

## Business Survey: General Comments

Watlington is not fulfilling its potential. It has character, infrastructure, schools, medical provision, businesses and retail. Develop the town as a whole within a new by-pass so the commercial /residential mix is sustainable.

If more houses and better parking needed, some better arrangement required re: traffic flow. Relief road linking B4009 to B480. Pyrton Road/Station Road to Cuxham Road/Britwell Road.

Big lorries and heavy traffic detract from the charm of Watlington. Narrow pavements make it dangerous for us and our children. Pollution levels are serious.

My view is that in general housing growth has been managed project by project as profitable developments for someone. It would be better to identify where future growth may be permitted, the mix of property to be decided act to keep it to that which I hope this plan will illustrate. Future growth will depend on the willingness and drive to provide a relief road to protect the centre from further environmental and health erosion.

Although road signage can be overbearing I think that we need to look at traffic signage through the town as I do not think it is clear enough. For instance we get cars going the wrong way up the High St about every 2 days. And passers through do not get a good idea what is in the High Street and therefore by-pass it anyway.

A wonderful town grinding to a halt with heavy traffic. Have met some cars and cyclists going the wrong way on Spring Lane. Although the signs are clear some still push through.

Traffic management needs to be a top priority. Pyrton Lane - as it stands not a viable option. As a business we need to upgrade the electricity supply, we suffer from too many power cuts. Broadband is rubbish.

Traffic management is a fundamental issue to the development of the town. For both industry, workers and home workers the development of a ring road off the B4009 at about the Pryton junction and exit at the Watlington Industrial Estate roundabout. This would help congestion in Couching Street. There is always pressure for new homes and Watlington is well resourced through its school provision and close links to the motorway. At the same time this would also provide funds one would hope for the provision of a ring road, cycle paths and footpaths. To offer land for housing development may mean that (a) you can control the number of houses being built and (b) the nature and type.

Weight restrictions on lorries should be strictly enforced.

Speaking to people outside the town they get annoyed about all the shops closing at different times. Maybe a more organised shop opening hours? We both feel that Watlington is a great market town and we need to advertise this more. We have a deli, cake shop, chocolate shop, veg store, fish mongers, butchers, florist, co-op and need to advertise this more. More and more people are going back to the High St so we think Watlington could be known for fresh produce. We have everything here and it needs to be advertised. However, car parking is a big issue and we need to resolve this to help not put off shoppers and people moving. A Watlington Website would be good, people would know what we do and what hours we are open. It would be a good insight into this fantastic town.

I think Watlington should grow to a size similar to Chinnor, which I believe is 3 x our population. This will require more roads, facilities and housing, however should lead to a more vibrant community. Looking at what happened in Chalgrove over the years, getting the speed of introducing new housing must be carefully planned.