

London Borough of Croydon

High Street

Site survey analysis



Prepared by



Transport & Travel Research Ltd

on behalf of



Version 1.0 May 2007

Croydon High Street Site Survey Analysis

Prepared by



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Project Number	N/06/327
Version	1.0
Date	May 2007
File location	
Last edited	
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“Croydon will review and improve parking and loading controls such that they are more effective and readily understood by motorists and residents. The aim will be to ensure that parking and loading controls protect buses and business traffic whilst ensuring necessary access for local shops (...), taking account of traffic conditions and local circumstances and where roads have appropriate parking and loading controls”.

Croydon draft implementation plan, February 2006

**CROYDON
COUNCIL**

1 METHODOLOGY

The research was carried out in the following way:

- *Initial site visit to gain awareness of issues and discussion with a Merton Transport planner (3rd November 2006).*
- *Photographs taken on site visits.*
- *Business profile (15th December 2006).*
- *Morning delivery observations (7.30am - 10.30am on 15th December 2006).*
- *Afternoon delivery observations (4.00pm - 5.30pm on 14th December 2006).*
- *Retail Surveys (14th December 2006 and January 2007)*
- *Forum (February 20th 2007).*

The site visits provided the opportunity to look at the freight traffic generators in the area in question such as supermarkets, restaurants, take-aways, etc. The business profile was carried out in order to better understand the affect that businesses have on freight movement.

Throughout the project close links have been established with different Borough officers. Indeed, Borough officers from the London Borough of Croydon were consulted as to their views and opinions concerning the provision of loading and unloading within the Borough. Representatives in Parking Services, Transport Planning, the Town Centre Manager and the local Chamber of Commerce were all invited to comment on hot-spots within the Borough that they deemed to have sufficient problems with loading and unloading and that warranted funding to investigate possible solutions.

Further consultation was also carried out to investigate the incidence of Penalty Charge Notices (PCNs) that have been recorded to further justify the sites that were proposed by the relevant stakeholders.

A forum was organised involving the main local stakeholders (local authorities, Chamber of Commerce, Town Centre managers, retailers).

2 THE LOCATION

2.1 General presentation

Croydon High Street is one of the main streets in Croydon town centre and is one of the links between the Flyover and George Street.

The site in Croydon that is the focus of this survey is the area between the Croydon flyover and Surrey Street. It is located on the South side of the town centre along the High Street and is made up largely of food establishments (take-aways, pubs and restaurants).

It is a busy road used by buses with a high frequency (4 different bus routes go along this road, with an average frequency of 1 bus every 5 minutes), with an average of one bus for three cars observed (morning and at lunchtime).

The main business activity is located on North High Street, essentially on Church Street (Whitgift shopping centre, Centrale shopping centre, House of Fraser, etc.). In comparison, on Church Street (which is on North High Street axis) there is a pedestrian precinct which makes the street more attractive than the High Street.

To the west, Surrey Street meets the High Street just after the Millets shop. There is a local market in the street with a specific restriction access¹. It is a “Fruit and Vegetable” market, mainly attracting people who live in the local area so demand for parking is limited. Market traders set up their stalls in the morning (from nearly 6am) and pack up around 5pm.

The majority of market traders come to the market with their own commercial vehicle that carries the goods they sell.

Figure 2.1: Surrey Street



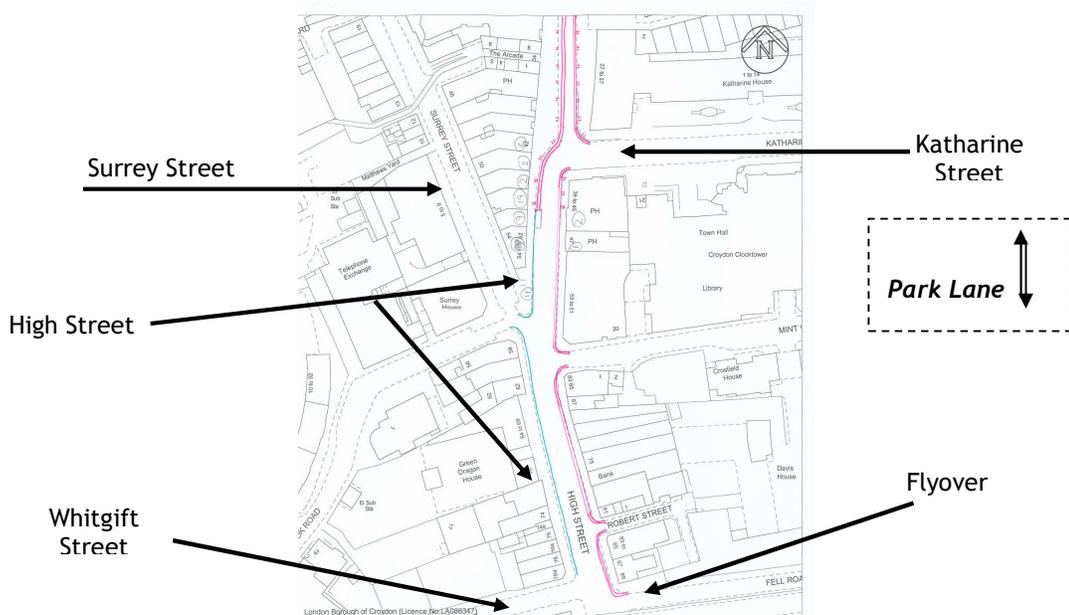
Surrey Street and the High Street function independently of each other and no conflicts have been noticed in the market on Surrey Street.

The buildings along the High Street were built around 1930 and therefore, some of them have a courtyard where they can receive goods or park their cars.

¹ Access is forbidden from Monday to Sunday (5am-8pm), except for access.

Buildings have on average 2 or 3 floors and most of the time the ground floor is used for business activities. On part of the eastern side of the High Street, some areas dedicated for business are vacant. Residents live above the shops and there are no individual or semi-detached houses on the High Street.

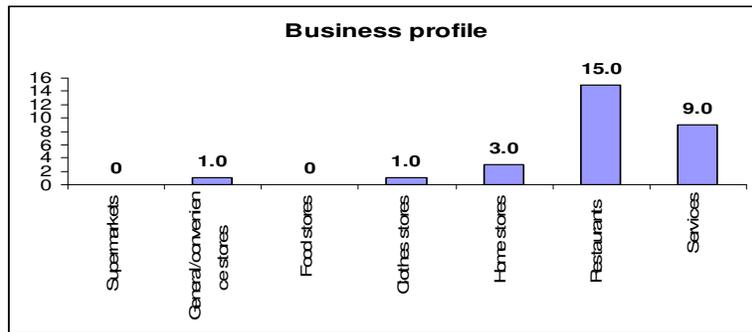
Figure 2.2: Map of High Street (Source: Croydon Borough Council)



2.2 Business profile

The commercial activities on the High Street are mainly made up of restaurants and services:

Figure 2.3: Business profile of High Street (January 2007)



Regarding the business activities, both sides of the High Street are well balanced, as indicated in the table below (Table 2.1).

Both sides have a lot of restaurants which have a complex supply chain (lots of suppliers and different freight transport operators due to the variety of goods). However, areas where delivery staff can operate are mainly located on the West side.

Table 2.1: Business profile on the West and East sides (January 2007)

	West side	East side
Restaurants	7	8
Services	6	5
Clothes shop	1	0
Home store	3	0
Convenience stores	1	0
Total	18	13

Among the main activities:

- Table 2.1 shows that the High Street is made up of a lot of “food businesses” (including pubs, restaurants and take-aways), representing nearly 50% of the shops. They receive fresh food everyday which means they are served by various suppliers and shippers. They have many suppliers (from 4 - 20 on average) but only 2 or 3 freight transporters operate for them. Not more information has been given for confidential reasons. Deliveries are made throughout the day.

In addition, freight operators do not use similar vehicles to deliver goods. For example, in the case of soft drinks, beer and food, which are delivered by temperature controlled vehicles, dedicated trucks for drinks, etc. Indeed restaurants receive goods from different kind of trucks (from vans up to 7.5T vehicles) and beer is one the most difficult to deliver goods (no pallets or parcels, but kegs which are transported one by one).

However, some take-aways (like “Fat Boy”) operate deliveries on their own because they go to a particular supermarket to buy their goods.

- “**Services**”² are also an important part of the business which is located on the High Street. Indeed, even if they do not account for a lot of deliveries (excluding the hairdresser) they frequently receive parcels or stationery. This represents one of the major problems for this street. During peak hours it is very difficult for couriers to find somewhere to park for a short time period. Indeed, contrary to other goods deliveries, parcel deliveries are made in a very short time (between 3 and 5 minutes per delivery) and couriers cannot waste time finding an

² Services include all businesses where the main activity is not dedicated to the selling of goods (such as solicitors, hairdressers, etc.).

area to park far away from the delivery point. The time spent finding a place should not be longer than the time taken to deliver the product. However, restrictions applied to the area cause significant problems for that kind of delivery.

“Services” have on average 2 - 3 deliveries per week, depending on the number of employees³. There are big gaps between the different types of commercial activities (up to 6 a day for some hairdressers and 1 per week for some solicitors).

- “**Clothes shops**”: the only one on this part of the High Street is one of the biggest businesses on the High Street (Millets). This shop faces many problems receiving goods. It receives its main goods delivery on Monday but sometimes receives additional deliveries on different days.

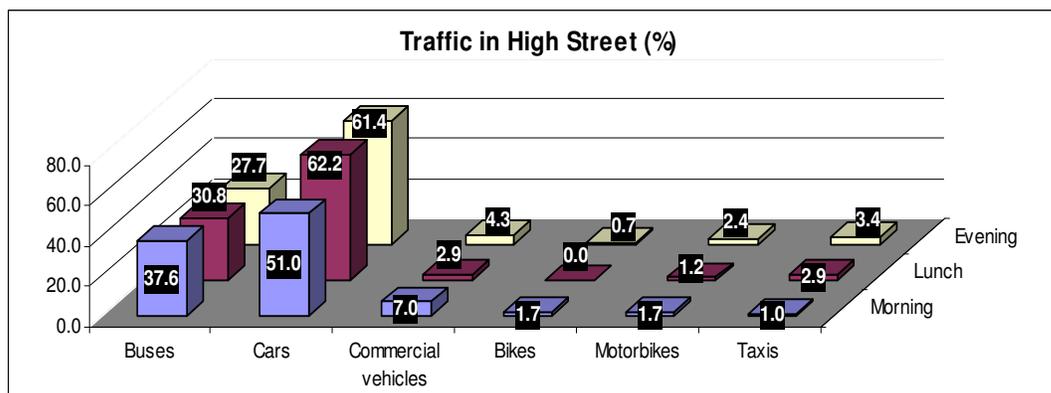
2.3 Freight movements

The street is a busy transit road used by cars and buses. As mentioned previously, the flyover generates a high number of vehicle movements due to easy access between the flyover and Park Lane. This road links from the flyover to Croydon town centre. Most deliveries take place throughout the day with the majority taking place in the morning. The beginning of the week seems to be the busiest period for deliveries. There are not a lot of trucks that transit (i.e. they do not stop) on the High Street (7% of the vehicles in the morning and 3% at lunchtime)⁴.

³ According to the on-street survey.

⁴ Observations made on a Thursday.

Figure 2.4: Traffic on the High Street



Morning= 7.45am - 11.30am / Lunch= 11.30am - 2.00pm / Evening= 4pm - 6pm

A new shopping centre is being proposed for Park Place, which will redevelop an extensive area of the city centre but is likely to increase congestion. The number of vehicles could significantly increase when Park Place mall is built. Building on Park Place was scheduled to start in autumn 2006 and when completed, the shopping centre will be 100,335 m². Moreover, Nestle, whose UK headquarters will form part of the site, plans to take part of the office accommodation⁵.

Considering all the shops on the 4 sites visited⁶, the average delivery time spent is **18 minutes**. The on-street observations in Croydon reveal that the average time is quite similar, nearly **16 minutes**.

The road becomes congested during peak hours (early morning and late afternoon) along routes going into the centre. There are various kinds of freight vehicles, but essentially up to 7.5T vehicles and vans.

In summary:

The road is a strategic transport corridor used by all kinds of vehicles (cars, trucks, buses, etc.).

- High ratio of “food businesses” (50%) and services which both have specific and complex supply chains. Restaurants, receive goods from different kinds of trucks and services receive parcels many times a day.
- Problem for couriers: they have to deliver parcels quickly.
- High Street and Surrey Street (where the market is) function independently of each other and no conflicts have been noticed in the market that runs down Surrey Street.
- Concerning the business activities, the western and eastern side of the High Street are balanced.
- There are on average **1.8 deliveries** per shop per week and the average delivery time is **16 minutes**.

⁵ On May 2006, John Lewis announced that no development scheme in Croydon met their requirement which has boosted the chances of the “Alders (Croydon) Ltd” being able to secure anchor status in the new development.

⁶ Currently: Croydon, Kingston, Merton, Bromley.

3 LOADING/UNLOADING RESTRICTIONS

“Loading and unloading is when heavy or bulky goods are taken to or from a vehicle stopped temporarily on a road. Loading also includes delivering or collecting commercial goods, pre-ordered goods and dropping off tools for builders”.

Source: FTA Legal Loading: Code of Practice

3.1 Access and parking rules

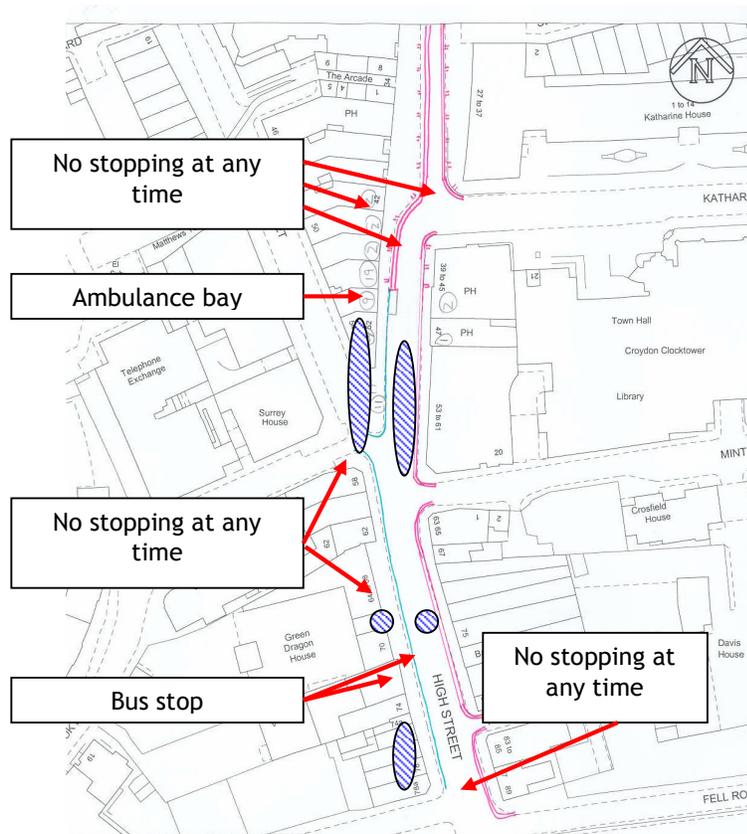
Throughout the High Street there are various loading/unloading and parking restrictions. From 7am – midnight there is a parking restriction on the western side of the High Street between the flyover and Surrey Street. The maximum authorised loading time between 11am and 6.30pm is 20 minutes; there is no maximum time outside of these hours. This applies where no loading restrictions are in force and loading/unloading has to be continuous.

Other restrictions:

- Eastern side: between the corner of Katharine Street / High Street and a point opposite buildings 48 and 50 High Street: loading and unloading is prohibited at any time.
- Western side: between the corner of Katharine Street / High Street and buildings 48 and 50 High Street: loading and unloading is forbidden at any time.
- Western side: between the south-eastern pavement edge of Whitgift Street and a point 31.50 metres south of that kerb-line: loading and unloading are only prohibited between 7am and 7pm, Monday to Saturday inclusive.

Croydon has not trialled night time deliveries. Within the Borough there is a blanket ban on night-time lorry movements which covers all roads where the Borough is the highway authority. The only exceptions to this arrangement are roads that form part of the Greater London Road Network where TfL is the highway authority, i.e. A23, A22 and A232. There is a 7.5 tonne load limit in Croydon in some areas and a 5 tonne limit on overnight parking, which corresponds to the London night-time delivery ban (London Lorry Ban).

Figure 3.1: Map of the access restrictions



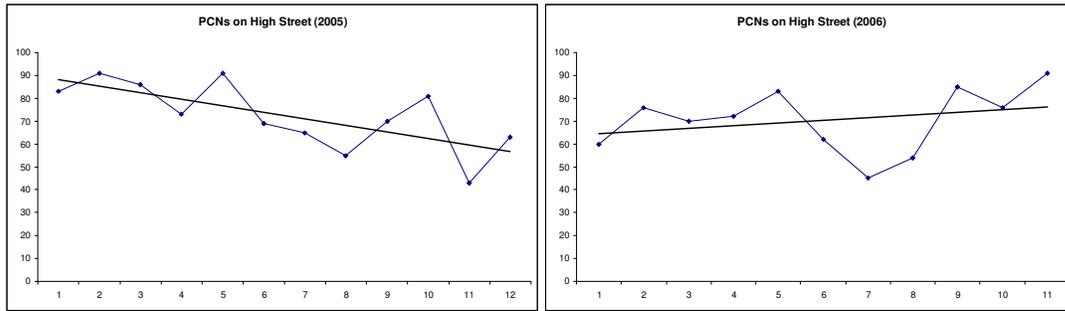
 Loading / unloading authorized

3.2 Enforcement

The area is enforced by traffic attendants employed by the Borough. There are nearly 25 enforcement officers in Croydon Borough, including 15 that enforce the streets at any one time and 5 watching CCTV. There is a 5 minute observation period for the Borough. There is no CCTV enforcement in the area; there are however, Mobile CCTV units.

The Borough owns 3 pick-up trucks for taking away abandoned cars and a car pound on Factory lane. In this case, there is a release charge of £155 for vehicles plus a fine.

Figure 3.2: Number of PCNs issued (2006-2005)

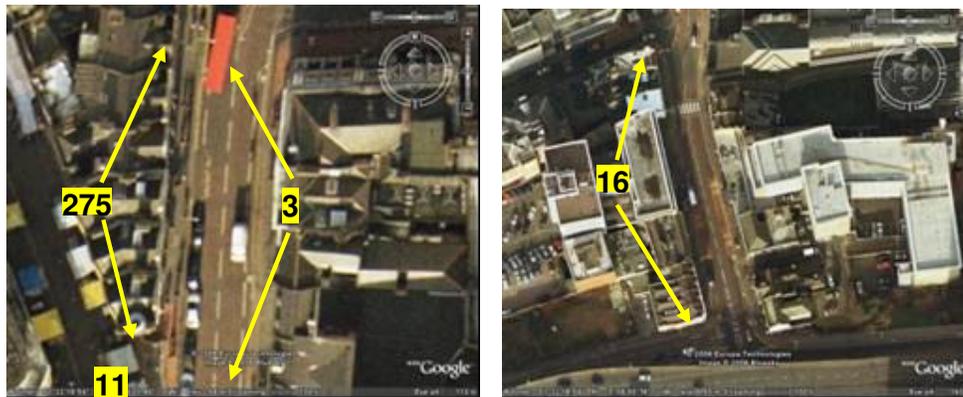


304 PCNs were issued on the High Street (between Number 42 to the Flyover) from April 2006 to November 2006. 1677 PCNs were issued on the whole of the High Street between January 2005 and December 2006.

The majority of PCNs were issued outside Millets on the single yellow line (80%). No information has been disclosed as to the reasons for issuing these PCNs. However, it may be due to not respecting the time restrictions. Only one PCN has been issued for parking on the ambulance bay.

The decrease in the number of PCNs issued on the High Street during 2005 was due to a shortage of parking attendants; numbers were low for some time. Levels increased in 2006 due to the introduction of mobile enforcement units.

Figure 3.3: PCNs issued by location



Photographs: Google Earth

The high ratio of PCNs given outside Millets can be explained by the lack of road signs leading to a lack of understanding and awareness amongst drivers of the restrictions. Indeed, no road sign indicates the parking restriction times and the Highway Code does not contain an allowed time to park on a double yellow line⁷. In general, on-street observations show that drivers seem to respect the ambulance bay restriction more than the double yellow-lines. A specific road sign (vertical or on the road should clearly explain the time spent by each car in this area).

⁷ There is little information about the origins of the PCNs issued. The information available only concerns the location of where the PCN has been issued.

The available analysis makes it difficult to determine whether any accidents are due to urban freight or not. Generally, accidents are due to vehicles turning across others or overtaking, loading vehicles may obscure the driver's vision. However it is impossible to know from the statistics whether these have been factors in the accidents.

In summary:

- Throughout the High Street there are various loading/unloading and parking restrictions.
- 304 general PCNs have been issued on the site concerned.
- 80% of the PCNs are issued outside Millets (number 54) on the single yellow line and only one on the ambulance bay.
- This can be due to a lack of adequate signage lack of parking bay for cars. There is a mix in the use of the area where parking is allowed between cars and freight operations. No dedicated loading bay exists.
- No information is available as to whether the accidents on the High Street were due to freight movements or not.

4 OBSERVATIONS / HOTSPOTS

No dedicated loading bays have been created in this area. The two closest loading bays are located in North High Street (just before the crossroads with Church Street) and on Church Street.

The main issue on the High Street relates to the lack of delivery access in the High Street area due to people parking illegally, especially outside Millets (which is on the corner of Surrey Street and the High Street). Indeed, stopping is forbidden at some times.

Some delivery drivers have problems with people parking illegally in areas where only loading or unloading is permitted at certain hours. In addition, Blue badge holders are issued PCNs if they park in these areas but can successfully appeal these fines. Blue badge holders are asked to park in bays allocated for disabled people.

Delivery drivers also encounter congestion during peak hours (early evening and late afternoon). In the evening, deliveries are not advisable because the High Street gets crowded.

There is no known conflict between delivery drivers, which makes finding shared solutions easier.

4.1 A typical situation (at 1pm)

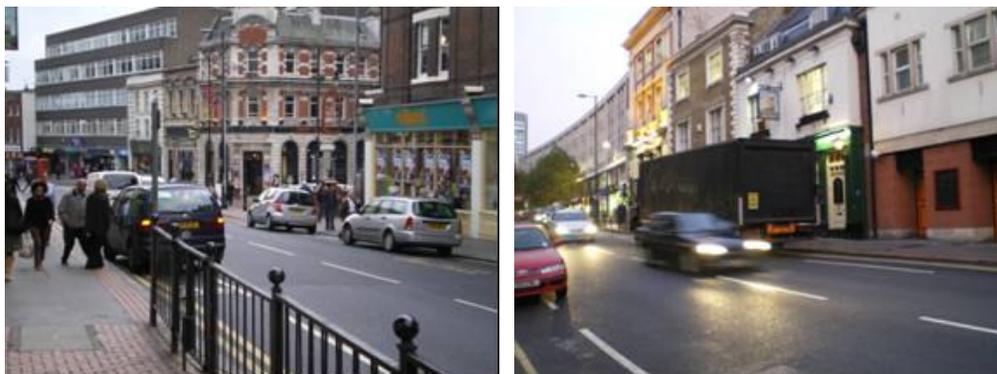
Figure 4.1: On the corner Surrey Street / High Street



The main area used by car drivers is located in front of Millets, on the single yellow-line. There is a 20-minute parking time-limit but the signs on the road are not very visible for car drivers.

From the photograph above (figure 4.1), it is evident that cars parked along the pavement cause problems for cyclists in the cycle lane. Moreover, this one is blocked by cars, so cyclists are forced to use the road. A daily observation uncovered that drivers who park in that area, stay **approximately 35 minutes** and usually go to the market or nearby pubs and restaurants. It is strictly forbidden to park on the opposite side of the street. At busy times, it can be quite dangerous for cyclists to use this road.

Figure 4.2: Outside and opposite side to Millets



Most of the time, it is easier to stop at the front of shops because access via the rear is not so easy for trucks. Some pubs, such as “The Green Dragon” can easily receive goods at the rear entrance of their building.

The photographs above (figure 4.2) were taken on the opposite side to Millets. In this area it is only possible to park on the single yellow⁸ line for a maximum of 20 minutes. Opposite to Millets, parking is prohibited by a double yellow line, but two pubs need to receive goods on this side of the road (Western side). On average trucks are parked on the prohibited part of the road twice a week in order to reach the cellar from the pavement more easily. No delivery drivers seem to have received a PCN for this.

4.2 The corner of High Street / Katharine Street

There are double yellow lines where it is prohibited to stop at any time on the corner of Katharine Street / High Street for safety reasons. In fact there is not much space on this part of the street and vehicles often park on zebra crossings

There are currently no designated loading bays in this area. The nearest loading bays to this area are further north along the High Street outside the Post Office and on Park Street. Some delivery drivers cannot park in a dedicated area for security reasons (for pubs for example) and due to time constraints. Indeed, some delivery drivers such as couriers have to make a lot of stops for their delivery schedule and therefore cannot waste time looking for a place to park from where they can deliver. This time pressure could result in a courier stopping in a prohibited area, even if it is unsafe to do so. The amount of time wasted due to difficulties in delivering and finding a place to park in this area of the High Street costs nearly £30009 per year for all couriers.

⁸ The Highway Code mentions: “*Waiting restrictions indicated by yellow lines apply to the carriageway. You may stop to load or unload (unless there are also loading restrictions) or while passengers board or alight. Double yellow lines mean no waiting at any time, unless there are signs that specifically indicate seasonal restrictions*”.

⁹ If we consider that a van and a driver on average, cost £130 per day for one company and calculating that a driver wastes on average 4 minutes when looking for a legal stopping area.

Figure 4.3: On the corner Katharine Street / High Street



As shown in figure 4,3, it is strictly forbidden to park on Katharine Street / High Street corner due to security reasons because the street is narrow at this point with vehicles turning left or right. The picture shows two parcel vehicles parked just before the turning. They only stopped here for a couple of minutes but it was enough to generate some traffic problems because it made it difficult for vehicles to turn.

These two vehicles are parked here because there was no space in the authorised area and they did not have time to look for another place to park and deliver. When there was no space available, other couriers parked on the pavement as is illustrated in the photograph below (figure 4.4):

Figure 4.4: A truck on the pavement



4.3 Outside Millets

Indeed, this part of the street is often occupied by goods vehicles from where they load and unload because there is no loading bay between Katharine Street and the Flyover. The closest loading bay is located on North High Street. But this area is also used by cars to stop.

Millets would like to have a loading bay on the High Street so that delivery drivers can quickly and easily deliver their goods, in a safe environment. Deliveries are made with a 7.5T with equipped with an electrical forklift, which means that the delivery drivers need space to deliver, which is currently not the case.

Figure 4.5: Outside Millets



Additionally the ambulance bay which is mainly used by the NHS is on the opposite the NHS because it is prohibited to stop on the same side of the road. It is therefore problematic and difficult for the ambulance driver to carry out his job easily.

Even if restrictions in that area were well-respected, it is still the case that the ambulance bay is badly located (it is sometimes very difficult and indeed dangerous for disabled people to cross the road) and moreover, in comparison to the rest of the area, is rarely used. Indeed, various observations revealed that couriers or other delivery drivers prefer to illegally park on the double-yellow line than use the empty ambulance bay.

Moreover - as a matter of safety - most of the time, ambulance drivers prefer to stop outside the NHS than outside Millets.

Figure 4.6: An ambulance parked outside the NHS



4.4 Bus stops between Surrey Street and Whitgift Street

Figure 4.7: The bus stops on High Street



Apparently, there is no conflict with Transport for London as there are no red routes in the area; however, problems arise due to the size of the bus stops.

Firstly, it must be highlighted that a bus stop is created through agreement between TfL and the council. Indeed, as the length of a bus stop cage/clearway defines an area of the carriageway where buses can approach, stop and exit unobstructed, 37m is the recommended kerbside space required to ensure convenient and efficient bus access to within 200mm of the kerb. If there are any traffic problems in the Borough or changes that need to be made, the trade Association should be consulted (FTA and RHA).

The problem is that the size of the bus stop area considerably reduces the space dedicated for freight movement. Indeed, between Surrey Street and the Croydon Flyover, parking is prohibited at any time (double yellow lines with chevrons and zigzags) except for the buses, where dedicated stops have been implemented. There are two exceptions for parking:

- Between the Whitgift street / High Street corner and the bus stop on the West side.
- Between the bus stop and the zigzags on the western side: there is room for one car only.

- Between the bus stop and the zigzags on the eastern side: there is room for one car only.

Due to the size of the bus stops, there is no dedicated delivery area and the lack of loading bay poses a big problem for the delivery drivers; it means that sometimes they have to park their vehicle under the Flyover, although at some times this is prohibited.

According to some retailers, the lack of loading bays is a real problem for delivery drivers because they spend a lot of time finding a place to park and PCNs are sometimes issued.

As a result, some of them think that one or two more loading bays would be very useful. According to some of them, a loading bay would be very useful in front of the Black Sheep Bar (there is a very small area to park between the bus stop and the zigzags), used by drivers at the peak hours. A new loading bay should be only used by professionals during the peak times.

In addition, some small vehicles that deliver to pubs and restaurants are parked on the zigzags while there are other areas closer. Delivery drivers want to be able to park as close to the delivery point as possible.

Figure 4.8: A vehicle on the zigzags



In summary:

The main freight issue on the High Street concerns illegal parking, which means there is less space available for delivery vehicles than spaces that are used by cars. The space outside Millets is used the most by both cars and freight vehicles.

3 main hotspots were identified along the High Street:

- On the corner Katharine Street / High Street
- In this area, couriers are often parked because they need to work quickly and it is the easiest place to park. They only stop a couple of minutes but it creates safety problems. Others also choose to stop on the pavement outside number 32.
- Outside Millets

It is the most used area to load and unload. It is also an area used by cars to park and to go to the market or to the shops on the High Street. In this area, cars are parked for 35 minutes on average. Cars / freight operators rarely use the ambulance bay, preferring to park on the single or double yellow lines.

- At the bus stops - before the Flyover

Due to the bus stop size, there is no room for a dedicated delivery area or loading bay and this causes significant problems for the deliverymen who sometimes have to park their vehicle under the Flyover, where at times, parking is prohibited.

5 LOCAL STAKEHOLDERS' FEELINGS

In order to have a better knowledge and understanding of the site, retailers and deliverymen were asked a series of questions. In total 10 retailers were interviewed on different days and at different times of the day. The main ideas are detailed below:

- Shop owners maintain that they require short term parking outside their shops because they believe that it is essential for customers to have easy access to the shop.
- On the whole, they claim that it is difficult to load and unload on the High Street except for those retailers who can receive goods via the back of their shops. Moreover, some of them say that they receive goods via the back of the shop (pallets or larger deliveries or from the front of the shop in the case of small deliveries. Some shop owners think that 1 or 2 loading extra bays would be very useful. Some of them mentioned that PCNs had been issued to other freight operators who had stopped at the bus stop (at the time there were no other places available). A loading bay in front of Dragon House would be useful; at the moment there is a small area where it is possible to park between the bus stop and jugged lines which is used by drivers at peak times.

A new loading bay should be only used by professionals at peak times and another one should be created in front of Millet's.

- A ratio of "1 loading bay for 10 shops" was suggested by one manager.
- The ambulance bay is not in a practical location.
- Some people believe that there is an informal understanding between the pub and traffic attendants when deliveries take longer than expected.
- There should be better communication with the parking attendants.
- Deliverymen questioned believe that the real problems are not loading/unloading but on the M25.

6 RECOMMENDATIONS

After the investigation and observations made by TTR, some recommendations have been discussed.

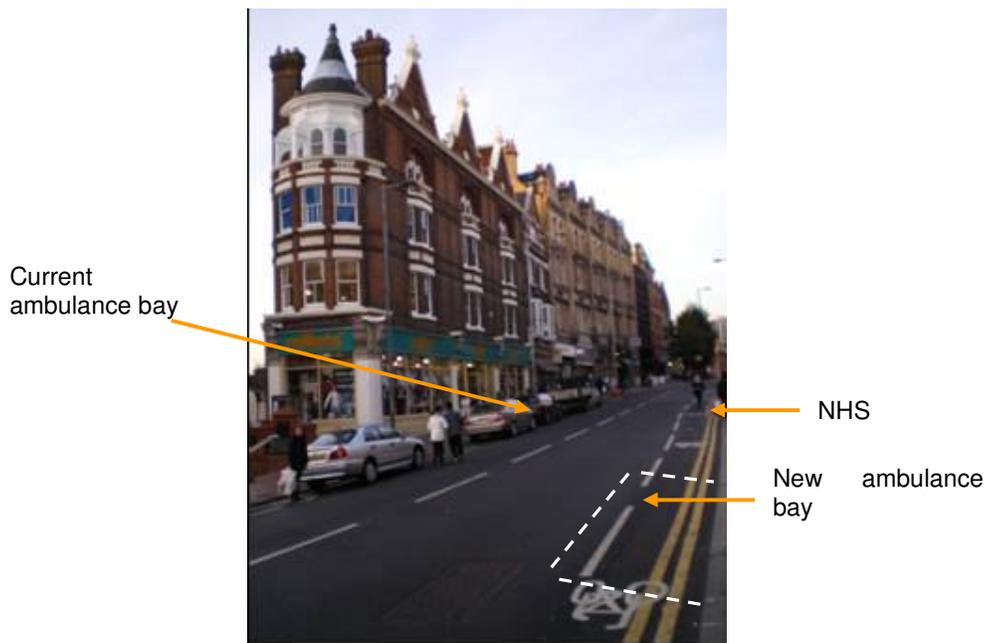
- **Make the signage more understandable.**

There is not sufficient road signage on the High Street, except on the corner of the High Street / Katharine Street where there are double yellow lines with signage indicating “no loading at any time”. However, on the western side of the High Street the ban on stopping ends at the ambulance bay, but this is not the case on the opposite side of the road. It is almost impossible to know where the prohibited area ends. Moreover, when drivers stop in front of Millets, there is no clear indication of the maximum time that they can spend in the area.

- **Change the ambulance bay**

It would be more practical to move the ambulance bay, either further down the street or on the same side as the NHS services. When ambulances need to stop, they very rarely use the dedicated ambulance bay as the crew need to cross the busy road. It is therefore more appropriate to move the ambulance bay to the other side of the road or change to ambulance bay into a loading bay. Furthermore, after the observation exercise, it was apparent that couriers and delivery drivers preferred to park on the double-yellow lines instead of the ambulance bay. As a consequence, it could therefore be useful to change the ambulance bay into a loading bay, with specific times for use.

Figure 6.1: A new ambulance bay?



- **Allow a possible loading facility in High Street / relaxation of loading restrictions**

The High Street is an important traffic corridor so congestion needs to be reduced on this site. Loading and unloading, must however, be carried out in respect of the rules which are there for safety reasons. Nevertheless, it would be appropriate to reduce the number of vehicles that are double-parked or parked on double yellow lines (on the corner of High Street / Katharine Street) and thereby allowing more time for delivery vehicles, without causing traffic problems.

- **Better communication with parking enforcement officers**

Some retailers complained that there was not enough parking enforcement on the High Street and sometimes, when parking attendants were on patrol, they did not take into consideration the difficulties that some delivery drivers experience when trying to deliver goods. In fact when the street is busy, there are not many parking options available. Moreover, during the peak hours, as there are no loading bays, areas allowed for loading and unloading are often taken up by cars.

The document developed by the FTA and the RHA, "Loading / unloading code of practice" may be a very helpful source of information for parking attendants who could be informed about it.

In summary:

Among the main recommendations:

- Make the signage clearer and more understandable
- Change the position of the ambulance bay
- Allow a possible loading facility on the High Street / relaxation of loading restrictions
- Better communication with parking enforcers.

Annex A – Notes from Croydon Legal Loading Initiative Forum

Croydon Legal Loading Initiative Forum

February 20th 2007 – Croydon Borough Council – Davis House

Present:

Jill Adams, Senior Engineer – Parking Design, Croydon Borough Council
David Wakeling, Principal Engineer - Parking Design, Croydon Borough Council
David Weeks, Parking Design, Croydon Borough Council
Arnaud Lagrange, Senior Consultant, TTR
Ben Smith, Consultant, TTR

The forum

The forum took place February 20th in Davis House (Croydon Council Parking Design). All retailers located on Croydon High Street were invited, but none of them came.

The aim of the forum was to provide an opportunity for us to provide a background to the Legal Loading Initiative project within the South London FQP www.southlondonfqp.com and what has been observed from delivery vehicle observation work on London Road, assistance with PCN data and the consultation that has been done with retailers and the messages that have been communicated to TTR as a result of this consultation. Problems and issues have been discussed, and a range of solutions and recommendations has been considered towards the end of the forum.

After a presentation of the SLFQP made by TTR and a presentation of the observations / questionnaires to different stakeholders, recommendations have been proposed by TTR and discussed by all the attendees of the forum.

This note is a summary of the different ideas discussed and validated by the attendees.

Overview of the observations made during the on-street survey

- The Croydon High Street is one of the main streets of the Croydon town centre, making one of the links between the Flyover and George Street (see the map below). It is a busy road used by buses with a high frequency (4 lines make a stop, with an average frequency of 1 stop every 5 minutes), with in average one bus for three cars observed (morning and for lunch). Most deliveries take place throughout the day with the majority taking place in the morning. The beginning of the week seems to be the busiest period for deliveries.
- Both sides of the High Street host lots of “food businesses” activities which has a complex supply chain (lots of suppliers and different freight transport operators due to the variety of goods).
- There are currently no designated loading bays in this area. The nearest loading bays to this area are further North along the High Street outside the Post Office and on Park Street.
- As the High Street is a mix between a transit road and local business activities, the street is often busy and there is no dedicated loading bay. However, it is possible to deliver

goods along the pavement where there single yellow lines (in front of Millets essentially) and double yellow lines without road signage indicated the slots when it is allowed to deliver goods. Other deliveries can be done from the back of the shops when it is possible but it is quite rare.

- The on-street observations in Croydon reveal that the average time is nearly 16 minutes which quite similar with the other sites visited within the framework of the SLFQP. This road becomes congested during peak hours (early morning and afternoon end) along routes going into the centre.
- There is a 7am – midnight restriction for parking on the West Side of the High Street between the flyover and Surrey Street. The maximum authorised loading time between 11am and 6.30pm is 20 minutes; there is no maximum time outside of these hours. This applies where no loading restrictions are in force and loading/unloading has to be continuous.
- 304 PCNs have been issued on the High Street (between the Number 42 to the Flyover) from April 2006 to November 2006. 1677 PCNs have been issued on the whole High Street between January 2005 and December 2006. The majority of PCNs are issued outside Millets, in the entrance of Surrey Street.
- The main used area by car drivers is located in front of Millets, on the single yellow-line. There is a parking time-limit but the signs on the road are not very visible for car drivers.
- Moreover the ambulance bay which is mainly used for the NHS is on the opposite side of NHS because of the interdiction to stop in the same side of the road. It becomes incoherent and difficult for the ambulance driver.
- The different observations also showed that couriers or other delivery drivers preferred to illegally park on the double-yellow line instead of the ambulance bay when it is not used.

Overview of the remarks made by different stakeholders

- 10 retailers have been questioned at different days and different times.
- Shop owners insist on having short term parking outside of their shops as it is essential for their customers in order for them to have an easy access to the shop.
- Generally speaking, they insist on the fact that it is not easy to load and unload on the High Street except for retailers who can receive goods from the back of their shops. Moreover, some of them say that they receive goods from the back (pallets or when huge volume) or from the front of the shop when it deals with small deliveries. Some think that 1 or 2 loading bays in more would be very useful.

Indeed, they mention that PCNs had been given to other freight operators while they stopped on the bus stop (they were not places elsewhere). According to them, a loading bay would be very useful in front of the Dragon House (there is a very small area to park between the bus stop and the zigzags), used by drivers at the peak hours. A new loading bay should be only

used by professional during the peak times. Another one should be created in front of Millet's.

- A ratio of "1 loading bay for 10 shops" has been said by one manager.
- The ambulance bay has not a good location.
- Some think there is an informal compromise between the pub and the traffic attendants when deliveries take a longer time than expected.
- A better communication should be done to the parking attendants.
- Deliverymen questioned think that the real problem does not appear when they load or unload, but on the M25.

Recommendations arising from the forum

After the diagnostic made by TTR, some recommendations have been discussed. Indeed, the 1

- **Make the signage more understandable.**

Indeed, road signage is not efficient enough on the High Street. Except on the corner of High Street / Katharine Street where there are double yellow lines with signage indicating "no loading at any time". However if on the West side of the High Street this prohibition ends with the ambulance bay, the fact still remains that it is not the case on the opposite side. Indeed, it is impossible to know where the prohibition stops. Moreover, when drivers stop in front of Millets, it is not clearly indicated the maximum time they have to spend on that area.

- **Change the ambulance bay**

Indeed, it could be very useful to put the ambulance bay either lower in the street but on the same side that the NHS. When ambulances need to stop, they very rarely use the dedicated bay because the ambulance driver should be obliged to cross the busy road.

As a result, it could be relevant to put the ambulance bay on the other road side or change the ambulance bay into a loading bay. Moreover, the different observations also showed that couriers or other deliverymen preferred to illegally park on the double-yellow line instead of the ambulance bay when it is not used. As a result, it could be useful to change the current ambulance bay in a loading bay with specific times for use.

- **Allow a possible loading facility in the High Street / relaxation of loading restrictions**

The High Street is an important traffic corridor so congestion needs to be reduced on that site. Following the same idea, loading and unloading must not be made without respecting rules which are useful for a question of security. However, it could be relevant to reduce the number of vehicles which are double-parked or which are parked on double yellow lines (on the corner of High Street / Katharine Street) and to allow more time to deliver for vehicles which do not cause troubles.

- **Better communication for parking enforcers**

Some retailers complained they was not enough parking enforcement on the High Street and when sometimes, when parking attendants operated, they did not think to understand the

difficulties that some deliverymen met to deliver goods. Indeed, when the street is busy, there are no plenty of solutions to park their vehicles. Moreover, during the peak hours, as there is not loading bay, areas where loading and unloading is allowed, is often used by cars. The document made written by the FTA and the RHA, which is called “Loading / unloading code of practice” may be very useful for parking attendants and it could be disseminate to them.

Annex B – Stakeholder Survey

**South London Freight Quality Partnership
Legal Loading Initiative
Stakeholder Survey**

Retailer Questions

GOODS IN

What is the nature of your business?

Restaurants / Retail / Services (bank, estate agency, etc.) / Supermarkets /

Others

What vehicles are used to make deliveries to you?

Van up to 3.5t gvw / 2 axles rigid up to 7.5T gvw / 2 axles rigid over to 7.5T gvw /

3/4 axle rigid / artic / drawbar trailer / don't know

How often are goods delivered?

Throughout everyday / Once every day / 2 - 4times per week / Once per week / Less often

Is any particular day especially busy for receiving deliveries?

Monday / Tuesday / Wednesday / Thursday / Friday / Saturday

Not really

At what times of day are goods delivered to you?

Before 7am / 7am - 9.30am / 9.30am - 4.30pm / 4.30pm - 7pm / After 7pm / All through the day

How are the shops serviced?

Using their own vehicles

By a freight operator(s)

Various Suppliers

Prompt: (If they have answered “By a freight operator”, ask how many suppliers deliver their goods)

How long do your deliveries normally take?

Prompt for further information: (‘Delivery Time’ could include time spent in the stock / store room, moving boxes around in the van, unloading, reloading and moving between the vehicle and the store. Also check that the driver is stopping to service just the one store you are surveying.)

Less than 5 minutes / 5 – 15 minutes / 15 – 30 minutes / More than 30 minutes / Variable

How close can your delivery vehicles park to service the shop?

Less than 50m / 50m - 100m / 100m - 200m / More than 200m / Unknown

Which access point do delivery drivers use? (Roadway, side-road, etc.)?

Do delivery drivers meet some problems/conflicts when goods are delivered? Explain?

ACCESS & DELIVERY FACILITIES

Does your business have an adequate off-street collection / delivery area?

Yes No

Can heavy goods vehicles access the delivery area easily?

Yes No

Are you restricted to kerbside access for collections / deliveries?

Yes No

**Do you have problems with access restrictions or (un)loading restrictions?
What kind?**

Would you be interested in co-operative management of delivery bays with neighbouring retailers? Other solutions?

Delivery Driver Questions

PARKING ENFORCEMENT AND RESTRICTIONS

What are your views towards the loading / unloading restrictions for delivery vehicles?

Do you have a particular problem with Penalty Charge Notices (PCNs or parking fines)? How many have you been issued with for parking in this site in the last 12 months?

How, if at all, would you like to see parking restrictions altered in this area for loading / unloading?

(Prompt: Specifically for loading / unloading restrictions (otherwise they may provide a general answer about restrictions for customer parking)).

Do you consider the level of parking enforcement in this area to be adequate for delivery vehicle parking?

(Prompt: Ensure that you are targeting a question about enforcement for delivery vehicles).

Parking Attendant Questions

PARKING ENFORCEMENT AND RESTRICTIONS

Do you focus more on private parking (residents or shoppers) or on commercial vehicles that are loading or unloading?

Do you have different priorities for different times of the day with respect to the type of vehicles enforced?