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# St Giles Circus: Statement of Community Involvement

Consolidated Developments

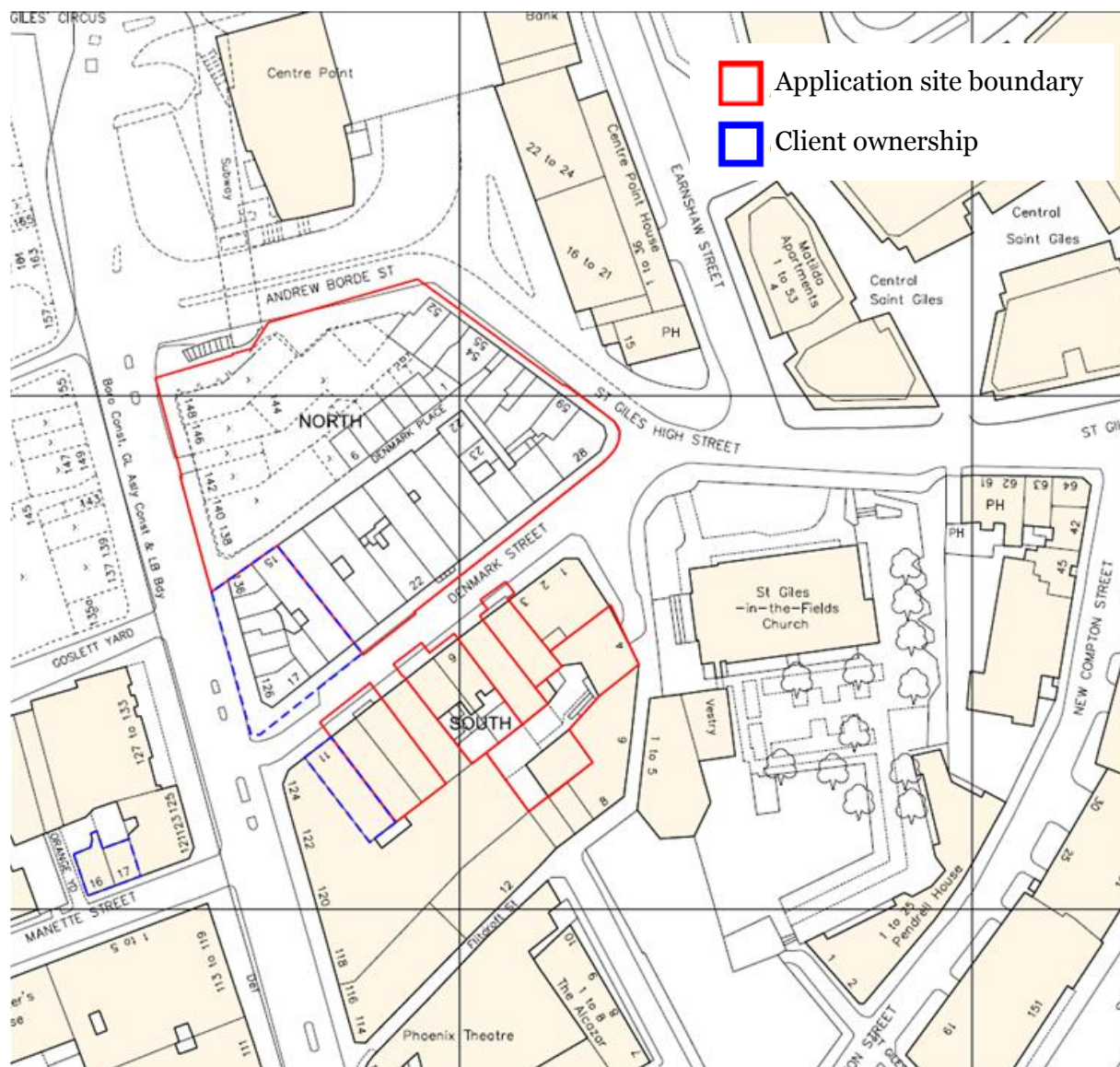
December 2012

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## 1.0 Executive summary

- 1.1 Consolidated Developments appointed Four Communications, a specialist public affairs company, to handle the community consultation and stakeholder relations programme for its proposed redevelopment of St Giles Circus. The map below sets out the development area.



- 1.2 The proposals include the provision of two new primary street buildings on St Giles High Street, Andrew Borde Street and Charing Cross Road, plus a smaller building on Denmark Place to provide a mix of retail, hotel and restaurant / bar use as appropriate to this Central London location. Tapping into the music heritage of the area, the proposals include a flexible basement Event Gallery which will be accessed via Denmark Place. In addition to the built environment the proposals incorporate new pedestrian routes through the site, encouraging people away from the exit of Tottenham Court Road and ensuring appropriate dispersal through the local area.
- 1.3 Central to the development proposals is the new Urban Gallery which will provide publicly accessible space to help accommodate the predicted increase in footfall following the

completion of Crossrail. The Urban Gallery will be a carefully curated space, providing a variety mix of uses within a carefully managed digital environment.

- 1.4 The development will provide an additional 1,834 sqm (GIA) of residential floorspace of which 934 sqm (51% GIA) will be provided as affordable. It is proposed to provide the affordable housing both within Denmark Street and on a standalone site at 71 Endell Street, which represents an exceptional opportunity for a high quality affordable housing development within this Central London ward.
- 1.5 The consultation process was carried out in parallel with Consolidated Development's pre-application meetings with the London Borough of Camden. Please refer to the Design and Access Statement for details of pre-app meetings held with the London Borough of Camden.
- 1.6 The brief was to develop and implement an engagement strategy with Camden councillors, local stakeholder groups, immediate neighbours, as well as local residents and businesses in the surrounding area. Given the location of the site, close to the boundary with the City of Westminster, stakeholders from the borough will also be included in the consultation process (though this is likely to take place after the submission of the planning application).
- 1.7 Activities undertaken as part of the consultation process have included:
  - Camden Developers' Forum
  - Two day public exhibition
  - Camden Development Management Forum
  - Meetings & site visit with Cllr Sue Vincent (ward councillor) & David Bieda (Covent Garden Community Association)
  - Offers of meetings to all Holborn and Covent Garden ward councillors
  - Presentation to local amenity groups (attended by representatives of Seven Dials Trust, Covent Garden Community Association, Bloomsbury Association and the Tin Pan Alley Traders Association)
  - On-going information provision to / dialogue with local groups including: Covent Garden Community Association (lead group), Charlotte Street Association, Soho Society, Bloomsbury Association, Seven Dials Trust and Denmark Street Traders Association
  - Engagement with St Giles Church
  - Briefing on scheme for Cllr Valerie Leach (Cabinet Member for Regeneration and Growth)
  - Offer of briefing to Cllr Sarah Hayward (in her prior role as Cabinet Member for Regeneration)
- 1.8 The response from residents, community groups, councillors and local businesses has been positive with good support for the architecture and design. In particular:
  - Residents welcomed the fact that the proposals protect and enhance Denmark Street's music heritage and will help to maintain its position at the heart of the British music scene.
  - There was a local recognition that the new Crossrail Station will bring c.200,000 people through Tottenham Court Road every day. With the main exit from the station c.8 metres from the St Giles Circus site there are challenges around how this footfall is managed. The publicly accessible Urban Gallery space addresses the challenges of the new Crossrail

station. (A presentation has been commissioned to explain clearly the how the Urban Gallery space will work.)

- The increase in the proportion of affordable housing from 41% to 51% (GIA; including on site provision at No.10 Denmark Street) has been welcomed. A comprehensive management plan has been produced for the site to provide in response to feedback, providing reassurance that the scheme will be well managed once operating.
- The architecture and design approach was strongly welcomed at the public exhibition and has had positive feedback from stakeholders.

- 1.9 Throughout the consultation process, a telephone number, e-mail and Freepost address were supplied and managed by Four Communications and Consolidated Developments; providing further information to residents, businesses and stakeholders on request.
- 1.10 Consolidated Developments is committed to ongoing consultation and providing further information as the application progresses. Future consultation activity may include:
- Informing key stakeholders of the submission of the application including local councillors, local MP, community groups, exhibition attendees and other interested parties.
  - Further meetings as necessary with local councillors, key community groups and residents to explain the submitted planning application
  - Seek a further Developers' Briefing from Camden Council to update on the submitted scheme
  - Seek meetings with Westminster stakeholders to brief on the proposals once the application is submitted (including West End Ward councillors)
- 1.11 This report has been informed by Central Government Guidance within the National Planning Policy Framework (NPPF) 2012 on community involvement in planning. It forms part of the supporting documentation informing the planning application.

## 2.0 Stakeholder meetings

### 2.1 Summary of engagement activities

- 2.1.1 The site is at the crossroads of four communities and their representative amenity societies. The Covent Garden Community Association (CGCA) has taken the lead as the site is in the south east quadrant of the junction and Consolidated Developments has liaised with David Bieda from the CGCA, who has facilitated liaison with the other community groups through the process.
- 2.1.2 The other amenity societies in the area are: the Bloomsbury Association, to the north and east, the Charlotte Street Association to the north west, and the Soho Society to the west. Other local stakeholders engaged through the development process include St Giles Church; the Denmark Street Traders Association; residents in New Compton Street behind St Giles; and the Seven Dials Trust.
- 2.1.3 Consolidated Developments has a strong relationship with the Denmark Street Traders Association and its representatives have been regularly briefed on the development of the proposals for the site over the last 12-18 months. There has also be informal contact with St Giles Church regarding the scheme.
- 2.14 The table below summarises key stakeholder engagement activities undertaken over the course of the project. In addition to these activities offers of a briefing was made to Cllr Sarah Hayward (Leader) in her prior role as Cabinet Member for Regeneration.

| Date             | Activity                      | Detail   |
|------------------|-------------------------------|--|
| 5 December 2011  | Developers' Briefing          | <p>Members of Camden's Development Control Committee received a presentation from ORMS, the project architects outlining the proposed scheme. Members of the committee had questions about the interaction with the Tottenham Court Road station exit, footfall, the Urban Gallery space, event space, restaurant, traffic, servicing and site management&gt; Members expressed a desire to see music industry uses retained and understand how they would be accommodated.</p> <p>Members expressed a desire to see green space on site, more information on the digital screen in the Urban Gallery and how it would be managed. Refurbishment of heritage assets was welcomed, as were the proposed public realm works. There were further comments about management of the site venues.</p> <p><i>Further details are set out in the report. See Appendix I for detailed minutes of the meeting.</i></p> |
| 9 February       | Information provision to CGCA | <p>In response to requests from the CGCA, Consolidated Developments provided copies of pre-application documentation to representatives of the CGCA ahead of a briefing to local amenity groups on 13 February.</p>  |
| 20 February 2012 | Community presentation        | <p>Consolidated Developments and architects ORMS made a presentation to, and answered questions from representatives of local community and amenity groups</p>   |

|                       |   |  |
|-----------------------|---|--|
|                       |   | including Seven Dials Trust, CGCA, Bloomsbury Association and the Tin Pan Alley Traders Association.   |
| 21 & 23 February 2012 | Public exhibition   | An exhibition was held over two days (a Tuesday and Thursday) from 2pm to 7pm in the Vestry House at St Giles Church.<br><i>Further details are set out in the report.</i>   |
| Feb-April 2012        | David Bieda (CGCA)  | Correspondence with David Bieda re scheme responding to questions about timetable, conservation issues, affordable housing, impact on existing music businesses, servicing, architecture, details of façade retention for York & Clifton Mansions <ul style="list-style-type: none"> <li>• Timescales for the project, including submission date and anticipated start dates</li> <li>• Heights of the building</li> <li>• Location of affordable homes</li> <li>• Denmark Street contribution</li> <li>• Types of uses within the development- in particular the group were interested in the existing music users and ensuring their rent levels are not increased as a result of the development</li> <li>• Servicing arrangements for the development</li> <li>• Facades of York and Clifton Mansion- representatives were keen to ensure these are retained within the development proposals</li> </ul> <p>Following the initial meeting, the group provided formal feedback. The feedback received has been useful in understanding the local aspiration for the site's development and have been fed into the development process as the proposals have evolved and in preparation for this planning application.</p> |
| 13 June 2012          | Cllr Sue Vincent & David Bieda (CGCA)                           | Site visit and meeting with Cllr Sue Vincent (Holborn and Covent Garden Ward) and David Bieda (CGCA).  |
| 25 June 2012          | Cllr Sue Vincent & David Bieda (CGCA)                           | Meeting at Consolidated Development's offices (26 Soho Square) with Cllr Sue Vincent (Holborn and Covent Garden Ward) and David Bieda (CGCA) following site visit for full briefing on proposals.  |
| 11 July 2012          | St Giles Development Management Forum                           | Camden Council organised and promoted meeting for residents and neighbours, held at Bloomsbury Central Baptist Church (235 Shaftesbury Avenue, WC2H 8EP).<br><i>Further details are set out in the report. See Appendix V for detailed minutes of the meeting.</i>   |
| 24 July 2012          | Cllr Valerie Leach (Cabinet Member for Regeneration and Growth) | Meeting with Cllr Valerie Leach (Cabinet Member for Regeneration and Growth) to provide briefing and answer questions on the scheme. Francis Wheat (Head of Development Management) also present.  |



## 2.2 Analysis: Stakeholder engagement key issues

2.2.1 The engagement with councillors, amenity groups and other local stakeholders raised a number of points for clarification. In addition there

| Issue                          | Detail   |
|--------------------------------|--|
| Timetable                      | Questions about the timetable for the planning application, its implementation and how it related to the Crossrail site development  |
| Planning policy / conservation | Detail on how the St Giles Circus proposals relate to the Denmark Street Conservation Area and other relevant planning policy. There was an interest in how discussions with English Heritage were progressing on the scheme.  |
| Affordable housing             | Stakeholders had questions for clarification about the level of provision and kind of units proposed.  |
| Music heritage                 | A strong desire to see the music heritage of Denmark Street protected and enhanced and existing retailers retained on the street. Whilst the focus was on the retailers there was also a strong interest in the creative uses currently occupying some of the office space.                                    |
| Traffic & servicing            | Stakeholders sought clarification of the servicing arrangements for the site and the anticipated changes to traffic around the site as a result of the St Giles Circus scheme and related local developments, including Crossrail.   |
| Basement event gallery         | Stakeholders wanted to understand the licensed hours, activities, capacity, likely uses and management plan for the basement event gallery.  |
| Urban Gallery                  | There was a lot of interest in the proposed Urban Gallery space and how the carefully curated digital environment would work in practice. In a similar vein stakeholders wanted to understand how this would relate to the new Crossrail station exits and public space being created in Tottenham Court Road. |



## 3.0 Stakeholder engagement: Developers' Briefing

3.1 Camden Council hosted a Developers' Briefing on Monday 5 December 2011 at 5.00pm in Committee Room 1, Camden Town Hall. Meeting notes prepared by Camden officers can be found in *Appendix I*.

3.2 Councillors present were:

- Milena Nuti (Chair)
- Flick Rea
- Heather Johnson
- Sue Vincent
- Roger Freeman
- Gillian Risso-Gill
- Sally Gimson (arrived late)
- Awale Olad (ward member)

3.3 The table below summarises the key issues and points raised by members:

|                         |   |
|-------------------------|---|
| Crossrail station       | Members of the development control committee asked for clarification of the challenges posed by the new Crossrail station. The project team indicated that there is an 8m gap between the edge of the building and the station entrance. About 200,000 people will use the station every day in addition to pedestrian footfall (the design of the Urban Gallery element of the project is intended to address this issue). |
| Urban Gallery           | Members asked about how the Urban Gallery would work and the content that would be displayed. The project team indicated that it was an illuminated media space, rather than for general advertising.   |
| Basement event gallery  | Members sought clarification of location and hours of operation   |
| Music in Denmark Street | Members were keen to see the music industry retained.   |
| Affordable housing      | Cllr Awale Olad, one of the ward councillors for the site, was present and indicated that he felt that there was not enough affordable housing. Otherwise he supported the general comments from members in attendance.   |
| Other issues            | Members asked questions of clarification on traffic and servicing; whether there would be seating in the public realm; confirmation that St Giles in the Fields church would be unaffected; residential uplift; design; and phasing.  |

## 4.0 Public engagement: Pre-planning public exhibition

### 4.1 Public exhibition details

- 4.1.1 Consolidated developments held a pre-planning public consultation exhibition in the Vestry House at St Giles Church; a venue in close proximity to the site. The table below sets out the key facts about the exhibition:

|   |  |
|---|--|
| Venue                                   | St Giles-In-The-Fields C Of E Church, 60 Saint Giles High Street, WC2H 8LG   |
| Opening times                           | The exhibition was open to the public on the following dates / times: <ul style="list-style-type: none"><li>• Tuesday 21 February 2012 from 2.00pm to 7.00pm</li><li>• Thursday 23 February 2012 from 2.00pm to 7.00pm</li></ul>   |
| Purpose                                 | The purpose of the exhibition was to give local residents and stakeholders the opportunity to see and comment on Consolidated Developments' proposals for St Giles Circus. Visitors also had the opportunity to raise any issues or concerns they may have had, and have these answered by the project team.   |
| Publicity                               | Neighbouring residents and businesses were formally informed about the exhibition by a flyer distributed to the local area; 1,000 copies were distributed. A copy of the flyer is included in <i>Appendix II</i> .<br>An invitation was also extended individually to key stakeholders and neighbours, inviting them to the exhibition.  |
| Exhibition content                      | The scheme was presented on 10 exhibition display boards, providing local residents with a clear overview of the scheme to date. Copies of the boards have been incorporated into this document as <i>Appendix III</i> . Members of the development team were available to explain the information presented and answer any questions.   |
| Number of visitors to public exhibition | Approximately 25 people attended the public exhibition over the two days.  |
| Opportunity for feedback                | All exhibition attendees were encouraged to provide feedback using the questionnaires provided and to sign the visitors' book provided. Attendees could complete the questionnaire at the exhibition, or alternatively take the form away and return it to the Freepost address provided. A blank copy of the questionnaire has been incorporated into this document as <i>Appendix IV</i> . |
| Number of questionnaires completed      | 13<br>A total of thirteen questionnaires were completed at the exhibition. Attendees were also given the opportunity to take away the questionnaire to complete and return at a later date. A freepost return address was provided on the questionnaire. No further questionnaires were returned.  |

## 4.2 Public consultation responses

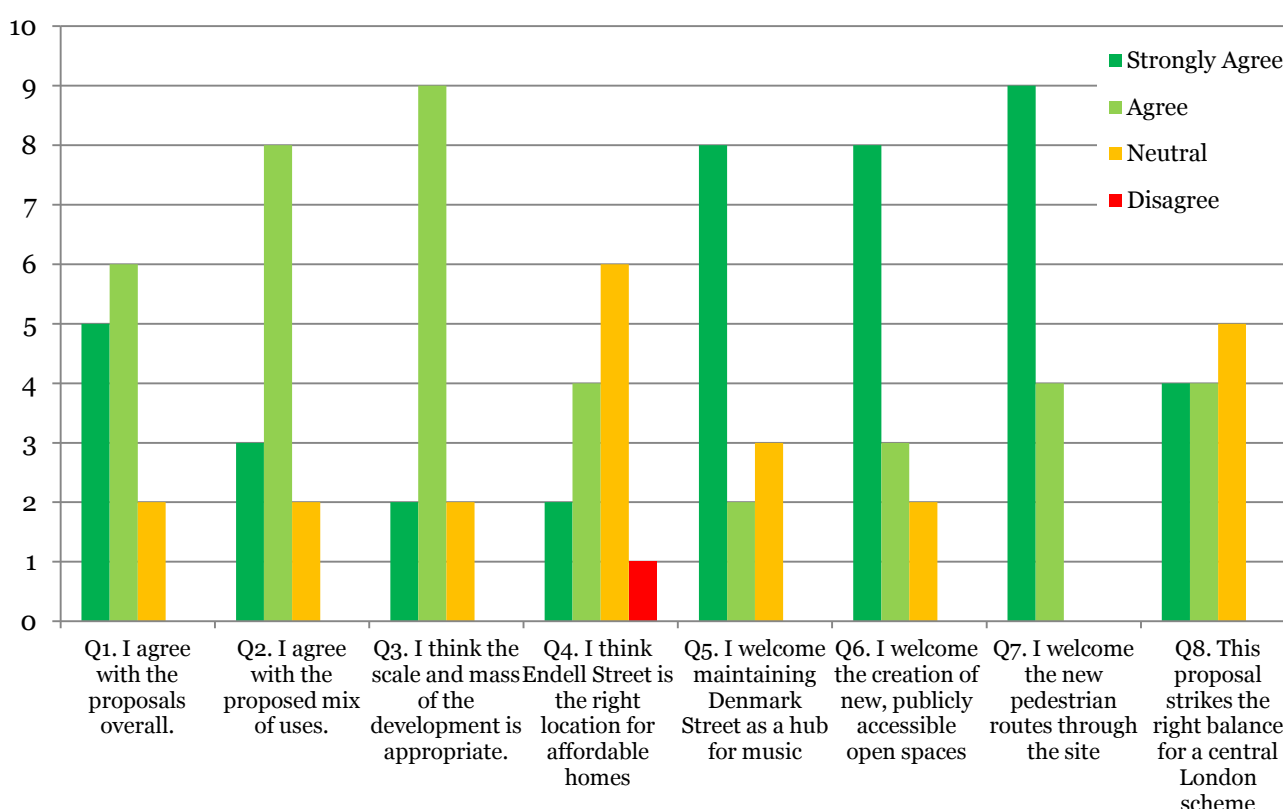
- 4.2.1 A total of thirteen attendees completed the questionnaire at the exhibition to provide their feedback. Other attendees took the questionnaires away to complete and return at a later date. Since the exhibition no further questionnaires have been received. A summary of the questionnaire responses received to date is laid out in the table below. The most frequent responses are indicated in bold.

|  | Strongly agree | Agree    | Neutral  | Disagree |
|--|----------------|----------|----------|----------|
| Q1. I agree with the proposals overall                                 | 5              | <b>6</b> | 2        | 0        |
| Q2. I agree with the proposed mix of uses                              | 3              | <b>8</b> | 2        | 0        |
| Q3. I think the scale and mass of the development is appropriate       | 2              | <b>9</b> | 2        | 0        |
| Q4. I think Endell Street is the right location for affordable homes   | 2              | 4        | <b>6</b> | 1        |
| Q5. I welcome maintaining Denmark Street as a hub for music            | <b>8</b>       | 2        | 3        | 0        |
| Q6. I welcome the creation of new, publicly accessible open spaces     | <b>8</b>       | 3        | 2        | 0        |
| Q7. I welcome the new pedestrian routes through the site               | <b>9</b>       | 4        | 0        | 0        |
| Q8. This proposal strike the right balance for a central London scheme | 4              | 4        | 5        | 0        |

- 4.2.2 In addition to completing the pro-forma questions included on the feedback forms, respondents were also encouraged to provide additional comments about the proposals. Out of the 13 completed questionnaires, four respondents took the opportunity to provide further comments. These comments are summarised in the table below:

| Respondent | Summary of comments  |
|------------|--|
| 1          | Inquired about bus routes servicing the site.  |
| 2          | Commented on the material displayed at the exhibition: "Good exhibition. Well explained"         |
| 3          | Inquired about the management of bus routes through St Giles High Street                         |
| 4          | Explained the nature of their interest in the development as a member of the local congregation. |

4.2.3 The results of the questionnaire are presented in graphical format below:



## 4.3 Analysis: Public exhibition key issues

- 4.3.1 A majority of the respondents (85%) either strongly agreed or agreed with the overall proposals and generally supported the detail of the proposals; the proposal of creating new pedestrian routes through the site was particularly well received by the respondents.
- 4.3.2 In addition, a majority (85%) of the respondents also strongly agreed or agreed with the proposed mix of uses, appropriateness of the massing of the development, and the creation of new publicly accessible spaces. Maintaining Denmark Street as a hub for music was also well received.
- 4.3.3 The only issue that generated mixed views and some negative feedback was the proposed off site location for the affordable homes.
- 4.3.4 The public exhibition was helpful in understanding the views of local residents and interested parties on the proposed development. The general tone of discussion with visitors was positive and supportive, as evidenced by the questionnaire responses. The project team concluded that there was support for the redevelopment of the site and the specific proposals for St. Giles Circus.

## 5.0 Public engagement: St Giles Development Management Forum

- 5.1 Camden Council hosted a Development Management Forum meeting for St Giles Circus on 11 July 2012 from 6.15pm to 8.30pm at Bloomsbury Central Baptist Church. The aim of the meeting was to give residents and stakeholders a presentation on the proposals and an opportunity to have their questions answered.
- 5.2 43 individuals signed into the guestbook for the event, including the following individuals / representatives of amenity groups:
- Cllr Valerie Leach (Cabinet Member for Regeneration and Growth)
  - Covent Garden Community Association
  - The Soho Society
  - Tin Pan Alley Traders Association
  - Bloomsbury Association
  - Seven Dials Trust
  - St Giles-in-the-Fields
- 5.3 Minutes of the meeting can be found in *Appendix V*. The table below provides a summary of the issues raised:

|                        |   |
|------------------------|---|
| Urban Gallery concept  | Attendees sought clarification of the Urban Gallery concept and how it would operate in practice. Consolidated Developments provided further detail.  |
| Basement event gallery | There were questions about the hours for the licensed venue in the basement of the development. Consolidated Developments confirmed that it would be open for Camden's Framework Hours and is a licensable area. The capacity of the venue was 800. Consolidated Developments indicated that The Roundhouse was a comparable venue. The venue would be used for events, functions and music (not solely music). |
| Active frontages       | One attendee asked about what sort of activity there would be on St Giles High Street. The team confirmed that St Giles High Street frontage will have a café, ticket office and a lobby entrance to the green room for the basement event gallery. In addition the team was looking at providing a kiosk in one currently blank area.  |
| Environment            | There were questions about the wind issues created by Centre Point. The project team indicated that the design team had done wind modelling that shows the South West winds don't cause an issue; it is the North East winds that are a problem. There are no wind mitigation measures proposed as part of this development.  |
| Conservation           | In response to questions the project team indicated that the scheme was retaining uses and refurbishing the buildings as they are a valuable asset to the street.   |
| Affordable housing     | Attendees asked about the proportion of affordable housing, whether this would be for families, how it would be managed and the anticipated level of affordable / social rent. The project team clarified that the amount of family housing will depend how the housing association builds out site (as   |

|                              |  |
|------------------------------|--|
|                              | yet no decision had been made on a preferred provider).  |
| Music uses on Denmark Street | In response to questions about Denmark Street Consolidated Developments conformed they had spoken to all the tenants and all of them want to stay. Most will stay on the same place on the street. In areas like the arcade where there are no retail premises proposed, the tenants will be offered other floors. In summary, no existing music uses will have their businesses terminated. There are no new clubs proposed in the development; the 12 Bar Club would be retained. A buffer zone of B1 will separate residential from retail uses to help with possible noise issues. |
| Transport & servicing        | The project team confirmed that servicing for the site will be from the bays on Denmark Street and through the arcade.   |

## 6.0 Response to feedback

- 6.1 The project team has considered the feedback received and the table below summarises the key changes made to the scheme and commitments undertaken by Consolidated Developments in response.

| Issue                         | Detail   |
|-------------------------------|--|
| Denmark Street music heritage | Securing and enhancing the music heritage of Denmark Street and supporting music traders has been a priority for the St Giles Circus scheme since the outset. Consolidated Developments is aspiration to encourage music uses into the street and to secure those already on the street for the long term. Consolidated Development's have been clear that there there will not be a loss of music uses on Denmark Street, existing music traders will be retained and as far as possible the phasing of development should allow traders to continue to trade throughout the development process. |
| Affordable housing            | Consolidated Developments has raised the proportion of affordable housing from 41% to 51% (GIA).<br>This now comprises 934 sqm floor space across two areas: No. 10 Denmark Street and on a standalone site on Endell Street that provides an exceptional opportunity for a high quality affordable housing development within this Central London ward.   |
| Management plan               | Local amenity groups raised questions about how the site would be managed at the Development Management Forum meeting. The project team has therefore commissioned a full and detailed management plan to demonstrate how the site would operate.<br>Consolidated Developments is seeking follow up meetings with amenity to groups brief them on the management plan.   |
| Urban Gallery space           | There was considerable interest from stakeholders in how the Urban Gallery space will work. To respond to this Consolidated Developments has commissioned a 'day in the life' presentation of how the building will work.<br>The project team are seeking an opportunity to present this to a further Camden Developers' Briefing for Development Control  |

|  |  |
|--|--|
|  | <p>Committee members once the applications for the site have been submitted.</p> <p>In addition, Consolidated Developments are proposing controls to give comfort to residents in the area about how the Urban Gallery and basement event gallery spaces will operate.</p> |
|--|--|

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## 7.0 Future consultation

7.1 Consolidated Developments is committed to on-going consultation with relevant stakeholders and local residents and has planned the following activities to continue to engage and update local residents and relevant stakeholders throughout the planning process:

- Informing key stakeholders of the submission of the application including local councillors, local MP, community groups, exhibition attendees and other interested parties.
  - If necessary facilitating further meetings with local councillors, key community groups and residents to explain the submitted planning application
  - Seek a further Developers' Briefing from Camden Council to update on the submitted scheme
  - Seek meetings with Westminster stakeholders to brief on the proposals once the application is submitted (including West End Ward councillors)
-



## 8.0 Conclusion

- 8.1 The consultation strategy sought to engage with statutory and non-statutory consultees, including local councillors, local community groups and neighbours living in close proximity to the site.
- 8.2 An extensive programme of pre-submission stakeholder meetings, a Camden Developers' Briefing, a public consultation exhibition, and a Camden Development Management Forum all provided an opportunity for constructive public and councillor engagement; a dialogue the team hopes to extend throughout the planning process.
- 8.3 The feedback received has been constructive and has informed the evolution of the scheme and the final proposals for St Giles Circus.
- 8.4 Overall, feedback on the proposals has been positive. Public engagement has indicated that local residents and businesses were broadly supportive of the scheme. The following elements were particularly welcomed:
  - Architecture and design generally fitted in well with the local area
  - Proposals would enhance the local streetscape and address the challenges created by the new Crossrail station at Tottenham Court Road
  - The scheme would protect and enhance the music heritage of Denmark Street
  - The Urban Gallery publicly accessible space would provide an exciting addition to the local area
  - The scheme provides 51% affordable housing (GIA) both on site and nearby in Endell Street (in the same ward)
- 8.5 Where there were concerns about the scheme from stakeholders these tended to focus on how the scheme will be licensed and managed once it is developed. Stakeholders also wanted to ensure that the scheme was sensitive to the local context, conservation area and planning policy for St Giles.

## Appendices

Appendix I: Minutes of Developer's Briefing

Appendix II: Exhibition invitation letter

Appendix III: Exhibition display boards

Appendix IV: Exhibition questionnaire

Appendix V: Minutes of Development Management Forum

## Appendix I: Minutes of Developer's Briefing

Camden Council hosted a Developers' Briefing on Monday 5 December 2011 at 5.00pm in Committee Room 1, Camden Town Hall. Meeting notes prepared by Camden officers are reproduced overleaf.

## **DEVELOPERS' BRIEFING**

**MONDAY 5<sup>th</sup> DECEMBER 2011, 5.00 PM**  
**COMMITTEE ROOM 1, TOWN HALL, JUDD STREET**

## **MEETING NOTES**

**ITEM.** St Giles Circus/ Denmark Place (Consolidated site)

### **MEMBERS OF THE DEVELOPMENT CONTROL COMMITTEE PRESENT**

Councillors Milena Nuti (Chair), Flick Rea, Heather Johnson, Sue Vincent, Roger Freeman, Gillian Risso-Gill. Sally Gimson (Arrived late)

### **WARD MEMBERS PRESENT**

Councillor Awale Olad

### **PLANNING OFFICERS PRESENT**

Ed Watson - Assistant Director; Stuart Minty - East Area Team Manager (Development Management); Richard Wilson – Site Team Manager, Edward Jarvis - Principal Urban Designer – Sites Team; Sara Whelan - Senior Planning Officer (East Area DM); Aidan Brookes - Principal Lawyer.

### **DEVELOPERS PRESENT**

Ian Chalk, ORMS  
Oliver Richards ORMS  
Laurence Kirschel, Consolidated Developments  
Richard Metcalfe, Consolidated Developments  
Will Lingard, Turley Associates  
Alain Lang, Four Communications

## **1) INTRODUCTIONS AND DECLARATION OF INTERESTS**

The Chair introduced herself, members of the DC Committee & ward members present.

The Chair explained that although this is not a formal meeting, it is important that it is both fair and transparent, and therefore the format for the meeting on the agenda (circulated in advance and at the meeting) will be followed. The Chair asked for points made to be succinct to make fullest use of the time available.

The Chair invited developers present to introduce themselves. Introductions were made.

## **2) DEVELOPERS' PRESENTATION**

The Chair invited developers to present their proposals up to a maximum of 15 minutes.

Summary of presentation by Ian Chalk:-

Introduction to the site, illustrated what was being demolished and what was being refurbished. A 3D view was presented of the proposed development, and this was illustrated using block plans and massing views.

Photos of the site were also presented, and there was discussion about the musical heritage of Denmark Place and its importance within the context of the development proposals.

The commercial floorspace uplift was also discussed, and this was said to match the residential floorspace uplift. Affordable housing was to be located in Endell Street.

The concept of the site as a place was discussed, as was the location of the market housing, the refurbishment of historic buildings, retail and restaurant provision, new pedestrian links, a music venue and digital screen.

### **3) QUESTIONS OF FACT OR CLARIFICATION TO THE DEVELOPERS**

The Chair invited questions of fact or clarification that members would like to ask the developers. The Chair reminded DC Committee members to structure their questions in a way that avoids any perception of taking a fixed position on the proposals.

#### **QUESTIONS FROM DC COMMITTEE MEMBERS TO THE DEVELOPERS**

##### **Responses from the developers in *Italics* after the questions**

- Will the exit to the station interfere with pedestrian flow? *(There is an 8m gap between the edge of the building and the station entrance, which is largely due to site ownership. Lots of space is being given over to public realm with a pedestrian footway created)*
- What are the projected figures for pedestrian footfall? *(The estimated pedestrian footfall is 10,000 people per day. LUL/Crossrail felt that 200,000 people would use the station every day which is the equivalent to the entire population of Great Britain visiting per annum)*
- How does the screen work? *(It will be an illuminated media space, rather than for general advertising)*
- Will there be seating in the public realm area? *(Tables and chairs would be located in the building next door, and the restaurant would have seating outside)*
- What would be the hours of operation for the building? *(Ed Watson – This would have to be balanced finely against residential amenity considerations)*
- Can you confirm that the church will be unaffected? *(Yes)*
- Where exactly is the auditorium? *(Below the north side building in the basement)*
- Would there be a loss of any music businesses? *(Yes, the loss of one shop. The residential conversion would also result in the loss of some storage space associated with music space)*
- What is the capacity of the auditorium? *(2000 people)*
- Interested to understand why the traffic survey concludes that Denmark Place can accommodate further capacity? *(There will be no loading or servicing to Denmark Place as this is already congested. The area will be managed as a district and as a result the operation of servicing and deliveries will be easier)*
- Keen to see the music industry retained – and interested to see how these requirements would be accommodated? *(All retailers will be managed sensitively, and meet the traders regularly, with 95% of traders accommodated in the proposed scheme)*
- Raised concern about the distance between the new building and the station exit *(As above)*
- Asked for an officer comment on the type of advertising *(Ed Watson – There is a fine line between advertising and promotion and this would have to be managed carefully if it was generally considered acceptable)*
- Would there be only one restaurant? *(Yes, and this would be active on 3 elevations)*
- Concerned that the residential uplift was not 50% and requested that the Councils mixed use policy was adhered to *(Acknowledged)*
- Wanted clarification on the design fins and how these would work? *(Shown on model)*

- What is the screen intending to show? (*Outdoor version of the internet. TV channels for cinema, information as to what is happening in the local area*)
- Would like clarity on the location of the affordable housing (*This was a square metre offer, with the site offered to Camden – shown on model*)
- Noted this would be a phased development and was interested as to which phase would start first? (*Denmark Street first, but this depends on access*)

## **QUESTIONS FROM WARD MEMBERS TO DEVELOPERS**

None

### **4) NON DC COMMITTEE MEMBERS COMMENTS**

The chair invited comments that non DC committee members wish to make on the proposals.

### **COMMENTS FROM NON DC COMMITTEE MEMBERS**

- Noted this was a substantial development, and felt that there was not enough affordable housing. Supported the general comments from members in attendance.

### **5) COMMENTS FROM DC COMMITTEE MEMBERS AND QUESTIONS TO OFFICERS**

The Chair thanked the developer for their presentation and asked for them, all non DC Committee members and DC Committee members who have declared a prejudicial interest, to leave the room.

The Chair asked members if they have any comments and questions for officers.

### **COMMENTS AND QUESTIONS FROM DC COMMITTEE MEMBERS TO COUNCIL OFFICERS**

#### **Responses from officers in *Italics* after the questions (if responses were offered)**

- Noted this was an area of intensification/growth area. Do we know how close we are to fulfilling these targets? (*Further information to be provided following meeting*)
- Would like more green space on the site
- Would like more information on the digital screen. Who will have access to what information is displayed and how will this be regulated? (*Strong concern about the screen and the impact on pedestrian movement*)
- Welcomed the refurbishment of the heritage assets.
- The uplift in residential accommodation is a concern, particularly only a 15-20% Affordable Housing contribution (*To provide more detailed information following the meeting*)
- Welcomed the public realm works
- Concerned about the auditorium, and noted the problems of the O2 centre.
- Concerned about the hours of operation, and if this would close at 7/8pm then this would result in blank facades and a lack of activity.

## Appendix II: Exhibition invitation flyer



# REDEVELOPMENT OF ST GILES, DENMARK PLACE AND DENMARK STREET

Newsletter | February 2012



A public exhibition of our plans for the redevelopment in and around  
St Giles and Denmark Street



Consolidated Developments Ltd

# REDEVELOPMENT OF ST GILES, DENMARK PLACE AND DENMARK STREET

Newsletter | February 2012

Consolidated Developments are holding an exhibition to display their proposals for the redevelopment of St Giles Circus, Denmark Place and Denmark Street. In addition, the proposals would see the redevelopment of a property in Endell Street to provide affordable housing.

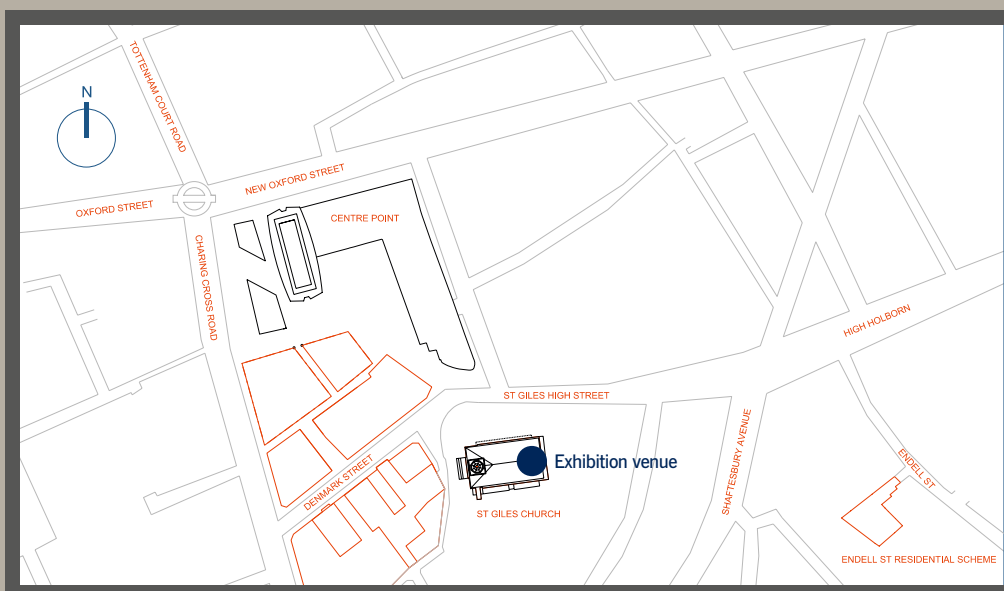
The development would bring a new and improved public space in front of one of the entrances to the new Crossrail station beside Centrepunkt, a hotel, shops, restaurants and a basement auditorium for events. Additionally, Denmark Street's importance to London's music industry would be retained and enhanced, as well as improving Denmark Place, making it safe and secure.

We would like to hear your views about our proposals. Please come along to our exhibition at the Vestry House at St Giles Church.

21 February 2pm – 7pm

23 February 2pm – 7pm

If you cannot attend, but would like to find out more about the proposals, please contact Alan Laing at Four Communications on [alan.laing@fourcommunications.com](mailto:alan.laing@fourcommunications.com) or on 020 3023 9026.



## Appendix III: Exhibition display boards



#### ST GILES REDEVELOPMENT PROPOSALS

Thank you for coming to this exhibition of our early proposals for the redevelopment of St Giles, Denmark Place and Denmark Street.

We hope that you find the exhibition interesting. Members of the project team are present to answer any questions that you may have.

#### CONSULTATION PROCESS

This exhibition is part of an ongoing consultation process which will see us engage with residents, businesses, local amenity groups and other interested parties.

The wider area is undergoing significant change, with the new Crossrail station due to deliver increased visitor numbers into the centre of London every week and Central St Giles with its distinctive and provocative colours bringing many hundreds of new workers into this area. Our development seeks to recognise these changes and accommodate them, whilst preserving the unique characteristics of this important part of central London.

#### YOUR VIEWS

We are keen to hear your views about our proposals which will see the regeneration of the wider St Giles area. Please let us know what you think.

### CONSOLIDATED BACKGROUND

Over the last 25 years, the Consolidated Group has played an instrumental role in the regeneration of Soho and Covent Garden. Today the area is positively thriving, with sought after restaurants, bars and clubs, luxury hotels, loft apartments, contemporary offices and modern retail units. Consolidated is behind many of these new schemes including the Soho Hotel, Manhattan Lofts at Richmond Mews; Mezzo/Floridita/Meza, previously the Marquee Club; and Moor Street Triangle.

With regards to two of these projects: Consolidated developed a former NCP car park to create the vibrant Soho Hotel; and also took down a redundant building formerly housing The Marquee Club to create the thriving Mezzo Restaurant and Floridita.

As part of this, Consolidated have also been credited by Westminster City Council and the Metropolitan Police with cleaning up some of the areas illicit sites in the process.



## Consolidated Developments Ltd

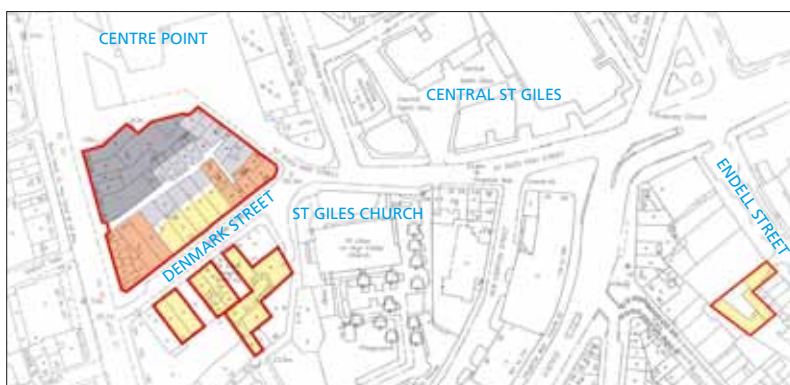
### ST GILES MASTERPLAN STRATEGY

The St Giles site is very much a site in two halves. The northern side of Denmark Place has been torn apart by the demolition works enabling crossrails infrastructure to be implemented.

The other side, comprising Denmark Street buildings on the North and South side, is largely intact and of significant heritage value.

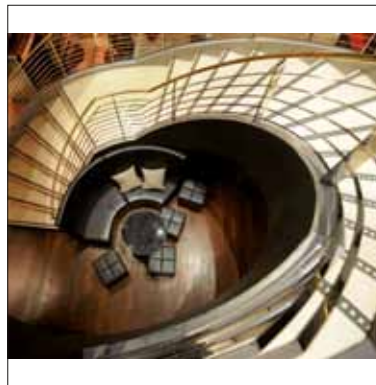
The proposed scheme seeks to create a publically accessible mixed-use building on the north site whilst repairing and improving the heritage assets

- Consolidated Ownership
- Buildings already Demolished by Crossrail
- Proposals:
- Buildings Proposed to be Demolished
- Buildings to be repaired or modified appropriate to status
- Buildings to be refurbished



### THE SOHO HOTEL, SOHO

Built on the site of a former NCP car park and conceptualised by the Consolidated Group, The Soho Hotel is one of Central London's best-performing and most sought-after hotels. It attracts a media-savvy crowd and is the film industry's preferred choice for private launch parties.



### FLORIDITA, SOHO

Originally called Mezzo, the venue is now the a chic and very successful Cuban bar and restaurant.



### ENDELL ST.

The proposed site in Endell Street, Covent Garden includes a private courtyard, and converted 'mews' buildings which offer good family unit layouts and amenity space in the heart of the West End.

### MEZZO RESTAURANT, SOHO

The Consolidated Group redeveloped the live music venue, the Marquee Club, and turned it into Europe's largest restaurant.

### MOOR STREET TRIANGLE, COVENT GARDEN

The Consolidated Group has recently constructed a prominent and stylish hotel on the site of a run-down mixed-use building.

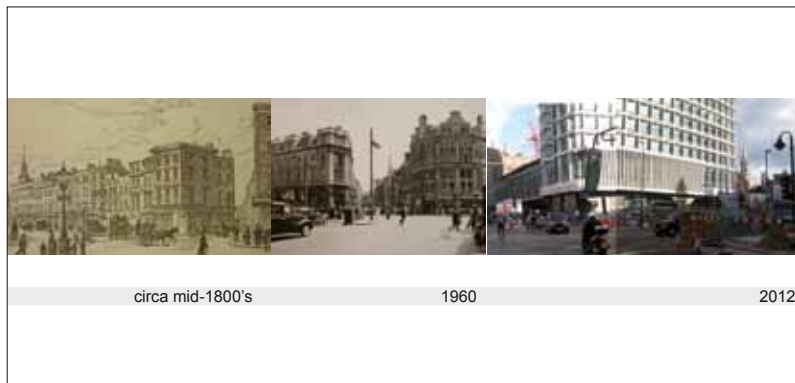


## DEVELOPMENT

St Giles Church is of course one of the most significant buildings in the area. The photos illustrated opposite describe the setting of the church at key stages in the past 200 years.

In each case, the church spire can be clearly seen to a greater or lesser extent. Unfortunately, the buildings in the foreground do not actively improve the church's setting from this key vantage point.

This relationship is particularly uncomfortable in the juxtaposition between Centrepoint and the spire as seen in the present day.



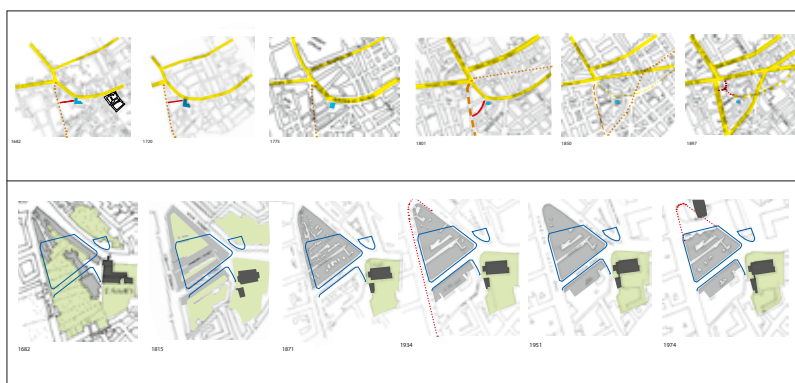
## URBAN FORM

Research at Camden local archive and internet based resources allowed us to understand the evolving urban pattern around St. Giles during the past four hundred years.

The analysis opposite describes the historic roads and the historic figure-ground (buildings) respectively.

It is clear from the figure-ground analysis opposite that the triangular block originally defining St. Giles has been eroded beyond repair over the past four hundred years.

A new solution to this damage should seek to create coherence to the place.



## ST.GILES

The site in St Giles occupies an irregular quadrilateral of land boarded by Denmark Street, Charing Cross Road, Andrew Borde Street and St Giles High Street. Denmark Place, a pedestrian alley cuts across the site from east to west dividing the site into two parts.

Much of the site is currently occupied by Crossrail as a works site to deliver the new Tottenham Court Road Underground and Crossrail Stations. To accommodate the works site, many buildings fronting Charing Cross Road, Andrew Borde Street and Denmark Place have been demolished.



## HERITAGE ASSETS

There are a number of heritage assets that are contained with and immediately adjacent to the site including Centre Point Tower and Flats to the north and east of the site, St Giles Church to the south, and a number of listed and locally listed properties along Denmark Place, Denmark Street and St Giles High Street, which contribute to the character of the area, and are important factors to consider in how the redevelopment of this site comes forward.

It is not proposed to remove or alter any listed buildings to accommodate the proposed development and the client has expressed a desire to renovate those buildings that have fallen into disrepair in the preceding century, to ensure their ongoing useful life.

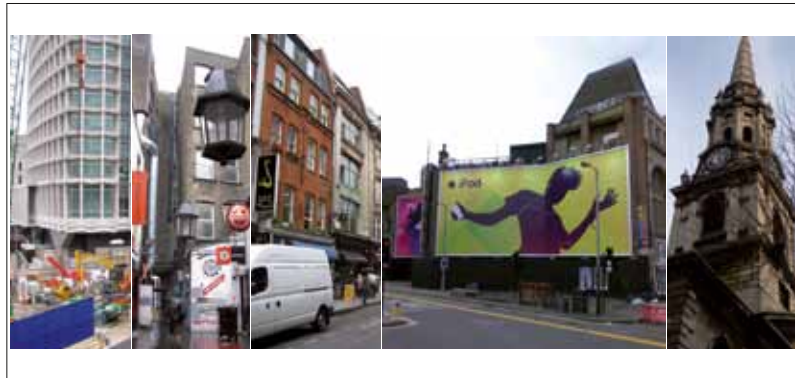


## SITE AND SURROUNDINGS

St Giles Circus is one of the busiest areas of London, being at the centre of four distinct areas of varied and complex townscape, each with its own individual character and heritage.

It is also a busy commercial area with LUL stations and numerous office and retail outlets giving rise to high pedestrian flows.

The main routes, including Oxford Street, New Oxford Street, Charing Cross Road and Tottenham Court Road are heavily trafficked resulting in congestion, high noise levels and poor air quality.



# DENMARK STREET

## MUSIC HERITAGE



### A RICH MUSICAL HERITAGE

Denmark Street itself is locally known as 'Tin Pan Alley' and is renowned as an important centre of the UK music industry. Following previous decline Consolidated Developments have actively sought to encourage music related retailers and associated uses back to the area and continue to support its role in the British music scene.

There is a strong music and entertainment link to the heritage of the area including the Rolling Stones recording their first album at No.4 Denmark Street, the Beatles signing their first record deal at Dick James Music and Elton John writing his first hit single on the roof of the same property.

The music heritage of the area is core to the principle of the proposals and our client is very keen to protect, respect and harness this heritage as part of the redevelopment proposals for the site.



### THE BEATLES

The Beatles recorded much of their early work in studios in Denmark Street and George Harrison bought a nylon string acoustic guitar on Denmark street, to play on the song "Till There Was You" on their second album.



### ELTON JOHN

In Denmark Street in 1970, Elton John wrote his first hit single 'Your Song'.

### THE ROLLING STONES

In 1964 The Rolling Stones recorded their first album in a basement studio of number 4 Denmark Street (now a specialist bookstore).



### SEX PISTOLS

Living at the Rear Mews, 6 Denmark Street the Sex Pistols recorded their first demos there.

Early Pistols graffiti has been found on the walls of their flat.

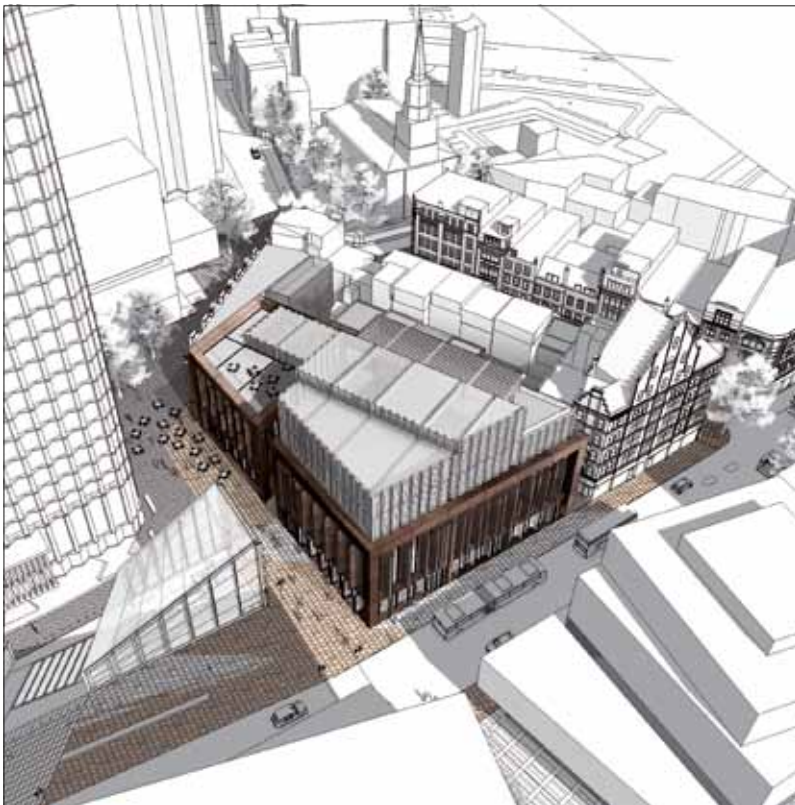
### DENMARK STREET TODAY

The Development Brief for Denmark Place emphasises the areas musical heritage and its renowned importance to the UK popular music industry, which attracts specialist retailers, music publishing companies and instrument sales and repair stores. To compliment this, the area is also home to recording studios and clubs.





## SITE OVERVIEW



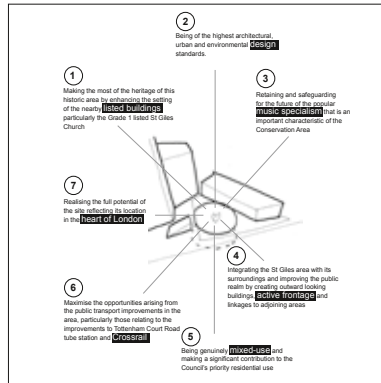
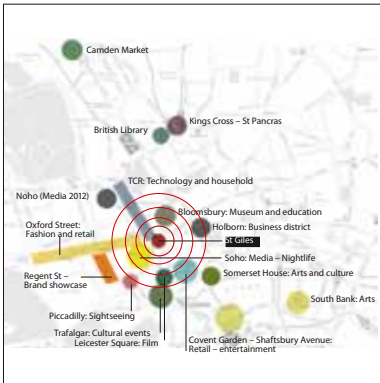
**AERIAL VIEW FROM JUNCTION OF OXFORD STREET AND TOTTENHAM COURT ROAD**

The proposals provide an appropriate backdrop to the immediate context of the listed Centrepont Tower.

## PLANNING AIMS AND OBJECTIVES

**Development aims and objectives include:**

- Creating a magnet for activity and connectivity from Crossrail.
- Being at the heart of London's West End.
- Driving audiences to London's cultural and commercial hotspots.



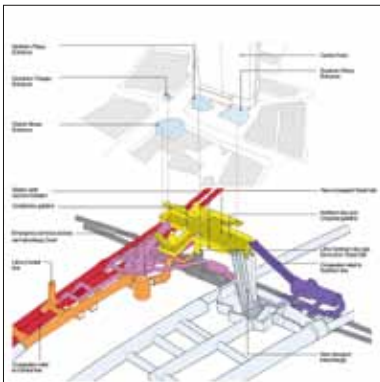
## PLANNING AIMS AND OBJECTIVES

1. **LISTED BUILDINGS**  
Making the most of the heritage of this historic area by enhancing the setting of the nearby listed buildings, particularly the Grade 1 listed St Giles Church.
2. **DESIGN**  
Being of the highest architectural, urban and environmental design standards.
3. **MUSIC SPECIFICALLY**  
Retaining and safeguarding for the future of the popular music specialism that is an important characteristic of the Conservation Area.
4. **ACTIVE FRONTAGE**  
Integrating the St. Giles area with its surroundings and improving the public realm by creating outward looking buildings, active frontage and linkages to adjoining areas.
5. **MIXED-USE**  
Being genuinely mixed-use and making a significant contribution to the Council's priority residential use.
6. **CROSSRAIL**  
Maximise the opportunities arising from the public transport improvements in the area, particularly those relating to Tottenham Court Road tube station and Crossrail.
7. **HEART OF LONDON**  
Realising the full potential of the site, reflecting its location in the heart of London.

## CROSSRAIL DEVELOPMENT

To facilitate the construction of the Tottenham Court Road Crossrail station and the upgrade of the existing LUL station the northern portion of the site has been temporarily taken over by Crossrail and the majority of buildings to the north of Denmark Place have been demolished.

At present, Consolidated anticipate regaining control of this land in 2015/16.



### T.C.Rd. TUBE STATION IMPROVEMENTS

As part of the redevelopment proposals to provide a new Crossrail Station, a new Plaza Entrance will be provided at the base of Centrepoint, with two exit and entrance points spilling pedestrians north towards Tottenham Court Road, and south, directly towards our client's site.

The arrival of Crossrail and the resultant improvements to the public realm that are proposed are welcomed by our client in general terms.

# OUR PROPOSALS

## MIXED USE

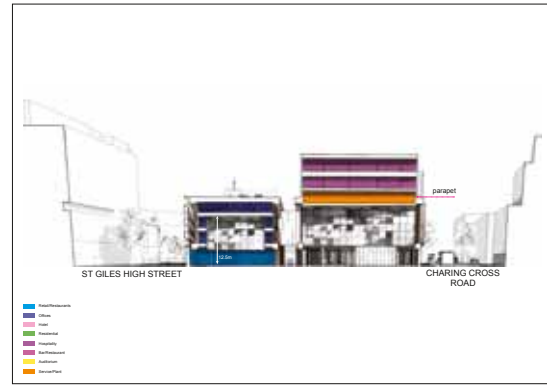


**ORMS**  
architecture  
design

### THIRD FLOOR

Building A:  
Building B:  
Denmark St North:  
Denmark St South:

Service/Plant  
Office  
Residential  
Residential



### SECOND FLOOR

Building A:  
Building B:  
Denmark St North:  
Denmark St South:

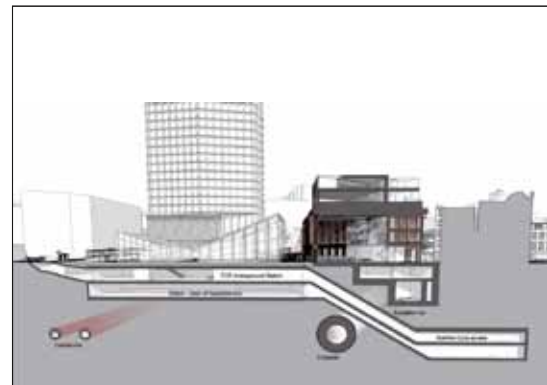
Hotel  
Restaurant  
Residential  
Residential



### GROUND FLOOR

Building A:  
Building B:  
Denmark St North:  
Denmark St South:

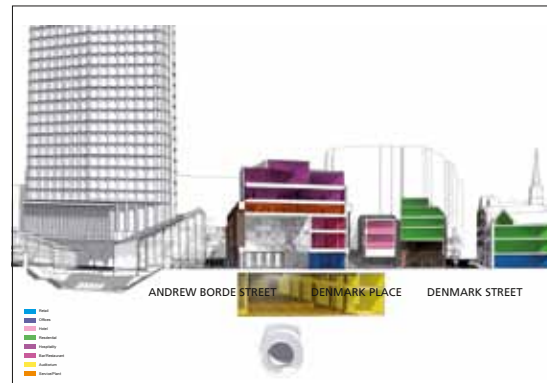
Urban Gallery/Atrium/Retail  
Restaurant  
Retail  
Retail, Residential



### BASEMENT FLOOR

Building A+B:  
Denmark St North:  
Denmark St South:

Auditorium  
Residential  
Restaurant, Office



## VIEW FROM JUNCTION OF OXFORD ROAD AND TOTTENHAM COURT ROAD

The view to St Giles Church spire is framed by stepping up in scale to the right hand side and linking in with the Charing Cross Road context.

The new alleyway route is clearly expressed as a gap between the two objects.



## VIEW FROM JUNCTION OF CHARING CROSS ROAD AND DENMARK STREET

The parapet line of the existing buildings on site is used as an organising device to lace together all sides of the urban block. A variety of roof objects and projections can exist above this datum.

## VIEW FROM ST. GILES HIGH STREET

The facade of York and Clifton Mansions is retained with the new development set behind. It will effectively act as an intermediary element between the retained historic fabric and new development.



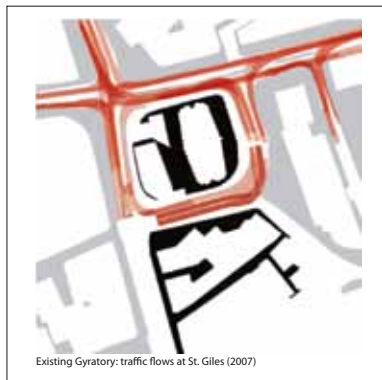
## VIEW FROM BENEATH CENTREPOINT FLATS AND TOWER

The design intent is to promote the highest architectural, urban and environmental design standards.

The intent includes integrating the St Giles area with its surroundings and improving the public realm by creating outward looking buildings, active frontages and improved public spaces and linkages to adjoining areas.

## PREVIOUS TRAFFIC FLOW

At present, St Giles High Street is occupied by a number of bus stops and lay-bys which significantly detract from the physical environment and appearance of the area.



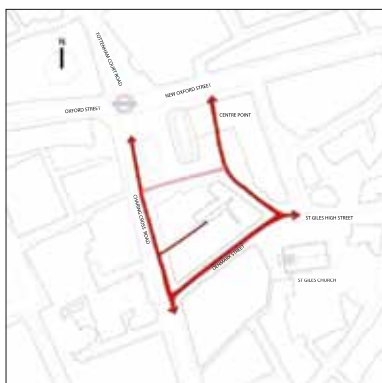
## PROPOSED TRAFFIC FLOW

There is a significant opportunity to redress the imbalance between vehicles and pedestrians in this area, and part of this could be achieved through the re-routing of buses, away from St Giles High Street, and Denmark Street.

## PREVIOUS LIMITED SITE PERMEABILITY

The existing buildings on site created an impermeable boundary forcing people around the 'island' block.

As the route was shared with traffic, pedestrians were marginalised.



## PROPOSED IMPROVED SITE PERMEABILITY

The proposal aims to increase permeability through the site, knitting together the existing streets and along with the new masterplan by Farrell and Partners, will create a pedestrianised public realm.



# DENMARK STREET

## GOING FORWARD



### DENMARK STREET BUSINESSES

Considered as a stand alone scheme, these proposals represent a significant heritage refurbishment project in their own right.

Across both sides of the street, it is proposed that eight in-tact 17th + 18th century houses are completely refurbished with the original layouts and internal details retained.

21-25 Denmark Street are not listed. The upper floors are to be converted 'back' to residential

The grain of the buildings is respected with minimal works to the party-walls between units.

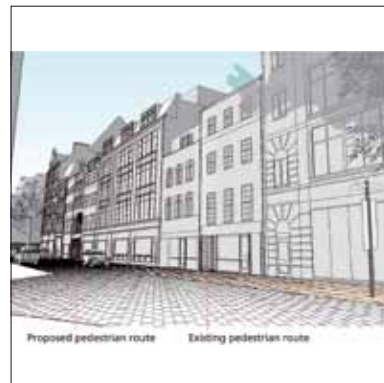
Stair cores are rationalised to improve the efficiency of the proposals and make it viable.



### DENMARK STREET PROPOSAL

The development proposals intend to re-affirm Denmark Street's musical heritage.

### DENMARK STREET (existing)



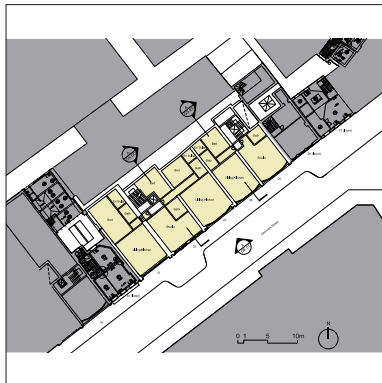
### DENMARK STREET (proposed)

It is not proposed to remove or alter any listed buildings to accommodate the proposed development and the client has expressed a desire to renovate those buildings that have fallen into disrepair in the preceding century to ensure their ongoing useful life.

Works are proposed to remove the unsympathetic rear extensions to a number of the non-listed buildings fronting the north side of Denmark Street, and it is proposed to create a link at ground and first floor level through the unlisted building at no.22 Denmark Street, within the existing 2 storey frame integrated within the frontage.

### DENMARK STREET NORTH

21-25 Denmark Street is 'book-ended' by listed buildings at each end (Nos. 20 and 26 Denmark Street and 16 + 22 Denmark Place) - these properties are not to be converted, but will be completely refurbished in keeping with their status



### DENMARK STREET SOUTH

The buildings comprising this section of the development are the properties at 4,6,7,9 & 10 Denmark Street and 4 Filcroft Street. The buildings at 6,7,9 & 10 Denmark Street are all Grade 2 Listed.

These proposals seek to restore the upper floors of all the properties to residential use and to retain the retail/restaurant uses at ground and basement levels. We propose to extend the existing basement and ground floor at 4 Filcroft Street and create a new 'Bar/Club' Restaurant, whilst converting the upper floors to residential use.

We are proposing one additional mansard floor to 4 Denmark Street for residential use. There is already a brick structure over part of the existing flat roof and there is evidence that there was at some stage a further structure at this level which appears to have been demolished.

Due to the height of the adjacent building it would be possible to add this additional floor without detriment to the surrounding buildings.

### DENMARK PLACE (facing northeast)

Over the past few years, Denmark Place has presented a challenge given its use and location.

The proposals will seek to resolve those issues, making Denmark Place safe and secure around the clock. We will work with Camden Council to find a long-term solution and ensure that we can 'design out' crime and anti-social behaviour as much as possible.



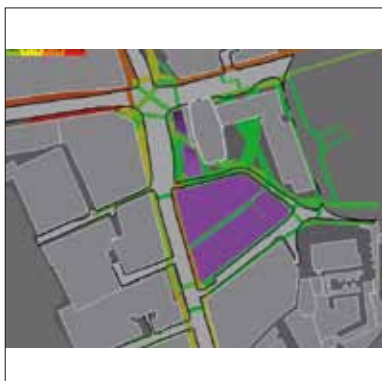
### DENMARK PLACE (facing southwest)

The views opposite illustrate the particular characteristics of the new and old buildings knitting together on the south side of Denmark Place.

## PEDESTRIAN MODELLING (before)

The diagram highlights the peak hour flows on the pedestrian network.

This image shows a pedestrianised area passing behind Centre Point in line with Gillespies' public realm masterplan.



## PEDESTRIAN MODELLING (proposed)

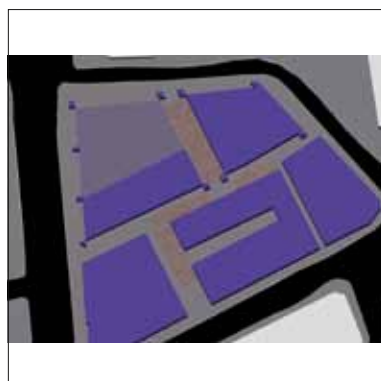
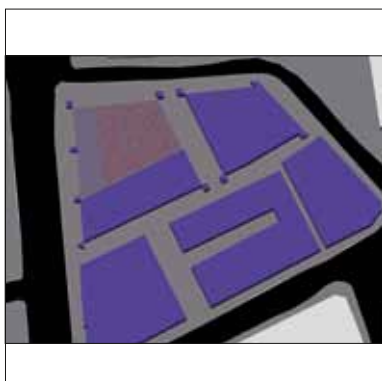
Analysis indicated sufficient space is available for crowd queuing and management, without impacting on the surrounding pedestrian network.

Detailed queue management can be undertaken in the event management plan with various options likely to be adopted depending on the nature and timing of the event.

\* Diagrams produced by Buro Happold using SMART Move (an agent-based modelling software package)

## PEDESTRIAN MANAGEMENT

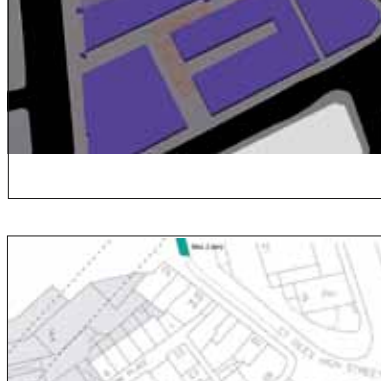
The main considerations in relation to proposals for the site are the number of people passing into and through the site, the impact of providing an auditorium in this location on the pedestrian experience, the benefits of providing additional publically accessible space, the capacity of the surrounding space to accommodate the anticipated additional pedestrians, and the management of people within and outside the site.



## EVENTS MANAGEMENT (urban gallery)

The first queuing option is to hold these people in the Urban Gallery. The Urban Gallery is 570m<sup>2</sup> (equivalent to just over 2 tennis courts) and therefore has sufficient space to cater for these volumes.

This option also has the benefit of allowing the crowd to interact with the digital media and provide a positive visitor experience.



## EVENTS MANAGEMENT (queuing within site)

The second option is to utilise the access routes between the buildings for some of the queue, to minimise the impact on the Urban Gallery during busy times.

Based on the current layout there are several areas which can be used to queue visitors.

## PARKING "BEAT" SURVEY (existing)

The existing configuration of loading and parking bays is shown. Many of the bays carry 'dual designation', i.e. they permit several uses within certain time periods.

An on-street 'parking beat' survey has been carried out to observe parking and loading activity on Denmark Street from 7am to 8pm on a weekday. Key findings of this are as follows:

- The available parking and loading bays were generally not used to their full capacity, in particular the permit bay was barely used
- The Denmark Street loading bays were only used to their full capacity (4 vans) for two brief periods (less than 10 minutes each), as a result of an illegally long stay. For most of the day, they were only used to half their capacity or less.
- The current arrangements caused a degree of confusion to users.
- The existing parking/loading capacity is compromised by illegal/improper use, including stays longer than the permitted duration and incorrect use of bays. Better policing to prevent such improper use would effectively increase available capacity.
- Generally there would have been the capacity to accommodate at least two additional loading vehicles on Denmark Street for the entire surveyed day, with better policing/management to prevent improper use.

Further survey work will be carried out to support the St Giles TA and to validate the findings of the initial survey.



## SURVEY CONCLUSIONS

It is anticipated that, with a system of centrally managed event planning and delivery scheduling, vehicle servicing demand can be met via 2-3 on-street vehicle bays.

When considering how we manage the servicing and deliveries to the proposed development, we will take into account the existing businesses along Denmark St and will ensure that they have adequate provision in the future.

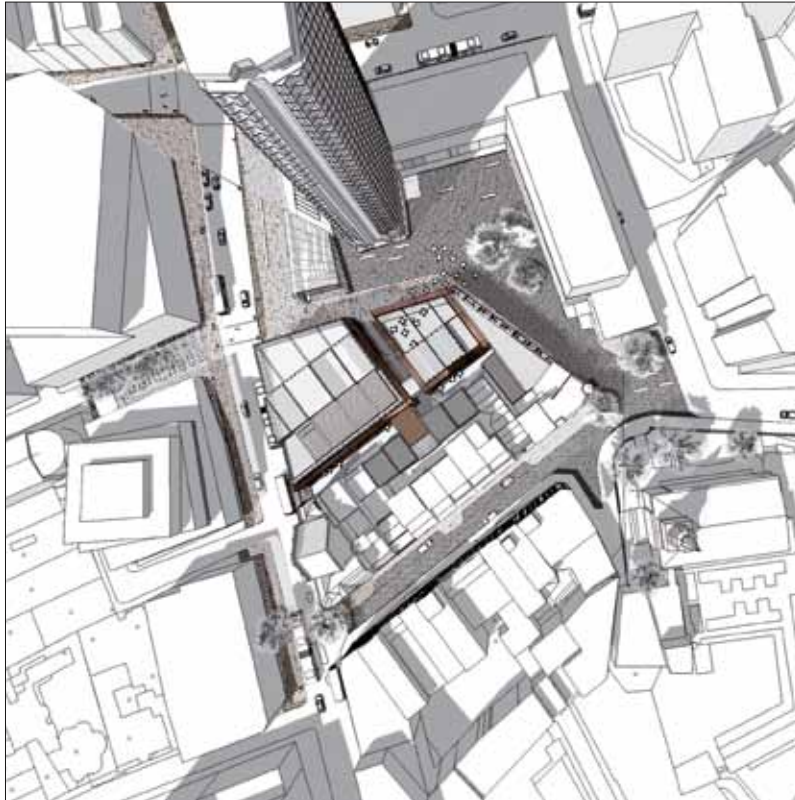
## THE AUDITORIUM

- Flexible for seated and standing events, large and small.
- State of the art sound and lighting equipment.
- Incorporates mezzanine level for additional seating and viewing.
- Integrated bars and facilities.
- Events can be promoted or handled via the Urban Gallery.



## THE URBAN GALLERY

- Public access space at street level.
- Captivating content including news, information and inspiration.
- Smartphone accessible or via installed interactive units.
- Occasional links with auditorium events.
- Content is aligned with hourly, daily and seasonal activity.



## SUSTAINABILITY

The St. Giles Circus project is fully supportive of the carbon reduction targets in the London Plan and the Camden Planning Guidance as part of the overall Sustainability Strategy for the development. For the long term, the project will be future proofed and ready for connection to the district energy systems that are being considered for the area.

We have carried out an initial assessment of the likely carbon emissions that the development will generate based on known data for the commercial spaces, benchmarks for similar venues and the power consumption of current outdoor screen technology. The energy demand of the project and its carbon emissions will be dominated by the power consumption of the screens.

We have also carried out an initial study into the feasibility of the application of different renewable energy technologies in the project. This has so far confirmed Photovoltaic Cells (PV) as the most appropriate technology for practical reasons and as the best match to the energy demand. However, the area of roof available for the installation of PV is limited and this is only expected to make a modest contribution toward the 20% on-site renewable energy target.

Significantly for this project, the client has confirmed a commitment to achieving a further offset of between 10% and 100% of the carbon emissions of the development by investigating how the operation of the building could finance investment in off-site carbon reduction projects.

## THANK YOU

Thank you for visiting our exhibition today. We hope that you have found the information contained within it informative and helpful to help your understanding of our initial development proposals.

Your views are important to us.

Please complete one of the feedback forms that are here today and tell us what you think of our proposals.

If you have any questions about what has been presented, please do not hesitate to speak to one of the development team who will be happy to answer your questions.

## NEXT STEPS

We will be continuing our discussions with LB Camden and other stakeholders in the months ahead and we are aiming to submit a planning application in the summer.

We will take into account the feedback we have received from this exhibition and, wherever possible, incorporate the feedback we have received into our proposals.

If you have any further questions about this project, then please contact:

Alan Laing on 020 3023 9026 or at [alan.laing@fourcommunications.com](mailto:alan.laing@fourcommunications.com).

Thank you for giving us your time today.

## Appendix IV: Exhibition questionnaire



# Central St. Giles – Denmark Street

February 2012

## Questionnaire

Thank you for taking the time and coming to our exhibition. We would be grateful if you would take a few minutes to fill out this questionnaire. There is a space below for any other comments you would like to make. If you give us your name and address we can keep you informed about the progress of this scheme. Your details will remain confidential.

|                     |  |
|---------------------|--|
| <b>Name</b>         |  |
| <b>Organisation</b> |  |
| <b>Address</b>      |  |
| <b>Telephone</b>    |  |
| <b>Email</b>        |  |

|   | <b>Strongly Agree</b>    | <b>Agree</b>             | <b>Neutral</b>           | <b>Disagree</b>          |
|---|--------------------------|--------------------------|--------------------------|--------------------------|
| Q1. I agree with the proposals overall                                  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q2. I agree with the proposed mix of uses                               | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q3. I think Endell Street is a good location for affordable homes       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q4. I think the scale and mass of the development is appropriate        | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q5. I welcome maintaining Denmark Street as a hub for music             | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q6. I welcome the creation of new, publicly accessible open space       | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q7. I welcome the new pedestrian routes through the site                | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Q8. This proposals strike the right balance for a central London scheme | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

**Do you have any other comments on any details of the proposals? Continue overleaf if necessary.**

**Please return questionnaire (no stamp required) to:**

Denmark Street consultation, FREEPOST RLSX-KHXT-BGSR  
Four Communications, 48 Leicester Square, London, WC2H 7FG  
Telephone: 0870 626 9000  
E-mail: [alan.laing@fourcommunications.com](mailto:alan.laing@fourcommunications.com)



Four Communications plc will retain the information from the questionnaire on behalf of Consolidated Developments to allow you to receive regular updates on the development. If you do not wish to be kept informed please tick the box: ☐

## Appendix V: Minutes of Development Management Forum

Camden Council hosted a Development Management Forum meeting for St Giles Circus on 11 July 2012 from 6.15pm to 8.30pm at Bloomsbury Central Baptist Church. The aim of the meeting was to give residents and stakeholders a presentation on the proposals and an opportunity to have their questions answered. The minutes of the meeting prepared by the London Borough of Camden are reproduced overleaf.

## **Development Management Forum: St Giles Circus**

Wednesday 11<sup>th</sup> July 2012

6:15pm to 8:30pm

Bloomsbury Central Baptist Church

**Site:** St.Giles Circus site, including Andrew Borde Street, Charing Cross Road, Denmark Street, St.Giles High Street, Flitcroft Street and associated site on Endell Street, London, WC2

**Proposal:** Redevelopment involving new buildings on the current Crossrail construction site, refurbishment and conversion of existing buildings on Denmark Street, demolition and facade retention of buildings on St Giles High Street for 'urban gallery', basement event venue, restaurants, retail (including music related units on Denmark Street), hotel and residential uses (including affordable housing on Endell Street site) and related ancillary activities and works.

**Applicant:** Consolidated

### **Present:**

|                 |                                |
|-----------------|--------------------------------|
| David Porter    | Bloomsbury Baptist Church      |
| Paul Neesham    |                                |
| Lorna Robinson  |                                |
| Michael Wylele  |                                |
| Sandy Porter    | Bloomsbury Baptist Church      |
| Tom Cook        | Covent Garden Housing Co-op    |
| Alan Carr       | St Giles-in-the-Fields         |
| Saul Martin     | Musicroom                      |
| David Corley    | Noel Gray                      |
| Phill Straker   | Saxophones Ltd                 |
| Roy Nettleship  | Carters Educational Foundation |
| R Weir          | CGCA                           |
| Sam Cakebread   | Westside Distribution          |
| Piera Mattiucci | 12 Bar Club                    |
| K Hersel        | Almacantar                     |
| David Graham    | DP9                            |
| Ken Wright      | Phoenix Artist Club            |
| Laurence Bird   | Laurence Bird & Co             |
| Jessica Skippon | Covent Garden Housing Co-op    |
| B.W. Schubert   | QX Magazine                    |
| A Choat         |                                |
| C Smith         |                                |
| David Bieda     | Seven Dials Trust              |
| Douglas         |                                |
| McCorkell       | Rich Mather Architects         |
| Jim Murray      | Bloomsbury Association         |
| M. R. Read      | Firmdale                       |
| H Kingsley      |                                |

|                 |                                  |
|-----------------|----------------------------------|
| Robert O'Connor |                                  |
| Kevin D Fogarty |                                  |
| Richard Cohen   |                                  |
| Andrew Glover   | Farebrother                      |
| V Pilana        |                                  |
| Kaye de Ville   | The Soho Society                 |
| Paul Waller     | Westside Distribution            |
|                 | London PA Centre / Tin Pan Alley |
| Andrew Cooper   | Traders Association              |
| Crispin Weir    | Regent Sounds                    |
| Frans Burrows   | Bluebottle (local business)      |
| James Pout      | H2O Motion Pictures              |
| Chris Trigg     |                                  |
| Dominique Smith |                                  |
| Ray Cornwell    |                                  |
| K P Gan         |                                  |
| M Bennett       | Soho Society                     |
| Oliver McLaren  | Regent Sounds                    |
| Jo Weir         | CGCA                             |
| Kumar Wijekoon  | Resident                         |

## **Councillors**

Cllr Valerie Leach

## **Developer**

|                   |                           |
|-------------------|---------------------------|
| Ian Chalk         | ORMS Architects           |
| Laurence Kirschel | Consolidated Developments |
| Anna Snow         | Turley Associates         |
| Ralph Scott       | Four Communications       |

## **Council Officers**

|                      |                                      |                               |
|----------------------|--------------------------------------|-------------------------------|
| Stuart Minty         | Chair                                | Manager East Area Development |
| Management Team      |                                      |                               |
| Amanda Peck          | Planning officer                     |                               |
| David Peres da Costa | Notes                                |                               |
| Amy Spurdle          | Notes                                |                               |
| Sara Whelan          | Manager Advice and consultation team |                               |
| Dawn Allott          | Community liaison officer            |                               |

## **Welcome and introduction**

Stuart Minty (SM)) welcomed attendees and gave a brief explanation of the purpose of the Development Management Forum.

A Development Management Forum is a pre-application public meeting at which developers present their proposals for complex or major developments before a formal application is made. It gives the local community the opportunity to express their views and ask questions, allowing issues to be raised at an early stage.

SM explained that the Development Management Forum is not a decision making forum and that council officers were not here to give their views. The forum does not replace the formal consultation process on applications.

SM asked members of the press and councillors to identify themselves.

- Cllr Valerie Leach was in attendance

SM explained that DCC Members should not express a view in favour or against proposals in order not to prejudice any future decision on an application

- No members of the press were identified as being present.
- St Giles Circus: Strategic Framework Study, Nov 2008 and

SM introduced representatives present at the meeting, set out the agenda and format for the meeting.

### **Planning officer presentation**

**Amanda Peck (AP)** gave an overview of the site explaining the planning policies and key considerations which would have to be taken into account if a planning application is submitted.

AP described the site and the surrounding developments including the Cross Rail site to the north. Current uses are Tin Pan Alley retail and residential.

- The site is within the Denmark Street Conservation Area and there are a number of listed buildings in the vicinity including within the development site.
- Site is designated as within the Central London Area,
- The Crossrail Act allowed the demolition of buildings on Andrew Borde Street to allow for the construction of the new station

The relevant planning policies are set out in the

- Council's Local Development Framework which sets out the Core Strategy and Development Policies for all sites in the Borough
- the London Plan and
- the National Planning Policy Framework.

Other material considerations are

- Camden Statement of Licensing Policy, 2011 (Seven Dials Special Policy Licensing Area)
- the ongoing Gillespie's study

- the draft St Giles place plan expected in Sept 2011
- St Giles Circus Strategic Framework Study, Nov 2008

The main planning considerations are:

- Provision of 'urban gallery'
- Basement venue and restaurant uses
- Design and height
- Listed building and conservation area
- Provision of homes and affordable housing
- Public realm, pedestrian routes and Crossrail exits
- Existing 'Tin Pan Alley' uses
- Transport/construction management
- Sustainability

### **Developer presentation**

Ian Chalk (IC) ORMS Architects and the developer Laurence Kirschel (LK)

### **Laurence Kirschel Consolidated Developments**

LK provided a background to the company Consolidated Developments explaining the company had been active in Soho for 30 years. They have been involved in the regeneration and clean up campaign in Soho and are responsible for Floriditas, the Soho Hotel, Eds Diner and the Soho Lofts. They focus on tidying up the West End to make areas more desirable. The company policy is to try to bring exciting uses which create an atmosphere. The right uses in an undesirable area help to rid the area of problems such as drug dealing.

The company is interested in the retention of Denmark Street and the existing music related uses. The development is looking to retain the music uses in the area.

It is estimated that 250,000 a day will use the new Cross Rail station - and to get an idea as to how many people that is the Jubilee Celebrations in the Mall had 140,000. The development site is located only 8 metres from the new Cross Rail site.

### **Ian Chalk ORMS**

IC referred to an overview map to identify the site and adjoining sites. He confirmed there are 8 listed buildings on the site all of which are being retained and refurbished.

### **Denmark Place and Denmark Street**

The facades on Denmark Place and Denmark Street will all be retained and refurbished. Residential will be added to the upper levels and set back from the street.

On Denmark Street they propose to have retail at lower levels, with offices in the middle levels between the retail and residential above.

Denmark Place will consist of an arcade, retail units, restaurants and the entrance to the new hotel. Glass bridges for the hotel will be located through the alley ways of the site.

### **Arcade**

An arcade will run through the centre of the development to encourage foot traffic to move from the station through the site onto Denmark Street. The aim is to have the site permeable to get people to move through the site and the urban gallery.

### **Urban gallery**

The urban gallery will have a 8-10m to façade and is intended as a transitional place bringing people through site to the urban alleyway. The façade elements can be closed: active / articulated space. It will consist of screens with digital exhibitions, advertising and plug in for local shops eg Tate Britain exhibition / mountain top vista/ information stream (iPad) / promo on Roundhouse / showcase for local shops – pick a guitar and have it sent to my house or visit Denmark Street and see what's on offer.

### **Basement entertainment venue**

A basement entertainment venue will be located below building A, close to the Cross Rail entrance. It will be 10m deep over 2 floors; 800 person event space operating within Camden framework hours. The access and exit will be from the alleyway off Andrew Borde Street. The space will be available for community use as well as private use. The entry and exit alleys will be gated and controlled at night to direct people leaving the event space away from the residential areas and towards transport links.

### **Servicing**

Parking bays and servicing bays will be re-provided on Denmark Street. The servicing requirements had been determined with Gillespie's and there are enough bays to serve all the functions on the site.

The residential at upper levels will consist of 1900sqm of additional residential floorspace and 41% affordable housing.

### **Summary of scheme**

- Urban gallery/basement venue
- enhancing music heritage
- refurbishing listed buildings
- 1900 sqm of additional residential: 41% affordable homes on Endell Street

## Question and Answers

The following topic areas were agreed for the Q&A

- Provision of 'urban gallery'; digital screen; basement venue
- Design / Height of Building / Impact on listed buildings
- Housing / affordable housing
- Transport / Crossrail
- Tin Pan Alley Uses

### The Urban Gallery

**Q** Doesn't understand concept of urban gallery ; is it a vast advertisement hoarding; how's it going to work; sounds like a train station; how's it going to attract people in?

**Q** 250,000 people will not be coming out of 1 station exit as there is more than 1 exit; over-estimate of people pouring out?

**Q** What will be on the roof of the Urban Gallery and is it overlooked by residential?

#### **Answer:**

It is difficult to understand the concept of the urban gallery, but it is definitely not advertising. The idea is that people would walk through an interesting and vibrant space. It is the future of retail and is a virtual shopfront window. You can select products on the screen from a mobile device and they will be sent to your home.

It would be classified as advertising from a planning point of view. It would be like walking into Grand Central Station. The site adjoins the largest exit of the station, and we are told it will be the busiest exit of the station. The urban gallery is an open public space, people will use it when it is raining and there could be a blue sky on the screen. It is the outer-net, the outdoor internet and therefore is a different product to what we call advertising.

The quoted volume of people is across all station exits but this is the largest exit, 15m tall with two escalators and staircase, and therefore will have the most people exiting the station.

The upper floors of the building above the urban gallery will be hospitality, bar and restaurant uses. No plant will be visible from adjacent residential buildings.

**Q** Will the space be closed off for private functions?

**A** It can be closed – like a station concourse

**Q** Jim Murray – Can you clarify the hours?



A IC -This is to be a public private space, it will be closed for certain hours. The basement event venue will be open for Camden's Framework Hours and is a licensed area.

### **Basement venue**

**Q** D Edith, Local group –The capacity is 800 seated people but would more likely have the capacity of 2000 people standing.

**A:** (IC) the maximum is 800 but it does have capacity for 2000 but this will be on a special license.

**Q** Would the basement be only open to private members or would it be open to the public?

**A** (IC)It would be open to the public, and often the event would relate to what was showing in the urban gallery. For example if it was a food event on in the basement there would be images of food in the Urban Gallery. It will not only be used at night and would be used in the day for events like fashion shows, farmers markets etc.

**Q** Is it comparable to anywhere else in London?

It could be comparable to the Round House at night time. What ever was showing in the Urban Gallery would be related to what's going on in London at that time.

**Q** What buildings are being demolished at the building entrance?

**A** (IC) We will be taking the insides out of five buildings on Denmark Place, we will be retaining the facades. The work will be undertaken in 2-3 years time.

**Q** Is the function primarily music?

**A** It will take non-music related bookings. The functions will mainly be events not solely music, but it will be a music space as well with evening events.

Demark Street will retain its music orientated focus. The new urban gallery and the basement will create a new focus between the station and Denmark Street.

**Q** If the basement venue can hold up to 2000 people there would need to be high toilet provision. With the gates to the alleyways being closed it could cause problems with public urination in the alleyways.

**A** (IC) I cannot tell you exactly how many toilets there will be in the basement but there will be more than enough toilets, a lot of toilets. The back alleys will be monitored by CCTV and the management team.

**Q** (DS) How will the basement be ventilated?

**A** Ventilation occurs in the back wing on Denmark Place through the rear façade. There will not be any ventilation on the roof. Noise assessments will be undertaken. If it doesn't meet the noise regulations it won't get consent.

### **Design / Height of Building / Impact on listed buildings**

**Q** Ken – Worried about the height adjacent to the Denmark Place entrance on Charing Cross Road. Before I used to look down at buildings and now they will look at me, how did that happen?

**Q** Tom - Rick Mather Architects

What are sort of activity will be on the St Giles High Street in terms of active frontages?

**Q** David Porter – Centre Point creates its own climate in terms of wind. Has there been any wind assessments undertaken for this development?

**A**(IC) This is the middle of London and this is a key development site

**A** St Giles High Street frontage will have café / ticket office / lobby to green room for basement venue. So should provide an active frontage. Looking at providing a kiosk as well in one blank area.

**A** The tower causes wind issue around the base. The design teams have done wind modelling which shows the South West winds don't cause an issue it is the North East winds which are a problem. The station exit is 15m tall. There are no wind mitigation measures proposed as part of this development.

**Q** (DS) What the plans for listed buildings on Denmark Street?

**A** We are looking to retain uses and refurbish the buildings. These buildings are a valuable assets to the street. Residential uses will be added to the upper floors.

**Q** (DS) In relation to Denmark Street, what design options have you looked at, have you thought about using the concept of shared space like Exhibition Road. How is the servicing going to be managed? Is it all going to happen from Denmark Street?

**A** The public highway is owned by Camden so we can only make suggestions. Shared space is outside the applicants control to make Denmark Street pedestrianised like Exhibition Road. In terms of the servicing we have worked on this for 18 months so we understand the servicing. Servicing would be undertaken between 7am and 9pm so there would be nothing at 2am.

### **Housing/Affordable Housing**

**Q** David Porter– 41% of the housing will be affordable. What is the current use of Endell Street? What is being proposed for families? Will there be a housing association set up for social housing?

**Q** Jo Weir - I can't figure out where the housing is. It would be nice if for once the local people had a chance to have some housing.

**Q** Will it be affordable rent or social housing, as there is a difference. One costs £450 a week in Covent Garden and the other costs £80-120. what is proposed here?

**Q** Are you proposing to keep the music uses at ground floor, will you be terminating business in the music industry to make way for the residential development?

**A** All 41% of the affordable housing is in Endell Street. The residential development will be undertaken in outline and offered to a social housing provider, therefore the number, type and size of affordable housing units will be determined by the provider.

**A** The housing is located on the upper floors of Denmark Street buildings. There needs to be a residential retail balance, the client would like to have more retail at basement, ground floor and first floor levels but it needs to be policy compliant in terms of the residential requirements. No existing music uses will have businesses terminated. A buffer zone of B1 will separate residential from retail. The amount of family housing will depend how housing association builds out site.

**Q** Resident at 1<sup>st</sup> floor level on Denmark Street and I don't get disturbed by guitar noise and lorries. What is the point of the buffer zone? What are the plans for relocation?

**A** We are looking to build family units who don't want day time noise which is why there is a buffer zone. We will relocate those entitled to it based on the phasing of the redevelopment. Residents will be able to move back to above the buffer zone or to the south side of Denmark Street.

**Q** Do you know what percentage of the current office spaces are music related?

**A:** Most of them are creative but not music related.

**Q** Would like more detail about what is on the upper floors of St Giles High Street?

**A** Plant will be accommodate up to 2/3 of the internal floor space on this frontage. The front 1/3 will be restaurants and bars.

**Q** Will residents be relocated?

**A** Residents will be relocated. The development will be undertaken in phases with the northern side being developed first.

If your unit is no longer residential you would be relocated to somewhere near the unit. We are trying to keep the existing residents and tenants on the street. We are trying to retain what is there in the same location if possible. The planning application will be determined January/February. Construction would start on the south side after handover from Cross Rail. Demolition of the south side of Denmark Place would not start until 2015.

**Q** How can we get hold of the timescales?

**A** An Environmental Impact Assessment will be submitted as part of the planning application and will include the timeframes for construction.

### **Public realm, pedestrian routes, cross rail**

**Q** Richard Cowen – I am concerned about the buses through Denmark Street already having a bad effect on the building and structure of the building. Buses cause environmental degradation in the area. What are the plans for the buses?

**A** There will be a reduction of buses in Denmark Street as there are plans for Centre Point to develop a square.

**A** Amanda Peck – There is a current planning application which is out to consultation for a new square at Centre Point. As part of this it is proposed to close part of the road. Email AP with any comments in relation to this.

### **Tin Pan Alley uses**

**Q:** How many clubs are proposed?

**Q:** What's going to happen to Twelve Bar?

**Q:** What's happening to the rehearsal studios?

**Q:** Tin Pan Alley Festival. Whole street was closed off. Any plans to bring it back?

**Q:** Chartered Surveyor

Will all the retail shops close at the same time? Will all the leases be extinguished? Will there be guarantee to tenants that they will be able to return? Rental cost?

**A** There are no clubs proposed in the development. There is a basement extension to a restaurant proposed in Flitcroft Street.

**A** The 12 bar will be retained. We will try to retain the rehearsal studios as it is the nature of the street.

**A.** We have spoken to all the tenants and all of them want to stay. Most will stay on the same place on the street. In areas like the arcade where there are no retail premises proposed, the tenants will be offered other floors.

**Q:** How are you going to carry out redevelopment without affecting music businesses?

**A** We are seeking to retain the ground floor music uses as this is one of the last concentrated music retail streets in the world. There's no problem with renewing leases but can't take out break clause now. A sensitive schedule of development will have to be done. The north side will be developed first, phasing the development in Denmark Street. We will need to see what inconveniences people will be prepared to live with. It's likely that occupiers would need to be willing to put up with a building which will be scaffolded.

**A** We are looking to retain the look and feel of Denmark Street, to create an interesting street through street furniture, but in a controlled way because of the single ownership of the street. We don't want any activities to get out of hand. We will talk to the traders about how to have a festival in the street that works for the tenants and the public.

### **Transport, construction management, sustainability.**

**Q** What is the cost of all this development, what is the capital development plan?

**A** The cost of the development is £66m. We are basically building a bronze building which is why it cost so much. We have a long term view to keep the building long term, which is why we are giving part of the building to the community, creating the urban gallery and the alleyways rather than using this space for retail. We believe the long term strategy works.

**Q** Where are the night bus routes proposed? Where are they going? The night bus stop was outside residential which would cause a problem.

**A** The routes of night buses are not known.

**Q** Regarding refurbishment and improvements to Sheldon Mansions

**A** Happy to start discussions with residents at Sheldon Mansions regarding service charges and for them to form a residents association to facilitate this.

**Q** Regarding the Crossrail HGVs and whether they are allowed to use Denmark Street

**A** Servicing will be from the bays on Denmark Street and through the arcade. Crossrail is a separate development and its construction traffic is not relevant to this proposal.

SM closed the meeting and thanked all for attending.