

THE SAFER C7 PROJECT

DRAFT Project Report

06.06.24

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Executive Summary

The current experience of the C7 Corridor is a design dichotomy. Despite its setting in the beautiful South Downs National Park connecting the coast with Lewes and beyond, the immediate experience of the C7 corridor is dominated by the road and associated highway design. Over 10k vehicles use the C7 on a daily basis despite the presence of the parallel A26 on the opposite side of the River Ouse.

The priority of vehicular traffic along the corridor dictates the key design features of the C7 including; high vehicle speeds (a majority of the corridor using a 50mph speed limit), no physical features to reduce vehicle speeds, no controlled crossing facilities within the C7, poor visibility, and dangerous access points into the C7 settlements. Cumulatively, these features create a hostile environment for all user groups, with drivers even responding to previous C7 engagement referring to their uncomfortable experience of driving on the corridor.

Beyond the highways experience described above, the C7 corridor includes six historic villages/hamlets, key employment sites (such as farms, schools, pubs, tourist accommodation), an extensive Public Right of Way (PRoW) network (including the South Downs Way and Egrets Way), and links to the Southease Rail Station. However, the access and experience to these key focal points remains secondary to the highways function. Herein lies the biggest opportunity for the project, prioritising a sense of place and the C7's setting within the SDNP over its current highways function.

The project will develop a sustainable and long-term design strategy for fulfilling the Safer C7's vision for the corridor. The design response will actively seek to include a wide range of design measures, including: improved wayfinding and signage, new controlled crossing points, positive street furniture including outdoor seating for local businesses, improved access to public transport, reduced vehicle speeds throughout the corridor (specifically within settlements), complementary design features to reduce driver speeds, review composition of vehicular traffic, identify sites for Sustainable Urban Drainage Systems (SUDS) and additional greening, and enabled improved connectivity across the C7.

This will require close engagement with local residents and businesses, strategic stakeholders, including East Sussex County Council, South Downs National Park, as well as neighbouring authorities. There is an increasing interest nationally in improving streetscapes and shifting away from the dominance of vehicular traffic, including measures to reduce vehicle speeds, improve active travel facilities and improved inclusivity/access to public transport.



Introduction

Background to the C7

The purpose of the Safer C7 Project is to make this rural road in the South Downs National Park safer for all users. The Safer C7 Project is a collaborative community project led by volunteers. It became a constituted entity in 2022. This community project has the formal support of all 5 parishes along the C7 and the C324, the town councils of Lewes and Newhaven, as well as the district and county Councillors, and the local MP.

The C7 is 6.5 miles long and provides the only route between Lewes and Newhaven for residents in six historic villages and hamlets, as well as for several farms and businesses. The geography of the C7 is narrow and winding, with junctions to several villages, farms and two schools located on bends with restricted sightlines.

The group wants to bring about driver behaviour and vehicle speeds which are appropriate for the location and nature of the road. This would enable all road users, including cyclists, equestrians and pedestrians, to enjoy the special qualities of this part of the National Park and, at the same time, improve the quality of life for people living and working near this road while helping to invigorate the local economy of the Lower Ouse Valley.

Before commissioning this study, the C7 Group has undertaken initial engagement with strong responses collected. During June-July 2021, the C7 Group completed a survey to gather opinions on the C7 corridor. The 785 households directly served by the C7 corridor were invited to participate in the survey and 260 residents responded.

The Safer C7 Group has also engaged positively with East Sussex County Council (ESCC) officers prior to this commission and ESCC has given their support to the project's further development: .

developed by POLO focuses on the opportunities that improvements to the road could have on 'stimulating growth to the rural economy and delivering a more sustainable form of living'.

This aligns with key East Sussex County Council's policy documents including the Council Plan, which includes a priority to 'Drive sustainable economic growth'. This also aligns with the County Council Local Transport Plan 2011 – 2026 and Implementation Plan 2016/17 – 2020/21, which highlights the need within this area of the County to maximise visitor access by sustainable means to the South Downs National Park (SDNP) and minimise the impact of traffic on the landscape and environment, along with maximising the opportunities to capitalise on making Newhaven a gateway to the SDNP. Therefore, from a policy perspective, the strategy vision for the C7 accords with our wider strategies and priorities".

"Having discussed the content of your email with my officers, and in order for you to access the grant funding, I am happy to give the County Council's support for POLO commissioning the C7 feasibility study. The 'C7: A Gateway to the South Downs National Park' document,



Introduction

The Commission

The Safer C7 Project commissioned PJA to: assess the C7 Lewes-Newhaven Road, taking account of the planned developments to the C324, through Kingston village to its junction with the A27; produce recommendations that will reduce the safety risks for all the users of these rural roads; develop a phased strategy for implementation of the agreed improvements; and produce a detailed costed plan for the initial phase.

Report Structure

The report follows the below structure using two workstages, 1) Site Appreciation and Strategy Development, and 2) Scheme Costings and Delivery:

- 2A + 2B Detailed Cost Plans: The preferred design recommendations from Stage 1 were prioritised into three timescales of short/medium/long term. Outline design costings were developed for all measures, and the short-term measures were developed further into concept designs.
- 1A Baseline Analysis: summary of PJA's baseline analysis of the C7 corridor, using a combination of desktop analysis, site observations and feedback from the C7 group and East Sussex County Council officers. The findings from the Baseline Analysis were combined to identify key opportunities and challenges to future improvements on the C7. These were supported by examples of best practice to illustrate the design options.
- 1B Develop Initial Strategies: the findings from Baseline Analysis were translated into a series of initial design strategies for the C7 corridor. These strategies were presented to the C7 Group prior to PJA developing more detailed recommendations. The scenarios range in ambition, complexity and anticipated costs for implementation. The strategy also includes phasing options for the implementation of the measures.
- 1C – 1E Reporting and Engagement: the draft design strategies were presented to the Project Steering Group and at online engagement sessions with local communities. It was essential that this study maintained the project's momentum and gathering feedback and engagement was therefore key. The feedback was incorporated into the project report and design recommendations.



Baseline Analysis

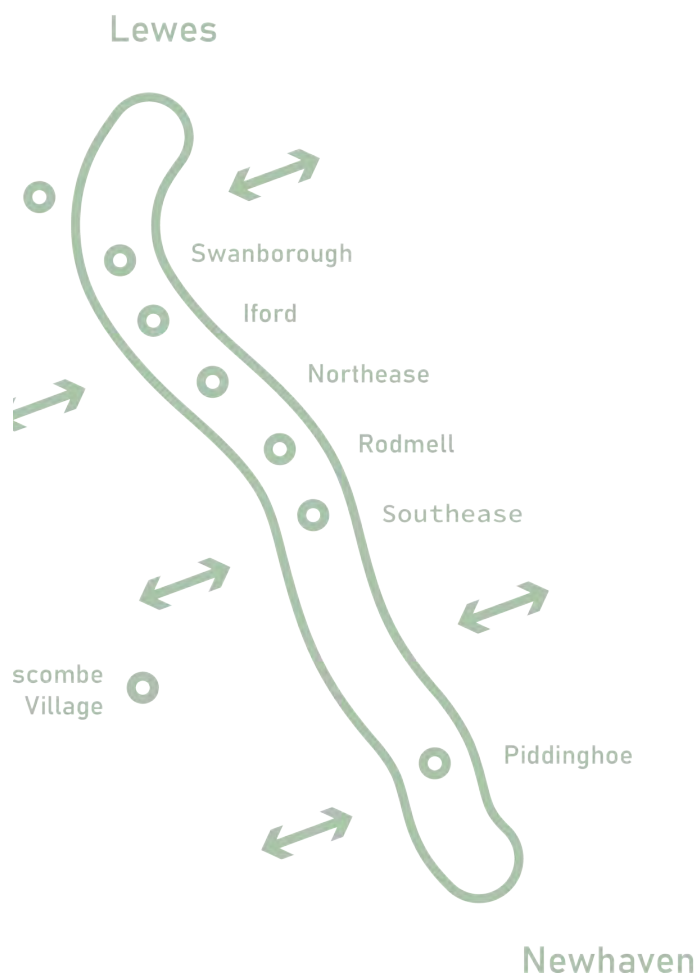
To reflect the unique nature of the project, we have developed an approach to the baseline analysis to reflect the project's brief. One of the key features of this project is the geographic scope and the need to develop a baseline analysis which considers the full study area at a strategic scale and also includes a more detailed focus on the individual settlements and key landmarks along the C7 route. It's also important to incorporate the work completed previously by the C7 group and the policy framework - both of these points are included in this chapter.

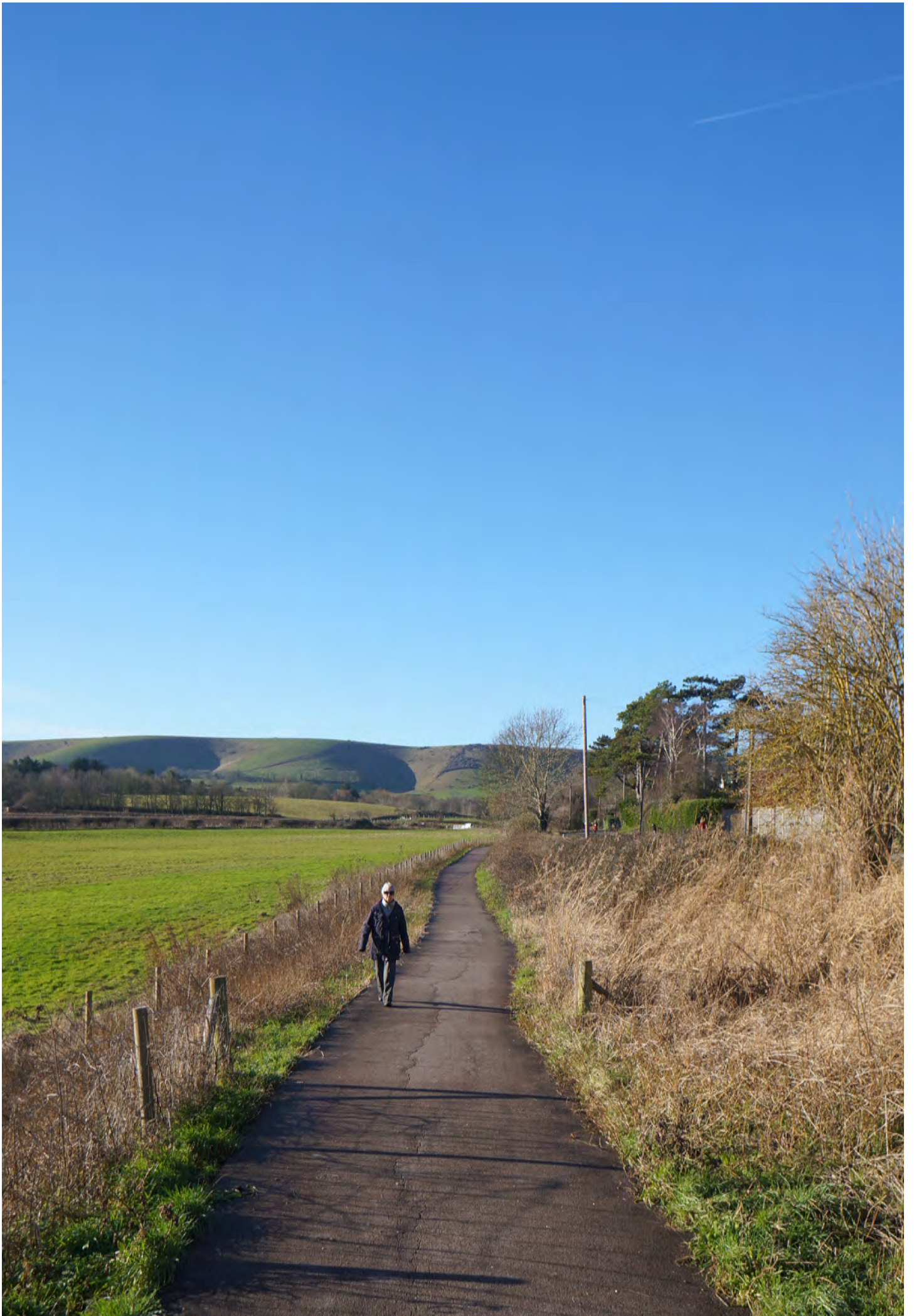
On this basis, we have developed the baseline analysis at three different geographic scales:

- ° Full C7 Corridor: this is focussed on the C7 at a strategic level with a particular focus on the corridor's movement function between Lewes and Newhaven. This analysis uses a combination of GIS analysis and Telematics data to inform its findings.

- ° C7 Settlements: this analysis reviews each of the settlements within the corridor focussing on the relationship of each settlement with the C7 corridor. The analysis includes a review of the previous engagement work completed by the C7 group and our own site visit observations.
- ° Beyond the C7 Corridor: this analysis focusses on the relationship of the C7 with its surroundings, including transport links, the PRoW network and nearby settlements.

The analyses are not mutually exclusive and there is overlap between the analysis over the three scales. The intention is that the combined analysis from the different scales will provide a comprehensive overview of the study area to inform the subsequent strategy and design development. The analysis has been developed through a combination of baseline analysis, stakeholder engagement and team site visits.





Previous Engagement

Prior to commissioning this study, the C7 Group has undertaken initial engagement with a strong response from local residents. We have briefly summarised the key findings below as we believe these results create useful context for our subsequent analysis.

During June–July 2021, the C7 Group completed a survey to gather opinions on the C7 corridor. 785 households were invited to participate in the survey and 260 residents responded from each of the C7 villages. This positive support will be important for maintaining the project's momentum and ensuring local buy-in from communities. This section briefly summarises the key feedback collected.

All participants were asked to respond to the below headline questions:

- 91.5% of respondents expressed concerns about using the C7 corridor
- 82% of respondents indicated that they do not feel at ease when, they or others, undertake activities such as driving, cycling, walking or horse riding along the C7
- 95% of respondents agreed that steps should be taken to improve the safety of the C7
- 83% of respondents indicated that the C7 has a negative impact upon their quality of life

We have also incorporated specific feedback from the surveys into our own baseline analysis on the individual settlements.

"It's perfectly good as it is. People just need to drive properly"

"I feel that safe roads for all should be paramount wherever we live, and feel there must be a happy middle ground where the rural qualities of the C7 villages are maintained and yet also become accessible and safe for all. They are not at the moment".

"We need a 30mph speed limit"

"Road speed should be no more than 40mph and 30mph when approaching and passing village entrances/exits"

"I drive the C7 regularly. It is a very dangerous road. For a country road, the speed limit is too high and drivers are overtaking on blind bends. There should be provision for walkers and cyclists so that they can be safe"

"We need real alternatives to simply using a car. Safe walking routes, cycle paths and a decent bus service. This will help tackle climate change, improve wellbeing as well as reducing noise, traffic and pollution"

"You need to accept the fact that the C7 is in reality a north–south feeder 'A' road, serving a significant Newhaven/Peacehaven population both, with the traffic levels comparative to the Lewes Chailey A road, or even the A272. The amount of traffic, cyclists, delivery vehicles already has a significant 'calming' effect on local speeds"

"The sight of overturned vehicles on their roofs in fields, walls demolished by cars crashing through them, the experience of power cuts caused by vehicles crashing in to electricity poles bringing down power cables – are routine occurrences for people living along the C7, due to vehicles travelling at a speed limit which is unsuited to the geometry and location of the road"

"I do B&B. So many of my clients who are walkers say what a dangerous road the C7 is. I have lived in the village for 52 years. The C7 has always been talked about".

"I have been driving the C7 daily for 38 years. The traffic has become progressively heavier. Cars, lorries and tractors are wider than they were"

"I have used the C7 for many years every working day. No problems. Road user should abide by the Highway Code"

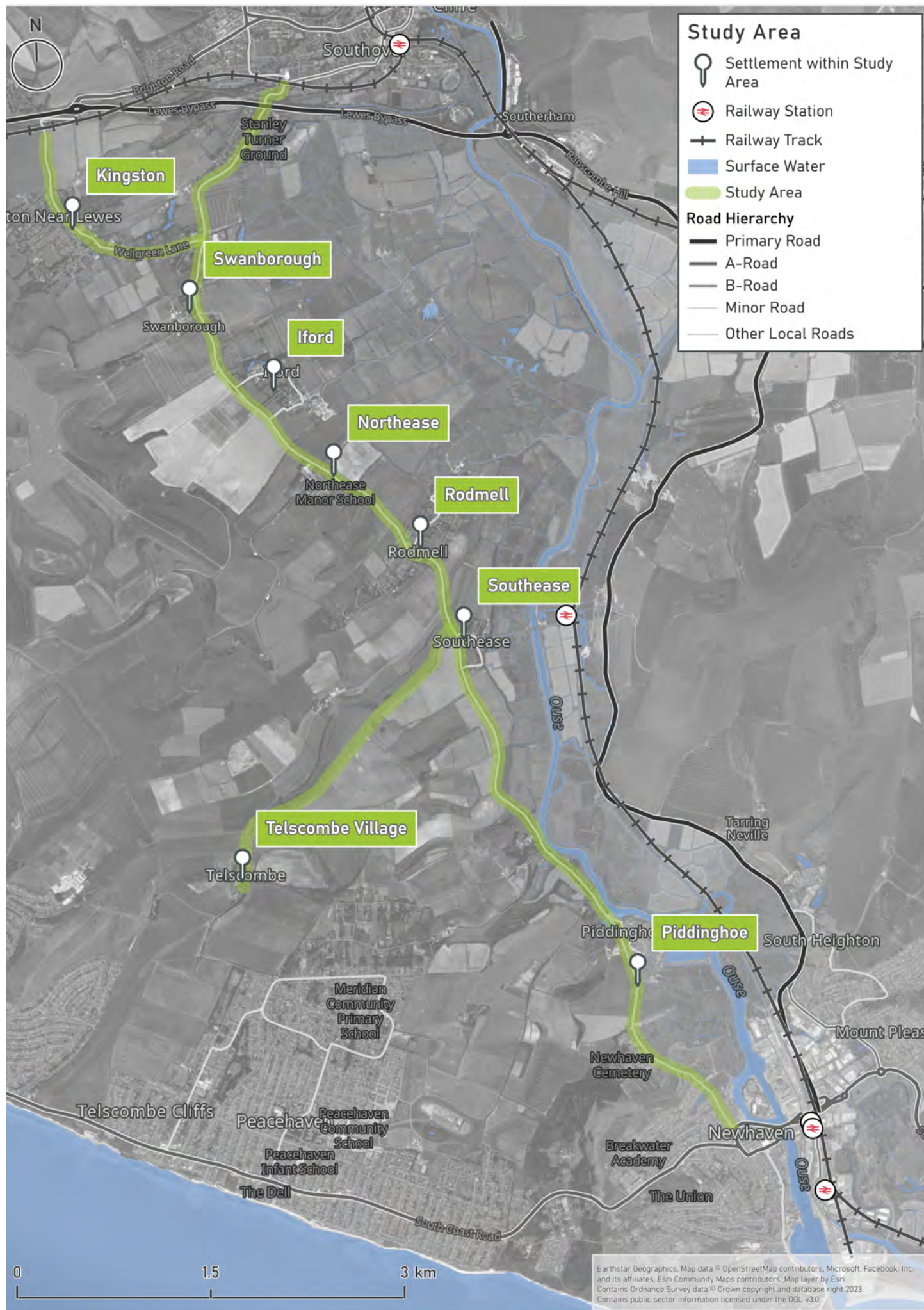


Full C7 Corridor

The analysis at this scale of the 'full C7 corridor' concentrated on the strategic role of the C7 and better understanding how it is used, with a focus on its movement function. This chapter uses a combination of desktop and site analysis, as well as Telematics data (commissioned specifically for this project) to create a baseline dataset. Understanding the role of traffic along the C7 is critical in dictating how the C7 feels as a place to move along and across. It's also important to understand how the C7 interfaces with the wider strategic road network at either end.

Within the review of the whole C7 corridor, it's also important to consider the sections of C7 which are located away from the main settlements which play an important role in defining the overall character of the corridor. These sections will be important in supporting the wider C7 vision and ensuring a cohesive strategy which seeks to promote slower speeds throughout the corridor.

The design and layout of the C7 is relatively consistent with a narrow and winding carriageway throughout. A majority of the main corridor is covered by a 50mph speed limit (except for sections of 20mph and 30mph in Kingston and Rodmell, and the 40mph section between Owlswick School-Southover High Street). There are minimal impediments to reduce or manage vehicular traffic along the C7 which consequently creates an intimidating environment for anyone else using the corridor.



Contextual Analysis

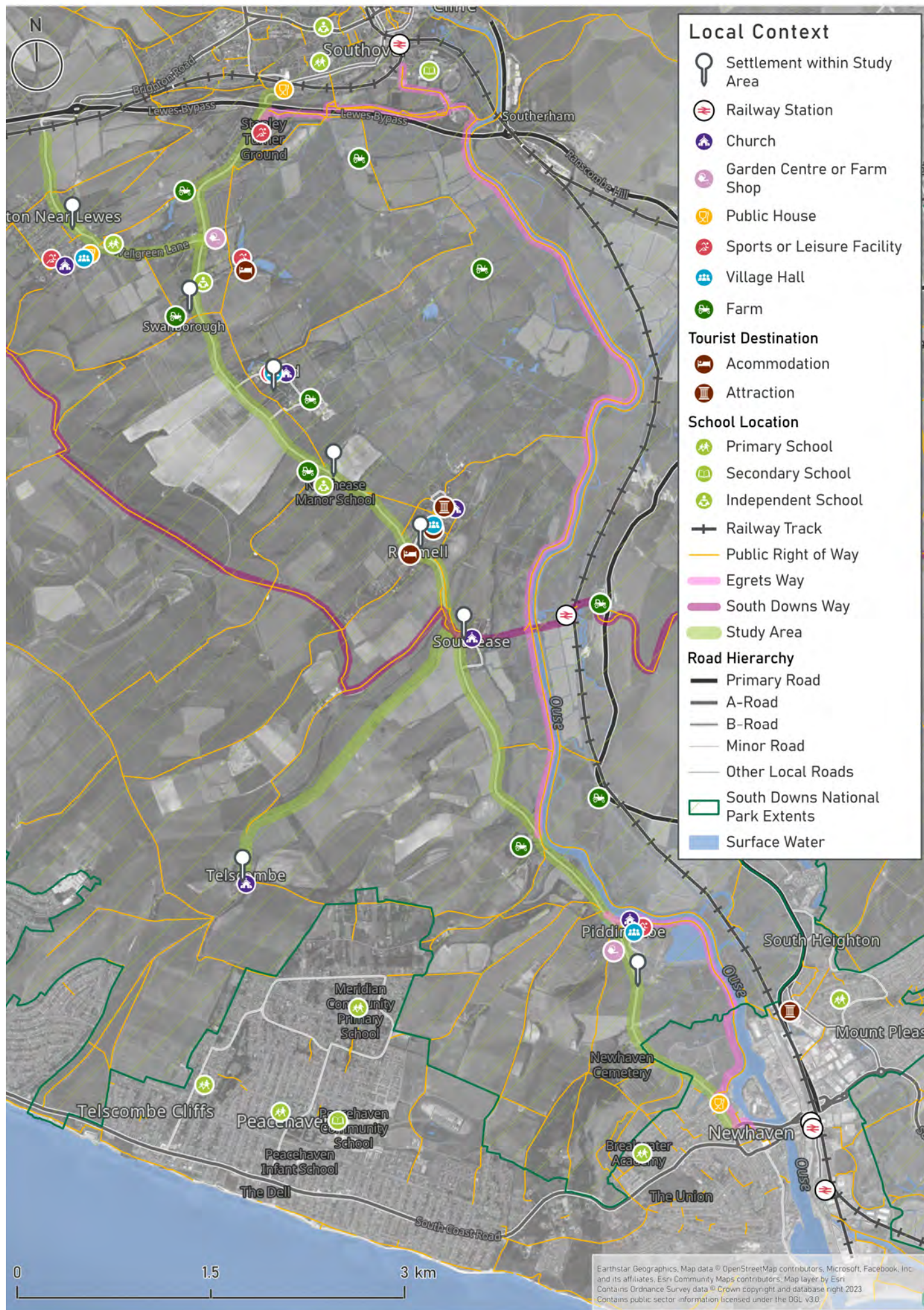
The opposite plan provides contextual analysis of the key features along the corridor, with a particular focus on destinations along the C7 as well as key routes across the C7.

In doing so, the plan is intended to highlight the key points within the study area which are likely to generate the most activity, both from trips within the C7 and also from visitors from beyond the C7. Understanding the distribution of these features will provide useful context to inform the emerging design strategies and how to integrate them in the future.

The plan illustrates that points of interest are spread across the C7. There are concentrations of key points, including pubs, churches, community buildings, leisure facilities, located within the main villages along the corridor. Rodmell and Kingston in particular both include several points of interest, such as The Abergavenny Arms, Monk's House, The Juggs and Iford + Kingston COE School.

However, there are also many other features which are located away from the villages, including schools, farms, tourist accommodation and leisure facilities. The location of these points is particularly important as they are more likely to have their own dedicated access routes from the C7 and/or have their own specific access requirements. Key examples include, Lewes Garden Centre, Northease Farm, Iford Farm, Southease Farm, South Farm, Northease Manor School, Owlswick School, Telscombe Village and South Farm Campsites, and Swanborough Fishing Lakes.

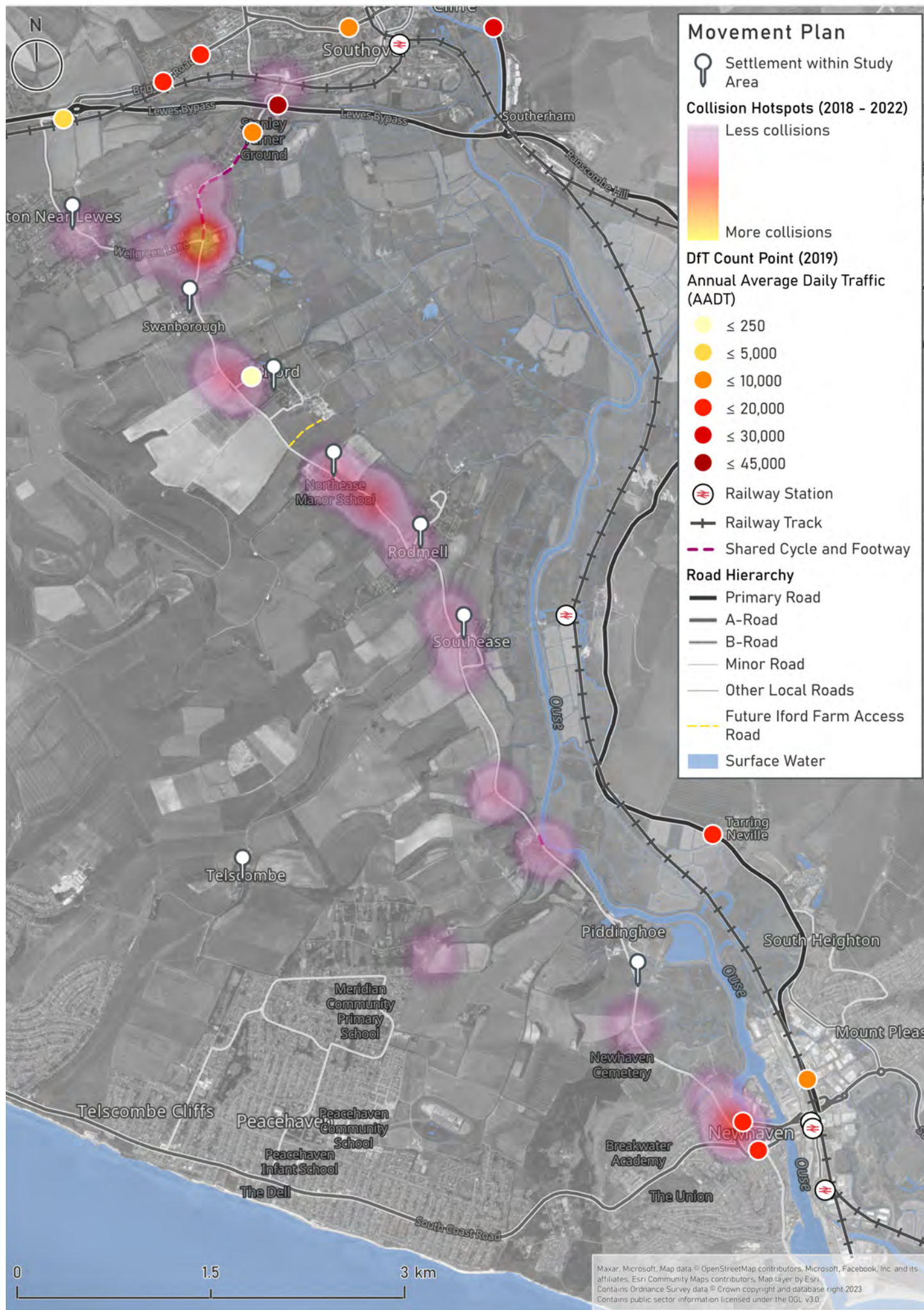
As well as specific points of interest, the plan also illustrates the extensive public right of way network both within and linking beyond the C7. Within the network, there are several notable routes, including: South Downs Way which is routed across the C7 at Southease Swing Bridge, sections of The Egrets Way, and the Sussex Ouse Valley Way. The plan helps to illustrate where these routes currently interface with the C7 corridor - all of these crossing points are currently uncontrolled.



Movement Analysis

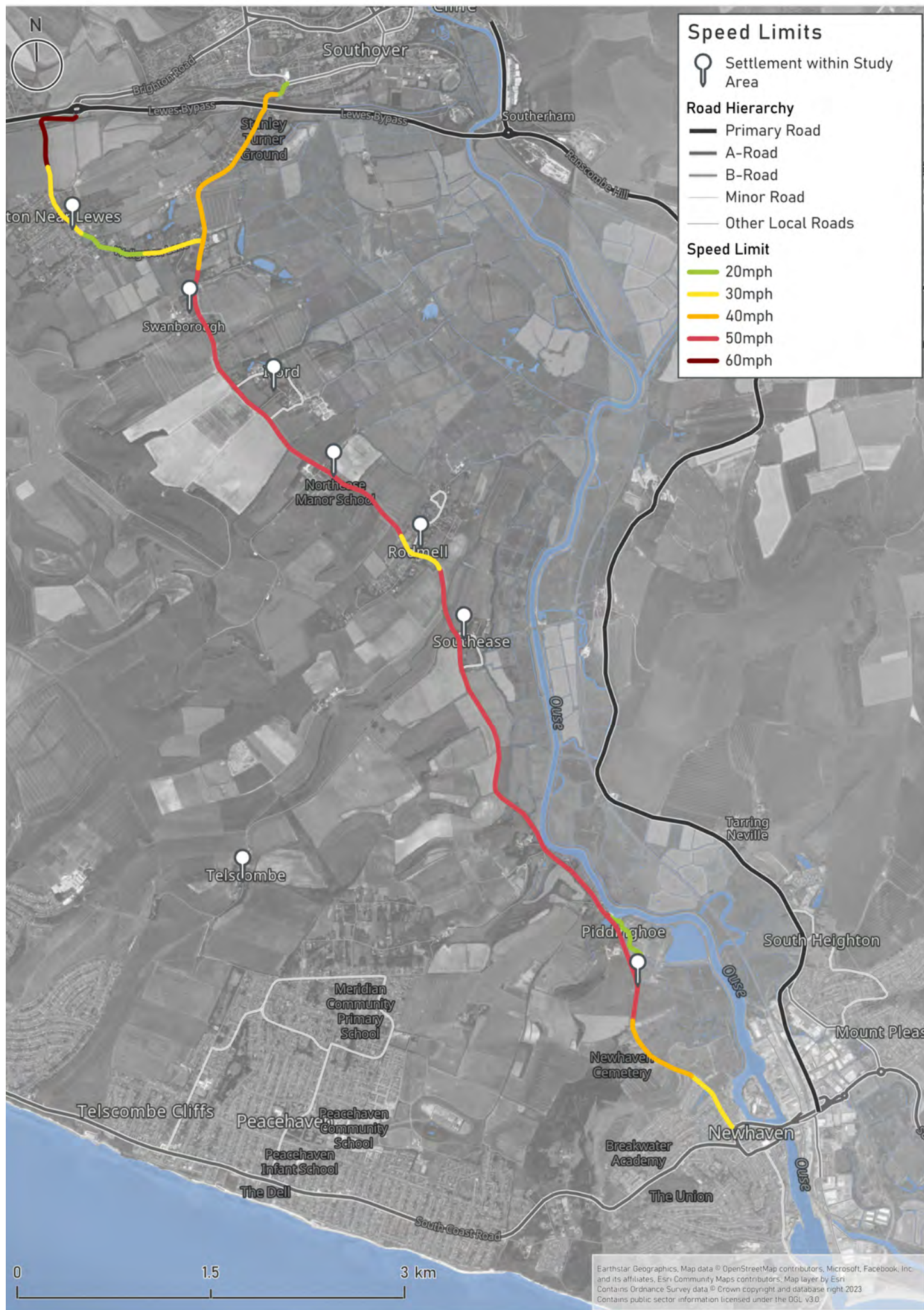
The opposite plan focusses on the movement framework within the C7 and beyond to adjoining settlements. This plan sets important context for understanding the different demands along the C7 between various modes.

- **Traffic Management:** There are three entry/exit points for vehicular traffic into the C7 Corridor: Ashcombe Hollow (via A27/Ashcombe Roundabout), Kingston Road via Lewes, and Lewes Road (via Newhaven). Each of these entry/exit points offers different onwards connections into the wider road network.
 - The Ashcombe Road connects with the A27 and therefore provides the most direct 'strategic' connection from the C7 for routes continuing westbound to Brighton and beyond including the A23, and eastbound connections on the A27 towards Polegate and Eastbourne, and onto the A26 northbound towards Uckfield.
 - The Kingston Road continues to the Southover High Street/Bell Lane roundabout and therefore provides the most convenient access for Lewes. This route also offers onward connections to the A275 towards Plumpton and Chailey, and the A26 via the town centre and Phoenix Causeway.
 - The C7 junctions with the A259 and the one-way gyratory in Newhaven Town Centre. The A259 provides westbound connections along the coast to Peacehaven, Saltdean, Rottingdean and Brighton. The A259 also connects eastbound with Seaford and onto Eastbourne.
- **Collision Hotspots:** the plan summarises the distribution of collisions within the study area between 2018-2022. It highlights several 'hotspots' where there was a higher proportion of collisions, including: Kingston Road/Wellgreen Lane junction (5 x collisions), Iford (just north of the village) (4 x collisions), Northease (between White Way and south of Northease Manor School) (7 x collisions), and the short section of Lewes Road approaching Newhaven (3 x collisions).
- In addition to these collisions, the C7 Road group collects its own information on collisions on the C7 and has recorded 27 collisions since February 2019.
- **Traffic Counts:** The plan includes DfT Annual Average Daily Traffic (AADT) traffic counts from the three sites along the C7. The two count sites on Ashcombe Hollow and Kingston Road indicate the split of traffic that is using the C7, with a majority of vehicular trips (6,407 AADT) using the Kingston Road into Lewes, compared to AADT of 4,881 on the Ashcombe Hollow. The figures for both sites have been consistent since the collection was started.
- For comparison, the AADT counts on the parallel A26 between Newhaven - Beddingham is 16,783. The plan also includes AADT counts from other nearby sites, including: A27 Bypass, various sites within Lewes and the A26. Further information on traffic counts is provided through the Telematics data on the following pages.



The opposite plan summarises the different speed limits along the C7 corridor. There is currently a variety of 30mph, 40mph and 50mph on the C7 corridor itself. Kingston and Piddinghoe both have 20mph speed limits however these sections are not located on the C7 itself.

Current traffic speeds and driver behaviour along the corridor was a key discussion point during the C7's previous engagement session, and will also be a key consideration in the development of design options for the corridor.



Design Context

It's useful to consider how the previous Contextual and Movement Analysis manifests itself in design. The purpose of this section therefore is to highlight the key features along the C7 which define the corridor's design context. These features will be important for supporting the design response and for prioritising these responses.

- **Speed Limits:** speed limits throughout the C7 corridor are currently >50mph (except for the 30mph section through Rodmell, and the section of 40mph on Kingston Road up to Lewes) . This high speed limit is a key factor influencing driver speeds and behaviour along the C7 and is a major issue which compounds many of the other points raised below. The high speeds make it more intimidating to cross the road, make it more challenging to enter/exit the C7 settlements, and create unpleasant conditions for walked/wheeled/cycled trips along the C7.
- **Highway Design:** the highways design is relatively consistent throughout the C7 with one lane in each direction, and centre line markings throughout. There are currently no impediments to calm or reduce the speed of drivers using the C7, except for the short section of 30mph through Rodmell. The prioritisation of vehicular traffic will be a key consideration in the future design development and how this dynamic can be better balanced with more sympathetic streetscapes.
- **Lack of crossing points:** there are no controlled/signal crossing points within the C7 corridor, however refuge islands provided in Rodmell and just north of Stanley Turner Recreation Ground. Any crossings for walked/wheeled/cycled/equestrian trips are dependent on negotiating vehicular traffic to cross the C7 which is an intimidating experience given that a majority of the C7 is covered by a 50mph speed limit. The lack of controlled and safe crossings is a major barrier to movement for all users of the C7, including local residents, visitors to the C7 settlements, users of the PRoW network etc. Furthermore, using existing informal crossing points along the corridor is made more challenging where there is limited visibility for users of the crossing points.
- **Access between C7 settlements:** access along the C7 and between each of the settlements is challenging for all users due to a combination of the highways environment on the C7, poor visibility between settlements and the C7 and narrow entrances from the settlements onto the C7. There are sections of footway/shared use paths/verge alongside the C7 however this provision is not continuous and often uncomfortable to use given the proximity to the carriageway. It is possible to move between the settlements using the PRoW / public footpath network which runs parallel to the C7. However, these routes are not lit and the surface quality is quite varied which means that paths aren't accessible for all.
- **Access between C7 + C7 settlements:** access between the C7 and each of the adjoining settlements is challenging for all users due to a combination of the highways environment on the C7, limited visibility and narrow entrances from the settlements. Exiting the settlements is particularly challenging due to approaching driver speeds on the C7 and the limited visibility. This is also an issue on other entrances onto the C7 including Northease Manor School, Owlswick School and Swanborough Lakes.
- **Public Transport Integration:** bus stops/shelters are located in each of the C7 settlements, with a bus shelter normally provided on the settlement side of the road. However, accessing the bus shelters/stops is often very challenging. This is often due to a lack of crossing facilities and/or adjoining footways to access the stops.

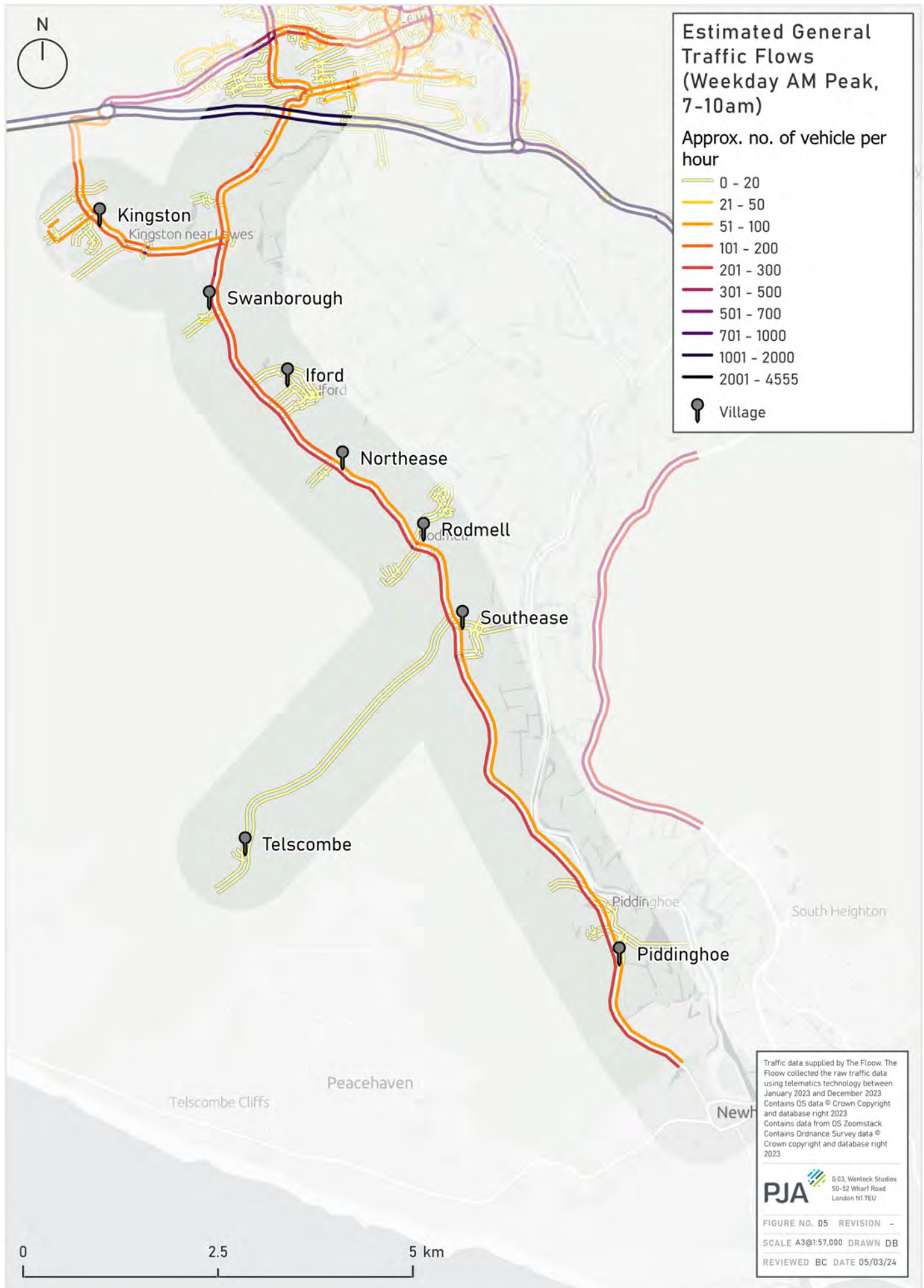


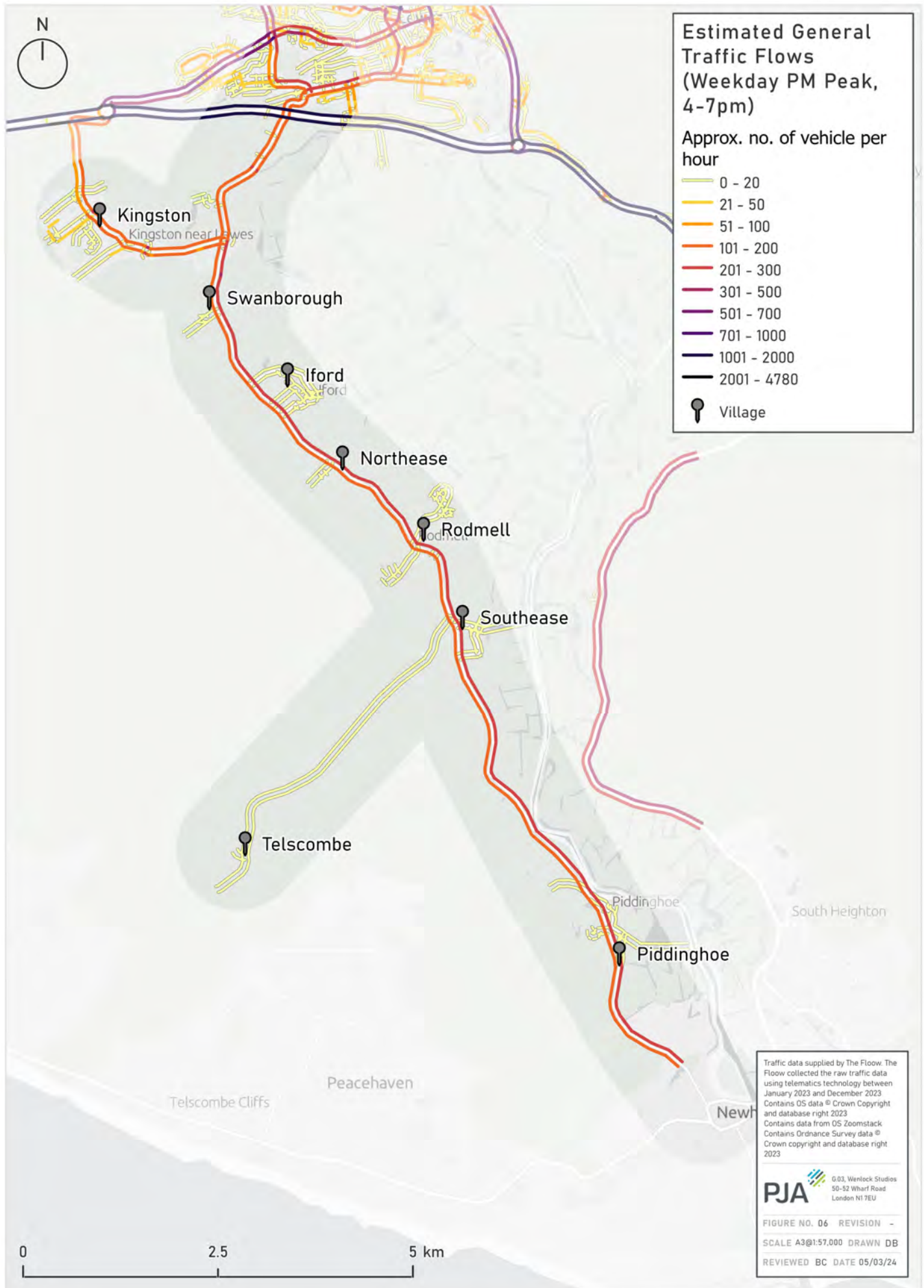
Telematics Analysis

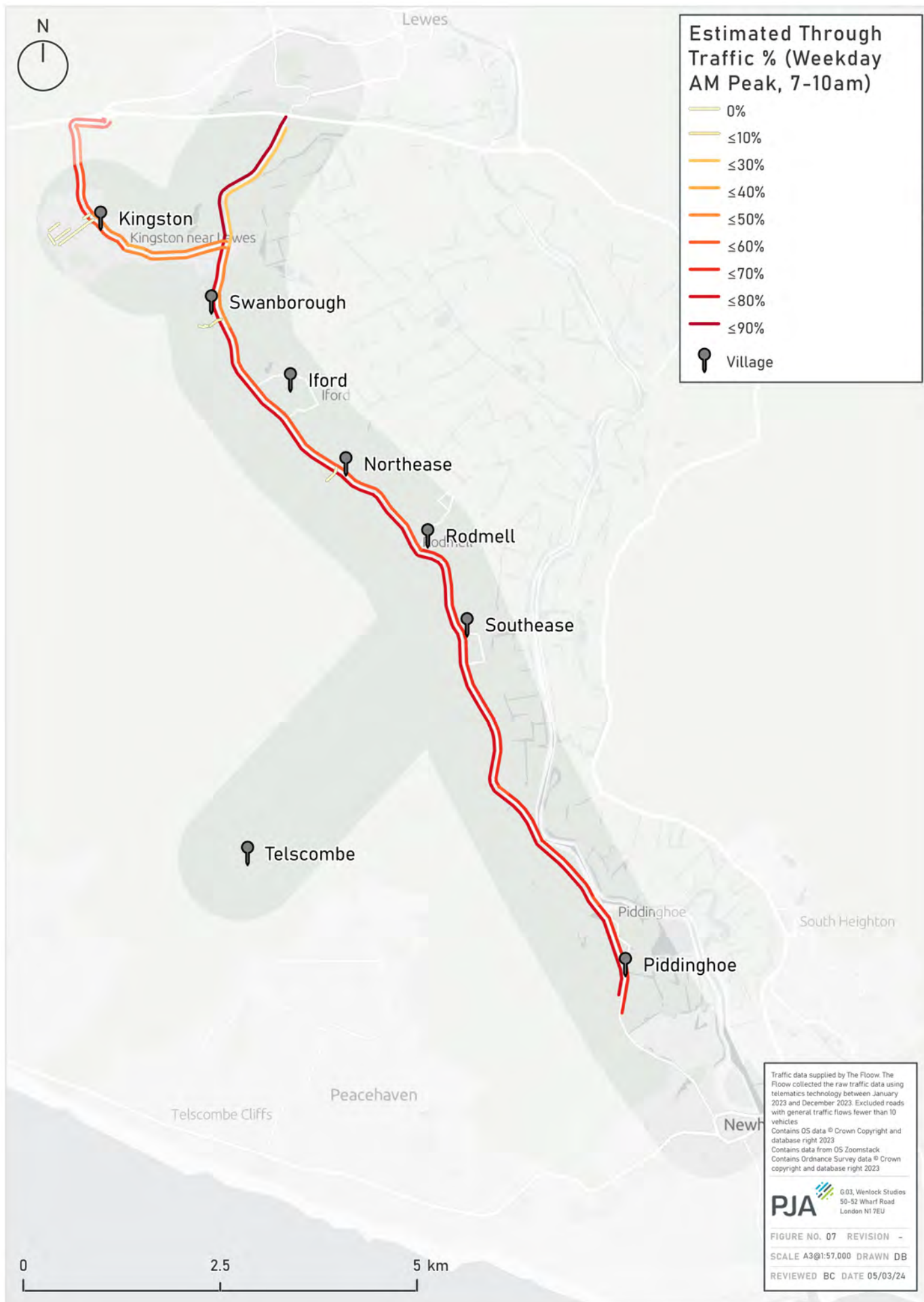
In lieu of strategic modelling data, PJA commissioned The Floop to collect Telematics data for the full C7 corridor with the aim of better understanding vehicular traffic flows and traffic composition within the study area. The Floop use Telematics data to provide vehicular traffic flow estimates. The Floop then calibrate their traffic estimates against traffic count data supplied by East Sussex County Council. The Telematics data have been summarised in four sets of plan described below. Each plan is based on an average AM and PM peak which is derived for the AM from 7-10am and 4-7pm for the PM Peak.

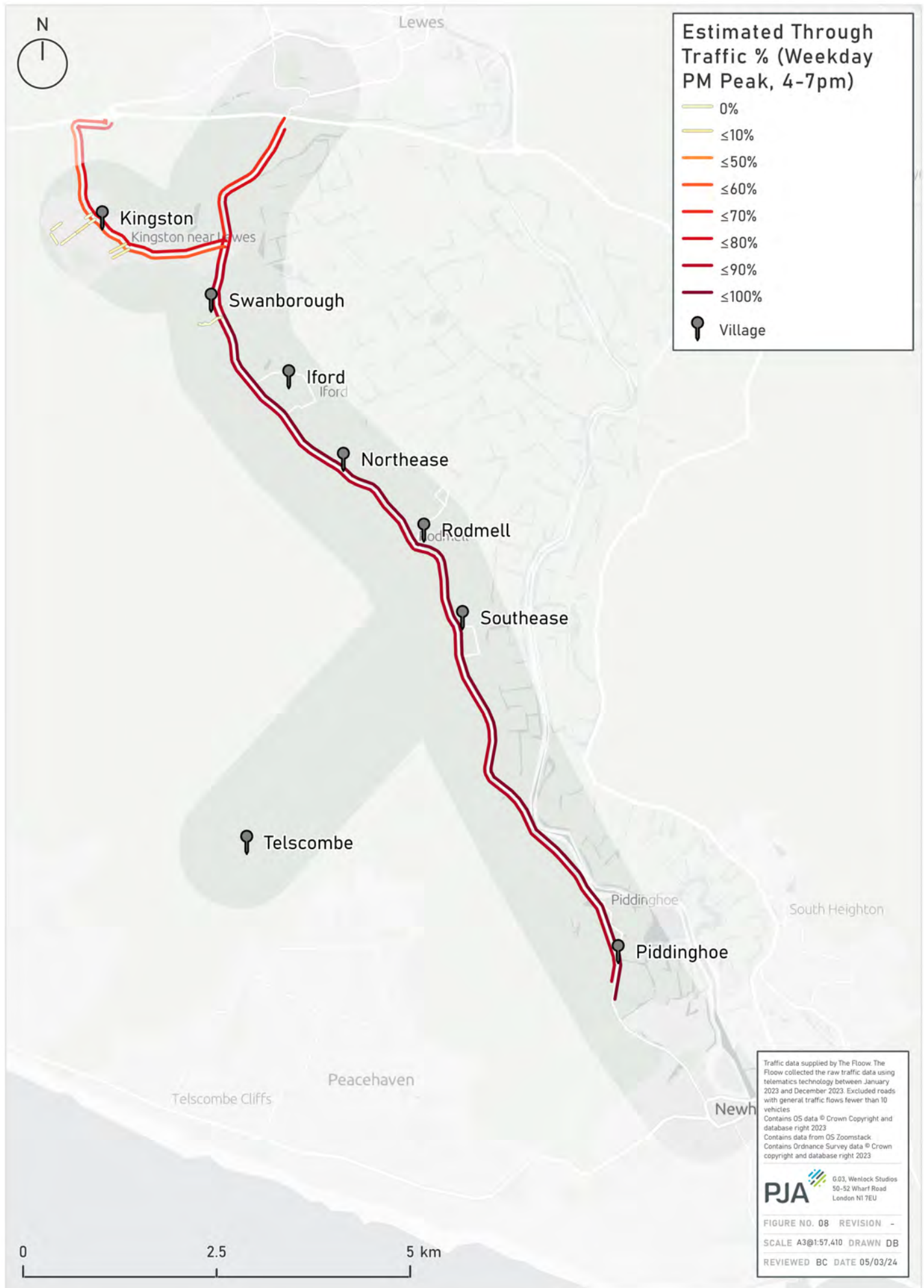
- **General Traffic Volumes:** summarise general traffic volumes moving along the C7 corridor. These plans provide an indication of the busiest sections of the C7 for vehicular traffic. The results for both the AM and PM peak periods suggest that the flows are quite tidal along the C7.
- The predominant flow is northbound during the AM peak with ~200-300vph, whilst southbound is ~100-200vph. The PM plan shows that southbound between the Kingston Road/Wellgreen Lane junction is the predominant flow during this period with ~200-300vph. Northbound flows are ~100-200vph.
- **Through-Traffic Data:** summarise the proportion of vehicular traffic which is identified as 'through-traffic'. These trips are identified on the basis that these trips pass entirely through the C7 study area without stopping.
 - During the AM Peak, between the Kingston Road/Wellgreen Lane junction, the proportion of through-traffic is higher for northbound trips ~70%, compared to ~60% for southbound trips.
 - During the PM peak, the proportion of through-traffic is overall higher with ~80% of all northbound trips, and ~90% of southbound trips identified as 'through-traffic' (between the Kingston Road/Wellgreen Lane junction).
- **Through -Traffic Data Volumes:** This set of plans summarised the through-traffic data using traffic volumes. It's important to consider both the proportion and volume of through-traffic to understand the full impact of these trips. Comparing the AM and PM results suggests that the overall volume of 'through-traffic' is higher during the PM peak period compared to the AM peak period. During the AM peak, northbound flows are the higher with ~201-300vph, and 50-100vph travelling southbound.
 - In the PM period, both directions are higher, southbound flows are ~301-400vph whilst northbound flows are 101-200vph.
 - **Origin-Destination Counts:** The last set of plans summarise the entry and exit proportions for all recorded vehicle trips along the C7. The plans provide a useful overview of the hierarchy in terms of which routes are most regularly used.
 - Unsurprisingly, the results are consistent with the previous datasets. During the AM peak, the majority of traffic is entering the C7 from Newhaven (74%), whilst the main exit is the Kingston Road into Lewes (50.2%).
 - During the PM peak, the entry counts are more evenly spread between the three main sites with 36.7% entering from Newhaven, 33% from Lewes (Kingston Road) and 29.7% Kingston (Ashcombe Roundabout). The C7 into Newhaven is main exit point (59.6%) which is consistent with the tidal flows recorded in the other datasets.

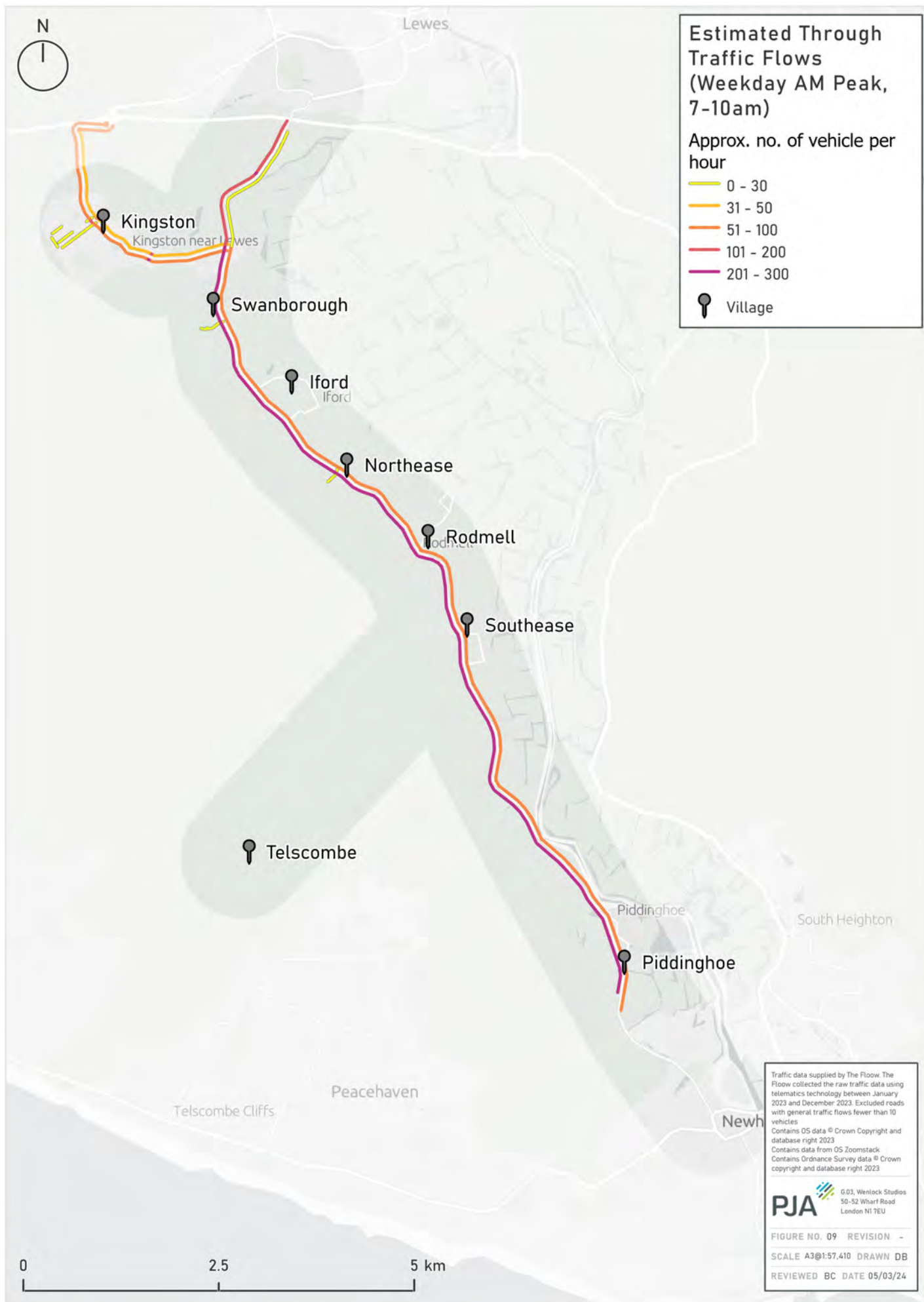


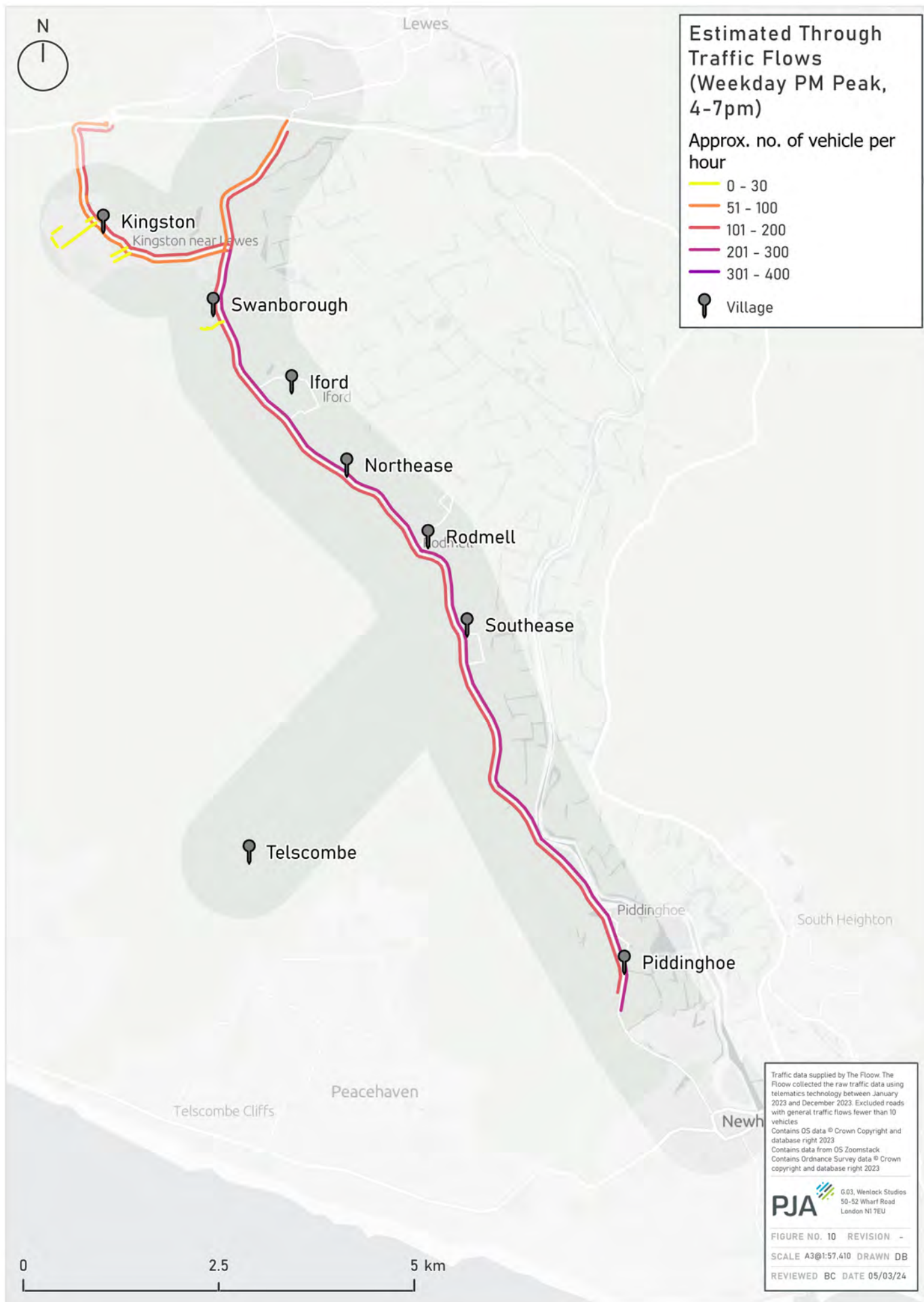


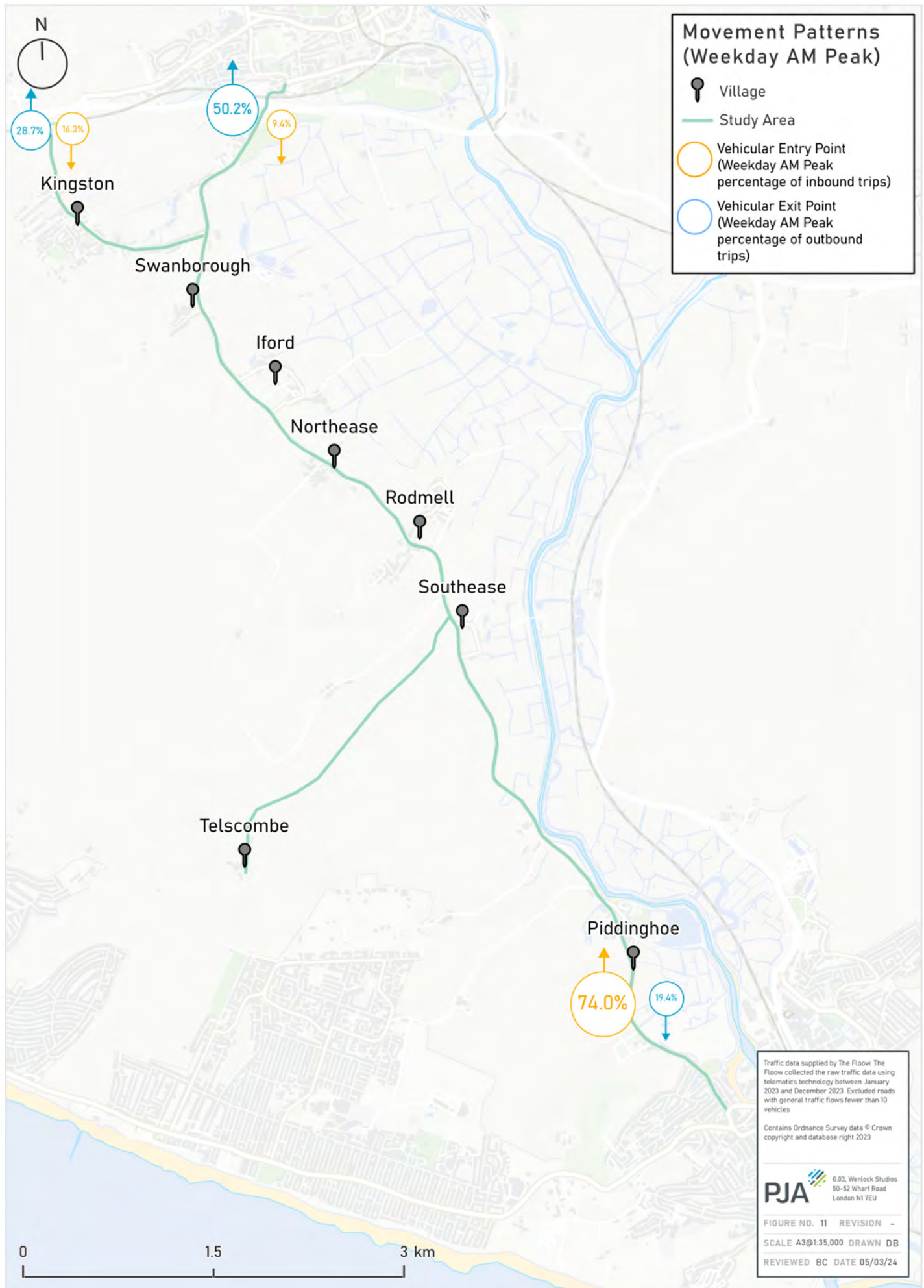


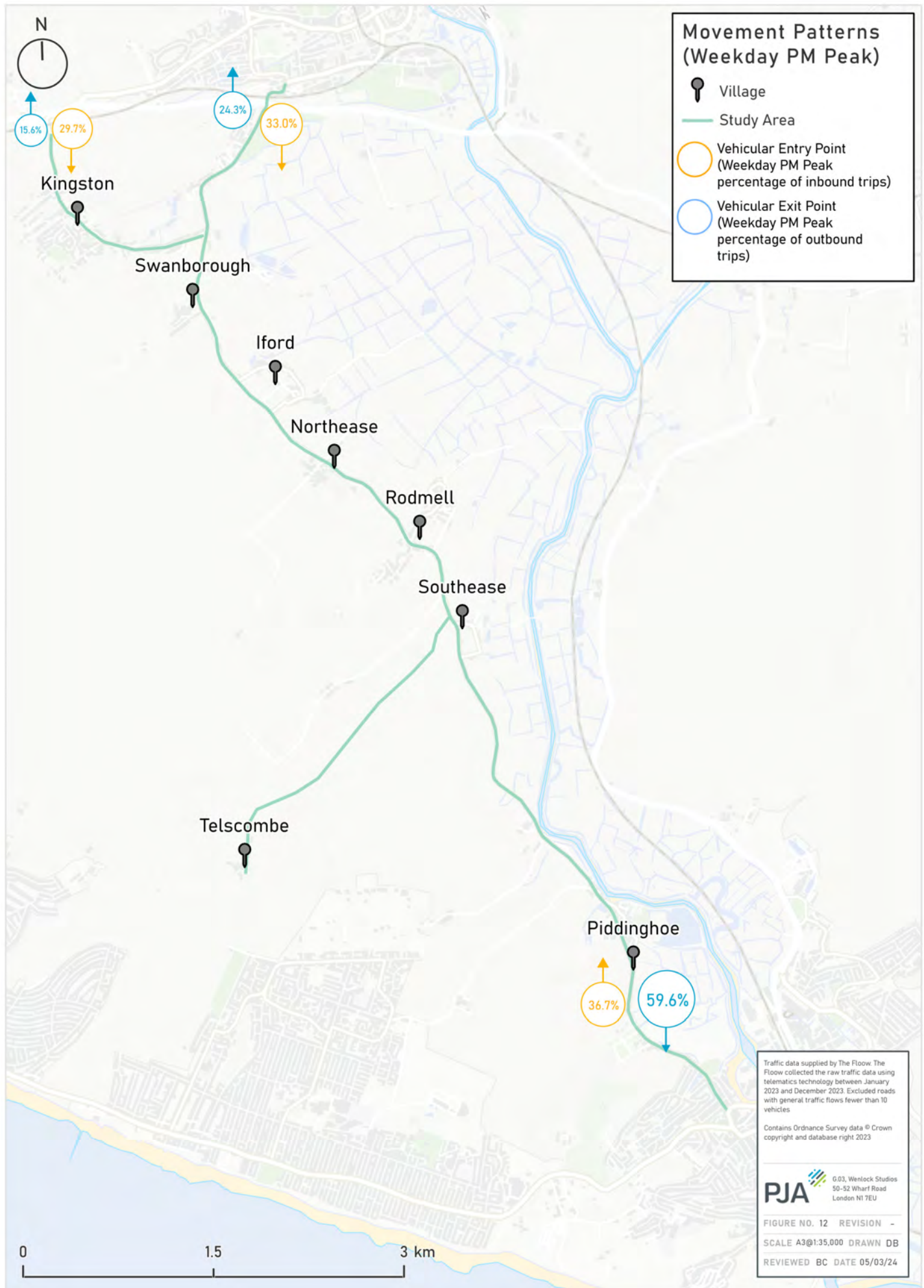












C7 Settlements

The relationship of the C7's settlements with the road corridor itself varies considerably, ranging from settlements which are more withdrawn from the corridor, such as Southease and Iford, to those which have immediate presence on the C7, such as Rodmell and Kingston. Better understanding these relationships is essential for developing the design narrative which will ultimately inform the emerging design strategies.

The analysis of the individual settlements therefore has considered both the immediate relationship between the settlements and the C7 (where there is one), and then also considered the settlements in their own right. The analysis has focused on the key characteristics of each settlement i.e. Population, landmarks etc. and then specifically on the settlement's design characteristics e.g. presence of crossings, gateways features, bus stops etc.. The analysis has primarily been influenced by our observations during site audits when we visited each of the settlements in November and late January.

We have also included excerpts from the previous C7 public engagement which provided invaluable insight into the everyday experience of local residents and users. For consistency, we have provided the headline responses for each settlement to the survey's five questions and then also extracted comments where relevant. This analysis has focussed on the following settlements:

- Kingston Road (Lewes)
- Swanborough
- Iford
- Northease
- Rodmell
- Southease
- Telscombe Village
- Piddinghoe

N.B. Kingston Parish Council has commissioned its own 'Transport Consultancy Advice' and their results will be reflected in this report's recommendations



As part of the individual settlement analysis, we reviewed the relationship between each settlement and the C7 corridor. The below table summarises this analysis using a series of metrics which we developed during our site visits. The analysis has focused particularly on the design relationship of each settlement i.e. is there active frontage on the C7 and also the functional relationship i.e. is there a reason to cross the C7 at this location?

We believe understanding this interface and expanding on these existing relationships will be essential in informing the future design recommendations for each settlement, and cumulatively along the C7.

	Kingston Road (North)	Swanborough	Iford	Northeast	Rodmell	Southeast	Piddinghoe
Bus Stops?	✓	✓	✓	✓	✓	✓	✓
Bus Shelter?		✓	✓		✓	✓	✓
Postbox?	✓	✓	✓	✓			✓
Settlement visible from the C7?	✓	✓		✓	✓		✓
Buildings with Active Frontage on the C7?				✓	✓		
Public Paths/ PRowS crossing the C7	✓	✓	✓	✓	✓	✓	✓
Footways/Path alongside C7	✓			✓	✓		
Speed Limit Signage i.e. 20/30/40mph	✓	✓	✓	✓	✓	✓	✓
Gateway entry signage i.e. settlement name on entry		✓	✓	✓	✓	✓	✓
Other advisory wayfinding signage i.e. fingerpost signage	✓			✓	✓	✓	✓
Other highways related advisory signage i.e. cycles crossing	✓		✓	✓	✓	✓	✓
Schools located within the settlement		✓		✓			
Speed Limit within settlement	40mph	50mph	50mph	50mph	30mph	50mph	50mph
Length of settlement located alongside C7	750m	270m	365m	260m	355m	270m	865m



Kingston Road, Lewes

Analysis

This section of the C7 is located between the Lewes Garden Centre and the Swan Pub. Whilst not a defined settlement, there are 96 households with access onto the Kingston Road.

Consistent with other settlements on the C7 corridor, the area suffers with issues related to drivers' speeds and collisions. Specific issues affecting the area include: collisions at the Wellgreen Lane/ Kingston Road junction, poor access to the Stanley Turner Sports Grounds, no C7 crossing facilities to connect the existing footpaths/bridleway, no path access to the Owlswick School (located 340m south of Wellgreen Lane Junction), and poor visibility onto the Kingston Road from Cranedown.

There is a 40mph speed limit in this section of Kingston Road, a 30mph speed limit entering Wellgreen Lane and a 20mph speed limit at the northern end on Southover High Street (within Lewes). This section of the Kingston Road is an important conduit between Lewes and the SDNP, and includes Footpath (LEW/4/2 + LEW/2/1), and Bridleway (LEW/52/1). The Bridleway provides the key cycle link from Lewes using the A27 and then uses the Kingston Road's eastern footway, before switching to the western footway down to the Wellgreen Lane junction. The bridleway's crossing of the C7 is on a corner with poor visibility. The existing shared use paths are ~2m wide and therefore do not satisfy LTN 1/20's recommended minimum width (3m) for shared use paths.



Swanborough

Analysis

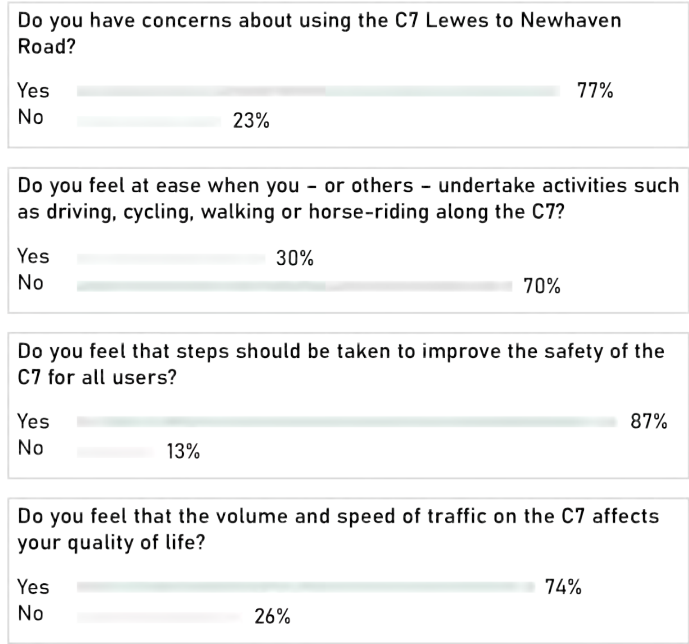
Swanborough is located between Kingston and Iford, and Swanborough Drove is the single point of access from the C7. There are 210 households in Iford and Swanborough combined (Source: C7 Group) and there are several businesses within the village, including: Swanborough Fishing Lakes, Swanborough Lodges, Riding Stables, and James Bennett & Son. These businesses are interspersed between the private residential properties within Swanborough which contributes to the village's appearance.

Swanborough Drove is the single access point for the village with a post box and bus stop incorporated into the junction with the C7. Visibility when leaving Swanborough Drove onto the C7 is very limited. The visibility is particularly important as several public paths combine in Swanborough. The Iford Bridleway (IFD3) crosses the C7 at this point and becomes a footpath (IFD2) which continues northbound towards Lewes and southbound towards Iford. Anyone following the route therefore needs to cross the C7 at this point with limited visibility combined with no crossing points and high vehicle speeds. There is also the 370m footpath link across to Kingston (KIN 2).

Swanborough currently has limited visual presence on the C7 - there is PRow fingerpost signage and two residential properties on the C7 junction. The entrance from the C7 is obscured by trees and high hedgerows. On entering Swanborough from the C7, the most notable features are Swanborough Manor, the small green space at the split of Swanborough Drove, the Dove House, and the interesting mixture of residential and light-industrial properties (several of which are former agricultural buildings). There are currently no footways within Swanborough or street lighting.

Consultation Analysis

The consultation responses from Swanborough and Iford were combined, with 31 residents responding in total.



Consultation Excerpts

- "I want to feel safe crossing the road at the entry to Iford and Swanborough and Northease in order to catch the bus, walk the dog etc."*
- "I live in Swanborough and regularly catch the 123 bus into and back from Lewes. Crossing the road into Swanborough is hazardous with corners therefore traffic calming in both directions. Fast"*
- "Turning out of Swanborough at rush-hour in the morning is very difficult at times due to the vast queue of traffic coming up from New Haven. It is also dangerous coming back in the evening and there have been many incidents with cars coming too fast up to cars turning right into Swanborough"*



Analysis

The main settlement of Iford is set back (~100m) from the C7 road and accessed from one of two road access points. There are 210 households in Iford and Swanborough combined (Source: C7 Group), and the village includes several landmarks, including: St. Nicholas Church, Iford Estate, The Iford Estate offices, Reading Room Day Spa, MJ Cable, Exhibit Freight International, Imdex Europe, Reflex Instruments Europe, and The Costume Store. The wide range of land uses and businesses within Iford has quite a pronounced visual impact on the village. There is a strong correlation between the different land uses and their visual impact on Iford: the north of the village is very traditional in appearance with flint stone walls throughout the village, whilst the southern half of the village is where the agricultural and light industrial units are based (several of the light industrial units are located in former agricultural buildings).

Iford is accessed from one of two road access points located at the northern and southern end of Iford – both have 50mph speed limits. There is an approved planning application for a new access road to the C7 (SDNP/20/05439/FUL) which would create a new private road route onto the C7 with no onward links into the village itself (~250m south of the exiting southern route into Iford). There is a single northbound and southbound bus stop located on the C7 at the northern end of the village. A public footpath is routed north-south through Iford running parallel to the C7 (IFD1), and there is a bridleway (IFD13) which goes east from the Farm Hall and heads towards Upper and Lower Rise.

There are some residential properties north of Iford on the eastern side which provide a visual cue to Iford's presence. Otherwise, there is a small fingerpost on the C7 at the northern entrance to Iford and there is a dilapidated bus stop for waiting northbound bus passengers. This section of the C7 is characterised by grassed verges and hedgerows on both sides. Within Iford itself, the key visual characteristics are extensive use of flint walls, both in boundary walls and also within key structures, the open view from St. Nicholas church across to the pasture fields, residential hedgerows, and then

the industrial/agricultural buildings at the southern end of Iford create their own distinctive appearance. Within Iford, there is minimal provision of footway space except for a short section opposite St. Nicholas Church, and there is no street lighting.

Consultation Analysis

Do you have concerns about using the C7 Lewes to Newhaven Road?



Do you feel at ease when you – or others – undertake activities such as driving, cycling, walking or horse-riding along the C7?



Do you feel that steps should be taken to improve the safety of the C7 for all users?



Do you feel that the volume and speed of traffic on the C7 affects your quality of life?



Consultation Excerpts

"There is a very scary junction coming out of Iford on to the C7. I live in Iford but am constantly aware of the traffic noise on the C7"



Northeast

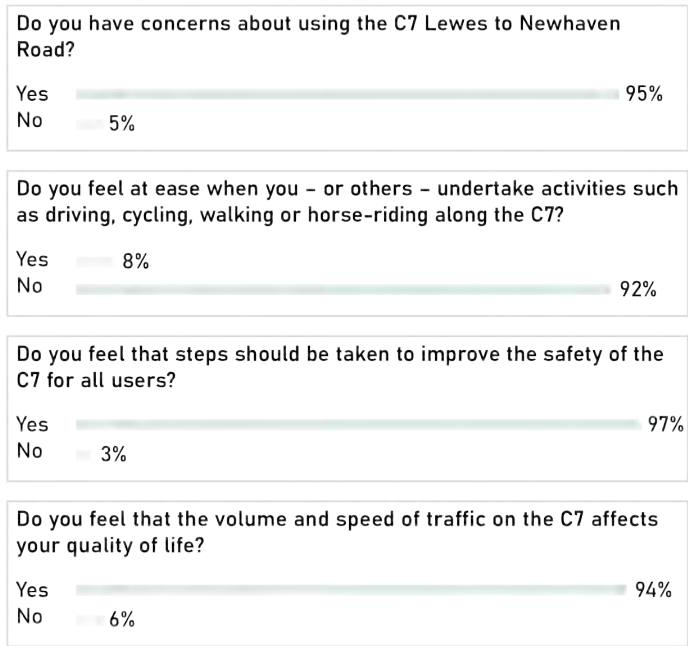
Analysis

The main settlement is accessed by White Way and the adjoining Northeast Manor School is accessed through its own dedicated entrance and exit onto the C7. Northeast's currently has 22 households and there are also several businesses located within Northeast (some of which are located within former agricultural buildings), including: Northeast Farm (working farm), Pads for Labs, ICS (Industrial Construction Sussex Ltd), Southdown Cider, South Downs Automotive (repairs) South Downs Land Rover (repairs), and Kitchen Resins. White Way continues up the hill to Breaky Bottom Vineyard.

Northeast Manor School has its own entrance and exit onto the C7. The school is a specialist day school and therefore important trip generator both for Northeast and also for the wider C7. The schools' status means that its pupils are arriving from a vast area, including Surrey, Sussex and Kent. High reliance of private vehicle access combined with limited on-site parking capacity can cause vehicular traffic to queue on the C7 whilst waiting for a space. There have been several collisions related to 'shunting' at the junction with the C7 where drivers have been queueing on the C7.

Consultation Analysis

The consultation responses from Northeast and Rodmell were combined, with 62 residents responding in total.



Consultation Excerpts

“Crossing the C7 at Northeast to walk to neighbouring villages is extremely dangerous. Pulling out of Northeast is like taking a blind punt every single time. Sometimes it’s fine, often a vehicle will come tearing round the corner and have to break hard as we are pulling out”

“Crossing the C7 on foot from northeast is always a risk, especially with children. Leaving Northeast in the car is also hazardous due to the speed of motorists. Cycling is frightening at the best of times. Posting a letter is scary”

“In order to post a letter at Northeast residents must walk along the edge of the C7 which has no pavement and is frequently overgrown and slippery, while cars come blasting past at high speeds and dangerously close”



Rodmell

Analysis

Rodmell has the most pronounced presence on the C7 corridor of all the settlements (alongside Kingston). There are 172 households in Rodmell which makes it the second largest settlement on the corridor to Kingston. There are several important trip generators in Rodmell which are important to both trips within the C7 and from further afield, most notably: the Abergavenny Arms, Monks House (National Trust), St. Peter's Church, and some B+B's within the village. Monk's House in particular is a major tourist destination in the area with its own dedicated car park within the village and coach drop-off on the C7. The junctions of Mill Lane with C7 both have limited visibility and have been raised as a key issue for residents.

Rodmell (30mph) is the only village with speed limits reduced below 50mph. The 30mph speed limit only applies to the C7 section of Rodmell, and includes advanced signage on the approaches, repeater 30mph road markings, and illuminated speed warning signs at each end of village. Feedback from local residents suggests that the speed limit is regularly ignored by drivers through Rodmell. Bus stop bays are provided at either end of Rodmell for north and southbound services. There are several public paths within Rodmell, including Mill Lane (ROD/13) connecting to the South Downs Way, ROD 2/3/5/6 all located within Rodmell, Bridleway (ROD/1) connecting to the River Ouse and Egrets Way, and the Ouse Valley Footpath (LF4) continuing south to Southease along the C7.

Rodmell has a strong visual presence on the C7 with several contributing factors, including: a reduced speed limit to 30mph, active frontage created by the pub and historic buildings, footways on both sides of the road, and a refuge island. Beyond the C7, Rodmell spans both Mill Lane and The Street which is where the majority of residential properties are located. Mill Lane is a steep climb up the hill which eventually connects with the South Downs Way. There is no footway or street lighting located on Mill Lane. The Street meanwhile is the historic centre of the village and retains much of its historic appearance through extensive of stone flint walls down the hill to the Monk's House car park.

Consultation Analysis

The consultation responses from Northease and Rodmell were combined, with 62 residents responding in total.

Do you have concerns about using the C7 Lewes to Newhaven Road?

Yes 95%
No 5%

Do you feel at ease when you – or others – undertake activities such as driving, cycling, walking or horse-riding along the C7?

Yes 8%
No 92%

Do you feel that steps should be taken to improve the safety of the C7 for all users?

Yes 97%
No 3%

Do you feel that the volume and speed of traffic on the C7 affects your quality of life?

Yes 94%
No 6%

Consultation Excerpts

"The exit from The Street in Rodmell onto the C7 is very dangerous. Traffic coming from Lewes often exceeds 30mph so turning right, towards Lewes is very dangerous"

"The speed is dangerous even through Rodmell they do not slow down. The cyclists should use the provided cycle path where they can"

"Traffic calming measures on the C7 through Rodmell, are ineffective. Turning out of The Street onto the C7 is a nightmare"



Southeast

Analysis

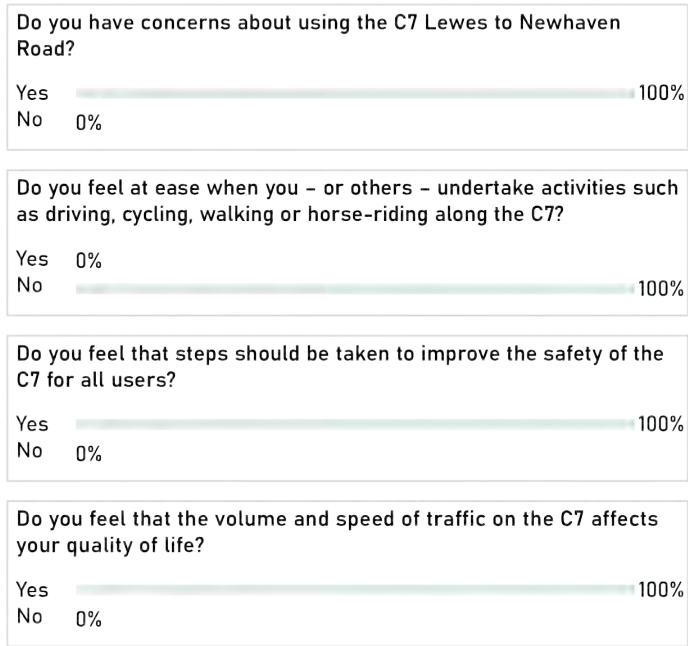
Southeast is hidden away from the C7 down the steep hill towards the River Ouse. There are two junctions onto the C7 at the north and south of Southeast. Currently, there are 20 households in Southeast, and the most notable features are the village green and St. Peter’s Church. The scenic village green is framed by several attractive historic residential properties – several of which have original thatched roofs. Southeast is a key conduit for the South Downs Way particularly because of the Southeast Swing Bridge (350m east of the village) which is the only access point over the River Ouse between Lewes and Newhaven.

Southeast train station (onward connections to Brighton and Newhaven) is located on the eastern side of the bridge as well as the Southeast Youth Hostel. There is no vehicular access between Southeast (/C7) and A26. The station is accessed by the wooden swing bridge, and the level crossing is only accessible for local farm vehicles with permits.

Bus stops are provided on the C7 for north and southbound services however there is no footway access to the stops/shelters. There are currently no footways or street lighting provided within Southeast.

Consultation Analysis

7 residents from Southeast responded to the survey:



Consultation Excerpts

“For both Southeast turnings they are difficult to pull out of onto the C7 – the traffic is very fast round the bends. The turning called “Narrow Road” is particularly dangerous and most villagers won’t use it/advise others not to”.

“We have recently moved to Southeast, and the C7 was a major concern to us during buying the house. The speed of the cars and total disregard for other road users was apparent on every occasion we came to view the house. I am a cyclist and commute to Hove via Telscombe Village crossing the road from Southeast keeps me awake at night”



Telscombe Village

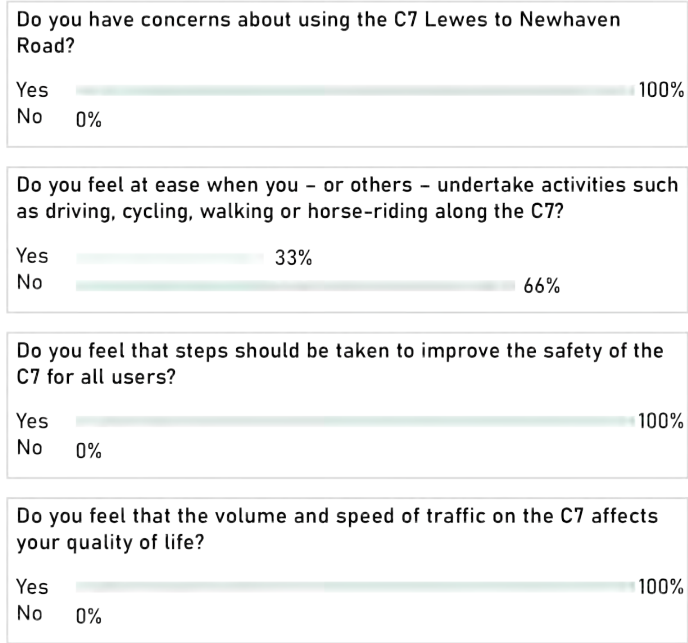
Analysis

Telscombe Village is located above the C7 on the western side and accessed via Gorham's Lane. Gorham's Lane is a narrow access only route with no onward road access - the speed limit within the village is 30mph and 60mph on either side on Gorham's Lane.

There are several onward Public Rights of Way (PRoW) and footpaths which follow on to the west of Telscombe Village and connect to Saltdean and Telscombe Cliffs. Within the village itself, there is Telscombe Village Hall, St. Laurence Church, and Stud Farm Campsite.

Consultation Analysis

3 residents from Piddinghoe responded to the survey.



Consultation Excerpts

“My conclusion on this matter, which I formed many years ago, and which I have recommended to my friends and contacts on many occasions, is that the C7 is a road to strictly avoid at night and during bad weather, and poor light, and should only be used in daytime as an emergency”



Piddinghoe

Analysis

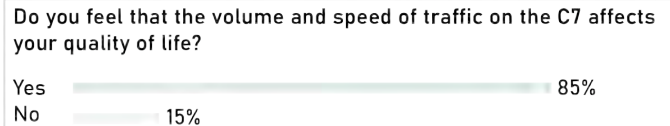
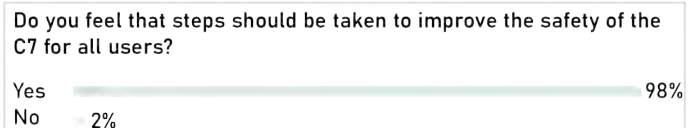
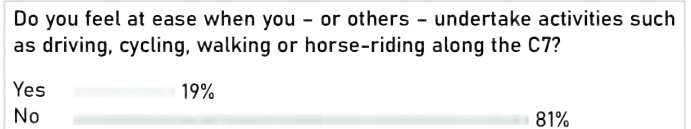
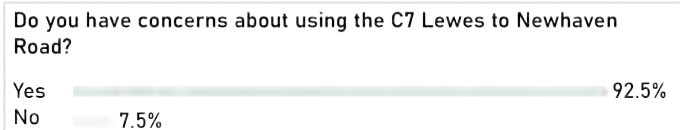
Piddinghoe is the southernmost village on the C7 and also the furthest distance away from any other villages (~1.4 miles to Southease). Piddinghoe is situated away from the main corridor and has accesses onto the C7 at the northern and southern end of the village, and also using Harping Hill Road. There are currently 120 households in Piddinghoe (including Hoddern). Within Piddinghoe Parish, there are several local businesses and destinations, including: Farm Shop, Sailing Club, Hoddern Farm, Halcome Farm, and St. John's Church.

All of Piddinghoe village is covered by a 20mph speed limit zone, however the parallel section of the C7 is still a 50mph speed limit. Beyond the speed limit signage at either end of the village, there are no other features in between to reduce vehicle speeds. There are currently no footways or street lighting within the village. There is a single road through the village with several smaller residential cul-de-sacs attached. Several public paths are routed through Piddinghoe and across the C7 including: Sussex Ouse Valley Way, Bridleways (PID/4), and Footpaths (PID/9/10/11/13). The Egrets Way passes through Piddinghoe village and connects onwards to the south to Newhaven via , whilst there is currently a gap in provision to connect the route coming north from Piddinghoe onto the off-road path.

Piddinghoe benefits from being located away from the C7 and general traffic volumes are therefore significantly lower compared to other villages on the corridor. The 20mph speed limit further promotes an environment in which people are prioritised over vehicular traffic. The junctions onto the C7 have poor visibility on corners and are also uphill which further reduces visibility.

Consultation Analysis

53 residents from Piddinghoe responded to the survey:



Consultation Excerpts

"Often very difficult to join the C7 from the north end of the village. Speed and volume of traffic adjacent to our house causes a lot of noise"

"Walking into Piddinghoe or into Newhaven if I go along the C7 is very frightening. There is no pavement on some sides of the road and where there is a verge it is so overgrown that one has to step into the road, in front of oncoming traffic, not facing it. In particular, crossing the C7 to get to the bus stop is not a safe experience - you can't see which traffic is coming because of the bends"

"Turning right from the village to go towards Lewes is very scary as traffic coming round the bend and driving at 50 mile per hour. Also groups of cyclists making it hard to over take safely, although many drivers take that risk"



Beyond the C7

It is important to recognise the role of the C7 as a conduit to wider strategic routes in the area and to consider the needs of groups wanting to access the C7 from further afield. This analysis concentrates on identifying key features which contribute to this wider role including: nearby settlements, walking and cycling trails, and the local road network. There is also some overlap between this analysis and the 'Full C7 Corridor' scale particularly in regard to barriers to movement and how the study area is accessed.

- **Major Road Links:** The C7 provides road connections to the A27 (via Kingston and the Ashcombe Roundabout), Lewes (via Kingston Road), and Newhaven (onto A259 roundabout). The Ashcombe Roundabout is the main junction connecting Kingston/A27 bypass/ Lewes (via Brighton Road (A277)). The approaches to the roundabout are signal controlled on the eastbound A27 approach and the Brighton Road approaches. The signalling provides gaps in the traffic flows to allow the westbound A27 and Kingston Road traffic to enter the roundabout.
- The Kingston Road link into Lewes connects into the roundabout with Southover High Street (B2193) and Bell Lane. Southover High Street provides an onwards link to Lewes Town Centre and the Railway Station, and onwards to the north and east of Lewes, and then onto the A26. Bell Lane joins up to the north and east of Lewes via Nevill Road, and ultimately connects onwards to Cooksbridge (via A275).
- The C7 connects into Newhaven via the A259 one-way gyratory which dominates the town centre. The gyratory connects onwards westbound to Newhaven/ Saltdean, and ultimately Brighton. The A259 eastbound link to Seaford and beyond to Eastbourne. The A26 runs parallel to the C7 on the eastern side of the River Ouse connecting Lewes and Newhaven. The A26 is only accessible via the Beddingham Roundabout (junction w/ A27) at the north, and via Newhaven (A259) to the south.
- **Public Rights of Way (PRoW):** there is an extensive PRoW network within and beyond the C7 and this is a key attraction for many visitors to and through the C7. A majority of the routes are

either running parallel to the C7 or at a tangent, with only a few short sections of routes actually using the C7. The interface between the PRoW network and the C7 is particularly important where crossings of the C7 are required e.g. Swanborough, Southease, and Northease. There are currently no controlled crossing points to support these crossings, and users of the PRoW therefore have to cross with general traffic.

- **Public Transport:** Southease train station is 800m from Southease village and accessible via the Southease Swing bridge which is a Grade II listed structure. Vehicle access to the station is very limited, however the station is accessible for pedestrians and cyclists. The station provides rail links to Brighton (23 minutes) and Seaford (14 minutes). The Compass Bus 123 provides a service between Lewes and Newhaven along the C7.
- **Local Road Links:** Beyond the C7's links to Lewes and Newhaven, the other local road link is the access-only route for vehicular traffic up to Telscombe Village.
- **Nearby settlements:** The local PRoW and path network provide traffic-free routes to nearby settlements beyond the C7, including: Telscombe Village, Peacehaven, and Woodingdean.



Vision + Strategy

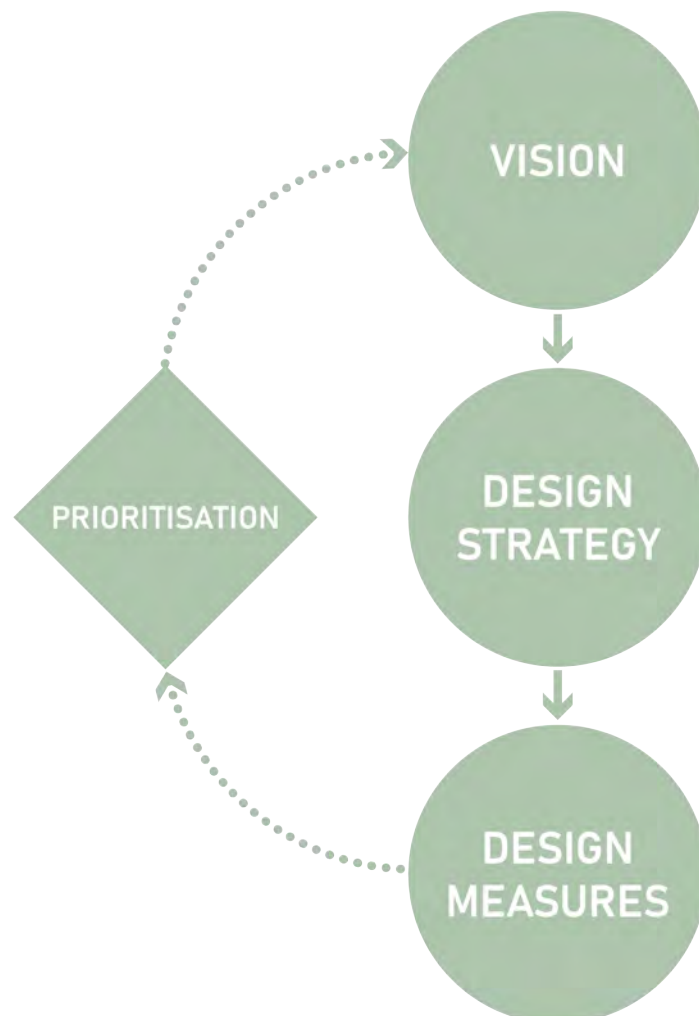
The Safer C7 Project outlines its aims for the future of the C7 corridor:

"We want to bring about driver behaviour and vehicle speeds which are appropriate for the location and nature of the road. This would enable all road users, including cyclists, equestrians and pedestrians, to enjoy the special qualities of this part of the National Park and, at the same time, improve the quality of life for people living and working near this road while helping to invigorate the local economy of the lower Ouse Valley"

The aim of the project therefore is to translate the above vision into a Design Strategy which contains prioritised design recommendations. The Design Strategy will outline the key methods for realising the above vision. The design recommendations in turn will be the means of realising the the Strategy

and Vision on the ground. The Design Strategy and Measures are introduced overleaf, and then supported by precedent design measures later in the chapter.

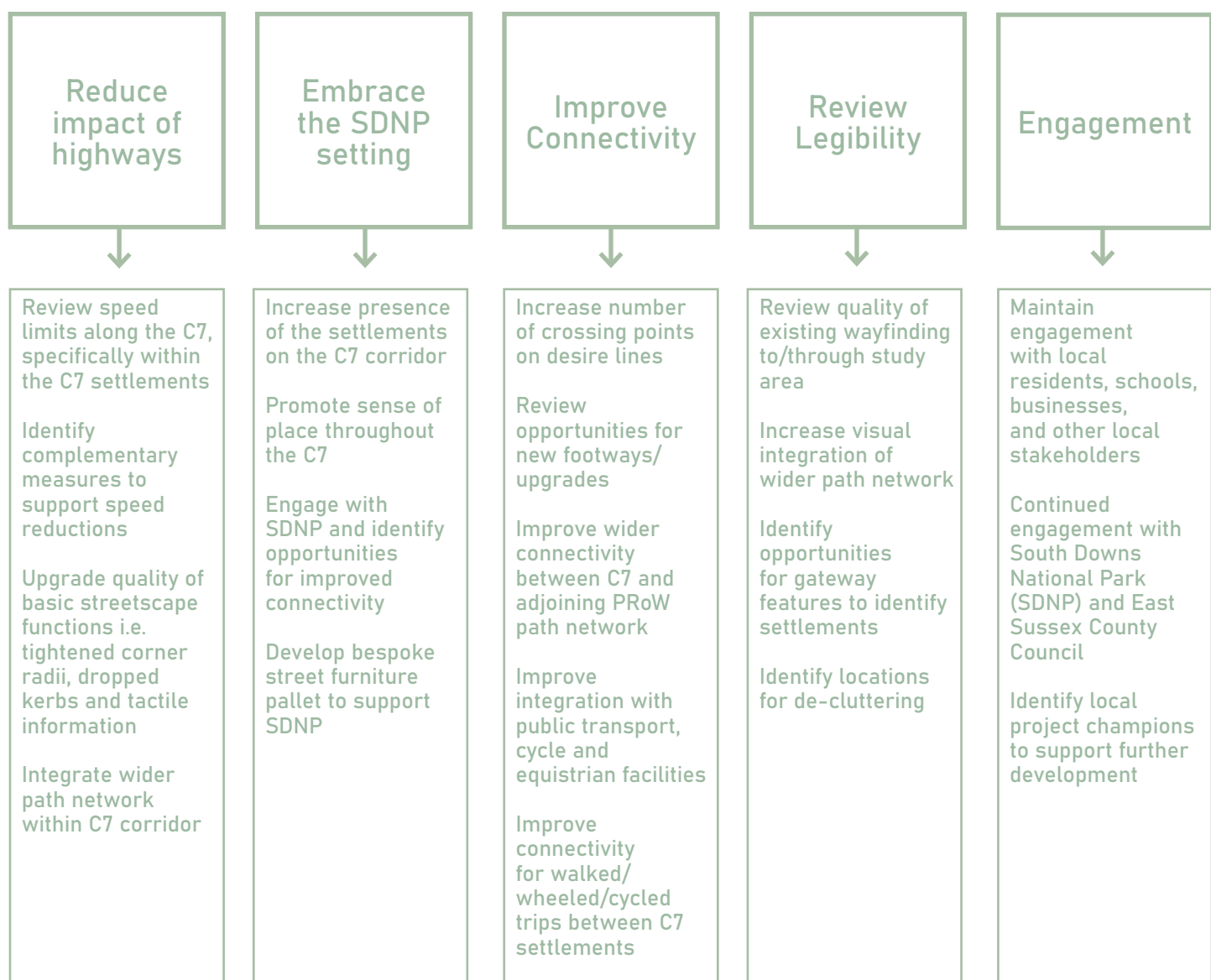
Based on discussions with the C7 Working Group, we have agreed that the Design Strategy should reflect the existing local policy framework, specifically the draft LTP4, to maximise its compatibility and application of ESCC's policies.





Based on a combination of the findings from the baseline analysis and initial engagement, we have developed a design strategy using the below principles which are each supported by design recommendations. The intention is the principles support the realisation of the C7's Vision for the project, and that each principle is then supported by more detailed design recommendations.

The remainder of this chapter focusses on developing the design strategy and identifying appropriate design precedents. To initiate discussions on the strategy and design recommendations for the C7, we have collated a series of precedent examples overleaf. The selected examples range in design ambition, cost and complexity. However, they have all have a common aim of improving the quality of local streetscapes in rural settlements.





Precedent Schemes

To initiate discussion on the strategy and design recommendations for the C7, we have collated a series of precedent schemes from across the UK. The selected examples range in design ambition, cost and complexity. However, they all have a common aim of reducing the impact of vehicular traffic and improving the quality of local streetscapes in rural settlements. The selected examples can generally be grouped into at least one of the below headings.

- A. **De-Clutter** - these examples would concentrate on reducing the volume of unnecessary and/or surplus signage along the corridor. Cumulatively along the C7, there are many instances of locations where signage detracts from the bucolic qualities of the corridor and reinforce an environment which is designed primarily for vehicular traffic. The intention of the measures therefore is to reduce the visual impact and volume of the signage and road markings to reinforce the measures described below. De-Cluttering would require discussions with ESCC to identify potential signage but should be a relatively low-cost intervention.
- B. **Presence on the C7 and Positive Street Furniture** - the baseline analysis highlighted how the C7's settlements currently have very limited visual presence on the corridor itself. This combined with the previous point reinforces the dominance of vehicular traffic using the C7. These measures would aim to promote the presence of the settlements on the corridor, and in doing so, create visual cues for reducing traffic speeds on the C7. Initially, the recommendation would be to focus on enhancing existing features, such as bus shelters and crossing points. The approach could be further developed by introducing new features to further promote visual presence, including public seating, wayfinding etc.
- C. **Streetscape Design Improvements** - we have identified a range of measures which would seek to promote an improved 'sense of place' along the corridor and create designs which are sympathetic to the setting of the C7's settlements. These recommendations would be an extension of those measures identified elsewhere in this section. We would anticipate focussing particularly on junctions along the corridor as these individually act as gateways into the C7 settlements and also cumulatively would promote the presence of the settlements on the corridor.
- D. **Speed Reduction Measures** - the current speed of vehicular traffic on the C7 was a key theme during the previous public engagement exercise. The baseline analysis also identified that 40mph and 50mph are the predominant speed limits along the main C7 corridor, except for Rodmell. These higher speed limits reinforce an image that vehicular traffic is the priority along the corridor, and create hostile conditions for walked, wheeled, cycle and equestrian trips trying to use/cross the C7 in these sections. Identifying a more appropriate speed limit which is consistent to this project's aims underpins all of the other design recommendations in this section.
- E. **Traffic Reduction Measures** - this would be the most ambitious set of measures that would aim to reduce the overall volumes of vehicular traffic using the C7. The intention being that vehicular traffic currently using the C7 would instead be re-routed onto the surrounding main road network i.e. A26 and A27. These proposals would seek to remove general traffic access through the corridor but would maintain access for local residents and businesses, public transport and emergency services. These proposals would need close interrogation to establish whether reduction of vehicular traffic flows would indeed help to address the overarching aims of this project. Any such proposals would require extensive public engagement and liaison with local communities and ESCC as the highways authority. These measures would be controversial and the mechanics of introducing such measures could be complex, especially in regard to maintaining access for local residents and businesses, public transport and emergency services.



The examples have been presented in an order which is generally aligned with the relative cost and impact of the selected examples. We have provided a description of each measure for context and also included additional examples/locations of such measures (where applicable). Where possible, we have tried to reference local examples to demonstrate that these measures can be achieved in the local area. The selected examples are intended to be illustrative and show potential options for the C7 corridor rather than be prescriptive responses.

A. De-Clutter

Inadvertently, combinations of street signage, road markings and other features can cumulatively create 'street clutter' which in time can dominate the character and feel of a streetscape. In a setting such as the C7, there is the added point that this street clutter is considered incongruous with the rural setting. Addressing issues of street clutter can be a low-cost and short-term measures to demonstrate improvement in an area. 'De-Cluttering' can also provide an opportunity to replace existing street clutter with more positive street furniture (see next section).

1. Rodmell: An example of existing signage clutter in Rodmell which could be rationalised and be sympathetic style
2. Southease: Example of sympathetic signage welcoming visitors to Southease albeit with the main message focussed on parking on the village green.

B. Presence on the C7 and Positive Street Furniture

A key observation from the baseline analysis was the limited role of 'presence' and 'active frontage' along the C7 corridor from the local settlements. Cumulatively, the majority of settlements, except Kingston and Rodmell, provide minimal visual cues to users of the C7 of their presence. This combined with high speed limits reinforces the dominance of the road function along the C7.

Promoting a sense of place and active frontage on the C7, specifically within the main settlements, will

help to instigate a change in the visual identity to users of the corridor. This approach could be through a combination of a variety of measures, including:

- Positive Street Furniture: this could include upgrades to bus shelters, installation of resting points and public seating. These measures would promote more active use of the corridor and in turn create presence.
- Wayfinding Signage: Wayfinding is provided for each of the settlements however it is often difficult to locate and does not reinforce the presence of the settlements. Instead, more pronounced wayfinding signage would highlight the location of the settlements and create a more attractive entry point. As well as identifying settlements, the branding should highlight the extensive PRow network which spans the C7.
- Active Frontage: This would focus on existing buildings along the corridor to have more of a visual presence on the corridor and therefore help promote the sense of place. This approach should include key buildings along the corridor including (but not limited to) pubs, schools, and local businesses.

Details of selected examples:

3. Buriton: Combination of wayfinding and traffic calming to reduce driver speeds on approaching the village centre
4. West Meon: Removal of centre-line road markings, complementary 'buff' surfacing throughout the junction, and additional space for the pub's outdoor seating
5. Thorpeness: Example of high-quality and bespoke wayfinding used to welcome visitors to the town (similar signage is used through villages in east Suffolk)
6. RHS Bridgewater: Wayfinding and information boards have been used to welcome visitors and help orientate themselves within the wider site.



1. Rodmell, C7



2. Southease, C7



3. Buriton, Hampshire



4. West Meon, Hampshire



5. Thorpeness, Suffolk



6. RHS Bridgewater, Manchester

C. Streetscape Design Improvements

These measures would focus on promoting an environment which is safer for all user groups. This could be achieved through a variety of measures, including: improved junction designs, priority junctions, footway widening, and additional crossing points.

1. Buriton, Hampshire: the priority layout in Buriton was installed outside the Five Bells pub in advance of the local primary school. The priority reduces driver speeds through the settlement outside one of its key buildings. Buriton is covered by a 30mph speed limit.
2. Pattingham, Staffordshire: This is an example of 'priority working' whereby grass verges have been installed to physically narrow the carriageway on Burton Road. This arrangement has been installed to encourage drivers to slow down and give way – Burton Road is a 30mph road. This particular example has been included as it has been installed with minimal road markings or signage, except for wooden bollards which have small reflective strips included. Several of these verge build-outs have been installed along this section of road in Pattingham.
3. Hamble-le-Rice, Hampshire: The local centre in Hamble-le-Rice uses high quality paving throughout to unify the streetscape and minimise the visual distinction between footways and carriageways. This in turn induces a calmed and more shared environment between drivers, pedestrians, and cyclists.

D. Speed Reduction Measures

Reducing speed limits along the corridor and creating a consistent range of limits would underpin the delivery of all the selected project examples in this chapter. Speed reduction measures will require a combination of reducing the current speed limits whilst also supplementing these with physical measures to reduce driver speeds, particularly around the C7 settlements.

4. Goring upon Thames, Oxfordshire: Since 2022,

Oxfordshire County Council has initiated its 'Vision Zero' policy. The policy promotes town/parish councils to nominate themselves to the County Council for consideration of installing settlement-wide 20mph speed limits. As well as local support, the proposed area must have a maximum existing speed limit of 40mph, be within a built-up settlement, and be in an environment that justifies a lower speed limit. If approved, some new sections of 20mph limit are bookended by short sections of 30mph to act as a transition from higher speed limits on approaching roads. OCC has allocated £8m to deliver the 20mph programme. To date, the measures have focussed on only introducing the new speed limits without the introduction of any additional traffic calming measures.

5. Bucklebury Quiet Lanes, West Berkshire: Quiet Lanes can be used in rural settings to raise awareness of pedestrians, cyclists and equestrians that might be using rural lanes. They should be used in conjunction with reduced speed limits (max. 30mph) and reduced flows of vehicular traffic (2000vpd). This example from Bucklebury has been used on a series of connected lanes around the edge of the village. The Quiet Lanes designation has been supplemented by traffic calming and gateway measures along the route to raise awareness of the measures.

E. Traffic Reduction Measures

These measures would be the most ambitious and seek to reduce volumes of vehicular traffic on the C7.

6. Baldon Modal Filter, Oxfordshire: This is an example of a rural modal filter where through-traffic access is removed between A4074 and B480. The filter removes through-traffic in the villages of Marsh Baldon/ Baldon Row/ Toot Baldon. Signage is provided at either side of Baldon to notify drivers there is no through-access. This restriction is also acknowledged in sat-navs to reduce drivers being routed through Baldon. The restriction is not reinforced with any design measures.



1. Buriton, Hampshire



2. Pattingham, Staffordshire



3. Hamble-le-Rice, Hampshire



4. Goring, Oxfordshire



5. Bucklebury, West Berkshire



6. New Baldon, Oxfordshire

Design Plan

The combined Vision, Design Strategy and Precedent Schemes were used to inform the Design Development for the C7. A 'Costed Design Plan' was one of the projects key outputs to be developed by PJA, with the intention to use the Design Plan to apply for future funding opportunities. The Design Plan will be developed with the C7 Project Group and structured on short, medium and longer term options for delivery.

At the outset of Design Development, PJA prepared an initial 'long-list' of design recommendations. This 'long-list' was intended to provide a wide selection of options which ranged from minor improvements, such as footway de-cluttering, through to more transformational measures such as streetscape improvements and speed limit reductions. The Long-List was shared with the project working group for comment before being presented to a wider audience, including: representatives of South Downs National Park and East Sussex County Council, as well as the C7 Project Advisory Group.

The Design Plan is summarised on the following pages.



20mph speed limit (with camera enforcement), Nuneham Courtenay (Oxfordshire)



Priority Working on approach into Great Casterton (Rutland)



South Downs National Park Entry Signage (SOURCE)

Design Policy Framework

An important consideration throughout the development of the design recommendations will be the wider design policy framework. This framework establishes the design guidance and criteria which the C7's recommended measures will need to be at least mindful of, if not fully cognisant with. This section provides an overview of the key policy documents and their relevance to the C7.

- "Roads in the South Downs" (2015)
- SDNPA Design Guide Supplementary Planning Document (SPD) (2022)
- Manual for Streets 1 (MfS1) and Manual for Streets 2 (MfS2)
- Traffic Signs Regulations and General Directions (TSRGD)
- Countryside and Rights of Way Act 2000 (CROW Act 2000)

"Road in the South Downs" (2015)

The guidance aims to raise awareness of best practice for rural road design and management for highway authorities, the National Park Authority and all the communities within the area. The guide recognizes and highlights the key role played by roads and highways in forming the immediate foreground for most visitors to the Park.

The guidance advocates an approach based on careful analysis of appropriate design speeds for traffic combines with an emphasis on distinctive place-making, village entrances and an integration of roads and streetscapes with their surrounding buildings, features and landscape elements.

- Maintaining a clear distinction between single-purpose, high-speed strategic routes, and the "public realm" associated with the mixed use, slower speed network. Careful co-ordination between highway authorities is needed to contain highway elements tightly within strategic route corridors
- A preferred "design speed" is a key starting point. Any adaptations and modifications to the public realm should begin with an understanding of the intended speed for vehicular traffic rather than maximum speed limits

- In place of standardised, "anywhere" road design, every element of the highway environment should aim to reinforce the distinctive context of its location within the National Park. Context-specific design lies at the heart of this guide
- Maximum engagement with local communities to capture local energies, knowledge and enthusiasm as resources allow

SDNPA Design Guide Supplementary Planning Document (SPD) (2022)

The SDNP adopted the SPD in July 2022 which includes guidance on a number of key design issues related to the C7, including: "Access and Permeability", 'Active Frontages', 'Public Realm', 'Streets', 'Green and Blue Infrastructure' .

Manual for Streets 1 (MfS1) and Manual for Streets (MfS2)

This Design Guide has been written to be fully in line with the principles of Manual for Streets (MfS) and Manual for Streets 2 (MfS2), which are supported by the County Council. The Chartered Institute of Highways and Transportation (CIHT) are currently developing a new Manual for Streets. The revised Manual for Streets will update and bring together the existing Manual for Streets and Manual for Streets 2 under the name 'Manual for Streets'. It is not expected that any of the principles will change, but if necessary updates will be made to this guide to reflect any changes. Streets and roads make up around three-quarters of all public space - their design, appearance, and the way they function have a huge impact on the quality of people's lives as well as economic and social vitality and environmental sustainability. Getting the technical advice right and making sure it is used is therefore crucial to deliver better public spaces.

Traffic Signs Regulations and General Directions (TSRGD)

The Traffic Signs Regulations and General Directions (TSRGD) gives advice to traffic authorities and their agents on the correct use of signs and road markings. Deviating from the precise guidance in

the Traffic Signs Manual is not necessarily unlawful, however, as long as it is not contrary to any regulations or directions set out in the TSRGD. On the use of warning signs, Chapter 4 states:

'To be most effective, however, they should be used sparingly. Their frequent use to warn of conditions that are readily apparent tends to bring them into disrepute and detracts from their effectiveness, unjustified signing should not be used at individual locations simply in response to complaints from the public.'

Countryside and Rights of Way Act 2000 (CRoW Act 2000)

The CRoW Act came into force in November 2000. Part IV (sections 82 to 93) of the Act covers AONBs. Section 85 sets out the responsibilities all public bodies in relation to Areas of Outstanding Natural Beauty:

'In exercising or performing any functions in relation to, or so as to affect, land in an area of outstanding natural beauty, a relevant authority shall have regard to the purpose of conserving and enhancing the natural beauty of the area of outstanding natural beauty.'

Interpretation of duty to the AONB

The CRoW Act places a requirement on authorities to consider the conservation and enhancement of the AONB in everything they do that affects the area. This means that, to satisfy the legislation, policies that a highway authority generally applies across its area must be specifically reviewed before being used in the AONB. The organisations covered by the Act are outlined in Appendix 1.

Settlements and roads within the AONB should be subject to a signs audit to ensure that they are not oversigned and, in particular, that old, redundant signs, such as 'New road layout ahead' have been removed.

