

**HIGHWAYS & TRANSPORT
TRAFFIC & NETWORK MANAGEMENT**

**KENILWORTH GARDENS
(AND SURROUNDING AREA)
Melksham**

**20mph Speed
Restriction Assessment**

Document Control Sheet

Project Title: Kenilworth Gardens - Melksham

Report Title: 20mph Speed Restriction Assessment

Revision: Version 1

Status: Final

Date: January 2015

Record of issue

Issue	Status	Author	Date	Check	Date	Authorised	Date
1	Final	SJA	Jan 2015	DT	Jan 2015	MS	Feb 2015

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1.0 Introduction and background

Following the publication of Wiltshire Councils policy for 20mph speed limits, the authority committed to undertaking assessments across the 18 Community Areas. Each of the Community Areas were requested to nominate a defined area for assessment during 2014/15.

Kenilworth Gardens (and the surrounding area) in Melksham, has been locally identified and selected by the Community Area Transport Group as a possible suitable location for a 20 mph speed restriction.

This report sets out the analysis of this location against “Wiltshire Policy on 20mph Speed Limits and Zones” and the Department for Transport (DfT) Circular 01/2013 “Setting Local Speed Limits”.

The above guidance will be used to determine if the Kenilworth Estate is a suitable location for a 20mph speed restriction. Full extents of the area selected to be studied is set out in Appendix A.

2.0 Data Collection

Average speed and volume of traffic was recorded using a device called a Metrocount. This is a roadside unit with sensors placed across the road.

Two metrocounts were installed at various locations throughout Kenilworth Gardens and the surrounding area and were put in place from 28th November 2014 – 6th December 2014.

It was since discovered that Longford Road is a popular local attraction in December due to a number of houses participating in extensive Christmas light displays. The lights were switched on, on the 4th December. In order for the existence of the light displays not to skew the data collected it was decided to use data only from the first 5 days of operation 28th November – 3rd December 2014.

The exact location of each counter is identified in Appendix A.

Table 1 below sets out a summary of the results of each metrocount:

Metro Count Number	Total Traffic Volume (annual average daily traffic)	85 th %ile Speed (mph)	Mean Average Speed (mph)
1	1596	26.8	21.7
2	549	27.1	22
3	1483	30.9	25.8
4	262	21.1	17
5	310	25.4	19.9
6	80	27	22
7	545	26.1	21.7
8	237	26.8	20.3

Table 1 – Summary of metrocount results

3.0 Collision Data

An investigation into the Police Collision Database shows there has been two recorded Personal Injury Collisions in the 6 years prior to this report, one of which resulted in a slight injury to a pedal cyclist.

This occurred in Woodstock Gardens in 2011 and involved a vehicle clipping the side of a pedal cycle, causing the cyclist to be displaced. This resulted in a slight injury to the cyclist.

4.0 Analysis against Wiltshire Council Policy

It is important to remember that all speed limits should be set where it can be expected that overall compliance with the limit can be realistically achieved. Higher recorded speeds are generally not reduced with signing alone and are likely to require hard engineering measures such as alteration to the road layout and/or road humps.

With the above in mind, there are two different types of 20mph speed restriction – a 20mph Zone or a 20mph Speed Limit.

Wiltshire Council policy has considered previous studies into 20mph speed limits and zones as well as the guidance from DfT Circular 01/2013. Wiltshire Council policy identifies the options to consider when implementing 20mph zones and limits within Wiltshire:

20mph Zones:

20mph zones are defined as areas subject to a 20mph speed restriction which cover a number of roads and are supported by the appropriate traffic order and signs.

Typically there will be traffic calming measures at regular intervals throughout the zone to ensure speeds remain consistent in the area. This could include the addition of road humps and raised junctions as well as build outs, chicanes or pinch points.

20mph zones to be considered where:

- Roads are restricted to a 30mph speed limit
- A proven history of road user conflict with vulnerable users such as child pedestrians is apparent.
- New residential developments
- Where there is an alternative route existing, so drivers are able to avoid the zone.
- On major streets if there is a significant number of journeys on foot or bicycle and this outweighs the disadvantage of longer journeys for motorists.

20mph Speed Limits:

20mph limits are defined as streets where the speed restriction has been reduced to 20mph but where there are no physical calming measures. Drivers are alerted to the restriction by the use of terminal and repeater signs only.

20mph Speed Limits to be considered where:

- Mean before speeds are at or below 24mph (if they are just above this threshold lighter touch engineering measures to reduce speed may be implemented)
- On roads which do not have a strategic function or where motor vehicle movement is not the primary function.
- On major streets if there is a significant number of journeys on foot or bicycle and this outweighs the disadvantage of longer journeys for motorists.
- In rural areas where the location in addition to the above conditions meets the definition of a village as set out in Traffic Advisory Leaflet “01/04 – Village Speed Limits”.

5.0 Recommendation

Results have shown that mean average traffic speeds within the majority of Kenilworth Gardens and the surrounding area are well within the guidance threshold of 24mph.

One metrocount recorded higher speeds than the 24mph threshold. Metrocount no.3 (located at the north end of Kenilworth Gardens) showed the highest speed of traffic, with mean average speed recorded at 25.8mph.

Kenilworth Gardens is by nature a long straight road with good visibility, which can explain the higher speeds recorded in this section. Since this is close to the threshold of 24mph, guidance suggests that if feasible, lighter touch engineering measures may be used to implement a 20mph speed limit.

It is recommended Kenilworth Gardens may benefit from gateway treatments at each entrance, to remind drivers they are entering into a 20mph limit. This can take the form of coloured surfacing at and 20mph speed limit roundels on the carriageway. In addition, 20mph speed limit roundels could be placed at regular intervals along Kenilworth Gardens to reinforce this message to drivers.

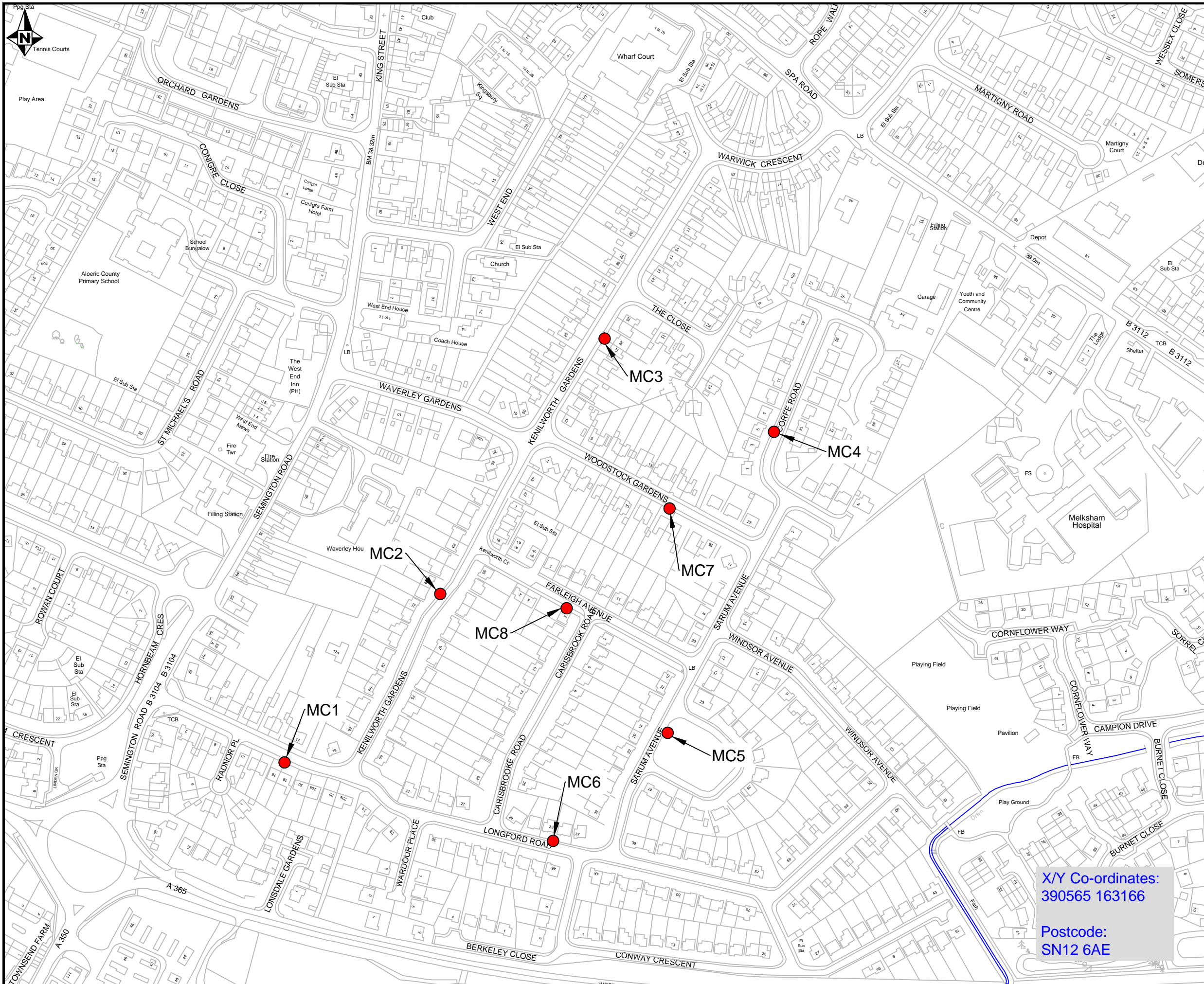
Based on the analysis of the speed and collision data for Kenilworth Gardens and the surrounding area and comparing these results with Wiltshire Council Policy on implementing 20mph speed limits and zones, it is recommended that the Kenilworth Estate be considered for a 20mph speed limit and that soft touch engineering measures are used within the vicinity of Kenilworth Gardens itself.

It is estimated the cost to implement this scheme would be in the region of £4000. It should be noted this is the expected cost required from the Community Area Transport Group and does not include development and legal costs which will be borne by Wiltshire Council centrally.

See Appendix B for more details on this recommendation.

6.0 Appendix A

Requested area of assessment and exact locations of Metrocounts:



- Proposed location for Metro Counts:**
- MC1** - Attach to lamp column no.1263, outside 16 / 18 Longford Road
 - MC2** - Attach to concrete lamp column outside 68 Kenilworth Gardens
 - MC3** - Attach to lamp column no.3 outside 29 / 31 Kenilworth Gardens
 - MC4** - Attach to concrete lamp column no.13 outside 5 Corfe Road
 - MC5** - Attach to telegraph pole on green, outside 18 Sarum Avenue
 - MC6** - Attach to concrete lamp column no. 7, outside 33 Longford Road
 - MC7** - Attach to lamp column outside 20 Woodstock Gardens
 - MC8** - Attach to tree opposite 5 Farleigh Avenue
- Proposed 20mph speed limit boundaries

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 Request for 20mph Speed Limit

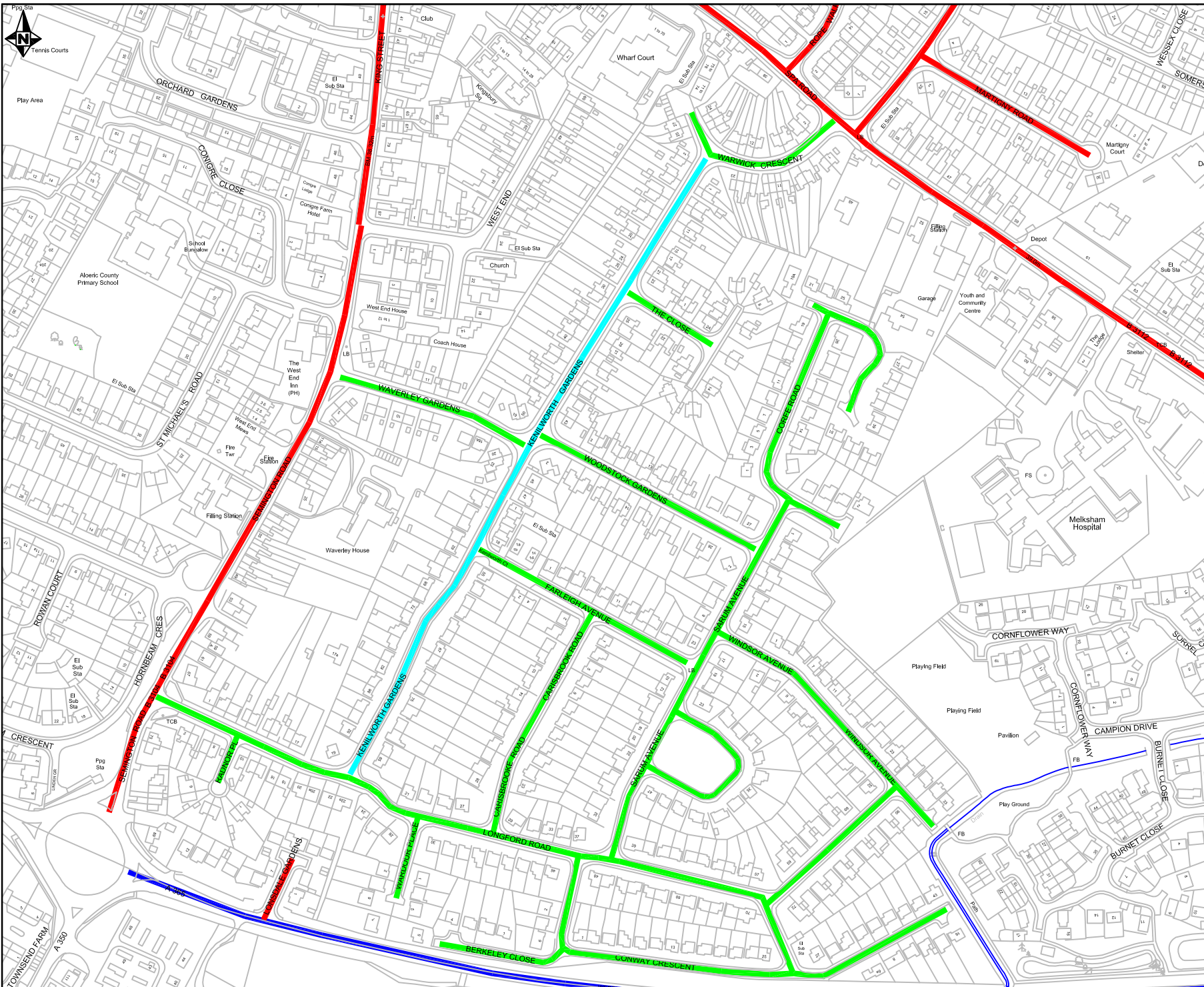
DRAWING TITLE:
 Proposed locations for Metro Counts
 Kenilworth Gardens, Melksham
LOCATION 15

SCALES:	1:2500 @ A3	SHEET SIZE:	A3
DRAWING No.	Kenilworth D001.0	REVISION:	0
FILE REF:	L:\IT\CurrentSchemes\SpeedLimits\AreaBoard\20mph\SitePlans\Melksham\Kenilworth\0001.0		

X/Y Co-ordinates:
 390565 163166
 Postcode:
 SN12 6AE

7.0 Appendix B

Recommendation plan – 20mph Speed Limit, involving soft touch engineering measures



- NOTES:
- Proposed Speed Limit Changes:**
- █ Existing 30mph speed limit
 - █ New 20mph Speed Limit
 - █ New 20mph speed limit with engineering features
 - █ Existing national speed limit
- "Soft Touch" engineering measures:**
- 20mph speed limit roundels marked on carriageway
 - Colored surfacing to highlight 20mph speed limit
 - Additional lining to highlight the new speed limit

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PROJECT:
 Melksham CATG
 Request for 20mph Speed Limit

DRAWING TITLE:
 Proposed Speed Limit changes
 Kennilworth Gardens, Melksham

SCALES:	NTS	SHEET SIZE:	A3
DRAWING No:	Kennilworth D002.0	REVISION:	0
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