

Welcome to the Transport for Attleborough consultation



Nowich Road - Church Street junction



Queens Road - Exchange Street junction



Queens Square



Station Road - Connaught Road junction

The potential schemes presented in this exhibition make up the Transport for Attleborough project which was successfully awarded £4.5m funding to support the planned growth within Attleborough.

The key aim of this project is to improve all forms of transport within Attleborough which will help the town grow as smoothly and successfully as possible.

The proposals aim to resolve some of the current problems with the road and transport networks, help people get into and around the town centre and try to prevent further congestion from increasing traffic levels from the planned development.

Over the past year we have developed a range of initial proposals and ideas which we feel will resolve the issues we have identified. These proposals are shown within the exhibition.

Whilst the project funding is significant it will not be possible to make it stretch far enough to resolve all of these issues. Therefore we are seeking comments to help us prioritise the improvements and to see whether we have missed anything.

We want your comments so we can check whether we have got the priorities correct.

We will carefully consider all comments received during the public consultation to help us prioritise these improvement schemes and decide the order in which to deliver them. The deadline for comments is midnight on 13 August 2017.

We will then decide which proposals to take forward to the detailed design stage and then to construction. During the detailed design phase we might carry out additional local consultation with affected residents and businesses, especially where traffic regulation orders are required.

Subject to approval and local support, we hope that construction work can start in January 2018 and we expect to complete all construction work by March 2020.



Things to improve...

Car Parking

The main shopping car park is badly laid out and does not make the best use of the available space. It's also often full due to long-term parking.

Likewise the railway station car park is often full which encourages parking on local residential roads.

We hope that by increasing the number of car parking places it will encourage more visitors to the town and reduce the demand for parking on residential roads.



For cyclists

There are very few dedicated cycle facilities particularly for people wishing to travel into the town centre from outside.

For many of the main routes into Attleborough cyclists have to mix with traffic on the road, this discourages less confident cyclists from travelling by bike, adding to vehicle numbers within the town.

We feel that by making improvements to the cycling infrastructure we can increase the number of journeys made by bicycle within the town.



For pedestrians

There are limited pedestrian crossing points within the town centre which makes it difficult to safely cross roads during peak periods due to the high volume of traffic.

Some roads do not have footpaths or have poor facilities for wheelchair users and people who are partially sighted.

We want everyone to feel safe when moving around the town centre and providing adequate facilities for pedestrians to safely cross the road would be a huge benefit.



For motorists

Through traffic has to negotiate the town centre due to the one-way system. This increases journey times, increases pollution in the town centre and unnecessarily mixes vehicles with pedestrians.

Traffic delays can occur at the junctions within the one-way system due to both the traffic volume and how the junction operates which sometimes unfairly advantages one route.

We don't just want to cater for pedestrians and cyclists, we want motorists to be able to easily access the town centre if they choose to.



Buses

Many of the existing bus stops within the town centre require upgrading, with some locations requiring replacement bus shelters, improved disability access or electronic timetable information.

We'd like to improve the public transport infrastructure to encourage more people to use buses and reduce their reliance on cars.



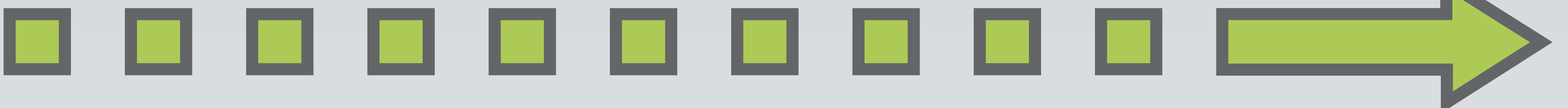
Costs

The entire Transport for Attleborough project has been allocated around £4.5m of funding to deliver a range of schemes that will support the planned growth within Attleborough.

The funding is mainly through the local growth fund from the Local Enterprise Partnership (LEP).



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Surrogate Street

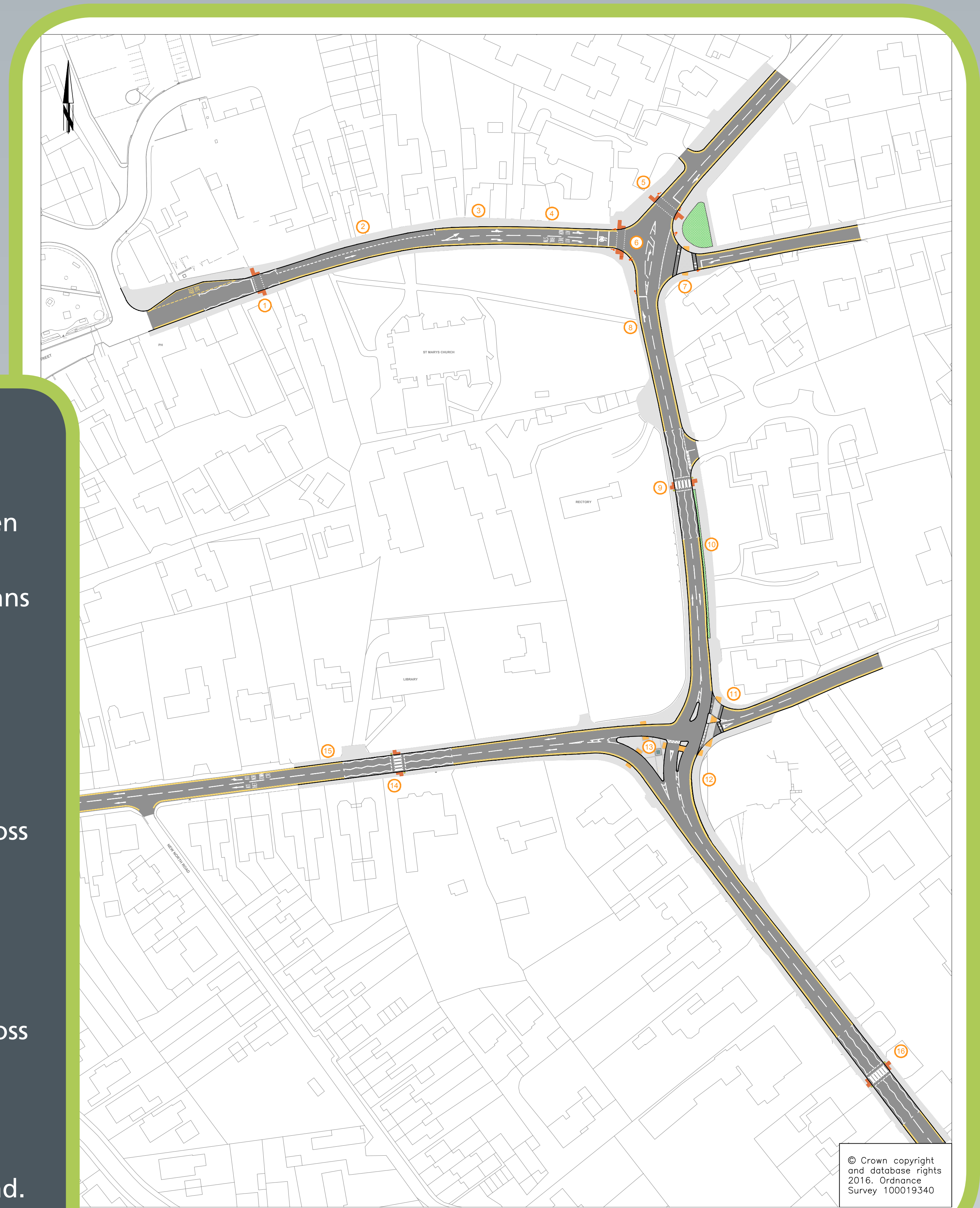
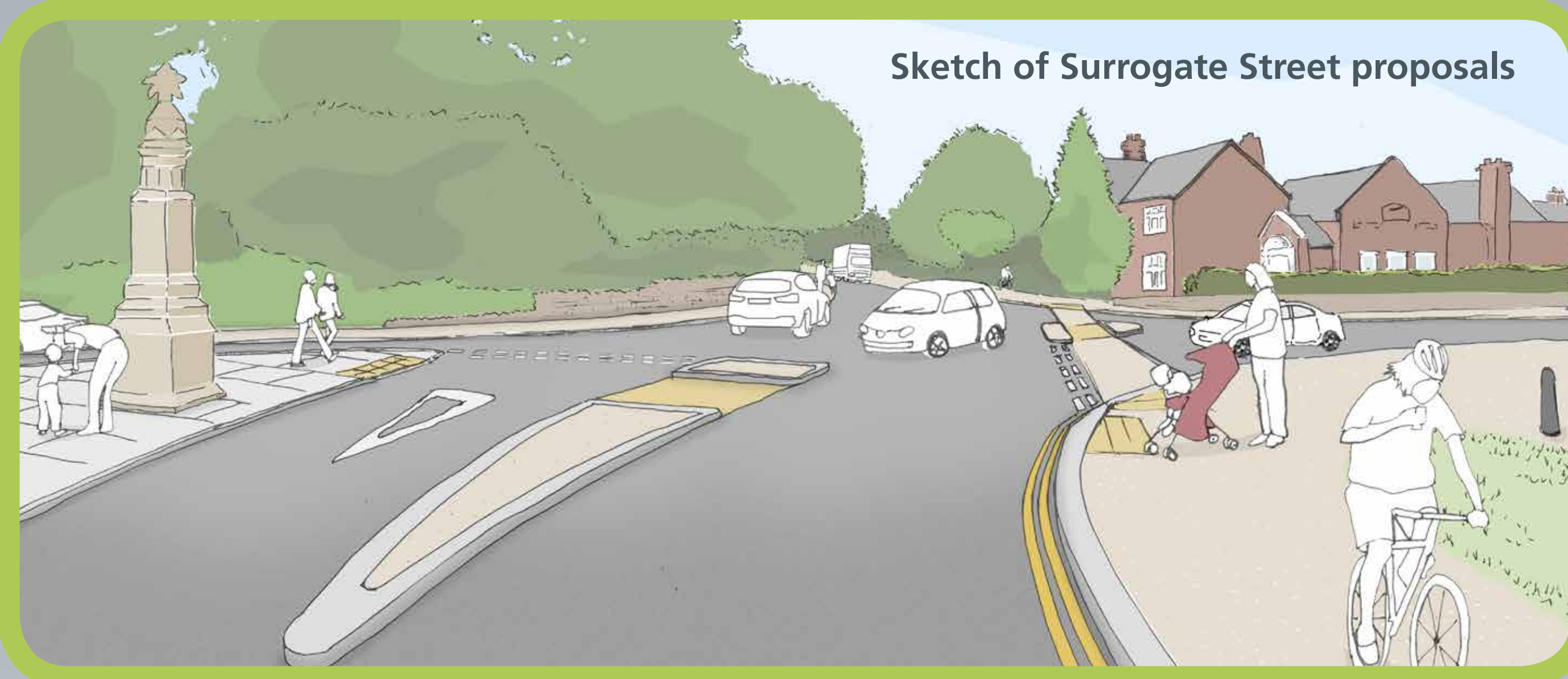
Why should this scheme be prioritised and delivered first?

We want to reduce congestion and improve pedestrian safety in Attleborough town centre. We believe that converting Surrogate Street from one-way to two-way will bring the greatest benefit.

To make this successful we would need to realign the junctions of Church Street and Connaught Road. We propose to install traffic signals at the Church Street

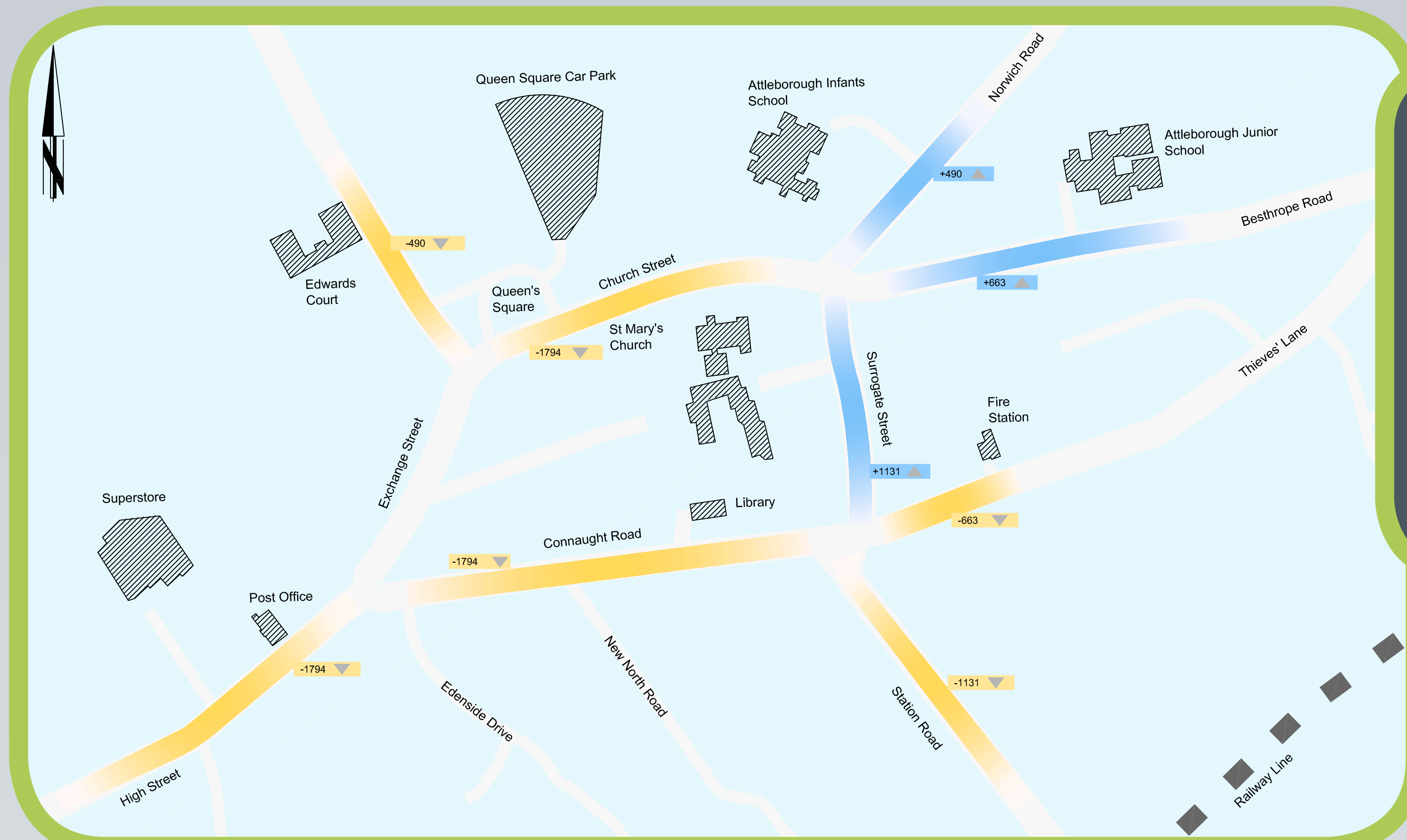
junction to help prevent long queues of traffic, which would also benefit pedestrians wishing to cross the road. We also propose changes at the Connaught Road junction which will make it easier for pedestrians to cross.

The Surrogate Street proposals also include widening the footpath along Church Street, next to the shops, and along Surrogate Street next to the church.



Proposals for Surrogate Street ▶

1. Keep the pedestrian crossing point.
2. Approximately ten parking spaces to be kept on the B1077 Church Street between the bank and the dental practice.
3. One parking space to be removed on the B1077 Church Street outside the opticians and approximately seven spaces to be removed between the butchers and the charity shop. This will help to reduce queuing at the junction.
4. Footpath to be widened to create more space for pedestrians.
5. Pedestrian crossing point to be made to make it safer to cross the road.
6. Traffic signals to be provided to allow Surrogate Street to operate as two-way.
7. Raised pedestrian crossing point to reduce vehicle speeds and make it safer to cross the road.
8. Footpath to be widened to provide more space for pedestrians.
9. Pedestrian crossing point to make it easier to cross Surrogate Street.
10. Surrogate Street to become two-way to reduce traffic through the town centre.
11. Raised pedestrian crossing point to reduce vehicle speeds and make it safer to cross the road.
12. Footpath to be widened to provide more space for pedestrians.
13. Traffic island to be made bigger and pedestrian crossing points to be provided.
14. Pedestrian crossing point to be provided to make it safer to cross Connaught Road.
15. Approximately 12 parking spaces to be removed to allow two lanes of traffic and reduce queuing at the junction.
16. Pedestrian crossing point to be provided to make it safer to cross Station Road.



◀ Changing traffic levels

Here we are showing what effect we predict there will be on vehicle numbers in the town centre if Surrogate Street is converted to two-way. These numbers are based upon the average usage of a 12 hour period (7 am to 7 pm).

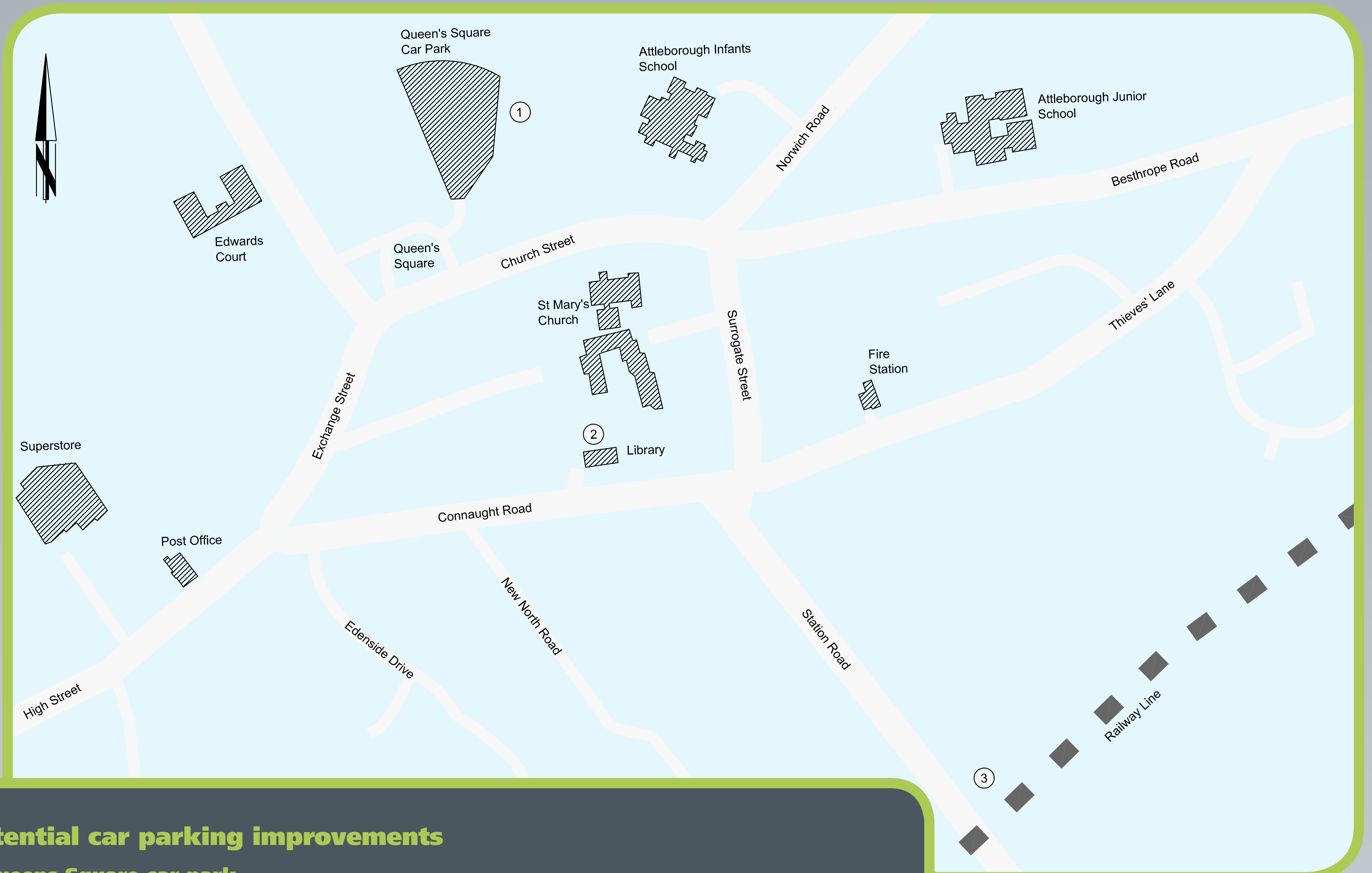
For example it is expected that 1,700 fewer vehicles will use Connaught Road and Church Street if Surrogate Street is converted to two-way.



Car parking



Car parking spaces are always in demand and as part of the Transport for Attleborough project we have looked at improving both off-street and on-street car parking. Ultimately we would like to see an increase in the amount of car parking available within the town.



Potential car parking improvements

1. Queens Square car park

The proposals for the Queens Square car park include remarking the parking spaces and removal of the unused grassed areas. By making these changes we hope to increase the number of spaces by up to 20 spaces.

As Queens Square car park is ideally located near to the centre of Attleborough the additional parking spaces may help to increase visitor numbers to the town centre.

2. Attleborough Library car park

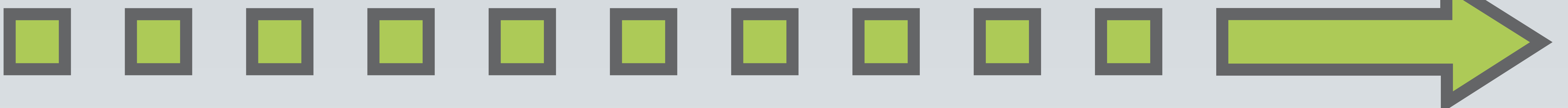
We are considering additional parking places to the front of the library to increase parking on the southern side of the one-way system.

These additional spaces would provide more spaces for visitors to the library, and would reduce demand for the on-street parking on Connaught Road. This may enable us to reduce on-street spaces which would help to improve traffic capacity on the one-way system.

3. Attleborough Railway Station car park

Greater Anglia would like to improve the railway station car park. Several proposals have been developed which include increasing the total number of spaces to either 40, 63 or 85.

Increasing the number of spaces within the railway station car park would help those travelling by train and reduce the pressure of parking on nearby residential roads.



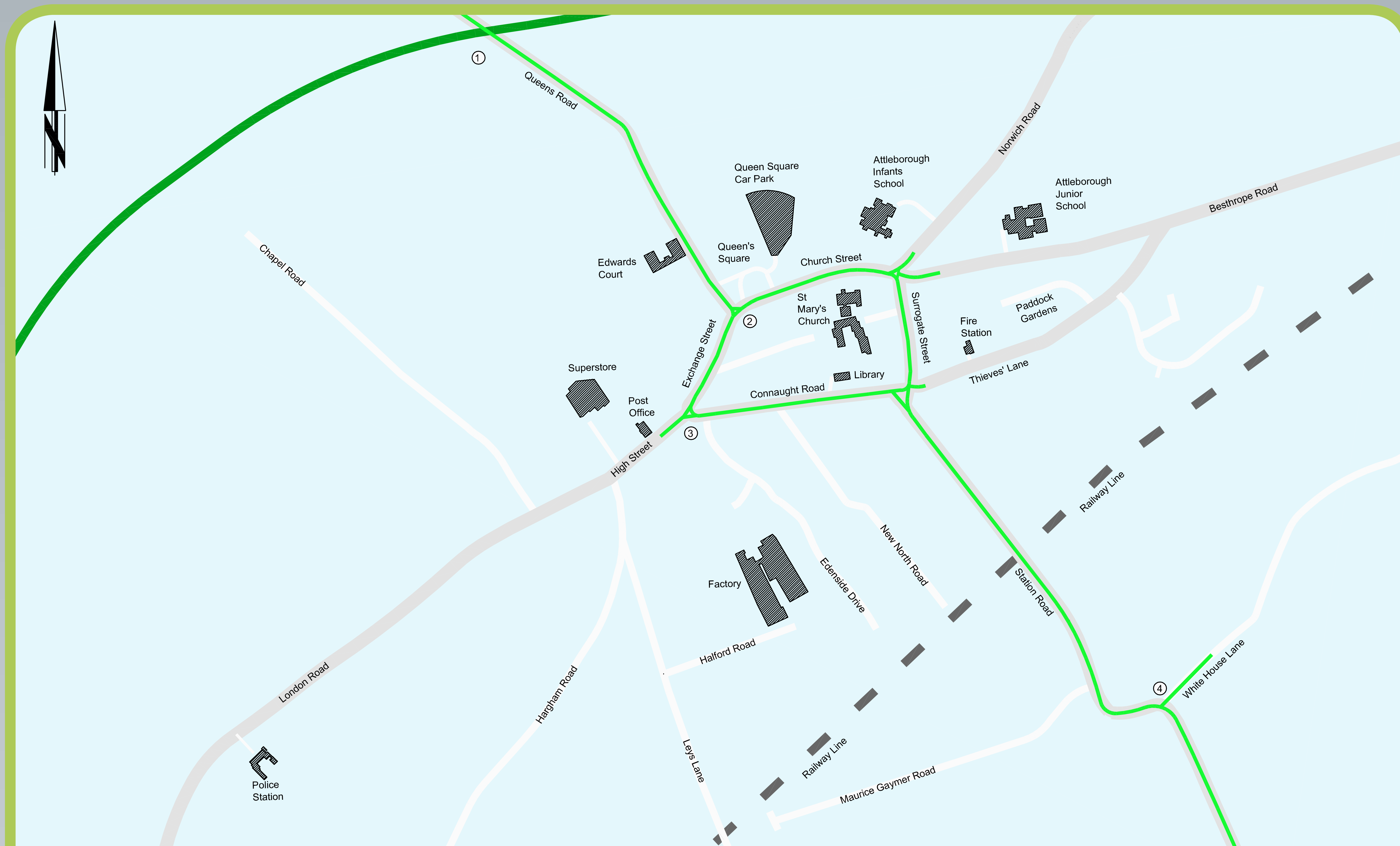
Motorists



Through traffic has to negotiate the town centre due to the one-way system. This increases journey times, increases pollution in the town centre and unnecessarily mixes vehicles with pedestrians. Traffic delays can occur at the junctions within the one-way system due to both the traffic volume and how the junction operates which sometimes unfairly advantages one route.

We don't just want to cater for pedestrians and cyclists, we want motorists to be able to easily access the town centre if they choose to.

We feel that the greatest benefits in terms of reducing congestion and improving pedestrian safety within Attleborough comes from the conversion of Surrogate Street from one-way to two-way. These proposals are detailed elsewhere within this consultation.



Potential improvements for motorists

1. A11 junction

Improvements could be made to the junctions where the Queens Road meets the entry and exit slip roads of the A11.

The existing traffic signals could be upgraded to improve traffic flows and provide better pedestrian and cycling crossing.

2. Queens Road / Church Street

This junction forms one of the key junctions within the one-way system and queuing traffic often occurs on Queens Road due to the one-way system having the right of way.

By changing the junction to a traffic signal controlled crossing it would allow a fairer prioritisation of vehicles which would reduce queuing on Queens Road, and would allow for pedestrian crossings points to be created.

3. High Street / Exchange Street

Likewise, with the Queens Road / Church Street junction the priority is for vehicles on the one-way system which causes long delays on High Street. In addition, large vehicles struggle to negotiate the right turn from Connaught Road to Exchange Street.

Installing traffic signals would allow a fairer divide of traffic between Connaught Road and High Street, and would reduce queuing on High Street.

4. White House Lane

The junction of White House Lane and Buckenham Road could be realigned to reduce vehicular entry speeds and help improve crossing points for pedestrians. This proposal could be delivered in conjunction with the potential cycling improvements to Buckenham Road.



Cycling



There are very few dedicated cycle facilities, particularly for those wishing to travel into the town centre. For many of the main routes into Attleborough cyclists have to mix with traffic on the road which discourages less confident cyclists from travelling by bike, adding to vehicle numbers within the town.

We feel by making improvements to the cycling infrastructure and creating safer routes, we can increase the number of journeys made by bicycles commuting to the town centre.



Potential cycling improvements

1. Queens Road

This proposal involves constructing a shared use pedestrian and cycle route from the junction of Blackthorn Road to the junction of Cyprus Road, which could then continue to the junction of Exchange Street subject to the layout of the junction of Exchange Street.

This would mainly benefit commuter cyclists travelling into the town centre from north of Attleborough and would remove the need for cyclists to mix with traffic travelling from / to the A11.

2. Norwich Road

We could provide a shared use pedestrian and cycle route from Mill Lane to the junction of Bestthrope Road. The route would then join with the existing cycle path alongside Surrogate Street.

This potential scheme would provide a continuous north to south off-carriageway cycling link from almost the A11 to the railway station.

3. Thieves Lane and Bestthrope Road

The junction of Thieves Lane and Bestthrope Road would be improved to make it easier for pedestrians and cyclists to cross the junction. In addition, a widened shared use pedestrian and cyclist path would be provided to the junior school.

These improvements would benefit school children and their parents when walking or cycling to the junior school from the Bestthrope direction.

4. London Road

A significant amount of development is underway along London Road, and as part of these new housing developments sections of shared use pedestrian and cycle path have been provided.

This proposal would add to this existing route by constructing the missing section from West Carr Road to Connaught Road. This would provide a continuous off-carriageway route from the new developments into the town centre.

5. Leys Lane link

The existing footpath alongside the recreation ground is often used by cyclists. The footpath could be legally converted into a cycle track or bridleway and the surface upgraded to ensure that it's safe to use.

This proposal would legalise cycling and could reduce the number of cyclists and pedestrians on Maurice Gaymer Road.

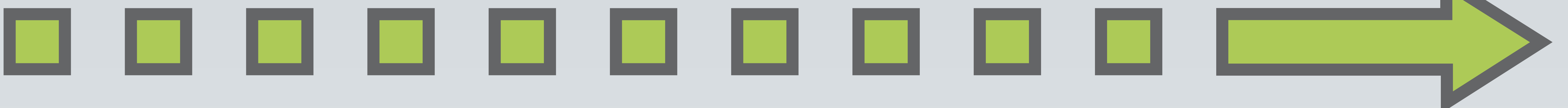
6. Buckenham Road

Major developments are proposed to the south of Attleborough. If these are approved then Buckenham Road will become a key link to the town centre. A shared use pedestrian and cycle path could be created to connect the new development to the railway station and then onto the town centre.

This would greatly improve cycling facilities from the south of Attleborough and improve connectivity with the proposed development.



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Pedestrians



There are limited pedestrian crossing points within the town centre which makes it difficult to safely cross roads during peak periods due to the high volume of traffic. Some roads do not have footpaths or have poor facilities for wheelchair users and people who are partially sighted.

We want everyone to feel safe when moving around the town centre and providing adequate facilities for pedestrians to safely cross the road would be a huge benefit.



Potential improvements for pedestrians

1. Queens Road to the sports hall

The existing footpath from Queens Road to the sports hall is in poor condition and has infrequent street lights. By improving the surface and the street lighting it is likely that more people would use this footpath, especially at night.

2. Queens Square

The footpath to the front of the town hall could be widened to provide more space for pedestrians.

As part of this work we could redevelop the entire area, reduce through traffic and create a space for the weekly market and for hosting special events.

3. Norwich Road

There is currently no footpath between Mill Lane and the A11 alongside Norwich Road. At the moment not many people walk along this road, however a new footpath may help to serve future development towards the A11.

4. One-way system link path

Residents living in the south of Attleborough have to walk around the one-way system to access the town centre. It may be possible to provide a shorter footpath link by creating a new footpath on privately owned land within the one-way system.

5. London Road, by Breckland Lodge

A large section of London Road from Breckland Lodge to the new development off London Road is missing a footpath. A new footpath could be provided which would help make pedestrians safer.

6. Pedestrian railway bridge (Leys Lane)

Leys Lane is divided by the Cambridge to Norwich railway line crossing it. There is currently a gated pedestrian crossing point which is regularly used by people wishing to access the town centre from south of Attleborough.

A pedestrian bridge would provide a safe crossing point for people wanting to cross the railway line.

7. Maurice Gaymer Avenue

The industrial estate is used by pedestrians to access Leys Lane and the town centre, thereby preventing the need to go via Station Road.

The road has poor facilities for wheelchair users and people who are partially sighted, and improvements could be made to increase accessibility.



Surrogate Street and the wider area improvements

What do you think?



We are confident that the Surrogate Street proposals will:

- ✓ Lessen through traffic within the town centre
- ✓ Generate a safer and more accessible environment for cyclists and pedestrians
- ✓ Reduce pollution within the town centre
- ✓ Create a more pleasant area along Church Street by widening the footway
- ✓ Improve the pedestrian crossing facilities



Depending upon the outcome of this consultation we expect the wider area improvements to benefit a wide range of users including:

- **Pedestrians** - by providing new walking links
- **Cyclists** - by providing shared use footways and dedicated cycle facilities
- **Motorists** - by reducing journey times
- **Public transport users** - by improving bus stops and the railway station forecourt
- **Shoppers** - by increasing the number of spaces within the car parks

This exhibition, the survey and a set of Frequently Asked Questions are online at: www.norfolk.gov.uk/tfa

Please leave your completed survey at the exhibition or return it to:

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CES - Highway Projects
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Norwich NR1 2DH

Email: tfa@norfolk.gov.uk

Phone: 0344 800 8020

The deadline for comments is midnight on 13 August 2017