

Cobham Drive Speed Limit Reduction

Insights Report – May 2025

Hamilton City Council
Te kaunihera o Kirikiriroa

Summary

The aim of this consultation was to seek community feedback on reducing the speed limit on a section of Cobham Drive for safety, between the intersection of Normandy Avenue and Tristram Street, from 80km/h to 60km/h.

- Engagement from 17 March - 30 April 2025
- We heard from 1613 individuals
- We heard from 8 groups, businesses or organisations
- Feedback was mostly captured through an online survey
- We used a Waikato Times print advert, social media, Antenno, and VMS boards (digital signs on the side of the road) on Cobham Drive to reach the community. Key stakeholders were also contacted.



Background

- We previously consulted with the community and reduced the speed limit from 80km/h to 60km/h in 2023 as part of the Hamilton City 2023 Speed Management plan.
- This section of Cobham Drive is a busy road which connects the central city and Hamilton south. An average of 23,000 vehicles use this road every day, and it provides access to key destinations such as Hamilton Gardens, Waikato Hospital and PAK'nSAVE.
- Central Government introduced a new speed limits rule, The Land Transport Rule: Setting of Speed Limits 2024, which requires all Councils to review speed limits changed since 31 December 2019 and reverse any that resulted in a decreased speed limit on certain types of roads.
- Council is proposing to keep the 60km/h speed limit as the lower limit supports the safety of all road users. Crash data shows a 70% decrease since the speed limit was lowered in June 2023.
- To keep the lower speed limit, Council must consult with the community and then apply to NZ Transport Agency for approval.

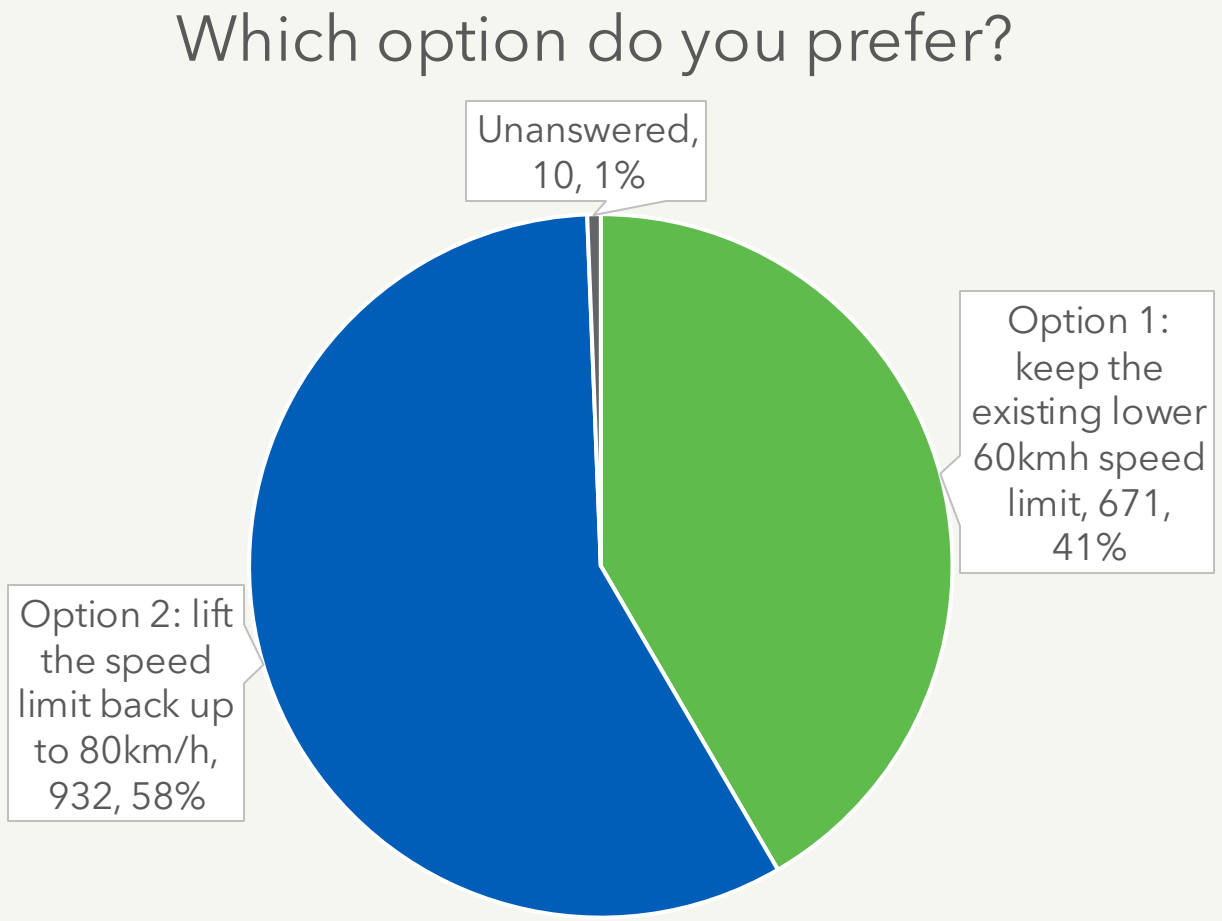
Processing the feedback

- Any emails or hardcopies were entered into our online survey tool.
- Duplicate responses were combined when name and email matched.
- Any attachments were manually checked.
- Data was split into two categories: individuals and groups/organisations/businesses.
- Anyone who didn't declare their response as personal or from a group, organisation or business was considered as an individual's response.
- Counts and percentages were calculated using Microsoft Excel.
- Initial theming of comments was conducted using Microsoft CoPilot. Every 10th response was then manually coded, cross-referenced and themes were updated, as necessary.
- Using AI tools such as CoPilot allows for quicker reporting times.

What does the community say?

Just over half of the 1613 individual respondents would prefer to see the speed limit raised back to 80km/h

Most people who did not choose an option (n = 10), displayed on the graph as 'unanswered' provided comments that they would prefer 70km/h



Key themes from Option 1 supporters

Option 1: Keep the existing lower 60km/h speed limit

Of the 671 Option 1 supports, 619 (92%) left comments

Respondents supported the proposal to keep the lower limit because they:

- Believe that reducing the speed would make travel along this route safer in general.
- Believe that features of the road mean a lower speed is warranted such as blind corners and merging lanes north into the central city and south off Anzac Parade and Hillsborough Terrace.
- Believe an 80km/h speed limit would not significantly impact travel times or be 'worth it'.

Key themes from Option 2 supporters

Option 2: Lift the speed limit back up to 80km/h

Of the 932 Option 2 supporters, 762 (82%) left comments

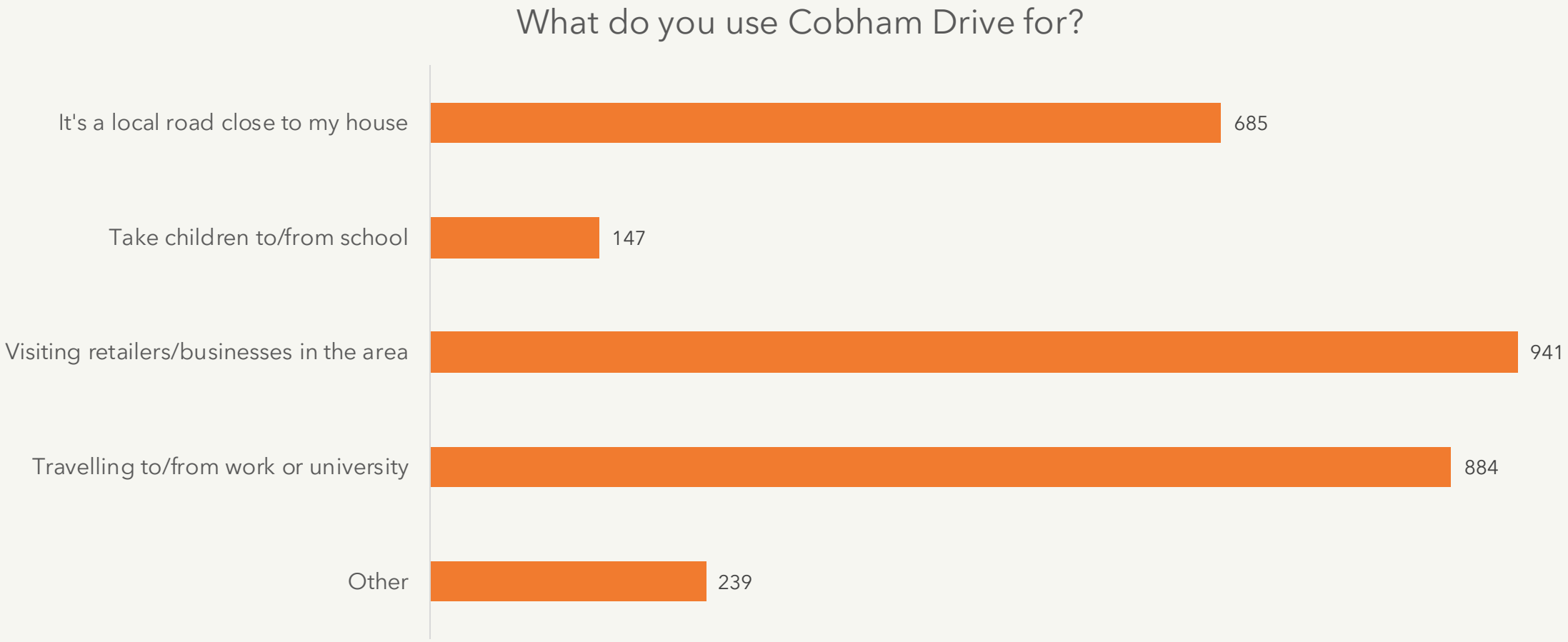
Respondents wanted to lift the speed limit back to 80km/h because they:

- State many drive at 80km/h anyway so it should be lifted back to reflect current behaviou;
- Think 80km/h would improve traffic flow and reduce travel times.
- Believe 80km/h is appropriate for the road type/use and design (e.g. main route, median, safe pathway for pedestrians/cyclists and no houses nearby).

Key findings

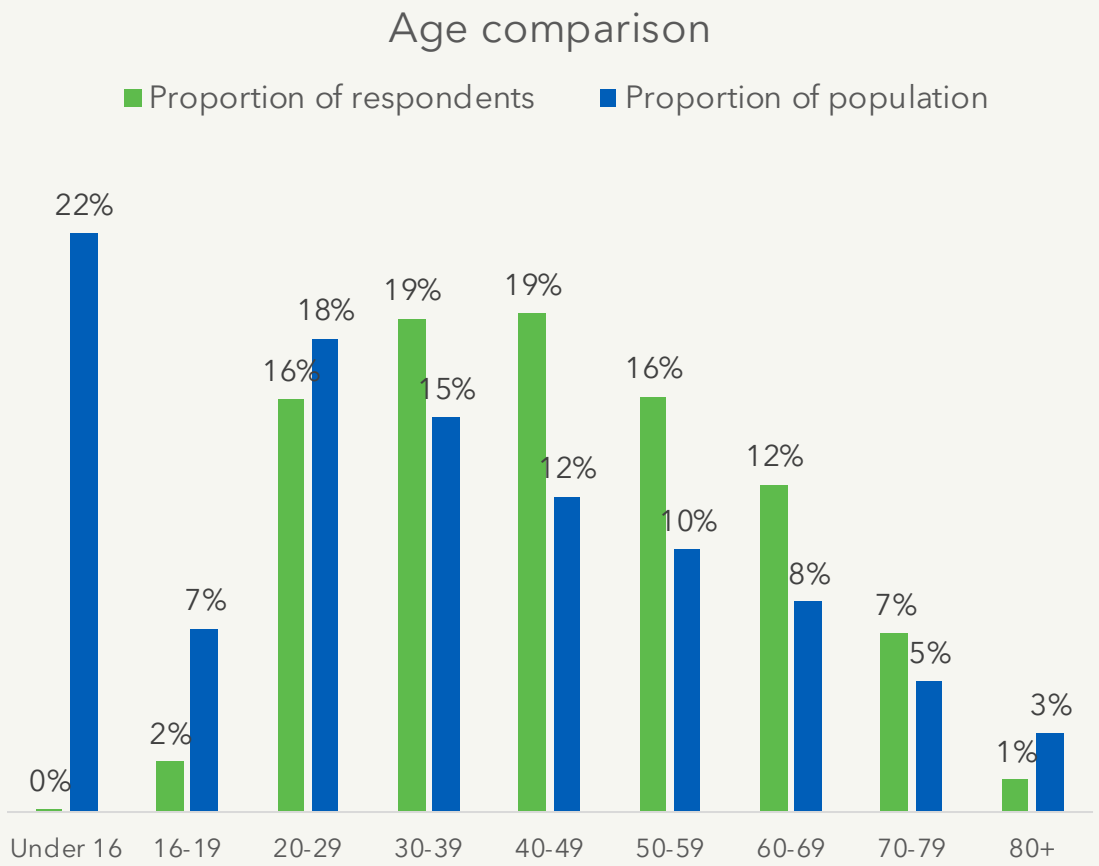
- More people supported lifting the speed limit from the existing 60km/h to 80km/h (58%).
- Individuals who supported retaining the 60km/h speed limit were more likely to provide a reason as to their preference (92% compared to 82% of those who would like to see the speed limit increased).
- The key themes for individuals who supported increasing the speed limit believed an increased speed would align with current behaviour, improve flow and was appropriate for the road use, location and design.
- The key themes for individuals who suggested the current 60km/h be retained believed it would be safer, the road had specific features that warranted a lower limit and any change would be unlikely to significantly benefit drivers.

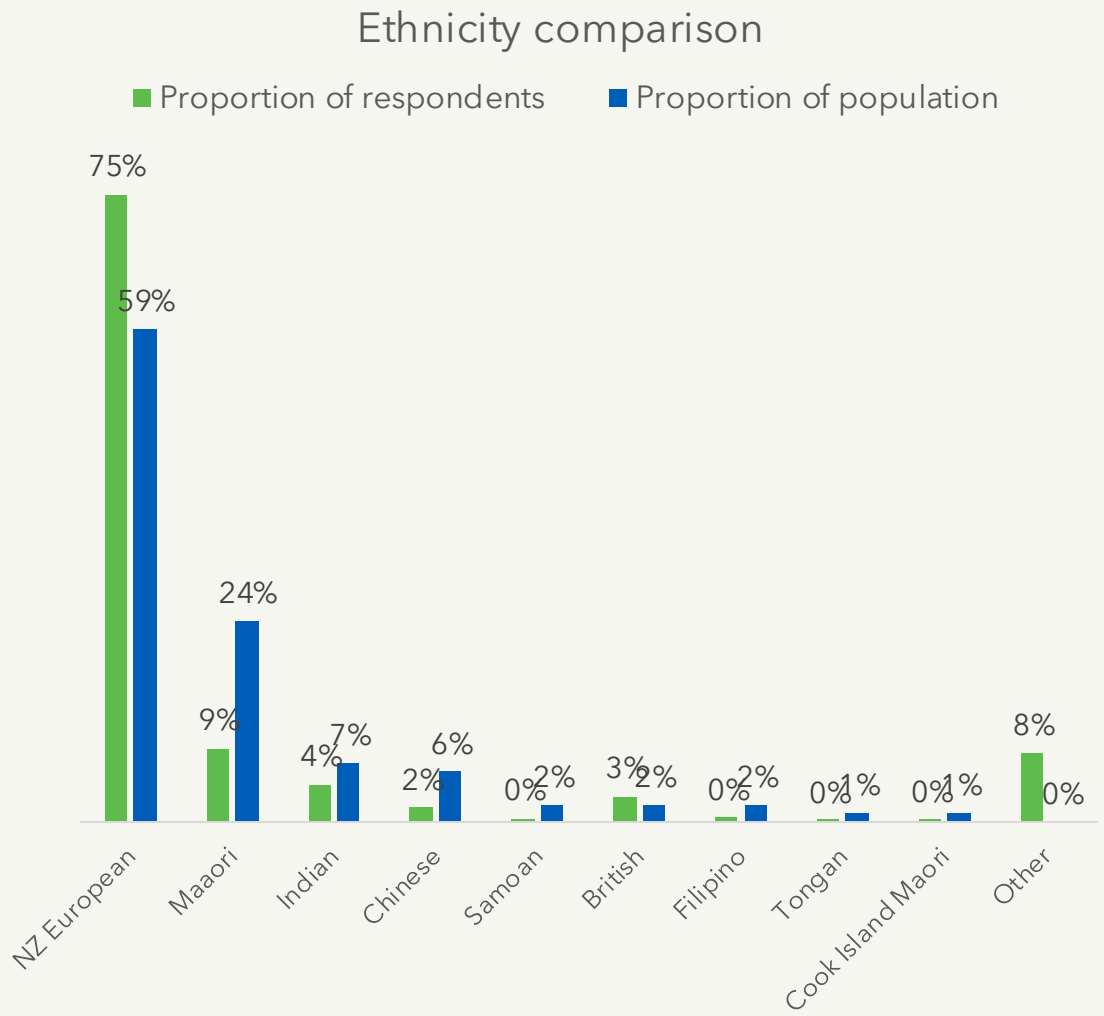
About the respondents



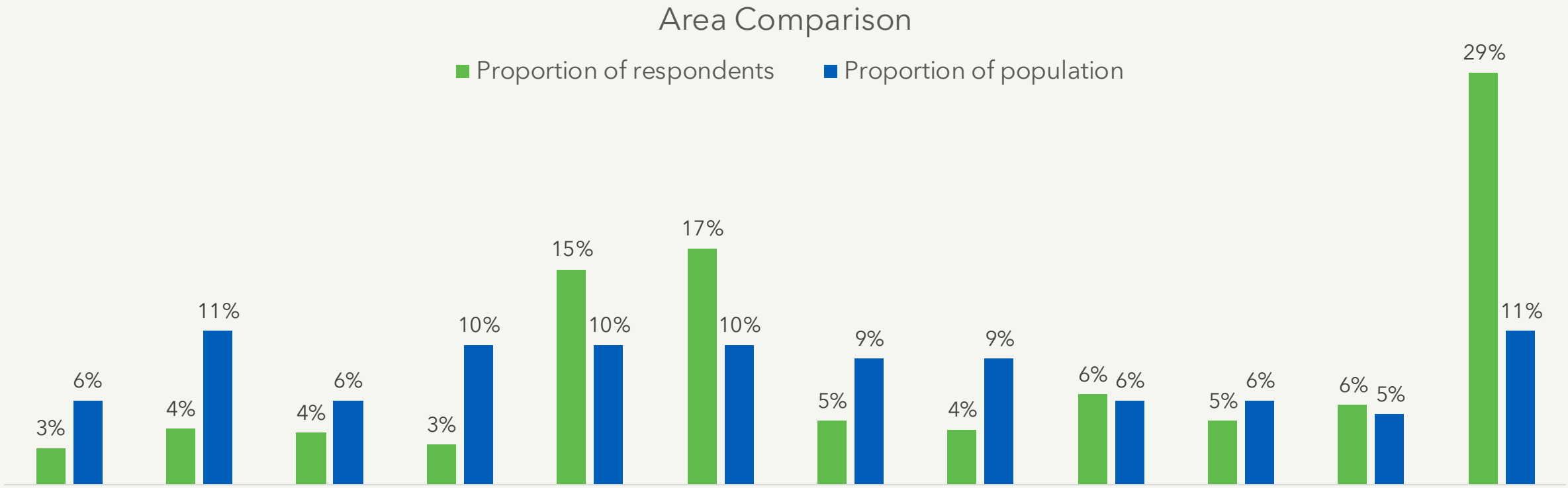
Note. Respondents could select multiple uses of Cobham Drive.

About the respondents





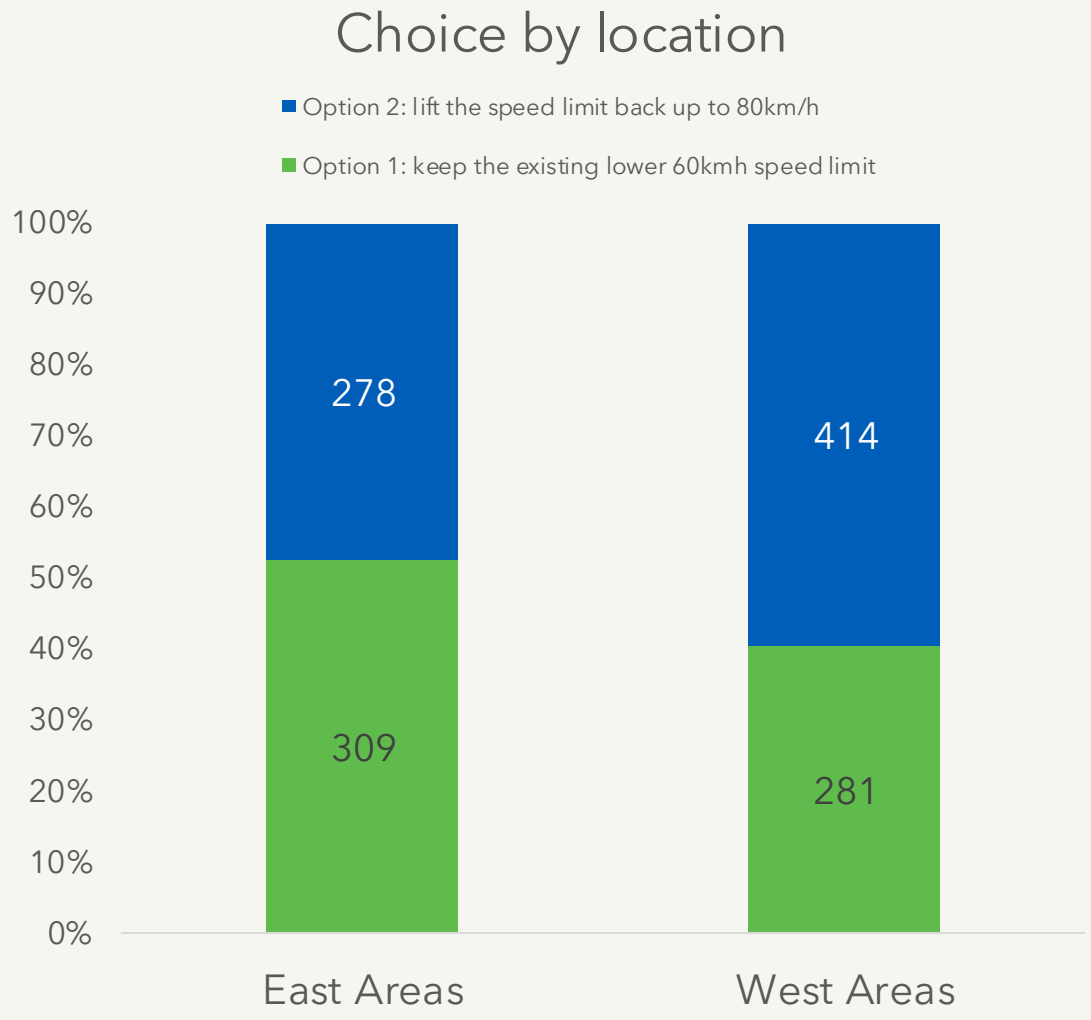
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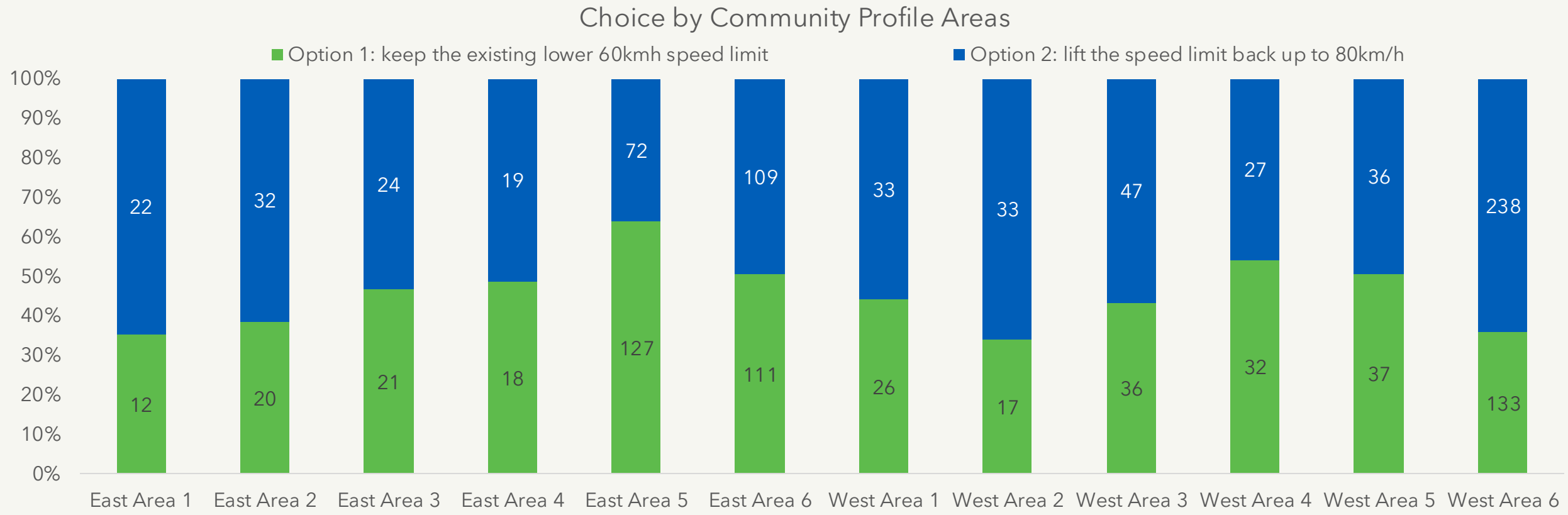
East Area 1	Flagstaff	West Area 1	Avalon, Beerescourt, Forest Lake, Pukete, St Andrews, Te Rapa
East Area 2	Callum Brae, Huntington, Rototuna, Rototuna North	West Area 2	Crawshaw, Grandview Heights, Nawton, Rotokauri, Western Heights
East Area 3	Chartwell, Chedworth, Harrowfield, Queenwood	West Area 3	Aberdeen, Dinsdale, Temple view
East Area 4	Enderley, Fairfield, Fairview Downs	West Area 4	Frankton, Maeroa, Swarbrick
East Area 5	Claudelands, Hamilton East, Peachgrove	West Area 5	Hamilton Central, Hamilton Lake, Hospital, Whitiora
East Area 6	Hillcrest, Ruakura, Riverlea, Silverdale	West Area 6	Bader, Deanwell, Fitzroy, Glenview, Melville, Peacocke

About the respondents

- More residents from western suburbs submitted on the consultation with 23% of all individual respondents indicating they are from West Area 6 (Bader, Melville, Peacocke, Fitzroy, Glenview, Deanwell)
- Respondents from the eastern suburbs were more evenly split between option 1 and option 2 with 53% indicating a preference for option 1: keeping the existing lower speed limit
- Respondents from the western suburbs indicated a clear preference for option 2 with 60% of respondents preferring the option of increasing the speed limit from 60km/h to 80km/h



About the respondents



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East Area 6	Hillcrest, Ruakura, Riverlea, Silverdale	West Area 6	Bader, Deanwell, Fitzroy, Glenview, Melville, Peacocke

Key findings about the community

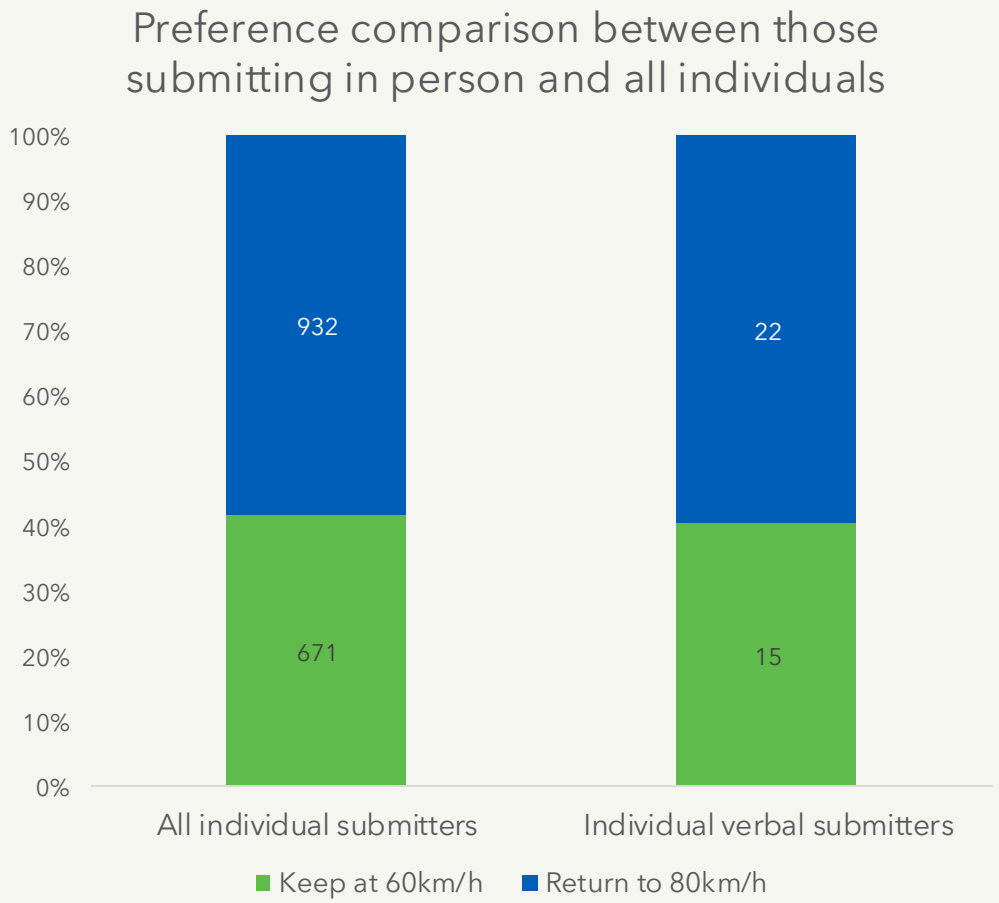
- Visiting retailers/businesses was the most common reason for travelling along Cobham Drive (reported by 941 respondents), closely followed by travelling to work or university (884 respondents) and it being a local road (685 respondents).
- 81% of individual respondents indicated they were from Hamilton through identifying what suburb they were from.
- A higher proportion of respondents lived in the southern areas of the city – with the most coming from the West Area 6 area which includes suburbs such as Bader, Melville, Fitzroy, Glenview, Deanwell and Peacocke.
- Respondents in the Eastern suburbs were more evenly split between the two options, whereas the West favoured the higher speed limit option.

Responses from groups, organisations and businesses

- We heard from 8 groups, organisations or businesses
- Seven groups were supportive of retaining the lower speed limit of 60km/h
  - Living Streets Kirikiriroa, Bike Waikato, Sharp Planning Solutions Ltd, Bike ACTION Hamilton, Ngaati Wairere, New Zealand Police and NZ Automobile Association (Waikato District)
- One did not provide a clear choice but comments indicated a preference for 80km/h
  - Ross Pumps

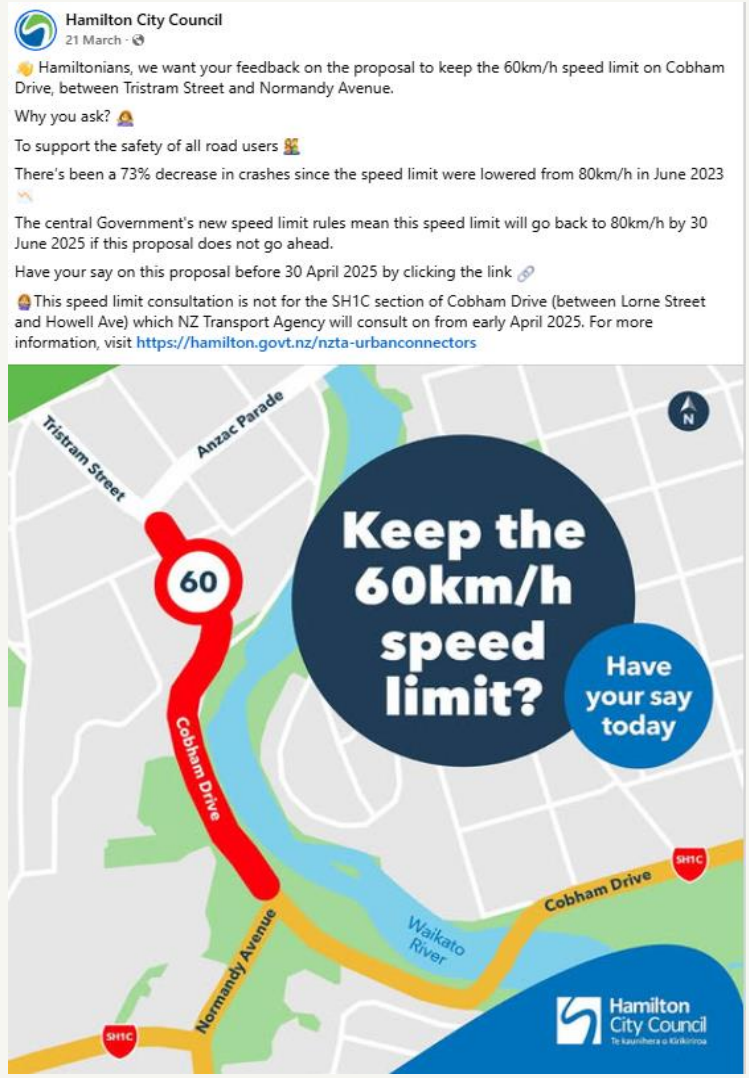
Verbal submitters

- 35 individuals indicated they would like to speak directly to Councillors.
- Just under 3 in 5 submitters wanted to see the speed limit returned to 80km/h.
- The preference from those who indicated they would like to speak to their submission was representative of all submitters.
- Two groups indicated they would like to speak directly to Councillors.
- Of the two representatives from groups, one was supportive of keeping the reduced speed limit and one did not provide a clear choice, but comments indicated a preference for 80km/h.



Themes from social media

- We received
  - 150 comments on Facebook
  - 6 comments on Instagram
  - 11 comments on LinkedIn
- Majority of the comments across all three platforms supported increasing the speed to 80km/h
  - Many drive at 80km/h so it should be lifted to reflect current behaviour
  - Believe it should not have been reduced in the first place
  - Questioning how genuine Council's consultation is and its decision-making processes



What's next?

Findings will be presented at the Traffic, Speed Limit and Road Closure Hearings Panel on 21 May 2025 where a decision will be made.

A formal application will then be made to NZ Transport Agency Waka Kotahi for approval of the proposed speed limit change.

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