POLICY TO 1: TRAFFIC MANAGEMENT IN TOWN CENTRES

The Council will manage the transport networks in town centres in order to achieve the following aims:

(i) Reduce congestion through the restraint of through traffic and where appropriate take measures to protect residential areas from the effects of diversionary re-routing;

(ii) Improve safety and convenience and comfort for pedestrians and cyclists;

(iii) Improve public transport facilities within the town centres;

(iv) Enhance the environment for people using town centres;

(v) Improve local accessibility to existing facilities and new development;

(vi) Facilitate development opportunities and site improvements;

(vii) Support pedestrian priority schemes.

Justification

6.85 Conflict between vehicles and pedestrians represents one of the major problems of town centres and by reducing such conflicts conditions will be safer and more attractive, particularly for shoppers. However, extensive separation of road traffic and town centre functions relies on a combination of factors and only Mitcham town centre has been able to satisfy the requirements for full pedestrianisation. The Council will ensure that other schemes for pedestrianisation will provide adequate accessibility for people using public transport into shopping and central areas and servicing provision for town centre businesses.

6.86 In Morden town centre the means by which the environment of the town centre could be enhanced, taking into account its function as a shopping area and transport interchange, closely abutted by residential development are being investigated and will include consideration of reallocation of road space. This will also need to take into account the role of the A24 as a Priority ‘Red’ Route and part of the strategic London Road Network.

6.87 In the Colliers Wood Urban Centre development opportunities in the vicinity of Colliers Wood tube station will provide the scope for environmental improvements including an improved pedestrian environment and transport interchange in the area outside the tube station, in Christchurch Road.

6.88 In Wimbledon, the Town Centre Viability Study, 1995, identified options for two way traffic circulation in Hartfield Road/Sir Cyril Black Way, providing opportunities in the long term for partial or full pedestrianisation of the Broadway subject to future development proposals. The Council will keep under review opportunities for modifying the local road network in order to maximise the benefits of removing through traffic from The Broadway including a possible highway link also providing service access to the north of the Wimbledon Station Precinct site.
6.89 In Mitcham town centre the Council has identified a package of measures to increase walking as a mode of travel to the town centre, including the improvement of safety and environmental conditions for pedestrians and improved access to public transport. Improved pedestrian access will be sought through the reallocation of road space, new crossing facilities, improved signage and the control of illegal and obstructive parking, the new Tramlink interchange and improved pedestrian links to the proposed Eastfields Station.

6.90 In Wimbledon town centre the Council has introduced a traffic calming and pedestrian enhancement scheme in The Broadway between Wimbledon Bridge and Sir Cyril Black Way. This scheme, funded mainly by developer contributions from the development of the P3 site, is designed to slow traffic to around 20 miles per hour, provide enhanced pedestrian crossings, includes widened pavements, and new loading bays for service vehicles. It will provide an enhanced pedestrian environment and improve the pedestrian linkage between the Centre Court shopping centre and new shops and leisure facilities on the southern side of The Broadway.

6.91 In Morden town centre environmental improvements have been made to the bus/tube station interchange facilities and the opportunity for further comprehensive development of land adjoining the station will be investigated in order to improve public transport interchange. (See Proposal 1Mo in the Schedule of Site Proposals).

POLICY TO. 2: INTEGRATING DEVELOPMENT AND ACCESSIBILITY IMPROVEMENTS

THE COUNCIL WILL PROMOTE IMPROVEMENTS TO THE HIGHWAY BY CO-ORDINATING SPECIFIC IMPROVEMENTS AND APPROPRIATE TRAFFIC MANAGEMENT MEASURES WITH DEVELOPMENT PROPOSALS AS THEY ARE BROUGHT FORWARD AND WILL SEEK FINANCIAL SUPPORT WHERE APPROPRIATE (SEE ALSO POLICY RN.2). IMPROVEMENTS TO THE HIGHWAY WILL BE AIMED AT IMPROVING ACCESS TO THE DEVELOPMENT PARTICULARLY FOR DELIVERIES, PUBLIC AND COMMUNITY TRANSPORT, CYCLING AND WALKING.

Justification

6.92 Modifications to the highway infrastructure are primarily achieved through development proposals. The Council recognises the burden that would have to be borne by the local community if these modifications were funded solely by the public sector. The Council therefore require financial contributions from developers to be deployed towards appropriate modifications to the highway infrastructure and environmental improvements within town centres.

6.93 Within Wimbledon any future redevelopment of the Wimbledon Station Precinct (Policy WTC.9) will require modification to the road network to accommodate trips to the new development.

6.94 The development of the 2CW site in Colliers Wood should seek to share any car parking with adjacent non residential developments to enhance accessibility and encourage linked trips, thus reducing car use.