Transport Assessment

Proposed Discount Foodstore Development
New Close Lane, Witney

Lidl UK GmbH

August 2018

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1.0 INTRODUCTION

1.1 This Transport Assessment (TA) has been prepared on behalf of Lidl UK GmbH (“Lidl”) to inform the Local Highway Authority, Oxfordshire County Council, of the transport and highways implications of the proposed development at land located off New Close Lane, Witney.

1.2 This TA provides the supporting information necessary to enable the impact of the proposal to be properly determined. The report assesses the capacity of the site access/New Close Lane/Petrol Station junction and the adjacent roundabout junction of the A415 with the A40 on and off slips and with Witney Road.

1.3 This TA has been prepared to support a detailed planning application and it has been produced in accordance with the Department for Transport’s (DfT’s) March 2007 “Guidance on Transport Assessment” document (now superseded, but still good practice in many respects) and the Planning Practice Guidance (PPG) “Transport Evidence in Plan Making” document.

Scope and Structure of This Report

1.4 This report seeks to demonstrate that the proposed development of this site can be accommodated without detriment to the operational capacity or safety of the local highway network, and that it can be readily accessed on foot, by bicycle and by local public transport services.

1.5 The report is structured as follows:

i) Chapter 2 – describes the site location, existing uses, local highway network, existing traffic conditions and road safety record;

ii) Chapter 3 – describes the proposed development including the proposed access, car parking and servicing arrangements;

iii) Chapter 4 – summarises the national and local transport policies, and describes how the proposed development accords with these;

iv) Chapter 5 – considers the location of the site with regard to the existing local sustainable transport infrastructure;

v) Chapter 6 – describes the future baseline traffic conditions on the local highway network in relation to committed development traffic flows and traffic growth;
vi) Chapter 7 – estimates the potential number of trips generated by the proposed uses of the site and the distribution and assignment of the vehicular trips on the local highway network;

vii) Chapter 8 – presents an assessment of the proposed development’s impact upon the operational performance of the local highway network;

viii) Chapter 9 - provides the summary and conclusions to this TA derived from the analysis presented in the above chapters.
2.0 EXISTING CONDITIONS

2.1 The proposed site lies on a plot of land south of Witney Town Centre and the A40. It will be accessed from New Close Lane which forms part of a five-arm roundabout linking the A415 and A40. The immediate surrounding areas on New Close Lane comprise the Witney Sewage Treatment Works and agricultural land to the west, allotments to the south, a Shell petrol station and services to the north, and the A415 immediately to the east.

2.2 Figure 2.1 and Figure 2.2 show the location of the site in relation to its local and wider context.

Figure 2.1 Site Location – Local Context Plan

2.3 Immediately east of the A415 is Ducklington village which has a small population of over 1,500 people (2011 census).

2.4 There is currently a Lidl Store in Witney on Ducklington Lane, approximately 650m north of the application site. However, this is expected to close if planning permission is granted on this site.

2.5 Figure 2.2 shows the site in relation to its wider context. 2km north of the site lies Witney Town Centre. Witney is home to over 27,500 people (2011 census), situated 12 miles west of Oxford.

2.6 Within Witney there are numerous residential estates including Tower Hill in the north, and Newland and Cogges in the east of the town.
Figure 2.2 Site Location – Wider Context Plan

Surrounding highway network

A415

2.7 The A415 is situated to the east of the proposed site which links Witney to the A40 and A4095. The A40 connects Witney with Cheltenham to the west and Oxford to the east.

2.8 The A415 is approximately 8m wide, and to the north of the roundabout benefits from a footway on the western side reaching the underpass of the A40. There is a shared foot and cycle way on the eastern side which extends to Witney Town Centre, and is approximately 4m wide. Dropped kerbs and tactile paving are provided for the safe crossing of pedestrians on the majority of arms on the roundabout and along the A415.

Traffic Surveys

2.9 Traffic surveys were commissioned to record traffic counts at the roundabout and the petrol station access on New Close Lane. Speed surveys were also conducted for vehicles travelling on New Close Lane in both directions, recorded between the petrol station and the roundabout.

2.10 Traffic surveys were conducted on Thursday 7th June 2018 between 16:00-19:00, and on Saturday 9th June 2018 between 10:00-14:00. On both days the weather conditions were sunny intervals. The raw traffic data is included in Appendix 1 and summarised in Traffic Flow Figure 1.
2.11 The raw data has been used to convert the traffic flows into passenger car units (PCUs) for weekday and Saturday highway peak hours at the proposed site access, petrol station access, and New Close Lane. Analysis of this data highlighted the fact that the peak hour flows occurred during 16:00 to 17:00 for the weekday PM peak, and 12:00-13:00 in the Saturday peak.

2.12 Traffic flows on New Close Lane to and from the petrol station are broadly even and consistent between peak hours on the weekdays and Saturday. For instance, during the Weekday PM peak 115 PCUs enter the petrol station and 107 PCUs leave the petrol station. During the Saturday peak, 107 PCUs enter and 112 PCUs exit. The Treatment Works generate very low levels of traffic, with just 37 two-way trips in the weekday peak hour and 13 two-way trips during the Saturday peak.

**Road safety**

2.13 Table 2.1 shows that within a five-year period, nine accidents have occurred in total. All of which have been slight in severity and the majority have involved two cars, suggesting that the majority did not affect pedestrians or cyclists.

### Table 2.1 – Accident Frequency

<table>
<thead>
<tr>
<th>Location</th>
<th>Date</th>
<th>Severity</th>
<th>Number of vehicles involved</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Close Lane</td>
<td>09/05/2016</td>
<td>Slight</td>
<td>2</td>
</tr>
<tr>
<td>Ducklington Lane</td>
<td>27/08/2016</td>
<td>Slight</td>
<td>2</td>
</tr>
<tr>
<td>A40</td>
<td>21/08/2014</td>
<td>Slight</td>
<td>2</td>
</tr>
<tr>
<td>A40</td>
<td>07/04/2016</td>
<td>Slight</td>
<td>2</td>
</tr>
<tr>
<td>A415</td>
<td>23/03/2013</td>
<td>Slight</td>
<td>1</td>
</tr>
<tr>
<td>A415</td>
<td>08/07/2013</td>
<td>Slight</td>
<td>1</td>
</tr>
<tr>
<td>A415</td>
<td>23/07/2013</td>
<td>Slight</td>
<td>2</td>
</tr>
<tr>
<td>A415</td>
<td>13/06/2016</td>
<td>Slight</td>
<td>2</td>
</tr>
<tr>
<td>A415</td>
<td>30/08/2017</td>
<td>Slight</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: [http://www.crashmap.co.uk/Search](http://www.crashmap.co.uk/Search)

2.14 Figure 2.3 shows the location of the accidents described in Table 2.1. The majority took place on the approach to the roundabout, particularly the A415 roundabout junction. Notably only one out of nine accidents took place at the junction with New Close Lane and the petrol station. Most accidents occurred between motorised vehicles, suggesting no or little involvement of cyclists and pedestrians.
Summary

2.15 The evidence presented above and illustrated in Figure 2.3 suggests that the area in the vicinity of the proposed site does not have any significant highway safety problems. All accidents summarised above have been categorised as of only slight severity and despite the size of the roundabout and volume of traffic there have not been any serious or fatal accidents in the last five years.
3.0 PROPOSED DEVELOPMENT

General

3.1 The proposals include the construction of an A1 discount foodstore with a retail floor area of 1325 m$^2$, Gross External Area of 2175 m$^2$ and a Gross Internal Area (GIA) of 2098 m$^2$. The proposed site layout is included in Appendix 2.

Access Strategy

3.2 Vehicular access to the store will be taken from New Close Lane through the introduction of a priority controlled junction as shown on drawing number SCP/18113/SK01 in Appendix 3.

3.3 The proposed site access along New Close Lane provides visibility splays that have an ‘x’ (minor arm setback) distance of 2.4m and a ‘y’ (major road visibility) distance of 43m to the centreline of New Close Lane to the west and in excess of 43m to the east to the circulating carriageway of the roundabout. There is more than sufficient visibility of vehicles turning onto New Close Lane from the roundabout; the direction from which the vast majority of Lidl’s demand will originate.

3.4 Pedestrian and cycle access to the site will be taken from the north-east corner of the site and link to an existing footway on the northern side of New Close Lane.

3.5 The plan showing the site access arrangement also includes improved pedestrian facilities in the form of a footway extending from the site, with dropped kerbs and tactile paving leading to a widened central island and linking pedestrians in to the existing footway on the northern side of New Close Lane and parallel to the A415.

Car Parking

3.6 A total of 115 car parking spaces will be provided on the site as part of the proposed development layout. Of the 115 spaces provided for the proposed discount foodstore, 8 will be designated to parent and child standard and 7 DDA compliant. These spaces will be clearly marked and positioned close to the store entrance and trolley bays for customers' convenience.

3.7 Maximum parking standards are set out in the OCC Local Transport Plan which states that 1 space per 14m$^2$ is applicable for food retail.

3.8 Investigations into the predicted level of parking accumulation have revealed a maximum of 47 cars will be parked on a weekday and 61 on a Saturday. The accumulation has been based on
the traffic generation of the site based on information within the TRICS database, as detailed in Chapter 7. This investigation has demonstrated that there is sufficient space within the car park to accommodate particularly busy periods such as Easter and Christmas.

**Graph 1- Weekday Parking Accumulation**

![Graph 1 - Weekday Parking Accumulation](image)

**Graph 2- Saturday Parking Accumulation**

![Graph 2 - Saturday Parking Accumulation](image)
3.9 All car park aisles are a minimum of 6.5m wide and car parking spaces are 2.5m wide by 5.0m in length, in accordance with the operator's standard requirements for new stores.

3.10 6 Sheffield cycle parking stands (i.e. 12 cycle parking spaces) will be provided near the entrance. This provision of cycle spaces is well within the parking standards of 1 cycle space per 200m², with 11 spaces provided as minimum.

3.11 Secure staff cycle spaces will also be available within the warehouse, with a staff cycle parking standard of 1 space per 12 staff.

**Internal Layout and Servicing Arrangements**

3.12 Deliveries to the store will be made by articulated HGV via New Close Lane. The servicing of the store will take place from within the car park, with access shared with the customer access.

3.13 A swept path analysis has been undertaken of the delivery area for a 16.5m articulated lorry, which is illustrated in the drawing included in Appendix 4 and demonstrates that the loading bay can be safely accessed by such vehicles and that the store can be serviced during store opening hours when the car park is in use. It is anticipated that there will be one to two dedicated deliveries per average day, increasing to three during seasonal peak periods, such as Easter and Christmas.

3.14 Recycling and waste is taken away by the delivery vehicles, reducing the number of vehicles visiting the store per day.
4.0 PLANNING POLICY CONTEXT

General

4.1 This chapter provides a summary of relevant national and local transport policies and provides a brief analysis of how the proposed development contributes towards the aims and objectives of these policies.

National Policy – National Planning Policy Framework (NPPF)

4.2 The National Planning Policy Framework (NPPF) was revised in July 2018 and sets out the Government's planning policies for England and how these are expected to be applied.

4.3 At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development which for decision-taking means:

- “approving development proposals that accord with an up-to-date development plan without delay; or
- where the there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
  - the application of policies in the Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
  - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.”

In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;

b) safe and suitable access to the site can be achieved for all users; and

c) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.

4.4 Importantly, NPPF states that:

‘development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe’.
‘Within this context, applications for development should:

a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

All developments that will generate significant amounts of movement should be required to provide a Travel Plan and the application should be supported by a transport statement or assessment so that the likely impacts of the proposal can be assessed. PPG Travel Plans, Transport Assessments and Statements set out the requirements for these documents.

Local Transport Policy

4.5 The Oxford Transport Strategy (2015 – 2031) (OTS) sets out Oxfordshire’s County Council’s (OCC) transport vision and strategy for Oxford for the next 20 years, as part of the fourth Local Transport Plan (LTP4). It identifies the current and future challenges for transport in the city and sets out a strategy based on a combination of infrastructure projects and supporting measures to enable economic and housing growth.

4.6 OCC have set out Transport Development Control (TDC) and transport planning advice for new developments. They state this is “to avoid fatalities, environmental degradation and unhealthy urban networks”.

4.7 The OTS main goals are:

- To support jobs and housing growth and economic vitality across Oxfordshire;
- To support the transition to a low carbon future;
- To support social inclusion and equality of opportunity;
• To protect and, where possible enhance Oxfordshire’s environment and improve quality of life; and
• To improve public health, safety and individual wellbeing.

4.8 The OTS objective to achieve these goals are:

• Support the growth of Oxford’s economy by providing access to appropriately skilled employees and key markets;
• Ensure business sectors are well connected to each other and are provided with effective and reliable access to strategic networks;
• Provide effective travel choices for all movements into and within the city;
• Promote modes of travel and behaviours which minimise traffic and congestion;
• Focus development in locations which minimise the need to travel and encourage trips by sustainable transport choices;
• Provide a fully accessible transport network which meets the needs of all users;
• Provide an accessible city centre which offers a work class visitor experience; and
• Tackle the causes of transport related noise and poor air quality within the city.

Connecting Oxfordshire: Local Transport Plan 2015 – 2031 - Cycle strategy and bus and rapid transit strategy

4.9 Oxfordshire Cycling Strategy aims to create the foundation for cycling to become a major mode of travel in Oxfordshire. To encourage people to cycle and give them confidence in using a bike the OTS have identified 7 steps which are:

• Provide detailed information about traveling by cycle in the country as part of the Oxfordshire Journey Planner;
• In collaboration with the OCN (Oxfordshire Cycling Network), develop options to support new or returning cyclists, to build confidence on all aspects of cycling;
• Work with the OCN and partner organisations to communicate with businesses, school and communities to promote, enable and increase understanding of and information about cycling throughout the county;
• Increase the level of and improve cycle parking facilities in the city, in towns, at transport hubs (including bus stops) and in new residential developments;
Promote cycling to people who are concerned about their health or fitness, for example by working with partners to make a cycle route planning app, to give estimates of the calories burned by cycling a route;

Provide publicly available charging infrastructure for electric bikes and require it in planning applications, and trial electric bike hire schemes where appropriate and affordable; and

Encourage the wheels for all initiatives in Oxfordshire, to engage adults and children with disabilities and differing needs in a quality cycling activity.

4.10 For large new or expanded commercial developments, developers should demonstrate how their development has been planned for users cycling to the site. This should be ‘to the door’ and as a result should show how cycle parking will be located in the most convenient position.

Oxfordshire Bus and Rapid Transit Strategy

4.11 The main elements of OTS bus strategy are:

- To have an integrated transport planning system
- A cohesive and integrated bus network and provision of accessible, high quality infrastructure with clear policies and design standards;
- Tackling congestion and delays by implementing bus priority or other traffic management measures at specific points along the major bus routes;
- Adapting the bus network to cater for more complex and dispersed journey patterns and new major development;
- The development of mass rapid transit systems and routes between Oxford and a proposed new outer ring of Park and Ride sites;
- The development or upgrading of new high quality premium urban and interurban services;
- Enabling good onwards access on foot to major destinations;
- The further development of the quality bus partnership approach;
- Improvements to the securing and use of developer contributions for bus developments
- Enhanced partnership working with local planning authorities and
- Integration with science transit.

4.12 This guidance sits amongst the National and Local Policies, Plans and Guidance.

4.13 Parking Standards set by the West Oxfordshire District Council for Witney are for a maximum of 1 space per 14m² for a foodstore.
West Oxfordshire – Transport and Movement Guide

4.14 West Oxfordshire main transport objectives are:

- Provide new development, services and facilities of an appropriate scale and type in locations which will help improve the quality of life of local communities and where the need to travel, particularly by car, can be minimised;
- Ensure that land is not released for new development until the supporting infrastructure and facilities are secured;
- Maximise the opportunity for walking, cycling and use of public transport;
- Improve access to services and facilities without unacceptable impacting upon the character and resources of West Oxfordshire;
- Reduce the causes and adverse impacts of climate change, especially flood risk;
- Achieve improvements in water and air quality; and
- Minimise the use of non-renewable natural resources and promote more widespread use of renewable energy solutions.

4.15 Policy T1 – Sustainable Transport – Priority will be given to location new development in areas with convenient access to a good range of services and facilities and where the need to travel by private car can be reduced. Particularly where this would help to reduce traffic congestion on the routes around Oxford and the Air Quality Management areas at Witney and Chipping Norton.

Analysis and Conclusions

4.16 In general, the national, regional and local policies set out above promote common aims in respect of reducing car borne trips and encouraging travel by sustainable modes such as public transport, walking and cycling.

4.17 The following chapter demonstrates that the proposed development is well located in relation to sustainable transport facilities making the development accessible to non-car modes of transport. The development proposals are therefore considered to be in line with the national, regional and local policy aims.
5.0 SUSTAINABLE TRANSPORT APPRAISAL

5.1 This chapter provides an assessment of the current accessibility of the proposed site for pedestrians, cyclists, and public transport.

Walking

5.2 A walk distance of 2km is suggested as being able to replace short car journeys. Figure 5.1 demonstrates that the site is within walking distance of numerous residential areas such as those on Witney Road and within Witney Town Centre, meaning employees in the local area will be able to access the site by foot. A significant proportion of potential customers will also be within easy walking distance of the site.

Figure 5.1 – 2km Walk Accessibility

5.3 Figure 5.1 illustrates that the site is also within walking distance of Ducklington and the Ducklington Showground to the south, the town centre to the north, West Witney Industrial Estates, and Thorney Leys Business Park.

5.4 The site is also within easy walking distance of two bus stops close to and north of the roundabout on Ducklington Lane, also illustrated in Figure 5.1.
5.5 Bus services will be detailed further in this chapter.

5.6 The site is within 2km of facilities such as those shown in Table 5.1. These are likely to be used by employees during breaks and before or after work. Having these facilities within an easy walk distance of the site means that staff will be less reliant on the private car to undertake everyday tasks on work days. Most facilities are in or on the way to Witney, where many potential employees are expected to live.

Table 5.1 – Facilities within 2km

<table>
<thead>
<tr>
<th>Facility</th>
<th>Name</th>
<th>Distance from site (metres)</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATM</td>
<td>Shell</td>
<td>160</td>
</tr>
<tr>
<td>Petrol station / Convenience Store</td>
<td>Shell / Budgens</td>
<td>160</td>
</tr>
<tr>
<td>Post Office</td>
<td>Burwell Farm Post Office</td>
<td>970</td>
</tr>
<tr>
<td>Bank</td>
<td>Barclays</td>
<td>1800</td>
</tr>
<tr>
<td>Doctor</td>
<td>Witney Community Hospital</td>
<td>1800</td>
</tr>
</tbody>
</table>

5.7 There is a short 2m wide footway which extends from the roundabout into the services on the northern side of New Close Lane. Dropped kerbs and tactile paving enable pedestrians to safely move around major arms of the roundabout including on Ducklington Lane to the north which leads to Witney Town Centre. The slip roads to the south and east provide pedestrian access to Witney Road and the Oxford Witney Hotel with footways featuring dropped kerbs and tactile paving to enable safe pedestrian crossing of the roundabout. The footways along the north and south-east of the roundabout are shared cycle / footways approximately 4m in width.

5.8 When travelling towards Witney town centre from the site there is a 2m wide, well-lit footway which extends to the A40 underpass beyond the northbound bus stop.

5.9 On the eastern side of the A415 Ducklington Lane there is a shared 4m wide cycle and footway, set back from the carriageway by grass verges. This continues through the A40 underpass with dropped kerbs and tactile paving at each junction, providing a safe and convenient route to the site for pedestrians and cyclists.

Cycling

5.10 Short car journeys of up to 5km are considered replaceable by cycle journeys. A 5km isochrone from the site encompasses the entirety of Witney, Ducklington, and the smaller village of Curbridge, as displayed by Figure 5.3.
5.11 The site is situated close to Route 57 on the National Cycle Network, demonstrated by Figure 5.3, which is the primary route of the Oxfordshire Cycling Network, providing a safe route for cyclists to reach the site.

5.12 Cycle accessibility towards Witney is good; as mentioned previously, a shared cycle and footway begins north of the roundabout which provides a continuous route into the Town Centre. This shared cycle and footway is also present clockwise around the roundabout as far as the junction with Witney Road leading to Ducklington.

**Public Transport**

5.13 Guidance published by the IHT ‘Planning for Public Transport in Developments’ (1999), recommends that the maximum walking distance to a bus stop should be 400m, equating to an approximate five-minute walk.

5.14 The nearest bus stops to the site are located less than 200m away from the site, situated on both sides of Ducklington Lane immediately north of the roundabout, as shown in Figure 5.1. These bus stops are easily accessible via footways from the services and pedestrian crossings at each roundabout junction.
5.15 **Table 5.2** summarises the buses which currently run near the site. It is a less than 10-minute journey between the application site and Witney town centre.

**Table 5.2 – Bus Service Summary**

<table>
<thead>
<tr>
<th>Service Number</th>
<th>Route</th>
<th>Bus Stop Location</th>
<th>Operator</th>
<th>Average (mins) Travel</th>
<th>Start and end times</th>
<th>Number of services each hour</th>
</tr>
</thead>
<tbody>
<tr>
<td>15</td>
<td>Abingdon - Witney</td>
<td>A40 Flyover</td>
<td>Stagecoach</td>
<td>120</td>
<td>9:16–18:48 (inbound)</td>
<td>1 every 2 hours</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7:10–16:55 (outbound)</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Carterton – Bampton – Standlake – Witney</td>
<td>A40 Flyover</td>
<td>Stagecoach</td>
<td>120</td>
<td>6:59–19:13 (inbound)</td>
<td>1 every 2 hours</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6:35–18:50 (outbound)</td>
<td></td>
</tr>
<tr>
<td>S2</td>
<td>Oxford – Eynsham – Witney – Carterton</td>
<td>A40 Flyover</td>
<td>Stagecoach</td>
<td>30</td>
<td>7:10 – 20:10 (inbound)</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6:25 – 17:45 (outbound)</td>
<td></td>
</tr>
</tbody>
</table>

5.16 Public transport accessibility influences the way in which employees and customers access the site. **Figure 5.4** shows that prospective employees could reach the site from a range of destinations such as Oxford, Burford, Northleach and the whole of Witney within a 60 minute journey, with up to 3 services per hour, making the site accessible without the use of a private car. Employees will also be able to reach the site easily using the bus services shown in **Table 5.2**.
5.17 It is therefore considered that the site has a good level of accessibility via public transport with bus services running as frequently as every 30 minutes. The site has good accessibility for employees and customers travelling by foot or bike from Witney and Ducklington. The majority of staff and customers will live within the local area and walk, cycle, and potentially use public transport, all viable alternatives to the privately-owned car.
6.0 FUTURE BASELINE TRAFFIC CONDITIONS

Introduction

6.1 This chapter describes the future baseline traffic conditions on the local highway network in relation to traffic growth and committed development traffic flows.

Traffic Growth

6.2 Capacity assessments have been undertaken in the predicted year of opening and 5-years hence. The anticipated year of opening of the development is 2020 and the future assessment year is therefore 2025.

6.3 In order to quantify the level of background traffic growth that could occur on the local network, National Traffic Mode; (NTM) growth factors, modified by TEMPRO local growth factors, have been used for the Witney Area (E02005999) dataset.

6.4 The growth factors used are summarised below:-

- 2018 – 2020 – PM Factor – 1.0242 Saturday Factor – 1.0256
- 2018 – 2025 – PM Factor – 1.1007 Saturday Factor – 1.1092

6.5 The above growth factors are applied to the survey traffic flow data to obtain the 2020 and 2025 growth surveyed traffic flows, as shown in Traffic Flow Figure 2 and 3.

Committed Development

6.6 A Travelodge Hotel and Costa Coffee Drive-Thru have recently been approved on land east of Ducklington Road and north of the A40 slip roads adjacent to the A415/A40 roundabout. We have examined the TA submitted in support of this application and this concluded that after allowing for pass-by traffic, the proposals would lead to a net increase in traffic of 24 trips in the AM peak hour and 22 in the PM. In the context of the circa 2,500 vehicles per hour currently using the A415/A40 roundabout, this level of increase represents less than a 1% uplift, even if all were to route to and from the site via this junction. This is a de minimis level of increase and as a results we have not taken any further account of this proposal within this assessment.

6.7 We are not aware of any other committed development proposals that need to be allowed for specifically.
7.0 DEVELOPMENT RELATED TRANSPORT MOVEMENTS

7.1 This chapter provides an estimation of the likely trip-generating potential of the proposed development during the weekday PM and Saturday peak hours. The assessment is based on those peak hours when the combination of the development-related traffic and local highway peak traffic are highest, in order to present a robust, worst-case scenario. In this case, the peak hours to be assessed are 16:00 – 17:00 on a weekday and 12:00 – 13:00 on a Saturday.

7.2 The estimated distribution and assignment of development-related traffic and background traffic growth forecasts (to the assessment year of 2025) are also set out.

Proposed Food Store Trip Generation

7.3 In order to present a robust set of capacity assessments later in this TA, trip rates based on other existing Lidl stores within the TRICS database with a similar RFA have been used. These include the most recently surveyed 10 Lidl sites from July 2016 and October 2017. The average trip rate was calculated from the TRICS outputs for a weekday and Saturday, shown in Appendix 5.

7.4 The stores surveyed include 10 sites across the country: those at Cardiff, Skegness, Bedlington, Rushden, Bingham, Minehead, Stirling, Worcester, West Bromwich and Birmingham. Five of the stores have an RFA of 1,424 m², two an RFA of 1,341 m², and two an RFA of 1407 m² while the remaining one has an RFA of 1425 m².

7.5 The table below provides the peak hour trip rates for these stores for the weekday PM and Saturday hourly peak periods. It also shows the estimated trip generation associated with the proposed discount foodstore calculated on an RFA of 1,325 m².

Table 7.1 – Weekday PM and Saturday Peak Hour Trip Rates and Trip Generation (per 100m² RFA)

<table>
<thead>
<tr>
<th>Similar Lidl Stores</th>
<th>Weekday PM Peak (1600 – 1700)</th>
<th>Saturday Peak (1200 – 1300)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Arrivals</td>
<td>Departures</td>
</tr>
<tr>
<td>Vehicle Trip Rate</td>
<td>6.965</td>
<td>7.3</td>
</tr>
<tr>
<td>Vehicle Trip Generation</td>
<td>92</td>
<td>97</td>
</tr>
</tbody>
</table>
Trip Types

7.6 The latest research on trip types is set out within the TRICS Research Report 14/1 and supersedes TRICS Research Report 95/2. This has shown that the vast majority of trips associated with new food retail developments are not ‘new’ but are a ‘secondary’ trip as part of an existing journey. The secondary trips can be split into two types; ‘linked’ to other shops and ‘pass-by’ where trips are already on the main road past the site. The research does not specifically mention trips ‘diverted’ from other stores (although this may come under the linked umbrella) or ‘transferred’ from another store (using the new store instead of an existing foodstore). The research relating to linked trips do not differentiate between trips to other stores on the same site or trips to other stores off-site.

7.7 From established research, typical proportions of trip types are summarised in Table 7.2.

Table 7.2 Typical Trip Type Proportions

<table>
<thead>
<tr>
<th>Research Source</th>
<th>Range of Each Trip Type (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Linked</td>
</tr>
<tr>
<td>Somerfield 1996</td>
<td>46%</td>
</tr>
<tr>
<td>Benison et al 2000 for Tesco</td>
<td>40%</td>
</tr>
<tr>
<td>Tesco 2001</td>
<td>49%</td>
</tr>
<tr>
<td>Harrison et al 2012</td>
<td>57-67%</td>
</tr>
<tr>
<td>Ghezani et al 2012</td>
<td></td>
</tr>
<tr>
<td>Wrigley 2006</td>
<td>60%</td>
</tr>
<tr>
<td>Alsop Verrill</td>
<td>20%</td>
</tr>
<tr>
<td>MacIver 1999</td>
<td>15-35%</td>
</tr>
</tbody>
</table>

7.8 The general consensus from the research is that those stores located in Town Centres or on commuter routes will experience higher levels of pass-by and linked trips. Stores with floor areas of less than 4000m² GFA are more likely to act as a convenience store and a convenience store is likely to experience much higher rates of pass-by traffic.

7.9 In light of this research and given the scale of the study area, the following trip type assumptions have been made:
i) New (primary) trips - It has been assumed that 70% of trips will be entirely new to the local highway network in this location.

ii) Pass-by/diverted/linked trips - These are trips that are already on the network as part of a primary trip. Given that the site is on a main route between A415 Standlake Road and A4095, and is easily accessible from the A40 between Oxford and Cheltenham, the store may act as a convenience store for commuters on their way to/from work. A proportion of 70% has been assumed for this purpose.

7.10 The assessment of flows in this way is considered extremely robust as the pass-by trips are likely to make up a considerably higher proportion than 30% of all trips given the site’s location adjacent to the A40/A415 roundabout and given the fact that Lidl already have a presence within Witney.

Traffic Distribution and Assignment

7.11 The ‘new primary’ vehicular distribution of the development traffic has been determined through reference to the percentage distribution of existing trips travelling around the roundabout at the A415. The distribution can be seen in Traffic Figure 4.

7.12 The ‘pass-by’ trip distribution has also been calculated using the same method as above.

7.13 The resultant generated traffic distributed on the local highway network from the site is indicated in Traffic Flow Figures 5.1, 5.2 & 5.3.

8.0 ANTIPIATED HIGHWAY IMPACTS

Introduction

8.1 This Chapter describes the impact of the additional trips generated by the proposed development on the operation of the local highway network.

8.2 This TA includes assessments of the capacity of the proposed site access and petrol station and the A415/Ducklington Lane/New Close Lane/ Witney Road/ A40 roundabout.

Assessment Methodology

8.3 Assessments of the priority controlled site access, New Close Lane and Petrol Station have been undertaken using Junctions 9 (PICADY) software.

8.4 With the Junctions 9 models the results generated provide a Ratio to Flow capacity (RFC) along with an estimate of the likely traffic queues. RFC values between 0.00 and 0.85 are generally accepted as representing stable and acceptable operating conditions. Values between 0.85 and one represents variable operation (i.e. possible queues building up at the junction during the period under consideration and increases in vehicular delay moving through the junction). RFC values in excess of one represents overloaded conditions (i.e. congested conditions).

8.5 Assessments have been undertaken in the opening year of 2020 and the future assessment year of 2025.

Proposed Site Access/Petrol Station Crossroads/New Close Lane

8.6 Junctions 9 PICADY software has been used in the assessment of the proposed site access. The PICADY results are presented in Appendix 6 with the results summarised in Table 8.1 overleaf.
Table 8.1 – Site Access/Petrol Station/New Close Lane

<table>
<thead>
<tr>
<th>Movement</th>
<th>PICADY Stream</th>
<th>Weekday PM</th>
<th>Saturday Peak</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>RFC</td>
<td>Queue (PCU)</td>
<td>RFC</td>
<td>Queue (PCU)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>2020 ‘With’ Development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site Access – All movements</td>
<td>B-ACD</td>
<td>0.26</td>
<td>0.4</td>
<td>0.31</td>
<td>0.5</td>
</tr>
<tr>
<td>New Close Lane East – All</td>
<td>A-BCD</td>
<td>0.23</td>
<td>0.3</td>
<td>0.20</td>
<td>0.3</td>
</tr>
<tr>
<td>movements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petrol Station – Left and</td>
<td>D-AB</td>
<td>0.18</td>
<td>0.2</td>
<td>0.19</td>
<td>0.2</td>
</tr>
<tr>
<td>Ahead movements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petrol Station – Ahead and</td>
<td>D-BC</td>
<td>0.00</td>
<td>0.0</td>
<td>0.00</td>
<td>0.0</td>
</tr>
<tr>
<td>Right movements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Close Lane West – All</td>
<td>C-ABD</td>
<td>0.00</td>
<td>0.0</td>
<td>0.00</td>
<td>0.0</td>
</tr>
<tr>
<td>movements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>2025 ‘With’ Development</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Site Access – All movements</td>
<td>B-ACD</td>
<td>0.22</td>
<td>0.3</td>
<td>0.36</td>
<td>0.6</td>
</tr>
<tr>
<td>New Close Lane East – All</td>
<td>A-BCD</td>
<td>0.24</td>
<td>0.4</td>
<td>0.22</td>
<td>0.3</td>
</tr>
<tr>
<td>movements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petrol Station – Left and</td>
<td>D-AB</td>
<td>0.20</td>
<td>0.2</td>
<td>0.21</td>
<td>0.3</td>
</tr>
<tr>
<td>Ahead movements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Petrol Station – Ahead and</td>
<td>D-BC</td>
<td>0.00</td>
<td>0.0</td>
<td>0.00</td>
<td>0.0</td>
</tr>
<tr>
<td>Right movements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New Close Lane West – All</td>
<td>C-ABD</td>
<td>0.0</td>
<td>0.00</td>
<td>0.00</td>
<td>0.0</td>
</tr>
<tr>
<td>movements</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

8.7 The above results clearly show that all movements will operate well within the practical capacity threshold of 0.85 RFC in both peak hours and both scenarios. The maximum RFC is 0.36 which is forecast on the Lidl access in the Saturday peak period in 2025 with development. A maximum queue of one vehicle is predicted at the store site access.

A415/Ducklington Lane/A40/New Close Lane/Witney Road

8.8 Junctions 9 ARCADY software has been used in the assessment of the A415/Ducklington Lane/A40/New Close Lane/Witney Road Roundabout. The ARCADY results are presented in Appendix 7 with the results summarised in Table 8.2 overleaf.
### Table 8.2 – ARCADY Results - A415/Ducklington Lane/A40/New Close Lane/Witney Road Roundabout.

<table>
<thead>
<tr>
<th>Movement from</th>
<th>Arm</th>
<th>PM WEEKDAY PEAK RFC</th>
<th>Queue (PCU)</th>
<th>SATURDAY PEAK RFC</th>
<th>Queue (PCU)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2020 ‘Without’ Development</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oxford Witney Hotel Arm</td>
<td>1</td>
<td>0.03</td>
<td>0.0</td>
<td>0.02</td>
<td>0.0</td>
</tr>
<tr>
<td>Witney Road</td>
<td>2</td>
<td>0.16</td>
<td>0.2</td>
<td>0.16</td>
<td>0.2</td>
</tr>
<tr>
<td>A415</td>
<td>3</td>
<td>0.47</td>
<td>0.9</td>
<td>0.38</td>
<td>0.6</td>
</tr>
<tr>
<td>New Close Lane</td>
<td>4</td>
<td>0.18</td>
<td>0.2</td>
<td>0.14</td>
<td>0.2</td>
</tr>
<tr>
<td>Ducklington Lane</td>
<td>5</td>
<td>0.63</td>
<td>1.7</td>
<td>0.49</td>
<td>0.9</td>
</tr>
<tr>
<td>A40</td>
<td>7</td>
<td>0.36</td>
<td>0.6</td>
<td>0.26</td>
<td>0.3</td>
</tr>
<tr>
<td><strong>2020 ‘With’ Development</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oxford Witney Hotel Arm</td>
<td>1</td>
<td>0.04</td>
<td>0.0</td>
<td>0.02</td>
<td>0.0</td>
</tr>
<tr>
<td>Witney Road</td>
<td>2</td>
<td>0.18</td>
<td>0.2</td>
<td>0.18</td>
<td>0.2</td>
</tr>
<tr>
<td>A415</td>
<td>3</td>
<td>0.49</td>
<td>1.0</td>
<td>0.40</td>
<td>0.7</td>
</tr>
<tr>
<td>New Close Lane</td>
<td>4</td>
<td>0.31</td>
<td>0.5</td>
<td>0.30</td>
<td>0.4</td>
</tr>
<tr>
<td>Ducklington Lane</td>
<td>5</td>
<td>0.66</td>
<td>1.9</td>
<td>0.52</td>
<td>1.1</td>
</tr>
<tr>
<td>A40</td>
<td>7</td>
<td>0.37</td>
<td>0.6</td>
<td>0.27</td>
<td>0.4</td>
</tr>
<tr>
<td><strong>2025 ‘Without’ Development</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oxford Witney Hotel Arm</td>
<td>1</td>
<td>0.04</td>
<td>0.0</td>
<td>0.02</td>
<td>0.0</td>
</tr>
<tr>
<td>Witney Road</td>
<td>2</td>
<td>0.18</td>
<td>0.2</td>
<td>0.18</td>
<td>0.2</td>
</tr>
<tr>
<td>A415</td>
<td>3</td>
<td>0.52</td>
<td>1.1</td>
<td>0.41</td>
<td>0.7</td>
</tr>
<tr>
<td>New Close Lane</td>
<td>4</td>
<td>0.21</td>
<td>0.3</td>
<td>0.15</td>
<td>0.2</td>
</tr>
<tr>
<td>Ducklington Lane</td>
<td>5</td>
<td>0.68</td>
<td>2.1</td>
<td>0.53</td>
<td>1.1</td>
</tr>
<tr>
<td>A40</td>
<td>7</td>
<td>0.39</td>
<td>0.6</td>
<td>0.28</td>
<td>0.4</td>
</tr>
<tr>
<td><strong>2025 ‘With’ Development</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Oxford Witney Hotel Arm</td>
<td>1</td>
<td>0.04</td>
<td>0.0</td>
<td>0.02</td>
<td>0.0</td>
</tr>
<tr>
<td>Witney Road</td>
<td>2</td>
<td>0.20</td>
<td>0.2</td>
<td>0.20</td>
<td>0.3</td>
</tr>
<tr>
<td>A415</td>
<td>3</td>
<td>0.54</td>
<td>1.2</td>
<td>0.44</td>
<td>0.8</td>
</tr>
<tr>
<td>New Close Lane</td>
<td>4</td>
<td>0.35</td>
<td>0.5</td>
<td>0.33</td>
<td>0.5</td>
</tr>
<tr>
<td>Ducklington Lane</td>
<td>5</td>
<td>0.71</td>
<td>2.4</td>
<td>0.57</td>
<td>1.3</td>
</tr>
<tr>
<td>A40</td>
<td>7</td>
<td>0.41</td>
<td>0.7</td>
<td>0.30</td>
<td>0.4</td>
</tr>
</tbody>
</table>
8.9 The above results clearly show that all arms at the roundabout will operate well within capacity in the future assessment year of 2025 with the proposed development. The maximum RFC is 0.71 with a queue of 2 vehicles which is forecast on Ducklington Lane in the weekday PM peak period in the 2025 with development assessment year.

8.10 The junction is therefore predicted to work with spare capacity well into the future with development traffic.

Summary

8.11 In summary the above assessments show that both the site access/Petrol Station/New Close Lane and A415/Ducklington Lane/A40/New Close Lane/Witney Road Roundabout will operate well within capacity. The capacity assessments are extremely robust given the trip rates used for the site are based on similar Lidl stores elsewhere and that a high proportion (70%) of trips have been assessed as new to the network.
9.0 SUMMARY AND CONCLUSIONS

9.1 SCP have been appointed by Lidl GmbH UK to prepare this Transport Assessment (TA) in support of a planning application for a new discount foodstore off New Close Lane, Witney.

9.2 The proposal is for an A1 discount foodstore with a Gross External Area (GEA) of 2175m² and a retail floor area of 1325m². The development will provide 115 car parking spaces for the A1 discount foodstore, including 8 parent and child, 7 disabled and 12 cycle spaces.

9.3 A parking accumulation assessment has demonstrated that there will be sufficient parking to accommodate even the busiest periods of the year.

9.4 The site will be accessed via a new priority access off New Close Lane opposite the existing access for the Petrol Station. This new access will be used for foodstore deliveries and customers. Both the new access onto New Close Lane and the existing A415/A40 roundabout will provide more than adequate levels of service within the network peak hours under the impact of development traffic.

9.5 The most recent five-year safety record has been examined. The nature and number of personal injury accidents recorded raises no particular highway safety concerns. The evidence presented illustrates that the area in close proximity to the proposed site does not have any significant highway safety problems.

9.6 The sustainability of the site has been assessed in terms of its accessibility by walking, cycling and public transport modes. The site benefits from a good level of accessibility by non-car modes. The site has good accessibility for employees and customers travelling by foot or bike from Witney and Ducklington. The majority of staff and customers will live within the local area and walk, cycle, and potentially use public transport, which are all viable alternatives to the privately-owned car.

9.7 Deliveries to the A1 discount foodstore will be made by articulated lorry via New Close Lane. Swept path analysis indicated that a maximum legal articulated HGV will be able to satisfactorily enter, service turn within and exit the site in a forward gear.

9.8 As a result of our investigations, we find there to be no residual impact arising from the proposals that could be classified as “severe” in the context of the NPPF and we conclude that as a result the application should be capable of being supported in highways terms.
TRAFFIC FLOWS
Proposed Lidl, New Close Lane, Witney

Surveys Undertaken Thursday 7th June and Saturday 9th June

Weekday PM Peak 16:30 - 17:30
Saturday Peak 13:00 - 14:00

Observed 2018 Turning Movements

Traffic Figure 1
Weekday PM Peak 16:30 - 17:30
Saturday Peak 13:00 - 14:00
Surveys Undertaken Thursday 7th June and Saturday 9th June

Traffic Flows 2020

Proposed Lidl, New Close Lane, Witney

30 August 2018
Job Number - SCP/18113
Traffic Figure 2
Traffic Flows 2025

Proposed Lidl, New Close Lane, Witney

Traffic Figure 3

Surveys Undertaken Thursday 7th June and Saturday 9th June

Weekday PM Peak 16:30 - 17:30
Saturday Peak 13:00 - 14:00

 SCP
Transportation Planning : Infrastructure Design

30 August 2018
Job Number - SCP/18113
Ducklington Lane A40 Slip Road
55%
50%
47% 48%
17% 24%
0% 1%
0% 6%
4% 22%
0% 1%

New Close Lane
100% 100%
100% 100%
100% 100%

SITE

100% 100%
100% 100%

1% 0%
0% 0%

35% 30%

7% 16%

100% 100%
100% 100%

7% 6%

2% 0%

Weekday PM Peak 16:30 - 17:30
Saturday Peak 13:00 - 14:00

Lidl Traffic Distribution

Proposed Lidl, New Close Lane, Witney

30 August 2018
Job Number - SCP/18113
Traffic Figure 4
New Lidl Development Traffic (Assume 70% of total trip generation)

Proposed Lidl, New Close Lane, Witney

Traffic Figure 5.1

Weekday PM Peak 16:30 - 17:30
Saturday Peak 13:00 - 14:00

Surveys Undertaken Thursday 7th June and Saturday 9th June

30 August 2018
Job Number - SCP/18113
Base 2025 Traffic Flows + Lidl Development

Proposed Lidl, New Close Lane, Witney

30 August 2018

Job Number - SCP/18113

Traffic Figure 7

Site

Petrol Station

Ducklington Lane

A40 Slip Road

New Close Lane

A415

Witney Road

Hotel

Weekday PM Peak 16:30 - 17:30

Saturday Peak 13:00 - 14:00

Surveys Undertaken Thursday 7th June and Saturday 9th June

Site

Base 2025 Traffic Flows + Lidl Development

Proposed Lidl, New Close Lane, Witney

30 August 2018

Job Number - SCP/18113

Traffic Figure 7

Site

Petrol Station

Ducklington Lane

A40 Slip Road

New Close Lane

A415

Witney Road

Hotel

Weekday PM Peak 16:30 - 17:30

Saturday Peak 13:00 - 14:00

Surveys Undertaken Thursday 7th June and Saturday 9th June

Site

Base 2025 Traffic Flows + Lidl Development

Proposed Lidl, New Close Lane, Witney

30 August 2018

Job Number - SCP/18113

Traffic Figure 7