



Salboy

HARRINGTON SQUARE, CAMDEN

Statement of Community Engagement (SCE)





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EXECUTIVE SUMMARY

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1 INTRODUCTION

- 1.1.1. This Statement of Community Engagement (SCE) has been prepared by WSP on behalf of Salboy in relation to their redevelopment proposals for Land adjacent to Hurdwick House, Harrington Square.
- 1.1.2. Salboy are proposing to redevelop part of the existing car park site into a new high-quality development of 11 new homes.
- 1.1.3. Both WSP and Salboy are committed to public consultation and believe that the quality of development is enhanced through working with the local community.
- 1.1.4. The comprehensive pre-application process undertaken by the applicant and the project team has taken account of relevant national and local policy and guidance.
- 1.1.5. Paragraph 40 of the National Planning Policy Framework (NPPF) states local authorities encourage any applicants who are not already required to do so by law to engage with the local community and where relevant, with statutory and non-statutory consultees, before submitting their applications.
- 1.1.6. London Borough of Camden's Statement of Community Involvement (SCI), July 2016, was referenced when WSP prepared the strategy for consultation. The Council encourages applicants and developers to engage with local communities and stakeholders as part of the pre-application process.
- 1.1.7. The project team has fully taken into account both national and local guidelines on pre-application engagement before creating a bespoke strategy as detailed in this document.
- 1.1.8. A consultation strategy to communicate the proposals was delivered which focused on engaging with the local community and stakeholders, to build on engagement with Camden's Design Review Panel (DRP).

2 BACKGROUND AND PROPOSALS

- 2.1.1. The site is located in the London Borough of Camden, close to Mornington Crescent Station. The site is approximately 0.04 hectares in size and is currently being used as a car park for Hurdwick House residents.
- 2.1.2. The site sits within the Camden Town Conservation Area and to the south of the site lies Harrington Square Gardens. A site location plan is included below.



Image 1 – Site location plan (site highlighted in red)

- 2.1.3. The proposal will comprise of a residential redevelopment of part of the car park site into a new development of 11 new homes, the new homes will range from 1-bedroom apartments to 3-bedroom duplex homes.
- 2.1.4. As part of the proposals, five car parking spaces will be retained for use of Hurdwick House residents and new soft landscaping will improve the area and outlook between the Hurdwick House residents and future residents of the new development.

3 CONSULTATION ACTIVITY AND FEEDBACK

- 3.1.1. Salboy appointed WSP to undertake a community and stakeholder engagement programme in line with local relevant guidelines.
- 3.1.2. In summary, the project team has engaged in the following ways:
- Pre-application discussions with the Council
 - Technical consultation with statutory stakeholders
 - Two Design Review Panel meetings
 - Consultation emails to key local stakeholders
 - Consultation leaflets issued to 1534 properties
 - A public exhibition at the Working Men's College
 - A dedicated consultation website at www.harrington-square.co.uk
 - A consultation email address

Pre-application Meetings with the Camden Council's Planning Team

- 3.1.3. Salboy has had several pre-application meetings with the planning team, including the planning officer, the Conservation Officer and the Design Officer. The meetings have been undertaken through either formal pre-application meetings (which occurred in May 2022, September 2022 and December 2022) or through informal workshops between January 2023 and July 2023. These discussions have informed the principle of the proposed development, the design and other planning matters.

Initial Design Review Panel Meeting

- 3.1.4. Two DRP meetings have occurred during the consultation period of this proposal. The first DRP meeting occurred in January 2023 which was in front of a panel of six people. The full design was assessed and a number of amendments were suggested to address some of the concerns raised by panel members.
- 3.1.5. The second DRP meeting occurred June 2023 where the meeting included two new panel members. The principle of the design had been accepted and therefore, this meeting mainly focused on specific details including the layout on the ground floor and the façade treatment.
- 3.1.6. Full details of the progression of the design through the pre-application meetings and the DRP meetings have been provided fully within the Design and Access Statement, prepared by Studio Power) and a summary of the Council's pre-application response and the DRP response has been provided below.

Summary of Responses and Amendments

- 3.1.7. As mentioned above, the full progress of the design evolution can be found within the Design and Access Statement, prepared by Studio Power, but a summary of these responses and how we have responded to this have been provided below:
- The principle of the residential development is acceptable;
 - Details of the internal layout needed to be updated to remove the basement living space – the design has been amended so the basement now only includes the plant equipment, and all living space sits on the ground floor and upper floors;

- The additional storey above the existing buildings would need to be reassessed – the design now includes a set back top floor to reduce the massing of the proposed building. The design of the top floor has also been redesigned so it incorporates a brick design which incorporates the design of the lower floors and the parapet has been amended so it incorporates other design features within the surrounding area;
- The front facade of the building needed to be reassessed to address the concerns raised – the design has been amended to include the following:
 - Profiled precast cladding replaced with glazed sawtooth brickwork at ground floor.
 - Ground floor level raised with the introduction of ramped entrance bridges to allow more light into basement lightwell.
 - All entrances at ground floor recessed to add greater depth and a covered entrance to the ground floor façade. Detailed reconstituted stone framing to central entrance with projected balcony above.
 - Decoration of full height windows added at first floor level with the introduction of projected white glazed window framing in reference to neighbouring terraces.
 - Variation of bay widths and added façade depth with the introduction of a projected central bay.
 - Horizontal banding removed at second floor. In reference to surrounding terrace typologies, horizontal elements emphasized at first floor through change in materiality and third floor through subtle change in brick bonding.
 - Variation of window heights introduced to add a vertical hierarchy to the façade and reduce the perceived ‘warehouse’ typology.
 - Raised parapet of central bay with brick detailing to signify central ‘crown’ and to create variation to the parapet across the Harrington Square elevation.
 - Profile of top set back storey updated with central section forming a visual continuation of the celebrated central bay. Set back ‘wings’ either side.
 - Corner brickwork detail continuing up to top floor in reference to curved Hurdwick House balconies.

3.1.8. Since the amendments, a final informal workshop was undertaken with the Architects, Studio Power and the Design and Conservation Officers who welcomed the amendments to the design.

3.1.9. Although engagement occurred with officers and through the DRP process, a public consultation was also undertaken to discuss views from the local community and other identified stakeholders. Further details of this have been set out below.

Consultation emails to stakeholders

3.1.10. In order to inform local stakeholders of the proposals and plans to consult with local residents, emails were issued to the following identified stakeholders:

- Cllr Nasim Ali – LB Camden, Regents Park ward member
- Cllr Heather Johnson – LB Camden, Regents Park ward member
- Cllr Nadia Shah – LB Camden, Regents Park ward member
- Mornington District Association
- Mornington Area Action Group

Consultation leaflets to local residents

- 3.1.11. In order to inform the wider community of the proposals and plans for public consultation, a consultation leaflet was issued to 1534 residents and local businesses. The leaflet contained details of the proposals and an invitation to a public exhibition event. A copy of the leaflet is included in Appendix A.
- 3.1.12. The leaflet was issued to the following catchment area:



Image 2 – Letter distribution area

Public exhibition

- 3.1.13. A public exhibition was held on Tuesday 21st February 2023 between 4pm and 7pm at the Working Men's College, 44 Crowndale Road, London NW1 1TR.
- 3.1.14. At the exhibition, display boards outlined the redevelopment plans and members of the project team were on hand to speak with attendees and respond to questions. A picture of the boards displayed at the exhibition is included below and a copy of the full set is included in Appendix B.



- 3.1.15. The exhibition event was not as well attended as anticipated with only two local residents in attendance. The two residents lived in Hurdwick House so had a keen interest in the development proposals.

Consultation website

- 3.1.16. The consultation website www.harrington-square.co.uk was launched to provide an online platform to communicate the proposals. The website hosted details of the proposals and an online feedback form.

Consultation email

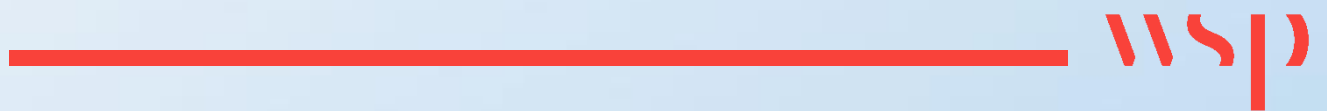
- 3.1.17. A dedicated consultation email address UKPlanningComment@wsp.com was advertised on the leaflet as a means for people to provide comments directly to the project team. One comment was received from one of the residents who attended the exhibition. The comment queried whether or not the development would offer a children's play area on site for existing and incoming residents, as well as queries on the scale of the new building and concerns of overlooking. The resident was able to discuss the points raised within the email with the project team at the exhibition.

4 CONCLUSION

- 4.1.1. The engagement programme undertaken has met the requirements of the national planning policies and the general principles set out in London Borough of Camden's Statement of Community Involvement (SCI).
- 4.1.2. To engage on the scheme, the development team delivered a pre-application engagement programme, which included engagement with identified local stakeholders, the local community, Camden's DRP and statutory consultees.
- 4.1.3. The main objective of the public consultation was to provide key stakeholders and residents with information on the updated proposals and provide an easy and convenient methods to provide feedback.
- 4.1.4. The project team ensured that as much of the local community were engaged in the proposals and were able to provide their comments.
- 4.1.5. The public event was not as well attended as anticipated and subsequently led to very little feedback from local neighbours and the wider community. It could be suggested that the development site being in a very central area with a large transient population, meant that the proposals did not attract as much interest at pre-application stage.
- 4.1.6. The feedback from the two DRP meetings and the three pre-application meetings and informal workshops have influenced the final scheme design with a number of changes made following the exhibition and the second DRP meeting. Details of this are set out in the Design and Access Statement, prepared by Studio Power, accompanying the planning application.

Appendix A

CONSULTATION LEAFLET



Proposals for land adjacent to Hurwick House INVITATION TO PUBLIC CONSULTATION

We would like to invite you to a drop-in session on our proposals for the redevelopment of land adjacent to Hurwick House, Harrington Square. Our proposals seek to develop part of the underused car park into a new high-quality development of 12 new homes. Details of the session is included below.

We are in the process of preparing a planning application to submit to London Borough of Camden and ahead of this, we would love to hear your thoughts on our proposals.

Contact us

If you have any questions ahead of the event, please contact us at:
UKPlanningComment@wsp.com

Website

You can also comment on our proposals or find out more information by visiting our website which will be live on 21st February:

www.harringtonsquare.co.uk

Come and See Us

Location: Working Men's College, 44 Crowndale Road, London NW1 1TR.

When: Tuesday 21st February
4pm - 7pm

We very much hope that you will be able to join us at our event. Members of the project team will be on hand to answer any questions you may have.



Appendix B

CONSULTATION BOARDS



1 PROJECT SUMMARY AND SITE LOCATION

The site is located within the Borough of Camden, in close proximity to Murrenpton Crescent Station and is approximately 0.05 hectare in size. The site is currently empty and is being used as a car park for Hurdwick House residents.

A row of terraced houses (commercial at ground level) adjacent to the northern boundary of the site, Hurdwick House, a post war four storey block of flats exists to the south of the site with Harrington Square Gardens opposite the western boundary of the site.

The site sits within Camden Town Conservation Area as indicated on the adjacent map.

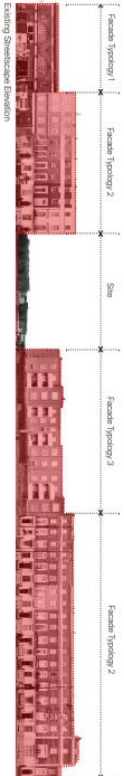
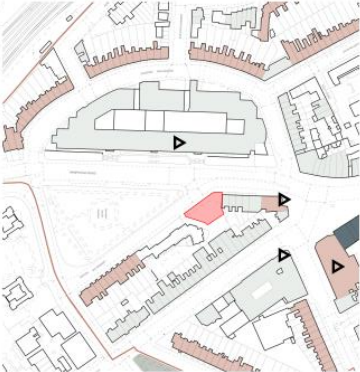
The Camden Conservation Area Management Plan takes positively about new development and investment into the area. It highlights the following key elements a new development must achieve:

- High quality design and execution is required (Page 40)
- Surrounding characteristics must be identified in the design including the formality and regularity of surrounding streets, building heights, materials and quality of surrounding buildings responding to the form and quality of surrounding buildings. Proposals must seek to enhance the conservation area (Page 41)

The proposal reflects and responds to both the historical layout of the site and the surrounding context of mid eight century terrace housing evident around the site.

The scheme does not seek to replicate these typologies but instead seeks to respond to the surrounding context by using similar materials, scale, the materiality and the decoration and seeks to reinterpret these elements in a contemporary and respectful way.

In reinterpreting the key design aspects, the proposal seeks to create a new, high quality family home development that will enhance the area as well as utilising an underused site and providing much needed high quality family homes.



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2 SITE HISTORY

Understanding the history of the site and retaining what previously existed in a contemporary way, has been a key driver for the concept of the proposal.

As the adjacent plan indicates, historically the uniform facade bay of Hudwick Place terraces continued around the corner and along Harrington Square, once adjoining to the existing row of listed terrace houses to the end of Harrington Square.

This uniformity of facade was destroyed following WW2 bomb damage. The site has stood empty since with Hudwick House constructed following the war adjacent to the site.

The scheme looks to reinstate the historic building use, mass and facade rhythm back onto the site.



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HISTORIC SITE PHOTOS



Historic surrounding street photos



Spencer Gore painting - Moynaston Crescent

3 CHARACTER AREA STUDY

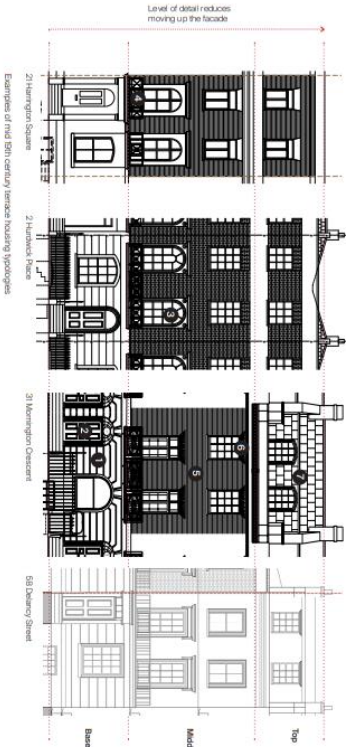
In order to aid the design process and to create a building that sits well in its context, a character area study was undertaken of Camden Town Conservation Area.

This aims to better understand the character of the conservation area, the existing patterns of the streets and to highlight key repeated detailing evident within the facades. A greater understanding of these characteristics allows for a proposal that harmonises with its surroundings, sits well in its context and enhances the character of the area.

Throughout the conservation area, there are numerous examples of fine mid 19th century terraced London houses. These are generally three storeys high and are constructed of red brick. The ground floors and entrances are celebrated with an increased level of decoration.

The key characteristics which are used to inform the proposal are listed below:

1. Unique treatment to ground floors
2. Clear and celebrated entrance
3. Greater level of decoration to ground and first floor windows
4. Black ironwork decorative metalwork
5. Generally white stucco base with buff stock brickwork above
6. Decoration reduces to upper floors
7. Different and varied facade treatment to the top floors



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Previous architectural elements.

Following a study of the site context and the terrace facade typologies, the following design principles were followed as part of the proposal:

- facade split horizontally into base, middle and top portions, each with different characteristics.
 - increased height to ground floor to align with neighbouring buildings and to help ground the proposal.
 - facade split into uniform vertical bays to reintroduce the historic facade pattern of the site.
 - introduction of a regular pattern of windows within the facade bays.
 - facade bays are defined by vertical lines, which use the horizontal and vertical elements and create a clear grid.
 - Opportunity for detailed window reveals and standards above openings in reference to traditional window detailing.
- Each element of the proposed facade makes reference to the historic facade typologies surrounding the site.



5 PROPOSAL

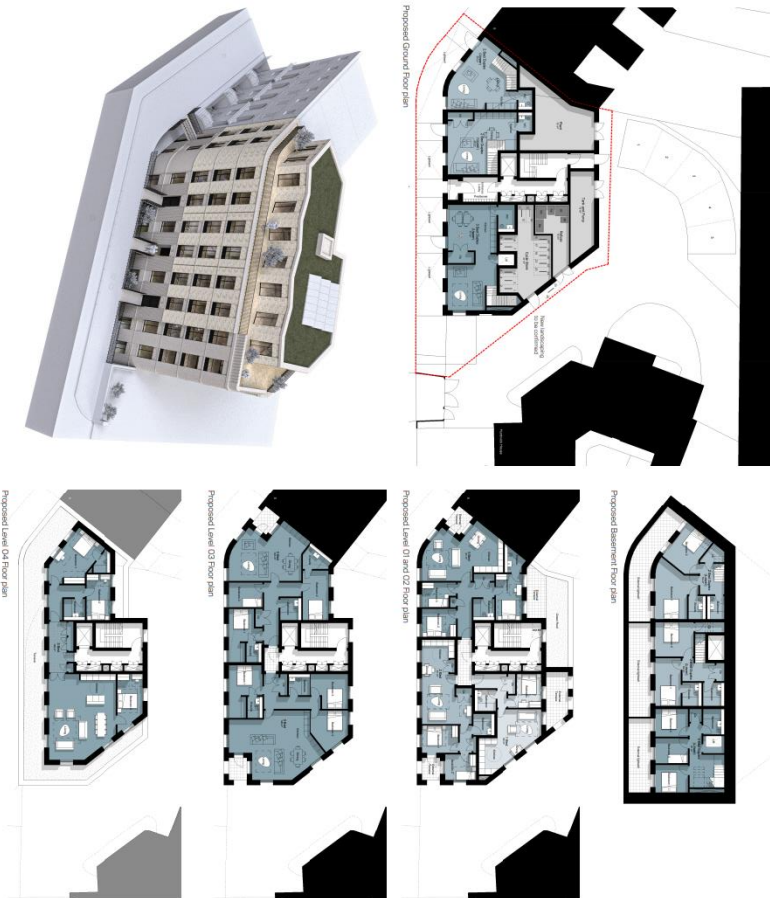
The proposed floor plans are shown opposite. The scheme looks to introduce the following mix of homes onto the site:

1 Bedroom Apartments:	2 (7%)
2 Bedroom Apartments:	2 (33%)
2 Bedroom Duplex Homes:	2
3 Bedroom Apartments:	5 (50%)
3 Bedroom Duplex Homes:	1

A total number of 12 new homes is proposed. In line with the London Plan, all homes will be to minimum space standards with 90% at a M4(2) level of accessibility and 10% at M4(3).

83% of the proposed homes will be dual aspect.

The duplex homes at ground floor will each have their own front door entrance directly off Harrington Square via bridge access. Large light wells provide lighting to the bedroom spaces below.





6 PROPOSAL

Both the front and rear parking level and proposed blocks align with the existing neighbouring blocks of Hurlock Place Terraces. The rear missing of the proposal is illustrated in the adjacent aerial image. Five car parking spaces will be retained for use of Hurlock House residents to the rear of the site. No hard boundary is proposed to the rear along the site boundary. Instead, soft landscaping will improve this area and outlook between the Hurlock House entrance and the proposal.

The missing to the rear steps back in places to add interest to the blocks as well as allowing areas of external terrace space and green loading.

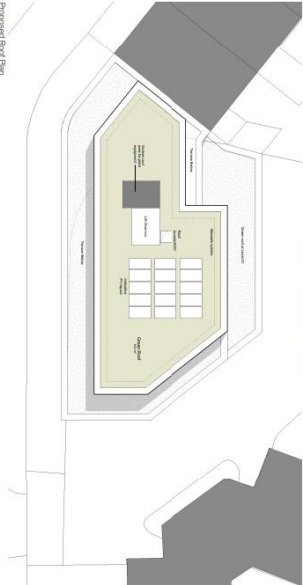
The current Hurlock House access location will be maintained and will become shared access for Hurlock House residents and residents of the proposal.



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8 SUSTAINABILITY

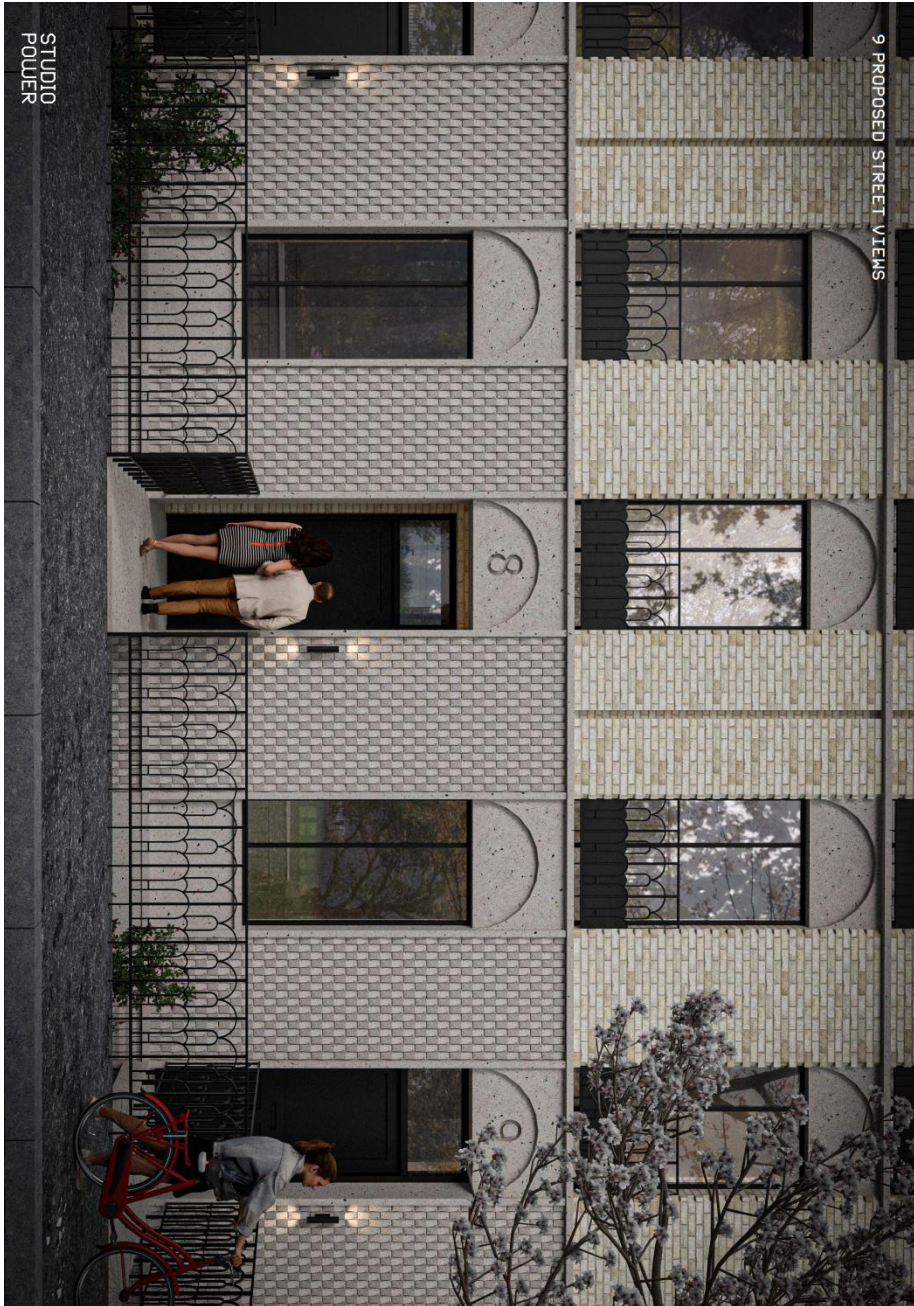
- The proposal will seek to achieve:
- 35% reduction over current Part L Building Regs in line with the London Plan
 - Use of low carbon technology air source heat pumps for heating and cooling
 - Thermally efficient materials specified within the facade
 - High quality materials with good longevity
 - Deep window reveals and parallel balustrades to aid solar shading
 - MVR for summer and winter ventilation
 - Biodiverse green roof/PVs



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