
Statement of Community Involvement

The Goodsyard – Office
Building 1

November 2023



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1.0 EXECUTIVE SUMMARY

This Statement of Community Involvement (SCI) has been prepared by Cascade Communications Ltd (Cascade) on behalf of Bishopsgate Goodsyard Regeneration Limited (The Applicant) in support of the first Reserved Matters Application (RMA) for The Goodsyard (also referred to as Bishopsgate Goodsyard). This RMA relates to Office Building One (The Site), and the Applicant appointed Cascade in January 2023 to assist with community and stakeholder engagement for the proposal, the format, methodology and results of which are outlined in this SCI.

The outline planning application for The Goodsyard was approved in March 2022, and this RMA for The Site is the first step in delivering the approved masterplan. This RMA will be determined by the GLA.

The SCI is in accordance with the London Borough of Tower Hamlets (LBTH) and the London Borough of Hackney (LBH)'s SCI guidance (adopted in 2014 and 2019 respectively) on undertaking pre-application public consultation. The Applicant has also taken the advice of the GLA to align the consultation programme with officers being informed about our consultation zone and consultation with stakeholder groups.

*Consultation will take place as early as possible in the development of new proposals to allow the community to help shape planning in Tower Hamlets. Early engagement will also help to avoid delays in the planning process caused by important or unexpected comments being raised at a late stage of the process - **Statement of Community Involvement, London Borough of Tower Hamlets, 2019.***

*Involvement will be incorporated into the planning process at key stages, in particular in the developmental stages, and will also be linked to other council consultation processes such as the Sustainable Community Strategy - **Statement of Community Involvement, London Borough of Hackney, 2014.***



Figure 1: The consented outline application in red outline and The Site application in red shading

1.1 Site location



Site: The Goodsyard

Sitting between Shoreditch, Banglatown, Spitalfields, and on the edge of the City, the 4.5-hectare site has been identified in existing planning policies as a major development opportunity that will help to regenerate the area.

The Goodsyard site sits within both the London Borough of Tower Hamlets and the London Borough of Hackney. It has excellent public transport connections, with Shoreditch High Street Station located within the site and Liverpool Street Station only a short walk away.

The site is close to several local landmarks, including, Brick Lane, Truman Brewery, Spitalfields Market, and Columbia Road Flower Market.

1.2 Approach

The Applicant set out to undertake pre-application consultation with the local community and key stakeholders to understand their views.

The approach was designed to make the public consultation events and information highly accessible to ensure good levels of participation and give residents equal access. To encourage and enable residents to share their views in an interactive and meaningful manner, Cascade devised a strategy for engagement on behalf of The Applicant which consisted of:

1. Targeted political engagement and briefings with key members, particularly the ward members of The Site. As The Site straddles two boroughs, both sets of ward councillors for each respective borough were consulted.



2. Engaging local residents through a community newsletter, local press adverts and a dedicated website and inviting them to take part in the public consultation events in June 2023.
3. Providing ongoing updates to local stakeholders and neighbouring residents, including the Boundary Estate TRA.

Before the consultation events, The Applicant made every effort to ensure that these events and information regarding the proposals were publicised in the public domain. This included a project website that was updated regularly, an email to a mailing list of interested stakeholders to inform them of the consultation, and an online and paper feedback form that the local community could give their views on the proposals.

1.3 Summary of key findings

The Applicant has conducted a wide-reaching public consultation exercise, and members of the local community have fed back on the proposals for The Site. A summary of the key findings from this feedback include:

- Interest in the level of green space offered on The Site.
- Interest in The Goodsyrd site in its entirety.
- Interest in the ideas that The Applicant is considering as part of the delivery of The Goodsyrd, including public toilets and workspace for local crafts.
- Interest in how the proposal affects neighbouring properties.
- Interest in how The Site will be delivered whilst supporting local businesses during construction and after completion.

2.0 BACKGROUND

2.1 Outline application

Plans for the redevelopment of The Goodsyard site were approved in 2022, and the project team has worked extensively to bring forward a phased redevelopment whilst adhering to the already agreed design and development principles and approved maximum parameters. The outline application can be found via the following:

- London Borough of Hackney Planning Portal.
- London Borough of Tower Hamlets Planning Portal.
- GLA.

The consented outline permission for the redevelopment of The Goodsyard site will deliver:

- Up to 500 new homes, including 50% affordable housing.
- 1.4m square feet of office space, including one of the largest offers of affordable workspace for businesses.
- A new 2.6-acre public park.
- New restaurants, retail and leisure spaces.
- Two new cultural spaces – one destination building on Brick Lane and one exhibition space within the historic Braithwaite Arches.
- 11,000 new jobs during construction and after completion.
- 150 apprenticeships.
- A contribution of nearly £18 million for local infrastructure and services.

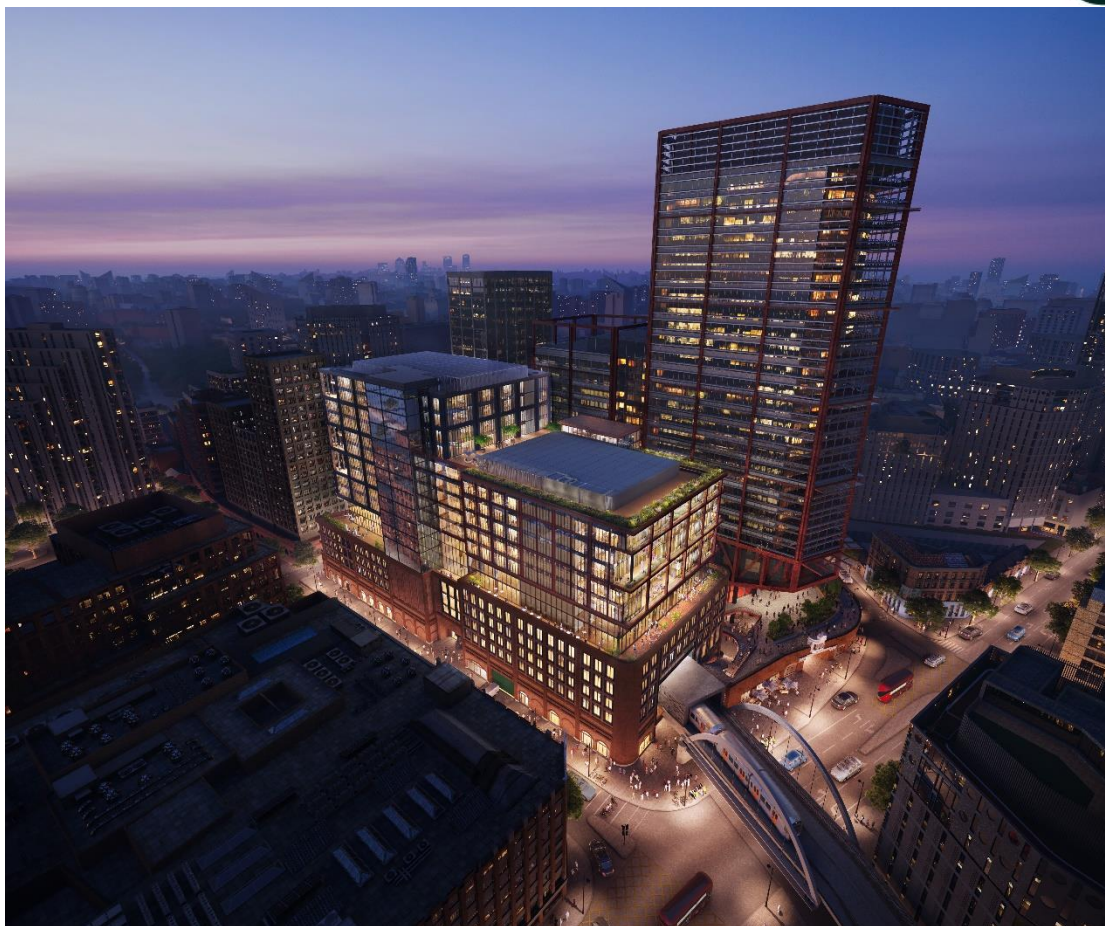


Figure 2: Indicative view of the overall outline consent

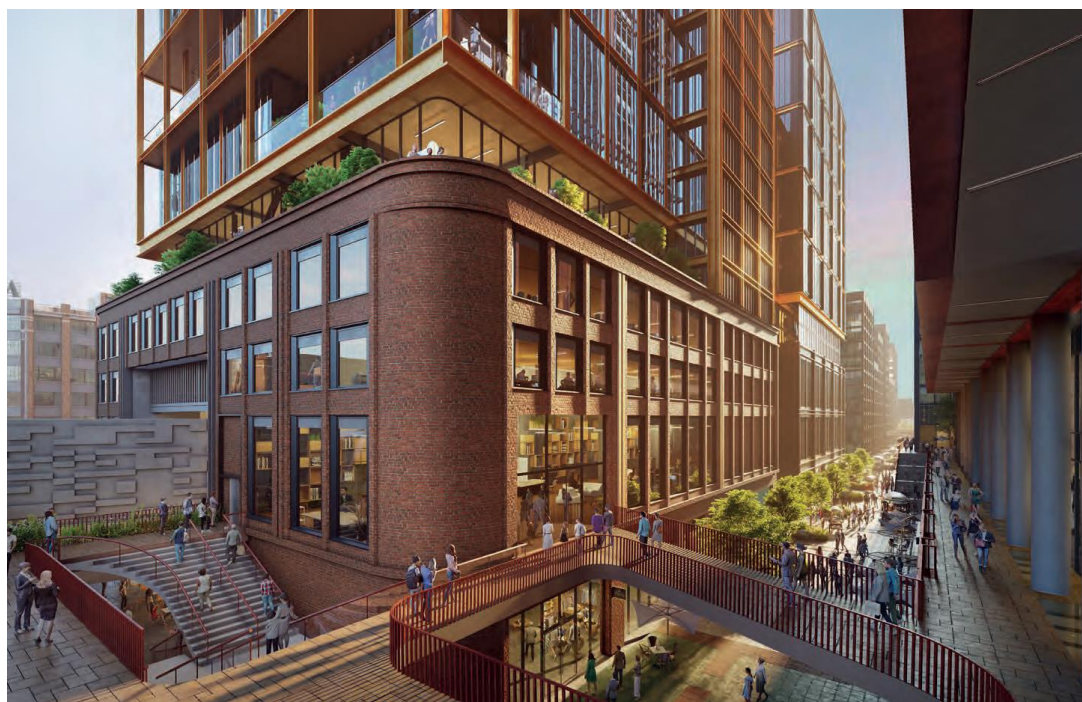
2.2 Summary of the proposal

In summary, the proposal for the first RMA of The Goodsyard includes:

- Over 36,000 sq. m of high-quality office space.
- Over 600 sq. m of new high-quality retail space fronting Bethnal Green Road and Shoreditch High Street.
- The provision of high-quality affordable workspace.
- A new 'Middle Road' – running east-west and new areas of public realm.
- A highly sustainable building.



Aerial view of The Goodsyard with Office Building 1



Indicative view of Office Building 1 looking east down Middle Road



3.0 STAKEHOLDERS AND CONSULTEES

The Applicant is committed to building relationships and engaging with the local community to ensure that the entire Goodsyard project benefits the local community.

Before the formal public consultation took place, Cascade conducted a thorough audit exercise to determine the key stakeholders and groups. This exercise included looking at the previous consultations for the entire Goodsyard site and in particular, the SCI that accompanied the outline application. From this previous SCI and other submitted documents, Cascade was able to formulate a strategy of engagement with key stakeholders and groups.

The consultation was focused on neighbours to The Goodsyard site, and key stakeholders who had engaged with the outline planning application for The Goodsyard. It was important for the project team to build relationships with stakeholders, as the delivery of The Goodsyard will take several years.

As part of the political engagement, in the consultation for the first phase of The Goodsyard, Cascade engaged with several political stakeholders. Below is a list of political and community stakeholders who were engaged with during the pre-application consultation stage.

3.1 Political stakeholders

- Councillor Steve Race (Hoxton East and Shoreditch ward councillor, LBH)
- Councillor Anya Sizer (Hoxton East and Shoreditch ward councillor, LBH)
- Councillor Kam Adams (Hoxton East and Shoreditch ward councillor, LBH)
- Councillor Asma Islam (Weavers ward councillor, LBTH)
- Councillor Kabir Ahmed (Weavers ward councillor, LBTH)

As part of the ongoing engagement for The Goodsyard site, the project team has committed to engaging with the Mayors of both LBH and LBTH to ensure that all parties are aligned with the progression of The Goodsyard and the numerous benefits it will bring.

3.2 Community stakeholders

- Boundary Neighbourhood Group
- Spitalfields Housing Association
- Weavers Community Action Group
- JAGO Action Group
- OPEN Shoreditch
- Spitalfields Society
- Stop the Monster
- More Light More Power
- East End Trades Guild
- Boundary Estate Community
- HEBA Women's Project
- Nomadic Community Gardens of Brick Lane

- SOUL (Youth & Elders)
- Spitalfields City Farm
- Brick Lane Restaurants' Association
- Brick Lane Traders' Association
- Independent Shoreditch
- Spitalfields Market Retailers & Traders Association
- Tower Hamlets Education & Business Partnership
- Truman Brewery
- Hackney Community College
- Art Against Knives
- Rich Mix
- Outsets Contemporary Arts Fund
- Spitalfields Life (same as the Gentle Author)
- The Gentle Author

3.3 Consultation area



Distribution area comprising 16,622 residential and business addresses

The distribution area was chosen to ensure the newsletter reached near neighbours as well as a wider audience of residents and businesses in the area surrounding The Site.



4.0 METHODOLOGY

4.1 Consultation approach

The following table sets out the pre-application consultation, with a detailed overview of those events included later in this report.

Pre-application engagement activity	Date
Introductory letter and meeting invitation to ward members (both LBTH and LBH)	02/05/2023
Follow-up correspondence with ward members (both LBTH and LBH) including phone calls	11/05/2023 - 17/05/2023
Follow-up to ward members (both LBTH and LBH) with information on public consultation events and a copy of the newsletter	24/05/2023
Launch of the dedicated project website	26/05/2023
A newsletter was distributed to 16,622 addresses surrounding The Site with details of the proposals and upcoming consultation as shown on the previous page	26/05/2023
Meeting with ward members (both LBTH and LBH) introducing The Site	06/06/2023
First day of in-person public consultation event at the Museum of the Home	08/06/2023
Second day of in-person public consultation event at the St Hilda's Community Centre	10/06/2023
Updates to the project website following the consultation event with a copy of display materials and an online survey added	14/06/2023
Meeting with LB Hackney ward councillors	20/09/2023
Meeting with a representative from SOUL	03/10/2023
Follow up correspondence to ward councillors and MPs	13/10/2023

Introductory stakeholder correspondence – May and June 2023

As part of the initial stage of engagement, letters were issued via email to the following stakeholders to provide them with an update on The Goodsyard, inviting them to a briefing on The Site and to meet the team. It was felt this would provide an opportunity for stakeholders to find out more, ask questions and provide initial feedback.

- Councillor Steve Race (Hoxton East and Shoreditch ward councillor, LBH)
- Councillor Anya Sizer (Hoxton East and Shoreditch ward councillor, LBH)
- Councillor Kam Adams (Hoxton East and Shoreditch ward councillor, LBH)
- Councillor Asma Islam (Weavers ward councillor, LBTH)
- Councillor Kabir Ahmed (Weavers ward councillor, LBTH)

On Tuesday 6th June, the project team held virtual meetings with the following stakeholders:

3:30pm to 4:30pm

- Councillor Steve Race (Hoxton East and Shoreditch ward councillor, LBH)
- Councillor Anya Sizer (Hoxton East and Shoreditch ward councillor, LBH)
- Councillor Kam Adams (Hoxton East and Shoreditch ward councillor, LBH)

4:30pm to 5:30pm

- Councillor Asma Islam (Weavers ward councillor, LBTH)

Councillor Islam brought along a member of the Boundary Estate Group who had engaged with the project team on the previous outline application. The Applicant has committed to engaging with the Boundary Estates Group for future RMA's and the delivery of the entire Goodsyard site.

Main topics discussed:

- Affordable workspace management and genuinely affordable workspace.
- Set up of a Goodsyard Community Forum.
- Driving pedestrians to Brick Lane, not taking them away from it
- Design and architecture.
- Concerns regarding overshadowing.
- Culture of Brick Lane and incorporating that into the proposals and wider Goodsyard plans.

Project website – 26th May 2023

A dedicated project page was set up (www.consultation.thegoodsyardlondon.co.uk) and launched on Friday 26 May 2023 ahead of the distribution of the community newsletter. The website included background to the proposals for The Site, images of The Site masterplan and details on how residents and stakeholders could take part in the consultation and provide their feedback.

Following the public exhibition on Thursday 8th June and Saturday 10th June 2023, the website was updated with the exhibition boards, additional information, and an online version of the feedback survey so that residents could share their comments.



The website will be updated to reflect key milestones in the project, including the submission of the RMA.

THE GOODYARD



Bishopsgate Goodyard - RMA Office Building 1

Delivering The Goodyard – next steps and consultation

Welcome to the community information website for the delivery of The Goodyard. The joint venture of Ballymore and Hammerson Plc are working together to deliver the regeneration of The Goodyard, also known as Bishopsgate Goodyard.

Since receiving planning permission, we have been drawing up more detailed plans for the residential and office schemes to enable their delivery and we are now consulting on the next stages of its delivery.

Background

In 2022, the Mayor of London granted planning consent for The Goodyard, which will see new homes, retail and leisure, office space and a new park built on the 4.5 hectare site. The masterplan is divided into 10 plots, which will be delivered in stages over the next decade.



- ▶ 500 new homes, including 50% affordable, with a focus on family homes.
- ▶ 1.4m sq ft of office space, including one of the largest offers of affordable workspace for businesses.
- ▶ A new 2.6 acre public park.
- ▶ Over 100 new restaurants, retail and leisure spaces.
- ▶ Two new cultural spaces – one destination building on Brick Lane and one exhibition space within the historic Braithwaite Arches.
- ▶ 11,000 new jobs during construction and after completions.
- ▶ 150 apprenticeships.
- ▶ A contribution of nearly £18 million for local infrastructure and services.

In order to deliver the consented scheme, the Joint Venture must now agree the detail for the individual plots with the Greater London Authority. Over the course of the next year, a series of Reserved Matters Applications will be submitted to the GLA which will define this detail. Plot 1 is the first plot within the outline masterplan that we are bringing forward.

Find out more

We want to thank those who attended our consultation events on Thursday 8th June and Saturday 10th June, we hope you found the events informative and useful.

As we move towards delivering the consented scheme, plans to agree the detail of the residential and office proposals must now be agreed with the Greater London Authority (GLA). Reserved Matters Applications (RMAs) relating to the detailed design will be submitted to the GLA.

Subject to consultation with the community, the London Borough of Hackney, the London Borough of Tower Hamlets and the Greater London Authority, the partnership aims to submit the first Reserved Matters Application later in the summer. The application will include details such as the appearance and style of the building facades, links to the wider public realm, and materials.

You can view our public exhibition boards for the proposals for Office Building 1 [here](#), and you can also give your feedback on our proposals using this [link](#), or by scanning the QR code below.



Contact us

Email: thegoodyard@cascadecommunications.co.uk

Telephone: 020 7671 3565

Sign up to our mailing list to stay informed

[CLICK HERE](#)

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THE GOODYARD

Screenshot of the project website

As of Friday 24th November 2023, 220 have viewed the project website.

Newsletter – 26th May 2023

A printed community newsletter (see **Appendix 1**) was delivered via an official distribution company on Friday 26th May to 16,622 residential and business addresses around The Site. There were instances where the distribution company could not access buildings, but as standard, they sent the newsletter via Royal Mail 1st Class to these addresses.

The newsletter informed residents and businesses that The Applicant is bringing forward proposals for The Site, as well as setting out details of the forthcoming public consultation events.

The newsletter contained background information about The Site, details of the outline planning permission, information on the RMA, and contact details including an email address and telephone number for those who had questions. The website (www.consultation.thegoodsyardlondon.co.uk) was also included so residents could view the proposals and sign up for email updates regarding the project.

Public Consultation events – 8th and 10th June 2023

The public exhibition was held over two events at two different venues.

- The first event on Thursday 8th June was held at the Museum of the Home on Kingsland Road from 4pm to 8pm.
- The second event was held at the St Hilda’s East Community Centre on Saturday 10th June from 10am to 1pm.

Information boards (see **Appendix 2**) with details of the proposed scheme were displayed for members of the public to view at both events. Members of the project team were on hand to talk through the scheme and answer any questions the local community may have.

These large, A1 size boards provided an overview of the plans, background of the outline planning permission for the entire Goodsyrd site, CGI images of the proposals for Office Building 1, details of the consultation and phone number, email and website addresses for the public to contact to learn more.

These boards were uploaded to the consultation website after the public exhibition for members of the public to view at their leisure.

In addition, a large-scale model showing the massing on The Site next to other nearby landmarks was on display, next to a model of Office Building 1. This helped to show members of the public what was consented to (in terms of height and massing) and what the application was for i.e., the detailed design of the Office Building 1 model.

Printed questionnaires (see **Appendix 3**) were available for attendees to complete and either leave in the ballot boxes provided or take home with a freepost envelope so that they could return them to the project team at their convenience.

A total of **55** people attended the events.



Attendees at the public consultation events

5.0 CONSULTATION FEEDBACK

Detailed below is a summary of the feedback received via the public exhibition, Freepost and an online survey.

Public consultation feedback – June 2023

A questionnaire was provided at the public exhibition in September along with freepost envelopes for attendees to return their comments via Royal Mail. An online version of this questionnaire (hosted via Survey Monkey) was published on the project website on Monday 12th June.

As of Monday 2nd October, 2023, 4 complete feedback forms have been received. A breakdown of the feedback received to date is included below.

One conclusion on the low return rate of feedback versus the number of attendees at the consultation events could have been that the RMA was consulting on detailed design matters, and not masterplanning of The Goodsyard as a whole. Many of those attending the consultation asked questions related to height, density, and several other now-consented aspects as well as questions about the public realm and ground-level uses on other parts of the overall scheme. Many did not express a strong view of the detailed designs of Office Building 1, with some commenting that they liked the designs.

Breakdown of responses

Have you attended any previous consultation events in relation to The Goodsyard?

Answered: 4 of 4

Answer	Frequency
Yes	50% (2)
No	50% (2)

Please state which of the following apply to you (please tick all that apply)

Answered: 4 of 4

Answer	Frequency
I live locally	75% (3)
I work locally	25% (1)
I am a member of a local amenity society	25% (1)
Other (please specify)	25% (1)

Respondents were able to give more than one answer to this question

- A member of the Shoreditch Community Association gave their feedback on the proposals.
- The 'Other' respondent indicated that they were an 'Interested Londoner.'



Respondents were then asked to rank the different elements of the proposals with 5 being the most important and 1 being the least important. These figures are below:

The overall design and appearance of the building.

Answered: 4 of 4

Answer	Frequency
Most Important	75% (3)
Important	25% (1)
Unsure	0% (0)
Not Important	0% (0)
Least important	0% (0)

Using materials that reflect the context of Shoreditch and the surrounding buildings.

Answered: 4 of 4

Answer	Frequency
Most Important	75% (3)
Important	25% (1)
Unsure	0% (0)
Not Important	0% (0)
Least important	0% (0)

New jobs and apprenticeships.

Answered: 4 of 4

Answer	Frequency
Most Important	50% (2)
Important	50% (2)
Unsure	0% (0)
Not Important	0% (0)
Least important	0% (0)



The provision of affordable workspace.

Answered: 4 of 4

Answer	Frequency
Most Important	50% (2)
Important	25% (1)
Unsure	25% (1)
Not Important	0% (0)
Least important	0% (0)

High-quality, flexible office space to attract start-ups, global firms and multiple occupancy.

Answered: 4 of 4

Answer	Frequency
Most Important	50% (2)
Important	0% (0)
Unsure	0% (0)
Not Important	0% (0)
Least important	50% (2)

The types of ground floor uses, for example shops and cafes, to bring the space to life.

Answered: 4 of 4

Answer	Frequency
Most Important	75% (3)
Important	25% (1)
Unsure	0% (0)
Not Important	0% (0)
Least important	0% (0)

Landscaping, public spaces and amenity areas.

Answered: 4 of 4

Answer	Frequency
Most Important	75% (3)
Important	0% (0)
Unsure	25% (1)
Not Important	0% (0)
Least important	0% (0)



The feedback form also featured an open-ended section for respondents to provide freehand comments or any other notes on the proposals. The main topics raised from this open-ended question were:

- Too many empty office buildings in London.
- Too many hotels in the area with vacancies.
- The need for new homes.
- Workspace for local crafts, not cafes.
- Loss of light to nearby properties.
- More green space is needed.
- Infrastructure.
- Bike lanes and security.
- Height and density.
- Façade and heritage concerns.

6.0 RESPONSE TO FEEDBACK

The Applicant and the project team have reviewed and considered the feedback received to date.

Whilst the number of written responses to the consultation has been limited, all of the responses to date have expressed feedback that is constructive and helps The Applicant understand the views for Office Building 1 as the entire Goodsyrd site. The sentiment in the written feedback is reflective of conversations with attendees at the public exhibition events.

Written responses highlighted strong support for aspects detailed in the feedback forms, including the new public realm that the development will bring and the design of the building.

Notwithstanding this, we have included responses below to some of the frequently asked questions during the public consultation event and in meetings with neighbours.

Height and density

One respondent felt that the building was too tall but acknowledged that this parameter had already been agreed upon.

Response: The RMA follows on from the consented outline planning permission, which approved the maximum area, maximum height, maximum massing and range of uses of buildings in the Goodsyrd masterplan.

Daylight and sunlight

Some neighbouring residents had concerns about the impact of the development on their daylight and sunlight.

Response: The daylight and sunlight have already been assessed as part of the parameters of the outline planning permission. The RMA will confirm that the daylight impacts are in line with previous assessments.

Use of the site

Some respondents questioned the appropriateness of an office building on this site.

Response: The inclusion of this volume of office space was in direct response to feedback on the earlier proposals that were more residential-focused.

There is still significant demand in Shoreditch and other City Fringe locations for office space.



Impact on local infrastructure

There were concerns from local residents about the pressure of the entire Goodsyrd site on local infrastructure.

Response: The entire Goodsyrd redevelopment will contribute nearly £18 million for local infrastructure and services.

Sustainability

Some respondents asked what sustainability measures have been considered for The Site.

Response: As well as targeting BREEAM Outstanding, Office Building 1 aims to achieve the following sustainability accreditations:

- WiredScore - The WiredScore Certification recognises and promotes best-in-class digitally connected buildings. Office Building 1 is targeting WiredScore Platinum, the highest certification.
- NABERS - NABERS UK is a simple, reliable system for rating the energy efficiency of office buildings across the UK and provides a rating from one to six stars for offices. This helps to understand a building's performance versus other similar buildings, providing a benchmark for progress. Office Building 1 is targeting a 5.5-star rating.
- London Energy Transformation Initiative (LETI) - Low Energy Transformation Initiative is a network of over 1000 built environment professionals working together to map the path to a zero carbon future.
- WELL V2 - The WELL Building Standard™ version 2 (WELL v2™) is a vehicle for buildings and organizations to deliver more thoughtful and intentional spaces that enhance human health and well-being. Office Building 1 aims to target the highest possible WELL rating of platinum.



7.0 FURTHER CONSULTATION

The Applicant and design team will continue to communicate with all stakeholders and ensure they are informed as the plans progress. Further consultation will include:

- Submission updates to stakeholders engaged during the pre-application process.
- Further meetings and presentations to interested parties as required.
- Updates to the project website during the planning application process.

8.0 CONCLUSION

The Applicant has carried out a targeted and focussed programme of community engagement with relevant stakeholders, comprising community newsletters, a dedicated website page, stakeholder meetings and a public exhibition at a venue close to The Site.

The Applicant and project team welcome the feedback received and will continue engagement with stakeholders during the post-submission period, as well as responding to comments received during the GLA's consultation with statutory consultees and local residents.

9.0 APPENDICES

Appendix 1 – Consultation newsletter

THE GOODYARD

DELIVERING THE GOODYARD –
NEXT STEPS AND CONSULTATION



Indicative aerial view of The Goodyard looking west

Ballymore and Hammerson are working together in joint venture to deliver the redevelopment of Bishopsgate Goodyard, ('The Goodyard'), which the Mayor of London granted planning permission for in 2022.

We are excited to bring forward the detailed design for the site, preserving and celebrating the heritage of this special area.


As we look to deliver The Goodyard, we will be holding further consultation with the community to share the detailed design of the scheme, hear from the local community, and inform our evolving designs. To see how you can attend our consultation events, please see overleaf

ONCE COMPLETE, THE GOODYARD WILL DELIVER:

- Up to 500 new homes, including 50% affordable, with a focus on family homes.
- 1.4m sq ft of office space, including one of the largest offers of affordable workspace for businesses.
- A new 2.6 acre public park.
- New restaurants, retail and leisure spaces.
- Two new cultural spaces – one destination building on Brick Lane and one exhibition space within the historic Brathwaite Arches.
- 11,000 new jobs during construction and after completion.
- 150 apprenticeships.
- A contribution of nearly £18 million for local infrastructure and services.

THE GOODYARD

THE GOODYARD –
OUR FIRST STEP



Office Building 1 and the extent of the Reserved Matters Application

Since The Goodyard received planning permission, we have been drawing up more detailed plans for the residential and office schemes to allow them to come forward. As a next step, we will be submitting several Reserved Matters Applications to the Greater London Authority to agree the detailed design.

We are holding our first consultation to meet the community in June, which relates to the first Reserved Matters Application for one of the office buildings on site. We want to hear your views on the plans before we submit an application to the Greater London Authority.

At the consultation events, members of the project team can take you through our proposals and answer any questions you may have.

There will also be opportunities to share your views and we look forward to hearing your thoughts.

PLEASE LET US KNOW YOUR VIEWS

PUBLIC CONSULTATION EVENTS

Event 1 – Thursday 8th June - 4pm to 8pm
Museum of the Home, 136 Kingsland Road, London, E2 8EA

Event 2 – Saturday 10th June - 10am to 1pm
St Hilda's East Community Centre, 18 Club Row, London, E2 7GJ

To find out more information on the proposals:

- www.consultation.thegoodyardlondon.co.uk
- thegoodyard@cascaadecommunications.co.uk
- [020 7871 3565](tel:02078713565)
- The Goodyard Public Consultation**
Freetpost RUCG-JBYH-TJGZ

Appendix 2 – Information boards

THE GOODSYARD

1

Welcome

Welcome to our exhibition to share the next stages for the delivery of The Goodyard.

In 2022, the Mayor of London granted planning consent for The Goodyard, which will see new homes, retail and leisure, office space and a new park built on the 4.5 hectare site.

The next steps for the Joint Venture is to submit the detailed design for the individual plots to the Greater London Authority. At this consultation, you will be able to view the detailed plans for Office Building 1, speak to members of our project team to find out more and give your feedback.

The site's history

Bishopsgate Station opened in 1840 as a passenger terminal providing a route into London from Ipswich, Norwich and Colchester. The station closed to passenger traffic in 1875 and reopened six years later as Bishopsgate Goodyard, a freight station serving the eastern ports of England. By 1882, the Goodyard was in full operation catering for 1600 carts in and out of the station daily and was the hub for receiving imported food from continental Europe.

On December 5th, 1964, a fire broke out at the station and despite best efforts, the Goodyard was rendered unusable and has remained substantially derelict and vacant ever since.

Our project team

Developer: Hammerson

Hammerson is an owner, operator and developer of European retail and leisure destinations. Hammerson has earned its reputation for delivering new jobs and quality environments to stimulate positive local change. Hammerson has a strong track record of successful partnerships with local authorities, landowners and developers. Selected projects include Bullring in Birmingham, Victoria Gate in Leeds, Westquay in Southampton and Bishops Square, Spitalfields.



Landscape architects: Spacehub **SPACEHUB**

Spacehub is a landscape architecture, urban design and ecology practice based in East London. Since Spacehub's inception in 2010, they have delivered a number of high-quality mixed-use projects at a range of scales, from major planning applications such as Folkestone Seafront to the on-site delivery of prominent public realm schemes such as London Wall Place in the City of London.

Facade architects: Buckley Gray Yeoman **BGY**

Buckley Gray Yeoman are Architects & Interior Designers based in East London since the practice was established in 1997. The practice has grown from a group of three friends to a team of almost a hundred based between London, Bristol and Madrid who now have collective ownership of the practice. We have spread our geographical wings, delivering projects across the UK and Europe, each carefully tuned to its own specific place and time.

Stakeholder engagement and community consultation: CASCADE **CASCADE**

Cascade is all about people, relationships and building trust. A strategic consultancy specialising in community engagement and advocacy across the built environment sector.

Developer: Ballymore

From major urban regeneration projects to smaller spaces where people live, work and visit, Ballymore creates flourishing communities across the UK and Ireland. We push boundaries with a design-led approach, our commitment to quality and an obsession with detail, complemented by sustainable production. Our recent developments in the UK include Royal Wharf, London City Island, Good Luck Hope, Embassy Gardens and Brentford town centre. In Ireland we are partnering with Diageo to redevelop St James's Gate brewery, the home of Guinness since 1759.



Planning consultants: DP9

DP9 Ltd. was established in 2004 as a specialist and independent planning consultancy practice. The practice works on a very wide range of projects, but is especially renowned for its involvement in the successful delivery of the most challenging and high-profile sites in London and the south east.



Office architects: Gensler

Gensler is a global architecture, design, and planning firm with 53 locations across the world, and 3 offices in Europe. Since its establishment in 1988, our London office is responsible for the delivery of millions of square metres of high-quality corporate, retail, and public space in the UK, mainland Europe and the Middle East.



The former Goodyard station circa 1910



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2

The site

Sitting between Shoreditch, Banglatown, Spitalfields and on the edge of the City, the 4.5 hectare site has been identified in existing planning policies as a major development opportunity that will help to regenerate the area.

The Goodyard site sits within both the London Borough of Tower Hamlets and the London Borough of Hackney. It has excellent public transport connections, with Shoreditch High Street Station located within the site and Liverpool Street Station only a short walk away.

The site is close to several local landmarks, including Brick Lane, Truman Brewery, Spitalfields Market, and Columbia Road Flower Market.



The entire Goodyard site outlined in red.



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The consented masterplan

In 2022, the Mayor of London approved the masterplan for the Bishopsgate Goodsyard site. The masterplan is divided into 11 plots, which will be delivered in stages over the next 8-10 years.

Once complete, the masterplan for the entire Goodsyard site will deliver:

- Up to 500 new homes, including 50% affordable, with a focus on family homes.
- 1.2m square feet of office space, including one of the largest offers of affordable workspace for businesses.
- A new 2.6 acre public park.
- New restaurants, retail and leisure spaces.
- Two new cultural spaces – one destination building on Brick Lane and one exhibition space within the historic Braithwaite Arches.
- 11,000 new jobs during construction and after completion.
- 150 apprenticeships.
- A contribution of nearly £18 million for local infrastructure and services.

As part of the outline planning permission for the masterplan, a set of parameter plans were approved by the Mayor of London. These plans determine the maximum parameters for development on each plot. The next stage is to bring forward the detailed design of each plot through 'Reserved Matters Applications'.

Today, we will share the detail for Office Building 1.



Illustrative view of the consented masterplan.

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The Reserved Matters Application (RMA)

Office Building 1 is the first office building within the outline masterplan that we are bringing forward in detail. We will submit an RMA to the Greater London Authority to seek approval for the detailed design of the building.

The RMA follows on from the consented outline planning permission, which approved the maximum area, maximum height, maximum massing and range of uses of all plots in The Goodsyard masterplan.

The emerging design for Office Building 1 builds upon this outline permission and adds additional detail and refinement to the office building.

It is seeking approval for:

- The overall design and appearance of the building.
- The detailed design for the facades.
- The detailed ground floor layout and uses.
- The detailed layout of the upper floors.
- Means of access to the building and connections to the wider masterplan.
- Landscaping and amenity areas within and around Office Building 1.
- Materials.

The RMA will also include the design of the public spaces around Office Building 1 at the western side of the site, which incorporates the frontages on Bethnal Green Road, Shoreditch High Street, Braithwaite Street and Middle Road. Middle Road is the new east to west route through the site.

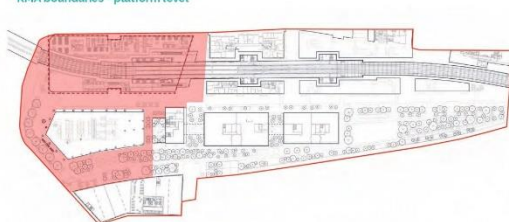
Detailed landscape and public realm design proposals are subject to a planning condition on the outline planning permission for the entirety of the site.

RMA boundaries - ground level



RMA boundaries with Office Building 1 outlined in red.

RMA boundaries - platform level



Timeline for delivery

We are continuing our consultation with the Greater London Authority, Hackney Council, Tower Hamlets Council and the local community prior to submission of the RMA to the Greater London Authority.

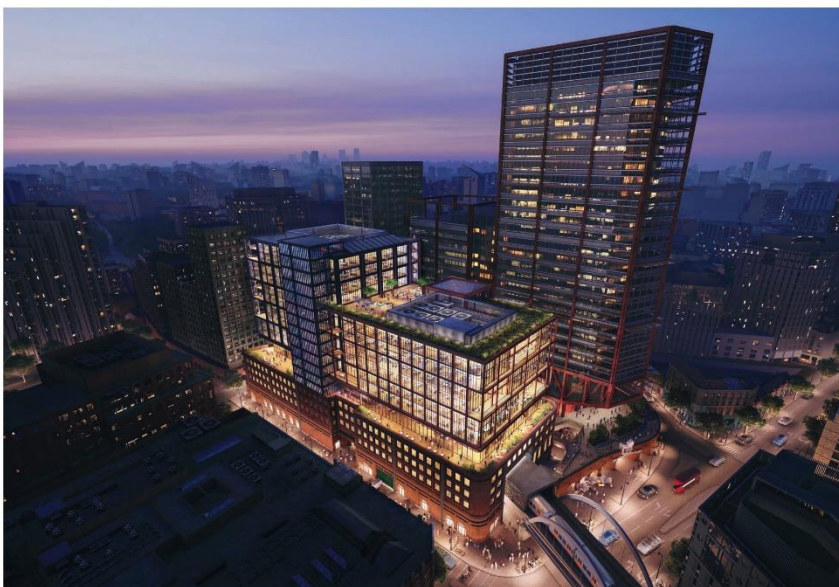


What is a Reserved Matters Application (RMA)?

RMAs must be submitted to seek approval for all outstanding design details not approved under the original application. The details of the RMA must be in line with the outline approval.

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The office campus



Aerial view of The Goodsyard with Office Building 1.

The office campus is made up of high-quality work environments with great connections to the new public realm. The tenant spaces in Office Building 1 have access to external spaces for both working and work-related amenity. High-quality naturally ventilated end of trip facilities are provided for all of the workspaces, including the affordable.

Office Building 1 is partly in the Borough of Tower Hamlets and partly in the Borough of Hackney.

The consented proposal will make a substantial contribution towards both Hackney and Tower Hamlets' affordable workspace requirements in line with their respective policies.

The total affordable workspace provision in Hackney and Tower Hamlets across the three office buildings will provide one of the largest provisions of affordable workspace of any new development in London.

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Refining the proposals for Office Building 1

The Reserved Matters Application follows on from the consented outline planning permission, which approved the maximum area, maximum height, maximum massing and range of uses of buildings in The Goodsyard masterplan. The RMA will build upon this previous outline permission, adding additional detail and refinement for Office Building 1.

Whilst the maximum height and range of uses of the building has already been approved, details that will be covered in our RMA submission will include the overall appearance, architectural expression and materials of the proposed building, landscaping and public space, ground floor layout and uses, and the means of access and connections to the wider masterplan.

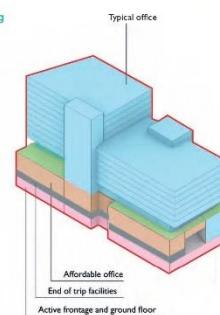


Indicative view of Office Building 1 looking east, down Middle Road.

Consented massing



Proposed massing



The proposed massing of Office Building 1 against the consented massing.

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Public space – ground level

At ground level, the public space is an extension of the streets that surround The Goodyard. A combination of new streets and squares will reconnect the site with its surrounding neighbourhoods.

Key features include:

Station Gateway and Bethnal Green Road

Bethnal Green Road provides the context and setting for the northern boundary of the site and gateway entrance into Shoreditch High Street Station. A new pedestrian crossing is proposed to improve connectivity to the north of the site.

Oriel Gateway and Webb Square

The Oriel Gateway serves as the primary gateway to The Goodyard, leading to Webb Square at the western end of Middle Road. This elevation is characterised by the historic perimeter wall, the refurbished gates, and the Oriel itself, framed with a backdrop of trees marking the new platform level landscape beyond.



Illustrative view of The Oriel Gateway.

Middle Road

Middle Road forms the primary east-west route, an active and animated retail street connecting Webb Square at the western end to King Square in the east.

The Oriel Stair

At the very western end of the site, the Oriel Stair features two linked stairs accessed from Middle Road, with two public lifts to ensure an accessible route to the platform for all users.



Middle Road Stair

The Middle Road Stair will capture people walking west-east along Middle Road and will be the closest public stair for any visitors emerging from Shoreditch High Street Station.

Braithwaite Street

Braithwaite Street is the primary north-south route connecting Bethnal Green Road to Wheeler Street and Quaker Street.



Commercial Street Stair

The Commercial Street Stair provides access for visitors wishing to walk east along Grain Road or to those wishing to follow the boundary wall to the north to access the oriel. It also provides access at platform level to the proposed office building on neighbouring Plot 2. A free-standing public lift offers access for all users.



Ground floor public realm plan.



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Public space – platform level

At platform level, the public space has been designed to provide the community with a tranquil haven from the busy streets and transport infrastructure of the city below. It sits over the retained historic structure and is elevated approximately 7 metres above street level.

The platform level is the key east-west connection. It includes hard and soft landscaped areas, which use a range of materials including yorkstone paving, granite sett paving, timber baulk benches and brick upstand planters, with trees, hedges and a mix of shrub and herbaceous perennial planting.

The platform level will be accessible to the public between the hours of 7am and 11pm.



Illustrative view of the Western Park.

The Oriel Balcony

The Oriel Balcony marks the western end of the platform level providing views out to the City and allowing people to enjoy public access once more right up the historic Oriel structure itself.

Large trees, planting and seating terraces are integrated into the levels to provide a green setting and backdrop to the Oriel.

It allows for a range of uses from cafes and outdoor dining to gathering spaces, a meeting point and viewing balcony.

The balcony is framed by Office Building 2 whose reflective soffit will further animate the space.

Grain Road

Grain Road is one of the key east-west routes in the masterplan and is bordered by two planted raised bank gardens - No 1 Bank and the Continental Fruit Bank.



Platform level public realm plan looking from an elevated position from Shoreditch High Street.



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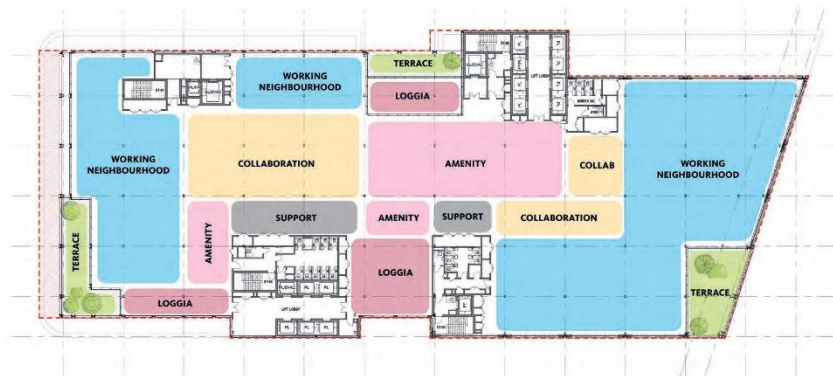
View from Shoreditch High Street



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Typical floor plan

- High-quality, contemporary and flexible office space designed to accommodate a wide range of occupiers from start-ups to global firms and multiple occupancy.
 - Flexible workspace to 'future-proof' the design allowing the floorplates to be adapted for future users.
 - Addition of terraces to all office floors to provide external amenity and wellness space for building occupants.
 - Active frontages around the building bringing the space to life.
- The rooftop of Office Building 1 will include landscaped areas, providing a range of habitats for wildlife and other environmental benefits.



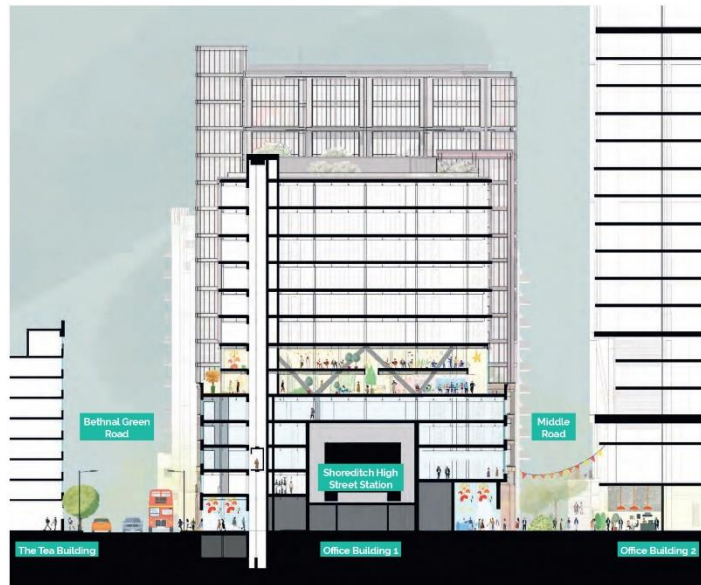
Indicative and precedent images of a typical office floor.

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Design approach

Delivering Office Building 1 from The Goodyard Masterplan presents a number of significant constraints. This includes the proximity of the Central Line, the six mainlines into Liverpool Street Station and most notably the East London Line and Shoreditch High Street Station, which pass directly through the site. The design team has developed an architectural solution that works within these constraints, transforming them into unique opportunities for the development.

Working within the previously consented massing for the building, the design for Office Building 1 spans over the East London Line and Shoreditch High Street Station. The required structure to 'bridge' over the railway needs to be incorporated into the building, so the design team made this level of the building into a special floor with additional height, outdoor space and views, that could be used for shared amenities for the building.



Massing in the context of the complexity of Shoreditch High Street Station.

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Appearance and materials

The appearance of the building has been carefully considered to reflect the character of Shoreditch and surrounding buildings, incorporating a mix of masonry and metals.

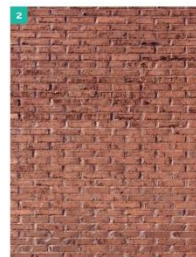
The lower levels are carefully considered to reflect the brick history of Shoreditch.

The upper levels will deliver highly efficient workspace and use a metal façade system.



Historic Forecourt Wall on Sclater Street.

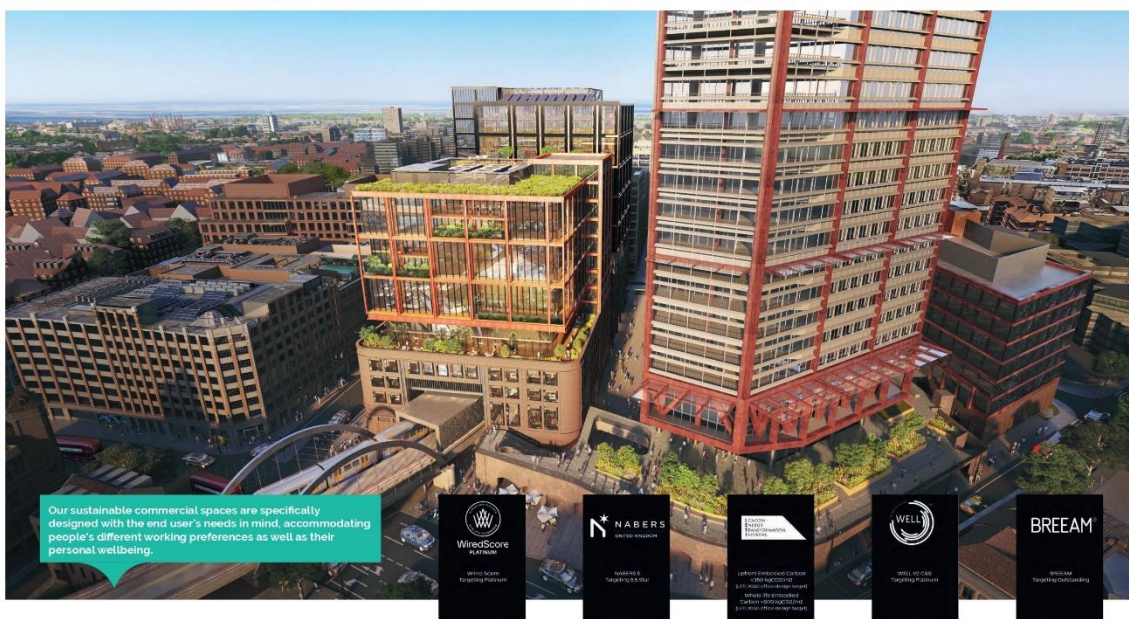
Studies of the existing remaining arches have been undertaken to establish a rhythm and proportion that work with the retained historic fabric, which can also be used on the proposed ground floor.



Examples of the materiality for the proposed building with each number on the material palette indicating where this material will be used on the building.

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View of Office Building 1 from the corner of Great Eastern Street and Shoreditch High Street



Our sustainable commercial spaces are specifically designed with the end user's needs in mind, accommodating people's different working preferences as well as their personal wellbeing.



THE GOODSYARD

Next steps and feedback

Thank you for visiting our exhibition to find out more about the detailed plans and next steps for Office Building 1 of The Goodyard. All the information displayed at this event will be available to view on our website from Monday 12th June and you can also register for updates to keep up to date with our proposals.

In summary, the RMA for Office Building 1 will deliver:

- Over 36,000 sq. m of high-quality office space.
- Over 600 sq. m of new high-quality retail space fronting Bethnal Green Road and Shoreditch High Street.
- The provision of high-quality affordable workspace for small and medium-sized businesses.
- A new 'Middle Road' connecting Brick Lane and Shoreditch High Street through a single connection.
- A highly sustainable building with a framework in place to certify as net-zero carbon.
- A significantly improved and welcoming ground floor experience.

The RMA for Office Building 1 is the beginning of the delivery of the entire Goodyard site. Over the course of this year, the partnership will submit further RMAs relating to this more detailed design. We expect the RMA for Office Building 1 to be submitted to the Greater London Authority in late summer / autumn of this year. If our application is successful, we hope to complete the building by 2028.

Your feedback

We welcome your feedback and want to know what you think of the plans. Please take the time to speak with a member of the team and complete a questionnaire before you leave.



You can also scan the QR code on the left to complete it using your smartphone.

How to get in touch

If you have any questions or would like to speak to our team, please get in touch.



www.consultation.thegoodyardlondon.co.uk



thegoodyard@cascaadecommunications.co.uk



020 7871 3565



Middle Road looking west



Appendix 3 – Feedback form

THE GOODSYARD

Office Building 1 – Feedback form

Thank you for attending our consultation event to find out more about the detailed plans and next steps for Office Building 1 of The Goodsyrd. We would be grateful if you could take a few moments to fill out this questionnaire. Your feedback is important to us. You can also visit our website at www.consultation.thegoodsyardlondon.co.uk to leave your feedback online.

Name: _____

Address: _____

Postcode: _____

Email: _____

Phone: _____

1. Can we contact you with updates in relation to the redevelopment of The Goodsyrd?

Yes No

If you have ticked yes, please provide an e-mail address for our mailing list _____

2. Have you attended any previous consultation events in relation to The Goodsyrd?

Yes No

3. Please state which of the following apply to you (please tick all that apply):

I live locally I work locally I am a member of a local amenity society. (Tell us which one)

Other. Please specify _____

4. Please indicate how important each aspect of Office Building 1 is to you. (Rank each area out of 5 with 5 being the most important and 1 being the least.)

Aspect	Rating
The overall design and appearance of the building.	
Using materials that reflect the context of Shoreditch and the surrounding buildings.	
New jobs and apprenticeships.	
The provision of affordable workspace.	
High-quality, flexible office space to attract start-ups, global firms and multiple occupancy.	
The types of ground floor uses, for example shops and cafes, to bring the space to life.	
Landscaping, public spaces and amenity areas.	



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5. Having viewed the plans for Office Building 1, do you have any comments?

6. Do you have any further comments you would like to add?

Thank you for providing your feedback.

All data received will be processed by Cascade Communications on behalf of the Joint Venture of Hammerson and Ballymore and kept in accordance with relevant data protection legislation including the General Data Protection Regulations (GDPR). Your data will be kept for no longer than five years. Contact information will only be used for updates on information relating to this project. Further details can be found in Cascade privacy statement available via www.cascadecommunications.co.uk



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