

### 3. Hessle Town Centre Traffic Modelling Study

- 3.1 A comprehensive traffic modelling study of the highway network in Hessle town centre has been completed in response to aspirations to upgrade the existing the public realm in Prestongate and The Square. This study considers exploratory ideas designed to address concerns raised in recent years, such as vehicle traffic in Prestongate, the potential implementation of a one-way system on The Weir, and the development of a more welcoming built environment in The Square. The aim of this preliminary analysis is to assist in identifying feasible solutions to tackle the longstanding issues identified in the town centre recovery plan produced in 2021, satisfy the needs of town centre users and support improved high street performance.
- 3.2 A total of six intervention options have been considered within this study, including:
- 1A) The partial pedestrianisation of Prestongate and the reversal of the existing one-way system to run in an eastbound direction between The Weir and The Square.
  - 1B) The Weir to run one-way northbound between the Ferriby Road/South Lane mini-roundabout and the junction with Tower Hill.
  - 1C) Southgate to run one-way southbound between the junction with the Square and the junction with Station Road.
  - 1) The implementation of traffic management changes in Hessle town centre, to include interventions 1A, 1B and 1C.
  - 2) The pedestrianisation of the southern extents of The Square, with the provision of a two-way road to the northern and western extents of The Square, and a mini roundabout at the junction of The Square and Prestongate. The scheme also includes the reconfiguration of parking around the Square and the existing bus terminus area.
  - 3) The implementation of both interventions 1 & 2, including changes to the layout of Prestongate, The Weir, Southgate and the Square.
- 3.3 The projected traffic impact of each of the identified options is based upon analysis of data from a network of Automatic Traffic Count (ATC) and Junction Turning Count (JTC) surveys undertaken over a 7-day period in January 2024.
- 3.4 Each of the intervention options has been scored against study objectives using a 7-point scale. The resultant scoring matrix in Figure 6 below published in the study largely supports the implementation of all options considered, though mitigation measures have been identified.
- 3.5 The outline plans for Prestongate referenced in this briefing note seek to maintain a westbound traffic flow towards The Weir, given the minimal anticipated benefits highlighted in the study, the potential risks of adverse impacts, and the consideration of additional costs associated with reversing the current eastbound traffic direction.

Figure 6: Intervention Option Scoring Matrix (with mitigation options)

Measure	Option 1A	Option 1B	Option 1C	Option 1	Option 2	Option 3
Pedestrian Accessibility	1	2	1	2	3	3
Cycle Accessibility	0	-1	0	-1	-1	0
Public Transport Accessibility and Delay	0	0	0	0	0	0
Junction Delay and Performance	0	0	0	0	0	0
Road Safety	1	0	0	1	1	1
Mobility Access	1	1	1	1	0	0
Maintaining Access	-1	0	0	0	0	0
Emergency Vehicle Access	0	0	0	0	0	0
Parking	-1	2	0	1	-2	-1
Taxi Access	0	0	0	0	-1	-1
Public Realm	2	1	0	2	3	3
Environment & Air Quality	0	0	0	0	0	0
<b>TOTAL</b>	<b>3</b>	<b>5</b>	<b>2</b>	<b>6</b>	<b>3</b>	<b>5</b>

#### 4. Next steps

- 4.1 Consultation on the outline plans for Prestongate will formally start in March with a final design scheduled to be completed by July 2025. Consideration of the traffic modelling study and a period of wider stakeholder engagement to begin in 2025/2026 with view to developing design concepts and outline proposals for the Square.

#### Contact details

If you have any comments or require any further information regarding the scheme, please contact:

#### Civil Engineering Services

**Contact Officer:** James Sissons  
Principal Engineer  
**Telephone:** 01482 395644  
**Email:** james.sissons@eastriding.gov.uk

**Contact Officer:** Richard Lewis  
Head of Civil Engineering Services  
**Telephone:** 07756777648  
**Email:** richard.lewis@eastriding.gov.uk

#### Regeneration and Funding Team

**Contact Officer:** Nick Russell  
Local Growth Programme Manager  
**Telephone:** 07867524161  
**Email:** nick.russell@eastriding.gov.uk