



10.1 COWDEROY STREET TURN BAN CONSULTATION FINDINGS

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1. PURPOSE

- 1.1 To advise Council of the outcome of a community consultation for a proposed trial of a no right turn restriction 4:30 – 6:30pm, Monday to Friday from Canterbury Road to Cowderoy Street, St Kilda West.
- 1.2 To provide a recommendation on whether to proceed with the trial.

2. EXECUTIVE SUMMARY

- 2.1 At the meeting of 19 October 2022 Council resolved to undertake a consultation with the local community on a potential 12-month trial to install a No right turn restriction to operate between 4:30 - 6:30pm on weekdays from Canterbury Road to Cowderoy Street; and to receive a further report on the outcome of the community consultation process, prior to determining if Council proceeds with the trial.
- 2.2 The proposed 12-month trial is to address concerns from the community about increased traffic on Cowderoy Street. Recent traffic data indicates that the current vehicular volumes on Cowderoy Street exceed those expected for a local road.
- 2.3 The Department of Transport and Planning (DTP) (an approval authority for such turn restrictions) has provided 'in-principal' support for the trial.
- 2.4 The trial, if supported, is expected to redistribute traffic to surrounding streets and result in longer trips for some local community members.
- 2.5 Community engagement on the proposal was conducted from Friday, 18 November to Tuesday, 20 December 2022.
- 2.6 The engagement results through the Have Your Say platform and via customer requests were generally evenly split.
- 2.7 Through the Have Your Say platform there were 19 respondents that voted several times from the same IP address. In the analysis those that voted more than once from the same IP address were counted as one vote.

2.8 Summary of Engagement results:

311 responses received via our Have Your Say websites and emails showed support was reasonably evenly divided.

Yes	No
151 (49%)	160 (51%)

- 2.9 Evening peak rat running in the West St Kilda area is a wider issue that can only be resolved with a range of improvements of the declared network.
- 2.10 Officers will continue to work with the Department of Transport and Planning to find ways to improve the operation of the Fitzroy Street/Canterbury Road/Grey Street intersection to keep traffic on Canterbury Road and reduce traffic in local streets.



3. RECOMMENDATION

That Council:

- 3.1 Notes that there is community desire to resolve evening peak hour rat running in the St Kilda West Area.
- 3.2 Endorses a 12-month trial of a no right turn restriction from 4:30 – 6:30pm, Monday to Friday from Canterbury Road to Cowderoy Street, St Kilda West.
- 3.3 Requests that officers evaluate the 12-month trial and provide a report to Council on traffic measures required to further reduce the evening peak rat running in the St Kilda West Area.
- 3.4 Requests officers continue to work with the Department of Transport Planning to find ways of keeping through traffic on declared roads (Canterbury Road) and away from the West Kilda Area.
- 3.5 Advises all residents that made submissions of Council’s resolution and thanks them for their contribution.

4. KEY POINTS/ISSUES

- 4.1 Officers have received multiple requests to address increased traffic volumes and perceived rat-running on Cowderoy Street, including from representatives of the West St Kilda Residents Association (WSKRA) in June 2022.
- 4.2 Cowderoy Street is classified as a local street. The function of a local street is to provide access to properties within the local area. A typical volume for a local street is between 500 to 3,000 vehicles per day.
- 4.3 Traffic counts undertaken by Council show the average weekday traffic volume on Cowderoy Street in 2021 and 2022 exceeded 3,000 vehicles.
- 4.4 While some vehicles travel above the speed limit, most vehicles travel within an acceptable speed range (vehicle speeds within 15% of the 40k/h posted speed limit are considered by the DTP be within an acceptable range). Table 1 shows the results of four traffic counts conducted on Cowderoy Street in the last two years.

Table 1: Traffic speed and volume data in Cowderoy Street, between Canterbury Road and Longmore Street, 2021 and 2022

	March 2021	April 2021	May 2021	March 2022
85th Percentile Speed (km/h)				
The speed at which 85% of vehicles travel at or below	41.9	43.1	44.4	43.2
Average Weekday Traffic Volume (vehicles per day)				
The average number of vehicles travelling in one weekday through the street (on both directions)	3,504	3,218	3,092	3,226

- 4.5 Given that the volume of vehicles on Cowderoy Street exceeds theoretical capacity and is affecting the amenity of residents, a trial of a ban on traffic turning right (travelling eastbound) from Canterbury Road into Cowderoy Street at peak PM times was proposed for community consultation.
- 4.6 Figure 1 shows the location of a proposed right turn ban and the existing restrictions in some local streets in West St Kilda.

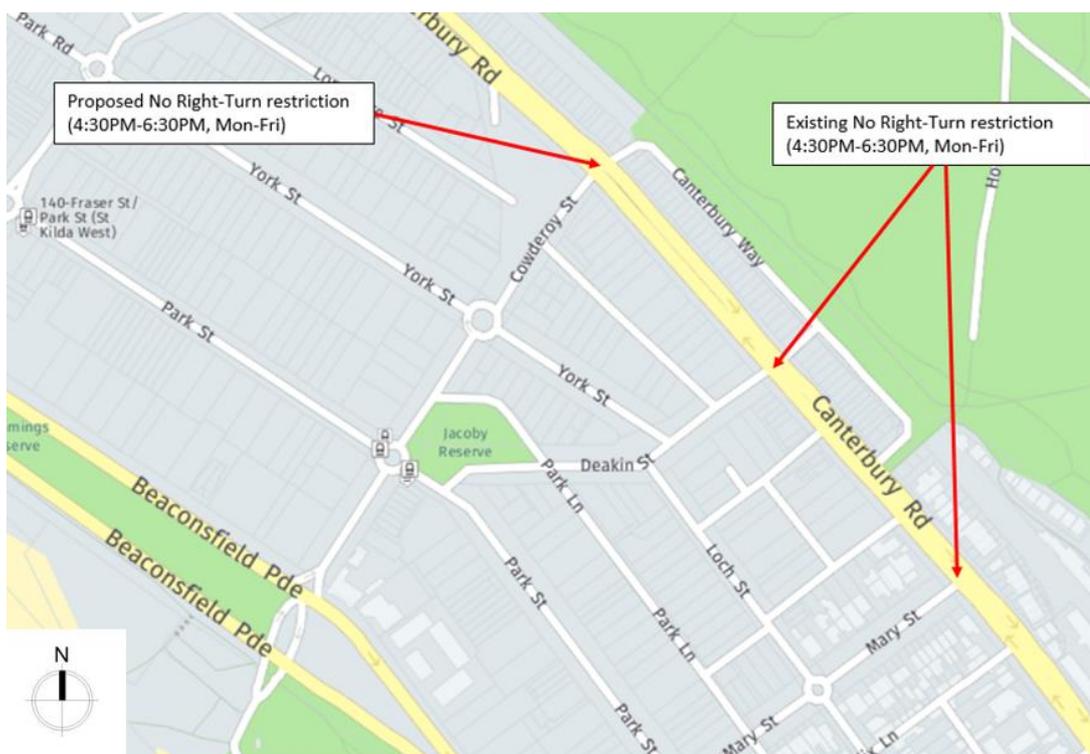


Figure 1. Existing and proposed turn bans in West St Kilda

- 4.7 During evening peak times (between 4:30 and 6:30pm) approximately 600 vehicles travel in a southbound direction on Cowderoy Street, between Canterbury Road and York Street. The proposed trial ban is expected to remove significant amount of this traffic volume.
- 4.8 While the proposed turn ban may result in longer trips for some locals, access to local streets is maintained through alternate routes.
- 4.9 The turn ban is likely to increase the number of vehicles on other streets in the area during the afternoon peak hours. Some vehicles may choose to remain on Canterbury Road (classified as an arterial road) due to the proposed turn ban, should this occur a proportion of traffic may be distributed across streets prior to Cowderoy Street, including Fraser Street, Langridge Street and McGregor Street.
- 4.10 Existing traffic data from Fraser, Langridge and McGregor Streets indicates that there is capacity on these roads to accommodate the anticipated displacement of traffic, while retaining an average traffic volume of less than 3,000 vehicles per day.
- 4.11 In recognition that there may be an amenity impact on residents in other streets, pre-trial community engagement was conducted to gauge the wider community's feedback on the trial.

4.12 Trial Objectives:

- Reduce traffic volumes in Cowderoy Street.
- Monitor impacts of any redirected traffic volumes on the surrounding road network and residents.
- Identify any further traffic management requirements needed to manage wider traffic impacts from the turn ban.

4.13 The proposed No right turn restriction can be signposted using existing poles in the Canterbury Road median.

Trial Evaluation

4.14 Should the trial progress, an assessment of the trial's effectiveness will be undertaken using both qualitative and quantitative data including through a community survey, and the collection of transport data to analyse vehicle volumes and speeds on the surrounding road network before, during and at the conclusion of the trial.

4.15 Figure 2 identifies the locations at which traffic surveys will be placed to collect data on traffic volumes and vehicle speeds before, during, and post-trial.



Figure 2. Traffic survey locations for quantitative data collection

5. CONSULTATION AND STAKEHOLDERS

5.1 On 26 August 2022 officers met with three representatives of the West St Kilda Residents Association (WSKRA). Representatives of the WSKRA indicated they support the trial.

5.2 Officers contacted other stakeholders including DTP and the Victoria Police Prahran Highway Patrol. DTP provided in principle support of the trial. Prahran Highway Patrol have no objection to turn restriction and committed to attend the location to enforce the turn ban.

Community Engagement Results

5.3 Community engagement conducted from Friday, 18 November to Tuesday, 20 December 2022 included a letterbox drop of 5,222 letters to owners and occupiers in an area shown in the Figure 3, detailing how to provide feedback on the proposed turn ban. An e-mail was also sent to 371 subscribers from Have Your Say on 17 November 2022 notifying them that the consultation would commence on 18 November 2022.



Figure 3. Notification area of pre-trial letterbox drop

- 5.4 Council received 311 responses through a survey hosted on Have Your Say.
- 5.5 73 responses came from 19 IP addresses (An IP address is a unique address that identifies a device on the internet), which brought into question the validity of some responses. This is particularly relevant to the question *Do you support the proposed trial* - 19 respondents voted several times from the same IP address. In the analysis those that voted more than once from the same IP address were counted as one vote.
- 5.6 Council also received 40 email responses.
- 5.7 Survey participants stated that they lived in St Kilda West (185), Middle Park (109), St Kilda (20), Elwood (5), South Melbourne (3), St Kilda East (1) and Melbourne (1).
- 5.8 A simple summary of Yes/No votes is shown below:

Yes	No
151 (49%)	160 (51%)

- 5.9 The full engagement report is provided as Attachment 1.
- 5.10 The Respondents that both support and do not support the trial, raised similar concerns about the proposal, and suggested comparable solutions, key themes included:



- That a no-right turn onto Cowdrey Street, will redistribute the traffic problems to surrounding streets, predominantly Fraser, Langridge and York.
- Extending the no-right turn trial to all streets from Armstrong or McGregor Steet would be a better outcome.
- Traffic should be channelled through the main thoroughfares to move from Canterbury Road to Beaconsfield Parade and not the quiet suburban streets.
- A comprehensive traffic management plan for the whole area is needed.

6. LEGAL AND RISK IMPLICATIONS

- 6.1 DTP are the authority responsible for management of declared roads such as Canterbury Road, Fitzroy Street north of Canterbury Road, Beach Road and Bay Street.
- 6.2 Port Phillip City Council are the road authority responsible for management of local roads including Cowderoy Street and other roads within the bounds of Canterbury Road, Fitzroy Street, Beach Road and Bay Street.
- 6.3 Victoria Police are the enforcement agency responsible for enforcing the Road Safety Road Rules 2017.

7. FINANCIAL IMPACT

- 7.1 The estimated costs associated with signage, traffics surveys and community engagement will be less than \$20,000 and can be absorbed within operating budgets.

8. ENVIRONMENTAL IMPACT

- 8.1 There are no environmental impacts considered in this report.

9. COMMUNITY IMPACT

- 9.1 A no right turn restriction on Canterbury Road will reduce southbound traffic volumes and is likely to improve the amenity of residents on Cowderoy Street during evening peak hours.
- 9.2 The restriction is likely to redirect some traffic onto the surrounding local road network. While capacity is available to support this increase, there may be amenity impacts on other residents.

10. ALIGNMENT TO COUNCIL PLAN AND COUNCIL POLICY

- 10.1 The St Kilda West Traffic Management Trial aligns to Strategic Direction 2 of the Council Plan 2021-31:

Liveable: Port Phillip is a great place to live, where our community has access to high quality public spaces, development and growth are well managed, and it is safer and easy to connect and travel within.

11. IMPLEMENTATION STRATEGY

11.1 TIMELINE

- 11.1.1 Should the trial be endorsed, it is expected that the trial could commence approximately three months after its endorsement.
- 11.1.2 A report will be presented to Council after the trial outlining the outcomes of the trial and recommending if the trial is to become permanent or be removed.

11.2 COMMUNICATION

Trial notification:

Should the trial proceed, the following will be undertaken:

- Online information and social media posting to alert the community to the change, and a community survey on the trial.
- During the trial, electronic Variable Message Signage boards will be placed on Canterbury Road subject to the DTP approval to engage with drivers.
- Properties will be notified via letterbox drop and will include details of the trial, the changes to traffic management, the timing of installation, next steps and links to community survey and frequently asked questions.

Figure 4 identifies the notification area of the letterbox drop.



Figure 4. Notification area for letterbox drop

12. OFFICER DIRECT OR INDIRECT INTEREST

12.1 No officers involved in the preparation of this report have any material or general interest in the matter.

ATTACHMENTS

1. CoPP Engagement Summary Report for Cowderoy Street proposal. [↓](#)