

**Magdalen Road, Exeter, Permanent Road Layout Changes**

Report of the Head of Planning, Transportation and Environment

Please note that the following recommendations are subject to consideration and determination by the Committee before taking effect.

**Recommendation: It is recommended that:**

- (a) proposals to widen the northern footway, restrict vehicular traffic to one-way westbound and provide a contra-flow (eastbound) on-road cycle lane on Magdalen Road, shown indicatively in Appendix I, are progressed for further consultation and detailed design;**
- (b) following further consultation, a Traffic Regulation Order is required for the proposals on Magdalen Road be advertised;**
- (c) further monitoring be to carried out on the impact of the Magdalen Road scheme on the local roads; and**
- (d) the Head of Planning, Transportation and Environment be given delegated powers, in consultation with the Chair of HATOC and the local member, to make amendments to the scheme details for a preferred scheme for approval at a future meeting of Devon County Council's Cabinet.**

**1. Introduction/Background**

In June 2020 Magdalen Road was made one way (westbound- towards the city centre) to vehicles with a contraflow cycleway and widened footway on the northern side of the street to support social distancing in a busy neighbourhood centre.

The changes to Magdalen Road form part of the 'pop up' E9 Strategic Cycle Route, which connects the Newcourt/Pynes Hill area to the Royal Devon & Exeter Hospital and the City Centre. These were implemented as part of Devon County Council's Emergency Active Travel measures, in response to the COVID-19 pandemic.

At the 13 October 2020 Exeter Highways and Traffic Orders Committee (HATOC) meeting, it was resolved that on Magdalen Road:

- (i) the temporary traffic arrangements remain in place until review at a future HATOC meeting;
- (ii) proposals to mitigate the impact on Denmark Road and neighbouring streets be identified in consultation with the local County Councillor; and
- (iii) consultation on (permanent) options be undertaken.

This report presents the outcomes of the consultation referenced in point (ii) and point (iii) above and seeks approval to progress further consultation and detailed design on a preferred scheme.

## **2. Transport Data and Access**

### Magdalen Road

Magdalen Road is a 20mph road at the centre of the St Leonards neighbourhood. The section affected by these proposals (between the junctions with Fairpark Road and St Leonards Road/College Road) hosts numerous shops and hospitality venues along with residential properties.

Vehicle flow data from July 2019 count data showed approximately 6,000 vehicles, two way on Magdalen Road a day. The change to one way, has more than halved traffic flow, to around 2,500 vehicles day.

July 2019 data showed approximately 500 cyclists a day on Magdalen Road. Up to date count data in June 2021 is not yet available but monitoring along the E9 route (provided in the July 2021 Wonford Road HATOC report) has shown approximately 50% growth in cycling along the E9 route.

Magdalen Road has a significant number of pedestrians. Morning period counts (08:30-10:30) undertaken as part of the initial monitoring of the temporary scheme found pedestrians volumes levels of around 200 pedestrians per hour. As identified in the [October 2020 HATOC report](#) the volume of pedestrians and cyclists on Magdalen Road increased following the introduction of the scheme, although this may be influenced by changing travel patterns through lockdown over the year.

Furthermore, with traffic reduced to one way, vehicular flows are on average only 25% higher than pedestrian and cycle flows (compared with over 100% higher at the pre-implementation count). This highlights how the scheme has reduced the dominance of vehicles and provided a greater balance of different users on Magdalen Road.

Considering the design guidance for cycle routes in the DfT Cycle Infrastructure Design LTN1/20, with a 20 mph speed limit the LTN guidance suggest that with flows of over 2,000 vehicles a day, a lined cycle facility is suitable. Where flows are below 2,000 vehicles per day, sharing with vehicles would be considered appropriate.

### Denmark Road

Following the implementation of the 'pop-up' measures, concerns were raised regarding the displacement of traffic previously using Magdalen Road eastbound onto Denmark Road and other residential roads.

Traffic counts in September 2020, between 07:00-19:00, showed two-way vehicular flows on Denmark Road to be approximately 1,900. Although there were approximately 400 more vehicles coming up from Western Way and turning into Denmark Road, there was a reduction in southbound traffic on Denmark Road as vehicles are unable to turn left out of Denmark Road and head east on Magdalen Road. The resulting change in two-way vehicle flows on this section of Denmark Road is small, with September 2020 flows within 50 vehicles of pre-scheme volumes recorded in July 2019.

### Local Access

There are a number of access requirements which need to be considered with any proposal:

- The sole vehicle access for number 20 Magdalen Road and Exeter Small Automatics is also taken from this section of Magdalen Road.
- The section of Wonford Road between the Magdalen Road and Radford Road junctions is one-way southbound for vehicular and cycle traffic and hence can currently only be accessed via Magdalen Road.
- The section of Denmark Road between the Athelstan Road and Heavitree Road junctions is one-way northbound for vehicular traffic (a shared-use path allows cycle traffic southbound) hence can only be accessed from the south.
- Kerbside access for loading and deliveries is required for a number of businesses on Magdalen Road.
- 15 vehicular parking spaces and 3 cycle parking stands are provided on the southern side of Magdalen Road, with parking in the former restricted to a maximum of 1 hour.
- The section of Magdalen Road covered by these proposals is not served by public service buses. However, the junction of College Road/St Leonards Road is used by Stagecoach South West routes H/H1/H2 and UNI, and any changes which impact the operation of this junction could potentially impact these services.

## **3. Consultations**

### Magdalen Road

Following the installation of the 'pop-up' measures, significant volumes of correspondence containing a mixture of positive and negative feedback were received. Those in favour stated that it had made Magdalen Road more pleasant, with less pollution and better for pedestrians and cyclists. On the other hand, some residents were concerned the changes had increased traffic flows on nearby streets, such as Denmark Road and some of the traders cited concerns regarding customer and loading access to their businesses.

Independent from Devon County Council's consultation, a survey was run by the St Leonards neighbourhood association in September 2020. The survey had over 1,000 responses and approximately two thirds of respondents wanting a discussion on the future of Magdalen Road.

DCC's consultation on future options for Magdalen Road was held between 25 February and 25 March 2021. Due to the COVID-19 pandemic, the two consultation events (a presentation and a 'drop-in' question and answer session) were held through Microsoft Teams, although attendees could join by telephone as well as via the internet. Paper copies of consultation materials were provided on request.

The options presented during the consultation were:

- Option 1 – one-way westbound with contra-flow cycle lane (i.e. making the temporary layout permanent)
- Option 2 – one-way eastbound (Option 2a including a contra-flow cycle lane, Option 2b not including one)
- Option 3 – low-traffic street (significant widening of space available for pedestrians)
- Option 4 – revert to original layout (i.e. remove all temporary measures).

Further details on the consultation material can be found via the DCC have your say page (<https://www.devon.gov.uk/haveyoursay/consultations/magdalen-road-exeter-public-consultation/>) and consultation leaflet reproduced as Appendix III.

Over 1,500 responses were received through an online survey linked to the consultation webpage, by email or by post. Approximately 70% of responses were from local residents, with the remainder predominantly being frequent visitors to the local area, along with some individuals representing local businesses.

The consultation responses are analysed in greater detail in the Consultation Report<sup>1</sup> In summary:

- 'Pedestrian facilities' and 'clean air' were rated as the most important factors in Magdalen Road by consultation respondents.
- Nearly 75% of resident/visitor respondents agreed with reducing through traffic in Magdalen Road to provide more space for pedestrians and cyclists
- Among traders on Magdalen Road, there was a 50:50 split for and against reducing traffic in Magdalen Road.
- The option preferred by the greatest number of respondents was Option 3 (low-traffic street)
- Option 1 (making the temporary layout permanent) also received more positive (agree/strongly agree) than negative (disagree/strongly disagree) responses
- Only 5% of respondents stated either Option 2a or 2b as their preferred option, with the majority of responses against these options.

### Denmark Road

As noted above, concerns were raised regarding the 'knock-on' impacts on Denmark Road arising from displacement of eastbound Magdalen Road traffic. Consultation on possible mitigation was conducted with leaflets sent to approximately 300 residents of Denmark Road and neighbouring roads in winter 2020/21.

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76 responses were received. The responses were mixed, with no conclusive preference. The most popular option preferred by 33% of people was Option 1, extend one way on Magdalen Road to Fairpark Road junction. Residents of Denmark Road were predominantly in favour of Option 1, but residents of other streets raised concerns regarding the impact of this option on residential access. The next most frequent response was to do nothing (25%). The most common response (40%) was to return Magdalen Road to two way, although the Magdalen Road consultation responses suggest this is not widely supported.

The letter sent to residents summarising the consultation and responses is reproduced in Appendix II.

#### **4. Options Discussion and Appraisal**

##### Magdalen Road

As noted above, nearly 75% of consultation respondents agreed with making changes of some description to reduce traffic and provide more space for pedestrians and cyclists.

Given the weight of this response and high response rate, and considering adopted carbon and active travel targets, a return to two-way traffic (Option 4) is not felt to be suitable.

Considering consultation feedback further, both Options 2a and 2b (one-way eastbound with/without contra-flow cycle lane) have been discounted, as:

- A majority of respondents disagreed with these options.
- They reintroduce traffic queues from the traffic signals into Magdalen Road, negatively impacting air quality/clean air.

The remaining options, Option 1 (making the temporary layout permanent) and Option 3 (low-traffic street) both have several factors in their favour:

- More positive than negative consultation responses.
- Both remove queuing traffic from Magdalen Road, improving air quality.
- Both would improve pedestrian facilities (identified as important by over 85% of respondents).

Option 3 would provide the best environment for pedestrians and cyclists and provide additional street space for pavement cafes and ancillary business activity. On the other hand, the existing on street parking on Magdalen Road is well utilised and removing this could be detrimental to some of the traders on Magdalen Road. Option 3 would be the most expensive of the options to deliver and likely to require external funding, which it may not be possible to secure prior to the expiration of the Temporary Traffic Regulation Order covering the temporary measures. Consequently, proceeding with Option 3 would create the risk of a significant delay before the temporary measures can be replaced with permanent infrastructure, necessitating a reversion to the previous layout in the interim.

In light of this, it is considered that Option 1 is the most deliverable option for reducing traffic on Magdalen Road. It improves the pedestrian realm, improves air quality and

still retains on street parking for business and it is therefore recommended that this option be progressed.

Scores are on a 5-point scale, from ‘Very good’ to ‘Very poor’, and are colour-coded from dark green (very good) to red (very poor) for ease of interpretation and comparison.

Options	Consultation	Clean Air	Pedestrian Facilities	Cost/ Deliverability
Option 1	Good	Good	Good	Good
Option 2a	Poor	Poor	Good	Good
Option 2b	Very poor	Poor	Good	Good
Option 3	Very good	Good	Very good	Poor

### RAG Performance of permanent options for Magdalen Road

#### Denmark Road

As detailed above, the resident consultation was inconclusive, with the two most popular options being to do nothing or Option 1, extend the one-way restriction to the junction of Magdalen Road and Fairpark Road.

Option 1 would prevent the use of Denmark Road as a cut-through between Western Way and Heavitree Road, thus significantly reducing traffic volumes on Denmark Road and improve conditions for pedestrians and cyclists.

Option 1 would however have a negative impact on vehicular residential access, access to the health centre, schools, other facilities and future development of the swimming pool area. Also, residents of the Denmark Road area travelling from the west would have to use Heavitree Road, with increased traffic on Barnfield Hill and sections of Spicer Road

With traffic count data indicating that the changes in traffic volumes on Denmark Road have been modest. It is recommended that no action is taken for the moment and the traffic situation is reviewed following the implementation of the Magdalen Road scheme.

## 5. Proposals

Subject to approval of this report’s recommendations, a detailed design for **Magdalen Road Option 1 – one-way westbound with contra-flow cycle lane** – will be progressed. The proposal will include formal loading bays, additional street furniture and the direction of the on-street parking will be changed to allow users to drive into the bays.

Given the strength of public support for Option 3 (low-traffic street), the detailed design will, as far as practicable, avoid impeding the future delivery of this option. Additionally, options for additional traffic-free days to facilitate community events will be explored further with local traders and the community association.

This detailed design will be put to public consultation, enabling stakeholders and members of the public to provide detailed feedback on matters such as street furniture, positioning of loading areas and mitigation measures.

Traffic Regulation Orders will then be advertised for the finalised scheme , with Cabinet approval being sought prior to construction.

## **6. Financial Considerations**

It is expected that Magdalen Road Option 1 would cost in the region of £1,000,000 and therefore any final decision on the construction of the scheme would need to be made by Devon County Council's Cabinet.

A more accurate cost estimate will be provided following detailed design.

## **7. Environmental Impact Considerations**

The measures proposed in this report will improve provision for pedestrians and cyclists on a prominent street at the heart of the St Leonards neighbourhood. They also form part of a cross city cycle route that has seen strong growth since its introduction in June 2020. The scheme will also likely reduce vehicular traffic volumes when compared with pre-COVID-19 levels.

Restricting traffic on Magdalen Road to one-way westbound (towards Exeter city centre) rather than one-way eastbound (away from Exeter city centre) will mean that stationary vehicles queuing at traffic lights will be removed from Magdalen Road providing a reduction in the pollutant levels.

Further afield, making traffic one-way westbound on a section of Magdalen Road is likely to significantly reduce eastbound traffic on the section approaching the Gordon's Lamp junction (junction of Magdalen Road and Fore Street Heavitree. This is likely to reduce queuing at the Gordon's Lamp junction and may contribute toward improving air quality on Heavitree Road.

Some car journeys will be made longer by the proposals and there would be a small increase in traffic on some roads in the vicinity of the scheme.

Although there may be negative impacts in some locations, the overall environmental impacts arising from the proposals are expected to be a significant benefit.

## **8. Equality Considerations**

An Impact Assessment for the temporary measures on Magdalen Road is available online<sup>2</sup>.

A permanent scheme would provide additional benefits above the current temporary arrangements with further widening of footway creating an improved pedestrian

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<sup>2</sup> [https://www.devon.gov.uk/accesstoinformation/archives/information\\_request/environment-impact-assessments-light-traffic-schemes-in-exeter](https://www.devon.gov.uk/accesstoinformation/archives/information_request/environment-impact-assessments-light-traffic-schemes-in-exeter)

environment for vulnerable road users, including young people, older people and people with disabilities.

The Impact Assessment for the temporary scheme will be updated to reflect any additional impacts identified through the detailed design process and re-published alongside any report to Cabinet and any permanent changes being implemented.

## **9. Legal Considerations**

The proposed changes would be introduced through Traffic Regulation Orders. The permanent orders require a public consultation, and statutory bodies (e.g. emergency services) are notified of the restrictions. A public notice is placed in the local press.

The Temporary Traffic Regulation Order covering the temporary arrangements will expire on 30 November 2021. However, it could be extended by a further 6 months, in line with the Road Traffic Regulation Act 1984, for certain reasons, such as if a permanent scheme is to be progressed.

## **10. Risk Management Considerations**

A road safety audit was undertaken for the temporary scheme and a full road safety audit process would be carried out for any permanent changes.

As noted above, the Option 1 scheme for Magdalen Road is likely to be more deliverable, with less cost risk and a shorter construction period than Option 3.

Furthermore, as the proposed arrangement has already been trialled, it is considered that many of the risks and potential issues are well-understood and can be mitigated through the detailed design stage.

## **11. Public Health Impact**

The scheme will have a positive public health impact by improving facilities for walking and cycling on a busy neighbourhood centre, thus encouraging people to walk and cycle more frequently.

As noted above, the scheme will also eliminate traffic queuing back onto Magdalen Road west from the College Road/St Leonards Road junction. This will reduce the exposure to pollution for users of Magdalen Road.

Although it is expected that social distancing guidelines/requirements will be relaxed in the coming weeks/months, the wider footway would help support social distancing if requirements continued or if it were required again in future.

## **12. Summary/Conclusions/Reasons for Recommendations**

The preferred option provides a balanced approach to consultation feedback by reducing through traffic on Magdalen Road, and ongoing monitoring of impacts in the Denmark Road area, improving access for sustainable modes and creating a more attractive urban environment, while maintaining some vehicular access for local business and residential areas.



The proposal will build upon the County Council's encouragement of active travel in response to the COVID-19 pandemic and enable people to maintain behavioural changes in the longer-term. In doing so, it aligns well with the County Council's Climate Emergency declaration by encouraging modal shift away from the private car towards more sustainable modes of travel.

Dave Black  
Head of Planning, Transportation and Environment

**Electoral Division: St David's & Haven Banks**

Local Government Act 1972: List of Background Papers

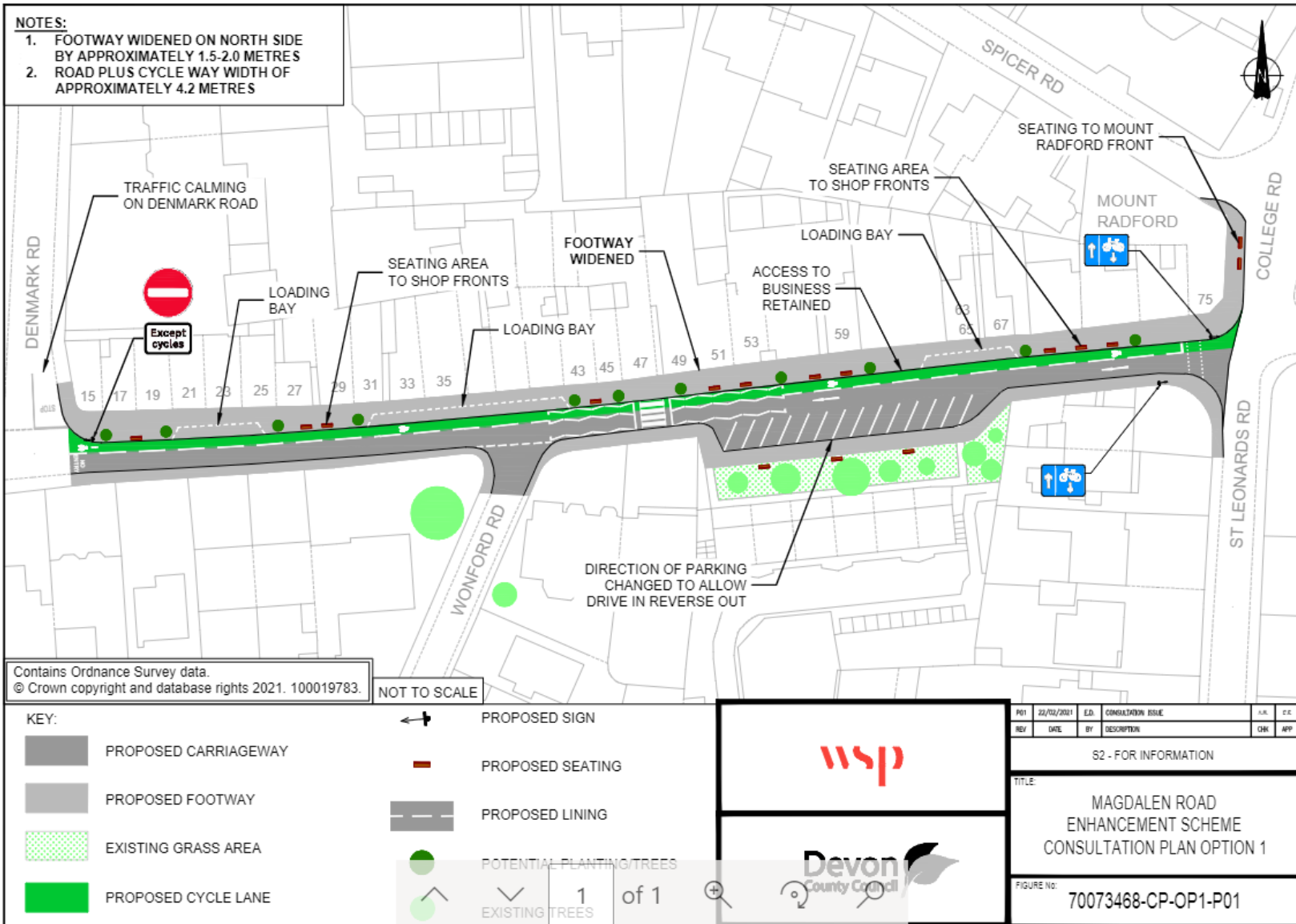
Contact for enquiries: Chris Burrige-Barney

Room No: Matford Lane Offices, County Hall, Exeter

Tel No: 01392-383000

Background Paper	Date	File Reference
None		

cb080721exh  
sc/cr/Magdalen Road, Exeter, Permanent Road Layout Changes  
02 090721





Planning, Transportation and Environment  
County Hall  
Topsham Road  
Exeter EX2 4QD  
Tel:01392 383000  
Email: [transportplanning-mailbox@devon.gov.uk](mailto:transportplanning-mailbox@devon.gov.uk)

Date: 1st February 2021

Dear Resident,

**Re: Denmark Road Access Consultation**

I am writing to you to update on the responses received to the November 2020 consultation regarding temporary changes to access in and around the Denmark Road/Spicer Road area. Information was sent out to over 300 properties in the area and we received 76 responses.

A number of options were identified to help address concerns around increased traffic on Denmark Road following the temporary changes to Magdalen Road. The options, and an overview of the responses is provided below;

- **Option 0 – Do Nothing**
- **Option 1 - Extend one-way westbound on Magdalen Road to Fairpark Road**
- **Option 2 - Denmark Road one-way Northbound only**
- **Option 3 - Ban the left turn from Denmark Road onto Heavitree Road**
- **Option 4 - Ban the right turn from Spicer Road onto Heavitree Road**

The responses on the potential temporary changes were mixed. The two most popular options were **Option 1**, followed by **Option 0**. Options 2,3 and 4 received few votes with residents believing the options didn't do enough to reduce vehicular movements along Denmark Road.

A number of respondents referred to Magdalen Road, and proposals for this will be consulted on separately over the next few months.

Option	Responses
<b>0 Do Nothing</b>	17
<b>1 Extend one way on Magdalen Rd</b>	25
<b>2, 3 &amp; 4</b>	4
<b>Comment regarding Magdalen Rd</b>	30

Residents of Denmark Road were typically in favour of Option 1, although residents of other streets consulted stated that the impact on residential access of Option 1 is too large.

Option 0, do nothing, was the next most popular response, with some respondents suggesting that more time was needed to understand the true effects of the temporary measure of making Magdalen Road One-way.

Since the consultation, a new national lockdown has been announced. Traffic levels around the Denmark Road area recorded in January 2021 are below those before the COVID-19 pandemic, and we would expect to see lower travel demand while we remain in lockdown and/or tiered restrictions.

With mixed views on what change should take place, and while traffic levels remain below pre COVID 19 levels, we do not intend to make any changes to local access arrangements at this time. We will however continue to monitor traffic levels and longer term changes to Denmark Road can be considered as part of further consultation on Magdalen Road later this year.

As part of the consultation we also received feedback from residents about other issues and changes that they wish to see, including;

- Wanting more **Traffic calming measures** along Denmark Road.
- **Improved signage** of the E9 route cycleway along Denmark Road,
- Improve **pedestrian provision** at the Barnfield Road/Barnfield Hill crossroad.
- Prevent or **deter large vehicles** from using Denmark Road

Traffic Calming measures would typically require a full Traffic Regulation Order, which need to go through a statutory process and take time to implement. These would therefore be investigated alongside any permanent changes.

Extra signage will be provided to help deter goods vehicles from turning right into Denmark Road from Magdalen Road and additional signage for cyclists will also be installed shortly.

Thank you for getting in touch to comment on the options proposed, and I hope that this letter provides a useful summary of responses and proposed next steps.

Yours Faithfully

**Transport Planning Team**

[transportplanning@devon.gov.uk](mailto:transportplanning@devon.gov.uk)

# Magdalen Road consultation



## Tell us what you think

Magdalen Road is an attractive and vibrant local neighbourhood centre at the heart of the St Leonard's community and the shops, cafes and businesses drawing people from much further afield.

Following the outbreak of the COVID-19 pandemic the governments emergency active travel fund, temporary changes were made to Magdalen Road to support social distancing.

The change reduced through traffic to one way (westbound) to enable widening of the footway on the northern side of the street. A contraflow cycle lane was also provided, forming part of a cross city cycle route (E9) connecting Pynes Hill to the city centre to enhance alternative travel choices while capacity on public transport was reduced by social distancing requirements.

Feedback received so far on the changes to Magdalen Road has been mixed, with strong views both for and against. The changes under the temporary traffic order have given residents, businesses, and users of Magdalen Road an opportunity to see how Magdalen Road could be different and how the pedestrian environment could be improved. Past events, such as street parties, have also demonstrated the potential when vehicular traffic is reduced or removed to use the street differently when extra space is provided for shoppers, pedestrians and cyclists.

This consultation sets out several different options for how Magdalen Road could be used in the future and we want to hear your views. Please take time to consider what features of Magdalen Road are important to you and what changes (if any) could be made to encourage more people to visit and spend time in the street.



## Why this is important

Attractive neighbourhood shopping streets with thriving business and where people can access a range of goods locally is important in supporting a low carbon economy.

Devon County Council signed a Climate Change Emergency declaration in May 2019 and is committed to reducing Devon's carbon emissions to net-zero by 2050. Transport remains the largest contributor of greenhouse gas emissions in Devon and to reach net zero the transport network and people travel choices will need to become more sustainable.

The Exeter Transport Strategy (2020 - 2030) focuses on improving travel choices and creating better places for people to live and work. The strategy has a focus on improving the provision for pedestrians and cyclists in the city and reducing the dominance of vehicles in the city centre.

This consultation is an opportunity for you to have input into the future of Magdalen Road. If there is support for permanent changes, a more detailed consultation will take place later this year on the preferred option. Any permanent changes to Magdalen Road will also take into account and how to address the impact on surrounding streets.

We invite you to let us know what you think about the options set out in the consultation and **engage in the conversation**.

## Option 1 - One-Way Westbound with contraflow cycle lane

Option 1 is to make the current temporary layout on Magdalen Road permanent.

Vehicular traffic would be one-way westbound only (towards city centre direction) so that there is no queuing traffic from the signalised junction by the Mount Radford. A contraflow (eastbound) cycle lane would also be provided.

The footway on the northern side of the street would be widened providing an **extra 1.5-2.0 metres of level footway**. This is wider than the additional temporary footway as the space used by temporary barriers would also become footway.

The additional footway space would be suitable for higher footfall and could also be utilised by businesses for pavement cafes, additional seating, cycle parking or planting to enhance the attractiveness of visiting the street. Exact details of any street furniture and positioning of loading areas would be finalised through further consultation on a more detailed proposal.

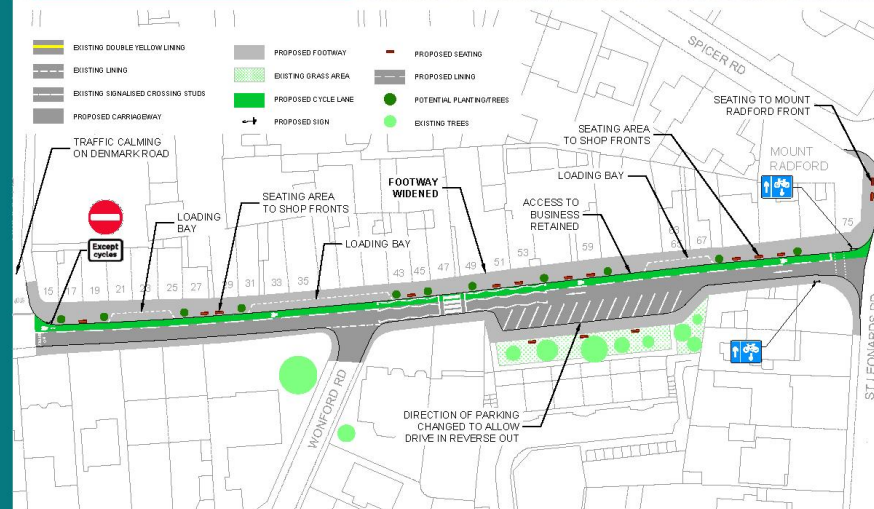
The existing on-street parking would be retained, albeit the direction of the bays changed to allow them to be driven into and reversed out.

An indicative arrangement has been shown in the on this page.

Traffic management on surrounding streets, such as Denmark Road, Barnfield Road and Spicer Road would also form part of any change to Magdalen Road under this option.



Option 1



## Option 2 One way Eastbound (with or without cycle lane)

Following feedback received on the temporary measures, Option 2a and Option 2b have been included in this consultation.

**Option 2a** is one-way eastbound direction with a contraflow cycle lane.

**Option 2b** is one way eastbound but without the contraflow cycle lane. Cyclists travelling west towards the city centre would be diverted via Spicer Road.

Both options enable widening of the footway on Magdalen Road which could be utilised by businesses for pavement cafes, additional seating, cycle parking or planting to enhance the attractiveness of visiting the street.

The area of extra footway for Option 2a of approximately 1.5-2.0 metres is comparable with Option 1. With Option 2b a slightly wider area of footway, approximately 2.0 - 2.5 metres wider than current is achievable.

Vehicles heading eastbound would queue at the Mount Radford signalised junction, resulting in stationary vehicles and more pollution on the eastern end of the street.

Under both options, measures to restrict through traffic on Spicer Road will be required as Spicer Road is an unsuitable route to provide a diversion loop for vehicles. Under this option Spicer Road would also be the signed section of the E9 strategic cycle route.

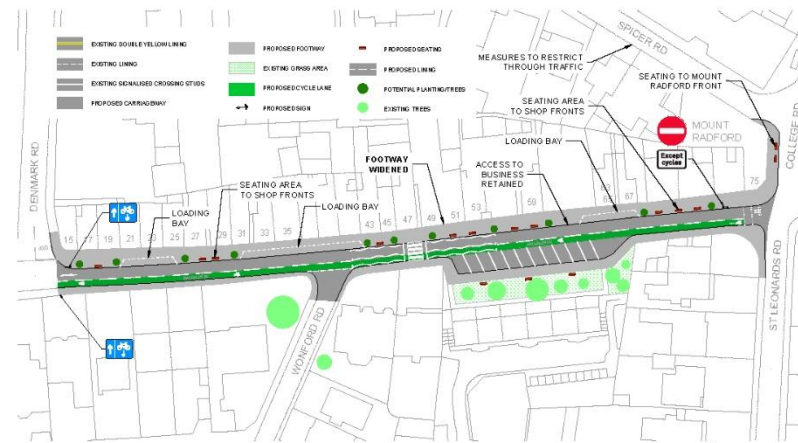
The existing on-street parking would be retained, and vehicles with side entry doors would be facing onto the kerbside when loading or unloading.

Indicative images of both arrangements are shown on the right.

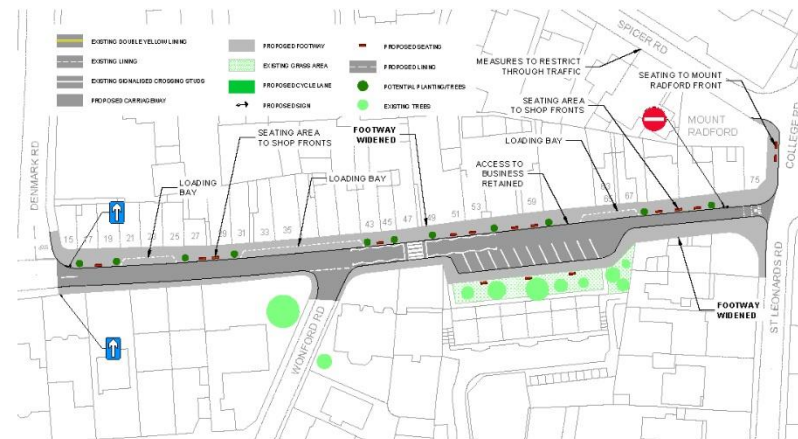


Option 2B

## Option 2A



## Option 2B



### Option 3 – Low Traffic Street

Option 3 is to create a low traffic street and significantly more space for pedestrians.

The street environment would be changed to provide more space for pedestrians and for outdoor seating for business on Magdalen Road. Gateway features and surfacing could be changed between St Leonards Road and Wonford Road to provide a low traffic street. This would help to create an environment which is visited for longer periods of time.

The option reduces all through traffic on Magdalen Road, with vehicular access between St Leonards Road and Wonford Road only provided for loading and access. Local vehicular access would be retained between Wonford Road and Denmark Road. Cyclists would be able to travel in both directions.

A comprehensive plan for local traffic management and vehicular access would also be needed to ensure traffic is not displaced onto adjacent residential streets.

The existing on-street echelon parking bays would be changed. Additional on street parking/loading could be provided on Magdalen Road between Wonford Road and Denmark Road and the on-street parking on Denmark Road could also be moved to the other side of the road closer to Magdalen Road shops.

This option represents the most significant change to Magdalen Road and would be the most expensive of the proposed options. Progression would likely require external funding and is likely to have the longest timescales for delivery.

The image provides an indicative visualisation of how the street could look.



Option 3

### Option 4 - Revert to original layout

Option 4 is to return Magdalen Road to its previous layout, before the COVID-19 temporary measures.

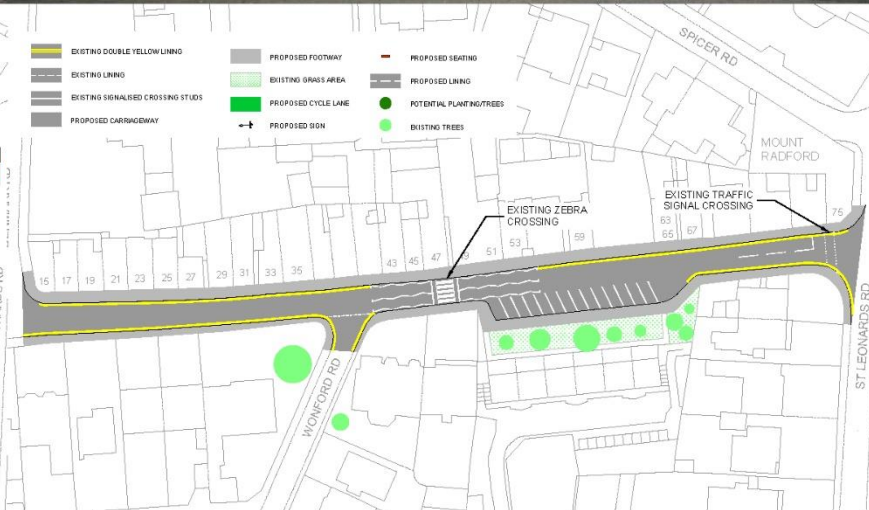
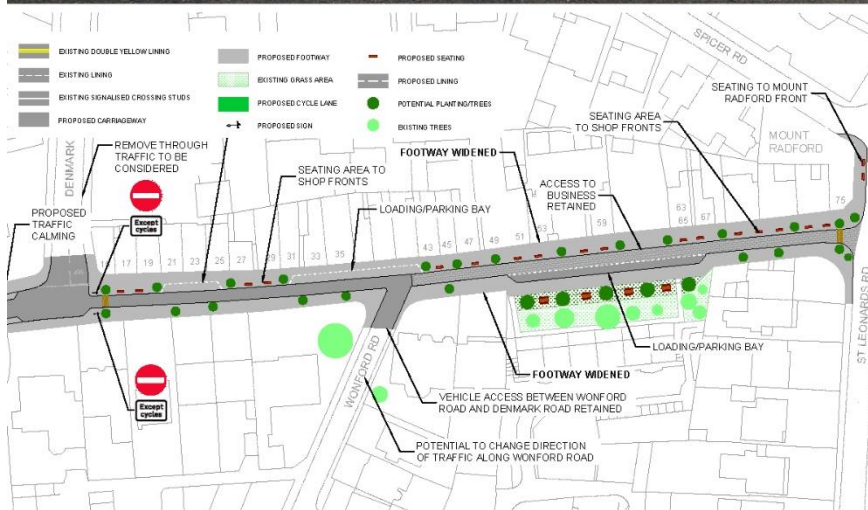
All traffic management measures, additional footway and contraflow cycle lane would be removed, and two-way vehicle access from both directions reinstated on Magdalen Road.

The return to two-way traffic would increase traffic passing and viewing shops. It would however be a return of vehicles queuing at the traffic lights and be less attractive for pedestrians and cyclists than other options in this consultation.

If this is the preferred option, the temporary measures would most likely remain for a few more months while there are still social distancing and travel restrictions before then being removed.



Option 4





## Have your say

We want to get your views on the future of Magdalen Road.

Public consultation is being held between 25th February 2021 and 25th March 2021 to seek the views of residents and stakeholders.

We ask that you submit your views through our online survey available from our website on: [devon.cc/magdalenroad](https://devon.cc/magdalenroad)

Should you be unable to complete the survey online, or wish to receive a paper copy of the consultation material please get in contact at:

- [transportplanning-mailbox@devon.gov.uk](mailto:transportplanning-mailbox@devon.gov.uk) or
- write to us at: Transport Planning, County Hall, Topsham Road, Exeter, EX2 4QD

### Consultation Events

Due to the current COVID-19 pandemic, no physical consultation events will be held. Instead, we will be holding two online events:

- an online consultation presentation 5:30pm – 7:00pm on Wed 3 March and
- a 'drop-in' question and answer event 12.00pm – 1.30pm on Mon 8 March

Please email [transportplanning@devon.gov.uk](mailto:transportplanning@devon.gov.uk) to register for either event.

The consultation material will remain available for view throughout the consultation period.

## Next Steps

Following the close of the public consultation, we will analyse the feedback to understand local preference and opinion and a summary of the consultation will be published later this year.

The temporary measures will remain in place until the consultation has been completed and the results and next steps reviewed at a meeting of the Exeter Highways and Traffic Orders Committee (HATOC).

This consultation outlines several options for how the street could look in future. If there is support for a permanent change, further consultation would be undertaken on the details of any preferred option.

Your views are really important to help shape what happens next and we kindly ask that you provide us with your feedback on the future of Magdalen Road by 25 March 2021.