Richfield Avenue

A329

Oxford Road

Insert B

Chatham Street

School Road

Corwen Lane

Church End Lane

Grovelands Road

Kensington Road

Insert A

Hildens Drive

Meadway Park

Kensington Park

Reading West Railway Station

City Road

Water Road

Park Lane

The Meadway

Dee Road

Tilehurst Road

Castle Hill

Castle Street

Existing parking and loading bays retained where possible

Area 1 – Western Corridor – Norcot Road and Oxford Road

The majority of current bays and restrictions along this corridor will be retained as per the current restrictions, however the difference is that they will now fall under the Red Route order.

The proposals in Area 1 do not propose to remove any of the current bays along this corridor. Bays which are not within 'layby style' parking areas however, will have their times of operation changed from 8am to 6:30pm to 7am to 7pm.

As vehicles cannot stop or park outside of the existing parking bays, the proposed scheme recognises the need for additional bays to be considered in key areas. This is to predominantly assist in loading and unloading.

To create these additional loading bays, the proposed scheme seeks to make use of a range of options. These include on-street, half-path/road, off-road and side road parking locations.

These additional parking bays will form part of the Red Route order and will not be accessible between the hours of 7am to 10am and 4pm to 7pm. Outside of these times the bays can be used for loading and unloading.

Maximum stay restrictions will mirror those of loading and unloading restrictions, which means a maximum stay of 20 minutes only. If they are shared usage bays to include parking, again this will be for 20 minutes only, with no return.

Working with:

pba
peter brett

Have Your Say

At this stage, the Council is carrying out an informal consultation process. This is so that any feedback can be taken into account at an early stage and in advance of an experimental Red Route scheme being designed and implemented. The current timetable is for the experimental scheme to go live is Autumn 2017 for a period of 18 months.

In order to tailor the informal consultation to a local neighbourhood level, the Council is also hosting a manned public exhibition in each of the three areas. They will be held at:
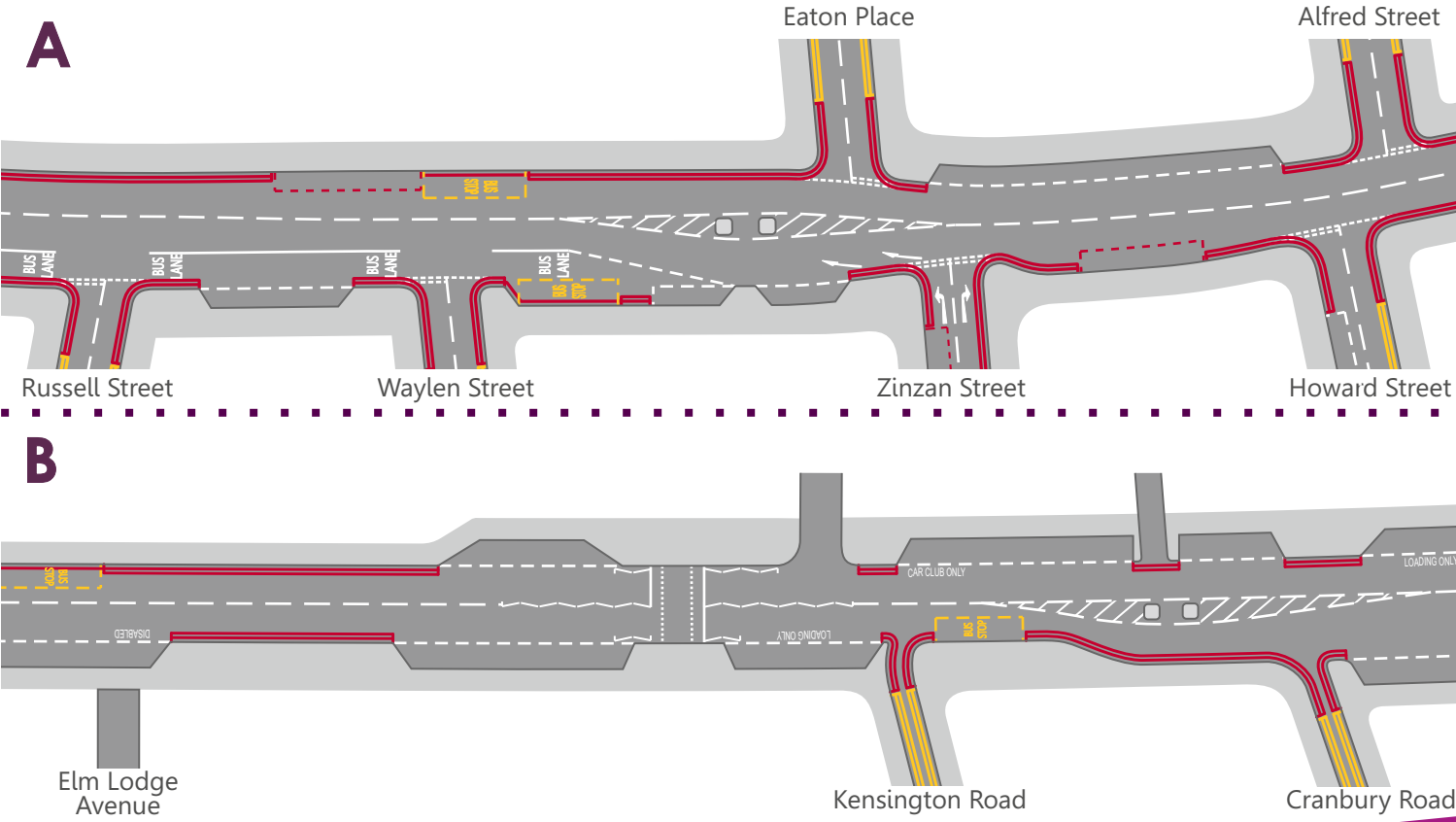
- Battle Library - Tuesday 20th June
- Tilehurst Library - Thursday 22nd June
- Palmer Park Library - Tuesday 27th June
- Civic Centre - Tuesday 4th July

The public exhibition is the opportunity for people to view the proposals in person and ask any questions they have. The three sets of proposals can also be viewed in detail at www.reading.gov.uk/redroutes

The Civic Centre unmanned Exhibition to run from 12th June - 21st July.

Using the feedback section on the same webpage is also the easiest and quickest way people can respond to the consultation. Alternatively, people can email network.management@reading.gov.uk or write to Network Management & Parking Services, Reading Borough Council, Civic Offices, Bridge Street, Reading, RG1 2LU.

Residents and businesses will get another opportunity to have their say after the experimental scheme goes live in the Autumn as part of a formal statutory public consultation process.

A

Eaton Place

Alfred Street

BUS LANE

BUS LANE

BUS LANE

BUS LANE

Russell Street

Waylen Street

Zinzan Street

Howard Street

B

Elm Lodge Avenue

CAR CLUB ONLY

LOADING ONLY

LOADING ONLY

Kensington Road

Cranbury Road

Reading
Borough Council
Working better with you