

WARDS: Quarry Bank and Cradley

AGENDA ITEM NO.

DUDLEY METROPOLITAN BOROUGH COUNCIL

BRIERLEY HILL AREA COMMITTEE – 3RD FEBRUARY 2004

REPORT OF THE DIRECTOR OF THE URBAN ENVIRONMENT

VICTORIA ROAD, QUARRY BANK: PROPOSED ‘PROHIBITION OF DRIVING’ ORDER

1.0 PURPOSE

- 1.1 To seek Area Committee's support for the introduction of a 'prohibition of driving order' in a short section of the central area of Victoria Road, Quarry Bank.

2.0 BACKGROUND

- 2.1 Victoria Road is a Victorian terraced residential street joining Quarry Bank High Street and Coppice Lane. The area is very near to the Merry Hill Shopping Centre.
- 2.2 Victoria Road is a busy "rat run" between Quarry Bank High Street and Coppice Lane, and is used by motorists to avoid two major sets of traffic signals.
- 2.3 The situation has become particularly difficult at busy traffic times and when the Merry Hill Shopping Centre is full.
- 2.4 Residents of Victoria Road, supported by the Police, Ward Councillors and Debra Shipley MP, have complained at the volume of intrusive traffic which proceeds through their street.
- 2.5 Police records show that more than 10,000 vehicles per week are driven along Victoria Road in the pre-Christmas period. The fastest speed recorded was 67 mph, and the average speed in this 30 mph street is 43 mph.
- 2.6 A "no entry except for access" traffic regulation order is already in place in Victoria Road and the associated parallel streets.
- 2.7 Accordingly, it is now proposed that a short section of 'prohibited driving' be introduced in Victoria Road. This would be complemented by an upgrading of turning areas each side of the closed section of highway.
- 2.8 Sheffield Street

- 2.8.1 Similar “rat-running” traffic movements can occur in Sheffield Street, which is parallel to Victoria Road.
- 2.8.2 It was considered that any measures proposed for Victoria Road might have to be matched by suitable proposals for Sheffield Street. Accordingly, a short section of one-way was proposed for part of Sheffield Street.
- 2.8.3 However, during the advertisement period, objections to this proposal were received and as such this proposal has now been withdrawn.
- 2.9 Birch Coppice
- 2.9.1 Residents of Birch Coppice, which is nearby, have expressed concern that the proposals for Victoria Road and Sheffield Street could increase traffic movements through their street.
- 2.9.2 During a public meeting chaired by Councillor Bryan Cotterill, it was observed that there are a number of opposing viewpoints amongst Birch Coppice residents. Correspondence giving a number of opinions concerning possible traffic management measures for Birch Coppice has also been received.
- 2.9.3 The matter has now been left with residents of Birch Coppice, who will arrange their own private meetings and inform Councillor Cotterill of their outcome.
- 2.9.4 Evidence would suggest that many residents of Birch Coppice do not want new Traffic Regulation Orders to be introduced in their street.
- 2.9.5 Furthermore, as the proposal for Sheffield Street has been withdrawn, many of the concerns of the residents of Birch Coppice have been satisfied.
- 2.10 Consultation
- 2.10.1 Details of the proposals were sent to the Police on 30th May 2003.
- 2.10.2 Details of the proposals were sent to the three Ward Members on 30th May 2003.
- 2.10.3 On 12th June 2003, the Police replied that they supported the proposals.
- 2.10.4 On 23rd June 2003, a Ward Member responded that he supports the proposals.
- 2.10.5 The proposals were published in the “Express and Star” newspaper on 16th September 2003, and also on-street between 16th September and 10th October 2003.
- 2.11 Correspondence
- 2.11.1 Victoria Road

There have been 13 pieces of correspondence from residents of Victoria Road, all supporting the proposals for their street, as well as supportive tear-off forms prepared by residents' groups.

2.11.2 Sheffield Street

- 2.11.2.1 Four letters of objection to the proposed one-way in Sheffield Street have been received. No letters of support were received. Accordingly, this proposal has now been withdrawn.

2.11.3 Birch Coppice

- 2.11.3.1 Tear-off forms have been prepared by residents' groups. Letters both for and against action have also been received. Residents' groups will carry out their own discussions.

2.12 Sustainable Transport

The introduction of the proposal could encourage the use of sustainable forms of transport.

3.0 PROPOSAL

- 3.1 That, having due regard to the views and comments received, Area Committee supports the introduction of a section of 'prohibited driving', near the Fountain Inn in Victoria Road, Quarry Bank, as advertised and described in Appendix A as shown on plan number TMD/CP/390A attached.
- 3.2 That traffic flows in Birch Coppice and Sheffield Street be reviewed in 2005.

4.0 FINANCE

- 4.1 Funds to implement the introduction of a 'prohibition of driving' order, estimated at £4,000, are available from this year's Highways Capital Budget.

5.0 LAW

- 5.1 Traffic Regulation Orders are made under Section 1 of the Road Traffic Regulation Act 1984.

6.0 EQUAL OPPORTUNITIES

- 6.1 The proposals contained in this report comply with the Council's Policy on Equal Opportunities.

7.0 RECOMMENDATION

- 7.1 That Members support the proposals contained in Paragraph 3.0 of this report.

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Background documents used in the preparation of this report:-

APPENDIX A

THE BOROUGH OF DUDLEY (VICTORIA ROAD, QUARRY BANK), (PROHIBITION OF DRIVING) ORDER 2003

No person shall cause any vehicle to proceed in that length of Victoria Road in the Borough of Dudley which extends from a point 130 metres north of its junction with Quarry Bank High Street for a distance of 10 metres northwards.