

# Vehicle-Activated Warning Sign: rural crossroads

Felthorpe, Norfolk



Location:	Felthorpe, Norfolk. National speed limit (60mph).		
Site Description:	De-restricted rural crossroads – junction of B1149 with a minor road east of Felthorpe with a speed limit of 60mph on the B road and 50mph on the minor road.		
Problems:	Collisions between turning vehicles and speeding vehicles on the major arm were the main accident problem. A previous local safety scheme, comprising visibility improvements to the north of the junction and improved static signing was completed in 1995. However, this had little effect on accidents and there were a further 7 accidents to November 1997. Vehicle-activated signs were installed in 1998 in an attempt to reduce the accidents.		
Aims:	To reduce the speeds of the fastest drivers on the approach to a dangerous junction.		
Treatment:	Vehicle-activated warning sign incorporating a red triangular warning sign with a standard crossroad symbol and 'SLOW DOWN' below the symbol. Blank when not operating.		
Implemented:	February 1998.		
Cost:	£14,000.		
Comments:	Vehicle-activated warning sign required special authorisation from DETR. The percentage of vehicles travelling over 50mph reduced on both approaches.		
Effectiveness:	Accidents (pia) Speeds (mph)		Traffic Flow
Before:	31 in 10 years	51.4 southern major arm (s) 44.3 northern major arm (n)	15976 (mean) (s) 16579 (mean) (n)
After:	0 in 3 years	45.3 southern major arm (s) 41.4 northern major arm (n)	16461 (mean) (s) 16599 (mean) (n)