

REPORT OF THE DIRECTOR OF TECHNICAL SERVICES

**FEASIBILITY STUDY – TRAFFIC CALMING
SERPENTINE ROAD AREA, LISCARD (LISCARD WARD)**

1.0 EXECUTIVE SUMMARY

- 1.1 This report considers a feasibility study into traffic calming Serpentine Road as part of an area-based scheme including Martins Lane and side roads.
- 1.2 The report identifies that accident figures have reduced since Serpentine Road was identified as a local safety scheme in 2004/05. It also identifies that an area-based scheme should be considered rather than treating Serpentine Road in isolation.
- 1.3 This report recommends that Members note the content of this report and that the area-based solution be advertised on site with a view to implementation in 2007/08 and that the report be referred to Cabinet for ratification.

2.0 BACKGROUND

- 2.1 Committee will recall that this particular site and discussion of possible solutions to the previously identified personal injury accident problem has a long and detailed history.
- 2.2 My last report to this Committee on 16th January 2007 (minute 40 refers) outlined the responses to the statutory advertisement procedure to formally close Serpentine Road to through traffic.
- 2.3 The report identified that a large proportion of local residents in the surrounding area were not in favour of closing Serpentine Road
- 2.4 The Committee's resolution was as follows :- *That a traffic calming scheme be implemented in Serpentine Road, Liscard, as originally advertised and ratified by Cabinet, and that officers also explore the possibility of introducing a traffic calming scheme in Martins Lane, Liscard.*

3.0 FEASIBILITY STUDY

- 3.1 Committee will recall that the initial proposal was to traffic-calm Serpentine Road which, through consultation did not find overall favour with residents of Serpentine Road. Their preferred method to bring about a reduction in accident casualties was to close the road. It was the closure scheme which Committee discussed at length at the meeting of 16th January 2007.
- 3.2 As a result of the extensive consultation exercise, it has been clearly identified that to traffic calm or close Serpentine Road in isolation may result in the displacement of traffic into one or two of the side roads, which currently have no recorded personal injury accidents. However, it could be expected that Martins Lane would become the main focus of the displaced traffic. The introduction of traffic calming in Martins Lane and side roads should reduce the possibility of traffic displacement.
- 3.3 The proposed scheme will involve the introduction of traffic calming measures in Serpentine Road along with Martins Lane and side roads as indicated on Plan No. B.Eng/3170/1. Such features will comprise of speed cushions and road humps. The side roads which would be traffic calmed as part of this scheme are as follows:-

Hawarden Avenue, Chatsworth Avenue, Eaton Avenue, Central Park Avenue, Ferndale Avenue, Empress Road and Oxford Road.

- 3.4 A 20 miles per hour Traffic Regulation Order will be advertised with a view to its introduction within the traffic calmed area.
- 3.5 A “gateway” feature into the 20 miles per hour zone would be constructed as part of the proposal in Martins Lane north of its junction with Serpentine Road.
- 3.6 At the time of writing this report, consultation is being undertaken with the emergency services regarding the proposed layout of the traffic-calming scheme. Martins Lane and Serpentine Road (between Martins Lane and Trafalgar Road) are the preferred routes for access for the emergency services into the local area.
- 3.7 Should the emergency services raise any concerns to the proposals, these will be reported verbally at the meeting.
- 3.8 The cost of implementing the traffic-calming scheme would be approximately £100,000. This is substantially higher than the initial estimate of £20,000 for measures in Serpentine Road alone, however it can be contained within this year’s LTP capital allocation.
- 3.9 During the current three-year study period there have been three personal injury accidents in Serpentine Road and six personal injury accidents in Martins Lane. Analysis of these accidents has revealed that four of these accidents could have been prevented by the introduction of traffic calming measures. There have been no recorded personal injury accidents in the side roads between Serpentine Road and Martins Lane. Initially seven road accidents involving personal injury had been identified in the three-year period up to 31 December 2003 within Serpentine Road.
- 3.10 The First Year Rate of Return (FYRR) is the calculation to estimate the economic worth of the proposed scheme. This is calculated using the net monetary value of the accident (and other) savings expected in the first year of the scheme, expressed as a percentage of the total capital cost. The calculation for the First Year Rate of Return (FYRR) has revealed that based on saving four accidents and a spend of £100,000 the FYRR would be 125%.
- 3.11 Subject to Committee endorsing the proposals to implement an area-based scheme as shown on Plan No. BEng/3170/1, a statutory consultation will be undertaken. As is the usual practice through statutory consultation, any unresolved objections will be brought back before your Committee for a decision prior to being able to implement the scheme.
- 3.12 Should there be no objection, then the scheme will be able to proceed after the completion of the consultation exercise.

4.0 SUMMARY

- 4.1 The introduction of a traffic-calming scheme, which includes Serpentine Road, Martins Lane and side roads, is an area-based solution to reduce the speed of traffic rather than treating Serpentine Road in isolation. The area-based solution should also help to address issues relating to the possible displacement of traffic into the side roads and Martins Lane.

5.0 FINANCIAL AND STAFFING IMPLICATIONS

- 5.1 The cost to implement a traffic-calming scheme in Serpentine Road, Martins Lane and side roads is estimated to be £100,000. Funding for this scheme would be met from the 2007/08 Transport Capital Programme. This funding would be split between Local Safety Schemes (£57,000) and Speed Reduction Schemes (£43,000).

6.0 EQUAL OPPORTUNITIES IMPLICATIONS

6.1 There are no implications under this heading.

7.0 PLANNING IMPLICATIONS

7.1 There are no implications under this heading.

8.0 COMMUNITY SAFETY IMPLICATIONS

8.1 Features to calm traffic speeds can have a positive impact on community safety.

9.0 HUMAN RIGHTS IMPLICATIONS

9.1 There are no specific human rights implications arising directly from this report.

10.0 LOCAL AGENDA 21 IMPLICATIONS

10.1 There are no implications under this heading.

11.0 ACCESS TO INFORMATION ACT

11.1 Letters and emails received by my Department have been used in the preparation of this report.

12.0 LOCAL MEMBER SUPPORT IMPLICATIONS.

12.1 This report has implications for the Liscard Ward.

13.0 RECOMMENDATIONS

13.1 That Committee note the content of this report and that the area based solution as shown on Plan No. BEng/3170/1 be statutorily advertised with a view to implementation in 2007/08 and that the report be referred to Cabinet for approval.

DAVID GREEN, DIRECTOR
TECHNICAL SERVICES