

Road Safety Audit – Dynevor Street, Merthyr Tydfil

Stage: 2

Location: Dynevor Street junction with Aberdare Road,
Merthyr Tydfil

Site: Proposed illuminated advertisement screen

ATSS Ref: 241010

Client Ref:

Date: 24 October 2024



Project Details

Report Title:	Stage 2 road safety audit, Dynevor Street, Merthyr Tydfil
Date:	24 October 2024
Document reference and revision:	241010 V1
Prepared by:	Avon Traffic & Safety Services Ltd
On behalf of:	Emerge Advertising Ltd

Report Control Sheet

	Name	Position	Date
Audit requested by	Shaun Jones	Emerge Advertising Ltd	20 October 2024
Team leader	Nick Jeanes	Team Leader	
Team Member	Cath Boutwood	Team Member	
Observer			
Draft report issued by	Nick Jeanes	Team Leader	22 October 2024
Final report issued by	Nick Jeanes	Team Leader	24 October 2024
Designer's response issued by			

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1. Introduction

- 1.1 Avon Traffic & Safety Services Ltd has been commissioned by Emerge Advertising Ltd, to undertake a Stage 2 Road Safety Audit, with regard to the proposals to erect an illuminated advertising hoarding at the junction of Dynevor Street and Aberdare Road, Merthyr Tydfil. The board replaces an existing traditional advertising hoarding of the same size and in the same location. The proposed board will display static images changing approximately every 10 seconds.
- 1.2 The RSA Brief was supplied by Emerge Advertising Ltd and accepted by the Audit Team. The Brief and Audit Team were approved by Shaun Jones, Emerge Advertising Ltd.
- 1.3 Dynevor Street is an unclassified road in the Georgetown area of Merthyr Tydfil, a short distance to the west of the town centre. The road displays an urban nature, with footways on both sides, a full system of street lighting, and a 30mph speed limit. The road runs generally north-south, and Aberdare Road, which is similar in character, makes a junction on the west side of Dynevor Street, with the priority to the latter. The existing advertising hoarding is sited to the north west side of the junction, where it is visible to drivers travelling north on Dynevor Street, and those turning left into Aberdare Road. It is not visible to southbound drivers, or those turning right into Aberdare Road, and is only peripherally visible to those turning out of Aberdare Road in either direction.
- 1.4 The audit team members are:

Nick Jeanes	–	Team Leader
Cath Boutwood	–	Team Member
- 1.5 The audit took place during October 2024 and comprised of an examination of the documents/plans listed in Appendix A. The auditors visited site together between 17.15 and 17.45 on Monday 21 October when the weather conditions were dry and sunny with a dry road surface. Vehicle flows were moderate and speeds appeared commensurate with the speed limit. No pedestrians or cyclists were observed.
- 1.6 Data from Crashmap.org show that there have been 3 reported collisions involving injury, in the 5 years 2018-2022 inclusive, at the junction of Dynevor Street and Aberdare Road. The first occurred in February 2018, involved 3 cars, and resulted in a slight injury. The second occurred in August 2020 and involved 2 cars (one turning right) and resulted in a slight injury. The third occurred in October 2021 and involved a car turning right striking a pedestrian, resulting in a slight injury.
- 1.7 No existing vehicle flows or speed data have been supplied.
- 1.8 The audit team have not been made aware of any departures from standards or relaxations in relation to the proposed scheme.
- 1.9 The audit was carried out under the terms and conditions of DMRB GG 119. The team examined and reported only on the road safety implications of the scheme as presented and has not examined or verified the compliance of the design with any other criteria. However, reference may be made to National/Local Guidance in order to verify a point.

1.10 Documents and drawings examined in this safety audit are listed at Appendix A.

1.11 General views of site



Views looking north on Dynevor Street, showing the existing hoarding which will be replaced by the illuminated board



View looking south on Dynevor Street, with Aberdare Road on the right. The new screen will be to the right, and not in the eyeline of a driver going ahead, or turning right



View approaching the junction on Aberdare Road. The screen will not be visible at this point



Views to left and right for a driver waiting at the give way line. The screen will be visible, but unlikely to be a distraction as the driver will be focussing on Dynevor Street for approaching vehicles

2. Safety Issues Raised in this Stage 2 Road Safety Audit.

2.1 No road safety issues were identified during the audit

3. Audit Team Statement

We certify that this audit has been carried out in accordance with DMRB GG 119

Audit Team Leader:

Name: Nick Jeanes MCIHT; MSoRSA; NH Cert. Comp.
Director



Signed:

Date: 24/10/2024

Audit Team Member:

Name: Cath Boutwood MCIHT; MSoRSA
Senior Auditor



Signed:

Date: 24/10/2024

Appendix A: Information Utilised in this Stage 2 Road Safety Audit

Drawings:

Billboard elevations pdf

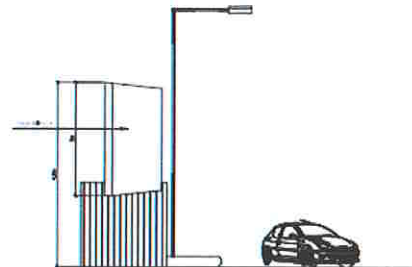
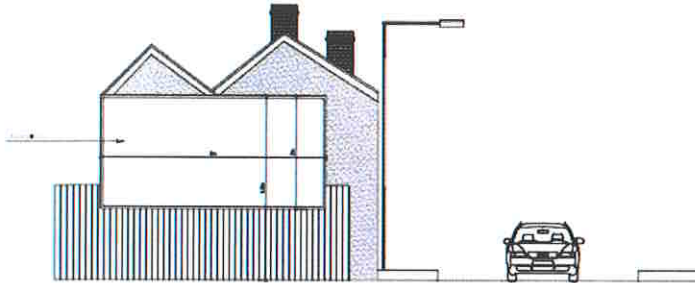
Merthyr Billboard Cover Letter

Pre application supporting information - Merthyr Tydfil

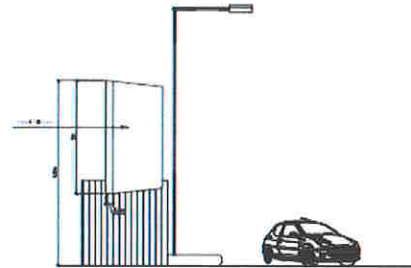
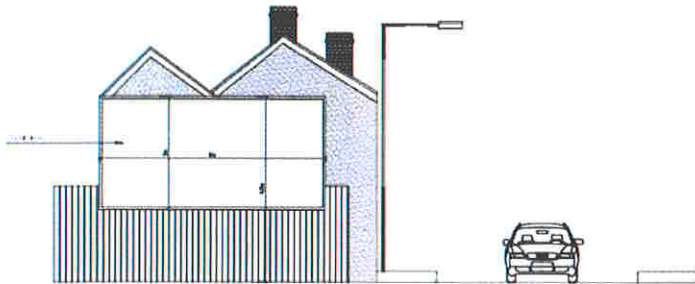
Casualty reports from Crashmap.org

Appendix B: Proposal

EXISTING ELEVATIONS



PROPOSED ELEVATIONS



Appendix C – Site location plan

