

Havant New Lane Employment Area Traffic Signage

The need for updated and improved traffic signage between the Strategic Road Network and the major New Lane employment sites, including:

- Amazon DPO1
- Spring Business Park
- Dakota Business Park
- Velocity , including Sartorius
- Kenwood Business Park

Draft document for discussion:

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1 New Lane estate - traffic routing and road signage

1.1 Background and problem statement

The former 'New Lane Industrial Estate', also known as the 'Havant North Industrial Estate' or the 'New Lane Employment Area' has changed considerably since the core manufacturing businesses closed down in the 1980s and early 1990s. In its heyday, and as designed, most employment on the estate was local, with much of the commuter movements on foot from Leigh Park and West Leigh or by bicycle or public transport from further afield.

The past twenty years has seen the continuous development of new named 'business parks' on the estate, each with multiple business occupation. These include the Kenwood Business Park, Spring Business Park, Dakota Business Park and Velocity, with further units now planned at the former Dunham Bush site. Many of these units attract trade and employment traffic from outside the area.

The decision by Havant Borough Council and Hampshire County Council to locate the main Amazon Portsmouth delivery station (DPO1) operation in New Lane fundamentally changed the volume of traffic and the pattern of traffic movements into and out of the New Lane estate. For the first time in the estate's history, traffic is now being generated over a full seven-day week and a full 24 hour day. The bulk of this traffic is observed using the Crossland Drive entrance from the B2049, rather than the alternate 'northern gateway' to the estate at Bartons Road. Rat-running delivery vehicle traffic using the residential streets to the south, via Eastern Road and Elmleigh Road, and also via Fairfield Road, Beechworth Road to and from the A27 Warblington interchange, is now a regular daily occurrence.

Traffic flow between the New Lane industrial estate and the strategic road network junctions has increased significantly since Amazon began operations at DPO1 and this is expected to increase as the company ramps up operations. Conservative local estimates suggest at least a five-fold increase over the previous observed traffic generation at 32 New Lane when under occupation by Pfizer. The Amazon operation now generates a high proportion of the traffic movements into and out from the New Lane estate.

According to figures published by Amazon's agents, 95% of that increased vehicle traffic is arriving from and departing to destinations outside of the town, much of it under the schedule pressure of customer delivery promises. Since virtually all of the delivery traffic generated by DPO1 uses unbranded third-party vans and private cars driven by owner/drivers under gig-economy contract terms, effective management and routing of the traffic outside of the site perimeter is assumed to be the responsibility of Hampshire County Council as the local highway authority.

With a regular turnover of new drivers often unfamiliar with the location, there is an urgent need for much clearer directional signage between the New Lane estate and the Strategic Road Network junctions on the A3(M) and the A27. It is important that the design of this signage assists in balancing the entry and exit loading between Crossland Drive and Bartons Road.

The road surfaces, particularly on Crossland Drive and New Lane, continue to deteriorate with both now considered by all users to be in an unacceptable and, in places, dangerous state given the 'land-locked' residential nature of the surrounding area.

1.2 Future growth in traffic generation

As Amazon's business operations evolve, the company's use of the site will change and the nature and volume of the traffic generated is expected to increase. The architectural design of the DPO1 structure with its currently unused Multi-Storey Van Parking (MSVP) facility support the expectation that traffic patterns will change and volumes will increase.

1.3 Recommendations

The route signage to the New Lane estate is poor, out-dated and often insufficiently visible for the purpose of efficiently and safely directing traffic between the strategic road network and the companies and business parks on the estate.

A brief survey of local traffic signage is included at Section 3, illustrated by images from Google Streetview which have been confirmed as current at the time of writing. These images show that there is a significant opportunity for improvement which would provide wider benefit to all business users of the New Lane estate and which could provide some level of relief to those local residents who are now finding the traffic patterns and volumes unacceptable.

The need for improvement is clear and as the Amazon DPO1 Community Liaison Panel, we need to engage with the relevant authorities, in particular Hampshire County Council Highways and National Highways.

It is incumbent on the local authorities to install and maintain appropriate directional signage to guide all commercial traffic, including that generated by Amazon, through the town between the Havant North industrial estate and the SRN junctions, using the most appropriate and least disruptive routes.

2 High level routing

This section summarises the main routes between the Strategic Road Network junctions and the DPO1 site, documented as 'inbound' routes but also applicable in reverse, for outbound journeys.

2.1 Inbound from A3(M) southbound

- Delivery traffic arriving from the direction of the M25 will either leave the A3(M) at Junction 2 (Havant/Lovedean) to the B2149, or at
- Junction 3 (Waterlooville/Havant), routing to the B2150 and onward to DPO1 via Purbrook Way and Bedhampton Way.
- On B2149, access to DPO1 could be either by Bartons Road or Crossland Drive.
- Alternatively, from the A3(M) junction 2, via the B2148 (Whichers Gate Road) to Bartons Road
- For the least overnight residential disturbance, the optimum route would be via Junction 2, leaving the B2149 at Bartons Road and approaching DPO1 from the northern end of New Lane.

2.2 Inbound from A3(M) northbound

- Traffic would leave at Junction 4 (Widley/Havant), proceeding through Leigh Park on Purbrook Way towards the B2149.
- Alternatively, drivers could leave at Junction 5 (Rusty Cutter roundabout) routing towards the B2149 via Bedhampton Hill, Bedhampton Road and New Road.

2.3 Inbound from A27 eastbound (Portsmouth and the M27 corridor)

- Leaving A27 Broadmarsh via A3(M) at Junction 5 (Rusty Cutter roundabout) routing towards the B2149 via Bedhampton Hill, Bedhampton Road and New Road.
- Leaving A27 Broadmarsh via Havant / Langstone, routing to site via Park Road South to B2149
- Leaving A27 at Warblington / Emsworth interchange, routing to site via East Street, Fairfield Road, New Lane rail crossing rat-run. This route should be actively discouraged.

2.4 Inbound from A27 westbound

- Leaving A27 at Emsworth interchange, routing to site via East Street, Fairfield Road, New Lane rail crossing rat-run. This route should be actively discouraged.
- Leaving A27 via Havant / Langstone / Hayling exit, routing to site via Park Road South to B2149

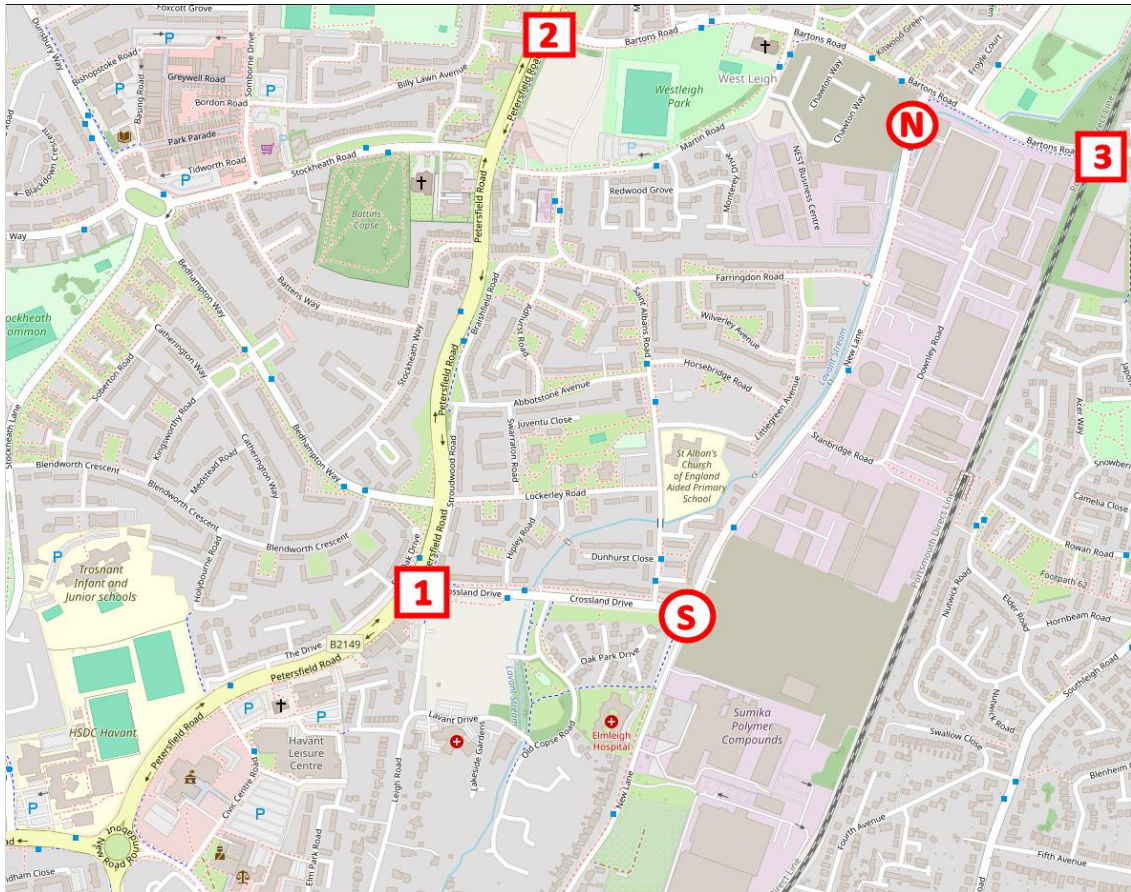
3 Existing signage and suggested improvements

This section covers the main road junctions and associated signage along the routes documented above.

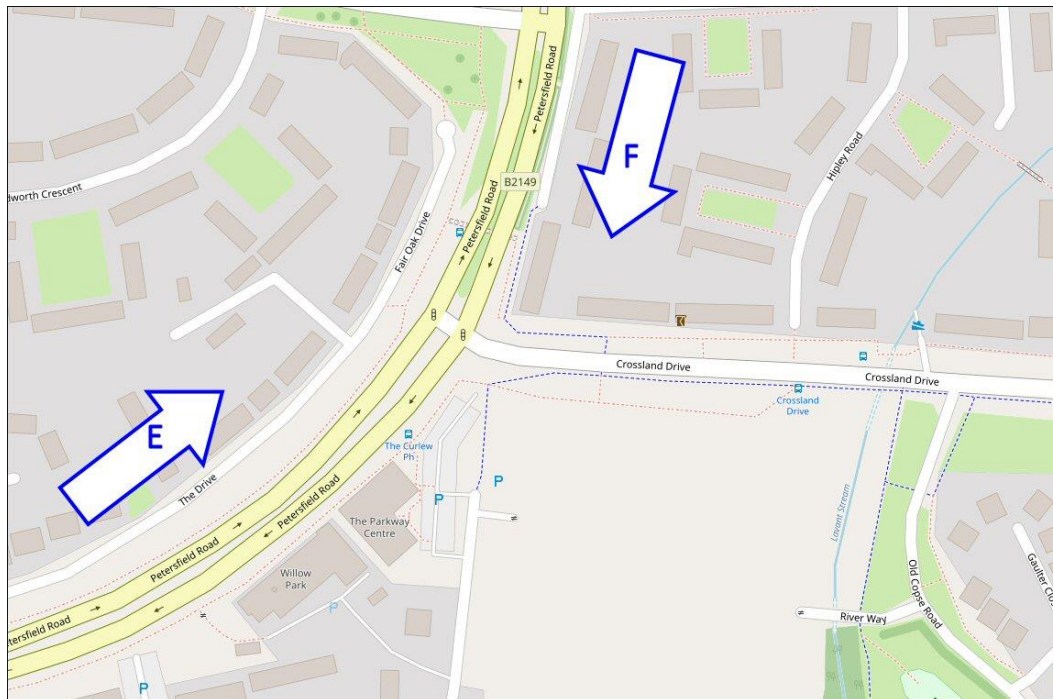
3.1 New Lane industrial estate access points

There are two main 'gateways' to the New Lane industrial estate.

- The north entrance, (N) accessed from the north and south, via Petersfield Road [2] and Bartons Road and from the east, via Horndean Road and Bartons Road [3].
- The south entrance, (S) accessed from the north and south via the Petersfield Road and Crossland Drive [1].



3.2 Southern access - Petersfield Road / Crossland Drive



Heading north from the Park Road /New Road roundabout, the first sign on the left hand side of the dual carriageway is partly obscured by vegetation as this Google Streetview image shows. It's worth noting that all of the signs obscured by vegetation in the historic Google images in this document are actually in a worse state at the time of writing.



There are no other signs until the driver is right on the junction, at which point there is a single 'Havant North Industrial Estate' sign on the opposite side of the carriageway, set beyond the junction with Crossland Drive.

In keeping with the new blue 'positive instruction' signs present at the Park Road roundabout junction with Elmleigh Road, there should be much clearer signage giving directions to the New Lane

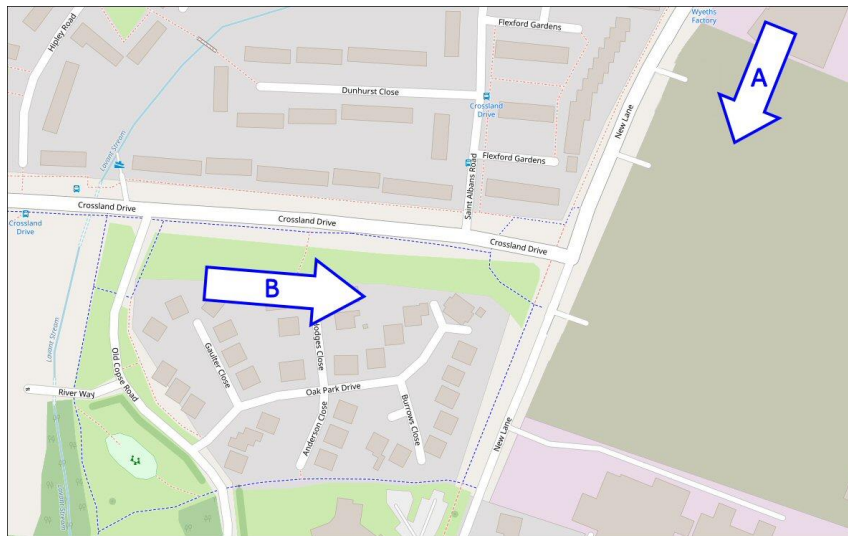
estate. To help balance the load on Crossland Drive, the replacement sign should also tie in with new signage at Bartons Road, the northern gateway into the estate. (See section 5.? below)



Approaching from the north on Petersfield Road (B2149), the first sign directing traffic to the New Lane estate appears immediately before the junction with Crossland Drive, as shown below:



3.3 New Lane / Crossland Drive junction



When approached from direction B, Crossland Drive, the signage at this junction is poor quality and out-of-date:



The suggested improvement below takes account of more recent developments in New Lane over the past twenty years with a blue 'positive instruction' sign, based on the following suggestion:



When approaching this junction from the north, direction A, the current signage is inadequate and new signage at this point would give multiple benefits.

The lack of information presented to any commercial road user at this junction leaves them unprepared for the weight and speed limits ahead at the south end of New Lane and LCW traffic restrictions along Eastern Road and Elmleigh Road. As a result, there are regular problems with unsuitable vehicles reaching the Eastern Road junction before having to either exercise difficult multi-point turns across the junction or to proceed across the weight restrictions into the much constrained Fairfield Road or out along Eastern Road and Elmleigh Road and through the LCW scheme constrictions.

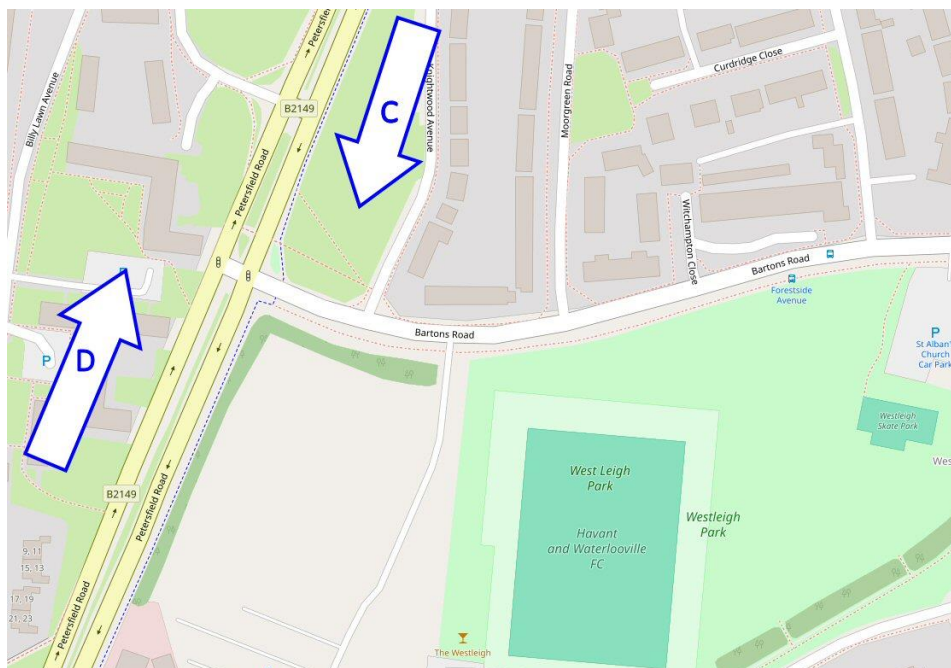


The signage needs to be replaced by larger, clearer and better positioned signage to clearly state the businesses which need a right of access south of the Crossland Road junction and also to clearly show the site of the Elmleigh NHS adult mental healthcare unit.

As an example:



3.4 Petersfield Road / Bartons Road junction



From a northerly direction (C), the HGV route to the New Lane industrial estate is mixed in with signage for Havant Crematorium and Havant and Waterloo FC. These signs need unpicking and a clearer sign showing the principal business occupants of northern New Lane. This should include Kattenhorn, Marsh Plant and Amazon, along with the Dakota, Velocity and Spring Business Parks.



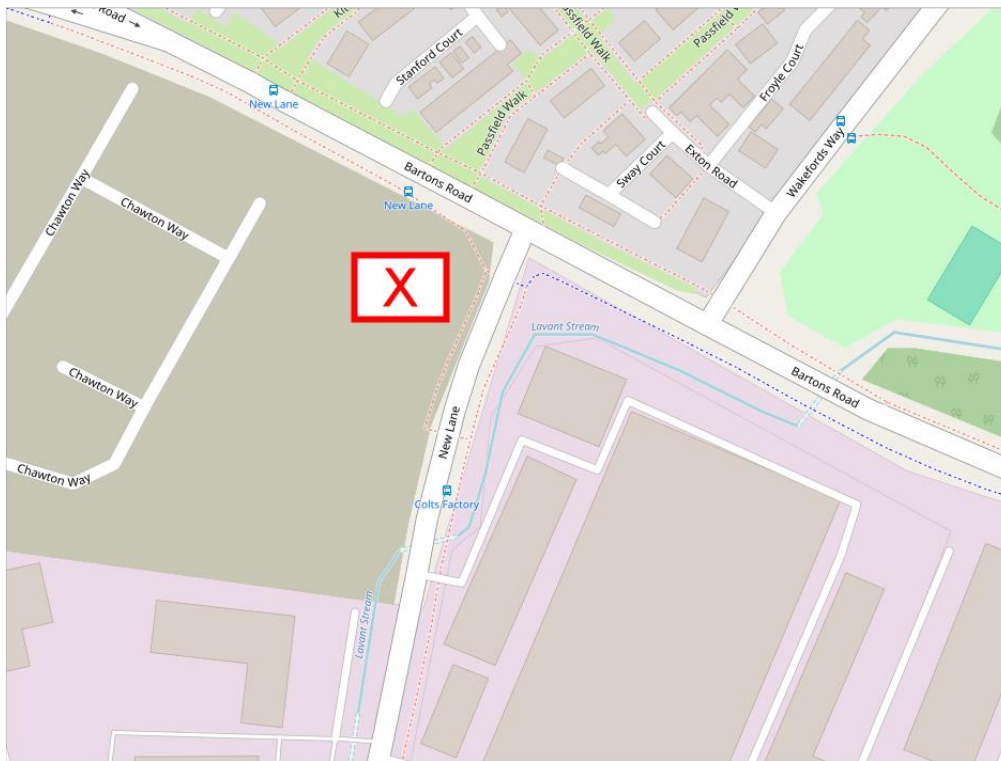
From the south – direction D – the signage is indistinct. The first sign is just north of the Stockheath Road junction with the B2150, Petersfield Road:



There are no further traffic signs on approach to, or at the junction with Bartons Road.

3.5 Northern access point – Bartons Road / New Lane

At the northern end of New Lane, when approached from Bartons Road, the New Lane Industrial estate was historically marked by the distinctive Colt office tower block at [X] in the image below. Since that tower and its associated factory was demolished and replaced by housing, the entrance is less clear.



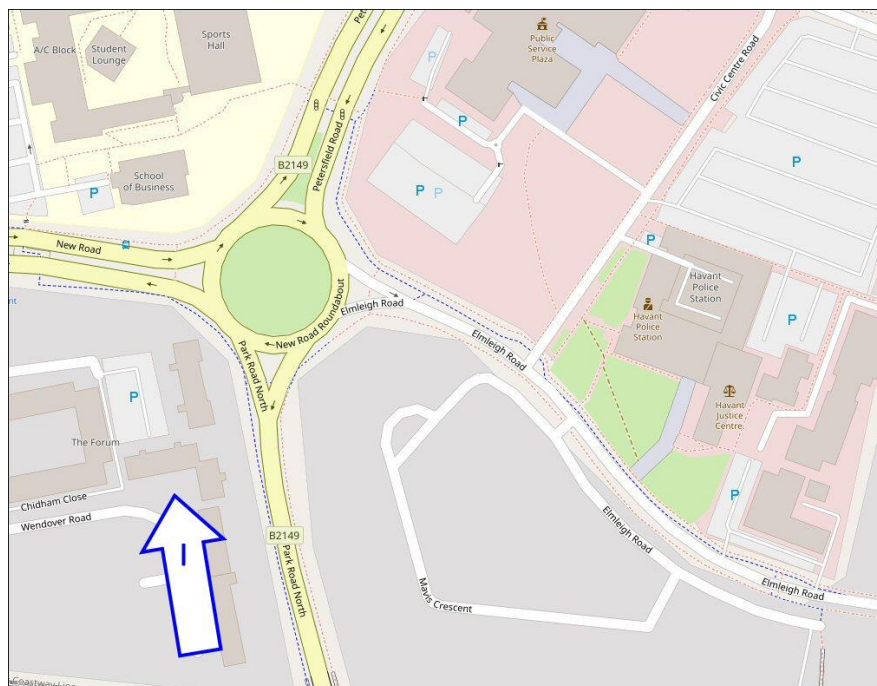
From the east:



From the west, there is no signage at all.



3.6 Park Road South / Park Road North

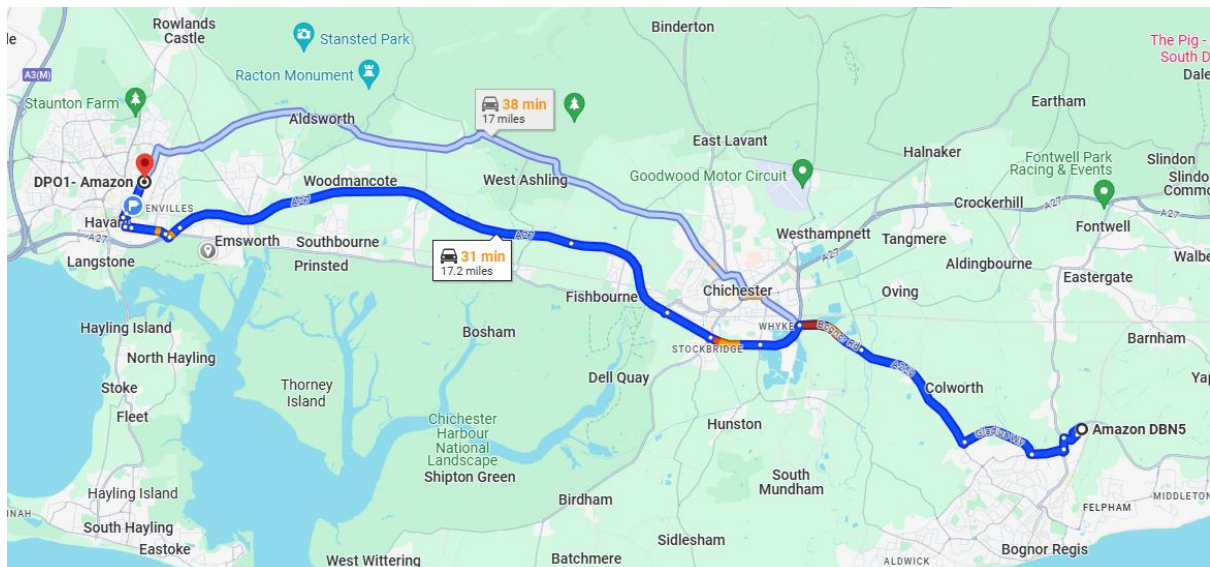


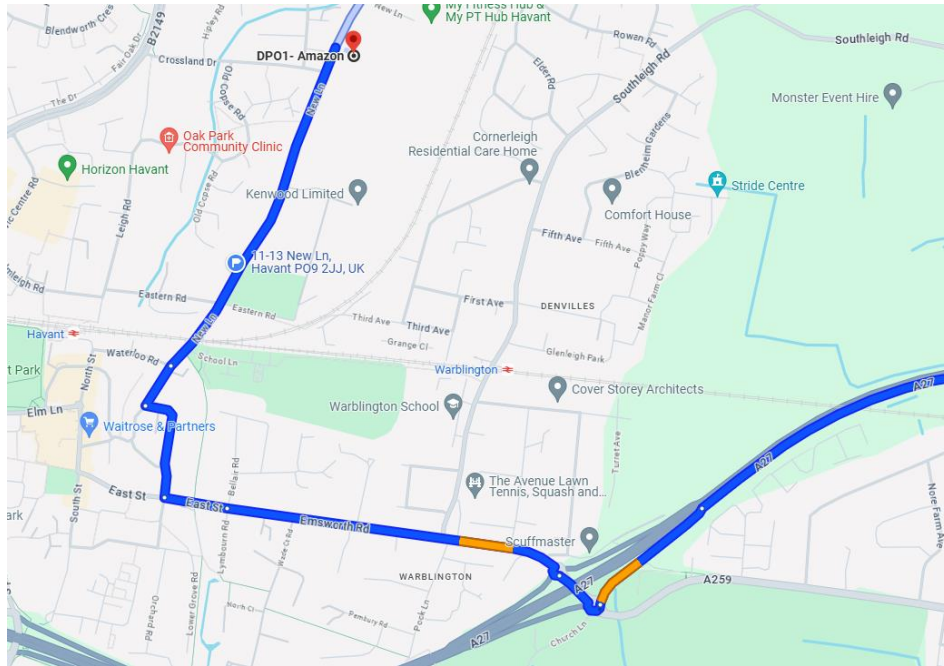
When approaching the main Park Road/Petersfield Road roundabout at the Civic Plaza, the signage for the New Lane estate is lost in a sea of confused signage. Drivers following satnav instructions will continue to turn right, and having committed to the turn into Elmleigh Road will ignore the blue 'unsuitable for HGV' warning signs recently added.



3.7 The 'Eastern rat-run'

This route is the hardest to manage. For delivery vehicles arriving from or departing to the A27 / A259 in the east, the shortest route will always direct traffic through the Warblington interchange via the New Lane level crossing, Fairfield Road, Beechworth Road and East Street. The example below shows routing between DBN5 and DPO1, also highlighting the alternative 'back road' route which is in regular use when traffic incidents close the A27.





If the Southleigh Relief road is ever built, then that would provide the shortest route access to the New Lane industrial estate from the east. Until then, we need both local authorities to consult with National Highways on the provision of better signage for the A27 to correctly direct traffic into the Havant industrial estates.

End of document

This draft dated 31 August 2024

Bob Comlay – CLP