

INTRODUCTION

Whitford Road, Bromsgrove - Planning Application 13/0479

Public Exhibition on Transport matters 24th July 2013

Welcome to the Exhibition.

A planning application for up to 490 dwellings (reference 13/0479) was submitted to Bromsgrove District Council by Catesby Estates Ltd and Miller Homes Ltd. The application was registered on 3rd July 2013.

As a result of feedback from the previous public exhibition, on 16th May 2013 and following the receipt of comments from Worcestershire Highways and Bromsgrove District Council, we have been asked to consider alternative access arrangements for the site.

We are here today to consult on highways issues only.



Highway concerns at the previous consultation event mainly related to the addition of new traffic on Whitford Road. The key concerns were :-

- High traffic speeds;
- Long queues at the Kidderminster Rd junction;
- Long queues at the Rock Hill junction, and;
- Rat running to avoid the queues at Rock Hill.

These concerns have been discussed with Worcestershire County Council (WCC) highways. As a result, WCC have revised their strategy for Whitford Road and Perryfields Road to discourage traffic from using these roads to bypass the town centre. WCC have requested that this development incorporates a re-aligned section of Whitford Road which would allow the alteration of the existing road as shown on the latest plans.

The reduction of through traffic will be achieved by reducing the convenience of Whitford Road as a through route, by increasing the journey time between Kidderminster Road and Rock Hill. The increased journey time will result from :-

- Increased journey distance;
- Numerous additional junctions on the re-aligned through route;
- Traffic calming features on the re-aligned through route, and;
- Reduced traffic speed limits on the re-aligned through route.

WCC also intend to promote measures to reduce the attractiveness of Perryfields Road as a through route while increasing the attractiveness of routes through the town centre by improving junction capacities. This is to be achieved as part of other developments and WCC's Infrastructure Delivery Plan.

The character of Whitford Road will therefore be very different from what it is today with less traffic and an environment that provides for pedestrian/cycle accessibility.

The benefits offered by the highway works now proposed would not be achievable without the Whitford Road development.

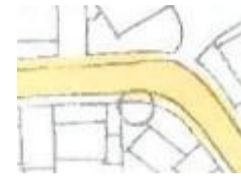




Please take the opportunity to review the new proposals.

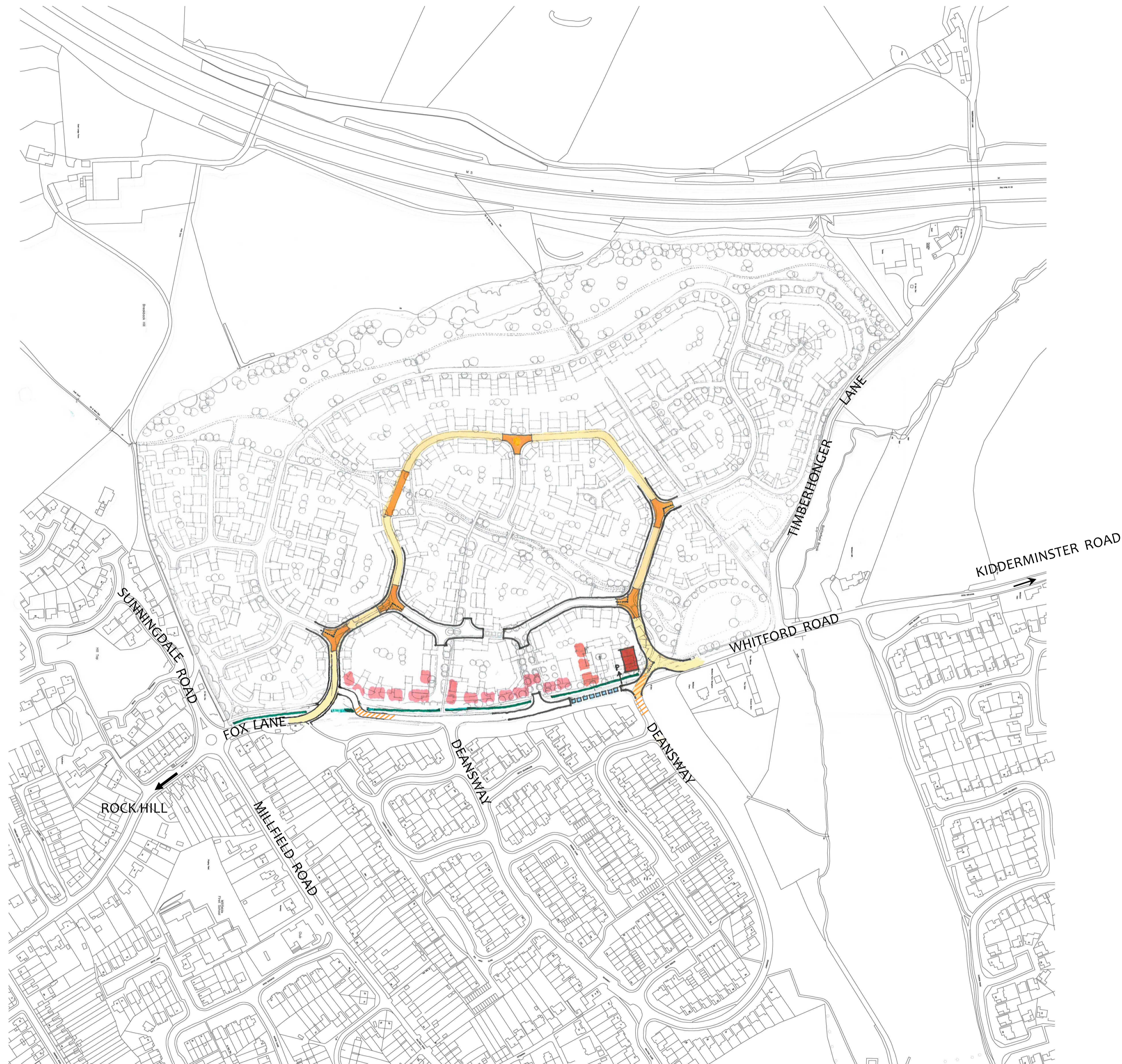
Members of the planning team are on hand to answer any questions to may have.

Thank you.

REVISED HIGHWAYS PRINCIPLES

Key:

-  Main Route/ Bus Route
-  Pedestrian/ cycleway links and emergency access only
-  Additional existing hedgerow retention
-  Potential local retail unit location
-  Frontage Properties
Direct vehicular access onto Whitford Road
-  Traffic calming features
Raised block work/change of materials
-  Possible traffic calming features to be installed



ALTERNATIVE HIGHWAYS ARRANGEMENT

Change	Benefit
Reduced traffic speed on Whitford Road.	Improved road safety.
Reduced through traffic on Whitford Road.	Less queuing at Kidderminster Road and Rock Hill.
Improvement of the Kidderminster Road junction (approved in principle by WCC).	Reduced queuing at Kidderminster Road.
Realignment of Whitford Road.	Moving traffic away from existing residential properties backing onto Whitford Road.



Key:

-  Existing Landscaping
-  Proposed Surface Water Detention Basins
-  Proposed Public Open Space
-  Proposed Landscaping
-  Local Retail Unit
-  Residential Dwellings (Up to 490)
-  Existing Properties Adjacent to Site

Please note this masterplan is indicative

SUMMARY AND NEXT STEPS

Thank you for taking the time to review the amended transport principles.

Following a review and analysis of your comments, we will prepare a formal submission to Bromsgrove District Council seeking to amend the planning application (reference 13/0479).

We have agreed with the District Council that the formal process of consultation on the planning application will not commence until the revised submission is made.

It would be helpful to us if you can please fill in a comments form and place it in the box provided.

Alternatively, take a copy with you and send it through the post to the address shown on the form or by email to louisa.cusdin@framptons-planning.com

Please be assured that you will be given the opportunity to formally comment on these proposals at the stage Bromsgrove District Council undertakes it's statutory consultation process on planning application 13/0479.

Thank you for your attendance at this exhibition