

What would you like to see in the area?

How can the area be improved?



**WEST NORWOOD & TULSE HILL  
GIVE US YOUR VIEWS...**

# *Visioning West Norwood and Tulse Hill*

## **Commonplace Analysis**

## Summary

### What is Commonplace?

We have been developing a clear plan to guide how West Norwood and Tulse Hill changes in the future. To create a plan for such a strong community, it is important to make sure that it responds to local aspirations and can be owned by local people. To achieve this, we collected community feedback via Commonplace, an interactive map of the local area. We asked the community to tell us what they think about the area and how it can be improved. We had a great response, with over 1,000 comments from over 500 individuals. This was aided by our team of community researchers which was been out and about in the town centre and at local events such as Feast, Twist, and Community Fun Days gathering input from as much of the community as possible.

### Commonplace Snapshot: What have you told us?



#### Overarching strengths of the area include:

- You highlighted the strong sense of community in the area, with local assets such as Feast and the Portico at the heart of this
- You value the town centre's green spaces and heritage assets – such as St Luke's and the West Norwood Cemetery
- You highlighted the numerous long established and much loved independent businesses on Norwood Road and valued facilities such as the new Health and Leisure Centre
- You value strong connectivity to other places in London (despite certain frustrations – see below).

#### Overarching challenges for the area include:

- You noted that some parts of the area are 'rundown' – vacant shops or plots of land, and litter and fly tipping are of particular concern. Many of these concerns focus on parts of the Commercial Area, Norwood High Street and the vacant land behind B&Q.
- Linked to this, there is concern that parts of the area feel unsafe, particularly at night
- You suggested a lack of variety in the retail offer and limited evening offer is a common concern
- Congested roads and poor pedestrian and cycling environments are also common concerns.

#### Overarching ideas for improving the area include:

- A common theme emerging is demand for a better range of shops in the town centre. However, opinion is mixed on the types of shops: while many people want to see more independent and niche retailers, others would like to see some bigger 'national' shops and / or a larger supermarket.
- There is also strong demand for a greater range of restaurants and other leisure services to improve the night time offer
- There is strong demand for further improvements to the quality of the town centre environment – including more street lighting, planting, open space, public art, and improvements to shop fronts
- You mentioned the need for more traffic calming measures and better provision for pedestrians and cyclists - both in residential areas and along Norwood Road
- Numerous comments reference the need to bring vacant units and plots throughout the area back into use – various uses have been suggested including creative or community uses, and space for small businesses / start-ups.

### What next?

Your comments have directly informed the contents of our plan for the area. They have also been passed onto relevant council departments and other local partners such as the new Business Improvement District, Feast, and the neighbourhood planning groups, to ensure your views are heard.

## Introduction

- 1.1 This note provides analysis of the findings from the Commonplace consultation programme which has been delivered to inform the Visioning West Norwood and Tulse Hill Study.

### Visioning West Norwood and Tulse Hill

- 1.2 The aim of the Visioning West Norwood and Tulse Hill programme is to develop a clear plan to guide how West Norwood and Tulse Hill changes in the future. This includes examining how the performance and appearance of the town centre can be enhanced, and exploring opportunities to deliver new homes, jobs and investment to the area.

### Community Engagement: Commonplace

- 1.3 To create a plan for such a strong community, we need to make sure that it responds to local aspirations and can be owned by local people.
- 1.4 With this in mind, throughout summer 2016 we collected community feedback via a series of consultation workshops and events, and via Commonplace.
- 1.5 Commonplace is an online consultation tool which allows the community to provide feedback on what they think about the local area and how they would like to see it change. The West Norwood and Tulse Hill Commonplace page was open from April 2016 to August 2016.
- 1.6 While the Commonplace consultation has now come to an end, the webpage remains live and all comments can be viewed here: <https://westnorwoodandtulsehill.commonplace.is/>.

### How many People got Involved?

- 1.7 To ensure that the comments represented the whole community, we appointed a team of local researchers to spend time in and around the town centre, publicising our work and collecting responses on their tablets. Alongside spending general time in the town centre, our researchers visited numerous local events including Feast and Twist events at the Portico Gallery, and a number of community fun days.
- 1.8 We had a fantastic response from the community, including:
- A total of just over 1,000 comments
  - Over 1,600 'agreements' – people clicking that they 'agreed' with a particular comment
  - Over 500 engagements from different individuals.
- 1.9 Analytics show that these responses are from a diverse profile of the community – including residents, businesses and visitors to the area, different age groups, different ethnicities, and people with different employment statuses.

### Analysing the Results

- 1.10 Once the consultation had ended, we spent time analysing the results to understand what the community likes about the area, what they dislike and how they would like to see it change.
- 1.11 In reading the analysis it should be noted that it has been synthesised from over 2400 interactions with the Commonplace tool. Whilst attempts have been made to code comments to specific



locations, there is some margin for error and respondents may (on a small number of occasions) place pins in the wrong place.

1.12 Given the size of the town centre, we undertook our analysis at a number of geographic levels:

- An overarching summary of findings across the whole area
- More locally, specific findings for a number of sub-areas within West Norwood and Tulse Hill. These sub-areas have been identified for the purposes of analysis only and do not align with any political or administrative boundaries. The sub areas are:

- Tulse Hill Station Area – the area immediately around Tulse Hill Station
- Norwood Road Area – focusing on Norwood Road itself from West Norwood Station to the Tulse Hill railway bridge
- Area to the West of Norwood Road – the area directly to the west of Norwood Road, taking in the former laundry site and residential surrounding residential streets
- Area to the East of Norwood Road – the area directly to the east of Norwood Road, taking in residential streets, the West Norwood Cemetery and the Parkhall Business Centre
- Area to the South of St Luke’s – the south part of the area, largely covering the West Norwood Commercial Area (KIBA).

- Where relevant specific sites and locations are identified within the sub-area analysis.

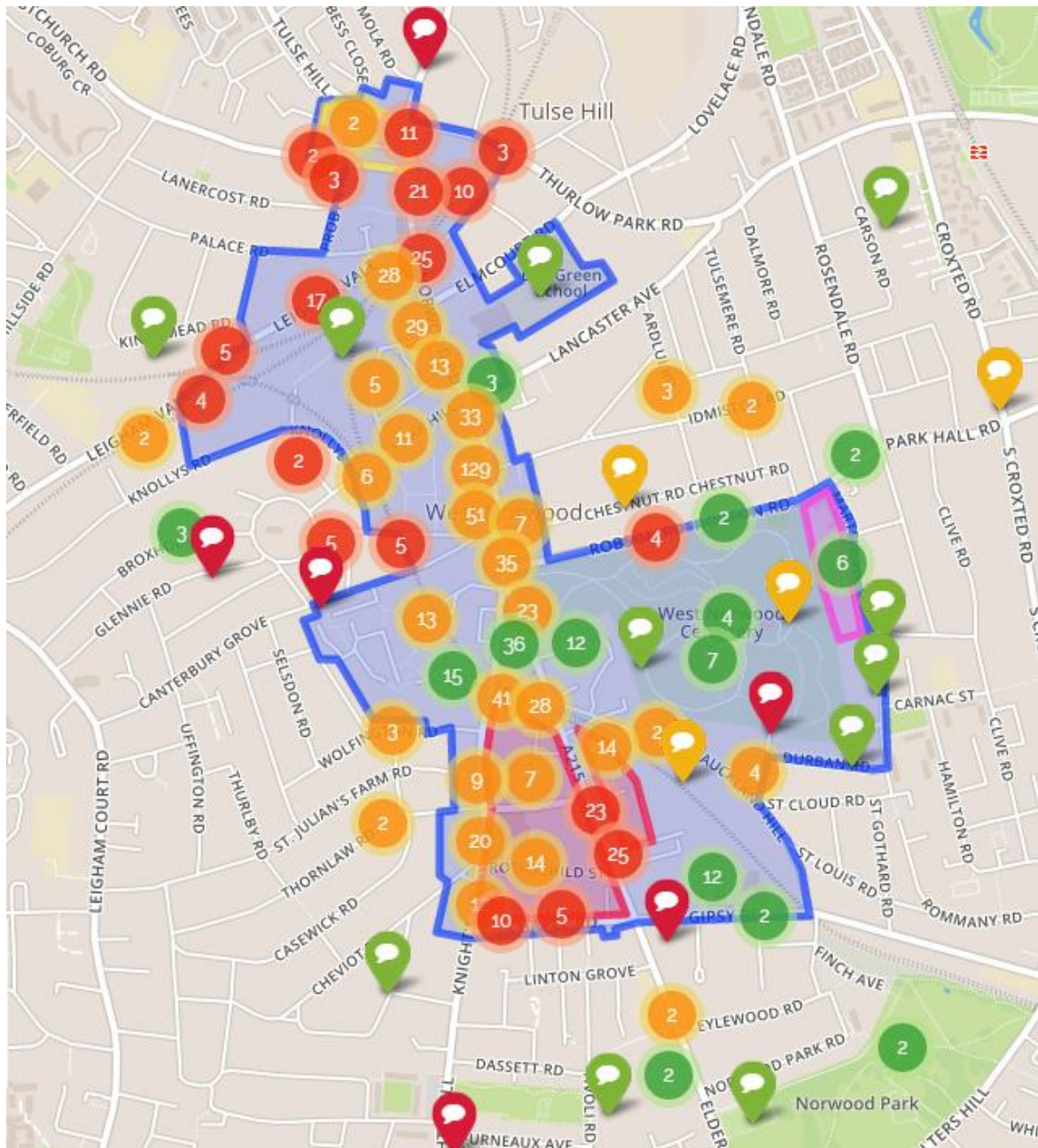
### Next Steps

- 1.13 The Commonplace findings have directly inform our thinking on the Visioning West Norwood and Tulse Hill programme.
- 1.14 In addition, the findings (including all the detailed comments) are being shared with local partners to ensure that your views are heard. This includes Lambeth Council itself, the new Station to Station Business Improvement District (BID) team, and local neighbourhood planning groups (such as the Norwood Planning Assembly).
- 1.15 Taken individually and as a whole, the comments and interactions provide a valuable and unique evidence base, which provide a strong platform for future planning, decision making and investment in the area by all local stakeholders and partners.

## Distribution of Comments and Emotions Across West Norwood and Tulse Hill

1.16 As demonstrated by Figure 1.1, a good spread of comments and interactions were received across the West Norwood and Tulse Hill. Red markers indicate where comments received are negative, orange neutral and green positive.

Figure 1.1 Map of area wide comments



Source: Commonplace, 2016

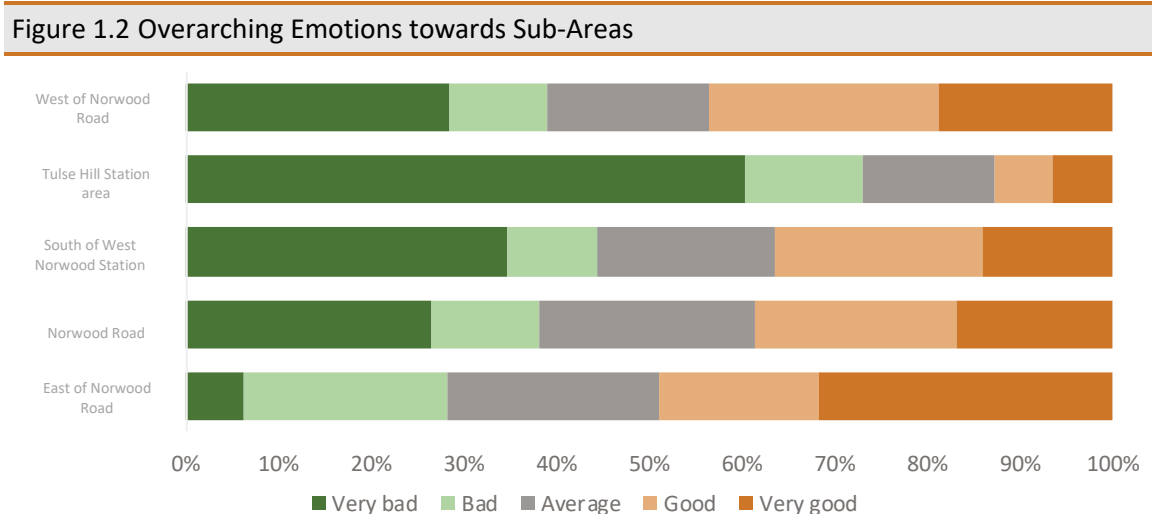
## Visioning West Norwood and Tulse Hill: Commonplace Findings

- 1.17 The table below provides an overview of where people have recorded responses and what specific element they responded to. This demonstrates that comments focused largely on Norwood Road itself and the areas to the West and South of West Norwood Station.

Table 1.1 Contributions by area						
Area	West of Norwood Road *	Norwood Road	South of West Norwood Station	East of Norwood Road	Tulse Hill Station Area	Total
How does this make you feel?	260	250	190	90	60	850
Why do you feel this way?	240	210	170	80	60	760
Reasons why you feel this way	250	220	180	90	60	800
What specific businesses, services or facilities would you like in the area?	180	170	150	70	40	600
How else would you improve the area?	160	140	110	50	40	500
<b>Total</b>	<b>1,100</b>	<b>1,000</b>	<b>790</b>	<b>390</b>	<b>260</b>	<b>3510</b>

Note: 188 comments were made in the default position on the commonplace interface which falls in the West of High Street area. Therefore, comments are not necessarily attributable to the area.

- 1.18 A broad mix of emotions were reported across the West Norwood and Tulse Hill area, with the overall balance more weighted towards negative. Of the five areas, the Tulse Hill Station area received the greatest proportion of negative comments, whilst the Area to the East of Norwood Road received the strongest proportion of positive emotional reactions.

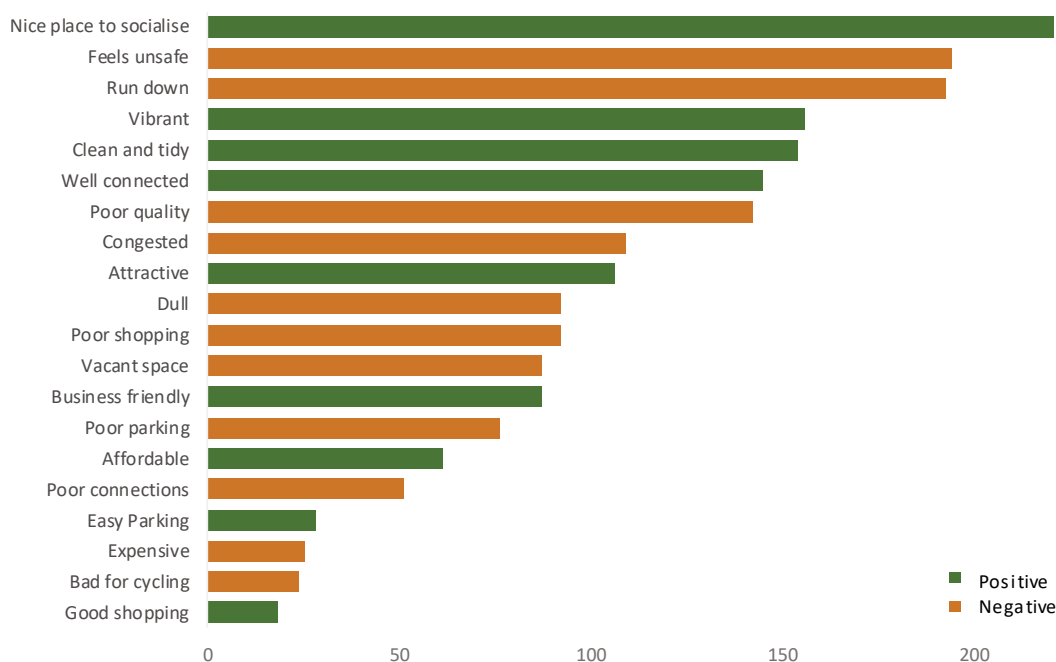


Source: Regeneris

## Visioning West Norwood and Tulse Hill: Commonplace Findings

- 1.19 The Commonplace tool provided a number of ‘voting buttons’ by which respondents could describe what they think about a specific identified location. These help to provide overarching information on the issues and factors which are most important to the local community. As would be expected, the responses were diverse as illustrated in Figure 1.3.
- 1.20 Top most used positive voting buttons were ‘Nice place to socialise’, ‘Vibrant’, ‘Clean and tidy’ and ‘Well connected’. The most used negative voting buttons were ‘Feels unsafe’, ‘Run down’, ‘Poor quality’ and ‘Congested’. These factors are considered in more detail in the area by area analysis which follows.

**Figure 1.3 Most used voting buttons and emotions towards these**



Source: Regeneris

- 1.21 In summarising comments, we have aggregated perceptions on what people like about West Norwood and Tulse Hill, what they dislike, and what improvements they would like to see.
- 1.22 While detail is provided in the area by area analysis which follows, some of the area wide headlines are set out below:
- **Overarching strengths:**
    - A strong sense of community across the area, as illustrated by community initiative, such as Feast, and community hubs, such as the Portico Gallery
    - A good number of green spaces (particularly St Luke’s and the Cemetery)
    - The presence of numerous long established independent businesses on Norwood Road and a good range of pubs in the area (the diversity of which has improved in recent years)
    - Valued local community facilities, such as the new Health and Leisure Centre
    - Strong connectivity to other places in London (despite certain frustrations regarding the quality of the rail service).
  - **Overarching challenges:**

## Visioning West Norwood and Tulse Hill: Commonplace Findings

- Some parts of the area are 'Run down', with vacant shops or plots of land, and litter and fly tipping being of particular concern. Many of these concerns focus on parts of the Commercial Area, Norwood High Street and the vacant land behind B&Q
- Linked to this, there is concern that parts of the area feel unsafe, particularly at night
- A lack of variety in the retail offer and limited evening offer is a common frustration. The lack of many comparison retail shops (e.g clothes shops) was mentioned, as was the absence of a larger supermarket (although it should be noted that many respondents feel that the area should retail its independent feel)
- Frustrations regarding the amount of parking along Norwood Road
- Congested roads, and poor pedestrian and cycling environments are also common concerns. This is particularly the case along the length of Norwood Road.
- Suggestions for improvement:
  - A common theme emerging is demand for a better range of shops in the town centre. However, opinion is mixed on the types of shops: while many people want to see more independent and niche retailers, others would like to see some bigger 'national' shops and / or a larger supermarket
  - There is also strong demand for a greater range of restaurants and other leisure services to improve the night time offer
  - There is strong demand for further improvements to the quality of the town centre environment – including more street lighting, planting, open space, public art, and improvements to shop fronts
  - Many comments focused on the need for more traffic calming measures and better provision for pedestrians and cyclists - both in residential areas and along Norwood Road
  - Numerous comments reference the need to bring vacant units and plots throughout the area back into use – various uses have been suggested including creative or community uses, and space for small businesses / start-ups.



## Area by Area Analysis

1.23 Five broad sub areas have been identified within West Norwood and Tulse Hill to aid analysis; these are now considered in turn:

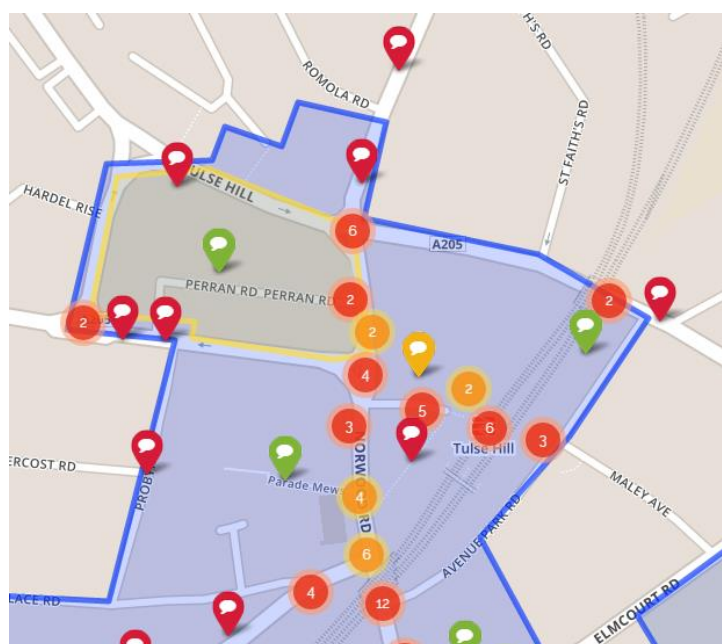
- Tulse Hill Station Area – the area immediately around Tulse Hill Station
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- Area to the West of Norwood Road – the area directly to the west of Norwood Road, taking in the former laundry site and residential surrounding residential streets
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- Area to the South of St Luke’s – the south part of the area, largely covering the West Norwood Commercial Area (KIBA).

### 1. Tulse Hill Station Area

#### Overview

1.24 The Tulse Hill Area captures the section of the study area north of the railway bridge, which includes the north of Norwood Road, Tulse Hill station and the gyratory. Comments are focused on Station Approach, the railway bridge and the gyratory, and as noted previously, at the overarching level, emotions are skewed towards the negative.

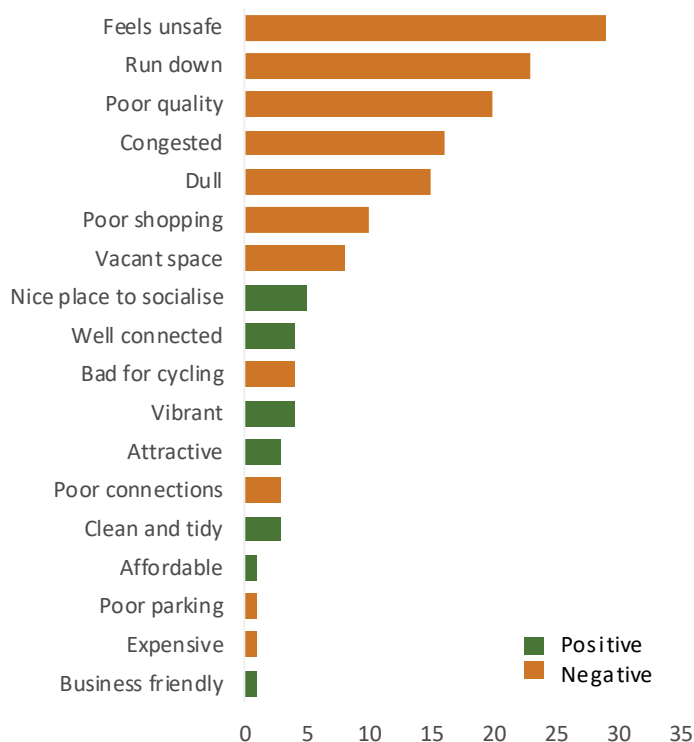
Figure 1.4 Map of Tulse Hill comments



Source: Commonplace, 2016

- 1.25 The most commonly used voting buttons to describe the area were ones which have negative connotations. The perception of safety and quality of the built environment are reoccurring themes found throughout the more qualitative responses, as is the quality of the retail offer.

Figure 1.5 Most used voting buttons and emotions toward these



Source: Regeneris, 2016

- 1.26 Commonplace allows respondents to ‘agree’ with comments made by others. This gives a further sense of the issues which are most important to the community. The three comments in the Tulse Hill Station area which received the most agreements include:

- 1) Making Station Rise pedestrianised to create a new public space. In addition to, improving the retail offer by bringing in more independent shops, improving cycling facilities and public amenities (public toilets, drinking fountains, more benches), improving public realm (more trees, green space, more planters with plants, less cars and more parking), bringing in a children’s play area, market stalls, and community spaces for workshops.
- 2) The station should be buggy/wheelchair accessible through addition of elevators.
- 3) The crossing at the junction of Leigham Vale to Palace road is difficult to navigate for pedestrians as cars enter from three directions.

### Locations of Interest

- 1.27 There are two main places in Tulse Hill which attracted the most attention:

- **Gyratory:** The main challenges identified with the gyratory area include the weak cycling provision (difficult to navigate), generally polluted and unpleasant, difficult for pedestrians to cross (lights synched up poorly) and lack of pavement space. There was a perception that these issues discourage people from using amenities in Tulse Hill.

- **Tulse Hill Station and approach:** Respondents reported a lack of shops and amenities in the immediate station approach, which has been worsened by the conversion of shops to residential units in recent years. Respondents also reported that the immediate area around the station is unpleasant and poorly kept, providing an uninviting entrance to the wider area. Challenges around pedestrian crossings in the area were also identified along with the lack of accessibility to the station platforms.

### Strengths and Challenges

#### 1.28 Key strengths of area:

- There was agreement that Parade Mews offers a unique and diverse range of spaces, including studio and creative spaces. Hidden spaces off the main thoroughfares are appreciated and recognised as important
- Similar to other locations across the town centre, there is a good sense of community and perception of strong social networks among residents. There is also the view of there being a lot of other families around, which adds to the perception of community
- The good range of pubs in the area was also noted, particularly the recently renovated Tulse Hill Hotel.

#### 1.29 Key challenges:

- Congestion is a key challenge for the area, focused around the station area and gyratory
- Pedestrian/cycle access is weak throughout the area. While the issue is particularly significant for the gyratory, it is also the case for lots of smaller junctions in and around the area. The junctions between Norwood Road and Avenue Park Road, and Palace Road and Leigham Vale are of particular concern
- The station approach (Station Rise) is seen as a key challenge, largely because the community see a huge amount of potential for the space. The approach is currently car dominated and offers very little public amenity
- The cleanliness of the streets, particularly under the railway bridge and on Leigham Vale
- The quality of some of the buildings in the area are a regularly mentioned weakness
- The quality and diversity of the retail offer was also a weakness mentioned by numerous respondents.

### Improving the Area

#### 1.30 Ideas for improving the area, include:

- A greater diversity of independent shops, including a mix of day time uses (e.g butchers, fishmongers, florist, bakery, cafes) and those promoting an evening economy (e.g restaurants and bars)
- Pedestrianising the station approach is a recurring theme, with suggestions focused improving the surrounding public realm and adding more public amenity. The addition of a market in the newly pedestrianised entrance was mentioned by numerous respondents
- Improvement to the public realm as a whole, including planting more trees, providing more benches, and cleaning. A number of comments focused on improving the artwork under the Tulse Hill bridge

## Visioning West Norwood and Tulse Hill: Commonplace Findings

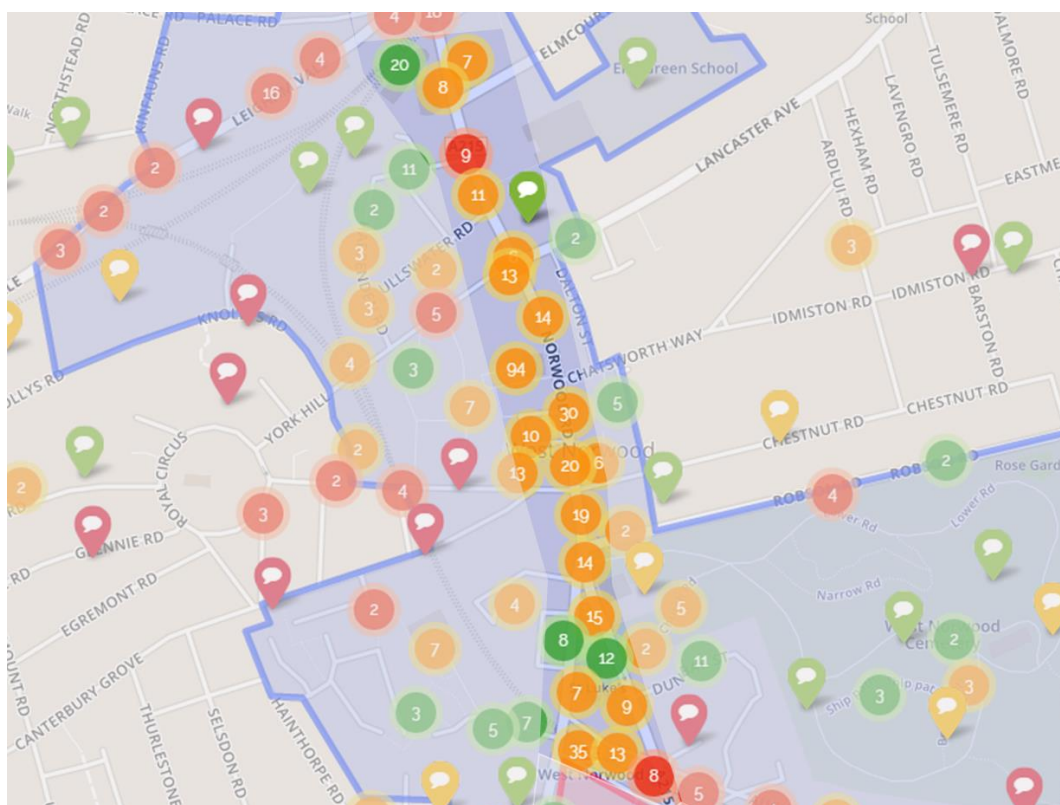
- Segregated cycle routes to increase the perception of safety for cyclists, particularly around key junctions and the gyratory
- Efforts to improve the quality of building in the area, such as the parade of units on the corner of Norwood Road and Leigham Vale
- Addition of more artist and maker workspaces to compliment those found along Parade Mews, and more small business space generally.

## 2. Norwood Road

### Overview

- 1.31 The Norwood Road area focuses on the main high street from the bridge at Tulse Hill station to West Norwood station.
- 1.32 Comments are distributed evenly along the high street with a mix of positive and negative responses. There are concentrations of negative comments around key junctions and a cluster of more positive comments around St Luke's in the south of the area.

Figure 1.6 Map of main high street comments

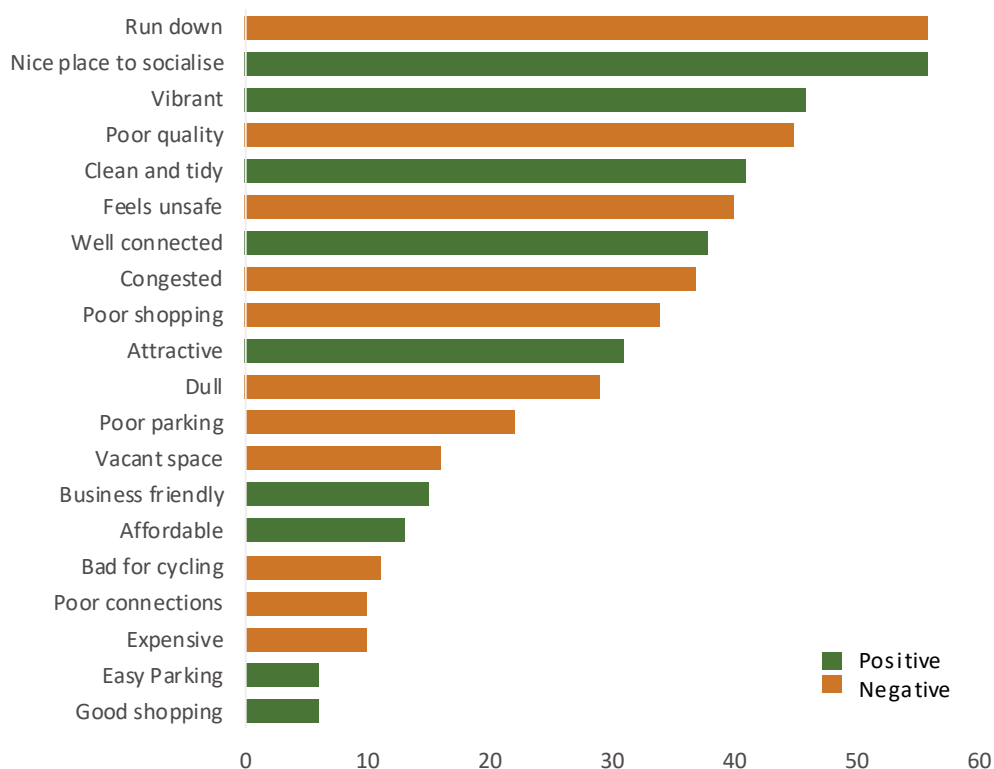


Source: Commonplace Map, 2016



- 1.33 As with other areas, respondents used a broad mix of voting buttons to describe the area, reflecting the length of the high street and the diversity of uses and character areas throughout.
- 1.34 Overall, the main voting buttons suggest the high street is active with lots of areas to socialise, but there are challenges around the quality of the built environment and public realm, perception of safety, the quality of the retail offer, congestion and parking provision.

Figure 1.7 Most used voting buttons and emotions toward these



Source: Regeneris, 2016

- 1.35 The comments which received the most agreements include:
- Vacant buildings, such as the Old Telephone Exchange, are seen as waste in a key commercial area and could be used to accommodate small businesses
  - The stretch of public realm between B&Q and Lancaster Avenue junction has a number of challenges (multiple road cross overs and discontinuity in active frontages) which create a hostile environment for pedestrians
  - The shopping experience along the core high street area is negatively impacted by traffic, due to noise, pollution and congestion.

### Localities of Interest

1.36 A number of localities within the Norwood Road sub area attracted particular attention:

- The area around St Luke's Church is highly regarded by local people as a good public green space which provides an enjoyable and active public realm. Specific challenges identified in the area focused on general upkeep (cleaning, litter, graffiti) and the stopped church clock
- West Norwood Station: the appearance of West Norwood station is identified as a weakness, particularly given it is an important gateway to the area. While providing strong connectivity, challenges are also identified around the quality of services from the station
- Proposed Library and Cinema development – a number of positive comments were provided regarding this forthcoming development and its potential to improve the leisure offer in the area
- Junctions at Norwood Road/York Hill/Lancaster Avenue; Lansdown Hill and Chestnut Road; and Norwood High Street with Auckland Hill: challenges identified around the quality of pedestrian and cycling provision
- Junction of Knights Hill with Norwood Road – challenges with congestion caused by the phasing of the lights.

### Strengths and Challenges

1.37 Key strengths of the Norwood Road area include:

- A good range of shops, including good independent shops
- Well connected to the rest of London by a good train service at West Norwood station
- Strong sense of community, particularly through the monthly Feast event which is highly regarded
- St Luke's is highly regarded in providing an accessible and enjoyable public space on the high street
- The edible bus stop/hoopla garden is seen as a positive space and project
- The presence of important community assets, such as the Health and Leisure Centre and the Library.

1.38 Key challenges for this area include:

- Conflicting with comments reported by others (see above), some respondents perceive the range of shops to be poor, particularly due to an oversupply of chain stores and lack of independents
- Car usage is highlighted as an issue. Aside from congestion there is a clear worry about the speed at which cars can sometimes travel and a lack of traffic calming measures in place
- A number of long standing empty/vacant units are identified and seen as a waste of potential
- The quality and aesthetic of certain buildings and shop fronts along Norwood Road are seen as a concern
- Pedestrian access is regarded as an issue, particularly with a lack of public crossings and issues with the timing of light.

## Improving the Area

### 1.39 Suggestions for improving the offer include:

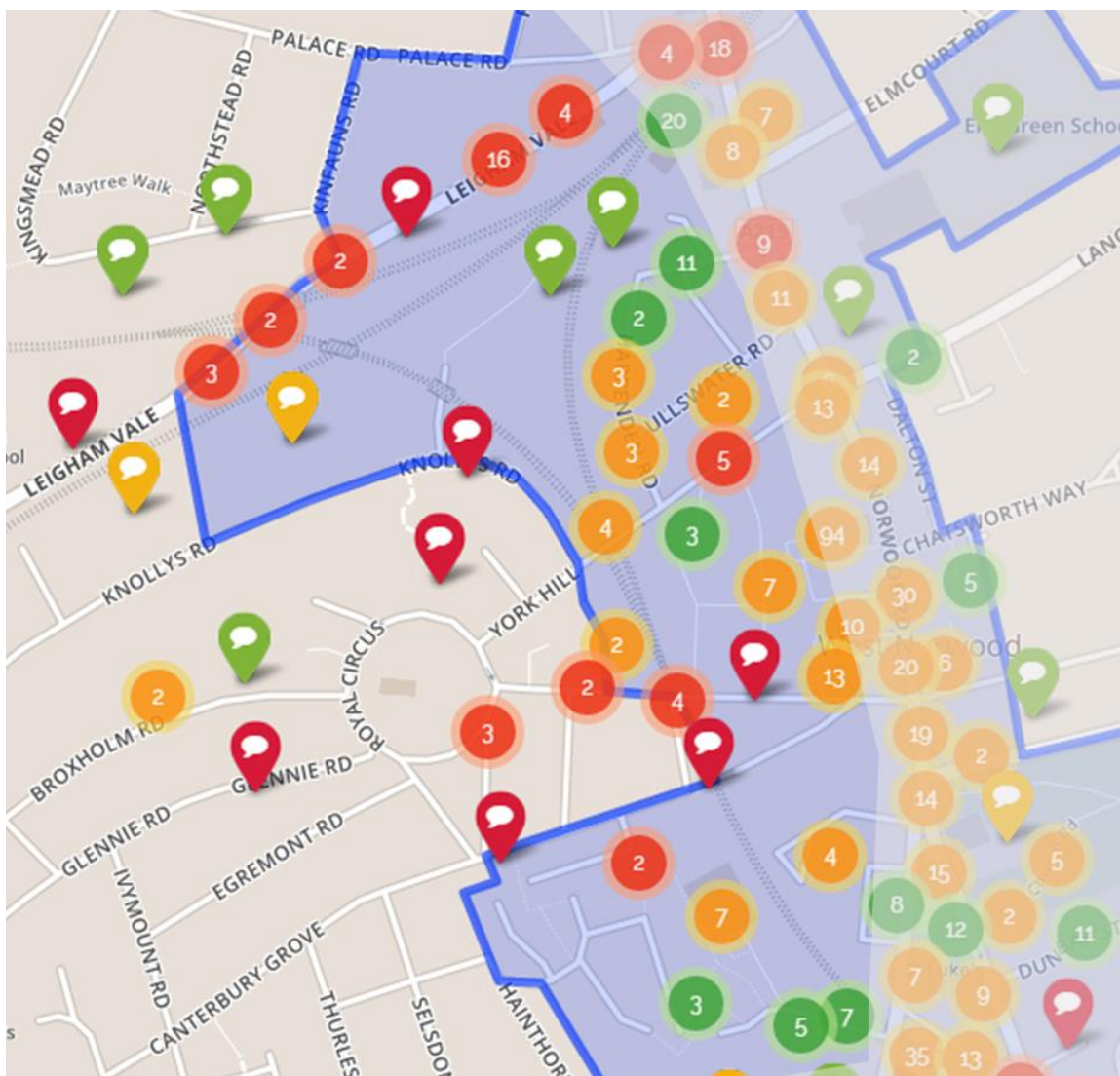
- Improving the offer on the high street, although thoughts on how to do this is varied. Some residents are keen for larger brand names on the one hand (e.g. Pizza Express, Boots, M&S, Waitrose), while others are keen for more independent shops (e.g. butchers, florists, fishmongers). In addition, there is a consensus among residents that there is a lack of restaurants and other evening uses on the high street (and an oversupply of pubs)
- Improve the image of the area through shop front improvements, art installations and general improvement to the public realm
- Encourage vacant uses to be taken up by new businesses, workspace providers, or offer these units to artists at a subsidised rent. Any use in the vacant units is seen as an improvement and will improve the overall image of the high street
- Mitigate against the impact of car travel by using traffic calming measures (speed signs, slowing cars down at key pedestrian areas, etc). More pedestrian crossings are required, particularly near Harpenden Road given the proximity to the school
- Improving the appearance of the car park to the side of St Luke's and further improvements to the green space to the front (eg tree lighting and getting the church clock working)
- Improving the appearance of West Norwood Station (and services from it) to create a better sense of arrival for the area.

### 3. Area West of Norwood Road

#### Overview

- 1.40 This sub-area focuses on the area immediately to the west of Norwood Road. While mostly residential in nature, it includes a number of commercial and community areas – including Knolly's Good Yard, the vacant former Brooks Laundry Site behind B&Q, and the new Health and Leisure centre.
- 1.41 It should be noted that around 30 comments received in this area are on the default Commonplace pin location, and the majority of these provide general comments about the town centre as a whole rather than the specific location.
- 1.42 Responses were received from across the area, although there are clusters of responses focusing on commonly used roads and busy junctions.

Figure 1.8 Map of West of Norwood comments

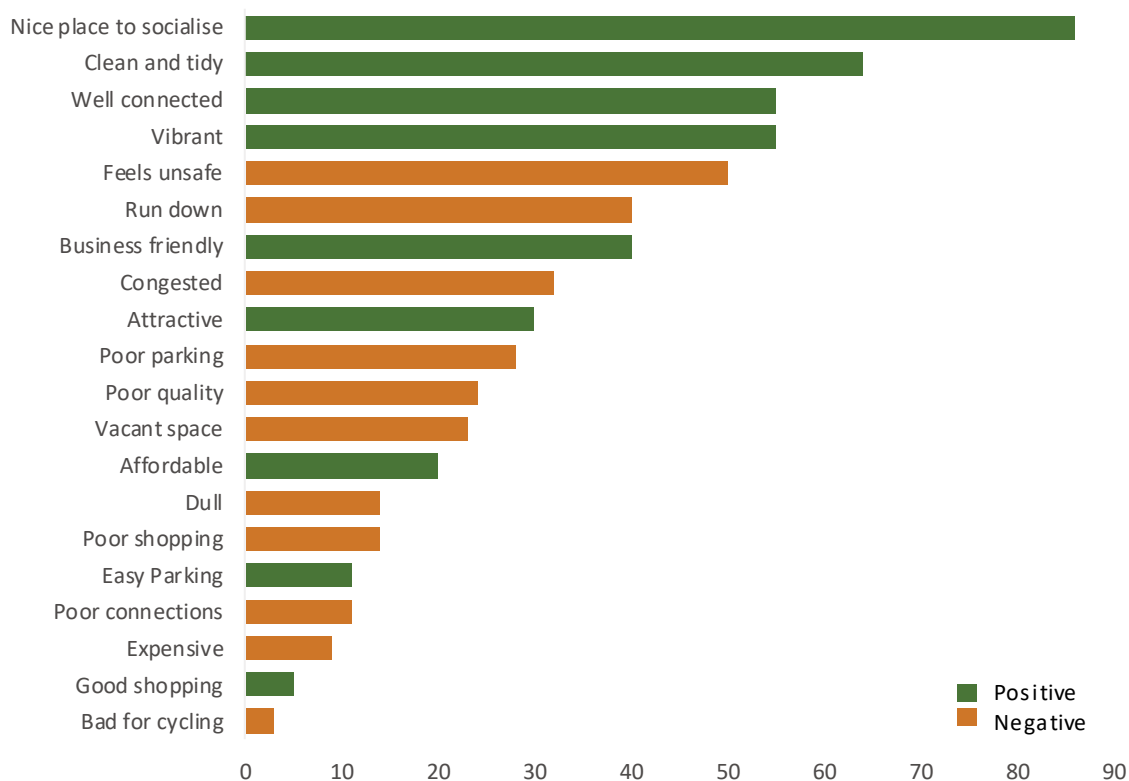


Source: Commonplace Map, 2016



- 1.43 Generally, speaking, emotions in this area are skewed towards the positive: the four most used voting buttons all have positive connotations. These include ‘Nice place to socialise’, ‘Well connected’, ‘Vibrant’, and ‘Clean and tidy’. The top negative emotions focused on feeling of safety and the area being ‘Run down’ – a number of these focused on the Brooks Laundry site and surrounding area immediately behind the shopfronts on Norwood Road.

Figure 1.9 Most used voting buttons and emotions toward these



Source: Regeneris, 2016

### Localities of Interest

- Former Brooks Laundry site and surrounding area – numerous comments were received regarding the former Brooks Laundry Site behind the Norwood Road frontage. Concerns were raised about this area being vacant and run down, with poor quality of environment impacting on perception of safety. Mixed views were presented regarding the Waylett Place car park in this area – while some see it as very useful and important to protect and improve, others reported that it is underutilised and used for overflow purposes by a local garage
- York Hill: a number of comments were registered about the pedestrian safety on York Hill, due to cars speeding (result of the steep decline towards the high street and lack of speed signs or traffic calming). In addition, comments were received regarding the quality of the pedestrian environment on York Hill, and perceived noise and disruption generated by the All Nations Church
- The Health and Leisure Centre: mostly positive comments around the improved offer the Health and Leisure centre has brought to the area. Area for improvement noted focus on facilities (particularly lack of crèche facilities for those with young children and a cafe), visibility from Norwood Road, and improving lighting to create a safer environment

## Visioning West Norwood and Tulse Hill: Commonplace Findings

- Lansdowne Hill – numerous concerns cited regarding the quality of the pedestrian environment and parking provision.

### Strengths and Challenges

1.44 The main strengths of the area include:

- The new Health and Leisure Centre – a great community asset
- Similar to other areas, a strong sense of community is reported
- The Bainbridge Studios are highlighted as a great space providing accommodation for artists
- A number of local businesses and amenities were cited as being important to the area - including the Floral Hall Garden Centre is seen as a very good use of space and would like to be protected.

1.45 The main challenges reported in the area include:

- The challenges noted above regarding the former Brooks Laundry Site
- General challenges around cleanliness/rubbish – the environment in and around Waylett Place and on Lansdowne Hill was mentioned in particular
- Concern around lack of parking spaces for residents due to visitors parking for access to the town centre
- A lack of facilities for children was referenced – i.e. crèches and children’s parks
- With a number of intersecting roads connected to the high street and crossing over to the east of Norwood Road, challenges of congestion and speeding were cited.

### Ideas for Improving the Area

1.46 Ideas for improving the area largely reflected the strengths and weaknesses highlighted above, including:

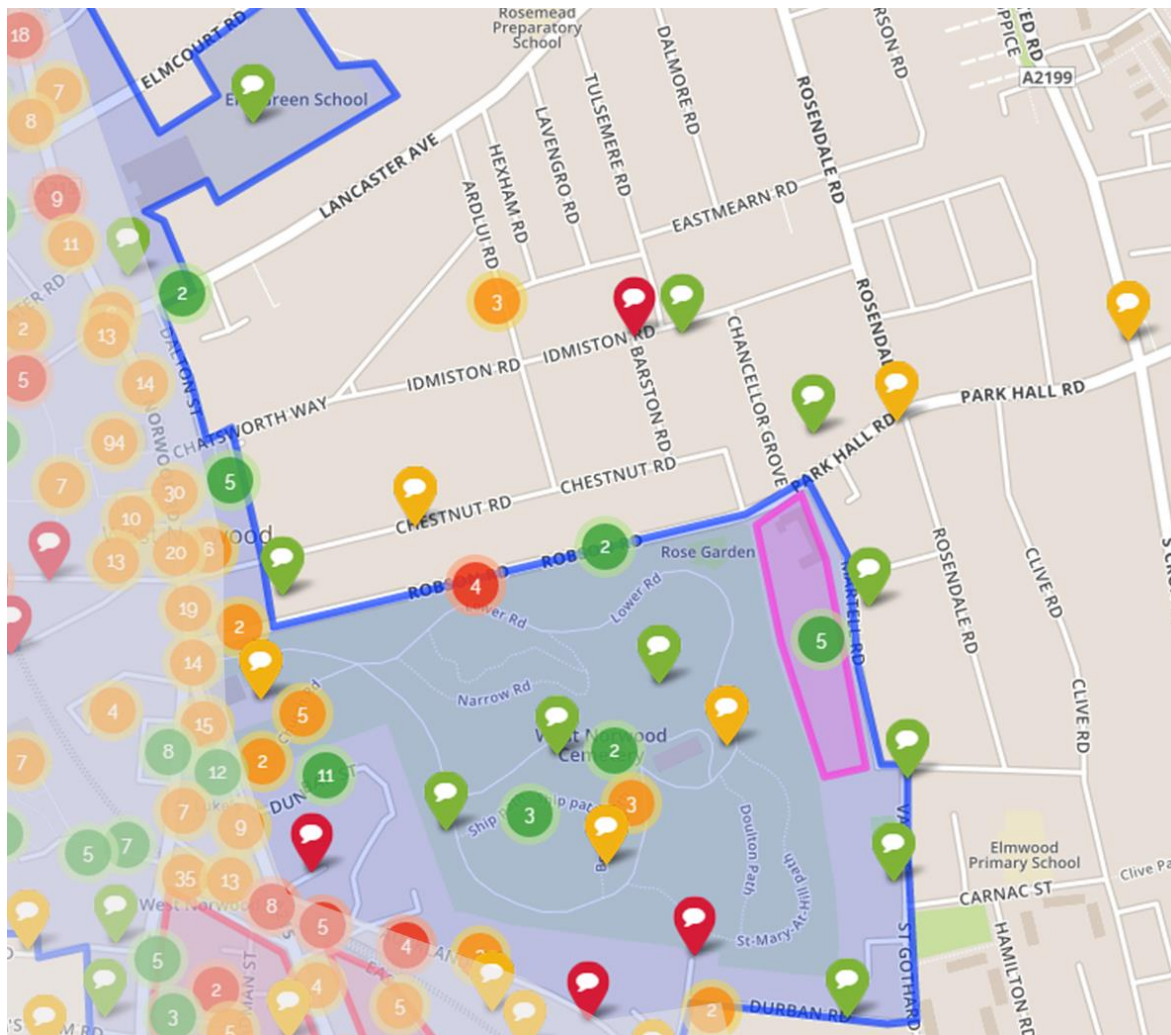
- Introducing traffic calming measures – i.e. 20mph speed signs, speed cameras
- Improved parking – both for residents and town centre users
- Improvements to the pedestrian environment, particularly on York Hill and Lansdowne Hill
- A number of comments suggested redevelopment of the vacant laundry site, with this integrated into the town centre
- Improving the facilities on offer at the Health and Leisure centre – e.g a crèche, café, better visibility from Norwood Road.

## 4. Area to the East of Norwood Road

### Overview

- 1.47 The Area to the East of Norwood Road captures the area immediately to the east of the town centre and includes the Cemetery, the Parkhall Business Centre and surrounding residential streets.

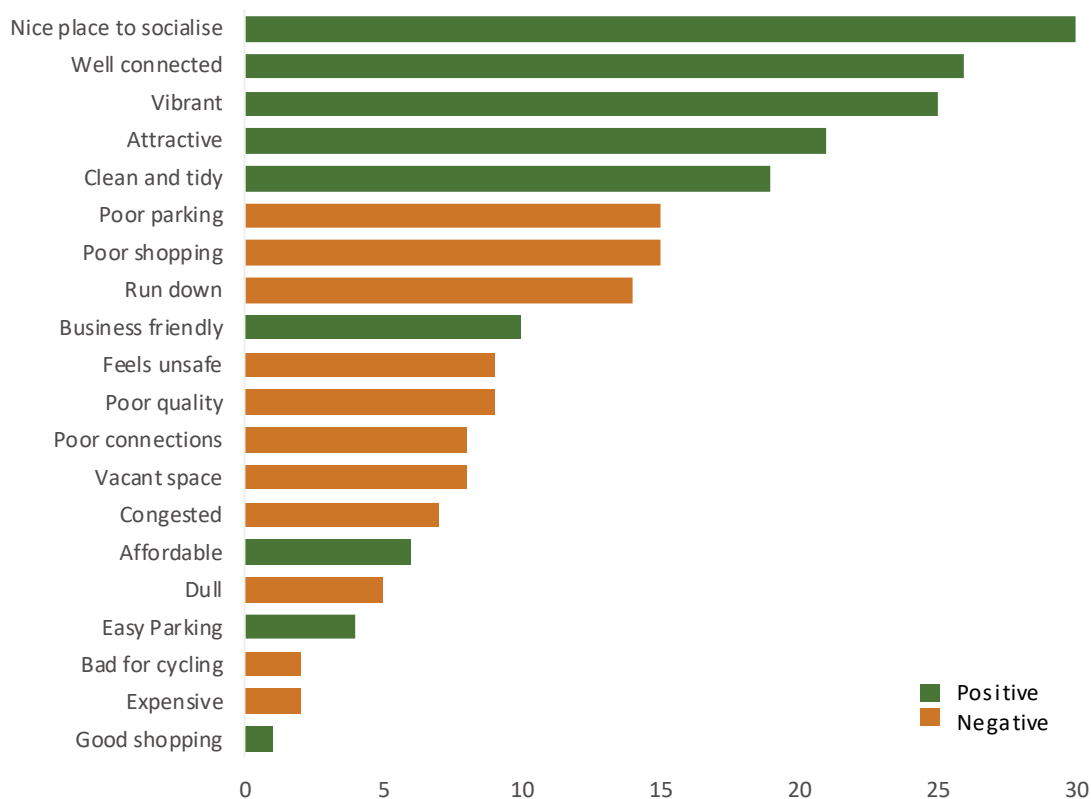
Figure 1.10 Area to the East of Norwood Road Comments



Source: Commonplace Map, 2016

1.48 Generally, speaking, emotions in this area are skewed towards the positive: the top five most used voting buttons are all have positive connotations.

Figure 1.11 Most used voting buttons and emotions toward these



Source: Regeneris, 2016

1.49 The comments provided with the most 'agreements' include:

- West Norwood Cemetery is a great asset for the neighbourhood.
- Street planters on Lancaster Avenue look good and make the area feel looked after.
- Strong anticipation for the new Picturehouse cinema.

### Localities of Interest

1.50 The main locations of interest in the East of Norwood Road sub-area include:

- West Norwood Cemetery: generally positive comments about the history and quality of the space, although suggestions to better utilise space nearer the entrance as an accessible park and, generally, utilise the expanse of space better for communal use (whilst protecting heritage and respect for its primary function). Challenges also identified around accessibility and connections to the Parkhall Business Centre and residential uses to the east (i.e. only one entrance)
- Parkhall Business Centre: seen as a great asset for the area, but concern that it is hidden away and disconnected from the amenities of Norwood Road
- Robson Road: concerns raised regarding parked cars blocking car flow and speeding (supposedly not resolved through traffic calming measures implemented).



### Strengths and Challenges

#### 1.51 Key strengths of the area include:

- Strong sense of community and good sense of safety, especially for young families
- The Cemetery as a fantastic cultural and heritage asset, and green space
- The Elmgreen school was also noted as a good community addition to the area
- The Parkhall Business Centre as a great hub for small businesses.

#### 1.52 Key challenges for the area include:

- A number of concerns raised around run-down buildings and poorly maintained pavements
- Poor design for car movement in some residential areas
- Currently limited pedestrian accessibility through the Cemetery, impacting on footfall from the Parkhall and surrounding residential areas.

### Ideas for Improving the Area

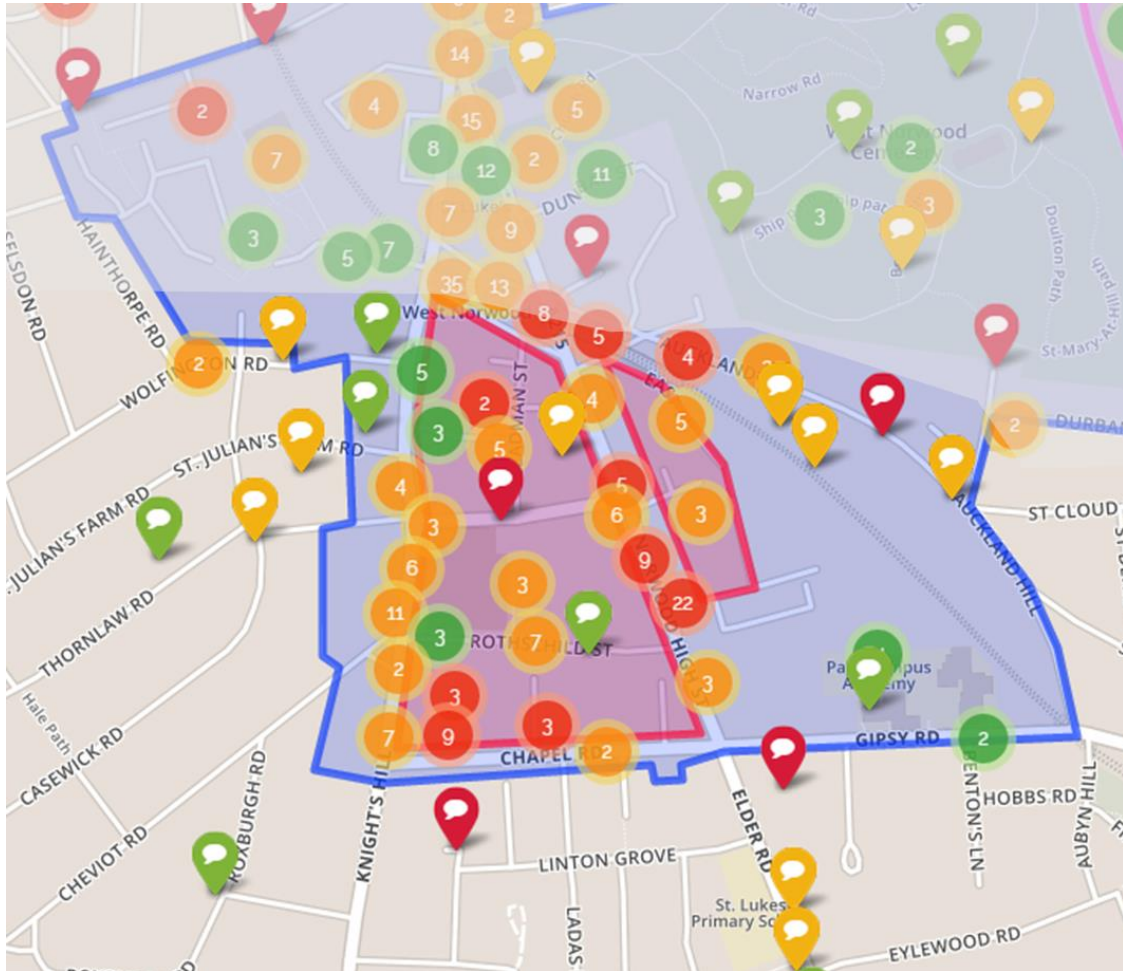
- 1.53 Ideas for improving the area largely reflected the strengths and weaknesses highlighted above, including creating an additional entrance to the cemetery to enable better access and improve connections to Parkhall. A suggestion was also made for more communal uses at the entrance of the cemetery to provide a more accessible public space and for traffic calming measures on Robson Road. One respondent also noted the importance of encouraging links with students at Elmgreen and local businesses and community initiatives to channel the ideas and enthusiasm of young people.

## 5. South of West Norwood Station

### Overview

- 1.54 This sub-area focuses on the area to the south of West Norwood Station, and covers the West Norwood Commercial Area (also known as the KIBA), Knight's Hill, and Norwood High Street. Most comments are focused on these key areas.

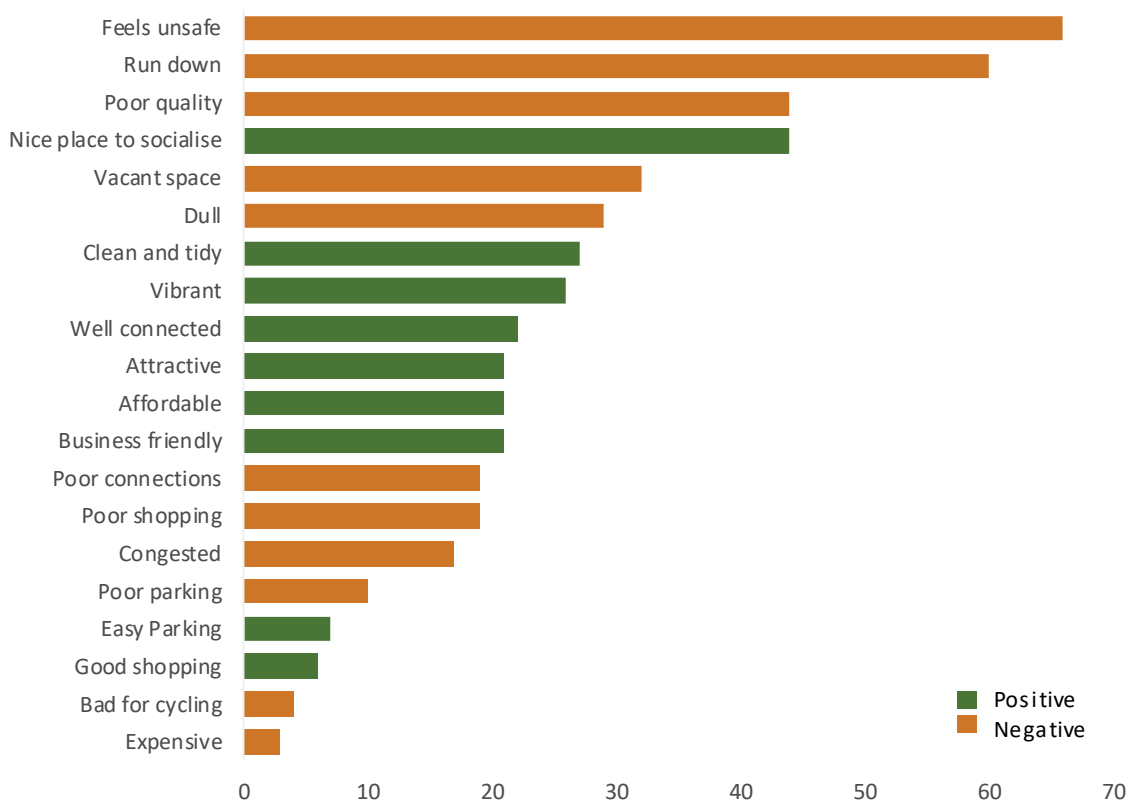
Figure 1.12 Map of South of Area comments



Source: Commonplace Map, 2016

1.55 Five of the top six voting buttons used to describe the area have negative connotations – focusing on perceptions of safety, vacant and run down areas and the quality of the built environment.

Figure 1.13 Most used voting buttons and emotions toward these



Source: Regeneris, 2016

1.56 The comments with the most ‘agreements’ include:

- West Norwood Tennis club courts are currently derelict and not available for public/member use
- Norwood High Street from Gypsy Road feels neglected – i.e. vacant units, dilapidated shop fronts. Issues of air quality from industrial uses and general issue around perception of safety also cited
- An abandoned lot on Windsor Road attracts fly tipping and litter, with adverse impacts for the attractiveness of the area
- The condition under the West Norwood railway bridge is cited as being poor.

### Localities of Interest

1.57 A number of locations in this sub area attracted particular attention:

- The West Norwood Commercial Area (KIBA) – issues cited including waste and litter, the suitability of polluting industries being located near residential areas, the largely inactive and unsafe environment during the evening, the overall attractiveness of the area in terms of appearance, and the overall integration of the area with the town centre
- Norwood High Street from Gypsy Road: Norwood High Street is perceived as being neglected, with the Windsor Grove junction a particular issue. Concerns were raised about

vacant units, dilapidated shop fronts, a large vacant plot of land, and general rubbish and waste along the street. Pollution from industrial uses is seen as contributing to these issues. Noise and disturbance caused by the Scandals is also a concern

- West Norwood Tennis Club: concerns cited that the tennis courts are no longer in use
- The East Place railway arches: while there are some small businesses (artist workspaces) here, the perception is that they are run down and possess limited infrastructure for tenants
- Knights Hill/ Chapel Road vacant land: the vacant site Knight's Hill and Chapel Road is cited as a concern - this has been vacant for an extended period, attracts fly tipping and is seen as a blight on the wider area.

### Strengths and Challenges

1.58 Key strengths of the area include:

- Some great and diverse businesses located in the Commercial Area, providing many jobs – from industry to artists
- A number of strong community projects and assets – including the Portico Gallery, Bzz Garden Garage and Art studios
- A number of good small businesses located in the area – particularly along Cotswold Street
- A number of good pubs in the area, such as the Hope and the Great North Wood.

1.59 Key challenges for the area include:

- The Commercial Area is mostly seen as having an adverse impact on the overall appearance and perception of the area, through pollution, litter, and adding very little public amenity
- The presence of a number of vacant or derelict areas not being utilised (as mentioned above)
- The general appearance of the Norwood High Street Area is poor – shop fronts appear run down and the wider public realm is in a poor state. Rubbish and fly tipping is a particular issue which is accelerated by the numerous vacant sites.

### Ideas for Improving the Area

1.60 Suggestions for improvements in the area include:

- Many practical suggestions centred around improving the cleanliness by implementing a weekly cleaning team, and replacing more heavily polluting uses with lighter manufacturing uses
- Suggestions were also made to provide more space for small businesses in the area. In addition, there were suggestions around introducing live/work units, which could safeguard manufacturing employment, provide new housing, and encourage an environment more suitable for the public
- Improvements to the public realm, particular on Norwood High Street. Specific interventions include shop front improvements, repaving and increased street cleaning
- Opening up vacant areas for temporary spaces – e.g. local markets, art events, craft stalls, outdoor films/theatres



## Visioning West Norwood and Tulse Hill: Commonplace Findings

- Encourage new businesses to locate in empty units, either through subsidised rent or providing arts with rent free accommodation. The idea of uplifting the area through attracting more artistic workspace is a reoccurring idea
- Renovating the railway arches to create new workspace with proper infrastructure
- Bringing the tennis courts back into use to provide a leisure asset for the area.