

Cambridge 20mph Project

North Area Committee
21/03/13

What is it?

- 20mph on shopping and residential streets
- Capital Budget of 400k
- 2 to 3 year Programme
- Project Board
- A and B roads not included
- 4 Phases
- Boost the take up of sustainable transport modes
- Reduce personal injury accident severity and associated cost to society

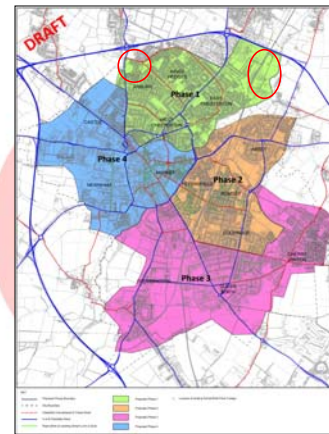


How is it being done?

- 4 Phase Areas
 - Cost Benefit Analysis
 - North Area, East Area, South Area, West Central Area
- Current Programmed Timeline
 - North Phase Area Consultation in May 2013
 - If positive response at consultation, implementation of North Phase Area during Spring 2014
 - East Phase Area Consultation in Spring 2014
 - Implementation of East Phase Area in Autumn 2014

Plan of Project Phase Areas

- Blue roads are A and B
- Dashed red roads are C

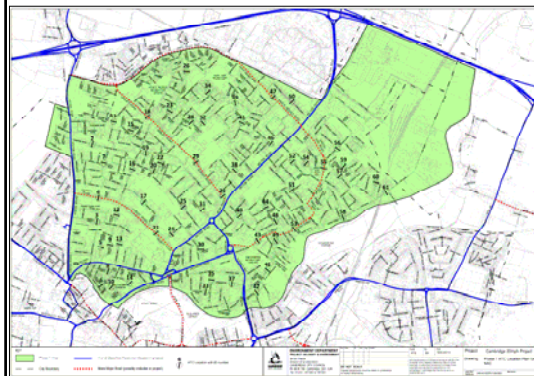


How is it being done?

- Data Collection
 - Used to help identify project design proposals and to identify impact of project if it is installed
 - Data Collected:
 - traffic speed and volume counts using Automatic Traffic Counters (ATCs)
 - accident data from local police
 - cycle counts from ATCs and local counts undertaken by the council



North Area – Traffic Count Locations



North Area – Personal Injury Accidents

The plan does not include accidents that have occurred on the A or B roads

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How is it being done?

- Consultation
 - Consultation pack delivered to all addresses
 - Options to respond either via free post address or on-line
 - Code used on consultation questionnaire to differentiate responses that come from outside the phase area from those from within
- Engagement
 - Exhibition and exhibition materials to libraries and Schools etc.
 - Drop in sessions
 - Web-page
 - News Releases
 - Articles in local newsletters
 - Presence at Arbury Carnival and potentially Chesterton Festival

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How is it being done?

- Reporting and Decision making
 - For each Phase Area

Stage	Relevant Committee	Why go to this committee?
1	Environmental Scrutiny	To ask to proceed with phase
2	Area Committee	To ask for recommendation on consultation proposals
3	Consultation	
4	Area Committee	To ask for recommendation on how to progress following consultation outcomes
5	Environmental Scrutiny	To ask for authority on whether to proceed with traffic order making through the County Council and implement the phase

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How is it being done?

- Design proposals in line with current DfT guidance *'Setting Local Speed Limits'*
 - 20mph Zones
 - Entry Points
 - Repeater 20mph signs on existing street furniture
 - 20mph Road marking 'roundels'
 - Can incorporate existing traffic calming so reduce need for additional signs or road markings
 - Remove some existing 'humps ahead' signs
 - Vehicle Activated Signs - Relocatable

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Examples

How a 20mph Zone entry point could look on a more main road

Vehicle Activated Signs

20mph roundel road marking

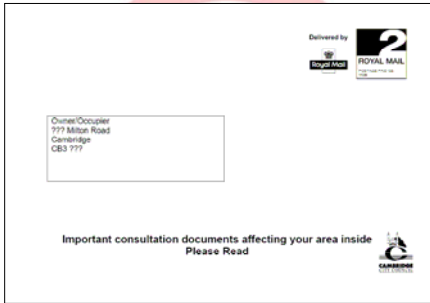
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Proposed Consultation Method and Material

- Consultation pack sent to all addresses in North Phase Area
 - Addressed envelope with note printed on the outside and which contains: Consultation Leaflet, and Questionnaire
 - Roads affected illustrated in plan form on the leaflet and in list form on the questionnaire
 - Options to respond on-line or using freepost address provided
 - Distinction drawn between smaller roads and more main roads
 - Option to indicate which more main roads are suitable and which are not
 - Those from outside the area can respond to the consultation. However their responses will be identifiable as from outside the area

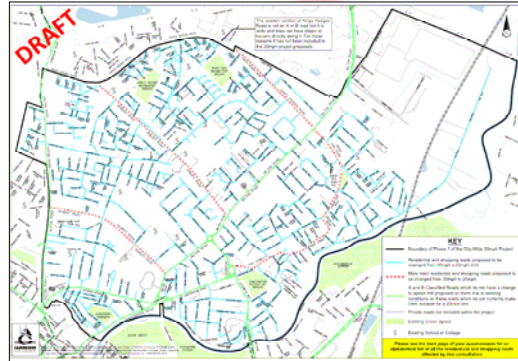
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Consultation Envelope



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Consultation Leaflet Plan



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Questionnaire



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Questions?



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