

20mph Speed Limit and Zone Extension Scheme



Background

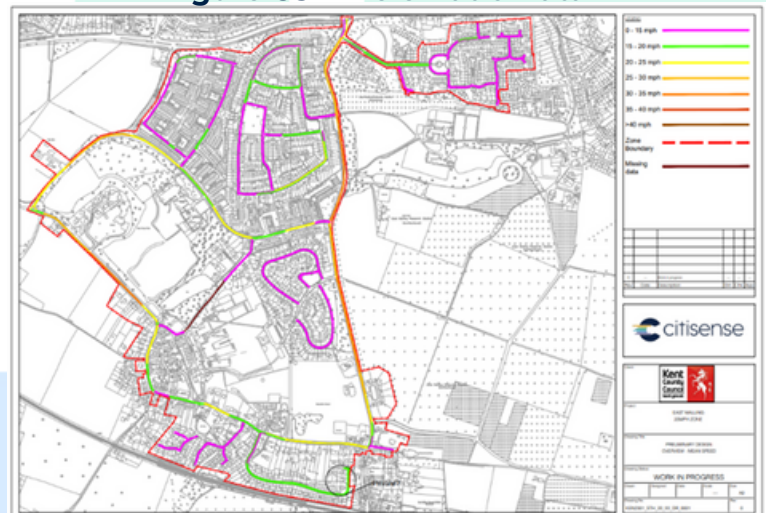
Kent County Council commissioned Citisense to develop a 20mph speed limit and zone extension scheme across selected area in East Malling, with the objective of improving road safety by reducing vehicle speeds on both residential cul-de-sacs and key through-roads. Instead of relying on physical traffic calming measures, the project was designed around innovative solutions such as strategic signage, road markings, and, where necessary, roundels to ensure compliance with the new speed limits.

Approach

The project began with detailed site visits conducted by our experienced consultants. These visits were essential to assess the local road network, verify optimal locations for signage, and inspect the surface quality to determine the feasibility of using roundels. This on-site analysis provided accurate, up-to-date information, which formed the foundation for our subsequent design work.

Building on the findings from the site visits, our technical team produced detailed AutoCAD designs. These designs incorporated a thorough speed analysis using the telematics speed data and identified roads that were already compliant with the 20mph limit as well as those within the borderline zone (24-28mph) that required enhancements. A design of the speed data can be found in **Figure CS1**. Our submitted detailed design clearly demonstrated the placement of traffic signs, road markings, and potential roundels, adhering strictly to statutory guidelines for 20mph schemes.

Figure CS1 – Telematic Data



Following the design phase, we developed a detailed Bill of Quantities (BoQ). The BoQ itemised the specific quantities and types of signage, roundels and vegetation needed for the project, allowing for precise cost estimation and smooth implementation.

Summary

In summary, the 20mph Scheme Design for East Malling showcases our ability to blend innovative design with practical implementation strategies. Our design, as submitted, underlines our commitment to delivering a robust, data-driven solution that enhances road safety and improves traffic management. This project not only provides a clear pathway for reducing vehicle speeds and improving road conditions but also serves as a model for future traffic calming initiatives.



Our capabilities include:



Design:

Craft a visionary plan that fits your objectives



Consultation & Engagement:

Get everyone on board with open communication and inclusive workshops.



Workshops with Pupils:

Empower young voices to shape their streets.



Traffic Orders:

Navigate the legalities with our expert guidance.



Monitoring:

Track progress and celebrate success with data-driven insights.



Project Management:

Keep your project on track, on time, and on budget.

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Get in touch to find out **how we**
can support you