APPENDIX 2 - BECKENHAM TOWN CENTRE

Summary of findings from consultation on concept designs

Section 1 – Introduction

This note highlights the main findings from the recent consultation exercise run by Bromley Council in order to seek views on the concept designs for the Beckenham town centre public realm scheme. The consultation was held over the four week period from 2 to 27 March 2015. The consultation focused on the RIBA Stage 2 concept designs prepared by East Architects.

The remainder of the note is structured as follows:

- **Section 2** – summarises the **main objectives and key audiences** for the consultation exercise;
- **Section 3** – outlines the **consultation activities and events** that took place during the consultation period;
- **Section 4** – explains **how the Council has recorded feedback** from residents and key stakeholders during the consultation exercise;
- **Section 5** – highlights the **key findings** from the consultation exercise;
- **Section 6** – identifies the **main implications for the concept designs**; and
- **Section 7** – makes recommendations for the **dissemination of the key findings**.

The note includes the following appendices:

- **Appendix A** – Concept plans used for the public exhibition boards; and
- **Appendix B** – Consultation feedback form.

Section 2 – Consultation objectives and key audiences

The main objectives for this consultation exercise were as follows:

1. To remind people of the overall scheme objectives and reinforce the shared ambition to deliver something very special in Beckenham town centre;
2. To explain the key elements of the concept design for the Beckenham town centre public realm scheme, including the provisional traffic modelling results;
3. To show what can be delivered given the funding that we currently have available for the scheme;
4. To show what could be achieved if we were able to secure additional funding for Beckenham;
5. To gather views and priorities from the local communities which will enable us to finalise the concept designs before moving to the next stage of design development; and
6. To explain what happens next and the overall timetable for delivering the improvements to the public realm in Beckenham town centre.

Key audiences

The consultation exercise was aimed at the following key audiences:

- Ward Councillors and other key elected Members;
- Businesses in Beckenham, especially those with a frontage on the High Street;
- Beckenham Town Team;
- Resident associations;
- Members of the public; and
- Transport for London as the key funding partner.

Promotion of the consultation exercise

The consultation exercise was promoted in the following ways:

- Bromley Council news releases issued in advance of and during the consultation exercise;
- Bromley Council website;
- Updates on social media;
- Letter circulated by e-mail to Beckenham businesses and other stakeholders;
- Leaflets which were hand delivered to all businesses on Beckenham High Street; and
- Leaflets which were hand delivered to all residential streets adjoining the High Street.

Although the consultation exercise was widely promoted in advance of the main activities taking place, we did receive some comments from residents who felt that they had not been given sufficient notice of the public exhibition in particular.

Section 3 – Consultation activities and events

The consultation exercise included the following activities and events:

- **Public exhibition** – we held a public exhibition of the concept designs at Citygate Church from 11:30 am to 8 pm on Thursday, 12 March 2015. The exhibition was manned by staff from East Architects and from Bromley Council. There were a total of 128 visitors throughout the day, with many people staying for considerable periods of time to scrutinise the plans in detail and to discuss their views with staff;
- **Copers Cope Area Residents' Association AGM** – East Architects and Bromley Council attended the Copers Cope Area Residents' Association AGM on 18 March 2015. The audience of 75 people heard a presentation on the concept designs followed by a lively question and answer session; and
- **Beckenham Business Association** – East Architects and Bromley Council presented the concept plans to Beckenham Business Association meeting on 25 March 2015. The attendance was relatively light with only nine local businesses at the meeting. Even so, the discussion which followed the presentation generated some very valuable feedback.

Section 4 – Recording feedback

The consultation exercise generated a rich range of valuable feedback on the concept plans for Beckenham High Street. We have recorded feedback received in the following ways:

- **Conversations at consultation events** – we have reflected the views expressed during conversations and the formal question and answer sessions at the main consultation events;

- **Feedback forms** – we have captured the views expressed in a total of 32 feedback forms submitted by hand, by post and online; and

- **E-mail feedback** – we have also reflected the views expressed in 51 e-mails sent to the beckenhamimprovements@bromley.gov.uk mailbox that was created for the consultation exercise.

Section 5 – Key findings

What people like most about the plans

The overriding view emerging from the consultation exercise was that there is clearly a very strong groundswell of opinion which welcomes the concept plans for Beckenham High Street. Consultees welcomed the aspiration to create something very special for Beckenham, recognising that the time has now come for significant investment in the town centre.

The consultation feedback form asked respondents "what do you like most about the concept plans for Beckenham town centre?" The following aspects of the proposals were identified by respondents as being the things which they like most about the concept plans:

- The proposals for the **Albemarle Road/High Street junction and the related plans for Beckenham Green**. Many people like the idea of opening up Beckenham Green to the High Street, although some respondents noted that this would remove an effective screen to traffic noise and make the boundary of the Green less secure for young children;

- The prospect of **fewer heavy goods vehicles (HGVs) using the High Street** as a result of the Albemarle Road/High Street junction improvements. However, some residents of Rectory Road raised concerns about the extra HGV movements that would affect their homes if HGV traffic were diverted away from the High Street;

- **Feature lighting** – the proposals for enhanced lighting throughout the High Street and feature lighting in special places were strongly welcomed;

- **Enhanced pedestrian experience** – many people felt that the concept plans would enhance the experience of pedestrians and shoppers using Beckenham High Street;

- The proposals for **wider pavements** where possible without snarling up traffic were seen as being a key factor in enhancing the pedestrian experience on the High Street;

- The aspirations to **de-clutter the High Street** and to provide **a coherent, high quality public realm** with well-chosen and carefully positioned street furniture were both very well-liked by respondents. There was a clear feeling that the plans would make the High Street more "user friendly" than at present;

- **Safer crossings** – many people recognised the benefits of enhanced crossing points for the High Street, both on the southern side of the Bromley Road junction and elsewhere along the High Street; and

- **War Memorial junction** – there was a clear feeling that investment is needed at the War Memorial junction which is generally seen to be a rundown gateway to Beckenham High Street. Most people welcomed the working assumption in the concept plans that the War Memorial will not be moved from its current location.

What people do not like about the plans

The consultation feedback form asked respondents "is there anything that you do not like about the concept plans?" The following aspects of the proposals were identified by respondents as being the things which they do not like about the concept plans:

- **Pedestrian access to the War Memorial roundabout** – there was widespread scepticism about the aspiration to provide a surface treatment which would encourage pedestrians to access the War Memorial roundabout. There were concerns in equal measure about the danger to pedestrians and the likely congestion for traffic if people were crossing the carriageway onto the roundabout. There was also a strong feeling that any attempt to widen the footway in front of the Odeon Cinema would not leave sufficient room for two lanes of traffic on that side of the roundabout;

- **Lighting in Beckenham Green** – there was a strong feeling that the existing traditional street lanterns in Beckenham Green should not be replaced with a more contemporary design as they currently contribute to the historic character of this part of the town centre;

- **Beckenham Green boundary with the High Street** – there were some concerns about safety for young children and increased traffic noise for users if the western edge of Beckenham Green were to be made more permeable with the High Street;

- **Cycling provision** – some people felt that the concept plans are "too car-centric" and a number of respondents expressed disappointment that the proposals do not include more dedicated provision for cyclists, including dedicated cycle lanes and enhanced cycle parking; and

- **Shared space pedestrian areas** – there were concerns expressed about the potential for conflict between pedestrians and motorists in shared space areas such as the proposed loading bays at selected points on the High Street footway.

Key priorities for investment

The consultation materials made it clear that there may not be sufficient funding available to deliver the full design intent for Beckenham High Street. With this constraint in mind, the consultation feedback form asked respondents "what are your key priorities for Beckenham town centre?" Table 1 below summarises the main findings.

Table 1 – Priorities for Beckenham town centre

Scheme area	Top priority	High priority	Medium priority	Low priority
Beckenham Junction and Green	59.3%	25.9%	11.1%	3.7%
Bromley Road junction	15.4%	30.8%	38.5%	15.4%
Thornton's Corner	11.1%	18.5%	44.4%	25.9%
Kelsey Square	3.7%	22.2%	51.9%	22.2%
War Memorial junction	38.5%	42.3%	0%	19.2%
Lighting	33.3%	29.6%	14.8%	22.2%
Street furniture and signage	11.1%	25.9%	44.4%	18.5%
Parking and loading bays	22.2%	22.2%	25.9%	29.6%

The results shown in Table 1 are based on a total sample size of 27 people who completed this question in the consultation feedback form. Given the relatively small sample size, some caution is necessary when interpreting these results.

Notwithstanding this caveat, Table 1 reveals that the two areas given the highest priority for investment are as follows:

- **Beckenham Junction and Beckenham Green** – 85.2% of respondents see this area as being either a top priority or a high priority for the town centre; and

- **War Memorial Junction** – 80.8% of respondents see this area as being either a top priority or a high priority for the town centre.

Of the thematic elements of the scheme identified by the consultation materials, the proposed lighting improvements were seen as the most important, with 62.9% of respondents identifying lighting as either a top priority or a high priority for the town centre.

The proposed treatment of parking and loading bays on the High Street provoked the most divided opinion of all the potential priorities for investment. For this element of the concept plans there was an even distribution of responses from top priority through to low priority.

Other comments and observations

The consultation exercise also generated the following comments, observations and questions on the concept plans for Beckenham High Street:

- How will the aspiration to reduce HGV movements on the High Street be realised in practice? Many people found it difficult to make the link between the Albemarle Road/High Street junction improvements and HGV movements along the High Street;

- What about an additional diagonal pedestrian crossing from Beckenham Junction station to Beckenham Green?

- There is a need to maintain the space for six parking bays at the train station outside Regency Cars. The representatives from Regency Cars who attended the public exhibition were not at all convinced about the proposals for a shared space approach to the new parking bays;

- There is also a need to tackle the poor quality of the shop fascia signage along the High Street. This concern was raised by a number of respondents;

- The War Memorial should be left where it currently resides in the roundabout;

- There is a need to ensure the correct phasing of traffic lights on the High Street to facilitate optimum traffic flows and maintain safety for pedestrians;

- There was a strong feeling that more trees should be planted along the High Street and at the War Memorial junction;

- What will the Council do to ensure that the disruption to local businesses is kept to a minimum during the construction of the scheme;

- How will independent, local businesses survive if the improvements drive up rents; and

- For new paving, careful thought should be given to the choice of material to ensure that the new surface opens up the look and feel of the High Street as much as possible.

Section 6 – Implications for the concept designs

The key implications arising from the consultation exercise for the concept designs for Beckenham High Street are as follows:

- How do we balance the aspiration to open up views of (and access to) the War Memorial with the strong concerns about safety for pedestrians?

- How do we balance the aspiration to increase the permeability between Beckenham Green and the High Street whilst maintaining a recognisable boundary edge to the western side of the Green?

- Do the benefits of opening Beckenham Green to the High Street outweigh the disadvantages of doing so?

- Do the proposals for the High Street maximise the potential to include provisions which will promote more and safer cycling?

I have asked Julian Lewis from East Architects to give some thought to these questions during the process of finalising the concept plans for the High Street. There may also be other design-related questions which occur to Julian on reviewing this note.

Section 7 – Dissemination of the consultation findings

Charlie Parish from TfL has already expressed an interest in the findings from the consultation exercise. We can include Section 5 of this note on key findings in the forthcoming paper to TfL on the revised Major Scheme bid for Beckenham town centre. In the meantime, it would be worth sharing the complete note with Charlie Parish and colleagues from TfL.

Once the purdah period has expired, the consultation findings should be shared with the following key audiences:

- Beckenham Town Centre Working Party;

- Beckenham Town Team;

- Beckenham Business Association; and

- Copers Cope Residents Association.

It would also make sense for the Council to issue a press release highlighting the key findings from the consultation exercise. This paper could be supplied as a note to editors to support the press release and also be made available to the general public via the Council website.

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29 April 2015