

## Statement of Reasons

Enfield Council is proposing a transformational change to the A1010 Ponders End High Street EN3 to provide more space and better crossings for pedestrians, reduce collisions and traffic dominance, create a more attractive street scene, give easier access for those on foot or cycle, and ease congestion at the junction with Derby Road.

Major scheme funding from Transport for London has been secured for this project. The adjacent development of the Electric Quarter brings an opportunity to improve the public spaces around the library and park, which this scheme will complement. It also contributes to a proposed corridor for cycling along the A1010, which forms part of the council's Cycle Enfield programme. Enfield was one of three outer London boroughs awarded mini-Holland funding by the Mayor to deliver measures to transform cycling facilities in the borough.

Closing service roads and allocating more space to pedestrians and greenery will improve the way the high street looks and functions for visitors, most of whom arrive on foot. Moving parking and loading into bays at the side of the main road helps regulate this activity. Pay and display restrictions encourage a healthy turnover of vehicles within the parking spaces, helping more customers visit the adjacent shops. Introducing a controlled parking zone covering the High Street simplifies the rules controlling parking and loading and enables the removal of the present multitude of signs and yellow lines.