

## Milford Mill Road Traffic Issues Update on Actions from November 2020 Meeting

The current updates on the actions from the meeting are:

### Traffic Survey Request

A traffic survey request form has been submitted for a survey to be undertaken in the vicinity of the junction of Milford Mill Road and The Meadows as requested by the Chair of the Milford Preservation Group. The council has suspended undertaking traffic surveys because of the national lockdown restrictions. Traffic surveys will recommence following lifting of the last remaining lockdown restrictions, currently planned for 19/07/2021. This survey will be part of the first batch of surveys to be undertaken by the council's contractors when such activities recommence.

### Yellow Box Marking

A request for a yellow box marking to be provided on the A36 was submitted to Highways England (HE) in November of last year. A response to that request was received at the end of February. HE have stated that they would not support the provision of a yellow box marking at the location requested. HE's view was that the key concern to them was congestion on Southampton Road which blocks up the Strategic Route Network and that any measures they sought to provide on the A36 would be aimed at addressing that problem and the provision of a yellow box would not meet that criteria.

Whilst the issue can be raised again with Highways England their view on this issue is unlikely to change in the near future.

### Extension of 20mph Speed Limit

The issue can only be considered once the results of the traffic surveys requested by Laverstock & Ford Parish Council are known. The undertaking of the traffic surveys are subject to the comments provided above.

### Signing of 7.5t Weight Limit

The Vivacity sensor in New Petersfinger Road indicates that roughly twice as many HGVs are travelling along Milford Mill Road away from the A36 than are travelling towards it. This disparity is considered to be as a result of substandard advanced warning signs on the A36 of the weight limit. HE have indicated that they would consider allowing the erection of advanced warning signs of the weight limit on the A36 but the provision of the signs would have to be funded by Wiltshire Council (and/or others) and would need to be subject to a HE design check. The cost of which would again need to be funded by Wiltshire Council.

For reference the existing weight limit sign on the A36 Southampton Road can be seen [here](#).

For reference the existing weight limit sign on the A30 London Road can be seen [here](#).

Improving the signage on the A36 would be a reasonable option to take forward and should be the first course of action pursued.

### Fowlers Hill One Way

The impact of reversing the one way on Fowlers Hill cannot be modelled within any of the existing Wiltshire Council traffic models. Creating a specific traffic model to model the impact of reversing the one way restriction would not represent value for money.

Technically, the one way system on Fowlers Hill could be reversed. However, doing so is likely to have minimal impact on the volume of traffic using Milford Mill Road. The attraction of using Milford Mill Road is to avoid the length of the A36 between College and Bourne Way roundabouts. Reversing the one way system on Fowlers Hill wouldn't change that. Reversing the one way system would likely only change the routes that people use to get to Milford Mill Road and result in traffic being displaced to other routes (i.e. Milford Hill).

There is only limited anecdotal evidence that traffic currently using Fowlers Hill is then going on to travel along Milford Mill Road. In terms of determining whether or not this is a significant problem the key factor is where vehicles arriving at Fowlers Hill are coming from. The one way restriction in Fowlers Hill starts at its junction with Fowlers Road and ends at its junction with Shady Bower. To get to the start of the one way restriction vehicles must currently travel along:

- Milford Hill > Fowlers Road > Fowlers Hill
- Milford Hill > Rampart Road > Tollgate Road > Fowlers Hill
- A36 Southampton Road > Tollgate Road > Fowlers Hill

Other than to avoid ad-hoc occurrences of localised congestion diverting off of Milford Hill or the A36 Southampton Road to access Fowlers Hill to then in turn access Milford Mill Road would involve an unnecessary detour on motorists journeys. It is unlikely that motorists are undertaking such detours in any significant volume. As above, if the one way restriction was reversed on Fowlers Hill traffic would likely just seek to use Milford Hill to access Shady Bower and then Milford Mill Road.

In the view of officers reversing the one way system on Fowlers Hill wouldn't be of any benefit to addressing traffic issues in Milford Mill Road.

If there was a significant local desire to pursue this issue then seeking to reverse the one way system on a trial basis using an Experimental Traffic Regulation Order would be the proposed way forward.

### Tesco Additional Exit

Works to install the additional exit from Tesco onto New Petersfinger Road are ongoing. The works shown on the plan are primarily aimed at stopping vehicles turning left out of the new exit and travelling along Milford Mill Road. The works will provide a significant gateway to Milford Mill Road. The measures provided could be bolstered by additional weight limit signage and HGVs could be directed to use the Park and Ride bus access route to turn around and head back out onto the A36. Additional signage improvements to be considered at this location once works to construct the additional exit have been completed.