**The art of low speed street design**

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**Abstract**

We (the industry) all know that low speed streets are safer and more pleasant places to be. Achieving those outcomes can shape change – for example encouraging people to use active modes because they feel safer doing so. More people walking, cycling and accessing public transport equals fewer people driving equals healthier people and less carbon -a win win. The real challenge is in convincing the drivers to travel at those lower speeds. A sign and some red paint with the magic number just won’t cut the mustard. We have all seen it, people travel at the speeds they think are appropriate. We need to make the streets match the speed that we (the professionals) know is appropriate. So how do we do that, how do we lead change effectively?

This presentation explores the range of permanent and transitional design features that can be used, how we might match the features with the context and how we can assess whether they will be effective. It also explores whether there is sufficient guidance for our industry and how it might be consolidated so it is accessible and easy to use. There appears to be the will to reduce speed limits but what are the barriers and challenges that are resulting in no associated streetscape changes and how can we overcome them? A range of case studies of streets where the speed limit has been reduced to 30km/hour will be examined for how they are working and what could be improved.

This presentation essentially provides a tool kit of solutions and where the associated guidance can be found.