

## **Moving to the next stage of North End Road.**

**A big thank you** to all the shoppers, market traders, shopkeepers, community representatives and groups who've shared ideas for improving North End Road.

The first project to come to life in our community-led redesign was the **colourful road crossing** in partnership with the Royal College of Art.

Now we're ready to **move to the next stage** with:

- new trees and lighting
- improved side streets
- new paving and seating areas
- new gateways to North End Road
- improved Clem Attlee Parade
- safer pitch areas for stallholders and shoppers
- power sockets for traders and electric vehicles.

This is all part of our **pioneering Industrial Strategy** to ensure **all residents share** in the prosperity we're bringing to the borough as we make H&F the best place to live, work and have fun in Europe.

**Please give us your views.** Together let's make North End Road even better.



**Cllr Andrew Jones**  
**H&F Cabinet Member for the Economy**



NORTH END ROAD  
A COMMUNITY-LED REDESIGN

JUNE 2021  
BOARD 2 - VISION



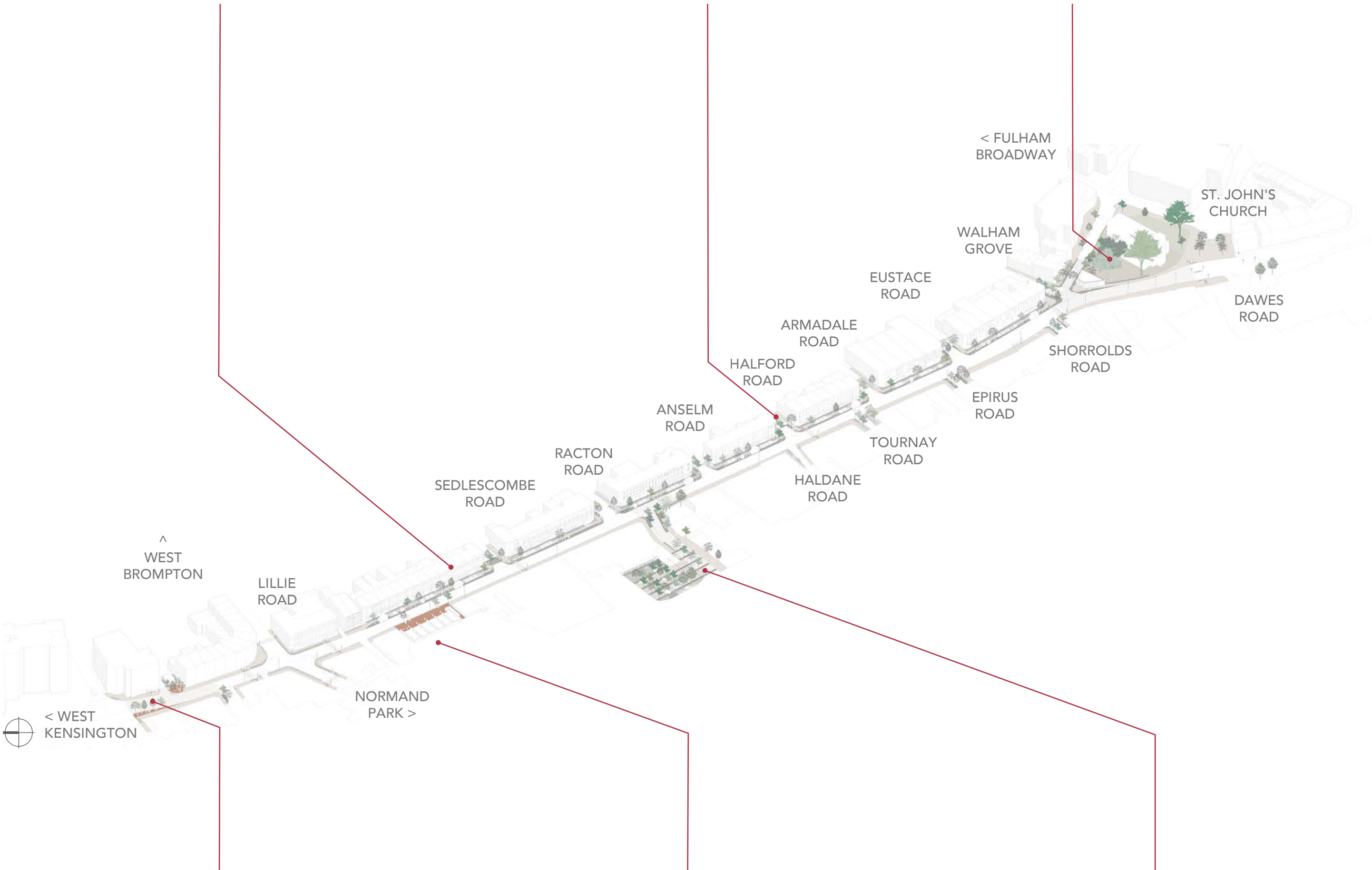
MARKET BAYS - see Board 3



SIDE STREETS - see Board 4



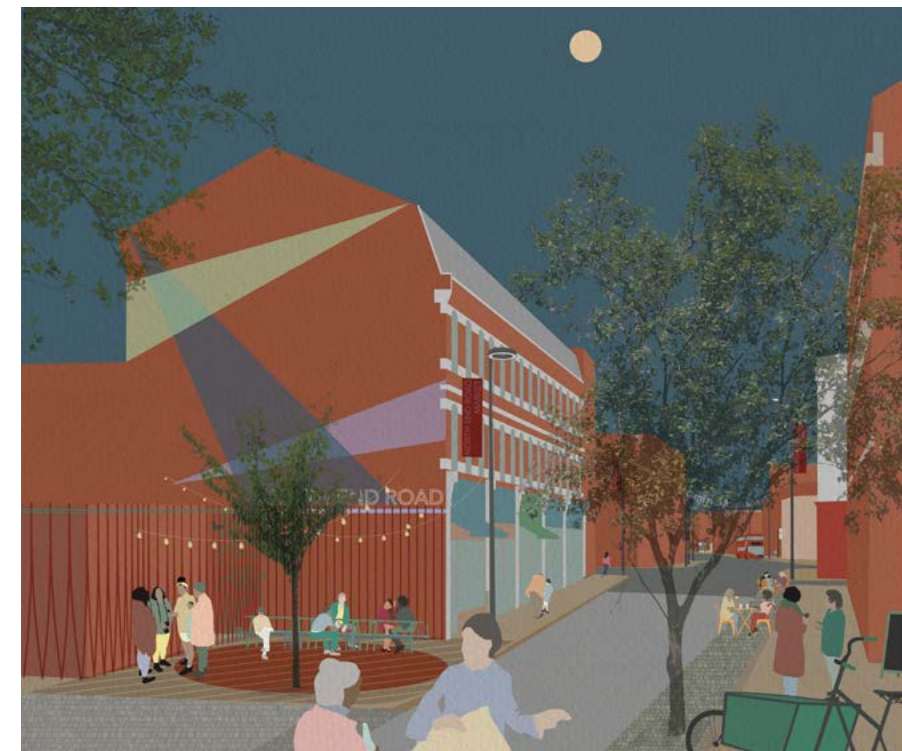
SOUTH GATEWAY - see Board 5



NORTH GATEWAY - see Board 6

CLEM ATTLEE PARADE - see Board 7

COOMER PLACE - see Board 8



These drawings show artists' impressions of the current design proposals, which are subject to further technical development and cost review.



What have you  
told us?



Power cables  
over pavement

Shop forecourts  
vary in quality

Footway can be  
hard to navigate

Lack of storage  
space for traders

Market bays are  
split between  
road and  
pavement level

Refuse is stored  
in the market  
pitch area

Photograph of the existing market

What are the  
proposed  
improvements?



New street trees  
where possible

Forecourts  
improved where  
possible

Pavement  
deep cleaned  
and repaired

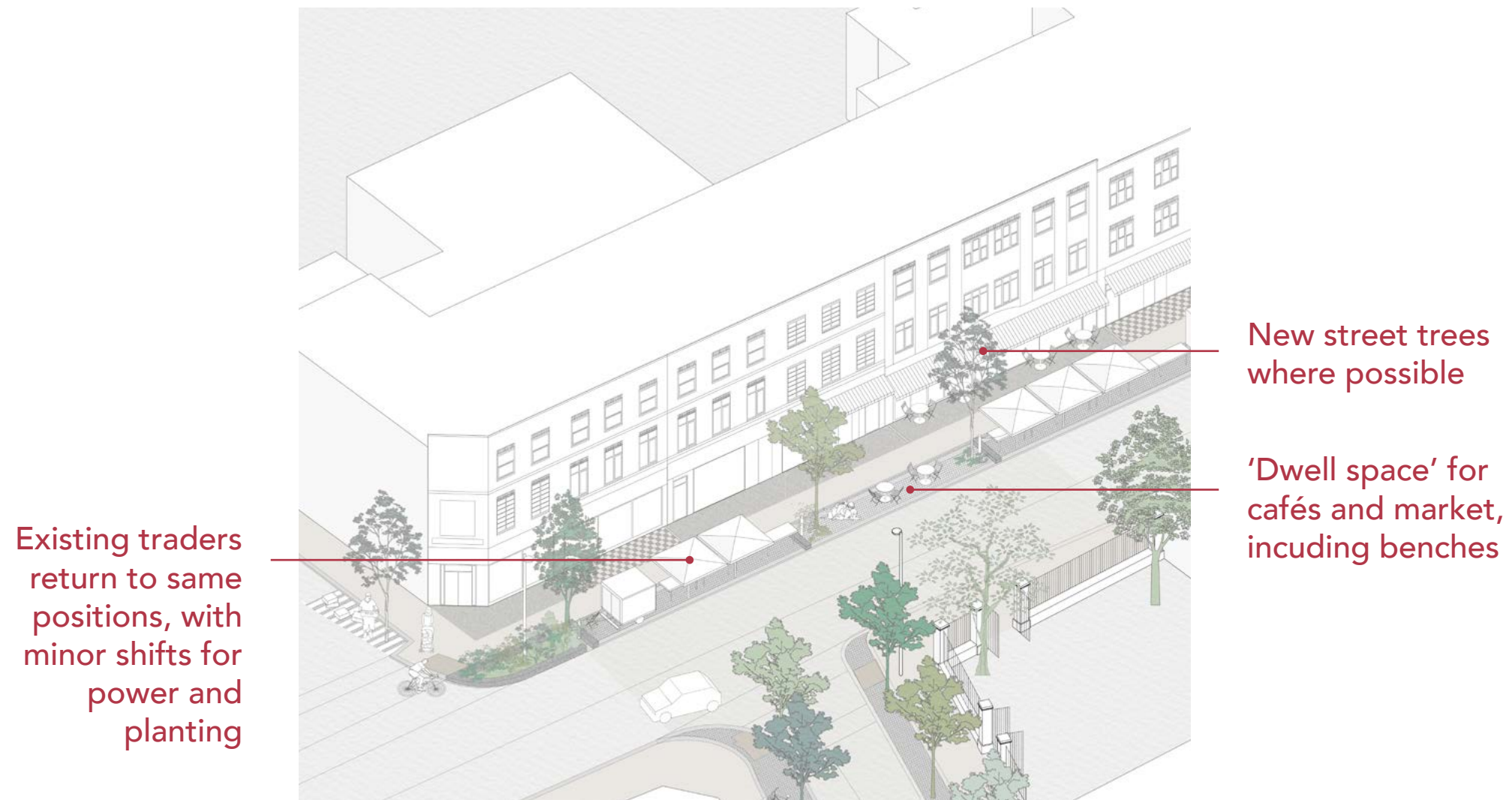
40 power bollards  
for traders and  
electric vehicles

'Dwell space'  
for cafés and  
market, including  
benches

All market bays  
brought up to  
pavement level

Edge of market  
bay is marked by  
feature paving

Artist's impression of a proposed typical market bay



Existing traders  
return to same  
positions, with  
minor shifts for  
power and  
planting

New street trees  
where possible

'Dwell space' for  
cafés and market,  
including benches

Aerial view of a proposed typical market bay

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What have you told us?

Cafes and other food businesses would benefit from outdoor seating areas

Unused space between crossing and parking bays



Good quality facades contribute to the street character

Side streets are used by traders for storage and loading

Photograph of existing corner

What are the proposed improvements?

Improved street lighting

Street trees

'Green Corner'  
Side street corner available for seating and planting



'Working corner'  
Side street corner for managed loading and deliveries

Artist's impression of a proposed corner

'Green Corner'  
Side street corner available for seating and planting

Street trees



'Working corner'  
Side street corner for managed loading and deliveries

Aerial view of a proposed corner

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What have you told us?

Good quality, mature trees in church yard

No pavement on west side of road



Road junction dominates southern approach to North End Road

Photograph of existing South Gateway

What are the proposed improvements?

Pavement widened and vehicle junction minimised

Pavement added to improve pedestrian access to churchyard



Changes to pavement and market bays to create a better pedestrian route

Pavement widened to give more space to pedestrians and space for cafe seating

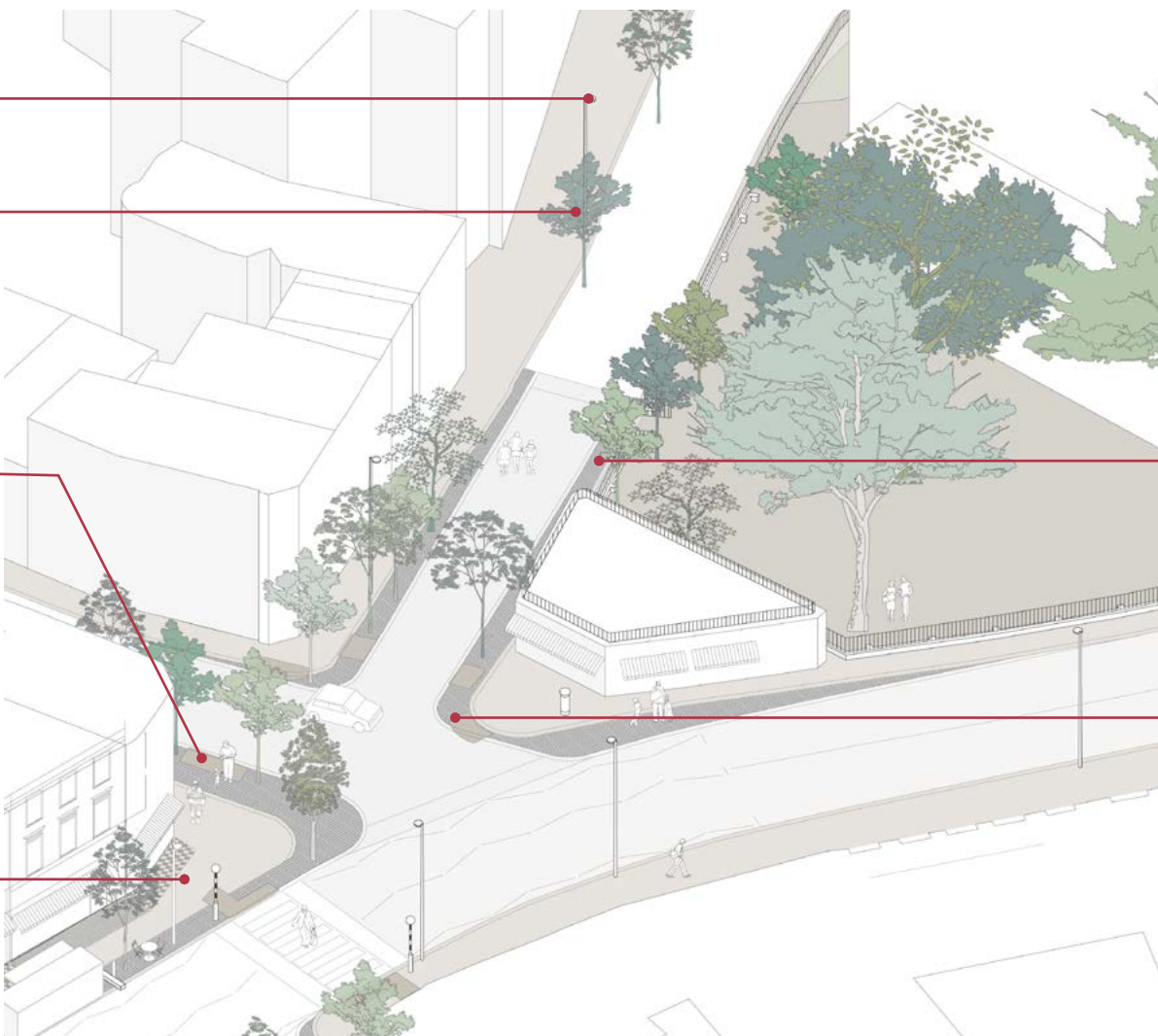
Artist's impression of proposed South Gateway

Improved lighting

New street trees where possible

Pavement widened to give more space to pedestrians and space for seating

Changes to pavement and market bays to improve pedestrian route



Pavement added to improve pedestrian access to churchyard

Pavement widened and vehicle junction minimised

Aerial view of proposed South Gateway

These drawings show artists' impressions of the current design proposals, which are subject to further technical development and cost review.



What have you  
told us?



Gloomy fencing  
around substation

Wide road is not  
friendly for  
pedestrians

Unwelcoming  
wall with  
signage and  
advertisements  
dominating  
approach to  
North End Road

Poor quality  
paving with  
multiple  
manholes

Photograph of the existing North Gateway

What are the  
proposed  
improvements?

Signage removed  
and replaced with  
mural

Decorative fencing  
with trellis for  
climbing plants

Red brick paving  
circle defines an  
area for seating

Improved  
pedestrian  
crossing



Artist's impression of the proposed North Gateway

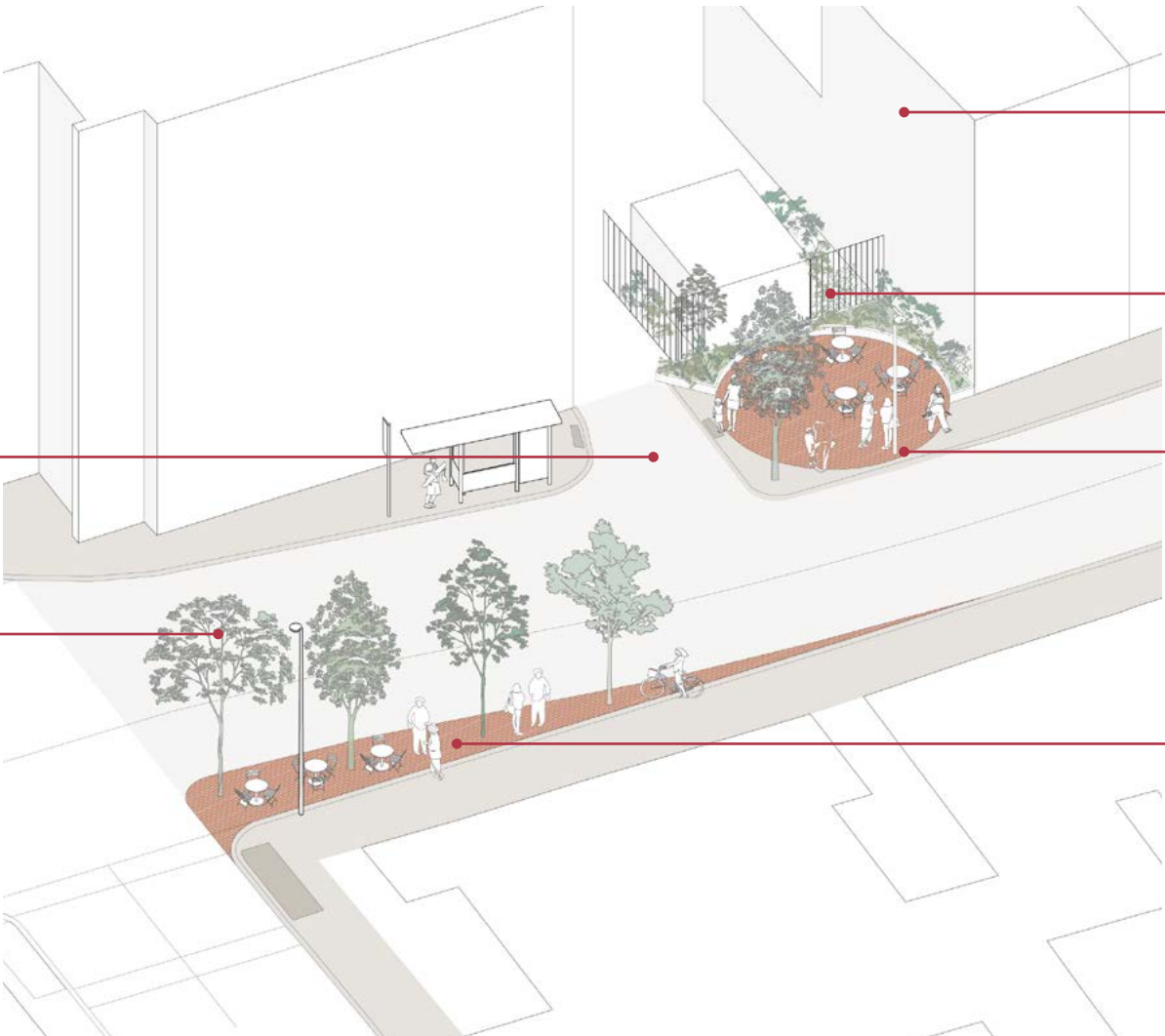
New street trees  
where possible

Improved street  
lighting

Pavement  
widened to  
create space for  
seating, trees and  
bicycle parking

Improved  
pedestrian  
crossing

New street trees  
where possible



Aerial view of the proposed North Gateway

Signage removed  
and replaced with  
mural

Decorative  
fencing and  
climbing plants

Red brick paving  
circle defines an  
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Pavement  
widened to  
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# NORTH END ROAD

## A COMMUNITY-LED REDESIGN

JUNE 2021

**BOARD 7 - CLEM ATLEE**

What have you told us?

Existing signage with characterful lettering

Unwelcoming route leading to Clem Attlee Estate



Mid-Century character contributes to the streetscape

Buses increase shading and narrow pavement

Parade with successful local businesses

Bus bay layout prioritises cars over buses and pedestrians

Photograph of Clem Attlee Parade as existing

What are the proposed improvements?

New street trees

Bus stop moved out and infilled to widen pavement

New paving to complement building facade



'Clem Attlee Court' signage cleaned

New lighting in parade

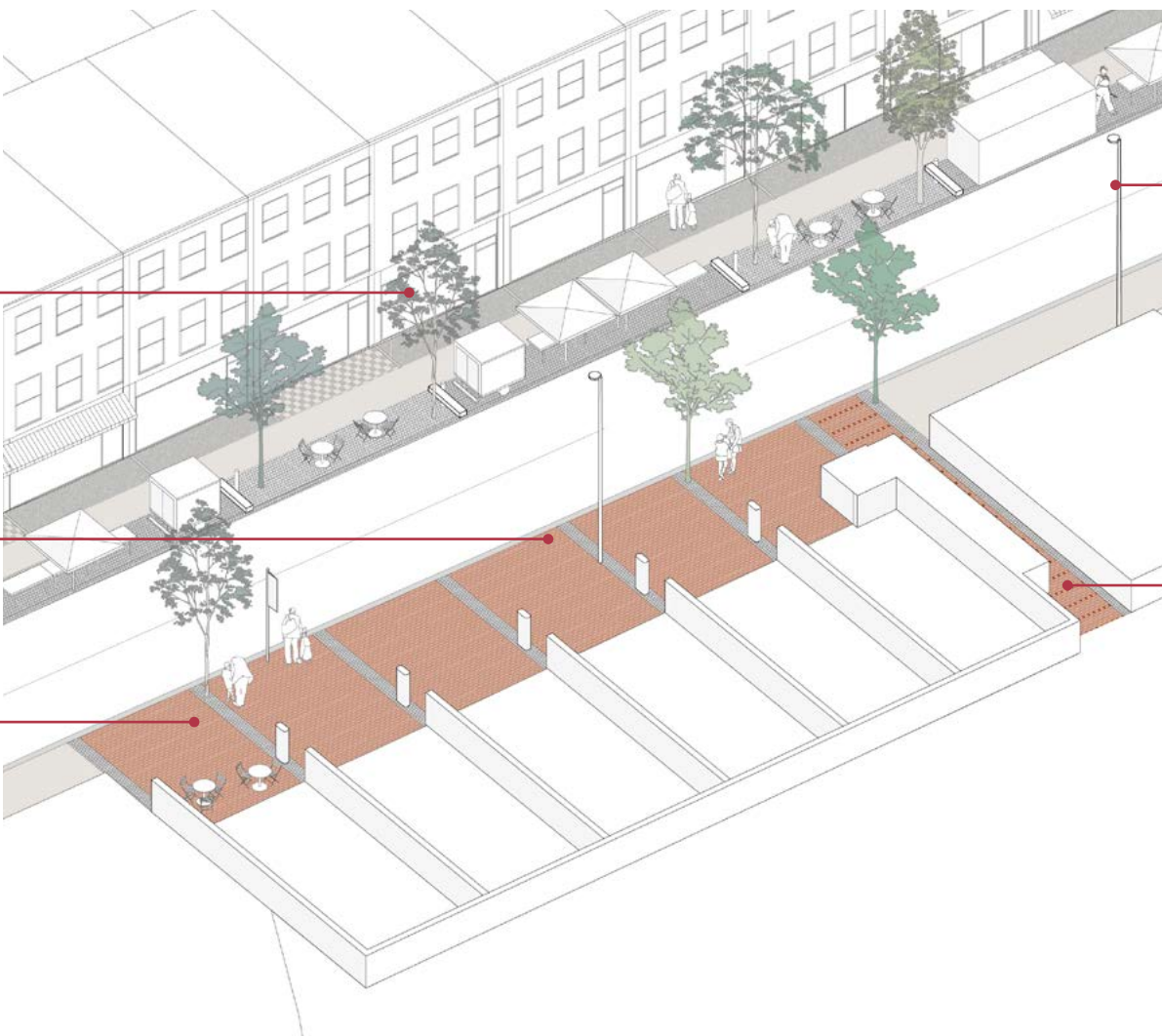
New paving to complement building facade

Artist's impression of the proposal for Clem Attlee Parade

New street trees

Bus bay moved out and infilled to widen pavement

Potential for new benches



Improved lighting

Paving and lighting continues into alleyway

Aerial view of the proposal for Clem Attlee Parade

These drawings show artists' impressions of the current design proposals, which are subject to further technical development and cost review.



What have you  
told us?

Car park  
for shoppers

Public realm  
prioritises cars



Santander Cycles  
not visible from  
North End Road

Photograph of Coomer Place as existing

What are the  
proposed  
improvements?

Potential location  
for new building  
serving markets  
and community

Santander Cycles  
moved closer to  
North End Road

Pavement  
widened



Surface treatment  
to indicate  
pedestrian priority

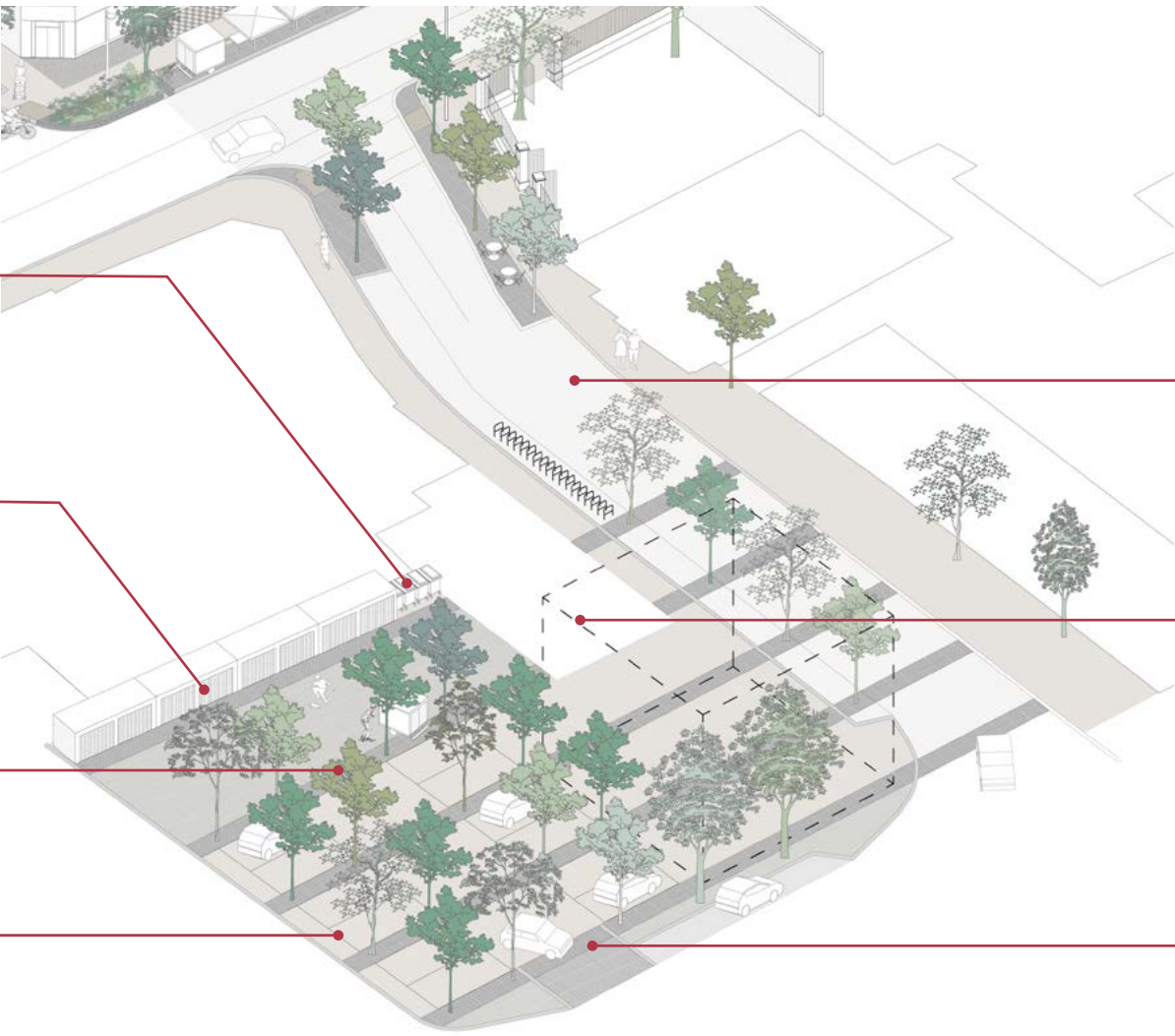
Artist's impression of Coomer Place as proposed

Market refuse  
area

Storage space for  
market traders

New trees between  
parking spaces

Upgraded paving  
treatment



Surface treatment  
to indicate  
pedestrian  
priority

Potential location  
for new building  
serving markets  
and community

Car park layout  
made more  
efficient by  
moving entrance

Aerial view of Coomer Place as proposed

These drawings show artists' impressions of the current design proposals, which are subject to further technical development and cost review.



### **What will happen next?**

The drawings that we are showing you today are artists' impressions of the current design proposals. These are subject to further technical development and cost review.

We want to talk to you about the designs and hear your feedback. After this, we will continue to share our progress with you at each stage. Once the plans have been finalised, the building work will be phased to minimise disruption to residents and businesses.

Find out more and have your say at  
[\*\*https://northendroadvision.commonplace.is\*\*](https://northendroadvision.commonplace.is)

Scan here! >

