

# YEOVIL URBAN DEVELOPMENT FRAMEWORK

South Somerset District Council

Preliminary Transport Appraisal of UDF Proposals for A30  
(Reckleford / Queensway)

June 2005

**3<sup>rd</sup> DRAFT**

SOUTH SOMERSET DISTRICT COUNCIL

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PRELIMINARY TRANSPORT APPRAISAL OF UDF PROPOSALS FOR A30  
(RECKLEFORD / QUEENSWAY)

MAY 2005

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# 1 INTRODUCTION



# 1. Introduction

## 1.1. Background

Faber Maunsell has been commissioned by South Somerset District Council, in partnership with Roger Evans Associates to produce an Urban Development Framework (UDF) for Yeovil town centre. The overarching aim of the UDF is to articulate the objectives and aspirations of the Yeovil Vision. The Yeovil Vision comprises an urban development strategy for Yeovil, commissioned by the Local Strategic Partnership to provide an agreed vision for the town to 2026.

The UDF has been developed through an extensive consultation process involving South Somerset District Council, the local strategic partnership, the general public and key stakeholders.

At the heart of the Yeovil UDF is the desire to change the nature of the section of the A30 dual carriageway, (Reckleford and Queensway), which runs to the north and west of the town centre. A key rationale behind this scheme is to reduce the severance caused by the dual carriageway, which effectively acts as a physical barrier to pedestrian and cyclist movement into the town centre. The ultimate proposal for the road is to provide an 'Avenue' or 'Boulevard' type environment, which has frontage development and is also highly accessible for pedestrians, cyclists and public transport.

The UDF proposal to transform Reckleford / Queensway into an 'Avenue' is structured into 3 stages. Stage 1 comprises elements of the UDF and the Yeovil Transport Strategy and is expected to take up to 5 years to be implemented, running up until 2011. Stages 2 and 3 represent key elements of the scheme, but constitute longer-term aspirations to 2026 and beyond.

Improving accessibility within town centres is seen as a key local, regional and national transport objective and it is hoped that through the delivery of the UDF, the accessibility of Yeovil town centre by sustainable transport modes can be improved, as well as promoting sustainable travel more generally in the town, and facilitating a mode share away from the private car.

The impact of the UDF on the local highway network has been discussed with officers from Somerset County Council (Highway Authority) and traffic modelling has been undertaken to examine the impact of the UDF proposals up to 2011. Faber Maunsell has liaised with Atkins, who hold Somerset County Council's strategic traffic model and have tested various scenarios required in order to gauge the impact of the different schemes put forward within the UDF.

The Yeovil UDF has also been informed by the Yeovil Transport Strategy Review, which covers the period up until 2011, and promotes several schemes that complement the ambitions of the UDF.

This report provides an analysis of results from the traffic modelling exercises undertaken for each of the relevant UDF proposals, and discusses the longer-term proposals for Stages 2 and 3 within the wider policy context of the emerging Regional Spatial Strategy and the Regional Transport Strategy.

## 1.2. Report Structure

The report is structured into the following sections;

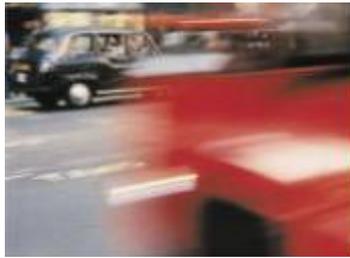
**Chapter 2** provides a breakdown of the proposals contained within Stages 1, 2 and 3 of the UDF.

**Chapter 3** provides the results of the traffic modelling exercises, along with appropriate commentary and analysis.

**Chapter 4** examines the emerging Regional Spatial Strategy, and how the longer-term UDF proposals accord with the emerging policies; and

**Chapter 5** summarises and concludes the report.

## 2 UDF PROPOSALS FOR THE A30 (RECKLEFORD / QUEENSWAY)



## 2. UDF Proposals for A30 (Reckleford / Queensway)

The UDF proposals for the transformation of Reckleford / Queensway into an 'Avenue' type environment are structured into the stages outlined below.

### 2.1. Stage 1 (2006-2011)

The Stage 1 proposals will include all elements of the 'Yeovil Transport Strategy' and 'early wins' associated with UDF. The overall aim is to reduce the growth in congestion in relative terms whilst Option 5 (Reckleford gyratory proposals) and the redevelopment of the 'Cattle Market Site' complete early sections of the 'Avenue'. Stage 1 incorporates elements of the UDF up to 2011.

Stage 1 will include the following elements:

- Installation of traffic signal control on the existing Hospital and Lysander Road roundabouts to incorporate pedestrian phases;
- Reckleford option 5: Two way traffic working on the A30 will replace the current gyratory system with new frontages and pavement creating a section of the 'Avenue';
- Cattle Market development set back from the carriageway to create wider footways, with street tree planting and building address to Reckleford;
- New traffic signal control junction at Market Street (to incorporate pedestrian phases – this will potentially replace the existing pedestrian crossing to the east of Market Street);
- Provision of a pedestrian crossing of Reckleford from Higher Kingston junction to Cattle Market site;
- Proposed pedestrian crossing of Reckleford at Eastland Road incorporated into the proposals for the Reckleford gyratory.
- Replacement of existing Tesco footbridge to Huish by at-grade pedestrian crossing;
- Proposed change in speed limit on Queensway from 40mph to 30mph;

### 2.2. Stage 2

- Some car parking relocated from the town centre to the 'Avenue' in the form of boulevard parking;
- The 'Avenue' becomes established with further sites developed with street frontage onto Reckleford / Queensway;
- 'Repair' sites along main avenue sections developed. (These are the fragments left over from the planning and construction of Reckleford and Queensway and are virtually unchanged in the three decades since the by-pass was built. Some are awkwardly shaped to accommodate the cut and fill of the by-pass. These areas of land will be reclaimed once the engineering works to Reckleford / Queensway are complete; and
- Further at grade crossing points.

### 2.3. Stage 3:

- Replacement of Hospital and Lysander roundabouts by traffic signal controlled cross roads;
- 'Repair' sites adjacent to new junctions developed;
- Pedestrian pavements and avenue street-planting to all sections of the Reckleford / Queensway 'Avenue'; and
- Potential use of bus priority measures primarily associated with the Hospital and Lysander junctions and other local roads connecting into the Avenue.

The proposals within Stage 1 of the UDF are envisaged for the period to 2011, which would cover the next Local Transport Plan period for the County. The Yeovil Transport Strategy (which runs up until 2011) has already identified the signalisation of the Hospital and Lysander roundabouts as priority schemes. It is anticipated that the UDF will complement and support policies and proposals emerging from the next Local Transport Plan.

Stages 2 and 3 of the UDF proposals for Reckleford and Queensway represent longer-term aspirations to 2026, which extend beyond the scope of any existing or emerging local policy documents. However, the relevance, requirement and accordance of such proposals contained within these stages can be linked to regional long-term transport policy.

### 3 UDF TRAFFIC MODELLING RESULTS



## 3. UDF Traffic Modelling Results

### 3.1. Background

The key highway infrastructure elements of the Yeovil UDF proposals for Reckleford / Queensway have been modelled using Somerset County Council's traffic model for Yeovil. Under an agreement with Somerset County Council this traffic model is managed by Atkins Consultants. FaberMaunsell has not undertaken the modelling work directly, but has liased with Atkins to create the various modelled scenarios that have been required to test the various elements of the UDF. Faber Maunsell has been supplied with details of traffic flows, queues and delays for Yeovil, however no direct access to the traffic model has been permitted. The assessment of the implications of the UDF proposals has been based on the information requested and supplied rather than a detailed interrogation of the traffic model. The traffic model used to assess the UDF covers the area of Yeovil and extends north and east to include the A303 from Sparkford (A359) to South Petherton. The traffic model uses the SATURN software and includes simulation coding for the junctions.

The 2011 traffic model, which includes measures incorporated in Somerset County Council's Yeovil Transport Strategy Review, was used as the basis for comparison purposes with the proposals for the Yeovil UDF. The modelling was undertaken for both the AM and PM peak hours in 2011.

The Yeovil Transport Strategy Review includes the following measures, which form part of the Stage 1 Yeovil UDF proposals for A30 Reckleford / Queensway.

- Traffic signals on the Hospital, Fiveways and Police Station roundabouts;
- All-movement signal controlled junction at the Reckleford/Market Street junction; and
- Pedestrian / cycle crossing facilities at the Police Station and Fiveways roundabouts

### 3.2. Assumptions

The required network coding for the various UDF scenarios was undertaken by Atkins. There have been no changes to the trip matrices from those used for the Yeovil Transport Strategy Review traffic model (2011).

The pedestrian phase at the Fiveways, Police Station and Hospital junctions is represented by an inter-green of 12 seconds. The pedestrian crossings on Queensway and Reckleford have been modelled with one stage for vehicles and an inter-green of 12 seconds to represent the pedestrian phase.

### 3.3. Option Testing

The following scenarios have been modelled using the strategic traffic model. These scenarios follow an incremental approach to providing the Yeovil UDF proposals for the A30 Reckleford / Queensway and formulation of the phasing of the strategy.

- Scenario 1A  
Based on the Yeovil Transport Strategy Review but with Option 5 for the Reckleford junction.
- Scenario 1B  
Based on Scenario 1A with the reduction of the speed limit along Queensway from 40mph to 30mph.
- Scenario 2A  
Based on Scenario 1A with an at-grade pedestrian crossing at West Hendford / Queensway
- Scenario 2B  
Based on Scenario 1A with an at-grade pedestrian crossing at Huish / Queenway
- Scenario 2C  
Based on Scenario 1A with an at-grade pedestrian crossing at The Park / Queensway
- Scenario 2D  
Based on Scenario 1A with an at-grade pedestrian crossing at Higher Kingston / Reckleford

Scenarios 1B, 2A, 2B, 2C and 2D were required to determine the effect of the individual key elements of the Yeovil UDF.

- Scenario 2E  
Based on Scenario 1B with at-grade pedestrian crossing at West Hendford / Queensway, Huish / Queenway, The Park / Queensway and Higher Kingston / Reckleford as well as pedestrian phases at the Fiveways, Police Station and Hospital junctions.
- Scenario 2F (Stage 1)  
Based on Scenario 1B with at-grade pedestrian crossing at Huish / Queenway and Higher Kingston / Reckleford as well as pedestrian phases at the Fiveways, Police Station and Hospital junctions.

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Scenarios 2E and 2F were required to determine the combined effect of the key elements of the Yeovil UDF.

### 3.4. Traffic Modelling Results

The traffic modelling of various scenarios has advised the phasing implications of the Yeovil UDF strategy. This has resulted in the Stage 1 proposals for the A30 Reckleford / Queensway as outlined in Chapter 2. The following traffic modelling results therefore show a comparison between those elements of the stage 1 UDF proposals for Reckleford / Queensway not included within the Yeovil Transport Strategy review. Traffic modelling results of any of the above scenario tests can be provided on request.

No traffic modelling has been undertaken for subsequent stages of the Yeovil UDF, as the traffic model is only currently able to forecast traffic flows up until 2011. The implications of Stages 2 and 3 are addressed in Chapter 4.

#### 3.4.1. Stage 1 Yeovil UDF – Proposals for Reckleford / Queensway

The following tables show the predicted traffic flows for Stage 1 of the Yeovil UDF proposals for A30 Reckleford / Queensway and compares these with the Yeovil Transport Strategy Review.

<b>Table 3.1: Town Centre Junction Traffic Flows</b>				
Location	Demand Flow (pcu's / hour)		Change from YTSR	
	AM Peak	PM Peak	AM Peak	PM Peak
<b>Police Station Junction</b>				
Brunswick Street (East)	1103	815	-50	-75
Brunswick Street (West)	751	978	5	-10
Henford Hill (South)	1072	1059	9	-18
Henford Hill (North)	875	550	-10	-11
Lysander Road (West)	1036	805	11	-7
Lysander Road (East)	884	1494	18	-68
Queensway (North)	1126	1370	-37	-10
Queensway (South)	1816	1030	-54	-18
<b>Hospital Junction</b>				
Reckleford Road (East)	1138	1159	110	78
Reckleford Road (West)	1102	1313	-2	53
Park Road (South)	255	541	-5	-11
Clarence Street (North)	159	498	-1	1
Queensway (West)	1970	1413	-54	-17
Queensway (East)	1126	1371	-37	-10
Kingston (North)	944	1206	31	-1
Kingston (South)	1904	1134	136	3
<b>Fiveways Junction</b>				
Preston Road (West)	722	634	-18	17
Preston Road (East)	531	710	-6	4
Ilchester Road (North)	411	687	-1	-20
Ilchester Road (South)	1041	592	16	9
A359 Mudford Road (South)	871	547	14	-39
A359 Mudford Road (North)	360	600	-50	-28
<b>Reckleford Junction</b>				
Sherborne Road: North (East)	1389	1730	-8	13
Sherborne Road: North (West)	771	599	771	599
Sherborne Road: South (West)	1048	930	-709	-511
Wyndham Street (North)	402	457	-1023	-892
Reckleford Road (West)	826	651	31	-12
Reckleford Road (East)	911	1355	242	390
Eastland Road (North)	59	188	16	81
Eastland Road (South)	182	158	40	-8

The most significant changes in traffic flows are at the Reckleford Junction with large increases in traffic flow on Reckleford Road (East) and a relatively large increase in flow on Eastland Road (North). There are large reductions in flow on Sherborne Road: South and Wyndham Street. These changes are due to the change in highway layout at the Reckleford Junction. Traffic is displaced from Sherborne Road (South) and Wyndham Street (North) onto Sherborne Road (North).

At the Police Station junction there is a reduction in traffic flow on Brunswick Street (East) and Queensway in the AM and PM peaks. This is due to re-routing of traffic accessing and leaving the town centre area, as a result of the changes in highway layout at the Reckleford Junction and reduction in the speed limit on Queensway.

There is an increase in traffic flow on Kingston (South) between the Hospital and Fiveways junctions in the AM peak. On Mudford Road (North) there is a reduction in traffic flow in the AM and PM peaks. The increase in traffic on Kingston (South) is due to traffic re-routing onto Mudford Road (South) away from Lyde Road. This is because traffic from the north heading east is able to flow through the Reckleford Junction due to the highway alterations at the Reckleford Junction. The reduction in traffic on Mudford Road (North) is due to minor increases in traffic flow on parallel roads to the east and west (e.g. Larkhill Road, Westfield road and Eastland Road).

The changes in traffic flow due to proposals specific to the Yeovil UDF are minor in comparison to the changes in traffic flow caused by the highway alterations proposed for the Reckleford Junction. The reduction in speed limit and pedestrian crossings on Queensway result in reductions in traffic flow of approximately 90 vehicles per hour in the am peak and 30 vehicles per hour in the pm peak. By comparison, the additional traffic on Reckleford (Eastbound), attracted to the re-designed junction will be approximately 240 vehicles per hour in the am peak and 390 vehicles per hour in the pm peak.

#### 3.4.2. Re-assignment of traffic

Table 3.2 provides a breakdown of the key traffic re-assignment routes associated with the Stage 1 UDF proposals for Reckleford / Queensway Yeovil UDF compared with the Yeovil Transport Strategy Review.

Location	Demand Flow (pcu's / hour)		Change from YTSR	
	AM Peak	PM Peak	AM Peak	PM Peak
Western Avenue (South)	715	663	-5	13
Western Avenue (North)	541	748	-14	-2
Larkhill Road South of Thorne Lane (South)	122	385	3	-4
Larkhill Road South of Thorne Lane (North)	385	311	17	9
Larkhill Road North of Preston Road (South)	150	243	-1	-1
Larkhill Road North of Preston Road (North)	194	389	5	14
Preston Grove (North-west)	172	417	-7	8
Preston Grove (South-east)	319	251	24	1
Coombe Street Lane (East)	894	1021	4	1
Coombe Street Lane (West)	944	1030	-16	-15
Westfield Road (South)	314	151	-5	-16
Westfield Road (North)	221	284	2	10
Grove Avenue (South)	373	185	-13	2
Grove Avenue (North)	113	256	13	9
Mudford Road South of Stone Lane (South)	743	326	41	-20
Mudford Road South of Stone Lane (North)	324	591	6	-14
Gold Croft Rd (South)	208	195	16	4
Gold Croft Rd (North)	238	300	-11	8
St Michaels Avenue (South)	134	86	15	5
St Michaels Avenue (North)	59	147	-6	-1
Roseberry Avenue (West)	131	115	51	-1
Roseberry Avenue (East)	40	183	-4	7
Lyde Rd (South)	569	591	-45	2
Lyde Rd (North)	458	711	-27	-18

All the changes in traffic flow shown in the above table are relatively minor, the most significant change is on Roseberry Avenue (West) in the AM peak. The change here is actually due to the highway alterations at the Reckleford Junction, the modelling scenario based on the Yeovil Transport Strategy Review with the changes to the Reckleford Junction, showed an increase in 50 pcu's / hour on Roseberry Avenue (West) in the AM peak.

In the AM peak the reduction of traffic southbound on Lyde Road shifts traffic onto Mudford Road, Goldcroft Road and St Michaels Avenue. Whilst in the PM peak, the reduction in traffic northbound on Ilchester Road and Mudford Road causes slight increases in flow on Westfield Road and Larkhill Road.

Hence, there are no overall significant increases in traffic onto residential roads due to Stage 1 of the Yeovil Urban Development Framework proposals for the A30 Reckleford / Queensway.

## Stage 1 Yeovil UDF Proposals for A30 Reckleford / Queensway – Queues and Delays

The following table summarises the predicted queues and delays for the Yeovil Transport Strategy Review and Stage 1 of the Yeovil UDF proposals for A30 Reckleford / Queensway.

### Town Centre Junctions

**Table 3.3: Lysander Road Roundabout – Queues and Delays**

Location	Average Queue Length (PCU's)		Average Delay (Seconds)	
	AM Peak	PM Peak	AM Peak	PM Peak
<b>Lysander Road Roundabout – Yeovil Transport Strategy Review</b>				
Brunswick Street, WB	0	0	0	0
Henford Hill, NB	0	0	0	0
Lysander Road, EB	3	0	16	3
Queensway, SB	17	8	42	30
<b>Lysander Road Roundabout – Stage 1 Yeovil UDF</b>				
Brunswick Street, WB	0	0	0	0
Henford Hill, NB	0	0	0	0
Lysander Road, EB	10	0	44	2
Queensway, SB	24	8	58	31

The slight increase in queues and delays in the AM peak on Queensway South are caused by the introduction of improved pedestrian crossing facilities on Queensway and at the Lysander Road Junction. There will be no significant change in queues and delays in the PM peak hour.

**Table 3.4: Hospital Junction – Queues and Delays**

Location	Average Queue Length (PCU's)		Average Delay (Seconds)	
	AM Peak	PM Peak	AM Peak	PM Peak
<b>Hospital Junction – Yeovil Transport Strategy Review</b>				
Reckleford Road, WB	23	8	83	25
Clarence Street, NB	2	5	54	47
Queensway, EB	3	7	12	22
Kingston, SB	42	7	98	24
<b>Hospital Junction – Stage 1 Yeovil UDF</b>				
Reckleford Road, WB	26	9	92	26
Clarence Street, NB	2	5	53	47
Queensway, EB	9	8	34	23
Kingston, SB	42	7	90	25

There will be no significant alterations to the queues or delays at the Hospital junction except for the approach from Queensway. Whilst there will be no significant increase in queues on Queensway, the improved pedestrian crossing facilities will cause slight increases in delays for traffic approaching the Hospital junction along Queensway.

**Table 3.5: Fiveways Junction – Queues and Delays**

Location	Average Queue Length (PCU's)		Average Delay (Seconds)	
	AM Peak	PM Peak	AM Peak	PM Peak
<b>Fiveways Junction – Yeovil Transport Strategy Review</b>				
Kingston, NB	4	20	16	64
Preston Road, EB	16	9	113	51
Ilchester Road, SB	6	6	26	42
A359 Mudford Road, SB	8	6	36	37
<b>Fiveways Junction – Stage 1 Yeovil UDF</b>				
Kingston, NB	4	15	16	48
Preston Road, EB	20	10	141	60
Ilchester Road, SB	6	6	27	42
A359 Mudford Road, SB	9	6	36	37

The only significant increase in queues and delays at the Fiveways Junction will be an increase in delays eastbound along Preston Road in the AM peak, this is due to the increase in traffic flow through this junction in the am peak hour as a result of the re-routings caused by the Reckleford Junction alterations.

**Table 3.6: Reckleford Junction – Queues and Delays**

Location	Average Queue Length (PCU's)		Average Delay (Seconds)	
	AM Peak	PM Peak	AM Peak	PM Peak
<b>Reckleford Junction – Yeovil Transport Strategy Review</b>				
Sherborne Road (North), WB	-	-	-	-
Sherborne Road (South), WB	15	18	37	51
Wyndham Street, NB	3	15	9	45
Reckleford Road, EB	5	17	26	68
Eastland Road, SB	1	2	30	55
<b>Reckleford Junction – Stage 1 Yeovil UDF</b>				
Sherborne Road (North), WB	5	3	21	20
Sherborne Road (South), WB	13	9	49	36
Wyndham Street, NB	16	11	154	96
Reckleford Road, EB	4	7	17	24
Eastland Road, SB	2	2	44	43

The most significant change in queues and delays at the Reckleford Junction is the increase in queues and delays on Wyndham Street, particularly in the am peak hour. This is due to the changes in highway configuration associated with the Reckleford junction. Traffic northbound on Wyndham Street will have to cross the large westbound flow on Sherborne Road (North). Despite the introduction of traffic signals and the reduction in flow on Wyndham Street there will still be an increase in queues and delays.

**Table 3.7: SATURN Simulation Summary Results**

Summary Result	AM Peak	PM Peak
<b>Yeovil Transport Strategy Review</b>		
Over-capacity Queues on Links (PCU-HRS)	454	480
Total Travel Time (PCU-HRS)	4334	4478
Travel Distance (PCU-KMS)	180,596	182,712
Overall Average Speed (KPH)	41.7	40.8
<b>Stage 1 Yeovil UDF</b>		
Over-capacity Queues on Links (PCU-HRS)	437	475
Total Travel Time (PCU-HRS)	4300	4493
Travel Distance (PCU-KMS)	180,432	182,956
Overall Average Speed (KPH)	42.0	40.7

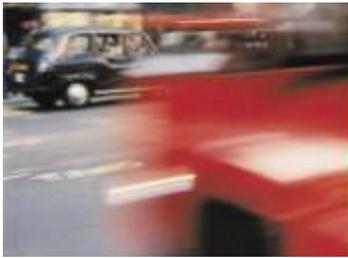
These results show a slight reduction in travel time and travel distance for the AM peak but a slight increase for the PM peak. This indicates that there will be more re-routed traffic for the PM peak, where the average speed is lower compared to the AM peak.

### Conclusions

The traffic modelling exercises have indicated that Stage 1 of the Yeovil UDF proposals for Reckleford and Reckleford will slightly reduce traffic flows in the Town Centre area. The re-routed traffic will find alternative routes through the Yeovil road system, although traffic management measures can be used to control this. However, there are no overall significant increases in traffic onto residential roads arising from Stage 1 of the Yeovil Urban Development Framework.

Overall there will not be any significant increases to queues and delays as a result of the Stage 1 Yeovil UDF proposals for A30 Reckleford / Queensway. Where there are increases in queues and delays these are relatively minor or are due to the highway alterations associated with improvements to the Reckleford junction.

## 4 THE UDF 'AVENUE' PROPOSALS IN THE LONG TERM



## 4. The UDF 'Avenue' Proposals in the Long Term

### 4.1. Background

The transport related implications of the proposed 'Avenue' in the short term have been analysed as part of the traffic modelling described in Chapter 3. As stated previously, further proposals for Queensway and Reckleford fall outside the scope and time frame of the existing traffic model or indeed local transport policy for Yeovil.

The key elements of Stage 2 and 3 of the Yeovil UDF (for Reckleford and Queensway) have been outlined in Chapter 2 and essentially will progress and reinforce the 'Avenue' concept initiated as part of the Yeovil UDF strategy. In transport terms these proposals include:

- Replacement of the existing roundabouts at the Hospital and Lysander Road with traffic signal control cross roads;
- Additional pedestrian crossing facilities on Queensway and Reckleford;
- Bus priority facilities associated with junctions and side roads along Queensway and Reckleford;
- Increased frontage development
- On-street car parking (Reckleford)

These additional measures will further reduce the impact of Reckleford / Queensway as the vehicle dominated road it is today. It is acknowledged, however, that to implement Stages 2 and 3 of the Yeovil UDF proposals for Reckleford / Queensway will require a step change in relation to current transport provision and policy within Yeovil. It should be remembered that Stages 2 and 3 of the proposals will extend to 2026 and beyond.

As stated previously, no additional traffic modelling has been undertaken for Stages 2 or 3 of the proposals for Reckleford and Queensway for the above reasons and the fact that the model has the ability to forecast to 2011 only. Stages 2 and 3 of the Yeovil UDF have therefore been considered in relation to potential longer-term transport policy currently emerging as part of the revised Regional Transport Policy, which will be incorporated into the Regional Spatial Strategy for the South West.

Combating congestion within Yeovil is likely to be a key priority for the next Local Transport Plan and emerging regional policy documents, particularly for the period beyond 2011. As traffic volumes on Reckleford and Queensway increase, as is inevitable over the next 15-20 years, demand management solutions and measures to encourage sustainable modes of travel will be key elements of such policy.

The long-term success of the UDF will be intrinsically linked to the implementation of far more robust transport measures than are currently promoted for Yeovil. Other softer transport measures will also be required such as the marketing and promotion of alternative modes of transport to the private car and the promotion of green travel plans, as well as increases in parking charges to act as a disincentive for single occupancy car commuting. These transport measures, which will need to be incorporated into transport policy to address future congestion problems in Yeovil, will be required irrespective of the current proposals as part of the UDF.

For completeness Stage 1 is also considered against current transport policy.

### 4.2. Stage 1 to 2011.

- The signalisation of the existing Lysander and Hospital roundabouts is already identified as a priority scheme within the Yeovil Transport Strategy (YTS);
- The Option 5 for Reckleford, although not currently included in the Yeovil Transport Strategy is a scheme, which Somerset County Council considers to have merit as a potential scheme for addressing congestion, delay, and road safety issues at the Reckleford gyratory. Further work is to be commissioned to further substantiate the costs and benefits of Option 5;
- The new pedestrian crossings proposed as part of Stage 1 of the UDF complement the Walking Strategy included within the YTS and will serve to increase the accessibility of the town centre, as well as the Cattle Market development site; and
- The new traffic signal controlled junction at Market Street accords with the aspirations for re-developing the Cattle Market and will increase levels of accessibility to this part of the town.

In policy terms the existing Yeovil Transport Strategy and the emerging Somerset Local Transport Plan will provide the framework within which the Stage 1 UDF proposals for Reckleford and Queensway will operate. The improvement in the accessibility of the town centre to pedestrians and cyclists, and the creation of a more pedestrian friendly environment, which the UDF proposes, accords well with the emerging Local Transport Plan.

The downgrading of Reckleford / Queensway in Stage 1 also represents a realistic measure to manage travel demand, particularly for shorter trips within Yeovil. The 30mph speed limit on the route, along with

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the increased number of pedestrian crossing points will make the route a more attractive route for pedestrians, particularly those making local trips within Yeovil.

Together with the increased pedestrian and cyclist accessibility of the town centre and new development sites identified within the UDF, Stage 1 has significant potential to manage travel demand within Yeovil for local trips and encourage a greater number of local trips to be made by sustainable modes of transport.

This is particularly important given the high volumes of traffic utilising Reckleford / Queensway during the AM and PM peak hours (approximately 1250 vehicles in each direction in both peak hours). Traffic volumes on Queensway have increased by 59% between 1987 and 2003, and are likely to continue to rise over the next 10-15 years. Measures to stem this growth and change travel behaviour will be at the heart of future local and regional transportation policy. Notwithstanding the above, without further more radical measures to reduce car use downgrading Queensway and Reckleford will only result in traffic re-routing onto more sensitive roads as traffic congestion increases.

#### **4.3. Stages 2 / 3 to 2026 and beyond.**

As stated previously the Stage 2 and 3 proposals for Reckleford and Queensway are longer-term aspirations of the Yeovil UDF and it is important to place these proposals in the wider policy context and time frame involved. The key factor in considering these proposals is to understand the future of transportation policy for the South West.

Following a government review of the planning system, the Planning and Compulsory Purchase Act 2004 was published incorporating changes in the way that regional planning was undertaken. As a result, 'Regional Spatial Strategies' (RSS) are being produced for each of the UK's regions. Regional planning for Yeovil and southwest England prior to the planning act was dealt with in Regional Planning Guidance Note 10 (RPG 10).

The RSS for South West England provides the spatial framework that forms the context within which Local Development Documents and Local Transport Plans need to be prepared, as well as other sub-regional strategies and programmes that have a bearing on land-use activities. The RSS for the South West is currently undergoing public consultation, awaiting submission to the Government later in 2005.

A Regional Transport Strategy for the South West region is currently being produced, and is currently in Draft format, awaiting a review before final inclusion within the RSS. The Transport Strategy will not be a separate document with specific statutory status, but will constitute more generic policies that will be incorporated within the Regional Spatial Strategy. It will effectively form an update of RPG 10.

The Draft version of the Regional Transport Strategy 'Developing the Regional Transport Strategy in the South West', was published in May 2004 for consultation, and approved by the Executive Committee in September 2004. It has as its stated aim to "identify the key issues that are relevant to the South West and what interventions or investments are required to deliver the region's priorities and longer term objectives" (Para. 1.0).

Although the crux of this document is focused on the 'Main Urban Areas' (of which Yeovil is not one), Yeovil is the largest urban area in South Somerset, and a case could perhaps be presented, for its deservedness of inclusion as a 'Main Urban Area'. Irrespective of its status within the RSS however, Yeovil is a significantly sized urban area and experiences significant levels of peak hour congestion within the town. The key future transport initiatives outlined in the Draft Plan could therefore equally apply to Yeovil

The draft strategy identifies the need for demand management policies, both to discourage car use and actively encourage travel by more sustainable modes. Specifically, the following relevant issues are raised as being essential to transport policy for the South West:

- Development of major public transport systems including bus 'showcase' routes on congested corridors;
- Park and Share Strategies;
- Network management measures to manage the demand for road space including investigation of road user charging;
- Parking strategy to provide access for retail and other functions but discouraging long stay; commuters who are encouraged to switch to other modes of travel and / or park and ride;
- Limited selective road investment to address specific regeneration problems; and
- Emphasis on investment in interchange hubs for public transport integration.

It is evident from the above that the Regional Transport Strategy is likely to emphasise the importance of managing travel demand, encouraging a modal shift away from the private car, and reducing congestion.

In light of the Draft Regional Transport Strategy it is likely that future transport policy within Yeovil will include and consider some of the following transport related measures, as part of a strategy for demand management and traffic restraint measures for Yeovil beyond 2011.

- **Park and Ride**  
The draft Local Transport Plan 2006 – 2011 has identified the development of Park and Ride facilities as a means of demand management strategies for Somerset, although these are primarily targeted for Taunton. The success or otherwise of these schemes is likely to influence the further development of park and ride sites throughout Somerset. Development of Park and Ride facilities is also identified as an important element of the congestion strategy for the county.

It is envisaged that park and ride could form an integral element of a transport strategy for Yeovil in the future if current predicted levels of traffic and congestion are to be addressed.

- **Car Parking Strategy**  
Existing car parking in Yeovil is comparatively cheap for both short and long stay parking. This policy could be viewed as being favourable for commuting and a future car parking strategy would focus parking charges accordingly. Such a strategy of increasing car parking charges would need to work closely with the park and ride strategy to provide an alternative means of commuting into Yeovil. The RSS for the South West seeks to address car parking within urban centres so as to promote access to retail facilities, whilst discouraging long stay commuter parking.
- **Public Transport - Bus Priority and Showcase routes**  
The Draft Transport Strategy identifies the development of major public transport systems, as well as appropriate network management measures such as road user charging. It will be important that appropriate levels of investment in Yeovil's public transport network are provided so as to provide a viable alternative for people transferring from car commuting.

The UDF includes proposals for improvements to Yeovil's bus station. The ground floor of the bus station has been identified as being suitable for retail use, with office accommodation above. It is also proposed to develop building frontages onto Market Street at 3 storeys to create a 'street scene' environment and allow for a 'bus street'.

The draft emerging Somerset LTP has identified the improvement of accessibility as a key transportation issue for the county. Specifically, the enhancement of public transport connections between the main urban centres such as Yeovil, Taunton, Wellington, Wells etc. Sub County Quality Bus Partnerships involving new buses and new infrastructure along the routes will be implemented along key corridors. County 'Limited Stop' Quality Bus Partnerships / Corridors with high quality bus stop infrastructure and real time information will also be developed.

Again, a policy which deters commuting will be integral to the future of Yeovil in mitigating the impact of future levels of traffic and congestion.

The Passenger Transport Strategy also outlines the need to implement demand management measures including bus priority, and to work with District Councils to examine parking management including charges for Taunton, Yeovil and Bridgwater.

- **Travel Plans**  
Travel Awareness marketing campaigns will also be developed in association with the relevant District Authorities, for the main urban centres of Yeovil, Taunton and Bridgwater, focusing on the promotion of sustainable travel such as bus use, car sharing, cycling and walking

Travel Plans will also be increasingly sought for new employment developments via the development control process. The production of travel plans for all major development planning applications will be an integral element of a demand management strategy for Yeovil in the future. Measures incorporated into such travel plans could include:

1. Enforcement through target setting and release of funds for transport initiatives
2. Season tickets for bus use
3. Revenue support of park and ride schemes.
4. Dedicated bus services for major employers

- **Accessibility - Walking and Cycling**  
The Stage 2 and 3 UDF proposals for Reckleford / Queensway will provide substantial improvement to the pedestrian environment within the town centre, and has potential to transfer a number of local car trips to walking and cycling.

It is a stated aim of the draft LTP 2006 – 2011 to reduce the need for people to travel within Yeovil, and increase the use of sustainable travel modes for shorter distance trips.

- Congestion

A congestion strategy will form an integral part of the next Local Transport Plan and will include measures to:

1. Promote alternatives to discourage single occupancy vehicle trips, particularly during peak periods by providing park and ride services, developing the cycle network throughout the county, and improved travel opportunities by bus and rail, promotion of car sharing and the enforcement of work based travel plans;
2. Promote use of transport modes that make the most efficient use of existing transport networks such as bus services, community transport, rail services and taxi services. Park and Ride services may become viable for Yeovil in the future in the event of car parking charges reaching £4 -£5 per day;
3. Use of fiscal measures such as differential car parking charges to discourage long-stay commuter parking.

The use of congestion charging constitutes a further fiscal measure to reduce congestion although it is not envisaged for Yeovil until 2016 and beyond.

Furthermore, a Yeovil Congestion Protocol is being developed that would potentially utilise methods such as congestion charging, and the implementation of an Intelligent Transport System for Yeovil.

### Summary

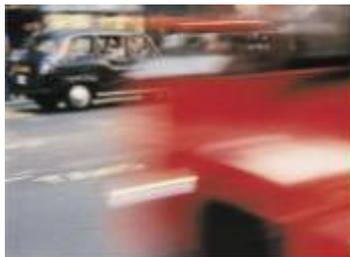
The UDF proposals for Reckleford and Queensway will facilitate a significant change in the nature of the road, with reduced traffic speeds and far greater provision for pedestrians and cyclists and a much-improved pedestrian environment.

Managing of travel demand and promoting sustainable modes of travel constitutes a key element of the draft Regional Transport Strategy for the South West, and is likely to be carried forward into the final chapter with the Regional Spatial Strategy.

Managing travel behaviour will represent a significant issue for Yeovil irrespective of the UDF proposals and it will be necessary for the local authorities to consider the development of park and ride facilities for the town in accordance with a congestion strategy, a parking strategy that discourages long-stay commuter parking, as well as the enhancement of pedestrian and cycle accessibility to the range of land uses within Yeovil.

It is important that the UDF proposals are viewed within the long-term aspirations of the emerging RSS and to note that many of the policies emerging from the draft RTS indicate that the proposals for Reckleford / Queensway accord well with the transport policies for the South West region, particularly as they relate to the management of travel demand and the promotion of accessibility and sustainable modes of travel.

## 5 SUMMARY



## 5. Summary

The Yeovil UDF represents the long-term aspirations for the town, particularly with regard to the town centre and the key development sites, as well as the proposals for the A30 Reckleford & Queensway. The final completion of the 'Avenue' is envisaged for the period to 2026 and therefore the emerging Regional Transport Strategy will be an important indication of the longer-term feasibility of the proposals.

The transformation of the A30 Reckleford / Queensway to an 'Avenue' or boulevard will provide much improved pedestrian and cycle links to the town centre and the key development sites within Yeovil, as well as opening up the possibilities of improving bus connections into the town centre. The development frontage along Reckleford and Queensway, combined with the new pedestrian crossing locations and wider footways will lead to a much improved environment for the pedestrian and improve the overall accessibility of Yeovil town centre.

Furthermore, a review of the draft Regional Transport Strategy has indicated that the UDF proposals for Reckleford and Queensway will accord with the policies and strategies emerging from this document, particularly in its regard to travel demand management, congestion reduction and the promotion of the use of sustainable travel modes.

The longer-term success of the UDF proposals for Reckleford and Queensway will be largely dependent on the future transport strategy for Yeovil, particularly the issue of addressing increasing traffic levels and associated congestion.

Managing travel behaviour will represent a significant issue for Yeovil irrespective of the UDF proposals and it will be necessary for the local authorities to consider the development of park and ride facilities for the town in accordance with a congestion strategy, a parking strategy that discourages long-stay commuter parking, as well as the enhancement of pedestrian and cycle accessibility to the range of land uses within Yeovil.

The proposals will facilitate a greater provision for pedestrians and cyclists and a much-improved pedestrian environment.