

**32 Jamestown Road
Camden
London NW1**

London & Regional Properties

**Consultation Statement
December 2013**

George Cochrane Associates Ltd

Introduction

This statement, produced on behalf of London & Regional Properties (The Applicant), is an outline of the consultation activity undertaken to support the application for the proposed refurbishment of 32 Jamestown Road in the London Borough of Camden.

The Applicant has been committed to ensuring residents are fully informed about the proposals prior to submission. The consultation programme for the project was initiated in May 2012.

Policy Context

The strategy adopted will be in line with national government policy as enshrined in the “Community Involvement in Planning: The Government’s objectives” and the National Planning Policy Framework have been referred to throughout the process as has local planning guidance. The engagement process has also followed local guidelines; meeting the requirements of the London Borough of Camden.

In their Statement of Community Involvement, revised in July 2011, the council strongly encourages pre-application advice and pre-application consultation for major, or potentially controversial, proposals as this provides an opportunity for local communities and stakeholders to raise any issues directly with the applicant and influence their proposals.

The present Government has introduced comprehensive reform of the planning process with particular reference to the role that local people will play within it. The proposals place emphasis and obligation on the Applicant of major development schemes to consult prior to submitting an application. The National Planning Policy Framework 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;*
- *They (Local Authorities) should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community before submitting their applications; and*
- *The more issues that can be resolved at pre-application stage, the greater the benefits.*

The Localism Act 2011 proposes a new requirement on prospective applicants to consult communities prior to the submission of planning application. This is yet to come into force but will require that:

- *prospective applicants/developers must consult communities and make arrangements for publicity before submitting certain planning applications, having regard to any advice that their local planning authority may provide;*
- *they must consider any responses that they receive before they finalise their proposals and submit their applications; and*
- *when submitting their applications they must provide evidence of how they have consulted the local community, what comments they have received, and how they have taken those comments into account.*

Consultation Activities

It has been the Applicant's ambition to ensure that local residents, commercial occupiers on Jamestown Road and relevant Amenity Groups are fully aware and informed about the proposals prior to submission. Thereby providing the opportunity for them to discuss the proposals directly with the applicant or to request greater details.

The applicant has implemented a three-phase consultation strategy:

1. Camden Town with Primrose Hill ward Councillors – the three ward councilors have been offered a briefing on the proposals to give them the opportunity, as the elected representatives of the area, to have an input into the proposals. Appendix 1 contains a copy of the letter sent to Councillors Callaghan, Naylor and Pietragnoli.
2. Regents Canal Conservation Area Advisory Committee – as the principal conservation organisation for the Regents Canal in Camden, this group has been consulted. The Chair was briefed about the proposals on 13 June 2013 and a presentation to the full committee is scheduled for their meeting on 27 June 2013.
3. Local Residents and commercial occupiers on Jamestown Road. 100 letters (a copy of which is in Appendix 2) have been hand delivered to neighbours along Jamestown Road. This includes the Facilities Manager of the adjoining commercial buildings including the neighbouring Holiday Inn, the Ice Works as well as the public house and the offices opposite to 32 Jamestown Road. All residential addresses were provided with a copy of the letter from Oval Road up to and including The Glass House.
As a result of these letters and subsequent communication, there have been consultation briefings / meetings held with both the Holiday Inn and the Iceworks – both the Freeholder and the representative of the commercial occupiers.

Consultation Responses

Through the implementation of the consultation strategy, there have been the following responses:

1. A briefing took place with one of the Ward councilors and there was a positive response to the proposal and the design. The proposed building was considered an improvement on the existing building. The uniqueness of the design with the grey brick was felt would be a positive contribution to the area. The new height of the buildings was not considered an issue and the set-back of the upper storeys avoided any detrimental effect on views down the canal.
2. There has been a dialogue with the Regents Canal Conservation Area Advisory Committee. An initial briefing of the Chairman 13 June 2013 was followed by a formal presentation to the Advisory Committee on 27 June 2013. The Committee raised a number of issues of concern with the Applicant, which has resulted in some design evolution to address the issues that were raised.
The concerns relate specifically to the canal side elevation: the location of the balconies, the cornice line and the colour of the brick.
The Committee thought that there was an unevenness of the elevation that needed to be addressed. Revisions were made to the design and these have been submitted and are now approved.
The Committee felt that the cornice line needed to be adjusted to be more in harmony with the surrounding buildings. The design of the cornice has been adjusted and the Committee has now approved the revision.

There was also a question about the choice of brick both colour and size, but further discussions have resolved this issue.

In summary the design has been adjusted to respond to the points made by the Advisory Committee. The cornice line was seen as the major concern to be addressed, which has been amended accordingly to the Committee's approval and there was no concern about the height, bulk and massing of the proposed building.

3. Following the distribution of the letter to neighbouring buildings and residents, there has been one response from an adjoining resident who expressed concern about the impact of the new building and in particular the alignment of the elevation and proposed balconies on his property. Images and information have been supplied by both the Applicant and the architects with the aim of clarifying the position.
4. On 14 October, a meeting took place with the Tasneem Buiternijk, the manager of the Holiday Inn and Justin White, their architectural adviser. At the meeting the holiday Inn raised a number of concerns about the proposed new design for 32 Jamestown Road and the following agreements were made:
 - Projecting balconies – It was decided to omit the projecting balcony proposed at third floor level, which appeared to cause the greatest concern in terms of views along the canal. Privacy screens were introduced to the projecting balconies at floors 2 and 3 to prevent direct views to/from the Holiday Inn.
 - Terraces/Overlooking –in order to maintain privacy for the guests of the Holiday Inn and residents of 32 Jamestown Road, privacy screens at the edge of terraced areas were introduced to prevent direct views and provide a degree of acoustic attenuation.
 - Construction noise – ways will be explored to mitigate construction noise by using quieter techniques and there will be close liaison with the hotel throughout to agree times at which noisier works could take place without affecting critical hotel activities.
 - Scaffolding – As a considerate constructor, the security of the scaffold will be maintained. There will be liaison with the Hotel to ensure that the appearance of any scaffold adjacent to the Holiday Inn will have a positive visual impact.

There has been a subsequent meeting with the Holiday Inn in December 2013 and plans and computer-generated images have been sent to the hotel and their agents. Follow up meetings have been arranged in the coming weeks.

5. Meetings were held with both representatives of the commercial occupiers and the residential freeholder of the neighbouring Ice Works. Principal concerns were not dissimilar to those raised by the Holiday Inn with many issues related to balconies and potential invasion of privacy for residents. The amendments made to the balconies and the introduction of the privacy screens by the Applicant will address both privacy and security concerns. Residents also were concerned about the additional height to the building and the impact on The Iceworks, the design in the context of the surrounding area and the approach that will be adopted by the contractor to minimise potential disruption during construction works for residents and occupiers and for the historic "ice well". Other issues raised related the proposed reduction in car parking numbers to current levels and the impact this will have on Jamestown Road and the impact of relocating the plant to the basement areas.

Conclusion and Next Steps

The emphasis of the community consultation programme has been to ensure that people are aware of the proposals for 32 Jamestown Road, that they understand the relationship of the proposal to the surrounding properties and the canal.

The Applicant has sought to include in this consultation all relevant stakeholders and individuals and has met with Ward Councillors, the Regents Canal Conservation Area Advisory Committee and both the representatives from the neighbouring properties. As a result of these meetings and the issues raised, the applicant has demonstrated their commitment to address the issues and concerns raised by these stakeholders and the proposal has been amended accordingly.

However, the Applicant is aware that they may not, as yet, have reached all potentially interested parties. The Applicant is also aware that there will be considerable interest locally in the construction following planning consent and The Applicant has also made a commitment that there will be on-going dialogue and liaison in advance of and throughout the construction phase to ensure good neighbourliness.

Appendix 1 Letter to Ward Councillors

Dear Councillor

Bewlay House, 32 Jamestown Road, London NW1 7BY

I am writing as I would like to arrange a time to provide you, and your fellow Ward Councillors a briefing on our proposals for Bewlay House, 32 Jamestown Road, adjoining the Holiday Inn, backing on to the Regents Park Canal in Camden.

I am the Development Director for London and Regional Properties. L & R is a very experienced developer with a long track record of high quality developments throughout London and further afield and over the past few years we have completed or are in the process of completing developments at 265 Tottenham Court Road, Chalk Farm Road, Kings Cross Road, St Pancras Boxing Club and St George's Court.

London & Regional believe in the importance of consulting with community stakeholders as part of the development process. We are now working towards submitting a planning application for 32 Jamestown Road and would like to discuss the proposals with you.

We are proposing to refurbish and to extend the existing building, by adding an extension at roof level following the removal of existing plant. This will create a mixed-use scheme that retains and maximizes the office component but adds 9 residential apartments – 4 x 1 bedroom, 3 x 2 bed and 2 x 3 bed.

The current building on the site was built in 1989 and is dated in appearance and does not make a positive contribution to the street or the canal. We propose dismantling the facades to the Regents Canal and Jamestown Road and replacing with new elevations and to remodel the interior using the existing structure of the building. This has the advantage of reducing the potential impact on our neighbours. The new grey brick facades will, we believe, be more in keeping with the canal side location and the surrounding buildings than currently.

The refurbishment of the building provides an opportunity to greatly reduce energy and water use. Recycling facilities will be provided and the 12 car parking spaces will be removed whilst cycle spaces will be increased. The target for both the offices and the homes is to meet high environmental standards.

After working closely with your Planning Officers and the Conservation Officer, we are now concluding the design process and are working towards submitting a planning application in late June and I would like to talk through with you our proposals if possible prior to our submission. We have offered a briefing to Regents Canal Conservation Area Advisory Committee and will be meeting them at the end of June. We will also be informing our neighbours of our proposals through a newsheet.

I hope that we will be able to organise a meeting in the near future; to arrange please contact me on 020 7563 9009 or email gspringer@lrp.co.uk or, my PA, Pat Sawkings on 020 7563 9033 or email pat@lrp.co.uk. Alternatively, you can contact George Cochrane on 07770 444423 or georgecochrane342@btinternet.com. George is assisting us on community consultation.

I look forward to meeting you.

Kind Regards

**Appendix 2 Letter to local residents and Commercial Occupiers
Bewlay House, 32 Jamestown Road**



Dear Neighbour

I am the Development Director for London and Regional Properties who will shortly be submitting a planning application for the remodeling of Bewlay House at 32 Jamestown Road. We believe in the importance of ensuring that neighbours are informed of our proposals.

We are proposing to refurbish and extend the existing building by adding an extension at roof level following the removal of existing plant. This will create a mixed-use scheme that retains and maximises the office component but adds 9 residential apartments – 4 x 1 bedroom, 3 x 2 bed and 2 x 3 bed.

The current building on the site was built in 1989 and is dated in appearance. It does not make a positive contribution to the street or the canal. We propose dismantling the elevations to the Regents Canal and Jamestown Road and replacing with new grey brick facades with large glazed window openings. This will, we believe, be more in keeping with the canal side location and the surrounding buildings. We will remodel the interior using the existing structure of the building. This has the advantage of reducing the potential impact on you, our neighbours.

The refurbishment of the building provides an opportunity to greatly reduce energy and water use, so the building will meet high environmental standards. We will be removing the existing 12 car parking spaces whilst improving disability access and increasing dedicated cycle spaces.

The architects for the project are Ben Adams Architects (<http://benadamsarchitects.co.uk>), who are gaining a reputation as one of the next generation of leading architectural practices.

If you would like to discuss the project, please do not hesitate to contact me on geoff@lrp.co.uk

Kind regards

Geoff Springer