

REGULATORY COMMITTEE
11th JUNE 2003

**BRADFORD ON AVON: BRIDGE STREET -
OBJECTIONS TO 20 mph SPEED LIMIT**

Purpose of Report

1. To consider objections to the extent of a proposed 20 mph speed limit and to recommend the implementation of the Order as advertised.

Background

2. Bridge Street is a cul-de-sac off the A363 at the Town Bridge in Bradford on Avon. The highway previously terminated at the level crossing and the Greenland Mill site beyond the level crossing was private with only public footpath rights. The agreement with the Developer of the Greenland Mill site was for measures to be implemented on the existing highway and the new development (which extends the cul-de-sac) to introduce a 20 mph zone with physical features to slow traffic speeds (**Appendix 1**).
3. The proposal has been advertised and three objections have been received, which relate to the extent of the speed limit and suggest that it should cover the whole of Bridge Street. The letters are summarised in **Appendix 2**. Full copies are available in the **Members' Room** and from the Environmental Services Department prior to the meeting.

Main Considerations for the Council

4. The objectors do not object to the introduction of a 20 mph zone but raise concerns that the complete length of Bridge Street is not included. The main consideration is whether the proposal should be implemented as advertised or amended to accord with the views of the objectors.

Environmental Impact of the Proposal

5. The introduction of a 20 mph zone means that no signing is required for the individual traffic calming measures within the zone. It does, however, require "entry" signs at the commencement of the zone.
6. When the scheme was being designed the ability to physically locate the terminal signs and their impact on the street scene was carefully considered.

7. An initial option considered for the commencement of the zone was adjacent to the car park access road opposite the Bridge Tea Rooms. However, the footway on the opposite side of Bridge Street varies between 800mm and 1,000mm in width. It is not practical to install a sign of 600mm width and leave the requisite 500mm clearance. As this is adjacent to the historic Bridge Tea Rooms, even if the footway were to be marginally widened, or a substandard clearance accepted, the environmental impact of a sign approximately 600mm high x 600mm wide would be very intrusive.
8. The first location along Bridge Street where signs could practically be located because of various accesses and narrow pavements is the site chosen. The Town Council was consulted on this location for the commencement of the zone and states that it is happy and commends the sensitive position of the signs.
9. The objectors consider that if the section between the car park access and the proposed terminal point remains a 30 mph restriction rather than be included within the 20 mph zone, it will compromise safety.

Risk Assessment

10. The carriageway over the length in question varies between 3.3m and 5.4m in width with a footway generally only on one side. An assessment of the current vehicle speeds on this section indicates an 85 percentile speed of 21 mph.
11. It is not considered that the risk to pedestrians would be increased if this section were not to be included in the zone, particularly as the Developer has to introduce further surface treatment measures at a narrow point of this length.

Financial Implications

12. The cost of introducing the 20 mph zone is to be met by the Developer as part of the highway agreement associated with the planning permission. There is no cost implication to the County Council.

Options Considered

13. The two options considered are to implement the scheme as advertised or to readvertise the proposal and carry out physical work to enable the section requested by the objectors to be included in the 20 mph zone.

Reason for Recommendation

14. The introduction of a 20 mph zone is part of the agreement for the redevelopment of the Greenland Mill site and it is considered that the extent of the proposed zone is the most practical given the difficulties of the site.

Recommendation

15. That:-

- (i) The 20 mph zone be implemented as advertised; and
- (ii) The objectors be informed accordingly.

GEORGE BATTEN

Director of Environmental Services

Report Author

PETER HARRIS

Casualty Reduction Manager

The following unpublished documents have been relied on in the preparation of this Report:

Letters of objection