

# ***Restoring street connectivity across the Great West Road in Hounslow, London***

***Perceptions and preferences of local residents***

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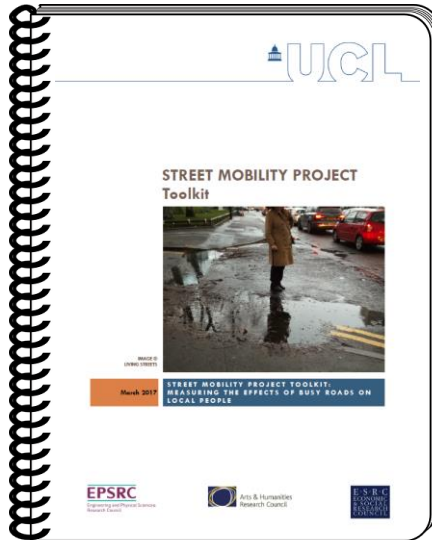
***Overcoming Barriers – London Borough of Hounslow  
Future London Leaders Round 18  
London 26/02/2018***

## **The Great West Road in Hounslow**



cc-by-sa/2.0 - The Great West Road at... by Stefan Czapski - [geograph.org.uk/p/5297270](http://geograph.org.uk/p/5297270)

# Background: UCL Street Mobility project



Available from

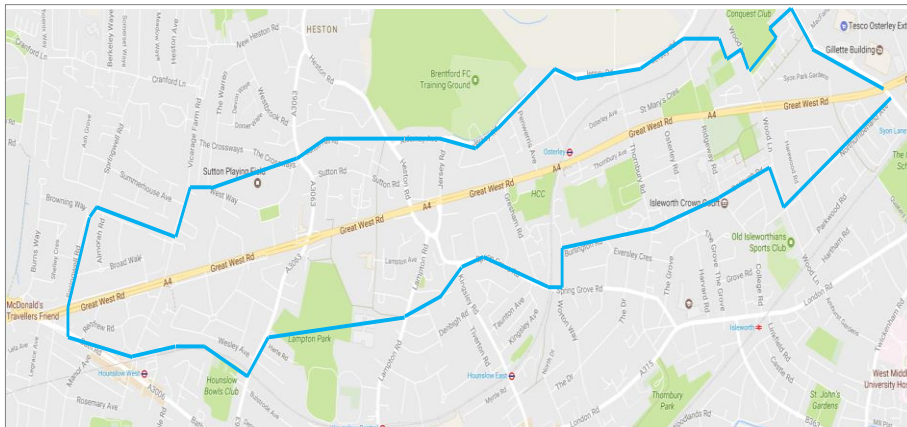
<http://www.ucl.ac.uk/street-mobility/toolkit>





## Stated preference survey

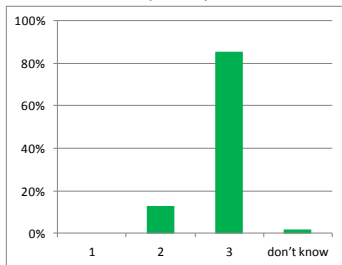
Preferences regarding different road designs, traffic conditions, and crossing facilities



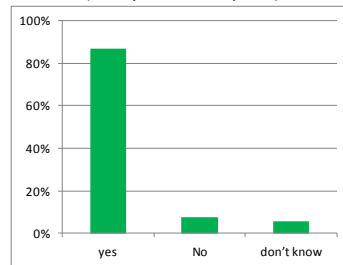
200 participants

## Perceptions about the road

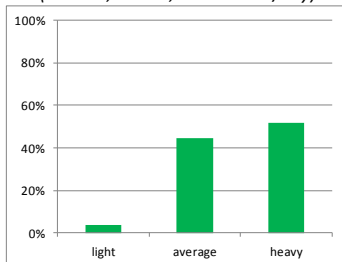
**Number of road lanes (each way)**  
(real: 3)



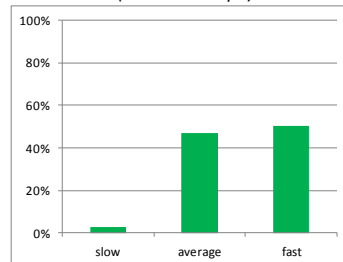
**Central reservation**  
(real: yes, in most parts)



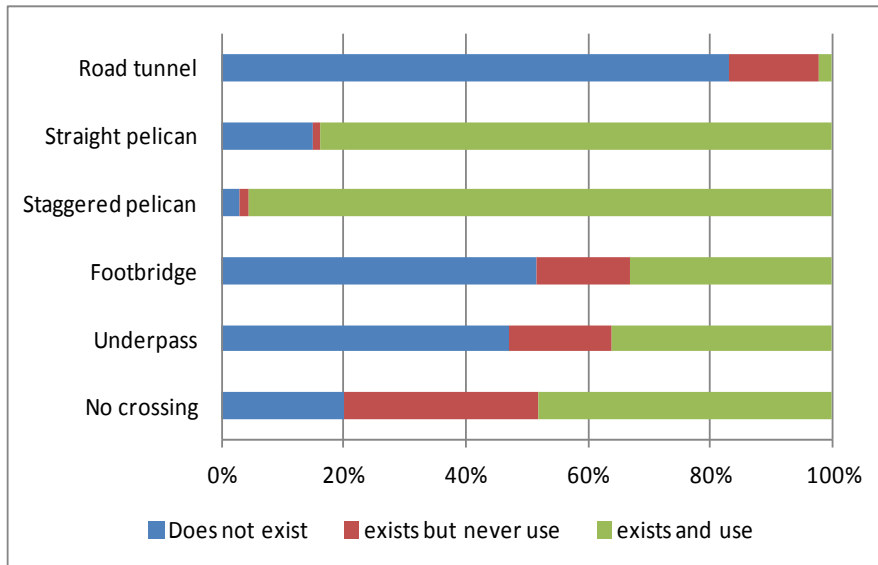
**Traffic volume**  
(real: 40,000-50,000 vehicles/day)



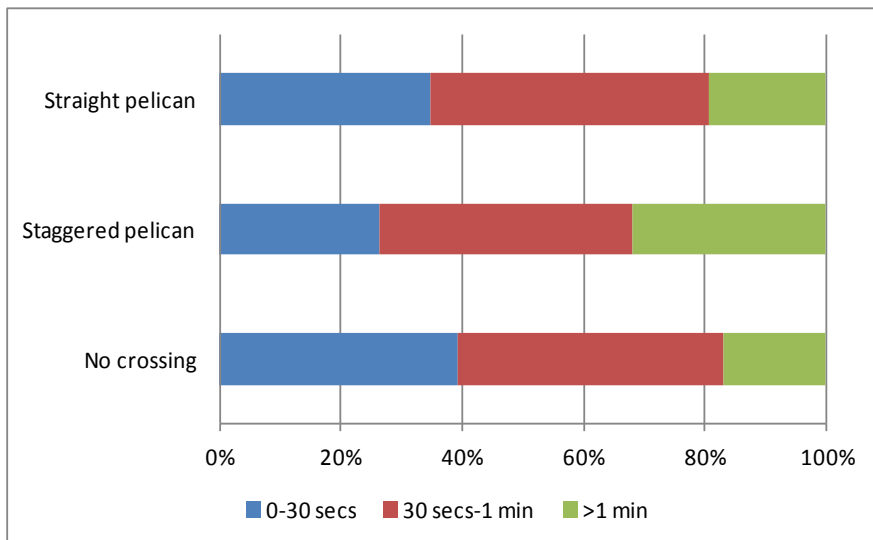
**Traffic speed**  
(real: 25-30mph)



## Perceptions and use of crossing facilities

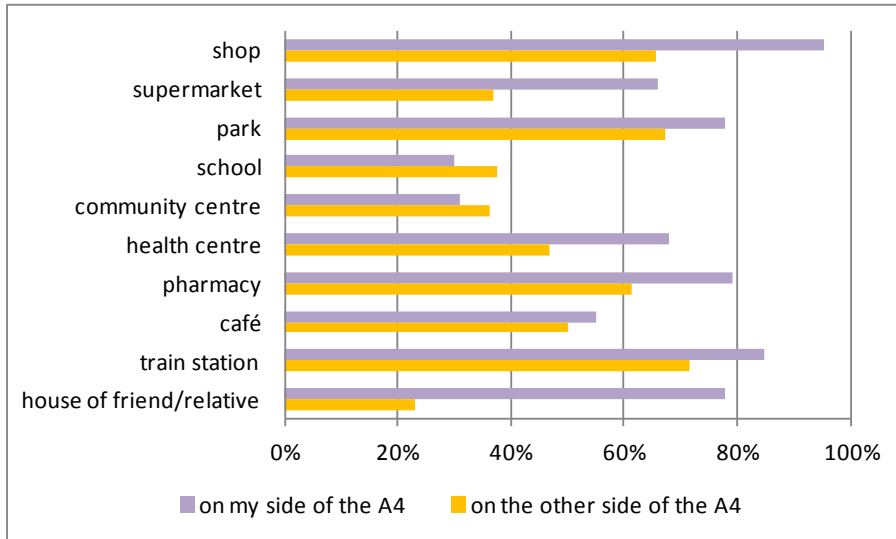


## Perceived waiting time to cross the road



# Influence of the A4 on walking behaviour

% who walk



## Preferences for road designs and traffic conditions

Now please look at this screen. Looking at the road conditions on the left, which of the three options would you choose?

Traffic density: **Medium**  
 No central reservation  
**ACTUAL SPEED 30MPH**

Option A: Cross at this point (not at pedestrian crossing)

Option B: Use covered over road (Adds 8 minutes to your journey)

Option C: Don't make this trip

## Preferences for crossing facilities

Looking now at this road scenario and the four available options, what would you choose to do?

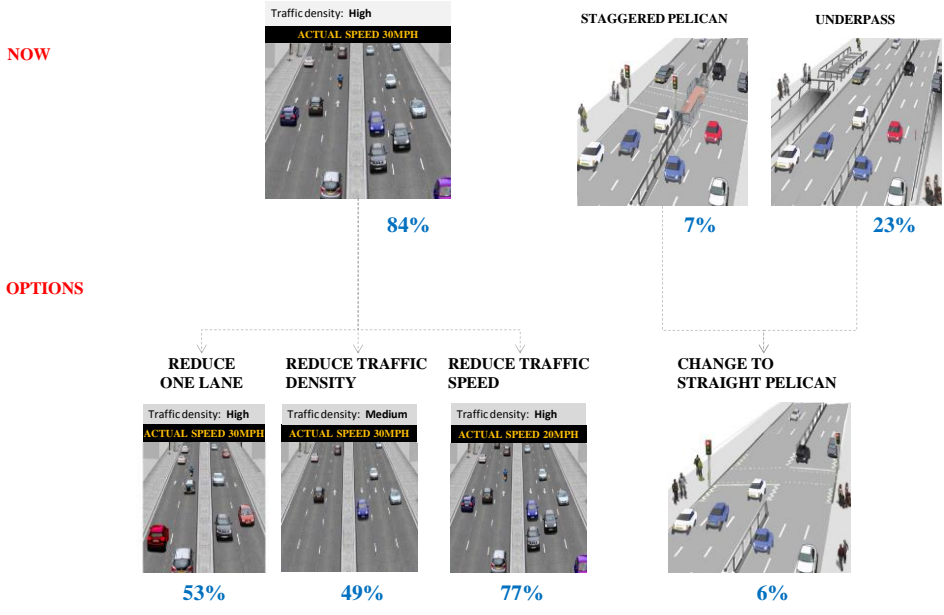
Option A: Use underpass (with steps and ramp) (Adds 10 minutes to your journey)

Option B: Use signalled pedestrian crossing - straight (Adds 4 minutes to your journey)

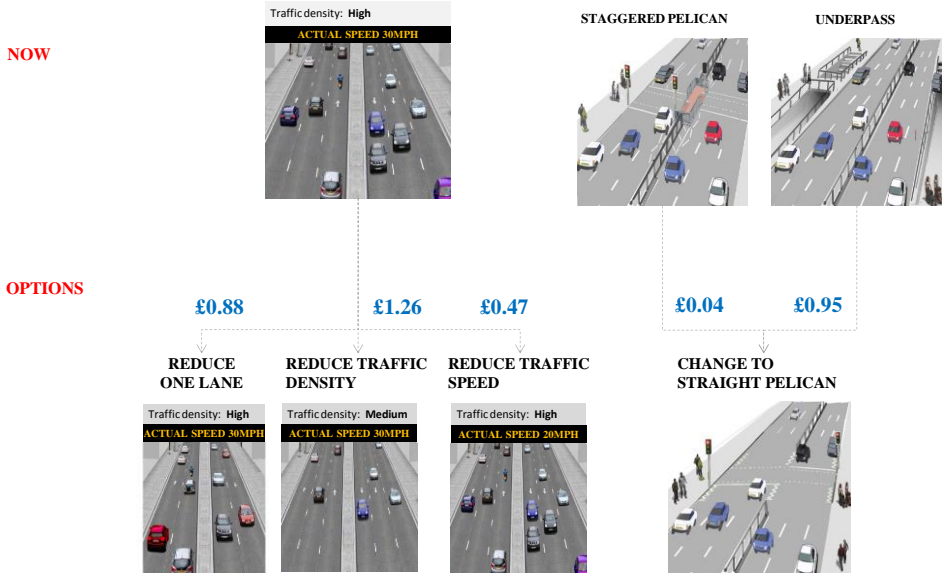
Option C: Use covered over road (Adds 12 minutes to your journey)

Option D: Don't make this trip

# Severance index



# Monetary benefits of interventions



# Application: Simulation tool

### ROAD

Green: cells to be edited

How long is the section of the road? 2000 meters (between 100 to 2000m)

Use the dropdown menus to select the characteristics of the road, or choose one of the built-in options

	CURRENT SCENARIO	FUTURE SCENARIO
Number of lanes (in each direction)	3	3
Central reservation	no	no
Traffic density	high	medium
Traffic speed	20mph	20mph

**Built-in options**  
Click on buttons

Best possible conditions	Worst possible conditions	Best possible conditions	Worst possible conditions	Same as current
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### PEDESTRIAN CROSSINGS

The segment below represents the road. Use the dropdown menus in each cell in the segment to choose the approximate locations of the available pedestrian crossings, or choose one of the built-in options

LEGEND

- Straight pelican crossing
- Staggered pelican crossing
- Footbridge
- Underpass

	CURRENT SCENARIO	FUTURE SCENARIO
Built-in options Click on buttons	<div style="display: flex; justify-content: space-around; align-items: center; gap: 10px;"> <span style="border: 1px solid gray; padding: 2px;">No crossings</span> <span style="border: 1px solid gray; padding: 2px;">One in the middle</span> <span style="border: 1px solid gray; padding: 2px;">One in each extreme</span> </div>	<div style="display: flex; justify-content: space-around; align-items: center; gap: 10px;"> <span style="border: 1px solid gray; padding: 2px;">No crossings</span> <span style="border: 1px solid gray; padding: 2px;">One in the middle</span> <span style="border: 1px solid gray; padding: 2px;">One in each extreme</span> <span style="border: 1px solid gray; padding: 2px;">Same as current scenario</span> </div>

Thank you for your attention!

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**Centre for Transport Studies:** Peter Jones, Paulo Ancaies  
**Bartlett School of Architecture:** Laura Vaughan, Ashley Dhanani  
**Mapping for Change:** Muki Haklay, Louise Francis