

Statement of Community Involvement

49-50 Eagle Wharf
Road, London, N1 7ED

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1. Introduction

1.2 Background to this Statement of Community Involvement

- 1.2.1 This Statement of Community Involvement (SCI) provides details of the consultation activities undertaken as part of GHIL (Eagle Wharf Road) Ltd.'s development planning application for the site at 49-50 Eagle Wharf Road, London, N1 7ED.
- 1.2.2 The proposals for the site are for the construction of a mixed-use development comprising residential and commercial space.
- 1.2.3 The SCI provides details of the activities undertaken to engage the local community and other interested parties, includes a summary of the feedback received during the pre-application consultation and provides details of how this feedback has been taken into account in finalising the plans for the site.

1.3 Objectives of the pre-application consultations strategy

- 1.3.1 The objectives of the pre-application consultation were to:
 - communicate details of the proposed development to the community and businesses in the immediate vicinity of the site;
 - provide opportunities for these people and other interested parties to comment on the proposals; and
 - gain feedback on measures which could be employed to mitigate potential community or environmental impacts related to the construction and operation of the proposed development.
- 1.3.2 This pre-application consultation was undertaken in line with the Royal Town Planning Institutes' Good Practice Guide to Public Engagement on Development Schemes¹, which sets out how local people and organisations should be involved in decision making, and the London Borough of Hackney's 2014 Statement of Community Involvement².

1.4 Site location and description

- 1.4.1 The 0.3 hectare site is located in the London Borough of Hackney. The site is on the northern side of Eagle Wharf Road and abuts the southern side of Regent's Canal where there are currently three commercial boats moored along the length of the site. The site to the east is currently used for commercial purposes (light industrial) and has been proposed for mixed use development. The site to the west is a mixed use residential and commercial building made up of a number of units of varying size. Directly opposite the site, on Eagle Wharf Road, are the Peabody residential units.
- 1.4.2 The site is currently occupied predominantly by commercial buildings that are used, in part, as filming locations and photographic studios, as well as the 'The Commissary', a bar and restaurant with a large conservatory overlooking the canal.
- 1.4.3 The site is within the Regent's Canal Conservation Area. Buildings on the site have been locally listed and include a historic industrial chimney.

¹ Royal Town Planning Institutes Good Practice Guide to Public Engagement on Development Schemes www.rtpi.org.uk/media/6312/Good-Practice-Guide-to-Public-Engagement-in-Development-Scheme-High-Res.pdf

² London Borough of Hackney's 2014 SCI adopted 29 January 2014 http://www.hackney.gov.uk/Assets/Documents/Statement-of-community-involvement-2014.pdf?bcsi_scan_E956BCBE8ADBC89F=0&bcsi_scan_filename=Statement-of-community-involvement-2014.pdf

Figure 1: Site location plan



Source: Stephen Davy Peter Smith Architects Ltd

1.5 Overview of the proposed development

1.5.1 In September 2014 GHL (Eagle Wharf Road) Ltd purchased the site at 49-50 Eagle Wharf Road. GHL (Eagle Wharf Road) Ltd is a joint venture by Executec Ltd, Galliard Homes Ltd, AR V Investments Ltd and Gleneldon Developments Ltd, who have worked together on various projects over the last 20 years.

1.5.2 The re-development will:

- involve partial demolition and partial retention of the existing commercial buildings and redevelopment to provide up to 64 homes (including 1, 2 and 3 bedroom units) over seven floors;
- redevelopment comprising a mix of residential, commercial and café floor space and a landscaped communal courtyard.

- retain the three storey warehouse building on the northwest corner of the site and the 26 metre high former industrial chimney preserving the most significant heritage assets on the site; and
- create a new pedestrian route through the heart of the site to provide public access to the Regent's Canal, also cycle parking and other associated works.

Figure 2: South elevation - view from on approach to the north Regent's Canal. On the left the existing view to chimney and image to the right is the proposed view to chimney.



Source: Stephen Davy Peter Smith Architects Ltd

Figure 3: South elevation - view from on approach to the north Regent's Canal. On the left the existing view to chimney and image to the right is the proposed view to chimney.



Source: Stephen Davy Peter Smith Architects Ltd

Figure 4: Aerial view of the site looking north east



Source: Stephen Davy Peter Smith Architects Ltd

2. Communication and engagement activities

2.1 Who we communicated with

Stakeholders and local community

2.1.1 The following stakeholder groups were identified as those most likely to be interested in the proposed development. Pre-application communication and consultation activities therefore focused on engaging the following groups:

- businesses on-site and in the immediate vicinity, such as Holborn Studios and site subleasees;
- residents living in properties within the 'consultation zone' (see Appendix 1); and
- community groups and organisations with an interest in the site, who use or visit the site, such as the Canal and River Trust, Arlington Residents Association and Friends of Regent's Canal.

Local Councillors and MP

2.1.2 Councillors for Hoxton West and the MP for Hackney South and Shoreditch were also invited to provide feedback and discuss the project in more detail.

2.1.3 The MP and councillors contacted were:

- local Member for Hackney South and Shoreditch – Meg Hillier;
- Hoxton West Ward Councillors – Cllr Philip Glanville; Cllr Clayeon McKenzie and Cllr Carole Williams;
- neighbouring authority – London Borough of Islington; and
- neighbouring Ward Councillor for St Peters – Cllr Martin Klute and Cllr Alice Perry.

2.1.4 A series of pre-application meetings were held with planning, design and transport offices from the Council. The scheme was also been presented to the Council's Design Review Panel.

2.2 When we undertook communication activities

2.2.1 A six week consultation period ran from Friday 28 November 2014 to Friday 9 January 2015.

2.3 How we communicated- consultation materials and awareness raising

Community letter

2.3.1 A community letter (see Appendix 2) was developed to help raise awareness of the proposed development and the associated consultation within the local community. The letter was delivered to businesses on-site and businesses and residential properties in the vicinity (see Appendix 1 for the Consultation Zone). The letter was also sent to following community groups:

- Thomas Fairchild Community School;
- Museum Of London Archaeology;
- Friends of Regent's Canal;
- Canal and River Trust;
- Canals of Hackney Users Group;
- The Hackney Society;
- English Heritage;
- Natural England; and

- Central and South Hackney Conservation Area Advisory Committee (CAAC).

2.3.2 The letter provided details of the proposed development, outlined how feedback could be provided, where further information could be sought and where hard copies of the plans of the development proposals could be viewed.

Councillor/MP letter

2.3.3 Councillors for Hoxton West Ward (Cllr Philip Glanville, Cllr Clayeon McKenzie and Cllr Carole Williams) and the MP for Hackney South and Shoreditch (Meg Hillier) were sent letters inviting them to attend the public exhibition and offering a briefing meeting if they wanted to have more detailed discussions in advance of the consultation. A copy of the letter sent can be found in Appendix 3.

Leaflet

2.3.4 A two-page A5 community leaflet (see Appendix 4) was developed to help raise awareness of the proposed development and the associated consultation among the local community. The leaflet was hand-delivered to business and residential properties in the vicinity of the site (see Appendix 1 for distribution map). The leaflet showed a plan of the proposed layout of the site in the context of surrounding properties, promoted the public information event and provided details of the project website, helpline, email and postal address.

Poster

2.3.5 Posters were put up in the local area promoting the consultation event and feedback mechanisms (see Appendix 5). Posters were placed in the following locations: Shoreditch Library, Thomas Fairchild Community School, Co-Operative Food on New North Road and the coffee shop next to the Co-Operative Food on New North Road.

Plans in local libraries

2.3.6 The leaflet and feedback form were made available for public view in the Shoreditch Library, 80 Hoxton Street, London N1 6LP from 28 November 2014.

2.4 Feedback mechanisms

2.4.1 Local residents, businesses and other interested parties were invited to provide feedback via telephone, a project email address, on-line feedback survey, post and at the public information exhibition.

2.4.2 Included in all communication materials developed in the lead-up to the consultation were the:

- Telephone number: 020 7798 5004;
- Email: eaglewharfroad@urs.com;
- On-line feedback survey: <http://tinyurl.com/mrkqm6v>; and
- Post address: Eagle Wharf Road Consultation, c/o Sarah Hill, URS, 6-8 Greencoat Place, London, SW1P 1PL.

2.4.3 The feedback mechanisms gave people the opportunity to contact the project team, ask questions, request information and provide feedback on the proposals if they were unable to attend the public exhibition.

2.5 Public information event

2.5.1 To provide the local community with the opportunity to come and find out more about the proposed development, speak to the project team and provide comments on the proposals, a public information event was held on Thursday 4 December 2014 from 16:00 to 20:00.

Venue

2.5.2 The exhibition was held at Napier Grove Community Centre, Napier Grove, N1 7HU. This venue was chosen based on its proximity to the proposed development site and neighbouring residential properties, its wheelchair accessibility and its familiarity to members of the local community.

Figure 5: Map showing proposed development site and location of public information event venue



Attendance

2.5.3 Approximately 20 members of the public attended the public information event between 16:00 and 20:00. The time was chosen to provide sufficient opportunity for people to attend after core working hours.

2.5.4 Most of the attendees were employees from on-site businesses and local residents. A number of residents from the neighbouring borough of Islington also attended.

Figure 6: Public information event



Figure 7: Community interest register



Exhibition boards

2.5.5 A series of seven exhibition boards were displayed at the information event (see Appendix 6). These provided the following information:

- introduced the proposed development;
- provided an overview of the purpose of the public information event;
- provided some background on the project promoter GHL Eagle Wharf Road Ltd;
- provided aerial photographs, illustrative plans and computer generated images of the proposed development and surrounding area to illustrate how the finished development might look from a number of viewpoints relevant to the local community;
- presented information on the existing chimney; and
- provided information on how people could comment on the proposal, how these comments would be considered and a summary of the next steps in the planning process.

2.5.6 In addition to the exhibition boards, the public were encouraged to complete a feedback form (see Appendix 7).

Community interest register

2.5.7 A community interest register was made available to fill in for those people who wanted to be kept informed as the project developed. Fourteen people left their contact details.

Staffing

2.5.8 The public information event was staffed by representatives from GHL Eagle Wharf Road Ltd, a member of the Montagu Evans planning team and two members from AECOM's stakeholder engagement team to ensure any questions about the proposals could be answered and feedback encouraged.

2.6 Further meetings

2.6.1 A meeting was held with a representative from the Friends of Regents Canal and the Arlington Residents Association on Tuesday 13 January 2015 at 16:00. The meeting was held at Stephen Davy Peter Smith Architects Ltd Fanshaw House, Fanshaw Street, London N1 6HX. The aim of the meeting was to provide in-depth information about the proposals for the site and enable the community group representatives to speak with the architect team directly.

2.6.2 The project team has met with the London Borough of Hackney including the Design Review Panel.

3. Feedback

3.1 Response analysis

3.1.1 Following the close of the consultation on 9 January 2015 all of the feedback received during the consultation was analysed, including:

- feedback forms received via post, completed on-line, or submitted at the public information event (see Appendix 7 for a copy of the form);
- feedback received via the project email address;
- feedback received via the telephone number; and
- verbal feedback received at the public information event.

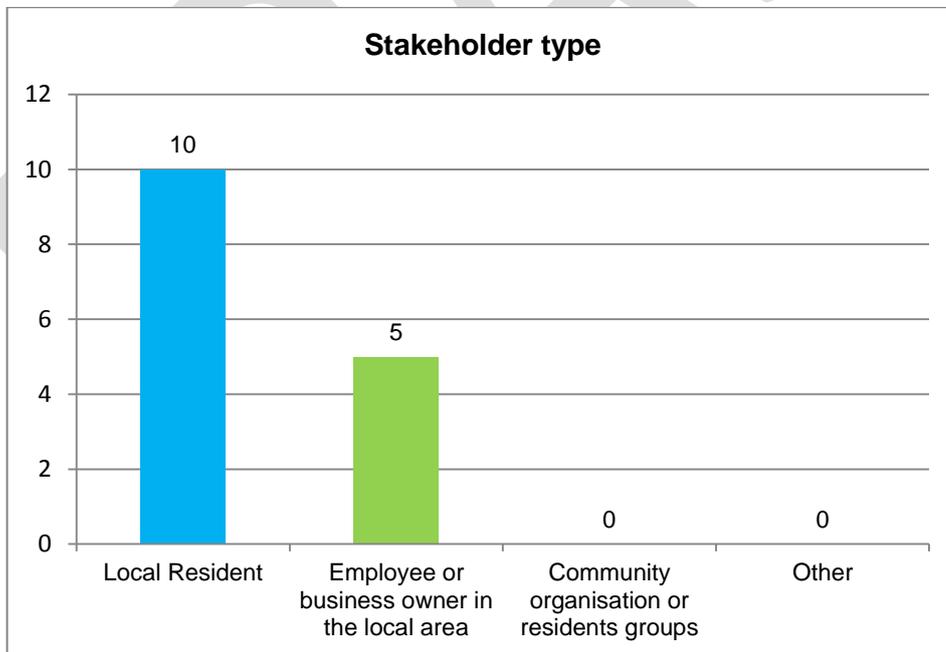
3.2 Responses from feedback forms

3.2.1 During the consultation period 20 feedback forms were completed by the local community (two at the public information event, one sent via post, and 17 via the on-line feedback survey). The following section provides a summary of the feedback received via these forms:

Question 1: To help us understand your interest in the site and our proposals, please let us know whether you are a: local resident, employee or business owner in the local area, community organisation or residents groups, or other.

3.2.2 Most feedback forms were completed by local residents as shown in Figure 10 below, followed by employees and business owners in the local area.

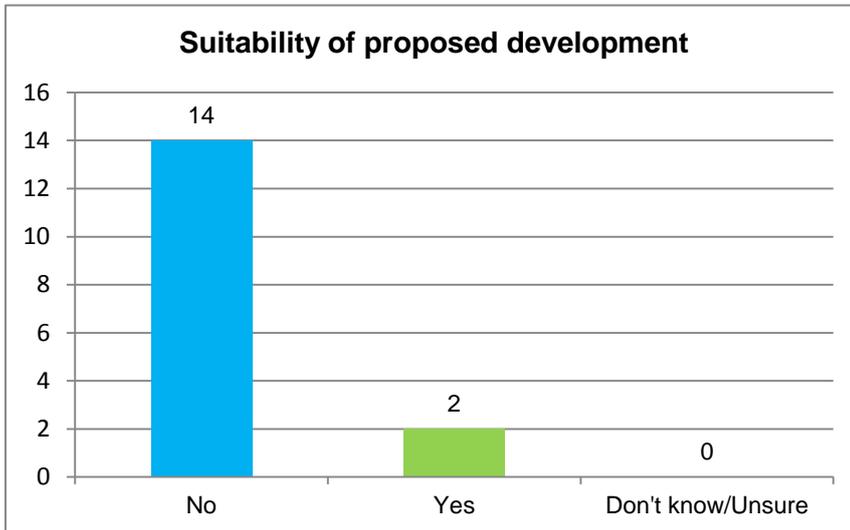
Figure 8: Response by stakeholder type



Question 2: Do you think site 49-50 Eagle Wharf Road is suitable for the proposed development?

3.2.3 Of the 20 feedback forms completed 14 felt that the proposed development was not suitable for the site while two felt the site was suitable for the proposed development.

Figure 9: Suitability of proposed development



Unsuitable

3.2.4 Of the 14 people who responded to say they thought the site was unsuitable for the proposed development, the following reasons were given:

- the proposed development is too high and big and is contributing to the overdevelopment in the area;
- new residential developments are blocking light to the canal, which is affecting boaters and wildlife;
- the development only benefits investors and developers, rather than the local residents who live near this location;
- the industrial heritage of the canal should be protected and the vibrant community of businesses on site that have been there for decades;
- public access to the canal will affect local mooring boats' privacy and security;
- strongly opposed to the redevelopment of this site;
- the current site provides employment space to small businesses, as well as Holborn Studios. These are start-up businesses and the rent is below average for this area. The proposal will harm these small creative businesses;
- retaining the chimney is a 'tick box' exercise that will not retain the character of the building or surrounding area; and
- there are already a number of residential apartments in the area, and there is commercial space at Old Street, not far away.

Suitable

3.2.5 Two respondents supported the proposal but one felt it was not suitable 'in its current form', stating that the proposed development is too high and similar to other new developments in the area.

3.2.6 No respondents answered 'Unsure / Don't know'.

Q3: Do you have any specific comments on proposals for the layout of the site?

3.2.7 Eleven people responded to question three, making a number of suggestions including: reducing the building height, ideas relating to the design of the building and comments regarding the existing buildings local heritage value.

3.2.8 Specific feedback received in response to this question is summarised below:

- one respondent liked that the building nearest the canal is lower; however, two respondents were concerned that with so many new developments along the canal it is becoming a 'tunnel';
- two respondents appreciated that the proposals retain the Victorian buildings and chimney, but opposed the additional building height;
- two respondents commented that the plan is proposing too much development, while another three respondents stated that the proposed building height is too high;
- three respondents commented on the design of the proposal, stating that it is too similar to current redevelopments and the design will ruin the charm of the historic existing building;
- one respondent suggested that the residential block should be split into two blocks of different height, so that the chimney is fully visible from Eagle Wharf Road, and to encourage public access;
- one respondent felt that retaining parts of the existing building and chimney was contradictory as it would not be in its original context; and
- one respondent commented that the current building is a landmark and 'beautiful', while another respondent cited the local listing of the site as preventing its development.

Q4: Do you have any comments about the buildings?

3.2.9 Thirteen people responded to question four providing feedback including suggestions for the design of the building, raising concerns about changes to the local character of the area and environment, and comments regarding the location as a listed heritage site. More detail on these themes is provided below:

Building Design

- four respondents stated that the building height is too high (seven storeys);
- one respondent reiterated again that the residential block should be split into two blocks so that there is a view of the chimney from Eagle Wharf Road at the public access point;
- in terms of design, one respondent commented that the balconies should be the same design as the neighbouring building, while the building should use brick that looks the same as the existing Victorian bricks; and
- three respondents commented that the building design lacks interest, is 'non-descript' and is 'poor quality', while one respondent felt that the building designs should be progressed to a detailed design level prior to submitting a planning application.

Local Area

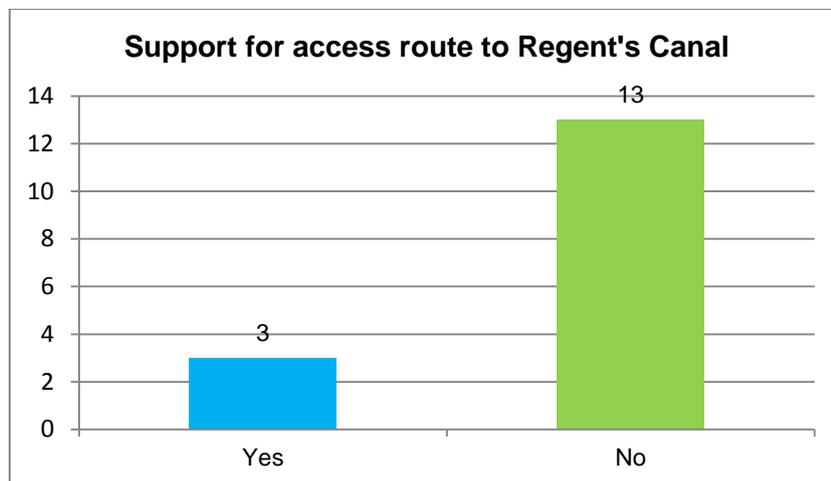
- one respondent stated that the proposal will reduce natural light to the canal affecting the attractiveness of the area; and
- three respondents felt that the development would change the character of the area, pushing creative businesses and artists out of the area.

Heritage

- One respondent noted that the site is heritage listed and therefore it cannot be developed, while another respondent emphasised that the site is a landmark of London’s heritage.

Q5: The landscape plans propose a new access route through the site to Regent's Canal, would this benefit you?

Figure 10: Support for access route to Regent’s Canal



Support

3.2.10 The three people who responded to say they supported the access route because it will enable easier access to the café and restaurant.

Do not support

3.2.11 Of the 13 people who responded to say they do not support the new access route for the proposed development, the following reasons were given:

- two respondents stated that the new access route leads to a dead end as you cannot walk along this side of the canal, while one respondent specified that they do not access the canal at this location so it will not provide benefit for them;
- two respondents commented that there is already a route to the canal, while another respondent reiterated that the existing towpath is sufficient;
- one respondent stated that they do not need the new access route;
- one respondent noted that enhanced access would create additional risk of crime and public disorder for the residential moorings, as well as impinging on their privacy. In addition, the respondent stated that the boats currently use the toilet and sanitation disposal point at Sturts Locks and this should continue to only be accessible by moorings at Eagle Wharf; and
- one respondent was supportive of the landscaping plans but requested that it include lights along the canal.

Q6: Do you have any further comments or ideas about the proposed landscaping and public spaces for the site?

3.2.12 Six people responded to question six, making a number of suggestions including: positive responses to the proposed landscaping, request for lights along the canal, and concerns that the proposal will not retain the character of the area.

3.2.13 Specific feedback is summarised below:

- one respondent commented that an alternative site should be developed that is away from the canal, to allow local residents to enjoy the waterway and heritage;
- one respondent responded positively stating that more trees and landscaping would be welcome;
- while one respondent responded positively to the landscaping, they felt that the current building should be preserved;
- one respondent requested lights along the canal as part of the proposed landscaping; and
- one respondent stated that public landscaping does not retain the character of the original and historical purpose of the buildings and site.

Q7: Do you currently use the electric car charging station currently located within the proposed development site?

3.2.14 Sixteen people responded to question seven with all respondents answering no, except for one person.

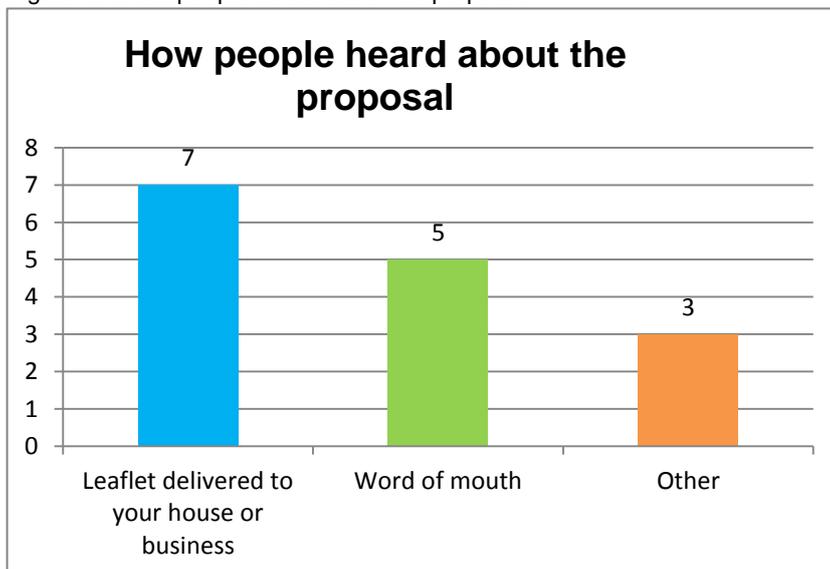
Q8: Do you have any comments the proposal to relocate the electric car charging station?

3.2.15 The respondent that answered yes to question seven commented that the proposed relocation of the electric car charging station will mean that it is no longer convenient to use. One respondent, who commented no to question seven, added that they do not use a car as there is adequate public transport.

Q9: How did you hear about our proposals?

3.2.16 Fifteen people responded to question nine, with the majority of people hearing about the proposal through a leaflet delivered to their house or business.

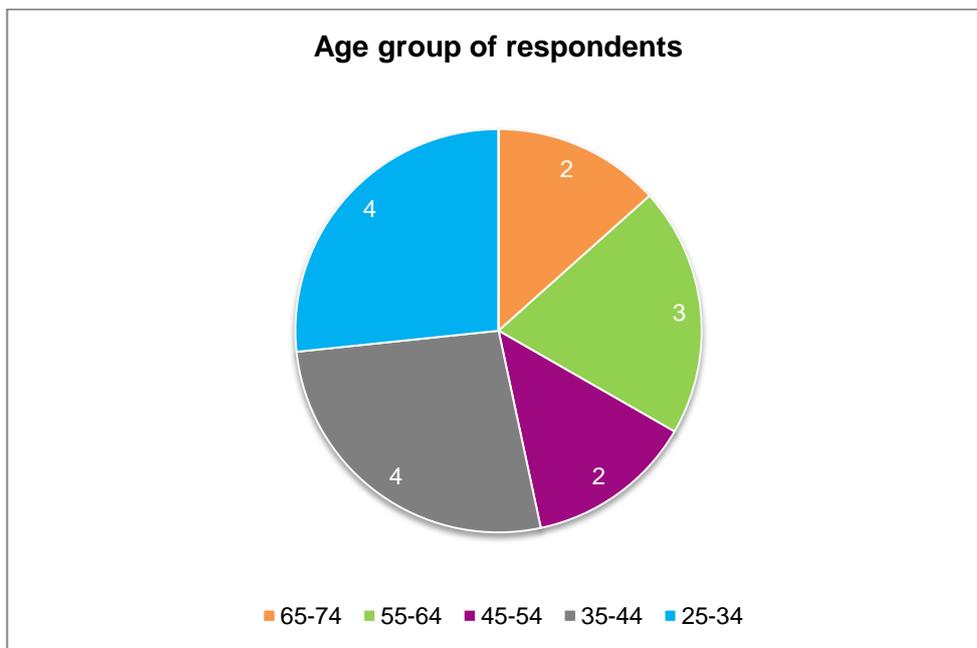
Figure 11: How people heard about the proposal



3.2.17 Of the three respondents that answered 'other', two people heard about the proposal through the local residents association and Friends of Regents Canal, while one person was informed by Holborn Studios.

Q10: Please select your age group

Figure 12: Age group of respondents



3.2.18 Of the 15 people that answered question 10, the majority of respondents are aged between 25-44; followed by people aged between 55-64; while a total of four people are aged between 45-54 and 65-74. There were no respondents aged below 24 or over 75.

3.3 Main themes emerging from the feedback

3.3.1 Below is a summary of the main themes contained in the comments made by stakeholders and the local community who attended the public exhibition, completed feedback forms and sent their feedback via email and project telephone.

Building height

3.3.2 Several stakeholders had comments relating to the proposed height of seven floors, stating that the buildings are too high for the area, with neighbouring buildings only five floors high. A number of stakeholders felt that the height of the development should be reduced by two floors. A stakeholder commented that the height of the proposed development will affect their view of the sky line from where they live, which was an issue as they are not mobile due to disability. In general, stakeholders commented that if the building height was reduced then they generally accepted the proposed development.

Canal

3.3.3 A number of stakeholders had concerns regarding the marine moorings currently being leased on site and their future. In addition, stakeholders were concerned about the canal becoming 'a tunnel', boxed in by developments along the canal. A few stakeholders highlighted the potential impact on wildlife along the canal.

Design

- 3.3.4 One stakeholder suggested that the development should be split into two buildings so that the chimney is visible from Eagle Wharf Road at the public access point.

Employment

- 3.3.5 A number of concerns were raised about the future of Holborn Studios and the retention of suitable photography space. The loss of jobs and employment at the studio was a concern, with a stakeholder highlighting that the area is classified by London Borough of Hackney as Priority 1 for employment. A number of stakeholders asked whether there was any guarantee that the commercial units would be filled.

Heritage

- 3.3.6 Comments were made about the local heritage value of the site with a few stakeholders opposed to the redevelopment as a result of this, while some stakeholder expressed the opinion that the site couldn't be redeveloped as it is locally listed. Stakeholders were concerned that the canal landscape is becoming homogenous and that the industrial heritage of London's canal should therefore be preserved. While another stakeholder felt that the creative businesses on the site have been there for decades and should remain. One stakeholder commented that this is the last remaining Victorian industrial premises on this stretch of the canal. Stakeholders also felt that the former Victorian warehouse will be overwhelmed by the proposed block behind it and the chimney will lose its significance.

Housing

- 3.3.7 Stakeholders were concerned that the new homes will not be affordable for local people, with one stakeholder asking if there would be any affordable housing. While another stakeholder commented that the area is currently residential with lots of families, while the proposed development will give the area a different character.

Landscaping

- 3.3.8 In general, people expressed positive responses to the proposed changes the proposed changes to the surrounds of the canal, including enhanced public access to the canal and restaurant, and landscaping. Although a stakeholder stated that the earthworks and associated landscaping may have an impact on the waterway, and that any future maintenance responsibilities should be determined.

Need for the development

- 3.3.9 Some stakeholders queried the need for the development stating that in their view there is no additional need for public open space in this area given the proximity of parks and the canal.

Pollution

- 3.3.10 One stakeholder was concerned about potential light pollution and complained that there is currently significant light pollution until 21:00 from the Thomas Fairchild School. A few stakeholders expressed concern about the potential for pollution of the waterway and seepage or spillage from the site.

Public access

- 3.3.11 A number of stakeholders felt that the public access to the canal will negatively impact on the privacy and security of house boat occupiers. In addition, it was suggested that there could be adverse effects on existing residential moorings from an increase in anti-social behaviour.

Style

- 3.3.12 Comments were made about the canal becoming less attractive with new buildings all designed in the same style and colour. Stakeholders felt that the proposed extra floor and roof on the warehouse was 'ugly' and that the building should use brick that closely resembles the existing Victorian bricks.

4. How feedback has been addressed

4.1 Response from GHLEagle Wharf Ltd to feedback received

- 4.1.1 GHLEagle Wharf Ltd has reviewed all the feedback received during the consultation period and taken the comments into consideration in the preparation of its planning application for the site.
- 4.1.2 The table below summarises how the key themes identified in the feedback have been taken into consideration.

Feedback theme	Response
<p><i>Building height</i></p> <ul style="list-style-type: none"> proposed block along Eagle Wharf Road is too high and big no apartments on this stretch of the canal are higher than five floors high/medium rise buildings will cut out the sky line development will dominate from the canal-side view. 	<p>The height of the proposed building along Eagle Wharf Road has been reviewed.</p> <p>The building has subsequently been reduced in height and density with half the street elevation lowered to four storeys and the fifth storey set back.</p> <p>The six (two) and seven (one) storey blocks have been reduced to short lengths along Eagle Wharf Road with one of the six and one of the seven storey blocks set back into the site away from the pavement.</p> <p>The revised scale is in keeping with the neighbouring Angel Wharf building, which varies in height from five to seven storeys.</p>
<p><i>Canal</i></p> <ul style="list-style-type: none"> the canal will become a tunnel the whole of the canal is being boxed in wildlife using the canal, especially birds could be negatively affected 	<p>The proposals provide a substantial area of new canal-side open space, along with space between buildings facing the canal to provide a landscaped courtyard. The proposal provides a greater distance between adjacent buildings across Regent's Canal than was the case in the late 19th Century.</p> <p>An Ecology Report has been produced to accompany the application, as has a landscaping and planting strategy. The scheme will provide a number of trees and planted areas to attract wildlife.</p>
<p><i>Design</i></p> <ul style="list-style-type: none"> split should be made at the public access point so that the canal-side Victorian chimney is fully visible from the road 	<p>Currently views of the chimney from the Eagle Wharf Road are limited to its top third when standing on the south-side of the road parallel to the adjacent self-storage site. When standing on the pavement directly opposite the site, the chimney cannot currently be seen.</p> <p>On entry through the new eastern courtyard, the entire chimney from ground to top will become visible, greatly enhancing the chimney's presence from the road.</p>
<p><i>Employment</i></p> <ul style="list-style-type: none"> potential loss of jobs and employment at the studios area is classified by London Borough of Hackney as Priority 1 for employment no guarantee commercial units will be filled 	<p>The scheme has been designed to facilitate the re-provision of film and photography studios for Holborn studios subject to commercial terms being agreed.</p> <p>The scheme also contains other commercial floor space for businesses as per the current site. The scheme will deliver an increase in commercial floor space and will significantly enhance the quality of employment accommodation.</p> <p>The scheme will enable the creation of up to 300 jobs</p>

Feedback theme	Response
	<p>which will generate between 100 - 200 additional jobs compared with the existing use.</p>
<p><i>Heritage</i></p> <ul style="list-style-type: none"> • industrial heritage of London's canals should be preserved • the creative, vibrant community of businesses (both within the Holborn Studios complex and the floating studios on the pontoon) have been on the site for decades • last remaining Victorian industrial premises in that stretch of the canal • chimney would lose its significance with new design • site is listed 	<p>The two key heritage assets - namely the three-storey warehouse and chimney - are being retained and incorporated within the proposed scheme. These will be complimented by a sensitive landscaping strategy.</p> <p>The location and proximity of the proposed buildings adjacent to the retained chimney have been sited to retain the overall prominence of the structure when viewed from key locations along the canal towpath and enhance its visibility at low level and when viewed from within the site. A further enhancement to the prominence of the chimney is the opening up of a new view from within the site, not currently available.</p> <p>Both Holborn Studios and the floating studios are currently retained within the scheme. The location of the floating studios will not be affected by the proposals and Holborn Studios can be accommodated within new bespoke photographic studios on site.</p> <p>A Heritage Report has been produced to accompany the current application. This statement sets out a Statement of Significance of the identified heritage assets on the site as well as a full assessment of the development proposals. This report considers both the locally listed status of the buildings and impact of the development on the conservation area.</p>
<p><i>Housing</i></p> <ul style="list-style-type: none"> • will these houses be affordable for locals in the area 	<p>The proposed scheme comprises 21% affordable housing, offered as shared ownership tenure.</p>
<p><i>Landscaping</i></p> <ul style="list-style-type: none"> • more trees and planting would be welcome • earthworks and associated landscaping may have impact on the waterway • should determine future maintenance responsibilities • would benefit from lights along the canal 	<p>A sensitive landscaping scheme has been developed to accompany the planning application. This includes tree planting and soft landscaping.</p> <p>Demolition, excavation assessments and construction method statements will be developed prior to any work commencing on site.</p> <p>As a condition of the permission, a lighting strategy will be developed to accommodate use of the canal front and commercial premises while considering the environment for the moored boats.</p>
<p><i>Location</i></p> <ul style="list-style-type: none"> • it will be a dead end • development is directly above the proposed Crossrail 2 tunnel 	<p>The proposed cafe will provide a daytime destination for the public, whilst also providing a daily facility for users of the commercial premises on site. The canal frontage has potential for accommodating installations, public art and exhibiting work, which would also provide a destination.</p> <p>Transport for London has been consulted regarding Crossrail 2, during the development of the submitted scheme.</p>

Feedback theme	Response
<p><i>Need for the project</i></p> <ul style="list-style-type: none"> • there is no additional need for public open space in this area given the proximity of parks and the canal 	<p>The scheme has been developed in the context of London Borough of Hackney's Key Principles and Challenges defined by their Local Development Framework Core Strategy, which states: <i>"There is scope for improvement along the waterways relating to public access, natural habitats, heritage features, local character, and development and diversification of uses"</i>.</p>
<p><i>Pollution</i></p> <ul style="list-style-type: none"> • concerned about light pollution • potential for pollution of the waterway • seepage or spillage from the site 	<p>A lighting strategy will be developed to accommodate use of the canal front and commercial premises while considering the environment for the moored boats.</p> <p>Site working and storage method statements will be produced prior to any work commencing on site.</p>
<p><i>Public access</i></p> <ul style="list-style-type: none"> • public access to the canal could negatively impact on the privacy and security of house boat occupiers. • concerns that the proposals could lead to an increase in anti-social behaviour on existing residential moorings 	<p>Public access will be limited to the western courtyard and the pontoon running the length of the northern boundary. Gates will then restrict access to the remainder of the pontoon.</p> <p>A Designing Out Crime Officer from the Metropolitan Police has been consulted as part of the scheme's development to ensure a safe and secure site. A Secured by Design application will be made after submission of the planning application.</p>
<p><i>Style</i></p> <ul style="list-style-type: none"> • proposed 'ugly' extra floor and roof on warehouse • canal landscape is homogenous with blocks of flats that all look the same • buildings should use brick that closely resembles the existing Victorian bricks 	<p>The materials have been chosen to complement and reflect the retained existing chimney and warehouse buildings as well as build upon the industrial heritage of the site.</p> <p>The form and materials proposed for the single storey extension to the retained warehouse have been further developed. A refined and sensitive form is now proposed, clad in metal panels which provide a suitably weathered and warm-toned accompaniment to the warehouse below.</p> <p>The scale and roof form of the warehouse will be retained as part of the proposed scheme. The building between the warehouse and the chimney will be clad in a brick that closely resembles the existing structures. The brick has been selected so that the colour, variation and rugged texture will reflect the existing Victorian brickwork of the chimney and warehouse. The main new building will be clad in a lighter brick so as not to detract from the retained building and chimney.</p> <p>A block located at the proposed main entrance will be clad in weathered steel panels to compliment the industrial warehouse aesthetic, whilst emphasising the entrance with a change in material.</p>

5. Appendix

Appendix 1 – Consultation zone

Appendix 2 – Letter to stakeholders

Appendix 3 – Letter to councillors

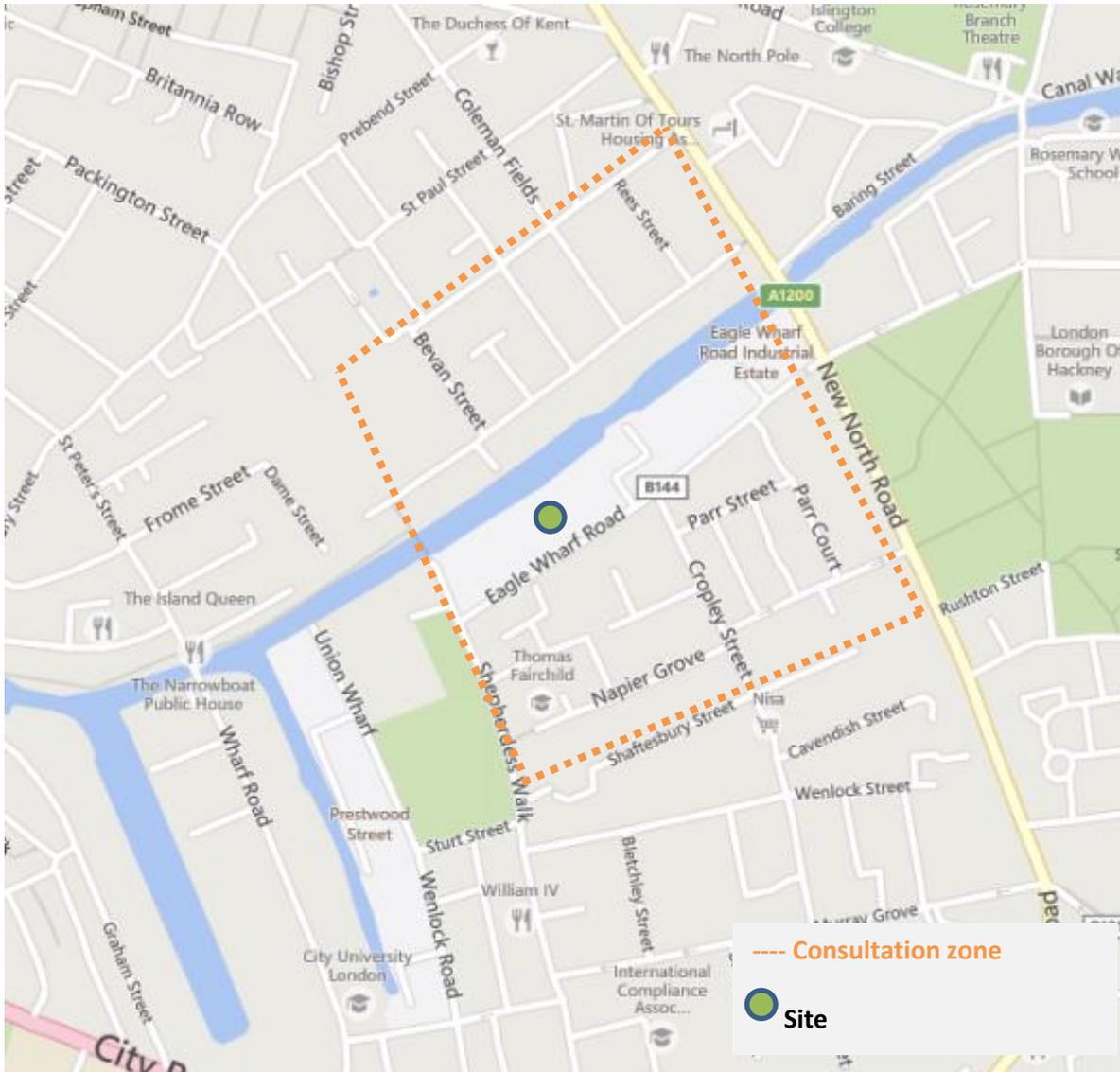
Appendix 4 – Leaflet

Appendix 5 – Poster

Appendix 6 – Exhibition boards

Appendix 7 – Feedback form

Appendix 1 – Consultation Zone



Source: Bing maps © 2014

Appendix 2 – Letter to Stakeholders

Dear [Stakeholder / site resident - personalised salutation to be inserted by URS],

CONSULTATION ON PROPOSED DEVELOPMENT FOR 49-50 EAGLE WHARF ROAD

I am writing to invite you to attend an upcoming public information event so you can see the latest plans for the proposed development at 49-50 Eagle Wharf Road, N1 7ED, Hackney.

In September 2014 GHL (Eagle Wharf Road) Ltd purchased the site on Eagle Wharf Road. GHL (Eagle Wharf Road) Ltd is a joint venture by Executec Ltd, Galliard Homes Ltd, AR V Investments Ltd and Gleneldon Developments Ltd, who have worked together on various projects over the last 20 years. As a well-known developer in London we have delivered a number of high quality mixed use developments in Hackney.

We are preparing new proposals for the site and seek your views on these before we submit a planning application to the London Borough of Hackney in January 2015.

This consultation will run for six weeks from Friday 28 November 2014 to Friday 9 January 2014.

Our proposed development of the site involves:

- Partial demolition and partial retention of the existing commercial buildings and re-development to provide up to 80 homes (including 1, 2 and 3 bedroom units) over seven floors;
- Provision of new fit for purpose commercial space which will deliver an increase in jobs accommodated on site;
- Retaining the three storey warehouse building on the northwest corner of the site and the 26 metre high former industrial chimney preserving the most significant heritage assets of the site; and
- Creating a new pedestrian route through the heart of the site to provide public access to the Regent's Canal.

We are holding a public information event so anyone with an interest in our proposals can find out more. The event will provide an opportunity to talk to the project team, see the project designs and provide your feedback. The information event is being held at:

Venue: Napier Grove Community Centre, Napier Grove, N1 7HU
Date: Thursday 4 December 2014
Time: 4.00 pm to 8.00 pm (drop-in anytime)

For those who are unable to attend the information event, details of our proposals and feedback forms will be placed in Shoreditch Library at 80 Hoxton Street, London N1 6LP, for the duration of the consultation period.

All comments received will be taken into consideration by the project team before our proposals are finalised and a planning application is submitted to the London Borough of Hackney.

We look forward to welcoming you on Thursday 4 December 2014.

Yours sincerely,

Director
GHL (Eagle Wharf Road) Ltd
28 Manchester Street, London W1U 7LF
sm@executec.co.uk Tel: 020 7486 0050

Appendix 3 – Letter to Councillors

Dear [Councillor- personalised salutation to be inserted by URS],

CONSULTATION ON PROPOSED DEVELOPMENT FOR 49-50 EAGLE WHARF ROAD

I am writing to invite you to attend an upcoming public information event so you can see the latest plans for the proposed development at 49-50 Eagle Wharf Road, N1 7ED, Hackney.

In September 2014 GHL (Eagle Wharf Road) Ltd purchased the site on Eagle Wharf Road. GHL (Eagle Wharf Road) Ltd is a joint venture by Executec Ltd, Galliard Homes Ltd, AR V Investments Ltd and Gleneldon Developments Ltd, who have worked together on various projects over the last 20 years. As a well-known developer in London we have delivered a number of high quality mixed use developments in Hackney.

We are preparing new proposals for the site and seek your views on these before we submit a planning application to the London Borough of Hackney in January 2015.

This consultation will run for six weeks from Friday 28 November 2014 to Friday 9 January 2015.

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- Provision of new fit for purpose commercial space which will deliver an increase in jobs accommodated on site;
- Retaining the three storey warehouse building on the northwest corner of the site and the 26 metre high former industrial chimney preserving the most significant heritage assets of the site; and
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Venue: Napier Grove Community Centre, Napier Grove, N1 7HU

Date: Thursday 4 December 2014

Time: 4.00 pm to 8.00 pm (drop-in anytime)

For those who are unable to attend the information event, details of our proposals and feedback forms will be placed in Shoreditch Library at 80 Hoxton Street, London N1 6LP, for the duration of the consultation period.

All comments received will be taken into consideration by the project team before our proposals are finalised and a planning application is submitted to the London Borough of Hackney. If you have any immediate questions on our proposals for the site or would like to arrange a meeting please do not hesitate to contact me by email sm@executec.co.uk or by calling 020 7486 0050.

We look forward to welcoming you on Thursday 4 December 2014.

Yours sincerely,

Sean Meadows

Director
GHL (Eagle Wharf Road) Ltd
28 Manchester Street, London W1U 7LF
sm@executec.co.uk Tel: 020 7486 0050

Appendix 4 – Leaflet

Have **your say** on the proposed 49-50 Eagle Wharf Road mixed-use development



We're developing a new mixed-use project and we want feedback from you on our proposals for the site before we submit a planning application to the London Borough of Hackney in January 2015.

In September 2014 GHL Eagle Wharf Ltd purchased the proposed development site from previous owners.

Our scheme will integrate with the existing and emerging residential and business community.

SO WHAT'S PROPOSED TO CHANGE?

- Part demolition and part retention of existing commercial buildings, and building up to 80 homes (including 1, 2 and 3 bedroom units) over seven floors;
- New fit-for-purpose commercial space meaning an increase in jobs accommodated on site;
- Retaining the three storey warehouse building on the northwest corner and the 26 metre high former industrial chimney, preserving the most significant heritage assets of the site; and
- A new pedestrian public route through the heart of the site to the Regent's Canal.

CONSULTATION PERIOD

Runs for **6 weeks** from **Friday 28 November 2014 to Friday 9 January 2015**.

We are holding a public information event to present information on our plans, see overleaf for further details.

WHO ARE GHL EAGLE WHARF LTD?

GHL Eagle Wharf Ltd is a joint venture between Executec Ltd, Galliard Homes Ltd, AR V Investments Ltd and Gleneldon Developments Ltd. As a well-known developer in London we have delivered a number of high quality mixed use developments in Hackney.



Find out more and have your say

PUBLIC INFORMATION EVENT

We are holding a public information event so you can find out more, speak to the project team and give us your views.

For those who are unable to attend the information event, details of our proposals and feedback forms will be placed in **Shoreditch Library, 80 Hoxton Street, London N1 6LP**, for the duration of the consultation period (**28 November 2014 to 9 January 2015**).

HOW TO PROVIDE COMMENTS

- Speak to the team at the public information event
- Complete a feedback form online by visiting <http://tinyurl.com/mrkqm6v>
- Send an email to eaglewharfroad@urs.com
- Send a letter with your comments to **Eagle Wharf Road Consultation, c/o Sarah Hill, URS, 6-8 Greencoat Place, London, SW1P 1PL** or
- Leave a message for the team by calling **020 7798 5004**

DROP-IN AND TALK TO THE TEAM

Date:
Thursday 4 December 2014
Drop-in any time between 4-8pm

Where:
Napier Grove Community Centre
Napier Grove, N1 7HU



SCAN ME FOR ONLINE FEEDBACK FORM



SIGN UP TO STAY IN TOUCH

Don't forget to sign up to our project mailing address so you can hear about the latest plans for the site: eaglewharfroad@urs.com

Please provide your feedback by **Friday 9 January 2015**

Appendix 5 - Poster

PUBLIC INFORMATION EVENT

Have **your say** on the proposed development at 49-50 Eagle Wharf Road, London, N1 7ED

GHL Eagle Wharf Ltd is proposing to re-develop this site to provide new mixed residential and commercial space and new public access to Regent's Canal. The proposals retain the the most significant historical features of the site.

EVENT DETAILS

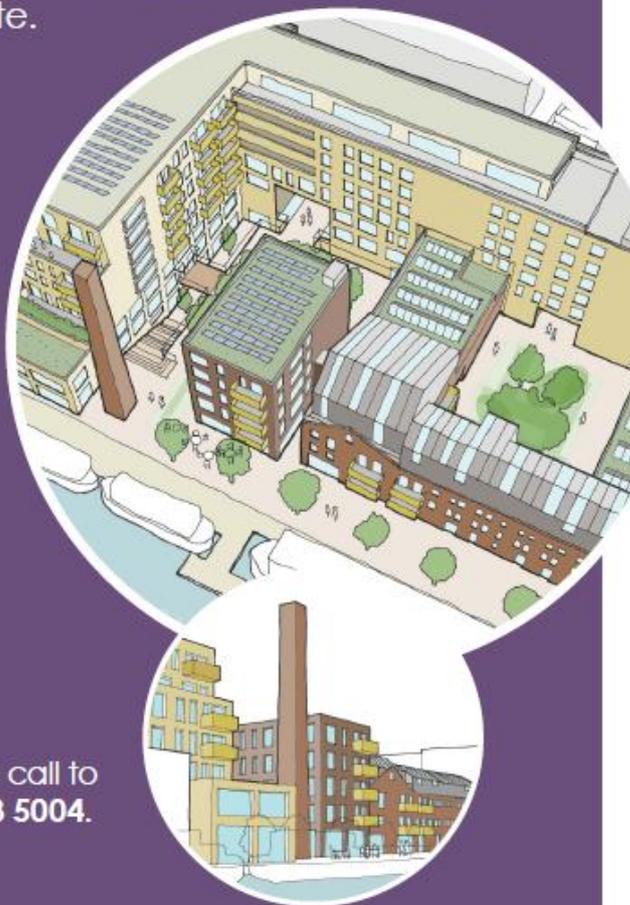
We are holding a public information event on **Thursday 4 December** at: Napier Grove Community Centre, Napier Grove, N1 7HU

Drop-in anytime between 4-8pm to:

- Meet the project team
- See the project designs
- Provide your feedback

Consultation on these proposals will run from **28/11/2014** to **09/01/2015**.

For further information please call to leave a message on **020 7798 5004**.



Appendix 6 – Exhibition Boards

1 Have **your say** on the proposed mixed-use development at 49-50 Eagle Wharf Road

This public exhibition provides details of the proposed redevelopment of **49-50 Eagle Wharf Road, Hackney.**

Before we apply for planning permission, we want to talk to you about our plans and listen to your views.

These information boards provide details of:

- Our proposals
- The likely timescales for development and
- How to provide feedback on our plans.

We want to hear all your comments, and specifically your views on:

- The mix of commercial and residential
- Visual appearance and heritage
- Canal access, public spaces and landscaping.



Aerial view of the site



Aerial view of the site



South-East aerial view of the proposed redevelopment

Please use the **feedback forms** provided to give us your views.

If you have any questions about our proposals, please ask a member of our project team.

2 Introduction Who are **GHL Eagle Wharf Ltd?**

GHL Eagle Wharf Ltd is a joint venture between Executec Ltd, Galliard Homes Ltd, AR V Investments Ltd and Gleneldon Developments Ltd.

In September 2014 we purchased the site on Eagle Wharf Road. As a well-known developer in London we have delivered a number of high quality mixed use developments in Hackney, such as:

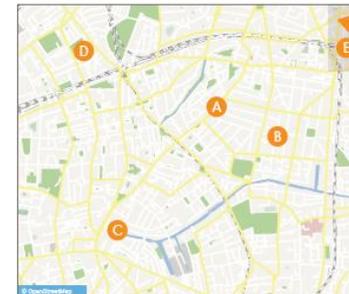
A. 62-77 Halliford/Clare Lane, N1
New build/conversion to mixed use scheme of 45 units.

B. Trafalgar Point, Southgate Road, N1
New build mixed use scheme of 37 apartments and a retail unit.

C. The Courthouse, 33 Duncan Terrace, N1
Conversion of old courthouse to 30 apartments.

D. 389 Liverpool Road, N1
New Build mixed use scheme of 8 flats and a ground floor office.

E. 35-41 Lea Bridge Road, E8
New build mixed use scheme of 30 apartments and a crèche.



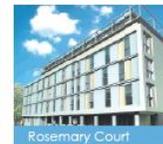
Additional projects



Parr Street



Rosemary Court



3 Our proposal and vision

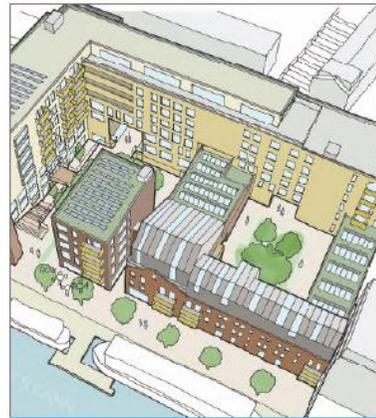
Our proposals are to create a new mixed use development including:

- Retention of the former industrial chimney and three storey Victorian warehouse fronting the canal
- Redevelopment of the rest of the site, to make way for new buildings (two to seven storeys) and open spaces
- Building up to 80 homes (1, 2 and 3 bedrooms) over seven storeys
- New employment floor space (over 4,300m²)
- A new pedestrian route through to the Regent's Canal
- Landscaped communal courtyards.

Our vision for the site is:
To increase the provision of employment space and contribute to the need for new housing in the borough as well as make the Regent's Canal more accessible to local people.



View of the proposed redevelopment from the Regent's Canal tow path, looking East



North-West aerial view of the proposed redevelopment

4 What the redevelopment could look like



Canal elevation: Our design retains the 26m tall chimney and the three storey building facing onto the canal.



Section facing North: Stepping up the building heights to the chimney, highlights its prominence on the site.

Material and Detail



A Proposed engineering brick paving. Furniture and detail to highlight the site's ironwork history.

Retention and restoration of the most significant heritage aspects of existing buildings is a key principle

Studies/work done in developing proposals

Archaeology and Heritage Assessment

Eagle Wharf Chimney Landmark



A Erected between 1894-1914, the Eagle Wharf chimney will be retained with the lower section revealed to ground level.

A Top: Chimney as sculpture Above: Shadow Gap

5 What the redevelopment could look like

5 What the redevelopment could look like

Over 4,300 sq m of new commercial space, meaning more jobs on site



Our scheme aims to be **inclusive** and will **integrate** with the existing and emerging residential and business community

Other planning studies and initiatives

- ✓ Design and Access Statement
- ✓ Considerate Contractors Scheme
- ✓ Local Labour in Construction
- ✓ Environmental Sustainability Assessment

6 What the redevelopment could look like

6 What the redevelopment could look like

New Destination Waterfront on Regent's Canal

1. Refurbished timber deck
2. Species rich native reed bed
3. Timber picnic benches outside studios
4. Open space next to cafe
5. Woodland planting
6. Native trees
7. Brindle colour engineering brick
8. Staffordshire blue engineering brick
9. Large central tree
10. Flexible seating space
11. Feature timber bench
12. Eagle Wharf chimney
13. Seating steps
14. Biodiverse green wall
15. Timber bridge
16. Self binding gravel
17. Residential gateway
18. Main public gateway

Using ecological features: Species rich native reed bed, green wall

The Yard
Quieter space with residential feel

Public residential courtyard. A cluster of native trees creates a focus to the courtyard, the edges of the space softened with woodland planting.

Central Square
Busier space with workplace feel

A large tree will create a key feature to the courtyard, simple robust timber furniture and seating steps. A green wall lines the lower courtyard.

Waterfront
Recreational space and landmark

The waterfront is a large public space providing cafe seating, large shared timber picnic benches, long native reed bed and the feature chimney acting as landmark for Eagle Wharf.

Our intention is to create an open and **welcoming** public space.

Studies/work done in developing proposals

- ✓ Ecology Assessment

7 How to give us your views

Thank you for taking the time to visit today's exhibition. We welcome your feedback on our proposals. This can be provided in one of four ways:

- Speak to the team at today's event
- Complete a feedback form online by visiting <http://tinyurl.com/mrkqm6v>
- Send an email to eaglewharfroad@urs.com;
- Send a letter with your comments to **Eagle Wharf Road Consultation, c/o Sarah Hill, URS, 6-8 Greencoat Place, London, SW1P 1PL** or
- Leave a message for the team by calling **020 7798 5004**.



What happens next?

All comments received will be reviewed by the project team and taken into consideration in the development and of our final designs before we submit a planning application to London Borough of Hackney in January 2015. If approved, work is likely to start in mid 2016.

Please provide your feedback by Friday 9 January 2015



SCAN ME FOR ONLINE FEEDBACK FORM



Sign up to stay in touch
Don't forget to sign up to our project mailing address so you can hear about the latest plans for the site: eaglewharfroad@urs.com



Appendix 7 – Feedback Form

Have your say on the proposed development of 49-50 Eagle Wharf Road

GHL Eagle Wharf Ltd is proposing to re-develop 49-50 Eagle Wharf Road to provide new residential and commercial space, a new pedestrian route to the Regent's Canal and restore the most significant historical features of the site.

Your feedback is important to us in finalising the plans for the site at 49-50 Eagle Wharf Road.

Any comments made using our feedback form will be considered by our design team and consultants before we finalise our proposals and submit a planning application in early 2015.

This feedback form is also available electronically at: <http://tinyurl.com/mrkqm6v>

Your feedback

Q1 To help us understand your interest in the site and our proposals, please let us know whether you are a:

- Local resident
- Employee or business owner in the local area (please provide name)
- Community organisation or residents group (please provide name)
- Other (please provide details/ name below)

Our proposals

Q2 Do you think site 49-50 Eagle Wharf Road is suitable for the proposed development?

- yes
- no
- don't know/unsure

Please give your reason why:

The buildings and architecture

Q3 Do you have any specific comments on proposals for the layout of the site?

Q4 Do you have any comments about the buildings? (For example: how they look, their heights or their proposed use)

The landscape

Q5 The landscape plans propose a new access route through the site to Regent's Canal, would this benefit you?

- yes
- no

Please give your reason why:

Q6 Do you have any further comments or ideas about the proposed landscaping and public spaces for the site?

The electric car recharging station

Q7 Do you currently use the electric car charging station currently located within the proposed development site?

- yes
- no

Q8 Do you have any comments the proposal to relocate the electric car charging station?

This consultation

Q9 How did you hear about our proposals?

- a newspaper advert
- a leaflet delivered to your house or business
- project website
- word of mouth
- other (please provide details)

About you

To help us understand who we have reached through this consultation please complete the following:

Q10 Please select/ tick your age group:

- under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

Q11 Please provide your postcode:

If you want to be kept informed about our proposals for the re-development of this site on Eagle Wharf Road project please provide your details below: (Name, Postal address, Email)

What to do with your completed form?

If you are completing this form at the public information event, please return to a member of the project team or place in the feedback box provided at the event.

If you are completing it after the public information event, please return by post to:

Eagle Wharf Road Consultation, c/o Sarah Hill, URS, 3rd Floor, 6-8 Greencoat Place, Victoria, London, SW1P 1PL.

Or you can scan and send via email to: eaglewharfroad@urs.com

Thank you for taking the time to provide comments on our proposals.

Submitted by:

Sarah Hill
Principal Consultant

6-8 Greencoat Place
London
SW1P 1PL
UK

sarah.hill@aecom.com

ABOUT AECOM

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