
NORTHDOWN ROAD, CLIFTONVILLE, MARGATE – CASUALTY REDUCTION MEASURES

To: **Thanet Joint Transportation Board, 15 September 2022**

Main Portfolio Area: **KCC – Growth Environment and Transport**

By: **Director of Highways and Transportation**

Classification: **Unrestricted**

Wards: **Cliftonville West**

Division: **Margate**

Summary: **The report summarises the results of a public consultation for proposed Casualty Reduction Scheme in Northdown Road, Margate**

For Recommendation

1.0 Introduction and Background

1.1 Kent County Council (KCC) is proposing to make some changes to Northdown Road to reduce the number of personal injuries occurring – particularly to pedestrians – through road traffic collisions.

1.2 During the past ten years, up until March 2021, there were 49 collisions reported to the police where a pedestrian was injured. We have already made improvements for pedestrian safety along Northdown Road during this time, but the collision rate remains high. A recent study of the road and previous crashes along it identified the following issues:

- The footpath on the southern side of the road is in shade for much of the day, making any pedestrians waiting to cross less visible to drivers.
- The road is straight, which may encourage drivers to travel at a higher speed.
- Some pedestrian crossing points are in front of bus stops, so drivers passing a bus at the stop may not see a pedestrian stepping out until they are out in the road.
- There are many pedestrian crossing points (informal dropped kerbs and zebra crossings), often very close together.
- Two of the zebra crossings incorporate centre islands, and some crashes seemed to have occurred when a pedestrian has crossed to the centre island, and then been struck on the second part of the crossing. There may be uncertainty between pedestrians and drivers whether to treat such crossings as one or two separate movements.

1.3 In response to these concerns, we are proposing the following changes in seven locations along Northdown Road:

- Location 1 and 2 – On Clifton Road, St Paul's Road and Edgar Road: Reduction of 'no waiting at all times' restrictions (double yellow lines) to provide additional on-street parking.
- Location 3 – By Arthur Road: The existing parking bays (equivalent to four car lengths) would be reduced to the equivalent of three car lengths and moved nearer to

the junction of Arthur Road. The footway would be widened to allow buses to pull up close to and parallel to the kerb. This would also allow pedestrians crossing outside of the church to see vehicles approaching from their right.

On Wilderness Hill: The existing parking bay would be extended by the equivalent of half a car length. The kerb would be extended around the corner to provide an improved crossing point, and the 'give way' line would be moved forward to give better visibility for drivers turning out of the junction.

By Wilderness Hill: The existing bay would be extended by approximately one car length. A new footway build-out (where the kerb is extended) would be created on the southern side along with dropped kerbs for pedestrian crossing points on both sides. The kerbs at the bus stop would also be raised.

- Location 4 – By Edgar Road: The footway would be enlarged in front of St Paul's Church and a pedestrian crossing point created set back into the side road. The existing splitter island would be removed and narrowed at its junction with Northdown Road. The footway on southern side of road would be widened on both sides of the zebra crossing. The existing centre islands would be removed from the zebra crossing as well as the existing parking bays on the north side to allow the full eight zig-zag marks for the zebra crossing to be placed. By shortening the width of the crossing, we would improve visibility between pedestrians waiting to cross and approaching vehicles.

Northdown Road: The dropped kerbs would be replaced with raised bus stop kerbs and the existing pedestrian crossing point removed. The build-out on north side would be removed with full height kerbs reinstated and a smaller island installed with a 'keep right' bollard. Bollards would be installed at the front of the footways on the approaches to the zebra crossing on both sides of Northdown Road and for a short distance in Edgar Road. This would be to deter people from driving and parking on the footways.

- Location 5 – By Godwin Road: Part of the footway would be widened and extended back to discourage stopping, this will require the gully to be moved. The zebra crossing zig-zag markings would be extended. The bus stop near Godwin Road would be removed to improve visibility for drivers and riders and for those turning right out of Godwin Road.

By Cliftonville Avenue: Opposite the junction with Cliftonville Avenue a new bus stop would be installed. The existing kerb build-out would be enlarged with raised bus kerbs. The pedestrian crossing point would be removed on both sides.

- Location 6 – Northdown Road: The build-out footway would be removed, and parking bays joined to allow the equivalent of one additional car length. The dropped kerbs would be replaced with raised bus stop kerbs.

By Prices Avenue and Harold Road: The existing pedestrian guard railing would be extended by three 2 metre lengths back towards Harold Road.

- Location 7 – By Lyndhurst Avenue and Warwick Road: The existing centre islands would be removed from the zebra crossing. The footway on the southern side would be further widened. The Lyndhurst Avenue junction line would be moved out, in line with the widened southern footway.
- There will be no loss to the total number of parking spaces in the area as any spaces removed have been offset by provision of extra parking in the immediate vicinity of Northdown Road.

1.4 The scheme would deliver positive impacts by:

- improving road safety for all road users
- improving facilities for bus users
- increasing parking provision in the area

1.5 The scheme is being funded by KCC's Crash Remedial Measures fund.

1.6 An Equality Impact Assessment (EqIA) has been undertaken to assess possible impacts of the scheme on protected characteristics as defined in the Equality Act 2010. These are: age, disability, sex, gender identity, sexual orientation, race, religion, and carer's responsibilities.

2.0 Public Consultation

2.1 A public consultation has been undertaken to inform members of the public and stakeholder organisations of the proposals and enable them to 'have their say'. The consultation ran from 1 July 2022 to 25 July 2022.

2.2 The consultation was conducted for both the Traffic Regulation Order, which would be required to the proposed changes to waiting restrictions and parking bays, and for the scheme as a whole.

2.3 Consultation posters were placed in the local area and consultation leaflets were hand-delivered to residents and businesses in the immediate vicinity of the proposed scheme. Consultation documents were e-mailed to Ward Members, statutory consultees and stakeholder organisations, and details were sent to registered users of the Let's Talk Kent facility regarding road, traffic and transport scheme consultations.

2.4 A copy of all the consultation documents were made available on KCC Consultation engagement webpage and respondents were able to register their views online. Alternatively hard copies could be made available on request, and responses could be made by post or e-mail.

2.5 A copy of the consultation documents including the questionnaire and Equality Impact Assessment can be found in Appendix A.

3.0 Public Consultation Results

3.1 In total 40 responses were received for the proposed Traffic Regulation Order, and 30 responses to the proposed scheme.

3.2 A copy of the consultation report, giving full details of the public consultation and an analysis of the responses and comments, can be seen in Appendix B.

3.3 It can be seen that responses to the Traffic Regulation Order are split, and in general there is a majority of support for the proposed scheme (53%) than against it (40%).

3.4 The biggest concerns raised by respondents was the loss of parking spaces (businesses and residents) and concerns about impact on local businesses. As part of the design, KCC has managed to find alternative parking either in Northdown Road or adjacent streets so that there is no net loss of parking in the area and this will mitigate against loss of parking.

3.5 It must be considered that this is a Casualty Reduction Scheme and has been designed based on analysis of the pedestrian personal injury crashes that have taken place to

address the existing apparent pedestrian safety problem. Only delivering part of the scheme will detract from its effectiveness of this opportunity and should not be considered.

- 3.6 KCC are in the process of investigating further studies of pedestrian behaviour along the road to gain a broader understanding of any wider issues. The results of this study will be used to inform other work such as publicity campaigns to complement the proposed engineering works.

4.0 For Recommendation

- 4.1 Members are asked to note the contents of this report and the consultation report, with a recommendation to proceed with the proposed measures.

Contact Officer:	Richard Heaps, Road Safety Engineering Project Manager, Kent County Council
Reporting to:	Tim Read, Head of Transportation, Kent County Council

Appendix List

<i>Appendix A</i>	<i>Consultation Documents</i>
<i>Appendix B</i>	<i>Consultation Report</i>

APPENDIX A – CONSULTATION DOCUMENTS

APPENDIX B – CONSULTATION REPORT