

## Woodberry Down New Masterplan

February 2024 Public Exhibition Summary

May 2024

### Executive Summary

#### The Numbers

- 1 month consultation
- 3 in-person events & 1 webinar
- 123 people attended our in-person events
- 15,000 flyers hand delivered to all addresses within a 1km radius of the proposed site
- 150 feedback forms completed online and at in-person events
- 1,676 visited the online consultation on the project website
- 163 joined our mailing list for updates and news
- 14 attended the public webinar and 80 viewed the recording on the website
- 127 took our virtual tour of the site and our 'explainer' videos were viewed on average 120 times.

#### The Engagement Methods

An inclusive and robust public consultation exercise was undertaken on the latest version of the new Masterplan proposals for Woodberry Down Phases 5-8 between February and March 2024.

This round of consultation comprised three in-person events and one webinar, as well as online consultation at [www.woodberrydownregeneration.commonplace.is](http://www.woodberrydownregeneration.commonplace.is).

#### In-Person Engagement

In-person events were as follows, with 123 people attending these events:

- Wednesday 21 February, Woodberry Down Primary School - 46
- Saturday 24 February, Redmond Community Centre - 60
- Saturday 2 March, The Edge Youth Club - 17.

A 'preview session' was held before the event at Woodberry Down Primary School, to engage with parents and pupils during the after-school collection period.

A 'quiet session' was held before the wider in-person event at the Redmond Centre for people who might prefer a calmer setting, such as those with SEN.

Following feedback from WDCO, a 'ten-minute briefing' version of the information boards was prepared for those short of time and was available at both in-person events and added to the consultation website. A 3D model of the site was displayed at all in-person events, which, so people could better visualise the layout of the proposals. The model was updated following comments in Winter 2023 to be clearer on the Masterplan phases and earlier phases.

#### Online Engagement

During this same period, the consultation website welcomed 1,676 visitors, of which 163 signed up to receive digital news updates.

For this round of consultation, a 360-degree virtual tour of a one way in which the Masterplan could come forward was created and added to the consultation website. This allowed people to ‘walk’ the site and gain an understanding of how the proposed buildings, communal areas and green spaces could work together.

An online public webinar was held on Thursday 29 February, between 6pm and 7.30pm. The webinar was hosted by a panel of project team members, with all relevant planning disciplines represented. The webinar was attended by 14 people. Following a presentation of the proposals, 23 questions were asked by attendees. These were addressed by the relevant members of the project team. There were no follow up questions.

Following feedback from the local community, it was decided that a number of ‘explainer’ videos should be created to help people better understand certain elements of the proposals. This resulted in two videos being created – ‘What is an outline planning application?’ and ‘What are perimeter plans?’. The videos were added to the consultation website and promoted using QR codes on the information boards at the in-person events.

## The Feedback

### Summary

In total, 150 people fed back on the proposals. Of those, 105 submitted online feedback questionnaires and nine submitted physical feedback questionnaires – either at the in-person events or by post. 24 returned via the Freepost address and 12 emailed to the project inbox.

All comments and feedback have been considered and, where possible and appropriate, incorporated into the Masterplan proposals. Not all feedback can be published onto the project website, as some of the respondents did not give permission for their responses to be shared.

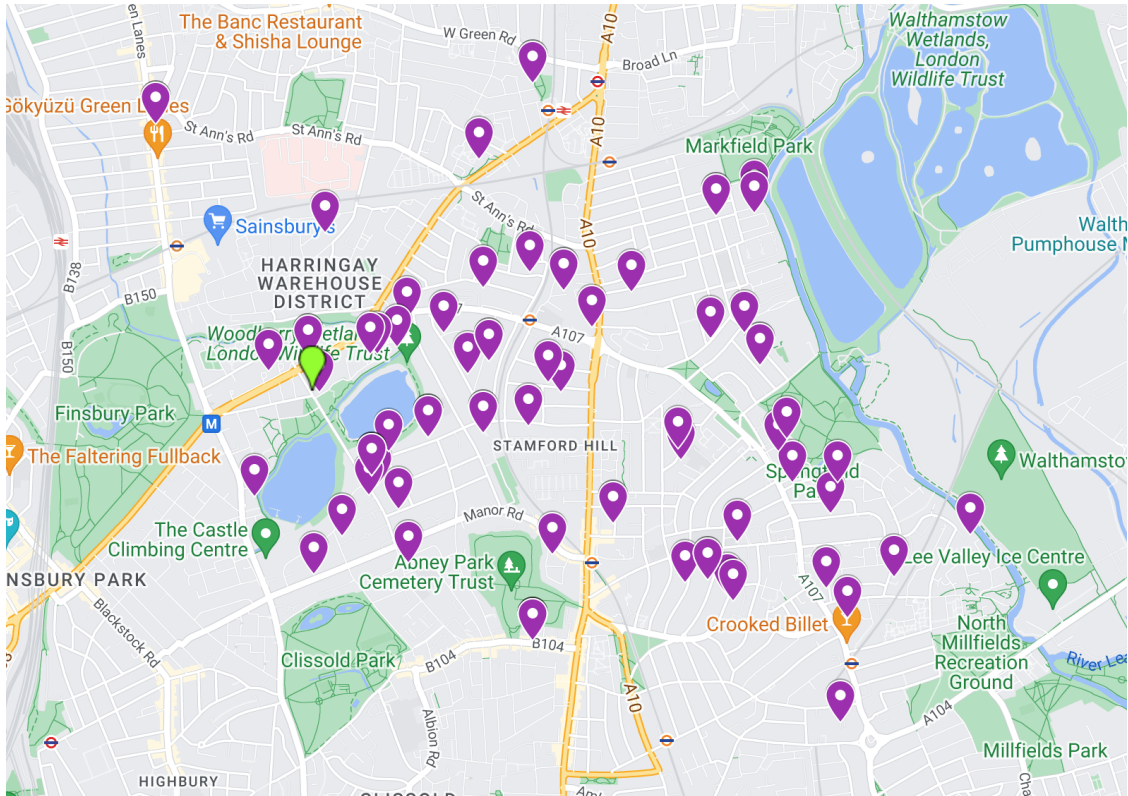
Of the feedback received online 44 (out of 105) people completed their details and responded to the ‘closed box’ questions (tick boxes) but **did not** complete the ‘open box’ questions to provide any further explanatory comments. Therefore, the actual number of explanatory comments received online to our open ended questions is 61.

### Who provided the feedback

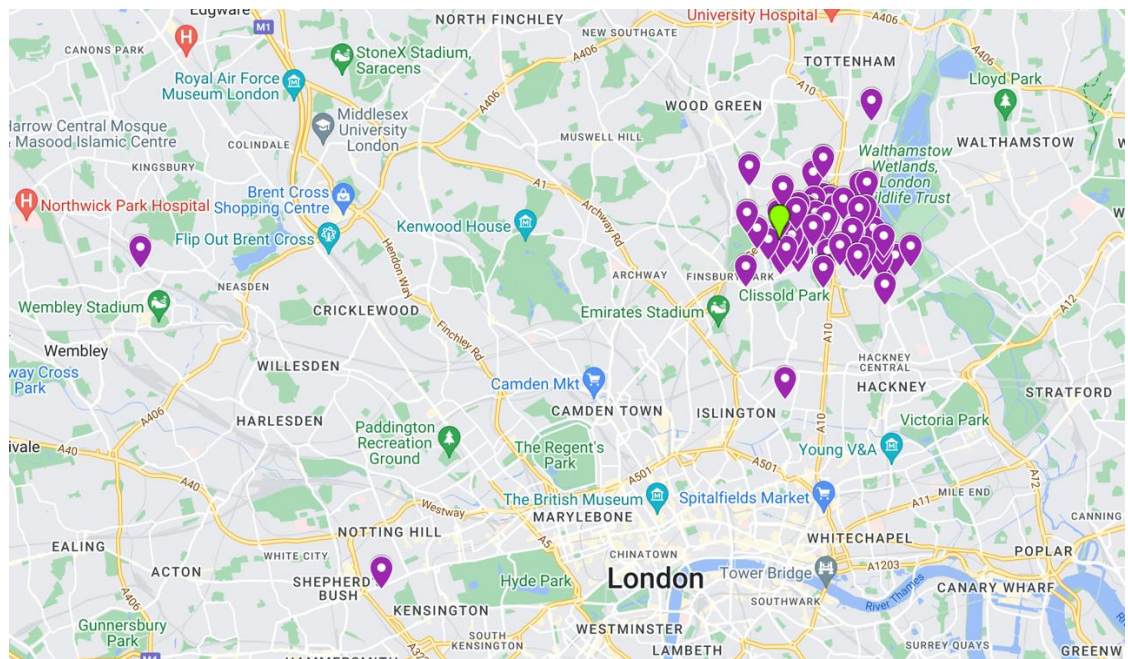
Following outreach by the team, many respondents are from the Jewish Orthodox community who provided specific comments on meeting the housing need for their community, namely large (incl. affordable) homes for large families. These comments accounted for 69% of the total **comments** received.

Feedback Forms submitted	Forms completed	Total Comments received	Jewish Orthodox
Online	105	61	38
At events	9	9	0
Posted	24	24	24
Emailed	12	12	12
<b>TOTAL</b>	<b>150</b>	<b>106</b>	<b>74 (69%)</b>

Of the 106 people that provided comments, 82 gave their postcode/address, the heat maps below illustrate where the comments came from. Of the 82, seven live within the site boundary and 73 live outside, the majority being within close vicinity to the site.



Zoomed in map – purple markers indicate where comments have come from



Zoomed out map – purple markers indicate where comments have come from

### What was said

The three 'open box' questions asked are shown below alongside the number of people that responded (provided comment) to each of the questions:

Question	No. of responses
What do you like about the Masterplan?	77
What would you suggest we look to change at Reserved Matters Stage?	82
Please provide any other comments you want to give on the Woodberry Down New Masterplan proposals	77

There were several themes raised within the comments provided. The below details the themes alongside the number of people that mentioned them.

#### Positive comments raised:

Positive about the masterplan/Design	Affordable housing	Community spaces, open spaces, parks	Landscaping/trees	Wind/sun impact	Massing and density	Local amenities (shops, doctors, etc.)	Connectivity	Car-lite approach	positive about the current development
13	1	7	4	1	1	2	2	2	12

#### Neutral comments raised:

Jewish Orthodox comments											
Specific requirements: synagogue, kosher shops, keys entry, etc.	Large homes for large families needed (inc affordable)	Housing needed	MUGA general	Climate	Houses/flats	Affordable housing	Landscaping/trees	Wind/sun impact	Wildlife impact	Local amenities (shops, doctors, etc.)	Connectivity
14	58	33	1	4	4	2	3	1	1	5	2

#### Negative comments raised:

SSR Severance concern	Desire for More Parking	MUGA move	Refurbishment vs new build	Affordable housing (not enough)	Community Spaces	Landscaping/trees	Building heights	Wind/sun impact	Density	Environmental impact	Impact on Community Facilities (e.g. Doctors)	Podiums	Connectivity	Roads/highways	TfL concerns	EVC concerns
2	1	3	2	6	1	4	4	4	3	2	1	3	3	3	1	1

### **How/When do we respond to this**

The following table takes the above topics from the feedback received and provides a brief explanation as to whether it will be fixed by the Outline Planning Permission, whether it is picked up at Reserved Matters stage or whether it sits outside of the applicant's control.

Topics	Response
Large Homes & Housing Need	The Outline Consent allows for a broad range of housing sizes, including family homes, to come forward - the total number will be determined at Reserved Matters Stage based on demand and housing need at that time. For the affordable housing, LBH will undertake their own survey.
SSR Severance Concern & Connectivity	This is something that sits outside of our control. We recognise the importance of introducing additional crossing points to Seven Sisters Road and have committed approx. £12m to these improvements. We are continuing to work closely with TfL to ensure that improvements are implemented in line with the commitments made in Phase 3.
More Parking	The maximum number will be fixed by the Outline Consent and is determined by planning policy.
MUGA Move	This is subject to a separate standalone planning application.
Refurbishment vs New Build	This will be fixed by the Outline Consent and has already been considered an acceptable approach by the 2008 and 2014 Masterplans.
Affordable Housing	This will be fixed by the Outline Consent, which will be viability tested and in accordance with the PDA. The target Affordable Housing provision across the final phases of the Masterplan will be 42.9%.
Community Spaces	A maximum floor area will be fixed by the Outline Consent, but the decision on The Edge, location and layout will be determined at Reserved Matters for Phase 6.
Landscaping/Trees	A broad approach is set by the Outline Consent, but more detail will be provided at Reserved Matters Stage.
Building Heights	Maximum heights will be fixed by the Outline Consent, but they will be further refined at Reserved Matters Stage along with additional detail on their overall design.
Wind/Sun Impacts	These will be further tested at Reserved Matters Stage.
Density	The maximum number of homes will be fixed by the Outline Consent.
Environmental Impact	This has been assessed as part of the Outline Consent, but further testing will be undertaken during Reserved Matters Stage.
Impact on Community Facilities	This has been assessed as part of the Outline Consent, but further testing will be undertaken during Reserved Matters Stage.
Podiums	The ability to provide podiums will be established by the Outline Consent, but the consent will also allow for these podiums to be removed if they are no longer considered necessary. This will be reviewed at each Reserved Matters Stage.
Roads/Highways	The broad location of roads and access into the site is set by the Outline Consent, but they will be further refined at Reserved Matters Stage.
TfL Concerns	This sits outside of our control, but we will continue to consult with TfL during the post-submission stage of the Outline Planning Permission and during the pre-application stage of each of the Reserved Matters.
EVC Concerns	These will be provided in accordance with Planning Policy during the Reserved Matters Stage.

As a gentle reminder, we will be consulting on the detail that goes into each of the reserved matters applications for each of the future phases before they are submitted to the council for their consideration. In terms of timescales, we are expecting to be consulting with you on the Phase 5 details early next year. This will include detailed design of the buildings, landscape and flat layouts, as well as more detailed technical assessments.