

BOND STREET IMPROVEMENTS

REPORT ON TMO ENGAGEMENT

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EXECUTIVE SUMMARY

In early 2016, Westminster City Council (WCC), in conjunction with the New West End Company (NVEC) and Transport for London (TfL), identified a concept design for Bond Street with the aim of delivering substantial improvement to the public realm to maintain Bond Street's status as a world class destination of choice for the purchase of high quality goods and to meet the future pedestrian demands of the Elizabeth Line due to open in late 2018.

The Bond Street concept design was developed by the Council and its partners into a Stage 1 Feasibility Design, and then taken forward into Stage 2 Initial Design. During Stage 2, WCC has made a concerted effort to engage with residents and businesses to inform them about, and seek their views on, different aspects of the Bond Street improvement scheme. In July 2016, WCC engaged with local residents and businesses via the widespread distribution of a leaflet (mailed to over 4500 properties in the local area and distributed by email to over 200 key contacts), inviting them to attend one of three briefing events. The events were attended by over 40 business representatives, stakeholder organisations and residents.

A subsequent stage of engagement (October 2016) was then undertaken specifically to present the proposed changes to parking and loading, address concerns and provide the additional technical information requested during the July engagement. This is an important step prior to advertising the Traffic Management Orders (TMO) as it enables the project delivery team to identify any concerns about the proposals prior to commencing the statutory process.

This report presents a summary of the October engagement on parking and loading arrangements. The engagement again comprised the distribution of a flyer and email to the existing list of contacts (4500 properties by post and over 200 key contacts by email) and a Facebook advertisement to promote three exhibitions conducted at the Westbury Hotel. The exhibitions were attended by over 40 stakeholders (mainly businesses). The material on display at the exhibitions was also made available on the Bond Street webpage.

Attendees at the exhibitions were encouraged to complete a questionnaire which gathered feedback on the proposed parking and loading arrangements, as well as other aspects of the Bond Street scheme proposals. Just 15 responses, in addition to two emails providing further comments, were received. It is noted that 14 feedback form responses were received in the July engagement.

The overall low level of response to the feedback form indicates that the majority of those who were given the opportunity to comment on the proposals chose not to. Many of those who attended mentioned that they were well-informed about the proposals and had already fed into the process, which confirms the importance of NVEC's and WCC's previous engagement activities. As they were given the opportunity to view the proposed parking and loading arrangements and discuss any queries with a member of the project team, they did not feel it necessary to complete the feedback form. Consultation exercises present the opportunity to raise concerns, and therefore typically attract responses from those who are worried about or opposed to a proposal, while those who are satisfied or have a neutral opinion are less likely to respond.

The combined efforts of the NVEC and WCC engagement activities have demonstrated that there is a good level of support for the Bond Street proposals, with recognition that it will deliver a more pleasant and attractive local environment. Local stakeholders have been involved at a formative stage and therefore have been able to directly influence the designs as the proposals have progressed.

This report summarises the views expressed and concerns raised during the engagement activity. It has found that there is a good level of support for the public realm on Bond Street to be improved. More specifically, there is widespread support for the proposed changes to the parking and loading arrangements. There are, inevitably, some outstanding concerns, related to more detailed aspects of the scheme which have not yet been worked up in detail (e.g. the proposed dispensation scheme for those who require flexibility in receiving deliveries).

Though the focus of the October engagement was the proposed parking and loading arrangements, unavoidably the exhibitions generated comments on other aspects of the Bond Street improvement scheme, including junction design, kerb upstands, cycle parking, timescales and anticipated disruption during construction.

The concerns raised during the October engagement are being considered by the Bond Street delivery team, as highlighted in this report. It should be noted that not all the concerns raised will result in design changes as there are conflicting views (amongst a minority) on some of the fundamental principles, e.g. pedestrianisation.

The next step in the process is to gain Cabinet Member approval to proceed with the TMOs and the associated statutory consultation in early 2017.

1. INTRODUCTION

In early 2016, Westminster City Council (WCC), in conjunction with the New West End Company (NVEC) and Transport for London (TfL), identified a concept design for Bond Street with the aim of delivering substantial improvement to the public realm to maintain Bond Street's status as a world class destination of choice for the purchase of high quality goods. The project is also crucial to meet the pedestrian demands resulting from the opening of the Elizabeth Line in late 2018.

The Bond Street concept design was developed by the Council and its partners into a Stage 1 Feasibility Design, and then taken forward into Stage 2 Initial Design.

During Stage 2, WCC has engaged with local residents, representatives of local businesses and stakeholder organisations initially (in July 2016) to present the proposed scheme and enable local stakeholders to provide feedback on the design and raise any concerns.

A subsequent stage of engagement (October 2016) was then undertaken to present the proposed changes to parking and loading and to provide further technical information in response to the concerns identified during the July engagement.

This is an important step prior to advertising the Traffic Management Orders (TMO) as it enables the project delivery team to identify any concerns about the proposals prior to commencing the statutory process.

The Council's engagement activity has followed NVEC's own substantive engagement on the concept design for the Bond Street project, which took place from late 2015 and early 2016.

This report sets out the findings of the engagement activity on the parking and loading proposals. Chapter 2 presents a brief summary of the methods used to engage with local residents and businesses. Chapters 3 and 4 present a summary of the feedback received at the exhibitions, via the feedback form and detailed written responses submitted in response to the proposals. Chapter 5 provides a summary of the findings and the next steps.

2. METHODOLOGY

INTRODUCTION

This chapter sets out the various channels that WCC and NWECC used to engage with residents and businesses.

CHANNELS & REACH

NWECC has been consulting with businesses and residents in Bond Street since 2015, continuing in 2016 during the Council's development of the feasibility design for the Bond Street project. In brief, it has included 12 presentations to different groups, a three-day exhibition in January 2016 and the issue of two newsletters. In addition, NWECC representatives have visited the managers of 74 stores and retailers along the street to discuss the proposed scheme.

NWECC's presentations are thought to have had a reach of approximately 100 individuals comprising residents and business representatives, property owners and ward councillors. Their exhibitions in January were well-attended with 84 attendees (and 60 attendees at a drinks reception). The newsletters have each been circulated to over 3,300 properties.

WCC has made a concerted effort to further engage with residents and businesses in July 2016 to inform them about the proposed scheme, and subsequently in and October to provide further detail about the proposed parking and loading arrangements, prior to commencing the statutory TMO process..

Table 2-1 provides a summary of the communication channels employed and reach.

Table 2-1: Communication channels (October 2016)

| CHANNEL | AUDIENCE & REACH |
|--|--|
| Flyer | Distributed by post to over 4500 properties and email to over 200 contacts |
| WCC Bond Street webpage comprising exhibition material, feedback form, video fly through | Key contacts and stakeholders, local residents & businesses, wider public |
| Door to door visits | All businesses open during regular hours |
| Exhibitions (x3) | Interested groups, local residents & businesses – 45 attendees |
| Facebook advert | Wider public |

A flyer was mailed to over 4500 properties in the local area in early October 2016 (copies of the leaflet and distribution area are provided in Appendix A). The flyer announced that changes to the parking and loading arrangements on Bond Street are proposed as part of the public realm improvement scheme and encouraged recipients to come along to one of the three scheduled exhibitions or visit the website to find out more information.

The flyer was also distributed by email to a long list of contacts (over 200), and was also circulated directly by NWECC to a number of their contacts. Members of the project team also visited a number of businesses face to face to make them aware of the exhibitions and encourage them to attend.

A Facebook promotion targeted at those living or working close to Bond Street was used to further promote the exhibitions.

The three exhibitions were held at the Westbury Hotel, London, on:

- Tuesday 11th October 2016, 6:00pm - 8.00pm
- Tuesday 18th October 2016, 12:00pm - 2.00pm
- Thursday 20th October 2016, 10:00am – 12:00pm

Each of the exhibitions was staffed by a team of around 4-5 project members. Various materials were on display including a short video showing a 'fly-through' of the proposed scheme (further details in Chapter 3). Attendees discussed the scheme with the exhibition staff and were encouraged to complete a questionnaire which gathered feedback on the changes to the parking and loading arrangements.

The consultation materials was designed to address the concerns raised during the July engagement and provide the additional technical information requested (e.g. traffic modelling, parking and loading arrangements).

The exhibition material and feedback questionnaire were also available online. An email address was provided to which people could provide additional feedback.

LEVEL OF RESPONSE

The consultation events were attended by over 40 business representatives and residents though relatively few responses to the feedback form (15) were received. The level of participation was similar to that achieved in the July engagement but notably lower than that previously achieved by NVEC. However, as NVEC has been consulting with businesses and residents in Bond Street since 2015, this suggests there is a degree of consultation fatigue, as reflected in the participation of the WCC engagement.

The level of response to the WCC engagement activities indicates that the majority of those who were given the opportunity to comment on the parking and loading proposals for Bond Street chose not to. Many of those who attended were well-informed about the proposals and had already fed into the process, which confirms the importance and extent of NVEC's and WCC's previous engagement activities. Consultation exercises present the opportunity to raise concerns, and therefore typically attract responses from those who are worried about or opposed to a proposal, while those who are satisfied or have a neutral opinion are less likely to respond.

As only 15 feedback forms and two emails were received, this suggests that there is a good level of support for the proposals as few felt the need to comment further. It is also noted that a number (6/15) of those who completed the feedback form had *not* visited the exhibitions, which would have provided them with the opportunity to discuss, and possibly resolve, their concerns with a member of the project team.

The consultation team undertook spot checks to ensure that businesses were receiving the consultation material and this showed that the information was being received by businesses in the local area.

3. EXHIBITIONS

INTRODUCTION

This chapter sets out the issues and concerns raised during the three exhibitions held in October 2016 and in any written correspondence (emails and letters) received during the engagement period.

ATTENDANCE & RESPONSE

The three exhibitions were held at the Westbury Hotel. The sessions had varying levels of attendance, as shown in Table 3-1 below, with the lunchtime session proving the most popular. In total, the events were attended by **45 stakeholders** (6 residents, 39 businesses/ stakeholder organisations). The numbers shown below exclude the immediate project team. This is in line with the attendance of the July briefing meetings, which had a total attendance of 42 (35 businesses/stakeholders and 7 residents).

Table 3-1: Attendance at exhibitions

| Date | No. attendees |
|---|---|
| Tuesday 11 th October 2016, 6-8pm | 5 businesses/stakeholders & 3 residents |
| Tuesday 18 th October 2016, 12-2pm | 25 businesses/stakeholders & 3 residents |
| Thursday 20 th October 2016, 10am-12pm | 9 businesses/stakeholders & 0 residents |
| Total | 39 businesses/stakeholders & 6 residents |

High quality materials were on display at the events, including:

- Detailed drawings showing the existing and proposed parking and loading arrangements for the scheme area (i.e. the proposed restricted parking zone), mounted onto a curved WCC-branded pop up exhibition stand (see Figure 3-1).
- Drawings showing existing and as a result of the scheme, future traffic flows.
- A banner setting out an explanation of parking and loading terminology.
- A fly-through video showing how the proposed scheme will work in practice.
- A questionnaire seeking feedback on the proposed parking and loading arrangements.

The materials were also uploaded to the project website.

To date, two emails which provide further comments on the proposed scheme have been received. The issues concerns raised at the three exhibitions and in the two emails are summarised below.

Figure 3-1: Exhibitions



ISSUES RAISED

The purpose of the briefing sessions was for businesses, residents and stakeholders to find out more about the TMO proposals and therefore ask questions of the project team to gather the information they required in order to make a judgement on the proposals.

This section sets out the comments raised at the exhibitions and in any written correspondence, focusing on any unresolved issues, rather than listing every question asked of the project team. The comments have been organised into a series of themes for ease of interpretation. Where appropriate, the project delivery team's response has been noted.

Parking

- > A number of queries as to how the dispensation scheme will work in practice, when it will be introduced, who will be eligible to use it, and how easy it will be to obtain (noting the balance between being useful for businesses and providing the space to encourage additional footfall on Bond Street).

- One attendee (who runs a logistics business) expressed the need for high value and also heavy/bulky goods deliveries to be able to park close to the properties they are delivering to at any time of the day (for security reasons – carrying highly valuable items). Concern that drivers would have to walk too far from loading bays but happy with suggestion of 100m.
 - Response: the detail of how the scheme might operate in practice is still being developed with WCC parking.
- Similarly, an attendee whose business receives high value deliveries throughout the day advised that *“The value of the items would make it unsafe and unwise to park and walk the goods into the store”*. The principles of the dispensation scheme were explained, and the business representative subsequently emailed the project team to state that while provisions for flexible deliveries would be welcomed, the cost to businesses should be minimised as *“rates due to increase and the rents on Bond Street already very high. Anything that would reduce costs to business appreciated”*.
- Query as to which parking zone Bond Street will fall within, i.e. will it stay as zone E?
 - Response: The parking zone will remain zone E
- Query as to whether Blue Badge holders will still be able to park in any parking bay.
 - Response: it was explained that Blue Badge holders cannot park in a loading bay or on single yellow lines, but they can park in a residents' bay or a pay by phone bay.

Enforcement

- Would like to see warnings given rather than fines when the parking controls are first implemented, as it will take time for drivers to adjust to the new layout.
 - Response: the project team are reviewing how to best implement the scheme so that it is clear to all how to park within the zone. This will include significant levels of consultation and warning that the new zone is in place, and may include initial warning notices rather than fines.

Footways/ delineating footway and carriageway

- Query as to whether shared use areas are being implemented.
 - Response: no shared areas are being implemented. There are areas where the paving is similar between road and footway sections, but each section will be clear.
- Two local residents are keen to ensure there is enough delineation between footway and carriageway to ensure the safety of pedestrians, particularly those with visual impairment. They queried whether the junction with Grosvenor Street has an upstand or is flush, and similarly the kerb provision in Town Square.
 - Response: it was explained that we would be using kerb upstands throughout, with flush surfaces only at junctions with tactile paving.

Pedestrian crossings

- A local resident queried the plan for the pedestrian crossing on Grosvenor Street.
 - Response: the plan is to remove the signals and provide zebra crossings.
- A key stakeholder does not feel that the proposed zebra crossing markings on Grosvenor Street are appropriate across the proposed surface materials. A signalised junction would be preferred, as it would enable kerblines to be pulled in closer, while the estimated lower traffic flows would mean enable better pedestrian timings to be provided.
 - Response: the current design could be future proofed with scope for signal infrastructure, but this would mean kerb and crossing positions would be common to both, to prevent unnecessary abortive junction modification in the future.

Junction design

- Concerns about loss of footway on the south west corner of the Grosvenor Street junction. While the current design does provide symmetry around the junction, it creates a pinch point on the footway which in turn affects pedestrian comfort
 - Response: we will review the design to see if the loss of footway can be avoided.
- Suggestion that the entire Grosvenor Street junction be treated with granite surfacing, in much the same way as the Town Square.
 - Response: This is not currently proposed as the Town Square is seen as a potential event location. There is also a desire for consistent unbroken linear design. It is also important to note that asphalt is more durable than granite with far fewer maintenance issues and scheme costs.
- Concerns about making a right turn out of South Molton Street (*“it is a risky manoeuvre”*). Query as to how it could be made safer or right turn movements limited.
 - Response: the turn itself is not unduly affected by making Brook Street two way. Vehicles exiting from South Molton Street will still need to turn across a similar volume of traffic. Given the very low traffic flow, it is not proposed to make alterations at this junction.
- Concerns about whether driver sight lines from New Bond Street to the Grosvenor/ Maddox Street zebra crossing are sufficient. Concern that vehicles could be speeding around the corner at Maddox Street junction without realising pedestrians are crossing.
 - Response: drivers will be able to see the zebra crossing on Grosvenor Street before they make the turn. Vehicle speeds will be relatively slow given the tightness of the turn.

Cycle parking

- Concerns about ‘untidy’ look of cycle parking stands (*not* cycle hire) on Clifford Street. Suggestion to investigate potential alternative locations (such as Grafton Street) and distribute the cycle parking stands throughout the area rather than locate them all together.
 - Response: noted. This is being further investigated.

Street furniture

- Support for inclusion of a bench in the Plug.
 - Response: noted. To be further investigated.
- One business representative expressed support for the decision not to relocate the flower stall to Clifford Street.

CCTV

- Request to maintain CCTV for security.
 - Response: WCC is not intending to retain the existing CCTV equipment as it out-dated and does not work sufficiently as a deterrent. There are discussions between WCC and the police which will provide clarity on what is provided on Bond Street.

Traffic flow & access

- One attendee from a stakeholder organisation expressed the view that by retaining road traffic, the scheme is a missed opportunity because Bond Street is currently a rat run.
 - Full pedestrianisation was considered during the very early scheme identification; however, businesses require the street to open for loading to enable them to remain in business.
- One attendee (who expressed serious concerns about the project, as noted below under ‘Resources/cost’), voiced the opinion that the scheme will unnecessarily restrict traffic on

another of London's arterial routes and make life difficult for businesses through parking additional restrictions.

- The Brook Street/ Davies Street two way scheme will provide increased route choice in the area.

Other works

→ One business respondent suggested that some businesses may want to re-vamp their well lights, and that it would make sense to carry out such works in advance of WCC's works.

- **Response: this has been considered within the project team and this may be possible should businesses be willing to fund these improvements.**

→ It was queried whether some of the funding one of the key businesses had already provided will be spent on the organisation's basement tops.

- **Response: the team is looking at how this can be achieved, e.g. looking at the possibility of enhancing the footway to highlight Sotherby's entrance (e.g. granite lines encompassing the canopy pillars).**

→ One business representative expressed the view that they would like to see more 'green' as part of the proposal (i.e. trees, etc). They would like to have input to the design.

→ Another business representative (from a different organisation) expressed a desire for more trees in the proposals.

- **Response: the Bond Street area does not provide many suitable locations for additional trees, due to the built up nature of the streetscape, the quantity of underground infrastructure and the high number of pedestrians in the area. The number of trees within the project has been maximised.**

→ Discussion about the location of the canopy sockets outside Sotherby's – it was agreed that they should be kept in the same location as currently situated.

- **Response: these are heritage items which must be retained in the future.**

Schemes in the wider area

→ There were some concerns from representatives of one business that the Bond Street scheme may 'spread' into other streets such as George Street, which would be difficult for the organisation to accommodate (as George Street acts as their main service/delivery hub).

- **Response: there is no scope to widen the scheme boundaries without further funding. The build-out and tree are the only changes being proposed in George Street – and these elements are to provide a link back to Hanover Square.**

Resources/ environmental cost

→ One attendee who visited the exhibition and subsequently emailed the project team to express his concerns about the project voiced serious concerns about the "profligate waste of resources" involved in the project. The business representative (from Savile Row) expressed very negative opinions about the "huge environmental cost" of schemes such as this, drawing on the recent example of the Lower Regent Street (Piccadilly Two-Way) scheme in which materials were replaced, in his opinion, unnecessarily. "The ugly waste and environmental damage in mining, cutting, and shipping the granite kerbstones from either China or India, and from the north of England for the paving is simply and baldly unacceptable in this modern world... To mine the granite, process the granite, ship the granite, and replace the existing kerbs is insane, and terribly wasteful." He vehemently disagreed that Bond Street requires significant improvement, particularly given the cost and environmental impact of sourcing the materials required for the works: "I simply cannot see the justification for your proposals for

Bond Street, and if there is justification it stops at the waste involved in completely resurfacing, repaving, and re-kerbing". He was very keen to understand what happens to the paving slabs and kerbstone which are removed. He questioned the value of allocating taxpayer resources to schemes such as the Bond Street project, when they could be put to far better use (e.g. fund school trips for deprived inner city children, food and care for the elderly, provision for the homeless, or projects to prevent recidivism). He was strongly of the opinion that no one at WCC is held to account for such expenditure and was keen to determine whether there had been on any analysis on the environmental cost of replacing the materials: *"I would... like a cost for the works to Bond Street, and an estimate for the effect it will have on the fluidity of transport during the works and its impact on local business both during and after, i.e. a long term cost."*

- **Response:** an email response was sent to the attendee advising that the Bond Street delivery team is reviewing the environmental impact of the work. The project represents a much needed aesthetic improvement to the area and whilst the scheme will install new material which will have to be quarried, the existing material is at the end of its design life and the new material will last for a long period of time.

Other schemes

- Several attendees requested further information about the proposals for Savile Row (separate scheme).

Disruption during works

- Queries about timescales and the potential long term disruption to businesses. As one attendee who subsequently emailed comments to the project team stated *"We would appreciate greater clarity on exactly when our stretch of Bond Street would experience works and the plan to minimise noise and interruption"*.
 - **Response:** businesses will be kept up to date as the plans progress and there will be further engagement sessions to advise on phasing and timescales.

Consultation

- One attendee who visited the exhibition and subsequently emailed the project team to express his concerns about the project (based on Savile Row) queried why his organisation had not received a leaflet and questioned why he had not been aware of previous rounds of consultation.
 - **Response:** the Communications team undertake a further spot check to see whether businesses had received the consultation material, and this was positive. The business in question had changed its name and so the leaflet may have been ignored by the intended recipients.

SUMMARY

This chapter has summarised the issues raised during the exhibitions and in any written correspondence.

The concerns identified cover a broad range of topics. Given that the main purpose of the exhibitions was to provide further information about the proposed parking and loading arrangements, there were relatively few concerns about the proposals, the most commonly occurring topic being the proposed dispensation scheme for businesses requiring flexibility in receiving deliveries.

4. FEEDBACK FORM

INTRODUCTION

This section sets out the findings of feedback forms completed at the public exhibitions and online.

LEVEL OF RESPONSE

The feedback form was available online and hard copies were made available at the events. By 2nd November, 15 responses had been received.

Given the number of flyers and targeted emails distributed in advance of the exhibitions, the low response rate (in terms of completing the feedback form) suggests that WCC's work to date has been well-received, with few stakeholders taking the opportunity to further comment on the proposals.

As noted above, the feedback form was completed by just 15 respondents, comprising:

- 5 local residents
- 4 local employees
- 1 business manager
- 2 stakeholder organisation representatives
- 4 visitors.

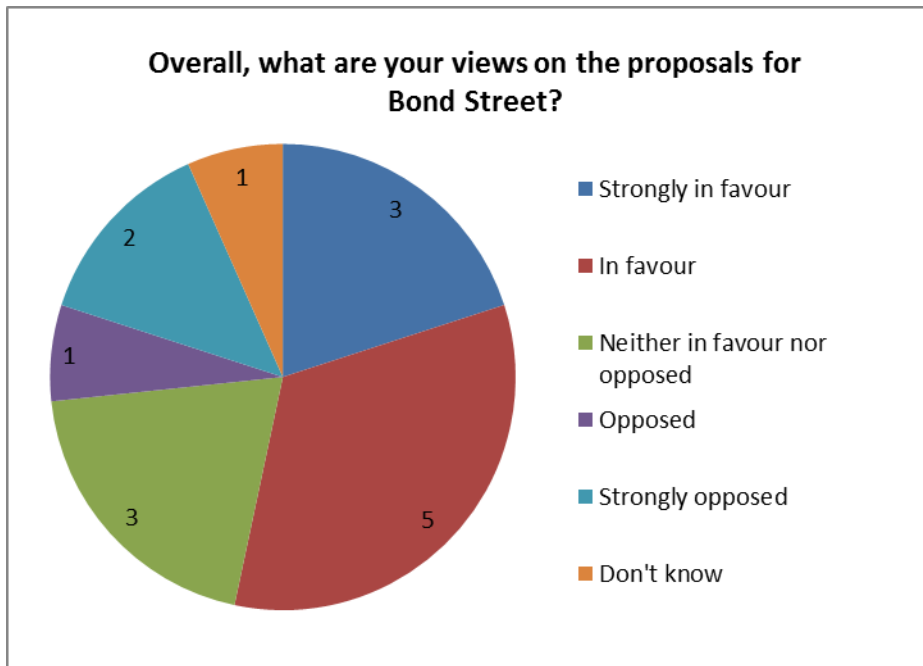
It is noted that one respondent stated that they are both a stakeholder organisation and a local employee (a key business in the area). It is important to note that three of the 15 respondents were representing Sotheby's.

It is also noted that a number (6/15) of those who completed the feedback form had *not* visited the exhibitions (see Figure 4-4), which would have provided them with the opportunity to discuss, and possibly resolve, their concerns with a member of the project team.

OVERALL VIEWS ON PROPOSED CHANGES TO PARKING & LOADING

When asked for their views on proposed changes to parking and loading arrangements on Bond Street overall, around half (8/15 respondents) expressed support (3 were 'strongly in favour', 5 were 'in favour'), whilst a fifth (3/15) were opposed (1 was 'opposed' and 2 were 'strongly opposed'). The remaining three expressed a neutral opinion, while answered 'don't know' (Figure 4-1).

Figure 4-1: Overall views on proposed changes to parking and loading arrangements



REASONS FOR OPINION

Respondents were asked to outline the reasons for their views on the proposals. This was an open question. The reasons for support and opposition respondents provided, along with the reasoning behind those with a neutral stance are summarised below.

The designer response to these concerns is shown below each of the comments.

REASONS FOR SUPPORT

The respondents who expressed support confirmed the urgent need to improve the appearance of Bond Street if it is to remain competitive as a luxury destination. The need for a better balance in favour of the pedestrian/cyclist was also highlighted. Several direct quotes follow:

- *“Currently, the high number of vehicles deter a lot of pedestrians and look unsightly in what should be one of the most aesthetically pleasing areas of London.”*
- *“The use of New Bond St as a ‘transit’ route detracts from the high-end shopping experience and the overall experience.”*
- *“The parking and improvement overall experience of the street.”*
- *“Improvement and will lead to increased footfall and therefore hopefully sales.”*
- *“More pavement space is to be welcomed.”*
- *“The changes themselves are positive, but I think it’s disappointing that more is not being done to re-balance the space away from motor traffic and towards cycling and walking. The changes seem quite minor and only reflect parking and loading spaces, whereas I think it would be better to close streets to motor traffic entirely in some places, and improve cycling provision in the area which is currently non-existent. This would help air quality as well as the ‘public realm’.”*

A respondent from Brooks Mews expressed the view that this street should also be included in the proposed parking and loading changes as *“We have a serious problem with traffic in the Bond Street area, especially New Bond Street, close to Oxford Street. This has worsened over the last 10 years”*.

REASONS FOR OPPOSITION

A local resident proposed some alternative and rather detailed changes to the proposed arrangements, summarised as follows:

- Suggestion to put all parking bays on the same side opposite MaxMara.
 - **Designer response:** All parking bays directly opposite MaxMara are on one side of the road. They are switched over to the over side of the road south of Stafford Street to provide a more even distribution of loading and parking bays on both sides of Bond Street.
- Loading bays should be loading only from 7am not 8:30am so early morning deliveries can be made.
 - **Designer response:** The only loading bays that begin at 08.30am allow unrestricted parking beforehand and so deliveries can be made before 08:30am.
- Loading bays opposite Sarah Pacini should have same restrictions, preferably both open until 6:30pm.
 - **Designer response:** The southern loading bay has an additional “no parking or loading between 4.00pm and 6.30pm” to ensure that the signalised Brook Street junction with Bond Street operates successfully. This arrangement is required to accommodate traffic turning right into Brook Street during these periods..
- Loading bay outside Hermes could be extended if cycling pass through was on the left rather than right, and the green box was moved.
 - **Designer response:** The location of the flower stall (shown as the ‘green box’) has been carefully considered within the public realm design of this area. The project team considered moving the cycle lane and concluded that its current location would be best. The length of this loading bay is actually determined by the turning movements of larger vehicles turning left from Bon Street into Clifford Street. The funders of the flower stall are in agreement with the location as proposed by the design team
- Disagree with need for taxi rank outside TM Lewin which blocks motorists’ views to and from Blenheim Street, endangering motorists and pedestrians.
 - **Designer response:** These comments will be considered alongside those of the taxi industry and TfL taxi representatives. The taxi bay outside TM Lewin provides a taxi facility for the northern section of Bond Street as well as Oxford Street.
- Taxi rank on Brook Street could be extended by converting one or more spaces from loading 24hrs to peak hour loading only (e.g. 7am to 10am) to compensate for loss of rank outside TM Lewin.
 - **Designer response:** A further review of loading and taxi facilities in this section of Brook Street is on-going following discussion with Fenwick. Further discussions on this matter are taking place with the taxi industry and TfL taxi representatives.
- Taxi rank outside Hermes could be significantly extended.
 - **Designer response:** The “gap” between the taxi rank and Oxford Street is to enable a Bond Street gateway to be provided should funding allow.
- All taxi ranks should have sign asking drivers to switch off engines when not in use to reduce diesel emissions which create an unpleasant experience for shoppers.

- Designer response: This comment will be passed on to WCC taxi officers for consideration across Westminster.
- Would prefer continuous parking rather than “random breaks halfway through parking bays that doesn't seem to serve a purpose”. Suggested that these spaces could be used (or at least partly used) as cycle lanes when they are not in use between 11:30am and 6:30pm.
 - Designer response: The “gaps” between parking bays are because the road is not wide enough to allow for parking, or there are special areas of interest that are being highlighted, or turning movements prevent parking, or space is required by vehicles travelling along Bond Street.
- Support retention of disabled parking.
 - Designer response: Noted. The amount over disabled parking in the scheme has increased (from the existing bay of 6.6m to a proposed bay of 12m along Grosvenor Street).
- Support inclusion of cycle parking next to Santander cycle hire – question whether there is scope for additional stands here.
 - Designer response: Additional (and relocated) cycle stands are being further investigated following the exhibitions. Additional stands were originally proposed in this location but concerns raised by an exhibition attendee mean that this is now being further investigated.
- Must retain cycle stands should be on junction with Piccadilly, also ASL with filtering lane.
 - Designer response: advanced cycle stop lines (ACLs) are being provided where possible throughout Bond Street. Filter lanes are not being provided, but there is enough space for cyclists to filter through. The carriageway width at the Piccadilly junction is 6m, which provides ample space for a lane of traffic and a cyclist to filter through.
- The design should be changed so that there is not one isolated pay-by-phone space on Stafford St.
 - Designer response: The proposed pay-by-phone bay on Stafford Street is currently under review. The project is aiming to retain the space to ensure suitable pay-by-phone provisions in the area, but it may be possible to swap the parking provisions.

One respondent (a visitor) expressed the view that the proposed scheme does not go far enough and requires additional traffic reduction measures.

- “Not enough traffic reduction. Should be a much more ambitious plan to put it on par with world class shopping roads”.
 - Designer response: Bond Street represents a carefully considered balance between pedestrians, shoppers, shops, deliveries, residents and through traffic.

REASONS FOR NEUTRAL OPINION

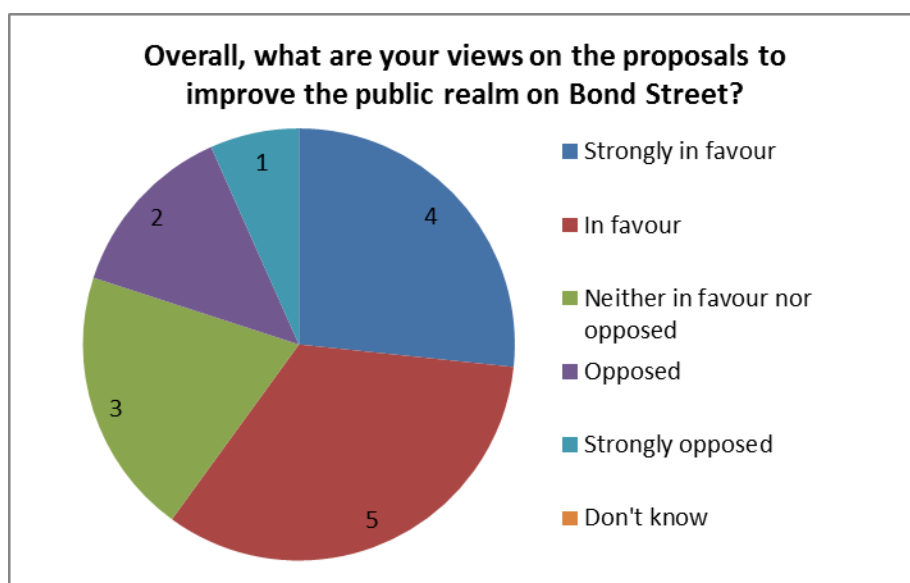
One visitor respondent expressed the view that unrestricted parking would encourage car use. The respondent also questioned the arrangements on Sundays, for disabled persons and cycle parking. It is noted that the respondent stated that he had not visited (nor did he intend to visit) the exhibition, at which these questions would have been answered:

- “Is it appropriate to have unrestricted car parking in certain locations from 6.30pm - during the evening peak - to 8.30am - during the morning peak? This only encourages car use. What happens on Sunday? Are there disabled parking places? Are there any additional cycle parking places?”
 - Response: The unrestricted parking allows local residents to park and encourage the night time economy in the area.

OVERALL VIEWS ON PUBLIC REALM IMPROVEMENTS

Respondents were asked their views the proposals to improve the public realm on Bond Street. As can be seen in Figure 4-2 below, the majority of respondents (9/15) are in favour (4 were 'strongly in favour' and 5 were 'in favour'). A further 3/15 respondents expressed a neutral opinion and 3 expressed opposition (2 were 'opposed', 1 was 'strongly opposed').

Figure 4-2: Overall views on proposed public realm improvements



REASONS FOR OPINION

Respondents were asked to comment on the reasons for their views on the proposed public realm improvements. Their responses are summarised below.

REASONS FOR SUPPORT

A number of respondents expressed support for the proposed public realm improvements as they believe there is a basic need to improve the appearance and perception of the area, as reflected in the following comments:

- *"It is much needed and work hasn't been done to Bond Street in a number of years. As one of the most popular shopping destinations in the world - we are definitely one of the ugliest."*
- *"It needs improvement badly".*
- *"More pavement space is to be welcomed and I am in favour of parking spaces set back from the street as it makes cycling in the area easier. Also it dissuades traffic from just idling in multiple spots along the street"*
- *"Whilst I suspect that the improvement would not drive footfall per se - given [the company's] unique status - we focus so heavily on client experience and 'perfection' and this will make a major contribution."*

REASONS FOR OPPOSITION

In terms of reasons for opposition, just one respondent (a local business manager) provided a comment. Although supportive of the idea of improving the public realm on Bond Street, the respondent questioned some aspects of the design, including the lack of tree planting:

- *“If native species such as oak and poplar were planted it would create a green avenue between Oxford Street and Piccadilly; a route frequently walked by both professionals and tourists associated with New Bond Street. If trees aren't possible, could you propose some other 'greening' for this area?”*
 - **The Bond Street area does not provide many suitable locations for additional trees, due to the built up nature of the streetscape, the quantity of underground infrastructure and the high number of pedestrians in the area. The number of trees within the project has been maximised.**

The respondent feels that the design should emphasise Bond Street's aristocratic and luxury heritage and does not believe that the material pallet is in keeping with the special qualities of the street:

- *“The artists' impression did not encompass the luxury and historic nature of this area of London. For example, the materials used for the paving should be more in keeping with the architecture of New Bond Street, rather than creating a modern thoroughfare. We are not in favour of the green colour pattern that has been suggested for the granite and wider pedestrian zones (although I understand we cannot change the colour scheme at this stage). As stated in the Oxford Street, Regent Street and New Bond Street Action Plan these streets 'have a special quality. They are world renowned assets with unparalleled historical links to royalty, aristocracy, and prestigious retailers. This unique area is vital to the success of the wider West End and to London itself, and must be treasured and protected'. We are concerned the materials chosen will not reflect this.”*
 - **The material chosen fits in with the surrounding area and allows the Bond Street buildings, public art and heritage infrastructure to stand out. The material is sympathetic to its environment, as there was no need for the material to provide more than an emphasis to the existing infrastructure.**

REASONS FOR NEUTRAL OPINION

Two respondents (a local resident and a visitor) gave neutral responses because they feel that the proposals need further refinement. Both feel there to be a need for more cycling infrastructure:

- *“The scheme does not do enough to reduce motor traffic. The cycle feeder lane at the approach to Piccadilly is still on the wrong side for the majority of cyclists who will want to turn right immediately after turning left into Piccadilly. There is still no contraflow cycling from Clifford Street to Conduit Street, cutting out a detour via Savile Row and a difficult crossing of Conduit Street.”*
- *“Generally welcome the modifications, however would like a 2m wide mandatory cycle lane in designs. Definitely seems to be room as much of the route used to be 3 lanes wide. I like the use of visual narrowing here, but this space could be better used for getting cyclists out of the way of motor traffic. Also cycle boxes should be 5m long in most places (not shown on plans) as in most of the places they've been put in there's no reason not to and these routes are likely to have many HGVs which need to be able to see cyclists. Filtering lanes to ASLs will help cyclists group, taking up less space on the road and therefore increasing traffic flow. Good to see cycle lane on Conduit St though. Also very good to see there's a cycling road marking on the outlet of the drive to warn drivers. Also nice to see a filter lane on Bruton St (hopefully 2m wide? minimum 1.5m). ”*
 - **The project allows cyclists to travel safely along Bond Street, without the use of obvious cycle facilities. It was not possible for a contra-flow cycle lane to be provided without catering for significantly fewer vehicles and pedestrians.**

COMMUNICATION

Respondents were asked how they found out about the proposed scheme. Table 4-1 below shows that the most effective channels were the Westminster City Council website (4 respondents), the leaflet mailing (3 respondents) and the emails from the Bond Street mailbox (3 respondents).

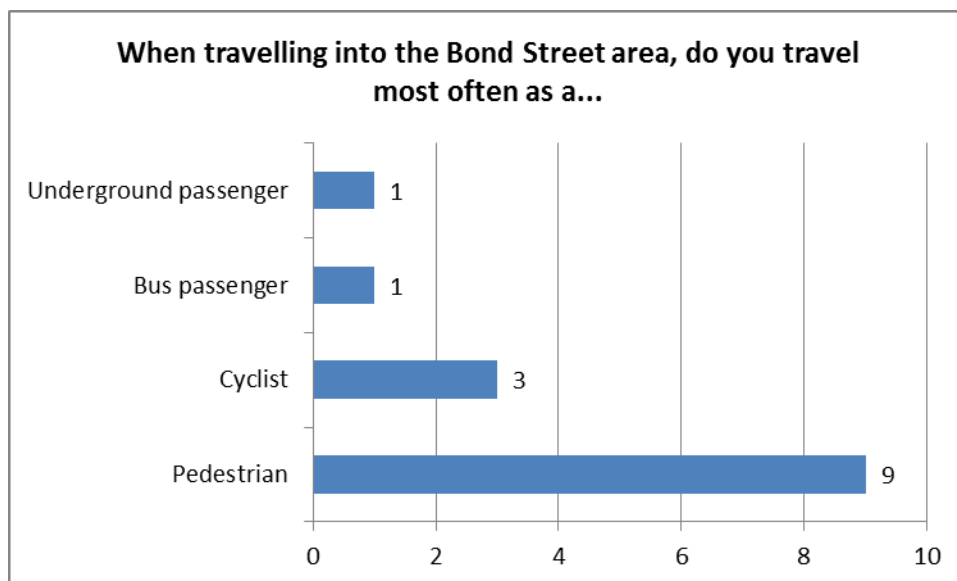
Table 4-1: How did you find out about this scheme?

| METHOD OF COMMUNICATION | NO. OF RESPONSES |
|--|------------------|
| Westminster City Council website | 4 |
| Email from Bond Street mailbox | 3 |
| Leaflet/ letter delivered to my house/ workplace | 3 |
| Social media | 1 |
| Word of mouth | 1 |
| Local newspaper | 0 |
| Community group/forum | 0 |
| Other email | 2 |
| Other | 2 |

MODE OF TRAVEL

Respondents were also asked about their travelling habits in the Bond Street and surrounding area. As shown in the Figure 4-3 below, the majority of respondents identified themselves as pedestrians (9/14 who responded). Three respondents are cyclists.

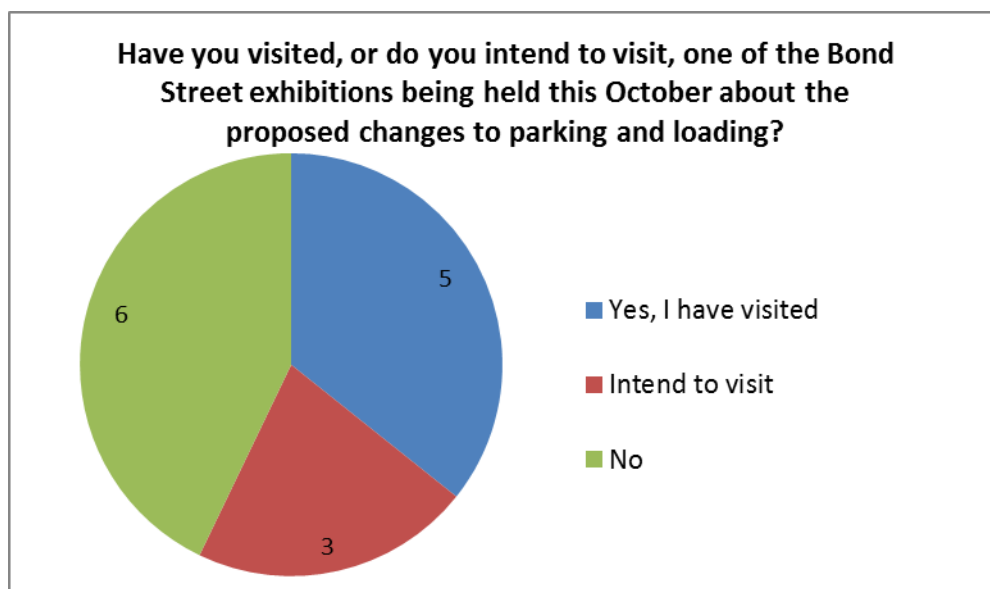
Figure 4-3: Usual mode of travel in Bond Street area



EXHIBITION

Respondents were asked if they had intentions to visit one of the Bond Street exhibitions being held about the proposed changes to parking and loading. As it can be seen from the Figure 4-4, over half of the respondents had either visited (5/15) or were intending to visit (3/15) the exhibition. Meanwhile, the remaining respondents (6 out of 15) did not visit the exhibition. One respondent did not answer the question.

Figure 4-4: Exhibition attendance



EXHIBITION EXPERIENCE

The five respondents who had attended the exhibition were asked to evaluate a number of statements about their experience. The results are shown in Table 4-2

When asked whether they found the exhibition useful, all either agreed (4/5) or strongly agreed (1/5) that they had. Similarly, when asked if they found the content easy to understand, all five respondents answered positively. All respondents agreed with the statement: *"I appreciated the opportunity to talk through the proposals with a member of the team"*.

When asked to evaluate the statement *"The venue was appropriate for the event"*, four respondents expressed a positive opinion and one respondent gave a neutral response. While four respondents agreed that *"There was a good range of days/times to attend"*, one respondent disagreed with the statement.

Table 4-2: To what extent do you agree or disagree with the following statements about the exhibition...?

| | STRONGLY AGREE | AGREE | NEITHER AGREE NOR DISAGREE | DISAGREE | STRONGLY DISAGREE |
|--|----------------|-------|----------------------------|----------|-------------------|
| I found the exhibition useful: | 1 | 4 | - | - | - |
| I found the content easy to understand | 2 | 3 | - | - | - |
| I appreciated the opportunity to talk through the proposals with a | 3 | 2 | - | - | - |

| | STRONGLY AGREE | AGREE | NEITHER AGREE NOR DISAGREE | DISAGREE | STRONGLY DISAGREE |
|--|----------------|-------|----------------------------|----------|-------------------|
| member of the team | | | | | |
| The venue was appropriate for the event | 2 | 2 | 1 | - | - |
| There was a good range of days/times to attend | 2 | 2 | - | 1 | - |

Finally respondents were asked to comment on their positive and negative experiences of the exhibition. When asked *“What did you find most useful and why about the exhibition?”* respondents expressed the view that it was useful to be able to discuss the proposals with the project team to clarify concerns. It was also suggested that the fly through video had been particularly useful.

→ *“Useful chance to ask a couple of clarifying questions - it helps to inform internal planning and decision-making.”*

When respondents were asked *“What did you find least useful and why?”* there was just one negative comment, which focused on the days and times of the exhibition:

→ *“The days/times of the exhibition - there were only a few hours per exhibition slot, which meant it was difficult to find a time to visit.”*

FURTHER QUESTIONS AND COMMENTS

RESPONDENTS' QUESTIONS

Respondents were asked to state any further questions or concerns about the proposals that they would like to be addressed. Out of 15 respondents, just three raised a query.

One respondent questioned whether Brooks Mews will be included in the parking and loading scheme, taking the view that unless the street is included, he/she will object formally to the Bond Street scheme:

→ *“I would like to understand how Brooks Mews will be brought into the traffic scheme especially for parking & loading and refuse collection. If it is not added to the scheme, I will object formally as it will have a significant effect on the commercial vehicles using Brooks' Mews dead-end to load, unload, and collect refuse from the top of the scheme. Please confirm how Brooks Mews will be affected & if the loading and traffic rules will apply here too.”*

- **Response: Brooks Mews is not part of the Bond Street project. It is unlikely that the proposed changes will have a significant impact on loading and parking at this location, but should it prove to do so, WCC will review what changes are subsequently required.**

Another respondent raised an issue regarding the publicity of consultation itself, enquiring why it was not promoted more:

→ *“Seemingly little publicity - why not publish on TfL consultations website (even if just a link to here) or go through normal infrastructure improvement channels?”*

- **Response: A high level of public consultation was provided with significant effort taken by the communications team (WCC, NVEC and WSP|FMC) to ensure maximum publicity.**

The third comment was about the background to the scheme:.

→ *“Who undertook the Landscape and Townscape assessment? Can you provide a copy of the Indicative Landscape Plan so we can understand the reasoning behind the lack of vegetation and the utilisation of the enhanced pedestrian space?”*

- **Response: The Bond Street area does not provide many suitable locations for additional trees, due to the built up nature of the streetscape, the quantity of underground infrastructure and the high number of pedestrians in the area. The number of trees within the project has been maximised.**

ADDITIONAL COMMENTS

Respondents were asked if they had any additional comments regarding the exhibition and the proposed scheme. Just three respondents expressed further thoughts.

One respondent (local employee) indicated a concern regarding the delivery arrangements:

→ *“We require further flexibility regarding deliveries. With business rates set to double in 2017 is there potential for a reduction, I do not think businesses should be charged for drops outside of this.”*

- **Response: This will be passed to WCC for consideration.**

Another reiterated that the scheme will have a significant impact on the commercial vehicles using Brooks Mews dead-end to load, unload, and collect refuse, and therefore feels that Brooks Mews should be included in the scheme.

- **Response: Brooks Mews is not part of the Bond Street project. It is unlikely that the proposed changes will have a significant impact on loading and parking at this location, but should it prove to do so, WCC will review what changes are subsequently required.**

Meanwhile, another respondent (local business manager) queried as to when they can expect to receive feedback on this stage of stakeholder engagement.

SUMMARY

The overall low level of response to the feedback form indicates that the majority of those who were given the opportunity to comment on the proposals for Bond Street chose not to do so, with just 15 responses received. Consultation exercises present the opportunity to raise concerns, and therefore typically attract responses from those who are worried about a proposal, while those who are satisfied or have a neutral opinion are less likely to respond.

Of the 15 respondents who completed the feedback form, slightly more than half (8 out of 15) are definitely in favour of the proposed parking and loading arrangements, three have a neutral opinion, three are opposed and 1 answered ‘don’t know’.

Those who are in favour of the proposed scheme recognise that the scheme will deliver a more pleasant and attractive local environment, and welcome the opportunity to improve Bond Street.

The outstanding concerns raised relate to traffic reduction, cycling infrastructure, greening and isolated matters of detail related to the parking and loading proposals.

5. SUMMARY & NEXT STEPS

SUMMARY

Westminster City Council made a concerted effort to engage with residents and businesses in October 2016 to inform them, and seek their views on, the proposed parking and loading arrangements to support the Bond Street improvement scheme.

To this end, a flyer was mailed to over 4500 properties in the local area in October, and distributed by email to over 200 key contacts. NWEC also pushed the communication out to its members and contacts. A Facebook advertisement targeted at those living or working close to Bond Street aimed to further raise awareness of the engagement opportunity.

WCC held three exhibitions in October, which were attended by over 40 business representatives, stakeholder organisations and residents. The display material was also uploaded online (to both the Bond Street webpage on WCC's website).

Though attendees at the meetings were encouraged to complete a questionnaire which gathered feedback on the proposed parking and loading arrangements, just 15 responses, in addition to two emails providing feedback on the proposals, were received.

This report has summarised the views expressed and concerns raised during the engagement activity. It has found that there is a good level of support for the public realm on Bond Street to be improved. More specifically, there is widespread support for the proposed changes to the parking and loading arrangements. There are, however, some outstanding concerns related to more detailed aspects of the scheme which have not yet been worked up in detail (e.g. the proposed dispensation scheme for those who require flexibility in receiving deliveries).

The overall low level of response to the questionnaire indicates that the majority of those who were given the opportunity to comment on the parking and loading proposals for Bond Street chose not to, with just 15 responses received, several of which were from employees of one particular organisation. Many of those who attended the exhibitions had already fed into the process, which confirms the importance of NWEC's and WCC's previous engagement activities. Consultation exercises present the opportunity to raise concerns, and therefore typically attract responses from those who are worried about or opposed to a proposal, while those who are satisfied or have a neutral opinion are less likely to respond.

Though the focus of the October engagement was the proposed parking and loading arrangements, inevitably the exhibitions generated comments on other aspects of the Bond Street improvement scheme, including junction design, kerb upstands, cycle parking, timescales and anticipated disruption during construction.

The concerns raised during the October engagement are being considered by the Bond Street delivery team, as shown in this report. It should be noted that not all the concerns raised will result in design changes as there are conflicting views (amongst a minority) on some of the fundamental principles, e.g. pedestrianisation.

NEXT STEPS

The parking and loading proposals will now be issued for statutory consultation. Details of this engagement session and the statutory process will be provided to Cabinet Members.

Appendix A

TITLE

APPENDIX A-1

TITLE
