

11/12/2020

Swindon – New Eastern Villages
Wanborough Traffic Calming Scheme
Statement of Consultation

December 2020



11/12/2020

Wanborough Traffic Calming Consultation Feedback

Consultation overview

Introduction

This report details Officer and Designer responses to the principle issues raised during the consultation.

When did the consultation take place?

Consultation was undertaken on the Wanborough Traffic Calming Scheme from 6th July 2020 to the 17th August 2020.

Who was consulted, and how?

An article in the Wanborough Monthly Newsletter directly informed residents and social media posts from the Borough Council made the wider public aware. Consultees were encouraged to provide feedback to the proposals via an online consultation. Over 25 responses were received.

Summary of the main issues raised

Consultees are supportive of the need for the scheme and have suggested additional traffic calming improvements be investigated elsewhere in the village. There are concerns with visual impact of the scheme on the local area. All feedback has been collated and issued to our designer for consideration throughout the next stages of design.

Table of all feedback

All feedback received, including Officers and Designers responses has been tabled in the supporting documentation, 'Table Of Feedback And Responses'.

Feedback and Officer response

Need for the scheme

The traffic calming scheme is part of a wider package of transport interventions designed to ensure the surrounding areas are not negatively impacted by additional traffic generated from development at the New Eastern Villages (NEV). It aims to reduce traffic speeds in the village through the use of traditional engineering solutions and psychological traffic calming, while retaining the distinct character of the village.

It will discourage additional traffic from the NEV passing through Wanborough; improve pedestrian safety by slowing vehicles; improving junction visibility; formalising pedestrian crossings and enhancing their visibility to motorists, and it will reduce the amount of unnecessary through traffic and Heavy Goods Vehicles (HGV) using this part of the network by making the route less viable.

Visual impact of the scheme

Measures will be taken during detailed design and construction to minimise disruption to local residents and the wider community, for example, wildflower planting inside buildouts. Careful consideration will be given to ensure the village retains its rural character. The specification of materials will be finalised during detailed design.

Parking implications

The proposals will seek to improve driver behaviour by providing designated parking areas where possible, and implementing double yellow lines in areas along the High Street, where informal parking has caused safety concerns. The scheme improves parking along the High Street by the creation of additional formal parking spaces which will increase the overall parking capacity.

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Impact on traffic flows

The aim of this scheme is to reduce traffic flows by making the village a less desirable through route.

Pollution and air quality

The scheme is designed to minimise additional car pollution by way of engineering methods; such as, using horizontal traffic calming measures – for example road narrowing, as opposed to vertical methods such as speed humps where car pollution can linger. The scheme is also designed to discourage inappropriate through traffic and restrict HGV traffic.

Pedestrian access

The proposals will improve pedestrian access throughout the High Street and Rotten Row. Pedestrian access has been considered for all individuals, including those who may have mobility issues; caring responsibilities where the use of a wheelchair is necessary; or sensory impairments.

All pedestrians will benefit from improved footpath access through the introduction of formal pedestrian crossings at strategically identified locations. Footpaths throughout the extent of the High Street will also be resurfaced with additional footway improvements being delivered alongside new developments.

20mph zone

The Council has investigated this approach to traffic calming with a comprehensive study of designs, however careful consideration was given to ensure the scheme did not alter the local character of the area. Feedback received was in support of a 20mph zone, which will be given further consideration during detailed design. Where possible, the use of less disruptive horizontal traffic calming features have been applied in the proposals.

Foxhill Signage

Improvements to the signage, prohibition and advanced information signs of the restriction ahead will be investigated to give drivers advanced warning of the through traffic restrictions. In addition, existing signage will be updated at the junction.

Re-location of existing buildouts

The existing buildout in front of The Plough has been removed to provide a better crossing facility and new footway provision. This will aid crossing opportunities in this area, especially to the regularly used playing fields off Chapel Lane.

The alternative location for the build outs provides a traffic calming feature, whilst also presenting the opportunity to implement much needed formal parking along this stretch of the High Street. The priority section is positioned on a straight and level length of carriageway, which will provide sufficient visibility to oncoming vehicles.

Funding

The Council will forward fund the scheme until NEV developer contributions are receipted.