



THE GOODSYARD

Statement of Community Involvement

July 2018 to March 2019 - Part 2 of 9



ballymore.



CONTEXT

AN OVERVIEW OF THE PROJECT
BACKGROUND, PREVIOUS
CONSULTATION, WHO'S
INVOLVED AND THE PURPOSE
OF THIS REPORT



Bird's eye view of the Goodsyard site, looking North-West

OVERVIEW

Soundings have been appointed by the Joint Venture - Hammerson and Ballymore, to facilitate a process of community involvement for the Goodsyard masterplan.

Project Background

In 2014, the original planning applications were made to the London Boroughs of Hackney and Tower Hamlets for the comprehensive redevelopment of The Goodsyard site. In 2015, the Mayor of London called the applications in and directed that he would act as the Local Planning Authority. In April 2016, the Greater London Authority (GLA) Case Officer's Report recommended that planning permission should be refused. The Mayor agreed to defer the determination to allow the Joint Venture further time to evolve the design and work with the GLA planning officers to respond to community and borough feedback.

Since then, the team has been carefully considering feedback on the applications. Following constructive conversations with key stakeholders, the Joint Venture is proposing to update their proposals for the site. This approach will involve important amendments to the planning applications.

Consultation History

Initial outreach took place in 2011, followed by extensive consultation between 2013 and 2015. This engaged over 1,500 local people on the previous applications. Consultation included a range of public events, regular newsletters, a steering group made up of local residents and a community liaison

group. The consultation recorded the areas of most importance locally, setting community aspirations and tracking where the proposals had and had not met these, and why. The 2014 Statement of Community Involvement and 2015 Addendum provide a record of all consultation and feedback and can be found on project website: www.consultation.thegoodsyardlondon.co.uk.

In July 2018, Soundings commenced consultation on the updated proposals for the Goodsyard. Two rounds of public exhibitions have been held in November 2018 and March 2019 sharing updates to the proposals for community feedback.

Soundings have been working with local residents, community groups, businesses and interested stakeholders. We act as an impartial voice in the development process, engaging with the local community to help move towards shared goals for the site and to inform the masterplan proposals.

About this report

This report provides a record of, and findings from, all community consultation events and outreach for the Goodsyard site carried out between July 2018 and March 2019. It explains the consultation process and shares the findings from the exhibition feedback for the updated proposals. It also provides an overview of the proposal updates and key local feedback.

WHO'S INVOLVED?

Hammerson

Hammerson are retail property specialists and are part of the Joint Venture partnership leading the regeneration of the Goodsyard.

www.hammerson.com

Ballymore

Ballymore, also part of the Joint Venture partnership, focus on property development and investment across Europe and in London.

www.ballymoregroup.com

FaulknerBrowns

FaulknerBrowns are the Masterplanners for the Goodsyard, they are also the architects for several buildings in the scheme.

www.faulknerbrowns.co.uk

Eric Parry Architects

Eric Parry Architects have been appointed to design Plot 2. The practice are responsible for several prestigious commercial projects across London and the UK.

www.ericparryarchitects.co.uk

Spacehub

Spacehub is based off Bethnal Green Road and are the landscape architect responsible for the public realm / streetscape and open space.

www.spacehubdesign.com

BuckleyGrayYeoman

BuckleyGrayYeoman are architects responsible for the design of commercially-focussed Plots 1 and 3 within the masterplan.

www.buckleygrayyeoman.com

Chris Dyson Architects

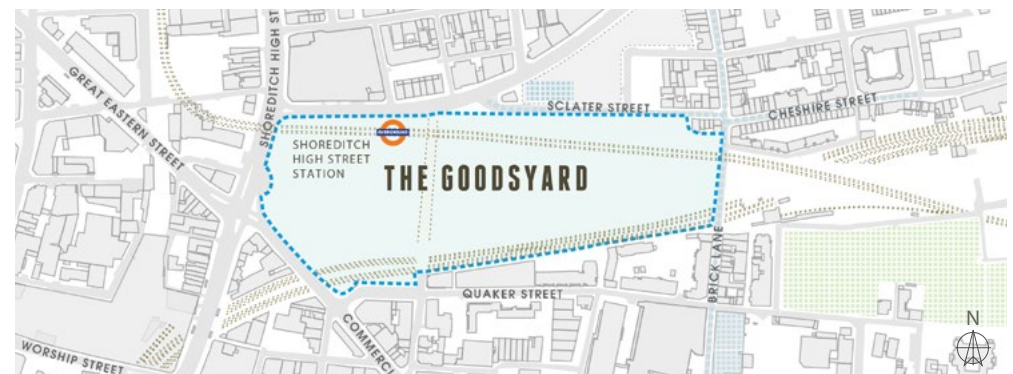
The architect for the residential building on Plot 5 and the Sclater Street Cottages.

www.chrisdyson.co.uk

Soundings

Community engagement and consultation.

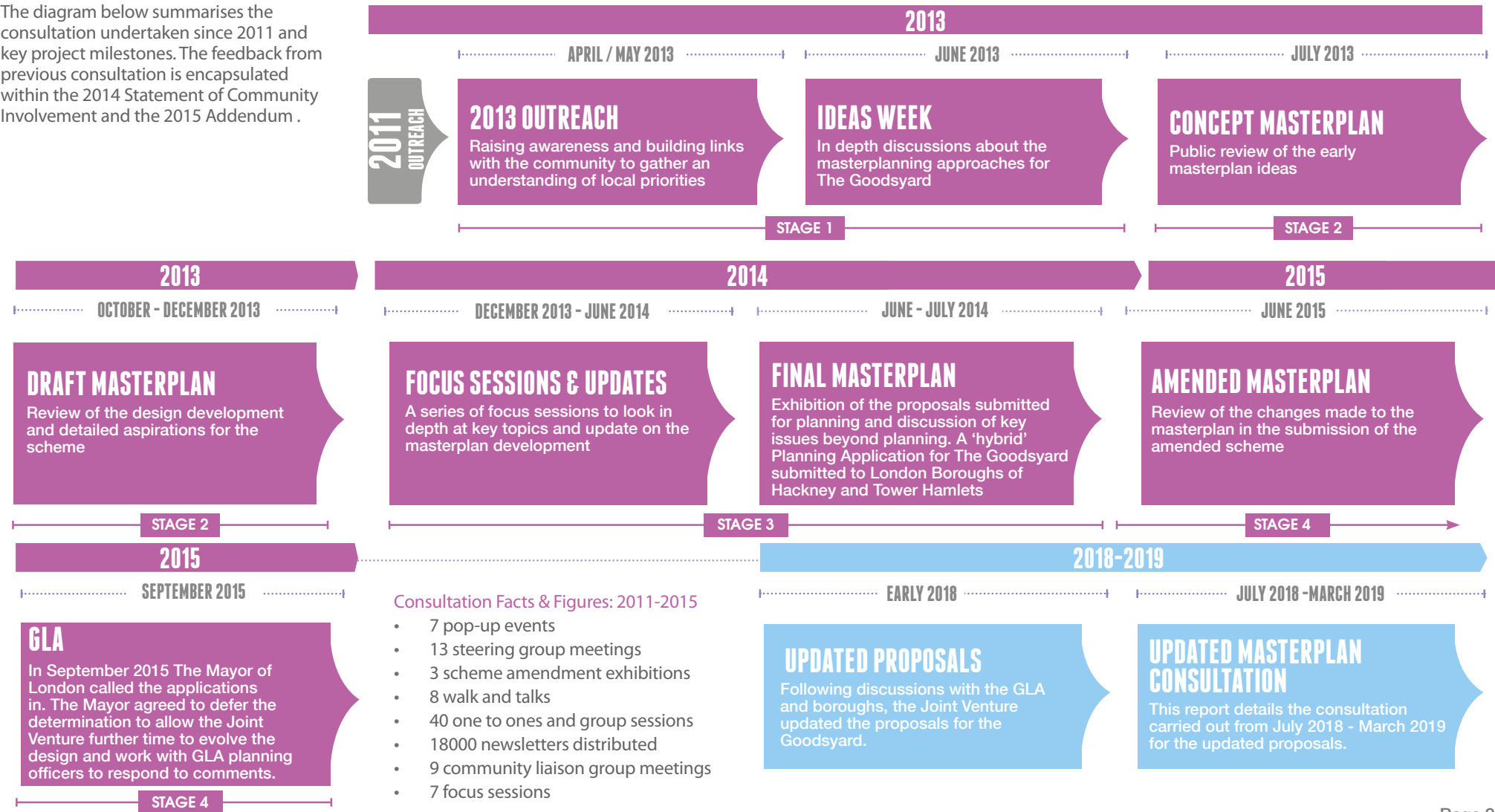
www.soundingsoffice.com



Plan of the Goodsyard site

PREVIOUS CONSULTATION: 2011-2015

The diagram below summarises the consultation undertaken since 2011 and key project milestones. The feedback from previous consultation is encapsulated within the 2014 Statement of Community Involvement and the 2015 Addendum .



UNDERSTANDING THE PLACE

The Goodsyard is the name of the former Bishopsgate Goods Yard site and is the area that surrounds Shoreditch High Street station, from Shoreditch High Street to the west and Brick Lane to the east.

The site is 4.7 hectares in size which is the same as about 7.5 international football pitches. This significant area has been a rail transport hub since the 1840s, but in 1964 a fire left the site mostly derelict. Today, it is back on the map with Shoreditch High Street station which opened in 2010. Currently, part of the site is home to Powerleague and Boxpark who will use the site on a temporary basis until the regeneration is brought forward.

The Goodsyard site straddles the London Boroughs of Hackney and Tower Hamlets and is surrounded by three distinctive character areas: 'Creative Shoreditch' to the north, Banglatown to the South and east, and the City Fringe with Spitalfields to the south and west.

Each of these have their own distinctive characters, urban spaces, architectures, economies, users and residents. The masterplanning process needs to address these differences and develop a scheme that is sympathetic in terms of look and feel, land use, form and scale.

In Hackney, the adopted Hackney Site Allocations Local Plan (2016) outlines this part of the site for employment-led development, recognising that the site is a major development opportunity within the Central Activities Zone, and the Shoreditch Priority Employment Area.

In Tower Hamlets, the adopted Managing Development DPD (2013) allocates the site as a comprehensive mixed use development opportunity. The emerging 'Tower Hamlets Local Plan 2031' published for consultation in October 2017 outlines the land use requirements for the site including housing and employment uses, in addition to a wide range of aspects that the site should respond to. These include building scale, heritage, integrated routes, improved walking and cycling, family homes and open space and ecology.

THANK YOU

We would like to thank everyone who has participated in the consultation process to date and given their valuable input, ideas and time.



Listed arches on the site
Page 10



View from the Goodsyard site over the boundary wall



Looking towards Shoreditch High Street Station



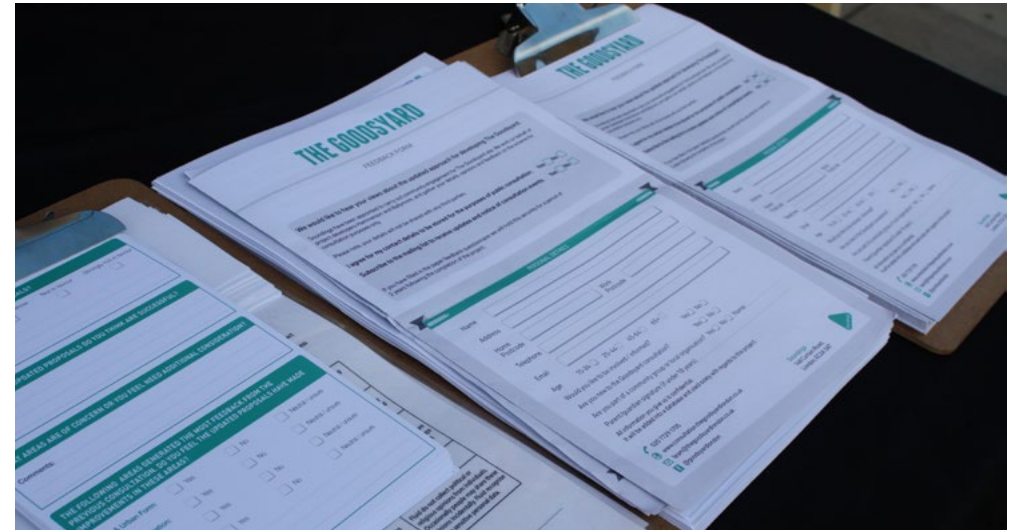
Turntable on London Road



Exhibition, November 2018



Exhibition, March 2019



Exhibition, November 2018

