

[One Way Except Cycles – Ladywell Street](#)

Statement of Reasons

Introduction of the proposed one-way order will support the project aim of diverting traffic through the city to arterial routes, ensuring traffic levels are appropriate to the character of streets. This would support the improved amenity in Preston City Centre by reducing traffic in the area of new pedestrian, cycle and bus infrastructure, promoting their free movement and encouraging a greater proportion of sustainable travel."

REASONS UNDER Section 1 of the RTRA

- (c) for preventing the use of the road by vehicular traffic of a kind which, or its use by vehicular traffic in a manner which, is unsuitable having regard to the existing character of the road or adjoining property, or
- (f) for preserving or improving the amenities of the area through which the road runs