

## READING BOROUGH COUNCIL

### REPORT BY DIRECTOR OF ENVIRONMENT AND NEIGHBOURHOOD SERVICES

TO:	TRAFFIC MANAGEMENT SUB-COMMITTEE		
DATE:	12 JANUARY 2017	AGENDA ITEM:	8
TITLE:	CRESCENT ROAD & GRANGE AVENUE TRAFFIC MANAGEMENT MEASURES - UPDATE		
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#### 1. EXECUTIVE SUMMARY

- 1.1 To report to the Sub-Committee an update on the traffic management proposals presented in June 2016, which aimed to address the concerns of rat-running traffic along Crescent Road.
- 1.2 Appendix 1 provides an indicative drawing of these proposals.

#### 2. RECOMMENDED ACTION

- 2.1 That the Sub-Committee notes the report.
- 2.2 Once funding for a traffic management scheme can be identified, that an informal consultation is conducted locally, in consultation with the Chair of the Sub-Committee, the Lead Councillor for Strategic Environment, Planning and Transport and Ward Councillors.
- 2.3 That a summary of the consultation results and a detailed proposal be presented at a future meeting of the Sub-Committee.

#### 3. POLICY CONTEXT

- 3.1 The consultation process for traffic management schemes is specified within existing Traffic Management Policies and Standards.

#### 4. BACKGROUND AND PROPOSAL

- 4.1 During the March 2016 Sub-Committee meeting, when the Crescent Road permit parking petition update report was presented, concerns were raised regarding traffic volumes on Crescent Road.
- 4.2 It was reported that there are high volumes of 'rat-run' traffic using Crescent Road to avoid Cemetery junction and concerns that, should parking be formalised in the street, this could make Crescent Road more attractive for this use. Officers were asked to consider traffic management solutions for this issue and the impact that these measures could have to surrounding streets.
- 4.3 At the June 2016 meeting of the Sub-Committee, Officers reported the options that would typically be considered in order to address an issue of rat-running traffic.
- 4.4 Officers proposed that the installation of a one-way plug, preventing traffic from entering Crescent Road from Wokingham Road, would significantly reduce the volumes of traffic along Crescent Road. This solution would have the dual benefits of reducing traffic flows on, and providing a safer pedestrian crossing for, Crescent Road.
- 4.5 As part of this solution, Officers proposed that consideration be given to reversing the one-way direction on the section of Grange Avenue, from its junction with Wokingham Road. This would address the issue of outbound traffic using Crescent Road, Wokingham Road, Grange Avenue and Wykeham Road as a route for leaving the borough.
- 4.6 Officers have produced an indicative drawing to illustrate how the proposals could look (Appendix 1). Officers have included a contra-flow cycle lane in the Crescent Road one-way plug to maintain and encourage cycle access to the area.
- 4.7 The proposals will remove the rat-run route, but will also require residents to use alternative access routes. Officers recommend that, once funding for such a traffic management scheme can be identified, that they work with the Chair of the Sub-Committee, the Lead Councillor for Strategic Environment and Ward Councillors to implement an informal consultation in the affected local area.
- 4.8 The results of the informal consultation can be presented at a future meeting of the Sub-Committee and a detailed design created. Once the design has been safety-audited, and with agreement of the Sub-Committee, the proposals can be progressed to statutory consultation.

## **5. CONTRIBUTION TO STRATEGIC AIMS**

5.1 This proposal supports the aims and objectives of the Local Transport Plan and contributes to the Council's strategic aims, as set out below:

- Keeping the town clean, green and active.
- Providing the infrastructure to support the economy.
- Remaining financially sustainable to deliver these service priorities.

## **6. COMMUNITY ENGAGEMENT AND INFORMATION**

6.1 It is recommended that an informal consultation be conducted with local residents that would likely be affected by the proposals. This will allow Members and Officers to consider these views and adjust the proposals, if necessary, ahead of conducting a statutory consultation.

## **7. LEGAL IMPLICATIONS**

7.1 None arising from this report.

## **8. EQUALITY IMPACT ASSESSMENT**

8.1 In addition to the Human Rights Act 1998 the Council is required to comply with the Equalities Act 2010. Section 149 of the Equalities Act 2010 requires the Council to have due regard to the need to:-

- eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

8.2 The Council will carry out an equality impact assessment scoping exercise prior to conducting the statutory consultation on the preferred measures.

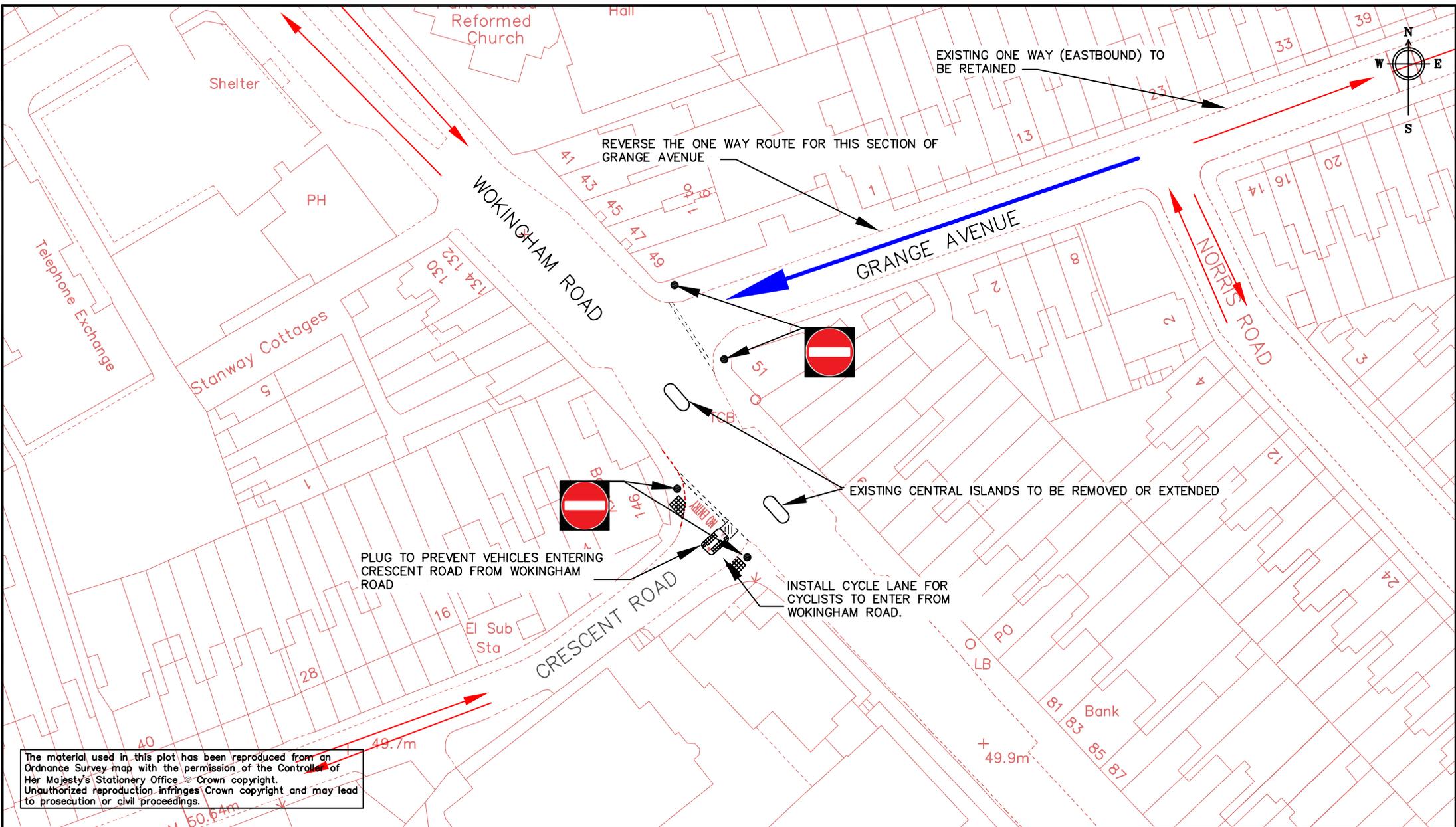
## **9. FINANCIAL IMPLICATIONS**

9.1 None arising from this report.

9.2 Funding will need to be identified, prior to the implementation of any aspect of this report.

**10. BACKGROUND PAPERS**

10.1 Traffic Management Sub-Committee reports and minutes from June 2016 and March 2016.



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CAD Drawing Location:			
project	scale	drawn JT	checked JC
CRESCENT ROAD AND GRANGE AVENUE	N.T.S	approved JP	
drawing	drawing no.	date DEC 2016	
CRESCENT ROAD AND GRANGE AVENUE	PROPOSAL FOR GRANGE AVENUE AND CRESCENT ROAD		



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