

Southend-on-Sea Borough Council

Agenda
Item No.

Report of Deputy Chief Executive (Place)
To
**Traffic & Parking Working Party & Cabinet
Committee**
On
9th January 2017

Report prepared by:
Cheryl Hindle-Terry - Team Leader, Parking, Traffic
Management and Road Safety Team

Petition for One-Way Traffic Flow, Westcliff Parade
Executive Councillor: Councillor Tony Cox
A Part 1 Public Agenda Item

1. Purpose of Report

- 1.1.1 To advise Members of a petition signed by 131 signatories requesting the traffic flow of Westcliff Parade be amended to one-way.

2. Recommendation

That the Traffic & Parking Working Party and Cabinet Committee:

- a) **Thank the petitioner for taking the time to compile the petition, and;**
- b) **Agree to amend the traffic flow to one-way westwards in Westcliff Parade;**
- c) **Note that due to the current workload, the proposals will not be progressed until after April 2017.**

3. Background

- 3.1 Westcliff Parade is a busy east-west route running from Clifftown Parade to the Cliffs Pavilion. The carriageway ranges from approximately 8 metres wide to over 11 metres wide.
- 3.2 Parking is currently unrestricted with vehicles regularly parked on both sides of the street. Parking is attributed to residents' vehicles, visitors to the seafront and visitors to the Cliffs Pavilion.
- 3.2 In the narrower sections of the street, there are high levels of conflict between drivers travelling in opposing directions failing to give way.
- 3.3 Amending the traffic flow to eliminate this issue however, amending traffic flows to one-way can result in increased speeds and monitoring will need to be undertaken to assess speeds before and after any changes are implemented.

3.1 Two personal injury accidents have occurred in the period between April 2013 and March 2016. Both accidents are attributed to drivers misjudging the width of the road when parked vehicles are present and colliding.

3.3 Amending the traffic flow to one-way will prevent further accidents of this nature.

4. Other Options

4.1 There are two options. Take no action. An alternative option is to prohibit parking on one side of the road, however given the parking difficulties in the area, this is likely to negatively impact on residents.

5. Reasons for Recommendations

5.1 To reflect residents views while meeting the parking needs of the local community.

6. Corporate Implications

6.1 *Contribution to Council's Vision & Corporate Priorities.*

Reducing potential conflict leads to a Safe Southend.

6.2 *Financial Implications*

Any costs will be met through existing budgets.

6.3 *Legal Implications*

Statutory consultation is required for any amendment to traffic flows.

6.4 *People Implications*

Officer time to progress the works.

6.5 *Property Implications*

None.

6.6 *Consultation*

As above.

6.7 *Equalities and Diversity Implications*

The traffic network is designed and maintained to consider the needs of all road users. The proposal impacts all road users and no equality or diversity issues have been identified.

6.8 *Risk Assessment*

Risk assessments are undertaken when modifying the highway.

6.9 *Value for Money*

All works are undertaken by term contractors procured through competitive processes demonstrating value for money.

6.10 *Community Safety Implications*

The action recommended will reduce potential anti-social behaviours resulting from driver conflict.

6.11 *Environmental Impact*

None.

7. **Background Papers**

None.

8. **Appendices**

None.