

Delivering strategic objective 6: to ensure that essential infrastructure is in place to support our communities

- . 6.145 This strategy places emphasis on ensuring that essential infrastructure is delivered as required by Core Policy 3 in Chapter 4 above. This policy is further supported by the Infrastructure Delivery Plan which will be published to accompany the Wiltshire Core Strategy. **Core Policy 60: Sustainable transport Promoting sustainable forms of transport**
- . 6.146 Transport features either directly or indirectly in a number of the challenges and objectives of the Core Strategy. To help resolve these challenges and achieve the objectives, a sustainable transport system needs to be developed for Wiltshire. As both the local planning authority and local transport authority, the council will use its planning and transport powers to develop, maintain and improve a sustainable transport system for Wiltshire. The way in which this will be achieved is set out in the remaining policies in this chapter in association with other relevant plans including the community plan, local development framework and local transport plan.

Core Policy 60

Sustainable Transport

The council will use its planning and transport powers to help reduce the need to travel particularly by private car, and support and encourage the sustainable, safe and efficient movement of people and goods within and through Wiltshire.

This will be achieved by:

- i. Planning developments in accessible locations
- ii. Promoting sustainable transport alternatives to the use of the

private car

- iii. Maintaining and selectively improving the local transport network in accordance with its functional importance and in partnership with other transport planning bodies, service providers and the business community
- iv. Promoting appropriate demand management measures
- v. Influencing the routing of freight within and through the county
- vi. Assessing and where necessary mitigating the impact of developments on transport users, local communities and the environment.

Core Policy 61:Transport and New Development Transport and New Development

- . 6.147 New development can potentially have both a positive and negative impact on transport. It is for this reason that the transport impacts of new developments need to be assessed in accordance with national guidance⁴⁷.
- . 6.148 Planning developments in locations that are or can be made accessible means that communities can access their needs (e.g. shops, schools and employment) easily

⁴⁷ Guidance on Transport Assessments, March 2007, DCLG/DfT. 212



and without always needing a car. Providing good accessibility can also change people's travel behaviour towards more sustainable transport alternatives such as walking, cycling and public transport.

- . 6.149 In the past, however, some new developments have not always catered (e.g. by having layouts which are bus friendly) or provided (e.g. by having convenient cycle storage) for the needs of sustainable transport users or operators. This is no longer acceptable. Therefore, as part of a required transport assessment, it must be demonstrated that the needs of all transport users (where relevant) have been considered in accordance with the identified hierarchy.
- . 6.150 A key consideration is to ensure that development proposals achieve a suitable connection to the highway that is safe for all road users.
- . 6.151 In these times of 'just in time' deliveries, the failure to provide adequate loading/unloading facilities in developments can lead to congestion, safety, community and environmental impacts as Heavy Goods Vehicles (HGVs) seek to park on the highway or elsewhere while waiting for allocated delivery time slots.

Core Policy 61

Transport and New Development

New development should be located and designed to reduce the need to travel particularly by private car, and to encourage the use of sustainable transport alternatives.

As part of a required transport assessment, the following must be demonstrated:

- i. That consideration has been given to the needs of all transport users (where relevant) according to the following hierarchy.
 - a. Visually impaired and other disabled people

- b. Pedestrians
- c. Cyclists.
- d. Public transport.
- e. Goods vehicles.
- f. Powered two-wheelers.
- g. Private cars.
- ii. That the proposal is capable of being served by safe access to the highway network
- iii. That fit for purpose and safe loading/unloading facilities can be provided where these are required as part of the normal functioning of the development.

Where appropriate, contributions will be sought towards sustainable transport improvements and travel plans will be required to encourage the use of sustainable transport alternatives and more sustainable freight movements.

Core Policy 62: Development impacts on the transport network

Development impacts on the transport network

- . 6.152 All new development is required to assess the transport issues related to that development. Where a development will have significant transport implications, the council will require a transport assessment to be prepared and submitted alongside a planning application in accordance with national guidance.
- . 6.153 Developers will be required to make a contribution towards sustainable transport improvements as part of their development proposal. The required transport assessment will help determine what is needed in each case.
- . 6.154 Developers will also be required to submit a travel plan with planning applications which are likely to have significant transport implications. The travel plan should aim to promote more sustainable forms of transport including, where relevant, more sustainable freight delivery and routing arrangements. The detailed requirements for travel plans will be set out in an additional planning guidance.
- . 6.155 Outside of built-up areas, proposals that involve a new direct access onto the national primary route network will not be permitted in order to assist with traffic flow and reduce risk. Exceptions will only be made where the type of development is such that it requires a primary route location, such as a roadside service facility. For the avoidance of doubt (and to accord with the Department for Transport definitions) 'built up roads' relate to roads with speed limits (ignoring temporary limits) of 40mph or less, and 'over-riding need' would be typified by the provision of service areas, facilities for the travelling public, maintenance compounds and exceptionally, other major transport interchanges.

Core Policy 62

Development Impacts on the Transport Network

Developments should provide appropriate mitigating measures to offset any adverse impacts on the transport network at both the construction and operational stages.

Proposals for new development should not be accessed directly from the national primary route network outside built-up areas, unless an over-riding need can be demonstrated.

Core Policy 63:Transport strategies

Transport Strategies

- . 6.156 Core Policy 1 focuses development growth primarily in the principle settlements of Chippenham, Trowbridge and Salisbury. To support their enhanced strategic employment and service roles, and better self containment, packages of integrated transport measures will be developed and implemented.
- . 6.157 The Wiltshire Community Plan sets out that the council and its partners need to: “Provide a safer and more integrated transport system that achieves a major shift to sustainable transport, including walking, cycling, and the use of bus and rail networks,

especially in the larger settlements of Trowbridge, Chippenham and Salisbury, and along the main commuting corridors”.

6.158 Given this challenging objective, as part of each transport strategy, the council will need to consider a range of measures based on a ‘ladder of interventions’ that seek to ‘nudge’ people and businesses to make more sustainable transport choices.

New The emerging strategies will have full regard for potential impacts upon the Natura 2000 network when assessing potential transport options. Transport options that are likely to have an unavoidable adverse effect on a Natura 2000 site will not be taken forward.

Core Policy 63

Transport Strategies

Packages of integrated transport measures will be identified in Chippenham, Trowbridge and Salisbury to help facilitate sustainable development growth. The packages will seek to achieve a major shift to sustainable transport by helping to reduce reliance on the private car and by improving sustainable transport alternatives.

Each of the packages will consider the implementation of the following.

- i. New and improved networks of routes for pedestrians and cyclists.
- ii. Enhanced public transport services and facilities.
- iii. Traffic management measures.
- iv. Demand management measures.
- v. Selective road improvements.
- vi. Interchange enhancements that are safe and accessible by all.
- vii. Smarter choices measures.

These will be supported and implemented through developer contributions, LTP funding and joint working with partners and others.

Transport strategies may also be developed for other urban and rural areas in the Plan area.

The emerging strategies will have full regard for potential impacts upon the Natura 2000 network when assessing potential transport options. Transport options that are likely to have an unavoidable adverse effect on a Natura 2000 site will not be taken forward.

Core Policy 64: Demand management

Demand Management

- . 6.159 Demand management forms an important and essential part of an integrated approach to helping reduce reliance on the private car and encouraging the use of more sustainable alternatives.
- . 6.160 A parking study, commissioned by the council in January 2010, included a comprehensive review of parking standards, charges and policy within both the plan area and neighbouring areas. The resulting LTP3 Car Parking Strategy was adopted by the council in February 2011 and includes the following policies.

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- PS1 – Overall management
 - PS2 – Managing the council's parking stock
 - PS3 – Parking charges
 - PS4 – Private non-residential parking standards
 - PS5 – Managing publicly available private non-residential parking
 - PS6 – Residential parking standards
 - PS7 – Parking enforcement
 - PS8 – Residents' parking zones
 - PS9 – Visitor attraction parking
 - PS10 – Park and ride
 - PS11 – Parking at railway stations
 - PS12 – Improving access and use
 - PS13 - Workplace parking levy
 - PS14 – Residents' overspill parking.
- . 6.161 Along with parking, traffic management measures are a key component of any integrated approach to transport planning. They can enhance the management and efficiency of the highway network and encourage the use of sustainable transport modes through a variety of measures such as the reallocation of road space, speed controls, pedestrian crossing facilities and intelligent transport systems. The implementation of any traffic management scheme will only be made after its effect on the surrounding highway network has been considered.
- . 6.162 Charging measures, such as road user charging and the workplace levy, may become important tools in reducing traffic growth and encouraging the use of

sustainable transport modes over the Plan period. However, given the predominantly rural nature of Wiltshire, it is unlikely that these types of measures would have a significant impact on traffic levels outside of the principal settlement areas.

Core Policy 64

Demand Management

Demand management measures will be promoted where appropriate to reduce reliance on the car and to encourage the use of sustainable transport alternatives. These measures include:

- i. Car parking management - efficiently and effectively managing the car parking stock through the implementation of appropriate supply, maintenance, charging and enforcement measures. These measures include:
 - a. public car parking charges – parking charges will be set taking account of a number of factors including the service role and strength of the local economy, the utilisation of existing parking spaces, the availability of sustainable transport modes and parking charges in neighbouring areas
 - b. Private non-residential parking standards – the provision of parking associated with new private non-residential development will be limited to maximum parking standards (except for disabled parking spaces). These maximum standards will be reduced to reflect local circumstances and the relative accessibility by sustainable transport modes in accordance with an accessibility framework
 - c. Managing publicly available private non-residential parking – there will be a presumption that any planning application which includes provision for

publicly available private non-residential parking will be required to provide an accompanying car park management plan and, subject to a case-by-case analysis, to implement parking restrictions and charges consistent with those of council run car parks in the local area

d. Residential parking standards – the provision of car parking associated with well designed new residential development will be based on minimum parking standards. In determining the appropriate mix of parking types, the presumption will be that unallocated communal parking will be included in the majority of new residential development. Reduced residential parking requirements will be considered where there are significant urban design or heritage issues, where parking demand is likely to be low or where any parking overspill can be controlled.

- ii. Traffic management measures - traffic management measures will be developed to promote sustainable transport alternatives, reduce reliance on the car, lower the risk of accidents and improve the environment
- iii. Charging measures – opportunities for charging measures, such as road user charging and the workplace levy, will be kept under review.
- iv. Smarter choices measures – appropriate smarter choices measures (e.g. travel plans, personalised travel planning, car sharing and information and marketing campaigns) will be developed to influence people’s travel behaviour towards more sustainable travel options. **Core Policy 65: Movement of goods Movement of Goods**

6.163 The way in which an efficient and flexible freight distribution system supports economic vibrancy and growth cannot be at the expense of local communities or the environment. The council recognises this and takes seriously the need to achieve a more sustainable distribution of freight that balances the needs of the economy, local communities and the environment. As part of this approach, realistic

proposals (i.e. proposals where the need for intervention has been established and which are feasible, affordable, financially sound and publically acceptable) for intermodal and other freight terminals will be supported and protected from inappropriate development. Further details of the Council's approach to freight management are contained in the Wiltshire Local Transport Plan 2011 – 2026 Freight Strategy.

Core Policy 65

Movement of Goods

The council and its partners will seek to achieve a sustainable freight distribution system which makes the most efficient use of road, rail and water networks. In particular:

- i. Developments which generate large volumes of freight traffic or involve the movement of bulk materials should make use of rail or water transport for freight movements wherever practical

- ii. The provision of intermodal and other rail freight terminals in suitable areas will be supported and land required for realistically deliverable proposals will be protected from inappropriate development
- iii. Overnight lorry parking should be provided in the vicinity of the advisory freight network, either where demand can be demonstrated or to alleviate nuisance caused in local communities
- iv. Where carriage of freight by rail and water is not realistic, encouragement will be given for Heavy Goods Vehicles (HGVs) traffic to use those roads where a minimum of community and environmental impacts will occur, principally the advisory freight network. Where problems caused by HGVs making unnecessary and undesirable use of routes are identified (other than on advisory freight routes), freight management processes will be employed.

Core Policy 66: Strategic transport network Strategic Transport Network

- . 6.164 The function of the strategic transport network is primarily to cater for the efficient movement of inter-urban and long-distance trips. In doing so, the strategic transport network can support the vision and objectives of the Core Strategy.
- . 6.165 The A350 corridor links five major towns in the west of the Plan Area including the principal settlements of Chippenham and Trowbridge. The corridor is made up of the A350 national primary route between the A303 and M4, and the rail line between Warminster and Chippenham.
- . 6.166 A number of sections of the A350 primary route carry the highest volume of traffic and HGV movements on the county's non-trunk road primary routes. Because of its strategic importance, and the locally significant traffic growth that has occurred in the last ten years, the route

will be selectively improved to maintain and enhance journey time reliability. The proposed improvements to the A350 primary route, including those at Yarnbrook/West Ashton where journey times are unreliable, will provide significant relief and environmental benefits, particularly for local residents, and the improved standard of provision of this road will aid the employment growth at Chippenham, Melksham, Trowbridge, Westbury and Warminster.

- . 6.167 Road improvements on non-trunk road national primary routes will be restricted to single carriageway enhancements to achieve positive road safety and environmental benefits, unless there is a need to provide continuity with existing standards and this can be achieved without unacceptable impacts on the natural environment.
- . 6.168 Work will be undertaken, in conjunction with the Department for Transport, train operating companies and other agencies, to support the opening and improvement of local rail stations and the provision of additional rail services where these facilitate short distance passenger journeys such as those wholly within Wiltshire or to destinations in adjacent areas. Where appropriate, the council will consider financially supporting such initiatives. Subject to the provision of suitable stopping train services, priority will be given to new stations at Corsham and Royal Wootton Bassett an improved station at Melksham, and an additional platform at Westbury station. Developments that would prevent realistic rail proposals such as these would be refused planning permission.

New Improvements to the A350 at Yarnbrook / West Ashton will be informed by detailed bat survey information on Annex II species. The design and layout of any such improvements will incorporate sufficient mitigation measures to ensure that important commuting routes for Annex II species are protected.

New The strategic transport network is made up of the following:

- The national primary route network (including the strategic road network) - Strategic Road Network – M4, A303, A36, A419 - Primary Route Network – A4 (west of Chippenham), A30 (St Thomas's Bridge to Salisbury), A338 (south of Burbage), A346 (M4 junction to Burbage) A350, A354, A361 (west of Semington), A429.
- The strategic advisory freight route network – M4, A303 A350, A36, A419, A34 (east of Wiltshire)
- The strategic bus network: services linking the towns and larger villages with each other and with higher order centres, or providing them with access to the rail network if they do not have a rail station.
- The rail network: - Berks & Hants Line (London – South West England via Westbury) - Greater Western Main Line (London – Bristol / South Wales) - Heart of Wessex Line (Bristol to Weymouth) - Waterloo to Exeter Line - Wessex Main Line (Cardiff to Portsmouth) - Westbury – Swindon line (via Melksham)

Core Policy 66

Strategic Transport Network Work will be undertaken in conjunction with the Highways Agency, Network Rail, transport operators, neighbouring authorities and other agencies, that will seek to develop and improve the strategic transport network to support the objectives and policies in the

Core Strategy and Local Transport Plan. The strategic transport network is shown on the key diagram and includes:

- . 1) The national primary route network (including the strategic road network)
- . 2) The strategic advisory freight route network
- . 3) The rail network⁴⁸
- . 4) The strategic bus network .

In particular, the strategic transport network along the A350 corridor will be maintained, managed and selectively improved to support development growth at Chippenham, Melksham, Trowbridge, Westbury and Warminster.

The following improvements to enhance the strategic network will be progressed.

- i. The A350 national primary route at Yarnbrook/West Ashton will be improved. The improvement works necessary will be identified through further study work,

⁴⁸ The bus network is not shown on the key diagram.

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including detailed bat survey information on Annex II species. The design and layout of any such improvements will incorporate sufficient mitigation measures to ensure that important commuting routes for Annex II species are protected.

ii. The development and/or improvement of the following railway stations will be promoted and encouraged.

a. Corsham railway station.

b. Melksham railway station.

c. Royal Wootton Bassett railway station.

d. Westbury railway station

The land required for these and other realistic proposals on the strategic transport network which support the objectives and policies in the Core Strategy will be protected from inappropriate development. Other potential rail improvements will be considered in association with relevant partners. Any proposals which are likely to have an unavoidable adverse effect on a Natura 2000 site will not be taken forward