Greenford Station Shopping Parade Improvements

As a part of Ealing Council’s shopping parade improvement programme, proposals have been developed to improve the image, accessibility and safety of the shopping parade at the front of Greenford Station on Oldfield Land North.

Background
Over the last few months the Council has been surveying local residents and businesses to seek your views on how to improve your local shopping parade. Using the positive feedback from this process a design has been developed and a number of streetscape improvements have been proposed.

Existing Issues
The shopping parade improvement programme identifies shopping parades across the borough that would benefit from council investment. Existing issues identified around the front of Greenford Station include:

- Damaged and uneven footway paving;
- Concerns about public safety and street drinking in the evening;
- Lack of trees and bins with the existing in poor condition;
- Road safety concerns over pedestrians running across the road to catch the bus;
- Speeding vehicles and traffic congestion;
- Insufficient Parking and Loading provisions; and
- Tired and dated shopping area.

The closing date for this consultation is 21 December 2012

Complete your questionnaire online at www.ealing.gov.uk/consultations
Alternatively, return the completed form using the prepaid addressed envelope provided.
GREENFORD STATION
CONSULTATION

SCHEME BENEFIT SUMMARY
- New paving
- More parking
- Reduced congestion
- Improved lighting
- Additional bins and cycle stands
- Introduction of trees
- Improved pedestrian safety
- Reduced traffic speeds
- Improved accessibility
- Boost for local traders
- Area regenerated for locals to take pride in their local shopping parade

LEGEND
- Raised feature
- New footway paving
- Proposed tactile paving
- Converted resident bay to stop and shop parking
- Proposed double yellow line
- Existing double yellow line
- Proposed change to waiting restriction
- Proposed change to raised entry table and extension of no waiting at any time restrictions
- Proposed extension of raised entry table and double yellow lines, including introduction of no loading during peak times
- Proposed loading only 7 am - 7 pm, 30 mins no return within 1 hour
- Proposed stop and shop Mon - Sat 8 am - 6.30 pm, 30 mins no return within 1 hour
- Loading only Mon - Sat 8 am - 6.30 pm, 30 mins no return within 1 hour
THE PROPOSAL FOR THE STATION FORECOURT IS CURRENTLY BEING NEGOTIATED WITH LONDON UNDERGROUND. THESE PROPOSALS INCLUDE THE CLOSURE OF THE SERVICE ROAD TO CREATE A PEDESTRIANISED AREA, WITH OPTIONS TO EITHER INCLUDE A LOADING AREA OR ADDITIONAL CYCLE STANDS. THESE CHANGES WOULD COMPLEMENT THE PENDING STATION IMPROVEMENT WORK AND WOULD ONLY BE CONSTRUCTED AFTER STATION IMPROVEMENTS ARE COMPLETE.

NOTE:
ALL STOP AND SHOP PARKING BAYS TO HAVE 30 MINS FREE WITH THE OPTION TO PAY FOR ADDITIONAL 2 HOURS.
Proposals
The proposal involves creating a shopping parade that is easier to access, safer, cleaner and more attractive for residents and visitors to the area. The features of this design include:

Streetscape
- New footway paving, new and additional bins and introduction of trees to improve the cleanliness and aesthetics of the area;
- Modifications to the raised entry tables at Uneeda Drive and Hill Rise to complement the width of the wide footway;
- Pending authorisation from London Underground – the removal of the service road at the front of the station to create a pedestrianised area including either a bay of cycle parking or a pick-up drop off point.

Safety
- Two new street lights to improve visibility and safety after dark by discouraging street drinking;
- New raised table at the signalised crossing point between the station and bus stop waiting area to reduce traffic speeds and improve pedestrian safety.

Environment
- New kerbs, tree pits and realigned cycle stands / lamp columns / phone kiosks will rejuvenate the space to inspire and incite pride in the locals’ area;
- New construction materials and carefully placed street furniture will create an entrance way to Greenford and encourage local trade in the area and boost local business;
- Kerb realignments will increase parking capacity by one stop and shop bay and one disabled parking bay in a central location.

Parking
- Consistency of parking times will allow a better understanding and confidence for visitors arriving to the shopping parade by car;
- Revised parking arrangements with more provision for vehicles to stop near the shop they intend on visiting will encourage and be easier for more vehicles to park, benefiting the local businesses. These changes include changing nine residents bays to 30 minute stop and shop, with an option to pay for an additional 2 hours. Monday to Saturday between 8am and 6:30pm and the conversion of stop and stop parking under the bridge to include the option to pay for an additional two hours;
- Loading times within the loading bays has been reviewed to limit the loading to business hours and give more flexibility to those visiting the area in the evening or first thing in the morning.

Traffic
- Kerb realignments will effectively widen the road at the bus stop to maintain traffic flow and reduce congestion;
- Speeding will be reduced with the introduction of the raised table at the signalised crossing point;
- The extension of no waiting at anytime restrictions at the junction of Hill Rise, including no loading during peak times. The extension of no waiting at anytime restrictions at the junction of Uneeda Drive, including the extension of no waiting restrictions along Uneeda Drive to operate on Monday to Saturday between 8am – 6:30pm to remedy the bottle neck that currently occurs from vehicles turning in and out of these roads;
- Introduction of a section of no waiting at anytime restriction at the access to the gate at the back of property number 247 Oldfield Lane North to stop vehicles parking across the access gate and allow access at all times as required.

Your Views
The Council would like to know your views in order to implement the right scheme in the shopping parade. Please examine the plan attached and make your views known to us by filling in the enclosed questionnaire by Friday 21 December 2012. If you have any queries or concerns about the details within this document, please call Richard Stiles from the Highways department on 020 8825 9031.

What Happens Next
The responses to the questionnaire enclosed will be analysed and reported to ward councillors of your area. Taking into account the views of residents and businesses as expressed in this consultation, a decision will then be taken regarding implementation of the scheme.
Greenford Station Shopping Parade Improvements Questionnaire

Please fill in this questionnaire and return it in the prepaid envelope provided by **Friday 21 December 2012**.

Name: ___________________________________________________________________________________
Address: _______________________________________________________________________________
                                                     _______________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________
_________________________________________________________________________________________
__________________________________________________ Postcode: __________________________

1. Are you responding as a... (please select one answer only)
   - [ ] Resident
   - [ ] Business
   - [ ] Both

2. To compliment the streetscape and accessibility improvements that the shopping parade scheme will achieve, are you in favour of the proposed parking and loading changes as shown in the attached consultation drawing?
   - [ ] Yes
   - [ ] No

3. Do you have any other further comments?

Thank you for filling in this questionnaire.
Please return your questionnaire in the prepaid envelope provided to:
Highways Management, Ealing Council, 1st Floor Perceval House, 14/16 Uxbridge Road, Ealing W5 2HL.

Thank you for your help.

**Contact us**
Highways Service  
Tel: 020 8825 5000 Email: highwayservices@ealing.gov.uk