

Innovative and Sustainable Transport

Travel Demand Management Strategy

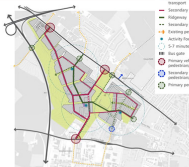
The University is committed to delivering a sustainable development at North West Cambridge.

A fundamental element of this is the Site-Wide Development Framework Travel Plan.

This Framework Travel Plan will contain details of the sustainable travel measures that will be delivered at North West Cambridge; explain how these will be implemented; and outline the monitoring and remedial measures. Each commercial occupier will be required to contribute to this process and all residents will be encouraged to participate.

The existing University travel plans have been assessed to ensure that there is a co-ordinated approach providing sustainable travel throughout.

- Existing vehicular routes
- Open space
- Key existing buildings
- Primary vehicular routes
- Vehicular routes restricted to public transport
- Secondary vehicular route
- Ridgeway
- Secondary pedestrian/cycle route
- Existing pedestrian/cycle route
- Activity focus
- 5-7 minute walking radius
- Bus gate
- Primary vehicular access (with pedestrian/cycle access)
- Secondary vehicular access (with pedestrian/cycle access)
- Primary pedestrian/cycle access



Car Parking Strategy

A car parking strategy for the site is being developed, taking into account the maximum parking identified in the Area Action Plan, and the likely demand on site.

The strategy will cover both on- and off-street parking, and will take account of the special demands generated in the area by each land use type.



Your concerns

The University's Response

Routes

Q Will a route through the site from Huntingdon to Madingley Roads for both public and private vehicles be included?

A Further analysis of transport network implications has been undertaken, and has been outlined in the transport strategy. The masterplan for the fourth site (Cambridge archive) includes a direct public transport route through the site that connects North and West Cambridge. There is also a private vehicular route that is more direct, connecting Huntingdon and Madingley roads.

Cycle provision

Q Will plenty of cycle parking and opportunities for further cycle routes be provided?

A The masterplan will generate a demand for approximately 15,000 cycle spaces across the site which will be located in safe and secure places. The scheme also prioritises walking and cycling, with a specific route, the Ridgeway, especially for these modes.

Bus provision

Q Will plenty of buses be provided? Will the diversion of buses from Huntingdon Road affect those living east of Goston Road?

A Public transport is generated and provided by a direct public transport route through the site and a bus gate at the local centre. The area is for a bus stop to be within 400m of every home and for services to be frequent. Discussions with bus operators are ongoing and site-specific diversion to routes have been identified at this time.

Congestion and Car Usage

Q Will there be an increase in Congestion on local roads and will there be good access to M11/A14?

A The University is committed to ensuring that the new development will have a minimal impact on surrounding communities. We are working with the County Council and Highways Agency to agree the access strategy for the development.

Q Will the scheme encourage car clubs?

There is a target of 40% maximum journey to work by car - is it realistic that people will forego public transport?

A A Travel Demand Management Strategy is being prepared identifying the proposed non-car measures. This will be supported with a homeworked Travel Plan which will state the agreed mode share targets, the means of conforming that these are required, and possible additional mitigation measures, if required.