

Appendix 3 - Requests for Traffic Management Measures (New Requests)

Line No.	Ward	Type of Request / Proposal	Street	Location	Details	Officer Comments
1	Kentwood	20mph speed limit	Elsley Road	Entire road	Concerns raised about the speed of vehicles using this road as a rat run between Oxford Road and Overdown Road.	<ul style="list-style-type: none"> • Comment: Should a 20mph speed limit be introduced in this road, additional roads in the area should also be assessed for inclusion so that a wider zone could be created. Any reduction in the speed limit should also be accompanied by traffic calming features, to ensure that is self enforcing. These can be unpopular with residents due to the noise they can generate but a consultation would need to take place before installation. • Casualty Data: No accidents reported in the latest 3 year period (up to April 2025) • Anticipated Costs: A high level estimate would be around £40k • Recommended Action: Retain
2	Kentwood	Pedestrian crossing	Overdown Road	Near its junction with Brooksby Road	Concerns raised about the safety of children crossing in the area whilst walking to nearby schools (Westwood Farm School, Brookfields School, Downsway School, and Denefield School). Children are crossing near the junction with Brooksby Road and a pedestrian crossing has been requested to improve safety, due to the speed and volume of cars on Overdown Road.	<ul style="list-style-type: none"> • Comment: This could be a challenging location to install a crossing due to the number of dropped kerbs. It should also be noted that the area to the west of Brooksby Road is not within the Borough, so we cannot install a crossing there. • Casualty Data: No accidents reported within the Reading Borough side in the latest 3 year period (up to April 2025) • Anticipated Costs: A high level estimate would be around £80k • Recommended Action: Retain
3	Park	Pedestrian crossing	Wokingham Road	Near the bus stop at its junction with Hamilton Road	A petition was presented to the Traffic Management Sub-Committee in June 2025, requesting a crossing be installed at this location as residents have raised concerns about crossing there, especially for the disabled, elderly and those with young children due to the high volume of traffic on the road.	<ul style="list-style-type: none"> • Comment: This is a 30mph road with two westbound traffic lanes and an eastbound lane. It is also on the red route. The width of the northern footway is a concern when designing a crossing here as it is quite narrow. The existing bus stop will likely need to be relocated to ensure good visibility of pedestrians waiting to cross. A controlled crossing here would improve accessibility and reduce risks in crossing at this location. • Casualty Data: 2 slight incidents reported in the area in the latest 3 year period (up to April 2025) but not involving pedestrians or crossing. • Anticipated Costs: A high level estimate would be around £80k • Recommended Action: Retain
4	Redlands	Pedestrian crossings x 2	Addington Road	One near the hospital/school and one to the west of its junction with Alexandra Road	Concerns have been raised about speeding on Addington Road, with a request for two pedestrian crossings (or other measures such as a speed table) to help pedestrians cross this busy area.	<ul style="list-style-type: none"> • Comment: There are existing cushions and repeater signs to support the 20mph zone in this area. Speed tables will have an impact on emergency service vehicles, but any zebra crossing would also require the removal of a significant number of parking spaces on both sides of the road (to ensure full visibility of pedestrians waiting to cross). This would affect blue badge holders and other users who are parking close to the hospital and school. • Casualty Data: 4 accidents reported in this area in the latest 3 year period of data (up to April 2025). 3 slight incidents involved pedestrians, 2 of them were crossing the road. • Anticipated Costs: A high level estimate would be around £80k per crossing. • Recommended Action: Retain