



July 2015

# Drayton, Oxfordshire

Traffic and Street Design Strategy  
prepared on behalf of Drayton 2020





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## Chapter I

### Introduction

Phil Jones Associates has been working with Drayton 2020 to define a vision for the transport infrastructure within the village, with a view to creating a more sustainable village setting, moving away from an urban highways approach and improving facilities available to pedestrian and cyclists.

In seeking fresh approaches, Drayton is not alone. Across the UK, as well as in other parts of Europe, new ideas and principles are being explored and tested. These draw on a growing understanding of safety and driver psychology, as well as on practical experience gained in other rural areas. This study builds on recent best practice and policy advice in this field, tempered by the reality of increasingly limited budgets available to highway authorities.

The development of this transport strategy for Drayton has been undertaken in the context of three proposed residential developments in the village:

1. Miller Homes - North of Barrow Road 73 dwellings)
2. Manor Farm (51 dwellings)
3. Bloors - South of High Street (140 dwellings)

These new developments will collectively increase the total number of households in the village by 264 dwellings. This increase in households equates to a near 25% increase based on the 2011 census data, which recorded 2,353 people living in 958 households within the village.

#### Purpose of the document

The Drayton 2020 Neighbourhood Plan has been coordinated through a partnership between Drayton Parish Council and Drayton Community Trust.

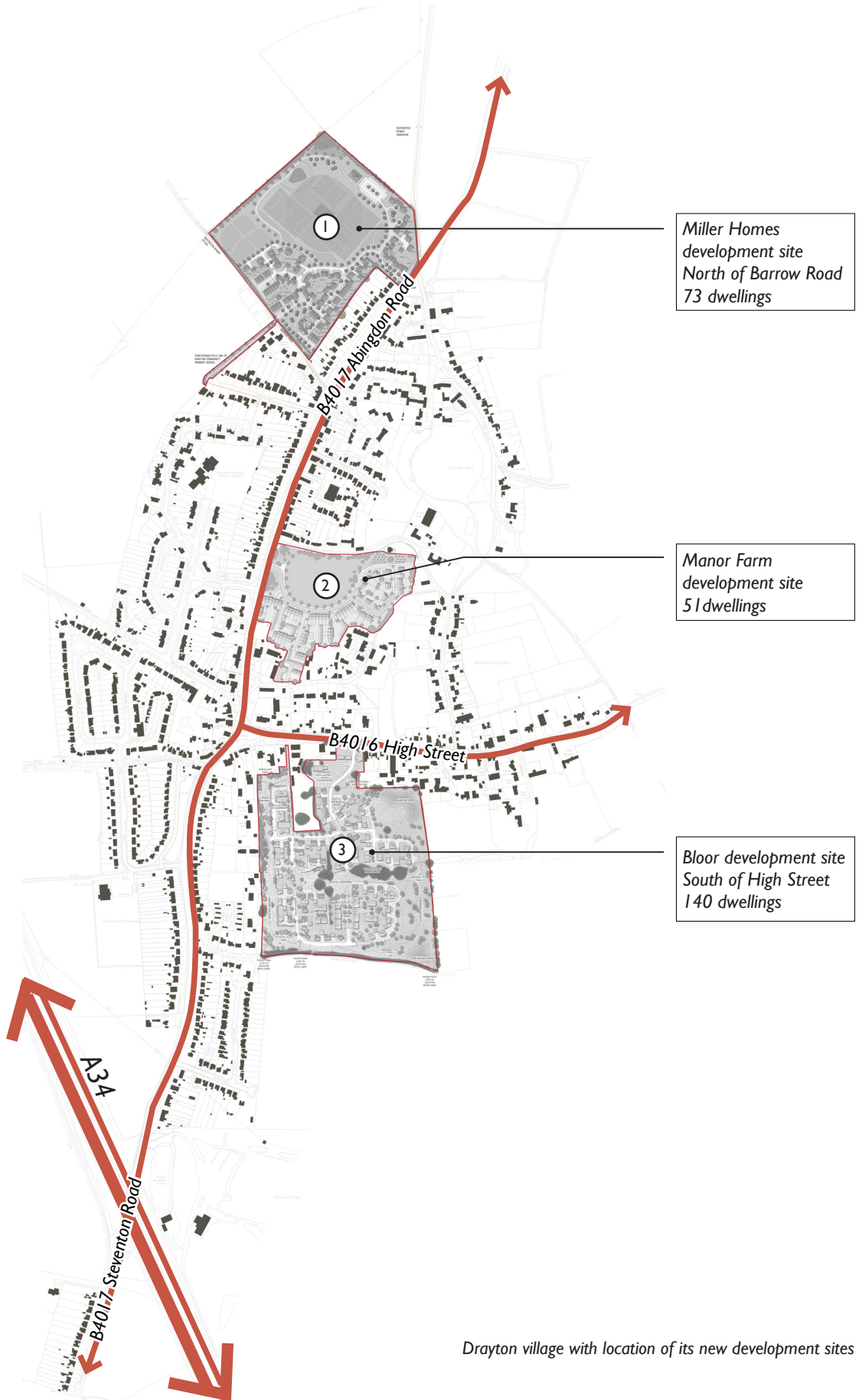
The plan sets out a spatial guide for development within the Parish of Drayton, together with specific planning policies intended to instruct and guide both developers and landowners wishing to develop land within the Parish bounds. The plan further provides a series of policies aimed at improving various aspects of the Parish's infrastructure and community resources.

Building on the initial work undertaken between June - November 2014 leading up to the neighbourhood plan referendum, this document sets out a long-term approach and set of principles to ameliorate the impact of vehicles on the village. This report focus on the promotion of a clear legibility and the redefinition of key spaces in order to enhance Drayton's character and identity.

Base on a landscape analysis and visual assessment, the strategy aims to retain and enhance the coherence and quality of the village whilst accommodating new growth associated with key development sites.

The strategy will serve as a supplement to the Neighbourhood Plan to help guide onward investment in transport infrastructure in the village and help to achieve the neighbourhood plan aspirations to:

- "Make it easier for all Drayton residents to travel in and around the village.
- To enable residents to stop in the village more safely and easily.
- To improve transport links to surrounding towns and villages whilst at the same time minimising the effect on the environment".



Drayton village with location of its new development sites

## Historical evolution

Drayton has ancient origins with to early references to the village in the Domesday book of 1086. The village continued to grow and at the first UK census of 1801 had a population of 484 people.

As with many villages and towns across the UK, modern demands have meant that the village has inevitably changed to accommodate motor vehicles. This resulted in the erosion of key village spaces, both for road space and parking; including key civic spaces, such as the village green (as shown on the historic photographs shown opposite).

Following the construction of the new A34 which by-passes the southern end of the village the old A34 Abingdon Road was downgraded to the B4017. Despite its downgrade in status the highway characteristics of the route remain unchanged.

The most recent traffic counts indicate a daily flow of around 5,000 vehicles per day, with a relatively high HGV content. Speeds are generally just above the 30 mph limit in the village, sufficiently high to make crossing the road difficult within the built-up area.





*The Green, Drayton - circa 1955*



*The Green today*



*View from High Street - circa 1955*



*View today*

## Chapter 2

### The Policy Context

Drayton's initiative to address traffic issues builds on a growing body of experience and policy in the UK. The publication *Manual for Streets*, 'Traffic Management and Streetscape', *Manual for Streets 2* and *LTN 1/11 'Shared Space'* has provided new techniques and principles to help address the critical balance between movement and place.

In the past, road design hierarchies have been based almost exclusively on the importance attributed to vehicular movement. This has led to the marginalisation of pedestrians and cyclists in the upper tiers where vehicular capacity requirements predominate. Drayton is a classic example of this issue. The construction of the new A34 and the subsequent downgrading of the old A34 Abingdon Road to the B4017 through the village has significantly reduced the volume of traffic through the village and reduced its importance in the overall road hierarchy of the area. Despite its downgrade in status the highway characteristics of the route remain unchanged, most likely due to lack of funding.

*Manual for Streets* sets out an approach that streets should no longer be designed by assuming 'place' to be automatically subservient to 'movement'. Both should be considered in combination, with their relative importance depending on the street's function within a network.

Until recently there has been little guidance or national policy development for this area beyond national speed limit reviews and standard traffic calming. *Manual for Streets 2* has begun to change policy for streets and urban spaces, but with little reference to rural contexts. Recent trials and explorative projects in a number of rural counties, including Wiltshire, have begun to introduce a greater understanding of ways to effectively reconcile traffic movement with rural settlements. The publication by Dorset AONB of "Traffic in Villages: A Toolkit for Communities" has provided new techniques and principles to help address this critical balance and builds on schemes in places such as West Meon and Buriton in Hampshire. More broadly the move towards greater localism encourages more communities to become directly engaged in key local issues.





Drayton's engagement also coincides with severe constraints for highway authorities in their ability to fund major infrastructure projects as well as maintenance. The Drayton 2020 Neighbourhood Plan seeks to rebalance the relationship between place and movement in the village and ensure that new development comes forward in a way which is consistent with this vision, with a view to creating a more sustainable village setting, moving away from an urban highways approach and improving facilities available to pedestrian and cyclists.

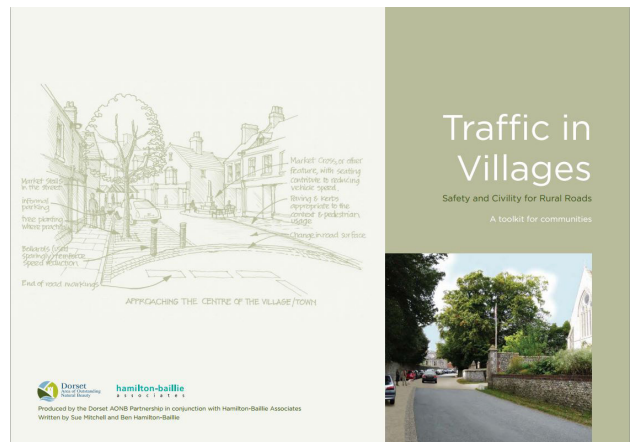
Traffic engineering measures, such as signage, road markings and speed limits, have limited effect in addressing the impact of growing traffic. Conventional traffic responses are unlikely to address the fragile balance between traffic and the historic context. A more locally responsive strategy, drawing on the distinctive characteristics of the particular community, is therefore a logical step for Drayton 2020.

The policy context reflects the need to extend the palette of community-led measures to influence speeds and exploit the psychological messages conveyed by the presence of the village itself. Such measures could contribute to a set of principles aimed at accommodating existing and future traffic flows whilst significantly changing driver perceptions and expectations of the fabric of Drayton, and will contribute towards developing an approach that will benefit other villages and villages located on busy routes.



Andrew Curren, WSP and Rob White, East Ching Council

Place and movement hierarchy set out in Manual for Streets



## Chapter 3

### Defining the Study Area

Building on the initial work undertaken in 2014, Phil Jones Associates visited Drayton on the 31st April 2015, to undertake a detailed analysis of the village.

The uneasy relationship between village and main road is very evident within the boundaries of Drayton. The village is dominated by the “highway character” of the B4017 that emphasises a strong linearity and the feeling of a “through route”. It results for pedestrian or cyclist a sensation of aggressive driving that makes walking and crossing experiences or willingness really poor and uncomfortable.

The disparity between the highway characteristics and village fabric is evident throughout the village. The contrast between early developments along Steventon Road/Abingdon Road and the historic core of the village around the High Street attests to a real rupture between the structures. The uninterrupted building edge along the B4017 is reinforced by a lack of permeability between the secondary roads that enhance this sensation of “passby” without offering a full experience and/or alternatives to appreciate fully Drayton’s qualities.

The result is a largely isolated primary school, and relatively little walking or local cycling within the village. There are few signs of human activity along the frontages despite the pubs, the school and the local shops. On-street parking has gradually encroached onto footways to leave a wide, dominant central carriageway with a strongly linear character. The oversized junctions, a result of the historic trunk road status of the route, contribute to a village environment largely dominated by traffic. Despite a welcome absence of yellow lines, the road markings emphasise the continuity of the highway, and there is little to draw drivers’ attention to the specific context and activities of the village.

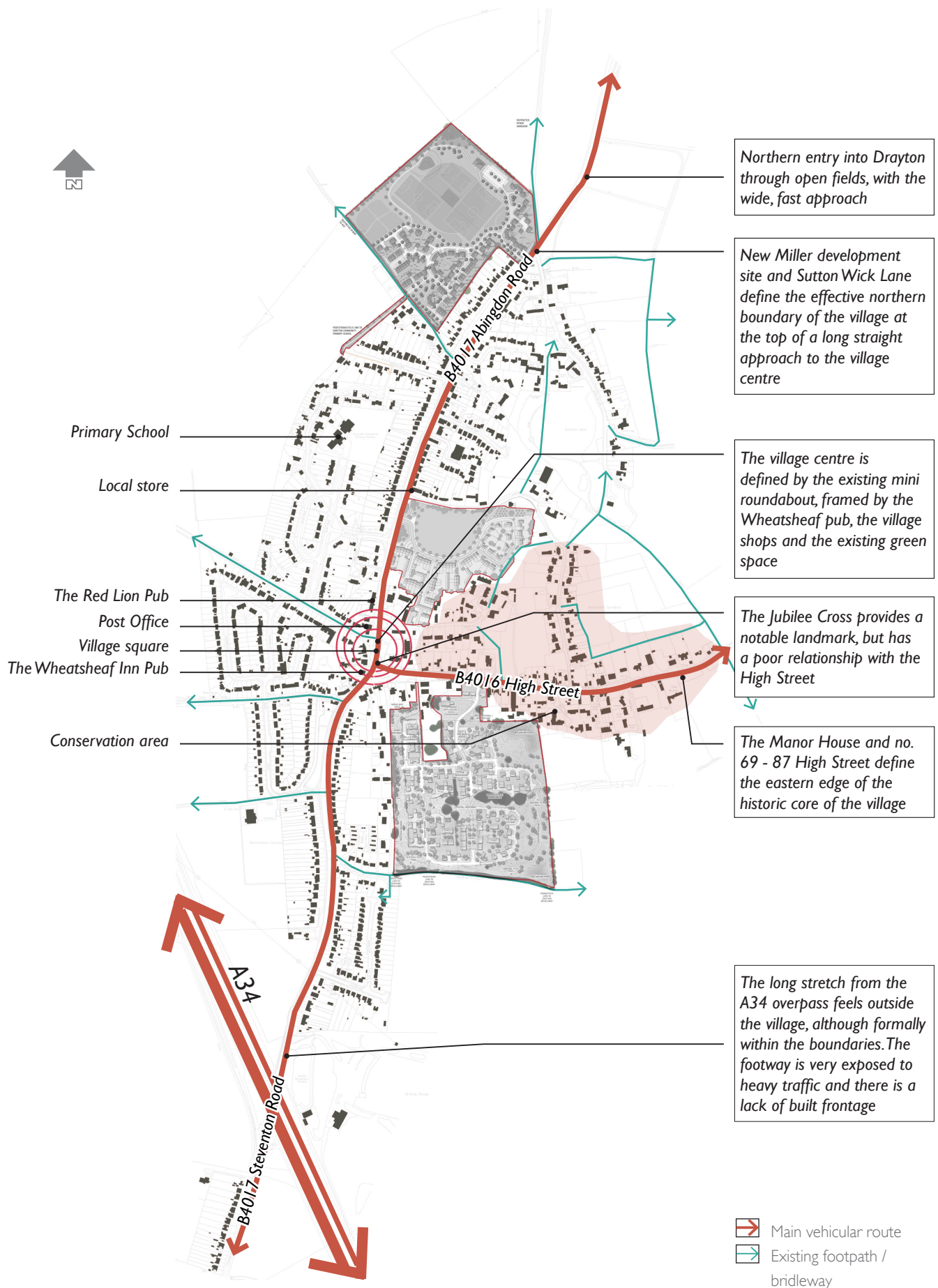
In general the approach roads pay little heed in their detailing or marking to the particular context and outline the lack of clear entry or transition points. Surface materials don’t emphasise the historical and rural character of Drayton with patch repairs that have begun to erode the overall quality of the street.

Where the village green should have the function of landmark and reunification of the different village structures it has lost is character and essential quality of centrality to become a space of transit. Whilst the B4017 still serves as an important link and is designated as a local link for HGV’s. There is significant scope to re-establishing the principles of “place” within the village.

The clear need to re-balance the relationship between traffic and village life underpins the case set out in this report for exploring additional measures, reflecting the policy context and learning from recent schemes elsewhere. Such measures could contribute to a set of principles aimed at accommodating existing and future traffic flows whilst significantly changing driver perceptions and expectations of the fabric of Drayton.

The study team met with Melissa Goodacre from Oxfordshire County Council on 5th May 2015 to discuss our initial observations and thoughts.

Our recommendations for Drayton draw on a combination of basic principles that have been employed elsewhere in the UK and in mainland Europe to closely align highway engineering with good urban and landscape design. Such principles combine to help to foster lower speeds and to promote safety, efficient traffic movement and civility through maximising driver awareness of his or her surroundings. The key design principles are described in more detail in Chapter 5.



## Chapter 4

### Site Analysis

#### Local highway network

The B4017 provides the major highway connection into Drayton via Abingdon Road (to Abingdon and Oxford) to the north and Steventon Road to the south. High Street provides the key highway link to the east of Drayton linking to village with Sutton Courtenay and Didcot. Traffic surveys undertaken in June 2014 indicate the following peak hour flows on these key routes:

#### Abingdon Road:

- AM Peak – 1,000 two-way vehicle flows (650 southbound, 350 northbound)
- PM Peak – 1,100 two-way vehicle flows (400 southbound, 700 northbound)

#### High Street:

- AM Peak – 700 two-way vehicle flows (500 eastbound, 200 westbound)
- PM Peak – 700 two-way vehicle flows (200 eastbound, 500 westbound)

The A34 dual carriageway runs in a north to south alignment directly to the west of Drayton and is accessible via the B4017 either to the north or south of Drayton. The A34 provides a strategic route to Oxford and the A40/M40 to the north and the M4 to the south.

#### Accident analysis

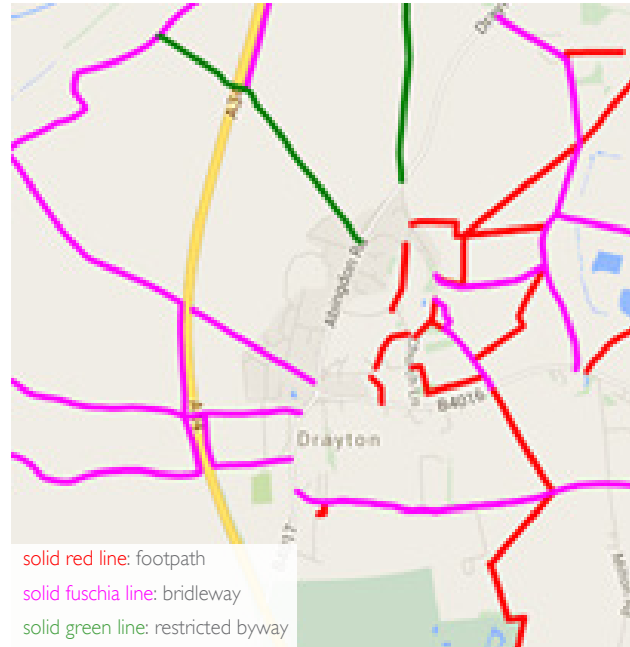
Government statistics on Personal Injury Collision (PIC) data between 2010-2013 have been plotted on ArcGIS to reveal accident hotspots in the village. In this case, the locations have been emphasised, so accidents occurring closer to each other will appear brighter on the map. All but one of the accidents reported were classified as 'slight' in severity with one classified as 'serious'. The relatively sparse nature of the distribution, and the fact there are no significant common causation factors is an indication that the existing road network can safely accommodate traffic associated with the proposed developments.



*ArcGIS analysis showing accident hotspots in village*

## Sustainable connectivity

Footways are provided throughout the village including alongside the major routes into and out of the village, Abingdon Road and High Street. The footway on the southern side of High Street is set back from the carriageway, separated by a large grass verge. In addition, there are a number of Public Rights of Way (PRoW) in the form of segregated footpaths and bridleways connecting Drayton with the surrounding area, notably to the east and west (passing over the A34). PRoW's are illustrated on the plan below. The National Cycle Network Route 5, connecting Reading to Holyhead, passes the village approximately 1 km to the east. Hanson Way is another local cycle route, beginning in Oxford and ending in Didcot. The Thames Valley cycle route also runs approximately 1 km to the east of Drayton and provides a route between Oxford, Reading and London.



*Hierarchy and typology of connectivity links towards Drayton*

## Public transport

The village is served by bus routes along Abingdon Road / Steventon Road and along High Street. Bus stops are marked by flags, with a shelter and realtime information provided within the village centre.

The frequency of the bus services is detailed below:

No	Route	Frequency		
		Fri	Sat	Sun
34	Oxford - Abingdon - Harwell Campus - Wantage	2 services	-	-
BB1	Abingdon - Didcot Schools	1 service	-	-
X1	Oxford - Abingdon - Milton Park - Didcot - Harwell Campus - Wantage	Once every hour	Once every hour	Once every 2 hours
X2	Oxford - Abingdon - Milton Park - Didcot - Wallingford	Once every hour	Once every hour	Once every hour

Appleford rail station is located 5.4km to the east of the village. This provides connections to London Paddington and Oxford.

## Chapter 5

### Design Principles

Despite widely differing context, several recurring themes emerge from the village plans. These issues reflect findings from other rural areas, and are summarised as follows:

#### Define village boundaries and gateways

Clear, identifiable transitions between higher-speed highways and village surroundings is a common theme. Such boundaries can easily become blurred over time with inconsistent signing and marking, and the encroachment of highway elements into villages.

Successful mixed-use public space requires clear transition points between the linear, high-speed world of the highway, and the spatial low-speed context of the public realm. Such transitions are essential in alerting drivers to the changed surroundings and transforming expectations of interaction and the need for negotiation and awareness.

Many settlements suffer from contradictory messages concerning entry, with highway signs located without reference to drivers' perceptions of the change in the built environment. Clear definition and careful design of the road context at specific entry points, particularly at the core of the village, is fundamental to the recommendations.

At the boundaries of the village (both existing and as a result of new development), we would seek to clearly establish and highlight the entry points. The transition point between the higher-speed context of the B4017 Steventon Road and Abingdon Road, B4016 High Street and the low-speed context of the village centre are critical. Signs and nameplates should be carefully located to align with the driver's perception of the urban area.



## Speeds and driver expectations

Observations and discussions with the Parish Council and Drayton 2020 highlight that speed is preserved to be a problem in the village, predominately on the long straight approach roads, and that work needs to be undertaken to emphasise the essential low-speed context of the village core. Consistency between the built environment and highway design to reinforce speed limits and enforcement is clearly a critical theme.

Generating a naturally low-speed traffic environment, where drivers are alerted to the unique circumstances of the environment, is a fundamental component of the proposed approach. Low speed design may be reinforced through speed limits, but environmental cues are more significant in achieving this objective. Examples in the UK and elsewhere suggest that low-speed design need not compromise traffic capacity, especially over relatively short distances.

Centre lines and stop lines should be consistently removed at the gateways into village to reduce the linearity of vehicle routes and thus reduce speeds. Highway signs should be minimised and combined with buildings and street furniture. Paving should be designed to reduce visual widths, clarify preferred parking positions, and highlight key spaces.



## Promote legibility and place-making

Linked to speeds, measures to clarify the form, structure and shape of villages is important in addressing the pedestrian presence and all the varied activities associated with places.

Analysis of Drayton highlights the need for measures to reinforce place characteristics in contrast to the linear form of highways. This includes the ability to read the centre of a village, as well as place-making around key facilities such as schools, shops, pubs, junctions and the village green. Reinforcing a coherent and clear village centre will also form a natural centre for the community and focal point for visitors. Place making serves to create legible and enjoyable focal points, but is also essential in maintaining the low-speed environment.

Standard highway measures tend to erode spatial quality. There is clear evidence that traffic speeds can be reduced and driver awareness improved through creating a clear sequence of distinctive spaces. Any measures proposed for the public realm should therefore seek to create and reinforce a sense of place at key locations. This implies removing or reducing linear elements such as painted centre lines and edge markings, and using paving and materials to connect buildings and routes with adjoining streetscapes. Simple, identifiable spaces can be created at entry points, at changes in scale, changes in direction, at key junctions, or in response to significant landmarks or reference points.

In addition, successful streets benefit from a clear sequence of identifiable places. Such places may arise from the historic use or location of a particular building, or may simply consist of an intersection or bend in the road. Making sure that street design and highway measures reflect and reinforce such places is central to our approach and is consistent with DfT guidance on Traffic Management and Streetscapes.





## De-clutter

Distinctive, legible, low-speed village contexts can easily become eroded through excessive or inappropriate signage, road markings and highway elements.

A increasing number of highway authorities are choosing to remove, or not replace, centre line markings in order to reduce speeds and improve driver awareness of surrounding context. Examples include Wiltshire County Council in Seend and Latton, Shropshire County Council in Shrewsbury and Oswestry, Norfolk County Council in Stulkley and Starston, and Hampshire County Council in West Meon and Buriton. The Transport Research Laboratory's research in 2002 demonstrated the speed and driver behaviour benefits of the removal of centre lines, and the recommendations were included in the "Streets for All" Practical Case Studies published by English Heritage with the Department for Transport in 2008.

We would recommend removing, centre line markings from the village gateway points, helping to highlight the transition between the higher speed context of the approach roads, and the low-speed context of the village centre. The removal of centre and junction stop lines is particularly important in helping to reinforce a coherent sense of place around the village green opposite the Wheatsheaf public house.

## Enhance crossings and pedestrian space

Many villages identify erosion of public space and opportunities for informal movement through loss of pedestrian comfort. Highlighting typical pedestrian crossings, particularly routes to schools, shops and bus stops through street design is a consistent theme.

## Rationalise parking

Pressure for parking space, particularly at the centre of the village has resulted in the erosion of the quality of the central space.

The search for simple means to identify and control inappropriate parking, especially around schools, is a topic that links closely to themes of legibility, place-making and retaining the balance between traffic demands and village quality.

The removal of centre lines should also be complemented by the removal of yellow parking markings, and helps reduce the "highway" characteristics of the village streetscape. Whilst they are not used excessively within the village at present their removal would help to create the critical low speed context, which in turn makes their use largely redundant.

## Chapter 6

### Design Proposals

This chapter sets out our design proposals for Drayton. A total of ten key intervention locations have been identified (as shown on the plan opposite).

1. Northern Outer Gateway
2. Northern Approach
3. Northern Inner Gateway
4. Central Area
5. Southern Inner Gateway
6. Southern Approach
7. Southern Outer Gateway
8. Eastern Approach
9. Eastern Inner Gateway
10. Eastern Outer Gateway

These locations represent opportunities to reconcile the balance between the movement and place function of the village, but are not exhaustive. The approach outlined suggests a longer term strategy for Drayton which could begin with investment as a result of new development in the village - this would allow new development to kick-start a wider series of measures in the village that may relate to future investment and maintenance the key routes by the local authority or Parish Council. The principles can be adapted and refined for application to other locations within the village similarly impacted by traffic volumes and speeds, consistent with broader policy directions both nationally and within Oxfordshire.

The proposals are informed by the growing number of examples of streets and spaces that apply the key design principles set out in Chapter 5 to create low-speed, free-flowing traffic movements whilst maximising the opportunities for trade and social interaction. Many of these ideas are covered by the government's new streetscape policy, Manual for Streets 2.



## Design Proposal I - Northern Outer Gateway

### B4017 Abingdon Road / Barrow Road

At the boundaries of the village (both existing and as a result of new development), we would seek to clearly establish and highlight the entry points. The transition point between the higher-speed context of the B4017 Abingdon Road / Steventon Road and B4106 High Street and the low-speed context of the village centre are critical.

The northern gateway into the village is currently formed by the junction of Drayton Road with Sutton Wick Lane. The new Miller development site located at the west of Drayton Road will create a new northern settlement boundary. The development of the site will have a key role to play in the perceived transition from the highway dominated character of the B4017 Drayton Road and the built up character of the village. The creation of a simple entry point to highlight the new development access would serve as an initial northerly marker for the village, raising driver awareness to the presence of pedestrians, cyclists and children. Signs and nameplates should be carefully

located to align with the driver's perception of the built up area.

We would recommend that the access from the Miller development site is designed to be of a consistent palette with the other gateway proposals for the village including introducing new gateway signage and removing highway lines and markings once within the development area.

#### Summary

- Creation of a landscaped gateway to the village through the reconfiguration of the existing green space into a new landscaped focal space with new pond or water feature.
- Transition between highway dominated B4017 Drayton Road and the village.
- Reducing the perceived width of the carriageway and removal of centre lines and other road markings.



View I - Artists impression showing view north along B4017 Abingdon road



## Design Proposal 2 - Northern Approach

### Abingdon Road

Once within the village the northern section of Abingdon Road is characterised by more modern, lower density development, typically set back from the carriageway edge and bounded by low walls and / or hedgerows. As a result the route lacks a consistent strong built frontage and is dominated by the linearity of the road.

The road follows a straight alignment south towards the village, and coupled with the lack of a strong built frontage and relatively low pedestrian footfall encourages drivers to travel faster than is desirable.

The objective of the northern approach is to create a transition area between the outer and inner gateways in order to maintain slow traffic speeds, to break with the linearity of the road and to emphasise the built environment.

#### *Design proposal 2a*

The visual deflection as a result of the current bus stop lay-by and the direct building frontage onto Abingdon Road, mark a change in driver perception of the townscape. This changing character offers a key space for intervention, with the objective of creating a link towards the village centre whilst increasing pedestrian comfort. The multiplicity of the side road accesses reinforces the concept of implementing a surface dressing that will encourage drivers to slow down whilst defining an improved bus stop area.

#### Summary

- Linking the outer and inner gateway
- Highlighting the townscape changing typology
- Emphasis secondary road access
- Break the linearity of Abingdon Road
- Facilitate the legibility of the bus stop area

#### *Design proposal 2b*

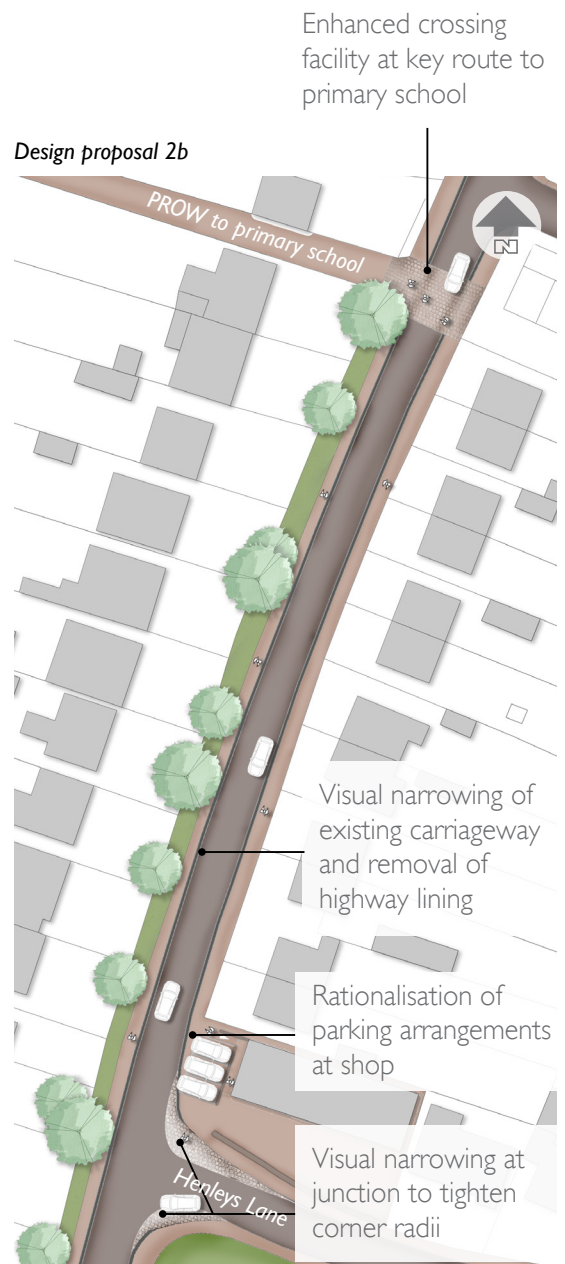
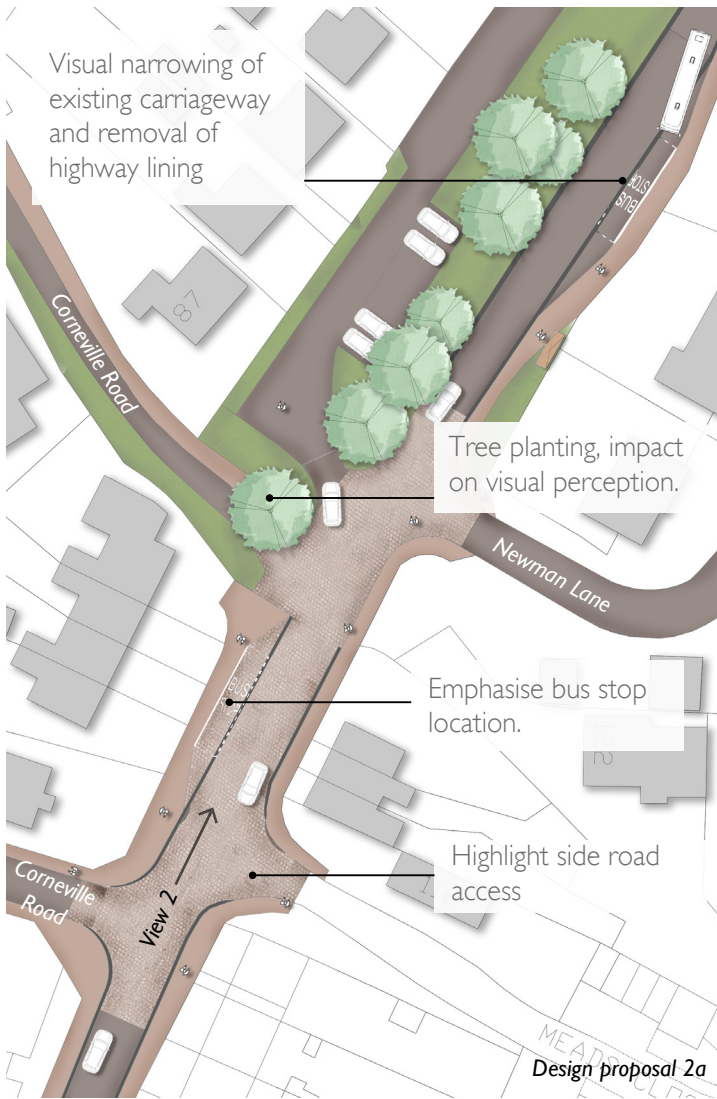
The northern approach provides an important pedestrian access to the village primary school, which is set back behind residential properties on the western side of Abingdon Road. The pedestrian route to the school is marked by a pelican crossing, which was installed relatively recently in response to a pedestrian collision in this location.

A place-making intervention is therefore proposed in this location, providing drivers with visual clues as to the importance of this junction.

Further intervention to rationalise the car parking in front of the local shop is recommended. The provision of three formal parking bays will facilitate the commercial activity and avoid traffic congestions/ manoeuvres or injuries. A surface dressing at the junction of Henleys lane should be also provided in order to encourage pedestrian safety and comfort towards the village centre. This intervention will also reinforce the legibility and linkage to the proposed open space of Manor Farm development, as well as the definition of a strict hierarchy of streets character within the village.

#### Summary

- Reducing the perceived width of the carriageway and removal of centre lines and other road markings.
- Place making at key junctions using imprinted surface dressing, block material or similar.
- Rationalise car parking in front the shop
- Tighten corner radii by surface dressing
- Creating visual variety
- Linkage to future open space



## Design Proposal 3 - Northern Inner Gateway

### B4017 Abingdon Road / Hilliat Fields / Manor Farm site access

The existing junction of B4107 Abingdon Road and Hilliat Fields marks the entry point of the core of the village. It will also emphasise the new access to the Manor Farm development site and its associated open space.

The existing priority junction with Hilliat Fields is a wide access with excessive visibility splays, typical of the former trunk road status of Abingdon Road.

The new Manor Farm development offers the opportunity to reconfigure this area as one space, creating a new staggered cross roads. A relatively low cost solution to this space would be to carry a imprinted surface (or similar) across the junction, removing the road markings and signage. Reconfiguring this space as a shared space junction would break up the linearity of the route, with emphasis placed around the entry point to the central core.

We would recommend reducing the perceived width of the carriageway to 6 metres. Tightening of the corner radii of the Hilliat Fields access and the introduction of new landscaping would soften the impact of this space and improve pedestrian connectivity across the space.

#### Summary

- Remove dominance of existing Hilliat Fields junction by creating a new staggered junction with the proposed access to the Manor Farm development
- Tightening of corner radii at Hilliat Fields
- New landscape planting and design.
- Imprinted or block treatment across junction area
- Improve pedestrian environment



View 3 - Artists impression showing view north towards Hilliat Fields





Imprint surface to emphasise the changing character and the entrance to the village centre.

New staggered junction to accommodate access to Manor Farm site

Tightening of existing corner radii at Hilliat Fields and landscape enhancement

Design proposal 3

## Design Proposal 4 - Central area

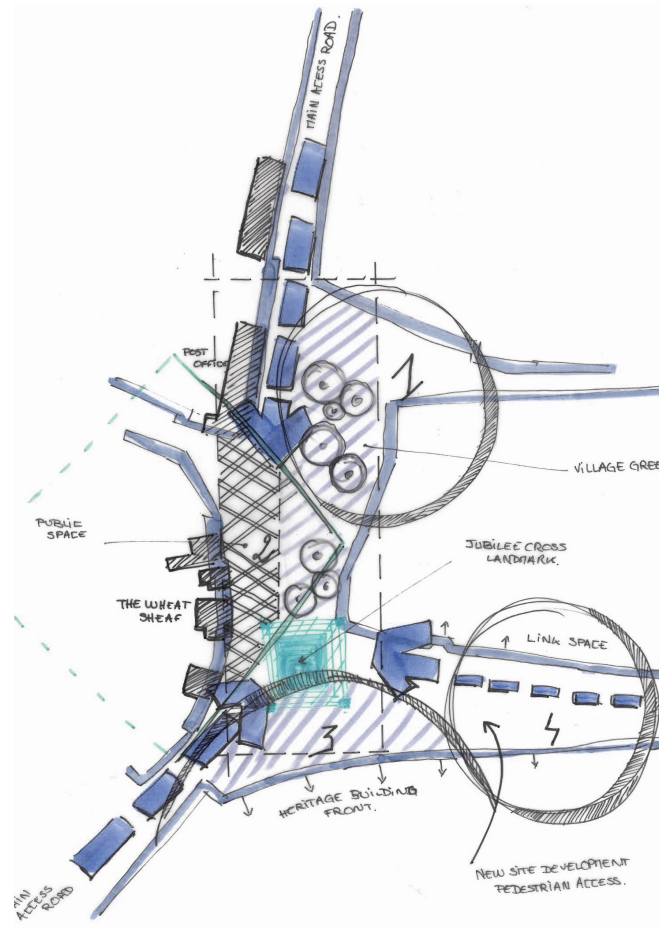
### B4017 Abingdon Road / Steventon Road / High Street

The central area in Drayton marks the heart of the historic village and is a fantastic asset. At present this key space is dominated by the mini roundabout junction and also by the use of key public space as a short-term car park.

We would recommend a careful design intervention to re-establish a strong sense of place focused on the existing village 'green space' around the Jubilee Cross, the villages shops, public house and existing bus stops.

Our proposals are based on redefinition of the central space, designed around four interrelated, but clearly defined usable spaces:

1. The rationalisation of the village green (removal of one of the car accesses, realignment of the lawn borders, consistent surface treatment, new furniture)
2. The village square (clear definition of a public space, realignment of the road, new trees planting and retention of existing trees, enhanced street furniture)
3. The Jubilee Cross (emphasis of the cross as a landmark and focal point to mirror the village green, rationalisation of car parking, reopening of the road behind the Jubilee Cross, new tree planting and enhanced surface treatments)
4. Potential village pond (to create a linkage between central and eastern inner gateway, enhance pedestrian access to Bloor development site, increase visual attractiveness and maximise historical assets)



*Design concept for the central area*



Traffic approaching this space will be slowed by the outer design interventions before entering this space. The proposal is based on a design speed of 15-18 mph

All road markings would be removed, and a simple low-cost paving language introduced which might combine applied surface finishes, sparsely used setts, or variations in asphalt colour and texture.

A constant carriageway width of 6 metres would be defined, visually reduced by a low kerb detail of approx 50mm. Space thus saved would allow additional parking in key locations to maintain existing provision.

Reducing the widths of carriageways and tightening the junction with Abingdon Road / High Street / Steventon Road would allow for significant space to be re-assigned and reused. This allows a distinct “village square” to be created, with additional display or loading space for the existing shops and public house.

The reassigned space would also allow for some replacement short-term parking to be provided in a less dominant position beneath the existing mature trees, although we recommend that this be kept to the absolute minimum. A palette of simple paving materials to reflect the context will help reinforce the sense of place in this square.

At key gathering points around the existing bus shelter and large tree on the western side of the carriageway, simple placemaking would encourage shops and public house to extend outdoors, creating a sequence of clear spaces.

## Summary

- Shared space principles
- Declutter and remove barriers to pedestrian movement
- Enhance pedestrian crossing points on key desire lines utilising courtesy crossings
- Placemaking enhancement and landscape design
- Improve environment for existing shops, bus stop, public house and The Wheatsheaf





View 4a - Artists impression showing view west along High Street towards the Wheatsheaf



View 4b - Artists impression showing view south along B4017 Abingdon Road

## Design Proposal 5 - Southern Inner Gateway

### B4017 Steventon Road / Lockway

The open space situated along Steventon Road and Lockway junction marks one of the other entry points to the village centre. At this point the linearity of the B4017 is emphasised by regularity of the building frontages along Steventon Road. The residential density also reduces as you travel south along Steventon Road away from the village centre, with properties set well back from the road with large front gardens and private driveways.

The key principle for the Southern Inner zone is to reconnect the existing underused open space to the west of the carriageway and the building front in order to minimise the “corridor” effect that Steventon Road currently creates. To achieve this idea the design team recommend the implementation of road dressing using the lawn patches located in front of the private driveways. The redesign of the open space with addition of trees and an eventual playground would enhance the sense of place whilst redefining a

clear character of the neighbourhood. From a visual perception the patches will create a real dynamic that will force users to slow down whilst approaching the village centre.

#### Summary

- Reduce the linearity of the highway to foster a low speed traffic environment
- Improve pedestrian environment
- Opportunity to enhance existing open space to the west of Steventon Road into a formal linear park



*View 5 - Artists impression showing view north along B4017 Steventon Road*



## Design Proposal 6 - Southern Approach

### B4017 Steventon Road

Situated between the Inner and Outer southern gateway, this section of Steventon Road is characterised by a lower housing density. The design proposal is a continuation of the Inner southern gateway principles utilising simple place-making techniques and visual narrowing to reduce the linear effect of the B4017. Built frontages are partially obscured by mature trees and landscape providing an interesting and attractive southern approach to the village.

#### *Design proposal 6a*

The first intervention aims to improve pedestrian and cycling connections through the Bloor development. As at the Northern approach, a light intervention of surface dressing (imprinted or similar) will encourage the idea of place making whilst highlighting the bus stop area and announcing the entrance and changing character of the Inner zone.

#### Summary

- Traffic calming
- Facilitate pedestrian and cycling routes with connections to the Bloor development site
- Facilitate the legibility of the bus stop area.
- Reducing the perceived width of the carriageway and removal of centre lines and other road markings.
- Linking the space to the inner southern gateway



View 6a - Artists impression showing view north along B4017 Steventon Road





### *Design proposal 6b*

On the way toward the Southern outer gateway the building typology remains the same but its visual impact due to a lack of screening becomes more important. The residential frontage on the west of Steventon Road (on the left of View 6b) marks a change in the linearity of Steventon Road that should be highlighted in order to break with the linearity and regularity of the B4017. The intervention aims to encourage drivers to slow down as they travel towards the village centre.

### Summary

- Impact on visual perception
- Transition between outer and Inner Gateways
- Create variety en richness of the landscape
- Enhance pedestrian connectivity



*View 6b - Artists impression showing view north along B4017 Steventon Road*



*Design proposal 6b*

## Design Proposal 7 - Southern Outer Gateway

### B4017 Steventon Road

The southern outer gateway is marked by the entrance to Drayton golf club and the existing bus stops on the B4017 Steventon Road and corresponds to the southern built extent of the village.

This location therefore serves an important function in defining the new approach within the village and plays a key role in the perceived transition from the regulated highway of the B4017 Steventon Road and the built up character of the village.

We would recommend that the introduction of a new gateway feature, in the form of new village signage and a new surface dressing connecting the existing bus lay-bys breaking up the linear of the route and to reinforce the lower speed context of the village. We would also recommend removing highway lines and markings once within the built up development area.

#### Summary

- Creation of new entry point to the village
- Speed reduction
- Reducing the perceived width of the carriageway
- Removal of centre lines and other road markings.
- Tree planting for impact on visual perception



View 7 - Artists impression showing view north along B4017 Steventon Road



## Design Proposal 8 - Eastern Approach

### B4016 High Street

The Eastern Approach has been design to emphasise and link between the inner gateway by the Manor and the central area. Taking into account the distance between the two interventions and the heritage character of this particular area of the village, the design team recommend the implementation of a surface dressing similar to the design proposal for the southern approach. This intervention would break the linearity of the High Street, and help to continue to low speed environment towards the village centre.

The surface dressing aims to highlight key heritage assets and different point of interests such as St Peters Church.

The car parking along the footpath on each side of the road detracts from the quality and perception of this area . We recommend introduction of green 'parking areas' using material such as grasscrete or similar. When not in use these areas would contribute to the landscape setting.

Green parking areas were observed at other locations in the village and could be extended to a larger scale in order to minimise the impact of the car on the streetscene..

#### Summary

- Marking point of interests and heritage buildings
- Breaking linearity
- Introduce "green" car parking
- Remove white lining
- Visual narrowing



View 8 - Artists impression showing view west along High Street



## Design Proposal 9 - Eastern Inner Gateway

### B4016 High Street / The Manor

The eastern inner gateway to Drayton is marked by The Manor and numbers 69 - 73 High Street. This area has a key role to play in the perceived transition from the highway dominated character of the B4106 approach and the built up character of the village.

The creation of a simple entry point to highlight the historic boundary wall to The Manor would serve as an initial eastern marker for the village, raising driver awareness to the presence of pedestrians, cyclists and children.

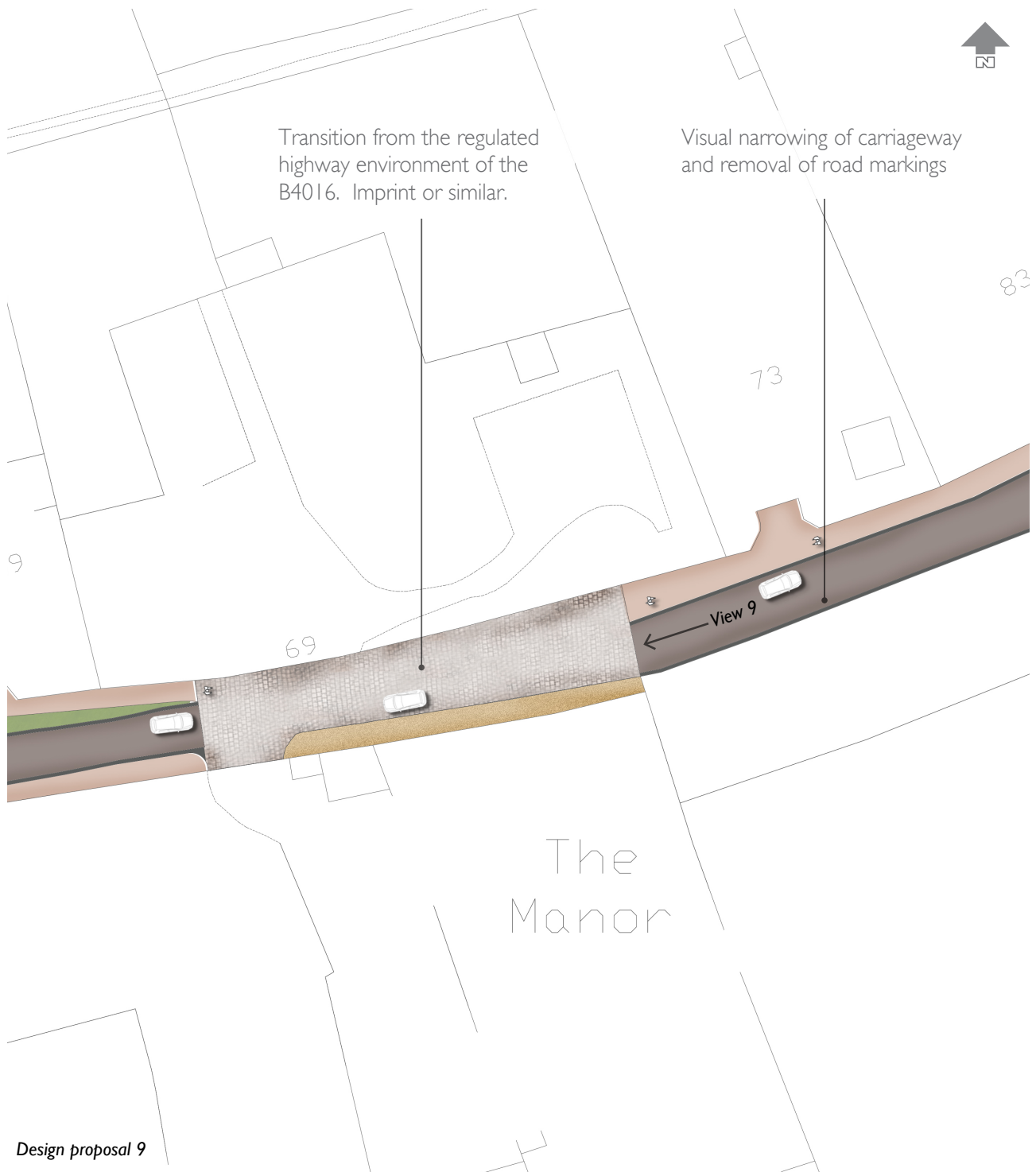
#### Summary

- Promote visual attractiveness of the heritage Manor
- Visual narrowing and removal of white lining.
- Palette material



View 9 - Artists impression showing view west towards The Manor





## 10 - Eastern Outer Gateway

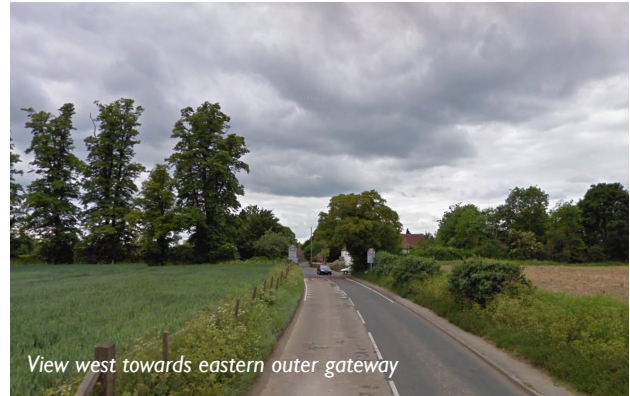
### B4016 High Street

The existing outer gateway situated at the eastern end of the High Street on Drayton Road (B4016) as shown on the photographs opposite. Its lack of legibility and its worn road surfacing give a poor first impression of the village entry, and does little to encourage drivers to slow down or make them aware of the village environment. The landscape is dominated by agricultural typologies with the trees on the village edge (see view 10) marking the natural gateway to the village.

The proposal is to extend the existing red surfacing on the road to the tree edge and further to its eastern boundary.

#### Summary

- Extend the existing road surfacing
- New village signage



## Chapter 7

### Conclusions and Way Forward

Whilst Drayton is under significant pressure from development of new housing, this also presents an opportunity to guide and influence the future of the village, managing new growth whilst maintaining a viable, and coherent community.

The design ideas represent a means to reconcile traffic flows and draw on principles established elsewhere in the UK and Europe to reinforce the particular qualities and characteristics of the village in order to influence the relationship between traffic and local circumstances. Although traffic volumes will continue to impact on Drayton, the reduction in the linear highway characteristics of the main routes, the strengthening of entry and transition points, and stronger place-making in the centre will alleviate the key problems more effectively than conventional signs, markings and enforcement.

The approach outlined suggest a longer term strategy for Drayton which would combine early measures with longer term proposals that may relate to future developments as well as investment and maintenance in key routes. The principles can be adapted and refined for application to other settlements similarly impacted by traffic volumes and speeds, consistent with broader policy directions nationally.

The next steps require thorough discussion of the key principles presented in this report, including input from the local authorities and a wider range of residents and stakeholders. The sketches and outline ideas in will require further design input and refinement, and consideration of priorities and phasing will be needed. Early measures, such as allowing centre lines to fade or be removed, could be supplemented by potential amendments to the existing highway works approved as a result of new developments in the village.

Realistic time scales are important to emphasise; although the approach can inform any imminent proposals, it may be many years before all the various measures are in place to shift the balance of Drayton from traffic dominance to place-making. The principles give scope for continued and growing engagement by the residents and communities of Drayton, and offer the basis for a broad consensus on a long-term strategy for the village, to be implemented in partnership with the highway authority.

This study has focused on the key places and elements that could be achievable at a time of budgetary constraint and greater local input. There are additional issues such as parking, school access and traffic routeing that will continue to require attention. But the approach outlined provides a start for addressing the central issue of speed and safety in the village, and provides a starting point for the Parish Council to help re-establish a coherence and quality for Drayton whilst coping with the realities of increased development.

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