

# Topic Paper 15



Transport



# LDF Topic Paper

## TRANSPORT

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### Issues and Options Summary

- Improvement of strategic road and rail links passing through the district
- Retention and enhancement of public transport service levels
- Continued partnership working with highway authorities in local transport delivery
- Good quality transport choices to reduce overall reliance on the private car
- Reduce the need to travel

In linking to other topic areas the following objectives are valid

- Sustainable distribution of development across the district - i.e. in locations where services and facilities, including public transport provision, are available.
  - High quality design – creating places in which people want to live
  - Delivery of infrastructure in step with new housing
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### CONTENTS

1. [Issues facing Salisbury District](#)
2. [The National and Regional Policy Background](#)
  - a. [National Planning Policy](#)
  - b. [Regional Spatial Strategy](#)
3. [Linking it Together – what do existing Local Strategies say?](#)
4. [Priorities at community level.](#)
5. [Learning from Experience](#)
  - a. [How do our existing policies perform ?](#)
  - b. [What are others doing to tackle similar problems ?](#)
6. [Key Issues and Spatial Patterns](#)
7. [Options](#)
8. [Initial Consultation](#)

Appendix A : [Sustainability Matrices](#)

# **1. ISSUES FACING SALISBURY DISTRICT**

## **Transport and Traffic growth trends**

### **Road traffic and motor vehicle usage**

- The rate of increase of traffic has been slower in recent years than in the 1980s.
- Since 1996 the average number of trips taken by car has gradually decreased while the actual average distance travelled and time spent travelling have both increased.
- Adults in households with two or more cars travel on average over three times further than those in households without a car.

### **Expenditure on Travel and transport**

- The cost of motoring has fallen in real terms since 2000, whereas the cost of public transport has risen, making it more challenging to persuade individuals to reduce car use. These trends are likely to continue.
- In 2005/06, households in the UK spent on average £75 per week on transport and travel.

### **Car ownership levels :**

- Are predicted to continue to increase, with a higher proportion of two car households, a lower proportion of households without access to a car, and about the same with access to one car.
- As car ownership increases, so does car dependency, reducing the number of trips people carry out on public transport, walking or cycling.
- In recent years the proportion of young adults with a driving licence has fallen, reflecting an increase in the student population, who may not be able to afford cars.

### **Ageing population :**

- Current generation of people in their 40s and 50s have gone through life dependent on the car for all their transport needs. When they are no longer able to drive this will result in a sense of loss of independence, unless they are helped to understand how to use public transport.
- This will mean that a greater proportion of public transport users will be over 60.

### **Environmental impact of transport :**

- Surface and air transport now account for 23 per cent of UK carbon dioxide emissions, and the share of overall emissions from transport sources is set to continue to grow

## **Transport and sustainable development**

### **Heritage and built fabric**

Salisbury city centre with its traditional grid street pattern of narrow streets and historic buildings fronting directly onto the streets was developed before the era of the motor vehicle. The built heritage of Salisbury defines the city and should be preserved and enhanced. Balancing this with the need for efficient movement of private vehicles, buses, goods vehicles, cycles and pedestrians is a challenge for planners, engineers, businesses and the wider community. Pedestrian priority areas within the retail core have helped to reduce the dominance of traffic, however vehicles owned by residents of the district still use the city centre as a through route to get from one part of the city to the other. Further restrictions on vehicular movement may be necessary to discourage through traffic movement and deliver the required improvements in air quality, rerouting such movements via Churchill Way.

With the level of new housing set to be developed within Salisbury, enhanced bus services and links to the cycle network need to be provided to support this expansion. This is necessary to avoid the worsening of traffic congestion within the city. Bus stop capacity in most city centre streets is now limited, and additional provision of kerbside space will be necessary to accommodate more buses.

## **HGV access to Churchfields**

At present, over height HGVs are routed to and from Churchfields via Exeter Street, New Street and Crane Street. The noise and vibration of these movements is damaging to adjacent buildings. Long term solutions to reduce the impact of these HGV movements, and ensure that this route is only being used by over height vehicles should be explored.

## **Air Quality**

There are five Air Quality Management Areas (AQMA) within the city centre, where air quality is monitored and ways of reducing pollution levels are being explored. Consideration is being given to establishment of a single city centre wide AQMA. Ensuring that the environmental quality of streets within the city centre does not worsen and where possible is improved will be a challenge, ensuring that a growing city population does not equate to growth in motor vehicle usage.

## **Trends in Service Delivery**

There is a continuing trend in the healthcare and education sectors for increased levels of user choice. The healthcare sector is also concentrating the delivery of hospital treatment services on fewer sites. These changes driven by efficiency considerations or central government policy can result in adverse transportation impacts. In a largely rural district such as Salisbury, the gradual centralisation of such services or increased opportunities to be treated or schooled at a location further afield from the user's place of residence results in an increased need to travel. For those without access to a car or with mobility difficulties, this trend presents a variety of problems. Closure of facilities within villages such as post offices and small convenience stores affects the quality of life and opportunities open to communities, particularly the young and over 60s.

## **2. THE NATIONAL AND REGIONAL POLICY FRAMEWORK**

### **National Policy Guidance**

The policy context for transport issues is found in **Planning Policy Guidance 13: Transport (PPG13)**. This guidance note was issued in 2001 to update the previous policy and guidance note, produced in 1994.

Over the past 40 years, traffic growth in the UK has been considerable. More households own cars, travel further and travel more often. Between 1985 and 1995, the total distance travelled per person per year has increased by 23% (DETR, 1997). Car journeys have grown most rapidly for intermediate and long distance journeys. Factors influencing these trends are rising affluence (leading to higher car ownership), a much improved inter-urban strategic road network and the low marginal cost of car use. These trends have led to a worsening of air pollution in urban areas, an increase of the overall proportion of greenhouse gases from transport sources and declines in use of more sustainable alternative modes of travel, such as public transport, walking and cycling. PPG13 formed the government policy response to tackle these adverse trends from a planning perspective.

PPG13 identifies three over-arching objectives to:

- Promote more sustainable transport choices for both people and freight
- Promote accessibility to jobs, shopping, leisure facilities and services by public transport, walking and cycling; and,
- Reduce the need to travel, especially by car

PPG13 identifies three ways of achieving these objectives:

#### **Planning policies**

These include: Increasing the use of previously developed land; increasing housing densities; focusing more development in urban areas, towns and key service centres; focusing trip generating activities in urban areas and towns where there is a greater choice of transport modes, and increasing employment opportunities in rural areas in order to reduce the need for long-distance commuting to urban areas.

#### **Managing travel demand**

These include improving transport interchanges, the use of parking as a demand management tool, traffic management schemes to promote non-car modes and public transport, walking and cycling schemes. The responsibility for these activities are shared between District and County Councils, with the County having responsibility for introducing transport schemes through the Local Transport Plan, and the District having influence over schemes brought forward via new development and through car parking management (location, capacity and pricing).

#### **Implementation**

Bringing transport schemes to fruition would be achieved through planning conditions and obligations and the use of travel plans for new development. Maximising the viability of goods and service transportation networks is an aspect of planning that can have ongoing benefit for the economy. The Department of Transport's '**Sustainable Distribution: A Strategy**' (2004) aims to better integrate planning for freight transport with land use and transport planning. Development plans are required to consider ways in which the proportion of freight carried by water and rail freight can be increased. This would involve locating industry and housing to rail-accessible locations, protecting sites and routes for freight infrastructure services, and widening transport choices through allocating interchange facilities in order to integrate the road network with major transport interchanges.

Link : [http://www.communities.gov.uk/pub/138/PlanningPolicyGuidance13Transport\\_id1507138.pdf](http://www.communities.gov.uk/pub/138/PlanningPolicyGuidance13Transport_id1507138.pdf)

### **Regional Spatial Strategy for the South West**

As part of its overall settlement strategy, the draft Regional Spatial Strategy for the South West, covering the period 2006-2026, recognizes Salisbury as a Strategically Significant City or Town (SSCT).

The Draft Regional Spatial Strategy includes the **Regional Transport Strategy** (RTS), which seeks to:

- Improve opportunities for all to access jobs, services and leisure / tourist facilities;
- Enable infrastructure programmes and transport service provision to support both existing development (largely by addressing problems of congestion) and that proposed in the Draft Regional Spatial Strategy for the South West
- Reduce the need to travel
- Minimise the environmental impact of transport provision and travel, protecting and enhancing the natural, built and historic environment; and,
- Provide reliable strategic road and rail connections to UK, EU and international markets.

To achieve these objectives, the RSS will seek to:

- Encourage modal shift from car use towards greater use of walking, cycling and public transport by improving the attractiveness of these alternatives;
- Improve the ease of user-interchange between services and modes;
- Promote the use, and feasibility of rail freight, where appropriate;
- Encourage an awareness of environmentally sensitive distribution and local supply chains;
- Ensure limited selective road investment to address specific regeneration problems;
- Support use of demand management measures in congested urban centres;
- Deliver improved access to, and investment in regional airports and ports;
- Work with the rail industry to remove capacity bottlenecks, provide new rolling stock and tackle overcrowding; and,
- Work with the Highways Agency to develop a second strategic route into the region via the A303 and A358.

A series of investment programmes will attempt to enhance an integrated **regional strategic road and rail transport network hierarchy** that serves key centres and neighbouring regions. This will enhance flows along strategic corridors of movement between major urban areas and will afford priority to growth areas. Identifying key strategic routes must account for current situations and future development proposals. A key strategic road corridor (the A303) and rail corridor (the Exeter-London “West of England” line) pass through south Wiltshire.

In addition, strategic public transport network will strive to improve links to local transport networks, thus improving accessibility for all. The RTS therefore considers that efficient development planning locates new services, commerce and housing in areas with good public transport links. Salisbury has been identified within the RSS as one of the 22 Strategically Significant Cities and Towns within the region. The following three policies from the draft RSS for the South West are of particular relevance to Salisbury District:

**TR1 Demand Management and Public Transport in the Strategically Significant Cities and Towns -** Demand management measures will be introduced progressively in those places identified in Development Policy A, accompanied by a ‘step change’ in the prioritisation of public transport provision serving these places, including bus priority, and better integration of development proposals and public transport provision.

**TR3 - Second Strategic Route -** Regional stakeholders will work with the Highways Agency to achieve a second strategic route into the region from London to dual carriageway standard utilising the A303/A358 in order to improve the resilience of the inter-regional network and maintain the competitiveness of the South West.

**TR5 - Inter-regional Rail Network -** Rail infrastructure, signalling systems and stations on the strategic inter-regional rail routes will be enhanced so as to ensure the provision of reliable train services with enhanced capacity to meet the growth in demand embodied in the Spatial Strategy.

[http://www.southwest-ra.gov.uk/media/SWRA/RSS%20Documents/Final%20Draft/section\\_5.pdf](http://www.southwest-ra.gov.uk/media/SWRA/RSS%20Documents/Final%20Draft/section_5.pdf)

## **The Manual for Streets**

Provides guidance for policymakers and practitioners on the function of streets as more than just corridors for the movement of traffic. The guidance document is to be used for the design, construction, adoption

and maintenance of new residential streets, and seeks to assist in the creation of high quality residential streets that:

- Build and strengthen communities;
- Balance the needs of all users;
- Form part of a well-connected network;
- Create safe and attractive places which have their own identity; and
- Are cost-effective to construct and maintain

The guidance document gives advice on the design process, the importance of good connectivity within the street layout, quality of streetscapes, meeting the needs of users, accommodating parking, signage and road markings and the quantity and quality of street furniture and lighting. All of these factors influence the quality of life of new residential communities. Most of these principles reflect contemporary approaches to the design of new residential developments and will be embodied within the Creating Places LDF document.

### **3. LINKING IT TOGETHER – WHAT DO OTHER LOCAL STRATEGIES SAY?**

#### **Local Transport Plan**

Wiltshire County Council is the transport authority for the area and as such responsibilities for transport lie with the County. However, it is vital that there is close, integrated working between LDF documents and the Local Transport Plan.

The County Council published the (Second) Local Transport Plan for Wiltshire (2006-2011) in July 2006, providing a long-term strategy for transport and including a five year implementation plan. The Local Transport Plan has been structured under the following five themes:

- Tackling Congestion;
- Delivering Accessibility;
- Safer Roads;
- Better Air Quality; and,
- Other Quality of Life Issues (streetscape quality, landscape and biodiversity, personal security, health, noise and climate change)

The 11 key countywide objectives of this Second Local Transport Plan are as follows:

1. To improve access to goods, services and employment opportunities for all sections of the community particularly those living in rural areas or without access to a car;
2. To respond to the continuing growth in car ownership, and inappropriate use, by improving choice for local trips;
3. To improve safety for all travellers and to reduce the number of people killed or seriously injured on Wiltshire's roads;
4. To reduce the real and perceived threats of road traffic speed in towns and villages;
5. To reduce the proportion of the principle ('A') road network requiring significant maintenance;
6. To maintain an integrated and efficient public transport network;
7. To provide greater access to demand responsive bus services across the county;
8. To improve facilities for cyclists and pedestrians, particularly in urban areas;
9. To encourage schools to have School Travel Plans
10. To encourage businesses to adopt effective Workplace Travel Plans; and,
11. To reduce the impact of traffic on people's quality of life and Wiltshire's built and natural environment, and to manage the transport network in a sensitive and appropriate manner;

The Local Transport plan also lists three further objectives to achieve within the Salisbury and Wilton urban areas as part of the delivery of the Salisbury Transport Plan:

1. To reduce the volume of traffic entering Salisbury compared with the 1999 baseline;
2. To increase cycling and pedestrian flows to/from Salisbury city centre compared with 2001; and,
3. To improve access to Salisbury for shoppers by increasing the number of Park & Ride sites and reducing the quantity of long-stay public off-street parking spaces within the city centre.

The **Salisbury Transport Plan** is a package of complimentary measures that was developed out of the findings of the Salisbury Transport Study report. This report was commissioned following the cancellation of the proposed Salisbury Bypass in 1997. The Salisbury Transport Plan was agreed by Salisbury District Council and Wiltshire County Council and was included in the Wiltshire Local Transport Plan, which was submitted to the Government in the summer of 2000 for funding. In December 2000 the Government agreed the Wiltshire Local Transport Plan and committed funding of £13.7m towards implementing the non-road elements of the Salisbury Transport Plan.

The Salisbury Transport Plan (STP) aims to:

- Reduce the impact of traffic on communities and the environment;
- Reduce car dependency and increase the use of non-car modes;
- Improve accessibility in and around Salisbury; and
- Maximise the efficiency of the transport system

The STP is based around five sub-strategies and elements:

**Public Transport Improvements** - Improving the attractiveness of bus services to provide a genuine alternative to the car

**Parking Strategy** - Encourage more sensible use of the car by managing car parking in Salisbury

**Walking and Cycling Improvements** - Encourage walking and cycling for short trips by providing a coherent network of safer and more convenient routes into the city centre

**City Centre Traffic Management** - Preventing unnecessary traffic entering Salisbury City Centre, enabling an enhancement of the city centre environment for pedestrians

**Travel Awareness and Travel Planning** - Encourage people and businesses to adopt more sustainable travel behaviour through education and promotional campaigns

### **The Public Transport Strategy**

The bus strategy formed one chapter within the Salisbury Transport Plan. The strategy aims to improve the urban environment of Salisbury and Wilton by getting people out of their cars by making using the bus service a more attractive alternative to the car. Measures in this strategy include:

- Provision of new bus shelters at most heavily used stops;
- Provision of a Real Time Passenger Information system to let you know exactly when your bus will arrive at your bus stop on high frequency and key inter-urban routes;
- Provision of bus stop buildouts to allow easy access to fleet of “kneeling buses” by prams and wheelchairs;
- Setting up a Bus Quality Partnership (in April 2002) with Wilts & Dorset bus company to help improve all aspects of bus travel in the Salisbury and Wilton area; and,
- Provision of bus priority measures on main radial routes into the city centre, where resources permit, to improve travel times and journey reliability.

### **Salisbury Parking Strategy**

The parking strategy aims to improve the local environment by encouraging sensible use of the car by managing car parking in Salisbury. Measures in this strategy include:

- Construction of 5 Park and Ride sites at Beehive, Wilton, Britford, London Road and Petersfinger;
- Introduction of parking control measures such as onstreet charging, residents only parking zones, decriminalised parking enforcement to allow effective management and enforcement of parking.
- Car Park Guidance System to assist cars in finding available car parking spaces in the city centre and as a result reduce congestion and pollution.

The strategy is currently in the process of being updated, to look at how the continued economic vitality of the city centre can be balanced with environmental and heritage considerations.

### **Air Quality Action Plan**

Salisbury District Council has a statutory duty under the 1995 Environment Act to review and assess air quality within the district. Five Air Quality Management Areas (AQMA's) have been established in Salisbury as part of the LTP2. Comprehensive modelling indicates that all the AQMAs should achieve their objective by 2009, primarily as a result of decreasing traffic in the city centre, related to increased use of P&R, and general improvements in vehicle efficiency.

The LTP2 also sets a baseline and target for NO<sub>2</sub> concentrations for the AQMAs. Intermediate outcome indicators for the AQMAs are based on traffic levels. The 2005 Air Quality progress report provides monitoring results and predictions which show attainment of the 2005 objective values by 2010 for locations within the AQMAs. In Salisbury, the attainment of the objective/EU Limit by 2010 is dependent upon the continued implementation of the Salisbury Transport Plan (STP). Funding for this is in place and the STP now forms an integral part of WCC's second Local Transport Plan (LTP2). This has an accompanying traffic reduction target, and based on Air Quality Modelling there is a stated expectation that this will lead to pollutant concentrations meeting the 2010 target. Initial results of implementing the first stages of the STP have shown traffic reductions in the area.

## A Tourism Strategy for South Wiltshire

A key objective of the Tourism strategy is to develop and promote the local tourism industry in a sustainable way that takes full advantage of our natural and cultural assets and of our heritage, such that visitors are provided with a quality experience which makes them want to return and recommend south Wiltshire to others

The Salisbury and Stonehenge Tourism Partnership has stated that it will ensure that:

*“In marketing south Wiltshire as a tourism destination we will, wherever we can, promote the area as a destination that is easily accessible by public transport. We will take a positive and responsible attitude towards tourism’s use of the natural environment by targeting niche markets such as walking, cycling and other environmentally friendly activities.” (p.15)*

## 4. PRIORITIES AT COMMUNITY LEVEL.

### Community strategies

Another consideration in the development of the evidence base has been the statutory requirement for the preparation of the Core Strategy and other LDDs to have regard to the relevant community strategies for an area. PPS 12 states in paragraph 1:10:

*‘The local development framework should be a key component in the delivery of the community strategy setting out its spatial aspects where appropriate and providing a long-term spatial vision. Local development documents should express those elements of the community strategy that relate to the development and use of land.’*

The relevant community strategies for the Council to consider are:

- the community strategy for Salisbury District (entitled “*Making a Difference Together - Community Strategy for Salisbury and South Wiltshire 2005-2009*”) published in December 2005. This identified improving access to services as one of four key priorities; and
- the draft community strategy for Wiltshire (entitled “*A Strategy for Wiltshire – Creating a County Fit for our Children: 2006 – 2016*”) published in September 2006. This will form the basis of a Local Area Agreement between the county council and central government for the period 2007-10. This strategy lists a number of transportation objectives, the ones of relevance to south Wiltshire are reproduced below:
  - To improve access to key services for all sections of the community, particularly those living in rural areas, and those without access to a car:
  - Sustainable travel modes will be encouraged and supported to reduce reliance on the car and improve travel choices
  - Traffic growth on County Roads to be limited
  - Protect, if possible, current levels of bus and rail services
  - Work with the Police, Highways Agency, Health Authority, Fire Service and other services and other partnerships so that the number of people killed and seriously injured on Wiltshire’s roads continues to fall
  - Improve Wiltshire’s roads and maintain current journey times on key routes (completion of these improvements are dependent upon continuing Government support)
  - To improve facilities for cyclists and pedestrians, particularly in urban areas
  - To promote and encourage the adoption of effective school and workplace travel plans
  - To reduce the impact of traffic on people’s quality of life and Wiltshire’s built and natural environment, including tackling areas of poor air quality
  - **Strive to give older people access to affordable, flexible and safe transport to a range of services and activities** (including involving more people in planning integrated transport solutions, and increasing accessibility to and availability of public transport)

Links : [http://www.salisbury.gov.uk/community\\_strategy.pdf](http://www.salisbury.gov.uk/community_strategy.pdf)  
<http://www.wiltshire.gov.uk/a-strategy-for-wiltshire-2005-revised.pdf>

## **Local Community Plans (Parish, Ward and Market Town Plans)**

Based on the 8 Local Community Plans endorsed thus far, the following top level issues can be gleaned relating to transport issues. At this stage the plans cannot provide a representative view as they are relatively few in number however they do give an indication of the issues of local concern.

- Create better access to town/ village facilities and services
- More frequent bus services in rural areas would be welcomed (evenings and Sundays in particular)
- Retention of village services such as post offices/ village shops

## **5. LEARNING FROM EXPERIENCE**

### **a) How do our existing policies perform ?**

Limit this section to what we know from DC experience or experience at appeal. Member input may also be useful. NB this section will help us to negotiate around saved policies during the middle part of the year

Policy TR1 encapsulates the main elements of the Salisbury Transport Plan, but requires some updating. Policies TR4 and TR10 can be removed as there is little prospect of the proposals coming forward to fruition. Policies TR8 and TR19 have largely been delivered, with the planning application for the final Park and Ride site at Petersfinger set to be determined in April 2007.

The District Wide transport policies TR11 and TR12, which relate to parking and on /off-site highway provision as part of new development have been successful in ensuring that the impact of new development on the existing highway network is mitigated. The latter will need updating to reflect the principles embodied in the recently published Manual for Streets.

The influence of policies TR15, 16 and 17 that relate to traffic calming, retention of existing public transport stations and rail station re-openings has been limited. Decisions on these issues are taken outside the scope of the spatial planning process, and decisions relating to development do not normally impact on these areas.

### **b) What are others doing to tackle similar problems ?**

Salisbury is one of many historic cities who are tackling issues of traffic congestion and streetscape quality. Shrewsbury, York, Chester, Canterbury and Durham share many of the same characteristics as Salisbury in needing to preserve the built heritage and encourage sustainable patterns of travel. Transport policy makers in these kinds of city are all pursuing approaches of demand management and parking restraint, similar to the strategy of the Salisbury Transport Plan highlighted above.

The majority of small historic cities have developed rings of Park and Ride sites on main radial corridors combined with parking policies to dissuade all day commuter parking within city centres. Improvements to city centre streetscapes through pedestrianisation and use of high quality stone materials, street furniture and lighting are also common.

In rural communities, authorities such as Dorset and Lincolnshire are maintaining their support for socially necessary bus services, complemented by flexibly routed Demand Responsive Transport (DRT) services including accessible minibuses and shared taxis.

## **6. KEY ISSUES AND SPATIAL PATTERNS**

What are the key issues which can be distilled from everything above and to what degree do their effects vary over the district or other any other relevant geographical area ?

### *1) Design and layout of development*

New developments need to have high levels of permeability, enabling pedestrians and cyclists to enter the site at various points and move in safety across the site without encountering barriers or having to go on detours. The development should link in where practical with existing walking and cycling routes around the site. To illustrate the importance of permeability, a cul-de-sac layout of residential development or a 'gated community' does not help cyclists who wish to travel through the development, who would otherwise need to detour around the site using busier roads. The use of such layouts precludes the penetration of a bus service into the development, and increases the distance required to walk to the closest bus stop.

New developments can ensure that buildings directly overlook street frontages, such as in Poundbury, near Dorchester in Dorset. This helps improve pedestrian safety, in that people feel reassured that they can be seen from both the road and the adjacent buildings. By providing pedestrian/ cycle crossings at road-level (rather than constructing overbridges or subways) this has the same effect. By paying sufficient attention to lighting and visibility, developments need to ensure that footpaths away from roads within the development are wide enough, with clear forward visibility, avoiding right angle bends and other bottlenecks, which would act to reduce personal security.

Residential developments can encourage cycling by designing garages to be wide enough to fit bicycles as well as motor vehicles, or provide enough garden space for a shed to be accommodated. For flats, secure cycle sheds or lockers can be provided in a well-lit area near the entrance. In employment developments, secure storage and showers, locker rooms and changing facilities need to be designed in, so that all the needs of those who would cycle to work are considered.

### *2) Provision of local facilities within new developments*

The provision of facilities within or close to new developments should avoid the need for longer distance trips to facilities located further afield. So residential developments are likely to be more sustainable if there are shops, schools, GP surgeries, a community centre and open space provision on or near the site. However, the low marginal cost of car travel and the availability of choice of such facilities does mean that not everyone will use local facilities where provided. This would help to partially counteract centralizing pressures within the health and food retailing sectors.

### *3) Provision for bus routes and general traffic as part of new development*

Developments can be designed so that no building is located more than a certain distance from a bus stop. For residential developments, if they can be designed to link into existing residential areas, then bus services which currently serve these areas can be extended by way of a loop from their current route. This avoids the need to operate two separate bus services serving adjacent areas, and would enable a more attractive higher frequency service to be offered. The use of bus only links into adjacent built up areas or bus priority measures can help to give bus passengers a time saving compared to the car, and improved service reliability. General traffic routes can be designed to incorporate pedestrian priority areas, in certain locations, such as in the vicinity of neighbourhood centres or outside schools. 20mph speed limit areas or Home Zones can also be used to create a safer environment for pedestrians and cyclists.

### *4) Air Quality*

There are currently five Air Quality Management Areas (AQMA) within the city centre, where air quality is monitored and ways of reducing pollution levels are being explored. Consideration is being given to establishment of a single city centre wide AQMA. Ensuring that the environmental quality of streets within the city centre does not worsen and where possible is improved will be a challenge, with a growing city population. Further traffic modeling work is required to inform future decisions about further restrictions on traffic movement within the city centre.

### *5) Tackling social exclusion*

Policies need to consider the needs of those households without access to a car, the mobility impaired and those living in areas of deprivation. Access to services is recognised as an important issue by central government decision-makers. Accessibility planning is an approach developed for the second Local Transport Plan period and beyond, to encourage service providers work with statutory authorities to identify and meet needs in access to jobs, health, fresh food and services. Wiltshire County Council, with the support of District Councils and other bodies will take the lead role. The Wiltshire and Swindon Delivering Accessibility and Rural Transport (DART) Partnership will be tasked with developing innovative ways of meeting such needs.

## 7. OPTIONS

Based on the issues identified and the policy framework in place, this section draws together options. The tables below represent a long list of options from which the most realistic are identified in the final row. The impacts identified are compared against the sustainability criteria in the Appendix of this topic paper

Option No.	1	2	3	4
Nature of the Option	Do nothing to manage traffic levels or parking and no investment to improve non-car modes	Continue to deliver limited demand management measures with low cost bus priority measures and improve pedestrian and cycle networks as per the Salisbury Transport Plan	As 2 together with implementation of additional demand management measures to restrict through traffic in city centre, bus lanes on main radial routes, reduce city centre parking capacity and boost Park & Ride usage	Construct a bypass to remove through traffic from A36 Churchill Way and radial corridors and deliver Brunel Link to improve HGV access to Churchfields
Key Drivers	Worsening traffic congestion will self-regulate and limit increases in traffic volumes	Increased affluence and rising levels of car ownership and personal mobility require a carrot and stick approach	Need to preserve and protect historic fabric and enhance environmental quality of city centre.	Removal of through traffic from Churchill Way.
Positive Impacts	Car owners will make more trips, benefiting from the greater convenience of this mode compared to alternatives.	Limits the adverse impacts of traffic and population growth	Improved environment within retail core of city centre, traffic less dominant. Time saving for public transport users.	Reduced congestion on A36 Churchill Way and radial routes. Improved attractiveness of Churchfields as site for industry
Negative Impacts	Deterioration in air quality and Salisbury becomes a less attractive shopping/business location.	City centre streets will still be used by local traffic as a through route. Air quality issues remain.	Likely to attract opposition from motorists who prefer convenience of status quo and will raise concern of smaller businesses.	Damage to ecology and biodiversity of river and downland habitats
Viability of proceeding with the option ?	None – the resultant cost of congestion on local businesses would be unreasonable and economically damaging	Good – Demand management measures will receive LTP funding, and be more palatable to the community than more extensive measures.	Good – These measures will receive LTP funding, and disposal of city centre car park sites for redevelopment would allow higher level of developer contributions to be secured towards park and ride expansion, bus lanes and restriction of through traffic movement within the city centre.	Poor/ limited – justification for bypass was rejected by Government in 1997. Brunel Link accorded low priority by SW Regional Assembly. Neither have good prospects for delivery.
How will success be measured	Savings on transport expenditure	Progress against LTP targets (e.g. target for reducing traffic entering city centre)	Progress against LTP targets (e.g. target for reducing traffic entering city centre)	Reduction in volumes of through traffic on A36 Churchill Way and radial approaches.
Where is the option best pursued ?	Discussing merits of this option with WCC with view to this becoming the formal approach to local transport planning in Salisbury to replace existing policy.	<b>Through the LTP process ensuring that all major development opportunities provide contributions towards Salisbury Transport Plan objectives</b>	<b>Through the LTP process, and extensive traffic modelling work, ensuring that all major development opportunities provide contributions towards Salisbury Transport Plan objectives</b>	Working with WCC to develop a viable scheme to bid for major project funding from the Regional Funding Allocation.

## 8. INITIAL CONSULTATION

These approaches will be discussed with Transport Planners at Wiltshire County Council to ensure that the options above are fully explored. Only those options that are complementary to the stated Local Transport Plan 2 objectives are likely to be progressed.

## APPENDIX A : Sustainability Matrixes



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