


<p>London Borough of Hammersmith & Fulham</p> <p>CABINET</p> <p>8 OCTOBER 2018</p>		
BLOEMFONTEIN ROAD PUBLIC REALM SCHEME (PETITION)		
Report of the Cabinet Member for the Environment - Councillor Wesley Harcourt		
Open Report		
Key Decision: No		
Wards Affected: Wormholt and White City		
Accountable Director: Mahmood Siddiqi - Director Highways & Parks		
Report Author: Michael Masella – Senior Engineer		Contact Details: Tel: 020 8753 3082 E-mail: michael.masella@lbhf.gov.uk

1. EXECUTIVE SUMMARY

- 1.1. The purpose of this report is to advise Cabinet of the receipt of a petition with over 500 signatures against the proposed Bloemfontein Road public realm improvements as consulted in June 2018.
- 1.2. The petition's request is as follows: "In conclusion, the proposed plan is impractical not only for businesses and services here in this parade, but also for the customers. Although it can bring eye-pleasing look with great granite-strip sandstone pavements, the true cost of that aesthetics is the catastrophic damage and failure of many businesses, services and families who are dependent on those. It is also very disturbing to see that our own landlord, the Council, is attempting their best to deprive our businesses and services here."
- 1.3. The petitioners have asked the Council "Therefore, we would like to urge you to drop this plan going ahead, particularly considering the fact that survival of the very small businesses here predominantly relies on the services road, amount of parking in there and we all being your lessees."

2. RECOMMENDATION

- 2.1. That the petition be noted.

3. REASONS FOR DECISION

- 3.1. Under the Council's Petitions Scheme, a petition which attracts 250 valid signatures (of people who live, work or study in the borough) triggers consideration of the petition by Cabinet. This petition meets this criterion.

4. BACKGROUND

- 4.1. Bloemfontein Road is a north-south corridor situated between the Uxbridge Road and the A40 Westway. In April 2018, officers identified the section of Bloemfontein Road between Australia Road and Commonwealth Avenue as an area for potential street scene improvements.
- 4.2. Following discussions with the Council's urban design consultants and local stakeholders, the Council developed concept designs to complement other public highway improvements recently completed in the local area. The proposed scheme is shown in the plan in Appendix 1.

5. PROJECT PROPOSALS

- 5.1. The Bloemfontein Road public realm proposals forms part of the wider improvements in the area and include the following:
- new sandstone paving
 - new street lighting
 - additional seating and 13 new trees
 - a sustainable drainage system within the paving to help reduce localised flooding

The aspiration for the scheme is to create a much improved place for people to meet and relax and to stimulate the local economy. The focal point for the scheme would be a new farmer's market area, which would be used for markets and community events.

Under the proposals, the service road in front of the shops would be closed in order to create a plaza, with short-stay parking and loading re-located to a dedicated kerb-side bay in Bloemfontein Road. In addition, dedicated loading bays would also be provided in both Australia Road and Commonwealth Road for business deliveries. The net result of these changes would be a loss of seven parking spaces.

- 5.2. The current value of the project has been estimated at £500,000 for this scheme. This has not been secured yet and council officers will be bidding for Section 106 funding via an internal process. If funding is not secured the scheme will be referred to the Cabinet Member for review.

6. CONSULTATION

- 6.1. Local residents and businesses were consulted on the proposals at the beginning of June 2018. A total of 800 consultation letters was delivered with comments invited by letter, email or via the Council's website (citizenspace).

- 6.2. A copy of the consultation letter is shown in Appendix 2.
- 6.3. The Council received a total of 52 responses to the consultation, of which;
- 41 were in favour of the proposals
 - 2 are against
 - 9 partially supported the proposals (with some changes)
 - 9 direct emails of which 8 are in favour and 1 of which is against

In summary, following the closure of the consultation, we received 49 responses supporting the proposals, 9 partially agreed but requested changes and 3 were against.

- 6.4. On 13th June 2018 Council officers met with local businesses to explain the proposals in more detail and to provide an opportunity for them to ask any questions. It was made very clear at the meeting that the businesses were not in support of closing the service road outside the parade of shops or any reduction in parking, because they felt it would have a detrimental effect on trade.
- 6.5. Following the meeting, local business submitted a petition “Improving the Landscape in Bloemfontein Road” containing over 500 signatures from people living and working in the local area opposing the scheme.

7. COUNCIL RESPONSE TO THE PETITION

- 7.1. In accordance with the Council’s Petitions Scheme, the petition organiser (or their representative) may address the Cabinet for up to 5 minutes to explain the reasoning behind their objection to the proposals. The Cabinet may then decide to take one or more of the following courses of action:
- Take the action requested in the petition
 - Consider the petition at a Council meeting
 - Hold an inquiry into the matter
 - Undertake research into the matter
 - Hold a public meeting
 - Hold further consultation
 - Hold a meeting with petitioners
 - Refer the petition for consideration by the relevant Select Committee
 - Write to the petition organiser setting out its views about the request in the petition.
 - Resolve that the content of the petition be taken into account when reaching a decision on the relevant report
 - In the case of a petition to Council relating to an executive function which is not being exercised in a manner inconsistent with the Budget and Policy Framework, refer the matter to Cabinet for consideration

8. LEGAL IMPLICATIONS

- 8.1. There are no legal implications for the proposal in this report

- 8.2. Implications verified/completed by: (Gerta Kodhelaj - Solicitor, tel. 020 8753 6081).

9. FINANCIAL IMPLICATIONS

- 9.1. There are no financial implications for the proposal in this report
- 9.2. Implications verified/completed by: (Gary Hannaway, Head of Finance, tel. 0208 753 6071).

10. EQUALITY IMPLICATIONS

- 10.1. As required by Section 149 of the Equality Act 2010, the Council has considered its obligations regarding the Public-Sector Equality Duty and it is not anticipated that there will be any direct negative impact on groups with protected characteristics, as defined by the Act, from these proposals.
- 10.2. Implications completed by: Peter Smith, Head of Policy & Strategy, tel. 020 8753 2206.

11. IMPLICATIONS FOR BUSINESS

- 11.1. Local businesses have raised their concerns and objections to this scheme in the submitted petition.
- 11.2. Implications completed by Albena Karameros, Economic Development Team, tel. 020 7938 8583.

12. COMMERCIAL IMPLICATIONS

- 12.1. There are no commercial implications for the proposal in this report
- 12.2. Implications completed by: Simon Davis, Assistant Director Commercial Management, tel. 0208 753 7181, tel. 07920 503651.

13. IT IMPLICATIONS

- 13.1. There are no IT implications for the proposal in this report.
- 13.2. Implications verified/completed by: Karen Barry, Strategic Relationship Manager, tel. 07787105687.

14. RISK MANAGEMENT

- 14.1. The petition process allows the residents of Hammersmith and Fulham to have direct influence on the decision-making process and to raise concerns that are important to them. In addition, the Council will consider all the specific actions it can potentially take about the issues highlighted in a petition. The Council will always try to identify and solve problems at an early stage. The Council is

committed to receiving feedback as this helps to develop and review services. It is recognised that petitions are just one way in which people can let the Council know about their concerns.

14.2. Implications verified by: Michael Sloniowski, Risk Manager tel. 020 8753 2587.

15. BACKGROUND PAPERS USED IN PREPARING THIS REPORT

No.	Description of Background Papers	Name/Ext of holder of file/copy	Department/ Location
1.	Bloemfontein Road – Public Realm Project – published.	Michael Masella ext:3082	Transport and Highways

LIST OF APPENDICES:

Appendix 1 – Plan of proposed scheme

Appendix 2 – Consultation letter

Consultation Plan