

Celebration Mile consultation report

Executive Summary

Somerset Council carried out a public consultation to gather views on traffic flow options for the Celebration Mile area of Bridgwater, covering Eastover, Salmon Parade and East Quay. The consultation formed part of a review of the scheme introduced in 2025 and aimed to understand whether the existing layout or an alternative traffic arrangement would best support a safe, welcoming and thriving town centre while meeting the needs of residents, businesses and visitors.

The consultation ran from 30 June to 11 August 2026. People could take part online through the council's consultation platform, Citizen Space, through paper copies of the survey available at Bridgwater Library and Bridgwater Town Council, and through supported completion events held at the local library. A total of 1,311 responses were received.

Option B was the most frequently selected preferred option, receiving 72% of responses. This was followed by the option for 'something else' (13%), with many respondents using this option to express a preference for restoring the previous road layout, including two-way traffic on Eastover, Salmon Parade and East Quay. Fewer than 2% of respondents supported retaining the existing layout.

Respondents most commonly selected their preferred option because they believed it would improve traffic flow, reduce congestion and shorten journey times across Bridgwater. Many felt it would provide easier access to the town centre, Eastover and local businesses, while reducing pressure on key congestion points such as Cross Rifles Roundabout, Broadway and Monmouth Street. Many respondents also viewed their preferred option as the closest to the former road layout, which they felt worked effectively and provided greater route choice.

Responses from businesses were also broadly supportive of Option B. Among Eastover area businesses, 67% selected Option B, compared with 13% who preferred the existing layout. Support was even higher among businesses elsewhere in Bridgwater, with 78% selecting Option B. In total, 65 businesses responded to the consultation.

Overall, the consultation demonstrates strong support for changes that improve traffic flow and accessibility, with Option B emerging as the clear preferred option among both the general public and business respondents.

Background

The consultation sought views on the future traffic arrangement for the Celebration Mile area, including Eastover, Salmon Parade and East Quay. Respondents were provided with information on the existing road layout and four alternative traffic flow options and were asked to select their preferred option.

The survey explored the reasons for respondents' preferences and invited comments on the potential impacts of each option on traffic flow, accessibility, pedestrian and cyclist safety, local businesses, parking and the overall attractiveness of the town centre. Respondents were also given the opportunity to suggest alternative options and provide any additional comments or local knowledge that they felt should be considered.

To help understand the views of different groups, respondents were asked a series of profiling questions, including whether they lived, worked, owned a business or regularly visited the area. Equalities monitoring questions were also included to ensure the council could assess whether a broad range of people had participated in the consultation.

The results provide both quantitative data on preferred traffic options and qualitative feedback on the perceived benefits, concerns and impacts associated with the different proposals.

Methodology

The consultation was open from 30 June to 11 August 2026. Responses could be submitted through an online survey hosted on Citizen Space or via a paper questionnaire available from Bridgwater Library and Bridgwater Town Council. Supported completion sessions were also held at Bridgwater Library to help residents complete the survey if required.

How responses were analysed

Responses to closed questions were analysed using numbers and percentages. Open-text comments were reviewed and grouped into common themes to identify key issues, concerns and suggestions.

Where possible, responses were analysed by respondent type, including residents, businesses, visitors and commuters, as well as by travel habits and equalities information. Small sample sizes, particularly within equalities groups, have been treated with caution.

Important reporting caveats

The consultation was based on self-selection, meaning the results reflect the views of those who chose to respond and are not statistically representative of all residents or businesses in Bridgwater.

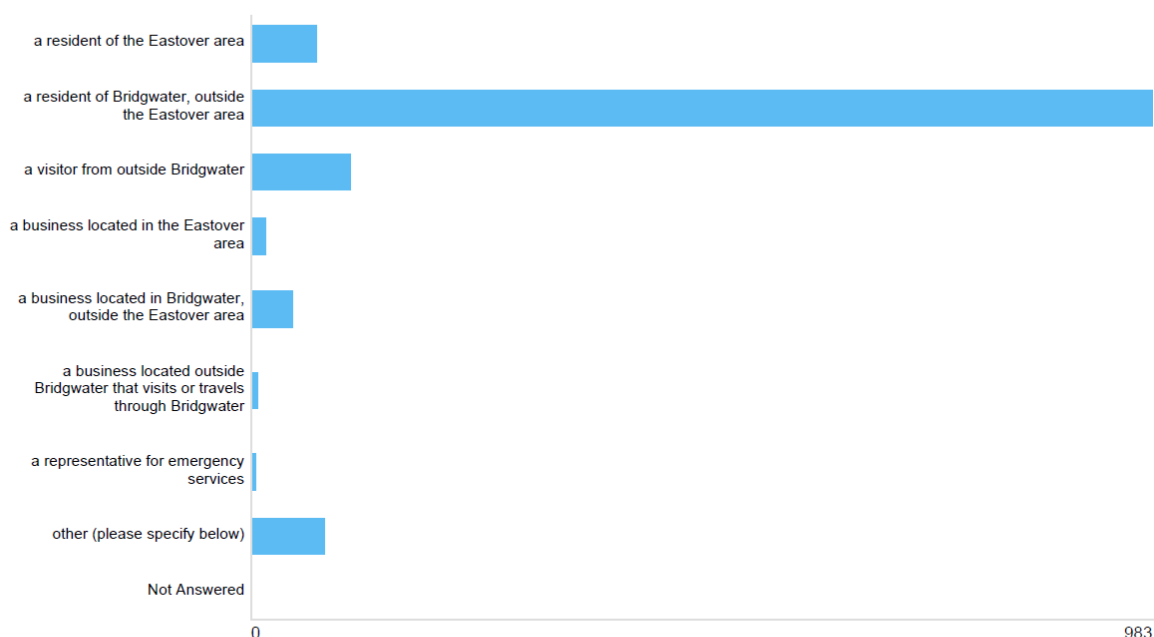
Percentages should be considered alongside the number of responses received. Not all respondents answered every question, so totals may vary between questions. Online and paper responses have been combined within the findings.

Respondents

A total of 1,311 responses were received. Respondents included local residents, businesses, visitors and other people who wished to share their views on the road layout in Bridgwater. Most responses came from people who live in Bridgwater. The consultation also received responses from businesses within the Eastover area and across the wider Bridgwater area, as well as people who regularly visit the town for work, shopping or leisure.

Question 7: Who are you responding as today?

Responding as



Option	Total	Percent
a resident of the Eastover area	71	5.42%
a resident of Bridgwater, outside the Eastover area	983	74.98%
a visitor from outside Bridgwater	108	8.24%
a business located in the Eastover area	15	1.14%
a business located in Bridgwater, outside the Eastover area	44	3.36%
a business located outside Bridgwater that visits or travels through Bridgwater	6	0.46%
a representative for emergency services	5	0.38%
other (please specify below)	79	6.03%
Not Answered	0	0.00%



Postcodes were grouped by postcode district to understand the broad geographic spread of responses while avoiding the use of full postcodes in the report. Of the 1,309 postcode responses, most came from the TA6 postcode district, which accounted for 1,019 responses, or 77.8% of the total. A further 254 responses, or 19.4%, came from the wider Bridgwater area covered by TA5 and TA7. Smaller numbers of responses came from other Somerset postcode districts and from outside the local TA postcode area.

Geographic grouping	Postcode districts included	Number of responses	% of postcode responses
Bridgwater postcode district	TA6	1,019	77.8%
Wider Bridgwater area	TA5 and TA7	254	19.4%
Other TA postcode districts	TA1, TA2, TA4, TA8, TA9, TA10, TA19, TA23	29	2.2%
Outside TA postcode area / unclear	BA16, BS13, BS22, BS26, CB25, GA6, LU6	7	0.5%
Total		1,309	100.0%

Frequency of visits and patterns of use

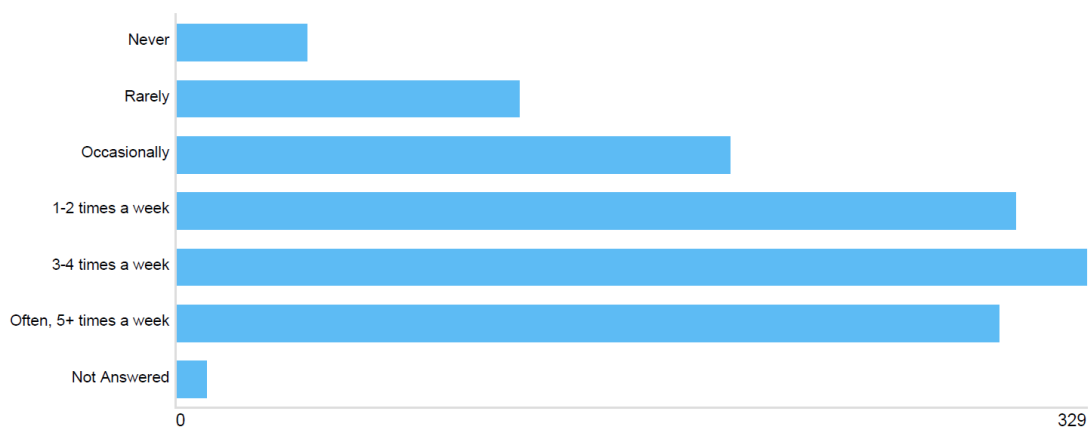
Many respondents reported using the area frequently, with a significant proportion visiting several times a week or daily.

Respondents used the area in a variety of ways. Some travelled through it as part of a wider journey across Bridgwater, while others visited specific destinations such as shops, businesses, community facilities and services. Many respondents indicated that they both travelled through and stopped within the area.

Lengths of stay varied depending on purpose, ranging from short visits for convenience shopping or accessing services to longer stays for work, business, leisure and town centre activities. Travel and visits took place throughout the week, although weekday daytime periods were particularly common, reflecting commuting, shopping and business-related trips and the demographic of the respondents.

Question 2: How often do you travel to the Eastover area?

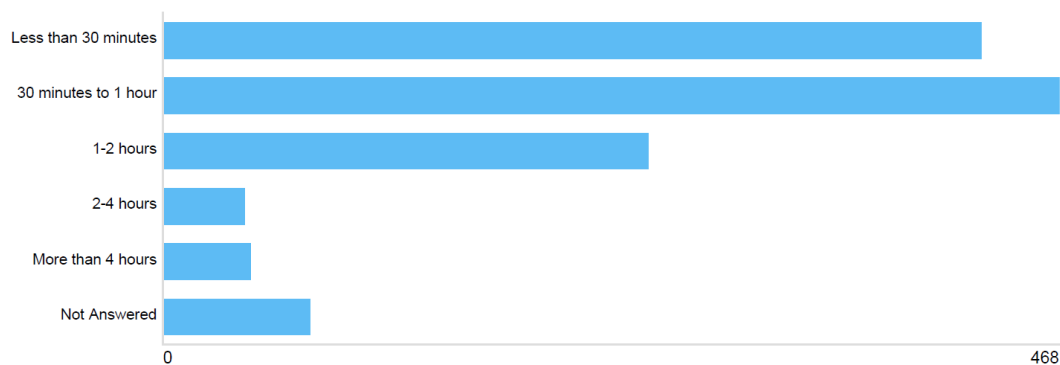
Frequency visiting Eastover area



Option	Total	Percent
Never	47	3.59%
Rarely	124	9.46%
Occasionally	200	15.26%
1-2 times a week	303	23.11%
3-4 times a week	329	25.10%
Often, 5+ times a week	297	22.65%
Not Answered	11	0.84%

Question 4: If you stop in the Eastover area how long do you tend to stay on a typical visit?

Time in Eastover area

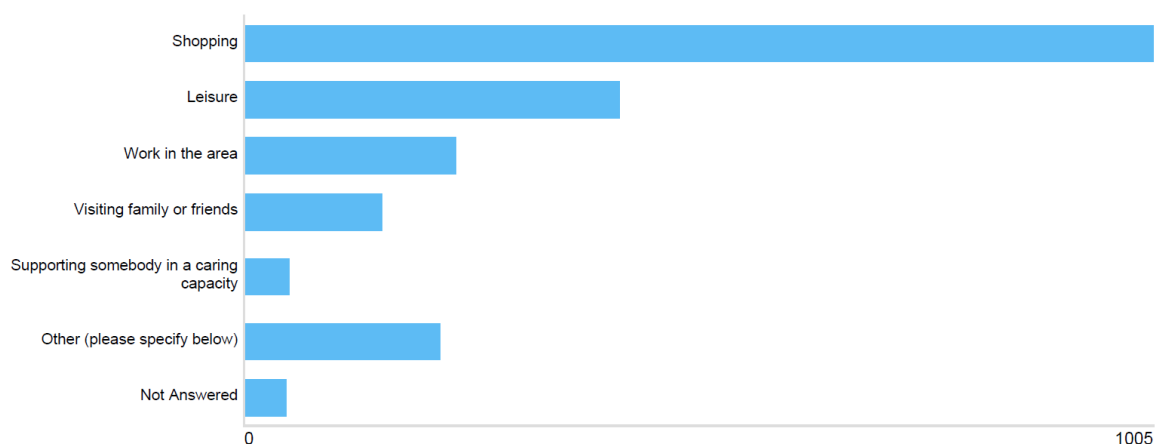


Option	Total	Percent
Less than 30 minutes	427	32.57%
30 minutes to 1 hour	468	35.70%
1-2 hours	253	19.30%
2-4 hours	42	3.20%
More than 4 hours	45	3.43%
Not Answered	76	5.80%



Question 2: Why do you visit the Eastover area?

Reason to visit



Option	Total	Percent
Shopping	1005	76.66%
Leisure	414	31.58%
Work in the area	234	17.85%
Visiting family or friends	152	11.59%
Supporting somebody in a caring capacity	49	3.74%
Other (please specify below)	216	16.48%
Not Answered	46	3.51%

Travel Behaviour

The majority of respondents reported travelling by private car.

Respondents indicated that they use Eastover, Salmon Parade and East Quay for a range of purposes, including commuting, shopping, accessing services, visiting businesses and travelling across town. While many people travel through the area as part of a wider journey, others use it as a destination in its own right.

Parking was identified as an important consideration for many drivers, particularly those making short visits to shops, businesses and community facilities.

Respondents frequently highlighted the importance of convenient parking and direct access to the town centre.

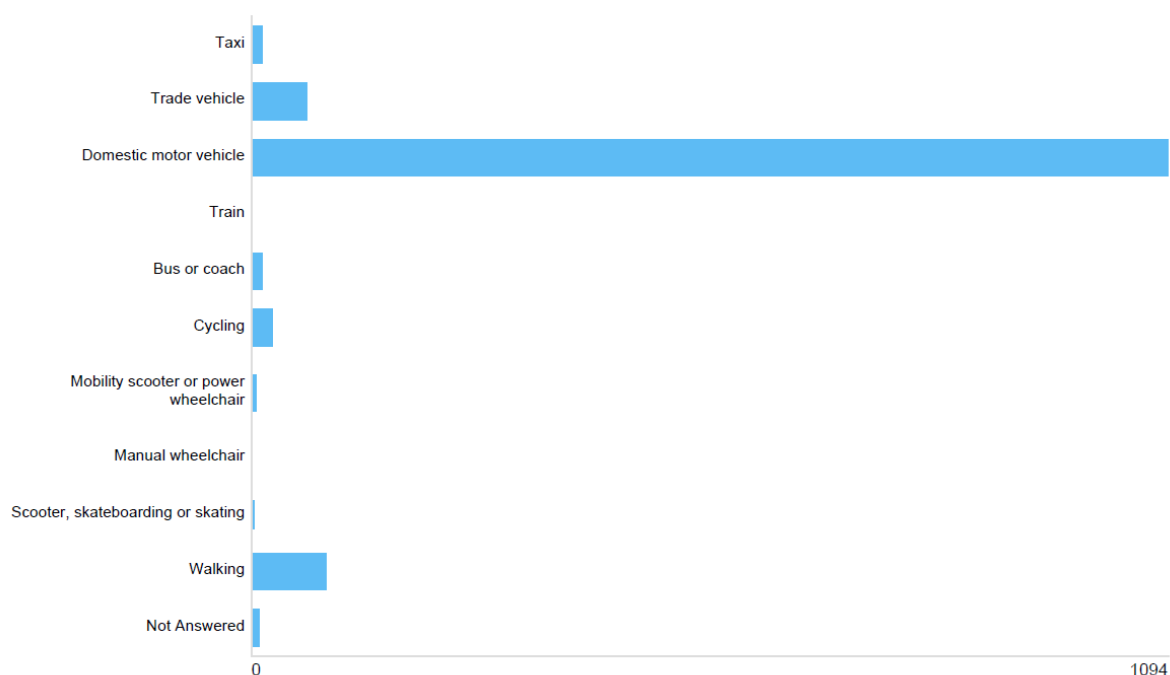
The consultation also received responses from people who walk, cycle, use wheelchairs or use mobility scooters. These respondents highlighted the importance of safe, accessible routes, crossing facilities and infrastructure that supports independent travel.

Note: as with all public consultations, responses were self-selecting. People who use the area regularly, particularly for travel by road, may have been more likely to participate due to their interest in or experience of the current arrangements. The findings should therefore be interpreted as the views of those who responded rather than a representative survey of all users of the area.



Question 9: What is your main mode of travel?

Main mode of transport



Option	Total	Percent
Taxi	12	0.92%
Trade vehicle	65	4.96%
Domestic motor vehicle	1094	83.45%
Train	0	0.00%
Bus or coach	13	0.99%
Cycling	24	1.83%
Mobility scooter or power wheelchair	5	0.38%
Manual wheelchair	0	0.00%
Scooter, skateboarding or skating	1	0.08%
Walking	88	6.71%
Not Answered	9	0.69%

Views among respondents who walked, cycled, used public transport or travelled using mobility aids were mixed. Some welcomed the wider pavements, reduced traffic and easier road crossings, which they felt had made Eastover safer, quieter and more pleasant. A number said the changes had encouraged them to walk or cycle through the area more often.

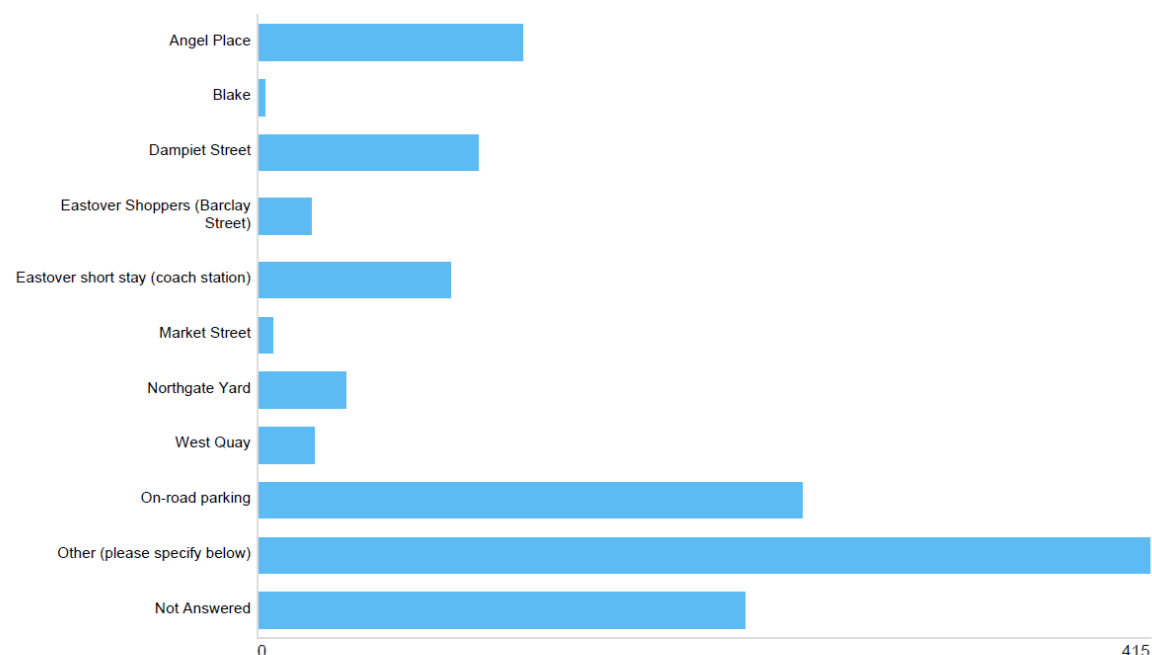
However, many respondents who selected non-driving travel modes also supported changes to the road layout. They felt that congestion on surrounding routes, reduced access to the town centre and the perceived impact on visitor numbers and businesses affected all users, not only drivers. Some pedestrians and cyclists therefore supported restoring two-way traffic, particularly on Salmon Parade and East Quay, provided that safe crossings and active travel facilities were retained.



A recurring concern was vehicles parking on pavements and within cycle lanes, forcing cyclists into the road and restricting space for pedestrians. Respondents called for stronger enforcement, clearer signs and markings, protected cycle infrastructure, well-maintained pavements, dropped kerbs and additional controlled crossing points, particularly near the Town Bridge.

Question 1: Where do you park when you visit the Eastover area?

Parking places



Option	Total	Percent
Angel Place	123	9.38%
Blake	3	0.23%
Dampiet Street	102	7.78%
Eastover Shoppers (Barclay Street)	25	1.91%
Eastover short stay (coach station)	90	6.86%
Market Street	7	0.53%
Northgate Yard	41	3.13%
West Quay	26	1.98%
On-road parking	253	19.30%
Other (please specify below)	415	31.66%
Not Answered	226	17.24%

Parking Locations Mentioned by Respondents Selecting "Other"

The most frequently mentioned parking location was Asda car park. Many respondents said they now park at Asda because it is convenient, free, or because they feel there are no longer sufficient parking options within Eastover itself.

Other commonly mentioned locations included:

- Retail Park car parks (including Currys, Halfords and PureGym)
- Morrisons and Sainsbury's car parks

- The former bus station car park
- Various private car parks, workplace parking and residential parking.

A number of respondents stated that they:

- No longer visit Eastover, or visit much less frequently than before.
- Used to park on Salmon Parade or Eastover when on-street parking was available.
- Avoid the area because parking is now perceived to be less convenient or more difficult to access.
- Experience difficulties finding suitable parking due to disability or a lack of nearby accessible spaces.

Views on the existing layout

Respondents were asked about their perceptions of the current Celebration Mile layout and its impact on the area since the changes were introduced. Across the consultation, views were generally negative, with many respondents reporting that they felt the area had become less attractive and less convenient to access than before.

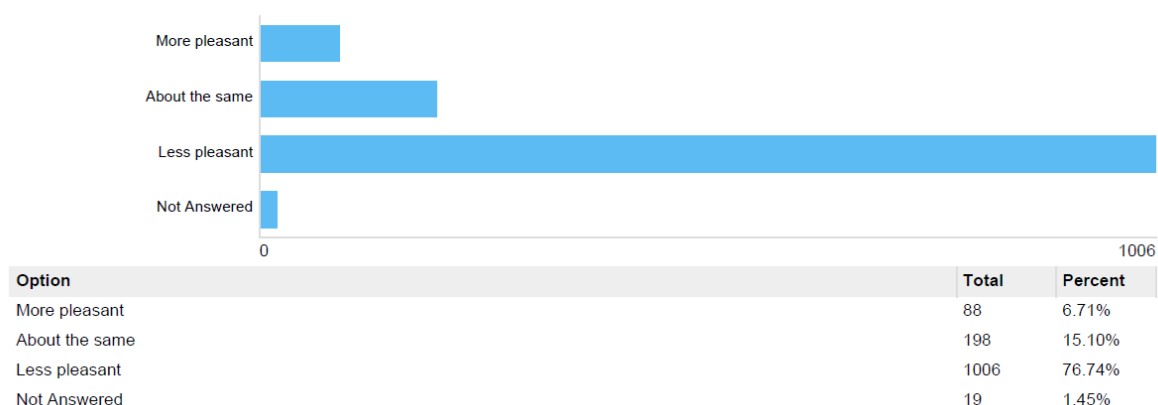
Many respondents believed that fewer people are visiting the Eastover area and that those who do visit are doing so less frequently. Respondents often linked this perception to concerns about traffic arrangements, accessibility and parking availability. A common view was that the changes had made it more difficult for people to access local businesses, services and facilities, reducing the number of casual or short trips into the area.

Respondents also felt that people are spending less time in the area than they did previously. Comments suggested that visitors are more likely to make a specific trip for a particular purpose and then leave, rather than spending time browsing, shopping or using multiple businesses. Many respondents associated this with reduced convenience, limited parking opportunities and longer journey times.

While some respondents felt the area had become more pleasant for pedestrians and cyclists due to wider pavements, improved public spaces and reduced vehicle traffic, these views were less common than concerns about accessibility, visitor numbers and the overall vitality of the area.

Question 3: Since the change to the layout in the Eastover area, would you say the area is more or less pleasant than before?

Pleasantness



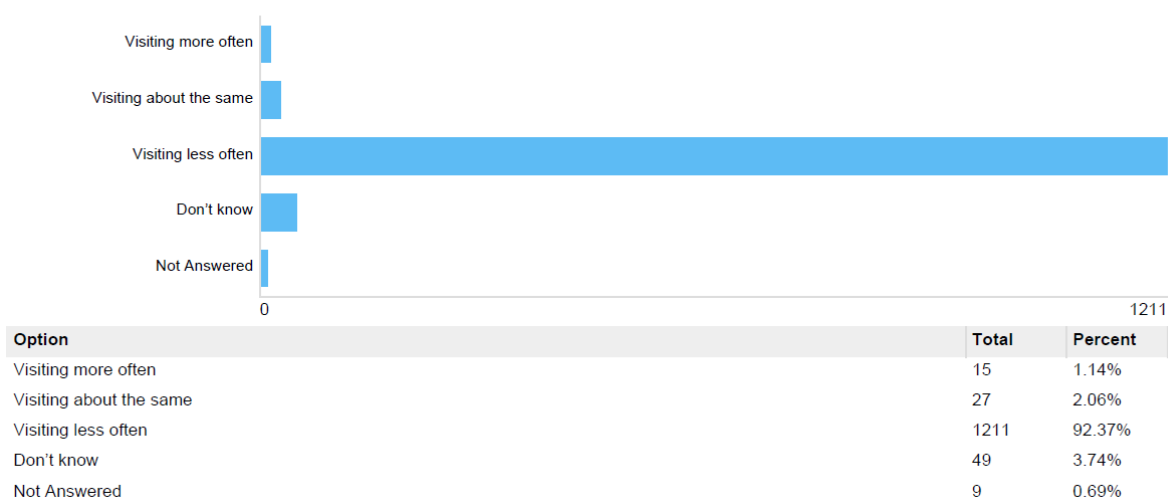
Question 4: Since the change to the layout in the Eastover area, do you think there are more or fewer people visiting the area than before?

Change in visitor numbers



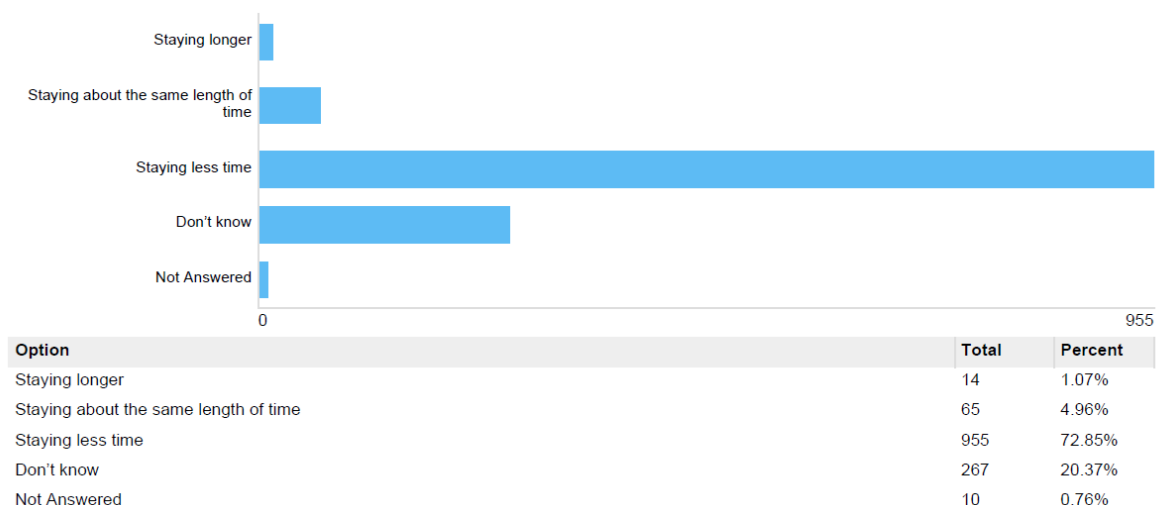
Question 5: Since the change to the layout in the Eastover area, do you think people are visiting the area more or less often than before?

Visitor frequency change



Question 6: Since the change to the layout in the Eastover area, do you think people are staying in this area for longer than before?

Visitor duration change



Respondents were asked what aspects of the current Celebration Mile layout work well. Views were mixed, although positive comments tended to focus on benefits for pedestrians and cyclists rather than for drivers.

Some respondents felt the area is now easier and safer for walking, citing wider pavements, improved crossing opportunities and a more attractive public environment. Others welcomed the provision of dedicated cycling infrastructure and felt that reduced traffic levels had created a calmer environment for active travel.

A number of respondents commented positively on the public space improvements, including the wider streetscape, planting and the overall appearance of the area. Some also felt the current layout has helped create a more pleasant environment for spending time in Eastover and has reduced traffic dominance in the town centre.

However, a significant proportion of respondents stated that nothing works well about the existing layout. These respondents frequently referred to increased congestion elsewhere in the town, more complicated journeys, reduced accessibility and concerns about the impact on local businesses. While some acknowledged improvements to the public space, they did not feel these benefits outweighed the perceived disadvantages of the current traffic arrangements.

The most commonly identified area for improvement was traffic flow and congestion. Respondents reported longer journey times, increased traffic on surrounding routes, and delays at locations such as Cross Rifles Roundabout, Monmouth Street, Broadway and St John's Street.

Access to shops, businesses and services was another recurring concern. Many respondents felt that the current traffic arrangements make the Eastover area less convenient to reach and that this has contributed to reduced footfall and challenges for local businesses.

Parking provision and accessibility were also widely raised. Respondents highlighted the loss of on-street parking, difficulties finding convenient short-stay parking and concerns about the availability of accessible parking spaces for disabled users.

Some respondents raised safety concerns, particularly relating to vehicle movements, crossing points and interactions between different road users. Comments also referred to conflicts between pedestrians, cyclists, e-scooter users and parked or loading vehicles, with some feeling that the current arrangements do not always work as intended.

Traffic Flow Options

Respondents were asked to consider four alternative traffic flow options, alongside retaining the existing layout. The options varied in how they balanced vehicle access, traffic flow, pedestrian movement and cycling provision across Eastover, Salmon Parade and East Quay.

Of the options presented, Option B received the strongest support, with 72% of respondents selecting it as their preferred option. Respondents generally viewed Option B as the option most likely to improve traffic flow, reduce congestion and improve accessibility while retaining some of the benefits of the Celebration Mile scheme.

Support for Options A, C and D was considerably lower, although each attracted support from respondents who prioritised different outcomes, such as maintaining a calmer environment, retaining walking and cycling infrastructure, or balancing accessibility with safety considerations.

A further 13% of respondents selected "Something Else", with the majority of these respondents advocating for a return to the previous road layout, including two-way traffic on Eastover, Salmon Parade and East Quay.

Option A

Views on Option A were predominantly negative. The majority of respondents did not believe Option A would fully address the issues they had raised, with many describing it as a partial solution or an improvement on the current layout rather than a preferred outcome.

Supporters generally felt that reversing traffic flow on Salmon Parade would improve access from Broadway, reduce pressure on Cross Rifles Roundabout and provide more direct routes into the town centre. However, the most common criticism was

that Option A retained one-way traffic arrangements and would therefore only resolve some of the perceived problems.

Many respondents stated that while Option A would be an improvement on the existing layout, it did not go far enough and that two-way traffic on both Salmon Parade and East Quay would be more effective in reducing congestion, improving accessibility and supporting local businesses.

Option B

Feedback on Option B was overwhelmingly positive and it was the most strongly supported of the options presented. Respondents frequently described it as the option that came closest to restoring the previous road layout and addressing the issues they had experienced since the introduction of the Celebration Mile scheme.

The most cited benefit was improved traffic flow, with many respondents stating that two-way traffic on both Salmon Parade and East Quay would reduce congestion, shorten journey times and provide greater route choice. Respondents regularly referred to reducing pressure on Cross Rifles Roundabout, Broadway, Monmouth Street and The Clink, particularly during peak periods and when incidents occur on the M5.

Many respondents also felt that Option B would improve access to the town centre, Eastover, local businesses and the retail park, making journeys simpler and more direct. A recurring theme was that easier access would encourage more people to visit the Eastover area and Bridgwater town centre, helping to support local businesses and increase footfall.

Whilst most respondents were supportive of Option B, a common view was that it did not go far enough, with many suggesting it would be further improved by restoring two-way traffic on Eastover as well. Some respondents also suggested additional pedestrian crossings, traffic calming measures and parking provision to address any concerns around pedestrian and cyclist safety.

A smaller number of respondents opposed Option B, typically because they felt it would reduce pedestrian and cycling benefits, increase traffic near the town bridge, or undermine the original aims of the Celebration Mile scheme. However, these views were considerably less common than support for the proposal.

Overall, respondents viewed Option B as the option most likely to improve accessibility, reduce congestion and restore flexibility to the town's road network, while many describing it as the "best option", "most sensible option" or the closest available alternative to returning to the previous layout.

Option C

Many respondents described Option C as offering limited improvement over the current arrangement, with some stating that reversing the direction of one-way traffic on Salmon Parade would simply shift rather than solve existing traffic issues. Concerns were frequently raised that the proposal would continue to funnel traffic towards Cross Rifles Roundabout, Broadway, Monmouth Street and other already busy parts of the network. Respondents also questioned whether the proposed traffic flow would be intuitive or attractive to drivers, with a number suggesting that the route would be underused because it would not provide convenient access to key destinations.

A small number of respondents supported Option C, often because they felt it offered some improvement without completely removing active travel infrastructure, these views were considerably less common than those expressing concerns or advocating alternative options. A smaller number also highlighted potential benefits for journeys approaching from certain directions but generally felt that further changes would still be required.

Overall, respondents viewed Option C as less effective than Option B in improving accessibility and traffic flow. Many felt that reversing the direction of travel on Salmon Parade alone would not adequately address the issues raised since the introduction of the Celebration Mile scheme, with the majority of comments favouring greater use of two-way traffic and a more substantial change to the current road layout.

Option D

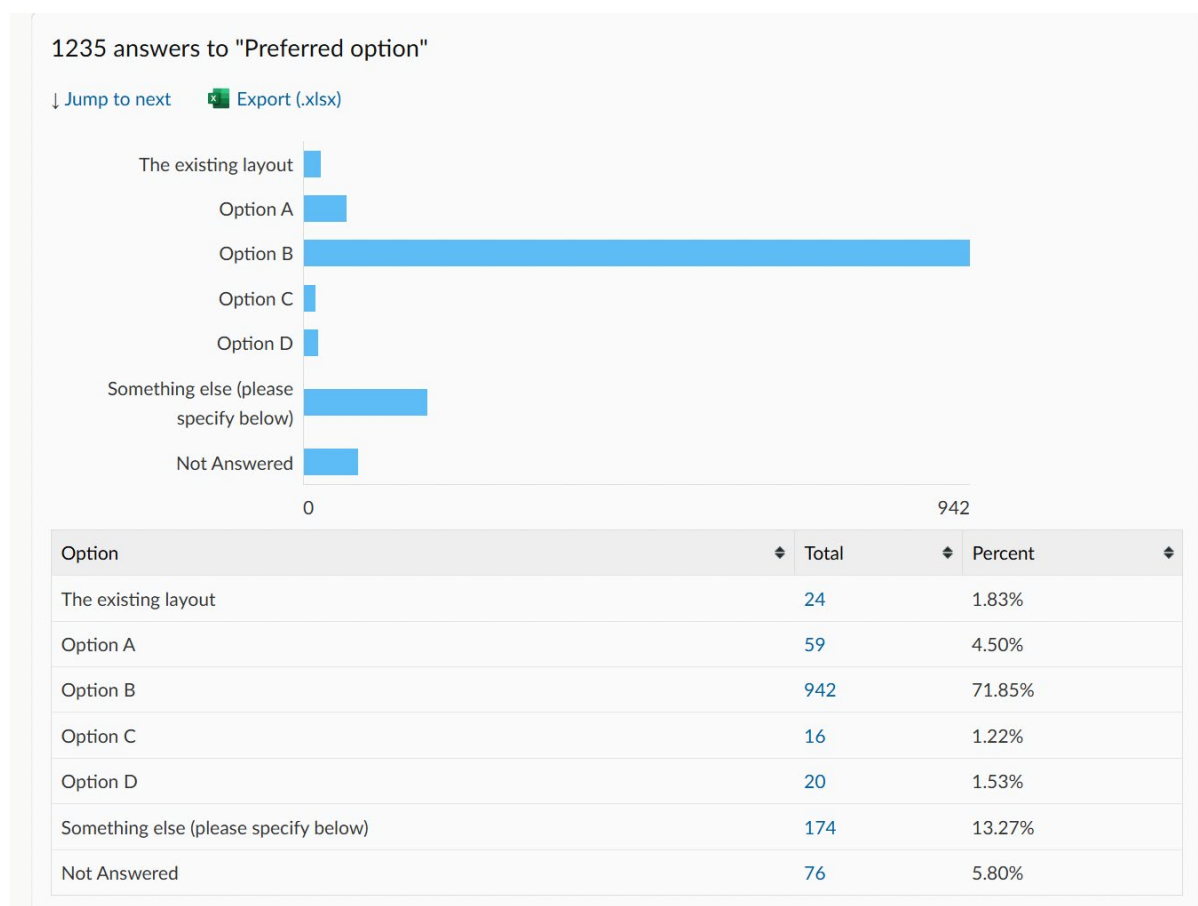
Option D received limited support, with many respondents expressing a clear preference for Option B or a wider return to two-way traffic across the area. A recurring theme was that respondents felt Option D would not sufficiently address concerns about accessibility, congestion and ease of movement around Bridgwater.

The most common concern related to the proposed traffic movements around the Town Bridge and surrounding streets. Many respondents felt that Option D would funnel traffic towards a limited number of routes, creating bottlenecks and increasing pressure on Town Bridge, Dampiet Street, Binford Place and the wider town centre road network. Respondents frequently commented that the arrangement would provide limited route choice and could result in longer or less intuitive journeys for drivers travelling between different parts of the town.

A smaller number of respondents identified some potential benefits within Option D, including improved access from certain directions and possible opportunities to support active travel. However, these views were less common than concerns about congestion, driver confusion and the concentration of traffic movements through a limited number of routes.

Overall, accessibility respondents viewed Option D as less effective than Option B in addressing the issues raised since the introduction of the Celebration Mile scheme. Many felt that the proposal would create new traffic pressures while providing limited improvement to and connectivity.

Preferred option



Respondents most commonly stated that they chose their preferred option because they believed it would improve traffic flow, reduce congestion and make it easier to travel around Bridgwater. Many felt that restoring two-way traffic on Salmon Parade and East Quay would provide more direct routes, reduce pressure on Cross Rifles Roundabout, Broadway, Monmouth Street and other congested parts of the network, and help shorten journey times.

A recurring theme was improved accessibility. Respondents frequently stated that their preferred option would make it easier to reach Eastover, the town centre, local businesses, the retail park and other destinations without having to make lengthy diversions.

There was a common view that easier access, shorter journeys and improved parking opportunities would encourage more people to visit the Eastover area and Bridgwater town centre, benefiting shops, services and the local economy.

A smaller number of respondents selected options that retained elements of the current layout because they felt these offered a better balance between vehicle access and improvements for pedestrians and cyclists. These respondents generally supported maintaining active travel infrastructure while making targeted changes to improve accessibility and traffic flow.

Responses by respondent type

Option B was the most frequently selected option across all respondent groups. Among those who answered the preferred-option question, it was chosen by 76% of residents, 82% of businesses and 75% of visitors from outside Bridgwater.

Support was somewhat more varied among respondents based directly in Eastover. Around two-thirds of Eastover residents and Eastover businesses selected Option B, while a greater proportion selected “something else”. Review of these responses indicates that many wanted changes extending beyond Option B, most commonly the restoration of two-way traffic on Eastover as well as Salmon Parade and East Quay.

The reasons given also varied slightly between groups. Residents generally focused on congestion, journey times and ease of movement, while businesses placed greater emphasis on customer access, deliveries, parking and footfall. Visitors commonly referred to simpler routes and easier access to the town. A smaller number of respondents, particularly those supporting the existing layout, prioritised pedestrian safety, cycling provision and reducing traffic within the area.

Overall, the findings indicate broad consistency between respondent groups in their preference for Option B, with differences relating mainly to the extent of change sought and the relative importance placed on traffic flow, business access, parking and active travel.

Active travel

Responses to the active travel questions highlighted the importance of safety for people walking, wheeling and cycling within the Eastover area. Among those who completed this section, feeling safe was the most frequently identified requirement, followed by wide pavements, dedicated cycle lanes and improved crossing facilities.

Views on the current active travel improvements were mixed. Some respondents felt that the wider pavements, reduced traffic levels and cycling infrastructure had improved the environment for active travel and should be retained. However, many respondents questioned the effectiveness of the cycle lanes, describing them as underused or obstructed, and felt that the benefits to pedestrians and cyclists had been outweighed by the impact on traffic flow and accessibility. A recurring theme was support for retaining facilities that improve safety for pedestrians and cyclists while also restoring greater vehicle access and connectivity across the area.

Business responses

Business respondents placed significant emphasis on accessibility, customer access and the economic prospects of the Eastover area and wider town centre. Many reported that the current layout had made journeys more difficult for customers, staff and delivery vehicles, with concerns frequently raised about congestion, longer journey times and reduced accessibility from different parts of Bridgwater. Parking provision, including short-stay and disabled parking, was also identified as an important factor in supporting local businesses.

Business respondents generally felt that improved vehicle access would encourage more people to visit the area, increase footfall and support local trade. Some respondents also supported a return to the previous road layout, including the restoration of two-way traffic on Eastover.

Accessibility and extra needs

Respondents who identified additional needs frequently highlighted the importance of convenient access to shops, services and community facilities within the Eastover area and wider town centre. Key themes included the availability of disabled parking, short-stay parking and suitable drop-off locations, which many respondents felt were essential for maintaining independence and accessing services.

Many respondents reported that the current layout had resulted in longer journeys, increased congestion and more complicated routes, which they felt disproportionately affected people with mobility difficulties, carers and others who rely on vehicle access. Whilst some respondents welcomed wider pavements and improvements to pedestrian safety, a common view was that accessibility improvements should balance the needs of pedestrians and cyclists with the needs of those who are unable to travel actively.

Equalities profile of respondents

A wide range of residents, visitors and businesses participated in the consultation. Respondents were most commonly aged between 35 and 79 years, with the largest proportion aged 50 to 64 years. Fewer responses were received from younger age groups.

The gender profile was broadly balanced, with slightly more respondents identifying as women than men. Most respondents identified as White British, although responses were also received from people from other ethnic backgrounds.

The consultation included responses from a significant number of people who identified as disabled, as well as people with caring responsibilities. Approximately one in six respondents reported having a disability and more than one in four reported providing care for someone with a disability, long-term illness or other support needs. These findings provide important context for the accessibility themes raised throughout the consultation, including parking provision, vehicle access, pedestrian safety and access to local services.

Differences by demographic group

Analysis of the equalities monitoring information suggests that views were broadly consistent across different demographic groups. Option B was the most popular option across all age groups, genders, disability groups and respondents with caring responsibilities.

Conclusion

The Celebration Mile consultation received 1,311 responses from residents, businesses, visitors and other stakeholders. Throughout the consultation, respondents consistently highlighted the importance of accessibility, traffic flow, parking provision and support for local businesses.

The findings indicate that many respondents believe the current layout has made journeys more difficult, increased congestion on surrounding routes and reduced the ease with which people can access the Eastover area, the town centre and local businesses. Concerns about traffic conditions at locations such as Cross Rifles Roundabout, Broadway and Monmouth Street were raised repeatedly throughout the consultation. Respondents also expressed concerns about the impact of the current arrangements on visitor numbers, footfall and the vitality of businesses within the area.

Of the options presented, Option B emerged as the clear preferred option across residents, businesses and visitors. Respondents generally viewed this option as the most effective way of improving traffic flow, reducing congestion and improving access while retaining elements of the existing scheme. A notable proportion of respondents also selected "Something Else", most commonly advocating a more extensive return to the previous road layout, including two-way traffic on Eastover as well as Salmon Parade and East Quay.

Overall, the consultation demonstrates strong support for changes that improve accessibility and traffic movement across the area.

