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## **Traffic delays minimised by Siemens for major new store**

**With an additional 5,000 vehicles inbound on the approach road to the new IKEA store in Southampton on the opening day alone and 25,000 visitors on each of the first 4 days of trading, traffic demand was not surprisingly at its peak in February. Thanks to pre-planning and the overall effectiveness of the existing management systems supplied and integrated by Siemens, traffic delays were kept to a minimum.**

Over many years, Southampton ROMANSE has developed Siemens Comet and UTC systems with over 8,000 traffic management strategies to control the City's network. The ROMANSE control room staff in liaison with a traffic management team from IKEA successfully managed the local traffic to avoid any major issues for the opening.

According to Martin Wylie, Traffic Signals Engineer, Southampton ROMANSE, the new IKEA store in Southampton City Centre is extremely important to the City and its economy and therefore the expeditious movement of those visiting the City is a key priority.

Praising the teams at Siemens for their efforts in delivering the associated works, Martin said: 'I would especially like to thank Siemens and their respective operatives who combined to deliver the traffic signal works on four junctions on our West Quay Rd, all in time for the store opening. I would also like to thank Siemens for the delivery and installation of two large variable message car park guidance signs for the new IKEA car park'.

'All of the work was undertaken in a timely and professional manner even when prevailing weather conditions were less than desirable for working on the highway', he added.

### **Traffic Solutions, Siemens Mobility**

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As part of the new IKEA store opening, Siemens made modifications to four existing junctions and installed two variable message car park guidance signs to display details of available spaces in the new IKEA store car park.

#### **About Siemens**

Siemens design, manufacture, install and maintain a wide range of traffic engineering products and systems to enhance road safety and improve traffic flow in congested urban and inter-urban areas. In the United Kingdom, The Traffic Solutions business has around 800 employees including approximately 350 skilled service engineers dedicated every day of the year to maintaining over half of all traffic control equipment installed on the UK road network.

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