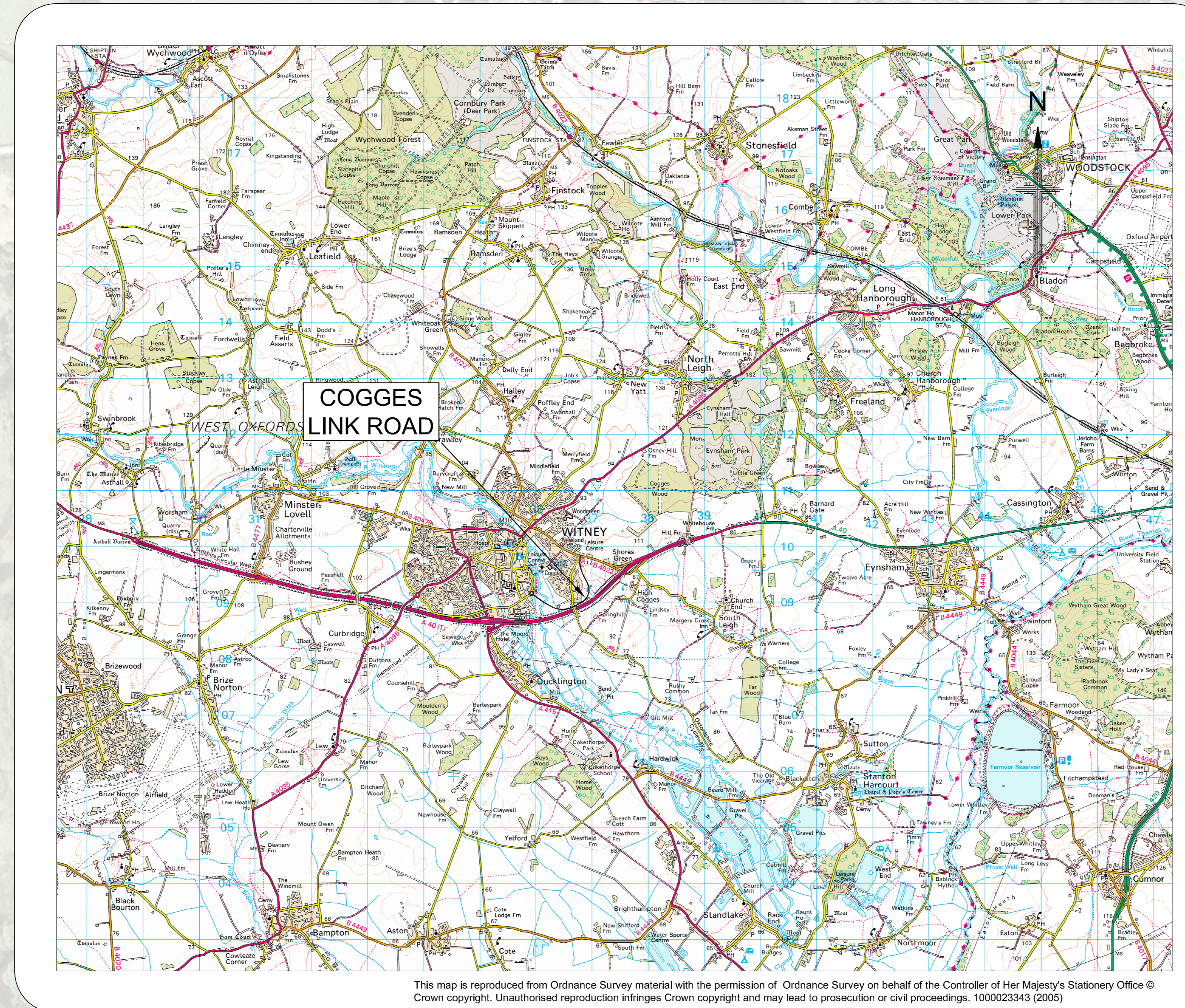


Introduction

- Oxfordshire Highways is proposing to build a new link road around the south-eastern edge of Witney to ease congestion and improve air quality. The Cogges Link Road would provide a second river crossing over the River Windrush and would connect between the recently constructed Jubilee Way and Witan Way, completing a route south of the town centre. This will reduce traffic in Bridge Street, the Conservation Area and the town centre itself.
- The proposal would improve the town centre environment by reducing the amount of traffic, particularly in Bridge Street. The provision of a second river crossing would enable traffic management measures to be implemented in Bridge Street to further reduce traffic movements through this sensitive corridor which is part of the Air Quality Management Area (AQMA).
- The proposed scheme would have some environmental effects on the surrounding area and therefore an Environmental Statement has been prepared. The Environmental Statement has identified what the impacts would be and how any adverse effects would be dealt with by means of appropriate mitigation measures. As well as this the Environmental Statement shows where enhancement can be provided to the environment as part of the scheme.



Objectives - How scheme meets OCC objectives

Cogges Link Road forms a critical part of the planned highway network for Witney as set out in the Oxfordshire Local Transport Plan (LTP) and the route has been safeguarded in the West Oxfordshire Local Plan.

There are a number of key objectives of the scheme;

Tackling Congestion - Cogges Link Road will provide relief for Bridge Street, reducing congestion along this corridor and in the town centre.

Delivering Accessibility - reducing congestion would mean that public transport services would have better access to the town centre, therefore improving journey times and increasing reliability of the services. With the reduction of traffic in the town centre this provides the opportunity to consider other access improvements for travel by bus, bike and on foot.

Safety - The town centre would be a safer and more pleasant environment for pedestrians and cyclists. Traffic modelling has also demonstrated that the scheme would result in fewer accidents.

Better Air Quality - by reducing traffic and congestion, the Cogges Link Road would improve air quality, which is a priority in the designated AQMA.

Improving the Street Environment - reducing traffic in the town centre would allow complementary measures to be implemented improving the street environment for the residents of Witney.