

Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise, Tourism and
the Environment

To

**Traffic & Parking Working Party & Cabinet
Committee**

On

5th January 2011

Agenda
Item No.

Report prepared by:
Andrew Meddle (Head of Planning & Transport)

Petition Regarding the Changing of Madeira Avenue, Leigh-on-Sea into a One-Way Street

Economic & Environment Scrutiny Committee

Executive Councillor: Councillor Cox

A Part 1 Public Agenda Item

1. Purpose of Report

- 1.1 To provide a response and recommended course of action with regard to a petition presented to Full Council requesting the changing of Madeira Avenue, Leigh-on-Sea to a one-way street.

2. Recommendation

- 2.1 That the Traffic & Parking Working Party and Cabinet Committee:
- a. Note that officers have assessed this request against the current policy for traffic and parking investigations and consider that the request does not meet the Council's policy for intervention. In light of this, there should be no further action, other than that set out in 2.1.b.
 - b. Write to the CO-OP, and other businesses in this area, seeking their support and requesting them and their customers to be more considerate towards the needs of other road users and taking greater responsibility when parking, loading and unloading.

3. Background

- 3.1 A petition signed by 37 residents (24 out of 48 properties) of Madeira Avenue and one resident of London Road has been received which was presented to the full Council at its meeting on 20th October 2011. The petitioners state as follows:-
- 3.2 "The petition is seeking to establish a one-way street in Madeira Avenue and calls upon the Council to undertake an urgent review of the traffic situation in Madeira Avenue and feel that the residents and pedestrians safety is at risk."
- 3.3 The petitioners have raised a number of issues which are summarised below:

- The Co-OP Store and the impact of delivery vehicles
- Obstruction of driveways and their use as the turning circles.
- Passing of two way traffic without obstructions or causing safety hazards.

3.4 On receipt of the petition, officers have looked into the issues raised and have undertaken initial investigations to ascertain if there are any justifiable issues here which need urgent attention. Our investigations have shown that there:

- a) There have been no reported accidents over the past 3 years in Madeira Avenue.
- b) Madeira Avenue is approximately 320m long and 42 of the 48 (87.5%) of the properties have off street parking with a driveway. It is approximately 5.5m, similar to other roads in the vicinity. Practically there would be adequate places along the road to enable opposing vehicles to pass each other. The point about parking across driveways is noted and our records show that there have not been many complaints about this issue. Whilst residents could approach the Police to deal with this kind of obstruction, the Council does inform residents that they may contact our Parking Section in such situations. During normal working hours, the Council provides an immediate response and the offending vehicles are issued with a fine.
- c) With regard parking, we have had few calls in the past about issues in this road but they are not frequent. The CO-OP has its own driveway but this only takes one vehicle and there is little opportunity to park near the entrance. Double yellow lines currently extend from the London Road junction northwards for a distance of approximately 50m, although it accepted that users park on the double yellow lines. In light of this – and the perceived implications for safety – the CCTV cars will be deployed on a regular basis to enforce the parking restrictions.
- d) The frequency of driveways and limited parking opportunities are acting as self regulating speed measures. If we consider the proposal to extend double yellow lines or make it one-way northbound, this is likely to increase the speed of traffic and other factors i.e. loading/unloading needs of the properties at the London Road would have to be considered. In officers' views this could present a greater safety hazard. If we were to complement one-way with traffic calming to reduce speed, this will have a displacement impact on adjoining roads as traffic is likely to migrate to the nearest alternative routes, resulting in more complaints from other streets thereby increasing pressure on the Council's limited resources.
- e) It should be noted that making this road one way southbound will lead to serious loading/unloading implications for the businesses on the London Road and immediately behind them including *Businessland*. This will have the consequence of forcing large vehicles to come from the north via residential roads, including Manchester Drive, and will result in increased safety hazards and an unwelcoming use of minor roads by large vehicles.

- f) With regard to people using driveways to turn around, this is something that some vehicles would do using the vehicular crossing which though it leads to private property, is part of the public highway.

4. Other Options

- 4.1 It would be possible to introduce a one-way restriction, but this would have adverse impacts on neighbouring roads and would cause traffic displacement and a potential loss of residential amenity.

5. Reasons for Recommendations

- 5.1 The recommendation enables a proportionate response to be made to the issues raised.
- 5.2 The adherence to Council policy allows for a consistent approach to be taken, enabling the best use of resources.

6. Corporate Implications

6.1 Contribution to Council's Vision & Corporate Priorities

- 6.1.1 The recommendations are consistent with the Council's Vision and Corporate Priorities.

6.2 Financial Implications

- 6.2.1 None

6.3 Legal Implications

- 6.3.1 None

6.4 People Implications

- 6.4.1 Neutral

6.5 Property Implications

- 6.5.1 Neutral

6.6 Consultation

- 6.6.1 None

6.7 Equalities and Diversity Implications

- 6.7.1 None

6.8 Risk Assessment

- 6.8.1 None

6.9 Value for Money

- 6.9.1 The recommendation will deliver value for money and a proportionate response.

6.10 Community Safety Implications

- 6.10.1 Neutral

6.11 Environmental Impact

- 6.11.1 Neutral

7. Background Papers

7.1 None

8. Appendices

8.1 None