



Station Road, Dawley and Bridge Road, Horsehay Traffic Calming Scheme

Briefing Note

NM20_CP09/BN
September 2020





1.0 Background

Concerns have been raised over the speed of vehicles travelling along Station Road as well as pedestrian safety on Bridge Road near the Telford Steam Railway. A study has been undertaken by Telford and Wrekin Council to determine if engineering measures are appropriate to address these concerns and reduce vehicular speed from the junction with Spring Hill Road towards the junction with Shire Fields Way and improve pedestrian provision in the area around the steam railway.

The Review area of Station Road is shown in Figure 1.1 below:



Figure 1.1 Review Area



1.1 Traffic Data

Automated traffic counts (ATC) were installed on Station Road to collect vehicular traffic data; The ATC locations are shown in Figure 1.2 below:

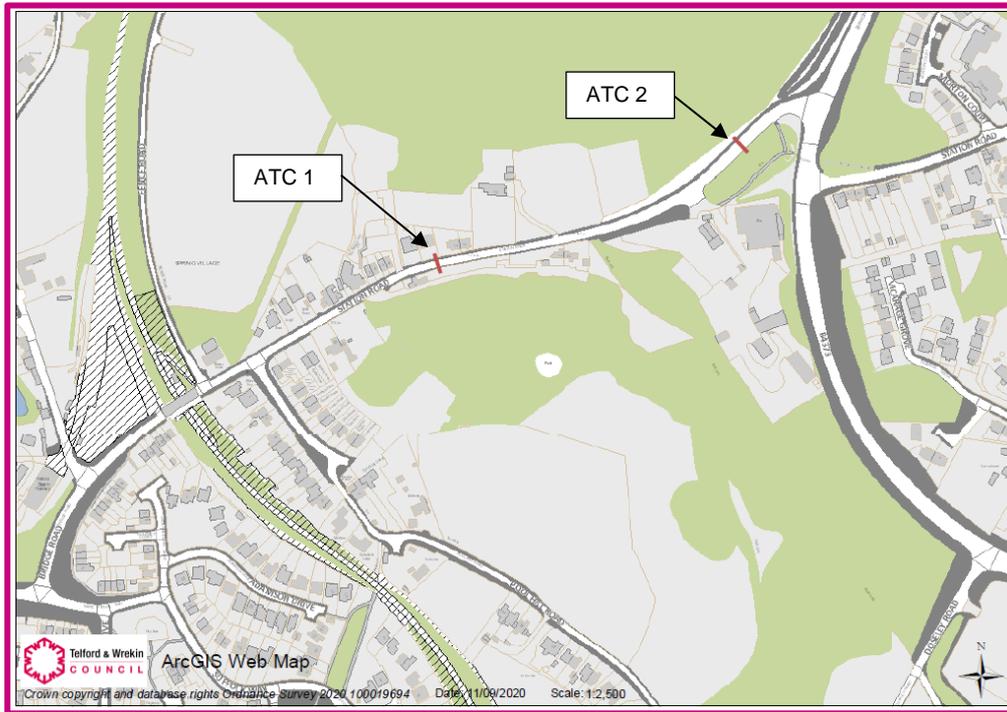


Figure 1.2 ATC Locations

The information obtained from the counts are summarised below in Table 1.3 Traffic Count Summary.

Location	Permitted Speed Limit	Total number of vehicles 2-way	Mean Speed	85 th Percentile Speed
ATC1	30	26064	30.7	35.6
ATC2	30	28891	31.2	36.1

Table 1.3 Traffic Count Summary

The ATC results show that while the average speeds of vehicles are travelling just over the permitted speed limit the 85th percentile* is well above the 30mph limit. This raises safety concerns given the large number of property/junction accesses along the route and several pedestrian access points to the attractions and walking routes in the area. The above indicates the route would benefit from engineering measures to improve speed limit compliance.

*The speed at which 85% of traffic travels at, or below, under free flowing conditions



1.2 Personal Injury Collision Data

Collision analysis was undertaken for the 5 year period from September 2015 to September 2020; a summary is shown below in Table 1.4.

Severity	No. of Collisions	Location	Road / Weather Conditions	Causation
Slight	1	Station Road - Junction with Pool Hill Road	Wet / Fine	Vehicle fails to give way when leaving Pool Hill Road and collides with vehicle travelling south west on Station Road
Serious	1	Station Road - Junction with Springhill Road	Dry / Fine	Vehicle turns right in front of vehicle travelling south east along Springhill Road
Fatal	1	Station Road - Junction with Springhill Road	Dry / Fine	Vehicle turns right in front of vehicle travelling south east along Springhill Road
Total	3			

Table 1.4 Personal Injury Collision Data

There have been three Personal Injury Collisions (PIC) reported to West Mercia Police in the 5 year period up to February 2020. For the purpose of this briefing note the only PIC which will be considered is the slight PIC; this is because the other two collisions will be considered as part of the Springhill Road Capital Programme Briefing Note which sets out the review of that route.

Although the carriageway was wet at the time of the collision it was not identified as a contributing factor. The collision occurred during daylight hours and so the lighting conditions along the route are unlikely to have contributed to the collision.

It is important to note that whilst there has been a personal injury collision within the review area, due to the nature of the collision, the measures proposed as part of this review are not directly focused on addressing this collision. Reducing vehicle speed throughout the route and improving pedestrian facilities is the main focus for the delivery of this scheme which should provide a long term improvement to the collision rate throughout the review area.



2.0 What changes are proposed?

As part of our investigations, a number of options are being considered in order to mitigate the identified issues.

2.1 Option One – Install Priority Give Way Build-outs

This option looks to install build-outs which will provide both a priority give way system and pedestrian crossing points by including dropped kerbs and tactile paving. There will also be the appropriate reflective bollards with associated lining and signing. Similar buildouts have been installed on Station Road, Dawley close to Morton Court and provided improved pedestrian facilities whilst maintaining the traffic calming feature.

Please refer to drawing NM20_CP09/CON-01 for further detail and approximate locations.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Effective in reducing vehicle speeds • Quick installation • Provide an informal crossing point by narrowing the width of the road making it safer for pedestrians crossing • Will improve pedestrian movements • A cycle lane can be provided through the build-outs to allow cyclists to travel through without feeling intimidated by passing vehicles. 	<ul style="list-style-type: none"> • Higher cost than softer engineering measures • Does not provide a route wide treatment • May require existing bus stops to be relocated • May cause some minor queues during the busy periods



2.2 Option Two – Bolt down speed cushions

This option looks to install rubber bolt down speed cushions with associated signage and lining throughout the review area. By installing the cushions throughout the area, the average speeds of vehicles should reduce, thus improving safety along the entire route.

Please refer to drawing NM20_CP09/CON-01 for further detail and approximate locations.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Effective in reducing vehicle speeds • Made from rubber so can result in reduced noise pollution for residents • Quick installation • Easy to maintain due to modular construction of the cushions • Cushions are removable if required in the future 	<ul style="list-style-type: none"> • Some residents may not want speed cushions outside their properties due to the potential for noise pollution, however this can be mitigated by careful placement of each set of cushions • Higher cost than softer engineering measures • This option may not visibly improve pedestrian facilities but will reduce vehicle speeds and therefore improve safety for all road users • Subject to further legal consultation which could see objections raised



2.3 Option Three – Improved Pedestrian Safety

In order to mitigate the concerns relating to pedestrians crossing the railway bridge where currently there is no footpath, it is proposed to highlight a pedestrian walkway with physical and visual markers. This can be achieved by use of reflective studs to add emphasis to the path at night and a bolt down rubber kerbs with reflective bollards at either end of the walkway. This would utilise the existing informal walkway which is marked with edge of carriageway lining and is already frequently used by pedestrians.

Please refer to drawing NM20_CP09/CON-01 for further detail and approximate extents.

Advantages	Disadvantages
<ul style="list-style-type: none">• Quick installation• Easy to maintain due to bolt down construction• Highlights the continuation of the footway making it safer for pedestrians• Cheaper to install against constructed footway• Provides a designated pathway for pedestrians and improved sense of safety.• No impact to bridge structure.	<ul style="list-style-type: none">• Not a tarmac raised footway to delineate the footway from the carriageway



2.4 Option Four – Existing Crossing Improvements

There are a number of public walkways and footways which require crossing along Station Road and Bridge Road; these include the Ironbridge Way and the underpass towards Dawley. This option looks to improve the visibility of all crossing points along the route and would be in addition to the potential new crossing points proposed as part of Option Three. The improvements could include upgrades to the existing dropped kerbs and tactile paving, central refuges or coloured surfacing. All of these measures have been successful when implemented in other areas of the Borough.

Please refer to drawing NM20_CP09/CON-01 for further detail and approximate locations.

Advantages	Disadvantages
<ul style="list-style-type: none"> • Quick installation • Easy to maintain due to bolt down construction • Highlights the continuation of the footway making it safer for pedestrians • Cheaper to install against constructed footway • Provides a designated pathway for pedestrians and improved sense of safety. • No impact to bridge structure. 	<ul style="list-style-type: none"> • Not a tarmac raised footway to delineate the footway from the carriageway



2.5 Option Five – Signing and Road Marking Improvement

Ensuring all existing road markings are visible and in good condition is a quick and easy way to improve the safety of the area as these markings easily show vehicles any approaching hazards which they need to be aware of. This is also true of traffic signs and it is important to ensure that sign clutter is kept to a minimum. This option explores the tidying up of both markings and signs but also the removal of unnecessary signage in the area.

Advantages	Disadvantages
<ul style="list-style-type: none">• Quick to install• No consultation required• Little maintenance required	<ul style="list-style-type: none">• Some disruption to residents if large amount of Traffic Management is required to carry out works



3.0 Recommendations

Our recommendation would be to implement a combination of all the options presented above; this will address all of the concerns raised as well as mitigating the speed related issues identified in this study.

Options One, Three and Four provide localised treatment around a potential conflict points such as the railway bridge; whereas options two and five treat the route as a whole.

Should option two not be supported at any stage of consultation, options one, three and four can be delivered and will provide some area improvements but the higher vehicle speeds through the area and particularly at the north-east end of Station Road may not be mitigated fully.

Furthermore should options one to four not receive support, it is recommended that option five be taken forward and implemented in order to provide some level of safety improvements for the route.

4.0 What will happen next?

Following the review of this report, a discussion between the Network Management Team, Local Members and the Parish Council will be carried out with all responses reviewed in detail and a decision will be made based on how best to proceed. Should an agreement on how to proceed be reached, these options will be taken forward to public consultation. 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

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.



5.0 Appendix

NM20_CP09/CON-01: A plan to show approximate locations of all traffic calming proposals