

Statement of Community Involvement Summary

November 2010

Soundings

➤ Consultation and its impact

An overview of the consultation

In August 2009 the developer responsible for the Chelsea Barracks scheme appointed public consultation specialists Soundings to assist with the development of a new masterplan for the barracks site.

This summary very briefly describes the consultation carried out on this new masterplan and shows the impact that the consultation has had on the design process right from the beginning in September and October 2009, when local people defined their preferences and priorities for the project. It also gives a concise account of the consultation findings on the ensuing Concept and Draft Masterplans which were widely consulted on between April and July 2010. A detailed account can be found in in the **Statement of Community Involvement**, of which this is a summary, submitted as part of the planning application.

Between August 2009 and October 2010 **32** public events have been held including **8** public workshops and one 'Open Day' session directly involving over **600** local people and producing nearly **500** detailed feedback forms and canvass cards. In addition **36** 1 to 1 local stakeholder meetings have been held. **6** Newsletters have been circulated to over **5,000** local residents, and there have been a total of **11** Residents' Liaison Group (RLG) meetings representing the interests of around **3,000** households and **9** Community Liaison Group (CLG) meetings representing **20** key amenity and community groups. The dedicated website has been visited over **16,000** times by well over **10,000** individuals.

➤ **32** key public events

Public outreach and engagement has consisted of the following:

- **8** 'pop-up' sessions held in street marquees around the site using maps and canvass cards to capture local knowledge and ideas
- **5** 'walk & talk' events where local residents introduced Soundings to their neighbourhood and discussed issues of relevance to the masterplanning
- **7** street and doorstep consultation events on the emerging masterplan allowing local people to remain (or become) involved in the process with the use of masterplan drawings and feedback forms
- **8** public workshops staged to gather input into and feedback on the preferred approach and emerging masterplan, attended by key figures from the developers and the masterplanning team
- **1** 'open day' event at which all background research and presentation material on the Draft Masterplan could be viewed and discussed and feedback submitted
- **3** stand alone drop-in exhibitions at the Community Hub at 59 Pimlico Road, all attended by Soundings staff, where various iterations of the masterplan could be viewed and discussed and feedback submitted

In addition to this there have been **11** Residents' Liaison Group meetings representing around **7,500** local residents and **9** Community Liaison Group meetings representing **20** key groups including all the major amenity groups and societies for the area. Since October 2009 there has been a dedicated consultation website (www.chelseabarrackspartnership.com) and a 'Community Hub' at 59 Pimlico Road where meetings, presentations & exhibitions are held.

➤ Feedback

Feedback has been collected in many different ways using canvass cards, maps, physical and website feedback forms, workshop notes and minutes of meetings with the liaison groups. A very wide variety of events and meetings have been held to allow people to participate in different ways and at different times. The thousands of comments and suggestions collected have all played a part in shaping the final masterplan.



'Open Day' 16 June 2010



An evening event at the 'Community Hub'

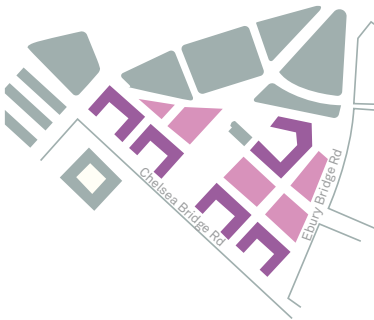
➤ Stage 1 Community aspirations (August - November 2009)

In the first stage of the project, ahead of the appointment of the masterplanners, 17 public consultation events were staged to define the community aspirations for the masterplan, from which emerged the agreed principles and the preferred approaches to the masterplanning across six key themes. The preferred options for these masterplan approaches are shown below along with a brief description of what the other options had been. Once the masterplanning team was appointed in December 2009 the diagrammatic approaches were used as a starting point for the design process although, of-course, the masterplanning team brought their own ideas and thoughts.

There were clear preferences for certain themes and emerging support for other themes, as described below.

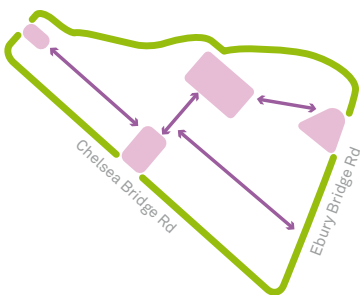
The consultation revealed where there was clear and emerging support for the masterplanning preferences. One area where there was no clear consensus was in connection with Affordable Housing, where opinions diverged widely, ranging from those who felt integrated provision was right, to those who believed off-site provision in south Westminster would be better.

There was **support** for the preferred options below in Stage 1:



Masterplanning & architecture **Combined approach**

The preferred approach considers the public spaces first and then arranges buildings and blocks around it. This offers the potential of forming a legible and integrated neighbourhood in which some buildings are given a special architectural significance.



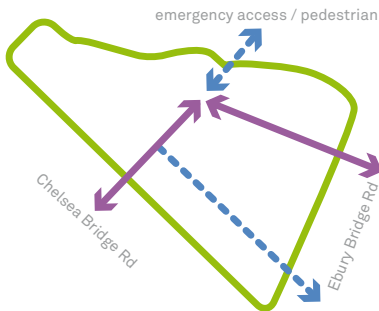
Public realm layout **Mix of smaller spaces**

The preferred approach favours a mix of smaller spaces offering the possibility of defining a range of informal, more intimately scaled public spaces around the site.

Access

Four vehicular including two restricted access points

The preferred approach proposes a north - south linkage route that suggests a controlled entrance to the north (Ranelagh Grove) end and full connection to the south (Chelsea Bridge Road). Two connecting roads are proposed to link up with Ebury Bridge Road, one being restricted to emergency vehicles only.

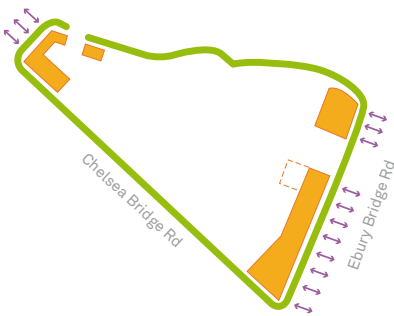


There was **emerging support** for the preferred options below in Stage 1:

Community & other facilities

Outward facing

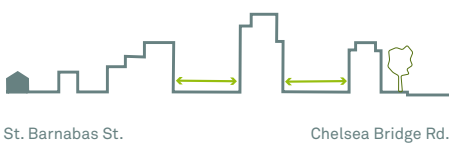
The emerging preference is for facilities to be arranged around the margins of the site. Local people believe this would benefit existing communities and help to stitch the area together socially.



Massing & local fit

Stepping up towards centre of site

The emerging preference is for the taller buildings to be arranged in the centre of the site and stepped down towards its boundaries. It was agreed that this option could help to integrate the development and provide open space.

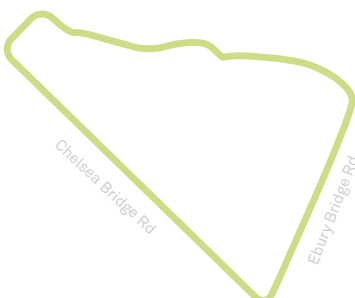


There was no clear preference for this theme:

Affordable housing

No preference

A full range of options were considered from on-site and integral delivery to off-site provision. No clear preference emerged at this stage.



➤ Stage 2 – Research and consultation on the Concept Masterplan (December 2009 – May 2010)

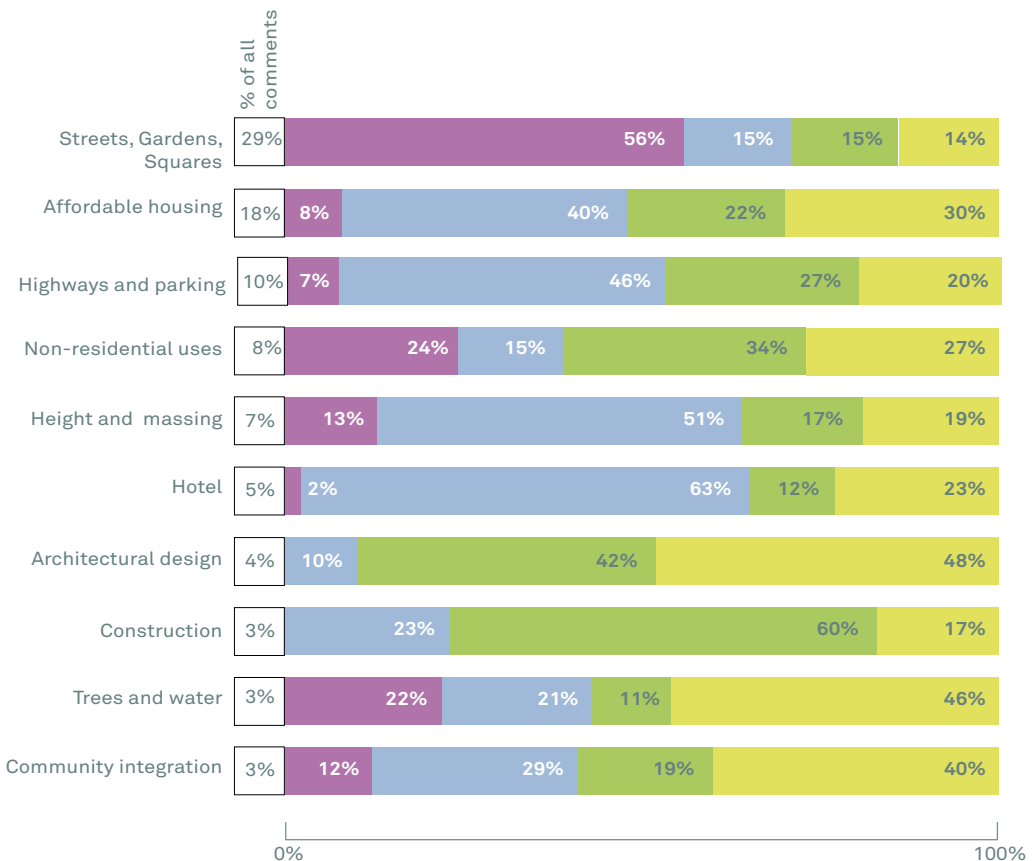
During stage 2, 8 public consultation events were arranged and further dialogue took the place between the RLG and CLG members, PBGL and senior representatives of the masterplanners consisting Dixon Jones Architects, Squire and Partners and landscape architects Kim Wilkie Associates. This offered ample opportunity for the public and our liaison groups to consider and comment on the emerging masterplan. All consultation at this stage focused on the Concept Masterplan and composed the feedback into fifteen topics which were then measured according to the level of recurrence with which associated comments were made, whether at workshops or collected via physical or online feedback forms. This tended to focus on areas where critical discussion had occurred, though not exclusively so.

The comments were also categorised across four areas: ‘concern’, ‘support’, ‘clarification’ and ‘suggestion’ helping to define not only levels of satisfaction or otherwise for elements of the masterplan but also areas that were not well understood and aspects of the masterplan that generated interest and involvement through the number of suggestions made. The most significant topics (expressed as a % of comments received) are shown in the table below and described briefly in the following text.

Comments below are based on the Concept Masterplan issued in April 2010 and consulted on during April and May 2010.

KEY Support Concern Clarification Suggestion

Chart showing percentage breakdown of comments for each of the top ten topics, classified according to ‘support’, ‘concern’, ‘clarification’ or ‘suggestion’



Streets, Gardens, Squares

Accounting for 29% of all comments, public space was a top area of interest attracting a very high proportion of positive comments.

Affordable Housing

Affordable housing generated 18% of all comments and demonstrated a high level of dissent to the use of Moore House.

Highways and Parking

At 10% of all comments, highways and parking attracted concern with reassurances being sought about parking provision and levels of congestion.

Non-residential uses

Non-residential uses attracted 8% of all comments and demonstrated emerging support for building mixed-use areas within the masterplan.

Height and massing

At 7% of all comments, height and massing attracted less attention than expected but generated significant levels of concern for the height of the hotel and Ebury Bridge Road buildings.

Hotel

The boutique hotel generated 5% of all comments related to both its height, which, at 9 storeys, many objected to (63% of comments in respect of the hotel expressed concern) and to its use, which had supporters and detractors.

Architectural Design

The 4% figure reflects the fact that consultation on architecture is scheduled for later in the process. Architectural design is considered a critical area.



➤ Stage 3 – Consultation on the Draft Masterplan (June 2010 – July 2010)

During stage 3 comments and opinions were collected with the use of a unified feedback form for which an online version was also available. In all, 15 of our 20 CLG members and 19 of our 20 RLG members provided detailed feedback alongside 159 local individuals.

The feedback forms addressed six key areas of interest through 17 questions and in addition sought feedback on the quality of the consultation process and general reactions to the Draft Masterplan. The six key areas addressed are shown in the table below which provides a brief synopsis of the findings.

The consultation process and overall Draft Masterplan were generally highly regarded as the averaged results taken from the feedback provided by liaison group members and individual consultees below shows:

‘Have you found the consultation process useful and informative?’

Good or excellent: 85%

Average: 9%

Poor or very poor: 6%

‘What is your level of support for the Draft Masterplan generally?’

Supportive/very supportive: 71% Neutral: 9% Concerned/very concerned: 20%

However, the table below shows that some areas of high concern remained in connection with the Draft Masterplan. As can be seen, this varied, sometimes considerably, in the feedback received from the CLG, RLG and individual consultees. As stated previously the CLG and RLG represent 40 groups, around 3,000 households and over 7,500 residents. As this is the case particular weight should be attached to their feedback. It should be noted that the feedback below was based on the Draft Masterplan which still contained the proposal to use Moore House for Affordable housing.

Table - draft masterplan feedback synopsis

S/VS = Supportive or Very Supportive N = Neutral C/VC = Concerned or Very Concerned

Key area	CLG %			RLG %			Individual consultees %		
	S/VS	N	C/VC	S/VS	N	C/VC	S/VS	N	C/VC
Streets gardens & squares	87	0	13	84	11	5	59	29	12
Vehicular & pedestrian routes	71	21	8	58	26	16	45	35	20
Height & massing generally	67	26	7	56	22	22	44	26	30
Affordable housing Generally	64	22	14	47	27	26	40	13	47
Use of Moore House	36	28	36	28	22	50	29	21	50
Trees and water feature	66	20	14	78	11	11	76	17	7
Community & other facilities	83	12	5	70	18	12	71	20	9

Support below 50%

Concern reaching 50%



Birdseye view of the Draft Masterplan

CLG feedback on the Draft Masterplan was generally very supportive with only one area where support fell below 50% in respect of the use of Moore House for Affordable Housing (36%). This trend is replicated in feedback from the RLG and individual consultees, though with lower levels of support being expressed (28% and 29% respectively).

The RLG was also generally very positive, although support dipped below 50% for the general layout of the Affordable Housing. However, at 47%, the level of support is considerably higher than the level of concern (26%).

Individual consultees express higher levels of concern in connection with the general layout of the Affordable Housing (47%) than they do support (40%). Feedback from individual consultees also identified two further areas where support fell below 50%, these being 'Vehicular and pedestrian routes' (45%) and 'Height and massing generally' (44%). In both cases, however, the levels of support are considerably higher than the levels of concern and it is clear that many individuals adopted a neutral position.

There is only one area where the level of concern reaches 50%, and this is in connection with the Moore House proposal in feedback received from both the RLG and individual consultees. In both cases this is substantially higher than the level of support. The decision to remove Moore House from the proposal will therefore be warmly welcomed by many RLG members and local people.

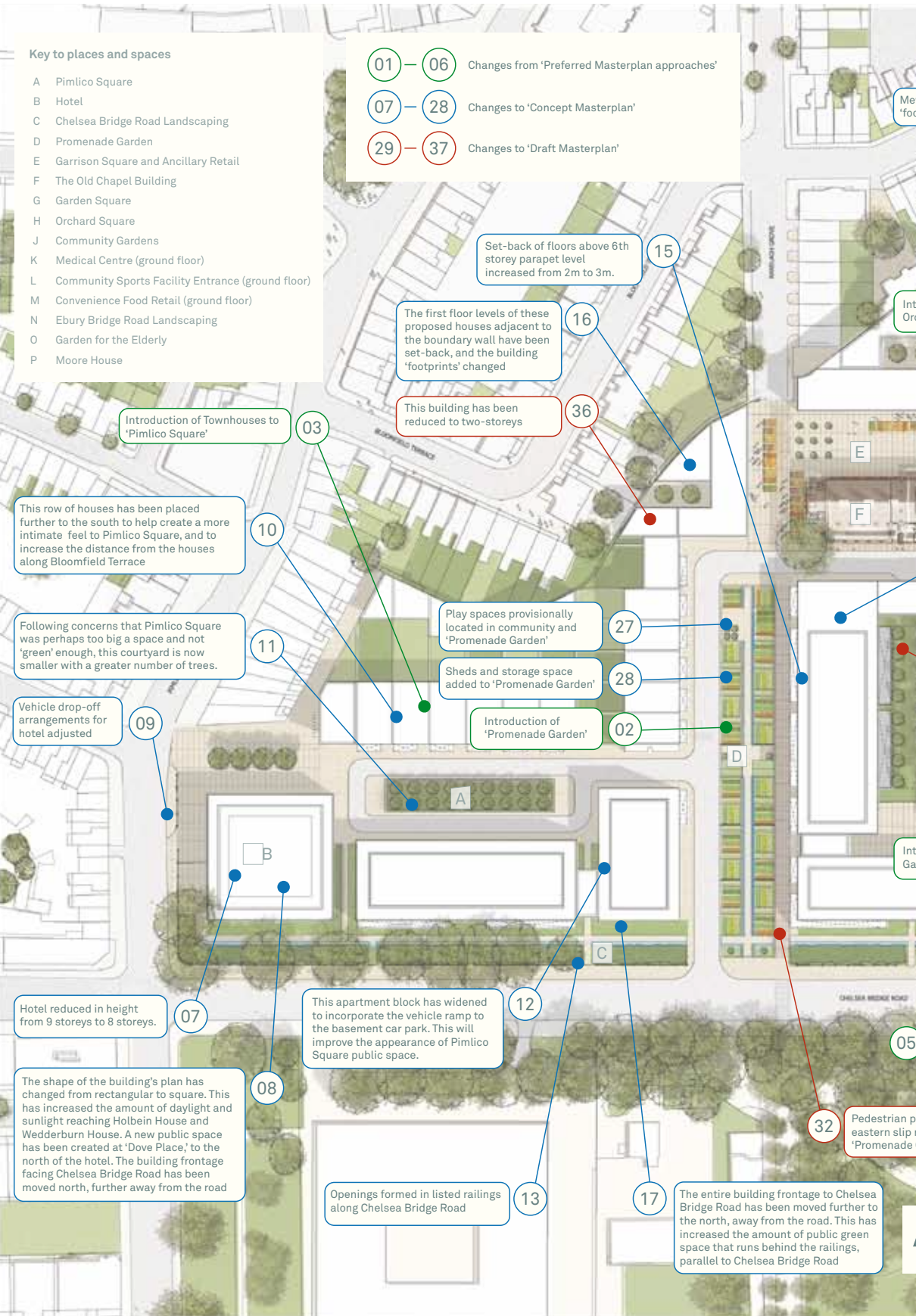
➤ Stage 4 - Final Masterplan (August 2010 - October 2010)

In stage 4 an additional three combined RLG and CLG meetings were held to review the Final Masterplan (which had reduced building heights by up to 1.5m and had finalised the location of plant rooms), the Planning Application documents (including the parameter plans) and the Design Code (which included guidance on the use of materials). The council's statutory consultation process was also discussed, as was the plan to stage an exhibition of the planning application documents at the 'Hub' to align with the council's timetable. Responses to the Final Masterplan and the application documents have been captured in the minutes of these meetings which are contained in the Statement of Community Involvement. In general they have been very positive.

Key to places and spaces

- A Pimlico Square
- B Hotel
- C Chelsea Bridge Road Landscaping
- D Promenade Garden
- E Garrison Square and Ancillary Retail
- F The Old Chapel Building
- G Garden Square
- H Orchard Square
- J Community Gardens
- K Medical Centre (ground floor)
- L Community Sports Facility Entrance (ground floor)
- M Convenience Food Retail (ground floor)
- N Ebury Bridge Road Landscaping
- O Garden for the Elderly
- P Moore House

- 01 – 06 Changes from 'Preferred Masterplan approaches'
- 07 – 28 Changes to 'Concept Masterplan'
- 29 – 37 Changes to 'Draft Masterplan'



03 Introduction of Townhouses to 'Pimlico Square'

10 This row of houses has been placed further to the south to help create a more intimate feel to Pimlico Square, and to increase the distance from the houses along Bloomfield Terrace

11 Following concerns that Pimlico Square was perhaps too big a space and not 'green' enough, this courtyard is now smaller with a greater number of trees.

09 Vehicle drop-off arrangements for hotel adjusted

16 The first floor levels of these proposed houses adjacent to the boundary wall have been set-back, and the building 'footprints' changed

36 This building has been reduced to two-storeys

15 Set-back of floors above 6th storey parapet level increased from 2m to 3m.

27 Play spaces provisionally located in community and 'Promenade Garden'

28 Sheds and storage space added to 'Promenade Garden'

02 Introduction of 'Promenade Garden'

07 Hotel reduced in height from 9 storeys to 8 storeys.

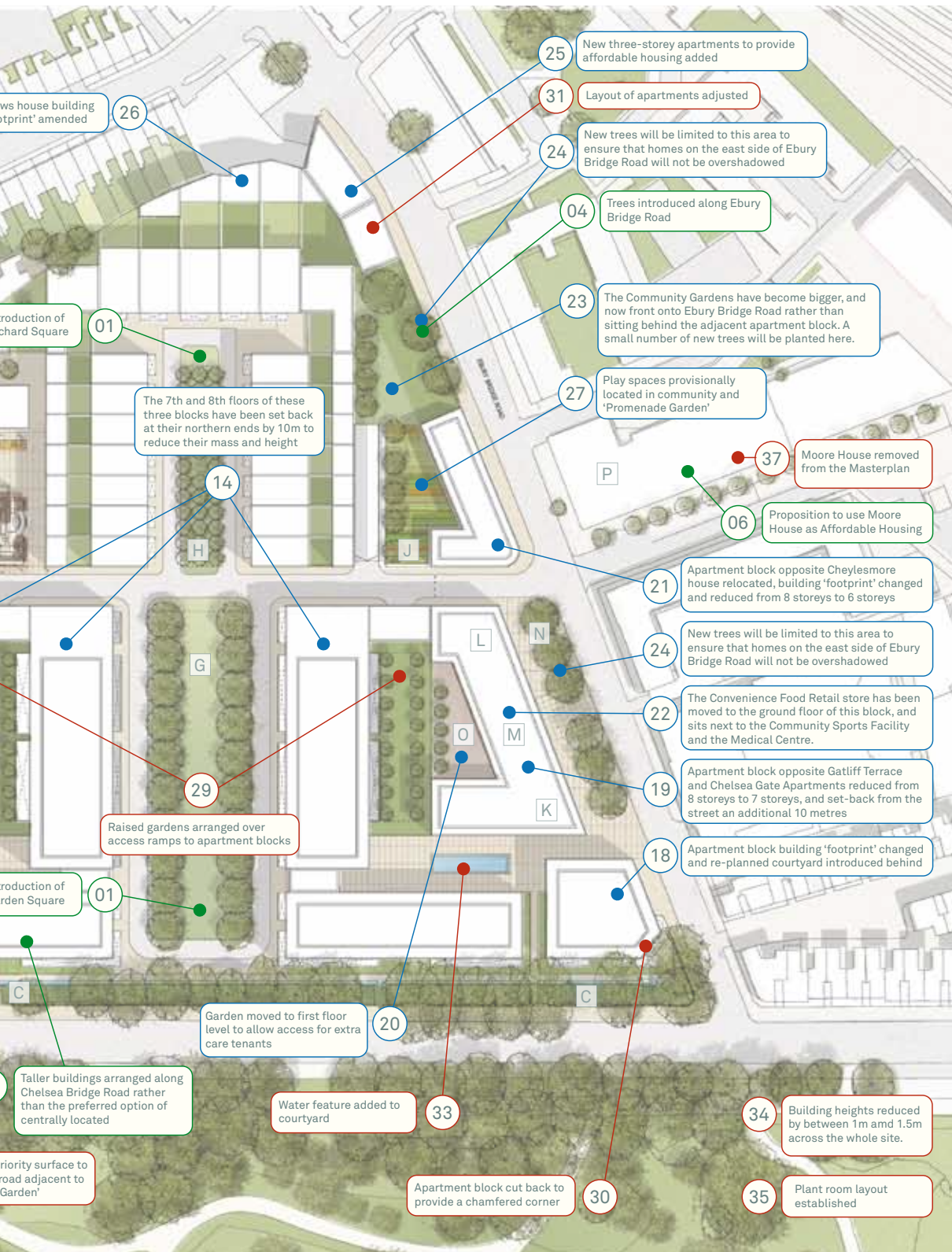
12 This apartment block has widened to incorporate the vehicle ramp to the basement car park. This will improve the appearance of Pimlico Square public space.

08 The shape of the building's plan has changed from rectangular to square. This has increased the amount of daylight and sunlight reaching Holbein House and Wedderburn House. A new public space has been created at 'Dove Place', to the north of the hotel. The building frontage facing Chelsea Bridge Road has been moved north, further away from the road

13 Openings formed in listed railings along Chelsea Bridge Road

17 The entire building frontage to Chelsea Bridge Road has been moved further to the north, away from the road. This has increased the amount of public green space that runs behind the railings, parallel to Chelsea Bridge Road

32 Pedestrian slip to 'Promenade'



All Masterplan changes from public consultation

Changes are annotated over the Final Masterplan drawing.

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