

Southend-on-Sea Borough Council

Agenda
Item No.

Report of Deputy Chief Executive (Place)
to
**Traffic and Parking Working Party and
Cabinet Committee**
on
9th March 2017

Report prepared by: Zulfiqar Ali, Group Manager, Traffic
Management & Highways Network

Request for Additional Seafront Parking Places

Portfolio Holder – Councillor Tony Cox
A Part 1- Agenda Item

1. Purpose of Report

- 1.1 The Traffic and Parking Working Party & Cabinet Committee is asked to consider a request from the Seafront Traders Association for additional parking places along streets adjacent to Seafront and surrounding Seaway Car Park and decide on the way forward.

2. Recommendation

- 2.1 That the Traffic and Parking Working Party and the Cabinet Committee:-
- i) **Note the contents of the report and Officers observations.**
 - ii) **Consider the views of the Working Party and Officers' recommendations in the attached appendix 1 and agree to:**
 - a) **Proceed with Officers' recommendations on a priority basis; or,**
 - b) **Proceed with Officers' recommendations, with any changes; or,**
 - c) **Take no further action.**

3. Background

- 3.1 Following discussions with the Council, the Seafront Traders submitted a set of proposals which they consider will provide additional parking for visitors to the seafront which are shown in attached (Appendix 1) with officers' views and recommendations.

4. Potential areas for possible consideration.

- 4.1 Officers have assessed the Seafront Traders' proposals particularly around the streets along the Seafront and their assessment/observations and recommendations are shown in the attached appendix 1

It needs to be noted that all the above proposals if agreed will be subject to formal consultation.

5. Reasons for Recommendations

- 5.1 The proposals are considered to assess their suitability, feasibility and impact on potential for improving parking in the area and recommended where appropriate.

6. Corporate Implications

- 6.1 Contribution to Council's Vision & Corporate Priorities

Any resulting changes from these proposals will contribute to the Council's corporate priorities in terms of safety, accessibility and supporting local businesses and will contribute to a Safe and Prosperous Southend.

6.2 Financial Implications

If agreed these schemes will have financial implications which will need to be met from the existing budgetary resources. However, the resources are limited and the Working Party and Cabinet Committee has an ongoing agreed priority programme based on its earlier decisions. Unless the Committee agrees to allocate a high priority, these will be added to the bottom of the list and undertaken subject to availability of financial and staffing resources.

6.3 Legal Implications

Where requests involve any requirement for a need to introduce or amend a Traffic Regulation Order, the relevant statutory procedures will be followed including the requirement for formal consultation with affected frontagers' and advertisement in the local press.

6.4 People Implications

There are limitations in staff time and an increase in workload places additional strain on limited resources which may lead to delays in investigations and reporting back to the Working Party and Cabinet Committee. There will clearly be staffing resource implications which will have to be considered depending on the extent of the works agreed/required for design, consultation and implementation where required.

6.5 Property Implications

None

6.6 Consultation

Formal and informal consultation will be carried out, as required, and directed by this Committee. In addition all Ward Councillors are to be informed of the consultation process prior to its commencement.

7. Background Papers

Seafront Traders Proposals

8. Appendices

Appendix 1