

Consultation
Brighton & Hove City Council
A23 London Road Red Route

We, the undersigned totally object to the proposed **RED ROUTE** in the London Road/ Preston Road area and believe that the current parking restrictions are more than enough.

Since Covid all the parking bays have been removed and replaced by wide pavements, not enough disabled parking, not enough loading bays which is causing big difficulty to deliveries to shops in the area.

London road is meant to be a high street, but unfortunately is not attracting big household names, which is needed, as it's a substitute to the city centre covering a big catchment area and this is mainly due to the lack of basic facilities and investments.

High street retail is suffering big time at the time being, due to high rents, business rates, many new regulations and enforcements making life hell for traders, who we mostly need for our daily livelihood.

The beauty of London Road/Preston Road is that we still have a few corner shops who rely mainly on daily van sales deliveries at different times. They will be affected, amid concerns from shopkeepers and we are worried that these small businesses who are already struggling with high utility bills and the cost of living, will disappear from our neighbourhood..

Concerning anti-social parking, this could be sorted out by traffic wardens who are already operating heavily in the area, cyclist do not need to manoeuvre between cars as they have enough cycling lanes, and if you are talking about journey times, this is a very busy road anyway, and will always be congested as it's the main route out of the city to London..

We believe strongly that introducing the red route in the area, will kill trade, loose businesses, and will not improve people safety, there is enough pedestrian crossing and traffic is limited at 20mph. The parking in the pavement is because there isn't enough information explaining to drivers no parking at anytime. They look at the pavement and see the two small yellow lines and they think these are parking bays..

We hope that you look again into the decision of making the A23 London Road/ Preston Road Red Route, as it will definitely not benefit the area..

