



**32 Lawn Road, Camden**  
**Planning Application by**  
**Fairview Estates (Housing) Ltd**  
  
**Statement of Community**  
**Involvement**  
  
**October 2014**

**LAWN RD NW.3.**



**Fairview**  
**NEW HOMES Ltd.**





**STATEMENT OF COMMUNITY INVOLVEMENT**

**FAIRVIEW ESTATES (HOUSING) LTD**

**LAWN ROAD,**

**LONDON BOROUGH OF CAMDEN**

**SEPTEMBER 2014**

**PREPARED FOR FAIRVIEW ESTATES (HOUSING) LTD**

# CONTENTS:

1. INTRODUCTION.....	3
2. CONSULTATION PROGRAMME.....	4
3. STAKEHOLDER CONSULTATION.....	8
4. PUBLIC EXHIBITION.....	11
4.1 JULY EXHIBITION	
4.2 SEPTEMBER EXHIBITION	
5. PROGRESSION OF IDEAS.....	25
6. PROPOSED POST-SUBMISSION CONSULTATION.....	26
7. APPENDICES.....	27
7.1 APPENDIX A – LIST OF IDENTIFIED STAKEHOLDERS.....	27
7.2 APPENDIX B - LEAFLET ADVERTISING JULY 26 <sup>TH</sup> EXHIBITION.....	31
7.3 APPENDIX C – BLANK FEEDBACK FORM JULY EXHIBITION.....	32
7.4 APPENDIX D – JULY EXHIBITION BOARDS.....	34
7.5 APPENDIX E – LEAFLET ADVERTISING SEPTEMBER 17 <sup>TH</sup> EXHIBITION.....	44
7.6 APPENDIX F – CAMDEN NEW JOURNAL ADVERTISEMENT.....	45
7.7 APPENDIX G – BLANK FEEDBACK FORM SEPTEMBER EXHIBITION.....	46
7.8 APPENDIX H - SEPTEMBER EXHIBITION BOARDS.....	48

# 1. INTRODUCTION

This Statement of Community Involvement has been prepared by Curtin&Co on behalf of Fairview Estates (Housing) Ltd ('Fairview'). It accompanies an application for full planning permission for a residential development at 32 Lawn Road, Camden, NW3.

The proposed development comprises a building of 5-7 storeys containing 73 apartments of mixed size and set within landscaped grounds. This includes a central landscaped courtyard fronting Upper Park Road and gardens along the Lawn Road frontage, with new trees lining the perimeter of the site.

The site is located within the Belsize Park/Gospel Oak area of NW3, between Lawn Road to the west and Upper Park Road to the east, south of the junction with Fleet Road. The site covers approximately 0.25ha and currently contains two existing buildings. These comprise a former car park building, now utilised as seven (part vacant) commercial units with undercroft car parking, and a former launderette, most recently used as a community centre.

Until earlier this year, the London Borough of Camden was the freehold owner of the site. In 2012, the Council decided to sell the site as part of its Community Investment Programme, intended to raise funds for investment in Camden's schools, homes and community facilities through the sale of underutilised Council assets. In March 2014, the Council agreed the sale of the site to Fairview for redevelopment for housing.

The development that is subject to the planning application has been subject to considerable pre-application discussion with Council officers, key stakeholders, local representatives and the community.



## 2. CONSULTATION PROGRAMME

Fairview Estates (Housing) Ltd believes it is important to engage with all local stakeholders, in line with the Government's *Localism Act 2011*, the *National Planning Policy Framework 2012*, and the Council's adopted SCI guidance to applicants.

The importance of community consultation to Fairview Estates (Housing) Ltd is reflected in Appendix 7.1 which details the wide range of stakeholders who were identified and who were sent introductory letters introducing the site, Fairview Estates (Housing) Ltd, and proposing a meeting to discuss the emerging plans with them. These letters, where contact details were available, were followed up with telephone calls and emails.

The table below details the community engagement meetings Fairview Estates (Housing) Ltd have already held, or are planned for the future. For clarity, it is in chronological order:

ORGANISATION	DATE
Meeting with Beth Noakes and Tom Symes from the Lawn Road and Downside Residents' Association.	24/06/2014
Meeting with Foyezur Miah and Mick Farrant, Chief Executive and Chair of the QCCA.	11/07/2014
Project team attendance at the Council-organised Development Management Forum at the WAC Arts Centre	21/07/2014
Initial Public Exhibition held in the WAC Arts Centre from 10am until 2pm	26/07/2014
A meeting with Cllr Lorraine Revah at Camden Town Hall.	19/08/2014
First Garnett House Residents' Association / Garnett House Working Group meeting	08/09/2014
Second Garnett House Residents' Association / Garnett House Working Group meeting	15/09/2014
Second Public Exhibition held at All Hallows' Church from 2.30pm to 7.30pm	17/09/2014
Attendance and presentation at the Developer Briefing	18/09/2014
Third Garnett House Residents' Association / Garnett House Working Group meeting	6/10/2014
Meeting with Palgrave House resident Richard Ferraro to address the technical questions he has raised about the current proposals	23/10/2014
Presentation and Q&A at a Palgrave House Tenants and Residents Association meeting	4/11/2014

It is also important to highlight the wider community engagement efforts Fairview Estates (Housing) Ltd has undertaken regarding this planning application, and these are detailed in the table below,. For clarity, it is set out thematically:

ACTIVITY	DATE
<b>INITIAL CONTACT</b>	
Following the completion of thorough background research into the local political and community context in Camden and Gospel Oak, letters were sent to all identified local stakeholders. These were sent out following the local council elections on 22 <sup>nd</sup> May 2014 and introduced Fairview Estates (Housing) Ltd, Curtin&Co, the site, and requested a meeting.	29/05/2014
These introductory letters were followed up, where further contact details were available, with emails and telephone calls. These were undertaken with a view to securing meetings with local stakeholders and to ensure that the local community had an early and then on-going input into the emerging designs for the Lawn Road site.	2/6/2014 – 6/6/2014
As part of this initial community contact, there was a short email conversation with local Gospel Oak ward councillor, Cllr Theo Blackwell. Cllr Blackwell helped create the Community Investment Programme which saw this site sold by the Council to Fairview Estates (Housing) Ltd, and Curtin&Co followed his recommendation to concentrate on securing meetings with his ward colleague Cllr Lorraine Revah, Fleet School and the Garnett House Residents' Association. Contact with this final group is particularly important given that liaising with it is a legal requirement of the site's disposal.	20/06/2014
<b>COUNCILLOR LARRAINE REVAH</b>	
Emails were sent to Cllr Lorraine Revah on 20 <sup>th</sup> June, 26 <sup>th</sup> June and 2 <sup>nd</sup> July seeking a meeting to discuss the site. During this time a phone message was also left with her Members' Support Officer at Camden Council.	20/06/2014 – 02/07/2014
Following a meeting with Mick Farrant and Foyezur Miah – Chair and CEO of the Queen's Crescent Community Association – contact with made with Cllr Lorraine Revah as she is an employee there.	11/07/2014
A meeting with Cllr Lorraine Revah at Camden Town Hall.  The issues discussed included: <ul style="list-style-type: none"> <li>• The current proposals for the site</li> <li>• Affordable housing</li> <li>• Flooding risk</li> <li>• The local community</li> <li>• The public consultation to date both by the Council and Fairview. As part of this Cllr Revah recommended an alternative venue for the second public exhibition be sought.</li> </ul>	19/08/2014

<b>GARNETT HOUSE RESIDENTS ASSOCIATION</b>	
Emails were sent to Ornella and Jens Carls Raanaas of the Garnett House Residents' Association on 4 <sup>th</sup> July, 11 <sup>th</sup> July, 24 <sup>th</sup> July and 1 <sup>st</sup> August seeking a meeting and stressing the need to set up a working group as a legal requirement of the site's sale by Camden Council.	04/07/2014 – ongoing
Following Ornella Raanaas' return from Norway, the first meeting between Curtin&Co's Michael Stanworth and the Garnett House Residents' Association was held discuss the updated design proposals for the site. It was agreed that this would be the first formal meeting of the Garnett House Working Group, fulfilling one of the legal requirements of the site's sale.	08/09/2014
The second meeting with Fairview, Curtin&Co and the Garnett House Working Group, to allow them the opportunity to feed back any concerns they had about the updated design proposals.	15/09/2014
The third meeting with Fairview, Curtin&Co and the Garnett House Working Group, to talk through the outstanding issues.	6/10/2014
<b>FLEET SCHOOL</b>	
On 1 <sup>st</sup> June a telephone call was made to Fleet School to try and arrange a meeting with the headteacher, Blair Thomson, and the Chair of Governors. Follow up emails were sent on 1 <sup>st</sup> August and 4 <sup>th</sup> September and Curtin&Co representatives visited the school on 10 <sup>th</sup> September to make further contact. To date no formal meeting has been secured but Chair of Governors Kim Issroff and a member of the teaching staff did attend the September public exhibition.	01/06/2014 - ongoing
<b>OTHER STAKEHOLDERS</b>	
Emails with Mick Farrant and Foyezur Miah of the Queen's Crescent Community Association (QCCA) to arrange a meeting.	01/06/2014 – 02/06/2014
<p>Meeting with Foyezur Miah and Mick Farrant, Chief Executive and Chair of the QCCA.</p> <p>The issues discussed included:</p> <ul style="list-style-type: none"> <li>• The background to the QCCA, the community centre on Lawn Road and funding</li> <li>• The current plans for the site</li> <li>• Affordable housing and unit mix</li> <li>• Section 106 payments</li> <li>• The South End Green Association campaign against Sainsburys</li> <li>• Community engagement</li> <li>• Parking</li> </ul>	11/07/2014

Email conversation between Tom Symes and Beth Noakes from the Lawn Road and Downside Crescent Residents' Association, to arrange a site visit on 24 <sup>th</sup> June.	3/6/2014 – 22/6/2014
<p>Meeting with Beth Noakes and Tom Symes from the Lawn Road and Downside Residents' Association.</p> <p>The issues discussed included:</p> <ul style="list-style-type: none"> <li>• The current plans for the site</li> <li>• Affordable housing and unit mix</li> <li>• The height of the proposed building</li> <li>• Parking</li> </ul>	24/06/2014
Email and phone call to Terry Wiggett of the Gospel Oak District Management Committee to assisting in making contact with the residents associations for Cayford, Palgrave and Garnett Houses.	19/08/2014
On-going correspondence with Palgrave House resident Richard Ferraro, and meeting on 23 <sup>rd</sup> October 2014 with members of the project team to discuss technical aspects of the current plans	02/09/2014 - 23/10/2014
Following on-going correspondence with Rosaleen Owens, who runs the Palgrave Residents Association, at the second public exhibition a meeting is to be held on 4 <sup>th</sup> November where members of the project team will present their current proposals to, and answer questions from, residents of Palgrave House.	02/11/2014
<b>CAMDEN COUNCIL</b>	
Public and Political Engagement Report written and sent to the London Borough of Camden, updating them on the community consultation efforts to date.	15/07/2014
Project team attendance at the Council-organised Development Management Forum at the WAC Arts Centre	21/07/2014
Attendance and presentation at the Developer Briefing	17/09/2014
<b>PUBLIC EXHIBITIONS</b>	
Public Exhibition held in the WAC Arts Centre from 10am until 2pm	26/07/2014
Public Exhibition held at All Hallows' Church from 2.30pm to 7.30pm	17/09/2014



### 3. STAKEHOLDER CONSULTATION

#### ENGAGING WITH POLITICAL REPRESENTATIVES

In line with the *Localism Act 2011* Fairview Estates (Housing) Ltd has engaged with political representatives from the London Borough of Camden.

In terms of identified stakeholders, the table below shows the initial stakeholders Fairview Estates (Housing) Ltd and Curtin&Co sought initial meetings with. Initial contact was made via letter by Curtin&Co to introduce the history of the site and Fairview Estates (Housing) Ltd, and this was followed up with telephone calls and emails where contact details were available.

Table 1 – Initial Political Contact

NAME:	POSITION:
Cllr Sarah Hayward	Leader of Camden Council
Cllr Julian Fulbrook	Cabinet Member for Housing
Cllr Phil Jones	Cabinet Member for Sustainability, Transport and Planning
Cllr Heather Johnson	Chair of Development Control Committee
Cllr Roger Freeman	Vice Chair of Development Control Committee
Cllr Theo Blackwell	Gospel Oak Councillor and Cabinet Member for Finance
Cllr Maeve McCormack	Gospel Oak Ward Councillor
Cllr Lorraine Revah	Gospel Oak Ward Councillor
Cllr Simon Marcus	Hampstead Town Ward Councillor
Cllr Tom Currie	Hampstead Town Ward Councillor
Cllr Stephen Stark	Hampstead Town Ward Councillor

A meeting with Lorraine Revah took place on the evening of 19<sup>th</sup> August 2014. The conversation was honest and constructive and covered the issues of:

- The current proposals for the site
- Affordable housing
- Flooding risk
- The local community
- The public consultation to date both by the Council and Fairview.

Upon her recommendation, Fairview Estates (Housing) Ltd changed the venue of its September public exhibition to assist in engaging a larger section of local residents than those who attended the initial public exhibition in July at the WAC Arts Centre. Fairview Estates (Housing) Ltd and Curtin&Co continue to pursue meetings with Gospel Oak ward Councillors Theo Blackwell and Maeve McCormack and the Developer Briefing which took place on 17<sup>th</sup> September 2014 had a large number of stakeholders invited to it, including the local ward councillors.

Recognising that councillors have very busy diaries and are often unable to commit to a formal meeting, Fairview Estates (Housing) Ltd and Curtin&Co have sought to keep the ward Councillors

informed at every stage of the progressing proposals. This included issuing briefing packs which were hand delivered to Members' Services at Camden Town Hall. They included copies of the August pre-application documents, reports of stakeholder meetings and other relevant information relating to the scheme.

Councillor Theo Blackwell attended the Council-led Development Management Forum at WAC Arts Centre on Monday 21<sup>st</sup> July and also the Council-organised developer briefing on Thursday 18<sup>th</sup> September.

Cllr Revah also attended the 17<sup>th</sup> September public exhibition at All Hallows' Church where, again she was able to discuss the proposals with the project team and her constituents. Unfortunately, the other remaining ward members were unable to attend.

## COMMUNITY ENGAGEMENT

As with the political consultation, conscious effort has been made to perform a holistic and comprehensive consultation with community stakeholders. The London Borough of Camden's CINDE database was utilised in the formative stages to identify the key community groups in the area, in order to make initial contact.

In total three meetings have taken place between representatives of Fairview Estates (Housing) Ltd and Curtin&Co with the Garnett House Working Group. Not only was it particularly important that meetings were set up with this group given Garnett House's close proximity to the site, but engagement with them was also a legal requirement of the site's sale by Camden Council. These meetings informed the residents of Garnett House of the design proposals, and provided a more comfortable setting where residents could converse openly and honestly, and feel their views were adequately heard.

Furthermore, Fairview, in conjunction with Curtin&Co, have had meeting with the QCCA and the Lawn Road and Downside Residents' Association to discuss the emerging designs. Throughout all meetings with stakeholders, Fairview have emphasised that this is an ongoing process of consultation and that contact will be maintained. Curtin&Co have acted as a conduit for residents to be able to contact the developer any time, allowing them the opportunity to initiate contact and build an effective working relationship.

The subjects raised at these meetings included:

- The current plans for the site
- Affordable housing and unit mix
- Section 106 payments
- Community engagement
- Parking
- The height of the proposed building
- The background to the QCCA, the community centre on Lawn Road and funding
- The South End Green Association campaign against Sainsburys

It's also important to add that the Chairs of the Cayford and Palgrave Residents' Associations – residential blocks in the immediate vicinity to the site – attended the second public exhibition at All Hallows' Church on Wednesday 17<sup>th</sup> September and we offered to attend their future meetings so that Fairview Estates (Housing) Ltd and Curtin&Co can discuss the proposals with them in detail.

## 4. PUBLIC EXHIBITIONS

An integral part of the consultation programme was the hosting of two public exhibitions, the first in July, and the second in September. The first exhibition was designed to allow members of the public to view the initial, embryonic design proposals at the earliest possible stage, and provide their feedback, the result of which Fairview Estates (Housing) Ltd could then use to amend the proposals.

The second exhibition in September allowed the opportunity for the members of the public to view and comment on the progress of the designs, based on their initial recommendations. It is worth noting at this stage that the design changes made following the July exhibition were in direct response to the feedback that we had received from those who did attend the July drop-in event.

The two public exhibition events provided local residents, local Council Members and other key community stakeholders with the opportunity to give their feedback to Fairview Estates (Housing) Ltd, and help shape the future of the development proposals. They also served as a valuable opportunity for face-to-face contact, where groups could request meetings with Fairview representatives. Together, they have shown the commitment Fairview Estates (Housing) Ltd' has in engaging in a comprehensive and meaningful way.

At both public exhibitions, feedback forms were available for attendees to provide the project team with their views regarding the emerging proposals. These could either be completed in situ, or returned to Curtin&Co via a freepost envelope provided as a matter of course to attendees. The combined number of feedback forms returned from both exhibitions as of 29<sup>th</sup> September 2014 was 24.

### 4.1 JULY EXHIBITION

#### VENUE INFORMATION

The first public exhibition was held on 26<sup>th</sup> July 2014 at the WAC Arts Centre on Haverstock Hill from 10am to 2pm. This venue was deemed as the best location at the time and was recommended as the most suitable venue by Camden Council's Community Liaison Officer. Indeed, the Council-run Development Management Forum took place there the previous Monday, which was well attended. It is also closely located to the Lawn Road site and is a well well-known venue locally.

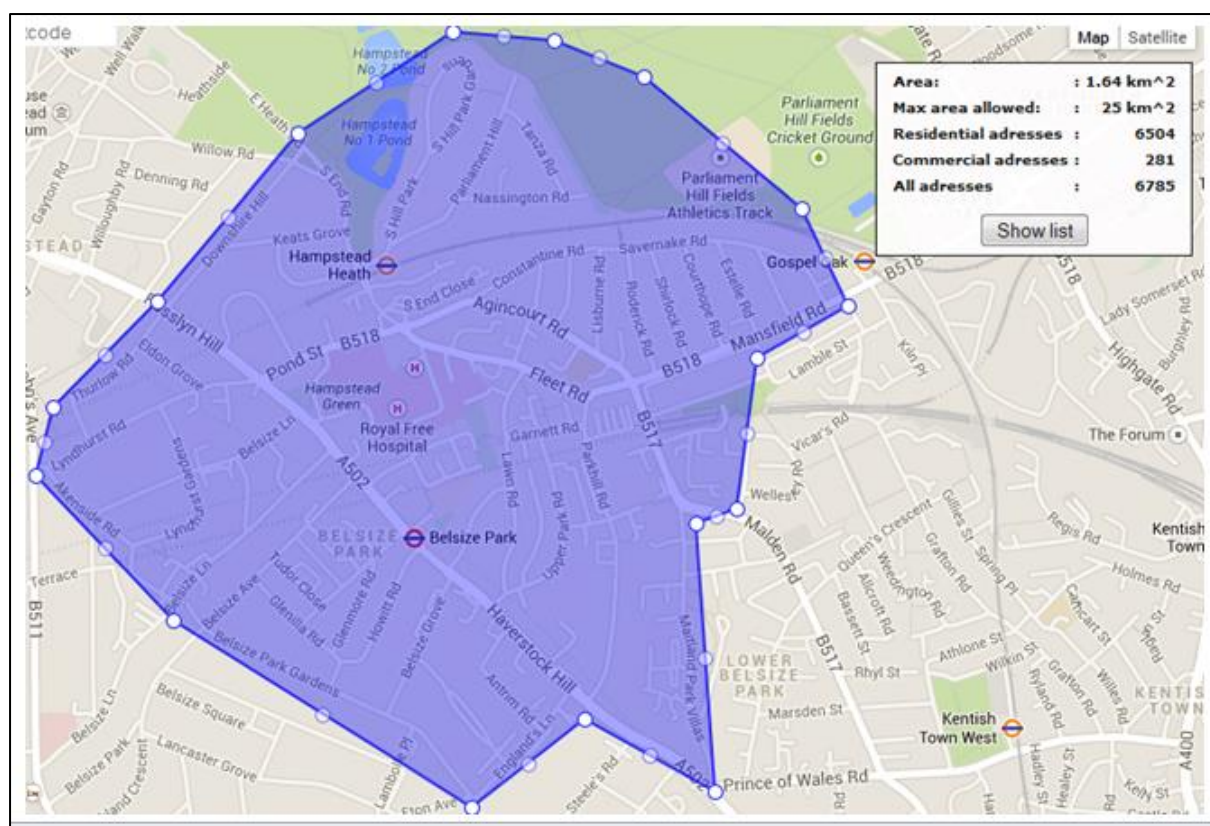
#### ADVERTISEMENT

Ahead of the exhibition, leaflets were delivered to over 6,500 homes locally, and a copy of the delivery area can be found below. The delivery area spanned not only the houses in closest proximity to the site, but extended as far east as Gospel Oak Overground Station, and as far south west as Lower Belsize Park. This demonstrates the clear intention of Fairview Estates (Housing) Ltd to inform and attempt to engage residents across the entirety of the local area, rather than just those living in close proximity to the site. In addition, letters were sent to key stakeholders, including the local Ward Members and leaders of community groups and residents' associations, informing them of the exhibition and inviting them to attend.

Also, the event was advertised to attendees of the Council-lead Development Management Forum. Many of the audience at this event were very interested in the details of the scheme and are the individuals within the community that Fairview Estates (Housing) Ltd has sought to involve in consultation. It was emphasised a number of times that they could come along to the same venue the following Saturday and view the proposals in greater detail, as well as being provided with the opportunity to speak with representatives of Fairview Estates (Housing) Ltd and the wider project team on a one-to-one basis.

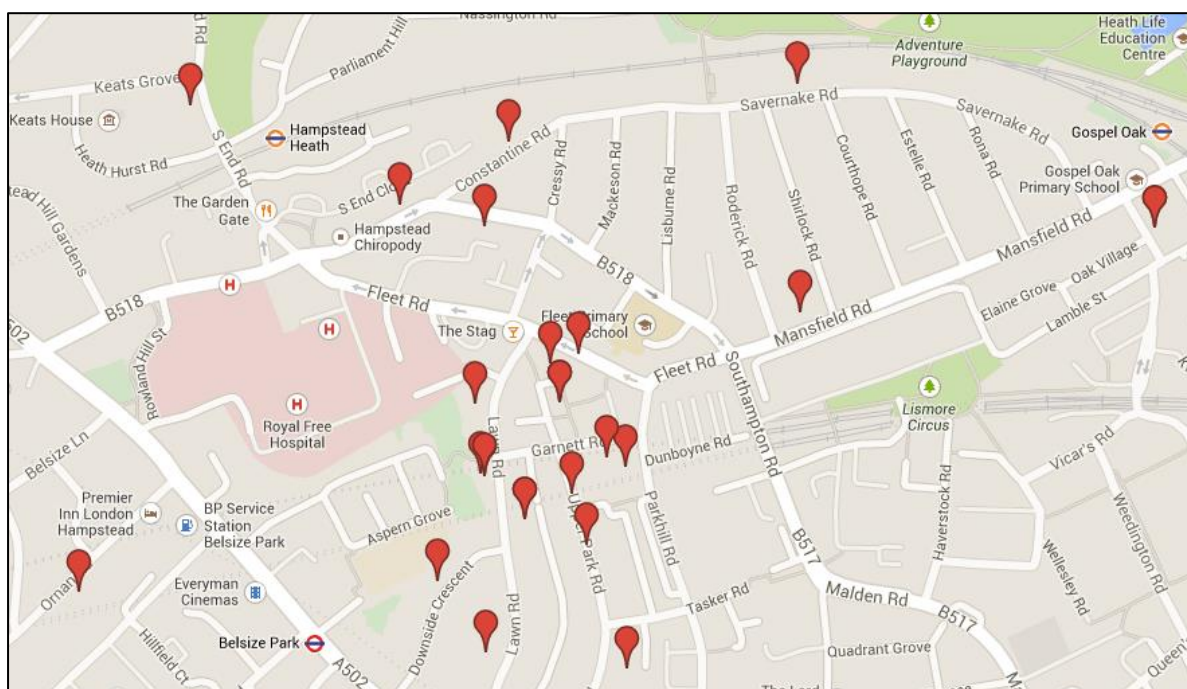
Map 2 details the location of those residents who attended the July exhibition and provided us with their address.

**MAP 1, DETAILING LEAFLET DELIVERY AREA (JULY)**





## MAP 2 DETAILING LOCATION OF ATTENDEES AND RESPONDENTS



ACTIVITY:	DATE:
Letters sent to key stakeholders inviting them to the exhibition.	18/07/2014
Exhibition leaflet delivered to 6,500 homes advertising the exhibition	19/07/2014
An article was published on the Camden New Journal's website about the development	24/07/2014

### ATTENDANCE

Whilst leaflets advertising the exhibition were delivered to approximately 6,500 homes in the local area, and letters sent to known stakeholders inviting them to the exhibition, there was a relatively low turnout with 25 people attending over the course of the event. One factor may be that the Council-led Development Management Forum held on the Monday prior to the exhibition had a very good turnout and where many of the main themes of the project were discussed in relative detail.

Also, having checked the addresses of those who attended, most resided within very close proximity to the site including Upper Park Road, Garnett Road and Lawn Road, Palgrave House and the Isokon Building. However, a small number of residents also attended from further afield, reflecting the wide and comprehensive delivery area.

### ONLINE CONSULTATION

A stand-alone consultation website, [www.FairviewLawnRoad.org.uk](http://www.FairviewLawnRoad.org.uk), was also established to accompany the exhibition and provide an additional opportunity for local residents and other stakeholders to express their views on the scheme. It went 'live' on the morning of Saturday 26<sup>th</sup> July and has been regularly updated since this date.

The consultation website contains information about the history of the site, showcases the exhibition boards from both exhibitions which residents can download, and contains an online feedback mechanism where comments can be sent to the project team instantly.

#### EXHIBITION BOARDS

10 exhibition boards detailed the progression of the site to date, and the project team ensured that the language used was easily accessible for attendees to understand and to then give constructive feedback.

The titles of the boards were as follows:

- Welcome
- The site
- Site and context
- Opportunities and constraints
- Proposal in context
- Proposed layout
- Proposed site layout
- Proposed ground floor plan
- Proposed materiality
- Landscape

These exhibition boards can be found in Appendix C.

#### FEEDBACK

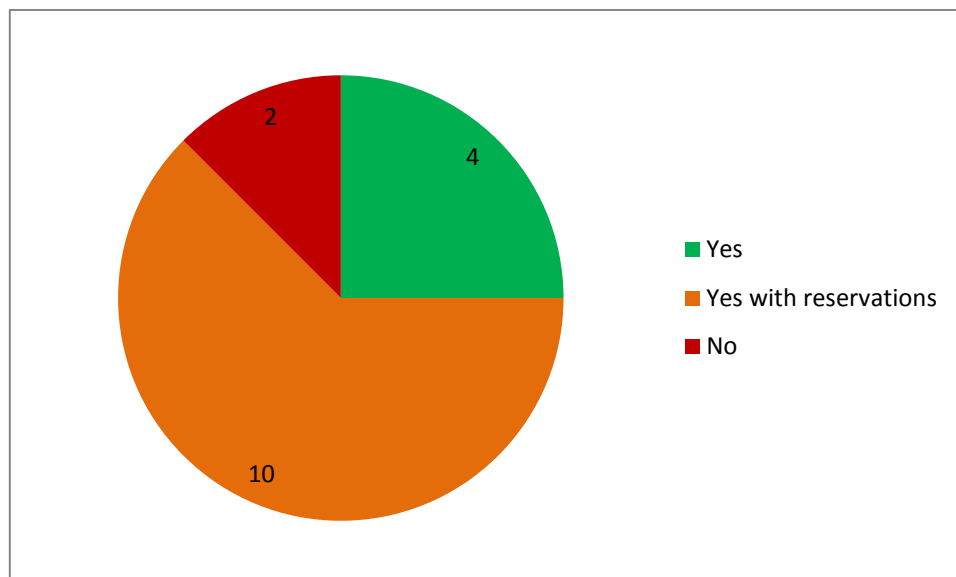
Each resident who did attend was provided with a feedback form (See Appendix B), along with a freepost envelope to either complete in situ, return to the project team via a freepost envelope, or through the stand-alone consultation website.

In total, following the July exhibition, 17 feedback forms were returned in total; eight on the day, three by freepost and six through the website. The verbal and written feedback that was obtained from residents who did attend was of a high quality, and provided a very good basis for which Fairview could then adjust their proposals.

The paragraphs below detail the questions asked on the feedback form and the responses received.

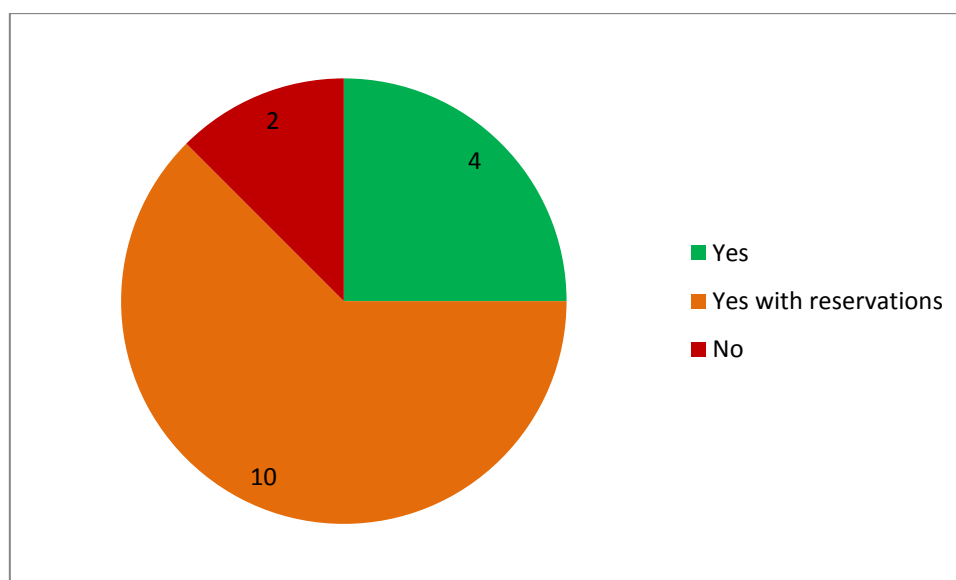
## INITIAL BREAKDOWN OF FEEDBACK RESPONSES BY QUESTION

**Question 1: Do you feel the re-development of this brownfield site would have a positive impact on the local area?**



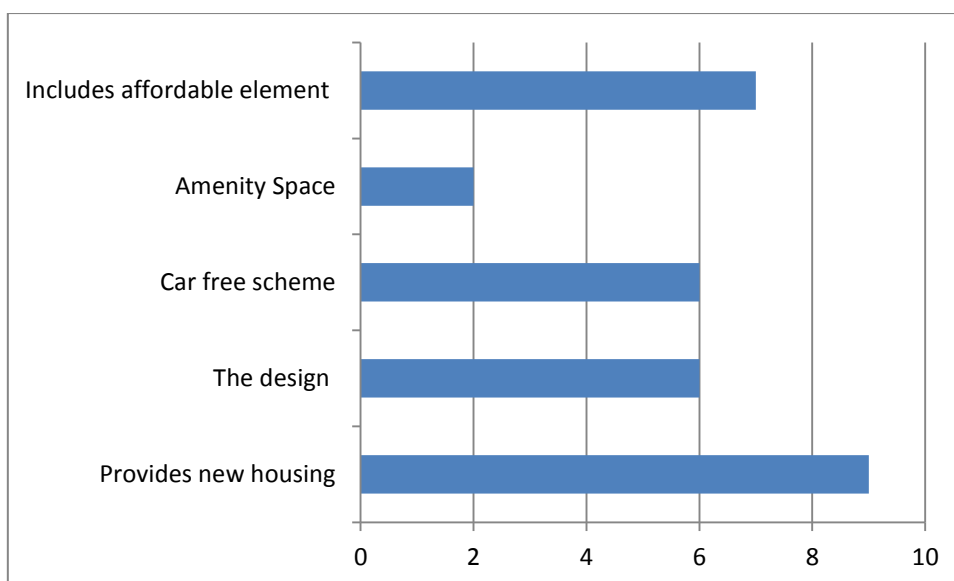
All feedback, except for two individuals was broadly positive, attendees were of the view that the development is likely to have a positive impact on the surrounding area.

**Question 2: Do you support the principle of a residential development of the Lawn Road site?**



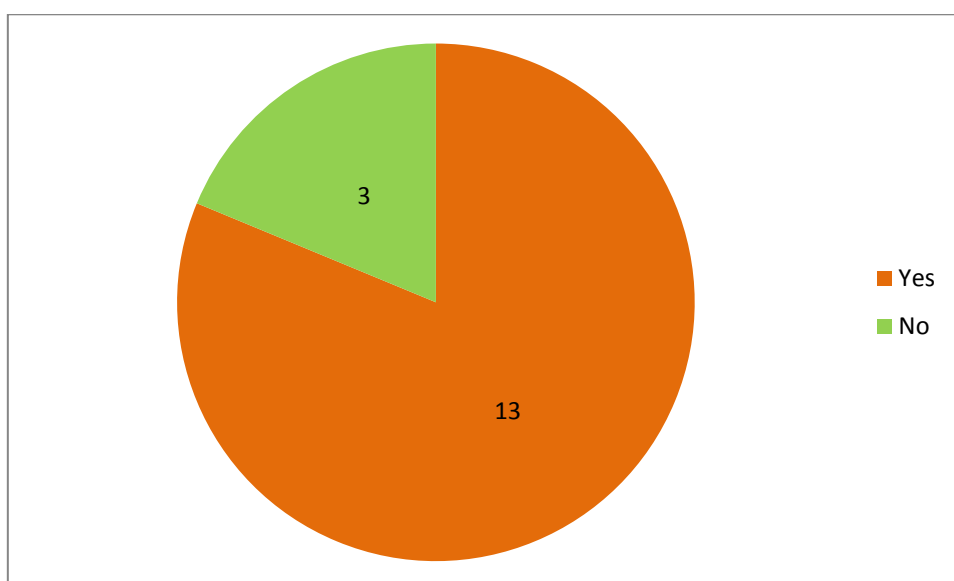
With the exception of just two respondents, attendees supported the principle of a residential development on the Lawn Road site, particularly if it was sympathetic to the local area.

**Question 3: What do you like most about the proposal of a residential development on the Lawn Road Site?**



Respondents seemed to respond well to the various elements of the scheme, most prominently that it provides new housing.

**Question 4: Do you have any concerns about the initial design proposals?**



Residents in the initial consultation did express concerns over the initial design proposals that were displayed.

On the whole the feedback provided during and after the July exhibition was fairly positive; the majority of residents did not hold objections to the principle of a residential development on the site; rather they simply have a few concerns, including:

- 1) Height of the building:** As expected, a number of residents expressed concerns relating to the height of the building, stating that seven storeys is too high to be in-keeping with the surrounding area. The associated issues with this were also discussed including blocking daylight from other neighbouring dwellings and the potential for overlooking.

Members of the project team at the event specified that the necessary studies were being carried out and the building had actually been designed so that it would not significantly disturb the flow of natural light.

- 2) **Density/unit numbers:** Although the exact unit mix for the Lawn Road site is yet to be determined, residents were very concerned that there could be 70 dwellings or more, which most thought was too great a number.
- 3) **Parking:** Parking seemed to be a major concern for existing residents. Despite the assurances that the wishes of Camden Council would ensure that this development would be car free, residents raised a number of questions about how this would work in practice. A lot of questions were raised about the impact of visitor vehicles to the site being able to park outside of the CPZ's operational hours. Some of the responses provided on the feedback forms may suggest that the concept of a zero-car development needs to be made clearer - there seems to still be some confusion about where residents will park, despite the fact they will not be entitled to spaces.
- 4) **Mosaic:** A number of consultees raised the issue of the mosaic which currently resides on one of the external walls on the existing community centre. Representatives from Fairview explained that there is an obligation to keep the mosaic on-site, however its exact location still remains undetermined.

The concerns that were expressed roughly related to the design of the building itself and in particular the height and impact of the building on the surrounding area. Residents also raised concerns about car parking, despite the fact that it would be a car-free scheme. An additional issue that was raised on a number of occasions referred to the fate of a mosaic which resided on one of the external walls of the Fleet Community Centre. Residents appeared to have great emotional attachment to the artwork and did not welcome the idea that it was going to be removed from the site.

## 4.2 SEPTEMBER EXHIBITION

### VENUE INFORMATION

The second public exhibition was held on 17<sup>th</sup> September 2014 at All Hallows' Church on Savernake Road from 2.30pm to 7.30pm. This had been a venue recommended to Fairview Estates (Housing) Ltd by Councillor Lorraine Revah as preferable for the community than the previous venue, WAC Arts Centre. Upon this recommendation from Cllr Revah, who clearly knows and understands the complexities of the area very well, arrangements were made with Reverend David Houlding to hold the exhibition in All Hallows' Church.



## ADVERTISEMENT

As the final planned public exhibition before the submission of a formal planning application, Fairview Estates (Housing) Ltd and Curtin&Co were keen to consult with as many residents as possible on these revised proposals.

Leaflets were hand-delivered to over 2,000 homes in the local area and a further 500 were hand delivered by Curtin&Co to the secure blocks of Garnett, Palgrave, Cayford and De Maurier House, as well as other accommodation blocks in the immediate Lawn Road area/Fleet Estate.

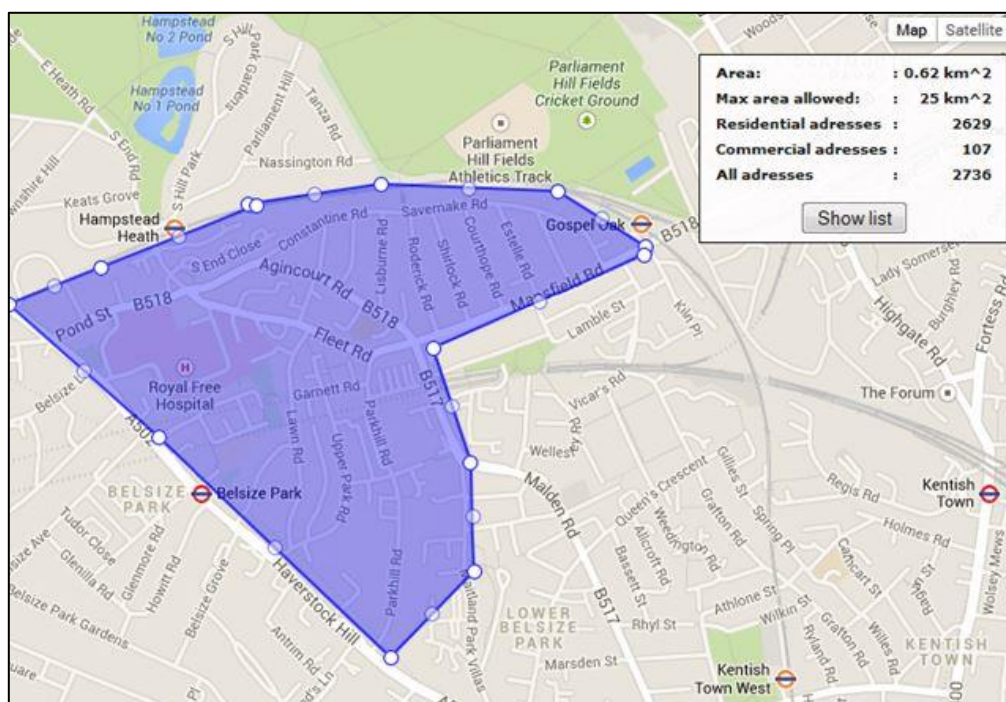
Furthermore, Curtin&Co displayed posters advertising the event in the entrance halls of the Palgrave House, Garnett House, Cayford House and De Maurier House. Posters were also displayed outside local shops, on community notice boards, outside of All Hallows Church and in Fleet School's noticeboard.

All identified stakeholders (as listed on p.7), and those who provided Curtin&Co with their contact details following the initial exhibition, were sent letters inviting them to the event. Face-to-face contact was also made a week prior to the exhibition with the chairs of the Palgrave and Cayford House Residents' Association to inform and encourage their attendance.

To ensure that publication was not only advertised through a leaflet or a formal letter, a quarter-page advert was placed in the Thursday 11<sup>th</sup> September edition of the Camden New Journal (see Appendix E).

The publication is understood to have a wide readership in the local areas and is highly regarded. This advert ensured that those who live further away from the site, and who may not have been included within the delivery area, also had the opportunity to attend.

**MAP 3, DETAILING LEAFLET DELIVERY AREA (SEPTEMBER)**



## EXHIBITION BOARDS

Nine exhibition boards detailed the progression of the site to date, and emphasised the changes that had been made to the scheme following previous feedback. The boards explained the essential information and included high-spec CGI images of what the site may look like from neighbouring buildings.

The titles of the boards were as follows:

- Welcome
- Scheme progress
- The proposed development: Lawn Road
- The proposed development: Upper Park Road
- The proposed development: Materials
- The proposed development: Landscaping
- Elevations
- Next steps

The exhibition boards can be found in Appendix G.

## ATTENDANCE

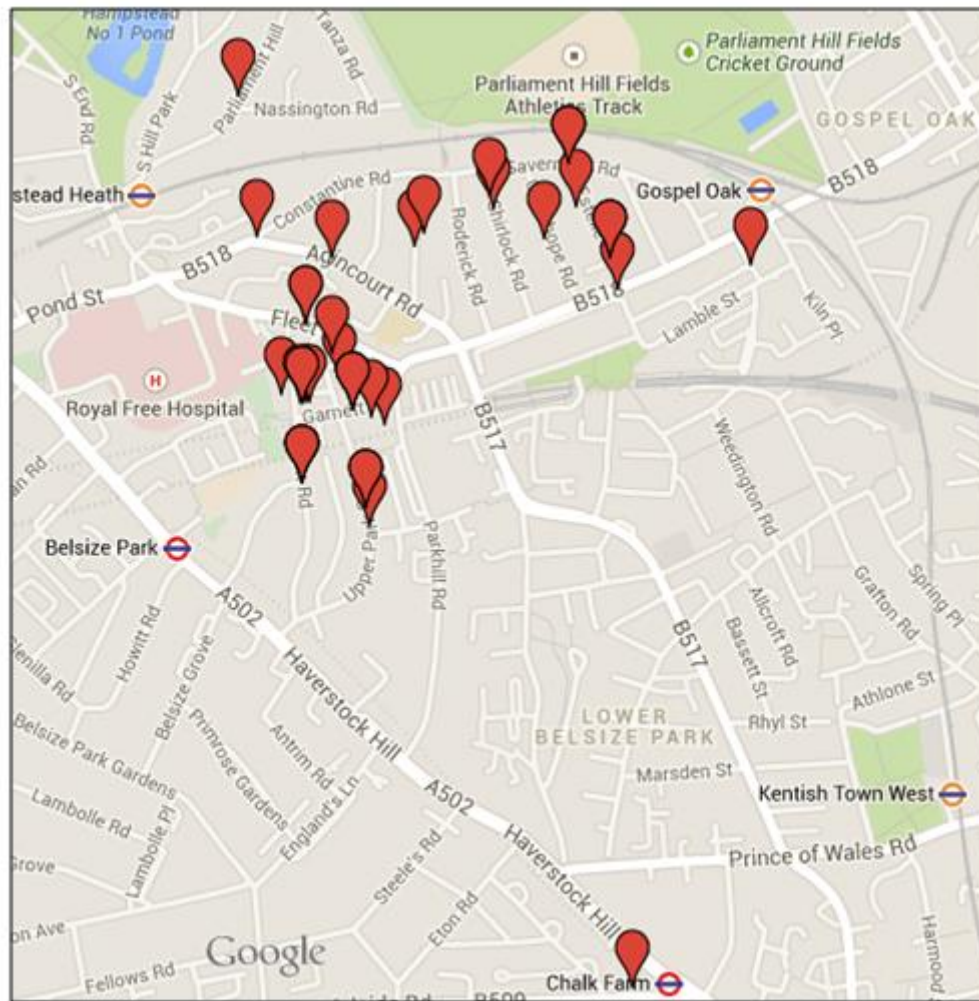
The comprehensive advertising efforts, combined with the change of venue recommended by Councillor Lorraine Revah, contributed to an increased attendance, with 82 local residents coming to the exhibition

Attendees included:

- Local Gospel Oak ward Councillor Lorraine Revah
- Chair of the QCCA Mick Farrant
- Ornella Raanaas and other members of the Garnett House Working Group
- Chair of Governors and a teacher of Fleet School
- The two Chairs of the Palgrave and Cayford House Residents Associations
- Representatives of the Lawn Road and Downside Crescent Residents Association

The map below details where the exhibition attendees came from.

**MAP 4, DETAILING THE LOCATION OF EXHIBITION ATTENDEES DELIVERY AREA (SEPTEMBER)**



#### FEEDBACK

In terms of the verbal feedback received, it was very positive. A number of residents said that they were delighted with the changes that had been made to the scheme, with one stating that “they were elated that Fairview had listened to their concerns, people hardly listen”. In particular, the re-location of the mosaic was particularly well received, along with the scaling down of the building. A lot more people seemed to welcome the site being regenerated, rather than remaining derelict.

Some concerns from the previous exhibition were voiced. This directly related to the issues of height and density, with some attendees maintaining that the building was too high for the plot of land and the associated sunlight/daylight issues were once again raised.

Representatives from the Cayford and Palgrave House Residents’ Association also appeared enthusiastic about the changes and requested that we arrange a meeting in October to discuss the matter further.

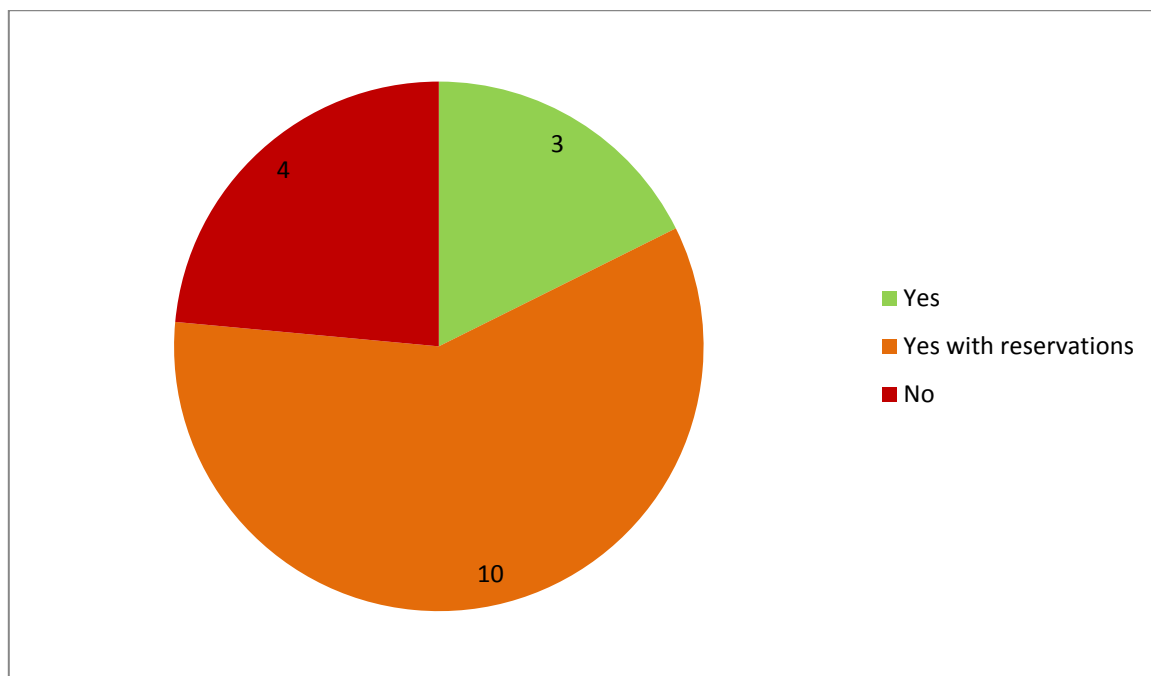
The Chair of Governors from Fleet School raised concerns about the ‘child yield’ from the development, but on the whole felt this was an excellent opportunity to introduce members of the project team and increases the chance of a meeting at a later stage.

It is worth noting that as of 29<sup>th</sup> September, only eight feedback forms have been returned – they were left with the project team on the day – and their comments are more balanced in their views of the proposals. However, the car-free element of the scheme and the associated concerns about parking no longer featured as a predominant concern which suggests that communication between the residents and Fairview Estates (Housing) Ltd has been successful, demonstrating yet another positive advancement in the consultation process.

Below are the feedback responses received.

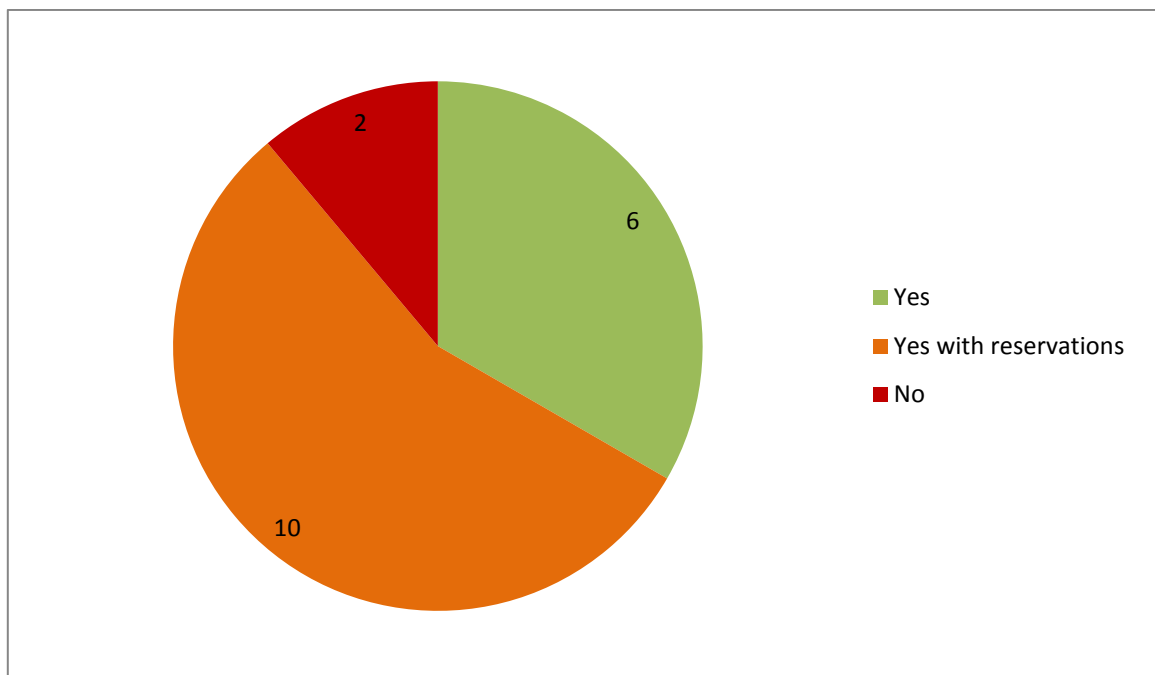
#### **INITIAL BREAKDOWN OF FEEDBACK RESPONSES BY QUESTION**

**Question 1: Do you feel the re-development of this brownfield site would have a positive impact on the local area?**



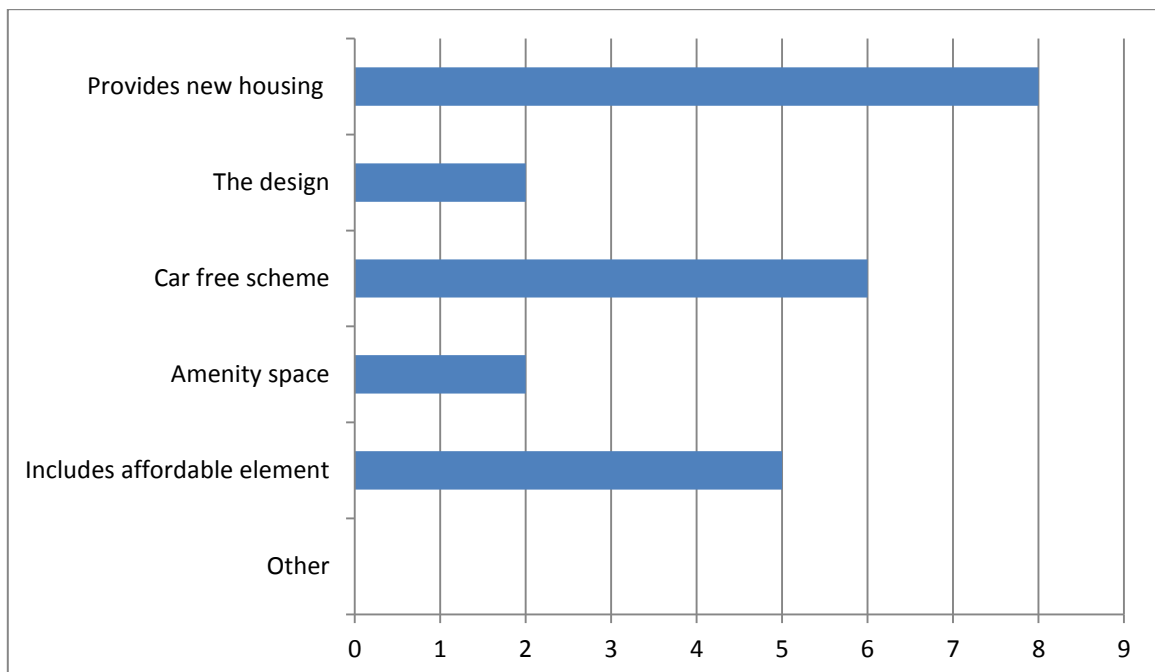
The majority of respondents view that the development is likely, on balance, to have a positive impact on the surrounding area. Out of the comments received a number did comment that it was significantly better than the design proposals that were presented before.

**Question 2: Do you support the principle of a residential development of the Lawn Road site?**



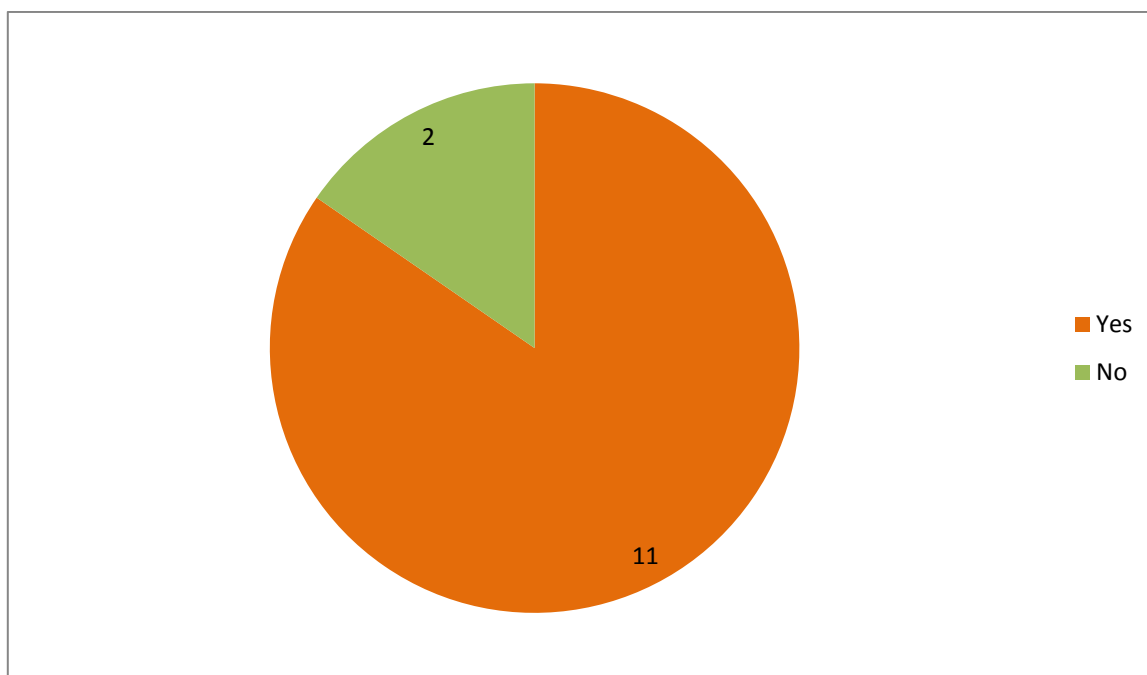
With the exception of just one respondent, most people supported the principle of a residential development albeit with reservations.

**Question 3: What do you like most about the updated design proposals?**





#### Question 4: Do you have any concerns about the updated design proposals?



Within the comments received accompanying the question, again the point was reinforced that members of the public liked that the design had been amended and that it reflected comments given earlier in the process.

#### ONLINE CONSULTATIONS

Fairview Estates (Housing) Ltd commissioned a stand-alone consultation website, which went live on the day of the initial public exhibition, Saturday 26<sup>th</sup> July. The website remains 'live', and allows visitors the chance to view the exhibition boards from the initial public exhibition in July and the second exhibition in September.

In addition, the feedback form was also made available through the online mechanism. It is widely accepted that in today's technical society it is often easier for individuals to communicate their views through online means. With this in mind, Fairview Estates (Housing) Ltd felt it was essential that an online feedback mechanism was made available in order to make it as easy as possible for residents to pass on their thoughts and views.

Extending the consultation to the use of the website not only ensures that residents could comment outside formal exhibition hours, but they had an opportunity to give feedback that wasn't bound by time. Once again, this demonstrates Fairview Estates (Housing) Ltd' genuine wish to encourage thorough consultation at [www.FairviewLawnRoad.org.uk](http://www.FairviewLawnRoad.org.uk).

32 Lawn Road, Gospel Oak

**Fairview**  
NEW HOMES Ltd.

Home

Exhibition Boards

Have Your Say

**Welcome to Our Website**

\*\*\*Following the initial July public exhibition, Fairview New Homes held a second exhibition on 17th September 2014 at All Hallows' Church on Savernake Road from 2.30pm to 7.30pm. You can view the exhibition boards from both the July and September exhibitions using the link on the left hand side. You can let us know your thoughts by using the online feedback form on this website by using the 'Have Your Say' button.\*\*\*

Earlier this year, Fairview New Homes purchased the building at 32 Lawn Road and the former Fleet Community Centre from the London Borough of Camden, as part of the authorities' Community Investment Programme.

Fairview's emerging plans are for approximately 70 new homes, which will include those available for private sale, as well as a provision for affordable housing through shared ownership and social rent. With the plans still at an early stage, we would like to hear your views prior to an application being submitted.

The plans for the site are still at a very early stage and an outline planning application is due to be submitted to the London Borough of Camden later this year. Prior to this application, Fairview New Homes would like to take this opportunity to invite the input of the local community, in order to ensure that any formal application will be based on the principles of localism and best reflect local needs, aspirations and the wishes of the community.

## 5.PROGRESSION OF IDEAS

Overall, this programme of consultation has been both comprehensive and responsive to the views of residents. Fairview Estates (Housing) Ltd have actively changed the content and design of their scheme on a number of fronts.

They include:

- The mosaic: Fairview Estates (Housing) Ltd is proposing to reposition the mosaic on the Upper Park Road façade so that the artwork remains on site, and is publicly visible.
- Reduction in scale: Fairview Estates (Housing) Ltd has sought to reduce the overall mass of the scheme as a result of consultation, through narrowing the footprint, increasing setbacks from the road edges, reducing the size of the attic storeys and their setback from the main elevations.
- Amenity impacts: In response to comments, Fairview Estates (Housing) Ltd has undertaken further analysis of the relationship of the proposed development with surrounding properties, leading to an increase in building to building distances, and reductions in the attic storeys.
- Landscaping: Fairview Estates (Housing) Ltd has increased the space on the site dedicated to landscaping, and is bringing forward a detailed landscaping scheme that will involve high quality, seasonable planting. The development site will be lined with new street trees and hedgerows.
- Design: Fairview Estates (Housing) Ltd have met regularly with officers from Camden Council and the plans have also been subject to two CABI design reviews. CABI were strongly supportive at the second design review.

## **6. POST SUBMISSION CONSULTATION**

Following the submission of a formal planning application, Fairview Estates (Housing) Ltd and Curtin&Co will seek to keep all local stakeholders informed of the progression of the application, and we will remain open to providing information to the local community and political representatives on the proposals.

## 7. APPENDICES

### 7.1 APPENDIX A – LIST OF IDENTIFIED STAKEHOLDERS

Name	Position & Organisation	Contact Details
Cllr Sarah Hayward (LAB)	Council Leader	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 5707 <b>Email:</b> sarah.hayward@camden.gov.uk
Cllr Julian Fulbrook (LAB)	Cabinet Member for Housing	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 1411 <b>Email:</b> Julian.fulbrook@camden.gov.uk
Cllr Phil Jones (LAB)	Cabinet Member for Sustainability, Transport and Planning	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 3663 <b>Email:</b> phil.jones@camden.gov.uk
Cllr Heather Johnson(LAB)	Chair of the Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 027 7974 1411 <b>Email:</b> heather.johnson@camden.gov.uk
Cllr Roger Freeman (CON)	Vice Chair of the Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 6391 <b>Email:</b> roger.freeman@camden.gov.uk
Cllr Theo Blackwell (LAB)	Gospel Oak Councillor and Cabinet Member for Finance	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 3899 <b>Email:</b> theo.blackwell@camden.gov.uk
Cllr Maeve McCormack (LAB)	Gospel Oak Councillor	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 6775 <b>Email:</b> maeve.mccormack@camden.gov.uk
Cllr Lorraine Revah (LAB)	Gospel Oak Councillor	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 6775 / 07798 846 584 <b>Email:</b> Lorraine.revah@camden.gov.uk
Cllr Simon Marcus (CON)	Councillor for Hampstead Town	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 3111




		<b>Email:</b> simon.marcus@camden.gov.uk
Cllr Tom Currie (CON)	Councillor for Hampstead Town	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 3111 <b>Email:</b> tom.currie@camden.gov.uk
Cllr Stephen Stark (CON)	Councillor for Hampstead Town	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 3111 <b>Email:</b> Stephen.stark@camden.gov.uk
Mick Farrant	Chair, Queen's Crescent Community Association (QCCA)	<b>Address:</b> 45 Ashdown Crescent, NW5 4QE <b>Tel:</b> 0207 267 6635 <b>Email:</b> info@qcca.org.uk
Manager	Gospel Oak Regeneration Team	<b>Address:</b> 6th Floor, Town Hall Extension, Argyle Street, London, WC1H 8EQ <b>Telephone:</b> 020 7974 5449, <b>Website:</b> www.camden.gov.uk/go-regen
Vinothan Sangarapillai	Committee Officer, Gospel Oak District Management Committee	<b>Address:</b> c/o Committee Services Section, Camden Town Hall, Judd Street, WC1H 9JE <b>Telephone:</b> 020 7974 5678 <b>Website:</b> http://search3.openobjects.com/kb5/camden/cd/service.page?id=ZYz_m8tk0fM
Manager	Gospel Oak Area Action Group	<b>Address:</b> Room 305, Camden Town Hall, Judd Street, London, WC1H 9JE <b>Telephone:</b> 020 7974 3200 <b>Website:</b> www.camden.gov.uk/areaactiongroups
Cllr Meric Apak (LAB)	Member of the current Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 6775 <b>Email:</b> meric.apak@camden.gov.uk
Cllr Danny Beales (LAB)	Member of the current Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 3899 <b>Email:</b> danny.beales@camden.gov.uk
Cllr Adam Harrison (LAB)	Member of the current Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 3111 <b>Email:</b> adam.harrison@camden.gov.uk
Cllr Jenny Headlam-Wells (LAB)	Member of the current Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 6775 <b>Email:</b> jenny.headlam-wells@camden.gov.uk

Cllr Sue Vincent (LAB)	Member of the current Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 3663 <b>Email:</b> sue.vincent@camden.gov.uk
Cllr Lazzaro Pietragnoli (LAB)	Member of the current Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 5730 <b>Email:</b> lazzaro.pietragnoli@camden.gov.uk
Cllr Richard Olszewski (LAB)	Member of the current Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 5730 <b>Email:</b> Richard.olszewski@camden.gov.uk
Cllr Phil Rosenberg (LAB)	Member of the current Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 5730 <b>Email:</b> phil.rosenberg@camden.gov.uk
Cllr Nadia Shah (LAB)	Member of the current Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 5730 <b>Email:</b> nadia.shah@camden.gov.uk
Cllr Abi Wood (LAB)	Member of the current Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 5730 <b>Email:</b> abi.wood@camden.gov.uk
Cllr Claire-Louise Leyland (CON)	Member of the current Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 3691 <b>Email:</b> Claire-louise.leyland@camden.gov.uk
Cllr Stephen Stark (CON)	Member of the current Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 5730 <b>Email:</b> Stephen.stark@camden.gov.uk
Cllr Flick Rea (LIB DEM)	Member of the current Development Control Committee	<b>Address:</b> Member Support, Town Hall Judd Street, London WC1H 9JE <b>Tel:</b> 020 7974 1411 <b>Email:</b> flick.rea@camden.gov.uk
Chair	Gospel Oak Neighbourhood Action Group (GO-NAG)	<b>Email:</b> gonag@gonag.org.uk



Secretary	Garnett House Tenants and Leaseholders Association	<b>Contact:</b> Secretary <b>Email:</b> jc@raanaas.com <b>Address:</b> c/o Garnett House, 24 Garnett Road, London, NW3 2XL
Secretary	Palgrave House Tenants and Residents Association	<b>Telephone</b> 020 7209 8918 <b>Address:</b> 12 Palgrave House, Fleet Road, London, NW3 2QJ
Secretary	Cayford House Tenants and Residents Association	<b>Address:</b> 17 Cayford House, Lawn Road, London, NW3 2XG
Beth Noakes	Secretary, Lawn Road and Downside Crescent Residents Association	<b>Address:</b> c/o 79 Lawn Road, London, NW3 2XB <b>Email:</b> bethnoakes@blueyonder.co.uk
Chris Fagg	Mansfield Conservation Area	<b>Phone:</b> 020 7267 9479 <b>Email:</b> cf@tmilttd.com The group meets bi-monthly at All Hallows Church, 1 Rona Road, London, NW3 2HY
Pat Newby	Secretary, Save Our Street (Fleet Road)	<b>Address:</b> 142a Fleet Road, London NW3 2QX <b>Email:</b> pat.newby@tiscali.co.uk
Blair Thomson	Headteacher, Fleet Primary School	<b>Address:</b> Fleet Rd, London NW3 2QT <b>Telephone:</b> 020 7485 2028 <b>Email:</b> admin@fleet.camden.sch.uk
Isobel Gaffney	Headteacher, Rosary Roman Catholic Primary School	<b>Address:</b> 238 Haverstock Hill NW3 2AE <b>Telephone:</b> 0207 794 6292 <b>Website:</b> www.rosary.camden.sch.uk/
John Hayes	Headteacher, Gospel Oak Primary and Nursery School	<b>Address:</b> Mansfield Road, London NW3 2JB <b>Telephone:</b> 020 7485 7435 <b>Email:</b> admin@gospeloak.camden.sch.uk <b>Website:</b> www.gospeloak.camden.sch.uk
Acting Sergeant Russell Kinson	Gospel Oak Safer Neighbourhood Police Team	<b>Telephone:</b> 0208 721 2015 <b>Email:</b> gospelaok.SNT@met.police.uk <b>Website:</b> http://content.met.police.uk/Team/Camden/GospelOak

## 7.2 APPENDIX B - LEAFLET ADVERTISING JULY 26<sup>TH</sup> EXHIBITION



### Review of the Lawn Road Proposals

Earlier this year, Fairview New Homes purchased the building at 32 Lawn Road and the former Fleet Community Centre from the London Borough of Camden, as part of its Community Investment Programme.

Fairview New Homes is committed to the principles of localism and values the input of the local community. As part of this commitment, Fairview is inviting local residents to attend this initial public exhibition offering the opportunity to comment and provide feedback on the emerging re-development plans.

Members of the project team will be on hand to answer any questions you may have.

**The full details of the exhibition are:**

**Where:** WAC Arts Centre, 213 Haverstock Hill, London, NW3 4QP

**When:** Saturday 26th July 2014 from 10am to 2pm

If you are unable to attend, from Saturday 26th July you can view the proposals and provide feedback through our consultation website at:

**[www.FairviewLawnRoad.org.uk](http://www.FairviewLawnRoad.org.uk)**

**Contact:**  
michaels@curtinandco.com  
Phone 020 7399 2291

A further exhibition, showing how the proposals have developed, is planned for September 2014.



### Lawn Road Public Exhibition

Thank you for attending our public exhibition. This is our first opportunity to show you the proposals for the development on Lawn Road and we would welcome your views on them.

For your comments to be validated and included in the consultation report, please fill out the 'About you' section. Your personal details will not be published in the report or passed to a third party.

#### About you:

Name: .....

Address: .....

.....Postcode:.....

Telephone Number: .....Mobile: .....

E-mail:.....

1. Do you feel the re-development of this brownfield site would have a positive impact on the local area?

☐ Yes

☐ Yes, with reservations

☐ No

Further Comments:

2. Do you support the principle of a residential development on the Lawn Road site?

☐ Yes

☐ Yes, with reservations

☐ No

Further Comments:

3. What do you like most about the current design proposals? (Tick as many as applicable)

☐ Provides new housing

☐ The design

☐ Car free scheme

☐ Amenity space

☐ Includes affordable element ☐ Other (please state below)

.....

**4. Do you have any concerns about the initial design proposals?**

☐ Yes

☐ No

Comments:

**5. If planning permission were granted for the residential development of the site, where do you think investment should be targeted in the local community, which would be part-funded by developer contributions?**

Comments:

**6. Please use the space below to let us know any other general comments you have about the current proposals**

Comments:

Thank you very much for your contribution.

You can leave this feedback form with us today by placing it in the feedback box or post it back to us using the FREEPOST envelope. You can also continue to view the exhibition boards following this exhibition on our consultation website, [www.FairviewLawnRoad.org.uk](http://www.FairviewLawnRoad.org.uk).

For more information please ring Michael Stanworth at Curtin&Co on 0207 399 2291 or send an e-mail to [michaels@curtinandco.com](mailto:michaels@curtinandco.com)

☐ Please tick this box if you want to be kept informed of the progress on these proposals.

Please ensure you have provided us with your e-mail address if you want to be kept informed about the progress of the development.



## Lawn Road, Camden Welcome

Fairview purchased 32 Lawn Road from the London Borough of Camden in 2014. The site was sold as part of the Council's Community Investment Programme, which involves the sale of surplus Council-owned land to secure new investment in Camden's schools, homes and community facilities. The disposal of the site for housing was agreed by Camden in April 2012.

Fairview is designing a new high-quality residential scheme with the current proposal containing 77 dwellings of various sizes.

This exhibition forms part of our ongoing consultation process and we are keen to canvass the opinion of the local community and interested parties. Following this exhibition, we will develop the scheme further with the Council and the Development Management Forum. Fairview will hold a further exhibition in September before the submission of the application in the autumn.

Once we have been granted planning permission, we intend to begin the construction and deliver the completed scheme as quickly and considerately as we can.



Site viewed from the North

**Fairview**  
NEW HOMES Ltd.

**jpa**

## Lawn Road, Camden

### The Site

The Government's National Planning Policy Framework promotes a positive approach to delivering developments that meet the needs of the area, including a requirement for the delivery of much needed new homes. The re-use of previously developed land is encouraged.

The existing site contains two buildings. Formerly a car park, the main building on the site currently accommodates seven part-vacant commercial units with unused and derelict playspace above and parking below. To the north of this building is a small unused community building, which was vacated by The Queens Crescent Community Association, who have now moved to the Weedington Centre.

Camden's planning policy protects against the loss of certain uses, including both employment and community uses, unless the building or site is no longer suitable or viable for those uses or, in the case of the community use, they have been suitably provided for elsewhere.

A significant proportion of the existing buildings are redundant and have been for some time. The buildings have been poorly maintained and are of a poor standard. They have become outmoded and do not provide the facilities necessary for modern business use.

Camden's policies identify housing as a "priority land use" for the borough, meaning that housing will be regarded as top priority when considering the future of unused or

underused sites. Fairview believes that the site offers a good opportunity to deliver this objective, creating a development that contributes to meeting housing need in the borough, and significantly enhances the surrounding townscape.



The existing buildings

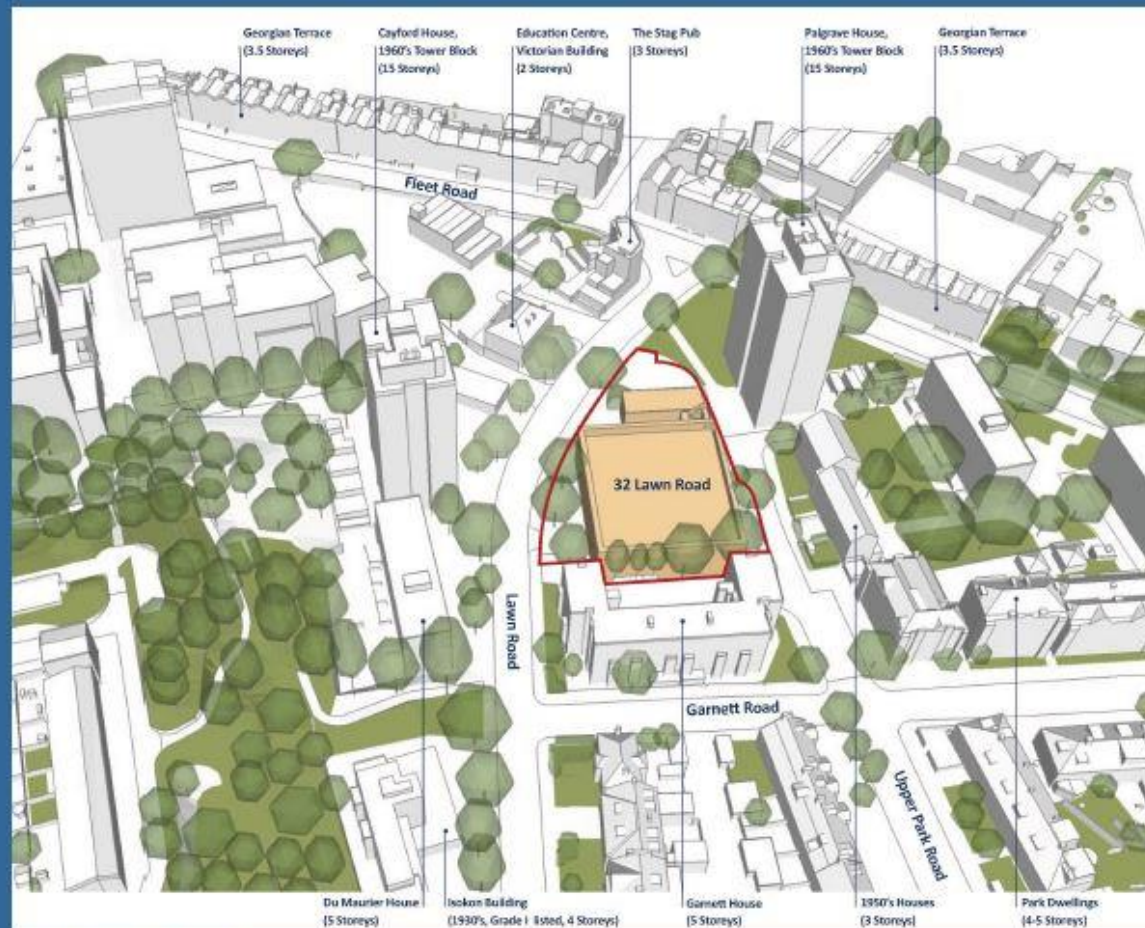


## Lawn Road, Camden Site and Context

The development must be influenced by its context, and should make a positive contribution to the townscape. The context of 32 Lawn Road includes important heritage assets, such as:

- Mansfield Conservation Area to the north
- Parkhill Conservation Area to the south
- The Grade 1 Listed Isokon Building

An analysis of context shows an eclectic mix of styles, periods, heights and materials surrounding the site. It is flanked by two 15 storey tower blocks and 3-5 storey 20th Century dwellings including Garnett House immediately to the south.



Site viewed from the South



## Lawn Road, Camden Site and Context



Villa block, Lawn Road



Along Fleet Road



The site, looking south



Villa blocks, East side of Lawn Road



Looking to site from Isokon Building



Site Context



Garnett House



Isokon Building



Upper Park Road, looking North

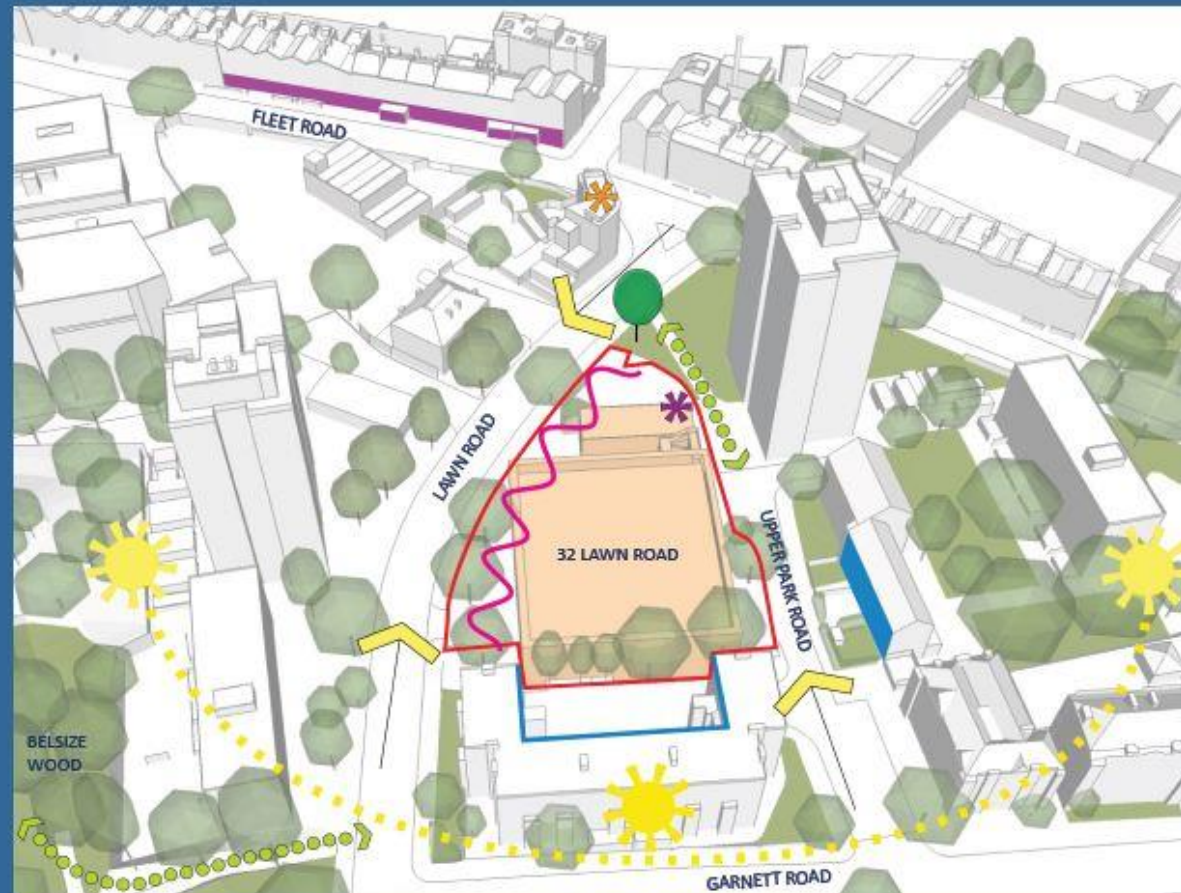


# Lawn Road, Camden Opportunities and Constraints

Drawing on the site context, Fairview has identified a number of opportunities and constraints that will shape the development going forward.

## Key

-  Local Shops
-  Focal Point
-  Important Landscape Feature
-  Mosaic
-  Footpath Connections
-  Property Backs
-  Sun Path
-  Key Street Frontage
-  Key View



Site viewed from the South

## Lawn Road, Camden Proposal in Context

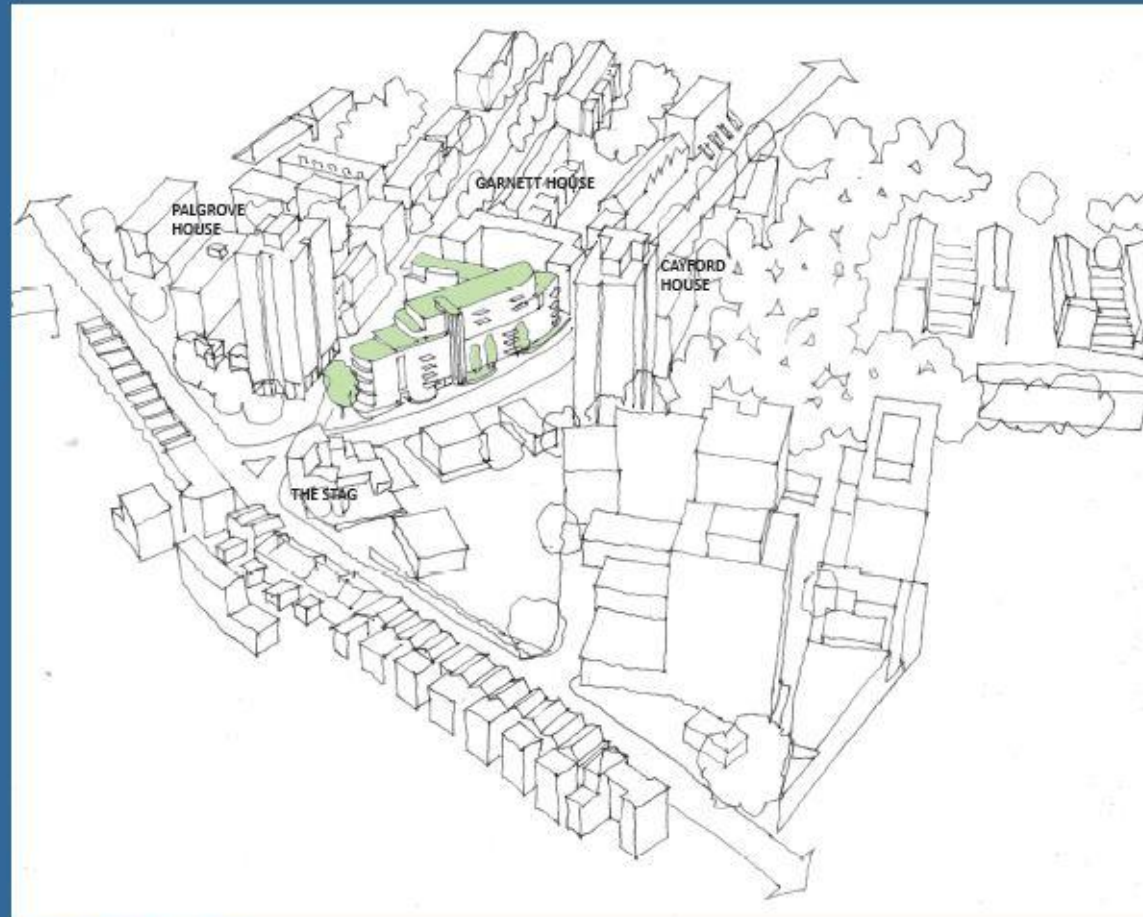
The proposed building follows the curve of Lawn Road and sits back from the edge of pavement to create a green edge.

It uses curved forms and a chalky masonry palette to pick up on the architectural theme of the Isokon building.

The building is five storeys at each end – to correspond with Garnett House to the south, and makes a strong 'prow' towards the north and Fleet Road.

The set-back attic storey rises up to seven storeys in the middle of the block, well away from neighbouring properties. Sunlight and daylight analysis has been carried out to ensure that the building's form doesn't compromise neighbouring buildings.

Due to the highly accessible location of the site, London Plan and Camden policy requires a 'car-free' development, except for disabled spaces. Cycle parking will be provided at 1-2 spaces per apartment.



Site viewed from the North



## Lawn Road, Camden Proposed Site Layout

1. The proposed layout enhances and allows fire access to the courtyard to Garnett House.
2. It keeps its distance from the lower buildings on Upper Park Road.
3. It maintains a landscaped set back along Lawn Road.
4. It creates a landscaped garden along Upper Park Road.
5. It creates a 'prow' at its northern edge facing towards Fleet Road.



## Lawn Road, Camden Proposed Ground Floor Plan



Site plan at ground level



## Lawn Road, Camden Proposed Materiality

The building grows out of a green skirt of hornbeam hedges, groundcover planting, columnar cedars and climbing hydrangea.

A pale chalky brick provides a robust and timeless treatment to the lower floors, sinuously following the curve of Lawn Road.

The attic storeys are finished in a similarly toned render breaking the scale of the building.

Bronze coloured metalwork and window frames lend a sense of refined elegance and offers a gentle nod to the neighbouring Isokon Building.



Isokon: a pale pink render



Pale chalky brick



Bronze coloured metal fins to balconies



Render to attic storeys  
Bronze coloured windows



View from Fleet Road



Upper Park Road Elevation

## Lawn Road, Camden Landscape



Ferns



Multi Stem Birch



Herbaceous Planting



Phoenix Garden, LBC

A garden in the heart of the city using wild informality as a contrast to the pure architectural form of the building. Creating a secure and private landscape for residents in an intense and complex landscape. Making a far-reaching contribution to the character of the surrounding streets by means of the scale of the new trees and the colourful massing of seasonal vegetation



Upper Park Road Courtyard Garden



Lawn Road Frontage and Roof Terraces



Hornbeam Hedging



Incense Cedar



Climbing Hydrangea



Timber Planters

Fairview  
NEW HOMES Ltd.

jpa





## Second Exhibition - Lawn Road Proposals

**Location:** All Hallows Church,  
Savernake Road  
NW3 2JP

Earlier this year, Fairview New Homes purchased the building at 32 Lawn Road and the former Fleet Community Centre from the London Borough of Camden, as part of its Community Investment Programme.

Fairview New Homes is committed to the principles of localism and values the input of the local community. As part of this commitment, Fairview held an initial exhibition in July. We are now inviting you to a second exhibition which will give you the opportunity to see how the plans have changed since July and provide further comment and feedback.

**The full details of the exhibition are:**

**Where:** All Hallows Church, Savernake Road, NW3 2JP

**When:** Wednesday 17th September from 2.30pm to 7.30pm

Members of the project team will be on hand to answer any questions you may have. If you are unable to attend, you can view the proposals and provide feedback through our consultation website at [www.FairviewLawnRoad.org.uk](http://www.FairviewLawnRoad.org.uk)

**Contact:**  
Phone 020 7399 2291  
[michaels@curtinandco.com](mailto:michaels@curtinandco.com)





## Second Exhibition - Lawn Road Proposals

Earlier this year, Fairview New Homes purchased the building at 32 Lawn Road and the former Fleet Community Centre from the London Borough of Camden, as part of its Community Investment Programme.

Fairview New Homes is committed to the principles of localism and values the input of the local community. As part of this commitment, Fairview held an initial exhibition in July. We are now inviting you to a second exhibition which will give you the opportunity to see how the plans have changed since July and provide further feedback.

**Location:** All Hallows Church,  
Savernake Road  
NW3 2JP


**The full details of the exhibition are:**


**Where:** All Hallows Church, Savernake Road, NW3 2JP

**When:** Wednesday 17th September from 2.30pm to 7.30pm

Members of the project team will be on hand to answer any questions you may have. If you are unable to attend, you can view the updated proposals and provide feedback through our consultation website, [www.FairviewLawnRoad.org.uk](http://www.FairviewLawnRoad.org.uk), from 17th September.







### Lawn Road Public Exhibition

Thank you for attending our second public exhibition. This follows our initial exhibition in July and today's exhibition boards show how the proposals have changed following your feedback.

We would welcome your further comments on these updated proposals.

For your comments to be validated and included in the consultation report, please fill out the 'About you' section. Your personal details will not be published in the report or passed to a third party.

**About you:**

Name: .....

Address: .....

Postcode: .....

Telephone Number: ..... Mobile: .....

E-mail: .....

**1. Do you feel the re-development of this brownfield site would have a positive impact on the local area?**

☐ Yes
 ☐ Yes, with reservations
 ☐ No

Further Comments:

**2. Do you support the principle of a residential development on the Lawn Road site?**

☐ Yes
 ☐ Yes, with reservations
 ☐ No

Further Comments:

**3. What do you like most about the updated design proposals? (Tick as many as applicable)**

☐ Provides new housing
 ☐ The design
 ☐ Car free scheme
 ☐ Amenity space  
☐ Includes affordable element
 ☐ Other (please state below)

.....

**4. Do you have any concerns about the updated design proposals?**

☐ Yes

☐ No

Comments:

**5. Please use the space below to let us know any other general comments you have about the current proposals**

Comments:

Thank you very much for your contribution.


You can leave this feedback form with us today by placing it in the feedback box or post it back to us using the FREEPOST envelope. You can also continue to view the exhibition boards following this exhibition on our consultation website, [www.FairviewLawnRoad.org.uk](http://www.FairviewLawnRoad.org.uk).

For more information please call Michael Stanworth at Curtin&Co on 0207 399 2291 or e-mail him at [michaels@curtinandco.com](mailto:michaels@curtinandco.com)

☐ Please tick this box if you want to be kept informed of the progress on these proposals.


Please ensure you have provided us with your e-mail address if you want to be kept informed about the progress of the development.

## 7.8 APPENDIX H – SEPTEMBER EXHIBITION BOARDS



# LAWN RD NW.3

## 32 Lawn Road, Camden



### Welcome

Welcome to the second public exhibition on the proposed redevelopment of 32 Lawn Road.

As you may be aware, the site has been disposed of by Camden Council as part of their Community Investment Programme, which is aimed at raising funds to invest in regeneration and community facilities in Camden.

Fairview believes the site offers a fantastic opportunity to deliver new housing to help meet local needs, in a proposal that will significantly enhance the surrounding townscape. We are proposing a high quality scheme set in landscaped grounds, comprising 76 dwellings of different sizes and including affordable housing.

In July 2014, Fairview presented their initial thoughts at our first public exhibition at WAC Arts and also met the local community at the Development Management Forum. Since then, we have met again with Council Officers and Design Council CABE, along with other representatives of the community. Our proposals are still developing, and we would welcome your further comments to help inform the scheme.

We aim to submit a planning application shortly and to continue discussions through the course of the application.

---

[fairviewlawnroad.org.uk](http://fairviewlawnroad.org.uk)



32 Lawn Road, Camden



## Scheme Progress

Fairview believes that understanding and responding to the views of the community is important. Our earlier discussions with you highlighted various issues, which we have sought to address as follows:

### Height and scale

- The upper 'attic storeys' have been substantially reduced and the setbacks increased
- We have reduced the width of the building and the scale of the building nearest Palgrave House and the flats and houses on Upper Park Road

### Privacy

- The distances between the new building and neighbours on Lawn Road and Upper Park Road have been increased
- We have looked at the internal arrangement of flats to limit overlooking

### Upper Park Road

- We have rethought the landscaping
- The mosaic will be displayed by an entrance into the building on Upper Park Road

### Htc

- The scheme proposes: 25 x 1-bed; 32 x 2-bed; 17 x 3-bed units
- Affordable housing will be provided in discussion with Camden Council

### Street views to help understand scheme

- We have developed the scheme around a number of key views which are presented in this exhibition



### Loss of trees and lack of garden space

- We have provided more open space and landscaping areas
- We will provide new tree planting on Lawn Road and Upper Park Road

### Car parking

- The scheme remains car free, as required by Camden Council and the Mayor of London

### Construction Impact / speed of building works

- Fairview operates a considerate builder policy and takes seriously the concerns of residents throughout the demolition and construction period to minimise nuisance.

[fairviewlawnroad.org.uk](http://fairviewlawnroad.org.uk)





32 Lawn Road, Camden



## The Proposed Development: Lawn Road



The building's northern edge forms a distinctive feature defining the end of Lawn Road, framed by the nearby tree.

The building reinstates the historic street pattern of Lawn Road and Upper Park Road.

New tree planting and landscaping within a generous front garden will enhance the setting of Lawn Road.

[fairviewlawnroad.org.uk](http://fairviewlawnroad.org.uk)





32 Lawn Road, Camden



## The Proposed Development: Lawn Road

We have designed the building to a similar height to Garnett House, stepping back the attic floors so that they will be largely hidden from view along Lawn Road.



Street tree planting will provide an attractive setting to the building along Lawn Road



Building sits comfortably within the street scene, continuing the scale of its neighbour, Garnett House

[fairviewlawnroad.org.uk](http://fairviewlawnroad.org.uk)



32 Lawn Road, Camden



## The Proposed Development: Upper Park Road



View north on Upper Park Road

The southern part of the building fronts onto Upper Park Road. The entrance provides an opportunity to display the relocated community mosaic.

Moving north, the landscaped garden will provide an attractive setting to the building and Upper Park Road.



Relocated mosaic

[fairviewlawnroad.org.uk](http://fairviewlawnroad.org.uk)



32 Lawn Road, Camden



## The Proposed Development: Materials

Lawn Road elevation



We propose to use materials familiar to the local area, mostly a light brick.

The base of the building is a light coloured brick. The setback 'atrium' storeys in a white render give the appearance of a lightweight structure on the upper floors.

To Lawn Road and Upper Park Road, we envisage low curved garden walls, behind which are landscaped gardens.



[fairviewlawnroad.org.uk](http://fairviewlawnroad.org.uk)





32 Lawn Road, Camden



## The Proposed Development: Landscaping

- More generous garden areas with a garden courtyard on Upper Park Road and front gardens along Lawn Road
- Communal planted roof gardens
- Street tree planting on Lawn Road and Upper Park Road
- Garden with semi wild planting, creating biodiverse landscape
- New garden space facing Barnett House



[fairviewlawnroad.org.uk](http://fairviewlawnroad.org.uk)



32 Lawn Road, Camden



## Elevations

West elevation to Lawn Road



East elevation to Upper Park Road



---

[fairviewlawnroad.org.uk](http://fairviewlawnroad.org.uk)



32 Lawn Road, Camden



## Next Steps



We would be grateful if you could take some time to let us know your thoughts on the schema.

You can provide your feedback by:

- Completing a feedback form at the exhibition
- Emailing Michael Stanworth at [michael@curtinandco.com](mailto:michael@curtinandco.com) or calling on 020 7399 2291
- Writing to us using the FREPOST envelopes provided or to:  
Curtin&Co  
299 Oxford Street  
London, W1C 2DZ
- Visiting [www.fairviewlawnroad.org.uk](http://www.fairviewlawnroad.org.uk)

Fairview wishes to continue talking to the community once the planning application is submitted.

Copies of the exhibition boards are available to download from our website. [www.fairviewlawnroad.org.uk](http://www.fairviewlawnroad.org.uk)

[fairviewlawnroad.org.uk](http://fairviewlawnroad.org.uk)

