

Herten Way – Scheme Brief

Herten Way is a one way road which provides access to Doncaster Leisure Park and ASDA supermarket. The proposed scheme will convert Herten Way into a two way road which will help to alleviate traffic congestion issues with ASDA in particular but also make an existing piece of development land more attractive for investment as access will be greatly improved. Cycling facilities included in the scheme will take into account the future accessibility of housing sites in and around the Lakeside area. The scheme will make the adjacent land more attractive to potential developers.

The congestion problems around the ASDA site would make this site a concern, as any traffic associated with businesses in this plot of land would add to the existing congestion. By converting Herten Way from one way to two way would not only support existing businesses and potential developers but discussions with bus operators were positive about changing a bus route to serve the cinema and leisure facilities as well as any new business. Key drivers are to improve Doncaster's economy through increasing and diversifying business and tourism opportunities across the borough, giving people choice in transport – so that all travel choices can be accommodated while improving journey times and supporting economic regeneration.

The main traffic management initiatives are based around improving accessibility and promoting redevelopment, focusing on promoting a strong, connected and inclusive economy. The scheme will include pedestrian and cycling facilities at the signalised junction and will also complete a missing section of the cycle route around the lakeside area. Traffic management measures will be developed to improve journey reliability, bottlenecks and accessibility, to efficiently direct traffic, enhance or protect different modes (buses, pedestrian movements etc.), with consequential benefits to vehicle emissions.