



Southend Central Area Transport Scheme (S-CATS)

Phase 2: London Road

Key Benefits and Scheme Options Matrix

Doc. Ref: Key Benefits /
Options Matrix

Version: 04

Date: July 2017

The Place Diagram—Key benefits tool

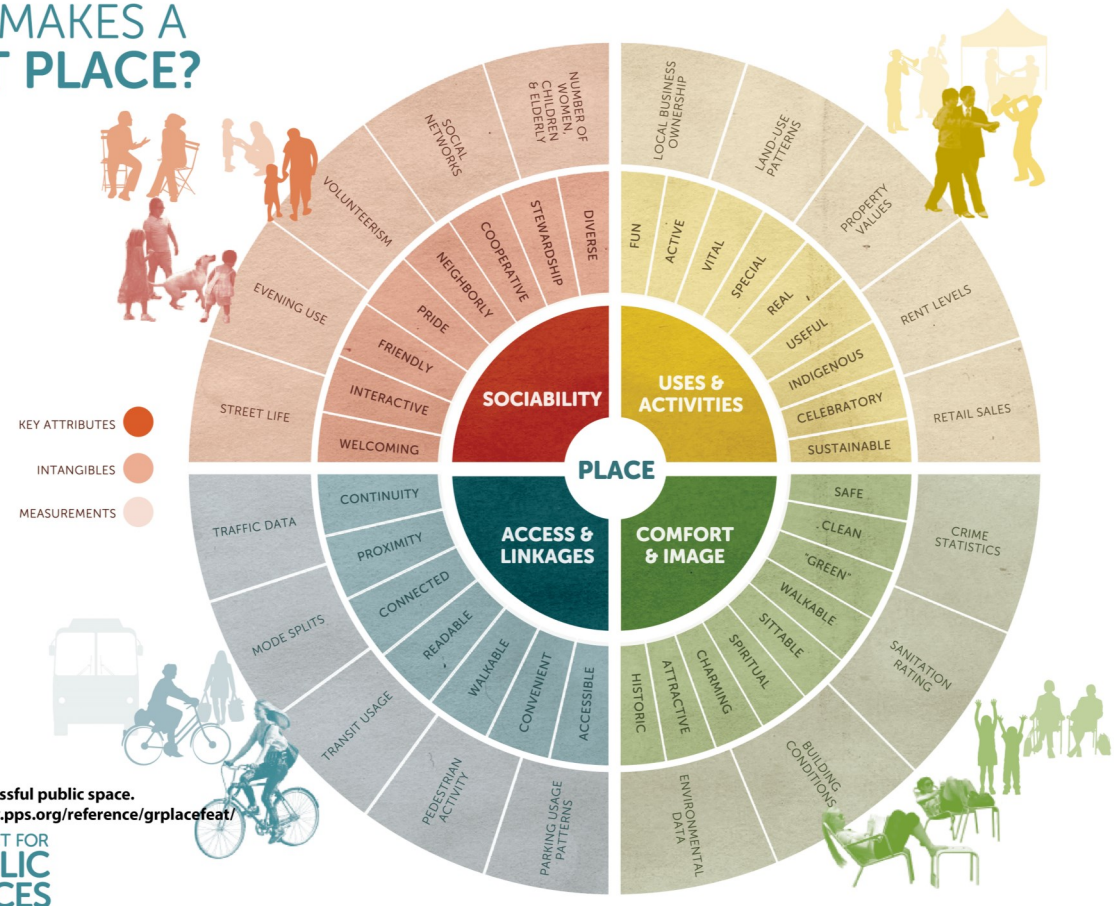
In evaluating thousands of public spaces around the world, [Project for Public Spaces](#) found that to be successful, they generally share the following four qualities: they are **accessible**; people are engaged in **activities** there; the space is **comfortable** and has a good image; and finally, it is a **sociable** place: one where people meet each other.

The Place Diagram (shown on the right) developed by Project for Public Spaces has been used as a tool to represent the intangible benefits linked to the tangible key benefits of the S-CATS Phase 2 scheme options (Scheme option plans enclosed in Appendix 3).

In the following pages, the intangible benefits achieved by Option A and B are shown in the Place Diagram, whilst those that are not achieved have been removed (spiritual, historic and stewardship).

Tangible and intangible benefits of Option A that score higher than Option B are marked with a star symbol .

WHAT MAKES A GREAT PLACE?



Attributes of a successful public space.

Source: <https://www.pps.org/reference/grplacefeat/>



EXISTING LAYOUT

Tangible issues

Unattractive Gateway to Town Centre

The existing streetscape fails to create an attractive gateway due to poor quality of public realm, street clutter, and lack of greenery, street furniture and facilities for cyclists.

Fails to encourage walking and cycling

The existing road layout lacks any facilities for cyclists. Cyclists entering this section of London Road from Queenway Roundabout would have to leave the cycle path and join the carriageway.

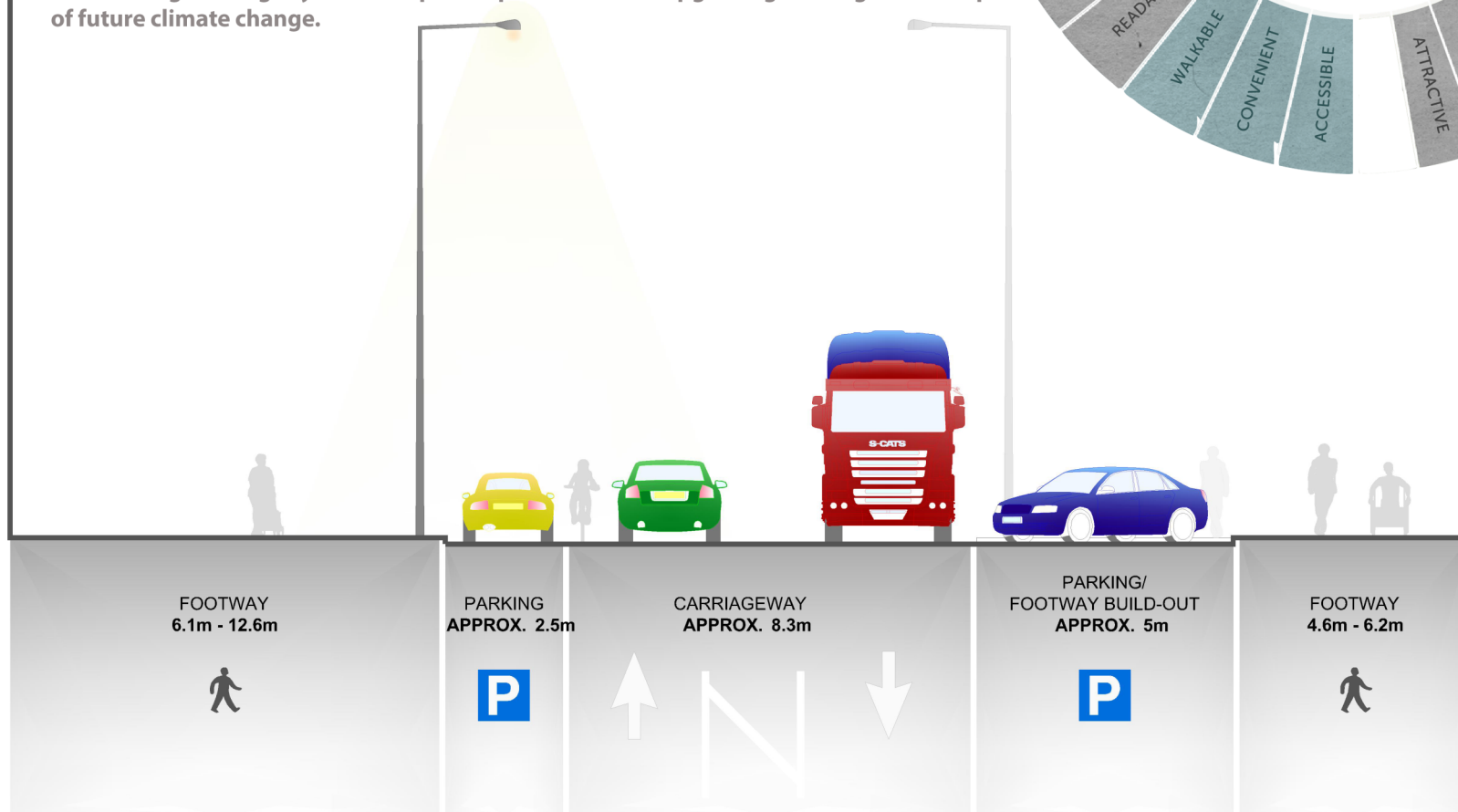
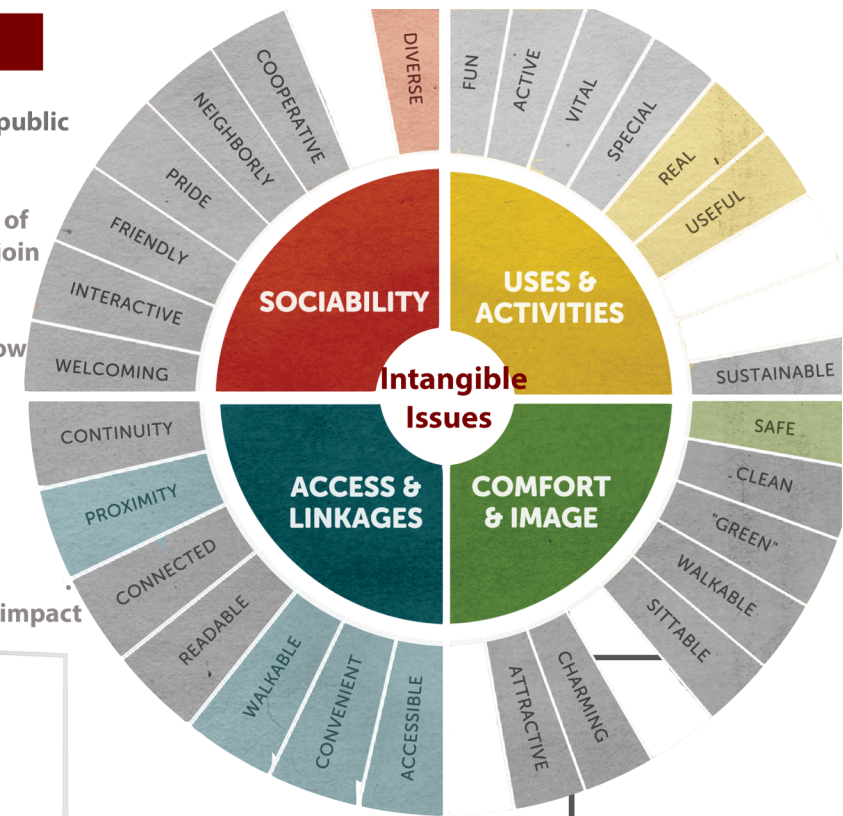
There are twice as many pedestrians using this section of London Road compared to vehicles but as can be seen in the allocation of space is disproportionate to the flow. There is a lack of street furniture that would provide resting spots, especially useful to elderly and those with mobility issues.

Safety for pedestrians and cyclists

The width of carriageway, lack of cycle lane and street clutter fails to create a safe and friendly environment for pedestrians and cyclists.

Climate Adaptation/ SUDS

The project area has large impermeable surfaces and a lack of greenery. The existing drainage system is in poor repair and needs upgrading to mitigate the impact of future climate change.



OPTION A

Tangible benefits

Welcoming Gateway to Town Centre

Improved environment for visitors and residents with public realm enhancements, landscaping, lighting and street furniture.

★ The additional cycleway/footway along the centre of the carriageway provides the opportunity for planting and street furniture to create a more welcoming impact.

Encouraging walking and cycling

Widened and improved footways, realignment of carriageway to provide additional space for pedestrians and cyclists, cycle parking, traffic calming measures and better signage.

★ Central footway/cycleway puts pedestrians and cyclists in a prime location which will change the overall character of the space from one that supports car use to one that encourages more walking and cycling.

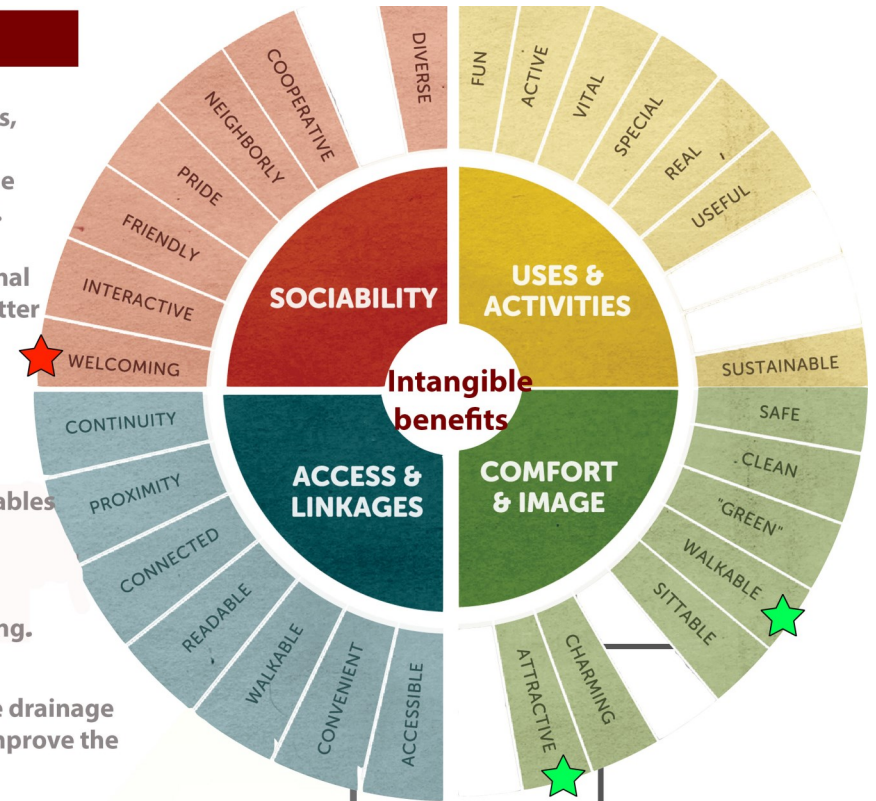
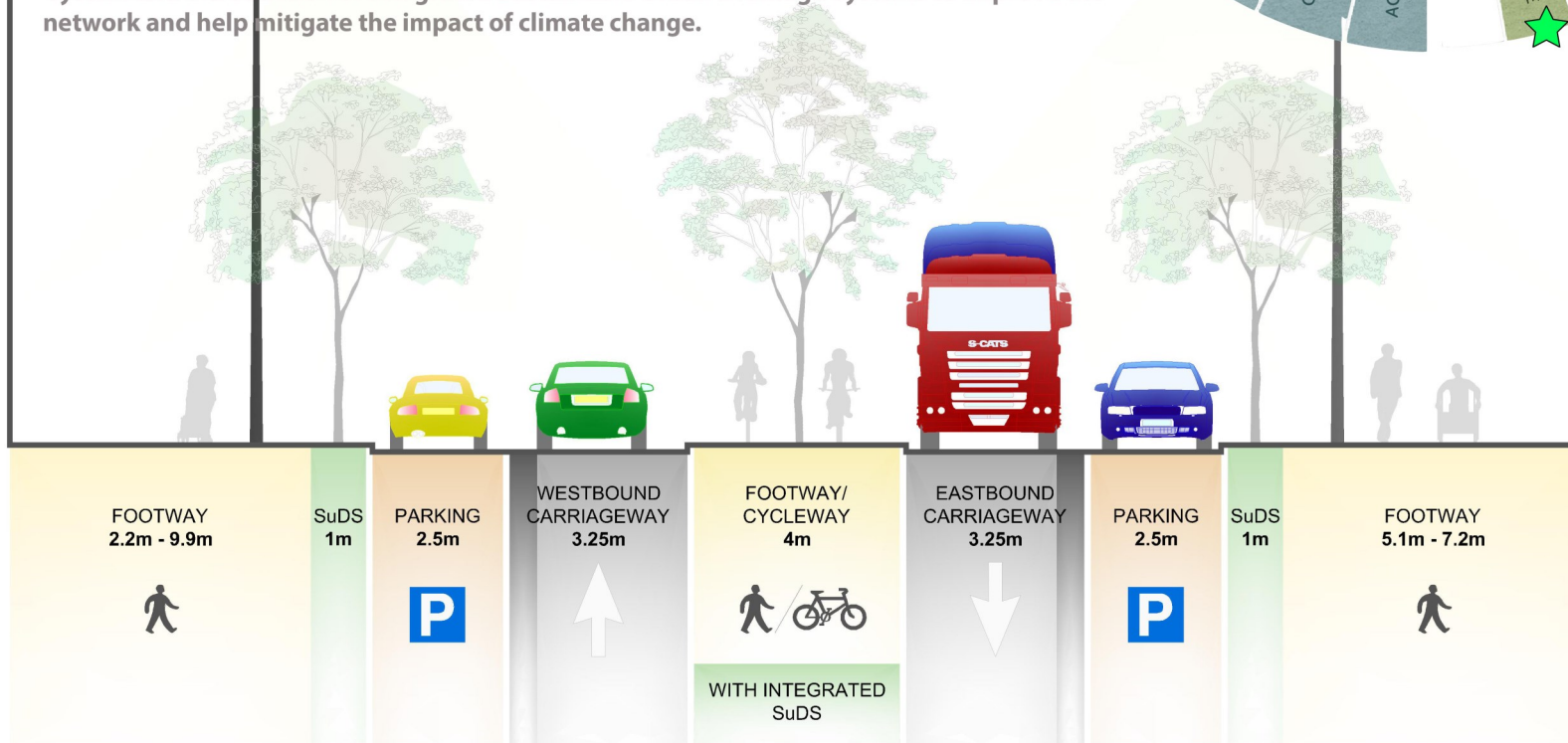
Improved safety for pedestrians and cyclists

Improved permeability for pedestrians and cyclists across junctions with raised tables
The carriageway width is reduced to 3.25m one way with detailing that visually reduces the width further and the speed is reduced from 30mph to 20mph.
This will improve the perceived safety for pedestrians and cyclists.

Cycleway with clear signage, improved footway, street furniture and better lighting.

Climate Adaptation/ SUDS

The proposed layout includes addition of trees and green spaces, upgrades to the drainage system and introduction of integrated Sustainable Urban Drainage Systems to improve the network and help mitigate the impact of climate change.



● ● ● ● ●
Intangible benefits achieved by the Option A

★ ★
Tangible and intangible benefits of Option A than score higher than Option B

OPTION B

Tangible benefits

Welcoming Gateway to Town Centre

Improved environment for visitors and residents with public realm enhancements, landscaping, lighting and street furniture.

However the combined cycleway/footway at the edge of the scheme are less favourable as they create greater conflict between user groups.

Encouraging walking and cycling

Widened and improved footways, realignment of carriageway to provide additional space for pedestrians and cyclists, cycle parking, traffic calming measures and better signage.

However the combined cycleway/footway at the edge of the scheme are less favourable as they create greater conflict between user groups.

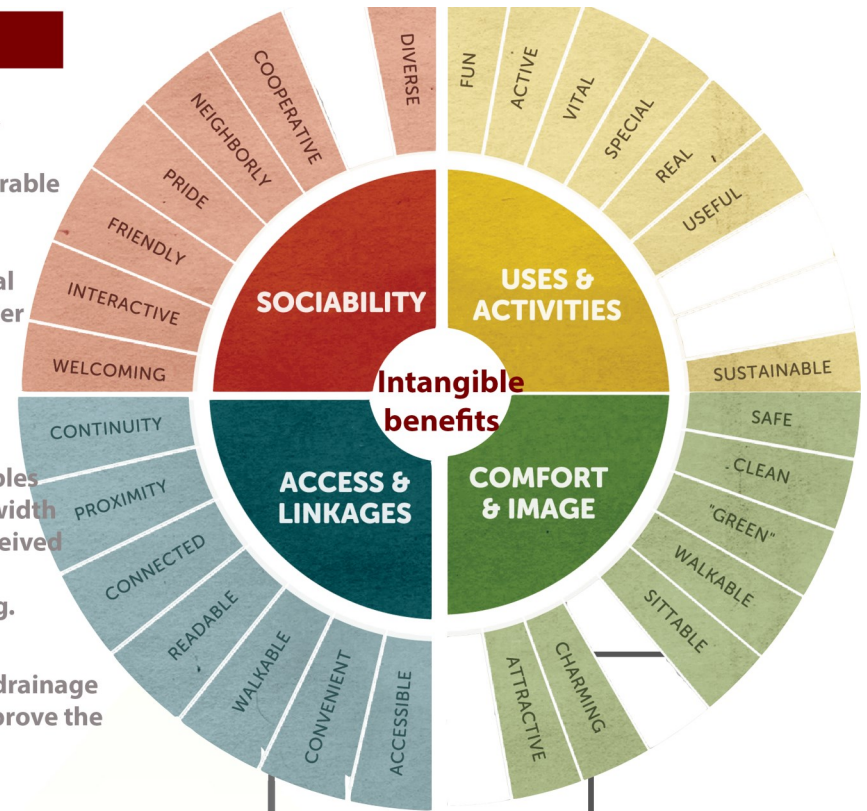
Improved safety for pedestrians and cyclists

Improved permeability for pedestrians and cyclists across junctions with raised tables. The carriageway width is reduced to 3.0m with detailing that visually reduces the width further and the speed is reduced from 30mph to 20mph. This will improve the perceived safety for pedestrians and cyclists.

Cycleway with clear signage, improved footway, street furniture and better lighting.

Climate Adaptation/ SUDS

The proposed layout includes addition of trees and green spaces, upgrades to the drainage system and introduction of integrated Sustainable Urban Drainage Systems to improve the network and help mitigate the impact of climate change.



Intangible benefits achieved by the Option A

Based on the key benefits of each scheme option as described in the previous pages, they score as follows:

Scheme objectives		To support and align with S-CATS Phase 1 to provide a welcoming Gateway to the Town Centre.	Improve safety, accessibility and health and wellbeing through improved provision for pedestrians and cyclists.	To encouraging more pedestrian footfall & cycling through quality public realm improvements and enhancements to walking/cycling infrastructure.	To support the development of the centre of Southend in terms of delivering new housing, increased local business and the improved offer for tourist	To integrate Sustainable Urban Drainage Systems where possible to mitigate impacts of climate change	To contribute to the wider SCAAP ambition.	Overall Rating
Scheme Options								
R a t i n g	Existing layout	0	0	0	0	0	0	0/18
	Option A (With Pedestrian and Cyclist path along the centre of the carriage-way with integrated SUDS)	3	3	3	2	3	3	17/18
	Option B (With Pedestrian and Cyclist path along existing footway with integrated SUDS)	2	3	2	2	3	3	15/18