

## PROJECT PROFILE

**Client:** Weston Homes Plc

**Location:** Southend-on-Sea, Essex

**Sectors:** Residential and Retail

**Services:** Transport Planning,  
Travel Planning

**Project overview:** Providing transport and travel planning advice to help demonstrate that the new site use would lead to a reduction in vehicle movements on the local road network.

### Added value:

- Brownfield redevelopment for residential use
- Balanced parking outcome and carefully designed loading bays for delivery and servicing efficiency

## Victoria Avenue, Southend-on-Sea

**The redevelopment of a brownfield site in Southend-on-Sea will deliver 228 contemporary apartments and two retail units. Homeowners will benefit from a range of amenities and services located in walking distance of the development. The site is well connected to sustainable transport networks, reducing residents' reliance on motor vehicles.**

Achieving the right balance of car parking for the scheme was important, given the site's central location. Detailed forecasts helped to justify the parking allocation. Trip assessments of the proposed development, the previous office and existing car park facility were undertaken. Analysis compared the volume of potential trips resulting from the development and revealed that the new residential scheme would likely lead to a decrease in vehicle movements.

Proposals made provision for safe and suitable access for private cars, service vehicles, pedestrians and cyclists. Refuse will be collected kerbside, utilising two new efficiently designed loading bays which will cater for all typical service and delivery vehicles.



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