



Madeley Road Scheme Consultation

MARCH 2019

**London Borough of Ealing
Highway Services**



Ealing

www.ealing.gov.uk

Introduction

This document provides a summary of the consultation undertaken in January 2019 in relation to the regeneration of Madeley Road. The scheme being delivered by Ealing Council is being supported by the need for Transport for London (TfL) to provide an improved and more cost-effective service on the 112 Bus Route, which is to be re-routed down Madeley Road. TfL completed a consultation on the re-routing of the bus route in 2016 and submitted an updated consultation report in 2018. This consultation is for the proposed changes that Ealing Council are looking to complete to improve the carriageway, footway and public realm on Madeley Road only. For information on the proposed bus service and re-routing please contact TfL directly.

The re-routing of the bus route has provided Ealing Council with a great opportunity to improve Madeley Road. The proposed improvements will include re-surfacing the carriageway and the footway and making a number of other changes in line with TfL's healthy street wheel to help make Madeley Road a safer, cleaner and improved area to live in and use.

Ealing Council has been developing a preliminary design for the scheme since September 2018 and have aimed to engage local residents in a number of ways. Initial engagement meetings were held with local resident associations and councillors to help gauge initial thoughts of the proposed design ideas. These ideas were then developed into a number of options which have been reviewed and considered with their feedback in mind.

A public consultation process was delivered in January to engage with wider residents of Madeley Road and other connecting roads. With an aim to share and get feedback on the two most viable options for the delivery of the scheme. This was done through a consultation open day on the 21st January 2019, and an online consultation which ran for three weeks from the 21st January to the 11th February 2019. This provided the local residents and other interested parties with an opportunity to provide feedback and comments on the proposed design options.

This report provides a summary of the results from the consultation, key outcomes and where practical the changes we are planning to implement to the scheme based on the feedback provided.

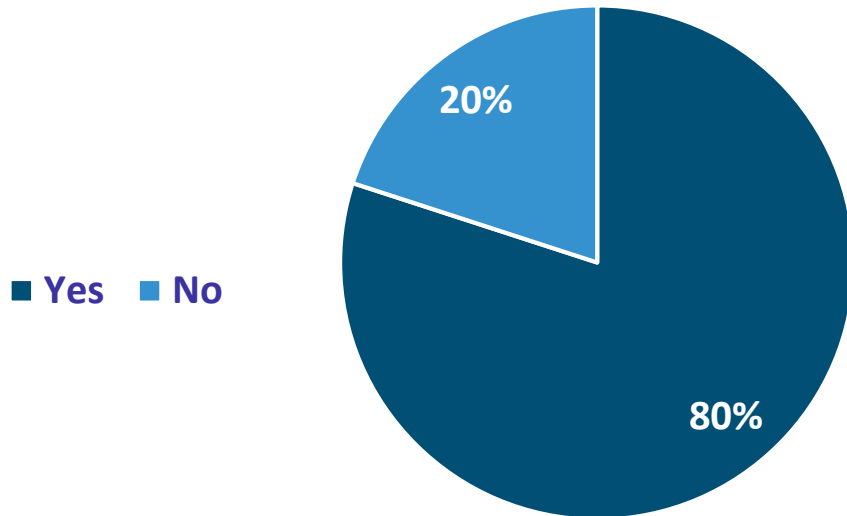
The online consultation received 68 responses with the following breakdown between Madeley Road and other surrounding roads:



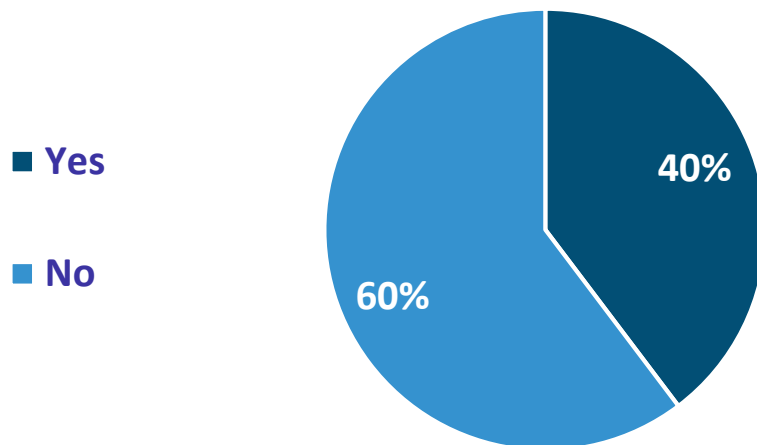
Each question from the online consultation has been reviewed and considered in detail as part of the process of finalising the preliminary design. The results have been quantitatively summarised for each question and each results box also states the total number responses received out of the overall 68 responses.

Questionnaire Results

Do you support the re-surfacing of Madeley Road?



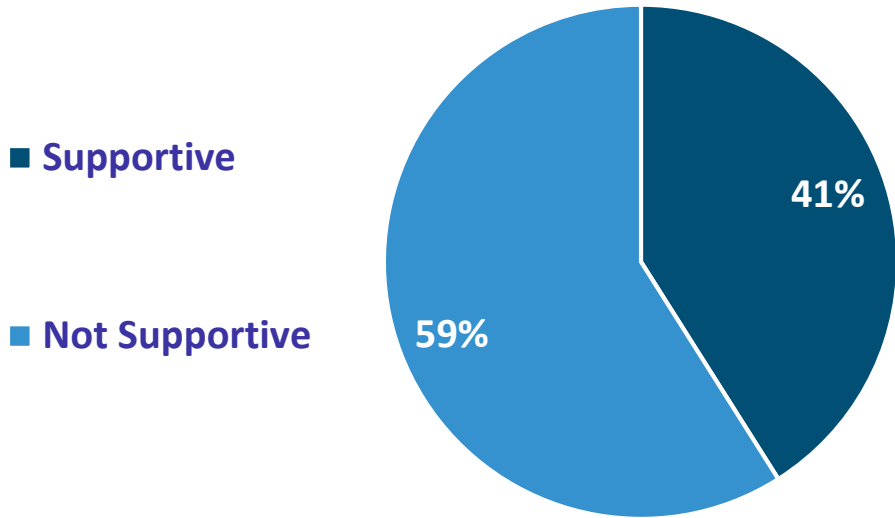
Does Madeley Road need more greenery (e.g. flower beds)?



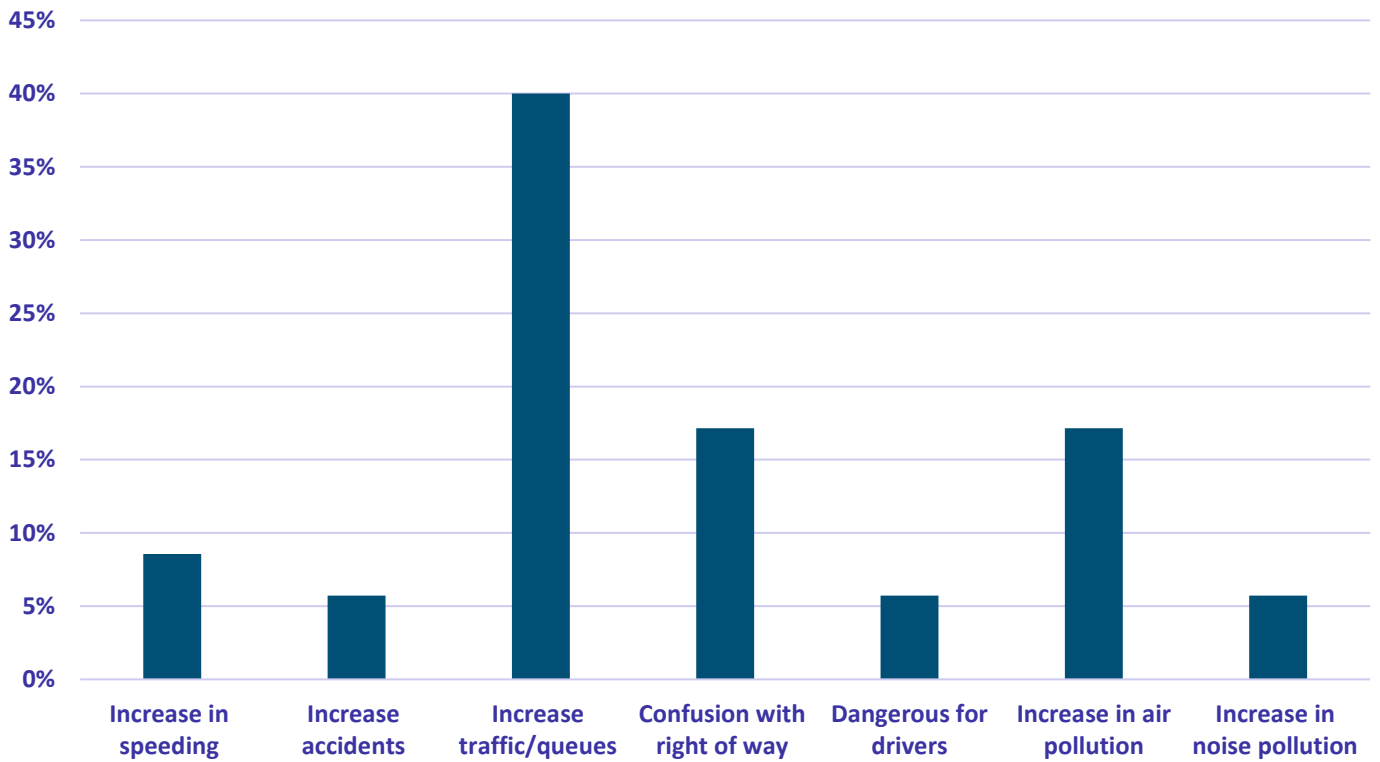
Total: 68



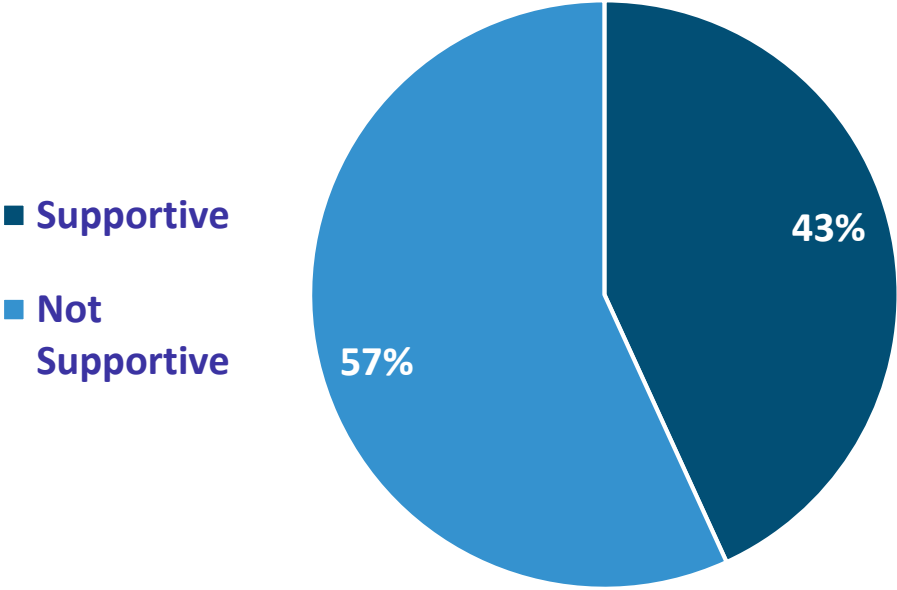
White line removal



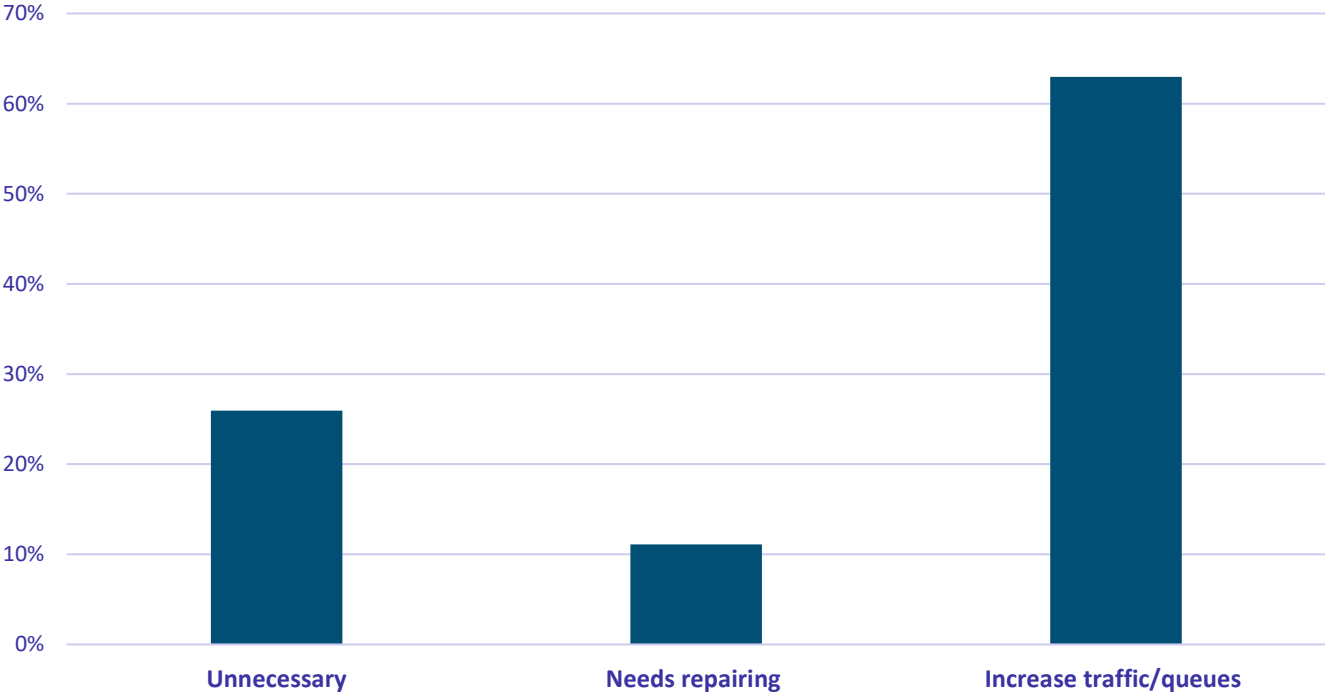
White line removal- comments

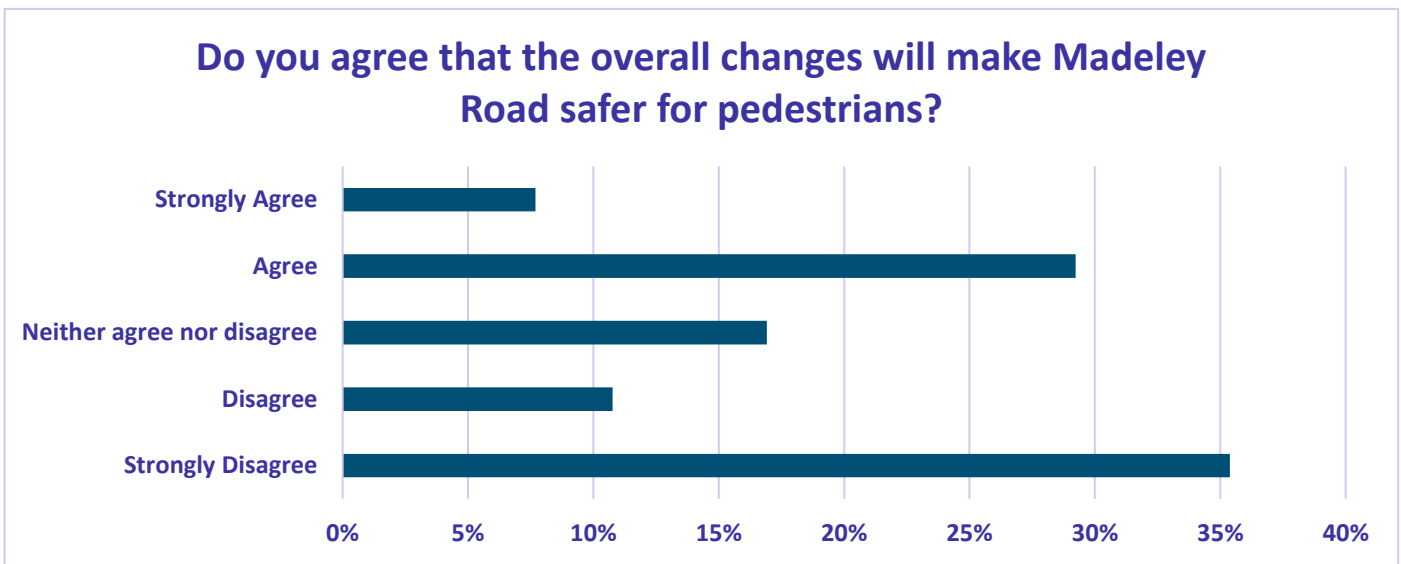
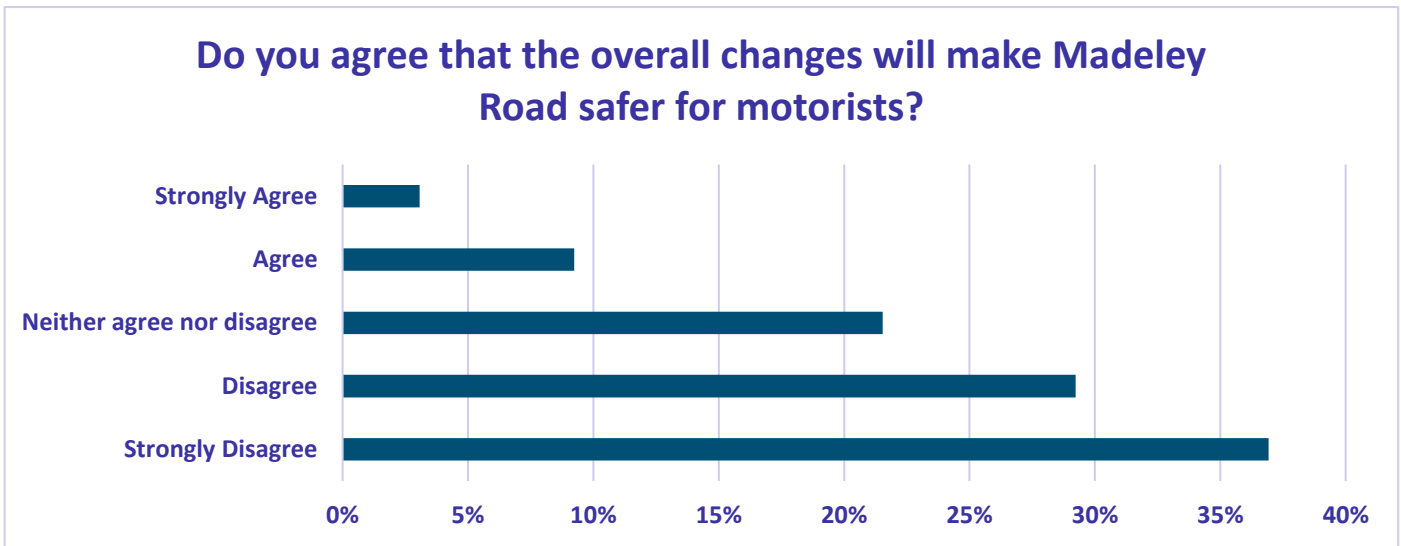
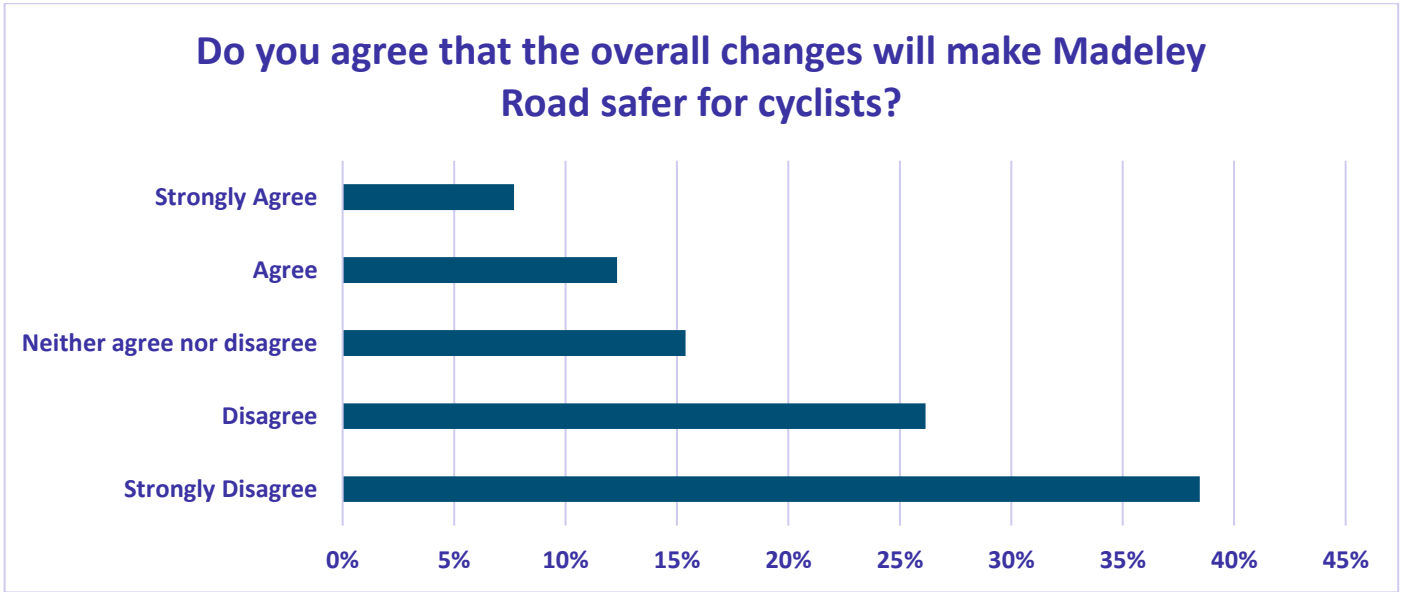


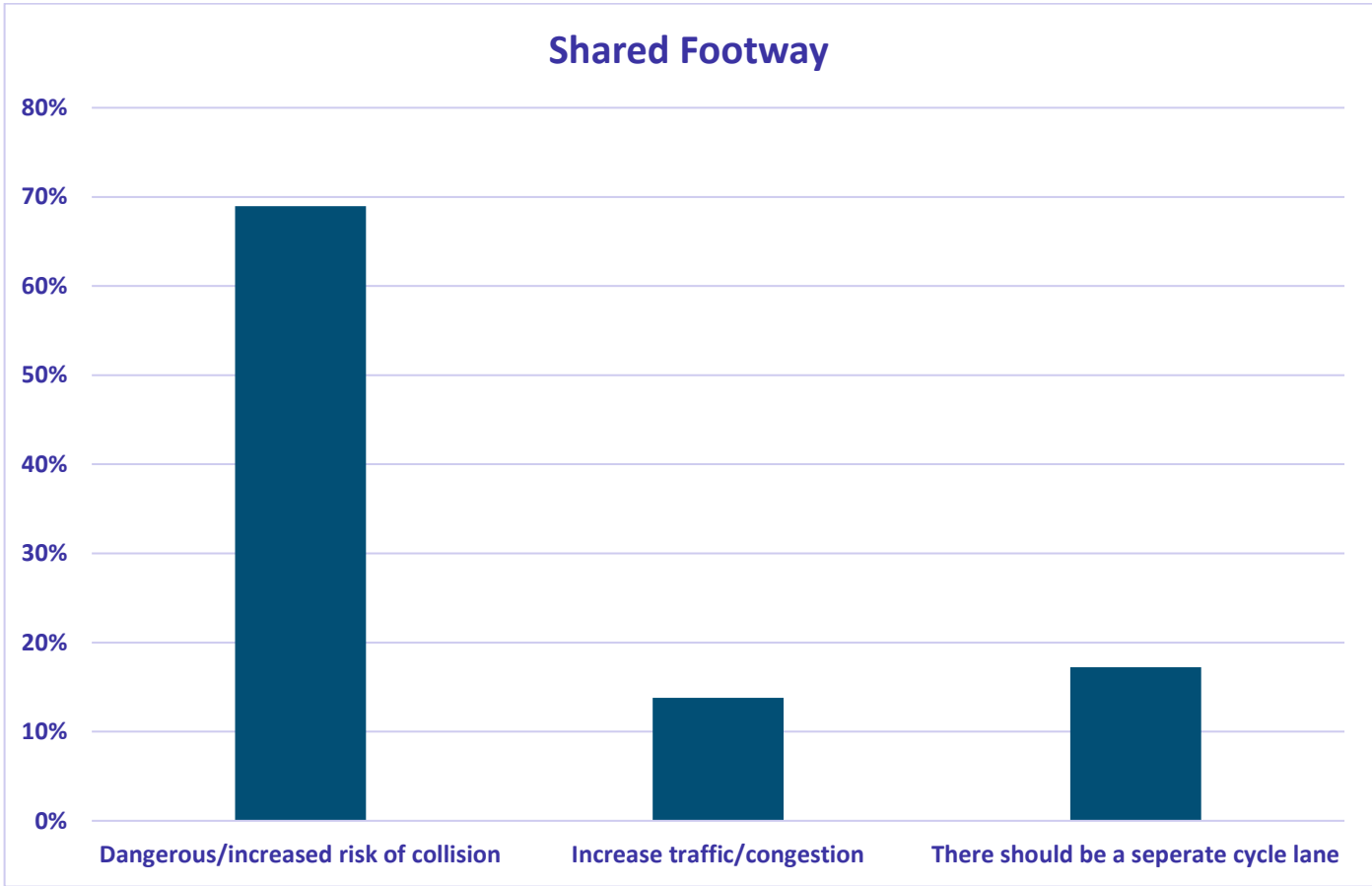
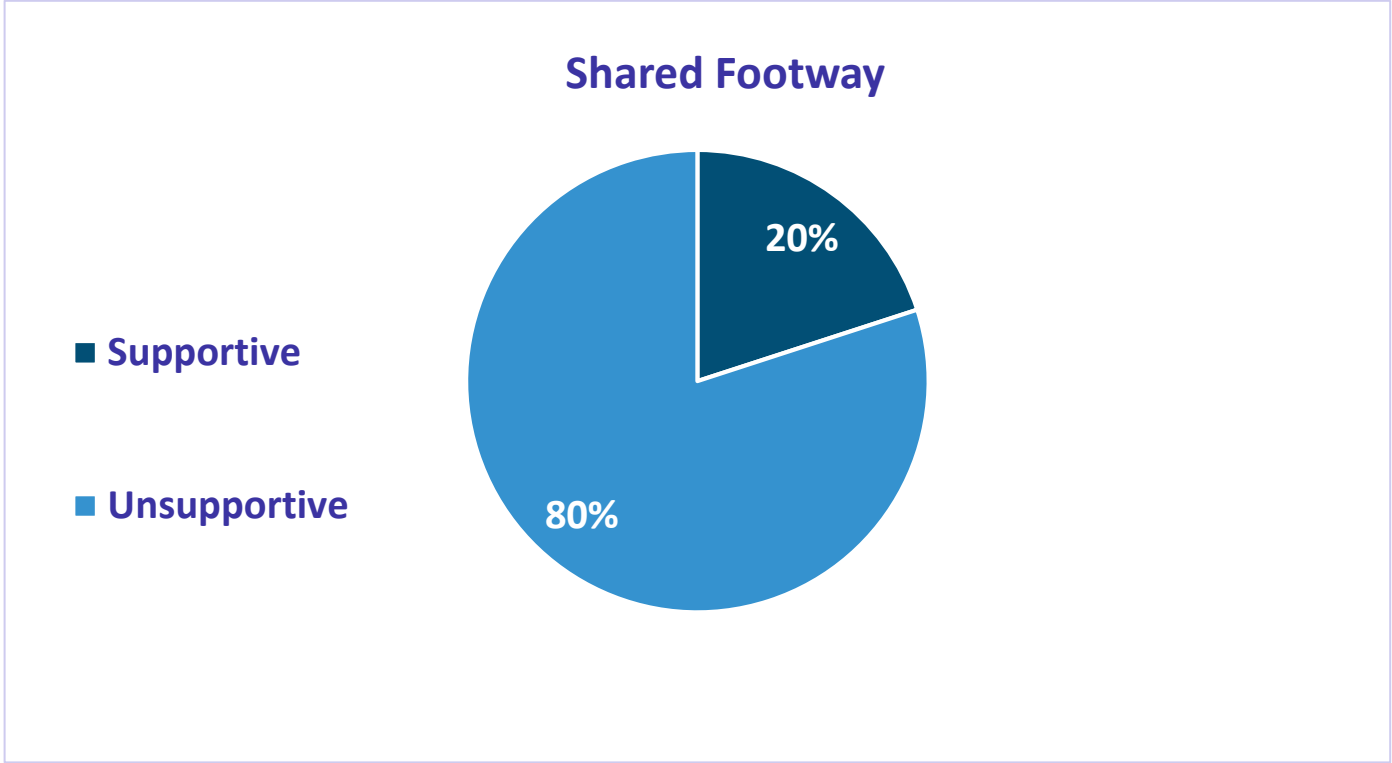
Widening of footway

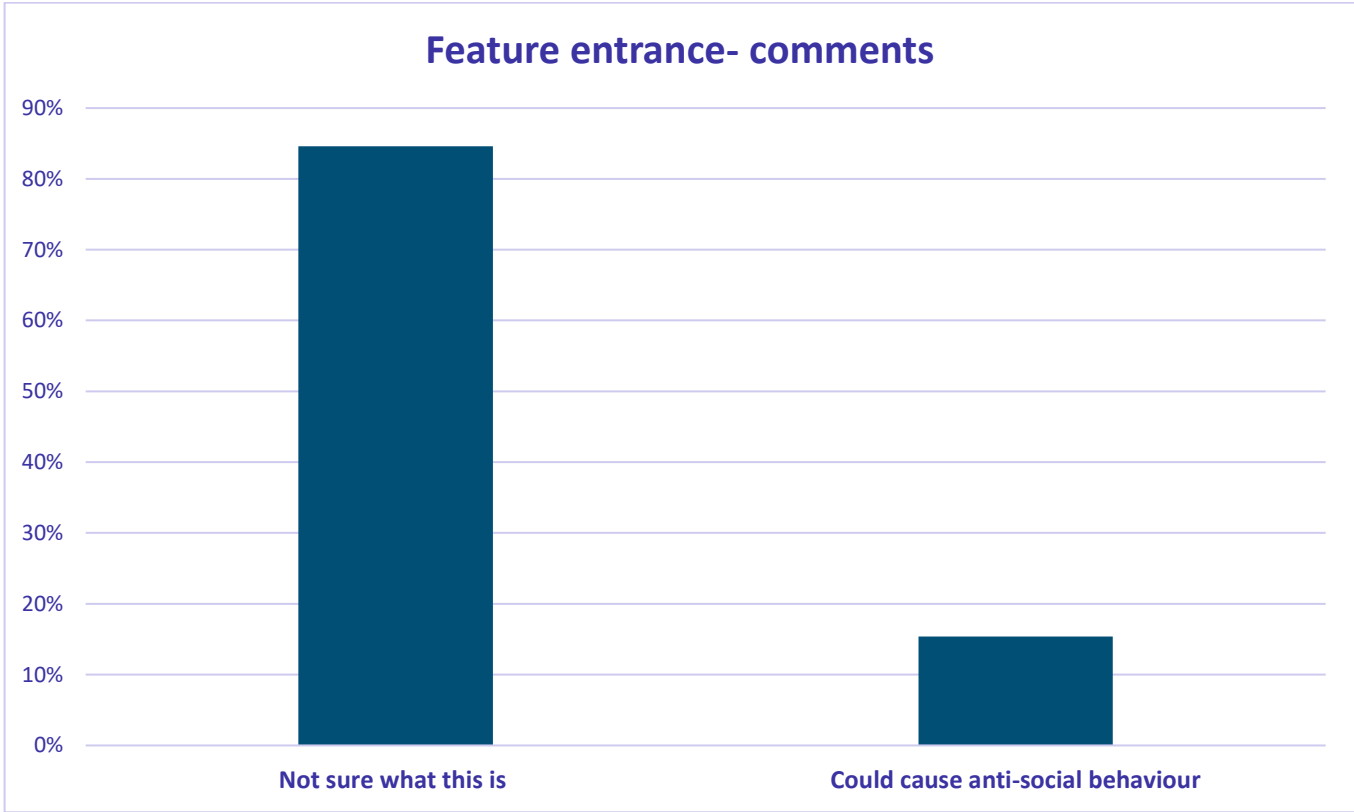
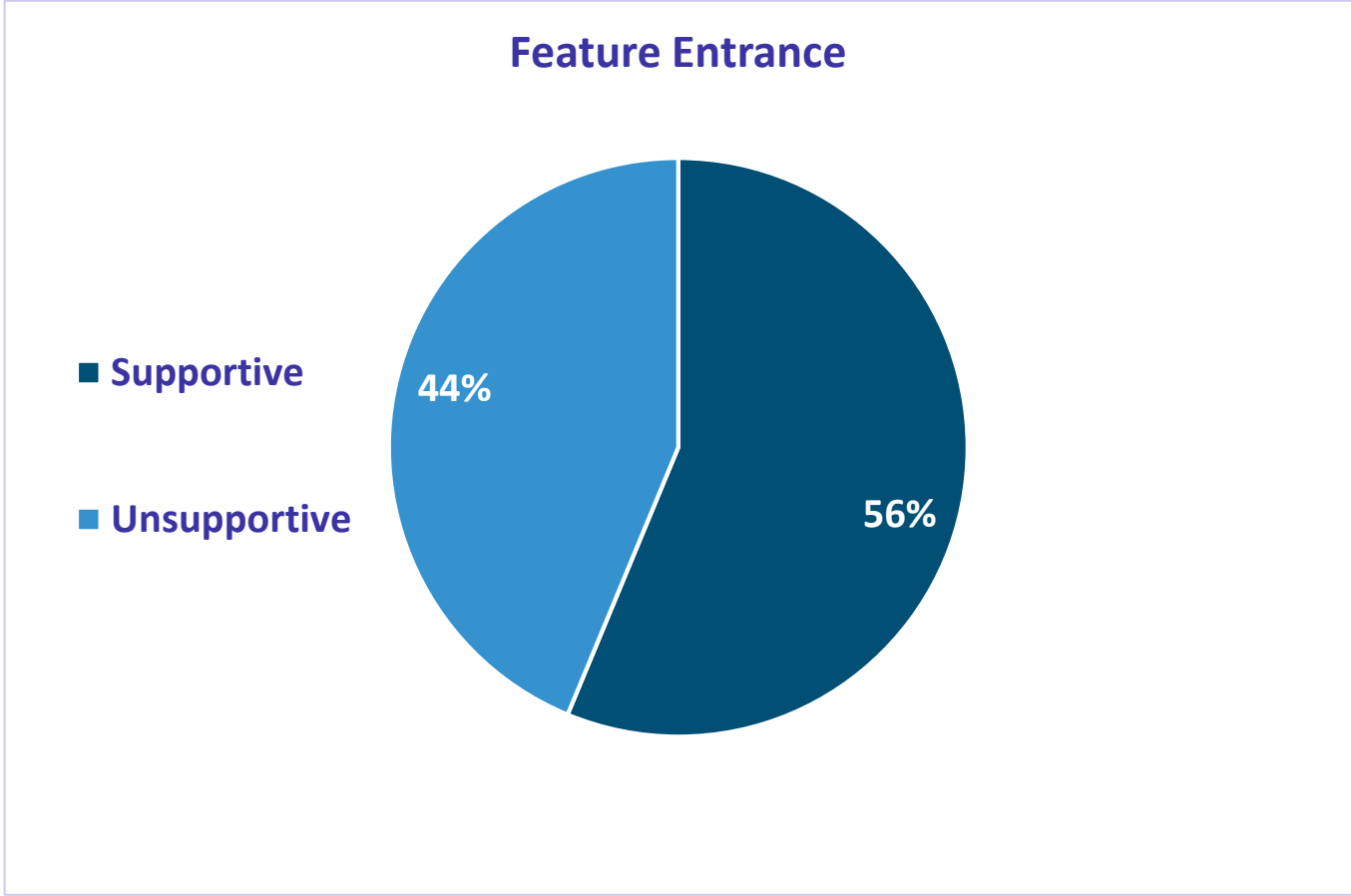


Widening of footway- comments

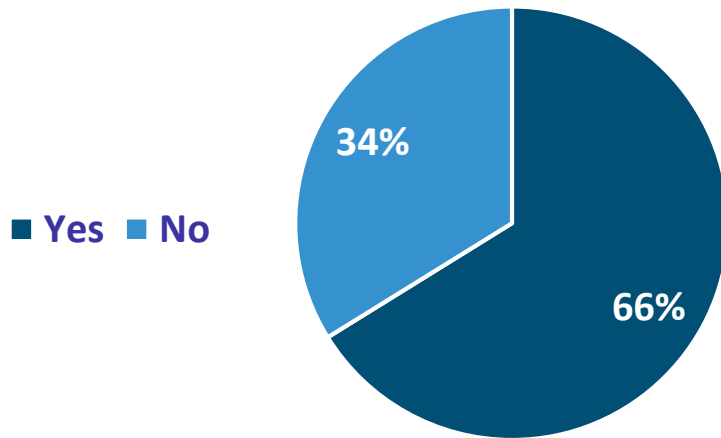






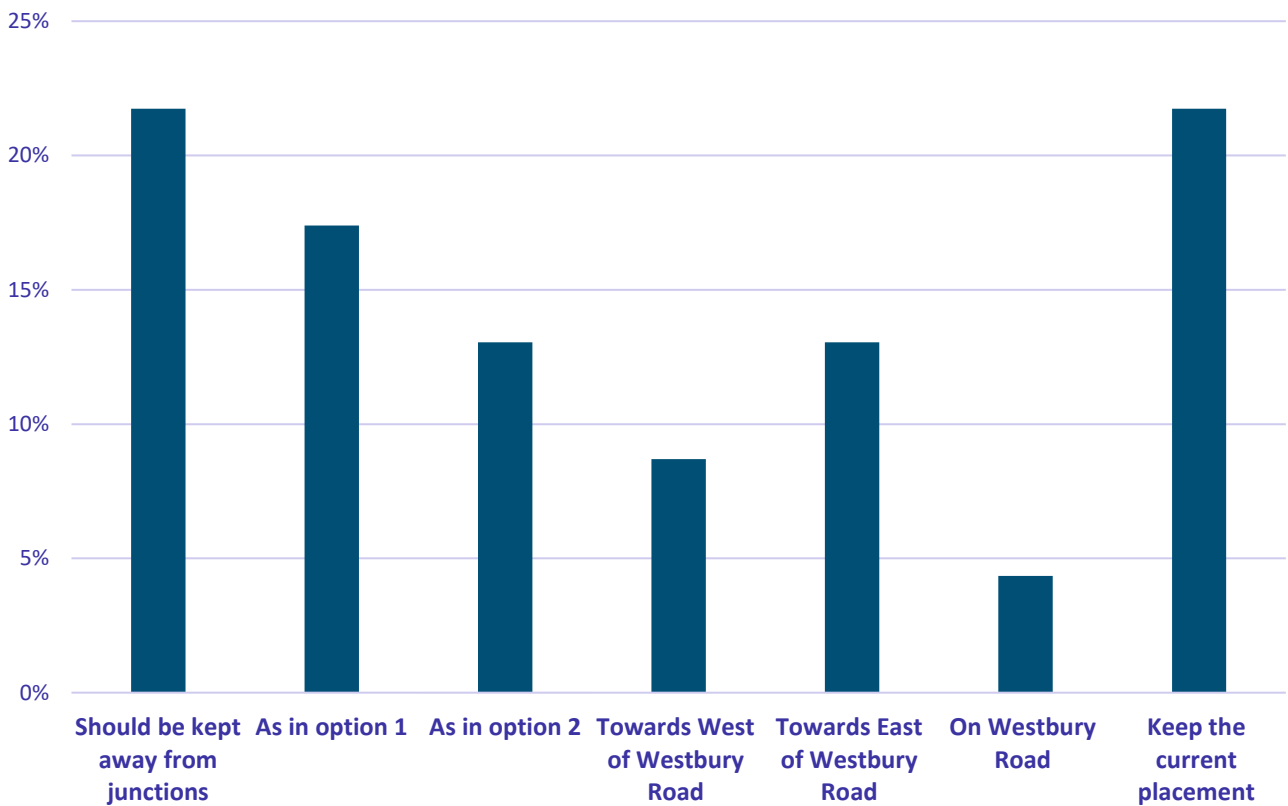


Do you believe that the proposed pedestrian crossings are located in the most suitable places?

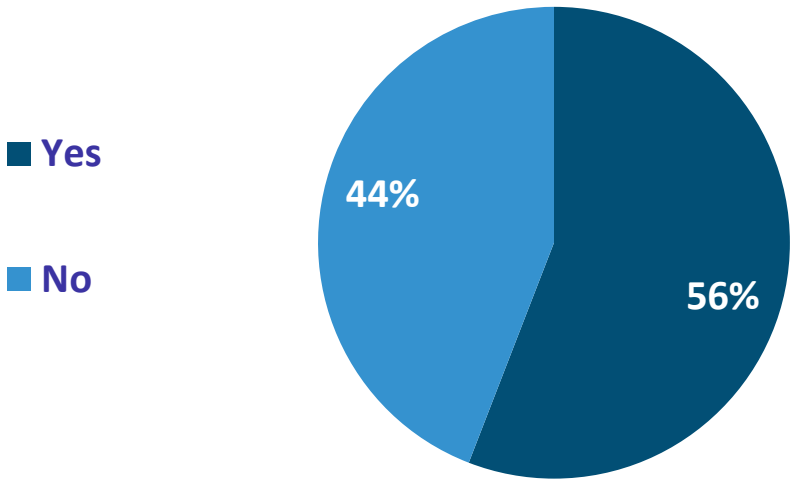


Total: 68

Where do you think it should be located?

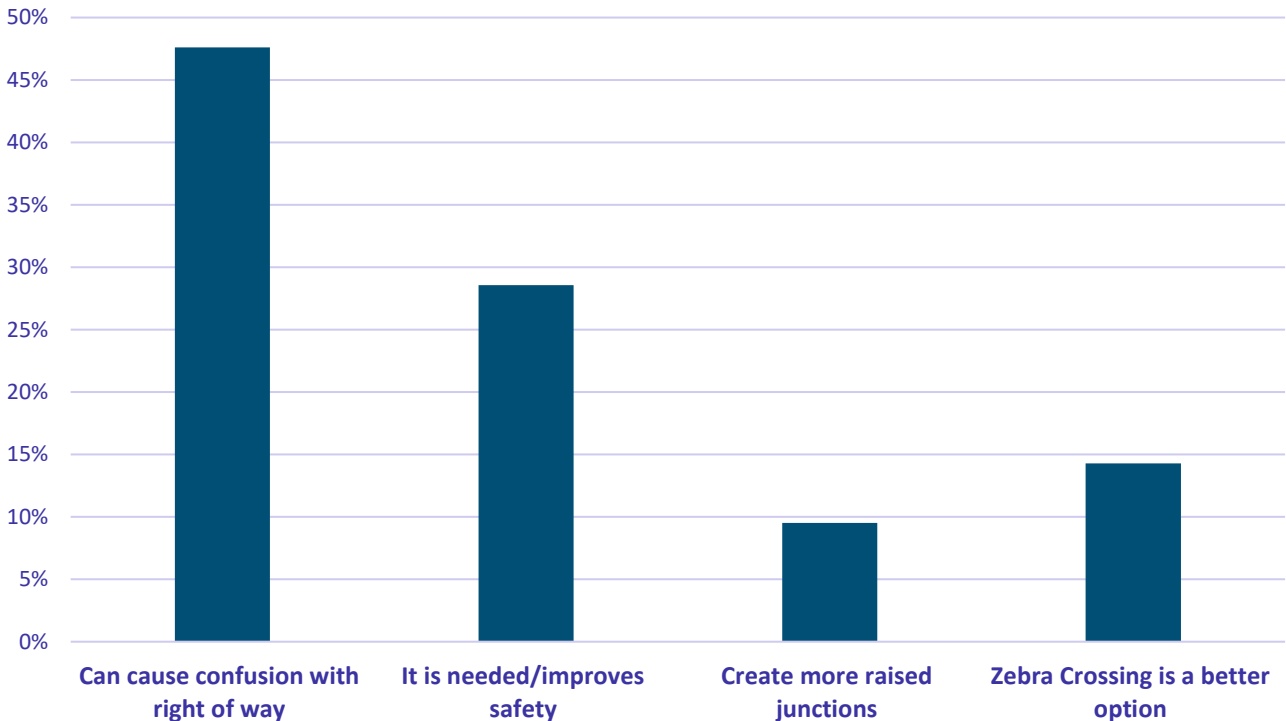


Would you be supportive of a raised table style crossing being installed on the junction of Madeley Road and Westbury Road?

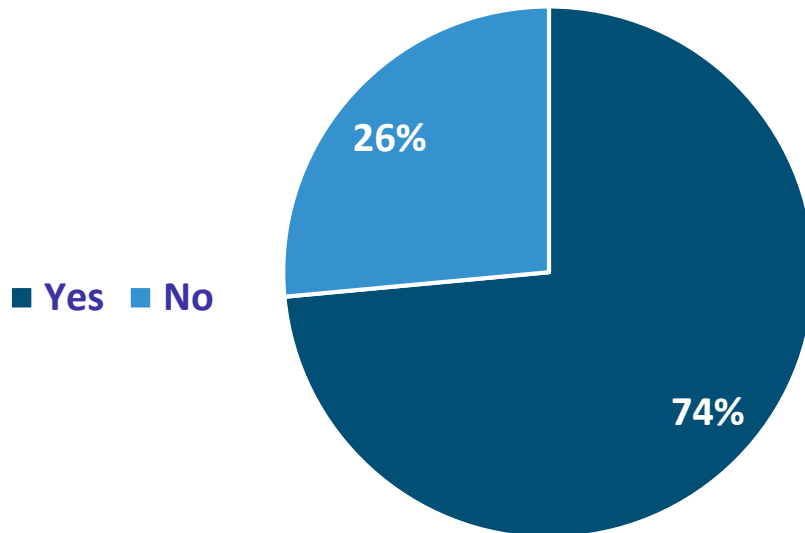


Total: 68

Raised junction on Westbury Road- additional comments

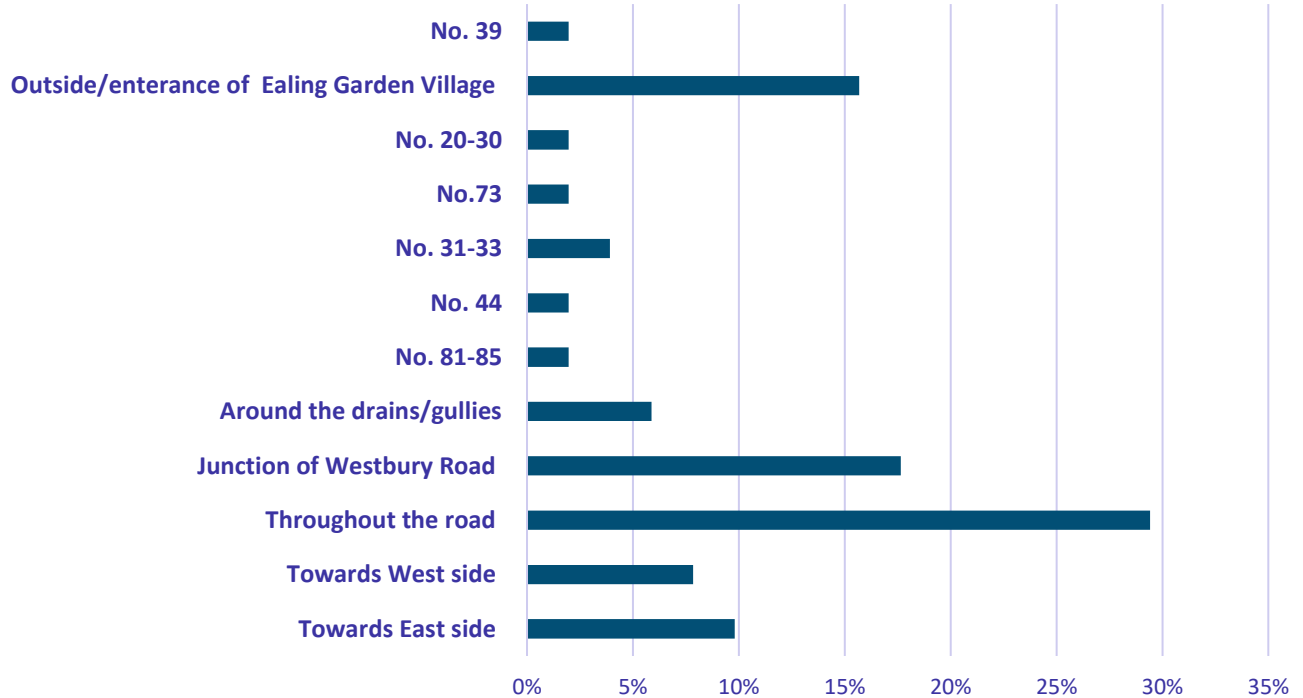


Have you ever observed any ponding of water on the carriageway or footway on Madeley Road?

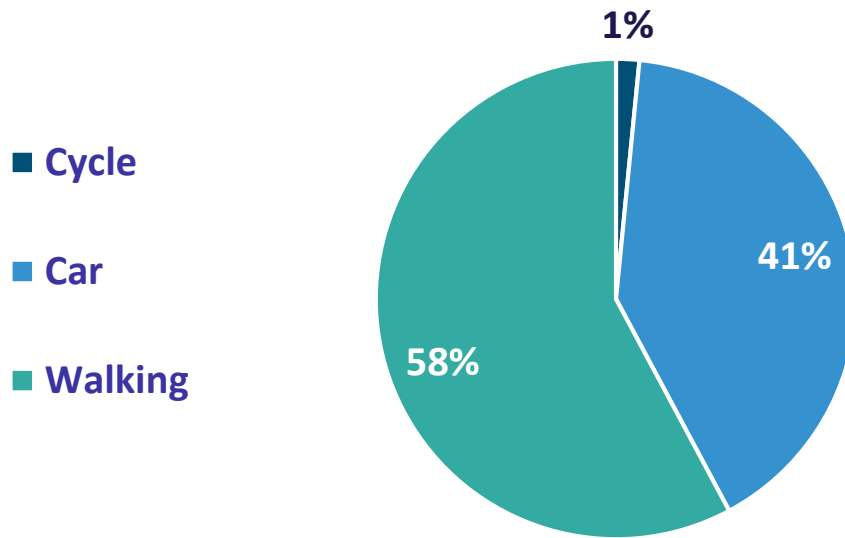


Total: 68

Locations of ponding

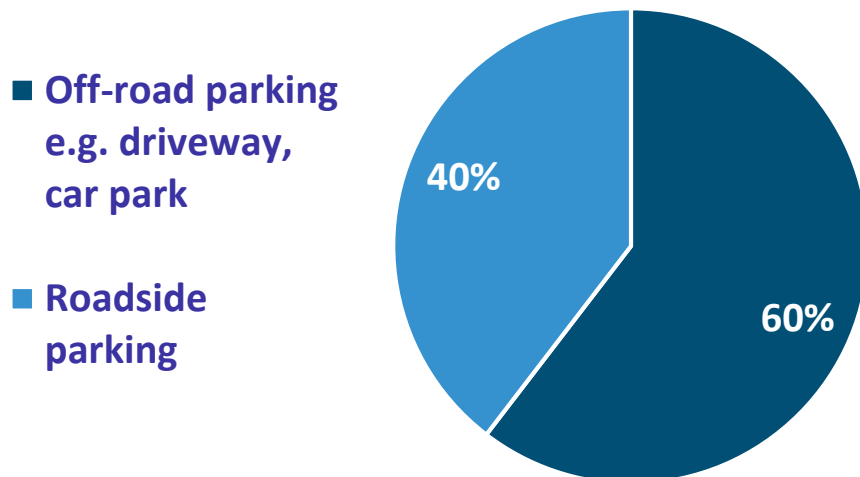


What is your most common mode of transport to travel along Madeley Road?



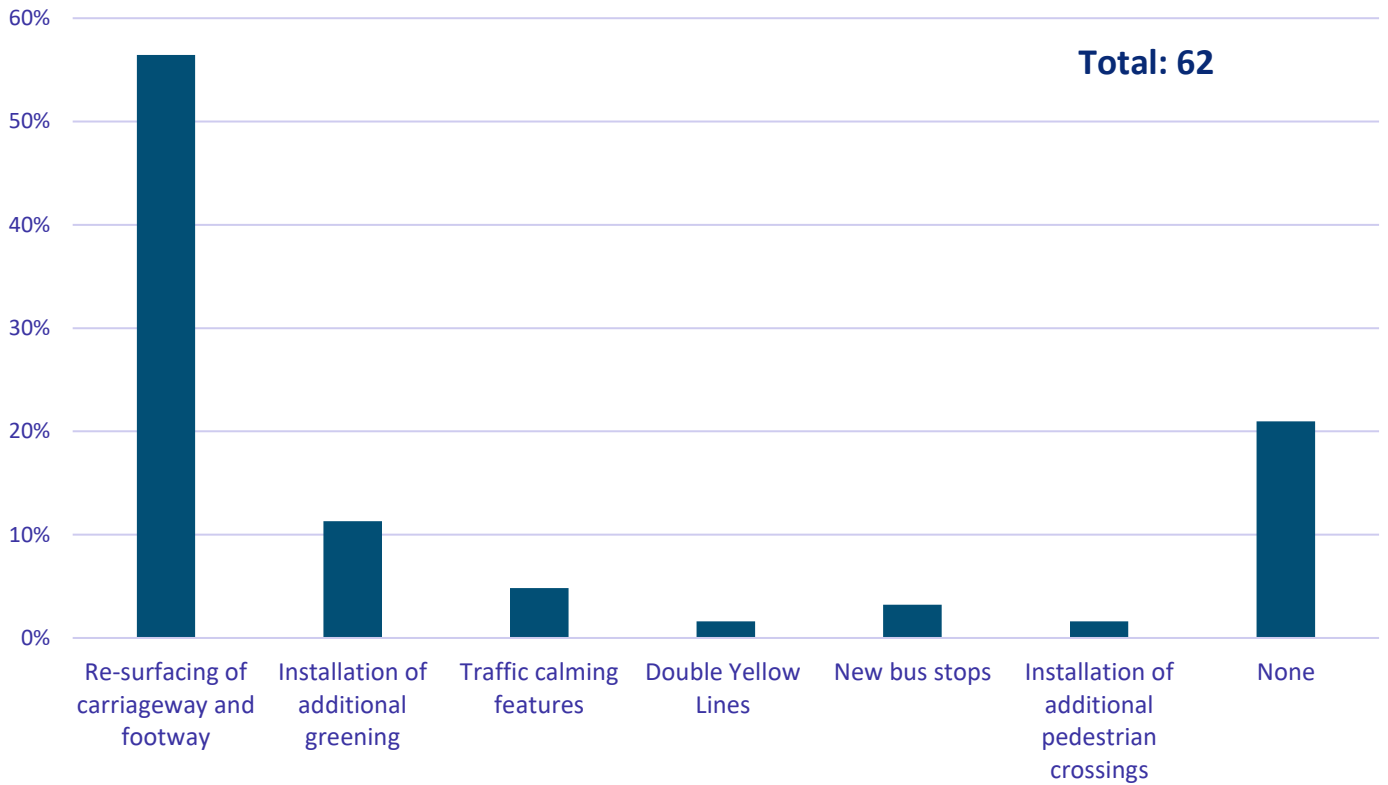
Total: 64

If you use a car, where do you park on Madeley Road?

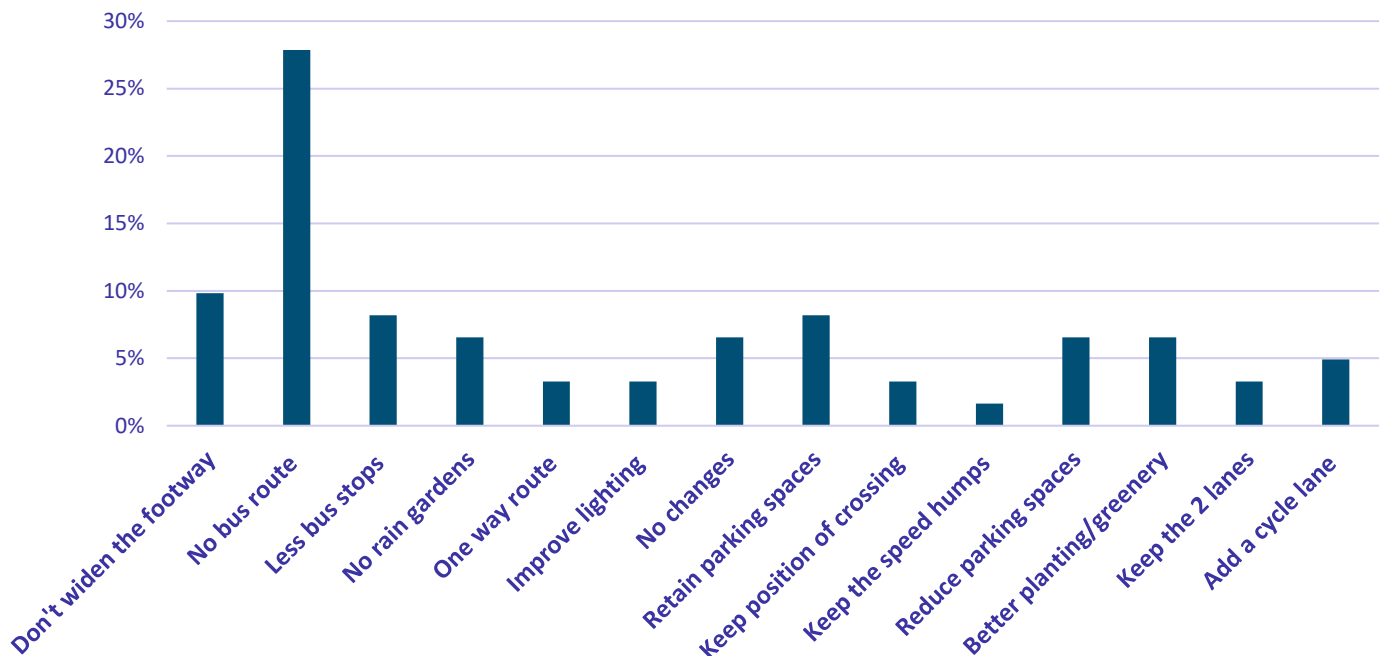


Total: 48

What is your favourite aspect of the proposed design?

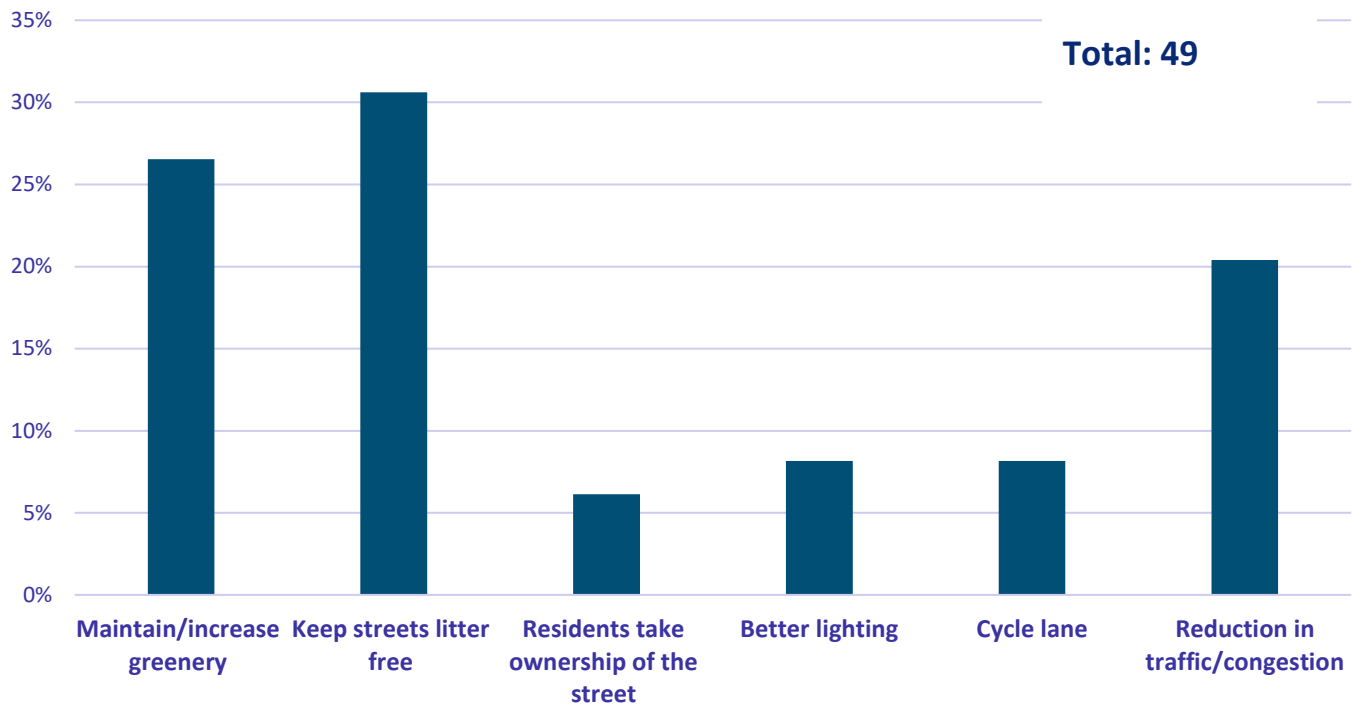


If you could change any aspect of the design, what would you change and why?

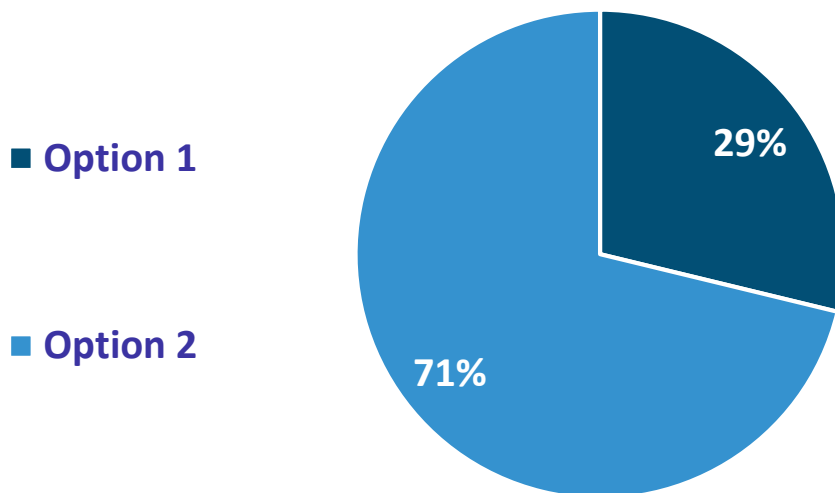


Total: 61

What else would you like to see on Madeley Road for this to be an area that you are proud to live in?



Which option do you prefer?



Total: 66

Outcomes and Changes

The online consultation results were considered, and we have summarised the key points taken from the consultation survey below, with the survey demonstrating the following:

Consultation outcomes	Proposed design changes
80% of the responders were in support of re-surfacing Madeley Road	The design will include the re-surfacing of the entire road and footway
60% of responders were not keen on more greenery being added to the footway and road	Consideration will be made into alternative lower maintenance options for any proposed changes to the greenery
59% of responders were not in support of the removal of centre lines. With 40% suggesting that this is likely to increase traffic on Madeley Road	We will include centre lines to help align traffic where the road will be narrowed to aid traffic calming
43% of responder supported footway widening in general	Footways will be widened at key locations including at bus stops, pedestrian crossing and where existing trees have grown over the footways and are becoming unpassable
Cyclist, motorist and pedestrian safety was suggested to be less safe as a result of the proposed changes	Safety audits of the scheme are being undertaken to ensure the scheme is safe for all users and complies with required standards set out by TfL
80% of responders were not in support of footway shared between pedestrians and cyclists	Shared footways will no longer be considered for the scheme
56% of responders were in favour of feature entrance into Madeley Road at the Haven Green end	A featured entrance to show that you are entering Madeley Road is being considered more at detail design stage.

<p>66% agree the proposed pedestrian crossings are located in the most suitable position on both options, with 25% saying they should be kept away from junctions</p>	<p>Safety audits of the scheme are being undertaken to ensure the scheme is safe for all users and complies with required standards set out by TfL</p>
<p>56% were supportive for the installation of a raised table at junction with Madeley Road and Westbury Road. Concerns were raised around confusion over right of way</p>	<p>Raised table junction with Westbury Road is no longer to be included in the design, instead the footway crossing at the junction will be raised</p>
<p>74% of responders confirmed they have seen ponding on Madeley Road. With 28% saying they had seen this at a number of locations along the road</p>	<p>The drainage of Madeley Road will be re-designed as part of the scheme to be more sustainable and include the use of rain gardens and tree pits</p>
<p>60% of responders say they park their car in either a car park or driveway rather than on road</p>	<p>Ealing has undertaken 4 parking surveys of Madeley Road to understand parking habits. On road car parking will maintain at least 45 parking spaces against the 60 currently available.</p>
<p>56% said their favourite aspect of the scheme was the re-surfacing of the carriageway and footway. Followed by 11% saying additional greenery</p>	<p>Additional greenery is still being used within the design, however concerns raised around maintenance and litter collection will be considered</p>
<p>Other changes to the design that responders highlighted, other than those already mentioned, included keeping the positioning of existing crossings, improved lighting and the addition of cycle lanes</p>	<p>The design will keep the existing pedestrian crossings where they are and consider improvements to lighting levels as part of the scheme. The addition of a cycle lane has not been taken forward due to a lack of space to implement safely on the road. Instead cycle markings will be used to help cyclists position themselves safely</p>

Further changes that responders wanted to see on Madeley Road included increased greenery, litter free streets and reduced traffic	These aspects will all be considered within the design and the scheme is likely to include public bins being provided on Madeley Road
The responders voted 71% in favour of option 2	Ealing Council intend to proceed with option 2 based on the feedback provided

Next steps and the proposed programme

Based on the comments provided from the online consultation and feedback at the open day Ealing Council plan to proceed with Option 2 and implement the above changes discussed.

The updated preliminary design and the safety audit is available to view by requesting to ranafa@ealing.gov.uk.

The programme going forward is:
Detailed Design – March-April 2019
Delivery of the scheme -June – September 2019
Scheme Completion and ready for service October 2019

If you require any further information, please contact:

Fatima Rana, ranafa@ealing.gov.uk