



THE GOODSYARD

Statement of Community Involvement

July 2018 to March 2019 - Part 6 of 9



ballymore.



CONSULTATION FINDINGS 2019

OVERVIEW AND FINDINGS FROM
THE UPDATED MASTERPLAN
CONSULTATION, MARCH 2019



UPDATED MASTERPLAN FEEDBACK

In March 2019, Soundings held three public exhibitions to present the updated masterplan for the Goodsyard and to gather local feedback, as well as online feedback. In total, 111 feedback forms were received.

We asked respondents to rate their overall response to the updated masterplan, as well as provide feedback on the major aspects of the proposals, and let us know if they felt that the proposals had responded to community feedback or not.

The feedback form contained survey questions as well as open-ended questions where respondents were able to provide feedback in their own words. These two types of feedback, quantitative and qualitative, have been analysed by Soundings with the findings presented within this chapter.

To the right is an overview of the feedback received, highlighting the key areas of support and concern, and the aspirations/ suggestions that were expressed through the feedback.

SUMMARY

Support

Feedback was positive across a range of topic areas, including:

- architecture and building design;
- heritage;
- mix of uses;
- retail;
- culture and community, and;
- connectivity and routes through the site.

The public streets, spaces and highline green space received a lot of praise. Building aesthetics, and materiality also received support.

The retention, restoration and new access to historic elements of the scheme, particularly the viaduct, were very well received.

Comments made reference to the improved diversity, balance and distribution of uses throughout the development with strong support received for the proposed cultural spaces and retail provisions.

Support was also expressed for the improved connectivity within the site, particularly the new east-west link that will be open to the sky.

Concern

Building height and form was considered both a successful aspect of the masterplan as well as an area of most concern. Comments suggested that although there is strong support for the reduced height and massing of the masterplan in comparison to the 2015 applications, concerns still remain in respect to the overall scale of the development. Concern was also expressed with the increased density and scale relative to the surrounding area.

Concerns were raised in regard to housing with comments stating that there is a need for affordable housing in the area and the proposed 35% of affordable housing within the development may be insufficient.

There were some concerns relating to the type and affordability of work space being provided.

Some comments suggested that there may be an inability for local infrastructure to cope with the influx of visitors, tourists and new residents of the Goodsyard. Other comments stated that increased night-time economy may attract anti-social behaviour.

A few concerns were associated with the predominance of office space relative to housing, suggesting more housing at the western end of the scheme.

Aspiration

A number of aspirations were cited across all topic areas.

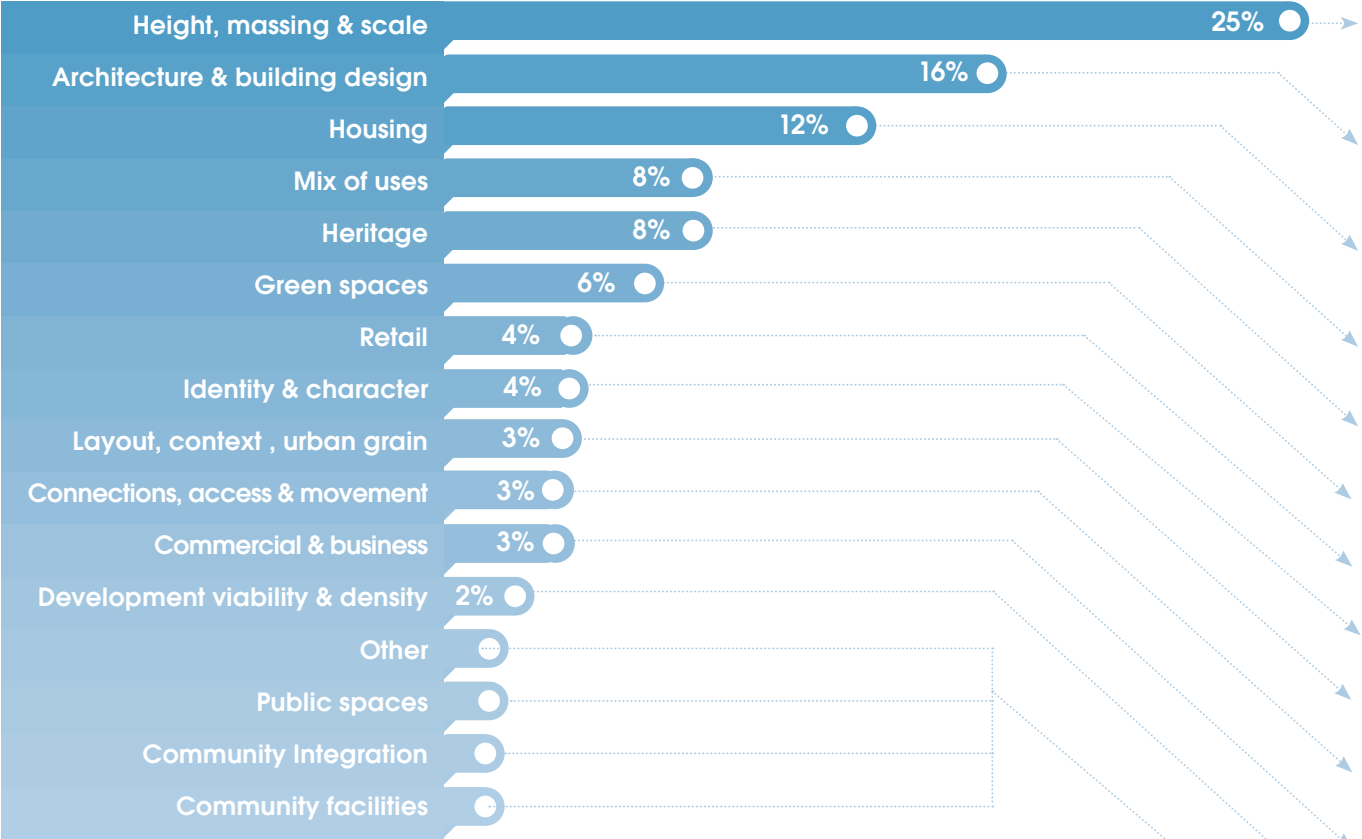
Looking at height, massing and scale, respondents predominantly wished for further height reductions. In the context of housing, there were requests for greater provision of housing on the site, particularly affordable and social housing.

A few respondents pressed for greater provision of green space within the Goodsyard with various suggestions made for the character of these areas, such as play space and gardens.

In terms of retail, there were calls for increased retail provision, retention of Boxpark, for a high quality supermarket to be embedded into proposals and for more opportunity for small scale businesses.

Topics most commented on in the feedback forms

Percentages represent the number of written comments received for each topic, including comments for support, concern and aspirations



Feedback headlines

- Strong support in response to overall height and massing reductions, however there still were calls for further reductions in height. Concerns were affiliated with the relationship and impacts of proposed buildings on the surrounding area.
- Strong support for the reanimation of historic viaduct features. Concerns, however related to contrasts between the architectural design of the Goodsyard and the character of the surrounding area.
- Housing has been increased in response to earlier calls however, concerns related to the affordability of housing, proportion of social housing versus private housing, and residential density.
- The improved diversity and distribution of uses across the Goodsyard were received well. Support received for green space and cultural uses though some concerns regarding the overprovision of commercial uses.
- The increased retention of heritage assets and restoration and improved access to historic viaduct features was strongly supported.
- The increased provision of green space at the highline level was strongly supported. Continued support was received for the adaptation of green space to a series of character areas.
- Retail at ground and highline level was supported. Some aspired to see more retail. Concerns were affiliated with a potential lack of affordable retail for small businesses.
- As a result of the development, fears were associated with further commercialisation of neighbouring areas.
- A few felt that designs for the Goodsyard have positively evolved over the years. Some felt the latest proposals required more detail.
- Overall connectivity improvements to the scheme were supported. Concerns were linked to capacity for infrastructure to cope with population influxes to the area.
- Concerns were associated with the impact the regeneration of the site would have on rents in the neighbourhood post development and further growth of the night-time economy potentially leading to further issues with anti-social behaviour.
- Density of Plots 1, 2, 4 and 8 were a concern.
- Public realm designs were supported, although a few aspired to see more community facilities. Concerns were raised regarding a lack of community integration in the proposals.

MASTERPLAN RESPONSE TO FEEDBACK

The 2019 exhibition included details of how the masterplan had responded to key feedback themes collated throughout the consultation process, along with the rationale for the changes, showing how each update was linked to consultation feedback from 2018. These updates are detailed on page 16-17 of this report.

This page shares responses to the question “How do you feel that the masterplan has responded to consultation feedback?”

From 111 feedback forms, 83 responded to this question which offered a quantitative rating from ‘a lot’ to ‘not at all,’ with space for written comments.

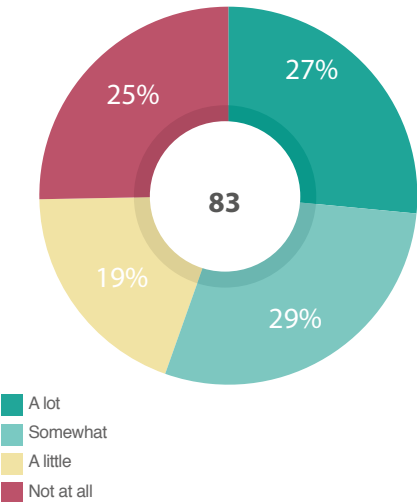
Over one quarter of respondents felt that the 2019 updated masterplan responded to the 2018 feedback a lot, and a further 29% of respondents felt the updates somewhat responded. 19% felt that the updates only responded a little with another quarter indicating ‘not at all.’

When asked to elaborate, it was stated that the following areas had been incorporated into the updated masterplan:

- increase in residential offering;
- reduced height and massing across the site;
- increased open space as a result of removing Plot 9;
- the inclusion of a variety of green spaces;
- the increased retention of heritage, and;
- increased routes and connectivity through the site.

Despite the increased residential offering being deemed as a positive attribute to the scheme, the increase in building height made to some buildings in order to accommodate this change was raised as a concern by some respondents. During discussions with attendees at exhibition events, it was generally acknowledged that the increased height to some buildings, such as Plot 10, was a necessary adjustment to allow more residential units on site. Some other comments questioned if additional housing could replace other uses.

How do you feel that the masterplan has responded to consultation feedback?



Exhibition, March 2019

OVERALL RESPONSE TO THE UPDATED MASTERPLAN

We asked the community to rate their overall response to the updated masterplan on a scale of ‘really like’ to ‘really dislike’ and to elaborate with written comments. Of the 111 feedback forms received, 93 responded to this question.

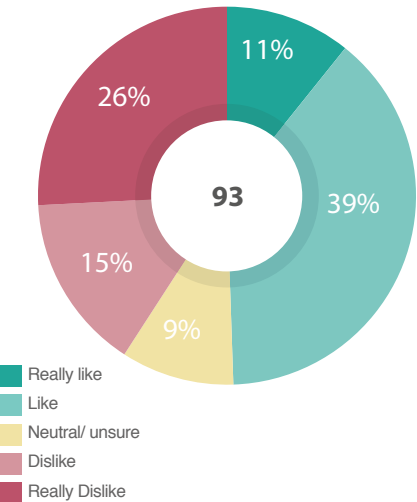
Of the feedback received, half of respondents either liked or really liked the updated masterplan as shown in the diagram below. 15% of respondents indicated ‘dislike’ and approximately a quarter of respondents indicated ‘really dislike’. 9% of respondents were either neutral or unsure.

When asked to elaborate on the most successful aspects of the scheme, respondents often referred to:

- the integration of heritage assets;
- the increased mix of uses, and;
- the proposed park and public spaces.

Building height and form was considered both a successful aspect of the masterplan as well as an area of most concern. Associated comments suggest that although there is strong support for the reduced height and massing of the masterplan in comparison to the 2015 applications, concerns still remain in respect to the overall scale of the development. Additionally, many stated that the availability of affordable housing was a positive aspect, although many raised that more affordable homes is relatively few, even if policy compliant.

Rate your overall response to the updated masterplan for the Goodsyard



3D model of the updated masterplan, exhibition, March 2019

RESPONSE TO KEY AREAS

We asked respondents to rate their overall response to each of the major aspects of the updated masterplan on a scale from ‘really like’ to ‘really dislike’ along with quick written comments.

This helps give a snapshot understanding of areas of support, areas that are of concern and areas that may need further clarification.

Key topic areas include:

- mix of uses;
- height and architecture;
- public realm and highline level;
- connectivity;
- approach to working;
- approach to living;
- heritage, and;
- retail, culture and community.

Page 67 shows the rating response for each topic area. To the right is a summary of feedback and associated areas of discussion.

Predominantly positive responses were received for:

- mix of uses;
- public realm and highline level;
- connectivity;
- heritage, and;
- retail, culture and community.

Strong support was indicated for the proposed mix of uses, with over half of respondents stating that they like or really like the approach taken within the 2019 updated masterplan. Associated comments stated that the increased mix of uses was a positive aspect although some aspirations proposed more residential uses on the site and less area for workspace.

In terms of public realm, strong support was received for the proposed highline level and the expanded park area at the eastern end of the site in particular, with more than two thirds of respondents indicating that they either like or really like the approach. The approach to connectivity through the site was also considered a positive aspect of the scheme, with reference made to the new east-west link connecting Brick Lane to Shoreditch High Street and the proposed materials at the ground level.

Two thirds of respondents indicated that they like or really like the approach to heritage and retail, culture and community, with comments stating that the provision of smaller retail spaces is welcomed.

The survey responses indicated the following areas of concern:

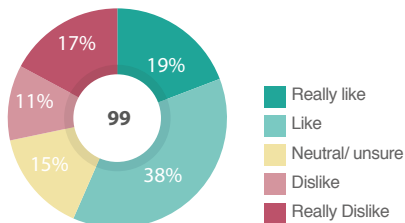
- height and architecture;
- approach to working, and;
- approach to living.

Despite associated comments suggesting that the overall height reduction in comparison to the 2015 applications is widely supported, half of respondents indicated that height and architecture remain a concern stating that they dislike or really dislike the approach within the 2019 updated masterplan. Comments indicated that concerns predominantly relate to heights at the western end of the site.

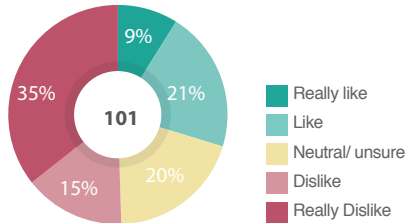
In terms of the masterplan’s approach to the theme of ‘working’, 38% of respondents either like or really like the approach, 12% dislike and 21% really dislike. Almost one third of respondents indicated that they are ‘neutral/ unsure’ which suggests this area may require further detail in order for respondents to make an informed decision.

Some ambiguity was also indicated in regard to the theme of ‘living’ within the masterplan with 35% respondents stating that they are neutral or unsure. Associated comments predominantly relate to height of residential buildings and the provision of affordable housing. This suggests that further information may be required.

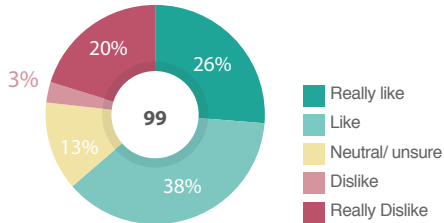
Do you like the approach taken to the mix of uses in the updated masterplan?



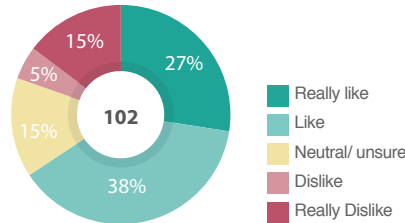
Do you like the approach taken to height and architecture in the updated masterplan?



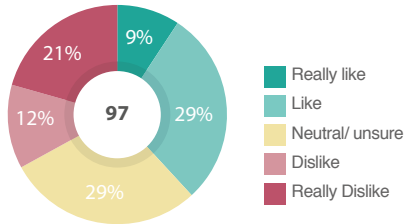
Do you like the approach taken to public realm and highline level in the updated masterplan?



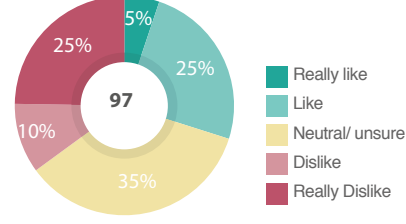
Do you like the approach taken to connectivity and routes through in the updated masterplan?



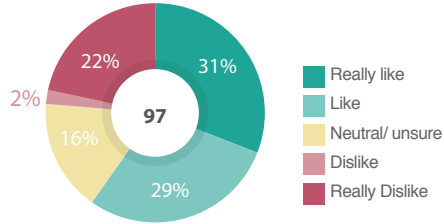
Do you like the approach taken to working in the updated masterplan?



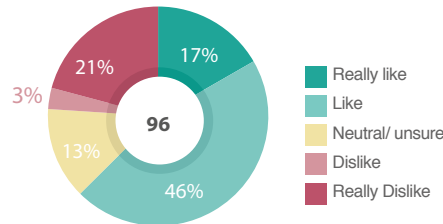
Do you like the approach taken to living in the updated masterplan?



Do you like the approach taken to heritage in the updated masterplan?



Do you like the approach taken to retail, culture and community in the updated masterplan?



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

ANALYSIS OF ALL COMMENTS BY TYPE & TOPIC

The following pages summarise the written comments received through the 111 hard copy and online feedback forms, based on 516 separate comments.

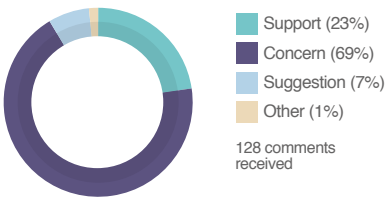
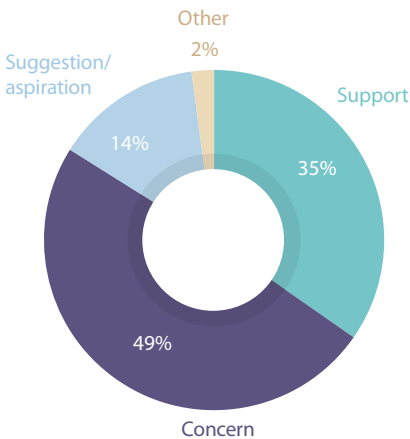
The written comments come from open-ended questions and ‘quick comments’ sections of the forms, for those who wished to provide further views to their selected survey responses.

All feedback was analysed comment by comment. Each comment was categorised by type, whether it expressed support, aspiration, concern or a request for clarification (see diagram to the right).

In turn, comments were then grouped according to the topic they related to – pages 68-72 describe the comments received according to the 15 main topics discussed by respondents.

Type of conversations

The diagram below shows the type of all written comments received. This helps understand the quality of conversation and feedback. From the 516 comments analysed, roughly half were support or aspirations and half expressed concerns, with 179 supportive comments, 254 concerns and 72 were suggestions and aspirations.



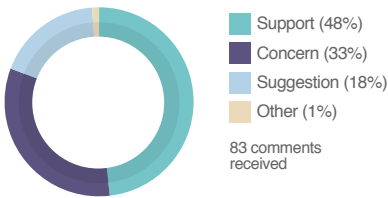
Height, massing & scale

Of the 128 comments received regarding height, massing and architecture, 23% were support and 69% were concerns.

Just under a quarter of the comments supported the proposed height and massing; the overall height reductions in comparison to the 2015 applications were seen as an improvement to the scheme.

Despite strong support for the overall height and massing reductions, reservations remain in regard to building height of Plots 2, 4 and 8a. Some comments suggest that the proposed height of buildings within the Goodsyard may impact views and cause potential overshadowing.

Comments also questioned the relationship between the height of the Goodsyard development and the surrounding Shoreditch landscape. A few comments also related to the ‘bulkiness’ of buildings situated in Plots 1, 2, 4 and 5.



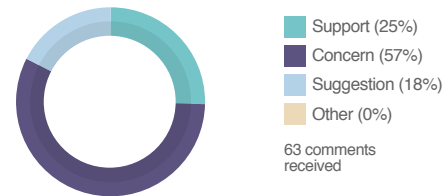
Architecture & building design

Almost a half of the 83 comments analysed supported the architecture and building designs within the updated masterplan.

Respondents supported the proposed retention and reanimation of historic archway structures, the Oriel Gateway and boundary wall. The materiality and aesthetics of the buildings across the site were also well received.

A third of comments relating to this topic were concerns. Some expressed concerns with inconsistencies in architectural style across the site and the character of the Goodsyard contrasting with that of the surrounding area. A few statements also referred to public space - see page 71 for further details.

Aspirations and suggestions related to developing the facades of Plots 2, 4 and 5 and making the architecture more interesting and less generic.

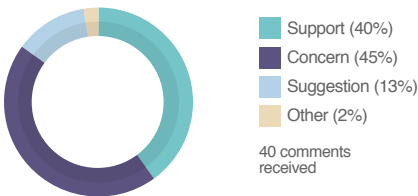


Housing

A quarter of the comments supported the approach to housing within the updated masterplan; positive comments were received in regard to the increased provision of housing from the 2018 proposals and the inclusion of social and affordable housing on the site.

Almost two thirds of comments affiliated with this topic were concerns. Comments suggested that there is a lack of social housing proposed on site. Tenure diversity/ mix and residential density were also raised. Some requested for clarification of the term 'affordable'.

Aspirations and suggestions placed emphasis on the creation of more affordable properties.



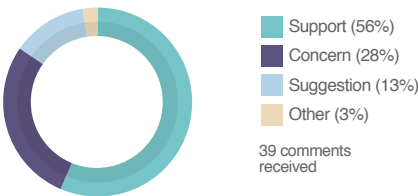
Mix of uses

40% of the comments relating to the approach to mix of uses were supportive. Respondents commented positively on the increased diversity/balance, positioning and distribution of uses across the Goodsyard site. Proposed cultural uses also received support.

45% of comments documented were concerns. There were also concerns surrounding the overprovision of office space and underprovision of residential properties.

A few felt that the proposals will increase the night-time economy use of the area, potentially causing a rise anti-social behaviour.

Aspirations and suggestions called for more community, art and culture facilities, in addition to that proposed, less work spaces and genuine, affordable live-work spaces.



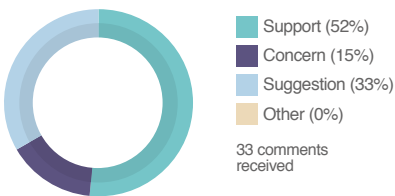
Heritage

Over half of the comments associated with this theme supported the approach to heritage.

The retention and restoration of historic features i.e. Oriel Gateway, boundary wall, listed arches and reuse of London Road was praised. Increased public access to heritage features, the integration of new aspects of the with the old and sympathetic use of materials to reflect the history of Shoreditch was also well received.

Just under 30% of the comments were concerns. Some felt that heritage at the Commercial Street requires more focus; a few requested for greater heritage retention and for the development process to be responsible, considerate and ensure protection of existing features.

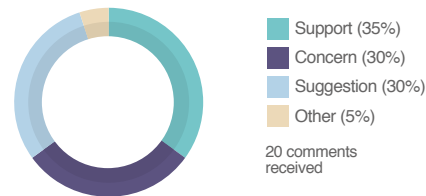
13% of comments were aspirations/ suggestions. Some called for creative and imaginative references to heritage (through recycling, repairing, reanimation etc...) and for new street names to also reflect the area's past (i.e. Braithwaite Street renamed Wheeler Street).



Green spaces

Over half of the comments positively received green space proposals presented for the Goodsyard. Overall, respondents liked the variety, expansion and increased provision of green spaces in plans, with the highline and specific character areas also being well received.

A third of comments were aspirations or suggestions. There were calls for the provision of more green space, creation of a forest garden and for increased vegetation on the site to address air quality issues. Correlating with such, some expressed concerns with the proportion of wild greenery in proposals being insufficient.

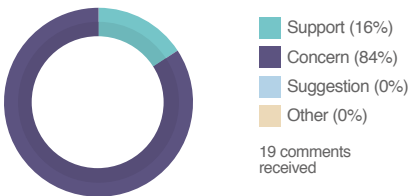


Retail

35% of comments were supportive of the approach to retail. The incorporation of retail at ground floor level, active frontages and proposed retail at highline level was supported.

Just under a third of comments were concerns. Such comments revolved around retail unit affordability, with some expressing that high rent prices may potentially displace existing independent businesses.

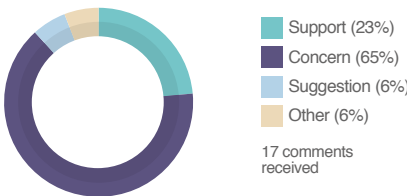
Aspirations and suggestions, similarly, constituted 30% of the comments. There were calls for the incorporation of a large, high quality supermarket into the area, the retention of the Boxpark retail space, increased provision of retail and for the design of small business spaces to be revised.



Identity & character

Respondents supported the sympathetic use of materials, commemorating Shoreditch's past and the connection to cultural heritage spots such as Brick Lane to maintain atmosphere in the area.

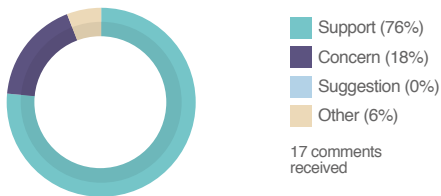
Concerns placed emphasis of the contrast of the Goodsyard's character with the surrounding area. Concerns were also raised that the proposal may lead to further commercialisation of surrounding areas like Brick Lane, Shoreditch Highstreet and Spitalfields.



Layout & context

Nearly a quarter of comments recorded were supportive, with a number of respondents expressing that the plans have positively evolved over the years.

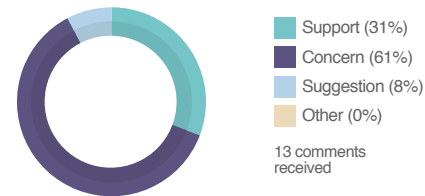
Of the 17 comments received for this topic, 65% were concerns. Some felt that the outline application required more detail and careful thought; others perceived proposals as a 'missed opportunity' to enhance the local area.



Connections, access & movement

Regarding connections, access and movement, just over 75% of comments were supportive. Respondents praised improvements to connectivity stating that the east-west link and other routes within the development enhanced permeability of the site. Support was also received for the proposed reduction of car usage.

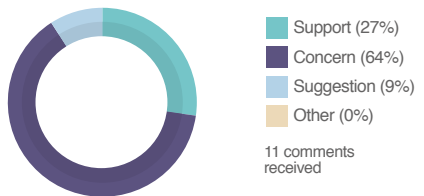
18% of comments were concerns, relating to the ability of infrastructure to cope with an influx of day-time visitors, tourists and workers to the area and traffic generated by this.



Commercial & business

Approximately one third of the comments were supportive, with Plot 2 garnering support. Respondents supported the enhanced connectivity at the commercial end of the site.

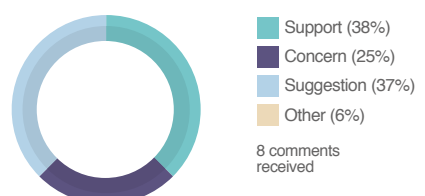
Approximately 60% of the comments documented were concerns. Consultees expressed concern with increased night-time economy use of the area, attracting anti-social behaviour, a lack of focus on community and rental pressures causing the displacement of existing independent businesses.



Development

The reduction in density from the 2015 proposals was commented on and well received.

64% of comments were concerns. Concerns were mainly related to the density of residential Plot 4, commercial Plot 2 and density of buildings stretching along Sclater Street.

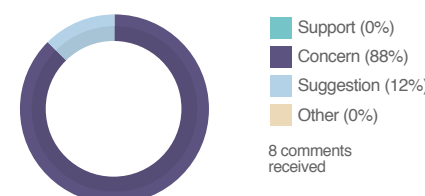


Public spaces

38% of the comments relating to public spaces were supportive. The public realm (ground floor and highline level designs) were considered a successful element of the updated masterplan proposals.

37% of comments were aspirations. Regarding such, respondents called for more open space, for the site to be used for public purpose and for connections between Plot 8 and the surrounding public space to be enhanced.

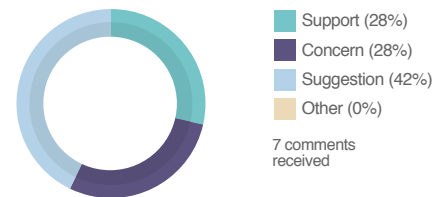
A quarter of comments were concerns; concern was expressed with the lack of community activities proposed to occur in public spaces.



Community integration

Of the eight comments received for this topic, the majority were concerns; the remaining proportion constituted of aspirations.

Concerns related to the updated masterplan not taking local needs into consideration. An array of needs i.e. more social and affordable housing and affordable rent prices for independent businesses were expressed by respondents.



Other topics (3 comments received)

The remaining 3 comments reviewed the environmental impacts of the development processes, particularly in regard to noise and dust pollution generated.

Community facilities

Just over 40% of comments received in relation to this category were aspirations. Respondents aspired to see more community amenities, enhancing lifestyles for those residing in the area.

Over a quarter of comments were supportive. Respondents supported the development of the highline for the community and increased provision of space for community uses.

Concerns related to the development being a missed opportunity to enhance the quality of living for those residing in the local area.



Exhibition, March 2019



Exhibition, March 2019



Site Tour, March 2019



3D model, exhibition, March 2019



Exhibition, March 2019



Site Tour, March 2019

