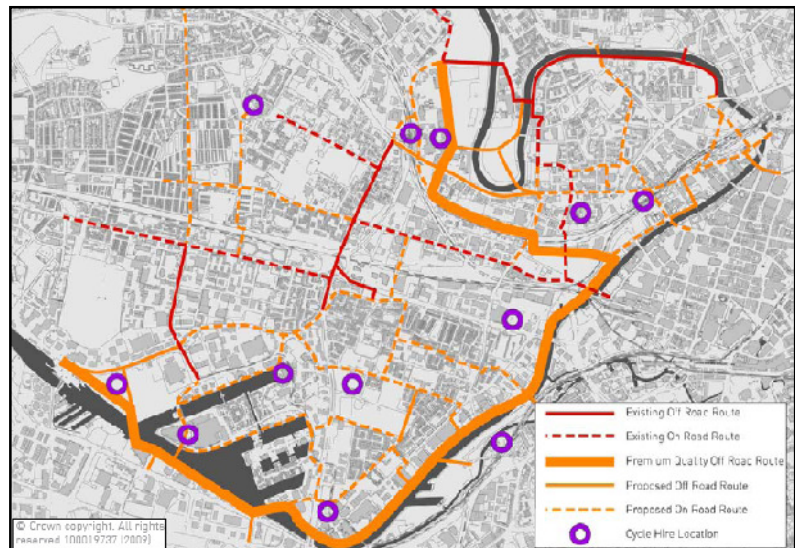


**Project:** Central Salford Urban Regeneration  
**Client:** Urban Vision  
**Location:** Salford  
**Role:** Strategic Programme Advisor / Development of Integrated Transport Strategy



Crowd Dynamics are acting as Strategic Programme Managers preparing a transport strategy to deliver a new vision for Central Salford, enabling major regeneration comprising circa 25,000 new homes and 25,000 new jobs.



Future Cycle Routes

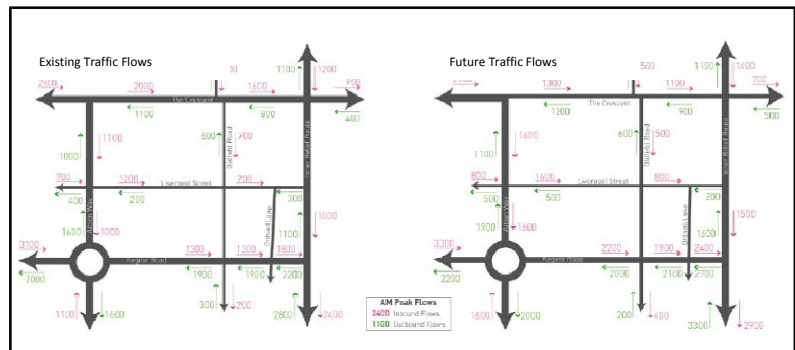
Work includes developing a sustainable yet realistic transport strategy. Key elements include preparation of cycling, public transport, parking and vehicle movement strategies, the calculation of a constrained yet commercially acceptable parking standard for both office and residential developments being a key issue.

The intention of the transport strategy is to deliver the numerous masterplan visions for component areas enabling the urban design concepts to be delivered as faithfully as possible whilst maintaining safety and movement across the area. A 'predict and provide' approach to meeting the vehicular needs of development has not been

adopted, rather a detailed junction appraisal has been undertaken to increase efficiency of the network whilst improving pedestrian and cycle facilities. Banning of certain lightly used turning movements being found to provide significant capacity increases on strategic routes whilst generating minimal adverse impact on local roads.



Concept for the Crescent Boulevard



Rerouting of Traffic from Sensitive Streets