

## **Winchelsea Traffic Scheme**

### **Options Considered**

#### **Option 1 – Two Way Traffic as at present**

Through traffic reduction only achieved if any traffic calming introduced in the town is sufficient to effectively reduce speeds through the town, reducing the advantages of rat running.

This option would need heavy duty self-enforcing traffic calming on existing main route through the town and any other potential partial short cuts.

Possibly significant implementation costs if effective traffic calming introduced.

#### **Option 2 – One-way Northbound only**

Would remove the more significant Southbound through traffic by physically preventing it at Strand Gate.

Would still require extensive traffic calming in the Town to manage speeding by remaining through traffic.

Possibly significant implementation costs if effective traffic calming introduced.

#### **Option 3 – One-way Southbound only**

Would remove the more significant Northbound through traffic by physically preventing it at Strand Gate.

Would still require extensive traffic calming in the Town to manage speeding by remaining through traffic.

Possibly significant implementation costs if effective traffic calming introduced.

#### **Option 4 – Closed both ways**

Would remove rat running in both directions by physically preventing both movements at Strand Gate.

With only traffic left in the Town being associated with the Town (residents and visitors) there would be no need for extensive traffic calming.

#### **Option 5 – Traffic lights on Strand Gate**

Traffic signals could be introduced on Strand Hill which could deter rat running by creating an artificial delay so that the driver would be held up at a red light for a set period of time to be agreed. The viability of this could be tested by implementing temporary lights over the course of a week and to measure the results with traffic data recorders.

Daily management and enforcement would be required as there would be a tendency for drivers to ignore the red lights if they became used to little opposing traffic movements.

Estimated implementation costs - £60,000 - £100,000

#### **Option 6 – ‘No left turn, no right turn’**

Would prevent traffic travelling from Rye turning left up Strand Hill and traffic travelling through the town from turning right at the bottom of Strand Hill.

This would really require some further detailed drawing work as some physical measures would be required at the bottom of Strand Hill (as a minimum) where it joins the A259. Warning signs would be required at the junction of Strand Hill with the A259 and in advance on all approaches.

Could be an enforcement issue as drivers may ignore signs.

Based on a minimum of 7 – 8 signs, this would equate to circa £3,000 - £5,000 plus the cost of the civils work (yet to be designed).