

Hoe Street between Orford Road and Lea Bridge Road
Consultation report
September 2021



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Background

In recent years, Walthamstow has gone from strength to strength with an ambitious programme of regeneration, including a number of new developments as well as a range of independent restaurants, cafes and businesses opening. To support and compliment these changes, Walthamstow Town Centre and the former Walthamstow Gyratory have undergone major transformation, making it an even more accessible, attractive, and popular destination for people living in Waltham Forest, as well as those travelling from further afield. With more exciting development and regeneration planned in the future we're expecting more visitors to the town centre, and more people generally travelling to, from and through Walthamstow Central every day. We want to continue improving Hoe Street and the town centre so it is a safer, more accessible and convenient place to travel to, particularly by active and sustainable forms of transport.

Our plans focus on the section of Hoe Street between Orford Road and Lea Bridge Road and aim to build upon the existing network of safe and direct walking and cycling routes in the borough. The plans will provide more transport options to local people travelling between Lea Bridge Road, Walthamstow Central and the town centre, as well as supporting longer and/or multi modal journeys to places like Chingford, Whipps Cross, Leyton or Hackney.

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Proposals

Proposed measures for pedestrian improvements

- Raise the junction at Queen's Road/ Orford Road to encourage drivers to slow down when approaching the junction and to reinforce the 20mph speed limit.
- Introduce two raised pedestrian and cycle crossings near Grosvenor Park Road and Boundary Road to provide more safer places for people to cross the road.
- Widen the pavements at key pinch points and remove obstructions such as street furniture and historically poorly sited trees (which are in the centre of footways) to make Hoe Street more accessible for people with pushchairs, wheelchairs, and mobility scooters.
- Introduce continuous footways also known as blended 'Copenhagen' crossings, at all junctions with Hoe Street to prioritise pedestrians wishing to cross the junction, making travelling by foot safer and more direct.

Proposed measures for buses and bus passengers

- Extend the northbound bus lane and make it operational 24 hours a day, to help improve bus journey times for northbound services.
- Introduce new bus stop shelters at all bus stops between Orford Road and Lea Bridge Road.
- Introduce a mixture of new bus stop by-passes, borders, and islands to reduce interaction between cyclists and passengers when boarding and exiting the bus.
- Upgrade traffic signalling infrastructure (by Transport for London), and re-time the signals to help smooth traffic flow at peak times.

Proposals continued

Proposed measures for cycling improvements

- Introduce new fully segregated cycle tracks on both sides of Hoe Street between Orford Road and Lea Bridge Road. A fully segregated cycle track is when the cycle lane is higher than the carriageway but separated from the pavement.
- Identify locations for new cycle stands to be introduced.
- Introduce two raised pedestrian and cycle crossings near Grosvenor Park Road and Boundary Road to provide a safe place for people cycling to cross the road when moving between cycle tracks.
- Introduce a mixture of new bus stop by-passes, borders and islands to reduce interaction between cyclists and passengers when boarding and exiting buses.

Proposed measures for changes to parking and loading

- For the new segregated cycle lanes to be created, parking and loading on Hoe Street will be changed to “no waiting and loading at any time”.
- Parking and loading provision will be moved to side roads, and an additional two pay and display bays and nine dedicated loading spaces will be introduced in the side roads.

Proposed measures to improve the look and feel of the area

- Improve the footway with high quality materials that have a pronounced colour contrast with the cycle tracks to aid the visually impaired and to improve the overall aesthetics of the area.
- Identify locations along Hoe Street, and in surrounding streets, for new trees and plants, and introduce Sustainable urban Drainage (SuDS) at key locations (such as at side road junction treatments) to help address ponding and flooding during heavy rainfall.
- Improve the lighting along the highway to make people feel safer when travelling or spending time in the area.



Engagement and communications summary

The public consultation took place between 6 July and 30 July 2021.

On Tuesday 6 July approximately 3,800 consultation leaflets were delivered to all properties located near to this section of Hoe Street, as shown on the image (fig.1) below. Properties included businesses, places of worship, residents, and schools.

34 A4 correx board signs (see fig.3) were placed on lamp columns along Hoe Street to make local people aware of the public consultation and how to take part. The map below (fig. 4) shows the locations of the correx board signs.

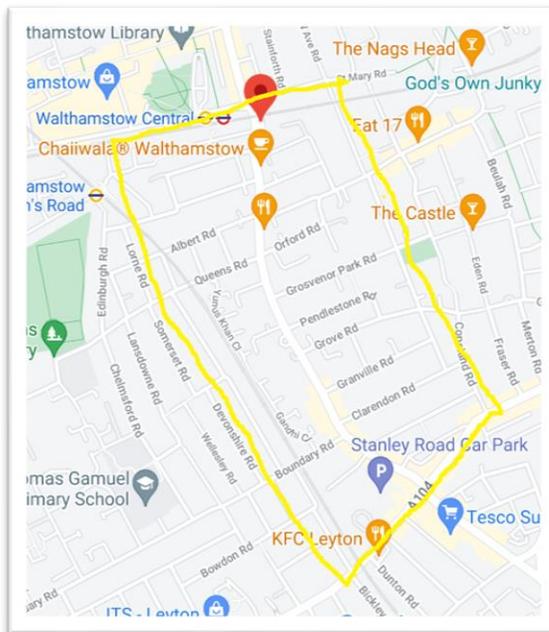


Fig.1 – Engagement

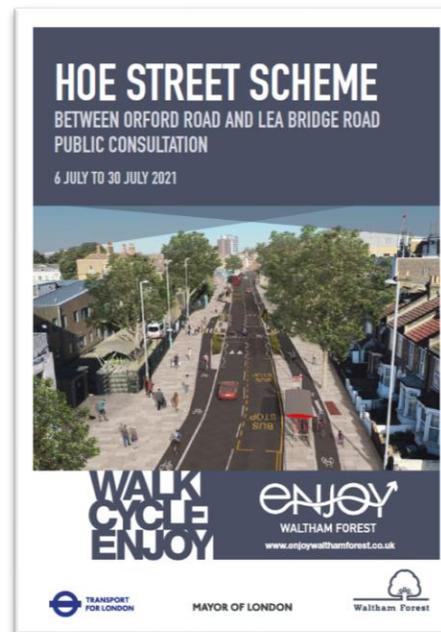


Fig.2 – Consultation leaflet

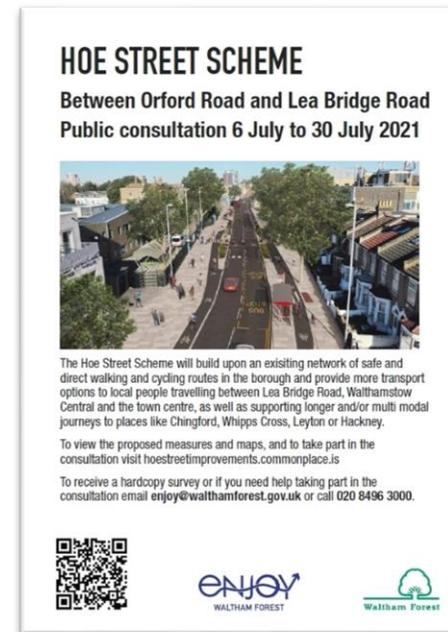


Fig.3 – Correx board

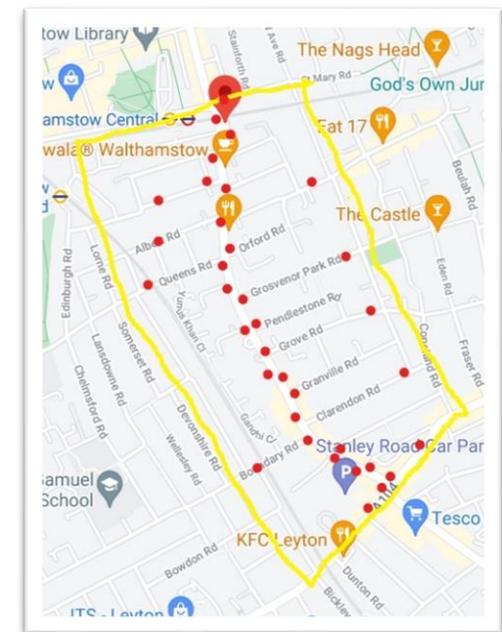


Fig.4 – Locations of correx

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On 7 and 28 July the public consultation dates and survey URL were promoted on the social media channel NextDoor (see fig.5). Also, on 20 and 28 July the public consultation was promoted on the Council's Twitter page (see fig.5).



Fig. 4 – Screenshot taken from Next door



Fig. 5 – Screenshot taken from Twitter @wfcouncil

Communicating with key stakeholders

As well as the public consultation leaflet delivered 6 July to all properties in the engagement area including businesses, on 28 July a reminder leaflet was delivered to approximately 100 businesses and two places of worship located on Hoe Street between Orford Road and Lea Bridge Road to remind local business owners and religious leaders to take part in the public consultation.

Between 20 July and 31 August phone calls were made to some businesses located on Hoe Street between Orford Road and Lea Bridge Road. The purpose of the calls was to make sure that business owners were aware/ had been aware of the public consultation, to encourage them to take part in the public consultation or understand why they hadn't, feedback and contact details were taken from a small number of business owners who we were able to make contact with.

Unfortunately, a high number of businesses' contact details were out of date or incorrect. Some businesses did not answer the call and some businesses did not wish to speak with us.

7 out of 40 businesses contacted spoke with us and provided feedback over the phone. All 7 of the businesses were aware of the public consultation as they had either seen a correx board or received the leaflet. None of the 7 businesses had taken part in the consultation at the point of being contacted for reasons such as "hadn't had the time", "didn't know they needed to". The feedback from these 7 businesses was recorded and on a spreadsheet and contact details collected for future correspondence.

Barclays Primary School were also contacted directly via email with the leaflet and information on how to get involved in the public consultation. No direct response was received from the school during the consultation period.

Public consultation results

Feedback from businesses:

7 out of 40 businesses contacted were able to provide feedback on the proposals for Hoe Street, with particular focus on proposals to change parking and loading. The key comments are summarised in bullet points below.

- Businesses have deliveries from large vehicles that need somewhere to park
- Deliveries take place throughout the day
- Parking for customers is essential
- Some businesses have large items being delivered and collected therefore loading/ parking needs to be close by
- Some businesses have concerns over cyclist behaviour in the area
- Some businesses are concerned about their business after Covid and are worried about the changes to parking and loading with have
- Businesses would like Waltham Forest Council to support them and look at alternative options.

Commonplace overview:

A total of 516 individual people took part in the public consultation:

- 424 respondents were either 'confirmed' or 'pending', meaning a person who contributed by commenting or agreeing and has confirmed their email address to be genuine, or whose email is likely to be genuine, but they did not confirm it by clicking the email Commonplace sent them.
- 92 respondents were 'anonymous' meaning a person who contributed but did not provide their email address.

168 respondents took part in the question “What is your connection to the area” and could select multiple options which were applicable to them. Of the 168 respondents:

- 141 respondents said they lived in the area
- 36 respondents said they worked in the area
- 72 people said they use local facilities
- 72 people said they travel through the area
- 25 respondents said their children go to school in the area
- 45 respondents visit family and friends in the area.

A total of 805 contributions were received on the Commonplace platform:

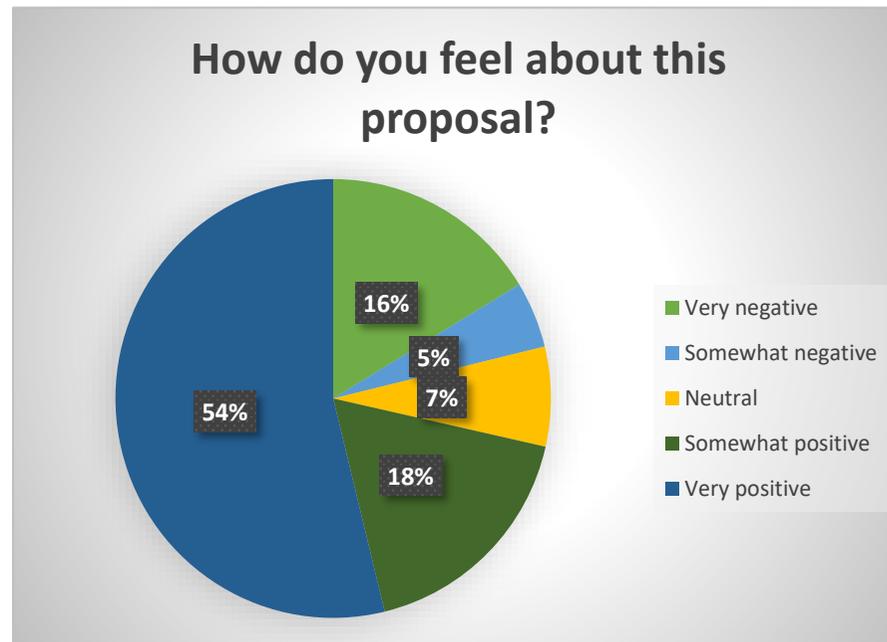
- 698 Individual comments. Each individual respondent can leave multiple comments within their completed survey which is why the number of individual comments is higher than the number of individual respondents.
- 107 agreements on other respondents’ comments. This means that answers provided by other respondents were agreed with 107 times, not by 107 people.

Commonplace online public consultation analysis:

The following analysis has been broken down into five sections aligning with the format of the public consultation survey. The following analysis is based on completed surveys from 421 confirmed or pending respondents.

Pedestrian improvements

368 respondents took part in the question “How do you feel about this proposal” (pedestrian improvements). The data shows that 72% of people who took part in this question were either somewhat or very supportive of the proposed pedestrian improvements. 21% of respondents were not supportive and 7% were neutral.



When answering the question “Why do you feel this way”, respondents were able to select multiple options, therefore the graph above shows the number of respondents that selected each tag.

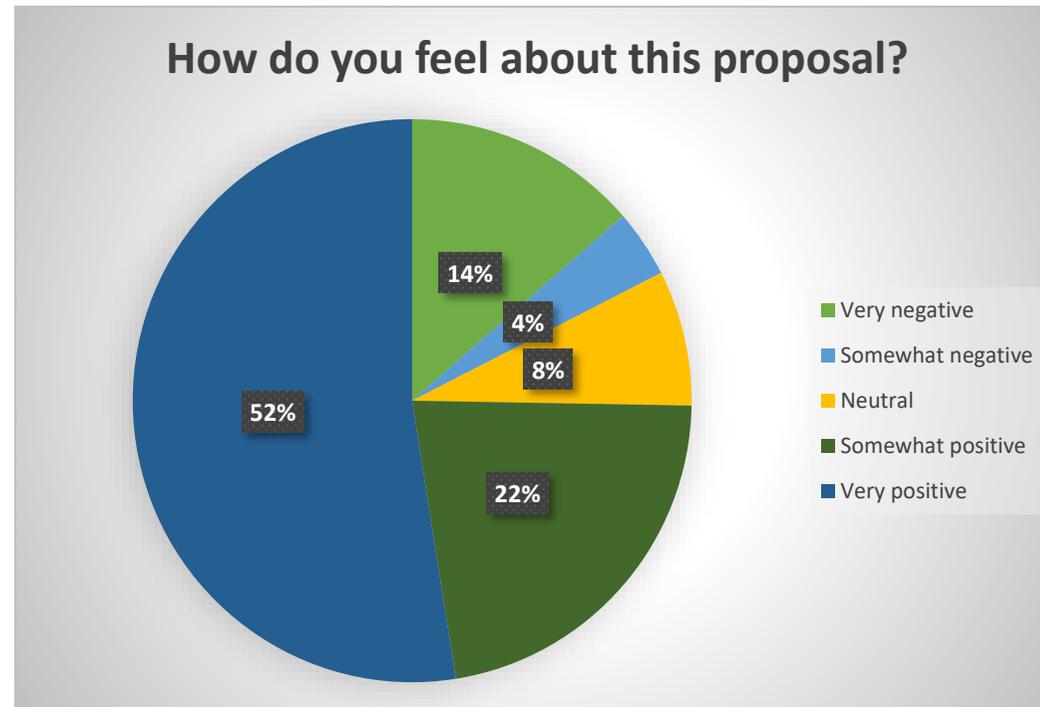
The top three tags selected for “why people felt this way” were:

- Better for walking (227)
- Better for cycling (227)
- Will improve the look and feel of the area (225).



Improvements for buses and bus passengers

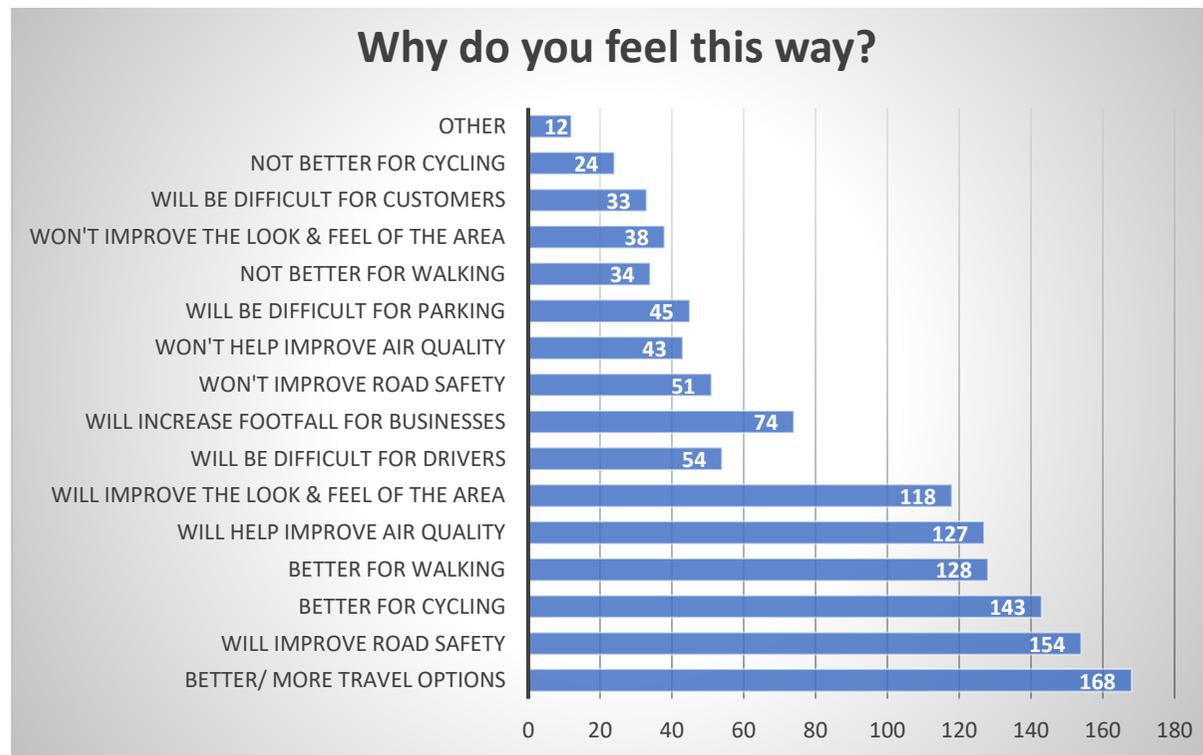
360 respondents took part in the questions “How do you feel about this proposal?” (buses and bus passengers). The data shows that 74% of people who took part in this question were supportive of the proposed improvements for buses and bus passengers. 18% of respondents were not supportive and 8% were neutral.



When answering the question “Why do you feel this way”, respondents were able to select multiple options, therefore the graph above shows the number of respondents that selected each tag.

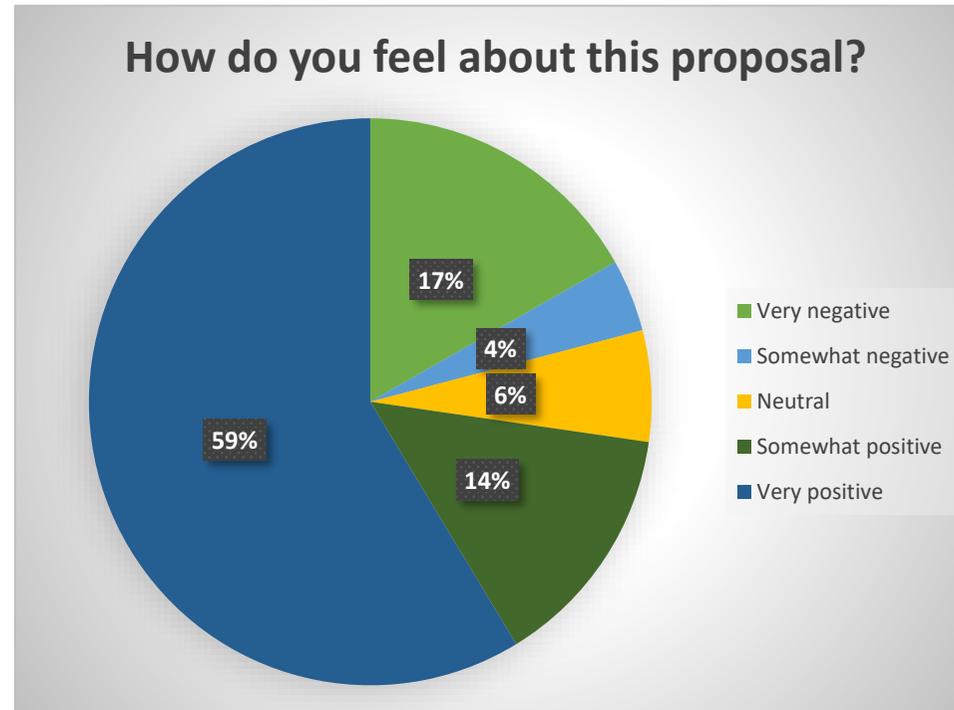
The top three tags selected for “why people felt this way” were:

- Better/ more travel options (168)
- Will improve road safety (154)
- Better for cycling (143).



Improvements for cycling

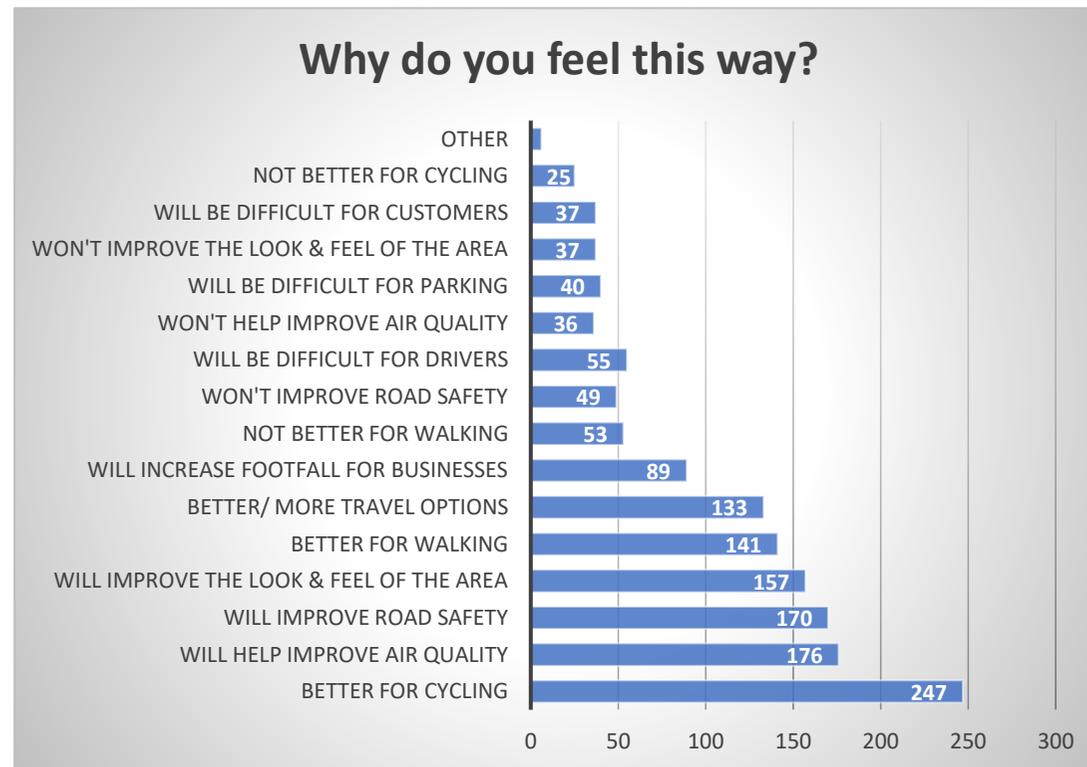
363 respondents took part in the questions “How do you feel about this proposal?” (cycle improvements). The data shows that 73% of people who took part in this question were supportive of the proposed improvements for buses and bus passengers. 21% of respondents were not supportive and 6% were neutral.



When answering the question “Why do you feel this way”, respondents were able to select multiple options, therefore the graph above shows the number of respondents that selected each tag.

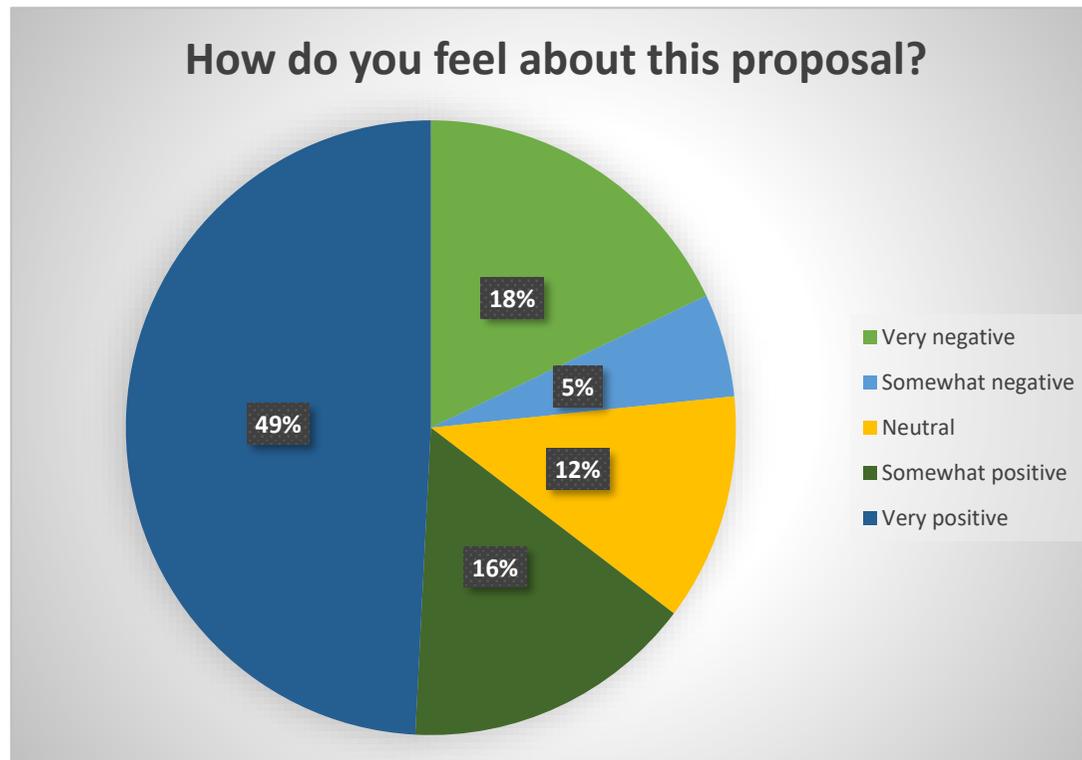
The top three tags selected for “why people felt this way” were:

- Better for cycling (247)
- Will help improve air quality (176)
- Will improve road safety (170).



Changes to parking and loading

368 respondents took part in the questions “How do you feel about this proposal?” (parking and loading). The data shows that 65% of people who took part in this question were supportive of the proposed improvements for buses and bus passengers. 23% of respondents were not supportive and 12% were neutral.



When answering the question “Why do you feel this way”, respondents were able to select multiple options, therefore the graph above shows the number of respondents that selected each tag.

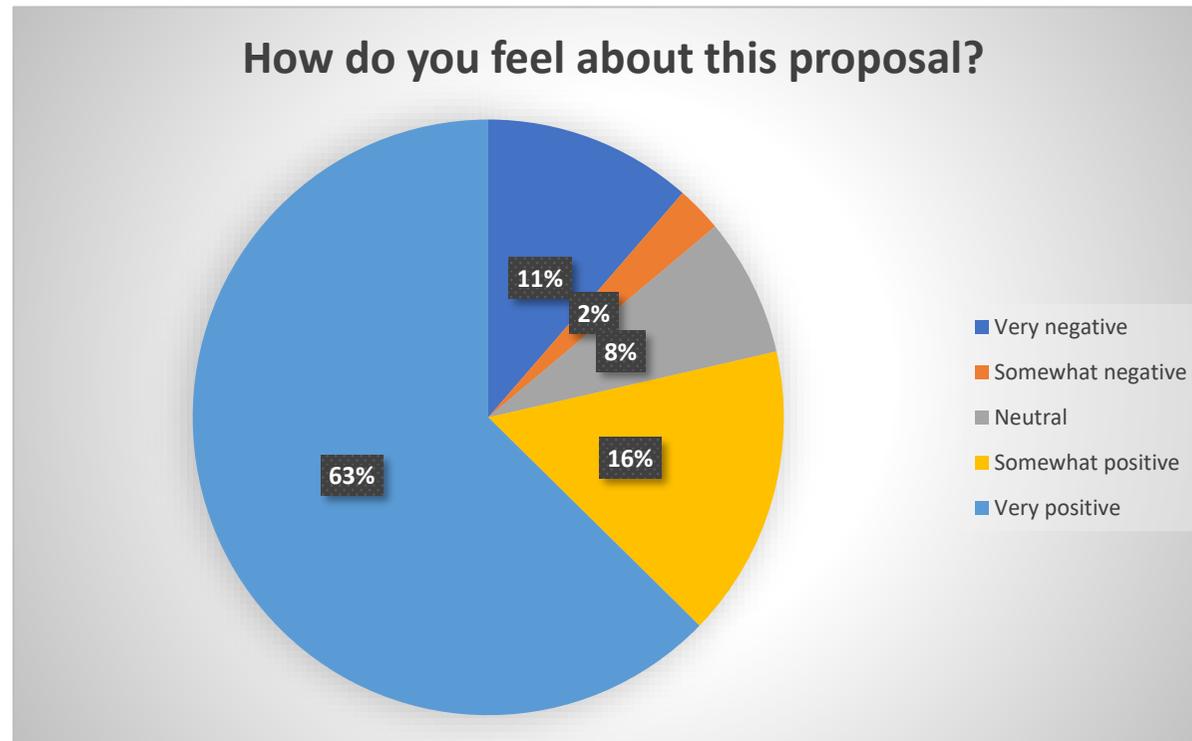
The top three tags selected for “why people felt this way” were:

- Better for cycling (181)
- Will improve the look and feel of the area (167)
- Better for walking (143).



Improvements to the look and feel of the area

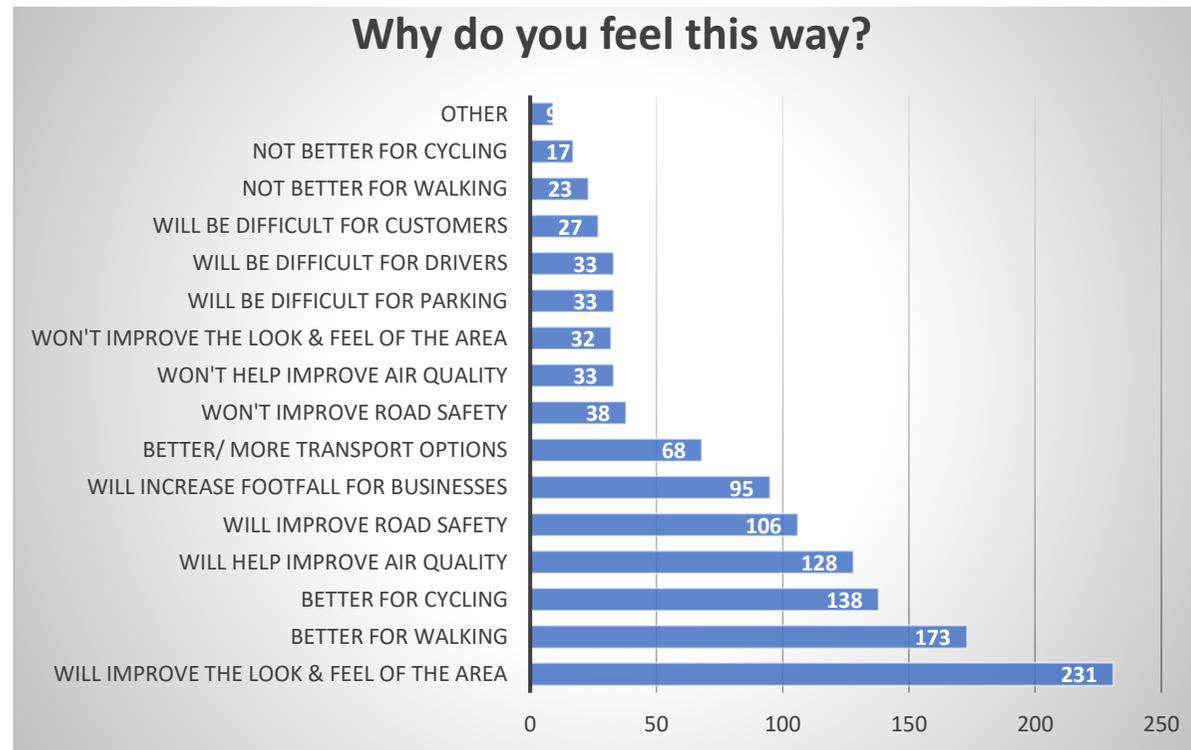
359 respondents took part in the questions “How do you feel about this proposal?” (look and feel of the area). The data shows that 79% of people who took part in this question were supportive of the proposed improvements for buses and bus passengers. 13% of respondents were not supportive and 8% were neutral.



When answering the question “Why do you feel this way”, respondents were able to select multiple options, therefore the graph above shows the number of respondents that selected each tag.

The top three tags selected for “why people felt this way” were:

- Will improve the look and feel of the area (231)
- Better for walking (173)
- Better for cycling (138).



What changes would you make to the proposals and comments?

In each section of the public consultation, the respondent was asked “What changes, if any, would you make this proposal?” and “Do you have any other comments on the proposed improvements?”.

The answers to these questions have been grouped into the following categories and ordered from most frequent to least.

More/ better plants and greening (81)

- More greenery, plants and trees needed along Hoe Street such as around bus stops and to replace removed trees
- Mature trees should not be removed
- Comments about SuDs

General positive comments (66)

- Supportive comments about the proposals and the benefits they will bring to the area.

More improvements needed for cycling (51)

- Lights and signage need to be better
- Route needs to link up with other cycle routes
- Stop cars parking in and driving over cycle lanes.

More improvements needed for buses and bus passengers (45)

- Make bus stop/ cycle lanes consistent so people know how to use them
- Bus screens with arrival times.

More improvements needed for road safety (45)

- Make road markings clearer
- Address dangerous parking in cycle lanes
- Traffic calming ineffective

General negative comments (42)

- Negative comments about the proposals and suggestions that the scheme focuses on cycling.

More improvements needed for pedestrians (40)

- Shared spaces aren't good for pedestrians
- Improve the footways
- Improve compliance from cyclists.

Camera enforcement (37)

- To stop speeding
- To stop cars parking illegally.

Concerns over parking (35)

- Parking and loading on side roads cause more issues
- Remove pavement parking and parking on main roads
- More information needed on parking, loading and pay and display for locals.

Will increase traffic, journey times, congestion (33)

- Open the side roads to ease traffic
- Difficult for drivers
- Bad for local businesses.

More or better crossing points (31)

- Copenhagen crossings are confusing
- Make crossings suitable for all mobility aids

More/ better cycle lanes (27)

- Need space to overtake on lanes
- More segregated cycle lanes
- No breaks in the cycle lane.

Concerns over loading for businesses (25)

- Loading on side roads causes traffic on side roads
- Will put customers of visiting local businesses.

Concerns over cyclist behaviour (24)

- Cyclist need to slow down
- Cyclist compliance.

More/ better parking (21)

- Free parking needed for shops
- More pay and display bays.

Concerns over impact on businesses (19)

- Will put customers of visiting local businesses
- Will have a negative impact on local economy.

More improvements needed for air quality (19)

- Open side roads to improve air quality on main roads
- More congestion causes more pollution.

Better pavements (18)

- Drainpipes emptying onto pavements
- Wider pavements needed.

More/ better loading for businesses (14)

- Hoe Street needs more parking and loading not less
- Loading on side roads is dangerous.

More improvements needed to the look and feel of the area (13)

- Use quality materials
- ASB towards women walking along the road.

Concerns over communications, engagement, and consultation (12)

- Maps too small to understand
- Waltham Forest will do what they want regardless of feedback.

Scheme not needed (11)

- Scheme is a waste of money
- Bus services work fine without the scheme.

Concerns over bus times (7)

- Proposals will increase bus times.

Concerns over speeding (6)

- Make Hoe Street 20mph.

More/ better lighting (4)

- Lots of lighting is needed to make walking safer.

Concerns over access for emergency services (3)

Cleaner streets (2)

More consideration for disabled residents (2).

Conclusions and recommendations

Analysis of the data collected through the public consultation shows that there is a high level of support for all proposals.

There is some concern from businesses and local people regarding the impact of changes to loading and parking on local business trade, as well as safety for road users when large vehicles are using side roads to load and unload. There is a feeling that unless parking and loading is provided for adequately, businesses and delivery lorries will load/ unload illegally which could potentially cause more delay, congestion and increase road danger.

There is some suggestion that the proposals don't go far enough and that more needs to be done to make cycling and walking easier and safer, whilst also improving air quality and the look and feel of the area.

All findings will be put to PLM for a final decision and next steps to be made on the scheme.