



# **Love 30 Campaign**

C/o Tailor's Hall,  
Back Lane,  
Dublin 8.  
Email: [info@love30.ie](mailto:info@love30.ie)

## **Dublin City Council Speed Limit Review 2016**

**Submission by Love 30 Campaign for  
Lower Speed Limits**

**August 2016**

## **1.0 Love 30 Campaign for Lower Speed Limits**

Love 30 Campaign is a new group drawing in various organisations and individuals who have signed up to support the concept of lower speed limits in urban areas. We are campaigning for the introduction of more 30 km/h zones in urban areas, but particularly in town centres, residential areas, and near schools and other places of public assembly. The Campaign consists of cycling campaigners, walking groups, supporters of children's right to walk play, and others who recognise the benefits of lower speed limits.

## **2.0 General**

**The Love 30 Campaign favours a default speed limit of 30 km/h in urban areas**, in residential estates, and in all areas of high pedestrian and cycle use. This includes residential streets and estates as well as the centres of cities, towns and villages and the areas surrounding schools. We believe there is a need for a paradigm shift in how road authorities manage traffic to enable pedestrians to use our roads and streets safely, to cater for the safety of the 8-80 age cohort while cycling and to allow our children to play outdoors and to walk to school, shops and friends & family. There is a need to protect the next generations, by ensuring that drivers understand their responsibilities fully, and that Councils put in place necessary speed limits to slow traffic. Road traffic planning and provision for many years has been for the benefit of the private motorist to the detriment of other road users including pedestrians, cyclists, public transport users, older and very young people and those with disabilities.

In addition to improving safety, lower speed limits would encourage young people to move about due to greater safety, and thus independently, and would encourage parents to permit their children to do so. This would have consequential benefits for their fitness and general health, would contribute to combating the rising levels of obesity in our society, and encourage greater social interaction. People who are elderly, infirm or disabled can be intimidated by fast-moving traffic and are more comfortable moving about in areas with lower speeds. The improved safety, and perception of safety, provided by lower speed limits can transform city streets and residential estates into more vibrant living spaces, providing a better living environment, with consequential benefits for the quality of life of residents and visitors alike.

## **2.1 Dublin City Council proposals – Phases 1 and 2**

The Love 30 Campaign welcomes Dublin City Council's proposals to introduce additional 30 km/h speed limits and especially the Phase 1 proposal to introduce a default 30 km/h speed limit within Dublin's canals. We believe that lower speed limits will make our city streets safer for everyone - children and adults (including the elderly, the infirm and the disabled), pedestrians, cyclists of all ages, and motorists. Lower speeds reduce the potential for collisions and, importantly, reduce the severity of injury in the collisions that do occur. In addition, lower speed limits can help transform our city streets from car-dominated through-roads to vibrant living, people-friendly spaces.

However, Love 30 is disappointed that it is proposed to retain the existing 50 kph limits on the distributor roads. Love 30 favours 30 km/h limits on these roads; alternatively a special speed limit of 40 km/h could be applied. This would help to reduce traffic speeds on these roads and could serve as a warning to motorists that they are approaching an area of lower speed limits.

Love 30 welcomes the proposal in Phase 2 to extend 30 km/h to a number of residential areas. As is the case for city streets, reducing vehicle speeds to 30 km/h will make residential estates safer for everyone and will encourage people to move about more freely.

We recommend, however, that the Boundary Roads in the Third Schedule should be amended to provide for Special Periodic 30 km/h Speed Limits in the vicinity of any schools on these roads, e.g. on Griffith Avenue between Philipsburgh Avenue and Malahide Road and on Malahide Road between Griffith Avenue and Casino Road.

## **2.2 Phase 3 - extension of the 30km/hr speed limit into further residential areas of our city.**

We propose that 30 km/h be considered as the default urban speed limit, throughout Dublin City, and that only those roads that are clearly distributor or arterial roads should have higher speed limits.

In particular, we recommend that 30 km/h be introduced in **all** residential areas and that periodic 30 km/h zones be implemented around schools and other places of assembly (cinemas, theatres, community centre, religious buildings, etc.), that have large numbers of people arriving and / or departing at the same time.

In addition we recommend that the distributor and boundary roads which are excluded in Phases 1 and 2 should be considered for 30 km/h speed limits in Phase 3. For example streets such as Charlemont St., Sth. Richmond St., Gardiner St. Russell St., Dorset St. between the NCR and the Canal, and Guild St. are busy streets with lots of pedestrian and cyclist activity and would benefit from a 30 km/h limit.

## **2.3 Other issues**

We welcome the City Council's endorsement of the view in the Guidelines for Setting and Managing Speed Limits in Ireland (Department of Transport, Tourism and Sport, 2015) that:

“The overriding principle that must inform any decision to change a default speed limit should be Road Safety. In addition, to be effective, a speed limit should be self regulating (self explaining) and regarded as appropriate by road users and should not be imposed on a road unless there is a clear justification for doing so. If a Special Speed Limit is not warranted and does not appear appropriate to the road user, the road user will tend to ignore it, creating enforcement difficulties and potentially bringing the whole system of speed limits into disrepute” (Guidelines 2015).

In addition, we support the recommendation in the Design Manual for Urban Streets (Department of Transport, Tourism and Sport, together with the Department of the Environment, Community and Local Government, 2013), the official guidance policy for local authorities in relation to street design, that insofar as possible lower speed limits should be accompanied by psychological and physical measures to encourage observance.

### **3.0 Benefits of Lower Speed Limits**

Regarding personal safety, 30 km/h is fundamentally safer than 50 km/h for pedestrians, cyclists and other vulnerable road users. It is well established that lower impact speeds result in fewer and less severe injuries. The images below demonstrate this.

#### ***HARD AND FAST FACTS***

#### **Pedestrians hit by a car...**

**at 30 km/h – 1 in 10 will die**



**at 50 km/h – 5 in 10 will die**

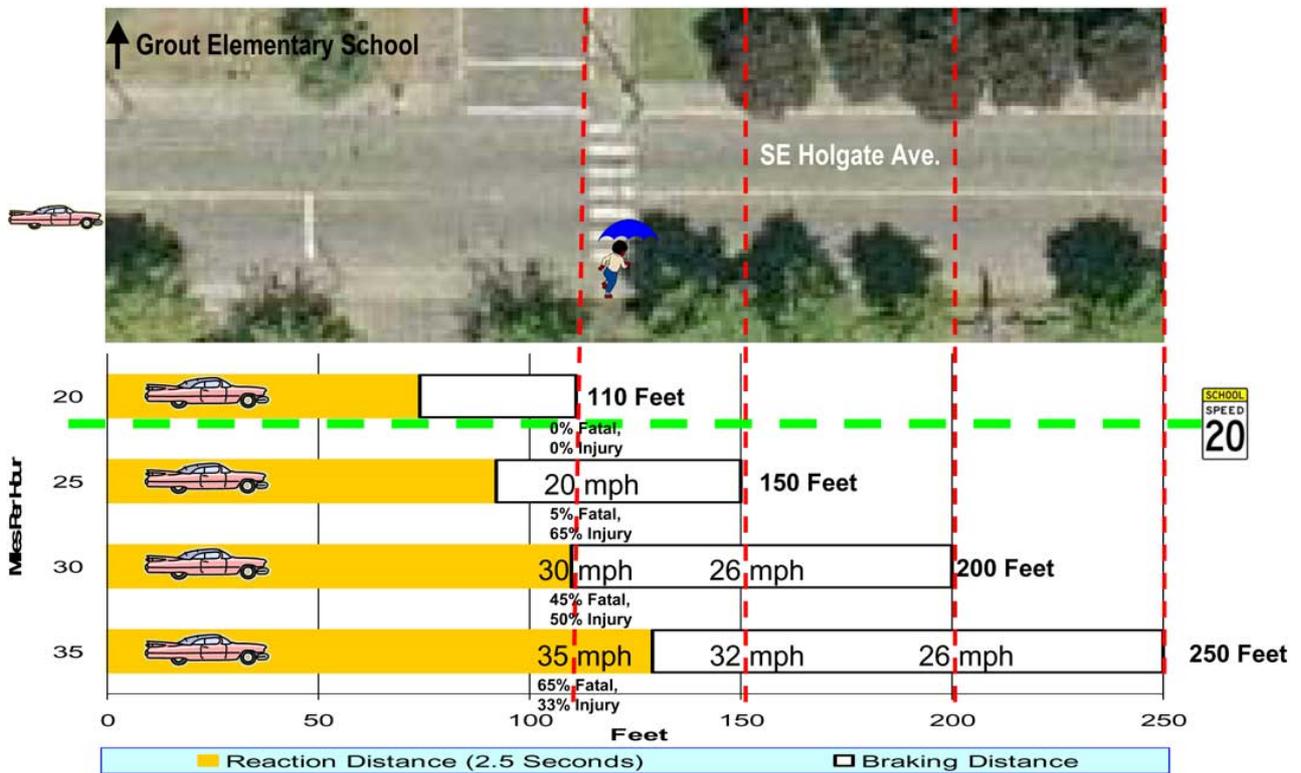


**at 60 km/h – 9 in 10 will die**



**Image 1:** Illustration from the Road Safety Authority showing the impact of vehicle speeds on pedestrian fatalities.

# EFFECTS OF SPEED ON STOPPING DISTANCE



District Coalition - Southeast Uplift Neighborhood Association



**Image 2:** Image demonstrates how lower speeds can minimise stopping distances for cars.

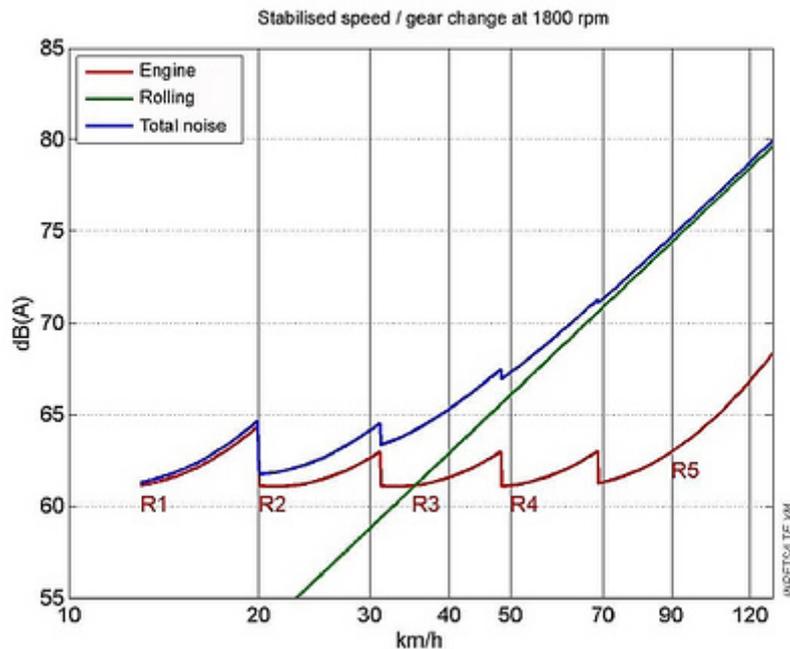
Wherever 30 km/h has been introduced as the default speed limit, safety figures have improved, and there are fewer collisions and injuries. Throughout Europe, 30 km/h is fast becoming the default urban speed limit for cities, towns and villages. In some cities, speed limits as low as 10 km/h are in place in 'home zones'.

In the UK, where 20 mph is the equivalent of our 30 km/h, the "20's Plenty for Us" Campaign (<http://www.20's Plenty>) has been actively campaigning for reduced speed limits in urban locations. There are now over 15 million people in the UK living in 20 mph(30 km/h) areas. This includes many large cities and boroughs of London. 20's Plenty has many background research papers, showing the benefits of 20 mph areas at <http://www.20splenty.org/briefings>

However, speed reductions give, not only a safety dividend, but also a socio-economic dividend, which makes the urban space a nicer place to live. Lower speeds result in less noise & pollution and greater fuel efficiency (high fuel consumption is associated with stop-start traffic, not slow traffic). On residential roads and shopping streets, people simply don't want to be exposed to the noise, fumes and dangers from higher speed traffic. Experience elsewhere has been that the introduction of 30 km/h urban speed limits leads to an increase in the number of people walking and cycling, and thus to healthier lives.

While 50 km/h isn't particularly noisy or polluting in itself, the acceleration from stop to 50 km/h is much noisier and more polluting than the acceleration from stop to 30 km/h. While visible air pollution is much reduced in Dublin over the last 30 years, invisible air pollution is still there. Air pollution currently kills more than 1,000 per year in Ireland, primarily through asthma, cancers and other pulmonary illnesses. Reduced acceleration also means improved fuel economy and lower vehicle maintenance costs.

Figure 2.8. Engine noise and rolling noise as a function of speed



Source: INRETS.

**Image 3:** Engine noise and rolling noise as a function of speed.

The reduced fuel consumption from lower speed limits can also help to contribute to the reduction in emissions that is required to help us meet transport greenhouse gas emission targets.

The Department of Transport Tourism & Sport's Design Manual for Urban Roads and Streets (DMURS) recommends that where cyclists and pedestrians are present in large numbers lower speed limits should be applied. It also recommends lower speed limits where vehicle movement priorities are low, such as on local streets.

Higher speeds can discourage pedestrians and cyclists and encourage the use of larger and heavier cars. This has wider implications for society in impairing social interaction on the street (causing isolation), effects on the balance of trade (from the import of vehicles and fuels), health issues from lack of exercise and exposure to pollution, and lack of passive supervision, allowing crime to go undetected. The objective of any safety measures should be more than to reduce the number of casualties, but also to empower vulnerable road users, especially children, disabled, and older people, so that they can be an active part of and avail of all of the facilities in their community and not be intimidated by traffic.

## **4.0 Conclusion**

The Love 30 Campaign commends Dublin City Council on its proposals to introduce additional 30 km/h speed limits and to review all speed limits in the City.

**The Love 30 Campaign urges Dublin City Council to:**

- **to introduce the additional 30 km/h speed limits set out in the proposed Phases 1 and 2 without delay;**
- **to introduce in Phase 3 a default 30 km/h speed limit throughout the City;**
- **Failing agreement on a default 30 km/h limit in Phase 3 to introduce 30 km/h speed limits in all residential estates and to implement periodic 30 km/h zones around schools and other places of assembly;**
- **ensure a safer and healthier future for the people of Dublin City and our visitors.**