



Elephant & Castle Urban Realm Consultation Analysis

Report

March 2015

MAYOR OF LONDON



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Elephant & Castle Urban Realm Consultation Analysis

Report

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1 Background

Overview

The Elephant & Castle project presents one of the most exciting urban rejuvenation opportunities in inner London. Road safety has long been a cause for concern at the northern roundabout and the quality of the urban realm is poor with the area dominated by road traffic and the subway ramp structures on all sides of the roundabout.

As a result it is included in the 'Better Junctions' programme for remedial work by 2016. The junction also forms part of the wider Opportunity Area (where 5,000 new jobs and 4,000 new homes are expected by 2026) and as such needs to contribute to the growth and economic vitality of the area.

Proposals for substantial transformation of the Elephant & Castle northern roundabout, including creating a peninsula, as well as concepts for a new Northern Line ticket hall have been developed by Transport for London working in partnership with the Greater London Authority, the London Borough of Southwark and major landowners.

Our vision is: 'We want to make Elephant & Castle a better place to work, study and travel through, and our vision will make Elephant & Castle a destination in its own right.'

Overall consultation findings

In total, 460 people responded to the Elephant & Castle Public Square consultation analysis. This included 453 responses from members of the public (98%) and seven responses from stakeholders (2%).

Overall, 86% of respondents strongly support or tend to support the Elephant Square vision. Conversely, just 8% said they strongly oppose or tend to oppose the vision.

Consultation findings

Among the 453 responses received from the public, 85% strongly agree or tend to agree with the plans to improve the pedestrian environment and just 6% said they strongly disagree or tend to disagree with the plans. 80% of respondents strongly agree or tend to agree with the plans to create a useable public space and just 9% of respondents strongly disagree or tend to disagree with these plans.

Respondents were invited to leave an open comment explaining how to improve these plans. The most frequently discussed themes were:

- Character areas;
- Pedestrian access;
- Supportive comments;
- Regeneration impacts; and
- Green space.

76% of respondents strongly support or tend to support the idea of the six character areas and just 7% strongly oppose or tend to oppose the idea. Respondents were invited to leave an open comment explaining why they support the character areas.

The most frequently discussed themes were:

- Supportive comments;
- Design;
- Management;
- Safety; and
- Market stalls.

83% of respondents strongly support or tend to support the Elephant Square proposals and just 8% strongly oppose or tend to oppose the proposals. 79% of respondents strongly agree or agree with the Elephant Square objectives and just 11% strongly disagree or disagree.

Respondents were invited to leave an open comment on the overall consultation. The most frequently discussed themes were:

- Character areas;
- Supportive comments;
- Green spaces; and
- Regeneration impacts.

Following consideration of this public consultation, the proposals are being further developed into more detail and will be largely implemented before the end of construction in 2016. Some packages of work are more complex and require further design and/or planning permission and these will be delivered as soon as practical. The peninsular urban realm works will be delivered once the peninsular site is no longer in use to construct London Underground's Northern Line Ticket Hall.

2 Introduction

Road safety has long been a cause for concern at the Elephant & Castle northern roundabout and the collision statistics show it is consistently the worst performing junction of its kind in London; as a result it is included in the 'Better Junctions' programme for remedial work by 2016.

The junction also forms part of the wider Opportunity Area (5,000 new jobs and 4,000 new homes by 2026) and as such needs to contribute to the growth and economic vitality of the area.

Currently the quality of the urban realm is poor with the area dominated by road traffic and the subway ramp structures on all sides of the roundabout. There is very little crossing provision for pedestrians at surface level and most movements require the use of the extensive

indirect subway network. Large numbers of pedestrians use the area, either as they interchange between public transport modes, or use the facilities in the area (including the shopping centre and London South Bank University). Surveys undertaken in 2010 suggest that there are around 15,000 pedestrian movements through the vicinity in peak periods.

The new highway design, which included the removal of the roundabout with two-way operation as well as the replacement of the subways with surface level crossings, was consulted on in spring 2014. The design was modified in response to issues raised during the consultation and the design is now agreed and fixed. The new highway layout unlocks a number of new areas of public space. Our intention is to combine these new spaces with existing public space to create a coordinated area of public realm that improves the overall environment and in particular the pedestrian experience.

2.1 Urban realm

The Elephant & Castle project presents one of the most exciting urban rejuvenation opportunities in inner London. Various projects jointly initiated by the Greater London Authority (GLA) and the London Borough of Southwark (LBS) have sought to progress this transformation since the mid 1990's. In addition, numerous large scale redevelopment sites in the area and the imminent changes to the highway infrastructure provide an opportunity to enhance the public realm at the heart of this key Opportunity Area which has a growth potential of 4,000 homes and 5,000 jobs. Strategic policy programmes influencing this change include the Mayor's London's Great Outdoors and Roads Task Force as well as the Better Junctions Programme, all of which promote the role of streets as public spaces for many users rather than being dominated by motorised traffic.

Proposals for substantial transformation of the Elephant & Castle northern roundabout, including creating a peninsula, as well as concepts for a new Northern Line ticket hall have been developed by Transport for London (TfL) working in partnership with the GLA, the LBS and major landowners.

Our vision is: 'We want to make Elephant & Castle a better place to work, study and travel through. Our vision will make Elephant a destination in its own right.' The key principles for this new public place are:

- Improving the interchange environment and bringing pedestrian movements up to the surface;
- Creating a usable and flexible set of public spaces as a focal point within the Opportunity Area ;
- Enhancing the streetscape and landscape in order to improve the pedestrian environment;

- Improving conditions for vulnerable road users, particularly cyclists; and
- Reducing the impact of motorised traffic on the public realm.

3 The consultation

The consultation, which ran from 17 November 2014 to 22 December 2014, was designed to enable us to understand local opinion about our proposals to create a new public space as part of the regeneration of the northern roundabout at Elephant & Castle. We are committed to implementing change at the roundabout therefore the consultation was not about whether we do or do not make changes, rather the potential outcomes of the consultation were that:

- We decide the consultation raises no issues that should prevent us from proceeding with the scheme as originally planned; and
- We modify the scheme in response to issues raised in consultation.

The objectives of the consultation were:

- To give stakeholders and the public easily-understandable information about the proposals and allow them to respond;
- To understand the level of support or opposition for our plans;
- To understand any issues that might affect the proposal of which we were not previously aware;
- To understand concerns and objections; and
- To allow respondents to make suggestions.

3.1 Who we consulted

The public consultation intended to seek the views of people living close to the roundabout and within the wider Elephant & Castle Opportunity Area. We were also keen to seek the views of local businesses and commuters who regularly use the transport interchange.

We also consulted stakeholders including Southwark Council, local land owners, traffic police, London TravelWatch, Members of Parliament, Assembly Members and local interest, transport and business groups.

3.2 Consultation material, distribution and publicity

We produced a letter and leaflet explaining our proposals which were distributed to approximately 11,500 addresses in Elephant & Castle area on 17th November. A copy of the leaflet is shown in Appendix A and a map of the distribution area can be found in Appendix B.

The leaflet was also sent by email to stakeholders. We notified approximately 91,088 registered Oyster Card users who used the interchange (both Tube and Bus), or were registered for cycle hire or congestion charge in the area. In addition, we carried out four sessions of face-to-face activity, two sessions on each of the 25th and 27th November. The objective being to hand out leaflets to users of the bus

stop and subways and advise people of the roadshow running that day. Approximately 1,450 leaflets were distributed during this activity.

We held five public exhibitions over two weeks, attracting a total of 267 visitors; as well as making the plans available for public display at the John Harvard Library, 211 Borough High Street, London SE1 1JA.

The consultation asked 16 specific questions, three of which gave free text response areas for people to provide detailed comments. The specific questions asked can be found in Appendix C.

We invited people to respond by completing an online questionnaire on our consultation tool (tfl.gov.uk/elephant) or by using a reply slip. People could also respond by emailing STEngagement@tfl.gov.uk, by post or by calling Customer Services on 0343 222 1234.

3.3 Promotional activity – Marketing

Two advert variants (generic & roadshow) were published in the local press. The Roadshow version published in 'Southwark News' week commencing 17/11/14; Generic version published in 'Southwark News' week commencing 15/12/14.

Digital mobile banner adverts appeared across Blis Media networks with the objective to raise awareness and encourage those living, working or travelling in proximity to Elephant & Castle to have their say.

GEO targeted to users around Elephant & Castle as well as frequent users of travel sites and Apps IP targeted towards London.

The campaign over-delivered against planned clicks and received a click through rate of 0.73%. 'In-app' adverts drove a higher engagement rate than those served on the mobile web. The most engaged audience was 56+.

During the final week of the consultation, tweets were published on Twitter reminding people to attend the final events and have their say on the proposals.

3.4 Promotional activity – Marketing

Public exhibitions on our proposals were held on the following dates, times and locations:

Date & Time	Venue
Tuesday 25 th November 16:00 – 20:00	Draper Tenants Hall 1 Howell Walk Newington Butts
Thursday 27 th November 14:30 – 18:30	SE1 6TL

Saturday 29 th November 11:00 – 15:00	Shopping Centre New Kent Road SE1 6TE
Tuesday 2 nd December 15:00 – 19:00 Thursday 4 th December 15:00 – 19:00	LSBU Keyworth Centre London South Bank University SE1 6LN

We invited all those to whom consultation materials were distributed to attend. It was an opportunity for attendees to view detailed display boards of the schemes proposals, view a scale model of the proposed public realm, speak to the scheme designers and have any detailed queries answered. The sessions were facilitated by the our project and consultation teams, with representatives from Southwark Council and the architects, Witherford Watson Mann (WWM) present.

267 people were recorded to have attended over the five sessions.

4 Analysis of urban realm responses

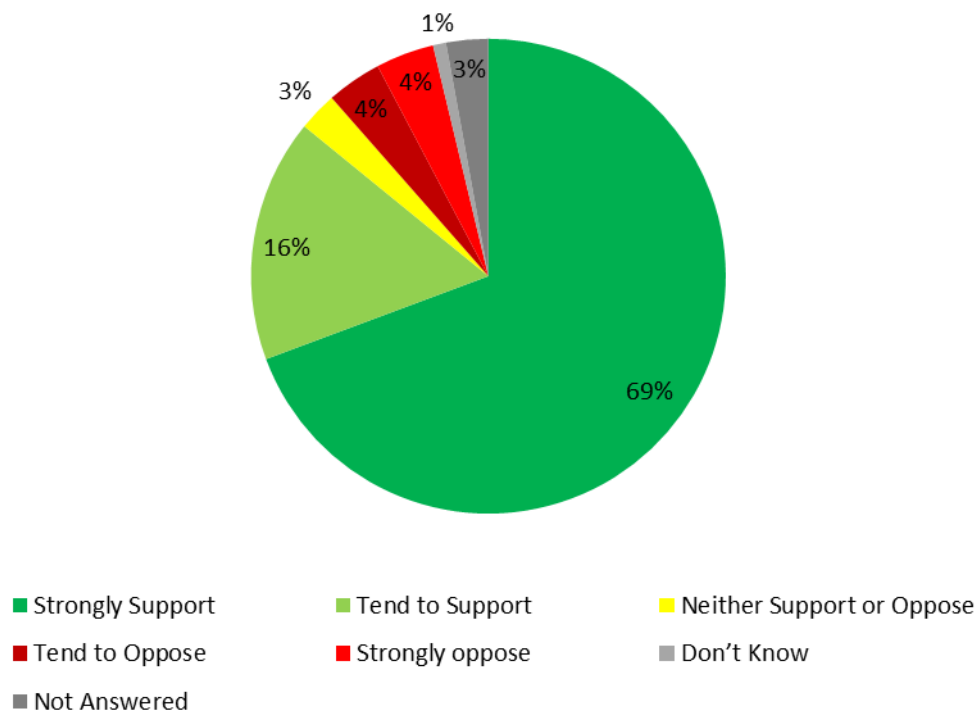
This chapter presents the analysis of the 453 public responses to the consultation.

Support for the Elephant Square vision

Closed question findings

We asked respondents their level of support towards the vision of Elephant Square that is both an easy and pleasant place to travel through, as well as a space for people to enjoy and spend time in. 86% of respondents said they strongly support or tend to support this vision and just 8% said they strongly oppose or tend to oppose the vision. See Figure 3.1 for a full breakdown of responses.

Figure 1: Support for the Elephant Square Vision



Respondents' support for the scheme has been analysed by geography, using postcodes to identify where people who support the scheme are located. Figure 2 shows there is support for the Elephant Square vision, which is notably clustered in the Elephant & Castle area. Figure 3 shows that the opposition to the Elephant Square vision is minimal.

See Appendix F for maps showing support and opposition to the Elephant Square vision.

Figure 2: Support for the Elephant Square Vision

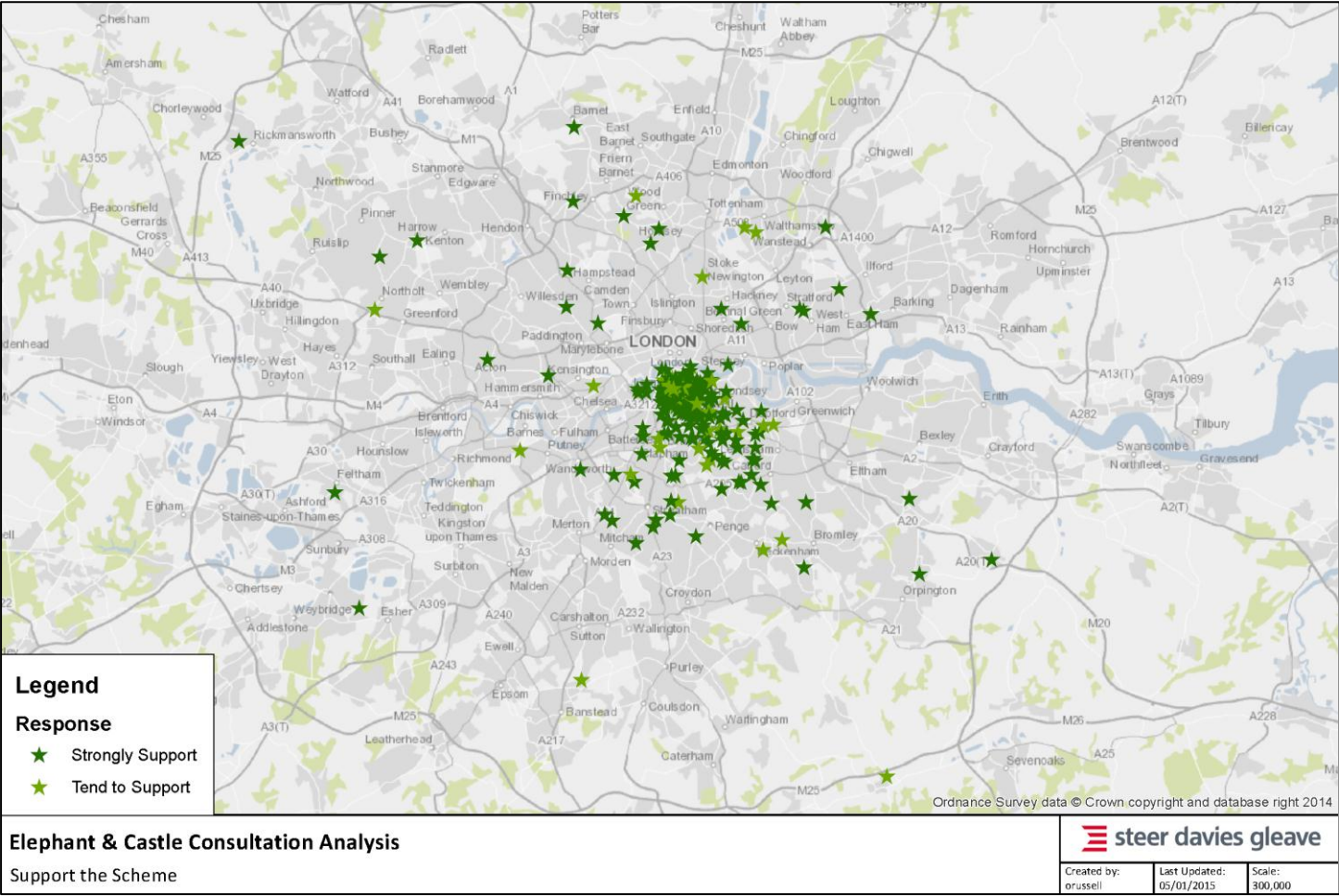
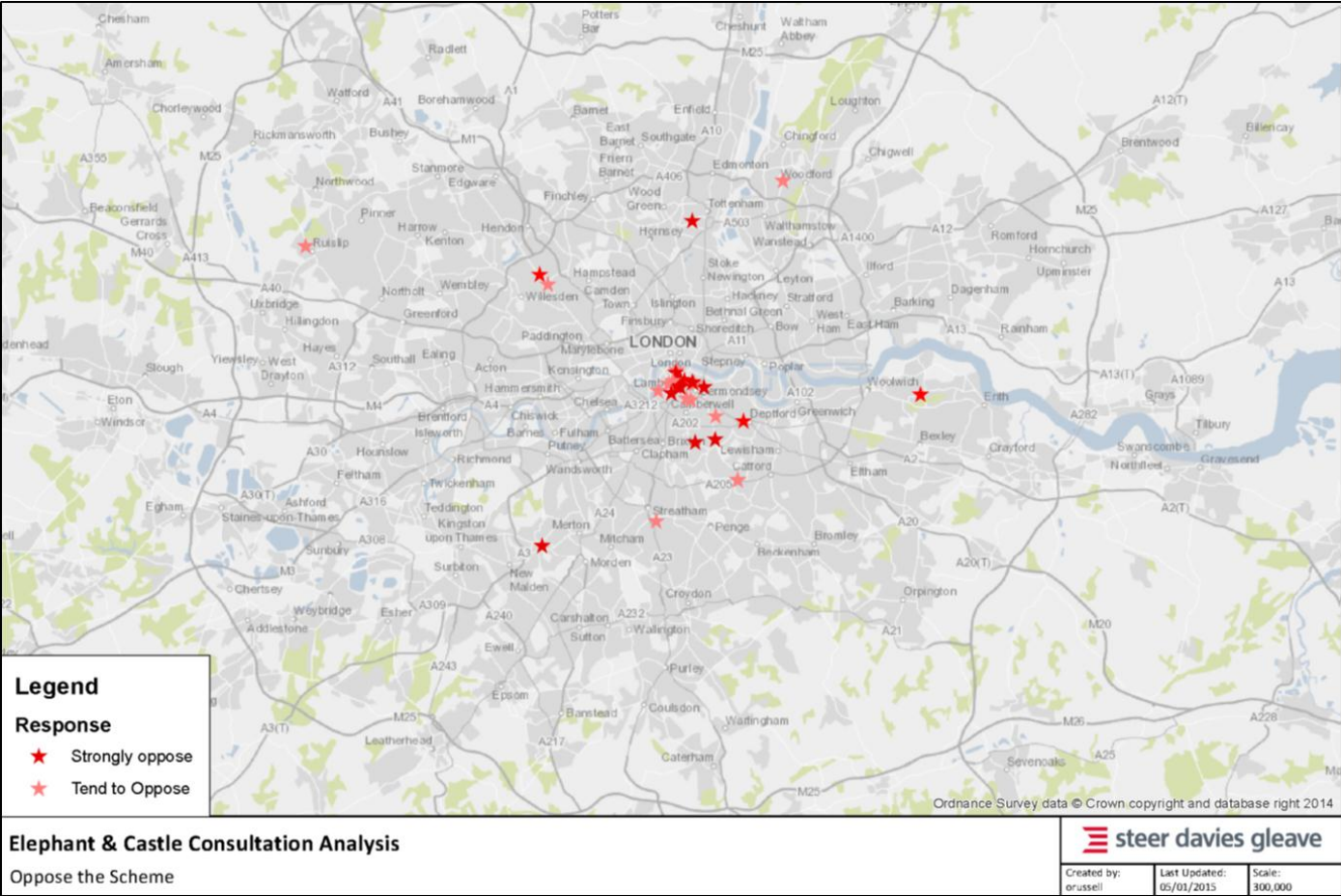


Figure 3: Opposition to the Elephant Square Vision

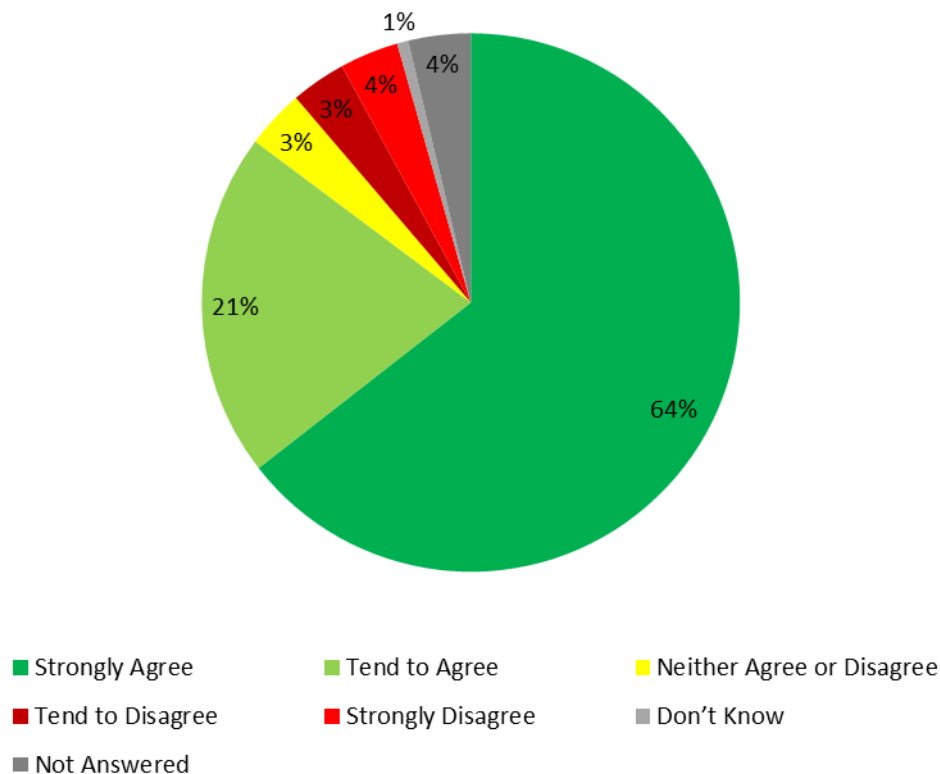


Support for pedestrian environment improvements

Respondents were asked whether they support the plans to improve the pedestrian environment for Elephant Square, making the area a more pleasant place to travel through. Improvements include new planting, high quality surfacing and Legible London signage.

85% of respondents said they strongly agree or tend to agree with the plans to improve the pedestrian environment and just 6% said they strongly disagree or tend to disagree with the plans. See Figure 4 for more detail.

Figure 4: Support for pedestrian environment improvements

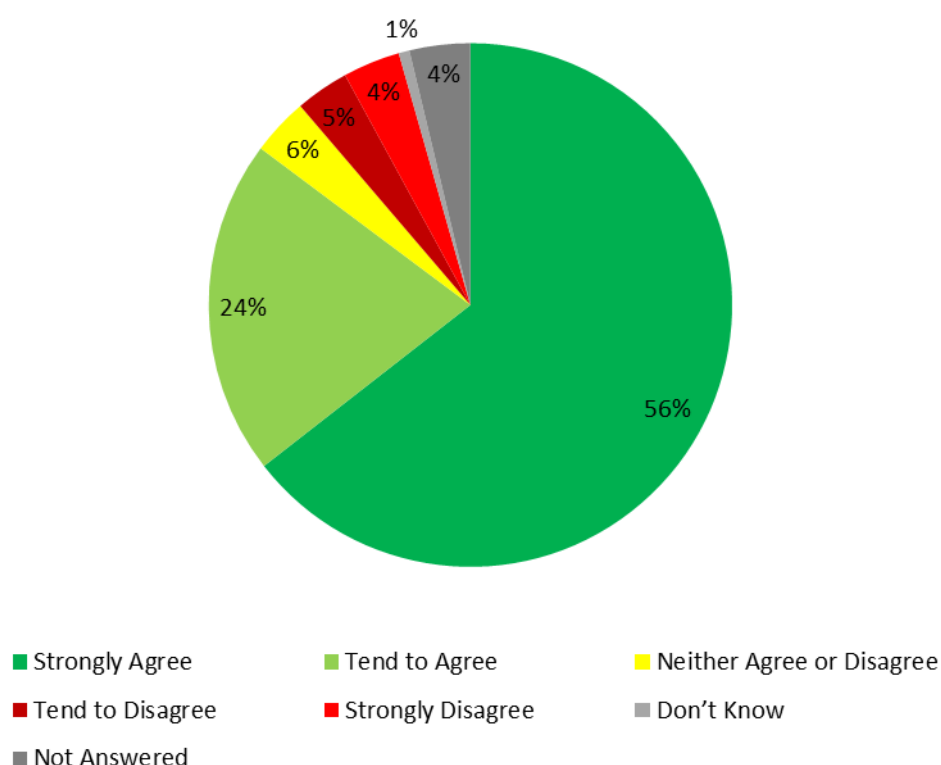


Support for pedestrian environment improvements

We also asked respondents whether they support the plans to develop a useable public space for Elephant Square that would create a place to meet and spend time and enjoy. A useable public space would include seating and planting to create a natural sound barrier, as well as a café, retail space and pop-up market stalls.

80% of respondents said they strongly agree or tend to agree with the plans to create a useable public space and just 9% of respondents strongly disagree or tend to disagree with these plans. See Figure 5 for further detail of responses.

Figure 5: Support for useable public space



Open question findings

Respondents who support the Elephant Square proposals

Respondents were invited to respond with any specific comments on how to improve the pedestrian environment or create a place where people would want to spend time. This section details the open responses from 334 respondents who were supportive of the proposals provided supportive comments and left an open comment. The themes discussed by those who responded to the first open question are shown in Table 1.

Table 1: Supportive themes for Q4 'Do you have any specific comments you would like to make on any elements of our plans to improve the pedestrian environment or create a place where people would want to spend time'

Theme	Number of comments	% of comments
Character areas	84	25%
Pedestrian access	57	17%
Supportive comments	49	15%
Regeneration impacts	44	13%
Green space	20	6%
Local community	18	5%

Capital costs	16	5%
Safety	15	4%
Request for information	9	3%
Design programmes	6	2%
Character area identity	5	2%
Construction impacts	5	2%
Unsupportive comments	5	2%
Disabled access	1	<1%
Total	334	100%

The following paragraphs highlight the most frequently mentioned comments within each theme.

Character areas

The majority of comments received from respondents who were supportive of the proposals on how to improve the pedestrian environment or create a useable public space were categorised as ‘character areas’. 51 respondents commented on the general design features and materials used within the character areas. The majority of these respondents (36) support the design and placement of the character areas, given that they are unique to Elephant Square and provide vibrant spaces for the community. 20 respondents commented on supporting the Elephant statue as it provides the area with a strong identity.

25 of these respondents further support the use of York Stone paving, although ten respondents note that York Stone paving should be used throughout all character areas to ensure cohesiveness and connectivity.

Closely related, 17 respondents stated that additional amenities should be provided for the character areas. For these respondents, additional amenities would further enhance the uniqueness of each area, create inviting spaces and further add to the aesthetics of the character areas. Additional amenities stated by respondents include:

- Water fountain and other water features (six respondents);
- Space for outdoor cafés and restaurants (five respondents);
- Public toilet facilities (three respondents); and
- Additional green spaces, such as parks and recreational areas (three respondents).

While the majority of respondents generally support the character areas, 17 respondents expressed concern regarding anti-social behaviour post-development.

According to these respondents, the current design of the area encourages anti-social behaviour, making the area unsafe and an unpleasant place to travel through. As such, these respondents state that the proposed Elephant Square designs must create open, well-lit, well-policed and safe character areas.

Eight respondents state that the proposed traffic noise associated with the roadway design of Elephant Square. For these respondents, the traffic noise barriers do not adequately address the noise pollution and additional measures should be considered. These measures include additional planting of hedges and trees and screens to minimise noise.

Pedestrian access

57 respondents comment on the proposed pedestrian access. Just over half of these respondents support the improved pedestrian access at crossings and at the Underground and the National Rail entrances. These respondents state that the improved crossings will create safer pedestrian environments, create better connectivity to the character areas and public transport services, and enhance the comfort of the bus stop waiting areas. According to these respondents, good pedestrian access is vital to the success of the scheme.

Conversely, a number of respondents (15) further state that the improved pedestrian access is limited and does not adequately improve the pedestrian environment. These respondents provided the following ideas as a means of further improving pedestrian access:

- Widen the pedestrian access leading to the shopping centre;
- Widen the pedestrian access leading to the Northern Line;
- Widen the pedestrian access leading to the Bakerloo Line; and
- Improve the crossings to the Faraday character area.

These respondents further state that the proposals should include additional pedestrian crossings, ensure that pedestrian and cyclist paths are separated to avoid conflict and provide wayfinding signage for the area.

Supportive comments

49 respondents stated they support the proposed plans for improving the pedestrian environment and creating a useable public space. The majority of these made unspecific supportive comments (35), including:

“It is a really good idea, and I strongly agree with the vision [of Elephant Square]”

“[Proposed plans] makes the place better and I support it”

“I am all for the changes”

14 respondents state they are in full support of the scheme as it improves the area, increases green space and safety, and improves pedestrian and cyclist access to and from the area. Ten respondents further state that the area and community are deserving of the proposed improvements.

Regeneration impacts

44 respondents comment on the regeneration impacts associated with the Elephant Square proposals. Respondents discussed a range of regeneration impacts; the most frequently mentioned comment (31 respondents) was that the regeneration would positively benefit the area and the community. For these respondents, the regeneration of the area would result in the redesign of existing buildings, improvements to existing markets and footpaths, while creating more inviting and safe pedestrian environments.

The majority of these respondents (30) expressed concern regarding the existing shopping centre, stating that it detracts from the area and provides an opportunity for anti-social behaviour. As such, these respondents feel that the shopping centre should be redesigned and improved. A small number of respondents suggested that the plans for Elephant Square should be designed in conjunction with the shopping centre to ensure that the shopping centre is appropriately integrated into the surrounding area.

Other respondents (15) comment that the scheme would generate investment within the area, encourage businesses to relocate to Elephant & Castle and create employment opportunities. For these respondents, the plans would encourage cafes and restaurants, and pop-up market stalls to locate within the area.

A small number of respondents further state that current businesses would benefit as there would be a direct increase in footfall as a result of the regeneration.

Green space

20 respondents commented on the enhanced green spaces within Elephant Square. Whilst these respondents support the proposed green spaces, they suggested that additional green spaces be provided. These respondents feel that the lack of green infrastructure will detract from the overall design of area, while additional green spaces will result in a sustainable, open and attractive design.

Eight respondents stated that additional trees and plants will improve the air quality within the area, improve the overall health of residents and provide a sound barrier from surrounding traffic. Other respondents (five) suggested the use of a variety of foliage will further enhance the uniqueness of the character areas.

A small number of respondents commented that a maintenance plan should be developed to ensure upkeep of green spaces within the area.

Local community

18 respondents commented on the needs of the local community as the scheme moves forward. Respondents discussed a range of needs, the most frequently mentioned comment (13 respondents) was to ensure that independent shops are retained. The respondents state that chain retailers would commercialise Elephant Square and force independent shops to relocate elsewhere in the city. For these respondents, the independent shops enhance the area's unique character and provide necessary services for the community.

A small number of respondents (three) state that local shop owners should be provided with the opportunity to comment on the scheme, in order to ensure that the design of Elephant Square is truly a community initiative. Other respondents (two) highlight the need for pop-up shops, as they provide community members with business opportunities.

Capital costs

16 respondents discussed the capital costs associated with the maintenance of Elephant Square. These respondents state that a maintenance plan must be developed in order to ensure that the plants are provided with the appropriate upkeep, the footpaths are well maintained and the pop-up markets are well organised and clean.

A small number of these respondents expressed concern regarding the costs of upkeeping the area and state that these costs must be balanced with the proposed designs. These respondents further comment that to ensure the longevity of the proposed landscape a maintenance plan must be developed to ensure the area does not become neglected or dilapidated.

Safety

15 respondents comment on the issues of safety for Elephant Square. These respondents feel the area currently is unsafe, especially around the roundabout, subways entrances and shopping centre. To ensure the safety of the community and those traveling through Elephant Square, these respondents state that additional safety measures must be considered and implemented.

The safety measures discussed by the respondents include the following:

- Increased policing during the evening (eight respondents);
- CCTV surveillance throughout the area (four respondents);
- Enhanced lighting (five respondents);
- Open areas that are not restricted by plants or trees (four respondents); and
- Removal of subway passages (three respondents).

Respondents who oppose the Elephant Square proposals

A small proportion of respondents (22) made unsupportive comments regarding how to improve the pedestrian environment and create a place where people would want to spend time. The most popular responses were by respondents who left general unsupportive comments (six respondents). According to these respondents, the scheme will not benefit the area and the wider community, as well as being too expensive.

Other respondents (four) state that the character areas are poorly designed and lack cohesiveness, while a small number of respondents (five) comment on the poor design of the pedestrian access to the character areas and public transport.

Respondents (three) further comment on the negative impacts associated with regeneration. For these respondents, the Elephant Square scheme will result in the displacement of residents and detract from the unique character of the area.

Out of scope

A number of respondents (92) discussed comments that do not relate to the open question. The most frequent comments relate to the schemes impact on the removal of the underpass (21 respondents). According to the majority of these respondents (15), the underpass should be removed to increase pedestrian safety, while six respondents state that the underpass should not be removed.

19 respondents comment on the road layout and design, stating that the proposed junction layout will result in an increase in congestion and create dangerous pedestrian crossing environments.

Other respondents (17) comment on the Cycle Superhighway designs and cycle infrastructure provided for Elephant Square. For these respondents, the scheme creates unsafe cycle environments and does not adequately provide cyclists with the necessary cycle infrastructure or connectivity. Closely related, 14 respondents state that proposals further create unsafe pedestrian environments by providing dangerous crossing locations, short crossing times and lack of connectivity between the character areas.

5 Analysis of character areas

This chapter presents the analysis of the 453 public responses to the Elephant Square character areas.

Support for the Elephant Square character areas

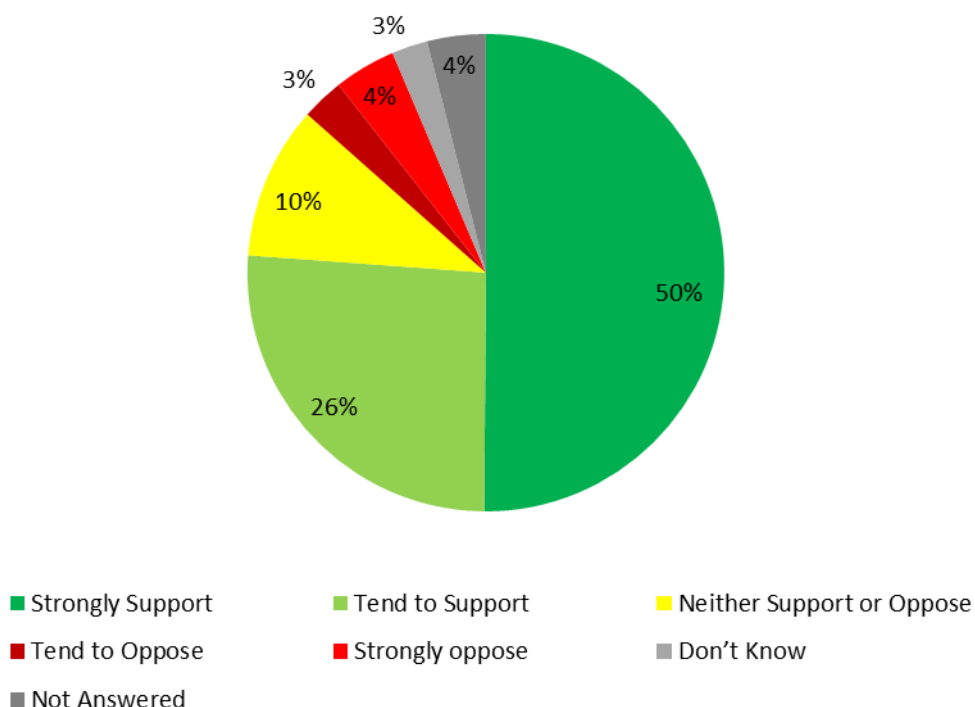
Closed question findings

We asked respondents their level of support towards the idea of creating a square with six character areas and changes to the footway space on Elephant & Castle Road. The six character areas are as follows:

- The Elephant Orchard;
- The Faraday Garden;
- Perronet House;
- Bakerloo;
- London College of Communication; and
- Elephant Link.

76% of respondents said they strongly support or tend to support the idea and just 7% strongly oppose or tend to oppose the idea. 10% of respondents state that they neither support nor oppose the idea of the character areas. See Figure 6 for a full breakdown of responses.

Figure 6: Support for the Elephant Square character areas



Open question findings

Respondents who support the idea of the character areas

Respondents were invited to comment on whether they support the idea of the six character areas. This section details the open responses from respondents who support the idea of the Elephant Square character areas and left an open comment.

The following tables and paragraphs highlight the most frequently mentioned themes and comments for each open question.

Elephant Orchard character area

This section shows the open responses about Elephant Orchard from respondents who support the character areas. There were 159 respondents who were supportive of the proposals and left a comment about The Elephant Orchard.

Table 2: Supportive themes for Q6 'Explain why you support/oppose the proposals for each of the six areas? The Elephant Orchard'

Theme	Number of comments	% of comments
Supportive	114	72%
Design	15	9%
Management	12	8%
Safety	7	4%
Market Stalls	6	4%
Other	5	3%
Total	159	100%

Supportive

The most common comment (58) within this theme voiced general support for the proposals without making any detailed comment about the proposals. 32 comments were supportive of the increase in green space, trees or fruit thanks to the proposals. 12 comments said that the proposals will encourage people to spend more time in the area, with a further six comments saying the proposals will bring new space to explore. Four comments said that the proposals will improve accessibility for all users, while two comments said the proposals will contribute to regenerating the area.

Design

The most prevalent comment within this theme was support for the use of different flora and fauna in the final scheme (seven comments). A further three comments liked the fact that the design reflects on the past. Three more comments cited a lack of detail in the consultation about the proposed design. One comment supported the use of York stone, while one further respondent supported the provision for bicycles and public benches.

Management

Only one comment came under this theme, but the same point was raised by 12 commenters: the ongoing maintenance and management of the area must be considered to keep it in good condition.

Faraday Garden character area

This section details the open responses relating to The Faraday Garden from respondents who support the character areas. There were 105 respondents who were supportive of the proposals and left a comment about The Faraday Garden.

Table 3: Supportive themes for Q6 'Explain why you support/oppose the proposals for each of the six areas? Faraday Garden'

Theme	Number of comments	% of comments
Supportive	64	61%
Design	25	23%
Unsupportive	9	9%
Other	7	7%
Total	105	100%

Supportive

Within this theme, 23 respondents simply registered their general support for the proposals. 12 comments supported the increase in green space and trees. Seven respondents approved of the retention and improving of the Faraday Memorial, while another seven comments said that the proposals will encourage people to spend more time in the area. Six comments supported the fact that the proposals will improve accessibility for all.

Four respondents liked the fact that the Faraday Garden will provide a central meeting place. Two comments supported the new space for contemplation provided by the Garden.

One respondent said each of the following: they liked the new space to explore; the garden will be good for families and it will provide a better link between the Bakerloo and Northern lines.

Design

Five respondents liked the use of varied flora and fauna. Four comments appreciated the reference to the past made by the proposals. Three respondents said each of the following: they supported the café; they liked the green wall; and they support general improvements to the urban realm.

Perronet House character area

This section details the open responses relating to the Perronet House character area from respondents who support the character areas. There were 44 respondents who were supportive of the proposals and left a comment about Perronet House.

Table 4: Supportive themes for Q6 'Explain why you support/oppose the proposals for each of the six areas? Perronet House'

Theme	Number of comments	% of comments
Supportive	25	57%
Design	11	25%
Unsupportive	7	16%
Management	1	2%
Total	44	100%

Supportive

14 respondents were in general support of the proposals without making a specific comment. Eight comments registered their support for the increase in green space and trees. Two comments supported the improved accessibility brought about by the proposals, while one further comment said the proposals will encourage people to spend more time in the area.

Design

Six comments came from respondents who were supportive of the general plans for the character areas, but who said the consultation should contain more detailed information on the Perronet House area. One comment suggested a plaque explaining the origin of the name Perronet. Another comment supported the introduction of different flora and fauna. One further respondent supported the green wall proposal. A respondent suggested that most people will be passing Perronet House rather than stopping there and therefore another respondent supported the integration of the proposals.

Bakerloo character area

This section details the open responses relating to the Bakerloo character area from respondents who support the character areas. There were 65 respondents who were supportive of the proposals and left a comment about the Bakerloo area.

Table 5: Supportive themes for Q6 'Explain why you support/oppose the proposals for each of the six areas? Bakerloo'

Theme	Number of comments	% of comments
Supportive	25	57%
Design	11	25%
Unsupportive	7	16%
Management	1	2%

Total	44	100%
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Design

The majority of comments in this section were in support of the proposed green wall on the side of the underground station entrance (27 comments). In contrast, one comment said they disliked the green wall, and would prefer the red tiled wall to remain. One other respondent provided an alternative suggestion of a mural. Two comments liked the fact that the proposed design reflected the past, and one commenter liked the use of varied flora and fauna. One respondent suggested that one coherent area would be better than six separate areas, while another said that the footway would be cluttered. One other comment asked for more design detail than had been provided in the consultation.

Supportive

Ten respondents noted their general support for the proposals for the Bakerloo character area. Five comments supported the introduction of more trees and greenery. Four commenters liked the improvements made to accessibility and two liked the regeneration potential from the proposals.

London College of Communication character area

This section examines the open responses relating to the London College of Communication character area from respondents who support the character areas. There were 46 respondents who were supportive of the proposals and left a comment about the London College area.

Table 6: Supportive themes for Q6 'Explain why you support/oppose the proposals for each of the six areas? London College of Communication'

Theme	Number of comments	% of comments
Supportive	25	57%
Design	11	25%
Unsupportive	7	16%
Management	1	2%
Total	44	100%

Supportive

14 respondents registered general support for the proposals for the London College of Communication character area. Four comments said that it would help foster regeneration in the area. Three respondents liked the increase in green space and trees as part of the proposals. Two respondents said it would encourage people to spend more time in the area.

Design

Eight respondents asked for more detail than had been provided in the consultation. Four more suggested that the London College of Communication be included in the design scope, while a further two comments said that the college building is an eyesore. One comment said that one coherent area would be preferable to six, while another respondent supported the provision of benches and provision for cyclists.

Elephant Link character area

This section looks at the open responses relating to the Elephant Link character area from respondents who support the character areas. There were 38 respondents who were supportive of the proposals and left a comment about the Elephant Link area.

Table 7: Supportive themes for Q6 'Explain why you support/oppose the proposals for each of the six areas? Elephant Link'

Theme	Number of comments	% of comments
Supportive	16	47.1%
Design	11	32.4%
Market Stalls	5	14.7%
Community	2	5.9%
Total	34	100%

Supportive

14 respondents simply commented that they supported the proposals for Elephant Link without a more specific comment. Two comments said they supported the regeneration benefits which the proposals would bring.

Design

Seven respondents felt there was a lack of design detail in the consultation. Three respondents supported the provision for cyclists and for public seating. One comment said there should be one coherent area instead of six separate ones.

Respondents who oppose the idea of the character areas

This section details the open responses from the 45 respondents who are unsupportive of the idea of the six character areas and left an open comment. The following sections highlight the most frequently mentioned comments for each open question.

Elephant Orchard character area

In total, there were 13 comments from respondents who do not support the character areas. Two comments were generally unsupportive, without specifying a particular point, while two comments were generally supportive of this character area, even though they may be unsupportive in general. Two respondents thought that public

space next to a busy road would be unpleasant. Two further respondents are of the view that one coherent area is better than six separate ones. Another two comments asked for more detailed information that had been provided in the consultation.

One respondent felt that the proposals were part of a process of sanitising the area. Another respondent was concerned about the need for policing of the area, while a one further comment was concerned that the proposals will not improve current accessibility problems in the area.

Faraday Garden character area

There were 11 respondents who were unsupportive of the character areas and made a comment about The Faraday Garden. Three of these comments were unsupportive, but unspecific. Two respondents were concerned about policing of the area, while another comment wanted to make sure that ongoing maintenance and management was assured. One comment said that public space next to a busy road would be unpleasant. Another respondent asked for more detail to be provided in the consultation.

Several comments about The Faraday Garden were positive, despite overall opposition to the character area in general. One respondent suggested the engraving of distances to the river in the pavement. Another was appreciative of the increase in green space and trees provided by The Faraday Garden. One comment said that the garden would be good for families.

Perronet House character area

Only four comments were made by respondents who do not support the character areas. One respondent did not support the green wall; another requested detailed information in the consultation document. One comment was simply in support of the Perronet House area proposals. One comment supported the idea of using planting to create a sound barrier.

Bakerloo character area

Seven comments were made by respondents who were unsupportive of the character area proposals. Two were generally unsupportive; another said that the footway will be cluttered. One respondent asked for assurance that ongoing maintenance and management would be taken care of, while one other asked for more detailed information. Two positive comments were made about the Bakerloo character area: one in support of the green wall; and one in support of increased green space and trees.

London College of Communication character area

Six comments were made by respondents who do not support the character areas. One was generally unsupportive, while two others asked for more detail in the consultation. Another respondent said that regeneration would only benefit students and the general public, rather than residents of the area. One comment was made supporting the increase in trees and greenery, and another comment asked for a café to be opened.

Elephant Link character area

There were four comments made by respondents who were unsupportive of the character areas. Two comments were generally unsupportive and two asked for more detailed information than provided in the consultation.

Out of scope

The following comments are categorised as out of scope and where applicable would have been consulted on elsewhere.

Elephant Orchard character area

11 comments were made which were out of the scope of this consultation. Three comments complained about the removal of the underpasses, while another three complained about reduced vehicular access. Two respondents said that the scheme is a waste of taxpayers' money. Two more respondents made the alternative suggestion of putting the road underground. One commenter felt that the proposed pedestrian crossings are unsafe.

The Faraday Garden character area

Only one comment made about the Faraday Garden was out of scope: a concern about reduced vehicular access.

Perronet House character area

Six out of scope comments were made in the Perronet House section. Three comments said the pedestrian crossings are unsafe; two were concerned about reduced vehicular access. One respondent misunderstood the consultation, thinking that the subways were being retained.

Bakerloo character area

There were four out of scope comments in total. Two of the out of scope comments referred to limited vehicular access. One respondent wanted the Bakerloo extension to go via Camberwell, and another made the same point but via Peckham.

London College of Communication character area

In total, six out of scope comments were made in this section. Three comments related to cycle paths, two comments asked for improved bus stop designs and one comment complained of reduced vehicular access.

Elephant Link character area

23 out of scope comments were made in the Elephant Link section. Eight comments related to cycling provision or safety. Seven respondents felt the proposed pedestrian crossings are unsafe. Two comments complained about the removal of the underpass. Two further comments were made regarding rail links. One comment said that the scheme is a waste of taxpayers' money. Another said that pavements needed to be widened across the scheme. One respondent asked for improved bus stop designs and a further comment complained of reduced vehicular access.

6 Analysis of the Elephant Square objectives

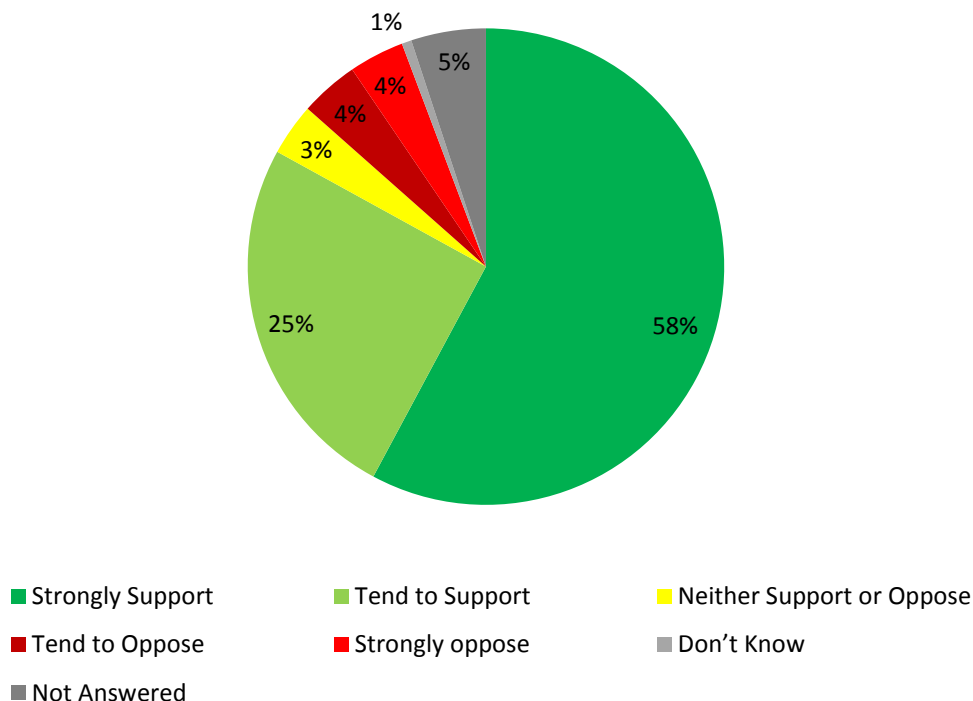
This chapter presents the analysis of the 453 public responses to the Elephant Square objectives.

Support for the proposals for Elephant Square

Closed question findings

We asked respondents their overall level of support towards the Elephant Square proposals. 83% of respondents said they strongly support or tend to support the proposals and just 8% strongly oppose or tend to oppose the proposals. See Figure 7 for a full breakdown of responses.

Figure 7: Support for the Elephant Square proposals



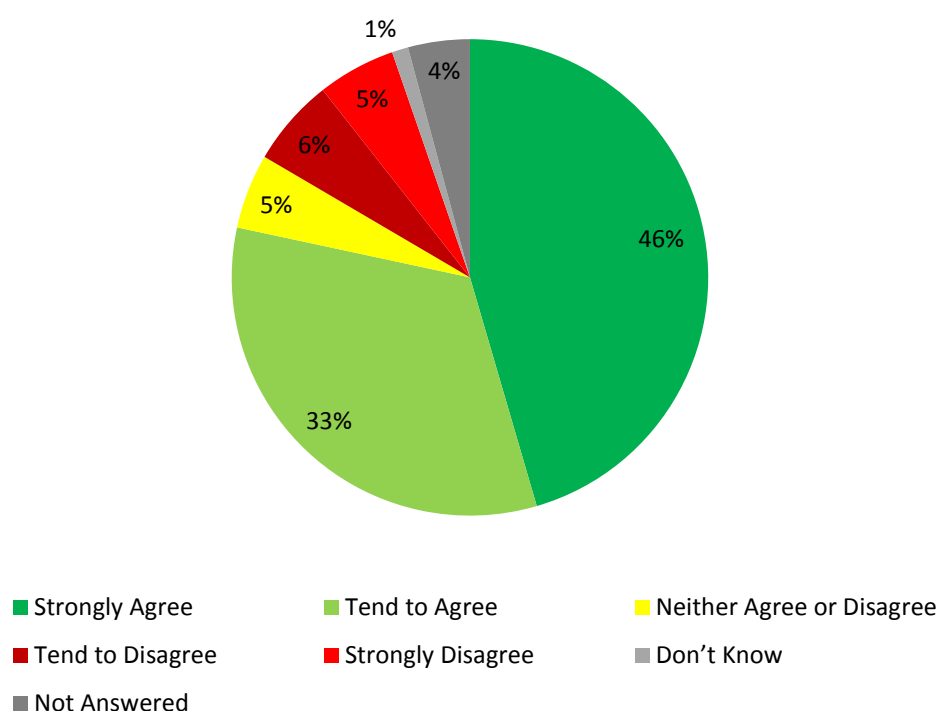
Support for the proposals for Elephant Square

Respondents were asked if the Elephant Square proposals met the original objectives of:

- Creating a useable and flexible spaces as a focal point for the opportunity area;
- Enhancing streetscape and landscape to improve the pedestrian environment and support the pedestrian movements around the interchange; and
- Reducing the impact of motorised traffic and improving conditions for cyclists and pedestrians.

79% of respondents said they strongly agree or tend to agree that the Elephant Square proposals met the stated objectives and 11% said they strongly disagree or tend to disagree. See Figure 8 for more detail.

Figure 8: Support for the Elephant Square objectives



Any other comments

Open question findings: All respondents

At the end of the consultation, we invited respondents to leave any other comments and 148 respondents took the opportunity to do so. Table 8 outlines the themes discussed and the subsequent section explores the most frequent comments left within these themes in more detail.

Table 8: Theme for Q8 'Any other comments'

Theme	Number of comments	% of comments
Character areas	32	23%
Supportive comments	28	20%
Green spaces	18	13%
Regeneration impacts	18	13%
Request for information	11	8%
Road layout/design	10	7%
Safety	10	7%
Unsupportive comments	9	7%

Capital Costs	7	5%
Timeframes	3	2%
Station design	2	1%
Total	148	100%

Character areas

32 comments were made about the character areas at Elephant Square. The majority of these refer to the provision and inclusion of additional amenities within these areas, including pop-up shops, water fountains, an outdoor gym and a football pitch.

Seven respondents stated that the local community and students of London College of Communication should be involved in the design of the character areas, in order to ensure that the development of Elephant Square is truly a community effort and adequately reflects the needs of community members.

Other respondents (seven) feel that the design of the character areas may be improved through measures that reduce the impact of surrounding traffic. These measures include natural sound proofing barriers through planting, traffic calming schemes that include reduced speed limits and by limiting traffic through the area.

A small number of respondents state that there is a lack of cohesiveness among the character areas (three respondents). They state that this lack of cohesiveness creates the perception of a fragmented Elephant Square. Similarly, other respondents state that the character areas must have a 'focal point' to ensure the area is lively throughout the year (two respondents).

Supportive comments

28 respondents state their general support for the Elephant Square scheme. The majority of these made unspecific supportive comments (27 respondents), such as:

"I hope this plan succeeds"

"Please get started"

One respondent stated that the Elephant Square redevelopment would serve as an example of development for other areas of London.

Green Space

Numerous comments were made about the green spaces proposed within the scheme. The majority of these comments discuss the need for an increase in green spaces throughout Elephant Square (16 comments). For these respondents an increase in green space will enhance the area, create a vibrant space in which to

spend time, provide natural sound barriers from surrounding traffic and improve the area aesthetically.

A small number of respondents state that Elephant Square should include a park, similar to Burgess Park (two respondents).

Regeneration impacts

18 respondents comment on the regeneration impacts associated with Elephant Square. Respondents discuss a range of regeneration impacts, the most frequently mentioned comment (10 comments) was the positive impacts associated with regeneration. These impacts include the redesign of the area, increased safety, the economic benefits of new retail outlets and pop-up markets and better connectivity to the area.

Of these respondents, the majority (eight respondents) state that the area is deserving the positive impacts typical of regeneration.

Conversely, nine respondents expressed concern regarding the negative impacts associated with the proposals. The most common comment was that the proposals will result in the displacement of local residents and students (seven respondents). Given Elephant Square's strategic location in London, these respondents state that residents will no longer be able to afford their homes post-development.

A small number of respondents further expressed concern regarding the destruction of the area's unique character. These respondents state that developers will remove the 'Elephant's vibrant and unique character' and replace it with generic architecture, landscapes and retailing.

Request for information

11 respondents requested further information about the scheme, including:

- Information on the consultation material (two respondents);
- Information on the design of the Northern Line (one respondent);
- Information on the construction impacts (one respondent);
- Information on cycle safety throughout the area (one respondent);
- Expansion of the congestion charge to include Elephant Square (one respondent);
- Information on the future plans for Elephant Square (one respondent);
- Information on sound barriers (one respondent);
- Information on safety measures for the area (one respondent);
- Information on stallholders currently in operation (one respondent); and
- Expansion of current pedestrian footpaths (one respondent).

Road layout/design

Ten respondents comment on the road layout/design of the proposals. Of the respondents, eight respondents state that the existing pedestrian subway tunnels should not be removed or redesigned as they provide direct access to the Underground.

Other respondents state that the pedestrian subway tunnels should be redesigned as they are unsafe for women traveling at night and encourage anti-social behaviour. One respondent suggested that the pedestrian subways tunnels be used as underground traffic lanes.

Safety

Respondents also comment on the safety measures included within the proposals. These ten respondents state that safety measures must be implemented throughout Elephant Square in order to ensure the safety of those living, working and traveling through the area. The most frequently mentioned safety measures include:

- Safety cameras, such as CCTV (five respondents);
- Improved lighting (four respondents); and
- Increased policing (three respondents).

Unsupportive

Nine respondents state they are unsupportive of the Elephant Square proposals. Six of these respondents expressed that there is no need to redevelop the area, as they prefer to keep the area as is and as any development will ruin the unique character of the area.

Three respondents also feel that the Elephant Square proposals should focus solely on the roadway and roundabout designs as opposed to the overall design of the area. For these respondents, the roadway configuration should take precedence over the design of Elephant Square.

Out of scope

The following comments are categorised as out of scope and where applicable would have been consulted on elsewhere.

A number of respondents (151) discussed comments that do not relate to the open question. The most popular comments relate to the schemes impact on the road layout and design (59 respondents). According to these respondents, the road layout and design will result in an increase in congestion and create dangerous pedestrian environments. Just over half of these respondents state that the layout and design of the roundabout should be reconsidered.

29 respondents discuss the designs for the character areas. The majority of these respondents (14) state that certain buildings within the area should be considered for redevelopment, as they are unsightly and encourage anti-social behaviour. Other respondents (three) state that certain buildings within the area should not be redeveloped, as they are unique and valued by the community.

28 respondents state they are unsupportive of the Elephant Square proposals. Of these respondents, 22 are critical of the proposals as they are not representative of the community and do not take into consideration the history of the area. A small number of these respondents further state the proposals create generic spaces that are unsafe, lack vibrancy and do not represent the community. Other respondents

(six) comment that the proposals do not provide adequate information on how the development of Elephant Square impacts the surrounding buildings, such as the London College of Communication.

7 Responses from members of the public

Overview of stakeholders

Seven responses were received from stakeholders, including:

- Local boroughs;
- Residents and community groups;
- Business groups; and
- Transport/User groups.

Four (43%) of the stakeholder responses were submitted as letters or emails, and did not address the closed questions directly. As such, these responses have been excluded from the analysis presented below. The sample size for the analysis of stakeholder responses is therefore three.

This chapter focuses on stakeholder responses to the closed questions. The open question responses can be found in Appendix E, in the form of individual stakeholder closed question summaries.

Support for the Elephant Square vision

Closed question findings

Two (67%) stakeholders strongly support the vision of the new Elephant Square and one stakeholder neither supports or opposes the vision (Guide Dogs).

Support for improved pedestrian environment

Closed question findings

One (33%) stakeholder (Guy's and St Thomas' Hospital) strongly agrees with the proposal's plans to improve the pedestrian environment at Elephant Square with new plating, Legible London signs and high quality surfacing. One stakeholder (Walworth Society) tends to agree with the proposal's plans to improve the pedestrian environment, while one stakeholder (Guide Dogs) tends to disagree with the proposal's plans regarding the pedestrian environment.

Support for useable public space

Closed question findings

One (33%) stakeholder (Guy's and St Thomas' Hospital) strongly agrees with the proposal's plans to create a usable public space that includes seating, planting as natural sound barriers and other amenities. One stakeholder (Walworth Society) tends to agree with these proposed plans, and the final stakeholder (Guide Dogs) does not agree or disagree with the proposal's use of public space.

Support for Elephant Square character areas

Closed question findings

Two (67%) stakeholders neither supports or opposes the plans to create six character areas within Elephant Square. Just one stakeholder (Walworth Society) tends to support the creation of these character areas.

Support for proposals for Elephant Square

Closed question findings

One (33%) stakeholder (Guy's and St Thomas' Hospital) strongly support the overall proposals for Elephant Square. One stakeholder (Walworth Society) tends to support the overall proposals and one stakeholder (Guide Dogs) tends to oppose the proposals for the area.

Support for Elephant Square objectives

Closed question findings

One (33%) stakeholder (Guy's and St Thomas' Hospital) strongly agrees that the proposals for Elephant Square meet the original objectives of the scheme. One stakeholder (Guide Dogs) tends to disagree, noting the proposals do not meet the original objectives. The final stakeholder did not answer this question.

8 Responses to issues raised

Our response to main issues raised during consultation

This chapter records our responses to the main issues that respondents raised during the urban realm consultation for a public square at Elephant & Castle, outlining why decisions have been made and how they are justified, as well as explaining where they have been able to make changes to the design in response to issues raised.

The urban realm and landscaping elements of the project will be delivered in phases once further technical design development is concluded. Although most of the works will be introduced as part of the first phase and be installed before autumn 2016, the central peninsular will not have a permanent urban realm design introduced until the early 2020's after London Underground's station improvement works are complete. This will not delay the works to realign the highway changes as published in the August 2014 Consultation Report available at <https://consultations.tfl.gov.uk/roads/elephant-and-castle>

Issues relating to Character area design

Reassurances need to be made that the overall scheme achieves a contemporary design that is consistent and considerate of the Elephant & Castle character.

The proposed public realm retains distinctive features and unique characteristics of Elephant & Castle in a coherent contemporary design. High quality materials have been sourced to make extensive new areas of landscape, that incorporate trees and planting with direct historical connections to the area. The listed Faraday memorial is at the centre of the new landscape, with the Elephant & Castle statue being prominently relocated on a new column at its original height and in its original position.

York Stone paving should be used throughout all character areas to ensure cohesiveness and connectivity.

We have proposed York Stone paving throughout the public spaces that are adjacent to the existing northern roundabout to define the character of Elephant Square. To compliment the existing, recently completed work on the southern roundabout, we propose to use granite on the Elephant Link road footway.

Additional amenities should be provided for the character areas. Additional amenities would further enhance the uniqueness of each area, create inviting spaces and further add to the aesthetics of the character areas:

- Water fountain and other water features;
- Space for outdoor cafes and restaurants;
- Public toilet facilities; and
- Additional green spaces, such as parks and recreational areas.

There is a proposal for a water feature within the peninsular which will be developed in more detail as the design develops on the peninsula. A publicly accessible toilet is proposed within the new café structure on the peninsula. Our architects have sought to maximise the amount of trees and planted areas that can be provided in what is a well-used urban space.

Cycle parking should be provided at key points (i.e. approach to shopping areas)

A cycle parking survey has been undertaken to understand where there is insufficient capacity, and where to better match demand and capacity in the designs proposals on all the approaches to Elephant & Castle.

Traffic noise barriers do not adequately address the noise pollution and additional measures should be considered. These measures should include additional planting of hedges and trees and screens to minimise noise.

Our proposals include raised planting beds to the Faraday space which provide additional screening from road noise within the central space. Raised beds and new planting on the Fleming space also helps to create a hospitable environment. Reduced traffic speeds should also reduce noise pollution.

The design of the character areas may be improved through measures that reduce the impact of surrounding traffic. These measures include natural sound proofing barriers through planting, traffic calming schemes that include reduced speed limits and by limiting traffic through the area.

Where possible new tree planting and new areas of raised soft landscape have been incorporated to help reduce the impact of the road noise.

There is a lack of cohesiveness among the character areas. This lack of cohesiveness creates the perception of a fragmented Elephant Square. The character areas must have a 'focal point' to ensure the area is lively throughout the year.

The proposals draw the five divided peninsulas together into one coherent space. This is achieved through consistent materials and landscape orientation; and through the use of coherent street furniture, planting, views across the space and the introduction of more surface level crossings. The Faraday Garden in the central space will hold the remounted Elephant & Castle statue, relocated to its historic position as a central focal point to the new public space.

The Elephant Orchard public space next to a busy road would be unpleasant and one coherent area would be better than six separate ones.

The design intends to pull all six individual gardens or spaces together so they feel as a single whole and various measures have been used to connect the spaces together. However the presence and location of the road will create some severance, which through extensive design work has been minimised as much as possible. The new junction and urban realm allow for more useable public spaces, with the design creating a vastly improved pedestrian experience.

The Faraday Garden public space raises concerns about policing of the area, ongoing maintenance and management must be assured.

London Borough of Southwark and the Metropolitan Police will continue to monitor Elephant & Castle following the completion of the project and will adjust their presence as required. We have sought to achieve a balance between a series of useable, sheltered areas that provide a positive experience for local people and spaces that can be easily policed and controlled. This includes spaces that are sheltered from the road by new planted roof structures, an extensive new soft landscape and tree planting. We have collaborated closely with security experts and the proposal will use measures that make it easier to police, discourage any criminal activity or anti-social behaviour as well measures such as CCTV.

The Bakerloo character area footway will be cluttered. Assurance is needed that ongoing maintenance and management would be taken care of.

Proposed street furniture including new benches, bins and cycle stands have been proposed in areas away from pedestrian desire lines to avoid the footway being cluttered. With London Borough of Southwark, we have maintenance plans in place to ensure the highways and landscaping are monitored and maintained to a high standard, and Elephant & Castle forms part of these plans. All signage, street lighting and traffic signals will be combined where possible to minimise obstructions on the footway.

A small performance platform or area for local youth and residents would further enhance Elephant Square by providing a creative space.

No formal performance space has been included within the proposals for the new public realm, however within LCC or the Faraday space, informal performance could be encouraged.

Pedestrian access related issues

The improved pedestrian access is limited and does not adequately improve the pedestrian environment. Pedestrian access could be further improved by:

- *Widening the pedestrian access leading to the shopping centre;*
- *Widening the pedestrian access leading to the Northern Line; and*
- *Widening the pedestrian access leading to the Bakerloo Line.*

The width of the central space between the Faraday memorial and the raised planting area has been designed to accommodate the anticipated pedestrian flows and desired routes, whilst also to make opportunities for sitting or using the proposed new facilities.

Planting and landscaping proposals close to the shopping centre and Bakerloo line have been minimised to ensure that there is sufficient footway space.

Street furniture must not obstruct main pedestrian routes.

Street Furniture has been proposed in locations away from key pedestrian desire lines in useful places for the public to sit.

Green space related issues

The lack of green infrastructure will detract from the overall design of the area, while additional green spaces will result in a sustainable, open and attractive design.

Extensive new tree planting and new soft landscape planting are proposed throughout the scheme.

Additional trees and plants will improve the air quality within the area, improve the overall health of residents and provide a sound barrier from surrounding traffic. The use of a variety of foliage will further enhance the uniqueness of the character areas.

The proposals include new tree planting and extensive new low-level planting with a variety of species.

Elephant Square designs will not increase pedestrian space.

Calculations for the increase of proposed public space, where made, include the forecourt of the London College of Communication into the total new area. A license lease agreement will be put in place for us to manage this space as part of the overall areas of public realm. Subway ramps and below ground areas of subway

were excluded from the existing public realm calculation, however the ground level space gained by their removal was included in totals for the new areas of public realm. This overall figure sees an increase of approximately 16% of the public footways maintained by us.

Local community related issues

Local shop owners should be provided with the opportunity to comment on the scheme, in order to ensure that the design of Elephant Square is truly a community initiative. There is a need for pop-up shops, as they provide community members with business opportunities.

The public consultation, including exhibitions showcasing the proposals, was open to all stakeholders including local shop owners. Advanced information was sent by post and email, supported by promotional materials, inviting people to review and comment on the proposals.

Chain retailers would commercialise Elephant Square and force independent shops to relocate elsewhere in the city. Independent shops enhance the area's unique character and provide necessary services for the community.

The design for the project provides opportunities for pop-up markets and a café which should encourage a broad range of commercial suppliers to cater for the residents at Elephant & Castle.

The Elephant Square scheme will result in the displacement of residents and detract from the unique character of the area.

The delivery of the Elephant Square project represents a substantial investment in new high quality public realm which will benefit all users of the area, including existing residents, businesses, visitors and students.

Issues related to capital costs

A maintenance plan should be developed in order to ensure that the plants are provided with the appropriate upkeep, the footpaths are well maintained and the pop-up markets are well organised and clean.

We have a contract in place to ensure the highways and landscaping are monitored and maintained to the required standards. The materials and construction methods proposed have been mindful of reducing long-term maintenance costs, whilst being balanced with the importance to transform Elephant & Castle into a much improved public space. The choice of planting has been developed with Kew Gardens and our horticultural experts to ensure future maintenance is considered as part of the proposals. The pop-up markets will form part of a wider TfL management contract managing similar markets within London.

London Borough of Southwark has a cleaning maintenance plan in place which will ensure litter is removed and bins are emptied regularly. Our landscape management team have been closely involved in the development of the detailed design and have agreed to maintain the trees and plants within the TfL highway as specified within the design. London Borough of Southwark will continue to maintain trees and planting within their highway and housing land.

The Elephant Square proposals encroach within the boundaries of the Perronet House estate and significantly increase the maintenance costs associated with the green infrastructure, as well as the burden of caring for the new infrastructure.

The proposals have been revised to remove permanent greening plans.

To ensure the longevity of the proposed landscape, it is strongly suggested an increase in maintenance investment is made so that the area does not become neglected or dilapidated. Would the increase in maintenance costs will be paid for by TfL?

Planting and highway changes proposed within our highway consultation will be included within our existing maintenance agreements, which will ensure it is maintained to a high standard. The introduction of new high quality products and construction methods will further minimise the level of maintenance required.

Specific to the Bakerloo character area - the area surrounding the bus stops should be better maintained following the development of Elephant Square.

We have a long term contract plans in place to ensure the highways and landscaping are monitored and maintained to a high standard, and the Bakerloo area will form part of this, subject to agreement with the owners of Skipton House.

Safety related issues

To ensure the safety of the community and those travelling through Elephant Square, additional safety measures must be considered and implemented including:

- *CCTV surveillance throughout the area;*
- *Enhanced lighting;*
- *Open areas that are not restricted by plants or trees;*
- *Removal of subway passages; and*
- *Increased policing.*

CCTV cameras have been reviewed throughout the scheme and highway cameras will be relocated as necessary. The project team has met with the councils CCTV unit which coordinates the monitoring of CCTV equipment in partnership with the Metropolitan Police in order to agree the revised layout of equipment and ensure that it effectively covers the key areas required. The proposal has been designed so that it can be easily policed both formally and informally by ensuring areas are kept open, well lit and sight lines are maintained.

We will be upgrading and improving the highway and pedestrian lighting throughout the area, including the use of the low energy LED lighting. Key pedestrian movements are maintained with new planting mapped to support these desire lines.

It was previously agreed following the Highway Consultation that subways would be replaced with at grade crossings.

London Borough of Southwark and the Metropolitan Police will continue to monitor Elephant & Castle following the completion of the project and will adjust their presence as required.

The roadway configuration should take precedence over the design of Elephant Square.

The highway consultation was undertaken earlier in 2014 and this focused on the carriageway layout. Following this consultation and the layout being agreed, the urban realm concept design has been taken forward and consulted upon.

Shared cyclist and pedestrian space is potentially dangerous for blind or partially sighted people who are unable to see or hear a cyclist approaching.

Three shared footway areas have been necessary in the designs, although every effort has been made to keep these shared spaces as small as possible. Logos will be inset into the footway to ensure cyclists follow the shortest route through the space and so they are aware that the space is shared with pedestrians. After careful consideration, corduroy tactile pavers will not be used within the scheme to demarcate shared space as it may confuse users as to where shared space areas start and finish. The logos will ensure however that cyclists are aware and consider all pedestrians movements including those who are partially sighted or blind.

Where a cycle track is provided it will be demarcated with a 50mm deep kerb as recommended in London Cycling Design Standards so that blind and partially blind pedestrians can identify it with their cane.

Where pedestrians and cyclists share a path, the path should have a central delineator line and corduroy paving.

The only cycle track on the footway is located on the west side of the Elephant & Castle Link Road between the southern junction and the northern roundabout. In order to raise the presence of the off-carriageway cycle track it will be made lower than the adjacent footway with rounded edges to avoid trip issues. This design will make it clear to all pedestrians that they are in a different area.

Cycle routes should be provided for cyclists on the carriageway, when possible.

The design has emphasised this and most of the cycle tracks are located on carriageway with segregation to provide some protection from general traffic.

Opportunities for safe and secure cycle parking should be identified to meet growing demand in the area. There is the opportunity to identify quiet cycle routes that bypass the core area, in order to encourage residents to take up cycling.

A cycle parking survey has been undertaken to understand where there is insufficient capacity, and where to better match demand and capacity in the designs proposals on all the approaches to Elephant & Castle.

Issues relating to regeneration impacts

The proposals will result in the displacement of local residents and students. Given Elephant Square's strategic location in London, residents will no longer be able to afford their homes post-development.

The delivery of the Elephant Square project represents a substantial investment in a new high quality public realm which will benefit all users of the area, including existing residents, businesses, visitors and students.

Support for the reuse of subways under London Road entering on the southern side.

During the recent consultation process, we investigated whether we could retain access to a subway for use as a commercial unit such as a cafe. However, analysis from the public consultations has shown very little support to retain subways, with a preference instead to improve the on-street environment and have cafés and shops above ground. There are ongoing investigations into whether the subways can be used for future utility cables and pipework which may avoid the need to dig in the

carriageway. Also being considered is whether the subways can be used to support tree planting.

Developers will remove the 'Elephant's vibrant and unique character' and replace it with generic architecture, landscapes and retailing.

The proposed public realm seeks to retain and reintroduce distinctive and unique features and characteristics of the Elephant & Castle, drawing upon the history of the area including the Elephant & Castle pub, and its history as a market garden.

Appendix A - Consultation leaflet

Have your say

on the design for
a new public square for
Elephant & Castle

Consultation closes 22 December 2014



Artist's impression.

**MAYOR
OF LONDON**

Southwark
Council



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

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Have your say

We want to create a public square that will transform Elephant & Castle including:

- Five new areas of pedestrian public space with new landscaping creating an attractive space for people to enjoy and travel through
- A place that compliments the new road layout and allows easier interchange between Tube, rail and bus services and safe and easy access for pedestrians and cyclists

Where can you see the designs?

We will be holding a series of public exhibitions where you will have the opportunity to view the proposed design and speak with members of the project team.

The public exhibitions will be at:

Draper Tenants Hall, corner of Newington Butts and Howell Walk, SE1 6TL

- Tuesday 25 November 16:00 – 20:00
- Thursday 27 November 14:30 – 18:30

Elephant & Castle Shopping Centre, SE1 6TE

(near the main entrance on the upper ground floor)

- Saturday 29 November 11:00 – 15:00

Keyworth Centre at London Southbank University, Keyworth Street, SE1 6NG

- Tuesday 2 December 15:00 – 19:00
- Thursday 4 December 15:00 – 19:00

The plans are also available to view at John Harvard Library, 211 Borough High Street, London SE1 1JA until 22 December 2014.

To find out more and have your say please visit **tfl.gov.uk/elephant** or call us to request copies of the plan on 0343 222 1234*

Consultation closes 22 December 2014

*Service and network charges may apply. Visit tfl.gov.uk/terms for details.

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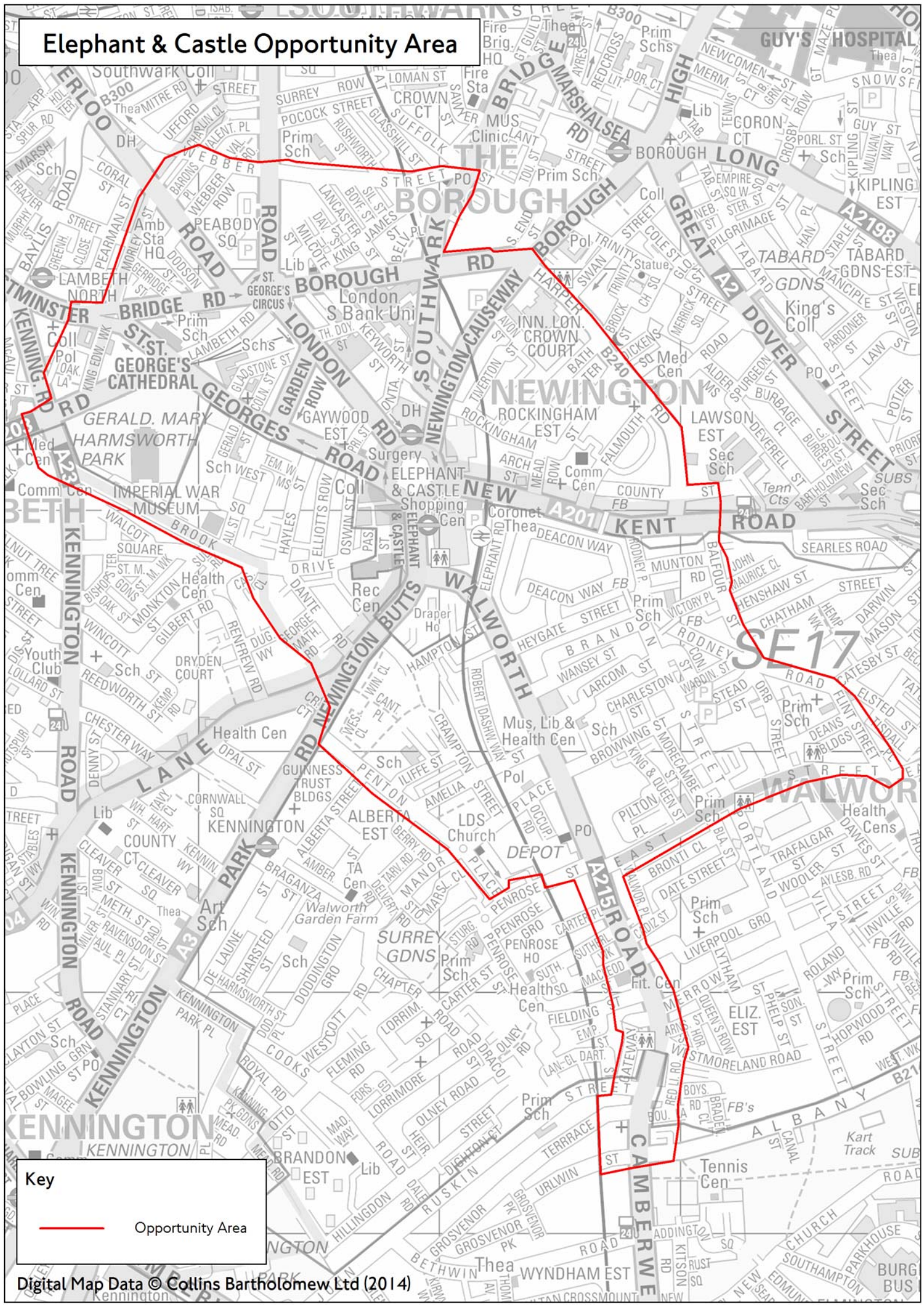
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Campaign **Elephant&Castle – HYS Consultation**
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Appendix B – Distribution area

Elephant & Castle Opportunity Area



Key

Opportunity Area

Appendix C – Consultation survey

Have your say on the design for a new public square for Elephant & Castle

We would like to know your views on our proposals in order to ensure we create a space that works for the whole community. Please visit www.tfl.gov.uk/elephant to provide your feedback online, or complete this form and return it to us via the Freepost address provided overleaf.

- 1** Our vision is that Elephant Square is both an easy and pleasant place to travel through and a space for people to enjoy and spend time. How strongly do you support or oppose this vision? [tick box that applies]

☐ Strongly Support ☐ Strongly oppose
☐ Tend to Support ☐ Don't Know
☐ Neither Support or Oppose
☐ Tend to Oppose

- 2** Our plans to improve the pedestrian environment include introducing new planting, high quality surfacing and Legible London signage. How strongly do you agree or disagree that our plans will help to improve the pedestrian environment by making it a more pleasant place to travel through?

☐ Strongly Agree ☐ Strongly Disagree
☐ Tend to Agree ☐ Don't Know
☐ Neither Agree or Disagree
☐ Tend to Disagree

- 3** Our plans to create a usable public space include introducing seating and using planting to create natural sound barriers. We are also considering creating a cafe, retail pavilions and pop up market stalls. How strongly do you agree or disagree that these plans would create a place where you would meet, spend time and enjoy, not only pass through?

☐ Strongly Agree ☐ Strongly Disagree
☐ Tend to Agree ☐ Don't Know
☐ Neither Agree or Disagree
☐ Tend to Disagree

- 4** Do you have any specific comments you would like to make on any elements of our plans to improve the pedestrian environment or create a place where people would want to spend time?

- 5** How strongly do you support or oppose the proposals for creating a square with five spaces and further changes to the footway space on Elephant & Castle Road, each with their own character?

☐ Strongly Support ☐ Strongly oppose
☐ Tend to Support ☐ Don't Know
☐ Neither Support or Oppose
☐ Tend to Oppose

- 6** Please explain why you support/oppose the proposals for each of the six areas?

The Elephant Orchard	
The Faraday Garden	
Perronet House	
Bakerloo	
London College of Communication	
Elephant Link	

7 Having considered our plans, how strongly do you support or oppose our overall proposals for Elephant Square?

- | | |
|--|--|
| <input type="checkbox"/> Strongly Support | <input type="checkbox"/> Strongly oppose |
| <input type="checkbox"/> Tend to Support | <input type="checkbox"/> Don't Know |
| <input type="checkbox"/> Neither Support or Oppose | |
| <input type="checkbox"/> Tend to Oppose | |

8 How strongly do you agree or disagree that our overall plan for Elephant Square will allow us to meet our original objectives of:

- Creating a useable and flexible space as focal point for the opportunity area
- Enhancing streetscape and landscape to improve the pedestrian environment and support the pedestrian movements around the interchange
- Reducing the impact of motorised traffic and improving conditions for cyclists and pedestrians

- | | |
|--|--|
| <input type="checkbox"/> Strongly Agree | <input type="checkbox"/> Strongly Disagree |
| <input type="checkbox"/> Tend to Agree | <input type="checkbox"/> Don't Know |
| <input type="checkbox"/> Neither Agree or Disagree | |
| <input type="checkbox"/> Tend to Disagree | |

9 Do you have any further comments or suggestions that may help to improve our plans?

About You

10 In what capacity are you responding to this consultation? As a: [tick all boxes that apply]

- | | |
|--|---|
| <input type="checkbox"/> Local resident | <input type="checkbox"/> Employed locally |
| <input type="checkbox"/> Business owner | <input type="checkbox"/> Student |
| <input type="checkbox"/> Commute | <input type="checkbox"/> Visitor |
| <input type="checkbox"/> Representative of a community or voluntary organisation | |
| <input type="checkbox"/> Other (please specify) | |

If responding on behalf of community, business or other organisation, please provide us with the name:

11 How do you travel through Elephant and Castle? [tick all boxes that apply]

- | | |
|--|---|
| <input type="checkbox"/> Motor vehicle | <input type="checkbox"/> Walk |
| <input type="checkbox"/> Bus | <input type="checkbox"/> Tube |
| <input type="checkbox"/> Bike | <input type="checkbox"/> National Rail services |

12 How did you hear about this consultation? [tick all boxes that apply]

- ☐ Received letter through the post
- ☐ Received email from TfL
- ☐ Handed a flyer
- ☐ Saw advert in local media
- ☐ Other

If other please specify

Please write your postcode in the space below. This will help us identify any local issues.

Postcode:

Please write your contact details in the space below if you would like us to let you know the outcome of the consultation.

Name:

Address:

Email:

Please return this form to:

FREEPOST TFL CONSULTATIONS

If you need more space to write, please enclose additional sheet of paper

Completed forms need to reach us by **22 December 2014.**

Privacy notice

Transport for London (TfL), its subsidiaries and service providers, and the Greater London Authority will use your personal information for the purpose of administering this consultation and assessing opinions on the proposed changes at Elephant and Castle. Your personal information will be properly safeguarded and processed in accordance with the requirements of the Data Protection Act 1998.

Responses to the consultation may be made publically available, but any personal information will be kept confidential. You do not have to provide any personal information, but this information may help TfL to understand the range of responses. For example, responses may be analysed by postcode to help identify local issues.

Appendix D – List of stakeholders

Stakeholders

London Borough

London Borough of Southwark

Residents and Community Groups

Perronet House TRA

Guide Dogs

Walworth Society

Guys and St Thomas Hospital

Business Groups

Delancey Real Estate Asset Management Ltd/Elephant and Castle properties (BVI)

Transport/User groups

Save Our Subways/Elephant Castle Roundabout

Appendix E – Stakeholder summaries

London Boroughs

London Borough of Southwark

LB Southwark is highly supportive of the Elephant Square scheme. The Borough welcomes the additional greens spaces, improved pedestrian environment and the increased connectivity between tube, rail and bus services. The Borough further supports the vision for the character areas, as well as the use of a single hard-landscaping material to enhance connectivity. However, the Borough would like to be reassured that the overall scheme achieves a contemporary design that is consistent and considerate of the Elephant & Castle character.

The Borough supports the proposal to improve cycle facilities and encourages us to identify opportunities for safe and secure cycle parking to meet growing demand in the area. The Borough also notes that there is the opportunity to identify quiet cycle routes that bypass the core area, in order to encourage residents to take up cycling.

Residents and Community Organisations

Perronet House Tenants & Residents Association (TRA)

Perronet House TRA are opposed to any new green infrastructure within the estate, as the TRA or the Southwark Council Housing Department were not consulted. The TRA state that the Elephant Square proposals encroach within the boundaries of the Perronet House estate and significantly increase the maintenance costs associated with the green infrastructure, as well as the burden of caring for the new infrastructure.

During the consultation period, Perronet House TRA received a letter from Southwark Council regarding green infrastructure within the estate. In light of this letter, the TRA would like confirmation from us and the Council's housing department that:

- The green wall is excluded from the plans for Perronet House;
- Perronet House residents will not be liable for green infrastructure maintenance costs; and
- Perronet House TRA is consulted over the types of plants used.

Perronet House TRA strongly supports the use of materials that are hard wearing, require little maintenance, and reinforce Elephant Square as a central location within London.

To ensure the longevity of the proposed landscape, the TRA strongly recommends an increase in maintenance investment so that the area does not become neglected or dilapidated. Southwark Council has confirmed with the TRA that additional maintenance funds will not be provided, and the TRA query whether the increase in maintenance costs will be paid for by us.

The TRA further highlight that Elephant Square lacks public toilets and that the proposals do not address this issue. According to the TRA, the proposals make the problem more prevalent by encouraging people to linger within Elephant Square.

Perronet House TRA also state that they are committed to the removal of the ad hoardings, which should be removed next year.

Lastly, Perronet House TRA discuss the road and subway layout design of Elephant Square, including:

- Opposition to the overall engineering proposal of the scheme as it increases congestion for all users and increases air pollution;
- Opposition to the proposal's claim that Elephant Square designs will increase pedestrian space;
- Opposition to the removal of pedestrian subways for pedestrian level crossings;
- Support for the reuse of subways under London Road entering on the southern side; and
- Support the delay in the decision-making process for the centre of the roundabout.

Guide Dogs

Guide Dogs are neither supportive nor unsupportive of the vision of the overall vision for Elephant Square. They disagree with the proposed plans to improve the pedestrian environment and are neutral regarding the plans to create a public space that includes seating and planting to reduce traffic and other noise.

Guide Dogs stress that for 'blind and partially sighted people the walking environment is fundamental to independent mobility'. Guide Dogs are supportive of the plans that segregate cyclists and pedestrians.

Shared cyclist and pedestrian space is a concern as the presence of cyclists riding on footways or pavements is unnerving and potentially dangerous for blind or partially sighted people who are unable to see or hear a cyclist approaching.

To ensure the safety and comfort of blind and partially blind pedestrians, Guide Dogs recommends the following:

- Where pedestrians and cyclists share a path, the path should have a central delineator line and corduroy paving;
- Cycle routes should be provided for cyclists on the carriageway, when possible;
- Cycle parking should be provided at key points (i.e. approach to shopping areas); and
- Street furniture must not obstruct main pedestrian routes.

Walworth Society

Walworth Society strongly supports the vision of an improved Elephant Square and agree with the proposed improvements to the pedestrian environment and the plans to create a usable public space. Walworth Society further supports the proposals for creating distinct character areas within Elephant Square and support the overall plan for Elephant Square.

Walworth Society state concern regarding the proposal's maintenance plan for existing businesses within the area. Walworth Society would like to ensure the businesses within Elephant Square are well maintained and well-kept.

Walworth Society express disappointment as the proposals' do not effectively take into consideration the history of the area. To ensure the history of the area is acknowledged, Walworth Society proposes the delineation of the former Elephant & Castle PH on the ground. They further recommend that the signature Elephant statue be included within the outline.

Specific to the Bakerloo character area, Walworth Society state that the area surrounding the bus stops should be better maintained following the development of Elephant Square.

Guy's and St Thomas' Hospital

Guy's and St Thomas' Hospital support the vision of an Elephant Square that is both an easy and pleasant place to travel through and spend time. They also support the plans to improve the pedestrian environment and to create a useable public space that includes seating and planting to enhance the area. Guy's and St Thomas' Hospital state that a small performance platform or area for local youth and residents would further enhance Elephant Square by providing a creative space.

Specific to the six character areas, Guy's and St Thomas' Hospital neither support nor oppose their development. However, they support the overall proposals for Elephant Square and agree that the plans allow us to meet their objectives of creating a useable and flexible space with enhanced streetscapes that improves the pedestrian environment.

Business Groups

Delancey Real Estate Asset Management Ltd/Elephant and Castle properties (BVI)

Delancey has submitted a response to the consultation on behalf of their client Elephant and Castle properties (BVI), owners of the Elephant & Castle shopping centre.

Delancey is generally supportive of the proposals and “embraces the principle of creating a new area of public open space at the heart of Elephant & Castle.”

Delancey welcome the opportunity to engage and discuss with us the ongoing proposals for the area, with a particular focus on the pedestrian crossings.

Delancey state that they will continue to work closely with us with regards to their emerging scheme for the shopping centre and its relationship with Elephant Square to ensure that a final solution creates an outstanding place within the city of London.

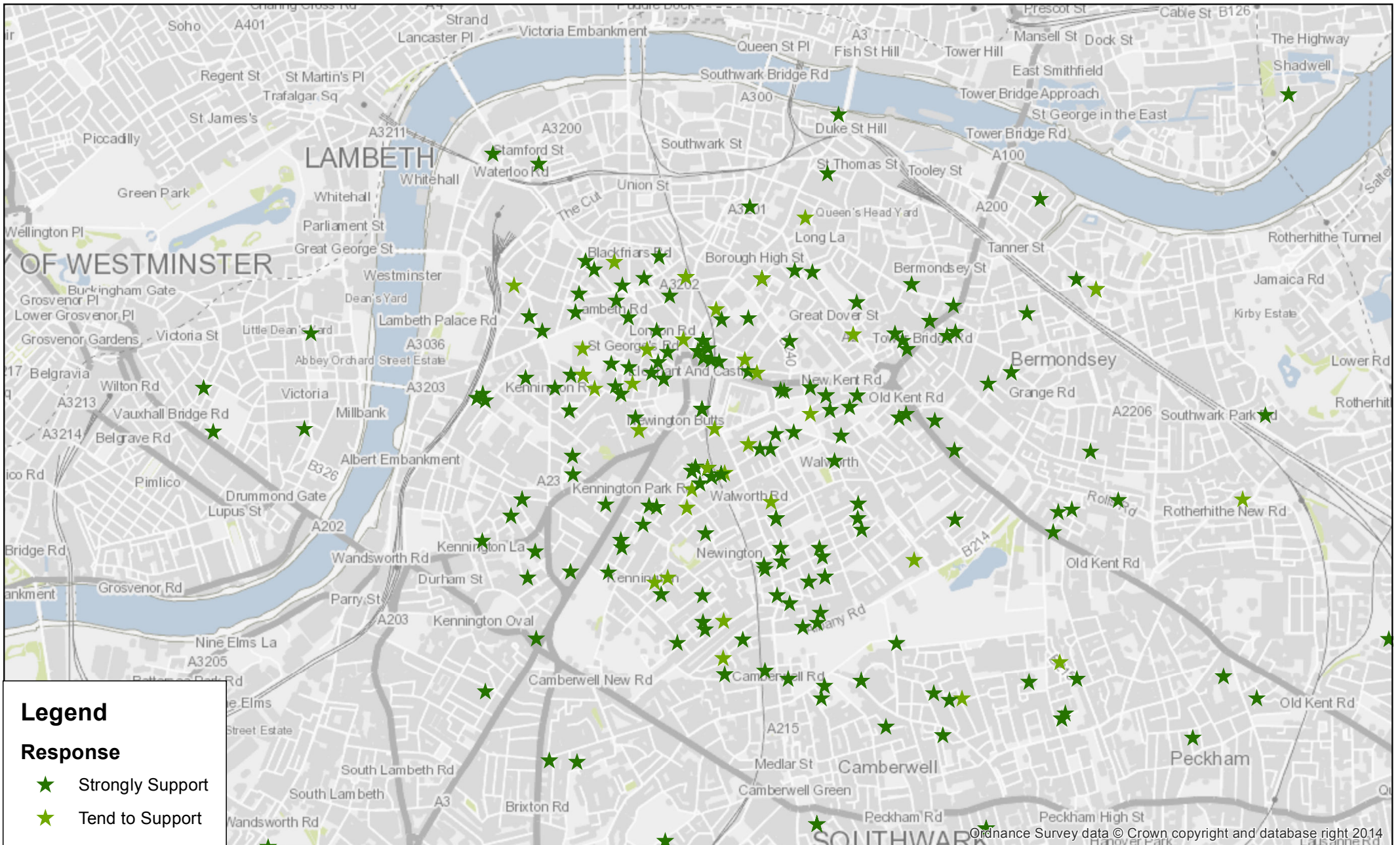
Transport/User Groups

Save Our Subways/Elephant Castle Roundabout

Save Our Subways are opposed to the transport layout of the Elephant Square scheme, as it will increase congestion for all road users and pedestrians and result in poor air quality for the area. They are also opposed to the removal of the pedestrian subways as road traffic has the dominant share of time for crossing. This will lead to risky pedestrian behaviour (i.e. crossing at inappropriate times). As such, Save Our Subways state that Elephant Square does not adequately fulfil its stated aspirations.

Save Our Subways also state that the proposals do not increase public space, as they do take into consideration existing space in the cuttings, subways and surface level pavements, and the space around the shopping centre. According to Save Our Subways, the proposals reduce public space due to road widening schemes and subway demolition.

Appendix F – Support for scheme

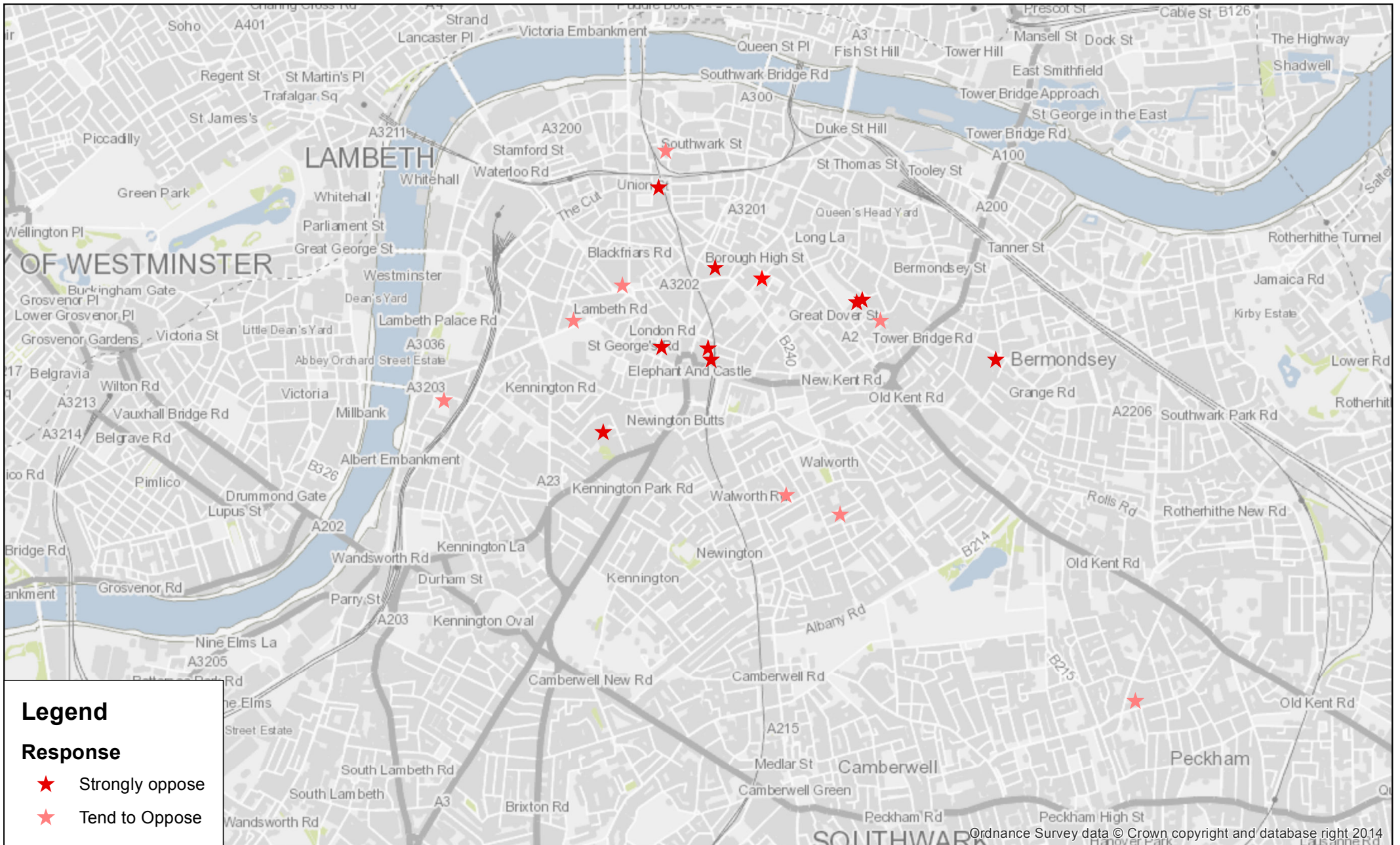


Elephant & Castle Consultation Analysis

Support the Scheme



Created by: orussell	Last Updated: 05/01/2015	Scale: 25,938
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Elephant & Castle Consultation Analysis

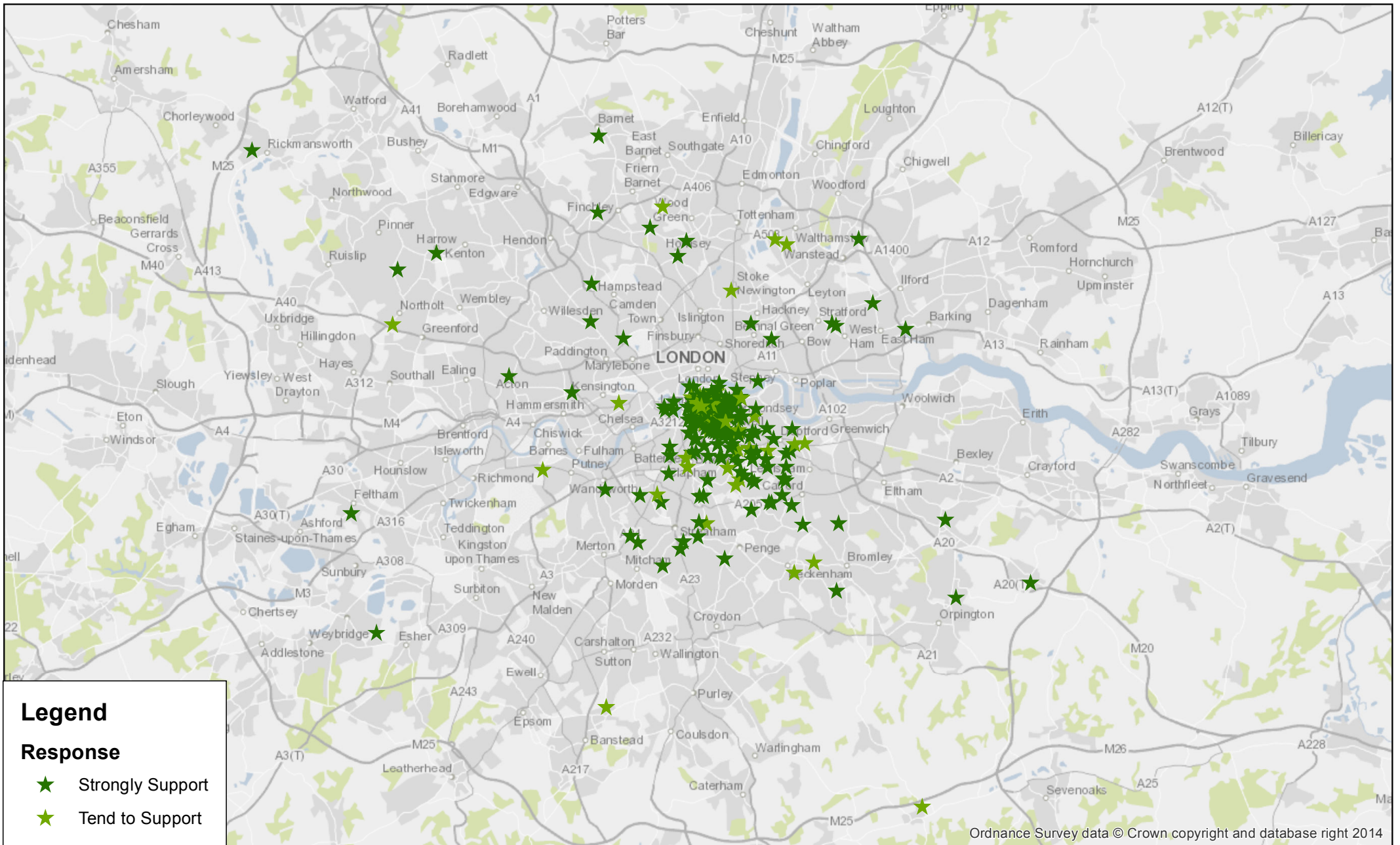
Oppose the Scheme



Created by:
orussell

Last Updated:
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Elephant & Castle Consultation Analysis

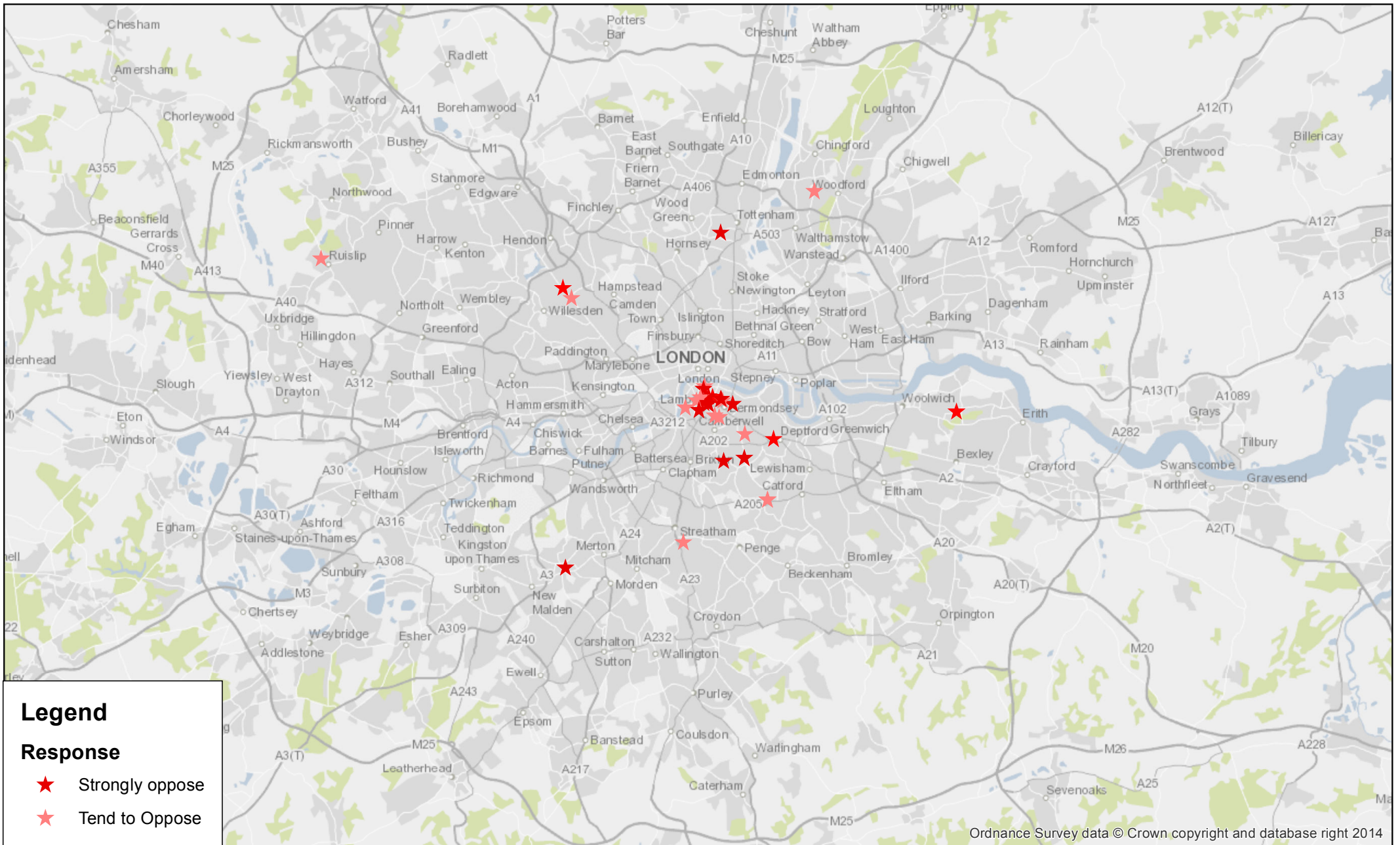
Support the Scheme



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orussell

Last Updated:
05/01/2015

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Elephant & Castle Consultation Analysis

Oppose the Scheme



Created by: orussell	Last Updated: 05/01/2015	Scale: 300,000
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