

Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise, Tourism and
the Environment

to

Traffic and Parking Working Party

On

27th October 2011

Agenda
Item No.

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

Parking Management Scheme - Victoria Station Area

Executive Councillor: Cllr Cox

A Part 1 Public Agenda Item

1. Purpose of Report

For Members to consider the outcomes of a recent informal consultation and recommendations for further action for the Parking Management Scheme around the Southend Victoria Station Area.

2. Recommendation

2.1 That Members of Traffic & Parking Working Party consider the report and:-

- a) Agree to advertise the proposals in accordance with the statutory requirements;
- b) Agree to minor design amendments resulting from the informal consultation.
- c) Agree that in the event of there being no unresolved objections to the proposal, implement the Parking Management Scheme.
- d) Note that any unresolved objections will be reported back to this committee for consideration.

2.2 The Cabinet Committee having considered views of the Traffic and Parking Working Party:

- a) Agree to advertise the proposals in accordance with the statutory requirements;
- b) Authorise officers to make minor design amendments resulting from the informal consultation.
- c) Agree that in the event of there being no unresolved objections to the proposal, implement the Parking Management Scheme.
- d) Note that any unresolved objections will be reported back to this committee for consideration.

3. Background

- 3.1 Parking is pressured in many areas of the town due to many factors such as the level of car ownership, the lack of off street parking potential and restrictions on parking due to traffic flow and access requirements. The pressure is increased in this area due to the proximity to the town centre, the railway station and offices in Victoria Avenue and the numbers of properties without frontages to create off street parking. Ward members requested action through the Members Request List in May 2010 and the Committee agreed to progress the proposals through the teams work priority report submitted in July 2011
- 3.2 Residents have been informally consulted on proposals to implement a Parking Management Scheme in the area, plans and a questionnaire were sent to each property. In addition 2 open sessions were held for residents and other interested parties to view large scale plans and discuss draft proposals with officers.
- 3.3 The process has resulted in 288 responses being received (30%), The responses have been analysed resulting in the recommendation and details of the responses and analysis process are set out below.

Road	Responses	For	Against
Boscombe Road*	53	13	40
Bournemouth Park Road	8	9	1
Coleman Street	18	16	2
Guildford Road	31	29	2
Maldon Road	44	43	1
Milton Close	1	1	0
Milton Street	14	13	1
Prittlewell Street	4	4	0
Short Street	2	2	0
St Ann's Road	65	62	3
Sutton Road	3	1	2
Swanage Road	19	16	3
Wimborne Road	26	19	7
Total:	288	226	62

*Members should note that a petition opposing the proposals has also been received from a number of residents in Boscombe Road. The petition contains 46 signatories but includes 9 duplicate addresses, we have also received 6 duplicate questionnaires. The petition also includes 4 signatories who have previously supported the proposals via the questionnaire responses.

- 3.5 As the majority (78%) of those responding are in favour of a parking scheme, it is proposed to formally consult residents and road users. It is proposed that the designs will be slightly modified to accommodate some useful suggestions put forward during the consultation process. Only 1 street indicates opposition to the proposals and as it is located on the periphery of the area it is simple to remove this road from the scheme if required.

4 Other Options

- 4.1 Members of the Traffic and Parking Working Party and Cabinet Committee may also consider that the proposals as advertised should be implemented with amendments or they may recommend not to implement the proposals at all.

5. Reasons for Recommendations

- 5.1 To improve parking priority for residents, to improve highway safety and to reduce congestion, which were the concerns leading to the proposals.

6. Corporate Implications

6.1 Contribution to Council's Vision & Corporate Priorities.

- 6.1.1 Ensuring parking is managed while maintaining adequate access for emergency vehicles and general traffic flow. Providing residents with priority parking availability is responsive to residents needs and leads to greater public satisfaction. These are consistent with the Council's Vision and Corporate Priorities.

6.2 Financial Implications

- 6.2.1 Costs for confirmation of the Order and amendments suggested in Appendix 1 will be met from existing budgets.

6.3 Legal Implications

- 6.3.1 The formal statutory consultative process has been completed in accordance with the requirements of the legislation.

6.4 People Implications

- 6.4.1 Work required implement any works will be met by existing staff resources.

6.4 Property Implications

- 6.5.1 None

6.6 Consultation

- 6.6.1 This report provides details of the outcome of the statutory consultation process.

6.7 Equalities and Diversity Implications

- 6.7.1 None.

6.8 Risk Assessment

- 6.8.1 The proposals are designed to improve highway safety and so have a positive risk assessment.

6.9 Value for Money

- 6.9.1 The proposals offer value for money and will be carried out by contractors procured to provide such.

6.10 Community Safety Implications

- 6.10.1 None.

6.11 Environmental Impact

- 6.11.1 Neutral.

7. Background Papers

7.1 Traffic and Parking Working Party Report "*Work Priority for Parking, Traffic Management and Road Safety*" report 28th July 2011 and agreed minutes.

8. Appendices

8.1 None