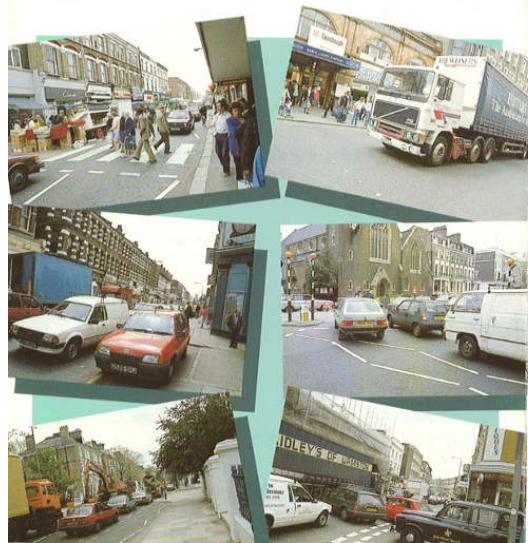


WESTERN ENVIRONMENTAL IMPROVEMENT ROUTE



W.E.I.R. THE FACTS

PLEASE VISIT THE EXHIBITION

CHELSEA OLD TOWN HALL

Thursday 19th January 1989 3pm - 9pm
 Friday 20th January 1989 3pm - 9pm
 Saturday 21st January 1989 10am - 4pm

OLYMPIA CONFERENCE CENTRE

Thursday 26th January 1989 3pm - 9pm
 Friday 27th January 1989 3pm - 9pm
 Saturday 28th January 1989 10am - 4pm

WE NEED YOUR VIEWS



WHAT IS WEIR?

The Western Environmental Improvement Route (WEIR) is a project designed to relieve the many transport problems in the Earl's Court area and to improve its environment. It would be built alongside the railway running between Holland Park Roundabout and the River Thames with links to Wandsworth and Battersea bridges.

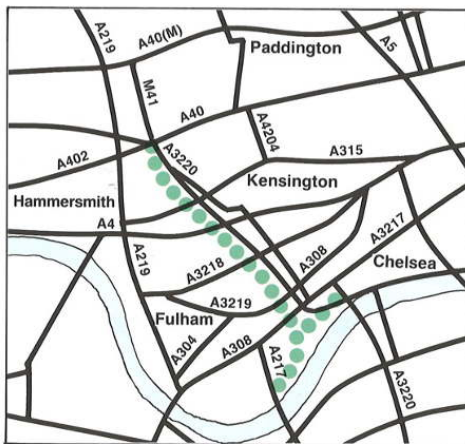
WEIR could form part of a package combining new road construction with traffic management and environmental improvement.

WEIR is not a motorway. It is not elevated over the railway. It is not a new Westway. It is nothing like the old plans for a West Cross Route. It will not replace the railway but will use space available alongside the tracks.

WHAT WEIR OFFERS

By moving traffic onto a purpose-built road, WEIR offers:

- Widespread environmental improvements for residents, shoppers and workers.
- More reliable journeys for travellers be they:
 - Motorists travelling in or through the area.
 - Cyclists.
 - Bus passengers.
- Enhanced road safety for everyone especially for vulnerable travellers such as the old and young and the disabled.
- Improved access for business and commerce.



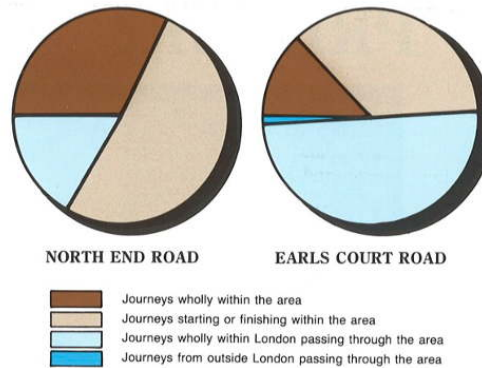
THE AREA

The area which would benefit from WEIR is predominantly residential; with shopping streets providing the goods and services to meet local needs.

More than 4000 households directly overlook the Earl's Court one-way system. There are about 250 shops along the busy Earl's Court Road and North End Road, not to mention the roadside market.

Traffic flows in the area are heavy throughout the day with more than 100,000 vehicles using the main north-south routes daily. But over half of this needs to be there. It is local residents going about their daily lives or business people working in and serving the area.

THE AREA'S TRAFFIC



THE PROBLEMS IN THE AREA

The Department's West London Assessment Study identified two issues about which people living in the area are particularly concerned:

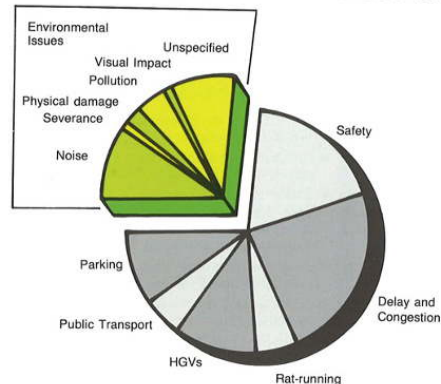
- The quality of their environment.
- The ease with which they are able to move about safely.

These often conflict. Domination by traffic is seen as a major problem. People living in the many attractive homes in the area which front onto busy roads suffer noise, vibration, air pollution and dirt as part of daily life. At the same time the volume of traffic is seen as a barrier to local activity; responsible for degrading the social and economic life of the area.

Conditions are very bad for those wishing to travel. The 2½ mile journey from Battersea Bridge to Shepherds Bush can vary between 10 and 40 minutes even during the middle of the day. Whether travelling by bus or car or delivering goods, this makes travel unpleasant and unpredictable. Apart from the nuisance of missed appointments, it costs the community money. The cost of delays at junctions on the Earl's Court one-way system has been estimated to exceed £11 million per annum.

Accidents concern us all. On average there are about 2000 personal injury and fatal road accidents each year in the Boroughs of Hammersmith and Fulham and Kensington and Chelsea.

THE ISSUES THAT BOTHERED YOU MOST



Based on responses received during the Assessment Study public consultation

WHAT HAPPENS IF NOTHING IS DONE?

If nothing is done, the scale and extent of the problems in the area will get worse; frustrating those wishing to travel and worsening conditions for those living and working in the area. The problems are too serious to ignore. Something must be done soon.

WHY CONSULT NOW?

In parallel with the development of WEIR, the Department's West London Assessment Study is investigating a range of options for solving the transport related problems in a wider area of West London. With some of those options, WEIR would not be built. The results of this study will not be available until the summer of 1989. However, since the WEIR 'Options Appraisal Report' was published in September 1987, people have been asking for more details.

Consultation NOW means that the proposals can be discussed and refined in the light of your comments and, if WEIR is taken forward, relief from congestion and a better environment could be provided that much sooner.

No final decision on WEIR will be taken until the report of the West London Assessment Study has been considered. Should WEIR get the go-ahead, the usual procedures for a new road would be followed including, if necessary, a public inquiry.

THE OPTIONS

The 'Options Appraisal Report' considered a range of alternatives to WEIR. It concluded that the WEIR package was the only solution that offered the opportunity to improve environmental conditions and maintain existing levels of mobility.

A wide range of variations has been considered, with widths ranging from a single 2-lane road up to dual 3-lane standard. The provision of anything wider than a dual 2-lane road would result in the intrusion outweighing the advantages, whereas, anything less than a single 4-lane road would not give worthwhile relief to existing roads.

In addition to a junction at West Cromwell Road, junctions at the following radial routes were considered:

- Kensington High Street/Hammersmith Road.
- Old Brompton Road/Lillie Road.
- Fulham Road.
- Kings Road.

With the possible exception of a junction at Kensington High Street/Hammersmith Road, such junctions would not produce benefits elsewhere to justify the additional impact on their immediate surroundings.

THE PROPOSED SCHEME

A dual 2-lane road at about railway track level from Holland Park Avenue to Chelsea Harbour with single carriageway links from there to Cheyne Walk and Wandsworth Bridge Road, and an intermediate junction where it passes beneath West Cromwell Road, offers the best combination of traffic and environmental benefits.

Some variations to the proposed scheme are possible. These are shown on the reverse side of this brochure in four sections, colour coded as follows:

- North Section BLUE and RED alternatives
- Central Section GREY
- South-East Section GREY
- South-West Section ORANGE and BROWN alternatives

The Key Plan shows how the different alternatives may be combined.

YOUR VIEWS ARE INVITED

ASSOCIATED TRAFFIC MANAGEMENT

It is difficult to manage the traffic better when there is nowhere else for it to go. WEIR provides the opportunity for local authorities to introduce a package of traffic management measures on local roads. These would complement WEIR by encouraging traffic to divert to the new road and preventing additional traffic from moving onto the roads relieved. By excluding unsuitable traffic from sensitive areas, cycle routes and bus lanes could be provided as well as better facilities for pedestrians such as extra crossings and more time for them at signals. Most of the roads comprising the present Earl's Court one-way system could revert to local use. Pedestrianisation could be considered for shopping streets such as Earl's Court Road and North End Road.



Examples of what has been achieved elsewhere

ENVIRONMENTAL PROTECTION

The Department of Transport would aim to limit the effect WEIR would have on those overlooking the route. Barriers could be placed alongside sections of WEIR to reduce traffic noise and the visual intrusion of the road. These would be designed with care. The aim would be to combine good architectural design with a variety of construction materials. Barriers of up to 6 metres in height could possibly be provided. Your views on the need for and design of such barriers would be welcome to assist more detailed consideration.

POSSIBILITIES FOR ASSOCIATED DEVELOPMENT

There are sites adjacent to, or crossed by WEIR which are suitable for redevelopment. Any redevelopment could be designed to shield adjacent areas from the road and could be further extended by constructing over WEIR. In this way the effects of the new road on properties alongside could be considerably reduced and in some areas entirely eliminated.

This is already happening at the Earl's Court exhibition centre where a new exhibition hall is being constructed, designed to allow WEIR and the realigned railway to pass beneath. Developments such as this would have to be taken forward jointly by the Department, the local planning authorities and private sector developers.



Earls Court Road as it is now



North End Road as it is now

THE EFFECTS

TRAFFIC

WEIR would give the opportunity to manage better the existing traffic in the area. Traffic in the Earl's Court one-way system could be reduced to as little as 40% of present levels. There would also be significant reductions on other north-south routes such as the market at North End Road and on local rat-runs.

PEDESTRIANS

Reductions in traffic and the removal of heavy vehicles would improve conditions on footways alongside roads such as the Earl's Court one-way system. Crossing the road would become easier and safer. Rat-running on residential roads would be reduced or eliminated, making them safer and quieter.

CYCLISTS

Cyclists are vulnerable in heavy traffic. Reduced traffic flows on the existing roads would improve safety for cyclists and encourage greater use of bicycles. Special provision for cyclists could be introduced.

BUS PASSENGERS

Less traffic on local roads and traffic management measures with features to assist buses, including bus lanes, could improve travel times and reliability of services.

RAILWAY USERS

Use of the West London line will increase with the construction of the Channel Tunnel. WEIR would be compatible with British Rail's current operational requirements. WEIR would not prevent increased local use of the railway.

THE ELDERLY, THE DISABLED AND CHILDREN

The benefits of WEIR would be particularly welcome to the elderly and disabled, many of whom have difficulties coping with traffic. Conditions would also become safer for children particularly those who must cross busy roads on their way to and from school.



Earls Court Road as it could be



North End Road as it could be

PEOPLE AT HOME

About 3250 households could experience a noticeable reduction of existing noise levels. Visual intrusion from traffic on residential streets would be reduced. In all, about 6500 households are forecast to benefit from a significant reduction in traffic.

ENVIRONMENTAL IMPLICATIONS ALONGSIDE WEIR

PROPERTY

WEIR would use land currently surplus to British Rail's needs. Some properties would need to be acquired.

NOISE

About 1000 households along the route of WEIR could be affected by a noticeable increase in noise levels outside their homes. Shielding or enclosing WEIR would substantially reduce noise levels.

AIR POLLUTION

Investigations indicate that atmospheric pollution from vehicles using WEIR would not be a problem. Conditions would improve elsewhere.

VISUAL EFFECTS

Environmental barriers being considered along sections of the route would shield many adjacent households from a direct view of the road and would be designed as a visual feature. Special opportunities exist to improve the townscape in the vicinity of the River Thames.

SEVERANCE

There would be no change in the routes crossing WEIR and linking adjacent areas. No new barriers to movement would be created. The difficulties pedestrians have in crossing existing roads would be greatly reduced.

HOW CAN YOU HELP?

You can do this by completing the Questionnaire. Before you do so, we suggest that you visit one of the exhibitions where more information will be on display. Representatives from the Department together with their Consulting Engineers, Husband & Co and Halcrow Fox and Associates will be there to answer any questions you might have. Whether or not you are able to visit the exhibition we would be grateful if you would complete and return the enclosed prepaid Questionnaire by 13 March 1989.

Many factors affect the choice of schemes. These include environmental effects, engineering details, traffic benefits and effect on property.

By visiting the exhibition and asking questions you will obtain a wider appreciation of these factors before deciding which schemes you think would give the best overall solution.

ROAD PLANNING AND THE PUBLIC THE PROCEDURES OUTLINED

1. INVESTIGATION OF ALTERNATIVES
2. PUBLIC CONSULTATION ON ALTERNATIVES
3. PREFERRED ALTERNATIVE ANNOUNCED
4. FURTHER INVESTIGATION OF PREFERRED ALTERNATIVE
5. STATUTORY ORDERS PUBLISHED AND OBJECTIONS INVITED
6. POSSIBLE PUBLIC INQUIRY
7. DECISION ON STATUTORY ORDERS AFTER CONSIDERATION OF OBJECTIONS
8. LAND ACQUISITION
9. START OF CONSTRUCTION WORK

WHAT HAPPENS NEXT

No decision will be taken on WEIR until the West London Assessment Study has been completed. If it is then decided to proceed with WEIR, an announcement will be made. Detailed plans would then be developed and published as draft orders under the Highways Act. These will be open to objection at that time and a Public Inquiry may be necessary.

By participating in the present Public Consultation you do not prejudice your rights to object at a later stage.

Arrangements for compensating those affected by road proposals have been improved by the Land Compensation Act 1973 as amended by the Local Government Planning and Land Act 1980. Leaflets explaining the details will be available at the exhibition or can be obtained from:

Department of Transport, London Regional Office,
Room C4/09, 2 Marsham Street, London SW1P 3EB.

DON'T FORGET!

VISIT ONE OF THE EXHIBITIONS

RETURN THE QUESTIONNAIRE

The proposals have only been developed sufficiently to show their main characteristics; they have not been designed in detail and may change.

CENTRAL SECTION

HERE ARE THE OPTIONS — WE



NORTH SECTION - You choose the Red or Blue alternative

This map illustrates the Red Scheme alternative for the North Section. It shows a road alignment starting from the M41, passing through Upper Addison Gardens, Lower Addison Gardens, Holland Road, Elaham Road, Russell Gardens Mews, Russell Road, Kensington (Olympia) Station, Olympia Way, and Addison Bridge Place. The road then crosses under Warwick Road and continues past Kensington High Street. A north arrow is located in the top right corner.

RED SCHEME

- Dual 2-lane road
- Underpass beneath Holland Park Avenue
- Link with WEIR to north of Holland Park Avenue junction only
- Traffic signal junction replaces roundabout
- Less traffic relief to local roads than Blue Scheme
- 48 residential buildings required (102 households)
- 3.6 hectares of land required

This map illustrates the Blue Scheme alternative for the North Section. It shows a road alignment starting from the M41, passing through Upper Addison Gardens, Lower Addison Gardens, Holland Road, Elaham Road, Russell Gardens Mews, Russell Road, Kensington (Olympia) Station, Olympia Way, and Addison Bridge Place. The road then crosses under Warwick Road and continues past Kensington High Street. A north arrow is located in the top right corner.

BLUE SCHEME

- Dual 2-lane road
- Surface level junction at Holland Park Avenue
- Traffic signals replace roundabout
- North end of Holland Road closed; limited access between WEIR and Kensington High Street
- Greater traffic relief to local roads than Red Scheme
- 48 residential buildings required (102 households)
- 3.6 hectares of land required

The proposals have only been developed sufficiently to show their main characteristics; they have not been designed in detail and may change.

WHICH WOULD YOU PREFER?

SOUTH-EAST SECTION

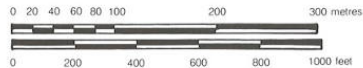
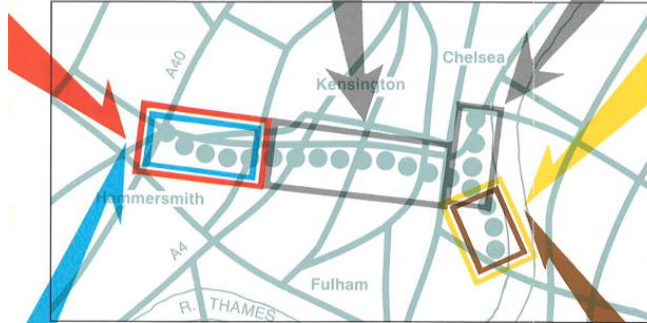
GREY SCHEME

- Dual 2-lane road
- WEIR passes under West Cromwell Road
- Full access between WEIR and West Cromwell Road
- No access to Lillie Road/Old Brompton Road, Fulham Road and Kings Road
- 14 residential buildings required (40 households)
- 9.0 hectares of land required

GREY SCHEME

- 2-way road
- Traffic signal junction north of Chelsea Harbour
- Traffic signal junction at Cremorne Road
- New river wall between Chelsea Creek and Battersea Bridge; houseboats retained
- Cheyne Walk becomes a cul-de-sac
- No residential buildings required
- 2.1 hectares of land required

LOCATION OF SCHEMES



KEY

- Carriageway & Paved Area
- Hard & Soft Landscape
- Area for Possible Screening Development
- Footway
- Area of Environmental Treatment

WEIR Summary

Length	6.5km
Land required	15.9 - 16.4 hectares
Cost	about £250 million
Residential buildings required	64 - 136
(Households)	(168 - 253)
Households with noticeable noise decrease	3,250
Households with noticeable noise increase	970 - 1,030

SOUTH-WEST SECTION - You choose the Orange or Brown alternative

ORANGE SCHEME

- 2-way road; WEIR and local traffic separated
- Townmead Road for local access only
- Traffic signals at junctions with Imperial Road, Wandsworth Bridge Road & the proposed local distributor road
- Pedestrian crossings near Lindrop St and Byam St
- Major sub-station re-located
- Part of 2 residential buildings under construction required (26 households)
- 1.2 hectares of land required



BROWN SCHEME

- Wider 2-way road; local and WEIR traffic together
- Residential streets become culs-de-sac; no access to WEIR
- Traffic signals at junctions with Imperial Road, Wandsworth Bridge Road & proposed local distributor road
- Pedestrian crossings near Lindrop St and Byam St
- Opportunities for replacing demolished housing
- 74 residential buildings required (111 households)
- 1.7 hectares of land required

