

CASE STUDY

Rosehill Highways

HOLLYWOOD BLVD Los Angeles, California

CLIENT: City of Los Angeles

INSTALLER: US Reflector

PRODUCTS: Extended Traffic Islands

ISSUES

- Vehicles regularly exceed the speed limit when driving on Hollywood Boulevard
- Pedestrians feel unsafe when crossing the busy junction
- The city of LA have committed to creating an integrated, thriving, and mobile community where pedestrians feel safe

OBJECTIVES

- 1 Encourage drivers to obey the 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

Get in
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Rosehill Highways, Spring Bank Mills, Watson Mill Lane, Sowerby Bridge, West Yorkshire, HX6 3BW, UK

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SOLUTION

- 1 Install extended surface-mounted traffic islands to create safe crossing points along the route
- 2 Install reflective bollards to increase visibility



- 3 Rosehill Highways' traffic islands consist of large, durable rubber sections which maximise stability and impact resistance while reducing future maintenance requirements

- 4 Each traffic island can be installed in less than a day, requiring limited lane closures and allowing continued traffic flow



RESULTS

- The speed of vehicles approaching the crossing was reduced
- Pedestrians can now safely cross the road by using the traffic islands
- Surface water on the road can flow freely into the drainage gullies
- The scheme was completed on time and within budget



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