

Statement of Reason
THE SOUTHEND-ON-SEA CITY COUNCIL (WAITING, LOADING, STOPPING AND
PARKING PLACES) (MAP BASED) (COLE AVENUE - BEND) AMENDMENT NO.*
ORDER 2025

Proposal

To introduce No Waiting at Any Time restrictions (double yellow lines) on both sides of Cole Avenue bend, extending from the property boundary of No.5 and No.20 Radar Close to a point outside No.11, where the junction of Cole Avenue meets Concorde Road (excluding across the junction of Radio Court).

Reason

The permanent amendment to the parking restrictions in this area will ensure parking and traffic is managed while increasing safety for all highway users, and maintaining adequate access for emergency vehicles and general traffic flow, continuously. This is consistent with the Council's Vision and Corporate Priorities of Safe, Prosperous and Healthy.

No Waiting at Any Time restrictions (double yellow lines) have been proposed as safety restrictions on the bend of Cole Avenue. This is to increase sight lines improving safety for all highway users and is also expected to prevent damage to the footways.

These proposals have been carefully considered, for a balance to accommodate residents, and visitors while also improving the safety within Cole Avenue.

Road Traffic Regulation Act 1984

The sections which the City Council are using for the implementation of the proposed scheme as above are 1, 2, 4 and 122. The grounds that encompassed the reason for these proposals in Section 1 of the Road Traffic Regulation Act 1984 are:

- (a) for avoiding danger to persons or other traffic using the road or any other road or for preventing the likelihood of any such danger arising, or
- (b) for preventing damage to the road or to any building on or near the road, or
- (c) for preserving or improving the amenities of the area through which the road runs.

In addition, thorough consideration was given to the factors set out in Section 122 of the Road Traffic Regulation Act 1984 in proposing this scheme.

Traffic Signs Regulations and General Directions 2016

All of the associated signing and lining will be in accordance with Traffic Signs Regulations and General Directions (TSRGD) 2016.

Equality Act 2010

Thorough consideration was given to the equalities duty of Southend-on-Sea City Council under Section 149 of the Equality Act 2010