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**By email** [catherine.sheppard@newlandhomes.co.uk](mailto:catherine.sheppard@newlandhomes.co.uk)

Dear Catherine,

## **HIGHWAYS REVIEW OF SHELAA SITE W\_7A**

I write further to our various discussions in regard to your site at Willersey and in particular to consider highways, traffic and transport implications of the site identified as W\_7A in the draft SHELAA document. Particularly, you have requested that I consider the comparison between this site and a potential extension of your consented development off Collin Lane to provide a further 38 houses on land to the north-west.

Critically, site W\_7A lies to the east of the village centre, hence any trips to or from Broadway or Evesham will pass through the existing sub-standard mini-roundabout junction of Collin Lane / Main Street / Badsey Lane / B4632. This junction has exhibited an historic accident problem and the concentration of additional traffic through it which is likely to follow from residential development of W\_7A is likely to be detrimental to highway safety.

Furthermore, the highway frontage of W\_7A is limited and has poor visibility along the B4632 in a location at which traffic is still slowing on approach to the village on the adjacent rural lane. The speed of this traffic is likely to require lengthy visibility splays, which I would expect to require removal of a substantial length of the existing hedgerow in the highway verge.

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I understand that it is envisaged that residential development of the W\_7A site will require to be brought forward in conjunction with additional adjacent employment development within the allocated site site and that the two uses would need to share / combine their accesses. I am advised that some 4.9 acres of employment land is anticipated and that this could deliver order of 7,600m<sup>2</sup> GFA of employment uses. In view of the site location, these are anticipated to comprise broadly 75% light industrial and 25% warehousing. On that basis I have considered employment use of this site comprising some 5,700m<sup>2</sup> industrial use and 1,900m<sup>2</sup> of warehousing in addition to the 49 dwellings proposed for this site. Traffic movements associated with these uses have been identified from the TRICS database and in regard to the residential use I have applied the same generation rates agreed in regard to your committed development off Collin Lane. The forecast traffic demand generated by these proposals is summarised below.

• Residential	49 dwell's	-	29 vehs AM peak,	33 vehs PM peak
• Industrial	5,700m <sup>2</sup>	-	51 vehs AM peak,	37 vehs PM peak
• Warehousing	1,900m <sup>2</sup>	-	3 vehs AM Peak	2 vehs PM Peak
• <b>TOTAL</b>	<b>7,600m<sup>2</sup> + 49 dwell's</b>	-	<b>83 vehs AM Peak</b>	<b>72 vehs PM Peak</b>

The above confirms a substantial traffic generation, much of which will distribute through the roundabout junction in central Willersey which currently exhibits a poor accident record.

By comparison with your proposals and as confirmed in our Transport Statement, the additional dwellings proposed as an extension of your Collin Lane site comprise a further 40 dwellings, which are forecast to generate some **24** traffic movements during the morning peak hour and **37** during the evening peak hour. It is clear from this assessment that site W\_7A if forecast to generate **3.5 times** more traffic during the morning peak hour and **1.9 times** more traffic during the evening peak hour than Newland's proposals. Moreover, the location of the site access for W\_7A ensures that much of this generated traffic will pass through a more sensitive junction, hence creating great concern in regard to highway safety.

Pedestrian linkage to the village centre comprises a narrow, substandard footway on one side only of the B4632, which is likely to encourage mode-choice of the car for even local journeys.

By comparison, land adjacent to and to the north-west of your existing, consented site adjacent to Collin Lane on the western side of the village is entirely self-contained and accessed from within the approved scheme.

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An extension of your existing, committed scheme could easily be achieved via the approved access arrangement, which has already been confirmed as exhibiting substantial spare capacity. Your approved scheme involves improvement of the pedestrian route into the village and construction of speed management measures to improve the safety of the route into the village for vehicles, pedestrians and cyclists. Trips to and from Broadway and Evesham from your site are not required to pass through the village centre, hence local traffic impact is negligible.

It is very clear that your consented site is demonstrably superior to site W\_7A and the opportunity to extend your scheme is clearly a preferable option to providing housing elsewhere in Willersey.

I trust this addresses your current requirements, but please do not hesitate to contact me with any questions or issues arising in connection with the above.

Yours sincerely,

**Carl Tonks BSc MSc MCIHT FIHE**

**DIRECTOR**

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cc Mr J Lewis Hunter Page Planning