

<b>Committee(s):</b>	<b>Date(s):</b>	
Streets & Walkways Sub-Committee	9 <sup>th</sup> July 2014	
<b>Subject:</b> Cheapside & Guildhall Area Enhancement Strategy – boundary change request and pre-consultation report		<b>Public</b>
<b>Report of:</b> The Director of the Built Environment		<b>For Decision</b>

### Summary

This report sets out a proposed change to the strategy area boundary and outlines the planned public consultation exercise on its review.

The strategy provides a framework for public realm and highway enhancements in the area. It establishes a set of objectives to ensure that the area is accessible, well connected, provides comfortable spaces for people to enjoy and delivers safe and well-functioning streets for all users.

The review and update of the Cheapside area strategy was agreed by the Streets and Walkways Sub Committee in December 2012. Following the initiation of the project to consider the removal of the gyratory connecting the Museum of London and St Paul's, it became apparent that the boundary of the Cheapside Area Strategy should to be extended to include the Guildhall Area and Members are now asked to agree this change of scope. Additional resources of £20,761 (fees and staff costs) will be required to carry out the public consultation and take the strategy to adoption in the new year. It is proposed that this is funded from the Section 106 agreement connected to 100 Cheapside.

It is proposed that the draft Cheapside and Guildhall Area Enhancement Strategy be made available for public consultation over autumn 2014. Subject to the outcome of this process, the strategy will be submitted to committees for adoption in January-March 2015.

Copies of the draft strategy are available in the Member's Reading Room.

### **Recommendations**

It is recommended that:-

- i. Members agree to extend the scope of the Cheapside Area Enhancement Strategy to include the Guildhall area;
- ii. additional resources of £20,761 be approved to carry out the consultation and finalise the strategy document £11,000 (fees) and £9,761 (staff costs) to be funded from the Section 106 agreement connected to the redevelopment of 100 Cheapside;
- iii. Members agree that public consultation on the Cheapside and Guildhall Area Enhancement Strategy takes place over autumn 2014;

- iv. authority be delegated to the Director of the Built Environment to finalise the details of the relevant consultation materials in liaison with the Chairman and Deputy Chairman of the Streets and Walkways Sub-Committee.

## **Main Report**

### **Background**

1. The Cheapside Area Enhancement Strategy was developed in 2008 to coordinate the delivery of environmental enhancements, leisure and cultural opportunities in the Cheapside Area. The key vision of the strategy was to create a high quality comfortable street environment that adequately reflects the status of Cheapside as a world-class retail and leisure destination. The preparation of the strategy related to growth and change happening in Cheapside and the formation of the Cheapside Initiative. The construction of One New Change and numerous other developments has seen the retail offer in the area grow to a size that rivals other shopping districts across London. The shopping facilities are particularly well-used by City workers.
2. The strategy and the framework for its implementation were approved by Committees in 2008. Projects in the strategy were divided into Phases with Phase One covering side streets and spaces; Phase Two relating to Cheapside itself and Phase Three consisting of a programme of events and cultural opportunities primarily promoted and lead by the Cheapside Initiative. A list of all the completed schemes is included in Appendix 2.
3. In 2011, the Guildhall Area Strategy was adopted by committees. It includes proposals for the Guildhall complex only, and not the wider area. It is now proposed to combine the review of Cheapside and include the wider Guildhall area that was not covered by the 2011 strategy. This will allow the St Paul's/Museum of London gyratory to be included as part of this strategy review because several of the gyratory streets are included within the Guildhall strategy boundary (see plan in Appendix 1).

### **Policy Context**

4. The review of the Strategy aims to align the document with the policy framework provided by:
  - the Core Strategy (2011),
  - the emerging Local Plan (2015),
  - and the Community Strategy (2008-2014) which is currently under review.

The revised strategy also supports the objectives of key corporate strategies:

- the City's emerging Cultural Strategy (2014-2018)
- the City's Visitor Strategy (2013-17)
- and the Open Spaces Strategy (2008-2014) currently under review.

## **The Cultural Hub**

5. The City of London has an extensive cultural offering and the City Corporation, as the 4<sup>th</sup> largest cultural funder in the UK, is committed to promoting and enhancing this offer. The Corporation's 'Cultural Strategy 2012-2017' stated that the Corporation's vision for 2017 is to see the City's identity as a cultural hub strengthened in its own right, alongside its status as a financial centre. A cultural hub is being developed around the area of the Barbican, based on the Barbican Centre, the Guildhall School of Music & Drama, and the Museum of London.  
Cheapside is a major retail centre and transport interchange and plays a central role in supporting the aspirations of the Cultural Hub. The review of the strategy for the area has been developed in conjunction with key stakeholders involved in the 'cultural hub working party' which was established in 2013. One of the working party's ambitions is to consider how improvements to the street scene/public realm can better link to future transport infrastructure developments (especially the opening of Crossrail in 2018).

## **Cheapside and Guildhall Area Enhancement Strategy Objectives**

6. Through the Core Strategy and the Local Plan, the City Corporation plans for future growth in order to ensure that the City can continue to function successfully and provide a sustainable environment for residents, workers and visitors. The strategy will provide a framework for the future development and improvement of the public realm, based on clear evidence of need and requirements for sustainable growth.
7. The objectives of the Cheapside and Guildhall Area Enhancement Strategy are consistent with the policies contained within the City's Core Strategy Development Plan Document and Local Plan. The main objectives are:
  - To enhance the pedestrian experience and create walking routes that are comfortable, accessible and easy to navigate and which can accommodate future growth in pedestrian numbers.
  - To improve road safety for all modes of transport and reduce traffic dominance, particularly through replacing one-way traffic flows with two-way, improving the function of the street environment for all users, mitigating conflict and balancing demand between the different modes of transport.
  - To better connect transport nodes and attractions such as the Museum of London and the Barbican Centre and support the aims of the emerging cultural hub in the City.
  - To enhance the local environment particularly through the creation of new green spaces and tree planting.

8. Key projects and themes have been identified in the draft strategy, and are summarised further below. The map showing the main public realm enhancement opportunities is contained in appendix 3.

## **Key project proposals**

9. Removal of the Museum of London gyratory

The existing gyratory which includes St Martin's Le Grand, King Edward Street, Little Britain and Newgate Street between the Museum of London and St Pauls is proposed to be removed and replaced with two-way vehicle movement where possible. It is further proposed to widen footways, improve crossings and enhance public spaces.

Key objectives are:

- improving road safety for all road users,
- enhancing the pedestrian experience
- and improving walking routes between stations and visitor attractions.

10. East-West Streets

The key east-west streets in the strategy area include Gresham Street, Cheapside and Queen Victoria Street. Cheapside has already been enhanced as part of the projects that were delivered through the original strategy. Proposals in relation to Gresham Street and Queen Victoria Street aim to improve walking routes and crossings for the increasing numbers of pedestrians that use the area in order to create a more comfortable and accessible environment. Tree planting is also proposed where feasible.

11. North-South Lanes

The area includes numerous north-south lanes that provide quiet walking routes away from the busy main streets. It is proposed to enhance these lanes to make them more attractive and comfortable routes and encourage greater use of them as convenient routes to access the many retail and visitor attractions in the area. Accessibility is also a key consideration in these lanes (see theme below). Furthermore, designs need to take account of contra-flow cycling where applicable.

12. Open Spaces

The strategy area includes numerous existing small open spaces. It is proposed to enhance these existing spaces by improving accessibility and improving planting, including replacing bedding plants with lower-maintenance planting where possible. A key proposal is the enhancement of the church garden at St Anne and St Agnes by re-configuring the layout and opening up views of the church as well as creating more space for seating. A meeting is planned in July with the church ahead of the public consultation to ensure that the design aspiration meets their needs.

## Themes:

### 13. Improving Cultural Connections

Building on the success of the Cheapside project, the strategy aims to deliver on the cultural hub aspirations by enhancing connectivity through the improvements of north-south walking routes as well way-finding between Cheapside, transport hubs, the Museum of London and the Barbican Centre.

The revised Cheapside and Guildhall Area Enhancement strategy also carries forward the cultural programme which was part of the 2008 Cheapside Area Strategy. This includes ideas for enhancing the vitality and visitor attraction of the area through a programme of events and activities in partnership with the Cheapside Initiative and other local partners.

### 14. Accessibility

Many of the streets in the south of the area have very narrow footways that cannot accommodate wheelchairs or buggies. This makes part of the area very difficult to navigate for those with mobility difficulties. The strategy proposes to address these areas by improving accessibility through raised carriageways, widened footways and improved crossings.

### 15. Pollution mitigation and Increased Greenery

Many streets in the strategy area are currently dominated by traffic and this makes road users more vulnerable to the effects of pollution. The strategy proposes several measures to mitigate this impact, including removing the gyratory, widening footways, creating new green spaces and planting trees.

The strategy also incorporates several 'Greening Cheapside' schemes that have been developed by the Cheapside Initiative. These are proposed to be delivered in partnership with the Initiative.

## Consultation Approach

16. The public consultation is proposed at this stage of the Strategy development to ensure a responsive and inclusive approach thereby enabling proposals to be prioritised. The consultation will target different stakeholder groups, including visitors, workers, local businesses and other key local occupiers, residents and developers to ensure that a full picture is achieved. It will be undertaken in accordance with the requirements of the City's Statement of Community Involvement. Key stakeholders including the Museum of London and the Cheapside Initiative, as well as ward Members have been consulted on the development of the strategy and will continue to be engaged throughout the planned public consultation process.

17. It is proposed that the draft Guildhall and Cheapside Area Enhancement Strategy will be the subject of consultation exercises for an eight-ten week period during autumn 2014. Following the end of the consultation period, the strategy will be reviewed and amended in light of the feedback received. The revised strategy will be brought back to Members for formal adoption, which is anticipated will be in March 2015. As the Guildhall complex proposals have already been approved, it is proposed to exclude them from the public consultation.

18. As part of the development of the area enhancement strategy there have been discussions and workshops held with key stakeholders, including Members. The feedback gained from these sessions has been invaluable in establishing the direction of the strategy and the priorities within the area.
19. Although the principles underpinning the Area Enhancement Strategy have been established through the Core Strategy, it is important to seek views on how these proposals will be implemented in detail. In going out to wider public consultation, the intention is to take a responsive approach to the development of the Strategy, utilising the public consultation input to draw together a fuller picture of the existing challenges thus forming the local vision for the area. This will enable detailed implementation proposals arising from the strategy to be focused on key challenges whilst planning for the future in a prioritised manner.
20. The consultation will be carried out to ensure that the views of all relevant stakeholders are gathered. Engagement will be sought using a variety of methods that will be adjusted to suit the target group. The following groups and methods of consultation will be utilised:
  - Local residents will be consulted via leaflets and an article in the City Resident magazine.
  - Local businesses, occupiers and developers will be consulted through emails, leaflets and meetings;
  - Visitors will be consulted through online surveys, pedestrian surveys carried out by Living Streets and on-street publicity, incl. posters, postcards;
  - Key stakeholders such as TfL, the GLA, the Museum of London, The Barbican Centre, St Paul's Cathedral and the Cheapside Initiative will be consulted via email and meetings;
  - All consultees will also be directed to the City's website where the full strategy document will be available to view.
21. If Members are minded to approve this report, it is recommended that authority be delegated to the Director of the Built Environment to finalise the details of the relevant consultation materials in close liaison with the Chairman/Deputy Chairman of the Streets and Walkways Sub-Committee.

## **Financial Implications**

22. It was initially planned to review the strategy based on the Cheapside area boundary, taking into account major projects in the vicinity. The total approved budget to complete the strategy is £45,000.
23. The incorporation of the gyratory streets and the inclusion of emerging initiatives such as the Cultural Hub, has led to the full fees budget of £16,668 being spent to date on producing the draft strategy, including:
  - Area analysis,
  - Information gathering,
  - Pre-consultation meetings with key stakeholders,

- Mapping,
- Defining objectives, and
- Design development.

The spend-to-date is set out in Table 1 below.

**Table 1: Spend-to-date**

Description	Last approved Budget	*Spend-to-date	Balance
Fees	£16,668	£16,668	£0
Staff costs	£28,332	£13,093	£15,239
<b>Total</b>	<b>£45,000</b>	<b>£29,761</b>	<b>£15,239</b>

\*costs to 13<sup>th</sup> June 2014

24. The Strategy has been developed using the Section 106 contribution from 120 Cheapside. The extended strategy will provide a framework for the future of the public realm, enabling the area to adapt to changing needs and aspirations. The estimated cost of the public consultation and management of the process to adoption is broken down in Table 2 below. These costs will be funded from the balance of the last approved budget and an additional sum of £20,761 from the 100 Cheapside Section 106 contribution, bringing the total revised project cost to £65,761.

**Table 2: Resources required to complete the public consultation:**

Cost Elements	Spend to date	Balance of Approved Budget	Additional budget required	Revised Total Budget
<b>Fees and printing</b>				
Consultants Fees	£16,668	£0	£5,000	£21,668
Printing Materials	-	£0	£6,000	£6,000
<b>Sub-total</b>	<b>£16,668</b>	<b>£0</b>	<b>£11,000</b>	<b>£27,668</b>
<b>Staff costs</b>				
Project Management	£13,093	£6,000	£2,761	£21,854
Carry-out Public Consultation	-	£6,239	£0	£6,239
*Extension of Public Consultation scope and stakeholder engagement	-	£0	£3,000	£3,000
Analysis and finalisation of strategy document	-	£3,000	£0	£3,000
*Additional data gathering and analysis following extension of scope	-	£0	£4,000	£4,000
<b>Sub-total</b>	<b>£13,093</b>	<b>£15,239</b>	<b>£9,761</b>	<b>£38,093</b>
<b>Total</b>	<b>£29,761</b>	<b>£15,239</b>	<b>£20,761</b>	<b>£65,761</b>

25. A detailed funding strategy in relation to the delivery of projects identified will be presented to Members as part of the report recommending the adoption of the strategy following consultation. This will take account of any amendments to the document as a result of the consultation.
26. Funding for the implementation of the projects contained in the strategy will be provided from future Section 106 contributions and Section 278s agreements associated with local developments, Community Infrastructure Levy (CIL) payments and Transport for London's funding programmes for Major Projects and the Local Implementation Plan. Any future allocation of resources will be subject to further approval in line with the strategic prioritisation of the various proposals, value for money considerations, and availability of funding sources.

## **Conclusion**

27. It is proposed to widen the scope of the Cheapside area strategy review to include the Guildhall area. This will enable the St Paul's/Museum of London gyratory to be included in the strategy, as several of the gyratory streets are within the Guildhall strategy boundary.
28. In order to aid the development of the strategy and ensure that the proposals meet the needs of the City community, a public consultation exercise is planned to be undertaken this autumn before reporting back to Committees with the final Cheapside and Guildhall Enhancement Strategy for adoption in March 2015.
29. Members are requested to agree the draft Cheapside and Guildhall Enhancement Strategy for public consultation over autumn 2014.

## **Appendices**

- Appendix 1: CoL Area Enhancement Strategies Map
- Appendix 2: Plan of key public realm enhancement opportunities
- Appendix 3: 2008 Cheapside Area Strategy Completed Schemes

## **Background Reports**

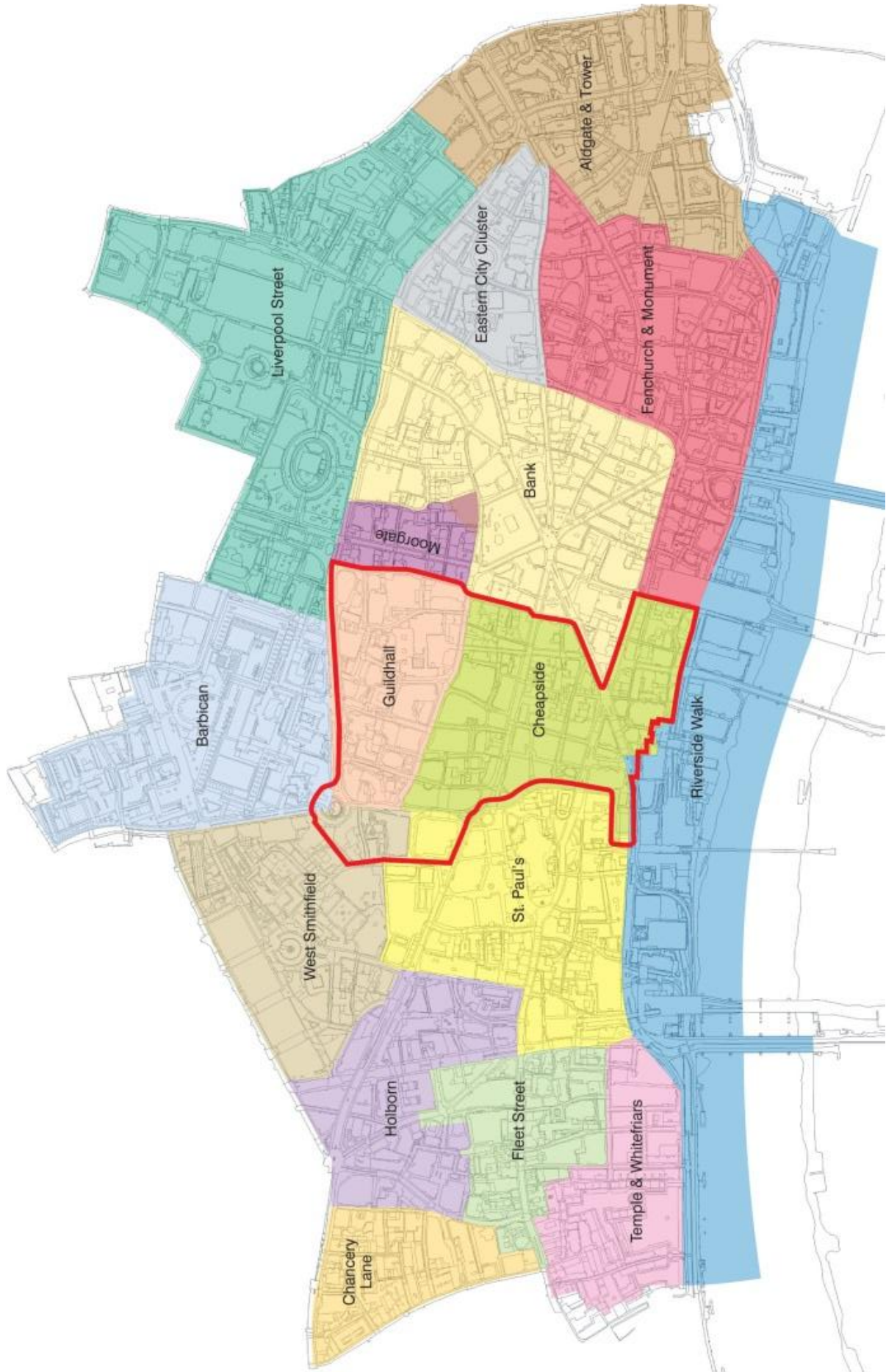
- Cheapside Area Strategy – report on progress and proposed review – December 2012.

## **Author**

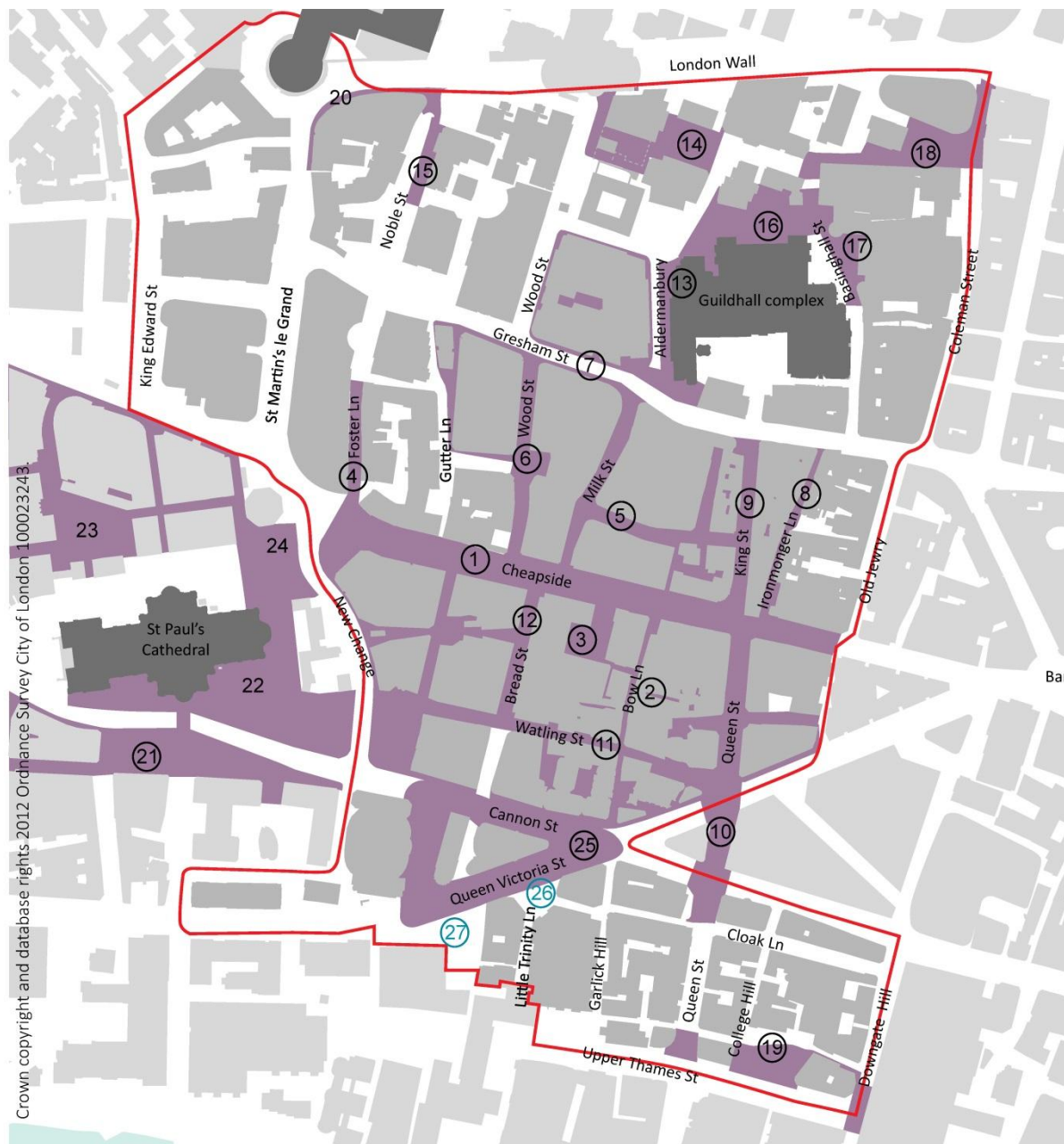
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# Appendix 1: CoL Area Enhancement Strategies Map



## Appendix 2: Completed Cheapside projects to date



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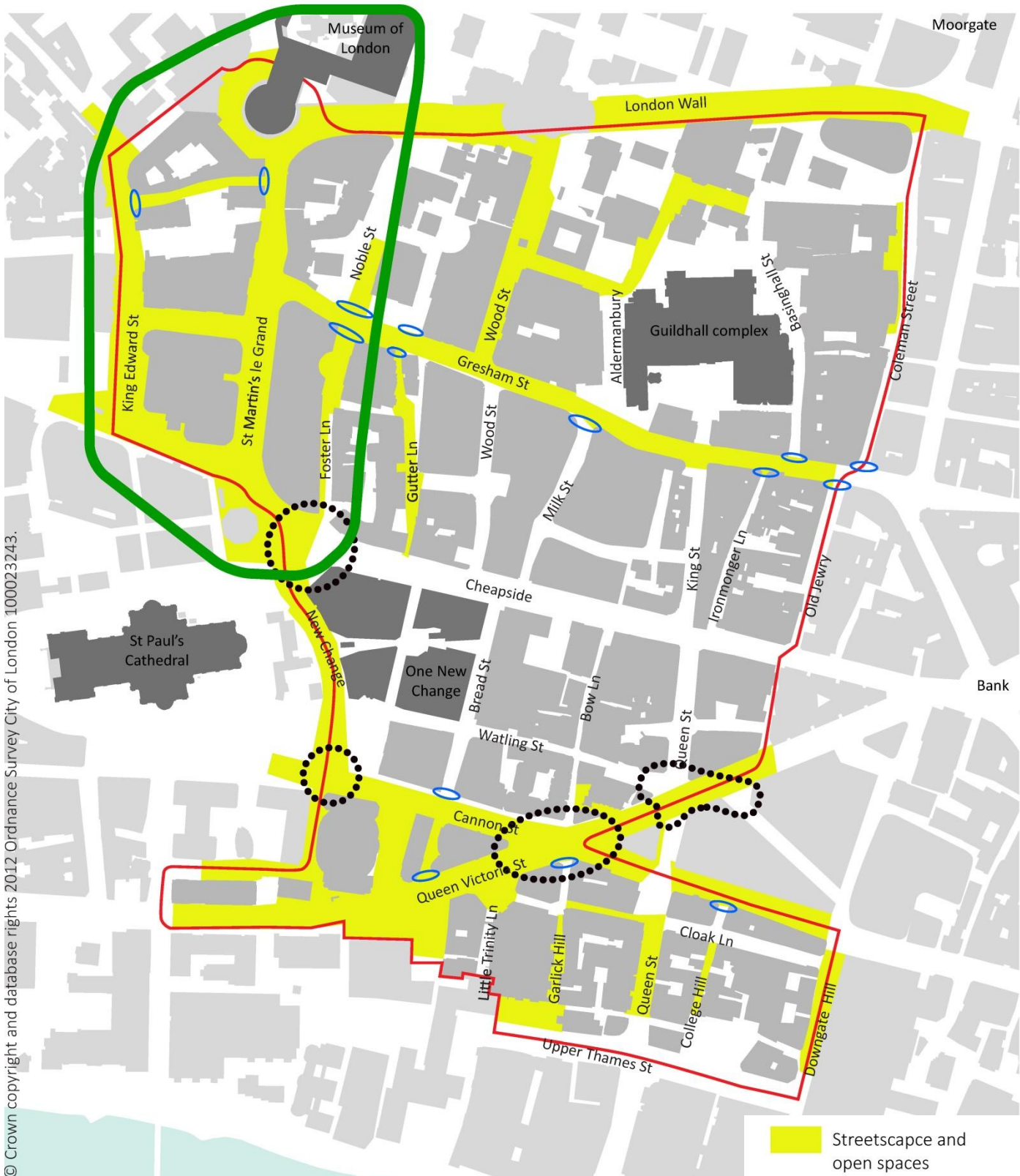
- |                    |                              |   |  |
|--------------------|------------------------------|---|--|
| ① Cheapside        | ⑦ Gresham Street (parts)     | ⑬ Aldermanbury                          | ⑲ College Street / Whittington Gardens |
| ② Bow Lane         | ⑧ Ironmonger Lane            | ⑭ Aldermanbury Square                   | ⑳ 1 London Wall Scheme                 |
| ③ Bow Churchyard   | ⑨ King Street                | ⑮ Noble Street                          | ㉑ Carter Lane Gardens                  |
| ④ Foster Lane      | ⑩ Queen Street Interventions | ⑯ Guildhall Entrance                    | ㉒ St Paul's Churchyard                 |
| ⑤ Milk Street Area | ⑪ Watling Street             | ⑰ Basinghall Street                     | ㉓ Paternoster Square                   |
| ⑥ Wood Street      | ⑫ Bread Street               | ⑱ Basinghall Avenue / Girdlers' Gardens | ㉔ Paternoster Row                      |
|                    |                              |   | ㉕ Friday Street Gyratory               |

## Projects Completed under the 2008 Cheapside Area Strategy

<b>Project</b>	<b>Description</b>
Bow Lane	Re-paving the lane to create a more robust and improved environment, together with planters. Completed 2008.
Bow Churchyard	Re-landscaping the space to create a refreshed public square with a better connection to surrounding buildings and retail units and an enhanced space for people to rest. Completed 2011.
Foster Lane	Significant widening of footways and re-surfacing to create more space for pedestrians and improve access. Completed 2009.
Milk Street Area	Creation of a pocket space at the southern end of the street with tree planting and seating, together with lighting and access enhancements to form a more comfortable walking route. The lighting in Honey Lane was not able to be installed due to the demolition of the neighbouring building. Completed 2012.
Wood Street	Re-paving and access improvements to better link the street to Cheapside. Completed 2010.
Gresham Street Central	A raised pedestrian table and footway widening to form an enhanced and more accessible street environment. Completed 2010.
Gresham Street East	Widening and re-surfacing the footways to provide a more comfortable street environment. Completed 2011
Cheapside Stage 1	Footway widening and re-paving works around One New Change. These works were completed in October 2010 and have provided an enhanced environment around the new shopping centre with clear connections to the surrounding streets.
Cheapside Stage 2	Re-modelling of the junction of New Change and Cheapside to remove the guard-railing and form simple straight-across crossings with a neutral impact on traffic, together with the widening of footways. This element of the works was completed December 2010 and has been a significant success with greatly enhanced pedestrian comfort and safety.

Cheapside Stage 3	Footway widening by 3 metres on each side of the street, re-paving, tree planting and other improvements along the main section of Cheapside between One New Change and Queen Street. The sunken garden on the corner of Cheapside and New Change was also re-landscaped and step-free access was incorporated. The scheme was completed in July 2011 and has created an enhanced and more comfortable shopping street with trees for added shade and pollution mitigation.
Cheapside Stage 4	Improvements to Poultry, incl. widened footways, raised pedestrian tables and re-paving. The works were substantially completed in June 2012.
Cheapside Stage 4a	Improvements to the junction of Gresham Street and St Martin's Le Grand

# Appendix 3: Plan of key public realm enhancement opportunities



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- Streetscape and open spaces enhancements
- Junction improvements
- Courtesy crossings
- Museum of London Gyrotory Public Realm Enhancements