



Brookside Avenue, Brookside - Road Safety Improvements

Consultation Briefing Note

NM19-69/BN
December 2019





1.0 Background

Concerns have been raised with regard to the speed of vehicles travelling along Brookside Avenue and Burford, Brookside. It has been requested that a study is undertaken with a view to implementing engineering measures to encourage compliance with 30mph speed limit.

A review of Brookside Avenue and Burford has been undertaken to assist in the consideration of engineering measures that would best support a scheme to encourage speed limit compliance and crossing points to improve pedestrian safety.

The Review area of Brookside Avenue is shown in Figure 1.1 below:



Figure 1.1 - Review Area



2.0 Traffic Surveys

Three automated traffic counts (ATC's) were installed 4th - 10th October 2018 along Brookside Avenue to collect vehicular traffic data. The ATC locations are shown in Figure 2.1 below. A survey was also carried out to establish where pedestrians cross at school peak times. The main areas as observed on 9th April 2019 are shown in Figure 2.2 below.

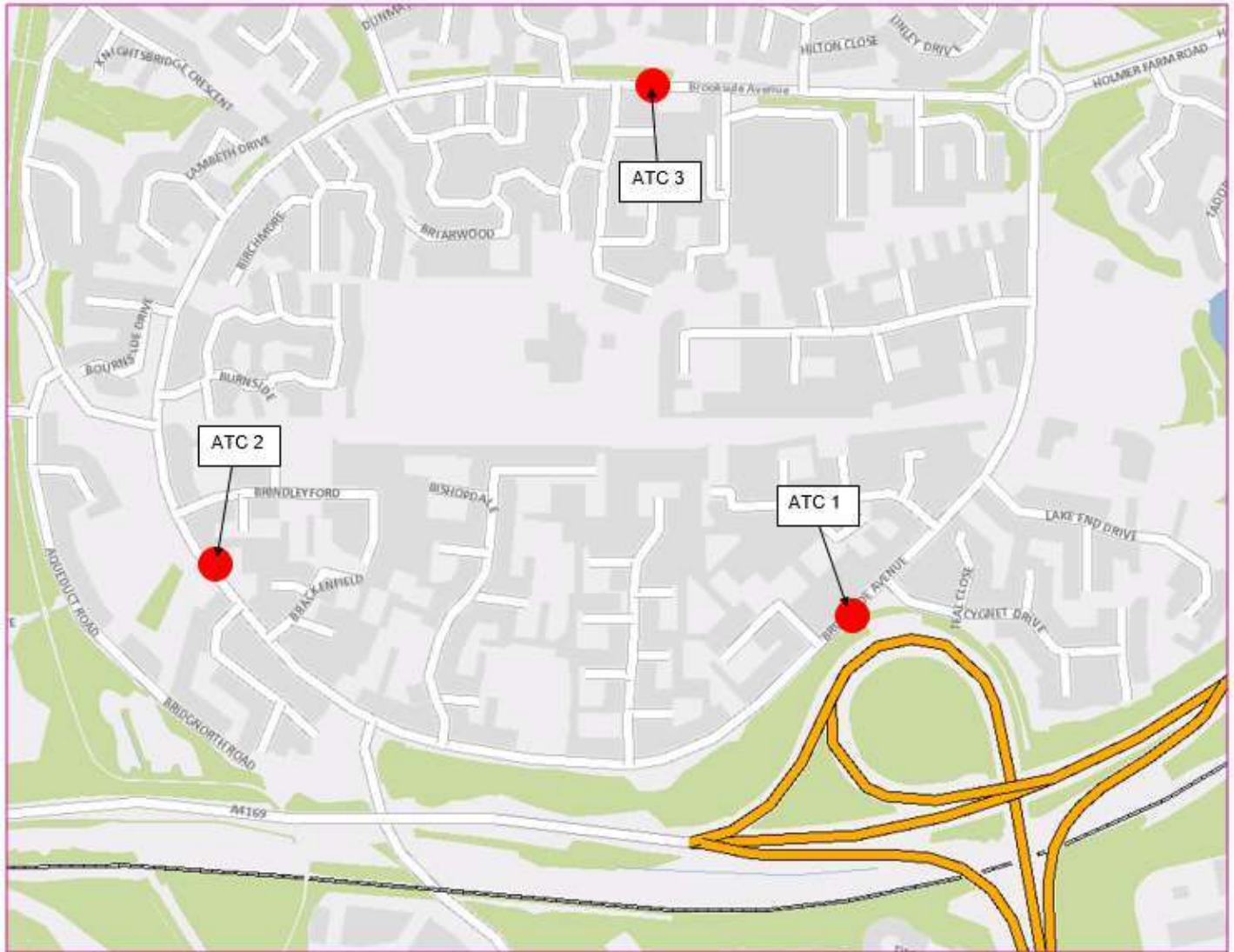


Figure 2.1 ATC Locations

The information obtained from the traffic counts is summarised below in Table 2.1.

Location	Permitted Speed Limit	Total number of vehicles 2-way	Mean Speed	85%ile Speed
ATC1	30	22085	24.5	29.5
ATC2	30	40091	26.7	31.1
ATC3	30	35065	24.0	28.9

Table 2.1 Traffic Count Summary

The ATC results indicate that vehicle speeds are compliant with the 30mph speed limit.



The pedestrian survey was carried out between 8.15am – 8.45am and 2.45pm – 3.15pm to capture pedestrian movements during the school peak times. There are four main areas identified where parents and students generally cross Brookside Avenue as shown in Figure 2.2.

The controlled pedestrian crossing (Location 3) close to the school entrance and the dropped kerbs with the central refuge (Location 1) were used by both parents and students. The crossing point close to Lake End Drive (Location 4) was also used but does not have a central refuge resulting in a longer crossing distance for pedestrians. It was noted that a number of vehicles parked opposite the entrance to Holmer Lake School (Location 2) resulting in a congested area, in addition to this, parents and students were also observed crossing at this location which exacerbated the congestion and possible safety concerns.

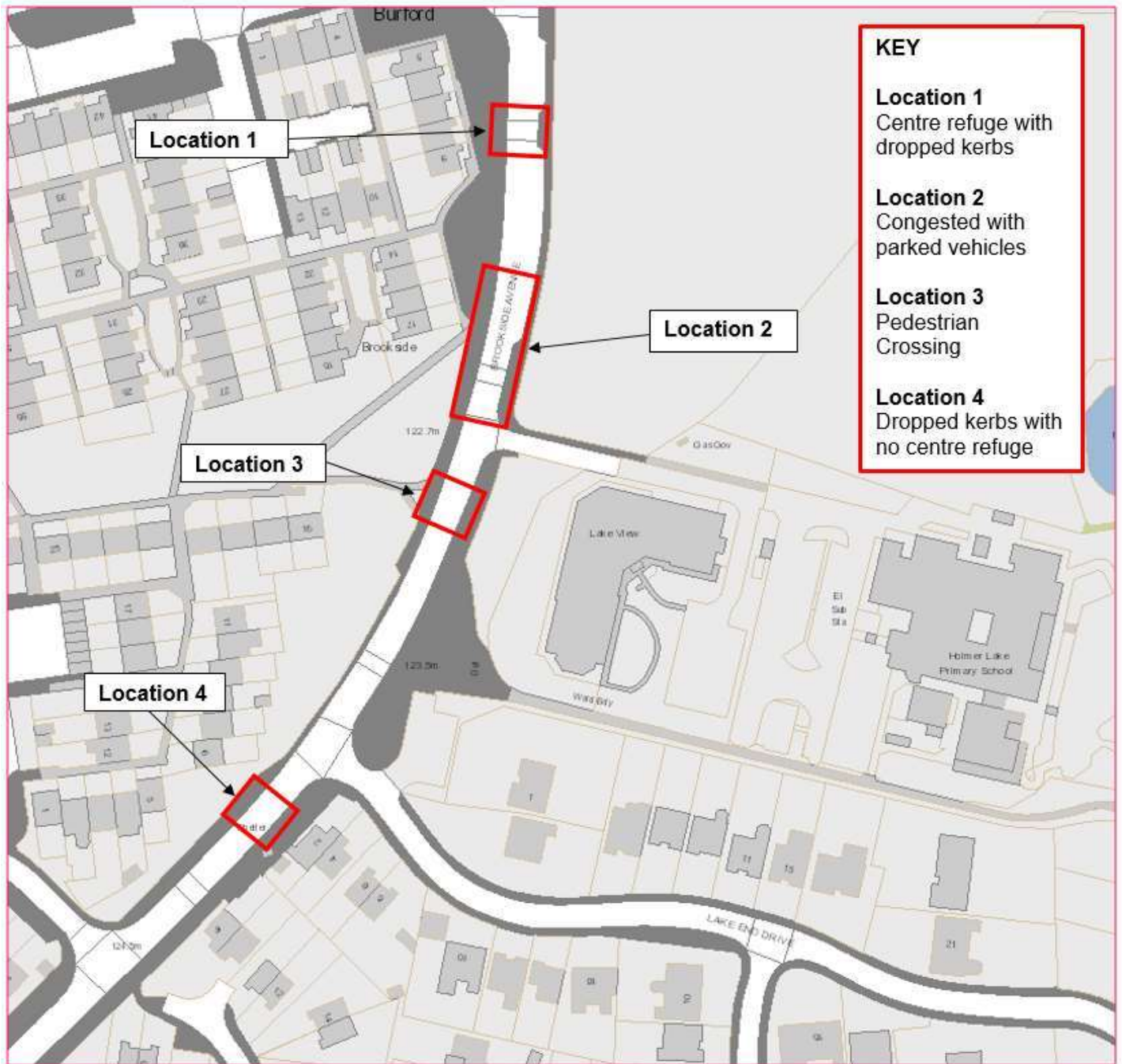


Figure 2.2 Pedestrian crossing areas



A review of the other crossing points around Brookside Avenue was undertaken following concerns raised by residents and the Parish Council in relation to parked vehicles obstructing pedestrian visibility when crossing and the perceived lack of crossing facilities following the removal of some subways around Brookside Avenue in recent years. The locations reviewed are shown below in Figure 2.3.

At location 1, it was found that although there is an existing uncontrolled crossing point, the carriageway is wide which may present issues for vulnerable road users.

Locations 2, 3 and 4 are where the subways have been removed. At the time of removing the subway, it was felt the existing surface crossing alternatives were adequate replacements for the subways. However given the concerns raised, a site visit for this review was undertaken and improvements could be made to these locations.

Locations 5 and 6 are sites for two bus stops which were highlighted as potential issues for pedestrians when crossing the road. When visiting the site, it was observed there are a number of parked vehicles obstructing visibility for pedestrians crossing to access the bus stops.

Proposals to mitigate the above issues are detailed in section 4.



Figure 2.3 Pedestrian crossing areas



3.0 Personal Injury Collision Data

A collision analysis has been undertaken for the 5 year period from December 2013 to December 2018 providing a summary shown below in Table 3.1.

Category	Collisions
Slight	7
Serious	1
Fatal	1
Total	9

Table 3.1 Personal Injury Collision Data

There were 9 injury collisions recorded by West Mercia Police in the 5 year period to the end of December 2018. 7 were recorded as slight, 1 serious and 1 fatal. The causation factors are random in nature and cannot be linked. None of the collision causation factors were recorded as speed related. The collisions occurred throughout the length of Brookside Avenue.

Both the fatal and serious collisions occurred during the hours of darkness, street lighting was present and was deemed adequate at the time of both of these incidents. However, as part of the councils programme to upgrade all Council owned street lights across the Borough, the street lighting along Brookside Avenue was upgraded to LED lanterns. This will improve the visibility during darkness and help mitigate against future incidents.



4.0 What changes are proposed?

An analysis of the speed and collision data has been carried out. Each of the collisions are random in nature but would appear to be driver/rider error by one of the parties involved. Collisions have not been recorded as speed related and the data is showing that speeds are compliant with the speed limit.

Holmer Lake Primary School have highlighted the congestion around the school entrance as a concern and this was also identified during the site investigations. Concerns were also raised by the Parish Council with regard to various crossing facilities along Brookside Avenue. This resulted in a number of options are being considered around the school entrance and the remainder of Brookside Avenue which are detailed in this section.

4.1 Option 1 - Traffic Calming – Raised Crossing

Install a raised table at the existing signalised pedestrian crossing close to the entrance to Holmer Lake Primary School. This will support the current traffic calming around Brookside Avenue but in particular this is a pedestrian route to and from Holmer Lake Primary School. The importance of a raised table is that it covers the full width of the carriageway forcing vehicular traffic to slow down.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Reduce speeds close to the school entrance • If made from rubber, they are easy to maintain due to the modular construction. • If made from rubber, they are removable if required in the future. • May deter some drivers as using Brookside Avenue and a short-cut. • Complement existing traffic calming • Improve compliance with the traffic signals 	<ul style="list-style-type: none"> • More costly to install than softer traffic calming measures • Vertical traffic calming is not always supported by residents • The installation of a raised table is subject to statutory consultation process. • Will have a greater impact on buses and emergency service vehicles. • May have an impact on drainage.

Refer to drawing Appendix A - Option 1 (Raised Crossing) for location plan.



4.2 Option 2 - Parking Restrictions and Lining of Parking Bays

Install parking restrictions between the pedestrian crossing and pedestrian refuge. This will restrict parking opposite the school entrance and provide improved visibility for both pedestrians and motorists. This will be complemented by defined parking bays as shown on the plan Appendix B. This will help to mitigate congestion during peak times.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Can be installed easily with minimal disruption to traffic • Effective in improving safety close to the school entrance • Defined parking bays would provide efficient use of the space provided • Would complement all other proposed options. • Improve visibility 	<ul style="list-style-type: none"> • Parking restrictions are subject to a statutory consultation process. • May mean vehicle parking is dispersed to another location

Refer to drawing Appendix B - Option 2 (Parking Restrictions and Parking Bays) for location plan.



4.3 Option 3 – Uncontrolled Crossings, Brookside Avenue

The pedestrian survey at Holmer Lake Primary School showed that pedestrians were crossing at a point (Location 4 – Figure 2.2) where there is no tactile paving in place or a central pedestrian refuge. This causes an increase in crossing distances and reduced safety for visually impaired pedestrians. Concerns have also been raised regarding other uncontrolled crossing points at various locations on Brookside Avenue. This was highlighted by the removal of the Subways around the area. This option explores the potential for improving the existing crossing points close to the subways with various measures such as lining, tactile paving and a central refuge. The amount of works and number of crossings that can be addressed as part of this scheme will be proposed following detailed design work should this option be supported through consultation. Please refer to Appendix C for further details.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Maximising safety at an existing desire line. • Effective in improving safety close to the school entrance and original underpasses • Reduce the likelihood of parking at this crossing point. • Would complement all other proposed options. • Rubber bolt down refuges could be used for quick installation with low impact. • Highlight crossing presence to traffic through the use of coloured surfacing 	<ul style="list-style-type: none"> • Existing bus bay may need to be reviewed • Not as effective as a controlled crossing point.

Refer to drawing Appendix C - Option 3 (Uncontrolled Crossing) for location plan.



4.4 Option 4 – Waiting Restrictions at Bus Stops

Concerns have been raised by the Parish Council with regard to crossings relating to bus stops close to Blakemore / Bishopdale with visibility due to parked close to the bus stops where identified as concerns. It is proposed to install parking restrictions opposite the bus stops. This would provide a clear view of other road users providing safer crossing points.

Advantages	Disadvantages
<ul style="list-style-type: none">• Can be installed easily with minimal disruption to traffic• Improve visibility for pedestrians	<ul style="list-style-type: none">• Parking restrictions are subject to a statutory consultation process• Could reduce the amount of on-street parking available• Vehicle parking may be dispersed to another location. This could be mitigated by the short length of the restriction.

Refer to drawing Appendix D - Option 4 (Waiting Restrictions - Bus Stops) for location plan.



4.5 Option 5 – Priority Buildouts

Concerns have been raised by residents with regard to the speed of traffic along the length of Brookside Avenue. It is proposed to implement priority buildouts to reduce the carriageway to one lane at identified locations. This will reduce speeds as vehicles will have to give way to on-coming traffic and could also be used to improve pedestrian crossing provision by reducing crossing widths at certain points. The number of buildouts that can be provided as part of this scheme will be proposed following detailed design work should this option be supported through consultation. This option could be considered alongside option 3.

Advantages	Disadvantages
<ul style="list-style-type: none">• Reduce the crossing distance for pedestrians• Calm traffic at that location as the carriageway will be reduced to one lane• Quick to install• Proven effectiveness at other locations	<ul style="list-style-type: none">• More costly than softer measures• Will slow down emergency vehicles and public transport.



5.0 Recommendation

The data reviewed as part of this report does not highlight any major issues with speed of traffic and the collisions were random in nature and location, so the measures proposed look to address concerns raised over pedestrian safety along the route. Although these measures do not directly address the collisions, the traffic calming nature of these measures are expected to have a positive impact on the overall safety of Brookside Avenue.

It is recommended that all options are delivered together to maximise the impact of the scheme. Option 1 would deliver the biggest impact in terms of safety outside of the school and will prove beneficial at all times. It will also support an advisory 20mph speed limit in a School Safety Zone which we will be delivering in parallel to this scheme. This School Safety Scheme is part of a borough-wide programme which involves has been met with success in other areas of the Borough. This scheme involves installing School Warning signs with flashing Palsa units and road markings to highlight the School Safety Zone to all traffic.

The perceived speeds raised on Burford was also noted and investigated. Physical measures look to be the most appropriate measure given the nature of the road. Should the recommendation be supported, it is unlikely a scheme along Burford can be delivered due to the resources available. As such, this will be recommended to be delivered on a Future Works Programme.

The current speed cushions around Brookside Avenue are positioned at suitable locations to encourage speed limit compliance, however during the site visits, it was noted that some cushions are showing signs of wear. These will be addressed as part of the reactive maintenance programme. Replacing all the damaged cushions would not be feasible within the scope of this scheme and would not add any additional safety benefits. Instead, a greater benefit will be had by utilising the additional measures proposed.



6.0 What will happen next?

Following discussions between the Network Management Team, Local Members and the Parish Council these proposals are now being taken forward to public consultation. Comments on the proposals are encouraged as it allows Telford and Wrekin Council to provide a scheme which is most suitable for the location and residents.

It is considered that the public consultation stage will be a direct test of public support for one or a combination of the options presented before proceeding to detailed design. The outcome of the public consultation will be reviewed in detail and a decision will be made based on the content of the comments received in the context of the wider transport network.

Factors that will be taken into account will include, but not necessarily be limited to:

- Road safety
- Network operation
- Level of support
- Detail of any objections

6.1 What will happen if the proposal are not supported?

The content of any objection will be considered and responded to accordingly. Should the proposals receive a high level of objection, it is unlikely that the proposal will be taken forward and an alternative option may be considered. The format of any alternative proposal would be based on the content of any objection. Any alternative scheme would then be put forward as part of the future capital programme and would need to be prioritised alongside other similar schemes.



7.0 Appendix

Appendix A - Option 1 (Raised Crossing)

Appendix B - Option 2 (Parking Restrictions and Parking Bays)

Appendix C - Option 3 (Uncontrolled Crossing) – could be combined with Option 5

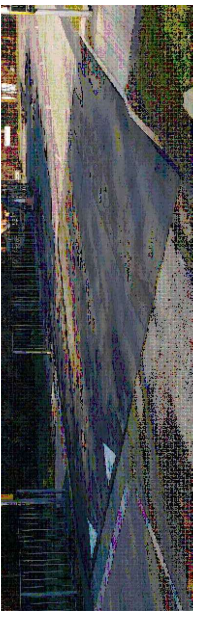
Appendix D - Option 4 (Waiting Restrictions - Bus Stops)

Notes

A location plan of the proposed F Signalled Crossing.

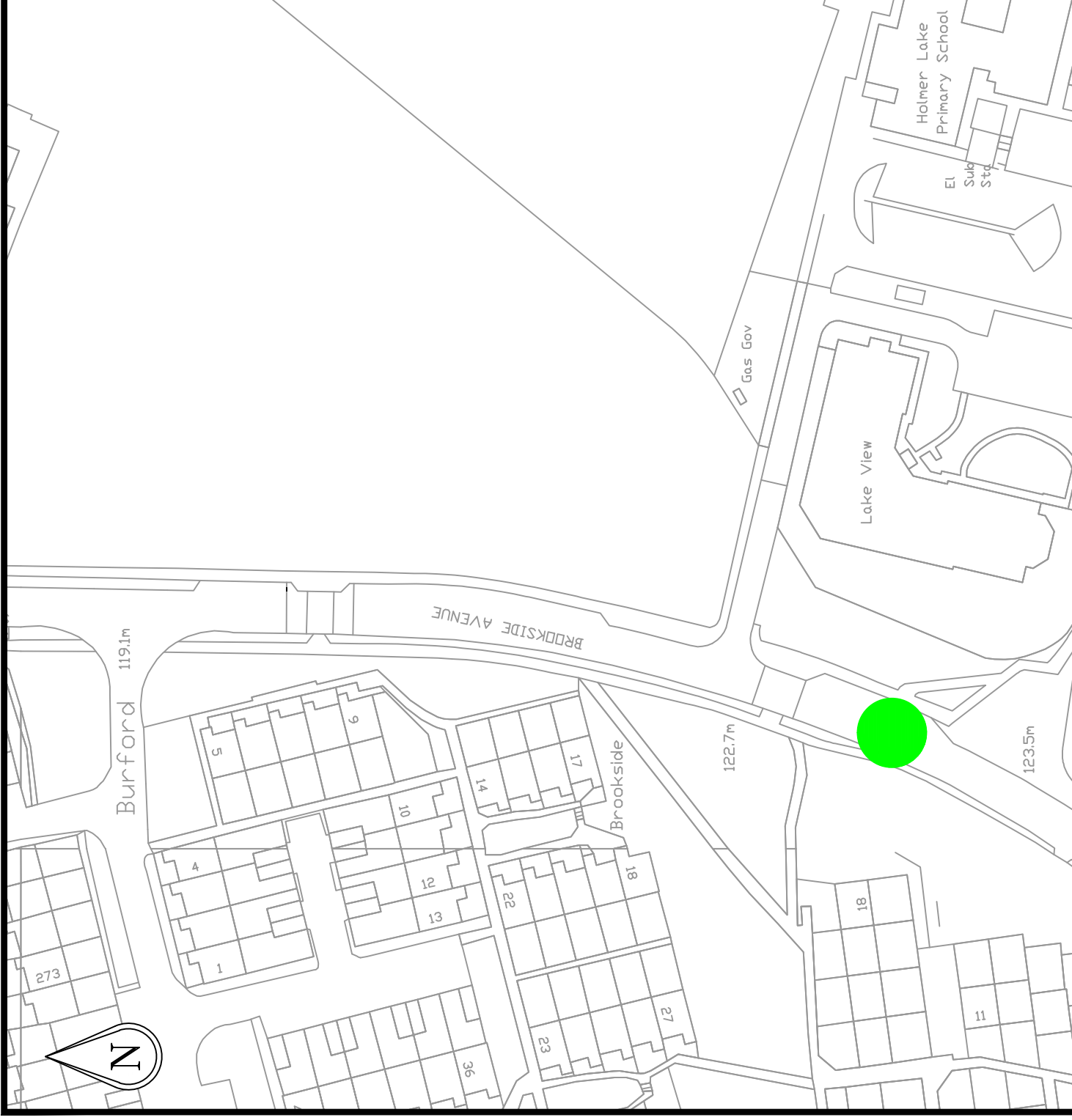
Refer to Section 4 (Option 4.1) for disadvantages for the proposed crossing.

Example of Raised Table at Sign



Key

● Location of existing Signalled Crossing



Notes

A location plan of the proposed F near Holmer Lake Primary School

The restrictions will be approximately 10m around the junction of Burford

These restrictions are subject to these be supported at this stage.

Refer to Section 4 (Option 4.2) for disadvantages for the proposed

Key



Proposed Parking Bay Markings



Proposed Waiting Restrictions (Double Yellow Lines - No waiting at any time).



Notes

A location plan of the bus stops.

Telford and Wrekin are proposing to install Waiting Restrictions (Double Yellow Lines) opposite both bus stops.

The restrictions will be approximately 50m in length and will ensure pedestrians crossing to and from the bus stop have clearer visibility of the carriageway prior to entering the carriageway to cross.

These restrictions are subject to a further, statutory consultation should these be supported at this stage.

Refer to Section 4 (Option 4.4) for further detail on the advantages and disadvantages for the proposed options.

Key



Existing Bus Stop



Proposed Waiting Restrictions
- No waiting at any

