

Review of Kingston Town Centre Loading and Unloading Zones



Prepared for



Draft Report

The Royal Borough
of Kingston upon
Thames

by



Version 2.0 March 2010

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| | |
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1 INTRODUCTION AND BACKGROUND

1.1 Introduction

This study was commissioned by The Royal Borough of Kingston upon Thames to develop a better understanding of the loading and unloading zones located in Kingston town centre; their current use, or otherwise; and the integrity of its associated signage. It follows the presentation of a paper to the Kingston Town Neighbourhood Committee on the 7 February 2008. The paper contained the results of a consultation with businesses and freight and servicing companies regarding the zonal signing. The paper set out the position that:

'It is clear that businesses knowledge of the signs and their purpose is very limited, but despite this it is also apparent that they now recognise their value and say they should be maintained'.

And

'Again, it is apparent that delivery firms recognise the value of these signs and support your continuance. But increased publicity is clearly needed'.

The paper recommended that:

'opportunities be explored to increase the use of these signs by publicizing their value to businesses and delivery companies by what ever means are possible'.

And that:

'funding from TfL be sought to fund a publicity campaign to increase public awareness'.

Subsequent to that meeting funding for the study was identified through the South London Freight Quality Partnership and this study was commissioned.

1.2 Background

The loading and unloading zones in Kingston town centre were implemented approximately twenty years ago. Since then there have been changes to the road network in Kingston town centre; redevelopment of sites for retail and other activity; and changes in retail activity due to the economy and business turnover. Logistics activity in the town centre has also altered during the last ten years in line with national and regional changes e.g. increasing numbers of smaller deliveries to goods receivers; increased servicing activity; increased use of vans rather than HGVs; and implementation of the Low Emission Zone.

During the intermediate years the signage in Kingston town centre has been altered following various changes to the road network e.g. the one-way system, and as new locations have been developed e.g. the Rose Theatre. The zonal information now

has to compete for limited space on the signage with the plethora of other information required to ensure the free flow of traffic in Kingston town centre.

1.3 The Study

The study consists of two parts. The first is a review of the current status of the loading and unloading zones. This includes observations of signage and use: and reviewing the results of the Business Survey undertaken by Kingston during Spring 2007. Penalty Charge Notice (PCN) data has also been analysed to provide greater detail on freight and servicing activity in the town centre.

The second part of the study is the development and implementation of a marketing strategy and plan to increase awareness of the zones and therefore maximise their use. This includes producing a map of the zones. This study will help maximise the efficiency, economy, safety and sustainability of freight and servicing activity in Kingston town centre.

1.4 Methodology

The aim of the project methodology is to provide a robust and comprehensive approach to developing a better understanding of the loading and unloading zones. This is followed by the production of a strategy and plan to market them to the freight and servicing industry serving Kingston town centre.

Following the project inception stage the study was undertaken using the following key staged approach:

Stage 1: On-street Observation

On-street observations of signage and use of the loading and unloading zones were undertaken on one day by TTR staff on a date agreed with the client. This utilised two methods of observation, by foot and by drive-through.

Stage 2: Desk based review – Business Survey and Penalty Charge Notice (PCN) data

Following the receipt of the appropriate data from the client a desk based review of data pertinent to the loading and unloading zones was undertaken to provide a comprehensive view of their functioning.

Stage 3: Activity Analysis

This study report details the efficacy of the loading and unloading zones through analysis of the findings from the on street observations and the desk based review.

Stage 4: Mid-project meeting

A mid-project meeting was held with the client to report on progress with the observations and desk based review. The meeting also discussed the second part of

the project, the production of the strategy and plan to market the loading and unloading zones.

Stage 5: Development of marketing strategy and plan for the loading and unloading zones

The aim of the second part of the project was to raise the profile of the loading and unloading zones by increasing awareness of them, so maximising their use. This consists of two strands. The first was the development of a map of the loading and unloading zones, along with associated delivery and servicing information. The second was developing a marketing strategy and plan which will target freight and servicing organisations, and their employees, that serve Kingston town centre.

Particular issues that are covered are:

- Targeting businesses in Kingston town centre as well as freight and servicing organisations and their trade associations
- Maximise use of the internet and other electronic media through e-marketing
- Investigating the use of, and information provision for, satellite navigation devices

Stage 6: Final Reporting

The final report contains details of the current state of the zonal signage, analysis of the working of the zones and sets out people's perceptions and views of the zones. The marketing strategy and plan is set out with a list of SMART actions to maximise the future use of the zones.

2 ACTIVITY ANALYSIS

Please note that this section needs to be read in conjunction with the annexes.

2.1 On street Observations

Following the completion of the contractors licence by TTR the following data was supplied by the borough:

- Zonal signage location map.
- Photographs of the signage.
- Mapping information showing loading bays and loading and unloading restrictions.

Initially, there were problems in despatching and receiving the data. This was overcome by the Borough hosting the data in a password protected zip file on their file transfer protocol (ftp) site. Following receipt of the ftp site address and password.TTR then downloaded the information. A similar procedure was used in the development of the map

The on-street observations of signage and use of the loading and unloading zones took place on Thursday 9 July 2009. Two forms of surveying were utilised:

- I. an on-street audit of the existing signage involving checking the physical locations and state of the signage for defects and omissions against Borough records.
- II. a drive through observation to test the signage from a driver's perspective.

2.1.1 On Street Audit

The on street audit, undertaken on foot, involved checking the physical location of the zonal signage against borough records; checking the state of the signage; and recording any changes, damage or other salient comments.

The locations of the signage, with location numbers added by TTR to assist with the analysis, are shown in Annex A. The results of the on street survey are recorded in Annex B: On Street Audit Record. Digital cameras were used to create a photographic record of the signage and its current state. This record is shown in Annex C. For information purposes Annex D contains two tables. One showing which zones are signed at each location, and the other showing by location which zones are signed from that location.

The location of all the zonal signage, as advised by the client on the map, was checked and found to be located as indicated. One sign (location 2), in a one-way street was facing in the incorrect direction. The Highways team has subsequently been notified of this to ensure that it is moved to face the correct direction. All locations have a single sign other than at two locations (10 and 34) where a pair of signs are co-located. Two additional signs (locations 38 and 39), which were not included in the borough data were also noted. Subsequent discussion ascertained that the signs were known about by the client, just not included in the data that was provided to TTR. An additional freight related sign, though not linked to the loading and unloading zones, for Canbury Industrial Estate was also noted.

From the on-street audit perspective, confirmed by the drive through observation, a few of the signs are partially obscured. At location 5 the sign is partially obscured by the car park sign preceding the junction. In the High Street, one sign (location 28) was obscured by a hanging basket, another (location 26) by vegetation and another (location 27) is set back from the edge of the carriageway and is obscured by other signage and street furniture. In Kings Hall Road, signs at locations 30, 31 and 32 are sited in the vicinity of trees that may, at certain times of the year, obscure them. Finally location 24 in Eden street is located next to a bus stop and may be hidden by buses.

The audit confirmed that the signage is generally in a good condition. A few signs had stickers affixed that require removing (locations 3, 5, 12, 17, 20, and 30). Some had graffiti damage, were marked or were dirty (locations 8, 15, 23, 25 and 29). Two signs in Eden Street have instances of minor physical damage (locations 23 and 24). Whilst a small number of signs may require cleaning, all signs were legible.

Many of the signs have been amended since they were initially installed. Some of these changes relate to the loading and unloading zones, whilst others relate to further changes that have taken place in Kingston town centre. Additional decals

have been affixed to signs to reflect these changes. These include the Rose Theatre (locations 11, 12, 16, 17, 30, 34A, 35, 36 and 37), Shopmobility (locations 3, 4, 7, 12, 17 and 22), a 7.5 tonne weight restriction (location 22), service zones (location 37) and the Hospital (locations 11, 22 and 32). All decals are firmly affixed.

2.1.2 Drive Through Audit

A drive through observation tested the loading and unloading signage from a driver's perspective. Issues investigated during the audit included:

- Availability e.g. initial signage on approach to Kingston town centre
- Legibility from a driver's perspective
- Sequencing i.e. following the signage through to the destination
- Consistency
- Signage within the zones
- Exit signage

Each drive through observation involved entering Kingston town centre from one of the five main gateways and following the signage to a zone selected at random. The five observation runs were from the A307 Richmond Road to zone 'J', A240 – Penrhyn Road to zone 'R', A308 – Kingston Bridge to zone 'F', A308 – London Road to zone 'N' and A307 – Portsmouth Road to zone 'A'. A record of the drive through observations is contained in Annex E. It should be noted that this observation concentrated exclusively on lorry zone signage and makes no reference to existing signage providing directional information to drivers.

From this we observed that signage commences on arrival at the town centre for two of the entry points, (Portsmouth and Penrhyn Roads) or after entry to the town centre (Kingston Bridge, Richmond Road and London Road). It should be noted that vehicles entering from Richmond Road travel for some distance around the one-way system before they encounter a service zone sign. It is suggested that an 'All Zones' sign is erected at the same site as the Canbury Industrial Estate sign prior to entering the town centre to raise awareness and to provide confidence to commercial vehicle drivers that they are travelling in the correct direction until they arrive at the signs in Queen Elizabeth Road.

There were no major issues regarding legibility of the signage, other than the points raised in section 3.1.1 above. The colour scheme for the signage, white on black, contrasts with the black on white of the local routes signage. Whilst there are a few occurrences of graffiti and stickers affixed to the signage, they do not obscure the information that is being presented.

The drive through observation indicated that the sequencing of the signs is correct. Each journey was undertaken without deviation from the correct route. This was confirmed by a desk based review of the routes and associated signage. It is suggested that the '+J' signage is a potential source of confusion for drivers, although it was not an issue with the observation runs.

The only other issue to raise at this point regards the signage at location 18, which indicates the access point to zone 'F'. Unless the vehicle is in the left hand lane, as it make the right hand turn from Fairfield North into Fairfield West, there is only a short distance for the vehicle to change lanes and turn left From Fairfield West into Eden Street. This is a potential source of conflict between commercial vehicle drivers and other road users. Signage at locations 16 and 17 would have to be completely renewed to inform drivers of this situation. It should be noted that these are key locations for providing drivers with information on the zones as all vehicles approaching Kingston from the East, North and West pass along Fairfield North to reach the majority of the zones.

The information provided by the on street signage was then compared to the map of the delivery areas that formed the consultation leaflet to see if the scheme is internally consistent. This exercise highlighted some anomalies that are set out below:

- Two signs (locations 16 and 17) intimate that zones B and D exist, although they don't. This is clarified on the consultation leaflet.
- The physical location of zone C. Signage at various locations (1,2,3,4 and 7) intimates that it is located North of the railway line and can be reached separately from other zones, whilst the consultation leaflet (Annex F) suggests that the zone is south of the railway line and could be reached from some of those locations by following the 'others' signage.
- Signage at locations 16 and 17 indicates directions to zone E. However, drivers will have had to have just passed the entrance to zone E immediately prior to arriving at these locations.
- Four signs (locations 20, 32, 34B, 38) contain the nomenclature '+J' which doesn't appear to have a clear meaning. Discussion with the client indicated that this was created and affixed in error. It should just indicate zone 'J'.

A fundamental point that needs to be raised is that there is little or no signage to indicate to drivers that they have arrived at their destination zone. Only two of the zones (E – location 15 and M – location 26) have signs indicating that the destination has been reached. Additionally, only two zones had any delivery related information available for drivers (see below). In zone J information is provided on local access to



a loading bay, whilst there is information provided for drivers and traders who wish to access the Market Place.

The final comment to be made is that none of the zones have any exit signage indicating that the driver is exiting a loading and unloading zone. It is important to make drivers aware when they will be leaving the zone, to enable them to complete their deliveries for that zone. Otherwise they will have to exit and re-enter the zone, so making an unnecessary journey and adding to vehicle movements in the town centre.

2.2 Desk Based Review

The desk based review consists of three work streams. These are a review of the comments contained in the Royal Borough of Kingston upon Thames Business Survey, an analysis of penalty charge notice data provided by the Borough and an analysis of the roads and the postcodes contained within each zone.

There are no red routes in Kingston Town Centre, so Transport for London penalty charge notice data was not required. Following discussion with the client it was agreed that accident data need not be analysed. This is because HGV and van incidents are not considered by the client to be a significant issue in Kingston town centre.

2.2.1 Royal Borough of Kingston upon Thames Business Survey

The Royal Borough of Kingston upon Thames carried out a Business Survey in the Spring of 2007, the results of which were reported to the Kingston Town Neighbourhood Committee meeting held on the 7 February 2008. Almost 900 letters were sent to every business in the town centre. Twenty-three business and twenty-two delivery company surveys were returned giving a response rate of 5%.

A qualitative analysis of the survey responses was undertaken to compliment the quantitative analysis contained in the Borough report. The responses are contained in Annex G. The comments were analysed to ascertain people's views on collections and deliveries in the town centre and their awareness of the loading and unloading zones. This provided data relating directly to the operation of the zones and highlighted business's concerns. These will be used to inform the development of the marketing strategy and plan, promoting use of the loading and unloading zones.

The greatest number of comments made referred to businesses' own delivery arrangements. Regular deliveries made by own staff or the established parcel delivery firms did not seem to be an issue, with one company mentioning that it trains its own staff in making deliveries. However, the use of agency staff from other parts of the country to make deliveries and the provision of information to drivers making deliveries on a seasonal basis were noted as issues.

Some businesses responded that they felt the zones were not relevant to them for a variety of reasons. However, rather than conclude that the zones are redundant it is suggested that the comments reflect the views of businesses for which deliveries clearly aren't an issue or businesses that have adequate delivery and servicing arrangements, i.e. the zones are working. The responses may also reflect the views of businesses that consider it an issue for their suppliers, but not for themselves. This doesn't reflect on the need, or otherwise, for the zones.

A few businesses responded on the difficulties faced by delivery drivers, customers and colleagues in finding their delivery locations in Kingston. This included various comments regarding the one-way system and the usefulness of the signs. One response mentioned standing on the pavement to guide the delivery to the premises.

Reference was also made to the parking requirements for businesses receiving goods and services, as well as those for loading and unloading, although the responses indicated that businesses didn't have a clear understanding of the differences between the two activities. It is clear that information regarding on, and off-street parking as well as loading and unloading is required by businesses.

Various comments were received regarding the role played by Civil Enforcement Officers in enforcing loading bays and loading and unloading activity. Their role is vital, because if a driver arrives at the delivery location and is unable to park due to non-compliance by other road users, the whole zonal scheme ceases to be effective.

The final relevant response contained in the survey was that some businesses had given directions to drivers by mobile phone to facilitate their arrival at the delivery location.

2.2.2 Penalty charge data

Following discussion with the client and the Parking Services team at The Royal Borough of Kingston upon Thames it was decided not to proceed with analysis of PCN data for two reasons. Firstly, the Borough does not have a freight vehicle flag on its Penalty Charge Notice (PCN) issuing software to identify which PCNs have been issued to freight vehicles. This would have restricted the accuracy of the data provided for analysis as it would not have been possible to separate commercial vehicle PCNs from those issued to private motorists, even with the loading specific code (02 - Parked or loading/unloading in a restricted street where waiting and loading/unloading restrictions are in force). Secondly, it was felt that non-compliant parking by commercial vehicles was not a significant issue within Kingston Town Centre.

2.2.3 Analysis of the roads and the postcodes contained within each zone

Following receipt of postcode data from the Borough an exercise was carried out to link the zones with the roads and the post codes contained in each zone. The results of the exercise are contained in Annex H.

This highlighted a point made during the consultation, that there is no zone covering the area of Thames Street / Bishops Hall / Clarence Street (west end) and Wood Street. It is recommended that consideration is given to creating a new zone to cover this area. If a new zone is agreed then new signage would be required on Kingston Bridge (eastbound) and Horse Fair (westbound). Signage at location 9 would also require modification to reflect the new zone. This needs to take place prior to the commencement of the relaunch of the zones to ensure that all publicity is accurate and that no further signage requires modification.

3 SUMMARY AND CONCLUSIONS

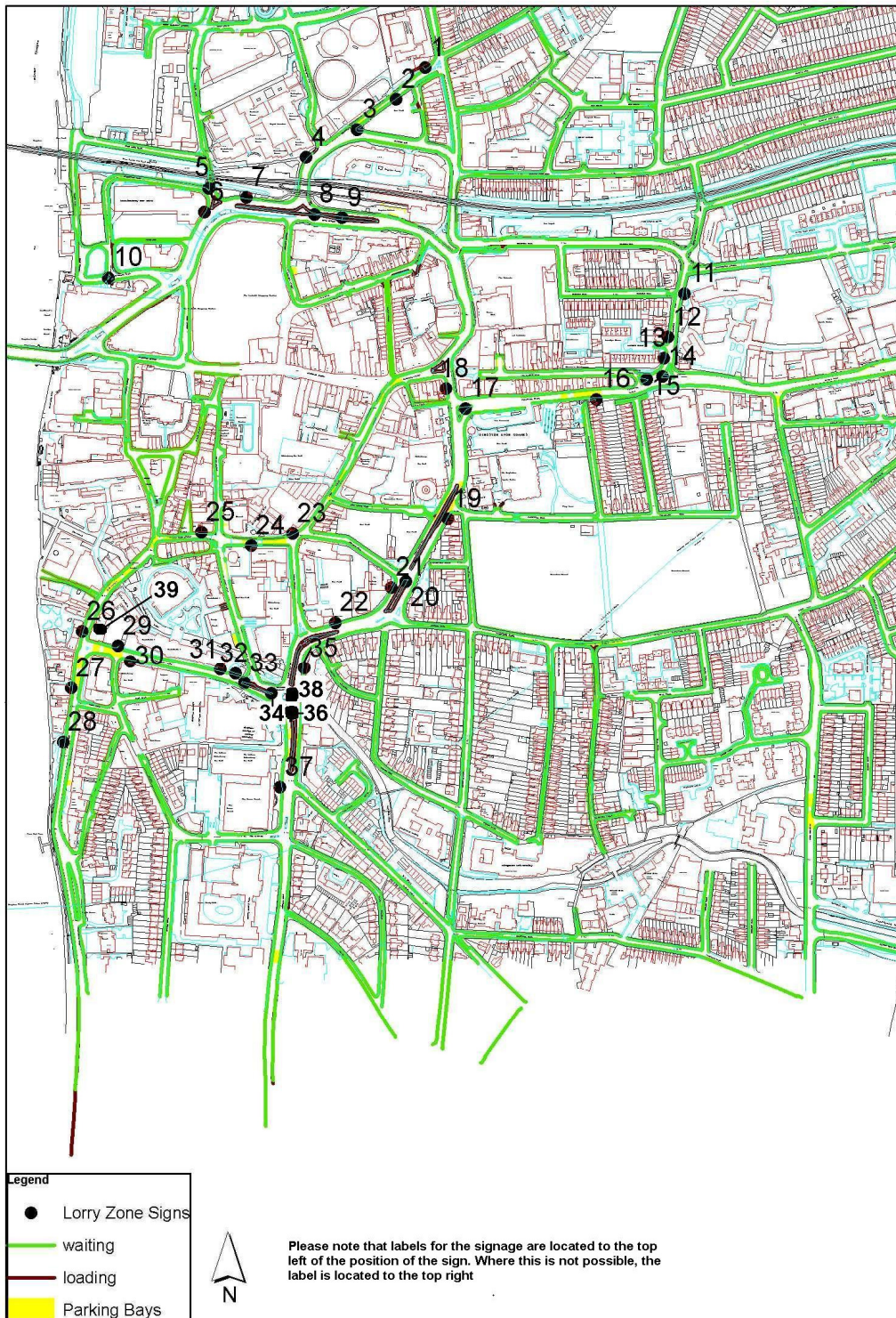
The study has investigated the current condition of the signage for the loading and unloading zones located in Kingston town centre. The surveys of both the physical state of the signage and of businesses' views and perceptions of the zones have provided a clear picture of their functioning and use.

The signage is generally in good condition, with only minor maintenance required to clear graffiti and stickers. One sign requires repositioning, but that is in hand. The drive through indicated that the sequencing is correct, though the location of zone C requires clarification prior to any marketing of the zones. The lack of signage on entry, within and on exit to the zones requires consideration. This would aid delivery and servicing staff when carrying out their duties.

The business survey completed by the Royal Borough of Kingston indicated support for the zones and an understanding that they assist with delivery and servicing in Kingston town centre. It is clear from assorted comments that there is some confusion regarding delivery locations, and that any measures taken to improve this would be welcome.

This report has shown that the loading and unloading zones are a welcome part of Kingston town centre environment. However, as the report to the Kingston Town Neighbourhood Committee concluded increased publicity of the scheme is required to maximise the benefits to business and delivery and servicing organisations. This is the focus of the second part of the study.

**ANNEX A: LOADING AND UNLOADING
SIGNAGE - LOCATION MAP**



Notes

Location numbers were created arbitrarily by TTR.

ANNEX B: ON STREET AUDIT RECORD

| Location Number | Location | Comments |
|-----------------|---|--|
| 1 | Kingsgate Road | Put together from different materials; "O" in the "Other Routes" faded. |
| 2 | Kingsgate Road | Sign facing the wrong direction in the one way system. |
| 3 | On the pavement/Kingsgate Road | Shopmobility decal added; Sticker on the lorry on the "Other Routes" sign; "Other Route" sign's border is faded and covered by sticker on the top left corner. |
| 4 | Kingsgate Road | Shopmobility decal added; Sign in Good condition. |
| 5 | On the pavement | Sign in good condition but obscured by the car park sign before junction; sticker on the lower sign should be removed. |
| 6 | On the pavement | Sign in good condition. |
| 7 | On the pavement | Sign should be cleaned; additional Shopmobility decal on the sign. |
| 8 | On the road, on the right hand side of the traffic lane | Slight graffiti on the bottom right hand side. |
| 9 | On the traffic island | Sign in good condition. |
| 10 | On the traffic island | Sign in good condition but not obviously a sign for HGVs. |
| 11 | Queen Elizabeth Road/on the pavement | Additional decals indicating the theatre and the hospital displayed on the sign. |
| 12 | Queen Elizabeth Road/on the pavement | Sticker to be removed from the bottom of the sign; additional Shopmobility and theatre decals provided; Charter Quay sign has been removed. |

| | | |
|----|--|--|
| 13 | Queen Elizabeth Road | The arrow indicating the direction of traffic is cracked. |
| 14 | Fairfield Road | The sign indicating the direction to "Wimbledon Tennis" has been removed. |
| 15 | Road island | Slight marks top right and bottom right. |
| 16 | Fairfield Road | Additional decal indicating the Theatre provided. |
| 17 | Road island | University Sign underneath has been removed; additional decals to indicate the theatre and Shopmobility provided; sticker on the lorry indicating A to F routes to be removed. |
| 18 | Clarence Street | The sign below, indicating loading and unloading restrictions has been removed. |
| 19 | Wheatfield Way/ On the pavement | "J" has been re-lettered in the sign. |
| 20 | Wheatfield Way | Sticker bottom left needs to be removed; "+J" |
| 21 | Wheatfield Way | Sign in good condition. |
| 22 | Wheatfield Way | Additional decals provided for Shopmobility, 7.5t HGV restriction and Hospital. |
| 23 | Eden Street | Sign slightly damaged; the bottom lorry scratched. |
| 24 | Eden Street/on the pavement next to the bus stop | Sign possibly obstructed by the buses stopped at the bus stop; the sign has been banged on the middle right hand side. |
| 25 | Eden Street/on the pavement | The sign in the bottom left corner is mucky/smudged. |

| | | |
|-----|--|--|
| 26 | High Street(South) on the pavement | Driver's view obscured by tree; sign in reasonably good condition. |
| 27 | High Street(South) on the pavement | Sign hard to read due to its being positioned too far on the pavement and not close enough to the road; obstructed by other signs. |
| 28 | High Street(South) on the pavement | Sign obstructed by a hanging basket; letter "N" is peeled/unclear. |
| 29 | Kings Hall Road/ on the pavement | The sign could be cleaned to improve visibility/sharpness of the letters. |
| 30 | Kings Hall Road | Additional decal to indicate the theatre provided. Two stickers on bottom of sign. |
| 31 | Kings Hall Road | Sign Slightly obstructed by the tree. |
| 32 | Kings Hall Road | Additional decal affixed to indicate Hospital. "+J". |
| 33 | Kings Hall Road | Extra sign at traffic light on Kings Hall Road/James Road junction to indicate left turn restriction for HGVs. |
| 34A | Kings Hall Road | Additional sign to indicate the theatre has been provided. |
| 34B | Kings Hall Road | " +J" |
| 35 | Junction Wheatfield Way/Kings Hall Road/Penrhyn Road | Additional decal for the Theatre provided. |
| 36 | Junction Wheatfield Way/Kings Hall Road/Penrhyn Road | Additional decal for the Theatre provided. |
| 37 | Penrhyn Road | Additional decals to indicate the Service Zones and theatre. Service Zones decal is not of good quality, it has just been stuck to the sign. |
| 38 | Middle of the island at the College Roundabout | Additional Sign to borough records. "+J". |

| | | |
|----|-------------|---|
| 39 | High Street | Additional sign to borough records affixed on the side of a building. |
|----|-------------|---|

Notes

Location numbers were created arbitrarily by TTR.

**ANNEX C: PHOTOGRAPHS OF ZONAL
SIGNAGE IN KINGSTON TOWN CENTRE**

Available on request.

**ANNEX D: ZONE AND LOCATION SIGNAGE
RECORDS**

| Zone | Directions to zone indicated on the following signs | Zone entry sign |
|---------------|--|------------------------|
| A | 5, 6, 8, 9, 16, 17 | |
| B | 16 → , 17 → | |
| C | 1, 2, 3, 4, 7, 16 →, 17 → | |
| D | 16 → , 17 → | |
| E | 11, 13, 14, 16 →, 17 → | 15 |
| F | 16, 17, 18 | |
| G | - | |
| H | 19, 20, 21, 23 | |
| I | - | |
| J | 19, 21, 23, 24, 34A | |
| +J | 20, 32, 34B, 38 | |
| K | 19, 20, 21, 23, 24, 25, 26, 27, 29, 34A→, 35, 36 | |
| L | 19, 26, 27, 29, 30, 34A→, 35→, 36→, 37 | |
| M | 19, 24, 26, 27, 29, 30, 34A→, 35→, 36→, 37 | 26 |
| N | 19, 28, 30, 34A, 35, 36, 37, 39 | |
| O | - | |
| P | 9, 16, 17 | |
| Q | - | |
| R | 9, 16, 17 | |
| S | - | |
| T | - | |
| U | - | |
| V | - | |
| W | - | |
| X | - | |
| Y | - | |
| Z | - | |
| Others | 3, 4, 6, 7, 9, 11, 12, 16, 17, 18, 22, 27, 28, 29, 32, 34B, 37, 38, 39 | |
| → | A to F, etc. | |

Table showing by zone, which locations contain signage for that zone

| Location | Zone(s) indicated on the following signs | Comments |
|----------|--|--------------------------|
| 1 | C | |
| 2 | C | |
| 3 | C, Others | |
| 4 | C, Others | |
| 5 | A | |
| 6 | A, Others | |
| 7 | C, Others | |
| 8 | A | |
| 9 | A, P, R, Others | |
| 10A | - | Not relevant to zones |
| 10B | - | Not relevant to zones |
| 11 | E, Others | |
| 12 | Others | |
| 13 | E | |
| 14 | E | |
| 15 | E | Zone entry sign (E) |
| 16 | A→F, P, R, Others | |
| 17 | A→F, P, R, Others | |
| 18 | F, Others | |
| 19 | H, J, K, L, M, N | |
| 20 | H, +J, K | |
| 21 | H, J, K | |
| 22 | Others | |
| 23 | H, J, K | |
| 24 | J, K, M | |
| 25 | K | |
| 26 | K, L, M | Zone entry sign (M) |
| 27 | K, L, M, Others | |
| 28 | N, Others | |
| 29 | K, L, M, Others | |
| 30 | L, M, N | |
| 31 | - | Advice for lorry drivers |
| 32 | +J, Others | |
| 33 | - | Advice for lorry drivers |
| 34A | J→N | |
| 34B | +J, Others | |
| 35 | K→N | |
| 36 | K→N | |
| 37 | L, M, N, Others | |
| 38 | +J, Others | |
| 39 | N, Others | |

Table showing which zones are signed at each location.

**ANNEX E: DRIVE THROUGH OBSERVATION
RECORDS**

1. Following Directions to Service Area J

| Entry Point | 1st Sign followed | 2nd Sign followed | 3rd Sign followed | 4th Sign followed | 5th Sign followed | 6th Sign followed | Comments |
|--|---|--|--|--------------------------------|--|---|---|
| A307 - Richmond Road, pass the Canbury Industrial Estate sign. | 11 - Following "Others" sign on Queen Elizabeth Road. | 12 - Bear right following "Others" sign. | 17 - Turn left following "Others" towards Kingston University. | 19 - Right turn ahead for "J". | 20 - Right turn following "+J" signs into Ashdown Road, then ahead into Eden Street. | 24 - Right turn into Union Street for zone "J". | At the end of the street, one "local access" sign indicating one loading space, but with no sign indicating Servicing Area "J". |

2. Following Directions to Service Area R

| Entry Point | 1st Sign followed | 2nd Sign followed | 3rd Sign followed | 4th Sign followed | Comments |
|----------------------|--|------------------------------|--|------------------------------------|--|
| A240 - Penrhyn Road. | 37 - Ahead across College roundabout following "Others". | 22 - Bear left for "Others". | 18 - Ahead for "Others" and follow road. | 9 - Bear left for zones "A, P, R". | Drove out over Kingston bridge as there is no location signage for service area "R". |

3. Following Directions to Service Area F

| Entry Point | 1st Sign followed | 2nd Sign followed | 3rd Sign followed | 4th Sign followed | 5th Sign followed | 6th Sign followed | 7th Sign followed | 8th Sign followed | 9th Sign followed | Comments |
|-------------------------|---|------------------------------------|---|--|--|--|-------------------------------------|-------------------------------------|---|---|
| A308 - Kingston Bridge. | 6 - Bear right following "Others" sign. | 7 - Ahead following "Others" sign. | 4 - Bear right following "Others" sign. | 3 - Bear right following "Others" sign. Right turn at end and pass the Canbury Industrial Estate sign. | 11 - Bear right following "Others" sign. | 12 - Bear right following "Others" sign. | 16 - Turn right following "A to F". | 17 - Turn right following "A to F". | 18 - Left turn towards Service Area "F". Following this sign one has to cut across the traffic to turn left for Service Area "F". | Loading bay on Eden Street in front of "REED", but the area is not signposted "Service Area F". |

4. Following Directions to Service Area N

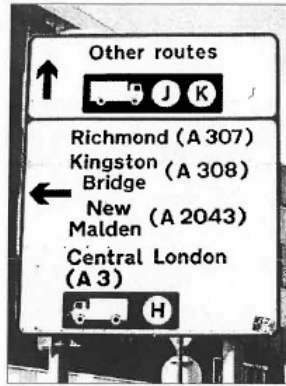
| Entry Point | 1st Sign followed | 2nd Sign followed | 3rd Sign followed | 4th Sign followed | 5th Sign followed | Comments |
|---------------------|------------------------------|------------------------------|---------------------------|---|--|---|
| A308 - London Road. | 16 - Left turn for "Others". | 17 - Left turn for "Others". | 19 - Ahead for "L, M, N". | 35 - Right turn at College roundabout following "K to N". | 30 - Left turn at roundabout at the junction of Kingston Hall Road and High Street for zone "N". | There are no location signs for service area "N". However, there are further directions to zone "N" for traffic coming from the opposite direction. |

5. Following Directions to Service Area A

| Entry Point | 1st Sign followed | 2nd Sign followed | 3rd Sign followed | 4th Sign followed | 5th Sign followed | 6th Sign followed | 7th Sign followed | 8th Sign followed | 9th Sign followed | Comments |
|--------------------------|--------------------------|---|---|--|------------------------------|--|------------------------------------|------------------------------|---|---|
| A 307 - Portsmouth Road. | 28 - Ahead for "Others". | 27 - Right turn at roundabout at the junction of Kingston Hall Road and High Street following "Others". | 32 - Left turn at College roundabout following "Others +J". | 34B - Left turn at College roundabout following "Others +J". | 22 - Bear left for "Others". | 18 - Ahead for "Others" and follow road. | 9 - Bear left for zones "A, P, R". | 8 - Bear Right for zone "A". | 5 - Cross junction and follow direction of sign for zone "A". | There was no servicing area signposted "A". Ended up in the area signposted by sign 10. |

ANNEX F: CONSULTATION LEAFLET

KINGSTON TOWN CENTRE

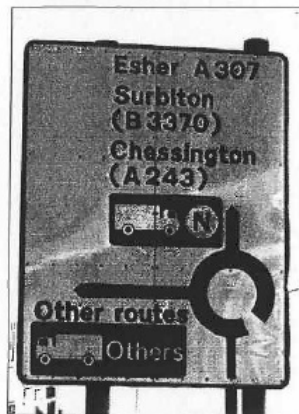


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 **A** Delivery Area 'A'

Note - no B, D, G, I areas

GOODS VEHICLE DIRECTION SIGNS



**ANNEX G: KINGSTON TOWN CENTRE
ACCESS SURVEY RESPONSES**

| Response No. | Comment | Coding | |
|--------------|---|--------|---|
| 1 | Delivery vehicles are not only lorry type. Some vehicles for delivery are sedan or any other type. | A | |
| 1 | Delivery vehicles are not driven by 3rd party only. I have (to) deliver my shop stock myself, is this not delivery? Many small shops in Kingston area are delivered by themselves with small vehicles. But sometimes these are not considered as delivery properly. | B | |
| 1 | More space are required for small businesses in the area. | C | |
| 1 | Actually, small business shop need more delivery space than big shopping mall. Because the big shopping mall / markets have their own delivery dock or space in their premises. | C | |
| 2 | I'm sorry that we couldn't be more helpful as this doesn't apply to us. | D | |
| 2 | We get deliveries from several companies always with a different driver and they don't discuss the road signs in Kingston. | D | |
| 3 | We make no deliveries as a business so not relevant. | D | |
| 4 | Our theatre is not open yet but the idea seems good and we will encourage our partners drivers to use them when we are operating fully. | E | |
| 7 | I was not aware that these signs existed. | F | |
| 7 | As a business we have a loading / delivery area directly in front of the shop and one to the rear. | G | |
| 7 | The loading bay on fife Road could do with a bigger sign though. As many people park there without realising that it is a loading bay. | H | Q |
| 9 | All our deliveries are done in person by head office staff. They will normally bring our stock etc. By car, so the problem for us is more to do with finding parking space. | I | |
| 12 | We are a small retailer / manufacturer and most of our deliveries are by established Courier services or post office or by our own staff. | B | |
| 12 | It is very rare other drivers find us impossible to locate from the town signage and are all guided in by mobile phone. | J | |
| 12 | Our customers who come by car also find our location difficult and the signs incomprehensible. | K | |
| 12 | We ourselves do not make deliveries in the town. | B | |
| 15 | As a small charity we receive few deliveries, but have had complaints from drivers about the difficulty of finding us. The delivery area system seems a good idea, and we will use it in future. | K | E |

| | | | |
|----|---|---|---|
| 15 | Our main problem is with traffic wardens. We are a charity delivering training to schools outside Kingston, and often need to load up training materials into cars. Wardens say that only goods vehicles can use the designated loading areas but we cannot afford to hire goods vehicles. Also as the entrance to our offices is in Crown Passage it takes time to move equipment from office to car and vice versa. Some wardens are understanding but some are not. Any suggestions as to what we should do? | H | Q |
| 22 | The biggest problem we find is parking for the maintenance engineers. They often have to park far away and have heavy ladders, tool bags etc. To carry to the shop. It's not clear to them where they can park. | L | I |
| 23 | It would be a good idea to have a copy of map of Kingston Centre / goods vehicle signs, to send to our suppliers ourselves. | M | |
| 24 | No to Q 6 is because I fully don't understand myself. | N | |
| 24 | I wouldn't know if these signs are useful or not, only the delivery people would know. | N | |
| 25 | I have asked the delivery drivers if they know about the signs and they already knew about them and used them. | O | |
| 26 | The problem for us is that there is nowhere for delivery vehicles to park near our office. It's one thing to find the office but another to park. | I | |
| 26 | The map that you attached doesn't show the zone borders, so it is still difficult to be sure which zone we are in. However it seems to me that giving directions by zone is just too approximate. | P | |
| 28 | Not sure if this applies to us - we don't have large lorries delivering, just random tradesmen, carriers etc. | D | |
| 30 | 1 / 2 deliveries per week. | B | |
| 31 | The delivery area is adjoining our premises. It is poorly policed. Private cars are parked there for long periods causing severe problems for delivery vans. Parking attendants are unwilling to ticket / confront these drivers. | Q | |
| 32 | The one way system is very complicated and looking for signs as well as looking for your turning is not very practical. We usually tell the drivers where we are - stand outside and guide them in for the first time. After that they know how to get here. | K | |
| 35 | My deliveries will be through are through carriers and I do not have numbers of carriers to inform them where to deliver - they seem to know. | B | |
| 36 | Would consider them (signs) likely to be difficult to read and follow. Would guide new delivery companies or personnel over the telephone using one-way system directions such as follow signs to Kingston Bridge. | K | J |
| 37 | Not useful to ourselves but can see how larger stores would find this useful. | D | |

| | | | |
|----|--|---|---|
| 38 | Generally the only problems occur when agency drivers are used for over-night deliveries from Leeds / Milton Keynes as they don't know the area. Local suppliers have no issues with finding us. | B | |
| 41 | There does not appear to be an area letter for Thames Street. | H | |
| 42 | Not being a lorry driver they have never been relevant to me. Knowing Kingston well I am aware of access and restrictions and the one way system so if we have additional deliveries e.g. Christmas we tend to discuss access over the telephone. Most deliveries eternal to EWM are made by established firms e.g. TNT, Parcellforce etc. who all know Kingston. Our own company train their drivers on routes and all our deliveries are made pre 7.00 am. | B | D |

Table containing comment responses to Royal Borough of Kingston upon Thames Retailer Survey.

| Coding | Comment | No. of Responses |
|---------------|---|-------------------------|
| A | Vehicle types. | 1 |
| B | Comments on own deliveries. | 7 |
| C | Needs of small business. | 2 |
| D | Zones not relevant. | 6 |
| E | Zones are a good idea. | 2 |
| F | Unaware of zones. | 1 |
| G | Aware of loading bays. | 1 |
| H | Location specific comment. | 3 |
| I | Parking reference. | 3 |
| J | Use of mobile phone to give directions. | 2 |
| K | Difficult to find location. | 4 |
| L | Servicing. | 1 |
| M | Map. | 1 |
| N | Do not understand zones. | 2 |
| O | Aware of zones. | 1 |
| P | Comment on loading and unloading zones. | 1 |
| Q | Enforcement comment. | 3 |
| Total | | 41 |

Analysis of comment responses to Royal Borough of Kingston upon Thames Retailer Survey.

**ANNEX H: LOADING AND UNLOADING ZONE
LOCATIONS AND POST CODES**

| Loading and Unloading Zone | Road | Loading Bays | Post Code |
|----------------------------|---------------------|--------------|--------------------|
| A | Steadfast Road | - | KT1 1PL |
| | Thames Side | - | KT1 1TN |
| | Vicarage Road | - | KT1 1TY |
| | Water Lane | - | |
| C | Clarence Street (E) | 2 | KT1 1NN |
| | | | KT1 1QP |
| | | | KT1 1QT |
| | | | KT1 1QY |
| | | | KT1 1SW |
| E | Old London Road | 3 | KT2 6ND |
| | Fairfield North (N) | - | KT2 6NG |
| | London Road | - | KT2 6QA |
| | | | KT2 6QD |
| | | | KT2 6QF |
| | | | KT2 6QG |
| | | | KT2 6RY KT2 6SN |
| F | Adams Walk | - | KT1 1BP |
| | Ashdown Road | - | KT1 1DA |
| | Eden Street (E) | - | KT1 1DE |
| | Ladybooth Road | 1 | KT1 1DF |
| | Weston Park | - | KT1 1DH |
| | | | KT1 1DJ |
| | | | KT1 1ED |
| | | | KT1 1EE |
| | | | KT1 1EF |
| | | | KT1 1EL |
| | | | KT1 1NP |
| | | | KT1 1NP |
| | | | KT1 2HA |
| H | Brook Street | - | KT1 2HA |
| | | | KT1 2QR |
| | | | KT1 2BN |
| | | | KT1 2AH |

| | | | |
|----------|--------------|---|---------|
| J | Union Street | 2 | KT1 1BJ |
| | | | KT1 1BL |
| | | | KT1 1BQ |
| | | | KT1 1JB |
| | | | KT1 1JE |
| | | | KT1 1RJ |
| | | | KT1 1RP |
| | | | KT1 1RS |

| | | | |
|----------|------------------|---|---------|
| K | St. James's Road | 1 | KT1 1BB |
| | | | KT1 1DN |
| | | | KT1 1EP |
| | | | KT1 1ET |
| | | | KT1 2AA |
| | | | KT1 2AD |
| | | | KT1 2AH |
| | | | KT1 2BA |

| | | | |
|----------|--------------|---|---------|
| L | Market Place | - | KT1 1JQ |
| | | | KT1 1JH |
| | | | KT1 1JP |
| | | | KT1 1JS |
| | | | KT1 1JT |
| | | | KT1 1JX |

| | | | |
|----------|-----------------|---|---------|
| M | Emms Passage | - | KT1 1EY |
| | High Street | - | KT1 1LB |
| | Wadbrook Street | - | KT1 1LP |
| | | | KT1 1JT |
| | | | KT1 1HL |

| | | | |
|----------|--------------|---|---------|
| N | Avante Court | - | KT1 1HN |
| | East Lane | - | KT1 1LF |
| | High Street | - | KT1 1LL |
| | Kent Road | - | KT1 1LQ |
| | The Bittoms | - | KT1 2AN |
| | | | KT1 2NN |

| | | | |
|----------|----------------|---|---------|
| P | Fife Road | 2 | KT1 1QY |
| | Dolphin Street | | KT1 1RB |
| | Castle Street | | KT1 1RE |
| | | | KT1 1RF |
| | | | KT1 1SA |
| | | | KT1 1SB |
| | | | KT1 1SF |
| | | | KT1 1SP |
| | | | KT1 1SS |
| | | | KT1 1ST |
| | | | KT1 1SU |
| | | | KT1 1SW |
| | | | KT1 1SZ |

| | | | |
|----------|-----------------|---|---------|
| R | Wood Street (S) | 1 | KT1 1UW |
|----------|-----------------|---|---------|