

Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise, Tourism and
the Environment

to

Traffic and Parking Working Party

On

8th September 2011

Agenda
Item No.

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

**Parking Management Scheme
Beresford Road Area
Executive Councillor: Councillor Tony 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.

2. Recommendation

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

a) Agree to advertise the proposals in accordance with statutory requirements;

b) Agree to minor design amendments resulting from the formal consultation.

c) Agree that in the event of 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 statutory requirements;

b) Agree to minor design amendments resulting from the formal consultation.

c) Agree that in the event of 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 hugely exacerbated in this area due to the proximity to the seafront and the numbers of properties without frontages to create off street parking.
- 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 and 2 open sessions were held for residents to view large scale plans and discuss proposals with officers.
- 3.3 The process resulted in a response of 54 questionnaires (23.58%), The responses have been very carefully analysed resulting in the recommendation and details of the responses and analysis process are set out below.

Road Name	Yes	No	Unsure	Total Road Response
Arnold Avenue	1	0	0	1
Beach Road	0	0	1	1
Beresford Road	22	1	3	27
Burdett Road	0	1	0	1
Burnaby Road	12	3	2	17
Eastern Esplanade	1	1	0	2
Outside area	1	2	3	6
Total	37	8	9	54

- 3.4 The results were then further analysed by assessing the response of those "Unsure" by considering the question "do you think parking controls should be introduced in this area" and also by the additional comments provided. We were then able to place each "unsure" answer into either the "Yes" or "No" category.

Road Name	Yes	No	Unsure	Total Road Response
Arnold Avenue	1	0	0	1
Beach Road	0	0	1	1
Beresford Road	24	1	1	27
Burdett Road	0	1	0	1
Burnaby Road	12	3	2	17
Eastern Esplanade	1	1	0	2
Outside area	1	2	3	6
Total	39	8	7	54

- 3.5 As the majority (72%) 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 such as moving a loading bay in Burdett Road and some slight parking bay amendments in all of the roads in line with suggestions made.

4. Other Options

- 4.1 No action. This option would not address the parking issues.

5. Reasons for Recommendations

- 5.1 To improve parking priority for residents while incorporating road safety, access and traffic flow requirements

6. Corporate Implications

- 6.1 Contribution to Council's Vision & Corporate Priorities

The proposal is based on a reduction of potential traffic hazards therefore resulting in safer roads.

Providing residents with priority parking availability is responsive to residents needs and leads to an excellent council

- 6.2 Financial Implications

Costs to be met by existing budgets.

- 6.3 Legal Implications

The formal statutory consultative process will be completed in accordance with the requirements of the legislation and any resulting objections referred to the Traffic and Parking Working Party for their consideration as required by the Constitution of the Council.

- 6.4 People Implications

Staff time as required to organise and monitor the required works, will be met from existing resources.

- 6.5 Property Implications

None

- 6.6 Consultation

As above

7. Background Papers

Previous reports and notes of meetings

8. Appendices

None