

**IMPORTANT INFORMATION  
FROM YOUR COUNCIL -  
SIVITERS LANE & ROSS  
PED CROSSING & TRAFFIC CALMING**

My Ref: JF CC-022  
Your Ref:  
Please ask for: Joe Ferrara  
Telephone No. 0121 368 1177  
E-mail: As below  
Date: 11<sup>th</sup> March, 2026

Dear Occupier

**Siviters Lane & Ross – Pedestrian Crossing & Traffic Calming Scheme.**

Sandwell Metropolitan Borough Council proposes to introduce safety and traffic calming measures along Ross and Siviters Lane in Rowley Regis. The safety measures will be in the form of speed cushions, speed table, pedestrian (Puffin) crossing, associated carriageway lining, and signing. The proposals will make it safer for all road users including motor vehicles, cyclists, and pedestrians. The proposals are shown on the attached plans.

It is proposed to locate the new speed cushions, a speed table and pedestrian crossing at the following locations:

**Speed Cushions; length (m); Width (m); Height (mm)**

1. Siviters Lane – Adjacent to Number 54; **3.5; 2.0; 85 – 2 No.**
2. Siviters Lane – Adjacent Number 2; **3.5; 1.8; 85 – 3 No.**
3. Siviters Lane – Outside Number 109; **3.5; 2.0; 85 – 2 No.**
4. Ross – Between Numbers 7/8; **3.5; 2.0; 85 – 2 No.**
5. Ross – Between Numbers 20/20a; **3.5; 1.8; 85 – 3 No.**
6. Ross – Outside Number 25; **3.5; 2.0; 85 – 2 No.**
7. Ross – Between Numbers 121/122; **3.5; 2.0; 85 – 2 No.**
8. Ross – Outside Number 97; **3.5; 2.0; 85 – 2 No.**
9. Ross – Pedestrian crossing between Numbers 23 & 23a.
10. Ross – Speed Table Between Numbers 30 & 31.

Full details may be examined on Sandwell Council's website. [www.sandwell.gov.uk](http://www.sandwell.gov.uk)

Representations in writing, stating your grounds for objection to Joe Ferrara by email to: [rowleyregis\\_feedback@sandwell.gov.uk](mailto:rowleyregis_feedback@sandwell.gov.uk) by 1<sup>st</sup> April 2026.

Yours sincerely,

*J. Ferrara*

**Joe Ferrara,  
Highway Design Engineer**