



**London Borough of Hammersmith & Fulham**

**CABINET MEMBER DECISION**

**DECEMBER 2014**

**BRIDGE AVENUE – CYCLE CONTRA FLOW PROPOSAL**

**Report of the Cabinet Member for Environment, Transport and Resident Services  
– Councillor Wesley Harcourt**

**Open Report**

**Classification - For Decision**

**Key Decision: No**

**Wards Affected: Hammersmith Broadway**

**Accountable Executive Director: Nigel Pallace**

**Report Author: Slobodan Vuckovic,  
Projects Engineer**

**Contact Details:**  
Tel: 020 8753 3360  
E-mail:  
slobodan.vuckovic@lbhf.gov.uk

AUTHORISED BY: .....

The Cabinet Member has signed this report...

DATE: 15 December 2014

**1. EXECUTIVE SUMMARY**

- 1.1 This report details proposed cycle and highway improvements within the residential area of Bridge Avenue. Other local roads adjacent to this location are King Street, Down Place and A4. Please see plan in Appendix 1 which shows the existing layout.
- 1.2 The Council is considering allowing contra flow cycling along the eastern part of Bridge Avenue, as shown in the plan (overleaf). This is to assist cyclists seeking a direct route between the crossing at the Great West Road (A4) and King Street.

- 1.3 This project has an estimated cost of £7,000 and is part of the TFL funded Hammersmith Town Centre neighbourhood programme. The funding allocated to this programme by TFL is £61,000. The remaining amount will be spent on minor highways improvements within Hammersmith Town Centre, e.g. de-cluttering, re-paving, parking provision, tree planting etc.

## **2. RECOMMENDATIONS**

- 2.1. Approval be given to proceed with the introduction of a cycle contra flow system that would assist cyclists seeking a direct route between the crossing at the Great West Road (A4) and King Street, see Appendix 2, on an experimental basis.

## **3. REASONS FOR DECISION**

- 3.1. The proposal is intended to:
- Create an improved cycling facility by creating a direct and convenient route for ever growing cycle road user group.
  - Protecting cyclists' movements by legalising the movements that are already taking the place.

## **4. INTRODUCTION AND BACKGROUND**

- 4.1. It has been noted and also brought to our attention that cyclists leaving A4 and intending to cycle northbound towards King Street often do not follow the one way route around Bridge Avenue but proceed straight against the current traffic flow.
- 4.2. Traffic flow along Bridge Avenue is low to moderate and mainly consist of residents and visitors to Hammersmith Town Centre. The speed along the route is low.
- 4.3. One traffic collision occurred along Bridge Avenue in the last 5 years, involving cyclists going southbound, from King Street towards A4. In this instance a driver of the parked car opened the door in front of the cyclist.

## **5. PROPOSAL AND ISSUES**

- 5.1 The Council is considering allowing contra flow cycling along the eastern part of Bridge Avenue, as shown in the plan (overleaf). This is to assist cyclists seeking a direct route between the crossing at the Great West Road (A4) and King Street.

- 5.2 The current traffic arrangement along Bridge Avenue, from no 5 Bridge Avenue is one way southbound on the eastern side of Bridge Avenue, and one way northbound on the western side.
- 5.3 The proposal shown in the attached plan would maintain the one way working in Bridge Avenue with an exemption for cyclists travelling northbound on the eastern side of Bridge Avenue. It is observed that this direct and convenient route is already used by some cyclists contrary to the existing signage. The proposal would provide appropriate signage (signs and cycle logos) to advise all road users of this contra flow for cyclists.
- 5.4 No traffic disruption is expected during the scheme implementation. There are no major constraints to the implementation of the scheme.
- 5.5 The scheme will be introduced as an experimental scheme under section 9 of the Road Traffic Regulation Act 1984. This allows the Council to amend or remove the scheme during the eighteen month period of the experiment. If the scheme proves successful a decision would need to be made to make it permanent under section 6 of the Road Traffic Regulation Act, 1984.

## **6. OPTIONS AND ANALYSIS OF OPTIONS**

- 6.1. Taking into the consideration the existing layout and road users, we propose that contra flow cycle route is introduced with existing one-way route still remain as an alternative route.
- 6.2. It is believed that introduction of a contra flow cycle lane along Bridge Avenue will not adversely affect road safety in the area compared to a “do nothing” option. It is noted that cyclists already take this route as a primary route.
- 6.3. An independent road safety audit has been carried out on the detailed design. This raised comments on minor signage matters which have now been addressed, and raised no fundamental safety concerns.

## **7. CONSULTATION**

- 7.1. Residents of Bridge Avenue and members of the Hammersmith and Fulham Cycle User Group were consulted on the proposal. The H&F Cycle User Group is supportive of the proposal. We have distributed 100 consultation letters to the households and received three responses in total.
- 7.2. Five responses were received from residents and one written response was received from the Hammersmith and Fulham Cycle User Group. Residents' comments were:
  1. a) 'whilst, in principle, we are in favor of this proposal, it is unclear how this would affect the current parking arrangements which comprise parking bays on both sides of the Avenue'

- b) ' may we suggest that you use this opportunity to greatly improve and vastly increase the one-way signage around Bridge Avenue';
- c) 'drivers frequently ignore the "No Entry" signs by the "Boris Bike" dock in order to take a short cut into Down Place'.

*Officer's comment:*

a) *there will be no changes to the existing parking arrangement.*

b) *It is our intention to improve/upgrade the signs in the area but not necessarily to increase the number of signs in the area as this would be contrary to the Council's Streetsmart principles.*

c) *'no entry' signs at the location in question are clear and visible; it is pure drivers ignorance to disobey them. There is no engineering solution for this problem but undertaking enforcement action only.*

- 2. a) 'drivers entering Bridge Avenue, from Down Road, and driving northbound towards King Street will not realise there will be cyclists coming from the right, if the cycle contra flow is introduced'.

*Officer's response: The number of vehicles and the speed around Bridge Avenue, warrant that drivers and cyclists will be able to negotiate each other, should they meet at the that point.*

b) drivers entering Bridge Avenue from Down Road, looking for parking spaces, occasionally turn right into Bridge Avenue, and drive southbound, against the one way system.

*Officer's response: The current signage will be reviewed and if necessary, additional or missing signage will be erected.*

- 3. ' proposed cycle contra flow system is dangerous as cyclists cannot be seen coming by drivers leaving parking spaces adjacent to the proposed contra flow route. If contra flow lane is installed, it should be distanced for additional 1m from the parking spaces.'

*Officer's response: there is no plan to install a dedicated cycle lane as such, only an advisory cycle route marked with cycle logo. As such cyclists will have a freedom of adjusting its position according to the traffic movement ahead.*

- 4. A resident of Bridge Avenue Mansions claims that existing route that direct cyclists around the Bridge 'is straightforward and direct as it is'. She further explains that cyclists have been cycling against the traffic flow for many years, and that this is 'very inconvenient and dangerous for pedestrians and motorists, and for cyclists safety too. It will remain dangerous if you install that new system.' The solution to the problem, according to the resident would be 'clear signage /guidance/ barrier (?)

to direct the flow of cyclists towards the Western side of Bridge Avenue’.

*Officer’s response: we are aware that cyclists have been using the more direct route for years, and if this is something that it has been going for a long time, with no incidents recorded, it is probably the right decision to make it formal and legal. After talking to the resident in question, we agreed that erecting barriers for any road user is not a way to go.*

5. ‘legitimising this A4 to King Street route will mean that cyclists take even less care of pedestrians, as they will feel confident to ride faster and expect that everyone else will be looking out for them.....I don’t think that a contraflow on Bridge Avenue would encourage responsible cycling’

*Officer’s response: Making the route legal does not mean cyclists will take less care of other road users, in contrary, it should encourage space sharing and appreciating each other.*

Hammersmith and Fulham Cycle User Group’s comments were:

1. ‘With the cycle flow cutting across the traffic flow, there should be some kind of yield notice for one of the modes. The cyclists are not likely to see any yield sign amongst all the clutter and signs at that point, and the other bikes and people they have to get through. So there should be yield markings on the road to indicate to motorists that they are crossing.’

*Officer’s comment: All the proposed markings are deemed to be sufficient, and in accordance with Transport for London’s Cycle Guidance.*

2. ‘I am not sure about the cycle logo at the north end on the approach to king street. If it is to encourage cyclists to go on the inside, turning vehicles may not see them. Turning vehicles will have their drivers looking right and they will not be looking at their left hand mirror. If the driver makes a tight turn close to the kerb there may be a problem’.

*Officer’s comments. This logo has now been removed as part of the proposal.*

- 7.3 The scheme is intended to commence construction in early 2015, with completion by the end of March, 2015. Residents and local businesses will be notified of any works before implementation begins

## **8 EQUALITY IMPLICATIONS**

- 8.1 There are no equality implications.

## **9 LEGAL IMPLICATIONS**

- 9.1 The proposed changes to the existing or the making of new traffic management orders including restricting the use of vehicles and limiting users to pedestrian and cycle use will require the council to follow the statutory process set out in the Road Traffic Regulation Act 1984 and secondary legislation. This may lead to a public inquiry should objections be made and a delay in the implementation of this proposal if an inquiry is required.
- 9.2 As road traffic authority, the council must exercise its functions as far as practicable to secure the expeditious, convenient and safe movement of vehicular and other traffic (including pedestrians) and the provision of suitable and adequate parking facilities.

Implications verified/completed by Adesuwa Omoregie, Assistant Environmental Services Lawyer, (0208) 7532297.

## **10 FINANCIAL AND RESOURCES IMPLICATIONS**

- 10.1 The proposed works are estimated at £7,000. Transport for London (TfL) have approved funding of £61,000 from the LIP programme for 2014-15. There are therefore no financial implications for the Council.
- 10.2 At present the costs are based on an estimate. Officers may need to manage the workload to ensure that expenditure is contained within the approved provision.
- 10.3 Implications verified/completed by: Gary Hannaway, TTS Head of Finance, Ex. 6071.

## **11 RISK MANAGEMENT**

- 11.1 The works are subject to an internal road safety audit being undertaken.

### **LOCAL GOVERNMENT ACT 2000** **LIST OF BACKGROUND PAPERS USED IN PREPARING THIS REPORT**

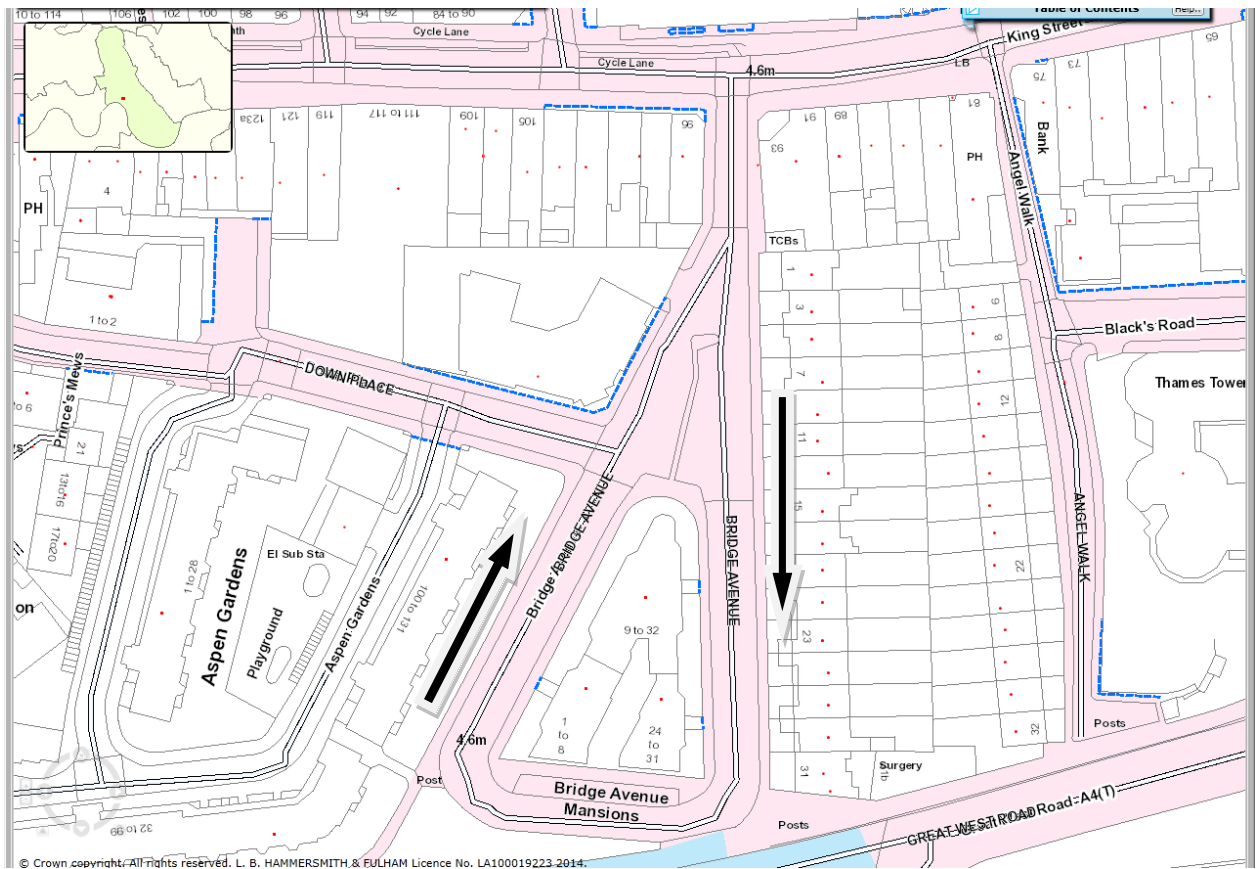
<b>No.</b>	<b>Description of Background Papers</b>	<b>Name/Ext of holder of file/copy</b>	<b>Department/ Location</b>

**LIST OF APPENDICES:**

*Existing layout of the area*

*Proposed layout*

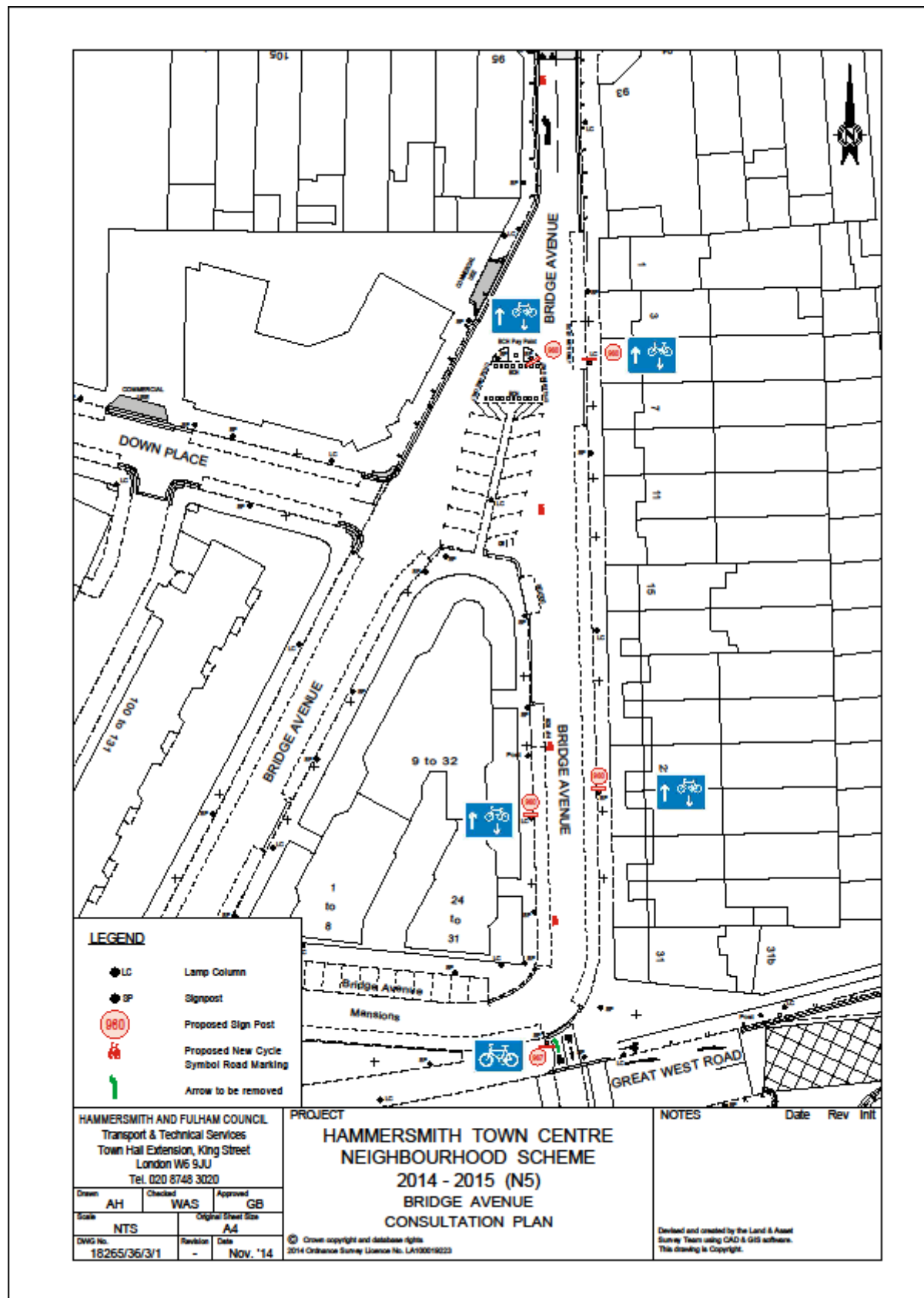
# Appendix 1



Existing layout



Appendix 2



**LEGEND**

- LC Lamp Column
- SP Signpost
- 980 Proposed Sign Post
- Proposed New Cycle Symbol Road Marking
- Arrow to be removed

HAMMERSMITH AND FULHAM COUNCIL Transport & Technical Services Town Hall Extension, King Street London W6 9JU Tel. 020 8748 3020			
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AH	WAS	GB	
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PROJECT <b>HAMMERSMITH TOWN CENTRE                  NEIGHBOURHOOD SCHEME</b> 2014 - 2015 (N5) BRIDGE AVENUE CONSULTATION PLAN
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NOTES	Date	Rev	Init

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Proposed layout