

**REPORT TO THE HEAD OF HIGHWAYS
REPRESENTATIONS TO AN ADVERTISED TRAFFIC REGULATION ORDER**

**The Metropolitan Borough of Solihull
(Service Road adjacent to 435 – 441 Stratford Road, Shirley) (Restriction of Waiting)
Order 2026**

**16 July 2026
LEAD OFFICER: Jane Williams**

1. Purpose of Report

- 1.1 To consider representations received in response to a proposed permanent Traffic Regulation Order (TRO) to introduce a 'Limited Waiting, 1 hour, no return with 1 hour, 8am – 6pm, Monday – Saturday' restriction, in the existing parking bays fronting no's. 435 - 441 Stratford Road.
- 1.2 The restriction is intended to discourage all day parking and encourage a turnover of customers to the shops.

2. Background

- 2.1. Through the council's established Traffic Regulation Order Framework process this location was identified as priority location in the 2026/27 works programme to be considered for the introduction of new or amended parking restrictions.
- 2.2. The proposals as advertised are detailed on plan 9803 in Appendix A.

3. Matters for Consideration

- 3.1. The proposals were formally advertised on 19th June 2026 and the closing date for receipt of representations was 10th July 2026.
- 3.2. Six objections were received during the consultation period. One representation also requested an extension to the existing double yellow lines.
- 3.3. The comments and suggestions received have been fully considered. The tables below summarise these representations.

Representations	Officers Comments/ Response (refer to paragraph)
I am a blue badge holder and there are no disability parking spaces anywhere near the entrance that I can use , parking is already a major issue for workers and as it is I have to come in at 7am in the morning to guarantee a space near to the entrance , the slip road is already busy early in the morning now that Greggs has opened and the Test centre opens earlier.	3.4
I believe that enforcing parking restrictions in this section would cause larger issues to an already overcrowded junction. This would be due to an increase in traffic across the front of the shops as more cars will be leaving throughout the day.	3.5
It will affect accessibility for workers/visitors in the building. Shops and learner drivers will also be affected. There are already lots of parking restrictions in Shirley and I cannot see what the advantage would be in adding them here.	3.6

I do not believe that this will solve any of the issues and, in fact, I see it making the area more incident prone than it already is. As you may be aware there are many near-misses and crashes occurring within that junction due to blind turns on a busy road and congestion on the junction; many of my colleagues, and myself, on numerous occasions, have experienced near-misses. If you limit the time in which people can park there to 1 hour this will lead to a higher number of vehicles entering and leaving the parking spaces which will increase the likelihood of crashes. In addition to this, there are many people working in this building for longer than an hour who have accessibility needs and benefit from being able to park in front of the building as, although we do have some disabled parking behind our building, there is still a fair walk to the entrance, and it cannot always accommodate the number of people who need to use it.	3.4 & 3.5
As someone who works adjacent to the area in question, I am aware of regular parking issues for those that work at Avon House, as there is insufficient parking to house staff, let alone visitors. Introducing restrictions would eliminate essential business parking for staff, who live too far away for public transport to be an option.	3.7
As outlined in the letter, the purpose of these proposals is to regulate parking, enhance road safety and improve the amenity of the area. A tenant on the first floor of 435 Stratford Road (Avon House), we are writing to object to the proposals on safety grounds. We have already raised concerns with the Council following two accidents and two near misses of our employees leaving Avon House onto the slip road within the last 12 months., improvements have been made to the junction with a new give way sign installed and no entry painted on the road. These improvements do not however detract from the clear blind spot for motorists at the three-way junction included in the enclosed plan 9803. At and following the site visit, we formally requested that the current double yellow line restriction be extended by one car length away from the three-way junction outside Avon House (highlighted in the attached edit to the plan). This is now being considered for inclusion under the Traffic Order Framework programme starting in April 2027. We further request this is considered as part of this Traffic Regulation Order priority given the exact same location. In addition, the proposed reduction in limited waiting to 1 hour will increase traffic on the service road adjacent to Stratford Road, further increasing the risk of accidents/near misses. This safety concern for our employees forms the basis of our objection to the proposed changes.	3.5 & 3.8

Officer Comments/Responses

- 3.4. The proposed limited waiting restriction would not apply to vehicles displaying a valid Blue Badge and parked in accordance with the Blue Badge Scheme exemptions. Consequently, the proposal would not prevent Blue Badge holders from parking within the affected bays.
- 3.5. The proposed restriction is not expected to result in a significant increase in traffic at this location. Vehicles currently access the service road in search of available parking spaces, and this activity would continue under the proposed arrangement. Whilst the proposal may increase turnover within the parking bays, there is insufficient evidence to suggest that it would result in a material increase in vehicle movements or road safety concerns.
- 3.6. The purpose of the proposed restriction is to improve the availability of parking spaces for short-stay users, visitors and customers of the adjacent businesses by preventing long-stay parking within the parking bays.
- 3.7. Whilst the concerns regarding staff parking are acknowledged, the public highway cannot be relied upon as a dedicated parking facility for employees of adjacent businesses. The purpose of on-street parking controls is to balance the needs of all highway users and support the effective management of available parking provision.
- 3.8. The request for the extension of the existing double yellow line restrictions has been noted and will be considered through the Traffic Regulation Order Framework programme commencing in April 2027. It is not possible to incorporate this amendment within the current Order, as doing so would require a separate statutory consultation process.

Ward Members' Views

- 3.9. The Ward Members for Shirley South were informed of the proposals. No representations were received.

Officer Recommendation

- 3.10. The representations received have been fully considered and responded to within Section 3 of this report.
- 3.11. Whilst the proposal would be consistent with the objectives of improving parking turnover and availability for visitors, given that all six representations received object to the proposal, including objections from businesses directly affected by the restriction, it is recommended that the proposed Traffic Regulation Order be withdrawn.

Democratic Services

- 3.12. 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

- 3.13. 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.
- 3.14. 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

- 3.15. The Head of Highway Management is asked to approve the withdrawal of the proposed Traffic Regulation Order relating to the parking bays on the service road adjacent to 435–441 Stratford Road, Shirley.

The recommendation as set out above is hereby approved:

Signature: 

Date: 21/07/2026

Dean Ward
Head of Highways