



## **B4224 STRATEGY GROUP**

### **DISCUSSION ITEMS**

**Adopted on 5<sup>th</sup> September 2022**



## **1. SPEED**

- 1.1 Develop an holistic approach to reduce traffic speeds along the whole length of the B4224 from the A40 at Lea until it reaches Hereford:
  - 1.1.1 PC Offer ... support HC in reducing current speed limits. (see below)
  - 1.1.2 HC Offer ... consider commencing a TRO process to withdraw 50 & 60 mph limits in favour of 20, 30 & 40 mph.
  - 1.1.3 WMP Offer ... monitor and enforce speed limits
- 1.2 Install Speed Indicator Devices at all village approaches.
  - 1.2.1 PC Offer ... provide, fund and manage equipment.
  - 1.2.2 HC Offer ... facilitate appropriate site locations.
- 1.3 Coordinate a programme of Community Speed Watch in 20,30 & 40mph areas:
  - 1.3.1 PC Offer ... work with West Mercia Police Road Safety to initiate, run and manage schemes.
  - 1.3.2 HC Offer ... support individual PC initiatives.
  - 1.3.3 WMP Offer ...provide support through WMP Road Safety.
- 1.4 Introduce roadside measures such as gateways to villages, warnings about wildlife, removal of central white lines and the introduction of white lines borders at the edges of the road to narrow the carriageways.
  - 1.4.1 PC Offer ... discuss and agree appropriate initiatives with West Mercia Police Road Safety and contribute towards the cost of implementation.
  - 1.4.2 HC Offer ... facilitate the implementation of appropriate measures in agreed locations.

## **2. MOTORISTS**

- 2.1 Discourage B4224 as a commuter route or short cut between Hereford & Ross on Wye:
  - 2.1.1 PC Offer ... Implement appropriate local traffic calming measures as agreed with West Mercia Police Road Safety and undertake effective publicity campaign.
  - 2.1.2 HC Offer ... Amend signage to redirect commuter traffic to trunk routes and resolve delays encountered by traffic using those designated trunk roads.
- 2.2 Discourage commercial traffic:
  - 2.2.1 PC Offer ... liaise with the business sector to ensure the use of optimum delivery routes and vehicles.
  - 2.2.2 HC Offer ... Progress the TRO process to Introduce weight limits with camera enforcement monitoring.

### **3. SIGNAGE**

3.1 Develop a local/regional signage package to guide motorists away from the B4224 and on to the designated trunk roads serving Hereford and Ross:

3.1.1 PC Offer ... help design and fund specially designed signage to ensure a visually co-ordinated package along the length of the B4224.

NB: Signage to be designed to reinforce the sense of place and the importance of protecting this peaceful and beautiful area of countryside as a valuable resource for both residents and visitors alike.

3.1.2 HC Offer ... install signage at previously agreed locations.

### **4. LOCALLY PROPOSED SOLUTIONS**

4.1 Compile documents

4.1.1 PC Offer ... produce local documents for local solutions

4.1.2 HC Offer ... endeavour to work with or tweak local documents rather than producing a separate one.

### **5. SATELLITE NAVIGATION**

5.1 Encourage satellite navigation devices to prioritise alternative trunk routes.

5.1.1 PC Offer ... liaise & work with appropriate sat nav organisations to ensure they are updated on changes.

5.1.2 HC Offer ... introduce speed and weight limits which will impact the sat nav algorithm.

### **Benefits**

This package of proposals will have local and county wide benefits, helping HC to meet their national policy obligations and to fulfil their declared objective to achieve zero carbon status by 2030. Benefits to local residents, visitors to the AONB and the wider Herefordshire community include:

- reducing carbon emissions;
- improving air quality;
- reducing noise pollution;
- reducing life cycle maintenance of the road;
- reducing potholes;
- reducing verge erosion;
- benefiting verge-side wildlife;
- improving local amenity for residents;
- encouraging cycling and walking;
- creating an exemplar for the treatment of other “B” and “C” roads in Herefordshire; and
- responding to the developing national necessity for managing ever increasing volumes of traffic on our roads.