

79 CAMDEN ROAD
& 86-100 ST PANCRAS WAY
statement of community involvement

November 2013



by HARDHAT COMMUNICATIONS

79 CAMDEN ROAD & 86-100 ST. PANCRAS WAY

STATEMENT OF COMMUNITY INVOLVEMENT

November 2013



BARRATT
HOMES

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1. INTRODUCTION

This Statement of Community Involvement (SCI) forms part of the planning application being submitted by Barratt West London for the residential redevelopment of the former Camden Council site at 79 Camden Road and 86-100 St. Pancras Way, in the London Borough of Camden.

HardHat was appointed to undertake pre-application consultation to seek the views of key stakeholders and the local community prior to submission of the full planning application.

The process of engaging stakeholders ran alongside on-going engagement with the planning and statutory regeneration authorities, as well as other relevant technical and environmental agencies.

This document sets out a record of the consultation undertaken. It details the meetings that have taken place, the engagement efforts made and provides a detailed summary of the feedback received and how this has influenced the proposals submitted.

1.1 National Context

The Localism Bill introduced by the Coalition Government in 2010 further focussed on the requirement for public consultation and involvement of local communities and includes moves towards:

- Greater community empowerment
- A radical re-boot of the planning system, including neighbourhood planning
- A new requirement for developers to consult local communities before submitting planning applications for certain developments

The bill is now an Act of Parliament and came into force in April 2012.

Barratt West London have sought to follow best practice by 'front-loading' consultation and allowing the local community an opportunity to influence the proposals prior to the planning submission.

Consultation and communication with the local community will continue throughout the planning and construction phases of the development.

Planning Policy encourages comprehensive community involvement and pre-application discussions to help shape appropriate development proposals. A core part of the National Planning Policy Framework (NPPF), which was published on 27th March 2012, is to encourage community involvement in the planning process.

1. INTRODUCTION

The NPPF encourages applicants to engage in pre-application consultation with the local community. In paragraphs 188-191, the NPPF states:

“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.

Local planning authorities have a key role to play in encouraging other parties to take maximum advantage of the pre-application stage. They cannot require that a developer engages with them before submitting a planning application, but they should encourage take-up of any pre-application services they do offer. They should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community before submitting their applications.

The more issues that can be resolved at pre-application stage, the greater the benefits. For their role in the planning system to be effective and positive, statutory planning consultees will need to take the same early, pro-active approach, and provide advice in a timely manner throughout the development process. This assists local planning authorities in issuing timely decisions, helping to ensure that applicants do not experience unnecessary delays and costs.

The participation of other consenting bodies in pre-application discussions should enable early consideration of all the fundamental issues relating to whether a particular development will be acceptable in principle, even where other consents relating to how a development is built or operated are needed at a later stage. Wherever possible, parallel processing of other consents should be encouraged to help speed up the process and resolve any issues as early as possible.”

1.2 Local Context

The London Borough of Camden adopted its Revised Statement of Community Involvement (SCI) in 2011. This sets out how local people and organisations can get involved in planning decisions that will affect them.

The SCI sets out how and when the Council will consult with local communities and how the process will be carried out.

The SCI recommends that applications undertake pre-application consultation for major or potentially controversial proposals, to provide an opportunity for local communities and stakeholders to raise any issues directly with the applicant and influence their proposals.

Camden Council cannot require a developer to undertake pre-application discussions or pre-application consultation. Barratt West London have done so in the pursuit of best practice, and on the basis of an understanding that it is essential to engage with the community to ensure good relations in the event of planning application approval.

2. APPROACH TO COMMUNITY CONSULTATION

A comprehensive engagement and consultation programme has been undertaken prior to the submission of this planning application. The programme targeted local residents and local organisations.

The site lies at the junction of Camden Road and St Pancras Way and is surrounded by four Conservation areas; Camden Square, Camden Broadway, Jeffrey's Street and Rochester.

The area is a close-knit community with a number of active local community organisations including Tenants and Residents' Associations and Neighbourhood Forums. In addition to the local residents, it was important to engage with these organisations, in order to raise awareness of the proposed development and seek feedback from the community.

The feedback and comments given by residents and stakeholders have assisted in informing the development of the final application proposals.

2.1 Consultation Aims

The consultation sought to:

- Inform residents about the design, planning and development process
- Communicate the proposals to the local community and stakeholders
- Provide a mechanism for the community to comment on the scheme and related issues
- Raise the profile of the scheme within the local community
- Open lines of communication with residents and local businesses and organisations that will continue throughout the construction period in the event that the application is granted planning permission



3. SUMMARY OF CONSULTATION ACTIVITY

Activities undertaken as part of the consultation process have included:

- Liaison with Camden Council regarding the stakeholder list and distribution area for the first and second public consultation exhibitions
- Meetings with members of local community organisations including conservation groups
- A local stakeholder contact programme targeting key community groups, Canteloves ward councillors and local residents
- A presentation to LB Camden's Development Management Forum on Tuesday 11th June
- A presentation to LB Camden's Developer's Briefing Meeting on Monday 17th June
- Letters to community and political stakeholders, providing an invitation to the first public consultation exhibition
- An invitation flyer sent to approximately 800 local households, to the first public consultation exhibition
- An advert for the first and second public consultation exhibitions in the Camden New Journal and Islington Gazette
- A first public exhibition showcasing the initial proposals, held over a two-day period on Thursday 11th July 2013 and Saturday 13th July
- A feedback period following first public consultation exhibition
- Dialogue with individuals, resident representatives and local groups
- A dedicated project website, www.camdenroad.org.uk set-up after the first public exhibition, to provide updates to the local community and highlight how viewers could get in touch with the project team
- A dedicated housing hotline for resident enquiries, available 24 hours a day 7 days a week
- A dedicated email address for resident enquiries
- Further meetings with key stakeholders in the area
- Letters to community and political stakeholders, providing an invitation to the second public consultation exhibition
- An invitation flyer sent to approximately 800 local households, to the second public consultation exhibition
- A second public exhibition showcasing the progressed proposals, open for four hours on Monday 7th October and four hours on Tuesday 8th October
- A feedback period following the second consultation exhibition

4. CONSULTATION ACTIVITY

There have been three defined stages of consultation activity. The activities included are outlined in the following sections.

4.1 STAGE ONE

The first stage of consultation involved identifying local stakeholders who would have an interest in the proposed scheme, and engaging at an early stage with key community and political stakeholders at events promoted by Camden Council.

Barratt West London was in contact with Camden Council to ensure that engagement efforts encompassed local groups targeted by the Council's own consultation activity. A database of stakeholders provided by the Council formed the basis of the contact programme, and was supplemented by additional groups (including community organisations, residents and tenants associations and interested individuals) identified by Barratt West London.

Camden Council, in Chapter 4 of its SCI, outlines the process of and reason behind Development Forums. Barratt West London welcomed the opportunity to engage at an early stage with interested parties in order to open lines of communication.

Barratt West London attended the following forums organised by Camden Council:

- Tuesday 11th June - Development Management Forum
- Monday 17th June - Developers Briefing Meeting

4.2 STAGE TWO

The second stage of consultation focussed on presenting the initial proposals to the wider local community, to seek feedback that could inform the progress of the scheme and design.

Activity consisted of meetings with key community stakeholders and a two-day public exhibition.

(i) Stakeholder Meetings

Camden Road has a number of active and engaged community groups in its vicinity. Whilst the site itself is not within a Conservation Area, it is bordered by four Conservation Areas: Camden Square, Camden Town, Jeffreys Street and Rochester. Alongside the Advisory Committees of these Conservation Areas, Tenants and Residents' Associations and Neighbourhood Forum Areas were contacted.

26 invitations (see Appendix A) to meet were issued to community groups identified in the stakeholder contact programme. Invitations were extended by email (and where email was not possible, first class post) to introduce Barratt West London's scheme and the proposals for 79 Camden Road.

These meetings provided an opportunity for stakeholders to provide early feedback. Contacting these groups also acted to raise awareness of the development prior to the exhibition.

4. CONSULTATION ACTIVITY

All those who expressed an interest in meeting with Barratt West London and members of the development team had the opportunity to do so.

Monday 8th July – Local community organisations

ATTENDEES	NOTES
<p>Tom Kyle, Sheppard Robson Dan Burr, Sheppard Robson Clare Hilley, HardHat Rachel Ferguson, CBRE Gill Scott, Reeds and Rochester Place Neighbourhood Association Kate Gemell, North Camden Town Neighbourhood Forum Steering Group (NCTNFSG) Antje Saunders, NCTNFSG Peter Clapp, NCTNFSG Peter Green, Jeffery's Street CAAC</p>	<p>A meeting was set up to give members of local Conservation Area Advisory Committees and local associations the opportunity to view the proposals ahead of the public exhibition.</p> <p>Key issues that arose:</p> <ul style="list-style-type: none"> • Change of use on-site to 100% residential • Servicing is to be focussed from Rochester Place • Vehicle access on Rochester Place <p>Design:</p> <ul style="list-style-type: none"> • Treatment of facades • Ground floor residential • Light wells on Rochester Place • Height of the proposed building • Daylight in proposed building • Security <p>Further comments included:</p> <ul style="list-style-type: none"> • Concern with the location of bin stores along Rochester Place • Development would be an improvement on the existing building • Concern at the height • Heights and design should reflect the roads they face, rather than be uniform

4. CONSULTATION ACTIVITY

Tuesday 23rd July 2013 – Camden Square Area Tenants and Residents Association

ATTENDEES	NOTES
Jamie Gillingham, Barratt West London	A meeting was set up to give members of this association the opportunity to view the proposals and speak with the project team.
Tom Kyle, Sheppard Robson	
Rachel Ferguson, CBRE	The main issue was the change in use to 100% residential, with some attendees strongly supporting the idea of mixed-use (although other attendees supported 100% residential).
Amelia Lowe, HardHat	
John Cowley, Secretary of CSATRA	
+8 members of CSATRA	

(ii) First Public Exhibition – July 11th and July 13th

This public exhibition provided the first opportunity for the wider public to view the proposals for the residential redevelopment of the site.

The exhibition took place over two days on Thursday 11th July between 5.00pm and 8.00pm and Saturday 13th July from 11.00am until 3.00pm. The timings were selected in order to maximise the number of attendees who would be able to view the proposals.

The exhibition was held at The London Irish Centre, a venue selected by London Borough of Camden for their own consultation events and the Developers Briefing Meeting at which the proposals were first presented to the key stakeholders. The site was selected for this reason, its location close to the site and its accessibility.

An A5 invitation (see Appendix B) was posted via royal mail to circa 800 households and local businesses in close proximity to the site, ten days prior to the exhibition (see Appendix C for the distribution area).

Invitations were also sent to those on the stakeholder contact programme, which includes chairs and secretaries of local residents associations and conservation groups, ward councillors and council cabinet councillors.

A quarter page copy of the invitation was featured in The Camden News Journal (see Appendix B for press advert) in the week preceding and the week of the exhibition.

A quarter page copy of the invitation was featured in the Ham and High, the Islington Gazette and the Hackney Gazette in the week of the exhibition.

4. CONSULTATION ACTIVITY

The exhibition provided an opportunity for attendees to view the initial proposals for the development of the site. Eight A0 boards (see Appendix D for a copy of the exhibition boards) outlined the scheme, a model was available to put the proposals into the context of the local area and members from the development team were available to answer any questions and help provoke discussion about the scheme with attendees.

The following members of the development team attended the exhibition at some point over the course of the two-day period. At least six members were present at any given time:

- Jamie Gillingham – Barratt West London
- Jessica Lingfield – Barratt London
- Amelia Lowe - HardHat.
- Clare Hilley - HardHat.
- Rachel Ferguson – CBRE
- Amy Lee – CBRE
- Tom Kyle – Sheppard Robson
- Dan Burr – Sheppard Robson
- Peter Johnson – Sheppard Robson
- Anna Prajs – Sheppard Robson
- Gianluca Villa – Sheppard Robson
- Diana Capitaio – Sheppard Robson

35 people attended the exhibition over the course of the two-day period.

Whilst turnout was quite low, the efforts made to advertise widely were reflected in the location and range of attendees. Identified stakeholders and local residents from different roads in close vicinity to the site were all present.

4. CONSULTATION ACTIVITY

Feedback

Feedback forms (see Appendix E) were provided for attendees to make a formal record of their thoughts and opinions on the proposals. The feedback form specified the 31st July as the deadline for feedback to be returned to HardHat via the Freepost address provided, email or a phone call to the dedicated phone line.

Overall, the majority of attendees welcomed the fact that a proposal was coming forward to demolish the existing building and replace it with a new one. The feedback at the exhibition was generally positive and those with more serious objections were in the minority. Three attendees expressed interest in purchasing.

A total of ten feedback forms were returned by the designated date. Seven were returned at the exhibition and three returned via post.

Four of the feedback forms expressed support for the proposals and complemented the design.

Three of the feedback forms expressed concern about the scheme. Issues identified include height, density, increased pressure on amenities, problems for existing residents during the construction period and the need to reassess the unit mix to reduce the number of new residents into the area.

One feedback form was returned by the North Camden Town Neighbourhood Forum. This form expressed support for the affordable/private unit mix, the basic design choice and community consultation. It then raised issues regarding the change of use, waste and recycling on Rochester Place, design, heights of some of the building, the potential for problems with daylight/sunlight and security, and the lack of community use provision on-site.

One feedback form was specifically concerned with the behaviour of constructors during building.

One feedback form requested that the affordable housing be for keyworkers only.

One feedback form commented only to express that the site should include workspaces.

A full record of the anonymised feedback can be found in Appendix J.

4. CONSULTATION ACTIVITY

Feedback summary following Stage Two

The second stage of consultation highlighted a number of concerns held by stakeholders and within the local community. The principal concerns included:

- Height
- Servicing occurring along Rochester Place
- Overlooking along Rochester Place
- Design problems
- Unit types
- Amenity space in the new development
- Retaining trees along Camden Road

4.3 STAGE THREE

The third stage of consultation focussed on presenting the latest proposals to stakeholders and the local community, following the earlier stages of consultation.

In the two-month hiatus, the scheme significantly progressed to accommodate some of the problems that had been highlighted in the second stage of consultation.

Activity consisted of meetings with key community stakeholders and a two-day public exhibition.

(i) Meetings

Invitations (see Appendix F) to meetings were extended via email to the groups who had expressed an interest in meeting during stage two of the consultation process.

The meetings were intended to give attendees the opportunity to view the scheme and make comments prior to the submission of the planning application.

4. CONSULTATION ACTIVITY

Thursday 4th October – Local organisations

ATTENDEES	NOTES
Jamie Gillingham, Barratt West London	<p>A meeting was set up to give members of local forums and associations the opportunity to view the latest proposals ahead of the public exhibition.</p> <p>Key issues that arose:</p> <ul style="list-style-type: none"> • Change of use on-site to 100% residential • The remaining refuse servicing on St. Pancras Way
Nick Belsten, CBRE	
Rachel Ferguson, CBRE	
Tom Kyle, Sheppard Robson	
Clare Hilley, HardHat	
Amelia Lowe, HardHat	
Gill Scott, Reeds and Rochester Place Neighbourhood Association	
Kate Gemell, North Camden Town Neighbourhood Forum	
Antje Saunders, North Camden Town Neighbourhood Forum	

Thursday 4th October – Mark McCarthy, Rochester Conservation Area Advisory Committee

ATTENDEES	NOTES
Jamie Gillingham, Barratt West London	<p>A meeting was set up to give Mark McCarthy the opportunity to view the latest proposals ahead of the public exhibition.</p> <p>Key issues that arose:</p> <ul style="list-style-type: none"> • Principle of demolition • Change of use to 100% residential • Height, scale and massing • Demolition of the building
Nick Belsten, CBRE	
Rachel Ferguson, CBRE	
Clare Hilley, HardHat	
Amelia Lowe, HardHat	
Mark McCarthy, Rochester Conservation Area Advisory Committee	

4. CONSULTATION ACTIVITY

(ii) Second Public Exhibition – October 7th and October 8th

The second public exhibition provided the opportunity for the wider public to view the revised proposals for the residential redevelopment of the site.

The exhibition followed the same format as that held in July.

The exhibition took place over two days on Monday 7th October from 4.00pm until 8.00pm and Tuesday 8th October from 4.00pm until 8.00pm at The Irish Centre. The timings were selected in order to maximise the number of attendees who would be able to view the proposals, within the constraints of the availability of the venue.

An A5 invitation (see Appendix G) was posted via royal mail to circa 800 households and local businesses in close proximity to the site, thirteen days before the exhibition.

Invitations were also sent to those on the stakeholder contact programme, which includes chairs and secretaries of local residents associations and conservation groups, ward councillors and council cabinet councillors.

A quarter page copy of the invitation was featured in The Camden New Journal in the week preceding and the week of the exhibition.

A quarter page copy of the invitation was featured in the Ham and High, the Islington Gazette (see Appendix G) and the Hackney Gazette in the week preceding and the week of the exhibition.

Ten A0 boards (See Appendix H) outlined the latest version of the scheme, a model was available to put the proposals into the context of the local area and members from the development team were available to answer any questions and help provoke discussion about the scheme.

The following members of the development team attended the exhibition at some point over the course of the two-day period.

- Jamie Gillingham – Barratt West London
- Amelia Lowe - HardHat.
- Clare Hilley - HardHat.
- Liz Keane - HardHat
- Rachel Ferguson – CBRE
- Amy Lee – CBRE
- Nick Belsten - CBRE
- Tom Kyle – Sheppard Robson
- Dan Burr – Sheppard Robson
- Anna Prajs – Sheppard Robson
- Gianluca Villa – Sheppard Robson
- Diana Capitao – Sheppard Robson

30 people attended the exhibition over the course of the two-day period.

The efforts made to advertise widely were reflected in the location and range of attendees. Identified stakeholders and local residents from different roads in close vicinity to the site were present.

4. CONSULTATION ACTIVITY

Feedback

The same feedback mechanisms were available as for the previous exhibition: feedback forms (see Appendix I) were provided that could be left at the exhibition or returned via a FREEPOST address in addition to a dedicated telephone number and email address. The deadline for response was Friday 18th October, leaving ample time to assess feedback before submission of the application.

Overall, the feedback received was positive, with attendees appreciating the principle of redeveloping the site and bringing it back into use. The scheme design, materials and sustainability were all praised at the exhibition.

Four feedback forms were returned at the exhibition. One was extremely supportive of the scheme, urging development as soon as possible and complementing the design.

One feedback form was mixed: happy with the affordable housing provision but concerned about access during the construction period and overdevelopment of the site.

One feedback form raised issue with the change of use, suggesting commercial space on the ground level. Further problems included aspects of the design, height and the problems that servicing on Rochester Place will bring.

A full record of the anonymised feedback can be found in Appendix K.



5. CONCLUSION

Barratt West London has conducted a wide-ranging consultation, which has sought to engage local residents, key stakeholders and community groups.

These groups have provided feedback throughout the consultation period. Stakeholder meetings provided key groups and individuals the opportunity to offer direct feedback. At the exhibition, both verbal comments and feedback forms led to an understanding by the project team of some concerns.

Barratt West London sought to design a scheme that takes into account, where possible, these issues raised by local residents and groups.

A number of substantive changes were made in response to the concerns of residents. These include:

- Reduction in heights along Rochester Place
- Changing elevations to respond to the character of the street faced
- 2/3 servicing moved from Rochester Place to St. Pancras Way
- Introduction of four-bed units
- Use of specialist landscape architects to create imaginative amenity spaces
- Retention of trees where possible

Engagement with the community will continue up until planning submission and beyond. A website is available to keep residents and stakeholders up to date. Emails and letters will be sent to stakeholders providing updates and further opportunities to provide feedback.



APPENDICES

APPENDIX A

Initial invitation to stakeholder meeting

HardHat.

The Building Centre
26 Store Street
London WC1E 7BT

T +44 (0)20 7636 6603
F +44 (0)20 7636 6603
W hardhat.co.uk

To X,

I am contacting you on behalf of Barratt London, regarding their initial proposals for the residential redevelopment of their site at 79 Camden Road.

As you may be aware a first round of consultation was held on Tuesday 11th June at Camden Council's Development Control Forum where the local community were given an opportunity to view the initial designs for the site and meet the project team.

Barratt London recognise the importance of consulting the local community at an early stage and are planning to hold a public exhibition on their initial proposals for the site on Thursday 11th July and Saturday 13th July. Invitations will be sent out shortly to the wider public.

Ahead of the exhibition the project team would like to meet with you to present the proposals to you as your feedback as X of the X is very important to us.

Can you please let me know your availability over the next few weeks so that I can arrange a meeting.

Kind regards,

Clare

Clare George-Hilley
Account Director

The Building Centre
26 Store Street
London WC1E 7BT

T +44 (0)20 7636 6603
F +44 (0)20 7636 6603
M +44 (0)7747 030 189
E chilley@hardhat.co.uk

Registered Office: 2nd Floor Devonshire House 1 Devonshire Street London W1W 5DS Company Number: 5096524 Registered in England & Wales

APPENDIX B

Invitation to first exhibition sent to local residents and businesses

Advert featured in local press

PUBLIC EXHIBITION INVITATION - 79 CAMDEN ROAD

Barratt London is inviting you to attend a public exhibition on the initial proposals for the residential redevelopment of their site at 79 Camden Road.

Barratt London is keen to consult the local community on their initial designs and are aware that this a key regeneration site within the borough. During the two-day public exhibition, the project team will be on hand to answer questions and there will be opportunities to provide your comments and feedback.



79 Camden Road existing building viewed from the site

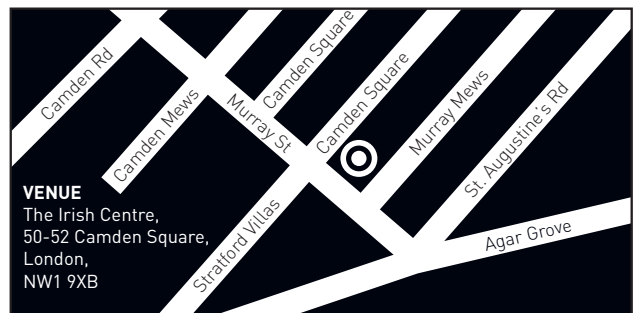
WHEN

Thursday 11th July,
5pm-8pm

Saturday 13th July,
11am-3pm

WHERE

The Irish Centre,
50-52 Camden Square,
London,
NW1 9XB



VENUE

The Irish Centre,
50-52 Camden Square,
London,
NW1 9XB

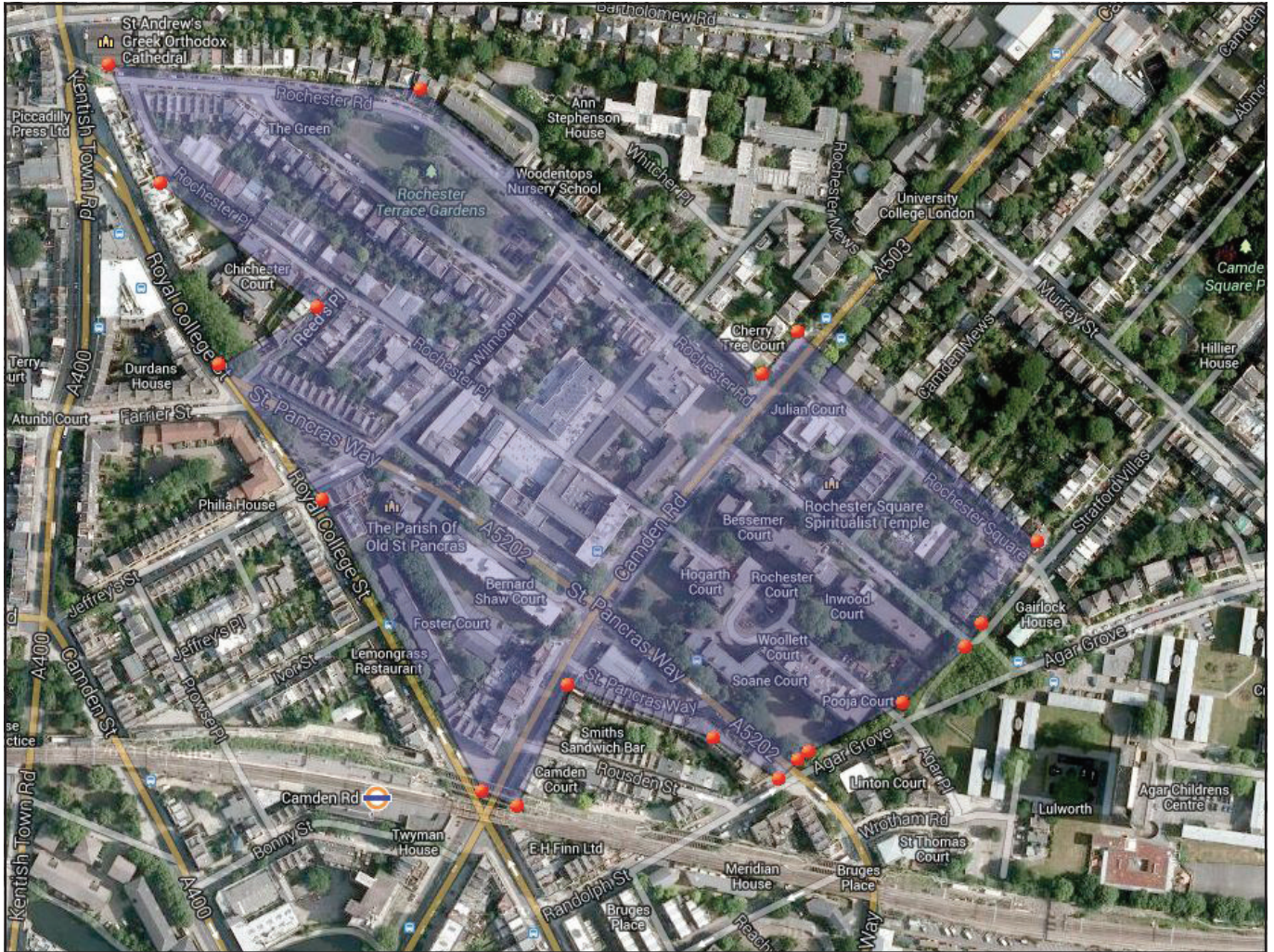
For more information please call **0845 460 6011** or visit **www.camdenroad.org.uk**



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APPENDIX C

Distribution area



APPENDIX D

Exhibition boards from the first public exhibition

79 CAMDEN ROAD

Welcome to our exhibition on the proposals for the residential redevelopment of 79 Camden Road.

The site is currently occupied by various buildings, previously used by Camden Council. In November 2012, Barratt London was selected as the preferred bidder for the site after Camden Council undertook a design-led bid process for residential development on the site.

With a view to submitting a planning application in Autumn 2013, Barratt London chose Camden based award-winning architects Sheppard Robson to design the residential redevelopment.

This exhibition provides an early opportunity for you to express your views about the site and the initial proposals.

If you have any questions, please talk to a member of the development team here today.

Feedback forms are also provided for you to record your views with the team. These can either be handed in today or sent back via the FREEPOST address printed on the form.



Photograph of existing building from Camden Road



An artist's impression of the new development from Camden Road

WWW.CAMDENROAD.ORG.UK












SITE CONTEXT

The site lies at the junction of Camden Road and St. Pancras Way in the London Borough of Camden and is surrounded by four Conservation Areas; Camden Square, Camden Broadway, Jeffrey's Street and Rochester.


The site is surrounded by large residential developments. To the south is Bernard Shaw Court, which is five-stories high, and on the opposite side of Camden Road lies Hogarth Court, which is six-stories tall.

The buildings to the north and to the west of the site are smaller in scale and present a variety of uses, with a mix of residential and commercial units.

The site is in close proximity to Camden Road overground station and a short walk from Camden Town underground station. A number of local buses also serve the site, stopping along Camden Road and St. Pancras Way.

WWW.CAMDENROAD.ORG.UK



DESIGN EVOLUTION

Conventional approach:
18m rectangular blocks with central cores and single aspect apartments

Approach for this site:
13m L shaped blocks with cores in the corner, no corridors and dual aspect through units

Disadvantages for this site:
All the outward facing facades are compromised by either noise, overlooking or north aspect, so single aspect will make for poor quality apartments

Advantages for this site:
Through apartments provide true dual aspect and a view into a calm courtyard. Short corridors means better efficiency and fewer people sharing a core encouraging neighbours

PLAN DIAGRAM OPTIONS


Fully enclosed courtyards will provide poor daylight and sunlight to the courtyard

Create openings to allow for sun and views

Could it work mirrored?

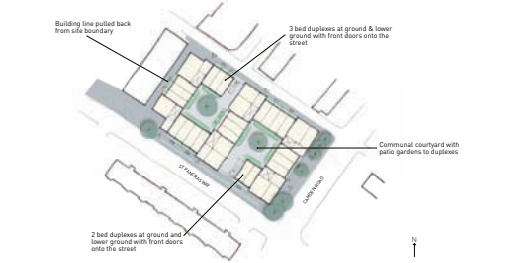
What about an E shape?

WWW.CAMDENROAD.ORG.UK



OVERVIEW OF PROPOSALS

Barratt London, together with Sheppard Robson, have designed proposals that seek to create a high-quality residential redevelopment delivering a mix of one, two and three-bedroom apartments.



PUBLIC REALM IMPROVEMENTS

Building line pulled back from site boundary

2 bed duplexes at ground & lower ground with front doors onto the street

3 bed duplexes at ground & lower ground with front doors onto the street

Commercial courtyard with patio gardens to duplexes

Two private courtyards overlooked by apartments

Blocks arranged into six intersecting L-shaped blocks with separate cores and entrances

Set-back to respect line and adjacent property


Set-back to provide privacy, screen and planting

Well defined street frontages with front doors to ground floor dwellings

13m deep blocks to provide dual aspect apartments

Retained street trees

WWW.CAMDENROAD.ORG.UK



APPENDIX D

MASSING AND HEIGHTS

View from South
Existing storeys



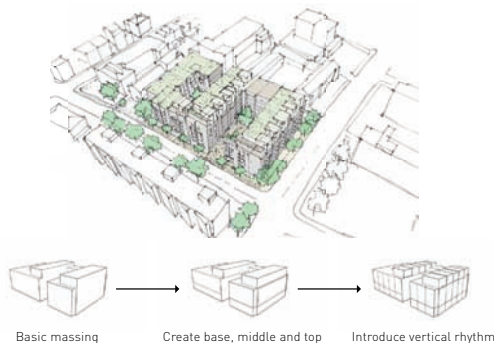
Proposed storeys



View from North
Existing storeys



Proposed storeys



WWW.CAMDENROAD.ORG.UK



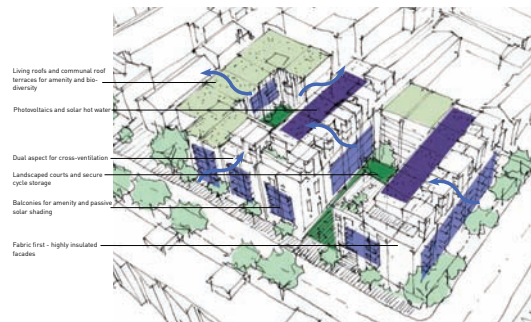
SUSTAINABILITY

Barratt London wishes to create a high-quality development with substantial landscaping to establish an attractive environment for existing and new residents.

The scheme aims to reduce energy consumption with passive design and excellent comfort levels.

We will ensure that the new development fully complies with the latest policies on energy and sustainability as set out in the London Plan 2011 that seeks to achieve Code for Sustainable Homes Level 4.

- Green roofs to be provided, combined with photovoltaic panels for maximum efficiency
- Recycling facilities for all dwellings
- All new apartments to conform to Lifetime Home standards, ensuring adaptability and accessibility throughout a dwelling's lifetime
- Removal of existing trees to be avoided where possible
- Planting to prioritise native trees and other species of value to wildlife
- Surface water run-off to be reduced from the site compared to existing rates



WWW.CAMDENROAD.ORG.UK



ACCESS AND TRANSPORT



WWW.CAMDENROAD.ORG.UK



NEXT STEPS

This exhibition has been held to give local residents an early opportunity to understand the initial proposals for the site and give feedback to the development team.

On Tuesday 11th June 2013, Camden Council hosted a Development Control Forum where members of the development team presented the initial proposals to local community groups. This event provided an opportunity for local community groups to feedback their initial views.

Barratt London recognises the importance of consultation and will be evaluating and responding to all feedback received during the consultation process.

Thank you for attending our exhibition. Remember to fill in a feedback form, as it is very important that we capture everyone's views on the initial proposals for the site.



FOR FURTHER INFORMATION PLEASE CONTACT:

w: www.camdenroad.org.uk e: info@camdenroad.org.uk t: 0845 460 6011

WWW.CAMDENROAD.ORG.UK



Feedback form from the first exhibition

PUBLIC CONSULTATION HAVE YOUR SAY

Thank you for attending this public exhibition today.

This feedback form gives you the opportunity to comment on the initial proposals for the residential redevelopment of the site at 79 Camden Road.

Please return this form by Wednesday 31st July to:

Freepost: RRRL-GLUR-KXXH
HardHat
The Building Centre
26 Store Street
London WC1E 7BT

Telephone: 0845 460 6011

Email: info@camdenroad.org.uk

Please provide your name, address, telephone number and email address (if applicable).

*We will use your details from time to time to contact you with updates about progress on 79 Camden Road. If you do not wish to be contacted, please tick:

Name:

Address:

Telephone:

Email:

Comments:

APPENDIX F

Invitation to subsequent stakeholder meeting

Thursday, 17 October 2013 14:18:40 BST

Subject: 79 Camden Road: Consultation meeting request

Date: Thursday, 17 October 2013 14:18:18 BST

From: Amelia Lowe

Dear X

I am contacting you on behalf of Barratt London, regarding their proposals for the residential redevelopment of the site at 79 Camden Road.

Following the first round of consultation, all feedback received has been evaluated by the project team. Over the summer, the project team have been working hard to develop the scheme and have made significant revisions, aiming to address previous concerns raised.

Barratt London are committed to community engagement, and understand that it is important to continue to capture key groups and individuals views on their proposals.

We will be holding a second public exhibition, which will showcase the latest proposals to the general public. This exhibition will be held at the Irish Centre on Monday 7th October and Tuesday 8th October between 4pm and 8pm on both days and invitations will be sent out shortly.

Ahead of this exhibition, we would like to meet with you to discuss the revisions and hear your feedback.

If you would be interested in meeting please respond with your availability at the end of this week or the beginning of next week.

Kind regards

Amelia

Amelia Lowe
Account Executive

HardHat.

The Building Centre
26 Store Street
London WC1E 7BT

T +44 (0)20 7636 6603

F +44 (0)20 7636 6603

E alowe@hardhat.co.uk

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Page 1 of 1

APPENDIX G

Invitation to second exhibition sent to local residents and businesses

Advert featured in local press

PUBLIC EXHIBITION INVITATION - 79 CAMDEN ROAD

Barratt London is inviting you to attend a second public exhibition on the proposals for the residential redevelopment of their site at 79 Camden Road.

Barratt London is keen to update the local community on their designs following the first consultation. During the two-day public exhibition, the project team will be on hand to answer questions and there will be opportunities to provide your comments and feedback.



79 Camden Road existing building viewed from the site

WHEN

Monday 7th October,
4pm-8pm

Tuesday 8th October,
4pm-8pm

WHERE

The Irish Centre,
50-52 Camden Square,
London,
NW1 9XB



VENUE
The Irish Centre,
50-52 Camden Square,
London,
NW1 9XB

For more information please call **0845 460 6011** or visit www.camdenroad.org.uk



APPENDIX H

Exhibition boards from the second public exhibition

79 CAMDEN ROAD

Welcome to our second exhibition on the proposals for the residential redevelopment of 79 Camden Road.

The site is currently owned by Camden Council, but following a review was deemed not fit for purpose and in November 2012, Barratt London was selected as the preferred bidder for the site following an open market tendering process.

On 11th and 13th July 2013, Barratt London held their first public exhibition, displaying draft proposals for the site. A substantial amount of feedback was received from local residents and community groups and has been considered by the Development Team.

This exhibition explains the proposals that will form the basis of a planning application to be submitted for the consideration of Camden Council.

Feedback forms are provided for you to record your views. These can either be handed in today or sent back via the FREEPOST address printed on the form.

All feedback on the proposals will be considered by the Development Team and comments will be included in the Statement of Community Involvement which will be submitted to Camden Council as part of the planning application.



Photograph of existing building from Camden Road



Computer generated image of the proposed building

FOR FURTHER INFORMATION PLEASE CONTACT:
w: www.camdenroad.org.uk **e:** info@camdenroad.org.uk **t:** 0845 460 6011

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LOCAL CONTEXT

The site lies at the junction of Camden Road and St. Pancras Way in the London Borough of Camden and is surrounded by four Conservation Areas: Camden Square, Camden Broadway, Jeffrey's Street and Rochester Place.


Care and attention has been paid to distinguishing features of the surrounding areas, to ensure that our proposals are in keeping with the varied and diverse character of Camden.

The proposals have been designed to echo elements of buildings in the vicinity, with features identified and used to influence the designs on show here today.

1. Rochester Road
 2. Rochester Terrace Gardens
 3. Oldnis, Royal College Street
 4. Bernard Shaw Court, St. Pancras Way
 5. Camden Road
 6. St. Pancras Way

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THE PROPOSALS

Barratt London, together with local Camden-based architects Sheppard Robson, have designed proposals that will create a high-quality residential redevelopment delivering a mix of one, two, three and four-bedroom homes.

- 167 one, two, three and four-bedroom apartments
- 50% affordable housing
- Substantial public realm improvements
- Communal courtyards
- Communal, landscaped roof gardens
- Set-back from the site boundary to respect the existing trees
- Street frontages with front doors to ground floor dwellings to improve street scape
- Retained trees along Camden Road
- Car-free development


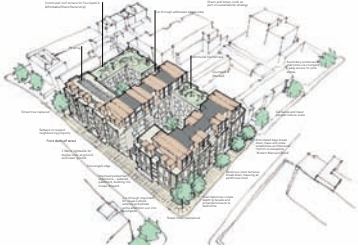


Diagram of the building's footprint

Sketch of the proposed development




Building composition

TOP: Two and three bedroom penthouse apartments and communal roof terraces

MIDDLE: One and two bedroom apartments

BASE: Two, three and four bedroom duplexes with individual entrances from the street

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COMMUNITY CONSULTATION

Barratt London is committed to fully engaging with the local community before submitting a planning application for this site.

We have met with the Camden Square Conservation Area Advisory Committee, Jeffrey's Street Conservation Area Advisory Committee, South Kentish Town Area Advisory Committee, Reeds and Rochester Place Neighbourhood Association, North Camden Town Neighbourhood Forum and attended the Developer's Briefing on 17th June.

A first consultation was held on Thursday 11th July and Saturday 13th July 2013 to give local residents and groups an early opportunity to understand our proposals and comment on them.

Over the two-day period, 40 local residents attended the exhibition. Overall, the majority of attendees welcomed the fact that a proposal was coming forward to demolish the existing building and replace it with a new one.

Our response to your feedback

The feedback that we have received fed into the new proposals, this included:

- Height
- Servicing occurring along Rochester Place
- Overlooking along Rochester Place
- Design
- Unit types
- Amenity space in the new development
- Retaining trees along Camden Road

The main changes to the scheme as a result of consultation include:

- Reduction in heights along Rochester Place
- Changing elevations to respond to the character of the streets
- Servicing moved to St. Pancras Way
- Interesting use of materials
- Introduction of four-bed units
- Landscape architects used to create imaginative spaces
- Retention of trees where possible

The following boards show in more detail how we have worked to address the concerns raised.





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APPENDIX H

HEIGHT & MASSING

In response to the feedback that raised concern about the heights of the building, we have progressed the design.

Heights have been reduced along Rochester Place to respond to the lower heights and smaller scale of that road. This has been achieved by moving height to less sensitive areas.

Across the new development, the top two storeys have been set back from the building to respect the streetscape.

Initial daylight and sunlight tests confirm that these proposals sit comfortably within its context.



Massing - Aerial view from the north



Massing - Aerial view from the north



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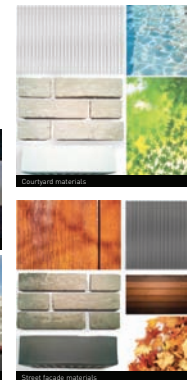


DESIGN & MATERIALS

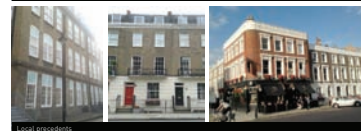
The design of the form of the building takes its inspiration from the London mansion block. This typology has a clearly defined base, middle and top with a vertical rhythm punctuated by balconies.

The facades have been designed with vertical proportions of the Victorian and Georgian architecture of the neighbourhood with some contemporary details. The materials for the facades are brickwork, metal and glass. These materials are robust and durable but also will have a rich patina and texture, which will fit well within the surroundings.

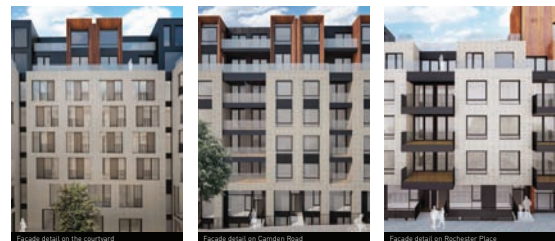
Materials



Design inspiration



Elevations



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ACCESS & TRANSPORT

In response to the feedback received from the first round of consultation, deliveries will be focussed along St. Pancras Way, however the current regime of deliveries will continue along Rochester Place.

The proposed development has no car parking provision. There will be 2 disabled car parking spaces provided.



CONSIDERATE CONSTRUCTION

We recognise that this is a busy residential and commercial area and we will work with local residents and businesses to minimise the impact of demolition and construction.

Barratt London will register this site with the Considerate Constructors Scheme and as such comply with strict regulations and supervision of their demolition and construction activity.

Barratt London will also comply with the working hours agreed with Camden Council and give residents direct contact numbers should any problems arise. We are also planning to hold Construction Site Liaison Meetings during the construction period so that local residents, businesses and community groups are kept fully informed throughout this process and can raise any issues with the team.



WWW.CAMDENROAD.ORG.UK

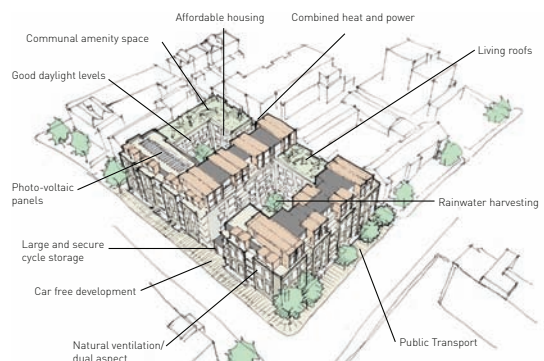


SUSTAINABILITY

Barratt London is committed to developing a high-quality development with substantial landscaping to establish an attractive environment for existing and new residents.

The proposals will target Code for Sustainable Homes Level 4, which means that the new development will fully comply with the latest policies on energy and sustainability as set out in the London Plan 2011.

- Green and brown roofs
- Photo-voltaic (PV) panels
- Recycling facilities for all dwellings
- Combined Heat and Power (CHP) system
- All apartments to conform to Lifetime Homes standards, which ensures adaptability and accessibility throughout a dwelling's lifetime
- 10% wheelchair units including within the scheme
- Retention of existing trees as far as possible
- Planting that prioritises native trees and other species of value to wildlife
- Surface water run-off to be reduced as far as possible



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APPENDIX H

NEXT STEPS

We still want to hear feedback from local residents. Please fill out one of our feedback forms and either leave with us today or return to our FREEPOST address.

Alternatively, call our dedicated housing hotline phone number or email us your thoughts.

All feedback received from this consultation period will be evaluated before a planning application is submitted to Camden Council.

Camden Council will also undertake public consultation as part of their consideration of the planning application.

Copies of these boards and other information about the scheme will be available to download from our website at www.camdenroad.org.uk

All feedback on the proposals will be considered by the Development Team and comments will be included in the Statement of Community Involvement that will form a part of the planning application.



Computer generated image of the proposed building

FOR FURTHER INFORMATION PLEASE CONTACT:

w: www.camdenroad.org.uk e: info@camdenroad.org.uk t: 0845 460 6011

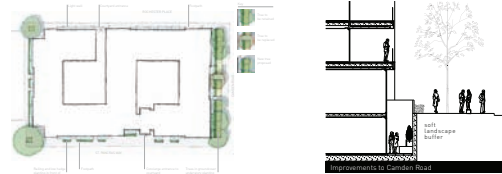
WWW.CAMDENROAD.ORG.UK



LANDSCAPING AND IMPROVED STREET SCENE

Public Realm Improvements

- Set-back buildings to widen pavements on St. Pancras Way
- Access to duplex apartments along St. Pancras Way, Camden Road and Rochester Place to ensure active ground-level frontages
- Private courtyards overlooked by apartments
- Dual aspect apartments



Landscaping

Landscape architects have been involved with the design of these proposals to ensure creative use of the outdoor spaces within the proposed development.

This addresses concerns about the quality and quantity of both the outdoor and amenity space that was raised during the earlier consultation period.

The residents' amenity space is on the beautifully designed roof terraces.

The courtyards provide a tranquil environment for the residents to enjoy.



Sketch of Courtyard A



Sketch of Courtyard B



Sketch of Roof Terrace B

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APPENDIX I

Feedback form from the second exhibition

PUBLIC CONSULTATION HAVE YOUR SAY

Thank you for attending this public exhibition today.

This feedback form gives you the opportunity to comment on the latest proposals for the residential redevelopment of the site at 79 Camden Road.

Please return this form by Friday 18th October to:

Freepost: RRRL-GLUR-KXXH
HardHat
The Building Centre
26 Store Street
London WC1E 7BT

Telephone: 0845 460 6011

Email: info@camdenroad.org.uk

Please provide your name, address, telephone number and email address (if applicable).

*We will use your details from time to time to contact you with updates about progress on 79 Camden Road. If you do not wish to be contacted, please tick:

Name:

Address:

Telephone:

Email:

Comments:



BARRATT
HOMES

APPENDIX J

Anonymised feedback from the first exhibition, recorded verbatim

<p>Social housing should be for key workers and low paid workers - these groups should be given priority for housing as Camden needs them but they cannot afford to live here.</p>
<p>Surprisingly little to criticise - generally attractive appearance but is one storey too high</p>
<p>The proposals seem interesting and well thought through. I am pleased to see that all mature trees are to be retained. I do hope that planting is with appropriate species (ie not ornamental trees). It is difficult to tell exactly what the development will look like, but as plans on paper they look to be fine.</p>
<p>Looks very pleasant</p> <p>High level of accommodation</p> <p>Well done - get on with it</p>
<p>Price estimates would have been useful</p>
<ol style="list-style-type: none"> 1. Want mixed use - should have B1 employment space on ground floor of Rochester Place and Camden Road as a minimum 2. Concern about any change to Rochester Place from a mews 3. Too high and too many units of housing. Want a review of the unit types (1 bed - 4 bed)
<p>The finished product all looks fine. More concerned about the Considerate Constructors Scheme and behaviour of builders, safety of passers-by etc</p>
<ol style="list-style-type: none"> 1. Concerns about proposed height of development which is out of keeping with surrounding buildings. Effects of overlooking adjacent properties and loss of light. 2. In particular, concerns about disruption to neighbouring localities (noise and dust during demolition and construction, long permitted working hours); access to site, parking of lorries and plant; potential road closures; reduced facilities for yellow line parking after restricted hours. 3. Impact on access to public transport with influx of large numbers of residents without residential parking permits. 4. This development is of particular concern given its close proximity to sites which are also likely to cause major and lengthy disruption if the HS2 project goes ahead (station and overground bridge at Camden Road bridges in Randolph Street and Baynes Street) 5. I work from home and this proposed developments deter me from remaining resident in the immediate area. However, they will be severe effects in the saleability of my property as they will be >>?<< in any potential buyer's search. Nobody will want to buy a property in the immediate vicinity of a large building site.
<p>I do believe that a site this size should have some work spaces.</p>

APPENDIX J

Anonymised feedback from the second exhibition, recorded verbatim

The site has been vacant for some years and it is important for the planning to be resolved and the site redeveloped as soon as possible. I am comfortable with both residential and commercial uses (or a mix). In terms of scale, it should not dominate surrounding buildings. The building materials should also reflect surrounding buildings but I think a good quality contemporary design works well in this location. Improvements to public realm around the development should be included as part of the scheme.

This is outrageous. Here we have a very real opportunity to provide a substantial amount of housing in Camden, and these new proposals have reduced the potential number of dwellings. This property should be between 15 and 20 stories (sic) high - let York Way be an example and set a precedent for the future of Camden Road. This reduced vision is a scandalous missed opportunity considering the considerable demand for housing in the borough. I AM VERY DISAPPOINTED.

The building fronting the roads (Camden Rd and St Pancras Way) are quite forbidding, I feel. My chief concerns are overdevelopment of the site and how the access for building work will affect Rochester Road/Rochester Place.

I hope LBC stick to their stated policy of not issuing Residents' Parking Permits to the future occupants, as it will upset the balance. The mix of affordable property is good - hope they are sold!

1. Object to 100% housing/residential - some commercial space should be retained at ground level on Camden Rd and Rochester Place.
2. Problem with servicing on Rochester Place due to width of cabled mews.
3. Don't like treatment of upper levels - would prefer them to blend in - same way Camden have insisted on roof extension to Gerardram properties - eg use zinc
4. Building remains too high - if digging a basement you should restrict the height
5. Don't like projecting balconies along Rochester Place - not in keeping with the mews