

WIRRAL COUNCIL

HIGHWAYS AND TRAFFIC REPRESENTATIONS PANEL

21 NOVEMBER 2014

SUBJECT:	OBJECTION TO PROPOSED RESIDENT PARKING SCHEME – ROADS TO THE REAR OF THE FLORAL PAVILION, NEW BRIGHTON
WARD/S AFFECTED:	NEW BRIGHTON WARD
RESPONSIBLE PORTFOLIO HOLDER:	COUNCILOR STUART WHITTINGHAM
REPORT OF:	MARK SMITH, HEAD OF ENVIRONMENT AND REGULATION
KEY DECISION?	NO

1.0 EXECUTIVE SUMMARY

- 1.1 The purpose of this report is to consider an objection to the proposal to introduce a resident parking scheme in roads to the rear of the Floral Pavilion, New Brighton.
- 1.2 The report recommends that the objection be noted and the proposal be recommended to the Regeneration & Environment Policy and Performance Committee for approval.

2.0 BACKGROUND AND KEY ISSUES

- 2.1 Last year an open event was held at the Floral Pavilion New Brighton where it was requested that the Council look to provide a resident parking scheme in a number of roads to the rear of the Floral Pavilion itself.
- 2.2 The Council would fund the introduction of a scheme through money set aside for the improvement of New Brighton promenade, but the permits would need to be purchased by residents in accordance with the Council's current policy for schemes implemented since August 2007. The annual fee for a permit is currently £10.00.
- 2.3 A preliminary consultation was carried out in May of this year to gauge resident's views on the proposal and allow for any suggestions to be made before formally advertising the proposal.
- 2.4 It has been proposed to include the residential properties bounded by Rowson Street, Victoria Road and Virginia Road within the limits of the scheme. The scheme will for most part look to control the existing parking bays to restrict these to residents only (all days 8am to 10pm) and therefore reduce speculative parking from non residents. Certain roads would include sections where non-permit holders will be able to park for up to two hours, which will help reduce the impact of the scheme on local shops / businesses. A plan is appended (**Appendix 1**).

- 2.5 The statutory advertising process for the proposal included publication of notices on the affected roads and in the press. Letters were also delivered to nearly 300 properties. This process resulted in one objection to the scheme being submitted.
- 2.6 The concerns raised by the Objector are detailed below together with an Officer response.

That there is not sufficient parking for the residents of the affected roads. The objector has stated that within these roads that if each household had a car there would be more cars than parking spaces.

Response: The ongoing regeneration of New Brighton has led to some concern with regard to extra traffic that is coming into the area. New Brighton in itself has many attractions such as The Floral Pavilion, Fort Perch Rock, the Light Cinema, adventure golf, cafés and eating places, as well as the promenade which attracts visitors to enjoy walking along the Wirral coastline. As the front of New Brighton continues to expand there will be a demand for parking.

As the roads to the rear of the Floral Pavilion are narrow they are not wide enough for each property to have one car parked outside without causing an obstruction and for that reason the existing parking bays on one side of the road exist. Residents of these roads have had to find the nearest available parking which may not be outside their own home. By continuing to allow non residents to park within these roads in the future, it is likely that residents will find it more difficult to find available parking close to where they live.

The objector is asking that the two car parks by the roundabout on Victoria Road be included within the scheme.

The two existing car parking areas by the roundabout on Victoria Road are unrestricted and cater for a wider use from other residential roads outside the proposed resident parking area together with shops, restaurants and local businesses situated on Victoria Road. By nature car parking areas such as these are there for anyone to use and help to maintain the vitality of an area.

3.0 RELEVANT RISKS

- 3.1 The risks arising if this issue cannot be satisfactorily resolved may include:
- a. Although there is a degree of on-street parking and a large free car park at Fort Perch Rock (this is subject to a budget proposal as part of the Future Council Public Consultation) that when the front of New Brighton becomes busy in order to find convenient parking near the attractions visitors will park in nearby residential roads increasing the

difficulty that residents are already finding when trying to park in close proximity to their own homes.

- b. Impact on relations between neighbours, visitors, businesses, etc vying for limited unrestricted parking space within the parking bays.
- c. Impact on the amenity of residents unable to park within close proximity of their houses on a regular basis.

3.2 The risks arising if the resident parking scheme is introduced include:

- a. There may be insufficient space within the existing parking bays to cater for all vehicles registered to properties on those stretches of road that could qualify for a permit.
- b. Businesses would not be issued with permits; therefore staff employed in those businesses would need to park elsewhere.
- c. Visitors to the area that would have previously been able to park in these roads may now disperse to a wider area and park outside other residential properties that are not covered by the resident parking scheme.
- d. There would be an increase in street furniture related to signing of the resident parking scheme.

4.0 OTHER OPTIONS CONSIDERED

4.1 Take no action in relation to this issue. Parking in the parking bays would continue to be unrestricted, which would impact on residents and businesses as outlined in 3.1 above.

5.0 CONSULTATION

5.1 As part of the procedure to introduce a Traffic Regulation Order, officers have carried out a letter drop of properties that will be affected, arranged for statutory notices to be posted on site and for an advert to be placed in the press to inform the wider public of the proposal.

6.0 OUTSTANDING PREVIOUSLY APPROVED ACTIONS

6.1 There are none.

7.0 IMPLICATIONS FOR VOLUNTARY, COMMUNITY AND FAITH GROUPS

7.1 There are no specific implications under this heading arising from the recommendation of this report.

8.0 RESOURCE IMPLICATIONS: FINANCIAL; IT; STAFFING; AND ASSETS

- 8.1 Existing staff resources would be utilised in the progression of this scheme.
- 8.2 The estimated cost of implementation is £5,600 and would be met from funding set aside for the improvement of the New Brighton promenade.
- 8.3 Ongoing administration and maintenance of the scheme would be financed from the revenue generated by the sale of permits to residents.

9.0 LEGAL IMPLICATIONS

- 9.1 There are no specific implications under this heading arising from the recommendation of this report other than the traffic regulation order process referred to in paragraph 2.5.

10.0 EQUALITIES IMPLICATIONS

- 10.1 Has the potential impact of your proposal(s) been reviewed with regard to equality?
Yes – the impact review can be found at the link below.
<https://www.wirral.gov.uk/my-services/community-and-living/equalitydiversity-cohesion/equality-impact-assessments/eias->

11.0 CARBON REDUCTION AND ENVIRONMENTAL IMPLICATIONS

- 11.1 There are no specific implications under this heading arising from the recommendation of this report.

12.0 PLANNING AND COMMUNITY SAFETY IMPLICATIONS

- 12.1 There are no specific implications under this heading arising from the recommendation of this report.

13.0 RECOMMENDATION

- 13.1 It is recommended that the Panel:

(i) note the objection and that the proposed scheme to introduce a resident parking scheme be recommended to the Regeneration & Environment Policy & Performance Committee for approval and implementation.

14.0 REASON/S FOR RECOMMENDATION/S

- 14.1 There are a limited number of spaces available to residents to park within these roads and the introduction of a resident parking scheme will assist in maintaining these spaces for residents only.

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APPENDICES

Appendix 1: Proposal to Introduce a Resident Parking Scheme, Roads to the rear of the Floral Pavilion, New Brighton
Plan Ref No. TE0021w0

BACKGROUND PAPERS/REFERENCE MATERIAL

None

BRIEFING NOTES HISTORY

Briefing Note	Date
Nil	

SUBJECT HISTORY (last 3 years)

Council Meeting	Date
Nil	