

Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise, Tourism and
the Environment

to

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

on

6th January 2010

Agenda
Item No.

Report prepared by: Richard Backhouse, Team Leader
Highways and Traffic Management Services

**Traffic Calming Scheme, Earls Hall Area, Westcliff on Sea:
Proposed Installation of 20mph Zone with Speed Cushions and Raised Junction Entry
Treatments.**

Executive Councillor: Councillor Flewitt
A Part 1 Public Agenda Item

1. Purpose of Report

For the Traffic and Parking Working Party and Cabinet Committee to consider objections to the recently advertised Formal Consultation and make an appropriate decision.

2. Recommendation

2.1 That the Traffic and Parking Working Party consider the objection to the Formal Consultation and officer's response detailed below.

- 2.1.1 Implement the scheme without amendments, or
- 2.1.2 Implement the scheme with amendments, or
- 2.1.3 Take no further action

2.2 That the Cabinet Committee consider the views of the Traffic and Parking Working Party in respect of the objections and

- 2.2.1 Implement the scheme without amendments, or
- 2.2.2 Implement the scheme with amendments, or
- 2.2.3 Take no further action

In the event of either 2.2.1 or 2.2.2 being agreed to authorise the implementation of the scheme as advertised, or amend to reduce the impact, as appropriate.

3. Background

- 3.1 The scheme was reported to the Traffic and Parking Working Party and Cabinet Committee on the 9th September 2010, where the following was resolved:
- 3.2 That the Chief Executive and Town Clerk be authorised to advertise the relevant Notices required for the scheme and subject to no objections being received, to arrange for the orders to be sealed and the proposals implemented.
- 3.3 Following advertisement of the proposals 79 letters were received; 2 in favour of the proposal and the other 77 being objections.
- 3.4 The content of the objections are summarised in Appendix 3.

4. Other Options

- 4.1 All options are detailed above.

5. Reasons for Recommendations

It is felt that the most appropriate and effective measures in this area will be the use of speed cushions to self-enforce this new 20 mph limit improving road safety. Cushions are considered advantageous as they do not affect existing vehicle parking or vehicle accesses but will slow traffic and allow emergency vehicles and large vehicles to straddle them. Speed Cushions work by forcing the motorist to slow down to align their vehicle wheels in order to straddle the cushion safely. Gateway features to the Zone will also be required at the entry and exit points and will take the form of special 20 mph Zone signs placed either side of the carriageway, 20 mph road markings and raised carriageway areas.

6. Corporate Implications

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

Implementation adds to customer satisfaction by addressing road safety issues. Implementation will also support the Council's priority to develop Community Safety through improved road safety.

- 6.2 Financial Implications

Funding to undertake this work will be from the Cuckoo Corner Junction Improvement budget.

- 6.3 Legal Implications

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

6.4 People Implications

Work required to design and implement this scheme will be met by existing staff resources and supported by the Council's term contractor for Highways works.

6.5 Property Implications

None

6.6 Consultation

A statutory consultation was carried out between 12th November 2010 and 03rd December 2010. This comprised of the following

- A total of 260 letters were delivered to all residents affected by the proposals 79 replies were received.
- Street notices detailing the proposals were erected on lamp columns either side of the road at the 2 entry points to the proposed new 20 mph zone.
- An advertisement was placed in the Southend Evening Echo on the 12th November 2010.
- Plans were placed on deposit in the Contact Centre at the Civic Centre.

7. Background Papers

Report of Corporate Director of Enterprise, Tourism & the Environment to Traffic and Working Party Agenda item number 6 dated 9th September 2010.

8. Appendices

Appendix 1 – Plan of Proposal.

Appendix 2 – Plan of consultation area.

Appendix 3 – Summary of objections received.