Eastbourne Station Traffic Regulation Order

East Sussex Bus Service Improvement Plan (BSIP)

Bus Priority Infrastructure

December 2025

East Sussex
County Council

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BSIP Bus Priority Measures

- The A259 Upperton Road/Station Parade scheme in Eastbourne is part of a package of bus priority measures that the County Council consulted upon in summer 2023 at feasibility stage. 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 January 2024.

- 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.

BSIP Bus Priority Measures

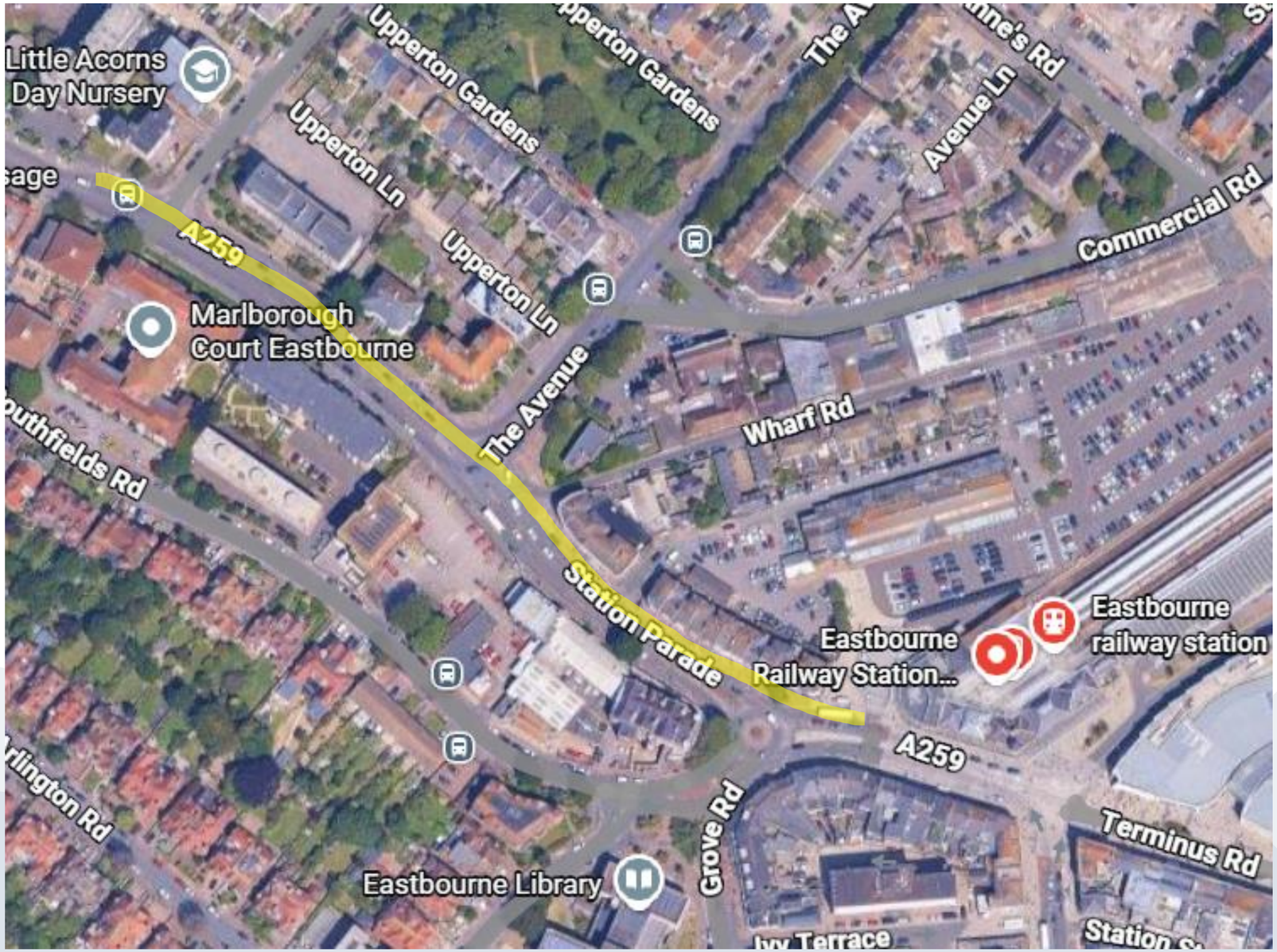
- The introduction of the A259 Upperton Road/Station Parade bus priority scheme will build on the existing bus priority measures in Eastbourne town centre on Terminus Road from the station to Bankers Corner as well as in Gildredge Road.

- It 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.

- Eastbourne Borough Local Plan (2013) and its supporting Town Centre Action Plan (2013) identify the A259 (including Upperton Road and Station Parade) as a Quality Bus Corridor (QBC) and indicates that bus priority measures should be promoted along this and other QBCs in the town

- 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.

Location



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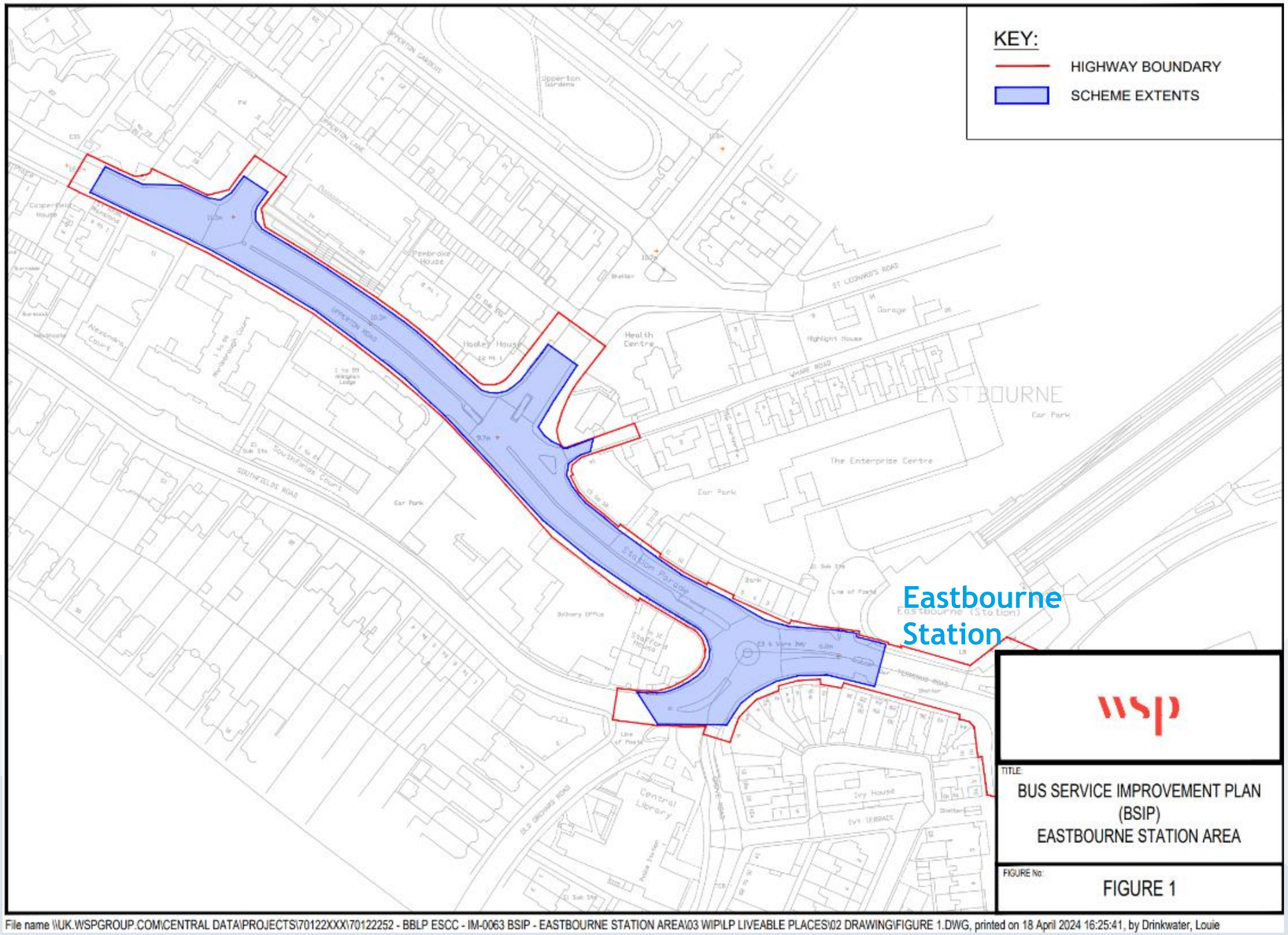
Traffic Regulation Order

As part of the A259 Upperton Road/Station Parade bus priority scheme, it is proposed to:

- Introduce a new dedicated bus lane eastbound between Wharf Road and the railway station.
- Amend the bus layby on A259 Upperton Road opposite Cuckmere House, allowing buses to pull in and out more easily.
- Amend the nearside lane on A259 Upperton Road heading eastbound, allowing only buses and left-turning vehicles.
- Retain the existing Station Roundabout, with minor changes made to the kerbline from Southfields Road to reduce speeds.
- Remove loading and unloading from A259 Station Parade and parts of A259 Upperton Road.
- Upgrade the existing staggered pedestrian crossing on Station Parade to allow pedestrian crossing in one movement.
- Introduce No Right Turn into A259 Upperton Road from Hartfield Road and The Enterprise Shopping Centre car park.
- Introduce No Right Turn into The Enterprise Shopping Centre car park from A259 Upperton Road.

Scheme Extent



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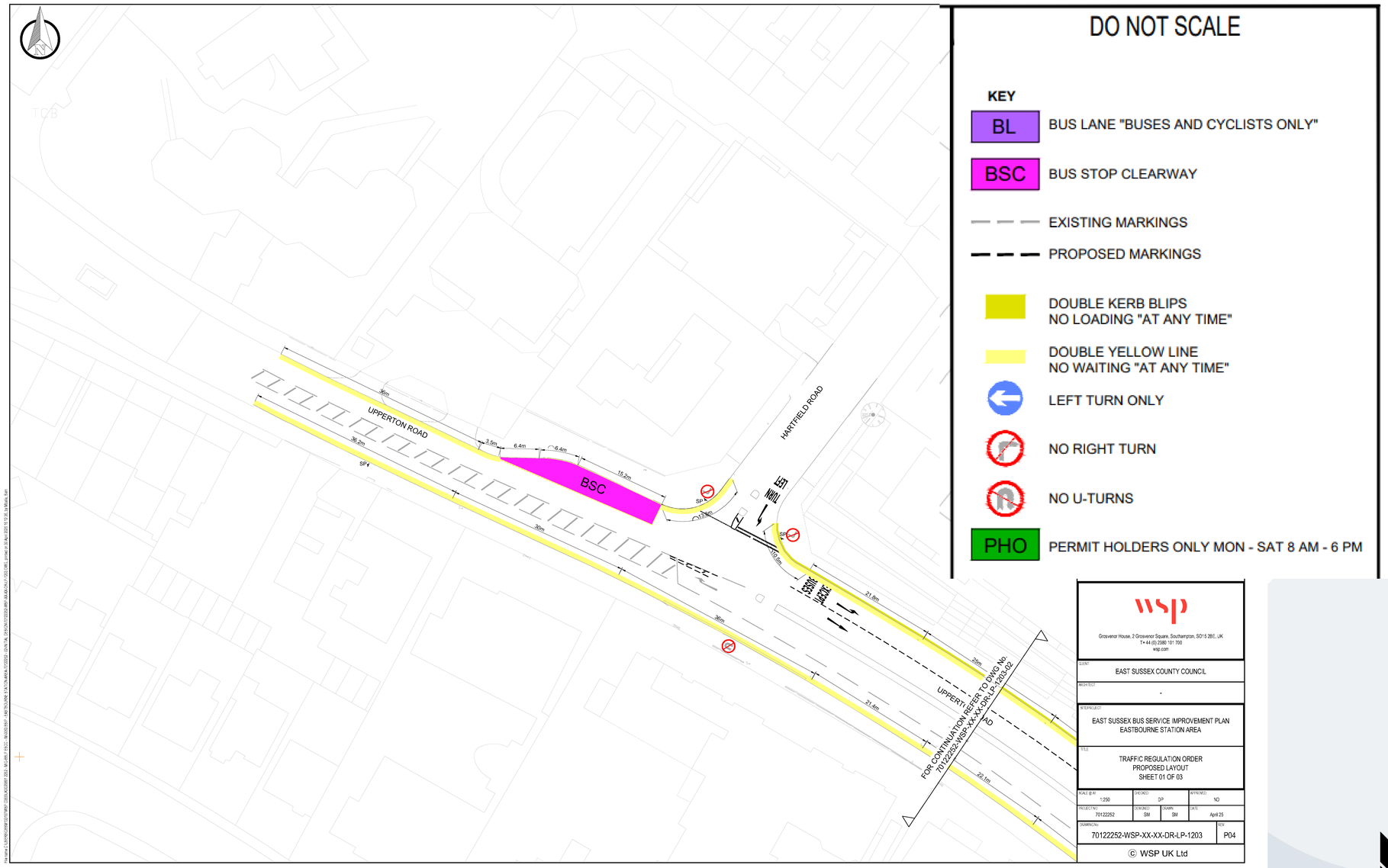
Proposal Design 1/3 - A259 Upperton Road



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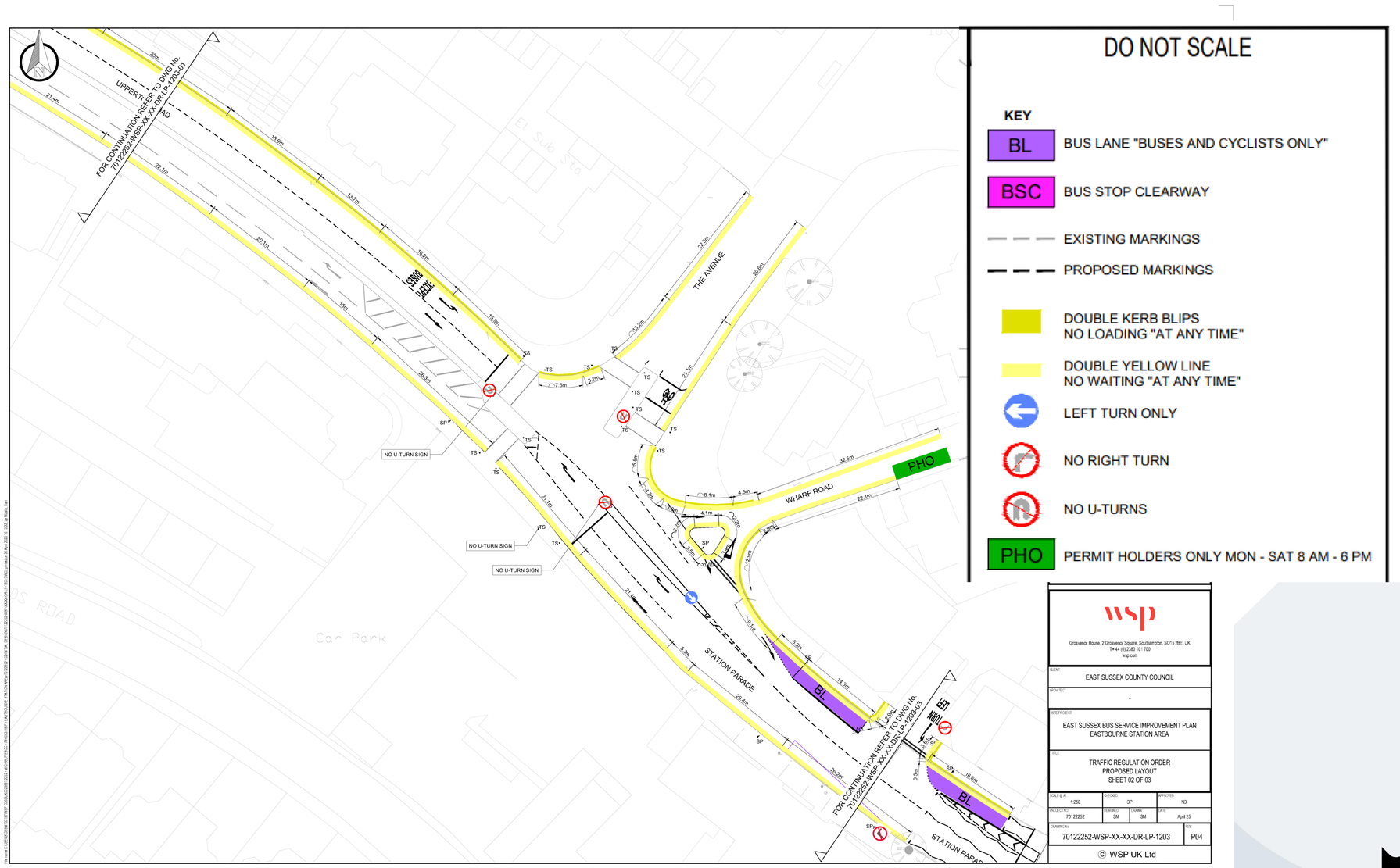
Proposal Design 2/3 - A259 Upperton Road to Station Parade



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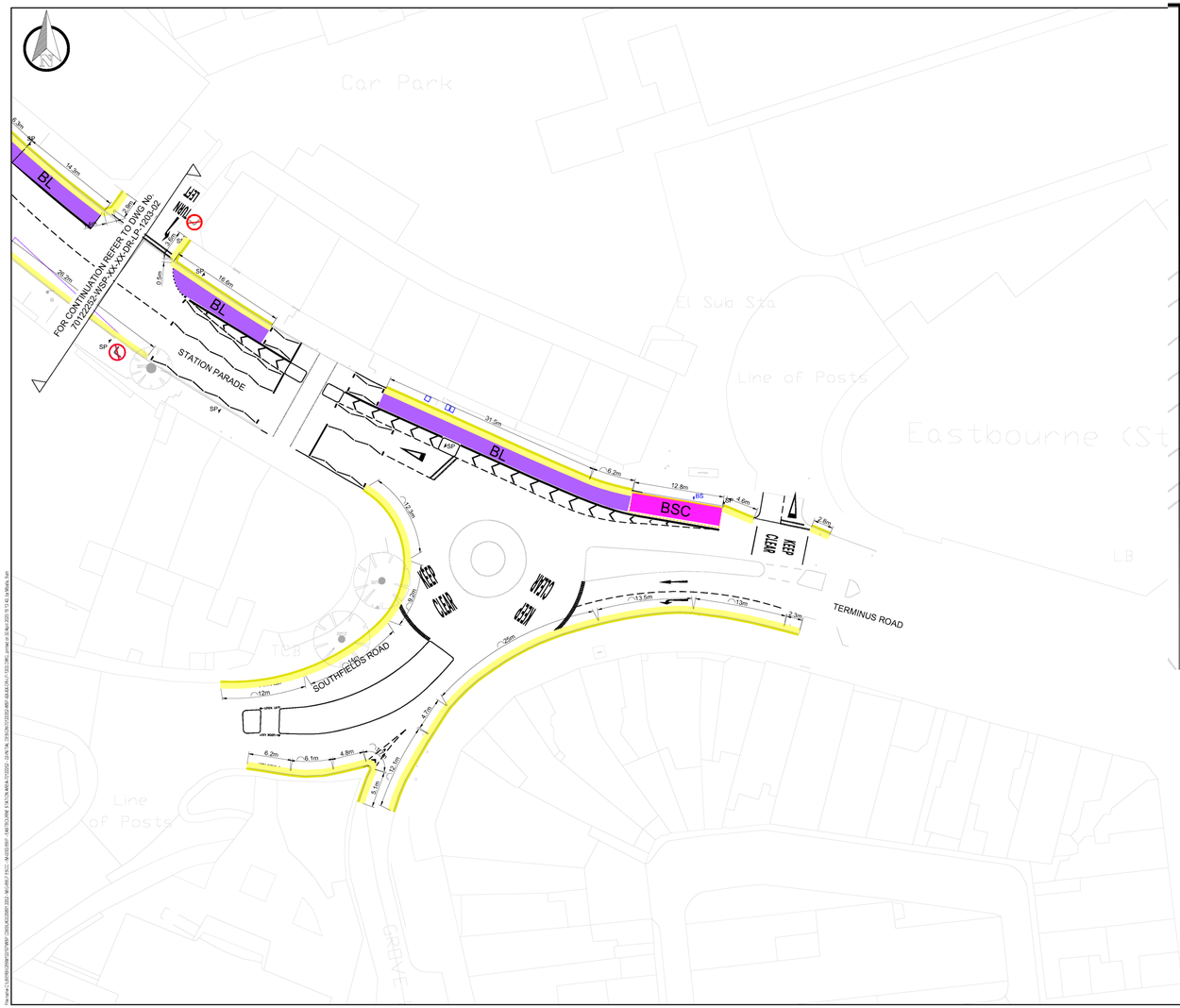
Proposal Design 3/3 - Station Parade to Station Roundabout



DO NOT SCALE

KEY

BL	BUS LANE "BUSES AND CYCLISTS ONLY"
BSC	BUS STOP CLEARWAY
	EXISTING MARKINGS
	PROPOSED MARKINGS
	DOUBLE KERB BLIPS NO LOADING "AT ANY TIME"
	DOUBLE YELLOW LINE NO WAITING "AT ANY TIME"
	LEFT TURN ONLY
	NO RIGHT TURN
	NO U-TURNS
PHO	PERMIT HOLDERS ONLY MON - SAT 8 AM - 6 PM

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CLIENT: EAST SUSSEX COUNTY COUNCIL

ARCHITECT: -

WSP PROJECT: EAST SUSSEX BUS SERVICE IMPROVEMENT PLAN
EASTBOURNE STATION AREA

TITLE: TRAFFIC REGULATION ORDER
PROPOSED LAYOUT
SHEET 03 OF 03

SCALE @ A1	CHECKED	APPROVED
1:250	DP	NO

PROJECT NO	DESIGNED	DRAWN	DATE
70122252	SM	SM	April 25

DRAWING NO: 70122252-WSP-XX-XX-DR-LP-1203 REV: P04

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Site Photos

Station Roundabout

Pedestrian Crossing on Station Parade

Site Photos

Exit from Enterprise Shopping Centre car park left onto Station Parade

Site of proposed right turn from Station Parade into Enterprise Shopping Centre car park

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Site Photos

The Avenue Junction

The Avenue Junction

Site Photos

Bus Stop by Hartfield Road

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15 October 2025 Planning Committee

- A report with recommendations was presented to the 15 October 2025 Planning Committee in relation to the objections received to the formal advertisement of the associated Traffic Regulation Order.
- Recommendation included to, in part, uphold to the objection to restrict right turn into the Enterprise Shopping Centre from Station Parade
- The Committee '*RESOLVED to defer consideration of the objections to the Traffic Regulation Order to allow the provision and consideration of modelling by a third party, which can then be considered at the Planning Committee meeting in December 2025.'*

Post Planning Committee engagement with Enterprise Shopping Centre

- Since the October Planning Committee, further engagement has been undertaken with the Enterprise Shopping Centre on their objection and their proposals including sharing of modelling and other scheme related information.
- A further technical meeting was held between the Enterprise Shopping Centre and ESCC technical consultants to discuss their proposals (5 November)
- Information was requested to set deadlines to support the approach (7 November, further extension granted 9 November)
- Proposals were provided by Enterprise Shopping Centre on 19 November.

Eastbourne Station / Upperton Road – Bus Service Improvement Plan proposals

Enterprise Shopping Centre Proposal (GTA)	ESCC Proposal (TR01)
• Signal timing improvements at the Upperton Road/The Avenue and Gildredge Road/Susans Road/Terminus Road traffic signal-controlled junctions; • Retaining the status quo with two lanes on Station Parade for general traffic and staggered crossing • An extension of the existing Eastbourne Station bus stop to accommodate two buses. • Enable vehicles to u-turn at the southern arm of the Upperton Road/The Avenue junction	• Signal timing improvements at the Upperton Road/The Avenue and Gildredge Road/Susans Road/Terminus Road traffic signal-controlled junctions; • Introduction of an eastbound bus lane on Station Parade from south of Wharf Road to Station roundabout incorporating the Eastbourne Station bus stop • Straight across crossing on Station Parade • Enforcing the existing u-turn restriction on the Upperton Road southern arm of at the Upperton Road/The Avenue junction

Existing bus stop along Terminus Road

Terminus Road Bus stop - Proposals

ESCC Proposal (TR01)

The Enterprise Shopping Centre Proposal (GTA)

The Enterprise Shopping Centre Proposal (GTA)

Modelling Assessment – ARCADY and Vissim

- ARCADY (Assessment of Roundabout Capacity And DelaY) - an analytical, mathematical based modelling approach that is normally used for standalone or small groups of junctions. It is not able to model the interaction between junctions or the complexity of traffic movements on the road network.

- Vissim – models the interaction of all road users on the basis of intelligent behaviour models. Is appropriate for modelling complex and dynamic interactions between vehicles on the road network and different junction types, and especially where roadspace is being re-designed to accommodate different modes

- East Sussex County Councils approach has modelled bus priority measures in the Vissim platform. Modelling Assessment submitted by The Enterprise Centre and their consultants utilised ARCADY.

- In order to provide a direct compare and contrast of the cumulative journey time benefits, the Enterprise Shopping Centre proposals have been replicated in the existing Vissim micro-simulation model to provide a like-for-like comparison with the current ESCC proposals.

Modelling comparison - Eastbourne traffic route

Results were analysed for five different routes through the network, as well as across the model as a whole. The routes are described here with reference to the timing points in Figure 2:

1. Eastbound: A259 to Station – A to C
2. Eastbound: The Avenue to Station – B to C
3. Westbound: Station to A259 – C to A
4. Westbound: Station to The Avenue – C to B
5. Southbound: Station to Grove Road/Southfields Road – C to D

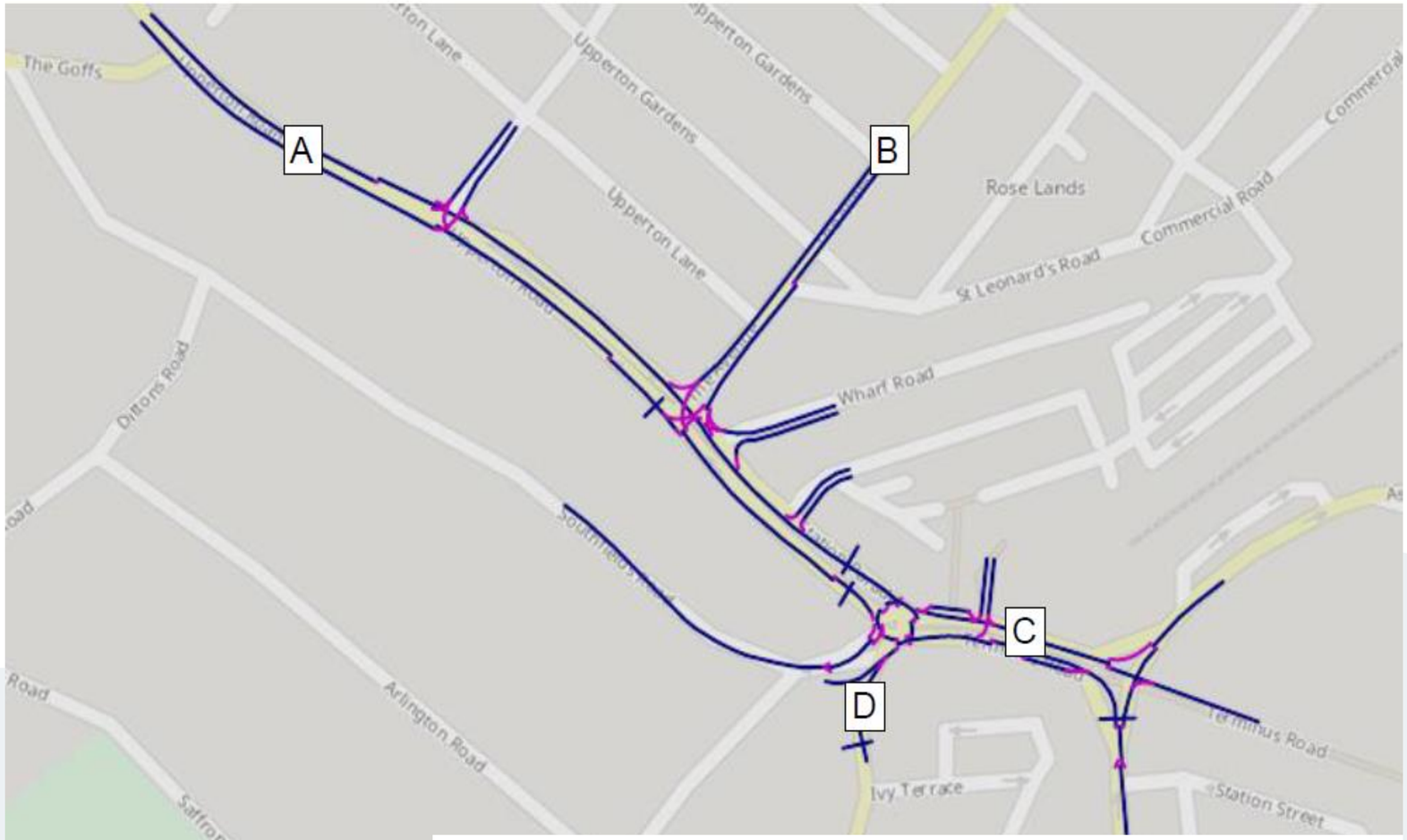

Figure 2 - Journey time analysis timing points

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Option Testing, modelling comparison - General Traffic 2034

Proposal	Deliverables
Do Nothing	• Improved traffic Signals at Terminus Road/Gildredge Road Junction
ESCC Proposal (1)- As advertised	• Improved traffic signal timings at Terminus Road/Gildredge Road Junction • Eastbound bus lane between Wharf Road and Station bus stop. • Improved traffic signal phasing and timings at A259/The Avenue junction. • Straight-across crossing at station parade
ESCC Proposal (2) – Retention of staggered crossing	• Improved traffic signal timings at Terminus Road/Gildredge Road Junction • Eastbound bus lane between Wharf Road and Station bus stop. • Improved traffic signal phasing and timings at A259/The Avenue junction. • Staggered crossing at station Parade
Enterprise Centre / GTA Proposal	• Improved traffic signal timings at Terminus Road/Gildredge Road Junction • Eastbound bus stop extension at Eastbourne Railway Station • Improved traffic signal detection at A259/The Avenue junction • U-turn retained at The Avenue signal junction • Staggered crossing at Station Parade
Growth Factors for 2024 to 2034 were as follows: Cars: 5.5% LGVs: 8% HGVs: 2%	

The schemes modelled would see:

- Do nothing (DN), with only traffic signal upgrades being made.
- ESCC Proposal (TR01) as advertised under TRO/519.
- ESCC Proposal (TR02) as advertised under TRO/519, however will see the retention of the staggered crossing (instead of straight across crossing) which has no impact to the TRO.
- Enterprise Centre / GTA proposal (GTA) – loss of bus lane, traffic signal upgrades, U turn retained at The Avenue signal junction, Bus stop extension at Eastbourne Railway station.

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Modelling comparison - Bus Journey times

Table 1 - Bus journey time results (AM peak)

Direction	Route	2034 DN	2034 TRO1	2034 TRO2	2034 GTA
Eastbound	A259 to Station	184	168	165	175
	The Avenue to Station	133	122	112	129
Westbound	Station to A259	79	88	69	72
	Station to The Avenue	108	113	97	105
Southbound	Station to Grove Road/Southfields Rd	26	26	25	23
Network	Average delay per bus (seconds)	58	62	47	52

Table 2 Bus journey time results (PM peak)

Direction	Route	2034 DN	2034 TRO1	2034 TRO2	2034 GTA
Eastbound	A259 to Station	182	167	163	171
	The Avenue to Station	134	118	109	127
Westbound	Station to A259	86	94	75	75
	Station to The Avenue	172	113	92	93
Southbound	Station to Grove Road/Southfields Rd	21	28	23	22
Network	Average delay per bus (seconds)	68	73	50	53

The modelling has been undertaken with 2034 forecasting, ESCC Proposal (TR01), ESCC Proposal (TR02) and Enterprise Centre/ GTA Proposal (GTA).

The schemes have been tested and compared to each other along with a do nothing (DN) option.

The schemes all assume signal timing improvements being made at the Terminus Road/Gildredge Road Junction and the Avenue. Proposal (TR01) and (TR02) also assume the prohibition of the u-turn at the Avenue and changed signal phasing/staging.

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Modelling comparison - General Traffic

Table 3 General traffic journey time results (AM peak)

Direction	Route	2034 DN	2034 TRO1	2034 TRO2	2034 GTA
Eastbound	A259 to Station	99	104	94	91
	The Avenue to Station	94	89	80	79
Westbound	Station to A259	73	87	67	69
	Station to The Avenue	112	121	102	115
Southbound	Station to Grove Road/Southfields Rd	18	21	18	18
Network	Average delay per vehicle (seconds)	37	37	30	31

Table 4 General traffic journey time results (PM peak)

Direction	Route	2034 DN	2034 TRO1	2034 TRO2	2034 GTA
Eastbound	A259 to Station	94	91	86	87
	The Avenue to Station	85	78	73	76
Westbound	Station to A259	83	89	71	73
	Station to The Avenue	154	111	93	100
Southbound	Station to Grove Road/Southfields Rd	21	28	23	22
Network	Average delay per vehicle (seconds)	40	39	28	29

The modelling has been undertaken with 2034 forecasting, ESCC Proposal (TR01), ESCC Proposal (TR02) and Enterprise Centre/ GTA (GTA) Proposal.

The schemes have been tested and compared to each other along with a do nothing (DN) option.

The schemes all assume signal timing improvements being made at the Terminus Road/Gildredge Road Junction and the Avenue. Proposal (TR01) and (TR02) also assume the prohibition of the u-turn at the Avenue and changed signal phasing/staging.

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Modelling Summary and Conclusion

The results of the scheme appraisal indicate that the best performing scheme for busses and general traffic would be the TR02 scheme. This scheme has the benefit of the eastbound bus lane and the improved signal phasing/staging at The Avenue. This option ensures material impact on general traffic is minimised whilst also further improving journey time and reliability for bus movements.

Road Safety Audit (RSA) 1 - Right turn into Enterprise Centre

Safety concerns were raised in reference to the right turn into The Enterprise Shopping centre.

Through the development of the scheme, Road Safety audits are scheduled to be undertaken. Road safety audits are a key component when designing any highway infrastructure schemes. They are conducted independently of the design and undertaken by qualified road safety auditors, to proactively identify and mitigate potential safety issues in relation to all users.

Since inception and the RSA1 having been undertaken, the scheme has been refined and has seen a number of changes and therefore previous ‘problems’ identified in the RSA1 in connection to the right turn into The Enterprise Centre have been mitigated as the Westbound Bus lane has been removed, reducing the level of risk of this occurring.

Summary and Conclusion

Therefore for reasons set out in the report and the appendices, officers recommend that the Planning Committee does not uphold the objections to the draft Order as set out in Appendix 3 to this report; upholds in part the objections to the draft Order as set out in Appendix 4 to this report; and recommends to the Director of Communities, Economy and Transport that the Traffic Regulation Order be made in part.

End of presentation

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