

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

8th September 2011

Agenda
Item No.

Report prepared by: Richard Backhouse, Team Leader
Highways & Traffic Management Services

City Beach – Proposed 20mph Speed Limit – Objections to Traffic Regulation Orders
Executive Councillor: Councillor Cox
A Part 1 Public Agenda Item

1. Purpose of Report

For the Traffic and Parking Working Party and Cabinet Committee to consider representations to the advertised Traffic Regulation Orders in support of the proposed installation of a proposed average speed camera system for City Beach to enforce 20mph speed limit.

2. Recommendation

2.1. That the Traffic and Parking Working Party consider representations to the advertised Orders as detailed in Appendix 1 and consider the following Officer recommendations:

2.1.1 That members note and consider objections and officers comments as listed in Appendix 1, and agree to the following:-

- (i) Make Pleasant Road One Way southbound from its junction with Hartington Place to its junction with Marine Parade and make necessary order without any amendments.
- (ii) Implement 20MPH 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
- (iii) Make necessary order without any amendments to implement the proposals.

2.1.2 Authorise officers to advertise a proposed 20mph limit in Hartington Road between Marine Parade and Hartington Place and Seaway from its junction with Hartington Road to the entrance to the Seaway car park.

- 2.2 That the Cabinet Committee note and consider objections and officers comments as listed in Appendix 1, and agree to the following:-
- (i) Make Pleasant Road One Way southbound from its junction with Hartington Place to its junction with Marine Parade and make necessary order without any amendments.
 - (ii) Implement 20MPH 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
 - (iii) Make necessary order without any amendments to implement the proposals.
- 2.2.1 Authorise officers to advertise a proposed 20mph limit in Hartington Road between Marine Parade and Hartington Place and Seaway from its junction with Hartington Road to the entrance to the Seaway car park.
- 2.2.2 Implement the scheme if there are no unresolved objections.

3. Background

- 3.1 Members agreed to advertise the above Traffic Regulation Orders at the meeting of the Traffic and Parking Working Party and cabinet Committee on 9th June 2011.
- 3.2 Following advertisement of the proposals, nine representations were received, one in support of the scheme and eight objections.
- 3.3 A summary of the representations can be found in Appendix 1 with Officer comments with possible mitigation in response to the objections.

4. Other Options and recommendations

- 4.1 Officers have taken note of the issues raised by the objectors and it is their view that these concerns can be accommodated. As such it is proposed that an additional camera is installed in Hartington Road just north of its junction with Lucy Road. The initial proposals to make Hartington Road one way were to deal with police concerns with respect to eliminating any confusion that may result in assessing average speed. However officers have looked at ways of addressing residents concerns and it is proposed to retain two way traffic movements along Hartington Road which deals with the main objections. However police have stated that to enforce 20 mph zone the cameras must be situated within the 20mph zone. As such , it is necessary to extend 20mph limit in Hartington Road between Marine Parade and Hartington Place and Seaway from its junction with Hartington Road to the entrance to the Seaway car park. This deals with Police concerns and would enable effective enforcement. This would also mean that the ambiguous route created by Hartington Road and Pleasant Road would be removed.

5. Reasons for Recommendations

- 5.1 The installation of the additional camera would allow Hartington Road to remain two-way, this would mean the removal of the majority of the objections. Vehicles would still be able to access this area from Marine Parade. The additional camera if installed would be located at a point 40 meters to the north of the extent of the City beach project and the entire scheme will be legally enforceable.

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

The formal statutory consultative process has been completed in accordance with the requirements of the legislation.

- 6.4 People Implications

None

- 6.5 Property Implications

None

- 6.6 Consultation

Formal consultation has been undertaken including advertisement of the proposal in the local press and on the street. However if the proposal of 20mph speed limit in section of Hartington Road between Marine Place and Hartington Place is agreed, it will need to be advertised.

7. Background Papers

Report to Traffic & Working Party & Cabinet Committee, dated 9th June 2011 entitled 'Enforcement of 20mph Speed Restriction on City Beach'

8. Appendices

Appendix 1: Summary of Representations and Officer comments where appropriate.