

# RESEARCH SUMMARY

<b>Title</b>	<b>Cycle Superhighways streetscape impact</b>
<b>Objective</b>	Route users' perceptions and preferences from two alternative designs of road markings to highlight the Cycle Superhighway in bus lanes
<b>Date</b>	December 2009
<b>Methodology</b>	325 face to face interviews with people along the A24-A3 road from Balham to Elephant & Castle amongst five different types of route user: 94 Commuter cyclists, 50 non-commuter cyclists, 78 car/van drivers, 69 powered-two-wheeler (P2W) riders and 34 potential cyclists

## Key findings

- The 1.5m band is seen as the most attractive design, with around seven in ten preferring this and one in ten preferring the 350mm band. The main reasons being the clear layout and the colours used.
- The 1.5m band is also preferred to the 350mm band by each type of route user for safety, wayfinding and separating cyclists from others.
- When comparing the two designs, eight in ten feel the 1.5m band is better at keeping cyclists safe. The clear layout, the design's encouragement to cyclists to stay kerbside and the design giving more space to cyclists are the main reasons mentioned. The vast majority of all the different road users think the 1.5m band would be safer for cyclists than the road markings currently used along the route.
- Around three quarters think the 1.5m band separates cyclists well from other road users, while around a quarter think this about the 350mm band. Around half cite the clear layout of the design (54%) as being among their reasons for this. Keeping cyclists kerbside, giving more space to cyclists and effective colour separation are other key reasons mentioned by route users. When comparing the two designs, the 1.5m band would be more effective in separating cyclists from other road users according to eight in ten.
- The 1.5m band is seen by cyclists as the design which is the best for being able to clearly follow the route - around three quarters of cyclists (commuter, non-commuter and potential) preferring it. The 1.5m band is also seen as most likely to draw attention to large amounts of cyclists using bus lanes, with roughly eight in ten stating this. Main reasons for preference of the 1.5m band are that it can be clearly seen, is more attractive and uses a good mix of colours.

**Job number:** 09066