

1. Background and Vision

The Marches Local Enterprise Partnership (LEP) identified Shrewsbury as an 'urban powerhouse' and 'growth point' and therefore key to the economic well-being of Shropshire. It also acknowledges the Integrated Transport Package (ITP) as a priority project for Shropshire because of the important role transport plays in a successful economy.

To secure funding for the ITP, Shropshire Council submitted a transport business case to The Marches LEP which demonstrates how the ITP will support the delivery of long-term economic benefits and sustainable growth for Shrewsbury and the surrounding area.

The proposed ITP aligns closely with a number of national, regional and local policy documents. These include The Marches Strategic Economic Plan, Local Transport Plan, Local Development Framework, Place Plan, and regeneration plans. The strategies make it clear that transport investment should benefit all modes of transport and respect and enhance the environment. The ITP seeks to support these aims.

The core objectives of the Shrewsbury ITP are:

OB1	To contribute to economic growth; new jobs and new homes	✓
OB2	To alleviate congestion on the inner relief road; improving key junctions, and altering junction priorities	✓
OB3	To reduce the volume of traffic flows through the historic and commercial town centre	✓
OB4	To improve the reliability of journey times; for commuters and visitors travelling in and out of Shrewsbury	✓
OB5	To improve air quality in the town centre	✓
OB6	To encourage sustainable modes of transport by adding missing links to current pedestrian and cycle routes	✓
OB7	To enhance the built environment; which will promote a more positive experience and the visitor economy	✓
OB8	To improve safety for all road users, which will encourage the use of sustainable transport modes	✓

The ITP consists of a number of schemes which are described on Board 2.

The schemes proposed within the ITP have been assessed against the core objectives. The contributions of the individual schemes towards the core objectives of the ITP are shown on the summary reference tables throughout the consultation boards.



Aerial view of Shrewsbury town centre








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2. The Strategy / Purpose of Today

What is the Integrated Transport Package?

It is a package of transport measures designed to improve the transport system in Shrewsbury and stimulate a new period of sustainable economic growth within the town and the surrounding area. The proposed package includes:

-  **Key junction improvements** at Reabrook Roundabout, Meole Brace Roundabout, English Bridge Gyrotary and Coleham Head. These would involve upgrading current highway infrastructure, with the aim of reducing congestion and improving pedestrian and cycle facilities.
-  **Implementing further phases of the SCOOT* network** to improve traffic signal operation and manage traffic flows on main arterial routes. This would include new VMS (Variable Message Signage) () which would direct town centre through traffic onto the inner relief road and visitor traffic towards car parks and Park and Ride facilities.
-  **Enhancements to pedestrian and cycle links** to increase accessibility to the town centre for active and sustainable modes of transport and improve awareness of these links in Shrewsbury.
-  **Improved pedestrian wayfinding within and around the 'River Severn Loop'** to generate a highly accessible and connected town centre for pedestrians.
-  **Enhancements to the Public Realm**, such as Pride Hill () , Shrewsbury Square and Mardol to improve the public realm and highlight pedestrian facilities. This closely links to the traffic management measures.

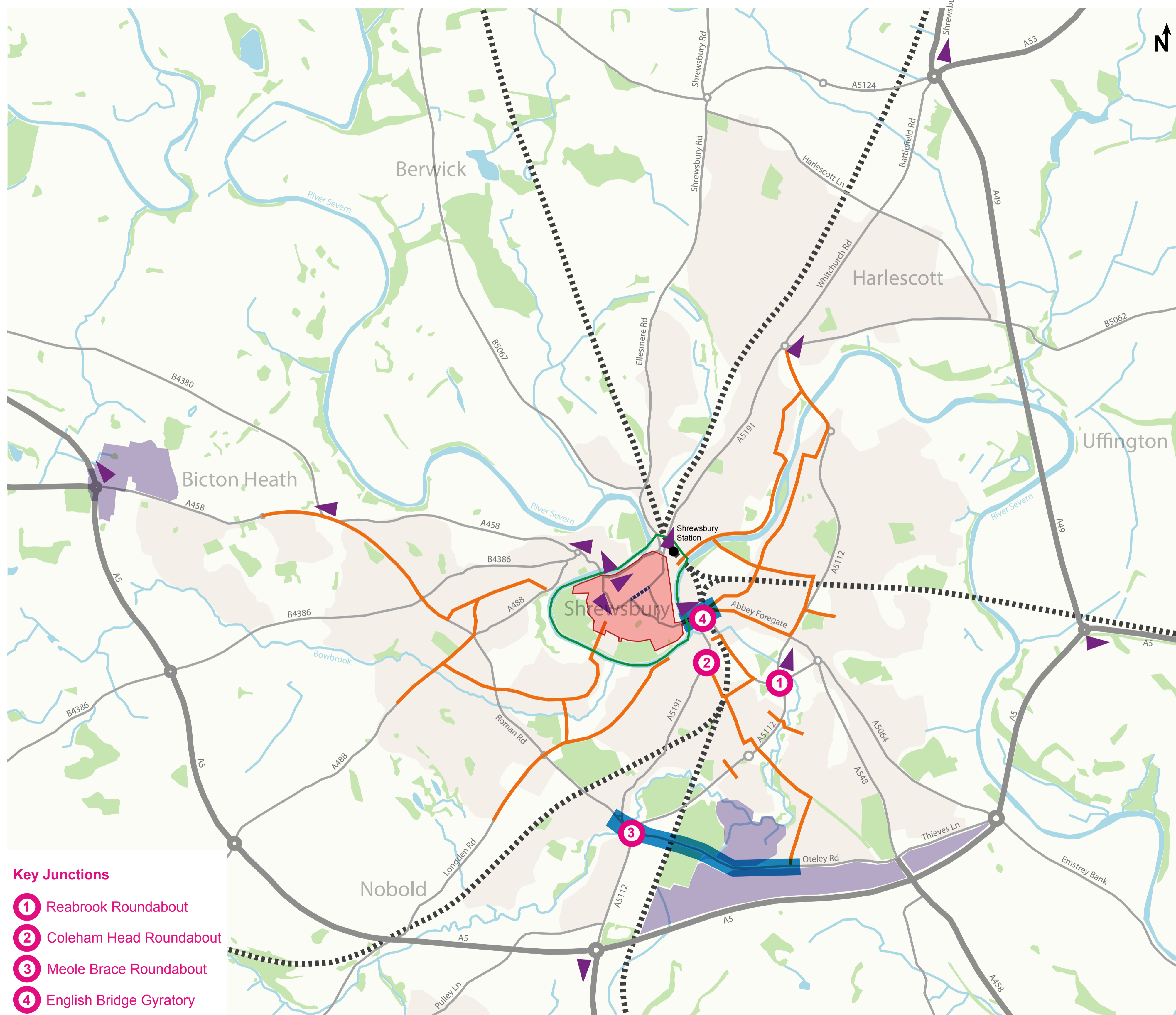
So what is today about?

Today we want to know what you think about our proposals for:

- Improved walking and cycling routes in and around Shrewsbury;
- Key junction improvements around Shrewsbury;
- Traffic management and speeds within the town centre;
- Wayfinding;
- Proposals for town centre enhancements; and
- Enhancing the street environment on Pride Hill.

What is SCOOT?

* SCOOT (Split Cycle Offset Optimisation Technique) is a technology for managing and maximising the efficiency of traffic signal junctions in urban areas.



Key Junctions

-  1 Reabrook Roundabout
-  2 Coleham Head Roundabout
-  3 Meole Brace Roundabout
-  4 English Bridge Gyrotary

Shrewsbury Integrated Transport Package

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3. What Do We Know Now?

The Outline Business Case identified the following transport problems and opportunities within Shrewsbury:

- Congestion at key junctions on the inner relief road;
- Congestion and poor air quality in the historic and commercial town centre;
- Suppressed economy;
- Cycling and walking potential;
- Accidents on key routes into the town centre; and
- Parking strategy.

Congestion at key junctions on the inner relief road

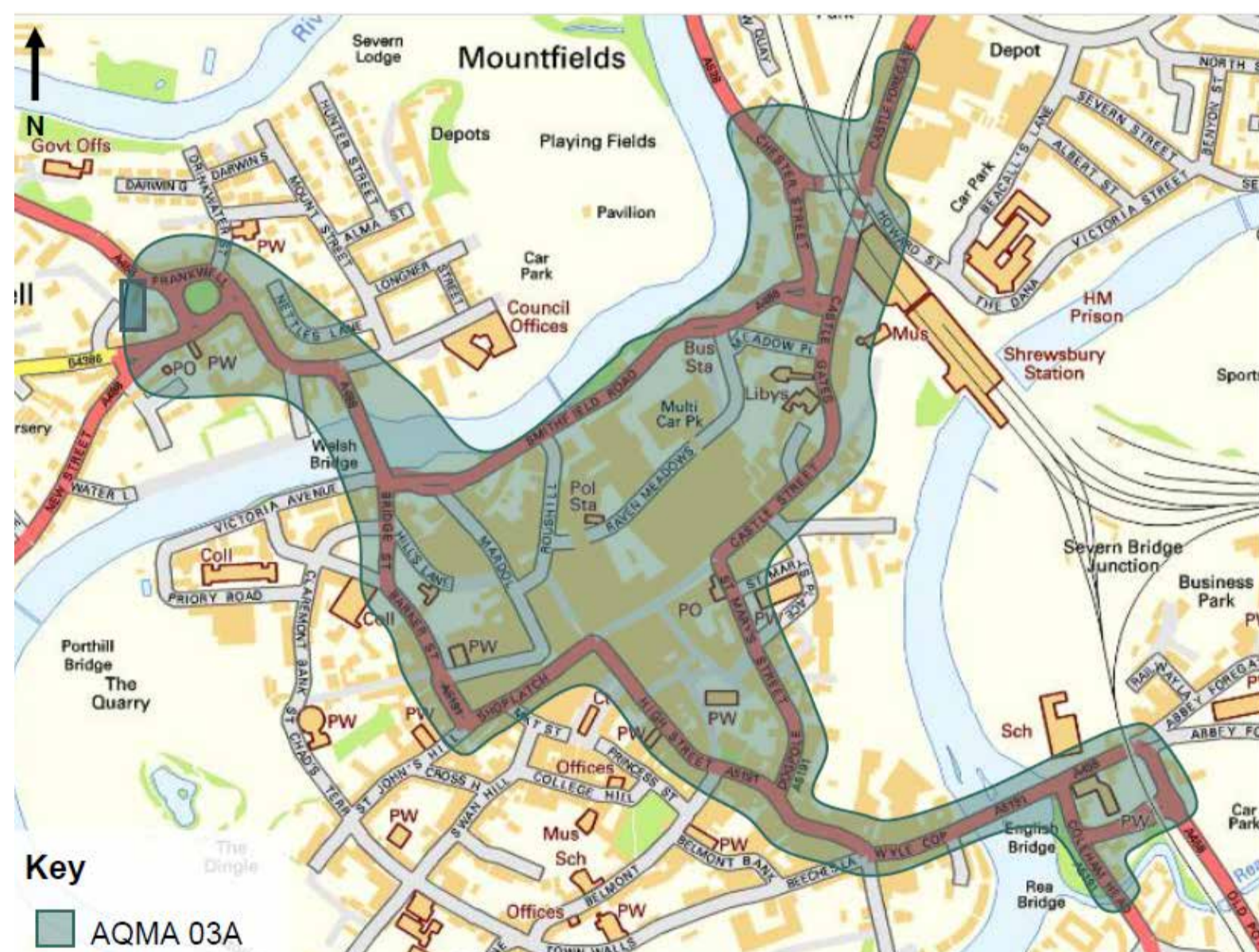
Several junctions are operating at or above their capacity to deal with the traffic flow.

Congestion and poor air quality in the historic and commercial town centre

Annual Average Daily Traffic Flows show 23,500 vehicles on the Smithfield Road corridor which is higher than the national average for this type of location.

Surveys show that 61% of all vehicles entering the town centre exit in less than 10 minutes. The majority of these are likely to be through town centre trips.

Several locations in the town centre are close to or exceeding the national objective level for Nitrogen dioxide (NO₂ 40µg/m³) which results in a poor air quality environment for pedestrians.



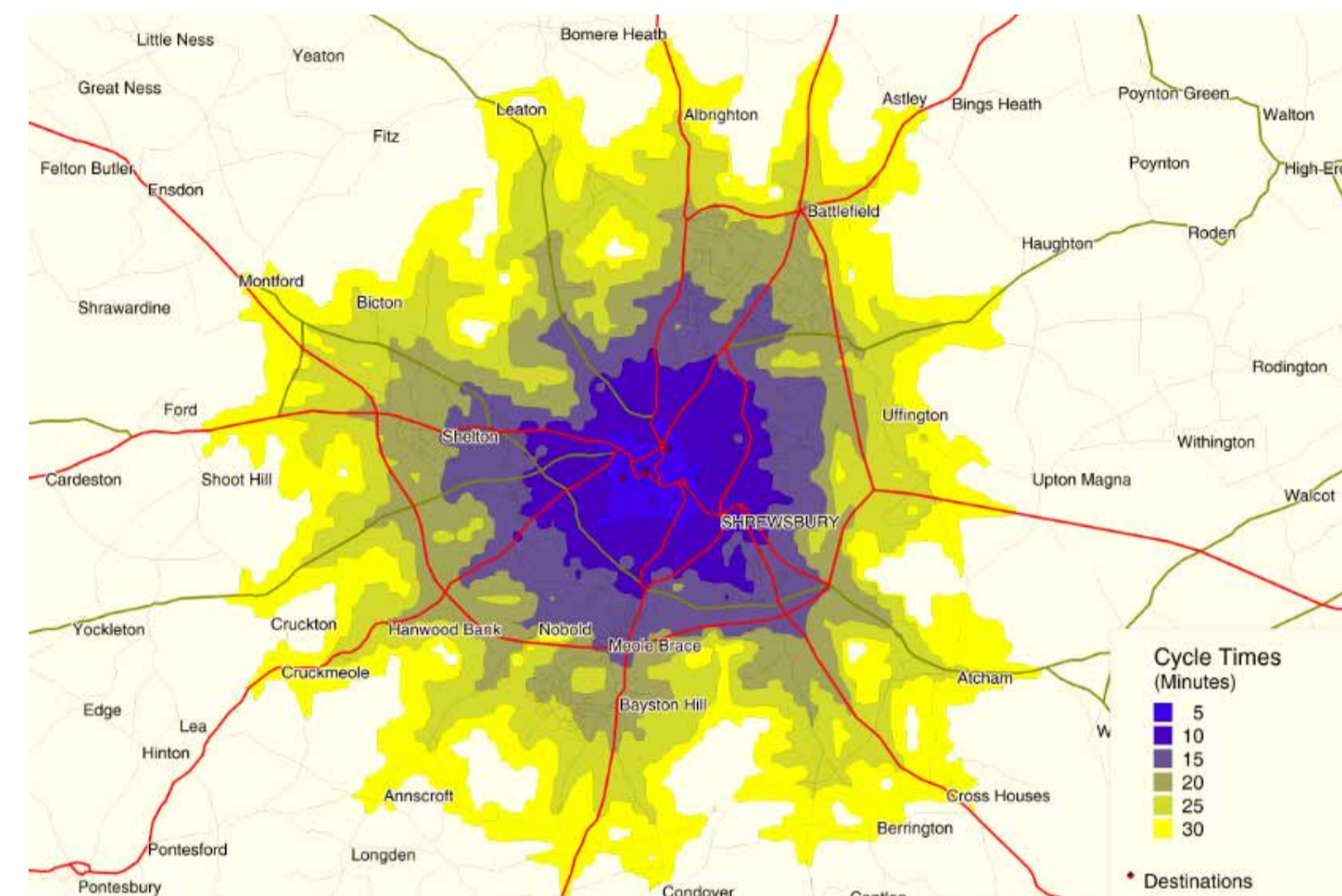
Air Quality Management Area in Shrewsbury town centre

Suppressed economy

There is a perception that Shrewsbury's town centre is underperforming in economic terms due to difficulties with transport access, the negative impacts of motor traffic crossing the town centre and due to poor directional information within the central area, particularly for visitors.

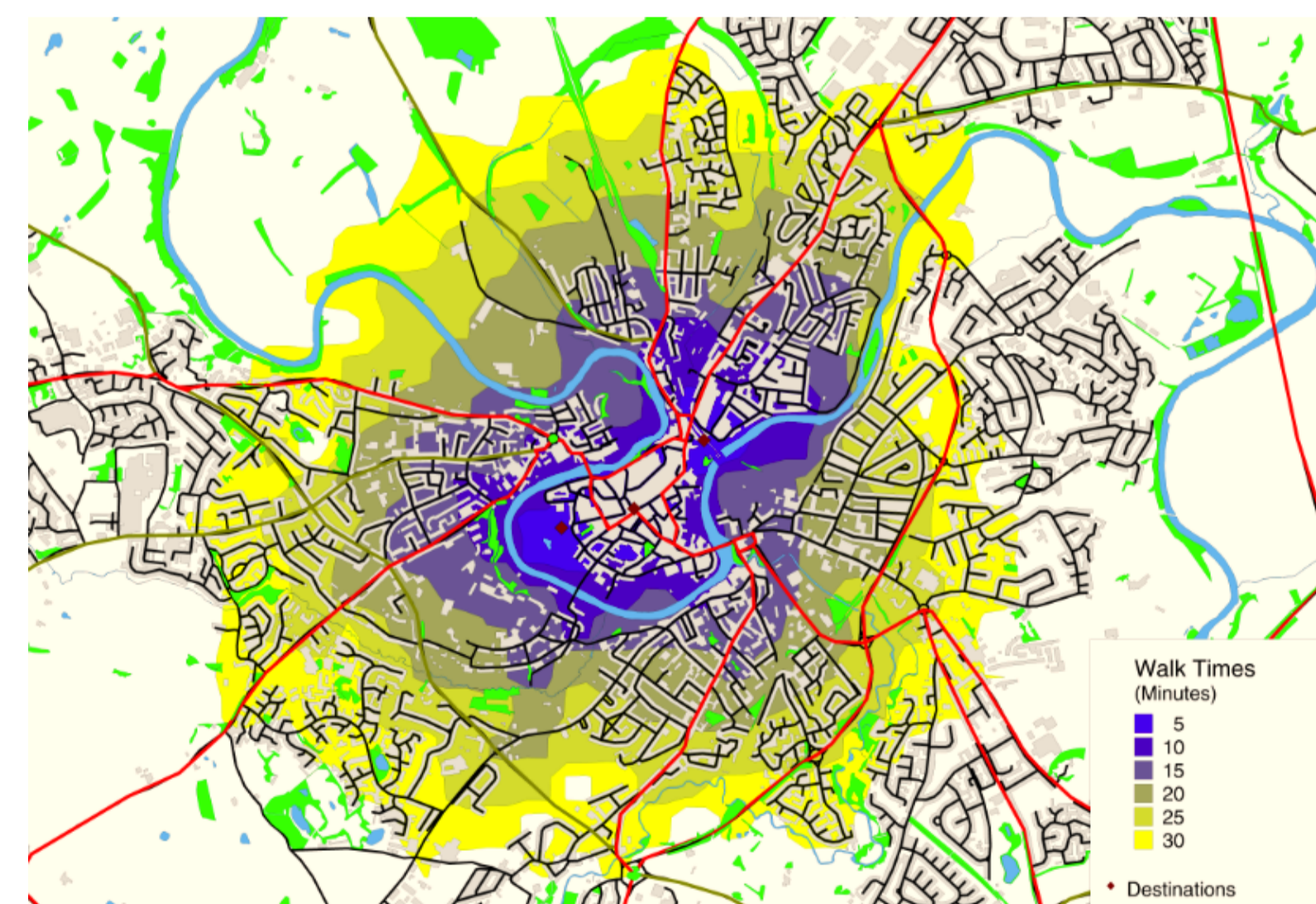
Cycling and walking potential

Given the geography, infrastructure, urban form and mix of land uses within Shrewsbury, combined with the plans for future committed developments (such as the University Masterplan), walking and cycling clearly has significant potential to increase. 57,000 residents are within a 15 minute cycling journey to the town centre and 80,000 are within 30.



Cycling Travel time

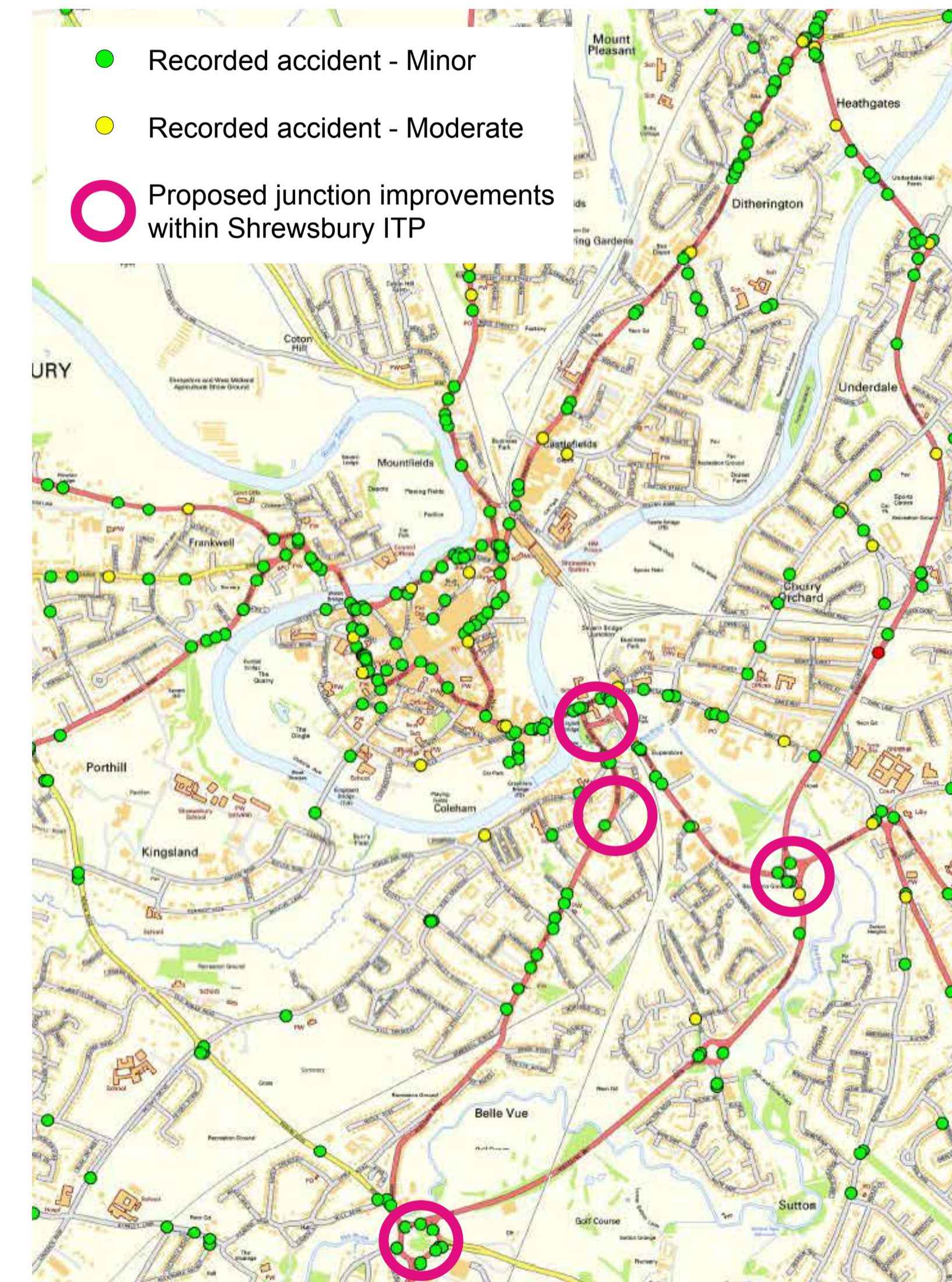
For the same journey by foot, there are nearly 12,000 residents within 15 minutes and over 37,000 residents within 30 minutes. The existing pedestrian and cycling network is good but there are significant opportunities to enhance main routes and to tackle specific barriers.



Walking Travel time

Accidents on key routes into the town centre

There were 720 accidents in the 5 year period to November 2014 on the majority of key routes into the town centre. It is evident that there are clusters at a number of locations including key junctions on the inner relief road. In the same period there were 115 collisions involving pedestrians and 126 involving cycle users, equal to 16% and 18% of all collisions, indicating that cyclist accidents are disproportionately high with respect to levels of bicycle usage in Shrewsbury.



Accident Locations

Parking strategy

Shropshire Council is developing a parking strategy that includes a series of recommendations for car parks and on-street parking within the town centre. The parking strategy for Shropshire will ensure a consistent approach to parking across the county. The availability and effective use of car parking is an important tool in managing traffic, as well as the quality of the local environment, and has a role in supporting local economic vitality. The work on the parking strategy is being carried out in parallel to the ITP and will be addressed through separate consultation.

4. Key Junctions and SCOOT

Further Phases of the SCOOT Network

- SCOOT** (Split Cycle Offset Optimisation Technique) is a technology for managing and maximising the efficiency of traffic signal junctions in urban areas.
- UTC** (Urban Traffic Control) Network
- UTMC** (Urban Transport Management & Control) is a system that allows different traffic management systems to communicate and share information to enable a road network flow to operate more efficiently.
- VMS** (Variable Message Signs) are electronic traffic signs that provide information to guide drivers within urban areas.

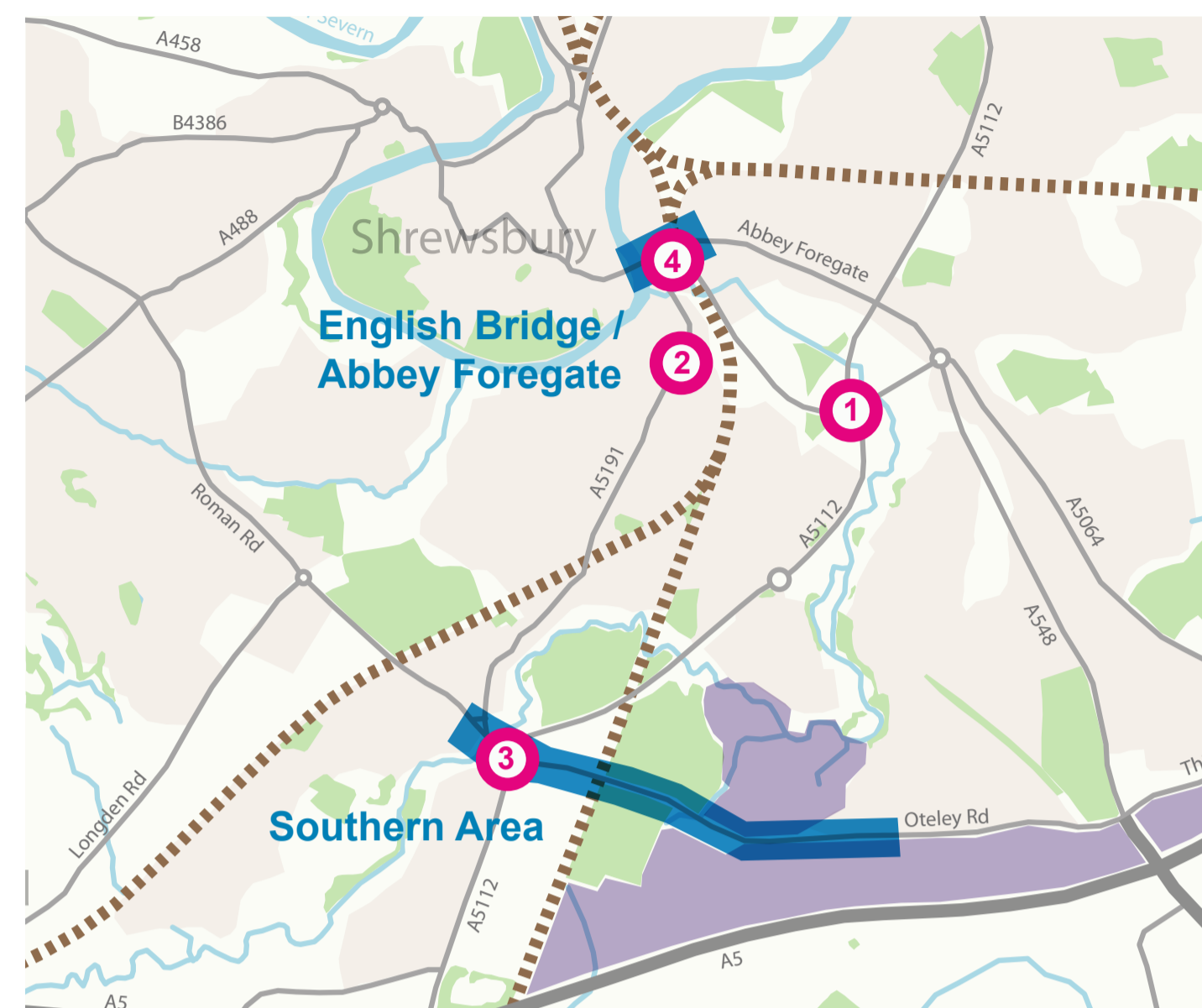
The proposed scheme will involve a further phase of the Shrewsbury SCOOT UTC network, at two locations, and link with VMS traffic and car park signing to create a UTMC system. The locations are:

English Bridge / Abbey Foregate Gyratory
This includes improving signalised pedestrian facilities, traffic signal coordination and circulation, and ties in with the public realm / traffic management improvements on English Bridge.

Southern Area (Roman Road / Oteley Road corridor)
The treatment includes signalisation improvements and the introduction of SCOOT at the following junctions:

- Sutton Grange Drive / Oteley Road / Garden Centre Access;
- Oteley Road / Shrewsbury Town Football Club Access;
- Meole Brace Roundabout; and
- Hereford Road / Roman Road.

This aligns with the proposed improvements to the junction at Meole Brace.

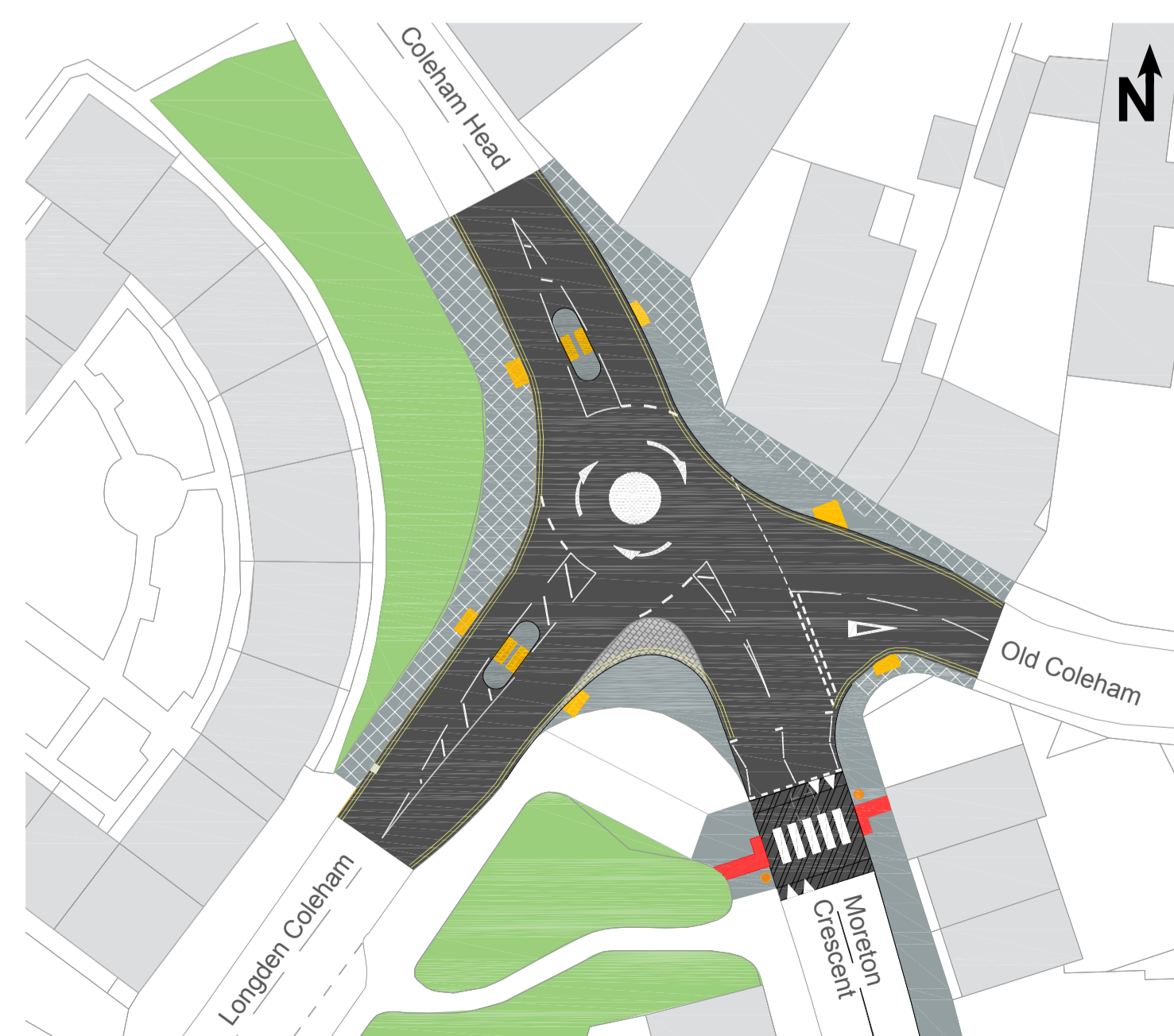


SCOOT and key junction locations

- Key:**
- Carriageway resurfacing
 - Bituminous footway
 - Existing and maintained footway
 - Vehicle overrun area in contrasting surface
 - 75mm high raised plateau incorporating zebra crossing
 - Block paving
 - Red coloured tactile paving
 - Buff coloured tactile paving
 - Proposed new/improved landscape area
 - Existing vegetation to be retained/managed



1 Reabrook Roundabout



2 Coleham Head

Key Junction Improvements

Selected junctions on the inner relief road and main links to the town centre would be upgraded to meet the traffic demand, reduce congestion and improve pedestrian and cyclist facilities. These junction include:

- 1 Reabrook Roundabout**
Approaches would be widened to increase capacity and some refuge islands enlarged to improve pedestrian facilities.
- 2 Longden Coleham / Coleham Head**
A mini-roundabout would replace the current priority junction. New raised table zebra crossing will provide priority for pedestrians.
- 3 Meole Brace Roundabout**
The existing traffic signals would be upgraded to provide controlled pedestrian and cycling facilities. A new traffic link will be created between Roman Road and the A5112 exit towards the A5. A shared-use pathway will also be created across the roundabout.
- 4 English Bridge / Abbey Foregate Gyratory (See Board 9)**
Improvements to the gyratory will tie into the public realm / traffic management improvements on English Bridge to provide an enhanced gateway into Shrewsbury.

OB1	✓
OB2	✓
OB3	✓
OB4	✓
OB5	✓
OB6	✓
OB7	✓
OB8	✓



3 Meole Brace

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5. Sustainable Commuter Corridors (SCC)

Journeys by sustainable modes of transport

Existing corridors would be improved by connecting missing links on current pedestrian and cycle routes in and around Shrewsbury. The corridor improvements would also look to maximise safety and security for all users.

A range of proposed improvements would be implemented between the town centre and residential areas to create key cycling routes, enhancing the overall experience for cyclists and pedestrians and increasing their usage.

SCC1
The improved routes would encourage cycle users from Heathgates Roundabout and encourage use of the improved parallel routes to connect with the station, the town centre and locations east of the river.

SCC2 & SCC3
The improved cycle routes would deliver better quality links between the proposed Sustainable Urban Extension sites and the town centre. The improvements will seek to increase awareness and usage of the cycle routes, reduce traffic volume and lower traffic speed.

Improved pedestrian corridors would also be delivered by improving the quality of existing subways and public footpaths on key links. This will address perceived issues associated with safety and enable pedestrians to use them throughout the year.

Together these improvements are expected to help increase the levels of active travel in Shrewsbury and thereby improve the health and well-being of the population.

Pedestrian Wayfinding

A wayfinding strategy for Shrewsbury is proposed as part of the ITP. It recognises that a methodical approach to wayfinding is the most effective tool for enhancing visitor experience. There are five main wayfinding elements:

1. Pre-journey planning
2. Arrival orientation
3. Getting around: Direction
4. Interchange planning
5. Destination finding

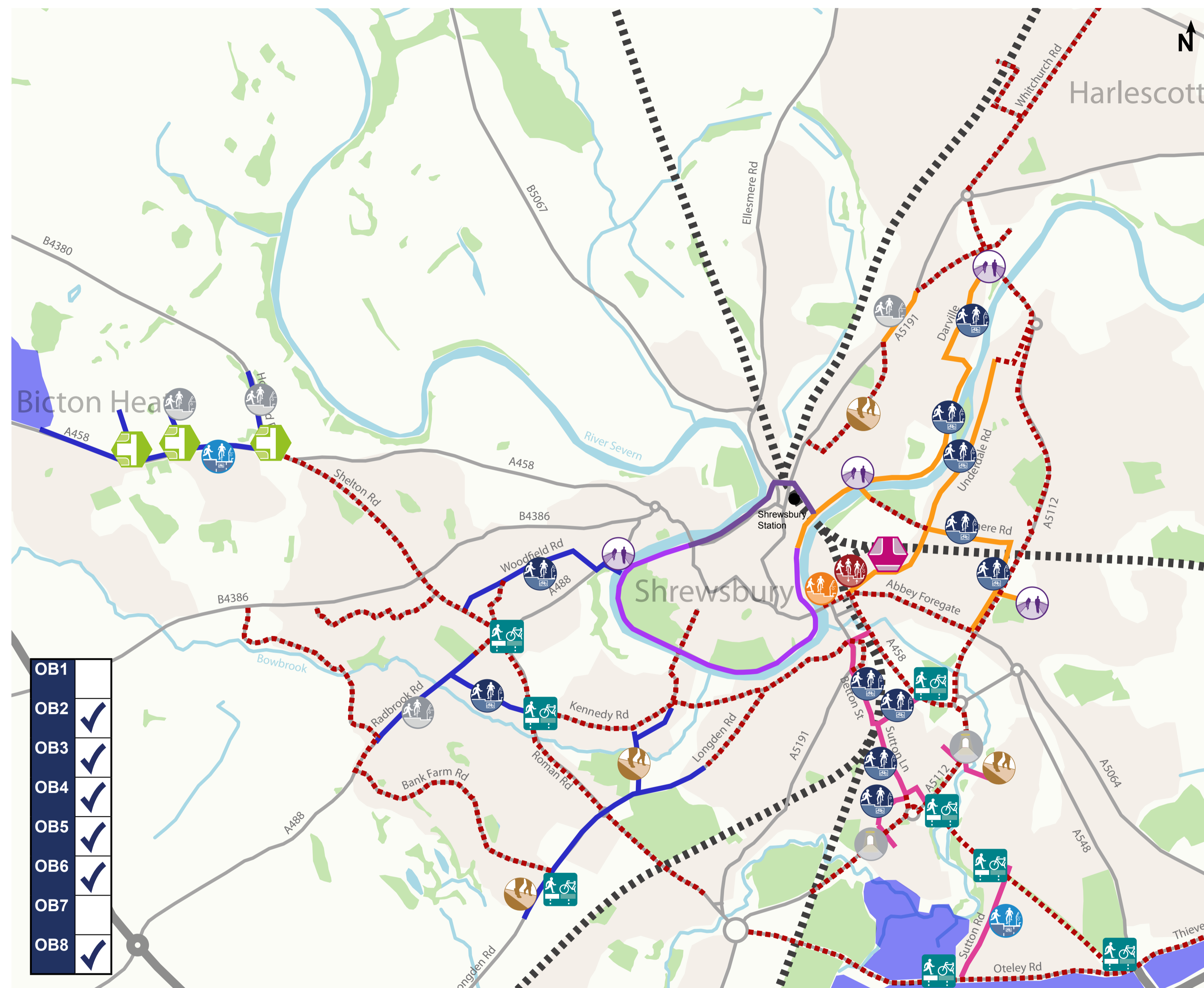
These will provide the following benefits;

- Highlight Shrewsbury's major cultural and historical assets and landmarks e.g. Shrewsbury Castle;
- Encourage a more intuitive interaction with the town; and
- Provide an enhanced walking experience for those visiting, working and living in the town.



OB1	
OB2	
OB3	
OB4	
OB5	✓
OB6	✓
OB7	✓
OB8	✓

- EXISTING**
- Existing cycle routes
- PROPOSED**
- Sustainable Commuter Corridor 1
 - Sustainable Commuter Corridor 2
 - Sustainable Commuter Corridor 3
 - River Severn Loop
 - Advisory cycle lanes: lining and signage
 - Advisory cycle lanes: cycle symbol and signage
 - Shared footway / cycleway
 - Segregated cycle track
 - Contra flow cycle track
 - Subway improvements
 - Improved shared path / bridge accessibility
 - Footway, ambience & lighting improvements
 - Crossing improvements
 - Side Road improvements: with table at junction
 - Minor junction improvements
 - Sustainable urban extension
 - Railway corridor



Shrewsbury Sustainable Commuter Corridor Interventions

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Removal of central line and include cycle lanes on both sides



Advisory cycle lane through subway



Shared footway/cycleway



Advisory cycle lane with symbol only



Advisory cycle lane with symbol only

6. Town Centre Packages

Improvements in the town centre incorporate a range of traffic management and public realm enhancements as a part of the overall ITP. The aims of these improvements closely align with the objectives for the overall package, these being to:

- Discourage through-traffic from using the town centre;
- Create a pedestrian-friendly town centre environment, with an increase in footfall;
- Reduce the number and severity of accidents;
- Promote economic vitality and attract investment; and
- Ultimately create a heightened sense of place and wellbeing.

The public realm and traffic management measures include the following:

- An extension of the existing 20mph zone to the north of the town centre;
- Interventions to discourage unnecessary through-traffic from the central shopping area and along the periphery of the town centre along Town Walls; and
- Introduction of low speed corridors within key town centre areas.

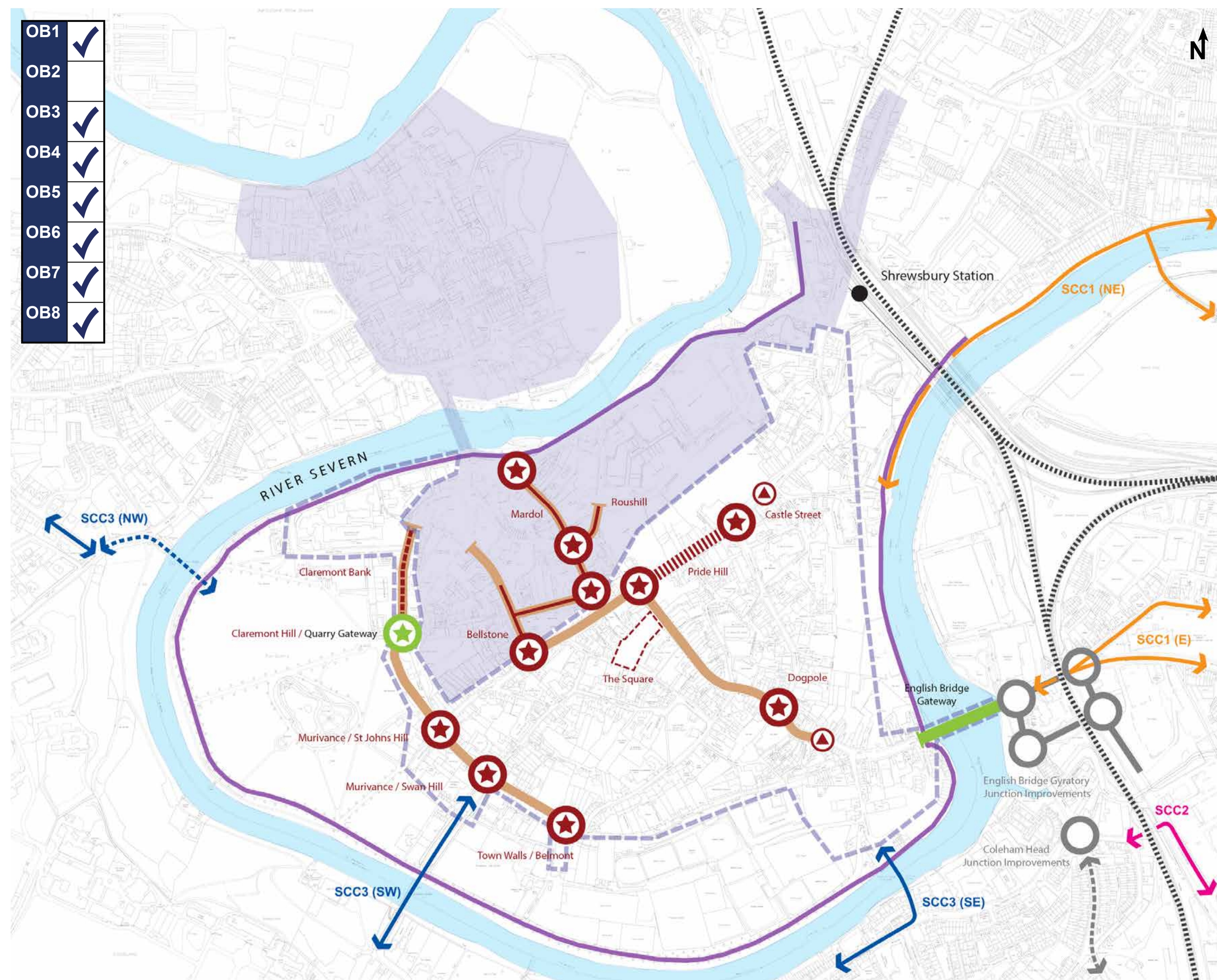
The proposed public realm improvements link with these measures and aim to make a positive and consistent change to the quality of the public realm within Shrewsbury town centre. The locations include:

- Town Centre Gateway at English Bridge / Abbey Foregate;
- "Light touch" enhancement of existing spaces at The Square;
- "High Street Style" improvements at Mardol and Roushill;
- Junction improvements at Dogpole, Town Walls / Belmont, Murivance / Swan Hill, Murivance / St. John's Hill, Murivance / Quarry and Mardol / Smithfield Road;
- Junction improvements at Bellstone / Shoplatch and Mardol / Roushill;
- College Zone at Claremont Bank; and
- Pride Hill Enhancement.

Whilst these transport measures may lead to a slight increase in journey times for those travelling through the town centre by car, it is anticipated that the town centre will become more pleasant and experience less air pollution, with safer junctions and easier road crossing.

Proposals

- Existing 20mph zone
- Proposed 20mph zone extension
- Low speed corridor
- "High Street Style" Improvements
- Pride Hill Improvements
- "College Zone" Improvements
- The Square: Proposed decluttering and enhancement opportunities
- Improvements to junctions & crossing facilities
- Improved Crossings
- Gateway setting and junction improvements across the English Bridge approach to the town centre
- Quarry gateway enhancement
- Key junction improvements (see Boards 4 & 9)
- SCC1
- SCC2
- SCC3
- River Severn Loop













Shrewsbury Town Centre Public Realm Package

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7. Town Centre Package 1: Pride Hill

LEGEND

-  Footway: Yorkstone slab paving
-  Granite setts - raised table
-  Granite sett paving - feature banding
-  Yorkstone setts
-  Pedestrian crossings: Yorkstone setts
-  Existing tree retained
-  Seating with integrated lighting
-  Single seating
-  Timber bollards
-  Red coloured tactile paving



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Pride Hill Enhancements

As the primary shopping street in the town centre, the physical upgrading of Pride Hill is key to improving the public and urban realm for Shrewsbury.

- Resurfacing of the pedestrianised area with high quality materials to reinforce the character of the street;
- Replace existing street furniture to reflect the proposed high quality finish;
- Reduced street clutter;
- Improve pedestrian connections at either end of the street;
- Emphasise key access points with the street with the use of informal banding;
- Enhance the setting of High Cross; and
- Retain the existing trees.



Artist Impression: View north east along the Pride Hill pedestrianised area towards Castle Street

8. Town Centre Package 2

The proposals will enhance a number of key town centre streets providing wider footways, new pedestrian crossing points, defining parking areas and slowing traffic. High quality materials which strengthen the character of Shrewsbury will be used. The following locations have been proposed for enhancement:

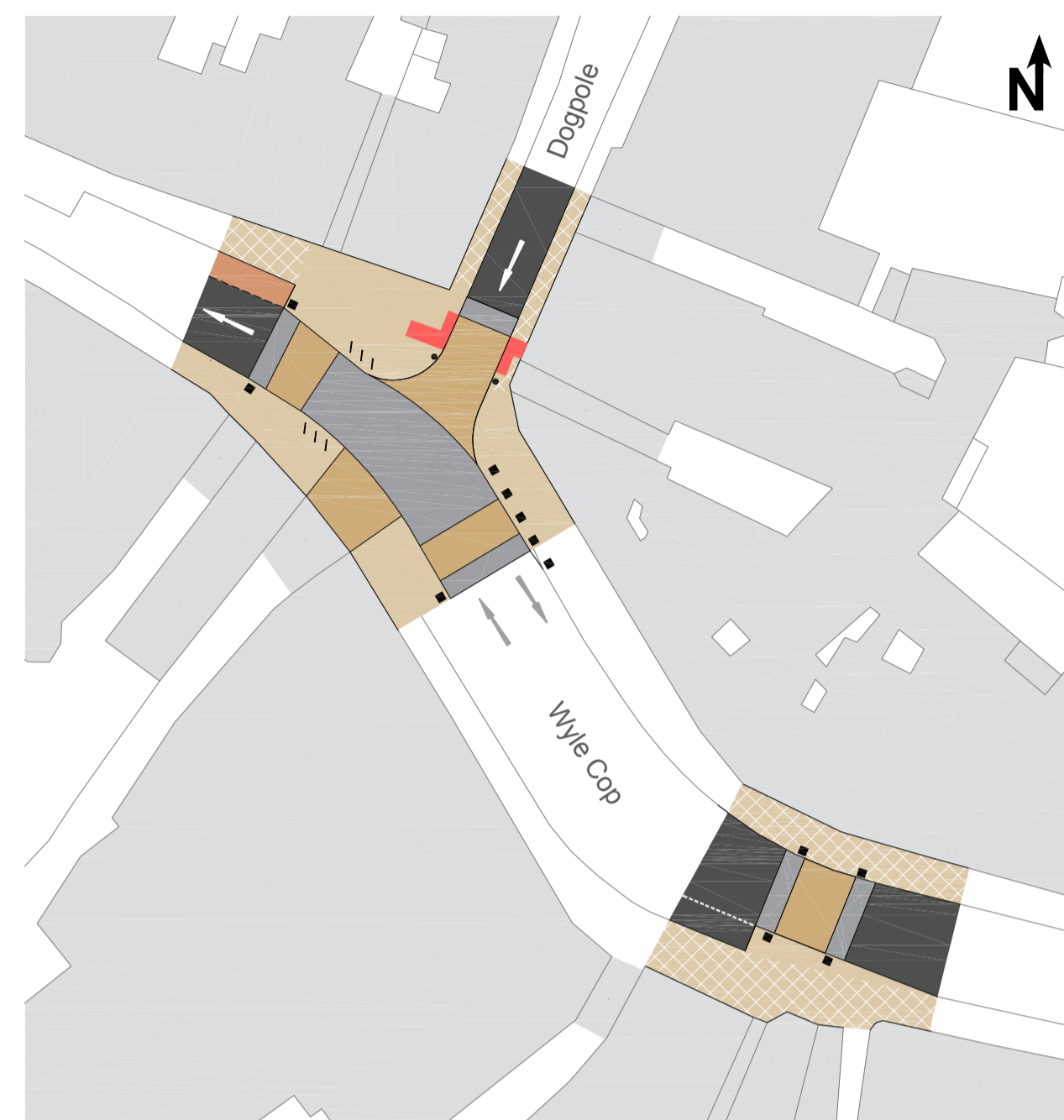
- Dogpole;
- Bellstone;
- Shoplatch;
- Mardol;
- Roushill;
- The Square;
- Town Walls;
- Quarry Gateway;
- Claremont Bank; and
- English Bridge.



Proposals will reflect existing good practice within Shrewsbury



Artist Impression: View southeast along Bellstone of new streetscape enhancements

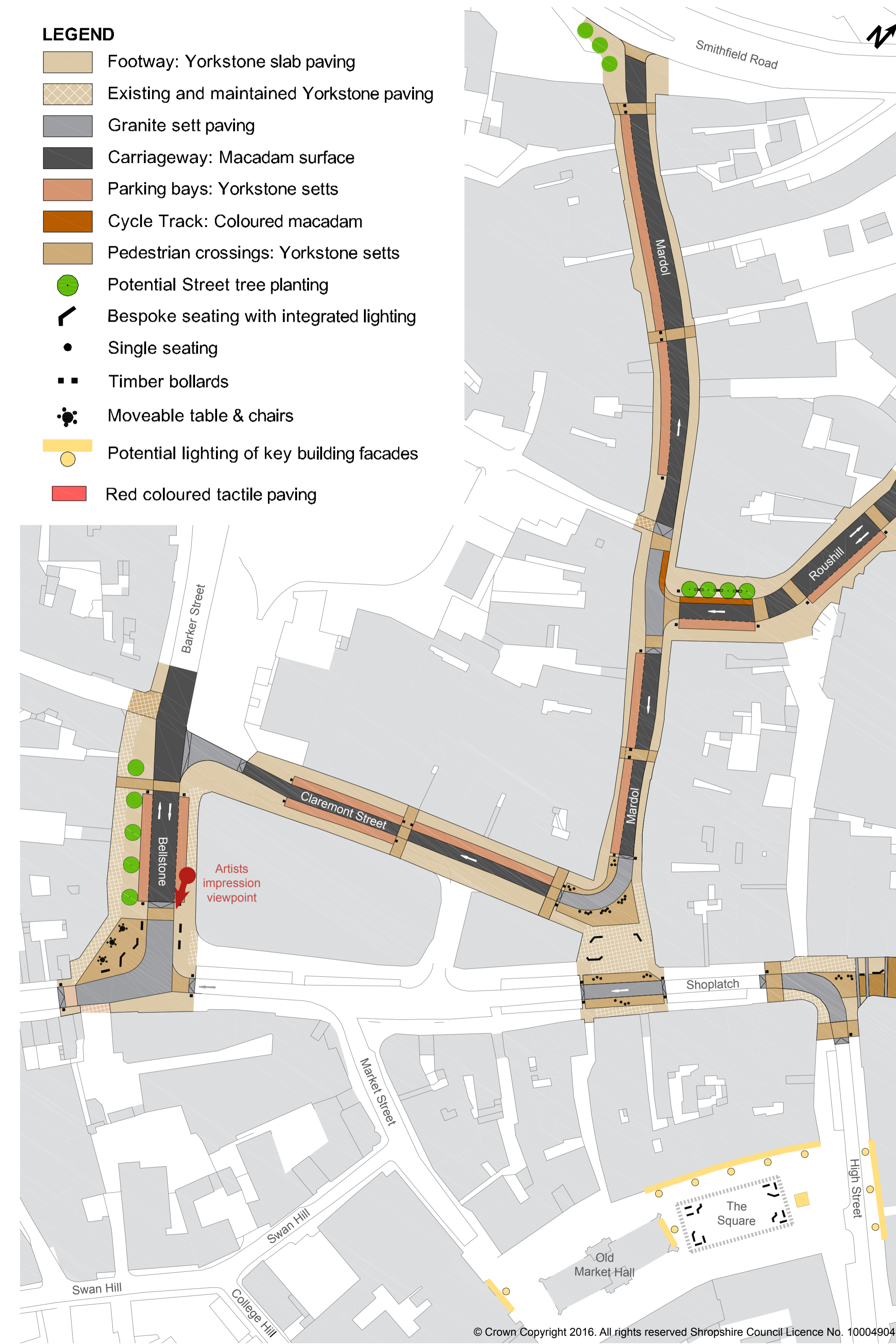


Dogpole

- Realign kerbs to increase footway width;
- Controlled crossing at Dogpole retained;
- Yorkstone sett informal crossings and access margins incorporated, in line with previous town centre enhancements; and
- Introduction of an informal crossing on Wyle Cop.

LEGEND

- Footway: Yorkstone slab paving
- Existing and maintained Yorkstone paving
- Granite sett paving
- Carriageway: Macadam surface
- Parking bays: Yorkstone setts
- Cycle Track: Coloured macadam
- Pedestrian crossings: Yorkstone setts
- Potential Street tree planting
- Bespoke seating with integrated lighting
- Single seating
- Timber bollards
- Moveable table & chairs
- Potential lighting of key building facades
- Red coloured tactile paving



Town Centre works: Bellstone, Shoplatch, Mardol, Roushill & The Square

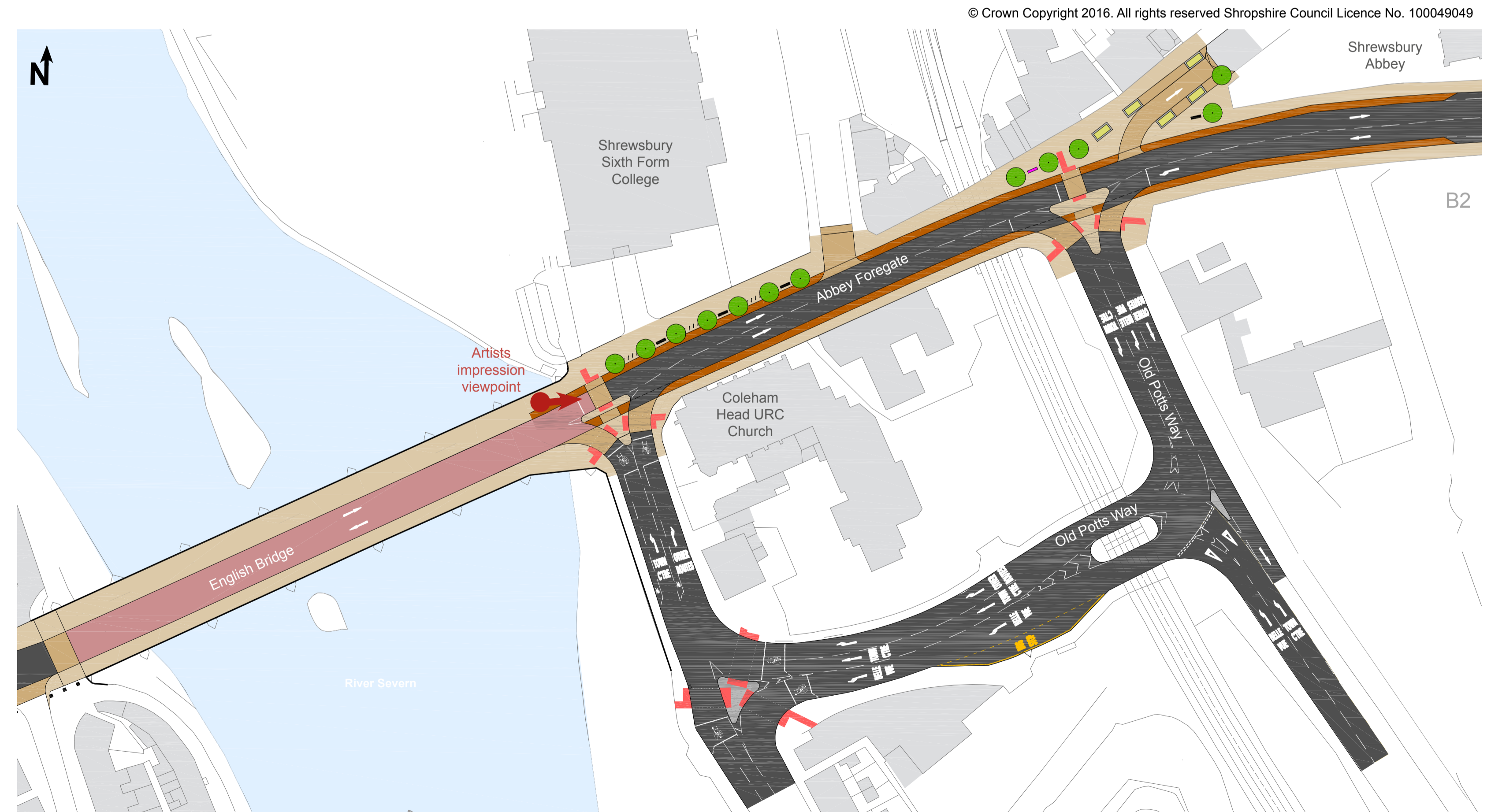
9. Town Centre Package 3



Town Walls to Claremont Bank



Artist Impression: View southeast along Claremont Bank of new streetscape improvements



English Bridge

10. Programme

Funding Status

Funding for the proposed Integrated Transport Package works has been secured and will comprise a total of £12.1m of investment in the town. This has been secured through the following sources:

- 50% funded through The Marches LEP Regional Growth Fund; and
- 50% funded through Shropshire Council's developer contributions.

Consultation, Design and Procurement is taking place in 2016.

The outline construction programme is set out below:

Location	Timescale	Symbol
Key Junctions;		
1. Reabrook Roundabout	2017	○
2. Coleham Head	2017 / 2018	○
3. Meole Brace Roundabout	2016 / 2017	○
4. English Bridge Gyatory	2017 / 2018	○
Pride Hill	2017 / 2018
SCOOT	2016 / 2018	■
Variable Message Signs	2020	▲
Town Centre Packages	2018/ 2019	■
Sustainable Corridors / Pedestrian & Cycle route Enhancements	2019 / 2020	—
Pedestrian Wayfinding	2016 / 2019	—

How can you get involved?

Please take time to provide feedback by completing the questionnaire.

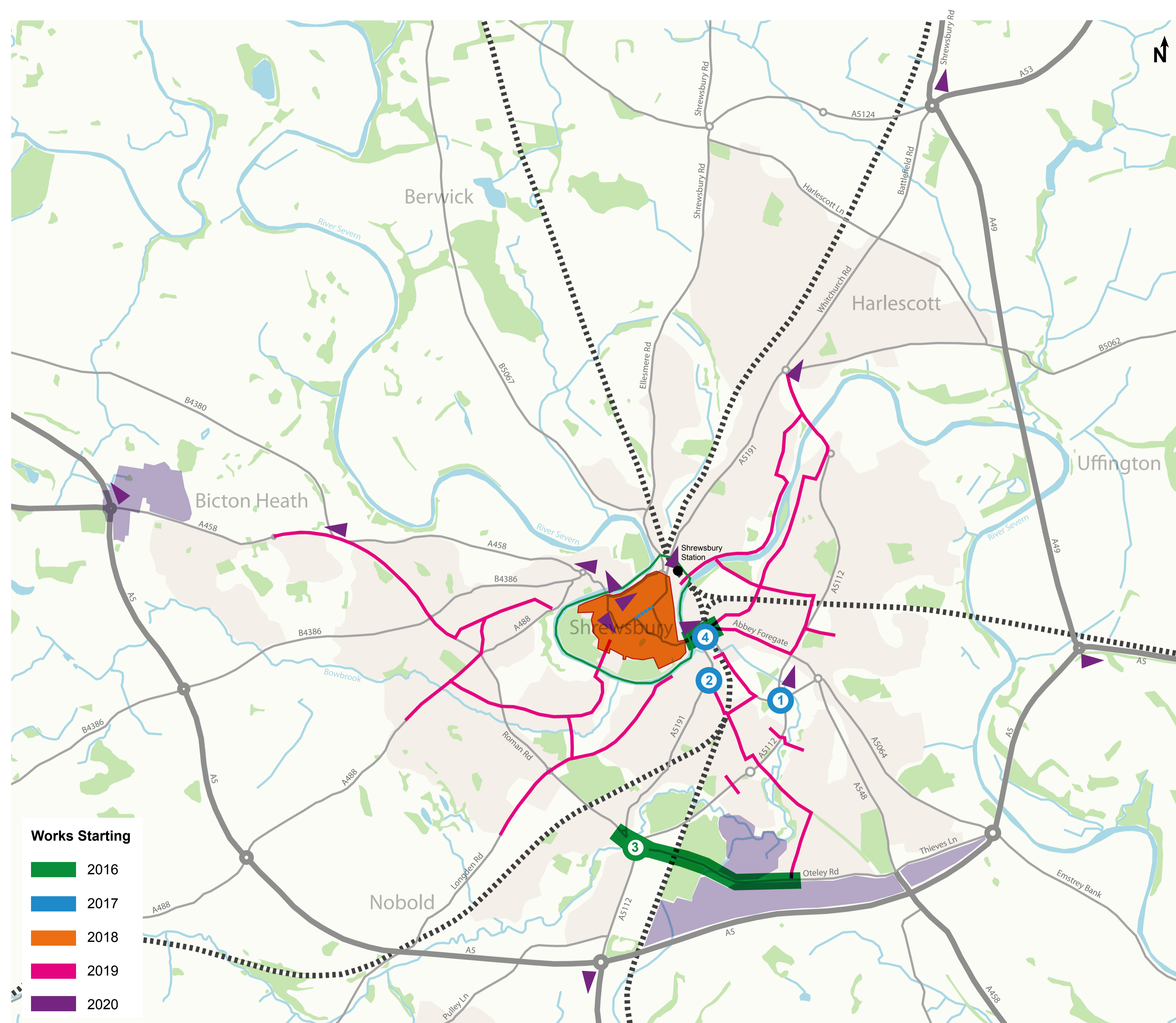
An electronic copy of the questionnaire together with all the information on display today will be available on Shropshire Council's website from Friday 12th February 2016.

All questionnaires should be returned or submitted online to Shropshire Council before Tuesday 29th March 2016.

Speak to your Shropshire Council local members.



Artist Impression: View east along Abbey Foregate



Phasing Plan

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