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# FUTURE SHOREDITCH

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Area Action Plan  
Draft Issues and Options

November 2017

 **Hackney**



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# 01

## INTRODUCTION

Shoreditch is the London Borough of Hackney's prime employment centre and a strategically important economic driver for the borough and London as a whole. It is bordered by the London Borough of Tower Hamlets to the east, the London Borough of Islington to the west and the City of London Corporation to the south. Shoreditch falls within the London Plan's Central Activities Zone (CAZ) and forms part of the City Fringe/Tech City Opportunity Area (CFOAPF) which extends to include parts of Islington and Tower Hamlets.

Shoreditch is extremely well connected to the rest of London with a wide range of services from nearby Underground, Overground and Rail stations; numerous main roads and bus corridors; and strategic cycle routes. The area's accessibility is set to improve over the coming years with the arrival of Crossrail into Liverpool Street and Crossrail 2 into nearby Angel in the adjacent Borough of Islington.

Shoreditch is a unique and diverse area that encapsulates much of London's needs, demands and tensions. The popularity of the area and its designation as an Opportunity Area has seen continued competition between land uses that includes retail, leisure, employment, residential, the evening and night-time economy. Shoreditch has a core role to play in meeting the Greater London Authority's (GLA) employment and residential targets for the City Fringe /Tech City; with the London Plan stating a requirement of 8,300 new homes and 70,000 new jobs by 2031.

These competing pressures and intensity of use are placing a strain on protecting the character of Shoreditch and its ability to cater for such a diverse range of needs. The Shoreditch area is characterised by Victorian warehouse buildings which have proved to be robust, flexible and adaptable in accommodating a range of modern day uses. However, the special and historic character these buildings create is becoming increasingly threatened by the impact of new developments in order to more efficiently meet modern day commercial requirements.

Shoreditch is not only a place with rich heritage for business and trade; but a neighbourhood to live and spend time. Increasingly the popularity of the area and the demands being placed on it for recreation, growth and change are having negative impacts on residential communities. These include the night-time economy, increased traffic, poor air quality, high cost of living and the overall disparity between those living in, working in and spending time in Shoreditch.

Together this continued scale of growth, improving accessibility, tensions with residential communities and the prevailing special historic character of the area presents great opportunities and challenges that requires careful consideration. The Council is currently undertaking a borough-wide Local Plan review of its development plan documents and evidence base. The Future Shoreditch Area Action Plan (Future Shoreditch) will form a part of the new Local Plan (LP33), providing a comprehensive planning framework to manage this development and change over the next 15 years.

## WHY PREPARE AN AAP?

Shoreditch has experienced phenomenal growth over the past 20 years and businesses and services continue to be drawn to the area along with new residents and visitors. Its traditionally city fringe and more affordable land values gave rise to a creative and cultural scene that in turn underpin the vibrant evening and night-time economy which today plays such an important role in the local economy. More recently, designations within the Central Activities Zone and City Fringe Opportunity Area Planning Framework means development is increasingly reflecting the commercial needs of the City.

Future Shoreditch (the Plan) intends to avoid piecemeal development and form a shared vision for Shoreditch. Residential communities are an integral part of Shoreditch and will be essential for its continued success. Yet, many feel they are increasingly disadvantaged by the type, scale and pace of change facing Shoreditch. Therefore, the Plan is not just about guiding physical growth, but also providing a co-ordinated approach to regeneration and the realisation of social and environmental benefits that combine to create a better overall quality of place and life for all.

Whilst Hackney's Sites Allocations Local Plan (SALP, 2016) identifies and allocates the broad amount of development across the borough, Shoreditch requires greater attention. More detailed planning and design policy is needed on the preferred use(s), mix, scale, height, massing, and accessibility of prospective development on identified opportunity sites. This will help provide greater developer certainty and help ensure wider community and sustainability objectives will be co-ordinated and their delivery secured.

Preparation of Future Shoreditch provides the opportunity to engage the community and local stakeholders in an inclusive and structured process. Joint consideration and deliberation of the issues facing Shoreditch will help create a more detailed and comprehensive vision and set of objectives for the area. Beneath this overarching approach will sit a series of policies and site allocations required to support growth and development towards the social, environmental and economic goals that underpin the vision for Shoreditch.

Overall, the aim of preparing an AAP is to have a single, statutory document that provides clarity as to how the different places and sites across Shoreditch will be developed over the next 15 years and beyond. Future Shoreditch will form a part of LB Hackney's new Local Plan against which development proposals will be assessed.

**PURPOSE OF THE ISSUES AND OPTIONS DOCUMENT**

The Issues and Options stage of AAP production represents the first stage of formal consultation on Future Shoreditch. Building on baseline analysis, emerging evidence base studies and early engagement, this document identifies the key issues, challenges, and opportunities facing the area and sets out different options for the Plan to consider and explore. Feedback on these options will help the Council develop local policy responses that aim to address these challenges, whilst facilitating development and realising the opportunities presented.

The purpose of the Issues and Options stage is to invite public and stakeholder input during these earlier stages of AAP production. Feedback will help the Council develop a more detailed set of preferred options comprising a Draft Plan for further consultation next year.

**STATUS OF THE DOCUMENT**

Future Shoreditch is a Development Plan Document (DPD) that will form a part of the suite of statutory planning documents comprising LB Hackney’s new Local Plan. Future Shoreditch will sit alongside the borough-wide strategic policies in the Local Plan.

Once adopted, site allocations and any area specific policies will supersede the allocations in the SALP and Development Management policies in the Development Management Local Plan (DMLP, 2015).



Figure 1: Future Shoreditch Area Action Plan stages timeline

## HOW TO RESPOND

The development of the Plan relies on engagement and interaction with the local community of residents, landowners, developers, businesses and other stakeholder groups. The Council is interested to hear the local views, comments and suggestions on the vision, objectives and proposed options. Let us know whether you consider any options to be preferred above others and also whether you have any other suggested options.

This document and all supporting documentation can be found online at:



[www.hackney.gov.uk/future-shoreditch](http://www.hackney.gov.uk/future-shoreditch)



Hard copies of the Issues and Options Report are available to be viewed at the Council offices:

Hackney Service Centre  
1 Hillman Street  
London  
E8 1DY

A questionnaire can be found online and at the above address.

Comments on the document can be completed in the following ways:

Completing the online questionnaire on the Council's website.

Feedback can be returned to the following addresses:



Email: [futureshoreditch@hackney.gov.uk](mailto:futureshoreditch@hackney.gov.uk)  
Post: Future Shoreditch AAP consultation  
London Borough of Hackney  
2 Hillman Street  
London  
E8 1FB

The deadline for responses will be:



**28 FEBRUARY 2018**



Photograph from a public workshop held in Shoreditch, July 2017



Photograph from a Hoxton East & Shoreditch and Haggerston Joint Ward Forum, October 2017

## **CONSULTATION AND ENGAGEMENT**

As a statutory planning document, the Plan will follow an established process of formal consultation, providing opportunities to be involved throughout. This iterative approach will allow the Plan to be shared, tested and discussed with local people through a constructive approach; helping to form a shared vision for Future Shoreditch.

Recognising the complexity of Shoreditch, the Plan has undertaken two rounds of early engagement that placed an emphasis on ‘understanding place’ and collaboration. This approach has been informed by input from The Future Shoreditch Community Panel; a group of local stakeholders brought together by the Council.

The Panel consists of residents, business owners, land owner representatives, representatives from community groups, faith groups and ward Councillors that have a fundamental role in shaping the approach to community engagement that will run alongside the Plan’s production. Meeting at least three times a year and chaired by an independent facilitator, the main purpose of the Panel is to ensure that the diversity of local concerns, aspirations, challenges and ideas are constructively used to help develop policies contained within Future Shoreditch.



## CONSULTATION UNDERTAKEN TO DATE

The issues set out in this document have been informed and shaped by the two stages of consultation. A programme of community engagement activities will be developed with the Future Shoreditch Community Panel and will be ongoing over the development of the Plan. The findings of this consultation can be found in a separate early-engagement report.

### Launch consultation

The first round of consultation ran from 15 March – 10 May 2017 and involved street-based activity asking people to complete a quick questionnaire. The form was also available online and was publicised through social media, press releases, posters, flyers and emails to the Council's consultation contacts database. In total, 71 questionnaires were completed, identifying key issues, challenges and opportunities used to inform the next round of consultation.

### Community workshops

This second round of consultation took the form of three community workshops, developed in response to the outcomes of the questionnaires and wider analysis. The format and content of the workshops was agreed by the Shoreditch Panel and were held at the Hackney Opportunity Hub in Shoreditch in July 2017. The aim of the workshops was to further explore the issues raised by the street consultations and analysis work in greater detail.

Publicised via social media, press releases, the Council website, emails to local consultation databases and word of mouth from the Future Shoreditch Community Panel, participants shared their thoughts on issues facing Shoreditch.

Organised into three headline topics covering Activity and Use; Character; and Movement and Permeability, discussion varied between the sessions with recurring issues including affordability, the evening and night-time economy and air quality.



Publicity leaflet distributed during the early engagement to raise awareness of Future Shoreditch and the opportunities to get involved, March - May 2017

# 02

## PORTRAIT OF SHOREDITCH

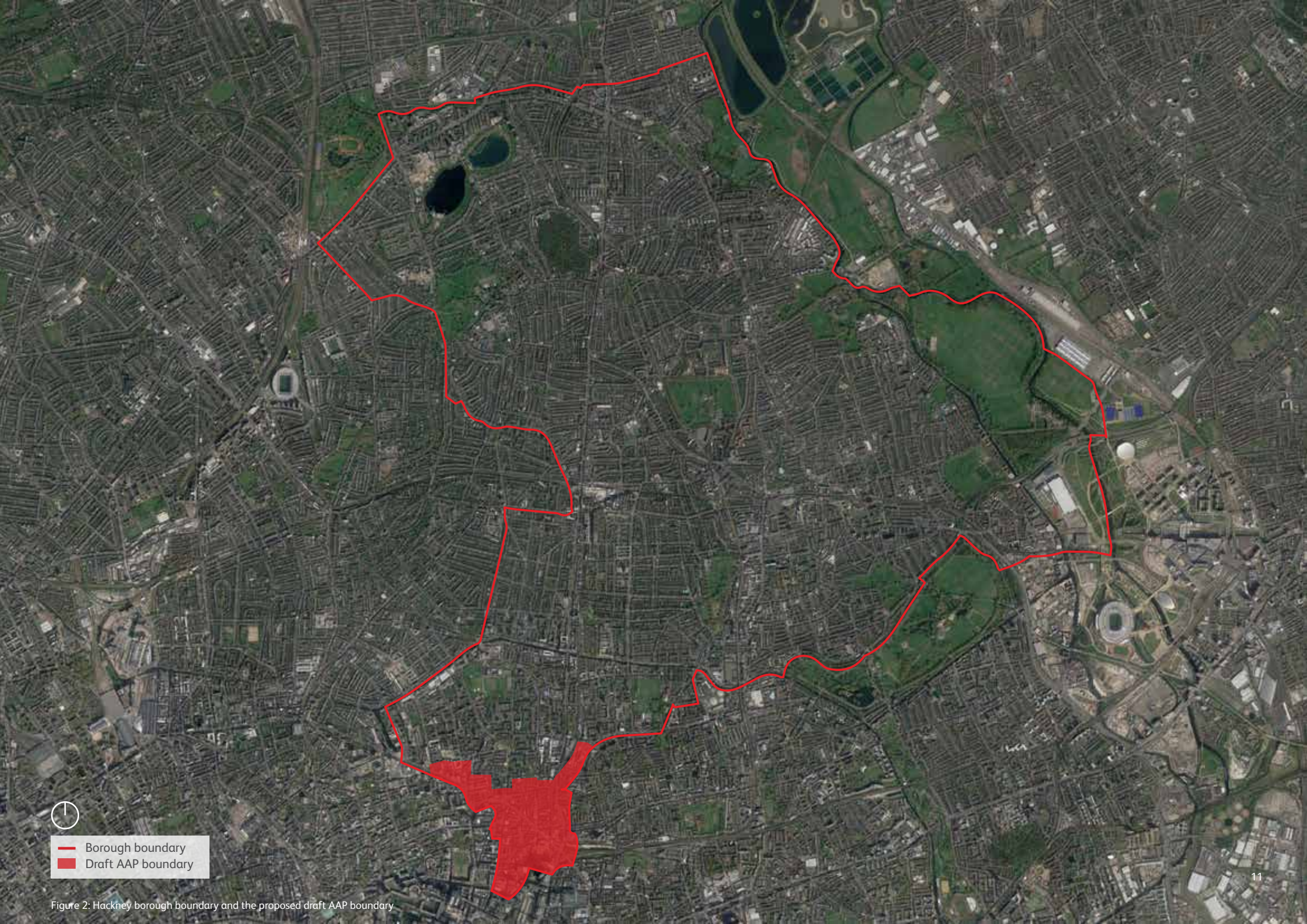
### **LOCATION AND ROLE**

Shoreditch is located in the south of the Borough, bordered by Tower Hamlets to the east, the City of London to the south and Islington to the west. At the time of the 2011 Census, approximately 12,500 people lived in the Future Shoreditch draft AAP boundary (see Figure 2).

Shoreditch is crossed by a series of core A-roads including Shoreditch High Street, Great Eastern Street and Old Street; as well as a network of smaller, quieter streets. Shoreditch is home to a wide range of different uses including a variety of offices and workspaces, shops, restaurants and bars as well as some established residential neighbourhoods falling to the north of the draft boundary. The area continues to attract an influx of new businesses, commercial activities and residents.

The south of Shoreditch has recently seen major large scale commercial developments, taking advantage of the close proximity to the City. The north has a more traditional character of low-mid density residential and mixed use buildings. In comparison, Shoreditch is home to relatively few open or green spaces that are more typical to the many neighbourhoods found across Hackney.

As the creative heart of London, Shoreditch is a thriving metropolitan area home to one of the largest concentrations of creative industries in Europe. Its city fringe location provides excellent transport infrastructure and a rich heritage of recreation and trade has given rise to a distinctive and attractive built environment unique to Shoreditch.



- Borough boundary
- Draft AAP boundary

Figure 2: Hackney borough boundary and the proposed draft AAP boundary

### **HISTORIC DEVELOPMENT**

The area first developed at the intersection of two Roman roads; Old Street and Kingsland Road. Shoreditch has a rich heritage of creativity, production and trade; home to the medieval tanning and brick-making industries; and later, London's first play houses.

Originally a wealthy residential enclave outside of the congested inner city, inhabitants were searching for cleaner air and more space. Piecemeal development first established itself along the main roads, in time followed by intensification of the back-land areas; leading to the intricacy of yards and alleys found today.

Victorian warehouses that housed many industries including clothing, furniture and shoe making are a lasting feature of the area. The area declined after the Second World War with extensive bomb damage prompting some large scale redevelopment. The 1980s saw a revival with many of these former warehouses and workshops colonised by artists studios, galleries and a vibrant night life taking advantage of the affordable land values which then prevailed.

Today Shoreditch is a hub of diverse commercial activity and is one of the Borough's best performing employment centres. Local residential communities are found in the north, home to many large estates. The warehouse style buildings have endured although commercial pressure from the City is seeing an increasing amount of new development.

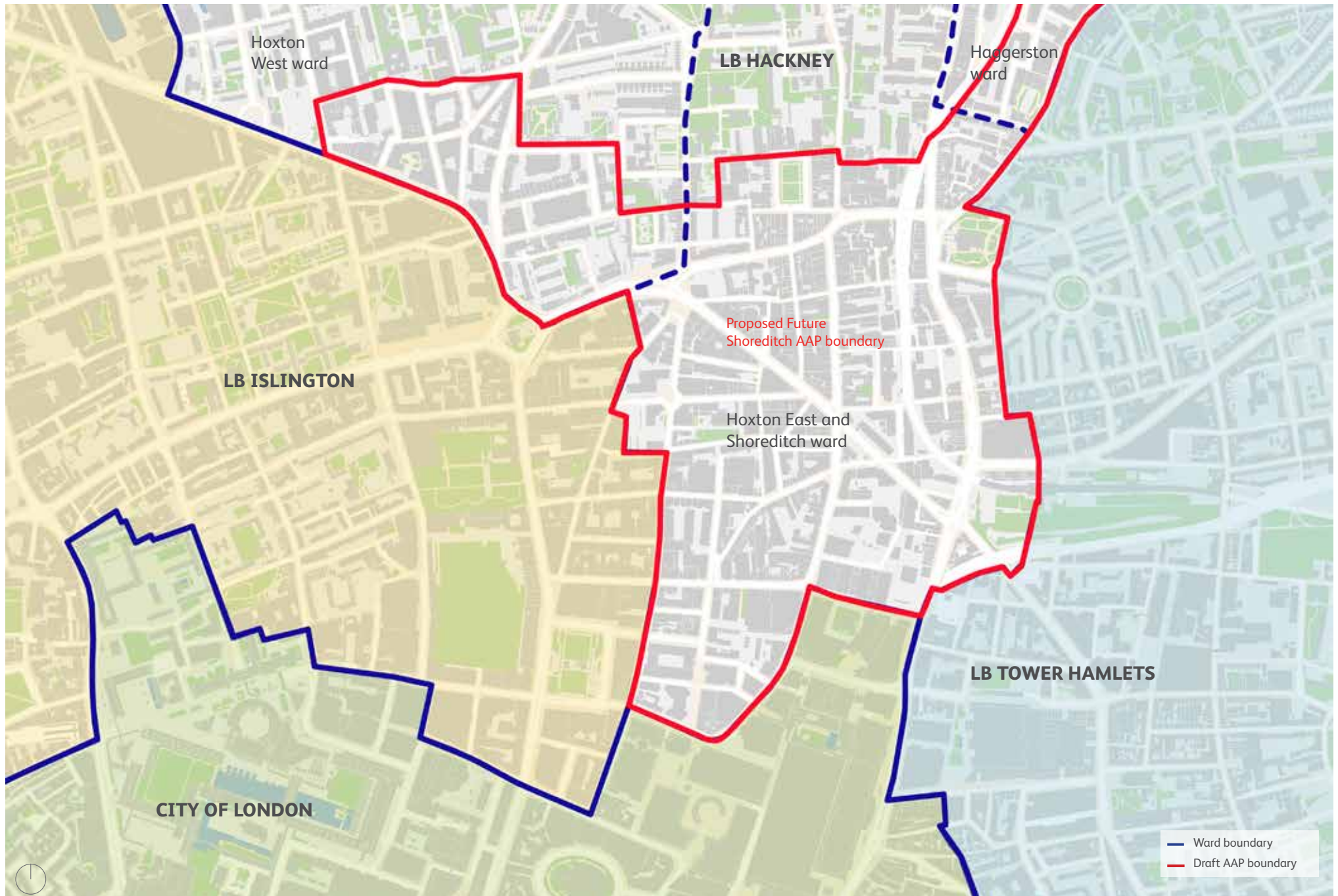


Figure 3: Map illustrating the three ward boundaries falling within the proposed boundary and the location of Shoreditch as a meeting point between Hackney and three adjacent boroughs

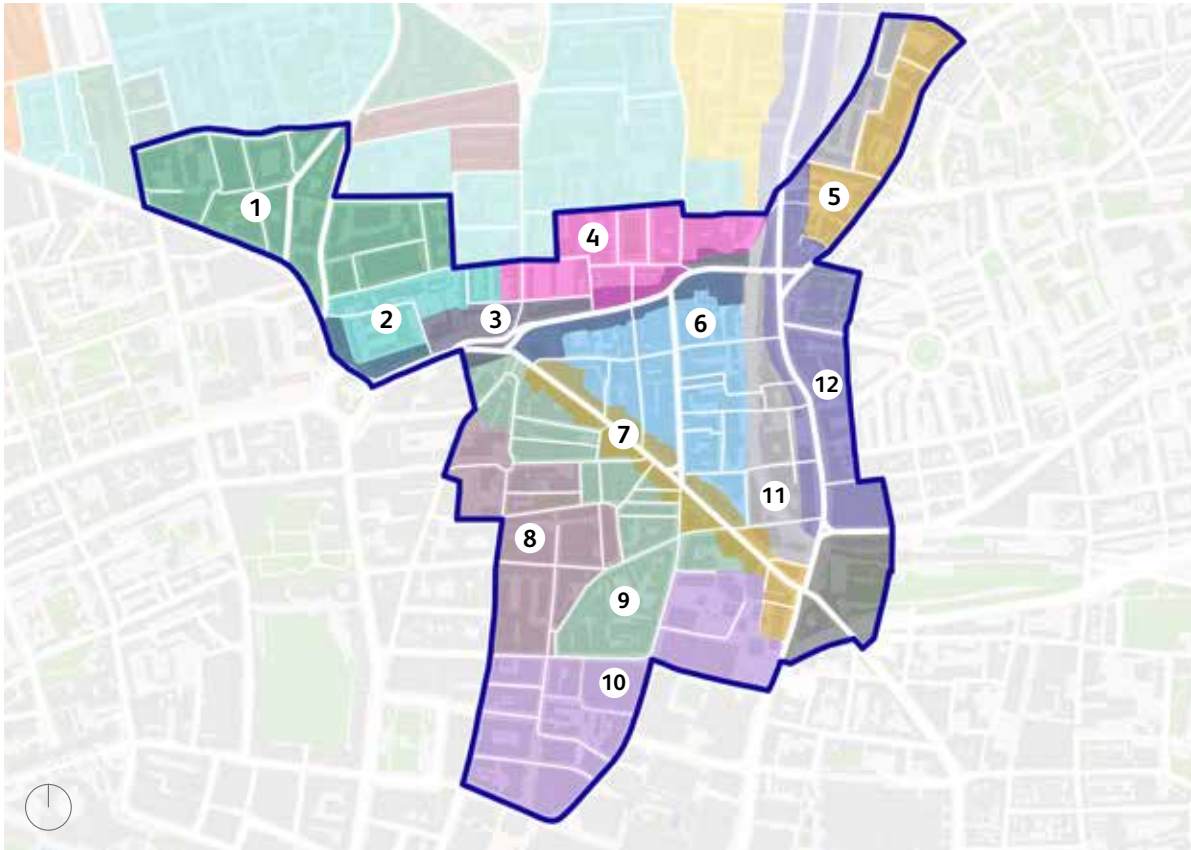


Figure 4: Proposed character areas from across Shoreditch

### CHARACTER AREAS

Shoreditch is home to several inter-connected and distinct character areas. Each area has different social and physical attributes that combine to make up the unique urban fabric of Shoreditch. Identifying these character areas allows the analysis of different neighbourhoods and districts that are divided by main thoroughfares and thresholds. Exploring these areas in closer detail reveals their assets, challenges and opportunities that may otherwise be overlooked. The adjacent map illustrates the diversity of character areas that encompass Shoreditch, with the following pages summarising the 12 different areas that comprise the AAP boundary.

#### INSIDE DRAFT AAP BOUNDARY

- 1 Tower and courtyards
- 2 Estates
- 3 Old Street
- 4 Hoxton Square
- 5 Hackney Road
- 6 Shoreditch Triangle
- 7 Great Eastern Street
- 8 Paul Street
- 9 Scrutton Street
- 10 Edge of City
- 11 Railway Land
- 12 Shoreditch High Street

#### OUTSIDE DRAFT AAP BOUNDARY

- Terraces
- Hackney Community College
- Canalside



Images from across Shoreditch and its diverse character areas



# A

## TOWER AND COURTYARDS

- Medium to high rise modern / contemporary buildings
- Predominantly residential with some retail uses at ground floor
- Large floorplate development and coarse grain
- Lacking the traditional atmosphere of Shoreditch



# B

## ESTATES

- Residential housing estates
- Mid-scale blocks 4-6 storeys
- Uniform block arrangement with courtyard parking
- Fine - mid grain size
- Highly permeable with generous street width and set back buildings
- Frequent tree planting compared to the wider AAP area





# C

## OLD STREET

- Mixed prosperity
- Busy, vehicular dominated
- Heterogeneous built form
- Predominantly commercial uses
- Finer grain and more historic character to the east
- Gateway into Shoreditch from Old Street Station
- Poor quality public realm and sense of place
- Air pollution problems



# D

## HOXTON SQUARE

- Vibrant night-life
- Predominantly culture / food / leisure uses
- Low-mid rise Victorian buildings organised around a central garden square
- Peaceful and popular daytime 'pocket park' environment
- Mixed grain character
- Fine, rectilinear blocks with coarser grain moving eastwards



# E

## HACKNEY ROAD

- Low rise buildings
- Mixed, predominantly commercial uses
- Defined by the Overground train line to the west
- Large vacant plots used for car parking
- Industrial feel of large warehouses in the north
- Finger grain, mixed uses in the south



# F

## SHOREDITCH TRIANGLE

- Hot spot for night-life and culture
- Tight, medium scale no spaces
- Busy, intimate, robust
- Diverse mix of uses including artist studios
- Fine grain with strong north - south and east - west streets
- Fragmented grain towards the east fronting onto the Overground train line



# G

## GREAT EASTERN STREET

- Vibrant mix of uses, former centre of furniture trade
- Poor enclosure at junction with Curtain Road
- Bus, vehicle and pedestrian dominated
- Air pollution problems
- Popular cycle route despite needing infrastructure improvements



# H

## PAUL STREET

- Majority of uses include offices / factories / storage
- Tight grain but mixed enclosure
- Largely inactive / lack of on-street activity
- Fine - medium grain
- Strong network of narrow streets
- Bordering adjacent Borough of Islington



# I

## SCRUTTON STREET / LEONARD STREET EAST

- Mixed prosperity, offices / A3 / retail
- Tight streets
- Transition between Great Eastern Street and Paul Street
- Framed by the busy Great Eastern Street to the east
- Mixed uses including specialist retail, leisure, evening economy



# J

## EDGE OF CITY

- Corporate commercial in character
- Offices dominate with less diversity of use than other areas
- Well enclosed streets
- Scale stepping up to City of London
- Mixed levels of activity
- Finer grain towards the south, increasingly large, more recent development to the north and east



# K

## RAILWAY LAND

- Land adjacent to and running parallel with the Overground train line
- Unprosperous, limited role
- Quiet
- Enclosed by walls/fencing
- Disparate mix of uses,



# L

## SHOREDITCH HIGH STREET

- Vibrant High Street
- Low rise in character
- Busy road and key gateway into Shoreditch and City of London
- Popular with pedestrians and cyclists despite poor public realm
- Strong townscape value of buildings running along the western side; more recent development fronts the eastern side

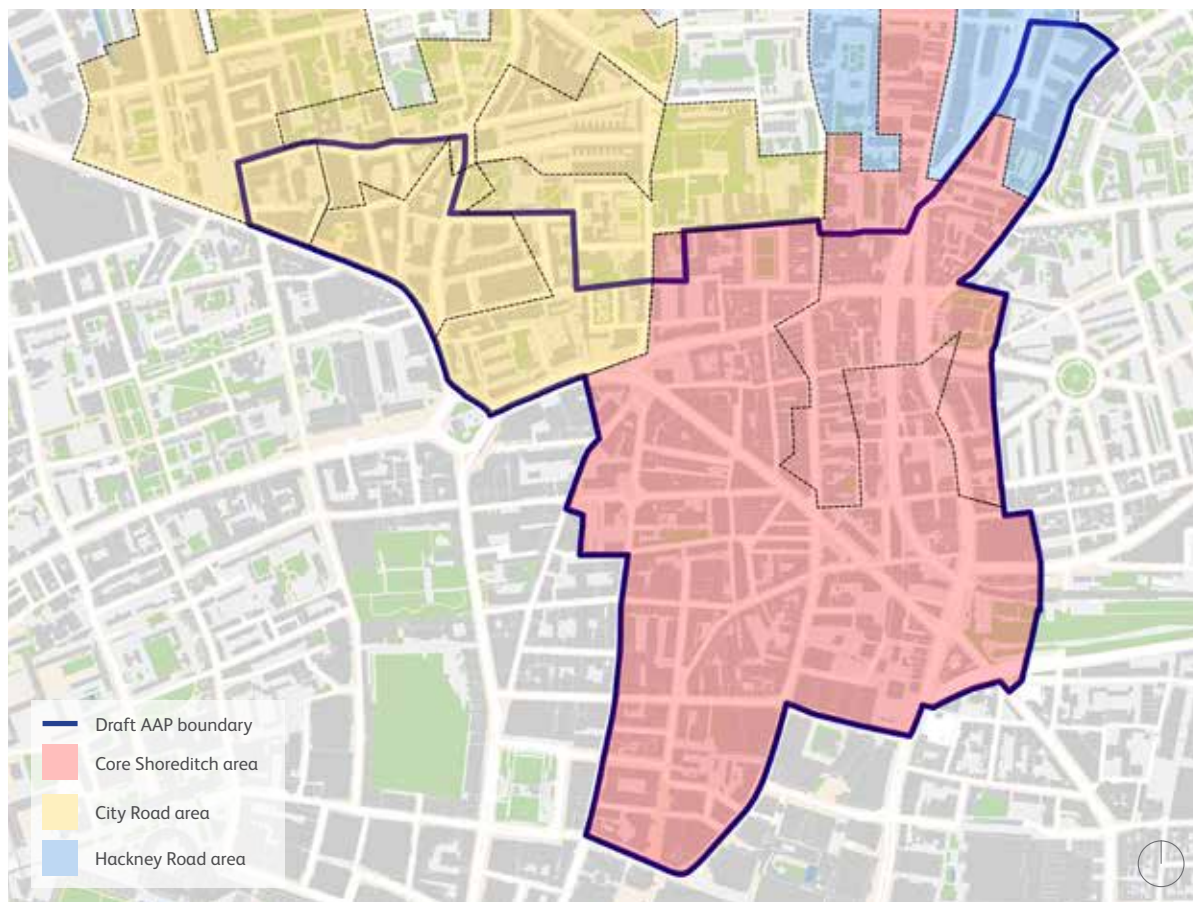


Figure 5: The three clusters of Lower Super Output Areas making up the Shoreditch AAP area

## POPULATION AND DEMOGRAPHICS

Approximately 12,500 people live in the three clusters of Lower Super Output Areas (LSOAs) making up Shoreditch, based on 2011 Census data. Accurate data specific to the Future Shoreditch draft boundary is not available, therefore LSOAs are the smallest geographic area available for census statistics and data. These three LSOAs have been used to analyse Shoreditch and understand its demographics. For the purposes of this document, this data is referred to as 'the AAP area'.

This is around a 65% increase in the 10 years since the 2001 Census, reflecting the significant change Shoreditch has undergone over the last decade. The growing population is especially stark in contrast to the average increase across the rest of the borough and London in general, which saw a 21% and 14% rise respectively.

Population forecasting is an important tool used in the plan making process in order to anticipate growth and the impacts it will have on community amenity. Population projections are based on data available from the Office for National Statistics (ONS) and suggest growth across all age groups in Hackney, particularly those age 65+. This reflects the national trend of an ageing population, though Hackney, will continue to demonstrate a high proportion of residents at working age above the national average (see Table 1).

The number of employed inhabitants is greater in Shoreditch than the wider Hackney borough; with a strong proportion of those self-employed. Many residents are highly qualified and employed in professional occupations, drawing parallels with the growth of Tech City and Shoreditch's location within the CAZ.

However, whilst Shoreditch is home to many urban professionals, the area is also traditionally a working class neighbourhood. Many lower income families and individuals also live in the AAP area, making a valuable contribution to its character, atmosphere and attraction.

The tenure split of residential dwellings reflects this variety with high proportions of both private and socially rented properties and a lower number of residents owning their homes (see Table 2.) The number of social rented properties is more pronounced in the north of Shoreditch along City Road and Hackney Road, whilst the proportion of private rented properties has doubled in the south.

	Hackney				London				England			
	2017 - 2021	2022 - 2026	2027 - 2031	2032 - 2037	2017 - 2021	2022 - 2026	2027 - 2031	2032 - 2037	2017 - 2021	2022 - 2026	2027 - 2031	2032 - 2037
0-4	8%	3%	0%	1%	4%	1%	-1%	1%	2%	0%	-1%	1%
5-14	8%	6%	5%	1%	8%	3%	2%	0%	5%	1%	1%	0%
15-19	8%	9%	4%	6%	9%	14%	2%	4%	4%	12%	-1%	2%
20-44	5%	1%	0%	2%	3%	0%	2%	2%	1%	1%	2%	1%
45-64	11%	14%	12%	9%	9%	8%	6%	5%	2%	0%	-1%	1%
65+	14%	17%	18%	14%	11%	14%	15%	12%	9%	11%	12%	8%

Table 1: Population projections for Hackney, London and England (Source: Nomis, 2017)

	Core Shoreditch Area		City Road Cluster		Hackney Road Cluster		Haggerston/Hoxton Ward		Hackney		London		England	
	2001	2011	2001	2011	2001	2011	2001	2011	2001	2011	2001	2011	2001	2011
Owner Occupied	35%	19%	24%	15%	18%	14%	22%	16%	31%	24%	56%	48%	68%	63%
Shared Ownership	0%	1%	1%	5%	5%	2%	1%	3%	2%	2%	1%	1%	1%	1%
Social Rented	26%	11%	61%	52%	66%	45%	64%	49%	51%	44%	26%	24%	19%	18%
Private Rented*	35%	67%	11%	27%	9%	38%	10%	30%	15%	29%	14%	25%	9%	17%
Other	3%	2%	2%	1%	2%	1%	2%	1%	2%	1%	3%	1%	3%	1%

Table 2: Tenure split by LSOA, ward, borough, London and country (Source: Nomis, 2017)

# 03

## POLICY CONTEXT

### **NATIONAL POLICY**

The Plan must comply with national policy guidance as set out in the National Planning Policy Framework (NPPF) and National Planning Policy Guidance (NPPG). Hackney's emerging Local Plan 2033 (LP33) and Future Shoreditch will take into account the law as set out in the Localism Act (covering Duty to Co-operate and Neighbourhood Plans) and the Planning and Compulsory Purchase Act).

The NPPF has introduced a presumption in favour of sustainable development that requires local planning authorities to plan positively to seek opportunities to meet objectively assessed development needs. The NPPF continues to place significant emphasis on the need to ensure the vitality of town centres known as the "town centres first" approach. Guidance indicates that local planning authorities should define policies which support the vitality and viability of town centres at the heart of the community.

Due to its City Fringe and CAZ location, Shoreditch is not designated as a town centre itself, but many of these policies are still relevant and promote similar town centre uses and functions. The May 2019 revocation of exemption from the Government's Office to Residential change of use permitted development rights will exert new pressures on how the property market functions in Shoreditch.

Future Shoreditch will establish policy that is in keeping with national policy and proactively plans for positive, sustainable growth.

### **LONDON POLICY**

The London Plan is prepared by the Mayor of London, bringing together strategies dealing with housing, transport, economic development and the environment. It explores how the separate strategies can be co-ordinated to complement one another for the benefit of the whole city.

It also provides an overarching framework for all of the London boroughs to develop their Local Plans. Legally, all Local Plans must be in accordance with the London Plan. The London Plan is currently undergoing review and is due to be adopted in Autumn 2019.

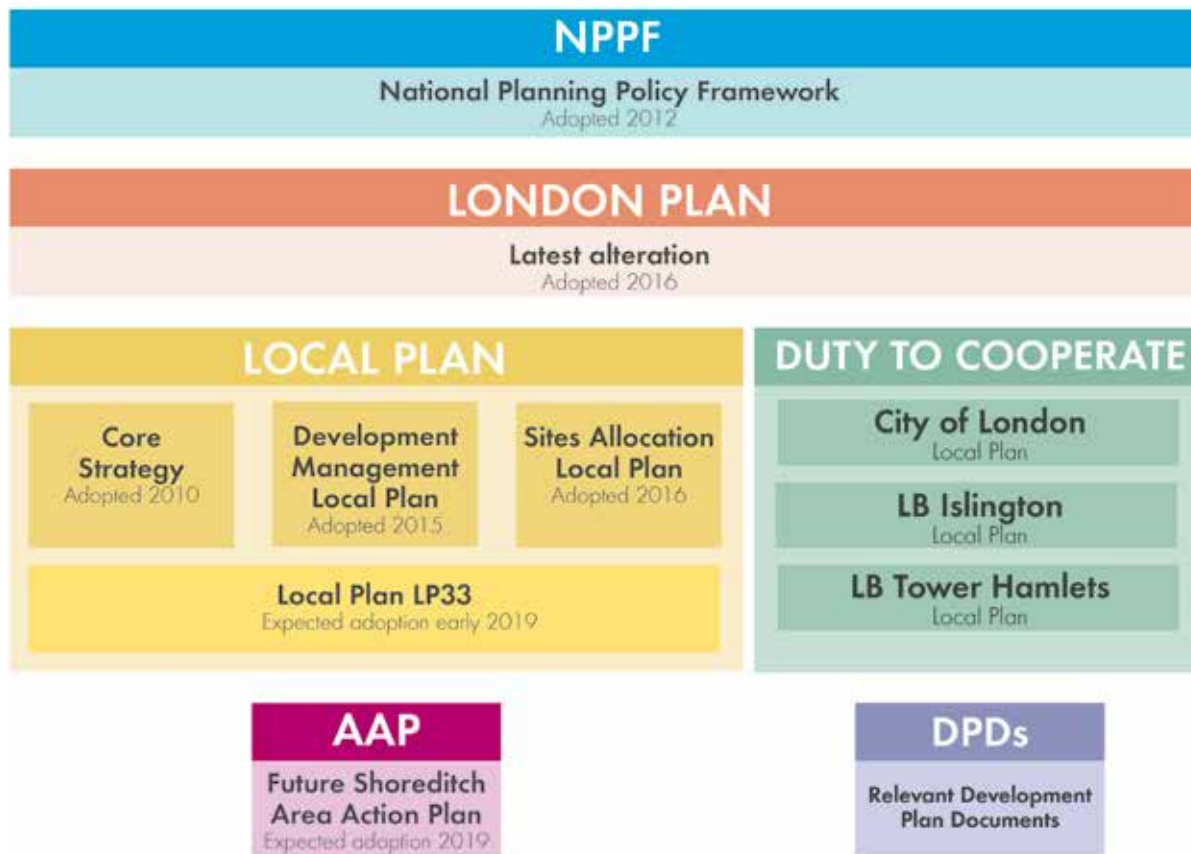
The following section outlines the policy position of the London Plan and its influence on Shoreditch.

### **Central Activities Zone – Supplementary Planning Guidance**

The majority of the Future Shoreditch AAP area falls within London's Central Activities Zone (CAZ). The CAZ represents the largest concentration of the city's financial and globally-oriented business services.

Shoreditch is home to many globally significant cultural industries; particularly a cluster of tech based businesses and evening and night-time economy uses. Adopted in March 2016, the Supplementary Planning Guidance provides detailed guidance relating to key issues within the CAZ.





Guidance which is directly relevant to the Future Shoreditch AAP area included with the SPG includes the following:

- The importance in the City Fringe and Tech City areas in providing affordable workspace and small offices;
- The need for a co-ordinated approach to the introduction of Article 4 Directions in light of the forthcoming expiration of the CAZ's exemption of permitted development rights within the CAZ and Tech City areas.
- The importance of managing the attractions of the CAZ and the contribution they make to the city's visitor economy.
- Tall buildings in the CAZ and acknowledging the emergence of a cluster of tall buildings in the City Road area.

Figure 6: The policy framework Future Shoreditch sits within and its relationship with other strategic documents

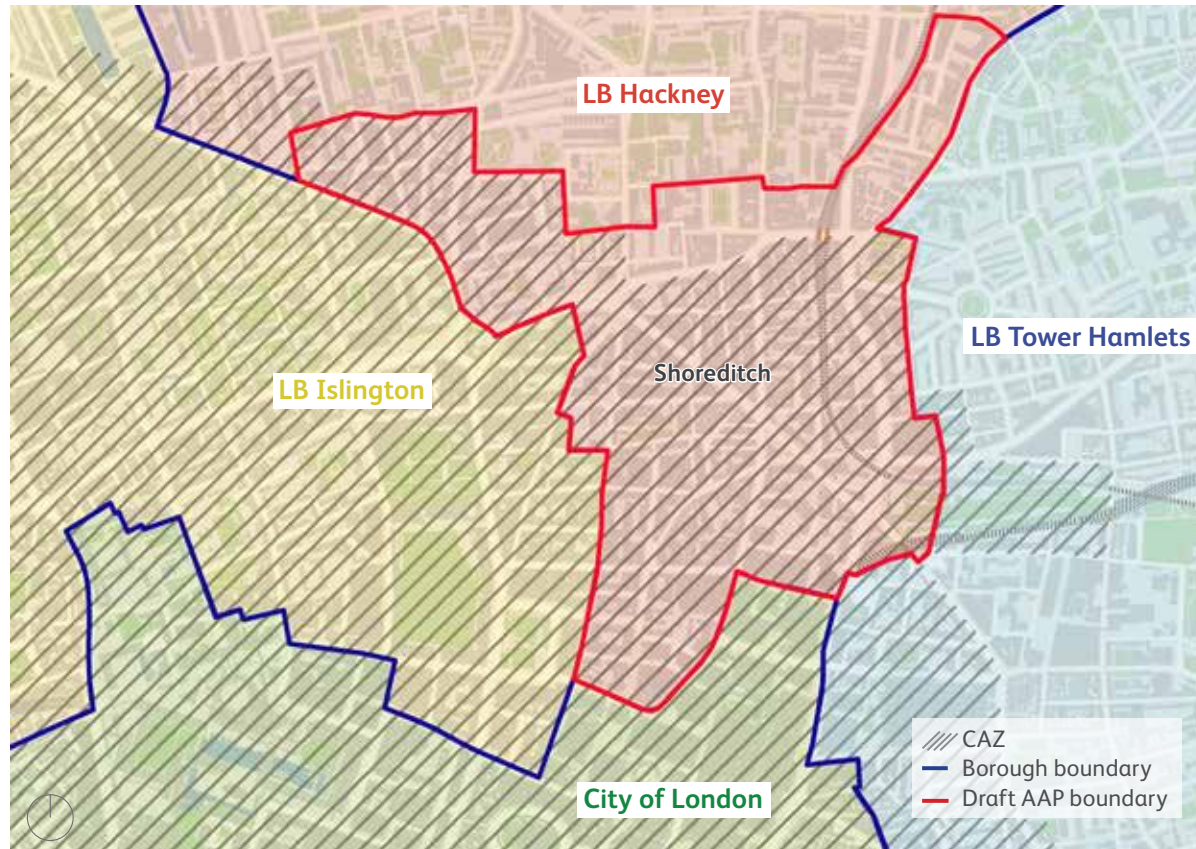
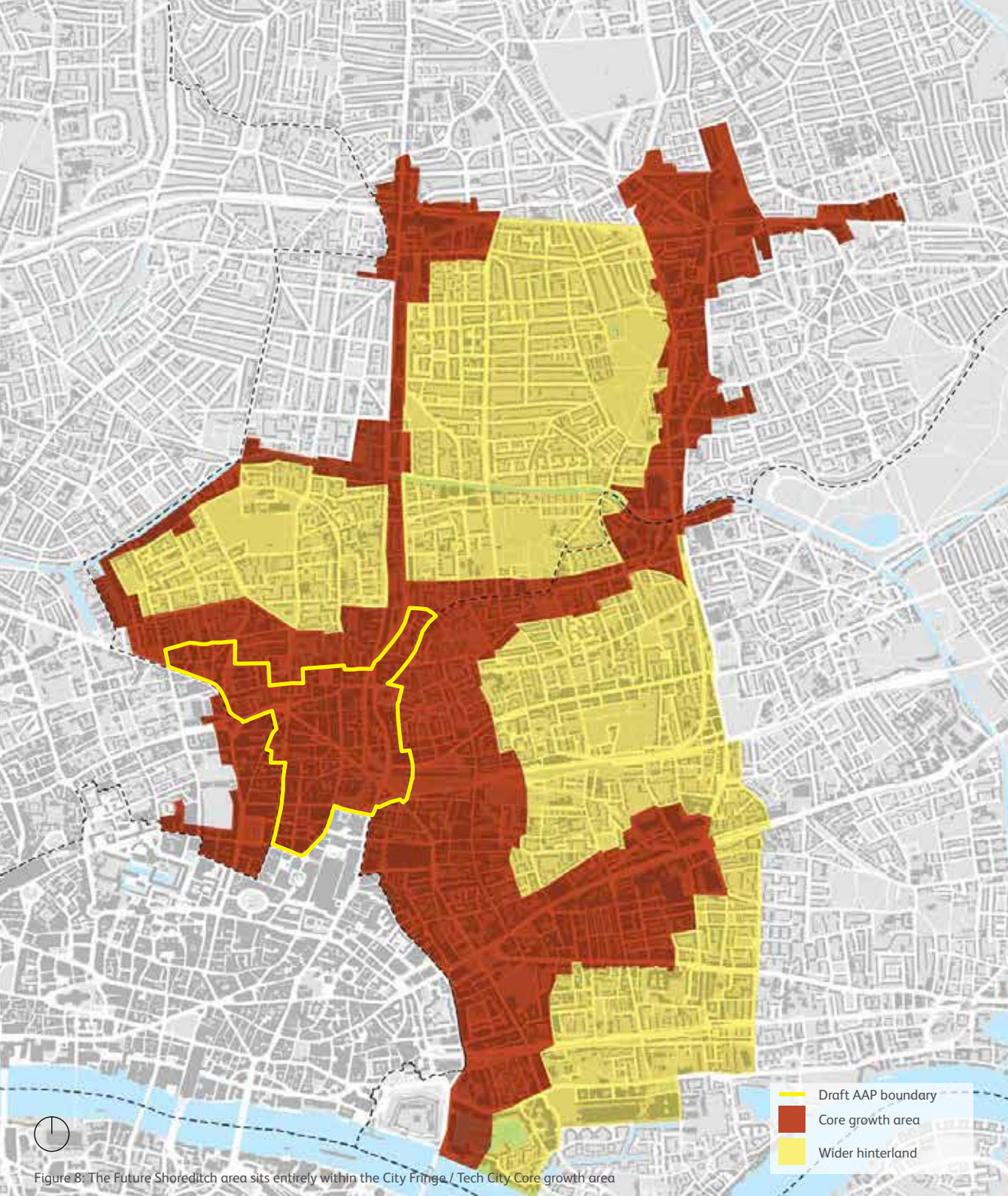


Figure 7: The Central Activities Zone spans across several boroughs and the majority of the Future Shoreditch area

### City Fringe/Tech City Opportunity Area Planning Framework

The City Fringe area is identified as an Opportunity Area that has an important role to play in meeting London’s growth targets. The entire Future Shoreditch area falls within the Core Growth Area, forming an essential part of the growth corridor up to Dalston and Hackney Central. This is where the majority of employment growth is expected to occur.

The Framework was adopted in December 2015 and sets out strategies to drive tech-led regeneration in east London. A wide range of issues relevant to Future Shoreditch are addressed in the OAPF. Some of those considered to be of particular relevance include the following:



- The background to and importance of Tech City;
- Permitted Development Exemption and the important future role of Article 4 Directions in protecting office floorspace from changes of use;
- Issues associated with striking the right balance between growth in employment floorspace and growth in the provision of residential development;
- The important role of affordable workspace and policies to secure its continued provision in new development; and
- The importance of a mixed and vibrant economy in the City Fringe.

Future Shoreditch will build on its strengths as a world-renowned destination for culture, creativity, entertainment and innovation. The Plan will support the importance of a diverse and mixed economy through the evening and night-time economy; visitor and leisure attractions; specialist retail uses; and the needs of tech-based businesses clustered within Tech City.



Figure 8: The Future Shoreditch area sits entirely within the City Fringe / Tech City Core growth area

### LOCAL POLICY

The Council is currently undertaking a comprehensive borough-wide Local Plan review of its development plan documents and evidence base. Future Shoreditch is therefore not being developed in isolation, but as part of an emerging new Local Plan for the Borough. Once examined and adopted, Future Shoreditch will form part of the Council's Local Plan (LP33) its policies and strategies directly shaping new development and change in the area.

The emerging LP33 evidence base and draft policies have informed the development of the issues and options contained in this document. Alongside the core components of LP33, the Plan will be informed by and work in synergy with broader strategic objectives across Hackney. This includes various Hackney documents such as:

Community Strategy 2018-2028  
 Corporate Strategy 2015/2018  
 Transport Strategy 2015  
 Air Quality Action Plan 2016  
 Health and Wellbeing Strategy 2015-2018

### LOCAL PLAN 2033 (LP33)

LP33 considers a variety of issues and proposes policies that are relevant to the whole Borough as well as specific to Shoreditch. Some of these issues are listed opposite:

- Housing type and tenure
- Employment and office floorspace
- Affordable workspace
- Town centres
- Evening and night-time economy

Visit the following address to keep up to date with the progress of LP33 and the opportunities to comment on the draft plan.



[www.hackney.gov.uk/LP33](http://www.hackney.gov.uk/LP33)

### NEIGHBOURING AUTHORITIES

Shoreditch sits at the southern end of the borough and as such is in close proximity to the Boroughs of Islington and Tower Hamlets as well as the City of London. Whilst the Plan sits within a broader framework of borough-wide policies and strategies, it will also need to work in co-ordination with these neighbouring authorities and their policies.

All local planning authorities have a duty to co-operate with each other and other public bodies to maximise the effectiveness of strategic policy. This legal requirement will be tested and verified during the examination process before the AAP can be formally adopted.

Therefore, it will be important for Future Shoreditch to work in tandem with the emerging and adopted local policy positions of neighbouring boroughs. This co-operation has many far-ranging

Local Planning Authority	Status of Local Plan	Expected Adoption
City of London	Undertaking review to guide development up to 2036  Issues and Options consultation	December 2019
London Borough of Islington	Undertaking review to guide development up to 2031  Pre-submission consultation (Regulation 19)	December 2018 / January 2019
London Borough of Tower Hamlets	Undertaking review to guide development up to 2031  Pre-submission consultation (Regulation 19)	July 2019

Figure 9: The current status of neighbouring authorities' emerging Local Plans

benefits and will be instrumental in helping address cross-boundary issues and objectives such as air quality and pollution; tall buildings; housing need; demand for workspace; transport issues; and the evening and night-time economy.

### EMERGING ISSUES

Following the findings of the baseline analysis, the emerging LP33 evidence base studies and the early rounds of consultation undertaken, it is important to take stock and reflect on this collection of information.

The following section sets out this analysis in a simple and easy to understand SWOT format to help identify and consolidate the strengths, weaknesses, opportunities and threats of Shoreditch and the role of the plan to address these.

The issues are broadly organised into four areas including:

- Activities and uses such as offices, shops and housing;
- Character relating to scale, massing, public realm and heritage assets;
- Movement and permeability relating to the management of streets and the road network; and
- Community including the social aspect of what it is like to be a resident in Shoreditch.

These categories are useful to collectively represent the types of issue facing Shoreditch and will be used moving forward to help structure this report and future consultation.

# 04

## SWOT ANALYSIS



### STRENGTHS

#### Activities and uses

- Creative heart of London, central to Europe's creative, digital and tech industries.
- A national and international destination for culture, entertainment and leisure uses; with a vibrant evening and night-time economy.
- A vibrant and diverse mix of shops, restaurants, bars, workspace and homes.
- Independent and specialist shops that create a competitive retail destination.
- History as a place of production, full of craftspeople and industry.

#### Character

- Fine grain, historic urban fabric is largely intact with strong built character.
- Home to many heritage assets including Listed Buildings, Locally Listed Buildings and Scheduled Monuments.

#### Movement and permeability

- Permeable network of streets, buildings and spaces.
- Very well connected by public transport and close to the City.
- High rates of workers travelling by walking and cycling.
- Highly legible and easy to navigate around.

#### Community

- Long-standing artistic and creative communities active in Shoreditch that have helped shape its unique identity and appeal.
- Home to diverse residential communities made up of many nationalities, ethnicities and cultures.
- Real sense of community; those who live, work and care about the area and are vocal about seeing positive change.



## WEAKNESSES

### Activities and uses

- Transient population is driving up property values and creating pressure for low income families.
- Popularity of the area and competing demands threatens the creative and leisure uses.
- There are more intense levels of street based activity in some areas within the AAP area during the evening.

### Character

- Recent commercial development threatens the small scale, fine grain urban form and character traditional to the area.
- Lack of street planting and green, open space for people to enjoy.
- Pockets of areas in poor condition and disrepair; particularly in the north and around the housing estates.

### Movement and permeability

- Increasing footfall and traffic movements are putting strain on existing roads, streets and the public realm.
- Busy traffic and poor junction crossings create an unhealthy and unsafe environment (including air pollution).
- Traffic management measures funnel significant levels of through traffic across Shoreditch.

### Community

- Lack of integration between those living in; working in; and spending time in Shoreditch.
- Residents impacted by the negative outcomes from the evening and night-time economy; including crime, noise, anti-social behaviour and litter.
- Lack of community and public-facing facilities in Shoreditch.



## OPPORTUNITIES

### Activities and uses

- Deliver medium and large workspaces for start-ups and SMEs as they grow.
- Continued strength of cultural and leisure uses in the face of competing commercial demands.
- New jobs and homes targets makes Shoreditch important for London and Hackney.
- Diversify the evening and night-time economy to introduce more restaurants and arts / cultural venues.

### Character

- Improve existing green spaces and introduce more greenery for the public and people to enjoy these spaces.
- New development will contribute to improvements in the public realm.
- Scale of investment and development within the CAZ can be harnessed and shaped to reflect local character.

### Movement and permeability

- New residential development will create new importance for nearby streets as movement routes.
- TfL have major proposals to transform Old Street roundabout into a more pedestrian and cyclist friendly environment.
- Public realm improvements at new Crossrail and Crossrail 2 calling stations.

### Community

- Encourage greater cohesion between the residential and business communities in Shoreditch.
- Secure Shoreditch's economic future by building links between young people living in the area and access to skills, training and employment associated with Tech City.
- Improve the quality of life for residents by having stricter controls over the evening and night-time economy.





## THREATS

### Activities and uses

- Increasing demand for more corporate, commercial development.
- Expansion of the city may undermine the strengths of the leisure and evening economy.
- Loss of diverse, unique residential and business communities through unaffordability.
- Loss of varied, affordable workspace for light industry and artists.
- Homogeneous and unwelcoming evening and night-time economy.

### Character

- Loss of fine, historic urban grain through larger land parcel development to the south.
- Increasing tall building applications threaten the setting of heritage assets and the character of the area.

### Movement and permeability

- Increased intensity of use from passengers entering / exiting local stations.
- Quality of the public realm made worse through limited maintenance and limited improvements from new development.
- Increased traffic and congestion that continues to create an unhealthy and unsafe environment for pedestrians and cyclists.

### Community

- Residents miss out on the benefits and opportunities presented in Shoreditch.
- The driving out of valued, long-standing residential and creative communities due to increasing land values and unaffordable rent.

# 05

## SUMMARY OF KEY ISSUES

### SUMMARY OF KEY ISSUES

The following section contains a summary of key issues that have been identified through early community engagement, baseline analysis and emerging evidence base studies. Each summary ends with a question that we have considered and has led to creation of a series of proposed options.

### MANAGING GROWTH

Shoreditch is expected to accommodate a large amount of growth over the plan period and there is a need to understand how best this scale of change can be realised to benefit all. Job creation, new homes and supporting infrastructure will all need to be delivered through development. A wide range of sites have already been allocated for development in the Site Allocations Local Plan (SALP).

Future Shoreditch AAP provides the opportunity to assess in more detail the scale of development put forward on these sites. In addition, the AAP provides scope for additional sites to be put forward and considered.

*What is the best way to manage the scale and type of growth proposed on development sites in Shoreditch? How can the plan best take advantage of the benefits development and change will bring to Shoreditch?*

### THE AAP BOUNDARY

The boundary for the Plan is largely bound by neighbouring authorities to the east, west and south. The northern boundary needs to be defined in order to distinguish between and implement policies contained within the Plan.

The boundary must be drawn to capture the issues facing Shoreditch whilst ensuring the benefits of local policies, growth and change are felt by all. People living, working and spending time in Shoreditch need to experience the benefits of Future Shoreditch.

*What is the most appropriate AAP boundary to ensure this occurs?*

### NEW JOBS, HOMES AND COMMUNITY FACILITIES... PROVIDING THE RIGHT BALANCE

Demands for workspace and new homes need to be appropriately balanced with the variety of other uses unique to Shoreditch including the evening and night-time economy, affordable workspace and third sector uses.

*How can we protect this vibrant mix of uses that helps make Shoreditch such a good place to live, do business and spend time in?*

### **PROVIDING A RANGE OF AFFORDABLE PLACES OF WORK**

Rising land values are making it increasingly difficult for smaller businesses, artists and cultural uses to work in the area. These uses continue to play a fundamental role in defining the character of the area. Shoreditch risks losing its unique character and activity if these uses cannot continue to operate in the neighbourhood.

*How can we continue to support smaller businesses, artists and cultural uses that are such an important part of Shoreditch's identity?*

### **DELIVERING NEW HOMES**

Shoreditch is a highly desirable place to live and as such purchase and rental prices are continuing to climb. This is a London-wide problem though certain aspects may be more pronounced in Shoreditch including affordable housing and dwelling size. Huge demand and lack of supply are increasing property rents, prices and land values.

*In what ways can we help deliver the tenure, type and size of housing that Shoreditch needs?*

### **SHOPPING IN SHOREDITCH**

Shoreditch falls within the Central Activities Zone which will direct retail, leisure, cultural, tourism and commercial activity to the area. There is a need to manage the distribution of this activity to find an appropriate balance and mix of uses in Shoreditch.

*What is the appropriate amount, type and size of retail space that should be promoted in Shoreditch and where this should be located?*

### **THE CONTRASTING DAY TIME, EVENING AND NIGHT TIME ECONOMIES**

There is a need to manage the evening and night-time economy in terms of its offer and effects on local people. Shoreditch is home to many bars, night clubs and licensed premises and the anti-social behaviour that is frequently associated with such uses. In contrast, consultation and evidence base studies has revealed a lack of diversity in terms of seated restaurants, community and entertainment uses.

*In what ways can we strengthen the diversity and attraction of the evening and night time economy, whilst tackling the anti-social behaviour that can often be associated with such uses?*

### **THE DESIGN OF NEW DEVELOPMENT AND THE IMPORTANCE OF HERITAGE ASSETS**

Market pressures and demand for modern, large scale commercial space is seeing a large number of applications for high density and tall buildings in Shoreditch. The area is home to a variety of special character and heritage assets. There is concern over the appropriateness of this type development in Shoreditch and its impact on local character and heritage assets.

*How can we guide development in Shoreditch that is appropriate in terms of its height, scale, massing and architectural design? In what ways can the plan help protect and enhance the historic environment?*

### **TRAFFIC MANAGEMENT**

Shoreditch is a main gateway into London that suffers noise and air pollution associated with busy roads and congestion. Much of this is through traffic that moves through the area on route to somewhere else. This is creating an unsafe, unhealthy and unwelcoming environment in Shoreditch.

*In what ways can we develop traffic management policies that helps to improve overall air and noise quality in Shoreditch?*

### **SUSTAINABLE TRAVEL AND PUBLIC REALM**

Parts of Shoreditch are home to poor quality streets and public spaces that overall lacks much greenery. There is a desire to see improvements to the choices for sustainable travel into and around the area. This particularly includes promoting walking, cycling and public transport and how this can be supported through an enhanced quality of public realm.

*How can we encourage more sustainable travel choices and in what ways can an improved public realm support this?*





# 06

## VISION STATEMENT

*This section sets out a proposed vision and set of objectives for Future Shoreditch based on our understanding of the key issues. It represents a statement and manifesto for the type of place of Shoreditch will be in 2033 by the end of the current plan period.*

*The vision statement is a product of the early rounds of consultation, the baseline analysis and emerging Local Plan evidence base. Opposite are quotes from the consultation undertaken to date that has helped shape the vision.*



“I like its history, traditionally full of craftspeople and industry”



“Needs to be more made of the churchyards & places to sit and eat around the area”



“Great night life and live music venues”

“Important that the busy roads are safe for cyclists”



“Proximity to the City and great transport links”



“Epicentre for the best creative and new tech companies in Europe”



“Sense of community – the who people live and work here”



“A safer, cleaner night time economy”



“Variety that Shoreditch offers – housing, social spaces, cultural opportunities, small useful businesses”

“The plan can be a pioneer for social change and the spreading of benefits to all”

# FUTURE SHOREDITCH

2033





*Shoreditch will be a thriving and vibrant destination recognised internationally for Tech City; the home of creative, digital and tech industries. Shoreditch will have succeeded in delivering new homes, jobs and supporting infrastructure to be a place where people want to live, do business and spend time.*

*A positive, balanced land use strategy will set the basis for a diverse mix of activities including employment, retail and leisure uses. As the creative heart of London, this will include flexible office space for start-ups as well as space for artists, craftspeople and cultural producers.*

*Building on the area's world renowned heritage for culture, theatrics, entertainment and leisure, the evening and night-time economy will include more diverse uses.*

*The historic environment will be preserved through careful management and enhancement of the area's heritage assets and townscape character. Design guidance will set the bar high, helping to achieve a high quality of development in Shoreditch that is sensitive to its local context.*

*By 2033, the area will be a greener place with a much improved public realm and choice of sustainable modes of transport. Improved air quality and reduced motor vehicle usage will contribute to Shoreditch being a more pleasant and pleasurable place to spend time and move through.*

*Shoreditch will be a safe and affordable place to live and work, seen as a pioneer for social cohesion between residential and business communities calling the area home. All residents will share in the successes of Shoreditch, seeing an improved quality of life through access to high quality and affordable homes, community facilities, skills, training and employment.*

**LET US KNOW IN YOUR RESPONSE IF YOU THINK SHOREDITCH CAN ACHIEVE MORE BY 2033.**

# OBJECTIVES

The objectives will seek to protect the attributes and features that make Shoreditch special; address the challenges and demands being placed on the area; and take steps to realise the opportunities presented in order to secure the economic, social and environmental future of Shoreditch.

Future Shoreditch will use the following objectives to shape the proposed policy guidance for the area. This approach helps establish an easy to use tool to check against as the area develops in line with the vision.

The diagram above demonstrates the cross-cutting relationship of these objectives and how they will be built into policies.

## OBJECTIVES

The strategy for growth

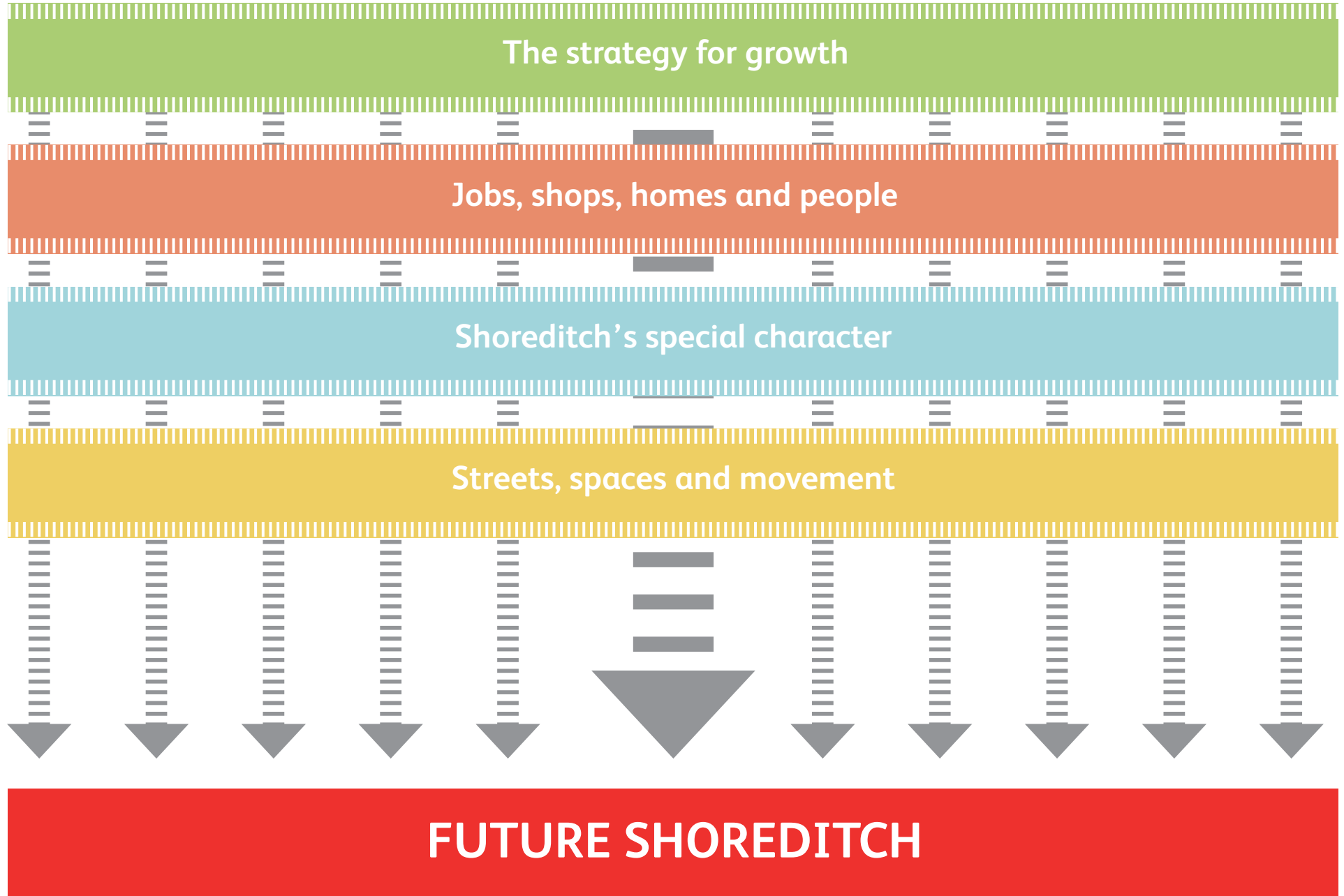
Jobs, shops, homes and people

Shoreditch's special character

Streets, spaces and movement

**FUTURE SHOREDITCH**

POLICIES



## OVERARCHING

- A. To secure the economic, social and environmental future of the area by:
- Protecting the assets and features of Shoreditch;
  - Addressing and rising to the challenges and demands being placed on Shoreditch; and
  - Taking steps to realise the opportunities being presented to the area.
- B. To build social cohesion between residential and business communities in the area. Sharing the benefits and successes across all people living in; working in; and spending time in Shoreditch. Future Shoreditch will support the positive interaction of people and the expression of their views.



## ACTIVITIES AND USES

1. To balance the need to create jobs and promote employment in Shoreditch, with the need to accommodate housing growth in an area.
2. To respond pro-actively to the demand for growth in the area, and harness the benefits of development by maximising the potential of under-developed sites and the contributions they can make to the overall environment.
3. To address the affordability of workspace in Shoreditch and maintain the rich mix of creative, tech industries, small businesses and starts-ups which help define the area's appeal.
4. To deliver new homes and address the issue of affordability through the provision of a range of dwelling types, sizes and tenures to sustain mixed and balanced communities in Shoreditch.
5. To protect and enhance Shoreditch as a destination for the evening and night-time economy whilst recognising the needs of people who live and work in Shoreditch on a daily basis.
6. To maintain and enhance the retail and leisure uses associated with Shoreditch and its role within the CAZ as a competitive retail destination for London and Hackney.





**CHARACTER**

7. To support the appropriate location and sensitive design of all development in Shoreditch in a way that reinforces the area's unique sense of place.
8. To deliver high quality urban design in Shoreditch that enhances the distinct local character and setting of its varied heritage assets including Conservation Areas, Scheduled Monuments, Listed Buildings and Locally Listed Buildings.
9. To reinforce the historic character and fine urban grain of the area, enhancing the network of streets and public spaces that encompass the fabric of Shoreditch through a public realm strategy.



**MOVEMENT AND PERMEABILITY**

10. To improve the choice of sustainable travel options in Shoreditch, reduce traffic congestion in Shoreditch and encourage walking and cycling as safe and healthy choices of movement.
11. To improve the environmental quality of Shoreditch through the reduction of traffic congestion; increased street planting; the enhancement of existing green spaces; and provision of new public spaces.
12. To take advantage of planned infrastructure improvements including Old Street roundabout and the introduction of Crossrail and Crossrail 2; taking strategic moves to improve the public realm within, and relationship between, these nodes.

# 07

## ISSUES AND OPTIONS

*The next chapters set out the issues facing Shoreditch that the Plan will need to address and suggests a range of policy options. We are inviting comment on the options and where possible, your preferred option that you would like to see the Council explore further.*

*At this stage, all options present realistic opportunities to develop the policy direction of the Plan. It is the intention that feedback from the public, stakeholders and landowners will help the Council identify a set of preferred options that will be developed into draft policies in the draft AAP.*

## The strategy for growth

- A. Managing Growth
- B. AAP Boundary

## Jobs, shops, homes and people

- 1. New jobs, homes and community facilities... providing the right balance
- 2. Providing a range of affordable places of work
- 3. Delivering new homes
- 4. Shopping in Shoreditch
- 5. The contrasting day, evening and night time economy

## Shoreditch's special character

- 6. The design of new development and the importance of heritage assets

## Streets, spaces and movement

- 7. Traffic management
- 8. Sustainable travel and public realm

## THE STRATEGY FOR GROWTH

### MANAGING GROWTH

Through the preparation of a new Local Plan and other development plan documents, the Borough is planning towards the delivery of 30,000 new homes, 34,000 sqm of new retail and leisure floorspace and 117,000 sqm of new business floorspace over the plan period to 2033. The Shoreditch area is highlighted as a key growth area in the Borough and the AAP will identify development opportunity sites which are capable of making a significant contribution to meeting these borough-wide targets.

The Shoreditch area falls within the City Fringe/Tech City Opportunity Area and the London Plan's Central Activities Zone. Ongoing growth, investment and improvement to support job creation and help to meet the challenges facing London's housing crisis are a pre-requisite for any development plan document.

In 2016 the Council adopted its Sites Allocation Local Plan (SALP) in which sites were formally allocated for development. A total of 14 development sites fall within the suggested Future Shoreditch AAP boundary.

In order to quantify the approximate contribution these sites might be able to make in meeting challenging Borough-wide growth targets, the SALP put indicative development capacities against each allocated site. The Future Shoreditch AAP provides us with an important opportunity to review these sites and consider whether additional sites can be identified. It also provides an opportunity to review the indicative capacities identified in the SALP and make appropriate revisions where they can be justified.



### KEY FACTS

- A total of 14 sites remain within the Future Shoreditch AAP are identified.
- The sites identified have a combined site area of 6.13 ha of land.
- A total employment floorspace capacity of up to 172,681 sqm net is identified in the SALP.
- A total retail floorspace capacity of 5,732 sqm net is identified in the SALP. This represents approximately 16 % of the Borough-wide retail and leisure floorspace target over the plan period.
- New community space of approximately 15,460 sqm is put forward in the SALP.

- A total residential capacity of 1,881 new dwellings is identified in the SALP within the Future Shoreditch area. This represents approximately 6 % of the Borough-wide housing target within the plan period.

### WHAT YOU'VE ALREADY TOLD US

- People involved in the early stages of consultation are generally aware of the need to plan positively for growth.
  - However, people are also generally concerned about the impact of additional development within the Future Shoreditch area. There is a concern the further growth and regeneration of the area will undermine its special and historic character.
  - It is seen as essential to protect this character and therefore growth should only be permitted which does not harm the historic character of the area.
- [The Hackney: A Place for Everyone](#) survey found that residents on balance are worried about the impact of population growth in the borough on local public services.
  - Regarding business growth, the sentiment is different. Business growth is generally seen in a positive light with residents' concerns generally being reserved for concerns about business growth resulting in the loss of smaller or more local businesses.
  - A frequently expressed concern relates to the desire to see the benefits of investment and growth in the core Future Shoreditch area extend into established residential areas to the north.

**THE PLAN WILL MANAGE GROWTH THROUGH...**

**THE NEXT VERSION OF THE PLAN (THE DRAFT PLAN) WILL INCLUDE:**

**Shoreditch wide topic based policies**

The Future Shoreditch AAP will set out a series of area-wide topic based policies. One of the key objectives of these policies will be to strike the right balance between different land uses. These issues and a range of potential policy options are explored in the following sections.

**Policies for different parts of Shoreditch**

The area-wide policies will be supplemented by sub-area based policies for specific parts of the Future Shoreditch area, based on character areas within it.

**Design requirements for Opportunity Sites**

The Plan will identify a number of Opportunity Sites and set out design requirements for each site. These sites constitute principal areas of change within Shoreditch, including opportunities for new development, refurbishment or other site improvements. This consultation on Issues and Options includes a ‘call for sites’ exercise to identify sites within the area that may have the potential for development over the plan period. See section 8.

**An approach that links the Opportunity Sites together**

Ensuring the benefits of investment in major development sites reaches established residential areas to the north of the AAP area was identified as a particular priority during the early stages of AAP engagement.

The Plan will seek to outline an approach that links opportunity site together help to deliver improvements to immediately adjacent areas which feel stress which is derived from growth and more intense levels of activity in the core Shoreditch area.



### **FUTURE SHOREDITCH AREA ACTION PLAN BOUNDARY**

The boundary of the Area Action Plan is largely defined to the west, south and east by the borough boundaries of the London Borough of Islington, the City of London and the London Borough of Tower Hamlets respectively (see Figure 10).

The northern boundary falls within the Borough of Hackney and this provides more flexibility in terms of where the line should be drawn.

The proposed northern boundary line has been chosen because:

1. It is where most of the main development sites are;
2. The area is within the London Plan's Central Activities Zone; and
3. The area is designated for employment use.

The boundary is important for the purposes of developing policies and identifying sites to deliver sustainable and positive growth.

However, that is not to say the issues affecting surrounding neighbourhood areas are not reflected or responded to in the Plan. Consultation will be carried out with surrounding communities and the relationship between the AAP area and these communities will be considered in preparing the Plan.

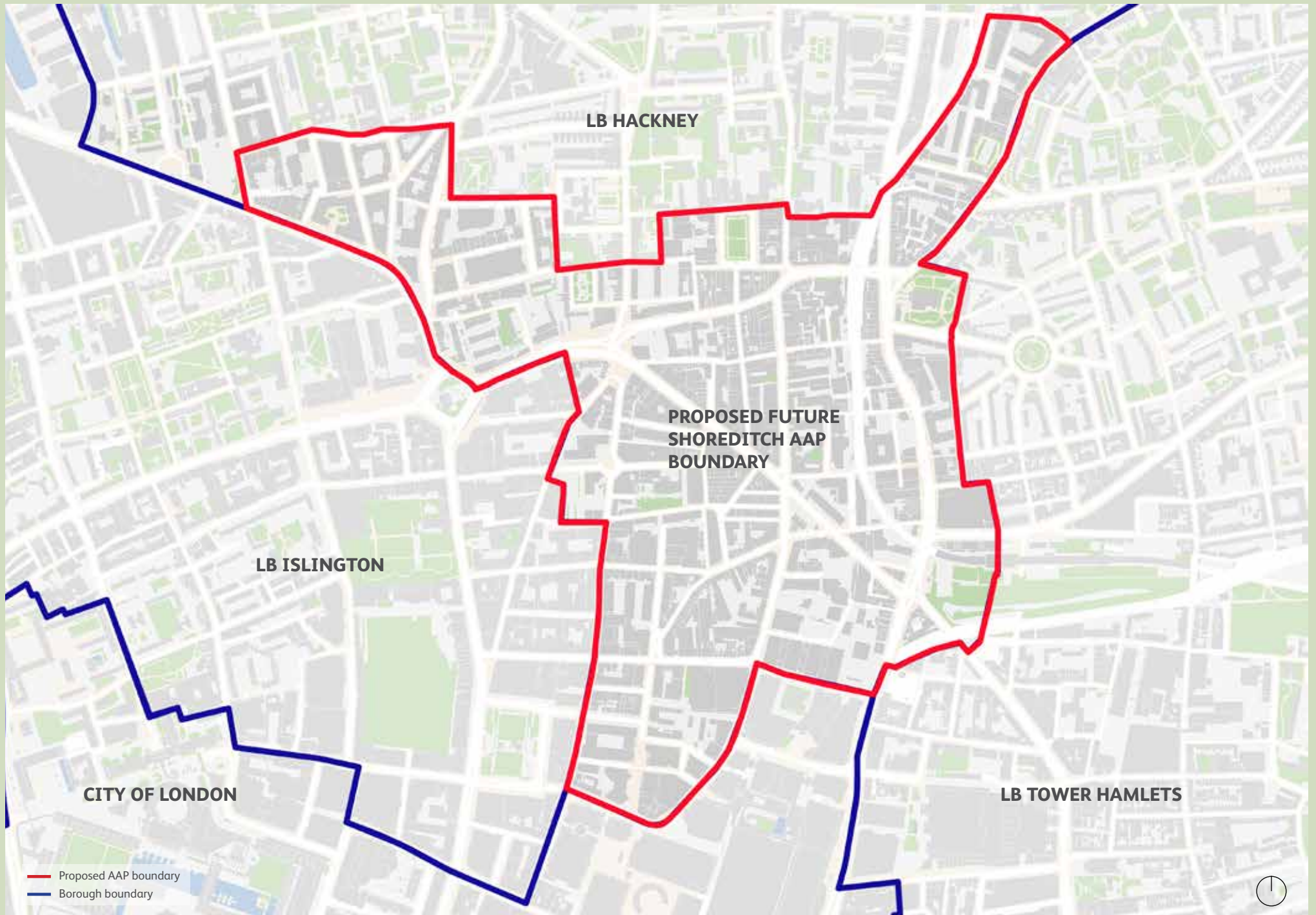


Figure 10: Proposed Future Shoreditch area boundary

## JOBS, SHOPS, HOMES AND PEOPLE

### NEW JOBS, HOMES AND COMMUNITY FACILITIES

Shoreditch is well known for its vibrant and varied daytime and evening economy. Lots of people work in and around the Future Shoreditch area. It is an area of national and international importance for the tech industry. A key objective of the AAP is to balance the need to protect and promote employment space to support local jobs against other competing demands.

Policies which protect this vibrancy will be important to fostering ongoing economic success which underpins many of the characteristics which make Shoreditch such a good place to do business, relax and reside.

To meet demand for office over the next 15 years, the majority of new development should be office development. However, other uses are needed to support Shoreditch as a vibrant, healthy place to live, work and spend time.

#### KEY FACTS

- There is a complex and diverse mix of uses in Shoreditch.
- The City Fringe area around Shoreditch and Old Street is the biggest sub-economy in Hackney and is home to 43 % of employment in the borough.

- The area hosts approximately 40,000 jobs in the hospitality, business and financial services, digital creative and corresponding supply chain sectors.

#### Office

- The Shoreditch area at the south of the Borough is the largest and most important employment area in the Borough, as recognised in the expansive proposed Priority Office Area (POA) designation in the draft Local Plan (see Figure 11).
- The Tech City cluster is now well established but typical businesses in the Shoreditch area are different from what the name would suggest. Whilst there are some tech giants such as Amazon

in the area, the majority of firms comprising Tech City are small, flexible organisations operated by a single owner or a small handful of staff.

- The type of office floorspace within Shoreditch ranges from small business workspaces, in the form of studio units and co-working spaces, to large corporate office floorplates for professional service companies.

#### Retail

- The second highest employment related floorspace in Shoreditch is retail uses such as restaurants and shops; making up 12 % (54,015 sqm).

### **Population**

- AAP area grew by approximately 65% to approximately 12,500 people between the 2001 and 2011 census..

### **Hotels**

- There is already a concentration of the Borough's hotels in the Shoreditch area. The Shoreditch area has experienced significant growth in hotel development in recent years.
- As at June 2016, a total of 510 hotel bedrooms were under construction and a further 936 hotel bedrooms which have permission but have not yet started.

### **Student housing**

- Whilst the Borough does not have a university, over the last decade a significant number of student bed spaces have been proposed and delivered in designated employment areas. These facilities serve a number of nearby institutions in neighbouring boroughs.

### **WHAT YOU'VE ALREADY TOLD US**

- The concentration of small businesses across the Shoreditch area is one of its most highly valued characteristics.
- Support for this is consistently provided through community and stakeholder engagement.
- Residents who have lived in the area a long time have told us that generally consider the area to have improved over the years.

- The Hackney: A Place for Everyone survey undertaken between 2015 and 2016 revealed that people value the mixed socio-economic nature of the Borough, a characteristic which is particularly prevalent in the Shoreditch area.
- However, residents have expressed concerns about population increase resulting from the rate of new development taking place across the Borough. This growth has been felt most acutely in the Shoreditch area.

## THE PLAN COULD...

## OPTIONS

**1. Require a minimum of 60% of new floorspace within the Priority Office Area shown in Figure 11.**

- Shoreditch is the largest and most important employment area of the Borough.
- To meet employment needs for the borough (minimum 117,000 sqm), the priority will therefore be protecting existing offices and promoting new offices in the area.
- The Plan could require a minimum of 60 % of the overall new floorspace within the Shoreditch and Wenlock POAs to be office floorspace, subject to viability.

**2. Promote a higher proportion of office floorspace in specific areas within the Shoreditch area.**

- In order to give greater priority to the priority office area function and character of the area, a higher proportion of floorspace in new development could be required in specific parts of the Shoreditch area.
- This level could be set at a minimum of 80 % of new floorspace in the southern parts of Shoreditch, closest to the City of London. This approach could allow a greater proportion of mixed-use development in the northern parts of the Plan area.

**3. The level of priority to be given to other uses.**

- The AAP could set out a policy position on the non-office floorspace within mixed use schemes.
- Given that the whole of the Plan area falls within the London Plan Central Activities Zone, a range of land uses are likely to be considered appropriate.
- It is clear, however, that the priority land use in the Shoreditch AAP area is offices.
- Other uses that come forward within mixed use proposals should not therefore undermine the office function of the area or place constraints on commercial development and operation including access and timing for deliveries and servicing of business uses.
- A range of uses could come forward as part of mixed use schemes including, but not limited to, the following:
  - a. Hotel uses
  - b. Retail uses
  - c. Food and drink uses
  - d. Leisure uses
  - e. Cultural uses
  - f. Residential uses
  - g. Community uses



h. Other business uses including artists studios and light industrial space.

- Through consultation residents have voiced concerns about a lack of community facilities in and around Shoreditch. The Plan could explore policy options to identify residual floor space that could be targeted for community and public facing uses. This would help integrate the residential and business communities in the area and help share the benefits of growth to all those falling inside and outside the AAP boundary.

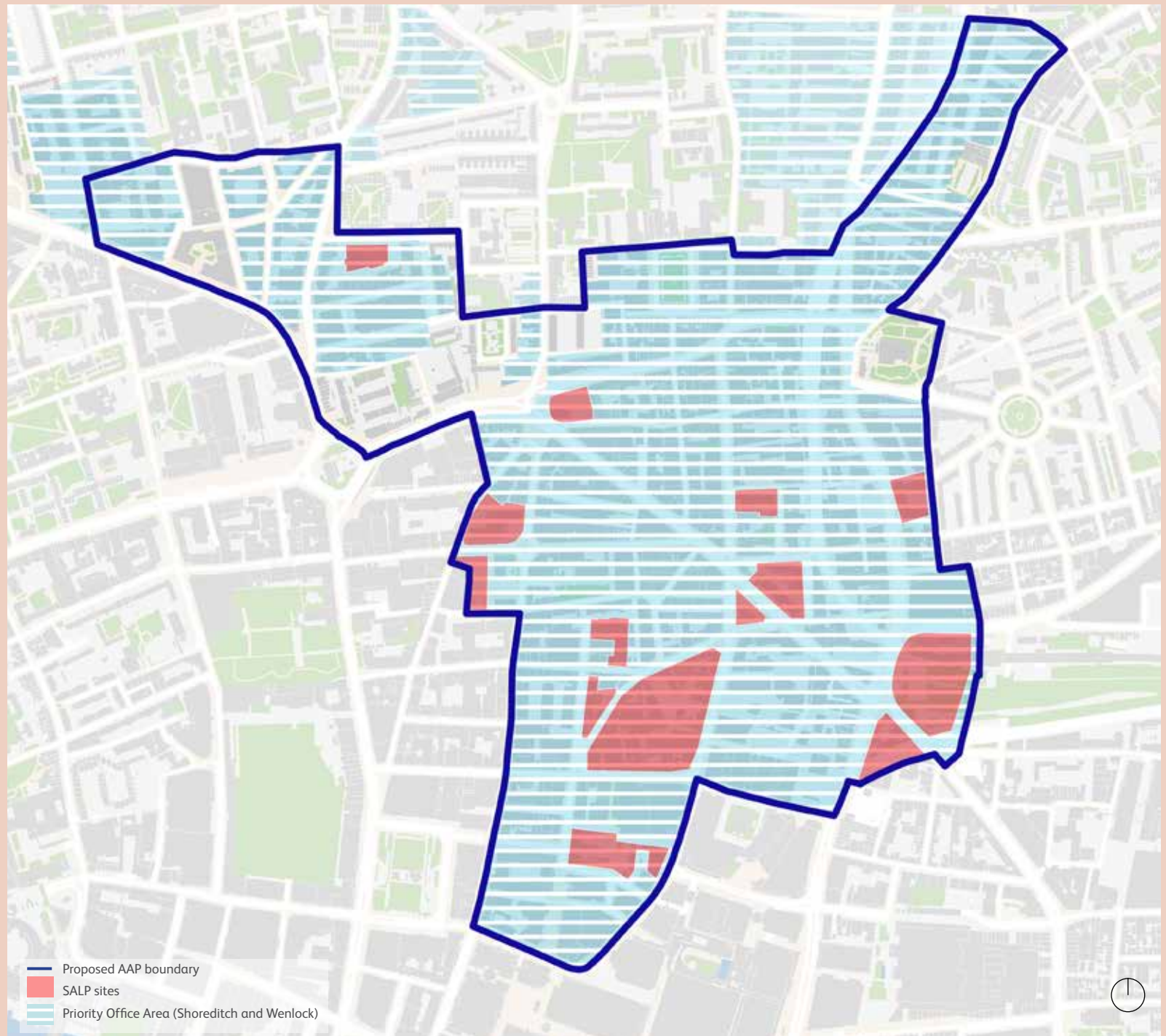


Figure 11: Much of the Future Shoreditch area is designated as a Priority Office Area in LP33

### PROVIDING A RANGE OF AFFORDABLE PLACES OF WORK

The mix of small, start-up and creative businesses has been a key driver of its success and attractiveness, the range of businesses have created a vibrant economy that is now attracting major corporates to the area.

The stock of small, quirky and ultimately affordable workspaces has supported this highly innovative and valuable activity, however in recent years it businesses have become a victim of their own success, with rents rising and pricing out many of the activities that have driven Shoreditch's success.

### KEY FACTS

Shoreditch is a key focal point for this small business activity. Shoreditch accommodates a significant proportion of micro and small businesses:

- Of the 4,035 businesses located in Shoreditch 82 % are micro businesses (0-9), dominated particularly by those which are 0-4, and 14 % are small businesses (10 – 49).
- Shoreditch is the home of start-ups within the tech sector in particular. Some of the strong sectors include media creation, and computer programming and IT consultancy.
- Self-employment is particularly strong in Shoreditch, comprising 18.1 % of economic activity compared to 12.4 % in Hackney borough and 11.7 % in London. This demonstrates the culture of entrepreneurship in Shoreditch and can be considered a proxy for SMEs.
- However retention of this character is threatened. Research by UHY suggests that the Shoreditch/Old Street area has seen a major decrease in business start-ups, reducing by c.70 % between March 2015 and March 2016, falling from first to sixth in UK rankings of business start-up activity.



- They suggest rapidly rising rents are responsible as businesses are seeking space in cheaper, well-connected locations either close by (such as City Road) or other parts of the CAZ fringe (Southbank).
- Shoreditch rents have also increased from a 5 year average of £37.48psf to a 2017 level of £52.70.
- Lack of space for micro businesses across the borough, only 4 % of stock is below 250sqm (capacity for c.25 employees in office space) – although this may misrepresent co-working type spaces that accommodate a number of micro businesses.
- The market is providing a range of large, office spaces that is attracting bigger businesses.
- It is apparent that to both retain existing levels of activity and the diversity of business, as well as continue to grow job opportunities, a broader range of workspace needs to be provided, with a particular need for more affordable, smaller, flexible spaces that cater for start-up businesses and creatives in particular.

	Shoreditch	Hackney	London	England
0 to 4	69%	82%	81%	78%
5 to 9	13%	9%	9%	11%
Micro (0 to 9)	82%	91%	91%	89%
Small (10 to 49)	14%	8%	8%	9%
Medium-sized (50 to 249)	3%	1%	1%	2%
Large (250+)	1%	0%	0%	0%
Total Counts	4,035	16,885	476,890	2,213,650

Table 3: Business Demography (2016) Source: ONS, 2017

Sales	Past Year	5-Year Avg
Sale Price Per SF	£941	£800
Asking Price Per SF	£979	£912
Sales Volume (Mil.)	£298	£392
Yield	3.60%	5.10%

Table 4: Shoreditch Office Floorspace Sales Values (Source: CoStar, 2017)

### WHAT YOU'VE ALREADY TOLD US

- Conversations with Future Shoreditch stakeholders suggest many small or creative businesses now being 'priced out' of the area.
- Across the borough 30 % of businesses surveyed (Employment Land Study business survey). feel rents are too high – particularly in the creative sector – with 34 % of businesses considering relocation with rent/service charges reported as the biggest driver, with the second driver being premises size.
- A range of small, creative and independent businesses are leaving the Shoreditch area as the cost of workspace increases.
- Growth in demand for, and supply of, large floorplate office space is displacing units or shared workspaces aimed at SMEs.
- A lack of diversity in the new portfolio of stock is also displacing creative businesses in particular, which require less office-type environments.
- Feedback from the consultation has suggested that the market is not providing the diversity of space needed to retain and grow the traditional Shoreditch business base.

## THE PLAN COULD...

### OPTIONS

1. *Require affordable workspace in new commercial development in the Priority Office Area shown in Figure 11.*

- This would secure a defined amount of new floorspace (gross) e.g. 10 % in major employment or mixed use development as affordable let at a defined percentage of market rent e.g 40 % in perpetuity, subject to viability.

2. *Require a proportion of commercial space to be provided for 'target' uses including creative/ cultural, community and third sector uses.*

- Delivering this space would be supported by detailed guidance on amount and fit out of the space required.

3. *Develop a Shoreditch Specific Workspace Provider list that more closely aligns with the scale and type of space that will be delivered in the area.*

- This could include two sections; one to operate larger office spaces that will be delivered on major sites and one to operate smaller workspace typologies / mixed use typologies.

4. *Providing guidance on the fit out level of commercial space.*

- Guidance on the level of specification would be provided to ensure space meets the needs of artists, small manufacturers and third sector uses; and limiting the associated rental costs. This could operate at a sub-area level to identify business location requirements.

## DELIVERING NEW HOMES

Hackney, like all London boroughs, has a critical role to play in meeting London's pressing housing needs. The population of the Future Shoreditch area has rapidly increased in recent years and forecasts suggest that this trend will continue.

With excellent public transport facilities and further improvements on the horizon, it is clear that the Shoreditch area will continue to play an important role in meeting the housing needs of the Borough and London as a whole. With land prices continuing to rise, access to affordable housing is a particularly acute issue for the Future Shoreditch area.

### KEY FACTS

- The local population is growing rapidly. The latest census (2011) calculated that over 12,500 people in the AAP area; more than double the amount in the previous census (although this figure will have increased since 2011).
- To meet the Council's housing need, 1,750 homes need to be built in Hackney each year between now and 2033.
- Potential capacity for approximately 1,850 dwellings is identified in the Site Allocations Local Plan across 14 individually identified development sites.
- Residential property values in Hackney have consistently tracked 10-20% above the London average over the last year.
- The average price of a home in Hackney is around £550,000. The average house price is 17 times the average earning of a household.
- Prices in the EC2A postcode area, which best aligns with the core Shoreditch area, have been consistently higher than the wider Shoreditch area.
- The cost of renting in Hackney has increased by 34% since 2011.
- Given the high values in Shoreditch, share ownership (especially for larger bedroom sizes) is increasingly unaffordable.

Over the last 5 years:

- The proportion of affordable development delivered in major schemes in Shoreditch has been approximately 23%. Borough wide, this proportion has been 35%. It is important to highlight that given Shoreditch's current employment designation, existing policy prioritises the delivery of affordable workspace over affordable housing.

- 12% of Hackney’s total new homes have been delivered in the Future Shoreditch area.

**WHAT YOU’VE ALREADY TOLD US**

- The Hackney – A Place For Everyone survey last year revealed that housing affordability was a concern for many local people.
- Whilst there were generally positive views regarding the changes that have taken place in the Borough in the last 5 years, house prices and the rising costs of living were overwhelmingly the biggest negative concern noticed during the last 10 years.

- There are also concerns about housing availability, quality and suitability, and a lack of affordable places to rent.
- Feedback from the local community at earlier stages of AAP preparation indicates that the affordability of local housing is a major local issue and an issue that the AAP should address directly.

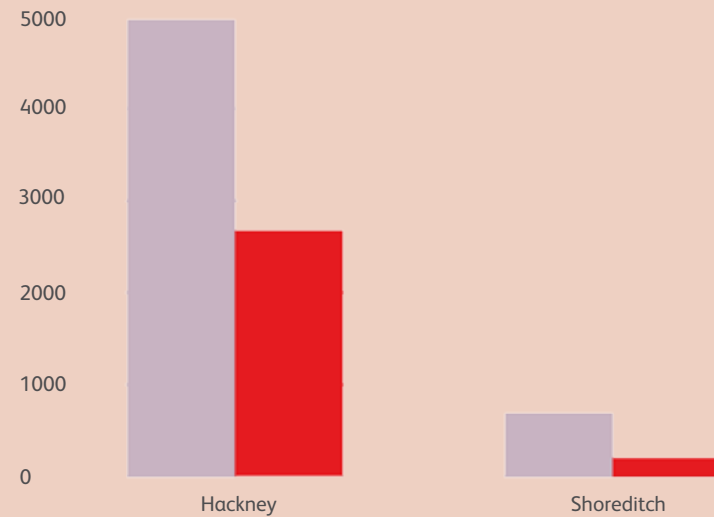


Figure 12: Total housing delivery over the last five years

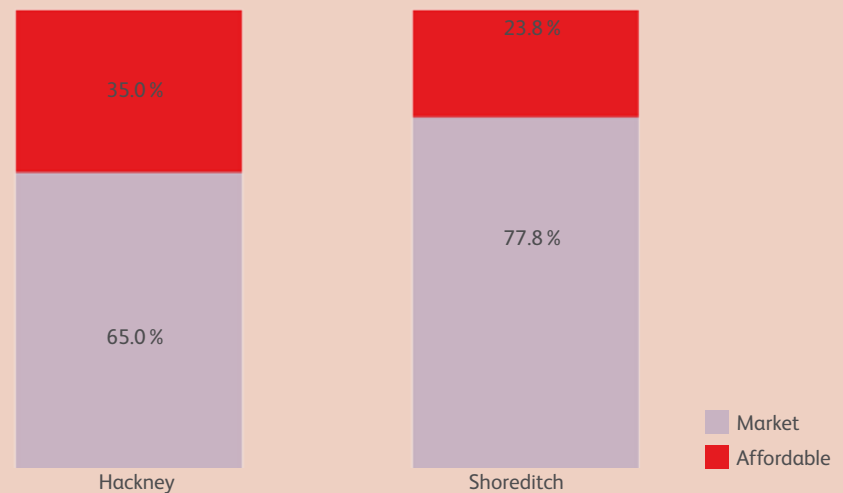
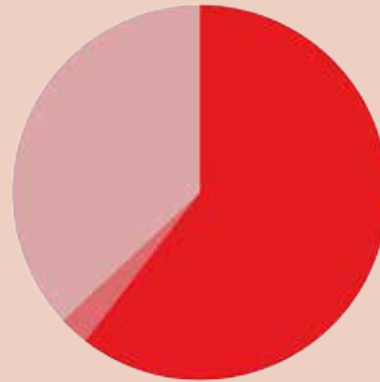
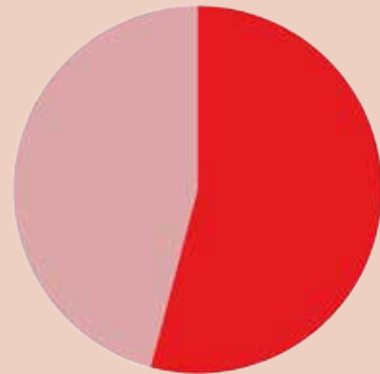


Figure 13: Percentage market and percentage affordable housing delivered over the last five years



Affordable tenures as a percentage of overall affordable housing delivered in Hackney over the last 5 years

■ Social rent  
■ Affordable rent  
■ Intermediate



Affordable tenures as a percentage of overall affordable housing delivered in Shoreditch over the last 5 years

Figure 14: Percentage market and percentage affordable housing delivered over the last five years

	Market	Affordable				Grand Total
		All	Social Rent	Affordable Rent	Intermediate	
<b>Hackney Borough</b>	4965	2675	1617	69	989	<b>7640</b>
<b>Shoreditch LSOAs</b>	689	207	112	0	95	<b>893</b>
<b>Hackney %</b>	65.0%	35.0%	21.2%	0.9%	12.9%	<b>100%</b>
<b>Shoreditch LSOAs%</b>	77.2%	23.2%	12.5%	0.0%	10.6%	<b>100%</b>

Table 5: The percentage of affordable housing delivered in Shoreditch and Hackney over the past five years

- Some discussions at workshops have suggested that some parts of the Future Shoreditch area are less suited to the provision of affordable housing and would not have the necessary community infrastructure in readily accessible locations to meet the everyday community needs of potential residents.
- Concerns raised that the high cost of living in Shoreditch means that communities are being broken up as the younger generation cannot afford to live/stay and only 'new commers' can afford to live there.



## THE PLAN COULD...

### OPTIONS

#### 1. *Seek 50% of new homes in major development to be genuinely affordable.*

- The Plan could require 50% of new homes on schemes of 10 or more units to be genuinely affordable, subject to viability. Of these, there is a preferred tenure split of 60% social rent and 40% intermediate tenures
- ‘Genuinely affordable’ is a term introduced by the Mayor of London in the Affordable Homes Programme 2016-2021 and includes: London Living Rent, London Affordable Rent, London Shared Ownership.

#### 2. *Require a small sites contributions (schemes of less than 10)*

- The London Plan states that Affordable housing provision is normally required on-site. In exceptional circumstances it may be provided off-site or through a cash in lieu contribution ring fenced, and if appropriate ‘pooled’, to secure efficient delivery of new affordable housing on identified sites elsewhere.”
- The Council has therefore been unable to capture contributions towards affordable housing provision from a number of schemes in past. The Council has commissioned a viability assessment to determine the appropriate level of monetary contributions.
- Evidence also shows that approximately 47% of new housing delivered in Hackney in recent years has been on small sites (sites delivering less than 10 units).

#### 3. *Provide more detail where affordable housing contributions could be spent*

- The Plan could provide more detail on where this cash in lieu contributions could be spent in the borough or in the local area. The AAP could identify sites where affordable housing contributions could be used to deliver new affordable housing that will meet identified needs of borough residents.

#### 4. *To make sure the types of affordable housing provided in Shoreditch are genuinely affordable*

- Evidence shows that shared ownership housing is particularly unaffordable given the high values in Shoreditch.
- The Plan could seek a greater proportion of Social Rent, London Affordable Rent and London Living Rent products in new developments which may deliver a lower quantum of affordable housing but homes that are genuinely affordable. The final split sought will depend on site characteristics, location, house prices in the area, and subject to overall scheme viability.

## SHOPPING IN SHOREDITCH

Shoreditch has emerged as a major destination in London for the area's diverse evening and night-time economy and hotel offer. The area's retail role and function has also matured into one providing a specialist and boutique range of shops which differs to other retail areas in Hackney.

### KEY FACTS

- Shoreditch is a key focal point for this small business activity. Shoreditch accommodates a significant proportion of micro and small businesses:
- The Borough's Town Centre & Retail Study 2017 confirms that approximately 40% of the ground floor uses in the Shoreditch area are occupied with A1 uses.
- With this level of provision being equal to that of Hackney Central – one of the Borough's District Centres – the study considers the merits of establishing a new retail centre in Shoreditch.
- The study finds the role and function of Shoreditch as a retail location to be a materially different role from that of the other centres in the Borough. The majority of retail space in Shoreditch is specialist 'boutique' shops rather than the day-to-day shopping which typifies the offer in many of the other centres in the Borough.
- The Future Shoreditch area falls within the London Plan's Central Activities Zone (CAZ). The strategic functions of the CAZ include retailing, including specialist outlets together with specialist creative clusters associated with other central activities including, for example, clothing, fashion, jewellery, printing, antiques, art and culture.
- There is a significant pipeline of town centre uses (approximately 18,500sqm) in planning permissions to come forward in Shoreditch.
- The emerging new Hackney Local Plan (LP33) proposes new CAZ frontage be allocated in Shoreditch.

- The Town Centre & Retail Study 2017 does not encourage major retail growth in the Shoreditch area, but gives greater consideration to the recognition and protection of the special retail character of the area. The study also makes recommendations regarding the approach to be taken towards comparison and convenience retail floorspace in Shoreditch.

#### **WHAT YOU'VE ALREADY TOLD US**

- With little convenience every-day shopping in the area, Hoxton Road to the north of the Future Shoreditch area is the nearest recognised retail centre.
- Given the boutique nature of many of the shops in the Future Shoreditch area, the affordability of retail space was not generally seen as an issue in community / workshop discussions.

- Most of the shops in the area sell expensive goods to people who specifically travel to these shops. In discussions, the feeling was that cheaper or subsidised retail space would support retailing that was already unaffordable to and not targeted at local people.

- In the Hackney: A Place For Everyone survey, local residents expressed the general view that new shops and amenities including chains were welcomed, but raised concerns about the accessibility and exclusiveness of the existing shops in some areas

**THE PLAN COULD...**

**OPTIONS**

**1. Promote more retail uses in Shoreditch**

- The Plan could encourage more shops in Shoreditch. Option 4 explores where existing shops are located and how they could be protected.

**2. Limit new shops in Shoreditch**

- The Plan could limit the amount of new shops that could come forward in Shoreditch.

**3. Set out the type and size of retail space**

- The Plan could provide guidance on type of retail space and size of retail units that should be provided in new development. For example, the plan could indicate what type of retail such as convenience shopping (every day items such as groceries, snacks) or more comparison shopping (clothes, major appliances, electronics).

## THE PLAN COULD...

### OPTIONS CONTINUED..

#### 4. *Identify shopping parades and defined these as retail frontages*

- The Plan could define the following streets as retail frontages (see Figure 15). In these streets, protection would be given to protect the loss of shops and guidance provided on what uses will be permitted:

- a. Shoreditch High Street;
- b. Hackney Road south of
- c. Fairchild's Garden;
- d. Great Eastern Street;
- e. Curtain Road
- f. Old Street; and
- g. City Road south of Peerless Street.

- These are the key commercial streets where the majority of the independent shops are contained.
- The Plan will support and direct retail, cultural and other commercial and community uses in and towards defined frontages across the Future Shoreditch area.
- The intention of this approach would be to ensure new public facing land uses and activities which contribute positively to the independent and specialist retail character of Shoreditch are concentrated on prominent street frontages within the Future Shoreditch area.
- The appropriateness of other retail or public facing uses within these frontages would be considered on their respective merits.
- Further streets could be also included such as Rivington Street (all or parts of), Charlotte Road or Pitfield Street (see Figure 15). These streets also play an important supporting role in defining Shoreditch's particular retail character. They host concentrations of specialist and independent retail uses, cultural uses and many of the bars and evening uses which make Shoreditch such a popular destination.

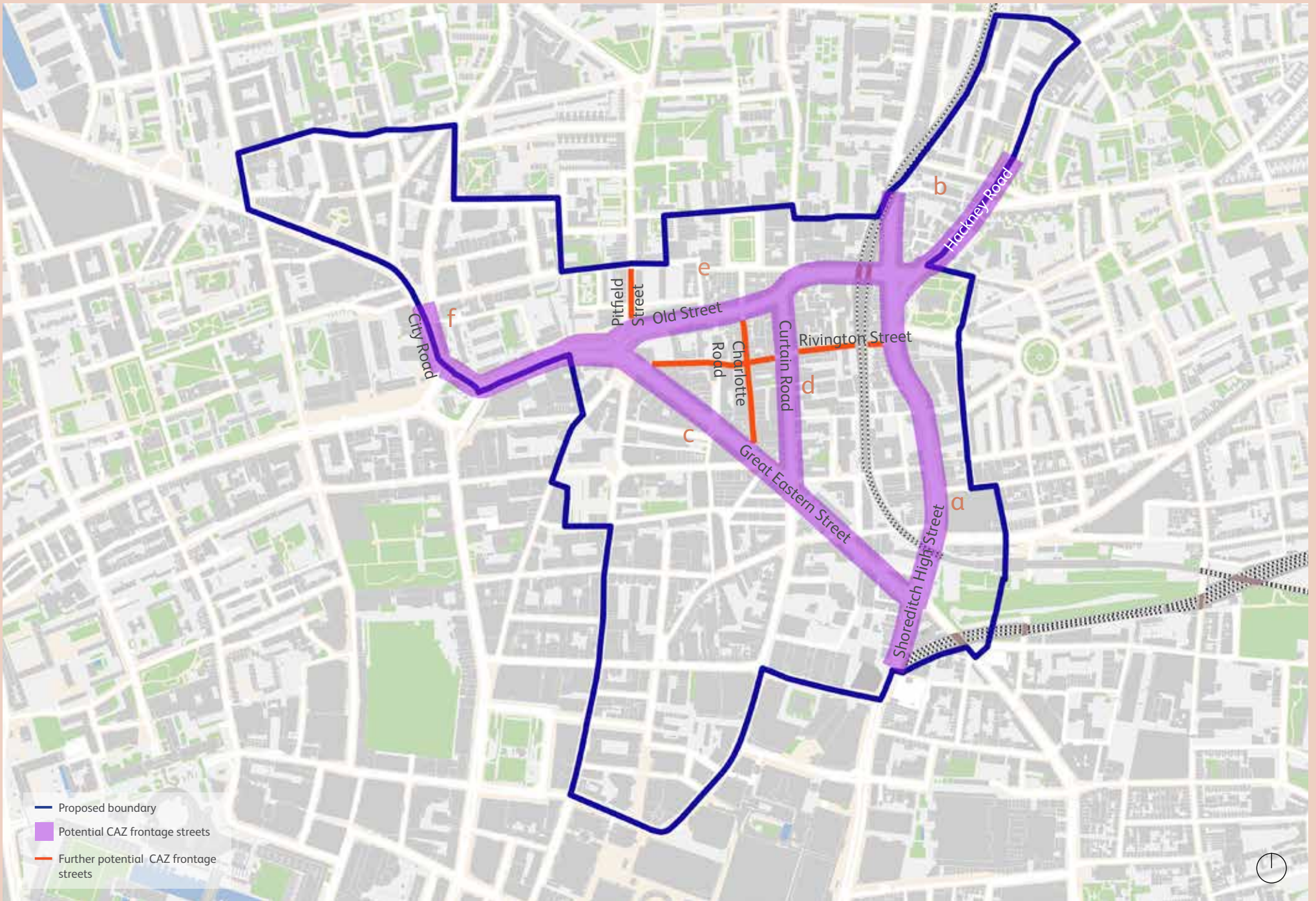


Figure 15: Map illustrating the potential CAZ frontage streets in the Future Shoreditch area



WELLS & COMPANY

COMMERCIAL IRON WORKS.

RELIGION

128

KICK

DRAPERS  
NEEDLECOTTONS

### THE CONTRASTING DAY TIME, EVENING AND NIGHT TIME ECONOMIES

Shoreditch is home to a diverse collection of day time, evening and night-time economy uses that have helped define it as a nationally and internationally recognised destination for culture, entertainment and leisure. It is a unique asset that contributes much to the area's economy, vibrancy and is now an established part of the area's character. The strategic importance of the area's night time economy needs to be balanced carefully with the needs and concerns of local residents.

#### KEY FACTS

- Evening and night-time economy uses comprise a wide range of uses including A3 restaurants, A4 drinking establishments, D2 uses such as cinemas, dance and concert halls, music venues and bingo halls and some sui generis uses such as casinos, theatres, music venues and night clubs.
- Hackney's Evening and Night-time Economy Behaviour Study found levels of evening and night time activity in Shoreditch comparable only to the most intense hot-spots of Westminster and Camden.
- The evening and night time economy is a major employer in the Future Shoreditch area. Alongside hotels, the evening and night time economy supports a range of jobs including lower skilled jobs which are beneficial to some sections of the local labour force.
- The Council are actively seeking to limit any further expansion of evening and night time uses in the Shoreditch area because of the existing over-concentration of such uses and the impact this has on crime and disorder, public safety, public nuisance and the levels of drinking by young people.

- The GLA has monitored the plight of grass roots music venues, finding that the rate of closure of such venues has stabilised. Shoreditch is synonymous with London's creative and grass roots music scene.

#### WHAT YOU'VE ALREADY TOLD US

- Local residents understand the importance of the evening economy sector to the local economy and are generally supportive of this vibrant sector.
- However, feedback from workshops revealed that local residents generally feel that a line is crossed at the weekends and evening and night time activities have intensified to an unacceptable level.



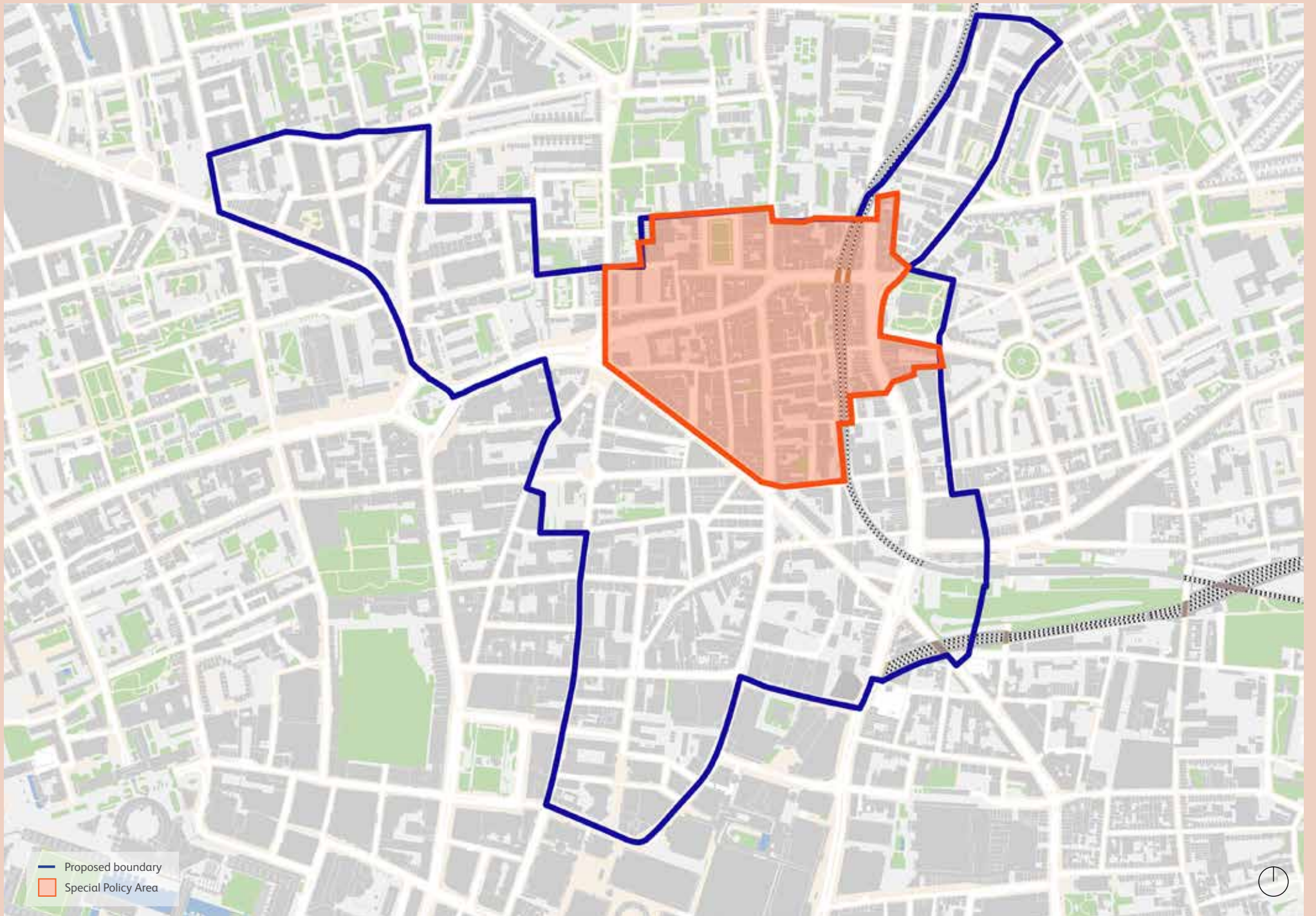


Figure 16: Map showing extent of the existing Special Policy Area in Shoreditch

## THE PLAN COULD...

## OPTIONS

**1. Create a more diverse and inclusive night time economy**

- Whilst the evening and night time economy has thrived in recent years in the Shoreditch area, this growth has tended to focus around bars and nightclubs. The number of restaurants as a proportion of licensed premises in the area is low.
- The Plan could promote the establishment of a more diverse night time offer in Shoreditch by encouraging a uses that appeal to a wider range of the community including non-alcohol-based activities such as restaurants, cultural activities and late night coffee bars.

**2. Formally promote the 'Agent of Change' principle**

- 'Agent of Change' refers to the principle that the person or business responsible for the change is also responsible for managing the impact of the change. This means that a residential development to be built near a live music venue, for example, would have to pay for soundproofing. While a live music venue opening in a residential area would be responsible for the costs.

**3. Manage the concentration NTE uses (% thresholds within defined areas)**

- The designation of retail frontages has been considered under Issue 4 above . The Plan could include policy to manage the concentration of particular types of uses (including NTE uses) by specifying % thresholds for these uses within the retail frontages (or other defined areas). Thresholds will consider identified retail, leisure and cultural needs.

**4. Consider scope for taking a less restrictive approach to evening and night time uses in locations dominated by office uses to the south of the Future Shoreditch area to encourage active ground floor uses**

- Any policy approach explored would need to fully consider the impacts of such uses on existing residents and non-residential uses in the area.



## SHOREDITCH'S SPECIAL CHARACTER

### THE DESIGN OF NEW DEVELOPMENT AND THE IMPORTANCE OF HERITAGE ASSETS

The built character of Shoreditch is fundamental to its success and prosperity, as is the relationship between Shoreditch and the City of London. In Elizabethan times, Shoreditch became popular as a theatre location because it was just beyond the jurisdiction of the City. It therefore had free rein for more progressive artistic expression. The same could be said today.

Later, the 19th Century saw the construction of many warehouses as the area became established as an important centre for furniture manufacture as well as clothing and footwear. It is the reuse, adaptation and re-purposing of these warehouse buildings, combined with its close proximity to the concentrations of people in and spending power of the City of London that has seen the area's relatively recent emergence as a major hub for the creative and visitor economies. This emergence has further matured with the rapid growth of the tech sector which was initially attracted by cheaper flexible spaces in this city fringe location.

Much of the Future Shoreditch area is covered by one of several conservation areas. A review of the Borough's conservation area has been undertaken recently. Today Shoreditch generally retains its fine grained and more traditional character which contrasts with the city skyline to the south. Accommodating growth which protects this character is the principal challenge facing the area.

### CONSERVATION AREA REVIEW 2017

The Conservation Area review study involved an appraisal of the Borough's existing and potential new conservation areas. The study recommends that Sun Street conservation is de-designated. A new conservation - New Shoreditch - is recommended just to the north of the suggested AAP boundary, along Pitfield Street. In addition, a recommendation is made to extend the Underwood conservation area. The recommendation of this study will be reviewed and further engagement carried out.

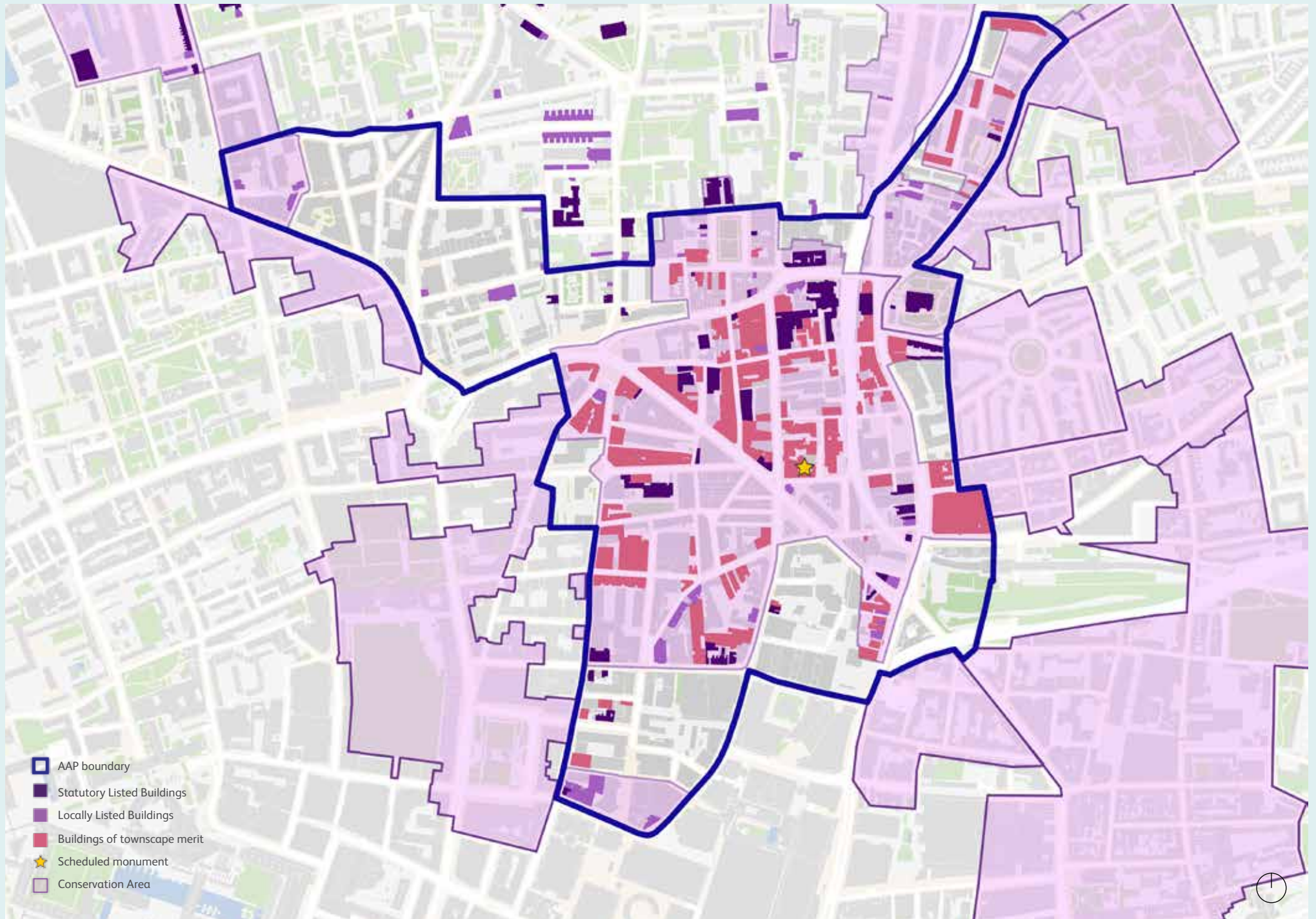


Figure 17: Map illustrating the Conservation Areas and heritage assets in Shoreditch

### KEY FACTS...

- The Future Shoreditch area contains a total of five conservation areas.
- The entire South Shoreditch and Sun Street Conservation Areas are within the AAP boundary. Most of the Underwood Conservation Area is included, and the southern ends of both Hackney Road and Kingsland Conservation Areas.
- The oldest building stock tends to be found in the central and north-eastern parts of the area.
- Most of the buildings south of Worship Street have been developed since 1980.
- The central area of Shoreditch is characterised by a mix of grand, four and five storey former retail and warehouse buildings that line the main thoroughfares combined with smaller, lower-scale buildings set behind the main frontages.
- The City Road corridor from Old Street, much of which is not within a conservation area, has seen a number of recent tall building proposals.

### WHAT YOU'VE ALREADY TOLD US

- Generally, feedback from workshop sessions revealed that local people feel that the character of the area is threatened by the looming city skyline.
- Shoreditch was considered to be vulnerable to further tall building proposals.
- People place great importance on the existing historic character of the area.
- The traditionally built buildings have a robust quality and finer urban grain that is important to Shoreditch's character.



OR

04-08-2018

## THE PLAN COULD...

## OPTIONS

**1. Continue to preserve and enhance Conservation Areas**

- The Future Shoreditch area contains a total of five Conservation Areas. New development should reintroduce or reinforce locally characteristic townscape in such a way that preserves or enhances the established historic character of Shoreditch.

**2. Designate Character Areas and set out unique sub-area policy and design guidance for identified Character Areas**

- The AAP provides the opportunity to prepare more detailed policy and design guidance for different defined character areas across the Future Shoreditch area that reflect unique historic character, pattern of development, and prevailing scale and urban form.
- The proposed Character Areas are set out in the adjacent plan (see Figure 18).
- Given the relationship between a vibrant mix of uses, the attractiveness of the area to small and creative businesses and the built character of the area as a whole, urban design guidance should carefully consider the characteristics that help to underpin and define local character.
- The fine grain nature of the area is considered to be an important characteristic in this regard. Also scale of Shoreditch's network of streets, alleys and lanes contribute to the character of the area.

**3. Set out an approach to building heights in Shoreditch**

- The Plan could identify an approach to building heights across the Shoreditch area which might include the areas for taller buildings. This could be achieved through area-wide analysis and an understanding of the impact of taller buildings, both on the character of the immediate area and in the wider townscape of Shoreditch.



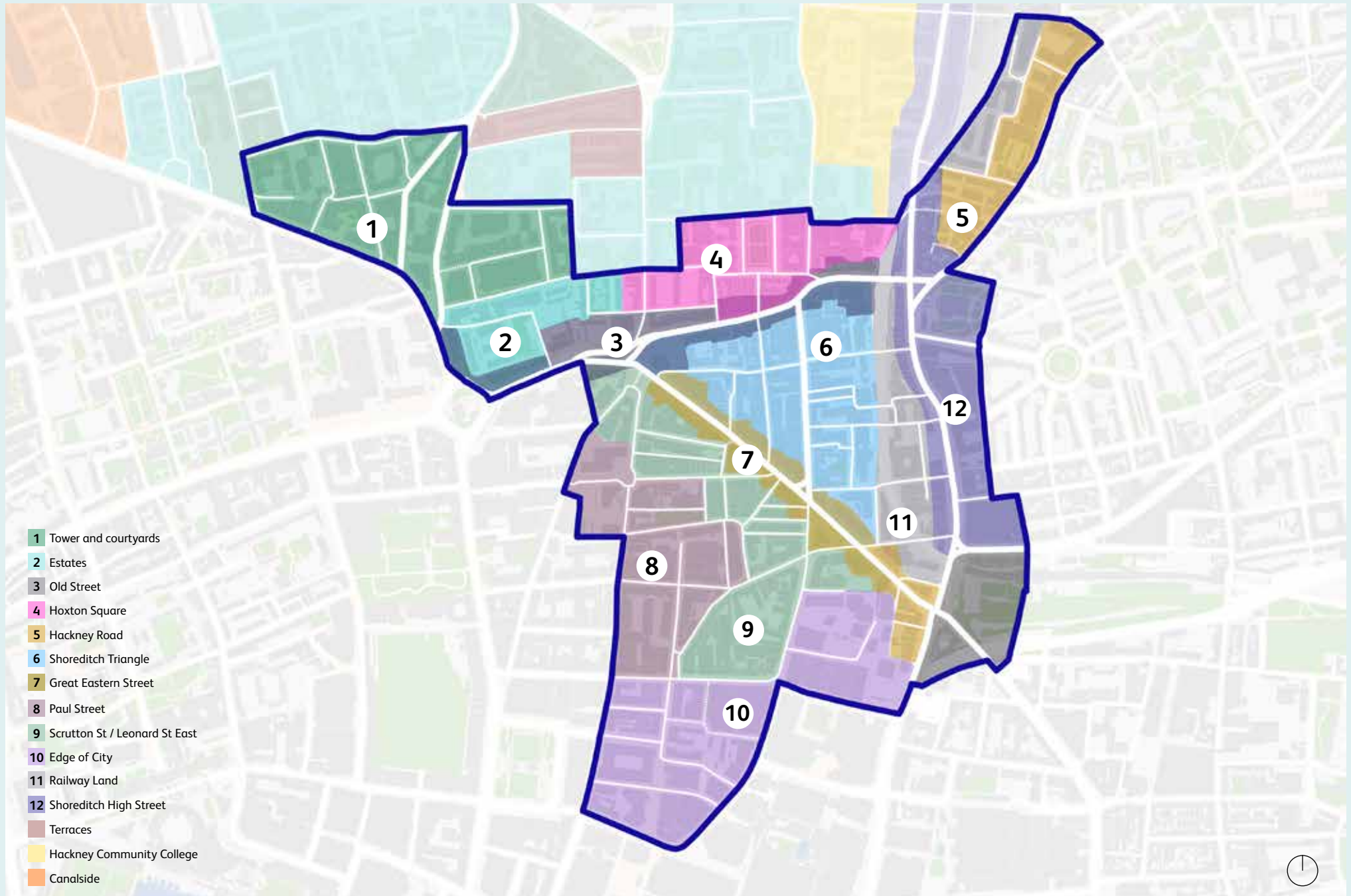


Figure 18: Proposed character areas from across Shoreditch

## SHOREDITCH'S SPECIAL CHARACTER

### TRAFFIC MANAGEMENT

The roads and streets in Shoreditch are not just places to park and drive vehicles, they make up a large proportion of the area's public realm and should be places in which to socialise and linger. Traffic, congestion and public realm issues are major concerns in the area and there is an urgent need to improve air quality and reduce pollution.

The Council's Transport Strategy 2015-2025 sets out aspirations to create attractive and liveable neighbourhoods across Hackney by reducing dominance of vehicles and traffic congestion and increasing walking and cycling, (in line with the Mayor's Transport Strategy).

This will help to address health problems by reducing inactivity and cleaning up the air, as well as eliminating the blight of road danger. The edge of Shoreditch also falls within central London's Congestion Charge Zone and Low Emissions Zone.

This plan should seek to create a healthier, a less vehicle dominated and more balanced environment. To aid the success of Hackney's aims for the borough, specific objectives can be derived to make a significant difference in Shoreditch.

### KEY FACTS

- The main road network carrying through traffic in Shoreditch is controlled by Transport for London.
- The A501 (Old Street), A1202 (Great Eastern Street) and A10 (Shoreditch High Street) are strategic London roads which converge in Shoreditch forming the Shoreditch Triangle, carrying an average of 25,000-45,000 vehicles a day.
- The main roads through Shoreditch experience annual pollution levels of over 50µg/m<sup>3</sup> of NO<sub>2</sub>, and in some places up to 100 µg/m<sup>3</sup>, well over the European limit of 40 µg/m<sup>3</sup> per year.
- Up to 9 % of vehicles travelling through Shoreditch are HGVs, a relatively high proportion.
- Only 6 % of people who live in Shoreditch drive out to work, and 9 % who work in Shoreditch drive in to work. This suggests most traffic is either through traffic or delivery and servicing traffic to the area.
- A number of large scale schemes are in place or are soon to be implemented by Transport for London to tackle congestion and pollution levels such as the Congestion Zone, Ultra Low Emission Zone and Toxicity Charge. However, these do not cover the whole of the Shoreditch area.

- A number of more local schemes like the Shoreditch Low Emissions Neighbourhood (LEN) are targeting specific congestion and pollution issues in the local area.
- Hackney's new Local Plan (to 2033) will seek to have much more ambitious cycle parking standards than the London Plan (2016). For example, requiring new employment development to provide 1 space per 50sqm for staff rather than 1 space per 90sqm, and requiring new hotel development to provide 1 space per 8 bedrooms for staff rather than 1 space per 20 bedrooms.

### WHAT YOU'VE ALREADY TOLD US

- Roadside noise and air pollution is having a negative impact on local people's health and well-being.
- Traffic congestion in Shoreditch creates an unpleasant environment for pedestrians and cyclists; particularly on primary A roads like Shoreditch High Street, Old Street and Great Eastern Street.
- Much of this traffic is perceived as being through-traffic on route to other parts of London, yet Shoreditch has to deal with the negative impacts.
- Busy roads feel unsafe for cyclists in the area, despite a high number of people using bicycles to get to and from work. Improved cycle lanes and storage is desired.



Figure 19: The current plans for the Ultra Low Emission Zone do not cover the whole of the Future Shoreditch area

## THE PLAN COULD...

## OPTIONS

**1. Propose a range of traffic demand management measures to implement on both the local streets (managed by Hackney) and strategic routes (managed by TfL).**

These could include:

- Removing through-traffic from streets using measures like selective closures and filtered permeability;
- Restricting vehicular access on local streets (by time and vehicle type), for example allowing access for residents only and access for deliveries outside of peak hours;
- Reducing on-street parking along main walking and cycling corridors and at key public spaces;
- Engaging proactively with TfL and partners to employ road pricing regimes, such as extending the ULEZ and Congestion Charge Zone to cover the whole of the Shoreditch area, or tolling specific roads (see Ultra Low Emission Zone plan);
- Prioritising parking for zero emission vehicles (increasing the eligibility criteria over time), although this may need to be reconsidered if it attracts too many vehicles.

**2. Explore options to reduce vehicle movements in Shoreditch**

This could include:

- Requiring new development to provide more cycle parking than existing requirements (as set out in the London Plan and as proposed in the new Local Plan);
- Reduce the amount of existing off-street car parking (especially along important frontages such as key walking/cycling routes and public spaces).
- Require developers commit to ambitious Delivery & Servicing Plans to manage their servicing and delivery vehicles, such as banning deliveries during peak walking and cycling hours, using cargo bikes and partnering with others in the area to consolidate or share deliveries.



An example of an improved pedestrian and cycle crossing on the TLRN (Old Street / Great Eastern Street, Shoreditch)



Figure 20: An example of where road space has been re-allocated to reduce vehicular dominance (Goldsmith's Row, Hackney)

### SUSTAINABLE TRAVEL & PUBLIC REALM

Shoreditch is very accessible by public transport and has a high proportion of people walking or cycling, despite heavy traffic, a lack of protected cycleways on the TLRN, significant accidents on the main roads affecting pedestrians and cyclists, and relatively poor quality public realm.

There are many strategic transport improvements planned in the area including the arrival of Crossrail at Liverpool Street; Crossrail 2 at Angel; and the major upgrading of Old Street station, which will increase the number of people walking around Shoreditch to/from these stations.

Furthermore, the number of residents, employees and visitors in Shoreditch is increasing year on year. The demands these all place on the public realm is worsening an already poor quality urban environment, particularly along key streets and public transport corridors.

A Shoreditch specific public realm strategy that seeks to capture and emphasise the unique spirit and sense of place is required to ensure the public realm can handle the changes to come. It is important the plan has a coordinated strategy for benefiting from the planned transport improvements, successfully and attractively connecting them into the heart of Shoreditch.

### KEY FACTS

- 29 % of residents in Shoreditch walk to work, 11 % cycle, 19 % take the bus and 31 % take the train or tube.
- 8 % of people who work in Shoreditch walk to work, 8 % cycle, 11 % take the bus and 60 % take the train or tube.
- Annual entries and exits at Liverpool Street rail station increased by 11 million between 2007 and 2015.
- Annual entries and exits from Liverpool Street underground station and Old Street increased by 12 million and 7 million respectively between 2007 and 2015.
- Annual entries and exits from Shoreditch High Street station increased by 5 million between 2010 and 2015.
- Shoreditch has an extremely high Public Transport Accessibility Level (PTAL) of 6a and 6b (scale is between 0-lowest and 6b-highest).

### **WHAT YOU'VE ALREADY TOLD US**

- Many streets in Shoreditch are poor quality and feel neglected, particularly in terms of paving and street furniture along Old Street and Green Eastern Street.
- Shoreditch has a good network of smaller and quiet streets but these are not made the most of for movement or as spaces to enjoy.
- The small number of pocket parks and church yards in Shoreditch are very popular spots to dwell and spend time. There is a desire to see more introduced and better maintenance of those that exist.
- A lack of greenery, planting and trees is a weakness of Shoreditch that would really improve its quality as a place to spend time; as well as having environmental benefits.
- Recent public realm improvements at Leonard Circus are considered popular and successful; slowing traffic and encouraging pop-up street activity.
- Improvements in pavements and cycle infrastructure are desired to encourage a more pleasant environment for walking and cycling.
- Improved way-finding at key stations would benefit those arriving into Shoreditch as currently it can feel unclear with little sense of place e.g. Old Street station, Shoreditch High Street, Liverpool Street station.



Figure 21: Leonard Circus (above) is an example of an improved public space in Shoreditch



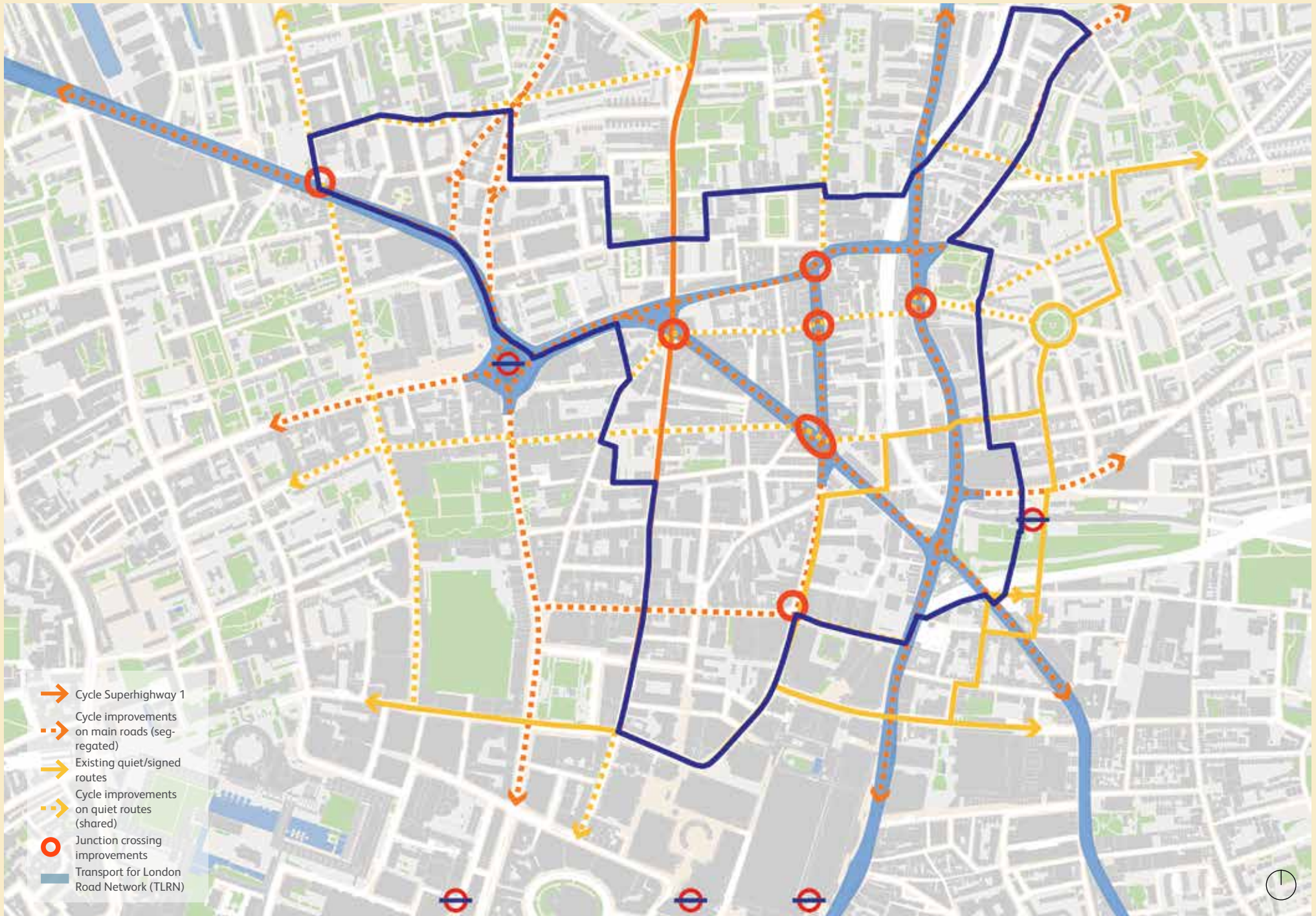


Figure 22: An illustrative plan of potential traffic management measures

## THE PLAN COULD...

### OPTIONS

**1. Seek the reallocation of road space, involving reducing road and parking space, in order to increase pavement widths, create more space for walking and landscaping, and accommodate dedicated cycling facilities.**

This could include:

- Selective road closures (see the reallocation of road space images) with filtered permeability for walking and cycling, focused on local streets that provide direct links between transport hubs and key destinations within the area.
- Greening opportunities, such as street trees, pocket parks, and sustainable urban drainage features, on local streets in the area.
- Prioritise reallocation of road space on key walking and cycling routes, and at key crossing points on main roads (see walking and public realm and cycling plans).

**2. Encourage the improvement existing open space / public spaces and encourage new green spaces and pocket parks.**

- The Plan could identify the main parks, green spaces, squares and public spaces in need of enhancement, such as Mark Street Gardens, St. Leonard's Church grounds and Worship Square (see walking & public realm plan).

**3. Require new development to contribute to the improvement of the pedestrian and cycle environment in its vicinity.**

- This can be achieved through investing in the public realm with elements such as seating, planting, cycle parking, pocket parks, and providing Dutch-style cycle parking hubs for public use within the development.

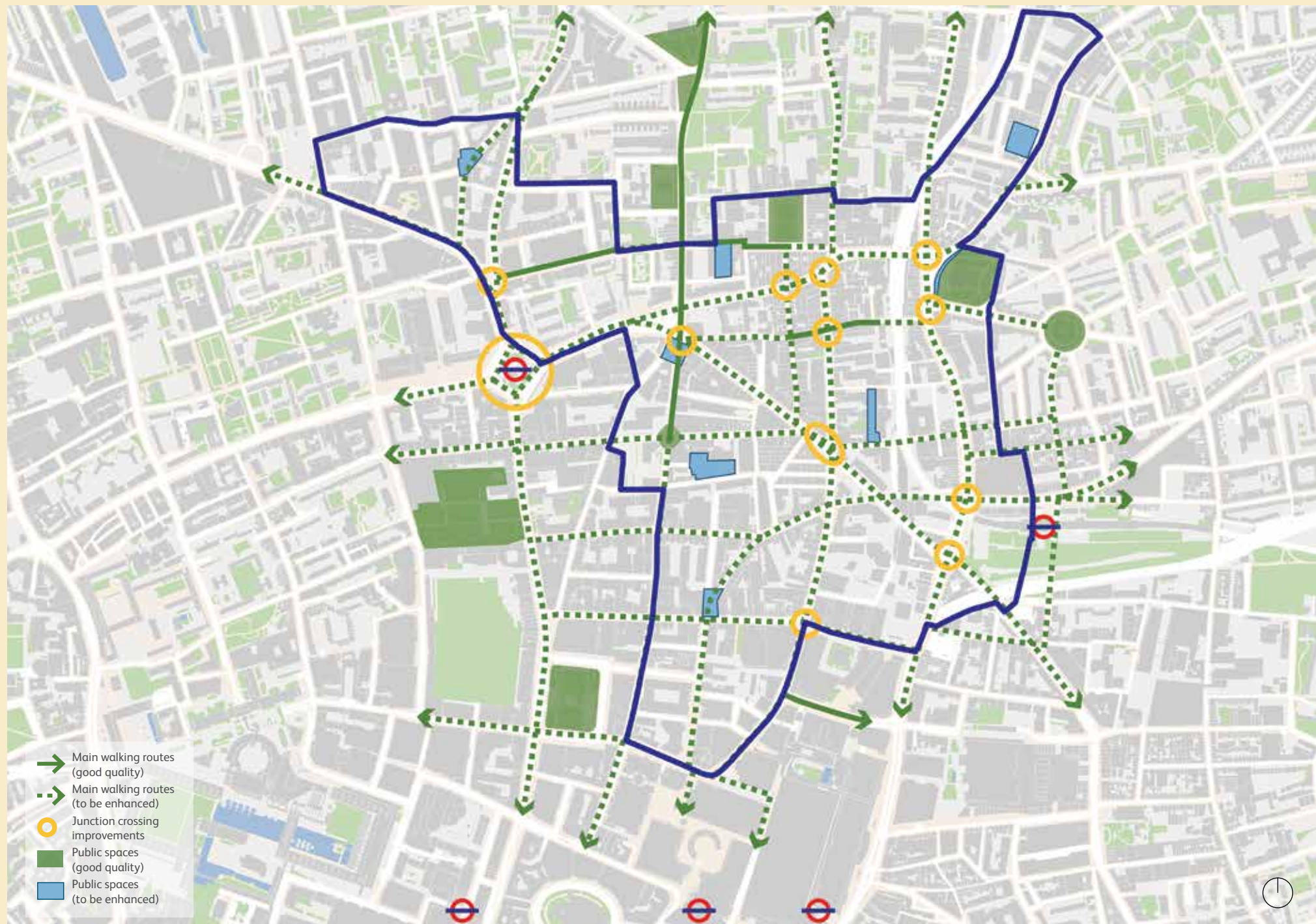


Figure 23: Proposed improvements to pedestrian and cycle routes from stations in and around Shoreditch

# 08

## CALL FOR SITES

The next step in the process involves a “Call for Sites”, seeking potential development sites across the Plan area. The Council currently has an adopted Sites Allocation Local Plan (SALP) which identifies a series of key sites and provides guidance on the scale and type of development that would be appropriate.

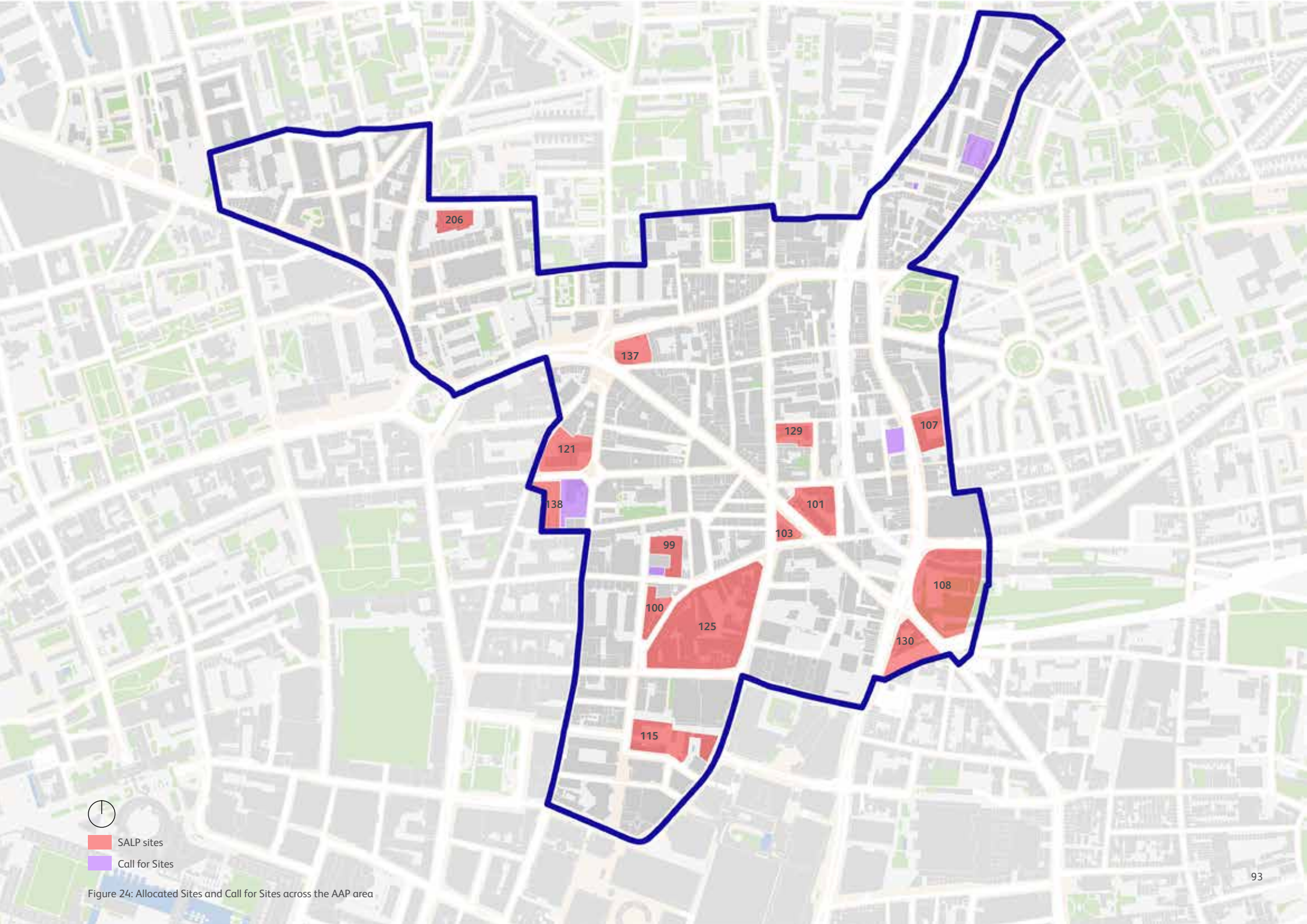
Considering the growth agenda expected of Shoreditch over the plan period it is important for the Plan to identify further sites. Development on these sites can then be steered towards suitable and sustainable outcomes that contributes towards meeting targets for new homes and jobs, whilst improving the environment in Shoreditch.

A Call for Sites was already undertaken with the first round of early consultation questionnaires; these and the SALP sites are mapped opposite. This process is legally required to form a part of the Issues and Options report and as such presents the opportunity for individuals and organisations to suggest sites within the Plan boundary that may be suitable for development.

The Council invites individuals, landowners, developers, businesses, local interest groups and neighbourhood groups to suggest sites likely to have development potential between 2018-2033. This process will enable the community to submit proposals for consideration for site allocation within the SALP to deliver uses including:

- Housing
- Employment
- Retail
- Leisure
- Open spaces
- Community uses
- Cultural uses

**If you would like to submit a site for consideration please complete the relevant section in the online questionnaire.**



- SALP sites
- Call for Sites

Figure 24: Allocated Sites and Call for Sites across the AAP area

# 09

## NEXT STEPS

### WHAT HAPPENS NEXT?

Following this stage of consultation, the responses will be collected and analysed. The findings will contribute to the development of a draft Area CAtion Plan. We will announce when the Draft Plan is ready for consultation in 2018.

### NEXT STAGE: THE DRAFT PLAN

Reflecting on the feedback received during this Issues and Options stage, the next stage of plan preparation will involve the drafting of planning policies which will help to set thresholds and/or criteria under which development proposals will be assessed.

These policies will provide a clear steer on the mix of uses which is considered to be required in development proposals.

### HOW LONG ARE YOU CONSULTING FOR?

We will be consulting on this Issues and Options report for eight weeks.

### THE DEADLINE FOR RESPONSES WILL BE:

|||||  
**28 FEBRUARY 2018**  
|||||

Please see page 7 for details and information on how to respond.



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