

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

5th January 2012

Agenda
Item No.

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(Traffic Management and Road Safety Team)

Southend Victoria Station Area Parking Management Scheme

Executive Councillor: Councillor Cox

A Part 1 Public Agenda Item

1. Purpose of Report

- 1.1 For the Traffic and Parking Working Party and Cabinet Committee to consider objections to the advertised scheme and make an appropriate decision.

2. Recommendation

- 2.1 That the Traffic and Parking Working Party agree to proceed with the implementation of the scheme incorporating any required minor amendments to the advertised order with regard to the parking layout.
- 2.2 That the Cabinet Committee agree to proceed with the implementation of the scheme incorporating any required minor amendments to the advertised order with regard to the parking layout.

3. Background

- 3.1 Members agreed to progress the parking scheme following the outcome of a consultation with residents and affected businesses which supported the introduction of parking controls.
- 3.2 The agreed proposals were advertised on 23rd November 2011 inviting comments to be received by 14th December 2011. Details of the comments received, together with the officer's observations, are shown in Appendix 1 of the report.
- 3.3 Members will note that there are a very small number of objections which generally relate to suggested improvements or amendments these can be incorporated into the final design where possible and Members attention is drawn to the officers' comments in Appendix 1. It needs to be noted that the majority of residents have indicated support to the scheme during the previous consultation.

4. Proposals

- 4.1 The proposals include the provision of residents parking bays, business bays, a loading bay, limited waiting bays, single and double yellow lines. The scheme is proposed to operate from 9.30am to 4.30pm Monday to Friday.

4.2 It is therefore recommended that the scheme is implemented as advertised. A post implementation review of such schemes is undertaken at the end of the 12 month period. Findings of which may be reported back to the Committee as appropriate.

5. Other Options

5.1 Take no further action. This is not an option in view of the level of support for this scheme.

6. Reasons for Recommendations

6.1 To reduce parking pressure for residents, improve accessibility and safety.

7. Corporate Implications

7.1 Contribution to Council's Vision & Corporate Priorities.

7.1.1 The proposals are designed to increase the parking potential for residents, provide parking for non residents where possible and generally control all inappropriate parking leading to a safer and excellent Southend.

7.2 Financial Implications

7.2.1 The proposals are estimated to cost £70,000.00 and will be met from within the existing agreed contributions and budgets.

7.3 Legal Implications

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

7.4 People Implications

7.4.1 Staff time as required to organise and monitor the required works, will be met from existing resources.

7.5 Property Implications

7.5.1 None

7.6 Consultation

7.6.1 Formal consultation has been undertaken including advertisement of the proposal in the local press and on the street.

7.7 Equalities and Diversity Implications

7.7.1 None

7.8 Risk Assessment

7.8.1 None

7.9 Value for Money

7.9.1 The proposals offer good value for money in terms of investment from the Council's funds against revenue and this is monitored and delivered through contracts offering good value for money in terms of quality and cost.

7.10 Community Safety Implications

7.10.1 The correct policy for implementing schemes has the ability to make what is already a safe borough an even safer one, from a highways perspective.

7.11 Environmental Impact

7.11.1 Good quality schemes, making use of good design, good materials and furniture have the ability to significantly lift the quality of the highway and public realm.

8. Background Papers

8.1 Report to Traffic and Parking Working Party and Cabinet Committee 27th October 2011

9. Appendices

Appendix 1 - Details of comments received and officers' response.

Appendix 2 - Map showing details of the proposed scheme