

## Introduction

Traffic associated with the Primary Shopping Core may be categorised into three groups:

- Through Traffic - Probably the bulk of the traffic using the Lymington Road is through traffic; traffic originating outside of Highcliffe and travelling to destinations outside of Highcliffe
- “Centre” Traffic - This category includes traffic which travels specifically to Highcliffe as a destination; this includes those who wish to visit the facilities in the shopping core. It will include an element of local traffic.
- Local Traffic - This category includes residents’ vehicles which originate within the immediate area of Highcliffe Shopping Centre and travel to destinations outside of Highcliffe and return later. A proportion of this category will use the Lymington Road whilst some – particularly those traveling east to west will use the local rat runs for preference. Those travelling west to east are more likely to drive through the centre.

## The Problems

The traffic passing through the shopping centre results in a number of problems for drivers.

- Difficulty parking on-street
- Difficulty exiting side roads and private car parks
- Slow-moving traffic leads to frustration

Traffic reduces the quality of the shopping experience:

- Pedestrians have difficulty in crossing the road except at crossings – may be more difficult with fast moving traffic).
- Noise (engine and road noise).
- Pollution (increases with slow-moving traffic).
- Traffic (particularly HGVs) intimidates pedestrians where the pavements are narrow.

The volume of traffic and its speed have a significant influence.

## Causes of Congestion

A high volume of traffic is likely to result in congestion and queues of traffic forming due to:

- Sea Corner Traffic Lights
- Pedestrian Crossings
- On-street parking
- Bucehayes Close and Stanley Road
- Wide HGVs and Buses

## Threats

It is a reasonable assumption that the volume of traffic is likely to increase. Also the proportion of HGVs is likely to increase and will be affected by plans to increase gravel extraction and by construction traffic if Navitus Bay is approved.

## Objectives

- To minimise the volume of traffic using the stretch of Lymington Road through the primary shopping core
- To aim for a maximum speed of 20mph through the shopping centre
- To restrict HGV traffic (the A337 is a lorry route so HGVs cannot be prohibited from using the road)

## Solutions

Regular users of the local road system often find their own solution to local problems. In the case of Highcliffe some drivers will use the “rat runs” to the north and south of the Lymington Road. Greater use has been made of the Ringwood Road between the Milestone Roundabout and the A35. HGVs have continued to use the A337 or have made use of the Ringwood Road route; they do not use the

southern rat run around Wharnccliffe Road. The rat runs result in additional mileage and drivers tend to speed whenever possible.

. A number of options involve the introduction of one way systems (Figure 1). Annex A lists the perceived functions of the key roads feeding the Traffic System. Annex B lists groups of roads. Annex C presents a qualitative analysis of the traffic flows at the junctions of one of the one-way options. Without traffic data it is impossible to come to quantitative evidence of the effect of these options since the traffic flows are complex and seasonal. A Strength/Weakness analysis (Annex D) has been carried out of the various options which are currently used or could be considered.

### **One Way Systems**

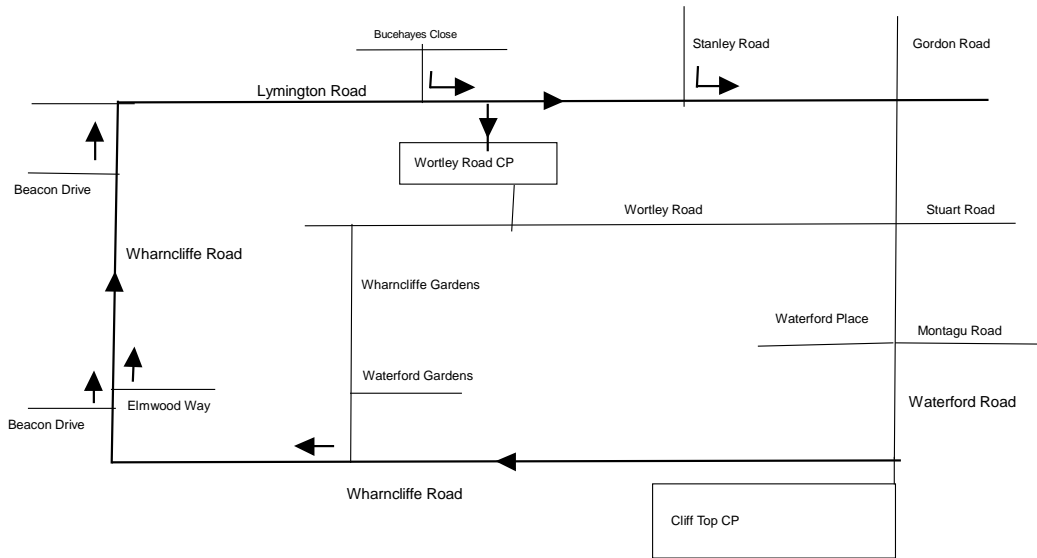
The main advantage of the one way systems is that traffic flows are in just one direction. However , the volume of traffic in that single direction will be increased by traffic having to use the loop to reach their destination. For example (with Lymington Road one-way eastwards) Beacon Drive traffic for the Medical Centre will need to return via the Lymington Road and Wharnccliffe Road – an additional distance of more than a mile. The qualitative analysis presented in Annex C demonstrates this aspect. It would be expected that congestion would again be a problem and that additional traffic lights would be required at the Wharnccliffe Road/Lymington Road Junction resulting in further congestion.

The over-riding disadvantage is that the one-way systems are unsuitable for HGVs. This assertion is supported by the preference of HGV drivers to use the existing A337 or the Ringwood Road.

### **Preferred Solution**

The preferred solution is to formalise what is happening in practice – the greater use of the Ringwood Road by through traffic and in particular by the HGVs. This could be done by reclassifying the Ringwood and Lymington Road and setting a weight limit on the Lymington Road except for access.

### ONE WAY SYSTEM LYMINGTON ROAD EASTBOUND



### ONE WAY SYSTEM LYMINGTON ROAD WESTBOUND

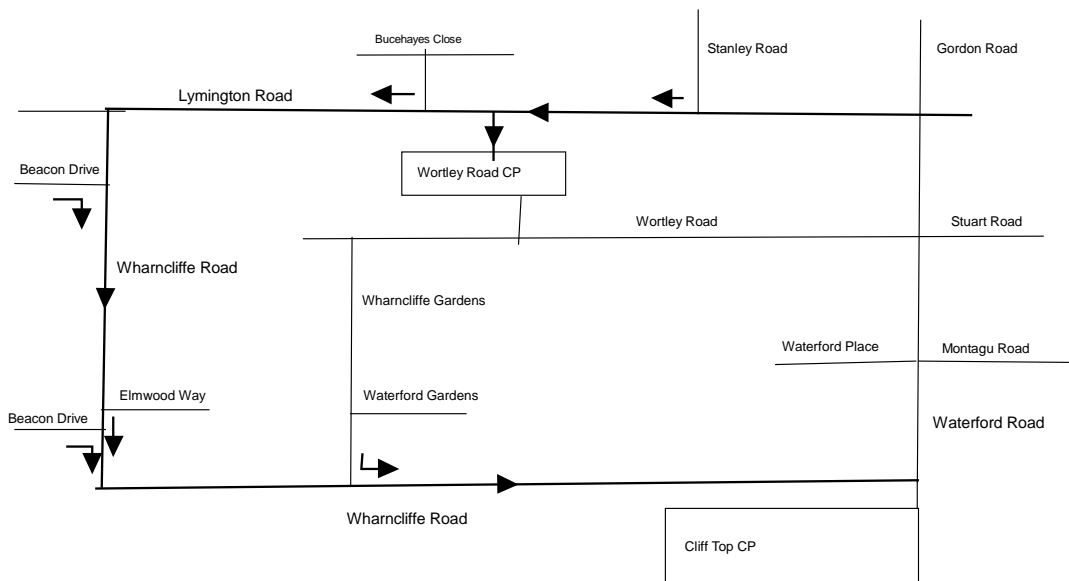


FIGURE 1. SCHEMATIC OF ONE-WAY SYSTEMS

ANNEX A

**ROAD FUNCTIONS**

ROAD	FUNCTION	DESTINATIONS IN ROAD	PARKING
<b>Lymington Road</b> (Wharncliffe Road Junction to Sea Corner)	1. Through traffic 2. Only Access to: <ul style="list-style-type: none"> <li>• Buce Hayes Close</li> <li>• Stanley Road (Close)</li> </ul> Wortley Road CP (access only)	Residential Highcliffe Medical Centre Christchurch Day Centre Rainbow Nursery The Globe Premier Inn Methodist Church Napoleon's Sports and Social Club Shops Offices Cafes Takeaways Services	On-road in bays On-road in Lay-bys Private car parks off-road
<b>Lymington Road</b> (Sea Corner to Milestone Roundabout)	1. Through traffic 2. Only access to: <ul style="list-style-type: none"> <li>• Seaton Road</li> <li>• Seaton Close</li> <li>• Poplar Close</li> <li>• Holme Road</li> </ul> 3. Access to: <ul style="list-style-type: none"> <li>• Stuart Road</li> <li>• Mill Lane</li> <li>• Chewton Common Road</li> </ul>	Residential Shops (Between Sea Corner and Seaton Road) Offices (Between Sea Corner and Seaton Road) Cafes Takeaways Services	Private forecourts Private car parks
<b>Cordon Road</b>	1. Local traffic 2. Links Lymington Road to Chewton Common Road	Residential Highcliffe Library	
Mill Lane	1. Local traffic Access to: <ul style="list-style-type: none"> <li>• Montagu Road</li> </ul> Only access to: <ul style="list-style-type: none"> <li>• Abingdon Drive</li> <li>• Studley Close</li> <li>• Loraine Close</li> <li>• Chewton Lodge</li> </ul>	Residential	No Restrictions

<p><b>Montagu Road</b> (Mill Lane to Waterford Road)</p>	<p>1. Local traffic 2. Only access to:</p> <ul style="list-style-type: none"> <li>• Bute Drive</li> <li>• Marryatt Court</li> <li>• Jays Court</li> </ul>	<p>Residential</p>	
<p>Waterford Road</p>	<p>Local Traffic Access to:</p> <ul style="list-style-type: none"> <li>• Wortley Road (CP)</li> <li>• Stuart Road</li> <li>• Montagu Road</li> <li>• Wharncliffe Road</li> <li>• Cliff top CP &amp; Cliffhanger</li> </ul> <p>Only access to:</p> <ul style="list-style-type: none"> <li>• Waterford Place</li> </ul>	<p>Residential Cliff top CP &amp; Cliffhanger Wortley Road CP via Wortley Road Shops (limited)</p>	
<p>Wharncliffe Road</p>	<p>1. Local traffic 2. Only access to:</p> <ul style="list-style-type: none"> <li>• Beacon Drive</li> <li>• Oakleigh Way</li> <li>• Maple Close</li> <li>• Ranelagh Road</li> <li>• Arundel Way</li> <li>• Elmwood Way</li> </ul> <p>Access to:</p> <ul style="list-style-type: none"> <li>• Wharncliffe Gardens</li> <li>• Waterford Road</li> <li>• Cliff Top CP</li> </ul>	<p>Residential Cliff top CP &amp; Cliffhanger Wortley Road CP (via Wharncliffe Gardens and Wortley Road)</p>	<p>In marked bays alongside Recreation Ground On-road parking out of season.</p>
<p>Wharncliffe Gardens</p>	<p>1. Local traffic 2. Only access to:</p> <ul style="list-style-type: none"> <li>• Waterford Gardens</li> </ul>	<p>Residential</p>	<p>On-road parking out of season</p>
<p>Wortley Road</p>	<p>1. Local Traffic 2. Links Wharncliffe Gardens and Waterford Road 3. Access to CP</p>	<p>Residential Wortley Road Car Park (Parking and Deliveries to Stores)</p>	<p>In marked bays Wortley Road Car Park</p>

ANNEX B

ROAD GROUPS

ROAD	ASSOCIATED GROUP
Beacon Drive <sup>+</sup>	Beacon Drive Maple Close Oakleigh Way Arundel Way Ranelagh Road
Centre +	Lymington Road Centre Bucehayes Close Stanley Road
Mill Lane <sup>+</sup>	Mill Lane Abingdon Way Lorraine Close Studley Close
Montagu Road <sup>+</sup>	Montagu Road Bute Drive Jays Court Marryatt Court
Waterford Road <sup>+</sup>	Waterford Road Wortley Road Waterford Place
Waterford Road <sup>++</sup>	Waterford Road Wortley Road Waterford Place Stuart Road Montagu Road <sup>+</sup> Mill Lane <sup>+</sup>
Wharncliffe Gardens <sup>+</sup>	Wharncliffe Gardens Waterford Gardens Wortley Road
Wharncliffe Road <sup>+</sup>	Beacon Drive <sup>+</sup> Elmwood Way Wharncliffe Gardens <sup>+</sup> Wharncliffe Road

**ANNEX C JUNCTION FLOWS**

Note. A "+" denotes the accumulation of roads which feed off the named road (see Annex B).

**LYMINGTON ROAD/WHARNCLIFFE ROAD JUNCTION**

**LYMINGTON ROAD**

Lymington Road West	Lymington Road East																				
<p><b>Eastbound into Junction</b></p> <table border="1"> <tr><td>Through Traffic</td></tr> <tr><td>Highcliffe Centre Traffic (including from Wortley Road Car Park)</td></tr> <tr><td>To Cliff Top Car Park</td></tr> <tr><td>Traffic to Recreation Ground</td></tr> </table> <p><b>Westbound away from Junction</b></p> <table border="1"> <tr><td>through traffic</td></tr> <tr><td>From Cliff Top CP</td></tr> <tr><td>Local traffic Wharncliffe Road + &amp; Waterford Road +</td></tr> <tr><td>From Wortley Road CP</td></tr> <tr><td>returning from Highcliffe Centre destinations</td></tr> <tr><td>Local Traffic from Centre + Westbound</td></tr> </table>	Through Traffic	Highcliffe Centre Traffic (including from Wortley Road Car Park)	To Cliff Top Car Park	Traffic to Recreation Ground	through traffic	From Cliff Top CP	Local traffic Wharncliffe Road + & Waterford Road +	From Wortley Road CP	returning from Highcliffe Centre destinations	Local Traffic from Centre + Westbound	<p><b>Eastbound Away From Junction</b></p> <table border="1"> <tr><td>Through Traffic</td></tr> <tr><td>Highcliffe Centre Traffic including to Wortley Road Car Park</td></tr> <tr><td>Local traffic Wharncliffe Road + travelling to Highcliffe Centre</td></tr> <tr><td>Local traffic from Waterford Road + travelling to Highcliffe Centre</td></tr> <tr><td>Local traffic Wharncliffe Road + travelling to the East</td></tr> <tr><td>To Cliff Top Car Park</td></tr> <tr><td>Traffic from East travelling to Highcliffe Centre via Wharncliffe Road</td></tr> <tr><td>Traffic to Recreation Ground</td></tr> <tr><td>Returning Eastbound traffic from Centre +</td></tr> <tr><td>Returning Local Traffic from Centre + from West</td></tr> </table>	Through Traffic	Highcliffe Centre Traffic including to Wortley Road Car Park	Local traffic Wharncliffe Road + travelling to Highcliffe Centre	Local traffic from Waterford Road + travelling to Highcliffe Centre	Local traffic Wharncliffe Road + travelling to the East	To Cliff Top Car Park	Traffic from East travelling to Highcliffe Centre via Wharncliffe Road	Traffic to Recreation Ground	Returning Eastbound traffic from Centre +	Returning Local Traffic from Centre + from West
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**WHARNCLIFFE ROAD - NORTHBOUND INTO JUNCTION**

Westbound	Eastbound											
<table border="1"> <tr><td>through traffic</td></tr> <tr><td>From Cliff Top CP</td></tr> <tr><td>Local traffic Wharncliffe Road + &amp; Waterford Road +</td></tr> <tr><td>Local traffic from Waterford Road +</td></tr> <tr><td>From Wortley Road CP</td></tr> <tr><td>Local Traffic from Centre + Westbound</td></tr> <tr><td>Traffic returning from Highcliffe Centre destinations</td></tr> </table>	through traffic	From Cliff Top CP	Local traffic Wharncliffe Road + & Waterford Road +	Local traffic from Waterford Road +	From Wortley Road CP	Local Traffic from Centre + Westbound	Traffic returning from Highcliffe Centre destinations	<table border="1"> <tr><td>Traffic from East travelling to Highcliffe Centre Via Wharncliffe Road</td></tr> <tr><td>Local traffic from Wharncliffe Road +</td></tr> <tr><td>Local traffic from Waterford Road +</td></tr> <tr><td>Returning Eastbound traffic from Centre +</td></tr> </table>	Traffic from East travelling to Highcliffe Centre Via Wharncliffe Road	Local traffic from Wharncliffe Road +	Local traffic from Waterford Road +	Returning Eastbound traffic from Centre +
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Traffic returning from Highcliffe Centre destinations												
Traffic from East travelling to Highcliffe Centre Via Wharncliffe Road												
Local traffic from Wharncliffe Road +												
Local traffic from Waterford Road +												
Returning Eastbound traffic from Centre +												

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**SEA CORNER JUNCTION**

**LYMINGTON ROAD/GORDON ROAD/WATERFORD ROAD**

<b>Lymington Road West Into Junction</b>	<b>Lymington Road West Away from Junction</b>
Eastbound through Traffic	<b>NO ENTRY</b>
Traffic to Waterford Road <sup>+</sup>	
Northbound Traffic into Gordon Road	
Local Traffic from Centre <sup>+</sup> Eastbound	
Local Traffic from Centre <sup>+</sup> Westbound	
Traffic to cliff top car park	
Traffic returning from West to Wharnccliffe Road <sup>+</sup>	
Traffic returning from Highcliffe Centre to Wharnccliffe Road <sup>+</sup>	

<b>Lymington Road East Into Junction</b>	<b>Lymington Road East Away from Junction</b>
Westbound through traffic	Eastbound through Traffic
Traffic to cliff top car park	Eastbound traffic from Gordon Road <sup>+</sup>
Traffic to Wortley Road CP	Eastbound Traffic from Waterford Road <sup>+</sup>
Westbound traffic to Recreation Ground	
Returning Eastbound traffic from Centre <sup>+</sup>	

<b>Gordon Road Into Junction</b>	<b>Gordon Road Away from Junction Northbound</b>
Eastbound Traffic	Traffic from Cliff Top Car Park
Traffic to Wortley Road CP	Traffic from Wortley Road CP
Traffic to Cliff Top CP	Traffic from Highcliffe Centre
Westbound Traffic via Wharnccliffe Road	
Traffic to Highcliffe Centre via Wharnccliffe Road	

**WATERFORD ROAD**



<b>Waterford Road Into Junction</b>	<b>Waterford Road Away from Junction (Southbound)</b>
Eastbound Traffic	Westbound through traffic via Wharnccliffe Road
Northbound Traffic	Traffic to Cliff Top CP
Traffic from Cliff Top Car Park	Traffic to Wortley Road CP
Traffic from Wortley Road CP	Traffic from Highcliffe Centre to Waterford Road <sup>+</sup>
	Traffic from Highcliffe Centre to Wharnccliffe Road <sup>+</sup>
	Returning Eastbound traffic from Centre <sup>+</sup>
	Local Traffic from Centre <sup>+</sup> Westbound

ANNEX C

SW ANALYSIS OF OPTIONS

NO.	SCHEME	STRENGTH	WEAKNESS	COMMENT
1	Traffic Calming in Shopping Centre	Slows traffic down May reduce volume by virtue of more use of rat runs.	Increases congestion Does not necessarily reduce pedestrian /traffic conflict Increased traffic volume using rat runs Will not deal with HGV Traffic Results in additional pollution	
2	Additional crossing in shopping centre	Easier to cross the road	Slows traffic down Increases congestion Will not deal with HGV Traffic Results in additional pollution	
3	Prohibit parking in Lymington Road	Traffic speeds up congestion reduced Less use of rat runs	No improvement for pedestrians- chance of conflict increased Will not deal with HGV Traffic Traffic noise increased.	
4	Rat Run South – Westwards Mill Lane, Montagu Road, Waterford Road, Wharnclyffe Road	Volume of traffic through centre reduced	4 right angle turns and dangerous bend Busy junction of Wharnclyffe Road with Lymington Road. RH turn difficult with congested traffic – no signals. Encourages speeding along the run and through the centre. Potential conflict Junctions with Mill Lane/Montagu Road, Montagu Road/Waterford Road and Wharnclyffe Road/ Wharnclyffe Gardens (Wortley Road Car Park traffic), and /Beacon Drive (2) Conflict with Cliff top car park traffic Cars parked in Waterford Road in Winter Reduces passing-trade	Not suitable for HGV and large buses Concerns for safety at junctions and bends
5	Rat Run South – Eastwards Lymington Road, Wharnclyffe Road, Waterford Road, Sea Corner	Volume of traffic through centre reduced	Turning right from Lymington Road into Wharnclyffe Road can lead to congestion and then when traffic released speeding Potential conflict at Junctions with Mill Lane/Montagu Road, Montagu Road/Waterford Road and Wharnclyffe Road/ Wharnclyffe Gardens (Wortley Road Car Park traffic), and /Beacon Drive (2) Cars parked in Waterford Road in Winter Dangerous bends in	Not considered suitable for HGV and large buses Concerns for safety at junctions and bends

			<p>Wharcliffe Road and Wharcliffe Road/Waterford Road junction</p> <p>Encourages speeding</p> <p>Conflict with traffic exiting Gordon Road</p> <p>Reduces passing-trade</p>	
6	<p>Rat Run North-Eastwards Hoburne Roundabout, Hoburne Lane Smugglers Lane North, Moonrakers, Carisbrooke Rod, Hinton Wood Avenue, Braemar Drive, Chewton Common Road, Lymington Road.</p>	<p>Reduced volume of traffic through high street.</p>	<p>May conflict with school pupils walking and cycling to Highcliffe Academy and Highcliffe St Marks Primary School. High levels of parking during school run periods.</p> <p>Chewton Common Road is narrow with dangerous bend</p> <p>Poor sight lines at Gordon Road junction</p> <p>Complex route</p> <p>30mph speed restriction</p>	<p>Not considered suitable for high volumes of traffic and HGVs.</p>
7	<p>Rat Run North-Westwards Same route as Eastwards above.</p>	<p>As above</p>	<p>As above with difficult turn into Chewton Common Road with oncoming traffic.</p> <p>Will not deal with HGV Traffic</p>	
8	<p>Lymington Road One way Westwards Wharcliffe Road one way eastwards to Waterford Road</p>	<p>May reduce volume of traffic through centre.</p> <p>Traffic only flowing in one direction in Lymington and Wharcliffe Roads</p>	<p>Eliminates east bound passing trade</p> <p>Wortley Road Car park only accessed via Wharcliffe Road by eastbound traffic</p> <p>No appropriate route for HGV and Buses eastwards</p> <p>CT car park traffic return to the west through centre increasing traffic volume</p> <p>Wortley Road Car Park traffic would have to do a circuit through the centre to go on to the west</p> <p>Beacon drive estate traffic would have to do a circuit through the centre to travel to the west.</p> <p>Destinations in Lymington Road in one way zone would have to travel an extra mile around the loop to journey to the East</p>	<p>Will probably require traffic lights at Wharcliffe Road/Lymington Road Junction</p>
9	<p>Lymington Road One way Westwards Wharcliffe Road two way</p>	<p>May Reduce volume of traffic through the centre</p>	<p>Eliminates east bound passing trade</p> <p>No satisfactory route for HGV and Buses eastwards</p>	<p>Will probably require traffic lights at Wharcliffe Road/Lymington Road Junction</p>
10	<p>Lymington Road One way eastwards Wharcliffe one way westwards from Waterford Road</p>	<p>May Reduce volume of traffic through the centre</p>	<p>Eliminates west bound passing trade</p> <p>East bound CT car park traffic would need to go through the centre</p> <p>Wortley Road car park traffic would need to go through centre</p> <p>Will not deal with HGV Traffic</p> <p>Destinations in Lymington Road in one way zone would have to travel an extra mile around the loop to journey to the west</p> <p>Beacon Drive Traffic returning</p>	<p>Will probably require traffic lights at Wharcliffe Road/Lymington Road Junction</p>

			from the west would need to travel an additional mile through centre and round the Wharcliffe Road Loop												
11	To A35 via Ringwood Road from Lymington Road, Milestone Roundabout.	<table border="1"> <tr><td>Reduces volume of traffic through centre</td></tr> <tr><td>Road is relatively straight</td></tr> <tr><td>Used now by HGVs and part by buses</td></tr> <tr><td>40mph limit on beginning and end stretches of Ringwood road; 30mph restriction</td></tr> <tr><td>Should not add to journey time significantly.</td></tr> </table>	Reduces volume of traffic through centre	Road is relatively straight	Used now by HGVs and part by buses	40mph limit on beginning and end stretches of Ringwood road; 30mph restriction	Should not add to journey time significantly.	<table border="1"> <tr><td>Difficult junction with A35</td></tr> <tr><td>Eliminates east bound passing trade in shopping centre</td></tr> <tr><td>Adds half-a-mile to journey between Milestone and Somerford Roundabouts</td></tr> <tr><td>Potential conflict at junction with Walkford Road</td></tr> <tr><td>May reduce passing trade in Lymington Road shopping centre</td></tr> <tr><td>Controlled School crossing near Pinewood Close.</td></tr> </table>	Difficult junction with A35	Eliminates east bound passing trade in shopping centre	Adds half-a-mile to journey between Milestone and Somerford Roundabouts	Potential conflict at junction with Walkford Road	May reduce passing trade in Lymington Road shopping centre	Controlled School crossing near Pinewood Close.	Improvement to A35 junction necessary anyway. Consider lowering speed limit to 20mph through Walkford. Additional crossing desirable.
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12	Reclassify Lymington Road through Highcliffe to "B" designation and Ringwood Road between Milestone Roundabout and A35 to "A" designation	<table border="1"> <tr><td>Strengths as above</td></tr> <tr><td>Reduce the volume of through traffic</td></tr> <tr><td>Formalise what is gradually happening enabling improvements to be made</td></tr> <tr><td>Prohibit HGVs travelling through Highcliffe except for access.</td></tr> </table>	Strengths as above	Reduce the volume of through traffic	Formalise what is gradually happening enabling improvements to be made	Prohibit HGVs travelling through Highcliffe except for access.	Weaknesses as above.	See above							
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