

IMPORTANT HIGHWAYS INFORMATION

The Owner/Occupier

Parking Services
Block 5, 6th Floor West
Shire Hall
Gloucester
GL1 2TH

Contact: parking@gloucestershire.gov.uk

Date: 12th August 2025

Dear Owner/Occupier

Scheme Ref: PS-D2501 - Kensington Avenue, Cheltenham, Gloucestershire.

Proposed Permit Parking amendments, New Electric Vehicle Charging facilities and the introduction of day time Pay and Display restrictions.

I write on behalf of the Parking Services Team at Gloucestershire County Council to advise you that a potential Traffic Regulation Order (TRO) scheme is being investigated for Kensington Avenue, Cheltenham. This is as a result of concerns raised by local residents regarding the appropriateness of the parking arrangements currently in place on-street.

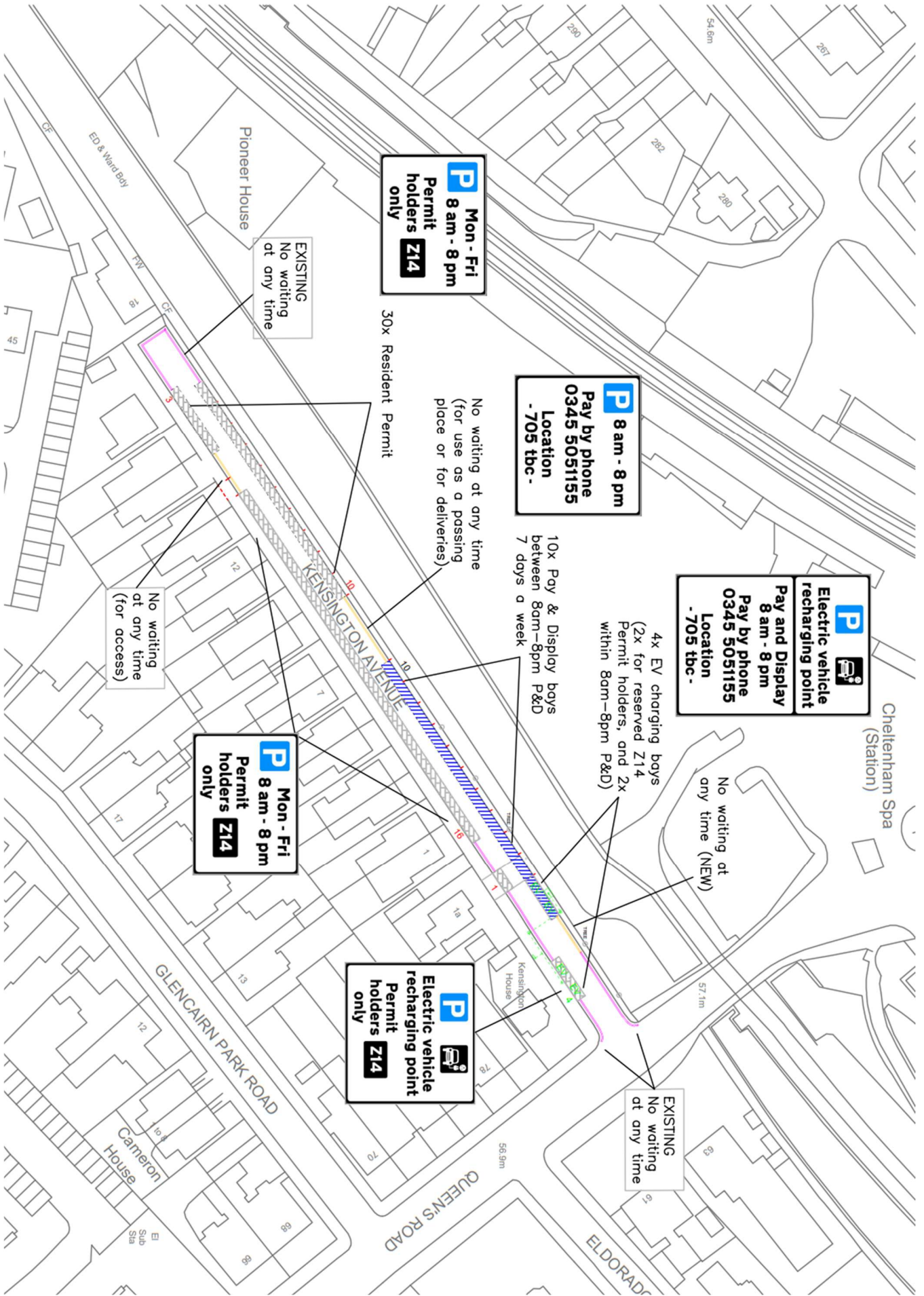
Officers have visited the site to conduct an assessment and as a result, I attach the **initial proposal on a drawing over leaf** which outlines the potential alterations that could be made to the current parking arrangements to limit rail commuter parking on this road and benefit residents.

As you will be aware the northern side of the road is currently unrestricted and allows non-residents to park through the day to the potential detriment of the area. It is proposed therefore to;

- i) expand the existing Resident Permit Bay restriction within the street by 10 spaces,
- ii) introduce four electric vehicle charging bays, two for use by all Zone 14 permit holders to assist those residents without off-street parking, and two within the Pay and Display,
- iii) to introduce 10 spaces with Pay and Display parking spaces to regulate commuter parking from 8am to 8pm but the length will remain available to any drivers overnight,
- iv) there will also be a minor extension to the existing length of “no waiting at any time” (double yellow lines) with the new section proposed to create passing places for vehicles or lengths for online delivery drivers to safely unload without blocking the whole street.

In order to ensure that we pursue a scheme that is supported by the majority of those consulted, please would you issue any comments in support or suggesting changes to the proposals using the email address parking@gloucestershire.gov.uk OR postal address above & on the Comments page.

The deadline for responses is noon on Wednesday 10th September 2025. To assist with administration, please ensure that you include the scheme reference and the road name with which you are commenting on within your response.



P Mon - Fri
8 am - 8 pm
Permit
holders
only **Z14**

EXISTING
No waiting
at any time

30x Resident Permit

P 8 am - 8 pm
Pay by phone
0345 5051155
Location
- 705 tbc -

No waiting at any time
(for use as a passing
place or for deliveries)

10x Pay & Display bays
between 8am-8pm P&D
7 days a week

P Electric vehicle
recharging point
Pay and Display
8 am - 8 pm
Pay by phone
0345 5051155
Location
- 705 tbc -

4x EV charging bays
(2x for reserved Z14
Permit holders, and 2x
within 8am-8pm P&D)

No waiting at
any time (NEW)

Cheltenham Spa
(Station)

P Mon - Fri
8 am - 8 pm
Permit
holders
only **Z14**

No waiting
at any time
(for access)

P Electric vehicle
recharging point
Permit
holders
only **Z14**

EXISTING
No waiting
at any time

Your responses will then be collated and closely considered upon the close of the consultation process when a decision on whether to progress, alter or cease the proposals will be made based on the feedback received.

Please remember this is **not** the legal consultation required for a Traffic Regulation Order, but for transparency if progressed the changes would be proposed for the following statutory reasons:

- 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.
- For preserving or improving the amenities of the area through which the road runs.

Many thanks for taking the time to read this letter and I look forward to receipt of your comments as part of this informal consultation process. We trust you are willing to assist our Team by responding and together we can improve Gloucestershire's highways.

Yours faithfully,

John Hindley

Traffic Engineer - Parking Services
parking@gloucestershire.gov.uk

