

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
Pleasant Road/Hartington 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 Traffic and Parking Working Party note the outcome of the informal consultation as detailed in appendix 1 and are recommended not to proceed with the Parking Management Scheme in this area.

2.2 The Cabinet Committee is asked to note the outcome of the informal consultation as detailed in appendix 1, consider views of the Traffic & Parking Working Party and are recommended not to proceed with the Parking Management Scheme in this area.

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, the numbers of properties without frontages and a number of commercial premises offering accommodation.

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 58 questionnaires. 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
Ash Walk	1	0	0	1
Hartington Place	2	1	0	3
Hartington Road	7	13	0	20
Marine Parade	1	1	1	3
Pleasant Mews	0	1	0	1
Pleasant Road	16	13	1	30
Total	27	29	2	58

- 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 able to place each “unsure” answer into either the “Yes” or “No” category.

Road Name	Yes	No	Unsure	Total Road Response
Ash Walk	1	0	0	1
Hartington Place	2	1	0	3
Hartington Road	7	13	0	20
Marine Parade	1	2	0	3
Pleasant Mews	0	1	0	1
Pleasant Road	16	14	0	30
Total	27	31	0	58

- 3.5 The process resulted in a response of 58 completed questionnaires which represents 18.47% of those consulted. Members are asked to note that a response of this nature is generally regarded as quite low. As a guide and for comparison, the two schemes we have recently implemented attracted 26% and 42% responses). The responses have been carefully analysed and residents’ views and comments have been a key consideration in the recommendation.

- 3.6 The process has been useful in determining parking issues that residents and the businesses experience. The consultation process did not provide a clear mandate for the Parking Management Scheme. In fact 53.4% of those responded did not support this. As such it is recommended that Members agree not to proceed with the Parking Management Scheme. However the information collected during the consultation has highlighted the need for minor amendments to the existing waiting restrictions such as reduction of yellow lines where safe to do so, the provision of a loading bay in Hartington road, the provision of waiting restrictions around the junction of Pleasant Mews and other minor amendments to prohibit obstructive parking. Members are asked to authorise officers to undertake these minor changes.

4. Other Options.

4.1 Option 1

- (a) Take no further action relating to a Parking management Scheme
- (b) Agree to advertise amendments and revocations to existing waiting restrictions and new waiting restrictions as indicated in 3.6 of this report
- (c) In the event of no unresolved objections to the proposals, confirm the order and implement the proposals.
- (d) To report back any unresolved objections to committee for consideration.

Option 2

Take no further action

5. Reasons for Recommendations

5.1 To acknowledge the majority view of residents

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 Traffic & Parking reports and work programme

8. Appendices

Plan of area