

DINMORE AVE BLACKPOOL

CLIENT: Blackpool Council
INSTALLER: Rosehill Highways

PRODUCTS: One-Piece Speed Cushions

ISSUES

- Dinmore Avenue is a busy suburban street with a primary school, health centre and various shops. The speed limit is 20mph.
- Existing asphalt speed humps had failed and no longer influenced driver behaviour.
- Dinmore Avenue needed to be resurfaced and required significant traffic calming measures in order to reduce speeding and protect pedestrians.

OBJECTIVES

- 1 Encourage drivers to obey the 20mph speed limit by installing effective traffic calming measures.
- 2 Install traffic calming products which can be easily relocated, allowing road resurfacing and other maintenance.
- 3 Avoid disruption by installing traffic calming products which do not require that the road be closed.
- 4 Install surface-mounted traffic calming products which are low maintenance, impact resistant, and require no excavation.



Existing asphalt speed humps on
Dinmore Avenue

Get in
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CASE STUDY

Rosehill Highways

SOLUTION

1 Install surface-mounted one-piece rubber speed cushions three abreast at regular intervals along Dinmore Avenue.

2 Manufactured from recycled rubber, our speed cushions incorporate a unique underside profile that moulds itself to the road surface without the need for excavation.



3 Installation of each cushion can be completed in less than 30 minutes and requires only one lane to be closed at any one time, allowing traffic to continue flowing.

4 As our speed cushions are fixed directly to the road surface, they can be removed and relocated if required.

"Dinmore Avenue is a busy and popular street, serving both a primary school and health care centre, with young children and elderly residents regularly crossing the road. Our existing speed humps had suffered severe degradation and weren't having the desired effect, with cars continuing to speed up and down the road. Rosehill Highways' rubber speed cushions are the perfect solution, with the added benefit of huge cost savings compared to traditional concrete speed humps."

Blackpool Council

RESULTS

- The scheme was completed on time and within budget.
- Residents report that more vehicles are respecting the 20mph speed limit.
- Pupils and residents report feeling safer and more confident crossing Dinmore Avenue.



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