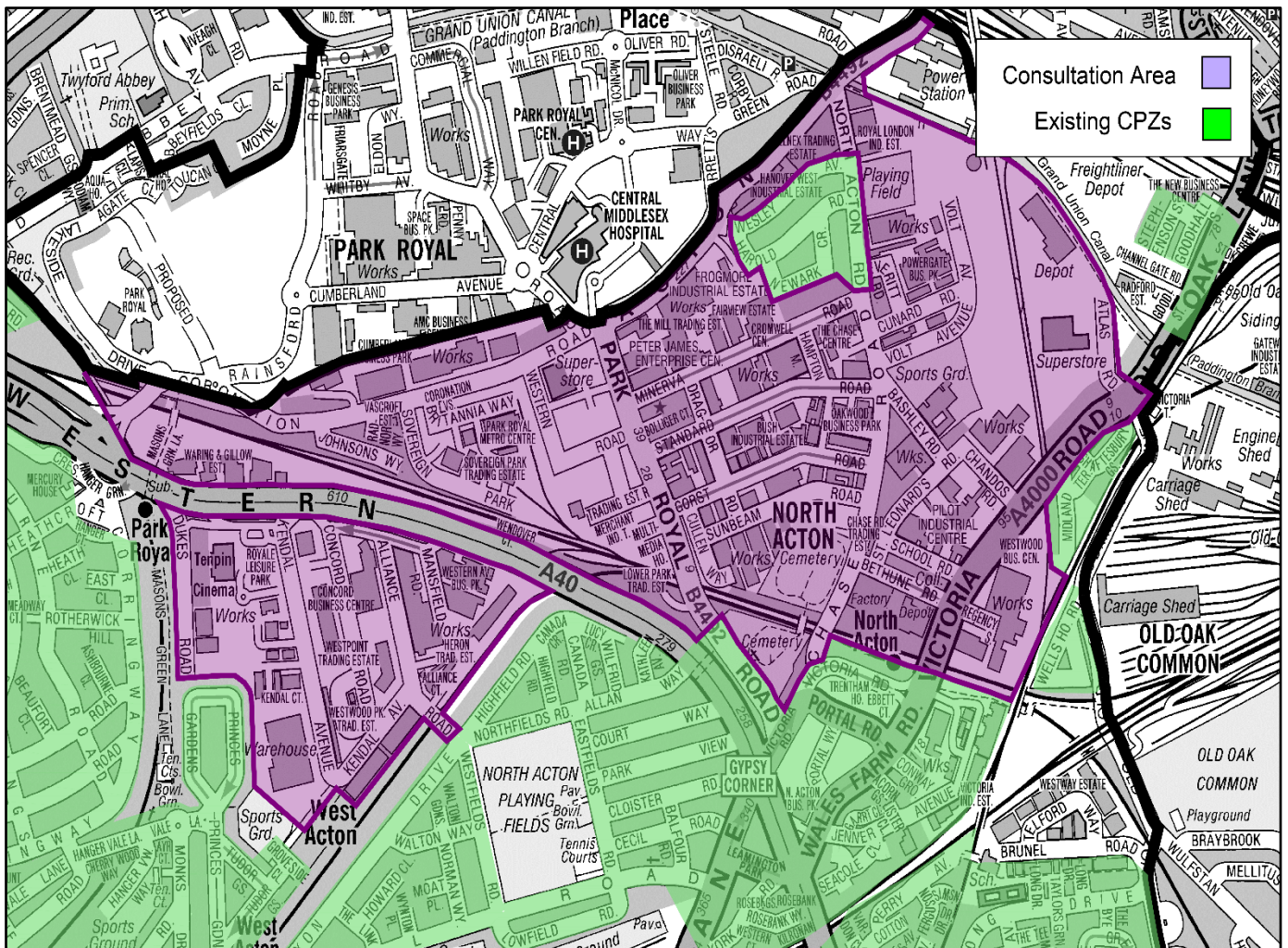


## Park Royal industrial CPZ | Consultation report

### Results | Overview

Consultation Period	September – October 2023	
Response Rate	4%	
In support of a CPZ?	Yes   <b>70%</b>	No   <b>30%</b>
Implementation?	Yes	
Operational Times	TBC	

### Consultation area



**Table 1 – Consultation Results 2023**

**Park Royal industrial CPZ - Consultation results 2023 – Adopted roads**

Street	No. of addresses	Returns	Response rate	Yes	%	No	%
<b>Acton Lane</b>	<b>42</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>
Alliance Road	33	0	0%	0	0%	0	0%
Atlas Road	11	0	0%	0	0%	0	0%
<b>Bashley Road</b>	<b>8</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>
Bethune Road	4	0	0%	0	0%	0	0%
Britannia Way	46	0	0%	0	0%	0	0%
<b>Chandos Road</b>	<b>35</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>
<b>Chase Road</b>	<b>64</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>
Concord Road	52	0	0%	0	0%	0	0%
<b>Coronation Road</b>	<b>87</b>	<b>1</b>	<b>1%</b>	<b>0</b>	<b>0%</b>	<b>1</b>	<b>100%</b>
Cullen Way	28	1	4%	1	100%	0	0%
Cunard Road	7	0	0%	0	0%	0	0%
<b>Dragor Road</b>	<b>2</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>
Dukes Road	51	0	0%	0	0%	0	0%
Everitt Road	17	0	0%	0	0%	0	0%
<b>Gorst Road</b>	<b>71</b>	<b>19</b>	<b>27%</b>	<b>16</b>	<b>84%</b>	<b>3</b>	<b>16%</b>
Johnsons Way	27	0	0%	0	0%	0	0%
Kendal Avenue	57	0	0%	0	0%	0	0%
Mansfield Road	8	0	0%	0	0%	0	0%
<b>Minerva Road</b>	<b>171</b>	<b>3</b>	<b>2%</b>	<b>2</b>	<b>67%</b>	<b>1</b>	<b>33%</b>
<b>North Acton Road</b>	<b>19</b>	<b>2</b>	<b>11%</b>	<b>0</b>	<b>0%</b>	<b>2</b>	<b>100%</b>
<b>Park Royal Road</b>	<b>215</b>	<b>6</b>	<b>3%</b>	<b>4</b>	<b>67%</b>	<b>2</b>	<b>33%</b>
<b>School Road</b>	<b>120</b>	<b>1</b>	<b>1%</b>	<b>1</b>	<b>100%</b>	<b>0</b>	<b>0%</b>
Sovereign Park	21	2	10%	0	0%	2	100%
<b>St Leonards Road</b>	<b>24</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>	<b>0</b>	<b>0%</b>
<b>Standard Road</b>	<b>163</b>	<b>10</b>	<b>6%</b>	<b>8</b>	<b>80%</b>	<b>2</b>	<b>20%</b>
Sunbeam Road	81	8	10%	6	75%	2	25%
Trading Estate Road	50	2	4%	0	0%	2	100%
<b>Victoria Road</b>	<b>32</b>	<b>1</b>	<b>3%</b>	<b>1</b>	<b>100%</b>	<b>0</b>	<b>0%</b>
Volt Avenue	14	0	0%	0	0%	0	0%
Western Avenue	55	1	2%	1	100%	0	0%
Western Road	13	0	0%	0	0%	0	0%

<b>Total</b>	1628	57	4%	40	70%	17	30%
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<b>Total (Adopted roads)</b>	1053	43	4%	32	74%	11	26%
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**Park Royal industrial CPZ - Consultation results 2023- Adopted roads**

**Table 2 – Consultation Results 2020**

**Park Royal Industrial CPZ - Consultation Results 2020 – Adopted roads**

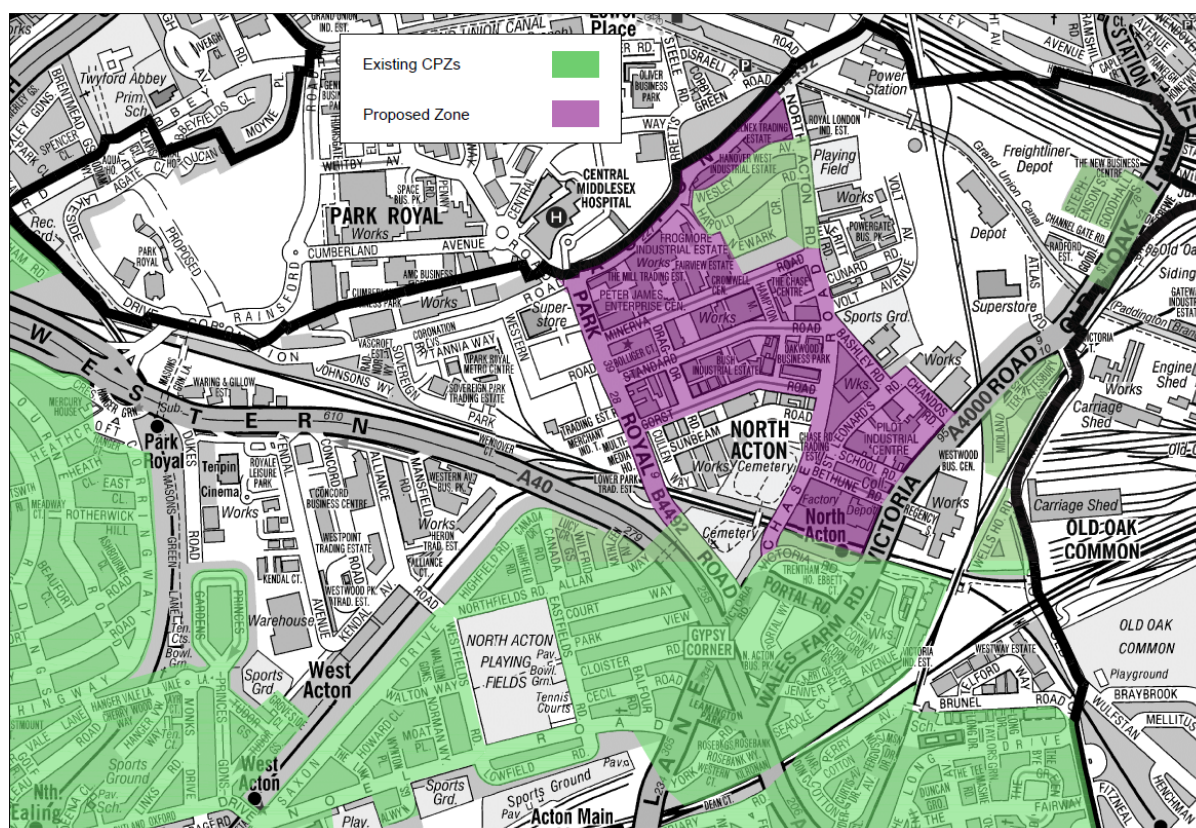
Street	Number of Addresses	Returns	Response Rate	Yes	%	No	%
Acton Lane	28	0	0%	0	0%	0	0%
Alliance Road	27	1	4%	0	0%	1	100%
Atlas Road	6	0	0%	0	0%	0	0%
Bashley Road	5	0	0%	0	0%	0	0%
Bethune Road	4	0	0%	0	0%	0	0%
Britannia Way	38	1	3%	1	100%	0	0%
Chandos Road	16	0	0%	0	0%	0	0%
Chase Road	54	2	4%	1	50%	1	50%
Concord Road	37	2	5%	0	0%	2	100%
Coronation Road	48	5	10%	5	100%	0	0%
Cullen Way	17	1	6%	1	100%	0	0%
Cunard Road	4	0	0%	0	0%	0	0%
Dragor Road	2	1	50%	1	100%	0	0%
Dukes Road	15	0	0%	0	0%	0	0%
Everitt Road	9	0	0%	0	0%	0	0%
Gorst Road	62	10	16%	9	90%	1	10%
Johnsons Way	21	0	0%	0	0%	0	0%
Kendal Avenue	45	0	0%	0	0%	0	0%
Mansfield Road	6	0	0%	0	0%	0	0%
Minerva Road	146	4	3%	4	100%	0	0%
North Acton Road	11	0	0%	0	0%	0	0%
Park Royal Road	45	4	9%	4	100%	0	0%
Regency Street	1	0	0%	0	0%	0	0%
School Road	106	0	0%	0	0%	0	0%
Sovereign Park	21	0	0%	0	0%	0	0%
St Leonards Road	15	0	0%	0	0%	0	0%
Standard Road	36	0	0%	0	0%	0	0%
Sunbeam Road	29	6	21%	6	100%	0	0%
Trading Estate Road	15	1	7%	1	100%	0	0%
Victoria Road	21	0	0%	0	0%	0	0%
Volt Avenue	13	0	0%	0	0%	0	0%
Western Avenue	15	0	0%	0	0%	0	0%
Western Road	4	0	0%	0	0%	0	0%

<b>TOTAL</b>	922	38	4%	33	87%	5	13%
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<b>TOTAL (Adopted roads)</b>	595	26	4%	24	92%	2	8%
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## Proposed Zone - Map



## Analysis

The response to the proposed industrial CPZ was very positive from those that responded - however the response rate was very low. A number of consultation documents were returned by Royal Mail and officers sought an explanation for this. There were various reasons cited but generally it was explained that addresses were often unoccupied, and post was either redirected or returned. While such circumstances provide possible reasons for a lack of response, even subtracting these from the total does little to improve the response rate.

Additionally, there appear to be a significant number of new addresses within the consultation area compared to the consultation previously carried out in 2020 (Table 2), over 700 in fact. Whilst it is no surprise that a certain amount of redevelopment will have occurred in the last three years, we noted huge increases of postal addresses at individual units that have not undergone any noticeable redevelopment. We are attributing this to the ways some businesses are now utilising their property assets in line with the way people now work remotely, as opposed to the more traditional office spaces we inhabited prior to the pandemic.

Essentially, we believe that a lot of non-specific office space has been created to offer a work environment away from residential addresses for those working remotely. Park Royal Road has close to 170 new postal addresses compared to our 2020 address list without any significant developments to help account for such an increase. For example, Bank Studios on Park Royal Road, was one address in 2020, but accounted for 27 in 2023. Similarly, Standard Road has close to 130 new addresses compared

to 2020, again without any redevelopment, but primarily through repurposing of singular office blocks, to many individual units and studios.

The current CPZ Policy, suggests that where a response rate is low (below 10%) the scheme may be referred to the Portfolio Holder for further consideration.

There are a few factors to take into account when giving such consideration. Firstly, while the response rate is low, the percentage in support is high. This does suggest that there are some parking issues in the area, even if the majority of businesses do not feel compelled enough to respond to the consultation. It has been noted in the past, that businesses in particular are more willing to endure difficult parking conditions, rather than pay for a permit in a controlled zone, particularly if they need to incur the cost of their staff too. Especially (and understandably) those that have a constant circulation of customers or vehicles that they need to park in the vicinity of their premises e.g. garages. Also, if we take into consideration the substantial increase in 'new' addresses and units, we can naturally assume that large volumes of vehicles previously unaccounted for may have already increased parking pressures and almost certainly will, if and when these units are being fully utilised.

Secondly, the response to the consultation is only one factor that the council must consider when making the decision to introduce a CPZ. High on the list of other factors, are the environment and air quality; two prominent issues in industrial areas. There is also a need to improve access for the HGVs and large vans that frequent the area.

When analysing the adopted roads within the Park Royal Industrial Estate there is a clear area most likely to form a coherent CPZ. This area is bordered by Park Royal Road, Victoria Road, Acton Lane & The Grand Union Canal. This cluster of industrial roads is made up by 43 of the 57 total responses to our consultation with 74% of those respondents in support of a CPZ being introduced. The remaining area is predominantly formed of private roads.

### **Park Royal Road and Acton Lane**

Logically Park Royal Road and Acton Lane should form part of any prospective zone. However, both roads are currently subject to potential reconfiguration as part of the council's 'Big X' cycle scheme. Whilst every effort will be made to align these two schemes, given that Big X is still some way away from fruition, if the CPZ goes ahead, one option would be to exclude these two roads from the initial zone and to integrate them at a later date, once the outcome of Big X is known. In any case, businesses located on these roads would be eligible for a permit to the CPZ.

### **Coronation Road**

Coronation Road is a little more complicated, for various reasons. It already has some controlled parking measures due to a pocket of residential addresses sandwiched between business premisses. However, this should be quite straightforward to overcome, with residents still being able to use their permit to park as they do currently, irrespective of any new controls nearby. The road also forms part of a later phase of the Big X scheme, so will be reviewed and potentially redesigned in the not too distant future. There are also ongoing issues with some businesses and anti-social behaviour, which are being investigated by various council departments. In view of this, controlled parking measures may antagonise the current situation further. However, given that all those that responded supported the zone, we recommend its inclusion, but inclusion is subject to resolution of the matters described above.

## **OPDC**

The Old Oak and Park Royal Developmental Corporation (OPDC) is a corporation launched by the Mayor of London in 2015. The OPDC is the local planning authority and regeneration agency for the area and there are substantial ongoing developments in the area. The OPDC are in support of a CPZ and the council are in regular contact with them over the various transport measures being proposed. Much of the Park Royal Industrial Estate, also falls within the London Borough of Brent. They too have given some consideration to controlled parking measures within their borough, therefore any proposed CPZ that did not include those roads in Ealing, would inevitably raise concerns of major parking displacement, increasing traffic volumes and escalating pollution levels in our borough.

## **Conclusion & recommendation**

In conclusion, whilst the response rate is lower than we would hope, we believe there are legitimate and logical reasons for this as explained in this report. We would also not expect the response rate to be comparable to a residential consultation, where parking issues are more sensitive and keenly felt when it impacts the daily life and access around someone's home.

As mentioned, it's noted that some businesses do seem to be willing to endure parking issues as long as that parking is free. Whilst we can understand that view, the Park Royal Industrial Estate has long been plagued by various issues, and we believe controlled parking can play a key role in helping to address many of them. We therefore recommend proceeding to implement a CPZ.