

OBJECTIVE 7: TRAFFIC MANAGEMENT

- 6.66 **To address current traffic management issues and ensure that these are not exacerbated by new development.**

6.67 **Policy 12 Traffic Management**

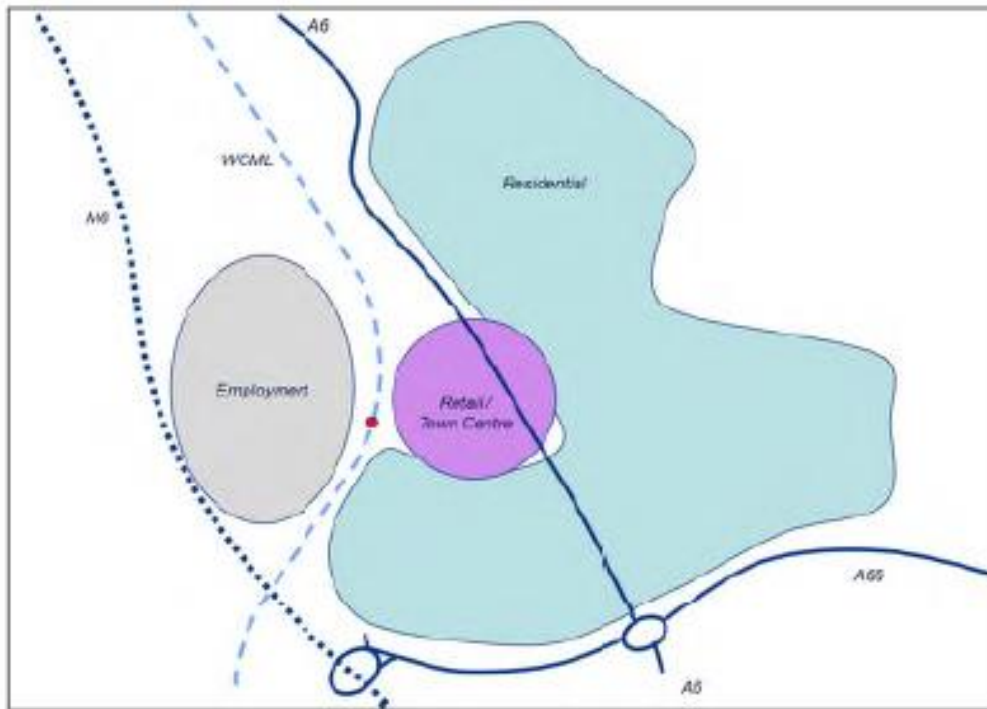
The following measures to improve traffic flows and ease congestion will be supported:

1. A new route to divert through-traffic around the Town, including assessing the benefits of introducing a one-way system through the 'New Streets' in order to improve traffic flow and access for Emergency vehicles.
2. Measures to mitigate the impacts of traffic generated from new development.
3. Measures to improve road safety.

Background/Justification

- 6.68 Penrith's position at the junction of the M6 with the A66 is a major asset that defines the form and function of the Town (**Figure 10**). Efficient, free flowing access to and from the M6 is vital to the local economy supporting:
- The promotion of Penrith as a premium business location.
 - The visitor economy.
 - The daily travel patterns of residents.
- 6.69 Although there are national aspirations to reduce reliance on the private car, the M6 and A66 will continue to be a primary interface for visitors to Penrith. Therefore, growth needs to take place in a way that maintains strong connections to and from the M6 via well managed routes. This will include maximising opportunities to channel financial contributions from new development into highway improvement and promoting the use of Junction 41 to take pressure off the overburdened Junction 40.

Figure 10. Penrith Key Severances



Relevant District Planning Policies:

Eden Local Plan 2014-2032

DEV3 Transport, Accessibility and Rights of Way

Penrith Town Council Strategic Priorities:

Transport.

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