

INTERNAL MEMORANDUM

TO John Taylor
FROM John Birch
COPIES TO
DATE 21/11/12

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SUBJECT BR13533 BI131058 Leicester Square Pedestrian Comfort Analysis

1. Background

Leicester Square is one of the main tourist attractions in Westminster and was redeveloped in 2012. To improve pedestrian comfort in and around the square, the City Council chose to prohibit portrait artists from returning to the square after the redevelopment. However, the City Council initiated a trial during October 2012 allowing portrait artists to operate in Leicester Street and Swiss Court in designated pitches between noon and midnight. To determine whether this would have any notable impact upon pedestrian comfort, and help determine whether the trial should be made permanent, West One was commissioned to undertake surveys to assess pedestrian comfort levels in this area both before and during the trial.

2. Methodology

The methodology for the analysis detailed in this memorandum follows the same methodology set-out in *Pedestrian Comfort Guidance for London* published by Transport for London (TfL) and uses the associated spreadsheet to calculate pedestrian comfort levels.

A site assessment was carried out in Leicester Street and Swiss Court to identify permanent street furniture, temporary structures (e.g. kiosks) and their associated buffer zones to enable the amount of 'usable space' to be identified.

The Leicester Square area is a tourist and nightlife hub and peak pedestrian periods were determined to be at weekends. Pedestrian flow and activity data was therefore obtained before and during the trial between noon and midnight on Saturday 29th September 2012 and Saturday 13th October 2012 respectively. Sample periods of the first 5 minutes in every consecutive 30 minute period were used to calculate pedestrian flows. Due to the large volume of pedestrians and the amount of static activity in this area, data could only be obtained successfully using video footage.

3. Site Assessments

Leicester Street

The full extent of the portrait artists' pitches in Leicester Street is approximately 1 metre by 10 metres in size and they are sited on the south-west side by the junction with Leicester Square. Leicester Street is pedestrianised and flanked by a range of entertainment venues including restaurants, casinos and nightclubs. Along the north-east side towards its junction with Lisle Street, designated al-fresco dining/drinking areas have been provided outside restaurants and bars. Part of the regeneration of Leicester Square was to incorporate fixing points for the associated delineators to ensure that the dining/drinking areas do not extend beyond areas permitted as part of the licence. Opposite the artists' pitches there are additional delineators associated with queueing patrons. Although the extents of these could vary, an assumption has been made for a fixed extent based on a site survey. Other than the aforementioned queueing

areas, no areas of static activity have been identified in the immediate vicinity of the artists' pitches.

Swiss Court

Two areas of pitches for the portrait artists have been provided in Swiss Court, each measuring 1 metre by 4 metres. They are located in the shadow of the glockenspiel clock in the centre of the court. As per Leicester Street, Swiss Court is also flanked by a range of entertainment venues with fixed formalised al-fresco dining/drinking provided.

For both Leicester Street and Swiss Court, the buffer zone around the artists' pitches has been assumed to be 1.4 metres all around the pitch which tallies with the recommended buffer zone for market vendors if they were trading from all sides. Where these buffer zones leave an available width less than 0.6m (the standard body ellipse), the buffer zones have been extended.

Drawings 11677129-015-001 to 002 can be found in Appendix A and these show the layout of Leicester Street and Swiss Court with pitch locations, street furniture and buffer zones.

4. Results

The results of the pedestrian comfort analysis for the 'before' and 'during' surveys can be found in Appendix B. A review of the video footage showed that on the day of the 'during' survey the portrait artists did not operate from Leicester Street as they were scheduled to do. However, the buffer zone around the pitches would have remained the same and the analysis has been conducted on that basis.

All pedestrian areas should be designed so that the Pedestrian Comfort Level (PCL) during the Peak Hour Flow (PHF) should have a rating of at least 'B+' as prescribed by the TfL guidance. Leicester Street and Swiss Court both have 'before' values of 'A', suggesting there is adequate pedestrian comfort at both sites when portrait artists are not occupying their pitches.

For the 'during' survey the Leicester Street PCL remains at 'A' but the Swiss Court site decreases to 'A-'. Although there is a decrease in pedestrian comfort as a result of the portrait artists' presence in Swiss Court it does not reduce the overall PCL to below a 'comfortable' level.

Analysis of video footage suggests that there is already static activity around the Swiss Cantons pole at the western end of Swiss Court and this probably has as much effect on pedestrian comfort in this area as the portrait artists.

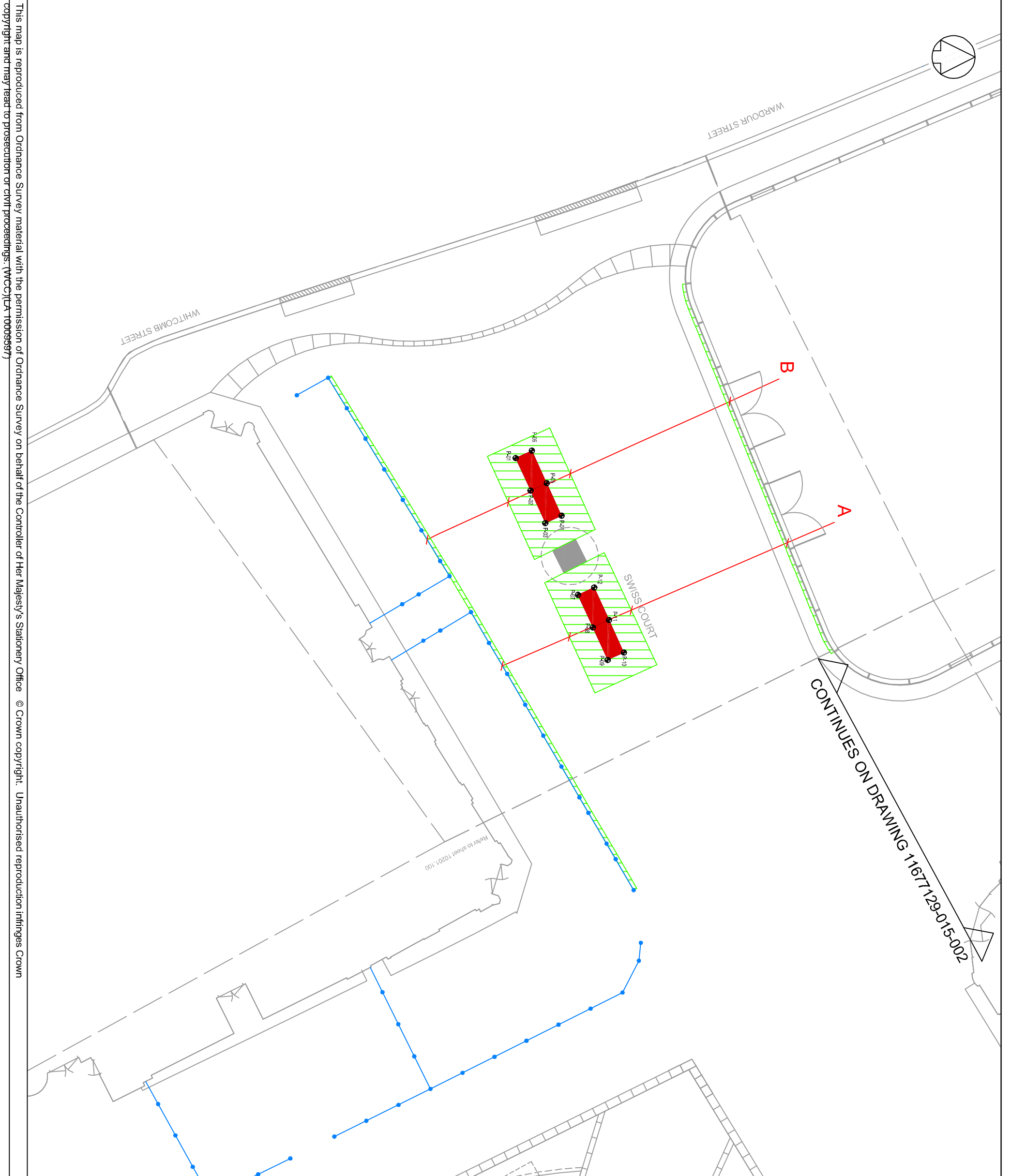
5. Conclusion

From the pedestrian comfort analysis set-out in this report, no evidence has been found that the presence of portrait artists operating from designated pitches in Leicester Street and Swiss Court had any notable impact upon pedestrian comfort on the survey days.

Memorandum continuation

	Initial Issue	Revision 1	Revision 2
Remarks			
Prepared by	J Birch		
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Checked by	J Howes		
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Authorised by	N Wilkinson		
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APPENDIX A
Site Layout Plans



CONTINUES ON DRAWING 11677129-015-002

Refer to sheet 11677129-015-001

KEY

-  PORTRAIT ARTISTS' PITCH
-  GLOCKENSPIEL
-  ASSESSMENT POINT
-  DELINEATOR TO FACILITATE OUTDOOR DINING/QUEUEING
-  BUFFER ZONE

NOTE:
BUFFER ZONE AROUND PORTRAIT ARTISTS' PITCHES IS A MINIMUM OF 1.4m

REV	DATE	BY	DESCRIPTION	CHK	APP

DRAWING STATUS: **PRELIMINARY**



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PROJECT: LEICESTER SQUARE

TITLE: SWISS COURT
PORTRAIT ARTISTS'
PITCH LAYOUT

SCALE @ A3	DATE	DESIGNED BY	POD CHECKED	CHECKED	APPROVED	SHEET
1:200	02.10.2012	TA	JB	JWH	A3	

CLIENT: 11677129-015

DRAWING NO: BR 13533






11677129-015-001

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KEY

-  PORTRAIT ARTISTS' PITCH
-  GLOCKENSPIEL
-  ASSESSMENT POINT
-  DELIMITER TO FACILITATE OUTDOOR DINING/QUEUEING
-  BUFFER ZONE

NOTE:
BUFFER ZONE AROUND PORTRAIT ARTISTS' PITCHES IS A MINIMUM OF 1.4m

REV	DATE	BY	DESCRIPTION	CHK	APP
DRAWING STATUS: PRELIMINARY					



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City of Westminster
SAFE STREETS
City Commissioner of Transportation

PROJECT:		LEICESTER SQUARE	
TITLE:		LEICESTER STREET PORTRAIT ARTISTS' PITCH LAYOUT	
SCALE @ A3	DATE	DESIGNER/CHKD	CHECKED / APPROVED
1:200	02.10.2012	TA	JB JWH A3
CDS No.	11677129-015	SHEETS No.	BR 13533
DRAWING No.	11677129-015-002	REV: -	

APPENDIX B

Pedestrian Comfort Analysis Spreadsheet

PEDESTRIAN COMFORT ANALYSIS

BEFORE TRIAL

Location Name	Location Type	Area Type	Average Flow	Peak Hour Flow	Ave of Max Activity	Total Width	Building Edge?	Kerb Edge?	Any Unusable width?	Street Furniture 1			Total Width of street furniture and zones	Total Unusable Width (Street Furniture, Building and Kerb Edge)	Clear Footway Width	Average Flow Crowding (ppmm)	Peak Hour Flow Crowding (ppmm)	Ave of Max Activity Crowding (ppmm)	Pedestrian Comfort Level (For Average Flows)			Pedestrian Comfort Level (For Peak Hour Flows)			Pedestrian Comfort Level (Average of Max Activity)		
										Type	Width of Furniture	Buffer							Average PCL	Total Width Required for PCL B+	Clear Width Required For PCL B+	Peak Hour PCL	Total Width Required for PCL B+	Clear Width Required For PCL B+	Ave of Max PCL	Total Width Required for PCL B+	Clear Width Required For PCL B+
Swiss Court - Point A	Street Furniture (Single)	Tourist Attraction	4773	5466	11455.2	21.2	Yes	No		Fencing	4.2	0.2	4.4	4.6	16.6	5	5	12	A	11.23	6.63	A	12.20	7.60	B	20.52	15.92
Swiss Court - Point B	Street Furniture (Single)	Tourist Attraction	4773	5466	11455.2	22.3	Yes	No		Fencing	4.2	0.2	4.4	4.6	17.7	4	5	11	A	11.23	6.63	A	12.20	7.60	B+	20.52	15.92
Leicester Street - Point C	Street Furniture (Single)	Tourist Attraction	1163	1602	2791.2	11.5	Yes	No		Fencing	1.8	0.2	2	2.2	9.3	2	5	5	A+	4.62	1.62	A	6.89	3.89	A	6.88	3.88
Leicester Street - Point D	Street Furniture (Single)	Tourist Attraction	1163	1602	2791.2	11.5	Yes	No		Fencing	2.4	0.2	2.6	2.8	8.7	2	6	6	A+	5.22	1.62	A-	7.49	3.89	A-	7.48	3.88

DURING TRIAL

Location Name	Location Type	Area Type	Average Flow	Peak Hour Flow	Ave of Max Activity	Total Width	Building Edge?	Kerb Edge?	Any Unusable width?	Street Furniture 1			Street Furniture 2			Total Width of street furniture and zones	Total Unusable Width (Street Furniture, Building and Kerb Edge)	Clear Footway Width	Average Flow Crowding (ppmm)	Peak Hour Flow Crowding (ppmm)	Ave of Max Activity Crowding (ppmm)	Pedestrian Comfort Level (For Average Flows)			Pedestrian Comfort Level (For Peak Hour Flows)			Pedestrian Comfort Level (Average of Max Activity)		
										Type	Width of Furniture	Buffer	Type	Width of Furniture	Buffer							Average PCL	Total Width Required for PCL B+	Clear Width Required For PCL B+	Peak Hour PCL	Total Width Required for PCL B+	Clear Width Required For PCL B+	Ave of Max PCL	Total Width Required for PCL B+	Clear Width Required For PCL B+
Swiss Court - Point A	Street Furniture (Multiple)	Tourist Attraction	5010.5	5592	12025.2	21.2	Yes	No		Fencing	4.2	0.2	Artist Pitch	1	1.4	6.8	7	14.2	6	7	14	A-	13.96	6.96	A-	14.77	7.77	B	23.71	16.71
Swiss Court - Point B	Street Furniture (Multiple)	Tourist Attraction	5010.5	5592	12025.2	22.3	Yes	No		Fencing	4.2	0.2	Artist Pitch	1	1.4	6.8	7	15.3	5	6	13	A	13.96	6.96	A-	14.77	7.77	B	23.71	16.71
Leicester Street - Point C	Street Furniture (Multiple)	Tourist Attraction	1109	1740	2661.6	11.5	Yes	No	0.6	Fencing	1.8	0.2	Artist Pitch	1	1.4	4.4	4.6	6.9	3	4	6	A	6.15	1.55	A	7.02	2.42	A-	8.30	3.70
Leicester Street - Point D	Street Furniture (Multiple)	Tourist Attraction	1109	1740	2661.6	11.5	Yes	No	0.6	Fencing	2.4	0.2	Artist Pitch	1	1.4	5	5.2	6.3	3	5	7	A	6.75	1.55	A	7.62	2.42	A-	8.90	3.70