

Contents

1. Introduction	page 3
2. The Stage 2 Consultation Process	page 4
3. Key headlines identified from comments to the design options	page 5
4. What type of events would you like to see in Queens Square?	page 6
5. General comments	page 8
6. How the Stage 2 Consultation feedback will help to develop the final design proposal	page 21

1. Introduction

Three concept designs were developed for Queens Square. These were based on feedback received through the Stage 1 consultation that took place in July 2014. The three concept designs formed the basis for the Stage 2 consultations that took place during November and December 2014.

The purpose of the Stage 2 consultations was to remind people of the project aims and objectives, to refer back to the findings of the Stage 1 consultation and to invite feedback on the elements within the concept designs. This feedback will be used to inform the next stage of design development as we move towards a final design proposal.

During the Stage 1 consultation, respondents told us that they wanted to see a “large, open and adaptable space for events” in Queens Square. In order to explore this in more detail, the Stage 2 consultation also asked people to tell us ‘what type of events they would like to see in Queens Square’. This information will help us to determine the size and type of space required and will be used to develop future events programming in the town centre.



2. The Stage 2 Consultation Process

The Stage 2 consultation took place from 24 November to 19 December 2014 and was delivered using a variety of methods including exhibitions, on-line questionnaires, local and social media and targeted meetings with individual stakeholders.

Through the exhibitions and the use of local and social media, a vast majority of people were able to see the design options and from verbal feedback received at the exhibitions, people were generally supportive of the proposed changes to the area.

Details of the consultation and concept designs were sent to over 250 property owners, leaseholders and occupiers in Queens Square and the surrounding areas¹, key strategic partners and the wider business community (including commercial property agents, developers, professional services and existing contacts operating within Crawley Town Centre, Manor Royal Business District and the Gatwick Diamond). These stakeholders were also invited to attend a drop-in session in the Civic Hall on 27 November 2014 where the concept designs were on display and members of the project team were on hand to answer any questions.

A public exhibition was also set up in Queens Square over a 2 week period in December, enabling the public, residents and visitors to view and comment on the concept designs.

A total of 85 responses were received through the on-line questionnaire and targeted meetings. These have been analysed to identify the most preferred design option.

Preferred design option

Curves:	48
Diagonals:	23
Formal:	10
None:	9

¹ all properties in Queensway, The Martlets, Broadwalk, Broadway, Kingsgate, High Street and The Boulevard.

Analysis process

To obtain the above results we have analysed the ‘raw data’ provided by the Client.

We have looked at each participant’s like/dislike comments across the three design options to determine their most preferred design option and allocated a point to it. The points for each design option were then totalled up to identify the most liked design option.

During this analysis process, we found three categories of responses:

- A clear preferred design
- More than one design with positive feedback
- No preferred design

In the case of more than one option with positive feedback, we have looked at the dislike comments to determine the preferred design option. If there was still no clear preferred design, we have allocated a point each to the ‘tied’ design options.

A total of 9 participants did not like any of the design options. In this case none of the designs was allocated a point.



3. Key headlines identified from the comments to the design options

The key likes and dislikes related to each of the design options are listed below:

Formal likes

- Simple, uncluttered layout
- Large open central space usable for variety of events and markets.
- Paving design and colours
- Good amount of greenery, trees and seating
- Water feature is a good focal point

Formal dislikes

- Bland design, too regular with no 'wow' factor
- Central open area is too large and bare
- Fountains cover too large an area
- Lacks smaller spaces for specific activities
- Does not encourage cross-square movement – sides will be too crowded with movement, retail access, alfresco and seating at planters
- Specialist paving – maintenance issues
- Raised planters could encourage skaters.

Curves likes

- More 'organic' softer scheme, cosy, informal, different
- Visually appealing / interesting
- Looks more accessible / inviting
- Curves create a sense of movement
- Curves create natural sitting areas
- Curves create sub-zones within the square for smaller activities
- Curves direct / encourage movement to centre of square
- Curves emphasize central focal point – fountains
- Curves nicely contrast / offset square buildings, break up the straight lines of the square.

Curves dislikes

- Curves may cause an issue with the partially sighted
- Curved planters could hinder pedestrian movement / make it difficult to traverse the square.
- Less space for events
- Planters take up too much area
- Narrow walkways between the planters
- Curves do not fit the location / surrounding
- Not enough green area / trees
- Design could result in crowding along edges in terms of movement

Diagonals likes

- Modern with simple design lines and strong features
- Diagonal lines create strongly defined routes that encourage cross-square movement
- The design allows easy movement between periphery and central area
- The design encourages use of the entire square with/without events/markets/activities taking place
- Good balance between different elements – trees, green areas, paving and water feature
- Strong green elements / more green space – the two large green spaces are like small ‘gardens’ within the square
- The water feature is a good sized central focal element
- The strong geometric lines reflect the stark angular architecture of buildings in a more modern and interesting way, thus help integrate all the buildings including the pavilion into the design
- The diagonals break up the square’s regular lines
- The design provides greater flexibility of alfresco use.

Diagonals dislikes

- Too stark / unfriendly / angular
- Too busy looking / looks messy
- Diagonals / criss-cross pattern of paths creates confusion of movement
- Sharp corners of planters may be a hazard
- Diagonals lure the eye towards the far complex and towards the Broadway, not the surrounding retail
- Not enough seating. No large social seating area

4. What type of events would you like to see in Queens Square?

Most people would like to see events taking place in Queens Square.

The most popular type of events listed is entertainment events such as music festival, open air concerts/theatre, local bands giving performances and street acts/entertainment.

Many people also wish to see markets in the square. Of the people that answered the online questionnaire, 11 would like a regular market, 10 have suggested a farmers market and 9 would like a craft and specialist food market. Two people have suggested a weekly market.

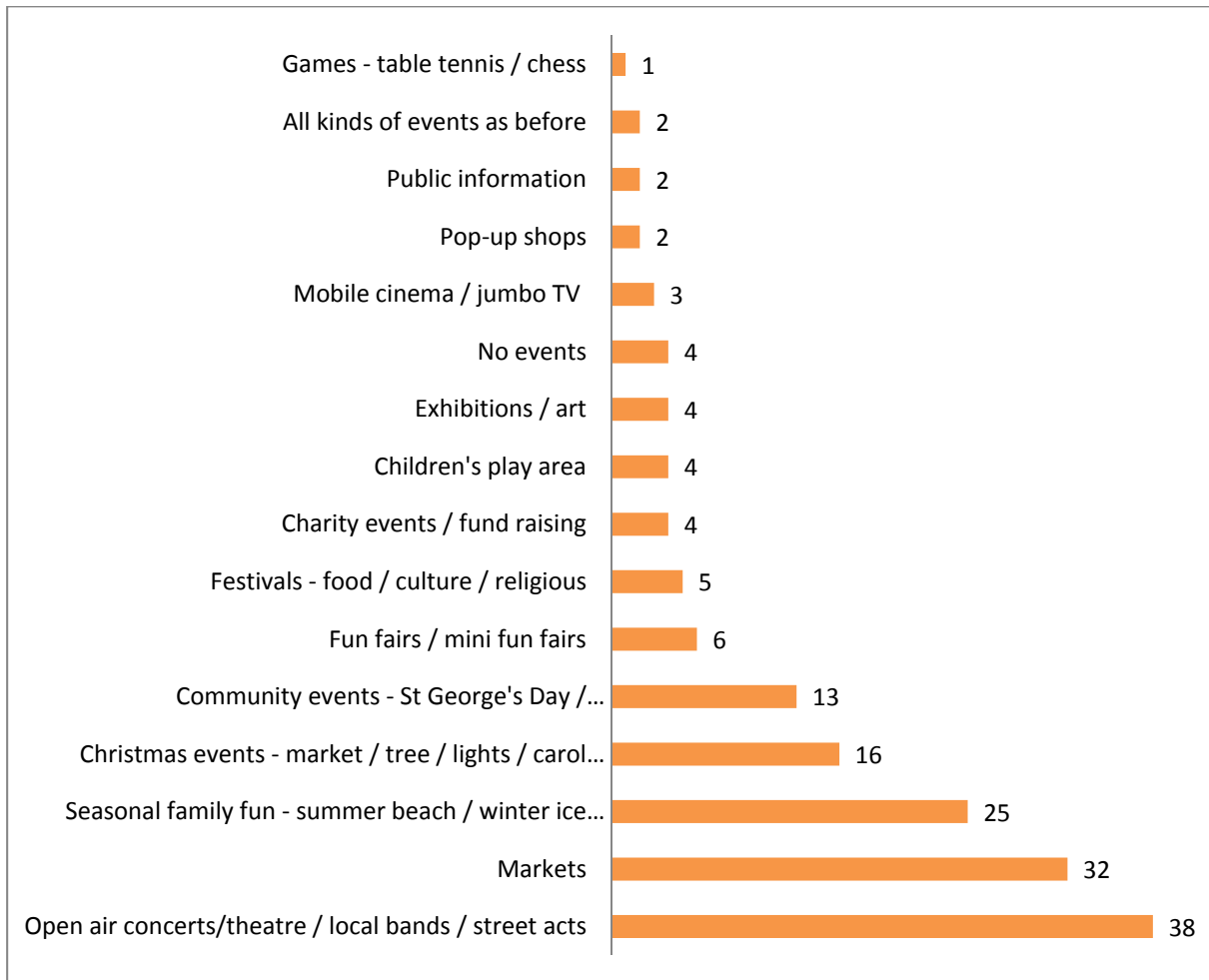
Seasonal family fun events such as last year's summer fun days with beach and an ice rink in the winter are also a popular suggestion

Christmas events and such as a Christmas market, Christmas tree and lighting and carol singing and community events such as commemorating Remembrance Day and celebrating St George's Day have been listed as well.

Other suggestions include fun fairs, food/culture festivals, celebrating all religious festivals, charity fund raising events, children's' play area, exhibitions, public art featuring movable / removable / changeable art by local artists, pop-up shops, mobile cinema, jumbo TV, games such as table tennis or chess and all events as before.

However, four people do feel there should be no noise creating events in Queens Square, rather the square should be a leisure area with a relaxed atmosphere where people can sit down to have coffee, meet other people without being disturbed by noisy events.

The following graph lists the types of events by preference suggested in the online questionnaires:



5. General Comments

A number of general comments were made in response to the 'Any other comments' question.

These mainly highlighted the following issues:

- Ensure accessibility in consideration of needs of partially sighted and mobility impaired.
- Retain bandstand in the square. Re-siting the bandstand to Memorial Gardens could affect the quiet atmosphere of the gardens. One entry considers moving the bandstand a good idea as more space is available for events in the Memorial Gardens
- The water fountains are a good focal point for the square and will provide an element of fun for children in the summer. However the jets could potentially get damaged, experience malfunctions or maintenance issues.
- Improve parking to encourage people to come to the square. Parking should be close by and cheaper to boost shopping and encourage investment.
- All designs should ensure improved lighting
- All designs should ensure good wayfinding/signage
- Improved paving is welcome as currently the paving is in poor condition.
- Exteriors of buildings need to be refurbished. Improve shop fronts.
- All designs must ensure skateboarders and cyclists are discouraged from using the square. Planter edges could be vulnerable to skateboarders
- Also consider improving side streets leading to square.



6. How the Stage 2 Consultation feedback will help to develop the final design proposal

The outcome of the Stage 2 Consultation process identifies 'Curves' as the preferred option.

On taking this design option forward to the next stage of design development, we will ensure that the specific comments to the 'Curves' design as well as the general comments to the 'any other comments' question are taken into consideration to deliver the aspiration of the public for Queens Square.

Framework / design principles based on the 'Curves' concept design will be set out with the aim to extend the design of the square into the pedestrian side streets, these proposed improvements will be undertaken as and when the funding becomes available.

Based on the Stage 2 consultation feedback, the final design for Queens Square will ensure/include the following:

Overall design

- **Accessibility:** universal accessibility for all users at all times in the Square will be ensured
- **Movement:** the design will encourage movement to the centre of the square by creating an interesting central focal point that invites people in and emphasizing the curves of the planters to guide people across the square
- **Skateboarding:** Anti-stake boarding measures will be designed to act as deterrent for skateboarders and cyclists.
- **Sub-spaces:** smaller spaces will be created for specific activities particularly when major events are not taking place

Design elements

- **Water feature:** all the maintenance related issues will be taken into consideration whilst determining incorporation of a water feature in the final design.
- **Lighting, wayfinding:** Improved high quality lighting and way finding will be ensured to improve legibility of the area.

- Curved planters and landscaping will be designed to provide contrast against the strong rectangular shape of the square and add softness to the stark geometry of the surrounding buildings.

