

Seaside & St Anthony's Avenue Traffic Regulation Order TRO/520

East Sussex Bus Service Improvement Plan (BSIP)
Bus Priority Infrastructure

October 2025

BSIP Bus Priority Measures

The A259 Seaside and St Anthony's Avenue scheme in Eastbourne is part of a package of bus priority measures that the County Council initially consulted upon in summer 2023 at feasibility stage. Further consultation was undertaken in summer 2024 on revised scheme proposals in response to previous local feedback from the summer 2023 consultation.

Approval to progress the scheme to preliminary design, detailed design and construction was given by the County Council's Lead Member for Transport and Environment in November 2024.

While the proposals were at preliminary design stage, they were further refined in response to feedback received during the December 2024 to January 2025 informal pre-TRO consultation.

The scheme will be funded through Bus Service Improvement Plan funding that East Sussex County Council has received from Government to deliver bus priority infrastructure in the county.

Introducing the A259 Seaside and St Anthony's Avenue bus priority scheme is integral to delivering the East Sussex Local Transport Plan 4, so that residents can enjoy higher quality bus services, improved journey times with reduced delays, that provide a frequent, integrated and comprehensive choice and an alternative to the car.

In doing so, the bus priority measures will help to support connectivity to key destinations, reduce congestion and strengthen the resilience of the transport network; make a positive contribution towards improving air quality as well as decarbonising transport and travel to support the achievement of the County Council's target of net zero carbon emissions by 2050 at the latest and Eastbourne Borough Council's same ambition by 2030.

Traffic Regulation Order

The A259 Seaside and St Anthony's Avenue bus priority scheme will provide bus lanes between the junctions of A259 Seaside/Windermere Crescent and Langney Roundabout. As part of the scheme, it is proposed to:

Windermere Crescent to Seaside Roundabout

- Introduce new eastbound bus lane between Windermere Crescent and Seaside Roundabout. With the introduction of the bus lane, existing on-street parking on the north side of Seaside between Churchdale Road and Southbourne Road will be removed. A section of parking provision behind the bus lane to be retained between Finmere Road and Northbourne Road.
- Introduce limited wait parking, 8am - 6pm, 1 hour no return within one hour on the south side of Seaside between Rye Street and Winchelsea Road.
- Upgrade the existing staggered pedestrian crossing between Windermere Crescent and Channel View Road to allow pedestrians to cross in one movement.
- Retain eastbound bus stops at The Archery and Arlington Arms, and westbound bus stops at The Archery, Alexandra Arms and Winchelsea Road.
- Relocate Tesco bus stop further west towards Northbourne Road.
- Replace the existing zebra crossing between Southbourne Road and Finmere Road, removing centre island to provide a signalised puffin (pedestrian) crossing.
- Retain a right-hand turning space for one vehicle at Southbourne Road.
- Retain a right-hand turning space for one vehicle at Northbourne Road. This would necessitate the loss of some on-street parking.
- Remove a short section of uncontrolled parking west of Allfrey Road and replace with double yellow lines.
- Introduce new uncontrolled on-street parking on the south side of Seaside between Myrtle Road and Fort Road. Existing staggered pedestrian crossing to be removed.
- Introduce new signalised puffin (pedestrian) crossing between Fort Road and Seaside Roundabout to allow pedestrians to cross in one movement.

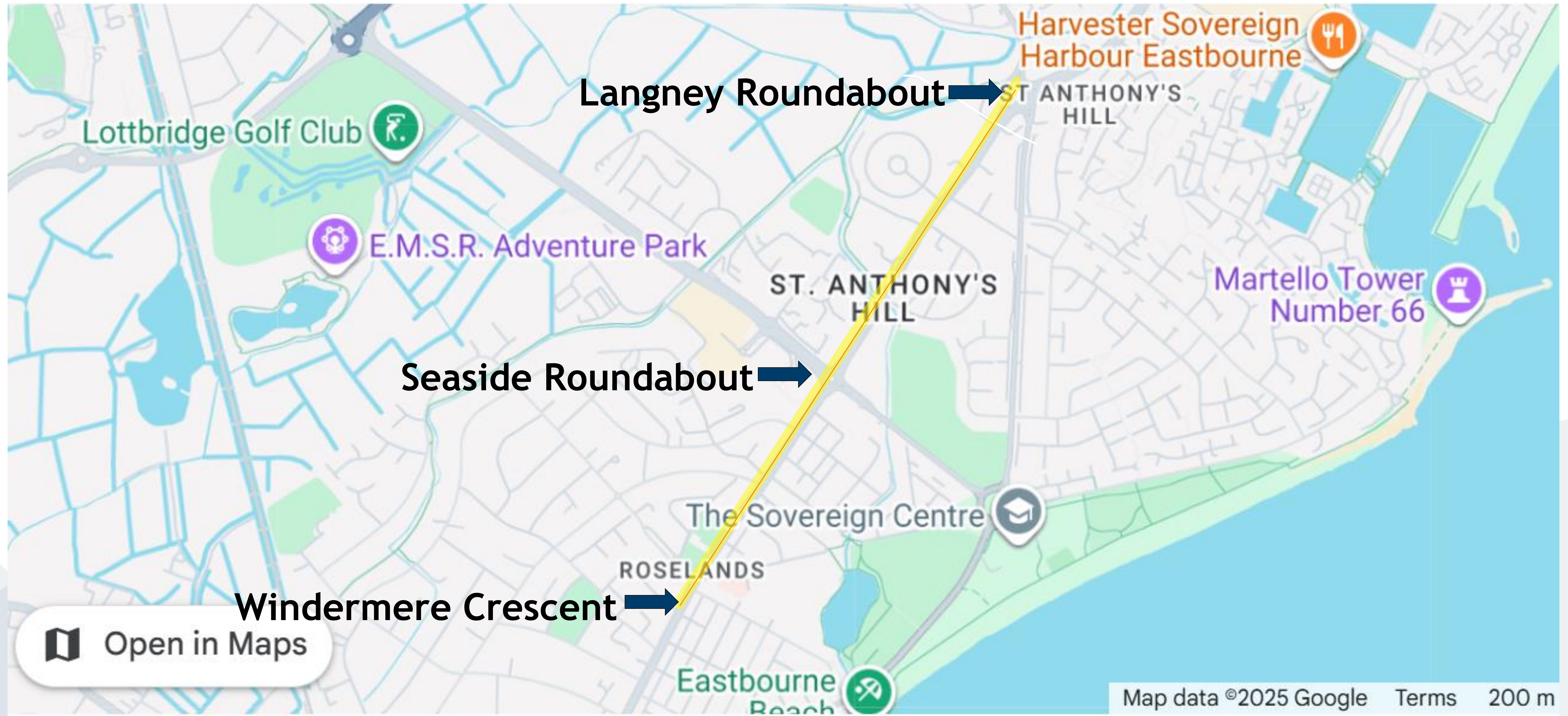
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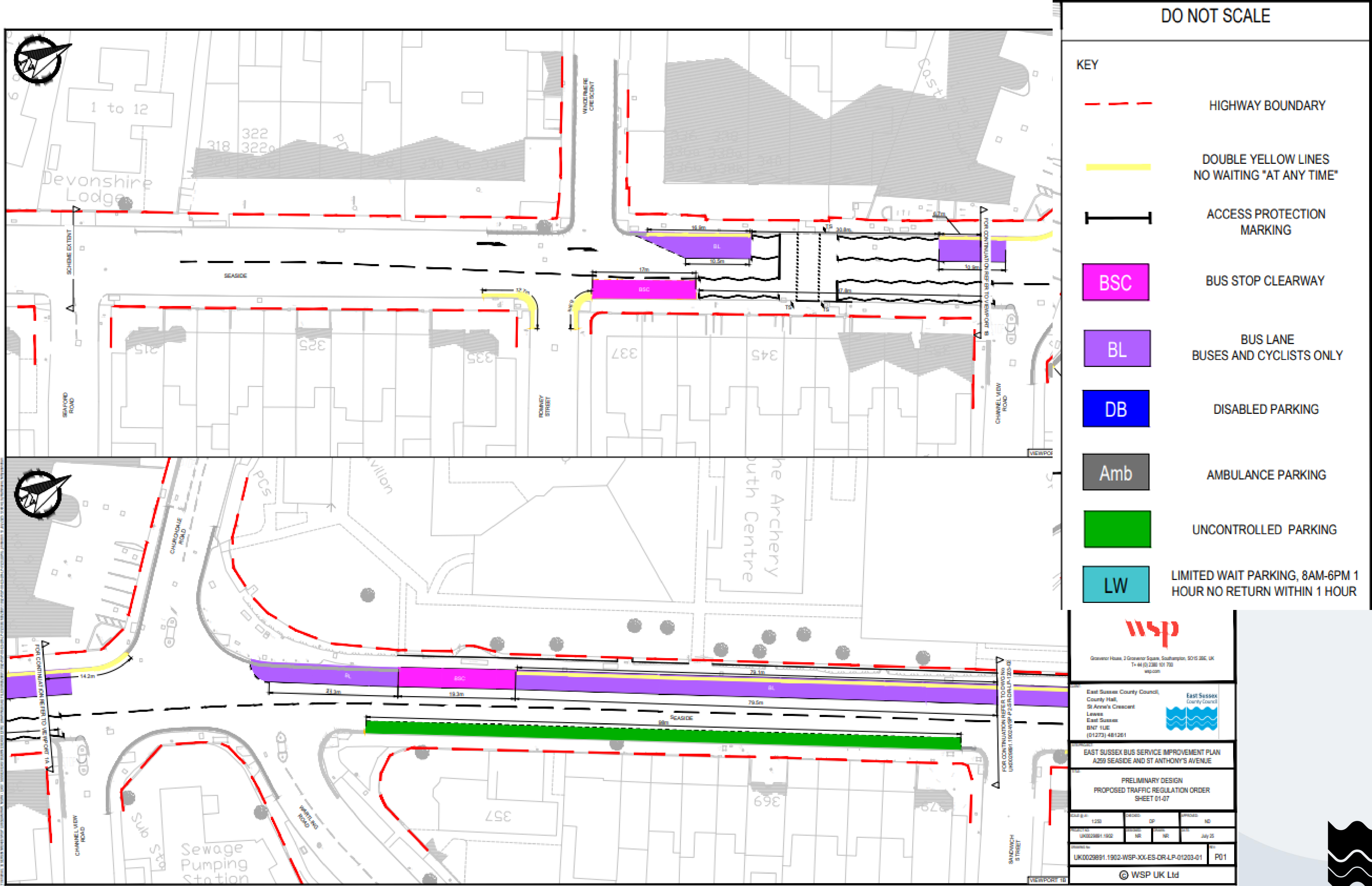
Seaside Roundabout to Langney Roundabout

- Introduce new westbound bus lane between Langney Roundabout and Seaside Roundabout. All current uncontrolled parking will be removed on the south side of St Anthony's Avenue and Seaside between Langney Roundabout and Seaside Roundabout. Ambulance bay at Queen Alexandra Cottage Homes will also be removed.
- Introduce new signalised puffin (pedestrian) crossing on Seaside immediately east of Seaside Roundabout.
- Introduce new bus stop cage/clearway markings for Langney Roundabout South bus stop (eastbound), replacing a section of existing uncontrolled on-street parking.
- Retain eastbound Winston Crescent bus stop and westbound bus stops at Winston Crescent and Langney Roundabout.
- Upgrade the existing staggered pedestrian crossing on Seaside west of Winston Crescent/Leeds Avenue junction to allow pedestrians to cross in one movement. Centre island to the east of Winston Crescent to be retained. Westbound right turn pocket into Winston Crescent to be retained.
- Retain centre island east of Leeds Avenue. Westbound right turn pockets into Lidl and Leeds Avenue to be retained.
- Introduce new on-street uncontrolled parking on the north side of Seaside at Crumbles Sewer. Existing centre island to be removed and replaced with a built-out kerb to reduce road width for pedestrians and cyclists crossing.
- Retain the existing uncontrolled parking on the north side of St Anthony's Avenue from Seaville Drive to Langney Roundabout.

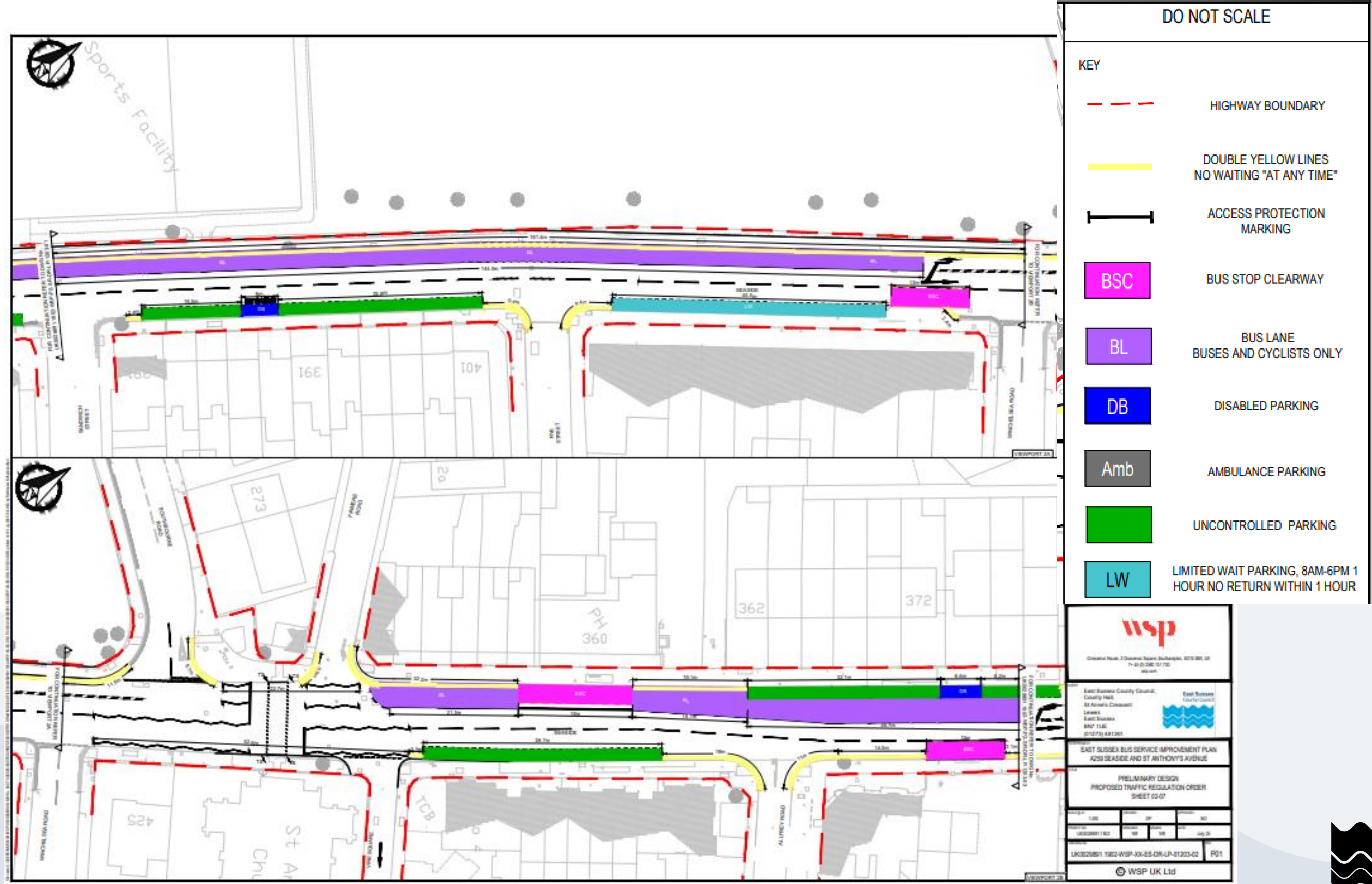
Location



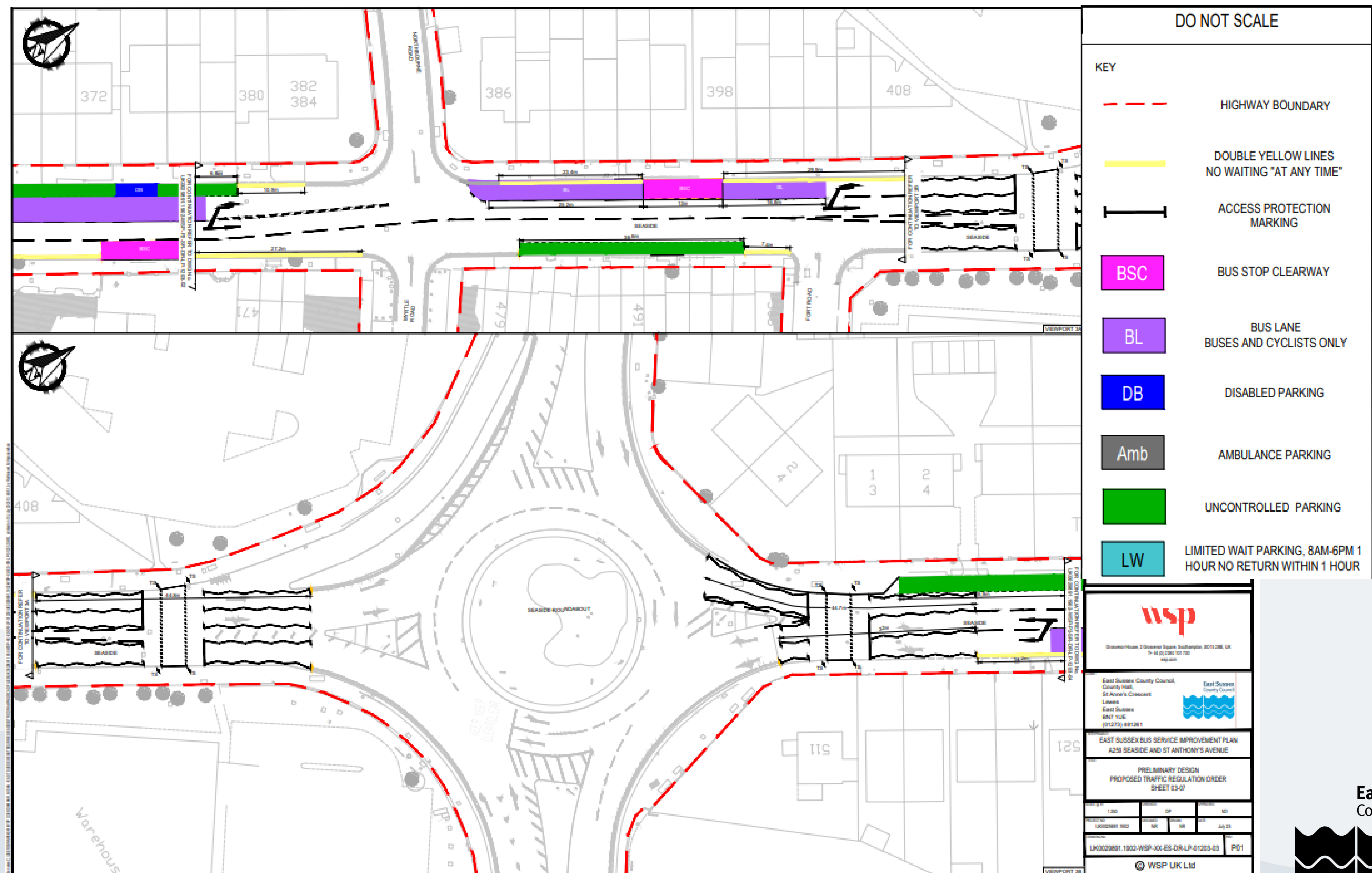
Proposal Design 1/7 - Windermere Crescent to Sandwich Street



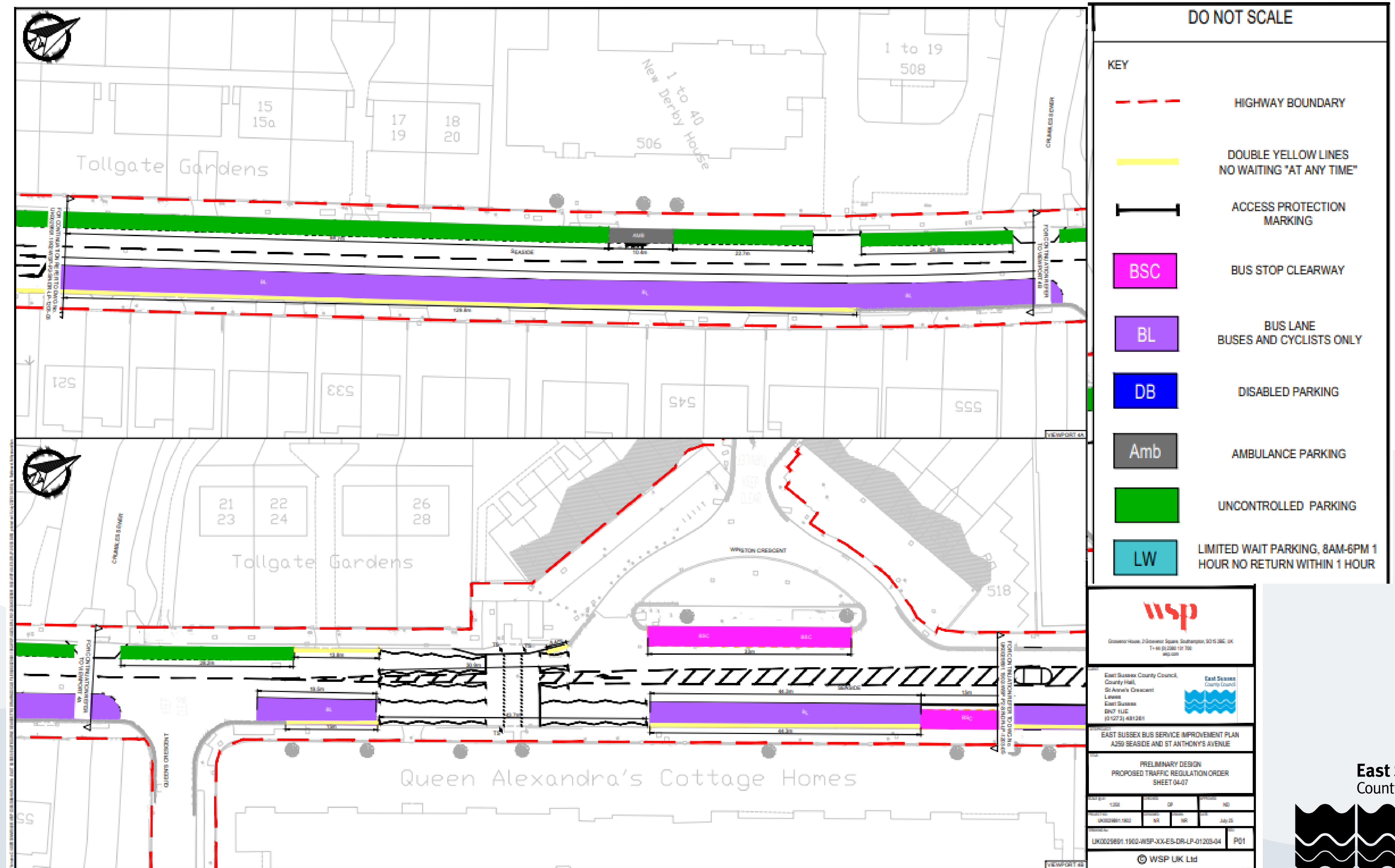
Proposal Design 2/7 - Sandwich Street to Allfrey Road



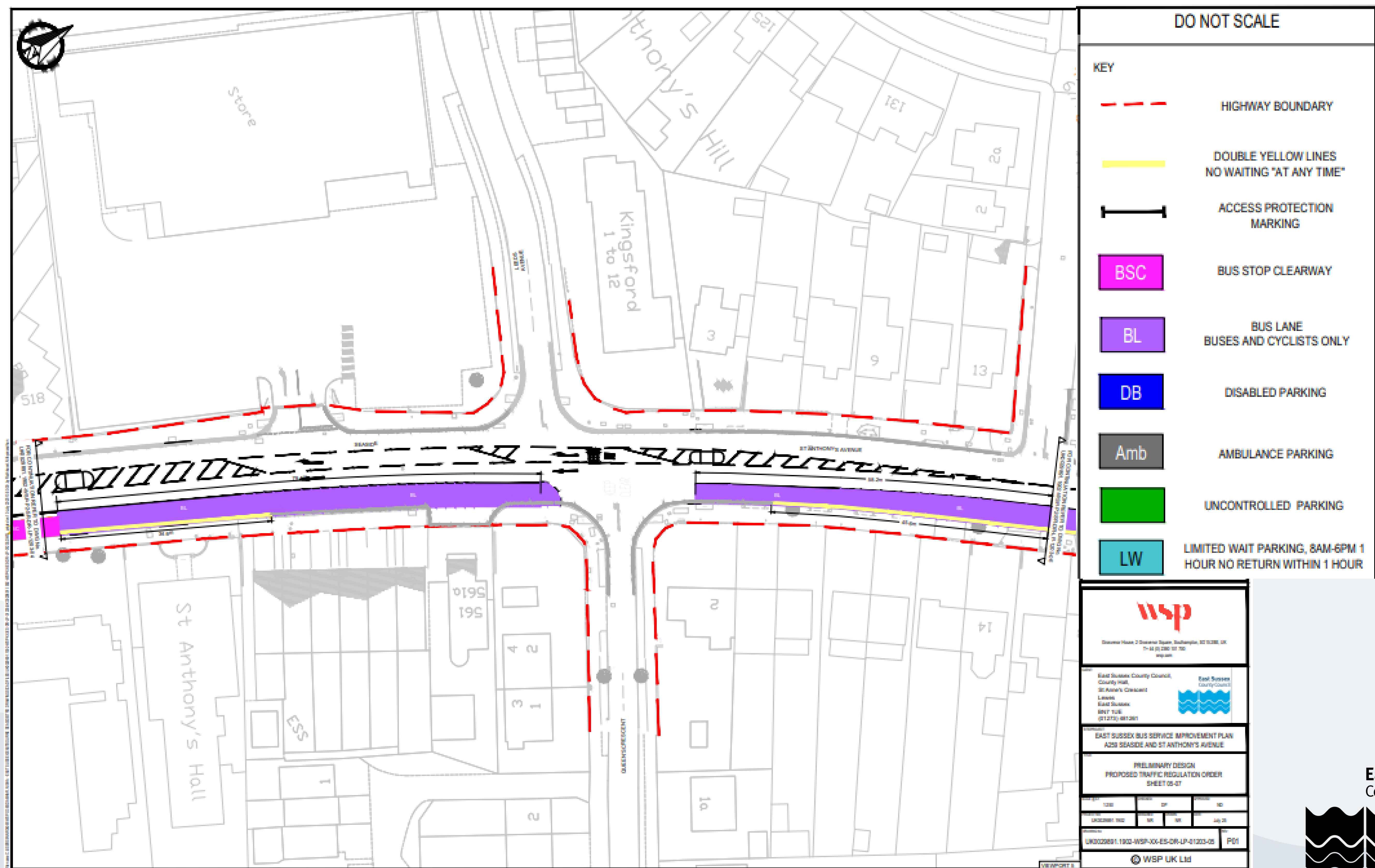
Proposal Design 3/7 - Northbourne Road to Seaside Roundabout



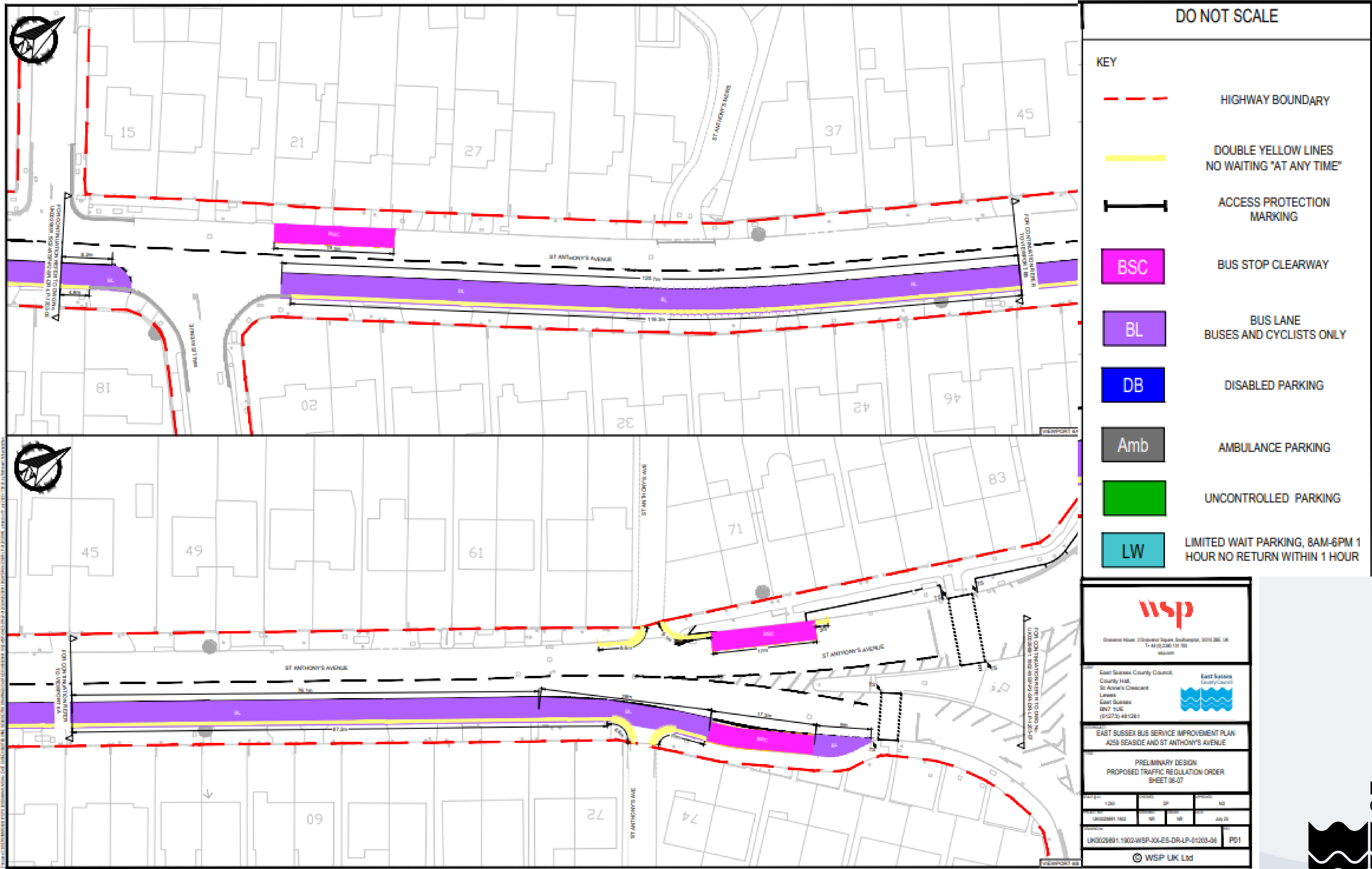
Proposal Design 4/7 - Seaside Roundabout to Winston Crescent



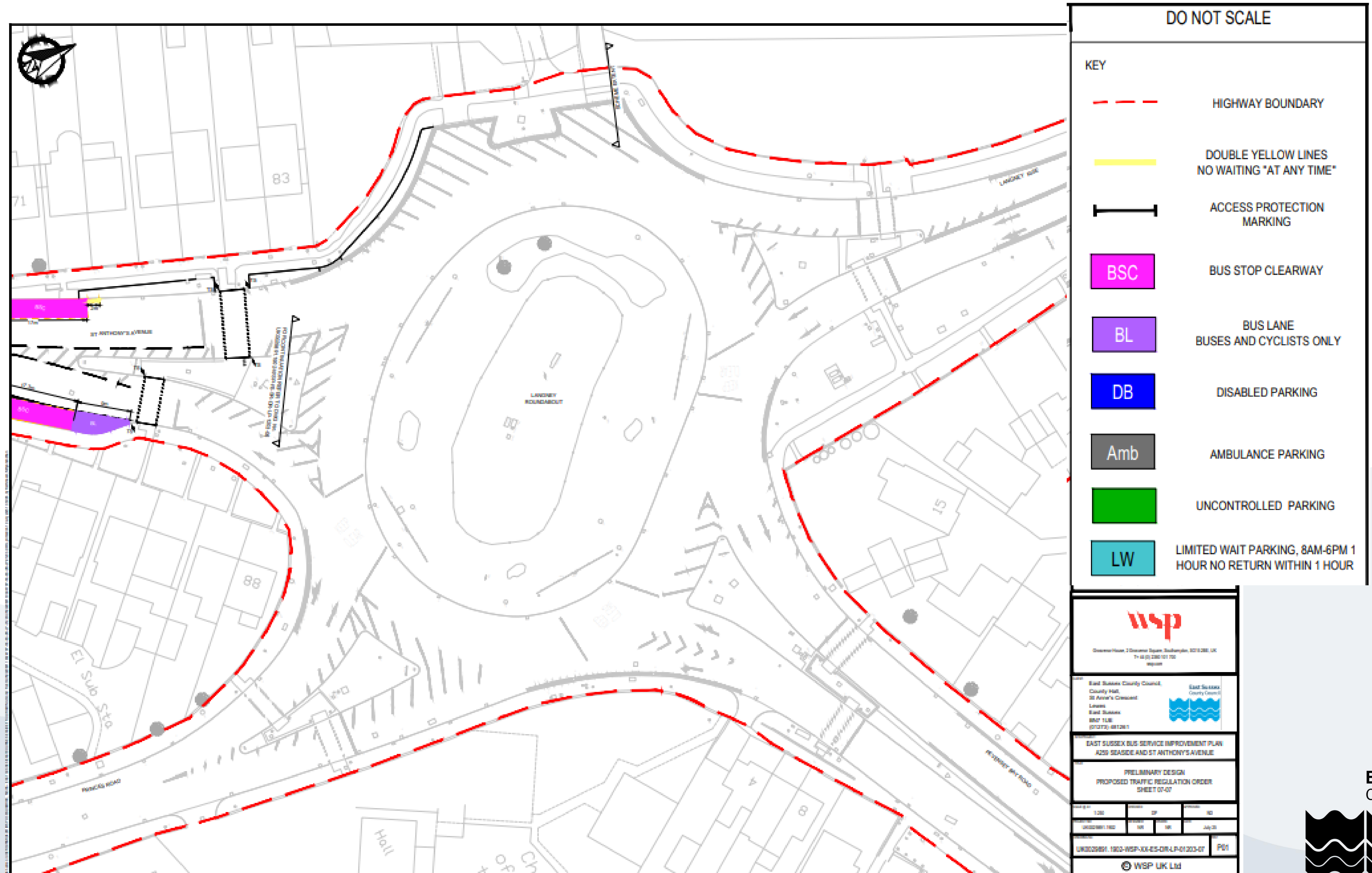
Proposal Design 5/7 - Winston Crescent to Seaville Drive



Proposal Design 6/7 - Seaville Drive to Langney Roundabout



Proposal Design 7/7 - Langney Roundabout



Site Photos - Windermere Crescent to Seaside Roundabout



Commencement of the eastbound bus lane at Windermere Crescent



Location of limited wait parking 8am-6pm 1 hour no return between Rye Street and Winchelsea Road

Site Photos - Windermere Crescent to Seaside Roundabout



Existing zebra crossing between Southbourne Road and Finmere Road to be replaced with a signalised puffin (pedestrian) crossing



Approach to Seaside Roundabout travelling eastbound. New signalised puffin (pedestrian) crossing between Fort Road and Seaside Roundabout to allow pedestrians to cross in one movement.

Site Photos - Seaside Roundabout to Langney Roundabout



Approach to Seaside Roundabout travelling westbound. New signalised puffin (pedestrian) crossing location.



The pedestrian crossing west of Winston Crescent to be upgraded to allow pedestrians to cross in one movement.

Site Photos - Seaside Roundabout to Langney Roundabout



Commencement of westbound bus lane on St Anthony's Avenue from Langney Roundabout to Seaside Roundabout.

