
Create Streets

'fully support work of Create Streets'
David Lammy MP

'very beautiful'
Boris Johnson, Mayor of London

'I support Create Streets'
Nick Boles MP, former Minister for Planning

'Create Streets speaks London's language'
Sir Simon Jenkins

'a remarkable & ground-breaking piece of work'
Andrew Boff, Conservative Leader, GLA

'a wonderful project & piece of analysis'
Alain de Botton, Farrell Review of Architecture & Built Environment

Pop up poll II results

July 2015

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1. *Between 1 June and 30 July 2015 we asked our ~4,000 followers on twitter and on our e-mail distribution list to take part in our 'Pop up Poll.' In total 287 of our followers took part*
2. *While our previous poll focused to some degree on style and form of building, this poll focused on massing and scale*
3. *Our poll asked respondents "which of these would you most want to see built on an urban street very near to where you or a close friend live?" and presented five options whose order was randomised*
4. *We then asked respondents where they lived (urban, suburban or rural) and their profession. 31% of respondents worked as architects, planners or in creative arts. 65% were urban, 26% suburban and 9% rural*
5. *You can see the result on the next few pages – together with a few observations*
6. *To be clear, we are not claiming any scientific or proportional significance to these findings. They are indicative although they do strongly corroborate previous research (see page five)*
7. *As an aside, there was a definite attempt to influence the results of the poll with a sudden spike of multiple-voting for the Shard and Nine Elms in late June and early July. The system 'caught' it. Some critics of Create Streets it would seem not only have overt contempt for what people think, they want to fake the data*

Q1: Which of these would you most want to see built on an urban street very near to where you or a close friend live? (order randomised in Pop-up Poll)

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"CGI" of Georgian-inspired terrace



Edwardian Mansion Block



The Shard



Nine Elms



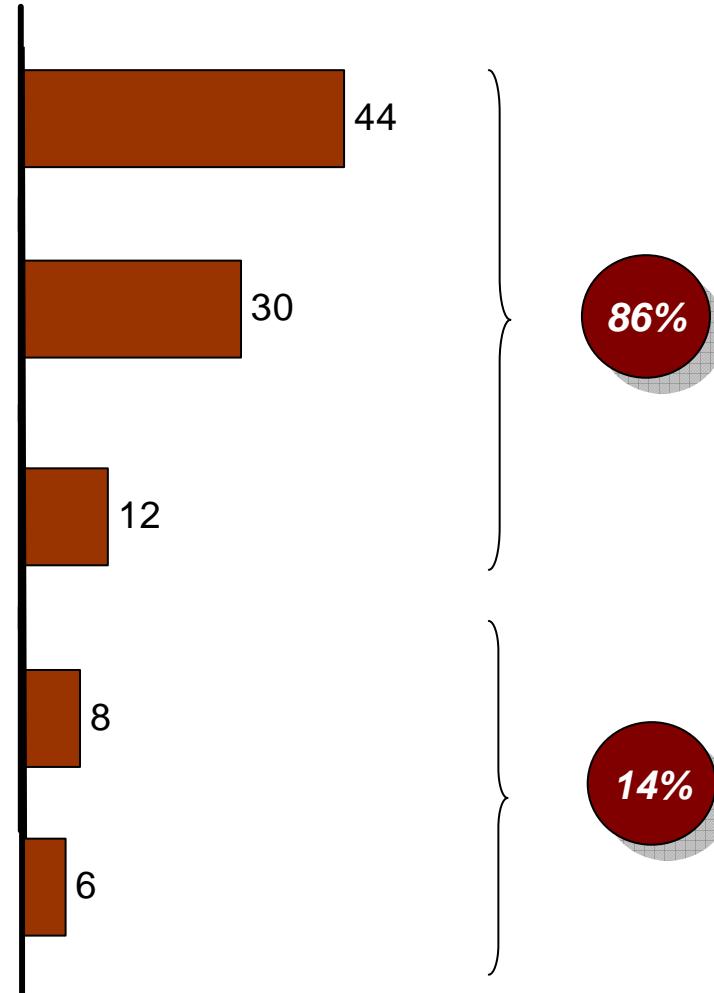
Mount Pleasant Circus



Overall results

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% of 287 respondents *most* wanting to see built on an urban street very near to where you or a close friend live



Support for building
 # of awards

- 86% support for conventional medium or low rise buildings to be built near those completing the poll
- Only 14% support for very large or very high building to be built near those completing the poll

To restate, this poll is indicative and we are not claiming it is scientific. However its results are very strongly aligned with previous findings (see page five)

- **Most of want to live at human size.** A very strong majority (86%) want to see low or medium rise buildings built in their neighbourhoods. Only 14% want to see very large or very high buildings built near them. This is remarkably similar to the 86% who preferred more conventional design in our first pop-up poll
- **However, all of us prefer human scale not just the non-designers.** One of the most startling findings of our first pop-up poll was that on matters of styles, taste and form, there was a sharp and important distinction between what non-design specialists and design specialists would like to see built. Put briefly, planners and architects were more inclined to value novelty of form and style. The rest of us don't. Interestingly, this distinction does not seem to be the same on matters of scale where there was no sharp distinction based on either profession or residence (urban, suburban or rural)
- **People are prepared to support the construction of high-density medium-rise forms.** The most popular option had six or seven storeys, the next option only four, the third most popular had six storeys. At human scale, it seems, precise height is less important. This matters because high-density street-based designs can achieve very high densities and high value within a conventional urban format
- **Some critics of Create Streets not only have overt contempt for what people think, they want to fake the data.** In late June and July there was a very definitive attempt to game the survey with a sharp spike in multiple-voting. The system 'caught it' of course but it is rather alarming to see to what degree proponents of buildings most of the public do not want to see built are prepared to go

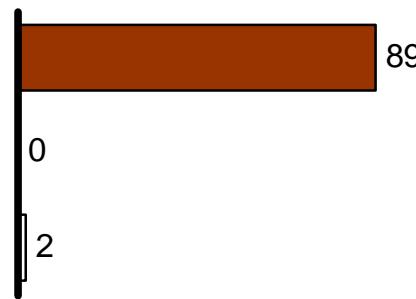
Aligned with previous findings on popularity

Create Streets

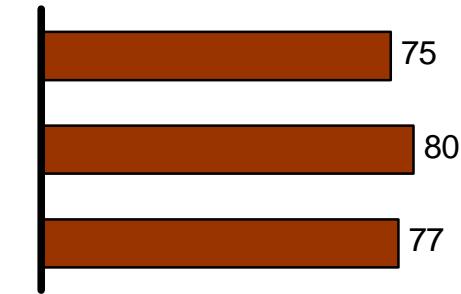
Evidence from formal surveys, 1967 – 2013 & 2001 census, %

 Street-based option

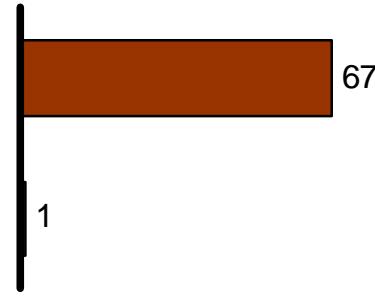
- 2002 respondents wanting to live in
 - A house
 - A tower block
 - A modern apartment



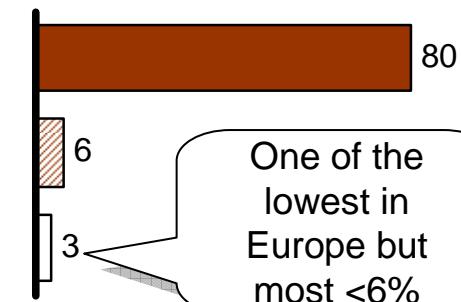
- GLC applicants wanting house ('67)
- Residents wanting Robin Hood demolished (2007)
- Guardian online supporting Create Streets (2013)



- Respondents not wanting tower blocks built near them (2001)
- Respondents wanting to live in high rise apartment (2005)



- 2013 respondents wanting to live in
 - A house
 - A small apartment (<10 units)
 - A large apartment (>10 units)



Appendix: Pop-up poll I: which of these would you most want to see built on an urban street very near to where you or a close friend live?

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“CGI” of Georgian-inspired terrace



“Pastiche” of Victorian housing built in 1999



“New London Vernacular” housing just built*



Innovative housing just built*

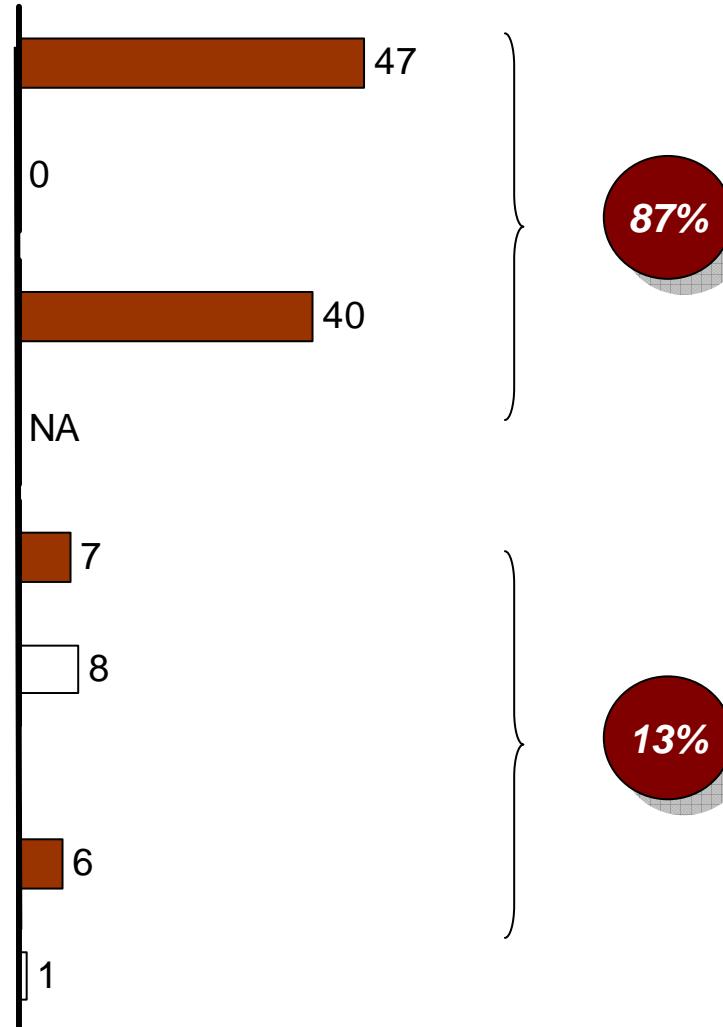


* Prize-winning. Total of nine awards for these two options

Appendix: Pop up poll I overall results

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% of 283 respondents most wanting to see built on an urban street very near to where you or a close friend live



Support for building
 # of awards

- “Pastiche” of Victorian housing built in 1999
- “CGI” of Georgian-inspired terrace
- No architectural awards
- 25% of supporters worked in planning, architecture or creative arts

- Well-regarded example of ‘New London Vernacular’ in East London - eight architectural, design or planning awards
- Innovative housing in South London – one architectural award
- 46% of supporters worked in planning, architecture or creative arts

To restate, this poll is indicative and we are not claiming it is scientific. However its results are very strongly aligned with previous findings (see next two pages)

- **Place trumps time.** 87% of our respondents preferred the two options which most clearly referenced historic housing forms and which had a very strong sense of place. This was nearly seven times more than the 13% who preferred the two more original forms which prioritised a sense of time over a sense of place. However the more completely ‘pastiche’ option was only marginally more popular than a great terrace (done by Gluckman Smith) which beautifully references but which does not completely follow historic forms.
- **People are from Mars. Professionals are from Venus.** There was a sharp and important distinction between what non-design specialists and design specialists would like to see built. 25% of supporters of the more popular two options worked in planning, architecture or creative arts. 46% of supporters of the less popular two options worked in planning, architecture or creative arts
- **Architectural awards ARE a good indicator of popularity – but only if you invert them.** We are aware of nine architectural or planning awards that the least popular two options have received. We are not aware of any architectural or planning awards that the most popular option has received (the second option has not been built so is not able to win awards)
- **Style matters more than cars.** The photos of two of the options had parked cars in front. Two did not. But this was not a driver of results. The most popular and the least popular options had cars in front of them.
- **Style matters more than precise heights.** Two of the options had three storeys, one had four storeys and one had between three and five storeys. Again, this does not appear to have been relevant. The most popular had three storeys, the second most popular four storeys, the next option three storeys and the least popular option between three and five storeys