Chapter 13: Traffic, Transport and Access

Land West of Uttoxeter

ENVIRONMENTAL STATEMENT: VOLUME 1
13.1 INTRODUCTION

13.1.1 This chapter of the ES assesses the likely significant effects of the Project in terms of transport and incorporates the findings of the Transport Assessment (TA) and its accompanying Travel Plan (TP) produced by Croft Transport Solutions. The TA and TP are provided within ES Volumes 5 and 6.

13.1.2 The Chapter describes the methodology used to assess the effects along with the baseline conditions currently existing at and in the vicinity of the Site, and the potential direct and indirect effects arising from the Project. Proposed mitigation measures required to prevent, reduce or offset the likely significant adverse impacts have been described. The resultant residual impacts are then summarised.

13.2 METHODOLOGY

13.2.1 The assessment of the likely significant transport effects has been undertaken using established methodologies and has concentrated on examining the capacity of relevant local transport infrastructure to accommodate the proposed development. It has been agreed with Staffordshire County Council (SCC) and the Highways Agency (HA) that the main year of assessment of the Local Highway Network (LHN) would be 2018 whilst the assessment for the Strategic Highway Network (SHN) would be undertaken for the year 2028.

Significance Criteria

13.2.2 The approach for this assessment has been undertaken in accordance with the Institute of Environmental Management and Assessment (IEMA) Guidelines for the Environmental Assessment of Road Traffic, referred to as the ‘IEMA Guidelines’. The purpose of the guidelines is to provide a systematic, consistent and comprehensive approach to the assessment of the environmental impacts of traffic associated with major new development projects.

13.2.3 The IEMA guidelines refer to the Department for Transport’s (DfT’s) ‘Manual of Environmental Appraisal’, which suggests that changes in traffic flow of 30%, 60% and 90% would be likely to produce ‘slight’, ‘moderate’ and ‘substantial’ changes respectively. Potential and residual impacts are therefore described as:

- Beneficial - Meaning that they produce environmental benefits in transportation terms, i.e. where overall traffic flows or percentage HGV decrease, or there are improved facilities for pedestrians, cyclists or public transport users.
- Negligible - Meaning that changes are too small to meaningfully measure where changes in flows are typically less than 10%.
- Adverse - Meaning that they produce environmental dis-benefits in transportation terms, i.e. where overall traffic flows or percentage HGV increase, or there are reductions in facilities for pedestrians, cyclists or public transport users.

13.2.4 Beneficial and adverse effects are further characterised as:

- Slight - Slight very short or highly localised changes of no significance and/or where changes in traffic flows/patterns are between 10% and 30%.
- Moderate - Limited change by extent, duration or magnitude which may be considered significant and/or where changes in traffic flows/patterns are between 30% and 60%; and
Substantial - Considerable change by extent, duration or magnitude of more than local significance or in breach of recognised acceptability, legislation, policy or standards, and/or where changes in traffic flows/patterns are greater than 60%.

13.2.5 The effects are either long or short term, typically with the effects of construction traffic deemed short term and those associated with the operational stages of the proposed development as long term.

13.2.6 It is advised that these broad indicators should be used with care and regard paid to specific local conditions. The application of these significance criteria has therefore been based on professional judgement.

**Effect on Pedestrians**

*Severance*

13.2.7 Severance is defined as the perceived division that can occur within a community when it becomes separated by a major traffic artery and describes a series of factors that separate people from places and other people. Such division may result from the difficulty of crossing a heavily trafficked road or a physical barrier created by the road itself.

*Pedestrian Delay*

13.2.8 The IEMA guidelines note that changes in the volume, composition and or speed of traffic may affect the ability of people to cross the roads. Typically, increases in traffic levels result in increased pedestrian delay, although increased pedestrian activity also contributes. The guidelines do not set any thresholds, recommending instead that assessors use their judgement to determine the significance of effect.

*Pedestrian Amenity*

13.2.9 Pedestrian amenity is defined as the relative pleasantness of a journey, which as with pedestrian delay is affected by traffic volumes and composition along with pavement width and pedestrian activity. The guidelines suggest tentative thresholds of significance would be where the traffic flows are halved or doubled.

*Fear and Intimidation*

13.2.10 The IEMA guidelines note that a further effect traffic may have on pedestrians is fear and intimidation, the impact of which is dependent on volume of heavy vehicle traffic, its proximity to people or a lack of protection caused by such factors as narrow pavements.

**Effect on Road Users**

*Driver Delay*

13.2.11 The IEMA guidelines note that driver delay to non-development traffic can occur at several points on the network, although the effects are only likely to be significant when the traffic on the highway network is predicted to be at or close to the capacity of the system; typically during commuter periods. Values for delay are determined by the use of the DfT’s computerised junction assessment packages which estimate vehicle time and delays through junctions. The ARCADY, PICADY and LINSIG packages have been used to obtain detailed output on a range of traffic parameters including flows and average delay.
Accidents and Safety

13.2.12 IEMA guidelines do not include any definition in relation to accidents and safety, suggesting that professional judgement would be needed to assess the implications of local circumstances, or factors which may increase or decrease the risk of accidents.

Consultation

13.2.13 The scope and methodology of the Transport Assessment has been agreed with SCC and the HA. Over the past two years, meetings were held during which the key assumptions, methodologies and strategies were discussed and agreed. The areas of discussion included, but were not limited to the following:

- Trip Rates;
- The distribution of trips;
- Form of access junctions; and
- The bus service strategy.

13.3 PLANNING POLICY CONTEXT

13.3.1 This section considers relevant national, regional and local planning and legislative framework in the context of landscape and visual issues. Not all policies are referred to or listed in full but those of greatest relevance to the site and the proposed development are covered.

National

National Planning Policy Framework (March 2012)

13.3.2 The National Planning Policy Framework sets out the Government’s planning policies for England and how these are expected to be applied. It sets out the Government’s requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so. It provides a framework within which local people and their accountable councils can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities.

13.3.3 NPPF requires that all developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plans and decisions should take account of whether:

- “the opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;
- safe and suitable access to the site can be achieved for all people; and
- improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.”
Local

East Staffordshire Local Plan July 2006

13.3.4 Saved policies within the East Staffordshire Local Plan will continue to form part of the Development Plan and will be used in assessing planning applications, until such time as they are superseded by new Local Development Framework policy. The following saved policies are relevant to this chapter.

Policy L15: Uttoxeter Continuous Footpath Network

13.3.5 Policy L15 proposes to establish a continuous footpath network around Uttoxeter. Part of the route is along the footpath which passes through the site, between Bramshall Lane and Tunnicliffe Way.

Policy T1: General Principles for New Development

13.3.6 Policy T1 states that the Borough Council will not permit development where it would unacceptably harm the safety and efficient use of the highways network, or compromise the implementation of the Local Transport Area Strategies.

Policy T2: Strategic Highway Network

13.3.7 The policy guidance contained in Policy T2 states that planning consent will not be granted for a development which by reason of its traffic generation would have a significant adverse effect on the Trunk Road network.

Policy T5: Restrictions on Movement of Heavy Commercial Vehicles

13.3.8 Policy T5 discusses the impact of new development on Uttoxeter Town Centre and states that the Borough Council will not approve applications for development which cause high level of heavy commercial vehicles movements within the Town Centre.
13.4 BASELINE CONDITIONS

Existing Highway Network

13.4.1 The site is currently undeveloped. Vehicular access into the site from the north is provided via the Parks Farm/Parks Restaurant access road to the north which links to the A522 New Road. Vehicular access from the south is provided for off the B5027 Bramshall Road via the existing access road to the Moss Beds and Parks Field Farm’s.

13.4.2 The A522 New Road runs in an approximate north-south alignment, to the north it provides vehicular access to the eastbound on-slip/off-slip of the A50(T) providing vehicular access to Derby to the east and from Stoke-on-Trent to the west. To the north of these slip roads the A522 New Road provides vehicular access to Cheadle and Leek.

13.4.3 To the south the A522 New Road provides an arm of the A522 New Road/A50(T) westbound on-slip/off-slip roundabout. The A50(T) arm of the roundabout provides vehicular movements to Stoke-on-Trent to the west and from Derby to the east. From this junction the A522 New Road continues southbound until it provides the major arm of the A522 New Road/Holly Road priority controlled junction and an arm of the B5030 Ashbourne Road/B5030 Cheadle Road mini-roundabout.

13.4.4 From the B5030 Ashbourne Road/A522 Cheadle Road/A522 New Road mini-roundabout, the A522 Cheadle Road provides access to Uttoxeter Town Centre to the south whilst to the north the B5030 Ashbourne Road provides an arm of the A50(T)/B5030 Ashbourne Road roundabout which provides access to both the eastbound and westbound sections of the A50(T) as well as the surrounding areas of Rocester.

13.4.5 Holly Road which runs in an north-east to south-west alignment for approximately 850 metres until it forms the minor arm of the B5027 Bramshall Road/Holly Road priority controlled junction, to the west of this junction the B5027 Bramshall Road provides access to the Bramshall and Stone whilst to the east it provides vehicular access into the Town Centre as well as the A518 Town Meadows Way which links to the A50(T) to the north and to Stafford to the west.

13.4.6 Table 13.1 includes a summary the 2012 AADT Base Flows on key roads in the vicinity of the site. The A50(T) is the busiest road in the vicinity of the site due to it being a key strategic route connecting the M6 to the M1.
### Table 13.1  2012 AADT Base Flows

<table>
<thead>
<tr>
<th>Location</th>
<th>Two-way Flow (All Vehicles)</th>
<th>HGV’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>A50(T) (West of A522 New Road Bridge)</td>
<td>41,877</td>
<td>20%</td>
</tr>
<tr>
<td>A50(T) (East of B5108 Roundabout)</td>
<td>43,371</td>
<td>20%</td>
</tr>
<tr>
<td>A522 New Road (North of A50(T) Bridge)</td>
<td>8,517</td>
<td>11%</td>
</tr>
<tr>
<td>A522 New Road (South of A50(T) Slips Roundabout)</td>
<td>8,329</td>
<td>12%</td>
</tr>
<tr>
<td>B5030 Ashbourne Road (North of Cheadle Road Roundabout)</td>
<td>4,434</td>
<td>8%</td>
</tr>
<tr>
<td>B5027 Bramshall Road (West of Parks View/Moss Bed Access)</td>
<td>5,140</td>
<td>3%</td>
</tr>
<tr>
<td>B5027 Stone Road (West of Springfield Road)</td>
<td>9,563</td>
<td>10%</td>
</tr>
<tr>
<td>A522 Cheadle Road (North of Fox’s Biscuits)</td>
<td>7,152</td>
<td>5%</td>
</tr>
<tr>
<td>Tunnicliffe Way</td>
<td>670</td>
<td>0%</td>
</tr>
<tr>
<td>Holly Road</td>
<td>5,740</td>
<td>2%</td>
</tr>
</tbody>
</table>

### Table 13.2  2018/2028 AADT Base Flows

<table>
<thead>
<tr>
<th>Location</th>
<th>Two-way Flow (All Vehicles)</th>
<th>HGV’s</th>
</tr>
</thead>
<tbody>
<tr>
<td>A50(T) (West of A522 New Road Bridge)</td>
<td>52,333</td>
<td>20%</td>
</tr>
<tr>
<td>A50(T) (East of B5108 Roundabout)</td>
<td>53,880</td>
<td>20%</td>
</tr>
<tr>
<td>A522 New Road (North of A50(T) Bridge)</td>
<td>10,556</td>
<td>11%</td>
</tr>
<tr>
<td>A522 New Road (South of A50(T) Slips Roundabout)</td>
<td>10,324</td>
<td>12%</td>
</tr>
<tr>
<td>B5030 Ashbourne Road (North of Cheadle Road Roundabout)</td>
<td>5,281</td>
<td>8%</td>
</tr>
<tr>
<td>B5027 Bramshall Road (West of Parks View/Moss Bed Access)</td>
<td>6,326</td>
<td>3%</td>
</tr>
<tr>
<td>B5027 Stone Road (West of Springfield Road)</td>
<td>11,301</td>
<td>10%</td>
</tr>
<tr>
<td>A522 Cheadle Road (North of Fox’s Biscuits)</td>
<td>8,481</td>
<td>5%</td>
</tr>
<tr>
<td>Tunnicliffe Way</td>
<td>713</td>
<td>0%</td>
</tr>
<tr>
<td>Holly Road</td>
<td>7,106</td>
<td>2%</td>
</tr>
</tbody>
</table>

13.4.7 Table 13.2 below includes a summary of the estimated 2018 Base Flows for the LRN and 2028 for the SRN. The flows include traffic associated with all known committed developments as summarised in Section 2 along with traffic growth as agreed with the highway authorities.
13.4.8 The highest traffic flows in and around the development site are on the A50(T) and the A522 New Road. The traffic flows are anticipated to increase in time as development within Uttoxeter comes forward along with increased demand for travel on the wider highway network. Although these increases may impact on pedestrian and driver amenity the primary effects would be during the commuter peak periods when traffic flows were highest with lesser effects during the remainder of the day.

13.4.9 Flows on the local roads are typically much lower and are not expected to increase significantly with time other than in the close proximity of the committed development sites as these come forward.

13.4.10 The percentage of HGV flows along each of the roads is typically relatively low with the exception of the roads in the vicinity of the A50(T). The changes in the percentages of HGV flows over time are not likely to be significant.

Existing Site Traffic Flows

13.4.11 The site is currently undeveloped and used for agricultural purposes and for accesses to residential properties at Parks’ Farm, Moss Beds and Park Fields and therefore does not generate any meaningful level of traffic movements.

Public Transport

13.4.12 The closest bus stops to the site are located on Byrd’s Lane these bus stops are located approximately 200 metres east of the southern boundary of the site and can be accessed via the footways located on the northern side of the B5027 Bramshall Road carriageway.

13.4.13 An additional bus stop is located on Marlborough Way, this bus stop is approximately 400 metres from the eastern boundary of the site and can be accessed via the extensive pedestrian footways network in the residential area to the east. Bus services also currently operate along Bramshall Road and the A522 although no bus stops are located in the vicinity of the development site.

13.4.14 A summary of the services available from the bus stops on Byrd’s Lane and along Bramshall Road are provided in Table 13.3 below.

<table>
<thead>
<tr>
<th>Service No</th>
<th>Bus Route</th>
<th>Frequency per hour</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Mon – Fri</td>
</tr>
<tr>
<td></td>
<td></td>
<td>AM</td>
</tr>
<tr>
<td>4</td>
<td>Uttoxeter Town Circular</td>
<td>4</td>
</tr>
<tr>
<td>248/411</td>
<td>Uttoxeter - Sharpley Heath - Church Leish</td>
<td>2 Services on Wednesday and Saturday</td>
</tr>
<tr>
<td>841</td>
<td>Uttoxeter - Hixon - Great Haywood - Stafford</td>
<td>1 Service every 120 minutes</td>
</tr>
</tbody>
</table>

Table 13.3 Summary of Existing Bus Services in the Vicinity of the Site
13.4.15 As shown in Table 13.3 the existing bus stops provide up to 5 services an hour to Uttoxeter town centre and Stafford with journeys into Uttoxeter taking approximately 10 minutes whilst journeys to Stafford take 57 minutes.

13.4.16 From Uttoxeter town centre services are available to a wider range of areas including Burton, Hanley, Rocester and Cheadle.

13.4.17 Although the above summary demonstrates that public transport provision is located within 400 metres of the proposed development, the highways officers at SCC have requested that new houses should be within 350 metres of a regular bus stop where possible in line with the guidance contained within the Staffordshire Residential Design Guide which was published in 2000. Therefore, improvements to the bus provision in the area are likely to be required as part of the Project.

Walking

13.4.18 It is proposed that pedestrian access into the site will be afforded from the A522 New Road to the north, the B5027 Bramshall Road to the south and from the east the Public Right of Way off Tunnicliffe Way and a new link to Grenville Close.

13.4.19 At present no pedestrian footways are provided along the access road which links the site to the A522 New Road as this is a private road which provides access to Parks Farm and The Inn on the Park. In addition, pedestrian footways are limited to the northern side of the A522 New Road between Tunnicliffe Way and the existing access to the Inn on the Park.

13.4.20 To the south of the site a pedestrian footway is located on the northern side of the B5027 Bramshall Road carriageway. This footway has minimum width of 1.8 metres and to the west of the site it provides pedestrian access to the village of Bramshall whilst to the east it provides access to western areas of Uttoxeter.

13.4.21 Dropped kerbs are provided for at the B5027 Bramshall Road/Byrd’s Lane priority controlled junction, from this junction pedestrian footways are located on either side of the Byrd’s Lane carriageway which provide pedestrian access to the bus stops located along Byrd’s Lane as well as the Heath area of Uttoxeter.

13.4.22 To the east of the junction, a pedestrian footway is located on the northern side of the B5027 Bramshall Road/B5027 Stone Road until approximately 90 metres east of the B5027 Stone Road/Hall Road junction. Despite this, safe pedestrian movement to the footway on the opposite side of the carriageway is provided via the Puffin crossing adjacent to the Oldfields Hall Middle School. This pedestrian footway provides pedestrian access into Uttoxeter Town Centre with dropped kerbs located at all junctions between the site and the pedestrianised area of the Town Centre.

13.4.23 Two public rights of way pass through this area including a route between Bramshall Road and Tunnicliffe Way. This route is covered by Local Plan Policy L15 which proposes to establish a continuous footpath network around Uttoxeter. The Public Right of Way links to existing footways located on Tunnicliffe Way. The existing footways are located on either side of the Tunnicliffe Way carriageway and throughout the existing residential estate and link with the pedestrian infrastructure located on the A522 New Road.
13.4.24 As aforementioned no footways are provided on A522 New Road between its junction with The Parks/Parks Farm access road and Tunnicliffe Way. To south of Tunnicliffe Way the footways located along New Road have a width of at least 1.8 metres and dropped kerbs are provided at most junctions between Tunnicliffe Way and the A522 New Road/A522 Cheadle Road/B5030 Ashbourne Road mini-roundabout. Pedestrian footways are located on either side of the A522 Cheadle Road and B5030 Ashbourne Road providing pedestrian access into the Town Centre to the south and the residential areas to the north.

13.4.25 The site is located within 2 kilometres of the Town Centre. This results in a wide range of amenities and facilities being located within walking distance of proposed development. Improvements will be required to the proposed access from the A522 New Road to facilitate pedestrian access into the site.

**Cycling**

13.4.26 Uttoxeter is well served for cycling, with a mix of on road and off road routes. Tunnicliffe Way, Byrd’s Lane and the northern section of Holly Road are labelled as advisory on-road cycle routes on the Uttoxeter cycle map. Toucan crossings are provided at the A522 Cheadle Road/A522 New Road/B5030 Ashbourne Road.

13.5 **POTENTIAL EFFECTS**

13.5.1 This section describes the potential effects associated with the Project in relation to construction and operational traffic.

13.5.2 It takes into consideration the infrastructure proposals that form part of the Project including a new signalled controlled junction off the A522 New Road and new priority controlled junction off the B5027 Bramshall Road, and other off-Site highway mitigation measures. Further details are described within the TA provided at ES Volume 5.

**Construction**

13.5.3 The site is anticipated to be built out over a 10 year period during which time there will be a mix of construction and development traffic. Construction traffic will include the movement of workers associated with the construction of infrastructure and individual plots along with the movement of material in the form of importing or exporting material. Construction traffic will make up a progressively lower proportion of the overall traffic volumes as the Site is developed, with overall traffic volumes anticipated to be highest on completion.

**Effect of Construction Traffic Activity**

13.5.4 The construction process will require a range of skills from general labourers and skilled operatives through to professionals and management. It is envisaged that workers will originate from a variety of sources with the core coming from Uttoxeter, Derby, Stoke-on-Trent and Burton-on-Trent with more skilled employees originating from a wider catchment.

13.5.5 The quantum of workers on Site at any one time will primarily depend on factors such as the timing of the primary infrastructure along with demand for the development proposals. The provision of infrastructure will include the construction of the internal highway network and drainage along with the installation of utilities. The development of individual plots will include the creation of the relevant accesses and car parking along with the erection of the building’s plus fit out.
13.5.6 The volume of construction of HGV’s will depend on the construction period, on the construction programme and phasing of the Project. The construction of the primary infrastructure will involve the movement of material around the Site along with the minimal importing and exporting of material. However, it will be necessary to import aggregates and material for the road pavement and construction of buildings, car parking and service yards. The site is ideally located close to the A50(T), whilst Contractors will be required to adhere to routing agreements along with likely measures included in the Construction Environmental Management Plan (CEMP).

**Effect on Pedestrians and Cyclists**

13.5.7 There would be increased volumes of traffic on the local highway network within Uttoxeter and the surrounding area associated with construction traffic as workers travel to and from the Site each day along with the movement of materials by HGV. In addition, there would be increased delays associated with the implementation of off-site highway mitigation measures.

13.5.8 However, the changes due to construction traffic would be relatively low in comparison to existing traffic flows and with HGV’s required to adhere to routing agreements avoiding inappropriate routes through villages and residential areas within Uttoxeter and as such there would be a negligible to temporary slight adverse impact on pedestrians and cyclists due to construction activity.

13.5.9 Internal to the site there would be on-going construction activity linked to the development of individual plots and the construction of primary infrastructure with associated movement of materials and people to, from and within the site.

13.5.10 Contractors would be required to implement management strategies to minimise the potential effects associated with construction activity. Existing pedestrian activity on the site is largely restricted to the 2 public footpaths. Pedestrian and cycling activities would increase as phases of the Project are completed. There would be a short to medium slight adverse effect on pedestrians and cyclists on the site associated with on-going construction activity.

**Effect on Road Users**

13.5.11 There would be increased volumes of traffic on the local highway network within Uttoxeter and the surrounding area associated with construction traffic as workers travel to and from the Site each day along with the movement of material by HGV. In addition, there would be increased delays associated with the implementation of off-Site highway mitigation measures.

13.5.12 However, the changes due to construction traffic would be relatively low in comparison to existing traffic flows and with HGV’s required to adhere to routing agreements avoiding inappropriate routes through villages and residential areas within Uttoxeter. Furthermore, the construction of the access junctions and any off-site capacity enhancements would be undertaken outside of the traditional peak hours to minimise the impact on road users. As such, overall it is considered that there would be a temporary but short to medium slight adverse impact on road users due to construction activity.

13.5.13 Internal to the Site there would be traffic flows associated with the movement of material and people, to from and within the Site resulting in additional vehicles on the local highway network.

13.5.14 Contractors would be required to implement management strategies to minimise the potential effects associated with construction activity. Overall, there would be a short to medium slight adverse effect on road users on the site associated with on-going construction activity.
Operational Effects

13.5.15 Table 13.4 includes a summary of the potential number of vehicular trips associated within the completed Project based on the trip rates described in detail in the Transport Assessment.

13.5.16 The flows represent the number of external trips generated by the Site and do not include any reductions for internal trips i.e. working and living within the Site or as a result of modal shift.

<table>
<thead>
<tr>
<th>Development</th>
<th>Daily Two-way Flows</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Two-way Flow (All Vehicles)</td>
</tr>
<tr>
<td>Complete Land West of Uttoxeter Development</td>
<td>5,677</td>
</tr>
</tbody>
</table>

Table 13.4. Estimated Number of Two-way External Trips

13.5.17 Table 13.5 below provides a summary of the potential changes in traffic on the local highway network once the Project is fully occupied. It illustrates that how the highest increases are expected in the vicinity of the access junctions with lower increases on local roads and further afield.

<table>
<thead>
<tr>
<th>Location</th>
<th>Two-way Flow (All Vehicles)</th>
<th>HGV’s</th>
<th>% Change over 2018/2028 Base</th>
</tr>
</thead>
<tbody>
<tr>
<td>A50(T) (West of A522 New Road Bridge)</td>
<td>53,639</td>
<td>20%</td>
<td>2.5%</td>
</tr>
<tr>
<td>A50(T) (East of B5108 Roundabout)</td>
<td>54,211</td>
<td>20%</td>
<td>0.6%</td>
</tr>
<tr>
<td>A522 New Road (North of A50(T) Bridge)</td>
<td>11,991</td>
<td>12%</td>
<td>13.6%</td>
</tr>
<tr>
<td>A522 New Road (South of A50(T) Slips Roundabout)</td>
<td>12,509</td>
<td>12%</td>
<td>21.2%</td>
</tr>
<tr>
<td>B5030 Ashbourne Road (North of Cheadle Road Roundabout)</td>
<td>6,352</td>
<td>8%</td>
<td>20.3%</td>
</tr>
<tr>
<td>B5027 Bramshall Road (West of Parks Field/Moss Bed Access)</td>
<td>6,496</td>
<td>3%</td>
<td>2.7%</td>
</tr>
<tr>
<td>B5027 Stone Road (West of Springfield Road)</td>
<td>12,777</td>
<td>10%</td>
<td>13.1%</td>
</tr>
<tr>
<td>A522 Cheadle Road (North of Fox’s Biscuits)</td>
<td>9,646</td>
<td>5%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Tunnicliffe Way</td>
<td>713</td>
<td>0%</td>
<td>0.0%</td>
</tr>
<tr>
<td>Holly Road</td>
<td>7,106</td>
<td>2%</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

Table 13.5 2018/2028 AADT ‘With Development’ Flows

13.5.18 The potential effects of these increases in flow on the wider and local highway network are described in more detail below.

In the Vicinity of the Site

Effect on Pedestrians and Cyclists

13.5.19 Traffic flows are anticipated to increase by up to approximately 21.2% on the A522 New Road and up to 13.1% on the B5027 Bramshall Road/Stone Road in the vicinity of the Site as a result of the proposed development.

13.5.20 At present, pedestrian and cycle activity in the vicinity of the proposed site access junctions is minimal due to the limited pedestrian and cycle facilities located on the A522 New Road and the
relatively small numbers of residential properties located on this section of the B5027 Bramshall Road.

13.5.21 The Project includes for the provision of a new pedestrian footpath on the southern side of the A522 New Road between the site and Tunnicliffe Way which will link the site with the surrounding pedestrian network. In addition, pedestrian crossing facilities are to be provided as part of the new signal controlled site access which will improve access to the JCB factories and wider rights of way network to the north.

**Effect on Road Users**

13.5.22 The increases of around 21.2% on the A522 New Road and 13.1% on the B5027 Bramshall Road/Stone Road would result in increased delays at junctions. However, the proposals include a new signal controlled junction on the A522 New Road and a new priority controlled junction on the B5027 Bramshall Road to cater for development traffic. To improve safety it is proposed to extend the existing 30mph speed limit on the A522 New Road from the A50(T) slip road roundabout to the south to beyond the bridge which passes over the A50(T) to the north.

13.5.23 Drivers would experience increased delay during the peak periods but with marginal changes at other times of the day. Overall, it is anticipated that there would be a negligible to slight adverse impact on road users in the vicinity of the Site due to the development.

**Bramshall**

**Effect on Pedestrians and Cyclists**

13.5.24 Existing traffic volumes through the village of Bramshall are relatively low but are likely to increase by around 2.7% upon completion of the Project.

13.5.25 Given that the existing flows are relatively low, as a result of the additional traffic flows it is considered that there would be a negligible to slight adverse impact on pedestrians and cyclists in the village in the context of severance, pedestrian delay/amenity and fear and intimidation.

**Effect on Road Users**

13.5.26 Although traffic flows would increase, given the existing flows are relatively low, it is considered that there would be a negligible to slight adverse impact on road users in the village in the context of driver delay and accidents/safety.

**Uttoxeter Town Centre**

13.5.27 The Project would result in additional vehicular traffic on roads throughout Uttoxeter the majority of which would be associated with people travelling to and from work. Flows are anticipated to increase by up to 13.7% on the A522 Cheadle Road and 13.1% on the B5027 Stone Road which are both routes into the Town Centre. It is anticipated that traffic flows within the Town Centre would be much lower due to vehicles dispersing onto the Town Centre highway network.

13.5.28 Given the forecast increases are anticipated to be lower than 15%, there would be negligible impact on pedestrians and cyclists throughout the majority of Uttoxeter due to the proposed development of the site.

13.5.29 Similarly there would be a negligible impact on road users throughout the majority of Uttoxeter due to the development of the site.
13.6 MITIGATION AND DESIGN MEASURES

13.6.1 The Project includes a range of measures to mitigate the potential effect associated with the development of the site. The Project includes hard measures such as improvements to off-site junctions, walking and cycling routes and bus service enhancements and soft measures such as the Travel Plan. These are aimed at encouraging people to travel by more sustainable modes along with providing additional capacity and services where appropriate.

Construction

13.6.2 Construction activity would take place throughout the development of the Site as set out earlier with the volume of associated traffic depending on a number of factors.

13.6.3 The Developer would prepare and submit a Construction Environmental Management Plan (CEMP) to East Staffordshire Borough Council and this would be approved prior to commencement of development on the Site, setting out the broad principles to be adopted by all contractors involved in the construction programme. In transportation terms the CEMP would cover the following;

- Haulage routes would be agreed with the relevant highways authorities. These would include the A50 (where appropriate) and avoid unnecessary trips through the Town Centre.
- Provision would be made to ensure that vehicles can be loaded and unloaded clear of the public highway.
- The site labour forces would be encouraged to use sustainable modes of transport.
- HGV wheels to be washed prior to vehicles leaving the Site.

Operational

13.6.4 Development traffic will increase as the Site is developed. The Project includes improving bus service provision in the vicinity of the site to link the site with Uttoxeter bus and rail stations. The Project also includes the implementation of Travel Plans to encourage sustainable travel and capacity enhancements at key locations as described in the Transport Assessment.

13.6.5 The junction modelling undertaken forecasts the increase in traffic volumes upon completion of the Project. To ensure that the traffic can be accommodated on the highway network a range of mitigation measures are proposed;

- Developers and Occupiers would be required to prepare and implement Travel Plans to encourage employees and residents to travel by sustainable modes; and
- Capacity enhancements would be implemented at the A522 Silver Street/Dove Bank/Church Street junction.
- To reduce vehicle speeds on the A522 New Road the existing 30 mph speed will be extended past the proposed site access junction.
- New pedestrian and cycle facilities to link the site with the surrounding areas.
- Improved public transport provision to encourage both residents and employees to travel by public transport.
13.7 **RESIDUAL EFFECTS**

13.7.1 The residual effects resulting from the Project following the implementation of the mitigation measures are described below:

**Construction Effects**

13.7.2 Contractors would be required to implement strategies to minimise the potential effects of construction works on pedestrians and drivers. Notwithstanding this, there would be negligible to short term slight adverse residual effects on pedestrians and drivers in terms of severance, amenity and delay due to construction activity.

13.7.3 During the early years prior to the completion of off-site highway mitigation measures there would be increased delay along key routes such as the A522 New Road and the A50(T) – this would result in a negligible to slight adverse effect on road users.

13.7.4 During the latter years there would be increased volumes on the wider highway network with some increases in delays on certain routes resulting in negligible to slight adverse effects on pedestrians, cyclists and road users.

**Operational Effects**

13.7.5 The mitigation measures proposed would ensure that the potential traffic impact associated with the Project can be satisfactorily accommodated. There would be increased delay and congestion along some roads such as the A522 New Road due to development traffic when compared to existing conditions. However, these effects would be gradual over time and typically constrained to the commuter peak periods when the roads are busiest.

13.7.6 Overall, it is considered that there would be a negligible to slight adverse effect on pedestrians and drivers upon completion of the Project in the context of Uttoxeter as a whole, with a slight negative effect on road users in the vicinity of the site but moderate adverse effects in the vicinity of the Site. Whilst the completion of the Project will result in slight beneficial effects for pedestrians, cyclists as well as those travelling by public transport.

13.8 **CUMULATIVE EFFECTS**

13.8.1 This section assesses the likely significant cumulative effects of the Project when considered in the context of other future developments.

13.8.2 The highway authorities provided details of the following committed developments to be included within the Transport Assessment to provide a cumulative assessment:

- JCB Heavy Products Factory Redevelopment - Mixed-use development including 257 residential units, A1 food retail land-use with a gross floor area of 4,200sqm, B1 office land-use with a gross floor area of 5,000sqm and a Primary Care Trust building (Planning ref: OU/05254/18)
- Redevelopment of the former Uttoxeter Cattle Market - Mixed-use Development including an Asda unit with a gross floor area of 2,880sqm, a non-food retail unit with a gross floor area of 2,258sqm and Primary Care Trust Doctors surgery (Planning ref: PA/2012_00771)
13.8.3 It is considered that the cumulative effects of the Project when considered in the context of other future developments are unlikely to be significant. As a result, these have not been considered further in this report.

13.9 **STATEMENT OF EFFECTS**

13.9.1 As a result of the proposed design measures, the effects of the Project on the surrounding local highway network will not result in any significant adverse effects.

13.9.2 All construction traffic to and from the Site will be controlled by a routing agreement which will prevent the use of residential roads by such vehicles, therefore resulting in a temporary slight adverse impact on road users, pedestrians and cyclists during the construction phase.

13.9.3 There would be increases in traffic flows in Uttoxeter and the surrounding areas as a result of the completed Project. The highest increases are expected to occur on the roads in the immediate vicinity of the site accesses; i.e. along the A522 and the B5027. Increases elsewhere would be less noticeable and generally confined to peak periods.

13.9.4 Traffic resulting from the completed Project will be wholly mitigated by the proposed highway and public transport improvements, which would be funded and implemented as part of the Project. Following improvements to the A522 New Road and the A522 Silver Street/Dove Bank/Church Street junctions the local highway network will continue to operate within capacity at peak times following development of the site.

13.9.5 The provision of the improved public transport, pedestrian and cycle routes through the site to the surrounding areas of Uttoxeter will potentially lead to an overall reduction in car traffic to the benefit of all road users.