

	<h2>Hendon Area Committee</h2> <h3>24 July 2017</h3>
<p style="text-align: right;"><b>Title</b></p>	<p><b>Deansbrook Road Improved Pedestrian Signage</b></p>
<p style="text-align: right;"><b>Report of</b></p>	<p>Strategic Director for Environment</p>
<p style="text-align: right;"><b>Wards</b></p>	<p>Hale and Burnt Oak</p>
<p style="text-align: right;"><b>Status</b></p>	<p>Public</p>
<p style="text-align: right;"><b>Urgent</b></p>	<p>No</p>
<p style="text-align: right;"><b>Key</b></p>	<p>No</p>
<p style="text-align: right;"><b>Enclosures</b></p>	<p>Appendix 1. Drawing number BC/001031-02-100-01</p>
<p style="text-align: right;"><b>Officer Contact Details</b></p>	<p>Jamie Blake – Strategic Director for Environment  <a href="mailto:Jamie.blake@barnet.gov.uk">Jamie.blake@barnet.gov.uk</a></p>

## Summary

This report details the outcome of a site visit to identify suitable locations for pedestrian signage which will direct pedestrians walking between Mill Hill Broadway Thameslink Station and Burnt Oak Underground Station via Deansbrook Road Shopping Parade, HA8.

## Recommendations

1. That the Hendon Area Committee approves the locations indicated on drawing BC/001031-02-100-01, Appendix 1 as suitable for encouraging commuter foot fall via Deansbrook Road Shopping Parade.
2. That the Hendon Area Committee agrees to implement the signage as detailed in this report and shown in Appendix 1.
3. That the Hendon Area committee agrees there is no requirement for a consultation. Therefore the scheme will be implemented without formal consultation.
4. That the Hendon Area Committee, gives instruction to the Strategic Director for Environment to implement the approved signs.

**5. That the Hendon Area Committee note that the costs of the signs can be contained within the original budget and no additional funding is required.**

## **1. WHY THIS REPORT IS NEEDED**

- 1.1 This report is needed as it has been requested that pedestrian signage is put in place to promote a route to take pedestrians from Mill Hill Broadway Thameslink Station via Deansbrook Road local shopping parade and then onwards to Burnt Oak Station (Northern Line) on Watling Avenue.
- 1.2 Councillor Davey raised a member item at the October 2016 Hendon Area Committee in relation to the pedestrian signage. At the meeting the Committee RESOLVED to allocate up to £5000 Area Committee CIL funding for a feasibility study looking at design, purchase and installation costs of directional signage between Burnt Oak Underground Station and Mill Hill Broadway Thameslink Station. It was also resolved that the Commissioning Director for the Environment instruct officers to undertake the feasibility study outlined above and report findings to the meeting of the next Area Committee.
- 1.3 A site visit was held on Wednesday 7<sup>th</sup> June 2017 and the various routes in the area were walked.
- 1.4 Below is a table of popular walking routes to Burnt Oak Station from Mill Hill Broadway Station comparing walking times and walking distances.

<b>Walking Route</b>	<b>Walking Distance</b>	<b>Walking Time</b>
Via Deansbrook Road	1.3 miles	27 minutes
Via Deansbrook Road and Watling Park	1.5 miles	28 minutes
Via Watling Road	1.3 miles	25 minutes

1.5 It is recommended that to encourage the residents to use the alternative walking route along Deansbrook Road via the shops, pedestrian signage is put up in the locations identified on Drawing no. BC/001031-02-100-01. It is proposed to sign the routes that take pedestrians along Deansbrook Road and Fortescue Road. The signs will be as indicated in the drawing below and will be mounted on existing lamp columns.

## **2. REASONS FOR RECOMMENDATIONS**

- 2.1 Local Residents who live close to the Deansbrook Road parade of shops have expressed an interest in seeking ways to increase footfall to, and business within their local shops. They are aware that there is a constant stream of commuters who walk between the two stations, but often bypassing Deansbrook Road, choosing to walk via Watling Avenue instead.
- 2.2 Deansbrook Road is a bus route served by bus services 302, 303, 618, 628 and 642.

Watling Road is a bus route served by bus services 114, 186, 251 and 605.

### **3. ALTERNATIVE OPTIONS CONSIDERED AND NOT RECOMMENDED**

- 3.1 Consideration was given to an alternative type of sign - 'Wayfinder Signage' (Legible London Monoliths) but was not deemed suitable for this purpose. Legible London Monoliths usually cover a wider area with more popular tourist type destinations, which is not the case with the area around Deansbrook Road.

### **4. POST DECISION IMPLEMENTATION**

If the reports recommendation is approved, the scheme would be progressed to implementation stage in the 2017/2018 financial year.

### **5. IMPLICATIONS OF DECISION**

#### **5.1 Corporate Priorities and Performance**

- 5.1.1 The proposals here will particularly help to address the Corporate Plan delivery objectives of "a clean and attractive environment, with well-maintained roads and pavements, flowing traffic" and "a responsible approach to regeneration, with thousands of new homes built" by helping residents to feel confident moving around their local area on foot, and in a vehicle and contribute to reduced congestion.

- 5.1.2 The scheme will also impact on the health and wellbeing needs of the local population as identified in Barnet's Joint Strategic Needs Assessment.

#### **5.2 Resources (Finance & Value for Money, Procurement, Staffing, IT, Property, Sustainability)**

- 5.2.1 Council funding of £5000 was agreed from the Hendon Area Committee Budget to carry out the feasibility and design and there is sufficient funding remaining to carry out the implementation of the directional signage.

- 5.2.2 Prior to any approval of any further requests from this budget at this Committee, the total funding available is £177,298 (funding report on this agenda). This balance consists of an in year CIL allocation of £150,000 combined with a prior year carry forward of 29,798 (adjusted for under and overspends previously reported and items on hold) minus £2,500 allocation agreed at the May Committee meeting.

- 5.2.3 The estimated implementation cost for the recommendations is £2000 (based on prices contained in Year 2, Volume 4 Adjusted Rates – London Highways Alliance Contract (LoHAC) Northwest1). The cost will be funded from the 2016/17 Area Scheme Funding.

- 5.2.4 The works will be carried out under the existing PFI and LoHAC term maintenance contractual arrangements.

### 5.3 **Social Value**

5.3.1 None in the context of this report

### 5.4 **Legal and Constitutional References**

5.4.1 The Council's Constitution, in section 15 headed "Responsibility for Functions" (Annex A) states that Area Committees may take decisions within their terms of reference provided it is not contrary to council policy and can discharge various functions, including highway use and regulation, within the boundaries of their areas in accordance with Council policy and within budget.

5.4.2 Authorities are required to make arrangements as they consider appropriate for planning and carrying out the action to be taken in performing the duty Scheme designed with reference to LT/Note 1/94 'Design and use of Directional Informatory Signs' and The traffic Signs Regulations and General Directions 2016.

### 5.5 **Risk Management**

5.5.1 None in the context of this report. Risk management may be required for work resulting from this report.

### 5.6 **Equalities and Diversity**

5.6.1 The 2010 Equality Act outlines the provisions of the Public Sector Equalities Duty which requires Public Bodies **to have due regard** to the need to:

- eliminate unlawful discrimination, harassment and victimisation and other conduct prohibited by the Equality Act 2010
- advance equality of opportunity between people from different groups
- foster good relations between people from different groups

5.6.2 The broad purpose of this duty is to integrate considerations of equality into day business and keep them under review in decision making, the design of policies and the delivery of services

### 5.7 **Consultation and Engagement**

5.7.1 A consultation will not be carried out in relation to the scheme proposals. Ward Councillors will be notified prior to the implementation of the signage.

### 5.8 **Insight**

5.8.1 None in relation to this report.

## 6. **BACKGROUND PAPERS**

6.1 Hendon Area Committee October 2016

<http://barnet.moderngov.co.uk/ieListDocuments.aspx?CId=717&MId=8657&Ver=4>