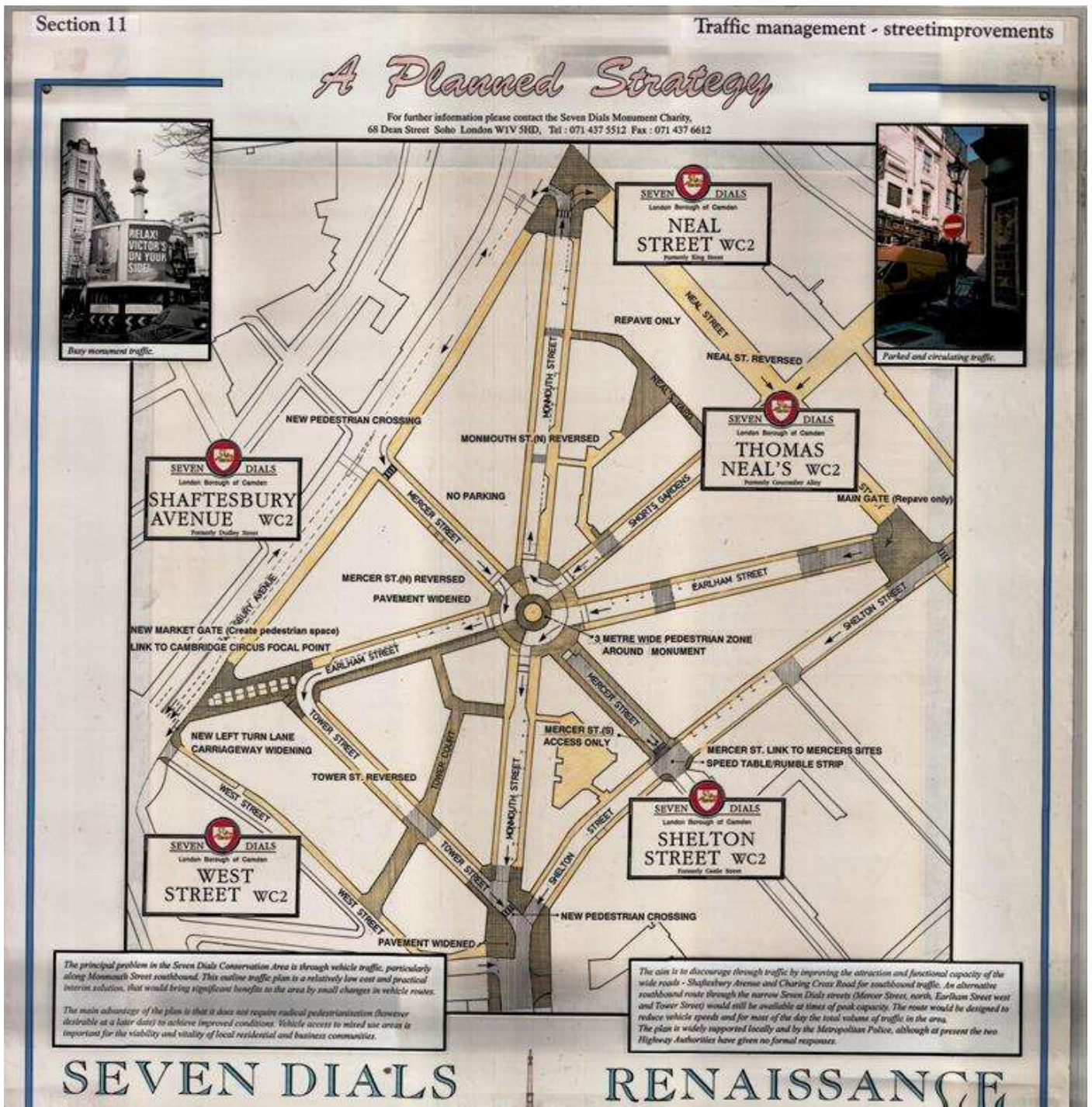


SEVEN DIALS: TRAFFIC PEOPLE & THE ENVIRONMENT

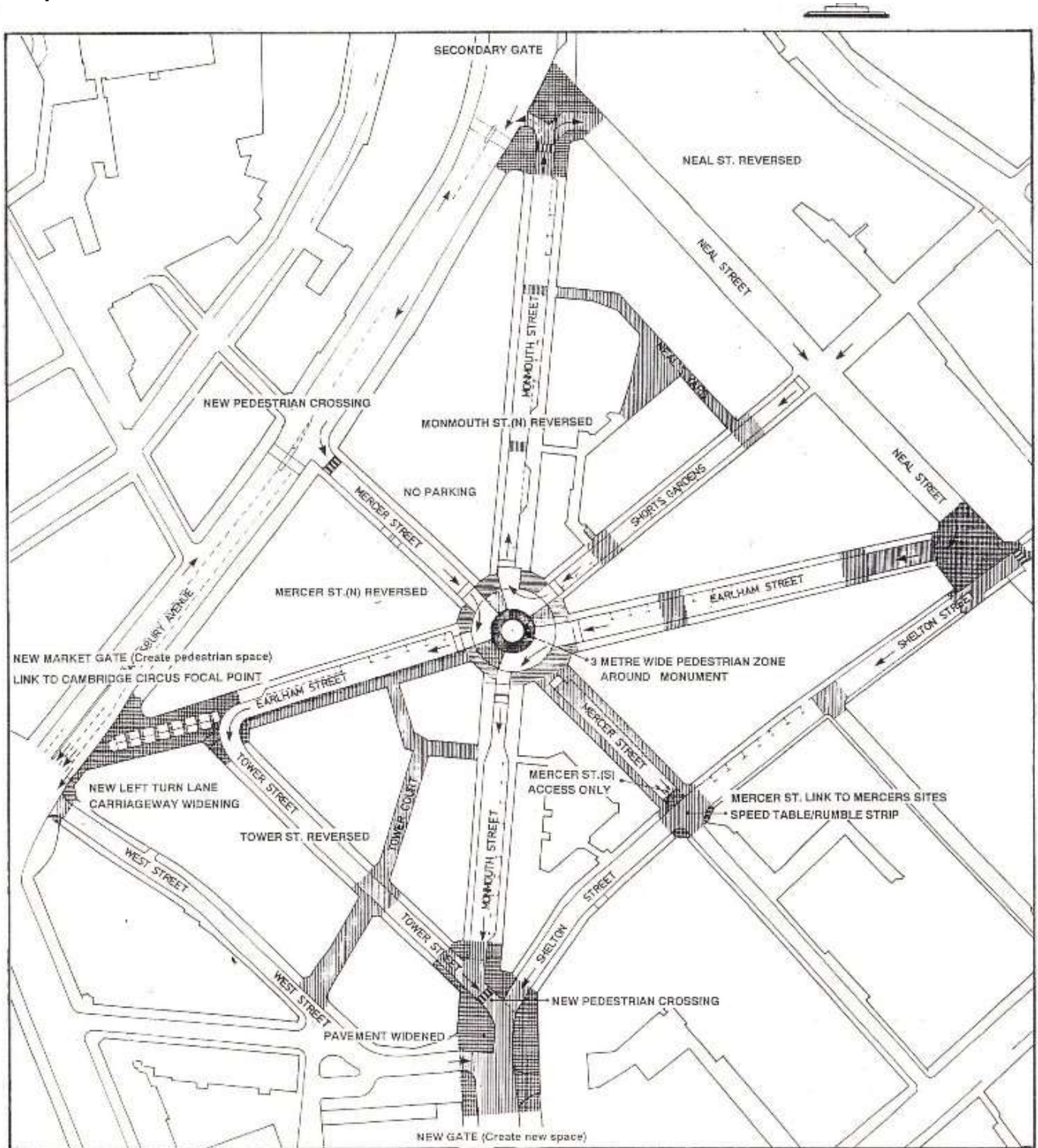
The Trust has argued for drastic traffic management since 1991 subsequently supported by Shaftesbury Plc and the Covent Garden Community Association (CGCA) and Camden. The 7D Housing Action Area Committee established the current loop, Earlham East ► Neal Street ► Monmouth Street in 1984 and the Trust proposed the closure of Earlham Street West at Cambridge Circus in 1991, achieved in 2016. In both cases there is virtually no traffic as limited to deliveries and the streest are freed up for pedestrians and cyclists.

The Trust, Shaftesbury Plc and the CGCA have promoted traffic management rather than pedestrianisation due to the downsides of the latter in the West End, and to accommodate the interests of all stakeholders.



From the Seven Dials Exhibition (1998 version, askew due to scanning a 2m sq board).

1997/8 STUDY



This reverses Monmouth North due to previous issues when Monmouth South was reversed and the scheme pulled by Camden.

EARLIER PROPOSALS ▼

Drawn up before the closure of Earlam West at Cambridge Circus.

SEVEN DIALS — RENAISSANCE



SURVEY DATA COLLECTION

The project formally commenced 28 August 1990, however some of the pedestrian and vehicle counts were carried out in advance to ensure observation of peak pressures during the tourist period, with good weather were recorded. In practice the weather remained fine for each of the successive counts in early September. Recount checks will be made during the project to record the inclement weather, seasonal effects on flows.

It should also be noted that the survey counts are merely "cordon counts" of entry only, at key locations and do not quantify origins, destinations, turning movements queue lengths or precise vehicle occupancy levels. However, some observation of such matters, together with on site appraisal has been taken into consideration in the evaluation of the results. Major traffic management recommendations would require more accurate and detailed survey, testing and modelling by traffic consultants.

Figures have been crosschecked with other comparable street types and against known published data from the former GLC and London Borough of Camden.

SURVEY METHOD

The survey was carried out on two days in August 1990, Saturday 18th and Wednesday 22nd. The results were checked on a Saturday and Wednesday in early September. The number of pedestrians and vehicles entering the area via the 12 access points were counted over a ten minute period for four two hour periods:

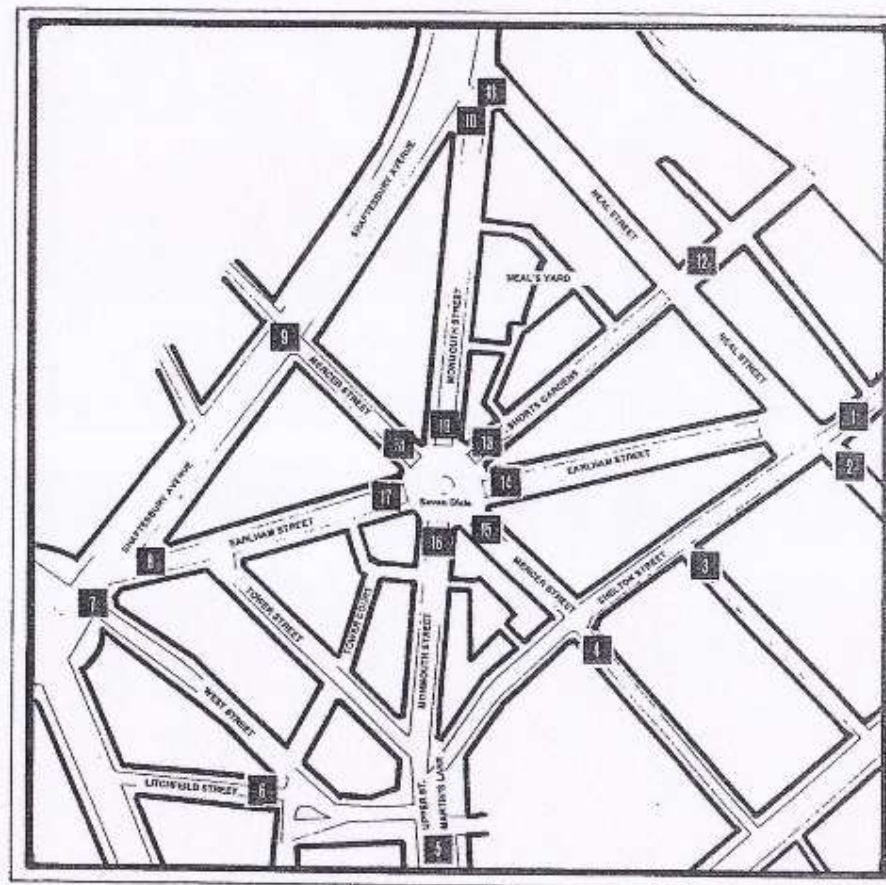
- 9 - 10 am. Part of morning peak
- 12 - 2 pm. Lunchtime peak
- 5 - 7 pm. Early evening peak
- 9 - 11 pm. Late evening peak

In addition pedestrian and traffic flows were sampled and records made of entry to Seven Dials Circus itself. Vehicle movements in seven classes were recorded:

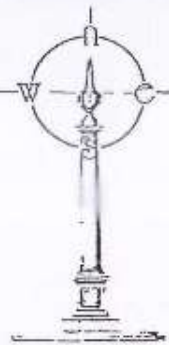
- cars/light vans
- taxis
- medium goods vehicles (2 axles)
- heavy goods vehicles (3 + axles)
- bicycles
- motorbikes
- emergency vehicles

Pedestrian flows were recorded on a male/female split, pedestrians over the age of 16 were counted. Notes where appropriate were made on broad characteristics of elderly, young, disabled and mobility disadvantaged groups.

SURVEY ENTRY GATEWAYS



SEVEN DIALS - RENAISSANCE



PEDESTRIAN COUNTS - SUMMARY OF RESULTS

Maximum pedestrian flows

Over one third of all pedestrians entering the area come in from the southern end of NEAL STREET. During the early Saturday evening period - the busiest - this reaches a maximum of around 2,400 per hour. After Neal Street, the greatest flow into the area is via the northern end of Monmouth Street, although this street has only around 400 pedestrians per hour at its busiest: one sixth as many. Predictably the quietest time of day for pedestrians is the early morning, especially on Saturday. Males make up 56% of the total number of pedestrians, in sharp contrast with most shopping areas. As a preliminary estimate, nearly 61,000 pedestrians visit the area on Saturdays, between the hours of 8am. and 11pm.

Interestingly, throughout the week, a higher proportion of men were counted than women. On both weekdays and Saturdays, the peak in flow of pedestrians is in the early evening. This period will include some of the potential 2,200 audience at the area's three theatres (evening shows commence at 8.00 pm, weekdays and 5.00 and 8.30 pm on Saturdays).

Based on the counts conducted at the Monument itself, barely a third of people entering the area actually pass the Monument. Increasing this figure could prove to be the key to changing the public perception of the Seven Dials area.

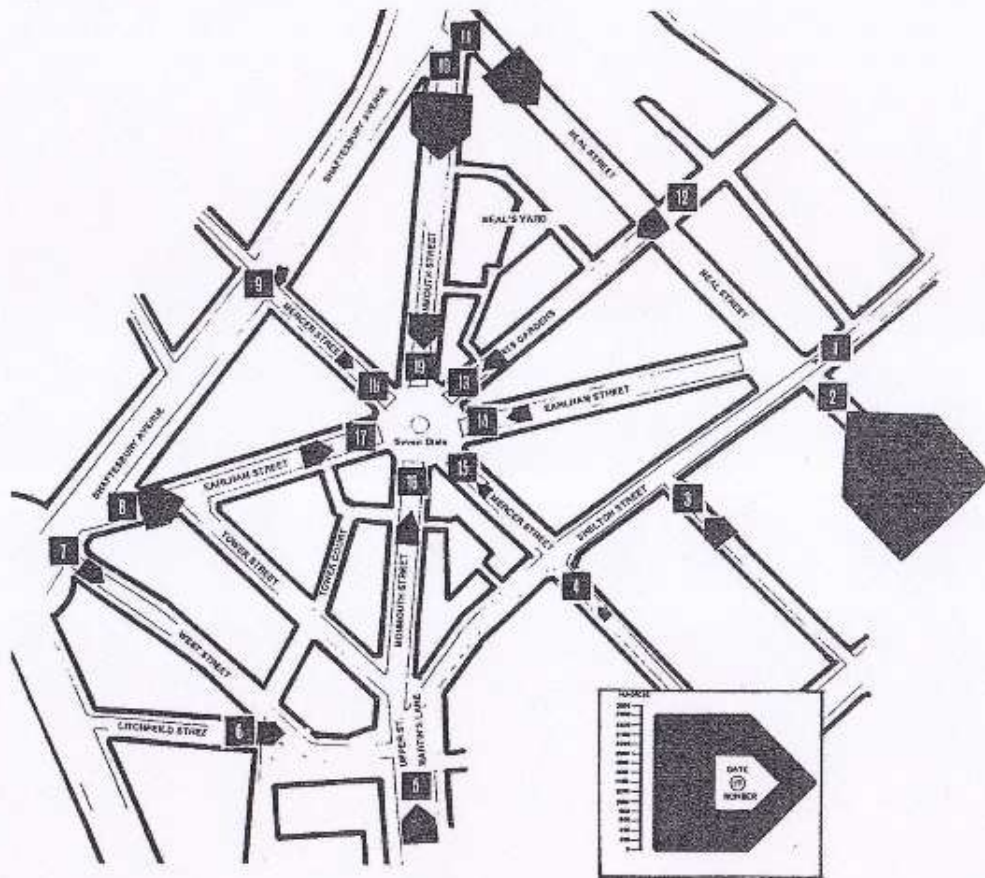
Pedestrian Patterns

The high proportion of males, in contrast with most shopping areas is probably explained by the fact that the working population in the area is predominantly male: around half of pedestrians Mon-Frid appeared to be local workers (small random sample of 50). From similar random sample on Saturday only 5% worked locally and the predominance of males was still observed.

According to London Tourist Board information over 60% of overseas tourists (1986 figures) had visited or intended to visit Covent Garden. It is widely believed that well over 30% of all visitors to London made a shopping trip to Covent Garden (1986/7 figures). In a small random survey sample of visitors (50), overseas tourists were mainly sightseeing with only minor purchases in mind. Visitors from the London region were generally on specific clothes or speciality goods shopping trips as well as small purchases (in the range of 10-25 pounds) and eating and drinking.

People appear to approach the area from several nodal West End landmarks: Leicester Square, Tottenham Court Road. Overseas visitors had already visited other tourist attractions and accepted walking to Covent Garden from Regent Street, Piccadilly Circus, the British Museum and Oxford Street. Origins for overseas tourists and visitors included West End hotels and the hotel area around Russell Square. Overseas visitors had not heard of Seven Dials and in the random destination sampling around the area (Appendix IV) only local workers appeared to know where the area was and how to reach and recognise it.

Those visitors of all types at the Monument (small random survey found themselves within Seven Dials unwittingly. They were surprised at their discovery and would return.



SEVEN DIALS RENAISSANCE

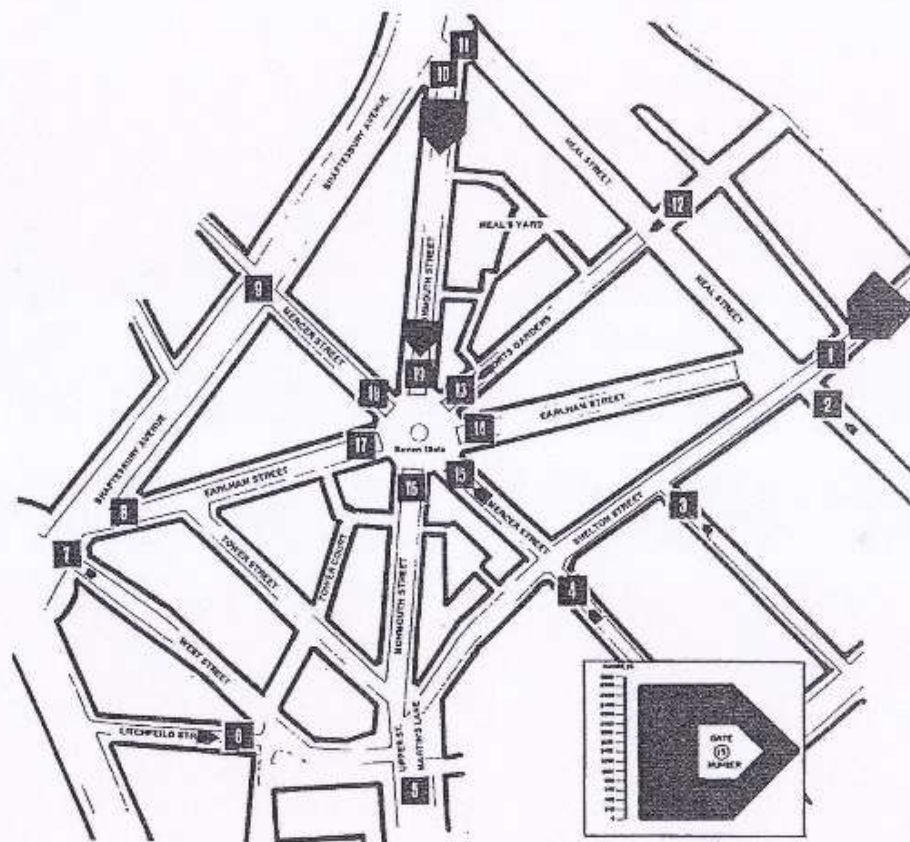


Maximum vehicle flows

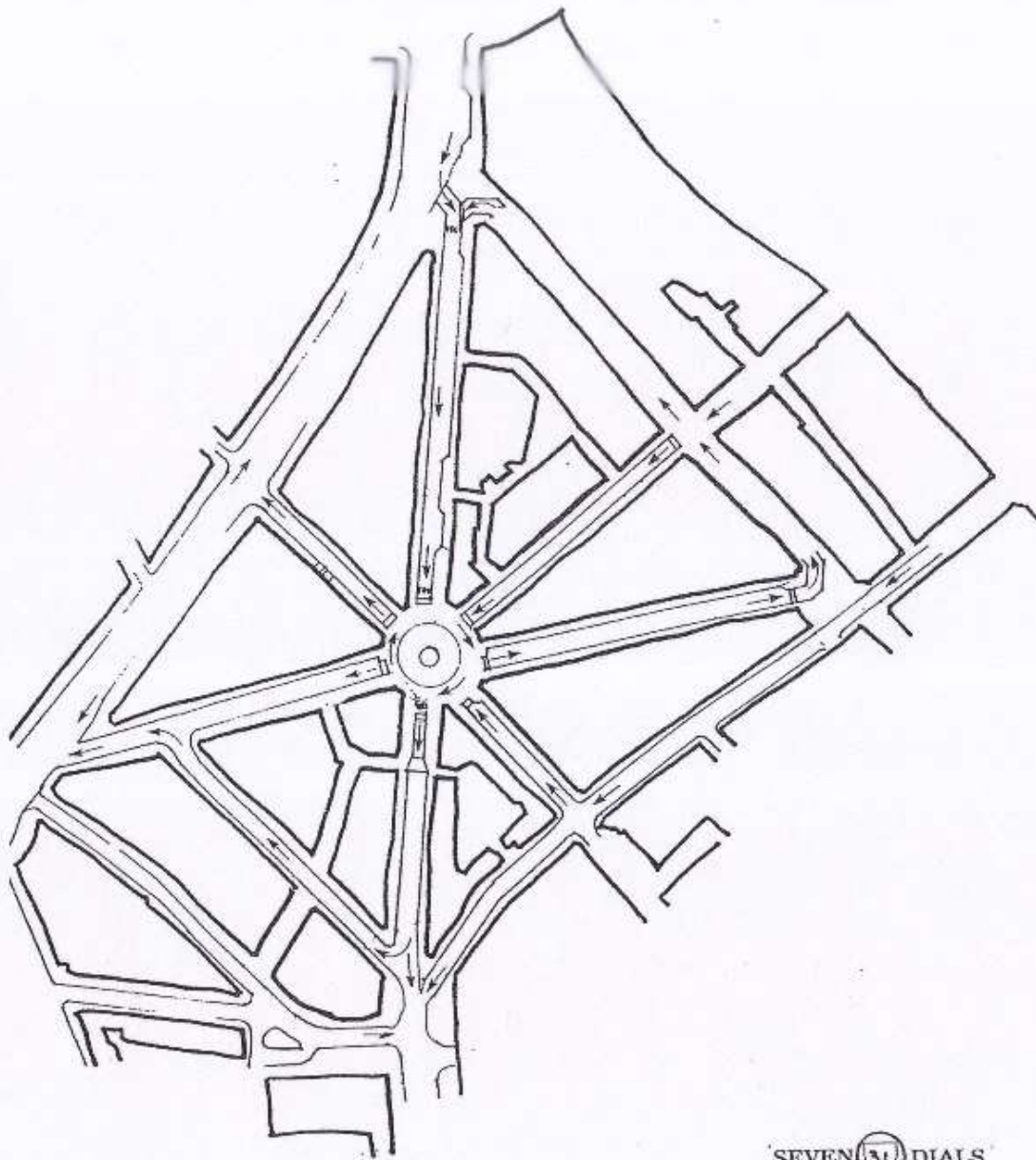
The heaviest traffic was observed during the early morning period on both Saturday and Wednesday on MONMOUTH STREET, with a maximum flow of over 700 vehicles per hour. This flow is higher than that compatible with a mixed street in a conservation area. SHELTON STREET carries in excess of 350 vehicles per hour for much of the day throughout the week and on Saturdays, and MONMOUTH STREET regularly has over 500 vehicles per hour, on the basis of the survey results. During the late night period, SHELTON STREET traffic remains steady, although it eases to around 325 vehicles per hour along MONMOUTH STREET.

Vehicle composition

In the whole area, the flow of medium goods vehicles is highest along NEAL STREET during the early morning period. No statistically significant number of heavy goods vehicles (3 axles) were observed at all during the counts or checks, although of course large pantechnicons are required periodically to deliver scenery and equipment to the three theatres in the study area. Taxis were most numerous during the morning and afternoon periods along MONMOUTH STREET, comprising one third of all traffic in the morning. Cycle flows along MONMOUTH and SHELTON STREETS were comparable throughout the day, although general vehicle flows were much higher along MONMOUTH STREET. Medium goods vehicles favour SHELTON STREET.



EXISTING TRAFFIC MANAGEMENT SYSTEM



How the existing traffic management system would benefit from the proposed improvements at the Cambridge Circus/Charing Cross Road south junction common to all variations of Options A, B, and C.

General Advantages of Existing System

Routes, layout and most turning movements for through traffic and access/service traffic have been in operation for over five years and have become familiar and accepted. Flexibility of entry and escape exists by maintaining the monument as a roundabout. One way working complex but largely effective at traffic restraint.

General Disadvantages

Through traffic rat-running through Moanouth Street is potentially dangerous and tends to segregates the east and west of the area. The monument roundabout poses a potential accident risk, if pedestrian flows increase as predicted and increased attractions and distractions are developed. Generally too easy for circulating traffic and visitor parking to conflict with the needs of residents, pedestrians, deliveries, emergency vehicles and the operation of a safe and viable market in Earham Street

BENEFITS	MINOR	MAJOR	EXCELLENT
TAXIS		✓	
CAR USERS		✓	
L.G VEHICLES		✓	
CYCLE/M.CYCLES	✓		
EMERGENCY V.		✓	
CLEANSING SERV.		✓	
PEDESTRIANS	✓		
RESIDENTS	✓		
BUSINESSES		✓	
PHYSICAL/VISUAL IMPROVEMENT	✓		
IMPLEMENTATION	✓		

General Advantages of Existing System

VEHICLE USERS

Taxis - advantages

Advantages familiar quick route through Seven Dials avoiding congestion at Cambridge Circus, and Charing cross road (south). Good scope for pick-up points at monument roundabout and flexibility of entry and escape.

Taxis - disadvantages

Relatively complex system and escape from south to north via Mercer Street only. Not particularly good area for casual trade except at theatre times, especially at monument. Not easy to stop without obstructing other rat-running or circulating vehicles.

Car Users - advantages

As for taxis.

Car Users - disadvantages

As for taxis. For residents and visitor parking not particularly good provision or circulating system. Vulnerable to obstruction by other vehicles and potential conflicts with pedestrians. Priorities unclear in shared surface areas.

Large goods vehicles - advantages

Familiar routes although a number of tight turns and complex circulation system.

Large goods vehicles - disadvantages

As for taxis and car users. Conflicts with pedestrians and bollards at tight junctions. Priorities unclear in shared surface sections of Neal street and Shorts gardens.

Cyclists/Motorbikes - advantages

As for taxis and car users. Relatively low vehicle usage by other classes reduces risk of conflict. Generally level paved surfaces.

Cyclists/Motorbikes - disadvantages

As for taxis and car users. High risk around monument and using Monmouth Street. No cycle stand provision, adequate local motorbike parking bays.

Emergency vehicles - advantages

As for taxis, car users and goods vehicles.

Emergency vehicles - disadvantages

As for taxis, car users and goods vehicles. Fire Appliances slightly restricted in turning movements at monument. Police enforcement of parking restrictions and restrictions on access complex.

Cleansing services - advantages

As for goods vehicles and Fire appliances.

Cleansing services - disadvantages

As for large vehicles. Recent provision of many litter bins will involve many stops, potentially causing obstruction of narrow routes. No co-ordinated pick-up points for bulk collections due to inadequate footway space.

PEDESTRIANS - advantages

Neal Street and Shorts Gardens appear to give some pedestrian domination over vehicles due to layout, materials and shared surface treatment. Some local pavement widening and buildouts. Some protected space by bollards and bollard and tails.

PEDESTRIANS - disadvantages

Confusing layout at monument of crossing priorities. Possible conflicts with all vehicle classes. Noise, disturbance fear and intimidation of Monmouth Street through traffic at speed. Generally narrow footways and close-parked vehicles, limit accessibility for all classes of pedestrians, particularly mobility disadvantaged groups. Generally insufficient safe waiting and watching space, particularly at monument.

RESIDENTS - advantages

As for pedestrians. Residents and meter parking located in most streets. Relatively quiet undiscovered area by casual visitors/groups. Relatively few food and drink establishments to attract noisy customers. Outdoor tables and chairs areas and benches, restricted to Neal Street.

RESIDENTS - disadvantages

As for vehicle users. Generally an increase in visitors using Monmouth Street/Shorts Gardens/Earham Street east and Mercer Street south since the reinstatement of the monument and more visitors at the monument. Visitor and circulating traffic nuisance due to variety of circulating routes offered by the monument roundabout.

BUSINESSES - advantages

As above all groups.

BUSINESSES - disadvantages

As above for taxi, car users and large goods vehicle access. Also noise and disturbance of additional visitors gathering at monument. Expectations of higher rents and future development activity. Relatively poor visitor/customer parking provision and difficulties in orientation.

PHYSICAL/VISUAL IMPROVEMENTS - advantages

Dramatic improvement to the attraction of the area with the monument and circus reinstatement, Neal's Yard, Neal Street and the future Thomas Neale's and probable Mercers' developments.#

PHYSICAL/VISUAL - disadvantages

More visual clutter at monument to explain roundabout function and safe crossing points. Too much use of bollards, trees etc. to suggest vehicle and pedestrian priorities or dominance.

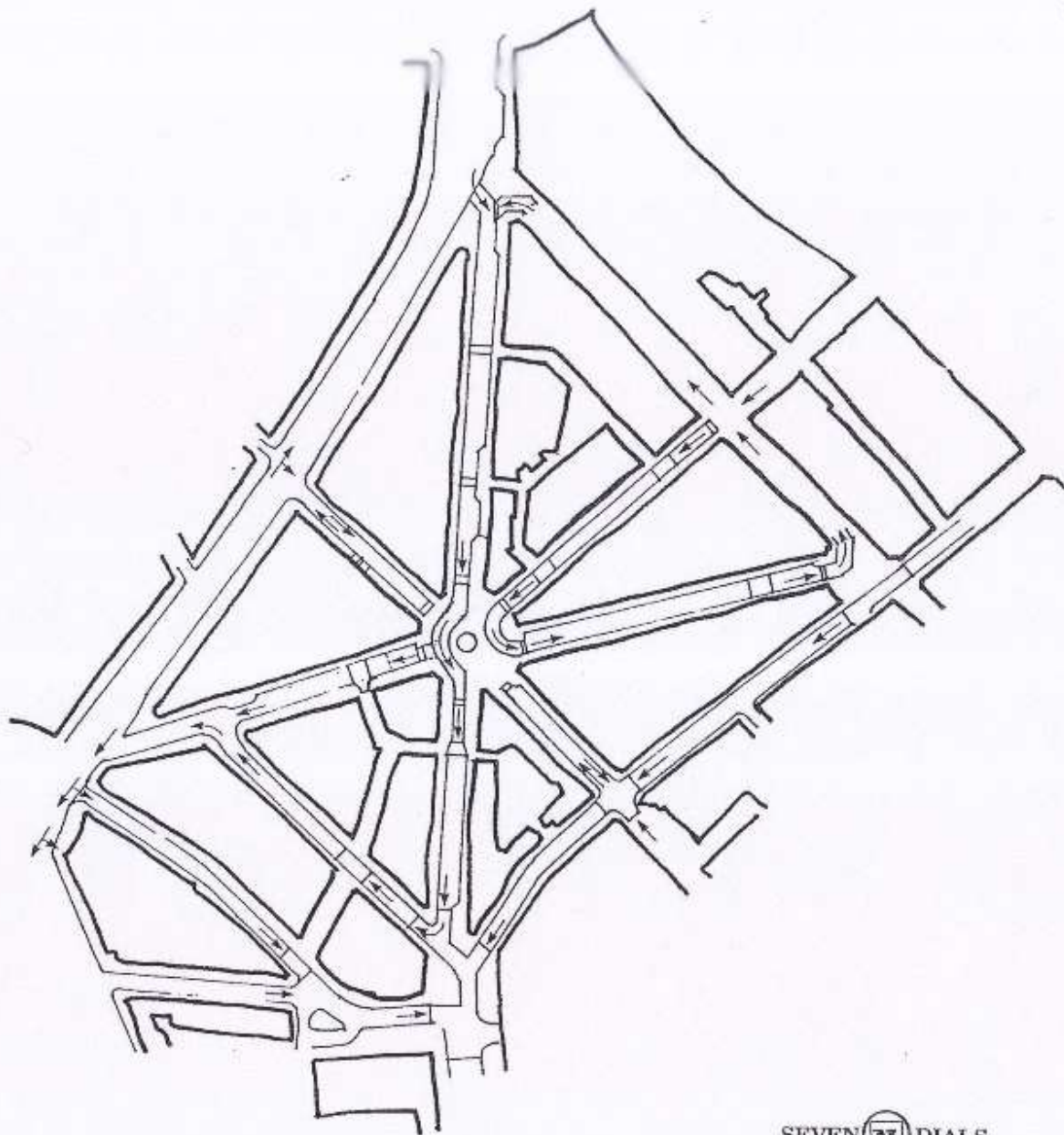
IMPLEMENTATION OF IMPROVEMENTS advantages#

Improvements to date have been progressed incrementally when funds were available. No radical changes to vehicular usage requiring traffic orders or statutory consultations.

IMPLEMENTATION - disadvantages

Rather piecemeal approach concentrating improvements at one dominating retail area. Encourages redevelopment of remaining undervalued areas without planned improvements. No strategy for reduction of through traffic by traffic management requiring traffic orders.

OPTION B - TRAFFIC MANAGEMENT



OPTION B - VARIATIONS

Note: All variations on Option B assume the left turn lane capacity improvements at the Cambridge Circus/Charing Cross Road south junction.

Option B1 - Maintain Monmouth Street (N to S)

General Advantages

No change to accepted routes and most turning movements for through traffic and access/service traffic. Gains of pedestrian only space at monument and at ends of Mercer Street (N and S). Reduction in vehicle confusion and pedestrian risk at monument if physical segregation clear.

General Disadvantages

Cul-de-sacs at Mercer Street (N and S) difficult for large vehicles to manoeuvre and turn. Possible illegal parking at ends. Slightly worse for access in Mercer Street. Non-symmetrical physical segregation at monument circus visually confusing.

BENEFITS	MINOR	MAJOR	EXCELLENT
TAXIS		✓	
CAR USERS		✓	
L.G VEHICLES	✓		
CYCLE/M.CYCLES		✓	
EMERGENCY V.	✓		
CLEANSING SERV.	✓		
PEDESTRIANS		✓	
RESIDENTS	✓		
BUSINESSES		✓	
PHYSICAL/VISUAL IMPROVEMENT	✓		
IMPLEMENTATION		✓	

Option B1

- Maintain Monmouth Street (N to S)

VEHICLE USERS

Taxis - advantages

Maintains familiar routes and general access arrangements. Reduces delay and waiting time at monument. All routes dedicated without give-way requirements. Additional pedestrians gathering at monument for pick-up.

Taxis - disadvantages

Removal of one through access route (Mercer Street south). Route across circus vulnerable to breakdowns and illegally parked vehicles.

Car Users - advantages

As for taxis.

Car Users - disadvantages

As for taxis. For residents and visitor parking in Mercer Street, worsens manoeuvring conditions in Mercer Street cul-de-sacs.

Large goods vehicles - advantages

Maintains familiar routes, reduces delays at monument.

Large goods vehicles - disadvantages

As for taxis and car users. Maintains most tight turns and reduces margins for error at monument. Reduces number of escape through routes (Shorts gardens to Mercer Street north, Monmouth Street to Mercer Street north).

Cyclists/Motorbikes - advantages

As for taxis and car users. Less risk of conflict with other vehicles turning at monument. Opportunities for illegal, safe movements at monument. Space for cycle stands at monument.

Cyclists/Motorbikes - disadvantages

As for taxis and car users.

Emergency vehicles - advantages

As for taxis, car users and goods vehicles.

Emergency vehicles - disadvantages

As for taxis, car users and goods vehicles. Fire Appliances more restricted in turning movements at monument and Mercer Street north and south). Bollards may need removal in emergency at theatre. Increase for police enforcement of parking restrictions and cycle/motorbike movements at monument.

Cleansing services - advantages

As for goods vehicles/Fire appliances. Some possibilities of improved collection pick-up points on single dedicated route system from Shorts Gardens to Cambridge Circus. (Excluding Mercer Street/Earlham Street west - Tower Street to monument sections.) Some scope for locating bulk containers for co-ordinated collection.

Cleansing services - disadvantages

As for large vehicles. As described above some exclusions to single routing and insufficient unobstructed stopping points for collection.

PEDESTRIANS - advantages

More vehicle free space at monument and ends of Mercer Street. Safe diagonal movement on Monmouth Street (north and south) and to Shorts Gardens/Earlham Street (west) from Monmouth Street south. Maintains familiar vehicle route directions and with proper segregation at monument improves priorities.

PEDESTRIANS - disadvantages

Visually confusing layout at monument. Possible conflicts with illegal cycle/motorbike movements. Maintains physical severance of Monmouth Street to pedestrians moving along the Earlham Street east and west diagonal. Probable slight increase in circulating traffic through Earlham street east and Neal Street.

RESIDENTS - advantages

As for pedestrians. Possible slight reduction in visitor circulating vehicle traffic noise and disturbance.

RESIDENTS - disadvantages

As for vehicle users. Slightly less flexible circulating system for residents seeking parking space due to loss of turns at monument. Possible increase in noise and disturbance due to increased visitors gathering at monument, adjacent The Crown and the Theatre. Likely change of use applications at monument circus from retail to food/drink at Comyn Ching apex. Generally an increase in visitors using Monmouth Street/Shorts Gardens/Earlham Street east and Mercer Street south.

BUSINESSES - advantages

As above all groups. General increase in visitor attraction of all areas east of Monmouth Street diagonal and monument generally. Commercial use changes with likely increases in profitability of properties with expanded pedestrian only forecourts.

BUSINESSES - disadvantages

As above for taxi, car users and large goods vehicle access. Also noise and disturbance of additional visitors gathering at monument.

PHYSICAL/VISUAL IMPROVEMENTS - advantages

Improvement to the attraction of the monument circus with space for pedestrians to approach the monument and cross easily. Reduction in traffic signage clutter due to dedicated routes. (Less give way, no entry, no right turn etc. signs.) Improvement of Mercer Street (north and south) entry points due to reduction in through traffic use.

PHYSICAL/VISUAL - disadvantages

More visual clutter at monument to enforce safe physical segregation of vehicles and pedestrians. Loss of some circular symmetry.

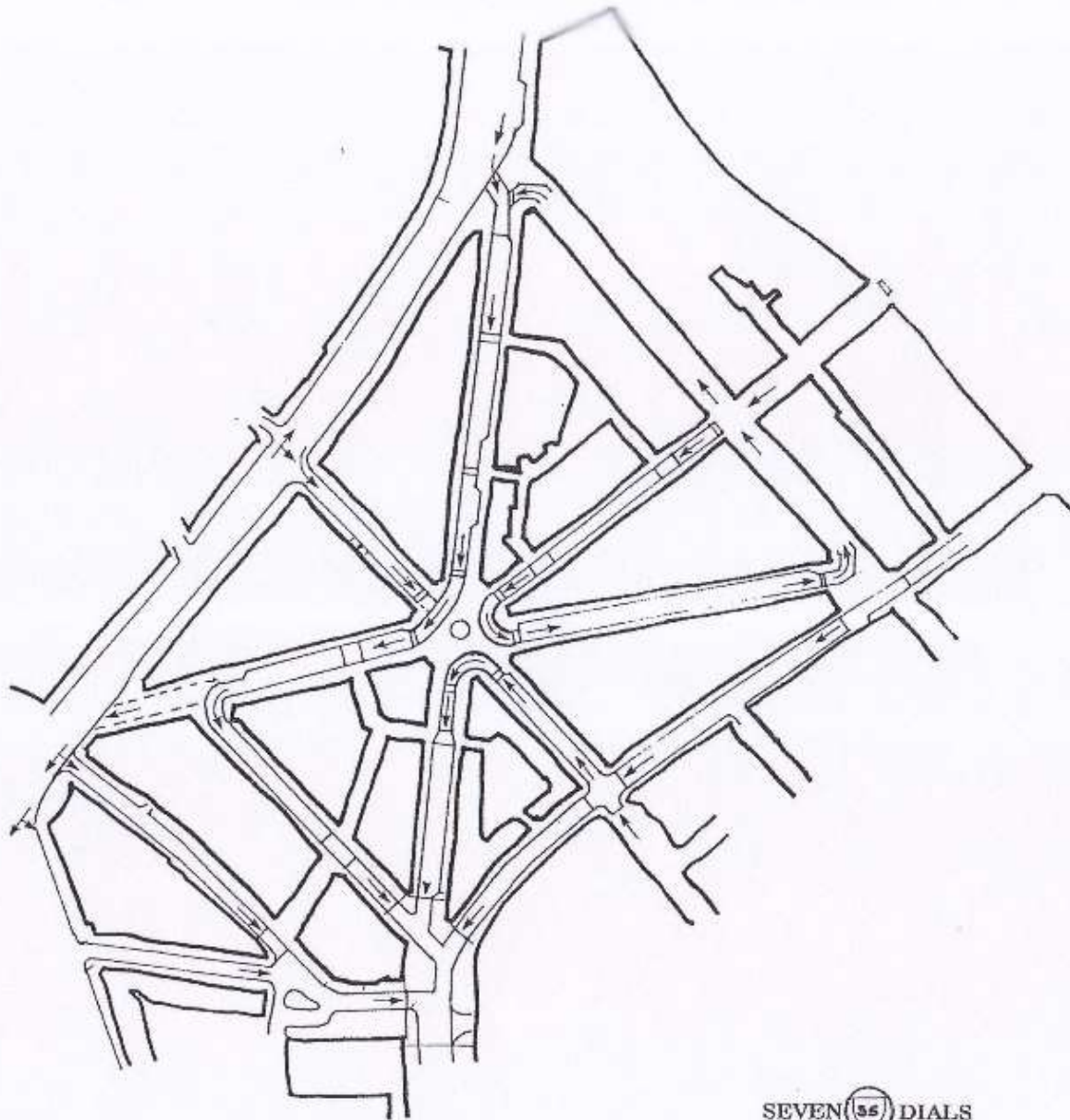
IMPLEMENTATION - advantages

Significant gains can be made with major changes confined to monument circus area. Traffic order changes to convert Mercer Street (north and south) to two way cul-de-sacs and possible relocation of some parking bays. Could be tested out with temporary materials (timber bulks and crash barriers) as an experimental system, immediately. In semipermanent materials, using socketted, drop in bollards at circus, can be modified to alternative schemes at a later date.

IMPLEMENTATION - disadvantages

Difficult to win support in consultation as advantages modest compared with the continuance of disturbance from through traffic on Monmouth Street.

OPTION B- TRAFFIC MANAGEMENT



OPTION B - VARIATIONS

Note: All variations on Option B assume the left turn lane capacity improvements at Cambridge Circus/Charing Cross Road south junction.

Option B2 - Maintain Monmouth Street (north to monument)

General Advantages

Modest changes to accepted routes and turning movements for through traffic and access/service traffic. Assumes the practicality of using Tower Street (via Earham Street west) given the improvements to Cambridge Circus. Gains of pedestrian only space around monument and at end of Mercer Street north. Reduction in vehicle confusion and pedestrian risk at monument if physical segregation clear.

General Disadvantages

Slight increase on through vehicle traffic using Earham Street west/Tower Street, avoiding congestion at Cambridge Circus. Possible cul-de-sac at Mercer Street north difficult for large vehicles to manoeuvre and turn. Possible illegal parking at end. Slightly worse for access in Mercer Street. Non-symmetrical physical segregation at monument circus visually confusing.

BENEFITS	MINOR	MAJOR	EXCELLENT
TAXIS		✓	
CAR USERS		✓	
L.G VEHICLES		✓	
CYCLE/M.CYCLES		✓	
EMERGENCY V.		✓	
CLEANSING SERV.	✓		
PEDESTRIANS			✓
RESIDENTS	✓		
BUSINESSES		✓	
PHYSICAL/VISUAL IMPROVEMENT		✓	
IMPLEMENTATION		✓	

Option B2

- Maintain Monmouth Street (N to monument)

VEHICLE USERS

Taxis - advantages

Maintains most familiar routes and general access arrangements. Reduces delay and waiting time at monument. All routes dedicated without give-way requirements. Additional pedestrians gathering at monument for pick-up/set down.

Taxis - disadvantages

Route across circus vulnerable to breakdowns and illegally parked vehicles. Slightly more tortuous route south of monument.

Car Users - advantages

As for taxis.

Car Users - disadvantages

As for taxis. For residents and visitor parking in Mercer Street north, worsens manoeuvring conditions if Mercer Street cul-de-saced.

Large goods vehicles - advantages

Maintains familiar routes, reduces delays at monument. Improves turning difficulties at monument with gentler radii.

Large goods vehicles - disadvantages

As for taxis and car users. Maintains existing tight turns adding one at Tower Street/Earlham Street west junction. Reduces number of escape through routes (Shorts gardens to Mercer Street north, Monmouth Street to Mercer Street north).

Cyclists/Motorbikes - advantages

As for taxis and car users. Less risk of conflict with other vehicles turning at monument. Opportunities for illegal, safe movements at monument. Space for cycle stands at monument.

Cyclists/Motorbikes - disadvantages

As for taxis and car users.

Emergency vehicles - advantages

As for taxis, car users and goods vehicles.

Emergency vehicles - disadvantages

As for taxis, car users and goods vehicles. Fire Appliances more restricted in turning movements at monument and Mercer Street north and south). Bollards may need removal in emergency at theatre. Increase for police enforcement of parking restrictions and cycle/motorbike movements at monument.

Cleansing services - advantages

As for large vehicles. Familiar dedicated route. More space to locate bulk containers for co-ordinated pick-up.

Cleansing services - disadvantages

As for large vehicles. Some exceptions to single route system.

PEDESTRIANS - advantages

Significantly more vehicle free space at monument and end of Mercer Street north. Safe diagonal movements on Monmouth Street (north and south) and Earlham Street (east and west) and Shorts Gardens/Earlham Street (west)/Mercer Street south. Maintains most vehicle free movements with proper segregation at monument to improve pedestrian.

PEDESTRIANS - disadvantages

Visually confusing layout at monument. Possible conflicts with illegal cycle/motorbike movements. Although achieving diagonal movement aims, retains physical severance of desire line between Thomas Neale's attraction and monument attraction. Probable slight increase in circulating traffic through Earlham street east and Neal Street.

RESIDENTS - advantages

As for pedestrians. Some gains in reduction of vehicle noise and disturbance on Monmouth Street south. Possible slight reduction in visitor circulating vehicle traffic noise and disturbance.

RESIDENTS - disadvantages

Possible increase in traffic noise and disturbance on Earlham Street west and Tower Street although vehicle speeds kept low due to turns. As for vehicle users. Slightly less flexible circulating system for residents seeking parking space due to loss of turns at monument. Possible increase in noise and disturbance due to increased visitors gathering at monument, adjacent The Crown, the Theatre and hairdresser. Likely change of use applications at monument circus from retail to food/drink in place of hairdresser. Generally an increase in visitors using Monmouth Street/Shorts Gardens/Earlham Street east and west.

BUSINESSES - advantages

As above all groups. General increase in visitor attraction of all areas south and east of the "new" through route and monument generally. Commercial use changes with likely increases in profitability of properties with expanded pedestrian only forecourts. Possibility of "gateway" pedestrianisation of western end of Earlham Street west

BUSINESSES - disadvantages

As above for taxi, car users and large goods vehicle access. Also noise and disturbance of additional visitors gathering at monument and improved market. Traffic increase in section of Earlham Street west would prevent safe retention of existing stall pitches. Reduction in ease of service access movements and kerb space if sections pedestrianised or cul-de-saced.

PHYSICAL/VISUAL IMPROVEMENTS - advantages

Improvement to the attraction of the monument circus and Earlham Street market "gateway". Space for pedestrians to approach the monument and cross on all major desire lines, easily. Reduction in traffic signage clutter due to dedicated routes. (Less give way, no entry, no right turn etc. signs.) Some long term benefit in improvement of Mercer Street north entry point as a route to St. Giles churchyard and other future attractions north.

PHYSICAL/VISUAL - disadvantages

More visual clutter at monument to enforce safe physical segregation of vehicles and pedestrians. Loss of some circular symmetry.

IMPLEMENTATION - advantages

Significant gains can be made with major changes confined to monument circus area. Traffic order changes to convert Mercer Street north to reverse one-way or to two way cul-de-sac. Orders required for some possible relocation of parking bays. Traffic order changes for pedestrianisation of market gateway and reversal of Tower Street. Could be tested out with temporary materials (timber bulks and crash barriers) as an experimental system, immediately. In semipermanent materials, using socketted, drop in bollards at circus, can be modified to alternative schemes at a later date.

IMPLEMENTATION - disadvantages

Need to win support of market traders to relocate in new compact layout. Continued disturbance from through traffic on Monmouth Street and new traffic on Earlham Street may be considered unacceptable against gains. The main gains will be at the monument circus and to the improved profile of the market.

Option B3

- Maintain Monmouth Street (S of monument)

VEHICLE USERS

Taxis - advantages

Maintains through route on a short length (assuming improvements at Cambridge Circus are effective). Reduces delay and waiting time at monument. All routes dedicated without give-way requirements. Additional pedestrians gathering at monument for pick-up/set down. Choice of drop-offs for the hotel with choice of escape routes.

Taxis - disadvantages

Route across circus vulnerable to breakdowns and illegally parked vehicles. Queues back from Cambridge Circus could add to delays; alternative through Shorts Gardens is tortuous and could conflict with pedestrians in Neal Street.

Car Users - advantages

As for taxis.

Car Users - disadvantages

As for taxis. Residents and visitor parking in Mercer Street north might require relocation to allow for capacity.

Large goods vehicles - advantages

Reduced delays at monument. Possibly improved through route at monument with gentler radii. Slightly improved choice of escape routes.

Large goods vehicles - disadvantages

As for taxis and car users. Maintains existing tight turns adding Shaftesbury Avenue/Mercer Street north, Tower Street/Earlham Street west, Mercer Street south/Earlham Street east, Mercer Street south/Shelton Street and Monmouth Street north/Shaftesbury Avenue junctions.

Cyclists/Motorbikes - advantages

As for taxis and car users. Less risk of conflict with other vehicles turning at monument. Opportunities for illegal, safe movements at monument. Some space for cycle stands at monument.

Cyclists/Motorbikes - disadvantages

As for taxis and car users.

Emergency vehicles - advantages

As for taxis, car users and goods vehicles.

Emergency vehicles - disadvantages

As for taxis, car users and goods vehicles. Fire Appliances more restricted in turning movements at monument and Mercer Street south. Bollards may need removal in emergency at theatre. Increase for police enforcement of parking restrictions and cycle/motorbike movements at monument.

Cleansing services - advantages

As for goods vehicles and Fire appliances.

Cleansing services - disadvantages

As for large vehicles. Separate loop systems for collection quite complex. Very limited scope for new locations for bulk containers.

PEDESTRIANS - advantages

Some additional vehicle free space at monument. Safe diagonal movements on Monmouth Street (north and south) and Shorts Gardens/Earlham Street (west)/Mercer Street south. Slightly improved vehicle route directions and with proper segregation at monument improves priorities. Allows safe access to Thomas Neale's apex and contains forecourt drinking outside the Crown. Vehicles in Neal Street are oncoming to major pedestrian flows.

PEDESTRIANS - disadvantages

Visually confusing layout at monument. Maintain pedestrian severance across Earlham Street diagonal desire line. Possible conflicts with illegal cycle/motorbike movements. Retains physical severance of desire line between theatre attraction and monument attraction. Probable slight increase in circulating traffic through Shorts Gardens/Monmouth Street/Neal Street/Mercer street south and Tower Street.

RESIDENTS - advantages

As for pedestrians. Some gains in reduction of vehicle noise and disturbance on Monmouth Street north. Possible slight reduction in visitor circulating vehicle traffic noise and disturbance.

RESIDENTS - disadvantages

Possible increase in traffic noise and disturbance on Mercer Street north. As for vehicle users. Possible increase in noise and disturbance due to increased visitors gathering at monument. Likely change of use applications at monument circus from retail to food/drink at Comyn Ching and Thomas Neale's. Generally an increase in visitors using Monmouth Street/Shorts Gardens/Earlham Street east.

BUSINESSES - advantages

As above all groups. General increase in visitor attraction of areas east of the "new" through route and monument generally. Commercial use changes with likely increases in profitability of properties with expanded pedestrian only forecourts. Possibility of "gateway" pedestrianisation of western end of Earlham Street west

BUSINESSES - disadvantages

As above for taxi, car users and large goods vehicle access. Also noise and disturbance of additional visitors gathering at monument and improved market.

PHYSICAL/VISUAL IMPROVEMENTS - advantages

Improvement to the attraction of the monument circus and Earlham Street market "gateway". Space for pedestrians to approach the monument and cross on some desire lines, easily. Reduction in traffic signage clutter due to dedicated routes. (Less give way, no entry, no right turn etc. signs.)

PHYSICAL/VISUAL - disadvantages

More visual clutter at monument to enforce safe physical segregation of vehicles and pedestrians. Loss of some circular symmetry.

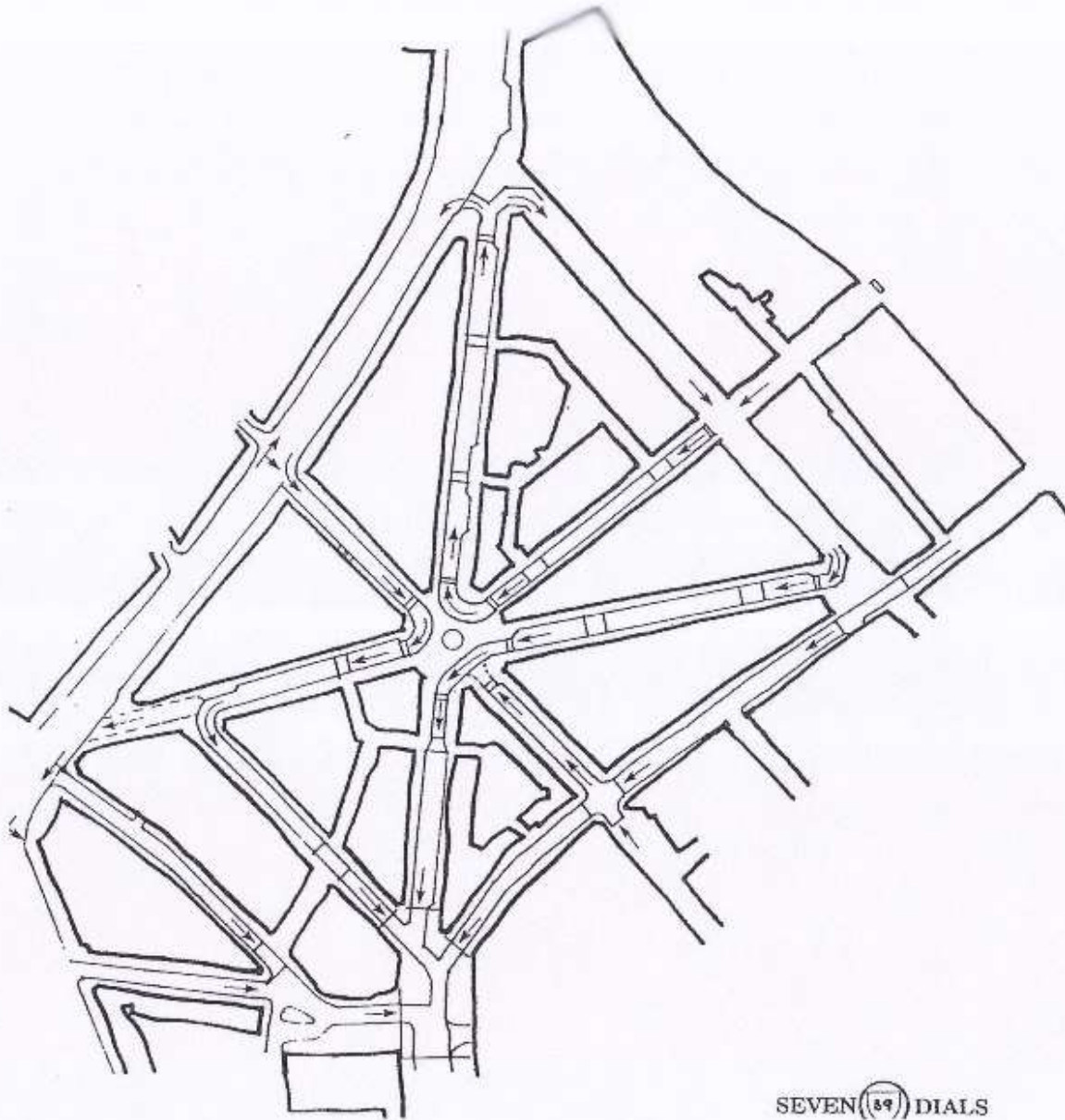
IMPLEMENTATION - advantages

Some gains can be made with major changes confined to monument circus area. Junction improvement at Shaftesbury Avenue/Monmouth Street north escape. Traffic order changes to reverse many one-way streets. Orders required for some possible relocation of parking bays. Traffic order changes for pedestrianisation of market gateway. Could be tested out with temporary materials (timber bulks and crash barriers) as an experimental system, immediately. In semipermanent materials, using socketted, drop in bollards at circus, can be modified to alternative schemes at a later date. Use of Mercer Street north as part of through route may not be considered unacceptable due to existing uses.

IMPLEMENTATION - disadvantages

Need to win support of market traders to relocate in new compact layout. Continued disturbance from through traffic on Monmouth Street south and new traffic on Mercer Street may be considered unacceptable against gains. The main gains will be at the monument circus and to the improved profile of the market.

OPTION B - TRAFFIC MANAGEMENT



OPTION B - VARIATIONS

Note: All variations on Option B assume the left turn lane capacity improvements at Cambridge Circus/Charing Cross Road south junction.

Option B4 - New "through" route west of monument.

General Advantages

Significant changes to accepted routes and turning movements for through traffic and access/service traffic. Assumes the practicality of using Mercer Street north, given the improvements to Cambridge Circus. Very significant gains of pedestrian only space around monument and adjacent the apex of Thomas Neale's/Comyn Ching and Mercer Street north. Route layout maintains some symmetry. Significant reduction in vehicle confusion and pedestrian risk at monument if physical segregation clear.

General Disadvantages

New through vehicle traffic using Mercer Street north/Earlham Street west/lower street. Some difficulties for large vehicles to manoeuvre and turn. Assumes practicality of reversing one way operation in some streets. Physical segregation at monument circuit slightly complicates symmetry.

BENEFITS	MINOR	MAJOR	EXCELLENT
TAXIS			✓
CAR USERS			✓
L.G VEHICLES			✓
CYCLE/M.CYCLES			✓
EMERGENCY V.			✓
CLEANSING SERV.		✓	
PEDESTRIANS			✓
RESIDENTS		✓	
BUSINESSES			✓
PHYSICAL/VISUAL IMPROVEMENT			✓
IMPLEMENTATION		✓	

Option B4

- New "through" route west of monument.

VEHICLE USERS

Taxis - advantages

Maintains alternative through route (assuming improvements at Cambridge Circus are effective). Eliminates delay and waiting time at monument. All routes dedicated without give-way requirements. Additional pedestrians gathering at monument for pick-up/set down. Choice of drop-offs for the hotel with choice of escape routes.

Taxis - disadvantages

Route across circus vulnerable to breakdowns and illegally parked vehicles. Queues back from Cambridge Circus could add to delays; alternative through Shorts Gardens is tortuous and could conflict with pedestrians in Neal Street.

Car Users - advantages

As for taxis.

Car Users - disadvantages

As for taxis. Residents and visitor parking in Mercer Street north/Tower Street might require relocation to allow for capacity.

Large goods vehicles - advantages

Reduced delays at monument. Slightly improved choice of escape routes.

Large goods vehicles - disadvantages

As for taxis and car users. Maintains existing tight turns adding Shaftesbury Avenue/Mercer Street north, Tower Street/Earham Street west, and Monmouth Street north/Shaftesbury Avenue junctions.

Cyclists/Motorbikes - advantages

As for taxis and car users. Less risk of conflict with other vehicles turning at monument. Opportunities for illegal, safe movements at monument. Space for cycle stands at monument.

Cyclists/Motorbikes - disadvantages

As for taxis and car users.

Emergency vehicles - advantages

As for taxis, car users and goods vehicles.

Emergency vehicles - disadvantages

As for taxis, car users and goods vehicles. Fire Appliances more restricted in turning movements at monument. Bollards may need removal in emergency at theatre. Increase for police enforcement of parking restrictions and cycle/motorbike movements at monument.

Cleansing services - advantages

As for goods vehicles and fire appliances. Two principal loops for collection through the main streets. Significant scope for bulk containers for co-ordinated collection.

Cleansing services - disadvantages

As for large vehicles.

PEDESTRIANS - advantages

Considerable additional vehicle free space at monument and possible at top end of Mercer Street south if cul-de-sac'd. All diagonal movements across Monmouth Street (north and south) and Earham Street (west and east)/Mercer Street north/Earham Street west/Shorts Gardens improved. Vehicle route diversions and with proper segregation at monument improves priorities. Allows safe access to Thomas Paine's open and outdoor forecourt drinking outside the Crown. Allows for gathering outside theatre if Mercer Street south cul-de-sac'd. Vehicles in Neal Street are oncoming to major pedestrian flows.

PEDESTRIANS - disadvantages

Slightly visually confusing layout at monument. Possible conflicts with illegal cycle/motorbike movements. Retains physical severance of desire line between theatre attraction and monument attraction. Probable slight increase in circulating traffic through Shorts Gardens/Monmouth Street/Neal Street.

RESIDENTS - advantages

As for pedestrians. Gains in reduction of vehicle noise and disturbance on Monmouth Street north and south. Possible slight reduction in visitor circulating vehicle traffic noise and disturbance.

RESIDENTS - disadvantages

Possible increase in traffic noise and disturbance on Mercer Street north/Earham Street west/Tower Street. As for vehicle users. Possible increase in noise and disturbance due to increased visitors gathering at monument. Likely change of use applications at monument circus from retail to food/drink at Comyn Ching, Thomas Neale's and hairdressers. Generally an increase in visitors using Monmouth Street/Shorts Gardens/Earham Street east and west and Mercer Street south.

BUSINESSES - advantages

As above all groups. General increase in visitor attraction of areas east of the "new" through route and monument generally. Commercial use changes with likely increases in profitability of properties with expanded pedestrian only forecourts. Possibility of "gateway" pedestrianisation of western end of Earham Street west

BUSINESSES - disadvantages

As above for taxi, car users and large goods vehicle access. Also noise and disturbance of additional visitors gathering at monument and improved market.

PHYSICAL/VISUAL IMPROVEMENTS - advantages

Improvement to the attraction of the monument circus and Earham Street market "gateway". Space for pedestrians to approach the monument and cross on all desire lines, easily. Reduction in traffic signage clutter due to dedicated routes. (Less give way, no entry, no tight turn etc. signs.)

PHYSICAL/VISUAL - disadvantages

More visual clutter at monument to enforce safe physical segregation of vehicles and pedestrians. Loss of some circular symmetry.

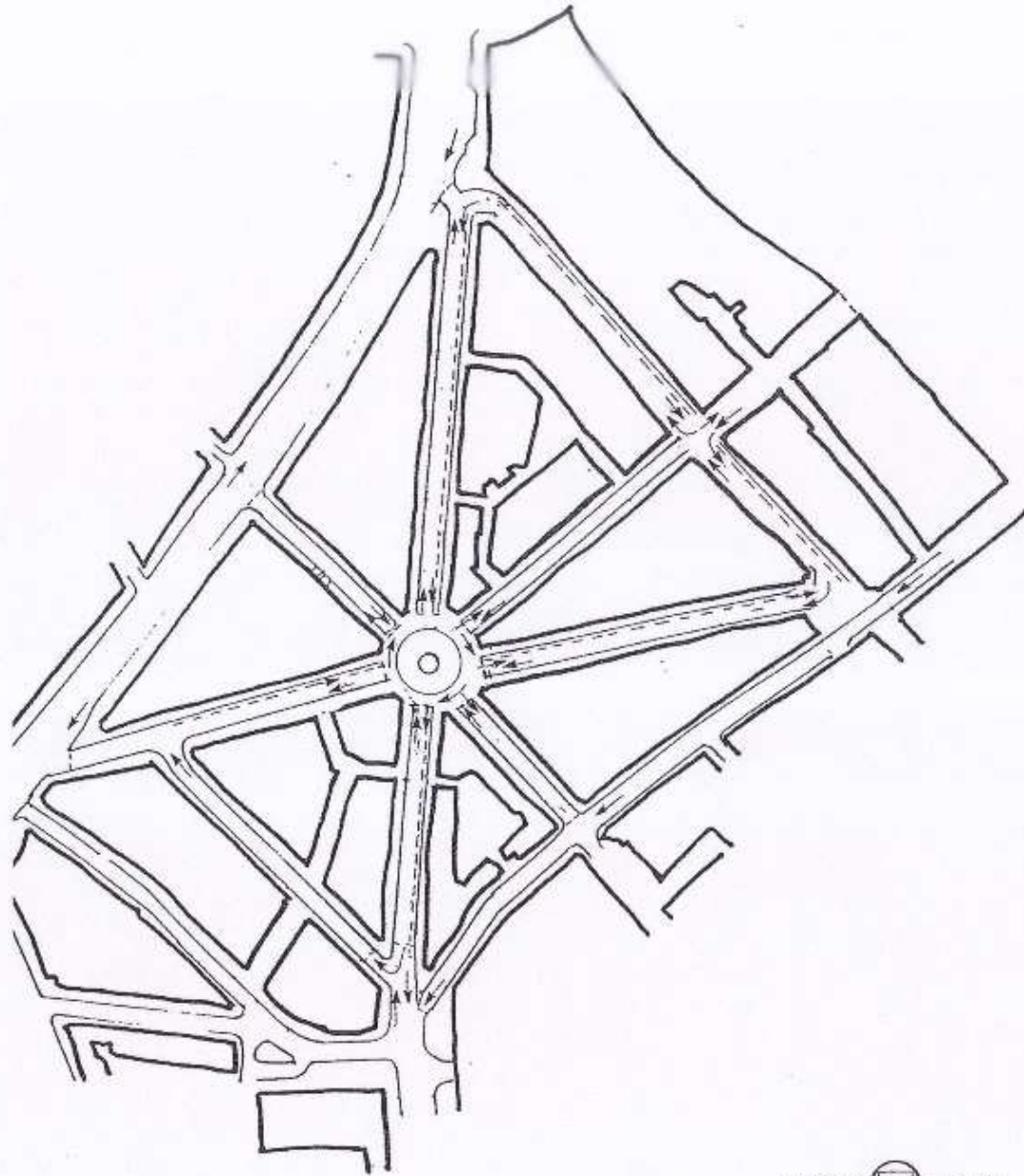
IMPLEMENTATION - advantages

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IMPLEMENTATION - disadvantages

Need to win support of market traders to relocate in new compact layout. Disturbance from new through traffic must be argued against gains. The main gains will be at the monument circus and to the improved profile of the market as well as general deterrence of rat running a visitor circulating traffic.

OPTION C TRAFFIC MANAGEMENT SYSTEM



OPTION C - NO THROUGH ROUTES "Total Area Management"

This Option appears totally unrealistic with present legal and professional attitudes about traffic usage and management of public highway. It has therefore not been developed beyond a concept stage.

Description of concept

That all principal streets in the Seven Dials area are managed from a "smart" management control system and that on site personnel are available 24 hours a day to police, maintain and enforce the operation of the system. This is beyond the finances, manpower or legal abilities of the current Local Government framework.

The road system would be returned almost entirely over to two-way working with half barriers remotely operated at each of the principal entry points at the edge of the system.

The monument circus would be sealed by a ring of half barriers at each entry and would be managed as a turning head for all vehicles on a "one-at-a-time" basis. This would allow the circus to be dominated by pedestrians at most times throughout the day and only risk conflict with one vehicle at a time under central control.

Advantages of the concept

There could be no rat runs or through routes and all traffic in the area would be with a legitimate destination for servicing or resident within the area. Visitor parking could be controlled and limited to spaces available. Even the largest vehicles could enter the system with a safe, easy turning head. All parts of the system are equally accessible.

Disadvantages of the concept

The width of streets operating as occasional two way working could only accommodate much reduced parking (on one side only). In some narrow streets no parking could be permitted. Some tight turns are retained (such as Neal Street/Earlham Street and the Shorts Gardens crossroads) is more complex for pedestrians with all movements permitted. Neal Street and other streets with narrowed carriageways/buildouts would be returned to narrow footways.