

Table 55: Proposed transport interventions				
Intervention Description	Ref.	Priority	Phasing Period	Core Site response
Internal Measures				
Spatial framework development promoting connectivity and permeability (improving pedestrian/cycle connectivity to enhance linkages to existing key residential areas, wayfinding and urban realm)	IM1	Essential	ST	<ul style="list-style-type: none"> Enhanced street network with the Core Site and removal of Water Treatment Works. Including new green links through the site linking to Waterbeach Greenway. Potential new ped / cycle access under A14 and over railway line to link through to surrounding green areas. Hierarchy of pedestrian paths including new pavements. High quality cycle routes through the site. Enhanced access to/from Station along Cowley Road (High Street). Implement new signage, wayfinding, street naming and art-work to promote improved pedestrian and cycle access.
Segregated crossing point(s) on Milton Road	IM2	Essential	ST	<ul style="list-style-type: none"> Facilitate underpass to provide links to St Johns site to the east of Milton Road Preliminary design for at-grade / bridge solution to Core Site access junction to provide dedicated cycle and separate pedestrian crossing facilities.
Crossing points on the busway to reduce barrier effect	IM3	Essential	ST	<ul style="list-style-type: none"> Alternative link via Cowley Road to provide access to station.
Highway site access improvements	IM4	Essential	ST	<ul style="list-style-type: none"> Improvements to the Milton Road junction to provide enhanced pedestrian and cycle crossing facilities. Improvements to Cowley Road to provide pedestrian and cycle facilities. Improved street frontage and lighting on new High Street.
Intra-site shuttle system ²	IM5	Essential	ST / LT	<ul style="list-style-type: none"> Shuttle service between Park and Ride / CSP and Core site. Short term use of electric buses with longer term AV pods and shuttles.
NEC parking strategy (including low levels of onsite parking provision in line with trip budget and parking monitoring and promotion of Controlled Parking Zones / Residential Parking Schemes where required locally)	IM6	Essential	ED / ST / LT	<ul style="list-style-type: none"> Commitment to reduce low car parking levels with option to reduce car parking further through flexible parking barns. Implementation of car park management system. Transport Hubs to provide alternative to parking and to intercept cars on periphery of development to preserve walking and cycling environment.

Travel Plan Measures and Travel Monitoring (inc. e-bikes / e-scooters, incentive programmes, transport subsidies, smartphone apps / information messaging, carsharing, home working / hot-desking culture)	IM7	Essential	ED / ST / LT	<ul style="list-style-type: none"> Annual travel plan recording and evaluating changes in behaviour and used to promote behaviour shift through range of site -wide initiatives (signage, mailshots, etc.) On-site Transport hubs to encourage sustainable travel.
Potential changes to development mix / quantum to reduce trip budget impact and increase internalisation levels (e.g. monitor secondary school demand and add provision if needed)	IM8	Desirable	ST / LT	<ul style="list-style-type: none"> Range of on-site facilities planned to increase i.e. Flexible Workhubs, gym and leisure facilities, day care, community uses and retail.
Marketing support to attract residents to the area that are more likely to use alternative travel modes other than car	IM9	Desirable	ST / LT	<ul style="list-style-type: none"> Can work with wider coordination Business support activities used to provide up-to-date information on travel options promoting dialogue and behaviour change through direct contact with employees.
Incentive scheme to maximise resident-to-employee ratio (Potential for a particular housing development associated with employers in the area or for tax reductions for people who work and live in the area)	IM10	Desirable	ST / LT	
Local Measures				
New segregated link from Milton Road P&R to site avoiding interaction with Milton Road	LM1	Essential	ED	<ul style="list-style-type: none"> Ability to provide new link under A14 for people to walk / cycle to station from park and ride.
Additional P&R spaces at key locations	LM2	Essential	ED / ST / LT	<ul style="list-style-type: none"> Provision of additional capacity at P&R
Park and cycle opportunities at P&R locations	LM3	Essential	ED / ST / LT	<ul style="list-style-type: none"> Ability to provide new link under A14 for people to walk / cycle to station from park and ride.
P&R shuttle system	LM4	Essential	ED / ST / LT	<ul style="list-style-type: none"> Link to wider P&R initially electric buses, followed by AVs Integration of CAM network as the wider strategy is developed

Variable Message Signage (VMS) at key locations to inform drivers of P&R spaces and congestion issues at Milton Rd / Milton Interchange	LM5	Desirable	ED / ST / LT	<ul style="list-style-type: none"> Support for provision of facility to complement P&R proposals and live data capture
Strategic Measures				
Additional bus services – extra service buses to enhance links to key areas	SM1	Essential	ST / LT	<ul style="list-style-type: none"> Additional bus services to key locations eg. Town Centre.
Additional rail services to be delivered by rail operating companies	SM2	Essential	ST / LT	<ul style="list-style-type: none"> Last mile connections from the station provided through shuttle service and Micromobility solutions with Transport Hubs at key locations on route
Delivery of already planned cycle improvements	SM3	Desirable	ST / LT	<ul style="list-style-type: none"> Links to Waterbeach Greenway through site to station and onto Chisholm Trail.
Plugging gaps in the wider cycle network to enhance routes to key residential areas	SM4	Desirable	ST / LT	<ul style="list-style-type: none"> Green links through site under A14, over railway line and down to Cambridge North Station. Enhanced Milton Road crossing facilities linking to cycle network on either side of Milton Road
Delivery of the wider PT network (e.g. CAM)	SM5	Desirable	ST / LT	<ul style="list-style-type: none"> Support early delivery of Phase 1 of the Waterbeach to Cambridge section of CAM Facilitating access to CAM stops along existing busway Shuttle services for last mile Park and Ride and Cambridge North railway station connections

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