

Report for Resolution

Report to Norwich Highways Agency Committee
22 March 2012

Item

7

Report of Head of city development services

Subject Norwich car club expansion proposals

Purpose

To inform members of the strategy for expanding the car club in Norwich and to seek permission to advertise the TROs associated with a number of new car club bays in the city.

Recommendations

The committee is recommended to:

- (1) note the continued demand for the car club and welcome its' planned extension across Norwich;
- (2) authorise the head of city development and head of law and governance (Norwich City Council) to carry out the necessary statutory procedures to introduce car club bays as detailed in attached plans in appendix 1 and associated changes to waiting restrictions:

Location	Plan number
1. Chapel Field East	PL/TR/3329/730/1B
2. City Road	PL/TR/3329/730/3
3. Ella Road	PL/TR/3329/730/6
4. Heigham Street	PL/TR/3329/730/7
5. Nelson Street	PL/TR/3329/730/4
6. Surrey Street	PL/TR/3329/730/5
7. Trafford Road	PL/TR/3329/730/2

Financial Consequences

The financial consequences of this report are funded by allocated developer contributions assigned for sustainable transportation.

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 and Norwich Area Transportation Strategy.

Contact Officers

Bruce Bentley, principal transport planner
Kieran Yates, transport planner

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Background Documents

None

Report

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 10 vehicles located in the city centre (4 locations), south city (5 locations in the Unthank Road area) and north city (1 location in Marlborough Road).
3. Additional vehicles are planned to be installed in 2012 using extant TRO authorisations, these include the following:
 - i) The Avenues (single bay)
 - ii) Christchurch Road (single bay)
 - iii) Patteson Road (single bay)
 - iv) Greyfriars Road (twin bays)
 - v) York Street (existing twin bays with currently 1 vehicle)
 - vi) Gloucester Street. (existing twin bays not currently occupied)
4. 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.
5. Funding for this expansion is anticipated from the Local Sustainable Transport Fund and other sources identified by Norfolk County Council. Norwich City Council provides support by identification of S106 funds for TRO, plus signs and lines costs and officer time which is gratis.

Discussion

6. 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 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 .

7. There has been increasing demand for the car club from residents across the city and the car club must expand if it is to become a sustainable operation in the medium to long term. Appendix 2 illustrates where existing car club members are located in relation to existing car club locations.
8. The proposed 7 car club bay locations have been identified by the car club operator in discussion with transportation officers and are as follows:
 - i) Chapel Field East (city centre)
Conversion of motorcycle 5 metre bay; (poorly sited, underused)
Alternative motorcycle provision is available nearby on Theatre Street
 - ii) City Road (South east city)
Conversion of double yellow lines
 - iii) Ella Road (East city)
Conversion of double yellow lines
 - iv) Heigham Street (West city)
Conversion of double yellow lines
 - v) Nelson Street (West city)
Conversion of double yellow lines
 - vi) Surrey Street (city centre)
Conversion of a single pay and display bay (low usage)
 - vii) Trafford Road (south east city)
Conversion of double yellow lines

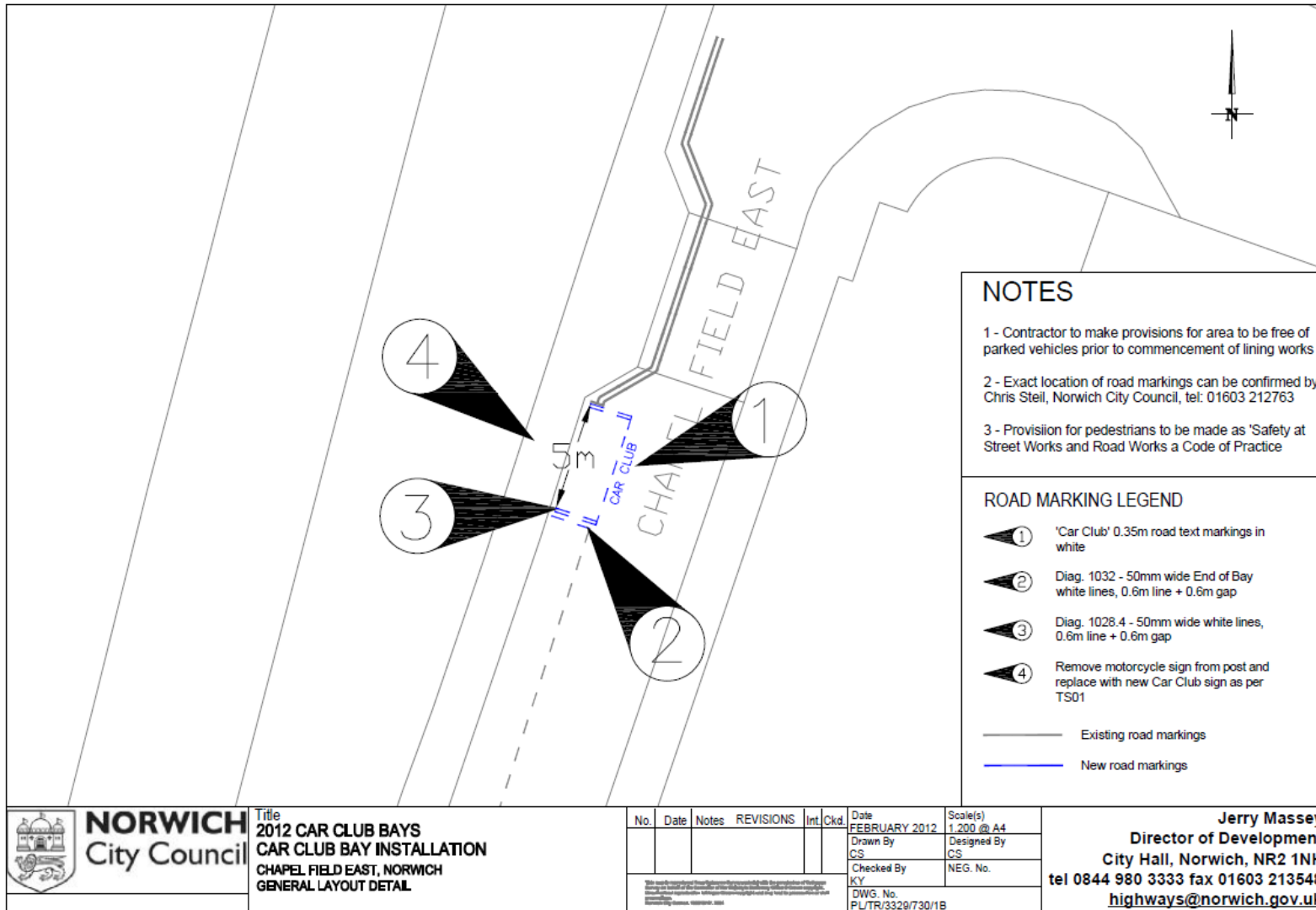
Particular attention has been paid to the selection of bays to ensure the following:

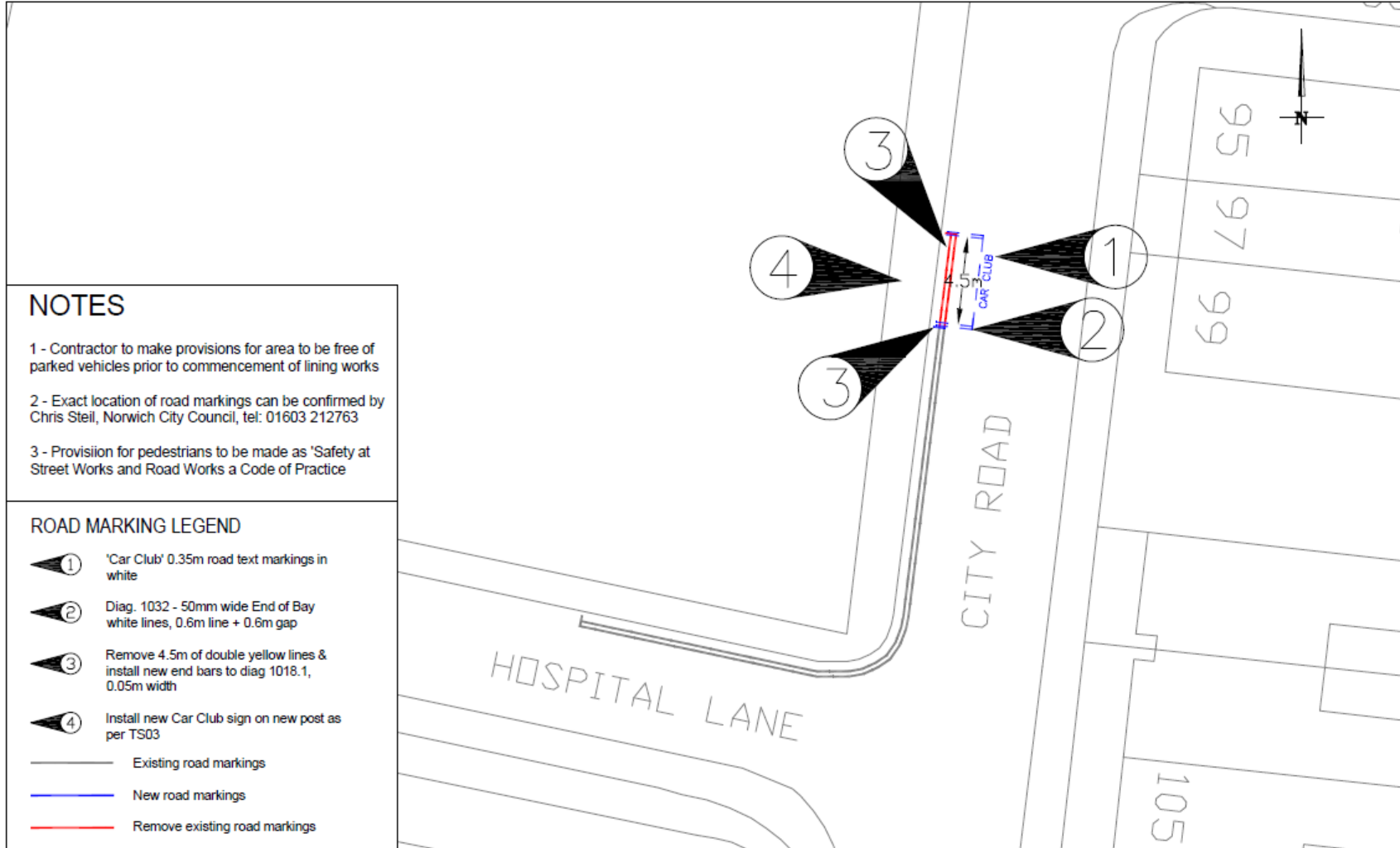
- Local catchment of residential population or local businesses
- High visibility locations to attract potential customers
- Are in safe locations which do not cause hazards to other road users
- Does not result in the loss of resident parking
- Avoids potential conflicts from other parking pressures wherever possible

Conclusion

9. The proposed plans for car club expansion accords with local transport policy. The car club operator is confident that there is potential demand for car club vehicles across Norwich in locations which have sufficient population or business density. These can be phased for implementation over a 2 year period to comply with Traffic Regulation Order legal requirements. The car club expansion plans therefore should be considered as a package for the sustained growth in car club provision for the city.

Appendix 1: proposed car club bays





NOTES

- 1 - Contractor to make provisions for area to be free of parked vehicles prior to commencement of lining works
- 2 - Exact location of road markings can be confirmed by Chris Steil, Norwich City Council, tel: 01603 212763
- 3 - Provision for pedestrians to be made as 'Safety at Street Works and Road Works a Code of Practice

ROAD MARKING LEGEND

- ① 'Car Club' 0.35m road text markings in white
 - ② Diag. 1032 - 50mm wide End of Bay white lines, 0.6m line + 0.6m gap
 - ③ Remove 4.5m of double yellow lines & install new end bars to diag 1018.1, 0.05m width
 - ④ Install new Car Club sign on new post as per TS03
- Existing road markings
 New road markings
 Remove existing road markings



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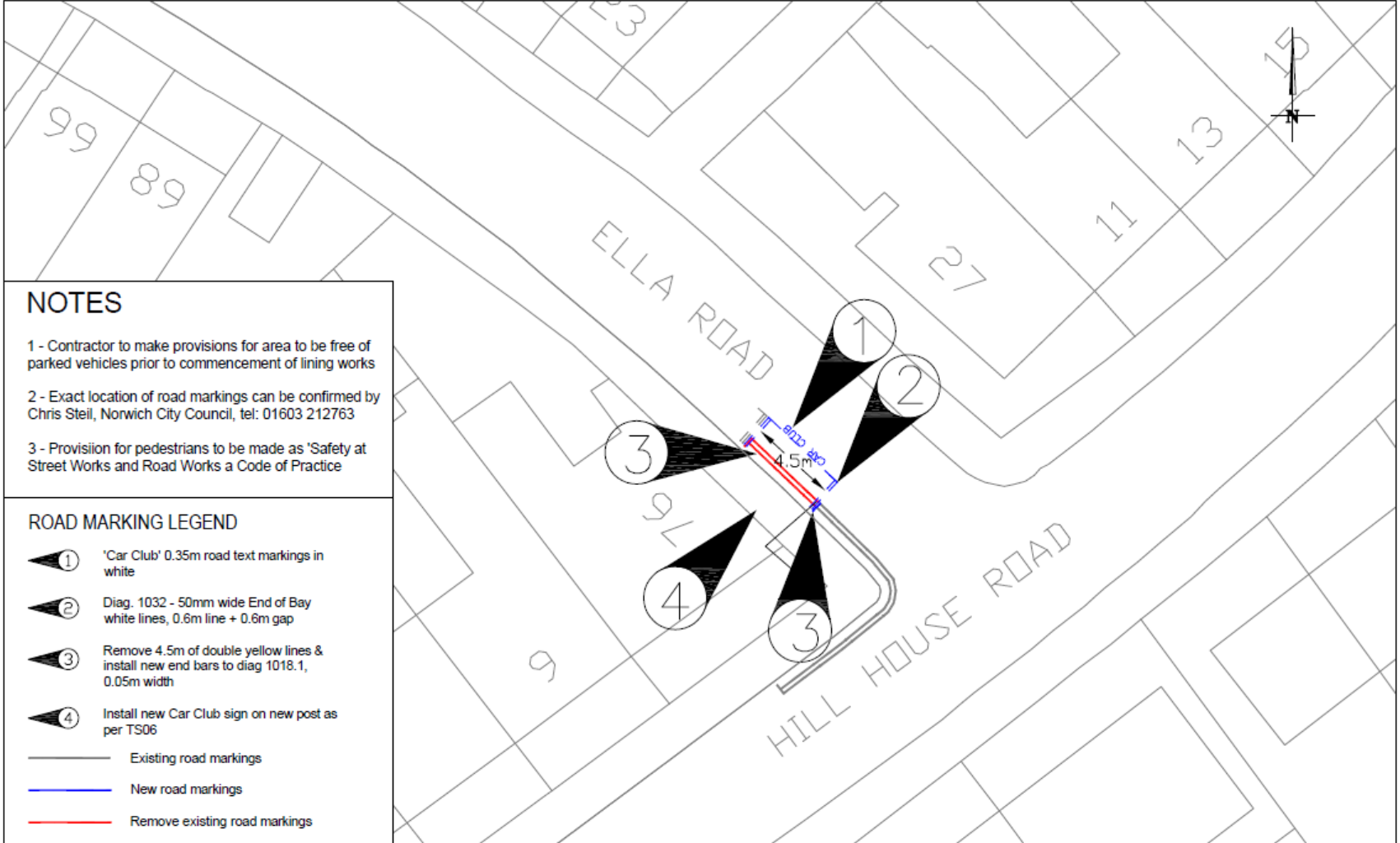
Title
2012 CAR CLUB BAYS
CAR CLUB BAY INSTALLATION
CITY ROAD, NORWICH
GENERAL LAYOUT DETAIL

No.	Date	Notes	REVISIONS	Int	Ckd.

This work is part of your Council's commitment to transparency and integrity. Details of all projects and contracts are available on our website: www.norwich.gov.uk

Date	FEBRUARY 2012
Scale(s)	1:250 @ A4
Drawn By	CS
Designed By	CS
Checked By	KY
DWG. No.	PL/TR/3329/730/3
NEG. No.	

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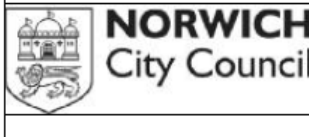


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 - ③ Remove 4.5m of double yellow lines & install new end bars to diag 1018.1, 0.05m width
 - ④ Install new Car Club sign on new post as per TS06
- Existing road markings
 New road markings
 Remove existing road markings

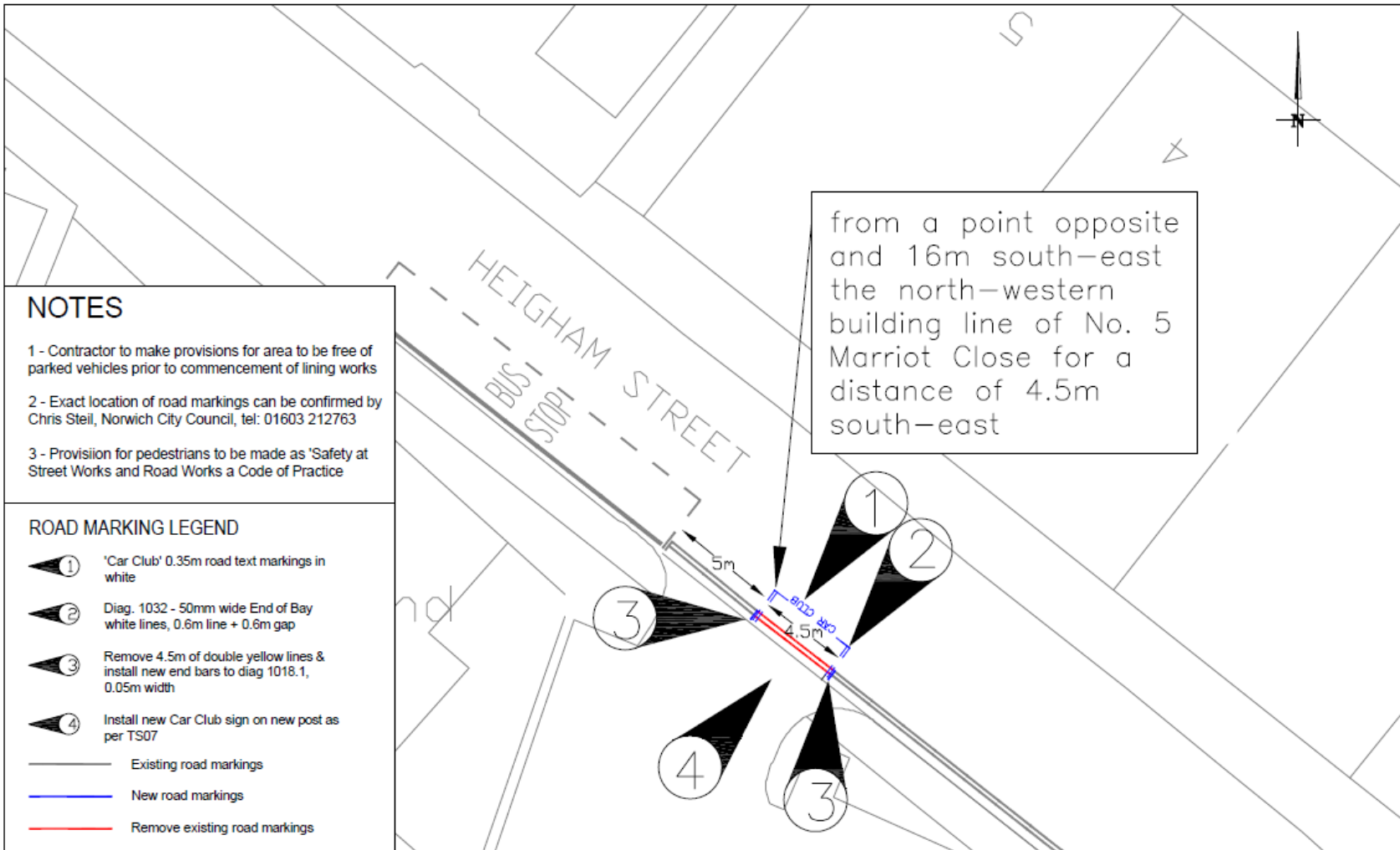


Title
2012 CAR CLUB BAYS
CAR CLUB BAY INSTALLATION
ELLA ROAD, NORWICH
GENERAL LAYOUT DETAIL

No.	Date	Notes	REVISIONS	Int	Ckd

Date	FEBRUARY 2012	Scale(s)	1:250 @ A4
Drawn By	CS	Designed By	CS
Checked By	KY	NEG. No.	
DWG. No.	PL/TR/3329/730/6		

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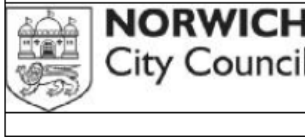
NOTES

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ROAD MARKING LEGEND

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- ③ Remove 4.5m of double yellow lines & install new end bars to diag 1018.1, 0.05m width
- ④ Install new Car Club sign on new post as per TS07

— Existing road markings
 — New road markings
 — Remove existing road markings

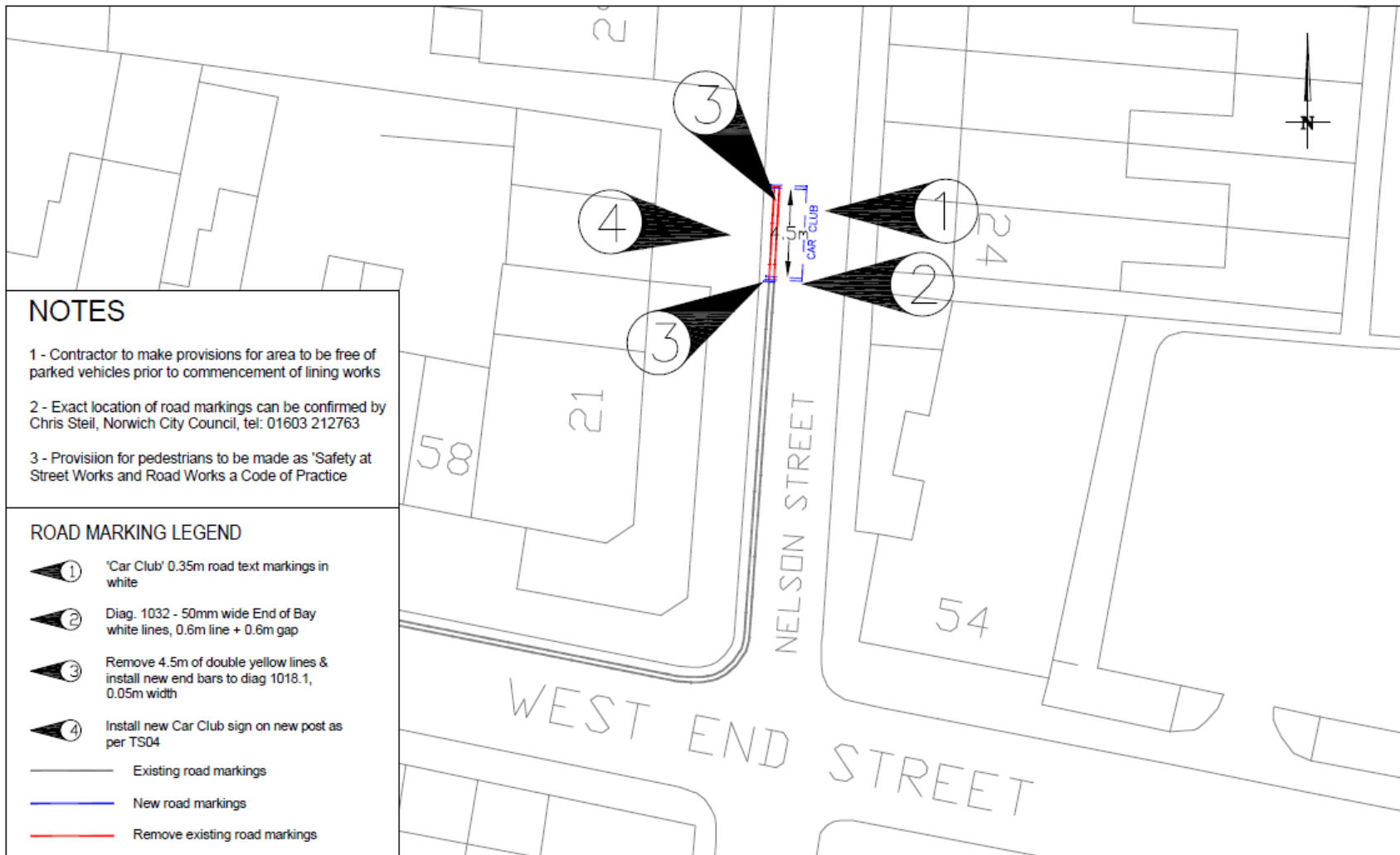


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Title
**2012 CAR CLUB BAYS
 CAR CLUB BAY INSTALLATION
 HEIGHAM STREET, NORWICH
 GENERAL LAYOUT DETAIL**

No.	Date	Notes	REVISIONS	Int.	Ckd.	Date	Scale(s)
						FEBRUARY 2012	1:250 @ A4
						Drawn By CS	Designed By CS
						Checked By KY	NEG. No.
						DWG. No. PLTR/3329/730/7	

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NOTES

1 - Contractor to make provisions for area to be free of parked vehicles prior to commencement of lining works

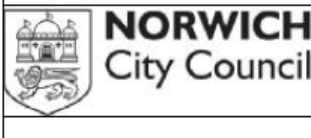
2 - Exact location of road markings can be confirmed by Chris Steil, Norwich City Council, tel: 01603 212763

3 - Provision for pedestrians to be made as 'Safety at Street Works and Road Works a Code of Practice

ROAD MARKING LEGEND

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- ② Diag. 1032 - 50mm wide End of Bay white lines, 0.6m line + 0.6m gap
- ③ Remove 4.5m of double yellow lines & install new end bars to diag 1018.1, 0.05m width
- ④ Install new Car Club sign on new post as per TS04

— Existing road markings
 — New road markings
 — Remove existing road markings

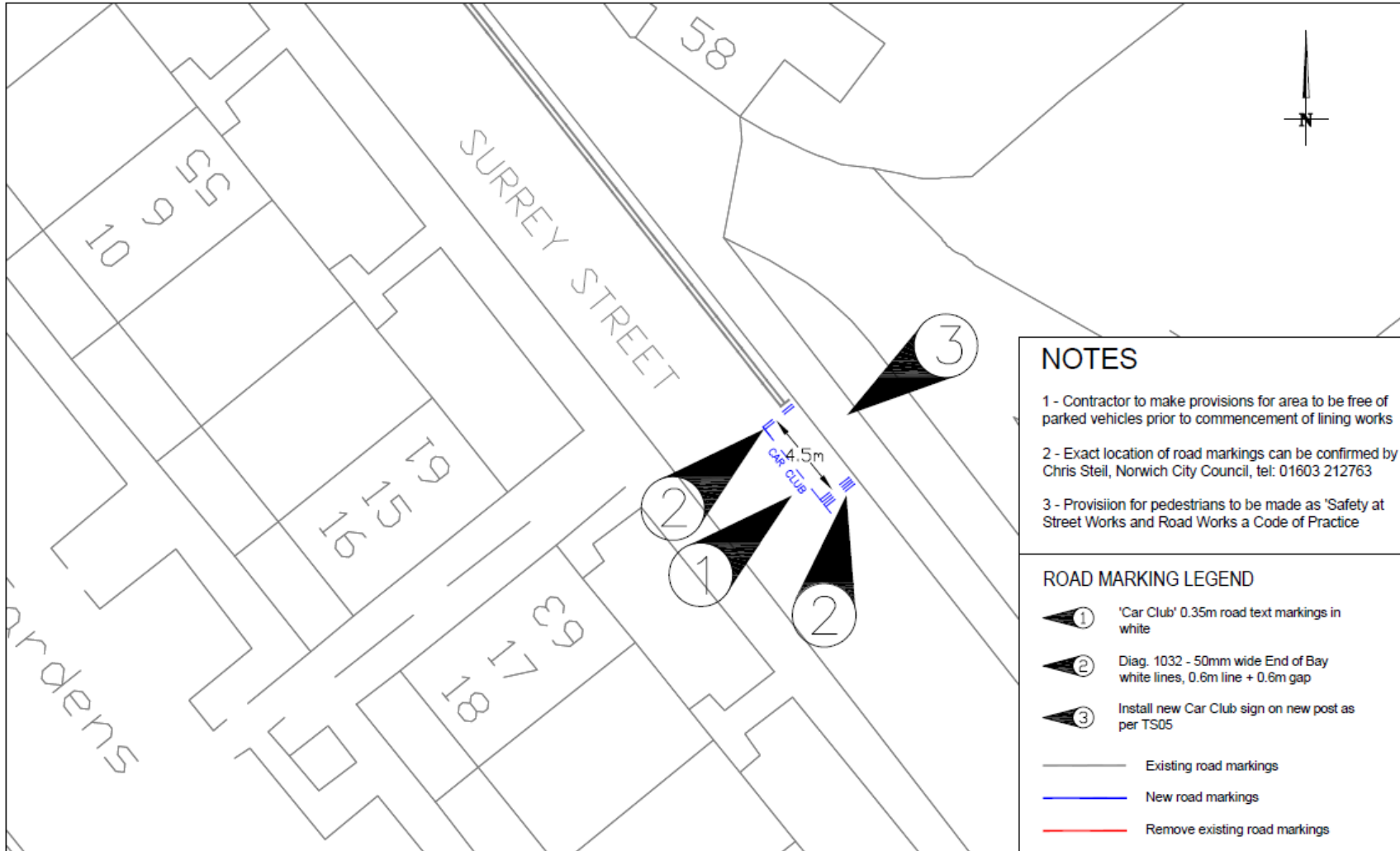


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Title
2012 CAR CLUB BAYS
CAR CLUB BAY INSTALLATION
NELSON STREET, NORWICH
GENERAL LAYOUT DETAIL

No.	Date	Notes	REVISIONS	Int.	Ckd.	Date	Scale(s)
						FEBRUARY 2012	1:250 @ A4
						Drawn By CS	Designed By CS
						Checked By KY	NEG. No.
						DWG. No. PL/TR/3329/730/4	

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ROAD MARKING LEGEND

- 'Car Club' 0.35m road text markings in white
- Diag. 1032 - 50mm wide End of Bay white lines, 0.6m line + 0.6m gap
- Install new Car Club sign on new post as per TS05
- Existing road markings
- New road markings
- Remove existing road markings



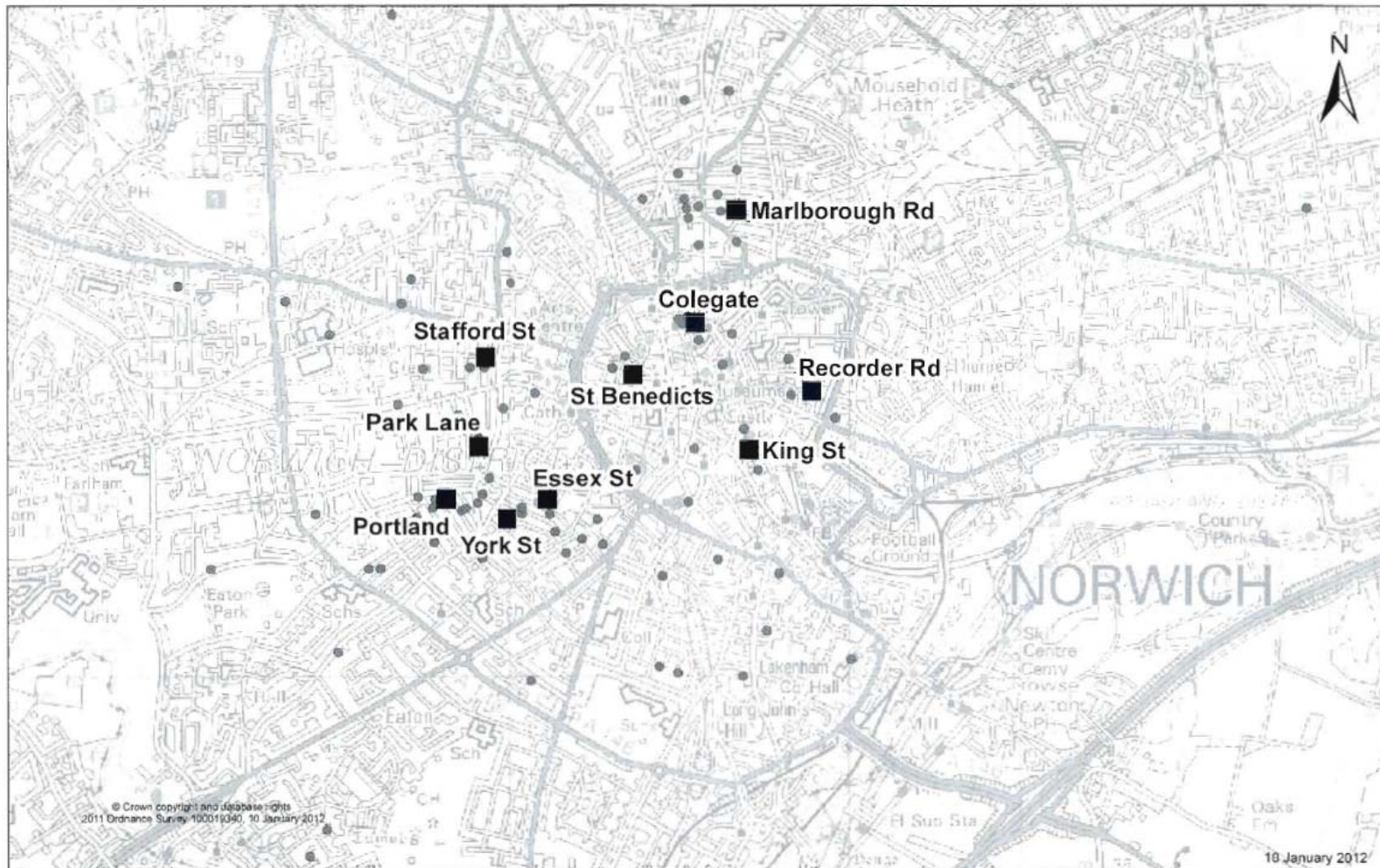
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Title
2012 CAR CLUB BAYS
CAR CLUB BAY INSTALLATION
SURREY STREET, NORWICH
GENERAL LAYOUT DETAIL

No.	Date	Notes	REVISIONS	Int.	Ckd.	Date	Scale(s)
						FEBRUARY 2012	1:250 @ A4
						Drawn By CS	Designed By CS
						Checked By KY	NEG. No.
						DWG. No. PL/TR/3329/730/5	

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Appendix 2: location of car club members Jan 2012 in relation to existing car club vehicles



Norfolk Car Club Cars and Member Locations in Norwich, January 2012

Norfolk County Council
Planning & Transportation GIS
Scale 1: 28547 Centred on 623116 308387