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Statement of Community Involvement Fitzjohn's Avenue Prepared for 39 Fitzjohns Avenue Ltd

January 2024

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1. Executive summary.

1.1 Introduction

1.1.1 This Statement of Community Involvement (SCI) has been prepared by Cavendish Consulting on behalf of 39 Fitzjohns Avenue Ltd (hereafter referred to as 'the Applicant'), to accompany an outline planning application for proposals for the development of Land Adjacent to 46 Maresfield Gardens and 39a Fitzjohns Avenue (hereafter referred to as 'the Site'), which is located in Hampstead, Camden, London.

1.1.2 A planning application is being submitted to the London Borough of Camden. This report provides details of the programme of community engagement undertaken by the Applicant in relation to the proposed development of the Site.

The Applicant is bringing forward an application for the Site for the following description of development:

Substantial demolition and redevelopment of 39a Fitzjohns Avenue and the development of Land at Maresfield Gardens to provide residential (Class C3) accommodation, alongside hard and soft landscaping works, boundary treatment works, and other associated works.

1.1.3 A thorough consultation strategy was developed to facilitate constructive engagement with the local community and provide local stakeholders with multiple opportunities to view and give feedback on the proposals as they evolved.

1.1.4 The overarching objectives of the consultation process were to:

- Understand the local identity of the area surrounding the Site
- Raise awareness of the project and the Site's development
- Introduce the Applicant to local residents and a range of stakeholders, organisations, politicians and members of the community
- Explain the objectives behind the proposals and how they would benefit the local area, illustrating the updates and progression of the proposals as they develop over time
- Facilitate a programme of engagement that offers a variety of ways for the local community to get involved in the development process and learn about the emerging proposals
- Gather feedback, analyse and understand the views of the local community
- Engage with key local stakeholders to gather their feedback on the proposals as they develop
- Provide updates on the proposals throughout the planning process
- Work closely with the London Borough of Camden to ensure key officers and councillors are made aware of the proposed development, key consultation activities and outcomes

1.1.5 This report documents the activities, findings and outcomes derived from the consultation process, and details how the Applicant has responded to community feedback and incorporated local views into the proposals.

1.2 Summary

- 1.2.1 The Applicant devised an engagement plan to consult as widely as possible with the local community, taking the form of an in-person and virtual consultation in July 2023 to present the plans and understand what residents would like to see brought forward on the site.
- 1.2.2 The early stages of the engagement process focused on gaining an understanding of the identity of the local area. Extensive research was undertaken to compile a comprehensive list of relevant stakeholders with whom the Applicant would engage throughout the consultation process. Early engagement then took place with several key stakeholders to introduce them to the proposals and principle of development in this location and gather their initial feedback.
- 1.2.3 Throughout this period of consultation, two stakeholder meeting were held, which involved the project team taking ward Councillor Matthew Kirk on a tour of the Site and visiting the site with the Netherhall Neighbourhood Association and neighbouring Hampstead Town ward Councillor Linda Chung.
- 1.2.4 Two in-person public exhibitions were held on 13 and 15 July 2023. To advertise the events as widely as possible, invitation flyers were delivered on 5 July 2023 to **1,541 local households and businesses**. Local political and community stakeholders were sent emails notifying them of the consultation launch and events.
- 1.2.5 The exhibition was accompanied by a survey which was used to gather feedback on the local community's priorities and collect their ideas on how the development could begin to respond to local needs. In total, the consultation website was viewed by visitors **141 times** during the consultation period. **17 individuals** attended the exhibition across both dates. Members of the project team were on hand during all sessions to meet with attendees and respond to queries.
- 1.2.6 **Consultation website (Appendix A):** The Applicant created a consultation website that was central to engagement with the community. The website featured an introduction to and full overview of the proposals, a feedback page, and information on how to contact the project team. The website can be found here: www.fitzjohnsavenue-consultation.co.uk.
- 1.2.7 **Invite flyer (Appendix B):** An A5 invitation was posted to a total of 1,541 residential and business addresses surrounding the site for all the consultation events. This contained information on the consultation, including the date, venue and the various ways residents could learn more and provide their feedback, in person and virtually. The distribution area can be seen in Appendix C.
- 1.2.8 **Feedback form (Appendix F):** The feedback forms were simple and easy to access on the website and gave the opportunity for the community to document their thoughts directly to the project team. Paper copies of the feedback forms were available at the public exhibition events and could also be requested by contacting the project team.
- 1.2.9 **Information line and email:** For those who did not want to use the website or wanted more direct contact, a phone number and email address were made available to directly contact members of the project team. This facilitated feedback being provided by the community as well as an opportunity to have questions answered. During the consultation, one piece of feedback was received via email.
- 1.2.10 Five pieces of feedback was submitted to the consultation. Three of these were received via the online feedback form and one via hard copy feedback form. One piece of feedback was also submitted via email.
- 1.2.11 Respondents who submitted supportive comments liked the environmental and sustainable measures and the landscape-led approach to the proposals. The key concerns raised by attendees were that the Site does not need to be developed, that it would lead to a loss of green open space

and habitats and would put a strain on local services with additional residents in the area. More details of the findings of the consultation activity can be found further on in this report.

2. The Site and local context.

2.1 Site context

- 2.1.1 The Site is located within the London Borough of Camden ward of Belsize. The submitted application seeks to create 29 residential units in a mix of sizes at the Land Adjacent to 46 Maresfield Gardens site, in addition to four large family sized townhouses at 39a Fitzjohns Avenue, and new fully landscaped outdoor amenity space.
- 2.1.2 The proposals for the development on Fitzjohn's Avenue will meet ever growing demand for homes in London and assist with the realisation of Camden Council and GLA targets on home delivery.
- 2.1.3 The location of the Site will support nearby shops, cafes, and restaurants by bringing new residents to Hampstead. The building will be in keeping with the character of the area, aligning with neighbouring buildings through the use of complementary design principles and a similar colour palette.
- 2.1.4 The submitted proposals seek planning permission for the:

Substantial demolition and redevelopment of 39a Fitzjohns Avenue and the development of Land at Maresfield Gardens to provide residential (Class C3) accommodation, alongside hard and soft landscaping works, boundary treatment works, and other associated works.

2.2 Policy context

- 2.2.1 The Applicant has complied with the Government's National Planning Policy Framework (NPPF) (2023) which states that "early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties." The NPPF also highlights that "good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community."
- 2.2.2 Camden Council last published its Statement of Community Involvement (SCI) in 2016, which makes the following recommendations in relation to consultation surrounding developments:
- "Pre-application consultation provides an opportunity for neighbours, local communities and stakeholders to discuss any proposals with the applicant so any issues can be raised directly with the applicant and influence their proposals."
 - "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."

- 2.2.3 The Applicant sought to incorporate these points into its engagement programme. Government guidance and the Council's SCI encourages pre-application discussions and community involvement at an early stage in the design process.
- 2.2.4 The Applicant has adhered to the guidance provided by the Council and has delivered a comprehensive consultation which has sought to engage with a wide variety of potential stakeholders.

2.3 Development team

- 2.3.1 The project team is led by 39 Fitzjohns Avenue Ltd ("the Applicant") which is a privately-owned development company which specialises in progressive, sustainable approaches to the delivery of much-needed housing across London. The team also includes of Sergison Bates as the architect, BuroFour as the project managers, Bowles & Wyer as landscape architects, Qoda as sustainability consultants and Montagu Evans as the planning, heritage and townscape consultants.
- 2.3.2 To assist with the community consultation and communications around the project, the Applicant appointed Cavendish Consulting, a specialist communications consultancy, to form part of its project team for the proposed development. Cavendish has produced this report to clearly and concisely outline the process followed and the feedback received.

3. Community engagement.

3.1 Consultation objectives

3.1.1 The overarching aims and objectives of the consultation process were as follows:

- Understand the local identity of the area surrounding the Site
- Raise awareness of the project and the Site's development
- Introduce the Applicant to local residents and a range of stakeholders, organisations, politicians and members of the community
- Explain the objectives behind the proposals and how they would benefit the local area, illustrating the updates and progression of the proposals as they develop over time
- Facilitate a programme of engagement that offers a variety of ways for the local community to get involved in the development process and learn about the emerging proposals
- Gather feedback, analyse and understand the views of the local community
- Engage with key local stakeholders to gather their feedback on the proposals as they develop
- Provide updates on the proposals throughout the planning process
- Work closely with Camden Council to ensure key officers and councillors are made aware of the proposed development, key consultation activities and outcomes

3.1.2 The Applicant held the public consultation events for the Site on 13 and 15 July 2023 to share the proposals for submission and invite the public to have their say. These events were supported by a consultation website which could be viewed at any time online.

3.2 Consultation process

3.2.1 Ward councillors, community and business groups were sent personal invites to meet with the project team and information on the proposals and community engagement.

3.2.2 Engagement took place with a number of key stakeholders to understand how they felt the development could begin to respond to the needs of the local community. Throughout this period of consultation, one meeting was held, which involved the project team taking ward Councillor Matthew Kirk on a tour of the Site.

3.2.3 Following this, the project team engaged with the Netherhall Neighbourhood Association via email, who attended the public consultation, and carried out a site visit with representatives of the group and neighbouring ward Councillor for Hampstead Town Councillor Linda Chung.

3.2.4 Below are the stakeholders identified during the consultation process who were invited to participate in the consultation activity:

Community groups and residents' associations

- The Belsize Society
- Hampstead Hill Gardens Residents Association
- Cresta House Residents Association

- Lymington Road Residents Association
- Netherhall Neighbourhood Association
- Fitzjohn Avenue Residents Association
- Heath and Hampstead Society

Educational establishments

- St Mary's School
- Southbank International School Hampstead Campus
- Lakefield Hospitality College
- Netherhall College
- North Bridge House Nursery

Political representatives

- Councillor Danny Beales
- Councillor Judy Dixey
- Councillor Matthew Kirk
- Councillor Tom Simon

Table of all meetings held with political and community stakeholders

DATE	FORMAT	DETAILS
7 July 2023	Site tour with Councillor Matthew Kirk	The project team invited Cllr Kirk to visit the site and discuss the proposals.
19 October 2023	Site visit with the Netherhall Neighbourhood Association and neighbouring ward Councillor Linda Chung	Following engagement with the Netherhall Neighbourhood Association at the consultation event and over email, a site visit was arranged with the project team, representatives from the Association and Councillor Linda Chung.

Further stakeholder engagements have been outlined below:

STAKEHOLDER CORRESPONDENCE
Cllr Judy Dixey – Email
Cllr Matthew Kirk – Email and site visit
Cllr Danny Beales – Email
Netherhall Neighbourhood Association and Councillor Linda Chung – Email and site visit
2 Groups attended the consultation in person (Netherhall Neighbourhood Association and Heath and Hampstead Society)
4 local resident emails received

3.3 Consultation website

- 3.3.1 The dedicated consultation website (Appendix A) was central to the Applicant's engagement with the community. The website featured an introduction to the proposals and the project team, detailed information on each facet of the proposals, a feedback page and information on how to contact the project team. The website can be found here: www.fitzjohnsavenue-consultation.co.uk.
- 3.3.2 The information on the website covered the following key topics and mirrored the information presented at the in-person exhibitions:
- Welcome
 - The Site
 - Our Proposals
 - Building Architecture and Design
 - Accessibility and Sustainability Measures
 - Landscaping and Biodiversity
 - Character Areas
 - Thanks and Next Steps
- 3.3.3 These sections allowed users of the website to explore the virtual consultation at their own pace and navigate to their areas of their interest. The website also featured a virtual feedback form and contact information for website users to directly contact the project team.
- 3.3.4 **In total, the online consultation was viewed 141 times during the consultation period.**
- 3.3.5 **Three responses were received via the digital feedback form provided.**

3.4 Invitation flyer

- 3.4.1 The consultation was promoted via an A5 flyer (Appendix C) and included information about the consultation website. The flyer was posted to 1,541 residential and business addresses across Hampstead on 5 July 2023 to advertise the consultation. The distribution area can be found in Appendix D.
- 3.4.2 The invite introduced the proposals and provided information on how to access the project website and contact the project team. The flyer included details regarding:
- Date, time, and location of consultation
 - The proposals
 - The Applicant
 - Invitation to an in-person exhibition event
 - Information on the online exhibition and feedback
 - Contact information
 - Website details

3.5 In-person exhibition events

- 3.5.1 Two drop-in public exhibition events were held at St Thomas More Church, Maresfield Gardens, London NW3 5SU, 2-8pm. **17 people attended over these two sessions. A breakdown of attendance figures has been outlined in the table below:**

ATTENDEES AT IN-PERSON EVENTS	NUMBER
Thursday 13 July	15
Saturday 15 July	2
TOTAL	17

3.6 Feedback form

- 3.6.1 A feedback form allowing residents to share their views on the proposals was available at the in-person consultation events and published online via the consultation website. Those without access to the internet were also able to request a paper copy of the feedback form to be sent to their home address.
- 3.6.2 The form asked five questions covering a variety of different aspects of the proposals with a mixture of question formats, including multiple-choice and open-ended questions. The feedback obtained from the forms is shown in the next chapter.
- 3.6.3 Both the online and print feedback form were identical in content and design.

3.7 Pre-paid post, email address and 0800 freephone

- 3.7.1 During the consultation, access to a freephone telephone enquiry line was offered to those who wished to find out more about the proposals or to register their comments via the telephone.
- 3.7.2 The telephone number used was in operation Monday-Friday between the hours of 9:00 am and 5:30 pm. Outside of these hours a voicemail facility was available for messages to be left.
- 3.7.3 An email address (FitzjohnsAvenue@cavendishconsulting.co.uk) was made available for residents to contact the project team and submit queries. One email was received containing feedback. These were monitored and replied to in coordination with the Applicant.
- 3.7.4 A pre-paid envelope was available at the public exhibitions, allowing feedback forms to be posted back free of charge.

4. Review of comments.

4.1 Overall feedback received

4.1.1 A deadline of 30 July 2023 was set for feedback submissions. This feedback analysis reviews all feedback received up to this date.

4.1.2 During the consultation period, the Applicant received five feedback responses, comprising three online feedback submissions, one physical feedback form, and one email containing responses. This is outlined in the table below:

FEEDBACK RECEIVED (MEDIUM)	NUMBER
Online	3
Physical feedback form	1
TOTAL	4

4.1.3 There was support for the environmental and sustainable measures, and for the landscape-led approach to the proposals.

4.1.4 The key concern raised was centred around believing that the Site does not need to be developed, that it would lead to a loss of open space and habitats, and would put a strain on local services with additional residents in the area.

4.1.5 The analysis will be divided into individual sections in order to address the specific questions asked via the online and physical feedback form. As emails received were not in direct response to the questions on the feedback form, they have been analysed separately.

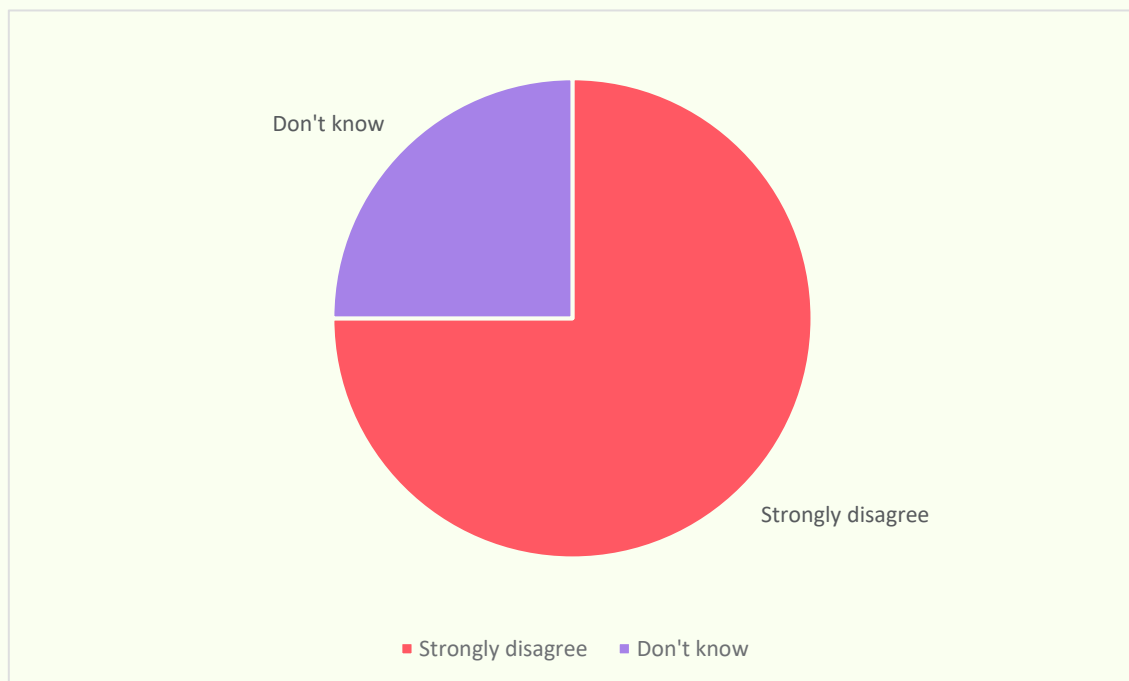
4.1.6 Below is a top-line breakdown of all comments received from the combined three online and one physical feedback forms received concerning the proposals.

4.2 Feedback analysis (digital and physical forms)

4.2.1 The below analysis, charts and tables illustrate the feedback received via the online and physical feedback forms which were hosted on the consultation website and available at the in-person events to complete at the event or be mailed in via the provided freepost envelopes.

Q1. We are proposing a carefully considered, landscape-led and holistic design that will bring together the land at Maresfield Gardens with the land of 39 and 39a Fitzjohn's Avenue, set around a shared residents' garden. Do you agree/disagree with the principle of developing this site?

Question 1	Total
Strongly agree	0
Agree	0
Neutral	0
Disagree	0
Strongly disagree	3
Don't know	1
TOTAL	4



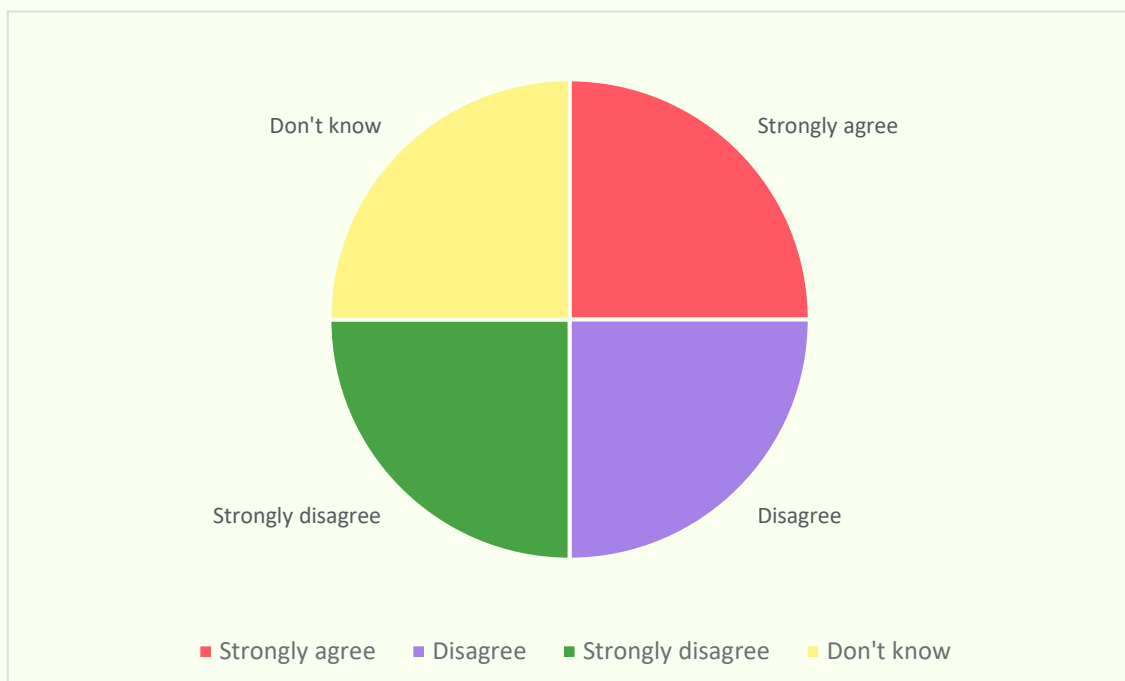
Comments:

- "Your presentation provides a very impressive image of your development. Unfortunately, the presentation provides little to no information on site coverage, building heights, building massing, relationship to adjoining properties, overlooking, loss of trees, loss of green open space, etc. This is needed to allow an answer to your question and give a comment. The question should be ""Do you agree to the intensive development of this site as suggested on the presentation."" Until sufficient information is provided by you to adequately demonstrate your proposals, the answer to question Q1 must be ""Strongly Disagree"."

- *"Have you thought about the additional strain on the already overwhelmed ones – impact on children's nurseries, GP services, schools, hospitals, waiting lists. Clearly, developer has no intent in the community, other than filling its greedy profit / balance sheet."*
- *"This is a proposed development in the back garden of an existing dwelling that has been a prominent feature of our conservation area and the wider Hampstead community for over 100 years. It will result in the loss of significant open green space, a substantial reduction in the number of mature and established trees, and an uncertain effect on flora and fauna."*

Q2. We are proposing 31 exemplary, sustainable and unique apartments in a mix of 1-3 bedrooms homes (all of which will meet national space standards), and 3 large family sized townhouses at this site. Do you agree/disagree the provision of new homes in this location?

Question 2	Total
Strongly agree	1
Agree	0
Neutral	0
Disagree	1
Strongly disagree	1
Don't know	1
TOTAL	4



Comments:

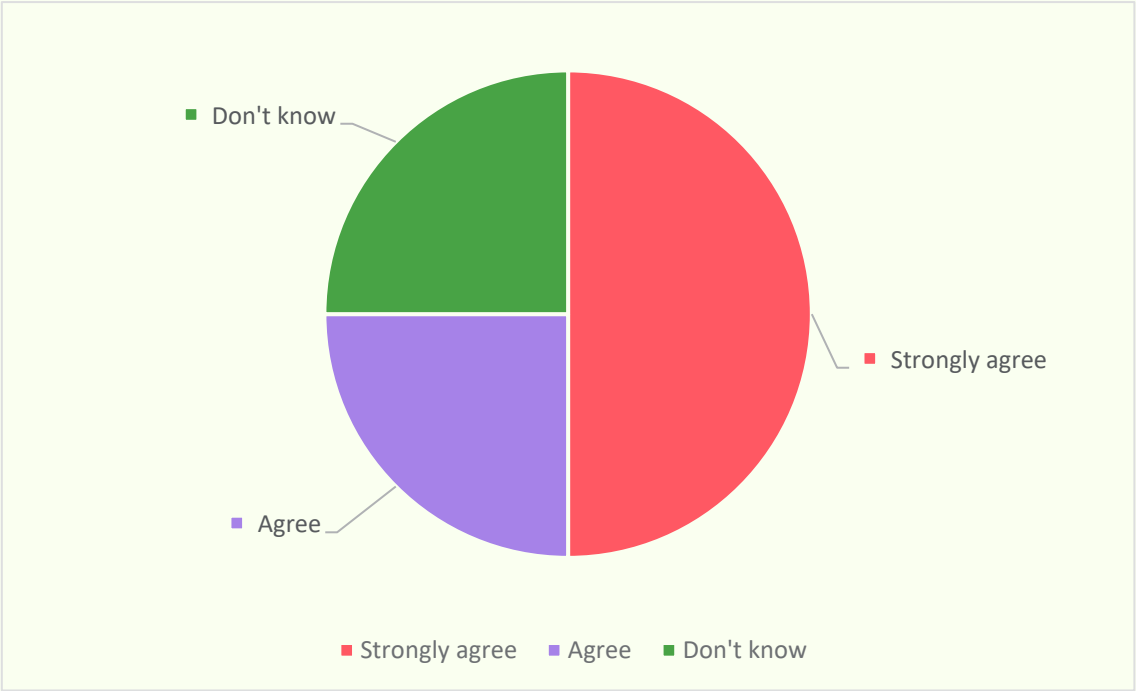
- *"Your presentation gives no detailed schedule of accommodation and supporting detailed information such as massing, floor plans (other than site plan), elevations and sections. This does not allow a full understanding of your proposals sufficient to offer informed comment. As for question Q1, until supporting information is provided the answer to Q2 is ""Disagree"."*
- *"What about affordable housing or does the developer plan to follow the footsteps of LandSec O2 development by prioritising affordable housing, then not obey and pay itself out."*
- *"We do not need 34 new homes, least of all with no affordable housing, in addition to the proposed accommodation at 39/39a FA. In an area of conspicuous over-development, it will further increase the rising level of density. The presentation provides little detail, but it suggests that the buildings will be out of character with neighbouring properties in style, proportions and scale."*

Q3. Our designs have been carefully considered to bring the outside into the proposed new homes, to create a peaceful green environment and put landscaping and green spaces at the forefront of our designs, with a range of outdoor spaces for play, relaxation and socialisation. Do you agree/disagree with this landscape-first approach to the masterplan?

Question 3	Total
Strongly agree	2
Agree	1
Neutral	0
Disagree	0
Strongly disagree	0
Don't know	1
TOTAL	4

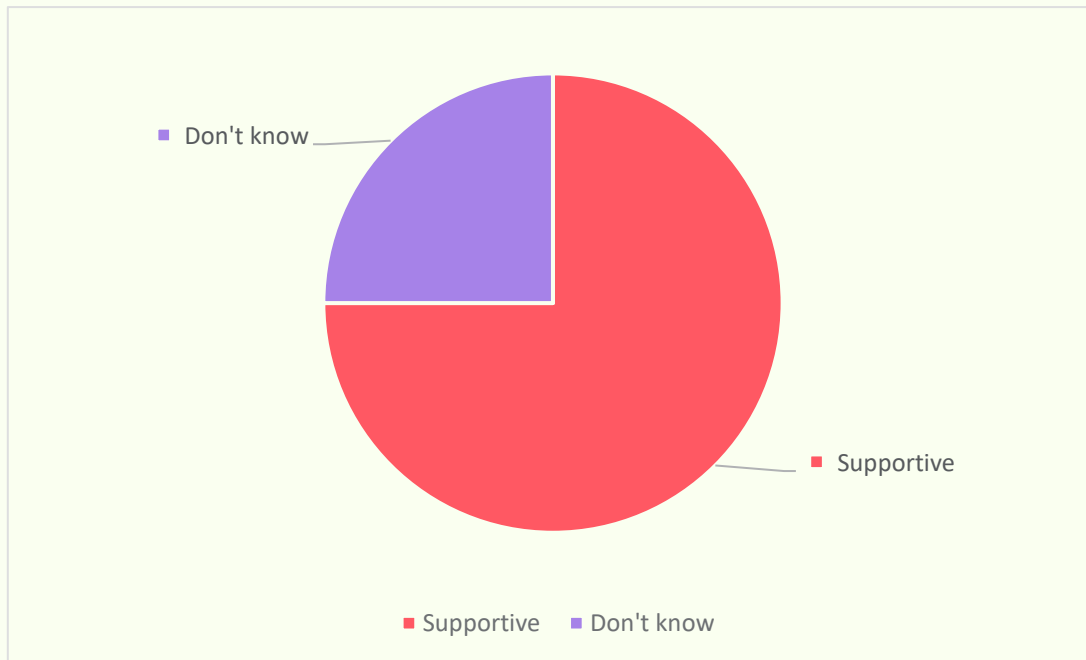
Comments:

- *"I agree with the sentiment that landscaping and green spaces be at the forefront of the scheme."*
- *"Unfortunately, there is little to no information on the loss of green open space and the extent of loss of mature and/or established trees arising from your proposals."*
- *"See my comment on Q1."*
- *"We support the principle of a landscape-first approach but a proposal to build 34 new homes in a long-established garden of an existing building is hardly consistent with the claim of putting green spaces centre stage. With so little detail, we cannot be sure, for example, how the new development will compare with neighbouring properties in terms of green, soft landscaping."*



Q4. We are proposing a range of sustainability measures here, including PV panels, reusing as many materials on site as possible, installing air source heat pumps and grey water harvesting. We also plan to achieve 10% Biodiversity Net Gain with our landscape-led proposals. What do you think about this approach?

Question 4	Total
Disagree	0
Supportive	3
Don't know	1
TOTAL	4



Q5. Is there anything else you would like to share with us about these plans?

Comments:

- "Your presentation suggests a sensitive approach to the development of this land. However, significantly more information is required from yourselves to support the sentiments expressed and to demonstrate how this development will enhance the Fitzjohn's and Netherhall Conservation Area. It needs to show how it will benefit and encourage local flora and fauna. It should show how it is not overdevelopment of the land and does not cause significant loss of important green open space at the heart of the Netherhall Neighbourhood. It should demonstrate how it avoids overlooking of and loss of amenity for adjacent properties. It should also demonstrate how it will not be to the detriment of the Healthy School Streets Zone in which it would sit. I will be pleased to forward to you by email my detailed comments, which unfortunately this consultation form does not allow. I have been and will continue to be abroad during your consultation period (until 11 August) and I therefore do not have the opportunity to attend your two public presentations. There is no evidence that this development will preserve or enhance the character of the conservation area."*
- "There is no reference to the effect of the development on existing ground conditions or underground watercourses. There is no reference to any necessary consents from the transport authorities to build over two public transport tunnels. It is unclear how retained trees will be protected and maintained. There is no indication as to whether a habitat survey has been carried out. The impact of construction works on pollution levels, traffic flows and the safety of children is not addressed. this is of paramount importance in a Healthy School Streets zone."*

4.3 Feedback received via email.

- 4.3.1 The section below illustrates the feedback received via email. The Applicant created bespoke email inbox, to which people could submit their feedback or questions to.
- 4.3.2 During the course of the consultation, the Applicant received one email comprising feedback, which came from the Netherhall Neighbourhood Association. The key themes raised in this feedback were:

- The Site is a contributor to the overall character of the neighbourhood and any loss to the greenery on Site will be a detriment to the area.
- Additional residents would be a strain on local services.
- Detailed questions of the proposals, including site plans, footprint of the buildings and landscaping, and building heights (compared to the rest of the neighbourhood).
- Questioning if on-site parking and affordable homes will be provided.

5. Response to comments.

5.1 Applicant's responses to feedback received

5.1.1 The table below summarises the key themes arising from feedback during the consultation and each themes' response from the Applicant.

Key theme raised	Applicant's response
Housing mix and relationship to 39 Fitzjohn's Avenue development	<p>39 Fitzjohn's Avenue has already received previous planning consent from the London Borough of Camden for the creation of 12 1-bedroom, 20 2-bedroom, and 3 3-bedroom homes, under planning permission ref. 2018/2415/P and 2020/2172/P.</p> <p>The proposal is now seeking to integrate this planning permission with the wider masterplan for the site which will see 39a Fitzjohn's Avenue accommodate the four family houses, and Maresfield Gardens accommodate 8 1-bedroom, 17 2-bedroom, and 4 3-bedroom flatted units.</p>
Site coverage	There will be a reduction in overall un-built green open space on site when comparing the existing arrangement with the proposed. While there is some local value because of its unmanaged state, the ecological surveys to date show there are no species of note on site.
Building heights	Current proposals reference the height of 39 Fitzjohn's Avenue, and the volume is stepped to enable the shoulders of the body of the building to respect the ridgelines of neighbours both north and south on Maresfield Gardens. The ridgeline of the new building sits below the ridgelines of numbers 50 and 52 Maresfield Gardens.
Green policy compliance	The proposals are in accordance with Camden's Local Plan Policy A2 Open Space for new and enhanced open space and Policy A3 Biodiversity. The development provides communal amenity spaces for all residents including play facilities, areas for seating and socialising, woodland trails, orchard and foraging opportunities.
Biodiversity compliance	The planting will support and increase the local biodiversity in line the EA 2021 and Camden's BAP. A number of wildlife features have been proposed, such as keeping all the felled trees on site and reuse them to create stumperies, wildlife hotels, green roofs, birds and bats boxes and pollen rich planting. This will attract a number of species such as but not only: house sparrow, black redstart, swift, bats, wild bees, stag beetle, butterflies and hedgehogs.
Environmental impact – trees	All existing trees have been assessed by a qualified arboriculturist that has assessed the trees and classified them in line with BS 5837. The

	classification is shown on the Tree Constraints Plan done by Landmark Trees.
Affordable housing	<p>Policy H1 (Maximising Housing Supply) sets the aim that the LBC will aim to secure a sufficient supply of homes to meet the needs of existing and future households by maximising the supply of housing and exceeding a target of 16,800 additional homes from 2016/17 - 2030/31, including 11,130 additional self-contained homes.</p> <p>In addition to seeking to provide significant housing supply, Policy H1 (Maximising Housing Supply) goes on to outline that in specific instances where sites are underused or vacant, they will expect the maximum reasonable provision of housing. In this context, paragraph 3.30 states that sites suitable for housing in terms of accessibility and amenity, and free of physical and environmental constraints that would prevent residential use, will be expected to be redeveloped for residential purposes.</p> <p>The Applicant acknowledges that under Policy H4 (Maximising the Supply of Affordable Housing), the Council will expect a contribution to affordable housing from all developments that provide one or more additional homes. It is accepted that LBC will seek to negotiate the maximum reasonable amount of affordable housing, and the Applicant's viability advisors, Quod, have been engaged in the project from the outset to assist with financial viability as the proposals develop.</p>
Affordable housing structure	<p>The Applicant has worked with the council to inform the affordable housing offer as part of the planning application. The preliminary viability appraisals carried out to date show that it would not be viable for the development to offer a contribution towards affordable housing on site. Many factors contribute towards its nature, above all the long-term financial viability for registered social landlords and their tenants.</p> <p>The proposals for the site feature single-core arrangements for the building adjacent to 46 Maresfield Gardens. The Applicant anticipate service charge and running costs to be unsustainable for providers and therefore, have looked at viable alternatives.</p> <p>The developer is involved with a scheme in West Hampstead, currently under construction, involving 4 affordable housing units. A registered social landlord has already been secured for these units and they have been approached to explore appetite for an increased on-site provision to offset any voluntary contribution towards affordable housing as part of our planning application.</p> <p>The Applicant believes the tangible and immediate nature of such a contribution towards affordable housing to be compelling and they have continued to explore all viable options along with London Borough Camden officers, and will do so during determination of the application.</p>

6. Post-submission engagement.

6.1 Ongoing engagement

- 6.1.1 The consultation email address, phone information line, pre-paid envelope and website for the project will remain active throughout the application process.
- 6.1.2 Any correspondence received following the closure of the consultation period will not be included as feedback, however the Applicant will respond to inbound questions and continue to monitor feedback.
- 6.1.3 Feedback submitted after the consultation end date (30 July 2023) continues to be monitored by the project team.
- 6.1.4 The Applicant will update residents that have provided feedback with updates and information on the proposals and application.
- 6.1.5 The dedicated project website will remain live, and residents will still be able to submit questions via the contact form.

7. Conclusion.

7.1 Concluding statement.

- 7.1.1 The Applicant has sought to engage with residents and local stakeholders to seek feedback on the emerging proposals.
- 7.1.2 This SCI demonstrates the engagement that has taken place. During this consultation, online engagement has been complemented by more traditional methods of engagement with the community, such as in-person exhibition events. The Applicant remains committed to continuing to communicate and work with the local community and local stakeholders during the determination period of the planning application and beyond.
- 7.1.3 Over the public consultation period of approximately 4 weeks, a number of opportunities were provided for local residents, businesses, and stakeholders to inform the proposals, ask questions, provide feedback, voice concerns and have discussions with the project team. Multiple platforms of engagement, both digital and in-person, have been explored to aid accessibility and maximise engagement. Engagement with a number of groups and residents has continued beyond the consultation period.
- 7.1.4 There is evidence from the feedback that respondents positively engaged with elements of the proposal, namely the landscaping, environmental and sustainability elements. The key concerns raised by attendees is a belief that the Site does not need to be developed on, that it would lead to a loss of green open space and habitats and would put a strain on local services with additional residents in the area.
- 7.1.5 Opportunities to provide feedback and engage with the project team were available online, by phone, by post, and by email as well as at two in-person consultation events.
- 7.1.6 Throughout the pre-application period, the Applicant has worked closely with Camden Council to ensure key officers and councillors are made aware of the proposed development, key consultation activities and outcomes to develop a holistic scheme which is of high quality and delivers significant benefits to the local community.
- 7.1.7 The Applicant would like to thank all members of the local community and others who have taken the time to participate in the consultation, ask questions and provide feedback. The Applicant will continue to engage with the local authority, local stakeholders and surrounding community post-submission.

8. Appendices.

Appendix A – Consultation website

LAND OF 39, 39A FITZJOHN'S AVENUE, AND
LAND ACCESSED FROM MARESFIELD GARDENS

[Home](#)
[Consultation](#)
[About Us](#)
[Have Your Say](#)

Welcome to the proposals for land of 39 and 39a Fitzjohn's Avenue and land accessed from Maresfield Gardens

Welcome to the proposals to develop the land of 39 and 39a Fitzjohn's Avenue and land accessed from Maresfield Gardens

39 Fitzjohns Avenue Ltd is pleased to invite you to be part of the consultation regarding the emerging proposals for a master-planned and landscaped approach to the redevelopment of the existing buildings at 39a Fitzjohn's Avenue, and the development of land accessed from Maresfield Gardens.

This consultation website provides you with information on our plans to complete this corner of Hampstead, background on the site, and the emerging plans for a high-quality, modern development that will create new homes for Camden.

In-person drop-in consultation events were held at St Thomas More Church, Swiss Cottage, Maresfield Gardens, London NW3 5SU on:

- Thursday 13 July, 2-8pm
- Saturday 15 July, 9am-3pm

If you were unable to attend, you can view more information about our proposals on this website. Copies of the consultation materials which we shared at the events are available on the Consultation page.

The consultation window to submit feedback on the proposals closed on Sunday 30 July.

If you would like to get in touch with our consultation team to ask any questions or submit additional feedback, please contact us via email at fitzjohnsavenue@cavendishconsulting.com or call us at 020 3398 1590.

Contact

You can find out more information about the application by contacting the project team via:

020 3398 1590

Fitzjohnsavenue@cavendishconsulting.com

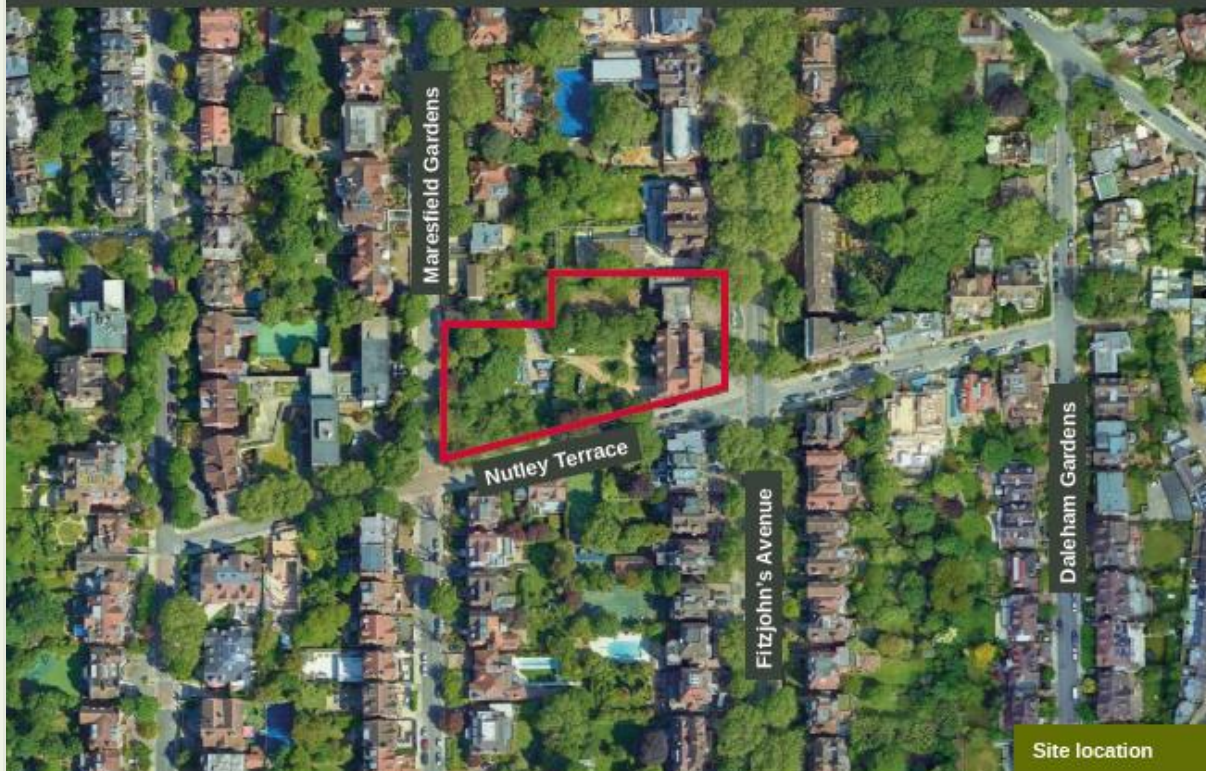
If you, or anyone you know, is unable to access the online consultation, please let us know and we can share hard copies of the materials via mail.

site by Cavendish ©2023 Hampstead Projects

Appendix B – Consultation invitation

LAND OF 39, 39A FITZJOHN'S AVENUE, AND LAND ACCESSED FROM MARESFIELD GARDENS

July 2023



39 Fitzjohn's Avenue Ltd is pleased to invite you to be part of their consultation regarding their emerging proposals for a master-planned and landscape-led approach to the redevelopment of the land at 39 and 39a Fitzjohn's Avenue, and the development of land accessed from Maresfield Gardens.

We want to bring together these elements with a considered, landscape-led masterplan which will complement the neighbouring areas and wider Hampstead area. These plans look to complete this corner of Hampstead with the redevelopment of 39a Fitzjohn's Avenue, and a proposed new building on the land accessed from Maresfield Gardens, all set within a shared residents' garden.

Across these two residential elements, the proposals comprise 31 unique, one, two and three bedroom apartments along with three family townhouses. They have been designed in a sensitive manner which respects the local area and will help to deliver much-needed new homes within Hampstead in the borough of Camden.

We are keen to hear what the community thinks of these plans prior to us finalising the design, so that these views can be considered before we submit a planning application to the London Borough of Camden later this year.

We are holding drop-in consultation events at **St Thomas More Church, Swiss Cottage NW3 5SU** on **Thursday 13 (2-8pm)** and **Saturday 15 July (9am-3pm)**, where you can view the proposals, meet the team, pose your questions and share your feedback. If you are unable to join us on these dates, you can visit our website www.fitzjohnsavenue-consultation.co.uk to view our proposals and share your views online.

Alternatively, please contact a member of the team using the details overleaf.

Benefits of the project



Put nature at the heart of our landscape-led masterplan and bring the outside into our proposed new homes



Create 31 exemplary, sustainable and unique apartments in a mix of 1-3 bedrooms, and 3 large family-sized townhouses



Bring this vacant site back into use whilst respecting the Conservation Area by ensuring that the development is of an appropriate design, scale and quality



Promote the natural environment for all residents with a tranquil, leafy development, which maximises the provision of trees and soft landscaping features



Indicative image of the proposed new homes, looking west from the junction between Nutley Terrace and Fitzjohn's Avenue

Get involved

We are committed to engaging with the community and invite you to attend the in-person event or visit our website to find out more about the plans and share your views with us. Our drop-in events will be held:

VENUE: St Thomas More Church, Swiss Cottage, Maresfield Gardens, London NW3 5SU

DATE: Thursday 13 July, 2-8pm
Saturday 15 July, 9am-3pm

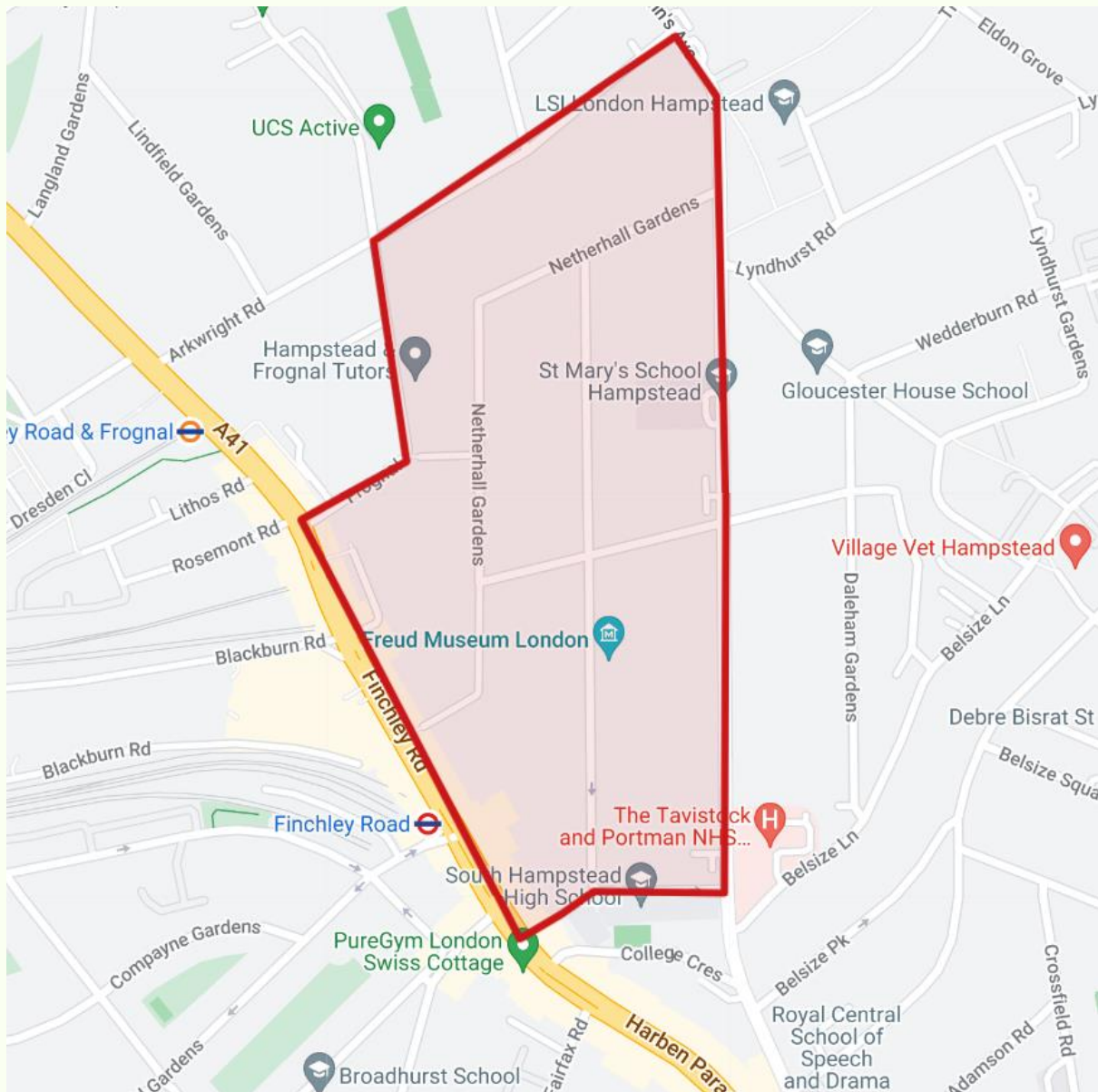
This will be an opportunity to find out more information, speak with members of the project team, and provide your feedback by completing either an in-person or an online feedback form. All feedback received will be evaluated and considered before a planning application is submitted. You can also email your views to fitzjohnsavenue@cavendishconsulting.com.

If you are unable to attend our event, you can view our proposals online at www.fitzjohnsavenue-consultation.co.uk, or by scanning the QR code. The same materials on display at our events will be published on our website from 10 July, along with a feedback form, so you can view the plans online and have your say.

For more information, or to request hard copy or translated materials for you or someone you know, please contact us on this number 020 3398 1590, or email us at fitzjohnsavenue@cavendishconsulting.com.



Appendix C – Distribution area



Appendix D – Example of stakeholder notification

Dear The Heath and Hampstead Society,

Re: Land of 39, 39a Fitzjohn's Avenue, and land accessed from Maresfield Gardens

I hope you are well.

I am writing to you on behalf of the team bringing forward proposals for the redevelopment of the land of 39, 39a Fitzjohn's Avenue, and land accessed from Maresfield Gardens. A site plan showing this area is available overleaf.

We would appreciate if you could find time in your diary for a meeting to discuss the plans over the coming weeks.

We have just launched our public consultation notification, advertising two drop-in events at St Thomas More Church, Swiss Cottage NW3 5SU:

- Thursday 13th July, 2pm-8pm
- Saturday 15th July, 9am-3pm

If it is more convenient, you are welcome to come to one of these events to meet our project team and discuss the proposals. There will also be more information available on our website www.fitzjohnsavenue-consultation.co.uk.

The site is largely vacant and underutilised land which was not completed as the neighbourhood around it was created over the ensuing decades. These emerging proposals are for a master-planned and landscape-led approach to the redevelopment which considers the land of 39, 39a Fitzjohn's Avenue, and land accessed from Maresfield Gardens; with new residential proposals for the land accessed from Maresfield Gardens and at 39a Fitzjohn's Avenue.

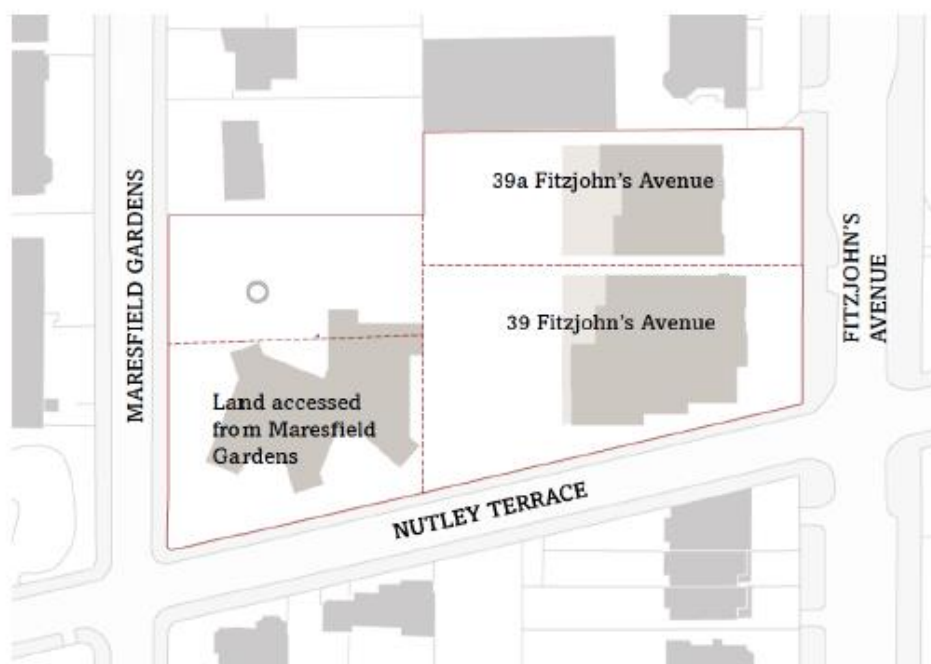
39 Fitzjohn's Avenue benefits from an existing planning permission, due to be implemented shortly, and is set within a shared residents' garden which this proposal covers. The new residential elements of the proposal include the redevelopment of 39a Fitzjohn's Avenue and a proposed new building on the land accessed from Maresfield Gardens. The aspiration is to bring together these elements through a carefully considered, landscape-led design that will positively contribute to both the Site's immediate context and this part of the wider Hampstead area.

Across these two residential elements, the proposals will create 31 unique one, two, and three bedroom apartments and three family-sized homes. The proposed residences are characterised by their uniquely generous private outdoor spaces which put nature at the heart of the masterplan and bring the outside into our new homes. Our proposals have been designed in a sensitive manner which respects the local area and will help to deliver much-needed new homes within Hampstead for the London Borough of Camden.

The project team would be very keen to meet with you to discuss the proposals in more detail. We would be happy to meet either in person or arrange a virtual meeting as suits you. Please let us know if this would be of interest.

We look forward to hearing from you.

Best wishes,
Katy Bennett



Appendix E – Consultation boards

PROPOSALS FOR THE LAND OF 39 & 39A FITZJOHN'S AVENUE & LAND ACCESSED FROM MARESFIELD GARDENS



View of proposals from junction of Nutley Terrace and Fitzjohn's Avenue

Welcome to our exhibition

39 Fitzjohns Avenue Ltd is pleased to invite you to be part of the consultation for these proposals. Our plans feature a master-planned and landscape-led approach to the redevelopment of the land of 39 and 39a Fitzjohn's Avenue, and the land accessed from Maresfield Gardens.

This consultation provides you with information on the plans, background on the site, and the emerging plans for a high-quality, modern development that will create new homes for Camden.

We are keen to hear from the community about these proposals and invite you to share your feedback with us. You can do this by completing a feedback form at one of

our consultation events; or by visiting our website below to fill out a feedback form online. You can also scan the QR code to complete a feedback form online.

Alternatively, you can get in touch with a member of the team to share your views, ask any questions or request hard copies of the materials using the details below.

✉ fitzjohnsavenue@cavendishconsulting.com

☎ 020 3398 1590

🌐 www.fitzjohnsavenue-consultation.co.uk



THE SITE

We are proposing a carefully considered, landscape-led and holistic design that will bring together the land at Maresfield Gardens with the land of 39 and 39a Fitzjohn's Avenue, set around a shared residents' garden.

The Site is located within the Fitzjohn's and Netherhall Conservation Area. 39 Fitzjohn's Avenue benefits from an existing planning consent for the conversion and extension of the existing building to provide 35 new apartments.

Our proposals are for a proposed new residential building on the land accessed from Maresfield Gardens, and family townhouses at 39a Fitzjohn's Avenue.

The sites are bordered on three sides by roads of different character and significance within the Conservation Area: a primary 'Avenue' to the east, a secondary street of 'Gardens' to the west, and a tertiary 'Terrace' to the south. There is a tunnel running underneath the site, which is part of the North London Railway.

These proposals are the continuation of the local precedent for developing vacant plots in this location: this plot of land was not developed over several decades like the rest of the neighbourhood surrounding it, partially because of the railway tunnel below the site.

This historical precedent therefore presents an opportunity to continue the development of this area and create unique homes in this location.



Site location

OUR PROPOSALS



Key features

The proposals have been carefully considered to ensure they are appropriate for this location and to provide a range of benefits for the community. The key elements of this proposal are:



Put nature at the heart of our landscape-led masterplan and bring the outside into our proposed new homes



Prioritise the natural environment for all residents with a tranquil, leafy development, which maximises the provision of trees and other soft landscaping features



Create 31 exemplary, sustainable and unique apartments in a mix of 1-3 bedrooms homes, and 3 large family sized townhouses



Reduce onsite car parking spaces to one per townhouse



Continue the development in the area whilst respecting the Conservation Area by ensuring that the development is of an appropriate design, scale and quality



Provide a range of outdoor spaces for residents to relax, socialise and play, maximising and enhancing the natural green environment and its contribution to local biodiversity in this unique setting.

BUILDING ARCHITECTURE AND DESIGN



Proposed elevation of new building at land accessed from Maresfield Gardens

Land accessed from Maresfield Gardens

The footprint of the proposed building on the land accessed from Maresfield Gardens has been designed to avoid the root protection areas for the existing trees on site, whilst also positioning the upper levels of the building in amongst the trees to bring the outside into the proposed homes and ensure our designs are led by the landscape.

This building is divided into two parts, a body and a crown. The body is positioned to respect the surrounding roof lines and respond to the character of the Fitzjohn's and Netherhall Conservation Area.

The setback crown at the top is a modern interpretation of the eclectic roofs in the area and would only be visible when further away from the site. The levels of the building

are carefully organised to fit in with the surrounding streets of Maresfield Gardens and Nutley Terrace.

The building will step up towards Fitzjohn's Avenue, with the overall massing approach having been developed in close co-ordination with the daylight and sunlight consultants to minimise impact on our neighbours.

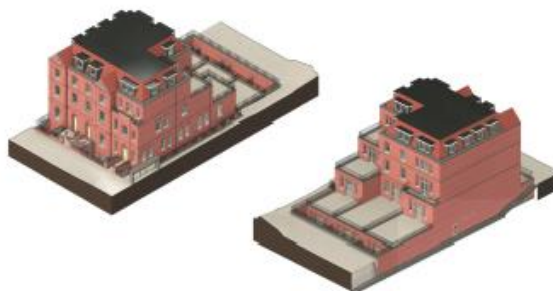
The proposed materials and architectural detailing throughout draw from the character of the Fitzjohn's and Netherhall Conservation Area.

The proposals continue the local tradition of using brickwork, with variations in the detail and texture.

Fitzjohn's Avenue

The proposal for the building at 39a Fitzjohn's Avenue echoes the earlier planning permission 2018/2415/P and 2020/2172/P which included an additional storey and rear extension to the existing structure together with refurbishment of the existing front of the building.

Our current proposals here will deliver additional accommodation below ground to create three family-sized homes, in keeping with the neighbouring 39 Fitzjohn's Avenue and bringing this building back into use.



Drawings showing 39a Fitzjohn's Avenue

ACCESSIBILITY AND SUSTAINABILITY MEASURES



Masterplan diagram showing site access and facilities shared by residents

Accessibility

Our proposals focus on prioritising pedestrian and cyclist movement with reduced vehicular access. There are five shared pedestrian and cyclist entry points, of which two can be used by vehicles for drop-off and deliveries from Maresfield Gardens and Fitzjohn's Avenue.

There will be no on-street parking provided due to the restrictions on the number of cars permitted for new developments in Camden and London generally.

The site benefits from excellent transport links, with Finchley Road station a 9-minute walk away, and Finchley Road and Frognal Overground station a 10-minute walk away.







Belsize Park station and Swiss Cottage station can be reached on foot in less than 15 minutes.

Sustainability

We want to build a development which is not only in keeping with the local area, but also in keeping with modern day sustainability goals.

Our sustainability strategy responds to the London Plan and Camden's Local Plan. By following these policies, we are creating a holistically sustainable scheme that meets, or in some cases exceeds, the local planning requirements.

Our proposals include the below sustainable features:

-  Air source heat pumps
-  Grey water harvesting
-  Green roofs
-  10% Biodiversity Net Gain on the site
-  PV panels
-  Reusing existing onsite materials for creating habitat features integrated in the landscape

LANDSCAPING AND BIODIVERSITY



Landscaping and biodiversity

Our landscape proposals celebrate the green nature of the site with a range of character areas such as open outdoor space, woodland trails and areas for play and relaxation that will be accessible to residents. We want to promote the natural environment to our future residents and create a tranquil, leafy development.

Respecting the site's characteristics, the overall landscape strategy is to enhance the local ecology and biodiversity that will contribute to Hampstead green streetscape.

Tree planting will soften the boundaries between private and public spaces, in line with the local conservation management plan.

The planting will enhance the existing vegetation on site and surround the proposed buildings as if they are nestled within trees. We are proposing a layering system for the planting with a range of species that provide food for wildlife but also visual interest throughout the year through their shape, colour and foliage.

The planting design will aim to increase biodiversity through measures such as wildflower meadow, woodland species, fruit trees and green roofs.

Existing trees which must be removed will be kept on site and reused to create habitat features for birds and invertebrates. We have sought to limit the number of trees to be removed as much as possible and replacing any removed trees whilst also protecting existing root protection areas.

CHARACTER AREAS

Character Area 1

An open multifunctional space located to the north surrounded by meadow mounds with informal seating along the edges that creates opportunities for socialising.

Character Area 2

The centre of the site is designed as the hub for play and community engagement. Mounds with grass or planting can be used by adults but also for informal play by children.

Character Area 3

Near to the Maresfield Gardens building, meandering paths through a woodland landscape, along resting points placed around route, will create a journey of discovery.



Masterplan diagram showing three character areas

THANKS AND NEXT STEPS

Thank you for taking the time to review our exhibition material and take part in this consultation.

The Team

39 Fitzjohn's Avenue

39 Fitzjohns Avenue Ltd is a developer based in Hampstead, North London, which focuses on delivering new, high-quality residential developments.

Sergison Bates architects

Sergison Bates is an award-winning architectural practice which works on major urban projects across Europe and the UK. The practice's experience with private residential projects is particularly relevant in the Borough, with its recent scheme at 79 Fitzjohn's Avenue winning a Camden Design Award in 2022.

BOWLES+WYER

Bowles & Wyer is an award-winning landscape design and build practice working across the UK and beyond. It has over 25 years of experience in design and construction of relevant projects to the borough such as Tercelet Terrace, The Pulse on Finchley Road, and The Collection in St John's Wood which won numerous awards.

QODA

Qoda is a sustainability-led design engineering consultancy, working across mechanical, electrical and sustainable areas of building design. Our goal is to reduce the built environment's impact on the planet as far as possible, whilst providing buildings that are tailored to people's needs, now and in the future.

MONTAGU EVANS

Montagu Evans is an independent property consultancy. The Central London planning team have a range of experience in Camden, and within the team are specialist historic experts who provide advice on all aspects of cultural heritage, townscape and related design matters.

CAVENDISH Cavendish Consulting is a trusted communications expert in the built environment with expertise spanning property, infrastructure, utilities, environment, and waste. We create insight-led, integrated communications campaigns which communicate new developments effectively to communities.

Have your say

We would like to hear from local residents and stakeholders on our proposals for the land of 39 and 39a Fitzjohn's Avenue and the land accessed from Maresfield Gardens. We are committed to consulting with the community and are keen to find out how our plans can benefit local people.

To share your views with us, please complete a feedback form at one of our exhibition visits, or visit our website by scanning the **QR code** to fill out a form online. You can also take a Freepost envelope to return your hard copy form to us for free.



If you, or anyone you know, requires hard copy or translated materials, please let us know using the contact details below.

Please complete the feedback form by no later than **Sunday 30th July**.

For more information, please contact us via:

020 3398 1590

fitzjohnsavenue@cavendishconsulting.com

www.fitzjohnsavenue-consultation.co.uk

Target timeline



Appendix F – Feedback form

LAND OF 39, 39A FITZJOHN'S AVENUE AND LAND ACCESSED FROM MARESFIELD GARDENS HAVE YOUR SAY

About the consultation

We would like to hear from local residents and stakeholders on our proposals for the land of 39 and 39a Fitzjohn's Avenue, and land accessed from Maresfield Gardens. We are committed to consulting with the community are keen to find out how our plans can benefit local people. Please return your completed feedback form no later than **Sunday 30 July**.

For more information, please contact us via:

Phone: 020 3398 1590

Email: FitzjohnsAvenue@cavendishconsulting.co.uk

Privacy Statement

By filling in this form, you are agreeing that Cavendish Consulting ("Cavendish") can hold and process your personal data in relation to this public consultation exercise. Cavendish will only share your personal data with the project team for planning evaluation purposes.

Your identifiable, personal data will not be used for any other purposes without your consent. Cavendish and the project team will use your data to:

- Send you updates about the project (where you provide us with your contact details).

- Develop a Statement of Community Consultation (or similar document) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in these reports with your express permission.

- ☐ We may use the details you provide in this form to contact you and update you on the proposals. If you would rather we did not contact you, please tick the box.

About You

Note - If you choose not to fill in all parts of this section, then due to General Data Protection Regulation (GDPR) requirements, we will be unable to include your comments in the consultation process.

Your Contact Details

We will use these details to contact you and update you on the proposals. You do not have to fill in this section if you would rather not be contacted.

Title (Miss/Mrs/Ms/Mr/Other):

Address:

First Name or Initial:

Surname:

Postcode:

Age Group (please circle):

Under 13	13-17	18-24	25-34
35-44	45-54	55-64	65-74
75-84	85+		

Telephone:

Email:

Data Protection

We hold all personal data in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679 and your personal data will not be transferred outside of the European Economic Area. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address cavendishconsulting.com/dp or by contacting us on 01962 893 893 / dataprotection@cavendishconsulting.com.

Q1. We are proposing a carefully considered, landscape-led and holistic design that will bring together the land at Maresfield Gardens with the land of 39 and 39a Fitzjohn's Avenue, set around a shared residents' garden. Do you agree/disagree with the principle of developing this site? Please tick one

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

Q2. We are proposing 31 exemplary, sustainable and unique apartments in a mix of 1-3 bedrooms homes (all of which will meet national space standards), and 3 large family sized townhouses at this site. Do you agree/disagree the provision of new homes in this location? Please tick one

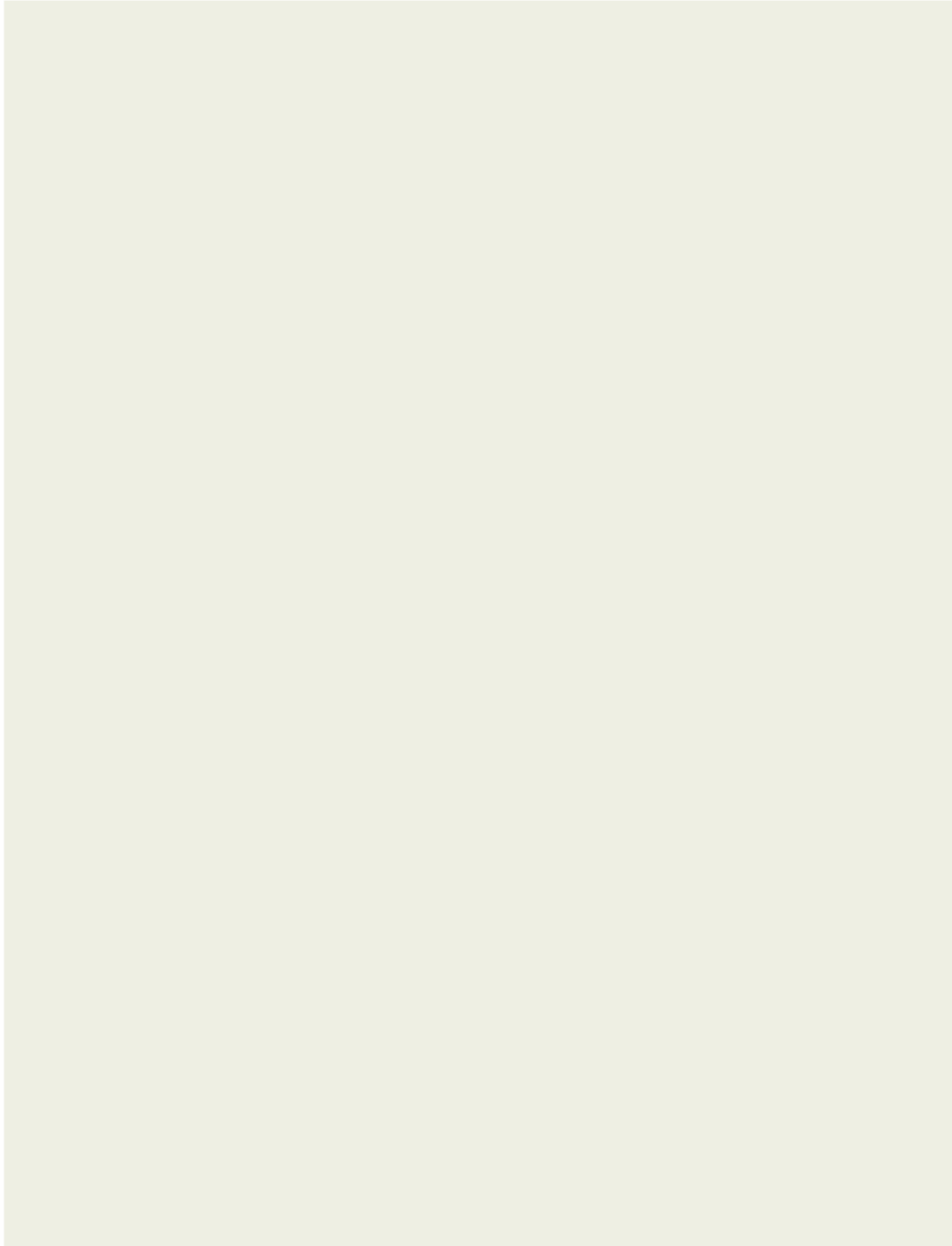
Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree ☐ Don't know ☐

Q3. Our designs have been carefully considered to bring the outside into the proposed new homes, to create a peaceful green environment and put landscaping and green spaces at the forefront of our designs, with a range of outdoor spaces for play, relaxation and socialisation. Do you agree/disagree with this landscape-first approach to the masterplan?

Strongly support ☐ Support ☐ Neutral ☐ Disagree ☐ Strongly disagree ☐ Don't know ☐

Q4. We are proposing a range of sustainability measures here, including PV panels, reusing as many materials on site as possible, installing air source heat pumps and grey water harvesting. We also plan to achieve 10% Biodiversity Net Gain with our landscape-led proposals. What do you think about this approach?

Q5. Is there anything else you would like to share with us about these plans?

A large, empty rectangular box with a light beige background, intended for the respondent to write their answer to the question.

Thank you for taking the time to share your views with us. Please return this form to a member of the project team, or post it back to us using a Freepost envelope.