

**REPORT TO THE HEAD OF HIGHWAY MANAGEMENT
REPRESENTATION TO AN ADVERTISED TRAFFIC REGULATION ORDER**

**The Metropolitan Borough of Solihull
Oxhill Road and Yardley Wood Road, Shirley West Ward
(Prohibition of Waiting) (Limited Waiting) Order 2025**

**13 February 2026
LEAD OFFICER: Jane Williams**

1. Purpose of Report

1.1 To consider representations received to a permanent Traffic Regulation Order (TRO) to:

- Introduce double yellow lines on the service road to the rear of the shops 1-15 Oxhill Road to discourage obstructive parking.
- Introduce a limited waiting restriction '2 hours no return within 2 hours, Monday to Saturday' in front of the shops at 1 – 15 Oxhill Road, to encourage a greater turnover of customers.
- Formalise the existing single yellow line adjacent to properties 1284 – 1292 Yardley Wood Road.

2. Background

2.1. Through the council's established Traffic Regulation Order Framework process Oxhill Road and Yardley Wood Road have been identified as priority locations in the 2025/26 works programme to be considered for the introduction of new or amended parking restrictions.

The proposals as advertised are detailed on plan 9631 in Appendix A.

3. Matters for Consideration

3.1. The proposals were formally advertised on 7th November 2026 and the closing date for receipt of representations was 28th November 2025.

1.2 Four representations to the Order were received during the consultation period, one fully supportive and three objecting. The comments and suggestions received have been fully considered. The tables below summarise these representations.

Representations	Officers Comments/ Response (refer to paragraph)
I want to write to supporting the proposed parking restrictions on Oxhill Road. I think they are an excellent idea. There's people who leave their cars all day preventing others who want to go to the one stop, hey baby, Launderette or the cafe which I believe will impact on the businesses. 2 hours is plenty of time. Apart from the hairdresser's all the other businesses will benefit. It will stop the lodge customers parking there too and they have 2 large car parks.	NA
My only concerns are the current lack of enforcement of the double yellow lines; will this be enforceable and if so, will this be enforced?	3.3
Perhaps another solution would be to give the hairdressers a 4-hour pass or permit for customers there for longer appointments?	3.4
Also, could it not be enforced Monday to Sunday instead of just Monday to Saturday?	3.5

<p>I'm writing to object to the proposed parking restrictions to the bays on Oxhill Road.</p> <p>The installations of restrictions here will not alleviate the amount and type of vehicles wishing to park, and simply push parking to the surrounding roads, namely Kingfield Road and the remainder of Oxhill Road and Marcliffe Crescent. These are not wide streets - they are narrow residential roads where parking is already having an impact on residents at busy times such as the school drop off. Many cars also park on the pavement which restricts access to wheelchairs, pushchairs and the like. The lack of space to swing cars into driveways also creates a burden to residents.</p> <p>The people who wish to park in the existing parking spaces at the shops are largely transient, though I appreciate they sometimes include shop staff and residents. Either way you are simply pushing someone who would otherwise find a safe parking space to park all day onto a narrow pavement where they would restrict the activities of residents, walkers, wheelchair users and emergency vehicles.</p>	3.6
<p>I am writing to express my concern about the proposed parking restriction changes on Yardley Wood Road and Oxhill Road, particularly the two-hour limit.</p> <p>It appears that no survey or consultation has been conducted to assess how long customers typically spend in each local business. A two-hour limit may be suitable for some shops; however, for my business — a beauty and hair salon — this is not realistic. Many of our clients spend between three to four hours with us for treatments such as hair colouring, nails, and semi-permanent makeup.</p> <p>Imposing a strict two-hour limit puts unnecessary pressure on both customers and staff. It risks forcing us to rush our work, compromising service quality and customer experience. In addition, if a client's service is not finished and they must leave due to the parking limit — for example, with wet hair — where exactly are they supposed to go? They cannot return within two hours, which is completely unreasonable and impractical. Could you please provide an answer to that?</p> <p>This restriction could discourage clients from booking longer treatments and directly impact our small business and others like ours.</p> <p>I strongly urge the council to reconsider this proposal and explore alternative solutions, such as:</p> <ul style="list-style-type: none"> • Allowing parking for more than two hours, or • Introducing a paid extension system after two hours to enable longer stays when necessary. <p>The council's role should be to support local businesses and help the community thrive, not to impose restrictions that could hinder our growth. I hope this feedback will be taken into serious consideration before the final decision is made.</p>	3.7
<p>I support in principle the proposed waiting restrictions with the following observations.</p> <p>2 hours isn't enough for the hairdressers, cafe, launderette and babyscan.</p> <p>Motorists are parking on and obstructing the pavement on the north side of Oxhill Road between the two sets of double yellows, this has not been addressed.</p> <p>Parking bays with white lines for the parade would aid more efficient parking.</p> <p>There's a "missing" double yellow outside The Lodge pub on Oxhill Road.</p> <p>The "historic" yellow line on Yardley Wood should be reinstated but upped to a double.</p> <p>Residents of 1284 – 1292 Yardley Wood Road regularly park here opposite the junction causing traffic turning right out of Oxhill Road to pass on the wrong side of the road to avoid their cars and buses having to stop at an angle to reach the bus stop.</p> <p>There is still not enough enforcement by the council of the current restrictions in this area; this will need to be increased as the new restrictions are applied.</p>	<p style="text-align: center; vertical-align: top;">3.7</p> <p style="text-align: center; vertical-align: top;">3.3</p> <p style="text-align: center; vertical-align: top;">3.8</p> <p style="text-align: center; vertical-align: top;">3.9</p> <p style="text-align: center; vertical-align: top;">3.10</p> <p style="text-align: center; vertical-align: top;">3.3</p>

Officer Comments/Responses

- 3.2. Enforcement is carried out in line with our commitments across the whole borough. If the proposals are subsequently implemented there will be a proactive push to drive compliance with the new restrictions.
- 3.3. The council does not operate a business permit parking scheme at the current time.
- 3.4. It is only possible to enforce a restriction which has a sealed legal order. In this case the restriction proposed is Monday to Saturday.
- 3.5. When developing and setting out a scheme of this type, we do always consider and where feasible try to mitigate and reduce the potential for displacement. Whilst it can be difficult to predict how road users will respond to new restrictions and measures when introduced.
- 3.6. The purpose of the limited waiting restriction is to support businesses and encourage turnover to the shops. In view of an objection from one of the businesses and additional comments it appears that implementing this restriction could have the opposite effect as to what was intended.
- 3.7. If the limited waiting restriction were implemented than parking bays would be marked out in line with regulations.
- 3.8. We have been made aware of the 'missing' double yellow line and this will be refreshed either when/if the other restrictions are implemented or as part of the maintenance programme, whichever comes first.
- 3.9. Under the current Order we do not have the flexibility to introduce double yellow lines where the existing single yellow line is as this would require additional consultation.

Ward Members' Views

The Ward Members for Shirley West were informed of the proposals. No objections were received.

Officer Recommendation

The representations received in respect of the proposed Traffic Regulation Order have been fully considered and responded to accordingly in section 3 of the report.

It is recommended that the proposed Traffic Regulation Order be implemented as advertised with the exception of the limited waiting restriction '2 hours no return within 2 hours, Monday to Saturday' in front of the shops at 1 – 15 Oxhill Road, which should be withdrawn due to lack of support.

Democratic Services

Democratic Services have confirmed that the proposed order was subject to statutory advertisement on the dates reported and that representations were received as noted above.

Risk Implications

The Corporate Risk Management Approach has been complied with to identify and assess the significant risks associated with this decision / project. This includes (but is not limited to) political, legislation and reputation risks.

The Approach is not intended to eliminate all risks and not all the risks identified can be managed all of the time. Also, risks will still exist that have not been identified.

For Decision

The Head of Highway Management is asked to approve that the Traffic Regulation Order as detailed on the modified plan 9631 in appendix B is implemented.

The recommendation as set out above is hereby approved:

Signature: ..P.S.Tovey..... Date: 13th February 2026.....

Paul Tovey
Head of Highway Management