Stage 1 Consultation report
Executive Summary only
March | May 2014
EXECUTIVE SUMMARY

AN OVERVIEW OF CONSULTATION ACTIVITIES AND HEADLINE FINDINGS TO DATE
Consultation process

Stage 1
In March 2014 we started the first stage of consultation, to discuss how initial principles and ideas for the site could be approached.

Building on the outcomes of previous consultations on the revised Canada Water Area Action Plan; the purpose of Stage 1 has been to look at opportunities and constraints of the site in more detail; and to understand a shared set of community aspirations and key issues for the project moving forward.

The outcomes will help inform development of the Draft Masterplan proposals over the coming months. Please see the diagram to the right for an overview of the full consultation process.

Planning application
It is anticipated that a planning application will be submitted to Southwark Council towards the end of 2014. Based on this time scale, a decision on the planning application by Southwark Council would be anticipated during the first half of 2015.

We will work with Southwark Council to help ensure the Statutory Consultation period is fully accessible to local people.

Beyond the planning application
Throughout the consultation process we will work with the community to identify how involvement could be continued beyond the planning submission.

It is currently too early to have a reliable estimate of the overall (built) project timescale, however as the project develops, this should become clearer.

Consultation Timeline

**Stage 1**
LOCAL PRIORITIES, DESIGN PRINCIPLES AND COMMUNITY ASPIRATIONS

DRAFT MASTERPLAN PROPOSALS DEVELOPED

SUMMER 2014

**Stage 2**
COMMUNITY REVIEW OF THE DRAFT MASTERPLAN

REFINEMENT OF DESIGNS AND FURTHER DETAIL

AUTUMN 2014

**Stage 3**
FINAL MASTERPLAN PRIOR TO PLANNING SUBMISSION

PLANNING SUBMISSION ANTICIPATED LATE 2014

**Stage 4**
STATUTORY CONSULTATION & NEXT STEPS

About this report

This document is an extract from the full Stage 1 Consultation Report in the SE16 Printworks. To view the full report please visit:

www.SE16printworks.com/info-documents

Alternatively, you can contact Soundings using the details on the back of this report.

Introduction

The SE16 Printworks, formerly known as Harmsworth Quays, was vacated in September 2013 after the Daily Mail General Trust (DMGT) decided to move their operation to Essex.

British Land purchased the Daily Mail Group Trust’s freehold and leasehold interests in the site in 2013; the London Borough of Southwark are the freeholders of the leasehold sections.

Soundings have been appointed by British Land to facilitate a process of community consultation alongside each stage of design. We act as an impartial voice in the development process to ensure that local people are fully informed and have opportunity to help shape the plans for the site as they emerge.

Masterplanners Allies & Morrison will develop proposals informed by community and stakeholder consultation, over the coming months.
### Project diary

#### PRE CONSULTATION EVENTS

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE</th>
<th>DETAIL</th>
<th>OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>'Meet the Team’ event</td>
<td>8th March 2014</td>
<td>Meet the Team exhibition &amp; Printworks tour</td>
<td>• Over 200 people attended</td>
</tr>
</tbody>
</table>

#### PROJECT DIARY

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>DATE</th>
<th>DETAIL</th>
<th>OUTCOME</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-to-one meetings &amp; group sessions</td>
<td>April 2014 - ongoing</td>
<td>Ongoing</td>
<td>-</td>
</tr>
<tr>
<td>Pop-up events</td>
<td>20th March 2014 22nd March 2014 25th March 2014</td>
<td>Canada Water Library &amp; Plaza Surrey Quays Shopping Centre Alfred Salter Primary School St John's Primary School</td>
<td>• 67 Canvass Cards  • Estimated 200 people informed</td>
</tr>
<tr>
<td>Walk &amp; Talks</td>
<td>29th March 2014 (11am) 29th March 2014 (2pm)</td>
<td>Leaving from Surrey Quays Shopping Centre</td>
<td>• 18 total attendees  • 11 mappings completed</td>
</tr>
<tr>
<td>Design Principles Exhibition</td>
<td>29th March 2014 1st April 2014 3rd April 2014 8th to 16th April 2014</td>
<td>Exhibition 1  Exhibition 2 Exhibition 3 Online feedback</td>
<td>• 364+ total attendees  • 92 feedback forms</td>
</tr>
<tr>
<td>Design Principles Workshop</td>
<td>1st April 2014 2nd April 2014</td>
<td>Workshop 1  Workshop 2</td>
<td>• 30 total attendees  • 6 group feedback sheets</td>
</tr>
<tr>
<td>Website</td>
<td>7th March 2014 18th March 2014 Ongoing</td>
<td>Holding page live  Full website live Updates</td>
<td>-</td>
</tr>
<tr>
<td>Facebook/ Twitter</td>
<td>Ongoing</td>
<td>Regular updates</td>
<td>• Over 60 Twitter ‘followers’</td>
</tr>
<tr>
<td>Newsletter</td>
<td>March 2014</td>
<td>Newsletter 01</td>
<td>• 13,000 Newsletter 01 distributed locally</td>
</tr>
<tr>
<td>Local advertisements</td>
<td>March 2014</td>
<td>Southwark News</td>
<td>• Approx 11,015 circulation</td>
</tr>
<tr>
<td>Posters &amp; flyers</td>
<td>Launch Event posters &amp; flyers distributed locally</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Community involvement

Throughout the consultation, the number of project contacts has grown to over 700 individuals or organisations who have been informed or directly involved in the consultation process. As well as understanding the type of groups we are engaging with it is important to know where the feedback is originating from.

The map provides a geographical mapping of event attendees and people who have given us their feedback. Please see the full report for further information and a summary of how this mapping and a demographic analysis is informing next steps.
Launch Event consultation exhibition, workshops and Walk & Talk, 29th March to 3rd April 2014
Overview of findings

Outreach
The findings from the initial outreach highlighted key assets in SE16 and issues to consider for the future of the area.

The diagram to the right provides an overview of what the local area means to people at the moment. Many of these issues have been explored in more depth at the exhibitions and workshops, please see the full report, and headline findings on the following pages, for an overview of these discussions.

Diagram showing responses to the question “In the SE16 area what is...?”. Numbers indicate how many times each comment was made.
Overview of findings

Headline findings
To the right we have provided a high-level summary of the key themes that were raised most strongly throughout the first stage of consultation:

- **A good, active and varied ground floor offer is key.** Improved food, drink, retail and community/leisure uses are needed. People are feeling saturated with residential – there’s an opportunity to make this a ‘real’ place and valued offer.

- **The public transport system, roads and schools are felt to be at capacity** and would need improvements to withstand the cumulative impact of local developments.

- **Considering the scheme in the context of the changing wider area is vital.** Have a joined-up approach and consider the surrounding area together, including movement routes, uses and the public realm.

- **There are mixed views on tall buildings.** There are clear concerns relating to the increased density and potential impacts on the character of the area. However, there is acceptance of some tall buildings when they are of a high quality and iconic architectural design.

- **A strong ‘green’ identity and vision for the Printworks will be a valuable asset.** Reflect the character of the wider area as well as the town centre to create a unique contrast between natural landscaping and vibrant town centre uses.

- **Higher education in the area was received positively.** Following separate consultations held by Kings College London, local enthusiasm was generated for the idea of a university campus in the area. This was seen as an opportunity to bring variety, activity and an ‘attractor’ to the area.
Overview of findings

Design principles feedback: Key issues & community aspirations

During the exhibitions and workshops discussions focused on design principles that need to be considered when developing a masterplan. This aimed to establish key issues and community aspirations to inform the masterplan and act as a reference point for design development.

To the right is a summary of the design principles discussed and the main points of feedback.

**Public space**

- A mix of hard and soft landscaping, noting that the green / natural aspect should be a key characteristic throughout
- Not only hard landscaped - learn lessons from Canada Water Plaza
- Include the use of water
- Public spaces should support active use and provide social spaces at ground floor level
- Support activities linked to food, drink, retail and play

** Routes & location**

- Have a series of smaller spaces that broadly align with the East-West route and mark key junctions
- Potentially include a slightly larger space if there is real demand / use
- Consider uses alongside the public spaces as this could determine space requirements
- Have a range of spaces with varied character and use
- Routes should pass through public spaces and link to key views

**Character**

- A mix of hard and soft landscaping, noting that the green / natural aspect should be a key characteristic throughout
- Not only hard landscaped - learn lessons from Canada Water Plaza
- Include the use of water
- Public spaces should support active use and provide social spaces at ground floor level
- Support activities linked to food, drink, retail and play

**Links & connections**

**Printworks site**

- Proposed routes generally seem sensible, but they need to be active, safe and considered in conjunction with uses
- Have a mix of direct and meandering routes, with space to pause - reflect the existing character of the area
- Strengthen diagonal route from Surrey Quays Rd to Redriff Rd
- East-West route well received - opportunity for a ‘green boulevard’
- Routes through the site should prioritise pedestrian and bicycle access. Pragmatically consider vehicular access for residential and servicing. Vehicular cut-throughs should be avoided

**Wider area aspirations**

- Ensure a careful balance of uses a holistic approach to the wider area is vital
- Realignment of Surrey Quays Road is positive
- ‘Green routes’ need to be attractive, easily navigable and useful (Russia Dock Wood to Southwark Park)
- Need more intuitive routes to connect-through to Surrey Quays Station / Shopping Centre
- Are routes through the Aviva site happening or not? – it will make a significant difference
- Have good links between Canada Water and Albion Street
- A pier / river crossing would be positive for the area
Urban form & character

**APPROACH TO HEIGHT**

- The tallest buildings should be located to the West of the site, adjacent to the CWAAP tall buildings zone and step down to meet the surrounding context.
- Concern about the impact of tall buildings on density, environmental impact and character.
- A small number of tall buildings may be appropriate if of the highest quality / iconic.
- A clear distinction in building heights could help define the ‘town centre’ from residential areas.

**BUILDING FORM & CHARACTER**

- Buildings should be of the highest quality design and have character / variety (not ‘glass boxes’).
- Ecology is an important consideration throughout - there’s opportunity for public green spaces at higher levels.
- Reference the area’s heritage through subtle use of materials and water (not pastiche).
- Step buildings down to the surrounding context, but carefully consider the impact on massing at ground floor level.

‘Town centre’ identity & use

**TOWN CENTRE IDENTITY**

- A good and varied offer at ground floor is key - make it a ‘real’ place to congregate and enjoy (not just residential).
- Small scale creative and tech businesses hub that could work in tandem with a University cluster.
- A cultural offer that lends itself to daytime and evening activities and events - including dining / leisure.
- A mix of quality shops including both high street and independents (frequent suggestions were Marks & Spencer / Waitrose etc).

**USE, ACTIVITY & COMMUNITY BENEFIT**

- Have a greater mix of retail and places to eat / drink - encourage cultural activities.
- Higher education and improved leisure facilities would be positive.
- Have good mix of housing types and tenures.
- A mix of small scale creative / tech businesses is preferred to larger business. Businesses / offices will support day time trade and activity.
- It is crucial to address increased local pressures on public transport, the road network and schools.
- Opportunity for social benefit through temporary events / public art / green intervention.
- Helping to address the restricted internet for the whole area would be a valued benefit.

Principles Workshop, 1st & 2nd April 2014
This consultation report has been produced by:

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