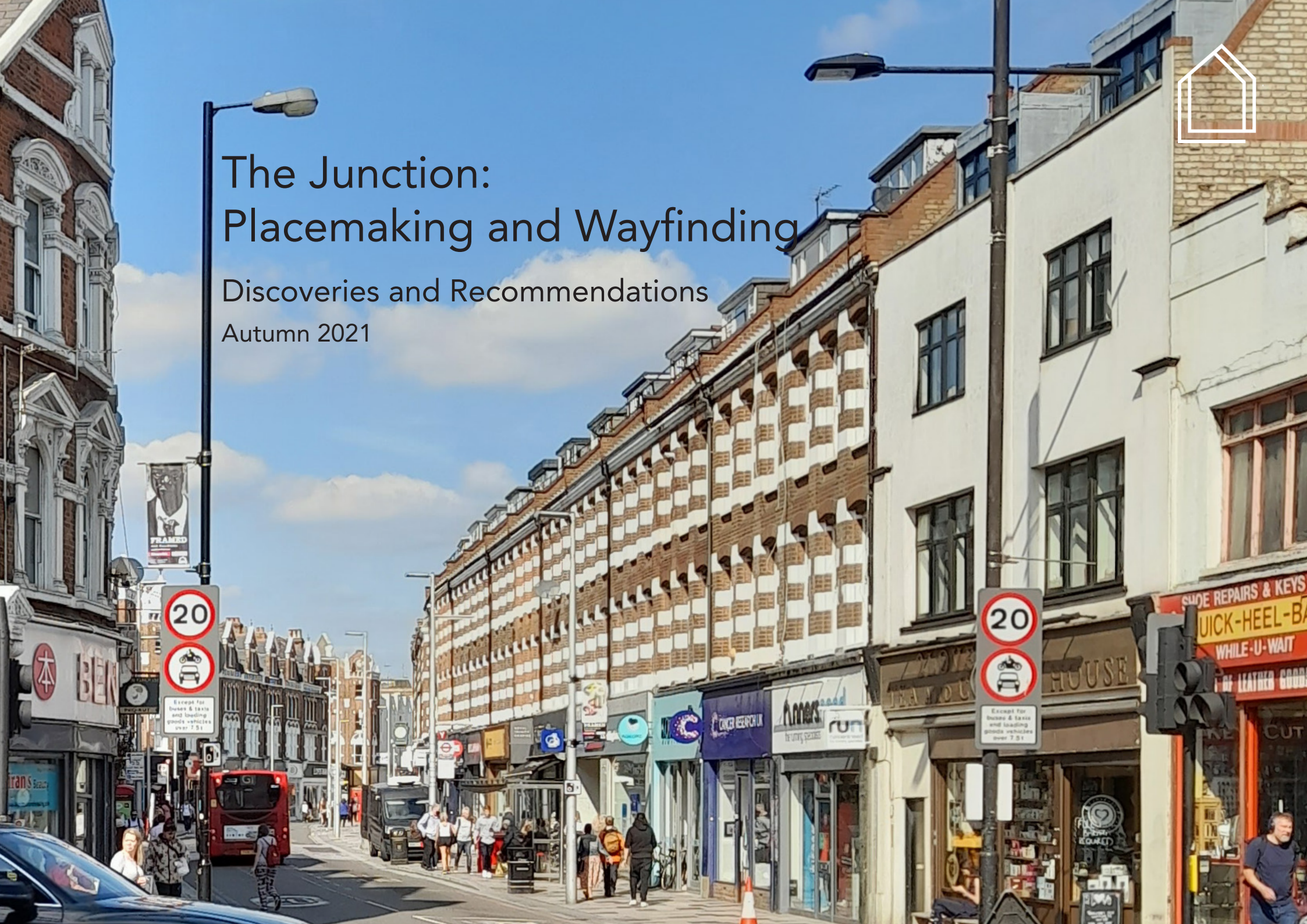


# The Junction: Placemaking and Wayfinding

Discoveries and Recommendations

Autumn 2021









# Contents

This report was produced by The Glass-House in November 2021 to capture the key discoveries and recommendations which have emerged through *The Junction: Placemaking and Wayfinding Project*. This key findings have been captured in the Main Report, and then a detailed capture of each workshop and activity has been included in the Project Activities and Evidence Report. This document contains both reports.

## Main Report

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Northcote  
RECORDS

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Philas & Sweet

huttons

Bellevue  
CLEANERS

ultraviolet

buona sera

BabEL

KENNESSY'S

MACMILLAN



# Context

## About The Junction

Clapham Junction lies at the heart of Battersea. Immediately to its north are areas among the most deprived in London; to its south are areas among the most prosperous in the country. It is a transport hub where people from different communities congregate, but do not meet together. The Junction thus lacks a clear identity, even its name is misleading. From the crossroads near the station, shops, bars and restaurants spread far to the east, west and south, along streets each with their own identity, disconnected from each other.

## The Junction in the Wake of Covid

The Junction has been badly affected by the pandemic; shops, bars and restaurants have all closed for good, and the two main entertainment venues, Battersea Arts Centre and The Clapham Grand, have been badly hit. Although some new businesses have opened recently, the crucial Arding and Hobbs building will remain empty for the next two years whilst it is redeveloped.

Businesses are reopening in a changed environment, not least because it is not clear whether or when traffic through the station, the busiest in the country outside the central London terminals, will return to anything like its former levels. And there now seems no prospect of the much-needed redevelopment of the station going ahead at least within the next decade.

As the different local communities and businesses adapt to these new circumstances, there is an opportunity to develop new partnerships, new approaches, and to create a new set of identities for The Junction.

The Junction Business Improvement District (BID) is in a unique position to foster partnerships between businesses and a wide range of community groups and organisations to determine how best to use new approaches to enhancing the identity of The Junction, respecting the varying character of its different parts, and helping to develop new characters.



# The Junction: Placemaking and Wayfinding

A consortium led by The Junction BID and including a range of community organisations in Battersea secured seed funding from the Mayor of London's High Streets for All Challenge Fund for the initial stage of a project to enhance the environment in Clapham Junction (Battersea) for residents, visitors, businesses, and other organisations.

The Glass-House Community Led Design, a national charity that champions and enables public participation and leadership in design and placemaking, was brought in by The Junction BID and consortium partners to help them develop a strategy and action plan for their programme of walkabouts. To help capture and consolidate the group's learning and ideas.

The aim of this first phase of the initiative was to use walkabouts and discussion groups to focus on a community-led examination of the key features of the Junction, and on the activities that take place within it. Through *The Junction: Placemaking and Wayfinding Project*, the consortium set out to understand The Junction's strengths, weaknesses, opportunities and challenges.

This involved exploring the physical and cultural heritage and infrastructure of The Junction, assessing the character of streetscape, public realm, heritage and cultural assets. The group was also keen to look at the diverse activities that take place at The Junction during both the day and night time, and people's perceptions of them, in order to help inform and strengthen a future night time strategy for The Junction.

The project set out to build on the rich local history of social action among consortium partners and within the wider community, and to lay the foundations for a longer-term initiative to build a network of community-led and cross-sector collaborative action that could create space for conversation with creatives / individual artists and local businesses.

A total of 90 people were involved in the walks and talks, roughly half women and half men. Ages ranged from children in buggies and those being collected from school, through to two groups of teenagers (24 in total), to a strong representation of people aged 50+. There was also a strong representation of ethnic minorities (and a group undertaking ESOL classes),

particularly among teenagers and mothers with young children. Two people were in wheelchairs. Community groups involved included the Battersea Society, Katherine Low Settlement, Providence House, What Next? Wandsworth, Waste Not Want Not, and Maysoule Road Community Group, as well as business members of the Clapham Junction BID.

With the news that the council is now proposing to produce a vision and masterplan for the Opportunity Area designated in the London Plan, and as interest in the potential for Community Improvement Districts grows, this project serves as a proof of concept for the value of engaging and activating the community in shaping the future of The Junction.

This report, produced by The Glass-House in November 2021, draws together the findings of *The Junction: Placemaking and Wayfinding Project*. It maps the activities carried out in October and November 2021, shares the consortium's learning and sets out their key priorities and recommendations which have emerged through the activities to date.







# Project Journey

This spread shows an overview of the project journey, chronologically documenting the workshops, walkabouts and the initial project outcomes. These have been colour-coded for clarity, which is continued through the document for ease of viewing.

## Kick-off Workshop

1 October 2021

The Kick-off Workshop was a fast-paced interactive space to explore the possibilities of unearthing and mobilising assets within their community to drive change, and to consider the process of engaging members of their community through a series of walkabouts as a method of both research and wider engagement.

The workshop took a co-design approach to working with the partners, exploring key urban design features of The Junction and offering a loose framework for conversation and to co-design a programme of collaboration.



## Walkabout Activities

October / November 2021

Building on ideas developed at the Kick-off Workshop and returning to the working group's original brief, the consortium partners arranged various engagement activities to kick start a community-led examination of The Junction.

Themes explored included:

- Identity
- Movement & wayfinding
- Public realm
- Green space
- Safety & security
- Reasons for visiting





## Sharing & Action Planning 16 November 2021

The last workshop with The Glass-House focused on sharing the various findings, discoveries and stories from the engagement activities led by the consortium partners between mid-October and mid-November.

They then organised and prioritised recommendations before applying an action planning framework to consider how to activate change and to identify potential next steps for the consortium.





# IDENTITY

burning  
cells

Shop  
SIP  
UKH, 11/12

Establish a Design Code

Need for  
Secret  
Art

Folcan Road  
N of Glen Rd  
Recognize edge  
for contour  
steep - valley  
ridge.

Public Art

## Design Code for Shops:

Art / light  
installations  
for JUDGE

Design	Code
--------	------

Street  
cleaning

Community engagement

Popularity

Publicity  
Add for CJ  
conferences for  
main body  
press's info.

Ident  
sub  
-5  
2

GREEN INFRASTRUCTURE  
SPIRIT SPACE

Notes

Thick lines  
left boxes  
larger lines  
etc. etc.

Attitudes  
Skills  
Person

Le position  
lythique  
in setting  
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Age  
School  
Eng

Trees +  
plantings

Flask + New

find her  
hinges

See m

10/10/10



المجلس  
العلمي

Public  
Health  
Forum

Number  
Level  
Space

Thick  
leaf bases  
longer than  
leaf  
spines

3-2-21

204 205 206 207 208

3430



315

570

FACT





# Identifying Social, Economic & Political Drivers

When identifying the themes to explore through this project, we acknowledged that Clapham Junction, as is any place, is inextricably bound to local, London and national forces, agendas and objectives, be they social, economic or political, as well as to their points of intersection.

Indeed global shifts in how we interact and communicate with each other, how we are shopping and resourcing our needs, and tackling the climate emergency to name just a few, are also inevitably shaping what we want, need and expect from our local places.

Alongside this are the respective realities and budgetary challenges facing our national government, local councils, the rail industry, local organisations and families.

The pandemic continues to bring a sense of uncertainty, and continues to impact on our daily lives, as well as making planning in the short-term challenging for all of us.

At a local level, the shift from bricks and mortar retail has been pronounced, so much so that the retail offer in all parts of The Junction is hugely reduced from what it was. Many who used to shop there no longer do so and there will soon be increased competition from the new town centre at the Power Station.

The Junction is home to a diverse range of communities, who occupy and make use of different parts of the town centre. Each is grappling with its own relationship with The Junction, with others within it, as well as with the travellers and visitors who pass through it every day.

We spoke a great deal about the different 'zones' of The Junction, how the balance of uses and users is very different between them, and how there are both physical (e.g. crossing busy roads) and cultural barriers that divide them. The economic drivers and circumstances, such as levels of affluence and deprivation, as well as rent levels for homes and business premises, also vary considerably from one part to another.

However, there was the general feeling that in all of this complexity, amidst all of these challenges, lies also opportunity. This is why shaping the future of The Junction has to create a safe space for people to explore all of this through dialogue that challenges sectoral boundaries, and that mobilises a shared dialogue, collaboration, and some degree of experimentation.

The following section outlines some of the key recommendations that emerged from this first stage of exploration, engagement and dialogue.



# Key Themes & Emerging Priorities

## 1. Identity

The Junction forms a point of intersection between various neighbourhoods, each with its own identity, and while individual parts of the town centre (e.g. Lavender Hill, Battersea Rise) have strong and distinctive identities, this is not true for Clapham Junction as a “place”.

The identity problems of Clapham Junction as a whole begin with the name itself. This is not Clapham, an entirely different part of London, yet some business owners use Clapham (without the “Junction”) in their name, creating a sense of confusion.

At the same time, one of the core local attractions, Battersea Arts Centre, places itself geographically within the heart of Battersea, as do various local interest groups. Indeed, many local residents are adamant that the Clapham Junction area should be referred to as Battersea and talk often about it.

## 2. Wayfinding

The Junction can be a confusing and difficult place to navigate for those who don't know it. Emerging from the rail station there are few visual clues to set you on the right path, with limited signage and multiple exits. Once you leave the station, it is difficult to know which way to go to find key points of interest within the area.

## 3. Mobility & Accessibility

Movement around The Junction streetscapes is challenging for the physically and cognitively impaired and for the able-bodied alike. Much could be done to improve movement and accessibility around The Junction.



Photo taken during the second workshop identifying emerging themes from the walkabout activities



## 4. Safety & Security

There were mixed perceptions of safety and security in The Junction, and recent events in the public eyes have certainly played a role in influencing these.

Road safety, through the reconfiguring of street junctions and crossings and through and more stringent enforcement of traffic laws, was seen as a key area for potential improvement of safety in the area.

## 5. Green Infrastructure

There is not enough green in the area around Clapham Junction. This was a clear message from the vast majority of those who led and participated in the engagement activities.

However, participants saw great opportunity for improvement, through the strategic use of planting and greening, and through the activation of local people and businesses to help drive change and maintain planting.



Stills from video capture from a Walkabout completed with local young people from the Providence House Community



# Key Themes & Emerging Priorities

## 6. Maintenance

There was also a consistent message of concern about the general maintenance and cleanliness of The Junction Streetscape, with multiple stakeholders identifying areas that they felt did not cast The Junction in a positive light for residents, existing or potential businesses, or for visitors.

Is thought to be dirty and unkempt, and many buildings, public as well as private, are not well-maintained.

Participants recognised that this was not simply about street cleaning, nor was the responsibility solely with the council. They identified specific problem areas, and some of the challenges and opportunities that come with shared responsibility for maintenance within The Junction area, as well as a complex landscape of mixed ownership and accountability.

## 7. Spaces For Connection

The geography of The Junction, along with its diverse communities, makes the need for spaces for connection, both with and across generations, social and cultural groups, and across sectors, invaluable.

Examples of these types of spaces exist already at Providence House and the Katherine Low Settlement, but there is seeming lack of awareness among some of what is on offer locally. More research is needed to map and understand where people are connecting now, be that through community organisations or public spaces, where the gaps are, what more could be done to help people connect with the spaces that are already there, but also how they could be improved.

## 8. Children & Young People

This process did involve some young people, but there was the clear view that more needs to be done to involve children and young people in this conversation. This is crucial in order to ensure that changes being made create a wide range of opportunities for them in the The Junction.

It also became clear that the engagement process itself could help unlock young people's knowledge, talents and creativity, and that engagement done well could mobilise them to become more confident, empowered and active citizens.



## 9. Meanwhile Uses & Pop-ups

This was seen as an untapped opportunity to drive change locally, with potential to help test ideas, enliven the area and create new opportunities for socio-economic development. It was felt that it was important to think outside the traditional pop-up boxes to find ways that this could work in The Junction landscape.



Still from video capture of local business owner Ray Duhaney of VE Kitchen, discussing activating meaningful change within the Junction as part of Black History Month

## 10. Public Art & Creative Initiatives

This emerged again and again as a potential resource for the betterment of The Junction, not only as a means of producing physical outputs, but as a means of providing a frame and process for engagement and inclusion.



Photo taken during the first workshop where the consortium led The Glass-House on a Walkabout





GENERALLY  
FAMILIES  
W/ ADULT KIDS  
20-50 YRS.

VICTORIAN  
TERRACES

PROFIT LIMITED  
EVERY  
WEEKEND

MOVE KIDS + DOG WALKERS  
TOWARDS GREEN SPACE



ST. JOHN'S  
LIMITED  
W/ ADULT KIDS  
20-50 YRS.

ESTATE (AS IT  
IS) IS A  
BARRIER  
TO THE  
CITY

CROSSING  
NOT IDEAL

BLISS CAR ROAD

SECONDARY VEHICLE

QUARTER  
LIVING  
TO SUIT



# Key Recommendations

*The Junction: Placemaking and Wayfinding Project* was the start of a much bigger conversation and demonstrated that much is to be learned through creating the opportunities for dialogue and collaboration. The activities carried out over a two-month period produced a long list of recommendations; some specifically targeted to particular places and actors in the placemaking landscape, others much more strategic, some quick wins and others requiring long-term vision and planning.

We have identified the following key recommendations for the next stages of collaboration and action.

## 1. Continue to Map The Junction

- Build on the activities carried out during this project to bring more people into the conversation through walkabouts and other forms of mapping.
- Explore the use of social media and other digital platforms to help gather information, voices and stories (We did not venture into this in this phase of the project, but all agreed it was an area of huge potential to explore further).
- Work with university students to help bring person-power and technical expertise to this process. The Glass-House was able to connect The Junction BID with a module at UCL Bartlett School of Planning, which creates such an opportunity for collaboration between January and March 2022.
- It would be valuable to do more work to map quantitative and qualitative data together, to explore where statistics and public perceptions overlap or diverge.



Photo taken during the second workshop identifying emerging themes from the walkabout activities



# Key Recommendations

## 2. Use the Architectural and Cultural Heritage of the Area as a Means of Connecting Past, Present & Future

- Be more demanding about the quality of shop fronts and upper stories, setting clear design standards, that are appropriate to the character of the buildings and neighbourhoods. Develop a design code for the conservation area, perhaps tapping into guidance and support from Historic England.
- Build on the history and stories of the area to help celebrate the rich cultural heritage.
- Celebrate and enhance that heritage through considered planning that respects the past, addresses the present and plans for the future.

## 3. Improve The Junction's Streetscapes through a Series of Small and Large Urban Design and Management Moves

- Work with Network Rail to improve the way Clapham Junction Station connects to the surround streetscapes in order to build shared objectives and mobilise joint resources to drive improvements.
- Review the positioning of street crossings and bus stops to improve accessibility, safety, traffic flow and air quality.
- Use lighting more strategically, to improve safety and to enliven and beautify dark and dingy parts of The Junction, whilst supporting the green agenda.
- De-clutter the streets, reducing street furniture through a more targeted and rationalised approach.

- Organise more regular maintenance and deep cleaning.
- Work with landlords and tenants to ensure better maintenance of both public and private buildings, and to ensure that entrances to them are welcoming rather than forbidding.



Image of Battersea Library





ARDING & HOBBS

ARDING & HOBBS



20



# Key Recommendations

## 4. Drive Sustainability & the Green Agenda through Good Placemaking

- Create a green infrastructure strategy which maps and connects existing local green spaces, and creates opportunities for new ones.
- Improve the quality of streetscapes and the experience of people using them through better planting and the creation of more biodiversity.
- Build on and connect with local and national initiatives to support sustainable behaviours.

## 5. Activate Design, Public Art & Other Creative Initiatives

- Use creative initiatives as a pathway into engaging more diverse members of the community in activating change, and at the same time create skills development and improve employability.
- Encourage local artists and creatives to help improve the public realm and shape a Junction identity.
- Work with both urban and graphic designers to help shape and implement an effective, attractive wayfinding strategy.
- Think about how programmes of cultural activities could be curated by, with and for the local community as a means of improving the cultural offer (and the night time economy) while boosting footfall for local businesses.

## 6. Create Space For Experimentation & Prototyping

- Use meanwhile and pop-up projects to test ideas and to help correctly locate more permanent initiatives.
- Use small-scale projects as a way to test processes as well as achieving targeted outputs and outcomes. Learn from these projects to help evolve and iterate processes.
- Don't be afraid to try things. Nothing is wasted if lessons are learned.

## 7. Empower and Activate Children & Young People as Champions and Drivers of Change

- Create inclusive and engaging opportunities to invite children and young people into the placemaking conversation through building partnerships with schools, colleges, play and youth networks.
- Use the placemaking conversation as a frame for introducing children and young people to new skills, careers pathways, and opportunities for interacting with older generations.
- Tap into the skills and networks of young people to activate different kinds of conversations (e.g. through social media) and to extend the reach of existing conversations.



Still from video capture from a Walkabout completed with local young people from the Providence House Community



# Key Recommendations

## 8. Build an Infrastructure for Community-led Action & Cross-sector Collaboration

- One of the clear findings of this small project was that there is a rich tapestry of relationships, skills and networks within the local community, including individual residents, small community groups, community and voluntary sector organisations, local businesses, education providers, healthcare providers and others.
- However, mobilising these local resources effectively would benefit from a more formal infrastructure to support community initiatives and cross-sector collaboration which can serve as a convener and enabler of connections and conversations.
- Ideally, this infrastructure would help bring resources together from different programmes and funding sources, but also tap into Network Rail and local-authority funding across a number of departmental budgets linked to placemaking, health and well-being and to developers contributions through CIL and Section 106.
- Better infrastructure for collaboration could help mobilise and connect lots of smaller community-led projects with larger-scale change driven by the public and private sectors.
- Such an infrastructure will provide an invaluable network for visioning, master-planning and placemaking looking forward, as well as offer an immediate route into co-designing design codes and co-planning with the community.



Image of Battersea Arts Centre taken during the first workshop



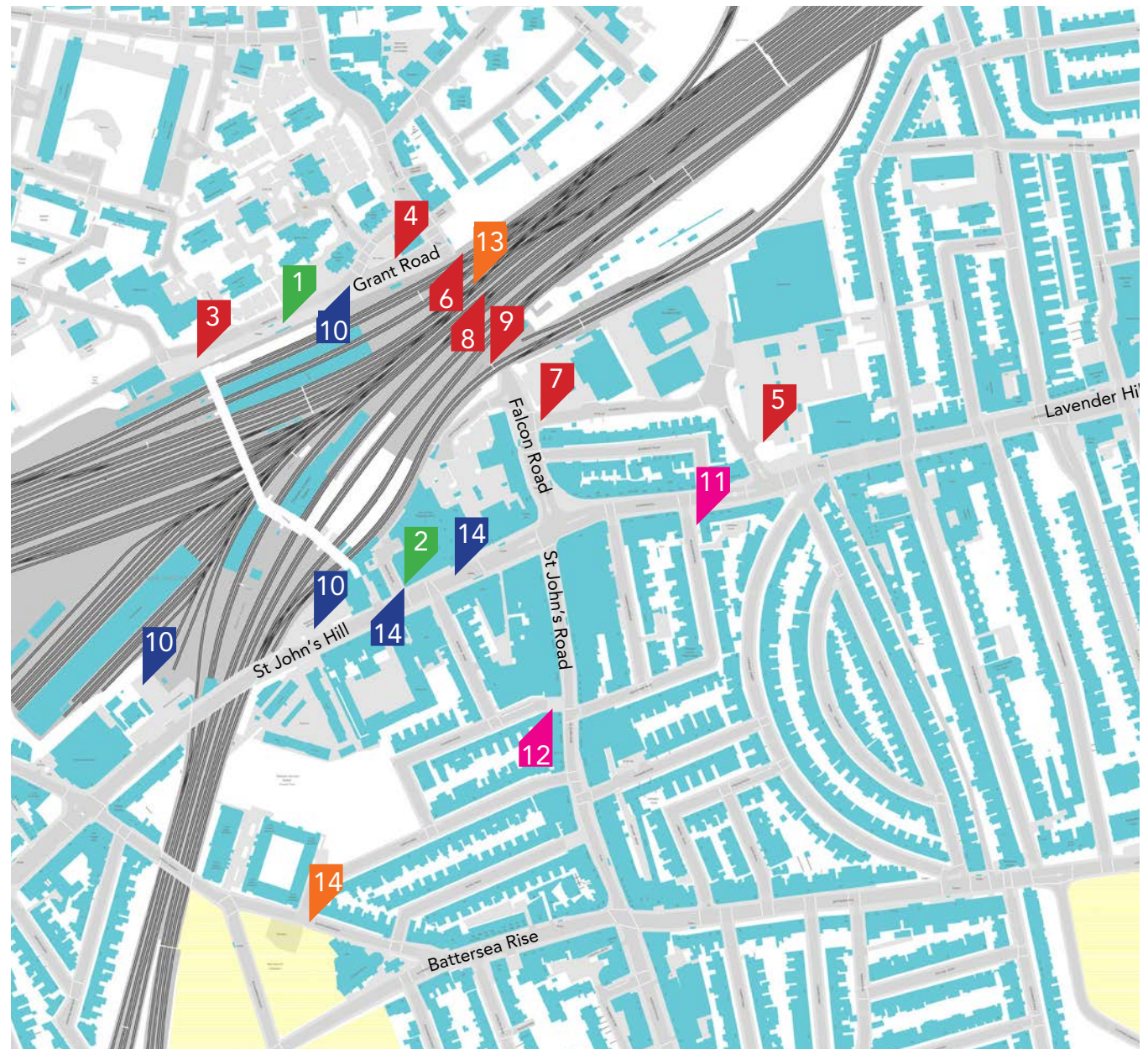




# Map of Discoveries & Recommendations

The map of discoveries and recommendations illustrates the site-specific suggestions that emerged through the walkabouts, activities and conversations, compiled by the consortium partners.

The icons have been colour-coded according to theme, and correlate with the key on the opposite page. This mapping exercise illustrates the key areas which have emerged as points of focus through the walkabout activities.



# Key

## Activating Community & Business

- 1 Activation of Grant Road through local markets
- 2 An alternative location or radically-improved design for the flower stall outside the station entrance

## Identity

- 3 Clean up and repaint Grant Road
- 4 Consider Grant Road as part of the night time strategy
- 5 Remodel and replant the area in front of the ASDA car park
- 6 Clean walls and pavement under Falcon Road tunnel regularly
- 7 Install pigeon deterrents under Falcon Road tunnel
- 8 Consider a lighting strategy in Falcon Road tunnel, opportunity to consider this as part of The Junction's night-time strategy

- 9 Develop a scheme (potentially local competition) to repaint and decorate the walls under Falcon Road tunnel with murals and public art

## Wayfinding

- 10 There is a dire need for better signposting, maps and Wayfinding at the station and at each of its three exits

## Public Realm & Green Space

- 11 Create new pedestrianised areas with seating at the foot of Beauchamp Road and at Prested Road
- 12 Re-site the stall at the foot of Eckstein Road

## Movement

- 13 Review pavements and facilities for pedestrians to cross Falcon Lane and Falcon Road

- 14 Reduce the width of unnecessarily wide junctions at Station Approach and Boutflower Road

## In All 'Zones' of The Junction

Some of the recommendations that emerged where directed towards The Junction as whole.

This includes the main streets that make up the Heart of Battersea; Grant Road, Falcon Road, St John's Hill, St Johns Road, Northcote Road and Battersea Rise.

- 16 Install large banners and wayfinding notices at each of the main entrances to the town centre
- 17 Establish an annual competition for the best-kept and attractive shop front in each of the main streets
- 18 More regular rubbish collection, and regular removal of accumulated rubbish with a focus around the station
- 19 Create facilities in the town centre for community groups



# Shopping List of Recommendations

The shopping list of recommendations highlights the sheer volume of suggestions captured during the walkabouts and activities undertaken by the consortium partners. This list serves as a reference point and capture of all that surfaced during the walkabouts and activities as well as functioning as various starting points for activating change around The Junction.

## Arranged by Theme

The shopping list is a capture of the raw data from the recommendations that surfaced during the activities. This list is arranged by theme and focuses on the key drivers for mobilising change around The Junction.

This list also suggests organisations that need to be engaged within the conversation when moving the project forward and highlights a potential lead (in pink) for the recommendation, which has been identified by the consortium working group.



Participants from the first workshop on a trial walkabout of The Junction

# Shopping List of Recommendations by Theme

Theme	Recommendation	In Dialogue With
Activating Business & Community	Activation of Grant Road through establishing markets for local goods	Council, BID
	Establishment of a corps of "Junction Angels" to act as guides at weekends	BID, Council
	An alternative location or radically-improved design for the flower stall outside the station entrance	Council, BID
	Council to consider case for shop front scheme when funding is available	Council, BID
	Encourage and support pop-ups, including community enterprises	Council, BID, businesses, (key aspects for funding)
	Create facilities in the town centre for community groups	Council, BID
	Flower stalls to connect to community groups to donate unsold flowers	BID, Council, individual businesses



# Shopping List of Recommendations by Theme

Theme	Recommendation	In Dialogue With
<b>Identity</b> Creating a Brand for Clapham Junction	Consider producing branding for the area - to be placed on businesses, websites newsletter etc.	BID, individual businesses, Council
	Create a marketing campaign for the core of The Junction to create a clear brand e.g. 'Clapham Junction, Heart of Battersea'	BID, Council
	Improved lighting, with colour coding for each of the key streets	Council, BID
	BID to explore further the identities of the town centre	BID, Council, individual businesses
	Explore the use of a lighting scheme to celebrate buildings and particular shops around The Junction	BID, Council, individual businesses
	Insert information panels about Clapham Junction and its heritage	BID, Council
	Businesses to be encouraged to show their location as at Clapham Junction	BID, Council, individual businesses
Cleaning and Maintenance	More regular rubbish collection, and regular removal of accumulated rubbish with a focus around the station	BID, Council

Theme	Recommendation	In Dialogue With
Identity Cleaning and Maintenance	Undertake deep clean of pavements and street furniture, including removal of graffiti and old posters	Council, BID
	Add more rubbish bins	Council, BID
	Encourage businesses to clean and keep tidy the alleys at the rear of their premises	BID, Council
Aesthetic Changes	Liaise with owners to improve the visual look of the main entrances to the station, both in terms of wayfinding and aesthetically	BID, Council, Network Rail
	Remodel and replant the area in front of the ASDA car park	Council, ASDA
	Encourage greater use of street art across The Junction	BID, Council, Battersea Society, Battersea Arts Centre
	Install large banners and wayfinding notices at each of the main entrances to the town centre (and on the station) to signal to people that they are entering part of Clapham Junction	BID, Council, Network Rail, TfL
	Establish an annual competition for the best-kept and attractive shop front in each of the main streets	BID, individual businesses, Council



# Shopping List of Recommendations by Theme

Theme	Recommendation	In Dialogue With
Identity Pavements & Streets	Improve maintenance of pavements and carriageways Council	Council
	Removal of street clutter	Council, BID
	Review of precise location and layout of bus stops (using the back-to-kerb layout on narrow pavements)	Council, BID, community organisations, individual businesses
Design Codes	Consider producing a design code for shop fronts and upper storeys of buildings in the Conservation Area, with input from local businesses, landlords and community groups	Council, BID, individual businesses, Network Rail, ShopStop
Grant Road	Clean up and repaint structures on Grant Road and Bramlands Close	Council, BID, individual businesses, Network Rail, TfL
	Consider Grant Road as part of the night time strategy	Council, Businesses, Landlords
Falcon Road & Tunnel	Clean walls and pavement under Falcon Road tunnel regularly	Council, Network Rail, TFL
	Install pigeon deterrents under Falcon Road tunnel	Council, BID, Network Rail / TFL

Theme	Recommendation	In Dialogue With
<b>Identity</b> Falcon Road & Tunnel	Consider a lighting strategy in Falcon Road tunnel, (opportunity to consider this as part of The Junction's night-time strategy)	Council, BID, Network Rail / TfL
	Develop scheme (potentially local competition) to repaint and decorate the walls under Falcon Road tunnel with murals and public art	Council, BID, Network Rail, Battersea Arts Centre
<b>Movement</b>	Reduce street clutter, especially redundant phone boxes and "InLink" boxes	Council
	Reduce the width of unnecessarily wide junctions at Station Approach and Boutflower Road	Council, TfL
	Enforce 20mph speed limit and obedience to red lights	Police, Council
	Review pavements and crossing points in Falcon Lane and Falcon Road	Council
	Improve the maintenance of streets and pavements around The Junction	Council
	Review sitting of bus stops to reduce congestion on pavements and carriageway	TfL, Council



# Shopping List of Recommendations by Theme

Theme	Recommendation	In Dialogue With
Public Realm & Green Space Planting	Find opportunities for more trees to be planted, as well as installing and maintaining more planters	Council, BID, individual businesses
	Encourage cafés, bars and restaurants with outside seating to screen these areas with planters	BID, Council, individual businesses
	Explore alternative methods of greening The Junction, e.g. Living Pillars and green roof for bus stops	Council, BID, individual businesses
Public Space	Review design of existing public realm spaces, and scope for making them more attractive and welcoming, with particular attention to the one at the front of the ASDA car park	Council, ASDA, BID
	Provide more public seating, and re-site the stall at the foot of Eckstein Road to make the seating area more attractive	Council
	Create new pedestrianised areas with seating at the foot of Beauchamp Road and at Prested Road	Council, BID
	Remodel public spaces, especially the one outside ASDA car park	ASDA, Council

Theme	Recommendation	In Dialogue With
Public Realm & Green Space Public Space	Ensure that there is adequate provision of publicly-available toilets, and encourage businesses that offer the community public toilet scheme to advertise the fact	Council, BID, individual businesses
	Re-site the stall at the foot of Eckstein Road	Council
Safety & Security	Speak with night workers to understand more around safety at night in the area	Council, BID
	Tidy up and secure ill-lit spaces and non-public alleys at the rear of shops	BID, individual businesses
	Explore the potential for day and night stewards on the weekends in high vis	BID, Council
Wayfinding	Create better signposting and maps at Junction key locations, which offer directions to different parts of the town centre	BID, Council
	There is a dire need for better signposting, maps and wayfinding at the station and at	BID, Council, Network Rail, TFL



# Collaborators

This was produced by The Glass-House Community led Design in Autumn 2021 for the Clapham Junction consortium.

Written and designed by Jake Stephenson Bartley, Elly Mead and Sophia de Sousa. All images copyright GH unless otherwise stated.

With thanks to all of the participating Clapham Junction consortium partners.



## The Glass-House Community Led Design

The Glass-House Community Led Design is an independent national charity that works to make great places a reality for everyone by connecting people with the design of their places, and design with people.

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[@glasshouseCLD](#)

Registered Charity number 1112094  
Limited Company number 5435630



## Clapham Junction Business Improvement District (BID) Ltd

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London  
SW20 0BU

Company reg no: 11847063

Consortium Partners:



<https://bac.org.uk/>



<https://www.batterseasociety.org.uk/>



<https://www.klsettlement.org.uk/>



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The Glass-House  
COMMUNITY LED DESIGN