

Options for the A4 Froxfield

Proposals for improvements to the A4 at Froxfield
Submission to the Marlborough CATG December 2016



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1. Meeting with Steve Hind and Martin Cooke November 26th 2016

Steve Hind, Principal Engineer, Traffic and Network Management for Wiltshire Council and Martin Cook, Local Area Highways Engineer visited Froxfield and met with Parish Councillors Claire Costello and Vanya Body to discuss the problems facing the village as outlined in the earlier report 'Reconnecting Froxfield' (March 2016).

2. Key issues agreed

- **The A4 through Froxfield is too wide and encourages traffic to speed**
- **The “Welcome to Froxfield” signage is too far out from the settlement and has no impact on the perception of entering a built-up space**
- **The white lines push the traffic towards pedestrians, make speeding feel safer and could be re-moved in favour of softer markings**
- **There are insufficient safe road crossings and those which we have are *not* in the places where people actually cross the road**
- **The junctions at Brewhouse Hill and Church Road are badly designed and lead to dangerous near collisions**
- **Confusing signs — especially road speed signs — are generally ignored**

3. Budgeting and funding options

It was agreed that the speed of traffic travelling through Froxfield was a significant problem in the village. To achieve the most cost-effective options to reduce this impact which would help to bring the two sides of the village together, it was recommended that the Froxfield Parish Council should prioritise the projects to tackle, so these can be budgeted and either grouped together in a single application for substantive funding from Wiltshire Council or divided up as individual mini-projects which might be funded through the CATG.

Priority 1

Re-siting the entrance signs to Froxfield (west)

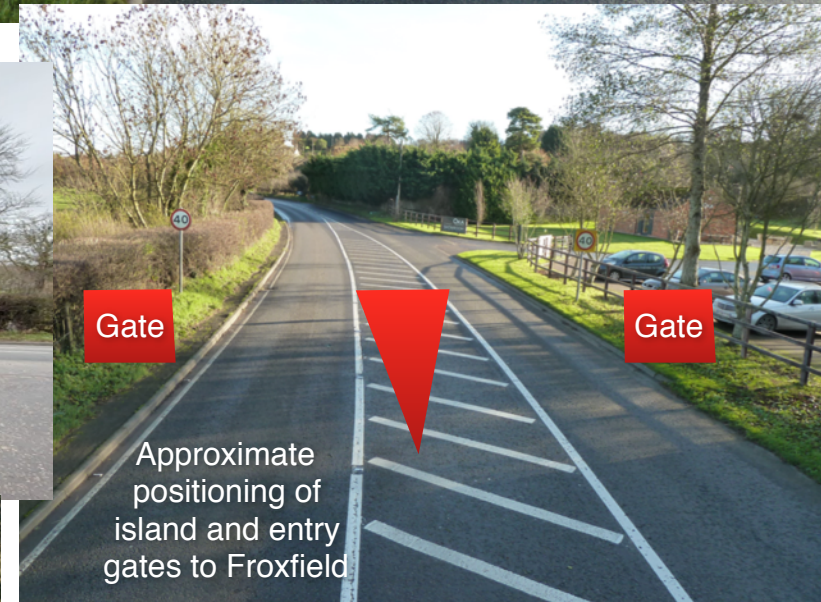
- Re-site 'Welcome to Froxfield' signs. We propose using white gates (or similar customised gates) and to bring the signage to just before the entrance to OKA (west end).
- At the OKA end, the road signs are linked to the beginning of traffic restrictions from open speed limit to 50mph. However, they need to be with the 40mph restrictions.
- New traffic islands to be located with the new entry to the village as a traffic calming measure.
- Turning into OKA could them be redesigned to fall behind island.



The Froxfield signs linked to the 50mph restrictions are too far from the village.



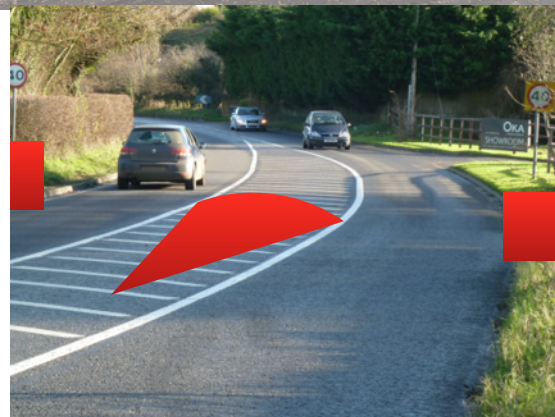
View from OKA entry



Gate

Gate

Approximate positioning of island and entry gates to Froxfield



Priority 2

Reduce the speed limit at the Pelican end of the village with re-location of 'Froxfield' signs

As traffic currently travels at full open road speed into the eastern end of Froxfield and where it is expected to slow first to 50 and in very short space of time to 40mph, the positioning of the Welcome to Froxfield signs and their relationship to the speed limits and the village envelope needs to be addressed.

- **Make the 40mph zone begin where the current 50 starts.**
- **Place a traffic island along with coloured road surface just before the first entry to the Pelican — and re-position the welcome to Froxfield with new white gates.**



Consultant's impression of possible new road markings near the Pelican. Traffic island would be before this.



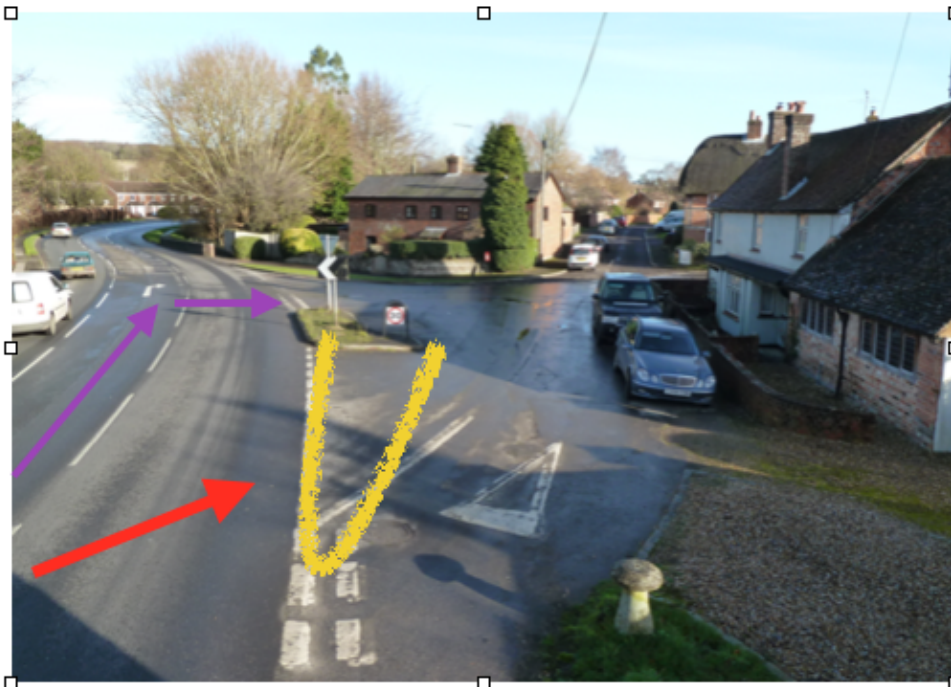
The current east approach to Froxfield — should be moved in to where the current coloured road surface begins near the Pelican



Priority 3

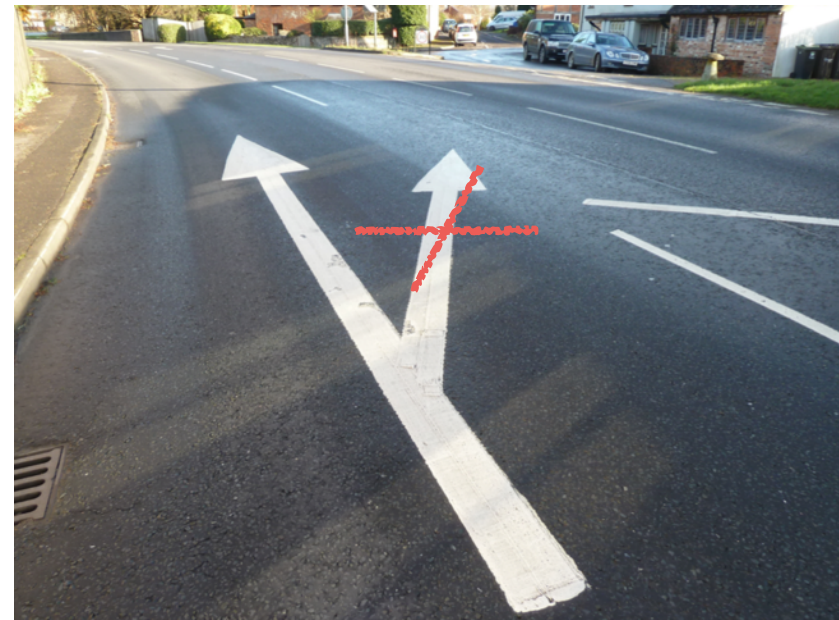
Redesign junction at the bottom of Brewhouse Hill

Currently traffic turning off the A4 has two options — one a dangerous pass in front of the Old Cross Keys and into Manor Park.

- **Create a new approach to Brewhouse Hill and Manor Park by extending the existing island to restrict traffic from the A4 to a single turning point. The larger island might also allow for more parking of cars which would alleviate congestion in the area.**



-  DIRECTION OF ONCOMING TRAFFIC CAUSING PROBLEMS
-  PREFERRED APPROACH TO BREWHOUSE HILL



Priority 4

New Pedestrian crossing point at corner of Brewhouse Hill

Although the natural crossing point over the A4, at the bottom of Brewhouse Hill, is widely used, it is unsafe.



- Create a new island with lit bollard (possibly solar) at the corner of Brewhouse Hill and the A4 so that it would improve the safety of pedestrians crossing to the village green and Memorial Hall. This is the crossing which takes the most pedestrian traffic as residents of Manor Park and Brewhouse Hill cross here.
- At the same time, redesign the existing crossing point near the bus stop to become a wider traffic island with lit bollard (which is currently broken!).

Priority 5

Redesign the area around the bus stops

This area has some complex issues around where the traffic crosses.



- **One possible option might be to block off this access from west-bound traffic and amalgamate the two bus stops into one around the shelter – or even to re-position the shelter completely. However, this would be difficult and make the current bus shelter redundant. This is a complex problem and would need further engineering consideration.**

Notes: The area around the entrance to Church Road encourages cars to cut across the A4 at speed, across the oncoming traffic or to accelerate out of the road to 'get in ahead' of a stream of traffic. Thus cars are often seen still travelling at 40 to 50mph past the houses – between two bus stops (on different sides of the road) whose main users are either school children or older residents. The road also then connects with the T junction for traffic travelling to and from Marlborough/Great Bedwyn. On both approaches there are often 'near misses' and traffic travels too fast and the road narrows suddenly besides the green. The lay-by starts to narrow just beyond the bus shelter, (the main

coach stop to and from London, and the Marlborough bus stop) and the wide exit on to the A4, as you approach the village green with the flint cottages on the right, the green on the left, here the road narrows significantly. This has implications for residents, walkers, cyclists, horse riders, and other vehicles if the driver has joined the road by the Littlecote entrance of the lay-by.

Priority 6

Reduce the visual clutter of signage in the Village centre

- **Within the relatively short village envelope there are a mixture of speed limits and accompanying signage — 30mph, 40mph and 50mph as well as de-restriction signs. There has been a gradual build-up of signage across Froxfield; we feel much is of little practical use or has become dilapidated and, therefore an eye-sore in an AONB; the messages are often self-evident and probably therefore ignored by motorists.**
- **Possibly, ‘Welcome to Froxfield Signs’ would reduce the need for multiple speed limit signs. Possible “Thank you for driving carefully” signs might be used to signal the speed limit de-restriction — particularly on side roads where sharp acceleration away from the village has been highlighted as a major problem.**

Additional notes

There might be some scope to engage the support of local businesses or individuals to sponsor new planting schemes around the village, particularly around the crossing points. Permanent planters on traffic islands or at crossing points might be an option worth investigating. Planters might be maintained as a community effort under the aegis of the Parish Council.

Summary

The prioritised projects will now be submitted to the Marlborough CATG for consideration. The next step will be to gain its authorisation for Steve Hinds and his team to begin detailed costing on the projects for formal funding prioritisation. Substantive funding applications must be received by June each year for consideration for the following year and we would need to have costed these project elements before then in order to be considered in the next funding round.

This report was compiled by members of the Froxfield Parish Council Roads & Traffic Committee – Claire Costello and Vanya Body. November 2016