

WESTMINSTER BRIDGE ROAD REGENERATION PROJECT

Consultation Report

Stage 1: November/December 2014



Prepared by Waterloo Quarter BID, December 2014



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1 Executive Summary

This report outlines the findings from the first stage of the consultation for the Westminster Bridge Road Regeneration Project. The consultation took place in November and December 2014, with four public consultation events on 25th, 26th, 27th November and 4th December. Businesses in and around the project area were also contacted and their initial thoughts incorporated in this report. Finally, initial engagement with stakeholders was done, welcoming comment at this stage but primarily raising awareness.

Throughout the consultation process, even at this very early stage, it has been very clear that a project for this area is long over due. The response in the first instance was positive towards change, whatever form this may take. With the focus having been on Lower Marsh during the successful regeneration project, residents and businesses based on Westminster Bridge Road feel it is time for a much needed shift in focus towards this area. Like the Lower Marsh project, the overriding theme of the consultation responses has been about servicing the needs of the local residents and businesses. However, the increasing number of hotels in the area has added an additional focus for servicing the needs of visitors, reinforced by the road's role as a busy transport route and a key link to nearby attractions.

A number of strong themes came through during the consultation, with clear correlations between the opinions of groups. These themes are outlined in this report, along with the primary locations which attracted the most interest and concern. Overall, people expressed appreciation for this early consultation, and the interest in the project was evident across the board.

2 Background to the Regeneration Project

The Westminster Bridge Road Regeneration Project, formally known as Stage 2 of the Lower Marsh Regeneration Project, is a public realm scheme which follows on from the work recently completed on Lower Marsh. The scheme is seen as a continuation of this positive change, as well as other changes seen around the Waterloo area, such as on The Cut, and also in the Vauxhall area. As with the first stage of the project, the Westminster Bridge Road Regeneration Project is being delivered by Lambeth Council in partnership with a number of local partners.

The project involves refurbishment and improvement to the area of Westminster Bridge Road from the southern part of the Addington Street roundabout to the borough boundary at Morley Street. The project also seeks improvements to the tunnel routes that link the hospital and York Road to the areas south of the station including Lower Marsh. With major developments both in the planning and implementation stages around this area, a suitable public realm project presents an important opportunity for linking these developments, as well as improving the relationship between activity north and south of the railway tracks. As part of a wider scope for the project, it is intended that it will look more strategically at the area. In particular, focusing on users and interactions throughout the project area, as highlighted in the conceptual drivers for initial design work, listed below.

As outlined in the Project Initiation Document (PID), the initial conceptual drivers for design were:

- To improve highway infrastructure by considering obvious desire lines for pedestrians and cyclists – enabling them to interconnect with local attractions;
- To improve transport facilities for motorists and public transport users;
- To reduce perceptions of crime;
- To consider interventions that promote economic growth in the area;
- To provide opportunities for social interactions;
- To consider the use of materials, as well as long-term maintenance implications;
- To consider proposals and completed schemes in surrounding areas so that the scheme delivers something unique and distinctive to the area.

With these conceptual drivers in mind, the consultation process intends to help to establish what should be achieved through the project, in particular the locations of most concern as well as the general concerns of the people who use the project area.

Funded in part by section 106 obligations from a number of developments in the area, there are several key stakeholders with a vested interest in the project and its objectives. With this breadth of interest, and given the opportunity this project presents for the area, the consultation process is vital in steering the project forward.

3 Consultation

The Consultation and Communications Proposal, submitted in September 2014, set out a joint approach from Waterloo Quarter BID and South Bank Employers' Group (SBEG) to deliver stakeholder consultation and communications during the development and implementation of the scheme. The proposal outlined two distinct stages of the consultation process, as well as the ongoing communications strategy.

The first stage of the consultation, to which this report refers, has involved initial engagement with businesses, residents, passers-through/visitors and other stakeholders in, and impacted by, the project area. The aim has been to engage with a broad spectrum of local groups and individuals to raise awareness of the project, gauge initial feedback on the concepts and help guide the project's direction of travel as well as help produce a more informed preliminary design. The consultation advised these local groups and individuals of the following:

- i) The scope of the works, in particular the parameters of the S106 funding.
- ii) Other related projects in the area, mainly the Lambeth and TfL schemes. This is illustrated in the map shown during consultation *[part of Appendix 2]*.
- iii) The initial project concepts, shown on boards *[Appendices 3 and 4]*.
- iv) Indicative timescale for the project, in particular stage two of the consultation.

In general, this stage involved a consultation on what people think of the project area; their likes and dislikes, and what they would like to see achieved by the project. The process also sought to gain some initial feedback on the project concepts *[Appendices 3 and 4]*, as well as awareness of any specific priorities or issues from key stakeholders. Overall, the priority has been to ensure that people are aware of the scheme, and have been given the opportunity to input to it.

This stage will be followed by a second stage of consultation in early/mid 2015, once preliminary designs for the scheme have been produced. The format of the second stage will be more formal; gathering feedback in a more structured way. This will hopefully confirm broad public satisfaction with the scheme designs, but will also enable any new issues raised to be reflected in amendments to the design. This stage will take the form of a public exhibition, a postal survey, a web-based survey, one-to-one meetings and presentations at local forums. It will also include liaising with businesses and stakeholders regarding specific issues during planning and implementation.

The final stage of the consultation will involve ongoing updates during the implementation of the project, ensuring that impacted businesses, residents and stakeholders are kept informed about the progress of the project. As part of this stage, there may be a requirement for face-to-face stakeholder visits to trouble-shoot any issues arising.

The first stage of the consultation was completed in November and December 2014 by Waterloo Quarter BID, in partnership with South Bank Employers' Group (SBEG) and with support from South Bank and Waterloo Neighbours (SoWN). The method and findings are outlined in this report.

4 Methodology

4.1 Format of the consultation

For the public engagement, on-street consultation was conducted, offering the opportunity for passers-by to share their views about the project area either via stickers on a map, or by talking through their thoughts with staff on the consultation stand. The public consultation stand also displayed the initial concept boards [Appendices 3 and 4], a map board provided by Atkins and leaflets informing of the project [Appendix 2].

The consultation stand was out on the street on four occasions at four different locations, and at different times of the day, as follows;

- Tuesday 25th November, 5-8pm outside of Lambeth North Station, on Baylis Road [Appendix 8, Figure 5].
- Wednesday 26th November, 12-3pm on Addington Street, corner of Station Approach Road [Appendix 8, Figure 6].
- Thursday 27th November, 8-11am at outside Morley College on Westminster Bridge Road [Appendix 8, Figure 7].
- Thursday 4th December, 5.30-7pm on Emma Cons Gardens during the Waterloo Quarter Christmas tree lights switch-on [Appendix 8, Figure 8].

The stall was staffed primarily by Waterloo Quarter BID staff, with support from the project manager and representatives from Lambeth Council, representatives from the Atkins design team, local residents (SoWN volunteers) and hired support staff.

In terms of the business consultation, this was done in the form of one-to-one meetings with businesses in and around the project area, including those based on Kennington Road, the Lower end of Westminster Bridge Road and the corner of Lower Marsh. Initial contact was made over the phone by Waterloo Quarter BID staff, and a subsequent meeting arranged for those wishing to input at this stage. The format was kept deliberately informal and conversational, given the breadth of business type and therefore level of interest or impact.

Finally, in terms of key stakeholders, those who were not already contacted as part of the businesses engagement were identified and contacted over email. The format of this was primarily informative, ensuring that the relevant businesses/organisations/individuals are made aware of the project, the timescales and the format of the consultation. It has been left, on the whole, to the business to decide whether they would like a meeting during the first stage of the consultation, later on in process, either at stage two or during implementation.

4.2 Method of gathering feedback

Feedback from this stage of the consultation was recorded in three main channels:

- Comments from the stickers placed on the map [Appendix 7]
- Notes from one-to-one meetings with businesses and stakeholders [Appendix 5]
- Email and ad-hoc conversation comments [Appendix 6]

The focal point of the on-street consultations was the large banner showing the map of the project area (*shown in figures 1 & 2, and appendix 8, figure 11*) inviting people to put their thoughts onto stickers and place them on the map on the area to which it relates. The public were given red and green stickers, indicating something they like or something they dislike/would like to see changed. To prompt this, staff at the stall would facilitate conversations focused around this, and help condense these to go on the map (*seen in figure 1*). This not only made for an interactive consultation process, but also helped record opinions to be read later [*seen in appendix 8, figure 9*]. Many people commented that this was something they appreciated, and made them feel like their comments would have impact. Further to this, the colour coded stickers acted as a means of mapping out specific hotspots in the project area (*seen in figure 2*).



Figure 1: Engagement with public through interaction with the map of the project area, inviting them to put their thoughts onto stickers to be placed on the relevant area.

In order to aid conversations, boards with initial concept designs were shown [*Appendices 3 and 4*], as well as a map board provided by Atkins. Leaflets [*Appendix 2*] meant that people had something to take away for reference, with an email address to submit further comments if they wished [*Appendix 6*]. Free coffee and biscuits were offered to people [*shown in appendix 8, figure 10*] and creative signage was used to attract the attention of passers-by and encourage them to stop.

Notes from the meetings with businesses and stakeholders have been consolidated [*Appendix 5*] and incorporated both as general feedback about the area, and also as specific considerations, such as the school's concerns with crossings, outlined later in this report.

4.3 Strengths and limitations of feedback

This method of gathering feedback was chosen for a number of reasons. Primarily, this method has allowed for comments to be gathered clearly and efficiently, in a way that would be trusted and welcomed by the public as meaningful consultation at this early stage. Further to this, the method gave businesses and stakeholders ample opportunity to comment and be updated on the project, at their convenience. The various channels of gathering feedback, as well as the varied locations and times of the public consultation, has allowed for a broad spectrum of comments from a range of people.

However, it could be argued that the large number of comment stickers collected means that there may be a risk that some comments have been generalised into certain themes or categories, such as all comments relating to Lambeth North are generalised into one point about the junction. Finally, a constructive point must be made about the management of expectations, particularly in terms of

what is achievable. A very broad approach may have lead to high expectations from consultees for the role of the scheme in tackling the issues in this area. A more realistic approach in terms of scope of the project and budget would help to manage these expectations, whilst maintaining open dialogue.

5 Feedback and results

As shown in the appendices [5-7], extensive comments and notes have been collected from this first stage of the consultation. An estimated 250 comments on stickers were collected, 65 businesses were contacted, an additional 10 stakeholders approached and 5 responses were received over email. The notes from all of these methods of feedback have been consolidated and summarised, producing key problem areas, positive aspects and key themes. There were also a small number of very specific considerations raised at this stage, which have been noted.

Figure 2: Map after the second public consultation outside Morley College (map was cleared after each event), showing the hotspots of red and green.



5.1 Key problem areas

5.1.1 Lambeth North Junction

This junction was a recurring issue across the consultation. For users of this junction, the configuration means that the perception is of an unsafe, difficult to navigate and busy interchange. Concerns were raised about the safety of pedestrians using this junction. Many of these concerns referenced the number of lanes of traffic passing through at different times, and the need for heightened awareness of traffic from all directions when attempting to cross this junction. Specifically, concerns were raised by the Oasis Southbank Academy about the location of crossings and the safety of the pupils, as outlined later on in this document.

A number of people also referenced the pedestrian crossings as being poorly located, forcing people to take long routes to get to the other side of the road, and having to use a number of separate crossings. An example given was that to get from Lambeth North Station to the corner of Kennington Road (west), it is not particularly far, but a pedestrian must use five separate crossings to get there. This specific example was noted by a number of the customer-facing businesses on Kennington Road (west side). There is a high footfall of tourists using the station to get to the Imperial War Museum, and these businesses could benefit more from this if the layout of the junction was more logical and took into account key desire lines of pedestrians. This confusing layout was also a major problem for other road users, in particular unclear lanes causing conflicts between streams of cars, bikes and

buses. With regards to the cyclists using this junction, the feedback has shown that the majority feel this junction is both dangerous and confusing, but ultimately essential in the commuting route from the residential areas to the areas of work in central London.

5.1.2 Junction of Lower Marsh/Upper Marsh/Westminster Bridge Road

This junction was identified as another area where improvement is needed. In particular, many people expressed positivity towards the Lower Marsh project, and feel that the entrance way at the Westminster Bridge Road end needs to reflect this improvement. It was noted, for example, that a lot of work has been done in improving the end closest to Cubana Restaurant, but little done to improve the end closest to the Walrus Hostel. There was acknowledgement that this will now be helped by the completion of the Dover House apartments building with the supermarket at ground, but there was suggestion that more could be done to improve this junction. In particular, the route across to Upper Marsh in terms of permeability and softening of the junction. Feedback has suggested that this feels busy, noisy and not an easy way through to Upper Marsh. This was reflected in comments about the linking up of the area, and the need to improve permeability to Lower Marsh and beyond. This will be covered in more detail as a key theme.

5.1.3 Tunnels under railway line

As with the Lambeth North Junction, the tunnels came through as a major problem area from individuals across the consultation. The majority of comments were negative, referencing the fact that they were not at all pleasant pedestrian routes. This was to the extent that several people said that it does not feel like pedestrians *should* be using this as a walking route, and that the main Westminster Bridge Road tunnel (*figure 3*) is designed for traffic, and the other tunnels come across as convenient cut-throughs rather than designated or sign posted routes. Overall, the negative feelings towards the tunnels are based on the fact that they are dirty, dingy, damp and noisy. Interestingly, a few felt the tunnels are not dark, but rather far too light with the current lighting in place. When shown the visuals of the creative lighting which might be possible as part of the project [*appendix 4*], the majority would welcome this sort of change. Some said that it would have to be well thought through, as could come across as overwhelming or garish, but in general feel that it would make the tunnels firstly feel safer but also make them an interesting route to take. A few comments referenced the fact that this would be good so long as the tunnels are cleaned up and maintained appropriately. With regards to the noise, a lot of comments cited this as a major problem in the main Westminster Bridge Road tunnel (*figure 3*), acknowledging the fact that there may not necessarily be scope within this project to improve this.

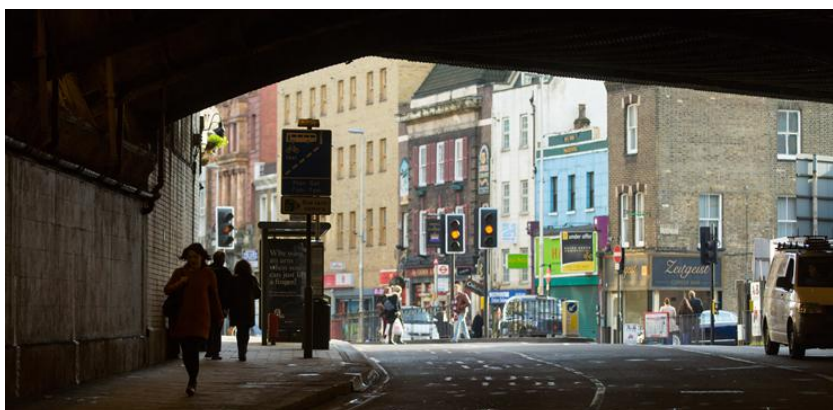


Figure 3: *The Westminster Bridge Road tunnel, looking south from under the railway.*

5.1.4 Addington Street roundabout

When the consultation stand was positioned on Addington Street, the roundabout itself was the area which was highlighted of most concern. As with the Lambeth North junction, pedestrian safety and accessibility came across as a major issue. Many said that the area feels like it is designed almost entirely for traffic, with very little consideration for pedestrian desire lines. A particular example was the route to get to Westminster Bridge itself which, given the lack of pedestrian crossings, is difficult and dangerous to navigate. In the interests of this project, many people also had concerns about the entrance to Westminster Bridge Road under the tunnel. This was seen by many as uninviting and ultimately does not appropriately represent what there is on offer the other side, in particular Lower Marsh, the Imperial War Museum and other attractions. When shown the initial concepts of the entrance way [appendix 3], animated by greenery and possible public art, people were generally welcome to something like this being done here. The void space and possible public art was something that interested many as a means of animating the entrance way and making people stop for longer, something which will be covered later as a general theme.

5.2 Positive responses

5.2.1 Lower Marsh

An area which attracted a large number of green stickers was along Lower Marsh. The comments here relate mainly to the success of the regeneration project in improving the overall 'look and feel' of Lower Marsh, and people wishing to see this continued onto the next stage. This relates back to the thoughts about the junction with Westminster Bridge Road, and the need to improve connections with Lower Marsh. Many of the comments reference the fact that Lower Marsh, and to a certain extent leading onto the Cut, is a unique asset to the area, and people like the types of businesses and the atmosphere along the street. For example, one comment made note of the community feel in this Central London location achieved on Lower Marsh, and is important given the large residential population in the area. This is something which should be taken into account in the project design work; not with the aim of replicating this necessarily, but so that there is continuity and appropriate links are made to this area. The two schemes should complement each other.

5.2.2 Leake Street

In addition to Lower Marsh, similar comments were made relating to Leake Street and the adjoining railway arch premises. In general, people like the interesting feel of this area, which has created something artistic and unique in an otherwise uninspiring tunnel, and similarly underused space under the railway. Specific reference to the graffiti in the tunnel, House of Vans and the Vaults as being interesting draws to the area, and animating an otherwise unpleasant, yet necessary, pedestrian route. A small number of comments related to the approach to this area, and the fact that it feels safe and interesting once you are in the tunnel, but the entrance way is intimidating and not necessarily somewhere visitors would want to go. This is an important point to note in relation to tunnels included in the project area, as the entrance to the tunnels has been cited as particularly uninviting and not representative of either what might be inside (creative lighting/public art) or what is the other side of the tunnel – they are important pedestrian links between north and south of the tracks.

5.2.3 Greenery

At the other end of the project area, outside Morley College on Westminster Bridge Road, there is an area of planting in the middle of the traffic island, which is maintained by guerrilla gardeners (*shown in figure 4*). This was the subject of a number of the green comment stickers placed around this area of the map. The majority, if not all, of the comments relating to the planting were positive and would like to see more of this kind of thing along the street – reasons included softening of the relatively busy road, nicer looking environment and perceptions of a cleaner environment. A few of the more detailed comments referenced the importance of incorporating Green Infrastructure into the project design. An example, picked up by a number of people, is the possibility of a green wall on the side of Lambeth North station.

Figure 4: *The guerrilla gardening outside Morley College, at the southern end of the project area.*



5.3 Key themes

5.3.1 Safety/security

A general theme which emerged across the consultation has been safety. This is both in terms of actual safety when using the road, but also perceptions of safety and security. Whilst this was in reference to all road users, the group which was highlighted most prominently was pedestrians. Firstly, actual safety when crossing the roads has already been touched on in relation to the Lambeth North junction, but applies across the area. For example, concerns have been raised about the location of crossings not matching up to routes regularly used by pedestrians. To give a specific example, there isn't a crossing over Kennington Road anywhere near the Lambeth North end of the street, meaning pedestrians either have to take a long way around or put themselves at risk by cutting across. This is a key route for users of the shops and services on Kennington Road, as well as school children. Elsewhere in the project area, a safe crossing point further down Westminster Bridge Road would improve safety for users of Morley College and also, again, the school children. Many of the comments referenced a lack of logic in the positioning of safe crossing points given locations of bus stops, services and, importantly, key desire lines for pedestrians and other road users.

5.3.2 Signage/way finding

Already picked up on in relation to specific sites, signage and way-finding needs to be considered as part of this project. A number of comments referenced the poor provision of effective signage along this key route. In particular, for people coming out of Lambeth North station and trying to navigate to the Imperial War Museum, Westminster Bridge, Lower Marsh, Waterloo Station etc. Many comments made reference to the fact that there is so much going on so close to this important transport route, and yet people passing through and using the area are not necessarily aware of this. This is a point which is worth taking into consideration in relation to the density of hotels in this area; new, planned and established. A number of, if not all of the existing hotels spoken to, alluded to the fact that they struggle with sending people along Westminster Bridge Road and beyond, because of how difficult it is for visitors to navigate independently. They said that if there was more appropriate signage, or a public realm more conducive to servicing the flows of people, then they would be more likely to send people through the local area rather than onto public transport.

5.3.3 Sense of place/character

In addition to this, as well as improving flows through the area, a key focus for improvement identified by many of the individuals consulted has been that of the character of the road. For many, the road is an important transport route, but lacks any sense of place. It has been clear that many people accept the role of Westminster Bridge Road in, essentially, the movement of people, both traffic and pedestrians. However, it is also clear that people would like this area to have more of an identity, a sense of place and a character. Some comments made suggestions of public art installations, more planting and something unique to the area. This leads on from the comments about the draw of Lower Marsh and Leake Street, and the unique identity of this Central London location. References were also made to the mosaics in Carlisle Lane (installed by Southbank mosaics), the unique frontage of Lambeth North Station and the guerrilla gardening near Morley College. Overall there were strong feelings towards interesting additions to the area which would define it as a place and improve the atmosphere. Possible sites some people identified for something like this were the central traffic island at Lambeth North, the area to the side of the station (blank wall and empty space at the moment) and the void space in the tunnel near Addington Street.

5.3.4 Linking up the area with surrounding areas

An overall theme which has already been touched on a number of times is the linking up of the area and its surroundings. There were a number of comments which suggest that it doesn't feel like the public realm supports permeability through the area and to the surrounding attractions. This is a point which was also raised by a number of customer-facing businesses in the area, in particular the ones who rely on passing trade. Their comments suggest that the project area, as it is, does not support the movement of people within and around the area, and so does not encourage economic growth and animation of the streets with shops, cafés, restaurants and services. This is a factor which will become increasingly crucial as the number of hotels increases. Improved permeability will not only benefit surrounding areas such as Lower Marsh, Kennington Road and other attractions, but will also arguably improve the experience of people moving through Westminster Bridge Road. A number of comments suggested that people passed through this area because they had to, but that it is not an easy or enjoyable experience.

5.4 Specific considerations

5.4.1 Oasis Southbank Academy

During initial conversations with the secondary school based on Westminster Bridge Road, it has become clear that the primary concern for them is the safety of their pupils. The school is currently only a couple of year groups, as it is not long open, but once the school is full, safety in the surrounding areas will become an increasing issue. The key points of concern are the beginning and end of the school day, when a high volume of pupils enter and leave the school. The physical points of concern, therefore, are centred on the location of key bus stops and transport interchanges. Currently, the most heavily used bus stops are as follows, in this order:

1. To go south on Westminster Bridge Road: opposite side of Westminster Bridge Road to the school reception, slightly south of the Lambeth North junction – pupils currently have to go up to Lambeth North junction, cross twice, and then come back down the other side of Westminster Bridge Road;
2. To go south on Kennington Road: directly outside the pupil exit on Kennington Road – no crossing needed;
3. To go north on Kennington Road: opposite side of Kennington Road to the pupil exit. Pupils currently have to go up to the junction and take a long route across five different crossings to come back down the opposite side of Kennington Road by the shops;
4. To go north on Westminster Bridge Road: directly outside the school reception – no crossing needed.

The school would therefore request that two additional points of crossing are seriously considered; one further down Westminster Bridge Road (between Lambeth North and Morley College), and one directly across Kennington Road near to the junction. The inclusion of these two crossings would not only reduce the risk to the large volumes of school children using the area, but also address some of the permeability issues identified by others in the consultation process. Both of these crossing points were also identified by other individuals, such as users of Morley College.

The school also identified the route to Archbishops Park as a key desire line, as they use it for sport. In line with what has been identified already in the consultation, they would therefore have a strong interest in something being done with the dangerous Lambeth North junction, and also the tunnels as a nicer pedestrian route.

5.4.2 Location of bus stop outside the Walrus Hostel

Identified by several people was the need to remove/alter the bus shelter outside the Walrus Pub and Hostel, due to lack of pavement space at this location, blocking pedestrian access to the tunnel.

5.4.3 Left turn onto Kennington Road

Finally, a repeated request was to take out the left turn onto Kennington Road (coming north on Westminster Bridge Road). Many people said this is viably underused by traffic, and adds another crossing to the junction which is already over complicated. It should be noted that even road users who said they use this turning thought that, overall, it is underused and therefore not necessary.

6 Conclusions

By way of concluding, this project has evidently been of significant interest to those reached at this stage of the consultation, across the board of businesses, stakeholders and members of the public. A regeneration project, in any form, is welcome and long over due according to many people.

The sections of the project area which have attracted the most interest during this stage of the consultation, and therefore must be focal points in the initial design work are:

- The Labeth North junction;
- The junction of Westminster Bridge Road, Lower Marsh and Upper Marsh;
- The tunnels – Carlise Lane, Upper Marsh, Westminster Bridge Road and Station Approach Road;
- Entrance of Westminster Bridge Road/Station Approach Road from Addington Street.

These locations should be focused on in the context of the area as a whole and the key themes outlined in this document, as well as taking into account the aspects, in and around the project area, which people said they like. In particular, the good response to changes around Lower Marsh and Leake Street, and the aspiration to link these areas up with Westminster Bridge Road.

This stage of the consultation has reinforced a number of the key themes and areas of concern already identified in the initial stages of the project. This confirmation is vital in driving the project forward and reinforcing what needs to be achieved. The consultation has not only gathered and gauged public and business opinion, but also acted as a means of informing these key groups of the nature and timescale of the project, and initiating what will be a sustained dialogue between the project team and those who use the area.



WESTMINSTER BRIDGE ROAD REGENERATION PROJECT

Consultation Report

Stage 1: November/December 2014

7 Appendices

7.1 Appendix 1: Consultation plan (September 2014)

Westminster Bridge Road Consultation and Communications Proposal

The Westminster Bridge Road project is the new name for the project that was formerly Stage 2 of the Lower Marsh Regeneration Project.

The project involves refurbishment and improvement to the area of Westminster Bridge Road from the northern end of the railway bridge south of the Addington Street roundabout to the borough boundary at Morley Street. The project also seeks improvements to the tunnel routes that link the hospital and York Road to the areas south of the station including Lower Marsh.

The project will be overseen by a **Project Board** comprising the following representatives:

Lambeth Council (Raj Mistry) Chair.
Lambeth Council (Jennifer Gavin)
Lambeth Council (Steve Wong – project manager)
South Bank Employers Group (Ted Inman)
Waterloo Quarter BID (Helen Santer)
Transport for London (Ed Boatman)
Waterloo Community Development Group (Michael Ball)
Network Rail (Gemma Playford)

A governance structure for the project is currently being drafted by Lambeth Council.

The group will report back to the **Waterloo Steering Group (Project Advisor Group)**, who will be the client group for this project.

In addition, a broader **Stakeholder Reference Group**, comprising interested parties such as Park Plaza, the Imperial War Museum and Guys & St Thomas' hospital, will be convened on a bi-annual basis for a briefing on project progress.

This Consultation and Communications Proposal sets out a joint approach from Waterloo Quarter BID and South Bank Employers' Group to deliver stakeholder consultation and communications during the development and implementation of the scheme.

Stage 1 Concepts and initial engagement

Initial engagement with businesses, residents, passers-through/visitors and other stakeholders in, and impacted by, the project area.

The aim of this phase of the consultation is to engage with a broad spectrum of local groups and individuals to raise awareness of the project, gauge initial feedback on the concepts and help guide the project's direction of travel as well as help produce a more informed preliminary design (RIBA Stage 3).

The engagement will advise of:

- i) The scope of the works, in particular the parameters of the S106 funding
- ii) Other related projects in the area e.g. cycling schemes
- iii) The initial project concepts
- iv) Date of Stage 2 consultation event

This phase will undertake broad consultation on:

- i) What people would like to see achieved by the works
- ii) Initial feedback on project concepts
- iii) Specific priorities/issues from key stakeholders e.g. access requirements

Method of engagement:

- On street survey for members of the public (comprising creative, event-based engagement)
- In premises survey for businesses

Stage 2 Design proposals (RIBA Stage 3 – refined version)

Following completion of the preliminary design layout, consultation will be undertaken on more detailed scheme designs (RIBA Stage 3).

The aim of this phase of the consultation is to cast the net more widely, gathering feedback in a more structured and formal way. This Phase will hopefully confirm broad public satisfaction with the scheme designs, but will also enable any new issues raised to be reflected in amendments to the design (depending on level and numbers of any objections, as well as feasibility of accommodating new issues).

Only outline options will be included for the Westminster Bridge Road/Hercules Road junction element of the scheme at this stage due to the complexities surrounding this element.

Method of engagement:

- Public exhibition and presentations
- Post surveys to agreed project area
- Web survey
- One-to-one meetings with key users such as London Ambulance Service, Oasis Academy Southbank
- Presentations at local forums e.g. WCDG public meeting, South Bank Forum

Stage 2b Issue-specific consultation (if required)

Additional consultation phase(s) will be implemented if required on an issue-specific basis. This could comprise, for example, delivery and loading surveys with local businesses, should issues arise during Stage 2 of the consultation that require further exploration.

Stage 3 Implementation

During project implementation, there will be a requirement for ongoing feedback and updates to members of the public and local businesses.

The aim of this phase of the consultation is to inform of progress with the scheme, as well as to update on any issues that have arisen, which have necessitated changes to timetable or delivery. This phase will also give forewarning to stakeholders of future stages of the work, which may involve disruption to businesses or residents.

As part of this stage, there may be a requirement for face-to-face stakeholder visits to trouble-shoot any issues arising.

Method of communication:

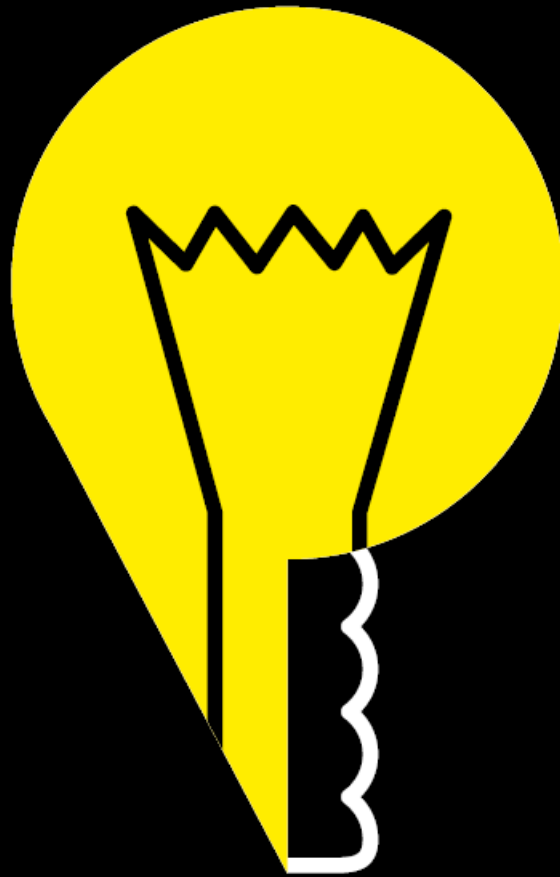
- Hard copy newsletters to agreed area
- Updates on the Lambeth Council website

Ongoing Project information

Information about progress with the scheme will be posted on a dedicated project page on the Lambeth Council website.

Copy will be provided for the website to coincide with the successive consultation phases above. This process will be supported by Lambeth Council. Copy will be signed off by the Project Manager.

WESTMINSTER BRIDGE ROAD REGENERATION PROJECT



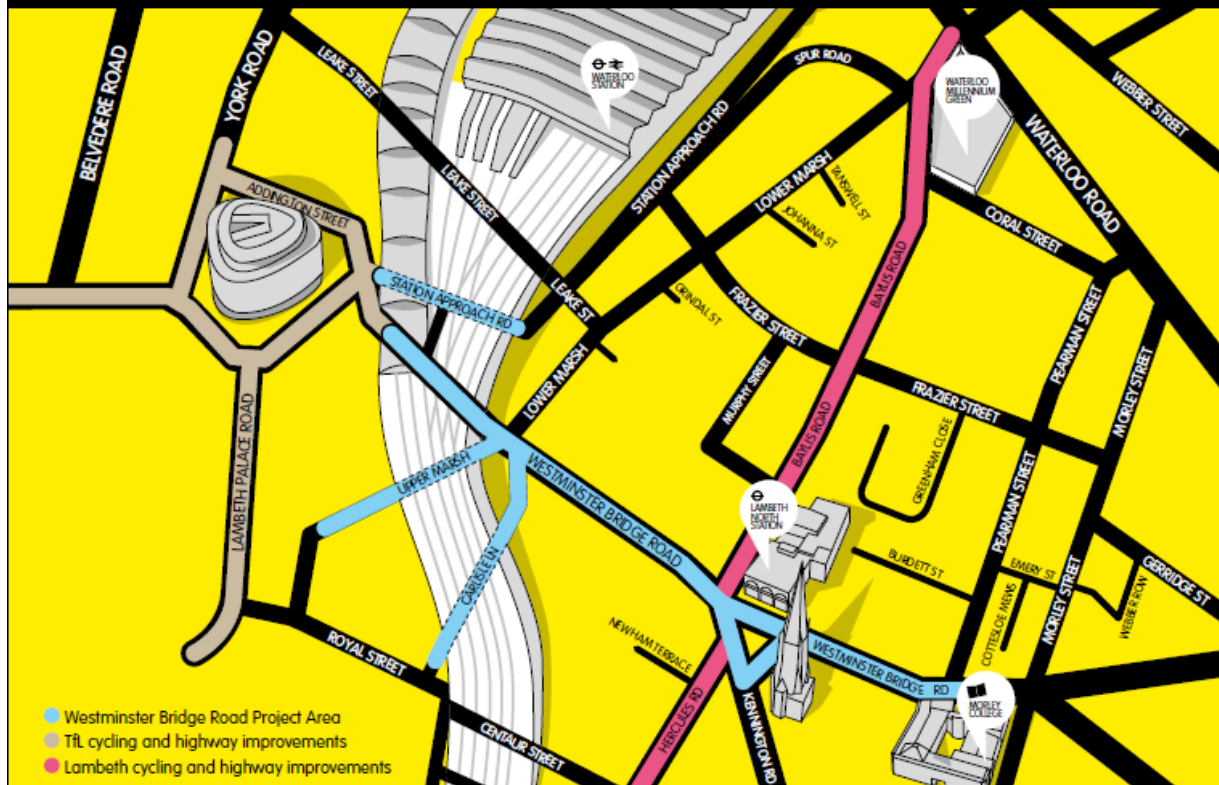
The Westminster Bridge Road Regeneration Project is an exciting plan for the future of this key road in Waterloo. In order to produce the best designs for the project, we need your opinion.

WHAT'S
NEXT?

YOUR
VOICE
MATTERS



WESTMINSTER BRIDGE ROAD REGENERATION PROJECT



- Westminster Bridge Road Project Area
- TfL cycling and highway improvements
- Lambeth cycling and highway improvements



The extent of the project area is shown in the map above. This is the area which will be included in the regeneration project.

How would you like to see this area improved? What would you like to see achieved by the regeneration? What wouldn't you change about this area? Come and share your opinion, and place it on the map, at our consultation stand during the times shown on the right.

5-8pm Tues. 25th Nov.

Lambeth North Tube

12-3pm Wed. 26th Nov.

Addington Street

8-11am Thur. 27th Nov.

Morley College

Alternatively, email your thoughts to swong1@lambeth.gov.uk

Your opinion will form the basis of the designs for the regeneration project. Further consultation events and a survey will be conducted in February 2015.



WHAT'S NEXT?

YOUR VOICE MATTERS

7.3 Appendix 3: Initial Concept Board 1: Addington Street



WESTMINSTER BRIDGE ROAD REGENERATION PROJECT



View of entrance feature from Westminster Road towards South East.
(Credit: noganjohnson Architects)



View of possible layout beneath Westminster Bridge Road
towards North East. (Credit: noganjohnson Architects)

WHAT'S
NEXT?
YOUR
VOICE
MATTERS

7.4 Appendix 4: Initial Concept Board 2: Creative Lighting



7.5 Appendix 5: Notes from business and stakeholder meetings & conversations

Morley Gallery: Conversation with Jane Hartwell, Gallery Manager on 29.09.14

- Said that a few years ago the gallery put a sculpture (part of a temporary exhibition in the gallery) on the traffic island outside Morley College. She said that it was very effective and acted as a way of animating the space and defining the street. Said that this could be something to explore in terms of Westminster Bridge Road and changing the way people feel when they are in the area. Simple but effective means of animating the space.

David Clarson local resident, phone conversation on 24.11.14

- Lambeth North junction is an important gateway site and needs to be marked in some way. Could there be a public art/signage element to the project to address this?
- Closing end of Herc Rd would be controversial. I explained that even at Phase 2 of the consultation Atkins will only be presenting options for this as it will take time and a lot of discussion to get it right.
- Implementation will need to be phased to accommodate large amount of building work in project area
- London Underground should be engaged re their plans for the station. Perhaps use Park Plaza and IWM, and fact that visitor numbers likely to increase significantly, to get LU to prioritise upgrades (we should also push for new side entrance along flank wall as part of this). LU Property should also be engaged as there is scope to build above the current site. I can dig out contacts for this.
- Owner of 111 WBR needs to be engaged, not just the guys building it who came along to the walkabout.

Cotto Restaurant

- Lambeth North Junction – dangerous; has watched a lot of people nearly get killed crossing outside his restaurant, particularly since they took out the pedestrian barriers;
- Deals with a lot of very lost people – there could be better signage coming through the tunnel and also better signage sending people to the Imperial War Museum;
- There's a big problem with rubbish, particularly glasses and bottles outside the restaurant in the morning – would be nice to see some more early morning cleaning.

NatWest Bank

- Would like to see better cleaning, especially first thing in the morning when they have a lot of glasses etc outside;
- It's not a great place to walk to – particularly on dark mornings/evenings as it's very dark – better lighting would be a positive step.

Peter's Gents Barber (Kennington Road)

- Planters are good, however, they need more colour in them and it was a mistake to put deciduous plants in them as through winter they will be very bare;
- Would be nice to have the hanging baskets back as they really brightened the place up;
- Need some public art of something to draw people to the area as business is really suffering since they took out the office blocks (this was where most of his trade came from);
- More thought needs to be given to planning decisions that may look good on paper but have a significant negative impact on local businesses.

Palladio Associates (Newnham Terrace)

- Clients usually come to Lambeth North. If they go to Waterloo, there is a risk of them getting lost, as the signage from the station is confusing.

- Route through railway tunnel is unpleasant – not great to direct clients through there if they want to get to the South Bank
- Like idea of creating an alternative route N/S from roundabout to Westminster Bridge Road south of the railway bridge via Station Approach Road
- Often use Carlisle Lane as a route to Lower Marsh at lunchtime through back door of business premises. Lighting and perceptions of safety have improved, but still unappealing route to those who don't know it. Would support wider pavements and shared surface for pedestrians/vehicles. Very lightly trafficked, so don't need so much space for vehicles
- Would like to improve awareness of Archbishops Park locally and its proximity – esp route along Carlisle Lane. Improve signage to raise awareness of this.
- Derelict former Duck Tours site is a blight and a poor welcome to the area from Lambeth North. Could the Council consider Compulsory Purchase for the site. Would be great to develop a cultural use (William Blake centre) as part of a public/private scheme for the site given Blake lived on Hercules Road. Create an additional tourist attraction for the area in addition to Imperial War Museum
- Pavement height on Westminster Bridge Road outside Devonshire House is extremely high and quite dangerous as a result
- Would like to reference history of area in new scheme – e.g. Blake, Astleigh's Circus, Pleasure Gardens

BCM Construction

- N/S crossing over roundabout by hotel is non-existent and very dangerous for staff and visitors as a result. Please feedback to TfL that this is a major priority.
- Would like scheme to mirror the regeneration of Lower Marsh in terms of quality
- Street needs more interest and variety, especially a greater variety of shops, not just more of the same
- Signage from station is confusing. Many visitors come to Waterloo, but usually send to Lambeth North as is a more straightforward route. Nonetheless, signage north from Lambeth North could be improved and would be supportive of this being included in project scope
- Supportive of proposal for decorative lighting in tunnels – tunnels do not currently feel safe and this would help with perceptions of safety. Would like to mirror the creative under-bridge signage on the way to Bankside and London Bridge

Local Resident (lived here 15 years)

- Separate pedestrians from traffic with heavy glass/or similar wall. Less noise, safer, lighter.
- Nice lighting scheme and environmental scheme for pedestrians not for traffic.
- Stop taxis coming from station approach road to WBR but direct them through other tunnels to north.
- Traffic doesn't care how nice the tunnel looks. Separate them from the pedestrians so that the right people can benefit fully from the improvements

Days Inn Hotel (Kennington Road)

- Street is not that busy: morning rush hour very busy, rest of the day fine
- Getting to Waterloo Station, mainly direct guests along Baylis Rd, but staff use Lower Marsh, cycle in the morning.
- To get to the Car hire, they generally don't send people along the tunnels
- There are lots of places to eat/drink in very close proximity, but difficult to direct people. People don't realise how close the riverside/South Bank is. Shoppers generally get the underground elsewhere.
- Important for it to be a nicer area – very close to tourist attractions – but needs to be more signage
- Majority of guests use Lambeth North station as a way of getting to other parts of the city, but to get to the station - not very convenient crossing, pretty dangerous. For example, the pedestrian crossing at Hercules Road – no pedestrian lights.
- Been here long enough to feel safe but if I was a tourist they would not feel safe, feels a bit rough not very well developed.

Groundwork London (Morley Street)

- Street furniture should be kept simple – simplifying what is there will make it more pleasant and the pavements easier to use.
- Morley street is one way street with fast, manic cars. Is there something that can be done about this?
- Likes graffiti tunnel, enjoy walking down there – young people shaping local area.
- Sustainability – greening of area, use of materials needs to be considered in the implementation of the project. Would be good to see more greenery along the route. For example, traffic island with the planting and planters linking up the bits of gardens – important for pollinating – living stuff in the urban environment.
- Improve cycling route and address safety issues: pedestrians crossing the road with cyclists using the route: needs to be safe and accessible to both.
- Important to find out from cars/vans/lorries what it is that they find confusing about the route – establishing the key issues and calming drivers down. Residential community, needs to be a calmer environment.
- Likes the Southwark Street lighting – something similar. Not too garish.
- Interested in the possibility of getting involved in the project in some way.

Riverside 2 Café (Kennington Road)

- Crossing – need to change the layout. Signage for the museum (artistic?) – Kennington road easy access for people and would benefit the shops. There aren't any businesses along WBR so no point sending them down there to get to the museum (Southern end of WBR)
- More attractive, nice pavement. Widen pavements and add benches to make people to stop. Elegant look to the area, make people stop for longer.
- Better signage to go down WBR – leading the flows of people to Museum, Market, Kennington Road
- Cleaning up the tunnels to make it look safe - something to attract people, make you want to go under.
- Better signage, easy to walk to but you wouldn't know. Exploring the area, find out what it has to offer.
- Needs something to give character to the area, grandeur of this central London location.

Collingwood Environmental Planning

- Cleaning needed – pressure on Lambeth maintenance of the tunnels. Making them a safe and attractive place for people to walk. Making the tunnel a feature rather than a deterrent.
- Role of green infrastructure incorporated into the scheme. Creative ways of adding plants
- Public art, signage to make the area more friendly
- Crossings, Lambeth north to Kennington rd. also PP roundabout – need to be looked at and rethought.
- Hotels will bring new flows of people: Pedestrian crossing guiding ways accessing places.
- Signage – ID for the street from Lambeth north. Area with an identity. Creative ways of creating a sense of identity for the road.
- Coming out of the station, need to know where you are going and feel like you are somewhere too.
- Example: Isabella Street, something that makes you feel like you are there. Entrance way to Lower Marsh at the WBR end.
- Managing transport conflicts, provisions for cyclists – tackle the problem of cyclists not stopping at crossings.

CAFOD

- More ways getting to Lower Marsh and the station - pedestrian routes. Signage needed for Imperial War Museum – in particular from Tube station 'across the road and turn left' message is misleading.
- Wider pavements under tunnels – improved safety
- Lighting – looks tacky – seems like a pointless attempt to be urban
- Softening angles, curving edges. Friendly rather than funkier making people want to walk there.
- Morley college, not as busy, quieter with wider pavements
- More Boris Bikes – will have maps, ways of wayfinding for tourists

- Void space and under tunnels - making it somewhere that people 'go to' having a café nearby
- Wider pavements all the way up – people hurry along, people should slow down more
- Bus stops, street furniture.
- Not super busy – over complicated junction. Triangle in middle – put something in the middle. Public art?

Stride Treglown Architects (Cosser St)

- Improved link between Kennington Rd and Lower Marsh is needed
- Access: Lambeth North is key point – flows to and from the station.
- Crossing Kennington Rd - Pedestrian Crossings needed across Kenning Rd
- Timings on Lambeth North Junction – dangerous, confusing and complicated.
- Lower Marsh – Nice place to be, good atmosphere.
- Tunnels – main route for traffic and could be good pedestrian routes – potential
- Link to the new Waterloo farm which is being planned.
- Making it safer – positively accepted by local people. Safety should be priority.
- People coming from LM and the vaults area - linking up areas.
- Something should happen with the space under the tunnels
- Making more use of Lambeth North – Getting people there
- Looking at other high traffic areas – how does it work elsewhere? Make comparisons and draw on experience of other area. Busy junctions.

Park Plaza Hotel (Westminster Bridge)

- Offices for Park Plaza – need space somewhere. Void space is an option depending on size?
- Deadspace – life/people there, needs to be something doing on. Animation of the space under the tunnels.
- Entrance to the tunnel – keeping people out at the moment. Improvements to the entrance way going South under the bridge would make more people want to go under there.
- Wayfinding should be a key focus for the scheme – how the built environment encourages movement around the area – promoting fluidity and exploration rather than exclusion.
- Sent people south of the tracks - feedback was that it was an unsafe route, dirty, doesn't feel like people should be able to walk under there. Therefore, had to stop sending people that way – Leake Street, WBR Tunnels, need to offer people a safe journey to get to the area south of the tracks.
- Consultant – PP

Tune Hotel

- Bridge looks ugly, doesn't feel like a particularly nice area, feels like a rough area
- Light up pedestrian route and make it feel safer.
- Void space – market stalls, guest food stalls etc. Potential for making it a nice space, animation.
- Junction makes it very difficult and unsafe to cross
- Boris bike racks! – would encourage more people to use the area.
- War Museum not very well signed, signage is important. Signage around junction needs to be better
- Security at night particularly needed here - doesn't feel particularly safe and secure for guests. Improved lighting needed – very dark/scary/not a pleasant walk
- Walk to main attractions. Guests using the area – Southbank. Don't necessarily want to stay in the immediate area (WBR)
- Busy road, wider pavements needed
- Crossings difficult. Easy safe crossings, zebra crossings?
- More shops and amenities along the street. Services for visitors and hotel guests. Laundrette, money exchange

Wesley Gryk Solicitors (Lower Marsh)

- It would be a very good idea to have multi-coloured lights under the railway bridges (Southwark street example)
- An automated indicator board in the bus stop under the railways bridge showing arrival times of buses
- The pedestrian crossing is very dangerous between LM and the post office since it begins flashing green when it turns to flashing yellow on WBR and people don't realise this, particularly since there are now loads of tourists around here.

BIVDA

- No suggestions at this point but is very interested in the project and is looking forward to comment on the first designs. Pleased about the investment being made to the area.

Domestic Violence Intervention Project

- Would be useful to have a loading bay to be close by (WBR)

Eden Caterers (Hercules Road)

- I'm sure I'm with the majority in saying that the worst area is the bit under the tunnels just before you get to (or just after) the roundabout. That and Station Approach road are awful. Those not familiar with the area may well end up walking through that when coming from Waterloo; it is seriously Dickensian and I'm sure scary for many. By comparison, the rest of the road is a joy!

Hikari Sushi

- More and free customer parking in the are.

SE1 Dental Practice (Kennington Road)

- More greenery, cycling improvements and better lighting in the railway tunnels should be looked at as part of the scheme.
- Also improvements to the Lambeth North station entrance are desired. Cyclist safety at LN junction.

The Three Stags (Kennington Road)

- Improve way-finding and signage from the Lambeth North station to the IWM and clearly direct people down Kennington Road. Improve the pedestrian movement on the LN junction.

Wedding Wardrobe (Kennington Road)

- Safety of school kids crossing LN junction should be the main priority of the scheme.
- More greenery.
- Bus routes needn't to be disrupted to a large extent as local people like the fact that the area has good transport links.

Oasis South Bank Academy. (Meeting with Carly Mitchel, Principal)

- Key bus stops used by the pupils; top two are on other sides of the roads.
- Need to be safer crossings and more direct from the exists over to the stops.
- Half way down Westminster Bridge Road, and then across Kennington Road as well.
- Route to Archbishops park is key for the school going to sports facilities.

7.6 Appendix 6: Email comments

Date: 22 November 2014 11:14:33 GMT

Subject: Westminster Bridge Rd

As a resident (#100WBR) my primary concerns and objectives are:

Improvement of the road under the railway bridges, the 2010 minor cleaning and lighting works only having made a very limited impact. Network Rail's painting of other bridges (blue external and white undercrofts) has made huge differences elsewhere and wonder why they cant do something similar here. Likewise they have put in place interesting multi coloured lighting at other bridges that are notably absent here. The art under southwark street / blackfriars rd bridge is also something we should consider. Improving the realm on this stretch would unlock the whole road and likely secure significant extra footfall from the southbank for WBR and lower marsh businesses.

I had recalled that the bus stop was supposed to have moved at the corner of lower marsh- the whole section of pavement outside the walrus is by far the dankest stretch, exacerbated by the bus shelter blocking the pavement.

Clearly encouraging a recalcitrant landlord to develop at 79-87 (corner of hercules and WBR) is tricky but anything that can prioritise via planning at this junction could transform this corner. I note that the china bowl site at 2 hercules is for sale so encouraging joined up proposals could be incredibly helpful, even if it were by considering a taller development than the previous 5 floor Shell Oil application from the nineties.

Finally, have TfL ever addressed the option of changing the entrance to lambeth north tube to the Baylis road side, per previous lambeth consultations, to break up their stark wall? Given width of pavement here and TfL's new property strategy could small retail units / kiosks be allowed here instead to bring life to that corner (emulating benefits of costa's arrival on opposite side)?

Date: 26 November 2014 12:15:09 GMT

Subject: RE: What should happen to Westminster Bridge Road?

I am not sure whether your scope would include traffic flows? The junction at Lambeth North is of enormous importance to residents in the area. Some previous experiments and proposals have had a severe impact on residents. The current network of one way streets, blocked roads, restricted turns and traffic islands already makes travel in and out of our neighbourhood difficult and clearly has an adverse impact on the quality of life, pollution, travel times, fuel costs etc.

The Lambeth North junction is the main gateway in and out of our neighbourhood from the South. An experiment to block left turns from Westminster Bridge Road westbound into Kennington Road southbound a few years ago was a disaster for residents and was reversed. A further plan to block traffic from Hercules Road was also a huge problem for many people and would have turned Hercules Road into a backwater.

It really is important for local residents that the side turns remain open. (it's only through traffic that likes to take the straighter routes.) The junction is difficult with 5 roads converging. The three workable suggestions are:

1. Double mini roundabouts
2. Elongated oval roundabout

3. Single set of traffic lights on round-robin for all five roads. (nb the current two stage lights cause confusion and we see people not realising they have to stop at the second light if they had a green at the first one.)

You could also then set back pedestrian crossings and bike crossings to make life better for pedestrians. The current series of PeLiCon pedestrian crossings creates multiple stages and ignores desire lines. We always try to walk across the five lanes of Westminster Bridge Road as it takes a lot longer to use the current crossings. So, a pedestrian crossing outside Oasis would be much more useful.

Please make sure any conclusions from your study support residents' needs for the junction as well as for the tone of the neighbourhood.

Date: 27 November 2014 21:23:31 GMT

Subject: westminster re regeneration

1. traffic junction between Westminster Bridge Rd/Kennington Rd/ Baylis Rd / Hercules Rd is a potential death trap for pedestrians, especially since huge numbers of visitors to IWM use it and are at risk.
2. There is a high proportion of residents who do not own a car, partly because public transport is so good, partly because they can't afford a car plus garage fees, or are too old or disabled to drive.
3. Traffic coming out of Hercules Rd gets a green light, sweeps out into Kennington Rd, does not notice the pedestrian lights which come a few metres further along. Some carry on narrowly avoiding pedestrians when they have the right of way.
4. Cyclists are perilous. Some use the pavement if road traffic is congested (or even if it isn't). The noise of traffic means that cyclists are effectively moving silently, especially dangerous when overtaking from behind. Some regard red traffic lights as optional.
5. There is a flourishing primary and an expanding secondary school in this area. Young people need an inviting shop which sells books and other educational materials
6. The part of Westminster Bridge Rd which goes under the railway is filthy, noisy and polluted. Could be avoided by left turn by anyone wanting to get to Lambeth Palace Rd. Could this be pointed out?

Date: 27 November 2014 22:15:17 GMT

Subject: Westminster Bridge Road Regen project

The project is very welcome and long overdue.

I live on St Georges Road so have walked backwards and forwards along WBR several times a day for the last 8 years: there's not much you don't notice about it in that time!

Could I make some suggestions (not sure what the budget is, if anything, so I am suggesting everything I can think of):

- there is a lot that has improved around/on WBR recently: the redevelopment of Hercules House, of 111 WBR, the new housing on Baylis Rd and above the Post Office, the opening of the Oasis school, the Tune Hotel, Costa Coffee etc. This project should aim to keep the momentum up.

- the main issue that needs addressing is the poor standard of public realm outside Lambeth North tube. The junction is dull and the traffic sometimes very fierce, and not very cyclist friendly. There is actually quite a lot open space if you look at where there are actually buildings, especially taking into account forecourts, verges, and the very wide junctions with Hercules Road and Kennington Road. Costa have been brave and placed tables on the pavement, which maybe the restaurants and cafes at other points in the space could be encouraged to follow if there were space. Could some imaginative highways design produce something a bit more accommodating of this, and more welcoming (maybe with some negotiation with the owners of the Oasis to make better use of the slice of land next to the church tower, removing the pointless railings there and bringing their café more firmly outside?). Can Costa and the Oasis café be rewarded with a bit more pavement by realigning the junctions, removing pavement where it is less useful or has no retail frontage? Or, I have sometimes wondered there is enough room to get some trees and public art in the middle of the space (I am NOT suggesting a roundabout though!)

- the empty site immediately opposite the tube station (formerly used as a car park for Duck Tours and now, it seems, nothing at all), is an eyesore and needs some action, perhaps the threat of a CPO. This site could bear quite a tall building eg 6-8 stories and it's a shame that it has been undeveloped for so long. Maybe you could threaten to designate it as public space through the neighbourhood plan as part of the above redesign, which ought to get the landowner's attention...
- perhaps another issue for the Neighbourhood Plan - we seem about to get our 3rd hotel in the area around the tube station. Is this overkill? Is some control needed?
- please make sure the "guerrilla gardening" in the area, especially the area immediately outside Morley College, is protected. It's great. Some new planters recently appeared on Baylis Road to improve the not-very-nice blank wall and bins area outside the tube station. Could that wall of the tube station maybe feature a mural or wall-mounted sculpture?
- the Perspective Tower (100 WBR) causes huge and very annoying local wind effects; on a windy day it's a battle to get past it. I realise this is very difficult to do anything about, but as much tree planting as you can get away with might help. There is definitely space for more trees (but not flower baskets, which get blown to shreds)
- signage to the Imperial War Museum is bad: I often get stopped by tourists to ask where it is.
- the redevelopment of Lower Marsh and the Dover Castle building (finally) is really helping lift the area near the railway tunnels. Again, the underdeveloped land opposite the southern end of Lower Marsh could be better used to extend the shopping offer with maybe some housing above. Admittedly it's a noisy plot and there is an existing business operating out of it, but maybe the landowner can be asked for ideas. Signage to Waterloo station in this area has recently been improved but I still see people on the International Terminal side of the underpass looking baffled as to where the station is.
- I know that there are proposals for an extension to Morley College. Some of these proposals are quite concerning and in my view could make the relationship of the College to WBR worse, and not better, as well as imposing something on the area which is not in keeping with its character, especially the large number of London stock brick buildings.
- can we please not have any more advertising hoardings posing as phone boxes, which are surely only there because the council was desperate for the cash and not because of any public service.
- there is quite a lot of street clutter, particularly traffic signs where the signs have all arrived at different times and no thought was given to re-using the same poles, or lampposts.

Date: 2 December 2014 18:12:23 GMT

Subject: Westminster Bridge Road

Some comments on the Westminster Bridge Road Regeneration project:

- Encourage/persuade/force the owners of the church tower to improve street level
- Do everything possible to have the site opposite on the corner of Hercules and Westminster Bridge Roads developed in some way, both the empty site and the semi-derelict shops.
- Make road crossing easier.
- Make the owners of the building above the Post Office do as their original planning consent required.
- Encourage etc the owners of the scooter place on the corner of Carlisle street to prettify it.
- Do something – ANYTHING – to make the railway tunnel more attractive and to muffle the noise. I'm sure there must be baffling materials which could be used (and decorated) to resurface the walls. Failing that, how about a glass/Perspex screen along both kerbs to protect/separate pedestrians from traffic.
- Put prominent finger posts or other signing on the corner of Lower Marsh (and Baylis Road?) directing people to the War Museum, London Eye, Waterloo Station etc. At least three times a week I help lost tourists and with more hotels being built the problem gets worse. The present maps are OK, but many of them are not North/South oriented which is very confusing.
- Improve the double kerb outside the block of flats, 126 Westminster Bridge Road. I know people shouldn't cross the road here but I, for one, severely sprained my ankle getting into a taxi here as the lower step is so narrow. For people loading and unloading from the loading bay it is equally dangerous.
- Persuade TfL to prettify the blank walls next to the station entrance – how about a living, green wall?

7.7 Appendix 7: Sample of transcribed sticker comments

Red:

- More shops that can be used by people
- Hotels are problematic for local shops as changes market and promotes - no amenities for local people and workers.
- Area around Lambeth North Station is hideous – crossroads between the war museum and old vic.
- Too many traffic lights between Morley and the St Thomas hospital
- Too much traffic
- Tunnel should look more attractive for people to come south of the tracks
- Improved lighting. Creative lighting = good
- Leake street tunnel needs better cleaning, sweeping and security.
- Don't like walking through tunnels at night
- Better signage and lines on roundabout. Confusing for people who haven't driven before.
- Better artisanal shops, extend market
- Uneven paving. (resident)
- Plants/green/bikes! (resident)
- Linking with lower marsh – Lambeth North – Imperial War Museum.
- Consistent signage
- Using the spaces
- Waitrose - where are you?
- Please make bike friendly
- Lack of informal green open spaces, dog friendly
- Lots of separate roads to cross on the way to school that make you late
- Conflict between pedestrians, cyclists and cars. Major cycle route – own road?
- Seating = places to stop. Places to linger.
- Bike racks + pumps?! (resident)
- Improved cycling infrastructure through the junction
- Too many traffic lights from Morley to park plaza
- Dangerous tunnel. Need a glass tunnel.
- (Frazier St) lighting + road surface from Lambeth North tunnel.
- Junction is dangerous and loud with ambulance sirens and high speeds.
- Safer crossing for children at junction.
- Can't we do something with the bomb site on the corner of Hercules
- Better parking – Free! (resident)
- No pedestrian crossing across Kennington road
- Better markings on the road for bikes
- Wider pavements, separation of road and pavement
- Confusing signage, so many roads, no crossing points
- Don't understand the junction (new resident)
- Not much of an atmosphere, not much going on (Morley visitor)
- Should be cleaned and maintained better DAILY.
- Trees never cut back well enough, TFL.
- More green energy, creative lighting is safer for pedestrians.
- Tunnels are awful, would love decorative lighting proposed provided its maintained. (resident)
- Got to sort out the road infrastructure especially for cyclists/pedestrians. Its dangerous now.
- Essential the aim should be to make the roads and junctions feel safer for cyclist and pedestrians of all ages, segregation from buses, vans and cars.
- More direct routes for pedestrians and cyclists through junction, avoid bridges route.
- As a cyclist it is not easy to take a right turn into lower marsh. (resident)
- Lack of CCTV under railway, improved security for residents (resident)

- Road surfaces under the tunnel, also segregation of traffic.
- Crossing by the park plaza, no way of crossing safely
- Before coming here we were lost, you should improve the information (tourist)
- Dark, dirty, horrendous WBR tunnel, needs colour and lights (local worker)
- (Webber street) tunnel too dark, approach to station should be usable by pedestrians.
- Clean up the tunnels and connect to the Southbank.
- Going under the bridge is horrid even as a resident who knows the area (resident)
- Its impossible to get across the park plaza roundabout in a way that feels safe, general pedestrian access needs to be improved
- Visual identity, linking up the area, very close to Southbank
- Tunnel too dark and threatening, park plaza is dangerous for pedestrians.
- Park plaza is a nightmare to cross going south.
- Dirty and dark tunnels are not nice (resident)
- Better lighting please
- Clean up the brick work (resident)
- Too dark! (resident)
- Like the creative lighting = better pedestrian route
- Park plaza roundabout stressful for pedestrians
- Improve the tunnel it's a little dirty.
- Cyclists giving a bad representation by not obeying the rules (resident)
- Better layout of the junction at Lambeth north
- I accept that its always going to be busy but its about managing the need of different users
- Signals for bikes unclear (resident)
- (Frazier street) an even surface would be nice!
- Junction needs rethinking, too chaotic and quick.
- Signage to the tube entrance very confusing (tourist)
- Improve road crossing for pedestrians
- Please improve pedestrian walkways
- Awful and dangerous traffic, very unpleasant environment
- Awful, confusing, don't know where to cross, no mans land
- Need a pedestrian crossing on south side of junction of Addington street roundabout, appalling design
- Plenty of crossing risks between hospital and hotel
- Reimagine station approach road as a pedestrian route and manage taxis better
- No crossing points near Morley college – be good to have a zebra or central reservation
- Cyclist – PP roundabout, busy unclear signage
- `bus shelter outside Walrus obstructs visitors coming out of lower marsh and needs to be moved.
- Railings at LM/UM need to be removed for a more straightforward pedestrian and cycle crossing.
- Tunnel needs to be safer
- Need to move the bus stop by the bridge, dangerous.
- Should be facilities for cyclists
- More lighting, more green spaces
- Use the pavement outside Morley better, more greenery, extend gorilla gardening!
- High buildings will dwarf lower level housing, restrict approval on the new ones
- Left turning traffic from WBR going illegally into Hercules road
- Confusing traffic signals, dangerous to cross
- (Lambeth north) Left turning, DON'T take that away!
- Turning left (northbound) from WBR to Hercules road as pedestrian or cyclist is not technically allowed but it looks like you ought to be able to do it as it is a logical route, people take risks. Would be a good route to the park with kids but dangerous at the moment.
- We need a loading bay for the horse
- No more Sainsbury's, Tesco, Co-op. enough already!

- Needs to be better for pedestrians and cyclists
- Hercules road junction isn't good for cyclists
- No more Tesco's, monopoly of chains (student)
- Pavement curbs need to be lower
- Need more rational traffic management plan
- Don't feel safe, not many people around and dark
- Need to integrate designs with Morley proposals to open out part of building, scope for public art.
- Continuation of WBR (beyond project area) needs at very minimum a Z-way cycle track
- Left turn southbound Morley street
- Cyclists on the pavement at St Georges road going southbound (short cut)
- Need move the bus stop lower marsh end, dangerous
- It's really hard as a cyclist to get to Colnbrook street because of the one-way system. (resident)

Green:

- Don't change the station frontage!
- Morley college! (resident)
- Good link to the river. Access to parks and local amenities especially for local children (resident)
- Route not changed for cyclists, then I would have to go through central (local cyclist)
- Central location
- New co-op looks stunning, great refurb job. Lower marsh is fab! (resident)
- Lively pop-up events. We need more (resident)
- Like authentic small independent shops. KEEP THEM ABOVE ALL!
- Love Leake street tunnel
- Preserving character of tunnels is important. Don't lose its charm when lighting it.
- Nicer pedestrian walk through tunnel, walk through is nice. (resident)
- Up and coming area. (worker)
- Organic markets protect local farming
- More events based on music
- Lovely work on Dover house. (resident)
- Would like decorative lighting like near Southwark bridge. (resident)
- Area is on the up, new hotel will be better than squatters
- Love lower marsh street foot and market
- Love Leake street, needs more integration to wider area
- Feel of the rest of the area, liking Lower Marsh signage
- Creative spaces under the railway, more of this kind of thing.
- We love lower marsh for its diversity and we this is area is great for convenience. Great transport links, shops. Not bothered about bikes – they are a pain! (resident)
- Keep community use of the space, its important.
- Better crossing facilities from northbound 59 & 159 bus stops to WMB road
- New roundabout has made it easier for buses going along that way – York road (bus driver)
- Lovely independents, no more chains!
- Morley staff love lower Marsh
- So many nice restaurants and a sense of counting
- Pavements are nice and wide
- Nice wide pavements outside Morley, can we have a pop up or at least planting? (student)
- Please make sure that it is cost effective, don't waste money
- Planters outside Lambeth North (student)
- Like lower marsh, traffic reduction, cycle parking, improvement to the old language school and gentrification.
- Cycle crossing at Morley useful, could have a priority one 'cycle zebra'
- Like that Morley college is there, accessible and good for community
- Guerilla gardening is positive

7.8 Appendix 8: Photos from public consultation



Figure 5: Event 1: Lambeth North Station, Tuesday 25th November, 5-8pm

Figure 6: Event 2: Addington Street, Wednesday 26th November, 12-3pm





Figure 7: Event 3: Outside Morley College, Thursday 27th November, 8-11am

Figure 8: Event 4: Emma Cons Gardens, Thursday 4th December, 5.30-7pm





Figure 9: Comments on stickers



Figure 10: Free biscuits and coffee offered



Figure 11: Stickers being placed on the map