



THE GOODSYARD

Statement of Community Involvement

July 2018 to March 2019 - Part 3 of 9



ballymore.



EXECUTIVE SUMMARY

A HEADLINE SUMMARY OF CONSULTATION ACTIVITIES AND FEEDBACK FROM 2018 AND 2019 CONSULTATION

UPDATED PROPOSALS 2019 EXHIBITION

06

- The revised building blocks respond to existing block patterns surrounding the site, creating a contextually appropriate urban grain (block footprint).
- The Goodyard will be car-free, has excellent public transport connections and sustainable forms of transport are promoted. There will be long-stay and short-stay cycle parking for residents staff, and visitors; with additional TfL cycle hire spaces provided on-site. New residents will be prohibited from applying for on-street residential parking permits.

PUBLIC REALM MATERIALS



GROUND LEVEL PLAN



MAIN EAST-WEST ROUTE



Positive view of the main east-west route 'Goodyard Way' through the Goodyard site, looking east.

THE GOODYARD

HIGHLINE LEVEL

- The approach to the highline level focuses on regenerating the currently derelict and inaccessible site to provide significant new public areas and green space.
- An important element of this level is to ensure a vibrant 24-7, safe, accessible environment is created through the introduction of a mix of uses that interface the public areas and varied greens spaces.
- A series of interconnected garden spaces extend to and from the Oriol Balcony in the west to the Brick Lane Balcony in the east, creating a large-scale public area at the highline level.
- The highline level aims to provide a green oasis with recreational and respite space away from the busy urban area on the ground floor.
- An important element of this level is to ensure a vibrant 24-7, safe, accessible environment is created through the introduction of a mix of uses that interface the public areas and varied greens spaces.
- 2018 public consultation and local planning policy advocated for consolidated green space to provide a recreational area for the

local community. The Updated Masterplan has removed Plot 9, increasing open green space. Across the site, open public realm includes the provision over 1000m² of biodiverse / green roofs, over 180 trees, over 2500 m² of lawn and significant planting, including invertebrate focused planting as well as bird and bat boxes. It is also anticipated that there will be opportunities for urban farming.

HIGHLINE LEVEL PUBLIC SPACES AND ACCESS

PRECEDENTS FOR THE HIGHLINE LEVEL



INTRODUCTION

Background

Initial outreach in 2011, followed by extensive consultation between 2013 to 2015 engaged over 1,500 local people on the earlier proposals. This included a wide 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 hadn't met these, and why. The 2014 Statement of Community Involvement and 2015 Addendum provide a record of all earlier consultation and feedback and is available on project website:

www.consultation.thegoodsyardlondon.co.uk

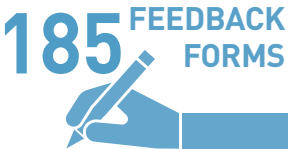
2018 & 2019 consultation

Between July and December 2018, Soundings carried out consultation on the first iteration of updated proposals for the Goodsyard. This allowed local stakeholders and residents to take part in debate and discussion around local needs and design of the updated proposals. Feedback was shared with the Joint Venture and the design team to help inform development of the proposals.

Further consultation was undertaken in March 2019 when the updated masterplan was shared for community review.

This report forms the second Addendum to the Statement of Community Involvement produced by Soundings in 2014. It summarises community engagement between July 2018 and March 2019. The Addendum will be submitted alongside the amendments to the original planning applications.

2018 & 2019 CONSULTATION FACTS & FIGURES





Mini exhibition, November 2018



Exhibition, March 2019



Site tour, March 2019



Exhibition, November 2018



Site tour, March 2019



Theme Exchange, November 2018

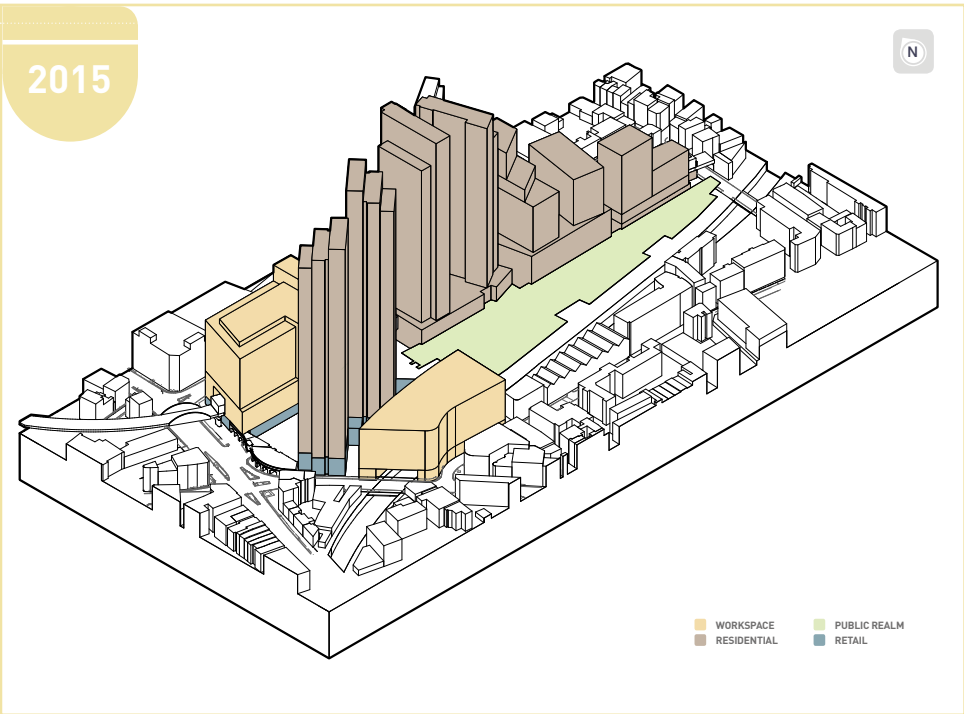


Mini exhibition, November 2018



Theme Exchange, November 2018

PREVIOUS APPLICATIONS



Key Facts

Total Development Quantum: 2,980,000 ft²
Residential - 1,356 units
Retail - 225,000 ft²
Workspace - 870,000 ft²

KEY FEEDBACK THEMES

Height & Massing

Many people felt that the development was too tall. Concerns were focused on impacts of the tall buildings such as overshadowing, obstruction of views and wind tunnels.

Mixed Use

Respondents aspired to see a greater mix of uses across the site, rather than a residentially-focused scheme.

Connectivity

In relation to public spaces, there were calls for increased public links.

Heritage

Requests were made for the protection and restoration of existing local heritage.

Heritage

Requests were made for increased public accessibility to heritage features situated across the Goodsyard site.

2018 MASTERPLAN UPDATES

Height & massing reduced across the site

Massing across the site was reduced by 1,00000 sq. ft of development, decreasing building heights, with the height of the tallest building reduced from 46 – 29 storeys. Massing was also redistributed to better respond to the adjoining areas, focusing taller commercial buildings towards the western end of the site towards the City Fringe.

Refocus towards mixed-use scheme

Greater diversity of uses was proposed with a more commercially-focused scheme, with emphasis on creative industries and provision of flexible work spaces to draw-in start-ups and small businesses. A new cultural building was proposed on the eastern end of the site, and a new hotel was proposed at highline level.

More routes through

The public realm and connectivity of the updated proposals were reworked and adapted to allow greater access through the site. As a result of the new east-west route embedded into proposals, public realm has been increased. Additional stairs and lifts are introduced to improve connections to the highline level.

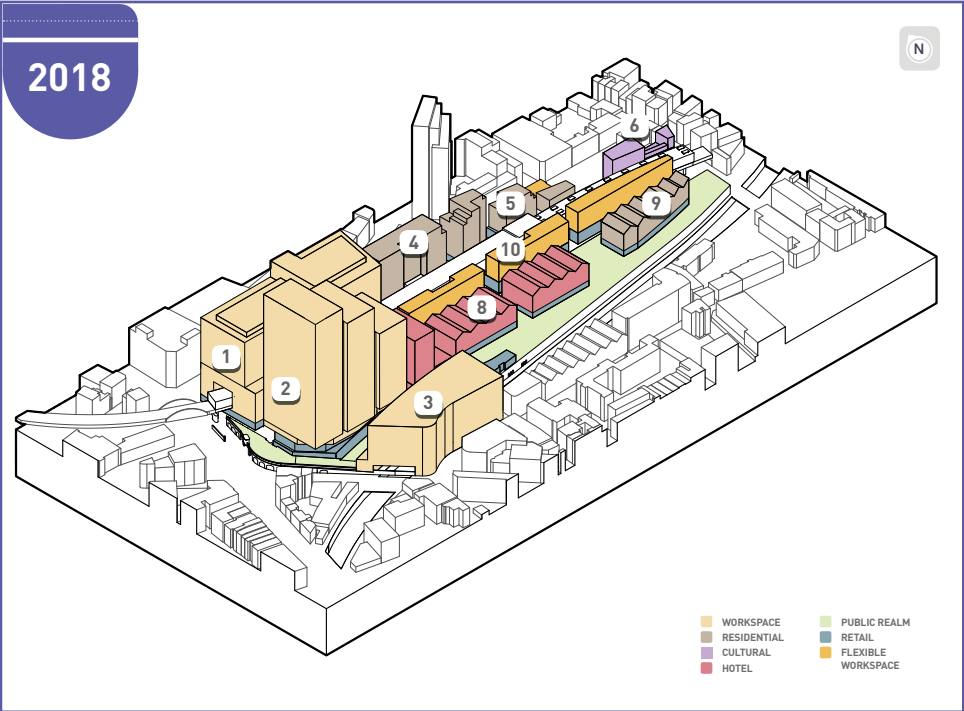
More heritage retained

A range of listed and non-listed heritage assets will be retained including the Braithwaite viaduct, the boundary wall, Weavers Cottage, Mission Chapel and Victorian buildings on Sclater Street. Oriel Gateway will be an iconic entrance from Shoreditch Highstreet.

Better access to heritage

The new east-west route enhances accessibility to the listed Braithwaite Viaduct.

UPDATED PROPOSALS



KEY FEEDBACK THEMES

Height & Massing

Plot 2 was highlighted as an area of concern due to its outline height, massing and design.

Height & Massing

It was raised by respondents that the interface between **Plot 1** and the Tea Building needed additional consideration.

Housing

Concerns were raised that the level of housing provision on the site was too low. Respondents suggested increasing the number of residential units across the site.

Open Space

Additional public space was requested, with suggestions that **Plot 9** be removed to allow for increased open space at highline level and to avoid fragmentation of green space.

2019 MASTERPLAN UPDATES

Eric Parry Architects were brought onto the project team to revisit **Plot 2** and provide detailed designs for the amended application. The updated design aims to respond to the immediately surrounding area through design and architectural elements. It lends itself to the surrounding context of the site, drawing on the city towers located on the City Fringe and the commercial warehouse-style buildings of Shoreditch.

Plot 1 was reduced in height by two storeys to the west to reduce impacts on the Tea building.

The heights of **Plot 4** have been amended to provide additional residential units within the plot. Some sections of the building will decrease by two storeys in comparison to the 2018 updated proposals and some areas will increase by up to five storeys.

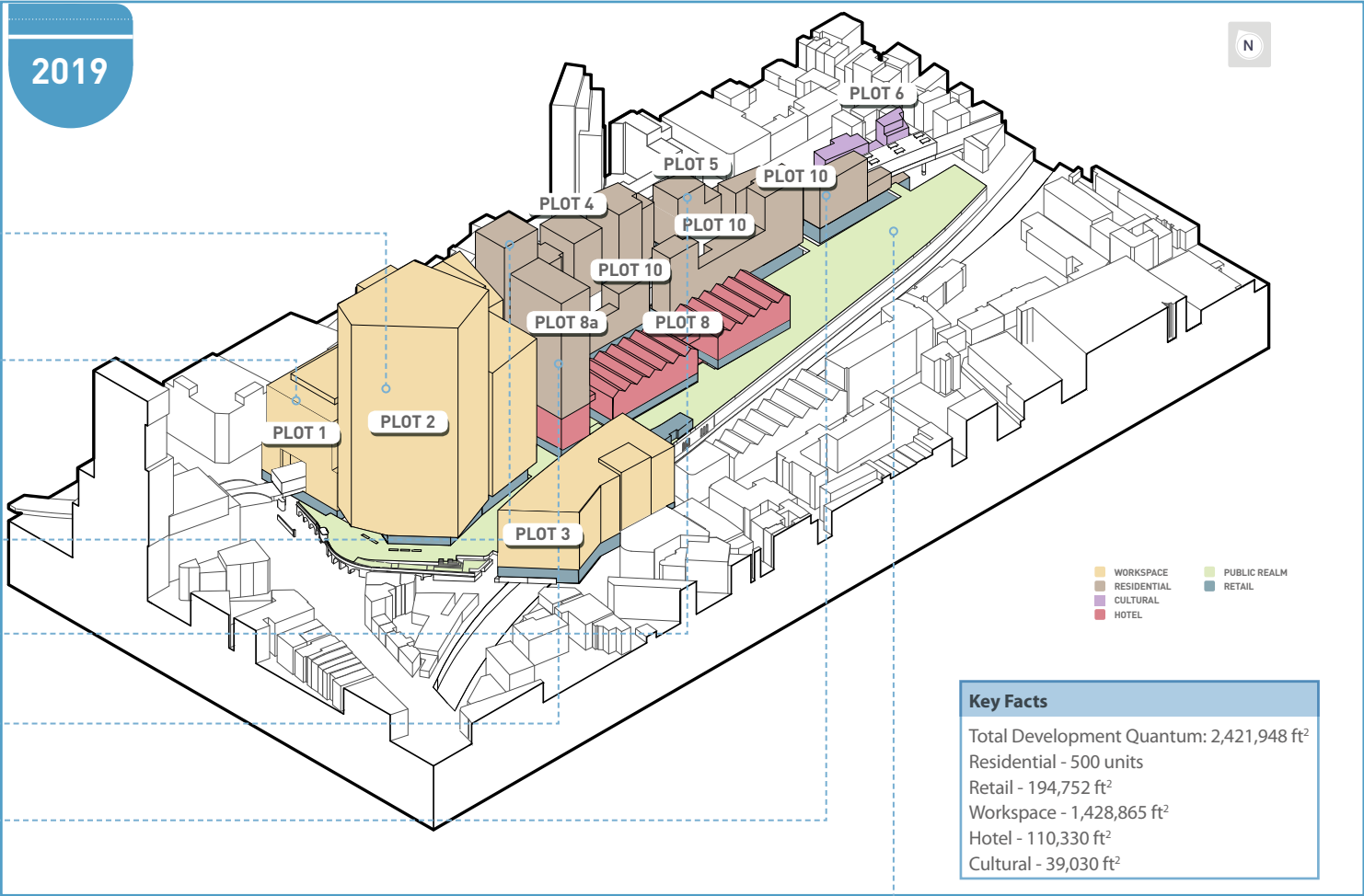
Plot 5 includes a range of changes to different parts of the building, with a general increase of 2 storeys although some parts have been reduced by c.2 storey

Plot 8a has been increased to 26 storeys in height to accommodate additional residential units. The number of hotel rooms has also been reduced within the plot.

Plot 10 has been converted from flexible working space to residential use to provide additional units on the site. Plot 10 has also been increased in height by two levels in some sections and five in others in comparison to the 2018 updated proposals.

Plot 9 has been removed with the residential units redistributed across the site. This allows for increased public space at highline level, including a consolidated green space at the eastern end of the site towards Brick Lane.

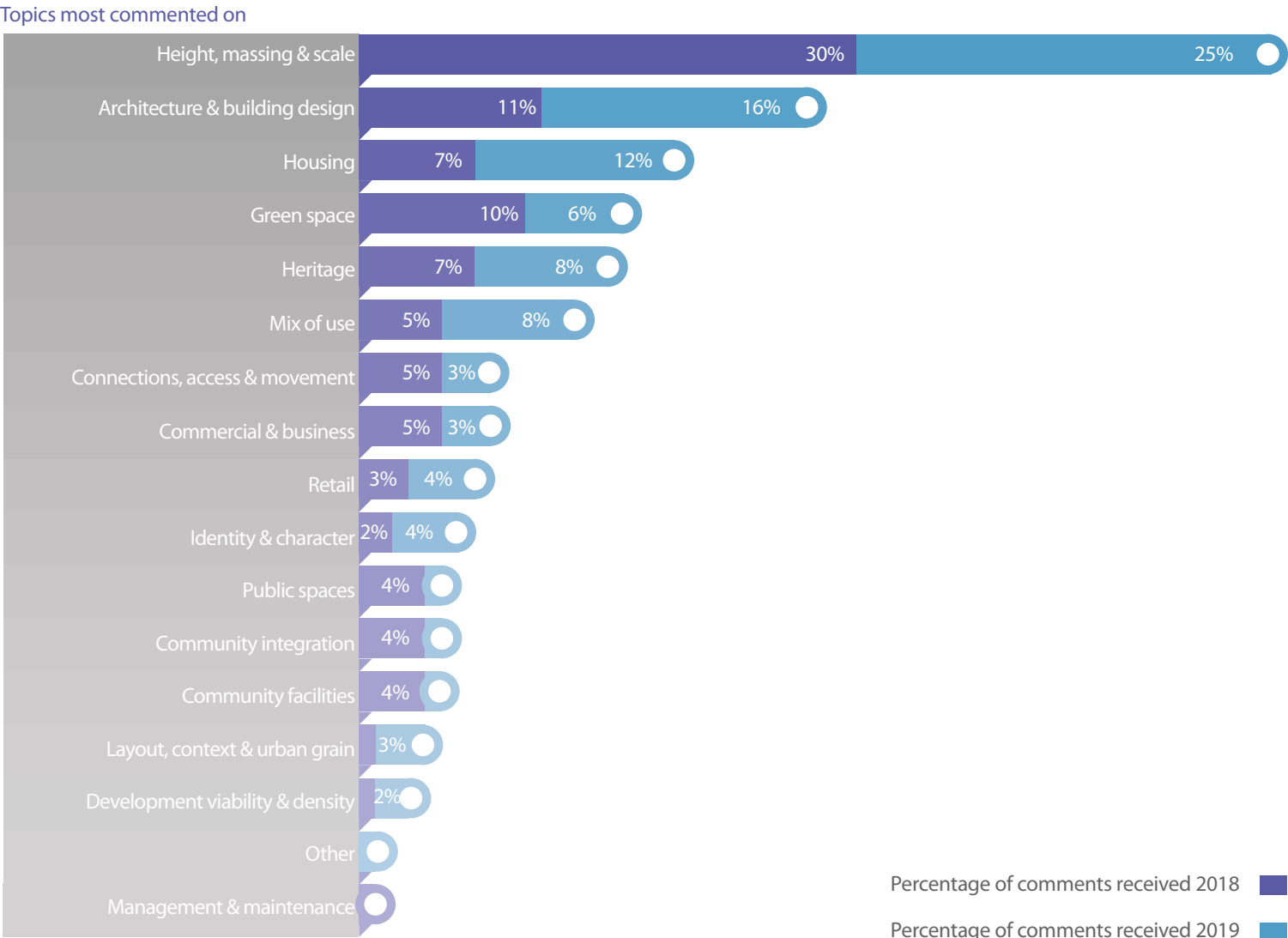
UPDATED MASTERPLAN



SUMMARY OF FEEDBACK: 2018 & 2019

In November 2018 and March 2019, we presented the updated proposals for the Goodsyard and gathered local community feedback.

The graph to the right shows the topics that received the most written comments from feedback forms across both 2018 and 2019 stages of consultation.



SUMMARY OF OVERALL RESPONSES: 2018 & 2019

The Goodsyard masterplan has been updated in an iterative process since the previous applications were shared for feedback in 2015. The 2018 iteration of the masterplan was revised in response to 2015 community feedback; and in turn, the 2019 masterplan was further developed and updated in response to 2018 feedback. These updates can be viewed on pages 16-17.

During both 2018 and 2019 stages of consultation, we asked respondents to rate their overall response to the masterplan. Generally, both series of updates were well received with the majority of respondents in support of the proposals.

In 2018, 63% of respondents were supportive of the updated proposals, indicating that they were in favour or strongly in favour.

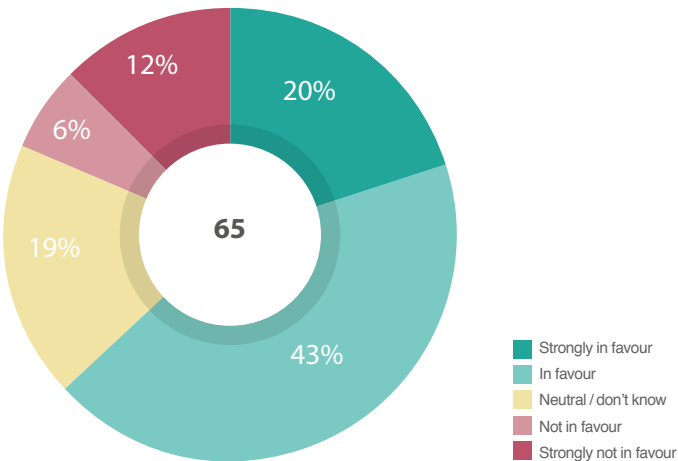
In 2019, half of all respondents either liked or really liked the updated masterplan for the Goodsyard, with 41% indicating that they dislike or really dislike the proposals, and 9% neutral or unsure.

Height has been a strong focus for the community since the previous applications were shared for feedback in 2015. This suggests that the overall responses are closely linked to the changes proposed to building heights across both masterplan updates. With a significant decrease in height from 2015 to 2018, respondents indicated strong support for the proposals. Feedback in 2018 also stated a key issue was an insufficient number of homes proposed at the site.

In 2019, the masterplan was further updated in response to this feedback, increasing housing numbers from 250 to 500 units at the site. This led to height increases of some buildings (Plots 4, 5, 8a and 10) and is a likely key factor in the overall support for the masterplan decreasing slightly in 2019, though still maintaining 50% positive response.

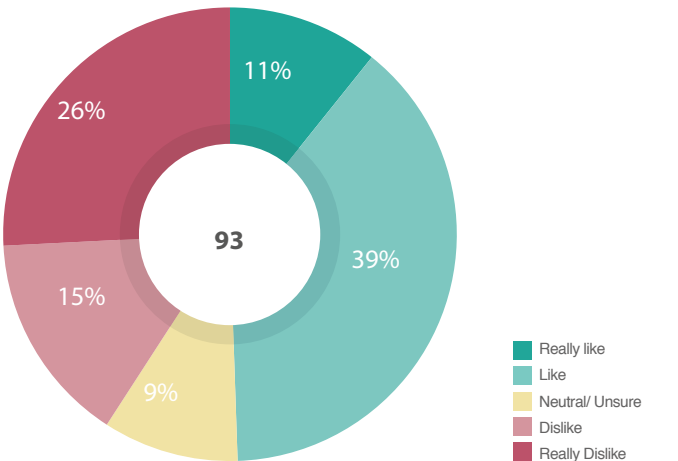
2018 Summary Response

Are you in favour of the updated proposals?



2019 Summary Response

Rate your overall response to the updated masterplan for the Goodsyard?



The number in the centre of each diagram represents how many people responded to each question out of a total of 74 feedback forms for 2018 and 111 feedback forms for 2019.

SUMMARY OF ALL COMMENTS BY TYPE & TOPIC: 2018 & 2019

The following pages provide an overview of the most discussed topics (receiving more than 10% of comments) across 2018 and 2019 consultation.

This information was gathered through discussion and written comments on feedback forms (74 in 2018, 111 in 2019).

Full analysis of all topics discussed can be found in 'Consultations Findings 2018' (pages 54-58) and 'Consultation Findings 2019' (pages 68-72)

Height, massing & scale

2018

- In 2018, height, massing and scale attracted the most written comments overall, with comments most often supporting height reductions compared to the 2015 applications.
- However, heights remained a key issue with the majority of comments raising concerns, particularly in regard to height and massing at the western end of the site, and the potential impacts on neighbouring properties.

2019

- Following the 2018 consultation, a number of revisions were made to the scheme, including the addition of residential units in order to respond to feedback. This led to increased heights to some buildings. Plot 1 was also reduced in height by two storeys to the west to reduce impacts on the Tea building.
- Despite continued support for overall height and massing reductions, height remained a key issue in 2019 with concerns remaining in regard to building heights specifically of Plots 2, 8a and 4.
- Some comments questioned potential overshadowing, impacts on views and the relationship between the height of the development and the existing Shoreditch townscape.

Architecture & building design

2018

- Strong support was received for the proposed design and architecture of the development with particular support expressed for the materiality of the buildings, and the way in which old and new elements of the area are integrated into the design.
- Aspirations suggested an array of design elements including; further reductions in height; further heritage preservation; increased reflection of the area's identity within the building design; and increased provision of green space on the site.

2019

- In 2019, further detail was provided in regard to architectural and facade elements, particularly for Plot 2 which Eric Parry Architects had been brought on board to design.
- Almost half of the comments received supported the architecture and building designs, including the proposed retention and reanimation of historic archways.
- A few supported the variety, materiality and aesthetics of the buildings across the site.
- Some concerns were still raised in regard to the contrast of architectural designs with the surrounding area's character.

Housing

2018

- Generally, the decrease in building height due to reduced housing numbers on site was strongly supported, although concerns were raised that the proposed number of units on site (250) would not meet the needs of the local community.
- Some concerns we also raised in regard to the total number of affordable homes on site being insufficient.
- Feedback made multiple suggestions including; additional residential units on site; the removal of Plot 9; and the integration of residential uses at the western end of the site.

2019

- Following 2018 consultation, an additional 250 residential units were provided within a number of plots, including Plots 4, 5, 8a and 10, also leading to some height increases.
- Generally, support was received for the additional homes proposed in 2019, although building heights remained a concern.
- Although further clarity was provided in regard to affordable and social housing, respondents felt that the proposed 35% affordable, although policy compliant, the total number of units is likely to be insufficient for the needs of the area.
- Some ambiguity was also raised in regard to the term 'affordable' and how affordability of homes will be determined.

Green spaces

2018

- Similarly to 2015 feedback, continued support was received for the provision of green space at the Goodsyard site.
- The proposed adaptation of green space into a linear series of character areas stretching from Brick Lane to Shoreditch High Street was well received, particularly the proposed highline concept with 24-7 public access and increased number of access points to the public spaces.
- Some concerns were raised due to the loss of a large open park area in comparison to the 2015 applications.
- Suggestions were made to increase the park area at the east of the site by removing Plot 9. A variety of uses was also suggested for the green spaces, such as play and dog walking areas.

2019

- In response to feedback, Plot 9 was removed providing an increased, consolidated green space at highline level which was strongly supported.
- Continued support was received for the variety of character areas and the highline level concept.
- Further suggestions were made for the inclusion of active spaces, play spaces and forest environments at the highline level.
- Some concerns were raised in regard to views from the green space and the fragmentation of green spaces.

Heritage

2018

- The additional preservation of heritage assets and increased access to historic archways was strongly supported by respondents.
- Some comments expressed concern with the loss of some heritage and the potential impact of new buildings on the viaduct.
- There were aspirations for old and “new” heritage (street art) being maintained, for reflection of the site’s heritage to be reflected in street names, and for heritage assets to be public rather than private.

2019

- From 2018 to 2019 iterations of the masterplan, few updates were proposed to heritage assets with the retention of all elements being maintained. The design of Plot 2 was updated to allow more public space surrounding the Oriel Gateway.
- Continued support was received in regard to the retention of heritage assets and the integration of old and new with over half of the comments supporting the approach to heritage.
- Some comments were received stating that heritage at western end of the site gained less focus, with too much emphasis on workspace.
- A few suggestions included greater retention of heritage features, retention of street art and ‘locks on fences,’ and meanwhile activities to celebrate the Goodsyard’s past.

Mix of uses

2018

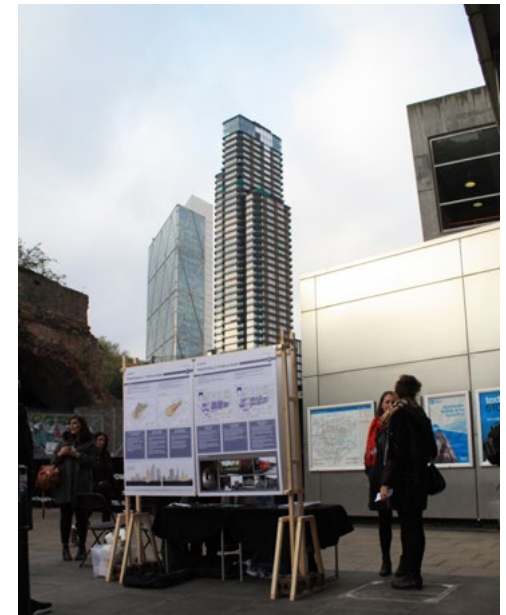
- Strong support was received for the refocus towards a commercially-led mixed-use proposal.
- Over one third of comments supported the mix of uses, its incorporation of flexible workspaces, retail and office units.
- Many suggestions were received, advocating for additional cultural spaces, further mixed uses (adult education centre, community hub, sports amenities) and affordable work and retail spaces.
- Some comments supported the addition of a hotel and the activation at highline level.
- Some comments raised concerns with the western end of the site being too commercial and requiring a greater mix of uses.

2019

- In 2019, continued support was received for the mix of uses and improved diversity, balance, positioning and distribution of uses across the site.
- Concerns were raised in regard to the capacity for local infrastructure to cope with the influx of new workers and visitors to the area, and that night time economy may proliferate.
- Aspirations called for more community, art and culture amenities, and a decrease to the amount of workspace proposed.



Exhibition, November 2018



Mini-exhibition, November 2018

NEXT STEPS

This document forms a second Addendum to the 2014 Statement of Community Involvement and will form part of the amended planning applications.

As the Mayor of London is the relevant authority, the amendments will be formally submitted to the Greater London Authority (GLA) for assessment.

The application will be shared with the two boroughs, Tower Hamlets and Hackney, who will review the proposals and forward their recommendations to the GLA to inform the Mayor.

Statutory consultation

Following the submission of the amendments to the planning applications, there are a number of stages to follow, including Statutory Consultation which will be run by the GLA.

Here, formal representations on the planning applications can be submitted to the GLA and all the planning documents will be available to review in full, including impact assessments.

RECOMMENDATIONS

Ongoing engagement & communication

We recommend that engagement with the local community is sustained during statutory consultation period and beyond. It is critical that existing community connections are retained and nurtured and that those residing in the area are informed of evolving built environment proposals. It is paramount for ongoing consultation processes to remain transparent.

Soundings recommend additional events that would continue building relationships and provide regular updates on the design, process, timescale etc and provide an opportunity for issues to be discussed. This forum would provide links to and updates on other workstreams.

Construction & resident liaison

A sub-group for directly impacted residents and businesses. A forum to share information and build confidence around the demolition/ construction process and the construction management plan, this may include ‘hotline’ telephone support for any issues arising during working hours.

Meanwhile strategy

Feedback responses indicated a high degree of interest in arts and culture elements of the development. In light of such, we suggest the development of a meanwhile strategy, orientated around the rich history of the Goodsyard and cultural diversity of surrounding areas (i.e. Shoreditch Highstreet, Brick Lane and Spitalfields).



Exhibition, March 2019



Exhibition, March 2019



3D model of updated masterplan, exhibition, March 2019



Exhibition, March 2019



3D model of updated masterplan, exhibition, March 2019



Site tour, March 2019



Exhibition, March 2019

