



# Hogarth Road Public Realm Improvements

Consultation material



THE ROYAL BOROUGH OF  
KENSINGTON  
AND CHELSEA



# Overview

The Council believes there is an opportunity to improve the public realm in Hogarth Road by widening the pavements, improving the street surface and planting new trees.

Hogarth Road is highly visible as people exit the tube station and is one of the oldest parts of Earl's Court.

Improvements to the street would give the local community and visitors a high-quality space to enjoy and provide a pleasant setting for the vibrant collection of shops and small businesses.

## Initial feedback

The key points we have heard from local people and businesses are:

- There is a good community atmosphere with many established local businesses
- Vehicle access should be retained
- A designated loading bay for deliveries would be helpful
- The area feels unsafe, especially in the evenings
- There is anti-social behaviour including people urinating in the street, affecting how businesses can operate and creating an unpleasant environment
- A market could work well here
- The pavement is dirty and stained, piles of rubbish bags tend to accumulate
- There is a collection of Filipino businesses here and in the immediate area that make it a centre for the Filipino community
- The Ginko tree is a problem in autumn when smelly, sticky fruit litters the pavement







Above: plan showing viewpoint

## Vision for Hogarth Road

*\*This drawing is intended to give an impression of how public realm improvements could transform the street. Please note, it is not a detailed proposal. Exact finishes and materials will be subject to detailed design.*



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# Proposed plan

This plan shows various changes to Hogarth Road which, taking into consideration the initial feedback about the street from local people and businesses, would improve the public realm. We would like to hear your thoughts about the suggested changes.





## Designing out anti-social behaviour

To address the problem of urination and other anti-social behaviour in the area between the Health & Wellbeing Centre and The Tanning Shop, we have identified the following opportunities to reconfigure this part of the street:

1. A planted area behind railings to reduce the impact of urination
2. An additional route into the Health and Wellbeing Centre to discourage loitering in the corner
3. A green area with low-level planting around the existing tree, to reduce the impact of the seasonal falling fruit
4. Potential to include seating

We need your feedback on the ideas for a reconfiguration of this area.





# Further detail and inspiration

This page sets out the ideas and additional information for certain aspects of the proposed changes to Hogarth Road. We would like to hear your reactions. Please note, the images are indicative only.



## Drainage

Sustainable drainage features, such as in Chelsea Green (*left*), will be used where possible.

## Greening

A new planting bed could be created below the existing Ginkgo tree to absorb some of the falling fruit and provide a seating area, such as in this example in Princes Circus in the West End (*below*).

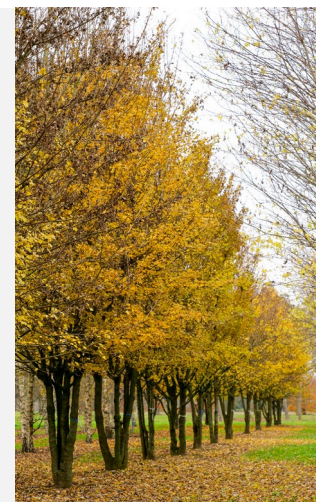


## Weekend market

Wider pavements would allow for a small weekend market, such as a farmer's market, to be held without closing the road to traffic.

## New trees

Upright varieties with high particulate absorption to improve air quality such as a Field Maple (*right*) would be selected. The location and quantity of new trees may need to be adjusted at detailed design stage.



## Outdoor tables and chairs

Over Under Café's temporary use of parking bays for tables and chairs has been successful in creating activity on the street and slowing down traffic. The space created by wider pavements would allow other cafés and restaurants along the street to apply for outdoor seating licences.



## Paving and surfacing

New paving of the road and pavements would unify the space and give a high-quality feel to the street. There would be a kerb to distinguish pedestrian areas from traffic.

## Street furniture

Bollards and trees would protect the pavements from vehicles. There may be an opportunity for public art, such as feature bollards or designs etched into paving. Other facilities that may be included in the detailed design include cycle parking and power for market stalls.



## Parking and deliveries

All the existing visitor parking spaces would be removed, replaced by four delivery bays to service local businesses (*right*). Six new visitor spaces are proposed within the existing residential parking zone on Hogarth Road. The Council's 2022 parking occupancy surveys show that there is availability of spaces for residents on Hogarth Road during the day with higher demand overnight. The visitor spaces and delivery bays would therefore be available overnight for resident permit holders.

