

**We, the undersigned, call upon the Borough Council to implement traffic reduction and / or calming measures on Rochester Drive and Coleman's Avenue as part of their A127/B1013 junction<sup>and Bell</sup> improvement scheme**

Residents of these side streets recognise and welcome Southend Borough Council's success in obtaining funding to progress the A127/B1013 Tesco Junction Improvement scheme. In particular, the emphasis on moving traffic quickly through the junction to reduce environmentally and economically damaging congestion is considered the correct approach. We also welcome the improved combined pedestrian and cycle crossings on Thanet Grange and the B1013.

However, we believe that an opportunity has been missed to consider the impact of current and future levels of traffic on the side roads which are used as rat runs onto the A127, namely Rochester Drive and Coleman Drive.

**The volume, speed and noise of traffic using these roads as a 'rat run' has increased to unacceptable levels in the last few years.**

New development is planned for London Southend Airport and the area encompassing the Joint Area Action Plan (JAAP) which will deliver new employment opportunities. The Borough Council acknowledges that this, combined with local housing and economic growth, will increase levels of traffic demand on the A127.

**There will be a consequence of this increased traffic demand on the small side streets of Rochester Drive and Coleman's Avenue which the isolated A127/B1303 junction improvement scheme has not addressed. It is essential therefore that these roads are considered as part of the traffic management proposals of this major scheme.** and the bell junction

**We would welcome early consultation on potential traffic reduction and / or calming measures. In the first instance please contact. Viv Burdon.....@.....vivburdon@yahoo.com.....**

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