

# Pembroke Road Area

## Neighbourhood improvements information leaflet



### Mini Holland

You may be aware that Waltham Forest has recently been successful in securing funds of up to £30 million from Transport for London to improve cycling and road safety across the borough over the next three years.

A key element of this project is the reduction in the amount of traffic using residential streets and improving the look, feel and safety of residential areas for all road users.

### Pembroke Road Area

Initial traffic survey data and information from residents has shown that the majority of vehicles using the Pembroke Road area do so as a cut through between Hoe Street and Lea Bridge Road, often at high speed. We are therefore looking to introduce a series of strategic road closures to dramatically reduce the amount of cut through traffic entering the area whilst still allowing local access.

We recognise that our proposals are radical in their approach and in order to analyse the benefits and give residents, schools and businesses first-hand experience of what their road could feel like we are undertaking a series of trial road closures within the Pembroke Road area between **26th September and 13th October 2014**. The location of the closures and changes to the road environment can be seen on the inside plan.

For more information and to view the plans for these proposals you can visit [www.walthamforest.gov.uk/miniholland](http://www.walthamforest.gov.uk/miniholland).

### Scheme Benefits

Before, during and after the trial we shall be using the latest traffic monitoring system to measure the levels of traffic within the area and the routes that they use. Our initial survey shows there is an excessive number of vehicles each day that enter into the area and leave again without stopping. These are vehicles that are rat running through your area.

Removing this traffic from the local area will improve road safety and air quality and provide an opportunity for more public realm spaces for the community to enjoy. The improved street environment will help encourage more sustainable trips either by bicycle or on foot for those who may not normally do so and further benefit those walking/cycling their children to school.

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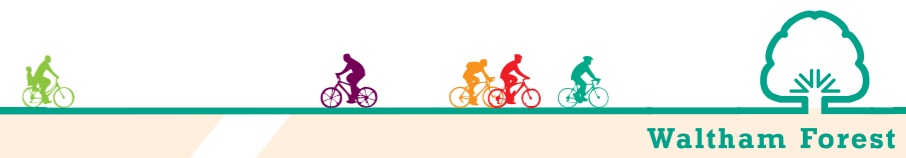
Transport  
for London

[www.walthamforest.gov.uk](http://www.walthamforest.gov.uk)



Waltham Forest

# Pembroke Road Area – Trial road closures 26 Sep - 13 Oct



- KEY**
- █ Road closed except Buses and Cycles. All parking suspended
  - ↔ Road changed to two-way working
  - Road changed to one-way northbound
  - █ Business loading area
  - █ Reclaimed public area
  - ⋯ Boundary



ROAD CLOSED  
Except cycles

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Section of Orford Road closed. All parking suspended.

Eden Road, between Orford Road and Grosvenor Rise East  
Convert to two-way

Beulah Road, between Orford Road and Addison Road  
Convert to two way

Beulah Road, between Addison Road and Grosvenor Rise East  
Convert to one-way Northbound

Grosvenor Rise East  
Convert to two-way

No entry on to Beulah Road from Maynard Road and Barclay Road

First Avenue

Second Avenue

Third Avenue

Orford Road

Grosvenor Park Road

Pendlestone Road

Grove Road

Granville Road

Clarendon Road

Livingstone Road

St Mary Road

Church Lane

Summit Road

Ravenswood Road

Addison Road

Brunswick Street

Maynard Road

Barclay Road

Grove Road

Grove Road

Shernhall Street

Lea Bridge Road

Carnarvon Road

Westrn Road

Elm Road

West End Ave

Peterborough Rd

Halford Road

West Avenue

East Avenue

Orford Road

Pembroke Road

Wingfield Road

Randolph Road

Comely Bank Rd

Wilson Street

Shernhall Street

Fraser Road

Merton Road

College Road

Cromwell Road

Salisbury Road

Butterfields

Westrn Road

Elm Road

Peterborough Rd

West End Ave

Halford Road

First Avenue

Second Avenue

Third Avenue

Orford Road

Grosvenor Park Road

Pendlestone Road

Grove Road

Granville Road

Clarendon Road

Livingstone Road

St Mary Road

Church Lane

Summit Road

Ravenswood Road

Addison Road

Brunswick Street

Maynard Road

Barclay Road

Grove Road

Grove Road

Shernhall Street

Lea Bridge Road

Carnarvon Road

Westrn Road

Elm Road

West End Ave

Peterborough Rd

Halford Road

West Avenue

East Avenue

Orford Road

Pembroke Road

Wingfield Road

Randolph Road

Comely Bank Rd

Wilson Street

Shernhall Street

Fraser Road

Merton Road

College Road

Cromwell Road

Salisbury Road

Butterfields

Westrn Road

Elm Road

Peterborough Rd

West End Ave

Halford Road

### Getting involved

In conjunction with the trial scheme we will be running various activities in the area looking to promote cycling, especially for children and those with little cycling experience, and bringing the local community together, including:

- **FREE** cycle training sessions
- **FREE** cycle maintenance
- **FREE** guided cycle tours of the area
- **FREE** pedestrian training for school children
- Play Streets/Street Parties
- Walking, cycling, scooter buses to the local schools.

### Why not try cycling

We shall be running free training session during each weekend and some weekday evenings for you to get on a bike and practice your skills. Why not do this as a family, as a group of residents, or with friends?

### Why not have your bike serviced **FREE**

Each weekend we will be running 'Dr Bike' sessions where experienced cyclists and mechanics check everything on your bike from wheels, brakes, gears and tyre pressure to lights, racks, pedals, saddles and more. By the end, your bike will feel loved and cared for. All our mechanics are friendly and approachable and have a wealth of cycling knowledge so feel free to pick their brains about cycle training or other cycling activities and remember the service is **FREE!**

A full list of details will be made available on our website (at the link provided above) so please have a look to see what's on as we would love for you to get involved.

To sign up to any of the activities on offer or to find out how you can get involved with the scheme please contact us via [miniholland@walthamforest.gov.uk](mailto:miniholland@walthamforest.gov.uk)

### Next Steps

As part of this process we would also like to hear your views, you can use the contact details above to let us know how you feel the trial is running. Alternatively we will be setting up a drop in centre between 2pm and 7pm each day on Orford Road during the trial so feel free to pop in to discuss any elements of the scheme with us.

After the trial period has finished we will be conducting a series of workshops and meetings with all those in the area to discuss how the trial went, provide you with our traffic survey results and to highlight any changes that you would like to make in taking the neighbourhood scheme forward.

Once this process has finished we will consult all residents, business and schools on final scheme proposals.

