

SWALE JOINT TRANSPORTATION BOARD	
Meeting Date	6 th October 2025
Report Title	Formal Objections to Traffic Regulation Order – Swale Amendment 21 2025 – Proposed Reinstatement of Double Yellow Lines, Faversham Town Centre
EMT Lead	Emma Wiggins, Director of Regeneration and Neighbourhoods
Head of Service	Martyn Cassell, Head of Environment and Leisure
Lead Officer	Mike Knowles, Seafront & Engineering Manager (SBC)
Classification	Open
Recommendations	<p>Members are asked to note the objection and comments received during the formal consultation period for the Traffic Regulation Order and recommend that:-</p> <ol style="list-style-type: none"> 1. the double yellow lines are <u>either</u> progressed as detailed in the advertised Traffic Regulation Order <u>or</u> are abandoned.

1 Purpose of Report and Executive Summary

- 1.1 This report provides details of a formal objection and comments received following the advertising of our latest Traffic Regulation Order, Swale Amendment 21 2025.

2 Background

- 2.1 Following the recommendation from the Swale Joint Transportation Board at the meeting in March 2025, a Traffic Regulation Order was drafted to reinstate double yellow lines in Faversham Town Centre, as shown on the plan in Annex A. The proposals also included reinstating a short section of single yellow line in Market Street, as shown on the plan.
- 2.2 The formal consultation for the Traffic Regulation Order took place between 25th July 2025 and 15th August 2025. During the consultation, one formal objection, five comments and two indications of support were received. Details of the responses received can be found in Annex B.

3 Proposals

- 3.1 The main issues raised during the formal consultation period were around the impact the proposed double yellow lines would have on businesses in the town centre. Concerns were raised around the ability for businesses to unload stock and also for customers to park near the premises for collections, stating that the proposed restrictions would discourage visitors to the town centre.
- 3.2 Civil Enforcement Officers will permit stopping on double yellow lines to allow loading and unloading of vehicles, and guidance is provided to these officers on maximum permitted times. Details of these times were requested from our Parking Team but were not received at the time of writing this report.
- 3.3 One suggestion was for businesses to be issued with permits to park in the town centre, similar to those permits issued for residents in the designated residential permit zones. A couple of requests were received for the double yellow lines to be continued further up Court Street, towards the junction of Crescent Road, to tackle issues with parked vehicles in this area, but as discussed at the previous Joint Transportation Board meeting, the lines would terminate at the change of road surface in Court Street due to the difficulties in applying the lining to the cobble setts. Previous attempts to apply lining paint to the setts had resulted in an untidy appearance which generated a number of complaints.
- 3.4 One comment supported the proposed restrictions but only between the hours of 10am and 4pm, and expressed support for pedestrianising the town centre, and some other comments were received around enforcing the moving Traffic Regulation Order prohibiting a right turn at the junction of Preston Street and Stone Street, and the need for a controlled crossing in Stone Street. These issues would come under the Police and Kent County Council respectively.

Councillor and Town Council Comments

- 3.5 Faversham Town Council have confirmed that they are still in support of the proposals in the Traffic Regulation Order.

4 Alternative Options Considered

- 4.1 One option would be to leave the current parking situation unchanged. This would allow businesses and visitors to continue to park outside of shops in the town centre. However, this would not solve the issue of parked vehicles obstructing the market area and potentially parking for long periods of time. The suggestion of parking restrictions between 10am and 4pm could also be considered, in the form of a single yellow line, but again would not solve the issue of parked vehicles preventing market traders from setting up early in the day.
- 4.2 The option of extending the proposed double yellow lines further up Court Street, to the junction with Crescent Road, was previously considered but due to the

cobble sett surface it has previously proved difficult to apply paint to this uneven surface, resulting in an untidy finish which generated a large number of complaints. At the March 2025 JTB meeting, the Head of Environment and Leisure confirmed that it would not be possible to include this section of Court Street in the proposals.

- 4.3 The suggestion of issuing businesses with parking permits for the town centre area could be considered, but would require the marking out of parking bays with accompanying signage. Whilst this may assist businesses with deliveries and collections, it could also allow the parking issues to continue. The suggestion of replacing the proposed double yellow lines with a single yellow line, enforceable between 10am and 4pm, would not address the issues of vehicles parking early in the morning creating an obstruction for market traders.
- 4.4 The introduction of a Controlled Parking Zone was discussed at a previous Swale JTB meeting, and whilst this would not require any lines to be installed in the town centre, it would require a uniform parking restriction throughout the zone and would not allow any variation in restrictions, such as no parking at any time in some areas and time limited parking restrictions in other areas. It was for this reason that this option was previously considered unsuitable.

5 Consultation Undertaken or Proposed

- 5.1 The formal consultation for the Traffic Regulation Order, Swale Amendment 21 2025, took place between 25th July 2025 and 15th August 2025.

6 Implications

Issue	Implications
Corporate Plan	Improving Community Safety through safer Highways.
Financial, Resource and Property	Cost and resource to progress Traffic Regulation Order through Sealing stage with Kent County Council. Cost of installing lines on site.
Legal, Statutory and Procurement	Traffic Regulation Order to be Sealed by Kent County Council.
Crime and Disorder	None identified at this stage.
Environment and Climate/Ecological Emergency	None identified at this stage.

Health and Wellbeing	The introduction of waiting restrictions in the town centre could improve the health and wellbeing of residents and visitors to the area by removing the large number of parked vehicles. Blue badge holders would be permitted to park on the restrictions for up to 3 hours providing the vehicles were not causing an obstruction. The restrictions could negatively impact on some businesses who rely on on-street parking for customers and deliveries.
Safeguarding of Children, Young People and Vulnerable Adults	None identified at this stage.
Risk Management and Health and Safety	None identified at this stage.
Equality and Diversity	None identified at this stage.
Privacy and Data Protection	None identified at this stage.

7 Appendices

Annex A – Plans of Proposed Waiting Restrictions

Annex B – Details of Formal Objections and Comments Received

8 Background Papers

None