
'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

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Pop up poll results

May 2014

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- 1. Between 1 April and 22 May 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 283 of our followers took part*
- 2. 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 four options whose order was randomised*
- 3. We then asked respondents where they lived (urban, suburban or rural) and their profession. 37% of respondents worked as architects, planners or in creating arts. 66% were urban, 27% suburban and only 6% rural*
- 4. You can see the result on the next few pages – together with a few observations*
- 5. We attempted to use photos which showed a roughly similar amount of street from roughly the same angle in roughly the same weather conditions. Two photos had parked cars and two did not. Building heights were between 3 – 5 storeys. (As will be seen, neither cars nor small gradations of height were significant driver of results)*
- 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 final two pages)*

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



“Pastiche” of Victorian housing built in 1999



“New London Vernacular” housing just built*



Innovative housing just built*

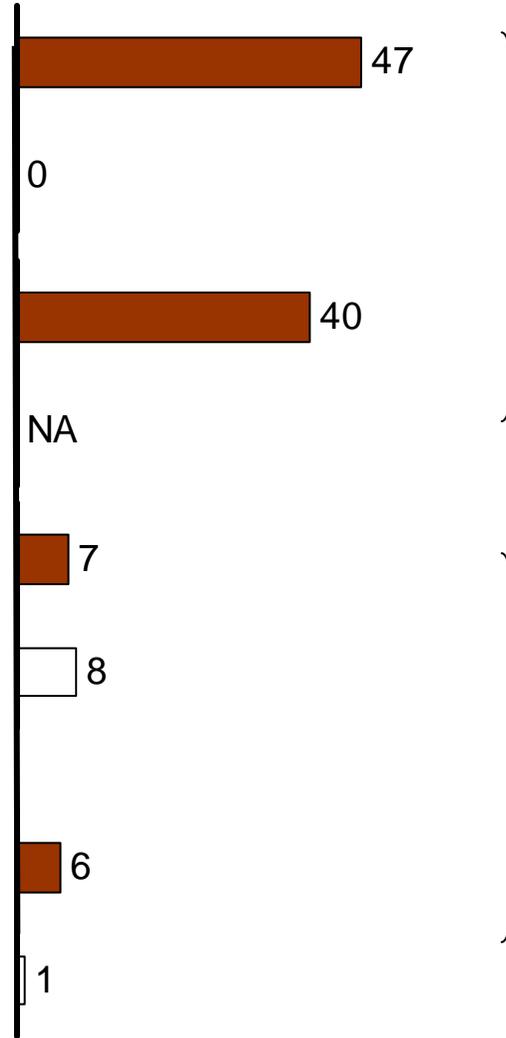


* Prize-winning. Total of nine awards for these two options

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



87%

13%

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)

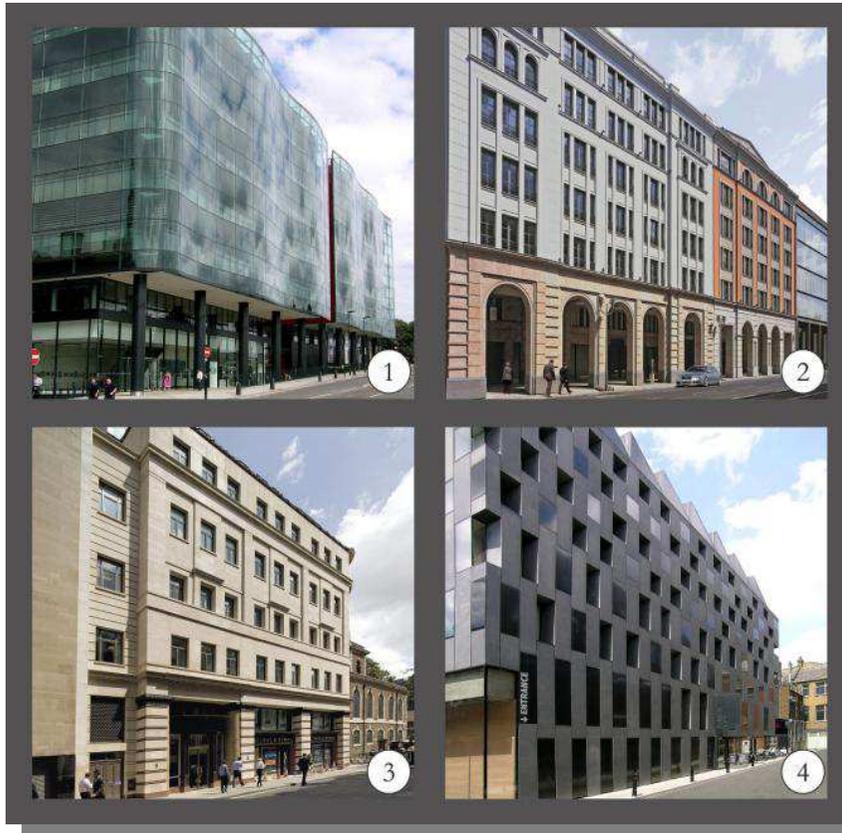
- ***Place trumps time.*** 87% of our respondents preferred the two options which most clearly referenced historic housing forms and which had a very strong sense of place. This was nearly seven times more than the 13% who preferred the two more original forms which prioritised a sense of time over a 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

Aligned with previous findings on popularity

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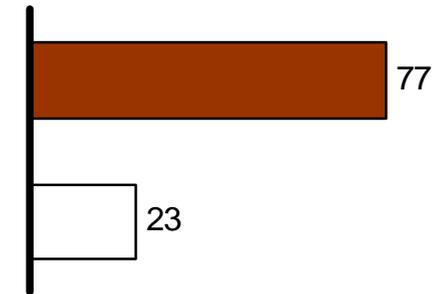
Evidence from polling & surveys, 2002-09, %

Street-based option



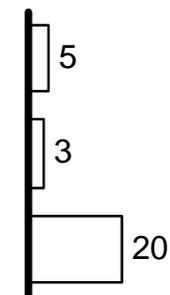
Non-residential

- Those preferring options 2 or 3
- Those preferring options 1 or 4



Residential

- Respondents wanting to live in modern non traditional house
- 1998 poll
- 2002 poll
- 2005 poll*



Evidence from 1987 study by David Halpern, Director of Cabinet Office Behavioural Insights team

- Architectural and non architectural students presented with a series of four abstract line drawings of buildings and asked to rank them in order of preference
- “The task discriminated very clearly between the two groups of students. Architects showed a strong tendency to prefer the more complex and asymmetrical designs, while the non architects (and the general population) showed the reverse preference.”
- “The divergence of the preference of the architectural students from the norm became more marked the longer they had been studying architecture; the difference between first-year architects and the norm was relatively small (though still significant) but became markedly stronger among later year students.”
- “This results suggest that the normal training of architects fosters the development of divergent aesthetic preferences”