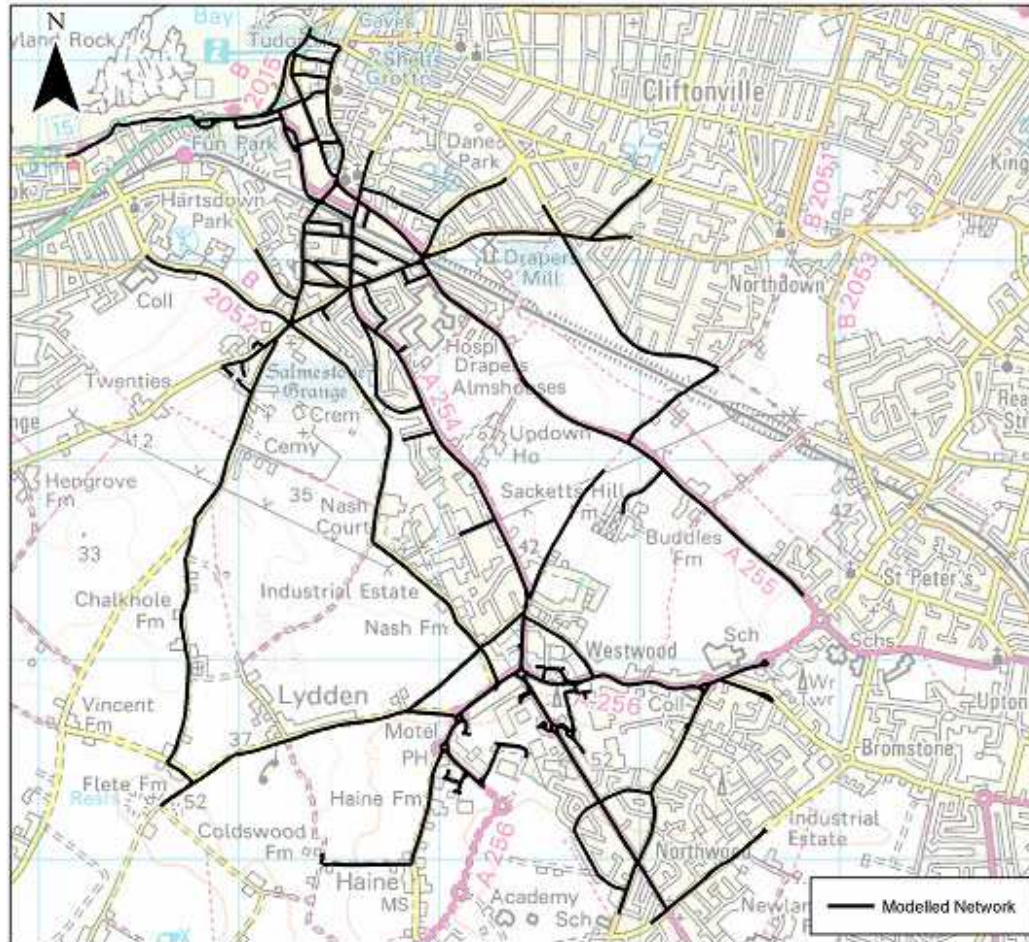


Westwood Relief Strategy

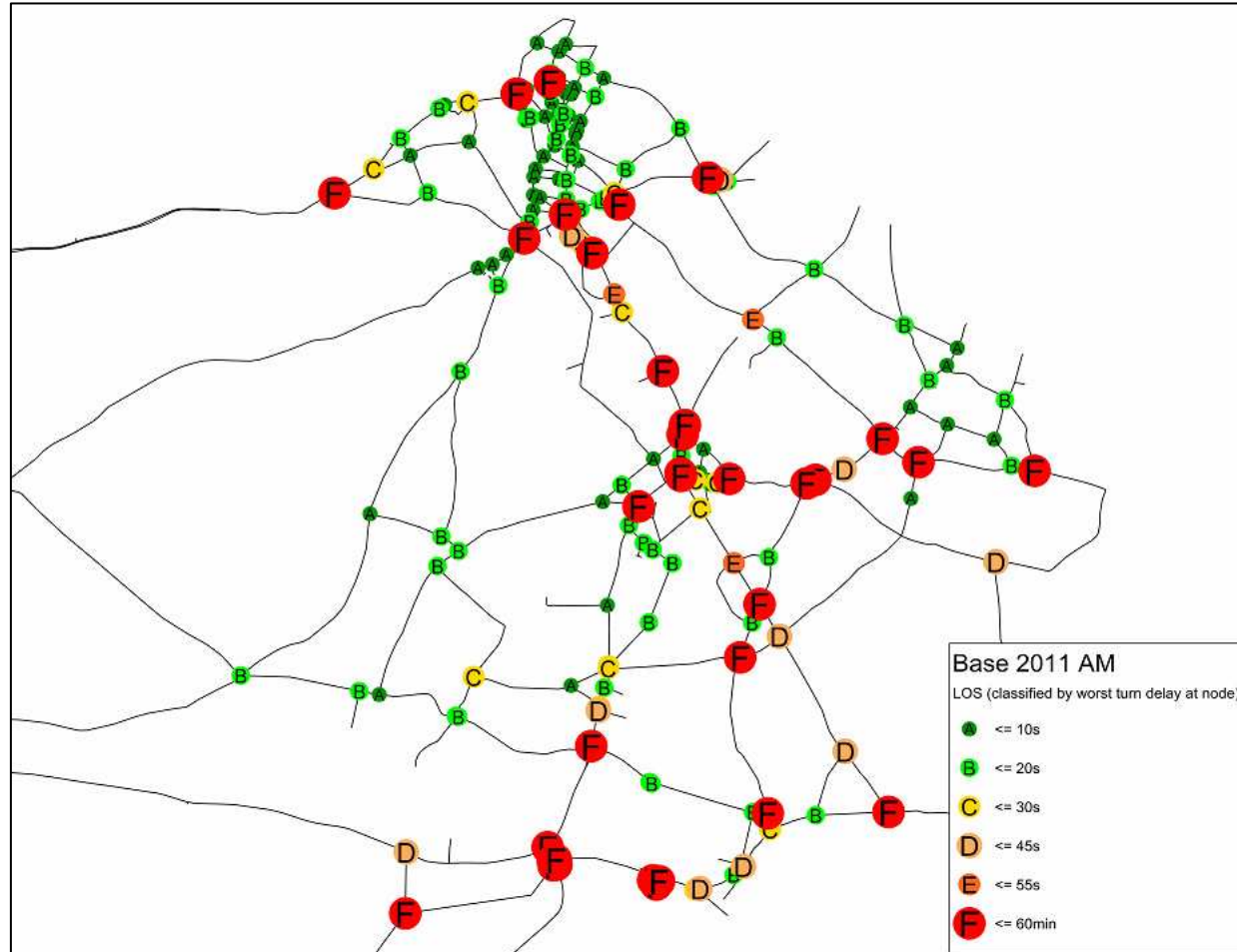
What is the Strategy for?

- Sustainably accommodate new housing/new jobs and other development
- Identify and address key strategic transport issues
- Complement and be integral to the Local Plan

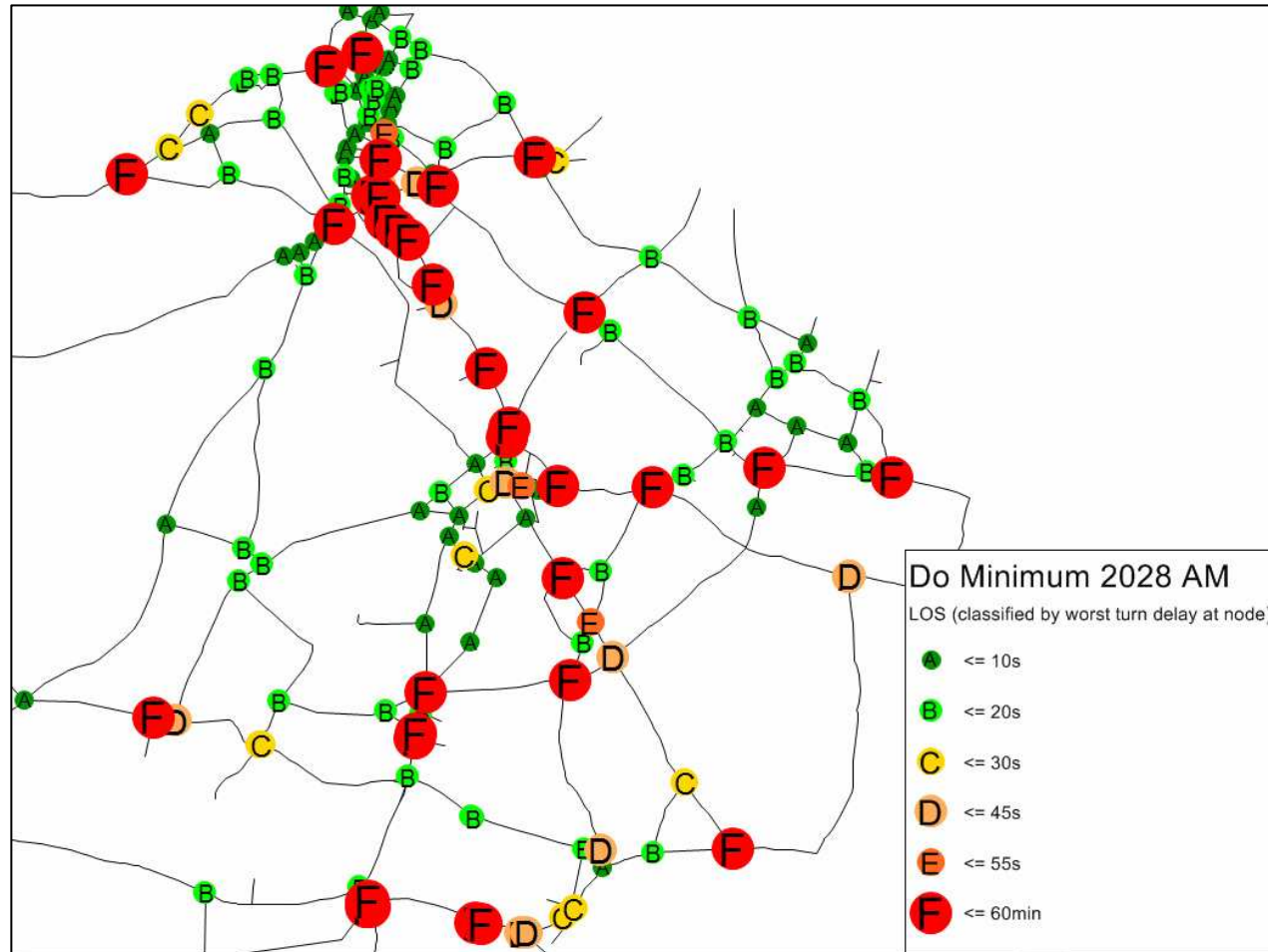
The Thanet Transport Model



Network Performance at 2011 (AM Peak)



Network Performance 2028 Do Minimum (AM Peak)



Westwood – The Problems

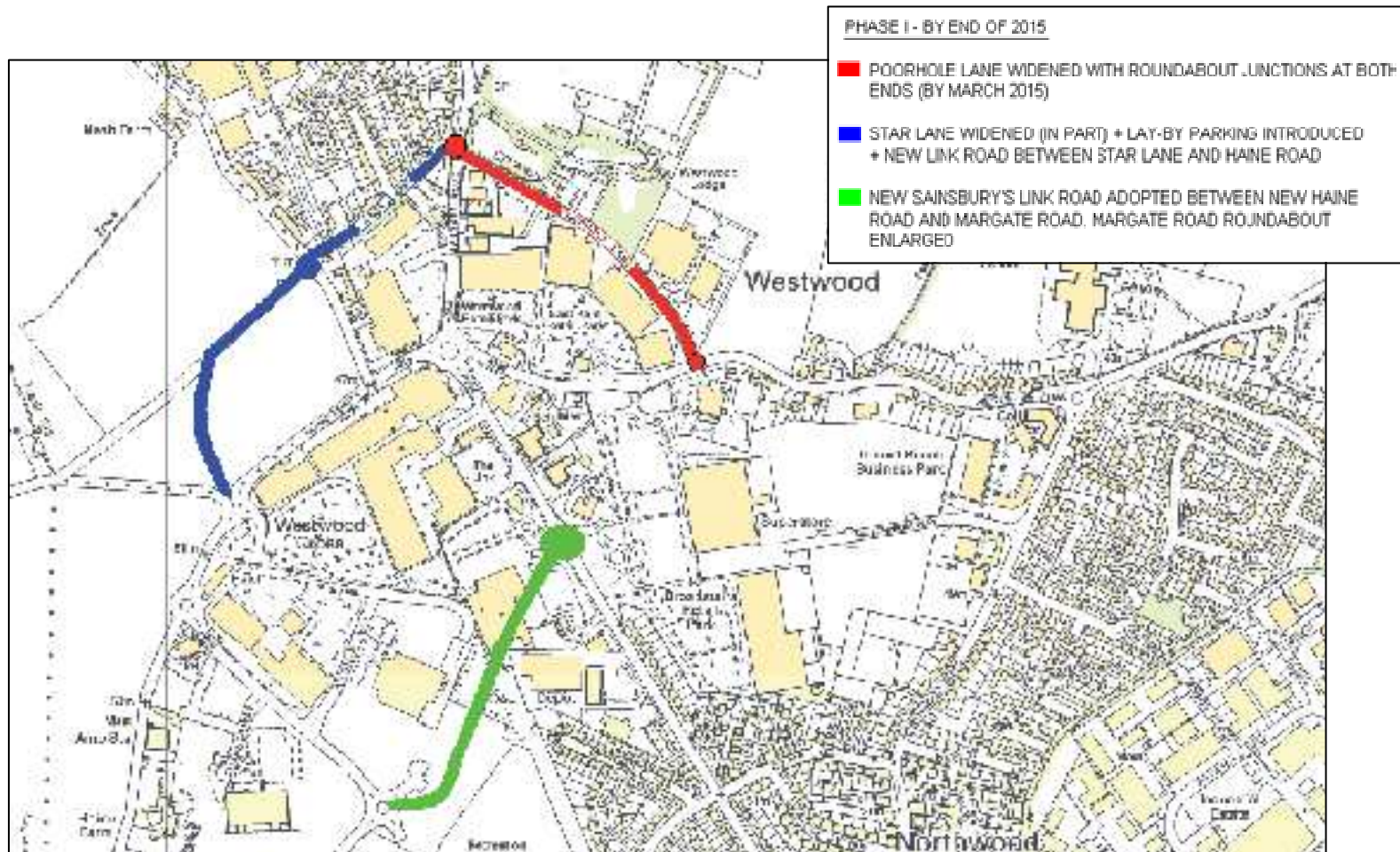
- Convergence of A254 and A256
- 4 quadrants supporting out of town shopping
- Complex access and car parking arrangements
- Poor accident record
- Poor pedestrian connectivity
- Lack of separation between retail traffic and through traffic
- No segregated bus access
- Peak time congestion

Westwood – The Objectives

- Reduce Congestion/Emissions reduction
- Parking solutions
- Improve Safety Record
- Optimise economic benefit of the area
- Improve pedestrian/cycle access
- Reduce journey times for buses
- Improve public realm

How?

Phase 1 of Westwood Relief Strategy



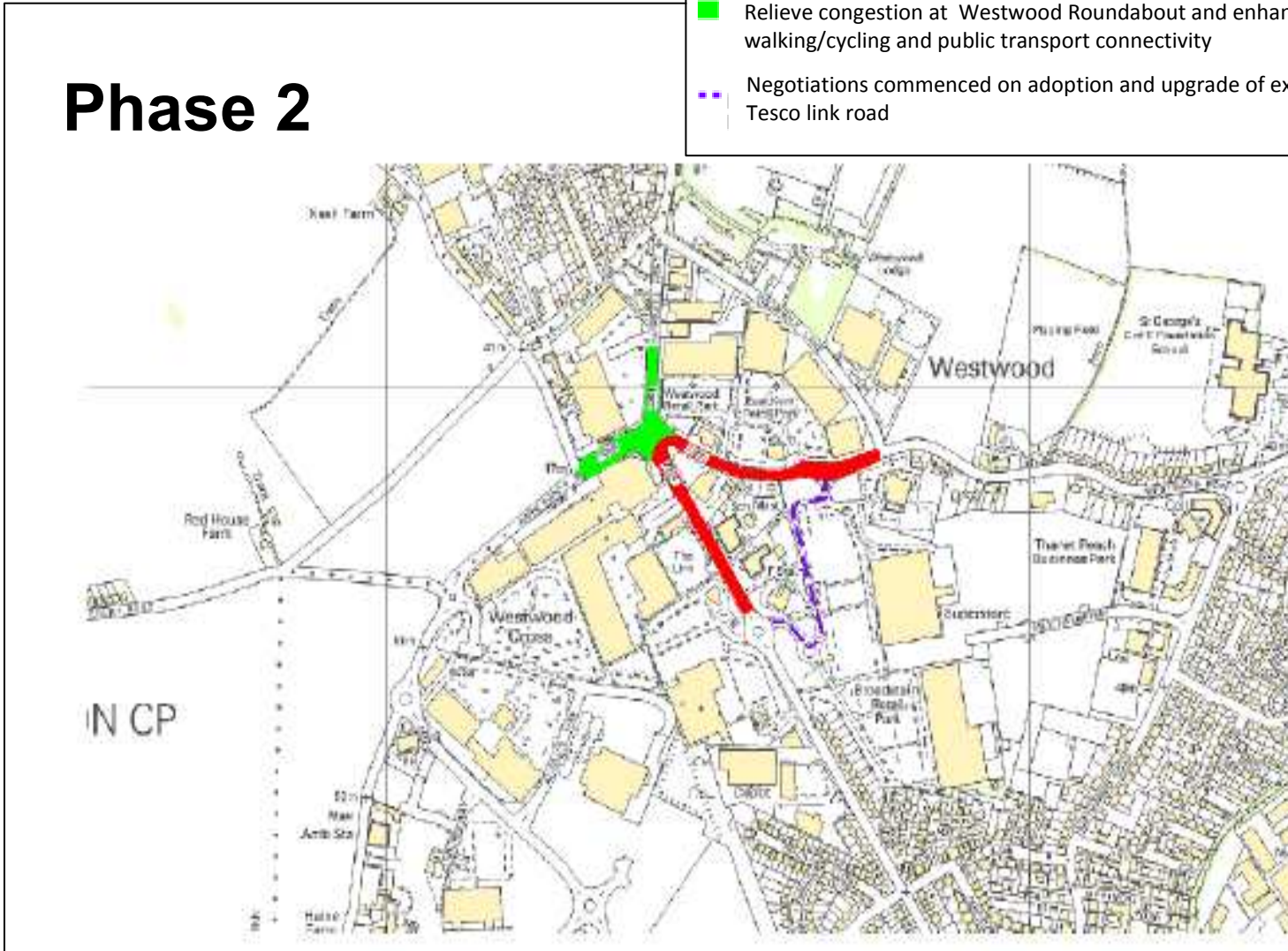
Strategy's positive impacts from Phase 1 (using Thanet Model)

- **Vehicle travelled time reduces by 74% and 25% respectively in 2015 and 2028 representing smooth and uncongested journeys to work, shopping, leisure and other activities**
- **Network delays reduce by 14% and 35% respectively in 2015 and 2028 showing reliable journeys**
- **Highway trips increase by 41% and 76% respectively in the scheme opening and design year indicating more economic activities are generated in the area due to Scheme**
- **Average car speed increases by 46% and 68% respectively in 2015 and 2028 demonstrating quicker journeys and less loss of productive hours in congestion**
- **Majority of economic benefits come from travel time savings**
- **Every £1 invested would generate a further £12 of traditional economic benefits**
- **£25.5m of GVA benefits per year would further improve the local economy of Thanet and wider Kent.**

Phase 2

PHASE II

- Improve Westwood Road junction with Ramsgate Road
- Relieve congestion at Westwood Roundabout and enhance walking/cycling and public transport connectivity
- Negotiations commenced on adoption and upgrade of existing Tesco link road



Scheme Completion

SCHEME COMPLETION

- THROUGH-TRAFFIC VIA WESTWOOD
- TRAFFIC ACCESSING WESTWOOD
- WESTWOOD NEW TOWN CENTRE
- ADOPT LINK ROAD BETWEEN WESTWOOD ROAD AND MARCATE ROAD

