

# Wiltshire Council

Where everybody matters



## Trowbridge Area Board

**17 January 2013**

Welcome to this evening's meeting

# Emerging Transport Strategy Trowbridge



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January 2013  
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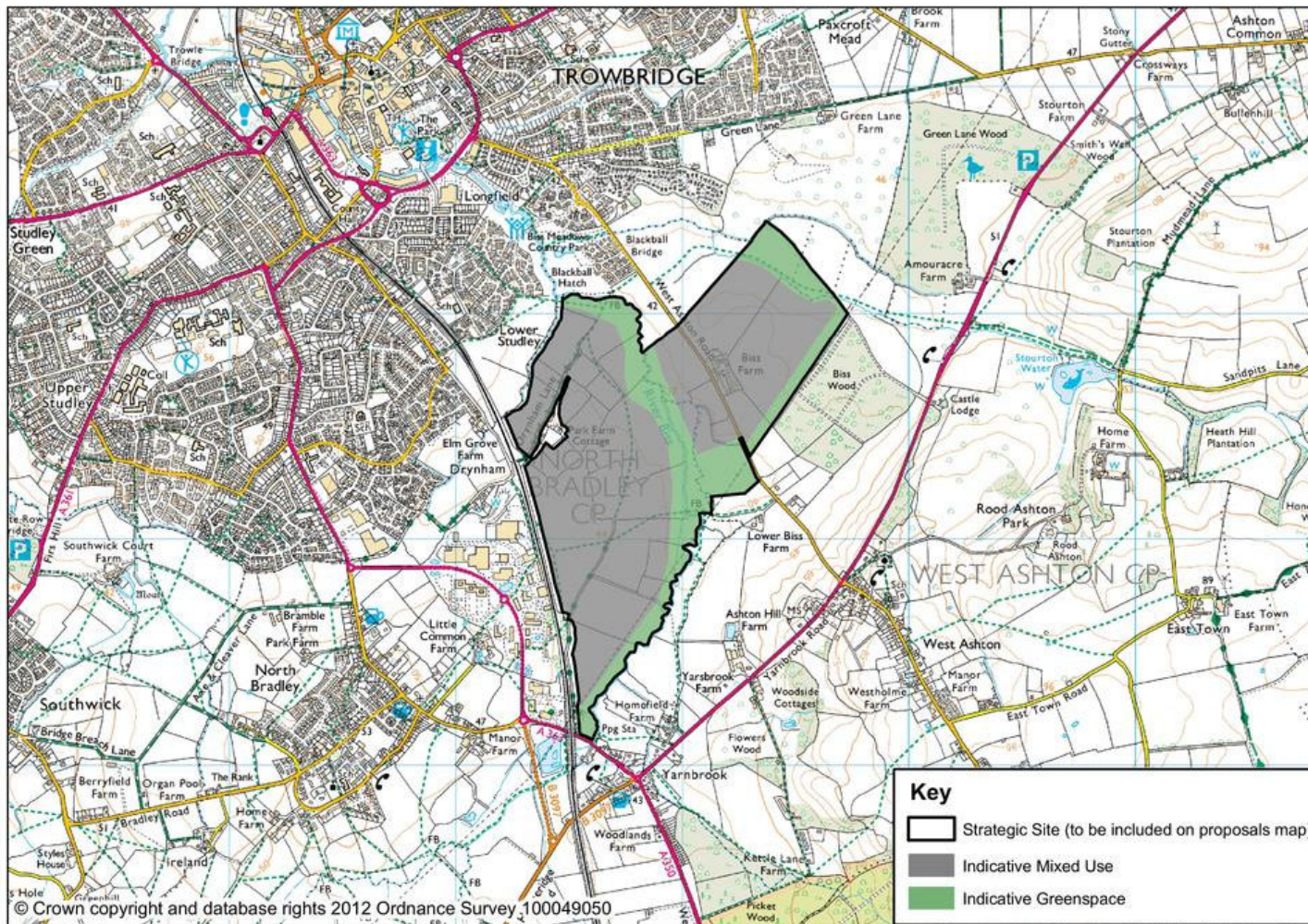
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# Introduction

- Core Strategy Submission document (2006 to 2026)
  - 6,000 new homes within the Trowbridge Community Area
  - 25 hectares of employment land
  - 2,600 homes and 15 hectares of employment land in the proposed Ashton Park Urban Extension
- Transport Strategy to demonstrate that this level of development can be accommodated adequately
- Consultation to date:
  - Objectives for the strategy (September 2011)
  - Options Assessment Report Trowbridge Local Knowledge: Local Action Event (February 2012)
  - Report on Emerging Transport Strategy (November 2012)

# Proposed Urban Extension in Core Strategy



# 2026 Reference Case

- Traffic model developed of 2026 'Reference Case' from 2009 Base Model
- Includes planned Core Strategy development and sites that already have planning permission
- Also takes into account general growth of traffic
- Includes committed schemes
- But no other improvements
- Predicts a large increase in congestion for trips to/from Trowbridge and on A350

# 2026 Reference Case Committed Schemes

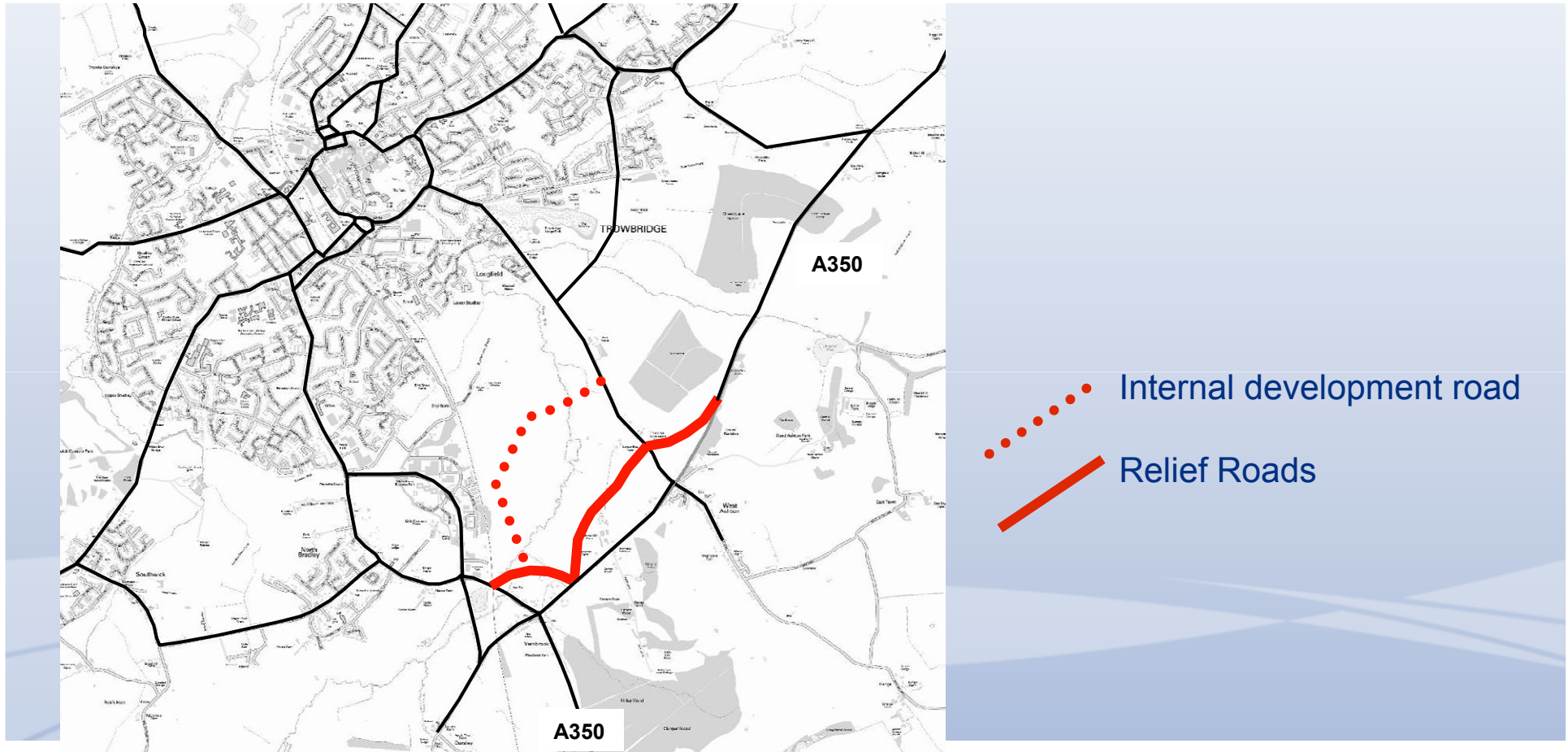


# Emerging Strategy Components

Type	Scheme or Measure
<b>Walking and cycling</b>	<p>Pedestrian and cycling improvements on key corridors, including between the rail station and town centre</p> <p>New “at-grade” crossing facilities on County Way and at key junctions</p>
<b>Public Transport</b>	<p>A high frequency bus service between Ashton Park and the town centre</p> <p>Bus priority measures at new developments</p> <p>Rail station - redesigned station forecourt and interchange area</p>
<b>Smarter Choices</b>	<p>Work Place and Residential Travel Plans for new developments</p> <p>Measures and targets actively reviewed by a Travel Plan co-ordinator</p> <p>Continued use of and support for School Travel Plans</p>
<b>Demand Management</b>	<p>Maximise availability of short stay parking in town centre</p> <p>Maintain adequate long stay parking at the edge of the town centre</p> <p>Parking restrictions and charges consistent with council run car parks for new town centre developments</p> <p>A delivery strategy to restrict the movement of heavy goods vehicles at certain times in the town centre</p>
<b>Road Improvement</b>	<p>A350 Yarnbrook Relief Road</p> <p>A350 West Ashton Relief Road</p> <p>Traffic capacity enhancements at critical junctions in the town</p>



# Potential Relief Roads Yarnbrook and West Ashton



# Emerging Strategy Estimated Costs and Funding

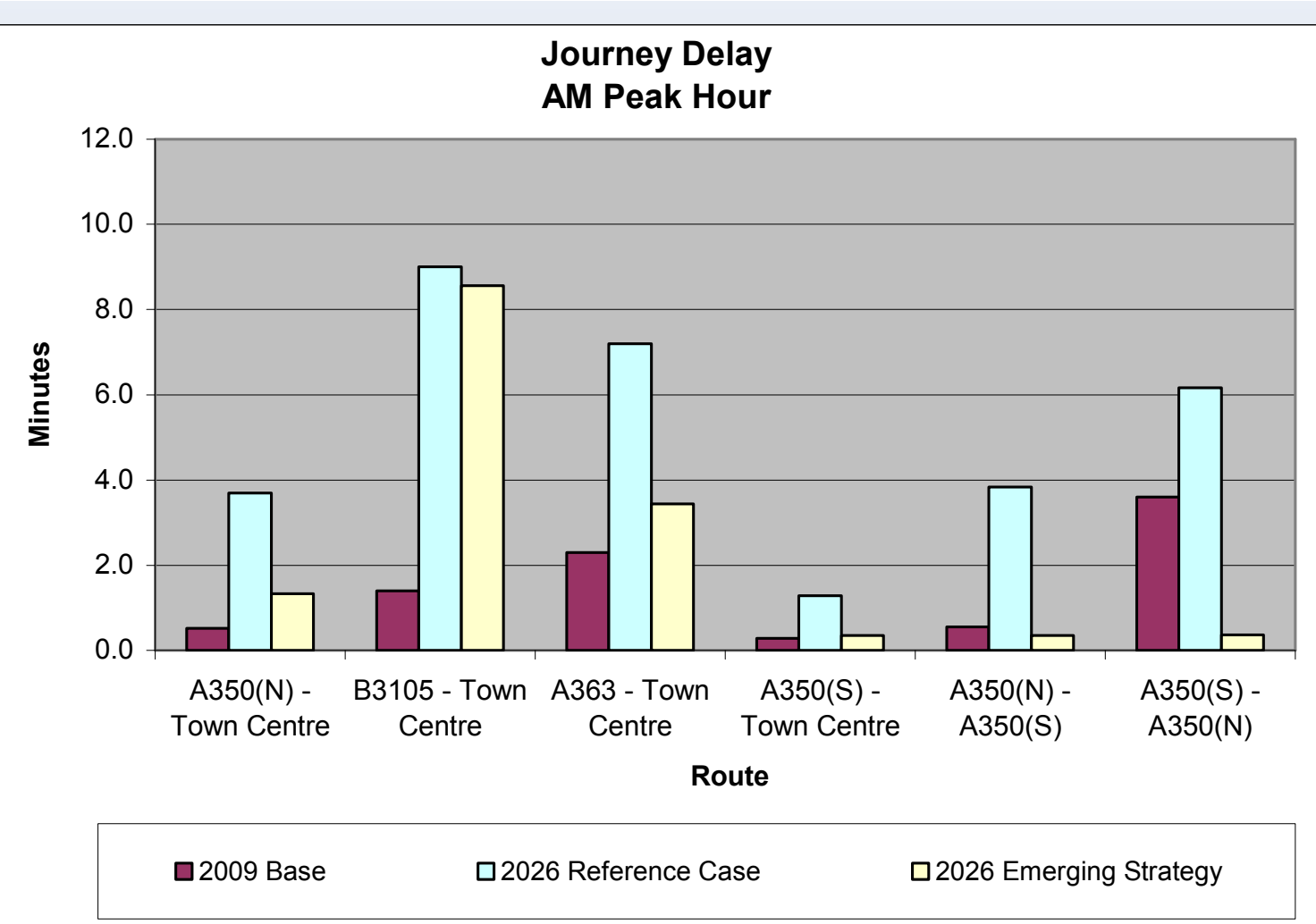
<b>Infrastructure cost</b>	£14.9m
<b>Revenue cost (over 10 years)</b>	£1.4m
<b>Total</b>	£16.3m

- Funding through a combination of:
  - Directly provided by developer
  - Community Infrastructure Levy
  - Local Transport Plan
  - Other sources

# Modelling of Emerging Strategy

- Emerging Strategy shown to reduce delays significantly from Reference Case
- Delays on A350 minimised
- Overall, average journey time in 2026 reduced to around 2009 level
- Strategy will also reduce carbon emissions and improve air quality compared to Reference Case

# Modelling of Emerging Strategy



# Conclusions

- Emerging Strategy is successful in reducing traffic congestion
- It contributes to delivery of the agreed objectives
- The Strategy is considered to be deliverable and affordable
- The Strategy is appropriate to mitigate against the impacts of the additional trips associated with the Core Strategy proposed development
- Therefore it is recommended that the Strategy is accepted by the Area Board