

## Report for Resolution

**Report to** Norwich Highways Agency Committee  
26 January 2012

**Item**

**7**

**Report of** Head of city development services

**Subject** Patteson Road: car club bay

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### Purpose

The purpose of this report is to consider objections to the amendment proposal for a single car club bay on Patteson Road in the Northern Controlled Parking Zone to allow for the planned extension of the car club in the north city suburbs.

### Recommendations

That the committee:

- (1) notes the continued demand for the car club and welcomes the extension of the car club into the north city;
- (2) approves the implementation of a single car club parking space for Patteson Road, (western end near to its junction with Aylsham Road; replacing an existing single permit parking bay (as shown on plan number PL/TR/3329/722/19b (detailed in plans in Appendix 2));
- (3) asks the head of city development services to complete the necessary statutory procedures and implement the car club space described in this report as part of city wide planned growth of the car club.

### Financial Consequences

These changes will be funded by the allocation in the Local Transport Plan budget for amending waiting restrictions.

### Strategic Priority and Outcome/Service Priorities

The report helps to meet the strategic priority “Strong and prosperous city – working to improve quality of life for residents, visitors and those who work in the city now and in the future” and the service plan priority to implement the Local Transport Plan.

### Contact Officers

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### Background Documents

Changes to waiting restrictions, NHAC, 28 July 2011  
Tfl Car club strategy, 2007  
Carplus, Annual survey of car clubs, 2011

## **Background**

1. The Norfolk car club which operates vehicles in Norwich is supported jointly by Norfolk County Council and Norwich City Council. Policy support for the car club is made within the Norfolk Local Transport Plan, the Norwich Area Transportation Strategy and the Norwich City Council Local Plan.
2. The car club launched in Norwich in November 2006 and is currently operated by Commonwheels. The car club in Norwich now has a total of 9 vehicles located in the city centre (3 locations), south city (5 locations in the Unthank Road area) and north city (1 location in Marlborough Road).
3. The car club operator has the ambition for Norwich to become the first city wide low emission fleet to be operated on a not for profit basis in the country. This will necessitate a rolling programme of car club spaces to be implemented across the city over the next 3 years in order to achieve this target.
4. In mid 2011 two new locations were added to the portfolio; Park Lane (south city) and Marlborough Road (north city). Early indications from bookings have shown strong demand in both locations, with particularly high demand from the north city. It is for this reason that the space on Patteson Road has been proposed .

## **Consultation**

5. At the 28 July 2011 meeting of the Norwich Highway Agency Committee, members agreed to advertise an amended location for a single car club parking space on Patteson Road. This proposal is shown in Appendix 2.
6. Subsequently this proposal was advertised in the local press and with a site notice.
7. Four residents have contacted officers with objections to the proposal, these objections are summarised in Appendix 1 and discussed in the report.

## **Discussion**

8. Car clubs have been proven nationally to reduce car ownership in its membership group so ease parking pressures. Several research studies confirmed this; findings by Transport for London in 2007 indicate that the a single car club vehicle can directly remove 4 private vehicles and defer purchase of a further 6 vehicles. More recent research for Carplus by the respected Transport Research Laboratory (which included data from the Norwich Car Club) has demonstrated the much greater reward that for every 1 car club vehicle more than twenty private vehicles are either sold, or not purchased, representing a very significant reduction in parking pressure .
9. There has been increasing demand for the car club from residents across the city and the car club must expand if is to become a sustainable operation in the medium to long term. The proposed location on Patteson Road has been sought by the car club operator to help support the operation of the nearby car club vehicle on Marlborough Road (which after only a few weeks is one of the most used cars in the City) and to extend the service to more residents. The car

club operator has confirmed that a vehicle will be placed in Patteson Road in the second half of 2012 if the space is made available.

10. The new car club bay will make use of a single permit parking bay which is separate from adjacent permit parking bays and would be a safe distance from the junction of Patteson Road with Aylsham Road and nearby private driveways and overcomes the concerns raised with the first proposed car club bay in this street. The proposed bay is well located in terms of accessibility for residents, and the overall 'spread' of car club vehicles in the City. Other locations have been considered, but this location represents the best available in the area

### **Residents Concerns**

11. Four residents have raised concerns about the loss of permit parking, and these concerns are detailed in Appendix 1. However, research has shown that the residents concerns are wholly unfounded, and that the provision of a car club space and car will substantially reduce parking pressure in the area. The concerns raised about the impact of the Gyratory will be considered in a future report to this committee when the overall impact of the scheme has been fully assessed and analysed

### **Conclusion**

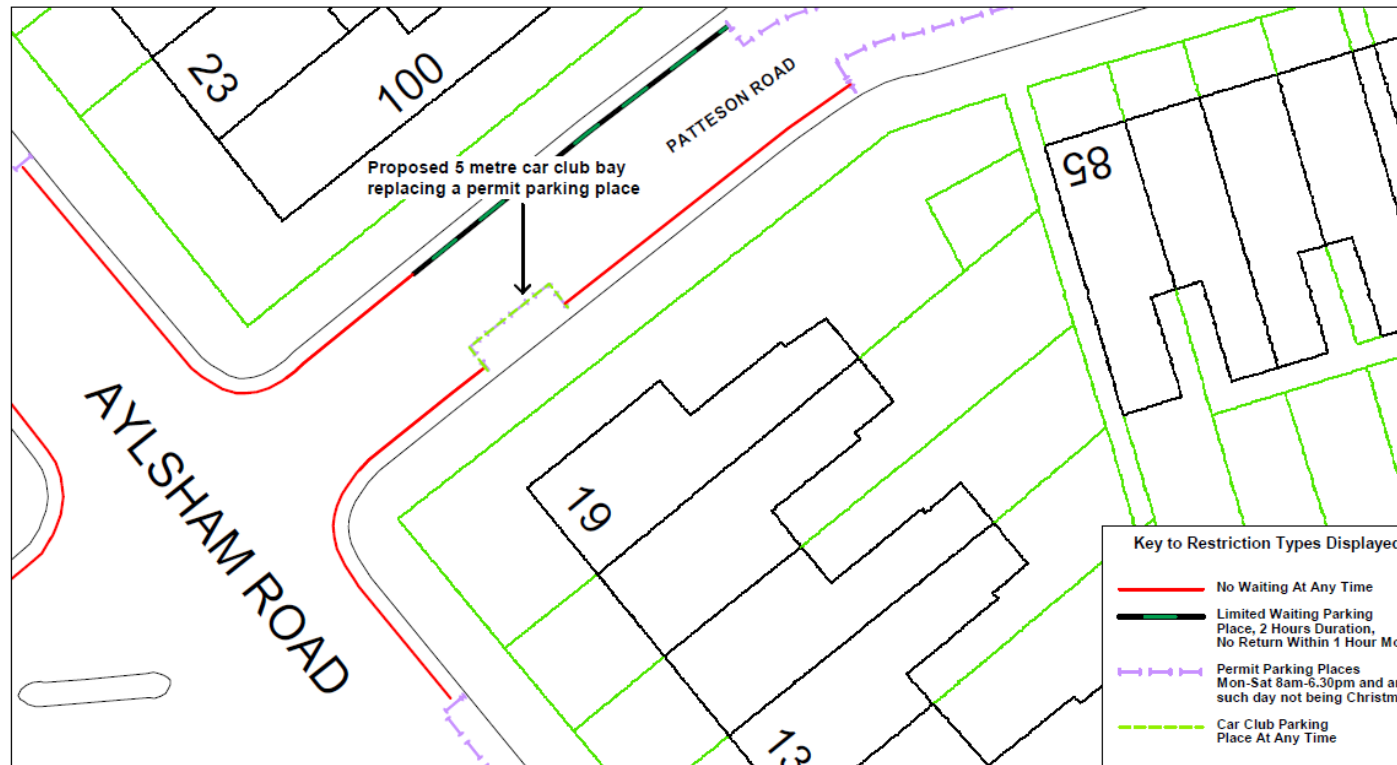
12. The proposed car club space accords with local transport policy and represents a good fit with the ongoing expansion of the car club. Research evidence confirms that on average a single car club vehicle will reduce parking demand in the area over time by around 20 vehicles, thus benefiting residents who do choose to own their own vehicle by reducing local parking pressure. The car club bay should, therefore, be implemented as advertised

## Appendix 1

### Objections to the proposed car club space

<b>Location</b>	<b>Respondent</b>	<b>Objection summary</b>
Patteson Road	Resident 1 &2	Objection to loss of permit parking space.  Request that car club bay is located on the private St Augustine's shoppers car park  Concerns that the car club vehicle will worsen the traffic and parking conditions caused by the St Augustine's gyratory.
Patteson Road	Resident 3	Objection to loss of permit parking space.  Grievance about knock on effects of the St Augustines gyratory scheme and request that road is made one way.
Patteson Road	Resident 4	Objection to the loss of permit parking space

## Appendix 2



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City Council

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**Patteson Road: Proposed 5 metre car club bay replacing a permit parking place**



SCALE	1 : 250
DATE	December 2010
DRAWING No.	PL/TR/3329/722/19b
DRAWN BY	CS