

PROJECT MANAGER'S BUSINESS CASE

Project Name	Kidlington High Street Pedestrianisation	
Project Sponsor	Kidlington Parish Council	
Distribution List	Project Board Members Chris Pack (Chairman) Tricia Redpath (Secretariat) Ian Cooper (CDC Street Scene) Mike Horton (OCC) Andrew Hornsby-Smith (KPC) Chris Rothwell (CDC) Councillor Michael Gibbard (OCC) Councillor Maurice Billington (CDC) Darren Humphries (TVP) Kidlington Voice	Project Manager Lisa Chaney (Project Manager)

Revision History

Revision Date	Previous Revision Date	Summary of Changes	Changes Marked
22 October 2009		First Issue	
3 February 2010	22/10/09	Following completion of Scoping	Yes

Approval

This document requires the following approvals

Name	Role	Signature	Date
David Betts	Chairman, Kidlington Parish Council		
Norman Bolster	Portfolio Holder, Cherwell District Council		

1. Purpose

To document the justification for the undertaking of the project based on the estimated cost of development and the anticipated business benefits to be gained. The Business Case is used to say why the forecast effort and time will be worth the expenditure. The on-going viability of the project will be monitored by the Project Team against the Business Case.

2. Reasons

Kidlington High Street has been improved in many different phases, the most recent being the installation of new street furniture. The High Street remains dominated by traffic with significant unauthorised car parking and vehicle access. It has the partial feel of a pedestrianised area but it is significantly lacking in a planned use of materials; appropriate signage and relevant traffic orders to enable more effective management.

There is a desire to develop linkage with the recently improved Exeter Close site, where there are further significant service improvements planned in terms of one stop shop and health centre.

3. Options

Option 1:

- Making the vehicular route one way, east to west.
- To delineate white parking bays by means of a TRO on the south side of the High Street for limited waiting parking.
- To delineate white parking bays with restrictions for loading only, by means of a TRO, on the south side of the High Street.
- To time restrict parking to 1 hour throughout the length of the High Street.
- To provide limited parking bays for blue badge Holders only.

Advantages:

- Will deter through traffic travelling at speed.
- Will help to regulate some of the haphazard parking on the south side of the High Street.
- Will discourage people to park for a long period of time and do convenience shopping.
- Will create a quicker turnover of vehicles and keep parking spaces available.
- Less controversial and so less chance of objections from occupiers on the High Street as parking will still be permitted in the private off street parking areas adjacent to the shops.
- Managing parking is easier than prohibiting it. People are more prone to follow permissions than prohibitions.
- Less likely to have a high number of objections and therefore could be implemented relatively quickly and smoothly.

Disadvantages:

- Will not significantly reduce vehicle numbers.
- Will still see vehicle movements.
- Will require significant policing.
- Likely objections from occupiers in regards to the 1 hour short stay regulation.

- Will prevent through traffic. Will encourage destination shoppers who have a reason to go to particular shops on the High Street rather than parking to shop elsewhere.
- Will help to regulate some of the haphazard parking on the south side of the High Street.
- Will discourage people to park for a long period of time and do convenience shopping.
- Will create a quicker turnover of vehicles and keep parking spaces available.
- Less controversial and so less chance of objections from occupiers on the High Street, as parking will still be permitted in the private off street parking areas adjacent to the shops.
- Managing parking is easier than prohibiting it. People are more prone to follow permissions than prohibitions.
- Less likely to have a high number of objections and therefore could be implemented relatively quickly and smoothly.

Option 2:

As option 1:

- To delineate white parking bays by means of a TRO on the south side of the High Street for limited waiting parking (see attached plan).
- To delineate white parking bays with restrictions for loading only, by means of a TRO, on the south side of the High Street (see attached plan).
- To time restrict parking to 1 hour throughout the length of the High Street.
- To provide limited parking bays for blue badge Holders only.

But: instead of a one way route east to west, the exit onto Oxford Road would be closed.

Advantages:

- Will prevent through traffic. Will encourage destination shoppers who have a reason to go to particular shops on the High Street rather than parking to shop elsewhere.
- Will help to regulate some of the haphazard parking on the south side of the High Street.
- Will discourage people to park for a long period of time and do convenience shopping.
- Will create a quicker turnover of vehicles and keep parking spaces available.
- Less controversial and so less chance of objections from occupiers on the High Street, as parking will still be permitted in the private off street parking areas adjacent to the shops.
- Managing parking is easier than prohibiting it. People are more prone to follow permissions than prohibitions.
- Less likely to have a high number of objections and therefore could be implemented relatively quickly and smoothly.

Disadvantages:

- May not significantly reduce vehicle numbers.
- Will still see vehicle movement.
- Will require significant policing.
- Likely objections from occupiers in regards to the 1 hour short stay regulation.
- May raise objections in regards to a reduction in passing trade.

Option 3:

- To implement a pedestrianised core period of 10:00am-16:30pm where there is access only to off street parking spaces for exemption certificates holders, for emergency vehicles and postal operators.
- This will need to start at the point in line with Barclays Bank as access needs to be given to Watts Way.
- Limited bays could be provided for blue badge holders.

Advantages

- Will significantly reduce traffic flow as no through route.
- Will significantly reduce unauthorised parking as no parking (except those with exemption certificates will be permitted). There will also be an increase in required signage through the TRO which will also help deter.
- The street will become a lot more user friendly and safer for pedestrians and thus could increase footfall.

Disadvantages:

- Likely objections from occupiers, as the pedestrianisation will prevent customers from being able to park in front of their premises and therefore a concern for a reduction in passing trade.
- These parking areas are privately owned. If exemption certificates were issued for the occupiers of these premises, the allocation of these is likely to be contentious; e.g how many are issued, and who they can be used by?
- Likely objections from occupiers as deliveries will need to be made before 10am and after 4:30pm.
- Prohibition of parking is harder to enforce than managing the parking. Will therefore require significant policing. Moving traffic violations such as no vehicles except those with exemptions during the core period will remain for Thames Valley Police to enforce, even when Cherwell District Council introduce decriminalised parking, but these are extremely difficult to enforce. This is because the police have to follow the vehicle through the whole length of the pedestrianised street and then have to find somewhere safe to pull it over. There may not be a high enough level of manpower available to achieve this. This may be improved if vehicle plate recognition cameras are introduced later.
- An expected high number of objections could mean a Public Inquiry, which will delay the Order process. The Order could take over a year to implement.

4. Benefits Expected

- To establish more effective traffic management and pedestrian segregation
- To improve the visitor/shopper experience
- To generate more visitors and make the High Street a more attractive place for residents to shop
- To improve the quality of the street scene environment
- To improve health and safety

5. Risks

- Costs are not fundable
- Lack of consensus on the approach to pedestrianisation
- Stake Holder resistance
- Legal process-Traffic regulation Order

6. Cost

This is not known at this stage. It has been agreed that initial appraisal feasibility be undertaken using 'in-house' resources but that costs and funding options need to be tested relatively early after the initial feasibility.

7. Time Scales

To be confirmed:

- Initial feasibility report by March 2010
- Cost and Funding assessment May 2010
- Consultation September 2010
- Detailed feasibility and design by December 2010