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**LAND AT FOXLYDIATE LANE,  
WEBHEATH,  
REDDITCH**

**HEYFORD DEVELOPMENTS**

**TRAFFIC AND HIGHWAY REPORT –  
RESPONSE TO PUBLIC CONSULTATION**

**MAY 2013**

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## **1.0 INTRODUCTION**

- 1.1 My name is Dermot McCaffery. I am a highway and transportation consultant. I have 25 years experience in local authority and private consultancies in dealing with the highway development control aspects of development proposals. I am a Member of the Institute of Highway Engineers and the Institute of Road Safety Officers.
- 1.2 I have been appointed by Heyford Developments to provide ongoing traffic and highway support to the proposals for approximately 2800 dwellings on land at Foxlydiate Lane, Webheath.
- 1.3 Meetings have taken place with Redditch District Council, Bromsgrove Borough Council and Worcestershire County Council regarding the need for Redditch BC to provide significant additional housing sites to meet the expected housing demand up to 2030. The Councils are considering the preferred locations for up to 3000 dwellings.
- 1.4 The Foxlydiate Lane site has the potential to accommodate up to approximately 2800 dwellings. This report provides a further update on discussions with the Local Authorities and the strategic masterplanning for the site.
- 1.5 Bromsgrove Borough and Redditch District Councils have undertaken a public consultation exercise on the preferred sites for accommodating the housing growth for the area.



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## **2.0 STRATEGIC TRANSPORT NETWORK**

- 2.1 Transport modelling work on various scenarios for locations of cross boundary development was commissioned by Worcestershire County Council, Bromsgrove District Council and Redditch Borough Council in November 2012. The modelling work concludes that development in this area is likely to exert the main pressure on the A448 (Bromsgrove Highway), the Slideslow roundabout and the A38 running northwards to Junction 1 of the M42. These key locations will require further detailed study to assess the specific impact and mitigation required as a result, although it must be noted similar impacts are felt from other development scenarios. Therefore acknowledging that significant improvements will be required, this impact on highways infrastructure is not seen as a barrier to development at this time. Further traffic modelling work will be commissioned from Halcrow via WCC to enable the specific capacities of key junctions to be assessed.
- 2.2 The provision of a link road through the site from the southern portion of the development area to the Foxlydiate junction on the A448 will provide traffic relief to Foxlydiate Lane and will provide a direct link to the strategic network for the new housing from the ADR site off Church Road. This will reduce the volume of traffic from the ADR site that will need to filter through the Webheath area to reach the wider highway network.

## **3.0 PUBLIC TRANSPORT**

- 3.1 The discussions with the Local Authorities have considered a strategy for providing high quality and high frequency public transport services for the development area. WCC have a desire to achieve bus services with an ultimate frequency of 10 minutes. These services would loop through the site and link to Redditch and Bromsgrove town centres (and railway stations). All new dwellings would be located within 250m of a bus stop



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with the bus stop infrastructure reflecting the County Council's "Gold Standard". These bus services would offer significant benefits to residents in Webheath, particularly those located closest to the development area. The precise routing of the services will be a matter for detailed consideration as the masterplanning for the area progresses.

- 3.2 As the development area is likely to come forward in 3 phases the initial bus services will pass through Phase 1 which will be the area immediately to the west of Foxlydiate Lane. The initial frequency may be longer than the desired ultimate frequency of 10 minutes but these initial services will, in all likelihood, be extensions to and/or improvements of the existing services through Webheath with knock-on benefits to Webheath residents.

#### 4.0 WALKING AND CYCLING

- 4.1 The site is well located for connections to local facilities by walking and cycling. The A448 Bromsgrove Highway does not present a particular barrier to walking and cycling trips due to the presence of subways and footbridges. Existing primary schools, nursery schools, convenience shops etc are all within convenient distances.
- 4.2 The development of the site is likely to include supporting infrastructure such as a local school, district centre, nursery etc. Careful planning of the development could result in these facilities being located towards the eastern boundary which would then benefit the existing residents in Webheath.
- 4.3 The intention for the site would be to achieve a "walkable neighbourhood" as advocated by Section 4.4 of *Manual for Streets*. The aim is to provide a range of facilities within 10 minutes (800m) walk distance of residential areas which would be comfortably reached on foot. The area is crossed by a number of public rights of way which will assist in achieving this aim.



- 4.4 The development will secure significant improvements to the existing and proposed cycle network as set out in the Councils' "Infrastructure Delivery Plans".

## **5.0 TRAFFIC IMPACT**

- 5.1 Further detailed traffic modelling work will be commissioned from Halcrow via Worcestershire County Council. This work will enable assessments to be undertaken of the impact of the various phases of the development on key junctions such as the Foxlydiate junction on the A448. From junction assessment work carried out previously it is understood the traffic generation from a large proportion of the required dwellings can be accommodated through the existing junction configuration on the A448. Slight reconfiguration may be required of the existing junction to accommodate the entire numbers of dwellings and we are confident there is sufficient land and highway land to accommodate this.
- 5.2 The previous junction assessments included an assumption that the link road through the site would alleviate traffic pressures on Foxlydiate Lane and Birchfield Road, to the extent that the modelling assumed that 50% of the existing peak hour traffic on Foxlydiate Lane would divert onto the new link road. This is an issue that the highway authority is keen to secure as part of any development of the site. The inclusion of land to the south of Curr Lane within the development area (phase 2) could have the effect of extending the benefit of the link road to the western areas of Webheath as discussed above.
- 5.3 The provision of a district centre and primary school within Phase 1 of the development will internalise a significant proportion of the AM peak trips, and to a lesser extent, the PM peak, which will reduce the overall



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“external” impact of the development traffic. Clearly, there will be a certain degree of traffic attraction from Webheath to the school but it is hoped that the location of the district centre and school at the eastern side of the development area will encourage walking and cycling in favour of car borne trips.

- 5.4 There will be a traffic impact on Webheath and current assumptions are that approximately 9% of the peak hour traffic generation will be distributed through Webheath. This equates to approximately 70 to 80 additional traffic movements in the AM peak hour for phase 1, 40 to 50 additional movements for phase 2 and 30 to 40 additional movements for phase 3. The likely build out rate for the development will be in the order of 160 units per year and so the traffic impact must be seen against an extended timeframe. Discussions will take place with the highway authority to assess what interventions may be required to ensure that any traffic impact in Webheath can take place without detriment to road safety and traffic flow. A possible approach could be to implement a strategy of “monitor and mitigate” whereby road conditions are monitored during the progression of the development with interventions employed to mitigate specific impacts as they arise.

## **6.0 SUMMARY**

- 6.1 Discussions are continuing with the Local Authorities regarding the assessment of the strategic impact of the development of the area and the sustainable transport measures that should be included. Additional traffic modelling work will be commissioned from Halcrow to enable the detailed assessment of the capacity of the Foxlydiate junction on the A448.
- 6.2 The development will deliver high quality and high frequency bus services with an ultimate target frequency of 10 minutes. These



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services will link to Redditch and Bromsgrove town centres and train stations. The routing of the services is a matter for detailed consideration at the appropriate time but it is likely that services will run through Webheath and will therefore benefit existing residents. The layout of each phase of the development will ensure that all dwellings are located within 250m of a bus stop.

- 6.3 The inclusion of a district centre and primary school within phase 1 of the development will reduce the volume of traffic leaving the boundaries of the development area. The district centre and school will be located towards the eastern part of the site and will therefore be within walking and cycling distance for Webheath residents.
- 6.4 The development will include improvements to the walking and cycling network and will respect the existing public rights of way that cross the site.