

PUBLIC NOTICE
GLOUCESTERSHIRE COUNTY COUNCIL (KENSINGTON AVENUE) (CHELTENHAM BOROUGH) PROPOSED CHANGES TO PARKING CONTROLS 2026

NOTICE is hereby given that Gloucestershire County Council intends to make the below two Traffic Regulation Orders (TROs) under the Road Traffic Regulation Act 1984, the effect of which would be to amend parking controls along Kensington Avenue in the Borough of Cheltenham, Gloucestershire:

- 1. Gloucestershire County Council On Street Parking Order 2017 (Kensington Avenue) (Cheltenham Borough) (Variation) Order 2026:**
 - To introduce additional waiting restrictions; and
 - To introduce on-street EV Charging Parking Bays; and
 - To introduce further Cheltenham Z14 Permit Holders Only Parking Bays; and
 - To introduce Pay & Display Parking Bays.
- 2. Gloucestershire County Council On-Street Parking Order 2017 (Amendment To Schedule 1 Kensington Avenue, Cheltenham Borough) Order 2026:**
 - To introduce Pay & Display Parking Bays with charges as described in the Schedule below:

The Schedule

New Pay and Display Parking Bays and Charges – Kensington Avenue, Cheltenham

District	Town	Road	Charging Period						
			£0.00/ minute	Minimum Charge	1hr	2hrs	3hrs	4hrs	>4hrs
Cheltenham	Cheltenham	Kensington Avenue	£0.017/min up to 4 hours [Over 4 hours is outside of per minute tariff]	£1.00 (60 mins)	£1.00	£2.00	£3.00	£4.00	£6.00

A copy of the two draft TROs, to be revoked and the consultation plan together with a copy of the Statement of Reasons may be viewed at The Map Room, Shire Hall, Westgate Street, Gloucester, GL1 2TG and Cheltenham Borough Council Municipal Offices, Promenade, Cheltenham, GL50 9SA or online at <http://www.gloucestershire.gov.uk/tros>. Please quote reference CB87911.

Any objections or representations in respect of the above draft TROs should be sent in writing addressed to the Assistant Director of Legal Services, Shire Hall, Westgate Street, Gloucester, GL1 2TG or emailed to highwayconsult@gloucestershire.gov.uk (please quote reference CB87911) no later than the 20th March 2026. Please state any grounds on which they are made.

Any comments that you make concerning this proposal cannot be treated as confidential. For further details about how we deal with your comments and personal details, please go to <http://www.gloucestershire.gov.uk/tros>.

Dated this 26th day of February 2026



for Assistant Director of Legal Services

Statement of Reasons

Gloucestershire County Council – Kensington Avenue, Cheltenham

Proposals

1. To introduce further Z14 Cheltenham Permit Holders Only parking bays; and
2. To introduce pay and display charging parking bays; and
3. To introduce EV Charging parking bays; and
4. To introduce a further short section of No Waiting at Any Time restriction; and
5. To introduce a short section of No Waiting 10-11am and 3-4pm.

Reasons

When the Zone 14 Cheltenham permit parking scheme was introduced in 2016/17, Kensington Avenue had no restrictions introduced on the northern side of the road. This allowed both residents and rail commuters to park there for free for as long as they wished. At first, this caused only minor inconvenience to residents because vehicles usually moved frequently, leaving spaces available most evenings and weekends.

Since the Covid pandemic (2020–21), the problem has worsened. Non-residents now leave their vehicles for long periods, sometimes over weekends or even several weeks, using the rail network to travel to major cities and airports instead of paying for the railway car park. While supporting the principles of sustainable transport is important, this has negatively affected residents and needs to be managed.

Informal engagement took place with residents in Summer 2025 and the proposals have been moulded to address individual property concerns where possible and meet the needs of the community. The following changes have been proposed:

- To make the existing and new Z14 Cheltenham Permit Holder Only restrictions 7 days per week rather than Monday-Friday. This will give residents more parking availability during the weekends.
- To add twelve new Z14 Cheltenham Permit Holder Only parking bays on the northern side of Kensington Avenue which is currently unrestricted. This will give residents more parking availability during the peak times of the day.
- To add nine Pay & Display parking bays on the northern side of Kensington Avenue which is currently unrestricted to rebalance commuter use with resident needs.
- To install four 24/7 electric vehicle (EV) charging parking bays across both sides of Kensington Avenue as part of the climate emergency response and central government rollout of on-street chargers. This location was selected because most properties along this terraced street lack off-street parking. Two of the EV parking bays will be located on the southern kerbline of Kensington Avenue and will be dedicated for Zone 14 Cheltenham Permit Holders Only between 8am and 8pm every day of the week. The other two EV parking bays will be located on the northern kerbline of Kensington Avenue and will be available to all to use but with pay and display charges between 8am and 8pm every day of the week.
- To introduce a further short section of No Waiting at Any Time restriction (double yellow lines) to ensure two vehicles can pass safely and access is maintained for refuse vehicles.
- To introduce a short section of No Waiting 10-11am and 3-4pm (single yellow line) to restrict parking for 1 hour in the morning and 1 hour in the afternoon (giving three periods of up to

2 or 4 hours free parking through the working day) which will assist tradespeople and stop this location from being used as long stay parking. It should also be noted that any driver / passenger that are valid blue badge holders will be able to park on this length due to the standard parking restriction exemption permitting a morning or afternoon visit to assist mobility impaired visitors. The Council's current Permit Parking Zone policy restricts all households to a maximum of two registered vehicles to be eligible for a permit, however, some households do have additional vehicles. Under these new proposals, these extra vehicles will be able to park overnight on the new single yellow line from 4pm and in the new pay and display parking bays from 8pm but may need to pay to use the pay and display parking bays if they need to park during the working day or weekends. They would also still have the option of parking elsewhere, such as in Eldorado Road or Queens Road within the existing voucher parking bays.

Road Traffic Regulation Act 1984 (RTRA)

Gloucestershire County Council are relying on their powers to introduce Traffic Regulation Orders (TROs) as set out within Section 1 of the RTRA:

- (a) for avoiding danger to persons or other traffic using the road or any other road or for preventing the likelihood of any such danger arising; and
- (c) for facilitating the passage on the road or any other road of any class of traffic (including pedestrians); and
- (f) for preserving or improving the amenities of the area through which the road runs.

And to introduce pay and display charges under Section 45 of the RTRA.

In addition, thorough consideration was given to the factors set out in Section 122 of the RTRA in proposing these TROs.

Traffic Signs Regulations and General Directions 2016

All of the associated signing and lining will be in accordance with traffic signs regulations and general directions 2016.

Equality Act 2010

Thorough consideration was given to the Equalities duty of the County Council under Section 149 of the Equality Act 2010.

GLOUCESTERSHIRE COUNTY COUNCIL
ON-STREET PARKING ORDER 2017 (AMENDMENT TO SCHEDULE 1
KENSINGTON AVENUE, CHELTENHAM BOROUGH) ORDER 2026

Gloucestershire County Council in exercise of its powers under Sections 1, 2, 4, 32, 35, 45, 46, 46A, 51 and 124(1)(d) and Part IV of Schedule 9 to the Road Traffic Regulation Act 1984 ("the 1984 Act") as amended, and of all other enabling powers, and after consultation with the Chief Officer of Police in accordance with Part III of Schedule 9 to the 1984 Act, hereby makes the following Order ("the Pay and Display Amendment Order"):-

1. The Gloucestershire County Council On-Street Parking Order 2017 ("the 2017 Order") is hereby varied by the addition to Schedule 1 – Parking Charges, of the pay and display road and charges described in the Schedule to this Pay and Display Amendment Order

The remainder of the 2017 Order (as previously amended) will continue in full force and effect.

2. The effect of the Pay and Display Amendment Order is to introduce parking charges on a new road within Cheltenham Borough
3. The Pay and Display Amendment Order shall come into operation on xxxxxxxx **2026** and may be cited as the "Gloucestershire County Council On-Street Parking Order 2017 (Amendment to Schedule 1 Kensington Avenue, Cheltenham Borough) Order 2026"

THE SCHEDULE
INSERT INTO SCHEDULE 1 OF THE 2017 ORDER

SCHEDULE 1 – Parking Charges

District	Town	Road	£0.00/ minute	Minimum Charge	Charging Period				
					1hr	2hrs	3hrs	4hrs	>4hrs
Cheltenham	Cheltenham	Kensington Avenue	£0.017/min up to 4 hours [Over 4 hours is outside of per minute tariff]	£1.00 (60 mins)	£1.00	£2.00	£3.00	£4.00	£6.00

Dated

2026

THE COMMON SEAL of
GLOUCESTERSHIRE COUNTY COUNCIL

was hereunto affixed

in the presence of:-

for Assistant Director of Legal Services

DRAFT

**GLOUCESTERSHIRE COUNTY COUNCIL
ON STREET PARKING ORDER 2017
(KENSINGTON AVENUE) (CHELTENHAM BOROUGH) (VARIATION) ORDER 2026**

Gloucestershire County Council in exercise of its powers under Sections 1, 2, 3, 4, 5, 32, 35, 36, 39 and 45 and of Part I and Part IV of Schedule 9 of the Road Traffic Regulation Act 1984 (the 1984 Act) and the Traffic Management Act 2004 (the 2004 Act) and of all other enabling powers, and after consultation with the Chief Officer of Police in accordance with Part III of Schedule 9 to the 1984 Act, hereby makes the following Order.

1. The Gloucestershire County Council On-Street Parking Order 2017 (“the 2017 Order”) shall be amended by the revocation of the existing sealed plans specified in the First Schedule to this Order which are hereby replaced with the new sealed plans specified in the Second Schedule to this Order.
2. The effect of this Order is to introduce/voke the restrictions set out in the Third Schedule to this Order.
3. The remainder of the 2017 Order shall remain in full force and effect.

This Order shall come into effect on the _____ day of _____ 2026 and may be cited as the “GLOUCESTERSHIRE COUNTY COUNCIL ON STREET PARKING ORDER 2017 (KENSINGTON AVENUE) (CHELTENHAM BOROUGH) (VARIATION) ORDER 2026”

FIRST SCHEDULE

Sealed Plans to be Revoked

Plan Number (and Revision number if applicable)	Effective Date
CE97 Rev 3	3 rd March 2020
CE98 Rev 3	3 rd March 2020

SECOND SCHEDULE

Sealed Plan(s) to be Introduced

Plan Number (and Revision number if applicable)	Effective Date
<u>TO BE INSERTED IF ORDER IS CONFIRMED</u>	<u>TBC</u>

THIRD SCHEDULE

Restrictions to be introduced

No Waiting at Any Time (Double yellow lines)

Road Name and Number	Extent of Road
Kensington Avenue (490707)	From a point approximately 19m south-west of its junction with Queens Road (C9015) on the northern kerbline for a distance of approximately 8m in a south-westerly direction

No Waiting 10am - 11am and 3pm – 4pm (Single Yellow Line)

Road Name and Number	Extent of Road
Kensington Avenue (490707)	From a point approximately 154m south-west of its junction with Queens Road (C9015) on the northern kerbline for a distance of approximately 11m in a south-westerly direction

Electric Vehicles Only at All Times/Z14 Cheltenham Permit Holders 8am-8pm

Road Name and Number	Extent of Road
Kensington Avenue (490707)	From a point approximately 11m south-west of its junction with Queens Road (C9015) on the southern kerbline for a distance of approximately 10m in a south-westerly direction

Electric Vehicles Only at All Times/Pay and Display 8am-8pm

Kensington Avenue (490707)	From a point approximately 27m south-west of its junction with Queens Road (C9015) on the northern kerbline for a distance of approximately 11m in a south-westerly direction
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Zone 14 Cheltenham Permit Holders Only 8am to 8pm

Road Name and Number	Extent of Road
Kensington Avenue (490707)	From a point approximately 88m south-west of its junction with Queens Road (C9015) on the northern kerbline for a distance of approximately 66m in a south-westerly direction
Kensington Avenue (490707)	From a point approximately 40m south-west of its junction with Queens Road (C9015) on the southern kerbline for a distance of approximately 6m in a south-

	westerly direction
Kensington Avenue (490707)	From a point approximately 51m south-west of its junction with Queens Road (C9015) on the southern kerbline for a distance of approximately 116m in a south-westerly direction

Pay and Display 8am to 8pm

Road Name and Number	Extent of Road
Kensington Avenue (490707)	From a point approximately 38m south-west of its junction with Queens Road (C9015) on the northern kerbline for a distance of approximately 50m in a south-westerly direction

Restrictions to be revoked

Zone 14 Cheltenham Permit Holders Only Monday to Friday 8am to 8pm

Road Name and Number	Extent of Road
Kensington Avenue (490707)	From a point approximately 11m south-west of its junction with Queens Road (C9015) on the southern kerbline for a distance of approximately 10m in a south-westerly direction
Kensington Avenue (490707)	From a point approximately 40m south-west of its junction with Queens Road (C9015) on the southern kerbline for a distance of approximately 6m in a south-westerly direction
Kensington Avenue (490707)	From a point approximately 51m south-west of its junction with Queens Road (C9015) on the southern kerbline for a distance of approximately 116m in a south-westerly direction

Given under the Common Seal of Gloucestershire County Council on:

DATED

2026

THE COMMON SEAL of
GLOUCESTERSHIRE COUNTY COUNCIL
was hereunto affixed
in the presence of:

for Assistant Director of Legal Services