Proposals
We propose the following measures to address the issues in the area:
• Introduce a 20 mph zone in the area as shown in the attached plans
• Removal of guardrail and other street clutter throughout the area
• Providing dropped kerbs and tactile paving at various locations throughout the area to assist pedestrians crossing
• Replacing various existing pedestrian refuge islands and other traffic calming features
• Street improvements at South Parade and the Acton Lane shopping parade, including new paving, improved lighting and new trees
• Removal of the existing traffic signals at the Acton Lane/Southfield Road/Fletcher Road junction and replacing them with a double mini roundabout with zebra crossings to smooth traffic flow and reduce street clutter (detail 1)
• Various improvements to bus stops throughout the area to make them more accessible (details 2, 5, and 12)
• Introduction of a raised table at Southfield Road/Carlton Road junction to reduce vehicular speed and improve access to Southfields Playing Fields (detail 3)
• Introduction of speed humps on Acton Lane, Beaconsfield Road, Kingswood Road and Cunnington Street to reduce traffic speeds that are currently too high for a 20mph zone (details 7, 9, 11, 12, 13, and 15)
• Raising the existing zebra crossing on Acton Lane near the junction with Steele Road to reduce vehicle speeds and make drivers more aware of crossing pedestrians (see detail 10);
• Introduction of a mini roundabout at the Rothschild Road / Cunnington Street junction to calm traffic speeds (detail 14)
• Changing the maximum waiting time from 30 minutes to 15 minutes for the Stop & Shop bays in Actonbury Road to allow a more frequent rotation of visitors and support local business (detail 16)
• Extending the double yellow lines and relocate the two car club bays at the bend in Cunnington Street to improve visibility (detail 17)
• Conversion of the existing signal crossing on Acton Lane to a Zebra crossing which will be relocated nearer to Cunnington Street so that it better caters for the pedestrian desire line (see detail 20)
• Provide a raised table and new zebra crossings at South Parade / Beaconsfield Road Junction (detail 22)
• Provide a new zebra crossing on Fisher's Lane at the junction with South Parade (see detail 25)
• Raising the existing zebra crossing on The Avenue at the junction with Bedford Road to reduce vehicle speeds and make drivers more aware of pedestrians crossing the road (see detail 28)
• New raised table and kerb realignment at The Avenue / Marlborough Crescent to reduce vehicle speeds with the and relocation of nearby parking spaces (detail 29)
• Relocation of bus stop in front of No. 38 The Avenue to improve accessibility and junction safety (detail 30)

The Benefits
• Increased road safety through reduced vehicle speeds throughout the area
• Improved accessibility and safety for pedestrians achieved with new, relocated and improved pedestrian crossings
• Support local businesses through improved streetscape and layout in the vicinity of retail areas.
• Smoother traffic flow achieved by removal of traffic signals
• Improved bus stop accessibility.

The introduction of speed humps to reduce vehicle speeds can have some disadvantages including increased response times for emergency vehicles and potential increases in noise and vibration as vehicles traverse the humps/tables. To mitigate these impacts we have only proposed humps where traffic surveys have shown that the existing traffic speeds are significantly above 20mph. We are proposing to install sinusoidal humps which are designed to minimise noise and vibration and are better for cycles to ride over than traditional round top humps.

Shopping parade improvements
Funding for two schemes (The South Parade (Chiswick) and Acton Lane shopping parade) which will be built before April 2014 and the works combined in the Neighbourhood N25 scheme as part of borough wide programme, to enhance the local and feeling of local shopping facilities.

What are likely the disadvantages of a 20mph zone?
• Increase response times for emergency vehicles
• Possible noise from vehicles going over humps/tables.

Your views
The Council would like to know your views in order to implement the right scheme in the Southfield area. Please review the proposals and make your views known to us by going to www.ealing.gov.uk/consultations and completing the online questionnaire, you may also fill in and return the enclosed questionnaire by 1st November 2013. If you have any queries or concerns about the details within this document, please call Saad Tokatly, Highways Engineer on 020 8825 9687.

What happens next
The responses to this consultation will be analysed and the results reported to ward councillors of your area. Taking into account the views of residents and businesses as expressed in this consultation, a decision will then be taken regarding implementation of the scheme.

Public Consultation
Neighbourhood 25 Southfield Area Improvements

Southfield Area - Chiswick
(Neighbourhood 25)

This consultation is seeking your views on proposed Highway improvements in the the Southfield area. This includes a 20mph zone, new pedestrian crossings, and various other measures that are shown in the attached drawings and explained further in this leaflet.

Introduction
As a part of Ealing Council’s Corridors and Neighbourhoods Programme, funded by Transport for London, proposals have been developed for highway and streetscape improvements in the Southfield area of Chiswick.

Following consultation with ward councillors, local residents groups and other key stakeholders we have identified the following key objectives for highways improvements in the area:
• Improve road safety
• Reduce vehicle speed
• Improve accessibility across the area
• Encourage walking and cycling
• Smooth traffic flow.

Please complete this questionnaire. Your views are important.

Please complete this consultation online at www.ealing.gov.uk/consultations
You can also return your completed consultation using the envelope provided.

The closing date for this consultation is
1 November 2013
SOUTHFIELD NEIGHBOURHOOD IMPROVEMENTS (N25)
CONSULTATION DRAWING 5 OF 6 - DETAIL PLANS

DETAIL 20
PELICAN CROSSING REPLACED WITH ZEBRA CROSSING AND LOCATED CLOSER TO JUNCTION. GUARDRAIL REMOVED AND FOOTWAY RESURFACED.

DETAIL 21
CONSIDER WIDENING FOOTWAY NEXT TO BUS STOP WOULD REQUIRE RELOCATION OF PARK FENCE AND REMOVAL OF 3 MATURE TREES.

KEY

<table>
<thead>
<tr>
<th>PROPOSED</th>
<th>EXISTING</th>
<th>REMOVED</th>
</tr>
</thead>
<tbody>
<tr>
<td>CARRIAGEWAY RESURFACING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>FOOTWAY PAVING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BUS STOP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PARKING BAY / WHITE LINES</td>
<td></td>
<td></td>
</tr>
<tr>
<td>YELLOW LINE MARKING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TACTILE PAVING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TREE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPEED CUSHIONS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPEED HUMP</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RAISED TABLE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>MINI ROUNDABOUT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PEDESTRIAN ISLAND</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PEDESTRIAN GUARDRAIL</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
1. Are you responding as a... (please select one answer only)
   - Resident
   - Business/School
   - Both
   - Parents

2. Are you in favour of introducing a 20 mph zone in the Southfield area as shown in the attached consultation drawings?
   - Yes
   - No
   - Don’t know

3. Are you in favour of the removal of existing traffic signal and installation of a double mini roundabout with zebra crossings at Acton Lane/Southfield Road/Fletcher Road junction (detail 1)?
   - Yes
   - No
   - Don’t know

4. Are you in favour of the proposed raised table at Southfield Road/Carlton Road Junction (detail 3)?
   - Yes
   - No
   - Don’t know

5. Are you in favour of the proposed speed humps on Acton Lane, Beaconsfield Road, Kingswood Road and Cunnington Street (see details 7, 9, 11, 12, 13, and 15)?
   - Yes
   - No
   - Don’t know

6. Are you in favour of raising the existing crossing on Acton Lane near the junction with Steele Road (detail 10)?
   - Yes
   - No
   - Don’t know

7. Are you in favour of the proposed mini roundabout at Rothschild Road/Cunnington Street junction (detail 14)?
   - Yes
   - No
   - Don’t know

8. Are you in favour reducing the maximum waiting time from 30 minutes to 15 minutes for the stop & shop bays in Antrobus Road (detail 16)?
   - Yes
   - No
   - Don’t know

9. Are you in favour extending the double yellow lines and relocation of two car club bays at the bend in Cunnington Street (detail 17)?
   - Yes
   - No
   - Don’t know

10. Are you in favour of the relocation the signal crossing in Acton Lane near Cunnington Street and conversion to a raised zebra crossing (detail 20)?
    - Yes
    - No
    - Don’t know

11. Are you in favour of the proposed raised table and new zebra crossings at South Parade / Beaconsfield Road junction (detail 22)?
    - Yes
    - No
    - Don’t know

12. Are you in favour of the proposed zebra crossing on Fisher’s Lane at the junction with South Parade (detail 25)?
    - Yes
    - No
    - Don’t know

13. Are you in favour of raising the existing zebra crossing on The Avenue at the junction with Bedford Road (detail 28)?
    - Yes
    - No
    - Don’t know

14. Are you in favour of the proposed raised table and kerb realignment at The Avenue/ Marlborough Crescent (detail 29)?
    - Yes
    - No
    - Don’t know

15. Are you in favour relocating the bus stop in front of No. 38 The Avenue (detail 30)?
    - Yes
    - No
    - Don’t know

16. Are you in favour of the other proposed improvements which include: upgrade of bus stops, streetscape improvements, removal of street clutter, and provision of tactile paving?
    - Yes
    - No
    - Don’t know

17. Do you have any other comments (please send comments on separate sheet if required)?

Thank you for filling in this questionnaire. Please return your questionnaire in the prepaid envelope provided to: Highways Management, Ealing Council, 1st Floor Perceval House, 14/16 Uxbridge Road, Ealing W5 2HL.
Thank you for your help.