



**10.3** WEST ST KILDA TRAFFIC MANAGEMENT - PROPOSED TRIAL OF RIGHT TURN BAN INTO COWDEROY STREET

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**1. PURPOSE**

- 1.1 To seek Council endorsement to consult the community on a proposed 12-month trial of a right-turn ban during PM peak times on Canterbury Road at the intersection of Cowderoy Street.

**2. EXECUTIVE SUMMARY**

- 2.1 In recent years officers have received requests to address increased traffic on Cowderoy Street, St Kilda West. Recent traffic data indicates that the current vehicular volumes on Cowderoy Street exceed those expected for a local road.
- 2.2 With in-principle support from the Department of Transport, a trial of a right-turn restriction (4:30PM-6:30PM, Mon-Fri) on Canterbury Road at the intersection with Cowderoy Street is proposed.
- 2.3 The trial could redistribute traffic to surrounding streets and result in longer trips for some local community members.
- 2.4 This report recommends consultation with the local community prior to initiating a 12-month trial. A subsequent report will be provided to Council with the outcome of the community consultation, and a recommendation to proceed or not with the trial.
- 2.5 The trial is proposed for 12 months to assess the success of the turn ban and evaluate the wider impacts on the local community.

**3. RECOMMENDATION**

That Council:

- 3.1 Undertakes consultation with the local community on a potential 12-month trial to install a No Right-Turn Restriction to operate between 4:30pm and 6:30pm during weekdays on Canterbury Road at the intersection with Cowderoy Street.
- 3.2 Receives a further report on the outcome of the community consultation process, to consider whether or not to proceed with the trial.

**4. KEY POINTS/ISSUES**

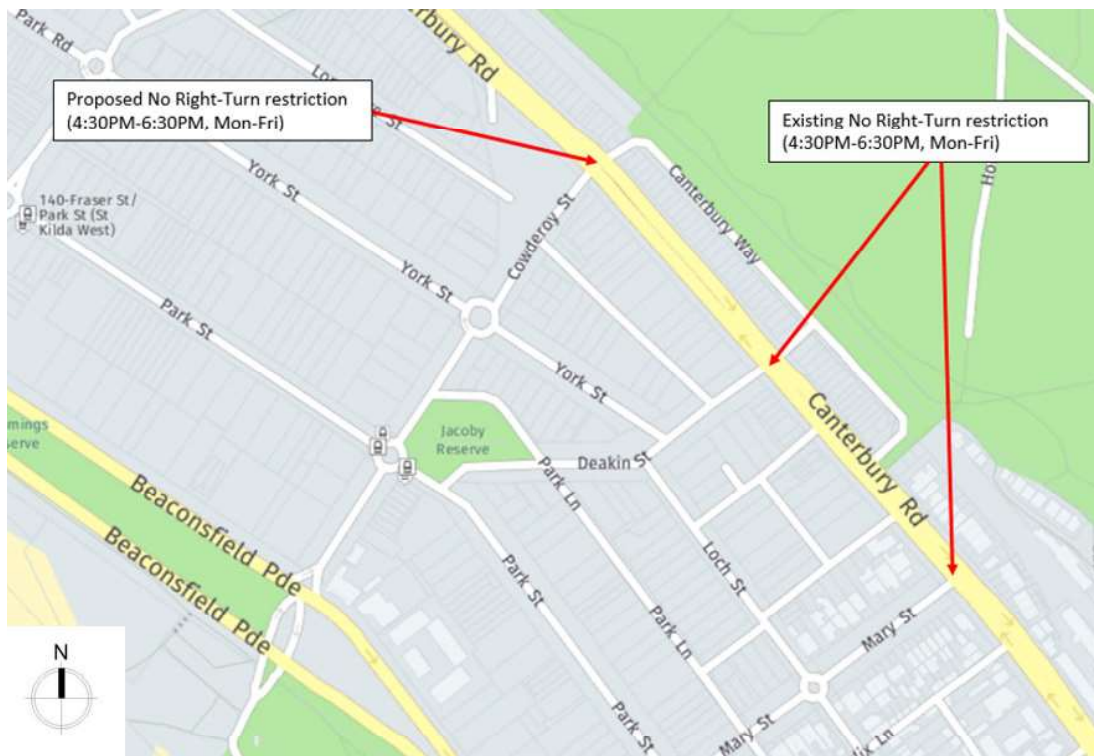
- 4.1 Officers have received multiple requests to address increased traffic volumes and perceived rat-running on Cowderoy Street, St Kilda West, including from representatives of the West St Kilda Residents Association (WSKRA) in June 2022.
- 4.2 Cowderoy Street is a local street. The function of a local street is to provide access to properties within the local area, and typically between 500 to 3,000 vehicles per day are expected to use them.
- 4.3 The average weekday traffic volume on Cowderoy Street in 2021 and 2022 exceeded 3,000 vehicles. The number of vehicles is higher than expected and while some are travelling above the speed limit, most vehicles are travelling within an acceptable

speed range (vehicle speeds within 15% of the 40k/h posted speed limit are within an acceptable range). Table 1 (below) shows the results of four different 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
<b>85<sup>th</sup> Percentile Speed (km/h)</b>				
The speed at which 85% of vehicles travel at or below	41.9	43.1	44.4	43.2
<b>Average Weekday Traffic Volume (vehicles per day)</b>				
The average number of vehicles travelling in one weekday through the street (on both directions)	3,504	3,218	3,092	3,226

- 4.1 Given that the volume of vehicles on Cowderoy Street exceeds theoretical capacity and is affecting the amenity of residents, a ban on traffic turning right (travelling eastbound) from Canterbury Road into Cowderoy Street at peak PM times should be considered.
- 4.2 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**



- 4.3 During the evening peak times (between 4pm and 7pm) approximately 840 vehicles travel in a southbound direction on Cowderoy Street, between Canterbury Road and York Street. The proposed trial ban is expected to remove most of this traffic volume.
- 4.4 While the proposed turn ban may result in longer trips for some locals, access to local streets is maintained through alternate routes.
- 4.5 The turn ban is likely to increase the number of vehicles on other streets in the area, particularly during the afternoon peak hours. While some vehicles may choose to remain on Canterbury Road (arterial) as a result of the proposed turn ban, a proportion of traffic may be distributed across streets prior to Cowderoy Street, including Fraser Street, Langridge Street and McGregor Street.
- 4.6 Existing traffic data from Fraser Street, Langridge Street and McGregor Street 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 within these streets.
- 4.7 It is also recognised that there may be an amenity impact on residents in other streets. Pre-trial community engagement is proposed to gauge the wider community's support for the trial and understand community concerns.

**Trial Installation and Objectives:**

- 4.8 The objectives of the proposed trial are to:
  - 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,
- 4.9 The proposed No Right-Turn restriction can be signposted using existing poles in the Canterbury Road median.

**Evaluation:**

- 4.10 An assessment of the trial's effectiveness will be undertaken using both qualitative and quantitative data including through an on-line survey on Council's Have Your Say page, 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.
- 4.11 Figure 2 identifies the locations at which traffic surveys will be placed to monitor and 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 Council officers met with three representatives of the West St Kilda Residents Association (WSKRA) in June 2022 to discuss traffic management within St Kilda West with a focus on reducing traffic volumes in Cowderoy Street. Representatives of the WSKRA indicated they would support the trial.
- 5.2 Council officers contacted the Department of Transport who have provided in principle support of the trial.
- 5.3 Prahran Highway Patrol have no objection to the implementation of the turn restriction. They have committed to attend the location to enforce the turn ban.
- 5.4 A community engagement plan will be implemented for a multi-stage engagement process comprising consultation with the community before, during and at the conclusion of the trial. The decision to proceed with the trial is contingent on feedback gathered from the pre-trial community engagement.
- 5.5 Communication and engagement will include a targeted letterbox drop, online information/ survey via Council's Have Your Say webpage and social media posting. During the trial, electronic Variable Message Signage boards will be placed on Canterbury Road subject to the Department of Transport's approval to engage with drivers travelling through the area.
- 5.6 Properties will be notified via letterbox drop and will include details of the trial, the changes to traffic management to be implemented, the timing of installation, next steps and links to the Have Your Say survey and frequently asked questions. Figure 3 identifies the notification area of the pre-trial letterbox drop.



Figure 3. Notification area of pre-trial letterbox drop

## 6. LEGAL AND RISK IMPLICATIONS

- 6.1 Department of Transport are the road authority responsible for management of declared roads including 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 Compliance – Victoria Police are the enforcement agency responsible for enforcing the Road Safety Road Rules 2017.

## 7. FINANCIAL IMPACT

- 7.1 It is expected that 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 onto 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 A letterbox drop will be undertaken in late 2022 which will include details of the proposed trial, the changes to traffic management to be implemented, the timing of installation, next steps and links to the Have Your Say survey and frequently asked questions.
- 11.2 A subsequent report outlining the findings of the pre-trial community consultation feedback will be tabled at an ordinary council meeting in 2023.
- 11.3 The feedback from the pre-trial community consultation will form the basis of the decision to proceed, or not proceed with implementing the trial.
- 11.4 If supported, the trial will be implemented for a 12-month period, enabling traffic data and community sentiment to be captured though all seasons and events within the calendar year.
- 11.5 A subsequent report would be provided to Council to consider if the trial should be made permanent.

**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**

Nil