


Executive Decision Report

<p>Decision maker(s) at each authority and date of Cabinet meeting, Cabinet Member meeting or (in the case of individual Cabinet Member decisions) the earliest date the decision will be taken</p>	<p>Cabinet Member for Planning Policy, Transport and Arts</p> <p>Date of decision (i.e. not before): 18 January 2016</p> <p>Forward Plan reference: 04692/16P/A</p>	 <p>THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA</p>
<p>Report title (decision subject)</p>	<p>GOLBORNE ROAD IMPROVEMENTS: RESULTS OF CONSULTATION</p>	
<p>Reporting officer</p>	<p>Director for Transport and Highways</p>	
<p>Key decision</p>	<p>Yes</p>	
<p>Access to information classification</p>	<p>Public</p>	

1. EXECUTIVE SUMMARY

This report describes the public consultation responses to the improvement proposals for Golborne Road, gives officers' comments on those responses, and seeks your approval to implement the proposed scheme.

2. RECOMMENDATIONS

- a) You approve the scheme as shown in the designs in Appendix B,
- b) You approve the making of the traffic management order changes to alter the echelon parking to kerbside parking and to convert two pay and display parking spaces to resident permit parking.

3. REASONS FOR DECISION

- 3.1 Having considered representations made during the consultation, I have set out officer comments on them, and believe it is appropriate to proceed to detailed design and construction of the Golborne Road Improvement scheme as

proposed in the consultation document (copy in Appendix B) and summarised in paragraph 4.4 below.

4. BACKGROUND

- 4.1. In 2014 the Council consulted residents and businesses on Golborne Road in the immediate vicinity on proposals to improve Golborne Road. No consensus emerged from that consultation, with particular elements of the scheme proving unpopular with some members of the community. It was clear that the overwhelming desire of many who responded to this consultation was to ensure that the street's unique character was maintained. Widening the footway, although liked by some, was unpopular with many respondents.
- 4.2. In November 2014, following a public meeting, we set up a working group to look again at the project and to develop proposals that would have the support of local people. This working group consisted of representatives of the Golborne Forum; the newly formed Golborne Association; individual residents; market traders and shop owners, together with ward councillors and officers responsible for the management and promotion of the market. The working group was chaired by the Cabinet Member Planning Policy, Transport and the Arts.
- 4.3. The Golborne Road Working Group identified the things that the community likes about Golborne Road and would like to keep and the elements that they would like to be improved. We have worked with the group over the past ten months to develop proposals which take these issues into consideration.
- 4.4. The main features of the proposed scheme are:
 - Maintaining existing footway and carriageway widths
 - Raising the market stall/parking area to pavement level to solve the existing drainage problems, provide a better environment for outdoor seating and market trading and make the area easier to clean and maintain to a high standard
 - Repaving, with porphyry for the traders' bays/parking areas and artificial stone for the pavements
 - New heritage style streetlights suitable for hanging banners and Christmas decorations, to make the road brighter and more evenly lit, giving better visibility at night to improve safety.
 - Raised tables at the junctions with Portobello Road / Bevington Road and Wornington Road to improve road safety for pedestrians by helping to improve accessibility, and reduce traffic speeds, particularly at times when the market is closed and the road is less busy.
 - Additional trees to improve air quality and enhance the appearance of the street.

- Replacing the angled parking bays at the north end of the road with bays parallel to the kerb to open out views along the street and across the railway bridge which will improve connectivity and provide a consistency in the streetscape.
- 4.5. At its last meeting on 31 May 2015 the Working Group agreed that the proposals adequately reflected the views on the group and that we should consult the wider community. In order to maximise the number of responses we delayed the consultation until after Ramadan and the school summer holidays, the Council consulted all residents and businesses within Golborne ward, including the market stall holders, on these proposals.
 - 4.6. The consultation documents gave respondents a choice of “yes”, “no” or “no opinion” for the scheme as a whole and gave them the opportunity to make comments.
 - 4.7. A total of 6,400 consultation documents were sent out with a deadline for responses of 23 October 2015. A copy of the consultation booklet is shown in Appendix B.
 - 4.8. This report outlines the responses to this consultation and describes the comments received.

5. ISSUES

- 5.1. Although the representatives of the Golborne Association (GA) present at the last meeting of the Golborne Road Working Group had agreed that we should proceed to consultation on the proposals presented to the group, they subsequently withdrew their support claiming that the proposed scheme was too radical and arguing that the proposed repaving of the market stall area amounted to widening the footway and narrowing the carriageway. They also objected to the presentation of only two options – ‘yes’ or ‘no’ rather than allowing people to pick and choose individual elements.
- 5.2. The GA embarked on a campaign encouraging people to reject the proposals (see Appendix C). Using photocopied questionnaires, adding in an additional category of visitor, they gathered names and addresses, from the consultation area and beyond (other wards within the Borough, other parts of London, other parts of the country and one from the USA), opposing the proposals. It is not clear from these submissions whether people had actually seen the details of the proposal and the reasoning behind them as set out in the consultation document. These 265 questionnaires were submitted to us as a package by representatives of the GA with each response individually numbered.
- 5.3. In addition to this an online petition opposing gentrification of Golborne Road was also established (see Appendix D).
- 5.4. The petition was entitled “Save Golborne Road” and the prayer of the petition read: “To Councillor Timothy Coleridge, please protect the soul of this iconic

market street. The council's proposed development will squeeze out traders and threatens a vibrant community of people. We urge you to change course and keep the spirit of Golborne Road alive."

- 5.5. This petition was signed by people within the consultation area and from as far away as Jersey and the Shetland Islands. The Council received a paper copy of the petition detailing 3085 names, 182 (6%) were from addresses within the consultation area.
- 5.6. During the consultation period, which we extended to Monday 2 November, we received a total of 141 completed questionnaires from residents and businesses within the consultation area. This equates to a response rate of 2.3%. Of the total, 57 responses were received from Golborne Road residents and businesses (32 frontages, 25 stall holders) , the remainder were from elsewhere within the wider Golborne ward.
- 5.7. A total of 106 (75%) responses were in favour of the proposals. Of the Golborne Road frontages (shops, businesses and residents) and stall holders 38 (66%) were in favour of the proposals (67% frontages, 64% stall holders).
- 5.8. The Golborne Forum, which is represented on the Golborne Road Working Group, discussed the proposals at their September meeting and endorsed the plan.

Comments

- 5.9. A number of respondents took the opportunity to make comments on the proposals. There were four main types of comments:
 - Those from people who agreed with the proposals and wished to express their support
 - Those who disagreed with the proposals
 - Those who wished to make additional suggestions
 - Those who had specific queries
- 5.10. Issues of concern raised by respondents who disagreed with the proposals included worries that improvements would result in higher rents and gentrification; that the market would be disrupted and that widening the footways would prevent traders' vans from parking and would adversely affect traffic flow. They were also concerned that drivers would be confused about the parking areas. Some respondents opposed to the scheme, particularly stall holders, were concerned about disruption affecting trade during the works
- 5.11. Many of the respondents who opposed the scheme agreed that improvements to drainage were necessary but wanted a simpler solution.

- 5.12. Some respondents supported the proposals but had concerns about specific elements. These included the proposals to remove the existing traffic islands, the choice of artificial stone paving (ASP) rather than natural stone for repaving the footways.
- 5.13. Additional suggestions included extending the scheme over the bridge to the Trellick Tower estate; making Portobello Road two-way for cyclists; removing double parking; widening the pavements; more CCTV cameras; an additional zebra crossing outside Bevington school; electricity supply for traders on both sides of Golborne Road; Crossrail at Sainsburys; better lighting around Trellick Tower.

Officer response

- 5.14. Residents' and businesses' concerns about rent increases are understandable. However, there are many factors influencing the level of rents and minor changes such as those proposed are unlikely to be a defining factor.
- 5.15. Some of the concerns raised are unfounded, based on a misunderstanding of the proposals. As the footways will not be widened there will be no effect on parking or on traffic flows.
- 5.16. The drainage solution that forms part of the proposals is the simplest solution possible. It would drain the footways and stall/parking areas down towards the carriageway and avoid the current problems of frequent blocking of the drainage channels behind the kerb build-outs. A low kerb will allow vehicles to drive onto the parking spaces whilst maintaining a water check (approximately 15mm in height).
- 5.17. There will be clear delineation between the footway and the stall/parking area through the use of different surfacing materials and the retention of feeder pillars for electricity power supply to market stalls. The provision of parking areas at footway level is not unusual and has been successfully implemented in many areas throughout London. It is therefore unlikely that drivers would be confused. These areas will be clearly marked.
- 5.18. We are proposing the removal of the existing islands at the two zebra crossings and the island on Swinbrook Road. The removal of the islands at the zebra crossings will not adversely affect road safety for pedestrians crossing the road as all traffic must give way to pedestrians on the crossing. The island on Swinbrook Road restricts access to the road when traders' vehicles are parked and its removal will enable us to rationalise parking for traders' vehicles in Swinbrook Road without blocking access.
- 5.19. Whilst some disruption is inevitable during the construction period, we will ensure that the works are phased to keep any disruption to an absolute minimum. There is sufficient space to allow all market traders to continue to trade, although they will need to relocate temporarily to alternative locations within the street as the

works progress. We will ensure that access to shops, cafes and other businesses is maintained at all times.

- 5.20. As we have already explained to the Golborne Working Group, we decided to ask for a simple yes/no response as the various elements combine together to create a cohesive entity. The comment box on the questionnaire gave respondents the opportunity to comment on specific aspects of the proposed scheme.
- 5.21. Some of the suggestions are beyond the scope of the current project but there is the potential for a phase 2 of the scheme to extend beyond the bridge to include the area around Trellick Tower.

Officer comments on the petitions:

- 5.22. One copy of the consultation booklet was sent to each household and business in the area, plus the market traders, with the expectation of one response per address of those who live and work in Golborne. The consultation booklet provided details as to the how the project had developed and provided reassurances as to the aims of the scheme. In contrast, the on-line petition, which made little reference to the detail of what was being proposed, and the photocopied questionnaire submission by the GA had no such restrictions. This has resulted in multiple responses from a number of addresses.
- 5.23. Although the concerns raised are important, it is also important to note that the petitions did not provide any information about the scheme and as a consequence some of these concerns were unfounded, being objections to elements that are not being proposed.
- 5.24. With multiple responses from a number of addresses and the wide geographical spread of responses, the majority from addresses outside the consultation area it is difficult to gauge the strength of the comments, their understanding of the existing situation, how the scheme has developed and assurances provided in the consultation booklet.

Other Correspondence

- 5.25. During the consultation period the Leader of the Council and the Cabinet Member for Planning Policy, Transport and Arts both received a number of individual letters about the proposals. These letters had a similar theme and were all concerned about potential gentrification of Golborne Road. The Evening Standard published an article in its issue of 20 October and a response from the Council on 22 October (see appendix E).

Parking changes

- 5.26. The existing echelon parking spaces that will be altered to kerbside parking are currently resident permit parking spaces. This alteration will result in the loss of two spaces. In order to compensate for this loss we propose to convert two pay

and display spaces on the bridge to resident permit spaces. These are the closest two spaces to the remaining residents' spaces and are currently among the least used pay and display spaces in the area.

6. OPTIONS AND ANALYSIS

- 6.1. The online petition and the representations made by the GA show the strength of feeling and support for maintaining the current vibrancy and character of Golborne Road. However, the objections are based on a misunderstanding of the proposals.
- 6.2. Having considered the responses and comments from local residents and businesses to the Council's formal consultation, officers consider that there is sufficient support for the proposals from residents and businesses in the consultation area.
- 6.3. The proposals are fully funded from the capital budget and support through the Local Implementation Plan funding through Transport for London. A capital bid has been in the Council's programme for a number of years. If you approve the proposals we would aim to start work in Spring 2016 with an estimated construction period of 12 months.
- 6.4. The options presented to you are:
 - i) To approve implementation of the scheme as proposed. This is the option I recommend.
 - ii) To do nothing

7. CONSULTATION

- 7.1. The report describes the public consultation undertaken on the improvement proposals for Golborne Road.

8. EQUALITY IMPLICATIONS

- 8.1. The Council has had regard to its' public sector equality duty contained in Section 149 of the Equality Act 2010 and considers that there are no equality implications arising from the modest changes to the street layout that are proposed in this report.

9. LEGAL IMPLICATIONS

- 9.1. The proposals contained in this report can be carried out pursuant to Part V of the Highways Act 1980 and Section 45 of the Road Traffic Regulation Act 1984.

10. FINANCIAL AND RESOURCES IMPLICATIONS

- 10.1 The estimated cost of implementing the proposals is £880,000. This work will be funded from the capital budget.

Mahmood Siddiqi
Director for Transport and Highways

Cleared by Finance (officer's initials)	GH
Cleared by Legal (officer's initials)	LLM

Local Government Act 1972 (as amended) – Background papers used in the preparation of this report

None

Contact officer(s): Lis Loebner, Senior Traffic Engineer, lis.loebner@rbkc.gov.uk

020 7361 3747

Other Implications

1. *Business Plan: None*
2. *Risk Management:*
3. *Health and Wellbeing, including Health and Safety Implications: The proposed raised tables will help to improve road safety, particularly for pedestrians, by helping to reduce traffic speed. Improved drainage will prevent pools of stagnant water accumulating.*
4. *Crime and Disorder: None*
5. *Staffing: None*
6. *Human Rights: None*
7. *Impact on the Environment: The proposed improvements will enhance the local environment and additional trees will help improve air quality*
8. *Energy measure issues: None*
9. *Sustainability: See item 7*
10. *Communications*

APPENDICES B to E – see separate files.



Golborne Road Improvements



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Dear resident/local business,

Golborne Road improvements

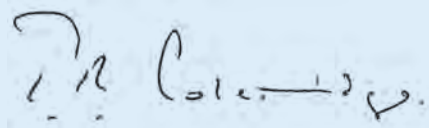
You may remember that last summer we asked for your views on proposals to improve Golborne Road. We asked for your opinions on two alternative road layouts together with a number of other features. Although many of you gave us your views, there was not a clear consensus. It also became apparent that proposals reducing the width of the road were unpopular with some members of the community and that others matters, such as drainage, needed more attention.

In November, I asked local representatives to join me in setting up a Golborne Working Group to examine the project again. Since then, the Golborne Forum, the newly formed Golborne Association and individual Golborne Road residents, market stall and shop owners have been working with us to look at all the issues and to develop proposals that would have the support of local people.

I would like to thank the Golborne Forum, Golborne Association, local residents and businesses – their contribution has contributed to a better design that truly has the input from local residents and retains the character of Golborne Road. I would especially like to thank the enormous contribution and advice given by Susie Parsons who very sadly passed away earlier this year and will be greatly missed.

I feel that we now have a design that would successfully tackle the existing problems and make the road more attractive to residents, traders and visitors without compromising its unique character.

I hope you agree and I look forward to hearing your views on the proposals.



Councillor Timothy Coleridge



We have worked with the Golborne Road Working Group and identified the things that the community liked about Golborne Road and wanted to keep. These are:

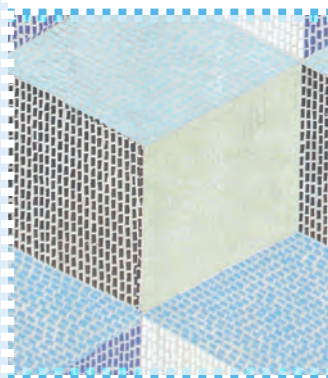
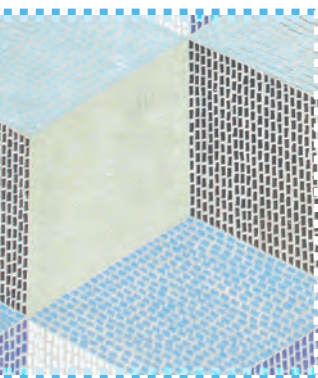
- The existing widths of the pavements and road
- An eclectic mix of shops and traders with informal seating
- The market and street food stalls
- Visitor and tourist footfall

and above all the diversity, informality and vibrancy of the area.



We also looked at the things the community wanted to be improved:

- The signage for the market and Portobello Road
- Road safety
- Management of the market
- Parking issues
- Poor drainage
- Tired pavement surfaces



We have worked with the local community and listened to all views raised by the Working Group to produce the proposals shown overleaf.

Golborne Road Plan

- Key
- Market bays/Parking
 - Lamp Column
 - Existing Tree
 - Proposed Tree



Raised table at junction to slow traffic

Improved pedestrian route across Bevington Road



Angled parking bays replaced with parallel bays

Raised table at junction to slow traffic

Traffic islands removed

Centre island in Swinbrook Road removed



Pavement and trader bay area



The main features of the proposed layout are:

- **Raising the stall area to pavement level** – this will solve the drainage problems and provide a much better environment for outdoor seating as well as making it easier to clean and maintain. Cars will still be able to park in this area when the market stalls are not there
- **Repaving** – all pavements will be repaved in artificial stone with trader/ parking bays paved in a distinctive complementary porphyry material
- **New streetlights** – the new heritage style design will be suitable for hanging banners and Christmas decorations. The road will be brighter and more evenly lit for better night time visibility
- **Raised tables** – will improve road safety for pedestrians by keeping traffic speeds lower, particularly when the market is closed
- **Five more trees** – trees reduce pollutants and produce oxygen, they create a sense of well being as well as making the street more attractive. All trees will be in existing kerb build outs
- **Replacing the angled parking bays** at the north end of the road with parallel bays. This will improve the connectivity of Golborne Road and views through to the railway bridge. However, this will mean an overall loss of two pay and display parking spaces

We have considered carefully all elements of this design in close consultation with the Working Group and we are confident it will enhance Golborne Road without losing its distinctive character. Because of this, we are asking you to give a straightforward yes or no answer to show whether you support the proposals as a whole, rather than asking opinions on individual elements of the design.

What happens next?

If the local community is in favour of the proposals, we will continue developing the design and programme works to start in spring 2016. The scheme is likely to take around 12 months to complete but we will work with residents and traders to minimise disturbance.

If the proposals are rejected, the funds that the Council had identified for the project would be used elsewhere in the Borough. However, repairs to the road and pavements in Golborne Road would need to be carried out in the next couple of years as part of the Council's highways maintenance programme. This is likely to cause a similar degree of disruption but would be limited to maintaining the existing without considering all the other issues raised by the community.

Information from this document can be made available in alternative formats and different languages. If you require further assistance, please contact Lis Loebner on **020 7361 2802** or email at **GolborneRoadConsultation@rbkc.gov.uk**

Please fill in the questionnaire and return it to us by **23 October 2015**.

Royal Borough of Kensington and Chelsea
Town Hall
Horton Street
LONDON
W8 7NX



Business Reply
Licence Number
RSLC-CACS-HYXZ



THE ROYAL BOROUGH OF
KENSINGTON
AND CHELSEA

Questionnaire

Name.....

Address.....

Post Code.....

Are you?

A local resident? A local business A local shop holder A stall holder

Do you wish to see the proposed scheme introduced?

Yes No No opinion

Comments

Information from this document can be made available in alternative formats and different languages. If you require further assistance, please contact Lis Loebner on **020 7361 2802** or email at **GolborneRoadConsultation@rbkc.gov.uk**

Thank you for completing the questionnaire. Please return it to us by **23 October 2015**.

Dear All,

Following the release of the Consultation and having been ignored. It is now time to fight back.

The fact that the consultation is an all or nothing vote proves that we've been ignored and frankly it stinks. It feels like a stitch up. Despite trying every reasonable way to persuade them, the Council are not interested in less radical ways of improving the drainage and parking - they didn't even consider increasing storage space for traders. They'd rather sell space for more houses - the garages in Munro Mews are due to be made into more un-affordable housing. Despite having agreed a parking solution in Swinbrook Rd they've decided to wrap this into the radical changes so we can't support that idea without voting for a designer street

There are two things you can do now and more planned:

1. Responses to the actual consultation: Please can you all reply to the consultation. I've attached the pdf and there are paper copies in various locations on Golborne And please post them through the doors of No 72, 66 or to Arbon Interiors or Bazaar. We will scan them, and post on to RBKC so that we know how many have been sent.
2. We need as many letters sent to the leader of the Council as possible. Below is a draft. If you do send a letter please can you let us know so that we can keep count. We need to have more than 1,000 so says our MP. And please can you forward the email/letter to the Leader of the Council to as many sympathetic people that you know.

If you have any other ideas that might help please let us know.

Will

This is the DRAFT letter - feel free to adapt and make your own:

Councillor Nicholas Paget-Brown
Councillor for Brompton and Hans Town Ward and Leader of the Council
Kensington Town Hall
Hornton Street
LONDON
W8 7NX
020 7361 2114 (PA at the Town Hall)
020 7352 1650 (Home)
leader@rbkc.gov.uk
Cllr.Paget-Brown@rbkc.gov.uk

Dear Councillor Paget-Brown,

Consultation on Golborne Road Improvements

I am writing to you because I live/work on Golborne Road or nearby or I regularly frequent Golborne Road....[please adapt]

I am writing to you as leader of the Council because I object to the current consultation on Golborne Road improvements. Despite efforts to try and find a reasonable solution, we have been provided with a consultation that gives us an all or nothing vote on improvements. We can only obtain what we need if we accept a radical makeover of the street. There needs to be a middle way.

The two vital things that are needed are better drainage and solutions to the parking congestion on market days. The plan in the consultation does attempt to address those needs but by voting for those changes we will vote for the street to be radically changed.

Many people directly affected feel that the consequent disruption will put traders out of business, and, like the congestion charge, change visitor patterns and thus threaten the business of the shops. Further, that the proposed changes will force a new type of streetscape that not only is not wanted or in keeping with who we are but also paves the way for rent hikes which will make shopping less affordable and thus push people out of this ward.

Does the Council really want to be endangering the economic balance of Golborne Road? It is fast becoming one of the most sought after areas precisely because it develops organically and is a haven for a diverse cross section of society. The current plans put this in danger.

Please can we have a less radical option where the drains can be improved, parking resolved - how about more convenient storage for the traders? - and for Golborne Road to remain a vibrant market street that serves everybody.

We feel like turkeys voting for Christmas: We can't get our drains and parking sorted out without the street having the sort of makeover that could damage it forever. And once its gone it will never come back.

So, please can we have an option for a middle way - where we can have our needs addressed without radical change.

Thank you.

SAVE GOLBORNE ROAD



Campaign created by
Bella Freud

TO: COUNCILLOR TIMOTHY COLERIDGE



Please protect the soul of this iconic market street. The council's proposed development will squeeze out traders and threatens a vibrant community of people. We urge you to change course and keep the spirit of Golborne Road alive.

Why is this important?

Golborne Road is one of the few remaining authentic markets in West London. You can still get a bargain antique, a good piece of vintage and a tasty meal from the food stalls and cafes.

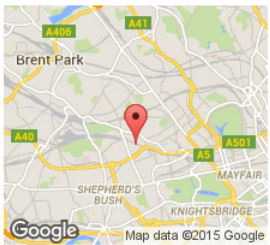
The Royal Borough of Kensington and Chelsea wants to gentrify it by widening the pavements and adding a complicated drainage system. A long period of disruption will harm people's livelihoods and could change the area forever.

All of us love this unique place for its friendliness and sense of community. We refuse to see this spirit replaced with chain stores and expensive boutiques.

If you want to save Golborne Road as we know it, please sign this petition.

Category: Culture/Community Planning

3,766
of 4,000 signatures



- FACEBOOK
- TWITTER
- EMAIL

Flag this petition for review

REASONS FOR SIGNING

Marissa B. 4 days ago

“ Culture, life, authenticity, real london, that's why.

SIGN

First Name *

Last Name *

Email *

Postcode *

SIGN

Your personal information will be kept private and held securely. By submitting information you are agreeing to 38 Degrees keeping you informed about campaigns and agree to the use of cookies. [Privacy policy](#)

Last signed by:

- Gerard M.**
about 3 hours ago
- adele w.**
a day ago
- Sophie B.**
2 days ago
- Marc A.**
2 days ago



Speaking out:
Leon founder John Vincent and wife Katie Derham oppose the revamp of Golborne Road

Katie's husband plan to 'gentrify'

John Dunne

MORE than 3,000 people have signed a petition against plans to revamp a west London street, fearing "back-door gentrification" will sound the death knell for independent businesses.

Campaigners, backed by the entrepreneur husband of Strictly Come Dancing's Katie Derham, will hand in a petition against plans for Golborne Road to Kensington and Chelsea council tomorrow.

They say the plans for the road, near Ladbroke Grove, could force out the independent shops and market traders who give the area its character.

Protesters claim that it could become an extension of nearby tourist magnet Portobello Road, with higher rents for residents and businesses.

The fight echoes that of the antiques traders in Portobello Road when the fashion chain All Saints moved in. That 2010 protest was featured in the Standard's Save Our Small Shops campaign. Traders on Golborne Road now fear the chain stores are circling on them.

Kensington and Chelsea's plans include installing new street lights, raising some of the pavements and planting new trees. The market traders say the works themselves will halt business while they are being carried out.

A consultation with the community ends on Friday.

John Vincent, co-founder of the Leon restaurant chain and husband of news-caster Derham, said: "I hang out in



Golborne Road a lot, I love it and so does Katie. It is not right that these areas with interesting independent businesses are being obliterated by gentrification. I have a restaurant chain but I would not open in an area like Golborne. These places need to be protected. Opening at Canary Wharf is one thing but these enclaves have a unique charm."

Wendy Mandy, 63, vice chairwoman of the Golborne Association, said: "This is back-door gentrification. It is all about making it harder for traders to operate. They want to make the area like Portobello Road and it will end up just being a boring street with nothing special."

"At the moment we have shops that sell cheap food and more upmarket

strictly against Golborne Road



Fears: Goldfinger furniture factory founders Oliver Waddington-Ball and Marie Cuddebec with, right, employee Beth Wright. Far left, restaurant owner Nora Zomlot

restaurants. We have a mix and that's what makes this road great. The works would cause disruption to find it hard enough to make ends meet and none of the changes are necessary. The council are trying to destroy the tradition of the road and we will fight it."

Nora Zomlot, 25, who owns restaurant Maramia on Golborne Road, said: "We fear the character and charm of the place will be lost. We love it here, it has a real atmosphere and for chains to move in would be a shame."

Beth Wright, 25, who works at the Goldfinger furniture factory in Golborne Road, said families were already being priced out. She said: "I was born on Golborne Road but there is no way I could afford to live here. People have been forced out by the high rents and

things are changing fast." However, Goldfinger founder Oliver Waddington-Ball said: "It's a fact of life that new money and investment will come into areas like this and that is no bad thing. But we have to fight to retain the character and charm of the area and get a balance."

The council has insisted the plans are merely intended to enhance the area.

Timothy Coleridge, Kensington and Chelsea's cabinet member for planning, said: "We have a design that can successfully tackle the existing problems and make the area more attractive to residents, traders and visitors without compromising its unique character. I would urge the local community to look at the proposals and let us know their views."

ALEX LENTATI