

Committee:	Regulatory Planning Committee
Date:	11 February 2026
Report by:	Director of Communities, Economy and Transport
Title of Report	Traffic Regulation Order for the extension of the existing 30mph speed limit on Avis Road, Newhaven
Purpose of Report	To consider the objection received in response to the consultation on the draft Traffic Regulation Order for the extension of the existing 30mph speed limit on Avis Road, Newhaven
Contact Officer:	Nicholas Mitchell
Local Member:	Councillor James MacCleary

RECOMMENDATIONS

The Planning Committee is recommended to:

- 1. Not uphold the objection to the draft Order as set out in this report; and**
- 2. Recommend to the Director of Communities, Economy and Transport that the Traffic Regulation Order be made as advertised.**

CONSIDERATION BY DIRECTOR OF COMMUNITIES, ECONOMY AND TRANSPORT.

1. Introduction

1.1 The proposed Traffic Regulation Order (TRO) would extend the 30mph speed limit from the northern end of Avis Road, at its junction with the A26, up to the existing 30mph speed limit from near the junction with Avis Way to the A259 Drove roundabout. The 30mph speed extension would revoke the existing 40mph speed limit on Avis Road between Avis Way and the A26.

1.2 The rationale for the proposed extension of the 30mph on Avis Way TRO is to:

- align the speed limit to the current average speed of the traffic using the road; and
- provide a consistent message to drivers between the speed limit and the road relative to the built up environment in which it sits, with development on both sides of the road.

1.3 The proposed speed limit extension is in accordance with the County Council's policy, PS5/2, on setting 30mph speed limits in built-up areas. Our speed limit policy is consistent with national guidance.

1.4 A copy of the proposed extension of the 30mph speed limit is at Appendix 1, alongside the draft TRO schedule and statement of reasons at Appendix 2 and 3 respectively.

1.5 Copies of all supporting correspondence are available in the Members' Room and have also been made available to Planning Committee members in electronic format.

2. Comments and Appraisal

2.1 Between 17 October and 7 November 2025, East Sussex County Council (ESCC) gave notice under its powers in the Road Traffic Regulation Act 1984 that it was proposing to make a Traffic Regulation Order (TRO) to extend the existing 30mph speed limit along Avis Road, Newhaven.

2.2 The draft order was advertised in the local press, statutory bodies were notified and notices were placed along the section of Avis Road covered by the proposed 30mph speed limit extension. In addition, letters with details of the proposed speed limit extension were delivered to businesses and residential properties adjacent to the extension of the 30mph speed limit.

2.3 The TRO consultation received no objections from statutory consultees. Sussex Police confirmed their support for the proposal.

2.4 One objection was received from a member of the public citing their opposition to any extension to the 30mph as proposed on the basis that drivers should be concentrating on the road rather than looking at their speedometer. Two emails have been sent to the objector explaining the rationale for the extension to the 30mph speed limit but no response has been received.

2.5 The following information is provided in response to this objection:

- The principal aim in determining appropriate speed limits as set out in the County Council's speed limit policy PS5/02, which is consistent with national guidance, is to provide a consistent message to drivers between vehicle speed, the speed limit and the road's layout and characteristics. The presence of residential properties and the retail/tourist destination of Paradise Park and Gardens on Avis Road characterise the road's setting in a built up environment.
- The proposed 30mph speed limit aligns with current average speeds of vehicles travelling on Avis Road. Speed surveys were taken during the design stage of the project confirmed that most vehicles were already travelling at or below 30mph, in both directions. This suggests that the proposed 30mph limit is more appropriate to the road environment, which encourages drivers to naturally be travelling at the lower speed.
- Formal introduction of the proposed 30mph limit will encourage the small percentage of drivers that are travelling too fast relative to the characteristics of road to adopt an appropriate speed. This will lead to people feeling more comfortable to walk, wheel and cycle for all, or part of their journey, or to access public transport services using Avis Road.
- In turn, the scheme will support the delivery of the East Sussex Local Transport Plan 4 (LTP4 - adopted October 2024) objective to deliver safer and accessible journeys.

2.6 In summary, Avis Road meets the criteria in the County Council's speed limit policy PS5/02 for the introduction of a 30mph limit in terms of the average speed that vehicles are travelling at, traffic composition and the road characteristics/environment. It is not considered that the proposed speed limit reduction will be detrimental to driver behaviour.

3. Conclusion and reasons for approval

3.1 The aim of the 30mph extension at the northern end of Avis Road in Newhaven from Avis Way to the A26 is to encourage lower traffic speeds. The scheme has been developed in accordance with the Council's speed limit policy PS5/02, which is consistent with national guidance. Sussex Police as a statutory consultee are supportive of the proposed speed limit extension.

3.2 Following the advertisement of the Traffic Regulation Order for the extension to the 30mph speed limit, one objection was received on the grounds the 30mph speed limit along the full extent of Avis Road would affect driver concentration on their speed.

3.3 The Committee is recommended, for the reasons set out in section 2 of this report, not to uphold the objection to the Traffic Regulation Order and to recommend to the Director of Communities, Economy & Transport that the Order be made as advertised.

RUPERT CLUBB

Director of Communities, Economy and Transport

BACKGROUND DOCUMENTS

None.

APPENDICES

1. Location plan – Avis Road, Newhaven
2. TRO schedule
3. TRO statement of reasons