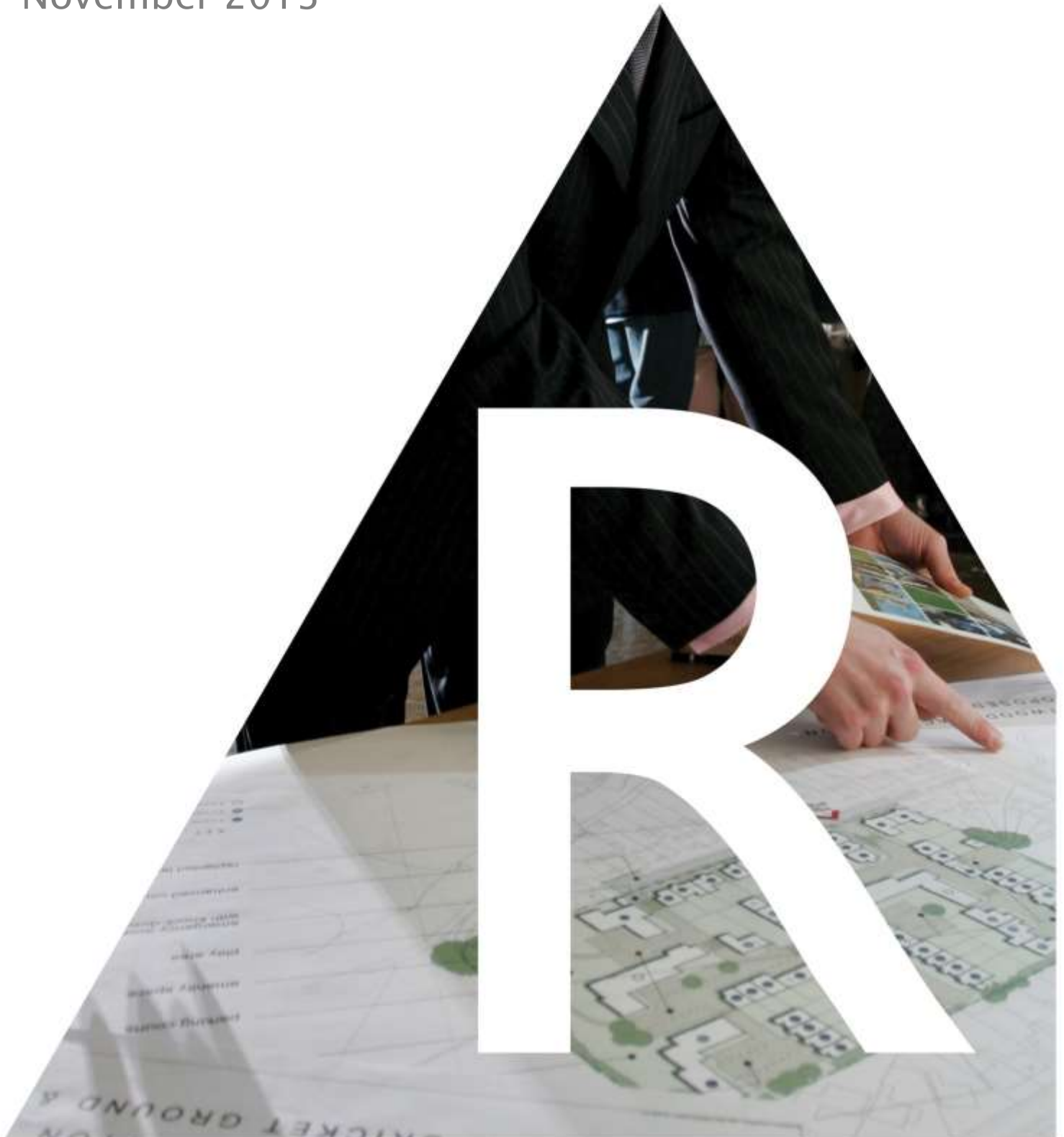


Statement of Community Involvement

Former Reservoir at Gondar Gardens, West Hampstead

November 2013



Contents

- 1. Introduction 3
- 2. Background 5
- 3. Pre-application consultation and engagement..... 8
- 4. Post-application consultation and engagement..... 16
- 5. Conclusion 17
- 6. Appendices..... 18

1. Introduction

- 1.1. Linden Homes and Wates Developments (the Applicants) are submitting a planning application for the redevelopment of the decommissioned reservoir at Gondar Gardens, West Hampstead. This site is located in the London Borough of Camden (LB Camden).
- 1.2. The Applicants are committed to consulting with stakeholders and the local community regarding their planning application for this site. They have a strong track record of engagement with residents, community groups, councillors and relevant third parties.
- 1.3. This document has been produced with the aim of clearly and concisely detailing the programme of community consultation that has been undertaken on the redevelopment proposals. It provides a chronological account of the consultation activity throughout the pre-submission stages and, in addition, the proposed post-submission actions.
- 1.4. In order to assist with the consultation process Remarkable Engagement, a specialist communications consultancy, was appointed to form part of the wider project team for the proposed redevelopment.
- 1.5. The agreed brief for this project was to design and implement an appropriate consultation strategy in support of the application. This included proposed engagement with:
 - Immediate neighbours along Gondar Gardens, Agamemnon Road and Hillfield Road
 - Other local residents and businesses close to the site (approximately 2,500 addresses)
 - Relevant councillors from the LB Camden, including the members for Fortune Green ward, relevant Cabinet members, and Leader of the Council
 - Community groups including Gondar and Agamemnon Residents Association (GARA), Friends of Fortune Green, and the West Hampstead Neighbourhood Development Forum
 - Local newspaper the *Ham & High*
- 1.6. In advance of submitting an application, the project team arranged a public information event for 15th October where representatives were on hand to answer any questions and talk attendees through a number of information boards. An accompanying project website was set up (www.lindenhomes.co.uk/community/london/former-reservoir-gondar-gardens)

to allow those unable to attend the event to download copies of the boards and submit questions to the team.

- I.7. A follow up meeting was held on the 4th November with representatives of the project team and GARA to discuss the proposals for the site in greater detail.
- I.8. All feedback received during the consultation process is accounted for and represented within this document.

2. Background

2.1. Site

2.1.1. The proposed development site is located on Gondar Gardens, West Hampstead. A decommissioned Victorian reservoir, the structure sits below ground level and is covered by roofing and turf. It is bordered on three sides by existing housing and on the fourth by the road of Gondar Gardens itself.

2.1.2. The map below identifies the site and neighbouring streets:



2.1.3. Since acquiring an interest in the site in 2010, the Applicants have brought forward two applications for its redevelopment. The first of these was refused consent by officers at LB Camden in June 2011 but allowed at appeal in November 2012. The second application was refused by the Development Control Committee at LB Camden in May 2012 and dismissed at appeal in June 2013.

2.2. Proposals

2.2.1. The Applicants are proposing to comprehensively redevelop the site, to provide 28 residential units with associated parking, refuse storage and landscaping of the site for private open space following substantial demolition of the roof and internal reservoir structure. Ten of the new homes will be classified as affordable.

2.2.2. The submitted proposals are intended to answer the reasons for refusal given by the Inspector at the June 2013 appeal, which related solely to detailed design matters. All other matters were found to be acceptable at this time.

2.3. Statement of Community Involvement

2.3.1. The London Borough of Camden adopted its Statement of Community Involvement in July 2011. This document sets out the council's policies for involving the community in the preparation, alteration and review of planning applications. It includes the following recommendations:

Pre-application consultation

4.8 We strongly encourage pre-application advice and pre-application consultation for major, or potentially controversial, proposals. Pre-application consultation provides an opportunity for local communities and stakeholders to raise any issues directly with the applicant and influence their proposals.

4.9 The suitability of a development for pre-application consultation will normally be identified during pre-application discussions with the Council. It will usually be appropriate for schemes where:

- the proposals are likely to have a significant impact on the environment or on the local community, and*
- the nature of the development is likely to attract significant local interest.*

However, we cannot require a developer to undertake pre-application discussions or pre-application consultation.

4.10 At the beginning of the pre-application consultation process 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.

4.11 Where pre-application consultation is carried out, applicants should prepare a report summarising the type of consultation carried out, the key issues raised and how the scheme addresses these issues.

2.4. Localism Act (2011)

2.4.1. The Localism Act received Royal Assent in November 2011 and makes pre-application consultation a statutory obligation. It also requires developers to bring their proposals to the attention of nearby residents and businesses.

2.5. National Planning Policy Framework (2012)

2.5.1. The NPPF identifies the role of local authorities in encouraging high-quality pre-application consultation by applicants and developers.

2.5.2. Paragraph 189 states that local authorities should “*encourage any applicants who are not already required to do so by law to engage with the local community before submitting their applications*”, where this would be beneficial.

2.5.3. Paragraph 66 also states that proposals which have evolved to take into account the views of the community “*should be looked on more favourably*”.

2.5.4. This report has been written in accordance with national and local planning policy regarding community engagement and involvement.

3. Pre-application consultation and engagement

3.1. Overview

3.1.1. Prior to submitting an application for the redevelopment of the site, a programme of community consultation was devised by Remarkable Engagement in line with planning policy and discussions between the Applicants and officers at LB Camden.

3.1.2. The details of this consultation programme can be found in the following sections.

3.2. Meeting with London Borough of Camden

3.2.1. The Applicants and the wider technical team held a meeting with council officers on the 30th August 2013 in order to discuss the updated proposals and plans.

3.3. Public Information Event

3.3.1. In order to provide the community with an opportunity to review the proposals, prior to the submission of a planning application, a Public Information Event was organised.

3.3.2. Letters of invitation were distributed by hand on Tuesday 8th October to approximately 2,500 local residents, businesses and stakeholders. A copy of the consultation area can be found at Appendix 1 and of the invitation itself at Appendix 2.

3.3.3. 162 addresses were unable to have invitations hand delivered due to access restrictions. Their invitations were subsequently posted via the Royal Mail.

3.3.4. The following stakeholders were sent an individual invitation (via Royal Mail):

- The three ward members for Fortune Green (Councillor Russell Eagling, Councillor Nancy Jirira and Councillor Flick Rea)
- Leader of the Council (Councillor Sarah Hayward) and relevant Cabinet members
- Gondar and Agamemnon Road Residents' Association (GARA)
- Friends of Fortune Green
- West Hampstead Neighbourhood Development Forum

3.3.5. The information event was held on Tuesday 15th October at St Luke's Church, 12 Kidderpore Avenue, NW3 7SU. It was open to the public between 2pm and 8pm and clearly signposted from the street.

3.3.6. A team comprising representatives of the Applicants, Rolfe Judd (architects) and Remarkable Group were available at the event to answer questions and discuss the application with attendees.

3.3.7. At the event, information was available on the following:

- Background information relating to the site
- Details of previous proposals for the redevelopment of the site and reasons for refusal
- Explanation of how the current proposals answer the points made by the Planning Inspector at appeal

Copies of the boards that were on display can be found at Appendix 3.

3.3.8. The venue and arrangement of information boards are shown in the following images:





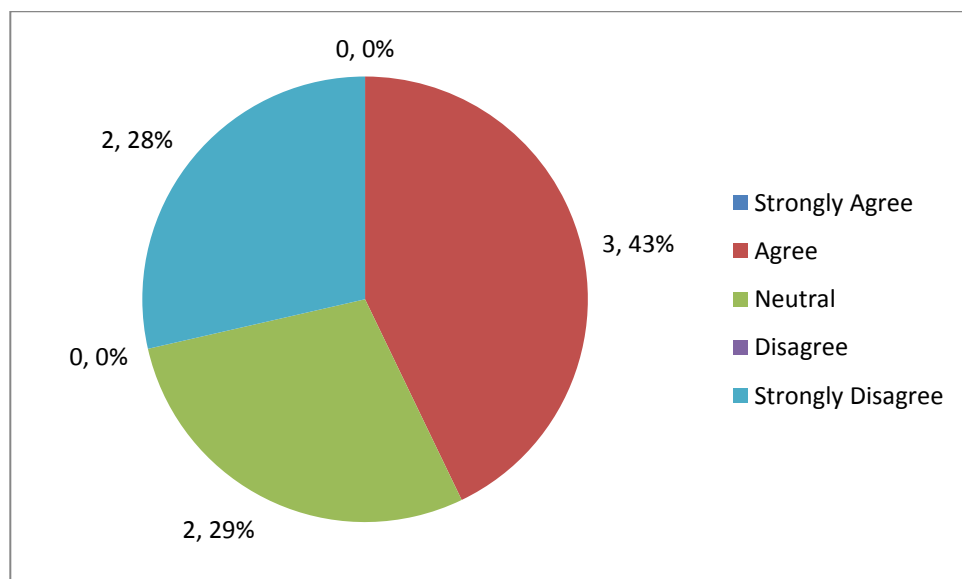
- 3.3.9. Feedback forms were available on the day for attendees to leave their comments on the proposals. These could either be left in a sealed ballot box on the way out, or returned with a prepaid envelope, or by email. A copy of the feedback form can be found at Appendix 4.

3.4. Review of Feedback from Public Information Event

- 3.4.1. 33 entries were made in the visitors' book at the event, with another three attendees declining to do so. Those who did choose to provide their details were able to leave their name and address, as well as a contact email address. A map showing the distribution of those who attended can be found at Appendix 5.
- 3.4.2. Four feedback forms were completed and left in the ballot box on the day of the information event. A further three forms were received after the event, returned via a provided freepost envelope. A summary of responses can be found in the table on the following page:

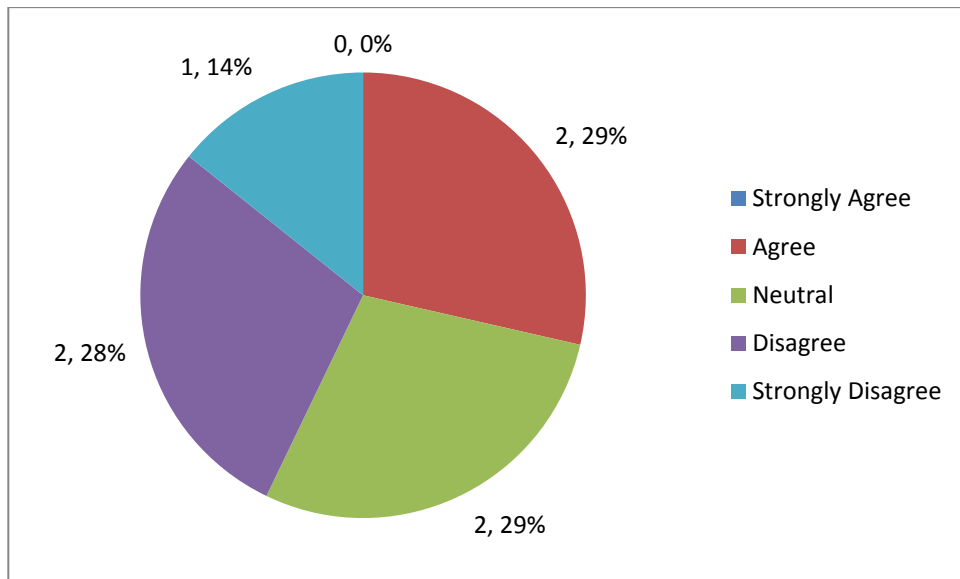
1) Do you think the revised design is an improvement on the previous plans?				
<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
0 (0%)	3 (43%)	2 (29%)	0 (0%)	2 (28%)
2) Do you think the revised design reflects and enhances the character of the area?				
<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
0 (0%)	2 (29%)	2 (29%)	2 (28%)	1 (14%)
3) Do you support the proposed measures to improve the protected open space as part of the new plans?				
<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
1 (14%)	3 (43%)	2 (29%)	1 (14%)	0 (0%)
4) Do you support the provision of ten affordable houses for local people?				
<i>Strongly Agree</i>	<i>Agree</i>	<i>Neutral</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
2 (29%)	3 (57%)	1 (14%)	0 (0%)	0 (0%)

3.4.3. Question 1 – Do you think the revised design is an improvement on the previous plans?



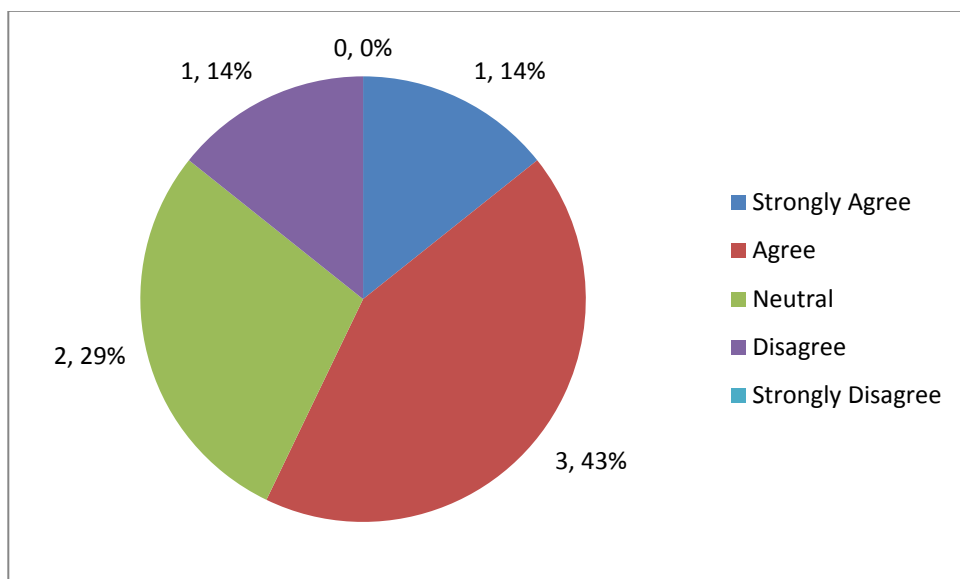
Three respondents felt that the new design was an improvement on the previous plans, with two respondents each either expressing no opinion or a negative one. Comments left for this question reflected this split, with some expressing a preference for the new design and some suggesting the changes are only slight or cosmetic.

3.4.4. Question 2 – Do you think the revised design reflects and enhances the character of the area?



Answers to this question were quite evenly split, with two people agreeing, two disagreeing, two remaining neutral and one strongly disagreeing. Comments left for this question suggested that opinions of the architectural character and quality of the area differ from person to person.

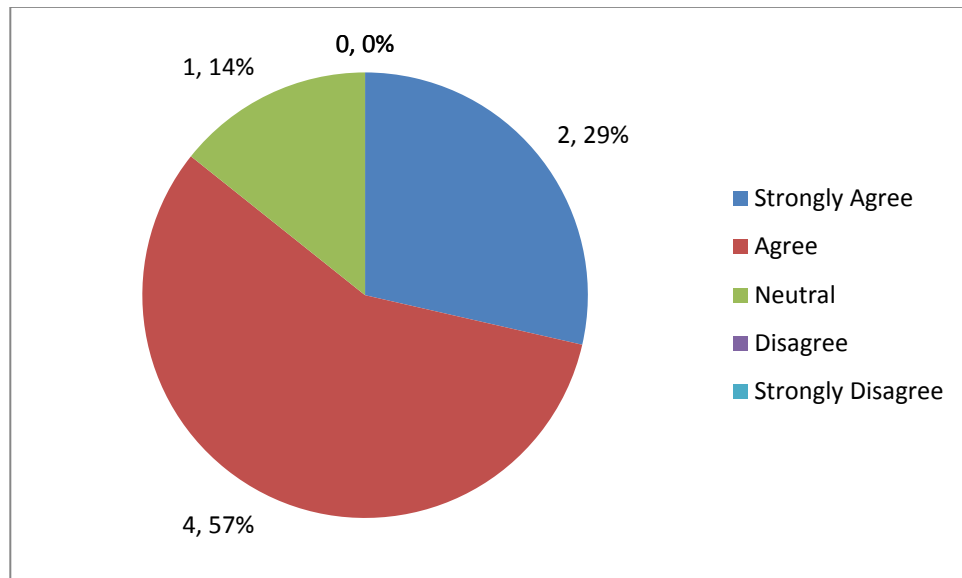
3.4.5. Question 3 – Do you support the proposed measures to improve the protected open space as part of the new plans?



Responses to this question were mainly positive, with only one respondent indicating a lack of support for the open space proposals.

Their stated reason was that they would rather see no development at all. Other comments welcomed the retention of the majority of the open space and management of it.

3.4.6. Question 4 – Do you support the provision of ten affordable houses for local people?



This was the most supported question on the feedback form, with all but one respondent indicating support for the provision of affordable housing. Comments left affirmed the need for this kind of housing, but questioned just how affordable they would be.

3.4.7. The map included at Appendix 5 shows those who simply attended and signed the visitors’ book with blue pins, those who submitted broadly positive feedback forms with green pins and those who submitted negative feedback forms with red pins.

3.5. Meeting with GARA

3.5.1. A follow up meeting was arranged with representatives of GARA for the 4th November 2013 to discuss the proposals and finalised plans that would be submitted to the London Borough of Camden.

3.5.2. The points of conversation from this meeting were as follows:

- Recap of the sites history and previous applications
- Likely timescales for submission and consideration by LB Camden

- Progress on the new proposals and how they have evolved in response to feedback
- Matters of detailed design
- Management of the protected open space

3.5.3. The meeting was attended by representatives of the Applicants, Rolfe Judd and Remarkable Group. It was agreed that GARA would be kept updated as the application progressed and was submitted to LB Camden.

3.6. 0800 Comment Facility

3.6.1. During the consultation process, access to a telephone enquiry line (**0800 298 7040**) was offered to those who wished to find out more about the proposals, or register their comments via telephone. This telephone enquiry line was manned between 8.30am and 5.30pm Monday – Friday, with a message facility out of hours. Information was given to callers where possible and, if questions were of a technical nature, these were passed on to relevant team members for a response.

3.7. Project Website

3.7.1. A website was set up for the project for those who wanted to find out more about the proposals or the project team involved. This site (<http://www.lindenhomes.co.uk/community/london/former-reservoir-gondar-gardens>) will continue to be updated throughout the consultation process with details of the next steps. It is also possible to download a PDF copy of the boards that were on display at the public information event.

3.8. Feedback Email Address

3.8.1. An individual email address was set up for enquiries regarding the proposals – gondargardens@consultation-online.co.uk – that was monitored throughout the engagement process.

3.8.2. The West Hampstead Neighbourhood Development Forum thanked the team for their invitation and indicated that they would keep abreast of the proposals. GARA used the address to arrange the 4th November meeting. The author of the West Hampstead Life blog (www.westhampsteadlife.com) requested a copy of the information boards to be made available on the site, which was provided.

3.9. Summary of the Scheme Evolution

- 3.9.1. This latest set of proposals for the Gondar Gardens site has been influenced primarily by the comments of the Planning Inspector at the June 2013 appeal hearing. It was only matters of design that led to the dismissal of the appeal at that time, and the project team have sought to respond to the points made by the Inspector.
- 3.9.2. Having undertaken extensive consultation on previous applications for the site, the Applicants were keen to provide an update once again for local residents and stakeholders before submitting the revised plans. Comments received from residents, stakeholders, planning officers at LB Camden and the Planning Inspectorate have all been taken on board in the process of bringing forward this application.
- 3.9.3. The plans submitted as a part of this application have evolved from previous iterations as a result of engagement with officers at the LB Camden and local residents. The appearance and detailed design of the development, the appearance of projections, windows and roof form, together with the choice of colour and materials, have all been modified with reference to the architectural character of the area.

4. Post-application engagement

4.1. Submission Update Communication

4.1.1. Update material will be distributed to all key stakeholders and local residents when the application is submitted, ensuring they remain informed on the progress of the proposals. This material will also contain details of the freephone information telephone number and project website.

4.1.2. The stakeholders who will be sent update materials are:

- Ward members for Fortune Green
- Leader of the Council and relevant Cabinet members
- Gondar and Agamemnon Road Residents' Association (GARA)
- Friends of Fortune Green
- West Hampstead Neighbourhood Development Forum

4.1.3. Those who request further information by telephone, letter or email will be responded to in the most appropriate manner.

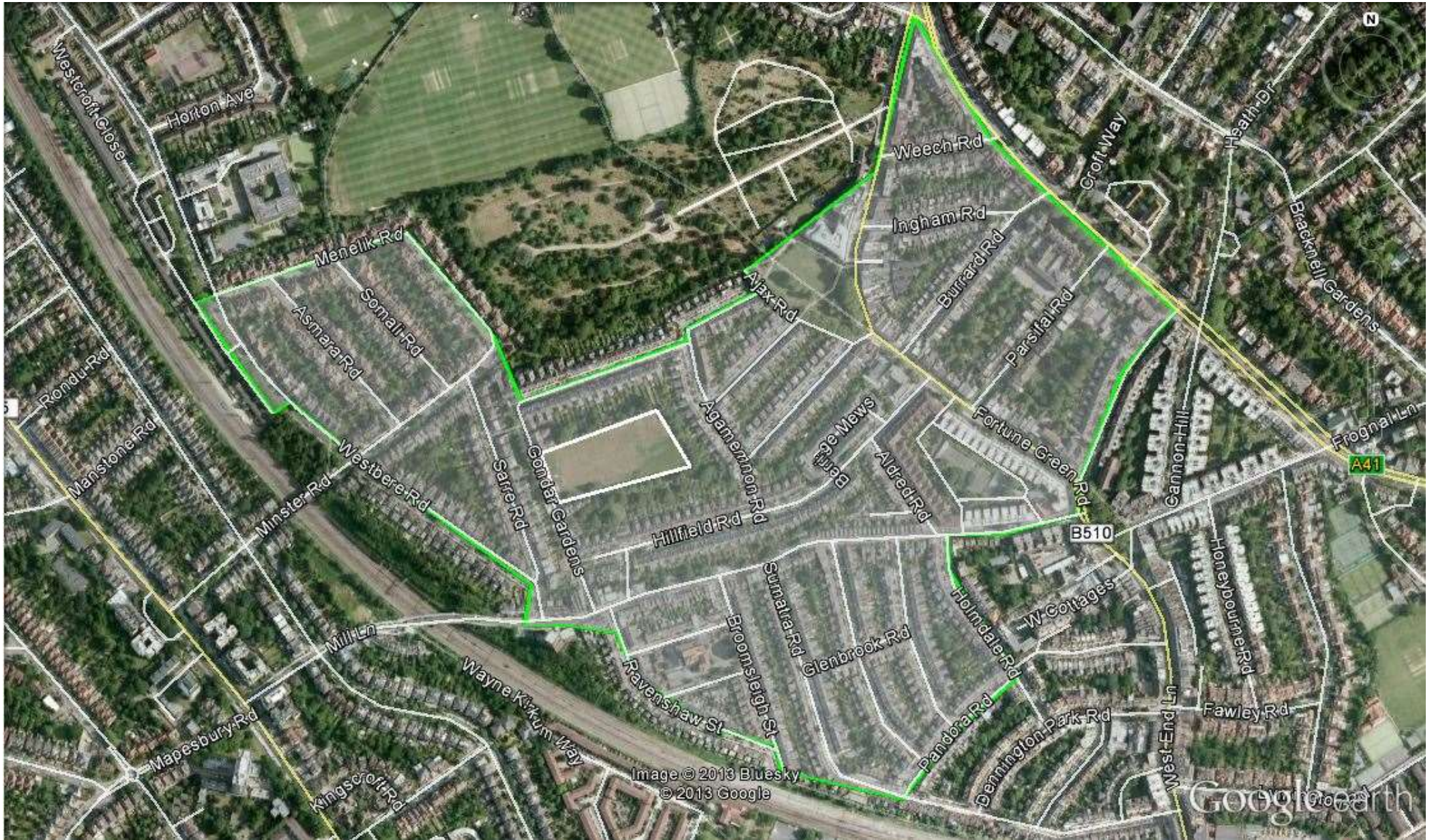
4.1.4. All platforms for communication with those interested in the proposals (information line, website, consultation email address) will continue to be updated and monitored throughout the course of the planning process, and will remain live for the duration.

5. Conclusion

- 5.1. The feedback received on the proposals throughout the pre-application consultation has been broadly positive. Attendees of the public information event accepted that the designs had been revised and further detailed in response to comments made by the Inspector.
- 5.2. Although all other aspects of the proposals have been found acceptable, consultation has further demonstrated support for the plans for the protected open space and provision of affordable housing on site.
- 5.3. The feedback received from residents and community groups, together with conversations held with officers at the London Borough of Camden, have shaped the final proposals for submission.
- 5.4. The Applicants are pleased with the level of engagement that has taken place with interested parties throughout all applications for this unique site. They are confident that these proposals will create a high quality and attractive development that will benefit its locality.

6. Appendices

1. Copy of consultation area
2. Copy of public information event invitation
3. Copy of information boards
4. Copy of feedback form
5. Copy of event attendee map





The Resident

23 October 2013

Information Line 0800 298 7040

Dear Resident,

Former Reservoir at Gondar Gardens, West Hampstead

Linden Homes and Wates Developments would like to invite you to view new images, plans and designs for the former reservoir on Gondar Gardens.

As you may know, Linden Homes and Wates Developments have been working in partnership for the past several years to redevelop the site with a new residential development. Earlier this year a scheme for a frontage development along Gondar Gardens was refused planning permission due to its architectural design.

We have been working up a revised set of plans, carefully taking into account the feedback received from the earlier scheme. The new proposals will deliver up to 28 new homes, 10 of which will be affordable, helping to meet the local housing need. We believe these revised proposals create a better design solution for the site which will contribute positively to the neighbourhood.

We are keen to present our plans to you prior to submitting a new application to the London Borough of Camden. We will be hosting an information event on:

Date and time: 15th October 2013, between 2pm-8pm

Venue: St Luke's Church, 12 Kidderpore Avenue, Hampstead, London NW3 7SU

We hope you will be able to come along to view the plans and leave us your thoughts. Members of the team will be available to answer any questions you may have. However, if you are unable to visit us on the 15th October but you would like to find out more, please contact a member of the project team on the freephone information line **0800 298 7040** or via gondargardens@consultation-online.co.uk

Yours sincerely,

Linden Homes and Wates Developments

Welcome

Welcome to the Linden Homes and Wates Developments exhibition to discuss the new development proposals for the former reservoir site. We are committed to bringing forward the most suitable scheme and our experience to date and detailed knowledge of the area makes us confident that we can deliver a scheme that will enhance the site and its surroundings.

The previous planning application for the frontage scheme was dismissed by the Planning Inspector on 3rd June 2013. Since then Linden Homes and Wates Developments Design Team have been reviewing the Inspector's comments on the appeal decision notice.

We believe that a frontage scheme is the most appropriate development for the site and, as such, have been considering the comments made by the Inspector during the appeal hearing. We believe we have now refined a set of high quality frontage plans that respond to these points.

Rolfe Judd have been reappointed as architects and together with Linden Homes and Wates Developments will continue to respond and listen to feedback on the scheme.



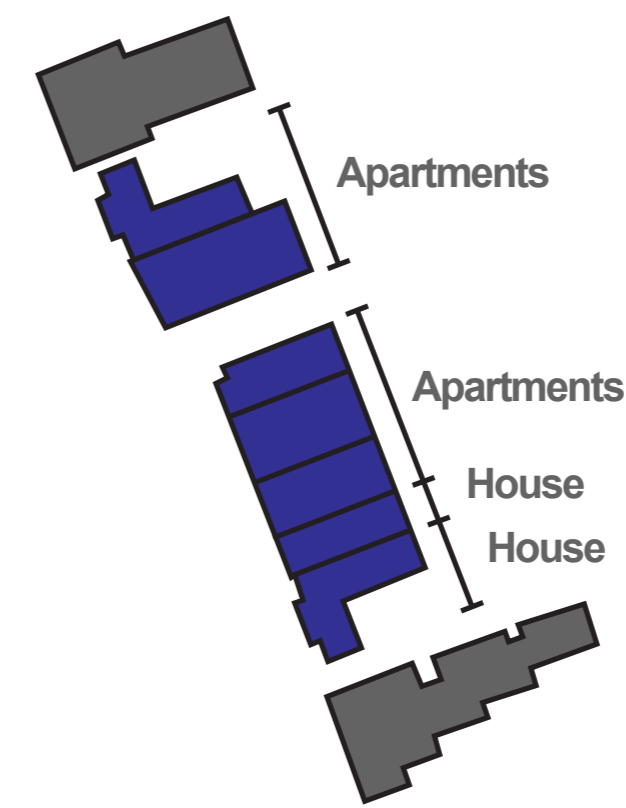
The Previous Proposal

Positive feedback from the Inspector

- Density, mix and layout
- Bulk, mass and height
- Views across the site
- Townscape long distance views
- Transport
- Amenity
- Ecology, biodiversity and impact on open space
- Sunlight and daylight
- Accessibility



Ecology, biodiversity and impact of open space considered acceptable



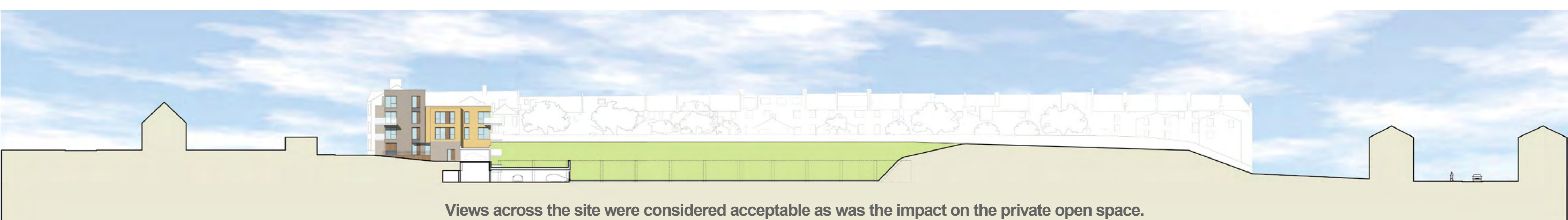
Layout, mix and quantum considered acceptable



The frontage scheme height, scale and layout was deemed acceptable



The proposed infill development was said to 're-instate the strong pattern of development which is an important part of the character of the area. The size and siting would, therefore, be acceptable'.



Views across the site were considered acceptable as was the impact on the private open space.

The Previous Proposal

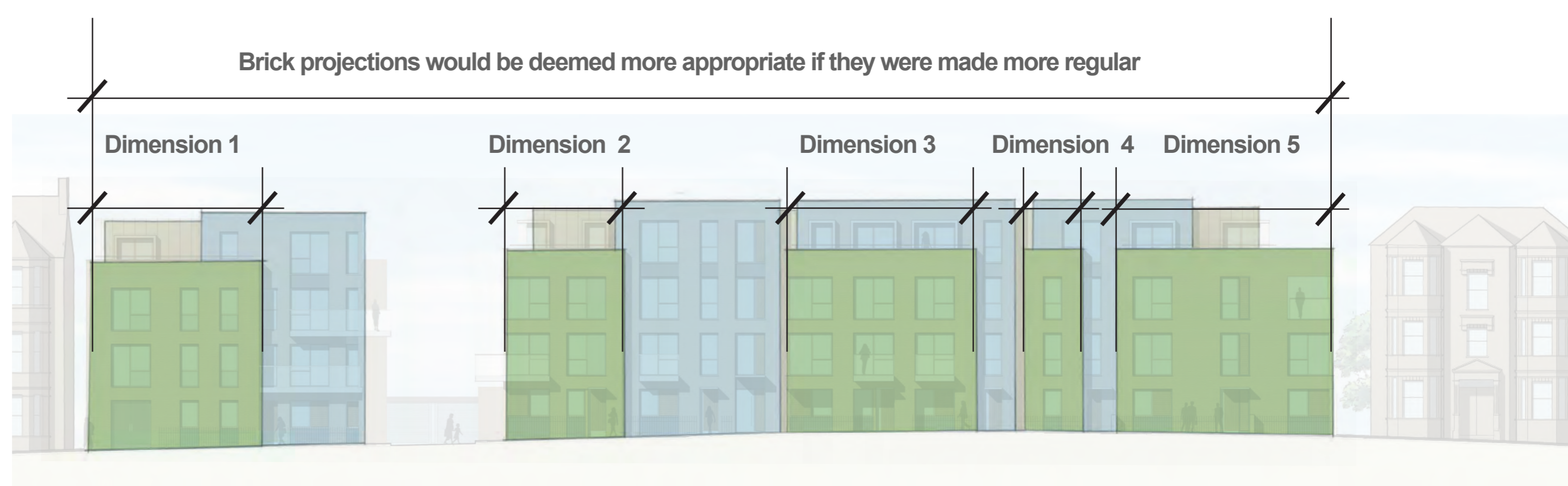
The Inspector's comments

The concerns raised by the Inspector related to the Gondar Gardens street facade:

- A lack of intricate shapes and decorative detailing
- No reference to red bricks or white mouldings
- A need for stronger vertical emphasis
- The varying sizes of brickwork projections and the expanse of brickwork in the larger elements

Improve verticality, make more defined to subtle

Add more detail referencing historic context

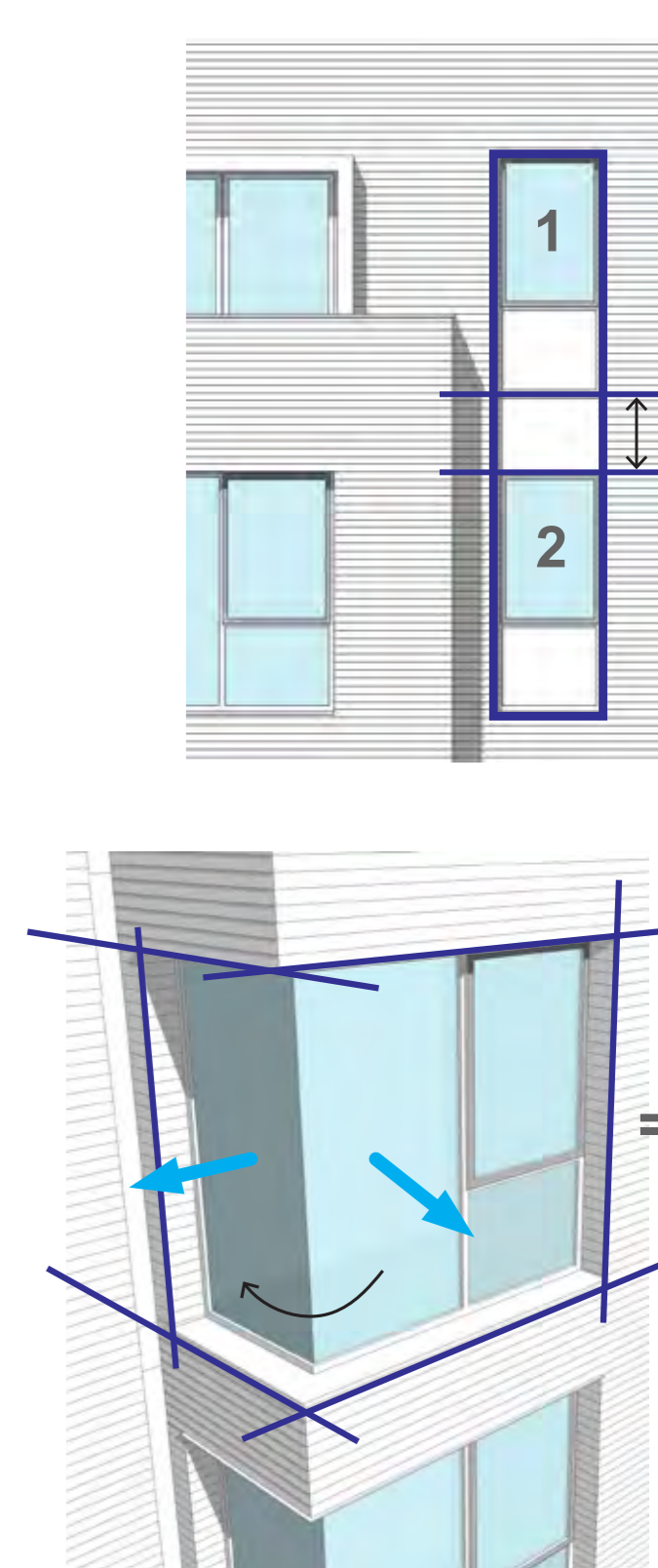
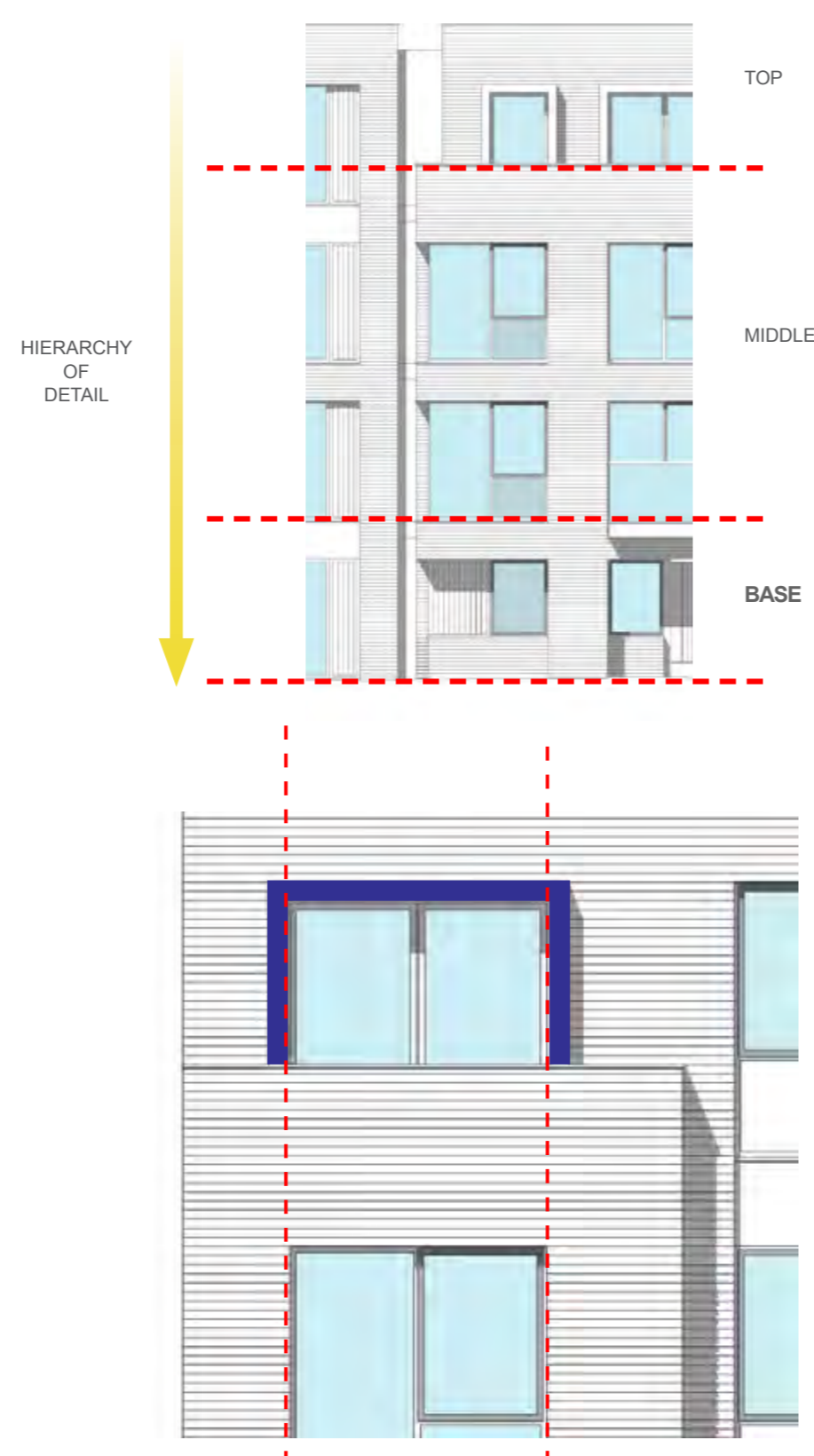
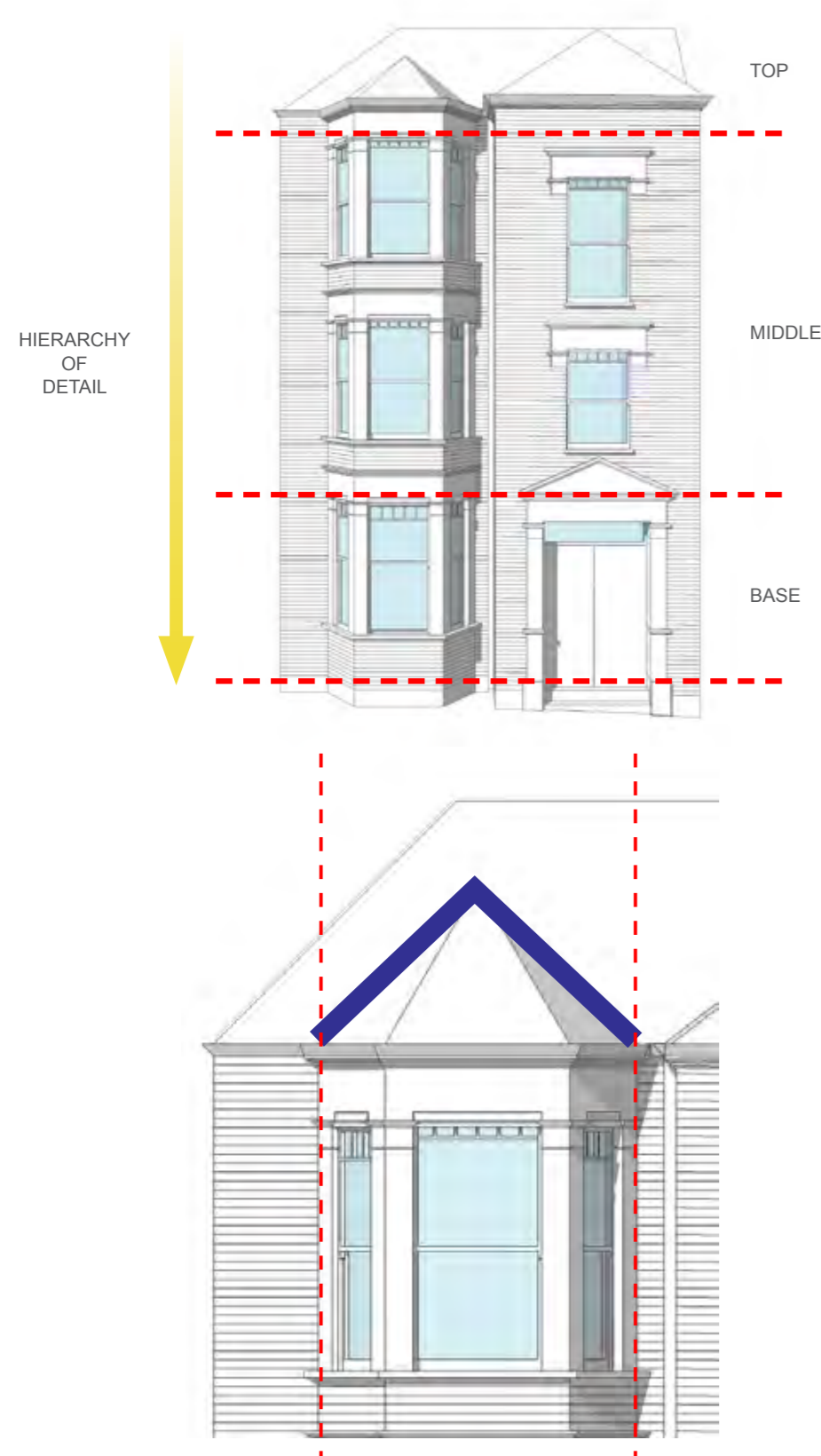


Context studies

Proposal studies

Context studies

Proposal studies



The Emerging Proposal

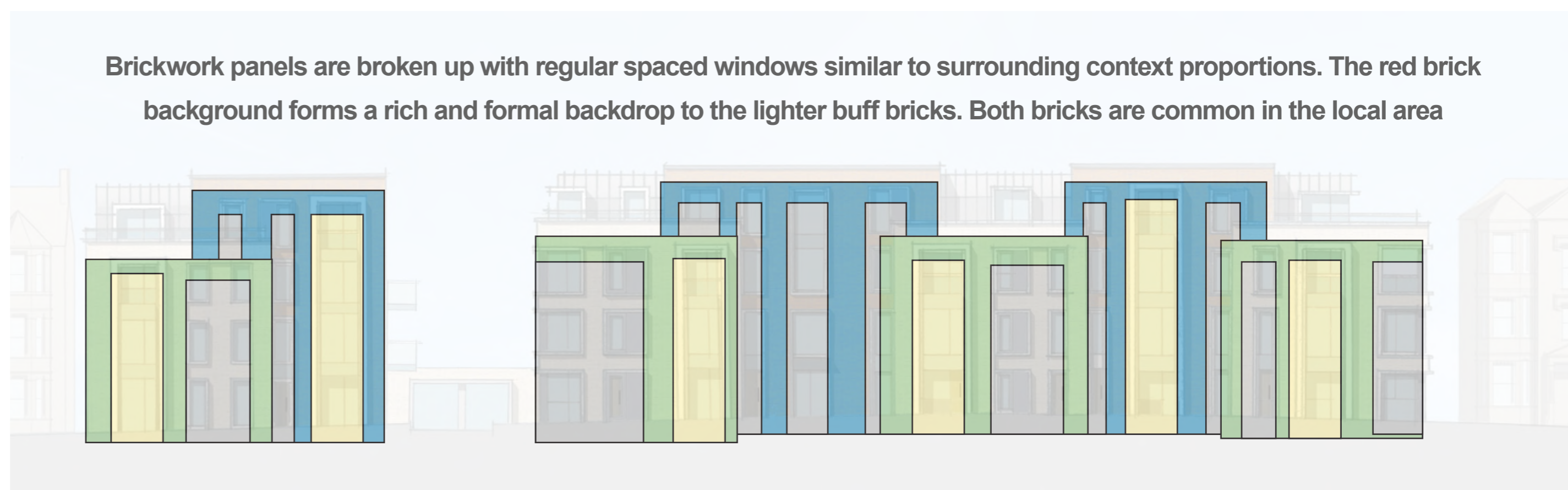
Response to the Inspector's comments

- The varying size of brick projections have now been changed to uniform plots in the foreground.
- The larger brickwork projections plots that caused concern have now been reduced.
- The more regular, rhythmic and articulated facade creates a more contextually appropriate composition.
- White precast concrete surrounds frame a contemporary interpretation of a bay window. Structural glass bays allow the projected amenity space to have a 180 degree view. The light weight materials reference the render and brick bands whilst maintaining a lightweight feel.
- The introduction of the glazed bays provide vertical emphasis as does the more regular rhythm of the brick projections.
- The scheme now responds to context more obviously whilst still maintaining its own identity as a new addition to the street.

White render reveals defining window surrounds. Bay windows and balconies picked out and framed improving verticality and breaking up the brickwork panels



Repetition and rhythm



Brick projections are now creating a more regular rhythm



The more repetitive projections also create a more formal ordered 4 storey backdrop which has the stature of a mansion house development on the brow of the hill. The main entrance to the apartments is located central to the site and therefore has a strong correlation with surrounding topography and built context.

The Emerging Proposal - Bay Window Design

Response to the Inspector's comments

The design team have sought to take on board feedback relating to the design of the bay windows in the emerging proposals. Our focus has been on detailed design and, in particular, the articulation and vertical expression of the bay windows that are evident in the surrounding local context.



Maximising views and light. White rendered surrounds and detailing



Variety of projections



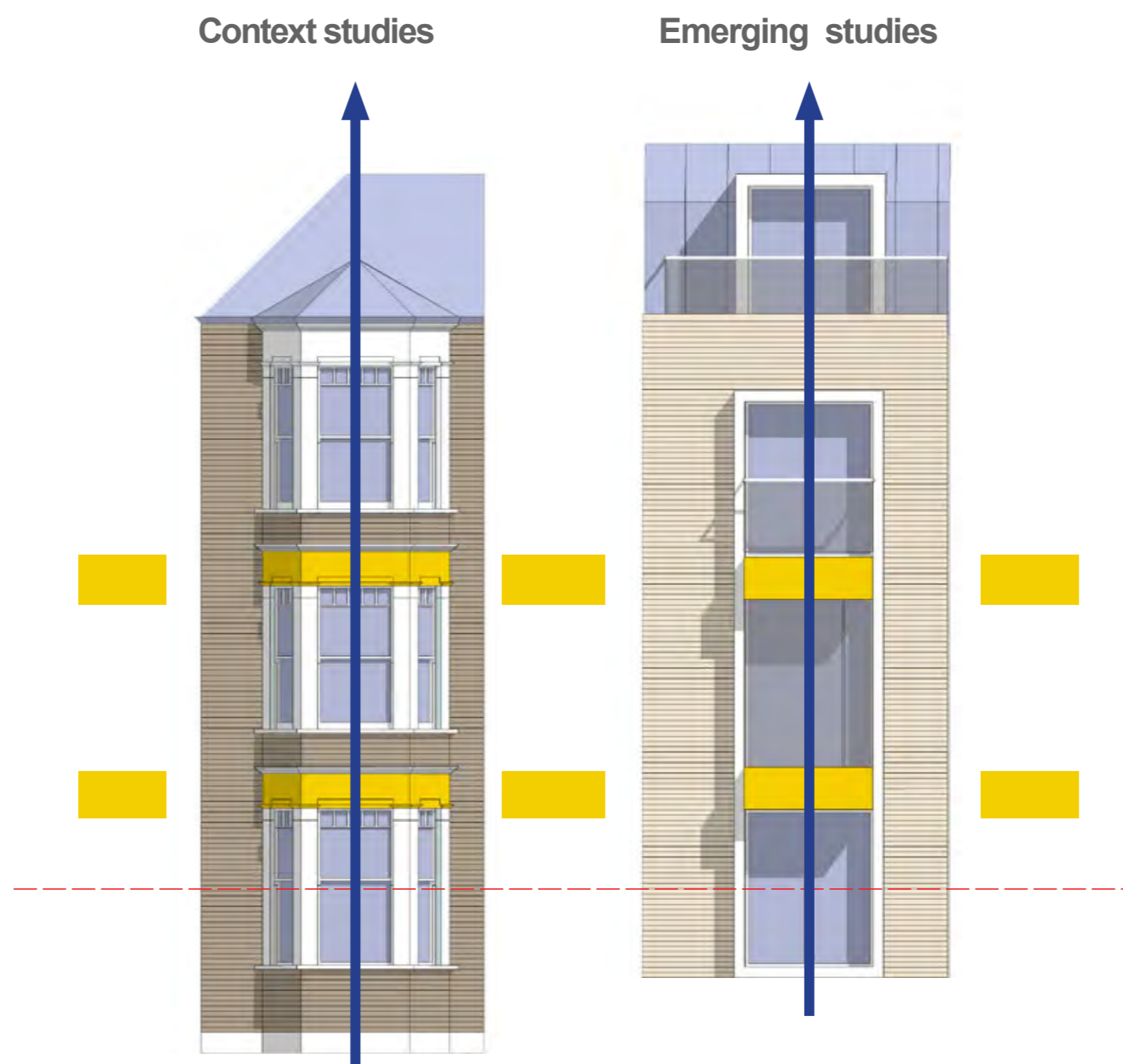
Bays connection and relationship with roofscape



Parapet bays with top storey opening out over



Flat roof behind bays creating sense of grandeur

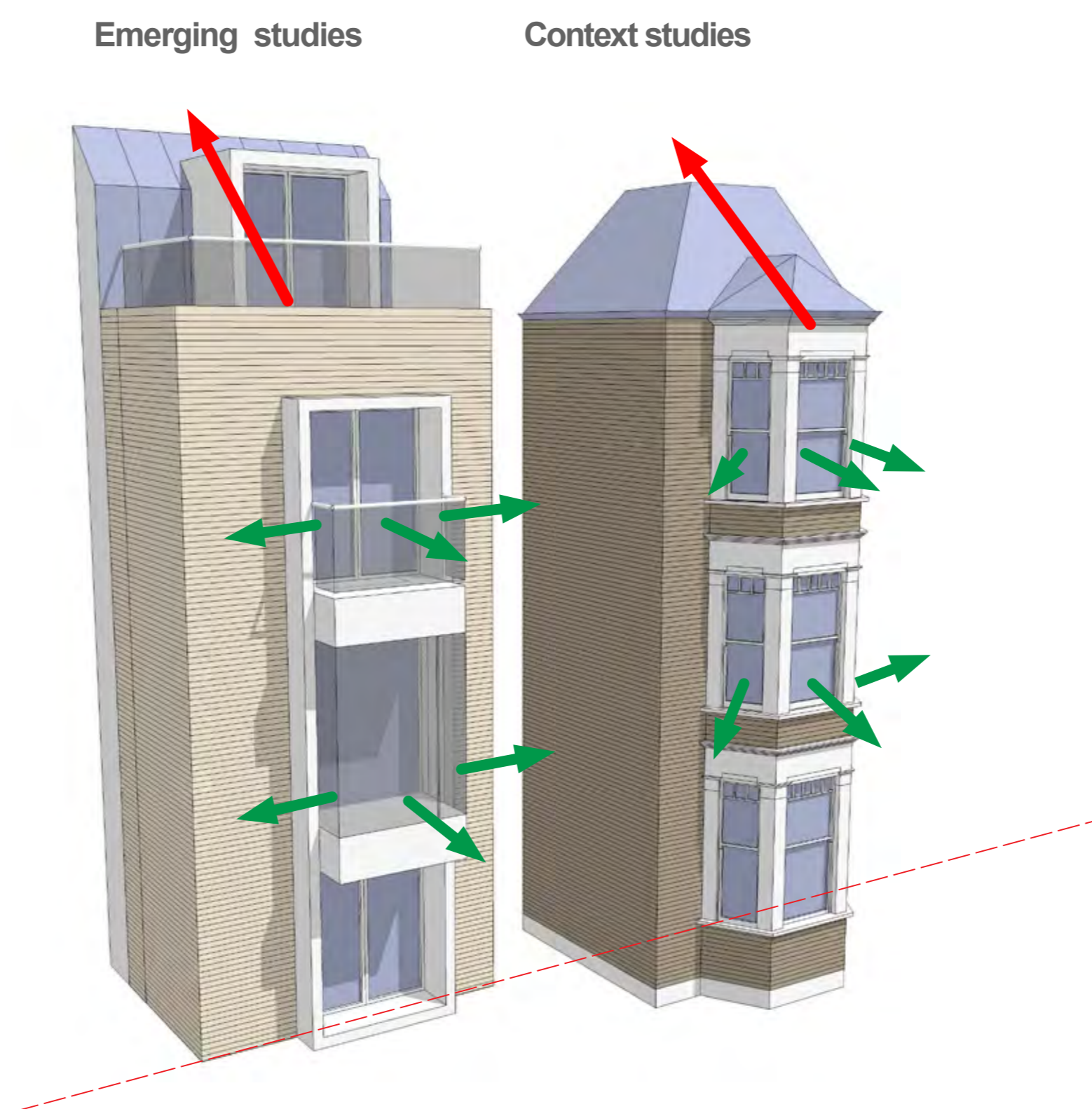


Horizontal Banding - Referencing rendered banding on adjacent mansion block

Verticality - Articulating pop out bays with reveal gives greater verticality to the building making the similarities with adjacent buildings more obvious



Quantum of detail increased whilst still maintaining a contemporary appearance. The additional reveal adds intricate shadows and greater expression around the projecting bay addressing the Inspector's comments



Roof set back - Mansard introduced at 4th floor to respond to tiled roof of adjacent building making the link between buildings obvious

180° Views - Modern bay schemes are required to provide amenity space



The darker aluminium opening light creates added detail. The size and depth of the reveal can be seen to draw parallels to the pronounced cills on the neighbouring mansion blocks

Thank you

Thank you for taking the time to visit us today. Please feel free to discuss the proposals with the project team who will be able to listen to your views and answer any questions you may have.

Your feedback is important to us.



Linden Homes & Wates Developments

Proposals for the former reservoir at Gondar Gardens, West Hampstead



Let us know what you think about the proposals here today.

The comments made will be considered and, where possible and appropriate, incorporated into our evolving proposals. We'll also keep you informed regarding the progress of our plans.

You can pop your comment form in the ballot box or take a freepost envelope and send it to us by post, or respond by fax or email.

Telephone:
0800 298 7040

Fax:
01962 893883

Email:
gondargardens@consultation-online.co.uk

Please let us know your contact details and the best way of keeping in touch with you

Name:

Address:

Email:

Telephone:

Please keep me informed of changes to these proposals

Please return your completed feedback forms no later than
Tuesday 22nd October 2013



Do you think the revised design is an improvement on the previous plans?

Strongly Agree Agree Neutral Disagree Strongly Disagree

Please say why

Do you think the revised design reflects and enhances the character of the area?

Strongly Agree Agree Neutral Disagree Strongly Disagree

Please say why

Do you support the proposed measures to improve the protected open space as part of the new plans?

Strongly Agree Agree Neutral Disagree Strongly Disagree

Please say why

Do you support the provision of ten affordable houses for local people?

Strongly Agree Agree Neutral Disagree Strongly Disagree

Please say why

I understand that the developers will use my information for the purpose of administration, statistical analysis and profiling. I consent to the developers contacting me about their proposals unless I have ticked this box. **DO NOT** contact

Please indicate any method by which you do NOT consent to be contacted:

Do not phone Do not post Do not email Do not SMS



