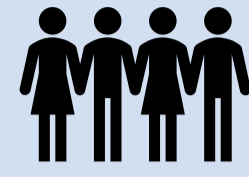


# Road Layout Shortlist Options

Each of the shortlist options was assessed by our highway specialists Mott MacDonald. The Investment, Sifting and Evaluation Tool (INSET) scores each option on a range of criteria.

## Assessment Criteria



### Social Impacts

- Business, residents and community facilities
- Non-motorised users
- Recreation and open space



### Pedestrian & Cyclists

- Safety
- Barrier to movement
- Amenity
- Delay



### Vehicles & Public Transport

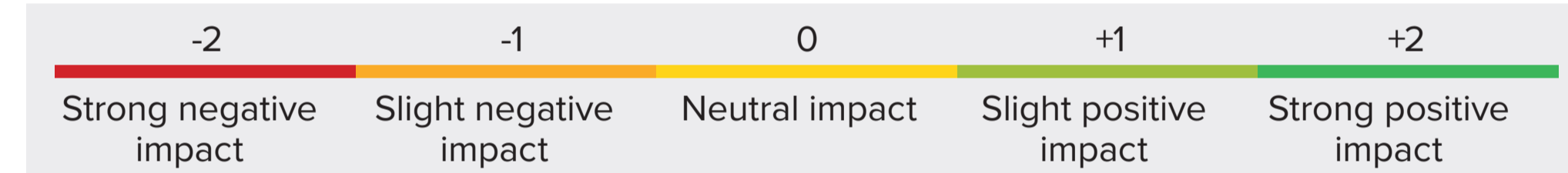
- Road safety
- Driver delay (general traffic)
- Traffic flows
- Parking
- Public transport delay (bus only)



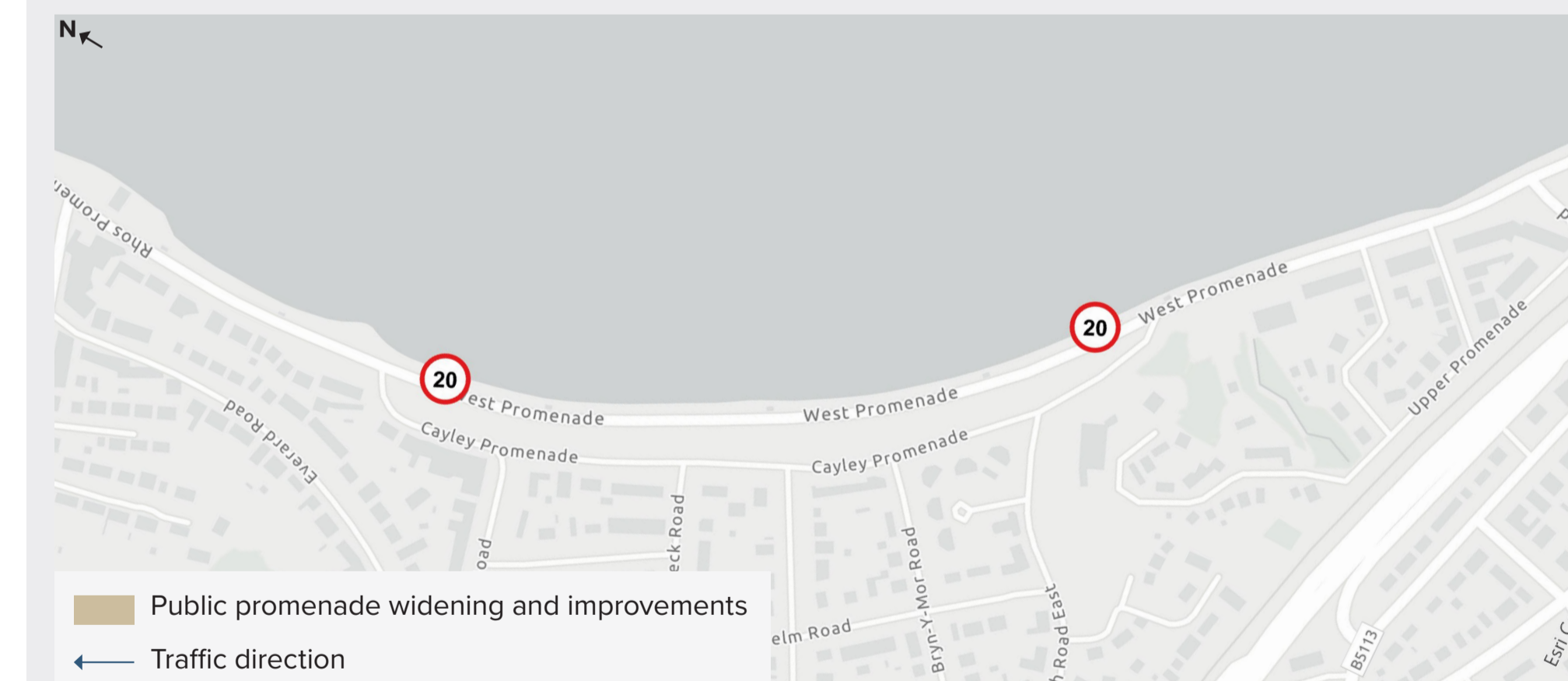
### Environment

- Landscape
- Air quality
- Noise
- Visual impact

## Scoring



### A Do Minimum



- Description of Option**
- Keeps existing road layout.
  - 20mph speed limit on West Promenade.
  - Minor improvements to public space next to West Promenade.



Score: **+0.33**

- Minor improvements to public promenade space.
- No impact on residents as traffic flow the same as now.



Score: **+0.25**

- Slight improvement in pedestrian safety due to reduced traffic speed.
- Little improvement to pedestrian and cyclist facilities.



Score: **0.00**

- No impact on parking as keeps existing layout.
- No impact on traffic.



Score: **+0.50**

- Speed reduction results in improved noise and air quality.
- Minor improvements to public space.



**Score = +0.27**  
\*weight adjusted score

### B West Promenade One-Way (Preferred Option)

#### Description of Option

- One-way southbound (towards Colwyn Bay) on West Promenade.
- Two-way traffic on Cayley Promenade.
- Wider and improved public space.
- 20mph speed limit on West Promenade.



**Score = +0.75**  
\*weight adjusted score



#### Social Impacts

- Score: **+1.00**
- Higher quality, wider public promenade with wide shared pedestrian and cyclist route (active travel route) and pedestrian-only path.
  - Improved pedestrian crossing facilities on Cayley Promenade.
  - Minimal impacts on residents and businesses.



#### Pedestrians & Cyclists

- Score: **+1.00**
- Improved pedestrian and cyclist facilities on West Promenade and Cayley Promenade.
  - Designated walking routes next to the road on West Promenade provide safe walking routes to multiple crossing points.



#### Vehicles & Public Transport

- Score: **0.00**
- Speed reduced to 20mph on West Promenade increases driver and pedestrian safety.
  - Changes at Cayley Promenade – Whitehall Road junction improve traffic flow and reduce driver delay.

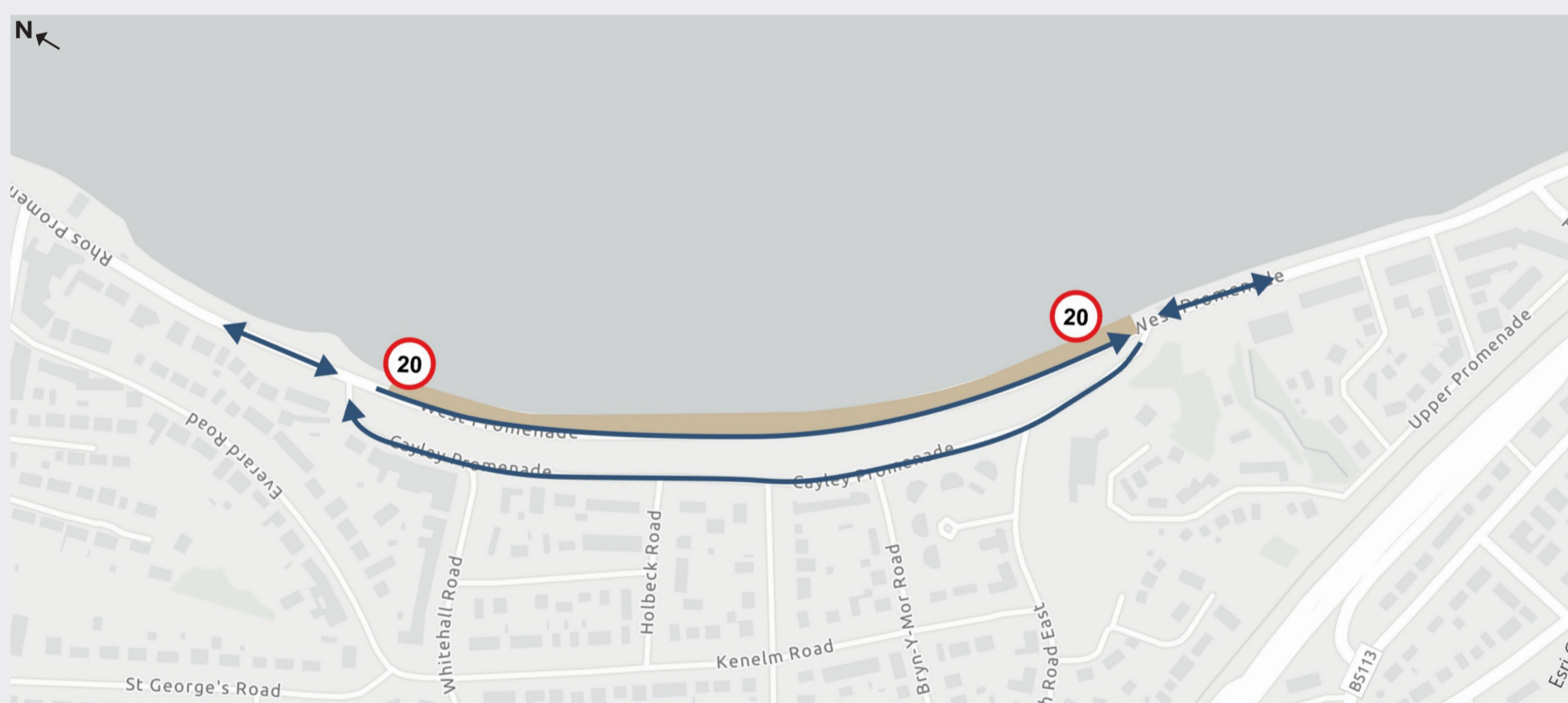


#### Environmental Impacts

- Score: **+1.00**
- Speed reduction improves air quality and reduces noise.
  - Improved public space and landscaping.
  - Higher quality finish on West Promenade improves visual impact.



### C One-Way Loop



- Description of Option**
- One-way loop:
  - Northbound (towards Llandudno) on Cayley Promenade.
  - Southbound (towards Colwyn Bay) on West Promenade.
  - Wider and improved public space.
  - 20mph speed limit on West Promenade.



**Score = +0.58**  
\*weight adjusted score



Score: **+0.67**

- Impact on residents and businesses due to one-way loop causing longer journeys.
- Improved public space.



Score: **+1.25**

- Improved pedestrian and cyclist facilities.
- Designated walking routes between parking and crossing points on West Promenade.



Score: **-0.60**

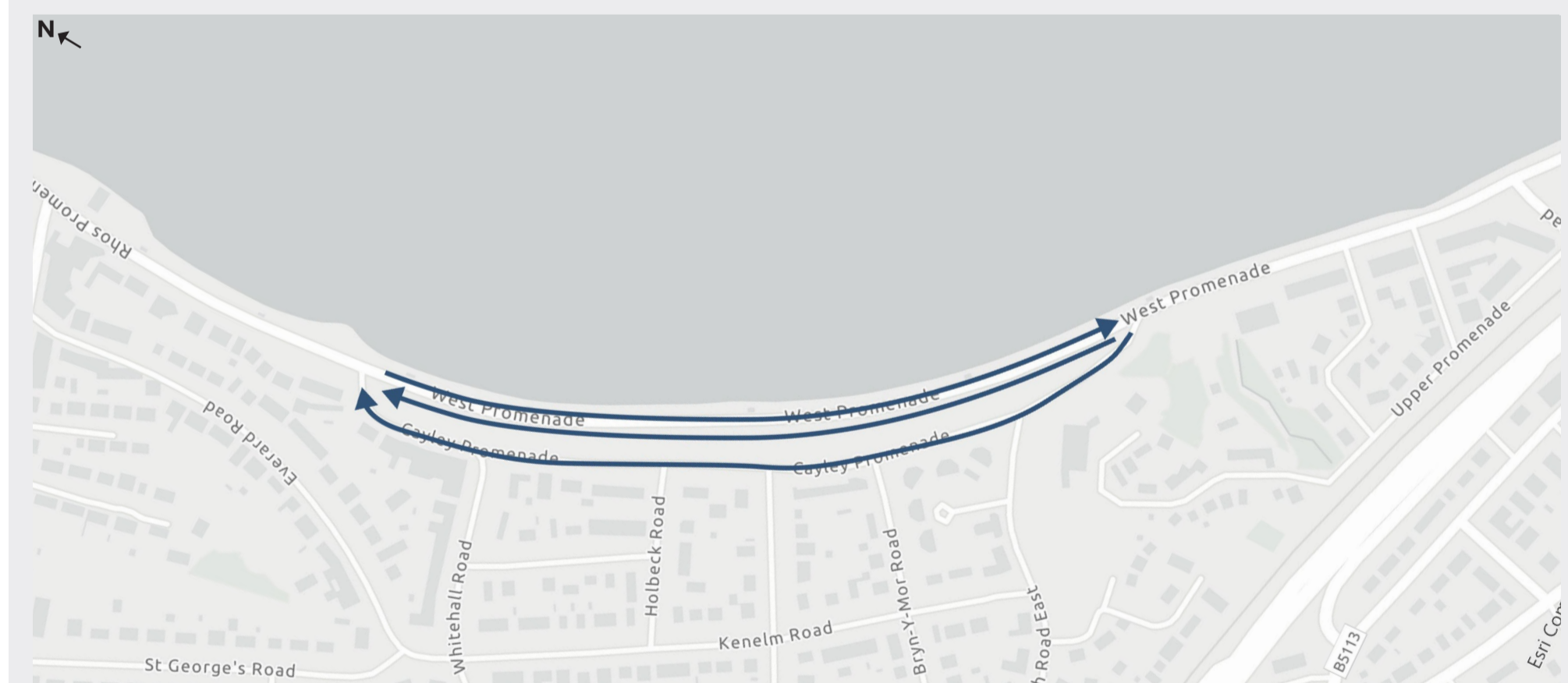
- Impact on driver delay and traffic flows due to one-way loop and reduced capacity.
- Improved parking and road safety due to less conflicts.
- Impact on buses.



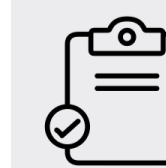
Score: **+1.00**

- Speed reduction improves air quality and reduces noise.
- Improved public space and landscaping.
- Higher quality finish on West Promenade.

### D Cayley Promenade One-Way



- Description of Option**
- One-way northbound (towards Llandudno) on Cayley Promenade.
  - Two-way traffic on West Promenade.
  - No improvement to public space.
  - No speed reduction.



**Score = -0.32**  
\*weight adjusted score



Score: **-0.67**

- Impact on residents and businesses due to one-way loop causing longer journeys.
- Minimal improvements to public space.



Score: **+0.25**

- No speed reduction on West Promenade and two-way traffic.
- Minimal improvements to pedestrian and cyclist facilities.



Score: **-0.60**

- Reduced traffic on Cayley Promenade (but previous traffic flow was already quite low).
- No speed reduction on Cayley Promenade.



Score: **-0.25**

- No benefit from speed reduction.
- Reducing grass verge on embankment for parking - may need tree removal.