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**PROPOSED LIMITED WAITING RESTRICTION**  
**1 HOUR, NO RETURN IN 2 HOURS**  
**LAY-BY ADJACENT TO 509 – 519 ASHINGDON ROAD**

**1 SUMMARY**

- 1.1 The purpose of the report is to ask Members to consider a request by several shop keepers for a limited waiting restriction on the lay-by adjacent to their premises to prevent loss of trade caused by inconsiderate long-term parking.

**2 INTRODUCTION**

- 2.1 The lay-by situated outside 509-519 Ashingdon Road provides parking facilities for customers visiting the adjacent shops. Currently, these are a Post Office at 509, a Pet Care and Feed shop at 511, a Florist at 519, an Estate Agents at 519A, and just beyond the lay-by, a ladies' Hairdresser at 521. In addition, a private dwelling (number 515) is situated between the shops with access to the main carriageway via a drop-kerb located at the rear of the lay-by. These details are illustrated on the plan accompanying the report in Appendix 1.
- 2.2 Complaints first reached the Highway Authority in September 2003, that motorists were leaving locked vehicles within the lay-by for lengthy periods of time, including those 'For Sale'. Anecdotal evidence supplied by the shop-keepers also suggests this is resulting in lost trade, even though there is parking, free of charge, on the opposite side of the Ashingdon Road in a Rochford District Council car-park at a recycling centre. A 'Zebra' Crossing located close by also provides a convenient crossing facility for customers.
- 2.3 All five traders have been consulted individually, and the preferred option amongst four of them is for a limited waiting restriction of 1 hour, no return within 2 hours. When originally consulted, four of the traders including the hairdresser – 'Cuts and Curls' agreed in writing to a 1 hour restriction. However, following the formal advertising, 'Cuts and Curls' subsequently changed their view on the matter, and now object, as the majority of their clientele require a minimum of two hours for their appointments. Despite repeat attempts, it has not been possible to find a proposal acceptable to all parties.

**3 PROPOSAL**

- 3.1 In the interests of improving the trading for the majority of the adjacent shop-keepers, and to prevent the lay-by being used as a long-term parking facility, the proposal proceeded to the formal consultation stage, at which point one written objection was received from 'Cuts and Curls' whose comments are

summarised as follows:

<b>Objector</b>	<b>Objections</b>	<b>ECC Comments</b>
Ms J Blackford Salon Proprietor 521 Ashingdon Road	Will not agree to a one hour or two hour maximum stay, as the majority of clients need longer than that. They use the salon because of the convenient parking outside. Without these customers the business would not be so successful. 20 – 30% of clientele are elderly or handicapped. Only a 3 hour limited waiting restriction would be acceptable.	Parking is available on the opposite side of the road, and in the adjacent street. The clientele of ladies hairdressing salons can require up to 3 hours for their appointments, but the lay-by cannot be used at the moment as it is frequently obstructed by parked vehicles other than those visiting the shops.

#### **4 RISK IMPLICATIONS**

##### **4.1 Strategic Risk**

There could be a possible loss of trade to 'Cuts & Curls' if the proposed limited waiting restriction is introduced to the lay-by.

##### **4.2 Operational Risk**

From October 2004, enforcement passed from Essex Police (Traffic Wardens) to Rochford District Council. There could be possible no-compliance of the restriction to begin with.

#### **5 CRIME AND DISORDER IMPLICATIONS**

5.1 Essex Police support the proposal.

#### **6 RESOURCE IMPLICATIONS**

6.1 All costs to be met from the 2004/2005 locally determined budget.

#### **7 LEGAL IMPLICATIONS**

7.1 A Traffic Regulation Order will have to be introduced.

#### **8 PARISH IMPLICATIONS**

8.1 The Parish Council, the local County Council Member Mrs T Chapman, and the District Council support the proposal.

**9 RECOMMENDATION**

9.1 It is proposed that the Committee **RESOLVES**

That the proposed 1 hour limited waiting restriction no return in 2 hours, be varied to 2 hours limited waiting no return in 2 hours, as set out in Appendix 2, and that a Traffic Regulation Order be made to that effect.

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**Background Papers:-**

All correspondence is held by the Area Highway Manager at the Area Office, Rayleigh, on file T/2/11/ASHINGDON.

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