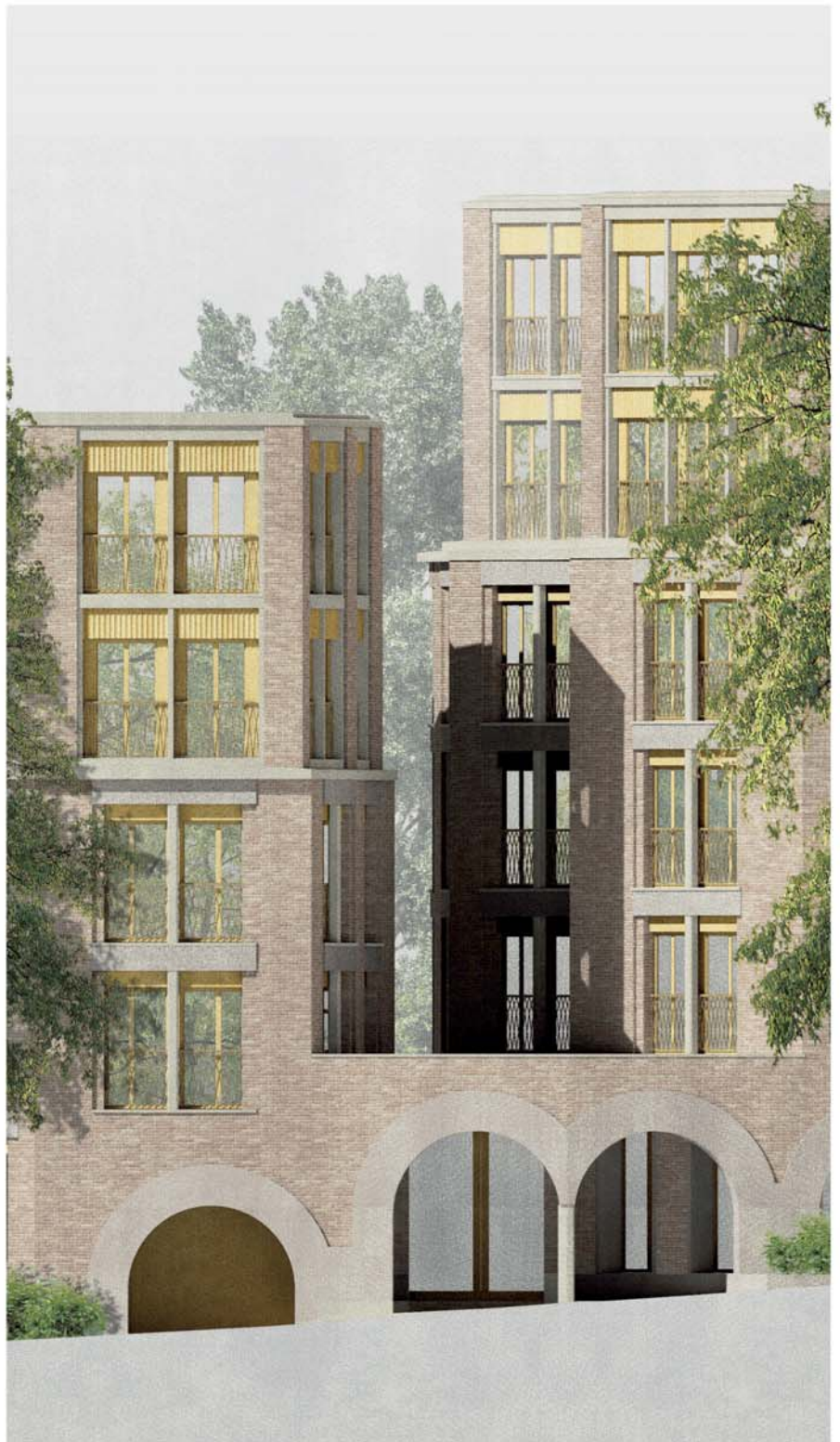


Fitzjohn's Avenue, NW3

Prepared for the London Borough of Camden

Statement of Community Involvement

A detailed planning application, submitted on behalf of PegasusLife to provide specialist living accommodation for older people



PegasusLife

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PegasusLife



1.1 This document outlines the approach and activities undertaken on behalf of the applicant, PegasusLife, to consult with local stakeholders and the community regarding the Proposed redevelopment of Arthur West House, 79 Fitzjohn's Avenue, Hampstead, Camden.

1.2 Specialist community relations consultants Keeble Brown were appointed to prepare, implement and manage the consultation programme.

2. Project Overview

PegasusLife is re-imagining retirement living. Employing the best award-winning architects, engineers, interior and landscape designers, the company is developing exemplar communities in desirable locations throughout Britain and Ireland.

2.2 In October 2014, PegasusLife finalised the purchase of Arthur West House on Fitzjohn's Avenue in Hampstead with a view to providing self-contained specialist living accommodation for older people. The site on Fitzjohn's Avenue is the second Camden scheme for PegasusLife – it is also proposing the redevelopment of Bartram's Covent on Rowland Hill Street.

2.3 PegasusLife has submitted a full planning application to Camden Borough Council proposing the demolition of the existing building and construction of new specialist accommodation for older people (*class sui generis*) comprising a mix of specialist accommodation for older people; communal facilities, including a restaurant/cafe, a health and well-being facility, communal lounge/library, guest suite and associated staff facilities. Also provided is a basement-level car storage, cycle and mobility-scooter parking for residents, visitors and staff; and a communal garden.

2.4 Further details on the proposals are found on the application drawings and in the Planning, Design and Access Statement submitted to accompany the planning application.

3. The Site – Context and History

3.1 The property, known as Arthur West House, is located at 79 Fitzjohn's Avenue in Hampstead within the London Borough of Camden approximately four miles north west of the City of London. It sits in the Frognal and Fitzjohn's ward. To the south of Hampstead is Camden Town and to the north is Golders Green. The closest station is Hampstead Underground station located 0.2 miles away. In addition, there is a wide range of bus services which serve the area providing routes into Central London. Hampstead Heath is located 0.7 miles north east of the property offering excellent recreational facilities. Shops restaurants and amenities can be found a short walk away in Hampstead Town.

3.2 The buildings surrounding the site are typical of the architectural style of Hampstead. In 1875 the development contract for Fitzjohn's Avenue was let and a number of prominent architects such as Norman Shaw built houses there for fashionable artists in the Queen Anne style. These confirmed Hampstead's avant-garde reputation and set the style for developments elsewhere in the village.

3.3 In the 1950s, 79 Fitzjohn's Avenue was occupied by Hyelm, an organisation founded in 1926 by the late Arthur J West who, realising a growing need, decided to provide a personal service accommodation club for young people moving to London to work or study. Funded mainly by grants from the Greater London Council, the original Victorian property on Fitzjohn's Avenue was demolished during the 1970s to make way for Arthur West House – a purpose-built development that went on to provide accommodation and facilities for up to 233 residents.

4.1 The importance of pre-application engagement is recognised in the Government's National Planning Policy Framework (NPPF), adopted in March 2012, which states that: "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).

4.2 In accordance with the NPPF, PegasusLife has undertaken meaningful engagement with the local community, to ensure that local people have the opportunity to be consulted on the proposals prior to the submission of a planning application.

4.3 The consultation programme has sought to identify and resolve any issues or concerns raised by local residents and key stakeholders, reflecting the Government's 'localism' agenda, including its fundamental ambition to empower local communities. Against this background, the objectives of this engagement strategy and programme are:

- To ensure that the local community, its representatives and key stakeholders are engaged in the plans at both the pre- and post-application stages;
- To demonstrate how feedback has been incorporated in the final proposals;
- To meet the requirements for pre-application consultation on major planning applications as set out in the Planning and Compulsory Purchase Act 2004 and supporting guidance, including the Council's Statement of Community Involvement and the Localism Act.

4.4 Effective community involvement should ensure that people:

- Have access to information;
- Can put forward their own ideas and feel confident that there is a process for considering those ideas;
- Can take an active part in developing proposals and options;
- Can comment on formal proposals;
- Receive feedback and information about progress and outcomes.

4.5 PegasusLife and its representatives are committed to fulfilling these principles and have undertaken an extensive consultation programme to engage with local stakeholders and the community throughout the development of proposals for the Fitzjohn's site.

4.6 A successful communications and consultation programme on a development such as Fitzjohn's must follow a methodology that can be easily communicated to, and understood by all stakeholders and members of the public. This document will set out how this was achieved for the proposed Fitzjohn's redevelopment.

CONSULTATION PROGRAMME

5.1 Upon appointment Keeble Brown spent time researching the local area and identifying the key local groups, residents, media and stakeholders.

5.2 The consultation programme aimed to involve and engage local representatives, stakeholders and the wider community in helping to shape and inform evolving proposals for Fitzjohn's Convent. This process has provided a range of opportunities and channels for detailed review and feedback.

5.3 The consultation programme was phased to ensure there was an opportunity for members of the public and stakeholders to inform the evolving design. It was important that the scheme was not presented as a 'fait accompli' so we wanted to have a range of different engagement opportunities, including one-to-one meetings, correspondence and public events.

The pre- and immediate post-application consultation activity is set out below:

- Pre-application meetings with Camden Council (28 August, 3 October, 7 October, 28 November)
- Emails sent to Ward Councillors (Gio Spinella, Siobhan Baillie, Andrew Mennear), and relevant portfolio holders, Phil Jones and Patricia Callaghan (September/October/November/December) – initial introductions, invitation to exhibition and follow-up, engagement ahead of submission of planning application
- Letters and emails sent to key local community groups – Heath & Hampstead Society and Hampstead Conservation Area Advisory Committee (September/November)
- Letter sent to Glenda Jackson MP (September)
- Two-day public exhibition at Arthur West House (7/8 October)
- Website launched with consultation materials – www.fitzjohnshampstead.co.uk
- Meetings with local residents: Dr & Mrs Lipman (The Dutch House) – 15 October, Mr & Mrs Booth (and other leaseholders at 3 Prince Arthur Road) – 27 October/10 December, Mr & Mrs Cave (16 Prince Arthur Road) – 15 October. Further meetings being arranged for immediate post-application period.
- Publication of the final scheme via the website, to local media and direct to stakeholders (December)
- Meeting with Glenda Jackson (4 December)
- Meeting with Gio Spinella (17 December)

6. Assessing the Need for Specialist Accommodation in Camden

6.1 PegasusLife commissioned a piece of research from Contact Consulting to look at the provision of age-specific accommodation across the borough of Camden. The report was provided in early July 2014. We used findings in the research in our consultation messaging, in our one-to-one meetings and at the public exhibition, to present the rationale for Fitzjohn's and to clearly articulate how it responds to a specific and growing need in the area. Given the PegasusLife offer is new to Camden we were aware of the importance of explaining the current situation and the role that Fitzjohn's can play in the provision of specialist accommodation in the borough.

6.2 The report concluded that there is substantial under-occupancy among over-65s in Camden and that specialist accommodation, such as Fitzjohn's, provides an opportunity to downsize, therefore freeing up housing stock in Camden (potentially up to 99 family homes).

6.3 Compared to national statistics, the proportions of people aged 65 and over in Camden are below the average (they make up around 10% of the area's population). However, the report asserted that unless more supported accommodation options for older people are delivered, there will be impacts felt in other parts of the community (health and social care services, for example).

6.4 Looking at the area as a whole, specialist facilities such as are being proposed at Fitzjohn's should be seen as part of the elderly 'care' solution in the borough and contributing to easing some of the growing pressures on essential care services.

6.5 Currently the retirement housing options are limited in Camden. At the time the research was carried out in the summer of 2014, there were just 47 units of retirement housing of all types for sale in the borough for a population of home owners of 75 and over of approx. 3,978.

6.6 Those having difficulty with one or more domestic tasks will increase from 9,861 in 2012 to 19,925 by 2020. A failure to manage these tasks often persuades people to move to a higher-care setting when their needs would be better met via a self-contained specialist accommodation like Fitzjohn's.

PUBLIC EXHIBITION

7.1 The site is located in a residential area so the primary focus for the public exhibition was to reach local residents who currently live and work within the vicinity of the Fitzjohn's site as these are the people most likely to be affected by the final scheme.

7.2 The public exhibition was held over two days on 7 and 8 October 2014 at Arthur West House, centrally located for people in Hampstead Town. The exhibition was open 3-8pm both days to allow people to come after work.

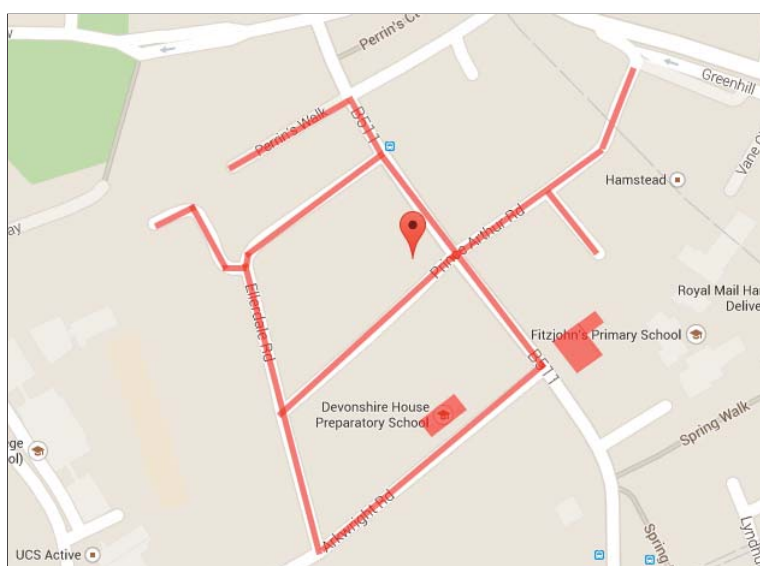


7.3 We created an exhibition, comprising a number of information panels and a large landscape/local context model to show the evolution of the design process pursued by the team led by Sergison Bates on behalf of PegasusLife. The panels explained the design influences that had resulted in the current approach and there were members of the design team and PegasusLife on hand to explain the design process and answer any

questions. We made it clear that the scheme on show was not a final scheme, but a clear indication of our design approach. We reminded all visitors that their feedback – positive and negative – was crucial at this important stage in the design process. The information panels can be found at Annex A.

8.1 PegasusLife is committed to engaging with the communities in which it proposes developments. The public exhibition in October was an important opportunity to engage with members of the public and stakeholders, so an appropriate level of publicity was required. In this section we set out the various methods of publicity employed for Fitzjohn's in the run up to the public exhibition.

8.2 Residential Leaflet Door-drop – we targeted the residential areas adjacent to the Fitzjohn's site with a leaflet to promote the exhibition. The Keeble Brown team identified the roads and streets we needed to reach and delivered approximately 500 leaflets to homes. The map above shows which roads were targeted.



8.3 A Publicity Leaflet was produced and delivered to the addresses as per the map on the previous page. Leaflets and posters were also distributed to the cafes and supermarkets around the site. The leaflet, shown below, promoted the date and time of the exhibition and its location.

8.4 A Website (see p9) was also developed to provide the public with information about the proposed scheme and to promote the exhibition. The website went live a week or so before the exhibition to coincide with the delivery of the promotional leaflets. Following the exhibition, the information panels were loaded onto the website. We were conscious that we needed to make the information available to those unable to attend the exhibition. The website was also updated ahead of the planning application being submitted.

Public Exhibition Fitzjohn's Hampstead



**Tuesday 7th October/
Wednesday 8th October**
3-8pm
 at
Arthur West House
79 Fitzjohn's Avenue
London NW3 6PA

You are invited to come and learn more about the proposals for Arthur West House – a development scheme is being prepared to provide new self-contained specialist accommodation for older people. Representatives from PegasusLife and the development team will be on hand to meet members of the public, listen to views and answer questions on the emerging scheme. Feedback gathered during this consultation will shape the final scheme.

www.fitzjohnshampstead.co.uk

PegasusLife



Fitzjohn's Hampstead



[WELCOME](#) [THE EMERGING SCHEME](#) [GET INVOLVED](#) [CONTACT US](#)

Welcome

PegasusLife is a business on a mission to fundamentally change the way retirement property is understood and delivered in the UK. The company began life 30 years ago as a medium sized operator in the sector, and over the last three decades has evolved to be an industry leader in the provision of retirement property in the UK. The company's central idea is that everyone, irrespective of age, shares the aspiration to live in a beautifully designed, socially inclusive environment, supported by first class services and maintenance regimes and specifically responding to the needs of older people.

In mid-October 2014, PegasusLife will complete the purchase of Arthur West House on Fitzjohn's Avenue, which is currently being vacated by the Hyelm Group. PegasusLife plans to provide self-contained accommodation for older people. Alongside the living accommodation, the proposed scheme will include a range of 'well-being' facilities, including a steam room, sauna, treatment and massage rooms.

A public consultation is underway to help shape the scheme ahead of a planning application being submitted to Camden Council in late 2014. This website provides the latest information about the scheme and the ongoing consultation activities. If you have any questions please get in touch via the Contacts section of this site.

The Emerging Scheme

The Fitzjohn's scheme is being designed by award-winning architects, Sergison Bates. Work is underway to create an appropriate scheme for the site, taking account of the local character of Hampstead and one that responds to the specific housing need in Camden.

As the scheme evolves we will update this section of the website. Currently, it is envisaged that the scheme will deliver in the region of 30 units of specialist living accommodation for older people. The scheme will include a range of 'well-being' facilities, landscaping and some parking for residents.

Get Involved

The first public exhibition for Fitzjohn's was held on Tuesday 7th and Wednesday 8th October at Arthur West House, 79 Fitzjohn's Avenue, Hampstead.

[Click here](#) to download the information on display at the exhibition (18mb PDF). If you have any feedback or comments about the scheme please contact Kate Hart via the contact details below.

Contact us

Keeble Brown is coordinating the public consultation for Fitzjohn's on behalf of PegasusLife. If you could like to get in touch please call Kate Hart on 0207 843 3120 / kate.hart@keebilebrown.com

8.5 Media Relations were undertaken to support the consultation. A press release was drafted and sent to the key local papers: the Ham & High and the Camden New Journal, ahead of the public exhibition and also ahead of the planning application being submitted. The first press release can be found at Annex B.

8.6 Personal Letters and Emails were also sent to stakeholders, local residents and community groups to promote the consultation. Stakeholders and politicians were invited to meet with representatives of PegasusLife and we also invited them to the exhibition in October – a list of the meetings and engagement activity is provided in Section 5 of this document. Ahead of the submission of the planning application, stakeholders, residents and politicians were once again approached. There was ad-hoc engagement with ward councillors to keep them up to speed with scheme developments. Substantial engagement was carried out with local residents on Prince Arthur Road, as this is the most sensitive road adjacent to the site.

9.1 The exhibition was an extremely useful exercise and helped us garner the views of key local stakeholders and residents. Key observations from the two-day exhibition can be found below:

- 27 people attended over the two days. While this is a relatively low number, especially considering the extensive leafleting we did (more than 500 addresses, plus local schools and posters in shops on the High Street), the ‘quality’ of those who attended was high. We had several of the residents from Prince Arthur Road attend, a number who live on Fitzjohn’s Avenue, one of the ward councillors (Siobhan Baillie), a rep from the local neighbourhood forum, and one lady who wears several ‘community’ hats including writing the ‘I Love Hampstead’ blog and a member of the Heath & Hampstead Society;
- Of nine questionnaires filled out during the exhibition, five stated they fully support the scheme and, two were unsure and only one completely opposed;
- Of those supporting, key quotes: ‘Very nice, will improve the amenities of the area.’, ‘Appreciate the care that the architect is taking over the design...’ One of the residents from Prince Arthur Road who supports the scheme flagged concerns about selling the apartments to investors and non-UK citizens. Several people who attended recognised the need for this sort of accommodation and welcomed the prospect of the scheme housing older people;
- There were a few concerns raised by those unsure or opposing: scheme is too big for the area, scheme will add to traffic problems, worries about basement development. A number of attendees, in the main those who live on Prince Arthur Road, said they were primarily concerned about the impact of demolition and construction.

9.2 We agreed to follow-up with these residents with face-to-face meetings after the exhibition to discuss the emerging construction management plan and evolving design.

MEETING RESIDENTS

10.1 A number of meetings with key stakeholders took place during the course of the consultation. The issues raised at these meetings are summarised below:

Construction Management – local residents on Prince Arthur Road have been keen to understand the detail of the construction management plan and how PegasusLife will mitigate the impacts of construction: noise, dust, traffic. In the face-to-face meetings and public exhibition, PegasusLife made it clear how it would approach construction management: Adoption of the Considerate Constructors Scheme; site community liaison officer in place to engage with the community and respond to concerns, evolving Construction Management Plan, refined in the coming months through collaboration with the community and stakeholders (via direct 1-2-1 engagement and Focus Groups); in-depth method statements to underpin all aspects of the demolition and construction; a range of specific mitigations to consider, such as a protective hoarding erected around the whole perimeter of the site to minimise dirt and dust and ensure works are carried out safely.

Daylight/Sunlight (Height) – some of the residents on the opposite side of Prince Arthur Road raised specific concerns about the height of the new building. The architects worked extensively to demonstrate the impact of the new building, specifically how the set-back upper storeys will minimise impacts on opposing properties.

Basement Car Park – some local residents were concerned about the potential risks of a basement car park, with some referencing bad examples of basement development elsewhere in the borough. Our engagement with residents emphasised the strict regulations that govern any basement development in Camden. We were also able to reassure residents on the reduced size of the basement, given the design of the car park.

Scheme in Keeping with the Character of Hampstead – a focus during the consultation was on the design approach adopted by the architects in order to respond to the architecture and character of the surrounding area. Sergison Bates looked carefully at design details in neighbouring properties: villa-style architecture, large bay windows, detailed brick work, and they sought to provide a contemporary interpretation of these details for the redevelopment of Arthur West House.

10.2 All the groups we reached out to throughout the consultation were approached ahead of the planning application being submitted and informed a final scheme was imminent. The website was updated ahead of submission to ensure stakeholders and the public could access the information.

11.1 The feedback received throughout the consultation process has helped to inform the redevelopment plans for Fitzjohn's and there has been some important design evolution to the proposals since the public exhibition in exhibited in the October 2014.

11.2 These changes are in direct response to the feedback from both the public consultation event and the one-to-one meetings PegasusLife has had with a number of stakeholders in recent weeks. The scheme also evolved as further design work was carried out following the initial consultation in October 2014.

11.3 The key modifications and design/scheme enhancements are as follows:

- Draft construction management plan has been prepared and is being discussed with key neighbours. This will continue in the coming months;
- Substantial landscaping to enhance the boundary definition between the site and its most immediate neighbours on Prince Arthur Road;
- Upper floors of the development stepped back further to reduce mass of the scheme.
- The massing has been adjusted to mediate with the neighbours in a better way. The positions of the rounded shaped bays have varied and contribute now to soften the relation of the proposed volume with the adjacent houses.

CONCLUSION

12.1 In line with national guidance PegasusLife has undertaken a programme of consultation to engage with local residents, political representatives and stakeholders on the proposals for the redevelopment of Arthur West House, Fitzjohn's Avenue in Camden.

12.2 The public consultation programme was focused around an initial public exhibition held over two days in October 2014, and ongoing discussions key stakeholders and residents.

12.3 The public exhibition in October attracted 27 attendees. This relatively low turnout was despite over 500 leaflets being distributed to the area around Fitzjohn's – both residential addresses, the local school and businesses.

12.4 Overall engagement with the community has been positive and stakeholders have responded well to the proposals for the redevelopment of Arthur West House. The consultations and the responses generated a range of issues for PegasusLife to consider. All the feedback was fully assessed and considered and PegasusLife is submitting a proposal to Camden Council that responds to the majority of concerns raised during the public consultation.

12.5 The proposal comprises specialist living accommodation for older people, spread over two 'villas', linked by an entrance area, with the tallest block rising to ground floor +5 storeys. The scheme is varied heights, which mediates with the variety of buildings adjacent to the site. There is an emphasis on the 'well-being' offer within Fitzjohn's – at the ground floor residents will find the well-being centre comprising a wellness reception, spa/hydrotherapy pool, salon/studio (nail and hair), dry salt inhalation room, crystal steam room, treatment room, poolside relaxation space, herbal sauna, stretch and floor exercise area and lounge. There is a basement car park.

12.6 There is a communal external courtyard, which will be an extension of the lounge, allowing for communal activity to spill outdoors in fine weather. The lower level garden is a visual amenity planted to look attractive when viewed from above. The high-quality trees along Prince Arthur Road and Fitzjohn's Avenue will be retained and further planting will create an enhanced green 'buffer'.

12.7 PegasusLife and its team have gone to great efforts to ensure that the proposed scheme is acceptable to the local community, as explained within this document. PegasusLife is committed to ensuring an ongoing dialogue with residents and stakeholders as the application goes through the planning process. It will keep all communication channels open and interested parties updated in the future.

Welcome

Welcome to this exhibition about the redevelopment of Arthur West House on Fitzjohn's Avenue in Hampstead.

Earlier this year, PegasusLife agreed to acquire the site with a view to creating a new development providing self-contained specialist living accommodation for older people. The aim is to submit a planning application to Camden Council this autumn. The scheme, designed by award-winning architects Sergison Bates, is presented here for you to review – your feedback at this stage will help shape the final scheme. Members of the project team are here to assist you and please remember to complete a questionnaire before you leave.

Information about the scheme and PegasusLife can be found at

www.fitzjohnshampstead.co.uk



- 1 Proposed development at Fitzjohn's Avenue
- 2 Proposed development at Woodbridge
- 3 Proposed development at Bedford's
- 4 Proposed development at Nature City

PegasusLife



Introduction to PegasusLife

PegasusLife is a business on a mission to fundamentally change the way retirement property is understood and delivered in the UK. The company began life 30 years ago as a medium sized operator in the sector, and over the last three decades has evolved to be an industry leader in the provision of retirement property in the UK.

The company's central idea is that everyone, irrespective of age, shares the aspiration to live in a beautifully designed, socially inclusive environment, supported by first class services and maintenance regimes and specifically responding to the needs of older people.

Well-being is at the heart of the PegasusLife offer. Social interaction is important for all of us, but perhaps more than ever later in life and our schemes reflect this. The creation of caring, safe and secure environments, which promote healthy living and wellbeing, lies at the heart of these plans. We aim to create close-knit communities through shared spaces, lounges and leisure areas.

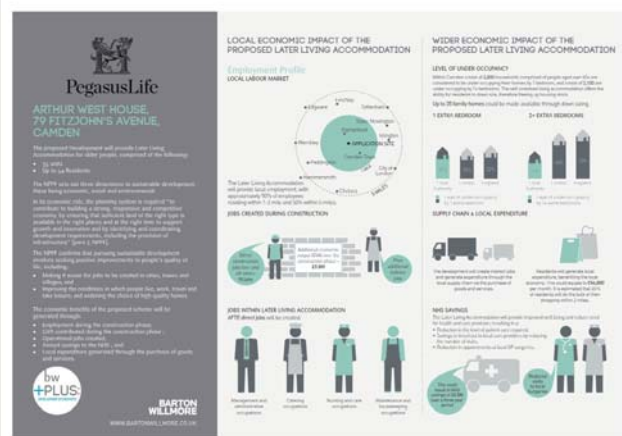


- 1 Proposed development at Woodbridge
- 2 Proposed development at Woodbridge
- 3 Proposed development at Bedford's

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Meeting needs within the community



The PegasusLife Fitzjohn's Avenue scheme will address a growing local housing need and deliver associated benefits to the community in Hampstead. This scheme will build on the contribution being made by a second PegasusLife scheme in Hampstead, Bartram's on Rowland Hill Avenue.

In Camden, those older people having difficulty with one or more domestic tasks will increase from 9,861 in 2012 to 19,925 by 2020. A failure to manage these tasks often persuades people to move to a higher care setting when their needs would be better met via a self-contained specialist accommodation.

Research shows that in the summer of 2014 there were just 47 units of retirement housing of all types for sale in the borough for a population of home owners of 75 and over of approx. 3,978.

The Fitzjohn's Avenue scheme will have associated benefits too, such as tackling the high under-occupancy in Camden, adding to the local economy, creating jobs and easing pressures on some NHS services. By offering older owner-occupiers a bespoke accommodation, this frees up their under-utilised family homes and also offers them a viable alternative to taking smaller apartments that would meet some of the needs of the young within the Borough, and therefore avoids this younger demographic being displaced from the area.

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Site considerations & assessments



For us, a scheme does not exist in isolation - a building must respond appropriately to what surrounds it.

Before any design work got underway, a full contextual analysis of the area in which the Fitzjohn's Avenue site sits was our first task. Understanding the surrounding area, its character and how the site interacts with adjacent buildings and areas is essential so that our design can respond to these things. This initial work was especially important for the Fitzjohn's site given its location in the Conservation Area.

The Fitzjohn's site is surrounded by a number of buildings with a range of scales. It occupies an imposing position on Fitzjohn's Avenue and its neighbours have very distinct and opposing styles. Our early work, taking account of the style and scale of our neighbours, helps ensure the scheme complements the existing character of the area.

The nearby buildings and the wider local context present some challenges but also significant opportunities.

PegasusLife has commissioned specialist consultants to carry out a number of surveys to inform the design of the scheme as it progresses, these are:

- Transport
- Heritage
- Ecology
- Utilities
- Views
- Topography

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Site considerations & assessments



The site lies outside of the original 1875-1885 development of Fitzjohn's Avenue, which ran from Swiss Cottage to a straight line up to the current bend in the road. This earliest development took the form of a wide, tree-lined avenue with individual villas set well back from the street and in their own grounds, giving a sense of openness and generosity. In the 1880s Fitzjohn's Avenue was completed through to Hampstead village and this part, which the site addresses, is less open in its character. Buildings are set closer together and much tighter to the street.



The large urban villas of Fitzjohn's Avenue forming part of the original 1875-1885 redevelopment have strong architectural features such as bay windows, canopies and gables with brick as the dominant material which is articulated in detail with stone and plaster entablatures, eills and lintels.



The presence of mature trees flanking roads and forming avenues is a defining characteristic of the neighbourhood. A sense of enclosure beneath the elevated canopies creates a particular spatial experience within the street. When looking obliquely along a street, buildings are seen in glimpses and fragments between the trees. They diminish the scale and mass of the large villas. The emerging proposals seek to retain and respond to the existing trees on the site. Trees which have been identified by the arboreal survey to be in poor health will be replaced with new trees such that the streetscape character is preserved.

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Site considerations & assessments



Fitzjohn's Road, designed by Richard Norman Shaw in 1874 and lived in by him until his death was described by Evence as 'so tall and 'craggy''. It exemplifies the complex forms and compositions of houses in the area. As the inventor of the so-called Queen Anne style, Shaw required unconventional proportions and details such as the long and tall sash windows in the bay windows and the use of plasterwork to unify bays on each level to create strong vertical forms and unify repeated windows.



Strong corners at plinth, intermediate and cornice levels contribute to unify the bay house forms into a single entity.

Looking obliquely along the facades of houses on Fitzjohn's Avenue, bay windows provide modulation to the lower register of the facades. Elaborated stone eills, lintels and mullion posts are integrated with brickwork to form a fully textural facade of interlocking elements.

The inventive detailing of brick through a diversity of coursing types, corbelling and colour variation gives the houses an ornamental quality and an enhanced feeling of material weight and texture.

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Key design principles

There are a number of important design features in the emerging Fitzjohn's scheme. These 'essential aspects' will give Fitzjohn's its identity and ensure the development works in architectural terms, considering the important context set out in the previous section.

- A scheme with varying heights, which mediates between its immediate neighbours and the surrounding context
- High quality and sensitively selected materials, taking inspiration from the adjacent architecture across Hampstead, while also providing a contemporary design response
- Approximately 35 accommodation units

- In apartment service provision. Light dining and communal lounge with active frontage. Internal communal lounge, designed to maximise the opportunity for both calm contemplation and social interaction
- A wellness centre, featuring treatment room, steam room, sauna, salt inhalation, treatment and massage rooms, alongside some domiciliary care facilities
- Shared external landscaped courtyard
- Private external space
- Natural light throughout the scheme
- Basement car parking



Massing models



Alignments and street view

Two massing volumes are proposed to replace the current sprawling single volume. Towards the front (street) side, these align themselves with their neighbours then adjust to provide focus at the corner of the site. The interlocking villa wall to the rear of the site, utilising the depth of the plot.

Green space

The space between buildings and road is important in place-making for the street as well as creating a sense of threshold and privacy to the apartments. There are a number of high quality trees on the site and the building has been positioned to ensure these are not compromised. In addition there are a number of low quality trees that contribute to the street scene and provide important screening to the building. These will be replaced as part of proposals.

The garden space to the rear of the site offers an important amenity to residents and is an integral part of the urban pattern. Here too, trees will provide important privacy and shade.

Form and bay window

The building volumes are adjusted through the introduction of strong, bold, like forms - reminiscent of the confident, historic buildings in the surrounding context. These are not pastiche copies, but instead contemporary interpretations that give the proposals a strong identity.

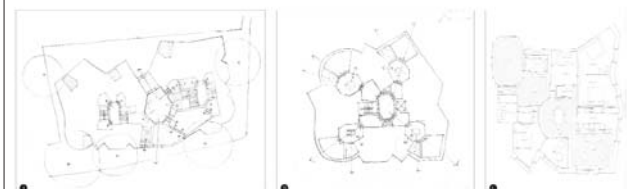
Stepback and roof

The upper volume is more simple in its form towards the street, appearing recessive from pavement. It steps back to reduce the massing and appearance of the new Villas when viewed from the public realm. This stepback provides space to be occupied by the canopies of the existing and proposed trees. The faceted plan shape of these upper levels, with facades which are not parallel to the street, created a roofline silhouette which is jagged a varying and which rhythm with the roofscape forms found elsewhere in the neighbourhood.

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Key design principles



Work in progress hand sketches and drawings

- Ground floor sketch.
- Typical floor sketch.
- Typical flat layout.
- Ground floor plan.
- Typical floor plan.
- Section through Prince Arthur Road.
- Section through Fitzjohn's Avenue.

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Landscape strategy

PegasusLife believe that a high quality environment is of great benefit to both the residents of the development and the wider community. The landscape design is closely related to the suite of wellbeing facilities encouraging residents to spend time outside, socialising and enjoying healthy lifestyles.

The high quality existing trees will be retained. Lower quality trees and those in poor health will be replaced to provide manageable greenery for future generations.

The frontages to Fitzjohn's Avenue and Prince Arthur Road will have a new low wall at the back of the footway. The space between this and the building will be a green buffer with shade tolerant plants. This is a traditional arrangement that will help to restore the character of the local streetscape.

The communal courtyard is an external extension to the shared lounge, allowing activity to spill out into the garden in good weather. The lower level garden is a visual amenity, planned to look especially interesting when viewed from above.

The large green roof on the southern building will be semi intensive, rich in wild flowers and attractive when viewed from the upper storeys of the north building. The brown roof on the north building provides ecological benefit in the form of self-seeded flora and the insect and bird life which will follow.

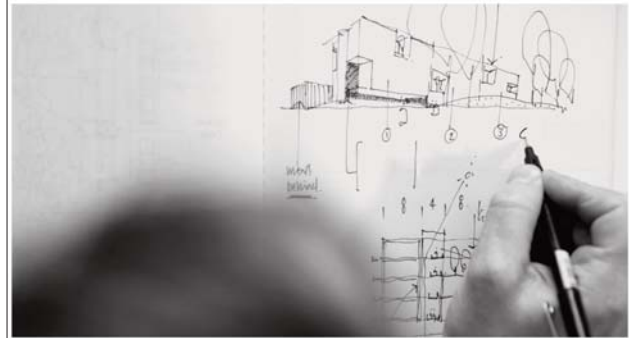


Computer generated images and photographs are indicative only.

PegasusLife



Construction management



PegasusLife is a responsible developer and it recognises there will be concerns among the local community about the impacts of construction, especially around sensitive sites such as Fitzjohn's. In order to effectively manage the construction process, PegasusLife carefully plans the works programme and will implement a range of mitigations to minimise any negative impacts on the local community.

These include:

- Adoption of the Considerate Constructors Scheme
- Site community liaison officer in place to engage with the community and respond to concerns
- Producing Construction Management Plan, refined in the coming months through collaboration with the community and stakeholders
- In-depth method statements to underpin all aspects of the demolition and construction
- A range of specific mitigations to consider, such as a protective boarding erected around the whole perimeter of the site to minimise dirt and dust and ensure works are carried out safely

If planning permission is secured, it is anticipated that work would begin on site next year. The build programme is likely to last for 18 months.

PegasusLife



Scheme images



View from Northern Approach down Fitzjohn's Avenue (with and without trees)



Computer generated images and photographs are indicative only.

PegasusLife



Scheme images



View from Prince Arthur Road, junction with Fitzjohn's Avenue (with and without trees)



Computer generated images and photographs are indicative only.

PegasusLife



Scheme images



View of the entrance from Prince Arthur Road.



Computer generated images and photographs are indicative only.

PegasusLife



The Fitzjohn's Hampstead team

PegasusLife has created a bespoke team of specialists for the Fitzjohn's Hampstead scheme. This team has worked together to create the scheme which you see here today. Each specialist consultant has substantial experience of development in London, and many have experience of working in Camden.

The team includes the following:

Sergison Bates architects^{LLP}

Architects

**WOODS
BAGOT**

Interior designers

Camlins

Landscape architects

S Symmetrys Limited
Consulting Structural Engineers

Structural and civil engineers

gleeds^{CS}

Project and cost management

WSP

Fire engineers

Tibbalds
planning and urban design

Planning consultants

KB
KEEBLE BROWN
MOORE & LINDSAY
KEEBLE BROWN

Community engagement consultants

MAX FORDHAM

M&P (Mechanical, Electrical, Plumbing engineers),
Sustainability and Acoustics.

PegasusLife



KEEBLE BROWN

PegasusLife
Press Release
FINAL FOR ISSUE
29 September 2014

**VIEWS SOUGHT ON PROPOSED NEW DEVELOPMENT ON FITZJOHN'S AVENUE IN
HAMPSTEAD**

The developers of Arthur West House on Fitzjohn's Avenue in Hampstead will seek views from the local community at a public consultation event on **Tuesday 07 October** and **Wednesday 08 October 2014**, when they will set out their redevelopment vision for the site.

PegasusLife are buying the site with a view to providing self-contained specialist living accommodation for older people. The scheme proposes to replace the existing building with a high quality development designed by the award winning architects Sergison Bates.

Alongside the living accommodation, the proposed scheme will include a high quality and exclusive resident facilities such as a lounge, a concierge and a healthy living centre including treatment rooms for care, such as physiotherapy.

Forecasts suggest that the number of older Londoners will soon be increasing at more than double the rate of the capital's population as a whole, and research has shown that there is a particular need for more specialist accommodation within the Hampstead area. In particular, there is a lower than average provision of leasehold retirement supported housing, which in turn exacerbates the shortfall of suitable retirement accommodation across the board.

PegasusLife is a specialist developer with an ambition to re-invent how retirement housing is designed and delivered. In addition to the Fitzjohn's Avenue site, they are also taking forward a second scheme in Hampstead, which proposes a development on the site of the disused Bartram's Convent on Rowland Hill Street.

The public consultation for the Fitzjohn's Avenue scheme will be held at the **Arthur West House, 79 Fitzjohn's Avenue, Hampstead between 3:00pm – 8:00pm on Tuesday 07th and Wednesday 08th October.**

The project team will be on hand to meet members of the public, discuss work undertaken to date and present the current scheme design. Crucially, this will be an opportunity for the community to comment on the vision for the site. Feedback from stakeholders, including residents groups and interested parties, is important as the scheme design is finalised. A planning application will be submitted to Camden Council later in the year.

Richard Mortimer, Development Manager from PegasusLife, said:

"We are looking forward to meeting members of the public and discussing our vision for Arthur West House in Hampstead. Our scheme will breathe new life into this site and importantly will meet a specific accommodation need in the local area. We are keen to get the plans right and so engagement at this stage is vital."

END

For more information please contact Anne-Marie Batson at Keeble Brown at anne-marie.batson@keeblebrown.com / 0207 843 3085

Following the exhibition information will be placed on the scheme website: www.fitzjohnshampstead.co.uk