

**CABINET MEMBER FOR HIGHWAYS, TRANSPORT AND WASTE –  
COUNCILLOR BRIDGET WAYMAN**

**HIGHWAYS AND TRANSPORT**

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**REFERENCE:** HTW-28-19

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**ROAD TRAFFIC REGULATION ACT 1984**  
**1. THE COUNTY OF WILTSHIRE (THE BUFFER, PURTON) (WEIGHT RESTRICTION)**  
**ORDER 2019**  
**2. PEDESTRIAN CROSSING – COWLEAZE, PURTON**

**Purpose of Report**

1. To consider seven submissions in connection with the advertisement of a Traffic Regulation Order (TRO) for a weight limit on The Buffer and zebra crossing on Cowleaze, in the Parish of Purton. The representations include four objections in relation to the proposed crossing, two requesting the installation of a signal controlled crossing and further pedestrian infrastructure, and one comment on the proposed weight limit (see **Appendix 2**).

**Relevance to the Council's Business Plan**

2. The [Business Plan 2017-2027](#) sets out Wiltshire Council's priorities for the next ten years:
  - Growing the local economy
  - Protecting the vulnerable
  - Creating strong communities
3. This proposal will help to encourage a strong and resilient local community by encouraging local links between residential areas.

**Background**

4. The development, known locally as Ridgeway Farm, was granted permission in 2014 by the Secretary of State following a planning appeal. As part of the agreed layout the re-routing of the B4553 Road from Swindon through Ridgeway Farm along Cowleaze was secured. The development is now nearing full occupation and it has become evident that a large number of pedestrians wish to commute on foot from the north of the site to the south to access bus services (to local schools) as well as the Primary School. The opening of the road for all traffic has also highlighted the use of The Buffer (where the school is located) by heavy goods vehicles (HGVs) which use it to travel south and to access local estates, such as Peatmoor.

**Main Considerations for the Council**

5. To provide a safe and a secure place for pedestrians to cross Cowleaze, it is proposed to install a pedestrian crossing adjacent to The Farm. The location has been chosen to best accommodate desire lines of pedestrians as well as taking into account adjacent residential driveways. As the location of the proposed crossing has adequate forward

visibility and is in a 30 mph speed limit a zebra crossing is considered the most appropriate type of crossing. A signal controlled crossing is not required in terms of pedestrian safety.

6. The objections to the crossing proposal cite potential issues with light pollution and noise from cars stopping and starting. In mitigation, a shield will be fitted to the Belisha beacons to prevent light spillage and disturbance. Furthermore, the 30 mph speed limit will ensure that cars are approaching the crossing without the need to break heavily which will alleviate noise nuisance.
7. The current use of The Buffer by HGVs has raised concerns of conflicting movements between large vehicles and school pedestrians at a highly sensitive location. To mitigate the conflict and address the safety concerns of local people, a 7.5 tonne limit is proposed to be implemented which will ensure that HGVs can only travel the route for access to properties on The Buffer. It has been suggested that a weight limit could be better enforced if there was a break in the limit which will extend from Purton Road to Swinley Drive. The Council's Traffic Management Team believes that there is no strategic requirement for a break and that enforcement will be achievable with the proposed restriction.

#### **Safeguarding Implications**

8. Not applicable.

#### **Public Health Implications**

9. The introduction of both the crossing and the weight limit will make the walking route to the school safer and encourage pupils and parents to walk.

#### **Procurement Implications**

10. Not applicable.

#### **Environmental and Climate Change Considerations**

11. Not applicable.

#### **Equalities Impact of the Proposal**

12. The introduction of a crossing will have a minimal impact on the free flow of traffic on the B4553 but will ensure that pedestrians are able to access all areas of the estate by foot. The weight limit will encourage vehicles to remain on the B4553. There will be a slight increase in distance and time for HGV journeys on the alternative route. However, the restriction will ensure that the large vehicles use the higher classification of road as well as reducing the risk of conflict with vulnerable highway users.

#### **Risk Assessment**

13. Not applicable.

#### **Financial Implications**

14. All costs associated with the advertisement/processing and implementation on site are to be met by the developer.

**Legal Implications**

15. There are none.

**Options Considered**

16. To:

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

**Reason for Proposal**

17. The introduction of a Zebra crossing will facilitate the safety of pedestrians crossing the B4553 (Cowleaze) and the introduction of a 7.5 tonne weight restriction on The Buffer will mitigate the potential conflict between HGVs and pedestrians (in particular children).

**Proposal**

18. That the proposals be implemented as advertised.

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**The following unpublished documents have been relied on in the preparation of this Report:**

None