



## Woodhouse Lane/Frame Lane - Traffic Calming Scheme

### Consultation Briefing Note



Ref: NM19-133  
December 2020



## 1.0 Background

Concerns have been raised by residents with regard to the speed of vehicles travelling along Frame Lane and Woodhouse Lane and that this route is used as a rat run from Horsehay to Doseley. In addition to this, there is local concern in relation to increased traffic flows as a result of various housing developments in the area. It has been requested that a study is undertaken with a view to implementing engineering measures to reduce vehicular speed and to improve overall road safety in the vicinity.

A review of the area and the current traffic data has been undertaken to assist in the consideration of additional engineering measures that would support a scheme to encourage speed limit compliance, improve pedestrian safety and discourage drivers from using this route over the strategic road network.

In addition, a review of the street lighting throughout the length of Woodhouse Lane and Frame Lane will be undertaken to ensure the lighting is sufficient to support the proposed measures. This will have a positive effect on drivers perception of the route and ultimately on their vehicle speeds.

The review area being considered as part of this report is shown in Figure 1.1.

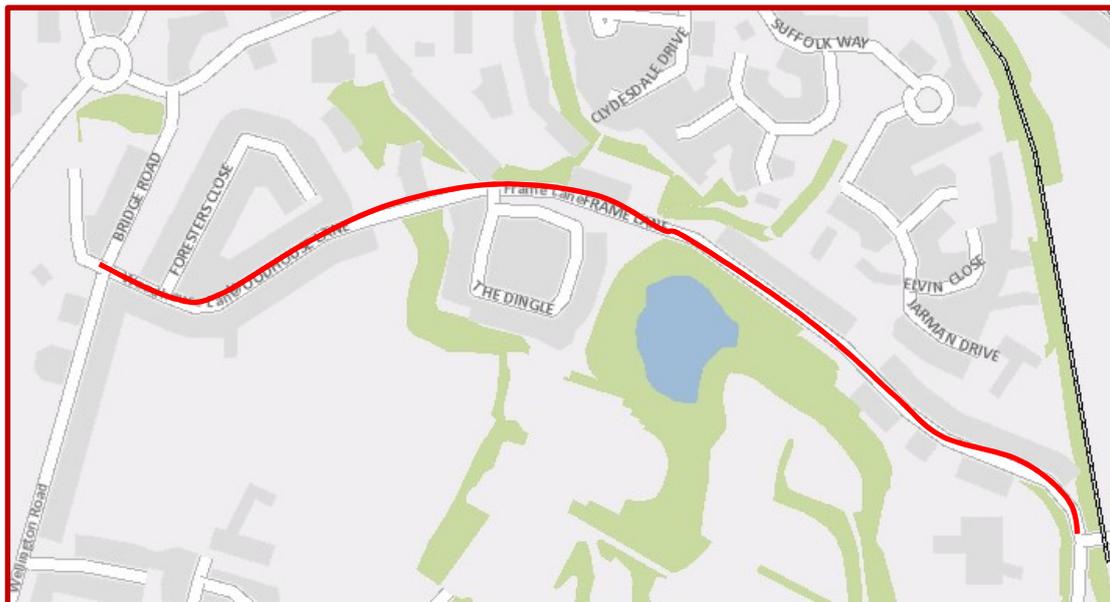


Figure 1.1 – Review Area



## 2.0 Traffic Data

Two automated traffic counts (ATC's) was installed on 2nd November and 8th November 2016 on Frame Lane and Woodhouse Lane to collect vehicle traffic data.

The ATC locations are shown in Figure 2.1 below.

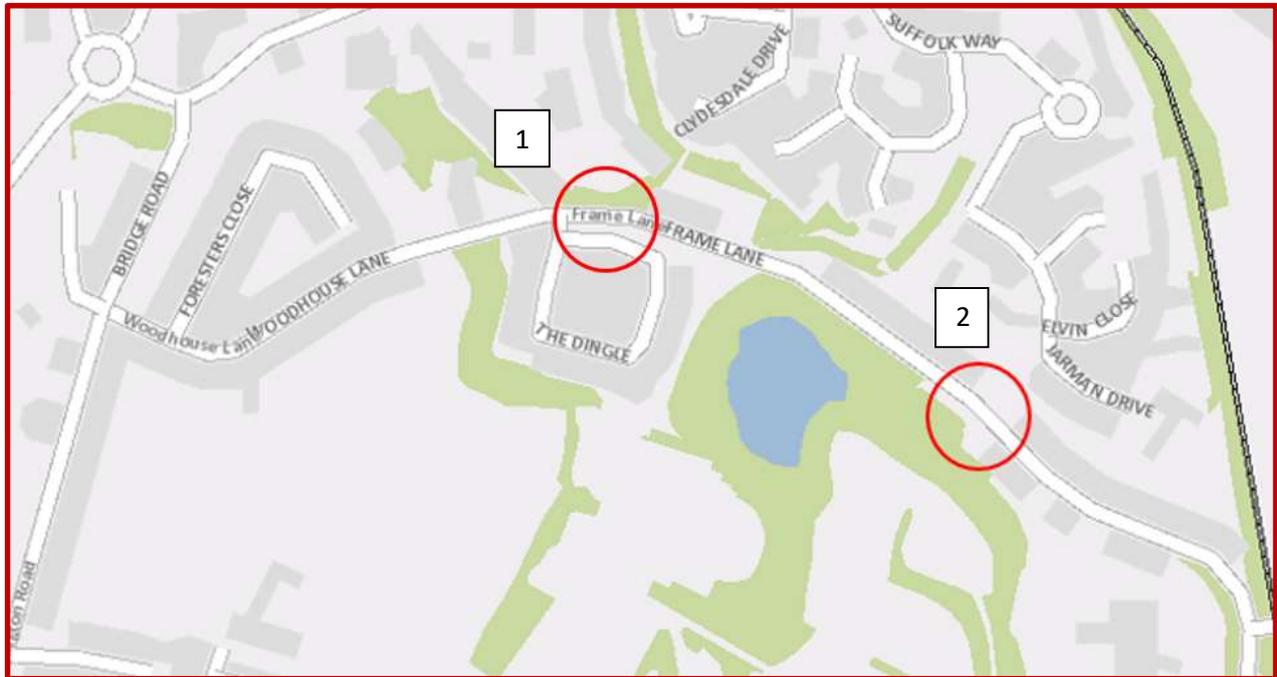


Figure 2.1 – ATC Locations

The information obtained from the ATC's in 2016 is summarised below in Table 2.2 Traffic Count Summary.

ATC No.	Location	Permitted Speed Limit	Direction	Mean Speed	85%ile Speed
1	Woodhouse Lane	30mph	Eastbound	27.6mph	34.0mph
			Westbound	27.3mph	33.6mph
			Two Way	27.5mph	33.8mph
2	Frame Lane	30mph	Eastbound	31.0mph	36.2mph
			Westbound	29.6mph	35.1mph
			Two Way	30.3mph	35.9mph

Figure 2.2 – Traffic Count Summary

The data collected shows that speeds generally conform to the existing 30mph speed limit along the route. However the 85<sup>th</sup> percentile speeds are slightly in excess of West Mercia Police enforcement levels of 10% + 2mph = 35mph for Frame Lane (ATC 2) and would benefit from some low-level measures to reduce vehicle speeds throughout this area.



### 3.0 Personal Injury Collision Data

There have been no recorded personal injury collisions on Frame Lane and Woodhouse Lane in the last five years.

### 4.0 What changes are proposed?

As part of our investigations, a number of options are being considered and are detailed below. A full plan showing the scheme proposals can be found in **Appendix 7.1**.

#### 4.1 Option 1 - Speed Cushions

Install rubber bolt down cushions with associated signing and lining along Woodhouse Lane to help reduce the speed of vehicular traffic.

Cushions to be installed in pairs or in sets of three (where carriageway widths allow) at regular intervals along the route. Intervals should be no more than 60-100m apart however factors such as junctions, accesses and existing pedestrian refuges may have an impact on the exact spacing. Due to the varying road widths, it is only possible to install the cushions for a distance of approximately 340m along Woodhouse Lane and cannot be extended into Frame Lane. To help reduce speed in areas where the road width is too narrow, lining improvements are also an option and are discussed further on in the report. The precise locations of the cushions would be determined and shared at the detailed design phase, prior to the installation, should this option be supported through consultation.

One of the key benefits this option will deliver, in addition to speed reduction, is to discourage drivers using this route as a rat-run or through route.

The existing street lighting in the area would also need to be upgraded to support this option (see Option 6) as the current lighting levels would not be sufficient enough to increase driver's visibility of these proposed traffic calming features.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>- More effective than horizontal treatments at reducing speed.</li> <li>- Made from rubber so can mitigate noise pollution for residents.</li> <li>- Easy to maintain due to the modular construction of the cushions.</li> <li>- Cushions are removable if required in the future.</li> <li>- Emergency vehicles can drive over the cushions without hindrance.</li> <li>- Can be avoided by cyclists.</li> <li>- Drainage should not be affected.</li> <li>- Reduction in public anxiety.</li> <li>- Reduce the likelihood of through traffic.</li> <li>- Compliments existing measures on St Luke's Road.</li> </ul>	<ul style="list-style-type: none"> <li>- Some residents may not want speed cushions installed in the vicinity of properties due to the potential for noise pollution. Rubber bolt down cushions would mitigate this issue to an extent.</li> <li>- The installation of cushions is subject to a statutory consultation process and may not be supported.</li> <li>- Higher cost than softer engineering measures.</li> </ul>



## 4.2 Option 2 - Priority Give Way system and footway improvements

Extensions to the existing north and south footways in Frame Lane are proposed to allow a consistent carriageway widths and improve pedestrian safety. Dropped kerbs are to be installed on both footways along the route to assist pedestrians crossing. Priority will be given to traffic travelling westbound (uphill) and this will be signed with appropriate priority and give way signage.

The priority give way system works such that one direction of traffic stops to allow the opposing direction to travel through unimpeded.

This option could be used in conjunction with Option 1 (speed cushions). Combining the two options together would provide improve pedestrian facilities whilst reducing speeds in both directions. Again, street lighting upgrades (see Option 6) would need to be considered to improve the overall lighting levels in the area.

As well as the above advantages and disadvantages for speed cushions as mentioned above, there are also other points to consider with this option:

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>- Local control of vehicle speed at known points of conflict.</li> <li>- Quick to implement and self-enforcing because of formalised passing places.</li> <li>- Improve overall road safety along the route.</li> <li>- Make it easier for pedestrians to cross as the priority give way buildouts extend into the carriageway, thus reducing the width of carriageway to cross.</li> <li>- Dropped kerbs provide accessible crossing points for all, including wheelchair users.</li> </ul>	<ul style="list-style-type: none"> <li>- Higher cost than softer engineering measures.</li> <li>- Buses, cyclists and emergency vehicles may be impacted.</li> <li>- Does not target the route as a whole due to existing road layout.</li> </ul>



### 4.3 Option 3 - Junction Improvements

A change of priority is proposed at the junction at the eastern extent of Frame Lane to reduce vehicle speeds on the approach to this junction and also help discourage vehicles deeming Frame Lane / Woodhouse Lane to be the through.

Priority will be given to traffic travelling from Doseley Road to St Luke's Road and vice versa where the geometry of the road requires vehicles to significantly reduce their speed to safely negotiate the series of bends in the roads. This will ensure that speeds are reduced at this point and creates a gateway in to the new traffic calmed area.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>- Could supplement other options.</li> <li>- Making area safe motorists when exiting junctions.</li> <li>- Reduced vehicles speeds</li> <li>- Discourage through traffic</li> </ul>	<ul style="list-style-type: none"> <li>- Does not physically prevent drivers from driving at higher speeds.</li> <li>- May encourage more vehicles to use Doseley Road.</li> </ul>

### 4.4 Option 4 – Road Marking Improvements

This option looks at lining improvements that will include the installation of SLOW markings and edge of carriageway markings on the northern side of Frame Lane where there is currently no kerb line to help highlight the road layout.

The proposed markings, although they have no physical deterrent to help slow traffic, they can be effective at reducing speeds by their visual narrowing of the carriageway.

All markings throughout the review area will be refreshed if required as part of this option.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>- Lower cost option than physical measures.</li> <li>- Quick and easy to implement, no need for statutory consultation.</li> <li>- Supplements all other options.</li> <li>- Visually narrows width of carriageway which brings vehicles closer together and looks to address driver behaviour.</li> <li>- Does not affect pedestrians.</li> <li>- Drainage is not affected.</li> </ul>	<ul style="list-style-type: none"> <li>- Not as effective as vertical measures.</li> <li>- Does not physically prevent drivers from driving at higher speeds.</li> <li>- High maintenance costs due to lining fading.</li> </ul>



## 4.5 Option 5 – Parking Restrictions

This options looks to install double yellow lines (no parking at any time) on the junctions along both Woodhouse Lane and Frame Lane.

The restrictions would prevent vehicles from parking too close to the junction and would be approximately 10-15m in length on both sides. By limiting parking around the junction, this would improve visibility for drivers when exiting the junction and would also keep the area clear for pedestrians when crossing over. The purpose of these restrictions would be to reinforce the rules set out in the Highway Code whereby vehicles should not parking within 10m of a junction.

Additionally, these restrictions would be subject to formal legal consultation, the outcome of which will largely determine what, if any, restrictions can be introduced.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>- Lower cost option than physical measures.</li> <li>- Improves visibility by not having vehicles parked near junctions.</li> <li>- Could supplement other options.</li> </ul>	<ul style="list-style-type: none"> <li>- Not as effective as vertical measures.</li> <li>- Does not physically prevent drivers from driving at higher speeds.</li> <li>- High maintenance costs due to lining fading.</li> <li>- May result in vehicles parking on neighbouring streets as it limits available space for on street parking.</li> <li>- Parking restrictions are subject to statutory consultation and could be objected to.</li> </ul>



## 4.6 Option 6 - Street Lighting Upgrades

In addition to the above traffic calming options, a review of the street lighting throughout the length of Woodhouse Lane and Frame Lane is proposed to ensure the lighting is sufficient to support the proposed measures. This will have a positive effect on drivers perception of the route and ultimately on their speeds.

Working with our Street Lighting Team, it is proposed to remove the existing wooden poles and install new lighting columns with LED lanterns. LED lanterns have been introduced around the borough and is having a positive effect on both residents and drivers with the improved lighting. They provide a whiter light than many of the existing street lights which makes it easier to identify objects and the layout of the road.

This proposed option will deliver additional improvements over and above the abovementioned LED programmed as there will be a full review and redesign of the lighting throughout the review area.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>- Uses less energy than traditional street lighting lanterns.</li> <li>- More reliable, reducing the number of faults with outages.</li> <li>- Cost of maintenance is significantly reduced.</li> <li>- Reduces the level of pollution as LED's do not contain harmful chemicals found in other lighting sources such as mercury or sodium.</li> <li>- Do not emit ultraviolet or infrared light and therefore do not negatively impact on the environment.</li> <li>- Provide a better quality of light to enhance traffic calming features.</li> <li>- Safer feeling for residents and pedestrians.</li> </ul>	<ul style="list-style-type: none"> <li>- May require additional lighting columns which could impact on some residents having them outside their properties.</li> <li>- Improved lighting could make the route more desirable for drivers during the hours of darkness.</li> </ul>



## 4.7 Option 7 – HGV Restriction

Concerns have been raised by local residents and Ward Members regarding the number of large vehicles who use the route. Option seven will look to implement a HGV restriction along Woodhouse Lane from its junction with Bridge Road and continuing through Frame Lane to its junction with Doseley Road.

There are businesses which may rely on heavy goods vehicles accessing the premises along this route that can only be accessed by these roads, therefore the restriction would have an exception to permit the use of heavy goods vehicles when accessing these premises only.

Signing from the main distributor routes would also be reviewed as part of the scheme to ensure that drivers are aware of the weight restrictions in place, which will allow them to take a more suitable and appropriate route.

By limiting heavy goods vehicles in this area it will enhance the sense of safety in the local community and reduce any damage to the infrastructure.

This would be subject to a formal legal consultation and therefore could receive objections by members of the public and other statutory consultees such as the Police.

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>- Prevent the route being used as a 'rat run' by large vehicles.</li> <li>- Prevent damage to the road or to any building on or near the road.</li> <li>- Preserving and improving the amenities of the area.</li> <li>- Reducing danger to pedestrians/cyclists or other traffic using the road.</li> <li>- Businesses within the review area will not be impacted.</li> </ul>	<ul style="list-style-type: none"> <li>- Subject to a formal legal public consultation and could be objected to.</li> <li>- Difficult restriction for the Police to enforce so would rely on self-regulation by robust signing.</li> </ul>



## 5.0 Recommendation

Following a review of the data contained within this report, it shows that speeds are higher and in excess of the Police enforcement levels and it is considered that additional traffic calming will provide a positive difference to the area both for residents and road users.

The Network Management recommends that consideration is given to all options which are being proposed. This will ensure that both Frame Lane and Woodhouse Lane are treated as a whole route, rather than targeting individual areas. Speed cushions have the greatest impact on reducing vehicle speeds and is an effective form of traffic calming and introducing these with the other engineering measures will provide an effective form of traffic calming for the whole review area. The implementation of speed cushions will complement the existing speed cushions on St Luke's Road and deter drivers from using this route as a through road and therefore encourage more users of the more strategic road network. Along with an environmental weight restriction, this will make the area a safer route for the local community.

Should the measures be supported, a period of post scheme monitoring will be undertaken to assess the impact on vehicle speeds. Consideration will then be given to implementing a 20mph speed limit if the physical measures have reduced vehicle speeds sufficiently.

It should be noted that improvements to the current street lighting in the area will need to go ahead as the existing lighting will not be adequate enough to support any new traffic calming features which are being proposed.

If the above recommendations are not supported during public consultation, softer engineering measures (signing and lining only) will be considered, in addition to the street lighting upgrades.

In addition to the recommendations above, the Parish have also asked that consideration be given to look at the closure of Frame Lane and the installation of an additional uncontrolled crossing point between No.1 Frame Lane and the junction of Doseley Road. These options have been noted as a future consideration. As part of the post scheme monitoring, the success of the initial scheme will be looked at and if needed, these further engineering measures will be considered.



## 6.0 What will happen next?

The outcomes of discussions between the Network Management Team, Ward Members and the Parish Council will be reviewed in detail and a decision will be made based on how best to proceed. Should agreement be reached, the scheme will be taken forward to wider consultation with residents who are directly affected by the scheme.

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.



## 7.0 Appendix

### Appendix 7.1: Scheme Proposals Drawing



## Document Control

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