



Portobello Road Market

Traffic and Transport Analysis

Summary

Royal Borough of Kensington and Chelsea

UK-70112114

July 2024



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

A black and white photograph of a busy street market. The street is lined with multi-story buildings. On the left, a sign reads 'ELGIN RESCEND. W.I.I.'. A 'PEDESTRIAN ZONE' sign is visible, stating 'No vehicles Saturday 10 am - 4 pm'. Shops include 'gourmet burger kitch' and 'Cali Kid's tea'. A man is playing an acoustic guitar on the left. A woman in the foreground is carrying a large, clear, spherical object. The street is filled with people and market stalls.

Executive Summary

Introduction

Report purpose, and Aspects of analysis

Report Purpose

Presents the findings of a traffic and transport analysis for Portobello Road market, commissioned by the Royal Borough of Kensington and Chelsea

The analysis covers the following aspects;

- ❑ A movement analysis conducted via desktop review and site visit on Tuesday 22nd August 2023
- ❑ Operations review of market activity
- ❑ Public transport review within and around the market area
- ❑ Parking and loading survey analysis in and around Portobello Road undertaken on two separate dates from the 22nd to 24th of February 2024,
- ❑ Junction turning counts for junctions within the study area undertaken from the 19th to 25th of February 2024.



Figure 1 - Portobello Road Market (2023)

Aim, Scope and Key findings

Aim

To understand the current movements in market and the functionality of existing temporary traffic restrictions and traffic regulation orders (TROs).

Scope

Covers weekdays and weekends, over different time periods throughout the length of Portobello Road and surrounding streets

Key findings

- ✓ The market is busiest on Saturdays, when it extends from Cambridge Gardens to Chepstow Villas.
- ✓ There is no hostile vehicle management (HVM) observed to be in place on Portobello Road.
- ✓ Majority of traders access their vans throughout the trading hours to transport stock to/from market stalls, however some traders were observed to be trading directly from their vans.
- ✓ No enough space on Portobello Road to facilitate shared-use between cyclists and pedestrians as it is too narrow.
- ✓ The traffic counts outside of market operation times show that Portobello Road is used as a through-route when the temporary pedestrian and cycle only zone is not in operation.



Figure 2 - Portobello Road

(contd...)



Key findings

- ✓ The current Traffic Regulation Orders (TRO) on Portobello Road include a one-way northbound driving restriction along the full extent, a 20mph speed limit, and a Pedestrian and Cycle Only Restriction from Cambridge Gardens to Westbourne Grove from 10am to 4pm Monday to Saturday.
- ✓ The amount of usable width for pedestrians to walk along both the carriageway and footway is limited during market hours, due to parked vans taking up a large portion of street space.
- ✓ During market operating hours, the TROs in place do not accommodate unloading from the side streets – there is lack of formal designated loading bays on the side streets. Therefore, some loading occurs in unsuitable locations prevents some traders from unloading on the side streets, leading to flouting of the restrictions and LGVs entering Portobello Road
- ✓ The survey results also show that there is not as much loading activity taking place on Saturday morning as might be expected considering Saturday is the market's busiest day.
- ✓ The majority of loading for the shops is done outside of market operational hours to allow loading to occur on Portobello Road itself.
- ✓ Analysis shows that there is a potential to relocate some vehicles to the surrounding network of streets, without causing significant disruption to existing parking users.

Recommendations and Next Steps

Potential Mitigation

- ❑ Extending the pedestrian and cycle only zone from Cambridge Gardens to Westbourne Grove until 7pm.
- ❑ Formalising the barriers at east-west junctions which restrict through-access to Portobello Road.
- ❑ Improving pedestrian priority at east/west junctions along Portobello Road.

Next Steps

- ❑ Develop concept design options based on recommendations
- ❑ Consult stakeholders and the public on preferences and feedback