

**London Borough of Hammersmith & Fulham**  
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30<sup>th</sup> May 2018

Dear resident / occupier,

## **RE: Improving the Landscape in Bloemfontein Road**

I am writing to get your views on plans to improve the street scene in Bloemfontein Road to make it greener, more welcoming and improve local business.

These plans will complement our recent improvements outside the Cranston Court development and Bridget Joyce Square, our award-winning sustainable drainage scheme outside the Randolph Beresford School on Australia Road.

### **What is proposed?**

The plans include new sandstone paving, street lighting, seating and lots of new trees. It will also include new sustainable drainage within the paving to help reduce localised flooding.

At the centre of the parade, the focal point for the project would be a new farmer's market area, which would be used for markets and community events.

To make it a safe place for people to meet and relax, we'll also be stopping vehicles from using the parade. However, to ensure local traders are not affected, a short stay parking bay will remain for shoppers and visitors. Two dedicated loading bays will be included too, for deliveries.

### **How would the scheme be funded?**

We are currently seeking funding for the scheme from Transport for London (TfL).

### **More details**

Overleaf is a plan showing all the proposed improvements and two illustrations to help you visualise how the area could look. The numbered key below relates to the plan, so you can see where everything would go.

1. Buff coloured high-quality sandstone paving with granite strips.
2. Communal area as the focal point to the scheme to create a small farmer's market or special events.
3. High quality street furniture to provide seating for pedestrians, litter bins and cycle racks.
4. Planting 13 trees of varying size and species.
5. Tree pits combined with a sustainable urban drainage system to provide drainage for surface water throughout the pedestrianised area.

6. New lamp columns will be installed to light the pedestrianised area.
7. 'Short stay' parking will be provided on the eastern side of Bloemfontein Road for residents and visitors. This will provide 11 parking spaces. Currently there are 18 parking spaces.
8. Two new "Goods Only" loading bays to service the local businesses will be located on Australia Road and Commonwealth Avenue.
9. Raised entry treatment on Australia Road at the junction with Bloemfontein Road. This provides a level surface for pedestrians and will help slow down traffic
10. The existing pedestrian refuge island will be moved further south on Bloemfontein Road due to the relocation of the bus stop. This will require the loss of two parking spaces on Bloemfontein Road.
11. Relocation of the existing bus stop further south on Bloemfontein Road to accommodate the short term pay and display parking bays.
12. The existing zebra crossing will be raised to provide a level surface for pedestrians and will slow down traffic on Bloemfontein Road

### **When would the scheme be built?**

If the scheme is approved and the funds are secured the works will start in late 2018 and should take about 10 weeks to complete. However, we'll only go ahead with the plans if a majority of people are in favour. If the scheme is approved, we'll send you further details about the works programme.

### **Have your say!**

Please review the plans and give us your views **by Sunday 1<sup>st</sup> July 2018**. We value your feedback. You can send us your comments in any one of three ways:

- Online: is [www.lbhf.gov.uk/bloemfonteinrd](http://www.lbhf.gov.uk/bloemfonteinrd)
- Email: michael.masella@lbhf.gov.uk
- Letter: Michael Masella,  
Transport and Highways,  
Room 114, Council Offices,  
37 Pembroke Road,  
London W8 6PW

If you've got any questions, please call me on Tel: **020 8753 3082**, or email me at the address above.

Yours sincerely,

**Michael Masella**  
Senior Engineer  
Capital Projects Group - Transport & Highways