

CABINET MEMBER FOR TRANSPORT, WASTE, STREET SCENE AND FLOODING Cllr Dr Mark McClelland

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REFERENCE: HTW-21-22

NORTH CHIPPENHAM LINK ROAD - A350 TO B4069 - 50 MPH SPEED LIMIT

Purpose of Report

To consider 35 objections in connection with the proposed introduction of a 50-mph speed limit on the new North Chippenham Link Road extending from the A350 Malmesbury Road roundabout to the B4069 (see **Appendix 2**). This is being constructed as part of the Birds Marsh View development and provides highway access to this estate via two interim junctions on this road. There were no responses in support of the 50-mph limit as advertised.

Consultation

Consultations have been undertaken with the Fire Service, Police and Ambulance Service and also with the relevant bus companies, the Town Council and the Local Member. Advertisements have been posted in the local press and notices were posted in prominent positions at the site (see **Appendix 1**).

Options Considered

To:

- (i) Implement the proposals as advertised.
- (ii) Not implement the proposals.
- (iii) Implement the proposals with amendments.

Reason for Decision

To preserve and/or improve the amenities of the area through which the road runs by regulating vehicle speeds along this new road in the interests of highway safety. The North Chippenham Link Road, which will be delivered as part of the Birds Marsh View development, will provide a strategic highway link connecting the A350 with the B4069. However, despite its 'urban edge' location there is a need to ensure that speed management measures respect the needs of all road users and deliver actual vehicle speeds that are safe and appropriate for the road and its surroundings. The length of the Link Road has been designed for a speed of 50-mph in terms of layout geometry and sightlines, with this design speed conceived at planning. However, without setting any limit there would be potential for excess driver speeds beyond this. The A350 roundabout at its western end and the part of the B4069 to which it connects at the eastern end

are both subject to existing speed limits of 50-mph, so the aim was to harmonise the speed limit of the interconnecting Link Road to align with these.

Objections made to the advertised listed in Appendix 2 have been considered. Whilst an argument can be made for the 50-mph speed limit as advertised due to the strategic function of the new link, it is equally possible to infer from DfT Circular 01/2013 that a speed limit of 40-mph may be more applicable in the circumstances as the link would equally fit the criterion of a higher quality suburban road or one on the outskirts of the urban area where there is little development. Looking at the representations made it is considered that, on reflection, there is a greater case for imposing a 40-mph speed limit on this Link Road. Whilst it is recognised that there are aspirations for the construction of further lengths of road to the east around the outskirts of Chippenham over time, such that this Link Road would form part of a strategic ring route, that is not the case now.

<p><u>DECISION MADE</u></p> <p>I approve that the proposal to introduce the 50-mph speed limit over the length of the North Chippenham Link Road between the A350 and the B4069 should be amended to introduce a 40-mph speed limit over the same extents.</p> <p>This decision was published on 29 September 2022 and will come into force on 7 October 2022.</p>

The following report and appendices are attached:

- HTW-21-22 Report
- HTW-21-22 Appendix 1 – Site Notice
- HTW-21-22 Appendix 2 – Objections/Comments

The following supporting documents are available from the officer named above:
None

.....Signed.....
Cllr Dr Mark McClelland
Cabinet Member for Transport, Waste, Street Scene and Flooding

Date:....29 September 2022.....