

four

51-53 Agar Grove, London
NW1 Statement of
Community Involvement

Majesty Developments

April 2014

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1.0 Executive Summary

- 1.1 In February 2014, Majesty Developments (referred to as the “Applicant”) appointed Four Communications, a specialist public affairs company, to handle the community consultation and stakeholder relations for their proposals to redevelop the 51-53 Agar Grove, London NW1 following the purchase of the site from the London Borough of Camden.
- 1.2 The brief was to develop and implement an engagement strategy with London Borough of Camden councillors, local community and amenity groups, residents and businesses in the surrounding area.
- 1.3 The consultation process was carried out in parallel with the planning and design team’s discussions and meetings with London Borough of Camden planning officers.
- 1.4 Activities undertaken as part of the consultation process have included:
 - Invitations for a briefing on the proposals to all three Cantelowes ward councillors;
 - A meeting with the Camden Square Area Tenants and Residents Association;
 - An invitation for a briefing with Agar Grove Tenants Management Co-op Limited;
 - An invitation for a briefing with the Camden Square Conservation Area Advisory Committee;
 - An invitation for a briefing to the Camden Square Area Neighbourhood Association;
 - Letters sent to approximately 670 local residents and businesses, providing an invitation to a public consultation exhibition;
 - A public consultation exhibition; and
 - Provision of feedback forms at the exhibition, enabling residents, relevant stakeholders and businesses to provide feedback and leave comments.
- 1.5 Overall, the feedback received during the consultation programme was positive and demonstrated, in many cases, strong support for the proposals to redevelop 51-53 Agar Grove, London NW1. Local residents and stakeholders were pleased to see the site was being redeveloped, particularly given the history and very poor condition of the site. The design of the scheme was also welcomed and was generally felt to complement the local streetscape and area well.
- 1.6 Throughout the consultation process a telephone number, e-mail and Freepost address were supplied and managed by Four Communications. Further information, when requested, was provided to residents, businesses and stakeholders. The Applicant is committed to on-going consultation and providing further information as the applications progresses.

2.0 Planning policy context

- 2.1 The National Planning Policy Framework (2012) sets out the Government's planning policies for England and Wales and how these are expected to be applied. It sets out the Government's requirements for the planning system only to the extent that it is relevant, proportionate and necessary to do so. It provides a framework within which local people and their local authorities can produce their own distinctive local and neighbourhood plans, which reflect the needs and priorities of their communities. The following sections and paragraphs (numbered from the Framework) are relevant.

Decision taking

Local planning authorities should approach decision-taking in a positive way to foster the delivery of sustainable development. The relationship between decision-taking and plan-making should be seamless, translating plans into high quality development on the ground. (Paragraph 186)

Local planning authorities should look for solutions rather than problems, and decision-takers at every level should seek to approve applications for sustainable development where possible. Local planning authorities should work proactively with applicants to secure developments that improve the economic, social and environmental conditions of the area. (Paragraph 187)

Pre-application engagement and front loading

Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community. (Paragraph 188)

3.0 Consultation methodology

- 3.1 On behalf of the Applicant and project team, Four Communications developed a consultation strategy with key stakeholders and local residents. The table below summarises all the community engagement, including meetings held with local and political stakeholders, since the outset of the consultation.

Date	Consultation
27 February 2014	An invitation for a briefing to all three Cantelowes ward councillors, the Camden Square Conservation Area Advisory Committee (CAAC), the Camden Square Area Tenants, Camden Square Neighbourhood Association and Residents Association and Agar Grove Tenants Management Co-op Limited
27 February 2014	Letters sent to approximately 670 local residents, local stakeholders and businesses, providing an invitation to a public consultation exhibition
4 March 2014	A meeting with the Camden Square Area Tenants and Residents Association
6 March 2014	Public consultation exhibition

- 3.2 After initial meetings and invitations to briefings with local stakeholder groups, a programme of consultation with the wider community began in February 2014 when approximately 670 invitations were sent to households and businesses in the area surrounding the site, introducing the scheme and publicising a public consultation exhibition.
- 3.3 The exhibition provided an opportunity for residents, local workers and businesses to view the proposals and discuss key local issues with leading members of the development and design team.

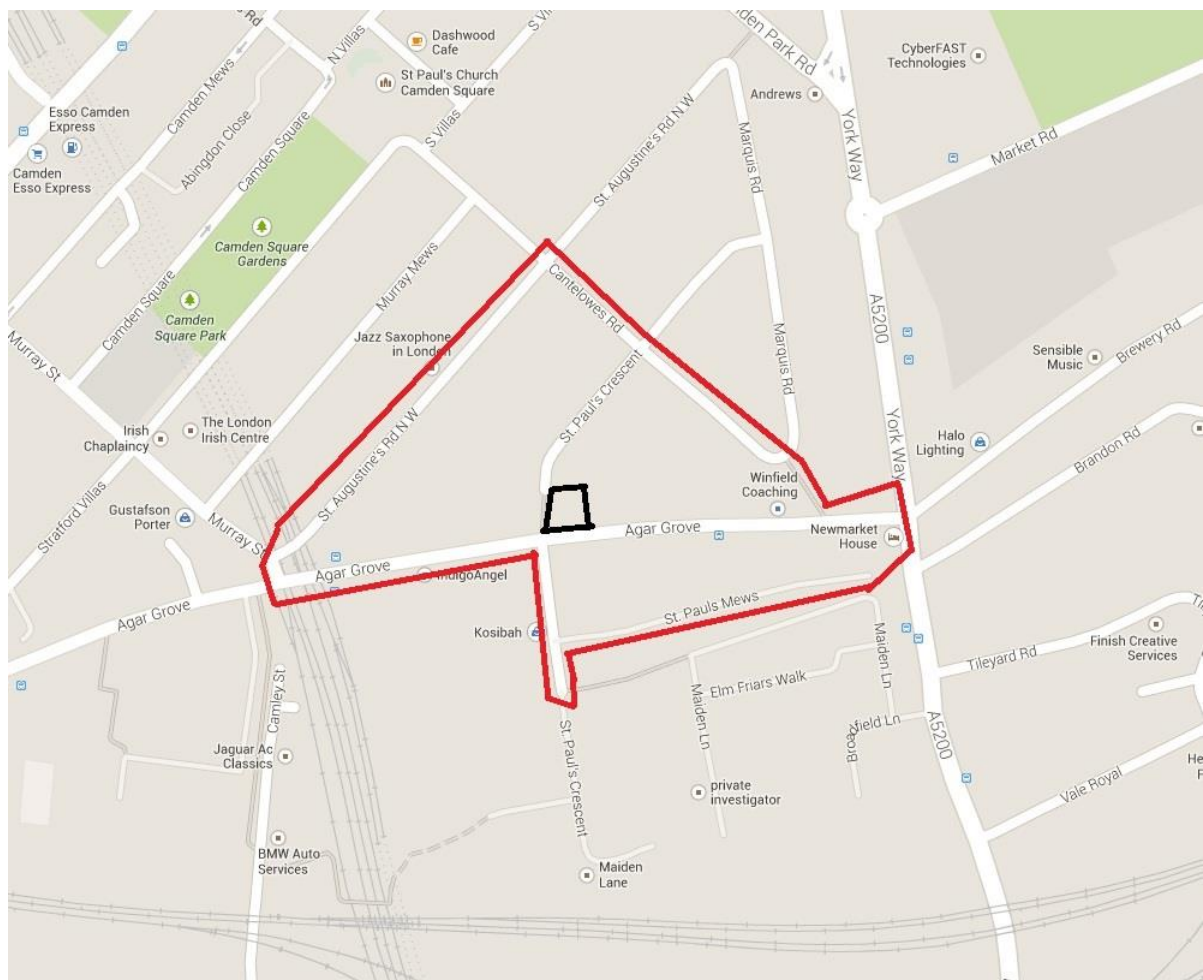
4.0 Stakeholder consultation

- 4.1 The team met with a representative of Camden Square Area TRA. Overall he was supportive of the design but wanted to see more social housing in the local area. He expressed an interest in the landscaped space on St Paul's Crescent, which he wanted to see improved. In particular he mentioned the inclusion of seats in the design (though note that this did not appear to be widely supported by other stakeholders or exhibition attendees).
- 4.2 Two of the three ward councillors made contact with the project team. Cllr Jones attended the public exhibition and questioned whether there was scope for additional development at the rear of the site. The team noted that their understanding was that LB Camden planning guidance did not supported this. Four exchanged correspondence with Cllr Braithwaite who expressed an interest in the scheme, though it was not possible to arrange a briefing.
- 4.3 The Camden Square CAAC advised that as a policy they do not enter into discussion with developers, but did provide a copy of their assessment criteria for developments for the project team's consideration. The points raised have been carefully considered and the Applicant's responses to them are covered by related planning submission documents.
- 4.4 Camden Square Neighbourhood Association responded to the offer of a briefing and was generally positive that development was coming forward on the 51-53 Agar Grove, London NW1 site. They indicated that the CAAC dealt with planning issues and that the Association did not typically comment before an application was submitted.

5.0 Pre-submission public exhibition

- 5.1 The Applicant held a public consultation exhibition to display proposals for the redevelopment of 51-53 Agar Grove, London NW1 on Thursday 6 March 2014 from 4pm to 8pm. The exhibition was held the London Irish Centre, a well-known and well used local venue. The site was well signed and fully accessible to all.
- 5.2 The exhibition was publicised through letters, delivered via hand delivery, to approximately 670 households and businesses in the area surrounding the application site. The delivery area is shown on the distribution map below (the black line shows the site whilst the red line sets out the distribution area). A copy of the invitation letter has been incorporated into this document as Appendix I.

Figure 1: Distribution map



- 5.2 The purpose of the exhibition was to explain the Applicant's vision for the site, identify key local issues and provide an opportunity for attendees to give feedback to the project team, which included representatives from the Applicant, DMFK architects, Nathaniel Lichfield & Partners and Four Communications.
- 5.3 The scheme was presented on eight A1-sized display boards that provided attendees with a clear overview of the scheme. Copies of the boards have been incorporated into this

document as Appendix III. Members of the development and design team were available to explain the information presented and answer any questions.

- 5.4 Exhibition attendees were given the opportunity to comment on the feedback forms provided. A copy of the feedback form has been incorporated into this document as Appendix II. At the time of writing, 14 responses had been received.

6.0 Exhibition feedback

- 6.1 At least 22 people attended the exhibition. All exhibition attendees were encouraged to complete a feedback form. Attendees could complete the feedback form at the exhibition or, alternatively, take the form away and return it to the Freepost address provided. At the time of writing, 14 completed feedback forms had been returned to Four Communications. The responses to the feedback form are set out below in Figures 2 and 3.

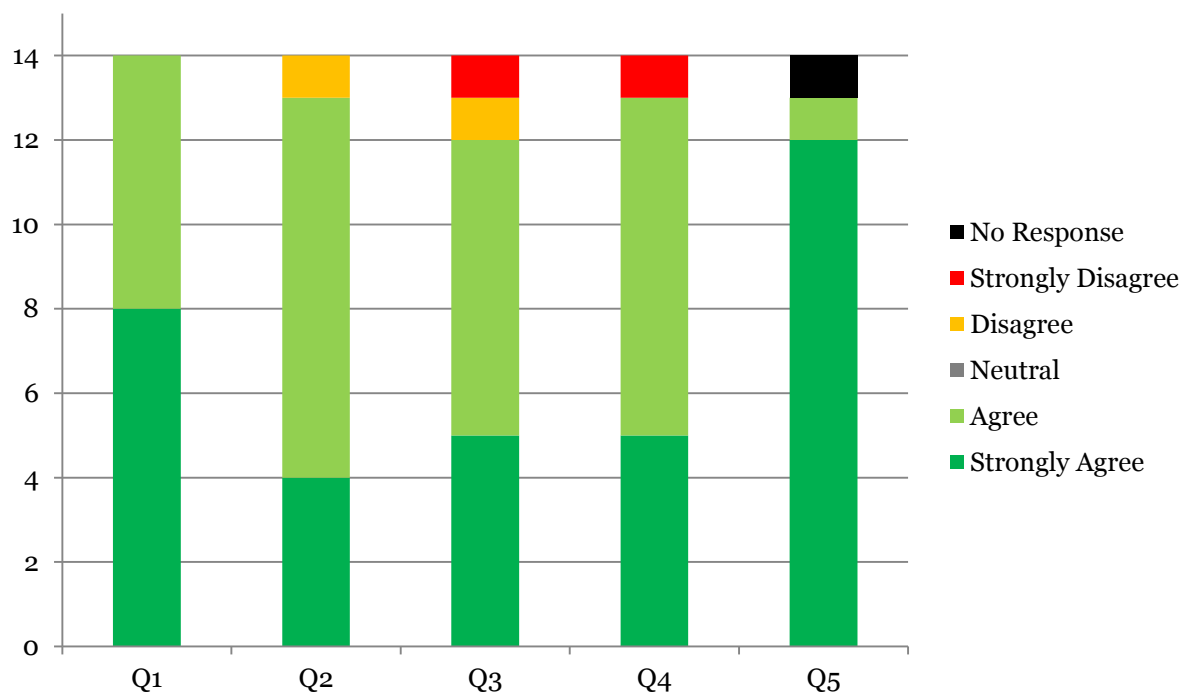
Figure 2: Table of questionnaire responses

Question	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	No response
Q1. I support the plans to develop new homes on the site after it has been neglected for so long	8	6	-	-	-	-
Q2. The size and height of the new homes on Agar Grove fits in well with the rest of the street	4	9	-	1	-	-
Q3. St Paul's Crescent is an appropriate location for new news homes	5	7	1	1	-	-
Q4. I welcome the high quality design and materials proposed for the development	5	8	-	-	1	-
Q5. Construction needs to be handled carefully to keep the impact on residents to a minimum and ensure nearby homes are protected	12	1	-	-	-	1

- 6.2 The feedback received from local residents who attended the exhibition was largely positive and in many cases demonstrated strong support for the development, with the vast majority welcoming the redevelopment of the derelict site. Local residents were encouraged by the architects design approach, with the contemporary design in particular receiving support from a number of attendees.
- 6.3 Local residents were pleased to see the proposals for new news homes on St Paul's Crescent. Residents felt it would improve the local streetscape, especially as it would continue the row of houses on St Paul's Crescent further round to meet Agar Grove.
- 6.4 The issue of improvements to the pedestrian part of St Paul's Crescent was raised many times by local residents through both the oral and written feedback. Many were keen to see better planting and improved materials. Attendees wanted to see more activity to prevent anti-social behaviour. At the same time new benches were specifically discouraged.

- 6.5 The mismatch of different tree species used in local planting was mentioned; some residents felt it would be more appropriate to have one type of tree to provide a consistent approach. The Applicant is keen to work with LB Camden to improve the space on St Paul's Crescent and welcomed the comments from the residents on how to improve it.
- 6.6 A minority of residents raised concerns about the proposals. In written feedback one resident expressed concern about the vehicles during the construction period. A number of residents were worried about anti-social behaviour in the area and were concerned that St Paul's Crescent could become a spot for loitering. Once it was explained that no seating was proposed and there would be no cover over the space, residents were reassured.
- 6.7 The queries raised by residents and stakeholders in these meetings are addressed in the relevant parts of the planning application submission.
- 6.8 Exhibition attendees will be kept informed as the application progresses (unless they expressed otherwise). All feedback has been logged and securely retained by Four Communications.
- 6.9 The questionnaire suggested a strong support for the scheme with some very limited concern about the scale of development, the mews houses and materials.

Figure 3: Graph of questionnaire responses



7.0 Summary & conclusions

- 7.1 The consultation strategy sought to engage with local political and community stakeholders, including local councillors, local amenity societies, and people living and working in close proximity to the site.
- 7.2 The pre-application stakeholder meetings and public consultation exhibition provided an opportunity for local residents to voice their opinions on the development proposals and to engage with leading members of the development and design team, including the Applicant, DMFK Architects, Nathaniel Lichfield & Partners and Four Communications.
- 7.3 The responses to the consultation from amenity societies and local residents suggest there is broad support for the Applicant's proposals to redevelop this site.
- 7.4 A majority supported the proposals and the repair of the local streetscape they entail. The site has been left derelict for many years now and is seen as a blight on the area. Consequently many residents were pleased that works were finally coming forward.
- 7.5 Residents supported the proposals for contemporary architecture and indicated that they complemented the neighbouring properties well. The proposal for high quality materials was also welcomed.
- 7.6 The majority of residents were keen to see improvements to the pedestrian part of St Paul's Crescent next to the site. Residents specifically wanted enhancements to the landscaping and felt greenery would complement the area.
- 7.7 Residents were pleased to see the proposals for new mews homes on St Paul's Crescent and that it would improve the local streetscape, especially as it would extend the built form of St Paul's Crescent and connect it with Agar Grove.
- 7.8 Overall the proposals received support. Local residents and stakeholders welcomed the quality of design of the development and the consultation with the local community. They saw benefits that this development would bring to the local area and in particular bringing the site back into use after a long period of neglect.
- 7.9 The Applicant and the project team will continue to ensure that local residents are kept informed as the application is submitted and progresses to determination. Where relevant, post-submission consultation activity will be reported in the form of an addendum to this report.

Appendices

Appendix I: Public exhibition invitation letter

Owner/occupier

26 February 2014

Dear Neighbour,

Invitation to a public exhibition on proposals for a new residential development at 51-53 Agar Grove. The exhibition will be held at the Library Room, the London Irish Centre, 50-52 Camden Square, NW1 9XB, from 4pm to 8pm on Thursday 6 March 2014.

I am writing to you on behalf of Majesty Developments, who have recently purchased 51 and 53 Agar Grove from the London Borough of Camden and are in the process of developing planning proposals for the site. The site was formerly the location of a double fronted property, similar to the other buildings along Agar Grove, but is now vacant and overgrown due to excavation works a previous owner undertook – without consent –beneath 51 and 53 Agar Grove, which led to them being largely demolished by the Council in 2010.

Majesty Developments are in pre-application discussions with the Council about their initial ideas, which are for a high-quality residential development that will repair the street scene along Agar Grove and St Paul's Crescent.

We would like to invite you to a public exhibition on these proposals. The purpose of the exhibition is to provide you with an opportunity to view our initial ideas for the site's redevelopment and to enable you to provide us with feedback on the proposals.

The public exhibition will take place at the **Library Room, the London Irish Centre, 50-52 Camden Square, NW1 9XB**, from **4pm to 8pm on Thursday 6 March 2014**. Members of the project team will be present at the exhibition to answer any questions or queries about our initial proposals for the development you may have.

I do hope you will be able to attend the public exhibition. However, if you are unable to attend and would like further information on the proposals, please do not hesitate to contact Patrick Kinsella on 020 3697 4296 or patrick.kinsella@fourcommunications.com.

Yours sincerely,



Suzannah Howson
Senior Project Manager

Appendix II: Feedback form

51-53 Agar Grove

Questionnaire

Mar
2014

We would be grateful if you would take a few minutes to complete this questionnaire. There is 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.

Name		
Address		
		Postcode
Telephone		
Email		

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I support the plans to develop new homes on the site after it has been neglected for so long	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The size and height of the new homes on Agar Grove fits in well with the rest of the street	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
St Paul's Crescent is an appropriate location for new mews homes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I welcome the high quality design and materials proposed for the development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Construction needs to be handled carefully to keep the impact on residents to a minimum and ensure nearby homes are protected	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

We think there is an opportunity to improve the pedestrian part of St Paul's Crescent next to our site. Please use the space below to tell us what improvements you would like to see here.

If you have any further comments, please write them here or use the space overleaf:

Please return questionnaire (no stamp required) to:

51-53 Agar Grove, FREEPOST RTEH-AKHJ-GYEG,
c/o Four Communications, 20 St Thomas Street,
London SE1 9BF

T: 020 3697 4296

E: patrick.kinsella@fourcommunications.com



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

Appendix III: Public exhibition boards

WELCOME:



CONSULTATION:

Welcome to our consultation for no. 51 and no. 53 Agate Grove. We hope that this consultation will give you an insight into our aspirations for the site, and the opportunity to share your views with the team present, and fill out a questionnaire about your views of the project.

The local community has been consulted on the local community's input into the scheme. We therefore see that you have been consulted on our thoughts for the site, and more importantly, we hope that through your input, we can work towards an work towards a final scheme which is successful for the whole area.

THE TEAM:



THE SITE:



CONSERVATION AREA:

The site is located on the corner of Agar Grove and St Paul's Crescent within the conservation area. The site is a part of Agar Grove and is adjacent to the conservation area. The site is a part of Agar Grove and is adjacent to the conservation area.



Local View of St Paul's Crescent



View from Agar Grove



View from St Paul's Crescent

CURRENT SITE CONDITION:

The site is currently occupied by the partially demolished pre-existing villa, which due to the age of the building and the fact that it has been boarded off and is currently in a derelict condition. Vegetation has spread across the majority of the site and is detrimental to the surrounding area.

THE PREVIOUS OWNERS:



Damaged Structure



Pre Existing Building

PRE EXISTING BUILDING:

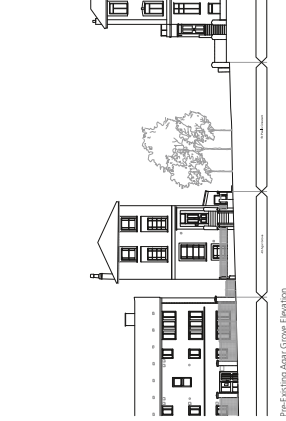
In 2009, excavation works were undertaken within 51, Agar Grove. These works caused damage to the adjacent building at no. 53. The building was damaged by the excavation works and the building was damaged by the excavation works.

In 2010 a planning application was submitted for the demolition of the building. The building was demolished in 2010 and the site was cleared. The building was demolished in 2010 and the site was cleared.

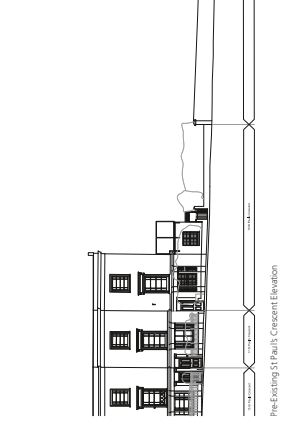
In 2011 the site was purchased by the current owner. The site was purchased by the current owner in 2011 and the site was purchased by the current owner.



1850 Historical Map



Pre Existing Agar Grove Elevation



Pre Existing St Paul's Crescent Elevation

MAJESTY DEVELOPMENTS:

Specialising in residential projects in London and abroad, Majesty Development seeks to create high quality residential developments and improve the local area. Their most recent completed project is Lower Marsh, which is a new residential development in this regard.

In May 2013 Majesty purchased the site. The site was purchased by Majesty in May 2013 and the site was purchased by Majesty.

The design team was immediately assembled with the aim of creating a building which is a high quality residential development in this regard.

[illegible]

The site sits within the Borough of Camden. It is located equidistant from several local high streets, including Camden Town, and the Camden Road, where the nearest tube station also can be found.

Towards the south is located the Kings Cross development. When complete in the 2020's this will be a large new residential and mixed-use development which will bring a new level of activity will emerge in the area, all housed in new contemporary buildings.

The nearest open space to the site is either Camden Square Park, to the North West, or the Camden Road, to the North East. There is also a small provision of open space located adjacent to the site, which will not terminate before Agn Grove. This space, however is not utilised to it's best potential.



towards the south is located the Kings Cross Development. When complete in the 2020's this will deliver 2000 new homes and a mass of activity will emerge in the area, all housed in new contemporary buildings.



All of them have a modern vernacular, are arranged over 2 or 3 floors, and some contain basements.



DESIGN PRINCIPLES:



Agar Grove Local Mapping

MASSING:

The new building will have a primary footprint and mass that replicates that of the existing building, with a small extension subsequent to the principle mass.



PROPORTIONS + LANDSCAPE:

Taking reference from the local vernacular, we propose reproducing elements of the building's proportions, including the width and arrangement, the inclusion of a series of small, irregular windows found along the streetscape.



HIGH QUALITY BRICKWORK + WINDOWS:

Neither Agar Grove nor St Paul's Crescent have a consistent brick typology. We believe that the building should embrace the local mixed material palette and should employ the use of high quality bricks.

The mass of the main building will be achieved through the use of a consistent contrasting material (brick to copper) and the use of a consistent window opening with the brickwork of the main building as it is achieved through the use of a consistent window opening.

To achieve a high level of quality in the scheme, attention will be paid to the details of the building, including the window openings in the form of aluminium window linings at the head, sill and jambs.



COPPER CLADDING:

In order to accentuate the typical form of the Villa, the addition to the side of the main building will be clad in copper panels and will provide a contemporary edge.

PROPOSALS / DESIGN:



Proposed Plan Sketch

PROPOSED PLAN:

- 01 - Garden wall continuous streetcape
- 02 - New landscaping to existing public space
- 03 - Main entrance to apartments from St Pauli's Crescent
- 04 - Entrance to ground floor apartments from Agar Grove
- 05 - ground floor penetration of bay windows to building opposite
- 06 - new entrance to existing building
- 07 - new entrance to existing building
- 08 - Private amenity space
- 09 - Shared amenity space



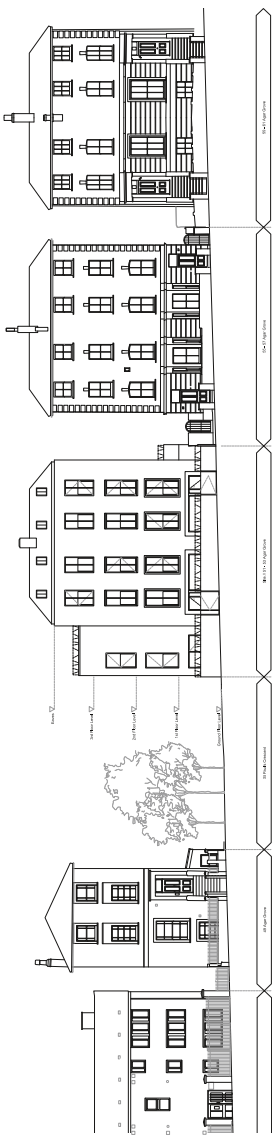
Agar Grove Artist Impression

AGAR GROVE BUILDING:

- The proposed building is 4 storeys high, the main part of which occupies the same footprint as the original building.
- The proposed roof has an identical shallow pitch to the original building.
- The proposed building has a modernised detail that allows the roof line to be integrated with the original building.
- The building was initially constructed as a pair of buildings, the majority have been converted into a single building.
- The building has been converted into a single building from the first floor via external stairs, neither of which are visible from the street.
- The building has been converted into a single building from the first floor via external stairs, neither of which are visible from the street.
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THE SCHEME:

- 1 x 3 Bed House
- 3 x 1 Bed Flats
- 1 x 2 Bed Duplex
- 22 x 2 Bed External Communal/Private Amenity Space



Agar Grove Elevation



- The proposed building is 3 storeys high with a basement.
- The proposed roof has a parapet, similar to other properties on St Paul's Crescent. Behind sits a mansard roof and dormer windows.
- Access is level and is located at ground floor level.
- The predominant mass of building will be high quality stone facing brick in keeping with the other villas on St Paul's Crescent. Windows will be painted thin framed aluminium.

The Sustainability strategy for the new development at St Pauls Crescent identifies the Borough of Camden's carbon target of 40% CO₂ emissions reduction and the sustainability requirements of the Code for Sustainable Homes - Level 4.

Passive energy efficiency measures are provided by the selection of thermally efficient materials and construction techniques creating a well-insulated, airtight building. The building services proposals include low energy LED lighting, mechanical ventilation with heat recovery and high efficiency heating and hot water generation. The Source Heat and Energy Performance Plan is designed to bring long-lasting energy performance improvements to the building fabric, before adding the optimum renewables solution.



PROPOSALS / LANDSCAPING:



LANDSCAPING:

The new landscaping, on and off the site, is a key element to the proposed development. Existing low quality trees on the site will be replaced with new trees. The new trees will be planted in a new courtyard. There will also be additional planting to help retain the character of the new garden.

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TRAFFIC AND TRANSPORT:

The proposed development will be car free, therefore not providing any additional stress on the road network. The final result can be enjoyed by all of the local community.



KEY:

- 1 - New trees to replace existing low quality trees
- 2 - Planting around terrace perimeter
- 3 - New public realm surface
- 4 - New communal courtyard for residents
- 5 - Area for bird and insect boxes



THANK YOU:



THE SCHEME:

We hope that the information we have provided demonstrates our aspirations for the improvement to the site, no.51 and no.53 Agar Grove, and to the local area through:

- A new high quality residential development that continues and improves the local streetscape of Agar Grove
- A new infill development that creates a subservient contemporary family dwelling
- A much improved on site landscape design that creates an inviting corner development
- The opportunity to transform an under utilised area of public realm into a new communal space for all.

YOUR VIEWS:

Now that you have seen our proposal, we would love to hear any views that you may have. We would really appreciate if you could take the time to fill out our questionnaire, just ask a member of the team present and they will be able to direct you to the form.

NEXT STEPS:

The importance of this consultation is crucial to achieving a scheme that is successful for all. Our most immediate step is to take on board your feedback and integrate it into the scheme.

Once the project has been progressed we are looking to take it to planning at the start of April.

We understand the negative impact the current site is having on the local area, so as soon as planning is achieved we wish to begin constructing.

Construction will be a 12 month process, and the project is currently due for completion December 2015.