



South Fulham Traffic,
Congestion and Pollution
Reduction Scheme

**Townmead and Imperial
Roads**


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Road user hierarchy – policy objectives

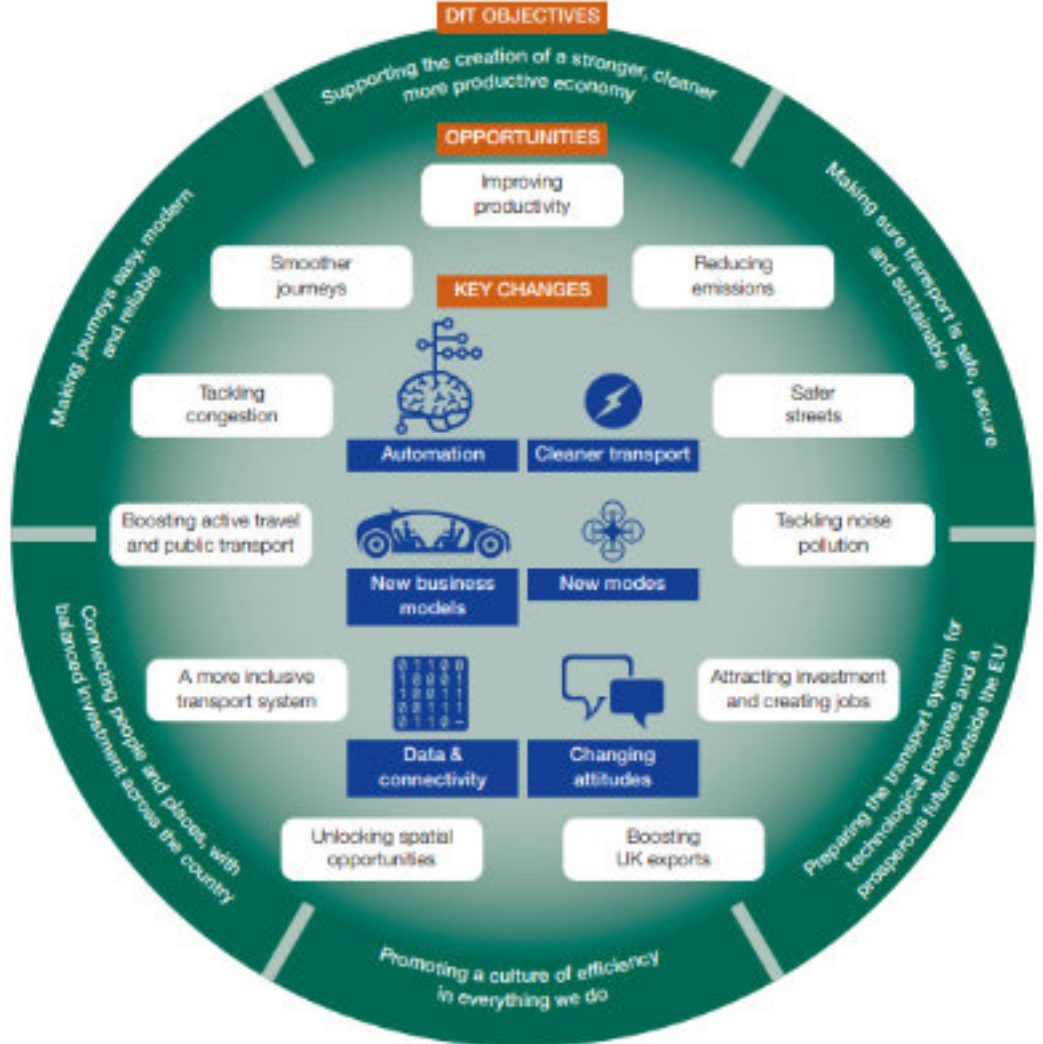
Any change to road usage is assessed against Council’s, London Mayor’s and the Government’s transport strategies for its impact on road users.

Consider first



Consider last

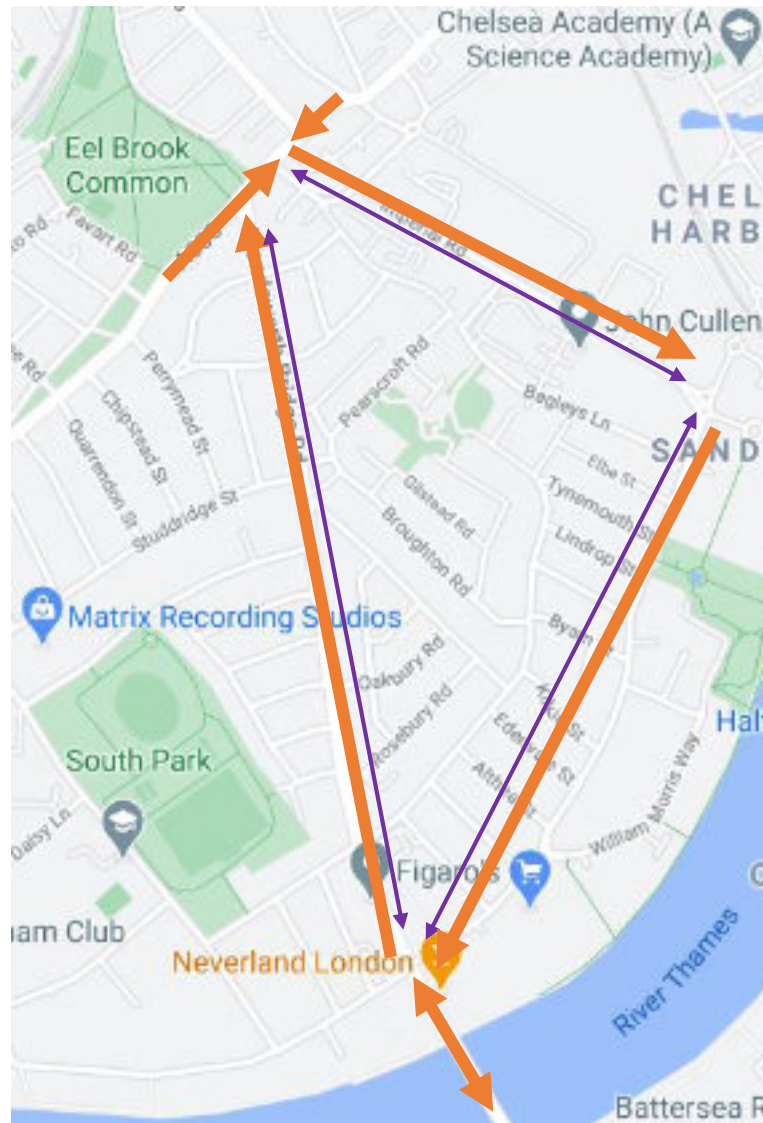
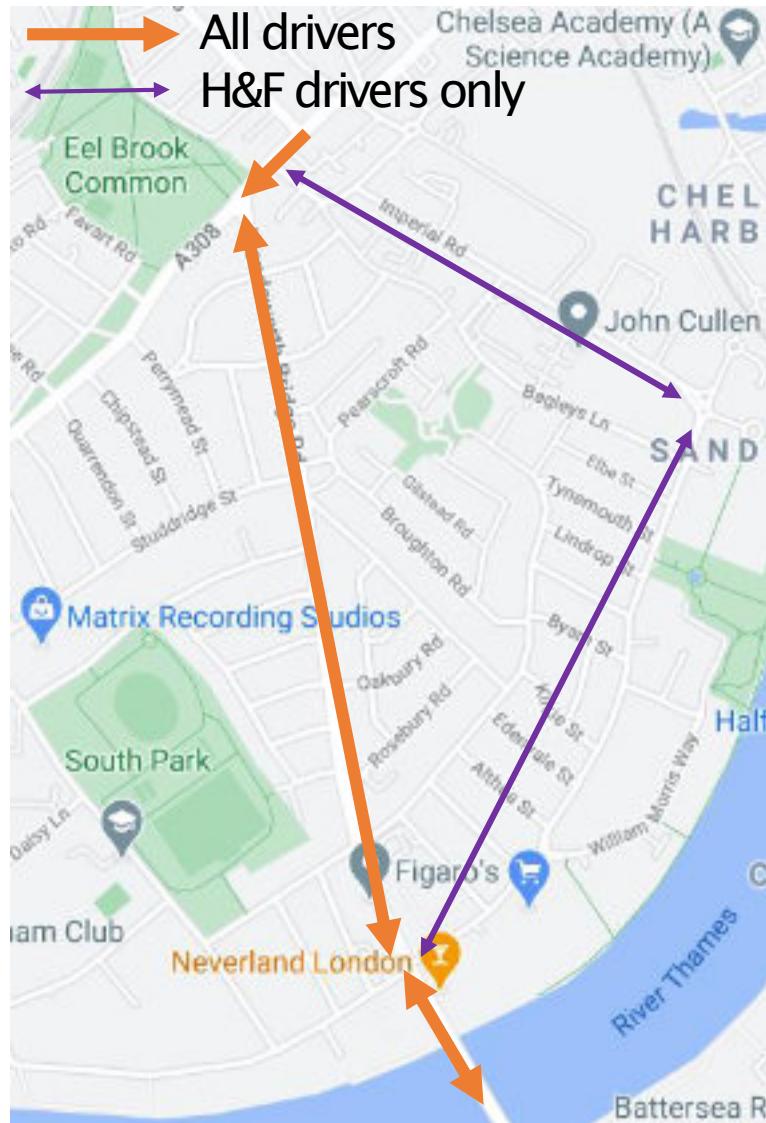
- Pedestrians
- Cyclists
- Public transport users
- Specialist service vehicles
- Freight transport
- Other motor vehicles



Scheme objectives

- ✓ Reduce traffic across south Fulham
- ✓ Make roads safer for pedestrians and cyclists
- ✓ Remove through traffic from side roads, stop rat running
- ✓ Improve air quality, cut congestion
- ✓ Enhance Wandsworth Bridge Road (“WBR”) as a place to live, work and visit
- ✓ Support local businesses
- ✓ Ensure public transport runs smoothly

Open Imperial and Townmead Roads ?



At the moment, Imperial and Townmead Roads are open only for H&F drivers.

WBRA proposal is to:

- Open the two roads **Southbound to out-of-borough drivers**. H&F drivers can still use both directions
- Make Wandsworth Bridge Road **Northbound to out of borough drivers**. H&F drivers can still use both directions

Will create one-waycouplets—two parallel streets taking one-way traffic in opposite directions.

Pros and cons of one-way couplets

Pros

- More drivers can move through a corridor with less delay
- Increases road capacity
- Faster traffic as no oncoming drivers
- No oncoming drivers turning right and slowing down traffic reduces need for stopping on route
- Fewer vehicle-to-vehicle accidents
- Moves either the AM or PM peak to other route

Cons

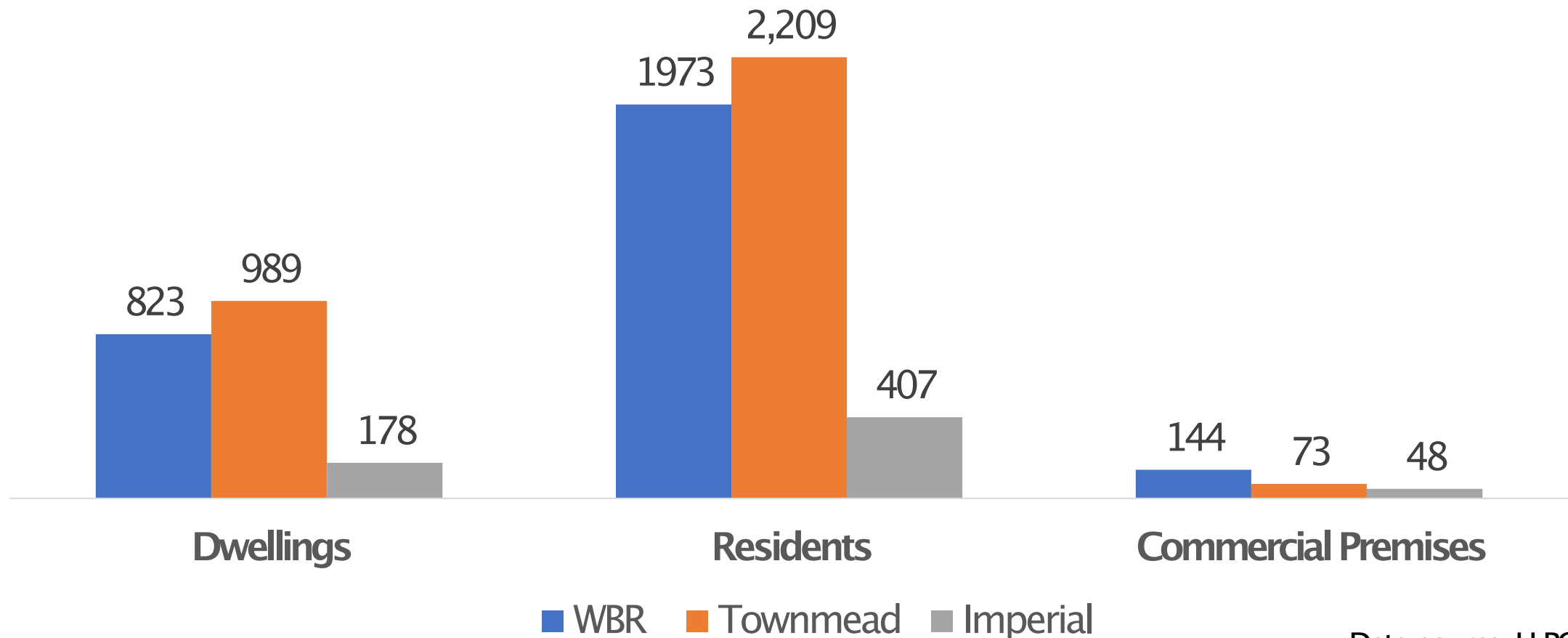
- Increases vehicles on road – ‘latent demand’ absorbs additional capacity
- Increases drivers’ speed
- More vehicle-to-pedestrian/cyclist accidents
- Creates new ‘cut through’ routes
- Isolates inner streets, surrounding them with traffic
- Means extended journeys with the need to ‘go the long way around’
- Reduces visibility and accessibility to retail businesses

One-way couplets are more car focused, less community focused

Considerations

1. Demographics– Relative populations on the two routes

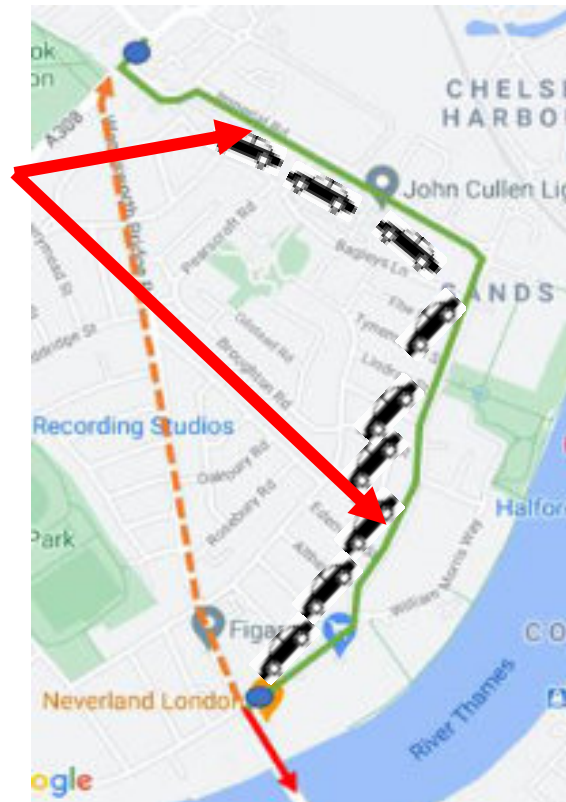
42% more residences on Townmead and Imperial Roads than on WBR



Considerations

2. Junctions control capacity

Green lights are prioritised for major roads



WBR SB Route

Entry **640**cars per hour

Exit **720**cars per hour

1.25 exit to entry ratio

Townmead/Imperial SB Route

Entry **700**cars per hour

(left and right turn from NKR)

Exit **280**cars per hour

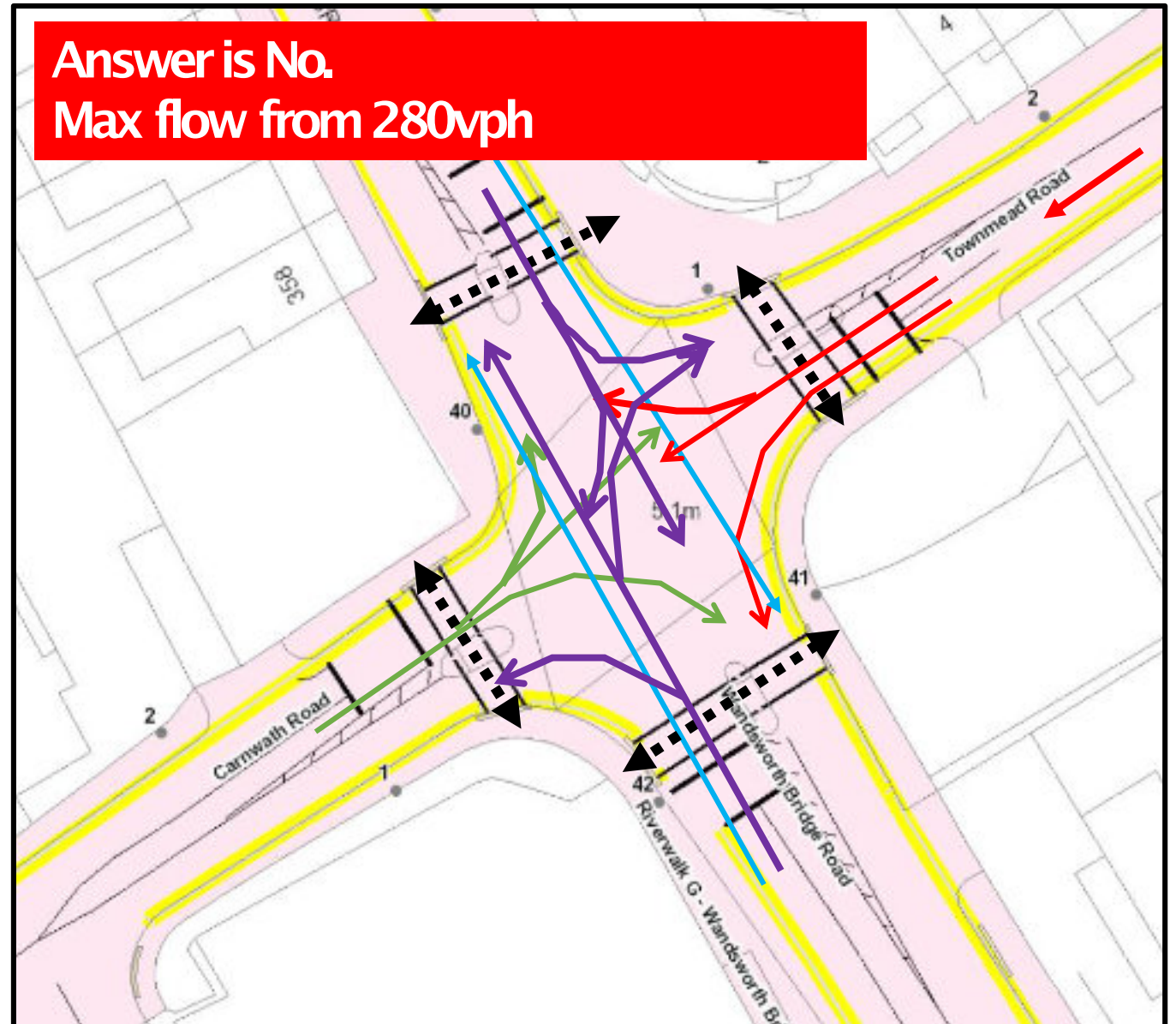
0.4 exit to entry ratio = queues

WBR route has 2.5 times capacity of Townmead

Considerations

3. Can the tap be left open?

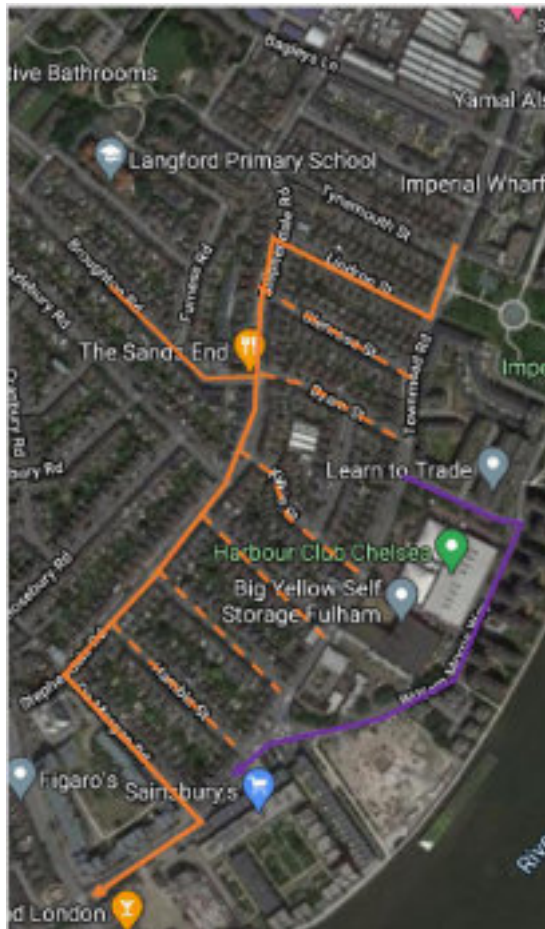
- Not possible to install safe pedestrian crossings
- Will increase risk of accidents
- Road width is inadequate to safely split the traffic movements on Townmead Road
- Greater demand for right turn into WBR block left turn traffic
- Turning traffic is slower to go through lights than straight ahead
- With the same green time WBR will flow more cars than Townmead



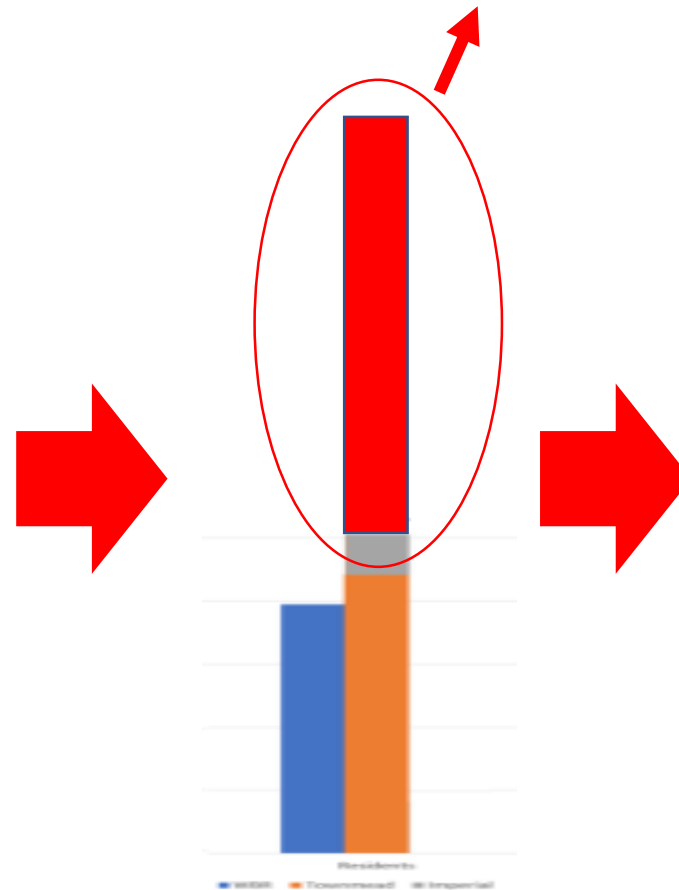
Considerations

4. New road usage

New rat runs will be created



Additional residents will be affected



Roads which will see additional traffic:

- Bagleys Lane
- Broughton Road
- Byram Street
- De Morgan Road
- Lindrop Street
- Pearscroft Rd
- Stephendale Road
- William Morris Way

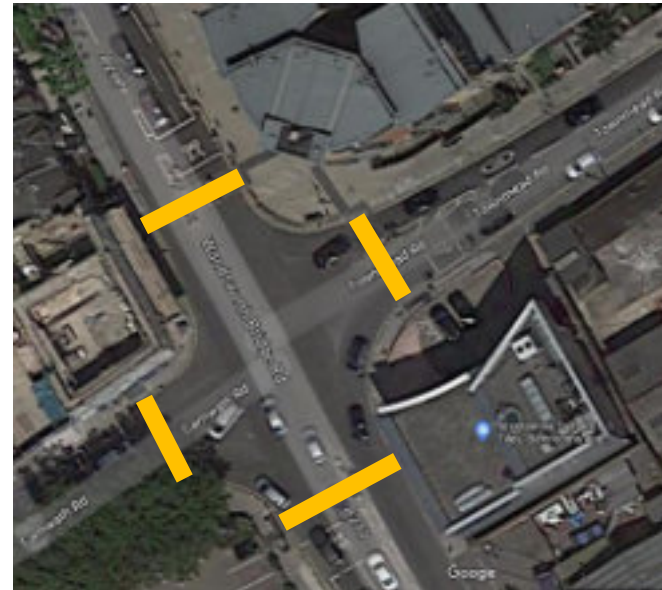
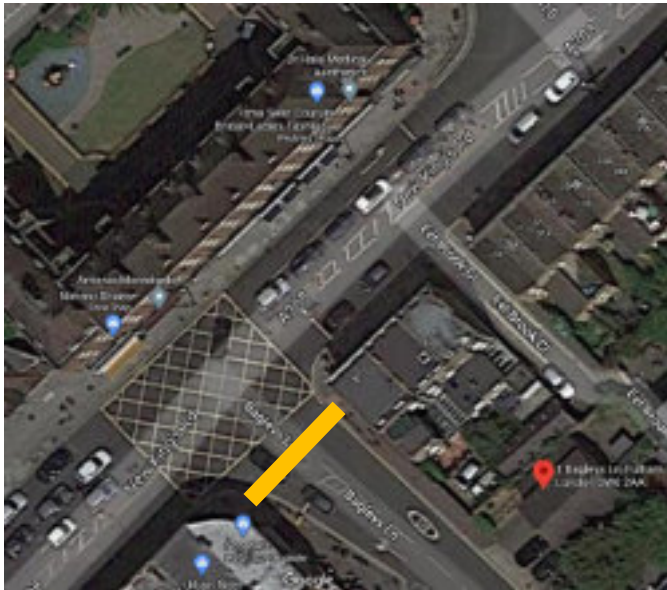
Most severely impacted:

- De Morgan Rd/ Lindrop St
- Stephendale Rd
- William Morris Way

Considerations

5. Pedestrian safety

- Safe pedestrian crossings Townmead/Carnwarth and Bagleys have long been requested but will only be possible to install them now due to reduced traffic in the east and planned reduction in the west.



Considerations

6. Pollution

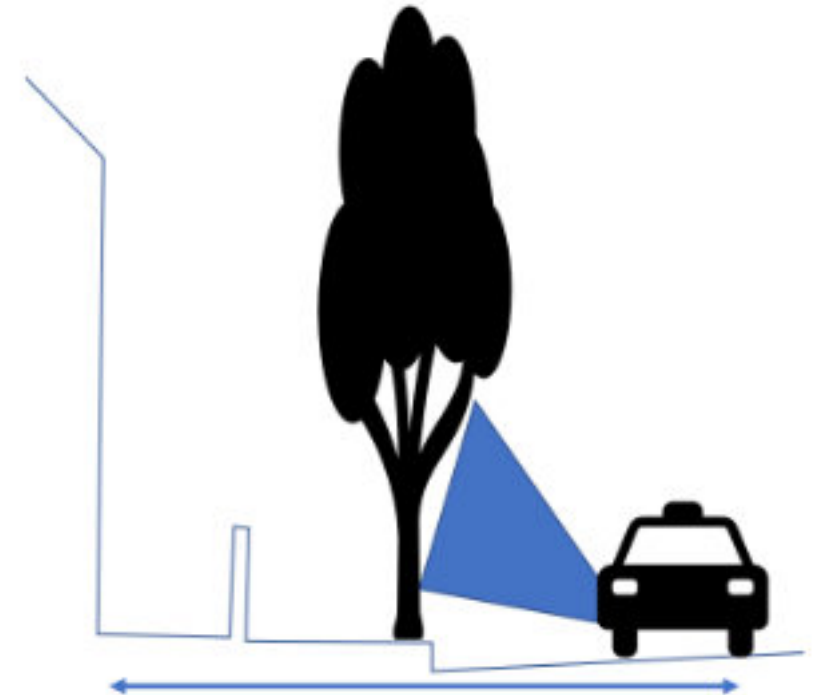
- Road width, congestion level and tree numbers affect pollution levels for pedestrians and residents.
- For the same traffic exposure, pollution at the front of houses will be **twice** as concentrated on Townmead Rd as on WBR
- New cut throughs generated would increase the number of residents exposed to traffic pollution than just those on Townmead Rd

Width

- Pollution is worse in narrower roads
- WBR is 1.3x wider than Townmead Rd

Tree numbers

- **Townmead Road** has **2 trees** (1 per 1,104 residents) – 22 on whole route
- **WBR** has **101 trees** (1 per 20 residents)

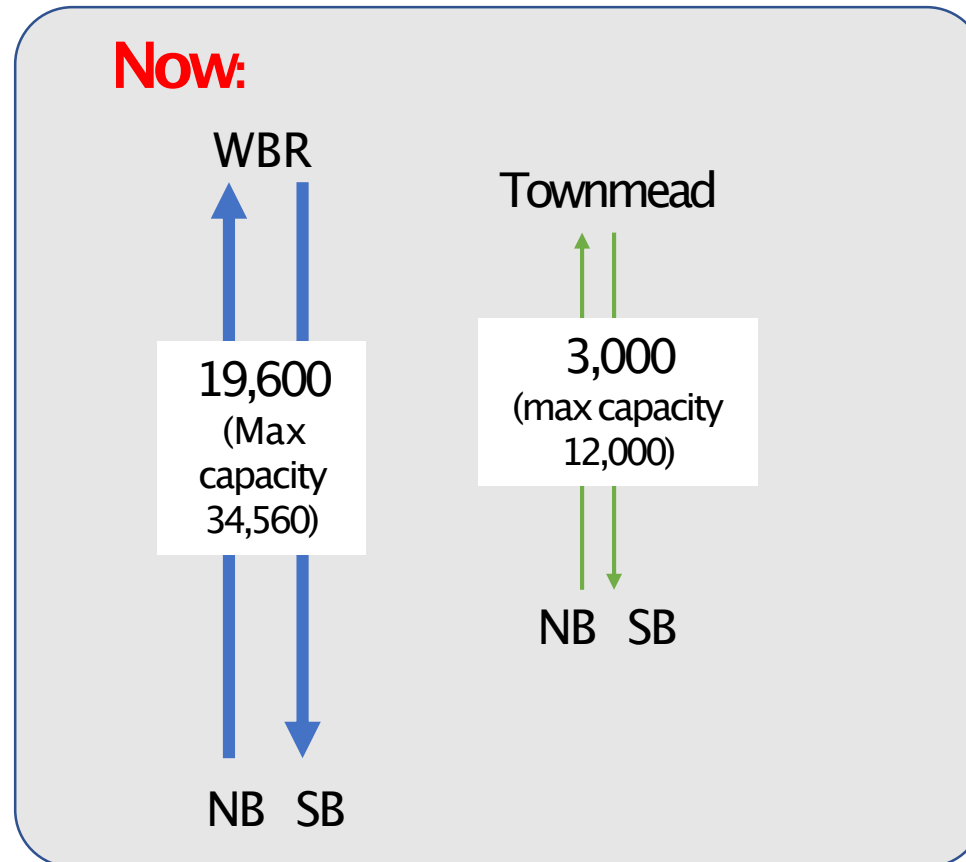


Distance from road centre to front of houses:

- Townmead Road 7.2m
- WBR 9.8m

Considerations

7. $1+1 \neq 2$ Splitting a route does not halve the traffic or congestion

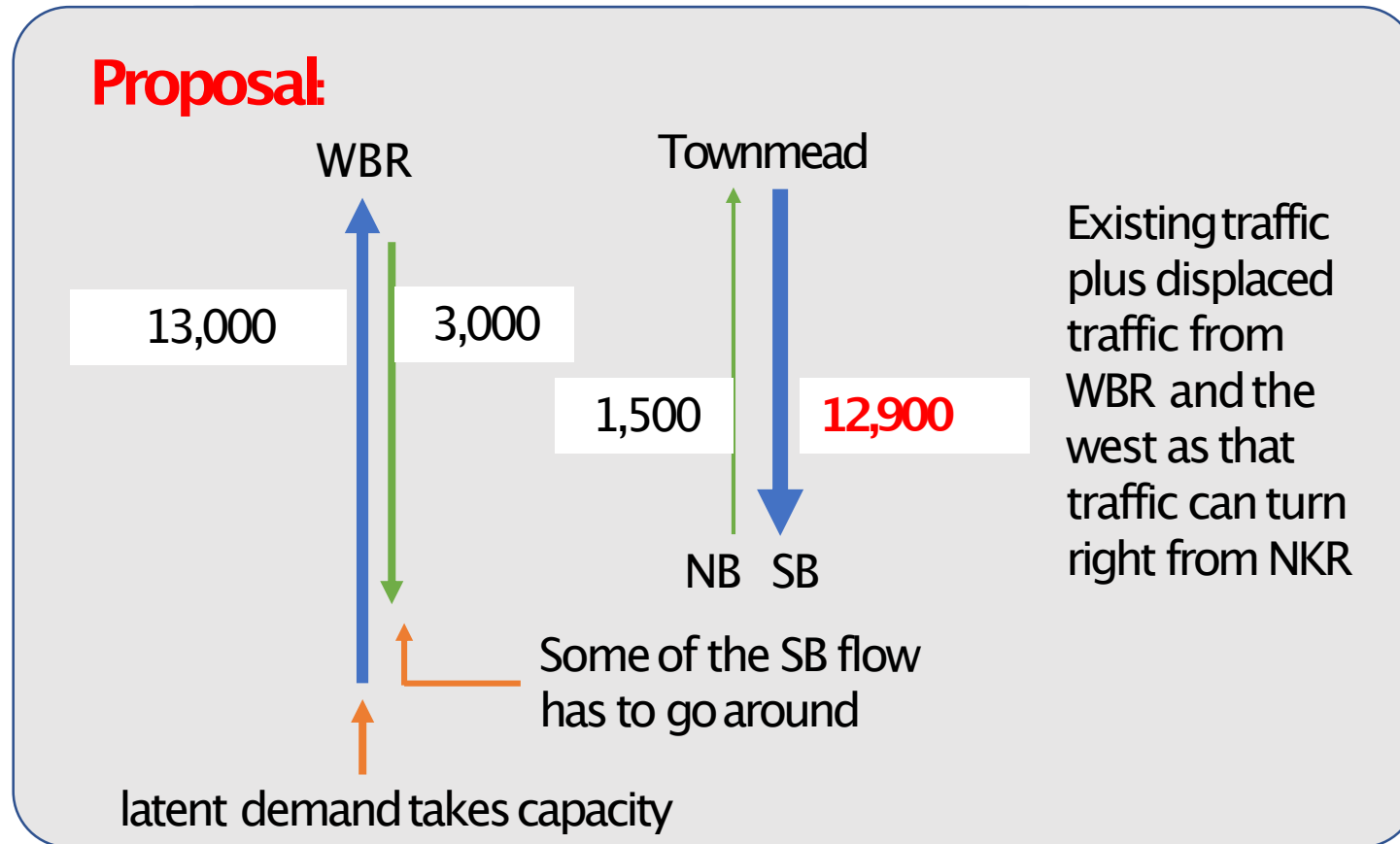


Data: traffic counts and
Estimated flows
based on
origin/destination
data by Inrix

Considerations

7. 1+1≠2 Splitting a route does not halve the traffic or congestion

Both roads will be at capacity for longer periods – more queuing



28% increase in traffic

30% reduction on WBR, not 50%

Data: traffic counts and
Estimated flows
based on
origin/destination
data by Inrix

Summary and other considerations

Summary

1. **Demographics**– 1,000s more residents impacted
2. **Junctions control capacity**– WBR better at handling the traffic flow
3. **Can the tap be left open**– No, any capacity increase is not enough to prevent queuing
4. **New road usage**– New rat runs, with Stephendale, De Morgan and William Morris severely affected
5. **Pedestrian safety**– Increase risk will require pedestrian lights/zebra crossings at Bagleys Lane/Townmead
6. **Pollution**– Narrowness of Townmead Road will materially increase pollution concentration for those residents
7. **1+1≠2**– Splitting the northbound and southbound does not halve the traffic. Excess traffic demand will simply absorb increase in capacity

Other considerations

- Daily 28 refuse lorries from rubbish depot would be re-routed in residential streets
- Tailbacks would affect access to Sainsbury
- Complicates deliveries to businesses
- Buses 306, C3, 424 would experience longer journeys
- Multimillion pound infrastructure works required at six key junctions and take 3–5 years to implement
- Road user hierarchy and boroughwide transport objectives
- Approvals and collaboration with TFL required for any key change to the A-roads or buses, which takes a long time. If they do not agree, the council cannot implement.
- Matchday coach parking relocation from Imperial Road required.
- Flow control measures proposed for WBR do not work for Townmead.

Scheme Objectives – Are they met?

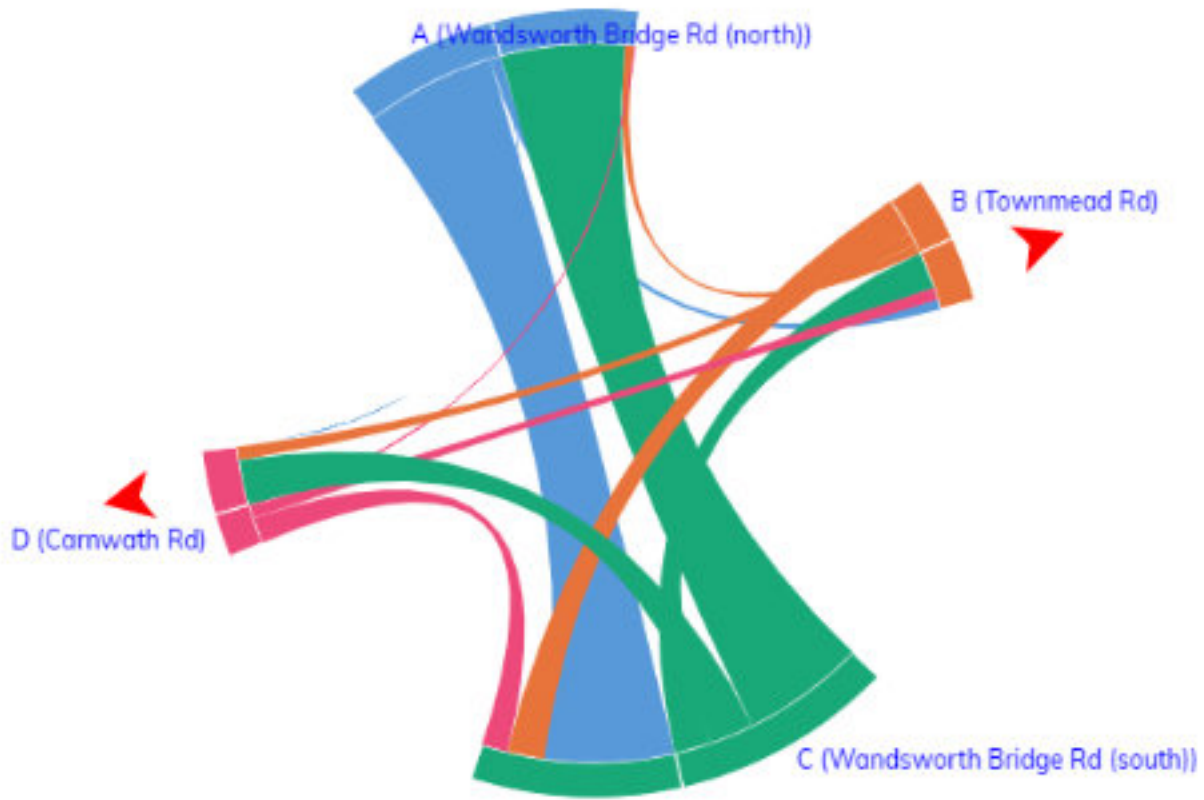
Local residents taking control of their streets to:

- ✓ ✗ Reduce traffic across south Fulham
- ✓ ✗ Make roads safer for pedestrians and cyclists
- ✓ ✗ Remove through traffic from side roads
- ✓ ✗ Improve air quality
- ✓ ✗ Enhance Wandsworth Bridge Road (“WBR”) as a place to live, work and visit
- ✓ ✗ Support local businesses
- ✓ ✗ Ensure public transport runs smoothly

Appendices

Junction data

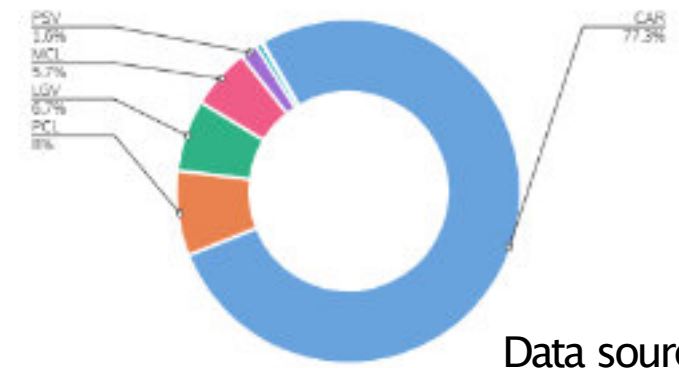
WBR/ Townmead Rd 7am–7pm
(70% of total volume)



	A	B	C	D
A	0	513	6515	39
B	462	0	1835	669
C	6152	1836	2	2232
D	100	602	1300	0

CAR
 LGV
 OGV1
 OGV2
 PSV
 MCL
 PCL
 ALL

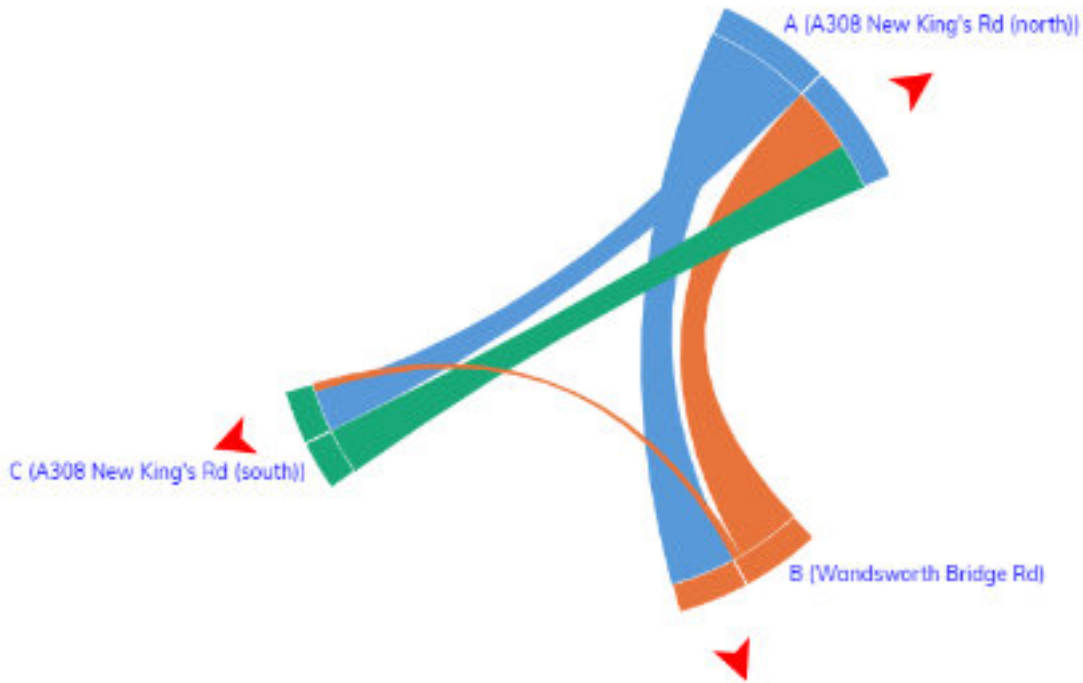
	A	B	C	D
A	0	16	159	2
B	14	0	65	1
C	170	81	0	1
D	0	0	2	0



Data source: video analytics Nov 2020

Junction data

WBR/ NKR 7am–7pm
(70% of total volume)

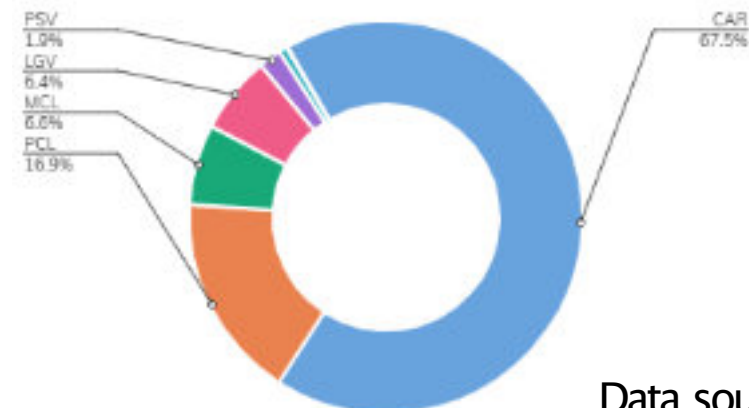


	A	B	C
A	0	5963	3767
B	5907	0	782
C	4207	12	0

Class:

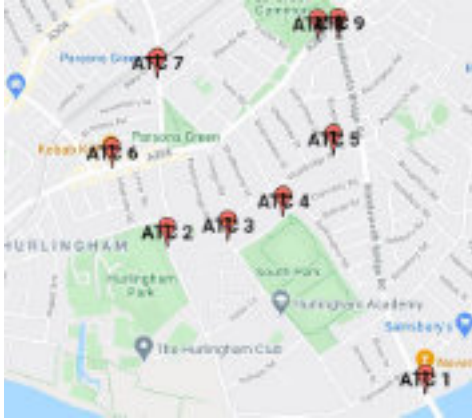
CAR LGV OGV1 OGV2 PSV MCL PCL ALL

	A	B	C
A	0	185	70
B	181	0	13
C	67	0	0



Data source: video analytics Nov 2020

Automatic traffic counters

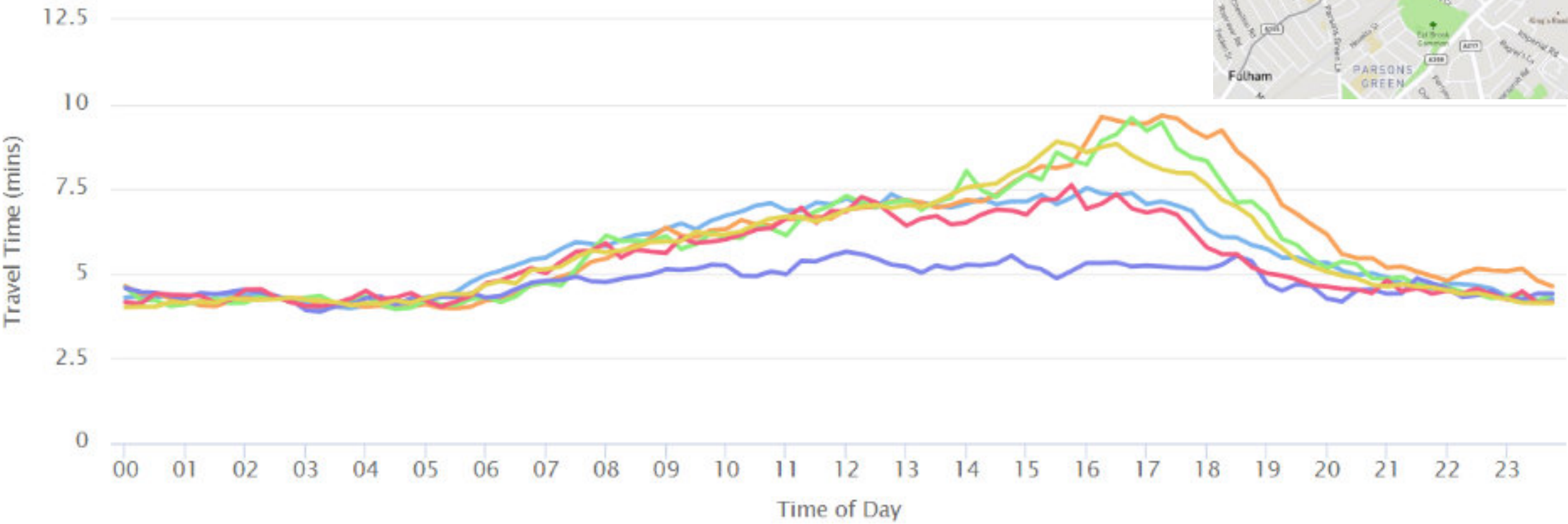
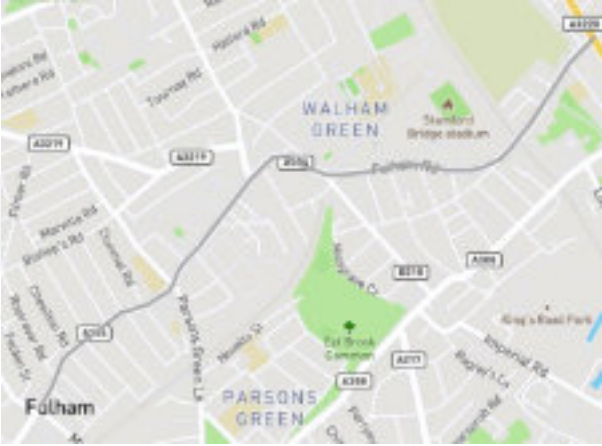


Counts	May-19		May-17		May-15	
	Counts					
	SB/WB	NB/EB	SB/WB	NB/EB	SB/WB	NB/EB
Wandsworth Bridge	19,751	21,930			19,660	20,687
Broomhouse Ln	5,432	4,239	5,837	4,910	5,026	3,568
Peterborough Rd	5,116	3,833	5,034	4,098	5,198	3,568
Clancarty Rd	2,308	763			1,974	790
Studdridge St	2,056	1,229				
NKR@Linver Rd						
Parsons Green						
NKR@ WBR	7,785	11,442	7,785	11,442		
WBR @ NKR	10,995	11,084	10,990	11,344		
Carnwath*	10,548	8,072	10,871	9,008	10,224	7,136

Counts	Week 1		Week 2		Week 3		Week 4		Week 5		Week 6		Week 7		Week 8		Week 9		Week 10		Week 11	
	WC 13 Sept		WC 20 Sept		WC 27 Sept		WC 4 Oct		WC 11 Oct		WC 18 Oct		WC 25 Oct		WC 1 Nov		WC8 Nov		WC 15th Nov		WC 22 Nov	
	NB/EB	SB/WB	NB/EB	SB/WB	NB/EB	SB/WB	NB/EB	SB/WB	NB/EB	SB/WB	NB/EB	SB/WB	NB/EB	SB/WB	NB/EB	SB/WB	NB/EB	SB/WB	NB/EB	SB/WB	NB/EB	SB/WB
Wandsworth Bridge	14962	14939	11463	14151	12911	16105	10650	9641	17914	17152	16882	16012	18790	17962	16729	16997	13895	14670	16091	16458	16499	16815
Broomhouse Ln	4000	3291	4456	3370	4102	3242	4029	3067	4280	3267	3913	3054	4050	3057	4104	2963	3283	2412	3758	2719	3915	2808
Peterborough Rd	1671	1937	3117	4384	2789	2308	546	51	2966	3212	3844	4180	4070	4471	4024	3769	3538	3220	4291	3684	4556	3669
Clancarty Rd	2637	682	2839	735	2447	1098	2056	560	2755	764	2680	652	3209	748	2252	719	1774	545	2086	688	2086	723
Studdridge St	1325	597	1442	833	1740	896	1948	953	911	484	1561	1118	1504	1295	1630	952	1319	737	1520	963	1483	915
NKR@Linver Rd	8575	8700	8028	8389	2158	2258	7752	8169	7832	8264	6888	6892	8238	8897	7803	8609	6924	7616	7294	8038	7456	8486
Parsons Green	3981	6433	3494	6106	4486	6753	4926	6633	5177	5304	6641	6579	4935	6453	5128	5649	7272	8359	4948	5522	5076	5482
NKR@ WBR	6123	7221	5951	7193	4145	4921	4108	4007	8000	8124	9650	9325	6685	6729	5227	6279	5402	5951	5893	6128	6047	6528
WBR @ NKR	10240	9081	5447	4682	9724	8845	4356	4112	5656	6756	4851	6442	9353	9316	7145	7077	9051	9312	9343	9240	9131	9382
Carnwath*	5671	5228	7573	7754	6891	5550	4575	3118	7246	6479	7757	7234	8120	7528	8128	6732	6821	5632	8049	6403	8471	6477

Travel delay –ComparatorRoad outside scheme (Covid Effect)

fulham Road eastbound



- 2019-07-28 - 2019-08-31 (All Days)
 ● 5th and 95th Percentiles
● 25th and 75th Percentiles
- 2019-12-01 - 2019-12-18 (All Days)
 ● 5th and 95th Percentiles
● 25th and 75th Percentiles
- 2020-12-05 - 2020-12-12 (All Days)
 ● 5th and 95th Percentiles
● 25th and 75th Percentiles
- 2020-03-29 - 2020-04-05 (All Days)
 ● 5th and 95th Percentiles
● 25th and 75th Percentiles
- 2020-07-12 - 2020-07-18 (All Days)
 ● 5th and 95th Percentiles
● 25th and 75th Percentiles
- 2020-10-01 - 2020-11-08 (All Days)
 ● 5th and 95th Percentiles
● 25th and 75th Percentiles

