



Key

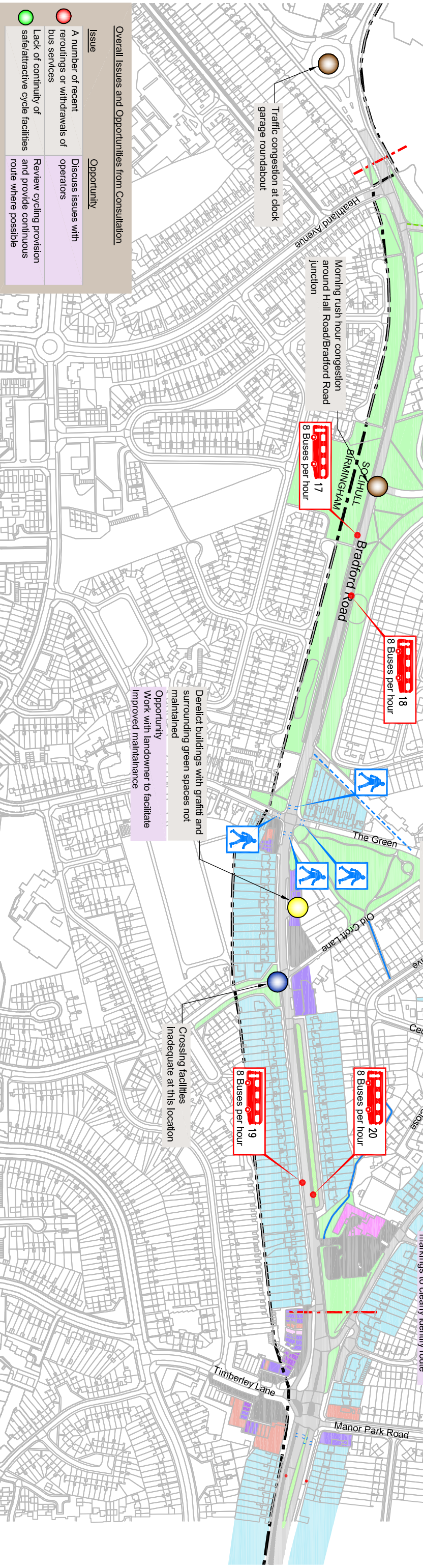
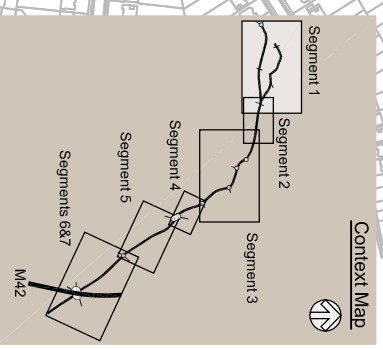
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- Greenpace Within the Street
- Point of Interest / Landmark
- Issues / Opportunities
- Pedestrian
- Cycling
- Public Transport
- General Traffic
- Accessibility
- Freight / Servicing
- Parking
- Public Realm
- Environment
- Safety
- Maintenance

Frontage Land Use
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- Residential Property
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- Non-food Retail
- Public Houses
- Restaurants
- Other Leisure Facilities
- Office
- Light Retail
- Green Space
- Public Services
- Car Parks
- Vacant Retail Units (as at July 2009)

Transport Network

- Public Right Of Way
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- Shared Cycleway / Footway
- Toucan Crossing
- Pelican Crossing
- Signalised Crossing Point
- Bus Stop Location
- Bus Stop Reference and Daytime Service Frequency by Direction
- Railway Station Information



Overall Issues and Opportunities from Consultation

Issue	Opportunity
A number of recent reroutings or withdrawals of bus services	Discuss issues with operators
Lack of continuity of safe/attractive cycle facilities	Review cycling provision and provide continuous route where possible

CONSOLIDATED ISSUES & OPPORTUNITIES

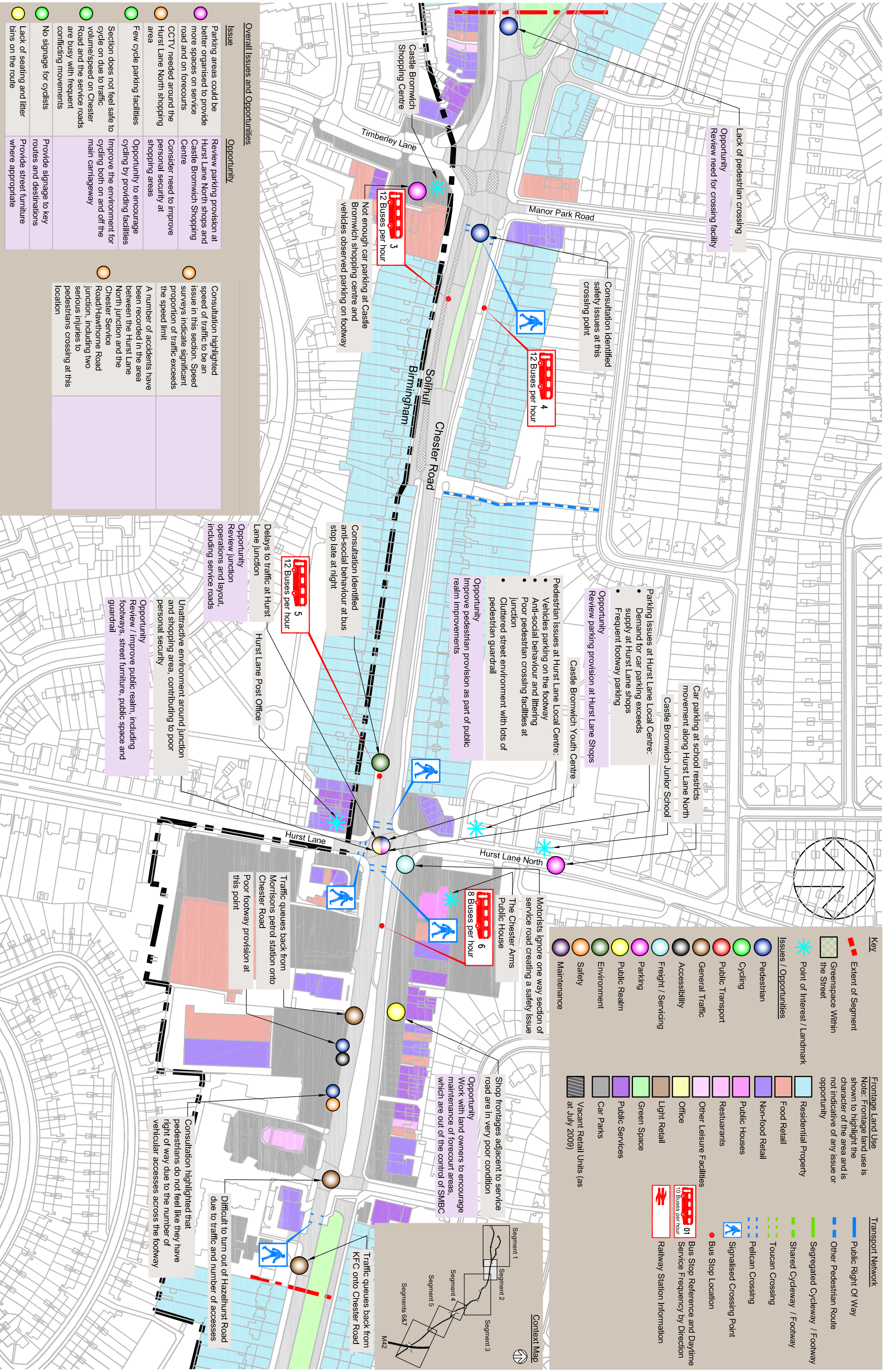
CHESTER ROAD - SEGMENT 1

This plan summarises the combined key issues and opportunities from the baseline assessment and consultation

FINAL ISSUE
23rd FEBRUARY 2010

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Overall Issues and Opportunities

Issue	Opportunity
Parking areas could be better organised to provide more spaces on service road and on forecourts	Review parking provision at Hurst Lane North shops and Castle Bromwich Shopping Centre
CCTV needed around the Hurst Lane North shopping area	Consider need to improve personal security at shopping areas
Few cycle parking facilities	Opportunity to encourage cycling by providing facilities
Section does not feel safe to cycle on due to traffic volume/speed on Chester Road and the service roads are busy with frequent conflicting movements	Improve the environment for cycling both on and off the main carriageway
No signage for cyclists	Provide signage to key routes and destinations
Lack of seating and litter bins on the route	Provide street furniture where appropriate

<p>Consultation highlighted speed of traffic to be an issue in this section. Speed surveys indicate significant proportion of traffic exceeds the speed limit</p> <p>A number of accidents have been recorded in the area between the Hurst Lane North junction and the Chester Service Road/Hawthorne Road junction, including two serious injuries to pedestrians crossing at this location</p>	
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<p>Delays to traffic at Hurst Lane junction</p> <p>Review junction operations and layout, including service roads</p>	<p>Unattractive environment around junction and shopping area, contributing to poor personal security</p> <p>Opportunity Review / improve public realm, including footways, street furniture, public space and guardrail</p>
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Key

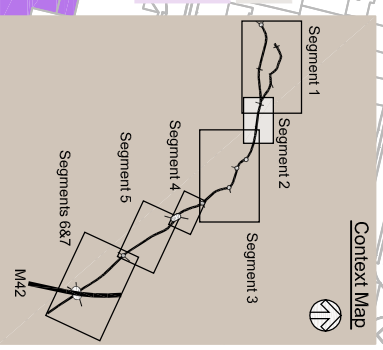
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CONSOLIDATED ISSUES & OPPORTUNITIES

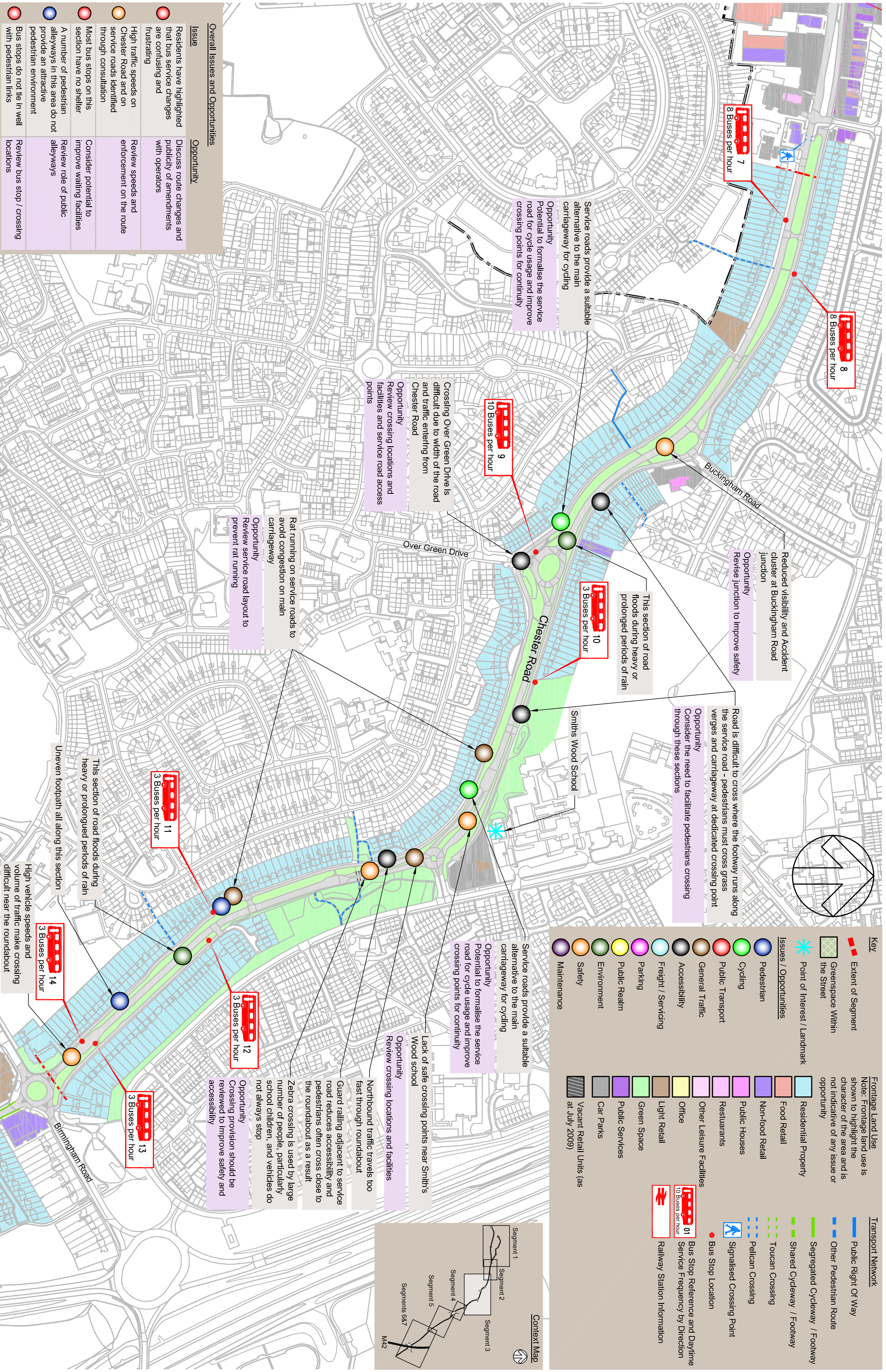
CHESTER ROAD - SEGMENT 2

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23rd FEBRUARY 2010

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Issue	Opportunity
Residents have highlighted that bus service changes are confusing and frustrating	Discuss route changes and publicity of amendments with operators
High traffic speeds on Chester Road and on service roads identified through consultation	Review speeds and enforcement on the route
Most bus stops on this section have no shelter	Consider potential to improve waiting facilities
A number of pedestrian alleyways in this area do not provide an attractive pedestrian environment	Review role of public alleyways
Bus stops do not tie in well with pedestrian links	Review bus stop / crossing locations

CONSOLIDATED ISSUES & OPPORTUNITIES

CHESTER ROAD - SEGMENT 3

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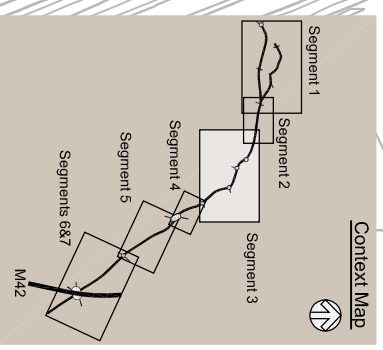
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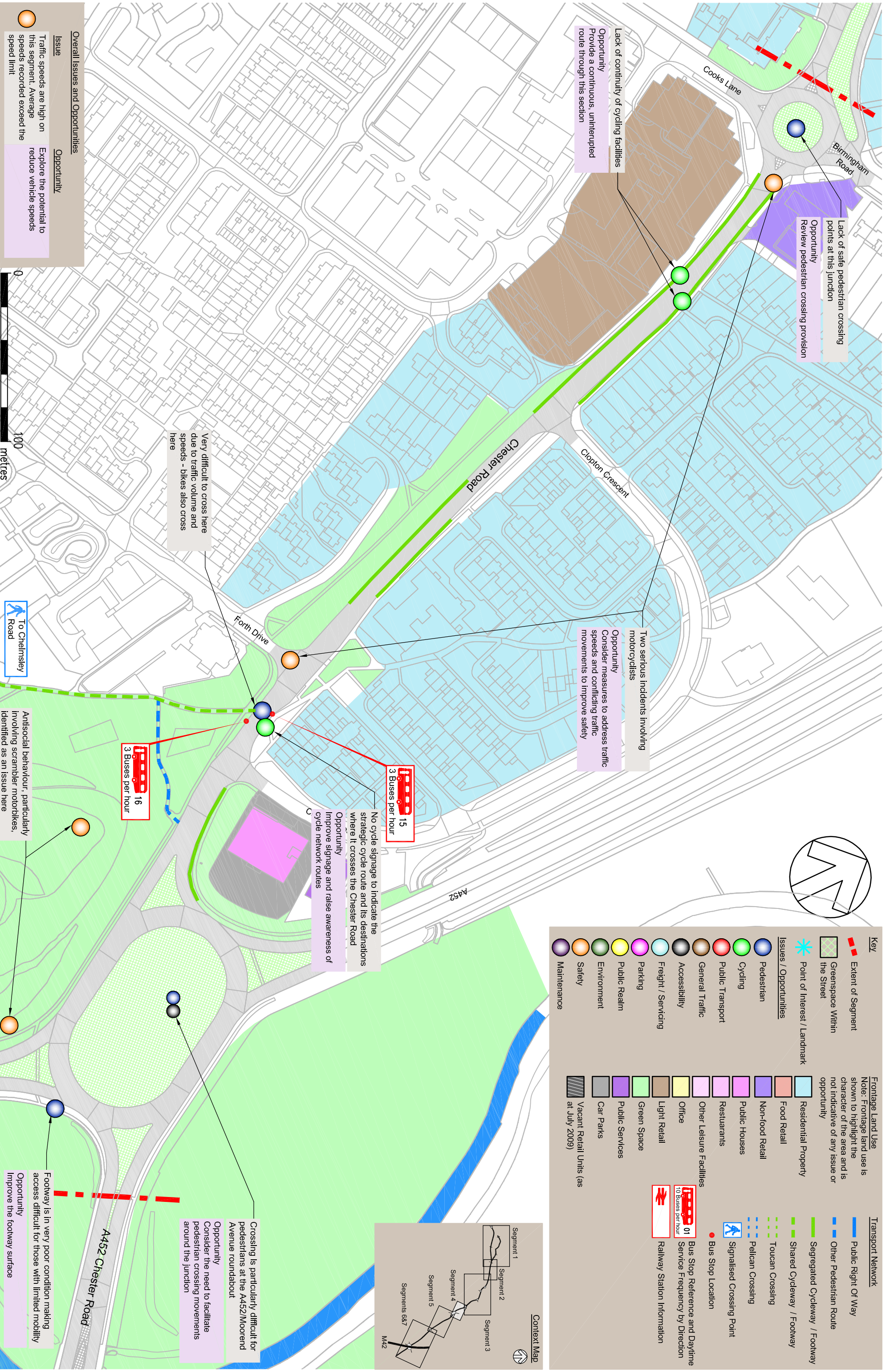
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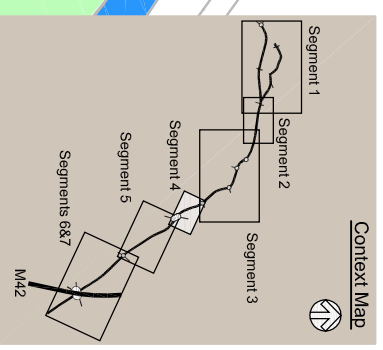
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Overall Issues and Opportunities

Issue
 Traffic speeds are high on this segment. Average speeds recorded exceed the speed limit

Opportunity
 Explore the potential to reduce vehicle speeds



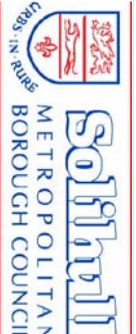
CONSOLIDATED ISSUES & OPPORTUNITIES

CHESTER ROAD - SEGMENT 4

This plan summarises the combined key issues and opportunities from the baseline assessment and consultation

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Antisocial behaviour, particularly involving scrambler motorbikes, identified as an issue here

16
3 Buses per hour

15
3 Buses per hour

Footway is in very poor condition making access difficult for those with limited mobility
 Opportunity
 Improve the footway surface

Crossing is particularly difficult for pedestrians at the A452/Moorend Avenue roundabout
 Opportunity
 Consider the need to facilitate pedestrian crossing movements around the junction

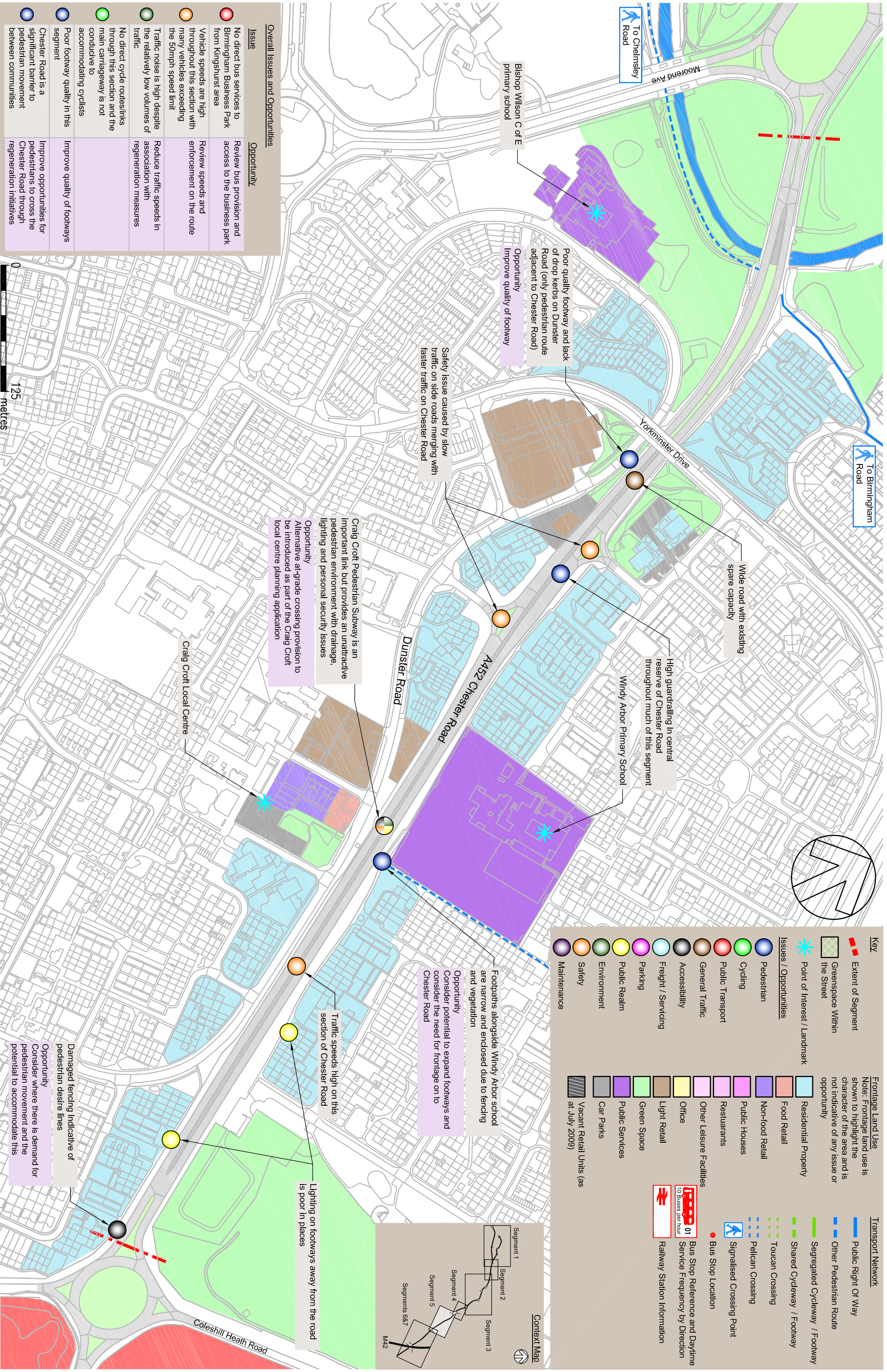
Very difficult to cross here due to traffic volume and speeds - bikes also cross here

Two serious incidents involving motorcyclists
 Opportunity
 Consider measures to address traffic speeds and conflicting traffic movements to improve safety

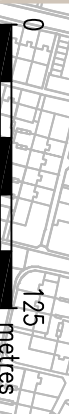
No cycle signage to indicate the strategic cycle route and its destinations where it crosses the Chester Road
 Opportunity
 Improve signage and raise awareness of cycle network routes

Lack of continuity of cycling facilities
 Opportunity
 Provide a continuous, uninterrupted route through this section

Lack of safe pedestrian crossing points at this junction
 Opportunity
 Review pedestrian crossing provision



Overall Issues and Opportunities	
Issue	Opportunity
● No direct bus services to Birmingham Business Park from Kingsthurst area	● Review bus provision and access to the business park
● Vehicle speeds are high throughout this section with many vehicles exceeding the 50mph speed limit	● Review speeds and enforcement on the route
● Traffic noise is high despite the relatively low volumes of traffic	● Reduce traffic speeds in association with regeneration measures
● No direct cycle routes/links through this section and the main carriageway is not conducive to accommodating cyclists	● Improve quality of footways
● Poor footway quality in this segment	● Improve quality of footways
● Chester Road is a significant barrier to pedestrian movement between communities	● Improve opportunities for pedestrians to cross the Chester Road through regeneration initiatives



CONSOLIDATED ISSUES & OPPORTUNITIES

CHESTER ROAD - SEGMENT 5

This plan summarises the combined key issues and opportunities from the baseline assessment and consultation

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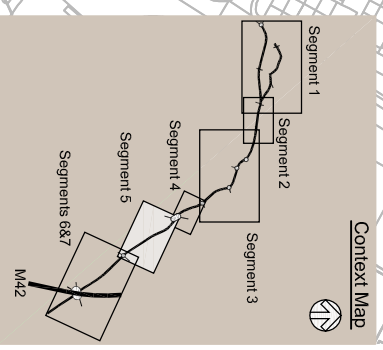
- Red dashed line: Extent of Segment
- Green hatched: Greenspace Within the Street
- Starburst: Point of Interest / Landmark
- Blue circle: Issues / Opportunities
- Blue circle: Pedestrian
- Green circle: Cycling
- Red circle: Public Transport
- Brown circle: General Traffic
- Grey circle: Accessibility
- Light blue circle: Freight / Servicing
- Pink circle: Parking
- Yellow circle: Public Realm
- Green circle: Environment
- Orange circle: Safety
- Purple circle: Maintenance

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- Light blue: Residential Property
- Orange: Food Retail
- Red: Non-food Retail
- Green: Public Houses
- Pink: Restaurants
- Light purple: Other Leisure Facilities
- Yellow: Office
- Light green: Light Retail
- Green: Green Space
- Purple: Public Services
- Grey: Car Parks
- Dark grey: Vacant Retail Units (as at July 2009)

Transport Network

- Blue line: Public Right Of Way
- Blue dashed line: Other Pedestrian Route
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- Green dashed line: Shared Cycleway / Footway
- Green dashed line: Toucan Crossing
- Blue dashed line: Pelican Crossing
- Blue dashed line: Signalised Crossing Point
- Red dot: Bus Stop Location
- Red box: Bus Stop Reference and Daytime Service Frequency by Direction
- Red box: Railway Station Information



Wide road with existing spare capacity

High guardrailling in central reserve of Chester Road throughout much of this segment

Windy Arbor Primary School

Poor quality footway and lack of drop kerbs on Dunstler Road (only pedestrian route adjacent to Chester Road)

Opportunity: Improve quality of footway

Safety issue caused by slow traffic on side roads merging with faster traffic on Chester Road

Craig Croft Pedestrian Subway is an important link but provides an unattractive pedestrian environment with drainage, lighting and personal security issues

Opportunity: Alternative at-grade crossing provision to be introduced as part of the Craig Croft local centre planning application

Craig Croft Local Centre

Footpaths alongside Windy Arbor school are narrow and enclosed due to fencing and vegetation

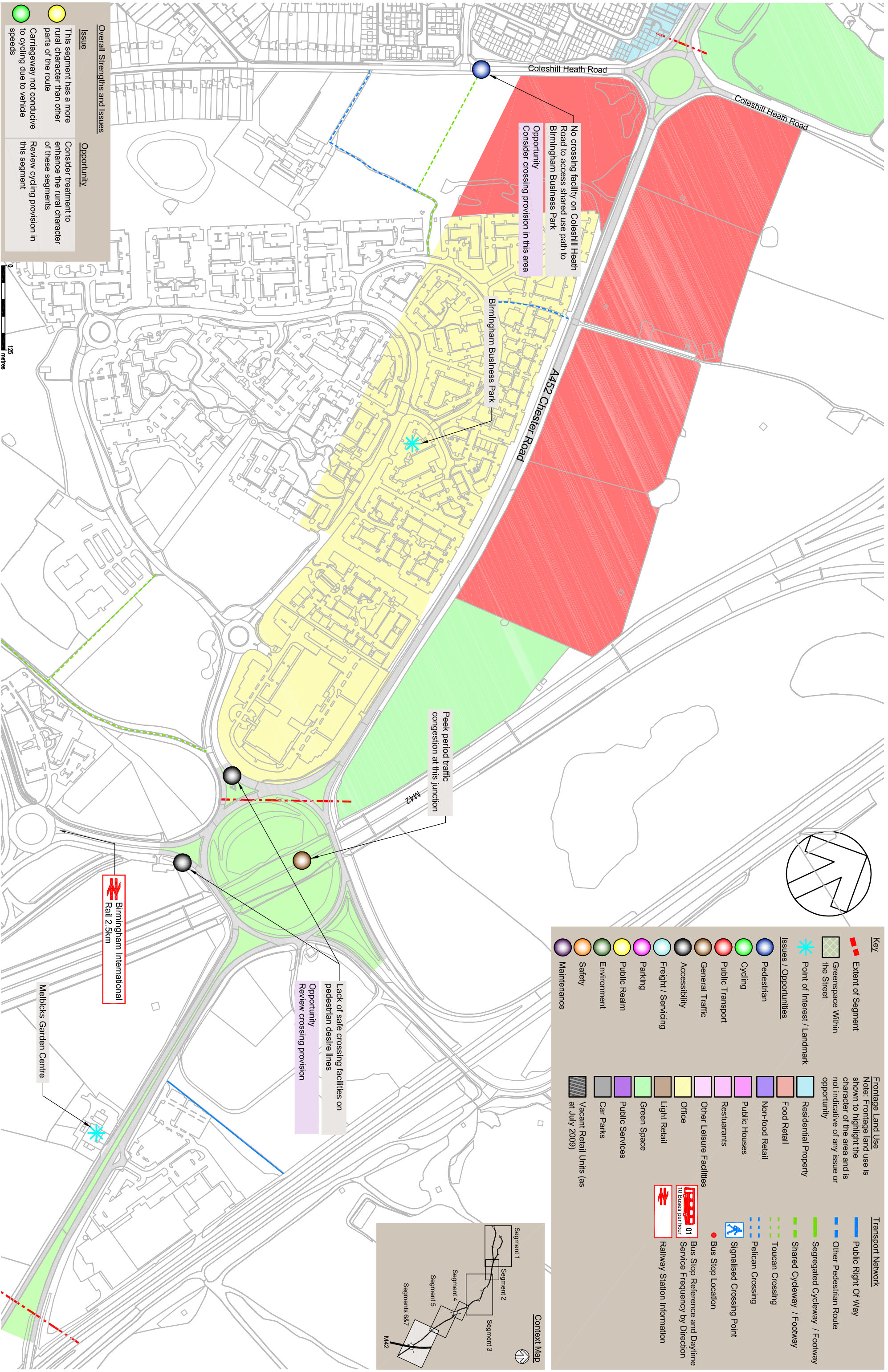
Opportunity: Consider potential to expand footways and consider the need for frontage on to Chester Road

Traffic speeds high on this section of Chester Road

Lighting on footways away from the road is poor in places

Damaged fencing indicative of pedestrian desire lines

Opportunity: Consider where there is demand for pedestrian movement and the potential to accommodate this



Overall Strengths and Issues

Issue
 This segment has a more rural character than other parts of the route
 Carriageway not conducive to cycling due to vehicle speeds

Opportunity
 Consider treatment to enhance the rural character of these segments
 Review cycling provision in this segment

Key

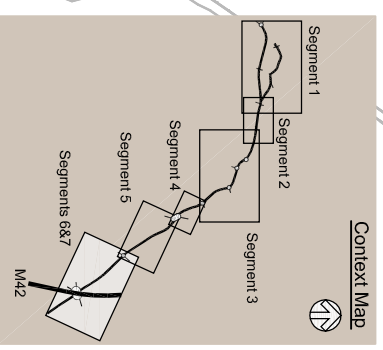
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CONSOLIDATED ISSUES & OPPORTUNITIES

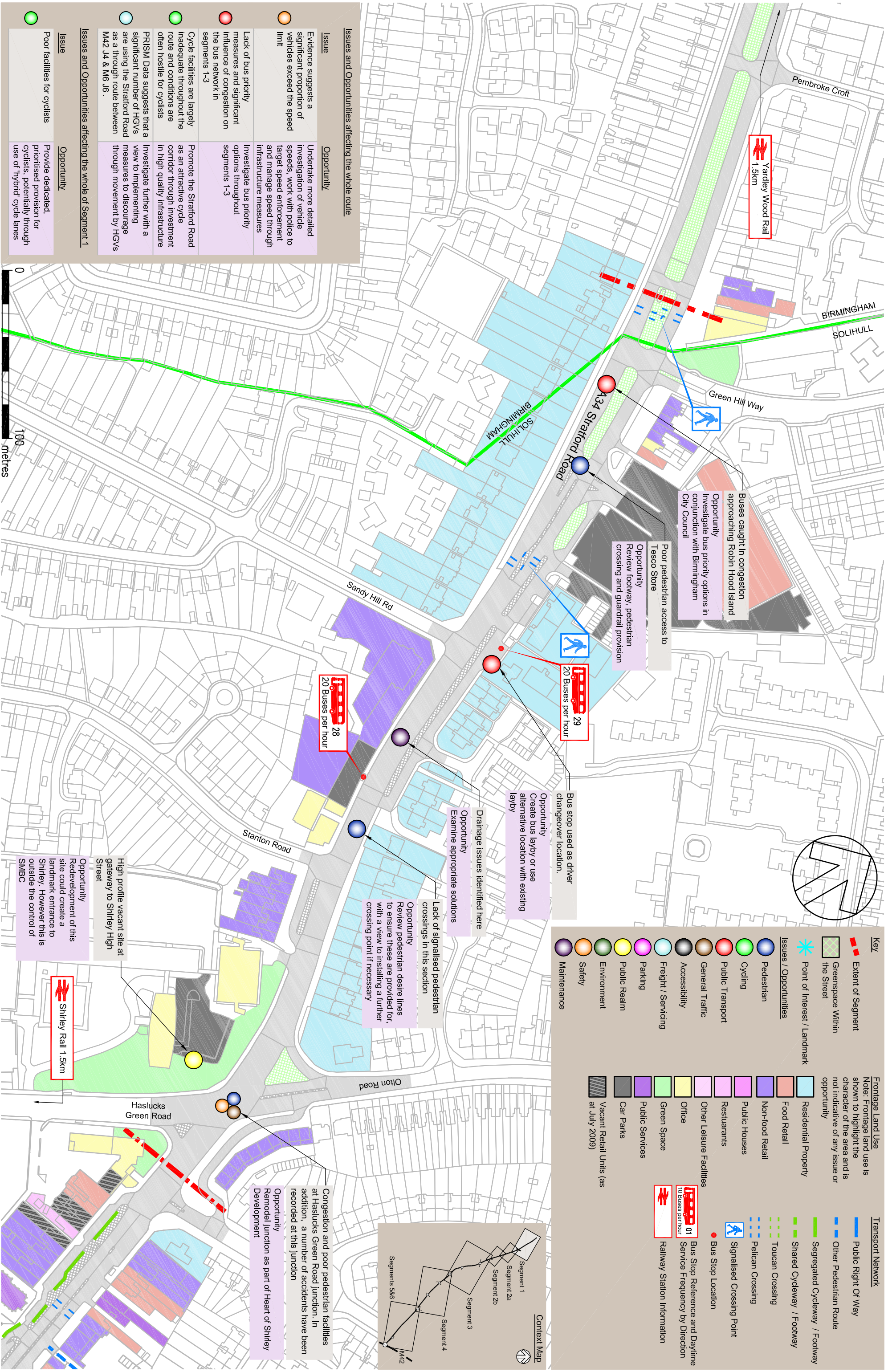
CHESTER ROAD - SEGMENT 6&7

This plan summarises the combined key issues and opportunities from the baseline assessment and consultation

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Yardley Wood Rail
1.5km

Buses caught in congestion approaching Robin Hood Island
Opportunity
Investigate bus priority options in conjunction with Birmingham City Council

Poor pedestrian access to Tesco Store
Opportunity
Review footway, pedestrian crossing and guardrail provision

20 Buses per hour
29

Bus stop used as driver changeover location.
Opportunity
Create bus layby or use alternative location with existing layby

Drainage issues identified here
Opportunity
Examine appropriate solutions

Lack of signalised pedestrian crossings in this section
Opportunity
Review pedestrian desire lines to ensure these are provided for, with a view to installing a further crossing point if necessary

Congestion and poor pedestrian facilities at Haslucks Green Road Junction. In addition, a number of accidents have been recorded at this junction
Opportunity
Remodel Junction as part of Heart of Shirley Development

Issues and Opportunities affecting the whole route	
Issue	Opportunity
<p>● Evidence suggests a significant proportion of vehicles exceed the speed limit</p>	<p>Undertake more detailed investigation of vehicle speeds, work with police to target speed enforcement and manage speed through infrastructure measures</p>
<p>● Lack of bus priority measures and significant influence of congestion on the bus network in segments 1-3</p>	<p>Investigate bus priority options throughout segments 1-3</p>
<p>● Cycle facilities are largely inadequate throughout the route and conditions are often hostile for cyclists</p>	<p>Promote the Stratford Road as an attractive cycle corridor through investment in high quality infrastructure</p>
<p>● PRISM Data suggests that a significant number of HGVs are using the Stratford Road as a through route between M42 J4 & M6 J6.</p>	<p>Investigate further with a view to implementing measures to discourage through movement by HGVs</p>
Issues and Opportunities affecting the whole of Segment 1	
Issue	Opportunity
<p>● Poor facilities for cyclists</p>	<p>Provide dedicated, prioritised provision for cyclists, potentially through use of 'hybrid' cycle lanes</p>

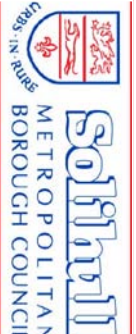
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CONSOLIDATED ISSUES & OPPORTUNITIES STRATFORD ROAD - SEGMENT 1

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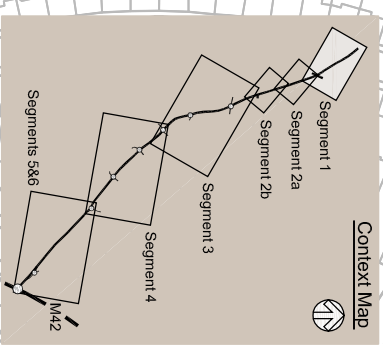
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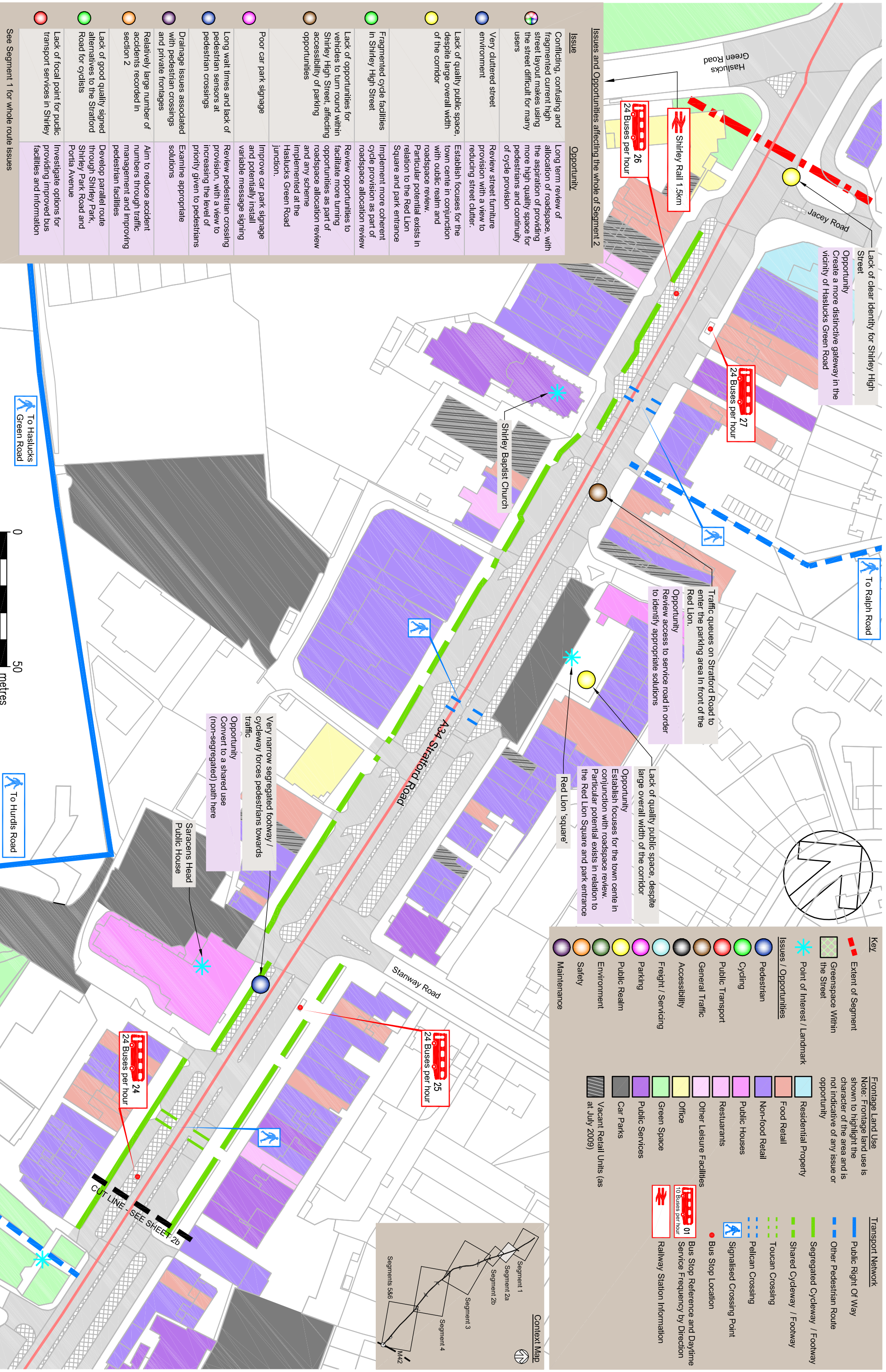
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Issue	Opportunity
Conflicting, confusing and fragmented current high street layout makes using the street difficult for many users	Long term review of allocation of roadspace, with the aspiration of providing more high quality space for pedestrians and continuity of cycle provision
Very cluttered street environment	Review street furniture provision with a view to reducing street clutter.
Lack of quality public space, despite large overall width of the corridor	Establish focuses for the town centre in conjunction with public realm and roadspace review. Particular potential exists in relation to the Red Lion Square and park entrance
Fragmented cycle facilities in Shirley High Street	Implement more coherent cycle provision as part of roadspace allocation review
Lack of opportunities for vehicles to turn round within Shirley High Street, affecting accessibility of parking opportunities	Review opportunities to facilitate more turning opportunities as part of roadspace allocation review and any scheme implemented at the Haslucks Green Road junction.
Poor car park signage	Improve car park signage and potentially install variable message signing
Long wait times and lack of pedestrian sensors at pedestrian crossings	Review pedestrian crossing provision, with a view to increasing the level of priority given to pedestrians
Drainage issues associated with pedestrian crossings and private frontages	Examine appropriate solutions
Relatively large number of accidents recorded in section 2	Aim to reduce accident numbers through traffic management and improving pedestrian facilities
Lack of good quality signed alternatives to the Stratford Road for cyclists	Develop parallel route through Shirley Park, Shirley Park Road and Portia Avenue
Lack of focal point for public transport services in Shirley	Investigate options for providing improved bus facilities and information

See Segment 1 for whole route issues

CONSOLIDATED ISSUES & OPPORTUNITIES

STRATFORD ROAD - SEGMENT 2a

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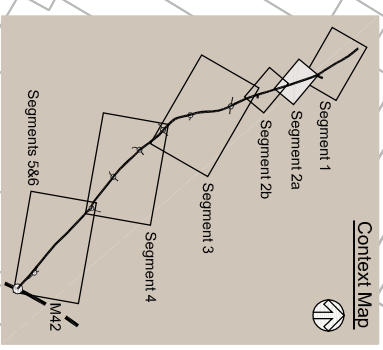
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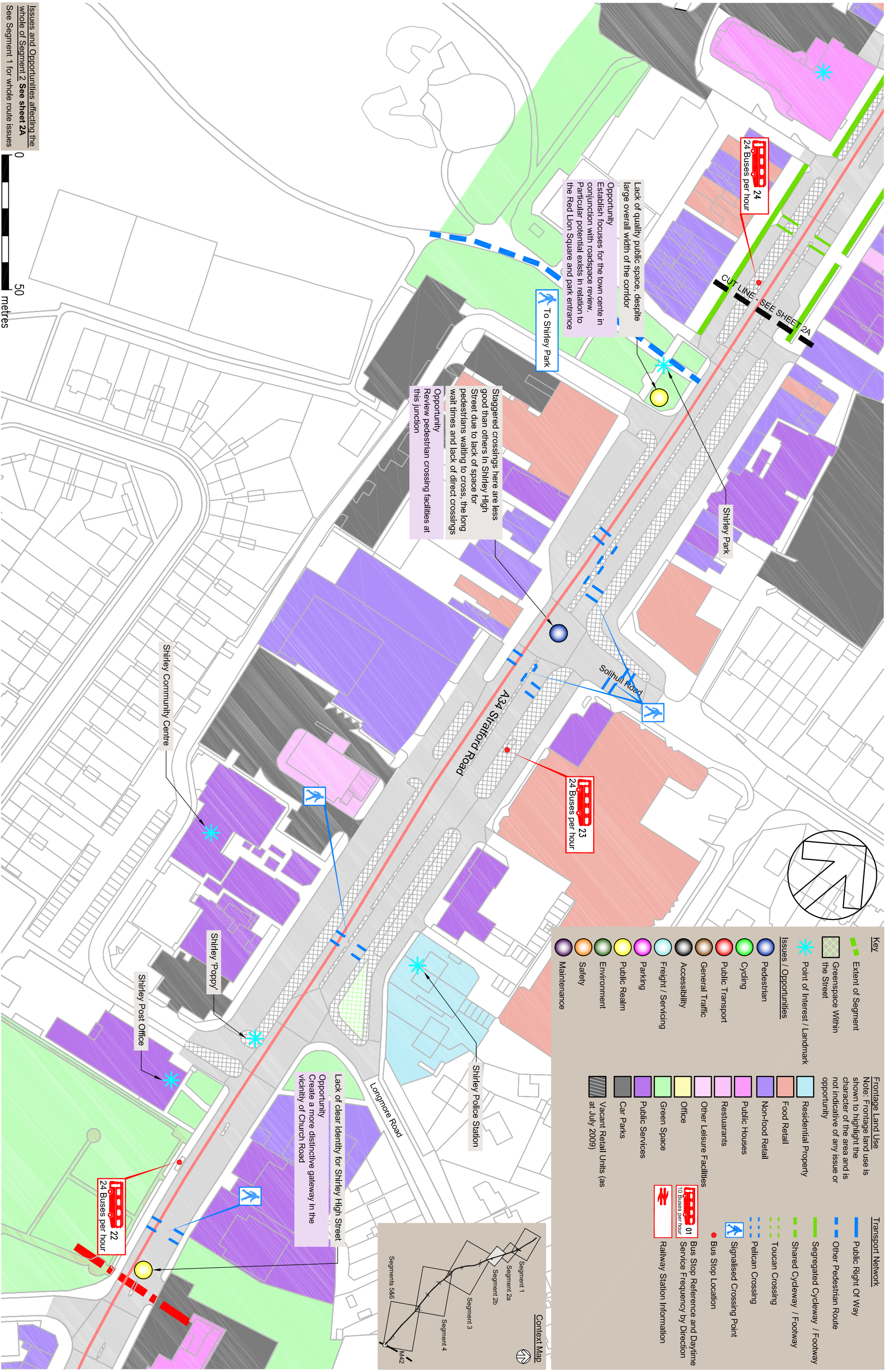
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CUT LINE - SEE SHEET 2b



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Staggered crossings here are less good than others in Shirley High Street due to lack of space for pedestrians waiting to cross, the long wait times and lack of direct crossings

Opportunity
Review pedestrian crossing facilities at this junction

Lack of quality public space, despite large overall width of the corridor

Opportunity
Establish focuses for the town centre in conjunction with roadspace review. Particular potential exists in relation to the Red Lion Square and park entrance

Lack of clear identity for Shirley High Street

Opportunity
Create a more distinctive gateway in the vicinity of Church Road

Issues and Opportunities affecting the whole of Segment 2 See sheet 2A
See Segment 1 for whole route issues

CONSOLIDATED ISSUES & OPPORTUNITIES

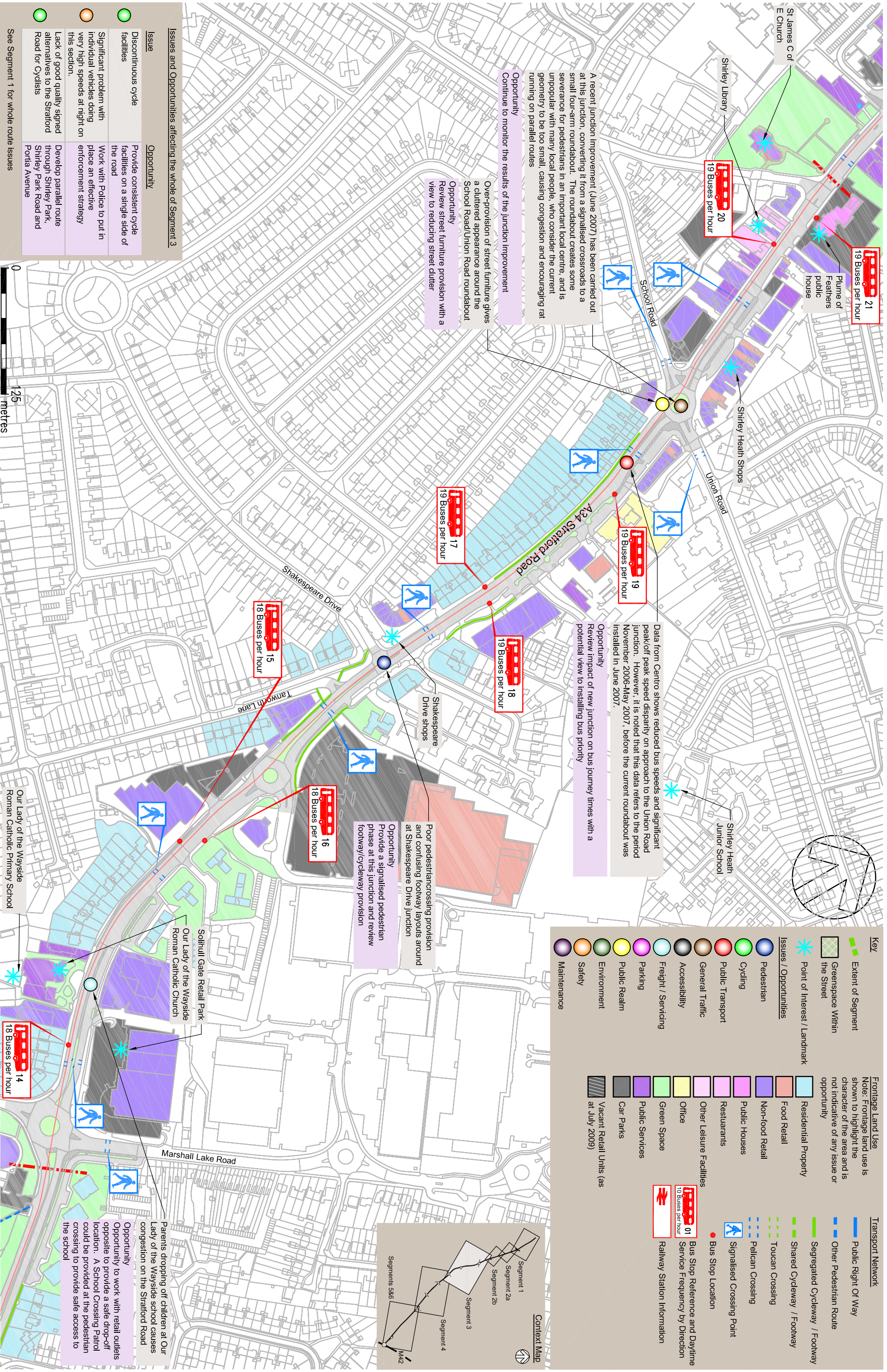
STRATFORD ROAD - SEGMENT 2b

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A recent junction improvement (June 2007) has been carried out at this junction, converting it from a signalised crossroads to a small four-arm roundabout. The roundabout creates some severance for pedestrians in an important local centre, and is unpopular with many local people, who consider the current geometry to be too small, causing congestion and encouraging rat running on parallel routes

Opportunity
Continue to monitor the results of the junction improvement

Over-provision of street furniture gives a cluttered appearance around the School Road/Union Road roundabout

Opportunity
Review street furniture provision with a view to reducing street clutter

Data from Centro shows reduced bus speeds and significant peak/off peak speed disparity on approach to the Union Road junction. However, it is noted that this data refers to the period November 2006-May 2007, before the current roundabout was installed in June 2007.

Opportunity
Review impact of new junction on bus journey times with a potential view to installing bus priority

Poor pedestrian crossing provision and confusing footway layouts around at Shakespeare Drive junction

Opportunity
Provide a signalised pedestrian phase at this junction and review footway/cycleway provision

Parents dropping off children at Our Lady of the Wayside school causes congestion on the Stratford Road

Opportunity
Opportunity to work with retail outlets opposite to provide a safe drop-off location. A School Crossing Patrol could be provided at the pedestrian crossing to provide safe access to the school

Issues and Opportunities affecting the whole of Segment 3

Issue	Opportunity
Discontinuous cycle facilities	Provide consistent cycle facilities on a single side of the road
Significant problem with individual vehicles doing very high speeds at night on this section.	Work with Police to put in place an effective enforcement strategy
Lack of good quality signed alternatives to the Stratford Road for Cyclists	Develop parallel route through Shirley Park, Shirley Park Road and Portia Avenue

See Segment 1 for whole route issues

0 125 metres

Key

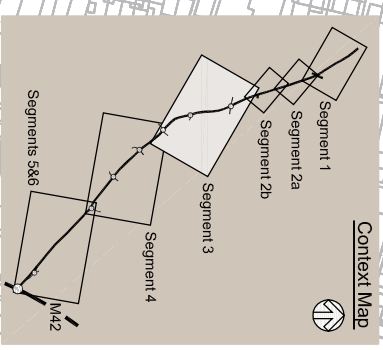
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- Point of Interest / Landmark
- Issues / Opportunities
- Pedestrian
- Cycling
- Public Transport
- General Traffic
- Accessibility
- Freight / Servicing
- Parking
- Public Realm
- Environment
- Safety
- Maintenance

Frontage Land Use
Note: Frontage land use is shown to highlight the character of the area and is not indicative of any issue or opportunity

- Residential Property
- Food Retail
- Non-food Retail
- Public Houses
- Restaurants
- Other Leisure Facilities
- Office
- Green Space
- Public Services
- Car Parks
- Vacant Retail Units (as at July 2009)

Transport Network

- Public Right Of Way
- Other Pedestrian Route
- Segregated Cycleway / Footway
- Shared Cycleway / Footway
- Toucan Crossing
- Pelican Crossing
- Signalised Crossing Point
- Bus Stop Location
- Bus Stop Reference and Daytime Service Frequency by Direction
- Railway Station Information



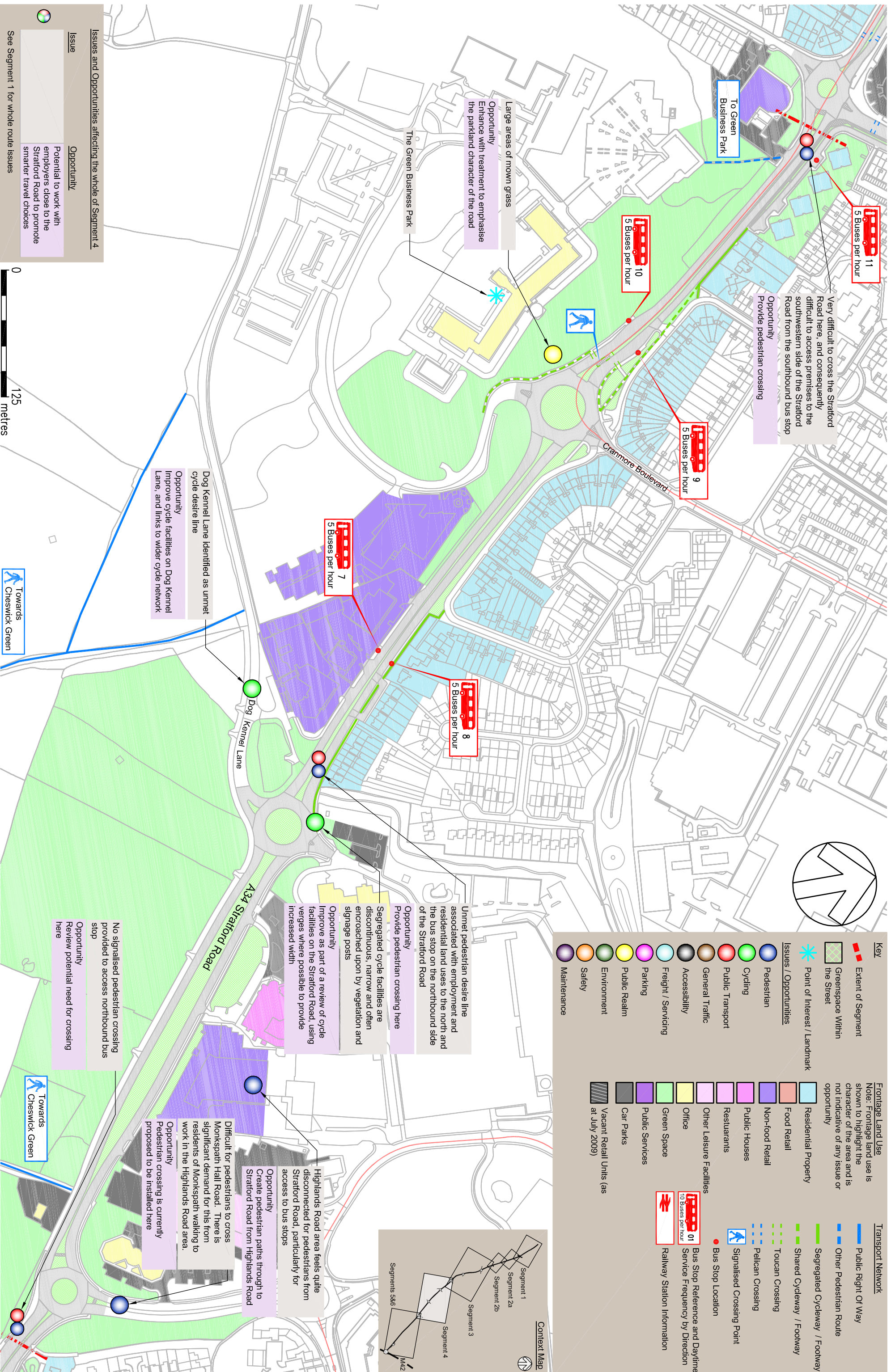
CONSOLIDATED ISSUES & OPPORTUNITIES STRATFORD ROAD - SEGMENT 3

This plan summarises the combined key issues and opportunities from the baseline assessment and consultation

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Issues and Opportunities affecting the whole of Segment 4

Issue	Opportunity
Potential to work with employers close to the Stratford Road to promote smarter travel choices	

See Segment 1 for whole route issues

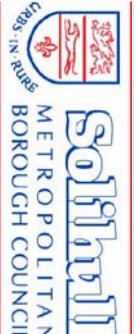


CONSOLIDATED ISSUES & OPPORTUNITIES STRATFORD ROAD - SEGMENT 4

This plan summarises the combined key issues and opportunities from the baseline assessment and consultation

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Key

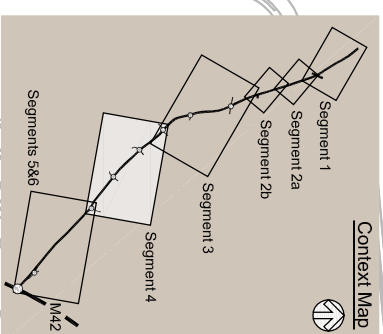
- Extent of Segment
- GreenSpace Within the Street
- Point of Interest / Landmark
- Issues / Opportunities
 - Pedestrian
 - Cycling
 - Public Transport
 - General Traffic
 - Accessibility
 - Freight / Servicing
 - Parking
 - Public Realm
 - Environment
 - Safety
 - Maintenance

Frontage Land Use
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- Residential Property
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Unmet pedestrian desire line
associated with employment and residential land uses to the north and the bus stop on the northbound side of the Stratford Road

Opportunity
Provide pedestrian crossing here

Segregated cycle facilities are discontinuous, narrow and often encroached upon by vegetation and signage posts

Opportunity
Improve as part of a review of cycle facilities on the Stratford Road, using verges where possible to provide increased width

No signalised pedestrian crossing provided to access northbound bus stop

Opportunity
Review potential need for crossing here

Highlands Road area feels quite disconnected for pedestrians from Stratford Road, particularly for access to bus stops

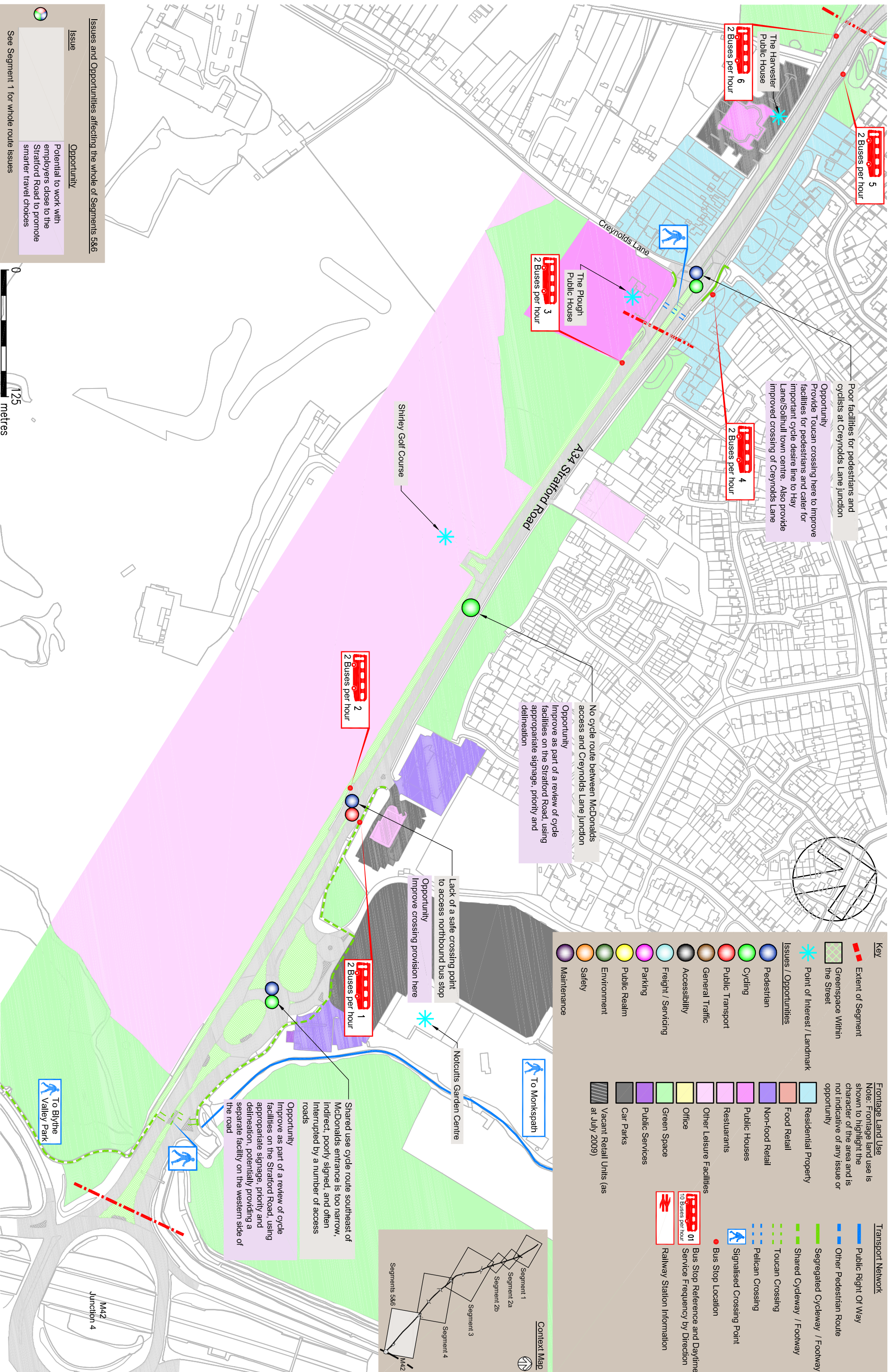
Opportunity
Create pedestrian paths through to Stratford Road from Highlands Road

Difficult for pedestrians to cross Monkspath Hall Road. There is significant demand for this from residents of Monkspath walking to work in the Highlands Road area.

Opportunity
Pedestrian crossing is currently proposed to be installed here

Towards Cheswick Green

Towards Cheswick Green



Issues and Opportunities affecting the whole of Segments 5&6

Issue

Opportunity

Potential to work with employers close to the Stratford Road to promote smarter travel choices

See Segment 1 for whole route issues



CONSOLIDATED ISSUES & OPPORTUNITIES STRATFORD ROAD - SEGMENT 5&6

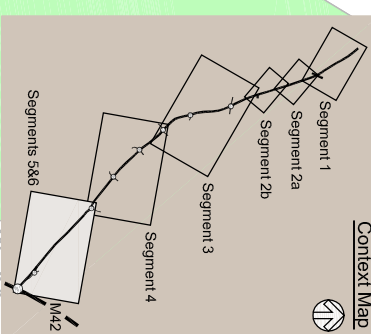
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<p>Key</p> <ul style="list-style-type: none"> ▬ Extent of Segment Greenspace Within the Street ✦ Point of Interest / Landmark 	<p>Frontage Land Use</p> <p>Note: Frontage land use is shown to highlight the character of the area and is not indicative of any issue or opportunity</p> <ul style="list-style-type: none"> Residential Property Food Retail Non-food Retail Public Houses Restaurants Other Leisure Facilities Office Green Space Public Services Car Parks Vacant Retail Units (as at July 2009)
<p>Issues / Opportunities</p> <ul style="list-style-type: none"> ● Pedestrian ● Cycling ● Public Transport ● General Traffic ● Accessibility ● Freight / Servicing ● Parking ● Public Realm ● Environment ● Safety ● Maintenance 	<p>Transport Network</p> <ul style="list-style-type: none"> ▬ Public Right Of Way ▬ Other Pedestrian Route ▬ Segregated Cycleway / Footway ▬ Shared Cycleway / Footway ▬ Shared Cycleway / Footway ▬ Toucan Crossing ▬ Pelican Crossing ▬ Signalised Crossing Point ● Bus Stop Location ● Bus Stop Reference and Daytime Service Frequency by Direction ● Railway Station Information



Opportunity
Improve as part of a review of cycle facilities on the Stratford Road, using appropriate signage, priority and delineation, potentially providing a separate facility on the western side of the road

Opportunity
Improve as part of a review of cycle facilities on the Stratford Road, using appropriate signage, priority and delineation, potentially providing a separate facility on the western side of the road

Opportunity
Lack of a safe crossing point to access northbound bus stop

Opportunity
Improve crossing provision here

Opportunity
No cycle route between McDonalds access and Creynolds Lane Junction

Opportunity
Improve as part of a review of cycle facilities on the Stratford Road, using appropriate signage, priority and delineation

Opportunity
Provide Toucan crossing here to improve facilities for pedestrians and cater for important cycle desire line to Hay Lane/Solihull town centre. Also provide improved crossing of Creynolds Lane

Opportunity
Poor facilities for pedestrians and cyclists at Creynolds Lane junction

Appendix 1

Proposed Vision for Stratford Road and Chester Road

A Smarter Route

- Is a route that balances the need for travel along a street (i.e. its role as a Link) with the need and desire to use parts of the street for commercial, residential and recreational uses (i.e. its role as a Place).
- Allows everyone who needs or wants to use the route to do so safely, conveniently and equitably.
- Encourages sustainable travel and is a street where walking, cycling and the use of public transport are commonplace.
- Is where the centres along the route are vibrant, convenient, attractive and safe places in which to live and work, or visit.
- Is where the negative effects of the use of the route on the local and global environment are minimised.
- Is a route which forms an attractive part of the urban area.

Appendix 2a

Smarter Route Objectives: Chester Road

1. Ensure that Chester Road can act as a strategic link (pedestrian, cyclist and vehicular) for North Solihull, connecting the area to the wider transport network and key local destinations including local centres (Hurst Lane and Craig Croft), schools, parks and other amenities, employment (Birmingham Business Park/Airport/NEC) and Chelmsley Wood Town Centre.
2. Improve the public perception, accessibility and attractiveness of bus travel. This should include providing a high standard of passenger information, high quality waiting environments and easy and safe access to bus stops.
3. Improve bus journey times and journey time reliability, particularly through the Hurst Lane North junction.
4. Improve journey time reliability for general traffic passing through the Hurst Lane North junction.
5. Develop Smarter Choice initiatives to encourage modal shift away from the car towards active modes and public transport. This will facilitate improved journey time reliability, reduce congestion and accommodate growth through increased use of sustainable modes of travel. Particular target markets include the Birmingham Business Park, and new housing and village centre developments built as part of North Solihull Regeneration.
6. Promote and improve access to the local centres (Hurst Lane, Castle Bromwich and Craig Croft) by walking, cycling and public transport. Access by these modes should be easy and attractive for people living and working in, or visiting, the locality.
7. Enhance the quality of the public realm at the local centres of Hurst Lane North and Craig Croft. In particular, to promote a greater sense of place; to encourage people to use these centres as much as possible; and to strengthen their functions as centres of the community and locations for accessing local services and shopping.
8. Reduce severance and improve opportunities for pedestrians to cross the Chester Road. Pedestrians should be able to easily cross the Chester Road where they need to. In general, this means pedestrians should have the opportunity to cross at intervals no more than 50m apart at local centres, near schools and where bus services or local facilities create demand for crossing. This is particularly important at Hurst Lane North Local Centre; Cooks Lane to Moorend Avenue; and Moorend Avenue to Coleshill Heath Road.
9. Improve the pedestrian environment throughout Chester Road, but particularly in Hurst Lane North Local Centre by ensuring that:
 - a. street furniture, particularly signs and guard railing, are rationalised;
 - b. Street clutter is minimised;
 - c. pedestrian routes and crossings are direct and overlooked; and
 - d. that there is sufficient provision for pedestrians to rest.
10. Develop a strategic cycle route along the Chester Road with high quality facilities for cyclists provided throughout the route, and good connectivity to the wider cycle network. As part of this, ensure that all schools within 1km of the route, proposed and existing local centres, major employment sites and transport interchanges have good cycle links to the Chester Road.
11. Improve the provision and quality of car parking at key local centres, in particular at Hurst Lane North.

12. Improve real and perceived safety for all users of the Chester Road, focusing on locations of accident clusters and on reducing the proportion of vehicles exceeding the speed limit.
13. Ensure that proposals brought forward through this study support the future regeneration initiatives for North Solihull.
14. Manage the impact on noise and air quality from travel.
15. Ensure public realm quality is enhanced by any works proposed in Castle Bromwich, Hurst Lane and Craig Croft centres. Ensure that there is no harm to public realm quality elsewhere as a result of any works within the street and that any opportunity to enhance public realm quality is taken.

Appendix 2a

Smarter Route Objectives: Stratford Road

1. Improve journey time reliability for all vehicles on all route segments, but particularly for public transport through segments 1-3. Key junctions in this respect are those with Haslucks Green Road, Solihull Road, and Marshall Lake Road. Where possible, also improve journey times along the route.
2. Improve the public perception, accessibility and attractiveness of bus travel. This should include providing a high standard of passenger information, high quality waiting environments and easy and safe access to bus stops.
3. Develop Smarter Choice initiatives to encourage modal shift away from the car towards active modes and public transport. This will facilitate improved journey time reliability, reduce congestion and accommodate growth through increased use of sustainable modes of travel. Particular target markets include Shirley town centre, the Green Business Park and Blythe Valley Business Park.
4. Promote and improve access to Shirley Town Centre, Shirley Heath and Tesco (Monkspath) by walking, cycling and public transport. Access by these modes should be easy and attractive for people living and working in, or visiting, the locality.
5. Enhance the quality of the public realm in Shirley Town Centre and the arrival points to the local centre. In particular, to promote a greater sense of place; to encourage people to use the local centre; to strengthen its important function as the centre of the community; and to increase footfall throughout Shirley Town Centre.
6. Reduce severance and improve opportunities for pedestrians to cross the Stratford Road, particularly in areas of high pedestrian footfall and on key pedestrian desire lines. These will include Shirley Town Centre, Shirley Heath and pedestrian routes to schools and bus stops throughout the Stratford Road.
7. Improve the pedestrian environment throughout Stratford Road, but particularly in Shirley Town Centre and Shirley Heath, by ensuring that:
 - a. street furniture, particularly signs and guard railing, is rationalised;
 - b. street clutter is minimised;
 - c. pedestrian routes and crossings are direct; and
 - d. that there is sufficient provision for pedestrians to rest.
8. Develop the Stratford Road as a high quality cycle corridor by providing appropriate facilities for cyclists throughout, with good connectivity to the wider cycle network. This should include parallel, lightly trafficked or traffic free alternatives to the Stratford Road for cyclists where possible. Notwithstanding this, pedestrians should be considered foremost among transport modes in Shirley Town Centre.
9. Improve the usability of car parking in Shirley Town Centre.
10. Facilitate the servicing requirements of local businesses in Shirley Town Centre whilst minimising the impacts of these requirements on other users of the Stratford Road.
11. Improve real and perceived safety for all users of the Stratford Road. In particular, focus on reducing the proportion of vehicles exceeding the speed limit, and on pedestrian safety in Shirley Town Centre.
12. Ensure public realm quality is enhanced by any works proposed in Shirley Town Centre and Shirley Heath. Ensure that there is no harm to public realm quality elsewhere as a result of any works within the street and that any opportunity to enhance public realm quality is taken.
13. Manage the impact on noise and air quality from travel on the Stratford Road.