Bromyard Avenue Highway Improvements

Introduction

Ealing Council has carried out feasibility studies and secured funding from local developments to deliver highway and public realm improvements to Bromyard Avenue.

The proposals detailed below have been developed to reduce traffic speeds and volumes, improve safety for all road users and improve pedestrian accessibility. A key aim of the project is to reduce the dominance of motor vehicles on Bromyard Avenue and encourage the use sustainable transport methods such as walking and cycling.

Please complete this questionnaire. Your views are important.

The closing date for this consultation is 27 March 2015

Please return your completed questionnaire using the envelope provided. You can also complete this consultation online at www.ealing.gov.uk/consultations
Existing Issues
Issues within this study area that have been identified include:

- High traffic speeds throughout Bromyard Avenue and East Acton Lane
- High traffic volumes and rat-running throughout Bromyard Avenue
- A low number of walking and cycling journeys to the King Fahad Academy
- Narrow footways on Bromyard Avenue, made worse by unnecessary street clutter
- Inconsiderate parking outside King Fahad Academy on Bromyard Avenue
- Poor public realm along Bromyard Avenue gives dominance to motor vehicles.

The Proposals
The proposals below will address the above issues by implementing the following:

- Narrow the Bromyard Avenue carriageway to reduce traffic speeds
- Widen the East Acton Lane roundabout, as well as narrowing approach and exit lanes to slow traffic
- Replace the existing speed cushions on Bromyard Avenue with cycle-friendly humps and an additional crossing point to slow traffic and improve pedestrian accessibility. One new speed hump to be installed outside Perryn House
- Widen all footways on Bromyard Avenue to promote walking and improve accessibility for wheelchair and buggy users
- Remove all unnecessary street clutter such as guardrailing and bollards
- Relocate the existing parking from outside King Fahad Academy to the western side of Bromyard Avenue to make the school entrance safer for pedestrians

- Increase the total number of parking spaces available to residents and visitors, with non-residential permit holders limited to 20 minute stays
- Improve the public realm with new surfacing, tactile paving and trees to give pedestrians dominance over motor vehicles along the street.

In order to deliver the above improvements, it is necessary to remove the southern-most central reservation on Bromyard Avenue.

Your Views
The Council would like to know your views in order to implement the right scheme for businesses, organisations and residents. Please look at the plans and make your views known to us.

To assist in the collation and analysis of the consultation responses, we would be grateful if you could complete this questionnaire online at: www.ealing.gov.uk/consultations. Alternatively, you may wish to return the attached questionnaire in the supplied envelope.

Subject to support for the scheme, the first phase of works are proposed to be delivered during summer 2015.

What Happens Next
Once the consultation is complete and your views analysed, the results will be considered by the London Borough of Ealing. Updates will be provided at future Ward Forums.

If you have any queries please contact: Highways Service 020 8825 5000.