

## Important- Public Consultation

This is your opportunity to comment on the Council's plans

November 2011

# Fitzrovia (west of Tottenham Court Road) Area Improvements

Camden Council has been working with the local community towards improving the streets across the Fitzrovia area west of Tottenham Court Road. Together we have identified areas where the streets could be safer and better for everyone.

Camden Council has developed a number of proposals to address the identified issues. This leaflet sets out these proposals and how they will affect the area. As a local resident, business or group, this is your opportunity to let us know what you think.



**Warren Street**



**Maple Street / Fitzroy Street junction**



**Howland Street / Fitzroy Street junction**



**Charlotte Street / Tottenham Street  
junction**

## This is your opportunity to comment

We need your views as this consultation is intended to find out if there is broad public support for the proposals set out in this leaflet.

Please send your response by **9th December 2011** to: **London Borough of Camden, Culture and Environment Directorate, Transport Strategy Service, FREEPOST RLZH-UEYC-ACZZ, London, WC1H 8EQ**. Please note no stamp is required and only **ONE** reply per household, business or organisation will be accepted. Alternatively, you can send your response by email to [raymond.cheng@camden.gov.uk](mailto:raymond.cheng@camden.gov.uk). **You must give your postal address if you want us to consider your views.**

While it will not be possible to reply to you individually, all comments will be taken into account. The Cabinet Member for Sustainability and Transport will make a decision whether or not to proceed with the scheme and you will be informed via the council's website of the outcome of this consultation within three months, where possible.

Details of this consultation are also available on the Council's website, [www.camden.gov.uk/consultations](http://www.camden.gov.uk/consultations).

Under the Local Government (Access to Information) Act 1985, your response is available for public inspection. Please only write to us about the consultation issue. If you want to comment on any other matter, please use a separate letter.

## PROJECT BACKGROUND

Most of the time the area of west Fitzrovia experiences relatively light traffic - one of its attractions in such a central London area. This is delivered at least in part by the one way systems throughout the wider Fitzrovia area that are designed to discourage through traffic. Unfortunately this also reduces the permeability for cycling, despite many of the streets being ideal quiet roads within central London. However, when queuing occurs on Euston Road (A501), Warren Street is used as an alternative route. This project focuses on the area bounded by Euston Road, Tottenham Court Road, Cleveland Street and Percy Street, aiming to improve walking and cycling to the surrounding areas and creating safer, more attractive streets for the residents, workers and visitors in the area. A map of the project area and proposal locations can be seen overleaf.

### What are the main issues?

- Lack of north-south and east-west routes for cyclists through the area
- Traffic speeding in some areas which makes streets intimidating for pedestrians and cyclists
- Traffic signals prevent cycle contra-flow routes
- Poor quality and narrow footways in some busy areas
- Lack of cycle parking, cycle hire and car club bays

### What has happened so far?

Camden has been working with stakeholder groups to identify some of the problems in the area. This included a drop in session at the Fitzrovia Neighbourhood Centre in September 2011 giving local residents and businesses the opportunity to put forward their ideas.

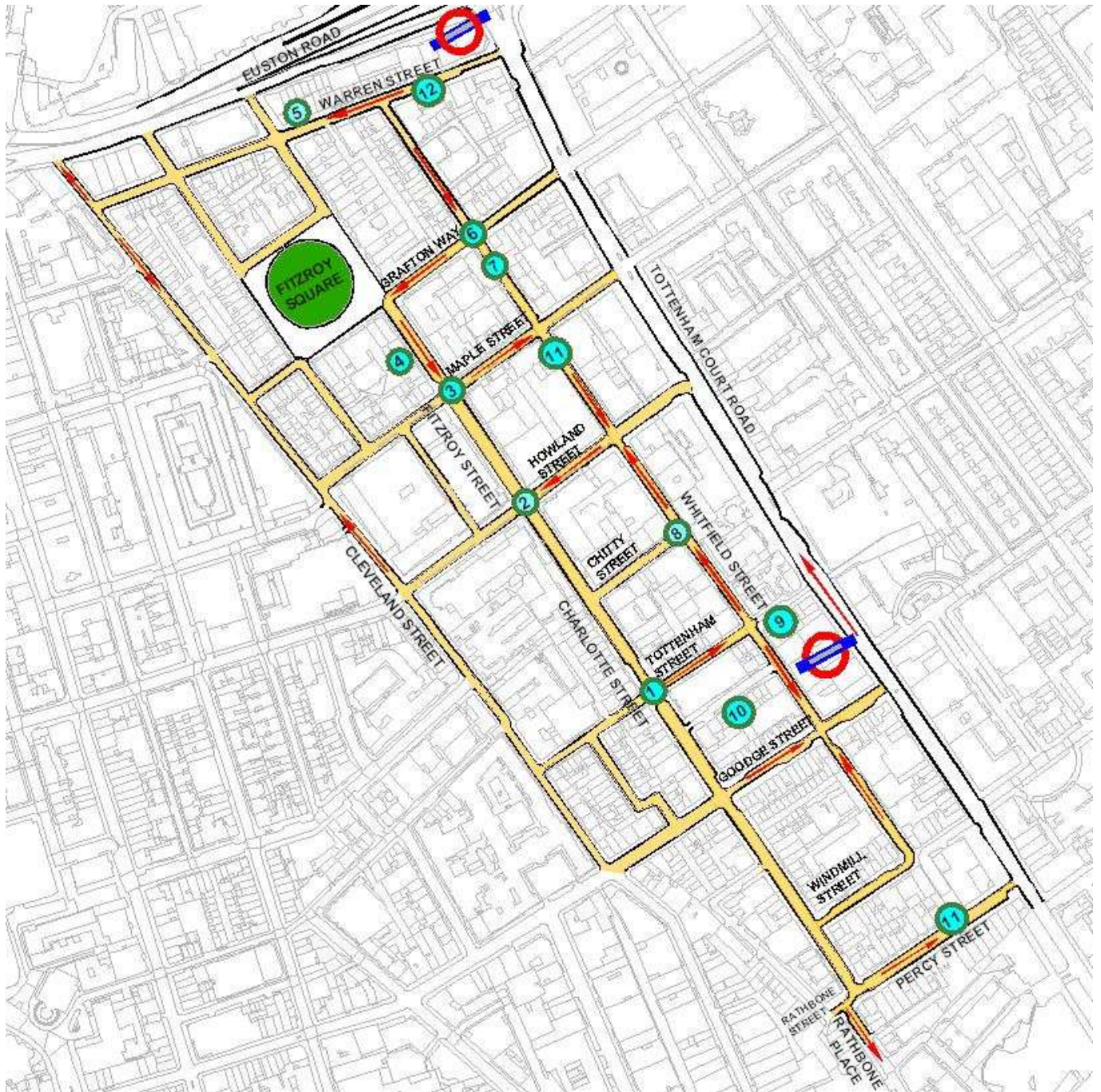
### What will happen next?

The Council will use responses to this consultation leaflet to identify the most popular proposals for the area. Depending upon cabinet member approval, these proposals will be implemented from January 2012 and continue over the next two years to help improve the area. The funding for this has been secured from Transport for London.



# PROPOSALS

The map below shows the area covered by this project. The numbers refer to the specific locations of proposed improvements. These proposals are described in detail in the following pages with drawings. In addition to these key proposals, the Council will consider other improvements for the area such as repaving footways, installing Legible London signs, street lighting, new cycle parking, benches, raising parking bays and planting street trees.





## PROPOSAL 1: Charlotte Street/ Tottenham Street – Raised junction and replace railings with cycle stands

### Existing



Charlotte Street /Tottenham Street junction

### Issues:

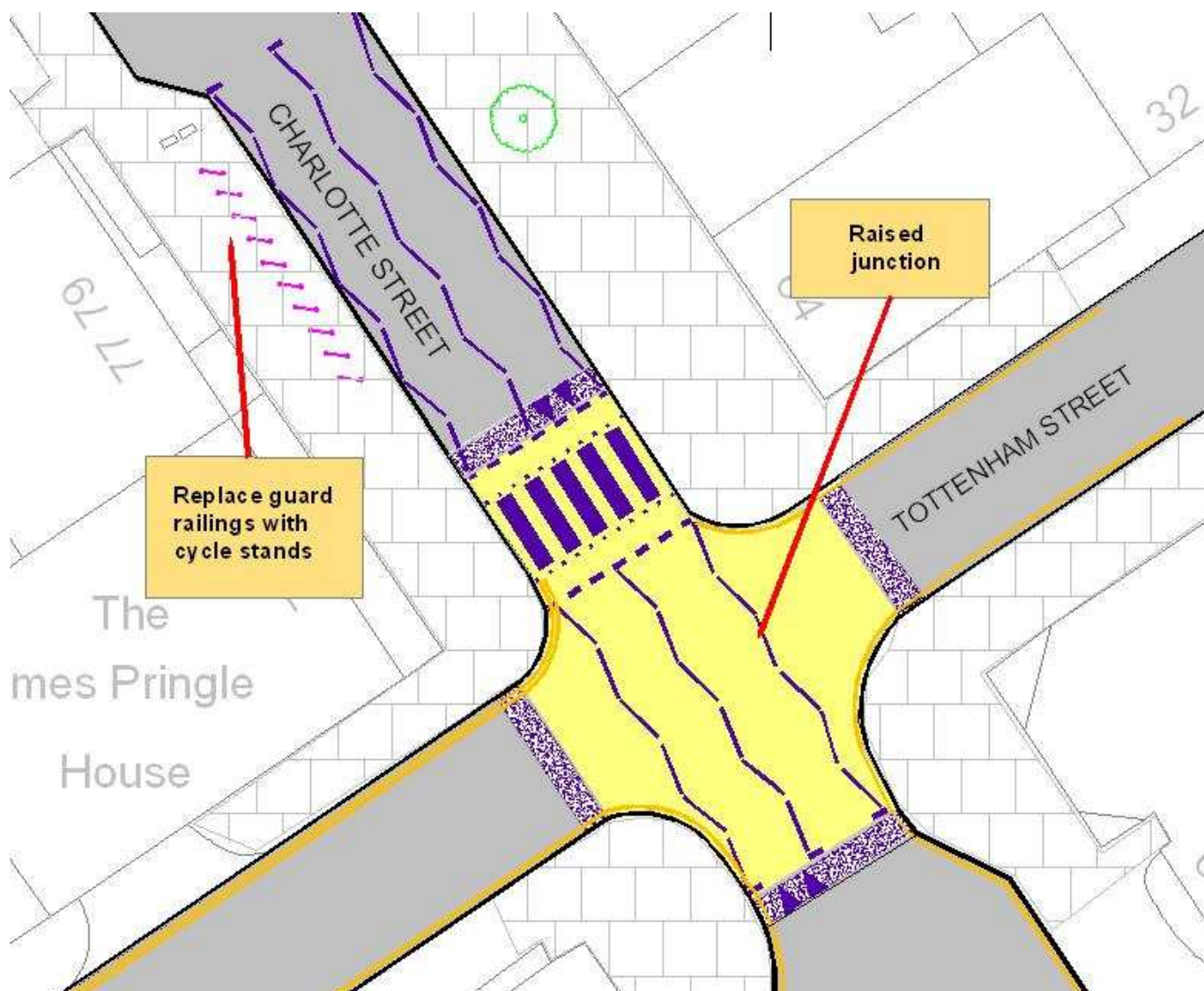
Improve pedestrian crossings at the junction.

Street clutter is ugly, excessive and limits pedestrian movement.

### Proposals:

- Improve safety and reduce traffic speeds by installing a raised table at the junction
- Remove guard railings on both sides of zebra crossing
- Introduce cycle stands on western footway.

### Proposed



## PROPOSAL 2: Fitzroy Street/ Maple Street – Remove traffic signals

### Existing



Fitzroy Street / Maple Street junction

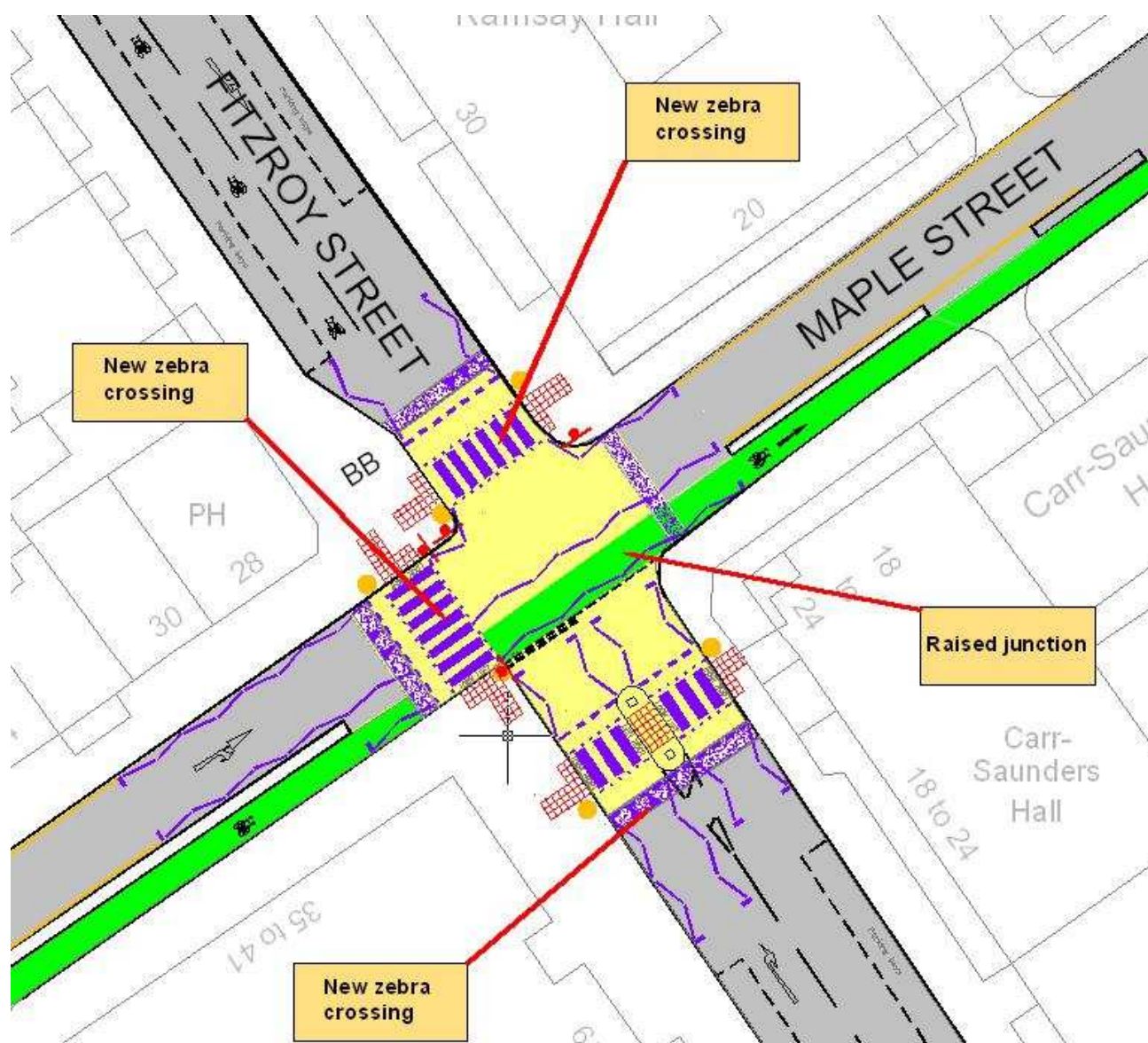
### Issues:

A number of traffic signals have already been removed across London. Results from these schemes indicate that a smoother traffic flow through the junction is achievable together with a reduction in average queue lengths. In addition, removal of traffic signals would improve cycling permeability and is in line with the Mayor's Transport Strategy.

### Proposals:

- Remove traffic signals and replace with a raised table at the junction.
- Install 3 zebra crossings to maintain pedestrian crossing facilities.
- Traffic signals will only be removed after further investigations.

### Proposed





### PROPOSAL 3: Fitzroy Street/ Howland Street/Charlotte Street – Remove traffic signals

#### Existing



**Fitzroy Street / Howland Street/ Charlotte Street junction**

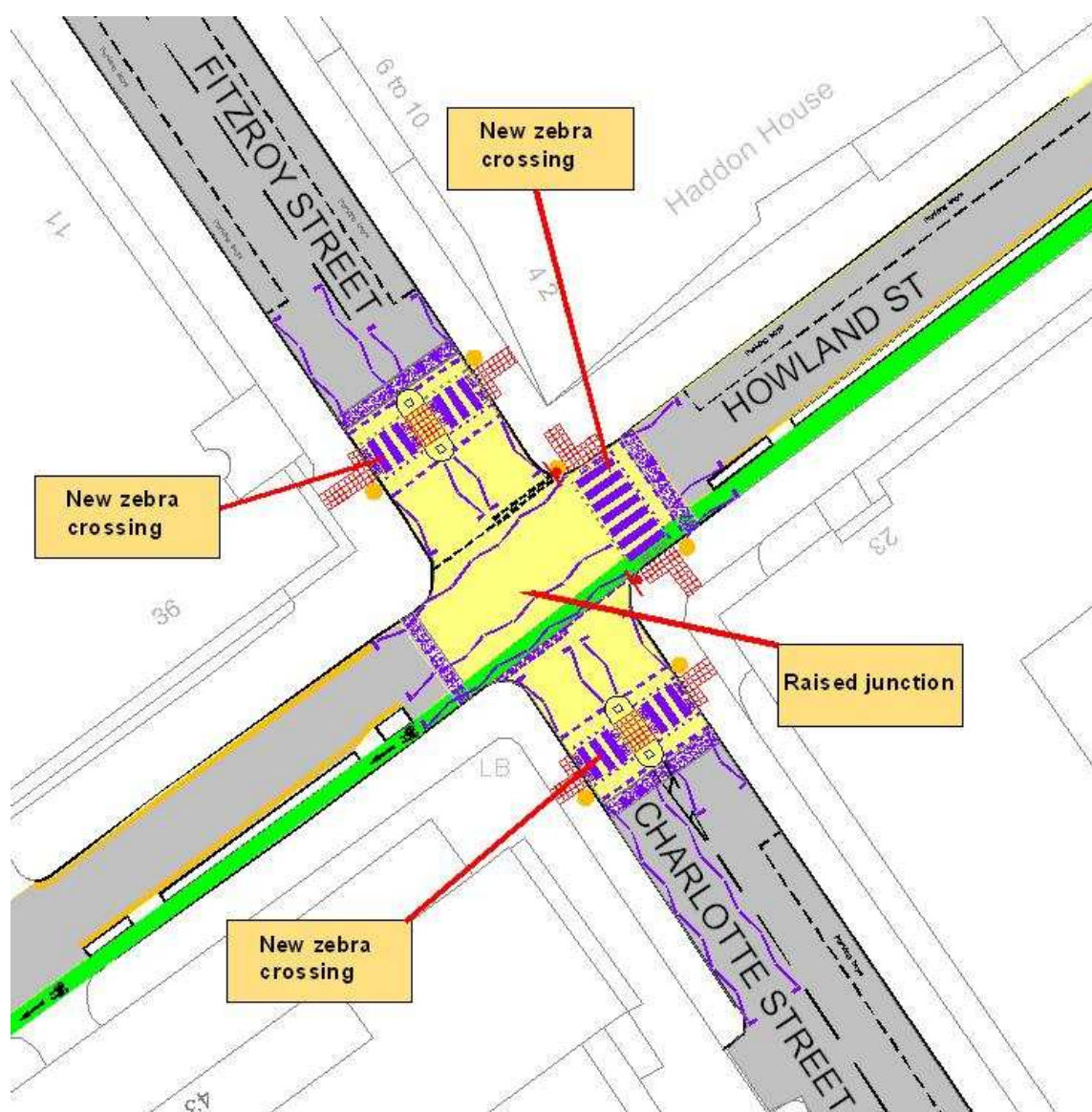
#### Issues:

A number of traffic signals have already been removed across London. Results from these schemes indicate that a smoother traffic flow through the junction is achievable together with a reduction in average queue lengths. In addition, removal of traffic signals would improve cycling permeability and is in line with the Mayor's Transport Strategy.

#### Proposal:

- Remove traffic signals and replace with a raise table at the junction.
- Install 3 zebra crossings to maintain pedestrian crossing facilities.
- Traffic signals will only be removed after further investigations.

#### Proposed





## PROPOSAL 4: Fitzroy Street– Cycle contra-flows on Fitzroy Street

### Existing



Fitzroy Street looking north

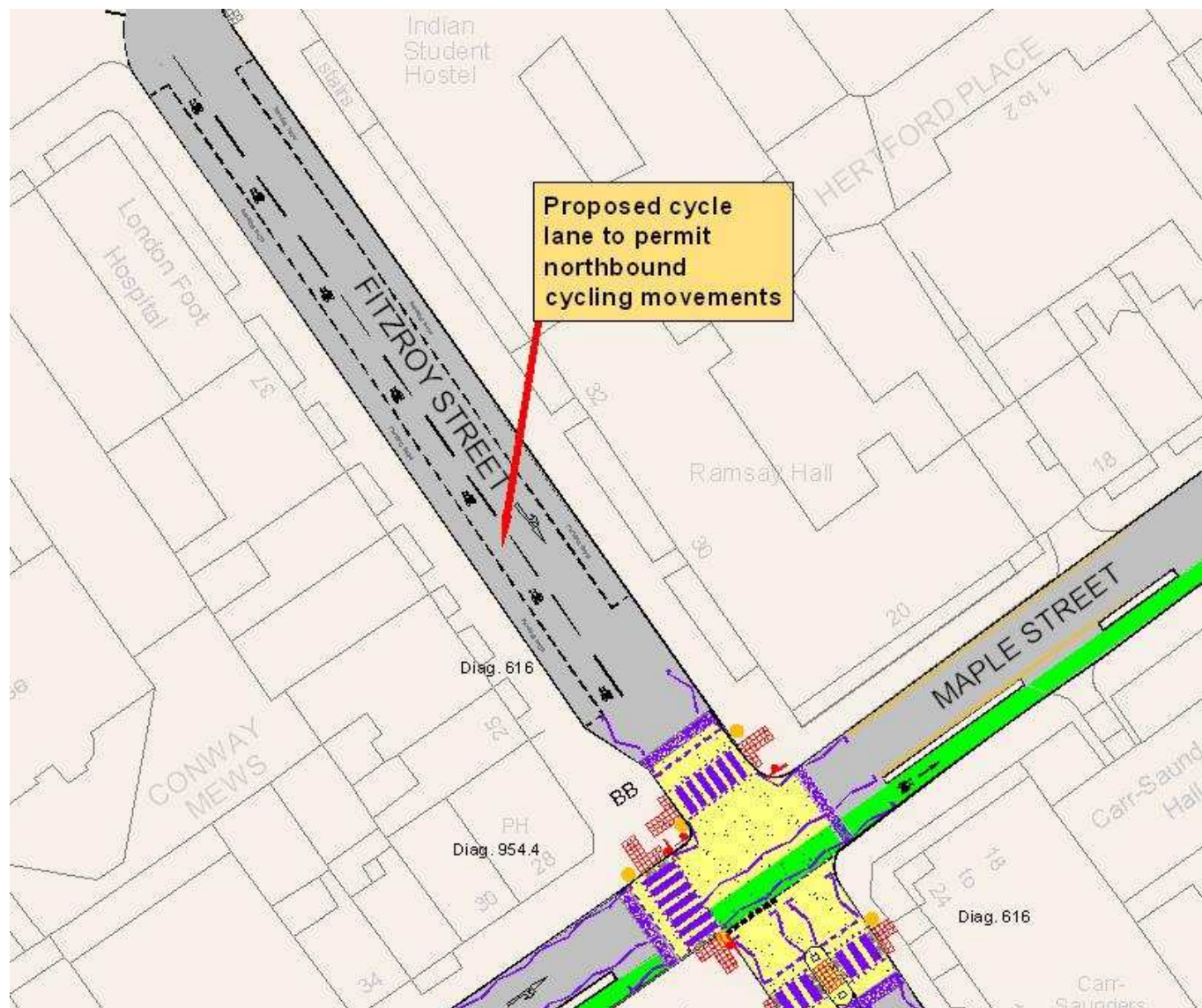
### Issues:

The Charlotte Street / Fitzroy Street corridor is one of the few north/south routes through Fitzrovia, but the one way section of Fitzroy Street between Grafton Way and Maple Street restricts northbound traffic. As Charlotte Street/Fitzroy Street has been identified as an important north/south cycle route linking Oxford Street with Euston Road.

### Proposals:

- Convert the one-way section of Fitzroy Street between Grafton Way and Maple Street to contra-flow cycling. This will improve general safety as well as cycle accessibility.

### Proposed



## PROPOSAL 5: Warren Street - Reduce 'rat-run' on Warren Street

### Existing



Warren Street looking west

### Issues:

When there are works on Euston Road causing traffic congestion, Warren Street can become a popular alternative route as it is one way from Tottenham Court Road to Cleveland Street. Local residents have raised their concerns regarding this.

### Proposal

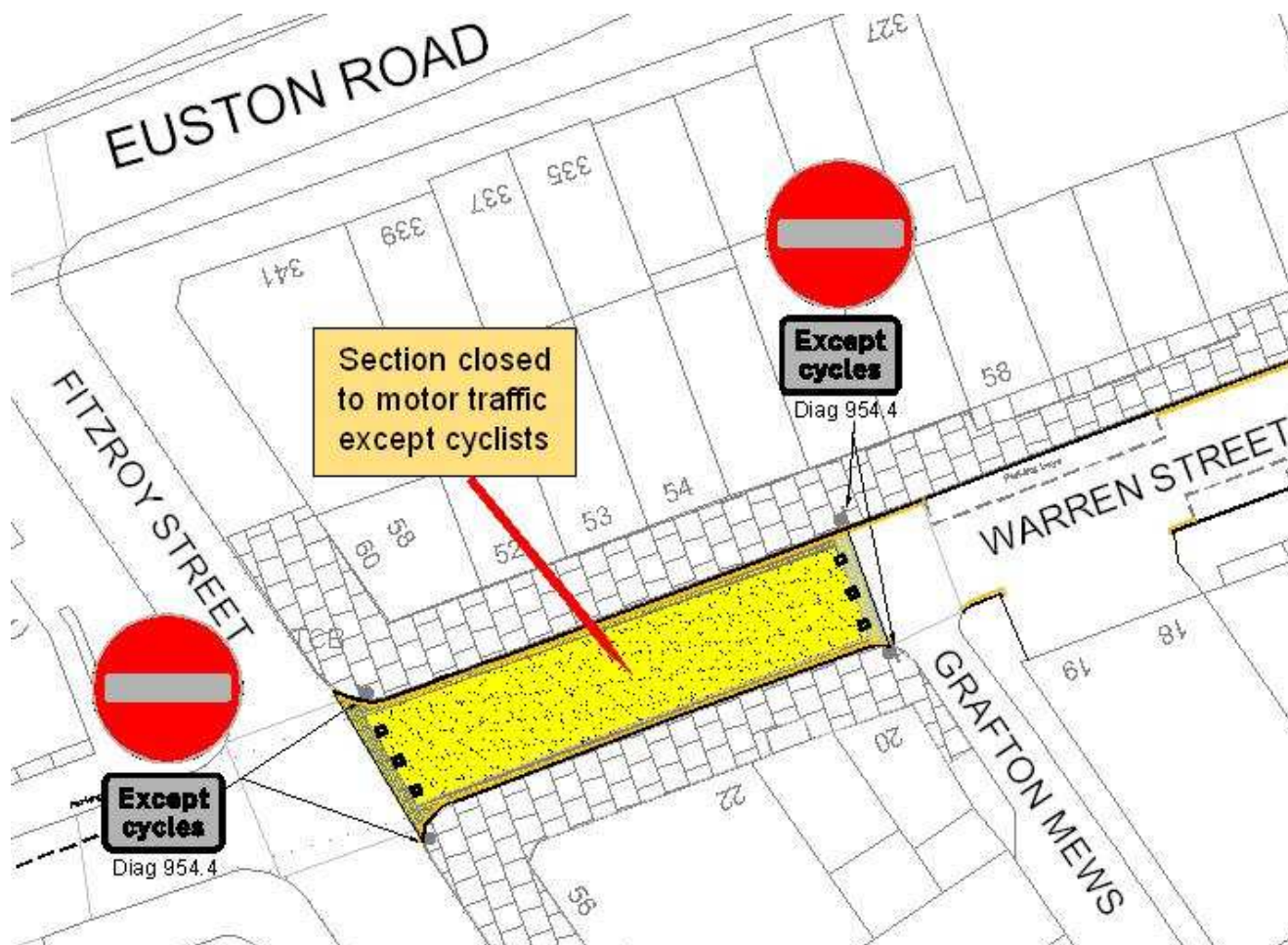
#### Option 1:

- Close section between Grafton Mews and Fitzroy Street to motor traffic except cyclists and create public space.

#### Option 2:

- Reverse the direction of one way on Warren Street between Whitfield Street and Fitzroy Street and between Fitzroy Street and Conway Street.

### Option 1 – Closing section between Grafton Mews and Fitzroy Street



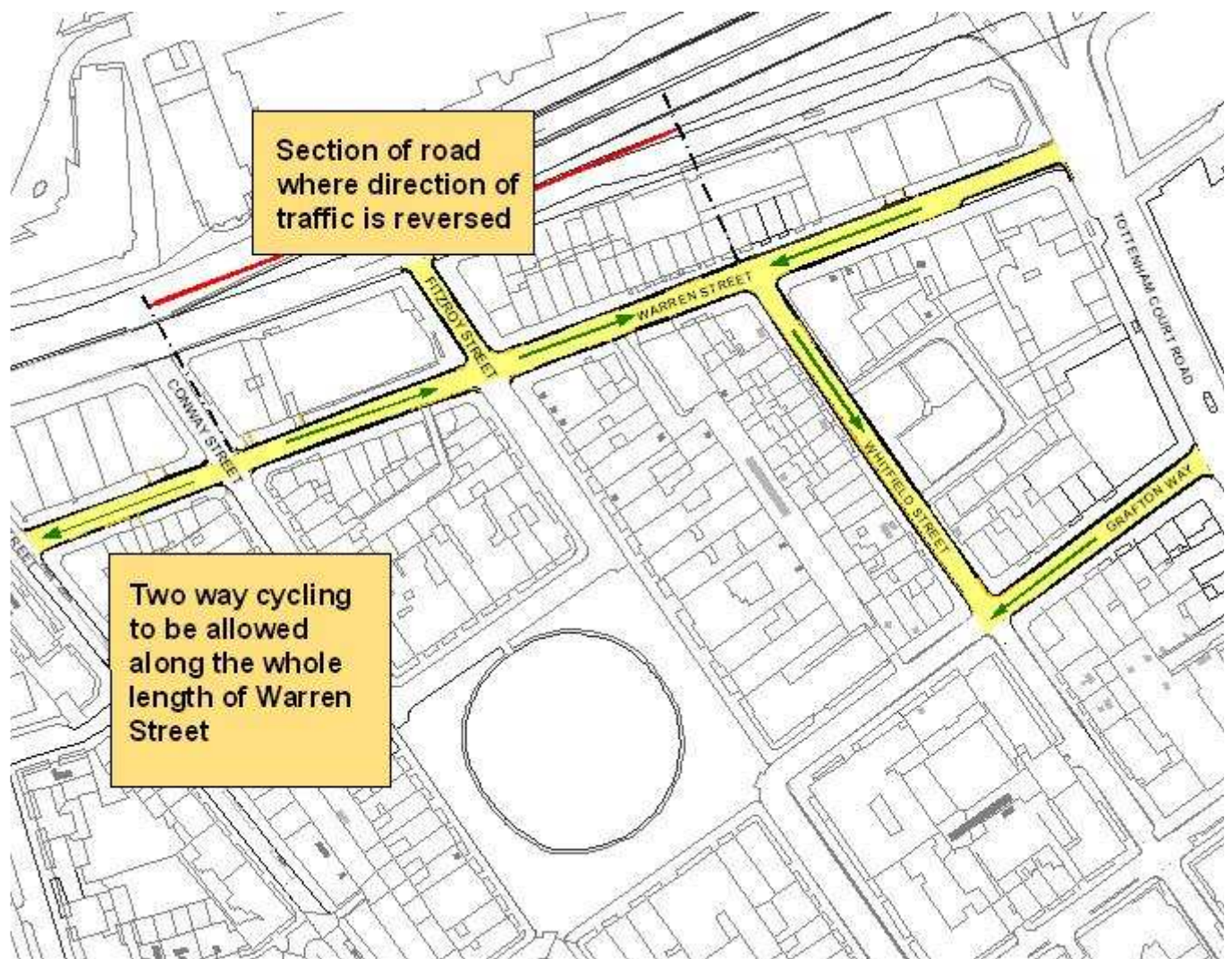


**Option 2 – Reverse part of Warren Street**

Section of road where direction of traffic is reversed

Two way cycling to be allowed along the whole length of Warren Street

The map shows a street network with Warren Street highlighted in yellow. Green arrows indicate the proposed two-way cycling route along the entire length of Warren Street. A red line with arrows indicates the section where the direction of traffic is reversed. The map includes labels for Fitzroy Street, Connaught Street, Warren Street, Whitfield Street, Tottenham Court Road, and Grafton Way.



## PROPOSAL 6:

### Whitfield Street / Grafton Way – Raised junction

#### Existing



Whitfield Street / Grafton Way junction

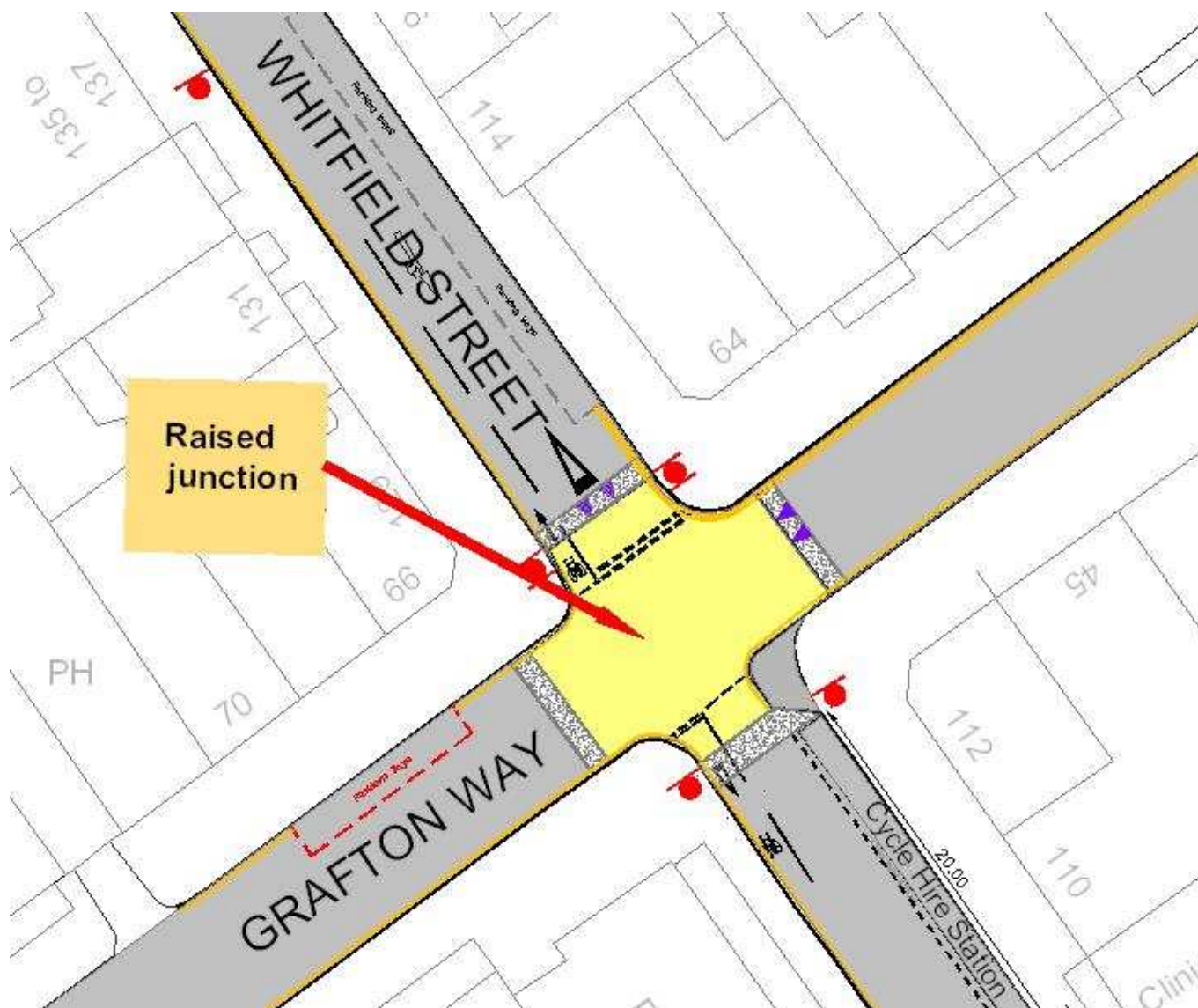
#### Issues:

Safety concerns due to high traffic speeds approaching from both the east and north of the junction.

#### Proposal:

- Improve safety and reduce traffic speeds by installing a raised table at the junction. This also improves pedestrian crossings as they would be level and step free.

#### Proposed





## PROPOSAL 7:

### Whitfield Street (between Grafton Way and Maple Street) – Cycle Hire Station

#### Existing



Whitfield Street / Grafton Way junction

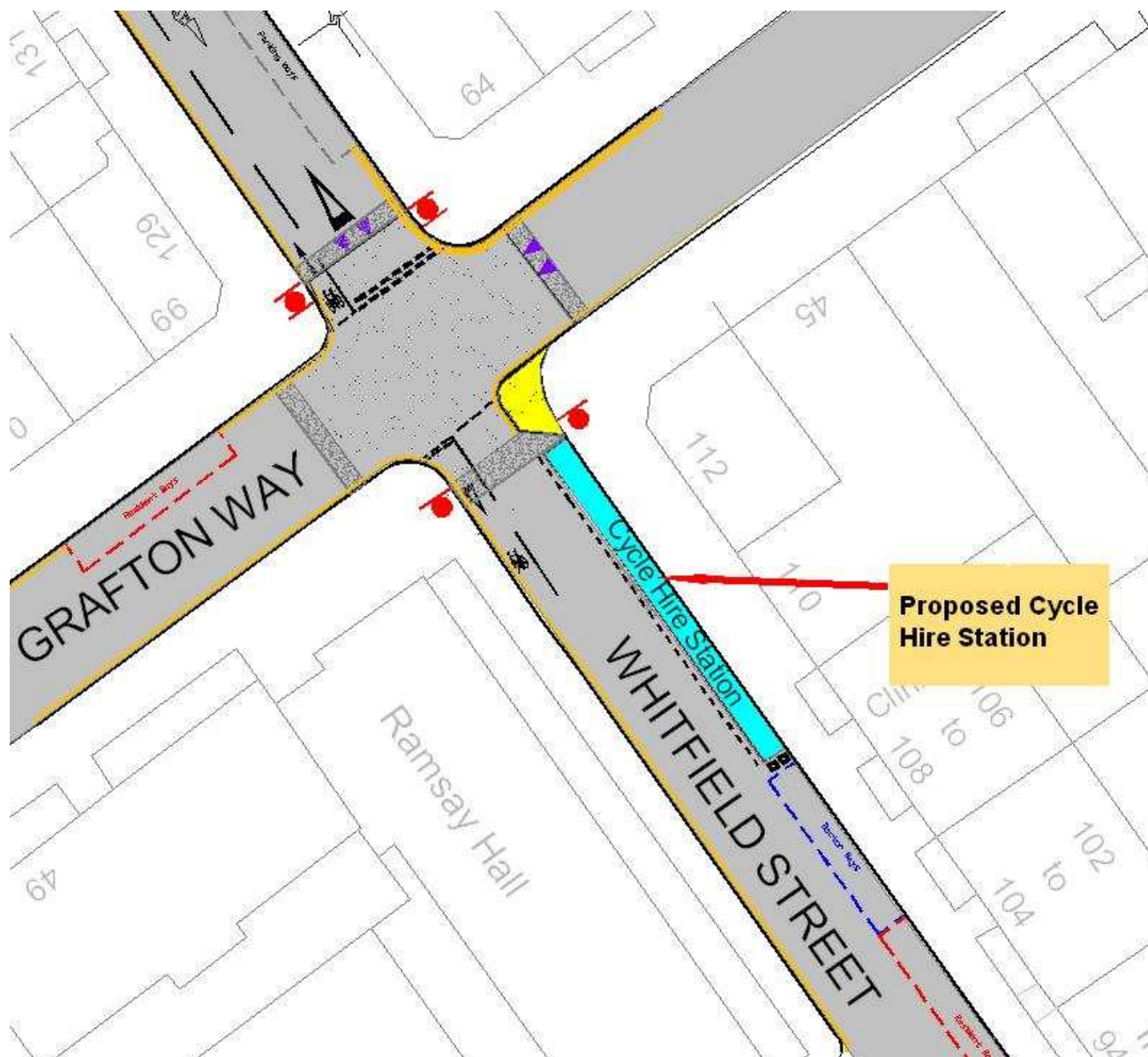
#### Issues:

Barclays Cycle Hire Scheme has proven to be hugely popular. A new site is proposed at Whitfield Street near the junction with Grafton Way.

#### Proposal:

- Introduce a Cycle Hire station on the east side of the carriageway near the junction with Grafton Way.
- Protect cycle hire facilities by widening the footway on Whitfield Street at Grafton Way.

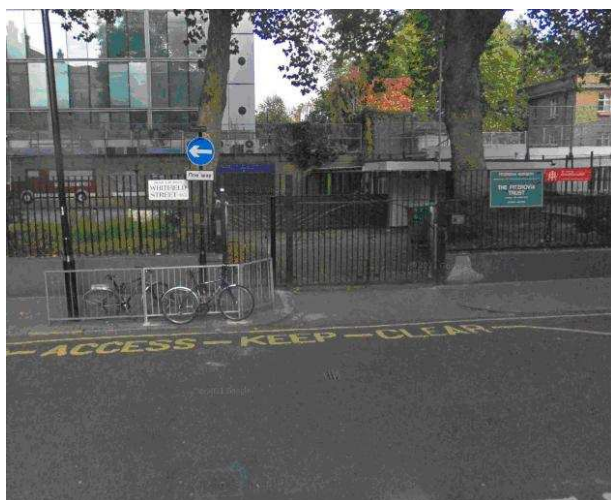
#### Proposed



## PROPOSAL 8:

### Whitfield Street – Widen the footway outside Fitzrovia Nursery opposite Chitty Street

#### Existing



Fitzrovia Nursery at Whitfield Street

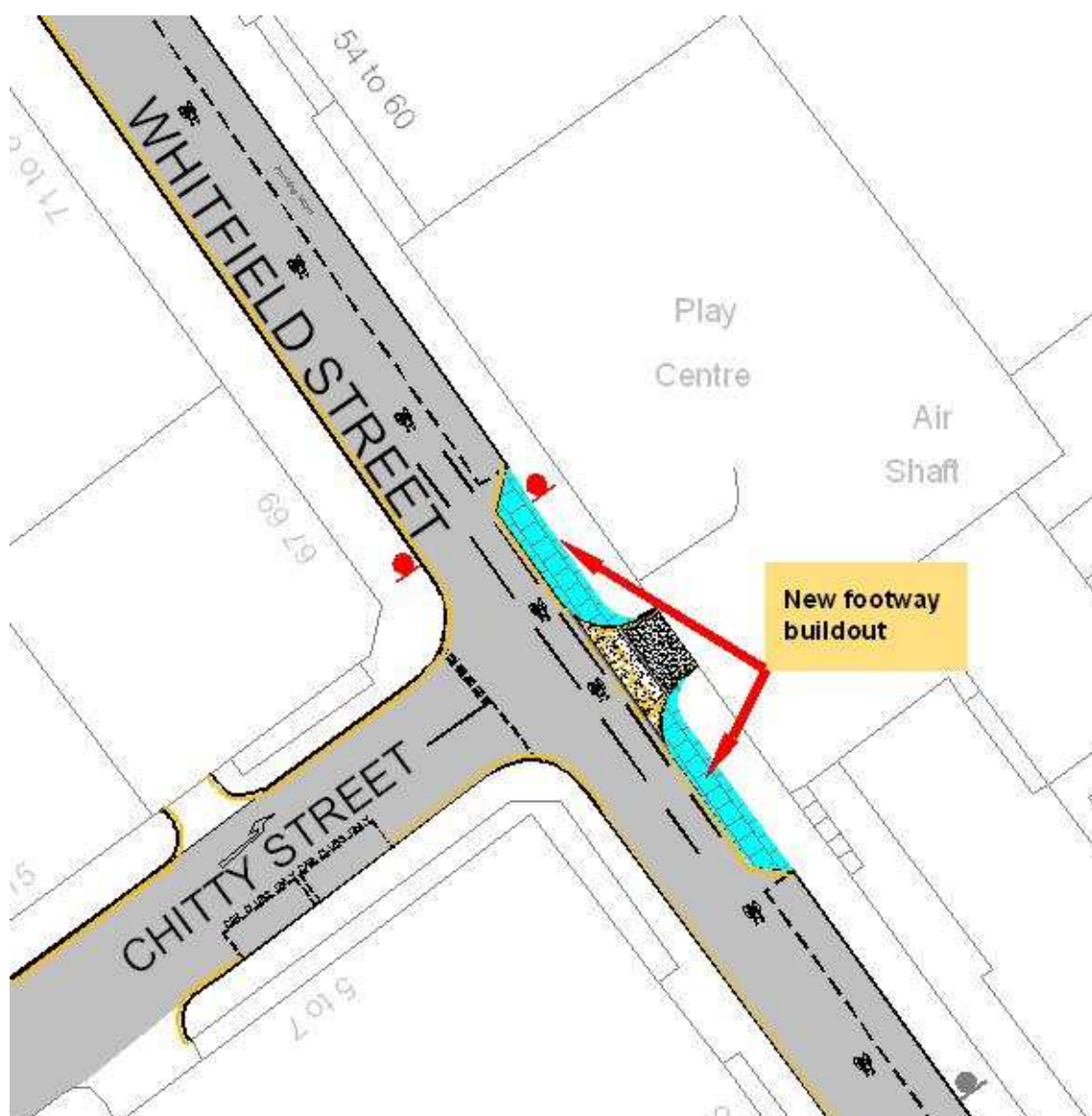
#### Issues:

The footways outside the Fitzrovia Nursery are narrow and cluttered with guard railings and cycle 'fly' parking.

#### Proposal:

- Widen footway on both sides of the entrance to the Fitzrovia Nursery and replace guard railings with cycle stands.

#### Proposed





## PROPOSAL 9:

### Whitfield Street – Cycle contra-flow

#### Existing



Whitfield Street at junction with Maple Street

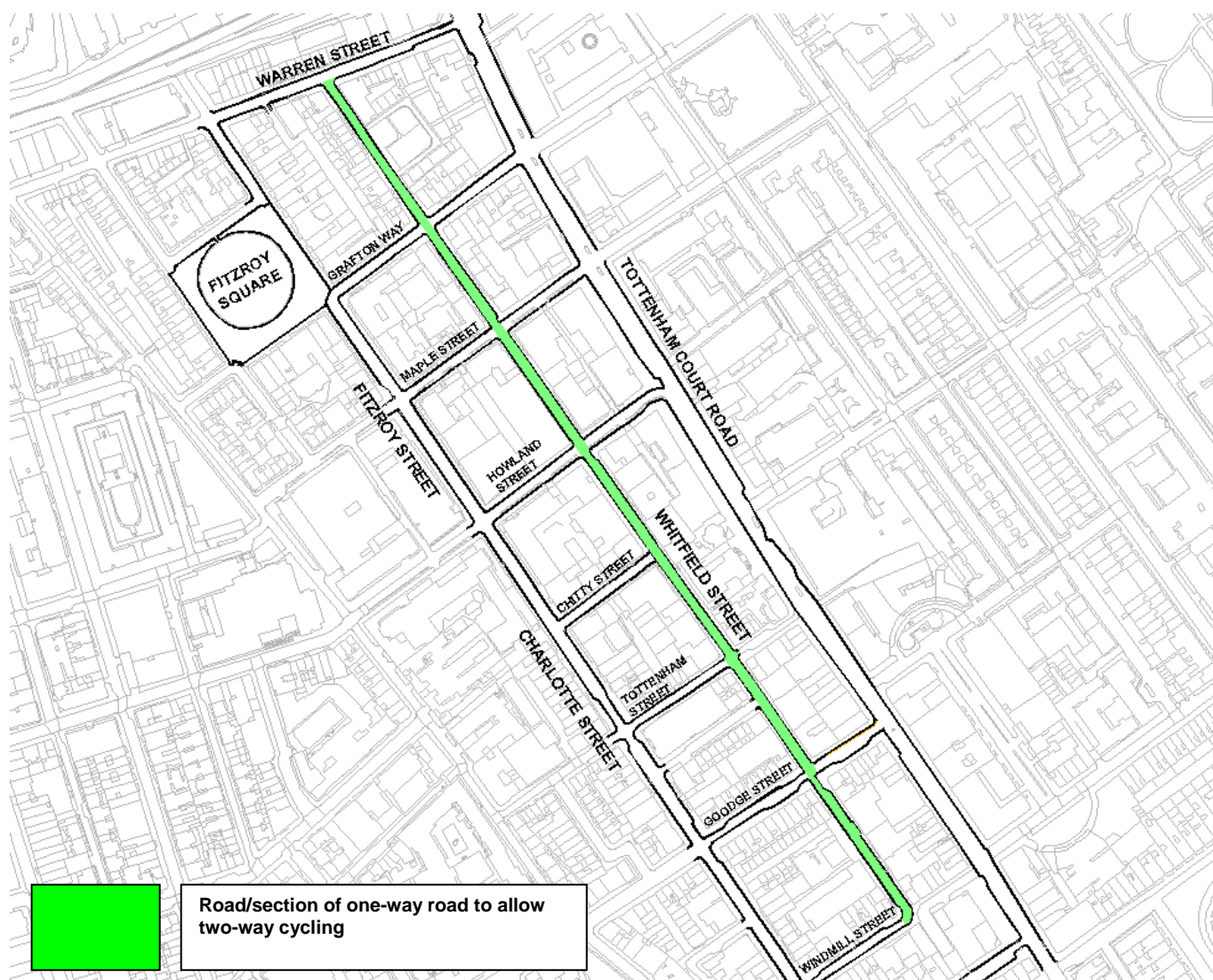
#### Issues:

Permeability for cyclists in Fitzrovia is very poor due to one-way streets which limit available routes for cyclists and create poor legibility. The clear routes of Tottenham Court Road and Gower Street carry large volumes of traffic and thus they do not encourage cycling (and have high accident rates for cyclists).

#### Proposal:

- Mark a cycle contra-flow on Whitfield Street to allow two-way cycling. This will improve general safety as well as cycle accessibility.

#### Proposed



**PROPOSAL 10:**  
**Proposed 20 mph area**



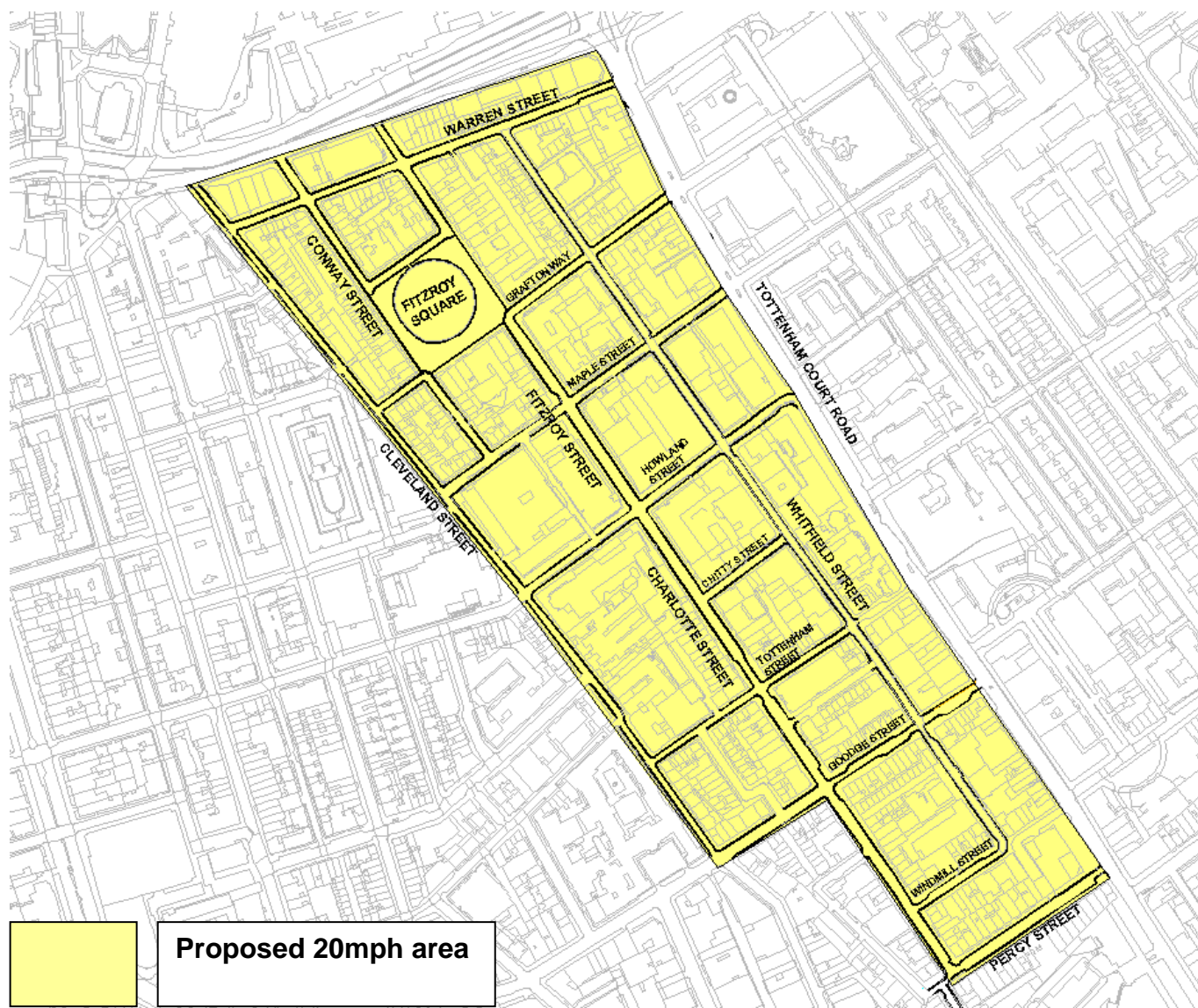
**Issues:**

There have been public complaints of high vehicle speeds in some areas of Fitzrovia.

**Proposal:**

- Introduce a 20mph area to indicate the appropriate driving speed.

**Proposed**





## PROPOSAL 11:

### Fitzrovia – Cycle parking

#### Existing



Cycle stands on Goodge Street

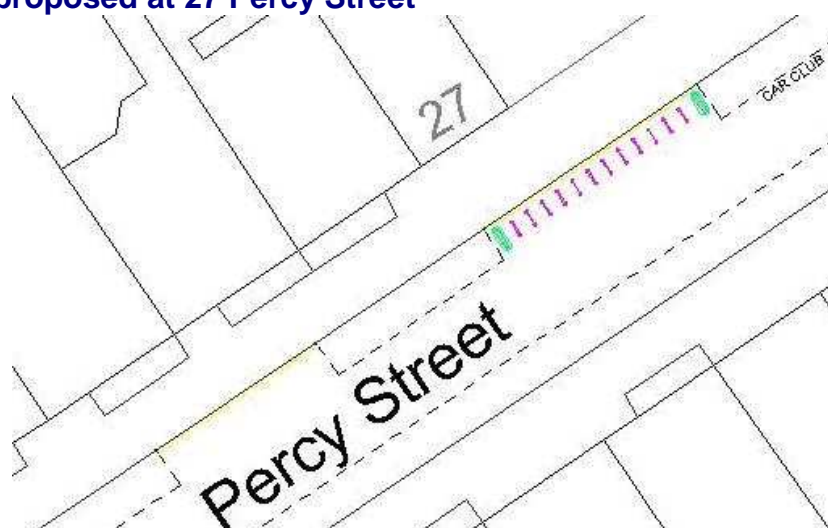
#### Issues:

There are numerous residential properties, restaurants, public houses and offices at the Charlotte Street / Percy Street junction and on Whitfield Street near the Maple Street junction. There are a lack of cycle parking bays in the area.

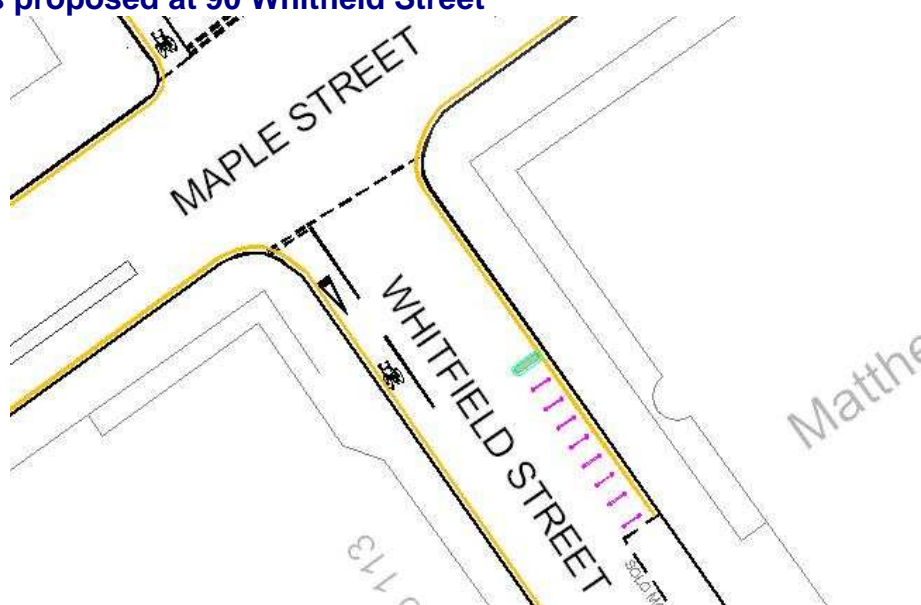
#### Proposal:

- Replace 14m of single yellow line with 12 cycle stands on carriageway at 27 Percy Street.
- Replace 9m of single yellow line with 8 cycle stands at Whitfield Street near Maple Street junction.

#### 12 cycle stands proposed at 27 Percy Street



#### 8 cycle stands proposed at 90 Whitfield Street



**PROPOSAL 12:**  
**Warren Street – Car Club**

**Existing**



**Car Club bay on Chitty Street**

**Issues:**

City Car Club provides residents and businesses with a viable alternative to private car ownership and continues to expand the network of cars and vans to meet the ever increasing demand for their service.

**Proposal:**

- Create a new car club bay on a single yellow line outside 69 Warren Street.

**Car club bay proposed at 69 Warren Street**

