

# TRAFFIC CONGESTION POLLUTION REDUCTION SCHEME

Creating a scheme that works for all the residents  
and businesses of South Fulham

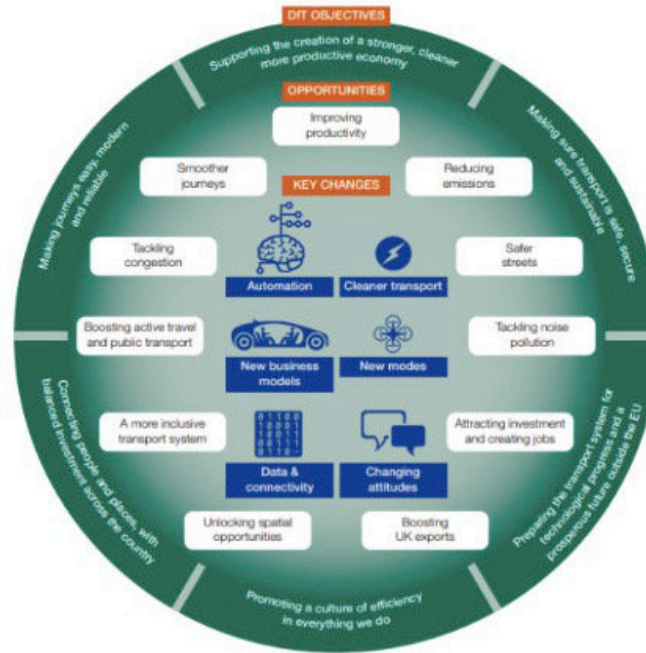
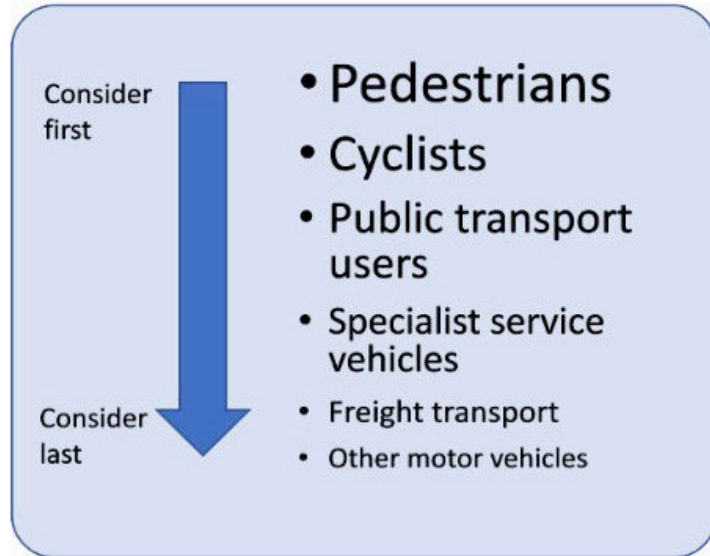
**LET'S GET SW6  
MOVING**

**wbr** Wandsworth Bridge  
Road Association

- **Wandsworth Bridge Road Association** want to see a significant reduction in traffic and consequent pollution across the whole of South Fulham, including the WBR.
- **WBRA** does not seek a return to the situation in early 2019 – since traffic and pollution levels were already unacceptably high and in breach of EU regulations
- **WBRA** believes that to reduce traffic a modal shift away from cars to alternative healthier forms of transport must be integral to any scheme
- **WBRA** seeks to "down-grade" the WBR in the London network to reduce through traffic
- **WBRA** is looking for an equitable share of the remaining traffic across the area

## 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.



**We support this objective**

**BUT**

Today the scheme does not address this in any way.

The WBRA proposal takes this road usage model as the presiding principle.

# WBR & IMPERIAL / TOWNMEAD ROAD TRAFFIC SHARE SCHEME



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# WBR & IMPERIAL / TOWNMEAD ROAD TRAFFIC SHARE SCHEME

- Northbound through-traffic– WBR
- Southbound through-traffic– Imperial / Townmead Road
- NO Right-Hand turn onto Bagley’s Lane / Imperial Road or WBR
- Traffic “taps” for both routes to limit volume of through-traffic & avoid harmful congestion
  - Lights at bridge – keeping traffic stationary on the bridge Northbound for WBR
  - (or bus boarder at the Southern end of WBR to achieve similar pending TFL implementing traffic signal changes)
  - Lights on Imperial Road before Townmead Road roundabout – keeping stationary traffic on IR and off residential Townmead Road.
  - Lights at Carnwath/Townmead:
    - Left-Hand turn onto bridge has priority allowing flow from Townmead Road onto the bridge
    - All other roads – Carnwath / WBR will have limited volume.



# WBR & IMPERIAL / TOWNMEAD ROAD TRAFFIC SHARE SCHEME

## Traffic Volumes

The scheme is NOT designed to encourage through-traffic into South Fulham.

We support all measures to squeeze traffic on all three roads.

- HGV size restriction on all roads (except local-trade vehicles e.g. Cemex, Hitchcock & King-owned vehicles)
- 20mph on all roads
- Priority cycle lanes & bus lanes
- Multiple traffic islands, zebra crossings and pedestrian crossings
- Bus boarders to prevent through-traffic overtaking buses, making the South Fulham area less desirable to use as a through-route.



# WBR & IMPERIAL / TOWNMEAD ROAD TRAFFIC SHARE SCHEME

## Pollution

The through-traffic that persists in coming through South Fulham is now “shared” between WBR & I/TR.

Both WBR & Townmead Road have old-stock housing directly onto the street. Traffic should be held back from forming queues by restricting flow from Imperial Road and Wandsworth Bridge onto Townmead Road & WBR.

WBR – main retail street of South Fulham – restaurants & cafes with outside space currently choking in fumes. By moving the Northbound lane away from pavement (widening cycle lane) reduce human exposure.

WBR – main pedestrian artery North/South. Priority for healthy air for school children walking to the 6 schools in the area.



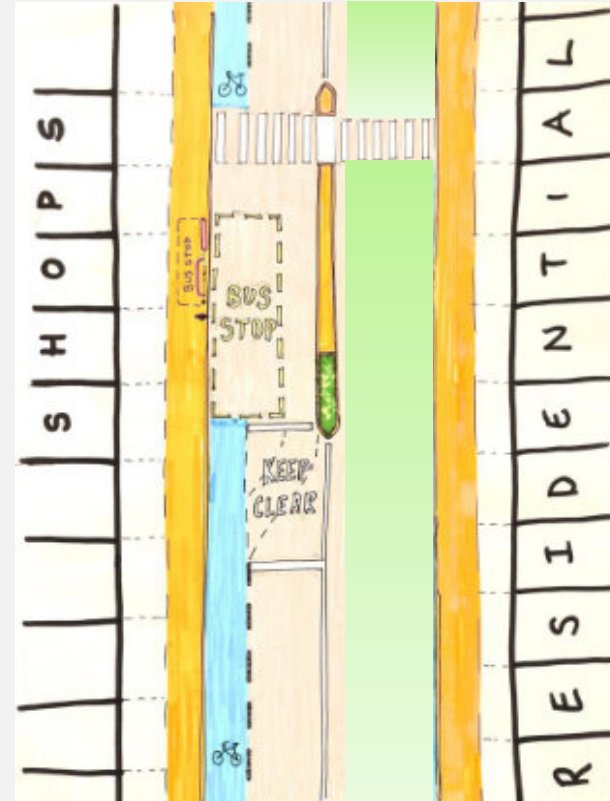
# WBR & IMPERIAL / TOWNMEAD ROAD TRAFFIC SHARE SCHEME

## Transport shift away from cars

### Making cycling the attractive option

*The WBR is the only direct North/South route and so will always be the one chosen by cyclists.*

- Protected cycle lane WBR Northbound
- Southbound cycle lane shared with Bus
- Northbound bus boarders – allow cyclists to safely overtake a loading bus with traffic islands
- 20mph on WBR



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# WBR & IMPERIAL / TOWNMEAD ROAD TRAFFIC SHARE SCHEME

## FACTS NOT MYTHS

*“One-way couplets will attract more traffic”*

**NO** – we propose taps to squeeze volume of traffic and non-polluting measures to slow traffic.

*“Townmead Road / Imperial Road have more residents”*

**NO** – WBR 1375 residents to Townmead 751 & Imperial 155 (based on 2011 census, IR est.). Victorian Housing Stock: Townmead c. 65, WBR c. 173

*“Townmead narrower & not designed to “take” traffic”*

**NO** – both roads are between 7.5 & 9m wide. Townmead designed to carry HGVs to Lots Road power station (we propose limit on HGV access on both roads)

*“Townmead road will have more pollution”*

**NO** – prevailing wind from West disperses all pollution onto the river/rail

*“Will increase rat-running”*

**NO** – if the TCPR is only open to residents. For modal-transport shift to occur residents need to be able to choose walking/cycling/bus over the car.