



Monmouth Street

Traffic Study

Shaftesbury Group

Seven Dials Trust

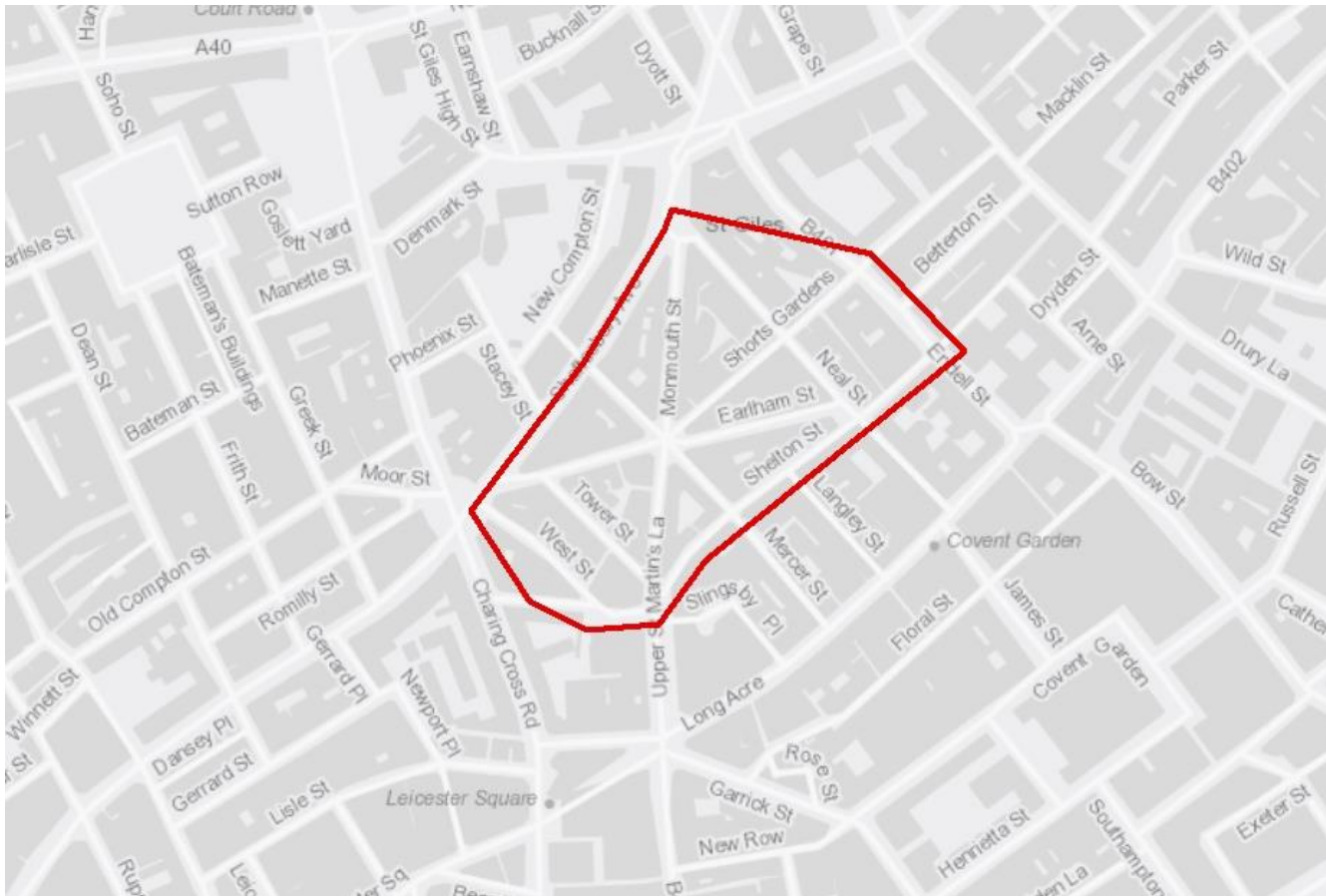
12 July 2016

Monmouth Street Traffic Study

- Shaftesbury are keen to explore the possibility of reducing the volume of through traffic using Seven Dials
- Recent Earlham Street closure (implemented after an 18 month trial) has reduced the number of vehicles using the street significantly
- Similar experiment implemented by Camden in 2000:
 - Formal experiment was removed as a result of traffic issues, which in part arose from TfL's work at Trafalgar Square
 - Much has changed, central London has seen a steady decline in traffic volumes since
 - There is now a greater acceptance of the need to improve conditions for pedestrians and cyclists
- A temporary closure of Monmouth Street at the junction with Tower Street in January provided a chance to monitor and compare traffic volumes in Monmouth Street and the other surrounding streets of Seven Dials

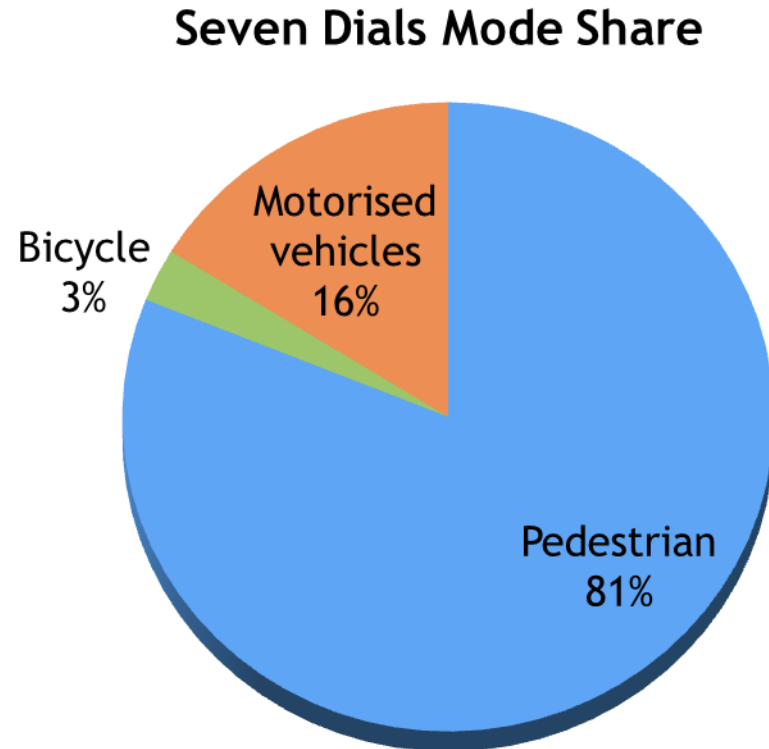
The Data

- The current information we have, which is presented in the following slides, provides a comparison of the 10 day closure period of Monmouth Street (January 2016) and a period of normal operation with the street open (March 2016)



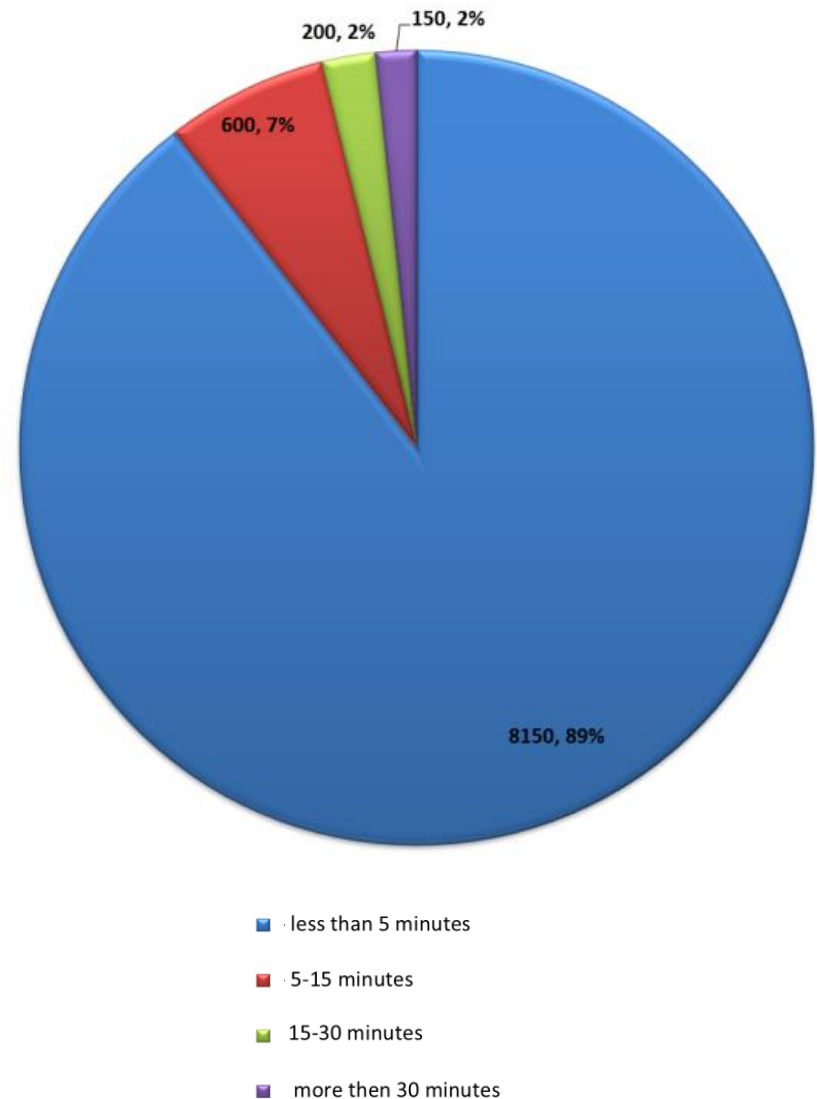
Seven Dials Mode Share

- Analysis shows pedestrian volumes dwarf all other modes through Seven Dials
- Pedestrian flows during a 12 hour period (7am to 7pm) are circa 56,000. All other modes only account for circa 13,000 trips during the same time period
- During summer and Christmas peak periods pedestrian volumes are usually 15-25% higher than this i.e. 66,000 over a 12 hour period



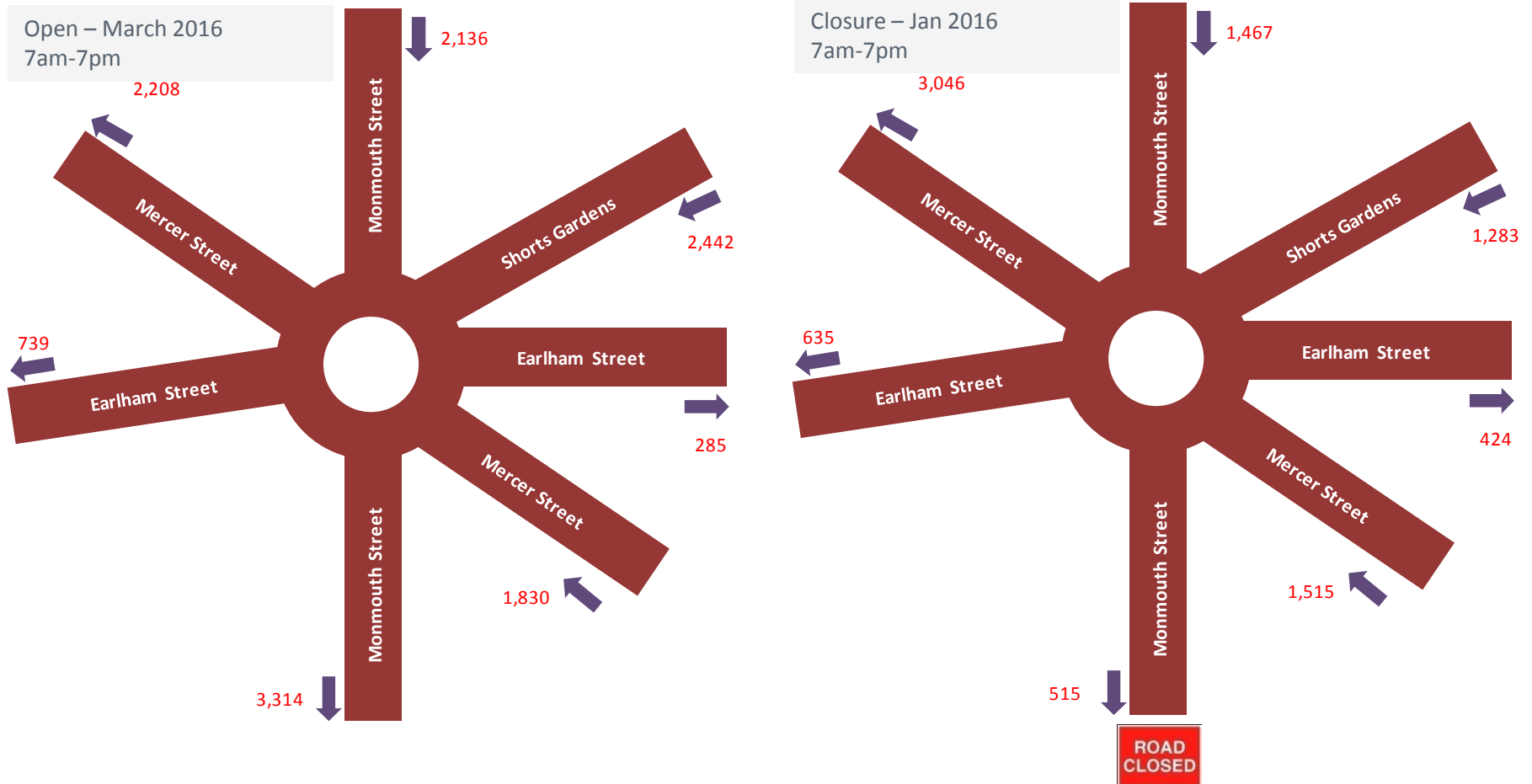
Seven Dials - Time Spent in Study Area

- Analysis of the time vehicles spent in the cordon area gives some insight into their trip purpose:
 - Less than 5 mins – likely to be through traffic
 - 15-30 mins – likely to be servicing and loading
 - More than 30 mins – likely to be parking
- Should a timed opening of the area for servicing vehicles be considered, a parking and loading study can give greater detail on:
 - Whether or not the freight traffic is through traffic or is servicing local businesses
 - Size and optimum time of the servicing window in the area.



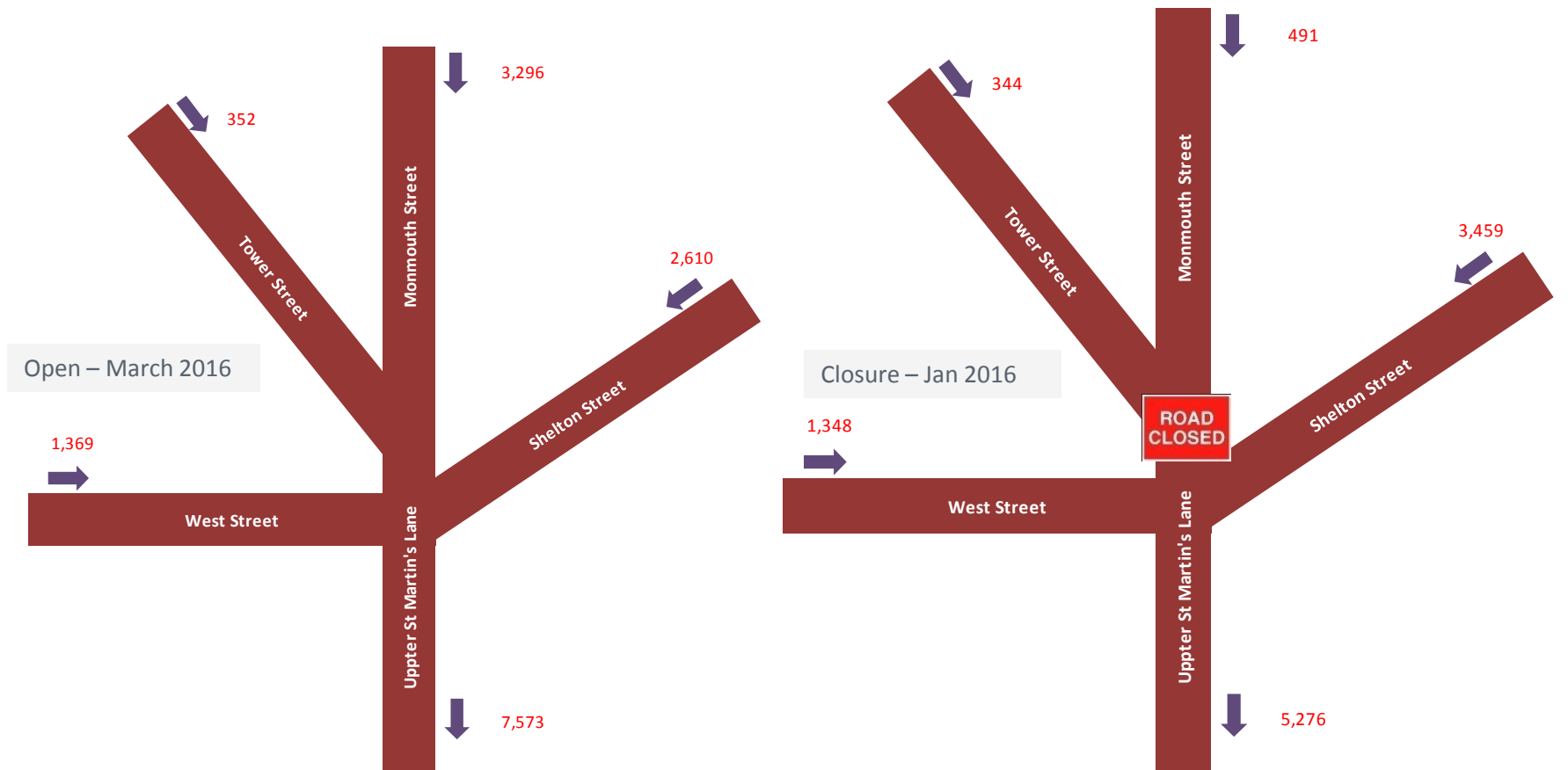
Traffic Seven Dials

The results show an overall reduction in traffic within the Dials streets.



Traffic Monmouth Street South

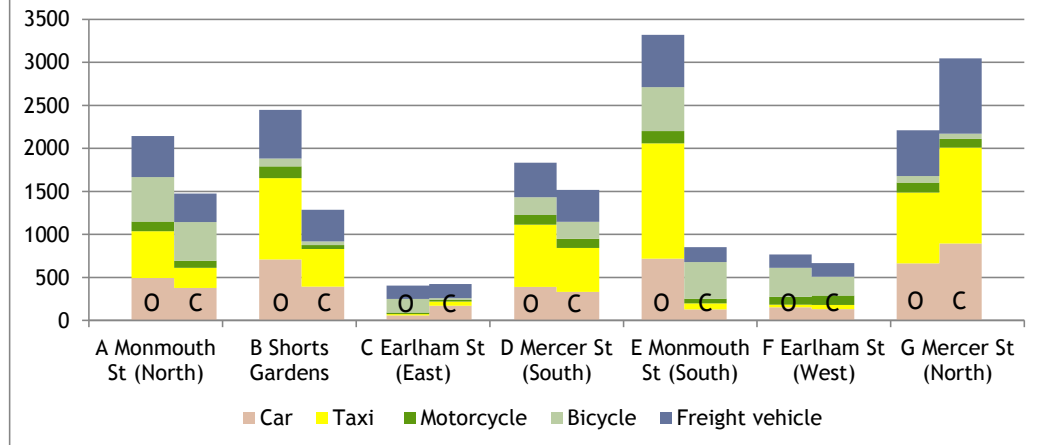
- Significant reduction in traffic using Monmouth Street South during the closed period – showing more realistic view of the servicing needs here.



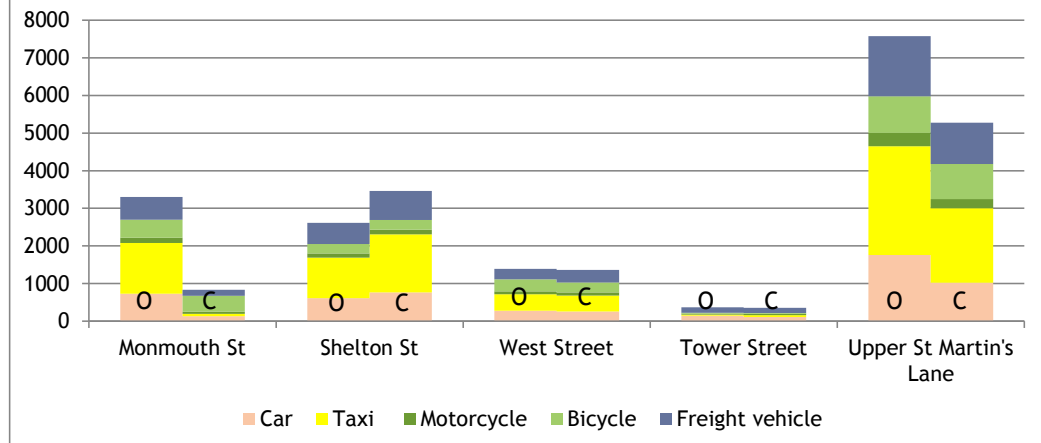
Traffic Flows

- Bar charts show the open period on the left, with the closure period directly adjacent on the right
- There is an 85% reduction in traffic on Monmouth Street (South) during the closure
- As a result of the closure, traffic on St Martin's Lane reduces by 30% between 7am and 7pm, with:
 - 21% diverted to Mercer Street North
 - 7% diverted to routes outside the Seven Dials area
 - 2% diverted onto other routes within the Seven Dials area – mainly Shelton Street

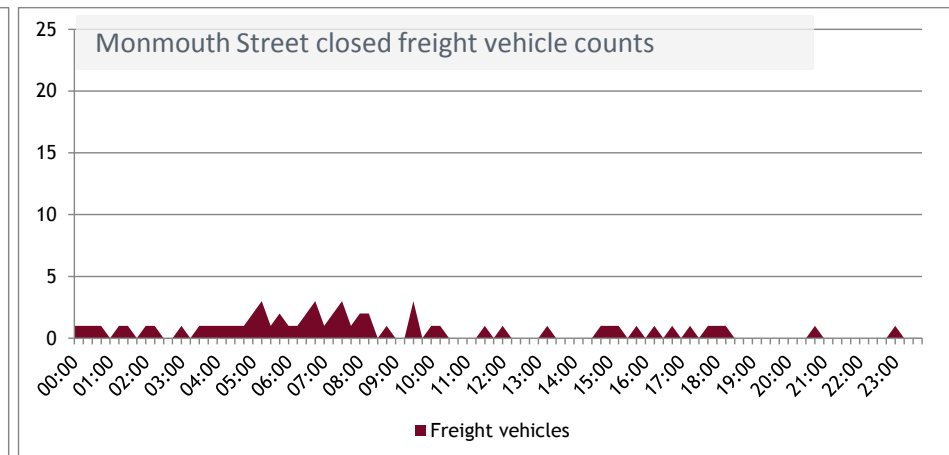
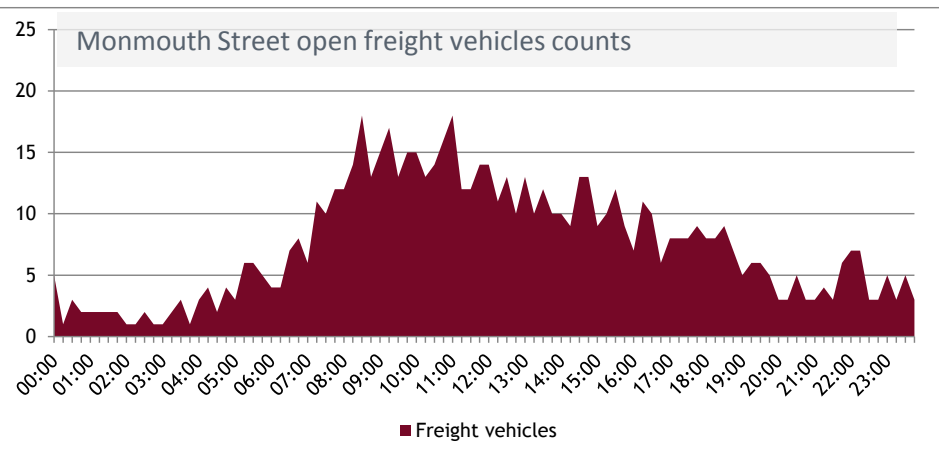
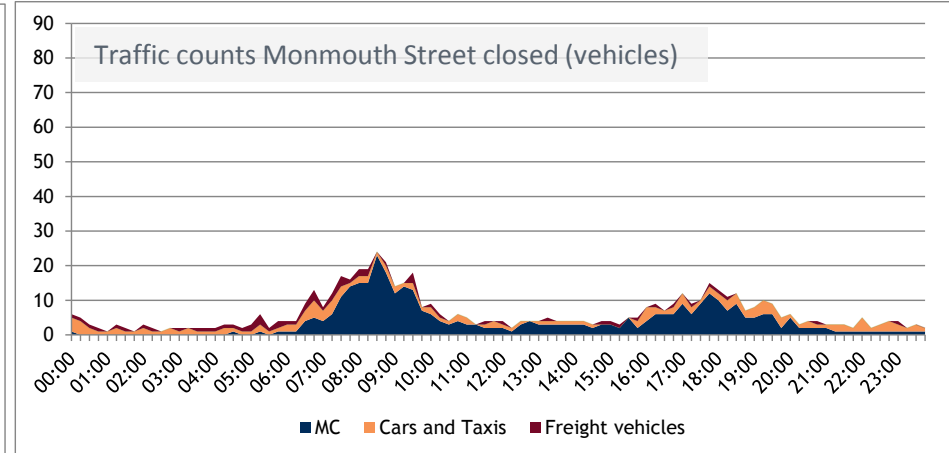
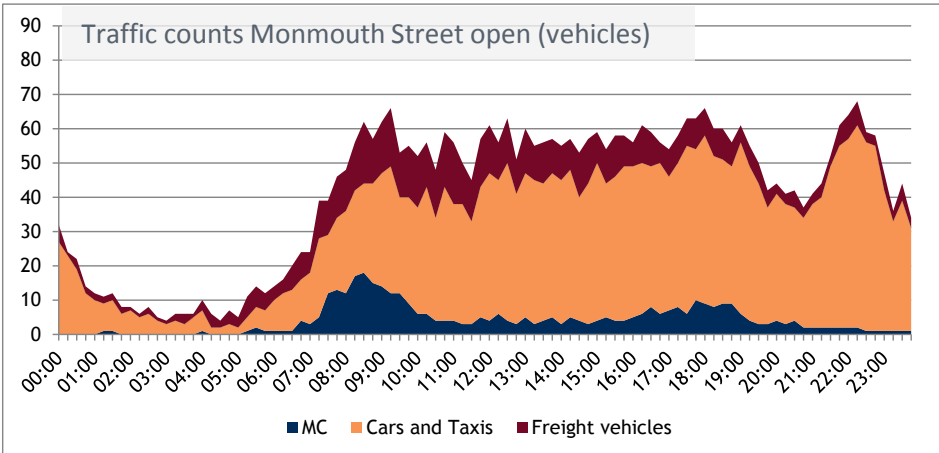
**Daily Traffic Flows by Mode
Seven Dials**



**Daily Traffic Flows by Mode
Monmouth Street South**



Traffic Volumes - Monmouth Street south of Seven Dials



Impacts on bus services

- Bus Journey time data during the closure was provided by TfL for a period of 1 week
- These figures show that the closure has had no impact on the bus journey times on Shaftesbury Avenue and Charring Cross Road

Shaftesbury Ave – Change in Average Daily Bus JT	Shaftesbury Ave	
	Eastbound	Westbound
Between Holborn and Princes Circus	-1%	0%
Between Princes Circus and Cambridge Circus	-1%	-2%
Average	-1%	-1%
Charring Cross Rd – Change in Average Daily Bus JT		
	Northbound	Southbound
Cambridge Circus to Trafalgar Square	0%	+1%

Conclusions

- The data shows that around 90% of traffic is passing through – in particular the majority of freight vehicles that entered the Seven Dials area spent less than 5 minutes there.
- Traffic reduced by around 85% on Monmouth Street South during the closure period
- This was a short closure period only and a longer trial could be used to support the findings.
- A longer trial of the same closure will provide greater insight into:
 - How drivers will behave once the changes have had time to bed down
 - The impact of improved signage and communication about a closure
 - The impact of a closure on the local streets and wider area

Benefits of reducing traffic

- Create a pedestrian friendly environment and vastly reduce unnecessary traffic on the streets of Seven Dials
- Improve the longevity of street surfaces and preserve the value of street repairs that are desperately needed in Monmouth Street particularly
- Support the introduction of bespoke loading periods and freight consolidation
- Likely indirect benefits including improvements in air quality

Author: Judith Brand

Checked: Alex Roberts

Approved: Julie Bowerman

V1.0 – For Issue

DISCLAIMER: This work may only be used within the context and scope of work for which Steer Davies Gleave was commissioned and may not be relied upon in part or whole by any third party or be used for any other purpose. Any person choosing to use any part of this work without the express and written permission of Steer Davies Gleave shall be deemed to confirm their agreement to indemnify Steer Davies Gleave for all loss or damage resulting therefrom.