



**To:** West/Central Area Committee 28/02/2013

**Report by:** Simon Payne,  
Director of Environment.

**Wards affected:** Market

## **MAIDS CAUSEWAY/NEWMARKET ROAD 20MPH SIGNAGE PROJECT**

### **1.0 Executive summary**

- This report requests that the Committee review the result of the consultation on the joint Environmental Improvement and Minor Highway Works Project to increase the visibility of 20mph signage on Maids Causeway/Newmarket Rd, detailed responses to which can be found appended to this report.
- The Committee are then requested to determine whether to implement the project, based on the final proposals detailed in this report and in accordance with the appended proposed layout plan, at a total estimated cost of £7,500.
- The Project is jointly funded by the City Council's Environmental Improvement Programme [£4,500] and the County Council's Minor Highway Works Budget [£3,000].

### **2.0 Recommendations**

The West/Central Area Committee is recommended:

- 2.1 To approve the implementation of the Environmental Improvement and Minor Highway Works Project, in accordance with the drawing in appendix D, at a cost of up to £4,500 from West/Central Area Committee's Environmental Improvement Programme Budget, added to the £3,000 approved contribution from the County Council's Joint Minor Highway Works budget.

### **3.0 Background**

- 3.1 Cambridgeshire County Council introduced a 20mph speed limit within the inner ring road of the city centre in 2010.

- 3.2 A request was made by the then approval Committee, the Cambridge Area Joint Committee, to be conscious of the impact of 20mph signage on the aesthetics of the streetscape in the city centre.
- 3.3 As such the impact and therefore visibility of the signage was somewhat reduced in certain areas of the city centre.
- 3.4 Since then concerns have escalated over compliance with this speed limit on certain streets.
- 3.5 Residents have expressed particular concern over compliance along the stretch of Maids Causeway and Newmarket Road between Elizabeth Way roundabout and Victoria Avenue.
- 3.6 This section of a road is a 'C' classified road and has the appearance of a more strategic route in terms of its highway layout and environment.
- 3.7 This has an inherent impact on assumptions made by motorists with regard to both the speed limit itself and the appropriateness of the speed with which they drive.
- 3.8 20mph speed limits are currently not well recognised by motorists nationally. 30mph is more often than not the assumed default speed limit for dense urban areas unless signage dictates otherwise.
- 3.9 This is something that will certainly change over time, based on the number of 20mph citywide initiatives currently being implemented across the Country, including Cambridge.
- 3.10 In the meantime signage is key to highlighting the existence of 20mph speed limits.
- 3.11 Signage of the Maids Causeway and Newmarket Road 20mph limit has therefore been reviewed and alternative proposals developed to increase its visibility, whilst respecting the local environment and conservation area status.

#### **4.0 Scheme Proposals and Consultation**

- 4.1 Proposed measures include the painting of 20mph roundels at various locations along the road and the creation of entry point treatments at either end of the road, using a combination of coloured surfacing, roundels and yellow backed 20mph speed limit signs.
- 4.2 Ward Councillors were keen to gauge local opinion of the impact of these proposals on the streetscape and level of support for the specific measures.
- 4.3 To this end consultation on the proposed introduction of coloured surfacing and surface painted roundels was carried out over a 4 week period between 9<sup>th</sup> January and 10<sup>th</sup> February 2013.
- 4.4 The consultation document and questionnaire can be found in appendix A of this report, including the distribution area in appendix B, to which almost 600 copies were hand delivered.

- 4.5 The consultation was also placed on the homepage of the City Council's website and a news release issued to highlight the existence of the consultation.
- 4.6 A total of 107 responses were received in response to the consultation. The detailed individual responses can be found in appendix C of this report.
- 4.7 The statistical analysis of the consultation response is summarised in table 1.0 below;

		Totals	%
All responses	Responses	107	100
	Yes	73	68.2
	No	34	31.8
	Yes Buff	19	26.0
	Yes Red	49	67.1
	Yes Other	5	6.8
Specific responses from local residents in distribution area	Responses	40	100
	Yes	33	82.5
	No	7	17.5
	Yes Buff	10	30.3
	Yes Red	22	66.7
	Other	1	3.0

*Table 1.0, Summarised consultation results.*

- 4.8 It is clear that a significant majority of responses support the proposal to improve the visibility of the 20mph signage, particularly local residents of Maids Causeway/Newmarket Road [82.5%].
- 4.9 Red coloured surfacing is also the preference for the entry point treatments at Victoria Avenue and Elizabeth Way roundabout [67%].
- 4.10 The proposed layout drawing in appendix D of this report illustrates the final proposals for this project and includes the location of roundels and entry point treatment layouts.
- 4.11 The scheme does not propose to increase the size of the existing standard repeater signage, as it is felt that the provision of roundels within the carriageway will provide the desired increase in visibility of the speed limit signage, without significantly adding further clutter to the streetscape.

## **5.0 Financial Implications**

- 5.1 The majority of the project budget will be required for the coloured surfacing at the entry points and alterations to the existing illuminated signs at the Elizabeth Way roundabout entry point.
- 5.2 An overnight road closure will also be required to enable the coloured surfacing and lining to be installed at the Elizabeth Way roundabout entry point, due to the single lane road width.
- 5.3 The coloured surface will be to a high specification, with a specified design life of between 5 and 10 years. This will reduce the maintenance liability placed on the County Council as the highway authority responsible for its maintenance.

## **6.0 Implementation**

- 6.1 As the installation of the coloured surfacing at the Elizabeth Way entry point requires an overnight closure, a three month notification will be required to the County Council and a diversion route agreed.
- 6.2 All other work can be completed in advance of this, including all roundels, yellow backed signs and coloured surfacing at the Victoria Avenue entry point.
- 6.3 It is envisaged that this work could commence within 6 weeks of this Committee, should the project be approved for implementation, and complete within 1- 2 weeks, depending on weather conditions.

## **7.0 Background papers**

None

## **8.0 Appendices**

APPENDIX A  
Consultation Document

APPENDIX B  
Consultation document distribution area.

APPENDIX C  
Detailed consultation responses.

APPENDIX D  
Proposed Layout Plan.

## 7. Inspection of papers

To inspect the background papers or if you have a query on the report please contact:

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