



City East Gateway

Transforming the Travel Network

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CITY OF
WOLVERHAMPTON
COUNCIL

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Section 1: Overview / Need for the Scheme



The City East Gateway refers to the A454 Willenhall Road, a key gateway to the City of Wolverhampton. This major movement corridor provides critical local access for all modes of transport in the east of the city.

The corridor is an essential strategic link to the motorway network via M6 Junction 10 and carries 20,000 vehicles each day. It also provides access for 34,000 homes and 75,000 jobs along the wider corridor.

Identified within the Black Country Core Strategy as a growth area, the corridor holds the potential for impressive regeneration projects which could see up to an additional 8,000 homes and 12,000 jobs in the area. Therefore, providing and maintaining access to these opportunities for all mode users is a high-priority for the City of Wolverhampton.

City Regeneration Projects



The Wolverhampton Interchange

A £120 million development creating a modern public transport gateway to the city with a new railway station, Metro extension and enhanced facilities for cyclists and motorists.



East Park

Extensive regeneration of the housing and industrial areas to the east of the City, focussed around the historic East Park open space and Willenhall Road.

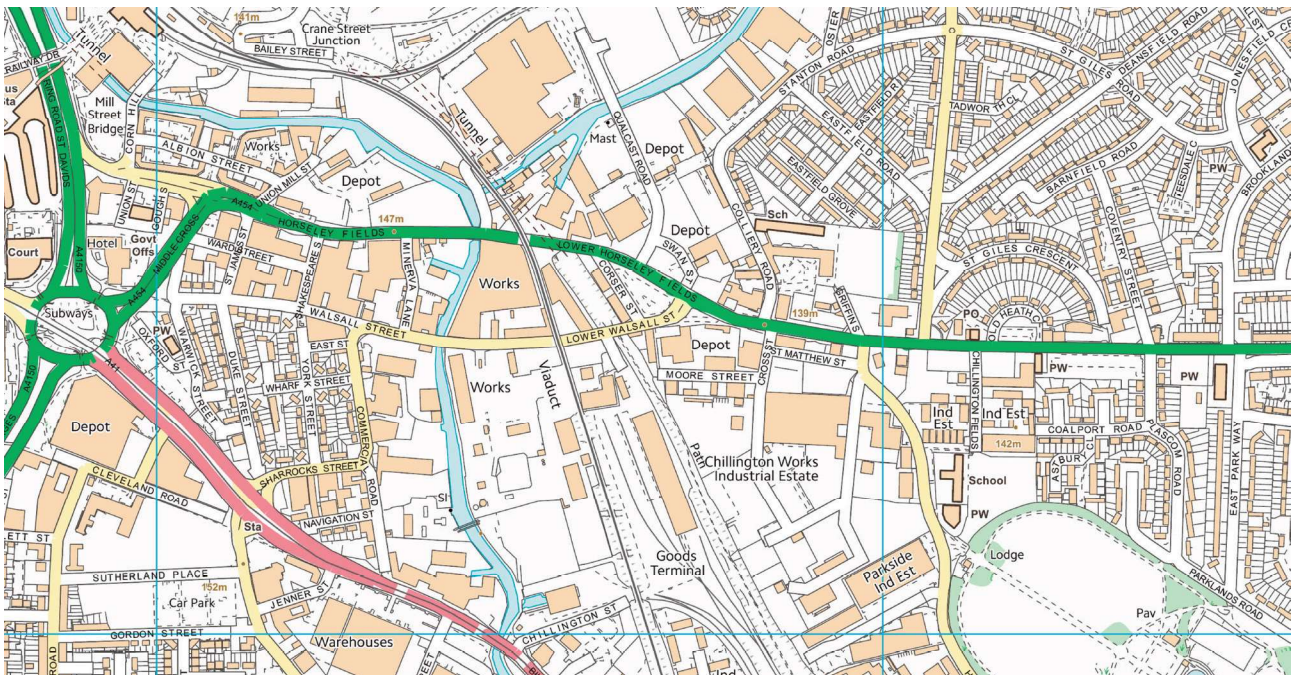


Canalside

Transformation of the city's unique Canalside Quarter to provide desirable city centre living alongside shops, leisure facilities, new walkways and cycle routes.

Supporting growth both along the corridor and within the wider city, providing a desirable environment to live and work within and maintaining an efficient network that affords reliable and safe access to the city are the key drivers for the movement corridor.

Section 2: Movement



With 20,000 vehicles per day, the route is heavily congested at peak times which generates noise and air quality issues, along with unreliable journey times for residents, visitors and businesses.

There are existing cycling facilities in the area, but the changing landscape of the corridor as a result of regeneration, will lead to new demand and desire to connect between these facilities. The corridor currently has limited dedicated and continuous facilities for cyclists.

The existing neighbourhood and industrial areas on each side of the route suffer as the high traffic volume corridor acts to sever these communities. In developing new employment and housing, these barriers need to be broken down to provide safe and secure access for residents and workers to access essential services.

A high frequency bus service operates along the corridor between Wolverhampton and Walsall which benefits from priority approaches to

junctions in some locations, but not all. The corridor does not currently represent a high-quality offer for all modes of transport.

Air quality for those living in certain areas and travelling on the main route is poor.

New development requires new access solutions, and many sites along the route have constraints to providing safe access for all mode users. Bringing forward sustainable sites where people are encouraged to choose sustainable forms of transport is important in addressing the movement issues of the corridor, as well as creating desirable places to work and live.

The network in its current condition and arrangement is not fit for purpose to sustain the growth and regeneration aspirations of the City of Wolverhampton.

Section 3: Options

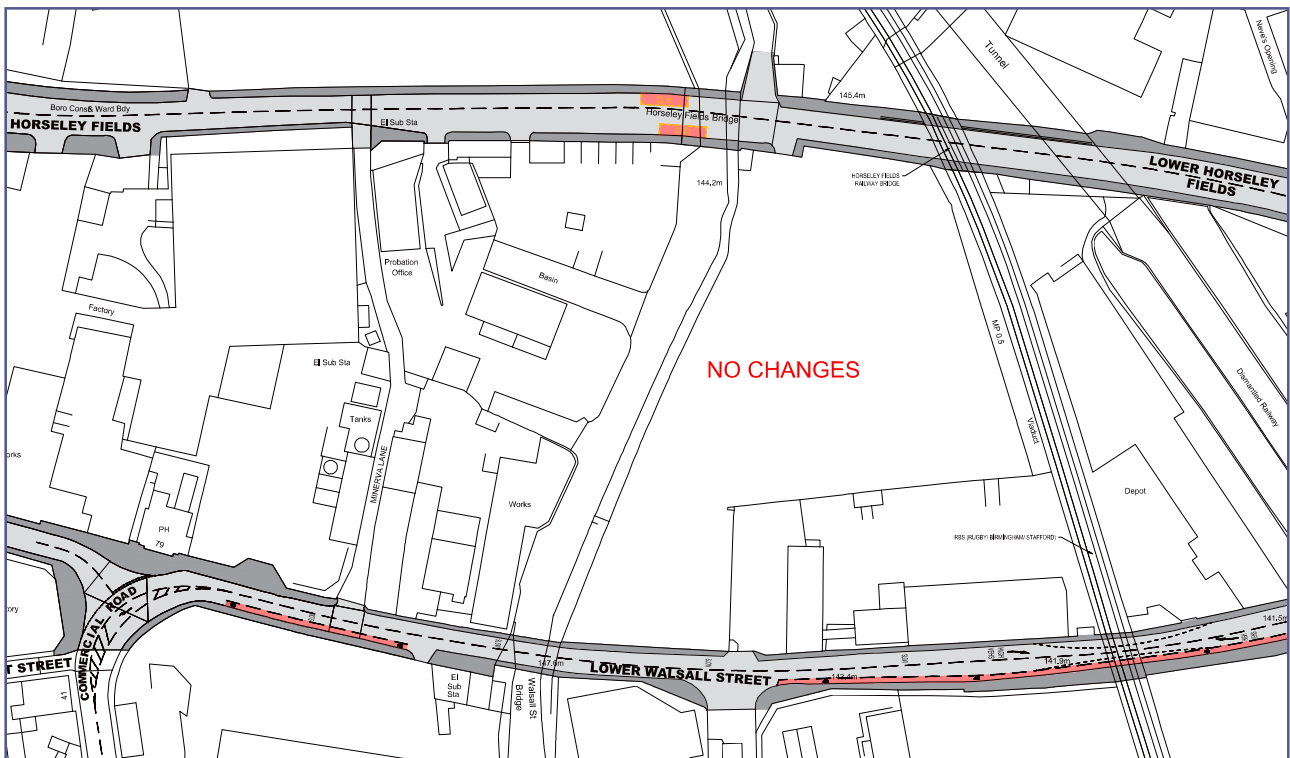
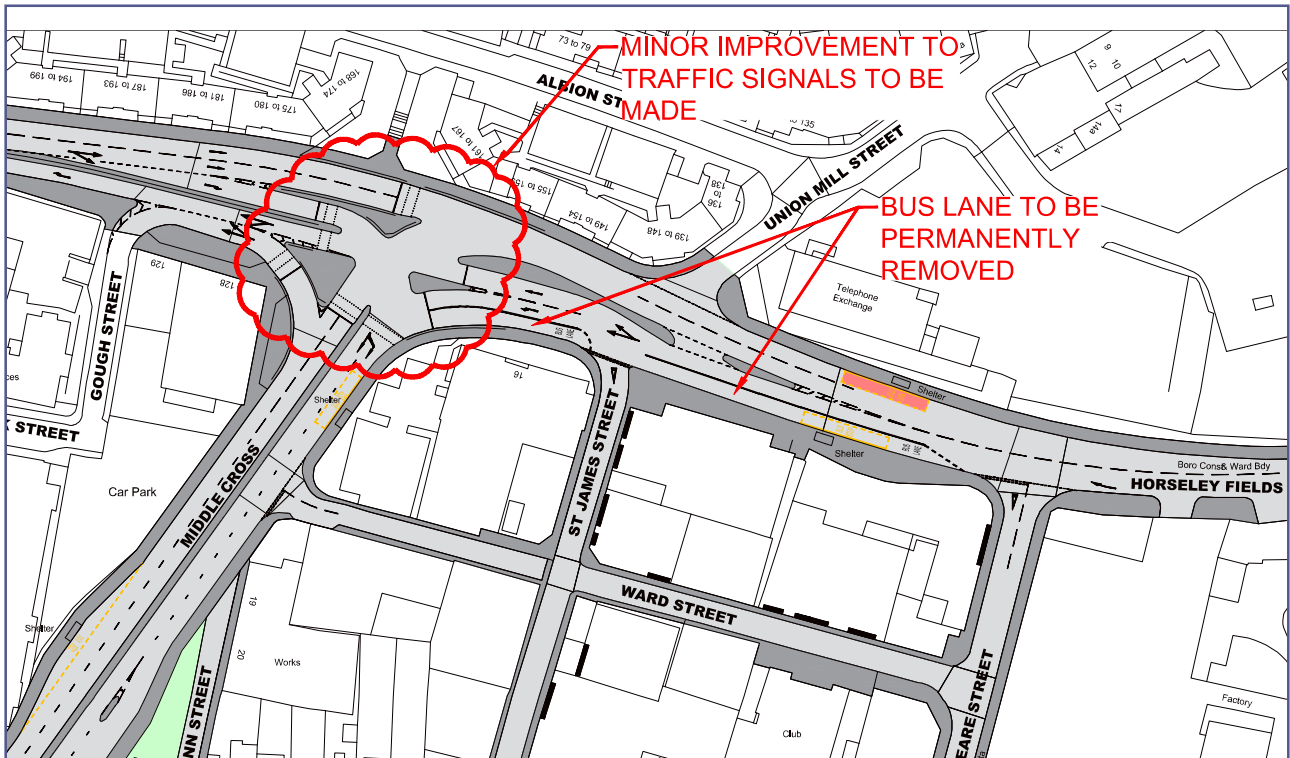
In order to appropriately transform the network, a number of options for change have been considered:

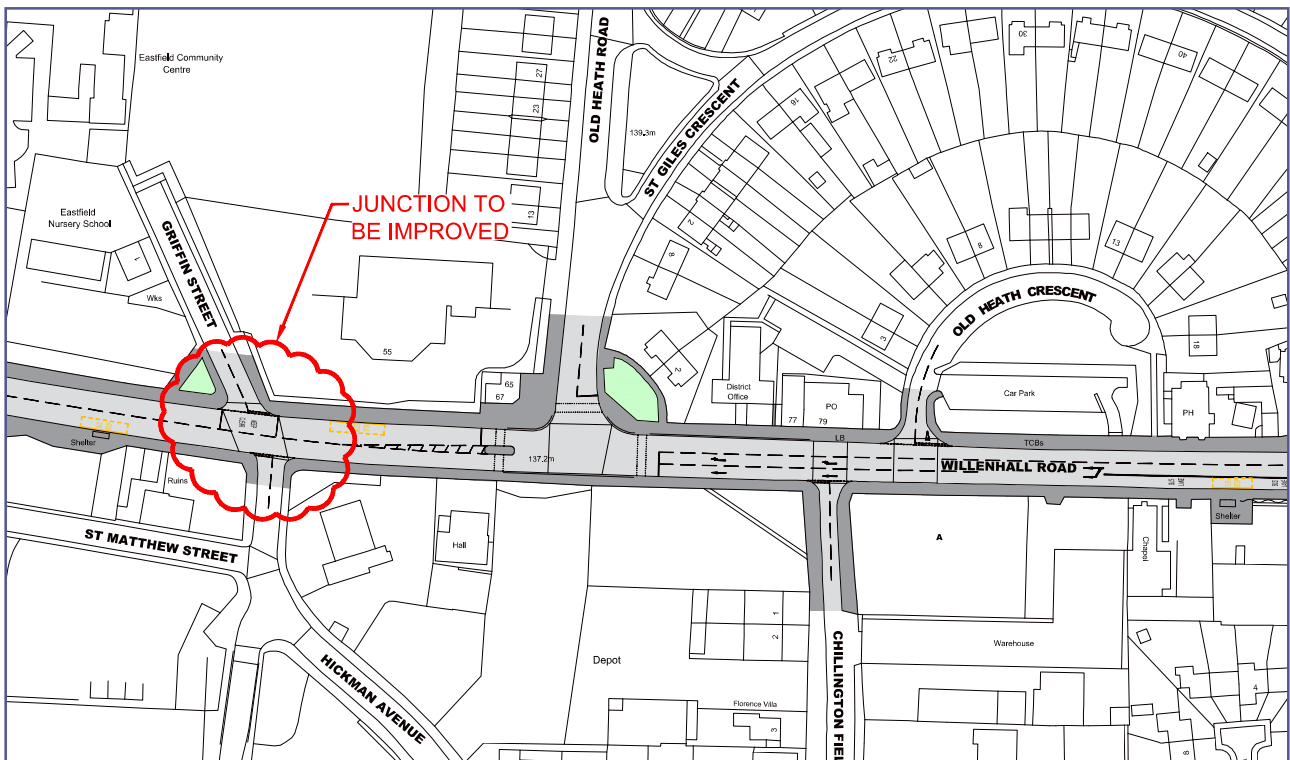
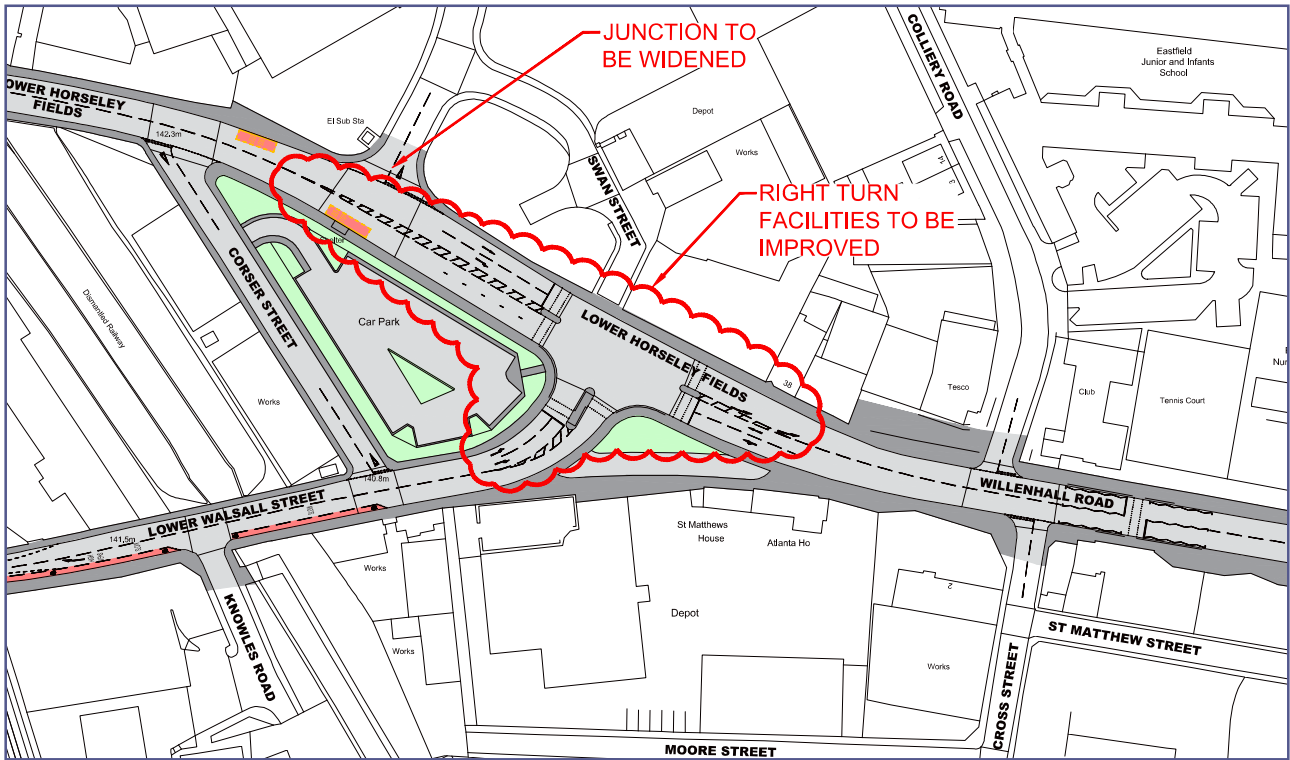
Option A: *Minor interventions*

Localised improvements including traffic light alterations, some limited cycle route improvement and upgraded pedestrian crossing facilities. A programme of smaller interventions has been delivered along the corridor to date, with limited benefit to all mode users and negligible impact upon the overall corridor performance.

Advantages	Disadvantages
No properties would be impacted	Offers limited improvement, particularly for sustainable modes of transport
Low cost	No change in access options for future development sites
	Very limited options available as majority have already been delivered
	Does not meet any of the aspirations for the movement corridor, no impact upon declining air quality or improvement in living and working environment.





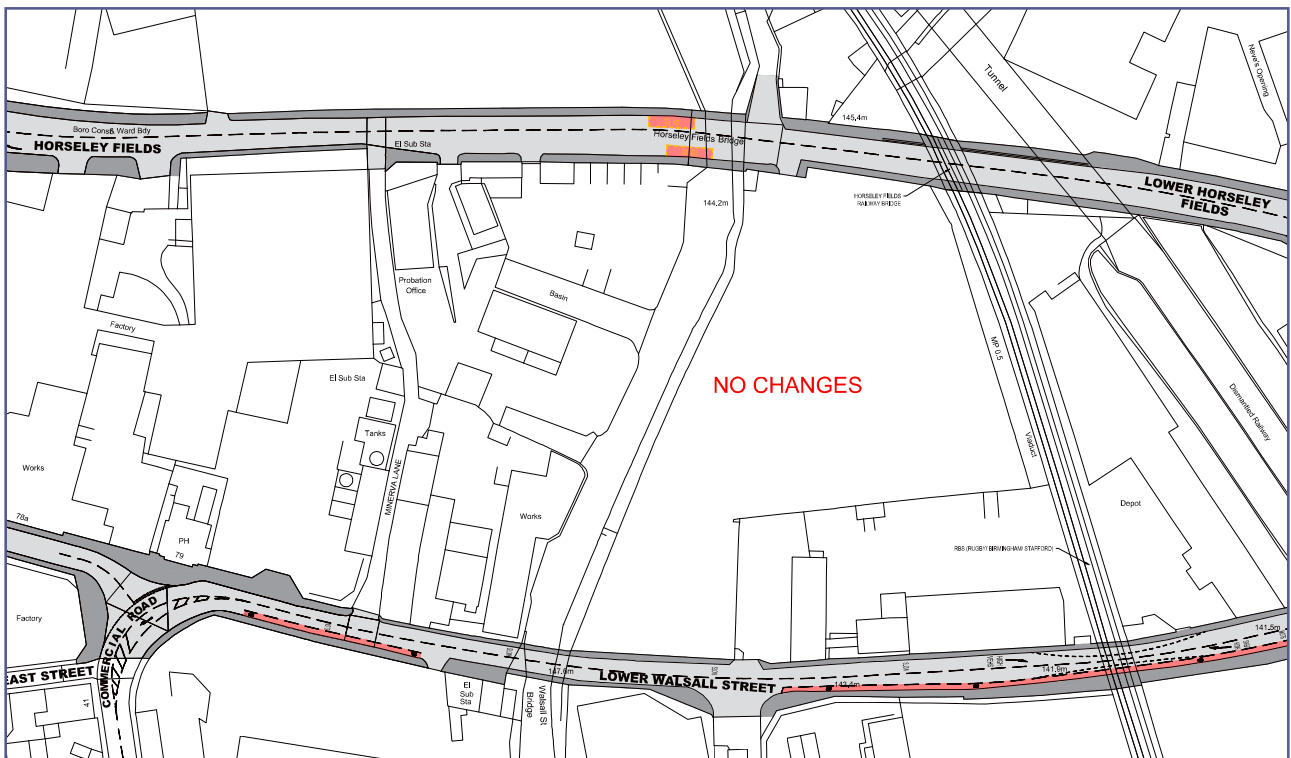
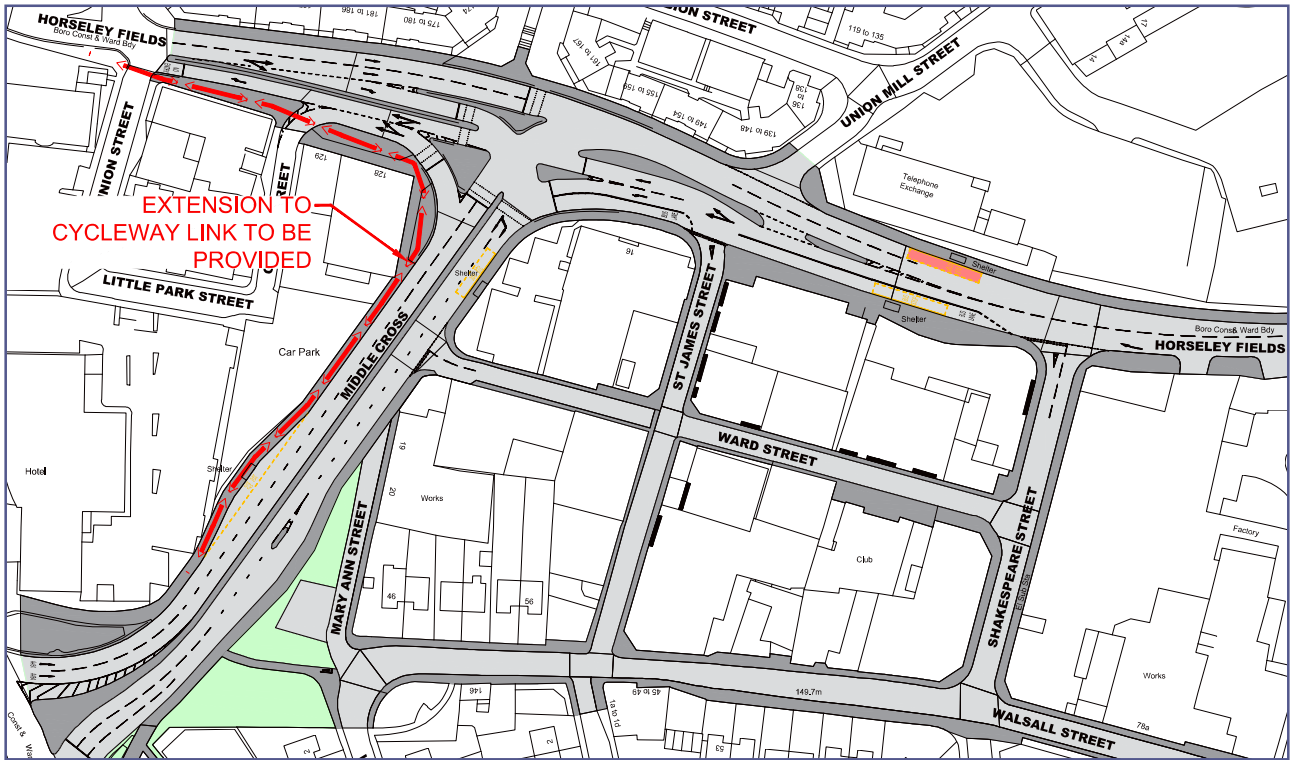


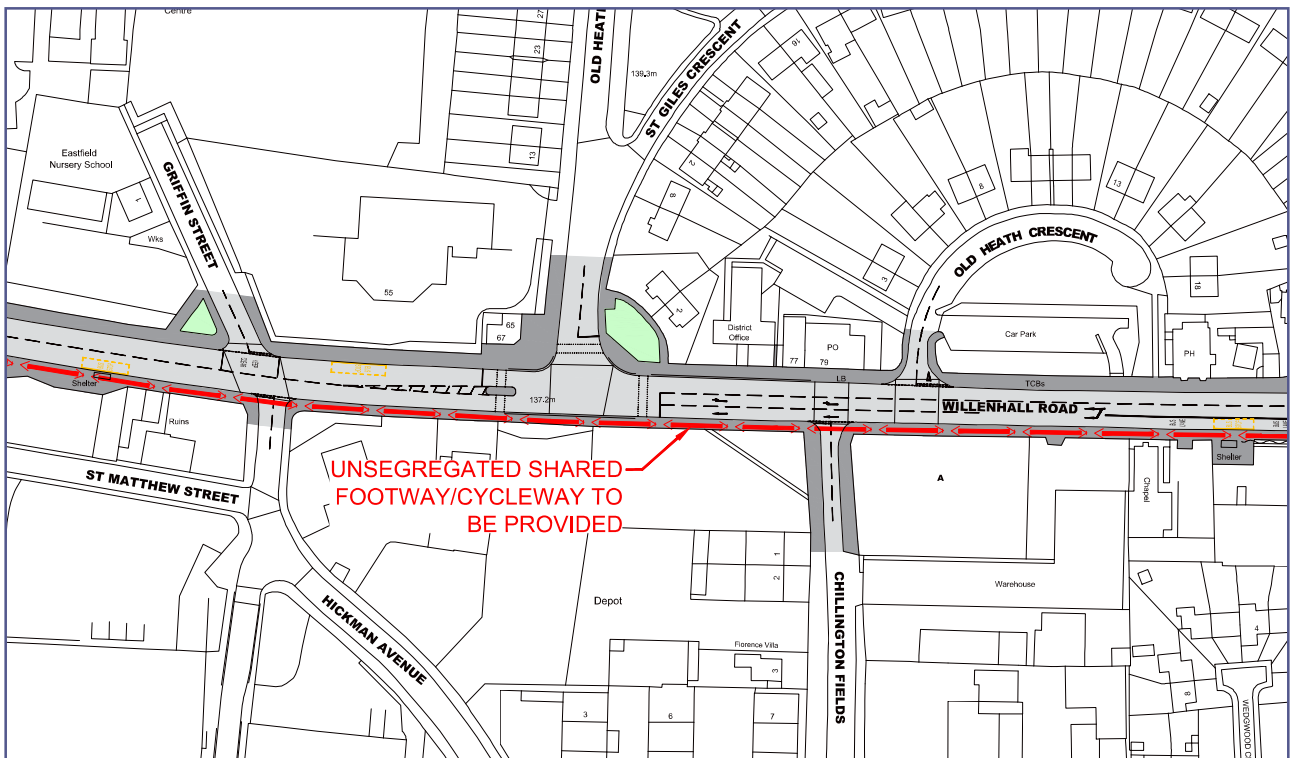
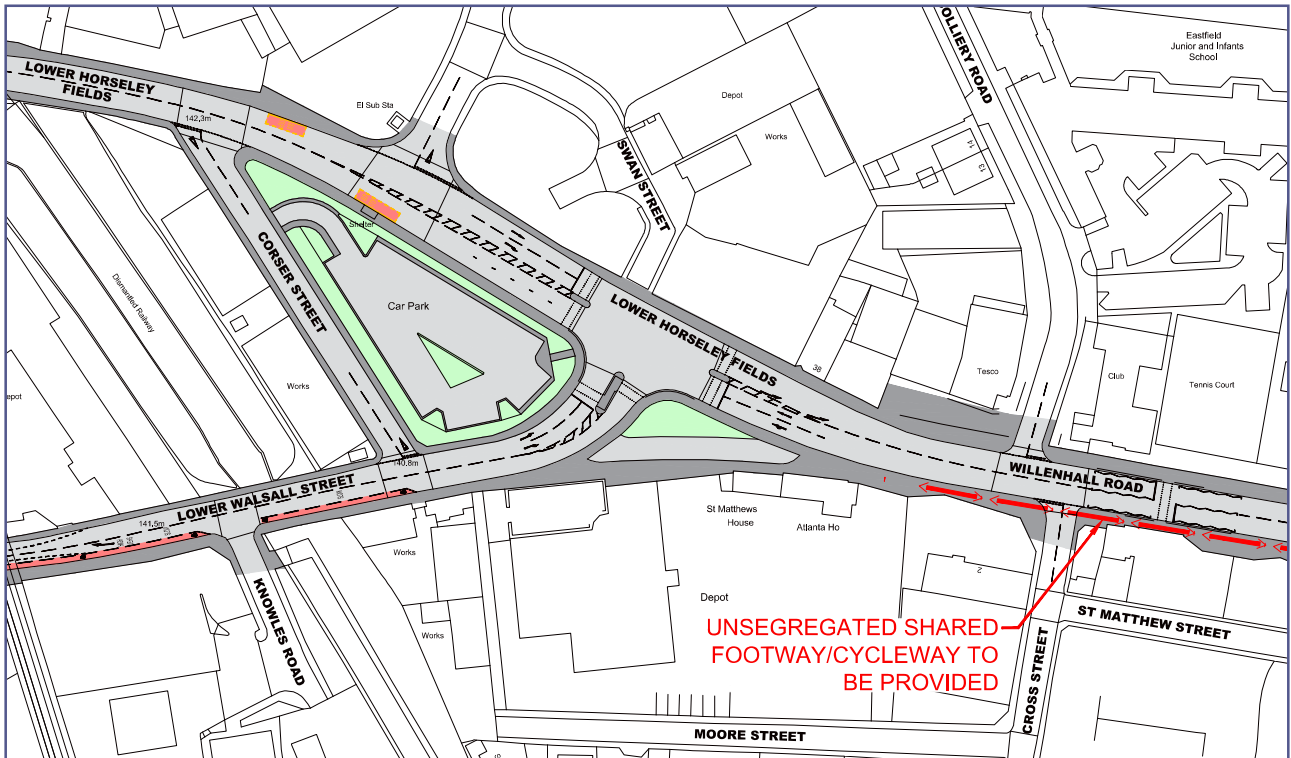
Option B: *A focus on sustainable modes*

Providing connected cycle routes and better connectivity for pedestrians supported by public transport; this would include reducing the road space available for private cars and business traffic to achieve this.

Advantages	Disadvantages
Minimal impact to properties	Increased queues and delays for private vehicles, adding to noise and air quality issues locally
Low cost	No change in access options for future development sites
Provides benefits for public transport users, cyclist and pedestrians and promotes modal shift for the corridor	The level of anticipated mode shift is not sufficient to address the issues along the corridor.





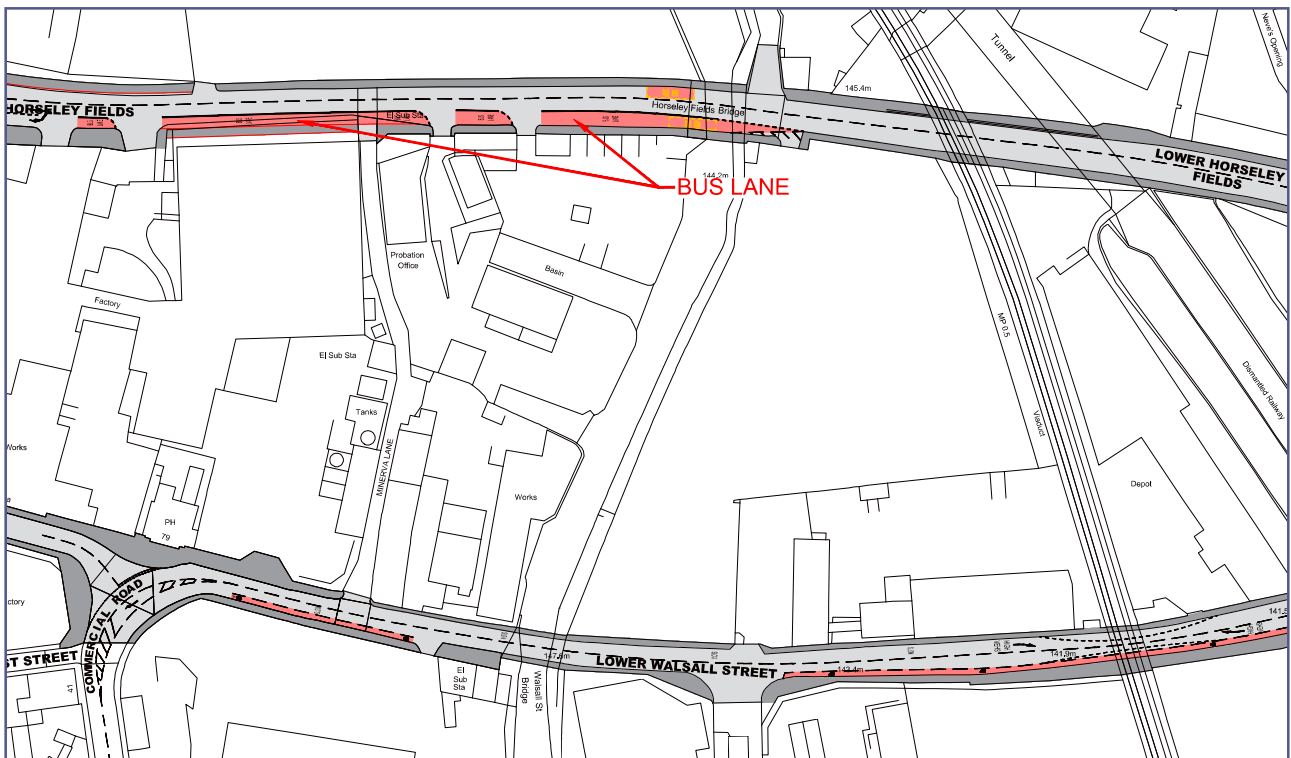
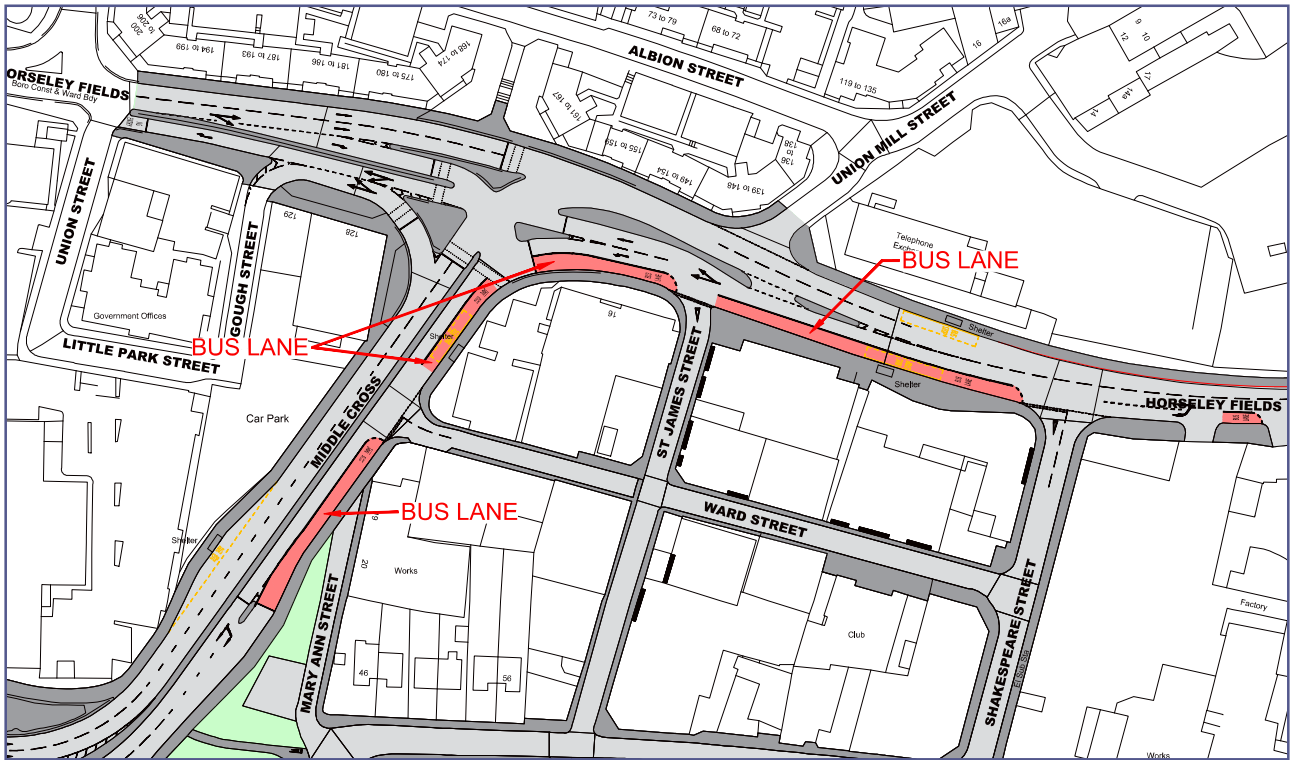


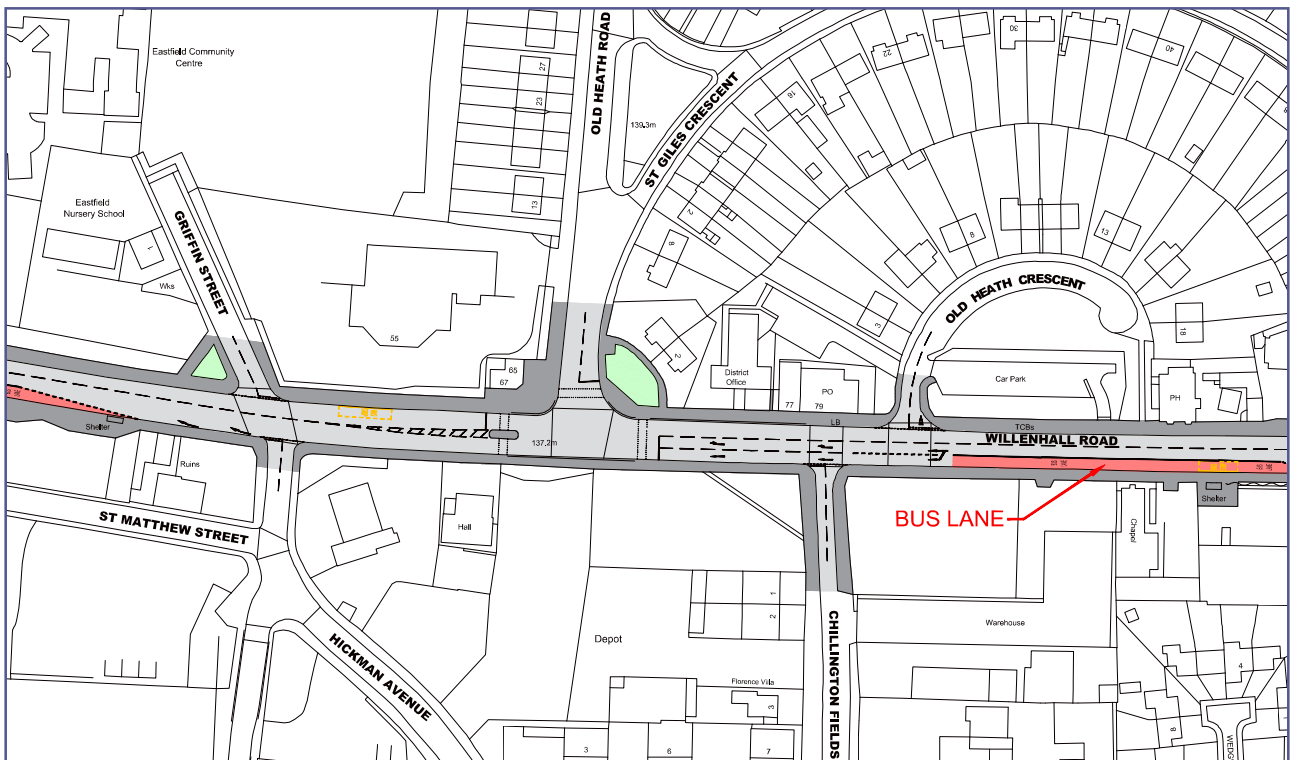
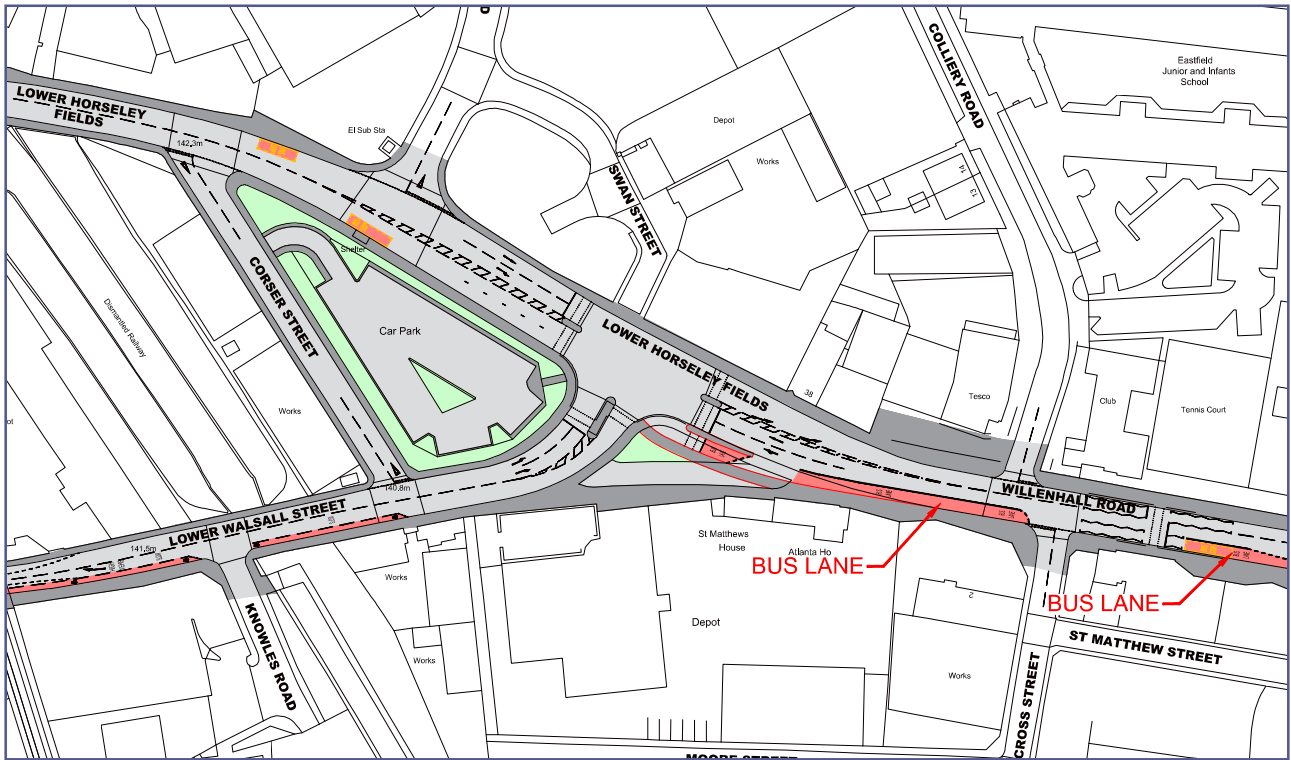
Option C: *Bus priority route*

Providing a continuous bus priority route on approach to the city, reducing road space available for private cars and business traffic to achieve this.

Advantages	Disadvantages
Potential to improve bus journey times	If bus lanes increased to give real priority to buses it would impact significantly on other travel modes.
Encourage more people to use public transport	Benefits to build a case for investment are difficult to establish.
	Does not improve access to development sites
	Negative impact on commercial and private vehicle movements







Option D: *Multi-modal corridor enhancement*

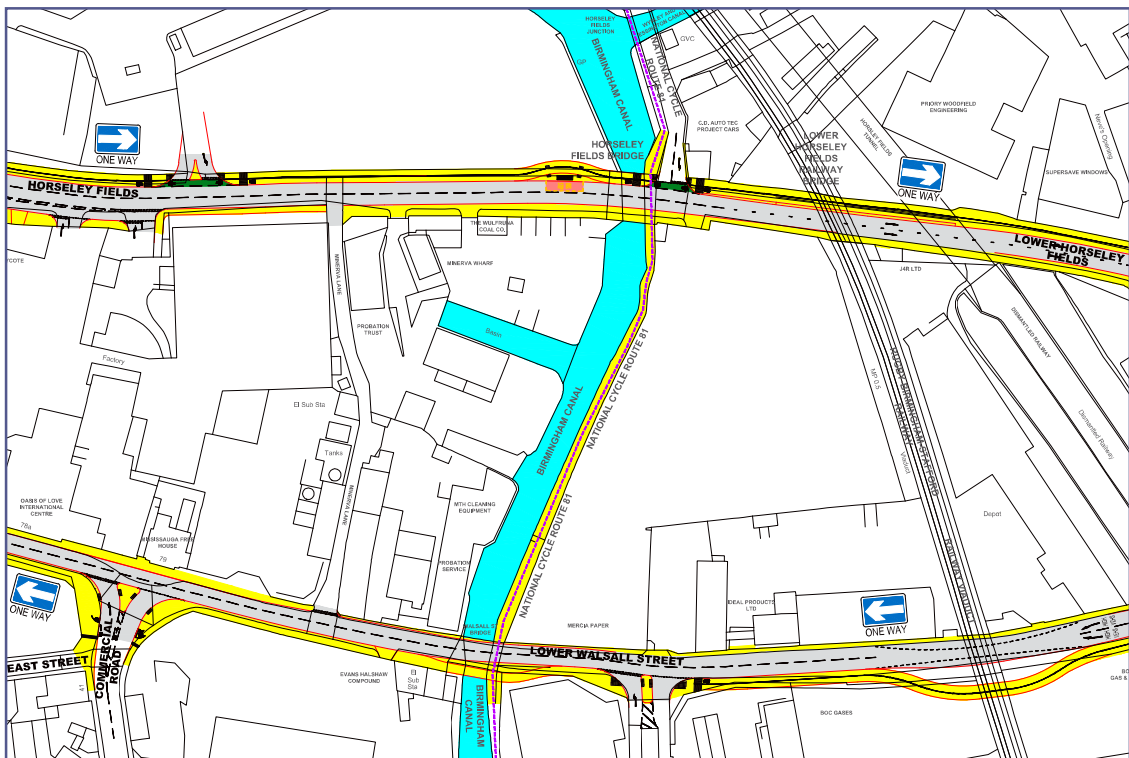
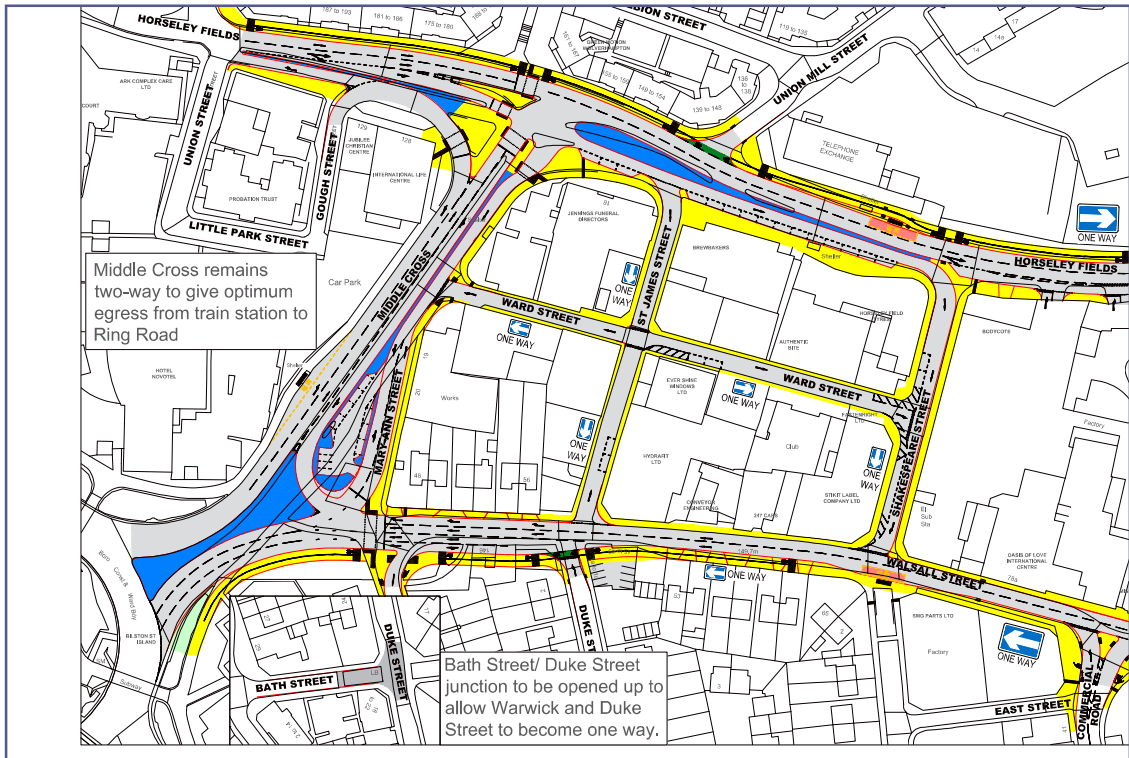
Combining elements of bus priority, connected cycle routes and better connectivity for pedestrians, and changing the way motorised vehicles use the existing road space. Utilising routes which carry low numbers of vehicles to redistribute east and west movements, balancing the network whilst providing new facilities for other mode users.

Advantages	Disadvantages
Addresses the network conditions holistically	Has a direct impact on some properties and land
Improves cycling and walking routes	Increases traffic levels in Walsall / Lower Walsall Street
Facilitates improved access to regeneration sites	High cost
Shows a positive cost benefit	
Addresses some existing air quality issues	
Improves public transport journey time reliability	



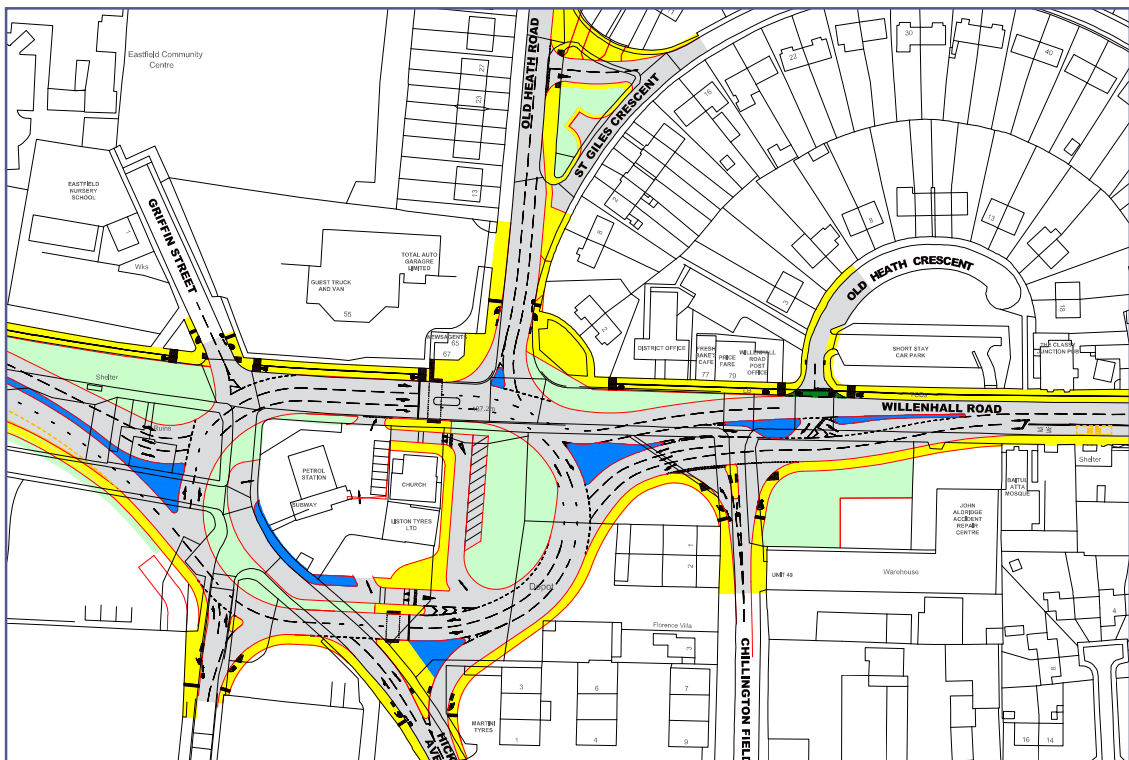
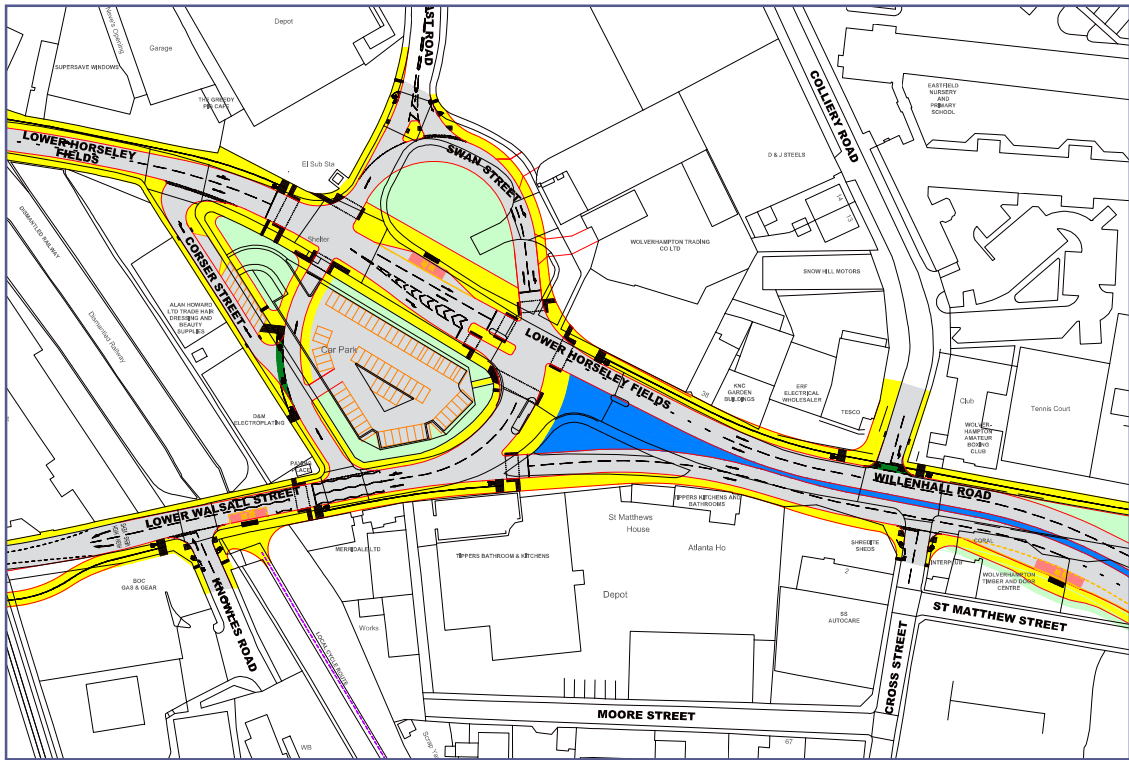
KEY


- PROPOSED ROAD SURFACE
- FOOTWAY/CYCLEWAYS
- TRAFFIC SEPARATION ISLANDS
- LANDSCAPING
- ON STREET PARKING PROVISION
- CYCLE ROUTES (EXISTING)
- BIRMINGHAM CANAL
- ➔ ONE WAY TRAFFIC FLOW
- ONE WAY



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- ▶ ONE WAY TRAFFIC FLOW





To help you understand the options and talk to the council, drop-in sessions and a business forum will be held during October 2018. Details will be published nearer the time. When you have the information you need, **please complete the attached questionnaire.**

Section 4: Have your say

Are you familiar with the A454 Willenhall Road corridor? Yes No

Please provide your post code

Do you live along the A454 Willenhall Road corridor? Yes No

How often do you travel along the A454 Willenhall Road corridor?

Daily 5 days per week Occasionally Rarely Never

Which transport modes do you use (*tick all that apply*)

Car Commercial vehicle Bus Powered 2 wheeler
 Cycle Walk Other

Do you agree there is a need to deliver improvements along the movement corridor? Yes No

Why?

What are your thoughts on the proposed options?

Please select your preferred option. A B C D

Please explain why you have chosen this option.

Closing date for the consultation is Friday 23 November 2018.

Once you have had your say, please send your responses to:

A454options@wolverhampton.gov.uk

Or post to: A454 Options City of Wolverhampton Council, Civic Centre,
St. Peter's Square, Wolverhampton WV1 1SH

You can also take part in the consultation online at: **wolverhampton.gov.uk/a454options**

You can get this information in large print, braille,
audio or in another language by calling 01902 551155

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