



Transport for Norwich

A summary of our plans for the future: **Consultation October 2009**



Get involved and be a part of the future of transport in and around Norwich

We would like your views on the future of transport in the greater Norwich area.

What we have achieved

The Norwich Area Transportation Strategy (NATS) has already brought major improvements to transport and the environment that benefits thousands of people who live, shop and work in and around Norwich such as:

- improved air quality
- reduction in carbon emissions
- more frequent and reliable bus services
- enhanced park and ride facilities

More detailed consultation will need to be undertaken regarding these proposals, but we are interested at this early stage to know what you think about these plans.

Why we need to do more

Our transport system is under strain and the pressure will increase over time. Norwich has been awarded 'Growth Point' status and in supporting the development of the Joint Core Strategy (developed by the Greater Norwich Development Partnership (GNDP) which includes Norwich City Council, Broadland District Council, South Norfolk District Council and Norfolk County Council) we need to consider:

- the prospect of creating and accommodating more than 30,000 new homes and jobs in the city and surrounding areas over the next 15 years
- that travel and transport must become more sustainable
- that use of the car will still be essential for many people in Norfolk primarily due to the county's rural nature

Transport plans for the future set out to cater for all the transport needs of a vibrant and growing regional centre. They include all modes of transport, and aim to tackle existing problems and prevent new ones.

We need to make transport

Reliable and Practical

- To get us to the right place at the right time

Sustainable

- To minimise the impact of transport on our environment and communities and help tackle climate change

Accessible

- To all of us regardless of who we are and where we live

Earlier consultations have helped shape these transport plans. We now need your views to help us develop these plans further.

Please take a moment to read through the proposals outlined in this booklet. A questionnaire is included - your opinion matters and we would like to hear what you think so we can deliver transport solutions that meet your needs.

What we can do

The Norwich Area Transportation Strategy (NATS) has been successful so far in reducing traffic flows crossing the city. However congestion is an increasing problem creating longer journey times, leading to 'rat running' through residential areas, and causing delays to buses.

Improving transport systems in a historic city like Norwich is not easy and we need to look at a comprehensive range of measures, both within the city and on the important link roads, to keep people moving.

Our plan aims to provide high-quality alternatives to the car including public transport, cycling and walking and to reduce carbon emissions and the impact of transport on the environment and our communities. However, our plan also recognises that for many people the car will remain essential, particularly for those who live in more rural areas, and that through-traffic to and from the north of Norwich adds to congestion in and around the city.

The Northern Distributor Road (NDR) is designed to provide an alternative route for traffic to and from the north of Norwich, widening the scope for major improvements and enabling us to promote more sustainable modes of transport in and around the city. It will also ensure that new housing areas to the north-east of Norwich are properly served by transport links and do not simply add to congestion.

Our most significant proposals for improving transport are explained within this leaflet. Should you require more information please come and visit us at our Transport for Norwich exhibitions or online at **www.norfolk.gov.uk/norwichtransport**.

Where we are

We are proud of our achievements to date. Some examples of what we have already completed as part of the Norwich Area Transportation Strategy In the past 6 years are:

Delivery of a new bus station, a new interchange at the rail station and a number of bus priority measures in the city

Development of one of the most comprehensive purpose-built bus Park & Ride networks in the UK used by over 3 million people each year

Improvement of pedestrian access in the city and increase in the number of journeys made by walking and cycling

Creation of a low emission zone in Castle Meadow to improve air quality



In the city

In the current economic climate it is vital that we maintain Norwich's reputation as a top destination for shopping and entertainment, and a centre of business excellence. Good accessibility to, and within, the city centre is paramount in achieving this. We also need to ensure that the city centre retains its character and vibrancy. The layout of our streets can influence how people move around and how they choose to get to their destinations and make the city a nicer place to live and visit.

By reducing the dominance of traffic in certain areas of the city centre where there is a conflict between pedestrians and vehicles, we can improve the experience for shoppers and visitors to the city by enhancing their safety, improving the quality of the air they breathe and creating space for them to enjoy Norwich's historic surroundings.

Reliable and Practical

- Reducing general traffic in busy shopping areas to improve safety and ambience
- Improving traffic flows on key routes

Sustainable

- Continuing improvements in air quality and tackling climate change
- Enhancing the environment to encourage economic growth and investment

Accessible

- Bus routes to the heart of the city
- Safer routes throughout the city for cyclists and pedestrians

We have been working with Norwich City Council and key stakeholders on proposals for the city centre. The level of improvement we can achieve within the city centre will depend on the availability of funding, the delivery of the Northern Distributor Road, and the subsequent reduction of through traffic.

We will look to minimise the amount of HGV traffic within the city centre through initiatives such as freight consolidation and a review of existing access restrictions.

Some proposals we are considering include:



- Improving city centre links by closing Westlegate to general traffic
- Improving the link between Chapelfield and The Forum by removing general traffic from Rampant Horse Street
- Improving the shopping environment by removing general traffic from Exchange Street and the bottom of Gaol Hill



- Buses only in both directions along Chapelfield North
- Buses only in St. Stephen's Street, Theatre Street and Red Lion Street
- Buses only in both directions on Prince of Wales Road
- Buses only on Surrey Street providing links to and from the Bus Station



- Some routes could be closed to general traffic and become access only
- Rose Lane could become two-way for general traffic
- Golden Ball Street and Farmers Avenue could become two-way for general traffic for access to Castle Mall car park

Street function

- Bus, cycle & access
- General traffic
- Pedestrian & access
- Existing routes
- Norwich inner ring road

All routes 2-way unless otherwise shown

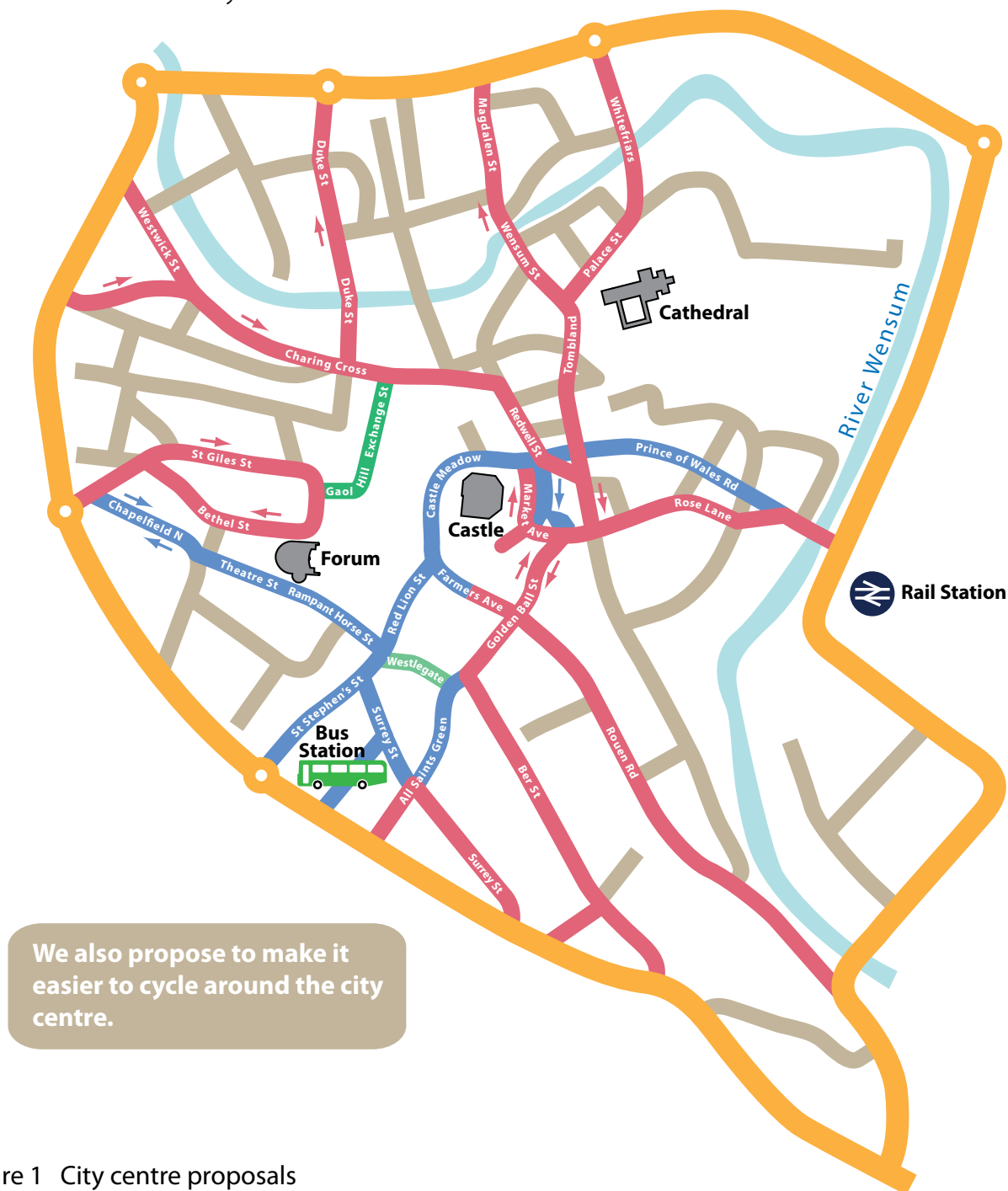


Figure 1 City centre proposals

Cycling and walking

Reliable and Practical

- Improved facilities for cyclists such as cycle parking
- Enhanced safety measures for pedestrians and cyclists such as improved crossing facilities

Sustainable

- Low cost, emission free transport
- Health benefits from a more active lifestyle

Accessible

- Improved walking and cycling network
- Consideration of a cycle hire scheme

There is significant scope for improving walking and cycling throughout the city. For pedestrians we could remove general traffic in busy shopping areas, improving the local air quality and reducing noise and we could increase the number of signalised crossings and refuges between traffic lanes to improve safety. We will look at developing schemes that make use of technology to give pedestrians increased priority.

Specific improvements that could be considered are new pedestrian crossings at King Street, Carrow Road and Westwick Street and route improvements from Heath Road to St George's Street. This will help create more pedestrian friendly areas.

Cyclists could benefit from measures such as contra-flow cycle lanes where cyclists can ride against the traffic flow in some one-way streets, advanced stop lines at traffic lights and more cycle parking and lockers especially at bus and rail interchanges and prime city centre destinations. Our plan could also consider changing the restrictions in the city centre to allow cyclists to cycle on pedestrianised streets between 5pm and 10am. We will look to raise awareness of cycling and it's benefits through training and greater provision of information.

The core cycle network provides clear links for cyclists along major routes, including cycle paths and toucan crossings where possible. We will focus on developing six routes to improve facilities for cyclists throughout the city (see Figure 2).

Our proposals are wide-reaching and the speed at which we can deliver these improvements will depend on the availability of funding. We will ensure that wherever possible we will include walking and cycling improvements in any of the work we deliver as part of the Norwich Area Transportation Strategy.

We will continue to work with schools and employers to develop facilities that support sustainable journeys and to promote healthier transport choices such as walking and cycling.

Developers of new housing areas will be expected to encourage sustainable modes of travel and more thoughtful design of streets such as the careful location of facilities such as shops, schools and green spaces.



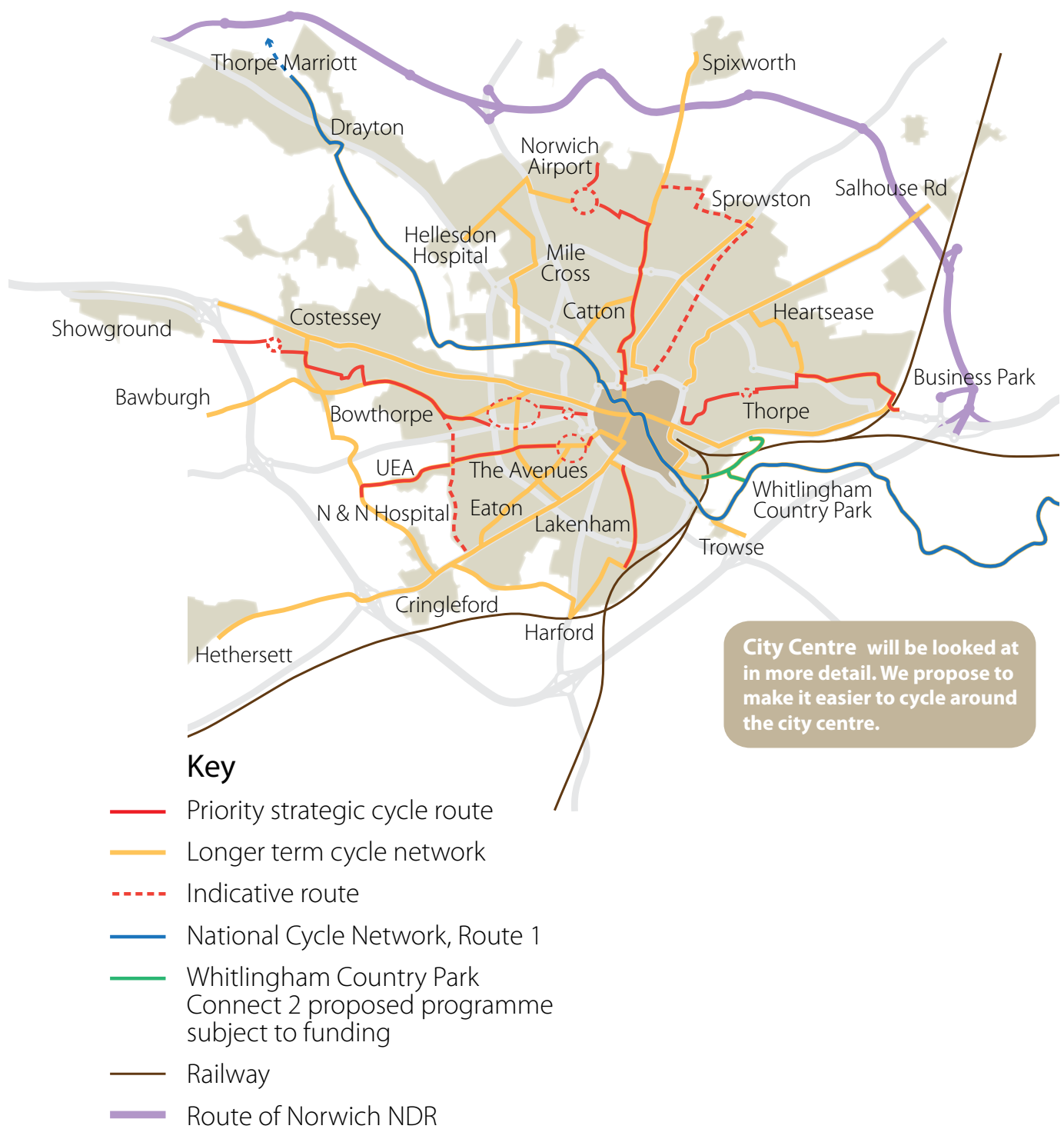


Figure 2 Cycle Routes proposal

Transport to and from the city

Access to the city centre is vital in maintaining a thriving economy. Norwich is the commercial centre of Norfolk, with people accessing the city from all directions. Many of the routes to the city centre are lined with historic buildings, parks and trees, contributing to the look and feel of the city as a whole.

The current proposals for growth include a number of new settlements outside Norwich which will create more demand for transport to and from the city and major employment sites. In moving forward, we have an opportunity to design and build these new sites around the transport requirements of the people who will live there, and to ensure a wide number of transport options are available for everyone.

As with other elements of our transport strategy, the speed and extent to which proposals can be developed is dependent on progress with the Northern Distributor Road, the availability of funding and the reduction of traffic on key routes to and from the city centre. Road space is at a premium and we need to use all the available space as effectively as possible.

Bus Rapid Transit

Reliable and Practical

- Priority given to buses to ensure faster journey times to and from the city
- Buses at least every 10 minutes during the day serving modern, practical and accessible bus stops

Sustainable

- Better use of road space, moving more people and taking up less space
- Environmentally friendly buses

Accessible

- Buses which are easy to get on and off, with step-free entrances and exits
- Up to the minute bus departure information at stops and to your mobile phone

What is Bus Rapid Transit?

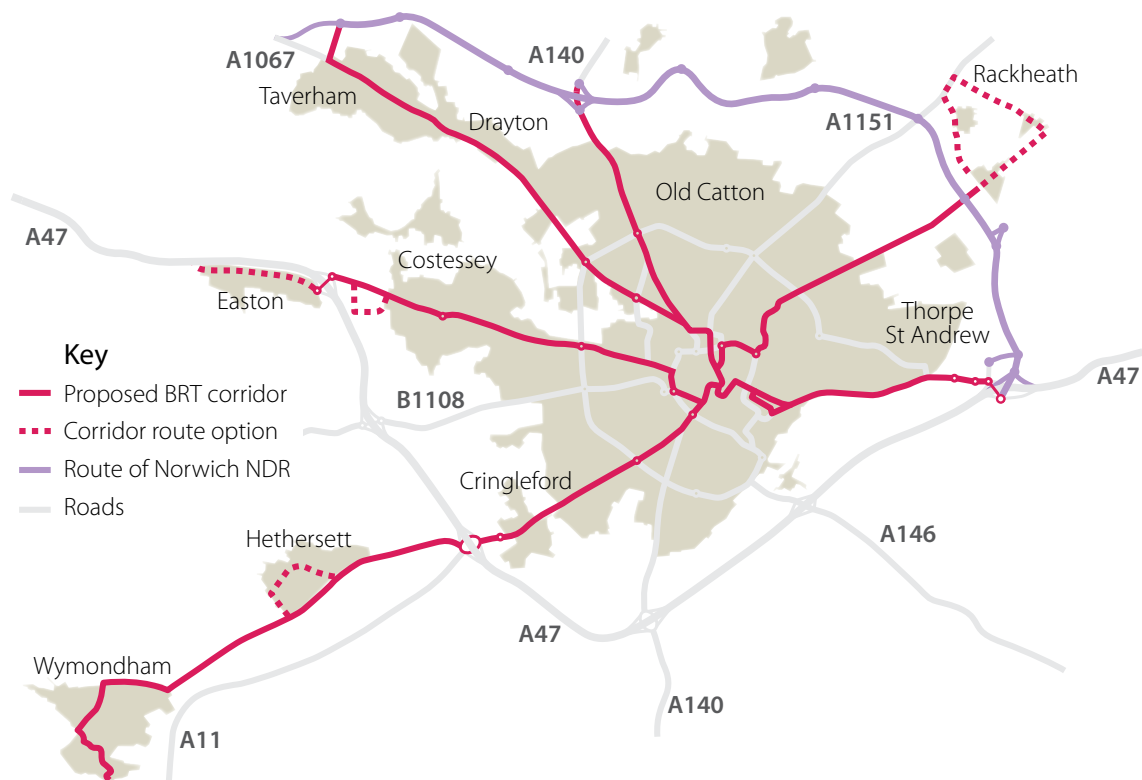
Bus Rapid Transit (BRT) is a new approach to high quality bus travel that will bring faster, more frequent and reliable services on key routes into the city.

BRT improves the entire transport experience, including

- **specific design features of the buses such as increased leg room and air conditioning**
- **up to six easily identifiable BRT routes across the city (see Figure 3)**
- **new systems for buying bus tickets to speed up boarding times and make journeys quicker and more reliable**
- **intelligent traffic lights that recognise when there are buses approaching**
- **better bus stops and shelters**
- **more dedicated bus priority lanes**
- **more frequent and more reliable journeys at affordable prices**

BRT will make it quicker and easier to travel by bus and the high quality of the service will make it a practical and pleasant experience for passengers.

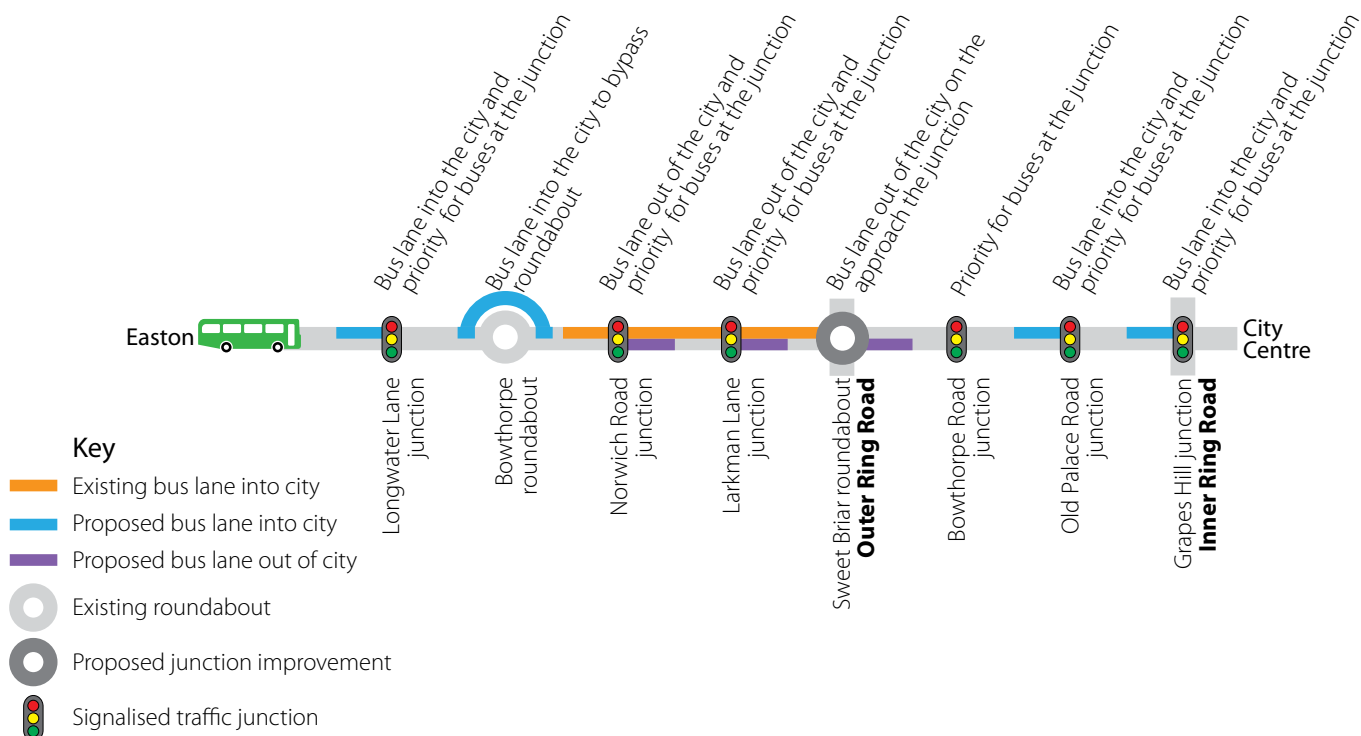
Figure 3 Bus Rapid Transit Route Proposal



Dereham Road BRT route

Dereham Road is currently a high frequency bus corridor with in excess of 20 buses per hour during peak periods. A BRT scheme would build upon the significant bus priority measures already in place making it a more reliable route with reduced journey times. Possible measures are shown below.

Figure 4 Dereham Road proposal



Rail and Bus Services

Reliable and Practical

- More reliable journeys to the city, with priority given to buses
- More capacity at peak times and improved stops, stations and newer trains/buses

Sustainable

- Better public transport to reduce reliance on the car
- Easier planning of journeys when using different modes of transport and easier purchasing of tickets

Accessible

- Wider network and choice of destinations
- Improved access and space on board for wheelchairs and buggies

To encourage greater use of bus and rail services, we will continue to work with transport operators to further improve journey times and the reliability of bus and rail services, using higher quality, more comfortable buses and trains that link well with other transport modes such as walking, cycling and private cars. We want to further develop a network of core bus routes as shown in Figure 5 where service frequency and bus priority will be enhanced as much as possible.

Transport interchanges will be developed at locations where people regularly switch between modes of transport. These interchanges could provide up to date travel information, shelter, seating and a safe waiting environment. Where possible we will also include cycle parking, refreshment facilities and other practical measures such as Wi-Fi.

New growth areas will be a particular focus for improved public transport, with developments designed around routes, stations and bus stops. We will work closely with developers and transport operators to ensure that for new residents public transport is the first choice, not the last resort.

An innovative tram style train running on existing train tracks could be considered for the Rackheath EcoTown development. This could also serve a number of new stations and stops along its route. We will work with the EcoTown developers and rail operators to investigate the deliverability of a scheme for Norwich.

We would like to see longer trains on key rail routes as well as increased frequencies and faster journey times. New stations will be considered where sufficient demand is forecast such as Postwick serving Broadland Business Park (see Figure 5).

What is a tram-train?

Implementation of a new tram-train service could offer the following benefits to passengers:

- they are lightweight trains that can operate like a conventional train on existing rail tracks
- additional stops can be provided as they have faster acceleration and deceleration than conventional trains offering quicker journey times
- they can operate using simple signals avoiding the need for costly signalling works
- they have low-floor construction, and offer accessibility benefits for those with restricted mobility or luggage / pushchairs

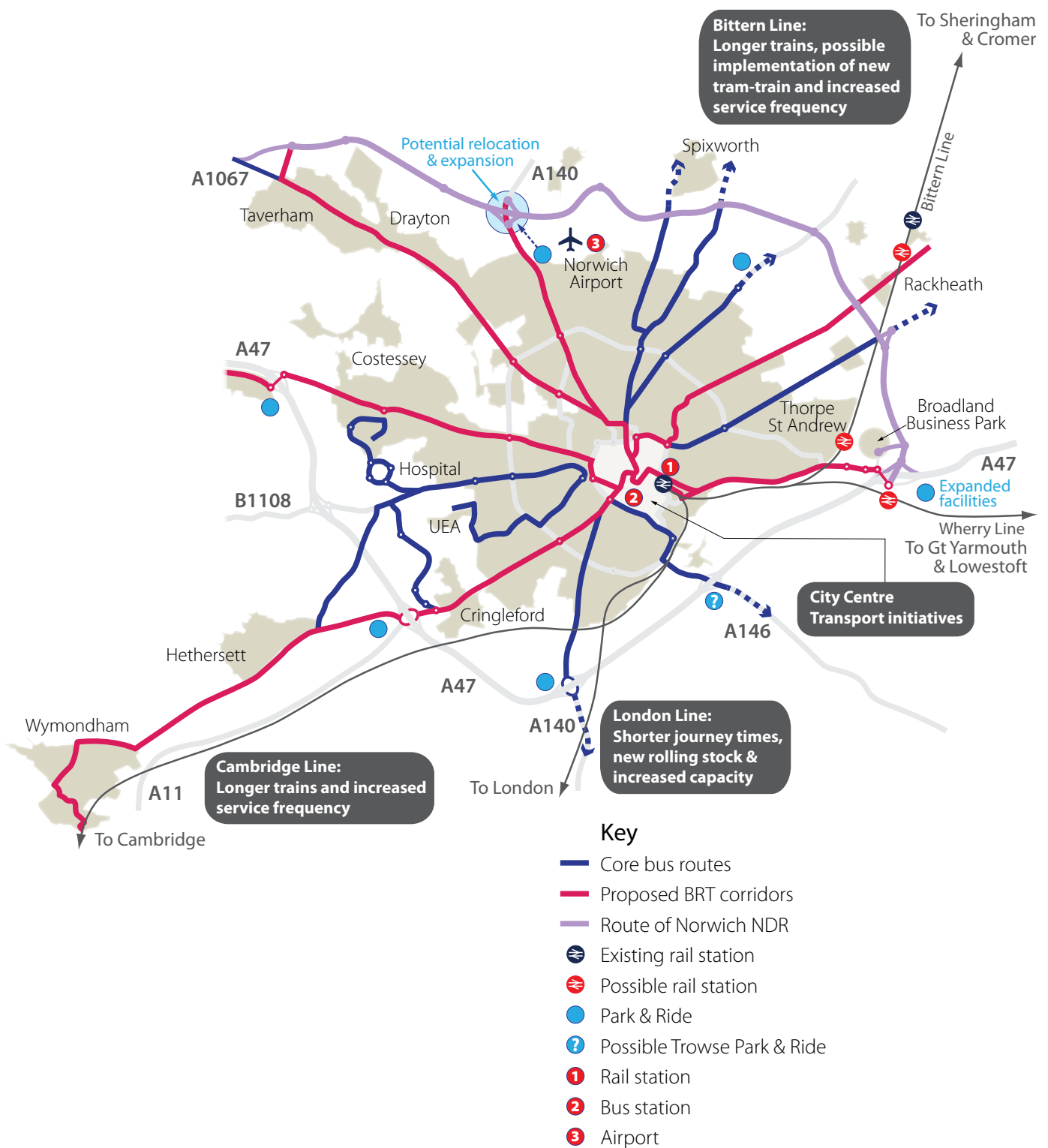


Figure 5 Core Bus Routes

The Northern Distributor Road

Reliable and Practical

- Creating the space for a fully integrated transport system
- Improving journeys from the north to the south of Norwich and beyond

Sustainable

- Reducing the number of journeys through the city, improving air quality in residential areas and the city centre
- Minimising the impact of the new road on the surrounding environment wherever possible and putting in place specific measures to protect wildlife

Accessible

- Creating access to and from the airport without the need to travel through the city centre
- Creating easier freight access to business hubs at Postwick and the Airport

The Northern Distributor Road is the key piece of major infrastructure required to enable the implementation of the agreed Norwich Area Transportation Strategy (NATS). The Northern Distributor Road creates the opportunity to deliver further public transport improvements within the city and surrounding areas. It will also assist in the successful delivery of the significant growth in new jobs and housing planned for the Norwich area in the period to 2021 and beyond.

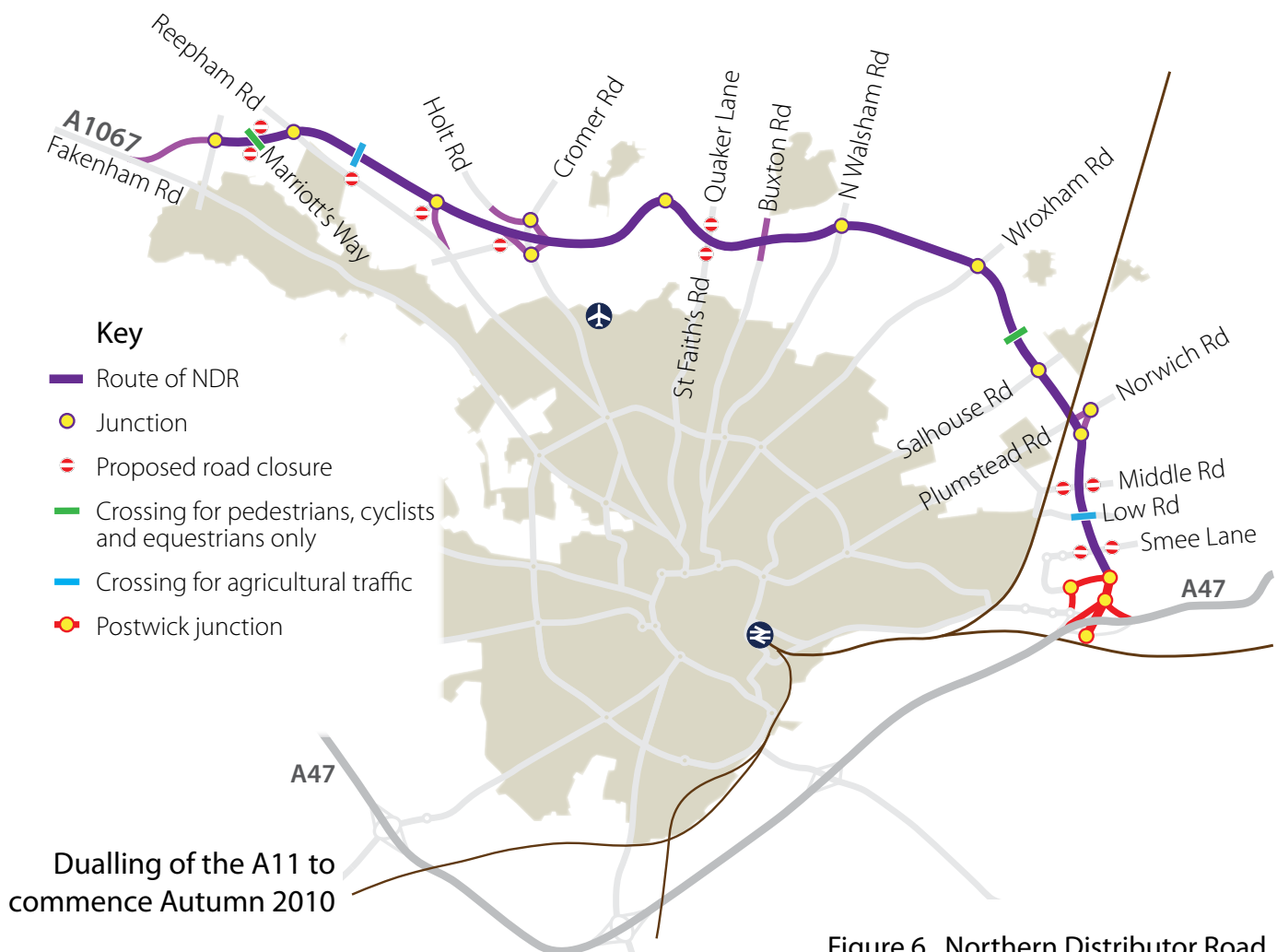


Figure 6 Northern Distributor Road

The Northern Distributor Road proposals received strong public support in earlier consultations, and a planning application is currently being prepared. The Government has accepted the Northern Distributor Road's place in the regional priority list for funding from 2012.

The Northern Distributor Road could provide large areas of North Norfolk with better transport links, as well as removing 'rat-running' traffic from city suburbs and providing essential access to existing and new businesses, and to new housing developments to the north-east of Norwich.

Improving traffic flows

Our plan could deliver a range of other benefits to motorists to support the improvements which could be delivered by the Northern Distributor Road.

Improvements at Postwick where the A1042 meets the A47 would increase the reliability of journeys through this overcapacity trunk road junction.

Variable Message Signs (VMS) could be located on key routes and approaches to the city to provide up-to-date information on congestion and traffic-related incidents. They could also be used to deliver messages about safety and the promotion of more sustainable transport modes.

Use of advanced traffic signal technologies could be used to keep traffic moving smoothly and to maximise highway capacity.

Our plans will consider the increased enforcement of yellow lines and/or loading bans on main roads. By removing any unnecessary parking during busy times we could improve the flow of traffic for the majority of drivers, public transport users and cyclists.

We will consider the expansion of the already successful park and ride sites, and explore the potential for new sites where appropriate. Within the city we will work with partners to identify suitable locations and costs of parking, and to manage traffic routes to and from key car parks.

To enable the delivery of a full range of benefits to Norwich and its communities, the Northern Distributor Road should :

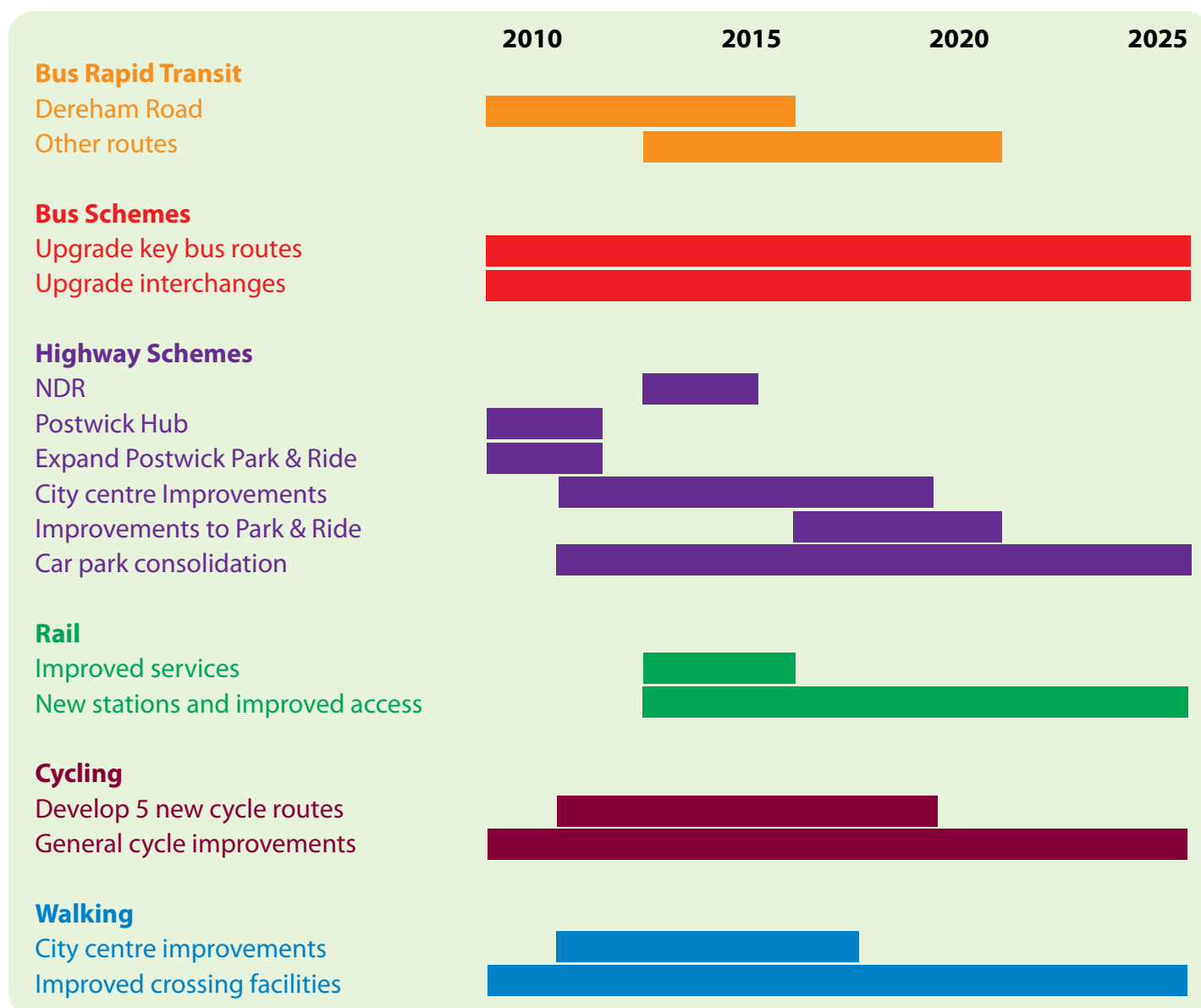
- **be delivered as soon as possible**
- **ensure that traffic in the northern part of the Norwich area is removed from unsuitable local roads**
- **provide more efficient access to employment areas, the airport and future planned development**
- **improve access from the north and north east of Norfolk to the A47 and A11 trunk roads**



How and when will this happen?

We have outlined our transport proposals to you in this booklet. We acknowledge that to implement these proposals we will need to create space on the existing road network and find funding to deliver them. Therefore we need to think about:

- **Cost:** Funding availability is an important issue in delivering our transport proposals and may control the speed at which we can develop these improvements. We will seek to obtain funding from a number of sources, including our own allocated funding for transport schemes, financial contributions from new developments, and seek opportunities from other grants and European monies.
- **Timing:** It will not be possible to deliver all of the schemes at once and many key elements will be dependent on the completion of the Northern Distributor Road. Our indicative timeline is outlined below



- **Deliverability:** The implementation of some of these schemes may cause some temporary disruption on our road network as we prepare for the future. Some schemes may require the widening of roads, loss and replacement of some trees or the removal of on-street parking.
- **Working with others:** We will forge strong relationships with developers, transport companies and other key partners to make sure we create the best possible schemes and to enable us to deliver those schemes successfully.

Be a part of it

These proposals have been developed with the Greater Norwich Development Partnership and are intended to complement the proposed Joint Core Strategy (JCS), which was consulted earlier this year (for more information about the JCS please see www.gndp.org.uk). This booklet explains how we think we can best manage transport in the Norwich area over the next 20 years. Greater Norwich is set to grow considerably during this time and we must put in place transport schemes that will manage this growth in a sustainable way as well as tackling our existing problems. We believe that doing nothing is not an option.

What do you think?

We want to know your views and so we have attached a freepost questionnaire. We would appreciate it if you could take a moment to let us have your thoughts on our proposals.

Do you agree?

Would you use the new facilities that the plans would deliver?
Is there something else we should consider?

If you would like to know more why not visit our **Transport for Norwich** exhibitions or find us online at www.norfolk.gov.uk/norwichtransport. Or contact us on 0344 800 8020

Next steps

We will analyse all the responses we receive and will present them to the Norfolk County Council Cabinet in the spring of 2010. The Cabinet will use your views as the basis for its decision on the next steps for our future transport plans.

The closing date for responding is 27 November 2009

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Need more information?

Visit us online www.norfolk.gov.uk/norwichtransport, contact us on 0344 800 8020 or come and see us at our Transport for Norwich exhibitions:

12th October 10:00 – 19:00
Castle Mall, Norwich

12th October 10:00 – 19:00
Bannatyne's Health Club,
Broadland Business Park

13th October 10:00 – 19:00
Asda, Hellesdon

14th October 10:00 – 19:00
Waitrose, Wymondham

14th October 10:00 – 18:00
Anglia Square – The Atrium

15th October 10:00 – 19:00
Sainsburys,
Longwater Retail Park

16th October 10:00 – 19:00
University of East Anglia,
car park

17th October 10:00 – 16:00
Hall Road Retail Park

19th October 10:00 – 19:00
Roys, Wroxham

20th October 10:00 – 19:00
Homebase,
Sprowston Retail Park

21st October 10:00 – 19:00
Norwich Bus Station

21st October 10:00 – 19:00
County Hall, Norwich

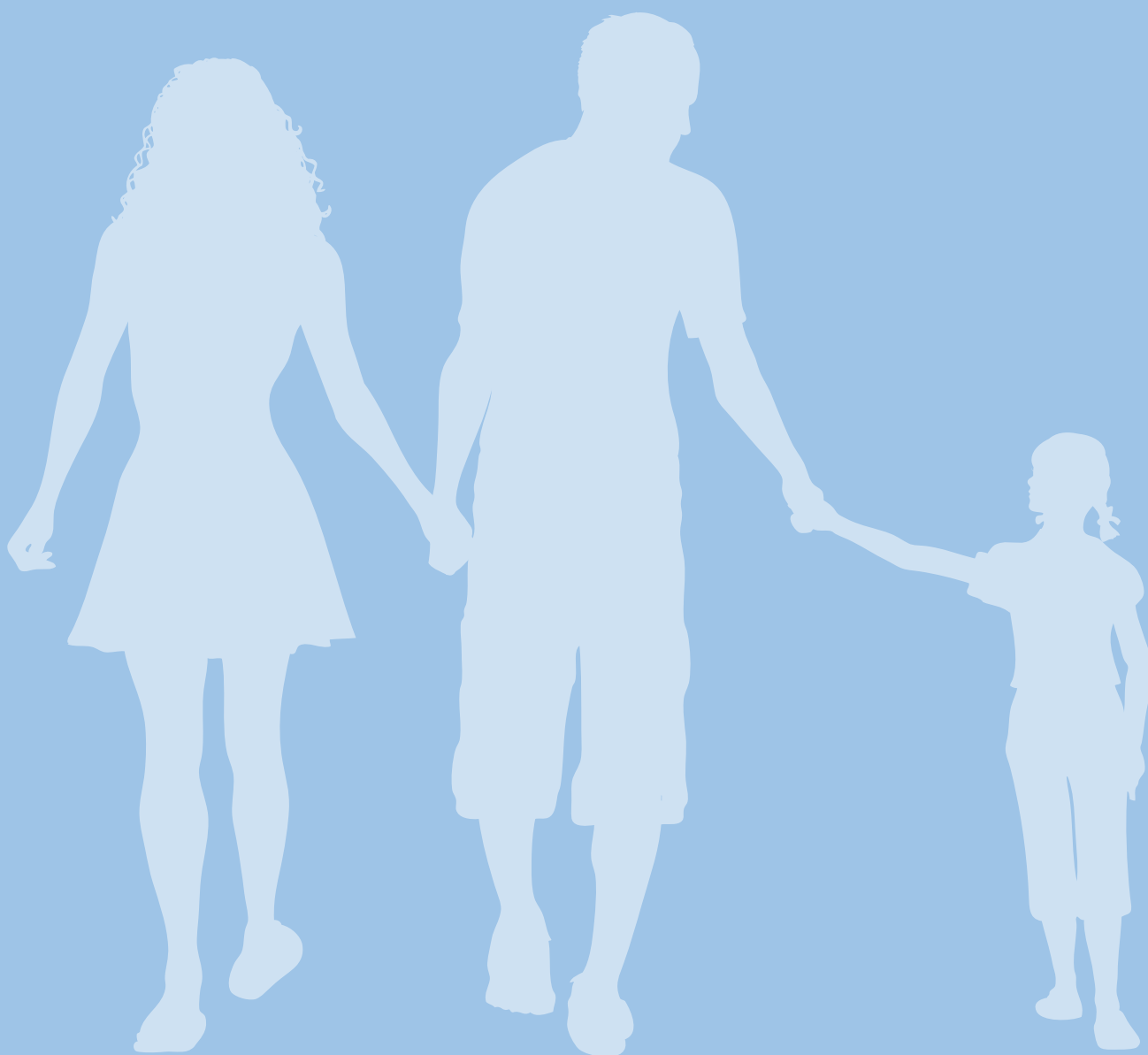
22nd October 10:00 – 19:00
The Forum, Norwich

23rd October 10:00 – 19:00
Norwich Railway Station

23rd October 10:00 – 19:00
Morrison's, Albion Way,
Norwich

24th October 09:00 – 14:00
Aylsham Market Place

9th – 11th November
10:00 – 18:00
Atrium at the Forum



If you need this leaflet in large print, or in an alternative version, please contact Norfolk County Council on 0344 800 8020