



Highways and Transport

Response to public comments on traffic and transport proposals for Shifnal

October 2014

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1 Introduction

Shropshire Council has engaged widely and extensively on the preparation of the Site Allocation and Management of Development (SAMDev) Plan. It was identified that a potential additional 1600 dwellings could be put forward within the Shifnal Area Plan, for development between 2006-2026.

In response, it was decided that a wider transport strategy for Shifnal, should be developed. This strategy is intended to consider the cumulative impact and effect of all the proposed developments in Shifnal on the local highway network, to determine what improvements and mitigation is required to manage the growth of vehicular and sustainable travel within the town.

Planning obligations under Section 106 of the Town and Country Planning Act 1990 (as amended), commonly known as s106 agreements, are a mechanism which make a development proposal acceptable in planning terms, that would not otherwise be acceptable. They are focused on site specific mitigation of the impact of development. S106 agreements are often referred to as 'developer contributions'.

The transport strategy for Shifnal will be used to negotiate developer contributions and provide a joined up approach to delivering future highway improvements in Shifnal. There will be a staged approach to the implementation of the proposals taken forward depending on the construction and occupation of the developments over future years.

In view of the above, Shropshire Council are therefore keen to finalise the 'Transport Strategy for Shifnal' at the earliest opportunity, in order to ensure that the level of highway contributions are sufficient to cover the cost of any mitigation works.

The current strategy includes the upgrade of key junctions where capacity has been identified as an issue, together with the promotion of sustainable transport within Shifnal and improvement to pedestrian and cycle facilities and the existing bus network.

This report is intended to provide a single response to the large number of queries that have been raised in relation to the proposed transport strategy for Shifnal.

The report covers the following main areas:

- A response to written comments received by Shropshire Council regarding the work carried out to date in the assessment of transport and highways in relation to the proposed new developments in Shifnal, and
- An overview of the consultation results generated from the feedback forms made available at the public exhibition on 30th March 2014.

Where singular and focussed observations have been highlighted in relation to specific locations, these have been compiled and will be used to inform future consideration. They are not included in this report.

2 Background

2.1 Planning context

In March 2013 a summary of housing requirements for Shifnal were as shown in Table 1:

Table 1: Shropshire Council's Five Year Land Supply

Housing	Number of houses
Shifnal Town Council aspirations for housing 2006-2026	1600
Houses built or committed April 2006- March 2013 (to include 400 dwellings – Haughton Road)	796
Remainder required to be delivered	804
Housing to be Allocated	755
Balance/Windfall Allowance	41

Shropshire currently does not have a five year supply of housing land, under which circumstances the National Planning Policy Framework (NPPF) directs that planning permission should normally be granted for housing development under the “presumption in favour of sustainable development” (NPPF paragraphs 49 & 14).

In these circumstances it is reasonable to assume that planning consent will be granted, either when the above planning applications are considered by planning committee, or on appeal to the Planning Inspectorate. Appeal decisions across England over the past 12-18 months have consistently granted permissions for housing developments where a local authority cannot demonstrate a five year supply of housing land, and there is no reason to believe that Shifnal will be treated differently by the Planning Inspectorate or indeed the Secretary of State if decisions are called-in for his determination.

As a consequence of the above, Shropshire Council have received a number of planning applications, for both allocated and speculative sites within the Shifnal area.

The following tables provide an overview of the:

- The Planning Status as of May 2014 (Table 2);
- Planning Applications currently under consideration (Table 3), and
- A summary of the proposed housing in Shifnal (Table 4).

Table 2: Major Development sites in Shifnal with Planning Permission (or resolution to grant (March 2013 to September 2014)

Site	Planning Status	Number of Dwellings
Springfield Industrial Estate	Permission Granted (Under Construction)	115
Coppice Green Lane	Outline Permission Granted. (Section 106 Agreement drafted awaiting confirmation of level of Highway Contribution– Reserve Matters Application to be submitted in due course)	200
Land north east of Stone Drive	Outline planning application	250
Land at The Uplands, south of Wolverhampton Road	Full Planning Application expected to go to planning committee around May/June 2014	68
Land between Lawton Road and Stanton Road	Outline planning application received –expected to go to planning committee May/June 2014	100* (*Plus 60 Bed Care home)
Total		733
Total of Housing plus 796 houses built or committed		1529

Table 3: Summary of potential future housing in Shifnal (May 2014)

Housing	Dwellings
Number of Dwellings built or committed April 2006- May 2014	1429
Number of dwellings where Planning Applications received and likely to be determined October/November 2014	100
Total	1529

2.2 Traffic Solutions Workshop

In response to the above planning context outlined in Section 2.1, a 'Traffic Solutions Workshop' was held on 11th June 2013 at the Old Fire Station, Shifnal. Shropshire Council invited representatives from Shifnal Town Council, Town Plan Steering Committee, The Shifnal Society, Shifnal Road Safety Committee, Local Residents and Developers and their agents to attend. The aim of the workshop was to provide an overview of the planning situation at the time of the workshop and to identify current key transport issues and any potential transport issues that may result from the proposed developments.

Key issues identified during the workshop

Top traffic issues of concern

- Aston St/Market Place/Victoria Road junction
- Aston Road traffic levels & parking issues
- Bradford St/ Cheapside which could benefit from remodelling, increasing attractiveness to pedestrians, retaining parking and possibly making one-way
- The capacity of the 5-arm roundabout at the western edge of Shifnal, namely the A464/Innage Road /Victoria Road/Shrewsbury Road/Haughton Lane roundabout
- Rat running using Church Street to Avoid Victoria Road/ Innage Road (300vph at am peak)
- Curriers Lane and its junctions at school times
- The Park Street/ Park Lane/ A464 junction particularly at school times

Other issues of concern

- Haughton Lane (speed and narrowing)
- Innage Road on-street parking
- Speed of traffic on Newport Road entering Shifnal
- Park Lane congestion at school times
- Curriers Lane parking impeding the flow of traffic
- Concerns over Idsall school coaches using Stanton Lane/ Upton Lane to avoid Aston Road
- On-street parking at Aston Road for residents
- A one way system at Bradford Street (northbound) may create problems for traffic journeying south through Shifnal due to awkward turning movement at Shrewsbury Road Roundabout
- Perceived use of Shifnal as a rat-run Wolverhampton to M54 J4 and M54 J3 to Halesfield

Solutions suggested at the workshop

Traffic modelling

1. A holistic, town-wide traffic survey is needed to assess the impact of residential retail and commercial development and identify what measures are needed to tackle these;
2. Wider effects of proposed development on the Priorslee roundabout at the M54, the services roundabout and Crackley Bank need assessing;

Road junctions

3. Re-prioritise the Aston St/Market Place/Victoria Road junction;
4. Improve the 5-arm roundabout at the western edge of Shifnal, namely the A464/Innage Road /Victoria Road/Shrewsbury Road/Haughton Lane roundabout;
5. Possibility of a new road between Newport Road and Coppice Green Lane to alleviate traffic on Curriers Lane and Aston Street;
6. Provide additional residents' parking (e.g. on land at Springhill Trading Estate) to reduce pinch points on Aston Road;
7. Manage parking at Innage Road;
8. Church Street traffic calming using a change of surface at the entrance to Church St;
9. Widen sightlines at the Upton Lane /A464 crossroads;
10. Consider whether Upton Lane could be upgraded to provide an alternative route A464 to Stanton Road;

Town Centre

11. Explore further options for Bradford Street/Cheapside;
12. Consider herringbone parking at Bradford Street/ Cheapside and High Street;
13. Increase parking provision by better layout of the existing car park;
14. Increase parking provision by moving the allotments to another site;
15. Increase parking provision by putting time-limits to discourage rail commuters from taking up the spaces;

Schools traffic

16. Parking restrictions and their enforcement at the primary schools, namely Shifnal Primary School at Coppice Green Lane and St Andrews Primary School on Park Lane;
17. Create school drop-off points at The Uplands and at Currier's Lane;
18. Create more teachers' parking spaces for the nursery teachers at Shifnal Primary School to reduce on-street car parking on Currier's Lane;

Pedestrians

19. Make pedestrian alternatives more attractive between the main car park and the shops on Bradford Street; to also serve as an alternative to walking the narrower part of Aston Street;
20. Improve pedestrian crossings and pedestrian routes across the town, and add new pedestrian routes (e.g. Jellico Crescent to Coppice Green Lane and on to Idsall School; pedestrian route under the railway line from Aston Road to Wolverhampton Road, etc);
21. New crossing where Currier's Lane meets the High Street

Conclusions of the workshop

Many of the solutions are (a) relatively low cost, (b) would be easily implemented if prioritised. A range of measures could encourage traffic to flow differently as well as shift people from car use to walking, cycling and using public transport.

A key conclusion of the workshop was that Shifnal's traffic issues can largely be tackled through relatively low cost adjustments to the existing highway network and by encouraging more sustainable and healthy travel behaviour.

A copy of the 'Notes and Actions' produced as a record of the workshop is included in Appendix F of this report.

2.3 Paramics Transport Model

In order to evaluate the cumulative impact and effect of all the proposed developments in Shifnal on the local highway network, Shropshire Council commissioned the production of an independent Paramics transport model.

All sites allocated within the original SamDev Plan and any additional major developments Shropshire Council were aware of at the time of commissioning were included within the transport model. Please refer to Appendix D for a plan of the development sites included within the model.

It should be noted that the speculative retail unit on the Aston Street car park was taken into account at the request of both Shropshire Council Local Members for Shifnal. Concerns had been raised with regard the impact to the local highway network of a possible supermarket development within the Shifnal area. The inclusion of the retail unit within the model was not intended as an indication that the car park (and possibly the Village Hall) would be sold to a developer, but it was felt that the a retail development at this location needed to be taken into account, in order to understand the possible traffic implications.

2.4 Consultation Process

Various transport solution options were tested and put forward based on the information received from the Transport Solutions Workshop and site observations. The results of the model and initial transport solutions were then analysed and presented to Shropshire Council Local Members.

The transport model was then revised and further testing was undertaken in response to the initial findings and requests made by the Shropshire Council Local Members for Shifnal.

A number of different options were tested and discounted due for a variety of reasons, mostly because the options had a significant and detrimental impact on capacity of the highway network. Examples of such options were the possible pedestrianisation of Bradford Street and the reversal of vehicle flows on Church Street.

Shropshire Council presented two proposed options to Shifnal Town Council and Shifnal Forward on 30th January 2014, and a public consultation event held at Trinity Methodist Church in Shifnal, on 20th March 2014. The proposals put forward have been subject to approval by the Local Shropshire Council Members for Shifnal.

Shropshire Council put forward the options that were considered to be the most appropriate, in order to 'keep Shifnal moving' and improve pedestrian and cycle facilities within the town and promote sustainable travel.

The options put forward were intended to address the following key issues:

- Capacity at Aston Street/Market Place junction
- Capacity at Five Ways roundabout
- Increase in vehicle movements along Haughton Road/Haughton Lane.
- Enhancement of Bradford Street

2.5 The proposals

The following outline proposals were taken forward to public consultation. A summary of the pros and cons for each of the traffic management options is contained in Appendix E.

Traffic management: Option 1

- A. Traffic signals at Victoria Road / Market Place / Bradford Street junction
- B. Bradford Street one-way northbound (except for car park access)
- C. Haughton Road one-way westbound, access only from just west of Haughton village
- D. Haughton Lane one-way northbound at A464 to first junction (4 entry and five exit arms at A464 junction)
- E. Traffic signals at A464 / Shrewsbury Road

Traffic management: Option 2

- A. Traffic signals at Victoria Road / Market Place / Bradford Street junction
- B. Bradford Street one-way northbound (except for car park access)
- C. Haughton Road one-way westbound, access only from just west of Haughton village
- D. Haughton Lane one-way northbound at A464 to first junction (4 entry and five exit arms at A464 junction)
- E. Traffic signals at A464 / Shrewsbury Road
- F. Curriers Lane one-way east/southbound and Aston Street one-way westbound

Supporting factors

The following supporting factors will also be examined:

- A review of parking (existing on-street parking restrictions and parking areas)
- Traffic calming on Curriers Lane and Haughton Road
- Opportunities to enhance Bradford Street for all users

Walking and cycling

Projected increases in traffic flows will also be addressed by encouraging the use of sustainable modes of transport through:

- Promoting and enhancing key pedestrian and cycle routes across Shifnal and,
- The provision of sustainable travel information, particularly to new developments.

Public transport

A review of public transport provision will be undertaken to examine the potential for:

- A town centre hub
- Better links between bus and rail (location, signage and information)
- Improved bus waiting facilities
- Promoting access to the railway station and links to the town centre

3 Response to comments received on the proposals

3.1 Safety Audits

Comments:

- There does not seem to have been a Stage1 Road Safety Audit carried out for these proposals.

Stage 1 Road Safety Audits are typically undertaken at the completion of preliminary design of a highway scheme. The proposals put forward are outline only and presented as possible mitigation measures to address the strategic transport challenges that are anticipated. Stage 1 Safety Audits will be undertaken as part of any specific scheme design at each location.

3.2 Contingencies for incidents and emergency access

Comments:

- The use of one-way systems on a limited network means that should a road become blocked by an access for emergency vehicles and alternative routes are unavailable.

Where a one-way street is implemented a suitable alternative route will be identified and available for traffic travelling in the opposite direction to the one-way street. The emergency services will be consulted as part of the ongoing design process and Shropshire Council will work with them and highways partners to identify contingency procedures where appropriate.

It is considered that the proposed measures will be an improvement compared to the 'do nothing' scenario in terms of maintaining traffic movement.

3.3 National Cycle Route 81 and cycling

Comments:

- The potential one-way system on Curriers Lane will mean that NCN route 81 will only operate in one direction.
- Any future plans for cycling should include physical segregation.

If taken forward, the proposed one-way flow on Currier Lane would impact on NCN route 81. In this circumstance, alternative options would be investigated in close consultation with Sustrans.

When providing for cycle facilities, consideration will always be given to the most appropriate level of intervention for the characteristics of a given road. Department for Transport guidance suggests that physical segregation should be considered after other possible interventions based upon improvements to the highway environment¹.

¹ Department for Transport (2008). *Local Transport Note 2/08: Cycle Infrastructure Design*. Norwich: The Stationery Office.

3.4 Buses

Comments:

- The proposals would affect the 113/114 bus route along Haughton Lane will is likely to result in the removal of the service.

The 113/114 bus route is a commercial service therefore the route can be changed as required.

As part of the development of a transport strategy for Shifnal there are several supporting factors that will be examined. One of these will be a review public transport provision.

3.5 Environmental impacts

Comments:

- Pollution from queuing / stationary traffic does not seem to be a consideration.

Given the projected traffic growth arising from the new development, it is anticipated that the proposed measures will assist in minimising the impact to air quality resulting from queuing traffic compared to the 'do nothing' scenario. In addition the proposal to promote the use of sustainable modes of transport will also reduce the impacts of any additional car use.

Where walking routes and pedestrian priority areas can be improved, this will result in a positive impact upon the environment.

Where considered necessary, an environmental impact assessment will be undertaken as part of the detailed design process for highway interventions.

3.6 Special events

Comments:

- Shifnal Carnival / fair could not take place as Haughton Lane is used as a diversion route.

Appropriate contingencies and diversion routes will be put in place in consultation with the local highways co-ordination team.

3.7 On-street parking

Comments:

- There is a need to resolve on-street parking problems before the implementation of any proposed changes.

As part of the development of a transport strategy for Shifnal there are several supporting factors that will be examined. One of these will be a review of parking both in terms of on-street parking restrictions and off-street parking areas.

3.8 Capacity of proposed signalisation of the A4169 / A464 junction (Five Ways)

Comments:

- The proposed signalisation of the junction at Haughton Lane / A464 Shrewsbury Road / A4169 (Five Ways) will not have sufficient capacity as roads will have to be signalled separately.

It is likely that any proposed signalisation of the Five Ways junction will not come forward in the short term and would be in response to substantial completion of construction of the existing planning permissions. This scheme would come forward in response to excessive capacity issues at the roundabout in its current form. The reason for this is being put forward as an option is that with the anticipated development the queues at the junction are projected to be excessive.

The full detail of the phasing of the signals has not yet been fully explored. The flows associated with right turning vehicles will be carefully considered, particularly in relation to whether a separate phase is needed or whether there is sufficient time within the signal cycle to accommodate these vehicles safely.

The number of times that the pedestrian crossings are required will also need to be considered. Any pedestrian crossings at the junction will significantly improve pedestrian safety at the junction compared to the current situation.

3.9 Future proofing of traffic signals

Comments:

- Where traffic lights are used and there is concern about traffic queues, an intelligent system should be used.

Shropshire Council commissions traffic signal experts to advise on and design installations, using the most appropriate technology. Any signals implemented will include intelligent systems where deemed necessary that will monitor queue lengths and adjust the signal time accordingly. It may be possible to link traffic signals in order to improve traffic flow.

3.10 Heavy goods vehicles (HGVs)

Comments:

- A one-way system on Curriers Lane would send HGVs through a residential area and past a primary school.

It is recognised that if Option 2 is taken forward, that some HGVs will use Curriers Lane. However, the proposal for one-way allows footway widening, dedicated on-street parking and traffic calming that would otherwise not be possible to achieve.

Part of the on-going work will be to better understand the HGV through movements (highlighted to us at the exhibition) diverting off the M54 to access industrial areas to the south east of Telford and how use of appropriate routes can be promoted.

3.11 One-way at Haughton Village

Comments:

- The proposal to have one-way westbound access only from west of Haughton village will put considerable extra traffic which currently use this route eastbound from Telford or the M54 on to the Five Ways roundabout.

This proposal was put forward both in response to local concerns about highway safety raised with Shropshire Council about this location in the past, and the potential number of vehicle movements likely to be generated by the approved development on Haughton Road for 400 dwellings and other amenities.

In addition, the nature of the existing narrow section of highway limits any potential for widening and as such it is felt that this route should not be promoted as the main route to Telford.

3.12 Bradford Street / Cheapside enhancement

Comments:

- The proposals for Bradford Street are not fit for purpose and will adversely affect traders.
- Pedestrianisation must take account of the impact on small traders.

The proposal that was put forward for Bradford Street should be treated as a secondary option and is dependent upon the traffic management proposals put forward being progressed. The drawing shown at the exhibition was an example of what could be achieved if Bradford Street was to be made one-way (two-way retained between Shrewsbury Road and the entrance to the car park off Bradford Street). The drawing should in no way be taken as a final design. At this stage the proposals are intended to get people thinking about the potential 'positives' that may arise from the new development, particularly in terms of creating an improved town centre environment for people to move around and spend time in.

There is no proposal to progress with a full pedestrianisation of Bradford Street; however improvements to the pedestrian environment and pedestrian priority would be looked as part of any enhancement of Bradford Street. The traffic model produced suggests that the local highway network could not adequately accommodate the additional traffic displaced by a full closure to vehicular traffic.

3.13 Consideration of other concepts such as ‘shared space’

Shropshire Council has been approached by representatives from Shifnal Town Council and Shifnal Forward with regard to commissioning an independent consultant to evaluate the feasibility of the use of a ‘Shared Space’ approach in Shifnal.

Shropshire Council has supported this proposal in principle. It is considered that the use of shared space could be a useful tool in enhancing locations in Shifnal. Any proposal would be subject to further analysis of the performance of key junctions in the town.

Please refer to Section 7.3 of this report for further details.

3.14 Consideration of new roads

Comments:

- We were disappointed that the current proposals would not result in any new roads or routes (the “no new asphalt” scenario).

Shropshire Council has considered the merits of providing a new road infrastructure to alleviate some of the key junctions within the Shifnal. Requests have been received for further consideration to be given to two specific routes:

Route 1 Link road between Stanton Road to A464 Upton with possible enhancement of Lamledge Lane.

Route 2 A4169 (west of Manor Close) to A464 (via Park Lane, The Uplands).

The above mentioned routes have not been put forward as an option within the transport strategy for Shifnal for the following reasons:

- The majority of land required for the new infrastructure is Green Belt (or Safeguarded Land) and is not currently being put forward within the current SamDev proposals. The fundamental purposes of the Green Belt are to prevent urban sprawl and to provide certainty that the land that lies between major urban areas will remain undeveloped over the long term. An overview of the proposed SAMDev development land is contained in Appendix C.
- The majority of land required is within third party ownership and may be subject to compulsory purchase, the justification for compulsory purchase would need to be robust and justified.
- Any significant new infrastructure would “unlock” development land and could potentially lead to further development within the Shifnal area.
- Route 2 has previously been included within the Bridgnorth District Plan but was removed because concerns were raised with regard to the boundary between Telford and Wrekin and Shifnal.
- Route 1 would require significant infrastructure works and would require a new structure to cross the railway line. These works would incur significant cost and could potentially make

the route financially unviable unless significant development was to take place. Alternatively Route 1 would require an enhancement to the existing structure on Lamledge Lane and significant widening and improvements to Lamledge Lane and Upton Crossroads.

- Local major schemes such as bypasses are currently funded through the Local Growth Fund which is being devolved to the regional Local Enterprise Partners (LEPS) from 2015 to support economic growth. Shropshire sits within the Marches LEP alongside Herefordshire and Telford and Wrekin. The Marches LEP has been required to develop a bid, expressed as a Strategic Economic Plan (SEP) which clarifies the vision and strategic objectives for the whole of the Marches area, and also the key interventions required to support growth. The outcome is not yet known.

3.15 Early decision making

Comments:

- Shropshire Council should have considered the traffic implications of the developments prior to all the Applications coming forward.

Shropshire Council has engaged widely and extensively on the preparation of the Site Allocation and Management of Development (SAMDev) Plan. The impact of additional traffic movements and access to the proposed development sites put forward within the SamDev was a consideration. The SAMDev process was undertaken throughout Shropshire, once it was established the level of proposed development within the Shifnal area was likely to take place, a transport model was commissioned.

3.16 Compensation

Comments:

- Will people be compensated following the changes in terms of property value / additional travel distances arising from highway changes etc.?

Compensation claims can be considered if physical factors from a new highway affect a business which thereby lowers the market price of the property.

Part 1 of the Land Compensation Act 1973, as amended, is aimed at providing compensation in respect of property value depreciation caused by physical factors arising directly from the use of new or altered public works. These works include roads. Part 1 of the 1973 Act is not, however, relevant to the construction work itself or to repairs to utilities in the road.

4 Response to comments received on the data used

4.1 Timing of traffic counts

Comments:

- There is a suspicion that “counts” were obtained partially during July/August 2013 when the schools were closed and therefore were not a true reflection of normal traffic flows during school drop off and pick up times.
- The traffic counts were carried out in exceptionally fine weather (July 2013) which also reduced the typical number of “School Run” movements.
- Traffic counts carried out in July /August when many residents are away on their annual summer holidays

The data used for the base model was based on information submitted as part of the planning applications submitted at the time of the model. Turning count data for 12 main junctions in Shifnal was used. The surveys were from a variety of sources and the dates of the surveys were as follows:

- **Junctions to the north east of Shifnal (7/12 junctions)** June 2013
- **Junctions to the West of Shifnal (2/12 Junctions)** Thursday 13th September 2012 (Manual Traffic Survey and Maximum Queue Length Survey)
- **Junctions south of the railway line (3/12 Junctions)** Thursday October 2008

These counts were then validated by Shropshire Councils own surveys undertaken in July 2013.

Automatic Traffic Counters (ATCs) typically collect traffic data for 24 hours a day over a seven day period. From this data, weekly averages can be produced.

11 ATCs were used in Shifnal to validate the model. 10 of these recorded data from 10th July to 16th July (giving a full 168 hours). The counter at Park Road was damaged and as such the data for this location covers 12th – 18th July inclusive. The school summer term finished on July 19th 2013.

The counts undertaken in July 2013 did not form the basis of the model; they were just used to validate the existing data.

It is recognised that data from a neutral month (September / October / April / May / June) would have been preferable. However, to expedite the formation of a transport strategy for Shifnal in order to actively negotiate with developers for financial contributions, Shropshire Council completed counts in July 2013, during the school term. This is regularly accepted.

In terms of seasonal / weather fluctuations, the Department for Transport no longer produces the ‘Seasonality Index’ as part of its traffic growth forecasts.

The GEH statistic is used in the calibration of a model to compare the difference between an observed traffic flow and a modelled flow on a network.

The validation of the flows were very good within the model produced for Shifnal. The Design Manual for Road and Bridges (DMRB) requires models to have a GEH statistic of less than 5 for 85% of data. In the Shifnal model, 90% of sites had a GEH value of 4, therefore the base model validated well against the observed data.

The survey locations are shown in Figure 1. A summary of the traffic surveys undertaken alongside planning applications are contained in Appendix A.

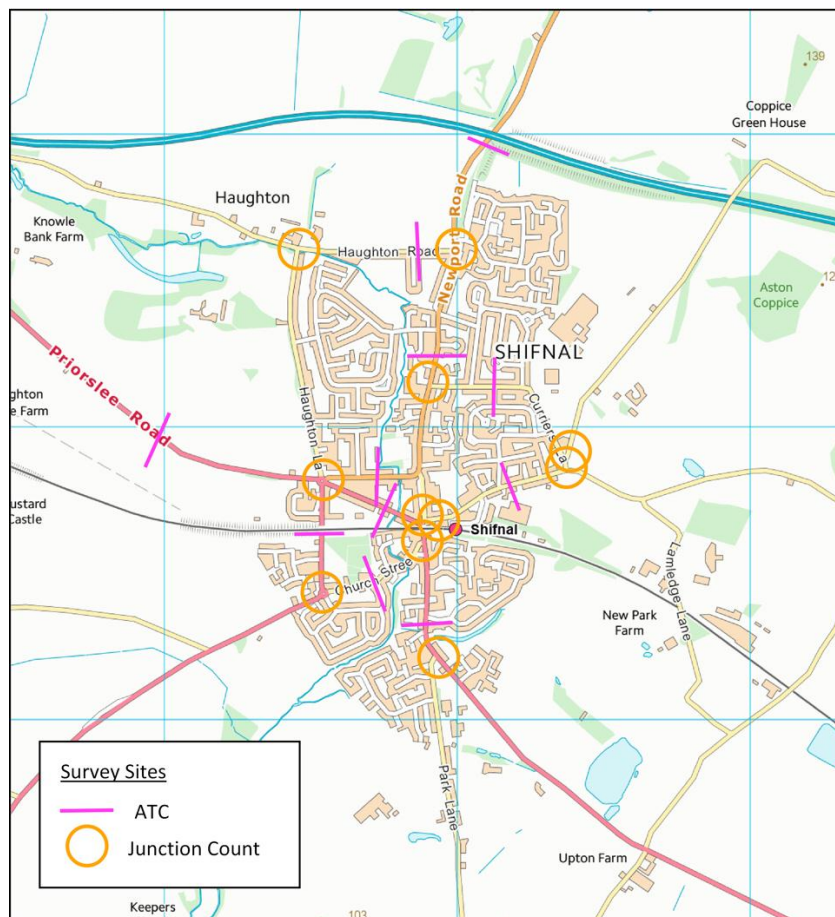


Figure 1: ATC and Junction survey locations

[Source: Mouchel, October 2013. *Shifnal Study*. Woking: Mouchel]

4.2 Damaged automatic traffic counts

Comments:

- The sensors on the road in Newport, Park Street, and Aston Road were damaged by road resurfacing/vandalism during part of the survey so accurate figures cannot be guaranteed.

Please see response to previous comments (Section 4.1) with regard to Shropshire Council's Automatic Traffic Count (ATC) surveys.

4.3 Census Data

Comments:

- Traffic Figures for modelling journeys to work were taken from the 2001 Census, not the more recent 2011. Why was this, when the figures from 2011 were available?

The Census data for travel to work for the Shifnal wards was unfortunately not available at the time of the development of the transport model.

Shropshire Council has subsequently contacted the Office for National Statistics and was informed that the travel to work data is going to be replaced by origin and destination tables which will be available from **July 2014**.

Therefore, whilst it is acknowledged that it would have been preferable to have used the 2011 Census data, it is currently unavailable.

Growth Since 2001

In response to concerns raised, Shropshire Council has undertaken a brief analysis of population growth within the Shifnal area to investigate the possible impact of using 2001 data, in comparison to 2011 data. It should be noted that for the purpose of the transport model the Census data is used to look at changes in travel behaviour rather than actual increase in population.

Table 4: Population in Shifnal Parish in 2001 and 2011

Census year	Population
2001	6391
2011	6776
% increase in population	6%

Table 5: Population in Shropshire in 2001 and 2011

Census year	Population
2001	283,173
2011	306,100
% increase in population	8%

Analysis of population within the Shifnal area and Shropshire overall indicates that the population in Shifnal has increased but less than the Shropshire county average.

Travel

As outlined above, the specific ward census data for Shifnal is not currently available; however the Office for National Statistics has provided overall figures for Shropshire and Shifnal Parish. These have been used to compare general travel behaviour in Shifnal to Shropshire overall. Table 7

compares the percentage of households without access to a car and Table 8 compares the percentage of residents travelling to work by car.

It is acknowledged that without the specific information a full analysis cannot be undertaken to establish if driver behaviour within the Shifnal area has changed significantly, however the figures shown in Table 8 suggests that the number of Shifnal residents travelling to work by car reduced between 2001 and 2011. The Paramics model assumes a higher percentage of journeys are made in the car than the 2011 census result indicates.

Table 7 shows that the percentage of households without access to a car has fallen both within Shifnal and across Shropshire since 2001. However, the 2011 data suggests that there is a greater proportion of households without access to a car in Shifnal than across Shropshire as a whole.

Table 6: Percentage of households without access to a car or van in 2001 and 2011

Area	2001	2011
Shifnal Parish	20.2%	16.4%
Shropshire	17.7%	15.8%

Table 7: Percentage of residents travelling to work by car in 2001 and 2011

Area	2001	2011
Shifnal Parish	64%	50.5%
Shropshire	40%	44%

Comments:

- Even since 2011 Census, there have been at least 200 new homes constructed.

The transport model takes into account the 178 dwellings constructed as part of the Taylor Wimpey Phase 1 Development off Wolverhampton Road. Shropshire Council is not aware of any other major developments within the Shifnal area since 2011.

4.4 Projected increase in traffic

Comments:

- A suggested 25% increase in traffic volumes is proposed as a result of 1600 new dwellings being built. It is felt to be unrealistically low, considering the town's growth will be over 60%

The projected 25% growth in traffic volumes was intended to give an indication of the likely increase within the peak hour flows. Whilst it is acknowledged that the population of Shifnal may increase the traffic volume will not increase in parallel for the following reasons:

- Not all vehicles movements within Shifnal are generated by local traffic. The transport model takes into account vehicle flows on both local and strategic routes. Please refer to Section 4.6 below for further information with regard to the routes taken into account.
- A proportion of the vehicle movements in Shifnal will be associated with deliveries and visitors to Shifnal, not residents.
- Not all journeys will be made during peak hours and by car. The model, and any Transport Assessment submitted in support of any planning applications, assumes that a proportion of trips generated by a development will be by alternative modes of transport, such as walking and cycling.

4.5 On-street parking

Comments:

- The on-street parking in the models was substituted for "Dummy Signals" which were allowing unrealistic levels of 2-way traffic at the Lindens/Innage, Aston Road, Curriers Lane and Shrewsbury Road.

It is standard practice with a Paramics model to simulate parked vehicles on the carriageway by using "dummy signals". This allows the model to take into account the "worse-case scenario" for vehicles being parked on the carriageway but still allows for the fact drivers will have an opportunity to pass at some stage.

A review of on-street and off-street parking is intended to form part of the overall strategy for Shifnal. On-street parking on Innage Road and Aston Street has been repeatedly identified as an issue throughout the consultation period. It has been reported and observed that parking on Innage Road and Aston Street can on occasion cause congestion; any increase in traffic volumes will only exacerbate any existing situation.

Further consideration will need to be given to restricting parking along Aston Street and Innage Road. However, the restriction of parking at any location is subject to a formal Traffic Regulation Order and statutory consultation separate from the traffic options currently being put forward.

Parking along Shrewsbury Road and Curriers Lane will also need to be considered as part of the review of parking along key routes within the town.

4.6 Through traffic

Comments:

- There has been no allowance made for through traffic.

The Transport Model takes into account vehicle flows on both local and strategic routes, these are shown in Figure 2 and Figure 3.

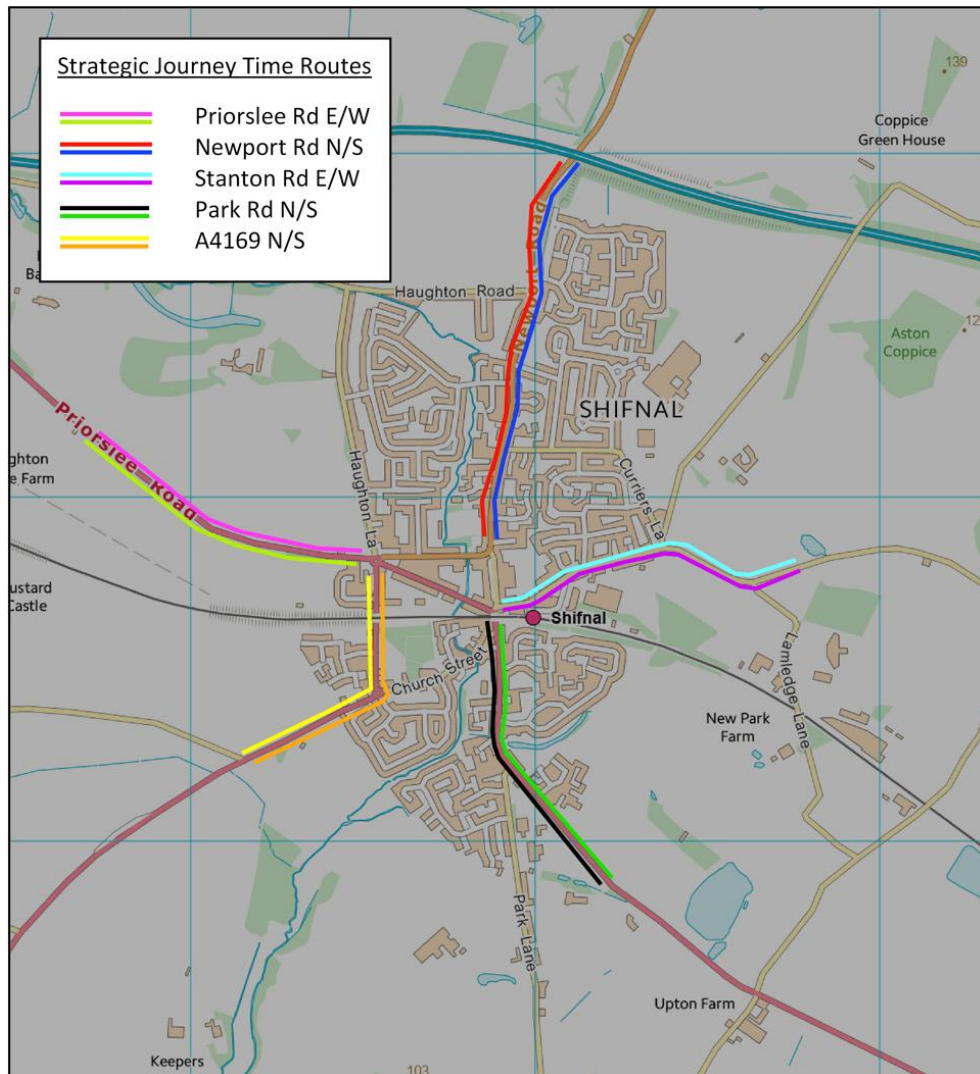


Figure 2: Strategic routes

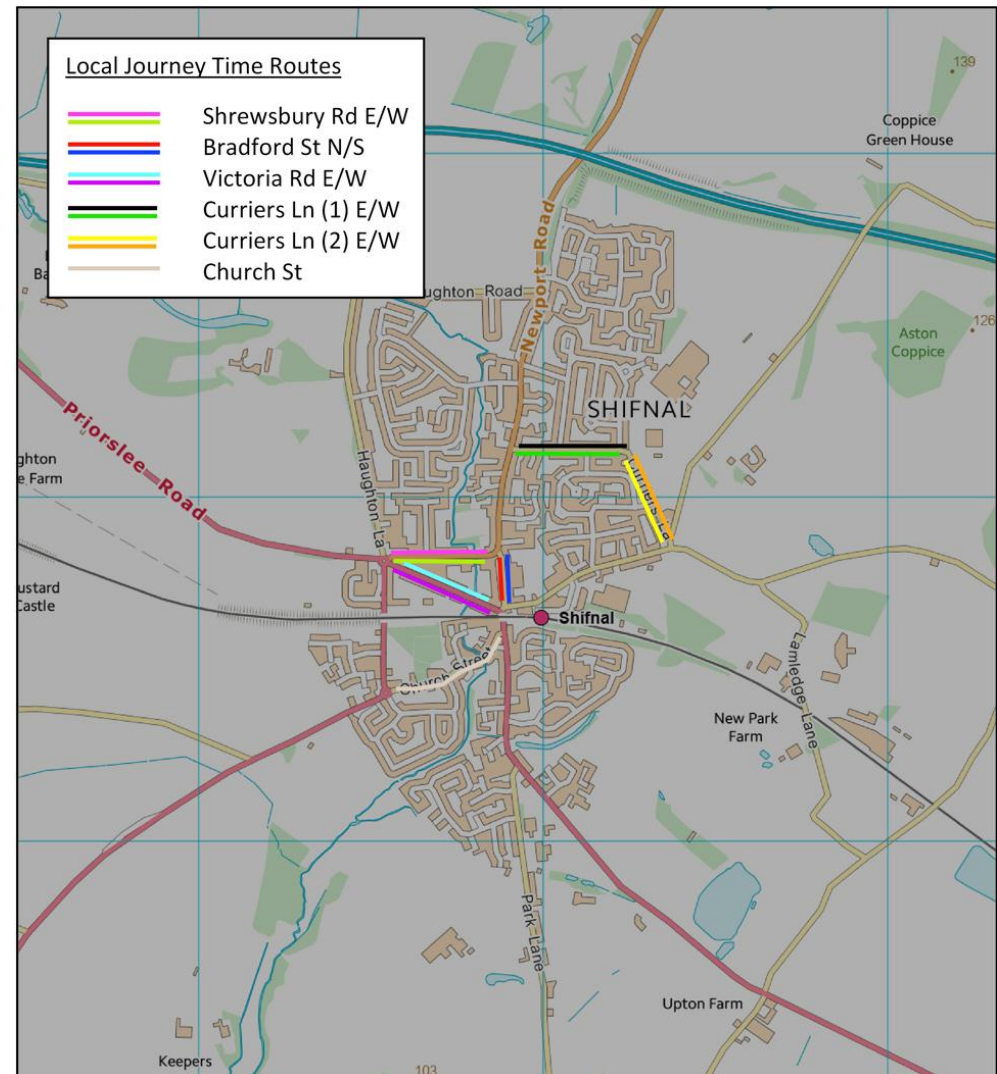


Figure 3: Local routes

[Source for Figure 2 and Figure 3: Mouchel, October 2013. *Shifnal Study*. Woking: Mouchel]

4.7 Future proofing and growth projections

Comments:

- There has been no future proofing allowed for.

The model takes into account all proposed developments within the Shifnal area, as outlined in Appendix D. It assumes that all developments are constructed and occupied, which is considered extremely unlikely to occur, therefore it was considered that the model was working on a 'worse-case scenario' basis in traffic terms.

Developments outside the Shifnal area, such as the new I54 site at Wolverhampton were not included in the model. It was felt that the model was already based on 'worse-case scenario' and that the number of trips generated by residents living in Shifnal travelling to I54 or other new developments would already be taken into account within the model.

5 Response to comments received on the consultation

5.1 Experiences

Comments:

- The Shropshire Council officers who are considering traffic should visit Shifnal at peak times and understand the needs of all users

Shropshire Council officers have visited Shifnal at morning and afternoon peak times, prior to undertaking the Model and since it has been completed.

5.2 Consultation prior to the exhibition

Comments:

- Some groups feel that they have not been adequately consulted with.

All consultation on the Shifnal traffic work has been through Shifnal Town Council and through the Shifnal Forward Group on the understanding that these groups represent the local interests in the town. The traffic management proposals at this stage are just outline and further consultation would be carried out as any detailed design is taken forward.

5.3 Organisation of exhibition

Comments:

- The exhibition was poorly organised.
- The venue was too small and should have been at the Village Hall.
- A second exhibition should be open in the evening beyond 6:00pm to allow residents to attend outside of normal working hours.

Posters publicising the event were put up around the town, and notice of the event was put in the local press, on Shropshire Council's website and on Radio Shropshire. The Shropshire Council Local Members, Shifnal Town Council and Shifnal Forward were also given notice of the event with a copy of the poster two weeks prior to the event to enable them to publicise it also.

The exhibition was available from 14:00 to 18:30; however officers were still available until 19:00. From the outset Shropshire Council wanted to make the exhibition available until later in the evening however it was not possible to find a venue in Shifnal that could accommodate this, particularly the Village Hall, despite various date options being put forward.

The size of the venue was felt to be adequate given the constraints on other venue availability in the town. It was decided that it was more important to hold the display in Shifnal town centre to make it as accessible as possible

5.4 Presentation and layout

Comments:

- The exhibition was poor in presentation and layout.
- Not enough copies of information were available.
- A waste of money to send out display information, more should have been available the event.
- Figures relating to queue waiting times are so small that they are meaningless.

The displays were considered to be adequately presented on display 'A' boards. To overcome any potential issues that individuals may have experienced, A3 copies of the display on 'A' boards were also made available around the room with tables to sit and view the information at. Members of staff were also happy to take the names of people who wanted display material sent to them to read at home. All display information was available online.

As we are unable to predict numbers that are due to attend exhibitions, it was felt that it was not viable to print large numbers of copies of the entire presentation for people to take away, as this would be potentially abortive cost. By taking requests, we can ensure that the information is produced in a format that is best for the individual's needs.

It was known that the text was small on some of the plans due to scaling, and for this reason large scale plans were made available on a table for viewing and signs were put up to reflect this.

Due to the unexpected number of people attending, the further decision was taken following the exhibition to make information available for viewing with feedback forms for people to take away at Shifnal library.

The presentation of the queue time figures was as part of a summary of the traffic model outputs. The impact to queue time would be a typical question that could be asked by a member of the public and indeed it is considered that Shropshire Council would be criticised for not including this.

5.5 The traffic model

Comments:

- The projector showing the transport model was not operational and a town councillor had to ask for it to be turned on during their visit.
- People did not understand the use of the technical term 'Paramics'.

The Paramics traffic model software does not run on a continuous loop and has to be re-run following every time threshold. Due to the large number of people requiring a discussion, the member of staff responsible for the model was not able to regularly re-set the model.

It is fully accepted that the general public may not understand the use of technical terms such as Paramics. Therefore the display material clearly outlined what Paramics was and how it had been used.

5.6 Staffing

Comments:

- The exhibition was poorly staffed by representatives with very little professional knowledge.

Four members of staff and the local member Cllr Turley were present for the whole of the exhibition. The local Shropshire Council Community Action Officer was also present for part of the exhibition. Given past experiences of exhibitions, it was considered that this level of staffing would be more than adequate. However, there was a significant number of people through the door, which is a positive reflection on Shifnal, but made it difficult for staff to be readily available for all individuals. All members of staff had name badges on and were readily available throughout.

It is disputed that staff were unprofessional and lacked technical knowledge. The four officers who were present throughout the exhibition have all have a wealth of experience of working in the transport and highways sector and have varying specialist knowledge between them.

The planning situation was clearly presented and all staff were aware of the background to the decisions made. The purpose of the exhibition was not to discuss approved planning policy and to put too much emphasis on the planning policy situation would detract from the necessary traffic considerations that needed to take place.

5.7 Local views

Comments:

- Residents and users of the transport system in the town are better placed to judge the needs of the solution.
- Residents do not feel that Shropshire Council will listen to residents' comments and that decisions have already been made.

It is recognised local residents and users are best placed to communicate the needs and current travel behaviours relating to the town at a very specific level and it is for this reason that consultation is carried out. It is however crucial that the Highway Authority maintains an overview on what is achievable and what is necessary to maintain a functioning network. Whilst Shropshire Council cannot meet all of the requirements of all users, the comments made by individuals will be reported taken into account where feasible.

5.8 Questionnaire

Comments:

- The Net Promoter Score type feedback questionnaire is designed to only gather a required response, not a true representation of people's opinions

The questionnaire was designed to provide some quantitative feedback on the proposals put forward. A purely qualitative approach would prove difficult to draw any clear conclusions on public

opinion from. The questionnaire enabled people to indicate a degree of agreement or disagreement with each option.

A section was provided at the end of the questionnaire to enable qualitative feedback by respondent (additional sheets of paper could have been used if desired) and this section has been reviewed and included in the results.

5.9 Additional exhibition

Comments:

- A second exhibition should be held before any decision is made

Given the responses outlined in this section of the report and in other sections regarding the timescales for decisions, it is felt that there would be no merit in holding an additional exhibition at this stage. However, further consultation if, and when, projects are taken forward.

6 Public consultation event

6.1 Exhibition

Shropshire Council held an exhibition to consult with the general public on a number of proposals for traffic and transport measures in Shifnal. The exhibition was held at the Trinity Methodist Church in Shifnal on Thursday 20th March from 2:00pm until 6:30pm. Shropshire Council officers were available to answer questions.

The exhibition provided information on proposals that were developed in response to the projected increase in traffic flows associated with new development in Shifnal over the next few years.

6.2 Publicity

Posters publicising the event were put up around the town, and notice of the event was put in the local press, on Shropshire Council's website and received coverage on Radio Shropshire. The Shropshire Council Local Members, Shifnal Town Council and Shifnal Forward were also given notice of the event with a copy of the poster to enable them to undertake additional publicity.

6.3 Background to the feedback form and analysis

The feedback form provided as part of this consultation presented participants with two potential options, each comprising a set of measures that could be implemented. Respondents were asked to indicate their level of agreement with each option component and their overall preference for Option 1, Option 2, or neither. Respondents could agree or disagree with as many or as few options as they wanted to.

Strongly agree	Agree	Not sure	Disagree	Strongly disagree
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A copy of the feedback form is contained in Appendix B.

For Option 1 (Section 6.4) and Option 2 (Section 6.5), the following has been produced:

- A chart that represents the level of agreement for each option. The responses recorded as 'not sure' or 'null' have not been included in the charts in order to show clearly the balance of preferences for each option. Each chart contains the percentage of respondents that agree or disagree overall with each option.
- A table summarising the 'not sure' and 'null' responses.
- A table containing general comments made in relation to the specific aspects of each option.

General comments made at the end of the feedback form have been included in Section 6.7.

In total **171** feedback forms were received reflecting a high level of public interest in the proposals.

6.4 Feedback on Option 1

The components of Option 1 were presented as follows:

- A. Traffic signals at Victoria Road / Market Place / Bradford Street junction
- B. Bradford Street one-way northbound (except for car park access)
- C. Haughton Road one-way westbound, access only from just west of Haughton village
- D. Haughton Lane one-way northbound at A464 to first junction (4 entry and five exit arms at A464 roundabout)
- E. Traffic signals at A464 / Shrewsbury Road roundabout

The level of agreement with each aspect of the proposal is shown as follows in Figure 4. A summary of the null and 'not sure' responses is contained in Table 9.

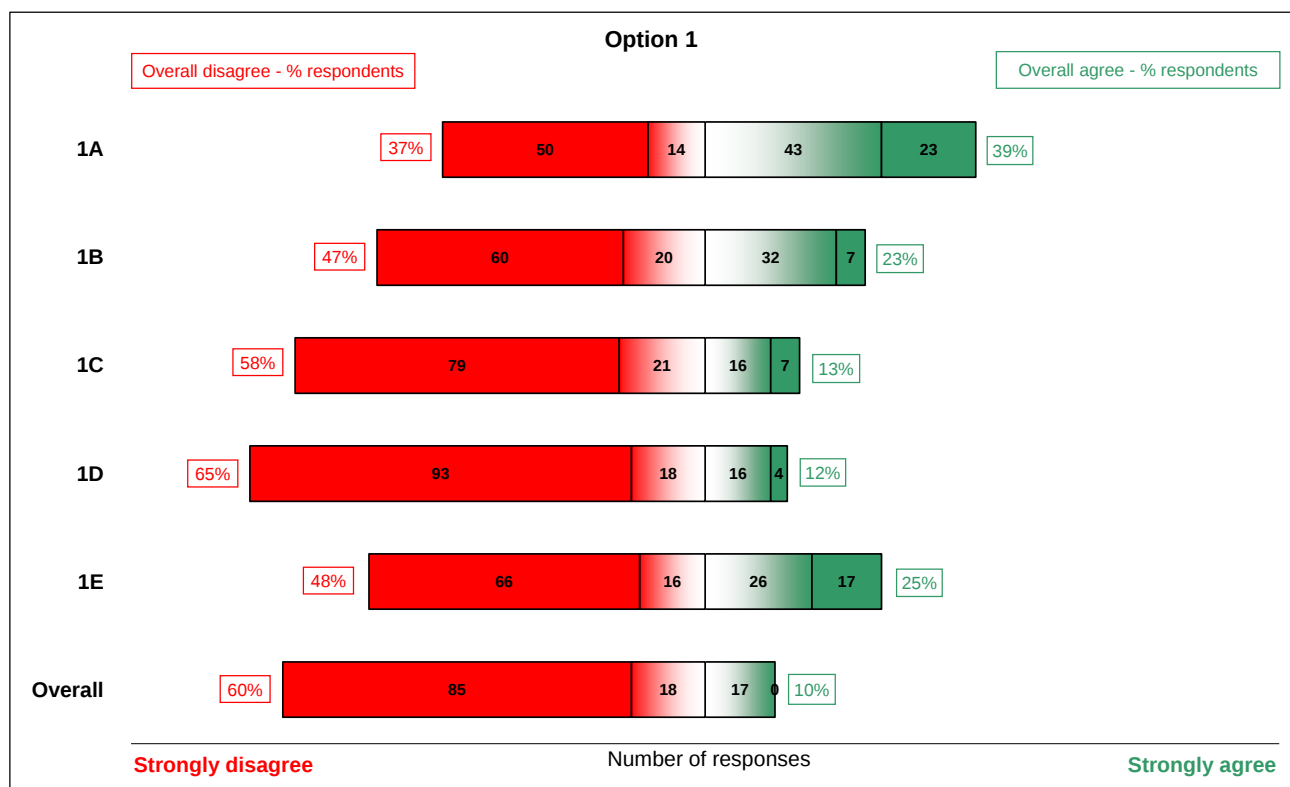


Figure 4: Response to options included in Option 1

Figure 4 shows that in general the majority of respondents disagreed with the proposals put forward as part of Option 1. However, for Option 2A (traffic signals at Victoria Road / Market Place / Bradford Street junction) more respondents agreed with the proposal than disagreed.

The highest level of disagreement was for option 1D (one-way on Haughton Lane one-way respectively). For proposals 1C (one-way on Haughton Road) and 1D, more than half of the respondents disagreed with what was put forward.

Table 8: 'Not sure' & 'Null' responses to Option 1

Option 1	Not sure		Null	
	Total	as %	Total	as %
A) Traffic signals at Victoria Road / Market Place / Bradford Street junction	19	11%	22	13%
B) Bradford Street one-way northbound (except for car park access)	28	16%	24	14%
C) Haughton Road one-way westbound, access only from just west of Haughton village	22	13%	26	15%
D) Haughton Lane one-way northbound at A464 to first junction (4 entry and five exit arms at A464 roundabout)	16	9%	24	14%
E) Traffic signals at A464 / Shrewsbury Road roundabout	21	12%	25	15%
Option 1 Overall	18	11%	33	19%

The following table (Table 10) provides an overview of the general comments that were made that relate specifically to the components of Option 2.

Table 9: Comments relating to Option 1

Option 1	Comment
A) Traffic signals at Victoria Road / Market Place / Bradford Street junction	• Traffic lights will cause more congestion • Signals should be part-time only • Will help pedestrians • No need if Bradford Street is one-way
B) Bradford Street one-way northbound (except for car park access)	• Will reduce passing trade • Keep current parking areas • Should be all one-way; car park access would make it partially 2 way • Shared space approach could work well at this junction • Will add more traffic and noise onto very congested Shrewsbury Road • More parking spaces for shoppers and deliveries needed • Prevents access to M54 J3, making traffic heavier elsewhere • This, with one-way on Haughton Lane, will send all new development traffic via Aston St to get to station • Can't see the point of this • Why not completely pedestrianise • Why? It will destroy the flow through the town and the shops even more • Bradford Street would be better pedestrianised except for car park access by garage • What about the bus?! • Too much pressure on Shrewsbury Road & buses will have difficulty turning into Victoria Road • Traffic calming only needed like speed bumps • Cause congestion in centre of Shifnal • Necessary, will help pedestrians • Access from A5 would be an issue for all

Option 1	Comment
C) Haughton Road one-way westbound, access only from just west of Haughton village	• Would prefer road to be two way & if necessary widened • Again forcing more traffic and noise onto Shrewsbury Road • No obvious justification • Excessive speeds on one way streets • Why this way round and not the opposite • With traffic calming measures • Would improve safety • How will it be policed? • Will push more vehicles onto Five Ways island and Shifnal town • Lower speed limit • Roads not busy enough to require this and will send traffic a long way round • The bridge at the northern end of Haughton Lane and Haughton Road westward are extremely dangerous and narrow and can't take any more traffic
D) Haughton Lane one-way northbound at A464 to first junction (4 entry and five exit arms at A464 roundabout)	• It will throw more traffic on Haughton Road or through estates • No HGV access to Haughton Hall for deliveries • Again forcing more traffic and noise onto Shrewsbury Road • Islands too small to accommodate traffic lights. Making roads one way will only increase speed of traffic. Better to leave things alone and make Shifnal a 20 mph area • Ongoing controversy at Innage • Ludicrous, forces residents of Haughton Lane to worst traffic spot - Bradford Street • This just puts more traffic through the town • Not workable. Needs larger island and no parking on Innage Road • Needs traffic calming measures! • Would need to put in place speed restrictions as already used as 'rat run' • Will push more vehicles onto Broadway and Shrewsbury Road • Not sure this is needed apart from peak traffic times • Denying egress at the southern end of Haughton Lane will encourage exiting via the Beech Drive estate which is

Option 1	Comment
	surely not desired
E) Traffic signals at A464 / Shrewsbury Road roundabout	• But roundabout, we're told, will go! • Needed to cross the road when walking • Cause too much tail back queues • Will cause more traffic jams towards Innage • Too small for traffic lights - traffic flows better at island • Islands too small to accommodate traffic lights. Making roads one way will only increase speed of traffic. Better to leave things alone and make Shifnal a 20 mph area • Access limited to Innage, traffic would be chaotic • Cars coming out of Shrewsbury Fields have problems at present • Move the pedestrian refuge or the footpath so they match at the end of Shrewsbury Road • Stop the parking in Innage Road. This will help traffic here • Not necessary traffic has no major build-up problems • good idea for busy traffic times • Will exacerbate problems where none really exist • This will cause gridlock at 8.30 and 3.00, the busiest times for traffic • Free up Innage Road by sorting out parking, instead of traffic lights which will cause delay • Not necessary if Haughton Lane is north bound & even otherwise they only need to be part time

6.5 Feedback on Option 2

The components of Option 2 were presented as follows:

- A. Traffic signals at Victoria Road / Market Place / Bradford Street junction
- B. Bradford Street one-way northbound (except for car park access)
- C. Haughton Road one-way westbound, access only from just west of Haughton village
- D. Haughton Lane one-way northbound at A464 to first junction (4 entry and five exit arms at A464 roundabout)
- E. Traffic signals at A464 / Shrewsbury Road roundabout
- F. Curriers Lane one-way east/southbound and Aston Street one-way westbound

The level of agreement with each aspect of the proposal is shown as follows in Figure 5. A summary of the null and 'not sure' responses is contained in Table 10

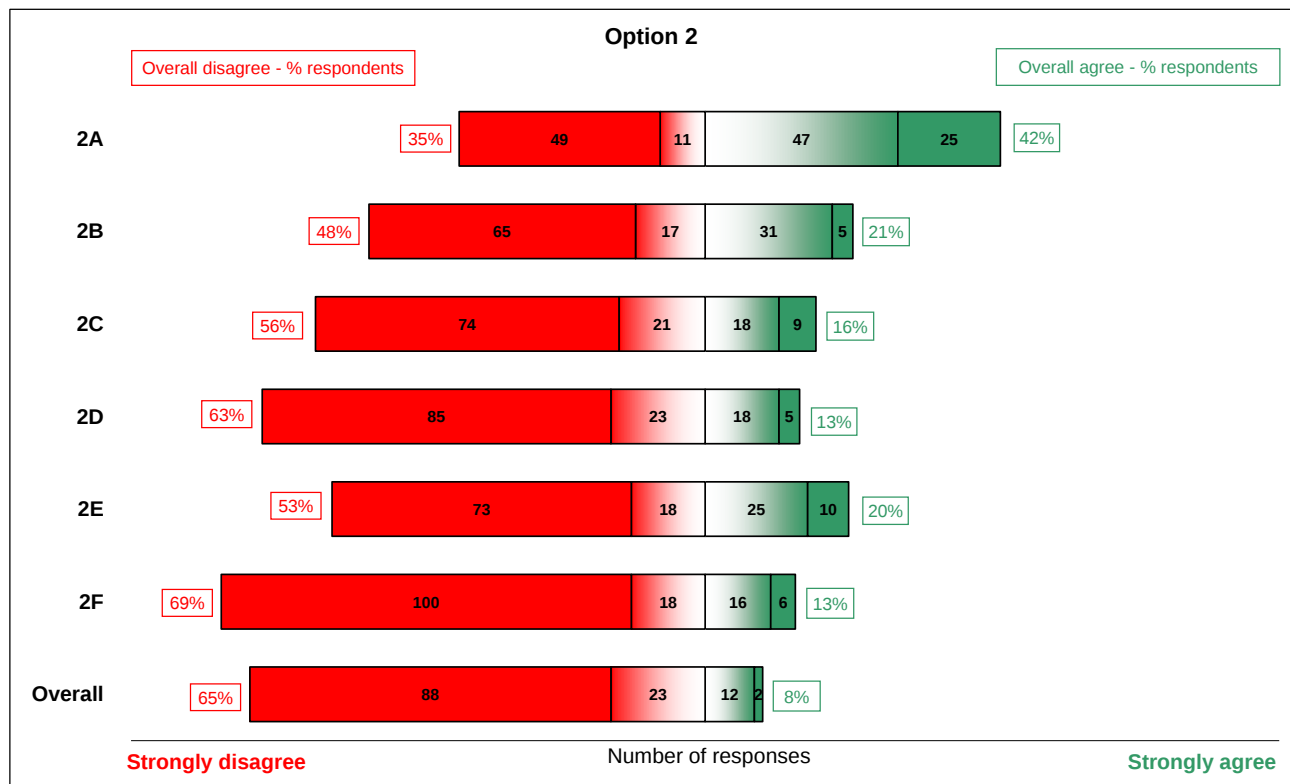


Figure 5: Response to options included in Option 2

Figure 5 shows that in general the majority of people disagreed with all aspects of Option 2. However, for Option 2A (traffic signals at Victoria Road / Market Place / Bradford Street junction) more respondents agreed with the proposal than disagreed.

The highest levels of disagreement were for 2F and 2D, one-way on Curriers Lane and Haughton Lane one-way respectively. For all of the components apart from proposals 2A and 2B (one-way on Bradford Street), more than half of the respondents disagreed with what was put forward.

Table 10: 'Not sure' and 'Null' responses to Option 2

Option 2	Not sure		Null	
	Total	as %	Total	as %
A) Traffic signals at Victoria Road / Market Place / Bradford Street junction	16	10%	23	13%
B) Bradford Street one-way northbound (except for car park access)	26	15%	27	15%
C) Haughton Road one-way westbound, access only from just west of Haughton village	24	13%	25	14%
D) Haughton Lane one-way northbound at A464 to first junction (4 entry and five exit arms at A464 roundabout)	16	8%	24	13%
E) Traffic signals at A464 / Shrewsbury Road roundabout	22	13%	23	13%
F) Curriers Lane one-way east / southbound and Aston Street one-way westbound	7	4%	24	13%
Option 2 Overall	13	7%	33	19%

The following table (Table 11) provides an overview of the general comments that were made that relate specifically to the components of Option 2.

Table 11: Comments relating to Option 2

Option 2	Comment
A) Traffic signals at Victoria Road / Market Place / Bradford Street junction	• In addition to pedestrian lights in existence? • Will cause more traffic jams • Junction is not big enough for traffic lights • Will cause congestion (see Telford) • If Bradford St is one-way this isn't necessary - a roundabout would be better • Use present 'lorry ban' to stop articulated vehicles using junction • Keep remaining crossing • May not be necessary if the one-way is put in and could hold up traffic more • Good idea. Strangers find layout confusing at present
B) Bradford Street one-way northbound (except for car park access)	• Keep all current parking areas • Parking has to remain or increase for the good of the town and the traders • Why not completely pedestrianise? • I like the shared space idea for pedestrians and cars • Would send more traffic along Shrewsbury Road. Traffic for Wolverhampton forced to Five Ways roundabout • Only bumps needed or speed restriction • Would cause chaos with congestion of traffic • Will there be access to Aston Street to get to car park?
C) Haughton Road one-way westbound, access only from just west of Haughton village	• Will cause confusion having a part one-way system • Traffic signals at junction with Haughton Lane. Bridge enlargement needed • Use housing estate as short cuts • Not needed if road was widened • Really necessary. Also traffic calming through Haughton Road and village
D) Haughton Lane one-way northbound at A464 to first junction (4 entry and five exit arms at A464 roundabout)	• A five way traffic light system will add considerable waiting time • This just puts more traffic through the town • Leave as two way for total length (as at present) but with 'pinch points' to reduce speeds

Option 2	Comment
	• Again, strict traffic calming measures. This has been a problem for years with no positive outcome • Traffic has always flowed freely so why change it? • Not needed except for peak times • One way from Beech Drive to Haughton Road enough. Plus calming measures
E) Traffic signals at A464 / Shrewsbury Road roundabout	• Small roundabout works pretty well • Will cause more chaos towards Innage • Access is limited to Innage, traffic would be chaotic • The pedestrian refuge is not in line with the footpath, one or other needs moving to help to cross Shrewsbury Road • Would cause delays and jams on Priorslee Road • Concern on safety for school due to increased traffic • Will cause massive congestion in and out of Shifnal • I hate traffic lights. Prevent parking on Innage Road to improve traffic flow • Remove parking on Innage Road. Even with signals parking would cause blocks at junction. Maybe cheaper to allow parking on grass area of Innage Road • Is the traffic heavy enough to warrant lights? • Traffic lights only needed at very busy times
F) Curriers Lane one-way east / southbound and Aston Street one-way westbound	• Doesn't make sense - traffic past primary school • Makes access to village hall car park difficult from south and west of town • Still have loads of traffic • A lot of traffic would be displaced down this route, not acceptable for residents and primary school • To increase traffic at a school and nursery entrance will be an awful mistake • Chaos at school times. Volunteer drivers need access at all times for patients • This is crazy - combined with B,C, or D this makes Haughton Lane an island!!! • Traffic speeding • Too much traffic directed past Curriers Lane Primary School • It will cause more problems on S'bury Road as buses and cars will have to go that way to get to Curriers Lane • Does not address what happens to heavy farm traffic

Option 2	Comment
	• Would increase traffic on Bradford Street. All traffic for 2 schools would go this way. Can buses turn at the bottom of Curriers Lane/Coppice Green Lane • Crazy, crazy, crazy. Unsafe (schools) unworkable (Curriers Lane too narrow) • Sends too much traffic on this route including Idsall traffic. All this traffic still has to exit on Curriers Lane, causes 'rat run' through adjoining estate roads • Consider new access to CO-OP car park from Bradford St • Will ease traffic at corner of Aston Street by Barclays Bank • Lower speed or bumps or both needed • Traffic will use Botfield Road and Barn Road. This is a residential area, already busy and dangerous for pedestrians! • Again would cause far more traffic in centre of town • We need wider roads to cope but these can't be provided so should planning have been agreed in the first instance? • Bus route for locals. Has it been thought out? Elderly cannot walk far. Agree with one way

6.6 Overall preferences

The feedback form also asked respondents to indicate overall preferences for either preferred Option 1 or Option 2. Out of the 171 feedback forms 129 expressed no preference for either option, or did not complete this section of the feedback form. 20 respondents expressed a preference for Option 1, and 22 preferred Option 2.

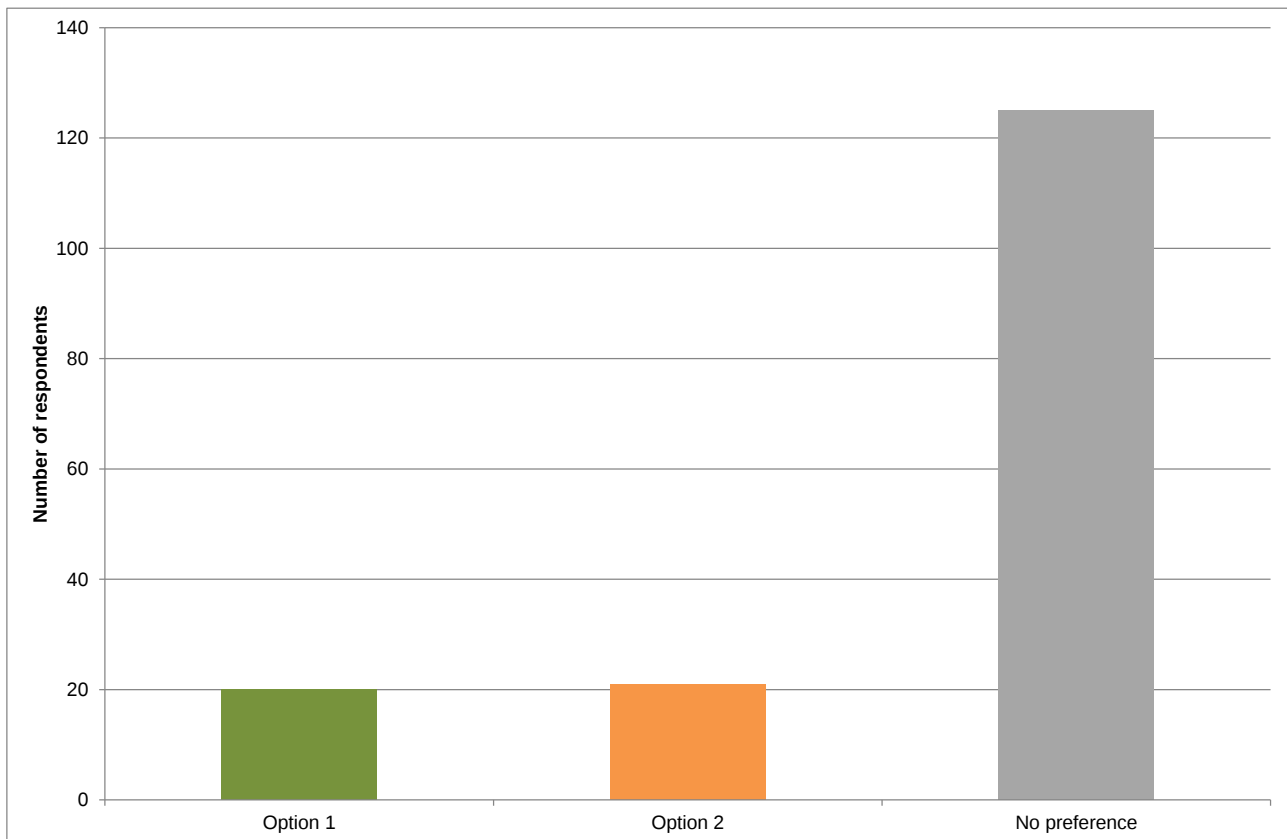


Figure 6: Overall preferences (total number of responses for each option)

6.7 Additional comments

The feedback form also included a section for additional comments. Many of these refer to and expand upon the same issues and concerns raised in the general comments above or comments already addressed in earlier sections of this report. Specific issues and concerns that were mentioned several times in the additional comments are summarised below:

- Residents parking on the Innage creating a bottleneck and affecting traffic flow – also the suggestion of using the adjacent green area to create residents parking was made numerous times (32 comments)
- Parked cars on Aston Street create a bottleneck
- Traffic lights will make congestion worse (particularly at Five Ways)
- Traffic lights should only be operational at peak times
- Curriers Lane is unsuitable for one-way traffic

- Options presented will not be sufficient for the extra traffic created by the new housing development
- Beech Drive estate will become a rat run/short cut if Haughton Lane is made one-way
- The roads throughout Shifnal are narrow in many places and cannot cope with additional traffic
- One-way roads will increase traffic speed and encourage a 'race-track' mentality
- A bypass is needed instead of a one-way system
- Bus routes and farm vehicle/HGV access have not been given proper consideration
- Greater provision for cycling and walking is needed to encourage people to make short journeys without using the car and to improve safety, especially for families and children.
- Adopt a town-wide 20mph limit
- Retain parking spaces on Cheapside/Bradford Street

6.8 Conclusions

The following list summarises the key outcomes of the public consultation feedback:

- Overall there was no clear preference for either Option 1 or Option 2 and in general, the majority of respondents disagreed with the proposals put forward.
- The feedback indicated general support for the option to signalise the junction at Victoria Road / Market Place / Bradford Street. This proposal will be key to maintaining through put of traffic from Aston Street and in enabling potential enhancements on Bradford Street, particularly in relation to pedestrians and non-motorised links to the railway station.
- The option to introduce one-way on Curriers Lane received the most negative feedback. It should be recognised that without one-way, the potential to improve Curriers Lane for pedestrians and parked vehicles is limited.
- There was a significant level of disagreement with the option to make Haughton Lane one-way northbound for a short section, as part of the signalisation of the Five Ways junction.
- There is a weight of public opinion that the on-street parking on Innage Road needs to be addressed, particularly if forecast congestion at the Five Ways roundabout is to be minimised. It is proposed that a review of both on and off street parking in Shifnal is undertaken as part of the ongoing development of a transport strategy for Shifnal.

7 Next steps

7.1 Why do we need to move forward?

The 'Transport Strategy for Shifnal' will be used to negotiate developer contributions which will be secured through a Section 106 Agreement.

This will form the basis of a transport strategy for Shifnal that will be used to negotiate developer contributions and provide a joined up approach to delivering future highway improvements in Shifnal. There will be a staged approach to the implementation of the proposals taken forward.

Planning obligations under Section 106 of the Town and Country Planning Act 1990 (as amended), commonly known as s106 agreements, are a mechanism which make a development proposal acceptable in planning terms, that would not otherwise be acceptable. They are focused on site specific mitigation of the impact of development. S106 agreements are often referred to as 'developer contributions'.

Planning Permission for the developments at Coppice Green Lane, East of Stone Drive, The Uplands and Lawton Road have been recommended for approval, subject to a Section 106 Agreement being secured, which includes a Highway Contribution towards the overall cost of the Strategy for Shifnal. The applicants are therefore seeking confirmation of the level that will be required in order to make an assessment about whether the site is financially viable.

In view of the above, Shropshire Council are therefore keen to finalise the 'Transport Strategy for Shifnal' at the earliest opportunity, in order to ensure that the level of highway contributions are sufficient to cover the cost of any mitigation works.

The feedback from the exhibition was intended to help us determine which of the options will be taken forward, and form the basis of the overall strategy.

Analysis has shown that the 'do nothing option' is not an option. The cumulative impact of all developments will have a significant impact on the capacity of the road network and mitigating measures are required to improve traffic flow and improve the overall safety of all road users.

7.2 Response to Petition

As a result of the Consultation held with Shifnal Town Council and Shifnal Forward on 30th January 2014. Shropshire Council received a petition against our proposed transport measures for Shifnal on 7th April 2014.

The trigger for a full council debate is 1000 signatures and this was reached through online and paper signatures. The matter was debated by full council on 3rd June 2014. The outcome of the debate was that a further meeting should be held with Shropshire Council Portfolio Holder for Highways and Transportation, Councillor Claire Wild, Shropshire Council Local Members Stuart West and Kevin Turley, and key representatives from Shifnal Town Council, Shifnal Forward and Council Officers to discuss the way forward.

Shropshire Council is keen to work with the key representatives within the Shifnal area and the wider community in order to agree options that mitigate the impact of development.

7.3 Shared Space

Shropshire Council was approached by representatives from Shifnal Town Council and Shifnal Forward with regard to commissioning an independent consultant to evaluate the feasibility of the use of the 'Shared Space' concept in Shifnal.

Shropshire Council subsequently agreed to support this proposal in principle, and working with Shifnal Town Council and Shifnal Forward agreed to fund a visit from consultant Ben Hamilton-Baillie to Shifnal on 20th June 2014.

Ben Hamilton-Baillie is a leading specialist on new ways to re-balance the pressure from traffic with the need to preserve and enhance the quality of towns. His work on "shared space" has combines traffic engineering and street design with behavioural psychology to help create free-flowing, low-speed traffic environments that re-balance the relationship between drivers and other street users².

In response to Ben Hamilton Baillie visit and presentation to key stakeholders in Shifnal, Shropshire Council were asked to consider the option of 'shared space' as an alternative to the previous options put forward. On 17th July 2014, a proposal was put forward to Shifnal Town Council to support the concept of Shared Space. The proposal did not obtain the full support of Shifnal Town Council and a resolution was passed not to support the concept of shared space at this time but to undertake further consultation to determine what transport options are best for Shifnal.

7.4 Current position – October 2014

It is considered that the use of shared space could be a useful tool in enhancing locations in Shifnal. Any proposal would be subject to further analysis of the performance of key junctions in the town. A feasibility study looking at a potential shared space scheme in Shifnal has been commissioned. The study will consider shared space in the context of anticipated traffic growth in Shifnal.

In addition to the shared space feasibility study; a review of both on-street and off-street parking and a study reviewing pedestrian and cycle facilities within the Shifnal area are also being progressed. All of the current streams of work have been agreed with the Shropshire Council Local Members for Shifnal.

It is currently Shropshire Council's intention to undertake a consultation event in early 2015 with the support of Shifnal Town Council and Shifnal Forward. The consultation will be undertaken once the feasibility work on shared space has been completed. Previous traffic management options and public feedback from the consultation in March 2014 will also be presented as a point of comparison. Outputs from the parking and walking and cycling reviews will also be included.

7.5 Get involved

If you are keen to get involved then please refer to the attached a link to Shifnal Town Council's webpage which provides further information about Shifnal Forward, which is a community group set up to represent all groups in the Shifnal area.

http://www.shifnaltowncouncil.gov.uk/STC/community_final.asp?id=7

² More information on Hamilton Baillie can be accessed at: www.hamilton-baillie.co.uk

Appendix A: Surveys available from Transport Assessments

The following table summarises the traffic surveys that are available from the Transport Assessments submitted as part of Planning Applications.

Site	Planning Application Reference	Number of Dwellings	Type of Survey	Survey times
Springfield Industrial Estate	13/03055/FUL	115	3 Classified Manual Traffic Counts (MTCs) - Queue length surveys - In/out count at the existing site access	27 th June 2013
Coppice Green Lane	13/02989/OUT	200	- Junction turning counts - Queue length surveys	2 nd May 2013: 07:00 – 10:00 16:00 – 19:00
Land between Lawton Road and Stanton Road	13/05136/OUT	100* (*Plus 60 Bed Care Home)	Junction turning counts	4 th July 2013
			Strategic Road Network junction count: M54, Junction 4	27 th June 2013
Land north east of Stone Drive	14/00062/OUT	250	Junction turning counts	4 th July 2013
			Strategic Road Network junction count: M54, Junction 4	27 th June 2013
Land at The Uplands, south of Wolverhampton Road	13/04840/FUL	68	Queue Lengths	26 th September 2013
			Vehicle Plate Registration Data – A464 Park Street/Park Lane	26th September 2013
			Vehicle Plate Registration Data – A464 Park Street/Park Lane	23rd September 2013 to 29th September 2013 07:30 – 09:30 15:00 – 18:30
			A464/Park Lane Junction – Turning Count	26th September 2013

Appendix B: Feedback Form (condensed size)



Transport Strategy for Shifnal – 20th March 2014

Feedback form

We welcome your views, comments and suggestions on any aspect of the proposals shown at this exhibition. A separate box is available at the end of this document for any general comments that you may wish to make. Shropshire Council will continue to engage with Shifnal Town Council and the wider Shifnal community as proposals are further developed.

Please leave your feedback form with one of the Shropshire Council staff present or return to Transport and Highways, Shropshire Council, Shirehall, Abbey Foregate, Shrewsbury SY2 6ND by Thursday 3rd April 2014.

Details

Name:	
Address:	
e-mail:	

Option 1

Options	Strongly agree	Agree	Not sure	Disagree	Strongly disagree	Comments
A. Traffic signals at Victoria Road / Market Place / Bradford Street junction	☐	☐	☐	☐	☐	
B. Bradford Street one-way northbound (except for car park access)	☐	☐	☐	☐	☐	
C. Haughton Road one-way westbound access only from just west of Haughton village	☐	☐	☐	☐	☐	
D. Haughton Lane one-way northbound at A464 to first junction (4 entry and 5 exit arms at A464 roundabout)	☐	☐	☐	☐	☐	
E. Traffic signals at A464 / Shrewsbury Road roundabout	☐	☐	☐	☐	☐	
Overall proposal	☐	☐	☐	☐	☐	

Option 2

Options	Strongly agree	Agree	Not sure	Disagree	Strongly disagree	Comments
A. Traffic signals at Victoria Road / Market Place / Bradford Street junction	☐	☐	☐	☐	☐	
B. Bradford Street one-way northbound (except for car park access)	☐	☐	☐	☐	☐	
C. Haughton Road one-way westbound access only from just west of Haughton village	☐	☐	☐	☐	☐	
D. Haughton Lane one-way northbound at A464 to first junction (4 entry and 5 exit arms at A464 roundabout	☐	☐	☐	☐	☐	
E. Traffic signals at A464 / Shrewsbury Road roundabout	☐	☐	☐	☐	☐	
F. Curriers Lane one-way east/southbound and Aston Street one-way westbound	☐	☐	☐	☐	☐	
Overall proposal	☐	☐	☐	☐	☐	

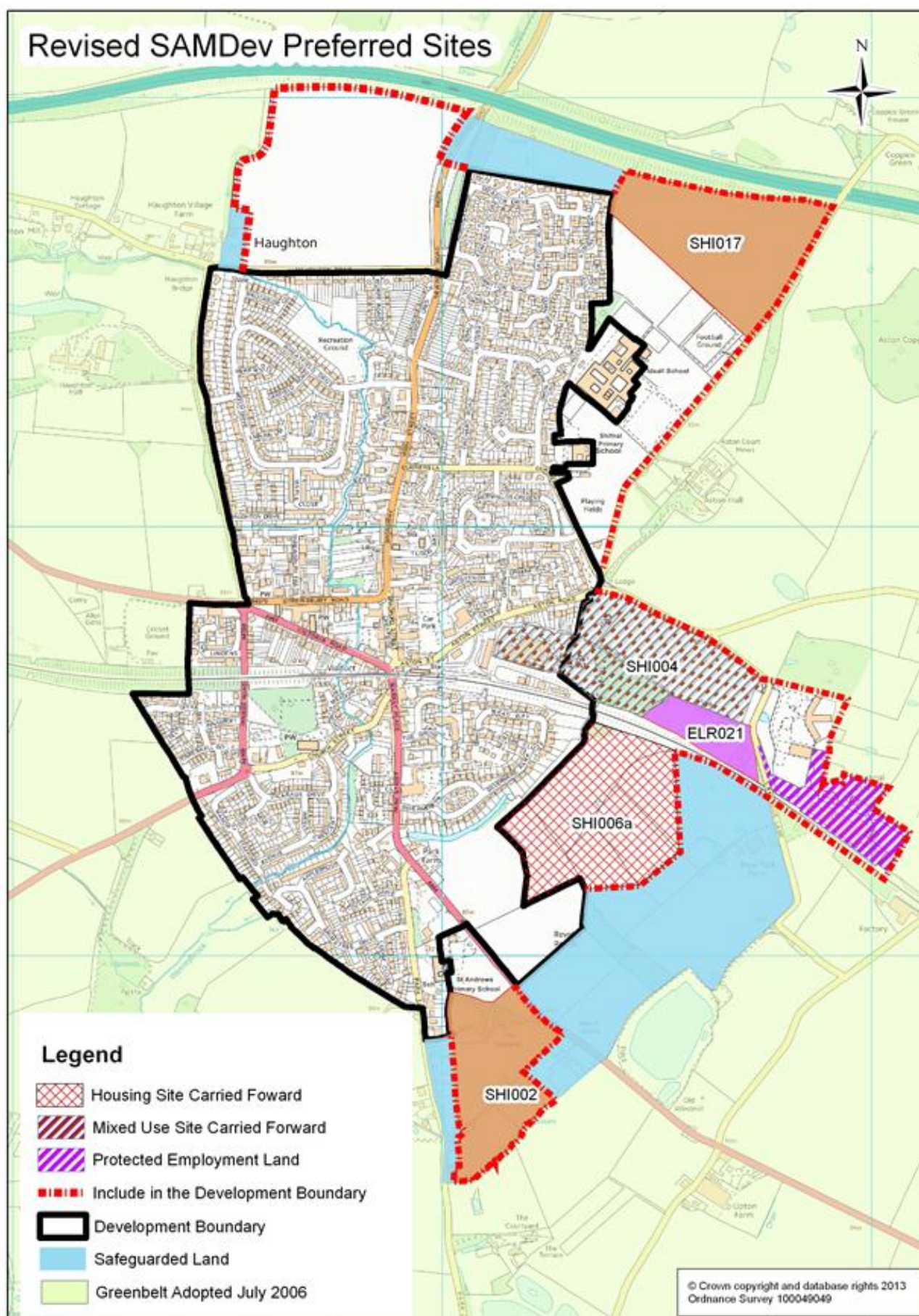
Summary: please indicate (✓) your preferred option

Option 1	☐	Option 2	☐	No preference	☐
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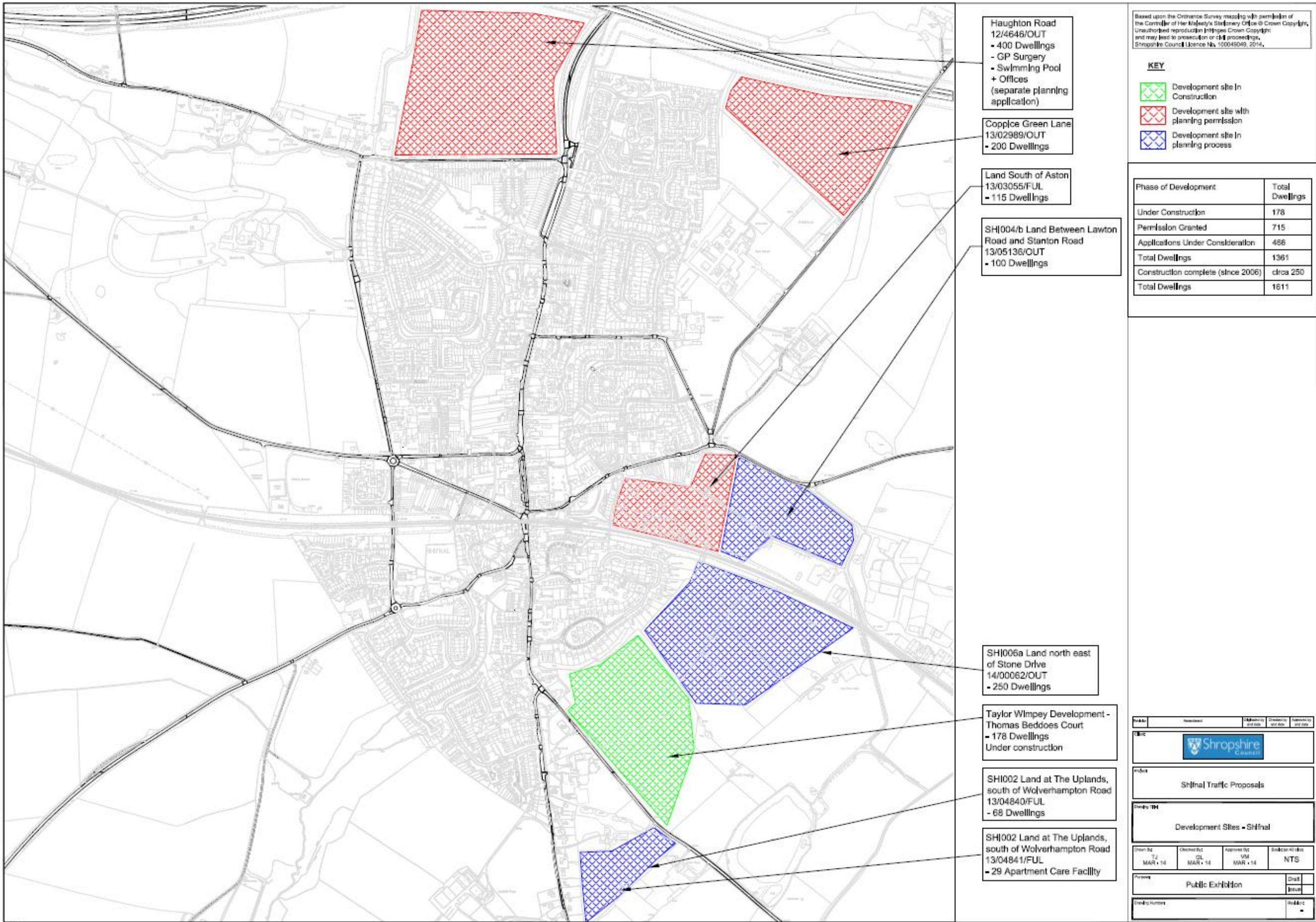
Do you have any additional comments?

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Appendix C: Proposed development sites (SAMDev)



Appendix D: Shifnal Development Sites (May 2014)



Not printed to scale

Appendix E: Pros and Cons of traffic management proposals

Option 1		Option 2	
Pros	Cons	Pros	Cons
- Minimal changes to the existing network. - Reduces potential for conflict on Haughton Road and provides an opportunity for traffic calming measures - Scope to enhance Bradford Street to create an attractive environment with greater pedestrian priority - Facilitates improved turning movements at the junction of Aston Street and Bradford Street - Scope to improve pedestrian safety at the junction of Aston Street and Bradford Street and include a pedestrian crossing phase within the signals	- Additional pressure on Shrewsbury Road - Increase queues on 5 arm roundabout - Limited opportunities to improve Aston Street and Curriers Lane	- Reduces potential for conflict on Haughton Road and provides an opportunity for traffic calming measures - Scope to enhance Bradford Street to create an attractive environment with greater pedestrian priority - Scope to enhance Aston Street improving pedestrian links and footway widths - Scope to improve pedestrian facilities along Curriers Lane, particularly by the school - Scope to formalise on street parking on Curriers Lane and introduce speed reduction measures - Facilitates improved turning movements at the junction of Aston Street and Bradford Street - Scope to improve pedestrian safety at the junction of Aston Street and Bradford Street and include a pedestrian crossing phase within the signals	- Impact to residents around Curriers Lane due to changes to access and journey times - Increase in traffic volume on Bradford Street and Curriers Lane - Possible increase in vehicle speeds associated with one-way system, if no speed reducing features are introduced

Appendix F: Notes and Actions from Traffic Solutions Workshop

Shifnal Traffic Solutions Workshop 11th June Notes & Actions

Present:

Community Representatives

Gordon Tonkinson	Shifnal Town Council
Chris Broderick	Shifnal Town Council
Mac Sandal	Shifnal Town Council
Mark Mountford	Shifnal Town Council
Rob Owen	Town Plan Steering Committee
Jayne Owen	Town Plan Steering Committee
Neil Jackson	Town Plan Steering Committee
Peter Hassall	Local resident
Richard Capstick	Local resident, Aston Rd
Bob Vincent	The Shifnal Society
Dusty Dovaston	Shifnal Road Safety Committee
Ian Swift	Shifnal Road Safety Committee

Plus others not signed in:

Brian Jones	Shifnal Town Council
Suzanne Broderick	Local resident
David Murray	Local resident

Professional Planners/ Highways Engineers

Cllr Kevin Turley	Shropshire Council
Chris Edwards	Area Director, Shropshire Council
Helen Howie	Planning Policy
Andrea McWilliams	Community Action Officer
Tom Brettell	Community Action Officer
Tim Jordan	Senior Traffic Engineer, Mouchel
Andy Savage	Highways Development Control Manager
Gemma Lawley	Highways Development Control
Alice Dilly	Principal Engineer Road Safety
Murray Graham	Urban Roots Planning
Jason Wallace	Wallace Land Investments
Mark Duckworth	SKM
Andy Williams	Advance Planning
David Best	Redrow
Andrew Hawkes	Gallaghers
Alex Bennett	M-EC
Sarah Millward	Taylor Wimpey
Kathryn Ventham	Barton Wilmore
Robert O'Connor	Newpool Construction Ltd

Notes also circulated to:

Cllr Stuart West
Andy Mortimer, Policy Manager
Nick Wood, Communities & Housing Team Leader
Richard Fortune, Principal Development Management Officer
Ian Kilby, Planning Services Manager
Ralph & Di Phillips, local residents unable to attend the workshop

Key issues identified during the workshop

Top traffic issues of concern

- Aston St/Market Place/Victoria Rd junction
- Aston Road traffic levels & parking issues
- Bradford St/ Cheapside which could benefit from remodelling, increasing attractiveness to pedestrians, retaining parking and possibly making one-way
- The capacity of the 5-arm roundabout at the western edge of Shifnal, namely the A464/Innage Rd /Victoria Rd/Shrewsbury Rd/Haughton Lane roundabout
- Rat running using Church Street to Avoid Victoria Rd/ Innage Road (300vph at am peak)
- Curriers Lane and its junctions at school times
- The Park Street/ Park Lane/ A464 junction particularly at school times

Other issues of concern

- Haughton Lane (speed and narrowing)
- Innage Road on-street parking
- Speed of traffic on Newport Road entering Shifnal
- Park Lane congestion at school times
- Curriers Lane parking impeding the flow of traffic
- Concerns over Idsall school coaches using Stanton Lane/ Upton Lane to avoid Aston Road
- On-street parking at Aston Road for residents
- A one way system at Bradford Street (northbound) may create problems for traffic journeying south through Shifnal due to awkward turning movement at Shrewsbury Road Roundabout
- Perceived use of Shifnal as a rat-run Wolverhampton to M54 J4 and M54 J3 to Halesfield

Solutions suggested at the workshop

Traffic modelling

22. *A holistic, town-wide traffic survey* is needed to assess the impact of residential retail and commercial development and identify what measures are needed to tackle these;
23. *Wider effects* of proposed development on the Priorslee roundabout at the M54, the services roundabout and Crackley Bank need assessing;

Road junctions

24. *Re-prioritise the Aston St/Market Place/Victoria Rd junction;*
25. *Improve the 5-arm roundabout* at the western edge of Shifnal, namely the A464/Innage Rd /Victoria Rd/Shrewsbury Rd/Haughton Lane roundabout;
26. *Possibility of a new road between Newport Road and Coppice Green Lane* to alleviate traffic on Curriers Lane and Aston Street;
27. *Provide additional residents' parking* (eg on land at Springhill Trading Estate) to reduce pinch points on Aston Road;
28. *Manage parking* at Innage Road;

29. *Church Street traffic calming* using a change of surface at the entrance to Church St;
30. *Widen sightlines at the Upton Lane /A464 crossroads*;
31. *Consider whether Upton Lane could be upgraded* to provide an alternative route A464 to Stanton Road;

Town Centre

32. *Explore further options for Bradford St/Cheapside*;
33. *Consider herringbone parking* at Bradford St/ Cheapside and High St;
34. *Increase parking provision* by better layout of the existing car park;
35. *Increase parking provision* by moving the allotments to another site;
36. *Increase parking provision* by putting time-limits to discourage rail commuters from taking up the spaces;

Schools traffic

37. *Parking restrictions and their enforcement* at the primary schools, namely Shifnal PS at Coppice Green Lane and St. Andrews PS on Park Lane;
38. *Create school drop-off points* at The Uplands and at Currier's Lane;
39. *Create more teachers' parking spaces* for the nursery teachers at Shifnal Primary School to reduce on-street car parking at Currier's Lane;

Pedestrians

40. *Make pedestrian alternatives more attractive* between the main car park and the shops on Bradford St; to also serve as an alternative to walking the narrower part of Aston Street;
41. *Improve pedestrian crossings and pedestrian routes* across the town, and add new pedestrian routes (eg. Jellico Crescent to Coppice Green Lane and on to Idsall School; pedestrian route under the railway line from Aston Rd to Wolverhampton Road, etc);
42. *New crossing where Currier's Lane meets the High St.*

Funding

It was suggested that costs should be divided up proportionally in a fair & agreed way, for example based on the track record of s106 contributions on previously consented sites.

Conclusions

Many of the solutions are (a) relatively low cost, (b) would be easily implemented if prioritised. A range of measures could encourage traffic to flow differently as well as shift people from car use to walking, cycling and using public transport.

A key conclusion of the workshop was that Shifnal's traffic issues can largely be tackled through relatively low cost adjustments to the existing highway network and by encouraging more sustainable and healthy behaviour.

Actions following the workshop:

Next steps for the Councils	Timescale	Progress
1. Town-wide traffic study (paramics model) commissioned from Shropshire Council's transport consultants, Mouchel, forward-funded through CIL monies	July-Sept 2013	Underway
2. Shropshire Council investigate in more detail the solutions proposed at the workshop and do an options appraisal	July-Sept	Underway
3. Worked-up options run through the model to explore their impact on traffic flows	Sept	
4. Consultation with partners (incl the Town Council & Town Plan Steering Committee)	Oct	
5. Agree with stakeholders priorities and strategy to determine which infrastructure works will be required to accompany development as part of the SAMDev Final Plan (nb. this will also relate to large-scale planning applications)	Oct	
6. Determine implementation plan and funding strategy for infrastructure works. Set out what elements will be funded through the Community Infrastructure Levy, and what will be covered by other means such as s106 legal agreements (possibly through a Statement of Common Ground)	Oct-Nov	
7. Reflect in the annual, delivery-focused Place Plan	Jan 2014	