

# Southend-on-Sea Borough Council

**Agenda  
Item No.**

**Report of Deputy Chief Executive (Place)  
to  
Traffic and Parking Working Party and Cabinet  
Committee  
on  
13<sup>th</sup> September 2018**

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Director for Planning and Transport

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## **Cliffs Pavilion Extension**

### **Cabinet Member: Councillor Moring Part 1 Public Agenda Item**

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

- 1.1 For the Traffic and Parking Working Party and the Cabinet Committee to authorise the advertisement of amendments to the existing Permit Parking Area to the east of the Cliffs Pavilion.

#### **2. Recommendation**

**2.1. That the Traffic and Parking Working Party and the Cabinet Committee:-**

- a) Consider the requests to advertise the amendments to the existing Traffic Regulation Order;**
- b) If approved, further agree that in the event of there being no objections to the proposals, the Traffic Regulation Order be confirmed;**
- c) Note that all unresolved objections will be referred to the Traffic and Parking Working Party for consideration.**

#### **3. Background**

- 3.1 The Permit Parking Area to the east of the Cliffs Pavilion was implemented in May 2018 and while it is generally recommended that a review of parking arrangements be undertaken after 6 months of operation, there are large areas of under-utilised parking within the area which could accommodate visitors to the Theatre and other attractions nearby. While parking is available in the nearby Shorefield Road Car Park, this is often full early in the evening if a popular show is playing. Western Esplanade generally has spaces available but involves us of the stairs and path up to the Cliffs Pavilion.

- 3.2 At present, the parking is set out to include designated areas of Permit Holder parking bays only and these areas accommodate residents, limited numbers of businesses and hotel guest parking with controls operating from 11am to 9pm daily.
- 3.3 As daytime parking has decreased with commuters and town centre workers no longer parking in the area and preventing residents from parking near to their homes, areas of parking availability remain empty. The purpose of the project was to ensure residents have priority over parking within the area and this has been achieved but leaving large areas unoccupied is displacing parking into adjacent streets.
- 3.4 This parking pressure can be reduced by allowing non-resident parking in some of the streets within the area. This parking could accommodate visitors to the Theatre.
- 3.5 The area has been monitored and the areas shown at Appendix 1 to this report identifies these under used areas.
- 3.6 It is recommended that these areas are proposed to be shared pay and display parking areas or resident permit holders and subject to the charges set out in Appendix 2 to this report.
- 3.7 This would not apply to all parking availability in the streets detailed but a proportion only to ensure residents are not disadvantaged.
- 3.8 In addition, the south side of Clifftown Parade is currently subject to a waiting restriction prohibiting waiting from March to October. Outside of these times, the area is available for parking and could therefore be utilised year round as a shared area.
- 3.9 In the short term, the recommended payment method is pay by phone only. Usage and any resulting issues will be assessed and if justified, pay and display machines can be provided at a cost of £5,500.00 each provided and installed.

#### **4. Other Options**

- 4.1 Retain the current arrangements. This option would retain under-utilised areas of the streets while parking pressure is placed on adjacent areas. Members may consider taking no further action if they feel it is appropriate.

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

- 5.1 To accommodate non-resident parking in a popular area which appears to be under-utilised by residents.

## **6. Corporate Implications**

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

- 6.1.1 Ensure the highway network is effectively managed contributing to a Safe and Prosperous Southend.

### **6.2 *Financial Implications***

- 6.2.1 The source of funding will be from allocated budgets, where funding is provided from alternative budgets, this is highlighted as appropriate. Income will be generated from this proposal however, there is a high likelihood that a majority of spaces will be utilised by blue badge holders and therefore minimal.

### **6.3 *Legal Implications***

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

### **6.4 *People Implications***

- 6.4.1 Staff time will be required to organise the advertisement procedures 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 as appropriate.

### **6.7 *Equalities and Diversity Implications***

- 6.7.1 The objectives of providing additional parking takes account of all users of the public highway including those with disabilities.

### **6.8 *Risk Assessment***

- 6.8.1 Neutral.

### **6.9 *Value for Money***

- 6.9.1 All works resulting from the scheme design are to be undertaken by term contractors appointed through a competitive tendering process.

### **6.10 *Community Safety Implications***

- 6.10.1 The proposal is designed to allocate additional public parking which contributes to community safety by increasing footfall in an area.

## 6.11 *Environmental Impact*

- 6.11.1 Additional parking bays on street can reduce the requirement for vehicles to travel repeatedly along the roads seeking parking. This will reduce congestion and emissions within the area.

## 7. **Background papers**

None

## 8. **Appendices**

Appendix 1 Plan of areas identified as under-utilised

Appendix 2 Proposed charging structure

## Appendix 1

The area was monitored on several occasions on a weekday and weekend during the afternoon and early evening.

The spaces in each street have been calculated and vehicles counted, the column showing the number of vehicles parked details the highest number of vehicles seen in the street on the days the area was monitored during July and August.

Vehicles parked included;

Residents with permits  
Hotel Guests using the hotel permits  
Blue Badge Holders on yellow lines

Street	Spaces	Used	Available
Westcliff Parade	98	71	27
Scratton Road	18	9	9
Cambridge Road	63	27	36
Clifftown Parade (Prittlewell Square westwards)	41	27	14
Clifftown Parade (Prittlewell Square westwards) removing single yellow line	40	0	40

Additional 126 parking spaces identified.



## Appendix 2

### Price Comparisons

Town Centre/Clifftown Area	
9am to 6pm	
up to 30 minutes	£1.00
up to 1 hour	£1.70
up to 2 hours	£3.30
up to 3 hours	£5.00
up to 4 hours	£6.50
up to 5 hours	£8.30
up to 6 hours	£10.00
up to 7 hours	£11.50
up to 8 hours	£13.20
8 + hours	£14.20

Shorefield Road Car Park	
9am to 9pm	
up to 2 hours	£2.00
up to 4 hours	£4.50
up to 6 hours	£6.60
over 6 hours	£8.00

Cliffs Pavilion Car Park	
7am to 7pm	
30 Mins	20p
2 Hrs	£1.50
3 Hrs	£4.00
4 Hrs	£4.80
5 Hrs +	£8.00

In order to not encourage migration from car parks nearby by providing cheaper parking, it is suggested that we provide 3 payment bands ;

up to 3 hours	£4.00
up to 6 hours	£7.00
over 6 hours	£10.00

income potential is difficult to identify as the area will likely be heavily used by badge holders who park free of charge.