APPENDIX 1

POTENTIAL OPTIONS TO IMPROVE TRAFFIC FLOW AND REDUCE AIR QUALITY PROBLEMS IN ROTTINGDEAN/HIGH STREET

KEY
* = options suggested by Rottingdean Parish Council.

NOTE

- *Modelling, consultation and monitoring, of varying scales and form and cost (that will be dependent on any particular, proposed measure) would be a pre-requisite and integral part of the standard approach to the development of any transport options, in advance of identifying and agreeing a preferred scheme.*
- *Some options below could be categorised under more than one heading.*

Possible Measure/Intervention	**Estimated Cost Range (£'000)**	**Summary Commentary**	**Indicative Timescale (Feasibility to Delivery)**
1. LOCAL TRAFFIC MANAGEMENT			
Existing two-way traffic with chicane/priority working at narrowest point*	10-50	• Length of area(s) to be kept clear within High Street are unspecified but could include West Street to the St Aubyn's site), and Steyning Road to Park Road. • Potential to reduce idling vehicles in immediate 'canyon' area where some ground floor residences are close to vehicle emissions. • May disperse emissions to other parts of the village outside the AQMA where traffic emissions and poor air quality are not identified as an issue.	1 year
One-way traffic in High Street (south of Steyning Road)*	50-100	• Northbound or southbound has been suggested. • Would reduce traffic volumes and emissions in High Street AQMA and move traffic further from residential frontages. • Could also allow widened pavements. • Suitable, alternative routes would be required for drivers travelling in the opposite direction.	1-2 years
Low Emission Zone [LEZ] in High Street	10-20	• Similar to the approach applied in North Street, Brighton, which is for buses. • Could be applied to certain vehicles/engine types e.g diesel cars, or times of the day. • Requires significant/widespread awareness levels amongst road-users.	1 year

Possible Measure/Intervention	Estimated Cost Range (£'000)	Summary Commentary	Indicative Timescale (Feasibility to Delivery)
Pedestrianisation of High Street*	100-250	• Could be partial or full closure to traffic. • Could be controlled by timed restrictions e.g George Street, Hove. • Would result in significant re-routeing of some journeys and require suitable, alternative routes to be designated. • May require additional measures over a wider area.	2-3 years
Enforcement of access restrictions for HGVs	0	• Existing legal restrictions are in place. • Signing has been checked and is correct. • Existing air quality issues are not directly linked with HGV traffic as diesel vans and cars are the main contributors in Rottingdean High Street. • Some HGVs need access to the village. • Enforcement of moving traffic offences is dealt with by the Police.	1 month
2. DEMAND MANAGEMENT			
Removal of parking in centre of village	10-20	• Could result in reduction of local traffic, but not through traffic. • Could affect some village trade. • May be required in association with other measures to improve traffic flow in some roads or to reduce the overall attraction of village to car-borne movements. • Could result in displacement of parking to other streets where air quality is good.	1 year
3. BEHAVIOUR CHANGE			
Campaign to reduce local traffic movements in High Street	10-100	• Needs detailed baseline information to determine and understand current behaviour/activity. • Would require wide promotion and awareness campaign. • Would require promotion and provision of adequate and convenient alternative forms of transport to the car.	1-2 years
Campaign to reduce traffic movements in High Street generated from ESCC/LDC area e.g Peacehaven and Newhaven.	10-100	• Requires baseline information from wider area to determine current behaviour/activity. • Requires wide promotion and awareness campaign. • Requires formalised input from consultees and respondents to future development proposals through the planning process.	1-2 years with long-term monitoring

Possible Measure/Intervention	Estimated Cost Range (£'000)	Summary Commentary	Indicative Timescale (Feasibility to Delivery)
Citywide Traffic Network Management Strategy [TNMS]	10-20	• In 2015, ET&S Committee agreed to the development of a TNMS. Preliminary work is underway. It will consider a number of issues that ensure the efficient and safe operation of the road network.	1-2 years
4. ADDITIONAL INFRASTRUCTURE/INCREASED NETWORK CAPACITY			
Introduce electric vehicle charging points	20-40	• In 2015, the ET&S Committee agreed to upgrade and expand the existing infrastructure, and a 3-year contract has recently been signed with Charge Your Car. Requests for possible sites will be considered as part of a wider assessment for the expansion of the local network.	1 year
Increase capacity of A259/High Street junction	500-1,000	• Could include optimised movement of traffic and people movement using current layout and new technology. • Limited opportunities for physical widening on junction approaches. • Could require major changes and loss of property adjacent to junction.	3-4 years
Local/strategic bypass	5,000-15,000	• Significant proposal which could remove high volumes of through traffic from the High Street and wider, local road network. • No routes have been suggested. • Any route would be likely to be adjacent to, or within, the South Downs National Park and therefore be in conflict with the protected status of the Park. • A full Business Case would be required. • A Planning public inquiry would be likely. • Additional local road capacity could increase use/ownership of cars and create additional, local or wider congestion and emissions, and/or increase opportunities for more development. • A link to the A27 would require Highways England (and possibly East Sussex CC) involvement. • Limited funding opportunities are available. • As a local example, the recently opened ESCC Bexhill/Hastings Link Road [BHLR] is 3.5 miles long and cost £125 million. (Rottingdean to Falmer is approx. 5 miles)). • The timeline for the ESCC BHLR was a) consultation-2004; b) planning permission-2008; c) funding secured-2009/10; d) work started-2012; e) road opened-2015.	5-10 years