

Streatham – What's your vision for the future?

How can we make sure change happens for the better in Streatham?

What do people who live and work in Streatham want for the future?

How do we ensure Streatham's unique character is protected?



A masterplan can help provide the answers to these questions. Developed with input from the local community, a masterplan sets out how we can guide future change so that it benefits the whole community.

The first stage of work on the Streatham masterplan saw many residents and businesses get involved and help shape the future of Streatham. Consultation work to support the project commenced in April with a public workshop, newsletter and questionnaire.

Regeneration and masterplanning consultants, EDAW, hosted the workshop at Gracefield Gardens Customer Centre which was very well attended. Over 70 residents turned up to discuss ideas for the town centre – what people liked, what they didn't like and how it could be improved.

Four roadshow events were also held at a number of locations across the town centre, namely Gracefield Gardens Customer Centre, Streatham Mosque, the library and the leisure centre. The roadshows proved popular and enabled the Future Streatham team to meet hundreds of local people over the consultation period.

It is clear that local people have many ideas to contribute to the masterplan as around 750 questionnaires were received.

Some of the key findings are summarised inside this newsletter and you can read more about the results of the consultation so far on the website at:

www.lambeth.gov.uk/futurestreatham

“I am impressed with how the area has improved over the 5 years I have known it. It is a shame the High Road feels so dilapidated though and I think it could do with rejuvenation to lift the whole area.”

Questionnaire comment

What you've told us so far

All feedback received so far has been fed into the development of the masterplan for Streatham.

Visitors to the Future Streatham workshop and roadshow events and those who completed questionnaires were eager to share their views on areas for improvement. People focused particularly on the state of the High Road itself.



The main issues that were seen as holding back the development of Streatham were that:

- people live in Streatham but don't work or play there
- Streatham is not a destination – there is no reason to go there
- Streatham, and in particular its High Road, is seen as unattractive
- the local community is very diverse but not always very well integrated
- there is no focal point to Streatham.

Some people think that Streatham is suffering from a negative reputation and is seen as being a shadow of its former 'glory days'. However, its strengths – such as good transport links, green spaces, a sense of history and heritage, good quality architecture



and leisure facilities like the ice rink – were all highlighted.

It is these strengths that we can build on in order to make Streatham stand out from other town centres and become more successful.

Questionnaire results

The questionnaire asked what people thought would most improve the look and feel of Streatham. The top two responses were 'to reduce traffic congestion' (30%) and 'better landscaping along Streatham High Road, including wider pavements and better pedestrian crossings' (28%).

Another popular suggestion was to 'increase the number of open spaces and parks including the creation of a public square' (19%).

The three things people liked most about Streatham

- Easy access to London (25%)
- Parks and open spaces (24%)
- Architecture and sense of history (16%)

The three things people liked least about Streatham

- Range and quality of shops (29%)
- Traffic congestion and parking (27%)
- Lack of arts and cultural facilities (13%)

Drive thru' Streatham



People told us the main problem area for Streatham High Road is around 'the dip' where congestion is at its peak. However, the whole of the High Road is a challenging environment for pedestrians.

The A23 is a strategic route to and from Central London, which in places covers six traffic lanes. It is often heavily congested with fast-moving traffic and dominated by no fewer than 16 bus services. The central barrier reinforces this effect, creating

a physical and psychological divide between the east and west of the High Road.

Transport for London (TfL) will commence works later this year which aim to tackle these issues. Works include replacing the central barrier with trees, upgrading street paving and planting new trees, installing unique feature lighting and improving crossing facilities at the Becmead Avenue and Pedennis Road junction.

The heart of Streatham

The High Road's length and lack of any geographical centre detract from Streatham as being a destination in itself. The area also lacks a clear identity or sense of what it has to offer.



The survey results show local people would like to see a more visually pleasing stretch of road and there is strong support for a focus point or community meeting space along the High Road.

There's also strong public opinion about ensuring Streatham's historical character is not lost, specifically the building facades along the High Road. But heritage is also about people and, despite Streatham's tradition of welcoming people from many cultural backgrounds, there is nowhere that the community can really come together.

“The High Road is both Streatham's strength and weakness... How do we keep the good transport links but improve the quality of shopping and recreation for pedestrians?!”

Questionnaire comment

“We need more green space for all plus a cultural community venue with theatre/workshop space etc. that could encourage community integration which is very important.”

Roadshow visitor

“Rather than get rid of the central reservation on the High Road, why not plant lots of trees which would improve pollution, be visually nicer and encourage utilisation of the pavements by cafes etc. to improve the general feel.”

Roadshow visitor

Shopping in Streatham

“The diverse range of shops in Streatham should continue to be encouraged – but not more pound shops... A few shops like M&S would I think improve the area.”

Questionnaire comment

Streatham is not currently performing well as a retail centre due to the quality of shops along the High Road. With the longest continuous shopping frontage in Europe, the High Road could be a positive landmark, but Streatham is losing potential customers to neighbouring areas like Balham, Clapham and Croydon.

The majority of people are in favour of encouraging higher quality shops, creating more open spaces and introducing more pavement dining in Streatham. However, many people have raised concerns over pollution levels and a need for streetscape

improvements before this can happen. Reducing the impact of the A23 on pedestrians and improving the physical appearance of the High Road are key to encouraging good quality shops into the area.

“It would be great to have nicer shops like Italian delis and cafes – bring back John Lewis too! I do however love all the secondhand shops that add character to the area.”

Roadshow visitor



Key priorities for Future Streatham

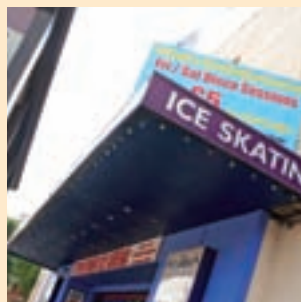
Following an analysis of the main issues facing Streatham, a series of masterplan priorities have been identified.

- Encourage good quality and increased variety of shops into the area.
- Implement public realm improvements to create a more pleasant environment.
- Reduce the impact of the A23 on the pedestrian experience.
- Create opportunities for development sites to provide premises for larger retailers and office space, therefore increasing employment opportunities.
- Remove the barrier along the middle of the road to enable pedestrians to move freely and safely across the High Road.
- Increase the number of public spaces, including a central area where the community can come together.
- Improve the landscaping along the High Road including tree planting with use of native species to be encouraged wherever possible.
- Promote and improve Streatham's existing assets such as the ice rink, leisure centre and library.
- Increase the available housing along the High Road area to support an increasing population.
- Tackle congestion by ensuring consistent travel speeds along the High Road.

These priorities are based on urban design principles and public consultation. The plan to create a sustainable and improved Streatham will be based on these.

“ Streatham has a great sense of community, lovely green space at Streatham Common and affordable housing that still retains its character We need more restaurants between Streatham main station and Streatham Common. Great to hear such good things could be happening! ”

Questionnaire comment





Spatial ideas

As part of the first stage of the masterplan process four alternative approaches, known as ‘spatial ideas’, have been developed. These show how the area around Streatham High Road can be organised to work better in the future. They look specifically at how people use, travel through and define the town centre.

These ‘spatial ideas’ highlight the potential to regenerate Streatham High Road in four alternative ways:

- a series of inter-connected but distinct ‘quarters’
- a concentrated town centre, with a shorter high road
- a place identified through two key hubs of activity centered around the stations to the north and south
- a combination of the above – with focus areas at the two railway stations and a regenerated central heart.

One of these ideas, or a mixture of the above, will be taken forward as detailed proposals at the next stage of the masterplan process.

What is the real Streatham?

Understanding the aspirations and values of the local community is the key to the success of the Future Streatham masterplan.

In an increasingly competitive world, places compete with each other for attention, investment, visitors, shoppers, events, etc. For places to stay competitive, they have to be clear about what they offer and what makes them unique – both now and in the future.

From the consultation so far it’s clear that Streatham has a lot to offer. You told us that:

- Streatham is about people – it welcomes people from all cultures
- Streatham is a place of pleasure – historically and today it offers choices in entertainment and leisure, and even has its own festival

- Streatham is well connected – with good transport links and a social scene.

Local people were realistic in their aspirations and celebrated the genuine diversity of the area in all aspects of life – from faith to food. All these things can help us to define and protect Streatham’s unique character – the real Streatham.

Things will need to change if Streatham is to improve in the way people would like. But successful development, no matter how large or small, must work with the character of a place. Building on its strengths, the real Streatham can become more attractive to visitors and businesses.

“Streatham needs to become famous for something. e.g. Restaurant Row or a particular type of shop e.g. Columbia Road is famous for flowers, Saville Row for tailors – Streatham needs a unique selling point – a reason for people to visit.”

Questionnaire comment

What do you think?

If you have any comments, please share your thoughts with us. Please see the back page for more details

The masterplanning process

The consultation to date has been designed to test assumptions and highlight any new issues facing the area. We now want to share the thinking so far, look at the specific character of Streatham and discuss how this is influenced by the layout and urban design of the town centre.

This stage is about 'spatial ideas' (see box text on page 6) and the main objective is to select a preferred one on which to base proposals going forward. So for instance, do we set about creating a series of 'hubs' or 'villages' along the High Road arranged around specific community uses? Or, do we look at concentrating the main focus of the town centre between the two stations, which would act as gateways to Streatham?

Streatham already naturally functions as a series of 'character' areas that

operate in different ways, have different architectural qualities and offer different facilities. How can we strike a balance between the existing urban landscape and our future ambitions for the area? This question will be discussed along with four alternative responses at the upcoming Future Streatham workshop event. Please see the back page for more details.



What happens next?

More detailed proposals and projects for Streatham High Road will be available in the autumn and we'll be asking for your further comments then.

Your views will feed into the creation of the masterplan due to be presented to Lambeth Council's Cabinet early 2009.

Timeline

Spring 2008

Stage 1 – Vision

- Background research
- Consultation on community aspirations

Summer 2008

Stage 2 – Sharing ideas

- Feeding back on stage 1
- Consultation on 'spatial ideas'

Autumn 2008

Stage 3 – Proposals

- Presentation of draft proposals
- Public consultation

Early 2009

Stage 4 – Masterplan

- Masterplan to Cabinet
- Presentation of the final masterplan
- Outlining the next steps



How can we help create a better future Streatham?

Discuss the thinking so far and have your say at the upcoming public workshop.

Following initial discussions and a travelling exhibition, this workshop event will feed back on work to date and explore options for change. The workshop will specifically focus on 'spatial ideas' as four alternative approaches to the design of Streatham town centre.

**Wednesday 16 July, 7-9.30pm
Streatham Baptist Church
22 Lewin Road SW16**

Please email us at **futurestreatham@lambeth.gov.uk** or call on **0800 052 6336** to guarantee your place.

Please call, email or check the website at www.lambeth.gov.uk/futurestreatham for further details.

If you would like this information in large print, braille, audio tape or another language, please contact us on 0800 052 6336.

Spanish

Póngase en contacto con nosotros si desea recibir información en otro idioma o formato: 0800 052 6336

Portuguese

Se deseja obter informação noutra idioma ou formato, diga-nos: 0800 052 6336

French

Si vous souhaitez des informations dans une autre langue ou sous un autre format, veuillez nous le demander: 0800 052 6336

Bengali

যদি আপনি এই ডকুমেন্ট অন্য ভাষায় বা ফরমেটে চান, তাহলে দয়া করে আমাদেরকে বলুন।: 0800 052 6336

Somali

Haddii aad rabtid in warar lagugu siyo hab luuqadeed o kale, fadlan na soo waydiiso: 0800 052 6336

Polish

Jeżeli chcieliby Państwo uzyskać informacje w innym języku lub w innym formacie, prosimy dać nam znać: 0800 052 6336



Contact us

Tell us about your views on Streatham

Future Streatham
FREEPOST FUTURE LAMBETH
Physical Regeneration Department
London Borough of Lambeth
Lambeth Town Hall
London SW2 1RW

futurestreatham@lambeth.gov.uk
0800 052 6336
www.lambeth.gov.uk/futurestreatham

Name: _____
Address: _____
Phone: _____
Email: _____
Comments: _____

Please include extra pages if needed.

I would like to be kept informed of Future Streatham developments

All details will be held on our database and by sending your contact details to us you are permitting the council or organisations working with us to contact you in the future. If you want to be removed from the database at any time please contact us using the details provided.