

Camden Lock Village (Hawley Wharf) Stanley Sidings Limited

Statement of Community Involvement Four Communications

September 2011



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1.0 Executive Summary

- 1.1 Four Communications, a specialist PR agency were appointed in 2008 to undertake the political stakeholder and community consultation for the planning application at Camden Lock Village / Hawley Wharf Development.
- 1.2 The brief was to work with the project team to develop and implement an engagement programme with the various political and community stakeholders including:
- Ward members for Camden Town and Primrose Hill and Haverstock Wards.
 - Community stakeholder groups including, Camden Town Unlimited and the Hawley Wharf Working Group and Hawley Wharf Action Group – both of which were set up specifically to focus on the redevelopment proposals for the site.
 - Tenants within Camden Canal Market and Stables Market.
 - Wider local residents, businesses and organisations in the area.
- 1.3 This statement highlights the pre-planning consultation and community liaison activities undertaken since our appointment. The activities undertaken as part of the consultation programme included:

Community Consultation

- Setting up a Community Liaison Group (CLG) to engage with key community stakeholders to discuss the potential redevelopment proposals for the site and to gather local views and understand local issues and concerns;
- Attending numerous of meetings with the Hawley Wharf Working Group since 2009 and the Hawley Wharf Action Group;
- Distributing 3500 newsletters to local residents and businesses in November 2010, and a further 5000 in June 2011;
- Organising two public exhibitions in November 2010 and June 2011;
- Distributing newsletters to the tenants of Camden Canal Market and Stables Market in November 2010 and June 2011;
- Meeting with the tenants of Camden Canal Market and Stables Market to discuss the proposals in June and July 2011.

Political Consultation

- Briefing local ward councillors (Haverstock and Camden Town and Primrose Hill)
- 1.4 During the course of the pre-planning consultation stage, a series of positive meetings have taken place with various community stakeholders including the community group, Hawley Wharf Working Group to understand the views and aspirations of local residents and ward members for the proposed application site.

- 1.5 The Hawley Wharf Working Group has been instrumental in the development process and has provided input into the final proposal for the proposed planning application. The feedback and suggestions received from the group throughout this period has led to a series of amendments to the overall proposals including significantly reducing the height, bulk and mass of the overall scheme, revising the various design elements within the development particularly refining the arches for the market building and revising the facades of the building on Castlehaven Road to respect its setting in Area C and pushing the market building (Site A) away from the canal, and creating a series of new public spaces. In response to some of the suggestions made by the members of the group, the proposed application includes a community publicly accessible open space which can be used for a potential weekend farmers market, local retail units and a cinema in Area C.
- 1.6 In addition to meeting community stakeholder groups, the applicant held two public exhibitions to consult the wider community. The first public exhibition was held in November 2010 which presented the initial proposals developed through consulting Camden Council, relevant authorities and Hawley Wharf Working Group.
- 1.7 The exhibition was well attended by local residents and business owners, with approximately 235 people attending over the course of three days to view the latest proposals at the time of the exhibition and to provide feedback. At the exhibition, the local community were presented for the first time with an alternative option for Area B of the proposed site following Camden council's request to provide a new primary school building for Hawley Infants School to relocate into. This alternative option is proposed in lieu of affordable housing provision within the proposed development. The local community were asked to express their views specifically on this option, in order for the council and the applicant to ascertain the level of community support for this idea prior to developing this option further. The exhibition attendees expressed mixed views in response to this option with approximately 59% of respondents supporting a new primary school building within the development, whilst 37% remained neutral and 4% disagreed with this option. However, the community generally welcomed the overall principle to redevelop the site and supported the proposed mix of uses and overall proposal for the development.
- 1.8 The second public exhibition was held in June 2011 to present the developed proposals incorporating the feedback received from local residents, community stakeholders, LB Camden and other relevant authorities.
- 1.9 The second exhibition was attended by approximately 110 local residents, which was significantly fewer than the previous exhibition. The purpose of the second exhibition was to provide local residents with another opportunity to comment on the revised proposals and raise any issues or concerns they may have about the proposals prior to submitting a planning application.
- 1.10 The feedback received at the second exhibition was generally positive with a vast majority of attendees welcoming the changes made to the proposals as result of the feedback provided at the first exhibition. Some attendees also took the opportunity to make further suggestions for improving the proposals. In general at the exhibition the local community were supportive of the principles and overall proposal for the redevelopment of the site, with a majority of those attending in favour of the plans.

- 1.11 Over the course of the pre-planning consultation period, the applicant also met with the local ward members on numerous occasions to update them on the progress of the proposals and to understand their aspirations and expectation from the site's redevelopment. These meetings were mostly undertaken via the Hawley Wharf Working Group or the Hawley Wharf Action Group, both of which are chaired by the different ward members on different occasions.
- 1.12 Engagement has also taken place with a number of groups, including Network Rail, English Heritage, British Waterways and Camden Town Unlimited, as well as the Greater London Authority.
- 1.13 The applicant has planned a series of further consultation activities with the identified key stakeholders and the wider community for the planning process to ensure both political and community stakeholders are kept up to date on the progress of the application. To date, the following consultation activities have been planned:
- A further newsletter to the wider local community to update them on the status of the planning application and remind them about the website details and the project team's contact information;
 - Facilitate further meetings with HWWG as and when necessary to provide updates on the status of the application;
 - Facilitate further meetings with local politicians to keep them up to date on the progress of the application;
 - Continue to engage with the school governors, staff and parents of children at Hawley Infants Primary School to ensure they are updated on the status of the application;
 - Update the consultation website with the latest plans for the application.

2.0 Consultation overview

- 2.1 To date the applicant has undertaken a series of consultation activities and events with key local stakeholders and the wider community on the redevelopment proposals for the site.
- 2.2 The applicant began the pre-application consultation process early with the local community by setting up a Community Liaison Group (CLG) to discuss the potential of the proposed application site, discuss initial ideas and understand local issues and concerns in order to develop a set of proposals which meet the local community's aspirations and expectations.
- 2.3 In addition to setting up a CLG, the applicant organised two public exhibitions (firstly to show the initial ideas to the wider community and secondly to present the developed proposals) and attended a series of meetings with key local community groups including Hawley Wharf Working Group and Hawley Wharf Action Group. The applicant has also been open to meeting members of the Hawley Wharf Working Group separately, outside of the formal group setting to discuss their personal views for the redevelopment of the site.
- 2.4 On numerous occasions various members of the Hawley Wharf Working Group and the Hawley Wharf Action Group have taken that opportunity to express their personal views of the proposals and aspirations for the site's redevelopment for the project team to consider as the proposals are developed.
- 2.5 At the various consultation events with the local community, the applicant presented the most up to date proposals at the time of the event. The feedback received at those events led to a series of amendments to the overall proposals and introduction of new elements to the proposal. The feedback received from the local community via the consultation activities has informed the final proposal for the application.
- 2.6 Below is a table summarising the consultation activities undertaken during the pre-application period.

Date	Activity	Detail
14 th Sept 2009 7 th January 2010 23 rd March 2010	Community Liaison Group.	<p>The applicant set up a Community Liaison Group (CLG) specifically to discuss the potential redevelopment proposals for the site with the local community stakeholders and local ward members (from both Camden Town and Primrose Hill and Haverstock wards). At these meetings, key community representatives were invited to discuss local issues and their aspirations for redeveloping the site.</p> <p>At the end of each session, the community stakeholders arranged the next date for the meeting, which was followed up by Four Communications via email/letter. Turn out at the CLG's were low, with</p>

		<p>very few community stakeholders and local ward members interested in attending the sessions. At the same time at the CLG sessions, the community set up the Hawley Wharf Working Group (HWWG) with the help of LB Camden. The group meetings for the HWWG were popular with the community stakeholders. The council therefore suggested that the applicant attends the HWWG meeting to discuss the latest proposals and to gather feedback and end the CLG sessions.</p>
<p>29th Sept 2009 27th May 2010 9th February 2011 2nd March 2011 6th June 2011 22nd August 2011</p>	<p>Meetings with Hawley Wharf Working Group</p>	<p>The local community with the help of the council set up a specific group to discuss the redevelopment proposals for the site and for the development team to gather feedback from the community.</p> <p>At these meetings, the project team presented the latest proposals to the group and provided them with an opportunity to ask questions and provide their feedback. The group also held private sessions in between meetings with the applicant to discuss the group's views and aspirations, which they presented and fed back to the applicant at the following meeting.</p> <p>Presentations to the group led to topical discussion at the meetings on the various elements of the proposals. The group also used the meetings to raise current local issues and potential concerns for the team to consider as the proposals were developed. The main issues discussed at those meetings are summarised in 3.0.</p>
<p>9th June 2010</p>	<p>Meeting with Hawley Wharf Action Group</p>	<p>The Hawley Wharf Action Group formed during the pre-planning consultation period to discuss the proposals. This group was made up of some of the same members as the Hawley Wharf Working Group, who was keen to engage with the developer separately.</p> <p>At the meeting with the HWAG, a brief update on the latest proposals was provided by the applicant and architect followed by a discussion and feedback from the group members.</p> <p>The issues raised and feedback provided by the group also overlapped the feedback received from the Hawley Wharf Working Group. The discussions were around the design of the market building in Area A, the mix of uses in the market and the impact of the development on the canal towpath.</p>

September 2009- July 2011	<p>Meetings with local politicians including:</p> <ul style="list-style-type: none"> • Ward members for Camden Town and Primrose Hill • Ward members for Haverstock • Senior members within the opposition parties, Conservative and Liberal Democrats. 	<p>During the pre-planning consultation period a series of conversations and meetings took place with the various local ward members. The local politicians were provided an update on the latest proposal at the time of the meeting.</p>
Thursday 11 th November, Friday 12 th November and Saturday 13 th November 2010	First public exhibition	<p>The first public exhibition was held to present the initial proposals to redevelop the site following in depth consultation process with Camden officers, other statutory bodies and key community stakeholders via the developers Community Liaison Group, the Hawley Wharf Working Group and the Hawley Wharf Action Group.</p> <p>The exhibition enabled the project team to gather feedback on the latest proposal (at the time of the exhibition), present an alternative option for the redevelopment of Area B (inclusion of a primary school building) and understand other key local issues and concerns prior to developing the proposals further.</p> <p>The feedback received at the exhibition was generally positive. Local residents supported the principle of redeveloping the site, the proposed mix of uses in the different areas and overall concept of the proposal. The school option was well received with approximately 59% of respondents who completed a short questionnaire supported this option. The remaining 41% percent either choose to remain neutral on this issue or did not support this option.</p>
Thursday 16 th June, Friday 17 th June and Saturday 18 th June 2011	Second public exhibition	<p>The second public exhibition was held to present the revised proposals following the feedback received from the wider local community at the first public exhibition, community stakeholder groups, Camden Council and other relevant authorities including the GLA. The exhibition provided residents with a further opportunity to comment on the proposals and raise any issues or concerns they had.</p> <p>The second exhibition saw a lower attendance rate</p>

		from local residents. However, those who attended were generally positive about the overall proposals and welcomed the series of revisions made to incorporate local feedback.
Friday 15 th July, Monday 18 th July, Tuesday 19 th July and Tuesday 2 nd August 2011	Meetings with market tenants	<p>The applicant arranged an exclusive meeting with the market tenants of Camden Canal Market and Stables Market to discuss the proposals for the redevelopment of the site and to provide the market tenants with an opportunity to raise any issues or concerns they may have as well as provide feedback on the overall proposals.</p> <p>The feedback received from the tenants was positive, with a vast majority excited at the prospect of a new market building for them to trade from.</p>

3.0 Key community stakeholder groups

- 3.1 Throughout the pre-planning consultation stage, the applicant has been proactive in engaging with the local community and political stakeholders. The applicant set up a Community Liaison Group (CLG) specifically to discuss the proposals for the site and key local issues. The applicant also attended various meetings with other community groups including the Hawley Wharf Working Group and the Hawley Wharf Actions Group throughout this period to discuss the latest proposals at the time of the meeting and to gather feedback on the redevelopment plans. The final proposals in this application are a result of the feedback received from the local community at those consultation events.
- 3.2 The CLG set up by the applicant was not as successful as envisaged this is because attendance from the local community stakeholders were low, despite increasing community interest in the redevelopment of the site. The initial CLG meeting was well attended by the community stakeholders, but the second and third sessions were poorly attended with only one resident and councillor in attendance despite plenty of notice and follow up reminders of the meeting by four communications.
- 3.3 At the same time as the applicant run the CLG sessions, another community group called the Hawley Wharf Working Group (HWWG) formed with the help of Camden Council to specifically discuss the plans for the site. The council suggested in order to ensure the feedback received from the local community via the HWWG, the applicant should stop the CLG meetings and attend the Hawley Wharf Working Group meetings instead. Therefore, the applicant regularly attended the HWWG meetings and presented the latest proposals at the time of the meeting. This provided the community stakeholders/group members with an opportunity to provide feedback on various aspects of the proposals and influence the proposed planning applications. The meetings were also used to discuss wider local issues for the applicant to take in to considerations as the proposals progressed.
- 3.4 Over the course of the pre-planning consultation stage, the HWWG has played an instrumental role in helping the project team develop and shape the final proposals through raising key local issues and providing constructive and valuable feedback on various aspects of the proposals. Throughout this period, the proposal has been amended considerably to reflect the feedback of the stakeholders and individual members of the group. Therefore the final proposals in this planning application have been heavily influenced by the feedback received from the local community stakeholders via this group.
- 3.5 The table below summarises the key issues discussed during the Hawley Wharf Working Group and Hawley Wharf Action Group meetings over the course of the pre-planning consultation period. The table also summarises the applicant's response to the issues raised by the group.

Issue	Summary of Issue	Applicant's response
Submission of single, comprehensive	Initially the applicant intended to divide the site into two planning	The applicant decided to submit one comprehensive

planning application	<p>applications, bringing forward the plans for area A and B first. Followed by a second planning application for area C and D.</p> <p>The residents felt strongly that any plans for the site should be brought forward in one comprehensive planning application.</p>	application for the entire site.
Impact of the proposal on the canal towpath	<p>Residents expressed concern about the pressure on the canal towpath from visitors of the canal market. Residents felt that the increasing numbers of visitors to the area are preventing local people from walking along the towpath and enjoying the canal. They will escalate as a result of the redevelopment. They are keen to ensure the existing issue is addressed via the new proposals to ensure the towpath is enjoyed by all.</p>	<p>The applicant has responded to this issue by setting back the proposed development and separating the circulation from the canal towpath to provide additional public open space and improved public realm along the canal within the development boundary line, level changes through landscape design and by creating new public spaces within the development overlooking the canal to provide both visitors and local residents with an alternative option to the towpath where they are able to enjoy the canal.</p>
Height of the buildings across the site	<p>In numerous meetings over the course of the consultation period, residents explained that it was important that any development brought forward on the site is respectful of the surrounding context in terms of height particularly taking into account 1 Hawley Road and the Hawley Arms pub.</p>	<p>Over the course of the consultation period the applicant has reduced the overall height of the development considerably to meet the aspirations of the local community. In particular the triangular/tallest building in Area C (building C2) has been reduced from 12 storeys to 9 storeys in height. All views were tested in the agreed views with Camden Council.</p> <p>The building on Castlehaven Road has been</p>

		<p>reduced in height to respond to the Hawley Arms pub. The height of the proposed school building on Hawley Road will be 2 storeys with an additional enclosed space above for teaching and playing.</p> <p>The school element of the application will be outline in nature. The exact height of the proposed will range between a minimum 8.5m to maximum height of 13.3m above ground.</p>
Public realm improvements/ Community open space	<p>Residents were keen to ensure the development provides vast improvements to the public realm as well as creating additional public spaces within the development. Throughout the consultation period, members of the group expressed that they would like to see a new community space provided within the development for the existing local residents to use for community activities such as a weekend / Bank Holiday farmers' market.</p>	<p>The proposal includes significant public open space. The public open space in Area C has been designed with the local community in mind and can be used for community uses, including a weekend / Bank Holiday farmers' market.</p> <p>The space will be surrounding by other local shops to attract footfall at the weekends and enable the use to work.</p>
Local retail shops in Area C	<p>Throughout the consultation process, local residents have been clear that existing Camden Market do not provide anything for the local community and therefore they are keen to ensure any new development on this site includes uses such as local retail shops to benefit the local residents. They have been very specific about where they would like the local retail shops to be located within the development, indicating area C and they have also indicated the types of shops they envisage, i.e. bakers, butchers etc.</p>	<p>The applicant proposes local retail units in Area C along Castlehaven Road. The intention for locating local retail in this part of the site is to allow a transition from the busy town centre uses to the residential use towards the north of the site.</p>

Leisure/Entertainment facilities	Residents raised on numerous occasions that they feel Camden Town currently only caters for the younger residents of the area with increasing numbers of bar and clubs. Residents requested that they would welcome alternative leisure uses within the proposed development that caters for the older residents of Camden.	In response to the resident's request the applicant is proposing to provide a cinema and a mix of fine dining restaurants to provide a balance of uses for the community within the development which will also meet the aspirations of providing entertainment/leisure uses for the older residents of Camden.
Design: Proposed Market building in area A	<p>Throughout the consultation process the design of the development particularly for area A, along the canal has been subject to a number of discussions. A number of the HWWG meetings were dedicated to focus on the design aspect of the proposal.</p> <p>Residents are keen to ensure the proposed arch design for the market building captures Camden's heritage, looks heroic, bulky and real. Over the course of the consultation period the group have met on a number of occasions to discuss the specifics of the arch design to ensure the design reflects the look and feel for the arches which the local residents feel is appropriate.</p>	<p>The applicant has amended and refined the appearance of the new retail designed as arches on numerous occasions over the consultation period to reflect the feedback received from the local residents.</p> <p>The load of the proposed arches building has been increased to provide a solid structure and to ensure it does not look pastiche. The applicant will continue to discuss this element of the design for the market building throughout the planning process to ensure they meet the local community's expectations. Further explanation on how the arches have been refined over the consultation period is included in the Design and Access statement.</p>
Design: Roof top of the market building	The roof top structure of the market building was also discussed considerably at the various meetings. Residents felt that the previous floaty roof structure on the market building was not an appropriate design for the building or that site.	The applicant revised the design of the floaty roof structure to a flat roof with publicly accessible roof gardens, in keeping with the comprehensive development and context.

	Residents also wanted to ensure that the night time noise is kept to a minimum in the new development.	The revised roof design was accepted by the community groups and supported at the second public exhibition.
Design: Castlehaven Road facade	Residents expressed concerns over the height of the buildings on Castlehaven Road and its potential impact on the Hawley Arms pub. They were keen to ensure that the development/building did not dwarf Hawley Arm pub and is in keeping with the rest of the square.	In response to the local residents concerns the height of the building on Castlehaven Road was reduced by 1 storey and the facade revised to respond to the Hawley Arms pub and the square around the Castlehaven Community Centre.
Mix of uses	Residents have been keen to ensure that the new development has the right mix of uses throughout the site, particularly the types of market uses within area A.	The proposed application provides a range of uses in line with the Hawley Wharf Area Planning Framework. The applicant has also worked with the local community to ensure that there is a balance of uses throughout the site.
Mix of market use	Residents have advised that the current uses within the market area do not appeal to the local people. Therefore they are keen to ensure that the new market provides good quality products. They are also keen to ensure that there is a balance of the different market uses within the development and have highlighted the need to replace the industrial uses which were previously prominent in Camden Market.	The proposed application will replace the existing employment floor space across the site. A range of land uses have been provided which meet national, regional and local policy for the new market area.
Residential properties/ Affordable housing	Throughout the consultation process residents have expressed the need for more housing in the area and have been keen to ensure that the development provides affordable housing.	The applicant will provide a maximum level of affordable housing, subject to the viability of the scheme. In addition, the applicant will also provide a new primary school building (in lieu of housing) for Hawley Infants Primary School to relocate into within the new

		development.
Security in the area	Residents have raised issues about the current security across the site.	The applicant has worked closely with Space Syntax, Broadgate Estates and the Metropolitan Police to ensure that the proposals are designed to enhance security in the area. The various routes and spaces have been specifically designed to ensure natural surveillance at all times. In addition a security management plan will be in place to enhance security in the market area and CCTV cameras installed in appropriate places to enhance security across the master plan.
Pressure on the public transport system	Residents have expressed concerns that the existing transport infrastructure is unable to cope with the numbers of visitors to the area at the moment and are concerned that with the new development this will escalate.	The applicant has conducted a transport study to review the impact of the new development on the local transport system. It is believed, whilst the development is likely to generate new trips to Camden Town, the impact on the public transport system will be negligible.
Pedestrian pressure on Chalk Farm Road	Residents have expressed concerns about the number of pedestrians that use the Chalk Farm Road during the weekends. They feel that the existing pavements are not large enough to cope with the numbers of pedestrians that are likely to be attracted to Camden Town when this development is completed and therefore are keen to ensure the applicant has a solution to deal with this potential problem	The application will remove the shop front extensions along Chalk Farm Road to widen the pavement. The proposals also provide a series of new routes across the site to encourage visitors to walk along Kentish Town Road to relieve pressure from Chalk Farm Road.

4.0 Public Exhibitions

- 4.1 Over the course of the pre-planning consultation period, the applicant held two public exhibitions to present the proposals to the wider local community and to gather feedback from local residents and other key stakeholders including school governors and staff at Hawley Infant Primary School, community groups and local politicians.
- 4.2 The exhibitions took place over 3 days at varying times on both occasions to ensure the applicant captures a good cross section of the local community. Both exhibitions took place onsite at Unit 8 James Cameron House, which is easily accessible to all members of the public. The exhibition venue was clearly sign posted for the local community.
- 4.3 To notify the local community about the public exhibitions, two newsletters with the exhibition dates and times were distributed to local homes and businesses approximately 10 days prior to the exhibitions. The distribution was undertaken by an external company called Letterbox. To assist Letterbox with the distribution, a map indicating the distribution area was provided by Four Communications. Copies of the two newsletters distributed prior to each exhibition can be found at the end of this report, in appendix 8.3 and 8.4.
- 4.4 At the first public exhibition, 3,500 local homes and businesses were invited to the exhibition; this was increased to include a wider catchment area at the second public exhibition when an additional 1,500 homes and businesses were invited to the exhibition. Copies of the two distribution map can be found in appendix 8.1 and 8.2.
- 4.5 In addition to inviting local residents and businesses, the tenants of the Stables Market and Camden Canal Market received personal invitations to both exhibitions and were invited to attend an exclusive meeting with the members of the project team to learn more about the proposals, provide feedback and discuss any issues or concerns they may have about the proposed redevelopment. A summary of the main points discussed at those meetings can be found in section 6.0.
- 4.6 Local politicians including ward councillors for Camden Town and Primrose Hill and Haverstock and other key community stakeholders including Camden Town Unlimited, Hawley Wharf Working Group, governors, staff and parents of Hawley Infant Primary School and officers at LB Camden Planning and Education department were also sent an invitation to both public exhibitions.
- 4.7 Further to distributing newsletters to the local community to invite them to the public exhibition, press statements were issued to the Camden New Journal to advertise the two exhibitions.

Summary of Public Exhibition One

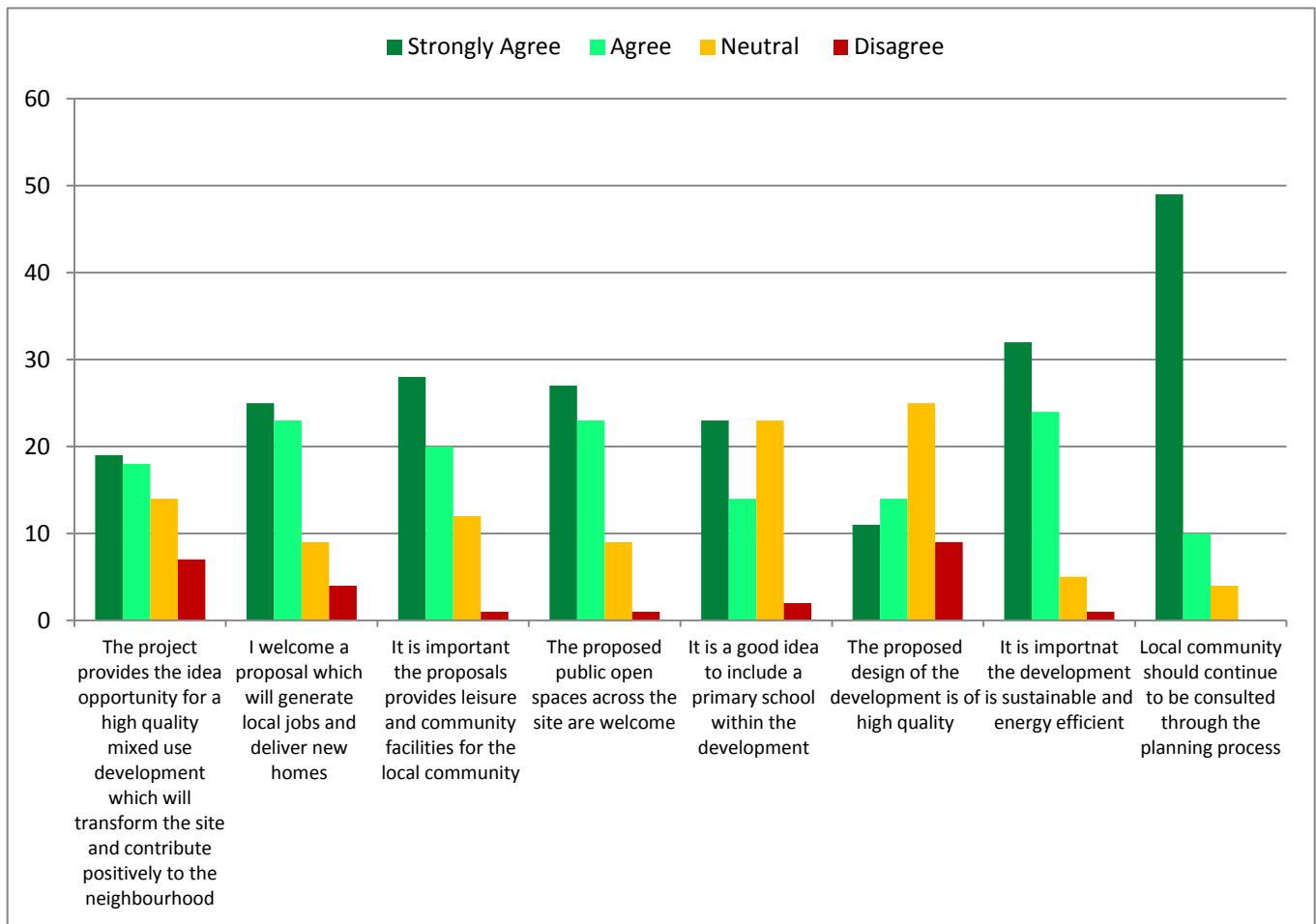
- 4.8 The first public exhibition took place on Thursday 11th November 4pm-8pm, Friday 12th November 2pm-6pm and Saturday 13th November 10.30am-2pm to present the latest proposals at the time to the wider community and to gather feedback prior to developing the proposals further.
- 4.9 To inform the local community of the exhibition details, a newsletter was distributed to 3,500 local homes, businesses and organisations approximately 10 days prior to the exhibition. Once the distribution was completed, Letterbox confirmed that the target area was fully covered.
- 4.10 In addition to the 3,500 newsletter distributed by Letterbox an additional 1000 newsletters were distributed to the market traders in Stables Market and Camden Canal Market by the market management team.
- 4.11 A preview session for the local politicians was held on Thursday 11th November at 3pm to give them an opportunity to view the proposals and speak to members of the project team a head of the local community. They were also informed of the public exhibition details. No local politicians attended the exhibition over the course of the three days.
- 4.12 The latest proposals at the time of the exhibition were presented on 14 A1 size boards, covering all aspects of the scheme including the LB Camden's Hawley Wharf Area Framework, site and context, local jobs, local homes, public open space, opportunities of the scheme, sustainability and transport and some artist impressions of the scheme and computer generated images of the design were also displayed.
- 4.13 The exhibition was well attended; approximately 235 local residents and business owners attended the exhibition over the three days, including members of Hawley Wharf Working Group, Camden Town Unlimited, Hawley Wharf Action Group, Camden Civic Society, and School Governors from Hawley Infants as well as relevant officers from LB Camden (Planning and Education).
- 4.14 At the exhibition, for the first time the potential for a new primary school building in Area B was presented as an alternative option to a maximum residential scheme to understand the level of local support for this alternative option in this location. Visitors were encouraged to provide feedback on whether they wanted to see this option included within the final proposals.
- 4.15 The school option was well received at the exhibition as 59% of respondents either strongly agreed or agreed with the proposal to provide a new school building within the development. This was further reinforced by the additional comments made by the respondents in support of a new primary school for the site.
- 4.16 In addition, the overall feedback received at the exhibition was generally positive, with a number of local residents and business owners in support of the overall principles of the site's redevelopment. However, some attendees also raised a series of issues and concerns with members of the project team when discussing the proposals at the exhibition, many of which were also submitted in the 'additional comments' section of the questionnaire for the project team to consider when developing the proposals further. These issues and comments are documented in 4.21.

Summary of Questionnaire

- 4.17 To gather feedback from local residents a short questionnaire was provided at the exhibition for attendees to complete and provide their views on the overall proposals. Respondents were also encouraged to provide additional comments outside of the pro-forma questions.
- 4.18 At the exhibition 43 attendees completed and returned the questionnaire, whilst others took the questionnaire away to complete and return at a later date. A freepost address was provided on the questionnaire for residents to return back to Four Communications. Following the exhibition, a further 21 questionnaires were posted back to Four Communications.
- 4.19 A summary of the pro-forma responses is laid out in the table below. *(NB: not all questionnaires were fully completed)*

Question	Strongly Agree	Agree	Neutral	Disagree
Q1. The project provides the ideal opportunity for a high quality mixed use development which will transform the site and contribute positively to the neighbourhood.	19	18	14	7
Q2. I welcome a proposal which will generate local jobs and deliver new homes.	25	23	9	4
Q3. It is important the proposal provides leisure and community facilities for the local community.	28	20	12	1
Q4. The proposed public spaces across the site are welcome.	27	23	9	1
Q5. It is a good idea to include a primary school within the development.	23	14	23	2
Q6. The proposed design of the development is of high quality.	11	14	25	9
Q7. It is important the development is sustainable and energy efficient.	32	24	4	1
Q8. Local community should continue to be consulted through planning process.	49	10	4	0

Graphical results



4.20 Based on the questionnaire results, it is clear that: *[NB: the percentages are calculated on question by question basis, as the questionnaires were not fully completed by respondents]*

- The respondents believe that the project provides a high quality mixed use development, with 64% either strongly agreeing or agreeing with this statement, while 24% choose to be neutral or small percentage of 11% disagreed with this statement.
- 79% of the respondents either strongly agreed or agreed that they would welcome a proposal for this site which generates local jobs and delivers new homes. While 6% of the respondents disagreed with this statement.
- 79% of the respondents also either strongly agreed or agreed that it is important that leisure and community facilities are incorporated within the proposals, while 20% choose to neutral on this matter and 1% disagreed with this statement.
- The proposed public open spaces across the site were massively supported by the local community. 84% of respondents indicated that they either strongly agreed or agreed with the public spaces proposed within proposed design, while only 2% disagreed.
- The quality of the proposed design also generated mixed results as 43% of respondents either strongly agreed or agreed that the proposed design of high quality, while almost the equal number, 42% indicated neutral on this issue and 15% disagreed that the design is of a high quality.

- An overwhelming majority of 93% felt that the development should be sustainable and energy efficient, while the remaining 7% claimed to disagree or maintained neutral on this matter.
- An overwhelming 94% of respondents strongly agreed/agreed that that the local community should continue to be consulted throughout the planning process.

Additional Comments

4.22 Respondents were encouraged to include additional comments on the proposals outside of the set questions. A number of respondents took this opportunity and provided additional comments. These comments have been grouped into key issues which are summarised in the table below with a selection of quotes:

Issue	Summary of comments
New primary school building	<p>The inclusion of a new primary school was well received by the local residents, with 59% of those who completed the questionnaire supported idea of including a primary school within the development. A number of those respondents also reinforced their support for a new primary school with an additional comment:</p> <p><i>“I am currently a parent at Hartley Infants and I strongly welcome the possibility of extending the school up to Year 6, and providing new premises which will be fit for purpose”;</i></p> <p><i>“It is important to include a primary school within the development as it is already very competitive for school places within Camden”</i></p>
Height of the buildings	<p>Some respondents expressed concerns about the proposed heights of the two taller buildings within the development. One respondent explained that they feel the buildings are “too tall (10 floors) and out of keeping with the rest of the area”, and another suggested the development should “<i>not be higher than eight floors</i>”.</p> <p>It is also worth noting that of the ten respondents who listed this as an issue eight of them either agreed or strongly agreed that the project will contribute positively to the neighbourhood (Q1). The remainder were split, one toward neutrality and the other, disagreement.</p>
Design of the development	<p>Some respondents expressed they did not feel the design of the development was in keeping with the surrounding area,</p> <p><i>“A little troubled that the development follows the style of the recent Stables Market regeneration which was far less sympathetic to the area than the previous brick-based Camden Lock development”.</i></p> <p>Others were more direct; <i>“the proposed designs are monolithic”</i>.</p> <p>However, a number of those respondents agreed that the proposed</p>

Issue	Summary of comments
	development was of high quality architecture and one also stated that <i>“Overall it looked like a good scheme”</i> .
Public transport	<p>A number of residents raised the potential strain on local transport system as a key local issue for the team to consider going forwards. Many of the respondents explained that the increased number of people who will be using the local/public transport system, should the development go ahead will have a huge impact on the existing residents as the public transport already is unable to cope with the numbers of visitors and people living in the area at the moment:</p> <p><i>“There is not enough public transport in the day and virtually none after midnight”</i>.</p> <p><i>“Inadequate public transport”</i>.</p>
Private / Affordable Housing	<p>A number of respondents expressed that they would like to see maximum affordable housing within the scheme:</p> <p><i>“More social housing”</i>.</p> <p><i>“Affordable housing is much needed and is to be welcomed”</i>.</p>
Victorian Houses along Hawley Road	<p>Some respondents explained they are keen to ensure the Victorian houses along Hawley Road are retained as part of the development and expressed they would be unhappy with the demolition of those:</p> <p><i>“Absolutely disgraceful that the 1840s houses in Hawley Rd area are to be destroyed”</i>.</p> <p><i>“...oppose the demolition of any existing houses”</i>.</p>
Late night activities	<p>Some respondents expressed concern that the development would lead to increased night activity in the area as new facilities would attract more visitors, this was explained to be already a nuisance to local residents:</p> <p><i>“We have too many late night revellers in Camden who disturb the peace at 3am”</i>.</p>
Car Parking	<p>A few respondents raised the issue of not enough parking spaces to support the development:</p> <p><i>“The fact there are no parking areas for new residents seems a little strange. Where would they park their cars?”</i></p> <p>Another respondent spoke of local council policy; I <i>“understand Camden Council are against providing parking space/residents permits for residential use. Local car parking is already overloaded”</i>.</p>

Issue	Summary of comments
Public Spaces	<p>The proposed public spaces were received positively by the local community, with a number of them excited by the possibility of having large public spaces across the site that are suitably landscaped which can be used for community uses as well, including the possibility of having a weekend farmers market.</p> <p><i>“Open spaces and particularly green open spaces are always desirable”.</i></p> <p><i>“The fruit and vegetable market is a nice idea”.</i></p> <p>This was also an idea supported by the questionnaire which revealed 82% of the respondents welcomed the public open spaces.</p> <p>However, one respondent expressed they were confused by how these spaces would work and requested further clarification:</p> <p><i>“It will be good to understand the space for the public and the shopper better”.</i></p> <p>Another respondent suggested that there were already sufficient public areas in the surrounding vicinity;</p> <p><i>“Open spaces and particularly green spaces are always desirable in inner city areas BUT we have three such spaces in the immediate vicinity”.</i></p>
Local heritage/retain ing the Arches	<p>Some respondents expressed concerns that the proposals was in danger of losing Camden’s heritage both in terms of the type of uses available in Camden and the appearance of the development. Respondents expressed that they are also keen to see the light industrial uses retained in the arches of the development.</p> <p>In regards to the proposed arch design, this generated some mixed views from respondents. Some welcomed the continuation of the arches and called for greater emphasis of them, suggesting the views should accentuate <i>“the railway arches as a feature”</i>.</p> <p>Others felt that the arch design shouldn’t be included in the final proposals, <i>“Those awful black arches should not be included”</i>.</p>
General Infrastructure and local services	<p>There were varying comments in relation to local infrastructure and amenities, with most expressing concern about the areas ability to cater for an increased population:</p> <p><i>“I am concerned that the infrastructure in this area will not be able to cope with further influx of tourists”.</i></p> <p><i>“There needs to be public toilets” and “plenty of street cleaners”.</i></p> <p><i>There were also specific calls for increased cycle access and</i></p>

Issue	Summary of comments
	<p><i>facilities, and pedestrian traffic; “maximise east/west pedestrian and cycle traffic”.</i></p> <p><i>“It will be important that improved pedestrian crossing facilities are provided”.</i></p>
Retailers/market uses	<p>Respondents expressed they are keen to see a balance of retail uses across the site and not just more market retailers.</p> <p><i>“No more market stalls please!”</i></p> <p>Respondents seem to accept that Camden Lock market will provide the market retailers but are pleased to see more local retail type uses will be provided in other parts of the site to cater for the local needs and the needs of the new residents:</p> <p><i>“It would be nice to have a line of ‘real shops’ on the residential edge of the development, like the butchers, bakers etc”.</i></p> <p>A number of those respondents also suggested that the rents are kept low for those retail users to ensure they survive.</p> <p><i>“We do need shops- like newsagents- that sell everyday items that everyone needs and can afford to buy”.</i></p>
Community facilities	<p>A number of residents explained they were pleased to see that the development will provide some community facilities for the local people. One respondent in particular explained their excitement at the possibility the development may include an art house type cinema for the local people as part of the leisure facilities:</p> <p><i>“I like the possibility of an art house cinema”.</i></p>

Outcome of Public Exhibition One

- 4.22 The exhibition was successful with a good turn out from the local community over the three days. Approximately 235 people attended the exhibition including relevant offices from LB Camden, members of the key local groups and organisations and school governors. The general feedbacks from attendees were positive with a number of attendees clearly indicating their support for the scheme and the redevelopment of this site, many of whom also completed a questionnaire to indicate their support further.
- 4.23 Overall the exhibition indicated that the local residents agree in general that:
- The proposals will generate that the project provides the ideal opportunity for a high quality mixed use development which will transform the site and contribute positively to the neighbourhood.

- A proposal which will generate local jobs and deliver new homes will be welcomed
- The proposal should provide leisure and community facilities for the local community.
- Public open spaces across the site would be welcomed.
- Proposed design of the development is of high quality architecture.
- The development is sustainable and energy efficient.
- Local community should continue to be consulted throughout the planning process.

4.24 The feedback received at the exhibition has been fed into the development process and considered as the proposals were developed. The amendments made to the proposals following the public exhibition were presented at the second public exhibition.

Summary of Public Exhibition Two

- 4.25 A second public exhibition was held over three days on Thursday 16th June, Friday 17th June and Saturday 18th June 2011 to present the revised proposals to the wider community following the feedback received at the first exhibition in November 2010 and further consultation meetings with the HWWG and Camden Council. The purpose of this exhibition was to provide the local community with a further opportunity to provide their views on the proposals prior developing the proposals further and submitting a planning application to LB Camden.
- 4.26 The applicant increased the identified distribution area by 1,500 newsletters to include a wider catchment area for this exhibition, therefore distributing a total of 5000 newsletters to local homes, businesses and organisations. In addition, a further 1,000 newsletters were distributed to the market traders of Stables Market and Camden Canal Market.
- 4.27 At the exhibition 14 boards were on display, including a board on the existing site, consultation feedback, new proposals covering; new homes, employment; new Camden Canal Market, public realm, potential school, transport, parking and sustainability. A scaled model was also presented at the exhibition for second and third day to enable local residents to see the proposals in the context of the local surroundings.
- 4.28 Over the course of the three days, approximately 110 people attended the exhibition, including ward councillors for Camden Town and Primrose Hill, representatives from the Hawley Wharf Working Group, Castlehaven Community Centre and Regents Canal Conservation Group to view the proposals and to leave their views. This was significantly lower than the previous exhibition when approximately 235 local residents attended the exhibition.
- 4.29 At the exhibition a short questionnaire was made available for residents to complete and leave their feedback. Respondents were also encouraged to provide additional comments, outside of the pro-forma questions. 23 attendees completed a questionnaire at the exhibition while others took the questionnaire away to complete and return at a later date. A freepost address was provided for resident to return back to Four Communications. Since the exhibition a further 3 questionnaires have been received.

- 4.30 The feedback received at the exhibition was generally positive. A majority of those who attended the exhibition acknowledged that the proposals have improved since the previous exhibition and welcomed the overall changes made to the proposals.
- 4.31 Residents also were pleased that the height, bulk and mass of a number of buildings across the site has been reduced, particularly the building on Castlehaven Road and the tallest building in Area C. Residents also welcomed the setting back of the development to provide more public open space along the canal and the revisions made to the facade of the Castlehaven Road building.
- 4.32 Many of these comments were also submitted by respondents as part of the feedback section on the questionnaire. Whilst respondents accepted and welcomed the overall proposals, many still raised issues/made comments where they felt further amendments can be made, including further reduction of height and scale of the development and refining the design of the arches. Further summary of all the comments are provided in the 'Additional Comments' section below.

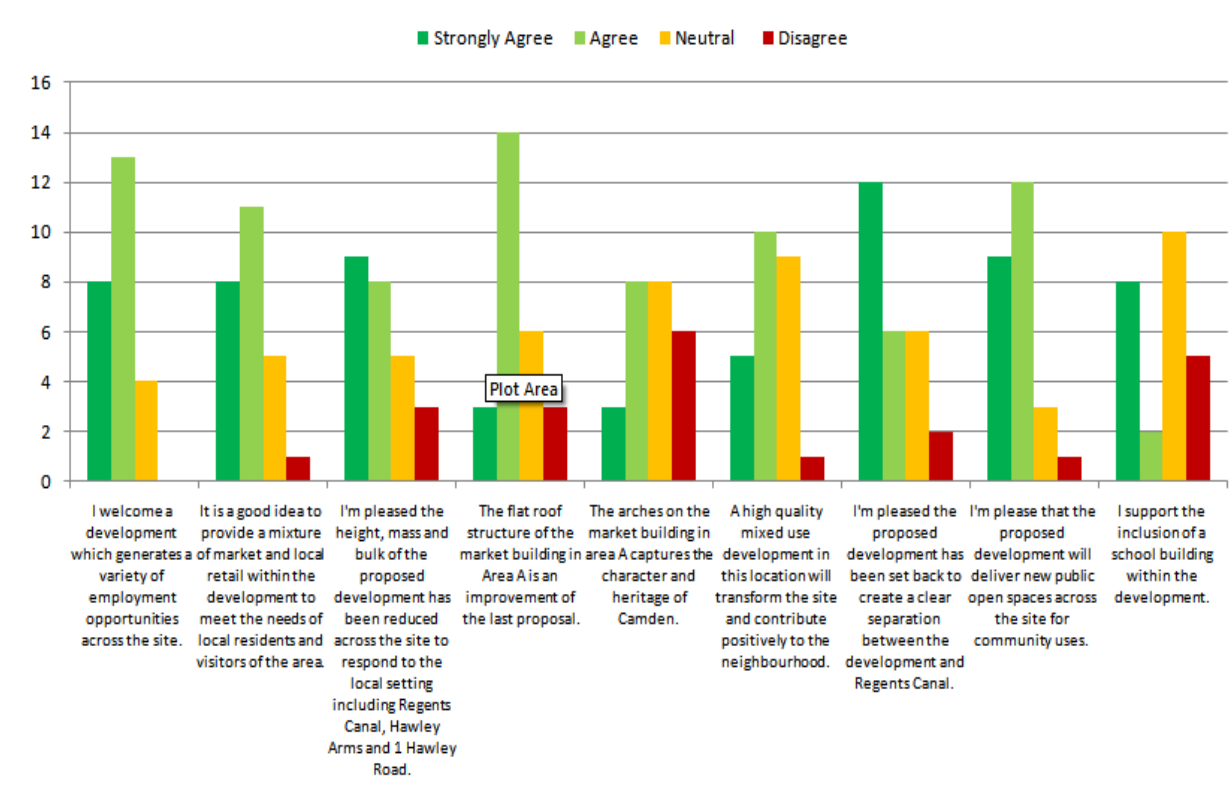
Summary of questionnaire

NB: Not all questionnaires were fully completed.

Question	Strongly Agree	Agree	Neutral	Disagree
I welcome a development which generates a variety of employment opportunities across the site.	8	13	4	-
It is a good idea to provide a mixture of market and local retail within the development to meet the needs of local residents and visitors of the area.	8	11	5	1
I'm pleased the height, mass and bulk of the proposed development have been reduced across the site to respond to the local setting including Regents Canal, Hawley Arms and 1 Hawley Road.	9	8	5	3
The flat roof structure of the market building in Area A is an improvement of the last proposal.	3	14	6	3
The arches on the market building in area A captures the character and heritage of Camden.	3	8	8	6

A high quality mixed use development in this location will transform the site and contribute positively to the neighbourhood.	5	10	9	1
I am pleased the proposed development has been set back to create a clear separation between the development and Regents Canal.	12	6	6	2
I am pleased that the proposed development will deliver new public open spaces across the site for community uses.	9	12	3	1
I support the inclusion of a school building within the development.	8	2	10	5

Graphical result



Additional Comments

- 4.33 Respondents were encouraged to provide additional comments outside of the set questions, a number of respondents took the opportunity make further suggestions for improving the

proposals. The feedback has been grouped into key issues, which are summarised in the table below with a selection of quotes.

Issues	Summary
Consultation/Overall proposals	<p>A number of respondents recognised the revisions made to the proposals since the last exhibition and welcomed the overall revised proposal for the site, whilst making suggestions for further improvements:</p> <p><i>“The scheme has improved somewhat since the last exhibition...”</i>.</p> <p><i>“Overall the scheme looks interesting...”</i>.</p> <p><i>“Apart from some specific points the remainder appears to be acceptable...”</i>.</p>
Weekend Farmers Market/Local retail	<p>A number of respondents and exhibition attendees welcomed the idea of having a Weekend Farmers Market in the public space in area C:</p> <p><i>“Would really welcome the produce market”</i>.</p> <p><i>“The idea of an open borough market us excellent”</i>.</p> <p>However, one respondent also suggested including a Waitrose within the development to support the farmers market at weekends by attracting footfall to that part of the site:</p> <p><i>“I like the idea of local retail but would strongly support the addition of a ‘Waitrose’ which would attract shoppers on a regular basis...”</i>.</p>
Art House Cinema	<p>Respondents welcomed the art house cinema:</p> <p><i>“The art cinema is a great idea...”</i> .</p>
Height/Scale /Mass	<p>A number of respondents recognised and welcomed the reduction in height/bulk and mass of the overall proposals, however some also suggested making further reduction of height/bulk/mass across the site and in particular the market building in area A:</p> <p><i>“There have been some reductions in the height but the scheme still remains far too large for the site.”</i></p> <p><i>“The height and bulk could be reduced more, particularly the height”</i>.</p> <p><i>“Whilst the height and mass of some of the structures has been reduced- a welcome attention- the project as whole still looks too monumental and would benefit from re-examination of the</i></p>

	<p><i>size and scale”.</i></p> <p><i>“The canal development is completely out of proportion- design is fine in principle but needs drastically scaled down, make arches lower and smaller, fitting more into the same area to give more of a intimate atmosphere”.</i></p>
Design of arches/ Respecting surrounding architecture	<p>Some respondents felt that the design needs further improvements to fit in with the surrounding context:</p> <p><i>“The new buildings do not capture the special environment of Camden”.</i></p> <p><i>“What has happened to the Stables area of the market is scary and is an example of the wrong style”.</i></p> <p>A few respondents also commented more specifically about the design of the arches:</p> <p><i>“The arches are too over sized”.</i></p> <p><i>“The proposed arches neither echo the variety of arches in the existing viaducts nor are they co-ordinated. They do not have enough mass to make them work”.</i></p> <p><i>“The arches do not capture the heritage of Camden; they appear on the drawings too wide”.</i></p>
Regents Canal Towpath	<p>One respondent expressed concerns that the walk way within the development along the Canal is not wide enough to accommodate the number of people using the Canal:</p> <p><i>“The Regents Canal towpath appears too narrow and dangerous for the crowds of people that will be using it”.</i></p>
Public spaces	<p>A couple of respondents felt that revised proposals show a reduced public space in area C:</p> <p><i>“The provision for public spaces for community use has in fact shrunk”.</i></p>
Victorian Houses	<p>A couple of respondents explained that they are keen to see the Victorian Villas on Hawley Road retained rather than demolished:</p> <p><i>“I am very disappointed that it is still proposed to demolish the row of mid-Victorian Villas on the south side of Hawley Road, they are attractive houses in themselves and a valuable link back to 19th Century heritage of the area”.</i></p>
The proposed school	<p>A couple of respondents expressed concerns about providing a school within the development. One respondent felt that the proposed area for the school is not adequate to accommodate the</p>

	<p>school:</p> <p><i>“The provision for a school is inadequate”.</i></p> <p>A couple of other respondents explained this was because of the traffic movement along Hawley Road:</p> <p><i>“I am worried about the idea of a school on such a busy road as Hawley Road”.</i></p> <p><i>“The Hawley Road racetrack needs to be addressed if residential and especially a school is to be located within the development”.</i></p>
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Outcome of public exhibition two

- 4.34 The exhibition was attended by 110 local residents over the course of the three days. This was significantly lower than the first public exhibition; however the applicant has attended numerous meetings with the local community stakeholders between the first public exhibition and the second. The feedback received at the exhibition was generally positive with a majority of those who attended the exhibition welcomed the overall proposals. Residents were pleased to see that their feedback had been incorporated into the revised proposals and welcomed the series of revisions made to the scheme since the first public exhibition. These comments were also reinforced by a number of respondents who completed the questionnaire.
- 4.35 Respondents also took the opportunity to make further comments and suggestions for the project team to consider as the proposals are finalised as summarised in the additional comments section above.

5.0 Summary of consultation with market tenants

- 5.1 The applicant organised a series of meetings with the tenants of Camden Canal Market and Stables Market to present the proposals, gather their views and to understand any issues or concerns they may have. The purpose of this meeting was to enable the tenants to ask questions and discuss their individual situations with the applicant's team.
- 5.2 A total of four meetings were held to accommodate all the interested traders on Friday 15th July, Monday 18th July, Tuesday 19th July and Tuesday 2nd August 2011 to discuss the proposals and to gather feedback from the tenants. Approximately 300 tenants attended over the four meetings. At the meetings the tenants were given the opportunity to raise any issues or concerns they have about the proposals.
- 5.3 The tenants asked a number of questions covering various aspects of the proposals and the impact of the development on their stalls. The questions are grouped into main points which are summarised below:

Issues	Summary of comments	Applicant's response
Timescales for the project	The traders were keen to understand the timescales in terms of when the application is likely to be submitted and when construction on site will begin in order to understand when the tenants are likely to be affected.	The applicant explained the delivery of the project.
Types of uses within the market	Some of the food retailers were keen to understand what type of restaurants/food establishments are being proposed within the market building and whether they will all be located at the top floor or mixed within the market area.	The applicant clarified that the food offering would be different to what the market currently offers. Two rooftop fine dining restaurants are proposed, along with other food and dining units in Area A.
Size of the market area	A few of the tenants were keen to understand the size of the new market area and what that meant in terms of competition for them.	The applicant explained that the new market area will be not much bigger than it is currently and reassured the tenants that the idea is to provide a balance of uses and types of shops.
Redevelopment phase	Tenants were keen to understand how the development will be phased and whether the tenants will have an opportunity to rent a stall/unit in the new development.	The applicant explained that the intention is to phase the redevelopment of the whole site. At the time of the meeting, it was anticipated

		that the market area has to correlate to the program which forms the basis for the housing viability model, and much of construction work will be done off site to minimise disruption to the tenants.
Rent levels	Some of the tenants enquired about whether the rents would go up after the development has been completed.	The applicant explained that the intention is not to raise the rents, the scheme has been designed based on the current rent levels and therefore as far they are concerned at the moment the rents will not go up.
Interior of the units	A few of the traders were keen to understand what the interior of the units would look like and whether every unit would be the same shape and size.	It was explained that it is expected that the units will vary in size and shape. The intention is to continue attracting independent market traders to the market.
Facilities/design of the building	Some of the traders were keen to understand how the market building would work, particularly in terms of circulation, sizes of units etc. The tenants are keen to understand where their stall units will be located within the building, as many feel in their current locations; their business is doing well, which they would be concerned about in the new development.	It was explained that once the development is complete the market managers would work with the individual tenants to decide on which units to let depending on their business requirements etc.

Outcome of the consultation

- 5.4 The market tenants are very supportive of the overall proposal for the site. The tenants recognise the need to redevelop the site and are excited at the prospect of a new market building and the impact this will have on the businesses and the area.
- 5.5 The tenants are keen to ensure that they are kept informed of the progress of the application throughout the planning process.

6.0 Future Consultation Activities

6.1 As part of the on-going consultation with the local community and identified key community stakeholders the applicant proposes the following third party consultation:

- A further newsletter to the wider local community to update them on status of the planning application and remind residents of the contact details for the applicant's team should they require further information;
- Facilitate further meetings with HWWG as to continue to update them on the progress of the planning application throughout the determination period;
- Facilitate meetings with local politicians to keep them up to date on the progress of the application;
- Continue engaging with the parents and teachers of the Hawley Infants Primary School to ensure they are update to on the status of the planning application;
- Continue engaging with tenants of Camden Canal Market and Stables Market throughout the planning process to ensure they are up to date on the status of the application and are able to discuss their issues with the applicant's team as and when necessary;
- Update the consultation website with the latest plans and updates on the status of the planning application.

7.0 Conclusion

- 7.1 The applicant conducted a thorough consultation process with the local community and the identified key community stakeholders. Throughout the pre-planning consultation period the applicant proactively engaged with the local community to understand the local views and aspirations for the site's redevelopment and to gather local feedback at every stage of the development process.
- 7.2 The applicant set up a community liaison group, specifically to discuss the redevelopment plans for the site and to understand local issues, attended numerous meetings throughout this period with the local community groups including Hawley Wharf Working Group (set up with the help of Camden officers specifically to discuss the redevelopment plans for the site) and met with councillors at LB Camden on numerous occasions to present the applicant's plans and to gather feedback.
- 7.3 The applicant has worked particularly closely with the Hawley Wharf Working Group throughout the pre-planning process to develop the final proposals. Throughout this period the applicant has made a series of amendments to the various elements of the scheme in response to the feedback received from the group, in particular the height, bulk and mass of the overall development has been reduced considerably over this period to meet the expectations of the stakeholders and the design of the proposed market building has changed considerable to respect it's setting along the canal and captures Camden's heritage. The group has been instrumental in shaping the final design of the overall proposals and the types of uses within the development.
- 7.4 In addition, the applicant organised two public exhibitions, both over three days in November 2010 and June 2011 to present the latest proposal at the time to the wider local community, identified key stakeholders, school governors, staff and parents of Hawley Infants Primary School to gather their views. Approximately 340 people attended one or both of the exhibitions. The feedback received at both exhibition were generally positive with a majority of those who attended recognised the need to redevelop the site, generally supported the proposals and welcomed the mix of uses.
- 7.5 The feedback received at the various consultation activities and events have been fed into the development process at every stage of the developing the proposals and have shaped the final proposals for the application.
- 7.6 The applicant intends to continue to engage with the local community and the identified stakeholders throughout the planning process in order to ensure the community are up to date on the status of the application.