

Important- Public Consultation

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

November 2012

Swiss Cottage Area Wide Improvements

Camden Council has developed a number of proposals to make the Swiss Cottage area a safer and more attractive place for residents, businesses and visitors. Some of the changes proposed are to help make it easier for school children to walk and cycle to the new Swiss Cottage School in Adelaide Road/Avenue Road. The proposals include new cycle lanes, improved pedestrian crossing and measures to improve road safety.

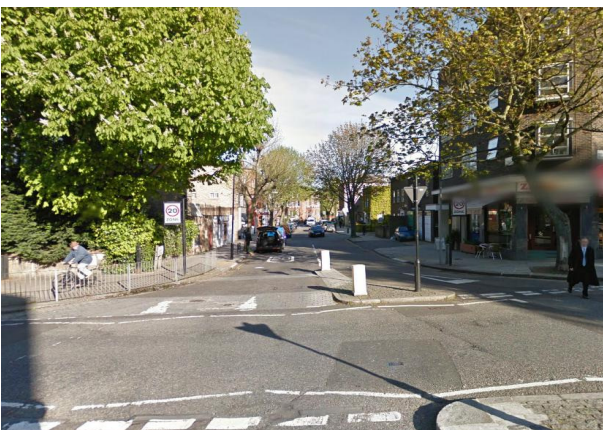
This leaflet sets out these proposals and how they will affect the area. As a local resident, business or group, this is your opportunity to let us know what you think.



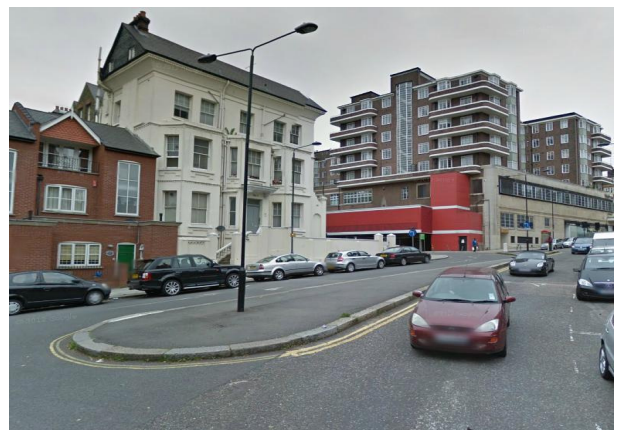
Avenue Road / Elsworthy Road junction



Eton Avenue Market



Fairhazel Gardens / Belsize Road junction



Goldhurst Terrace / Greencroft Gardens 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 **11 January 2013** 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. **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 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.

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

The expansion of the Swiss Cottage Specialist SEN School and UCL Academy on Avenue Road make it even more important that there are safe routes for people to walk and cycle in the area. The Council has also undertaken borough wide road traffic casualty analysis to identify corridors and neighbourhoods across the borough in need of road safety measures. The areas with the worst casualty problem have been prioritised. There have been 149 collisions (accidents) in the 36-month period up until the end of June 2012. This includes 1 fatal, 17 serious and 131 slight accidents. An analysis of these casualties has led to a proposal for a 20 mph limit for the area to help make the area safer.

This project focuses on the areas adjacent to the Swiss Cottage Gyratory, aiming to improve walking and cycling in the area as well as creating safer, more attractive streets for the residents, workers and visitors in the area. A map of the project area and proposal locations is included within this leaflet. This project does not include any proposals for the Finchley Road including the gyratory which is part of Transport for London's road network. Camden Council has been working with TfL to examine how the gyratory could be improved in the longer term. Any proposals to improve the gyratory would be subject to public consultation in the future.

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 Swiss Cottage Community Centre in April 2012 giving local groups the opportunity to put forward their ideas. In addition, Camden officers have analysed the road collision data and have undertaken visits to the Swiss Cottage area to identify possible solutions to address the high collision rate. Additional improvements have also been identified which will help to reduce speeds to 20mph as well as improve safety. These measures form the proposals detailed within this leaflet.

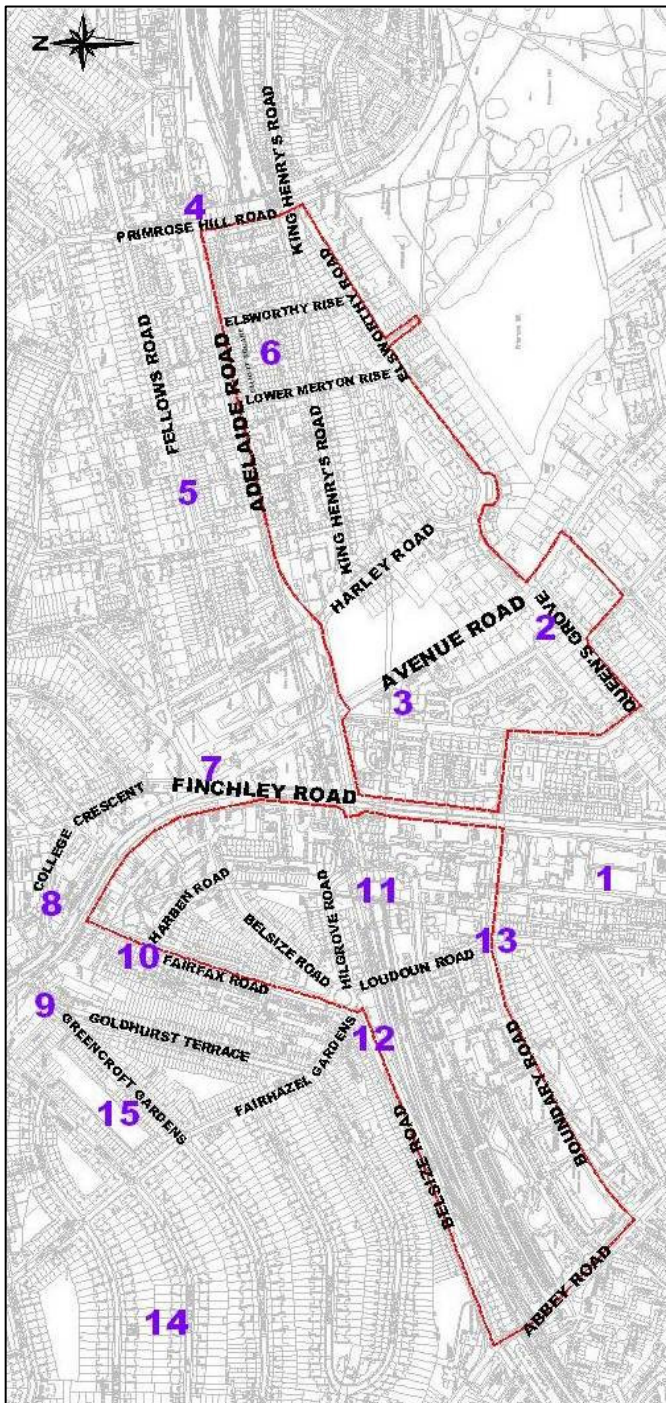
What will happen next?

All responses will be taken into account in the report to Camden's Cabinet member for Sustainability due to be presented in February 2013. The funding for this has been secured from Transport for London.

PROPOSALS

The map below shows the area covered by the project. The numbers refer to the specific locations of proposed improvements. These proposals are described in detail in the following pages, along with diagrams. In addition to the measures outlined below, the Council will seek to increase cycle parking and reduce street clutter where possible. Public realm improvements such as lining and general maintenance works will also be carried out.

Proposed Improvements



1. Introduce a 20mph area in Swiss Cottage (area outlined by dashed red line).
2. Provide a raised junction on Avenue Road by junction with Elsworthy Road/ Queen's Grove.
3. Provide a new zebra crossing at 95 Avenue Road.
4. Improve cycle lane at Primrose Hill Road/ Adelaide Road junction.
5. Replace the existing speed cushions by road humps.
6. Improve the waiting and loading restrictions at both ends of Elliot Square and the western side of the Lower Merton Rise/ Adelaide Road junction.
7. Improve the cycle lane from College Crescent to Eton Avenue Market area.
8. Introduce cycle contraflow on the northern branch of College Crescent.
9. Improve pedestrian crossing points at Greencroft Gardens/ Goldhurst Terrace junction.
10. Provide a raised junction on Fairfax Road by the junction with Harben Road.
11. Provide road humps on Hilgrove Road westbound.
12. Improve pedestrian crossing and road safety at Fairhazel Gardens/ Belsize Road junction.
13. Provide a zebra crossing and improve pedestrian crossing at Loudoun Road / Boundary Road junction.
14. Convert the existing general disabled bay outside 117 Canfield Gardens into a Dedicated Disabled parking bay.
15. Convert a resident's parking bay to a general disabled bay outside 44 Greencroft Gardens.

PROPOSAL 1: Introduce a 20mph area in Swiss Cottage

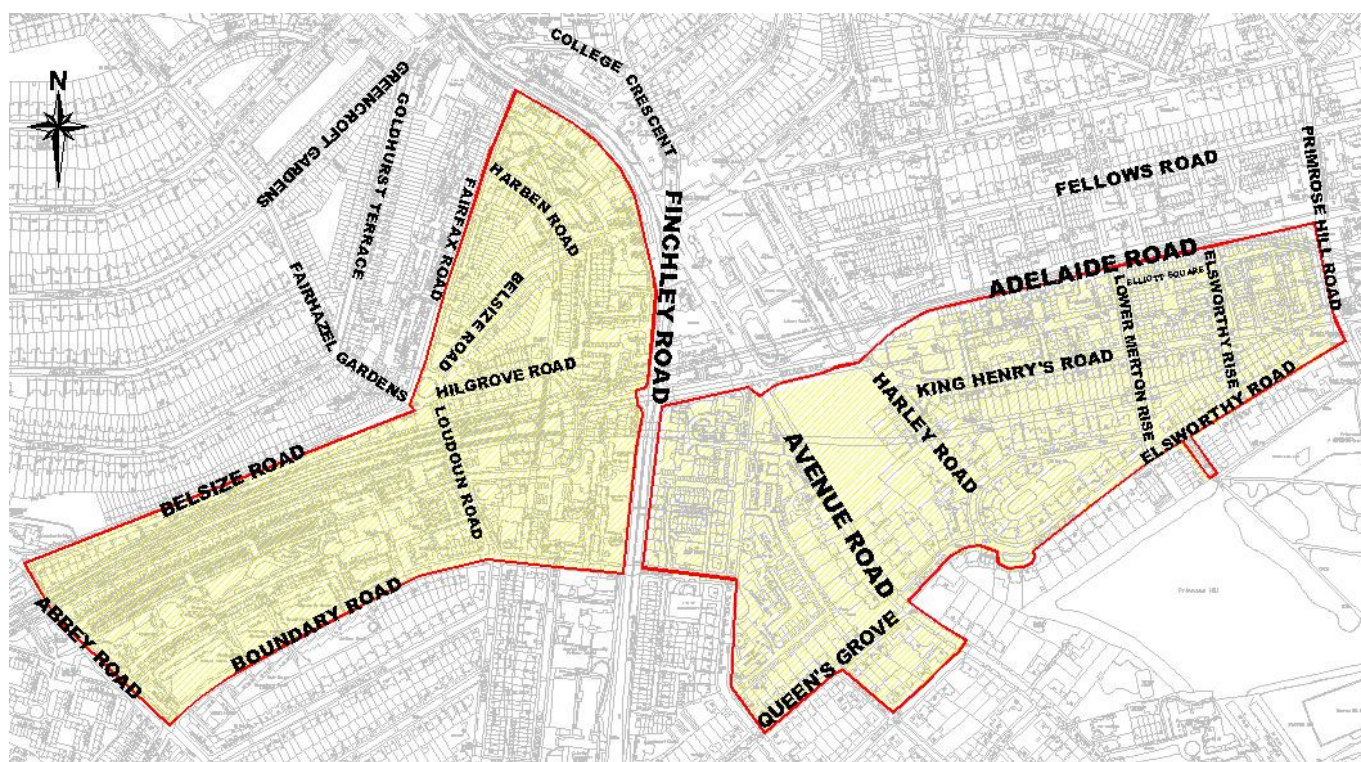
Issues:

- Swiss Cottage has been identified as a potential location for a 20mph area. This is based on a borough wide analysis of road traffic casualties.
- There have been 149 collisions in the 36-month period up until the end of June 2012. This includes 1 fatal, 17 serious and 131 slight accidents.
- Of the 149 collisions, 53 may be directly or partially attributed to speed.

Proposals:

- Introduce 20mph areas east and west of Swiss Cottage gyratory which will complement the existing 20mph areas in Swiss Cottage.
- This will be implemented through the use of low-cost solutions, such as signs and road-markings and will be supported by the proposals detailed within this document.

Location plan



PROPOSAL 2: Provide a raised junction on Avenue Road, by the junction with Elsworthy Road and Queen's Grove

Existing



Avenue Road/ Elsworthy Road/ Queen's Grove junction

Issues:

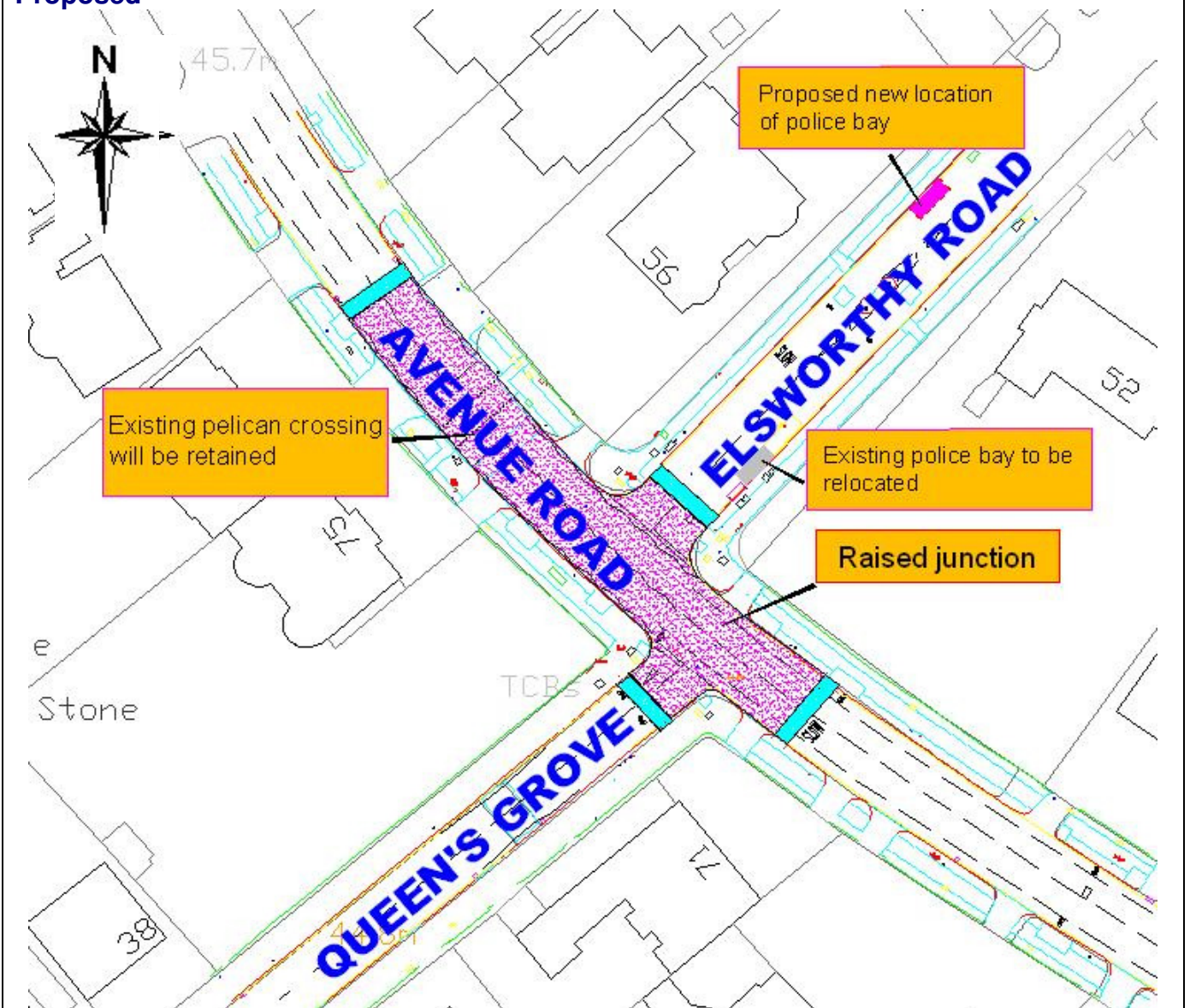
Avenue Road has a history of road traffic casualties. In particular, a high number of road traffic casualties involve collisions at the staggered junction of Avenue Road, Elsworthy Road and Queen's Drive. Often these collisions involve cyclists and turning vehicles.

Proposals:

Provide a raised table at the junction of Avenue Road with Elsworthy Road and Queen's Grove. This will calm traffic and help pedestrians crossing at this junction.

A police bay on Elsworthy Road will be relocated as shown in the drawing below.

Proposed



PROPOSAL 3: Provide a new zebra crossing at 95 Avenue Road

Existing



Proposed location of zebra crossing near 95 Avenue Road

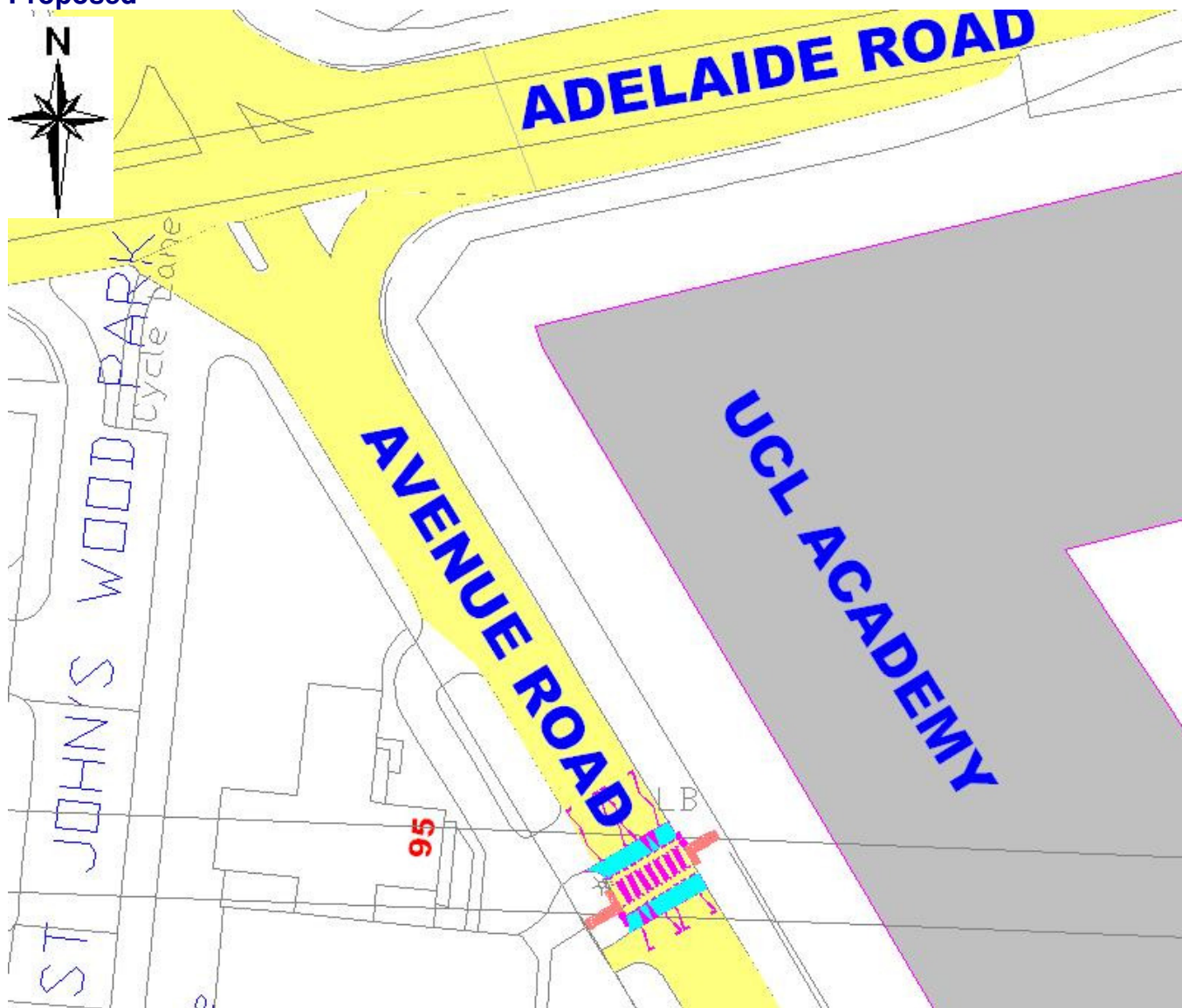
Issues:

Speeds above 30mph have been recorded along Avenue Road, therefore measures are needed to encourage slower driving speeds. Pedestrian flows are likely to significantly change, with the opening of the new school.

Proposal:

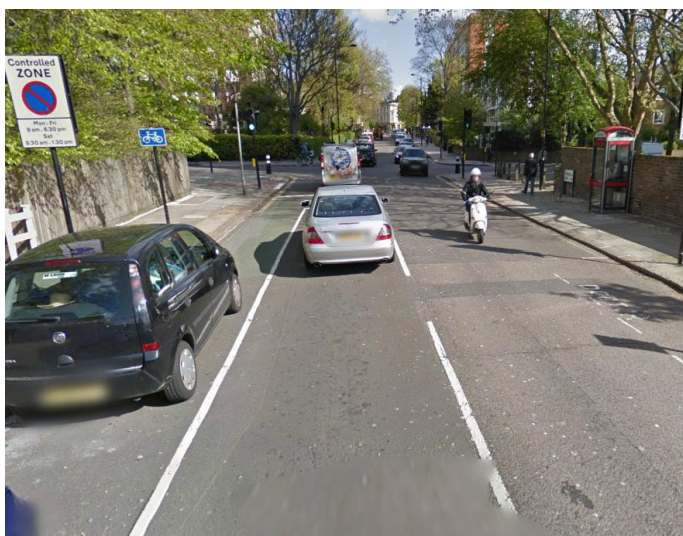
Provide a raised zebra crossing at 95 Avenue Road to improve pedestrian access to the new schools.

Proposed



PROPOSAL 4: Improve the cycle facilities at Primrose Hill Road/ Adelaide Road junction

Existing



Primrose Hill Road looking north towards junction with Adelaide Road

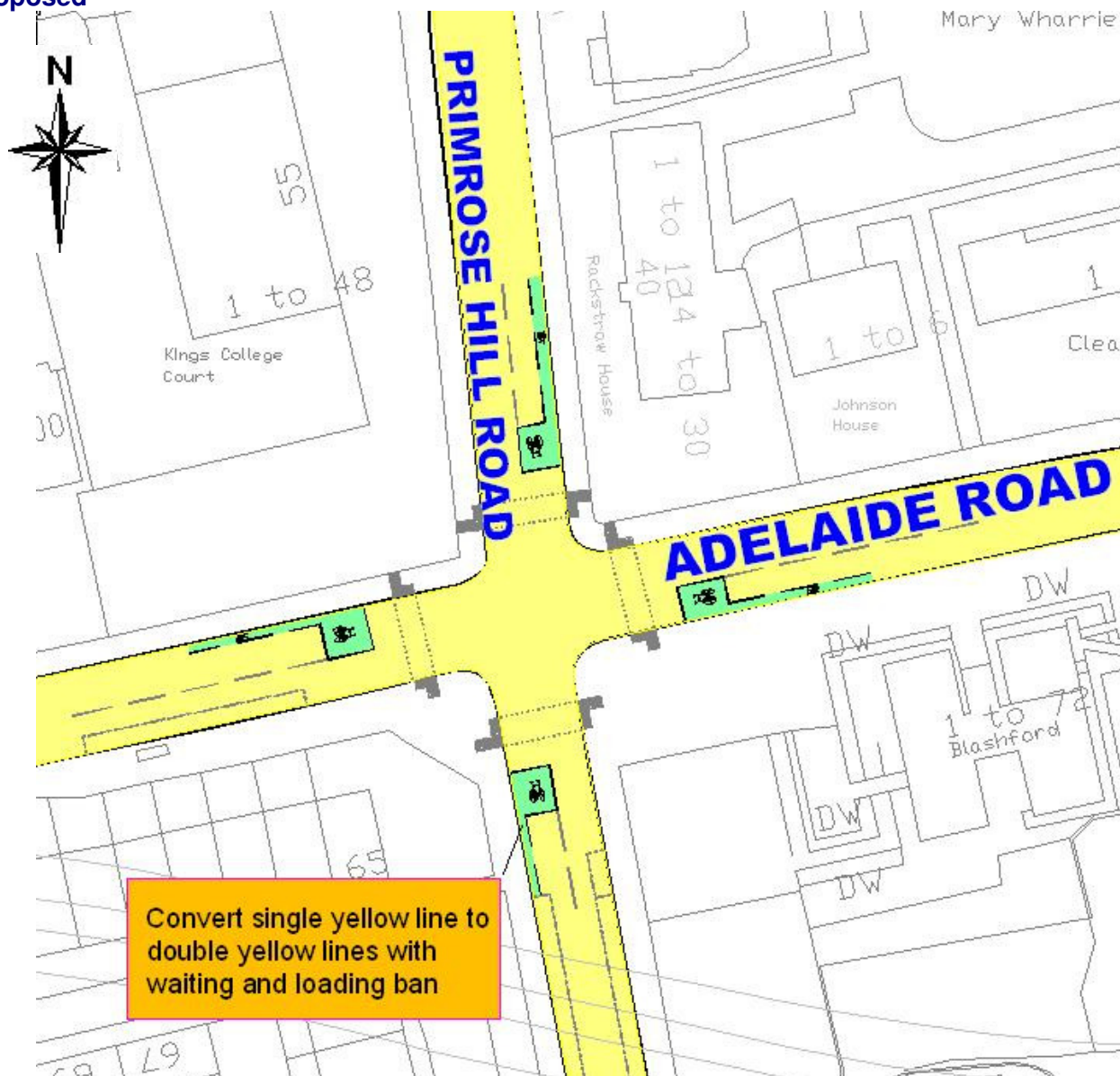
Issues:

Vehicles are often found parking in the cycle lane on Primrose Hill Road south of the junction.

Proposal:

Replace single yellow line with double yellow lines and waiting and loading ban.

Proposed



PROPOSAL 5: Replace the existing speed cushions by road humps on Fellows Road

Existing



Existing speed cushions on Fellows Road

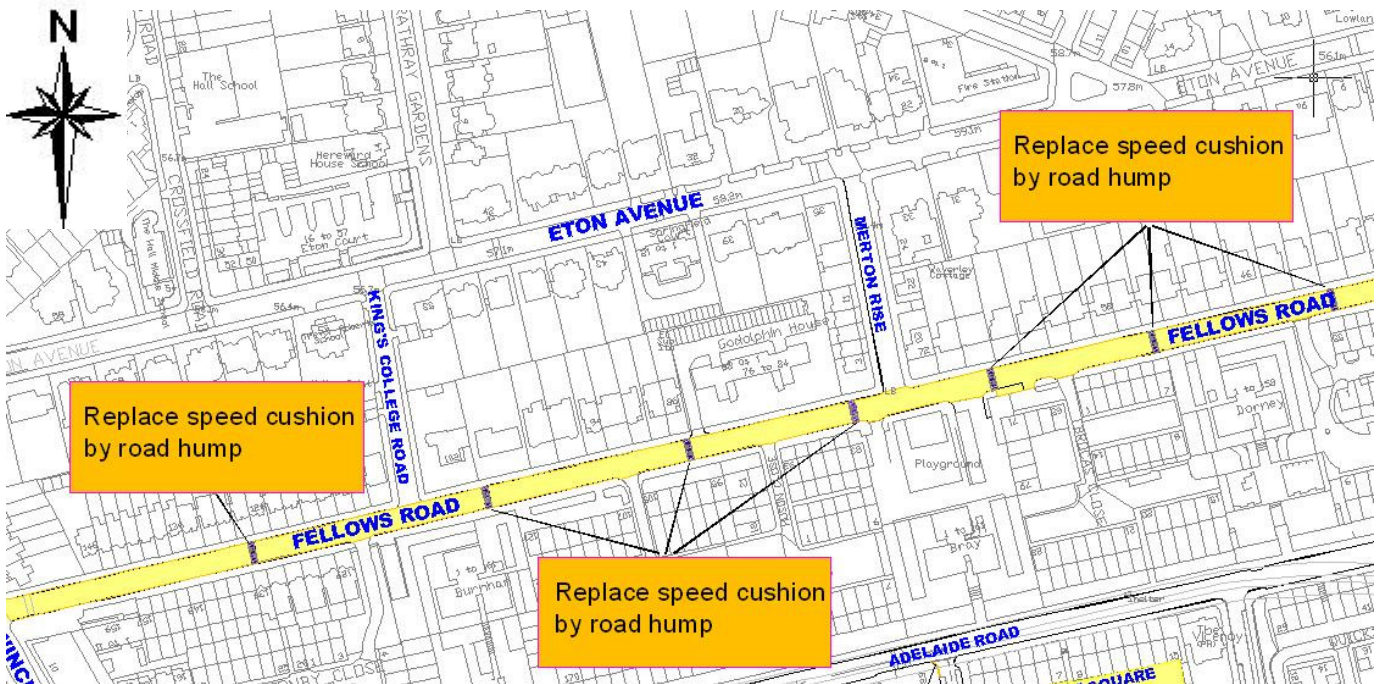
Issues:

Speed cushions do not reduce vehicle speeds to same level as road humps as large vehicles can straddle them quite easily. Speed above 25mph has been recorded along Fellows Road and therefore, measures are needed to self enforce the proposed 20mph limit.

Proposal:

Replace the speed cushions with road humps with gentler ramps (sinusoidal profile) thus providing a smoother ride. This will encourage slower driving speeds.

Proposed



PROPOSAL 6: Replace single yellow line with double yellow lines on both end of Elliot Square and western side of Lower Merton Rise/ Adelaide Road junction

Existing



Lower Merton Rise by the junction with Elliot Square and Adelaide Road

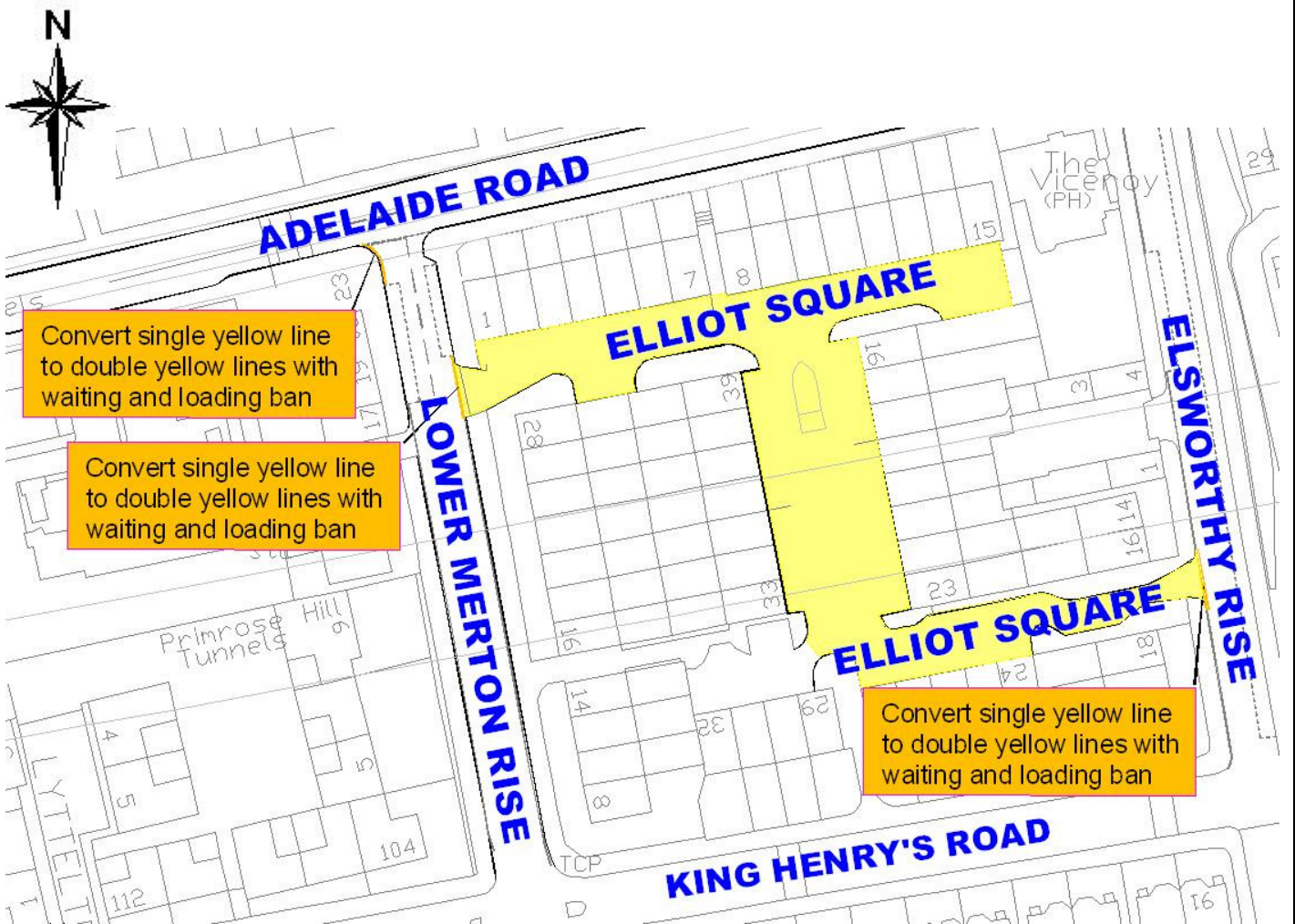
Issues:

Local residents have complained that there are parking near the junctions at each end of Elliot Square and west side of Lower Merton Rise/ Adelaide Road junction causing poor visibility.

Proposal:

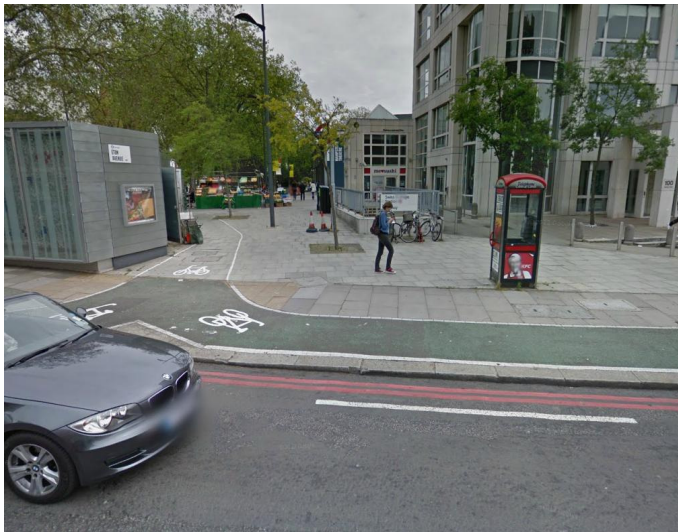
Replace single yellow line at the locations by double yellow lines with waiting and loading ban.

Proposed



PROPOSAL 7: Improve the cycle lane from College Crescent to Eton Avenue market area

Existing



Existing cycle lane to Eton Avenue market area

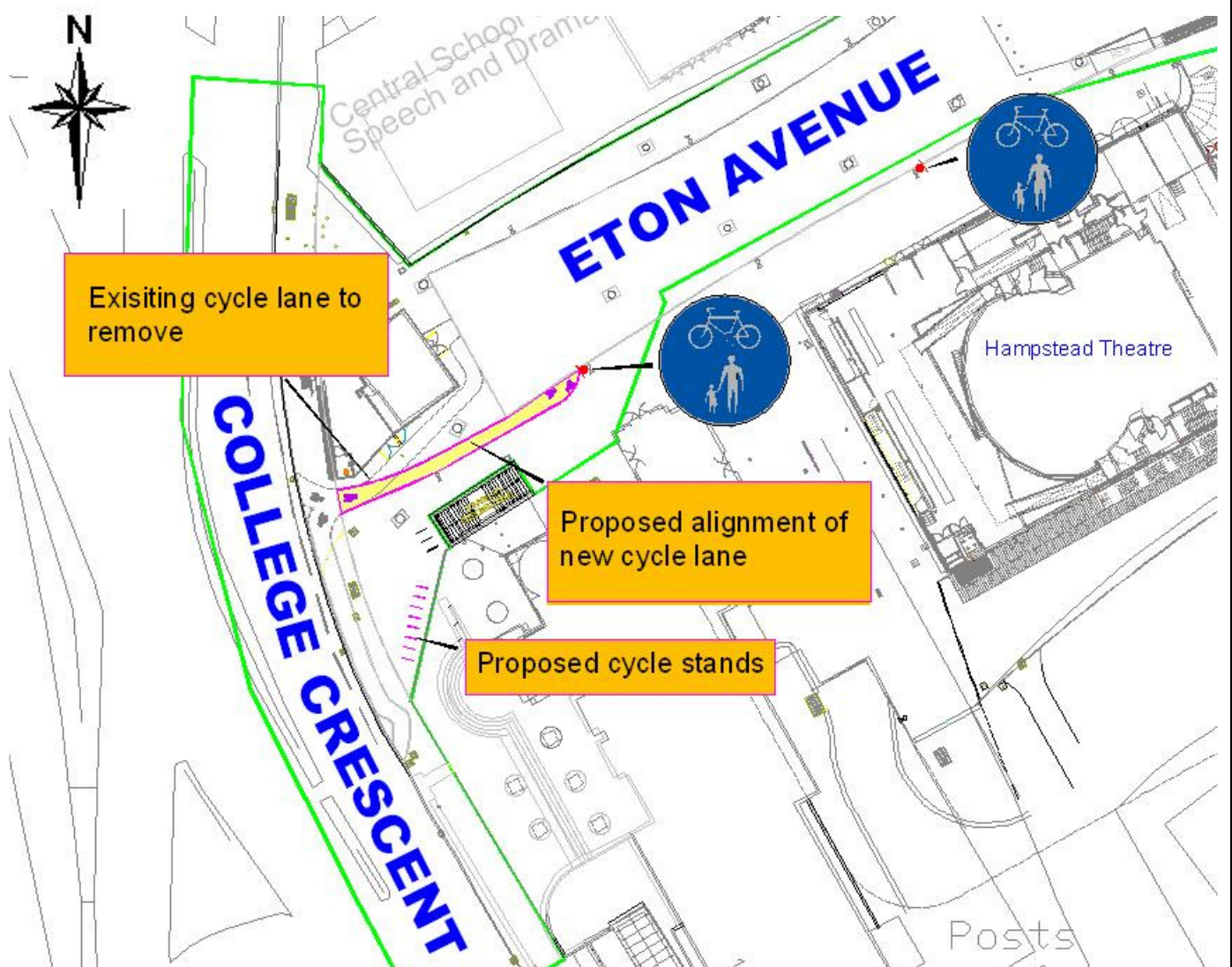
Issues:

Concerns have been raised regarding the discipline of cyclists using the area of shared space at Eton Avenue. The entry to this area of shared space from College Crescent is via a short length of zigzag cycle lane, which routes around the storage building.

Proposal:

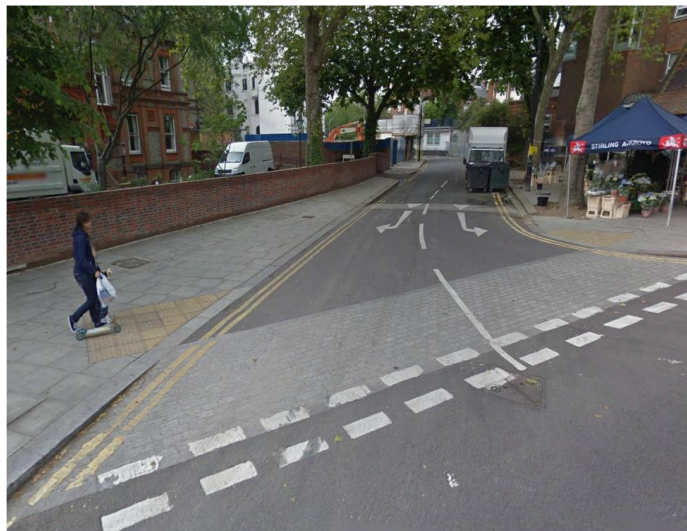
To improve the alignment of the cycle lane with the provision of pedestrian/cycle shared space signs. In addition, cycle stands are proposed near to the entrance to the underground station at the request of local residents.

Proposed



PROPOSAL 8: Improve cycling on College Crescent between Finchley Road and Fitzjohn's Avenue

Existing



College Crescent by the junction with Fitzjohn's Avenue

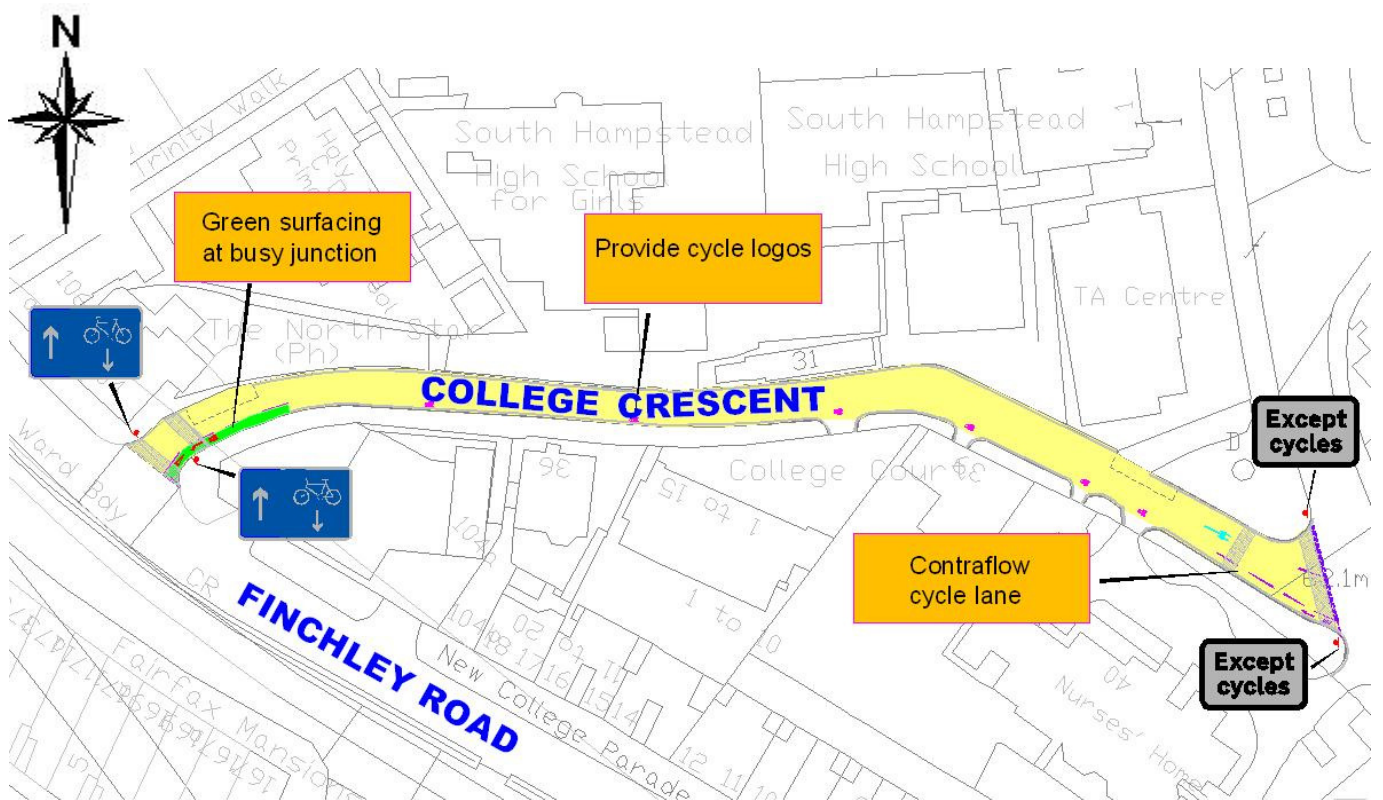
Issues:

Requests have been received from Camden Cycling Campaign and local residents to improve cycling on the northern branch of College Crescent between Finchley Road and Fitzjohn's Avenue.

Proposal:

Provide cycle entry markings and except cycle signs at the end of Fitzjohn's Avenue; cycle logos along the route and green surfacing at the exit to Finchley Road.

Proposed



PROPOSAL 9: Improve pedestrian crossing points at Greencroft Gardens/ Goldhurst Terrace junction

Existing



Greencroft Gardens/ Goldhurst Terrace junction

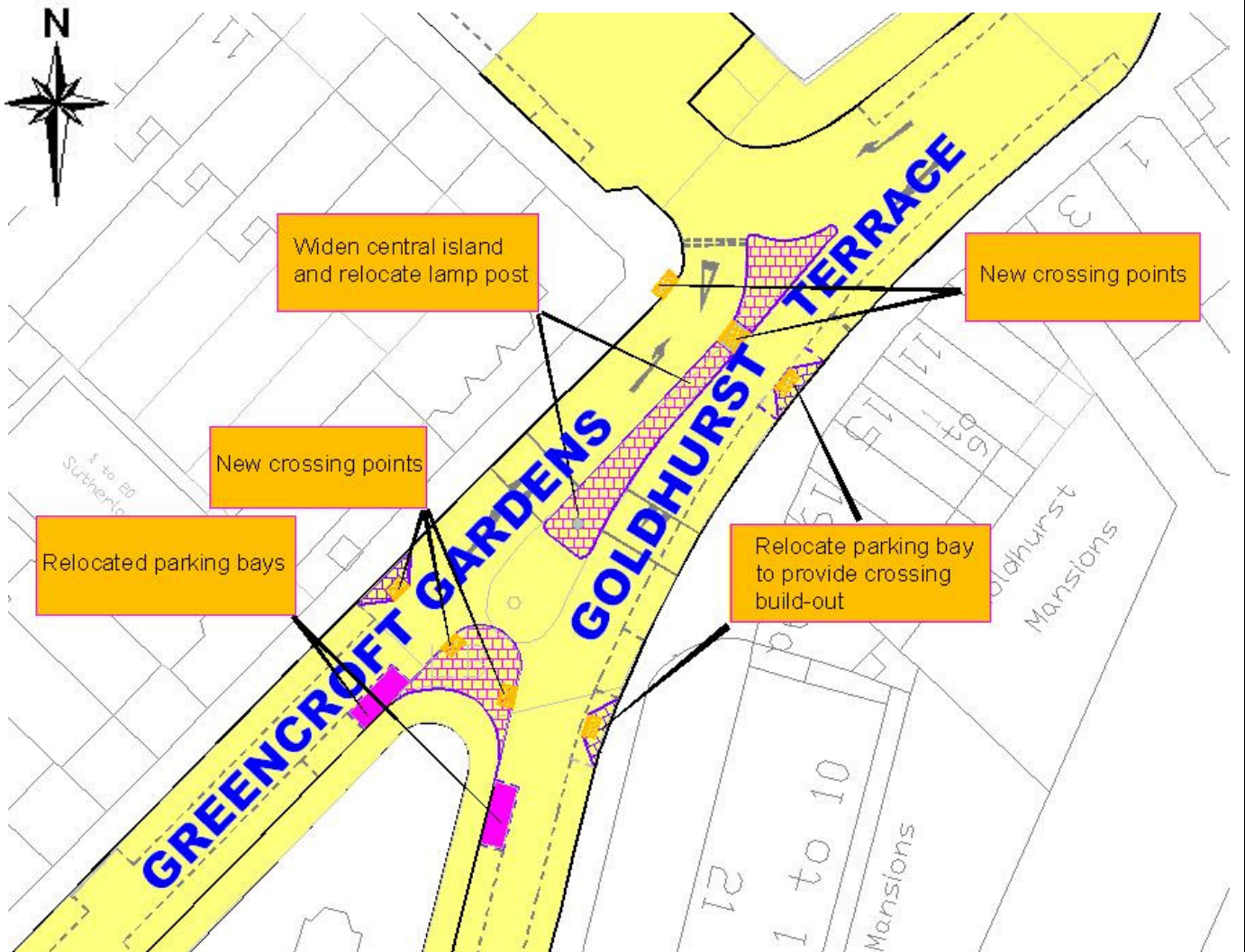
Issues:

There is a lack of pedestrian crossing facilities near to the junction with the Finchley Road. Pedestrians are crossing at the Greencroft Gardens gyratory which has a narrow central island and is unsuitable.

Proposal:

Widen the central island and provide improved crossing points between Greencroft Gardens and Goldhurst Terrace.
 *There will be relocation of two shared use parking spaces as a result of this proposal. The relocated parking bays are shown in the proposed drawing.

Proposed



ROPOSAL 10: Provide a raised junction on Fairfax Road by the junction with Harben Road

Existing



Fairfax Road by junction with Harben Road

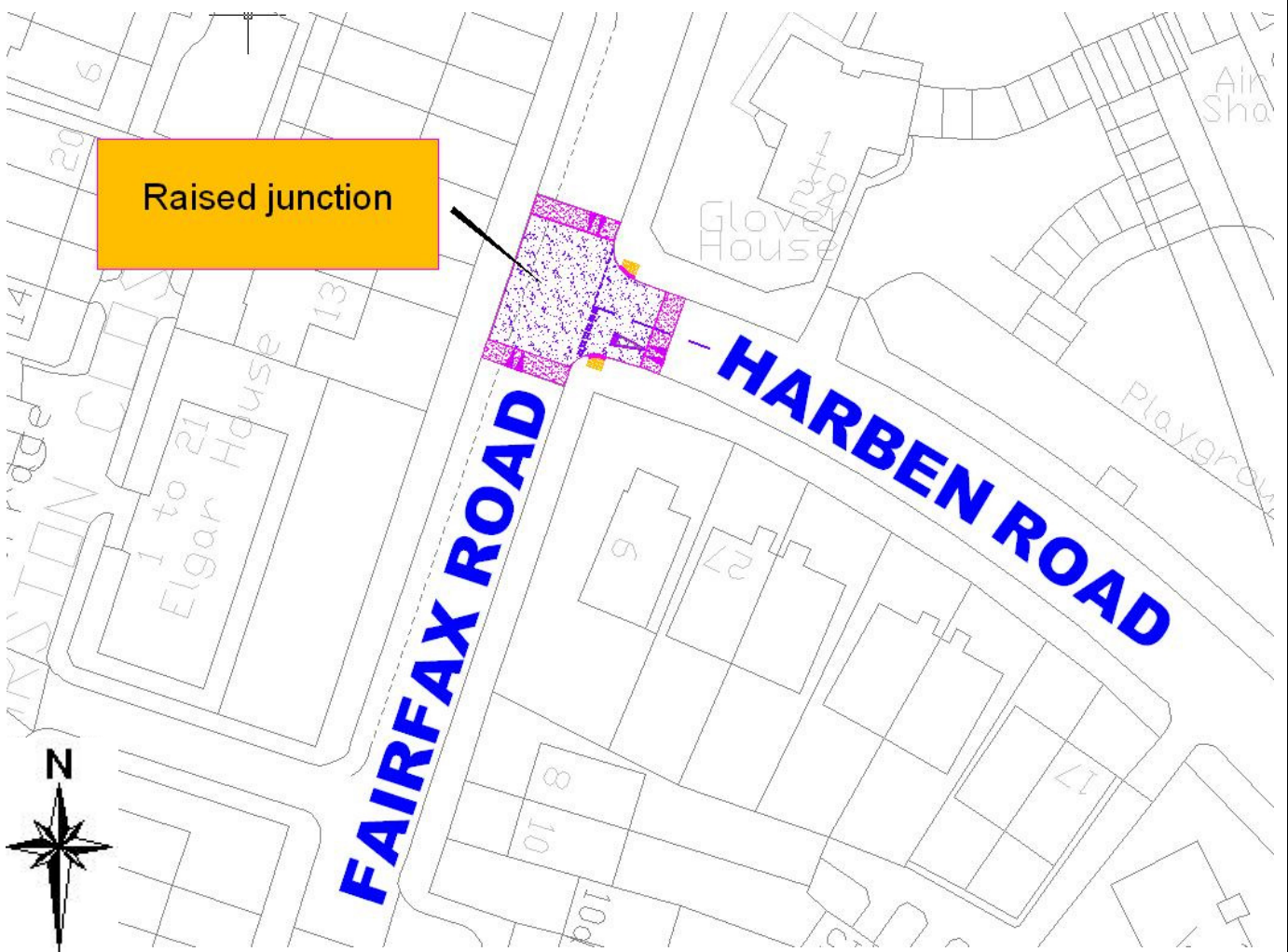
Issues:

Speeds above 25mph have been recorded along Fairfax Road, which is a concern.

Proposal:

Introduce a raised junction on Fairfax Road by the junction with Harben Road. This will help to encourage slower driving speeds and allow pedestrians to cross safely.

Proposed



PROPOSAL 11: Provide road humps on Hilgrove Road westbound

Existing



Hilgrove Road westbound towards Belsize roundabout

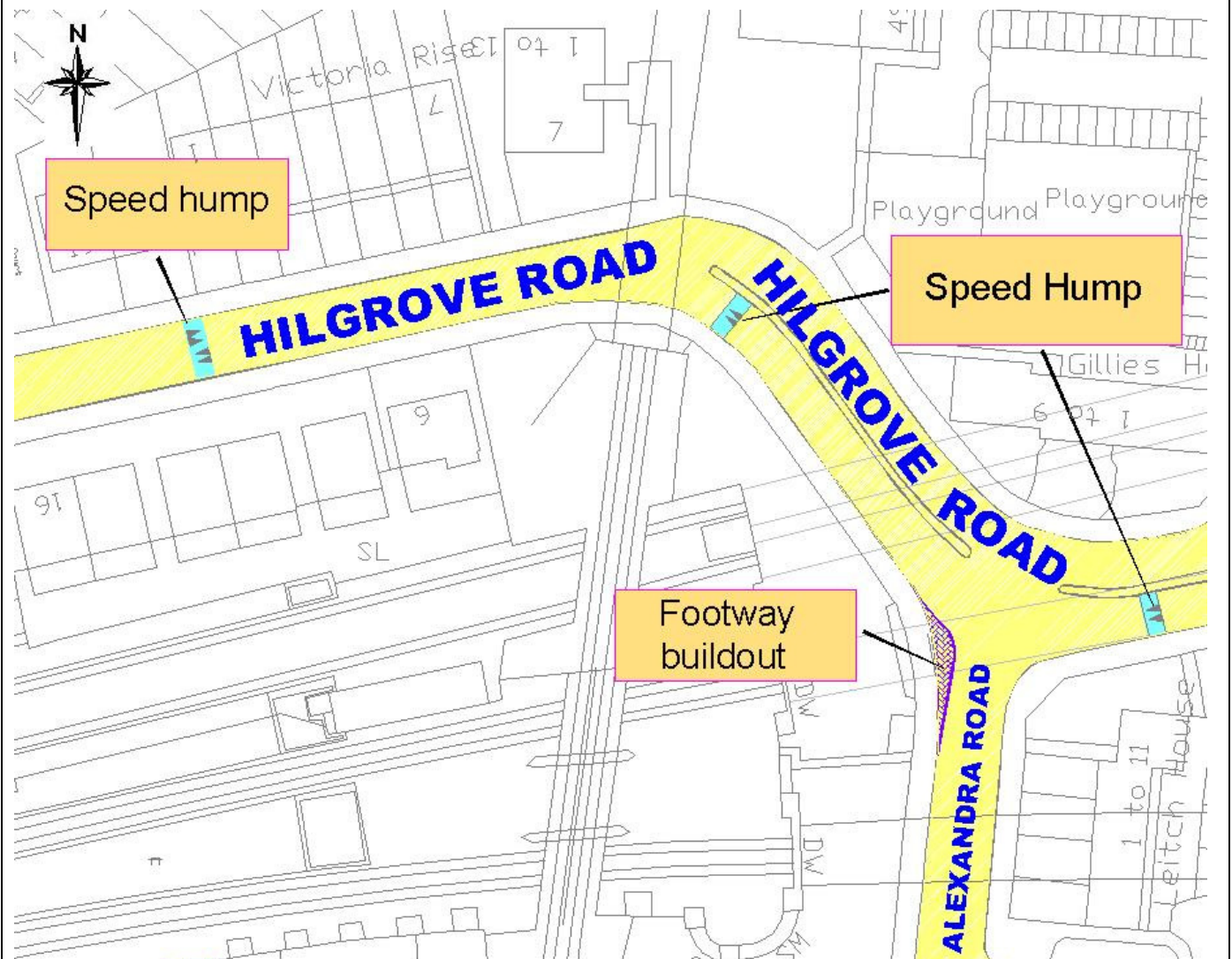
Issues:

Speeds above 25mph have been recorded along Hilgrove Road westbound, which is a concern.

Proposal:

Introduce road humps on Hilgrove Road with gentler ramps (sinusoidal profile) thus providing a smoother ride. Build out the footway at junction of Alexandra Road with Hilgrove Road to reduce speed of turning traffic. This will help to encourage slower driving speeds.

Proposed



PROPOSAL 12: Improve pedestrian crossing points and road safety at junction of Fairhazel Gardens and Belsize Road

Existing



Fairhazel Gardens at junction with Belsize Road

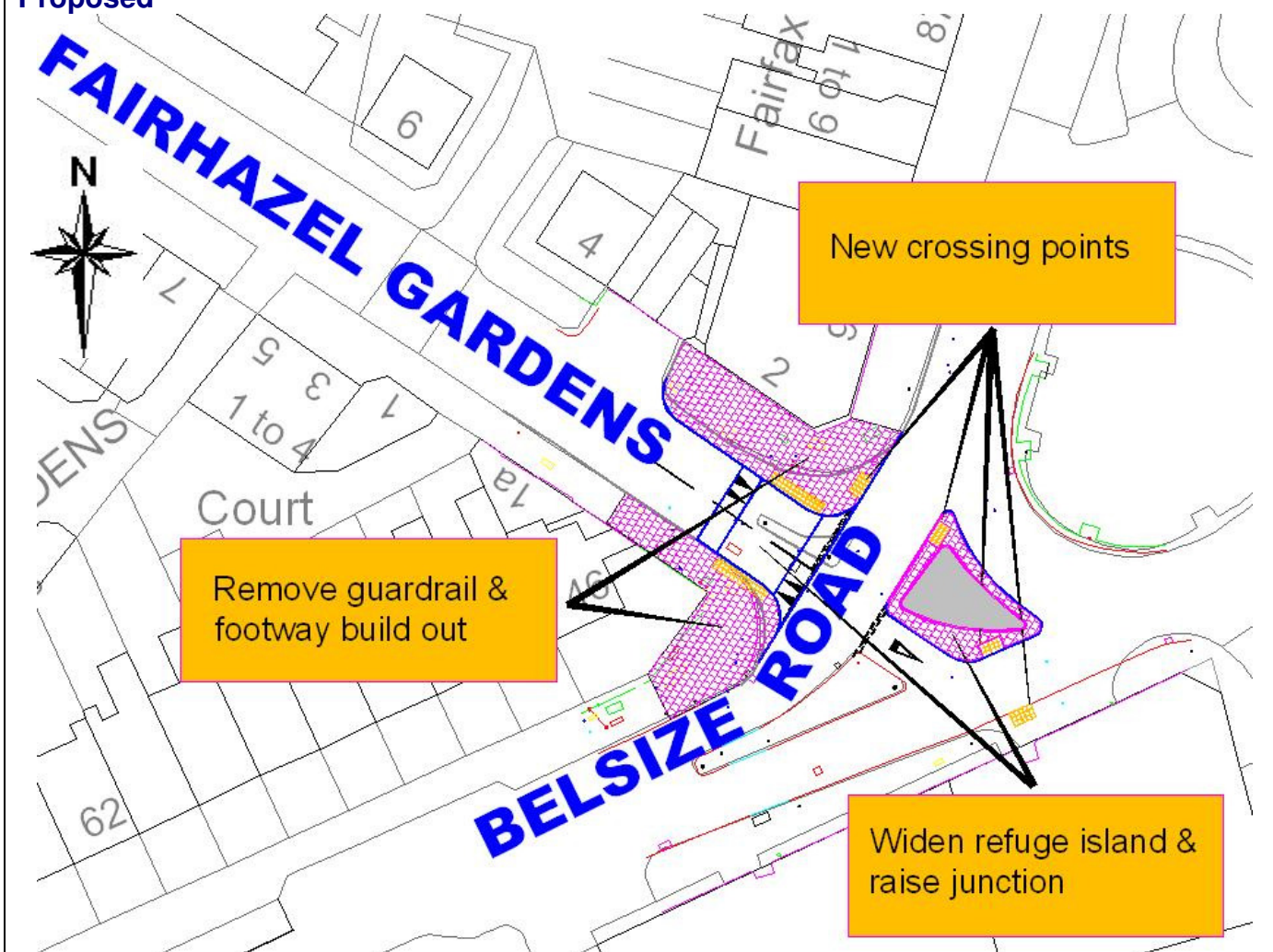
Issues:

Accident statistics for the last three years show that at the Belsize Road Roundabout, there have been four collisions. A concern is that vehicles exit the roundabout at speed which has contributed to the accidents.

Proposal:

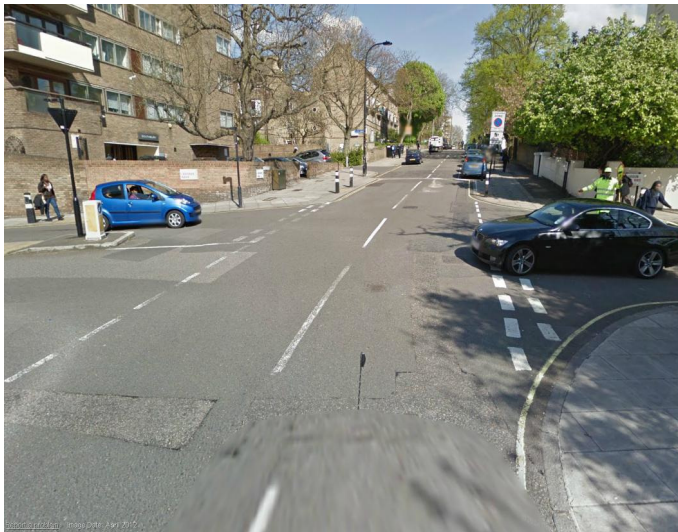
Remove the refuge island at Fairhazel Gardens on the exit to the roundabout, and build out the footway to reduce the speed of turning traffic. Raise the road at this point to encourage slower driving speeds. Remove guardrails to improve pedestrian accessibility. In addition, build out the footway and refuge island to narrow the crossing points for pedestrians on Belsize Road.

Proposed



PROPOSAL 13: Provide a zebra crossing and improve pedestrian crossing points at Loudoun Road / Boundary Road junction

Existing



Boundary Road/ Loudoun Road junction

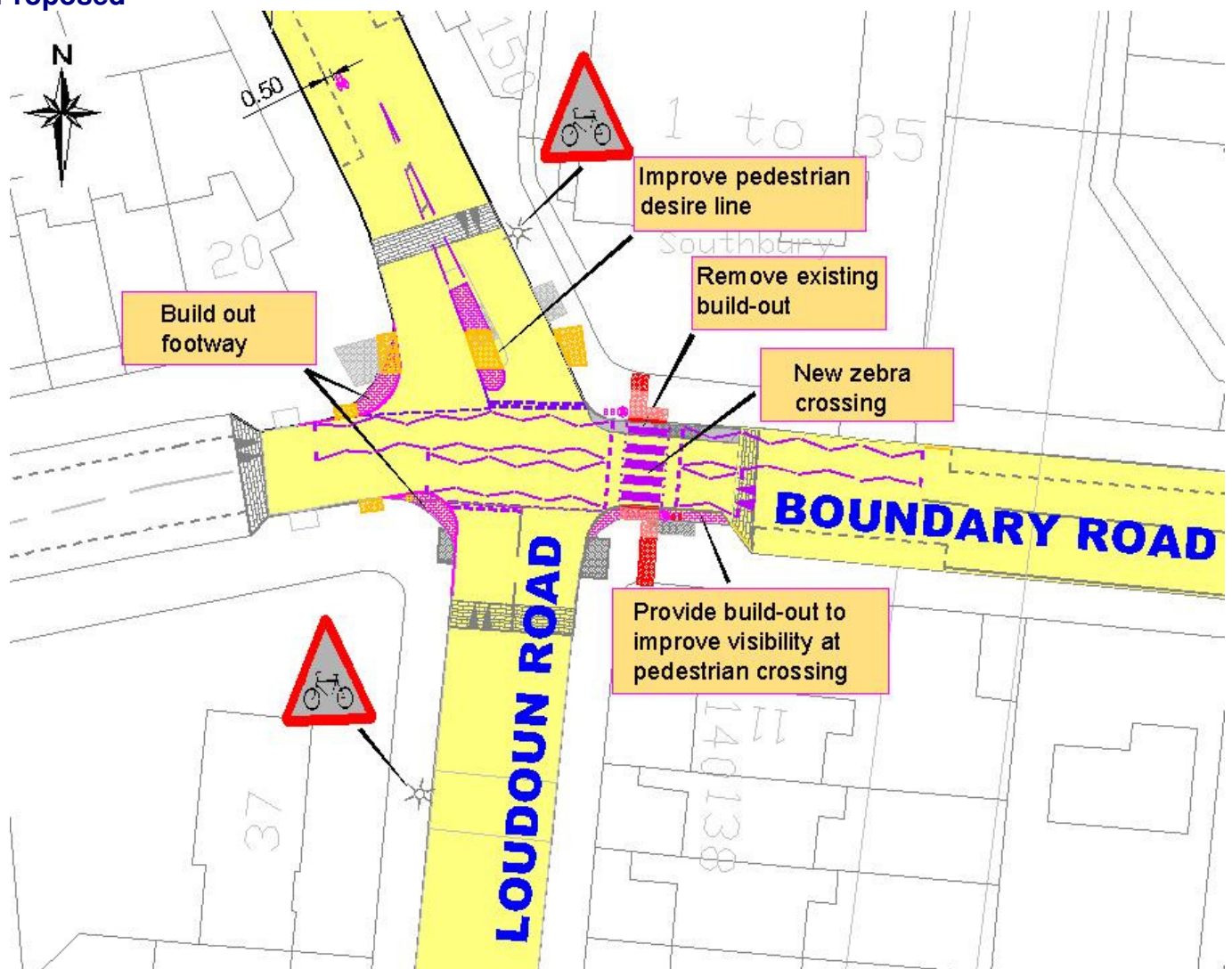
Issues:

Due to the high traffic flows at the junction, pedestrians have difficulty crossing Boundary Road. Vehicles on Loudoun Road, approaching the junction often do not give way to cyclists who have priority at the junction. Drivers also cross the junction at high speed.

Proposal:

Introduce a zebra crossing on Boundary Road north of the junction. Reduce the width of Loudoun Road to encourage slower driving speeds and improve pedestrian crossings by improving the traffic island on Loudoun Road west.

Proposed



PROPOSAL 14: Proposed Dedicated Disabled parking bay at 117 Canfield Gardens

Existing



Existing disabled bay outside 117 Canfield Gardens

Issues:

Request has been received from local resident to convert an existing general disabled bay outside 117 Canfield Gardens into a dedicated disabled bay which will be for their sole use.

Proposal:

Convert the existing general disabled bay outside 117 Canfield Gardens into a Dedicated Disabled parking bay.

PROPOSAL 15: Proposed general disabled parking bay at 44 Greencroft Gardens

Existing



Existing resident's parking bay outside 44 Greencroft Gardens

Issues:

This request comes from a resident who requires disabled parking bay nearest to the property. There will be a loss of one resident's parking space as a result of this change.

Proposal:

Convert 6.6 metres (1 car space), of existing resident's parking bay, to a General disabled parking bay. The disabled parking bay will be positioned outside property no. 44 Greencroft Gardens.