

Our strategy for Hereford

Hereford is an important sub regional centre within the regional economy. It is the principal retailing centre within the County and forms a catchment for a greater area. The Core Strategy has adopted a settlement policy which seeks to support growth whilst limiting transport demands. It has identified Hereford as the main settlement for growth, recognising the market demand for new homes and the sustainability of current and future services located within Hereford including schools, health and leisure facilities. The transport network converges on Hereford and it includes access to local and long distance rail services making it the most accessible location to all county residents. Consequently Hereford will take 6,500 new homes, 40% of the county total, and 15 hectares of employment and, in addition to the continuing development of the HEZ, supporting 4000 job opportunities. We need to make significant improvements to the transport network if the city is to successfully fulfil this strategic role.

Our strategy for Hereford builds on the following significant opportunities and seeks to address the following challenges:

Challenges:

- Regular congestion and lack of resilience as a result of single river crossing – inefficient network prone to instability as it is close to capacity during peak periods and often throughout the day. Not good for business, emergency services and local residents. Poor journey times and journey time reliability, severance resulting from queuing traffic and poor air quality. Lack of space for active modes and poor environment, poor access and punctuality for bus network.

- The system which controls traffic signals is aging and also prone to instability which further impacts on the effective management of traffic passing through the network.
- Strategic long distance traffic routed through the city centre. This creates tension between satisfying strategic network needs and local access and growth. We therefore need to coordinate two highway authorities – Herefordshire Council and Highways England - in the management of the city transport network.
- Good rail service provision within the city at the rail station but poor access to the station and opportunity for integration with bus and cycle network and poor environment for pedestrians.
- HEZ will provide a major catalyst of additional economic activity to the City and wider economy but traffic capacity problems limit growth and also impact on local residential areas.
- High levels of cycling already recorded within the city but ongoing problems providing continuous and attractive cycling routes.



Opportunities:

- Cycling levels are already well above the national average and there a strong base from which to promote significant increases in cycling over the LTP period.
- The majority of transport demand, including vehicle traffic, is for short trips which start and finish within the urban area. This pattern will continue as the city grows. It provides a strong opportunity to increase the proportion of trips on foot, by bike and on the urban bus network.
- The city centre provides a strong focus for many trips including employment, shopping, health and leisure and this role is further strengthened in the Core Strategy. This provides stability for planning and supporting access improvements for all modes.
- The management of the supply and cost of parking has a strong influence on car trips in Hereford and provides us with an important tool to further encourage active modes.
- Coordinating the LTP with the development of the Core Strategy has enabled us to identify key transport infrastructure required to support growth and detailed assessment of development proposals will bring forward transport schemes which will extend the active travel network and improve capacity in the city.
- Partnership working. We have an excellent track record in working with key partners, including Highways England which as seen the recent construction of three pinch point schemes. This will assist us with managing demands and bringing forward improvements.



In view of the challenges and opportunities and integrated with land use planning we are taking forward a balanced strategy which will support our growth proposals and the development of the HEZ whilst seeking to maximise active travel. The strategy comprises:

- Additional highway capacity to meet the increased demands resulting from growth
- Improved access to and within the central area
- Improvements to encourage more active travel within the urban area through increased supply of pedestrian, cycling and bus networks, supporting safer routes to school and improved health and access to and integration with rail
- Demand management targeted at short distance car trips within the urban area by rationalising parking supply and increasing the costs relative to alternative modes of travel
- Effective negotiation with private developers to ensure suitable on and off site measures to limit the traffic demands from new developments and encourage active modes
- Effective partnerships to deliver our strategy in collaboration with key partners such as Highways England, Network Rail, Marches LEP and other strategic partners.



Key improvements comprise:

- Increased highway capacity to accommodate increased demands of new development and providing access to strategic sites
- Improved efficiency of the existing network to provide capacity within the urban area
- Demand management to tackle short car trips including parking costs, location and impacts in residential areas
- Improved bus access into the central area and integration with rail
- Extended cycle network to increase the already high proportions of cycling and to link with our Park and Choose sites
- Measures focused on increasing access to the Enterprise Zone and in support of its travel plan

Hereford Transport Strategy 2016-2031

Package	Schemes, projects and policies		
	2016-2021		2022-2031
Hereford High Town Package	High Town refurbishment On street parking charges St Owen Street contra flow cycling scheme		Monitoring and evaluation
Hereford City Centre Transport Package	City Centre link road and cycle scheme	Rail station transport hub Commercial Road walking and cycling schemes and public realm Newmarket Street, Blueschool Street bus stops and public realm Active mode measures to support Blackfriars urban village	Monitoring and evaluation
South Wye Transport Package including Enterprise Zone	Southern link Highways England cycle schemes on A49	Scheme opening SWTP active mode measures including Belmont Road public realm, Holme Lacy Road rail bridge and Holme Lacy Road/A49 junction cycle schemes	Monitoring and evaluation
Hereford Transport Package	Sustainable Modes of Travel to School Strategy Workplace, school and residential travel plans Route options study for HRR Business case including strategy development, modelling and appraisal Planning application for HRR	Construction of HRR Wye Crossing and Three Elms sections	HRR Wye Crossing and Three Elms sections open Construction and opening of remaining sections of HRR Delivery of active mode and public realm improvements for north Hereford Demand management measures in city core Active mode measures to support Edgar Street Grid development Active mode and public realm measures to support City centre masterplan following change in role of A49 with HRR in place

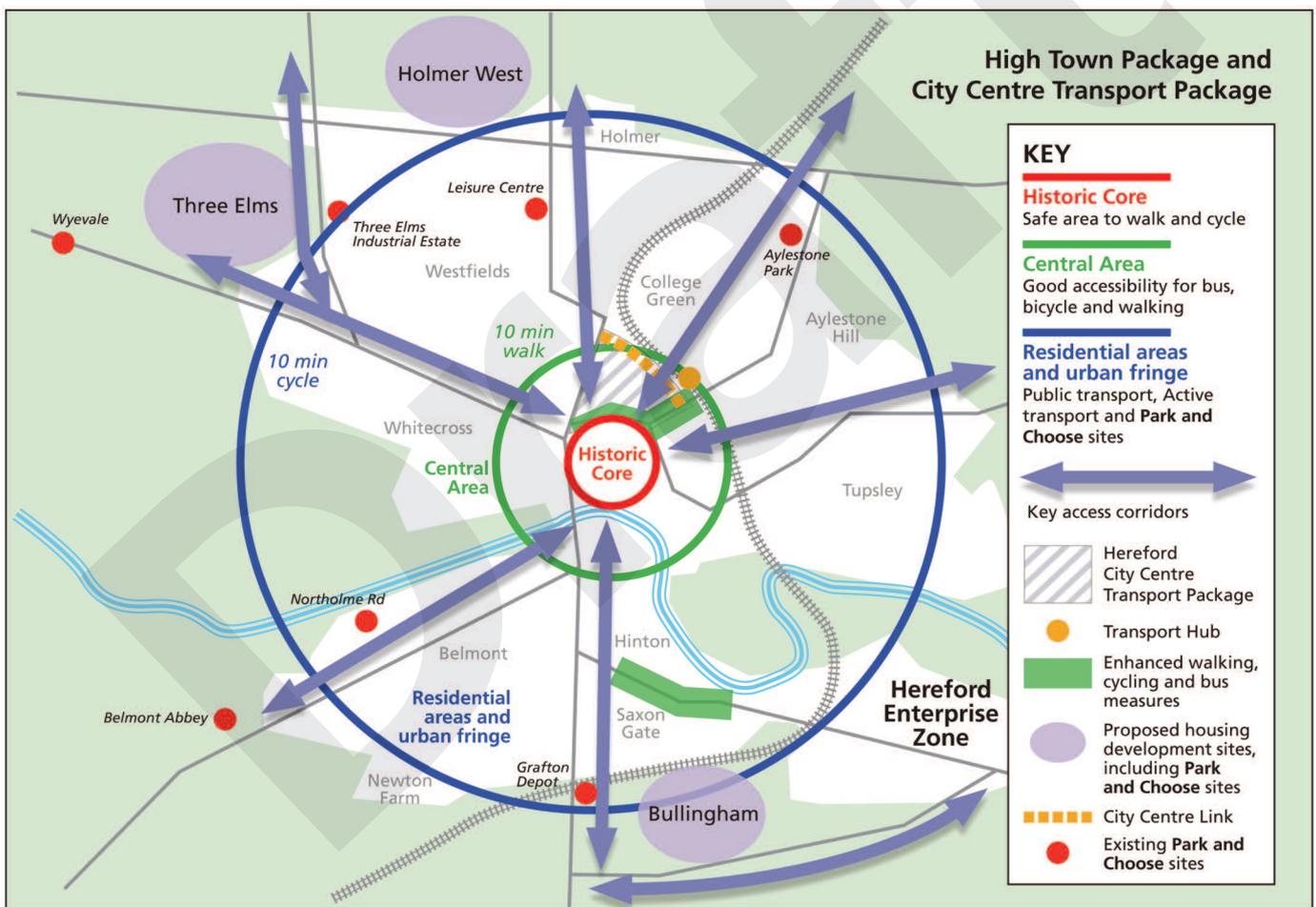
Communication and promotions delivered through:



Choose how you move

High Town Package and City Centre Transport Package

The whole urban area (enclosed in the 10 minute cycle zone) carries 30-40,000 vehicle trips each morning and afternoon – half of these are entirely within the 10 minute cycle zone. Many of the vehicle trips into the centre (along the key access corridors) involve further circulation around the inner ring road as traffic seeks to access specific destinations including office parking, schools and public car parks. In addition, some of this is through traffic which currently has no realistic alternative other than to travel through the centre of Hereford.



High Town Package

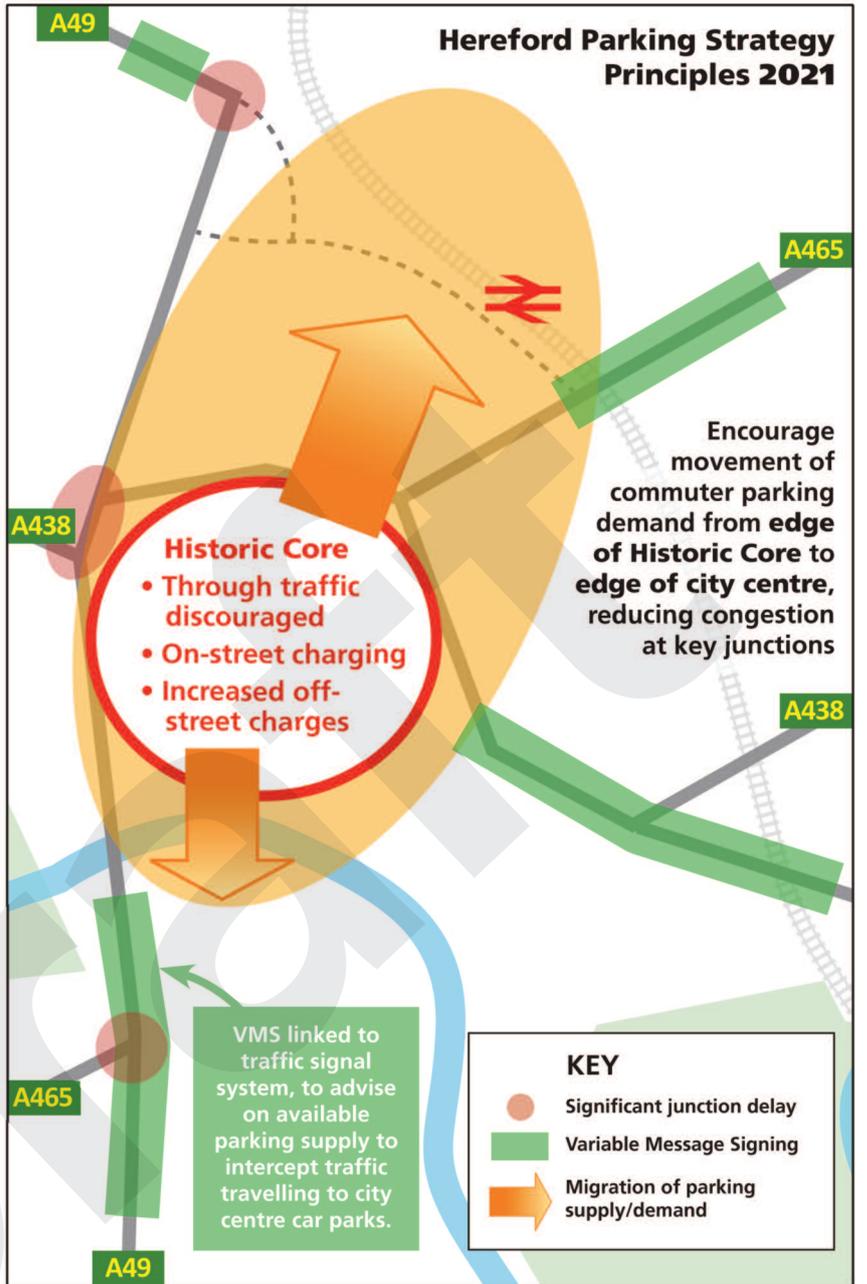
Hereford central area and the historic core (within the ring road) is a special environment where pedestrians must have top priority. We want to encourage more access into this area, the County's primary shopping location, to support retailers and promote economic growth. To do this our plans reduce access by car and the impacts of traffic.

High Town Package Schemes

- Deliver a public realm improvement scheme focusing on the shopping area and gateways into the historic core so that drivers appreciate the priority for pedestrians and cyclists and our retail offer is enhanced.
- Develop comprehensive cycle access and provision in one way streets – tying into a wider network of cycle routes throughout the city and supporting cycling
- Remove redundant/duplicate signage and introduce coherent and uniform tourism/visitor signing
- Reducing parking, particularly for commuters, through redevelopment and
- Introduce on-street parking charges and other forms of management to further reduce traffic in the centre



View of High Town looking towards the Old House



City Centre Transport Package

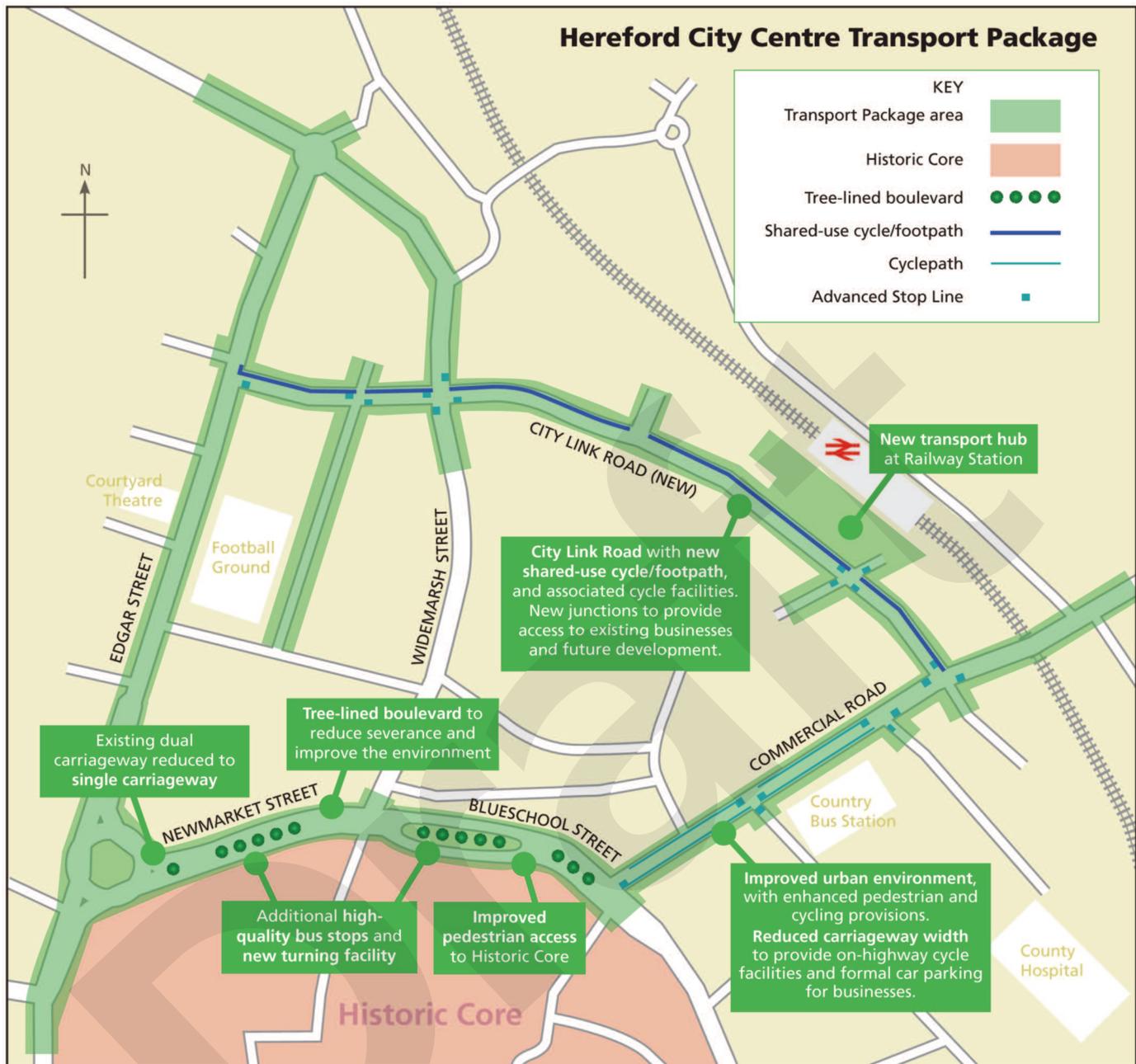
The Hereford City Centre Transport package includes a new link road which enables a major mixed-use development delivering retail, leisure, tourism, employment and housing projects. The package will address the decline in Hereford's traditional role as a regional economic hub. The aim of the package is to provide:

- access to development in the regeneration area to the North of the city centre
- regeneration of Commercial Road, Newmarket Street and Blueschool Street by reducing traffic flows and making those streets more friendly for pedestrians, cyclists and public transport
- reduced severance between the historic city core and the Edgar Street Grid development and rail station
- improved access to and integration at the rail station



City Centre Transport Package Schemes:

- Construct the city centre link road providing access to the urban village development and supporting city centre affordable housing and opportunities to improve access to the rail station and integration with bus services
- Improve walking and cycle access and overcoming barriers at Edgar Street, Barton Road and St Owen Street
- Upgrade the traffic light control system to make the system more responsive and resilient.
- Relocation of parking with the disposal of Merton Meadow car park – this is dependent on the urban village housing development progressing
- Work with schools and businesses to refresh travel plans, encourage walking and cycling and reduce peak hour single occupancy car use.
- Deliver a programme of promotional activities to highlight the benefits of active travel leading up to and alongside the delivery of the City Centre Link Road



South Wye Transport Package

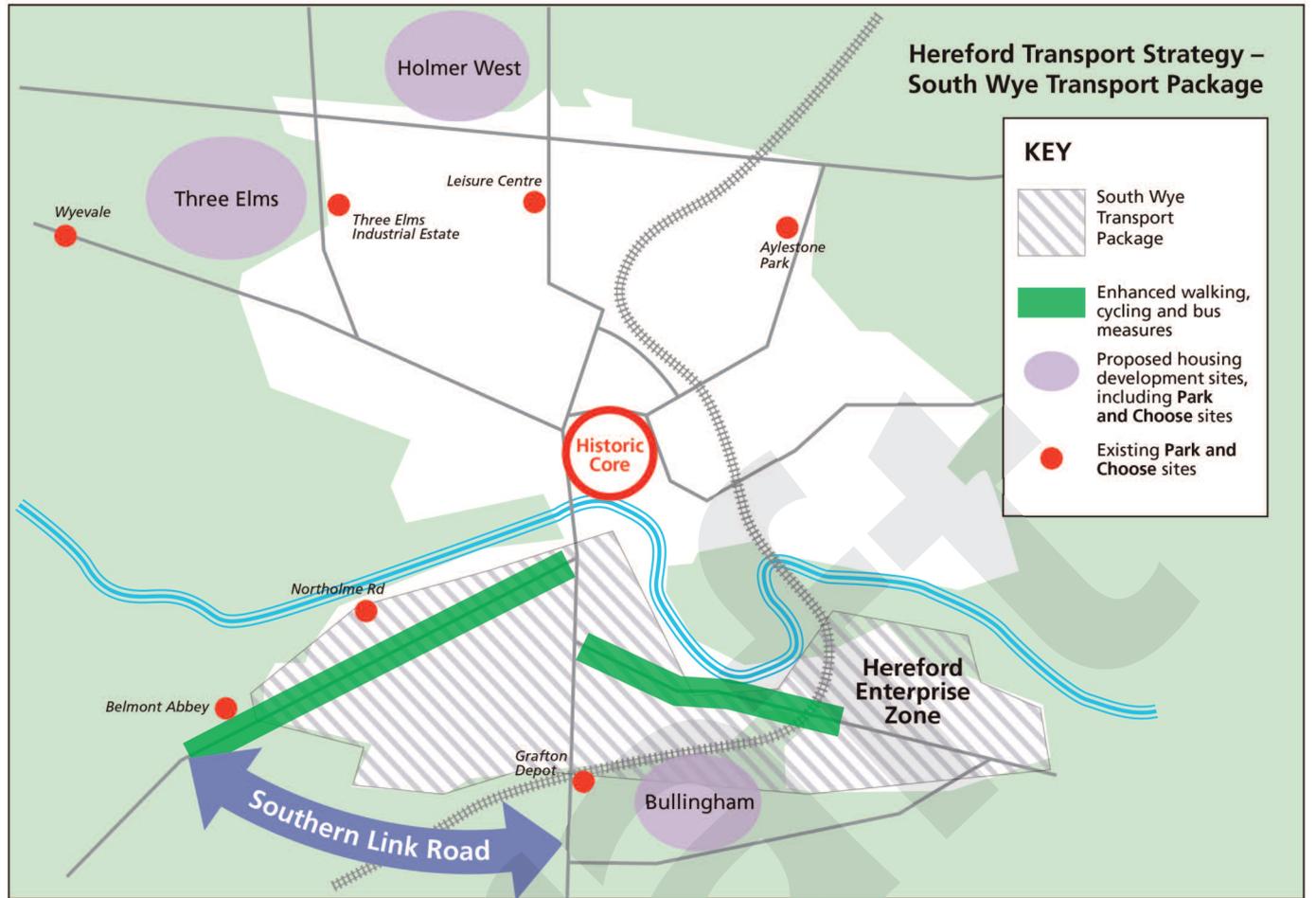
The South Wye Transport Package focusses on the area of the city south of the River Wye. This is an area where there are a number of acute transport problems. These include a lack of capacity on the A49 which is a barrier to more jobs at the Enterprise Zone and delivery of the Lower Bullingham housing development. Other problems include long delays on the A465 Belmont Road resulting from local and longer distance traffic joining the A49 at the Asda junction to cross the river.

The A465 and A49 act as strong deterrents to walking and cycling which encourages short distance vehicle use, particularly for journeys to the city centre. This contributes to the high levels of obesity and cardio-vascular disease in the area. Our plan to address these problems is to



provide an alternative route for longer distance traffic using the A465 Belmont Road – the Southern Link. This will mean we can reduce the impact of traffic on the Belmont Road A465 and create a better environment in the A465 Belmont road corridor, perhaps with more trees and improved public open space.

We plan to provide a wide range of active travel schemes across the South Wye area to give people safer, cheaper and healthier travel options. We will also be working closely with schools, businesses and housing developers to encourage more walking and cycling to reduce short distance car journeys.



Artists impression of Southern Link east of Haywood Lane

South Wye Transport Package Schemes

- Southern Link between the A465 and A49 to provide alternative route to A465 Belmont road
- Active travel schemes and improved public realm scheme reducing severance and environmental impact of traffic on Belmont Road
- Schemes in South Wye residential areas to encourage walking and cycling.
- Cycle scheme between the Grafton Park and Choose site (at the Grafton depot) and Bullingham Lane and running parallel to the A49.
- Active travel schemes associated with the Lower Bullingham housing development, the Hereford Enterprise Zone and the Three Elms and Holmer West developments.
- School, workplace and residential travel plans and Choose How You Move campaigns to raise awareness of travel options and encourage trial.
- Improvements to and expansion of our Park and Choose sites across the city.



Looking East along Belmont Road

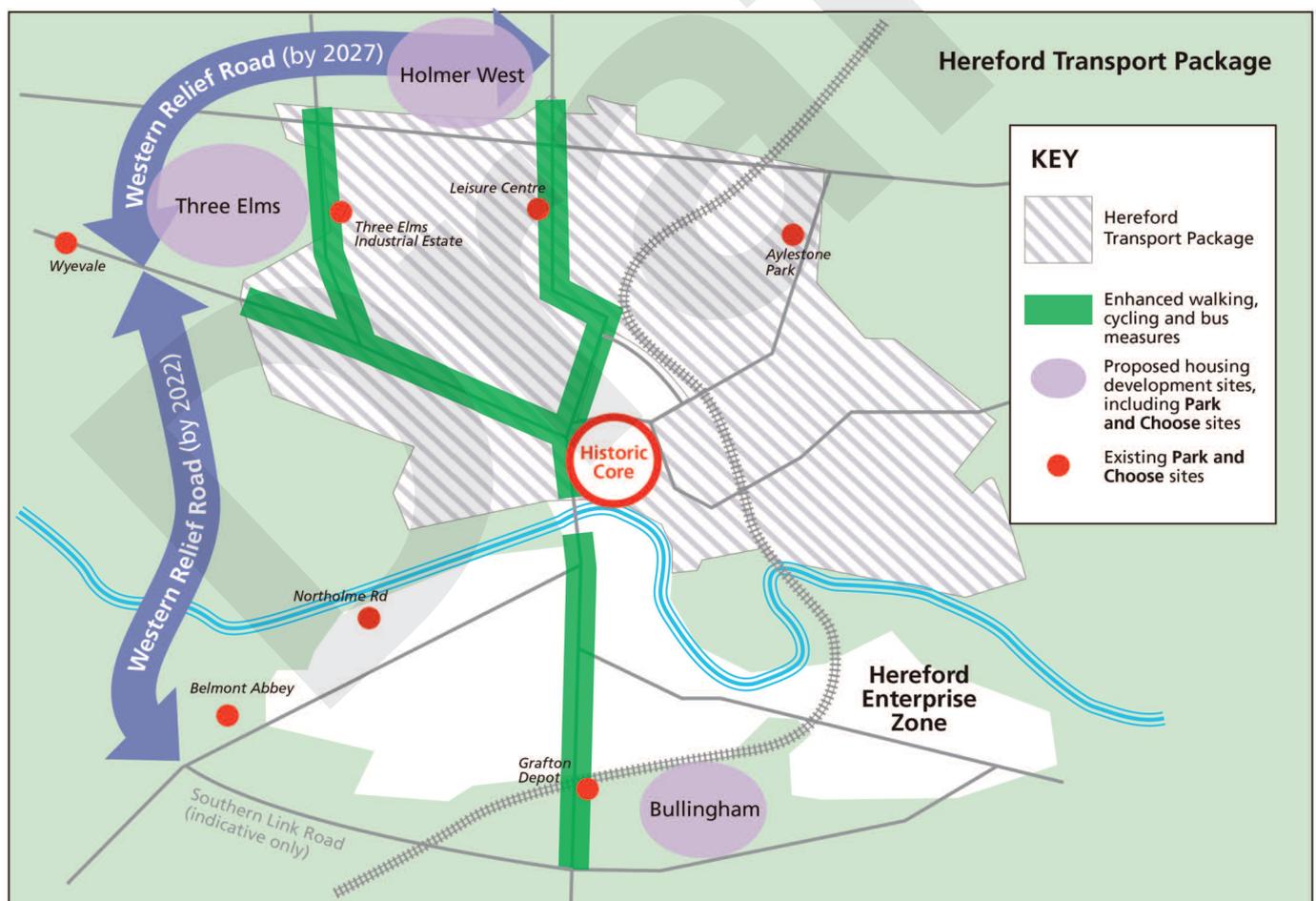


Looking West along Belmont Road - artists impression

Hereford Transport Package

The Hereford Transport Package focusses on the delivery of a Hereford Relief Road and the benefits the scheme will bring to the city, particularly increased traffic capacity to allow the city to grow with more homes and jobs. With the relief road in place we will be able to take control of the A49 through the city and change its use away from freight and other long distance traffic to more local transport needs. This will be a 'step change' for our city transport system when we can deliver schemes and projects to help residents walk and cycle for those short distance journeys.

Hereford's wider regional role will be enhanced so the changes we make will need to ensure we can accommodate traffic travelling into the city from our rural areas. Whilst our plans for Hereford with the relief road in place are at an early stage, the schemes and projects for Hereford will need to address the problems we know we will face such as the potential for more traffic associated with the houses and jobs we have planned. This traffic could have a serious impact on congestion, health and the environment.



Hereford Transport Package Schemes

- Hereford Relief Road
- Working in partnership with strategic housing site developers to connect their sites into the road network and to put in place measures to encourage walking, cycling and the use of public transport
- Working in partnership with hospitals and other employers to refresh their travel plans and reduce the numbers of short distance car journeys
- Working in partnership with schools to develop and implement a Sustainable Modes of Travel to School Strategy to encourage more walking, cycling and bus journeys to school and reduce the numbers of short distance car journeys

