

HOW YOU CAN HELP—IT'S NOT TOO LATE!

Please email or speak to your local councillors to let them know your concerns.

A list of councillors is on our website. Public pressure works, so please let the people who represent you know what you think!

We are a group of neighbours, like you, and any practical assistance would be gratefully received.

We are appealing for a public inquiry. Please write in support. A sample letter is available on our website.



Please sign our petition at
www.noikeagreenwich.weebly.com

*We will be arranging another event soon –
follow us on Facebook and Twitter.*



No Ikea Greenwich



@noikeagreenwich





EXISTING: AWARD WINNING ECO STORE AND PARK

PROPOSED: AN IKEA LIKE THIS

IKEA-THE FACTS

IKEA plans to demolish Sainsbury's on Bugsby's Way and build a full-sized IKEA, similar in size to Lakeside, Croydon and Tottenham. IKEA stores generate at least 2.2 million visitors a year on average. This will be additional traffic to Greenwich from across East, South-East London and Kent.

Most of us have some (or a lot) of IKEA furniture in our homes. Although you may like IKEA's products, please take time to consider these facts about the location of the proposed IKEA store in Greenwich.

Ever tried taking a Billy bookcase on the bus?

IKEA claims 35% of its customers will travel by public transport and no customers will live in Kent beyond Dartford. On these figures, IKEA have persuaded the council there will be a net decrease in traffic! Traffic congestion in the area is amongst the worst in London. Customers will arrive from north and south of the Blackwall tunnel by car. Online comments already show that many

Kent residents intend to visit the store to avoid Dartford toll charges. Add to this the almost legendary traffic queues to and from IKEA stores on a Saturday and Sunday afternoon and imagine the gridlock. What will happen on the afternoon of a Beyoncé concert? Or a Charlton football match? Or both? Parking provision is about a third of other London IKEA stores and it is shared. How was this allowed through?

Greenwich Council has relied on IKEA's own reports.

Greenwich Council waived the need for a full Environmental Impact Assessment of a new IKEA store, although the store would be 4 times larger than the existing stores. The

major access roads from the west are likely to take hundreds of thousands more cars right through the already-congested town centre of Greenwich, a UNESCO World Heritage Site and over the A2 across Blackheath common. The Council recognises that "traffic is the single greatest problem affecting Greenwich Town".

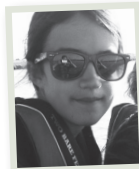
IKEA's traffic figures simply don't add up.

IKEA Sidcup was rejected due to traffic concerns.

A previous application for an IKEA store was rejected adjacent to the A20 dual carriageway in Sidcup because it was accepted that the vast majority of IKEA customers travel by car, and that this would have an unacceptable impact on local roads. The approved Greenwich proposal claims that this scheme in a more central, more congested and more polluted site, will have no impact. This is an experiment; it would be the first IKEA in a congested inner city location

There is no incentive to travel by public transport.

IKEA plans a full size store with self service furniture warehouse, almost 4 times the size of the existing development. In Australia and Hong Kong IKEA adopts a smaller model which does not allow customers to take furniture home themselves to reduce car use. If IKEA were truly committed to a car-free London IKEA, it would apply this model here. IKEA has adamantly refused to explore this as an option.



STORY BY IZZY, AGE 14

Ikea Greenwich ...in numbers

150 Deaths per year in Greenwich due to air pollution

IKEA claims that the additional **2.2 MILLION** visitors a year to the store will somehow reduce traffic and improve air quality.

3 Air pollution in Greenwich is nearly three times the European limit

All other Greater London IKEA stores have between 1,200 and 1,900 spaces. The Greenwich site only has space for

609

cars. Greenwich Council acknowledge that this could lead to traffic building up in adjacent roads as customers queue for spaces or park on local residential roads.

 Air quality in the area around the site is up to

104

micrograms per cubic metre for Nitrogen Dioxide (NO₂)... The legal limit for NO₂ is

40

micrograms per cubic metre.