

AGENDA MANAGEMENT SHEET

Name of Committee **Stratford on Avon Area Committee**

Date of Committee **14 November 2007**

Report Title **Wilmcote Traffic Management**

Summary Traffic management scheme involving signage, road markings and extension of speed limits.

For further information please contact Jaime Hickman
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Would the recommended decision be contrary to the Budget and Policy Framework? Yes/No

Background Papers Drawings No. TP7496 1- 4
Three Objections to proposals (letters and responses).

CONSULTATION ALREADY UNDERTAKEN:- *Details to be specified*

- Other Committees
- Local Member(s) Councillor R Hobbs - supports proposal.
(With brief comments, if appropriate)
- Other Elected Members
- Cabinet Member
(Reports to The Cabinet, to be cleared with appropriate Cabinet Member)
- Chief Executive
- Legal I Marriott – agreed.
- Finance
- Other Chief Officers
- District Councils

- Health Authority
- Police
- Other Bodies/Individuals Public consultation - three objection.
Parish Council - Proposals formulated in conjunction with them.
Formal consultation - No objections.

FINAL DECISION

YES (If 'No' complete Suggested Next Steps)

SUGGESTED NEXT STEPS :

Details to be specified

- Further consideration by this Committee
- To Council
- To Cabinet
- To an O & S Committee
- To an Area Committee
- Further Consultation

**Stratford on Avon Area Committee –
14 November 2007**

Wilmcote Traffic Management

**Report of the Strategic Director for
Environment and Economy**

Recommendation

Members are asked to approve for implementation the proposed traffic management proposals outlined in the report.

1. Background

- 1.1 The proposal is the result of an extended period of work carried out by Warwickshire County Council (WCC) and Wilmcote Parish Council in response to residents' concerns about traffic speeds in the village.

2. The Proposal

- 2.1 A new traffic management scheme for the village of Wilmcote consisting in brief of new road signage and road markings and an extension of the area covered by the 30mph speed limit is being proposed. The proposal has been produced in conjunction with Wilmcote Parish Council and has been subject to a public consultation exercise as well as a formal consultation. The aim of the proposals is to improve and rationalise the existing system and to increase road safety and clarity of information provided by the road signs.
- 2.2 The proposals consist of new road signs and road markings throughout the village and modifications to the 30mph speed limit as follows. A location plan is attached as **Appendix A**. Further detailed plans will be displayed at the meeting.

3. Aston Cantlow Road

- 3.1 A new 'village gateway' is to be installed just outside the existing one, to incorporate new 40 mph signs and a village nameplate to either side of the road plus a buff tarmac section of carriageway with 40 mph roundel and dragons teeth on the road itself.
- 3.2 The 30 mph limit/signs will be relocated from opposite the social club to outside Woodcot Park Drive adjacent to 117 Aston Cantlow Road.

- 3.3 New 40 mph and 30 mph repeater signs and roundels will be installed at their current locations.

4. Station Road, Featherbed Lane

- 4.1 A new 'village gateway' will be constructed, at the same location as the existing one. It will consist of 30mph signs and with village nameplates to either side of the road and a buff tarmac section with 30mph roundel and dragons teeth, on the road itself.
- 4.2 New 30 mph repeater signs and roundels will be installed at their current locations.

5. Church Road, Billesley Road

- 5.1 The 30 mph limit will be relocated from its existing position to the village side of Park Close with 30 mph signs to either side of the road and a buff tarmac section with 30 mph roundel and dragons teeth on the road itself.
- 5.2 A new 'village gateway' will be erected at the same location as the existing one, with 40 mph signs and village nameplates to either side of the road and a buff tarmac section with 30 mph roundel and dragons teeth on the road itself.
- 5.3 New 40 mph repeater signs and roundels will be installed at their current locations.

6. Objections

- 6.1 As a result of the consultation exercise objections to the proposal were received from four residents. Details of the objection letters are outlined below, but in brief:-
- (i) Three individuals objected because they felt the proposed re-positioning of roundels near Park Close had a negative impact on visibility when exiting Park Close.
 - (ii) One individual objected to the proposal because he believes it will have 'no more than a temporary effect' as it is 'local traffic that are the culprits, who will quickly return to their old habits' making the proposal a waste of public money.
- 6.2 With regard to the visibility issue, the positioning of the roundels has been carefully considered by County Highways and Safety engineers and it is felt that the proposal itself will not make the visibility any worse than it is at present (indeed with some trimming of the adjacent hedge it could be considerably better). In addition, there will be the benefit that traffic passing Park Close will be travelling at a slower speed due to the 30mph limit being extended into the existing 40 mph zone.

7. Conclusion

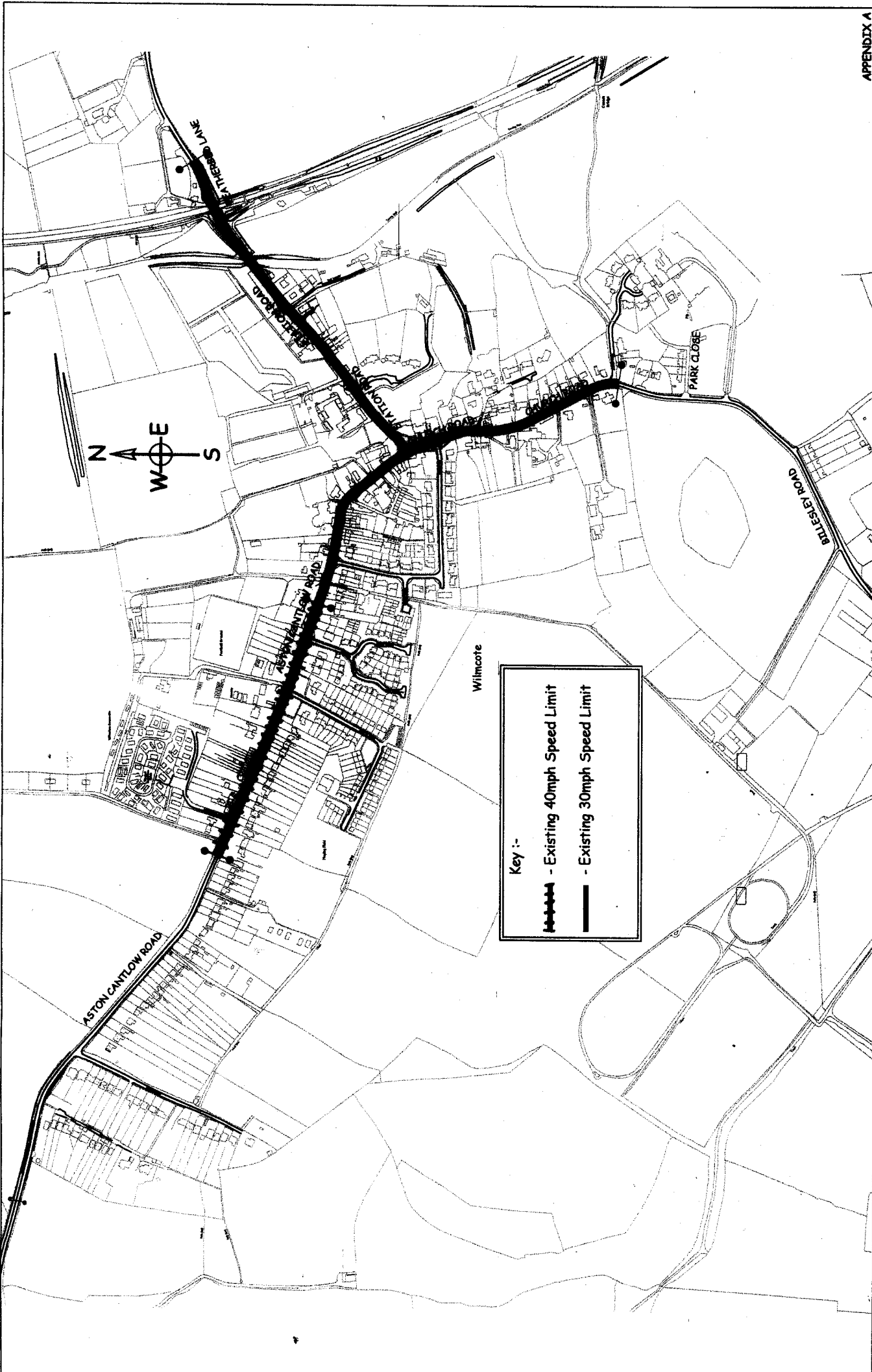
- 7.1 The proposal is the result of discussions with all parties, the majority of whom support it, over a period of years. The Parish Council supports the proposal and the one specific objection received is not considered by County Highways and Safety Engineers to be valid.
- 7.2 It is therefore the recommendation of officers that the proposal be approved for implementation as advertised.
- 7.3 In considering their decision, Members may wish to be aware that the Rural Traffic Management initiative is to be incorporated in to the broader traffic management programme in the coming financial year. Should the Wilmcote scheme not be approved at this point it would be subject to re-prioritisation by Area Committee alongside other competing schemes.

8. Recommendation

- 8.1 It is recommended that the Committee approves the proposed traffic management proposals outlined in the report, subject to the approval of the required Traffic Regulation Order.

JOHN DEEGAN
Strategic Director for Environment and Economy
Shire Hall
Warwick

5 November 2007



Key :-

- Existing 40mph Speed Limit
- Existing 30mph Speed Limit

APPENDIX A

TITLE Wilmcote Village Signing and Lining Improvements Existing Speed Limit Extents	URN CAR. / CD
DATE / SCALE	DATE / SCALE
DATE, NO.	DATE, NO.
DATE, NO.	DATE, NO.

NOTES

STRATFORD ON AVON AREA COMMITTEE
14 NOVEMBER

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