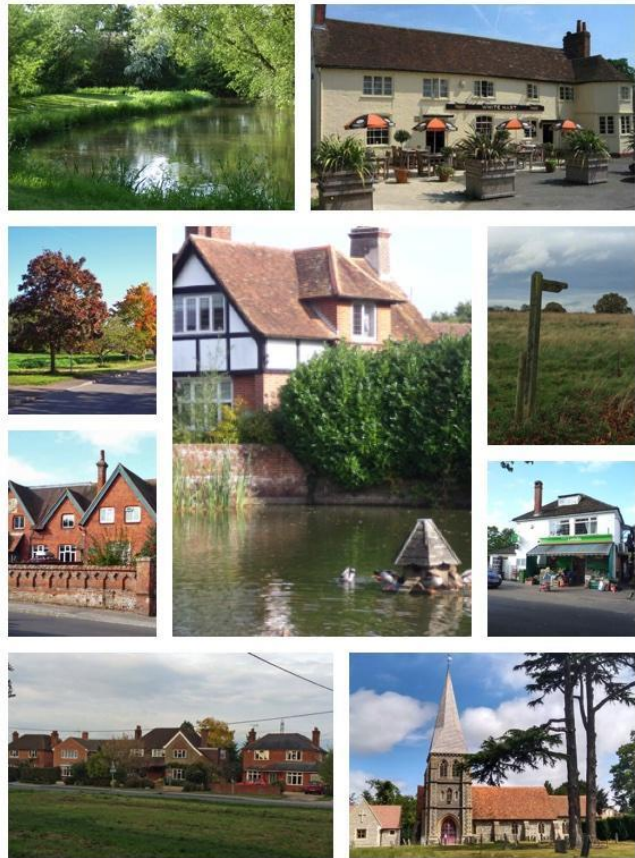


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# SHERFIELD ON LODDON NEIGHBOURHOOD DEVELOPMENT PLAN

2011 TO 2029



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## ANNEX D – ROAD SAFETY AND TRAFFIC ISSUES AUGUST 2017

SHERFIELD ON LODDON PARISH COUNCIL



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# 1. Introduction

Sherfield parish is served by two principal roads, the A33 and the C32 as shown in the map at Figure 1-2 below. Principal roads here are defined as roads connecting the Parish to other towns and villages and that carry traffic that includes those whose destination is not in the Parish, i.e. they are just passing through. These roads are shown on this map and are described below.

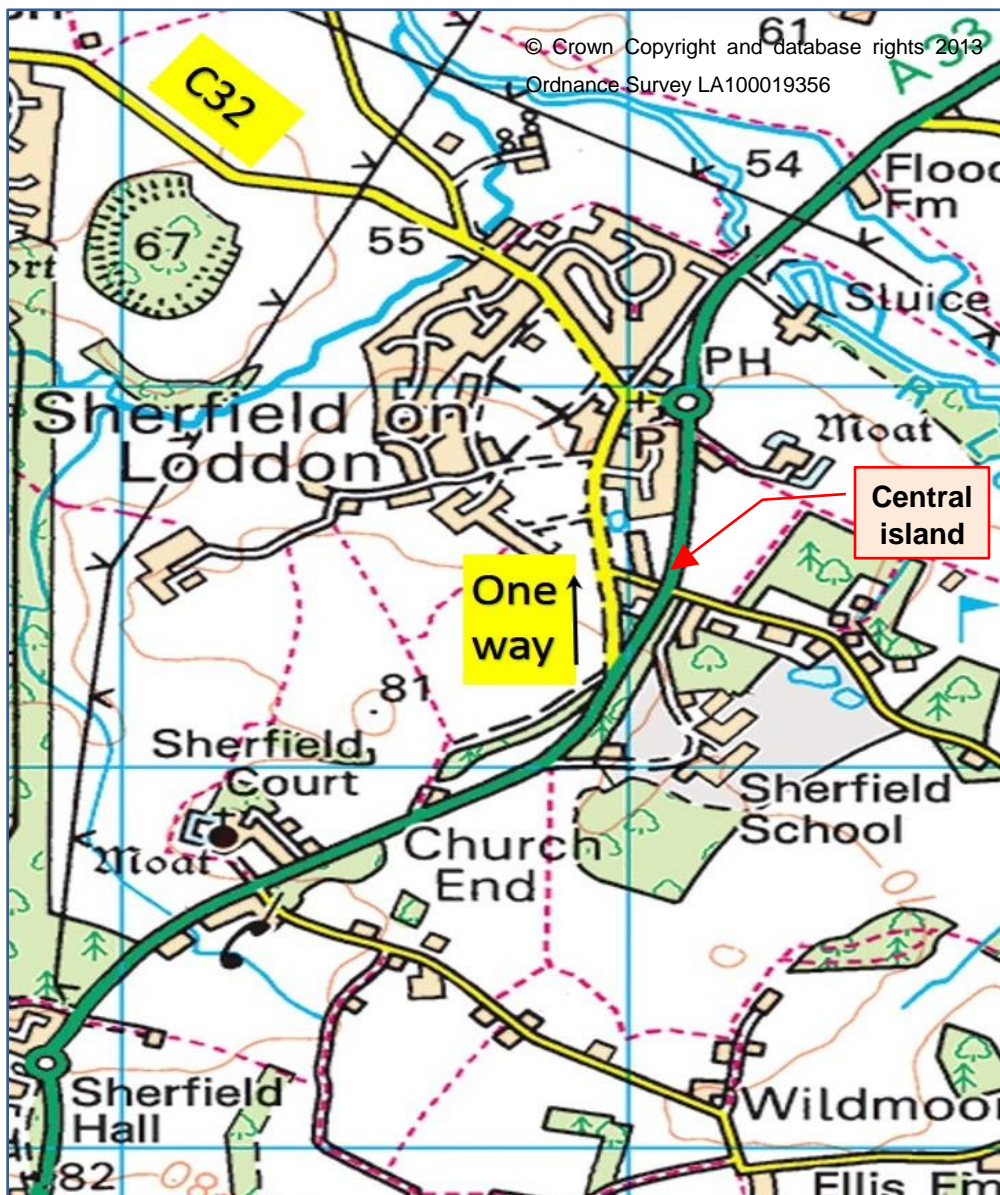


Figure 1-2 Map of Sherfield Parish showing the A33 and C32

## 1.1 The A33

The A33 major road (in green) connects Basingstoke with Reading to the North and is also a very busy link between the M4 and M3. It runs from South West to North East and bypasses the village on its Easterly fringe; there is a 50mph speed limit on the road within the Parish.

Principal access to the village from the A33 is via a roundabout, but there is also a slip road from the A33 into the southern end of the village (accessed from the south only). Furthermore, to discourage heavy vehicles on the A33 accessing the C32 to Bramley via this slip road, it is not signed to Sheffield on Loddon, instead there is a sign indicating HGVs should access Bramley via the A33 roundabout. Hourly traffic volumes measured by HCC at a point on the A33 just North of the Parish (Spanish Green) are shown below. The survey shows that while there are rush hour peaks of 1,627 vehicles between 0700 and 0800 and 1,872 vehicles between 1700 and 1800, the flows for the rest of the day are steady and high at over 1,200 vehicles per hour (all values are combined East plus West flows).

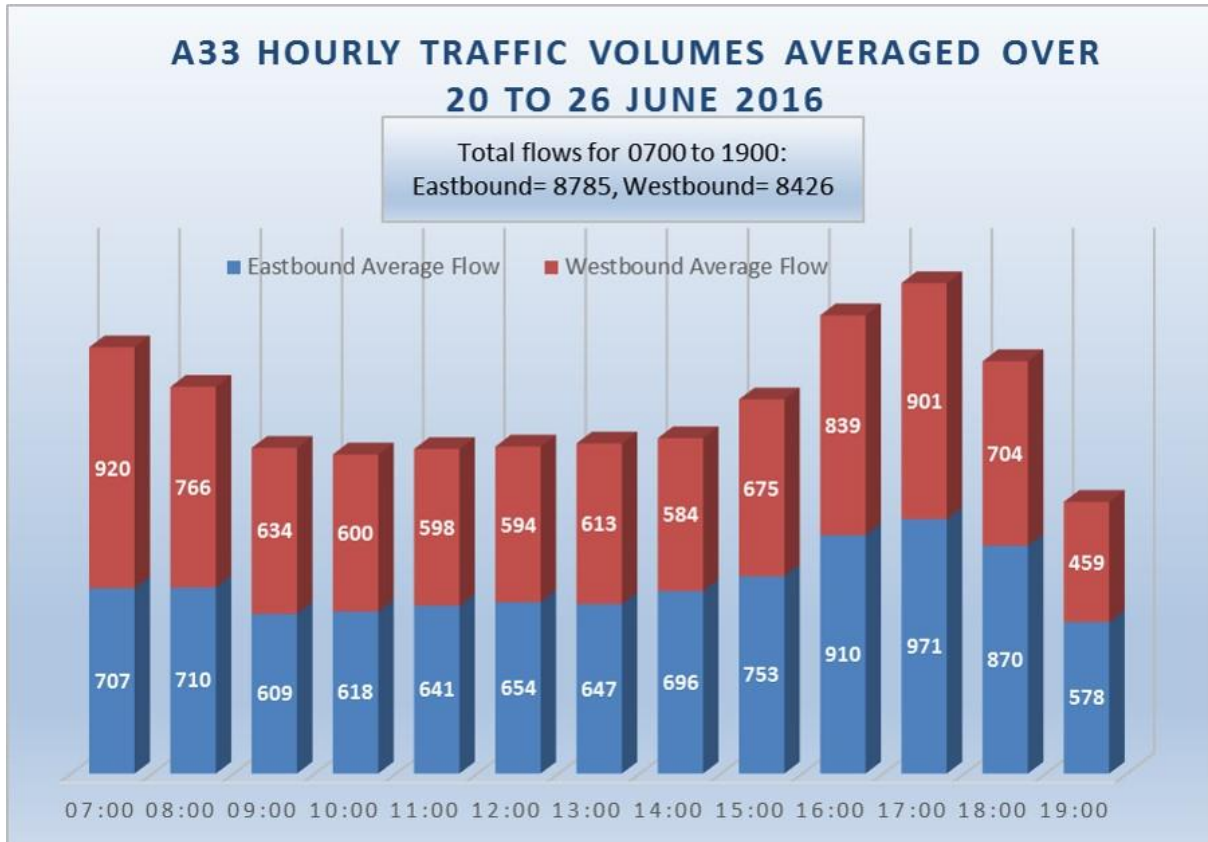


Figure 1-3 A33 hourly traffic flows in June 2016

## 1.2 The C32

The C32 (in yellow) runs from the A33 roundabout on the Eastern boundary of the village in a north westerly direction along the north side of the Village Green towards Bramley, see Figure 1-2 above. The road carries a 30mph speed limit that also applies to all roads within the village. Although classified as a minor “C” road, it is a strategic East-West route that links Bramley with the A33 and it is an increasing source of frustration to residents as the amount of traffic, that includes HGVs, increases. The C32 separates the Village Green with its recreational facilities and children’s play area from the main residential area where most of the families with children live. The absence of any pedestrian crossing along this road has been a source of frustration and potential danger for many years and this will be intensified as the additional 1,100 houses in Bramley are completed (over 300 in the north of Bramley and 800 more in the south). Hourly traffic volumes measured by HCC at a point on the C32 on the outskirts of the village are shown below. The survey shows that while there are rush hour peaks of 559 between 0800 and 0900 and 536 between 1700 and 1800, the flows for

the rest of the day are steady and high at about 400 vehicles per hour (all values are combined East plus West flows).

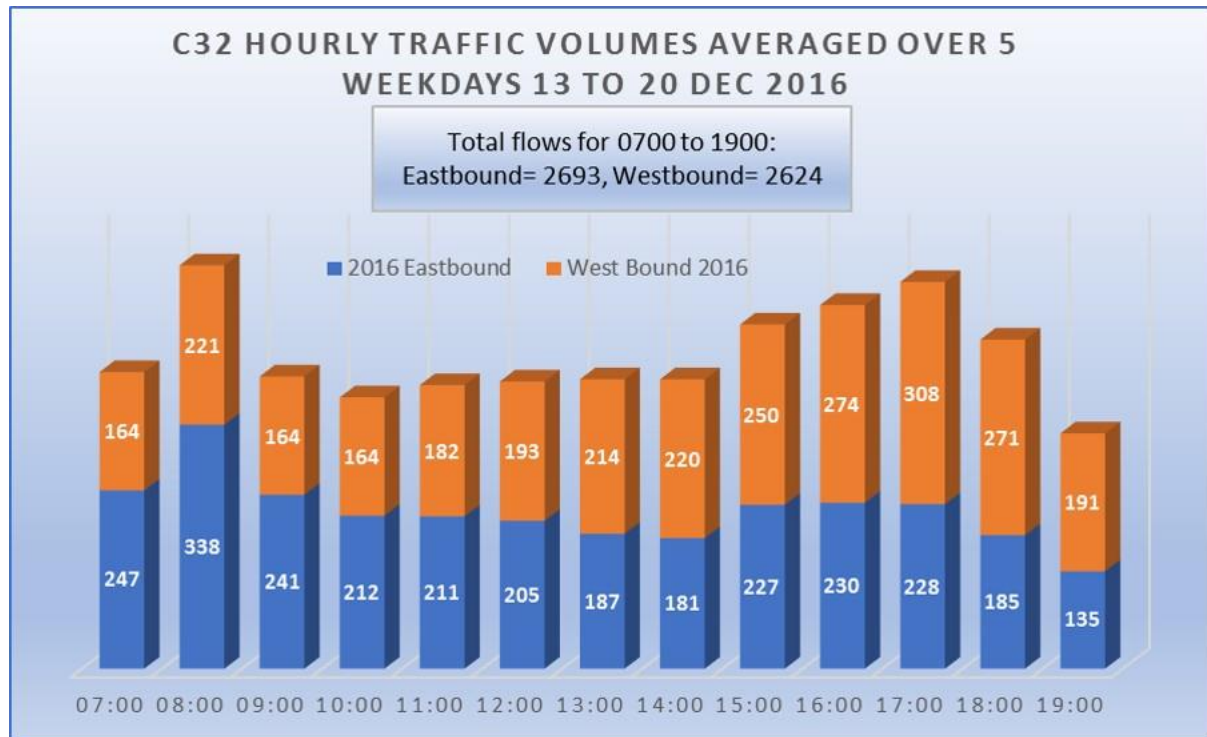


Figure 1-4 C32 Hourly traffic flows in December 2016

Both these roads have been identified in community consultations as presenting traffic hazards, as well as raising issues of speeding, safety, noise and congestion, particularly during rush hours. The issues are valid now, but residents are also worried that traffic flows through the village will increase as the 1,100 new houses in Bramley are built.

## 2. Traffic Hazards

The principal road and traffic hazards identified by residents are described below. The location of these hazards are shown in Figure 2-12 at the end of this section.

### 2.1.1 A33 – crossing for pedestrians and vehicles

Between the roundabouts on the A33 at Sheffield on Loddon village and Taylor’s Farm there is only one central island to help pedestrians crossing the road, see location in Figure 1-2. This is a very busy road with almost constant traffic, that includes many HGVs, in both directions. There are 2 junctions that are particularly hazardous where both ends of the Wildmoor Lane loop meet the A33 – the most southerly opposite the church and the northerly junction near Sheffield School These are described in more detail below.

#### 2.1.1.1 Wildmoor Lane junction with A33 Opposite St Leonards Church

The section of the A33 at the access to St Leonard’s Church and opposite Wildmoor lane, see map in Figure 2-2 below, is particularly dangerous with traffic trying to cross one or two lanes of traffic to access or leave the Church or the retail park in Wildmoor Lane.

Pedestrians trying to cross there have a daunting task because they must negotiate both lanes at once. Difficult access to the A33 from Wildmoor Lane at this point has an adverse effect on residents as well as business users and customers of the Wyevale retail park. The right turn into Wildmoor Lane (for Northbound A33 traffic) and the right turn out of Wildmoor Lane into the Northbound A33 at the minor junction with the A33 is particularly dangerous because there is often a continuous stream of 50 mph traffic in both directions on the A33.

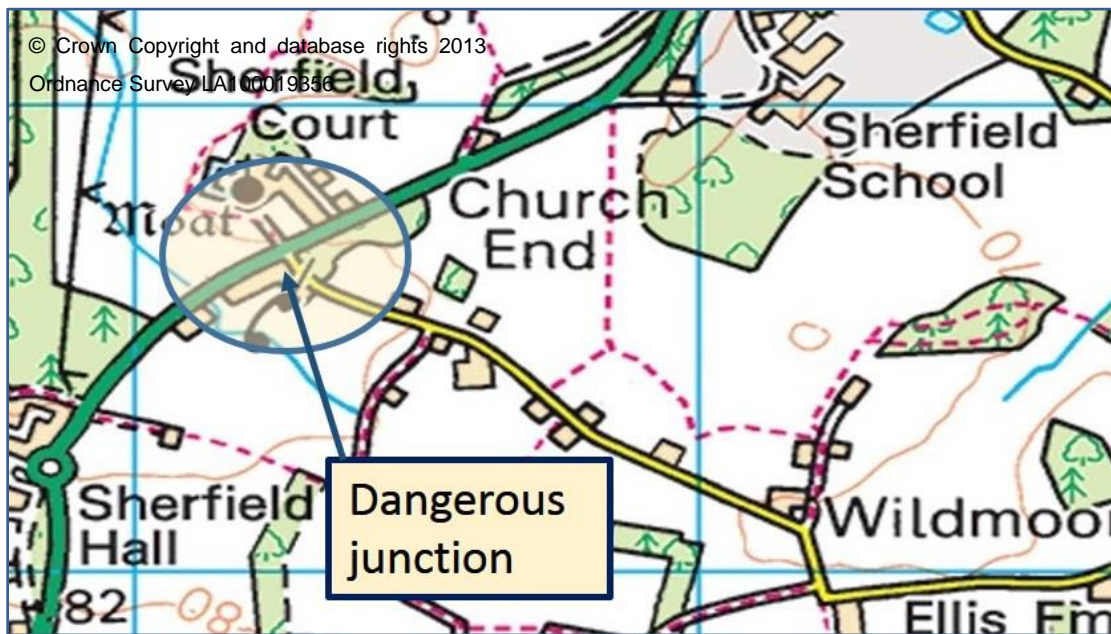


Figure 2-2 Location of Wildmoor Lane junction with A33

Two views of this dangerous junction are shown in Figure 2-3 below.



Figure 2-3 Two north looking views of the junction of Wildmoor Lane with the A33

Accident statistics provided by Hampshire Police for the period 1st January 2014 to 30th September 2015 show 9 recorded accidents (with injuries) within the parish on this section of the A33; 3 of these were classified as 'severe' with the remainder being 'slight'. All of them took place on the A33 between the roundabout to the C32 Bramley Road and the Taylor's Farm roundabout as shown in the map at Figure 2-4. Four were close to the Wildmoor /Garden Court junctions, 2 were on or near the C32 Bramley Road roundabout and 2 on the Gaiger Avenue roundabout at the entrance to Taylor's Farm. There are no police reported injury accidents for this period on the C32 (Bramley Road) or other minor roads in the parish.

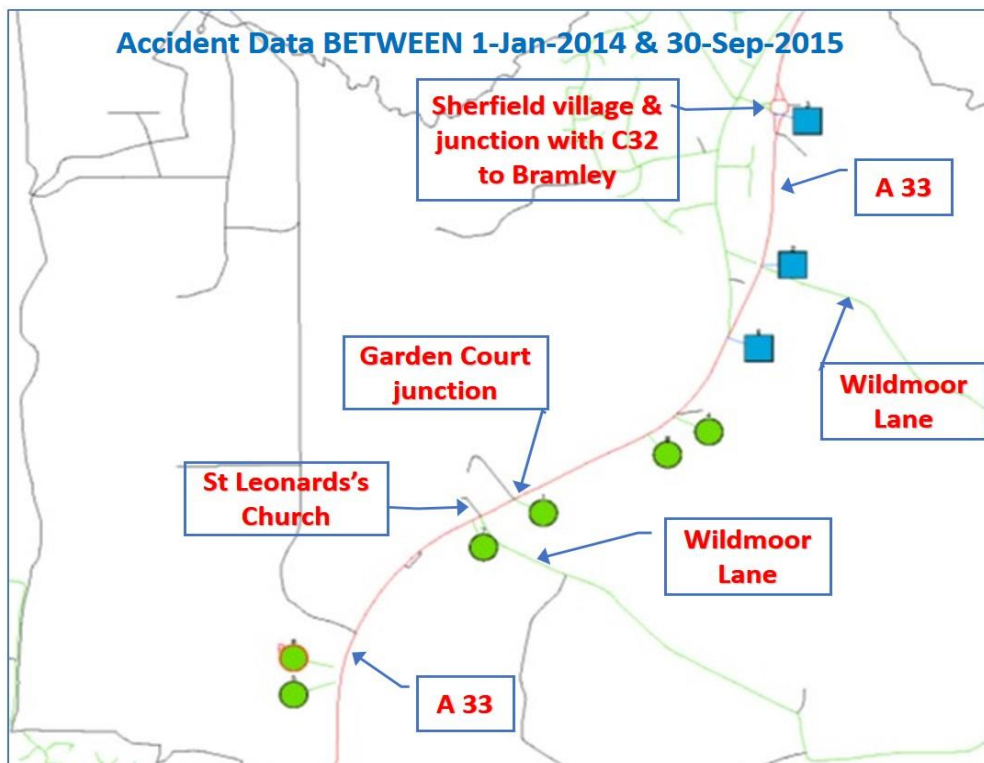


Figure 2-4 Location of recent accidents on the A33

### 2.1.1.2 Wildmoor Lane junction with A33 Opposite Sherfield School and Mole Country Store

The northern loop of Wildmoor lane has a junction with the A33 opposite the southern fringe of the village as in Figure 2-6 below. This junction provides access to and egress from the Sherfield Oaks Golf course, the busy Mole Country Store and a number of scattered dwellings. It also provides egress for traffic leaving Sherfield School (there is a one-way circulation through the school grounds). Parents dropping off their children in the morning and collecting them in the late afternoon have difficulty re-joining the A33, particularly those wishing to turn right to travel north as they must cross the continuous southbound traffic flow. Parents waiting in the queue to join the A33 get impatient and many residents report risk taking and near misses at those times as shown in Figure 2-7 below. Village residents walking their dog have observed that in their impatience many of the parents wanting to turn right (north) pull in to the centre of the road to wait for a gap or to force their way in to the north bound traffic flow. The residents have observed many near misses. There is an urgent need to resolve this risk.

Reference: -SoLNDP/Traffic/V3



Figure 2-6 Location of northerly Wildmoor Lane junction with the A33

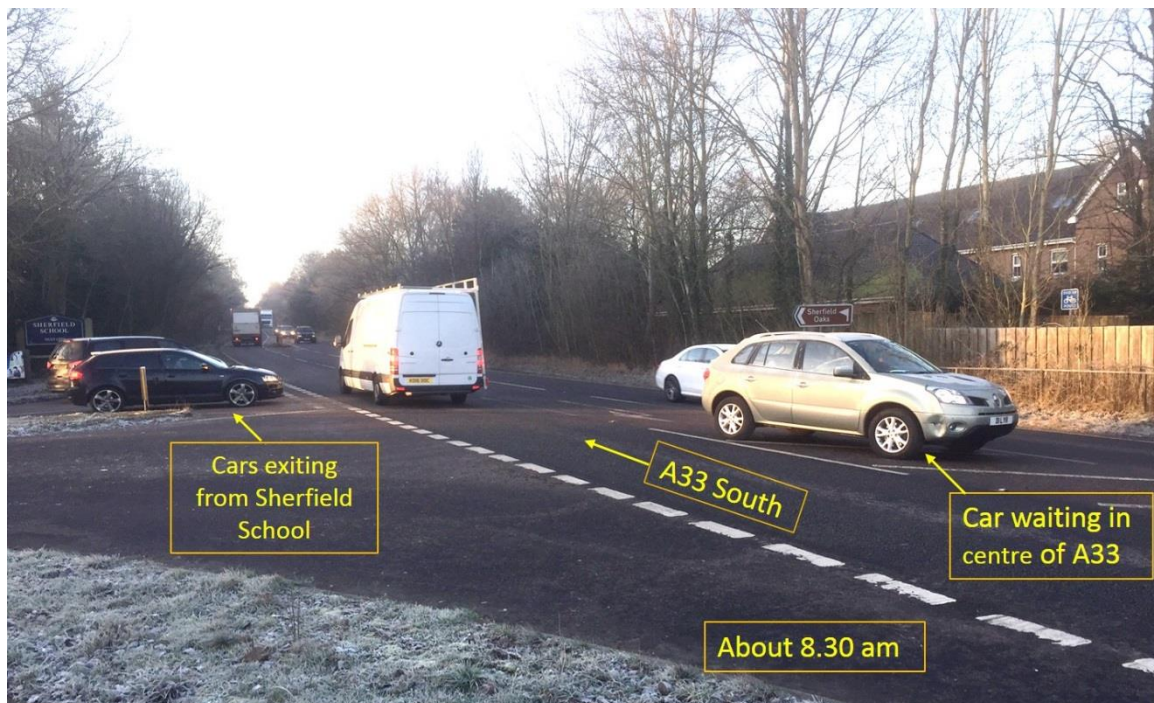


Figure 2-7 Risk taking on the A33

## C32 – crossings for pedestrians

There is a staggered crossroad at the junction of the C32 with the Old Reading Road in the village as shown in the picture at Figure 2-8 below. This results in poor sighting for motorists



Figure 2-8 View of staggered junction of the C32 with the Old Reading Road

and difficult crossing conditions for pedestrians from all 4 directions to access the café/Post Office (on the junction) and retail premises along Old Reading Road to the south (i.e. to the right in the picture). A pedestrian island does exist on the short section of the C32 between the staggered cross roads and the A33 roundabout that provides a safer crossing for pedestrian access to the 2 bus stops, the Post Office/Café and the Breach Lane Baptist Chapel. The places where the C32 joins the Old Reading Road are marked with a dotted white line (just visible in Figure 2-8), i.e. traffic on the C32 is not bound to halt. In practice, most traffic ignores the dotted line and forces its way on to the Old Reading Road.

However, the main section of the C32 in the village separates the Village Green to its South with its football and other recreational facilities and the children's play area from the main residential area to its North where most of the families with children and toddlers live. There are a few pinch points designed to reduce traffic speed, but there is an urgent need for at least 2 pedestrian crossings along this section of the C32 to make it safer for all pedestrians, but particularly mums with a push chair and toddler. HCC data, in the table at Figure 2-9 below show that the 85%ile vehicle speeds measured in December 2016 exceed 30mph and show

<b>BRAMLEY ROAD</b>					
Location: 67589414 near Alexandra Terrace					
	<b>OCTOBER 2009</b>		<b>DECEMBER 2016</b>		
	<b>Westbound</b>	<b>Eastbound</b>	<b>Westbound</b>	<b>Eastbound</b>	<b>Difference</b>
85%ile speed	29mph	29.1mph	35.1mph	34.7mph	+6.1mph W/Bd +5.6mph E/Bd
Mean speed	24.1 mph	23.5mph	29.8mph	28.9mph	+5.7mph W/Bd +5.4mph E/Bd
Av daily vol	3264	3228	3270	3284	+6 W/Bd +56 E/Bd
Over 36mph	25 (0.7%)	38 (1.2%)	312 (9.5%)	283 (8.6%)	+287 W/Bd +245 E/Bd
Location: 7957 Near The Meadow					
			<b>DECEMBER 2016</b>		

85%ile speed			37.7mph	35.1mph	
Mean speed			31.7mph	29.8mph	
Av daily vol			3068	3043	
Over 36mph			617 (20%)	303 (10%)	

**Figure 2-9 HCC Traffic monitoring data**

an increase of over 5 mph in both directions compared with a similar survey in 2009. Additionally, over 8% of the vehicles were travelling at over 36 mph compared to only about 1% in 2009. The Westbound (i.e. into the village from Bramley) results taken near The Meadow show that 20% of vehicles exceed 36 mph. This is confirmed in the Village Speed Watch results that regularly record 20% of vehicles travelling at over 35 mph on this road. Thus, with sustained daily volumes of over 400 vehicles per hour (Figure 1-4) and the high levels of vehicles exceeding the 30 mph speed limit, there is clearly an urgent need for measures to make it safer for pedestrians to cross this road.

### **2.1.2 Hazards caused by lack of safe Parking places**

Parking is a problem in the Old Reading Road, especially at peak times and outside the Londis corner shop which only has parking space for 2 vehicles. Frequently, vehicles are parked continuously along the East side of this section of the road, i.e. across the road from the Village Hall and Londis. This narrows the road and there is confusion about whether this leaves room for 2 vehicles passing in opposite directions. Additionally, vehicles joining and leaving the Village Hall, the Estate Agents, the Hair Salon and the Four Horseshoes pub cause further congestion and increase the risk of an accident. Parking congestion increases when functions are held at the village hall, which has only limited on-site parking, and Goddard’s Lane is used as an overflow, see Figure 2-10 below. Single and double decker buses (Stage Coach route number 14) and commercial vehicles have to pass both ways



**Figure 2-10 Parking on Goddard's Lane (single & double decker buses have to negotiate this)**

along this road every hour during the day and negotiate the right angle turn at the Londis Corner shop where cars park at all angles and diagonally on the bend. This practice reduces

Goddard's Lane to a single carriage way and vehicles from each end sometimes meet, embarrassingly, in the middle.

The Goddard's Lane junction is a particular hazard because in addition to vehicles parking along the Old Reading Road vehicles often park outside of Londis around and on the peak of the junction, there is also through traffic and farm vehicles, buses and other large commercial vehicle need to negotiate the corner. In addition, many vehicles just visiting Londis, use the junction to do a U-turn. Figure 2-11 shows a car travelling north along the Old Reading Road that was impacted (in February 2017) by a car turning across it into Goddard's Lane to the right.



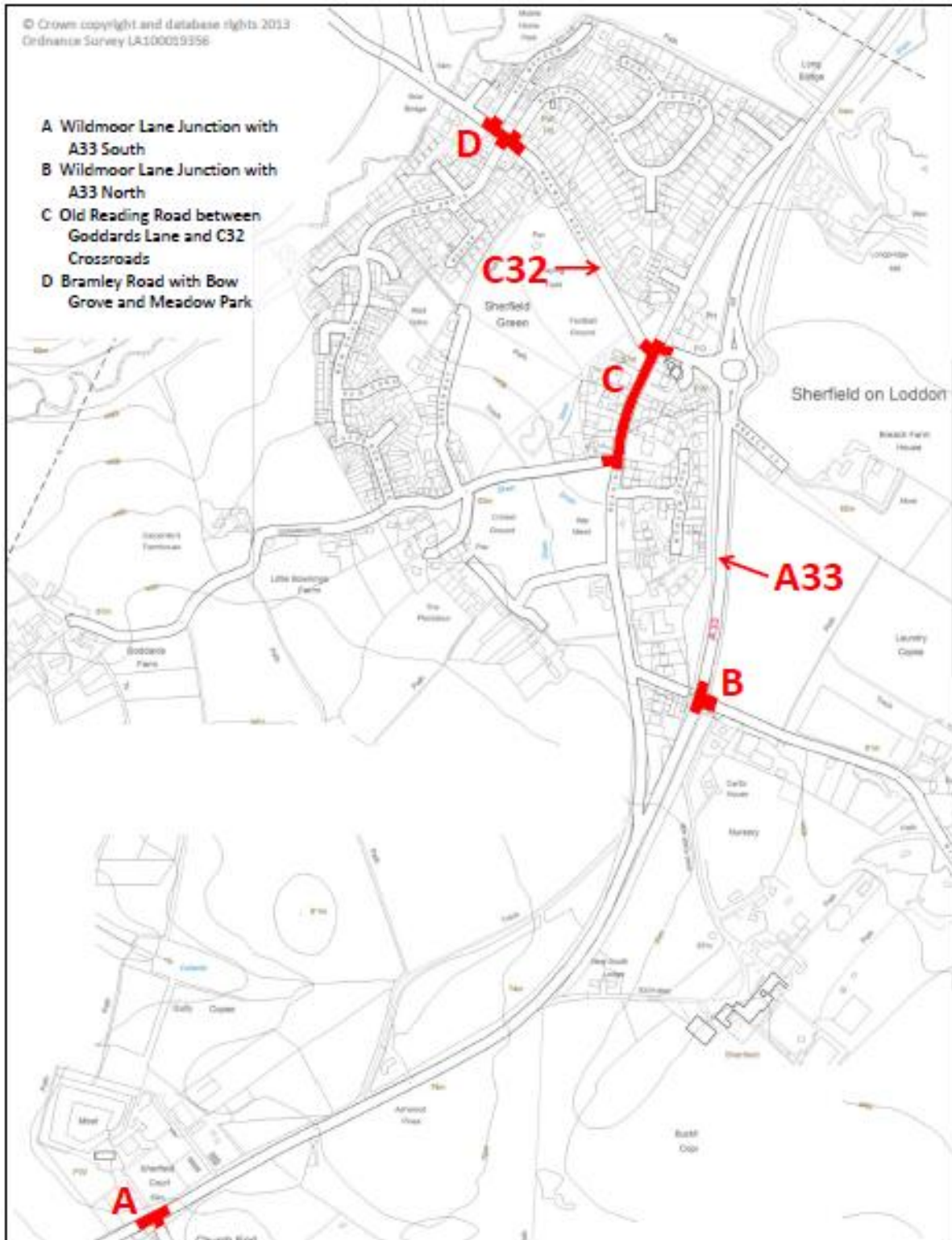
**Figure 2-11 Vehicle collision outside Londis Feb 2017**

This emphasises the hazard caused by lack of parking spaces and the absence of any enforced parking discipline around Londis and the Village Hall.

### **2.1.3 Hazards caused by the speed of traffic**

As described above in paragraph 2.1.2, the Old Reading Road between the Londis corner shop and the staggered cross roads with the C32 is the busiest section of the road for pedestrians walking on the pavement and crossing the road. Vehicles at 30 mph, although within the law, feel threatening to pedestrians, but some vehicles passing through to Bramley exceed the limit (although we do not have accurate data to support this).

Figure 2-12 Traffic Hazards



### 3. Transport

#### 3.1 Travel to work

Figure 3-1, derived from 2011 census data, shows how people in Sherfield on Loddon (excluding Taylor’s farm) travel to work. It shows that 616 (67%) of the 915 people of working age in the parish drive to work in a car or van, 89 work from home and 47 catch a train (from Bramley or Basingstoke, but the census does not reveal how they travelled to the station). Fifty people walk to work, presumably in the village. Only 17 catch the bus and only 8 go on a bicycle.

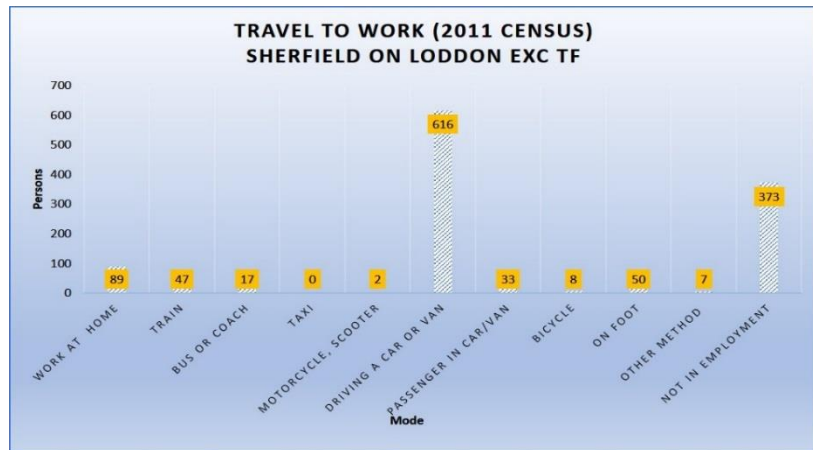


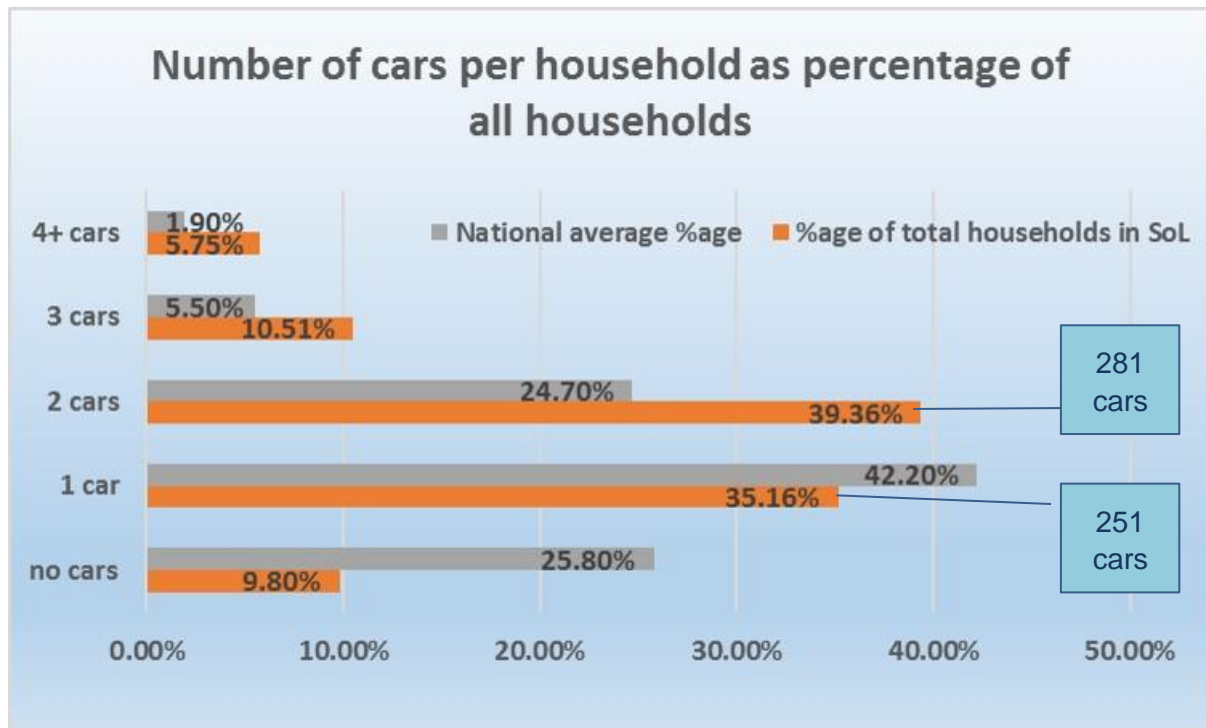
Figure 3-1 Modes used to travel to work

#### 3.2 Car ownership

Car ownership statistics taken from the Hampshire Hub for Sherfield and adjusted to exclude Taylor’s Farm are listed in the table below. This data is shown graphically in Figure 3-2 on the next page.

Number of cars per household	Number of households	%age of total households	National average
no cars	70	9.8%	25.8%
1 car	251	35.16%	42.2%
2 cars	281	39.36%	24.70%
3 cars	75	10.51%	5.50%
4+ cars	41	5.75%	1.90%

The data shows that car/van ownership for those owning 2 or more vehicles is much higher than the national average, a result of the rural location and infrequent bus service.



**Figure 3-2 Cars per household in Sherfield**

The data above shows that ownership of 2 or more cars in Sherfield on Loddon is significantly higher than the national averages, e.g. 39.36% of Sherfield households own 2 cars compared with the national average of only 24.7%. This is presumably due to the isolated location of the Parish and the infrequent bus service. If Sherfield had the same household percentages as the national average, there would be 118 fewer cars.

### 3.3 Public Transport

- a. **Public buses.** Sherfield is served by the No. 14 bus (operated by Stagecoach) which runs hourly in both directions between Basingstoke and Tadley; the route diverts from the C32 to take in the estate roads of Bow Grove and Bow Drive where stops make it convenient for older people and those with physical disabilities. The village survey showed that with no service later than 7.00 pm, Mondays to Saturdays and no service at all on Sundays or public holidays, users did not find the service frequent enough. The route has been changed recently: it no longer provides direct access to the hospital. This is a loss of some concern to some residents who now need to travel via Basingstoke bus station and take another bus for the hospital.
- b. **School buses.** A number of coach and bus services operate to take pupils to school. These are mainly for secondary schools in the Borough as there are no state schools in the village. A large private mixed boarding school for children of all ages, Sherfield School, on the outskirts of the village and adjacent to the A33 provides coach services to collect its day school pupils. Many parents also deliver and collect their children by car and at the peak delivery and collection times there is a significant impact on through traffic on the A33. Indeed, parents leaving the school have to re-

join the A33 at the northern Wildmoor Lane junction where they are faced with 2 lanes of continuous traffic as described already in paragraph 2.1.1.2.

- c. **Medical transport.** Sherfield Community Care Group provides transportation to surgeries and the hospital for patients without their own transport; a Co-ordinator organises volunteers to operate this service.
- d. **Rail service.** The nearest rail station is at Bramley, just over 2 miles away: this provides half-hourly services to both Reading and Basingstoke for onward connections to London and many other routes. The Business Survey indicated that people were deterred from using this station because of the extremely limited parking there.

## 4. Proposals to improve road safety

### 4.1.1 Pedestrian Crossings

The need for pedestrian crossings has been identified in paragraph 2 above. The exact type of crossing for each location will need to be determined through a detailed site evaluation. Controlled crossings (e.g. Zebra or Pelican crossings) that give pedestrians the right of way would be safer as traffic via the C32 and A33 increases and, by interrupting traffic flow they would also help to reduce the excessive speeding that occurs on the C32.



Figure 4-1 Two proposed sites for pedestrian crossings at junction C32 with Old Reading Road

Proposed pedestrian crossing sites are:

- 1) Two points adjacent to the main crossroads and House 28 (crossing Old Reading Road and the C32) as shown in yellow in Figure 4-1 above.
- 2) Outside the Londis corner shop and the Salon across the Old Reading Road, Figure 4-2 below.

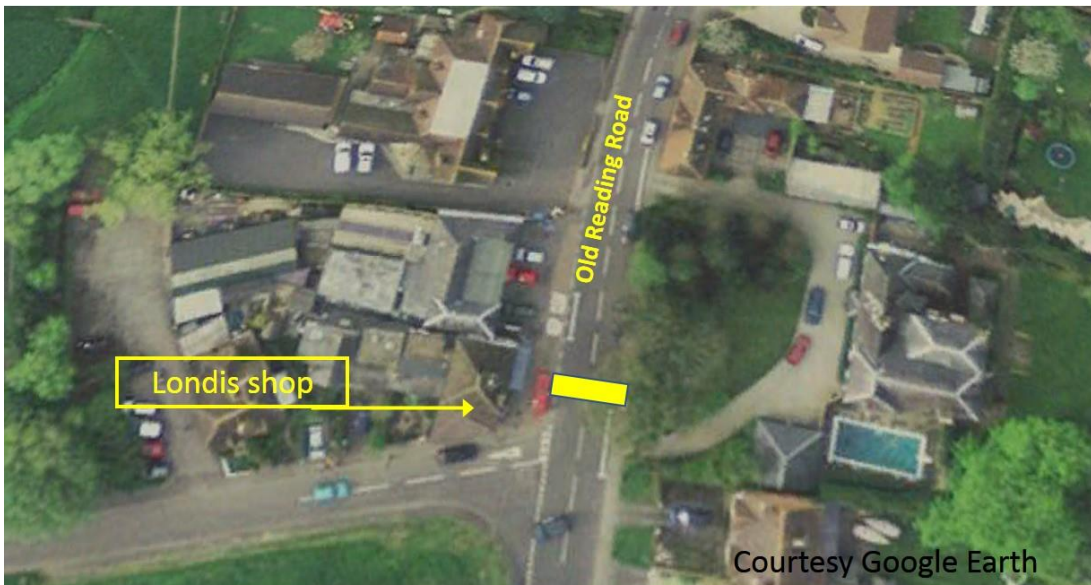


Figure 4-2 Proposed crossing outside Londis Corner Shop

- 3) Across the C32 Bramley Road adjacent to Bow Bridge and Northfield Road to link Bow Drive to Northfield Road and the Mobile Home site. This C32 crossing is at the western end of the C32 in the village as shown in Figure 4-3.



Figure 4-3 C32 Bramley Road - western crossing

- 4) Across the A33 At Church End between Wildmoor Lane and the Church, Figure 4-4 Crossing the A33 at Church End is a daunting and risky business as there is quite often a continuous flow of 50 mph traffic both ways. The safest option would be Pelican crossing.

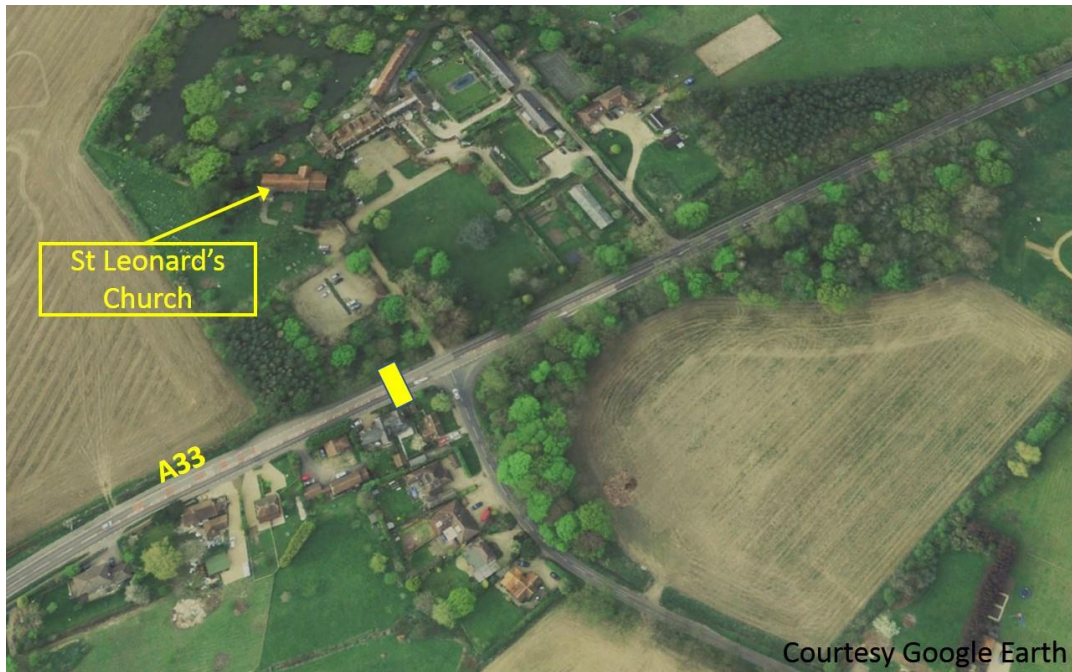


Figure 4-4 Proposed crossing or footbridge across A33 at Church End

- 5) Across the A33 to link Redlands to Sherfield Park. The BDBC Local Plan allocates 165 houses to be developed at the Redlands site. This site is at the Southern end of Sherfield on Loddon Parish. There needs to be a pedestrian crossing to enable residents to access the facilities across the A33 at Chineham and Taylor's Farm. While a centre refuge would help, a much safer option would be a pedestrian footbridge with ramp access or a pelican crossing. The exact site on the A33 would need to be established as part of the detailed evaluation for this site.

## 4.2 Proposed Speed limit reductions and speed management

Currently the speed limits in force in the Parish are:

- 1) 30 mph for all roads in the village
- 2) 50 mph for the length of the A33 in the Parish
- 3) National speed limit (i.e. 60 mph) in Wildmoor Lane

There are two issues concerning traffic speed, firstly whether the current speed limits are appropriate and secondly whether these limits are being observed. Proposals to resolve these are dealt with below.

### 4.2.1 Old Reading Road

A case is made above, in paragraph 2.1.3, for a 20 mph limit on the Old Reading Road section past the Londis shop, to the cross road with the C32,. This would provide a much safer environment for vehicles and pedestrians in this busy section, However, it would be sensible and safer to commence this 20 mph limit at the beginning of the traffic calming chicanes at the ponds to cover the junctions with Pound Meadow and Goddard's Lane, and

then through the very busy section in front of the Londis shop, village hall and Four Horse Shoes up to the staggered cross road junction with the C32.

Some have argued for a much more extensive introduction of a 20 mph limit, but a major improvement in levels of safety would be provided through the introduction of pedestrian crossings and measures to police traffic speed limits as proposed in 4.2.4 below.

#### 4.2.2 Wildmoor Lane

Wildmoor Lane is a loop that has 2 junctions on the East side of the A33, see Figure 4-5 below and the 50 mph limit on the A33 is replaced by the National Speed Limit of 60 mph. Many parts of this lane are single lane with passing places, even the slightly wider sections require care when meeting a vehicle coming the other way. This lane provides access to a number of farms and private houses and traverses a golf course. The northerly section leads to a national store, Mole Country Store, the exit from Sherfield School and the Sherfield Oaks Golf Course, while the southern section leads to a retail park containing Wyevale, a national chain garden centre.

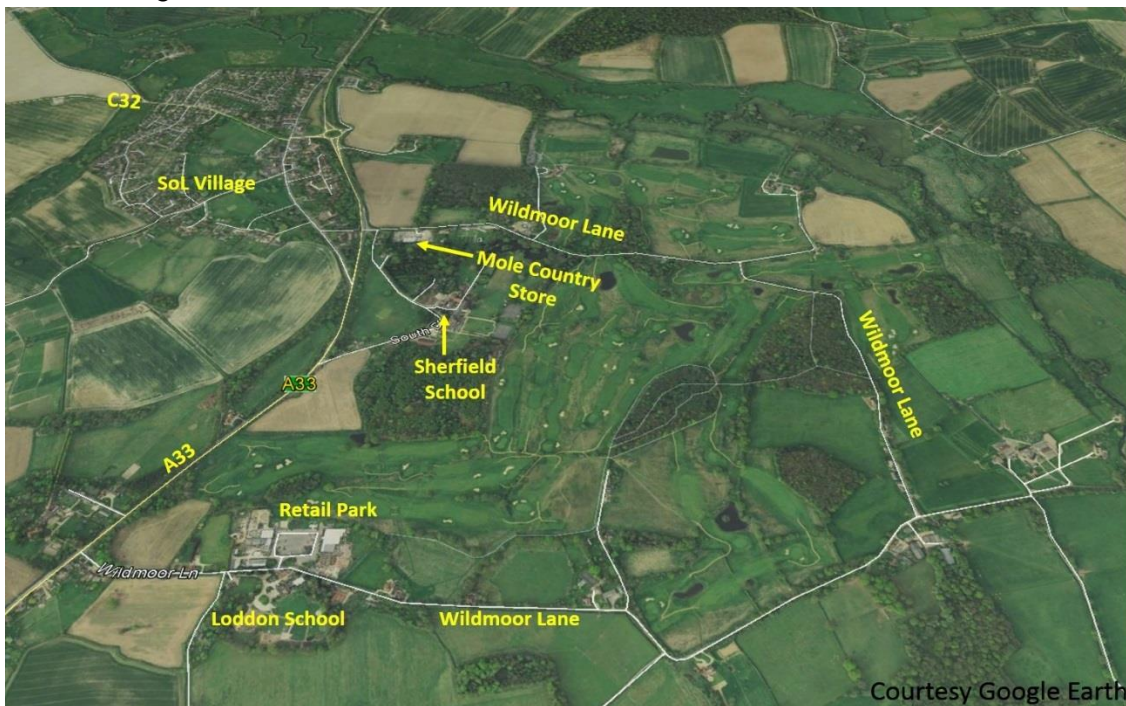


Figure 4-5 Wildmoor Lane

Importantly, it also leads to the Loddon School, a residential school for children with special needs. Many of these children require 24 hour care and when allowed out, can be seen walking along the lane (there is no footpath) with their carers. There is an informal sign on the south section saying, "Twenty is Plenty" and that would seem to be right. It is amazing that the speed limit applying to this Lane is 60 mph! There is a strong case to apply a 20 mph limit on at least the parts of this Lane adjacent to the A33.

#### 4.2.3 A33

The 50 mph speed limit on the A33 applies to the road within the parish boundary. The almost constant noise from traffic on this road which seems to include an increasing proportion of very large goods vehicles, many of them now from the Tesco depot in Reading,

can be heard throughout most of the village. There is a footpath on the east side of the road between the village and the Taylor's Farm roundabout, but walking alongside the 50 mph traffic is not a pleasant experience due to the noise, the vibration, the fumes and the slipstream from large vehicles. Just north of Sherfield on Loddon the A33 speed limit reduces to 40 mph (from Stratfield Turgis to the Wellington Arms). The 50 mph limit then resumes until the dual carriage way of the Swallowfield bypass where it increases to 70mph. This existing 40 mph section runs through mainly unpopulated land although it does pass a filling station. If this this 40mph limit were to start as the A33 enters the parish at the Taylor's farm roundabout, it would provide a safer and more pleasant environment through the Parish and at the dangerous junctions already described in paragraph 2.1.1. It would also provide a consistent speed limit between Taylor's Farm and the Wellington Arms.

#### **4.2.4 Speed Limit Management**

We know from experience that adjusting some speed limits downwards as proposed above using the standard speed limit signs will not prevent many motorists, perhaps 20%, from Speedwatch data, from exceeding the limits. It is proposed that digital speed display devices are installed at the beginning of the 20 mph limit at the entry to the ponds chicane and at the beginning of the 30 mph limit at the entry to the village travelling Eastbound on the C32. If these signs could record data it would help to monitor their effectiveness and gauge whether additional measures are called for.

### **4.3 Improving bus frequency**

There are an increasing number of parishioners who do not own a car or who cannot or choose not to drive. There will also be some who would dispense with their car if the bus service was more frequent. This is a catch 22 situation where the bus company (Stage Coach) can argue that during the day many buses are only lightly filled and so are not economic to operate. However, the frequency of service at 1 per hour up to about 6 pm fails to attract passengers during the working day; it is not a service that you would just go to the bus stop knowing that even if you missed a bus you would only have to wait, say, 15 mins for the next one. Furthermore, those wanting to go out of the parish in the evening know that there will not be a bus to bring them home. It would be much better if smaller buses could operate a 15 or 20 minute service that extends into the evening. This would attract more passengers and reduce reliance on cars and taxis. It would help a number of older parishioners if some or all of these could call at the hospital.

### **4.4 Additional Car Parking**

Additional car parking sites would reduce obstruction and congestion on key village roads and reduce the need to park in dangerous places. Proposed solutions to the need for additional parking would be:

- 1) Using the area adjacent to the White Hart, formerly the bus turning circle.
- 2) Altering the axis of the direction of parking in the layby opposite the war memorial on the Old Reading Road from parallel to the kerb and, by making the layby deeper, allow diagonal parking. This might also serve to slow through traffic.
- 3) There is a case to create additional parking by creating a parking layby along one side of Goddard's Lane in a similar manner to the layby in The Plantation, see Figure 4-6 below. This would not only provide a very welcome increase in parking space, but at

the same time would reduce the congestion currently caused by the loss of one carriage way in Goddard's Lane.



Figure 4-6 Parking layby in The Plantation

## 4.5 Proposed Measures to improve safety on the A33

The following measures are proposed to improve safety on the A33:

- a) Reduce speed limit through the Parish from 50mph to 40mph to ensure a consistent speed limit and safer environment between Taylor's Farm and the Wellington Arms as already described in paragraph 4.2.3
- b) Improve both Wildmoor Lane junctions as shown in Figure 4-5 by making the exit from both 'Left Turn Only'. Alternately, mini roundabouts would improve traffic flow and improve safety.
- c) Duelling the A33 and re-routing the whole road towards the east of the Parish from Chineham to the Swallowfield Bypass would reduce congestion by doubling the capacity of the road in step with the extra demand that will arise from the hundreds of additional dwellings allocated in the Borough Local Plan at Redlands, East of Basingstoke and those in Bramley.

## 4.6 Proposed Measures to improve safety on the Old Reading Road

The appropriate application of double yellow lines on the Old Reading Road at the C32/Old Reading Road cross road to prevent parking close to the cross road which obscures vision and partly blocks the carriageway would improve safety for drivers and pedestrians. Furthermore, many residents feel that a continuous line and halt sign where the C32 meets the Old Reading Road would be much safer than the free-for-all encouraged by the dotted line..

## 5. HCC Highways Authority response

### 5.1 Introduction

Sections 1 to 4 of this Road Safety and Traffic Issues, Annex D, were submitted to the Hampshire County Council Highways Authority for supporting comment. A synopsis of their detailed comments is provided below.

HCC pointed out that a County Council Decision taken in May 2016 changed the Traffic Management Policy to focus available resources on reducing injury accidents. As a consequence, there would be a reduction in the management of non-injury traffic management schemes. As the only recorded traffic injuries in the Parish were on the A33, this means that most of the Section 4 traffic management proposals in Section 4 above would have a low priority because they would not lower the traffic casualty rate. An extract of the County Council Decision is shown below. (The yellow highlighting has been added to reflect relevance to the Annex D proposals).

### HAMPSHIRE COUNTY COUNCIL

#### Executive Decision Record

<b>Decision Maker:</b>	Executive Member for Environment and Transport
<b>Date:</b>	19 May 2016
<b>Title:</b>	Future Traffic Management Policy
<b>Reference:</b>	7468
<b>Report From:</b>	Director of Economy, Transport and Environment

#### The decision:

1.1. That the Executive Member for Environment and Transport approves a new policy for traffic management schemes, **prioritising investigation where injury accidents are currently occurring**, to come into effect from 1 June 2016.

#### Reasons for the decision:

2.1. The number of people injured in road traffic accidents on Hampshire's roads has increased between 2013 and 2014, emphasising the need to prioritise the limited funding available for traffic management to locations where there is the greatest scope to treat the causes of injury accidents, and to focus Hampshire County Council Traffic and Safety resources on casualty reduction **with a corresponding reduction in non-safety led traffic management.**

2.3 Investigating requests for certain traffic management measures is a lengthy process, particularly where public opinion differs on the need for or type and extent of measures. The need to manage resources to deliver services within current financial limits **requires a new approach to responding to requests for traffic management schemes.**

2.5 The County Council has investigated and implemented a review of speed limits on all A and B roads in Hampshire and has additionally instigated a countywide programme of Village 30 limits which offered villages in Hampshire an equivalent speed limit to urban areas. A pilot programme of 20 mph limits is also underway and an evaluation of its effectiveness will be completed in 2016. Through these programmes, the County Council has undertaken a comprehensive review of speed management in Hampshire, and scaling back speed limit reviews at this time, with an exception for casualty reduction, would not jeopardise road safety, and would provide clear guidance for members of the public, helping to manage expectations.

## **5.2 Impact on Section 4 Proposals**

### **5.2.1 Pedestrian crossings**

HCC have pointed out that, even where the introduction of a pedestrian crossing might reduce casualties, there are a number of practical considerations and rules governing their use:

1. Controlled crossings need continuous flow of pedestrians.
2. Signal controlled crossings are generally appropriate at locations where numbers of pedestrians cross at a single point and are not appropriate for areas where pedestrian crossing movements are distributed over a length of carriageway.
3. Sites need to be suitable for a controlled crossing and this means also making a technical assessment of available space as well as other factors including traffic speed, visibility, plus junctions and private entrances. A controlled crossing requires some distance between accesses and junctions to physically accommodate the crossing.
4. The cost of a signal controlled crossing is often around £100,000. In the current climate, this is a high cost that is unlikely to be available in the short term. This type of facility, where feasible, is a long-term aspiration rather than deliverable in the short term.

### **5.2.2 Speed limit reductions and speed management**

As with pedestrian crossings the County Council has adopted a policy on setting speed limits which is based upon Department for Transport criteria and recommended practice. A range of factors are considered including:

1. Road character and function
2. Density and level of fronting development
3. Accident history and road safety issues
4. Current traffic speeds and the frequency of junctions and private entrances
5. Amenities that attract motorised and non-motorised road users.

#### **5.2.2.1 Old Reading Road - Section 4.2.1**

The current position regarding 20mph speed limits is that a technical review of the effectiveness of the 14 pilot 20 mph speed limits in Hampshire is planned to be undertaken

in the coming months to identify what benefits these lower speed limits give to local residents. HCC is looking to follow this up with an online questionnaire to establish the views of the residents living within the areas where the 20 mph speed limits have been introduced. The outcome of these assessments will help determine future policy for 20 mph restrictions in residential areas in Hampshire. At this stage, HCC is unable to be more specific about the timescales involved.

#### **5.2.2.2 Wildmoor Lane - Section 4.2.2**

The location does not meet the criteria for a lower speed limit over the full length, but the stretch providing access to the school and garden centre may be viable for a lower speed limit. However, a speed limit review at this location is currently a low priority for the County Council programme because more generally requests for speed limit changes are not being investigated unless justified through an evidenced casualty reduction need.

### **5.2.3 Proposed measures to improve safety on the A33**

This route is included in the HCC Safety Engineering Team's Routes Assessment Programme 2017/18. The road casualty collision history will be investigated in detail for the route and the Parish Council will be advised on recommended measures in due course.

#### **5.2.3.1 Left turn only**

In terms of applying a 'left turn only' approach this will require traffic regulation to be applied. In doing so it is necessary to be mindful of the likelihood of compliance. In this case, there is some distance between suitable turning locations which is likely to lead to U-turning at inappropriate locations such as private entrances or bus stop lay-bys. It is also unlikely to be supported by the Police who will be responsible for enforcement and unlikely to be able to provide enforcement at a level that will ensure compliance. For these reasons this type of traffic regulation is unlikely to offer a solution.

#### **5.2.3.2 Mini-roundabouts**

Mini roundabouts are not suitable for the Wildmoor Lane junctions as this type of measure is only considered for low speed environments with sufficient road space and street lighting. The Wildmoor Lane junctions will be considered as part of the Routes Assessment Programme mentioned above.

#### **5.2.3.3 Dualling of the A33**

A dualling of the A33 represents a major infrastructure change and is not possible without additional land, and involves significant cost.

### **5.2.4 Safety measures for Old Reading Road**

Stop control junctions are only applied for locations where visibility is severely restricted by physical means. The reason for this is that this level of control will not be effective or respected where drivers can reasonably give way. The village centre cross roads are suited to a give way junction and there is sufficient visibility for it to operate effectively under this level of control. HCC has already contacted the local highways office to request that the existing worn "Give Way" markings and signs are renewed or maintained as necessary.

### **5.2.5 Speed Limit Management - Section 4.2.4**

The Annex D proposal indicates a desire to see permanently placed speed limit reminders or speed indicator devices. Permanent installations are reserved as a casualty reduction measure and therefore are not permitted at sites that do not meet this criterion. However, the County Council does promote a Parish Council scheme whereby Parish Councils can manage a programme of temporary short term deployments over a number of sites. It is possible within this scheme for Parish Councils to purchase and use devices that are capable of data collection.

### **5.2.6 Additional car parking – Section 4.4**

Many of the adjustments mentioned in this section, such as the provision of parking lay bys and adjustments to existing lay bys to allow echelon parking may be possible on a community funded basis. These amendments are not a high priority for County Council funding at this time. However, it is worth noting that on-street parking does effectively maintain traffic speeds at a low level.

## **5.3 Conclusion**

The review of road safety and traffic issues in this report is a valid reflection of the concerns of residents. Section 4 of the report describes proposals to reduce the risks to pedestrians and drivers with the objective of preventing traffic injuries and reducing stress. However, the new traffic management policies adopted by the Highways Authority at HCC are very much focussed on reducing injuries, i.e. where there is already a history of traffic injuries. The only part of the Parish that for which there is a record of traffic injuries is on the A33 and so consequently the issues on the A33 will be the only ones to be even considered by the Highways Authority. However, some of the proposals might be candidates for community finding.

There are some positive comments from HCC:

1. That pedestrian crossing facilities at location 5 (Redlands) are a consideration as part of the development planning.
2. That the stretch of Wildmoor Lane providing access to the school and garden centre may be viable for a lower speed limit (currently 60mph!).
3. That HCC promotes a Parish Council scheme to manage a programme of temporary short term deployments of speed indicator devices.
4. That the provision or amendment of parking lay bys may be possible on a community funded basis.
5. That the two Wildmoor Lane junctions will be considered as part of the Routes Assessment programme for the A33.
6. That HCC has already requested that the worn "Give Way" markings and signs at the staggered cross roads on the Old Reading Road should be renewed or maintained.

However, all the issues raised in this report will be kept under constant review by the Parish Council, particularly those that are suitable for community funding.

## 6. Additional Hazard

An additional road hazard was registered during the Regulation 14 Consultation Phase. At the western end of the Bramley Road (C32) there are three junctions quite close together where it is joined by:

1. Northfield Road on the North side
2. Bow Grove on the South side and
3. The entrance/exit to Meadow Park mobile home park on the North side.

These are shown in the following Google map.



The layout is particularly difficult for cars wanting to leave Bow Grove to turn left or right. Cars approaching from their right are hidden by the bend in Bramley Road and evidence from the Speedwatch team positioned at the end of Bow Grove shows that 20% of all cars coming around the bend towards them are travelling at 35 mph or over (the speed limit is 30 mph). Thus, when a driver pulls out after looking right and seeing that the road is clear, a car can very suddenly appear round the bend on a collision course. The whole scene can be complicated if other cars are trying to exit or enter Northfield Road and/or Meadow Park at the same time. It is difficult to see what measures could be taken to improve the situation, perhaps a “Reduce Speed Now” sign to re-enforce the existing “Cross Roads” sign in the Bramley Road before the bend would help and be relatively inexpensive.