

## Statement of Reasons

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### 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 kerblines 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 kerblines 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.