

## **Implementation of Pelican Crossing and Zebra Crossing - B1012 Burnham Road and Hullbridge Road, South Woodham Ferrers**

### **Statement of Reasons**

#### **Pedestrian Crossings**

A new supermarket is currently being built off Burnham Road, subsequently, it is expected that there will be an increased amount of pedestrian traffic in the vicinity. In addition, it is important to note that there is a health centre located near to the crossings which may result in there being an increased amount of vulnerable pedestrians in the area such as those with physical disabilities.

Due to the expected increase in pedestrian traffic these crossings will be needed in order to adequately accommodate the increase in foot traffic.

The crossings are proposed on the pedestrian desire lines (the path representing the shortest or most easily navigated route between an origin and destination), relocating them could lead to pedestrians crossing the road at unsuitable locations and increase risk of collision.

The crossings will provide more efficient crossing points for pedestrians than the current situation in which there are none. The proposed lengths of the associated zig-zag road markings provide sufficient visibility for vehicles approaching the crossing, allowing them time to adjust their speeds accordingly.

#### **Relocation of bus stops**

The existing bus stops are being relocated to ensure efficient traffic flow and reduce risk of congestion on the roundabout and to provide adequate public transport links for local residents, reducing the need for personal vehicles.

By installing this restriction, it will prevent the general public from using said Bus Stops to park or wait in, reducing risk of travel delays and inconvenience on the Bus Route.