Public Consultation

Ruislip Road (#234-250)
Shopping Parade Improvements

Ruislip Road

Introduction
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 on the Ruislip Road Service Road between Ferrymead Ave and Rosedene Ave.

Please complete this questionnaire. Your views are important.

The closing date for this consultation is Friday 21 December 2012
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 Ruislip Road include:

- Narrow footway with obstructions such as bollards and guardrails;
- Vehicles parking all day in front of the shops reducing parking capacity for shoppers;
- Damaged and uneven footway paving;
- Lack of trees and litter bins;
- Vehicles speeding down the service road;
- Anti-social behaviour, especially at night.

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 litter bins and cycle stands and introduction of a street tree to improve the cleanliness and aesthetics of the area.
- Removal of street clutter (bollards and guardrails) on both sides of the service road to increase available footway space and improve accessibility.

Safety
- Two new street lights to improve visibility and safety after dark by discouraging anti-social behaviour.
- Double yellow lines on the existing raised table adjacent to the signalised crossing to keep the crossing area clear for pedestrians.
- The reduced width of the service road will discourage speeding.
- Improvements to the bus stop area by raising the kerb and footway level to minimise the step on and off buses.

Environment
- Widen the footway in front of the shopping parade, as it is currently very narrow, to improve accessibility and public realm.
- New construction materials and carefully placed street furniture will improve the aesthetics of the area and encourage local trade which will in turn boost local business.
- Carriageway to be resurfaced and road markings refreshed.

Parking
- Two additional parking spaces to be provided, one on the service road and one on Rosedene Ave.
- Improve parking and loading facilities by converting the ten unrestricted parking spaces on the service road to ‘Stop & Shop’ parking to increase parking turnover and the number of potential shoppers, benefiting the local businesses. It will be free to ‘stop and shop’ for one hour, with the option to pay for an additional two hours if needed. No return will be allowed within one hour, effective Monday through Saturday between 8am and 6:30pm.
- There will be no change to the unrestricted bays near the Ferrymead Ave junction and on Rosedene Ave.
- Double yellow lines are proposed on the south side of the service road to protect against inconsiderate parking, which could block the service road.

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 completing the questionnaire by Friday 21 December 2012. If you have any queries or concerns about the details within this document, please call Sam Parkinson from the Highways Service on 020 8825 9576.

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.