

Committee(s):	Date(s):	Item no.
Planning and Transportation Committee	29 May 2018	
Subject: Eastern City Cluster Area Enhancement Strategy: Pre-consultation report		Public
Report of: The Director of the Built Environment		For Decision

Summary

This report sets out details of the planned public engagement exercise to aid the development of the Eastern City Cluster Area Enhancement Strategy. The strategy analyses the public realm within the Eastern Cluster, identifying current issues and pressures for change, and sets out a framework for addressing these, including a series of enhancement projects and proposals for activating and transforming the area.

The development of the strategy has been a collaboration between the City, local businesses, owners, and representatives from the City Property Association, the City Architecture Forum and the local Wards. As part of the preparation of the strategy document, stakeholders have been engaged through a series of workshops, meetings and surveys. The feedback gained has been invaluable in establishing the demand from stakeholders for change and the nature of this change. The strategy proposals have been developed in response. A detailed report on the feedback from stakeholders is included in Appendix 2.

Members are asked to agree that the draft Eastern City Cluster Area Enhancement Strategy be made available for public consultation over June and July 2018. This will allow stakeholders, with support from the City, to develop further their vision and their business case for change. Subject to the outcome of this process, the draft strategy will be adapted as required and presented to committees for adoption in winter 2018.

Recommendations

- Members agree that public consultation on the draft Eastern City Cluster Area Enhancement Strategy is undertaken over June and July 2018.
- Authority be delegated to the Chief Officer to finalise the details of the relevant consultation material.

Main Report

Background

1. The challenges and opportunities facing the City are captured in the recently adopted Corporate Plan (2018-23), which sets out the vision and desired outcomes to ensure the coordinated the delivery of sustainable long-term growth, whilst at the same time improving the environment and quality of life of the City community. In response to the new Corporate Plan, the Strategy will deliver on number of desired outcomes including:
 - People are safe and feel safe.
 - People enjoy good health and wellbeing.
 - Communities are cohesive and have the facilities they need.
 - We are digitally and physically well-connected and responsive
 - We inspire enterprise, excellence, creativity and collaboration
 - Our spaces are secure, resilient and well-maintained
2. In addition to addressing the requirements imposed by future growth projections, it is also vital to establish what the current issues and priorities are within the area.
3. To ensure that the scope and focus of the strategy is in line with corporate objectives, the Strategy has been developed by means of a two-stage process. The two stages are as follows:
 - **Stage 1** was completed and presented to Members through an update report in July 2017. It included the following elements:
 - An urban design analysis of the area identifying main issues, drivers for change and opportunity areas.
 - Targeted consultation with key stakeholders and City officers.
 - Definition of the draft vision, aspirations and objectives of the strategy.
 - **Stage 2** which is the purpose of this committee report, includes the following elements:
 - Developing site specific proposals for public realm enhancements
 - Identifying opportunities for cross-cutting initiatives such as culture and art, smart and digital solutions and other emerging City strategies.
 - Carrying out a comprehensive public consultation exercise on the strategy proposals, to be undertaken in summer 2018.
4. An important element in developing the area strategy has been the collaborative approach undertaken with stakeholders and the City Property Association, The City Architecture Forum and the Lime Street Ward. Early engagement with these groups and City Officers was carried out through a series of workshops as follows:
 - *Workshop 1* (15th February 2018): Attendees included representatives from key stakeholders in the area, including developers, occupiers, landowners, City of London senior officers, and members of the City Property Association and The City Architecture Forum.

- *Workshop 2 (26th February 2018)*: This meeting was facilitated by the Lime Street Ward and included attendees from the insurance sector, local occupiers and Ward Members.

5. At these two workshops, emerging ideas and design principles were presented, to seek stakeholder's views about a range of options which could potentially be implemented in the area, to help cope with a predicted increase in workforce population and the anticipated development pipeline. The focus of the discussion was centred around pedestrian priority areas, security infrastructure, transport & servicing, cultural offer, social amenities, greening and well-being.
6. A summary of the views from the stakeholders' workshops is included below. *A detailed report with the key findings from the workshops is attached in **Appendix 2**.*

Stakeholders in the Eastern Cluster area want:

- To rebalance the allocation of space in streets to provide an improved pedestrian environment. Introduction of pedestrian priority areas is favoured, to help ensure sustainable growth.
- A high quality and well-designed public realm is of paramount importance, with integrated security measures which do not impede businesses' ability to operate.
- Safe streets, which facilitate social interaction, cultural activities and celebrate the area's unique character.
- Greater greening of the environment as a catalyst for change, and to improve health and well-being.
- The built environment to respond to the changing trends in office occupancy, visitor & workforce profiles and demographics.
- An ambitious curated cultural programme, potentially delivered in partnership. Food, art, culture, and greening were strongly supported as themes for this programme.
- To bring people together through public engagement and community involvement, within buildings, but also between buildings.
- Technology to play a role in activating public spaces and communicating cultural activities. The enabling of flexible working patterns and enhanced connectivity are key aspirations.
- To support changing lifestyles and evolving trends amongst businesses coming into the area.
- To see improvements delivered within shorter timeframes, potentially through experimental or trial means if necessary.

7. Members' briefing sessions were also held with Ward Members from Lime Street, Langbourn, Bishopsgate and Aldgate Wards, together with the Chairman and Deputy Chairman of the Planning & Transportation Committee, with the purpose of providing feedback from the stakeholder sessions and an update on the emerging proposals.

Current Position

8. The draft Eastern City Cluster Area Enhancement Strategy will provide a framework for the future development and improvement of the public realm of the Eastern Cluster, based on clear evidence of need, pressures for change and stakeholder's aspirations.
9. The draft area strategy includes the following elements:
 - Site specific proposals for public realm enhancements in the area.
 - A culture and art strategy which is embedded in the design process and that will reinforce the vision for the area and facilitate ongoing engagement with occupiers.
 - It identifies opportunities for cross-cutting initiatives such as, smart and digital engagement, and temporary interventions and trials to test emerging ideas on potential changes to the streetscape, as well as ensuring that positive change can happen quickly in this dynamic area with its large number of construction sites.

Printed copies are available in the Members' Reading room.

Consultation Approach

10. It is proposed that the draft strategy will be the subject of a public consultation exercises for a 6-week period during June and July 2018. Following the end of the consultation period, the strategy will be amended as appropriate and brought back before this Committee for formal adoption, which is anticipated in winter 2018.
11. The consultation will be targeted at different stakeholder groups including workers, local occupiers, developers, residents and visitors.
12. A variety of methods are proposed to be utilised during the consultation exercise, including the following:
 - An innovative digital platform will be created to consult the public on the strategy. This approach will potentially reach a larger audience and will enable respondents to better visualise the proposals and will ensure an efficient analysis of feedback.
 - Online and media engagement through City of London partners and The City Centre.
 - Leaflets and printed postcards will be distributed in the area

- 6-8 drop-in sessions will be held in various locations within the Eastern Cluster area, including buildings' receptions, Leadenhall Market and Great St Helen's Church.
 - Up to 5 architect-designed temporary benches will be installed across the area as part of the London Festival of Architecture. These benches will help the public to re-imagine some of the spaces in this evolving area and associated plinths will include information about the strategy consultation.
 - On-line and on-street surveys will be undertaken
13. It is recommended that authority be delegated to the Chief Officer to finalise the details of the relevant consultation material.

Implications

14. A summary of the project expenditure to date is included in Appendix 1.
15. There are no specific risks, legal, property or HR implications arising from the proposed area strategy consultation process.
16. The Strategy will support other City-wide initiatives and projects currently under development, including Servicing and Freight Supplementary Planning Document, the Eastern Cluster Area Security Project, and the emerging Local Plan.
17. The Transport Strategy is currently being developed and will also be consulted on during this period. The proposals presented in the Eastern Cluster Strategy provide a flexible design framework to accommodate future recommendations of the Transport Strategy.

Conclusion

18. To ensure that the proposals meet the needs of the City community and aid the prioritisation of the enhancement projects, public consultation on the draft strategy is to be undertaken this summer. Following the consultation an updated strategy will be reported back to Committees for adoption in winter 2018.
19. Key dates are as follows:

Task	Target date
Approval of pre-consultation report	May 2018
Finalise consultation plan	June 2018
Public consultation	June - July 2018
Analyse results	August 2018
Finalise Strategy	September - October 2018
Adopt Strategy	December 2018

Appendices

1. Funding table
2. Consultation feedback report table.

- The draft Area Enhancement Strategy is available in the Members' reading room

Background Reports

- July 2017 ECC Area Enhancement Strategy Update Report

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Appendix 1

Funding table

Eastern City Cluster Strategy - 16800351			
Table 1: Expenditure to date			
Description	Approved Budget (£)	Expenditure (£)	Balance (£)
P&T Staff Costs	160,000	103,213.16	56,786.84
P&T Fees	160,000	124,156.25	35,843.75
Transport Studies *	98,000	-	98,000.00
TOTAL	418,000	227,369	190,631

* The initiation of the Transport Studies has been delayed due utility works in the Eastern Cluster area, which have restricted vehicle movement in along key vehicular routes. The studies will be undertaken over the next 6 months as part of the coordinated approach with the Transport Strategy.