

Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise,
Tourism and the Environment

to

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

on

17th December 2008

Report prepared by: Francis Molisso

North, South and Central Avenues and the Immediate Area Traffic & Highway Improvement Proposals

A Part 1 Public Agenda item

1. Purpose of Report

For Traffic and Parking Working Party and Cabinet Committee to consider objections to advertised traffic orders and notices on North, South & Central Avenue and the immediate Area Traffic & Highway Improvement Proposals and make an appropriate decision.

2. Recommendation

- 1 That the Traffic and Parking Working Party consider the objections and recommend making the order as advertised, consider the objections and recommend making the orders with amendments so as to lessen the effect of the order or take no further action.
- 2 That Cabinet Committee consider the views of the Traffic and Parking Working Party and authorise the Chief Executive to make the orders, make the amended orders or take no further action.

3. Background

The Improvement Scheme was reported to the Traffic & Parking Working Party and Cabinet Committee on the 6th November 2008 where it was resolved that approval be given to :-

- i. The amended traffic and highway improvement proposals.
- ii. The proposals which were consulted upon to be amended in the light of informal consultations to provide an alternative cycle route to the south of Central Avenue.

- iii. Conduct statutory consultation on the Traffic Regulation Orders and Notices required for the scheme and, provided that there are no objections to the statutory consultation, the scheme to be implemented.

4. Financial Implications

The estimated cost of the revised proposals, including design and supervision costs, is £151,000 for 2008-2009 (£141,000 Council Capital and £10,000 Local Transport Plan) and £50,000 for 2009-2010 (all Council Capital). The revenue implications of this report are limited to the ongoing revenue costs for maintenance.

5. Consultation

Statutory Consultation was carried out between 24th November and 15th December 2008. This comprised the following:

- Consultation letters, incorporating copies of Road Hump Notices, Waiting Restriction Notices, and Footway Parking Notices were delivered to all residents affected by the proposals. Copies of the letters sent out are included in **Appendix 2**
- Street Notices, detailing the proposals were erected on lamp columns at the location of restrictions, road humps and footway parking, and were maintained for the duration of the consultation period. Copies of the notices are included in **Appendix 2**.
- Advertisement in the Southend Echo on 24th November 2008
- Plans were placed on deposit in the contact centre at the civic centre for the public to inspect as required.

No.	Comments	Response
1	Request for speed cushions or humps on Central Avenue between Bournemouth Park Road and Hamstel Road.	Not part of the statutory consultation. We would not look to place vertical deflections on a distributor road unless there was an accident problem. From a review of the accident statistics it would not appear to be warranted.
2	Objection to kerb build-outs. North and Central Avenues are too narrow for build-outs.	Not part of the statutory consultation. North and Central Avenues are wide enough.
3	Objection to the extension of waiting restrictions from Sutton Road to No 3 North Avenue. Objection to removal of existing kerb build-outs on North Avenue near Sutton Road. This will lead to accidents with drivers driving wrong way down North Avenue.	Waiting restrictions are not being extended from Sutton Road to No 3 North Avenue. There will be some reduction in waiting restrictions. Not part of the statutory consultation. It is considered very unlikely that removal of these build-outs will lead to this.
4	Objection to footway parking outside 223 and 225 Central Avenue due to: i) It being at odds with original proposals and there being no further consultation. ii) It will obstruct footway. iii) Vehicles will park outside the	Amendments to original proposals were made by Officers following informal consultation and agreed by Traffic and Parking Working Party. This is further consultation. Remaining footway width of 1.5m is sufficient on short stretches.

	designated area.	The Traffic Regulation Order is such that it will be an offence to park outside the designated area.
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No objections have been received from the Statutory Consultees at the time of writing of this report. Statutory Consultees consulted are:

Divisional Commander Essex Police	Managing Director Stephenson's of Essex
Town Clerk Leigh Town Council	Managing Director First Essex Buses Ltd
Divisional Commander Essex County Fire & Rescue	Emergency Planning Officer Southend-on-Sea Borough Council
Divisional Commander East of England Ambulance NHS Trust	Ms Paula Dawson Highways Information Team Manager
Chief Superintendent Essex Police - South East Division	Station Commander Essex County Fire & Rescue Service
The Secretary Freight Transport Association Ltd	Chief Fire Officer Essex County Fire & Rescue Service
Road Haulage Association Ltd Eastern Area	Station Commander Essex County Fire & Rescue Service Shoebury Fire Station
Mr K Hawkins Arriva Southern Counties (AS)	Regal Busways Ltd.

Any objections received in the period between the drafting of this report and the close of consultation on the 15th December 2008 will be reported at the Traffic & Parking Working Party and Cabinet Committee on 17th December 2008.

7. Risk Assessment

The principal risks to the council from the outcome of this report are a negative impact on customer satisfaction from either failure to implement the project in the face of apparent public support or from specific local opposition to aspects of the proposals. These risks have been mitigated by being able to respond to customer concerns in the first instance and subsequently consulting on the proposals. Following a comprehensive consultation local residents have an expectation that a scheme will be implemented this financial year.

8. Background Papers

All background information is held within file no. TH/P/14001

9. Appendices

Appendix 1 : Plans of Proposals

Appendix 2 : Sample Letters & Notices