

Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise, Tourism & the
Environment

to

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

on

9th June 2011

**Agenda
Item No.**

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Highways and Traffic Management Services

Enforcement of 20mph Speed Restriction on City Beach
Executive Councillor: Councillor Cox
A Part 1 Public Agenda Item

1. Purpose of Report

To seek approval to advertise the necessary Statutory Traffic Regulation Orders that are required to support the installation of a proposed average speed camera system for City Beach

2. Recommendation

2.1 The Cabinet Committee resolves that the Chief Executive and Town Clerk be authorised to advertise the following Traffic Regulation Orders.

- Hartington Road One-Way southbound from its junction with Lucy Road to its junction with Marine Parade.
- Pleasant Road One-Way southbound from its junction with Hartington Place to its junction with Marine Parade.
- 20 Mph Limit for Marine Parade and Western Esplanade from the junction of Marine Parade and Southchurch Avenue to a point on Western Esplanade 230 meters west of its junction with Pier hill.
- Should no objections be received, the proposals to be implemented.

3. Background

At the SBC / Keymed Liaison meeting held on 8th December 2010 keymed offered to donate an Average Speed Camera System for City Beach. This offer was kindly accepted by The Council.

The system will detect vehicles on Western Esplanade 150 meters west of its junction with Pier hill and on Marine Parade 50 meters west of its junction with Southchurch Avenue.

Following detailed design there is an ambiguous route created by Hartington Place and Pleasant Road. This could lead to a legal challenge to any prosecution notice issued to a motor vehicle driver. In order to design out this route it is proposed to make both roads One- Way streets Southbound

- Hartington Road One-Way southbound from its junction with Lucy Road to its junction with Marine Parade.
- Pleasant Road One-Way southbound from its junction with Hartington Place to its junction with Marine Parade.

This would have a benefit for local residents in that, as access from Marine Parade will be denied, residents will no longer have drivers travelling along their streets looking for parking places. The streets as a result will become quieter and this will have a very positive effect on their environment. Residents are soon to be consulted on proposals for parking controls in the area, the parking proposals have been designed with both two one and one way traffic flow. Designs will be amended accordingly dependent on the outcome of the statutory consultation.

The system will enforce the existing 20mph limit on Marine Parade but due to the location of the cameras the existing limit is required to be extended 230 meters west of its junction with Pier Hill.

Speed Surveys have recently been carried out on Marine parade and there results are summarised in Appendix 1.

4. Other Options

There are no other options considered for enforcement of the 20MPH limit

5. Reasons for Recommendations

By making Pleasant Road and Hartington Place One-Way southbound this would design out the ambiguous route, and would remove any legal challenge that could be raised by a motorist who is issued a Notice of intent to prosecute.

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

The system has been donated by Keymed and they have agreed to pay any SBC staff and associated costs borne by the Council

6.3 Legal Implications

Implementation of the scheme will require Notices and Traffic Regulation Orders which follow a statutory legal process.

These matters have been discussed and agreed by an officer within the Department of Legal and Democratic Services.

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

If the proposals are supported, a period of formal consultation will follow with any objections to be presented at a future meeting of the Traffic and Parking Working Party and Cabinet Committee.

If none are received, it is proposed that the scheme be implemented as soon as possible.

6.7 Equalities and Diversity Implications

None.

6.8 Risk Assessment

The principal risks to the Council from the outcome of this report are a negative impact on Customer Satisfaction and failure to implement the project. Negative effects on customer satisfaction are mitigated through being able to respond to customer concerns in the first instance and subsequently consulting on the proposals.

6.9 Value for Money

All work to be designed in-house and any civil engineering works that are required will be implemented by term Highway contractors. All contracts have been tendered in accordance with Procurement Guidelines and demonstrate value for money. Vysionics the equipment manufacturers will install their own equipment.

7. Background Papers

None

8. Appendices

Appendix 1 – Speed Survey Results