



# Whitehill and Bordon Eco-town Traffic Management Strategy Hampshire County Council

April 2012



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# Executive Summary

The aim of this study is to develop a Traffic Management Strategy that will provide practical and deliverable strategies for the implementation of physical and softer measures to reduce the impact of the Eco-town proposals on local villages and communities, and to discourage the use by traffic of inappropriate routes.

The Eco-town aims to deliver a development of 4,000 new homes along with a new town centre that provides commercial floorspace and retail development to support the town, along with 5,500 new jobs.

Data has been collected from a wide range of sources, all of which form an essential part of understanding the characteristics of the local highway network. These include an initial desk based study, numerous site visits, accident and traffic flow data provided by Hampshire County Council and local consultation with Town and Parish Councils likely to be affected by the development of the Eco-town. This allowed for a detailed understanding of local traffic issues on the highway network surrounding the proposed Eco-town.

From this review, a number of key corridors or areas were identified for assessment. These corridors were then assessed against a matrix of Traffic Management measures which considered what schemes could be implemented, how issues could be solved and what schemes were or were not appropriate for the local surroundings.

From this matrix a proposed Traffic Management strategy has been developed for each corridor or area, which aims to solve local issues, primarily to direct traffic onto more appropriate roads. Estimated costs of implementing these strategies have also been provided.

In formulating these strategies, the importance of local engagement is recognised, and therefore certain measures (such as village treatments and enhanced gateways) can only be finalised following further consultation with Town and Parish Councils. This will be undertaken as part of Phase 2 Consultation, which will include a review of all proposed Traffic Management strategies.

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# 1 Preamble and Background

## 1.1 INTRODUCTION

1.1.1 WSP has been commissioned by Hampshire County Council (HCC) to complete a Traffic Management Strategy for villages and key local routes surrounding the proposed Whitehill and Bordon Eco-town.

## 1.2 BACKGROUND

1.2.1 Whitehill and Bordon is one of four towns in England which has been designated as an Eco-town. The Eco-town project has been given government funding to deliver a sustainable and exemplary development. The vision is for whole town regeneration of the existing housing, much improved new facilities, a new town centre, more employment and approximately 4,000 new homes.

1.2.2 An Emerging Transport Strategy sets out a framework for the future Whitehill and Bordon transport system that will provide for the needs of the future population and will enhance the viability of the town. It aims to support population growth and reduce the negative aspects of existing car-dominated travel patterns. This Strategy recognises the need to produce a Traffic Management Strategy that will *“consider possible improvements and strategy approaches to reducing the traffic impact that may arise on local villages and communities.”*

## 1.3 OBJECTIVES OF TRAFFIC MANAGEMENT STRATEGY

1.3.1 The aim of this study is to develop a Traffic Management Strategy that will provide practical and deliverable strategies for the implementation of physical and softer measures designed to reduce the traffic impact of the Eco-town proposals on local villages and communities, and to discourage the use of inappropriate traffic routes.

1.3.2 It should be noted that this Strategy aims to address long-term Traffic Management issues on the local highway network due to the future development of the proposed Eco-town. Therefore, before implementation of the Eco-town, measures may be introduced by the highway authority in the short-term which help to ameliorate the local concerns highlighted in this study. Taking this into account, Town and Parish Councils should continue to discuss their issues and the resolution of these with HCC in the intervening period.

## 1.4 METHODOLOGY

1.4.1 The methodology for developing a Traffic Management Strategy is based upon the need to gain an in depth understanding of local transport issues and traffic behaviour along routes and villages surrounding the proposed Eco-town, then reconcile these against potential Traffic Management measures which will help resolve such issues. As a result, this study has followed a four stage approach:

- Stage One – Gather information on the character and context of routes and villages, the speed of traffic and existing accident records through desk based research and information supplied by HCC.
- Stage Two – Using the information gathered in Stage 1 as a starting point for discussion; arrange consultation meetings with local town and parish councils to further discuss local transport issues and traffic behaviour on routes and villages surrounding the proposed Eco-town.
- Stage Three – Identify potential traffic management measures and assess the benefits of installing such measures.

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- Stage Four – Propose a Traffic Management Strategy incorporating measures that will help resolve existing and future transport and traffic issues.
  - Stage Five – Conduct a further local consultation on each proposed Traffic Management Strategy and report feedback.

## 1.5 REPORT STRUCTURE

1.5.1 This report is set out in the following structure:

- Chapter Two reviews the national, regional and local policy and guidance relating to the consideration, design and implementation of Traffic Management schemes;
- Chapter Three reviews the specific Eco-town transport studies which have been undertaken to-date that feed into the development of the Transport Management Strategy;
- The methods of data collection are detailed in Chapter Four;
- Chapter Five details the first phase consultation with Parish and Town Councils which was used to identify and discuss local traffic and highway issues;
- The consultation responses from Town and Parish Councils is summarised in Chapter Six;
- Chapter Seven provides an evaluation of the Traffic Management measures available for each local situation;
- The proposed Strategy for each corridor is shown in Chapter Eight and Chapter Nine provides a summary of the study findings to this point;
- Chapter Ten follows on from these proposals by discussing the second stage of consultation; and
- Chapter Eleven provides conclusions to the study

1.5.2 Please note that all figures and drawings discussed within this report can be found in an Appendix at the end of the document, with the exception of Figure 1 contained in Chapter Four.

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## 2 National and Local Policy Context

### 2.1 INTRODUCTION

2.1.1 This section provides a review of national, regional and local policy and guidance relating to the implementation of Traffic Management Schemes.

### 2.2 NATIONAL POLICY AND GUIDANCE

#### MANUAL FOR STREET 1 & 2 (DFT, 2007 AND 2010)

2.2.1 Manual for Streets primarily sets out design, maintenance, construction, adoption and maintenance of new residential streets but is also applicable to existing residential streets subject to re-design. The document recognises the need for designers to place a high priority on meeting the needs of pedestrians, cyclists and public transport users and that increased consideration should be given to the 'place' function of streets. This is relevant in the design of any Traffic Management schemes.

2.2.2 Manual for Streets 2 builds on the guidance contained in MfS 1, exploring in greater detail how and where its key principles can be applied to busier streets and non-trunk roads.

#### TRAFFIC IN VILLAGES: SAFETY AND CIVILITY FOR RURAL ROADS – A TOOLKIT FOR COMMUNITIES (DORSET AONB PARTNERSHIP, 2011)

2.2.3 The traffic in villages toolkit (a best practice guidance for Dorset County Council) aims to provide advice and information on the range of Traffic Management measures and initiatives available to parish councils and community groups. The document, produced by Dorset AONB Partnership, builds on a number of pilot projects around the UK (including Buriton in Hampshire) and focuses on the importance of community engagement being at the heart of addressing rural transport issues.

2.2.4 The document notes that reducing speeds and minimising the adverse effects of traffic involves integrating the design and management of streets and village spaces with the special qualities of place. It also calls for new skills in partnership working and a combination of professional skills in engineering, urban design, planning and landscape architecture to reconsider conventional highway measures.

#### LOCAL TRANSPORT NOTE 1/11 – SHARED SPACE (DFT, 2011)

2.2.5 This document considers the use of 'shared space', which is a design approach that changes the way streets operate by reducing the dominance of motor vehicles through lower speeds and encouraging drivers to behave more accommodatingly towards pedestrians.

#### LOCAL TRANSPORT NOTE 1/08 – TRAFFIC MANAGEMENT AND STREETScape (DFT, 2008)

2.2.6 LTN 1/08 considers the general principles of good design, especially in regards to minimising the various traffic signs, road markings and street furniture associated with Traffic Management schemes. The documents states that Traffic Management schemes must satisfy regulatory requirements, meet functional objectives, provide clarity and safe movement for all road users but also consider and provide visual quality of the streetscape.

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#### LOCAL TRANSPORT NOTE 1/07 – TRAFFIC CALMING (DfT, 2007)

2.2.7 This document brings together in one comprehensive summary research commissioned by the DfT, together with that from external sources, to provide advice on the use of traffic calming measures. The document states that when preparing Traffic Management schemes for rural locations and villages the following points should be considered:

- comprehensive measures are required throughout the village if significant speed reductions are to be obtained;
- entrance treatment (gateways) at villages can reduce speeds in their vicinity by up to 10 mph, but for reductions to be maintained in the village, additional measures need to be used;
- the amount of speed reduction broadly mirrors the type of scheme: simple gateway signing and marking provides small reductions, while gateways comprising very striking visual measures or physical measures produce greater benefits;
- the level of speed reduction, following the installation of a traffic calming scheme on a main road, is likely to be affected by the pre-existing speed limit, the magnitude of the 'before' speeds, the new speed limit and the traffic calming measures used;
- conspicuous traffic signing and road marking measures can bring about large speed reductions (up to 15 mph) at entries to villages on trunk roads, when used together for high visual impact. Repeated use through the village can also reduce speeds, but is unlikely to achieve 85th percentile speeds below the posted speed limit;
- if the spacing of measures is too great, any speed reduction is localised; and
- residents are unlikely to be satisfied with schemes that do not achieve their expectations of reducing speeds below the new/retained speed limit, and it is important not to raise their hopes unrealistically.

#### TRAFFIC ADVISORY LEAFLET 1/04 – VILLAGE SPEED LIMITS (DfT, 2004)

2.2.8 Traffic Advisory Leaflet 1/04 seeks to give examples of traffic calming measures available to encourage compliance with 30mph speed limits in villages. The document contains advice on the sighting of speed limits.

#### TRAFFIC ADVISORY LEAFLET 1/00 – TRAFFIC CALMING IN VILLAGES ON MAJOR ROADS (DfT, 2000)

2.2.9 This document provides a summary of research undertaken by TRL to monitor and report on comprehensive traffic calming schemes installed in villages, particularly on major roads. The overall objective of the project was to understand if traffic calming schemes could be designed that would reduce the 85<sup>th</sup> percentile speed of vehicles to no more than the relevant speed limit at each location.

2.2.10 A total of nine schemes were monitored, all of which contained a range of traffic flows discussed in the review of LTN 1/07. IN summary, this study found the following results:

- Where gateways were installed (village entrance treatments) there was a reduction in inbound speeds at all but one site of between 3-13mph for mean speeds and up to 15mph for 85<sup>th</sup> percentile speeds;
- The largest reduction in speed at the various gateways, relative to the magnitude of speeds prior to implementation, occurred at narrowed entries to a 20mph zone;
- At a site where the gateway was less conspicuous (to fit in with the location) the speed reductions were less than sites with bolder signs;
- In regards to speed of traffic within the villages, the mean speed reduced by between 2-12mph and the 85<sup>th</sup> percentile speed up to 14mph with the traffic calming in place;
- Physical traffic calming features within the village resulted in speed reductions of between 7mph and 12mph;
- The introduction of speed cameras introduced after traffic calming reduced traffic speeds by no more than 2mph; and
- A series of refuges, linked by central hatching reduced traffic speeds by only 2-3mph.

TRAFFIC ADVISORY LEAFLET 11/00 – VILLAGE TRAFFIC CALMING – REDUCING ACCIDENTS (DFT, 2000)

2.2.11 This document assessed the effect on accidents of traffic calming measures in a 56 villages. Most villages were subject to a 30mph or 40mph speed limit and were split into three categories containing various levels of traffic calming measures, from simple road markings to gateways and other vertical or horizontal deflection measures.

2.2.12 It showed that the frequency of killed or seriously injured severity accidents decreased between 40% and 57% as a result of the traffic calming techniques and all severity accidents reduced by between 15% and 25%. Other key findings were that:

- a 1mph reduction in mean speed would result in a 4.3% reduction in all injury accidents and a 10% reduction in all KSI accidents;
- schemes with physical measures would reduce mean speeds by almost 30%; and
- the most substantial measures would be the most effective in terms of speed reduction and accident reduction.

TRAFFIC ADVISORY LEAFLET 1/94 – VILLAGE SPEED CONTROL GROUP – A SUMMARY (DFT, 1994)

2.2.13 This document summaries the key finding of the Village Speed Control Work Group (VISP) report. The report monitored 24 villages where traffic calming had been installed and differentiated between villages with only gateway features, villages with only traffic calming measures within the village and villages that had measures on approaches and within the village.

## 2.3 REGIONAL POLICY

### THE SOUTH-EAST PLAN – REGIONAL SPATIAL STRATEGY FOR THE SOUTH EAST (2010)

2.3.1 Although the Government intends to abolish the regional tier of planning and revoke the South East Plan under powers contained in the Localism Act 2012, the

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document remains as part of the development plan until abolished by Order (expected in spring 2012).

2.3.2 Contained within the South East Plan is the Regional Transport Strategy (RTS), which sets out the long-term regional framework for the development of the transport system in the region. Although there are no specific policies in the RTS relating to Traffic Management T1 and T7 are appropriate to this study.

2.3.3 Policy T1: Manage and Invest require local development documents to ensure that their management policies and proposals:

- include measures that reduce the overall number of road casualties; and
- include measures to minimise negative environmental impacts of transport and, where possible, to enhance the environment and communities through such interventions.

2.3.4 Policy T7: Rural Transport directs local transport plans, amongst others, to:

- include a rural dimension to transport and Traffic Management policies, including looking for opportunities to improve provision for cyclists and pedestrians between towns and their nearest villages.

## 2.4 LOCAL POLICY

### HAMPSHIRE COUNTY COUNCIL LOCAL TRANSPORT PLAN 2011 TO 2031 (2011)

2.4.1 The Hampshire LTP sets out the long-term vision for how the transport network in Hampshire will be developed over the next 20 years. It will help realise HCC's vision of *"safe, efficient and reliable ways to a get around a prospering and sustainable Hampshire."*

2.4.2 The LTP contains a specific Transport Strategy for Central Hampshire, which includes the Whitehill and Bordon study area. It is noted that as a result of anticipated levels of housing and employment growth, it is essential that management, protection and mitigation measures are introduced to ensure that traffic does not lead to a significant damage of life to the rural communities within the area.

## 2.5 SUMMARY

2.5.1 The key points from the policy review undertaken in this section are as follows:

- Community engagement is vitally important to the acceptability of local Traffic Management schemes;
- A single approach cannot be employed across a variety of locations due to need to consider individual local characteristics of each area;
- For Traffic Management measures to be successful they should be highly visible, consistent and regularly spaced to be effective;
- The success of village entrance treatments (gateway schemes) can be enhanced through the implementation of further Traffic Management measures in the village itself.

# 3 Eco-town Proposals

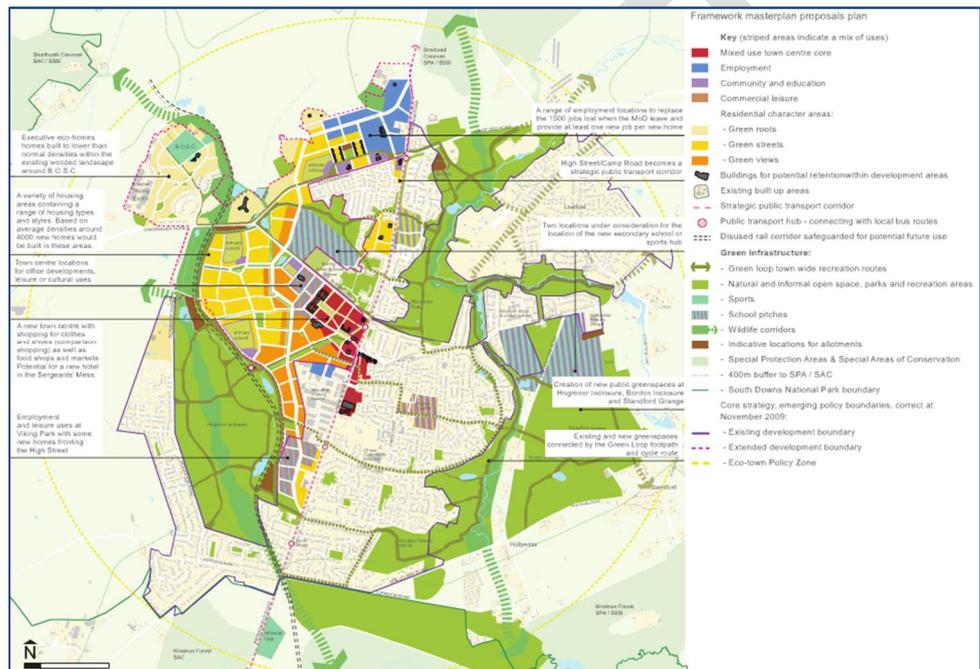
## 3.1 INTRODUCTION

3.1.1 This section provides a summary of the latest Eco-town proposals including the 2010 Masterplan and Emerging Transport Strategy.

## 3.2 ECO-TOWN MASTERPLAN (2010)

3.2.1 The overarching objective for Whitehill and Bordon is to deliver 'One Green Town' – a place where the quality of life, opportunity and environment are raised for both existing and new residents of the town. The Eco-town aims to deliver a development of 4,000 new homes along with a new town centre that provides commercial floorspace and retail development to support the town, along with 5,500 new jobs.

Diagram 2.1 – The proposed Masterplan (2010)



3.2.2 In summary, the 2010 Masterplan proposes:

- a new mixed use town centre with around 30,000sqm of retail and a range of supporting uses;
- up to three new primary schools and early years centres and a new children's centre;
- re-building of Mill Chase Community Technology College on a new site with room for later expansion;
- skills training and further education facilities;
- sites for new commercial leisure facilities;
- around 4,000 new homes within identified new residential neighbourhoods and the town centre built to a zero carbon standard;
- a public sports hub with leisure centre and pitches;
- local health care and emergency services;

- around 70,000sqm Eco-business park floorspace and opportunities across the Masterplan for the creation of at least 5,500 new jobs;
- around 127 hectares of new public green-spaces which provide Suitable Accessible Natural Green-space (SANG) to mitigate against human impacts on nearby European protected species and habitats;
- a central public transport hub and modern public transport systems including a safeguarded rail corridor;
- retrofitting of existing homes and businesses to improve energy and reduce utilities bills; and
- a biomass powered combined heat and power plant (CHP), expanded recycling centre and community 'swap-shop'.

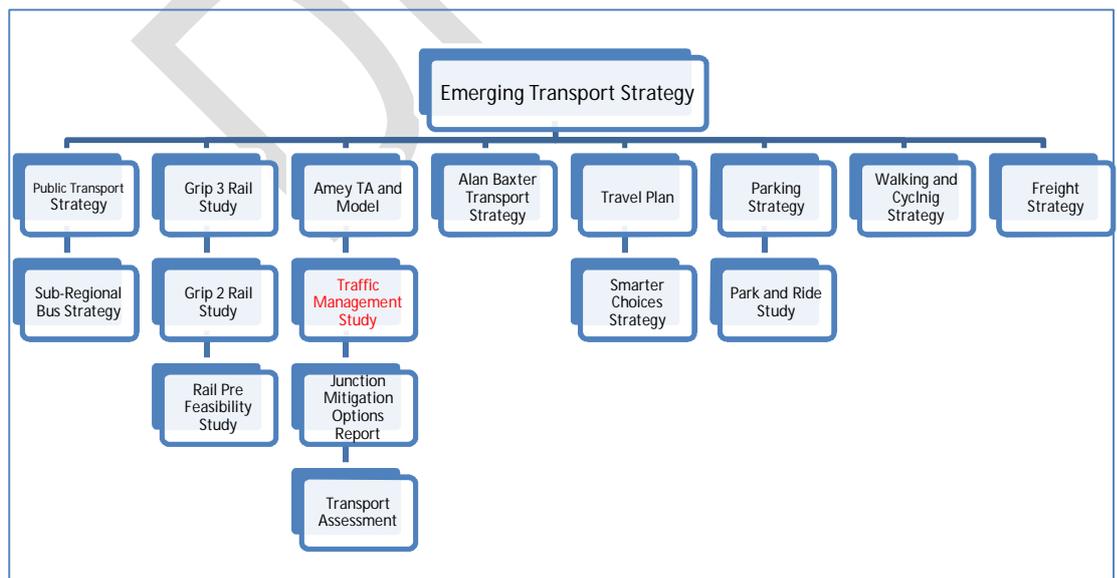
3.2.3 It should be noted that the 2010 Masterplan is currently being revised and it is expected that an updated Masterplan will be adopted in June 2012. The updated Masterplan aims to provide further details of the proposed development but does not change the quantum of land-uses set-out in the 2010 proposals.

### 3.3 EMERGING TRANSPORT STRATEGY

3.3.1 The Emerging Transport Strategy sets out a framework for the future Whitehill and Bordon transport system that will provide for the needs of the future population and will enhance the viability of the town. It aims to support population growth and reduce the negative aspects of existing car-dominated travel patterns.

3.3.2 The document brings together the findings of a number of completed transport studies and provides direction and a policy approach to the future development and implementation of the transport strategy in Whitehill and Bordon. The diagram below shows how the current and future planned study and strategy work informs the Emerging Transport Strategy.

**Diagram 2.2 – Eco-town Transport Documents**



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3.3.3 The Transport Strategy for Whitehill and Bordon seeks to align with local and national policy, but also to challenge and innovate the way in which transport demand is managed and infrastructure and services are provided. There are three overarching themes for the emerging Transport Strategy; as follows:

- **Reducing the need to travel outside the town** – By providing the appropriate jobs and facilities within the town itself, travel to surrounding towns and service centres can be significantly replaced by more local journeys and trip lengths reduced. Minimising both the number and length of trips will provide positive benefits to the operation of the local roads and to the environment.
- **Managing car demand within and outside to the town** – While acknowledging that the car will play an important role in the operation of the future town, pro-active management of car trips within and external to the town can minimise the negative impacts of car travel, and appropriately mitigate and overcome adverse implications of car use.
- **Enabling sustainable transport for all trips** – Transport within the town will be reprioritised away from the car and towards high quality public transport systems and walking and cycling, which will provide and enable easy and safe access to facilities and jobs. New approaches to sustainable transport will be employed to promote a shift away from the private car.

3.3.4 Development of the Eco-town will provide for the delivery of targeted local transport network improvements to improve the management and efficiency of the local transport network. Where necessary increased capacity will be provided to ensure that there are no significant detrimental impacts to the safety and operation of the local transport network associated with the development proposals. Targeted improvements will be phased with development and will include:

- engineering measures within local villages and on key routes to discourage inappropriate traffic usage;
- junction improvements to, where necessary, improve capacity and operation;
- intelligent traffic signals improvements to better manage the transport network and safety improvements to reduce the risk of accidents; and
- to provide for all modes of travel to safely use the transport network.

3.3.5 In order to implement such improvements the Emerging Transport Strategy recognises the need to produce a Traffic Management Strategy that will ***“consider possible improvements and strategy approaches to reducing the traffic impact that may arise on local villages and communities.”***

3.3.6 The Transport Strategy also notes that a number of local settlements will experience an increase in traffic as a result of the Eco-town development, particularly Bentley, Blacknest, Oakhanger, Greatham, Lindford and Wrecclesham.

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### 3.4 TRANSPORT ASSESSMENT

3.4.1 Amey Consulting were commissioned by HCC to undertake a Transport Assessment (TA), using a Transport Model produced by MVA Consultancy. The TA assessed the impacts of the development for the proposed opening year of 2026 and future year of 2036. As part of this study, a range of alternative scenarios and iterations were considered, with the preferred Masterplan (scenario 3) summarised as:

- Option 1 (Masterplan) – 4,000 residential dwellings and employment space to support 5,500 jobs;
- 50% car mode share (as required by national Eco-town guidance) and 50% trip containment; and
- A325 Traffic Management – assumes the implementation of Traffic Management measures along the A325 in the town centre to reduce speeds and to encourage the perception of the A325 as a less attractive route for through traffic.

3.4.2 An assessment of each scenario was then completed on a number of key junctions and links within and surrounding Whitehill and Bordon. The key junctions identified include all major junctions along the A325, all connections to the strategic road network and other important junctions on the local network.

3.4.3 In addition to the junction assessments, analysis of increased traffic flow, journey time and traffic volumes were completed for key links within the study area. The impact on peak hour link flow (taken directly from the Amey TA) is shown in Table 3.1 below, and has been used to inform the study area for this Traffic Management project. Scenario 3, as shown in Table 3.1, refers to the preferred Masterplan for the Eco-town as described in paragraph 3.4.1.

**Table 3.1 Eco-town Peak Hour Link Flow Impact**

Village	Road	Location	2026 AM Peak Baseline Traffic Flow	2026 AM Baseline plus Eco-town Traffic Flow	2026 PM Peak Baseline Traffic Flow	2026 PM Baseline plus Eco-town Traffic Flow
Blacknest	Blacknest Rd NB	Between Frith End Rd and Isington Rd	42	215	9	10
	Blacknest Rd SB		29	201	32	36
Bentley	London Rd EB	Between Hole Lane and School Lane	55	228	9	10
	London Rd WB		23	197	22	27
Blackmoor	Drift Rd EB	Between Blackmoor Rd and bus stop	86	107	35	36
	Drift Rd WB		100	102	55	55
East Worldham	B3004 EB	Between Pookies Lane and Blanket St	458	514	507	541
	B3004 WB		699	769	393	411
Greatham	Petersfield Rd NB	Between A325 (Petersfield Rd) and Longmoor Rd	60	68	51	57
	Petersfield Rd SB		144	214	109	199
Headley	B3002 EB	Between The Paddock and High St	247	294	195	245
	B3002 WB		206	239	164	189
Kingsley	B3004 EB	Between Sickles Rd and Churchfields	141	165	200	192
	B3004 WB		216	238	181	140
Lindford	B3002 EB	Between High Street and Mill Lane	254	301	200	251
	B3002 WB		225	259	165	191
	B3004 NB	Between Chase Rd and Windsor Rd	466	523	289	287
	B3004 SB		255	341	530	578
Liphook	B2070 NB	Between Larch Close and B2131	378	391	175	185
	B2070 SB		199	242	236	232
	B2131 EB	Between B2070 and Midhurst Rd	289	293	181	190
	B2131 WB		233	243	244	253
	B2171 NB	Between B3004 and Tower Rd	178	194	80	86
	B2171 SB		59	100	74	65
	B3004 NB	Between B2171 and Post Office	199	242	236	232
	B3004 SB		378	391	175	185

**Table 3.1 (Continued) Eco-town Peak Hour Link Flow Impact**

Village	Road	Location	2026 AM Peak Baseline Traffic Flow	2026 AM Baseline plus Eco- town Traffic Flow	2026 PM Peak Baseline Traffic Flow	2026 PM Baseline plus Eco- town Traffic Flow
Oakhanger	Oakhanger Rd NB	Between junction labelled Oakhanger and Lions Field	339	481	117	195
	Oakhanger Rd SB		213	319	184	243
Passfield	B3004 NB	Between Hollywater Rd and Passfield Rd	247	292	294	284
	B3004 SB		492	512	269	282
	Hollywater Rd EB	Between Lynchborough and B3004	250	271	149	149
	Hollywater Rd WB		193	224	176	193
Selborne	B3006 NB	Between Huckers Lane and Gracious St	208	318	120	92
	B3006 SB		370	364	341	289
Standford	B3004 NB	Between Tulls Lane and Whitehill Rd	286	283	326	286
	B3004 SB		366	388	275	282
	Standford Hill EB	Between Whitehill Rd and B3004	110	111	33	22
	Standford Hill WB		39	64	56	41
	Whitehill Rd EB	Between Private Drive and B3004	217	215	211	197
	Whitehill Rd WB		180	196	133	129
Wrecclesham	A325 NB	Between Weydon Lane and School Hill	929	950	837	966
	A325 SB		916	1101	1295	1464
	B3384 EB	Between School Hill and A326	186	201	121	110
	B3384 WB		140	148	186	194

3.4.4 From the results shown in the Amey TA, the following trends are apparent:

- **Blacknest and Bentley** experience an increase in traffic flow in the AM peak and a very small increase in the PM peak;
- **Blackmoor** experiences an increase in traffic flows in the AM peak;
- **East Worldham** experiences an increase in traffic flows in the AM and PM peaks;
- **Greatham** experiences an increase in traffic flows during both the AM and PM peak scenarios;
- **Headley** experiences traffic flow increases in both peak periods;
- **Kingsley** experiences an increase in traffic flows on the B3004 in the AM peak but decrease in traffic in the PM peak;
- **Lindford** experiences a small increase in traffic flows along the B3004 in the AM and PM peaks;
- **Liphook** experiences a small increase in traffic flows through the village in the AM and PM peaks.

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- **Oakhanger** experiences an increase in traffic flows in both the AM and PM peak;
  - **Passfield** experiences an increase in traffic flows in the AM peak and PM peak.
  - **Standford** experiences an increase in traffic flows in the AM peak but a decrease in traffic in the PM peak;
  - **Selborne** experiences an increase in traffic flows during the AM peak but a decrease in the PM peak on the B3006; and
  - **Wrecclesham** is anticipated to experience an increase in traffic on the A325 in the AM and PM peaks.

### 3.5 JUNCTION MITIGATION REPORT

3.5.1 As part of the TA completed for the Eco-town the project group (East Hampshire District Council, HCC, Highways Agency and Surrey County Council) identified 20 key junctions for assessment. Of these, the TA has identified that 10 of these junctions will operate at or near capacity in the peak hours in 2026 with the development, as proposed, in place, namely:

- A31/B3001 Hickleys Corner;
- A31/A325 Coxbridge Roundabout;
- A325/School Hill Mini-roundabout;
- B3004/Paper Mill Lane Junction;
- A325/Tesco Access/Woolmer Way Junction;
- A3/B3006 Roundabout;
- A325/B3004 Junction;
- A325/Liphook Road/Firgrove Road Roundabout;
- A325/Petersfield Road Roundabout; and
- A325/A3 (Eastbound) Slips.

3.5.2 In addition, a further three key junctions would require a minimum of 50% car mode share and 50% trip containment to be achieved for the junctions to operate within capacity. These junctions are:

- B3004/Oakhanger Road Junction;
- A325/B3002 Station Road Junction; and
- B3006 Petersfield Road.

3.5.3 Further to these findings, a Junction Mitigation Options Report has been completed by Amey Consulting in 2011 which identifies potential improvement works for the junctions identified as being at or near capacity with development of the Eco-town. This report showed that the impact of the development can be mitigated through the implementation of the proposed junction improvements outlined in Table 3.2. These mitigation measures will be considered as part of any future Traffic Management Strategy.

**Table 3.2 – Proposed Junction Mitigation Works**

Junction Location (Highway Authority Responsible)	Proposed Works	Communities Affected
A31/B3001 Hickleys Corner (SCC)	Signal junction improvement including provision of pedestrian footbridge	Bentley, Blacknest and Wrecclesham.
A31/A325 Coxbridge Roundabout (SCC)	Roundabout Improvement	Bentley, Blacknest and Wrecclesham.
A325/School Hill Mini-roundabout (SCC)	Replacement with Traffic signals	Bentley, Blacknest and Wrecclesham.
A325/B3004 Junction (HCC)	Signal junction improvement	Kingsley, East Worldham, Blackmoor and Oakhanger.
B3004/Paper Mill Lane Junction (HCC)	Replacement with double Mini-roundabout	Kingsley, East Worldham, Blackmoor and Oakhanger.
A325/Tesco Access/Woolmer Way Junction (HCC)	Implement MOVA	Whitehill and Bordon plus Passfield and Lindford indirectly.
A325/Liphook Road/Firgrove Road Roundabout (HCC)	Roundabout Improvement	Whitehill and Bordon plus Passfield and Lindford indirectly.
A325/Petersfield Road Roundabout (HCC)	Roundabout Improvement	Whitehill and Bordon plus Passfield and Lindford indirectly.
B3004/Oakhanger Road Junction (HCC)	Replacement with Traffic signals	Kingsley, East Worldham, Blackmoor and Oakhanger.
A325/B3002 Station Road (HCC)	Replacement with Roundabout	Whitehill and Bordon plus Passfield and Lindford indirectly.
B3006/Petersfield Road Junction (HCC)	Priority junction improvement	Greatham
A325/A3 (Eastbound) Slips (HA)	Roundabout Improvement	Greatham
A3/B3006 Roundabout (HA)	Roundabout Improvement	Greatham

### 3.6 SUMMARY

3.6.1 The documents outlined in this section represent the latest proposals for the Eco-town redevelopment and as such will be given due consideration in developing the Traffic Management Strategy.

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## 4 Data Collection

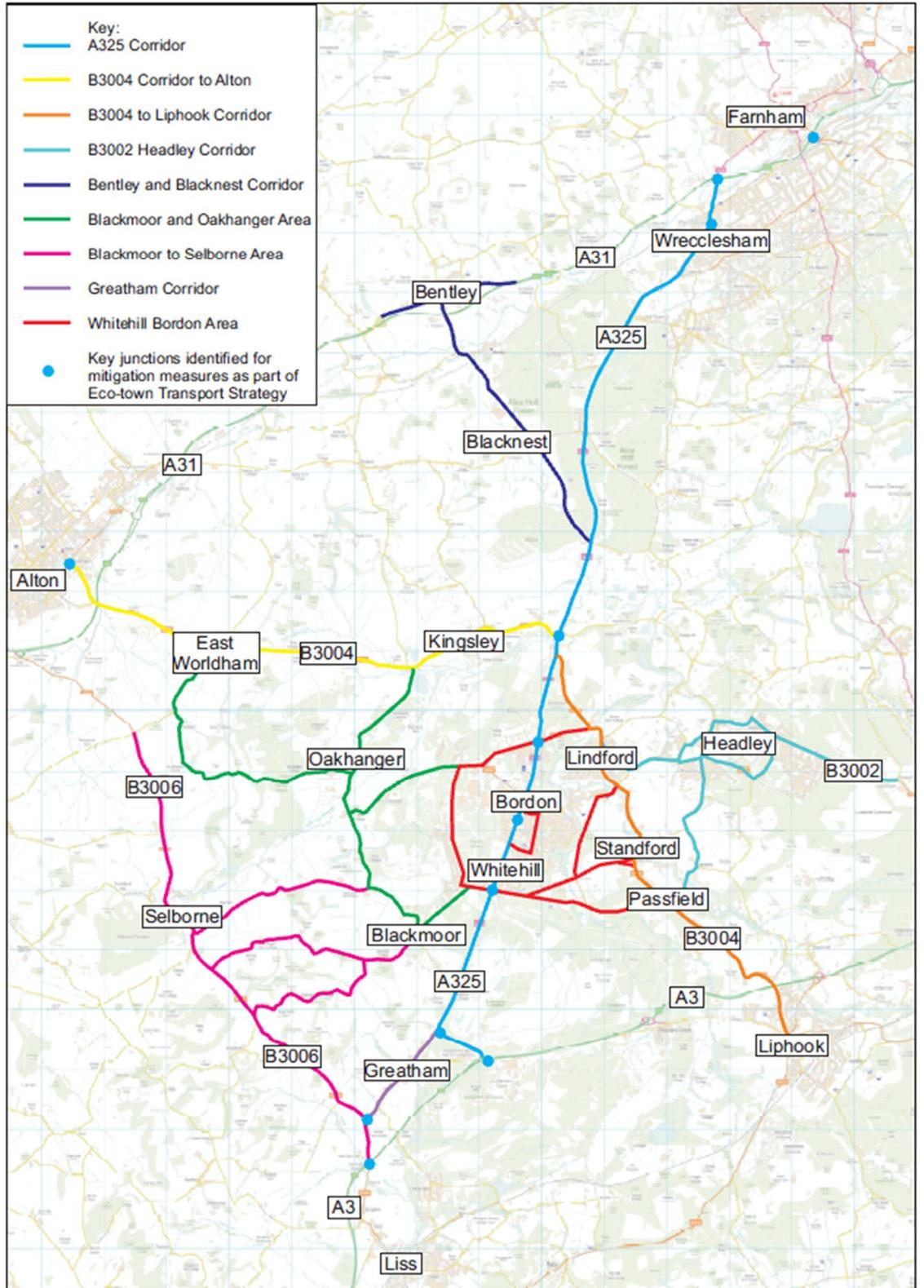
### 4.1 INTRODUCTION

4.1.1 This section provides details of the data collection exercises completed to help inform the proposed Transport Management Strategy. Data has been collected from a wide range of sources, all of which form an essential part of understanding the characteristics of the local highway network.

4.1.2 Through analysis of this data, a number of key routes, corridors and areas have been identified linking Whitehill and Bordon to the surrounding area. As part of this data analysis, it became clear that certain routes or areas shared the same characteristics or concerns (e.g. traffic using unsuitable routes) and as such a corridor approach allows these to be considered in unison. These routes will be used in the description of issues, assessment of measures and formulation of Traffic Management strategies. These corridors are described below and shown graphically on Figure 1:

- **A325 Corridor:** The A325 between the A3 to the south and A31 to the north.
- **B3004 to Alton Corridor:** A route between the A325 and A31 / Alton. Traffic can join this route at the A325 / B3004 Sleaford Traffic Signals, Oakhanger Road (Kingsley) or Blanket Street (East Worldham).
- **B3004 to Liphook Corridor:** A north to south link along the B3004 from Lindford to Liphook.
- **B3002 Headley Corridor:** A route along the B3002 linking Whitehill and Bordon to Hindhead.
- **Bentley and Blacknest Corridor:** Frith End Road to London Road linking the A325 to the A31, avoiding Wrecclesham.
- **Blackmoor and Oakhanger Area:** A route between Whitehill and Bordon and the B3004 via either Oakhanger Road or Blacknest Road.
- **Blackmoor to Selborne Area:** A route along either Sotherington Lane or Honey Lane to Selborne and the B3004.
- **Greatham Corridor:** A link from the A325 to the B3006 and A3 roundabout through Greatham.
- **Whitehill and Bordon Area:** The highway network through and surrounding Whitehill and Bordon, taking account of the area from Hogmoor Road to the west and Hollywater Road to the East. This does not include the A325, which is covered in the A325 Corridor.

Figure 1 – Corridors Identified for Traffic Management Strategy



## 4.2 EXISTING CONDITIONS

4.2.1 An audit of each route has been undertaken, which utilised a range of information sources and helped build a detailed knowledge of each corridor. This audit combined the use of map data, numerous site visits and parish council websites and recorded information such as existing speed limits, Traffic Management measures, the context and character of each area and existing local concerns.

4.2.2 Further to this, video surveys were undertaken to document the existing Traffic Management measures present in each village. Through driving each route it was possible gain an appreciation of how each route operates in terms of traffic flow and behaviour and also recognise key characteristics of the area.

## 4.3 DATA PROVIDED BY HAMPSHIRE COUNTY COUNCIL

4.3.1 Various data has been supplied by HCC to further expand on the background data collated as part of the desk based study and site visits. These are discussed below.

### PERSONAL INJURY ACCIDENT DATA

4.3.2 Personal Injury Accident data has been provided by Hampshire County Council for the most recent five year period (October 2006 to 2011) for the key highway corridors surrounding Whitehill and Bordon. This assessment has been undertaken using the routes and corridors identified in Section 4.1 and are summarised in Table 4.2. Locations of accidents are shown on relevant corridor plans (Figures 2 to 14).

**Table 4.2 Personal Injury Accident Analysis**

Location	Severity		
	Slight	Serious	Fatal
A325 Corridor	11	4	0
Bentley & Blacknest Corridor	8	1	0
B3004 to Alton Corridor	8	8	2
B3004 to Liphook Corridor	9	3	2
Whitehill and Bordon to Liphook	14	7	0
B3002 Headley	10	2	1
Blackmoor & Oakhanger Corridor	9	4	0
Blacknest to Selborne / B3004	10	1	0
Greatham Corridor	11	0	0
Whitehill and Bordon Area -Firgrove Rd to Station Rd	6	2	1
Whitehill and Bordon Area -Liphook Road to Hollywater Road	14	7	0

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4.3.3 In addition to a review of accident data, the HCC Road Safety Team has provided additional road safety data in regards to existing accident cluster sites and future road safety schemes. This showed that the area surrounding the proposed Eco-town contains no identified cluster sites and as a result there are no road safety schemes planned.

#### TRAFFIC SPEED/VOLUME DATA

4.3.4 Traffic speed and volume data has also been provided by HCC for the highway network surrounding the proposed Eco-town. This data has been used in the assessment of each route and in development of the Traffic Management Strategy.

#### 4.4 HCC TRAFFIC MANAGEMENT TEAM FEEDBACK AND HCC CAPITAL WORKS PROGRAMME

4.4.1 HCC has provided details of local Traffic Management issues and their future capital works programme for East Hampshire for review against the area surrounding the proposed Eco-town. This was reviewed to ensure that schemes have been considered in the development of the future Traffic Management Strategy. The following schemes are proposed in HCC's capital works programme.

##### B3004 LINDFORD TRAFFIC MANAGEMENT SCHEME

4.4.2 This is a traffic calming scheme in Lindford that was completed in February 2012. The scheme includes the provision of a raised table at the B3004 / Chase Road / Frensham Lane / Headley Road junction, provision of pinch points and road narrowing. This will help provide safer pedestrian access along the B3004 Liphook Road by promoting easier and safer access.

##### A325 SPEED LIMIT REVIEW (2012/13 TO 2013/14)

4.4.3 As part of the countywide speed limit review, HCC has recently confirmed proposals to change the speed limit on sections of the A325 corridor as described below:

- A decrease in the speed limit from 60mph to 50mph from 180m north of Station Road to 140m south of B3004 (North of Whitehill and Bordon);
- An increase in the speed limit from 30mph to 50mph from 100m south of Firgrove Road roundabout to 260m south of roundabout (South of Whitehill and Bordon);
- A decrease in the speed limit from 60mph to 50mph from 260m south of Firgrove Road roundabout to 560m south of roundabout (South of Whitehill and Bordon);
- A decrease in the speed limit from 50mph to 40mph from 160m south of Binstead Road to 440m north of Binstead Road (Bucks Horn Oak); and
- A decrease in the speed limit from 50mph to 40mph from 50m south of Fullers Lane to 110m south of Fullers Lane (Holt Pound).

4.4.4 These proposals will be incorporated into Traffic Management proposals prepared as part of this study.

##### B3004 EAST WORLDHAM (2012)

4.4.5 This scheme will provide a pedestrian refuge island on the B3004. This will be located close to the village hall, in order to provide pedestrian crossing facilities to and from the residential properties to the north and south of the B3004.

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#### B3004 STANDFORD LANE (2012/13)

4.4.6 This scheme involves the provision of a new footway link near the Robin Hood pub on Standford Lane. This will improve safety for pedestrians accessing the pub from local residential properties in Standford.

#### BLACKNEST ROAD, BINSTED & BENTLEY - WEIGHT LIMIT REVIEW (2011/12)

4.4.7 A review of signing is currently being undertaken to assist vehicles using Blacknest Road. As part of this, proposals will be developed for consultation and improvements proposed for the A31 and other sites in Bentley, with the aim of assisting correct HGV routing that avoids the low bridge on Blacknest Road,

#### CONDE WAY, BORDON - ROAD MARKINGS IMPROVEMENT (2012/13)

4.4.8 Following concerns from local residents relating to speed of traffic and driver behaviour at the junction with Forest Road, HCC has proposed the implementation of road marking improvements, with further studies to be completed to confirm if additional measures are required.

#### GRAYSHOTT ROAD, HEADLEY - PEDESTRIAN CROSSING (COMPLETED 2012)

4.4.9 HCC have recently installed a courtesy crossing on Grayshott Road to improve safety for pedestrians using this route. This crossing includes dropped kerbing, tactile paving, reflective bollards plus better signing and marking at the existing bus stop. This crossing has been implemented following a fatal accident at this location.

#### ARFORD ROAD, HEADLEY - 20MPH SPEED LIMIT (2012/2013)

4.4.10 Proposals are currently under development to implement a 20mph speed limit in Headley Village centre between the junctions with the B3002 and Wheatsheaf Court. This scheme is being implemented to improve safety of pedestrians and other road users using the village centre.

#### 4.5 SUMMARY

4.5.1 This section has provided details of the data collection methods used in identifying and assessing the corridors and areas which form the basis for the preparing a Traffic Management Strategy. Through assessment of such data, it has been possible to gain a detailed understanding of each corridor and area, which provides key background information for local consultation meetings and potential Traffic Management concerns discussed in the next two sections.

4.5.2 In addition to the schemes identified above HCC are also investigating a number of other potential Traffic Management schemes for implementation as part of the future capital works programme.

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## 5 Phase 1 Consultation

### 5.1 INTRODUCTION

5.1.1 Following on from assessment of background data discussed in Section 4, consultation meetings were arranged with Town and Parish Councils surrounding Whitehill and Bordon to gather further knowledge of local traffic issues and views on existing Traffic Management.

### 5.2 PHASE 1 CONSULTATION

5.2.1 At meetings with local Parish Councils, WSP outlined the latest details of the Eco-town Masterplan, the anticipated impact on traffic flows, potential junction mitigation works and potential Traffic Management techniques and measures. Members of the Town and Parish Council were then able to raise any local traffic concerns and issues, which were recorded and marked on plans where appropriate.

5.2.2 Each meeting lasted between one to one and a half hours, allowing ample time to discuss local concerns with each Town and Parish Council. Bentley, Binsted and Greatham Parish Councils also submitted further details to WSP after the meeting which added further detail to topics discussed.

5.2.3 A full schedule of Town and Parish Council meetings held is shown in Table 5.1. Prior to these meetings, HCC also requested comments from local County and District Councillors. As a result Councillors Adam Carew, Mark Kemp-Gee, Pat Frost and David Munro all attended Town / Parish Council meetings to discuss local Traffic Management concerns.

**Table 5.1 – Town & Parish Council Meeting Schedule**

Parish Council	Date of Meeting
Bentley Parish Council	10 <sup>th</sup> November 2011
Binsted Parish Council	24 <sup>d</sup> November 2011
Greatham Parish Council	17 <sup>th</sup> November 2011
Lindford Parish Council	9 <sup>th</sup> November 2011
Headley Parish Council	28 <sup>th</sup> November 2011
Bramshott & Liphook Parish Council	9 <sup>th</sup> November 2011
Selborne Parish Council	23 <sup>d</sup> November 2011
Kingsley Parish Council	9 <sup>th</sup> November 2011
Farnham Town Council	16 <sup>th</sup> December 2011
Whitehill Town Council	23 <sup>d</sup> November 2011
Worldham Parish Council	24 <sup>d</sup> November 2011

## 6 Summary of Existing Concerns

### 6.1 INTRODUCTION

6.1.1 Following the consultation exercise the items raised at the various meetings have been summarised and recorded in this section by route/corridor. Items that were raised which were outside of the scope of this study have been summarised separately and are included in Appendix B.

6.1.2 The comments and concerns detailed below represent a direct recording of the issues raised by the various Town and Parish Councils and have not been validated with further information; they are therefore a direct representation of the views expressed and not necessarily those of HCC nor WSP.

### 6.2 A325 CORRIDOR (INCLUDING WRECCLESHAM)

6.2.1 Table 6.1 below provides a summary of the concerns raised by the Town and Parish Councils along this corridor, which are represented graphically in Figures 2 and 3.

**Table 6.1 – A325 Corridor Concerns Raised by Town & Parish Councils**

Area	Road	Concerns Raised by Town / Parish Councils
Wrecclesham	A325 through Wrecclesham	Speed and volume of traffic
	A325	Lack of pedestrian crossings, especially near to shops and businesses
	A325 / School Lane	Mini-roundabout congested at peak times
	Riverdale	Alternative route northbound to avoid the A325 / School Lane mini-roundabout
	A325 / A31 Coxbridge roundabout	Congestion and accidents at junction
A325 between Wrecclesham and Whitehill and Bordon	A325 / Binstead Road / Dockenfield Street (Bucks Horn Oak)	Speed limit too high and accidents at junction
	A325 / B3004 Traffic Signals	Speed limit too high and accidents at junction
Whitehill and Bordon	A325 / Frith End Road	Speed limit too high
	A325 through Whitehill and Bordon	Traffic congestion through Whitehill and Bordon encouraging drivers to use alternative routes
A325 south of Whitehill and Bordon	A325 / Petersfield Road	Speed limit too high – vehicles fail to give way at roundabout

6.2.2 It can be seen from the above that the main concerns raised along this corridor relate to the existing speed limits and the perceived impact on safety. Through Wrecclesham, the use of Riverdale was identified as an alternative route to avoid the A325 / School Lane roundabout and there were also concerns over the lack of pedestrian crossing facilities along the A325.

### 6.3 B3004 TO ALTON CORRIDOR

6.3.1 Table 6.2 below provides a summary of the concerns raised by the Parish Councils along this corridor which are also shown graphically on Figure 4 and 5.

**Table 6.2 – B3004 to Alton Corridor Concerns Raised by Parish Councils**

Area	Road	Concerns Raised by Parish Councils
Kingsley	B3004	High volumes of HGVs
	B3004 through Kingsley	No pedestrian crossing facilities in village
	B3004 / Oakhanger Rd	Traffic congestion during AM peak and accidents at junction
	Sickles Lane	Alternative route to A31 to avoid Sleaford traffic signals
	Church Street	Alternative route to A31 to avoid Sleaford traffic signals
East Worldham	B3004 through East Worldham	Speed and volume of traffic, especially on Worldham Hill
	B3004 between East Worldham & Kingsley	Speed of traffic
	Blanket Street	Speed and volume of traffic using as alternative route from Oakhanger
	Wyck Street	Speed and volume of traffic
	B3004 Worldham Hill	No footway to houses at eastern end of the village
	B3004	Poor maintenance of highway
B3004 west of East Worldham	B3004 west of East Worldham	Accidents along B3004

6.3.2 In summary, the volume and speeds of traffic passing through each village was the main concern expressed by each Parish Council. Kingsley Parish Council also made particular reference to the level of HGVs passing through the village and the lack of pedestrian crossing facilities. The latter of these points was considered particularly important when taking account of the recently opened Kingsley Centre in the centre of the village, which provides a range of services to local residents. East Worldham Parish Council were mainly concerned about the speed of traffic, both approaching the village and through East Worldham itself, with particular problems on Worldham Hill.

#### 6.4 B3004 TO LIPHOOK CORRIDOR

6.4.1 Table 6.3 below provides a summary of the concerns raised by the Parish Councils along this corridor which are shown graphically in Figure 6.

**Table 6.3 – B3004 to Liphook Corridor Concerns Raised by Parish Councils**

Area	Road	Concerns Raised by Parish Councils
Lindford	B3004 / B3002 junction	Accidents at junction
	Lindford	The village has no identity
	B3004 through Lindford	Altis Hardware store often experiences congestion and parking problems, leading to delays on the B3004
	B3004	Speed of traffic through Lindford
	B3004 / Windsor Road junction	Mini-roundabout is often ignored by drivers heading along the B3004
	B3004 through Lindford	No pedestrian crossing facilities in village
Passfield and Standford	B3004 south of Lindford	Poor conditions for cycling
	B3004 / Whitehill Road	Accidents at junction and poor visibility
	B3004 / Hollywater Road junction	Accidents at junction and poor visibility
B3004 south of Passfield	B3004 between Passfield and Liphook	Speed of traffic
	B3004	Poor cambers on some corners
	Burgh Hill Road and Church Lane	Use of inappropriate route between B3004 & A3 by HGVs

6.4.2 From the table, it is clear that parish and town councils raised a range of different concerns relating to Traffic Management conditions along the B3004 to Lindford corridor. For example, in Lindford the parish council were concerned that the village had 'no identity' and that there was a lack of crossing facilities available. South of Lindford, the main concerns related to the speed of traffic on the B3004 and safety at junctions, which are likely to be linked.

6.5 B3002 HEADLEY CORRIDOR

6.5.1 Table 6.4 below provides a summary of the concerns raised by the Parish Councils along this corridor which are shown graphically on Figure 7.

**Table 6.4 – B3002 Headley Corridor Concerns Raised by Parish Councils**

Area	Road	Concerns Raised by Parish Councils
Headley	B3002 through Headley	There is no pavement or street lighting on the B3002 between the junctions with Arford Road and Honeysuckle Road.
	B3002 through Headley	Speed and volume of traffic
	Tulls Lane	Speed and volume of traffic
	B3002 through Headley	Volume of HGVs
	Long Cross Hill / High Street / Arford Road / Barley Mow Hill	Alternative route through Headley to avoid delays on the B3002.

6.5.2 As Table 6.4 shows the main concerns on the B3002 Headley corridor relate to traffic using routes such as Long Cross Hill and Arford Road as an alternative route through the village. These routes avoid the sharp bends along the B3002. Also highlighted by the Parish Council was the lack of street lighting and footways through much of the village.

## 6.6 BENTLEY & BLACKNEST CORRIDOR

6.6.1 Table 6.5 below provides a summary of the concerns raised by the Parish Councils along this corridor which are also shown graphically in Figures 8 & 9. In addition to the meetings held with the Parish Councils, Binsted and Bentley have also submitted reports to WSP which summarised the main Traffic Management concerns along the Bentley and Blacknest Corridor. These reports have been thoroughly reviewed, with the concerns raised included in the Table below.

**Table 6.5 – Bentley & Blacknest Corridor Concerns Raised by Parish Councils**

Area	Road	Concerns Raised by Parish Councils
Frith End and Blacknest, south of Bentley	Frith End Road	Inadequate width for HGVs to pass in proximity to junction with A325.
	A325 / Binsted Road junction (Bucks Horn Oak)	Junction configuration is unsafe
	Whole Corridor	Speed & volume of traffic using route to access the A31
	Frith End Road / Blacknest Road	Accidents and HGVs turning at Blacknest Road / Binsted Road / Frith End Road crossroads
	Blacknest Road	Speed and volume of traffic
	Binsted Road, west of junction with Blacknest Road	Speed of traffic and inappropriate speed limit.
	Station Road	Speed and volume of traffic
	Whole corridor	HGV weight restrictions being ignored – too many HGVs on unsuitable routes
Bentley	London Road / Station Road	Accidents at London Road / Station Road junction and lack of pedestrian crossing facilities.
	London Road	Speed and volume of traffic Bentley Primary School on-street parking / drop-offs Bentley Business Park, Industrial Estate and shops generate significant levels of traffic and parking throughout the day

6.6.2 In summary, the main concerns raised in relation to the on the Bentley & Blacknest corridor are in regards to existing volume of traffic and its speed through each village.

6.7 BLACKMOOR & OAKHANGER AREA

6.7.1 Table 6.6 below provides a summary of the concerns raised by the Parish Councils along this corridor which are also shown graphically in Figures 10 & 11.

**Table 6.6 – Blackmoor & Oakhanger Area Concerns Raised by Parish Councils**

Area	Road	Concerns Raised by Parish Councils
Whole Corridor	Whole Corridor	Volume of traffic using route to access the B3004 avoiding the A325 through Whitehill and Bordon
	Whole Corridor	HGV 7.5t weight limit is ignored
Oakhanger	Oakhanger Road through village	Speed and volume of traffic
	Blanket Street	Speed and volume of traffic
	Oakhanger Road through village	No pavements in some parts of village
	Oakhanger Road	Use of Gibbs Lane through Shortheath Common as an alternative route from Whitehill Bordon

6.7.2 In summary the main concerns on the Blackmoor and Oakhanger corridor relate to the volume and speed of traffic that passes through each village to avoid delays in Whitehill and Bordon and along the A325.

6.8 BLACKMOOR TO SELBORNE AREA

6.8.1 Table 6.7 below provides a summary of the concerns raised by the Parish Councils along this corridor which are shown graphically in Figure 12.

**Table 6.7 – Blackmoor to Selborne Area Concerns Raised by Parish Councils**

Ref	Road	Concerns Raised by Parish Councils
Blackmoor	Drift Road	On-street parking outside St Matthews School
	Drift Road	Accidents on bends through Blackmoor
Selborne	B3006 through Selborne	Speed and volume of traffic
	Sotherington Lane	Speed and volume of traffic
	Honey Lane	Speed and volume of traffic
	B3006 through Selborne	Accidents at traffic calming locations

6.8.2 It can be seen from the above that the main concerns raised along this corridor relate to the volume and speed of traffic on the B3006 through Selborne and the Sotherington Lane and Honey Lane routes that link Selborne to Whitehill and Bordon.

## 6.9 GREATHAM CORRIDOR

6.9.1 Table 6.8 below provides a summary of the concerns raised by the Parish Council along this corridor which are shown graphically in Figure 13.

**Table 6.8 – Greatham Corridor Concerns Raised by Parish Councils**

Ref	Road	Concerns Raised by Parish Councils
Whole Corridor	Whole Corridor	Traffic travelling through Greatham from the A325 to access the A3 to / from Whitehill and Bordon
	Whole Corridor	Speed of traffic
Petersfield Road	A325 / Petersfield Road junction	Traffic heading southbound on the A325 does not give-way to traffic on the roundabout from Greatham due to their speed on approach
	Petersfield Road / Digby Way junction	Traffic turning onto Petersfield Road not giving way to traffic heading southbound from Digby Way
	Petersfield Road	On-street parking outside cottages is a safety hazard
	Petersfield Road	No pedestrian crossing facilities in village, especially near school or where footways end on one-side road
	Petersfield Road	Drivers not adhering to priority rules at pinch points and chicanes through village.
	Petersfield Road	Inadequate street lighting at existing traffic calming features.
	Petersfield Road	Traffic congestion between traffic calming features, especially at peak times

6.9.2 For the Greatham corridor the concerns raised relate to the level of traffic that travels through the village in order to access the A3 to / from the A325 and Whitehill and Bordon. This issue is compounded by perceived poor driver behaviour at existing Traffic Management measures and junctions on Petersfield Road.

## 6.10 WHITEHILL AND BORDON AREA

6.10.1 Table 6.9 below provides a summary of the concerns raised by the Town and Parish Councils along this corridor which are also shown graphically on Figure 14.

**Table 6.9 – Whitehill and Bordon Concerns Raised by Town & Parish Councils**

Ref	Road	Concerns Raised by Parish Councils
East of A325 / Firgrove Road / Liphook Road roudabout	Liphook Road / Walldown Road / Hollywater Road / Mill Chase Road / B3004	Volume of traffic using route to avoid congestion on the A325 through Whitehill and Bordon
	Firgrove Road / Hogmoor Road / Station Road	Volume of traffic using route to avoid congestion on the A325 through Whitehill and Bordon
	Whitehill Road / Hollywater Road / Walldown Road / Liphook Road	Speed of traffic and inappropriate speed limits
	Whitehill Road / Hollywater Road junction	Limited visibility
	Liphook Road / Hollywater Road	Limited visibility
	Liphook Road / Walldean Road	Limited visibility
Conde Way / Forest Road	Conde Way / Forest Road Chalet Hill	Alternative route to avoid the A325 / Tesco / Woolmer Road traffic signals
	Forest Road	Vehicles speeding to get through traffic calming features
	Conde Way	On-street parking and lack of pedestrian crossing facilities
Whitehill and Bordon Town Centre	Budds Lane junction	Extremely difficult right turn during peak hours
	Chalet Hill Traffic Signals	Accidents at junction and poor air quality
	Pine Hill / Apollo Drive	Vehicles ignoring existing road closure to Forest Centre
Hogmoor Road	Hogmoor Road	Speed of traffic
	Hogmoor Road	No footway or street lighting at northern end (after tank crossing)
	Firgrove Road / Hogmoor Road junction	Problems with on-street parking close to junction and vehicles turning right from Firgrove Road cutting the corner into Hogmoor Road.
	Hogmoor Road / Spruce Avenue	Accidents at junction
Shortheath Common	Gibb's Lane	Use of route across Shortheath Common avoiding Oakhanger

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6.10.2 As can be seen in Table 6.9, there were a range of different concerns raised in regards to the area around the Whitehill and Bordon Area, but they mainly relate to traffic using alternative routes to the east and west of Whitehill and Bordon to avoid congestion on the A325. To the east, Liphook Road / Walldown Road / Hollywater Road are used and to the west Firgrove Road / Hogmoor Road and Station Road are used as alternative routes.

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# 7 Option Evaluation

## 7.1 INTRODUCTION

7.1.1 This section provides a review and evaluation of the Traffic Management options available for each corridor or area discussed in the previous section. Also, once this review has been completed, a proposed Traffic Management Strategy is provided based around the issues identified and available options.

## 7.2 POTENTIAL TRAFFIC MANAGEMENT MEASURES

7.2.1 There are a broad range of Traffic Management measures available for use in rural and village scenarios like those areas surrounding the proposed Whitehill and Bordon Eco-town. For all measures, careful consideration needs to be given to the area where such Traffic Management measures are to be implemented. Where possible, incorporating Traffic Management measures into the rural or historic surroundings should be considered. This will achieve the required Traffic Management objectives without having a detrimental impact on the character of the location.

7.2.2 In evaluating these measures, it is recognised that the implementation of common Traffic Management measures in rural locations is difficult to achieve without 'urbanising' the area. As a result it is important to ensure that the design of final schemes includes local engagement to ensure they are appropriate and in keeping with the local area.

### SPEED LIMITS

7.2.3 A reduction in speed limit is a simple Traffic Management measure, which can improve safety and inappropriate use of routes. However, the implementation of speed limits requires careful consideration as such limits need to be enforceable. For example, the introduction of a 20mph speed limit should be accompanied by traffic calming measures, along with entry treatments and gateways, unless where the existing highway geometry ensures that speeds are maintained below 20 mph.



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7.2.4 20mph speed limits are considered ideal for areas where there is an existing accident record or where there are likely to be high concentrations of pedestrians or cyclists. It should also be noted, however, that short lengths of 20mph speed limits are unlikely to be observed. Selborne is considered a good example of a 20mph scheme.

7.2.5 Shared space schemes tend to support the reduction of speed limits to 20mph, where the level of demarcation between pedestrians and vehicles is reduced (through features such as level surfaces) and a street's sense of place is enhanced. Such schemes improve the environment for pedestrians and cyclists through decreased traffic speeds, increased interaction and removing the physical and psychological barrier between different road users.

7.2.6 Shared space is often applicable where the buildings fronting the street have a strong heritage or cultural significance. It is particularly suitable where the quantity and type of surrounding land-use generates a high level of pedestrian demand for uses other than simply movement through the space. Shared space can also be appropriate at junctions or squares, where pedestrian desire lines are more diverse. Such settings, where streets come together, can provide good opportunities for creating distinct focal points.

7.2.7 30mph speed limits are used in urban areas but there has also been the recent HCC 'Village 30' programme, which considered the provision of such a speed limit through all villages in the county. Traffic calming on 30mph roads is generally used to ensure that 85th percentile speeds do not exceed 30mph or to secure substantial speed reductions. There are a number of self-enforcing measures which can be used to prevent the 85th percentile speeds of traffic exceeding 30mph including speed humps, speed cushions, thumps, horizontal deflections and mini-roundabouts. The speed control characteristics of other measures (e.g. narrowings, traffic islands and pedestrian refuges) may not be sufficient on their own to keep speeds below 30mph.

7.2.8 The use of 40mph and 50mph speed limits is often employed to improve safety on roads which were previously subject to a national speed limit. They are also often used as 'buffer zones' between 30mph areas and higher speed limits. Vertical measures such as road humps and speed cushions are not permitted on roads with speed limits above 40mph but rumble devices, build-outs, chicanes, pinch points, narrowings, islands, pedestrian refuges, gateways and roundabouts are permitted. Such schemes will require careful planning to ensure a safe and effective scheme.

## VERTICAL MEASURES

7.2.9 The provision of vertical traffic calming measures (humps, thumps, speed cushions, rumble devices or strips, raised crossings and junction tables) can have a significant impact on traffic speeds. Road humps are the most widely used form of traffic calming device because they have proved to be effective at controlling speeds and are generally applicable to most road layouts. Schemes can consist purely of road humps or area-wide schemes can often be enhanced by a variety of measures.



## HORIZONTAL MEASURES

### Carriageway Narrowing

7.2.10 Carriageway narrowing can consist of pinch points / kerb build-outs or chicanes and can be achieved by the use of physical measures, by road markings and coloured surfacing, by reallocation of road-space or by a combination of all of these methods.

7.2.11 Chicane designs vary considerably but most fall into two broad categories

- single-lane working, consisting of staggered build-outs, narrowing the road so that traffic from one direction has to give way to opposing traffic; and
- two-way working, using build-outs to provide deflection, but with lanes separated by road markings or a central island.



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7.2.12 The design of such schemes requires careful consideration as most carriageway narrowing schemes still allow vehicles to be driven relatively quickly though the available gap, and as a result somewhat reliant on heavy traffic volumes to slow traffic speeds.

7.2.13 Examples of pinch points around Whitehill and Bordon are in place on Petersfield Road in Greatham and Forest Road in Whitehill and Bordon. Also, existing use of chicanes can be seen in Selborne and Greatham.

#### Gateways and Entry Treatments

7.2.14 Gateways are used to signify the entry into a village or traffic calmed area and generally consist of a distinctive change in road surface, a prominent sign to alert drivers to the area and sometimes additional traffic calming measures, such as rumble devices. The use of gateways is considered to be a significant tool in the implementation of Traffic Management measures in rural areas. Guidance on Gateways states that they should be as conspicuous as possible (whilst keeping with the character of the location), and their effectiveness is generally governed by this.



#### Road markings and Traffic Signs

7.2.15 The provision or revision of road markings and signs can provide a simple but effective form of Traffic Management. However, when using these in rural locations, such features should be used sparingly so not to detract from the character of such settlements. The following measures are available for use:

- **Speed roundel markings** are white thermoplastic elongated circles with the speed limit in the centre which are laid on the road carriageway surface. These can only be used with speed limit repeater signs, either at speed limit boundaries or within speed limit areas. As speed limit repeater signs are not permitted on 30mph roads with street lighting roundel markings cannot be installed in such circumstances.



- **Coloured surfaces** and surfaces with high skid resistance are often used at the approaches to pedestrian crossings or roundabouts to assist drivers when braking for pedestrians or other vehicles. These are usually in a contrasting colour, which may have the added effect of alerting the drivers. When implementing such measures in rural locations it is important to consider the impact of contrasting colours on the character of the surrounding area. Therefore, where possible, the use of beige surfacing is preferable in rural areas.
- **Changes in surface texture** can encourage lower speeds, but it is important that the skid resistance for any material used for traffic calming is adequate for the type and speed of traffic carried.
- **Central hatched road markings** can be used to discourage drivers from overtaking and can also give the impression that the road is narrower than it is in reality. Placing them on a coloured background can give additional emphasis.
- **Edge of carriageway road markings** can be used to narrow the carriageway and bring vehicles closer together, thereby reducing traffic speeds.

#### MINI-ROUNDBABOUTS

7.2.16 Mini-roundabouts have been incorporated into many traffic calming schemes, often as the first measure encountered. Mini-roundabouts are recommended for use on urban single-carriageway roads where the speed limit is 30 mph or less. They have central islands with a diameter up to 4 metres that are capable of being driven over by large vehicles.



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7.2.17 The use of mini-roundabouts can provide a method of slowing traffic speeds through junctions, but must be designed to provide suitable deflection for approach vehicles. Otherwise the junctions are likely to be ignored and have little impact on vehicle speeds.

#### VEHICLE ACTIVATED DEVICES

7.2.18 Vehicle Activated Signs (VAS) are used as traffic calming measures to address inappropriate speed where conventional signing has not been effective. Such signs can display a range of messages when activated by a vehicle and can display a range of messages such as the speed limit, the vehicle speed or appropriate warning signs to notify drivers of highway features ahead.



#### STREET LIGHTING

7.2.19 The provision of street lighting is a useful measure to improve safety and is required where road hump schemes are provided. Chicanes and other narrowings should also be conspicuous and there should always be adequate street lighting in areas around chicanes. Careful consideration needs to be given where street lighting is to be installed so not to reduce the rural nature of an area.

#### CHANGE OF JUNCTION PRIORITY

7.2.20 A change in priority at a junction can have a significant impact on safety and travel times along a route and thus is a useful Traffic Management tool when trying to reduce the use of unsuitable routes. The use of such measures could involve a simple change of priority at a T-junction or removal or provision of a mini-roundabout. When implementing such measures it is important to consider the wide ranging impacts in order to ensure that it does not have a detrimental impact on surrounding areas of the highway network.

#### ONE-WAY STREETS AND ROAD CLOSURES

7.2.21 One-way streets and road closures are a method of significantly reducing traffic by preventing use by through traffic, but the wide ranging impacts of such schemes must be given full consideration. Where one-way streets are implemented it is also considered useful to employ other traffic calming features to ensure traffic speeds do not become excessive.

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### 7.3 AREA WIDE REVIEWS

7.3.1 Through the data collection exercises covered in previous sections it has become apparent that there is a need to review a number of traffic related aspects from an area wide perspective. This is discussed further in paragraphs 7.3.5 to 7.3.7.

#### FREIGHT ROUTING/ STRATEGY

7.3.2 The routing of freight vehicles and specifically the use of unsuitable routes by HGVs has been raised at a number of the consultation events. From this it can be seen that freight routing is a significant issue for these corridors and the villages along them. It is not possible to deal with freight routing in isolation by looking at each corridor and it is therefore necessary for a wider area wide review of freight routing to be undertaken. At present, very few weight limits apply on the road network surrounding Whitehill and Bordon and these are listed below:

- Oakhanger Road and all roads joining the B3004 west of the A325 are subject to a 7.5 tonne weight limit;
- Firth End Road, Blacknest Road and Station Road are subject to a 7.5 tonne weight limit;
- Burgh Hill Road, which joins the B3004, is subject to a 7.5 tonne weight limit.

7.3.3 This freight strategy would need to look at providing routes for freight vehicles which avoid unsuitable routes such as narrow lanes and low bridges which will need to be complemented by on site traffic signing.

7.3.4 It is recommended that a freight routing strategy is undertaken separate to this report.

#### SPEED LIMIT STRATEGY

7.3.5 The speed of traffic through the villages has also been raised as a concern in the majority of consultation events. Where possible the proposed Traffic Management strategy has tried to consolidate and provide consistent speed limits for each corridor. However, speed limits are only effective if they are set at a realistic level which is relevant to the type and characteristics of the road.

7.3.6 An overall speed limit review should be undertaken separate to this report which takes our recommendations, those from the 'A and B speed limit review' and 'Village 30' initiative recently undertaken to ensure consistency and correct application of speed limits across the area.

7.3.7 There may then be an opportunity to liaise with the enforcing authority (Hampshire Police) to arrange co-ordinated activities to enforce the proposed speed limits.

### 7.4 MATRIX OF SCHEME OPTIONS

7.4.1 In formulating the final Traffic Management Strategy it is essential to review the suitability of measures discussed in Section 7.3 against individual areas and locations that make up each corridor or area identified. This has been completed through the development of a matrix for each corridor, which considers the use of Traffic Management measures either separately or in combination for sections of each route.

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The development of such a matrix provides a robust assessment of each corridor against available Traffic Management measures.

7.4.2 Appendix A provides a matrix for each corridor or area defined in Chapter Four. The green text in each table highlights options which are suitable for consideration at each location and red text highlights where measures should not be used.

Further to this, Table 7.1 provides a matrix of available Traffic Management Options against the key objectives of this study, reducing the impact of additional traffic generated by the proposed Eco-town and discouraging the use of inappropriate routes.

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**Table 7.1 Matrix of Traffic Management Measures**

Traffic Management Objectives	Traffic Management Measure																				
	Speed Limit Reduction				Vertical Measures			Carriageway Narrowing		Chicane		Road markings, traffic signs				Rumble Strip / Area	Mini-roundabout	Vehicle Activated Signs	Street Lighting	Change of Junction Priority	One-Way Streets & Road Closures
	20 mph	30 mph	40 mph	50 mph	Road Humps / Cushions	Thump	Speed Tables	Central Island	Pinch-Point / Build-Out	Single-Lane / Two-Way	Gateway	Roundels	Hatching	Coloured Surface	Removal of white lining						
Reducing traffic speed	Yes, but any reduction in speed limit should be realistic and enforceable. Use of speed limits below 30mph would generally only be acceptable through villages and 20mph would require additional traffic calming features.				The use of vertical measures will usually have the greatest impact on traffic speeds in comparison with other Traffic Management measures. Such measures can only be installed in 20mph and 30mph speed limits.			Reduced carriageway width is likely to reduce traffic speeds through Traffic Management features but consideration should be given to vehicles speeding through such measures. Gateway features are particularly effective at reducing traffic speeds through villages, especially when installed alongside other Traffic Management measures.		Horizontal Traffic Management measures such as road markings can generally be used to help enforce speed limits but when used to highlight hazards they can also be used as speed reduction measures. Removal of white lining and replacement of edge of carriageway markings can be used to reduce the width of a road and push vehicles closer together, thus reducing traffic speeds.		Can be used to reduce traffic speeds over short stretches of a route and can be installed as part of other measures such as enhanced gateways.				Can be used to reduce traffic speeds through a junction.	Can be used to help enforce speed limits.	May increase traffic speeds in some circumstances and also urbanise rural areas.	Can be used to reduce traffic speeds through a junction.	Unlikely to decrease traffic speeds and consideration needs to be given to potential for one-way streets to increase traffic speeds.	
Discouraging use of route	Through a reduction in speeds and increased travel time, a reduction in speed limit can discourage the use of a particular route. However, these reductions would have to be significant to have a noticeable impact on journey times.				Likely to have a significant impact on the attractiveness of a route due to reduced speeds, increased journey times and perception of vertical Traffic Management measures.			Carriageway narrowings and chicanes may discourage the use of a route by reducing traffic speeds and increasing journey times. However, a number of measures may be required to have a significant impact on the perceived attractiveness of a route.		Unlikely to discourage use of a route when used alone but can be effective as part of features such as enhanced gateways and environmental improvement schemes.		Unlikely to discourage the use of a route when used in isolation.				Can discourage use of route through increasing journey times.	Can be used to help enforce speed limits or warn drivers of approaching hazard	No	Can discourage use of route through increasing journey times.	Can be used to significantly discourage or stop the use of a route.	
Reducing accidents	It is likely that the number and/or severity of accidents will be reduced with any reduction in traffic speeds.															Dependent upon site characteristics.	May help reduce accidents occurring at night.	Dependent upon site characteristics.	Can be used to remove vehicle conflicts and thus improve safety.		
Improving pedestrian environment	Provision of 20mph and 30mph speed limits will help improve conditions for pedestrians, especially if implemented alongside environmental improvement schemes.				Use of vertical measures can improve the pedestrian environment by helping to enforce speed limits through villages. However, consideration should also be given to potential impacts on air quality and noise as a result of installing such measures.			Carriageway narrowings can often be implemented as part of schemes to widen footways and or provide crossings points for pedestrians.		Can improve pedestrian environment when implemented as part of a scheme that enforces or reducing speed limits in villages		Could improve the pedestrian environment by helping to enforce speed limits through villages. However, consideration should also be given to potential impacts on air quality and noise as a result of installing such measures.				Mini-roundabouts do not provide ideal crossing opportunities due to junction operation.	Not directly but improvements can be made through enforcement of speed limits.	Could help improve pedestrian safety.	Depends on junction type.	Can often be implemented as part of schemes to improve the pedestrian environment of a village centre.	
Acceptable to the public	A reduction in speed limit will generally be supported by local town and parish councils.				Unlikely to be acceptable.			The provision of features that improve the pedestrian environment or highlight the starting point of a village are likely to receive a positive reaction. The use of other chicanes is likely to receive mixed views.		Likely to be acceptable as long as due consideration is given the context and character of the area where they are installed.		Likely to receive mixed views, depending on the location in regards to proximity to residential properties				Likely to receive mixed views, due to driver behaviour at some mini-roundabouts.	Likely to be acceptable due to enforcement of speed limit.	Likely to receive mixed views due to the need to balance safety and keep the rural nature of villages.	Depends on junction type.	Depends on access needs.	

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# 8 Proposed Traffic Management Strategy

## 8.1 INTRODUCTION

8.1.1 Following completion and review of the matrix of Traffic Management measures, a proposed Traffic Management Strategy has been prepared for each corridor. The background research and consultation as illustrated through this report has helped to guide the formulation of each Strategy and the options selected have been recommended to address the concerns raised based on best practice and guidance.

8.1.2 The development of the strategies below has tried to illustrate how proposed options intend to address the concerns raised by the relevant groups. It should be noted that it has not been possible to address all issues identified through scheme development but all raised have been passed to the Highway Authority. In these situations, HCC remains responsible for developing improvement measures (in consultation with local stakeholders) that will help ameliorate existing concerns.

8.1.3 In addition, it should be highlighted that this Strategy aims to address **long-term** Traffic Management issues on the local highway network due to the future development of the proposed Eco-town. Therefore, before implementation of the Eco-town, measures may be introduced by the highway authority in the short-term which help to alleviate the local concerns highlighted in this study. Taking this into account, Town and Parish Councils should continue to discuss their issues and the resolution of these with HCC in the intervening period.

8.1.4 It should also be noted at this stage that these proposals do not represent the final Strategy for each route and further consultation will be required with the local stakeholder groups in order to understand the acceptability of the proposals. As a result the following points should be taken into consideration when viewing these proposals. This follows the 'Traffic in Villages' Toolkit, which places community engagement at the heart of the design process.

- At a number of locations it is proposed to implement environmental improvements which will help to address not only the concerns raised at that location but also provide the opportunity to enhance the quality of local environment. In these scenarios some potential options have been proposed but it is intended that the proposals and designs for these locations should be taken forward in collaboration with the local stakeholders.
- Enhanced gateways should be designed so they are conspicuous but also acceptable to the local surroundings and residents. As a result, it is considered appropriate to allow for local stakeholders to be involved in the final design of such features.

8.1.5 The phasing of the proposals contained within this Strategy will be dependent upon the predicted traffic impact of the Eco-town development as it is delivered, as set out in the Amey TA.

8.1.6 In addition to details of proposed measures, an estimate of costs for each option proposed has been provided. These are estimates based on best practise and previous experience of the implementation of these types of measures therefore they are representative of outline design and for information only.

## 8.2 A325 CORRIDOR TRAFFIC MANAGEMENT STRATEGY

8.2.1 The A325 is a strategic route enabling vehicular movement from the A3 in the south to the A31 in the north and is (as designated) subject to high volumes of traffic of both cars and freight vehicles, including HGVs. Therefore the proposed Strategy below looks to address the concerns raised relating to the speed of traffic along this corridor and the severance issues raised in the village of Wrecclesham. The Strategy also includes the proposed junction mitigation works as put forward in the Junction Mitigation Report which will look to address the congestion issues on the A325 in Whitehill and Bordon.

8.2.2 The proposed Strategy is indicated in the Table 8.2 and illustrated in Figure 15 and Figure 16.

**Table 8.2 – A325 Corridor Traffic Management Strategy**

Area	Item raised	Proposal	Why selected	Cost
Wrecclesham	Traffic speed entering Wrecclesham village	Enhanced village gateways on both approaches	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment	£20K
	Concern of crossing busy roads	Pedestrian crossing islands (3 number)	Will improve accessibility for pedestrians to cross the road and will also reduce the available width of the carriageway which will help to reduce speeds	£30K
	Severance issues on A325 at School Lane junction	Environmental improvements along A325 and School Lane in vicinity of local shops and junction to improve the visual environment and to make it easier for pedestrians to cross the roads – could include shared space, raised junction tables	Opportunity to incorporate wider enhancements to the area along with improving opportunities to cross the road and helping to reduce the speed of traffic	£100
	Use of Riverdale as an alternative to avoid A325/School Lane junction	Road closure of Riverdale mid-way and revisions to A325/Riverdale junction to make it two-way	The road closure will stop traffic from using this unsuitable road as an alternative route. Access will still be maintained for residents with only a slight disbenefit.	£25K
A325 between Wrecclesham and Whitehill and Bordon	Speed limit at Holt Pound	Speed limit to be reduced from 50mph to 40mph as part of HCC speed limit review	To improve safety	No cost under this study

**Table 8.2 (continued) – A325 Corridor Traffic Management Strategy**

Area	Item raised	Proposal	Why selected	Cost
A325 between Wrecclesham and Whitehill and Bordon	Speed limit at Bucks Horn Oak	Speed limit to be reduced from 50mph to 40mph as part of HCC speed limit review	To improve safety	No cost under this study
	Speed limit between Bordon and junction with B3004	Speed limit to be reduced from 60mph to 50mph as part of HCC speed limit review	To improve safety	No cost under this study
A325 through Whitehill and Bordon	Use of existing A325 when proposed “relief road” is complete	Shared space scheme between junction with Station Road and Conde Way	To reflect the change in function from a primary route to a town centre	No cost under this study
	A325 / Station Road junction – congestion and queuing	Proposal under traffic mitigation report for traffic signals to be replaced by roundabout	To improve traffic flows and congestion and along the A325	No cost under this study
	A325 / Tesco junction – congestion/queuing	Proposal under traffic mitigation report for MOVA to be implemented here	MOVA allows for better control and efficiency at single junctions – therefore reducing traffic congestion and queues	No cost under this study
	A325 / Liphook Road / Firgrove Road roundabout – congestion/queuing	Proposal under traffic mitigation report to improve roundabout	To improve traffic flows and congestion and along the A325	No cost under this study
A325 south of Whitehill and Bordon	A325 speed limit south of A325 / Liphook Road / Firgrove Road roundabout	Speed limit to be increased from 30mph to 40mph directly south of the roundabout and decreased from 250m to 560m south of the roundabout	Existing speed limits are inappropriate	No cost under this study
	A325 / Petersfield Road roundabout – congestion/queuing	Proposal under traffic mitigation report to improve roundabout	To improve traffic flows and congestion and along the A325	No cost under this study
	A325 / A3 slip roads	Proposal under traffic mitigation report to improve junctions	To improve traffic flows congestion and safety	No cost under this study
<b>TOTAL COST</b>				<b>£175K</b>

8.2.3 The Traffic Management Strategy for the A325 can be split into four areas namely Wrecclesham, between Wrecclesham and Whitehill and Bordon, the A325 through Whitehill and Bordon and south of Whitehill and Bordon.

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8.2.4 For Wrecclesham the proposed Strategy aims to reduce the impact of traffic by providing improved facilities for pedestrians and implementing a shared space approach to the area surrounding the A325 / School Lane junction. These proposals are shown graphically in Figure 15.

8.2.5 For the A325 corridor between Wrecclesham and Bordon there is proposed speed limit reductions at Holt Pound and Bucks Horn Oaks to improve safety, whilst within Whitehill and Bordon there are proposed junction improvements at the junctions with Station Road, Tesco and Firgrove Road / Liphook road. South of Bordon it is proposed to change the existing speed limit directly south of Bordon, and improve the A325 / Petersfield Road and A325 / A3 junctions. These proposals are shown on Figure 16.

8.2.6 In addition to this proposed Strategy, as part of the Eco-town development it is proposed to provide a shared space scheme that reflects the change in function of the existing A325 from a primary route to a town centre access road. Such a shared space scheme is likely to incorporate a 20mph speed limit and the use of level surfaces which reduce the level of demarcation between pedestrians and traffic and encourages lower traffic speeds.

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### 8.3 B3004 CORRIDOR TO ALTON TRAFFIC MANAGEMENT STRATEGY

8.3.1 The B3004 is a strategic route for vehicles traveling between the A325, Alton and A31. As a result the B3004 is subject to high volumes of traffic of both car and freight vehicles, including HGVs. Therefore the proposed Strategy below looks to address the concerns relating to the speed of traffic through Kingsley and East and Worldham and the lack of pedestrian crossing facilities in Kingsley. The Strategy also includes the proposed junction mitigation works as put forward in the Junction Mitigation Report where appropriate.

8.3.2 The proposed Strategy is indicated in Table 8.3 below and illustrated in Figure 17 and 18.

**Table 8.3 B3004 Corridor to Alton Traffic Management Strategy**

Area	Item raised	Proposal	Why selected	Cost
B3004 east of Kingsley	Speed limit too high between Sleaford traffic signals and Kingsley	Reduction of speed limit from 60mph to 50mph	To reduce speed of traffic approaching Kingsley and Sleaford traffic signals	£10k
Kingsley	Speed of traffic travelling through Kingsley	Provision of enhanced village gateways approaching Kingsley	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment	£20k
	Lack of pedestrian crossing facilities in Kingsley	Provision of three informal crossing points and / or central islands (similar to the existing crossing points in Selborne)	Will improve accessibility for pedestrians to cross the road and will also reduce the available width of the carriageway which will help to reduce speeds	£30k
East Worldham	Speed of traffic travelling through East Worldham, especially on Worldham Hill	Provision of enhanced village gateways approaching East Worldham	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment	£20k
		Provision of Vehicle Activated Sign showing speed of vehicle on Worldham Hill plus installation of rumble strip	To reduce speed of traffic speed and improve safety going down Worldham Hill	£10k

**Table 8.3 (continued) - B3004 Corridor to Alton Traffic Management Strategy**

Area	Item raised	Proposal	Why selected	Cost
B3004 west of East Worldham	Speed of traveling between East Worldham and Alton where have been a number of accidents	Reduce speed limit from 60mph to 40mph	To reduce traffic speeds and improve safety	£10k
	B3004 / Paper Mill Lane junction – congestion/queuing traffic	Proposal under traffic mitigation report to replace junction with double mini-roundabout	To improve traffic flows and congestion	No cost under this study
<b>TOTAL COST</b>				<b>£100k</b>

8.3.3 The Traffic Management Strategy for the B3004 aims to ensure traffic impacts on residents of Kingsley and East Worldham are reduced through the provision of enhanced pedestrian crossing facilities and reduced traffic speeds. The Strategy also aims to improve safety to the west of East Worldham through a reduction in speed limit from 60mph to 40mph.

## 8.4 B3004 CORRIDOR TO LIPHOOK TRAFFIC MANAGEMENT STRATEGY

8.4.1 The B3004 is a strategic route for vehicles traveling between Bordon and Liphook. As a result the B3004 is subject to high volumes of traffic of both car and freight vehicles, including HGVs. Therefore the proposed Strategy below looks to address the concerns relating to the speed of traffic speed located along the B3004.

8.4.2 The proposed Strategy is indicated in the Table 8.4 and illustrated in Figure 19.

**Table 8.4 B3004 Corridor to Liphook Traffic Management Strategy**

Area	Item raised	Proposal	Why selected	Cost
Lindford	Speed limit between Lindford and Bordon	Reduction of speed limit from 40mph to 30mph approaching Bordon	To reduce traffic speeds travelling through Whitehill and Bordon	£10k
	Vehicles ignoring B3004 / Windsor Road mini-roundabout	Re-configuration of roundabout	To improve driver behaviour and safety at this junction	£20k
Standford	Speed of traffic on B3004 through Stanford	Provision of coloured / textured surfacing on bends that does not detract from the local environment	To enforce speed limit and improve safety	£8k
		Provision of 30mph speed limit carriageway roundels	To enforce speed limit and improve safety	£1k
		Provision of enhanced gateway at start of 30mph speed limit	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment	£20k
	B3004 / Stanford Hill Road junction – accidents	Carriageway narrowing on Stanford Hill and junction table installed	To reduce traffic speeds on approach to junction and improve safety	£10k
B3004 between Passfield and Liphook	Speed of traffic on B3004 between Passfield and Liphook	Provision of enhanced gateway at change to 30mph speed limits	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment	£20k
		Reduction of speed limit from 40mph to 30mph between Passfield and Liphook	To reduce traffic speeds and improve safety	£10k
		Provision of coloured surfacing on sharp bends that does not detract from the local environment	To reduce traffic speeds and improve safety	£8k
		Provision of 30mph speed limit roundels	To reduce traffic speeds and improve safety	£1k

**Table 8.4 (continued) - B3004 Corridor to Liphook Traffic Management Strategy**

Area	Item raised	Proposal	Why selected	Cost
B3004 between Passfield and Liphook	B3004 / Hollywater Road junction - accidents	Provision of Vehicle Activated Signs on approach to Hollywater Road junction warning vehicles of junction	To reduce traffic speeds on approach to junction and improve safety	£10k
		Carriageway narrowing on Hollywater Road and junction table installed to reduce traffic speeds on approach	To reduce traffic speeds on approach to junction and improve safety	£10k
<b>TOTAL COST</b>				<b>£128k</b>

8.4.3 It is clear from the table above that the traffic management strategy for the B3004 to Liphook corridor aim to reduce traffic speeds and enforce speed limits along the B3004. This will help to reduce the impact of traffic along the route. This Strategy is shown graphically on Figure 19.

## 8.5 B3002 HEADLEY CORRIDOR TRAFFIC MANAGEMENT STRATEGY

8.5.1 The B3002 is a strategic route for vehicles traveling between Whitehill and Bordon, Hindhead and the A3. As a result the B3002 is subject to high volumes of traffic of both car and freight vehicles, including HGVs. Therefore the proposed Strategy below looks to address the concerns relating to the speed of traffic and use of inappropriate routes.

8.5.2 The proposed Strategy is indicated in Table 8.5 and illustrated in Figure 20.

**Table 8.5 - B3002 Headley Corridor Traffic Management Strategy**

Area	Item raised	Proposal	Why selected	Cost
Headley	Speed of traffic travelling through Headley	Provision of enhanced gateway at change to 30mph speed limits	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment	£20k
	Use of High Street and Long Cross Hill as an alternative route to the B3002	Environmental improvement scheme including consideration of alternative traffic movements in village centre	These improvements will discourage the use of this route from west to east. It will also reduce traffic speeds out of the junction and improve facilities for pedestrians.	£75k
	Use of Arford Road, Barley Mow Hill and Glayshers Lane as alternative to B3002	Environmental improvement scheme including consideration of alternative traffic movements in village centre	These improvements will discourage the use of this route from east to west. It will also reduce traffic speeds out of the junction and improve facilities for pedestrians.	£75k
		Provision of Traffic Management measures along Glayshers Lane	These improvements will slow traffic speeds and discourage the use of this route as an alternative to the B3002	£20k
<b>TOTAL COST</b>				<b>£190k</b>

8.5.3 The Headley Traffic Management Strategy is based on the aim of reducing the use of alternative routes to the north of Headley along High Street, Long Cross Hill, Arford Road, Barley Mow Hill and Glayshers Lane. This is reflected through the proposals for environmental improvement schemes at High Street and Arford Road.

## 8.6 BLACKNEST AND BENTLEY CORRIDOR TRAFFIC MANAGEMENT STRATEGY

8.6.1 Blacknest and Bentley are located to the north of Whitehill and Bordon, with Frith End Road and Blacknest Road running north to south between Frith End and Bentley. The corridor provides an alternative route for traffic between the A325 and A31, avoiding Wrecclesham and the Coxbridge roundabout which often experience traffic congestion and delays. As a result, the proposed Traffic Management Strategy aims to reduce the volume of traffic using this route as an alternative to the A325 and also aims to reduce the impact of existing traffic flows by reducing traffic speeds. The proposed Strategy is indicated in Table 8.6 below and illustrated in Figures 21 and Figure 22.

**Table 8.6 – Blacknest & Bentley Corridor Traffic Management Strategy**

Area	Item raised	Proposal	Why selected	Cost
Frith End	Speed and volume of traffic through Frith End	Provision of enhanced village gateways approaching Frith End	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment	£20k
		Reduction of speed limit through Frith End from 40mph to 30mph	To reduce traffic speeds and discourage use of route	£10k
Blacknest Road and Station Road between Frith End and Bentley	Speed and volume of traffic on Frith End Road and Blacknest Road through Blacknest crossroads & accidents at Blacknest crossroads	Reduction of speed limit on Frith End Road and Blacknest Road from 60mph to 50mph	To reduce traffic speeds approaching Blacknest crossroads, discourage use of route and improve safety	£10k
		Provision of Vehicle Activated Signs (north and south of junction) warning drivers of Blacknest crossroads	To reduce traffic speeds approaching Blacknest crossroads, discourage use of route and improve safety	£10k
	Speed and volume of traffic on Station Road	Reduction of speed limit to Blacknest Road from 60mph to 40mph	To reduce traffic speeds approaching Blacknest crossroads, discourage use of route and improve safety	£10k

**Table 8.6 (continued) – Blacknest & Bentley Corridor Traffic Management Strategy**

	Item raised	Proposal	Why selected	Cost
Bentley	Speed and volume of traffic through Bentley	Provision of enhanced village gateways approaching Bentley	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment	£20k
		Extension of 30mph limit to west of Pax Hill	To reduce traffic speeds through Bentley	£10k
		Provision of Junction Table at London Road / Station Road junction	To reduce traffic speeds and discourage use of route through Bentley	£5k
		Environmental improvement scheme between Station Road junction and School Lane	To enhance village centre, reduce traffic speeds and discourage use of route	£100k
<b>TOTAL COST</b>				<b>£195k</b>

8.6.2 As show in Table 8.6, the Traffic Management Strategy for the Blacknest and Bentley corridor is based upon the aim of discouraging traffic from using the route as an alternative to the A325. This will be achieved through a reduction of traffic speeds along the Blacknest corridor and the provision of an environmental improvement scheme in the centre of Bentley.

## 8.7 BLACKMOOR AND OAKHANGER AREA TRAFFIC MANAGEMENT STRATEGY

8.7.1 Blackmoor and Oakhanger are located to the west of Whitehill and Bordon, with the surrounding highway network providing a link between the Eco-town and the B3004 and Kingsley and East Worldham. As a result of this, these routes are regularly used by traffic avoiding congestion on the A325, particularly through Bordon and at the traffic signal junction with the B3004 at Sleaford. Taking this into account the proposed Traffic Management Strategy aims to discourage the use of these routes by through traffic by reducing traffic speeds and enhancing the village environment at each location. The proposed Strategy is shown in Table 8.7 below and graphically on Figure 23.

**Table 8.7 - Blackmoor and Oakhanger area Traffic Management Strategy**

Area	Item raised	Proposal	Why selected	Cost
Blackmoor	Speed of traffic through Blackmoor	Environmental improvement scheme incorporating a 20mph speed limit	To reduce traffic speeds and discourage use of route	£50k
Oakhanger	Speed and volume of traffic through Oakhanger	Provision of enhanced village gateways approaching Oakhanger	To reduce traffic speeds and discourage use of route	£20k
		Extension of 30mph speed limit to south of junction with Oakhanger Road	To reduce traffic speeds and discourage use of route	£10k
	Lack of footway on part of Oakhanger Road through Oakhanger	Environmental improvement scheme on the area between village green and junction with Blankett Street	To enhance the village centre, to reduce traffic speeds and discourage use of route	£50k
	B3004 / Oakhanger Road junction – traffic queues on Oakhanger Road in the AM peak	Proposal under traffic mitigation report to replace existing junction with traffic signals – however, it is recommended that this is reviewed as will encourage use of route through Oakhanger	To discourage use of route	No cost under this study
Shortheath Common	Use of Shortheath Common as an alternative route avoiding Oakhanger	Development of signage strategy and consideration of barriered access	To discourage use of route	No cost under this study
<b>TOTAL COST</b>				<b>£130k</b>

8.7.2 Existing concerns in Blackmoor and Oakhanger relate to the level of traffic that currently passes through each village when travelling between Whitehill and Bordon and the B3006 or B3004. As a result, the Traffic Management Strategy aims to reduce the impact of this traffic by enforcing speed limits. Unfortunately it is recognised that the layout of the road network surrounding Oakhanger and through the village itself provide little opportunity for significant Traffic Management schemes, and therefore proposals for environmental improvement schemes are proposed.

## 8.8 BLACKMOOR TO SELBORNE AREA TRAFFIC MANAGEMENT STRATEGY

8.8.1 The Blackmoor to Selborne area includes Drift Road, Sotherington Road and Honey Lane links between Whitehill and Bordon and the B3006 and the B3006 from the A3 through to north of Selborne. Whilst the B3006 provides a strategic route for traffic traveling between the A3 and Alton, Honey Lane and Sotherington Lane are narrow country lanes which are inappropriate for use by high volumes of traffic. As a result, the Traffic Management study for this corridor aims to reduce levels of traffic using such routes and also reduce the impact of traffic in Selborne. The proposed TM Strategy is shown in Table 8.8 below and graphically on Figure 24.

**Table 8.8 – Blackmoor to Selborne Area Traffic Management Strategy**

	Item raised	Proposal	Why selected	Cost
Between Blackmoor and Selborne	Volume of traffic using Honey Lane as a route between Whitehill and Bordon and Selborne	Environmental improvement scheme with consideration of alternative traffic routing and junction form along Honey Lane and at the junction with Oakhanger Road	These combined schemes would reduce the use of Honey Lane as a route between Whitehill and Bordon and Selborne	£30k
	Volume of traffic using Sotherington Lane as a route between Whitehill and Bordon and Selborne	Consideration of alternative traffic routing and junction form at the junction with Sotherington Lane	A road closure would remove the use of Sotherington Lane as a route between Whitehill and Bordon and Selborne	£15k
	Volume and speed of traffic on the B3006 through Selborne	Environmental improvement scheme potentially incorporating provision of raised informal crossing points, and a junction table between Huckers Lane and Selborne Commons	To enhance the village centre and to reduce traffic speeds	£50k
Selborne	Volume and speed of traffic on the B3006 through Selborne	Provision of enhanced village gateways approaching Selborne and 30mph and 20mph speed limits	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment	£20k
B3006 south of Selborne	Traffic speeds between A3 and Selborne	Reduction in speed limits from 60mph to 50mph	To reduce traffic speeds and improve safety	£10k
<b>TOTAL COST</b>				<b>£125k</b>

8.8.2 The Traffic Management Strategy for the Blackmoor to Selborne area aims to reduce the use of Sotherington Lane and Honey Lane as a route between Selborne and Whitehill and Bordon, and enhance the village centre of Selborne. Through these proposals it is hoped that the impact of traffic on these routes will be greatly reduced.

## 8.9 GREATHAM TRAFFIC MANAGEMENT STRATEGY

8.9.1 Greatham is located to the south of Whitehill and Bordon, where Petersfield Road provides a link between the A325, B3006 and A3. Due to the existing levels of traffic that already use this corridor, Petersfield Road (the main north to south link) has a range of Traffic Management measures in place through the village including chicanes and pinch points. Despite these, the parish council has expressed concerns that the use of Petersfield Road still provides a quicker link between the B3006 and A325 when compared with using the strategic A3 route. As a result of this, the proposed Traffic Management Strategy aims to discourage the use of Petersfield Road by slowing vehicle speeds through the traffic and thus increasing journey times. The proposed Strategy is shown in Table 8.9 below and graphically on Figure 25.

**Table 8.9 – Greatham Corridor Traffic Management Strategy**

Area	Item raised	Proposal	Why selected	Cost
North of Greatham	A325 / Petersfield Road roundabout – traffic congestion/queuing	Proposal under traffic mitigation report to improve roundabout	To improve traffic flows and reduce congestion along the A325	No cost under this study
Greatham	Speed and volume of traffic on Petersfield Road between A325 and Longmoor Road	Carriageway narrowing and junction table at Digby Way / Petersfield Road junction	To slow traffic entering Petersfield Road and improve driver behaviour	£15k
		Provision of enhanced village gateway on Petersfield Road	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment	£20k
		Provision of 30mph speed limit roundels	To enforce speed limit	£1k
		Installation of speed cushions to accompany existing pinch point	To reduce speed of traffic travelling through Greatham	£5k
		Raised informal crossing installed between bus stops on Petersfield Road	To reduce traffic speeds, provide a pedestrian crossing point and provide parking bays for cottages	£8k
		Installation of speed reducing features at junction with Longmoor Road	To reduce speed of traffic on Petersfield Road	£10k

**Table 8.9 (continued) – Greatham Corridor Traffic Management Strategy**

Area	Item raised	Proposal	Why selected	Cost
Greatham	Speed and volume of traffic on Petersfield Road between Longmoor Road and B3006	Installation of Speed Cushion to accompany existing pinch point	To reduce speed of traffic travelling through Greatham	£10k
		Raised table to be installed around area of Greatham Primary School and Village Hall	To reduce speed of traffic travelling through Greatham	£20k
		Installation of Speed Cushion to accompany existing pinch point	To reduce speed of traffic travelling through Greatham	£10k
		Provision of enhanced village gateway on Petersfield Road	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment	£20k
South of Greatham	B3006 / Petersfield Rd junction – traffic congestion and queues	Carriageway narrowing and tightening of junction, rather than measures proposed in junction mitigation report	To reduce speed of traffic travelling through Greatham	£10k
	B3006 / A3 roundabout	Proposal under traffic mitigation report to improve roundabout	To improve traffic flows and congestion	No cost under this study
<b>TOTAL COST</b>				<b>£129k</b>

8.9.2 The aim of the Traffic Management Strategy for Greatham is to discourage through traffic from using this route by slowing traffic speeds through the village. This is reflected through the provision of vertical measures throughout the village and carriageway narrowing at junctions to the northern and southern ends of Petersfield Road.

## 8.10 WHITEHILL AND BORDON AREA TM STRATEGY

8.10.1 The A325 runs north to south through Whitehill and Bordon, which due to its strategic nature experiences high levels of traffic flows (including freight traffic) throughout the day. This is covered under the A325 Traffic Management Strategy discussed in Section 8.2. The Strategy for the Whitehill and Bordon area therefore considers concerns raised by town and parish councils relating to the use of alternative routes to the east and west of the A325, along Hogmoor Road and Hollywater Road. These are routes which are unsuitable to carry high volumes of traffic and therefore the Traffic Management Strategy aims to discourage the use of these. The proposed Traffic Management Strategy is described in Table 8.10 below and shown graphically on Figure 26.

**Table 8.10 – Whitehill and Bordon Area Traffic Management Strategy**

Area	Item raised	Proposal	Why selected	Cost
West of A325	Use of Firgrove Road, Hogmoor Road and Station Road as an alternative route to the A325	Environmental improvements on Firgrove Road and Station Road improve the visual environment and to make it easier for pedestrians to cross the roads – could include shared space, raised junction tables	Opportunity to incorporate wider enhancements to the area along with improving opportunities to cross the road and helping to reduce the speed of traffic	£75k
		Reduction of speed limit on northern end of Hogmoor Road from 40mph to 30mph	To reduce the use of alternative routes to the west of Whitehill and Bordon and reduce speed of traffic	£10k
		Potential reconfiguration of Oakhanger Road / Hogmoor Road / Bolley Road junction and Budds Lane / Station Road junction to slow traffic speeds.	To reduce the use of alternative routes to the west of Whitehill and Bordon and reduce speed of traffic.	£30k
East of A325	Speed and volume of traffic on Liphook Road between A325 and Walldown Road	Environmental improvements along Liphook Road to emphasise the start of a residential area	Opportunity to incorporate wider enhancements to the area along with improving opportunities to cross the road and helping to reduce the speed of traffic	£75k
		Provision of enhanced village gateway on approach Whitehill and Bordon	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment	£20k

**Table 8.10 (continued) – Whitehill and Bordon Area Traffic Management Strategy**

	Item raised	Proposal	Why selected	Cost
East of A325	Speed and volume of traffic on Liphook Road between Walldown Road and B3004	Reduction of speed limit from 60mph to 40mph between junction with Walldown Road and east of junction with Hollywater Road and potential provision of Vehicle Activated Sign	To reduce traffic speeds along Liphook Road, improve safety and discourage use of the route	£20k
		Reduction of speed limit from east of Hollywater Road to B3004 from 60mph to 50mph	To reduce speed of traffic and improve safety	£10k
	Speed and volume of traffic on Walldown Road.	Reduction of speed limit from 60mph to 40mph	To reduce speed of traffic and improve safety	£10k
		Provision of enhanced village gateway approaching Whitehill and Bordon	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment	£20k
	Speed and volume of traffic on Whitehill Road.	Provision of speed reduction features such as enhanced village gateways and Vehicle Activated Signs	Village gateways have been shown to indicate to drivers that they are entering a village and therefore a different environment and Vehicle Activated Signs should reduce speed of traffic and improve safety	£30k
	Speed of traffic on Hollywater Road	Reduction in speed limit from 60mph to 50mph on northern part of route	To reduce traffic and improve safety	£10k
Whitehill and Bordon Town Centre	Use of Conde Way, Forest Road and Chalet Hill as an alternative route to the A325	Environmental improvements improve the visual environment and to make it easier for pedestrians to cross the roads – could include shared space, raised junction tables	To reduce traffic speeds and discourage use of the route	£75k
<b>TOTAL COST</b>				<b>£385k</b>

8.10.2 The Whitehill and Bordon Traffic Management Strategy aims to discourage traffic from using alternative routes around the east and west of the existing town. This is reflected through proposals for environmental improvement schemes on the main starting and ending points of such routes on Liphook Road, Firgrove Road, Conde Way, Station Road and the Lindford Road.

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## 8.11 SUMMARY OF TRAFFIC MANAGEMENT STRATEGY COSTS

8.11.1 Table 8.11 below provides a summary of the cost of the Traffic Management Strategy proposed for each corridor or area.

**Table 8.11 - Summary of Traffic Management Strategy Costs**

<b>Corridor</b>	<b>Cost</b>
A325 Corridor	£175,000
B3004 to Alton Corridor	£100,000
B3004 to Liphook Corridor	£128,000
B3002 Headley Corridor	£190,000
Bentley and Blacknest Corridor	£195,000
Blackmoor and Oakhanger Area	£130,000
Blackmoor to Selborne Area	£125,000
Greatham Corridor	£129,000
Whitehill and Bordon Area	£385,000
<b>TOTAL COST</b>	<b>£1,557,000</b>

8.11.2 These are estimates based on best practice and previous experience of the implementation of these types of measures therefore they are representative of outline design and are for information only. Not all works are directly related to the Eco-town, as some recommendations address existing problems and therefore are not necessarily due to be funded by the Eco-town development.

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# 9 Summary of Initial Traffic Management Strategy

## 9.1 SUMMARY

9.1.1 In summary the Traffic Management strategies that have been proposed at this stage are based on the evidence and background data collated through the completion of this study. The study has investigated and consulted on current traffic issues along the corridors and villages that have been highlighted as those that may be affected by the Eco-town development and may require some aspect of Traffic Management mitigation from the development.

9.1.2 The study has reviewed the existing situation along these corridors which has formed the basis of the assessment of where mitigation may be needed, after the development of the Eco-town. It should be noted that the Strategy contained within this document represents a long-term Strategy that will be implemented in combination with the development of the Whitehill and Bordon Eco-town. Therefore, in the short-term, local Town and Parish Councils should continue to work with HCC to develop strategies to mitigate existing Traffic Management concerns and issues. In addition, where local concerns fall outside of the scope of this strategy and outside of the scope of the Eco-town transport strategy, it will be the responsibility of HCC to develop schemes to ameliorate such concerns.

9.1.3 The strategies have identified the need to ensure that traffic remains on the most suitable routes, which is primarily the strategic route network (A and B roads), and the Strategy on these routes is to mitigate the potential impact of the development through looking at current concerns such as speed and severance issues through villages.

9.1.4 On routes that are currently, and will in the future be deemed as unsuitable then the proposed Strategy intends to deter traffic from using these routes, through more direct measures such as speed reducing features and more permanent measures such as one-way streets and road closures.

9.1.5 In all of the above the Strategy has tried to retain the rural nature of the area that the study covers but trying to enhance the villages that are affected with measures that will not only help to mitigate the impact but also to improve their area such as in environmental improvements, safety improvements and by addressing severance issues. Where measures are proposed, these will be developed in consultation with local stakeholders and an on-going monitoring scheme (tied into the development of the Eco-town) will be agreed to assess their relative success. Where schemes are found to be unsuitable or unsuccessful in achieving their objectives, HCC will review measures as appropriate.

9.1.6 The Strategy has identified the need for further studies following the completion of this report, such as area wide freight and traffic signing reviews which will need to be completed by the Highway Authority as the proposal for the Eco-town are developed.

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## 10 Phase 2 Consultation

10.1 TO BE COMPLETED FOLLOWING PHASE 2 CONSULTATION

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# 11 Conclusions

11.1 TO BE COMPLETED FOLLOWING PHASE 2 CONSULTATION

DRAFT

Appendices, Figures & Tables

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Appendix A – Matrix of Traffic Management Options for  
each Corridor

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TABLE A1 - A325 CORRIDOR

Road / Section	Existing Speed Limit (mph)	Traffic Management Measure																				
		Speed Limit				Vertical Measures			Carriageway Narrowing		Chicane		Road markings, traffic signs				Rumble Strip / Area	Mini-roundabout	Vehicle Activated Signs	Street Lighting	Change of Junction Priority	One-Way Streets & Road Closures
		20mph	30mph	40mph	50mph	Road Humps / Cushions	Thump	Speed Tables	Central Island	Pinch-Point / Build-Out	Single-Lane / Two-Way	Gateway	Roundels	Hatching	Coloured Surface	Removal of white lining						
A325 between Echo Barn Lane & School Lane	30	Could be installed near School Lane junction	Already in place	No	No	Would encourage use of alternative routes			Could be used to provide additional crossing points		Would encourage use of alternative routes	Enhanced gateway could be provided on approach to village	Could be used as part of enhanced gateway	Could be used as part of enhanced gateway	Could be used as part of enhanced gateway	Could be used as part of village treatment	Could be used as part of enhanced gateway	No appropriate junctions	Already in place	Already in place	Not appropriate	Not appropriate
A325 between School Lane and A31	30	Could be installed near School Lane junction	Already in place	No	No	Would encourage use of alternative routes			Not required	Not required	Would encourage use of alternative routes	Enhanced gateway could be provided on approach to village	Could be used as part of enhanced gateway	Could be used as part of enhanced gateway	Could be used as part of enhanced gateway	Could be used as part of village treatment	Could be used as part of enhanced gateway	No appropriate junctions	Not required	Already in place	Not appropriate	Not appropriate
School Lane	30	Could be installed near School Lane junction	Already in place	No	No	Could be used to discourage use of alternative routes and as part of village treatment			Could be used to provide additional crossing points		Could be used to discourage rat-running	Not required	Not required	Not required	Not required	Could be used as part of village treatment	Could be used as part of enhanced gateway	No appropriate junctions	Could be used for speed enforcement	Already in place	Not appropriate	Not appropriate
Riverdale	30	Could be installed near School Lane junction	Already in place	No	No	Could be used to discourage use of alternative routes and as part of village treatment			Not required	Could be used to reduce use of alternative routes	Could be used to discourage use of alternative routes	Not required	Not required	Not required	Not required	Not required	Not required	Would encourage use of alternative routes	Not required	Already in place	Not appropriate	Would prevent use of alternative route
Speed limit at Holt Pound	50	No	No	Yes	Already in place	Not appropriate for road classification			Not required	Not required	Not appropriate	Not appropriate	Could be used for speed enforcement	Already in place	Could be used for speed enforcement	Not appropriate	Could be used for speed enforcement	No appropriate junctions	Could be used for speed enforcement	Not required	Not appropriate	Not appropriate
Speed limit at Bucks Horn Oak	50	No	No	Yes	Already in place	Not appropriate for road classification			Not required	Not required	Not appropriate	Not appropriate	Could be used for speed enforcement	Already in place	Could be used for speed enforcement	Not appropriate	Could be used for speed enforcement	No appropriate junctions	Could be used for speed enforcement	Not required	Not appropriate	Not appropriate
Speed limit between Bordon and junction with B3004	60	No	No	Yes	Yes	Not appropriate for road classification			Not required	Not required	Not appropriate	Not appropriate	Could be used for speed enforcement	Already in place	Could be used for speed enforcement	Not appropriate	Could be used for speed enforcement	No appropriate junctions	Could be used for speed enforcement	Not required	Not appropriate	Not appropriate

TABLE A2 – B3004 CORRIDOR TO ALTON

Road / Section	Existing Speed Limit	Traffic Management Measure																				
		Speed Limit				Vertical Measures			Carriageway Narrowing		Chicane		Road markings, traffic signs				Rumble Strip / Area	Mini-roundabout	Vehicle Activated Signs	Street Lighting	Change of Junction Priority	One-Way Streets & Road Closures
		20mph	30mph	40mph	50mph	Road Humps / Cushions	Thump	Speed Tables	Central Island	Pinch-Point / Build-Out	Single-Lane / Two-Way	Gateway	Roundels	Hatching	Coloured Surface	Removal of white lining						
B3004 between Sleaford traffic signals and Kingsley	Mainly 60	Not appropriate	Unlikely to be enforceable	Not required	Not required	Only appropriate for 30mph speed limits or less	Could be used on approach to Sleaford traffic lights and Kingsley	No appropriate junctions	Not appropriate	Not appropriate	Could be used as part of gateway feature on approach to Kingsley	Would be useful on approach to Kingsley	Useful as part of gateway feature on approach to village	Insufficient road width	Useful as part of gateway feature on approach to village	Not appropriate	Useful as part of gateway feature on approach to village	Not appropriate for any junctions	Not required	Too urbanised	Not appropriate for road classification	Not appropriate for road classification
B3004 through Kingsley	Mainly 30	Could be installed but may increase use of alternative route from Oak hanger	Could be extended to Oak hanger Rd junction	No	No	Not appropriate for road classification	Not appropriate for road classification	Not appropriate for high traffic flows. May encourage use of alternative route through Oakhanger	Y - Can be used in provision of pedestrian crossing facilities	Y - Can be used in provision of pedestrian crossing facilities and / or as part of a gateway feature	See above		Insufficient road width	Could be used on approach to bends at The Cricketers Inn	Not appropriate	Could be used on approach to bends at The Cricketers Inn	N – not appropriate for any junctions	Y – Would be useful through Kingsley	Already in place but could be extended	Not appropriate for road classification	Not appropriate for road classification	
B3004 between Kingsley and Worldham Hill	60	Not appropriate	N – unlikely to be enforceable	N – unlikely to be enforceable	PC have requested this	Only appropriate for 30mph speed limits or less	Not appropriate for road classification	No appropriate junctions	Not appropriate	Not appropriate	Could be used as part of gateway feature on approach to Kingsley & East Worldham	Would be useful on approach to villages	Useful as part of gateway feature on approach to village	Insufficient road width	Useful as part of gateway feature on approach to village	Not appropriate	Useful as part of gateway feature on approach to village	No appropriate junctions	Not required	Too urbanised	Not appropriate for road classification	Not appropriate for road classification
B3004 through East Worldham	30	Could be installed but may increase use of alternative route from Oak hanger	Already in place	No	No	Not appropriate for road classification	Not appropriate for road classification	Not appropriate for high traffic flows. May encourage use of alternative route through Oakhanger	Can be used in provision of pedestrian crossing facilities	Can be used in provision of pedestrian crossing facilities and / or as part of a gateway feature	See above		Insufficient road width	Could be used through village and on Worldham Hill to slow traffic	Not appropriate	Could be used through village and on Worldham Hill to slow traffic	No appropriate junctions	Y – Would be useful through East Worldham	Not required	Not appropriate for road classification	Not appropriate for road classification	
B3004 between East Worldham and Alton	Mainly 60	Not appropriate	unlikely to be enforceable	Needed to reduce accidents	No	Only appropriate for 30mph speed limits or less	Not appropriate for road classification	No appropriate junctions	Not appropriate	Not appropriate	Could be used as part of gateway feature on approach to East Worldham	Would be useful on approach to East Worldham	Useful as part of gateway feature on approach to village	Insufficient road width	Useful as part of gateway feature on approach to village	Not appropriate	Useful as part of gateway feature on approach to village	No appropriate junctions	Not required	Too urbanised	Not appropriate for road classification	Not appropriate for road classification

TABLE A3 - B3004 TO LIPHOOK CORRIDOR

Road / Section	Existing Speed Limit	Traffic Management Measure																				
		Speed Limit				Vertical Measures			Carriageway Narrowing		Chicane		Road markings, traffic signs				Rumble Strip / Area	Mini-roundabout	Vehicle Activated Signs	Street Lighting	Change of Junction Priority	One-Way Streets & Road Closures
		20mph	30mph	40mph	50mph	Road Humps / Cushions	Thump	Speed Tables	Central Island	Pinch-Point / Build-Out	Single-Lane / Two-Way	Gateway	Roundels	Hatching	Coloured Surface	Removal of white lining						
B3004 and B3002 to Lindford	40	Not appropriate		Already in place	No	Not appropriate for road classification	Not appropriate for road classification	Could be installed at B3002 / B3004 junction	Already in place	Could be used as part of gateway feature on approach to village	Could be used as part of gateway feature on approach to village	Would be useful on approach to Lindford	Could be used as part of gateway feature	Could be used on B3002 to narrow carriageway	Could be installed at B3002 / B3004 junction	Not appropriate	Could be used as part of gateway feature	No appropriate junctions	Not appropriate	Not required	Not appropriate for road classification	Not appropriate for road classification
B3004 through Lindford	30	Could be used but would require additional measures	Already in place	No	No	Speed table already in place	Speed table already in place	Already in place	Can be used in provision of pedestrian crossing facilities	See above		Would be useful on approach to Lindford	Could be used as part of gateway feature	Insufficient road width	Could be used as part of village treatment	Could be used as part of village treatment	Could be used as part of gateway feature	Already in place where needed	Y - Would be useful through village	Already in place	Not appropriate for road classification	Not appropriate for road classification
B3004 between Lindford and Stanford	30	Not appropriate	Already in place	No	No	Not appropriate for road classification	Not appropriate for road classification	Could be installed at B3004 / Whitehill Rd junction	Insufficient road width	Could be used as part of gateway feature on approach to village	Could be used as part of gateway feature on approach to village	Would be useful on approach to Lindford	Could be used as part of gateway feature	Insufficient road width	Not appropriate	Not appropriate	Could be used as part of gateway feature	No appropriate junctions	Not appropriate	Not appropriate	Not appropriate for road classification	Not appropriate for road classification
B3004 between Stanford and Liphook	40	Not appropriate	Can be used with further enforcement measures	Already in place	No	Not appropriate for road classification	Not appropriate for road classification	Could be installed at B3004 / Hollywater Road junction	Unlikely to have significant impact	See above		Would be useful on approach to Passfield Common	Could be used as part of gateway feature	Insufficient road width	Could be used as part of village treatment through Passfield	Could be used as part of village treatment Passfield	Could be used as part of gateway feature	Could be provided being at the B3004 / Hollywater Rd junction	Y - Would be useful through Passfield	Would be required with provision of a mini-roundabout	Not appropriate for road classification	Not appropriate for road classification
B3004 through Liphook	30	Could be used but would require additional measures	Already in place	No	No	Speed table already in place	Speed table already in place	Already in place	Can be used in provision of pedestrian crossing facilities	Could be used as part of gateway feature on approach to village	Could be used as part of gateway feature on approach to village	Existing gateway could be expanded	Could be used as part of gateway feature	Insufficient road width	Could be used as part of village treatment	Could be used as part of village treatment	Could be used as part of gateway feature	No appropriate junctions	Not required	Already in place	Not appropriate for road classification	Not appropriate for road classification

TABLE A4 - B3002 HEADLEY CORRIDOR

Road / Section	Existing Speed Limit	Traffic Management Measure																				
		Speed Limit				Vertical Measures			Carriageway Narrowing		Chicane		Road markings, traffic signs				Rumble Strip / Area	Mini-roundabout	Vehicle Activated Signs	Street Lighting	Change of Junction Priority	One-Way Streets & Road Closures
		20mph	30mph	40mph	50mph	Road Humps / Cushions	Thump	Speed Tables	Central Island	Pinch-Point / Build-Out	Single-Lane / Two-Way	Gateway	Roundels	Hatching	Coloured Surface	Removal of white lining						
B3002 between Lindford and Arford Road	30	Would encourage use of alternative routes	Already in place	No	No	Would encourage use of alternative routes	Would encourage use of alternative routes	Would encourage use of alternative routes	Not required	Could be used as part of gateway feature on approach to village	Would encourage use of alternative routes	Enhanced gateway entering Headley	Could be used as part of gateway feature on approach to village	Insufficient width	Could be used as part of gateway feature on approach to village	Not appropriate	Could be used as part of gateway feature on approach to village	No appropriate junctions	Could be used through village	Would be required with vertical measures and would improve safety	No appropriate junctions	No appropriate junctions
High Street & Long Cross Hill	30	Could be used but would require additional measures	Already in place	No	No	Could be used but would require street lighting	Could be used but would require street lighting	Raised crossover could be used at junction with B3002	Insufficient width	Insufficient width	Insufficient width	Not required	Little impact if used alone	Insufficient width	Could be used as part of village treatment on High Street	Not appropriate	Could be used to discourage rat-running	No appropriate junctions	Not required	Would be required with vertical measures and would improve safety	Change to one-way would reduce rat-running, especially if combined with junction works at High Street	
Arford Road	30	Could be used but would require additional measures	Already in place	No	No	Could be used but would require street lighting	Could be used but would require street lighting	Raised crossover could be used at junction with B3002	Insufficient width	Insufficient width	Insufficient width	Not required	Little impact if used alone	Insufficient width	Little impact if used alone	Not appropriate	Could be used to discourage rat-running	No appropriate junctions	Not required	Would be required with vertical measures and would improve safety	Change to one-way would reduce rat-running, especially if combined with junction works at junction with B3002	
B3002 between Arford Road and Glayshers Hill	30 & 40	Would encourage use of alternative routes	Already in place	No	No	Would encourage use of alternative routes	Would encourage use of alternative routes	Would encourage use of alternative routes	Not required	Would encourage use of alternative routes	Would encourage use of alternative routes	Not required	Little impact if used alone	Insufficient width	Could be used on sharp bends	Not appropriate	Not required	No appropriate junctions	Could be used through village	Would be required with vertical measures and would improve safety	Not appropriate	Not appropriate
B3002 between Glayshers Hill and Seymour Road	30	Would encourage use of alternative routes	Already in place	No	No	Would encourage use of alternative routes	Would encourage use of alternative routes	Would encourage use of alternative routes	Not required	Could be used as part of gateway feature on approach to village	Would encourage use of alternative routes	Y – Enhanced gateway entering Headley	Could be used as part of gateway feature on approach to village	Insufficient width	Could be used as part of gateway feature on approach to village	Not appropriate	Could be used as part of gateway feature on approach to village	No appropriate junctions	Could be used through village	Would be required with vertical measures and would improve safety	Not appropriate	Not appropriate

TABLE A4 (CONTINUED) - B3002 HEADLEY CORRIDOR

Road / Section	Existing Speed Limit	Traffic Management Measure																				
		Speed Limit				Vertical Measures			Carriageway Narrowing		Chicane		Road markings, traffic signs				Rumble Strip / Area	Mini-roundabout	Vehicle Activated Signs	Street Lighting	Change of Junction Priority	One-Way Streets & Road Closures
		20mph	30mph	40mph	50mph	Road Humps / Cushions	Thump	Speed Tables	Central Island	Pinch-Point / Build-Out	Single-Lane / Two-Way	Gateway	Roundels	Hatching	Coloured Surface	Removal of white lining						
Gleishers Lane & Barley Mow Hill	30 & 40	Could be used but would require additional measures	Already in place	No	No	Could be used but would require street lighting	Could be used but would require street lighting	Raised crossover could be used at junction with B3002	Insufficient width	Could be used but would require street lighting	Would be useful to discourage use of alternative route	Not required	Little impact if used alone	Insufficient width	Not required	Not appropriate	Would be useful to discourage use of alternative route	No appropriate junctions	Not required	Would be required with vertical measures and would improve safety	Not appropriate	Not required

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TABLE A5 - BENTLEY & BLACKNEST CORRIDOR MATRIX OF SCHEME OPTIONS

Road / Section	Existing Speed Limit	Traffic Management Measure																				
		Speed Limit				Vertical Measures			Carriageway Narrowing		Chicane		Road markings, traffic signs				Rumble Strip / Area	Mini-roundabout	Vehicle Activated Signs	Street Lighting	Change of Junction Priority	One-Way Streets & Road Closures
		20mph	30mph	40mph	50mph	Road Humps / Cushions	Thump	Speed Tables	Central Island	Pinch-Point / Build-Out	Single-Lane / Two-Way	Gateway	Roundels	Hatching	Coloured Surface	Removal of white lining						
Frith End Road (Frith End Area)	40	Unlikely to be enforceable	Village 30 scheme	Already in place	No	PC would support speed cushions	Could be used as on approach to village	N/A	Insufficient road width	Could be used as part of gateway feature on approach to village	Could be used as part of gateway feature on approach to village	Would be useful on approach to village	Would be useful on approach to village	Insufficient road width	As part of gateway feature on approach to village	Already in place	Could be used as on approach to village	N/A	Could be used within the village	Too urbanised	N/A	N/A – likely to increase speed
Frith End Road & Blacknest Road	60	Unlikely to be enforceable	Unlikely to be enforceable	PC request b/n Station Rd & Blacknest Crossroad	PC request b/n Blacknest Crossroad & Frith End	Only appropriate for 30mph speed limits or less	Could be used as part of gateway feature at Blacknest Crossroad	Only appropriate for 30mph speed limits or less	Insufficient road width	Could be used as part of gateway feature at Blacknest Crossroad	Could be used as part of gateway feature at Blacknest Crossroad	Would be useful on approach to Blacknest Crossroad	Would be useful on approach to Blacknest Crossroad	Insufficient road width	Already provided at Blacknest crossroads	Could be used on Blacknest Road south of railway bridge	Would be useful on approach to Blacknest Crossroad & approach to Station Rd & Isington Rd	Only appropriate for 30mph speed limits or less	Would be useful on approach to Blacknest Crossroads	Not required	Could be used on Blacknest crossroad	N – likely to increase speed
Station Road	40	Unlikely to be enforceable	Unlikely to be enforceable	Already in place	No	Only appropriate for 30mph speed limits or less	Could be used on approach to Bentley	Only appropriate for 30mph speed limits or less	Could be used to provide pedestrian crossing south of Bentley	Could be used to provide pedestrian crossing south of Bentley	Could be used as part of gateway feature on approach to Bentley	Would be useful on approach to village	Could be used as part of gateway feature on approach to Bentley	Some provided towards Bentley but could be expanded	Some provided towards Bentley but could be expanded	Not appropriate	Would be useful on approach to Bentley	Not appropriate for any junctions	Would be useful on approach to Bentley	Too urbanised	Likely to increase traffic flows by giving priority to A31 bound traffic	N – likely to increase speed
London Road	30	Y – if used with other measures to enforce	Already in place	No	No	Could be used through Bentley	Could be used through Bentley	Y – at London Rd / Station Rd junction	Y – Would be useful on approach to Bentley	Could be used as part of gateway feature on approach to Bentley	Could be used as part of gateway feature on approach to Bentley – trialled previously but removed	Would be useful on approach to village	Would be useful on approach to village	Some provided towards Bentley but could be expanded	Could be provided through village centre	Could be provided through village centre	Would be useful on approach to Bentley	Could be considered for London Rd / Station Rd junction	Would be useful through Bentley	Would need to accompany speed humps / speed table	Likely to increase traffic flows by giving priority to A31 bound traffic	Not appropriate for Bentley

TABLE A6 - BLACKMOOR AND OAKHANGER AREA

Road / Section	Existing Speed Limit	Traffic Management Measure																				
		Speed Limit				Vertical Measures			Carriageway Narrowing		Chicane		Road markings, traffic signs				Rumble Strip / Area	Mini-roundabout	Vehicle Activated Signs	Street Lighting	Change of Junction Priority	One-Way Streets & Road Closures
		20mph	30mph	40mph	50mph	Road Humps / Cushions	Thump	Speed Tables	Central Island	Pinch-Point / Build-Out	Single-Lane / Two-Way	Gateway	Roundels	Hatching	Coloured Surface	Removal of white lining						
Drift Rd through Blackmoor	Mainly 30	Could be used through Blackmoor, but further enforcement measures	Already in place to north of village but could be extended along southern part of Drift Rd	No	No	Should reduce use of alternative route. Street lighting would be required	Not appropriate	Could be installed at Drift Road junction but would require street lighting	Not appropriate	Not appropriate	Could be used as part of gateway feature approaching Blacknest	Would be useful on approach to Blacknest	Could be used as part of gateway feature	Insufficient road width	Could be used as part of village treatment	Would be useful to slow traffic through village	Could be used as part of gateway feature	No appropriate junctions	Would be useful through Blacknest	Not required	No appropriate junctions	Unlikely to receive local support
Oakhanger Rd between Hogmoor Rd & Oakhanger	Mainly 60	Not appropriate	Not appropriate	Could be used with further enforcement measures	Could be used but unlikely to have a major impact on use of alternative route	Not appropriate	Not appropriate	No appropriate junctions	Not appropriate	Could be used as part of gateway feature approaching Oakhanger	Could be used as part of gateway feature approaching Oakhanger	Would be useful on approach to villages	Could be used as part of gateway feature	Could be used on bends close to Oakhanger	Could be used on bends close to Oakhanger	Could be used as part of village treatment	Could be used as part of gateway feature	No appropriate junctions	Not required	Not required	No appropriate junctions	Not required
Oakhanger Rd through Oakhanger	30	May reduce use of alternative route	Already in place	No	No	Should reduce use of alternative route. Street lighting would be required	Should reduce use of alternative route. Street lighting would be required	Should reduce use of alternative route. Street lighting would be required	Insufficient road width to be implemented alongside build-out	Footway should be provided through Oakhanger where not present	Could be used as part of gateway feature approaching Oakhanger	Would be useful on approach to Oakhanger	Could be used as part of gateway feature	Insufficient road width	Could be used as part of village treatment	Could be used as part of village treatment	Could be used as part of gateway feature	No appropriate junctions	Y – Would be useful through Oakhanger	Would be required with use of speed humps / cushions	No appropriate junctions	Unlikely to receive local support
Oakhanger Rd between Oakhanger and B3004	60	Not appropriate	Not appropriate	Could be used with further enforcement measures	Could be used but unlikely to have a major impact on use of alternative route	Not appropriate	Not appropriate	No appropriate junctions	Insufficient road width	Could be used as part of gateway feature approaching Oakhanger	Could be used as part of gateway feature approaching Oakhanger	Would be useful on approach to Oakhanger	Could be used as part of gateway feature	Insufficient road width	Unlikely to have a significant impact	Could be used as to help slow vehicle speeds	Could be used as part of gateway feature	No appropriate junctions	Not required	Not required	No appropriate junctions	Not required
Hartley Mauditt and Blankett Street	60	Not appropriate	Not appropriate	Could be used with further enforcement measures	Could be used but unlikely to have a major impact on use of alternative route	Not appropriate	Not appropriate	No appropriate junctions	Insufficient road width	Could be used as part of gateway approaching Oakhanger	Could be used as part of gateway approaching Oakhanger	Would be useful on approach to Oakhanger	Could be used as part of gateway feature	Insufficient road width	Unlikely to have a significant impact	N / A	Could be used as part of gateway feature	No appropriate junctions	Not required	Not required	No appropriate junctions	Not required

TABLE A7 – BLACKMOOR TO SELBORNE AREA

Road / Section	Existing Speed Limit	Traffic Management Measure																				
		Speed Limit				Vertical Measures			Carriageway Narrowing		Chicane		Road markings, traffic signs				Rumble Strip / Area	Mini-roundabout	Vehicle Activated Signs	Street Lighting	Change of Junction Priority	One-Way Streets & Road Closures
		20mph	30mph	40mph	50mph	Road Humps / Cushions	Thump	Speed Tables	Central Island	Pinch-Point / Build-Out	Single-Lane / Two-Way	Gateway	Roundels	Hatching	Coloured Surface	Removal of white lining						
Drift Road between Blackmoor and B3006	60	Not appropriate	Not appropriate	Could be used but would require additional measures	Y – would help discourage use	Not appropriate	Not appropriate	No appropriate junctions	Insufficient road width	Could be used to slow traffic and discourage use of route	Could be used to slow traffic and discourage use of route	Would be useful on approach to Blackmoor	Could be used as part of gateway feature on approach to village	Insufficient road width	Could be used as part of gateway feature on approach to village	N/A	Could be used as part of gateway feature on approach to village	No appropriate junctions	Not required	Not appropriate – too urban	Would be required with road closure on Drift Road	Closure would prevent use of alternative route to B3006
Oakhanger Road through Blackmoor	30	Could be used but would require additional measures	Already in place	No	No	Should reduce use of alternative route. Street lighting would be required	Not appropriate	Could be installed at Drift Road junction but would require street lighting	Not required	Could be used as part of gateway feature on approach to village	Could be used as part of gateway feature on approach to village	Would be useful on approach to Blackmoor	Could be used as part of gateway feature on approach to village	Insufficient road width	Could be used as part of gateway feature on approach to village	Would be useful to slow traffic through village	Could be used as part of gateway feature on approach to village	No appropriate junctions	Not required	Would be required with provision of vertical measures	No appropriate junctions	Not appropriate
Sotherington Lane to B3006	60	Not appropriate	Not appropriate	Could be used but would require additional measures	Y – would help discourage use	Not appropriate	Not appropriate	No appropriate junctions	Insufficient road width	Could be used to slow traffic and discourage use of route	Could be used to slow traffic and discourage use of route	Not appropriate	Little impact if used alone	Insufficient road width	Little impact if used alone	N/A	Could be used to slow traffic and discourage use of route	No appropriate junctions	Not required	Not appropriate – too urban	Would be required with road closure on Drift Road	Closure west of Blackmoor would prevent use of alternative route to B3006
Honey Lane between Oakhanger Rd and B3006	60	Not appropriate	Not appropriate	Could be used but would require additional measures	Y – would help discourage use	Not appropriate	Not appropriate	No appropriate junctions	Insufficient road width	Could be used to slow traffic and discourage use of route	Could be used to slow traffic and discourage use of route	Would be useful on approach to Selborne	Could be used as part of gateway feature on approach to village	Insufficient road width	Could be used as part of gateway feature on approach to village	N/A	Could be used as part of gateway feature on approach to village	No appropriate junctions	Not required	Not appropriate – too urban	Re-design on junction with B3006 to allow only left turns in/out	One-way on Honey Lane would reduce use of alternative route
B3006 between A3 & Selborne	30 to 60	Not appropriate	Not appropriate	Yes	Yes	Not appropriate	Not appropriate	No appropriate junctions	Not required	Not appropriate	Already in place	Enhanced gateways could be provided	Could be used as part of gateway feature on approach to village	Already in place where required	Not required	Not appropriate	Could be used as part of gateway feature on approach to village	No appropriate junctions	Not required	Not appropriate – too urban	No appropriate junctions	Not appropriate due to road classification

TABLE A7 (CONTINUED) - BLACKMOOR TO SELBORNE AREA

Road / Section	Existing Speed Limit	Traffic Management Measure																				
		Speed Limit				Vertical Measures			Carriageway Narrowing		Chicane		Road markings, traffic signs				Rumble Strip / Area	Mini-roundabout	Vehicle Activated Signs	Street Lighting	Change of Junction Priority	One-Way Streets & Road Closures
		20mph	30mph	40mph	50mph	Road Humps / Cushions	Thump	Speed Tables	Central Island	Pinch-Point / Build-Out	Single-Lane / Two-Way	Gateway	Roundels	Hatching	Coloured Surface	Removal of white lining						
B3006 through Selborne	20	Already in place	No	No	No	Would help enforce 20mph speed limit	Not appropriate	Could be used to enhance village centre	Insufficient road width	Additional pinch points could be provided in village	Not appropriate	Enhanced gateways could be provided	Could be used as part of gateway feature on approach to village	Insufficient road width	Already in place but could be enhanced	Already in place	Could be used as part of gateway feature on approach to village	No appropriate junctions	Y – Can be used to help enforce 20mph zone	Not required	No appropriate junctions	Not appropriate due to road classification
B3006 between Selborne and Alton	60	Not appropriate	Not appropriate	Could be used but would require additional measures	Yes	Not appropriate	Not appropriate	No appropriate junctions	N – insufficient road width	Not appropriate	Not appropriate	Enhanced gateways could be provided	Could be used as part of enhanced gateways	Already in place where required	Could be used as part of enhanced gateways	Not appropriate	Could be used as part of enhanced gateways	No appropriate junctions	Y – Could be used to help enforce speed limit	Not appropriate – too urban	No appropriate junctions	Not appropriate due to road classification

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TABLE A8 - GREATHAM CORRIDOR

Road / Section	Existing Speed Limit	Traffic Management Measure																				
		Speed Limit				Vertical Measures			Carriageway Narrowing		Chicane		Road markings, traffic signs				Rumble Strip / Area	Mini-roundabout	Vehicle Activated Signs	Street Lighting	Change of Junction Priority	One-Way Streets & Road Closures
		20mph	30mph	40mph	50mph	Road Humps / Cushions	Thump	Speed Tables	Central Island	Pinch-Point / Build-Out	Single-Lane / Two-Way	Gateway	Roundels	Hatching	Coloured Surface	Removal of white lining						
Petersfield Rd between A325 & Longmoor Rd	30	Could be used but would require additional measures	Already in place	No	No	Speed cushions would be supported by PC	Could be used but speed cushions preferable	At junction with A325 to stop vehicles failing to give-way	Can be used near bus stops in provision of pedestrian crossing facilities	Already in place	Already in place	Existing gateway could be expanded	Requested by PC	Not appropriate	Not appropriate	Already in place through village	Could be used as gateway feature or through village to slow traffic	Would be useful at junction with Longmoor Rd	Would be useful through village	Would be useful at existing traffic calming features	No appropriate junctions	Likely to increase speed and use of alternative route
Petersfield Rd between Longmoor Rd & B3006	30	Could be used but would require additional measures	Already in place	No	No	Speed cushions would be supported by PC	Could be used but speed cushions preferable	At junction with A325 to stop vehicles failing to give-way	Can be used near school in provision of pedestrian crossing facilities	Already in place	Already in place	Existing gateway could be expanded	Requested by PC	Not appropriate	Not appropriate	Already in place through village	Could be used as gateway feature or through village to slow traffic	Would be useful at junction with Longmoor Rd	Would be useful through village	Would be useful at existing traffic calming features	No appropriate junctions	Likely to increase speed and use of alternative route

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TABLE A9 - WHITEHILL & BORDON AREA

Road / Section	Existing Speed Limit	Traffic Management Measure																				
		Speed Limit				Vertical Measures			Carriageway Narrowing		Chicane		Road markings, traffic signs				Rumble Strip / Area	Mini-roundabout	Vehicle Activated Signs	Street Lighting	Change of Junction Priority	One-Way Streets & Road Closures
		20mph	30mph	40mph	50mph	Road Humps / Cushions	Thump	Speed Tables	Central Island	Pinch-Point / Build-Out	Single-Lane / Two-Way	Gateway	Roundels	Hatching	Coloured Surface	Removal of white lining						
A325 through Whitehill and Bordon	30	Could be used by would encourage use of alternative route	Already in place	No	No	Likely to encourage use of alternative route	Likely to encourage use of alternative route	Likely to encourage use of alternative route	Could be used to provide further crossing points	Likely to encourage use of alternative route	Likely to encourage use of alternative route	Enhanced gateway could be provided on approach to Whitehill and Bordon	Could be used as part of enhanced gateway	Not required	Could be used as part of enhanced gateway	Could be used once relief road is complete	Could be used as part of enhanced gateway	Could be used once relief road is complete	Not required	Already provided	No appropriate junctions	Not appropriate
Liphook Rd to B3004	30 or 60	Could be used but would require additional measures	Already in place	Would reduce use of alternative route and improve safety	Would have little impact	Would discourage use of alternative route			Not required	Would discourage use of alternative route	Would discourage use of alternative route	Enhanced gateway could be provided on approach to Whitehill and Bordon	Could be used as part of enhanced gateway	Insufficient width	Could be used as part of enhanced gateway	Could be used as part of 20mph zone	Could be used as part of enhanced gateway	No appropriate junctions	Could be used on approach to junction with Hollywater Rd	Not required	No appropriate junctions	Not appropriate
Walldown Rd to B3004	30 to 60	Could be used but would require additional measures	No	Would reduce use of alternative route and improve safety	Would have little impact	Not appropriate			Not required	Would discourage use of alternative route	Would discourage use of alternative route	Enhanced gateway could be provided on approach to Whitehill and Bordon	Could be used as part of enhanced gateway	Insufficient width	Could be used as part of enhanced gateway	Not appropriate	Could be used as part of enhanced gateway	No appropriate junctions	Could be used on approach to junction with Hollywater Rd	Not required	No appropriate junctions	Not appropriate
Hollywater Rd	40 to 60	Not appropriate	No	Already in place	Would reduce use of alternative route and improve safety	Not appropriate			Not required	Would discourage use of alternative route	Would discourage use of alternative route	Not required	Could be used as speed limit enforcement	Could be used to reduce carriageway width	Could be used as speed limit enforcement	Not appropriate	Could be used as speed limit enforcement	No appropriate junctions	Could be used as speed limit enforcement	Not required	No appropriate junctions	Not appropriate
Mill chase Road and Chalet Hill	30	Could be used but would require additional measures	Already in place	No	No	Would discourage use of alternative route			Could be used to provide further crossing points	Already in place	Would discourage use of alternative route	Not required	Would have little impact	Not appropriate	Would have little impact	Not appropriate	Would have little impact	No appropriate junctions	Not required	Already in place	No appropriate junctions	Not appropriate

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TABLE A9 (CONTINUED) - WHITEHILL AND BORDON AREA

Road / Section	Existing Speed Limit	Traffic Management Measure																				
		Speed Limit				Vertical Measures			Carriageway Narrowing		Chicane		Road markings, traffic signs				Rumble Strip / Area	Mini-roundabout	Vehicle Activated Signs	Street Lighting	Change of Junction Priority	One-Way Streets & Road Closures
		20mph	30mph	40mph	50mph	Road Humps / Cushions	Thump	Speed Tables	Central Island	Pinch-Point / Build-Out	Single-Lane / Two-Way	Gateway	Roundels	Hatching	Coloured Surface	Removal of white lining						
Conde Way	30	Could be used but would require additional measures	Already in place	No	No	Would discourage use of alternative route			Could be used to provide further crossing points	Would discourage use of alternative routes and provide crossing points	Would discourage use of alternative routes and slow traffic speeds	Not required	Would have little impact	Could be used to reduce carriageway width	Would have little impact	Could be used as part of 20mph zone	Would have little impact	No appropriate junctions	Not required	Already in place	No appropriate junctions	Not appropriate
Forest Road	30	Could be used but would require additional measures	Already in place	No	No	Would discourage use of alternative route			Not required	Already in place	Would discourage use of alternative routes and slow traffic speeds	Not required	Would have little impact	Insufficient width	Would have little impact	Already in place	Would have little impact	No appropriate junctions	Not required	Already in place	No appropriate junctions	Not appropriate
Firgrove Road to Station Road	30 to 40	Could be used but would require additional measures	Existing 30mph limit could be extended	No	No	Would discourage use of alternative route			Not required	Would have little impact	Would discourage use of alternative routes and slow traffic speeds	Would discourage use of alternative routes and slow traffic speeds	Could be used as part of enhanced gateway	Could be used to reduce carriageway width	Could be used as part of enhanced gateway	Could be used as part of 20mph zone	Could be used as part of enhanced gateway	May encourage use of alternative routes	Not required	Should be provided on northern part of Hogmoor Rd	No appropriate junctions	Not appropriate

## Appendix B – Other Issues Raised by Town and Parish Councils

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#### BENTLEY PARISH COUNCIL

The Parish Council are not supportive of Eco-town proposals. They are sceptical proposed mode share targets and believe the proposed transport strategy and consultation needs to be far more comprehensive (in terms of timescales and stakeholder involvement) and cover a much wider area.

They also believe that the Eco-town proposals must fully consider solving the existing issues with the A325 as a priority. Significant infrastructure improvements are required before construction of the Eco-town.

The Parish Council supports the proposals for a Wreclesham bypass, which should be provided as part of the Eco-town proposals

A joint traffic charter is required for Hampshire, which would be produced by all Parish Councils.

Rowledge should be consulted on the Eco-town.

#### BINSTED PARISH COUNCIL

The Parish Council believe that the local transport network cannot cope with the Eco-town proposals. Significant mitigation on the A325 is required to solve existing issues.

They are also extremely sceptical about the anticipated traffic impact / traffic model produced for the Eco-town.

There is not enough time is being given to adequately consult all local stakeholders.

The Parish Council supports the proposals for a Wreclesham bypass, which should be provided as part of the Eco-town proposals.

#### BRAMSHOTT & LIPHOOK PARISH COUNCIL

The Parish Council are concerned about the potential impact of the Eco-town and are concerned with the robustness of the traffic model given the minimal impacts which the development is expected to generate.

They believe the town will suffer due to an increased number of commuters accessing the A3 and Liphook railway station.

There is no direct bus service along the whole of the B3004. Liphook is seeing bus services being removed. This must be reversed if the Eco-town is going to have a change of persuading people to use public transport

#### GREATHAM PARISH COUNCIL

There are concerns over the general impact of the Eco-town due to the existing levels of traffic travelling through Greatham to and from the A3.

There are concerns over the validity of the results produced by the traffic model used to assess the impacts of the Eco-town.

#### HEADLEY PARISH COUNCIL

The Parish Council do not support the proposals and are concerned that the transport proposals will not solve existing issues, especially traffic congestion on the A325 through Bordon. These issues must be solved before the Eco-town is developed in order to stop traffic using alternative routes.

They believe the A325 relief road is not designed correctly to carry traffic through Bordon and that such a road would be better located away from the proposed housing.

Some of the traffic flow increases anticipated by the transport model do not seem logical.

Churt and Grayshott should be included in consultation.

An improved retail centre in Bordon will attract more users to the town and will also remove the need to travel elsewhere.

#### KINGSLEY PARISH COUNCIL

The Parish Council understand the Eco-town proposals but are concerned about the continued increase of traffic

<p>(especially HGVs) along the B3004.</p> <p>Much of the existing highway network already needs improving without the added traffic generated by the Eco-town, especially the Coxbridge roundabout (A31 / A325) and Sleaford Traffic Signals (A325 / B3004).</p>
<p>LINDFORD PARISH COUNCIL</p>
<p>Very concerned about the potential impacts of the Eco-town and the accuracy of the traffic model – as Lindford is located so close to Bordon the Parish Council would anticipate much higher traffic flows than predicted.</p> <p>It is also believed that a bypass around the west of Bordon would be far more effective than the proposed relief road. This would help mitigate existing problems on the A325, which will only get worse</p> <p>There are concerns over the lack of public transport through Lindford not being sufficiently improved.</p> <p>Public transport improvements are needed to link Bordon if people are expected to use it. The retail centre also needs expanding to discourage trips further afield to more attractive locations such as Petersfield</p>
<p>SELBORNE PARISH COUNCIL</p>
<p>Mixed views over the Eco-town – some think the Eco-town should not go-ahead but others have the view that this is the best way of providing 4,000 houses locally.</p> <p>Concerns over predicted number of vehicles per household and traffic generations being too low.</p> <p>Major concerns that the proposals do not acknowledge and do not mitigate existing traffic issues along the A325. Need to fully consider alternative bypass options to solve existing problems.</p> <p>The Parish Council are keen to see traffic reductions not increased.</p> <p>Traffic can be reduced by improving levels of public transport. As part of the Eco-town proposals there is only one bus per day that will serve Oakhanger – this does not provide a realistic alternative to the private car</p>
<p>WHITEHILL TOWN COUNCIL</p>
<p>The Parish Council have major concerns about the impact of the Eco-town and are not happy about the latest proposals for the A325 Relief Road – the relief road will not benefit Whitehill and will not solve existing issues.</p> <p>The Eco-town must solve existing issues along the A325 as it is already congested and already encourages use of other routes.</p> <p>Liss should be included in consultation.</p>
<p>WORLDHAM PARISH COUNCIL</p>
<p>The Parish Council think that that the basis for the Eco-town assessments seem unrealistic – the numbers of cars per household is too low and this will underestimate traffic generation. There are concerns over the traffic model not being robust.</p> <p>Public transport needs to be improved above current proposals. A proposed 15-minute frequency service from the Eco-town has been dropped from the latest proposals. This would have linked all the local villages and would have provided a realistic alternative to private car use</p> <p>A bypass for the A325 is needed at Wreccelsham.</p> <p>A lot needs to be done to make Bordon an attractive place to live and work. Without this, trips will continue to be made to places such as Alton</p>

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