

Report to: Lead Cabinet Member for Transport and Environment
Date of meeting: 23 March 2015
By: Director of Communities, Economy and Transport
Title: Results of a public consultation on a pedestrian crossing scheme in Victoria Drive, Eastbourne
Purpose: To consider the results of a public consultation on proposals for a pedestrian crossing scheme in Victoria Drive, Eastbourne.

RECOMMENDATIONS: The Lead Member is recommended to:

- (1) Note the results of the public consultation on the proposals for a pedestrian crossing on Victoria Drive ;
- (2) Agree that the Victoria Drive pedestrian crossing scheme should be taken forward to detailed design and construction as part of the 2015/16 capital programme for local transport improvements.

1 Background

1.1. During 2011/12 a request was received from local residents of Victoria Drive for the County Council to consider the provision of a pedestrian crossing on Victoria Drive between Birling Street and Upwick Road. This request was assessed using the County Council's scheme prioritisation process to determine if it was a project that could be taken forward. The scheme prioritisation process is an evidence-based assessment to help determine which schemes should be funded through the County Council's Integrated Transport programme. It consists of a two stage assessment to evaluate how a project will contribute to the policy objectives set out in the Local Transport Plan (LTP) covering the period 2011 to 2026. The assessment process also considers the scheme's value for money and risks to its delivery.

1.2. The request for a pedestrian crossing on Victoria Drive scored well in relation to the transport objectives of the LTP and value for money criteria and therefore it was included for development and consultation as part of the County Council's 2014/15 capital programme for local transport improvements.

1.3. The estimated cost of the construction of the zebra crossing (the facility which is most appropriate for this location) would be £30,000. Should the scheme be progressed to construction, its cost will be part funded from a local section 106 contribution of £8,566 from a development in Green Street. The remainder of the funding will be provided from the County Council's Integrated Transport Capital Programme for 2015/16.

2 Supporting information

2.1 To establish the optimum location for a new pedestrian crossing facility a 12 hour pedestrian survey was undertaken on 11 September 2013 to identify potential patterns in pedestrian movement across Victoria Drive. The results of the pedestrian counts indicated that most pedestrians cross Victoria Drive between Northiam Road and Birling Street as well as in the vicinity of Dacre Road. Given this, two possible locations for a crossing were identified that had minimal impact on local parking and also avoided, as far as possible, the removal of any of the mature trees that are present along Victoria Drive. The two locations for a crossing were near Dacre Road and Northiam Road. These two locations are shown on the location plan in Appendix 1). The pedestrian count data indicated that a crossing at either of the two locations would be well used; however the greater number of people were found to cross the road towards the southern end of Victoria Drive.

2.2 On 4 July 2014 details of the two crossings were sent to the local residents in Victoria Drive living in the properties closest to the two proposed crossing locations. The purpose of this local consultation exercise was to provide residents with an opportunity to raise any concerns or particular issues about the location of the crossing which could be taken into account during the design stage.

2.3 Objections to the Northiam Road location were received from 11 local residents. These objections related to the dangers of a crossing in this location, the speed of vehicles along Victoria Drive and that Dacre Road would be a better location. Although no objections were received in relation to the Dacre Road location, a letter was received from one resident suggesting that a location near Northiam Road would be better. No letters of support were received from local residents in relation to either location. The feedback from the local consultation exercise was reviewed and discussed with the Local Member, Councillor Ungar in August 2014. Given the concerns raised by the residents in respect to Northiam Road together with the results of the pedestrian surveys carried out in September 2013, the decision was taken to progress with a wider public consultation exercise on the Dacre Road location only.

2.4 A public consultation exercise was undertaken between 15 September and 10 October 2014. Letters were distributed to approximately 1500 residences within 400m of the proposed crossing. This letter included a plan of the proposals and a feedback form to be returned to the County Council. A copy of this letter is included in Appendix 2.

2.5 A total of 518 responses to the consultation were received. An analysis of the results of the consultation and a summary of the comments received are set out in Appendix 3. The results of the analysis show that a majority of respondents supported the construction of the zebra crossing. Of those who responded to the questionnaire, 87% supported the proposal for a new zebra crossing at the Dacre Road location whilst 10% were not in support. The remaining 3% were either not sure or were undecided. Of those residents who opposed the proposed crossing, 15 people stated that the crossing should be at a different location in Victoria Drive, 9 people said that a crossing in Victoria Drive was not necessary, 7 people objected to the loss of parking and 5 people wanted crossings at other locations in the area. Given that the pedestrian survey indicated that a crossing in the vicinity of Dacre Road would be well used, the exact location of the crossing point has been carefully considered to limit the amount of parking lost whilst ensuring that the crossing is of sufficient distance from any side roads so that the recommended visibility distance between pedestrians and approaching drivers is achieved.

3 Conclusion and reasons for recommendations

3.1 The proposal for a new pedestrian crossing facility in Victoria Drive between Birling Street and Upwick Road has been assessed in accordance with the County Council's prioritisation process and scored well in relation to the transport objectives of Local Transport Plan. The results of a public consultation exercise showed that a majority of those who responded supported the proposal of a pedestrian crossing at the junction of Dacre Road and Victoria Drive. It is therefore recommended that the Lead Member agrees that the proposal for a pedestrian crossing be taken forward to detailed design and construction as part of the 2015/16 capital programme for local transport improvements.

RUPERT CLUBB

Director of Communities, Economy and Transport

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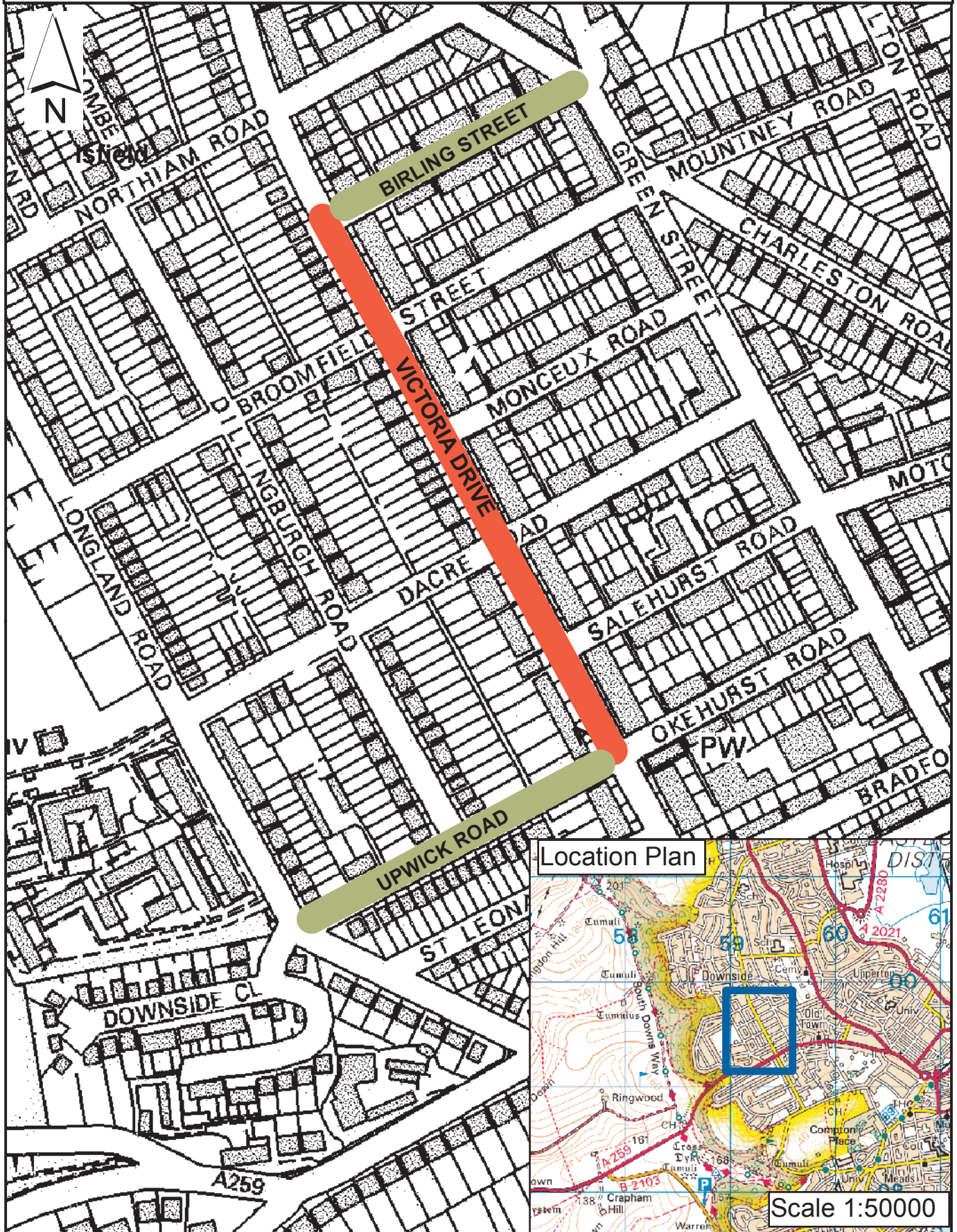
LOCAL MEMBERS

Councillor Ungar

BACKGROUND DOCUMENTS

Full list of public comments received.

Victoria Drive, Eastbourne



Scale 1:3100

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Director of Communities,
Economy and Transport
East Sussex County Council

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CONSULTATION LETTER

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The Householder

15 September 2014

our ref: C.5.14.011

your ref:

Dear Sir or Madam,

Victoria Drive pedestrian crossing consultation

In January 2013 East Sussex County Council was asked to install a pedestrian crossing on Victoria Drive to help people to cross the road safely.

Currently people can cross Victoria Drive near Albert Parade, and at the traffic signals on the junction with A259 Church Street. However there are no adequate crossing facilities between these sites. We were asked to provide an additional crossing somewhere between Birling Street and Upwick Road.

Victoria Drive is very busy and the case for an additional safe crossing is clear. The area includes two primary schools, Eastbourne's largest junior school, local shops and residential homes for the elderly, as well as many private residential properties.

Any crossing needs to be clearly visible so that car drivers can see people crossing the road, and pedestrians can see approaching vehicles. It requires a length of road without parked cars. With several junctions and many parked cars along Victoria Drive, there are few locations where a crossing could be built with minimal impact on current parking spaces.

A location near the junction of Victoria Drive and Dacre Road appears to be the ideal location, not only on technical and safety grounds but from pedestrian surveys carried out last year it seems to be on the desire line for many pedestrians wishing to cross Victoria Drive.

We have now drawn up a proposal for a new zebra crossing along Victoria Drive, shown in the map accompanying this letter.

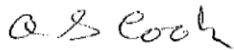


I would like to hear your views on the proposal. Please can you let me know by completing the attached form and returning it to me at the FREEPOST address on the form by Friday 10 October 2014.

We plan to construct the zebra crossing during 2015/16 unless there are major objections to the proposals.

If you wish to discuss any detail of the proposals, please contact me.

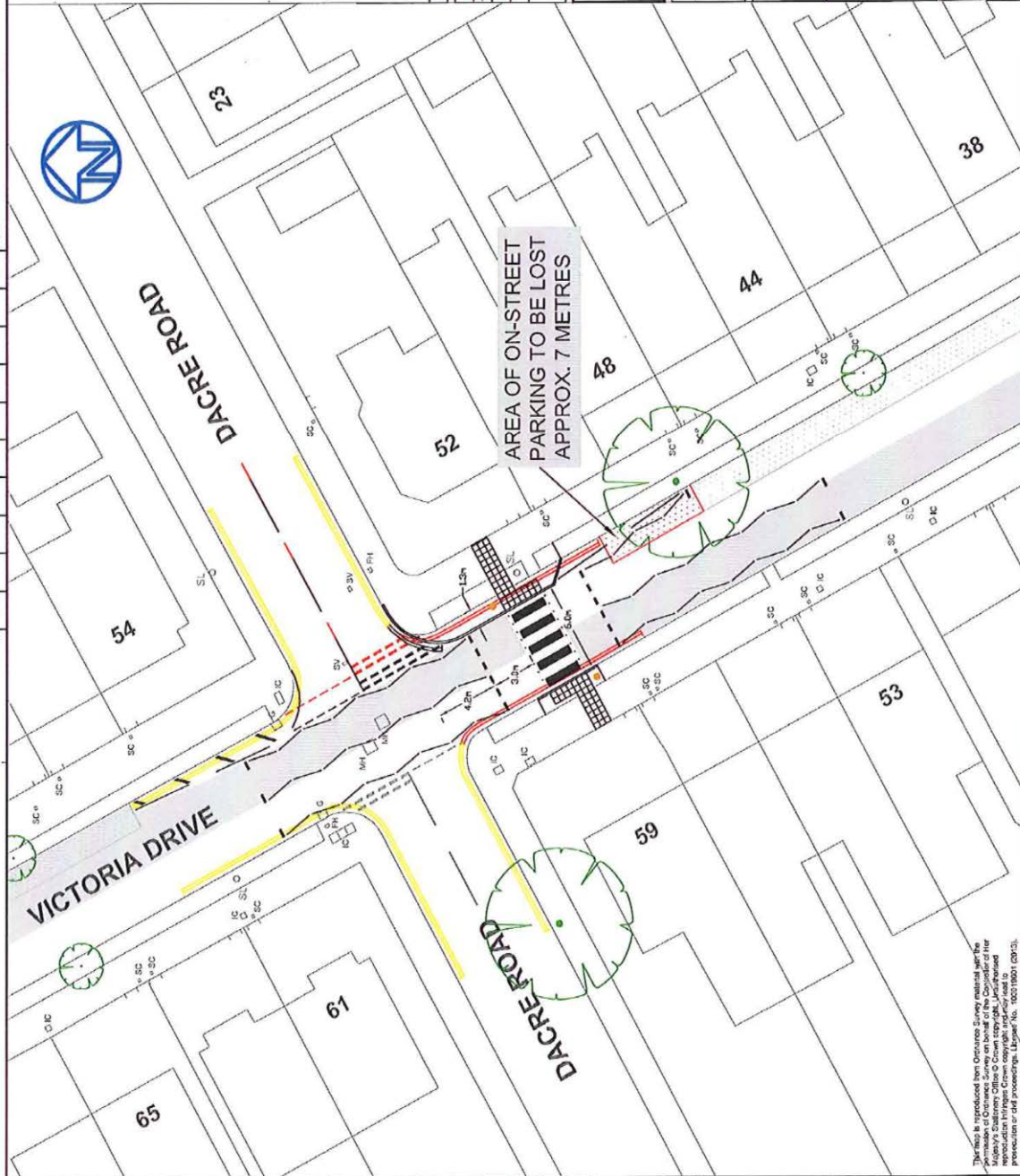
Yours faithfully,

A handwritten signature in black ink, appearing to read 'A S Cook'.

Alan Cook
Principle Transport Planner
East Sussex County Council
Infrastructure, Design and Delivery

Phone: 01273 482263
Email: alan.cook@eastsussex.gov.uk

Cc Cllr Ungar



KEY

- EXISTING SERVICES
- PROPOSED HIGH FRICTION SURFACING (GREY)
- EXISTING ON-STREET PARKING AREAS
- ROAD MARKINGS TO BE REMOVED
- PROPOSED ROAD MARKINGS
- PROPOSED ZEBRA CROSSING BEACON
- RED TACTILE PAVING

Rev	X	X	Revision details	Chkd	Appd	Date
Desd:	S	Beale	✓	For comment		
Chkd:	checked			For tender		
Appd:	approved			For construction		
Date:	Oct 2013			As constructed		
File ref:						



Client
INFRASTRUCTURE DESIGN & DELIVERY
COMMUNITIES, ECONOMY & TRANSPORT
EAST SUSSEX COUNTY COUNCIL

Project Name
VICTORIA DRIVE EASTBOURNE
PROPOSED ZEBRA CROSSING

Drawing Title
LOCATION 1
JUNCTION WITH DACRE ROAD

Original Drawing Size:	A3
Scale:	1:250
Dimensions:	-
Drawing No	514011 / 02
Rev	*

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Victoria Drive pedestrian crossing

1. Do you agree to the proposed new pedestrian crossing in Victoria Drive? Please tick one box only.

(a) Yes ☐

(b) No ☐

(c) Not sure/undecided ☐

2. Do you have any other comments?

3. What is your postcode?

Please return this form by 10 October 2014 to:

.....
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East Sussex County Council
(Victoria Drive Crossing)
Communities, Economy and Transport Department
FREEPOST (LW43)
Lewes
BN7 1BR

Results of the public consultation exercise on the Victoria Drive Pedestrian Crossing

1. Details of the public consultation exercise

A public consultation exercise was held between 15 September and 10 October 2014. Letters were sent to over 1500 residents in the Victoria Drive area asking them to comment on the proposal to install a pedestrian crossing near the junction of Victoria Drive and Dacre Road. A copy of the pedestrian crossing plan was included with the letter together with a feedback form.

2. Public Feedback on Cycleway Proposals

Of the 1500 letters sent to the local residents, replies were received from 518 people. The public were asked to respond to the following three questions:

- Do you agree to the proposed new pedestrian crossing in Victoria Drive?
- Do you have any other comments?
- What is your post code?

The first question asked respondents whether they agreed with the introduction of the crossing. The responses have been analysed and are shown below:

Response	Number	%
Yes	451	87%
No	50	10%
Not sure/undecided	17	3%

3. Other Comments Received

Many comments were received in relation to Question 2. From these comments a number of themes were identified. The following table lists those themes together with the number of people raising them. A full list of the comments received can be viewed in the Member's Room.

Theme	Comments	No.	Response
1	Much needed/Essential/Good idea	102	-
2	Speeding an issue/Need traffic cameras to deter speeding/traffic calming needed/20mph zone required	42	The introduction of a new crossing facility should help to control excess vehicle speeds. Sussex Police will be asked to review speeding in Victoria Drive.

3	Further crossing(s) required	32	These will be considered further if a specific requested is received indicating a particular location which has the support of the local community.
4	Crossing should be in a different location within Victoria Drive	31	A further location near Northiam Road was considered but objections were raised by local residents. Also the greater number of people were found to cross the road at the southern end of Victoria Drive.
5	Don't want further parking reduction	16	Only 1 parking space would be lost to accommodate this crossing.
6	Crossing needed as soon as possible not 2015/16	15	The earliest date that the crossing could be introduced is 2015/16 due to other ongoing commitments in the County Council's capital programme for local transport improvements .
7	Will improve safety of people/children	14	-
8	Crossing not necessary	10	The request for this crossing has come from local people.
9	Restrict parking along Victoria Drive	6	Parking is limited in this area and any further reduction will cause major problems for local people.
10	A259/Church St junction should have pedestrian crossing facility	6	Will be considered if a specific request is received.
11	Illegal parking enforcement needed	5	The County Council Civil Enforcement officers will be asked to monitor the illegal parking.
12	Drivers do not stop at zebra crossings	4	Sussex Police will be asked to monitor the situation and take action if necessary.