Divisions: Witney North & East

CABINET MEMBER FOR ENVIRONMENT- 3 SEPTEMBER 2015

PROPOSED ZEBRA CROSSING - BRIDGE STREET, WITNEY

Report by Deputy Director for Environment & Economy (Commercial)

Introduction

1. This report considers responses to a re-consultation for a proposed zebra crossing on Bridge Street, Witney.

Background

- At the meeting on 9 October 2014 approval was given to the implementation of a zebra crossing on Bridge Street, Witney at a location north of the mid-point, towards the West End mini roundabout. A copy of that report, which includes background information on local and town-wide traffic matters, is attached at Annex 1.
- 3. The location of the crossing proposed in 2014 was considered to be on a desire line from the new residential area on the southeast of Bridge Street to shops and services on the northwest side. The crossing and associated zigzag markings would not have removed any daytime parking spaces but would remove the opportunity to park in the evening and on Sunday over a length of approximately 40m on either side of the road.
- 4. Following the October 2014 decision, an approach was made by County Councillor Langridge and a number of residents of Bridge Street who live close to proposed zebra, asking for the location to be reviewed, based on loss of parking and potential increase to pollution in area already recognised as having poor air quality, and for an alternative location to be considered, namely the existing uncontrolled crossing close to the Mill Street roundabout at the southwest end of Bridge Street. Officers agreed to establish whether a crossing in this location would be feasible, and if so, to carry out a further consultation on the revised location. Initial design work has established that a crossing in the location shown at Annex 2 can be introduced and a formal consultation has been carried out.

Consultation

5. In July 2015 a statutory consultation took place on the proposed new location. As part of the consultation the Council wrote to local residents and businesses affected by the proposal and public notices were displayed on site. A total of 34 responses were received with thirteen objections and eighteen letters in support of the new location. A summary of the responses is attached at Annex 3 and copies of all the responses are available in the Members' Resources Room.

- 6. The majority of the objections were not objecting to the provision of a zebra crossing but rather to the location now being proposed as it was felt that the original location was the correct one. The letters in support of the new location were principally from those who were opposed to the original location, but also included residents of Mill Lane and High Street who had not commented on the first proposal.
- 7. West Oxfordshire District Council support the revised proposal as it was felt that the openness of the River Windrush would help disperse any pollution, although they did raise concerns about the proximity of the crossing to the roundabout and its potential impact on traffic flow. Witney Town Council also support the new location for the crossing. No responses were received from the Emergency Services

Conclusion

8. Both the proposals have generated objections and letters of support. The original proposal would provide a crossing close to a number of businesses located in or close to the central part of the street but would restrict evening and weekend parking for some residents and potentially worsen the existing air quality. The revised location enhances an existing informal crossing rather than providing a completely new one, but has no effect on parking and should have less impact on air quality. On balance it is considered that the revised location will better meet the overall needs of the area.

Financial and Staff Implications (including Revenue)

9. The cost of the proposed work will approximately £50k including fees and will be funded by \$106 developer monies.

RECOMMENDATION

10. The Cabinet Member for Environment is RECOMMENDED to approve the proposed zebra crossing on Bridge Street at its revised location.

MARK KEMP

Deputy Director for Environment & Economy (Commercial)

Background papers: Consultation documentation

Bridge Street, Witney - Scheme Appraisal Report

Consultation Responses

Complementary Traffic Measures Study

Contact Officers: Paul Durham 01865 815803

August 2015

Divisions: Witney North & East

CABINET MEMBER FOR ENVIRONMENT- 9 OCTOBER 2014

PROPOSED ZEBRA CROSSING - BRIDGE STREET, WITNEY

Report by Deputy Director for Environment & Economy (Commercial)

Introduction

1. This report considers responses to a consultation for a proposed zebra crossing on Bridge Street, Witney.

Background

- 2. Bridge Street provides a link between Witney Town Centre and the residential areas in the north and east of the town. It also provides links from these residential areas to health, education and leisure facilities, as well as job opportunities. Bridge Street has footways on both sides which generally vary in width between 2m and 3m, although there are pinch points on both sides which narrow the footway width to less than 1m in places. There are no formal crossing points in terms of signal controlled or zebra crossings on Bridge Street.
- 3. In 2004 a public consultation on the design for a pelican crossing on Bridge Street was held. The responses to the consultation were presented, at that time, to the Witney Integrated Transport Strategy steering group, the members of which agreed not to proceed with the installation of the crossing. Since 2004 further housing development has been built in the vicinity of Bridge Street and new residents have persistently lobbied for a pedestrian crossing. The current Witney Area Transport Strategy within the Local Transport Plan includes policy WIT6 of "Improving conditions for pedestrians and cyclists in Bridge Street and the town centre".
- 4. The Transport Infrastructure Strategy for Witney was agreed by County Council Cabinet in March 2013. This recognises that the Shores Green A40 west facing slip roads scheme will need to progress before any whole scale traffic management improvements at Bridge Street or in the town centre can be delivered. However, it is now felt that, as an interim measure, the introduction of a formal crossing point in Bridge Street can be progressed to improve conditions for pedestrians, and that such a crossing will have a negligible impact on the existing level of road congestion, whilst significantly improving the level of pedestrian infrastructure in Bridge Street. A zebra (rather than a signalised "puffin") crossing is proposed as this type of crossing is less disruptive to traffic flows when the number of pedestrians wishing to cross is not high.

in Bridge Street it is a timely opportunity to revisit the type of crossing, design and location and subsequently hold this 2014 public consultation.

- 5. As developer funding has been identified to implement a pedestrian crossing in Bridge Street it is a timely opportunity to revisit the type of crossing, design and location and subsequently hold this 2014 public consultation.
- 6. The location of the proposed crossing is on a desire line from the new residential area on the south of Bridge Street to shops and services on the north side. The scheme also includes a short span of pavement widening, making the environment slightly better for pedestrians. The crossing and associated zig-zag markings do not remove any daytime parking spaces; however they will remove the opportunity to park in the evening and on Sunday over a length of approximately 40m on either side of the road.
- 7. Plans showing the proposed crossing location are at Annex 1 and 2.

Consultation

- 8. In July 2014 a statutory consultation took place on the proposal. As part of the consultation the Council wrote to local residents and businesses affected by the proposal and public notices were displayed on site. Forty seven responses were received of which thirty two supported the crossing, one response included a four hundred signature petition. Of the fifteen objectors most were residents or businesses located on Bridge Street. The issues raised are summarised below (copies of all the responses are available in the Members Resource Room).
- 9. County Councillor Richard Langridge objects to the proposal on the grounds of increased pollution and strong local opposition. The Police do not object to the crossing and the Town Council" s Planning and Development Committee fully supports the proposal.
- 10. Whilst fully supportive of the provision of new and improved pedestrian and cycle linkages, West Oxfordshire District Council has strong reservations about this particular proposal. They state that Bridge Street suffers from significant traffic congestion at peak times and as a result is a designated Air Quality Management Area. Although there are a number of planned measures to help reduce the flow of traffic in this area including Shores Green and the West End Link these are long-term and will take some time to bring forward. In their absence, Bridge Street will continue to take a large number of daily traffic movements. As such, the provision of a pedestrian crossing in the suggested location is likely to cause a significant backlog of traffic at peak times, thereby exacerbating the current air quality concerns and also raising potential safety concerns as vehicles suddenly come to a halt to allow pedestrians to cross. Until the wider strategic measures to reduce traffic flows in Bridge Street are

introduced, the District Council is likely to raise concerns in relation to the provision of new pedestrian crossing facilities in this location.

- 11. Other concerns raised by objectors are that the crossing will prohibit deliveries to local businesses and prevent customer parking; will increase in property values.
- 12. In response, it is acknowledged that some kerbspace for loading and evening/Sunday parking will be lost as a result of the zebra crossing, but not all businesses in Bridge Street will be directly affected. However, the loss of parking will only be over a distance of 40 metres so there will only be a small additional walk required.
- 13. With regard to air and noise pollution, during peak times it is unlikely that any increase in pollution will be noticed, as traffic movement at these times is already stop-start. Although the concerns over the impact on property values are noted, this is not considered a material concern, mindful that pedestrian crossings are routinely provided in urban areas adjacent to housing.

Financial and Staff Implications (including Revenue)

14. The cost of the proposed work will be approximately £50k including fees funded by \$106 developer monies.

RECOMMENDATION

15. The Cabinet Member for Environment is RECOMMENDED to approve the proposed zebra crossing on Bridge Street as advertised and set out in this report.

MARK KEMP

Deputy Director for Environment & Economy (Commercial)

Background papers: Consultation documentation

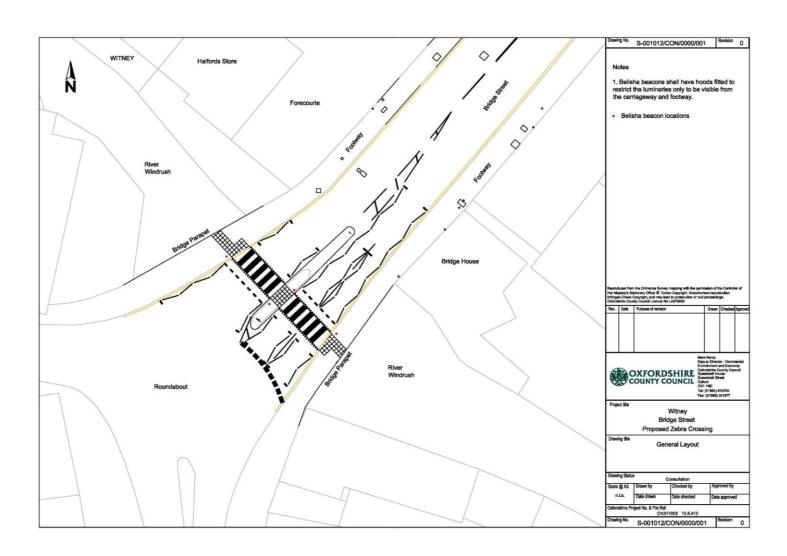
Bridge Street, Witney - Scheme Appraisal Report

Consultation Responses

Complementary Traffic Measures Study

Contact Officers: Jim Daughton 01865 815803

September 2014



RESPONSES TO CONSULTATION

RESPONDANT	COMMENT
West Oxfordshire District Council	Welcome the decision to move away from the originally proposed location, and the latest proposal represent a sensible compromise between the need to facilitate the movement of pedestrians with the need to maintain the flow of vehicular traffic along Bridge Street.
Witney Town Council	Witney Town Council supports the revised location
Sustainable Witney	Sustainable Witney is strongly in favour of the zebra crossing that was proposed last year (2014) located by the newsagent shop, and is therefore opposed to the crossing being sited on the bridge instead. We have assessed the crossing by the newsagent to be more useful to more people than the crossing that is being proposed on the bridge itself. People walking the length of Bridge Street as part of their journey will not care where along the street the crossing is located, however, people whose (potential) walking journeys do not include the south western end of Bridge Street will be far less likely to detour to use it because the distance there and back is so much greater. This will not encourage people to walk nor will it serve the people who have been calling for a crossing located at the north eastern end of Bridge Street. Has any positive effect of a crossing on house prices been evaluated? We are also sceptical of claims that air quality in the street will become markedly poorer. Has this been evaluated? Why are queues already caused by deliveries etc deemed
Resident (Bridge Street)	The zebra crossing on Bridge Street needs to go in its originally agreed position between Relics and the newsagents. In this position it is where most pedestrians try to cross, where most accidents have occurred in the past and where there is no island in the middle of the road

Resident (Otters Court)	Resident objects the proposed location in favour of the original location
Resident (The Willows)	Resident objects the proposed location in favour of the original location
Business (Bridge St)	Was disappointed to hear that the zebra crossing that was approved to go on the eastern section of Bridge Street near Relics is now being moved to the other end outside Halfords. As a local resident who regularly walks into town from my home just off of Woodgreen I do find it scary to cross the road at times especially when I do not need to go as far into town as near Halfords. As a driver it is also frightening as people cross outside of Relics and I remember a lady being knocked down recently there due to a lack of crossing. As a driver I also worry about those crossing the road not looking properly or stumbling and an accident occurring; this could not only cause harm to a person but also put a standstill to traffic at that area of the town.
	The crossing is urgently needed at the Relics end of Bridge Street because here most people cross to go to the gym, dance studios, houses, pub and care home. There are no traffic islands to slow cars down and assist with crossing and past accidents demonstrate how dangerous this section of road is to pedestrians. I am therefore requesting that the crossing is to be placed in the original proposed spot at the eastern end of Bridge Street.
Business (Bridge St)	I am getting in touch with you regarding the recent idea to move the planned zebra crossing on Bridge Street to a new position near to Halfords. This is a complete waste of time for all our members who need to have it much further up the street in order to make use of it. The majority of people who attempt to cross the road currently aim to do it somewhere between Relics shop and Costcutters. To move it as far along as Halfords would render it useless. Please will you reconsider
Business (Bridge St)	Your letter regarding the proposed location of the zebra crossing on Bridge Street in Witney was forwarded to me as I rent an office on Bridge Street. I must say the location seems to be in completely the wrong place. The crossing by Halfords is easy to get over as it has an island in the middle. It is the other end of Bridge Street that needs a crossing by
	The Old Court Inn. This is where most people cross and it has no island to help. As I walk to work from West End where I live I try and cross this road most days and it is both difficult and dangerous. A

	crossing somewhere between The Old Court in and the small shop would be ideal.
Business (Bridge St)	I understand the proposed siting of a pedestrian crossing is to be further down towards the town. I feel this is totally in the wrong place, the crossing in needed towards West End part of Witney, ideally by the newsagents. Students of mine, including teenagers, cross here to get to my yoga studio. I have seen many people try to cross at this part of Bridge Street, so is clearly needed. I would certainly use the newsagents more if I could cross the road safely, but do not.
	I sincerely hope that a suitable siting of the crossing can be made before someone gets injured.
Business (Bridge St)	Further to the proposed location of the pedestrian crossing on Bridge Street. I believe this is not the best position for the following reasons.
	Most of the pedestrian traffic is at the east end of the street. It includes people going to Pirate Fitness which has over 500 members. It includes people taking their children to Jill Stews school of dance. Both these groups of people enter Bridge Street Mills via the road opposite the Court Inn which is at the east end of Bridge Street. Also this road is used by pedestrians from Aquarius housing estate as well as the staff from Mill House nursing home the nursing home on the Aquarius site.
	Also people who go to the Court Inn will also cross on the east end of Bridge Street. In fact all the facilities that pedestrians are likely to walk to are at the east end. It therefore makes no sense to put the pedestrian crossing at the west end of this road. Indeed at this position there are already two traffic islands on either side of the round about which makes crossing their much safer.
	The danger spot is both where there is most pedestrian activity and where there is no traffic island in the centre of the road and this is at the east end of Bridge street.
Resident (Bridge Street)	Thank you for your consultation letter dated 29th June 2015 and for the opportunity to comment. I totally approve of the crossing being between the news agents and Otters Ct. This is where the majority of pedestrians cross in their hundreds daily, myself included. Aquarius is a fairly big estate and the Bridge Street shop is the nearest around and is a convenience store not just a new agents.
	Lots of people cross to the shop all day long. I suspect most people who have objected live on the newsagent's side of the street as they or their children would have little need to cross the road. Parking

	is also on their side. I can see why they would not want a crossing 'In their back yard'. Easier to object when you have no personal need for it.
	I was so pleased that the long fought battle for the crossing was finally happening but I must say the proposed location seems like spending council budget for the sake of it. There is already an island there which makes it relatively easy to cross. Right by a roundabout doesn't seem a great idea and the location is not really to serve the people of Bridge Street which i understood was the original idea.
	Please please for safety and quality of life move it back to where it is really needed. I suspect at this stage of consultation the opportunity to comment is a formality and the location is decided, but I hope not.
Resident (Bridge Street)	I am responding to your letter of 29th June re the above matter.
	Very disappointed that opposition has forced this change to the potential location. As a resident and a motorist, I (and my family) believe that the proposed new location will cause more problems than it solves. The scenario of potential further back up of traffic on the roundabout, and onto Mill Street will worsen (it's already quite bad during busy periods), and traffic gridlock along the approach to Bridge Street from Witney will only become worse. In addition, you then have to consider how pedestrians who have been given a way to cross Bridge Street then have to dodge traffic to cross Mill Street! I can't in all honesty, lend our support to this watered-down and potentially less desirable alternative. A roundabout is, after all, supposed to assist in the flow of traffic.
	The original proposal for a crossing fairly central in Bridge street would have been welcomed, seemed a very good solution, and would have been far less likely to cause traffic backing up on the roundabout and approaching streets; I cannot see how this is going to improve anyone's lot. There is also, a controlled crossing already a little further up near the junction with Witan Way.
	Not for me to speculate, but at some point, someone needs to come up with a better solution to reduce the intolerable traffic volume in Bridge Street, which starts at 6am and continues virtually unabated until late at night.
Resident (Bridge Street)	Regarding the proposed zebra crossing at the River Windrush on Bridge Street I believe that the

existence of a zebra crossing at this point will increase the risk of motor vehicle shunt accidents on the NW side of the crossing. At present pedestrians can cross the road safely in two parts stopping at the central reservation. This enables them to have opportunity to cross the road only when there is no traffic coming. This naturally makes pedestrians take care and give way to oncoming vehicles.

If you introduce a zebra crossing this will encourage some pedestrians to consider that they have a right over oncoming vehicles from the High Street or the Burford Road and may step out in front of oncoming vehicles. This will mean that vehicles that have just accelerated from the High Street or the Burford Road may have to suddenly brake and stop to allow pedestrians to pass. Due to the proximity of the proposed zebra crossing to the roundabout, I predict that this sudden braking may cause more rear shunt accidents on the NW side of the crossing.

I live nearby and I know that the volume of pedestrians crossing the road at this point is not large. The expenditure of the zebra crossing at this point may not be justified. The NW side of the crossing tends to be single file traffic. The SE side of the proposed crossing involves two marked lanes of traffic approaching the roundabout. There is therefore an additional risk of accidents of pedestrians being hit by overtaking vehicles in the second lane.

I would prefer the Council to consider a better location for a zebra crossing on Bridge Street where there is a greater need for protection of pedestrians and a higher volume of people crossing Bridge Street. There is a much larger number of pedestrians who wish to cross Bridge Street at the Old Court Hotel end - because of the location of the S1/S2 etc bus stop. This is a very dangerous crossing point for pedestrians who wish to cross to the NW side of Bridge Street or to go up West End after alighting from the bus from Oxford.

A zebra crossing at this point may cause temporary hold ups to traffic on the double roundabout but the problem of rear shunts will not be as much as at the other end of Bridge Street because of the lower speed of traffic on the double roundabout. It will also have the added advantage of assisting pedestrians to walk from the NW side of Bridge Street to the S1/S2 bus stop (in the Oxford direction). They can use the zebra crossing and then cross the Oxford Hill road where there is a central reservation. At present such pedestrians tend to cross West End and then cross again at the very dangerous corner at the

	bottom of the hill from the Long Hanborough road. This is not a safe crossing point.
Resident (Bridge Street)	I write as a concerned tenant of Bridge Street Mills about the proposed Zebra crossing in Bridge Street, Witney
	My understanding was that this was pencilled in for the location where this needs to be, i.e. at the east end of bridge street near the Newsagents. Now this appears to have been moved to the entirely pointless location of near Halfords where it is relatively safe to cross anyway due to the slow nature of the traffic on the roundabout and also the fact there is an island in the middle of the road anyway! Indeed if I go to the newsagents I actually walk down to that very location to cross because it is entirely safe as it stands anyway. There is also a pedestrian crossing a little further down where the traffic lights are.
	The crossing needs to be at the east end where most of the on foot activity takes place (dance school, gym, nursing home etc). From my recollection also, there have been a few accidents at the east end due to people crossing. I believe an old lady broke her leg once. If the crossing is all the way up towards Halfords these accidents will continue and further injuries may occur.
	Please reconsider this location, I'm sure I'm not the only person who has these views and I would hate to think that money is being wasted here on something which nobody actually wants/needs.
Resident (The Willows)	Objecting to lack of explanation why the original location has been dropped
Resident (Mill Street)	The proposed zebra crossing is in the best location for crossing in an easily accessible place on Bridge Street. A lot better than the previous proposed location. I am a resident in Mill Street and a controlled crossing nearby would be very useful for crossing Bridge Street. I would have no objections for its installation.
Resident (Farmers Close)	Supports the zebra crossing due to the difficulty in crossing the road
Resident (Bridge Street)	Strongly supports the new location.
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Resident (Bridge Street)	Thank you for all the hard work that was needed in looking into the re-siting of the zebra crossing . The O.C.C. is to be congratulated for listening to residents and using their common sense in this matter.
	So many positives, updating existing crossing as, traffic is already slowing for roundabout. Pollution the biggest reason of all will now hopefully, disperse over the river and I will get not get any extra into my home. The bridge site also has a built in refuge for pedestrians so will be much safer. Emergency vehicles of which there are many will not have the worry of stationary traffic on both sides of the road to contend with. We as residents put up with a lot of noisy rattling traffic and to lose of the tiny amount of parking was the straw that final broke the camel's back.
Resident (Bridge Street)	Thank you for rethinking the final position of the Zebra Crossing in Bridge Street, Witney. We, as residents and businesses, in Bridge Street appreciated the previous opportunity to express our concerns and this new location is an ideal compromise at a site which is already predisposed to crossing.
	Whilst concerns over pollution levels remain, the ventilation along the river will, we hope, aid the dispersal of any increase in fumes due to the crossing. Furthermore the crossing does not impinge on any overnight parking and is situated at a point where traffic is naturally slowing due to the junction. We look forward to having this resolved and implemented as soon as possible.
Resident (Riverside Gardens)	Dear Sir, thank you for advising of this proposed crossing. This is a much better solution than by the newsagents. Yes, it will probably hold up the traffic but it goes too fast at this junction anyway and will give people time to cross Mill Street from Bridge Street when going into town.
Resident (Mill Street)	Supports the crossing
Resident – no address given	Fully supports the scheme
Resident (Riverside Gardens)	I am strongly in favour of a zebra crossing on Bridge Street as shown on your map. I live in Riverside Gardens, a retirement complex. At present there is no safe place to cross in the direction of the town centre. I believe that one is urgently needed.

Resident (Bridge Street)	We are very pleased to note that the Belisha beacons will be hooded, so that the light of the beacons will be seen only from the carriageways of Bridge Street and of the streets to the east and south of the bridge, and from the adjoining footpaths. We trust that those hoods will greatly restrict the amount of light that would otherwise be visible from above the beacons.
Business (High Street)	We have received your letter this afternoon and cannot see any reason why we would be opposed to a zebra crossing at this point.
Resident (Riverside Gardens)	I am strongly in favour of a zebra crossing on Bridge Street as shown on your map. I live in Riverside Gardens, a retirement complex. At present there is no safe place to cross in the direction of the town centre. I believe that one is urgently needed.
Resident (Bridge Street)	We supported the previous location, but have listened to neighbours' concerns from the businesses on Bridge Street which would be more affected, we feel, than residents and do feel that passing trade would be discouraged from stopping and suppliers loading/unloading from these premises would still stop and pedestrians would be more at risk. We fully support the new location of the crossing on the Bridge, which would give people, mainly children walking to/from school, a safer route into the town centre. The crossing is already there, but would eliminate the Russian roulette of whether drivers will slow down sufficiently to let you cross. We do not believe it will unduly affect the flow of traffic.
Resident – no address given	Thank you for your letter regarding the crossing in Bridge St. This is the most sensible decision and should be of great help to the largest number of pedestrians, Even to those crossing from Otter's Court it will only add a few yards to their journey ,and cause no inconvenience to anyone. It will also allow a break in traffic coming from Mill Street hopefully allow people to cross more easily there.
Resident (Mill Street)	Fully supports the crossing in the new location
Resident (Riverside Gardens)	Yes I am in favour of the crossing
Business – (High Street)	Regarding the proposed crossing, I did not know there was a clamour for such a crossing, I have not noticed any particular problem crossing High or Bridge Streets. Personally, I prefer to see street signage and other clutter kept to a minimum.

	Was the previously suggested place opposite the newsagents near Relics? In which case, this seems as good as any. I would have thought that where you are now suggesting very close to the miniroundabout will rather gum up the traffic on all three streets (High, Bridge, and Mill.) Certainly the signal controlled junction with Witan Way causes very long queues.
	Personally, I would prefer people to cross where they can, which reduces the overall speed of traffic, but allows it to keep moving.
Resident (Riverside Gardens)	Not objecting but concerned the crossing will cause more congestion, would like a crossing on Mill Street