

Traffic Regulation Order
Consultation Report
Marlowes, Hemel Hempstead

REPORT CONTROL

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APPENDICES

- Appendix A Proposal Plan**
- Appendix B Residents Consultation Letter**
- Appendix C Statutory Consultation Letter**

1.0 INTRODUCTION

1.1 Context

- 1.1.1 Residents, local businesses, and bus drivers have voiced concerns regarding the safety of pedestrians and vehicles as a result of inappropriate parking on Marlowes, Hemel Hempstead.
- 1.1.2 Dacorum Borough Council are therefore undertaking a review of the current parking arrangements on Marlowes in Hemel Hempstead north of its junction with Midland Road. As part of this review, a site assessment has been undertaken by officers in September 2021 and following this a design has been produced outlining the proposed changes on the section of road under investigation.
- 1.1.3 The Council have undertaken both a consultation with residents and businesses who would be affected by the proposals as well as a consultation with the Statutory Consultees based upon the designed proposals.
- 1.1.4 The purpose of this report is to outline the consultation processes undertaken, the responses received and to make a recommendation on how to proceed.

1.2 Proposals

- 1.2.1 The proposed alterations to the existing parking arrangements on Marlowes are shown in Appendix A and outlined below.
- Additional 'No Waiting at Any Time' and 'No Loading At Any Time' (Double Yellow Line with Double Kerb Blip) restrictions on Marlowes close to its junction with B487
 - Conversion of existing parking bays to 'Pay to Park' bays 'Mon-Sat 8am-6pm 1 hour no return within 1 hour'. Charges are detailed in the table below:

Up to 12 minutes	12 to 24 minutes	24 to 36 minutes	36 to 48 minutes	48 to 60 minutes
£0.20	£0.40	£0.60	£0.80	£1.00

- Provision of Disabled Parking Bays 'Mon-Sun 8am-8pm 3 hours no return within 2 hours'
- Removal of small sections of existing waiting restrictions

1.2.2 The 'Pay to Park' bays are designed to encourage bay turnover and the introduction of new Disabled Parking Bays will support disabled individuals requiring access to the NHS health and Wellbeing Centre. The introduction of No Waiting and No Loading At Any Time restrictions will prevent inappropriate parking on the road which currently takes place.

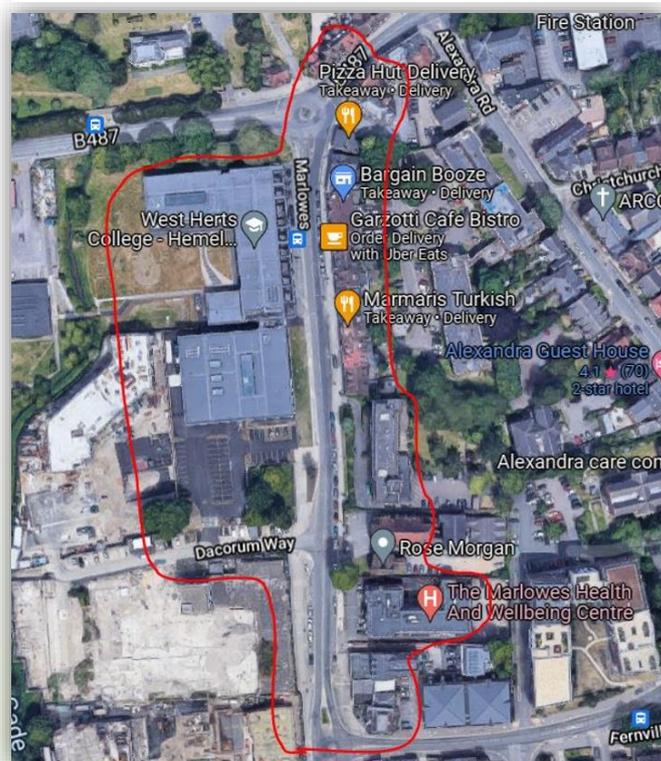
2.0 RESIDENTS AND BUSINESS CONSULTATION

2.1 Methodology

2.1.1 Residents and businesses affected by the proposals were consulted over a four-week period from 15th October 2021 to 12th November 2021. A letter and plan were posted directly which explained the proposals and the reasoning behind them. Consultees were able to respond via email or post. The letter posted is included as Appendix B.

2.1.2 The consultation area is outlined in Figure 2.1 below.

Figure 1 - Resident & Business Consultation Area



2.1.3 This area comprised a total of approximately 174 addresses.

2.2 Consultation Responses

- 2.2.1 Following the completion of the consultation process, a total of five responses were received. These responses were all Objections.
- 2.2.2 Four of the five Objectors were associated with businesses and were in objection specifically to the proposed 'Pay to Park' bays located on the east side of Marlowes south of its junction with B487.
- 2.2.3 The concerns largely centred around the impact of the proposals with Objectors suggesting that they would deter potential customers from parking and therefore result in decreased business. One employee of a business was concerned about where they could alternatively park if they did not wish to pay the proposed charges.
- 2.2.4 One Objector was a resident also objecting to the proposed 'Pay to Park' bays referenced above. Their primary concern was that the proposals would result in them having to move their car at inconvenient times.

2.3 Officers Response

- 2.3.1 In response to the above outlined Objections, the proposals are operational at only marginally different times to the existing arrangement (8am-6pm rather than 8:30am-6:30pm) so should cause minimal inconvenience to local residents in terms of moving vehicles during restricted hours.
- 2.3.2 Regarding the impact on local businesses, the proposed rates of charge have been kept at a low level in order to mitigate against any potential deterring of customers (maximum of £1). Additionally, it is highly likely that customers visiting the businesses adjacent to the proposed 'Pay to Park' bays will park for only a short period of time (under an hour) and the rate of charge for such a visit is extremely low.
- 2.3.3 Additionally, the introduction of short stay 'Pay to Park' bays may increase the turnover of spaces throughout the day as drivers will only stay for the short duration that they have paid for rather than the whole hour that is currently permitted. This will likely lead to greater availability of spaces in front of the businesses that front this part of Marlowes.

2.3.4 It is therefore highly unlikely that the proposals will act as a deterrent for potential customers of local businesses.

2.4 Conclusion

2.4.1 The receipt of 5 Objections from a total of 174 consultees represents just 3% of consultees objecting to the scheme. This demonstrates that the vast majority of residents and businesses consulted consider the proposals to be acceptable.

3.0 STATUTORY CONSULTATION

3.1 Methodology

3.1.1 The Statutory Consultees were consulted over the period from 12th October 2021 to 12th November 2021. A letter and plan were emailed directly, and consultees were invited to submit any comments via email. There was a total of 14 consultees. The letter sent is included as Appendix C.

3.2 Consultation Responses

3.2.1 A total of three responses were received from the Statutory Consultees. No objections were raised.

3.2.2 One respondent enquired as to whether parking charges would apply to the proposed Disabled Bays and whether the bays would be available for general parking from 8pm to 8am (overnight). It was confirmed via email that no charges would apply to the Disabled Bays and that the bays would be available for general parking between the hours of 8pm to 8am (overnight).

3.2.3 A generic response was received from Hertfordshire Fire and Rescue Service raising no objections. A response was also received from the Traffic Management Officer stating that there was no objection to the proposed scheme.

3.3 Conclusion

3.3.1 In light of the responses received, it is clear that the Statutory Consultees find the scheme to be acceptable.

4.0 SUMMARY AND RECOMMENDATION

- 4.1 Dacorum Borough Council have undertaken an extensive consultation process with 174 potentially affected residents and businesses in the area surrounding the proposals on Marlowes. Of these, just 5 (3%) Objections were raised suggesting that the majority of those consulted consider the scheme to be acceptable.
- 4.2 The Objections received have been analysed and responded to in sections 2.2 and 2.3 of this report.
- 4.3 A Statutory Consultation process has also been undertaken with a total of 14 Statutory Consultees. Three responses were received, none of which were Objections to the proposed scheme.
- 4.4 In light of the above, it is recommended to continue to the next stage of the Traffic Regulation Order process – the Notice of Proposal (Public Consultation) stage – based upon the scheme as currently proposed. At this next stage the wider public will have an opportunity to issue any comments that they wish to convey.