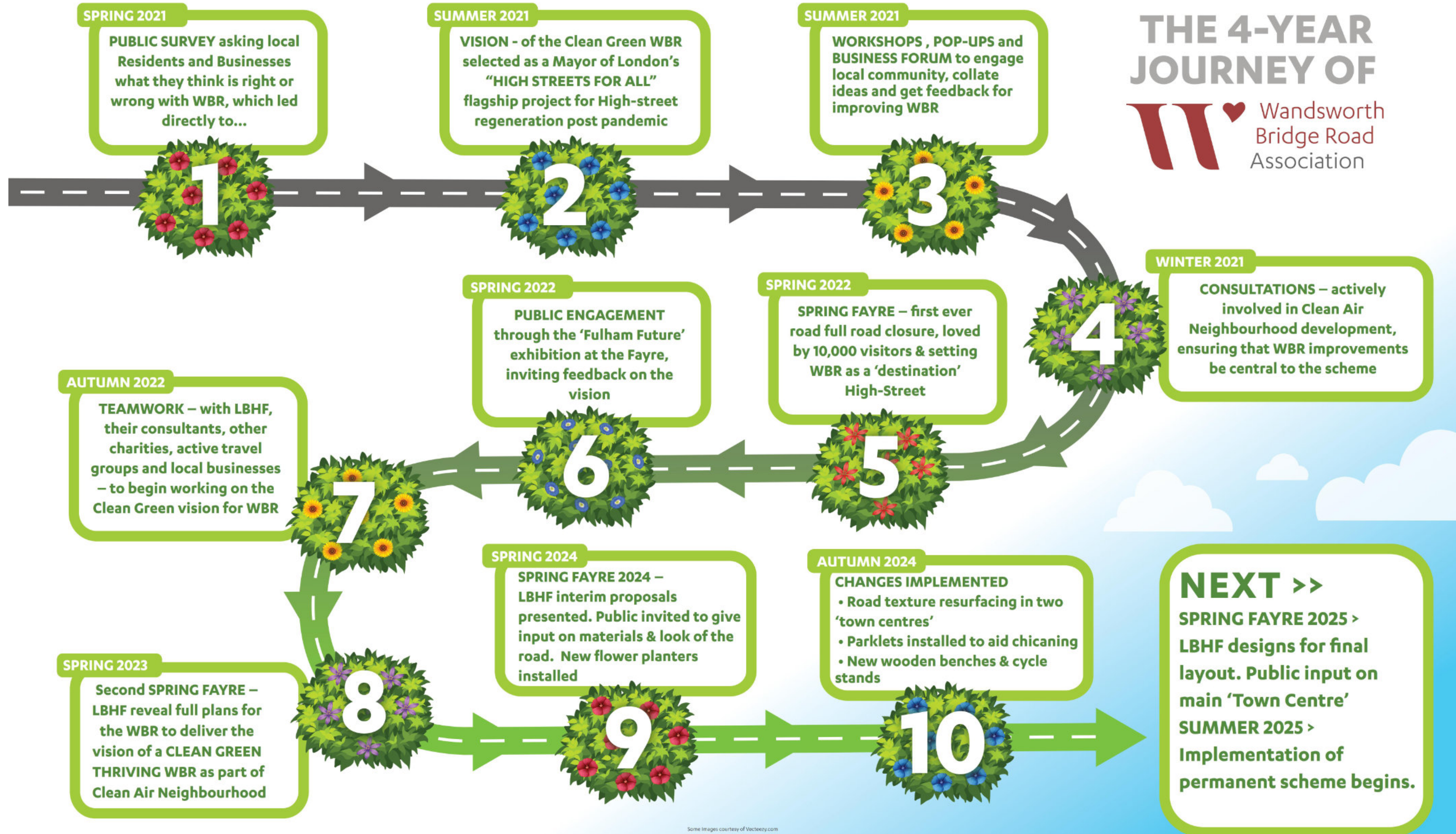


THE ROAD TO A CLEAN GREEN WBR

THE 4-YEAR JOURNEY OF



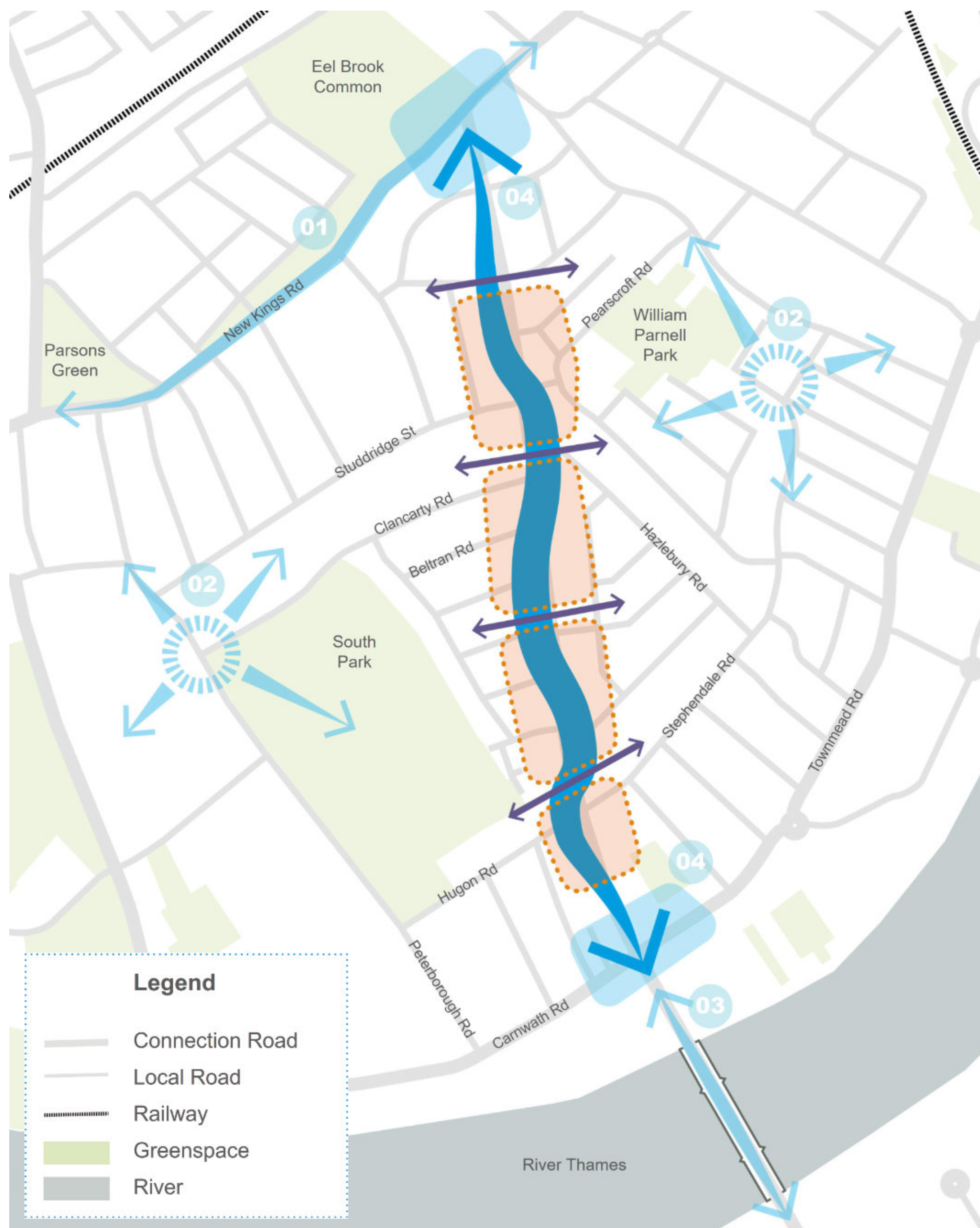
NEXT >>
 SPRING FAYRE 2025 > LBHF designs for final layout. Public input on main 'Town Centre'
 SUMMER 2025 > Implementation of permanent scheme begins.

Some images courtesy of Vecteezy.com



DEFINING THE VISION

Wandsworth Bridge Road Transformation – Corridor & Hubs Strategy



DID YOU KNOW?

Increasing footfall on a high-street increases shop sales by 35-40%



Source: Living Streets

Walk-able cities are both happier & healthier



37% of residents engage in 30 minutes of daily physical activity in these areas versus the 18% national average



Source: CreateStreets

Objectives

Reduce dominance of cars to create a safer, more pleasant and accessible environment for walking, wheeling and cycling, and **improve air quality** by tackling toxic air pollution

Enhance public spaces for local shopping hubs to create more inviting and attractive spaces which **strengthen the sense of community** and **promote economic sustainability**

Connecting East & West - transforming the space to allow freer and safer movement along and across the road for cyclists and pedestrians

Key Design Principles

- Break up linearity of WBR
- Speed and road safety management
- Enhance green infrastructure
- Create opportunities for improving social space
- Improve quality of public realm
- Introduce sustainable drainage measures
- Improve cycle safety

Key Design Interventions

- Road narrowing to reallocate space
- Create chicane effect along length of road
- Extended raised tables & continuous footways
- Additional crossings
- Trees, planting & Sustainable Urban Drainage
- Feature lighting installations
- High quality street furniture and paving

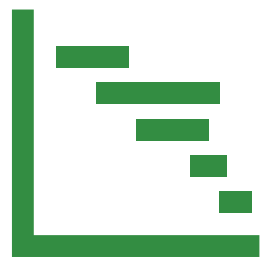
Complementary Elements

- 01** New Kings Road enhancements
- 02** Improve neighbourhood cycling connectivity
- 03** Wandsworth Bridge segregated cycling improvements
- 04** Safety, active travel and placemaking improvements at junctions

Key Design Parameters

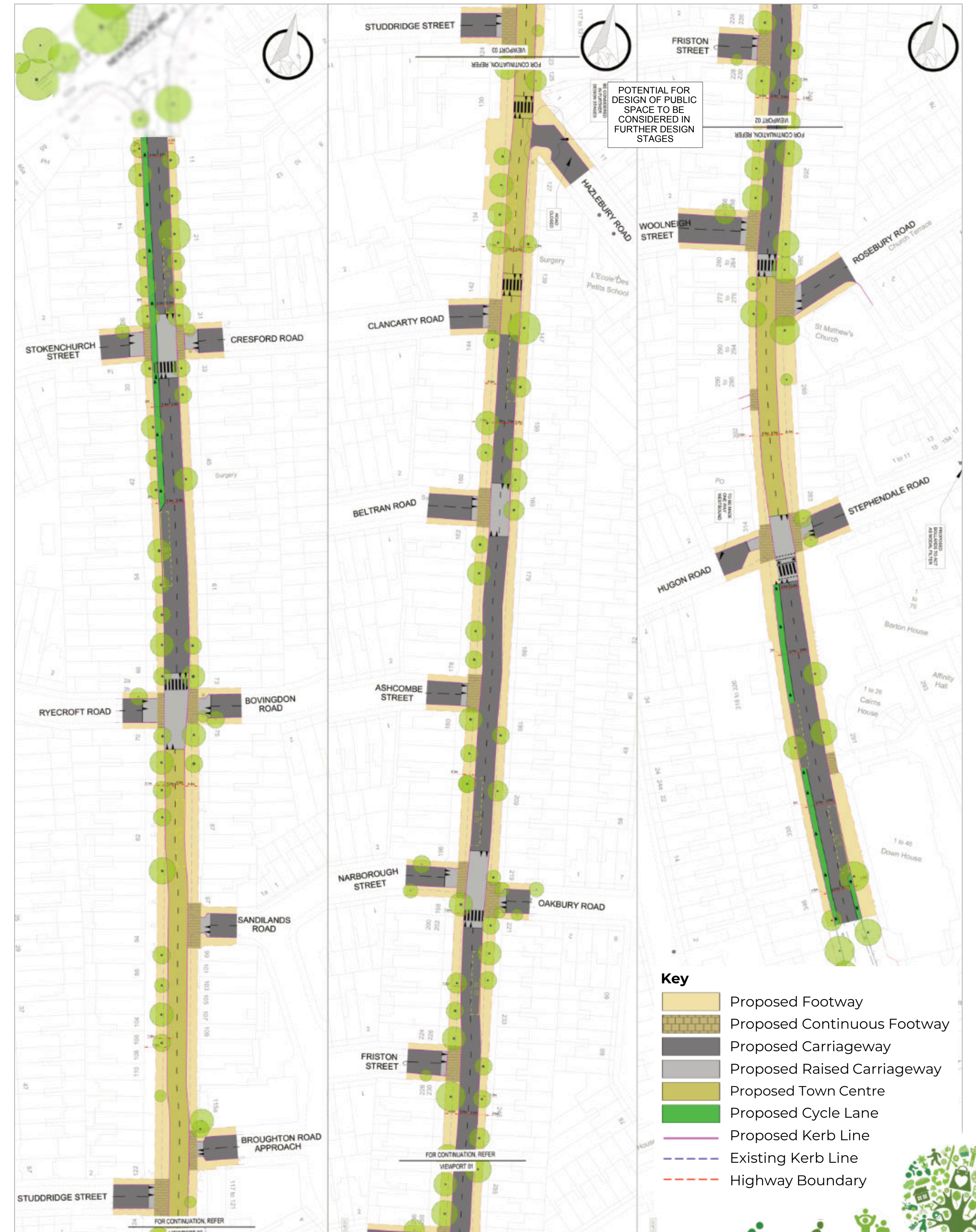
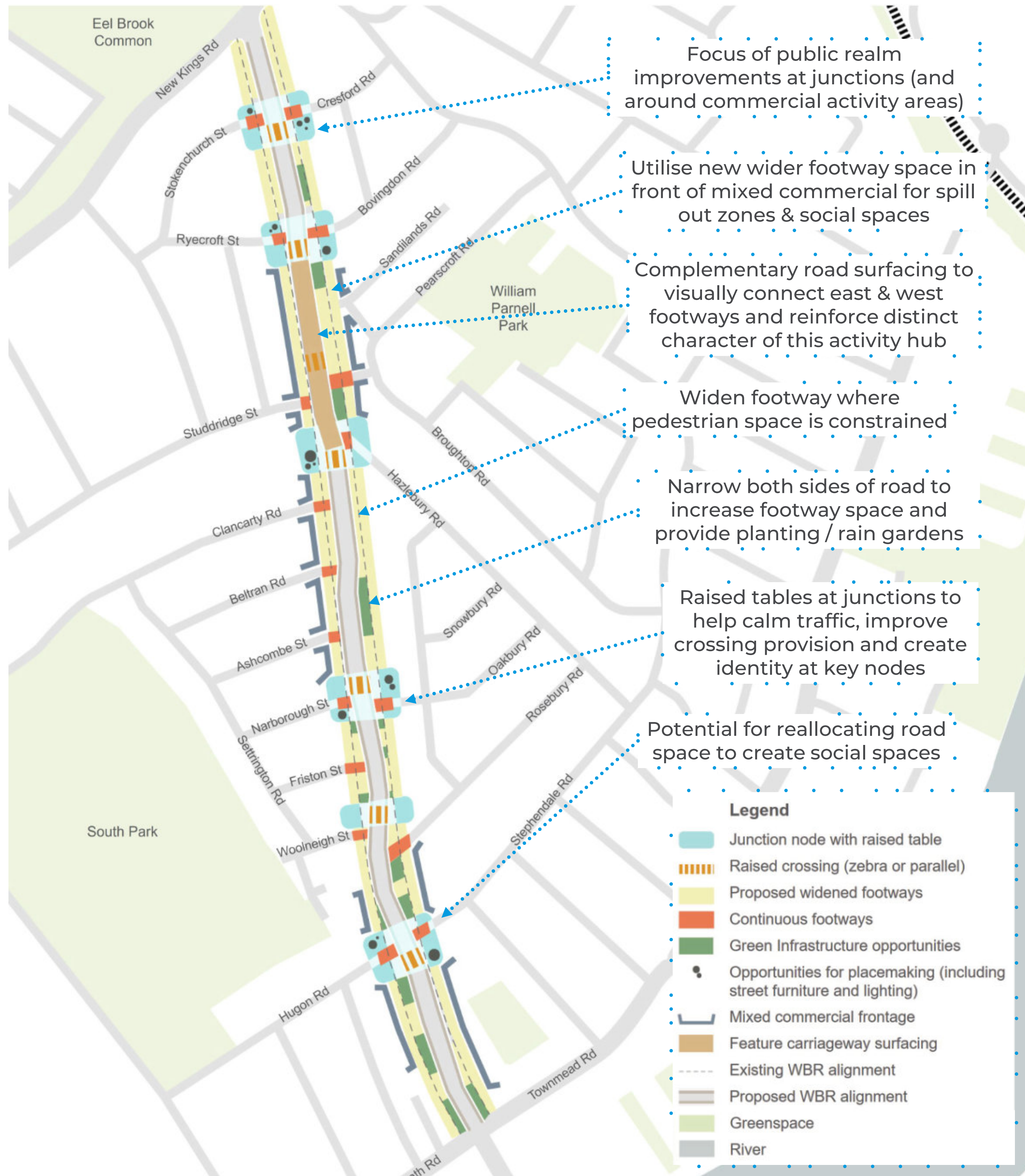
- Work within the existing highway boundary, no improvements dependent on use of private land ownership
- Maintain two-way traffic movement
- Retain existing mature trees
- Retain bus stops

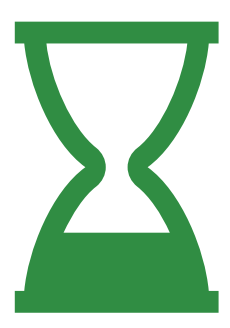




THE MASTERPLAN

The design progression of the masterplan for the WBR corridor focuses on the objectives of reduced dominance of traffic, and subsequently creating a safer and more pleasant place to live, work and visit with improved air quality throughout the road.





INTERIM MEASURES: PROGRESS

You said, we did

At last year's Spring Fayre, we proposed a range of interim measures that were then implemented in 2024/early 2025. These high street enhancements included traffic calming, carriageway surfacing, and the decluttering of pavements to allow for new benches and cycle stands. These measures together seek to make WBR a more attractive High Street* and are an important step towards the overall masterplan for the road. The look of these changes was shaped by the feedback we received at last year's Spring Fayre.

Surfacing

The first interim measure implemented was the installation of a new carriageway surfacing within the two 'town centres' between Ryecroft Road and Clancarty Road, and between Woolneigh Street and Hugon Road where the centre line was removed and buff way surfacing provided.

By changing the colour of the road and removing the centre line, the perception of the road changes. The road appears narrower which helps slow excess speed from drivers and reinforces that this is a pedestrian space with lots of footfall. The road colour was voted for in last year's Spring Fayre.



Traffic Calming

In addition to the surfacing installed in the two 'town centres', five parklets and eight planters were installed to aid the chicaning provided by the surfacing and to narrow the carriageway.

This was done to slow traffic and to encourage drivers to be more cautious and attentive, highlighting that they were entering into a space for pedestrians. Data shows slight reductions in average speed with a decrease in the percentage of vehicles exceeding the speed limit.

The use of the parklets and planters has demonstrated that WBR can still operate with a narrower road, while giving space back to pedestrians.



Decluttering and Street Furniture

The most recently completed interim measures involved the decluttering of the 'town centres' to remove old bollards and defunct signposts.

This created more space within the footways and allowed for the installation of new and more functional street furniture, such as benches to provide more seating and places to rest, and cycle parking.

The style and type of bench was selected based on the feedback of attendees at last year's fayre, where people voted for furniture in a natural style.



*Between July and December 2023 and July and December 2024, footfall on WBR increased by 13% (GLA High Streets Data Service)



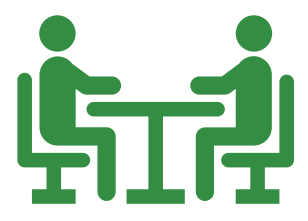


WHAT TO EXPECT IN 2025/2026

To advance from the interim measures implemented in 2024/2025 and in a stepped move towards permanent improvements along the road, three key areas are being focused on in 2025/2026. Placemaking in the town centres, safety improvements along the whole road, and side street improvements.

These three workstreams represent a major step towards achieving the objectives set out in 2023 for the overall transformation of the corridor.





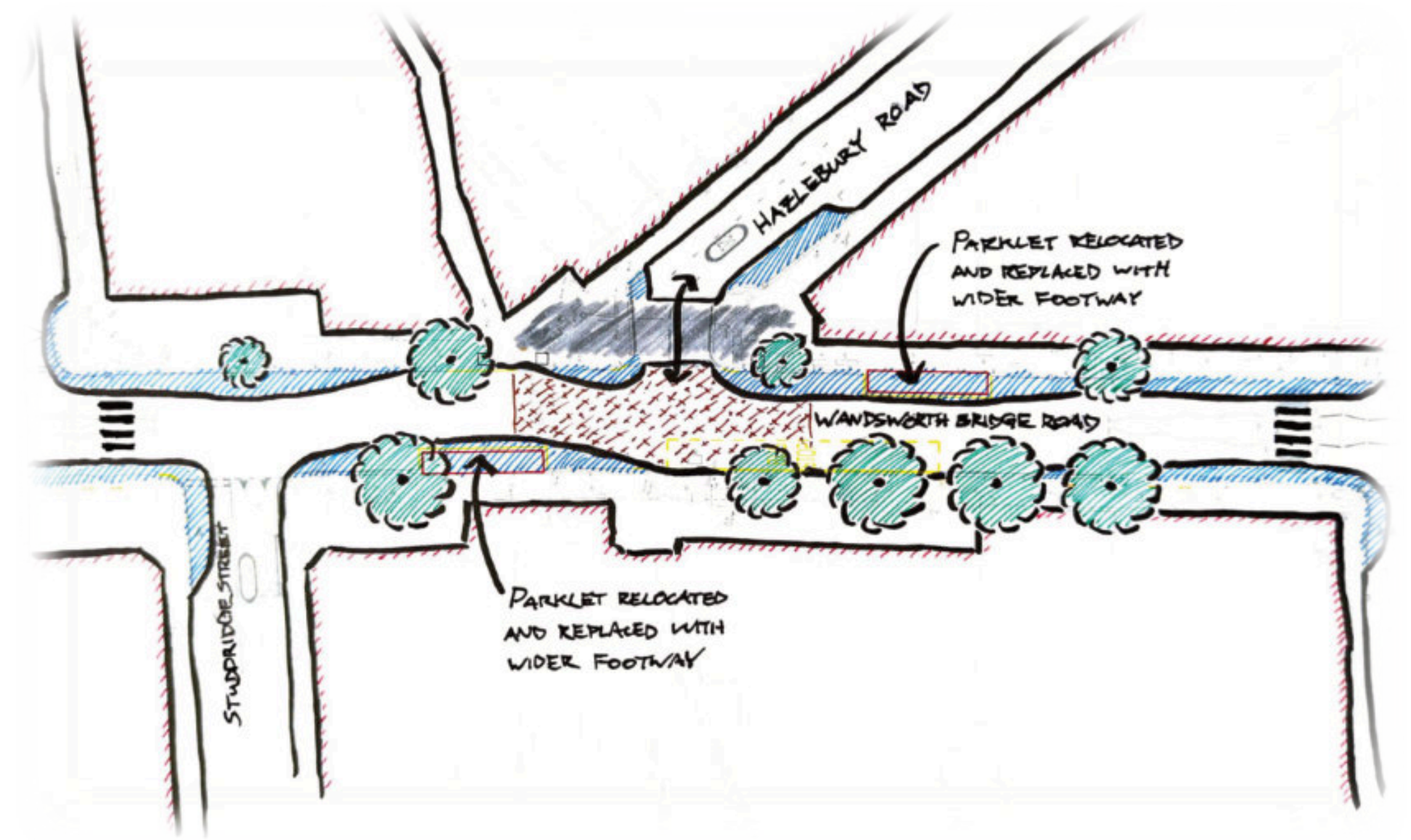
WHAT TO EXPECT IN 2025/2026: PLACEMAKING

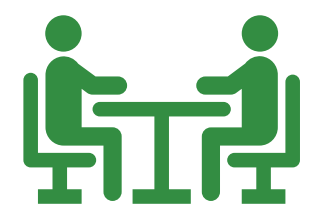
OPTION 1 – HAZLEBURY ROAD PLACEMAKING

The narrowing of the WBR town centre with the resurfacing and parklets has demonstrated that WBR has the capacity to create additional space for pedestrians and the community in the public space, whilst retaining a two-way road.

The next step will implement permanent placemaking improvements along the corridor, focusing initially on a 'main' town centre scheme. As shown in the rough sketch to the right, the parklets are to be relocated and replaced with wider footways allowing the space to be better utilised as public amenity rather than carriageway.

The visual below is for Option 1 for Hazlebury Road, which is centrally located within the town centre, and illustrates the potential for the space. This option shows improved public realm space with new seating and street furniture, new trees, low-level planting/SUDS, improved surfacing and footway materials, and cycle parking, while retaining two-way access to the side road.





WHAT TO EXPECT IN 2025/2026: PLACEMAKING

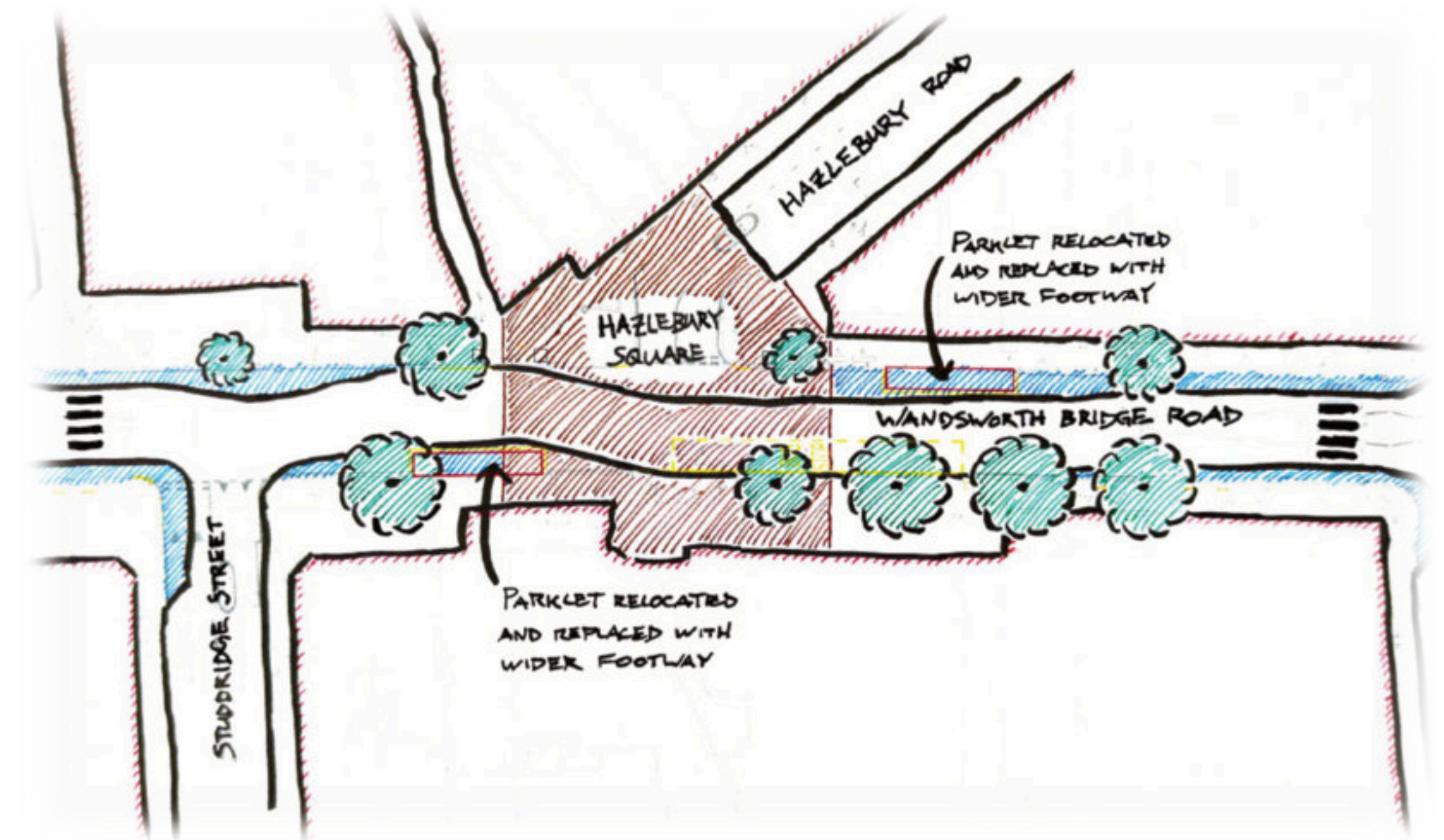
OPTION 2 – HAZLEBURY SQUARE

Re-organising the road space within the town centre provides the opportunity to create a new area of public realm for the community.

Inspired by the plazas and piazzas of Europe, Option 2 creates a new square for the WBR town centre by the closing the Hazlebury Road junction to vehicular traffic.

The Hazlebury Square proposal illustrates the potential for a wonderful new pedestrian space right in the heart of the shops and cafes. Somewhere for residents, visitors and people that work nearby to gather and spend time.

The visual below is indicative, as we want your input on shaping the design of this space, but depicts a place people can sit and gather, with new trees, planting, heritage lighting, cycle parking, as well as continuous high-quality materials used throughout the space to highlight the town square look and feel.





WHAT TO EXPECT IN 2025/2026: PLACEMAKING FEEDBACK

SHARE YOUR THOUGHTS

Below are the two design options for the development of Hazlebury Road. Place a dot on your preferred option and share your thoughts at the bottom to help shape how the design progresses.

Option 1 – Hazlebury Road Placemaking



Option 2 – Hazlebury Square



What would you like to see at Hazlebury Square?

Share your ideas for how this space can be used. Write your suggestions on a post-it note and place it on the board.



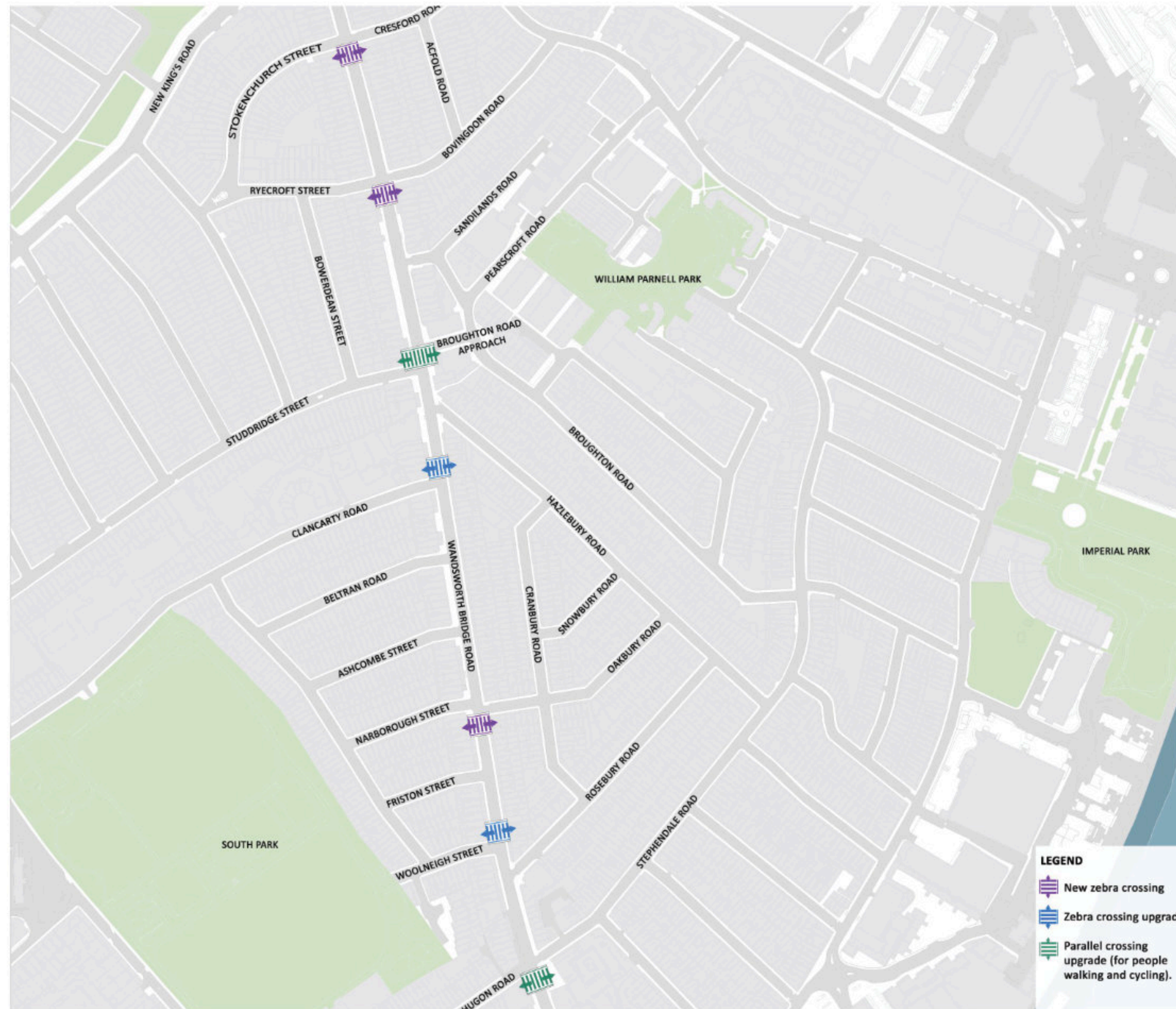


WHAT TO EXPECT IN 2025/2026: CROSSING UPGRADES

To improve safety for people walking along and across Wandsworth Bridge Road, we're proposing a series of upgrades to raise crossings and slow traffic, widen footways and unlock safer connections for people cycling. This will include:

- Upgrade two existing zebra crossings
- Introduce three new zebra crossings
- Upgrade two existing zebras to parallel crossings, with priority for people walking and cycling

Example of the crossing upgrade at Woolneigh Street is presented opposite.





WHAT TO EXPECT IN 2025/2026: SIDE STREETS

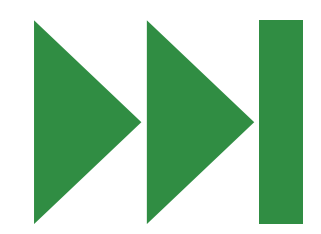
On the back of extensive local engagement, we are proposing a series of side street improvements to support businesses, residents, and visitors, including:

- New loading bays and motorcycle parking, supporting local businesses with easier access for loading or food delivery mopeds
- Cargo bike parking, supporting local businesses to make and receive deliveries using more sustainable means so reducing vans and lorries on the road.

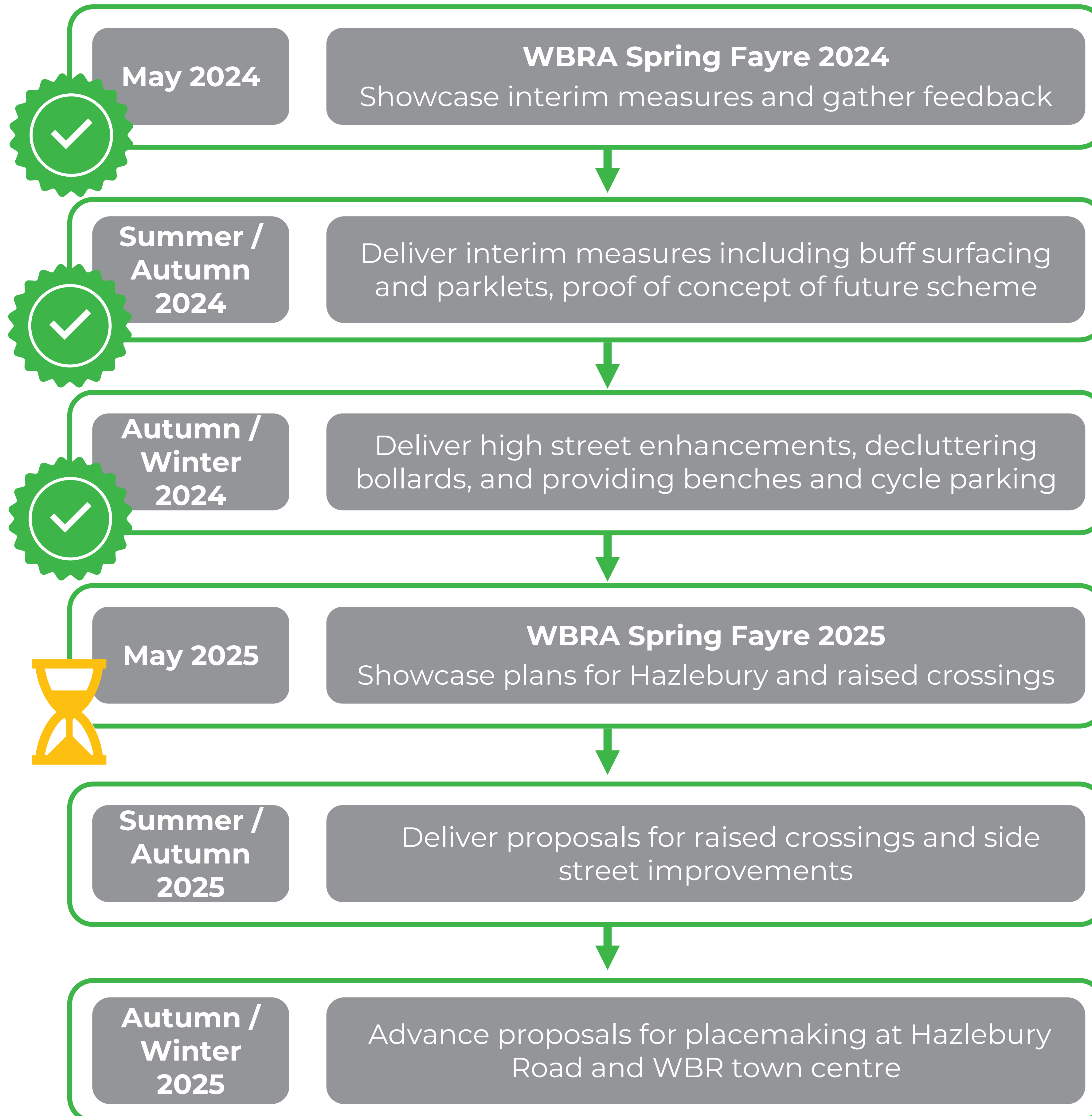
- New dockless bike and e-scooter bays, managing the parking demand across WBR, decluttering footways and encouraging sustainable modes
- New shopper bays near the commercial sections of high street, helping car-bound visitors to shop on WBR

Detailed proposals for the side streets are set out in the maps below left (northern half of WBR) and below right (southern half of WBR), with a particular focus in the sections near the main commercial areas.





NEXT STEPS



London Borough of Hammersmith and Fulham

Next steps are presented opposite, and the council will continue to work alongside the local community, the WBRA, and stakeholders to finesse the details of the proposals. These are consistent with delivering the vision for WBR.

The council are also continuing to work with TfL to introduce pedestrian improvements at the southern junction of WBR with Carnwath Road and Townmead Road.

South Fulham Active Travel Network

We will be engaging with the public this summer on proposals for active travel improvements in the South Fulham area, which will include walking and cycling routes.

Ongoing development of plans for corridor and northern and southern junctions

