

# Have your say



on Cycle Superhighway 11  
between Swiss Cottage and  
the West End

Consultation closes on 20 March 2016



Artist's impression of how Swiss Cottage could look



MAYOR OF LONDON



**S3630678**

Client TfL  
Campaign Have Your say  
Date 04.02.16 17:54 Title A5 Mailer 16pp  
Proof 4 File S3630678TFLCS11Consultation16ppOptA  
Agency TFL 15 EA6547 Colour CMYK Spots -  
Ins date 00/00 AW% 100  
Operator james Page 16  
Trim (HxW) 210x148mm  
TA/SA -  
Bleed 3mm

**S36**

Account Team 1  \_\_\_\_\_ Head of Art  \_\_\_\_\_  
Account Team 2  \_\_\_\_\_ Creative Director  \_\_\_\_\_  
Producer  \_\_\_\_\_ Art Director  \_\_\_\_\_  
Client  \_\_\_\_\_ Copy Writer  \_\_\_\_\_

**M&C SAATCHI**

### What are we proposing?

Transport for London (TfL), is working with key stakeholders to propose a major new cycle route. Cycle Superhighway 11 (CS11) would improve conditions for existing cyclists and pedestrians, and help make cycling attractive to more people.

CS11 would:

- Create a continuous cycle route from the West End to Swiss Cottage, with future extension to Brent Cross
- Remove the intimidating 1960s one-way system at Swiss Cottage, improving pedestrian crossings and creating a new public space with more trees
- Reduce the volume and speed of traffic on the Outer Circle of The Regent's Park by making it less attractive as a through route, reducing noise and pollution and making the road feel part of the park. Residents and visitors would still be able to drive to any point on the Outer Circle
- Connect to other proposed cycle routes via Camden Town and King's Cross to create a link with the new North-South and East-West Superhighways, allowing low-traffic or traffic-free cycling from Swiss Cottage to the City, Elephant and Castle and Canary Wharf

This leaflet summarises the main proposals. Further information, including detailed maps, can be found by visiting [tfl.gov.uk/cs11](http://tfl.gov.uk/cs11)

### Where will CS11 go?

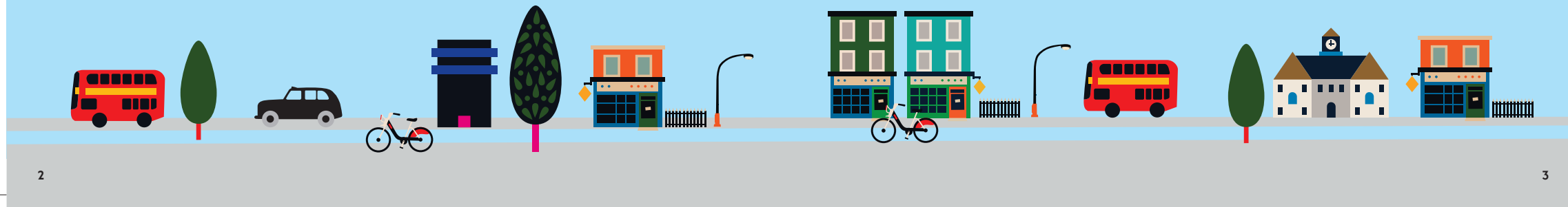
CS11 is planned to provide a continuous route from Brent Cross to the West End. This consultation sets out our proposals for the route from Swiss Cottage southwards, along Avenue Road, the Outer Circle of The Regent's Park, Park Crescent and Portland Place, ending at the junction with New Cavendish Street where it would link in with the planned Central London Grid.

To the north of Swiss Cottage, the route is proposed to run along Finchley Road and Hendon Way, as far as Brent Cross. We are continuing to look at different options for this section of the route, and consultation is planned for a later date, subject to the outcome of further investigations and discussions.

### Why are we proposing this?

Cycling is now a major mode of transport in London. In 2014, 645,000 journeys a day were made by bike, a 10 per cent increase from 2013. Cycling during the morning rush hour in London has more than trebled since 2000\*. The CS11 proposals have been designed to improve cycling safety and reduce conflict between motor vehicles and cyclists.

(\*source: Travel in London, Report 8)



**S3630678**  
 Date 04.02.16 17:54  
 Proof 4  
 Agency TFL 15 EA6547

Client TFL  
 Campaign Have Your say  
 Title A5 Mailer 16pp  
 File S3630678TFLCS11Consultation16ppOptA  
 Colour CMYK Spots -  
 Ins date 00/00 AW% 100  
 Operator james Page 4  
 Trim (h/w) 210x148mm  
 TA/SA -  
 Bleed 3mm



Account Team 1	<input type="checkbox"/>	Head of Art	<input type="checkbox"/>
Account Team 2	<input type="checkbox"/>	Creative Director	<input type="checkbox"/>
Producer	<input type="checkbox"/>	Art Director	<input type="checkbox"/>
Client	<input type="checkbox"/>	Copy Writer	<input type="checkbox"/>



### Cycle Superhighway Route 11 Swiss Cottage - Portland Place

This map shows some of the main changes proposed along the route. For detailed proposals, visit [www.tfl.gov.uk/cs11](http://www.tfl.gov.uk/cs11)

**Swiss Cottage**

- One-way system removed.
- Two-way working on Finchley Road and Adelaide Road
- Avenue Road to be bus, cycle and access only
- Pedestrian crossings made wider and more direct

**No left turn in or right turn out of College Crescent**

**No right turn into Hilgrove Road**

**No exit from Queen's Grove to Avenue Road for general traffic**

**Restricted access point - no access for motor vehicles except between 11am and 3pm**

**New pedestrian crossings on all arms of junction**

**New pedestrian crossing point proposed**

**Restricted access point - no access for motor vehicles except between 11am and 3pm**

**Restricted access point - no access for motor vehicles except between 11am and 3pm. Resident access at all times.**

**Two different options have been proposed for Park Crescent and Portland Place.**  
 Option A - advisory cycle lanes  
 Option B - segregated cycle lanes

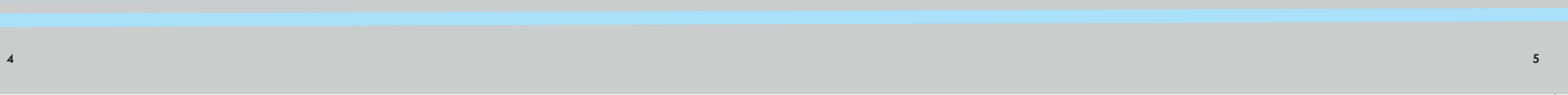
**Regent's Park Gates**

- North Gate
- Gloucester Gate
- Chester Gate
- Park Square East
- Park Square West
- York Gate
- Clarence Gate
- Hanover Gate

**Cycle Superhighway Route 11**

- Cycle route along low traffic roads
- Bus and cycle only street
- Mandatory cycle lanes
- Advisory cycle lanes (existing)
- London Underground station
- Proposed raised junctions
- Access restrictions proposed at this gate
- No access restrictions proposed at this gate

Proposals subject to further discussion with Westminster City Council



## Improvements for cycling at key locations

### Swiss Cottage

We want to make Swiss Cottage a better place to live and work, whilst also making it easier and safer for people to move through the area.

We are proposing to reduce the dominance of motor traffic by:

- Making the section of Finchley Road and Adelaide Road around the current one-way system two-way
- Removing general traffic from the section of Avenue Road through Swiss Cottage and introducing segregated cycle tracks in both directions. Buses would continue to serve Avenue Road in a southbound direction, and access to the underground car park on the west side of Avenue Road would be maintained
- Creating the opportunity for a rejuvenated public space and a new avenue of trees along Avenue Road (ground conditions permitting)
- Improving the pedestrian crossings at the three main junctions

Removing the one-way system would require the loss of six mature trees where existing traffic islands have to be removed. However, our aim is to plant at least twice as many new trees at Swiss Cottage, subject to ground conditions. Some changes to parking and loading would also be required, with an overall reduction in the availability of parking and loading.

### Proposed traffic restrictions

To create improved crossing facilities and ensure traffic continues to flow as smoothly as possible, we are proposing that the left turn into College Crescent from Finchley Road and the right turn into Finchley Road from College Crescent are banned. We are also proposing to ban the right turn from Finchley Road into Hilgrove Road. This would allow us to ensure these junctions operate as efficiently as possible, minimising the delay to traffic and buses.

## Changes to bus routes serving Swiss Cottage, including re-routing services 31 and 268

Removing the one-way system would mean some changes to the way buses serve Swiss Cottage.

**Routes 13, 82, 113 and 187:** No changes are proposed. Buses will continue to serve stops D or E on Avenue Road southbound and stop L on Finchley Road northbound.

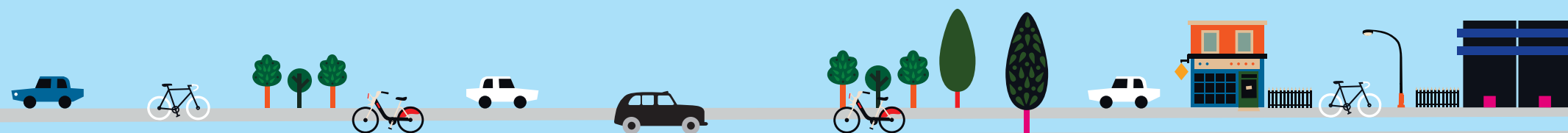
**Route 31:** Buses would serve Adelaide Road in both directions. Buses towards White City would continue to go along Adelaide Road, Finchley Road and Fairfax Road. Buses towards Camden would be rerouted to go along Hilgrove Road and Adelaide Road, serving a new bus stop near to Swiss Cottage Library on Adelaide Road.

**Route 46:** Buses towards St Bartholomew's Hospital would no longer serve stop M on Finchley Road, which would be removed. Buses would continue to serve stop F on College Crescent.

**Route 268:** Buses would be rerouted to go along Avenue Road through Swiss Cottage in both directions. This would avoid the proposed banned turn between Finchley Road and College Crescent, introducing an extra stop for passengers outside Swiss Cottage station and library. Towards Golders Green, buses would go from Finchley Road along Avenue Road, Adelaide Road and Finchley Road to College Crescent. Towards the O2 Centre, buses would go from College Crescent along Avenue Road, Adelaide Road and Finchley Road.

**Route 603:** Buses towards Muswell Hill would no longer serve stop N on Finchley Road, which would be removed. Buses would continue to serve stop F on College Crescent and stop D on Avenue Road.

**Route C11:** Buses towards Brent Cross Shopping Centre would continue to serve stop L on Finchley Road. Buses towards Archway would serve a new stop on Adelaide Road near to Swiss Cottage library instead of stop E on Avenue Road.



**Bus stops:** Stops M and N on Finchley Road (currently used by the 46 and the 603) would be removed. Stop K on Hilgrove Road would be relocated further west creating more space for general traffic to pass. A new bus stop would be provided on Adelaide Road outside Swiss Cottage library for the 31.

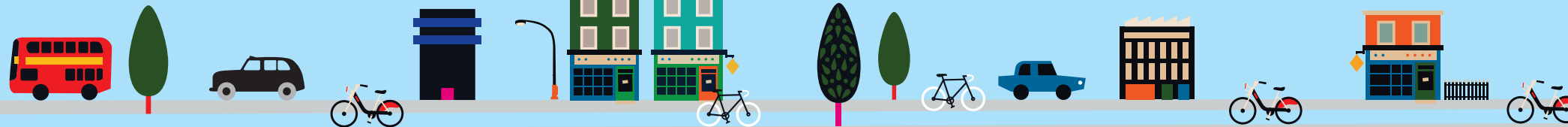
**Bus journey times:** Our traffic modelling shows that some bus journey times may be longer, particularly the C11 and the 31 along Adelaide Road. Journey times on the 268 are also likely to increase as this route would serve Avenue Road towards Golders Green. Some bus journey times are expected to improve, with journey time savings likely on the 113, 13 and 82 at certain times of day. Other bus journey times would stay broadly the same.

We are looking at the bus routes most affected by our proposals, to see if other changes elsewhere along the routes can help to address these journey time impacts.

More information on journey time impacts along the route and the surrounding roads can be found on page 14 and by visiting [tfl.gov.uk/cs11](http://tfl.gov.uk/cs11)



Artist's impression of how Avenue Road could look



### Avenue Road (south of Swiss Cottage)

CS11 would make Avenue Road south of Swiss Cottage a much quieter and more pleasant environment to cycle, walk and live. Our proposals for Swiss Cottage and The Regent's Park are likely to lead to a significant drop in the amount of traffic using Avenue Road.

We would provide a continuous 1.5 metre mandatory cycle lane on both sides of Avenue Road. Queen's Grove at its junction with Avenue Road would be closed to all traffic except cyclists in order to improve safety and prevent it being used as a through route by motor vehicles. There would be some changes to parking and loading restrictions, with single yellow lines converted to double yellow lines throughout and a reduction in residents' parking at the northern end of Avenue Road.

Please note that proposals on Avenue Road south of Norfolk Road are subject to further discussions with Westminster City Council

### The Regent's Park

We want to make cycling and walking around the Outer Circle a more pleasant experience and improve the safety and tranquillity of the park. We are also proposing improvements to pedestrian crossings around the Outer Circle.

Our surveys show that the Outer Circle of The Regent's Park is used by many vehicles as a through route rather than for visiting the park. Traffic speeds often exceed the current limit and there is a higher than average collision rate.

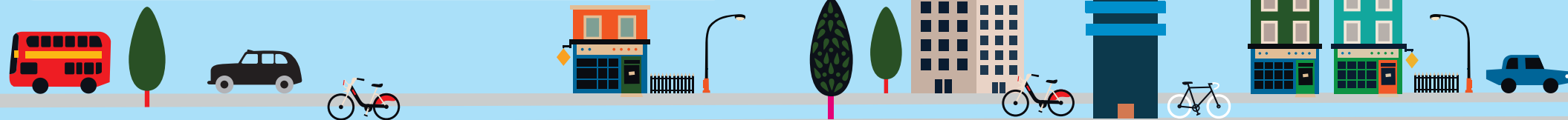
We have worked with The Royal Parks to find ways of reducing the volume and speed of traffic in the park and we are seeking views on a range of options as part of this consultation.

Access for motor traffic through some of the gates into the park could be restricted using removable bollards in order to make the Outer Circle less likely to be used as a through route. Visitors and residents would still be able to access the Outer Circle by motor vehicle through other open gates. Key junctions could be redesigned to improve pedestrian and cycle facilities, helping to improve safety for all road users. Extra signage could be put in place to remind drivers of the speed limit or speed camera enforcement could be used to manage vehicle speeds.

### Park Square West/East and Marylebone Road

CS11 would enable cyclists to cross Marylebone Road more safely, using either the eastern or western sides of Park Square and Park Crescent. These junctions would be redesigned to reduce potential conflict between different road users with a separate signal provided for cyclists on Park Crescent (west).

To reduce conflict between cyclists and turning vehicles and to make the junctions work more efficiently, some traffic movements would be banned. Westbound motor traffic would need to use the western arm of Park Crescent, with eastbound motor traffic using the eastern arm. Advanced Stop Lines would be provided for cyclists on all arms of both junctions, except where separate signals are provided.



**Park Crescent and Portland Place**

CS11 would continue along Park Crescent and Portland Place to New Cavendish Street. We are asking for feedback on two options for Park Crescent and Portland Place.

We will use the results of this consultation to help us decide which option to proceed with and undertake detailed traffic modelling analysis on. A further consultation would then be carried out at a later date once more information on the impact of the preferred option is available.

Please note that proposals on Park Crescent and Portland Place are subject to further discussions with Westminster City Council

**Option A: Advisory cycle lanes**

We would introduce a 2 metre advisory cycle lane northbound on Park Crescent (west) and southbound on Park Crescent (east). The cycle lane would be located next to the existing parking bays.

We would provide a 2 metre wide advisory cycle lane in both directions on Portland Place. This would be separated from the existing parking bays by a minimum 0.5 metre buffer to reduce the risk of door strikes. Advanced Stop Lines would be provided for cyclists at junctions, and cyclists would move through the junctions with motor traffic. Left turning motor traffic would need to cross the cycle lane on the approach to junctions. Unsignalised pedestrian crossings would be signalised wherever possible, and there would be no loss of parking.



Artist's impression of how Portland Place could look at the junction of Devonshire Street looking south



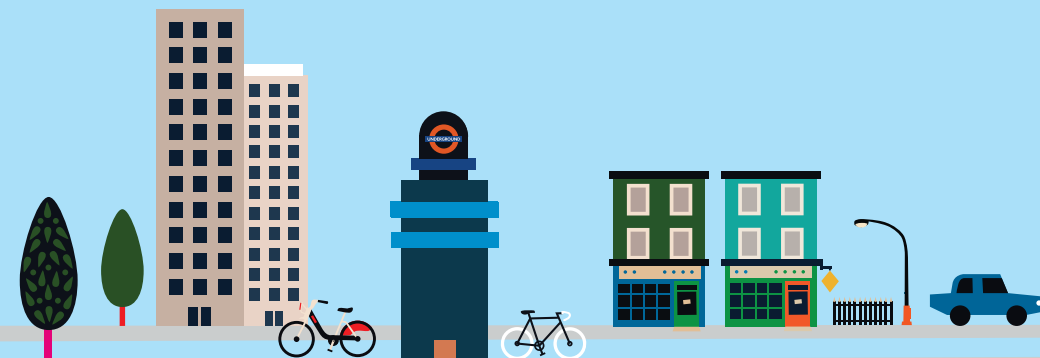
**Option B: Segregated cycle tracks on Portland Place**

We would introduce a 2 metre wide advisory cycle lane northbound on Park Crescent (west) and southbound on Park Crescent (east), as for option A. The cycle lane would be located next to the existing parking bays.

We would introduce a 1.5 metre wide cycle lane between the footway and the parking bays on Portland Place by moving the parking bays further away from the kerb. A 1 metre buffer would separate the cycle lane from the parking to minimise the risk of door strikes. Cyclists travelling north or south would be given a separate signal at junctions where required to avoid conflict with other vehicles. Unsignalised pedestrian crossings would be signalised wherever possible and there would be no loss of parking.



Artist's impression of how Portland Place could look at the junction of Devonshire Street looking south



### What impacts would our proposals have on traffic flow?

Detailed traffic modelling has been carried out to assess the potential impacts to traffic along the route and on the surrounding roads. This helps to inform our proposals – such as banning turns or changing the sequence of traffic signals.

Our traffic modelling shows that these proposals would mean that journey times for general traffic and some bus routes would change. Some journeys would be expected to improve at certain times of day, particularly southbound traffic during the morning peak. Others would be expected to be longer at certain times of day, particularly around Swiss Cottage. The changes to the road layout and to park access may mean that some traffic may take a different route to get to its destination. Some local roads are likely to see an increase in traffic because of these proposals, while other borough roads will see a reduction in traffic volumes.

We are taking a number of steps to ensure that the changes made along the route are balanced. TfL is investing in advanced traffic signal technology to allow us to better manage traffic depending on differing conditions at any given time, and we are working to improve road user information so people can make informed journey choices before they travel.

A full breakdown and explanation of the modelling results including tables of the likely journey time impacts can be found on our website: [tfl.gov.uk/cs11](http://tfl.gov.uk/cs11)

### Businesses, servicing and deliveries:

We continue to work with businesses and freight operators to minimise the impact of these proposals on their operations. If your home or workplace is on or near the proposed route please let us know if the proposals could affect your deliveries, collections and servicing. We encourage you to discuss these proposals with the companies undertaking these operations.

### How do I view the proposals and have my say

You can have your say and view our detailed proposals at [tfl.gov.uk/cs11](http://tfl.gov.uk/cs11)  
The consultation closes on **Sunday 20 March 2016**.

We will also be holding a number of drop in sessions where you will have the opportunity to see details of our proposals and talk to members of the project team.

The sessions will take place on:

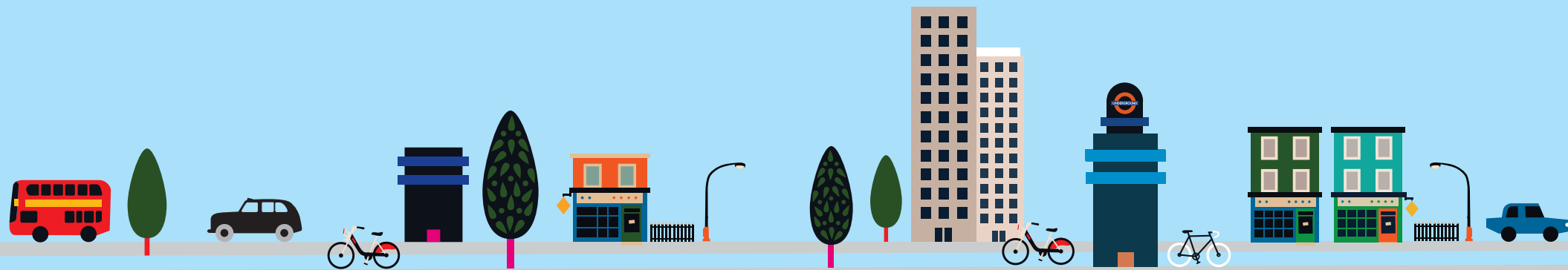
- Tuesday, 16 February** 16:00 – 19:30 at Royal Institute of British Architects, 66 Portland Place WIB IAD
- Thursday, 18 February** 14:00 – 19:30 at Swiss Cottage Library, Avenue Road, NW3 3HA
- Tuesday, 23 February** 07:30 – 10:00 at The Regent’s Park, North Gate
- Saturday, 27 February** 10:00 – 16:00 at Swiss Cottage Library, Avenue Road, NW3 3HA
- Thursday, 3 March** 16:00 – 19:30 at The Regent’s Park, St Andrews Place

You can also request paper copies of plans and response forms, copies in Braille, large text or another language by emailing [consultations@tfl.gov.uk](mailto:consultations@tfl.gov.uk), writing to FREEPOST TFL CONSULTATION or calling 0343 222 1155\*.

\*Service and Network charges may apply

For information about the Mayor’s Vision for Cycling, please visit [tfl.gov.uk/cyclingvision](http://tfl.gov.uk/cyclingvision)

For information about the work to support walking, please visit [tfl.gov.uk/walking](http://tfl.gov.uk/walking)





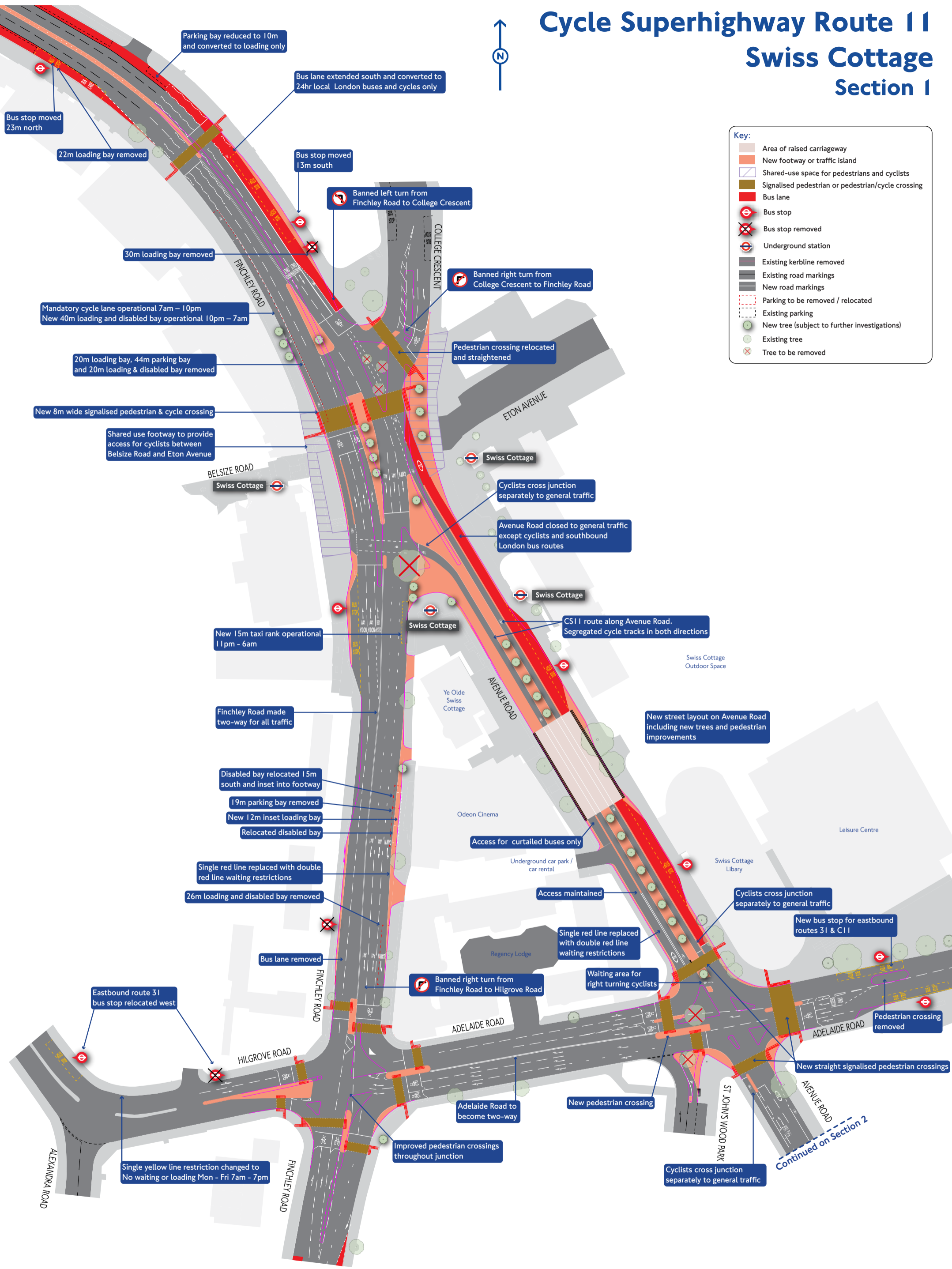
# Cycle Superhighway Route 11

## Swiss Cottage Section 1














**Key:**

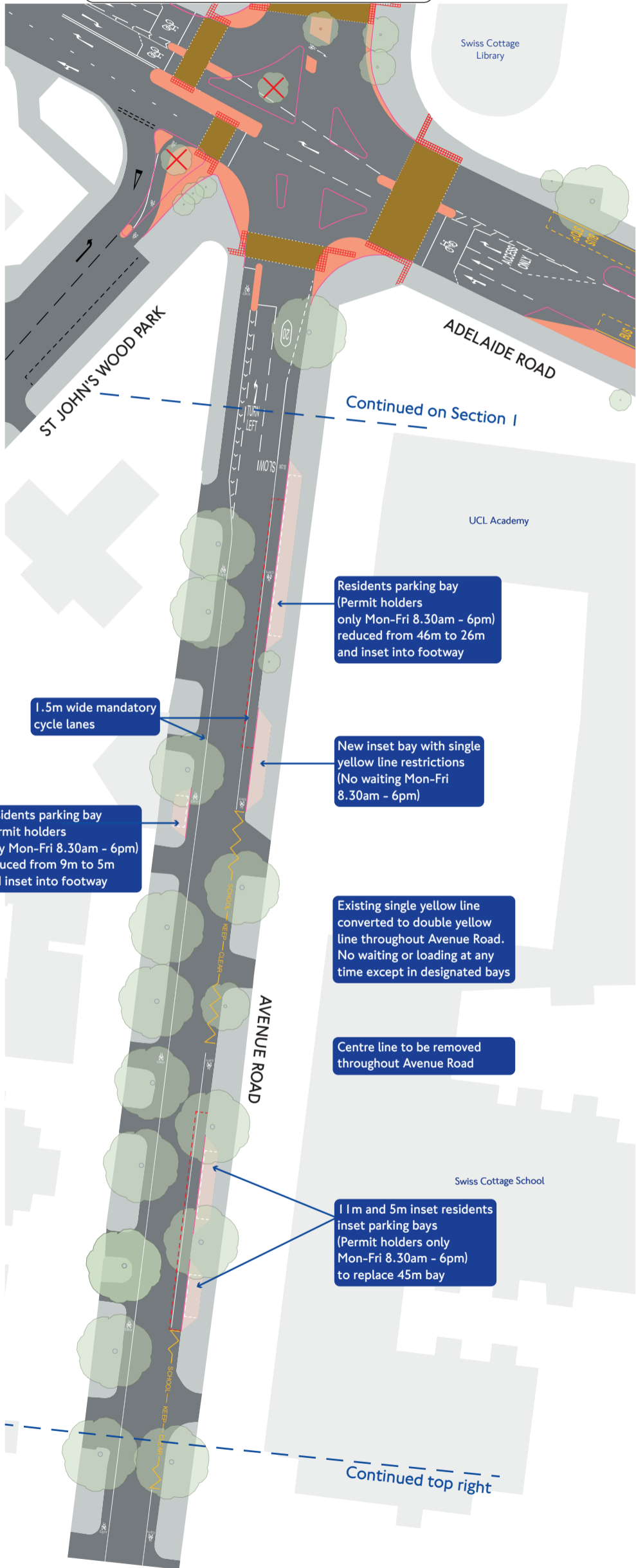
- Area of raised carriageway
- New footway or traffic island
- Shared-use space for pedestrians and cyclists
- Signalised pedestrian or pedestrian/cycle crossing
- Bus lane
- ⊖ Bus stop
- ⊖ Bus stop removed
- ⊖ Underground station
- Existing kerbline removed
- Existing road markings
- New road markings
- Parking to be removed / relocated
- Existing parking
- New tree (subject to further investigations)
- Existing tree
- ✕ Tree to be removed





Key:

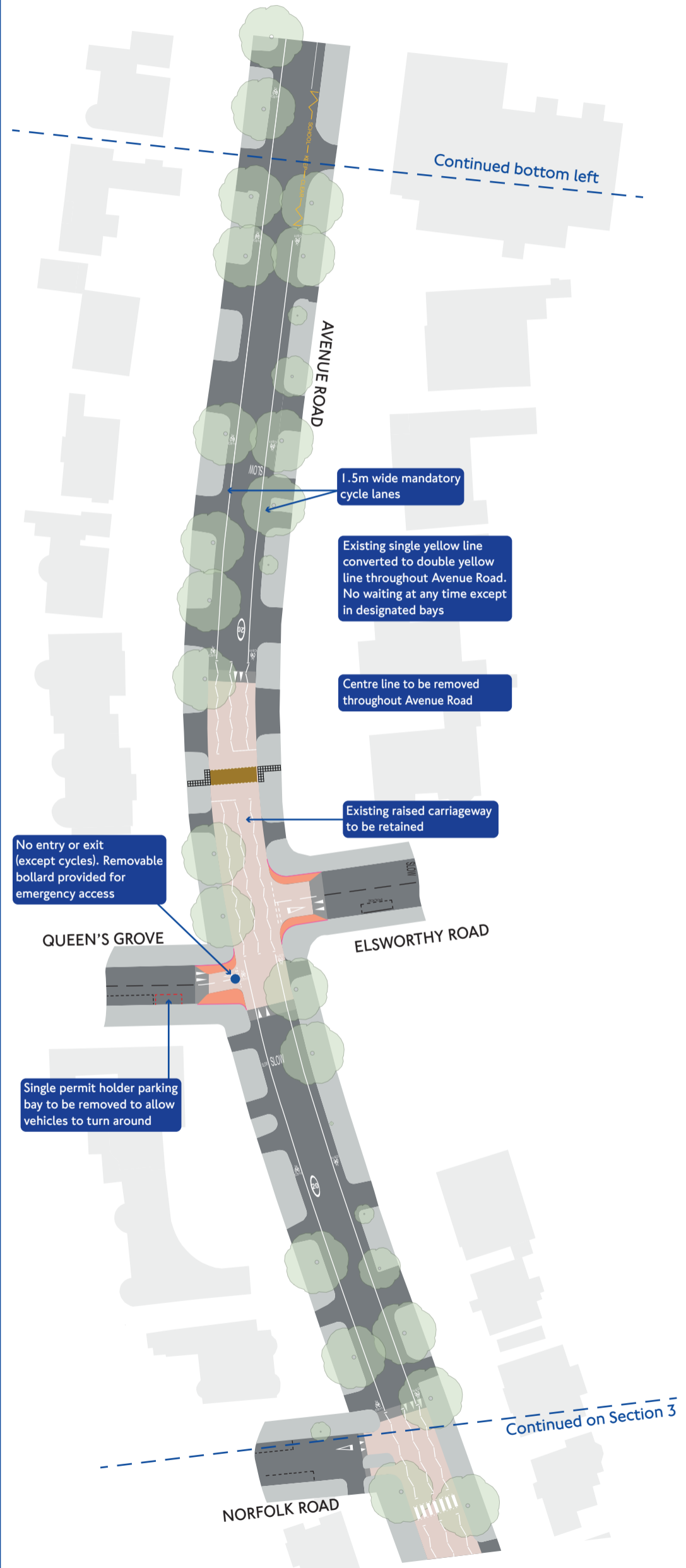
-  Existing kerbline removed
-  Existing road markings
-  New road markings
-  New footway or traffic island
-  Signalised pedestrian or pedestrian / cycle crossing
-  Area of raised carriageway
-  Parking to be removed / relocated
-  Existing parking
-  Tree to be removed
-  Existing tree
-  Removable bollard location



# Cycle Superhighway Route 11










## Avenue Road (north)

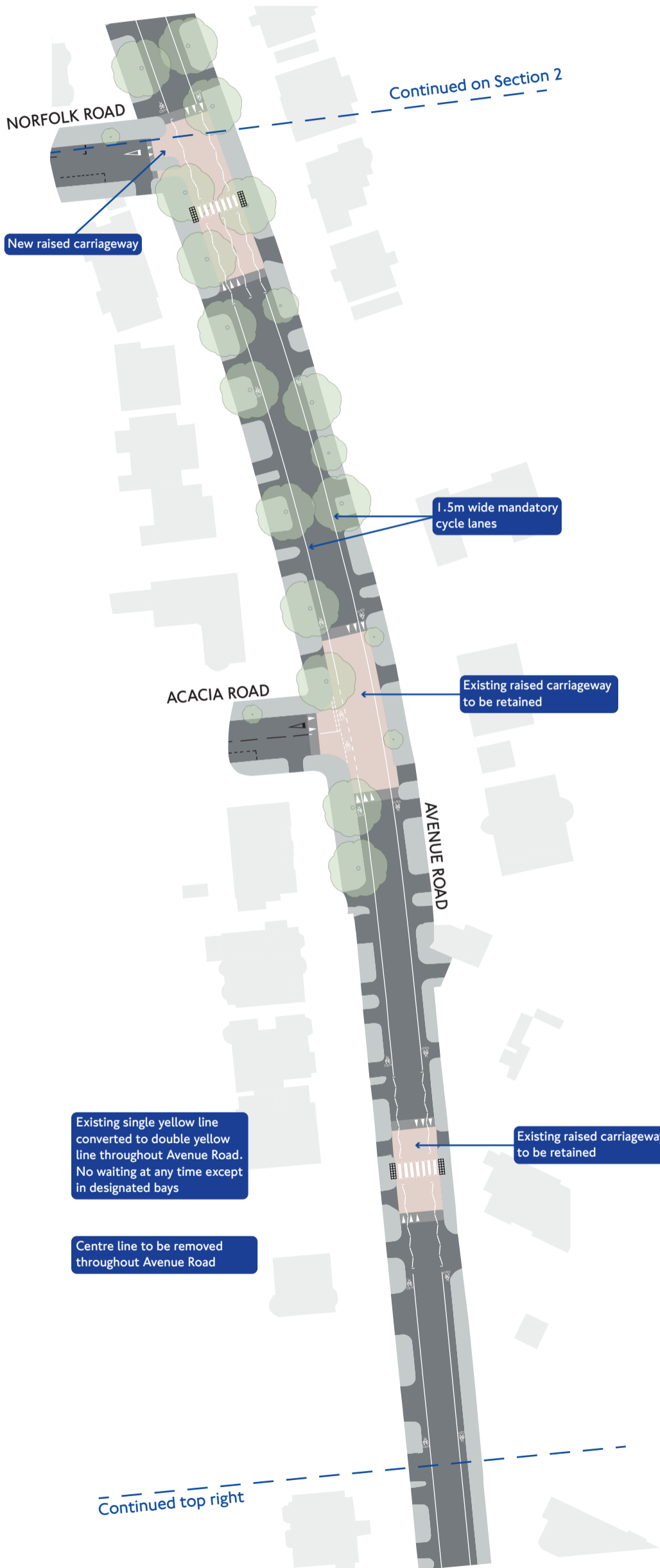
### Section 2





Key:

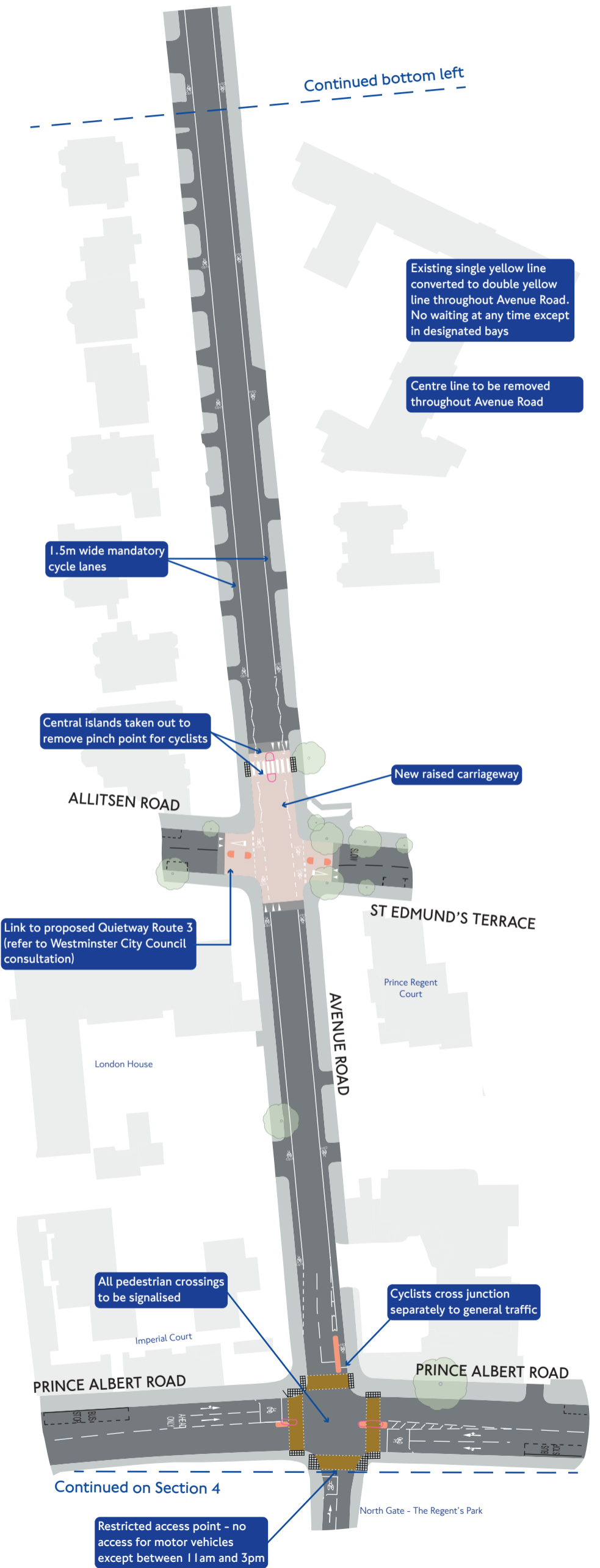
-  Existing kerblines removed
-  Existing road markings
-  New road markings
-  New footway or traffic island
-  Signalised pedestrian or pedestrian / cycle crossing
-  Area of raised carriageway
-  Parking to be removed / relocated
-  Existing parking
-  Existing tree



# Cycle Superhighway Route 11

## Avenue Road (south)

### Section 3



# Cycle Superhighway Route 11

## The Regent's Park

### Section 4 Sheet 1 of 3



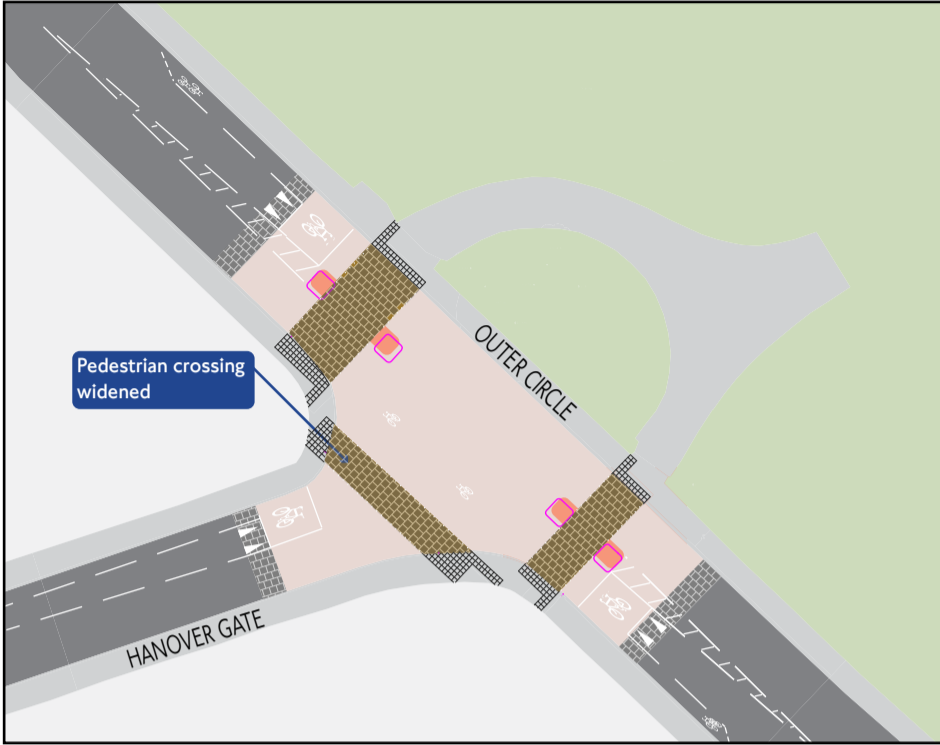
**Key:**

- New footway or traffic island
- Underground station
- Existing road markings
- New road markings
- Parking to be relocated
- Area of raised carriageway
- Potential raised junction locations - refer to sheet 2
- Restricted access locations - refer to sheet 3
- Cycle hire docking station

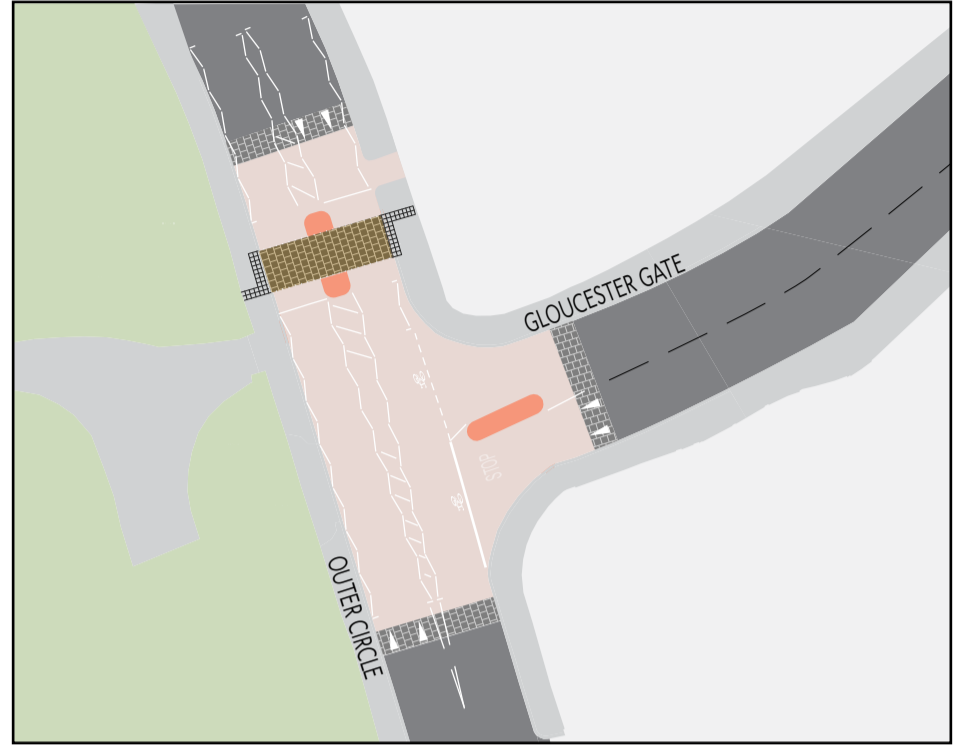




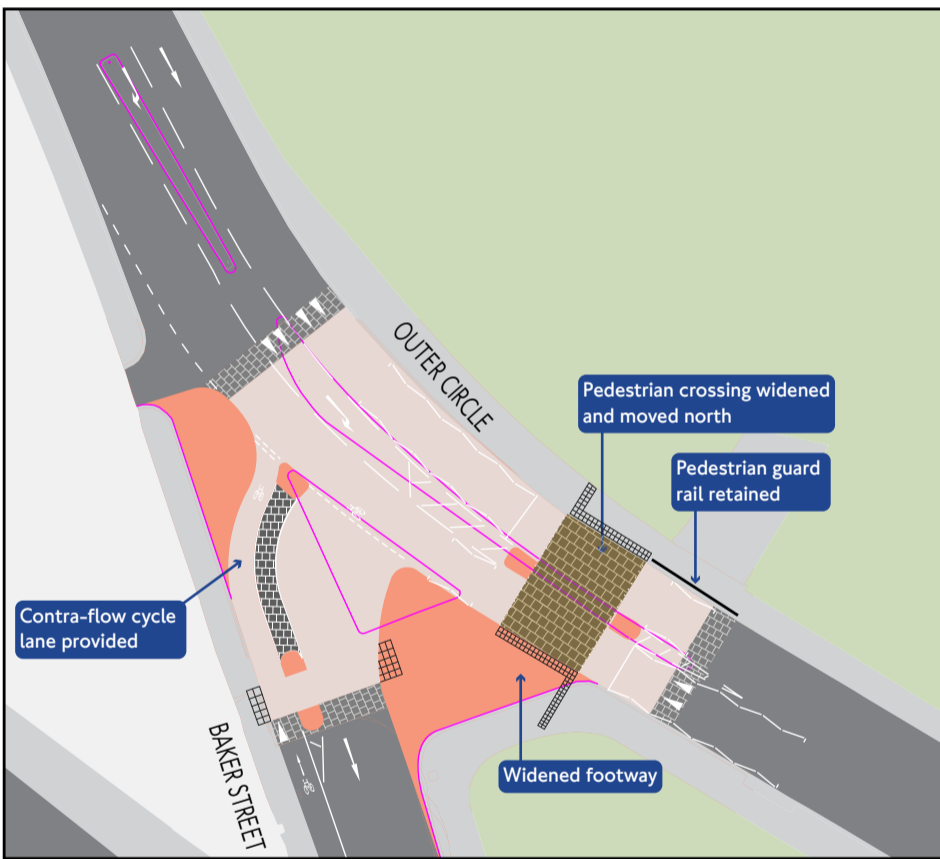
### Raised Junctions



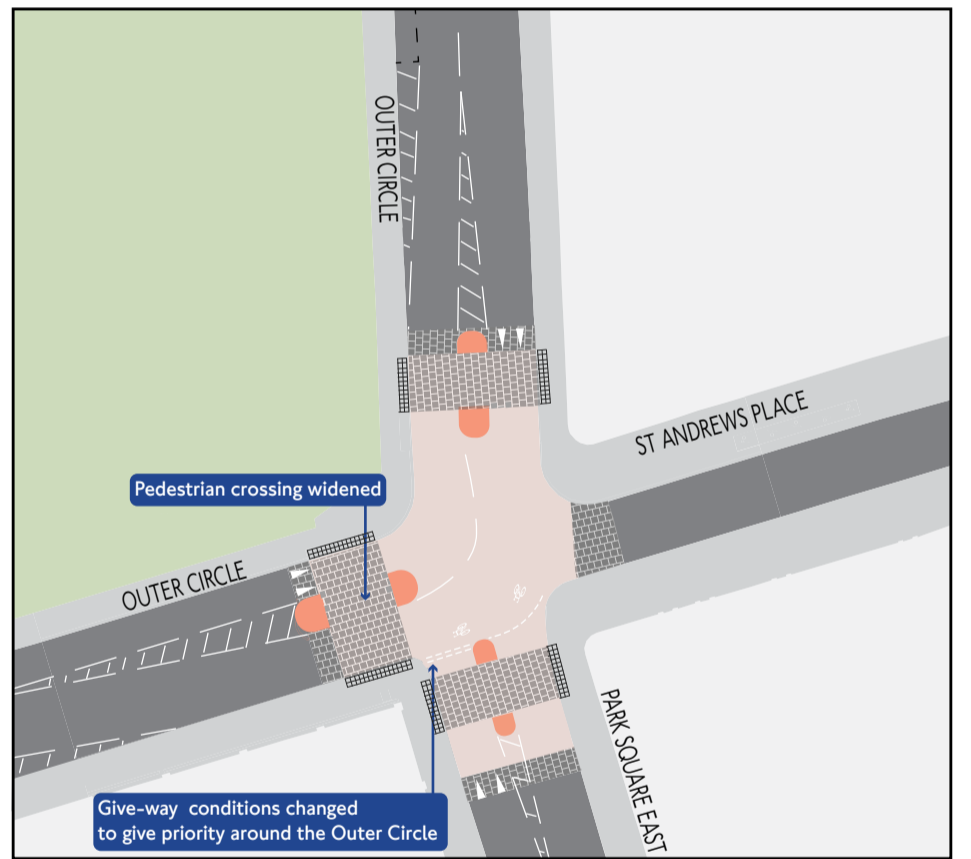
Hanover Gate



Gloucester Gate



Clarence Gate



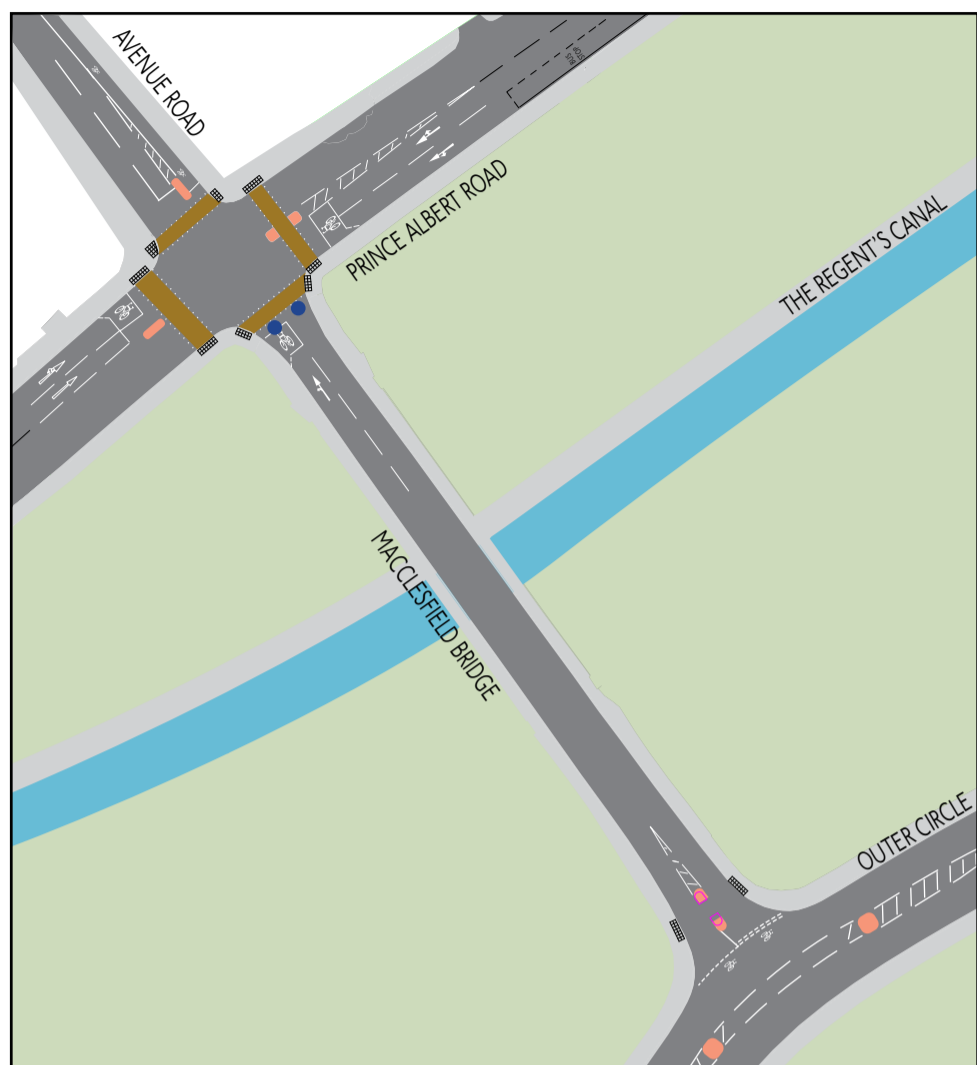
St Andrews Place

**Key:**

- Area of raised carriageway
- New footway or traffic island
- Signalised pedestrian crossing
- Heritage sensitive materials
- Existing road markings
- New road markings
- Existing kerbline removed
- Incline of raised tables approximately 1:20

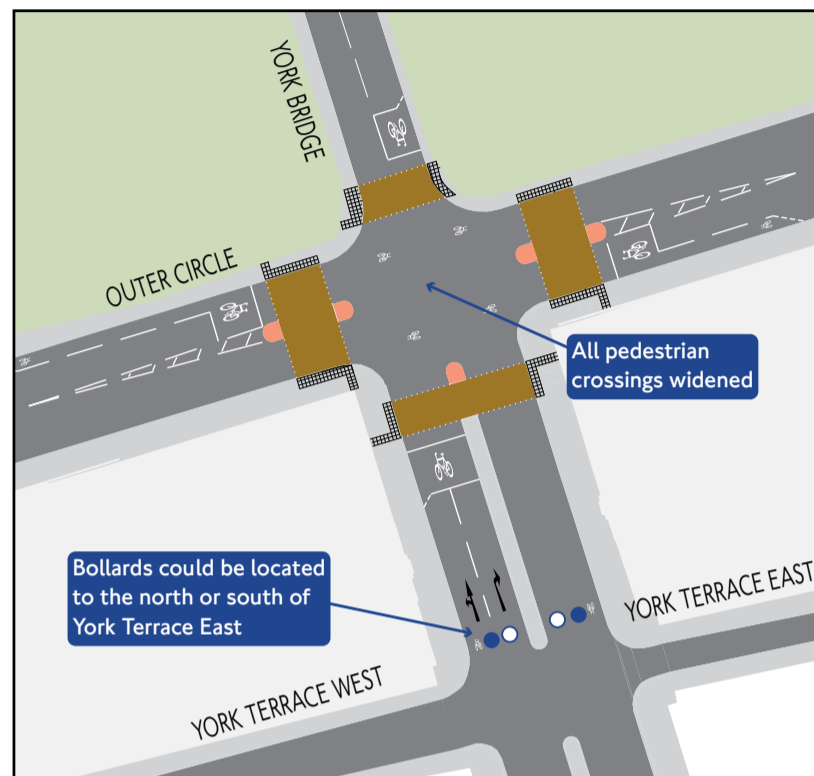
**General Detail**

It is proposed to use heritage sensitive materials on the inclines of the raised junctions and to highlight the pedestrian crossing points shown above. These will be designed with consideration to pedestrian, wheelchair and cyclist accessibility.

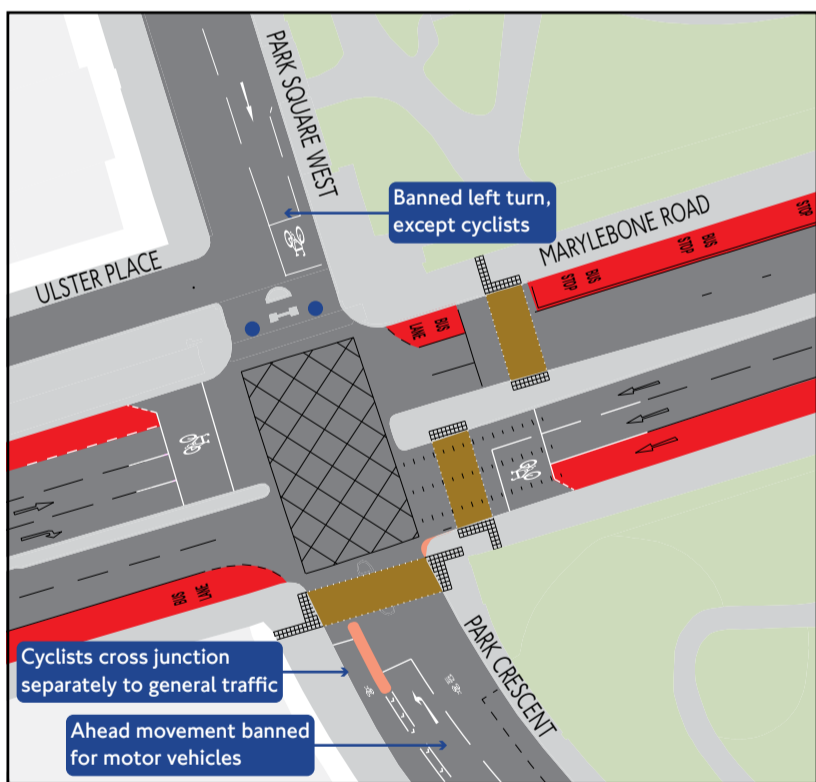


North Gate

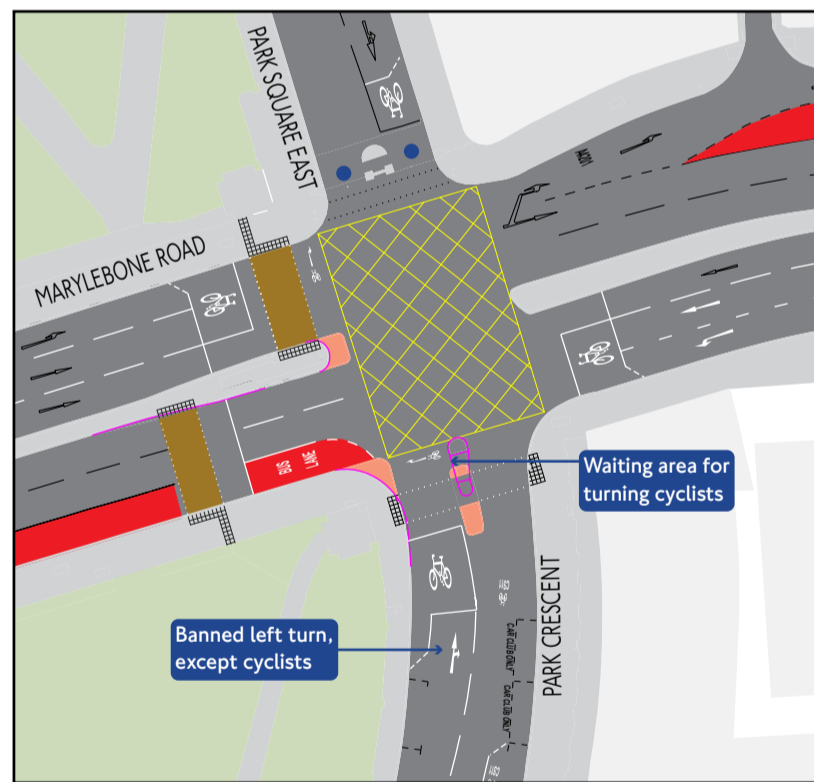
### Restricted Access Points



York Gate




Park Square West



Park Square East

#### Key:

-  New footway or traffic island
-  Signalised pedestrian crossing
-  Existing road markings
-  New road markings
-  Existing kerbline removed
-  Rising bollard location
-  Removable bollard location

#### General Detail

Restricted access points would use removable bollards to prevent access for motor vehicles except between 11am and 3pm (with existing gate closures remaining between midnight and 7am).

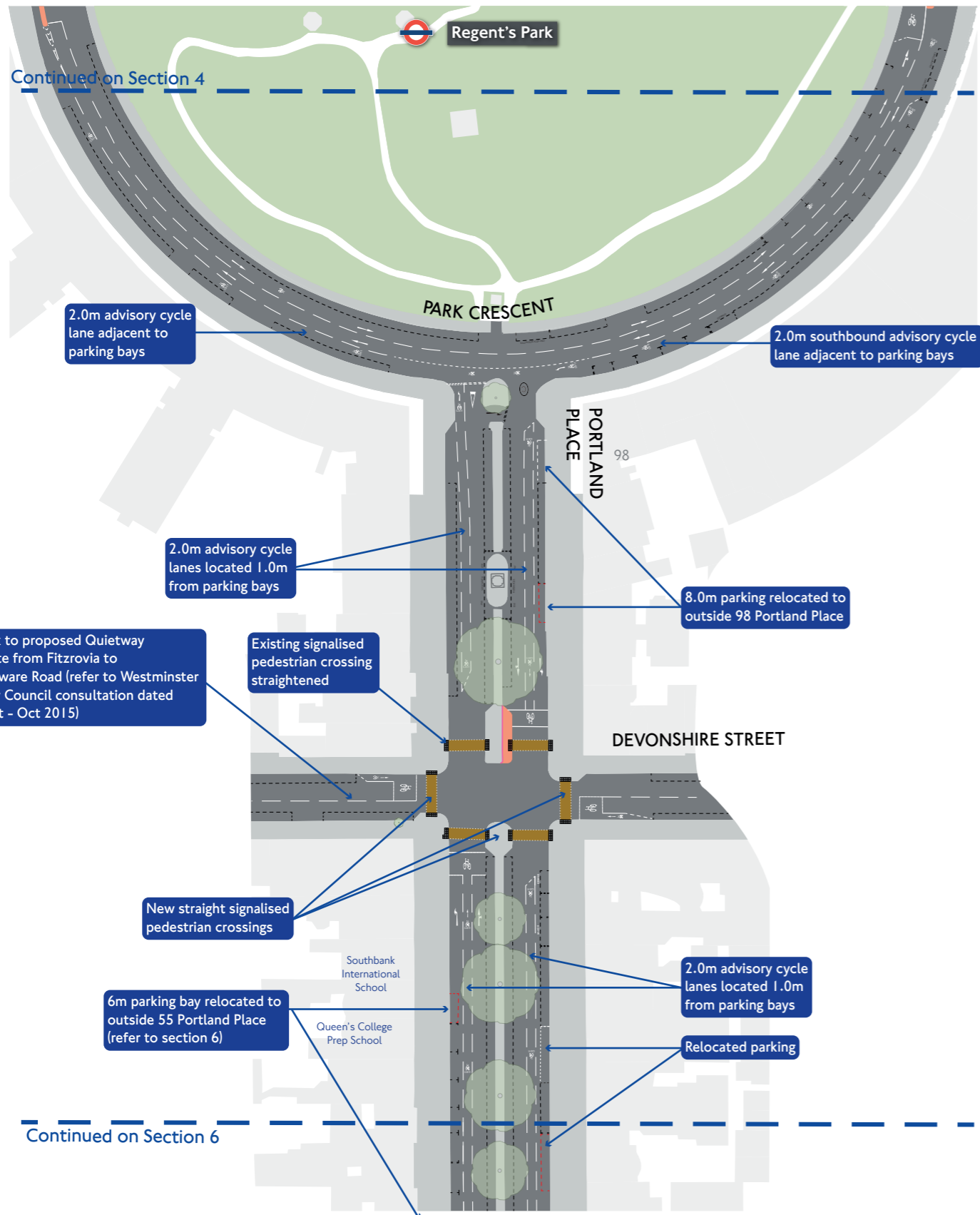
Proposed rising bollard locations would allow resident access at all times and access for all vehicles between 11am and 3pm.

# Cycle Superhighway Route 11 Portland Place (north) Section 5

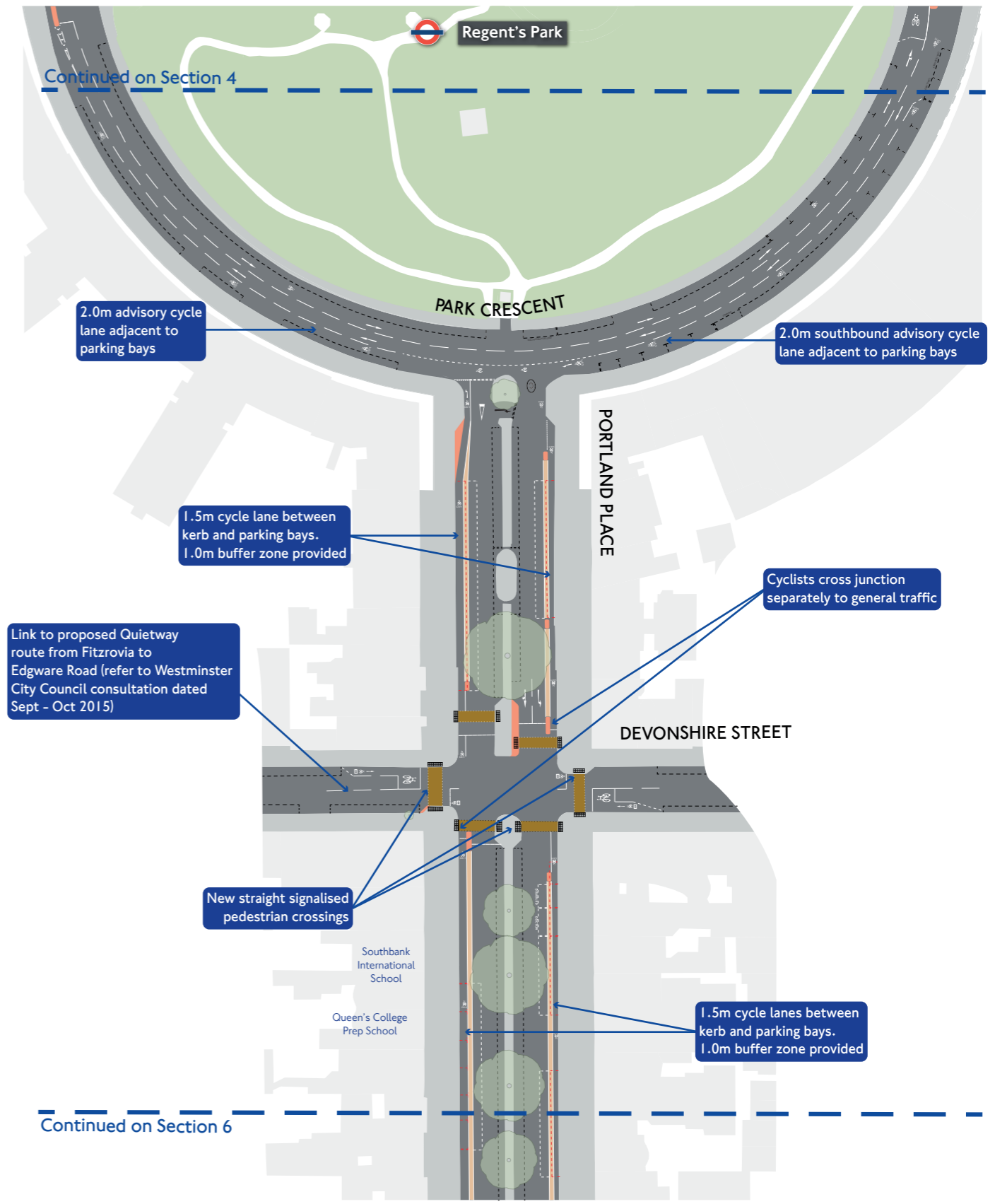
**Key:**

- Existing kerbline removed
- Existing road markings
- New road markings
- New footway or traffic island
- Signalised pedestrian crossing
- Cycle lane buffer zone
- Parking to be removed / relocated
- Existing parking
- Underground station
- Existing tree

**Option A**



**Option B**



# Cycle Superhighway Route 11 Portland Place (south) Section 6

**Key:**

- Existing kerbline removed
- Existing road markings
- New road markings
- New footway or traffic island
- Signalised pedestrian crossing
- Cycle lane buffer zone
- Parking to be removed / relocated
- Existing parking
- Bus stop
- Cycle hire docking station
- Existing tree

Option A

Option B

