

# 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

**9<sup>th</sup> June 2011**

Agenda  
Item No.

Report prepared by: Cheryl Hindle-Terry  
Team Leader Traffic Management and Road Safety

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## **Proposed New Parking Charging Areas**

**Executive Councillor: Councillor Tony Cox**  
***A Part 1 Public Agenda Item***

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### **1. Purpose of Report**

For the Traffic and Parking Working Party and Cabinet Committee to consider details of the objections to recently advertised proposals for introducing parking charges along eastern seafront area from Victoria Road to Thorpe Hall Avenue and make an appropriate decision.

### **2. Recommendation**

2.1 That the Traffic and Parking Working Party consider the objections to the Formal Consultation and

- 2.1.1 Implement the proposals without amendments, or
- 2.1.2 Implement the proposals 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 On street controlled parking provision in the form of signs and lines requires regular maintenance generally funded through revenue budgets. Enforcement costs of any restrictions is also funded through our revenue accounts.

- 3.2 Reductions to budgets requires that additional income is generated to contribute to these costs, income from Penalty Charge Notices (PCN'S) issued to vehicles contravening restrictions cannot be considered as maintenance funding as our target is to achieve full compliance of all restrictions resulting in zero issue of PCN's therefore additional income must be generated.
- 3.3 The eastern seafront area from Victoria Road to Thorpe Hall Avenue has on street parking provision for which no charges currently apply and is inconsistent with the adjoining parking charges. Parking facilities adjacent to Southend East Station are also currently free of charge. levying charges in these areas contributes to the overall maintenance and enforcement costs of the boroughs parking and waiting restrictions but also brings these areas in line with nearby facilities for which charges are payable.
- 3.4 It also needs to be noted that Members agreed through the 2011/12 budget process to propose charges in these areas.
- 3.5 Proposals to implement this decision were advertised in March 2011 and resulted in the objections detailed in Appendix 1 to this report.

#### **4. Other Options**

- 4.1 All options are detailed above.

#### **5. Reasons for Recommendations**

To achieve appropriate maintenance and enforcement self funded by on street parking income.

#### **6. Corporate Implications**

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

Controlling parking improves safety and ensures businesses have adequate turnover of customers able to park near to their business.

- 6.2 Financial Implications

Reduced income will lead to a lack of appropriate maintenance and less robust enforcement of all on street parking restrictions within the borough.

- 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.

- 6.5 Property Implications

None

6.6 Consultation

Statutory consultation process completed.

**7. Background Papers**

None

**8. Appendices**

Appendix 1 – details of objections received

## Appendix 1 – details of objections received

<b>Objection to</b>	<b>from</b>	<b>Summary of Objection</b>
Seafront Charging	business	impact on business
Seafront Charging	business	impact on business
Seafront Charging	business	impact on business
Seafront Charging	business	impact on business
Seafront Charging	business	impact on hotel customers
Seafront Charging	business	impact on guests
Seafront Charging	local resident	revenue raising
Seafront Charging	non resident of area	impact on residents and displaced parking in side roads
Seafront Charging	none given	no address provided - disregarded 11 objections
Seafront Charging	not borough residents	will have to pay to park
Seafront Charging	not stated	impact on residents
Seafront Charging	not stated	impact on residents
Seafront Charging	not stated	impact on residents
Seafront Charging	seafront resident	impact on residents and displaced parking in side roads
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	impact on residents and displaced parking in side roads
Seafront Charging	seafront resident	impact on residents and displaced parking in side roads
Seafront Charging	seafront resident	cost to residents
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	impact on residents and businesses
Seafront Charging	seafront resident	impact on residents and businesses
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	impact on residents and businesses
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	impact on residents and visitors
Seafront Charging	seafront resident	impact on residents and visitors
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	not stated
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	impact on residents and displaced parking in side roads
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	impact on visitors
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	current measures adequate
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	impact on residents
Seafront Charging	seafront resident	impact on residents



<b>Objection to</b>	<b>from</b>	<b>Summary of Objection</b>
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents
Seafront Charging	side road resident	impact on residents
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	displaced parking
Seafront Charging	side road resident	discourage visitors
Seafront Charging	side road resident	displaced parking
Seafront Charging	side road resident	impact on residents
Seafront Charging	side road resident	displaced parking
Seafront Charging	side road resident	displaced parking
Seafront Charging	side road resident	impact on residents
Seafront Charging	side road resident	impact on residents
Seafront Charging	side road resident	costly for visitors
Seafront Charging	side road resident	not stated
Seafront Charging	side road resident	impact on residents
Seafront Charging	side road resident	petition 42 signatories
Seafront Charging	side road resident	impact on residents
Seafront Charging	side road resident	impact on residents
Seafront Charging	side road resident	impact on residents
Seafront Charging	side road resident	impact on residents
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents- wants residents permits
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	displaced parking
Seafront Charging	side road resident	not stated
Seafront Charging	side road resident	idea sound if allowances for residents
Seafront Charging	side road resident	displaced parking
Seafront Charging	side road resident	displaced parking
Seafront Charging	side road resident	impact on visitors
Seafront Charging	side road resident	impact on visitors
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads

<b>Objection to</b>	<b>from</b>	<b>Summary of Objection</b>
Seafront Charging	side road resident	impact on residents and visitors
Seafront Charging	side road resident	displaced parking
Seafront Charging	side road resident	impact on residents
Seafront Charging	side road resident	impact on residents
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	concerns of displaced parking
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	displaced parking
Seafront Charging	side road resident	not stated
Seafront Charging	side road resident	not stated
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	impact on residents and displaced parking in side roads
Seafront Charging	side road resident	displaced parking
Seafront Charging	side road resident	displaced parking
Seafront Charging	side road resident	displaced parking
Seafront Charging	side road resident	displaced parking
Seafront Charging	side road resident	impact on friends and visitors
Seafront Charging	side road resident	objects to council raising revenue
Seafront Charging	side road resident	in agreement but if residents have permits
Seafront Charging	side road resident	displaced parking
Seafront Charging	unknown	none given
Seafront Charging	ward councillors	various
<b>131 valid objections. 128 opposing charges. 3 supporting charges</b>		
Riviera Drive	65 signatures	charging will impact on residents
Riviera Drive	non borough res	uses the car park
<b>2 valid objections</b>		