



## Heart of Hackbridge Consultation Feedback

A summary of results gained from Heart of Hackbridge consultations to date

March 2013

*Funded by the Mayor's Outer London Fund and Sutton Council*

**BioRegional**

solutions for sustainability

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## Contents

Executive Summary .....	4
1 Introduction .....	5
1.1 Consultation timeline.....	5
2 Hackbridge & Beddington Community Forum .....	6
2.1 November 2012 .....	6
2.2 February 2013 .....	6
3 Local Committee meetings.....	6
3.1 St. Helier, The Wrythe and Wandle Local Committee .....	6
3.2 Beddington and Wallington Local Committee .....	7
4 Heart of Hackbridge public exhibition .....	7
4.1 Current views of Hackbridge .....	8
4.2 Priorities for improvement.....	9
4.3 Views on the Heart of Hackbridge proposals.....	9
5 Responses from stakeholder groups to the proposals .....	10
5.1 Heart of Hackbridge Delivery Board.....	10
5.2 Neighbourhood Development Group.....	11
5.3 Local traders .....	11
5.4 Sustainability Integrator, BioRegional.....	12
5.5 Hackbridge Primary School.....	13
6 Summary of key themes .....	13
7 Conclusion .....	14
Appendix A – Copy of Heart of Hackbridge consultation survey. ....	15
Appendix B – Word clouds of feedback .....	18
Appendix C – Full response from Neighbourhood Development Group .....	20

## Executive Summary

The Heart of Hackbridge (HoH) Project is a programme of physical and economic regeneration work focused on Hackbridge, Sutton. The aim of the £1.2m project is to start the process of creating a thriving, sustainable district centre set in the natural beauty of the Wandle Valley. The HoH design strategy should satisfy the aspirations of the local community and therefore consulting local people and listening to their feedback is a key stage in the development process.

The initial proposals have been presented at a range of local meetings, consultations and exhibitions. Local residents, traders, workers, community groups and councillors have all been consulted in recent months. This report outlines the feedback given at these consultations.

The proposals have been largely well received. The majority of respondents from all consultations agree that it is important to invest in Hackbridge as it currently looks tatty and run down and is dominated by traffic on London Road. People's key priorities are improving the quality and appearance of the shops, calming traffic and improving the pedestrian environment. In general, people like the proposals with the most popular aspects of the design being:

- Introducing street trees and vegetation to Hackbridge Corner,
- Improving the quality of the pedestrian environment,
- Improving the appearance of the shops,
- Civilising the traffic and prioritising pedestrians.

There are however several key concerns or comments that have been repeatedly raised:

- Will the traffic scheme work in Hackbridge or will it cause congestion, rat-running and other knock on effects?
- Will removing the zebra crossings make it difficult for pedestrians to cross? As the area is used heavily by pedestrians and school children it is important that there are safe places to cross.
- Will the scheme create additional parking as currently there is a lack of adequate space?
- Is the bus stop interchange located in a safe place as the proposed location is very close to the junction and Hackbridge Primary School?
- Will the scheme have an adverse impact on traffic patterns in neighbouring areas?

From the feedback given it is clear that the local community largely support the concept yet there are certain areas of the HoH proposals that need to be carefully considered in the next stage of development.

The community look forward to being consulted again, once the detailed designs have been drawn up.

# 1 Introduction

The Heart of Hackbridge (HoH) Project is a programme of physical and economic regeneration work focused on Hackbridge, in the London Borough of Sutton. The aim of the £1.2m project is to start the process of creating a thriving, sustainable district centre set in the natural beauty of the Wandle Valley. Alongside other development projects this will secure local jobs, improve the health of local people and make the streets safer for pedestrians and cyclists. The proposals for the HoH Project are based on those detailed in the draft Hackbridge Masterplan, developed in close collaboration with the community in 2009.

The HoH Project team seek to develop a design strategy that satisfies the aspirations of the local community for their surroundings. Consulting local residents, business owners and other stakeholders and responding to feedback is a key stage in the development process. This document outlines the HoH consultations that have occurred to date and the feedback given by the local community at these consultations. It also includes responses from the Heart of Hackbridge Delivery Board, the Neighbourhood Development Group and local business owners.

## 1.1 Consultation timeline

Once the outline proposals and initial design concepts of the HoH Project had been developed, consultation with the local community was needed before the concepts can be developed further into detailed designs. The initial proposals have now been presented to a range of local groups and the public to ensure the design concepts properly reflect the needs and wishes of the local community. A timeline of the consultations held to date including early consultations, Community Forums, Local Committee meetings, presentations to local traders and the Neighbourhood Development Group and public exhibitions is outlined below.

<b>Hackbridge and Beddington Corner Community Forum</b>	27 <sup>th</sup> August 2012
<b>Neighbourhood Development Group presentation</b>	27 <sup>th</sup> September 2012
<b>Neighbourhood Development Group presentation</b>	30 <sup>th</sup> October
<b>Heart of Hackbridge Delivery Board consultation</b>	13 <sup>th</sup> November 2012
<b>Meeting with Environmental subgroup of NDG</b>	20 <sup>th</sup> November 2012
<b>Councillor briefing</b>	28 <sup>th</sup> November 2012
<b>Hackbridge &amp; Beddington Community Forum</b>	29 <sup>th</sup> November 2012
<b>Senior Council Briefing</b>	8 <sup>th</sup> January 2013
<b>Senior Council Briefing</b>	25 <sup>th</sup> January 2013
<b>Neighbourhood Development Group briefing</b>	25 <sup>th</sup> January 2013
<b>St. Helier, The Wryth and Wandle Local Committee</b>	31 <sup>st</sup> January 2013
<b>Local traders consultation</b>	6 <sup>th</sup> February 2013
<b>Public Heart of Hackbridge exhibition</b>	6 <sup>th</sup> – 16 <sup>th</sup> February 2013
<b>Beddington and Wallington Local Committee</b>	26 <sup>th</sup> February 2013
<b>Hackbridge &amp; Beddington Community Forum</b>	28 <sup>th</sup> February 2013
<b>Hackbridge Primary School</b>	To be arranged - March 2013

## **2 Hackbridge & Beddington Community Forum**

### **2.1 November 2012**

Representatives from all HoH Project partners; Sutton Council, BioRegional, Adams & Sutherland, Stockley and Retail Revival, presented the public realm proposals to the Hackbridge Community Forum. About 35 members of the local community attended to view the presentation and provide feedback and comments.

A lot of questions and comments related to the changes in the road layout and the traffic management. Whilst many people said that London Road is currently dangerous and difficult to cross, people had concerns over how the scheme would work and whether there would be knock on effects. Another concern was regarding the location of parking spaces with people not wanting to lose any spaces and wanting to ensure the spaces are placed in the most suitable locations.

Other than these comments however the proposals went down well with people saying that they like the expanded pavements, introduction of trees and also the proposed changes to Mile Road. People also liked the idea of having a town sign to help create a greater sense of place.

### **2.2 February 2013**

BioRegional and Sutton Council presented the three objectives of the HoH scheme to the Hackbridge Community Forum. About 40 people attended the forum, most of whom were not members of the Neighbourhood Development Group or other community groups. The majority of discussion was on the work with the shops on improving their businesses and the public realm proposals.

Generally the HoH Project was well received with people approving of the overall aims and the work being done to improve the local shops. People had questions regarding the traffic scheme and wanted reassuring that it wouldn't cause congestion, rat-running and other problems. People also wanted videos of where similar road layouts had been implemented to be posted on the Hackbridge.net website so that residents could see how traffic behaves in similar schemes. Other people had more specific concerns such as how the proposed work on Mile Road would affect access to Furlong Close.

## **3 Local Committee meetings**

### **3.1 St. Helier, The Wrythe and Wandle Local Committee**

Adams & Sutherland presented the proposals for the HoH public realm work to the St. Helier, The Wrythe and Wandle Local Committee meeting at the end of January. Seven local councillors along with members of the public attended the presentation. The presentation described the initial proposals for the public realm work to local councillors and residents and gave them a chance to ask questions and give feedback. Attendees were also invited to the HoH Exhibition which was held in February.

People were generally supportive of the HoH Project and approved of the idea to improve the appearance of the shop fronts and the feel of the area. People commented that the proposed development will help to create an attractive centre and space for the strong community that exists in Hackbridge.

Concerns were however raised regarding how the proposed scheme would affect the efficiency of the public transport in the area and whether there would be more waste vehicles passing through that would need to be accommodated. Councillors raised the fact that a number of residents had said they were not in favour of the pinch points being proposed and that they may reduce access for emergency vehicles, buses and lorries.

### **3.2 Beddington and Wallington Local Committee**

Adams & Sutherland presented the proposals to the Beddington and Wallington Local Committee meeting to inform neighbouring local councillors and residents of the aims and initial concept of the project and to give them a chance to ask questions and give feedback.

40 members of the public and local councillors from the three wards attended the meeting. Those who commented on the proposal approved of the aims of the project and were generally positive about the proposed design concept. Some did harbour concerns about the potential knock on effects for local traffic due to the modification of the London Road and Hackbridge Road junction. Once it was explained that traffic modelling was being used to ensure the final design did not negatively impact the surrounding areas, Councillors and the public were happier with the plans, provided the evidence fully demonstrated there would be no negative consequences for neighbouring wards.

## **4 Heart of Hackbridge public exhibition**

At the beginning of February 2013 the Heart of Hackbridge project team hosted a public exhibition on the initial concept for the public realm improvements for local residents and businesses, to gain feedback on the proposals and ensure the plans reflected local needs and priorities.

The exhibition was open at the following times:

- Wednesday 6<sup>th</sup> February                      3.30 – 7 pm
- Friday 8<sup>th</sup> February                              8 – 10 am
- Saturday 9<sup>th</sup> February                          10 am – 12 pm
- Thursday 14<sup>th</sup> February                        12.30 – 2.30 pm
- Saturday 16<sup>th</sup> February                        2 – 4 pm

These times and days were chosen to give people with different routines and commitments the chance to view the plans. Early evening and morning slots were held for people to attend on their way to or from work or after the school run. Two Saturday sessions were held for people unable to attend during the week due to work or other commitments and an early afternoon slot was held for residents and workers who use the local centre during the day.

Flyers inviting people to attend the exhibition were sent to every household in Hackbridge. Posters advertising the sessions were displayed in shops and businesses throughout the area. Local councillors and traders were personally invited to attend the exhibition. An advert was placed in the borough's local newspaper, the Sutton Guardian. Information was also posted on several websites including Sutton Council's Consultation Hub, the One Planet Sutton website and on the local Hackbridge.net.

A total of 235 people visited the exhibition over the 5 sessions including local residents, local traders, local councillors, an MP, and people who work in the area. Of the 235 people who visited the exhibition, 99 filled in our accompanying survey which sought to gain people's opinions on Hackbridge currently and also on the proposed concept. A copy of this survey can be found in the appendix. This section outlines the results gained from these surveys and also examines the verbal feedback received from people visiting the exhibition.

## 4.1 Current views of Hackbridge

The first two survey questions asked people what they like and dislike about Hackbridge at present. Hackbridge's train connection emerged as favourite with 80% of people highlighting it as something they liked about Hackbridge. Bus connections were the second most liked aspect of Hackbridge with 41% of residents saying they liked the bus connections. None of the other features scored highly (Figure 1). Many of the comments explaining why people liked certain features actually said they didn't like anything about Hackbridge at all.

Of the things that people dislike about Hackbridge, five were each selected by over 40% of people. Appearance of the shops was the most disliked factor with 62% of people noting it as a thing they dislike about Hackbridge. Traffic speed, quality of shops, pedestrian environment and traffic flow were the next most disliked factors with 53%, 52%, 48% and 47% of people noting them as features they disliked respectively. All features except for train connections and bus connections received more votes for 'dislike' than 'like' as shown in figure 1

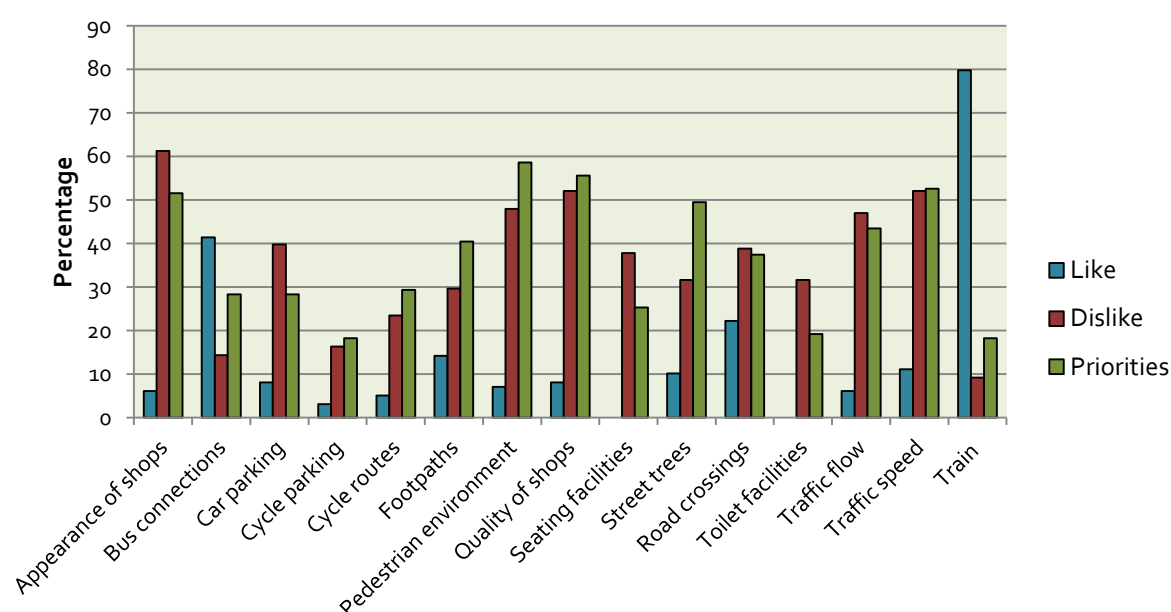


Figure 1. Percentage of people who at present like, dislike or would prioritise different factors in Hackbridge for improvement



## 4.2 Priorities for improvement

The third question asked what people's priorities would be for improving Hackbridge Centre. As can be seen in figure 1, people's highest priorities for improvement are generally very similar to the things that people dislike about Hackbridge. Improvements to the pedestrian environment, quality of the shops, traffic speed and appearance of the shops are the highest priorities for people, each being highlighted by more than 50% of respondents. Street trees are also a high priority for people - 49% put street trees as one of their areas for improvement. The three lowest priorities are improvements to the train, cycle parking and toilet facilities with only 18%, 18% and 19% of people respectively highlighting them as priorities.

## 4.3 Views on the Heart of Hackbridge proposals

Questions 4 and 5 asked people about what aspects of the proposals they liked and which aspects they thought should be different. Figure 1 displays these results. The three most popular aspects of the design were the introduction of street trees, changes to the pedestrian environment and improvements to the appearance of shops with 48%, 47% and 43% of people respectively marking them as aspects of the concept they liked. You can see that the least popular aspects of the proposal were the bus connections, car parking, cycle routes and road crossings, all scoring less than 20%.

In general, far fewer people thought that aspects of the proposal should be changed compared to those who liked the aspects of the concept. The aspects that most people thought should be different were the appearance of shops (12%), traffic speed (11%), traffic flow (10%) and car parking (10%) (Figure 2).

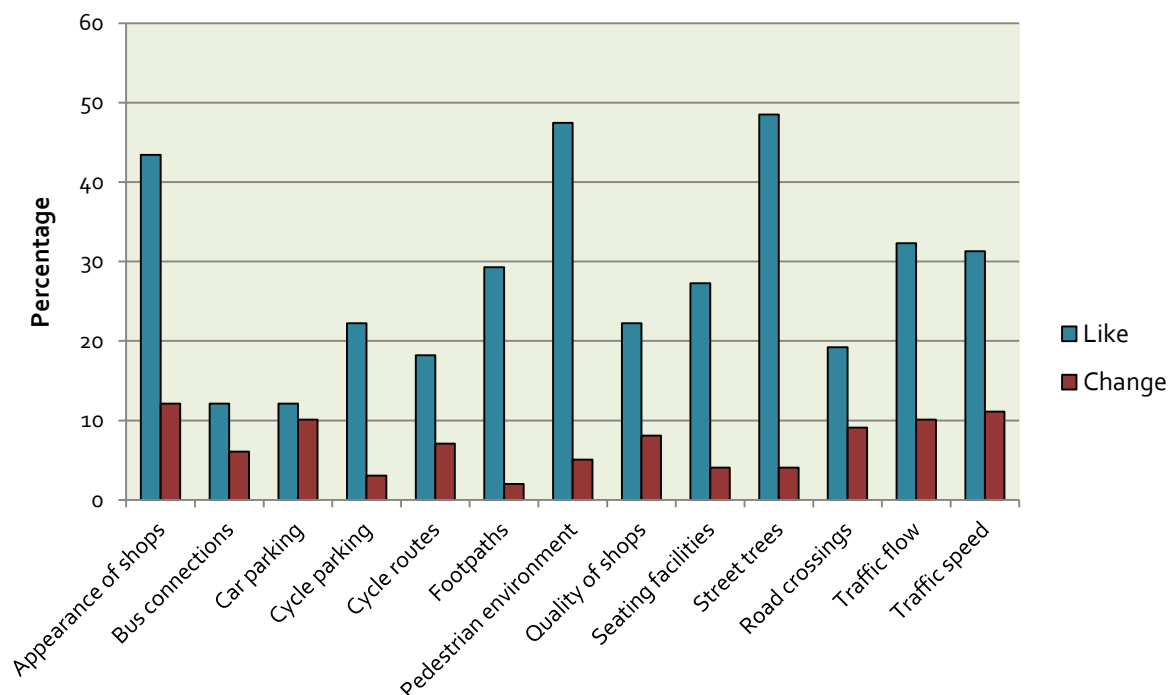


Figure 2. Percentage of people who like aspects of the proposal or think they should be different.

To better understand these results they can be examined alongside the additional comments that people gave. In general most of the comments and views were positive with many people saying that they liked the overall improvements the proposal aims to deliver. In particular, people stated that they like the aim of making the area more pedestrian and cyclist friendly whilst smoothing the traffic. Possible improvements to Mile Road and access to Beddington Farmland were also popular and people felt that these changes would help to make Hackbridge centre a more pleasant place and also more of a destination.

Although from figure 2 it doesn't appear that any aspects of the proposal received much negative response, there were several key concerns that arose from comments and discussions with people at the exhibition. Many respondents stated in the survey and in discussions that they were specifically concerned with the proposed traffic scheme. Their apprehension centred around issues such as possible congestion, tail backs or rat-running caused by the changes, difficulty in crossing the road without zebra crossings or other official crossings, and also the location of the traffic scheme and bus stop in proximity to Hackbridge Primary School.

Other changes or additional priorities raised by visitors during the exhibition and in the survey include the junction access to the station for both pedestrians and cyclists, extra improvements to the buildings above the shops and also making the changes to the shop fronts more distinctive and noticeable. The importance of adequate parking was raised by the traders. Visitors to the exhibition also stated that having more parking spaces but time limiting the parking would benefit the area as currently it is difficult to park in the area and 'pop to the shops'. Word clouds of the most frequently raised topics can be found in the appendix.

The additional question asking people how they would like to be consulted in the future shows that the majority of people would like another public exhibition once the detailed drawings have been completed but that they would also like information to be made available online.

## **5 Responses from stakeholder groups to the proposals**

### **5.1 Heart of Hackbridge Delivery Board**

On the 13<sup>th</sup> November 2012 Adams & Sutherland presented their early concept designs to the Heart of Hackbridge Delivery Board. Representatives from BioRegional, Sutton Council, the NHS, local residents and the Neighbourhood Development Group were present. Although the Delivery Board has not provided an official response, an outline of the comments and feedback raised during the presentation are outlined below.

Some members of the board were concerned that large vehicles and lorries would continue to speed along the road, even with the introduction of pinch points and road narrowings and that this would make it more difficult for other road users to safely navigate the roads. Another concern was that introducing trees along the road could lead to accidents as children would be hidden from the view of drivers. A final issue highlighted was ensuring that the Heart of Hackbridge work linked well with the other areas due to be developed including the plans for new houses and a supermarket in the Felnex site.

The group agreed that excellent work and analysis had been done at this early stage of development and members looked forward to viewing the completed initial proposals at the public consultations that were due to begin in the near future.

## **5.2 Neighbourhood Development Group**

The Neighbourhood Development Group attended a number of briefings prior to the February exhibition with many members also attending the public exhibition. The NDG provided an official response to the proposals which can be found in full in the appendix. A summary of this feedback is outlined below.

The NDG feel that the proposed public realm improvements capture many of the aims and policies of the neighbourhood plan, particularly in improving cycle lanes and the quality of the footpaths in front of the parade of shops. Particular praise was given with regards to the proposed improvements to the entrance of Mile Road.

The NDG are awaiting the results of the traffic modelling before commenting fully on the traffic calming measures which make up a substantial part of the proposal, however they had several comments on other aspects of the current proposals:

- They would like to see soft landscaping with a biodiversity value incorporated into the retail zone and traffic calming measures, and also a strengthening of green corridors as per the original OLF bid.
- They feel that the improvements to shop frontages do not address the problem of untidy windows and paintwork of the dwellings above the shops.
- Some NDG members were concerned with the loss of parking spaces in the retail zone and how the demand for car parking was going to be met by the new proposals. They also suggested that interim parking facilities could be provided during the development, e.g. on the Felnex site.
- The NDG feel the location of the proposed bus interchange may be too close to the school and junction, raising safety concerns. Also, they are unsure how the bus stop interchange location would work for buses to Wallington which take a different route.
- They would still like to see a 20 mph zone in Hackbridge which would be complimentary to the traffic calming measures.
- They want to ensure that levelling the road and the pavement will not prove any danger to people of diminished sight.
- They feel the narrow paths in the vicinity of Hackbridge Primary School should be addressed, and
- They would like to ensure that the materials being used are consistent with the sustainability objectives of the NDG.

## **5.3 Local traders**

All local traders were invited to a special trader's consultation on the 6th of February between 6 and 7pm. Adams & Sutherland presented their most up to date set of drawings and proposals to around ten local traders and gave the traders a chance to ask questions and provide feedback. A number of traders who were unable to attend this presentation visited the public exhibition at a later date. This

response is based on a feedback from Howard Greenaway who represents the traders on the HoH Delivery Board and also comments raised at the traders' consultation.

The greatest priority for the traders is increasing the amount of parking and also ensuring controls are in place to prevent commuters, who do not use the shops during the day, from taking up lots of the parking spaces so that customers cannot use them. Limiting the amount of time that people can park along London Road to say two hours has been suggested as the best way of doing this.

The traders' second priority is improving the appearance of the area and smartening up the pedestrian environment. They like the overall plans of improving the quality of the pedestrian environment, introducing more plants to the area and believe this will help improve their prosperity as the current state of Hackbridge Corner does not reflect well on their businesses.

The traders do have several concerns. Whilst they appreciate slowing the traffic down so it is safer for pedestrians is important, there are concerns over how the proposed scheme would work and whether the pinch points would just lead to congestion. Customers have also raised this concern with several of the traders. Another concern is with regards to crime which affects many of the businesses. Ensuring that the proposals work towards reducing crime rather than increasing it is particularly important. The location of seating, trees and other street furniture should be carefully considered.

#### 5.4 Sustainability Integrator, BioRegional

BioRegional play a 'sustainability integrator' role in the HoH design team, identifying specific public realm interventions that would encourage and support sustainable lifestyles. These opportunities could be opened up, or restricted by the strategic design proposals. BioRegional's Sustainability Integrator has the following comments on the proposals, structured by the One Planet principles:

- **Zero Carbon & Sustainable Transport** – wider footpaths and smoother traffic make it a safer and more pleasant pedestrian environment, encouraging those that can, to walk to their local centre. Designated cycle lanes make it safer for cyclists and pedestrians alike, encouraging those that can, to cycle rather than drive to their local centre. Slowing and smoothing traffic will reduce air pollution from idling traffic, and reduce fuel loss from constant stopping/starting.
- **Land use and wildlife** – street trees and the aspiration for a pocket park will encourage and support wildlife to Hackbridge corner, which is currently bereft of greenery.
- **Culture and community** – widening the public realm creates opportunities for sitting, chatting, occasional markets, cycle parking and regulated car parking. All enlivening what is currently a dead environment.
- **Equity and local economy** – level access and improved interfaces between the shops and the footpath will lift the appearance of the shops and improve the retail experience.
- **Health and happiness** – street trees will cleanse the air and introduce nature into what is otherwise a very urban setting, raising levels of happiness.

BioRegional would like to see more interventions to encourage on-the-go recycling, and sustainable rainwater management. As the design is detailed, BioRegional will be looking for references to the area's history and culture and opportunities for food growing and fruit trees. BioRegional have set

the designer a 'zero waste' challenge during construction phase and will support them in sourcing local, reclaimed or sustainable materials, supporting zero waste and the local economy.

## **5.5 Hackbridge Primary School**

Some members of staff from Hackbridge Primary School have seen the HoH proposals at community meetings and public exhibitions, but Adams & Sutherland are due to present the proposals to them directly in order to give them an opportunity to ask questions and provide an official response from the school. This is likely to happen in March 2013.

## **6 Summary of key themes**

General opinion received from all consultations and feedback from local residents and stakeholders to the Heart of Hackbridge proposals, is delight that something is being done to improve Hackbridge. Most residents and traders agree that Hackbridge Centre looks tired, unloved and tatty and in need of a face lift. People like the proposals of increasing the amount of pedestrian space, improving the appearance of the area and introducing street trees, seating and other features that will help to create a centre for Hackbridge.

While people's opinion on how to tackle the traffic dominance in Hackbridge differs, the majority of people do consider this to be a key issue that needs to be addressed. In general, people like the aim of civilising the traffic and prioritising pedestrians and cyclists however many were concerned with the proposed scheme. Many people couldn't see how the approach would work in Hackbridge due to London Road being a major link road between London and Brighton. Common concerns regarding the traffic scheme include the possibility of increased congestion or even gridlocked traffic, difficulty in crossing the roads without zebra crossings, knock on effects to surrounding residential roads, difficulties caused by the pinch points and the frequent passage of lorries and buses and also the need to address the junction for the station which is currently very dangerous. A frequent comment was that using a scheme that had worked in another location doesn't guarantee it will work in Hackbridge and that the results from the modelling and research would have to demonstrate that the scheme designed was the best option for Hackbridge.

Parking is another key theme which was raised by a number of different groups including the NDG, local traders and local residents. Many were frustrated by the fact that parking spaces are used up by commuters who park near the station and leave their cars all day whilst they are at work in London. People said that the scheme should address this by introducing more parking spaces but limiting the length of time that people can park there to a few hours. Traders feel this would be long enough for customers to park and visit the shops but not give commuters who park in Hackbridge before getting the train into London enough time and would thus prevent this use.

The final comment that was frequently raised was regarding the appearance of the shops. People felt it was important to enhance the character of the area and make the improvements to the shop fronts distinctive.

## 7 Conclusion

From the feedback given it is clear that whilst the local community largely supports the proposals, there are certain areas of the HoH Project that need to be carefully considered in the next stage of development. When drawing up the detailed designs for the traffic interventions, the modelling results must demonstrate that the design chosen is the best option; improving the ease of accessibility for pedestrians and cyclists but not causing unnecessary negative impacts on traffic such as tail backs and rat running. Parking is another issue that will need to be carefully considered as it is a priority for traders and also some users of Hackbridge Corner. People would like to be consulted again once the detailed designs have been produced.

## **Appendix A – Copy of Heart of Hackbridge consultation survey.**

## Heart of Hackbridge public consultation survey

The Heart of Hackbridge project is a £1.2m scheme funded by the Mayor's Outer London Fund and Sutton Council to improve Hackbridge's shops, roads and environment. Award winning architects Adams & Sutherland are working on proposals to improve Hackbridge Corner, making it a more pleasant environment to visit and safer for pedestrians, cyclists and drivers to get around. Shop fronts are being redesigned, and traders are receiving support on developing their businesses.

**This is your first chance to have your say on the proposals. We will use your comments to inform our design in strategy and detail.**

1. What do you like about Hackbridge Centre at present? (Please tick all that apply)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Appearance of shops      | <input type="checkbox"/> Pedestrian environment | <input type="checkbox"/> Train connections              |
| <input type="checkbox"/> Bus connections          | <input type="checkbox"/> Quality of shops       | <input type="checkbox"/> Other - please include details |
| <input type="checkbox"/> Car parking              | <input type="checkbox"/> Street trees           |   |
| <input type="checkbox"/> Cycle parking provisions | <input type="checkbox"/> Road crossings         |   |
| <input type="checkbox"/> Cycle routes             | <input type="checkbox"/> Traffic flow           |   |
| <input type="checkbox"/> Footpaths                | <input type="checkbox"/> Traffic speed          |   |

Why do you like these things?

2. What do you dislike about Hackbridge Centre at present? (Please tick all that apply)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Appearance of shops      | <input type="checkbox"/> Quality of shops   | <input type="checkbox"/> Train connections              |
| <input type="checkbox"/> Bus connections          | <input type="checkbox"/> Seating facilities | <input type="checkbox"/> Other – please include details |
| <input type="checkbox"/> Car parking              | <input type="checkbox"/> Street trees       |   |
| <input type="checkbox"/> Cycle parking provisions | <input type="checkbox"/> Road crossings     |   |
| <input type="checkbox"/> Cycle routes             | <input type="checkbox"/> Toilet facilities  |   |
| <input type="checkbox"/> Footpaths                | <input type="checkbox"/> Traffic flow       |   |
| <input type="checkbox"/> Pedestrian environment   | <input type="checkbox"/> Traffic speed      |   |

Why do you dislike these things?

3. What would be your priorities for improving Hackbridge Centre? (Please tick all that apply)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Appearance of shops      | <input type="checkbox"/> Quality of shops   | <input type="checkbox"/> Train connections              |
| <input type="checkbox"/> Bus connections          | <input type="checkbox"/> Seating facilities | <input type="checkbox"/> Other – please include details |
| <input type="checkbox"/> Car parking              | <input type="checkbox"/> Street trees       |   |
| <input type="checkbox"/> Cycle parking provisions | <input type="checkbox"/> Road crossings     |   |
| <input type="checkbox"/> Cycle routes             | <input type="checkbox"/> Toilet facilities  |   |
| <input type="checkbox"/> Footpaths                | <input type="checkbox"/> Traffic flow       |   |
| <input type="checkbox"/> Pedestrian environment   | <input type="checkbox"/> Traffic speed      |   |



4. What aspects of the proposals do you like? (Please tick all that apply)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Appearance of shops      | <input type="checkbox"/> Pedestrian environment | <input type="checkbox"/> Traffic speed                  |
| <input type="checkbox"/> Bus connections          | <input type="checkbox"/> Quality of shops       | <input type="checkbox"/> Other – please include details |
| <input type="checkbox"/> Car parking              | <input type="checkbox"/> Seating facilities     |   |
| <input type="checkbox"/> Cycle parking provisions | <input type="checkbox"/> Street trees           |   |
| <input type="checkbox"/> Cycle routes             | <input type="checkbox"/> Road crossings         |   |
| <input type="checkbox"/> Footpaths                | <input type="checkbox"/> Traffic flow           |   |

Why do you like these aspects?

5. What aspects of the proposals do you think should be different? (Please tick all that apply)

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Appearance of shops      | <input type="checkbox"/> Pedestrian environment | <input type="checkbox"/> Traffic speed                  |
| <input type="checkbox"/> Bus connections          | <input type="checkbox"/> Quality of shops       | <input type="checkbox"/> Other – please include details |
| <input type="checkbox"/> Car parking              | <input type="checkbox"/> Seating facilities     |   |
| <input type="checkbox"/> Cycle parking provisions | <input type="checkbox"/> Street trees           |   |
| <input type="checkbox"/> Cycle routes             | <input type="checkbox"/> Road crossings         |   |
| <input type="checkbox"/> Footpaths                | <input type="checkbox"/> Traffic flow           |   |

How do you think these should be different?

6. How would you wish to be consulted on detailed design in the future? (Please tick)

- ☐ Another public exhibition once concepts have been further developed
- ☐ Plans and designs made available online with chance to comment
- ☐ Other – please state \_\_\_\_\_

7. Have you any other comments?

8. If you would like to be kept informed of the plans, please leave your email address:

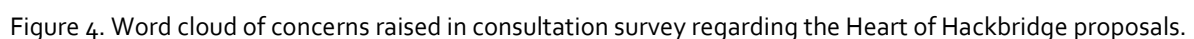
**Many thanks for taking time to visit the Heart of Hackbridge exhibition and giving your valuable feedback.**



## Appendix B – Word clouds of feedback



Figure 3. Word cloud of comments on the aspects of the Heart of Hackbridge proposal that people like.



## **Appendix C – Full response from Neighbourhood Development Group**

# **Hackbridge and Beddington Corner Neighbourhood Development Group response to the Heart of Hackbridge public consultation February 2013**

## **Introduction**

The NDG feel that the public realm improvements captured many of the aims and policies of the neighbourhood plan particularly in improving cycle lanes and the quality of the footpaths in front of the parade of shops. Particular praise was also raised with regards to the proposed improvements to entrance to Mile Road.

## **Observations**

### **General**

The original OLF bid had three main objectives:

- 1) Creation of One Planet Retail Zone
- 2) Increasing Economic Resilience and Resource Efficiency
- 3) Improving Access to District Centre and Areas of Nature

It is understood that the OLF Project has evolved but there was no reference in the displayed plans to the following important actions within the original OLF bid related to Green Corridors that will contribute greatly to achieving the project objectives in line with the Neighbourhood Development Plan:

- a) Planting of trees separating the road and pavement on the Western Edge of London Road and Hackbridge Road
- b) Clearance and updating of vegetation and path along Culvers Avenue

There was a particularly strong focus on traffic calming in the exhibition plans (which was only a minor action in the original OLF bid) and the exhibition also stated that the traffic calming measures were awaiting traffic flow modeling. The NDG note that the traffic calming measures have generated some protest in the local community so look forward to seeing the results of the traffic flow modeling and other details of the traffic calming proposal.

### **Specific**

#### **a) Improvements to Shop Frontages/ Retail Zone**

- i) The improvements to the shop frontages do not appear to address the problem of the untidy windows and paintwork of the dwellings above the shop.
- ii) Question: Could there be attempts to attract a community shop/quality food/interesting retailer to Hackbridge?
- iii) Question: What is the update on the shop spaces below Centrale- are the rental prices prohibitive to retailers?
- iv) Question: Could there be seating arrangements in this area?

- v) The NDG would like to see soft landscaping with a biodiversity value incorporated into the retail zone to strengthen the character of Hackbridge as being a main gateway to the Wandle Valley Regional Park .

**b) Traffic Calming Measures and traffic improvements**

- i) Question: Is there any danger to people of diminished sight when the road and pavement are at the same level?
- ii) There was concern by some members of the NDG regarding a loss of car parking spaces in the retail zone and how demand for car parking was going to be met.
- lii) Question: Could interim car parking demand be met by negotiating temporary car parking on Felnex while improvements are underway. There was major concern regarding parking demands during school drop off and pick up times. Currently use is made of spaces in the existing Felnex site. Free parking for 30 minutes was suggested.
- iii) Concern: The proposed location of the bus stop may be too close to the crossing and located so close to a corner raising safety issues. Not sure how this proposal will provide an interchange for the buses heading to Wallington. The 127 and 151 for Wallington actually take a different route to Wallington and so the proposed interchange seems a little unclear.
- iv) Concern was raised regarding pavement width in the vicinity of the school , could there be plans to address this matter?
- v) Question: Are the materials being proposed to be used for the footpath improvements consistent with sustainability objectives of the NDG?
- vi) As per the original OLF bid the NDG still support the concept of a 20 mph zone in Hackbridge which could be complimentary/ consistent with the proposed traffic calming measures.
- vii) An emphasis on providing better local shops, services and public transport is considered to be a good way of reducing journeys for Hackbridge residents especially considering that the new developments in Hackbridge will create a large increase in the resident population and visitors to the Regional Park.
- viii) The NDG would like to see soft landscaping with biodiversity value incorporated into any traffic calming measures as these are consistent with the importance of Hackbridge as a major gateway to the regional park and help to build the character of the neighbourhood.
- ix) It is unclear how the pavement and on-road parking area, which provides the link from Hackbridge Station to Hackbridge Corner for pedestrians and, to a certain extent cyclists, has been factored into the proposed plans. It seems that most of the focus is on hard landscaping of the road, as it approaches the railway bridge, with little attention being given to the pedestrian and cycling experience.

## **Suggestions and conclusions**

In addition to awaiting further information/ detail/ traffic flow monitoring regarding the traffic calming measures before comment/suggestions can be made the NDG would also very much like to see in future plans:

- 1) Future detailed plans to include strengthening of green corridors as per the original OLF bid
- 2) Interim car parking facilities (e.g. on Felnex) during the development stages
- 3) Details of the materials proposed to be used for the pathways and traffic calming measures
- 4) Seating arrangements and soft landscaping in the retail zone
- 5) Soft landscaping within the traffic calming measures
- 6) Re-consideration of the proposed bus stop location
- 7) Plans to address the narrow paths in the vicinity of the school
- 8) A 20 mph zone complimentary with the traffic calming measures