

Traffic Update: Introduction

Watlington is a unique town with a unique traffic problem

80% of traffic at peak times is “cut-through” to and from the M40

Watlington is a gateway to South Oxfordshire

A range of traffic management options are therefore required and considerable amount of preparatory work has been carried out - there are three potential solutions that are being developed in parallel with the Neighbourhood Plan and we would like your feedback on their suitability

▶ The traffic solution has to focus on the following issues

- ▶ **Management of peak time congestion**
- ▶ **Reduction of HGV traffic**
- ▶ **Linking traffic management with current and new housing requirements**

▶ There are 3 main options for the residents of Watlington

1. **Introduce changes to the town centre to allow residents the freedom to move around safely**
2. **Make it more difficult for traffic to pass through the town**
3. **Utilise the housing increase to create a “relief road” to allow some traffic to bypass the town centre**

▶ The traffic solution must also take into account the following issues

- ▶ **Need to ensure that pedestrians and cyclists are at the core of the plan**
- ▶ **Improvements in air quality need to be factored in**
- ▶ **Enforcement of the HGV weight-limit must be stepped up**
- ▶ **Ensure that solutions do not encourage an increase in traffic using routes through the town**
- ▶ **Watlington should retain its character for both residents and tourists**