

**Hampshire County Council**

**Report to the Director of Economy, Transport and Environment**

**December 2014**

**Traffic Order – The Hampshire (Various Roads, Whitchurch to Newfound) (Restricted Road / 30, 40 and 50 Miles per Hour Speed Limit) Order 2014**

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**1. Summary**

**1.1 The following decision is sought:**

That a Traffic Order be made under the Road Traffic Regulation Act 1984, the effect of which will be to impose a 50 miles per hour (mph) speed limit (currently national speed limit) on the B3400 Andover Road / London Road, Overton to Church Oakley, between a point 395 metres east of its junction with Berrydown Lane/ Straight Lane and a point 120 metres south-west of its junction with Ivy Down Lane, an approximate distance of 3,955 metres.

In addition, the Traffic Order shall contain the same provisions as set out in the Hampshire (Various Roads, Whitchurch to Overton) (Restricted Road and 30, 40 and 50 Miles Per Hour Speed Limit) Order 2014 and the Hampshire (B3400 Andover Road, Newfound) (30 and 40 Miles per Hour Speed Limit) Order 2009, and shall revoke both Orders.

**2. Reason**

The proposed Order is made to achieve safe distribution of speeds that reflect the road environment and takes accounts of the needs of all road users.

The proposal also responds to requests to lower the speed limit at the specified section to promote road safety and ensure consistent traffic speeds along the B3400 to help minimise the negative impacts of traffic speeds.

**3. Other Options Considered and Rejected**

There are sufficient warning signs and markings to warn motorists of hazards, so a reduction to the current speed limit was considered the most appropriate measure following assessment.

The proposed 50 mph speed limit reinforces current average traffic speeds at the location, reflects the road environment and encourages road safety among all road users.

4. **Conflicts of Interest Declared by the Decision Maker or Other Executive Member Consulted – None.**
5. **Dispensation granted by the Conduct Advisory Panel – None.**
6. **Reason(s) for the Matter being dealt with if Urgent – None.**

**Approved by:**

**Date:**

16/12/14.



**Stuart Jarvis**  
**Director of Economy, Transport and Environment**