

# CASE STUDY

Rosehill Highways

## NORTH BRIDGE HALIFAX

CLIENT: Calderdale Council  
INSTALLER: Rosehill Highways

PRODUCT: Two-Piece Speed Cushions



### ISSUES

- The car park under North Bridge in Halifax is used by staff at the neighbouring Dean Clough Mills complex.
- The secluded nature of the car park attracts irresponsible drivers who drive at speed in an anti-social manner.
- Crossing points between the car park and pay-and-display machines are unmarked and dangerous.

### 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 quickly to avoid closures or diversions.
- 4 Install surface-mounted traffic calming products which are low maintenance, impact resistant, and require no excavation.



Unmarked crossing to pay-and-display machine

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

# CASE STUDY

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### SOLUTION

- 1 Install surface-mounted two-piece rubber speed cushions at crossing points between the car park and pay-and-display machines.
- 2 Manufactured from recycled rubber, our speed cushions incorporate a unique underside profile that moulds itself to the surface without the need for excavation.



*Installed in less than 30 minutes by a two-man team*



*Bolted directly to the surface with no excavation required*

- 3 Installation of each cushion can be completed in less than 30 minutes.
- 4 Traffic can drive over the cushions as soon as installation is complete.
- 4 As the speed cushions are fixed directly to the surface, they can be removed and relocated if required.

*Manufactured in the UK using recycled tyre rubber, Rosehill Highways' speed cushions are available in black or red with the option to incorporate high visibility traffic direction markings as required. By using recycled tyre rubber to produce sustainable traffic calming solutions, we help authorities to reduce their carbon footprint. Each of these 280kg units save 185kg of carbon emissions.*

### RESULTS

- The scheme was completed on time and within budget.
- Car park users report that more vehicles are respecting the 20mph speed limit.
- Visitors feel safer and more confident crossing the carriageway to buy a ticket or to enter/exit the car park.



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