

# Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise Tourism & the  
Environment

to

Traffic & Parking Working Party & Cabinet Committee

on

17<sup>th</sup> December 2008

Report prepared by: Terry Stokes

Agenda  
Item No.

---

**North Road Improvement Scheme**  
**Economic & Environmental Scrutiny Committee– Executive Councillor:**  
**Councillor Anna Waite**  
***A Part 1 Public Agenda Item***

---

## **1. Purpose of Report**

- 1.1 For Traffic and Parking Working Party and Cabinet Committee to consider objections to advertised traffic orders and notices on North Road Improvement Scheme 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**

- 3.1 The North Road Improvement Scheme was reported to the Traffic & Parking Working Party and Cabinet Committee on the 6<sup>th</sup> November 2008 where the following was resolved :-

1. That the amended scheme be approved.
2. That the scheme be extended to include the addition of traffic calming measures (speed cushions) in Chelmsford Avenue.
3. That the statutory consultation on the Traffic Regulation Orders and Notices required for the amended scheme be authorised and subject to there being no valid objections received, the Order be confirmed and the scheme to be implemented.

#### 4. Financial Implications

- 4.1 Funds have been set aside in the 2008/09 and 2009/10 Local Transport Plan Integrated Transport allocation for the scheme. The revised funding allocated for this scheme in 2008/09 is £150,000 and £160,000 in 2009/10. The estimated total cost of the revised proposals is £310,000 including design and supervision fees. The scheme will be started in the 2008/09 financial year and completed in 2009/10.
- 4.2 The revenue implications of this report are limited to the ongoing revenue costs for maintenance.

#### 5. Consultation

- 5.1 Statutory Consultation was carried out between 21st November and 15<sup>th</sup> December 2008. This comprised the following :
- 650 consultation letters, incorporating copies of Road Hump Notices, One-way Street Notices and location plans were delivered to all residents within the consultation area. Appendix 1A includes copies of the deliverables sent out to residents and Statutory and other non-statutory consultees.
  - Street Notices and individual location plans for each street, detailing the proposals were erected on lamp columns within the consultation area for the duration of the consultation. Copies of the notices are also included in **Appendix 1A**.
  - Traffic Regulation Orders for the scheme were advertised in the Evening Echo on the 24<sup>th</sup> November 2008.

#### 6. Consultation Results

- 6.1 1 letter was received during the informal consultation period, objecting to the proposals as shown in Section 6. of this report.

#### 7. Summary of issues raised as objections

No.	No. of times raised	Comments	Response
1	1	Opposed to the proposed 24 hour parking restriction along sections of North Road	The existing road is heavily parked in the evening along both sides of the road, restricting access and also suffers from speeding traffic. The installation of speed cushions will slow traffic and the waiting restrictions will maintain 2-way uninterrupted flow.

- 7.1 The closing date for representation is the 15<sup>th</sup> December 2008, any further letters received following the publication of this report will be reported separately at the meeting.

At the date of drafting this report no objections have been received by the statutory consultees listed below:

Divisional Commander  
Essex Police

Town Clerk  
Leigh Town Council

Divisional Commander  
Essex County Fire & Rescue

Divisional Commander  
East of England Ambulance NHS Trust

Chief Superintendent  
Essex Police - South East Division

The Secretary  
Freight Transport Association Ltd

Road Haulage Association Ltd  
Eastern Area

Mr K Hawkins  
Arriva Southern Counties (AS)

Managing Director  
Stephenson's of Essex

Managing Director  
First Essex Buses Ltd

Emergency Planning Officer  
Southend-on-Sea Borough Council

Ms Paula Dawson  
Highways Information Team Manager

Station Commander  
Essex County Fire & Rescue Service  
Chief Fire Officer  
Essex County Fire & Rescue Service

Station Commander  
Essex County Fire & Rescue Service  
Shoebury Fire Station

Regal Busways Ltd.

Should any objections be received in the period between drafting this report and the close of consultation on the 15<sup>th</sup> December 2008 these will be reported at the Traffic & Parking Working Party and Cabinet Committee on the 17<sup>th</sup> December.

## **8. Risk Assessment**

- 8.1 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 the comprehensive consultation, local residents have an expectation that a scheme will be implemented this financial year.

## **9. Background Papers**

- 9.1 Papers held on Project File Ref: TH/P/6001  
(Questionnaire responses, comments and accompanying letters  
And Drawings)

## **10. Appendices**

**Appendix 1A** : Sample Consultation material – letter, street plans and public notices for Waiting Restrictions, new Zebra Crossing point, One-way street, except cycles in Tudor Road and Speed Cushions in North Road and Chelmsford Avenue.

**Appendix 2A** : Plan of revised proposals