

# Southend-on-Sea Borough Council

Report of Corporate Director of Enterprise, Tourism and  
the Environment  
to

## Traffic and Parking Working Party

on  
28<sup>th</sup> July 2011

Report prepared by: Tim Totten, Infrastructure Manager  
(Highways and Traffic Management Services)

Agenda  
Item No.

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### Traffic Regulation Orders – Requests for Amendments to existing and addition of new Restrictions on Chalkwell Avenue Portfolio Holder – Councillor Cox *A Part 1 Public Agenda Item*

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

- 1.1 For the Traffic and Parking Working Party to consider a request to amend existing and add new restrictions on Chalkwell Avenue.

#### **2 Recommendation**

- 2.1 That the Traffic and Parking Working Party:

##### **Note the proposals.**

- 2.2 That the Cabinet Committee approves:

- a) **The advertisement of the waiting restrictions at the locations detailed in Appendix 1;**
- b) **In the event of there being no objections to the proposals, the Traffic Regulation Order be confirmed; and**
- c) **That any locations subject to objections will be referred to the Committee for consideration.**

#### **3 Background**

- 3.1 The Proposal is to provide a “Sustainable Transport” Corridor on Chalkwell Avenue and provide a connection with the recently constructed two-way cycle track on Western Esplanade. Chalkwell Avenue forms part of the Southend strategic cycle network and provides a link on route S15 which starts at Rochford and ends on Southend seafront.
- 3.2 The implementation of this route is expected to increase the number of trips by bicycle and reduce vehicle speeds and volume along Chalkwell Avenue.
- 3.3 Currently there are waiting restrictions from March – October covering 0900 - 1800 hours seven days a week. Chalkwell Avenue is a popular route between London Road and the seafront for cyclists, motorists and pedestrians but the steep incline from the seafront and the current unrestricted/ part restricted parking puts cyclists at a considerable disadvantage compared with the high volumes of traffic which use the route.

- 3.4 This arrangement does not complement a sustainable transport strategy and is likely to cause an obstruction to the free flow use of proposed cycle lanes, particularly outside the times of the current restrictions. Officers inspected overall length of Chalkwell Avenue and found that existing parking restrictions need to be amended with priority reversed to encourage greater use of sustainable transport.
- 3.5 During site visits, officers observed that on street parking is mainly used by visitors to the households along Chalkwell Avenue. It is also noted that most property frontages have off street parking sufficient for two cars or more.

#### **4 Other Options**

4.1 The proposals are intended to support and promote sustainable transport and current parking arrangements are causing a potential hindrance to this and are having an adverse impact on highway safety.

4.2 Officers have undertaken inspections along the whole length of Chalkwell Avenue and assessed the potential impact of the proposals to provide a professional opinion as to any perceived safety, traffic flow concern or a potential improvement. Where Officers do not feel that a perceived safety or traffic flow problem exists, or where the suggestion is not likely to result in an improvement, no further action is taken. In this particular area there are three alternative options which could be considered:

##### *4.3 Option 1*

4.3.1 Do nothing, which would leave the existing issues and challenges in place and not deliver the improved environment for cyclists and benefits for modal shift and sustainable transport.

##### *4.4 Option 2*

4.2.1 Provide “at any time waiting” restrictions (double yellow lines) for the full length of Chalkwell Avenue between London Road and Western Esplanade. This would be the best option for cyclists by providing a clear unobstructed route for cycling 24 hours a day.

##### *4.3 Option 3*

4.3.1 Provide limited time waiting restrictions for a reduced period of 8am – 6pm. This option would reduce the effectiveness of the scheme by permitting on street parking after 6pm. Chalkwell Avenue is a popular route for cyclists during the evening particularly during the summer season.

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

5.1 To facilitate provision of Sustainable Transport Corridor and general street scene improvements to complement the Council’s Sustainable Transport Strategy.

#### **6 Corporate Implications**

##### **6.1 Contribution to Council’s Vision & Corporate Priorities**

6.1.1 The proposal is based upon the reduction of potential conflicts between cyclists and general traffic therefore resulting in “safer” roads. Improvements are based in line with Cycle Southend and DFT Local Sustainable Transport project which

Southend is now in partnership with. The provision of this scheme would help create a “cleaner” environment by encouraging the use of low carbon means of transport.

## **6.2 Financial Implications**

6.2.1 Traffic Regulation Orders require formal advertisement which has to be undertaken and will be funded through the existing budget from Section 106. Funds received as part of the “ALDI development” on London Road. The allocation of funding to the Council as part of the Local Sustainable Transport Fund is dependant on the Council delivering improvements which promote the use of sustainable transport.

## **6.3 Legal Implications**

6.3.1 The formal statutory consultative process will be completed in accordance with the requirements of the legislation.

## **6.4 People Implications**

6.4.1 Staff time as required to organise and monitor the progress of the proposals.

## **6.5 Property Implications**

6.5.1 None

## **6.6 Consultation**

6.6.1 Formal consultation will be undertaken including advertisement of the proposal in the local press and on the street.

## **6.7 Equalities and Diversity Implications**

6.7.1 None

## **6.8 Risk Assessment**

6.8.1 A safety based approach to risk is taken with highways schemes and without the proposals as submitted there continues to be a significant risk to cyclists in this area, which is incompatible with the Council’s clear objectives for community safety and encouraging people to travel sustainably.

## **6.9 Value for Money**

6.9.1 The development of these proposals and their implementation represent good value for money both in terms of quality and in terms of finance.

## **6.10 Community Safety Implications**

6.10.1 Failure to implement suitable measures to provided enhanced protection will continue to adversely impact on cyclists.

## **6.11 Environmental Impact**

6.11.1 The proposals offer potential benefits in terms of environmental impact as an improved environment cycling is one of the reasons for increasing numbers of cyclists. Further measures are still likely to have a significant beneficial impact.

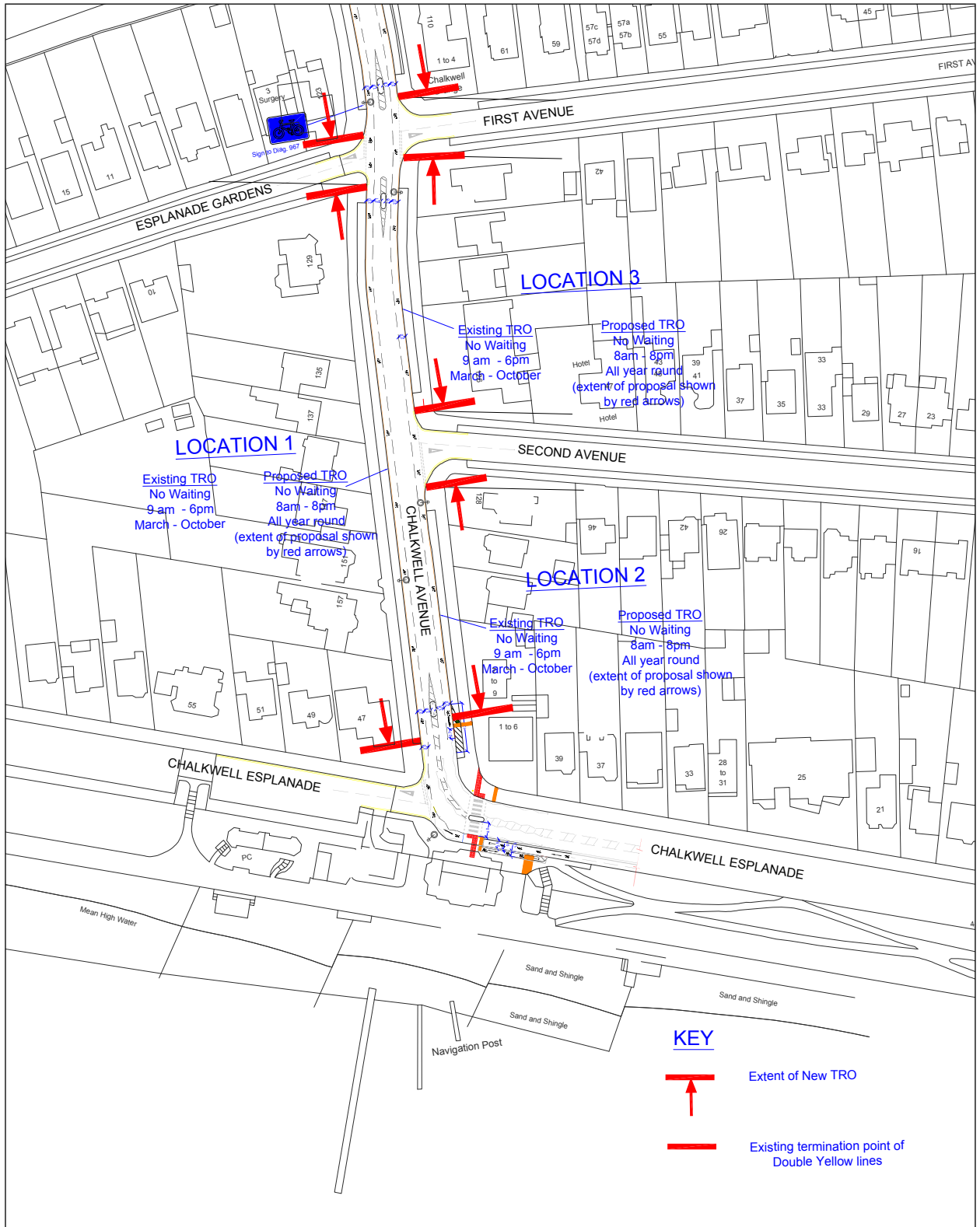
## **7 Background Papers**

7.1 None

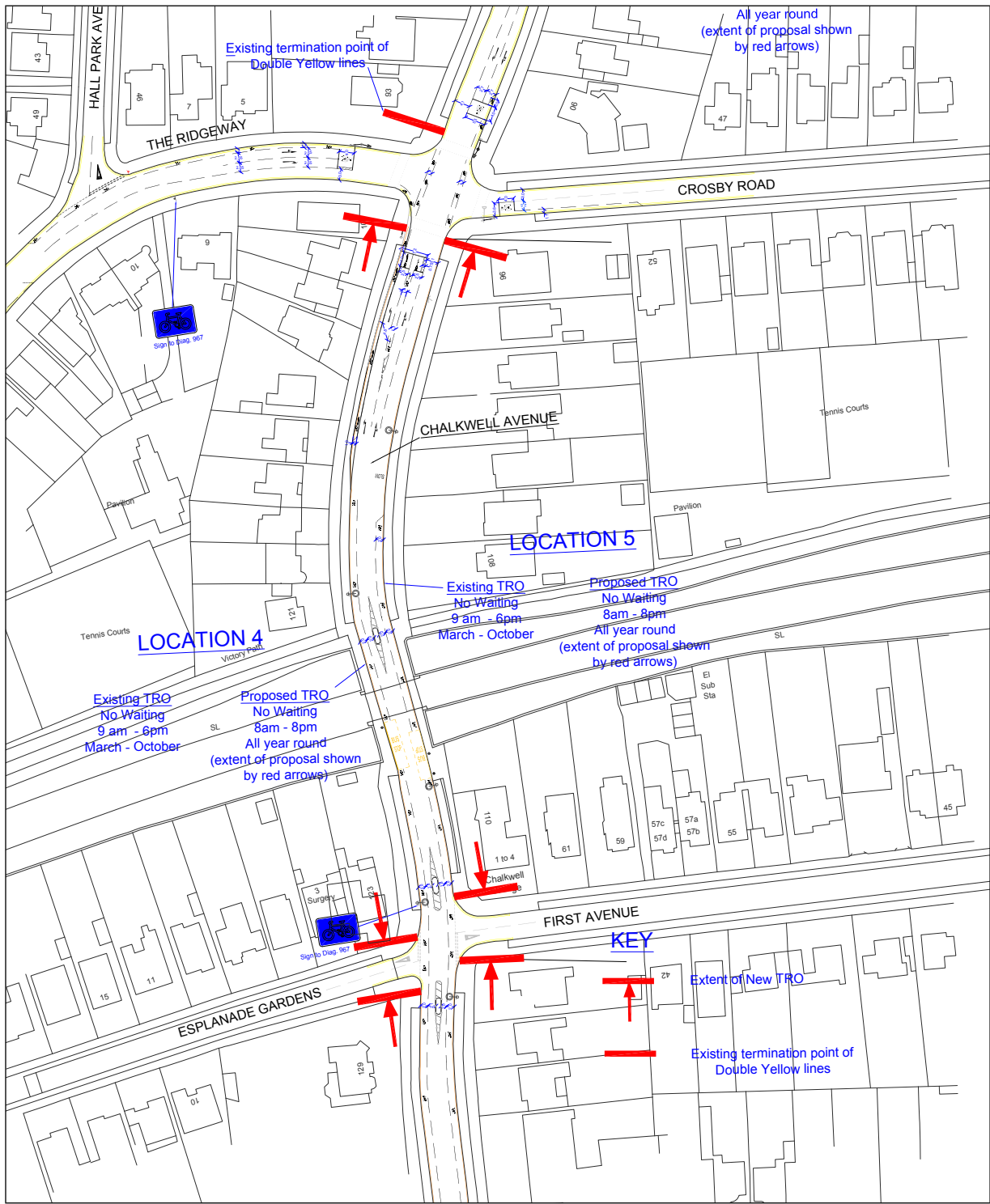
## **8 Appendices**

8.1 Appendix 1 – details of locations:

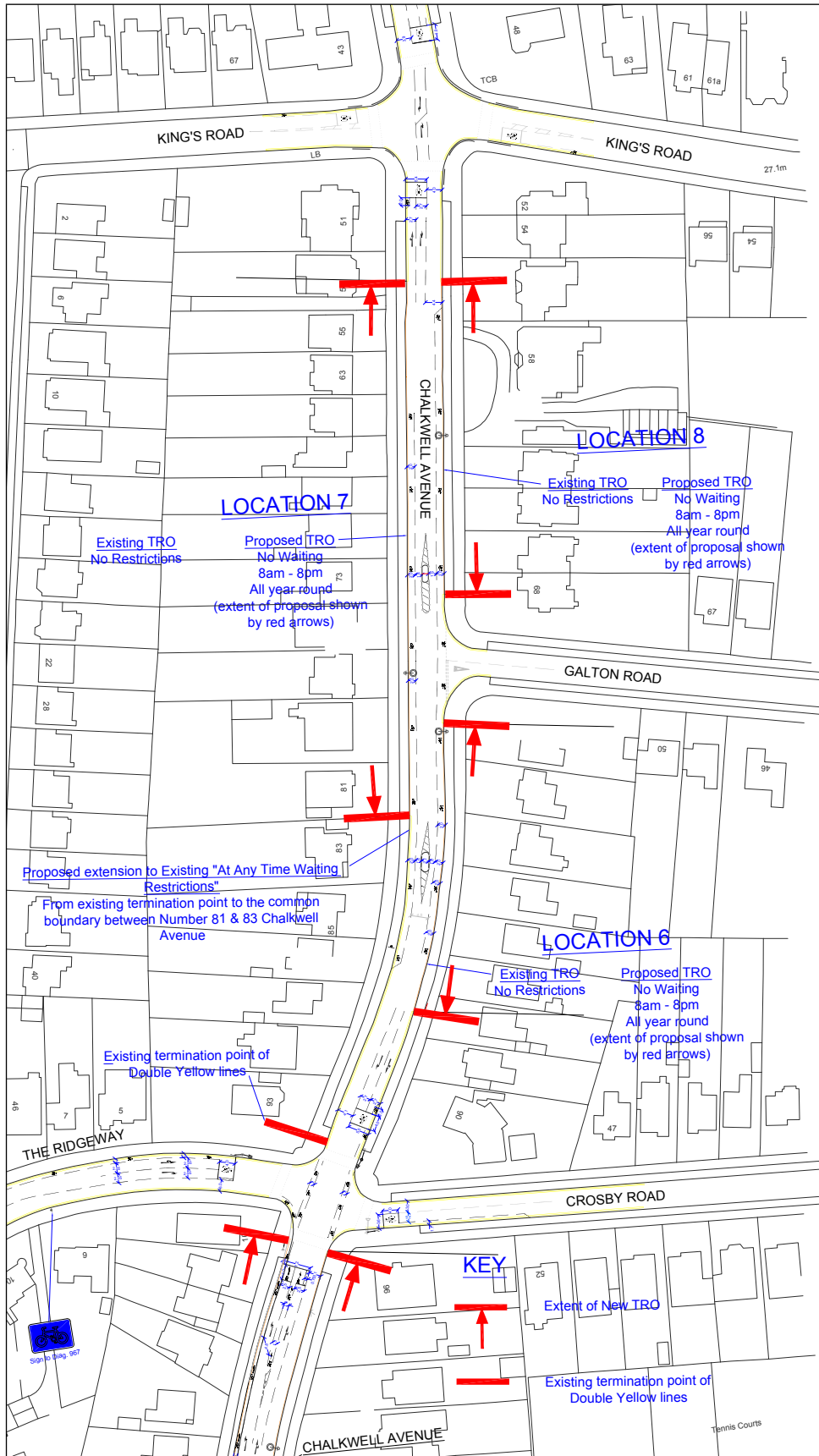
- Chalkwell Avenue Review existing time limited parking (at Locations 1, 2, 3, 4 & 5 on attached **plans A & B**) along the sections of Chalkwell Avenue from (No waiting March – October 9am – 6pm) to (No waiting 8am – 8pm All Year Round).
- Propose New parking restrictions (No waiting 8am – 8pm All Year Round) within the gaps that currently has no parking restrictions along the sections of Chalkwell Avenue. (Marked by Locations 6, 7, 8, 9 & 10 on attached **plans C & D**)



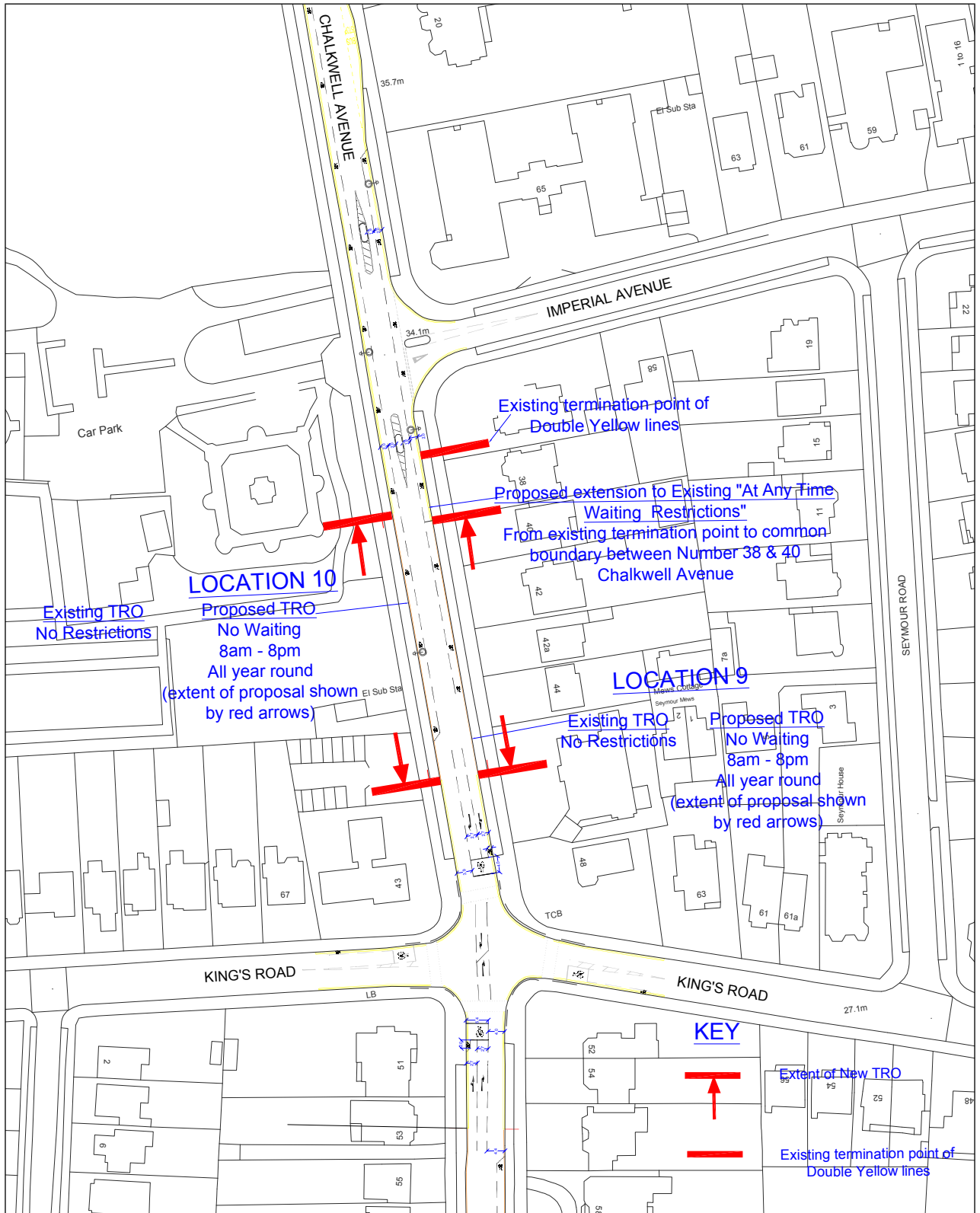
**Plan A**



**Plan B**



**Plan C**



**Plan D**