

PORTFOLIO HOLDER ENVIRONMENT AND TRANSPORT

DATE	14 June 2021
REPORT OF	Councillor Stewart Swinburn, Portfolio Holder Environment & Transport.
RESPONSIBLE OFFICER	Sharon Wroot, Executive Director for Environment, Economy and Resources
SUBJECT	Traffic Regulation Order 20-17: Sea Road, Cleethorpes
STATUS	Open
FORWARD PLAN REF NO.	PHET 06/21/05

CONTRIBUTION TO OUR AIMS

The Sea Road Project is part of a multi-faceted regeneration programme for Cleethorpes (The Cleethorpes Regeneration Programme). This Programme of work, which is supported by a number of external grant funders aims to develop and diversify the economic role of the resort, enhance the visitor experience and increase developer confidence leading to new investment and jobs.

The Cleethorpes Regeneration Programme contributes to the Council's strategic objective of a 'Stronger Economy' by delivering new development and public realm works to help accelerate private sector investment. It supports ongoing private sector investment from a range of independent retailers and restaurateurs throughout the resort. It also contributes to the Council's 'Stronger Community' objective by providing high quality public spaces and facilities for residents and visitors within the town's historic streets and promenades. It will ultimately encourage growth and job creation.

EXECUTIVE SUMMARY

A review of the current traffic regulation orders for Sea Road, Cleethorpes is required to reflect the new road layout and relocation of the bus stop, taxi rank and coach drop off facilities brought about by the Cleethorpes Regeneration Project.

RECOMMENDATIONS

It is recommended that:

- a) Subject to formal consultation and no material objections being received approval is granted to the making of a Traffic Regulation Order, the effect of which is to introduce Prohibition of Waiting and Taxi Rank Clearway restrictions, as shown indicatively on the Plan reference 1200CO at Appendix 1.
- b) In the event there are unresolved material objections to the Order, these are referred back to the Portfolio Holder for determination and a decision as to

whether or not the Order be confirmed.

- c) Introduction of Bus Stop Clearway restrictions on the area shown indicatively on the Plan reference 1200CO at Appendix 1.

REASONS FOR DECISION

To ensure that there are robust legal orders in operation on Sea Road, Cleethorpes to support the relocated bus stops, taxi rank and coach drop off area. This will ensure effective enforcement can be undertaken and maintain a safe environment for all road users along this key pedestrian and vehicular link between the busy promenade areas and Alexandra Road.

1. BACKGROUND AND ISSUES

- 1.1 As a result of public realm/highways improvement works a number of changes have been made to the road layout on Sea Road, Cleethorpes. Traffic regulation orders within the report are limited to the extent of adopted public highway. The limit of which is shown on appendix one.
- 1.2 On entry to Sea Road it has been reduced to a single lane carriageway, widening to two lanes on the approach to each of the roundabouts. In addition, the footway on the southern side has been widened, extending the public realm to improve pedestrian connectivity and enhance the quality of the streetscape.
- 1.3 As a result of the above, the current bus stops, taxi rank and coach drop off areas have been relocated and a new traffic regulation order is required to support these changes.
- 1.4 The pickup/drop off areas for all local bus services are now provided within the dedicated layby adjacent to the north-eastbound carriageway only. This will be a dual usage area, with taxis permitted to park between 11.30pm and 4.00am, outside of the local bus services timetable.
- 1.5 The bay on the south-westbound carriageway is for use by coach companies only for the purpose of picking up and dropping off passengers for day trips and holidays.
- 1.6 A dedicated bay has been provided for the Land Train, which is located off the main carriageway on the Central Promenade. The bay is located outside of the adopted highway and will not form part of the traffic regulation order process being proposed.
- 1.7 No Waiting at Any Time restrictions will be installed on all remaining carriageway not covered by the restrictions detailed above as shown on drawing 1200CO in Appendix 1.
- 1.8 Bus stop clearway restrictions do not require a traffic regulation order, however these must be clearly marked and signed in accordance with the Traffic Signs Regulations and General Directions (TSRGD) 2016.

2. RISKS AND OPPORTUNITIES

2.1 Should this proposal be adopted, the opportunities are:

- Effective enforcement against vehicles parked in contravention of any restrictions.
- Providing bus and taxi pick up/drop off facilities in a central location will make public services easily accessible to the public, encouraging more sustainable modes of travel thereby reducing congestion in nearby carparks, and will enhance health benefits by providing access to vital amenities, thereby reducing social isolation.

2.2 Should this proposal not be implemented, the risks are:

- Without a traffic regulation order in operation, enforcement against the misuse of the taxi rank, and against those that park in contravention of any clearway or 'no waiting at any time' restrictions cannot be undertaken.
- Vehicles parked within any of the facilities provided would obstruct and prevent legitimate usage and has the potential to create a road safety risk to all road users.

3. OTHER OPTIONS CONSIDERED

Do nothing. However, this would not be advised given the need to ensure that the appropriate legal orders are in operation to support changes to existing, or the introduction of new restrictions, in order to enable enforcement to be undertaken. There is a high likelihood that misuse will occur given the proximity of the location to the busy promenade areas.

4. REPUTATION AND COMMUNICATIONS CONSIDERATIONS

4.1 It is expected there will be little potential for negative reputational implications for the Council resulting from the decision as there are no changes to the type of vehicles that are currently permitted to pick up/drop off on Sea Road. The existing facilities have been relocated and the traffic regulation order needs to reflect their new locations.

4.2 If approval is given to this proposal, the Order will be formally advertised in accordance with the statutory Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996. Public notices will be published in the local press and erected on site to advise of the Council's intention to make the Order. This provides a formal opportunity for anyone to object to the making of the order.

4.3 Consultation has been undertaken with those stakeholders who will be affected by the changes.

5. FINANCIAL CONSIDERATIONS

The recommendation does not require any capital expenditure. Any standard lining, signing and public notices required are covered through the Council's

Regeneration Partnership arrangement with ENGIE.

6. CLIMATE CHANGE AND ENVIRONMENTAL IMPLICATIONS

The proposals are not expected to have any significant impact on climate change and / or the environment.

7. CONSULTATION WITH SCRUTINY

There has been no consultation with Scrutiny in relation to this matter.

8. FINANCIAL IMPLICATIONS

8.1 There are no financial implications resulting from this report, as costs incurred are covered via the Engie contract.

9. LEGAL IMPLICATIONS

- 9.1 Under Section 1 Road Traffic Regulation Act 1984 traffic authorities are empowered to make Traffic Regulation Orders (TROs) for (inter alia) the reasons set out at the beginning of this report. Section 2 specifies what TROs may require and the recommended order is within those powers.
- 9.2 The procedure for making TROs is set out in Schedule 9 Part III of the 1984 Act and the Local Authorities' Traffic Orders (Procedure) (England and Wales) Regulations 1996 and provides for advertisement and consideration of any objections before making a final decision on the proposed TRO.
- 9.3 Regulation 8 makes provision for objections and regulation 14 allows the Council to modify a TRO before it is made.
- 9.4 If it is decided to make the TRO notwithstanding any objections made it can only be challenged by Judicial Review in the Administrative Court.

10. HUMAN RESOURCES IMPLICATIONS

There are no HR implications contained within this report

11. WARD IMPLICATIONS

The proposals relate to issues solely within the Croft Baker Ward.

12. BACKGROUND PAPERS

[Local Authorities' Traffic Orders \(Procedure\) \(England and Wales\) Regulations 1996](#)

[Road Traffic Regulation Act 1984](#)

[The Traffic Signs Regulations and General Directions 2016 No 362](#)

13. CONTACT OFFICER(S)

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COUNCILLOR STEWART SWINBURN
PORTFOLIO HOLDER ENVIRONMENT AND TRANSPORT

APPENDIX ONE

