The consultation undertaken to date, including what you told us, feedback from roads officers, observations and background reports, was used to determine the key issues - summarised as follows:

- Most recent studies assume the presence of Oban Development Road and identify a package of town centre improvement measures to operate in tandem with the benefits of ODR. Therefore, there is a lack of ‘quick win’ schemes to address existing problems;
- Proposed land use development cannot be accommodated without exacerbating existing congestion and delay;
- Essentially one route through the town which is also the link to all main attractors;
- This route experiences significant congestion and delay at peak times at three key locations;
  - George Street / Stafford Street
  - Argyll Square
  - Soroba Road / Lynn Road / High School
- Seasonal impact on network associated with traffic demands;
- Traffic associated with the ferry terminal has significant demands on the network particularly when disembarking;
- Parking provision within Oban requires a strategy;
- High levels of traffic within town centre which impact on cycle & pedestrian amenity.
Town Centre Traffic Objectives

1. Deliver infrastructure that contributes to an attractive, vibrant and contemporary town centre.

2. To promote improved connectivity and a transport gateway.

3. To reduce the occurrence of network problems like congestion, queuing and delays.

Opportunities
By considering what you told us, the current problems, the objectives and future aspirations, the following opportunities have been established:

- Enhance vehicular access to the ferry terminal;
- Improve journey times and reliability on Soroba Road/Argyll Square/George Street;
- Identify a phased strategy for implementation of Traffic Management proposals based on development proposals (including reconfiguration of the Bay & Transport Interchange proposals);
- Improve accessibility to long stay parking;
- Increase parking capacity for seasonal peaks;
- Review overall on-street parking supply;
- Improve public transport access within Oban and connection with Transport Interchange; and
- Enhance pedestrian & cycle provision.

Option Appraisal & Testing Traffic Management Measures
The Council has a microsimulation traffic model which replicates current traffic levels and patterns. This can be used to alter infrastructure to predict how changes will impact the network.

Not all potential options have been modelled, Options are firstly appraised to check their feasibility. The following have not been taken forward:

- **Widen esplanade for traffic**
  This is a high cost option requiring substantial infrastructure. More feasible with the ODR as excavated materials can be used.

- **New road link across the bay**
  Although supported by some, the majority of people do not want to see the environment of the bay compromised.

- **New / improved road link from south pier / ferry terminal adjacent to railway**
  This is a significant infrastructure project outwith the budget for CHORD however it is a recommended action within the draft Oban Action Plan.
Oban CHORD Project

Physical Traffic Management Improvements

Tests for the Model

Physical improvements at existing known Pinch Points;
• Soroba Road/Lynn Road junction
• Soroba Road at Oban High School
• Argyll Square

Soroba Road at Oban High School
• Relocation of access

Introduction of Southern Gyratory;
• As per ODR study 2010

Reconfiguration of internal town circulation;
• George Street / Esplanade

Re-consider routes to/from ferry terminal for vehicular traffic;
• Exit onto Station Square (northbound)

Option Tests
• Option 1 – small scale traffic management
• Option 2 – Op 1 + gyratory + NB ferry link
• Option 3 – Op 1 + school relocation
• Option 4 – All
AM peak hour Results Summary
Different scenarios (options) have varying benefit depending on direction of travel – it is about creating a balance.

• Some queuing is ‘shifted’ to different parts of the network
• However, overall queuing is reduced by up to 30%
• Average vehicle delay reduced by up to 8%
• Average stopped delay reduced by up to 12%
• Journey time improvements of up to 10% southbound and up to 8% northbound

PM peak hour Results Summary
We are still reviewing options for the PM - which is more challenging due to significantly greater traffic levels, however at the moment the results show;

• Localised improvements only
• Overall network performance in terms of journey time and queue do not show a benefit
• Benefits in AM heavily outweigh any disbenefits in the PM

Through introduction of a one-way gyratory and more signal control, the benefits we have are;

• Improved reliability
• Network management
• More control
• Fewer movements / conflicts
• Improved road safety

The greatest benefits to the network will be achieved through:

• Directing trips to their origin efficiently and promoting parking on the outskirts of the town centre; also
• Promoting alternatives to the car, particularly for short trips.
Signage strategy & implementation

- Static signing
- Variable Message Signing

The previous actions consider physical improvements to road infrastructure. Through a high quality signage strategy traffic flow can be improved and trips on the network reduced and drivers are directed to the destination or route effectively and efficiently. An audit of existing signage, key routes and destinations and preparing of a clear, concise and coherent strategy, when implemented, could see benefits to help alleviate congestion.

Parking strategy & implementation

- Increase long stay parking supply
- Temporary summer car park
- Review use and type of on-street parking (to increase turnover)
- Potential for Park & Ride sites to north & south

Managing the parking supply of a town centre can have significant impact on both the demand and the location of parking, thus impacting on the traffic flow of vehicles accessing parking. The aim of the strategy would be to direct vehicle into the most appropriate car parks, efficiently. A tiered charging strategy is already in place, however a new parking strategy would consider the current location of short stay, long stay and free parking. Look for alternative parking opportunities and reconsider the existing charging and time limitations.

Integrated public transport information

Oban is a transport hub where many modes come together. In order to assist seamless integrated travel thus encouraging trips by public transport, public transport operators along with Hitrans and Argyll and Bute Council could work together to create integrated timetable and travel information for passengers.

Investment in public transport services

The rural communities surrounding Oban are serviced by local bus services, many of which are not commercially viable. Due to recent cuts to public transport subsidies unfortunately some bus services have ceased. Public transport stakeholders in the area can work together to ensure every opportunity for investment in public transport services for these communities are pursued.

Improvements to walking and cycling

- Walking & Cycling Strategy
- Identify key routes and areas for improvement
- Reinforce recommendations from the Active Travel Study (2009)
- More provision for cycle parking

Oban is a fairly compact town, with most residents living within 2km of the town centre. By building upon existing work which has been undertaken, encouraging walking and cycling as viable alternatives to short trips by car, congestion, queuing and delay in the town centre could be significantly improved.
Consultation with stakeholders has identified four potential Park & Ride sites. These are key to an overall parking strategy and town centre traffic management.

- These offer significant potential for reducing traffic levels in the town centre.
- Ideal for long stay parking - they could be used by commuters & visitors to Oban town centre and ferry foot passengers.
- Two of the sites could be ‘Park and Walk’.
- All sites are served by existing bus services.