

17 York Way, Camden.

Statement of Community Involvement.

Prepared for Mendoza Ltd.

February 2023.

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1. Executive Summary

1.1 This Statement of Community Involvement (SCI) is submitted to support the Planning Application for the site at 17 York Way, Camden. It should be read in conjunction with the other documentation material submitted.

1.2 Engage Communicate Facilitate (ECF) were appointed by Mendoza Ltd to undertake a pre-application consultation programme as part of their plans to rejuvenate this prominent local site.

1.3 The project team, led by architects T2S Architecture Ltd, have designed proposals to renovate the existing public house on the ground floor and basement and redevelop above, to provide three floors of flatted accommodation (Class C3). More specifically, the proposals following public consultation include:

- A mixed-use development that is in line with the character of the local area.
- 210m² of public house floor space to be re-provided on the ground floor, facing the pavement, to create an active street frontage.
- Seven high-quality residential homes on the upper floors, benefitting from private amenity space and large window opening to allow daylight into the rooms.
- An additional fourth floor set back to reduce visibility from street level and optimise housing delivery.
- Renovation of the existing façade to improve the building's materiality and attractiveness on a prominent local corner. The materials and key details have been taken from historical and local references.

1.4 Taking place alongside pre-application discussions with Officers at Camden Council, the consultation has provided numerous ways in which residents, neighbours and stakeholders are given the opportunity to view and provide feedback on the proposals.

1.5 In accordance with Camden's Supplementary Planning Guidance on Pub uses, a Consultation & Engagement Strategy was produced and shared with LB Camden Officers to undertake a meaningful consultation that offered various means to participate.

1.6 A mail drop advertising the consultation process and dedicated survey was sent to nearly 4,000 residential and business addresses within 400 metres of the site. In addition, correspondence was sent to the local Camden Square ward councillors (LB Camden) and the neighbouring Caledonian ward (LB Islington) ward councillors informing them of the scheme and consultation process, with invitations to meetings, should they wish to discuss the proposals.

1.7 Residents were provided with a telephone number, email and postal address, through which they were able to communicate with the project team and feedback their survey responses.

1.8 The engagement website was live from Tuesday 17th January and will remain open throughout the post-submission process to update residents.

1.9 The feedback received has been largely positive. Respondents tended to welcome the principle of renovating the existing public house and redeveloping the adjoined accommodation. Respondents commented that they felt the designs would provide a positive contribution to the local area. Some residents expressed concern for the potential loss of the public house and queried whether the proposed façade would be in-keeping with nearby buildings. The feedback received has been collated and analysed by the project team and a series of alterations to the designs have been proposed in response to the feedback received, including:

- Further analysis of the window proportions and ceiling heights.

1. Executive Summary

- A design-led approach to provide a building more in keeping with the character of the area.

1.10 The project team has conducted a proportionate and representative consultation programme in support of a planning application for the redevelopment of the site.



Proposals presented at public consultation

CONTEXT

2. Context

Background – Project Team



T2S Architects Ltd

A London based architectural practice delivering high quality architecture which responds to its context in a sympathetic manner.

Centro Planning



A results-driven planning consultancy, delivering success on major development proposals across Greater London and beyond. Centro is proud of its record of bringing forward sustainable redevelopment in the Borough of Camden.

ECF



A specialist communications and engagement consultancy. We design and deliver bespoke communications and engagement campaigns that help bring our clients and the communities they work with, closer together.

Proposals

2.1 The proposals aim to reinvigorate the site, whilst retaining the existing public house (The Newmarket Ale House) on the ground floor, and redevelop the upper floors into seven new homes.

2.2 The plan for the site that was presented at public consultation was:

- Retention and renovation of 210m² of public house floorspace on the ground floor, facing onto the pavement.
- Redevelopment of the upper floors, with an additional fourth floor, to provide seven high-quality residential homes. The fourth floor is set back to reduce visibility from street level.
- Renovation of the existing façade to improve the building's materiality and attractiveness on a prominent local corner. Key details have been taken from historical and local references.

2.3 A key element to the approach is to make sure any design and materials used are high-quality, sensitive to neighbouring buildings and set a standard for future development in the local area for residents and the local community to enjoy.

ENGAGEMENT PRINCIPLES

3. Engagement Principles

3.1 The objective of the consultation programme was to meaningfully consult members of the local community on Mendoza Ltd's proposed scheme and to encourage feedback on the emerging proposals prior to the submission of a planning application to Camden Council.

3.2 ECF uses the International Association of Public Participation (IAP2) *Spectrum of Public Participation* as a guide when creating an engagement programme. The *Spectrum of Public Participation* suggests that the expectation and goals of an engagement programme should be clearly outlined. Given the scope of engagement, the objective of this campaign was to consult with the local community, which provided the following public participation goal and promise to the public:

- Goal: "To obtain public feedback on analysis, alternatives and/or decisions."
- Promise: "We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced decisions."

3.3 In accordance with Camden's Supplementary Planning Guidance on Pub uses, in advance of commencing the pre-application consultation process, a Consultation and Engagement Plan was produced and shared with LB Camden Officers. This included the scheme background and proposed activity to ensure the local community were given ample opportunity to participate in the process, if they wished.

3.4 Mendoza Ltd has undertaken a range of core activities that meet the requirements set out in Camden Council's planning guidance, as well as with national level planning policy, whilst also providing residents and key stakeholders with an opportunity to provide feedback on the proposals for the site.

Local Level

3.5 The Localism Act (2011) introduced the Duty to Co-operate, which requires planning authorities and other public bodies to actively engage and co-operate on strategic matters. Camden Council originally adopted its Statement of Community Involvement in 2006, to later be revised in 2011 to reflect changes in The Localism Act. Camden Council's Statement of Community Involvement (July 2016) with regard to pre-application consultation states:

"As part of pre-application discussions we expect the applicant / agent to agree the extent and type of pre-application consultation with us to make sure that the consultation process proposed is suitable. Whilst the consultation will be undertaken by the applicant Council officers will recommend suitable methods, such as Development Forums/Exhibitions. "

National Level

3.6. The Localism Act (2011) and the National Planning Policy Framework (NPPF, 2021) provide the legislative and national policy basis for the requirement to consult communities prior to the submission of a significant planning application. The requirements for pre-application consultation on significant planning applications are also outlined. Changes to the NPPF requirements for pre-application consultation is not expected as part of the ongoing consultation that is expected to end on 2 March 2023.

3.7 The up-to-date version of the NPPF, as published in July 2021, states the following in relation to pre-application engagement:

3. Engagement Principles

"132. Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests. Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot."

3.8 As recommended by Government guidance, the project team used a mixture of engagement tools to proactively engage with the local community and seek their views on the emerging proposals.

3.9 With the above considered, Mendoza Ltd has undertaken a consultation programme which has met local and national planning policy requirements, and delivered a programme which has provided sufficient opportunities for local residents, businesses and stakeholders to participate.

ENGAGEMENT

4. Engagement

Overview

4.1 The main public engagement period launched on 18th January 2023 and remained open until 10th February 2023, while the project website, email and telephone remain in use and will continue to run throughout the post submission period.

4.2 A mail drop and survey advertising the process and inviting feedback (see Appendix A) was sent to nearly 4,000 addresses, residential and business, within 400 metres of the site (see Appendix B).

4.3 The engagement and consultation process consisted of the following core elements:

- Establishment of a dedicated project engagement website (see Appendix C) hosting project material, the dedicated survey and other channels through which individuals could provide their feedback.
- Establishment of a project email address (17yorkway@engagecf.co.uk) and telephone number available to individuals to contact the project team.
- Correspondence sent to local political representatives informing them of the scheme and inviting them to meet with the project team, if they wished.

Key data points

4.4 Below are some key data points derived from the consultation process between launch and close of the main public engagement period:

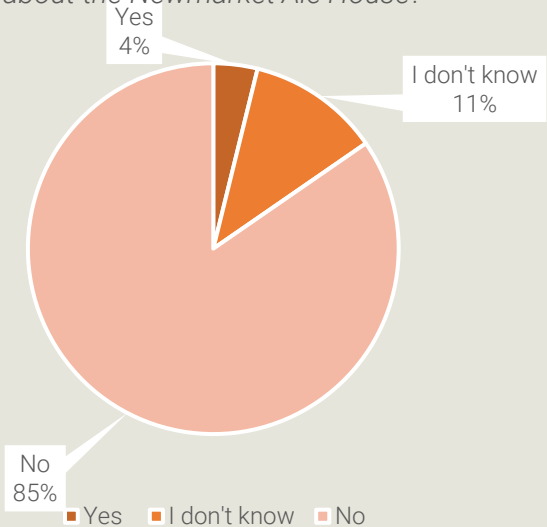
- Completed individual surveys – 26
- Corresponded with the project team via email or telephone – 4

- Overall visits to the consultation website - 65+ individual visitors to the project website.

Quantitative feedback

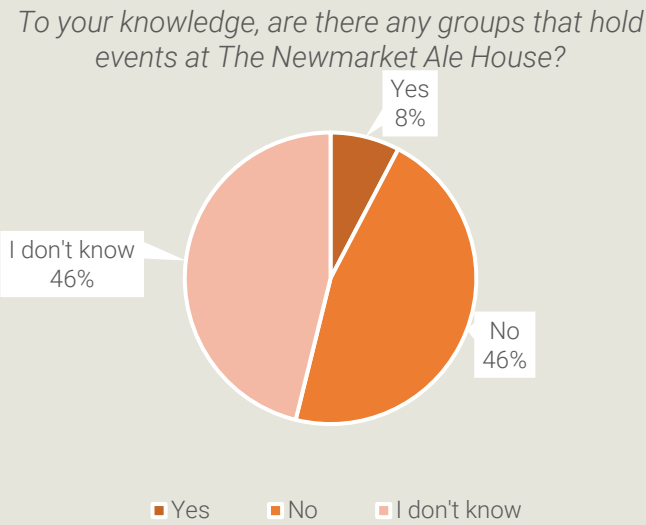
4.5 The feedback provided through the dedicated survey offered both the opportunity for quantitative and qualitative feedback. Four quantitative feedback questions were asked and 26 responses were received with the following outcomes.

Have you or people you know ever stayed in the rooms about the Newmarket Ale House?

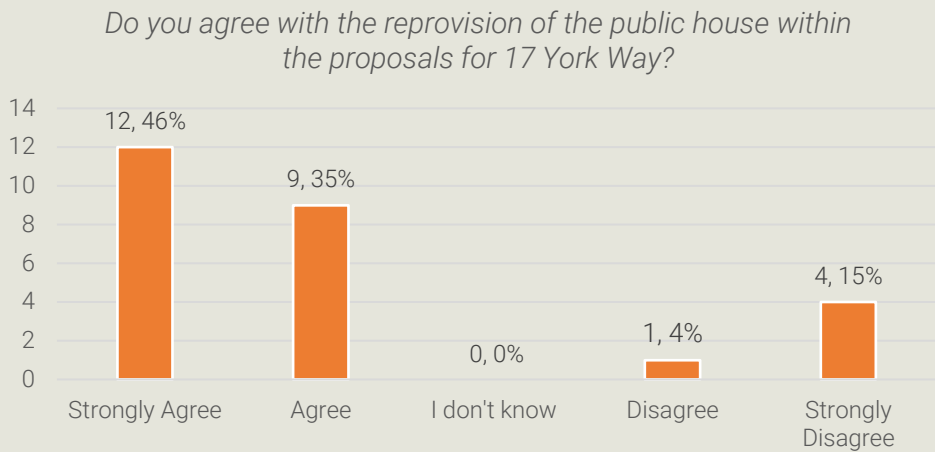


4. Engagement

4.6 In response to the question, “Have you or people you know stayed in the rooms above The Newmarket Ale House”, 85% of respondents said ‘No’. Only 4% of respondents answered ‘Yes’, they or someone they know have stayed in the rooms at The Newmarket Ale House.



4.7 When asked the question, “To your knowledge, are there any groups that hold events at The Newmarket Ale House?”, respondents similarly either said ‘No’ or ‘I don’t know’. A small minority of respondents stated that they are aware of groups who hold events at The Newmarket Ale House. A subsequent question asked respondents who said ‘Yes’ to either of the prior questions to provide further details - this will be discussed in the next section.

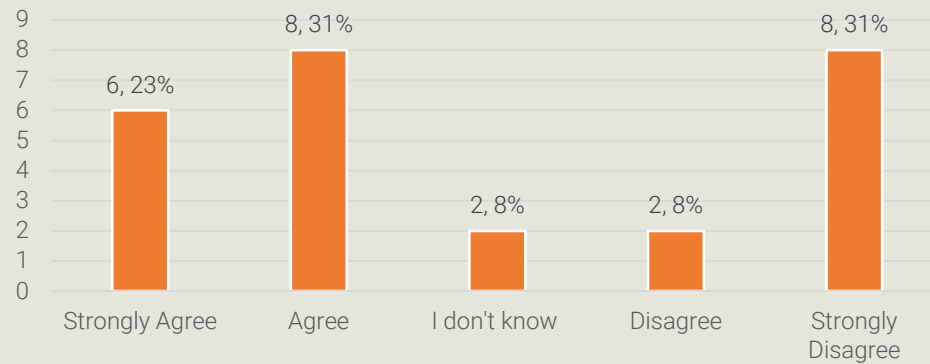


4.8 Respondents were then asked to what extent they agreed with the reprovision of the public house within the proposals for 17 York Way and overall received a positive response. A majority of respondents (81%) said they either Strongly Agreed (46%) or Agreed (35%) with the plans to re-provide the public house within the proposals.

4.9 Responses to the qualitative question suggest that respondents did so on the grounds of supporting the retention of the public house within the plans and a hope that the redevelopment will rejuvenate York Way and support a successful business.

4. Engagement

To what extent do you think these proposals fit in with the local area?



4.10 A mixed response was received to the question, *"To what extent do you think these proposals fit in with the local area?"*. 54% of respondents answered that they either 'Strongly Agree' or 'Agree' with the statement, while 39% stated they either 'Disagree' or 'Strongly Disagree'.

4.11 Analysis of the qualitative responses indicates that those who said they 'Strongly Disagree' tended to believe that the proposed designs were not in keeping with the surrounding area and stated overall concern that the existing building character would be lost through renovation, including the lowering of the ground floor ceiling.

4. Engagement

Qualitative feedback

4.8 The dedicated survey, email address and telephone provided the opportunity to submit qualitative feedback on the emerging proposals. In total 24 individual pieces of qualitative feedback were received as part of the public consultation process. The comments that were raised have been collated and analysed, and the following key themes have been found:

Key theme	Detail
Design & Character	<p>Mixed views were received regarding the proposed designs for 17 York Way. 29% of respondents stated that they liked the designs and 25% thought the proposals would rejuvenate the corner and be a true asset to the local area. One respondent offered the following comment: <i>"The proposed designs look great and can't wait till another part of York Way is being rejuvenated. Well done."</i></p> <p>Correspondingly, some respondents (29%) felt the current design is out of keeping with the local area and suggest the dark green render will be too <i>"dominating"</i> on this corner. Further commentary suggested using a lighter colour or <i>"buff coloured brickwork"</i> to be more in keeping. Some respondents (8%) commented that they felt the public house ceiling had been reduced and is likewise no longer in keeping with the surrounding buildings.</p>
The Newmarket Ale House	<p>Four individuals (15%) provided a response which asked respondents to provide further details if they or someone they knew had stayed in The Newmarket Ale House rooms or used their facilities. One of the respondents commented that they had family that used the rooms when visiting, whilst two respondents stated they were aware there were rooms and feel there is a lack of short-term accommodation in the area.</p> <p>When respondents were asked if they had any further comments on the proposals, 21% said they were pleased to see the pub retained as part of the proposals and looked forward to revisiting the public house once it was reopened. One individual offered the following comment: <i>"I would really welcome a facelift for the building which will also enhance the look of the surrounding area. I would also like to see the pub attracting more business as a result- which it deserves."</i></p>
Provision of new residential homes	<p>Respondents were again mixed with regards to the provision of new residential homes. Three respondents (13%) stated that they felt new residential homes were not needed locally, whilst one respondent (4%) shared that they felt it was important to provide new homes. One further respondent (4%) stated that they would like to see more social and affordable housing in the area and another suggested the space could be used as affordable workspace.</p>
Overlooking & Sunlight	<p>Several residents (13%) expressed concerns about overlooking and impact on sunlight to other residences. One respondent commented the following: <i>"Filling in of space at high level next to Grove Tires would block view and rights of light to existing windows."</i></p>

STAKEHOLDER ENGAGEMENT

5. Stakeholder Engagement

Overview

5.1 During the process of producing the Consultation & Engagement Strategy, a political stakeholder mapping exercise was undertaken to identify the key stakeholders who may have an interest in the project. These individuals were duly made aware of the emerging proposals and invited to participate in the consultation programme.

- Camden Square ward councillors: Cllr Abdi-Wali & Cllr Beales
- Caledonian ward councillors: Cllr Convery, Cllr Hyde & Cllr O'Halloran

5.2 Each of these stakeholders received an invitation to meet with the project team in advance of the launch of the consultation process. No response from the councillors was received in response to this invitation.

RESPONSE TO FEEDBACK

6. Response to Feedback

Overview

6.1 This section details the changes that have been made to the proposals for 17 York Way in response to the feedback received through the public consultation, and also responds directly to the key issues that have been raised.

Scheme changes

6.2 As a result of the feedback received, the project team has made the following changes to the scheme that was displayed to the public during consultation:

- Further analysis of window proportions and ceiling heights.
- A design-led approach to provide a building more in keeping with the character of the area than the existing building.

6.3 These changes directly address the feedback received during the public consultation process.

6. Response to Feedback

Key issue responses

6.4 The table below outlines the responses to the key issues that were received during the public consultation process:

Issue raised	Response
Design & Character	The existing building presents as a 20 th century renovation which is out of keeping with the period and character of the overall conservation area. The proposed design will be much more in keeping with the period and character of the area and will provide much-needed new homes.
Provision of new residential homes	The provision of new homes is a fundamental aim of the Housing Camden Planning Guidance (CPG) (January 2021) and the GLA Housing SPG (March 2016, updated August 2017). Essentially, the site is sustainably located in an area with an identified aim for building new houses and these proposals aim to meet the ambitions of this guidance.
Overlooking & Sunlight	Overlooking between residential units will not occur to any material degree. Daylight and sunlight will be tested by a qualified surveyor once the design approach is confirmed.

6.5 These responses should be read in conjunction with the relevant technical reports that have been submitted as part of the Planning Application.

CONCLUSION

7. Conclusion

7.1 Mendoza Ltd has undertaken a comprehensive and proportionate engagement programme of pre-application consultation in respect of the Planning Application for the refurbishment and redevelopment of the site at 17 York Way, Camden.

7.2 The project team has provided multiple opportunities for engagement and was able to gather insightful feedback from residents and stakeholders. The points and issues raised have been addressed as part of this Statement of Community Involvement.

7.3 Mendoza Ltd remain committed to communicating with the local community and stakeholders as the proposals progress through the remaining stages of the planning process.



Proposals presented at public consultation

APPENDICES

Appendix A: Mail drop & dedicated survey sent to the community

The future of
17 York Way,
Camden, N7 9QG



CGI Image of Proposals

HAVE YOUR SAY

Dear resident,

The site owner, Mendoza Ltd, are pleased to invite you to have your say on the emerging proposals for the site at 17 York Way, Camden N7 9QG.

The ambition is to reinvigorate the site, whilst retaining the existing public house (The Newmarket Ale House) on the ground floor. High quality residential homes will be provided on the upper floors, as well as an additional fourth floor. T2S Architecture, has designed the proposal to better respond to the buildings in the surrounding area (as seen above). The proposals also include a facade that will enhance the building's contribution to the historic character of the area, with key details taken from historical and local references.

We are keen to show you our plans for both the public house and upper floors and would

welcome your feedback on our proposals and how you currently use The Newmarket Ale House.

How to get involved:

-  Fill in the short survey overleaf and send back to us either via email or post (details overleaf)
-  Visit our website 17yorkway.com and have your say
-  Email us at 17yorkway@engagecf.co.uk
-  Call us on 07542 016586

The consultation period ends on Friday 10th February 2023, please ensure your feedback is received by this date.

Public consultation 

Get involved
Complete the survey

This survey has been designed to provide feedback on the proposals. The comments and feedback that are received will be used to inform and shape the proposals.

Please provide your personal information below if you would like to be kept up-to-date with news about the project.

Your information will not be used or passed onto another third party for marketing purposes. ECF will process personal information fairly and transparently, as required by data protection law, including the General Data Protection Regulations (GDPR). Your information will be used only for the purposes of this project.

Name

Email

Postcode

Have you or people you know stayed in the rooms above The Newmarket Ale House? ☐ Yes ☐ Don't know

☐ No

To your knowledge, are there any groups that hold events at The Newmarket Ale House? ☐ Yes ☐ Don't know

☐ No

If yes to either question above, can you provide details:

Do you agree with the reversion of the public house within the proposals for 17 York Way?

☐ Strongly agree ☐ Agree ☐ Don't know ☐ Disagree ☐ Strongly disagree


To what extent do you think these proposals fit in with the local area?

☐ Strongly agree ☐ Agree ☐ Don't know ☐ Disagree ☐ Strongly disagree

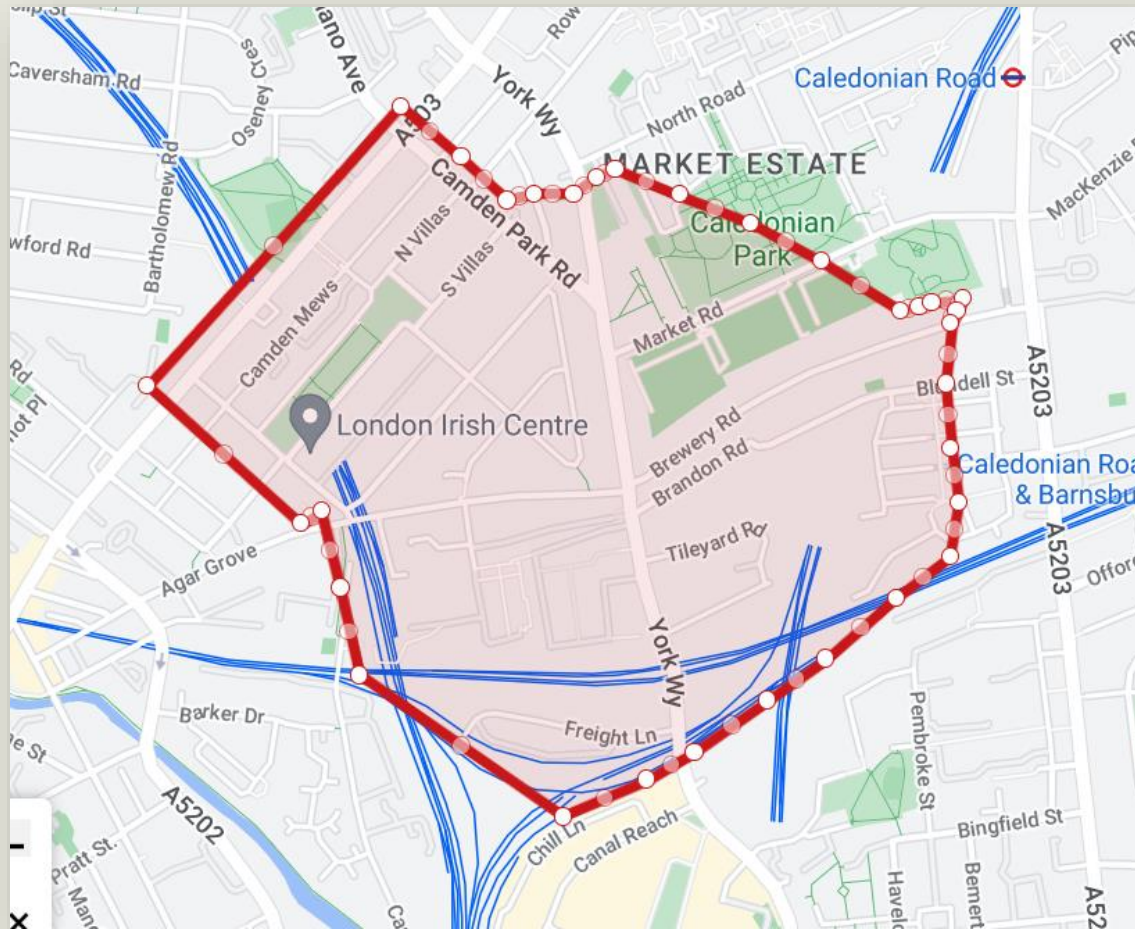
Do you have any other comments on the proposals?

Please send this document back to us by:

- Scanning or photographing the document and sending it to 17yorkway@engagecf.co.uk
- Posting it to 17 York Way Project Team, ECF, 418 Print Rooms, 164-180 Union Street, London, SE1 0LH.

Public consultation 

Appendix B: Mail drop zone



Appendix C: Project Website

Welcome to the consultation website for

THE FUTURE OF 17 YORK WAY

Camden N7 9QG



ABOUT

Mendoza Ltd is exploring proposals to redevelop the site at 17 York Way, Camden N7 9QG to bring forward a mixed-use development that rejuvenates this prominent local site.

As part of the ambition to reinvigorate the site, we have appointed a highly qualified team, led by T2S Architecture Ltd, to explore the opportunities and develop the design.

The site is currently in use as a public house with ancillary visitor accommodation above. The intention is to reinvigorate the site, whilst retaining the existing public house (The Newmarket Ale House) on the ground floor, and redevelop the upper floors into circa seven new homes. The exterior of the building would also be redesigned to better accord with the historic character of the area.

We are keen to show our plans and find out what the community thinks about the emerging proposals.

THE SITE

The site is at 17 York Way, Camden N7 9QG, located between Market Estate and Camden Town within the London Borough of Camden. The site is currently occupied by The Newmarket Ale House, which sees a public house on the ground floor with hotel rooms on the floors above.

The area surrounding the site is composed of a mixture of shops, converted flats, terraced houses, purpose-built flats and other commercial uses. The site is located within the boundary area of the Camden Square Conservation Area.

The site benefits from good transport links, including Caledonian Road tube station, Caledonian Road & Barnsbury Overground station and Camden Road Overground station – all located less than 1 mile from the site.



Site marked by the red line

Appendix C: Project Website

Site marked by the red line

THE TEAM



T2S ARCHITECTURE LTD

T2S Architects Ltd
A London based architectural practice delivering high quality architecture which responds to its context in a sympathetic manner.



CENTRO

Centro Planning
A results-driven planning consultancy, delivering success on major development proposals across Greater London and beyond. Centro is proud of its record of bringing forward sustainable redevelopment in the Borough of Camden.



ecf

ECF
A specialist communications and engagement consultancy. We design and deliver bespoke communications and engagement campaigns that help bring our clients and the communities they work with, closer together.

OPPORTUNITIES

- 1

To renovate the existing Newmarket Ale House for the community to enjoy.
- 2

To provide new residential homes in a sustainable location.
- 3

To enhance the building's contribution to the historic character of the area.
- 4

To connect the commercial and residential buildings along Agar Grove.

PROPOSALS

Mendoza Ltd, in collaboration with T2S Architects, have been considering options for the site and are proud to present the emerging proposals:



A mixed-use development is in keeping with the character of the local area.



Around seven high-quality residential homes on the upper floors, benefitting from private amenity space and large window opening to allow daylight into the rooms.



210m² of public house floorspace to be re-provided on the ground floor creating an active street frontage and enhancing an existing community amenity.



Renovation of the existing façade to improve the building's materiality and attractiveness on a prominent local corner. Key details have been taken from historical and local references.



An additional fourth floor to optimise housing delivery. This floor is set back to reduce visibility from street level.



Appendix C: Project Website

HAVE YOUR SAY

We are pleased to invite you to have your say on the emerging proposals for the site at 17 York Way, Camden N7 9QG. This feedback form has been designed so you can provide your feedback on the proposals.

The consultation period ends on Friday 10th February 2023, please ensure your feedback is received by this date.

The comments we receive through these feedback forms will be reported on as part of the Statement of Community Involvement (SCI) that will be submitted with the planning application to Camden Council. We will not use any of the personal data, such as your name, email or postcode, in the SCI. We will report on the relationship of participants to the site, but not at an individual level. Your information will not be used or passed onto another third party for marketing purposes. ECF will process personal information fairly and transparently, as required by data protection law, including the General Data Protection Regulations (GDPR).

Full name

Post Code

Email *

Phone

Have you or people you know ever stayed in the rooms above the Newmarket Ale House?

☐ Yes ☐ No ☐ I don't know

To your knowledge, are there any groups that hold events at the Newmarket Ale House?

☐ Yes ☐ No ☐ I don't know

If yes to either question above, can you provide details:

Do you agree with the reversion of the public house within the proposals for 17 York Way?

☐ Strongly Agree ☐ Agree ☐ I don't know ☐ Disagree ☐ Strongly Disagree

To what extent do you think these proposals fit in with the local area?

☐ Strongly Agree ☐ Agree ☐ I don't know ☐ Disagree ☐ Strongly Disagree

To your knowledge, are there any groups that hold events at the Newmarket Ale House?

☐ Yes ☐ No ☐ I don't know

If yes to either question above, can you provide details:

Do you agree with the reversion of the public house within the proposals for 17 York Way?

☐ Strongly Agree ☐ Agree ☐ I don't know ☐ Disagree ☐ Strongly Disagree

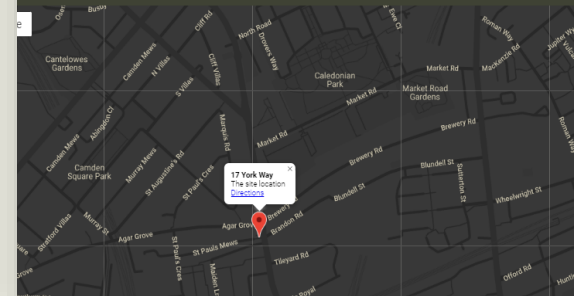
To what extent do you think these proposals fit in with the local area?

☐ Strongly Agree ☐ Agree ☐ I don't know ☐ Disagree ☐ Strongly Disagree


Please provide your feedback on the proposals, using the box:

Submit

CONTACT US



How to get in touch:

 17yorkway@engagecf.co.uk

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418, The Print Rooms, 164 - 180
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engage.
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facilitate.

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