



**-INSTINCTIF**  
PARTNERS

## **156 West End Lane A2Dominion Developments Ltd**

Statement of Community Involvement  
November 2015

## **Introduction**

This report describes how the local community and its elected representatives have been consulted regarding proposals for 156 West End Lane, West Hampstead, Camden brought forward by A2Dominion Developments Limited (A2Dominion).

As well as engaging with the local community and its elected representatives, A2Dominion and its project team held pre-application meetings with Officers of Camden Council.

In April 2015, Instinctif Partners, a specialist public consultation consultancy, was appointed to advise the applicant on pre-application public consultation and community engagement for this project.

All consultation activity outlined in this report has been organised by Instinctif Partners with the assistance of A2Dominion's project team.

## ***Description of Development***

This planning application is submitted to Camden Council by A2Dominion Developments Limited (the applicant).

The planning application proposes:

“Demolition of all existing buildings and redevelopment of the site to provide 164 mixed-tenure homes (Use Class C3), new floorspace for town centre uses (Use Classes A1, A2, A3, D1 or D2), new employment floorspace (including four dedicated units for start-up businesses) (Use Class B1), a community meeting room and new and improved public open spaces, together with associated new landscaping, on-site access, servicing and disabled car parking.”

### **Policy Context**

A2Dominion is committed to effective community consultation and engagement, in line with the Government's objectives for community involvement in planning as set out in the in National Planning Policy Framework (2012).

To this end, A2Dominion appointed Instinctif Partners to:

- Inform local elected representatives and local residents of its proposals;
- Engage the local community regarding the emerging plans for the site and to allow for constructive feedback; and
- Gain an understanding of local views about the site and the surrounding area, so that the scheme benefits the immediate area and wider local community.

National, regional and local planning policy guidance all promote pre-application engagement. The consultation process was designed having regard to the Council's Statement of Community Involvement (2011), which states 'We strongly encourage... pre-application consultation for major, or potentially controversial, proposals'.

The application site is included within the Council's Site Allocations Document (site 28). The supporting text states inter alia:

- 'The London Plan identifies the site as within the West Hampstead Area for Intensification';
- It is recommended that the site be used for 'A mixed use development to include residential alongside retail and employment uses'; and
- 'The architectural quality and impact of this property is very poor for what is a site prominently located in the town centre. The site is considered to be appropriate for a residential led scheme, but also including other appropriate town centre, employment and community uses'.

Under the Localism Act 2011, communities can prepare a neighbourhood plan for their area. Camden Council adopted Fortune Green and West Hampstead's Neighbourhood Plan on 16th September 2015. The application site is included within the Neighbourhood Plan at Chapter 04, Paragraph B7 and outlines:

- 'As part of the West Hampstead Growth Area it is expected to provide a significant number of new homes, as well as employment opportunities. The existing building on the site is considered of poor quality design and to have a negative impact on the immediately adjacent Conservation Area. Any redevelopment of this site needs to provide a mixed-use development'.

### **Community Consultation**

A2Dominion and the project team have held a number of exhibitions and meetings with the local community, interested parties and Camden Council. The following chapter describes the consultations that have taken place over the last several months.

Three public exhibitions were held in order to ensure that residents and local stakeholders were included throughout the planning process from early design ideas to the final designs for submission.

The exhibitions were held at the following dates and locations:

- First Public Exhibition –  
Thursday 11<sup>th</sup> June 2015, Hampstead Synagogue  
Saturday 13<sup>th</sup> June 2015, Sidings Community Centre
- Second Public Exhibition –  
Thursday 10<sup>th</sup> September 2015, Hampstead Synagogue  
Saturday 12<sup>th</sup> September 2015, Sidings Community Centre
- Third Public Exhibition –  
Thursday 29<sup>th</sup> October 2015, Hampstead Synagogue

Please refer to Appendices 5, 7 and 9 for copies of the exhibition boards from three exhibitions.

Prior to the exhibitions and consultation events a considerable amount of pre-publicity was undertaken.

- Newspaper and online news adverts in Ham & High and Camden New Journal (Appendix 1);
- Posters were put in key local community spaces – West Hampstead Library, LRRRA, Sidings Community Centre;

- Media releases were issued to Ham & High and Camden New Journal (Appendix 2); and
- An invitation letter (Appendix 2) was sent to circa 4,000 local residents and businesses preceding the three sets of exhibitions (a map of the mailing area can be found in Appendix 3).

A consultation website was set up [www.156westendlane.co.uk](http://www.156westendlane.co.uk) which went live on the date of the first public exhibition in June. It provided an overview of the project, a copy of the exhibition boards and an online feedback form for comments (screen grabs of the website can be seen in Appendix 4)

The website was updated after each round of public exhibitions with the revised proposals, exhibition boards and the re-opening of the online feedback form. A Q&A document was also created and posted on the website following the first set of exhibitions and updated subsequently; this was in response to common queries we received from local residents. The document was updated as the proposals were revised in response to the feedback received from the community.

### **Lymington Road Special Consultation**

A consultation event was organised for residents who live on Lymington Road with rear gardens which are located along the application site boundary. The event took place on Tuesday 21<sup>st</sup> July, from 5-7pm and it was held at the Lymington Road Residents Association hall (LRRRA), located at 1 Dresden Close, near to Lymington Road.

Residents booked half hour time slots to sit down with members of the project team, including an architect to view the proposed plans.

23 residents from 21 properties attended the session, and residents were then posted a paper copy of the plans that they had viewed at the session.

### ***West Hampstead Neighbourhood Development Forum (NDF)***

- An introductory meeting with members of the NDF committee was held on 24<sup>th</sup> April 2015
- Further sessions were held with members of the NDF Committee on the following dates:
  - 11<sup>th</sup> June 2015
  - 23<sup>rd</sup> July 2015
  - 20<sup>th</sup> August 2015
  - 21<sup>st</sup> September 2015  
(this meeting included Camden Officers and members of the NDF Committee to discuss the landscape and public realm strategy)
  - 29<sup>th</sup> October 2015

### ***West Hampstead Amenity and Transport (WHAT)***

- A meeting was held with West Hampstead Amenity and Transport on Tuesday 15<sup>th</sup> September following the second public exhibition.

### ***Ward Councillors***

Ward Councillors were invited to all public exhibitions that took place during the consultation process.

Fortune Green and West Hampstead Ward Councillors were invited to the 11<sup>th</sup> June exhibition in conjunction with the NDF Committee at 7.30pm following the event for members of the public.

Ward Councillors were unable to attend to a special session following the public exhibition in September although many of the local councillors attended the body of the exhibition.

We did not organise a councillor session following the third exhibition because the Council was organising a presentation for Ward Councillors and Members of the Planning Committee on Monday 9<sup>th</sup> November.

### ***Camden Council Development Forum***

A2Dominion and its project team attended and presented at Camden Council's Development Forum on Tuesday 6<sup>th</sup> October, from 7-9pm. A2Dominion presented the proposals and took questions from the audience.

Section 4.12 of Camden Council's SCI describes a development forum as;

'...a public meeting organised by the Council at the pre-application stage which brings together interested parties to comment on planning proposals for major schemes or those likely to be of significant local interest. Developers can present their proposals in public before they make a formal application.'

### ***Camden Council Developers Briefing***

The applicant and the project team presented to Ward Councillors and Members of the Planning Committee on Monday 9<sup>th</sup> November at the Town Hall. A Q&A session followed the presentation.

## Public Consultation Analysis

Attendance at the exhibitions was as follows:

First Public Exhibition:

- Thursday – 85 attendees
- Saturday – 30 attendees

Total – 115

Percentage attendance of those invited – 3.0% (i.e., 115 out of 4,000)

Second Public Exhibition:

- Thursday – 91 attendees
- Saturday – 33 attendees

Total – 124

Percentage attendance of those invited – 3.2%

Third Public Exhibition:

- Thursday – 80 attendees

Percentage attendance of those invited – 2.1%

There was a total of 319 attendees across the three sets of exhibitions as this figures above illustrate. A number of residents attended all three public exhibitions, there was a small group with strong views regarding the development. However as the figures above illustrate, the highest attendance rate over the engagement period was 3.2% of those who received direct invites to the event.

If it is assumed that on average most properties invited had two adult occupants then this rate would decrease to just 1.6% of those invited. From our experience as consultation facilitators this is a rather typical turn out to such an event. Events that receive higher levels of attendance may indicate that residents are more concerned than average about a development and those exhibitions with very low levels of attendance can often indicate that the local community as a whole is more indifferent.

Residents were handed feedback forms, and encouraged to give their comments on the proposals at the event or return them later by freepost or email/online.

## Feedback from Public Exhibitions

All consultation activity was designed to facilitate and encourage the local community to feedback on the proposals.

Instinctif Partners received a number of enquiries regarding the proposals, all of which were responded to directly.

In total 130 feedback forms were completed over the three exhibitions: see Appendices 6, 8 and 10 for a copy of each of the forms for each exhibition. Residents and local people were given a two week period to return their feedback forms to Instinctif Partners following each set of public exhibitions.

A Freepost envelope was available at the public exhibition for consultees to return feedback forms. A postal address and email address were provided on the feedback form and respondents could also make contact through the consultation website. At the final exhibition in October, we encouraged attendees to fill in their forms at the event in order to gather feedback prior to the submission of the formal planning application; freepost envelopes were available but the online feedback form was not.

A detailed breakdown of the feedback forms we received from each of the exhibitions is below:

- A total of 64 feedback forms were received from the first set of public exhibitions in June; 21 were received at the events, 4 by email, 30 via the website and 9 by post.
- From the second set of public exhibitions in September, 33 feedback forms were received in total; 23 were received at the events, 6 via the website and 4 by post.
- A total of 33 feedback forms were received from the final public exhibition in October; 25 filled in on the day, 7 by post and 1 by email.

A postcode analysis found that 70 forms (54%) were completed by residents living in the postcode NW6 1\*\*. A further 24 forms (18%) were completed by those living in the NW6 postcode, the remainder (28%) either live further away from the site or chose not to give their postcode.

**Summary of feedback and how the engagement has informed and influenced the proposals**

There is general acceptance by residents that the site at 156 West End Lane should be developed, and that there is a need for new homes in the area, especially affordable housing.

When the proposals were first presented in June, the feedback received included a number of recurring concerns tabled by the local community, including height, design, bulk and massing and the potential impact on the adjacent Conservation Area. The local community was also concerned about the cumulative impact of the emerging developments on the infrastructure of West Hampstead as a whole.

It is evident that over the course of the last five months, the scheme has evolved and, as a result, feedback at the final public consultation in October was much more supportive, with many residents citing the changes to the design, its relationship to Canterbury Mansions and the revisions to the landscaping as improvements.

A2Dominion welcomes the detailed feedback that it has received throughout the public consultation process and has amended its proposals to reflect those concerns.

The following tables detail the main areas of feedback received during the public consultation and the design response to those comments.

Key					
	<b>Amended following feedback</b>		<b>Unable to amend</b>	<b>-</b>	<b>No response required</b>

Design Response			
Key Theme	Sub-Theme	Amended Following Feedback	A2Dominion's response
Design	<p><b>Height</b> – The proposed height of the building was considered too tall by a number of residents.</p> <p>Concerns were alleviated however as the consultation programme progressed and the plans were amended following resident feedback.</p>	✓	<p>Following feedback received from the consultations in June and September, the height of the buildings has been reduced from nine storeys to six/seven storeys. Although the building is 7 storeys, it is on a gradient keeping the heights consistent across the development. The height is now the same as the neighbouring Canterbury Mansions.</p> <p>It is not considered viable to lower the height of the building any further.</p>
	<p><b>Low-rise</b> – Lymington Road residents requested a low-rise building on the site of 156 West End Lane.</p>	✗	<p>A low-rise development would not be suitable for this site; it is within the West Hampstead Growth Area (Neighbourhood Plan) in addition to the West Hampstead Area of Intensification (London Plan). Therefore it is expected that the site should provide “a significant number of homes”.</p> <p>Similarly Camden's Site Allocations Document (site 28) states “The site offers greatest potential for higher scaled development to the site frontage (West End Lane) and to the south towards the railway lines, with a transition in scale towards the more sensitive residential interface to the north (Lymington Road) and east.”</p> <p>Low rise buildings would not allow for a large number of affordable homes, such as are proposed in this scheme.</p>

	<p><b>Density and number of units</b> – The original proposals displayed in June set out plans for a total of 200 units. This was met with concern from some residents over the density of the development and the increase in the number of people living in the area.</p>		<p>In response to this concern the number of units HAS been reduced from 200 to 164.</p>
	<p><b>Bulk and Massing</b> – There were particular concerns from Lymington Road residents whose gardens are on the site boundary regarding the mass and bulk of the development.</p>		<p>Following concerns regarding the scale of the development, the height, bulk and massing has been reduced and buildings within the site have been set back further, increasing the distance between the proposed scheme and the properties on Lymington Road.</p>
	<p><b>Privacy</b> – Lymington Road residents were concerned over the privacy of those whose homes which back onto the site.</p>		<p>Following this feedback, and the special consultation that was held with Lymington Road residents, a large number of North facing windows were removed from the designs to limit the amount of overlooking.</p> <p>Lymington Road residents were also reassured that the boundary wall between gardens and the application site would not be impacted, unless deemed structurally unsound, in which case it would be replaced with a similar wall.</p>

	<p><b>Overshadowing</b> – Lymington Road residents were concerned about the overshadowing of their back gardens.</p>		<p>There will be some overshadowing of some of a small number of gardens in Lymington Road at certain times of the day and year.</p> <p>The final design is the result of working through a number of options to try to find the one that has the least amount of overshadowing whilst also delivering the number of new homes envisaged by planning policy for the site.</p> <p>We do appreciate the concern that this can cause to neighbours and we organised a special meeting in July for Lymington Road residents, where we showed much more detail on this issue on an individual house-by-house basis.</p>
	<p><b>Character of the area</b> – A significant issue for local people was ensuring that the design was in keeping with the area. Particularly taking into account the Victorian and Edwardian architecture, such as neighbouring Canterbury Mansions.</p>		<p>The design has been continually developed to ensure it is sympathetic to and in keeping with the height, design and character of Canterbury Mansions. The improvement in the design of the West End Lane frontage was particularly noted by residents. It was suggested that more work was needed on the south elevation fronting the railway line. Residents were assured that work would continue on this side to match some of the materials, architectural details and proportions.</p>

<p><b>Affordable Housing</b></p>	<p>It was very important to residents that the scheme included affordable housing.</p> <p>It was suggested by a small number of residents at the final consultation in October that the development should include more private rented units.</p>	<p>✓</p>	<p>In spite of the decrease in the overall number of units, the number of affordable homes has been maintained. 50% of the homes proposed will be affordable rented or shared ownership, based on floor space. This is in line with Camden Council's planning policy on affordable housing.</p> <p>62% of the affordable units will also be family homes based on NIA. Affordable housing for the Active Elderly is introduced in order to make more family homes available in the area.</p>
<p><b>Non-residential space</b></p>	<p>Residents told us that there was a lack of meeting space in West Hampstead for community groups.</p>	<p>✓</p>	<p>The proposals include a new community space on a prominent corner of the site at the heart of the development, at the specific request of residents. The space will also be provided at a peppercorn rent; A2Dominion will provide the interior fixtures and fittings for this space, in consultation with the group that will manage it.</p>

	<p><b>Parking and Traffic</b> – There were a number of initial concerns relating to the lack of parking in West Hampstead and the increased pressure that could be put on local roads, particularly West End Lane following the development.</p>		<p>Due to the highly sustainable location of the site and in accordance with planning policy, the development is car-free, with the exception of disabled parking (16 spaces). Camden Council will also not be allocating parking permits to new residents, therefore preventing them from parking on the surrounding roads.</p>
<p><b>Parking, traffic and transport</b></p>	<p><b>Public Transport</b> – Local residents were of the view that the stations in West Hampstead were overcrowded. There was therefore concern over the impact of additional residents in the area.</p>		<p>Any forthcoming planning permission will be subject to a Community Infrastructure Levy (CIL) payment, which is a planning charge used as a tool for Local Authorities to help deliver infrastructure to support development.</p> <p>Camden Council has adopted its own CIL charge, which is in addition to the Mayor's CIL.</p>

<b>Landscaping and public open space</b>	<p><b>Green space</b> – Residents were keen for green spaces and landscaping to be maximised in the plans for regeneration of the site.</p>	✓	<p>Improvements have been made to the landscaping proposals throughout the consultation period, especially in relation to the central garden and integrated natural play elements.</p>
	<p><b>Potteries Path</b> – It was widely commented that improvements to the walkway were welcome, especially with regards to safety.</p>	✓	<p>It is proposed to widen the public footpath, “Potteries Path”, providing public realm improvements for the local community and residents. Windows will also be facing out onto Potteries Path improving the safety of the walkway.</p>
	<p><b>West End Lane pavement</b> – It has been pointed out that the pavements on West End Lane can become very congested with pedestrians, particularly during rush hour.</p>	✓	<p>In response, it is proposed to widen the footpath on West End Lane by moving the building line back so that the pavement width is 6.5m at its widest point. A2Dominion can only alter the pavement layout within its own site, and cannot make any further changes on the rest of West End Lane.</p>

<p><b>Economy</b></p>	<p><b>Jobs</b> – Some residents raised concerns over losing Travis Perkins as a local employer and retailer, however it was recognised by many residents that the scheme would include a large element of town centre and employment floorspace.</p>	<p>✓</p>	<p>The only existing employment on the site relates to the existing builders' merchant. New flexible employment floorspace will be provided to directly respond to local need, including new town centre uses on West End, new flexible employment floorspace and new units specifically designed for small and medium-sized business and start-up businesses.</p>
<p><b>Local area improvements</b></p>	<p><b>Potteries Path pinch point</b> - There were concerns that the improvements to Potteries Path would not continue its entire length due to the path at Crown Close being outside of the site boundary. Therefore resulting in the pinch point of the walkway remaining.</p>	<p>✓</p>	<p>The end of Potteries Path is not within A2Dominion's ownership, however A2Dominion has contributed to a re-design of Potteries Path at the Crown Close end to improve usability and will work with community groups and the Council to extend the benefits of the public realm improvements to Council-owned land.</p>
	<p><b>Multi-use games area</b> – the MUGA was described as a valuable resource for the community and it was important to residents that its use was not changed.</p>	<p>✓</p>	<p>The MUGA does not form part of the application site and it is not within A2Dominion's ownership. A2Dominion cannot therefore change its use, which is owned and controlled by Camden Council.</p>

<p><b>Overcrowding</b></p>	<p>The consultation highlighted the concern that local residents have over the possible cumulative impact of this development in addition to the others under construction on West End Lane.</p> <p>Some local people are of the view that there is excess demand for services in West Hampstead, E.g. a need for more GP surgeries, and that 156 West End Lane should provide the facility.</p>	<p>-</p>	<p>The site is designated for development within regional (London-wide), Camden-wide and local adopted planning policies. Infrastructure plans identify the necessary physical and social infrastructure requirements to accommodate such growth, with payments via the Community Infrastructure Levy on development.</p>
<p><b>Conservation Area</b></p>	<p>156 West End Lane borders a Conservation Area, it has been noted therefore that the development should be considerate to this, and not negatively impact upon it.</p>	<p>-</p>	<p>156 West End Lane is not within a Conservation Area. The development site does not contain any buildings, features or archaeology which is of special heritage value. The current buildings and uses make a negative contribution to the Conservation Area.</p> <p>Detailed analysis has been undertaken of the character and appearance of the adjacent Conservation Area and the potential impact of the new development on it from both within and outside the Conservation Area itself. It is considered that the replacement of buildings which have a negative impact on the character and appearance of the Conservation Area, with the proposed development, introducing new housing, open spaces, and improved public realm will enhance the character an appearance of the Conservation Area.</p>

## **Public Consultation Feedback: Examples of comments received**

### **Design**

- Height

*“Low rise should be considered although I appreciated this will decrease the number of homes.”*

*“An improvement on the first submission. Excellent that you have lost 2 floors.”*

- Density

*“I think a density like this is appropriate and necessary on a site such as this one.”*

*“There has been some progress in reducing the number of flats on the site and overall height of the development but the density still appears to be too high above the standards recommended for both habitable rooms and units per hectare.”*

- Bulking and massing

*“It needs lightening and the bulky appearance should be cut down.”*

*“The three blocks are far too bulky for their context.”*

- Lymington Road

*“Very concerned about negative impact on views of residents in Lymington Road. Also the same residents being overlooked by a large number of flats.”*

*“Very sensitive approach to Lymington Road”*

- Character of the area

*“It is vital that the frontage of the development on West End Lane fits in with the character of the other buildings on the road.”*

*“I like the way it is a modern building while still in keeping with the area.”*

*“I am impressed with this design – and the care & detailed work it shows & its commitment to the local community...”*

### **Non-Residential Space**

- Community space and start up business space

*“I do believe the business units and community room are too small, will only be suitable for the creative arts/IT companies.”*

*“We need to bring back that sense of community we used to have when prices reflected majority earnings - I think your scheme is one of the best I have seen over the years to do as much as possible in this direction.”*

## **Parking, Traffic and Transport**

- Parking and traffic

*“I am still concerned however as to the lack of parking spaces. I agree that residents should be encouraged to use public transport which is good in West Hampstead, but fear that they will still own cars which they will park in nearby roads...”*

*“Since the advent of Tesco on West End Lane, congestion has increased to such an extent that traffic is frequently at a standstill. The development of 156 can only add to existing problems.”*

- Public Transport

*“Fed up with all the building and over-crowding of area, so busy on tubes and overcrowded stations.”*

*“I am very concerned about the addition of so many new residential units without a corresponding increase in social infrastructure - schools, GP surgeries, over-crowding at bus stops/tube station - which is already under too much pressure.”*

## **Landscaping and Public Open Space**

- Green space

*“Impressive green elements to the whole site.”*

*“I applaud on account of greenery; planting is valuable health wise and aesthetically.”*

- Potteries Path

*“Very promising and positive linear landscape and widening of potteries path/public plaza”*

*“I am pleased to see the development tidying up the potteries path, introducing public space along it and better connections to the MUGA pitch.”*

- WEL pavement

*‘There is a concern about impact on transport, pavement crowding (or overcrowding)’*

*‘The stations and pavements are already over-crowded.’*

## Affordable Housing

*"We need more affordable housing in London but this construction does not adequately address the problem of providing enough sympathetic accommodation for low paid workers."*

*"Great, build it as long as the homes are affordable or social housing. Higher and more houses would be fine, because London needs more homes."*

*"Excellent use of the site. The more affordable housing the better for local people."*

## Economy

- Jobs

*"I am very pleased with the scheme. It means that the whole area will be tremendously improved, trade will improve for all businesses in the area."*

*"I regret the loss of jobs which will result from the demolition of Travis Perkins, especially in the light of the other job losses on the Liddell Road, Iverson Road and Ballymore sites."*

- Travis Perkins

*"If there's a possibility of Travis Perkins leaving a smaller area with housing at the back would be a better solution"*

*"New commercial units is a good thing"*

## Local Area Improvements

- Potteries Path pinch-point

*"Further improvements could be made to the Potteries Path to encourage new residents on the site and the wider community to access the MUGA and existing play park."*

*"Potteries Path is fine as it is"*

- MUGA

*'I really think it is important to maintain the play area for the children of local council housing - there is very little else available in the area for the children'*

*"We are very concerned that the existing play space/football pitch would be re-landscaped for new purposes, but many children in the area currently play football, tennis, basketball, keen to ride their bikes in that space and do not want to lose it and for it to remain an open public space. It would be a great opportunity to resurface it making it a great sporting space."*

## **Overcrowding**

- Cumulative Impact

*“All these new developments on West End Lane are going to have a cumulative effect...”*

*“The scheme should also be evaluated in the light of developments close by, such as 187-199 West End Lane because they will have a cumulative effect. All those developing such schemes should consider the potential impacts on the area as a whole.”*

- Lack of local services

*“There is little in the way of information on the impact of the development on the local area in terms of schools, doctors, hospitals, transport, local services etc.”*

*“More housing is needed in London but I am concerned that residents in extra units envisaged will overstretch services currently provided in the area.”*

## **Conservation Area**

*“The Conservation Area needs all requirements taken into account.”*

*“...concerned about the impact on the conservation area and how the development doesn't seem to be in line with this.”*

## **Next Steps**

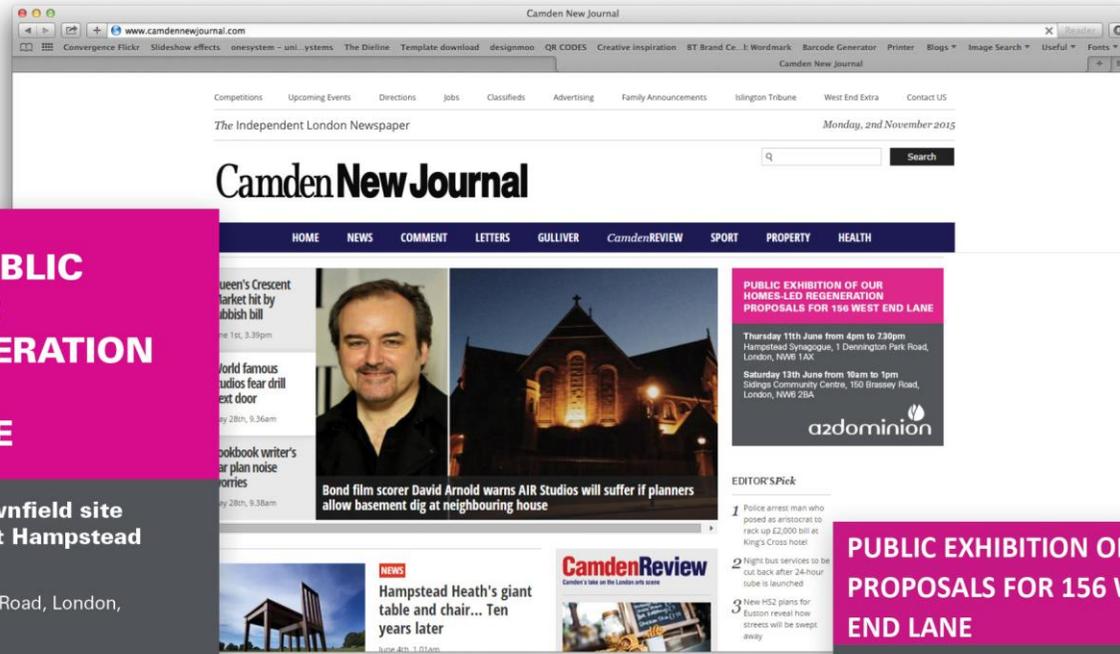
Following submission of the planning application, Camden Council will have a statutory duty to consult interested parties including local residents.

The A2 Dominion project team will continue to be release information to the local media regarding the progress of the application.

The 156 West End Lane project website will be updated accordingly and the various contact methods will be maintained throughout the application process.

Appendix 1 - Online and Press Adverts

June 2015



**INVITATION TO A PUBLIC EXHIBITION OF OUR HOMES-LED REGENERATION PROPOSALS FOR 156 WEST END LANE**

**Re-development of a major brownfield site adjacent to railway lines in West Hampstead**

Thursday 11th June from 4pm to 7.30pm  
Hampstead Synagogue, 1 Dennington Park Road, London, NW6 1AX (just off West End Lane)

Saturday 13th June from 10am to 1pm  
Sidings Community Centre, 150 Brassey Road, London, NW6 2BA (off Mill Lane/Maygrove Road)

Plans can also be viewed online from 4pm on 11th June at [www.156westendlane.co.uk](http://www.156westendlane.co.uk)

For any further information please contact. [amy.dicks@instinctif.com](mailto:amy.dicks@instinctif.com) or on 0207 457 2835



**PUBLIC EXHIBITION OF OUR PROPOSALS FOR 156 WEST END LANE**

Please join us on Thursday 10<sup>th</sup> September from 4pm to 7.30pm  
Hampstead Synagogue,  
1Dennington Park Road,  
London,NW61AX

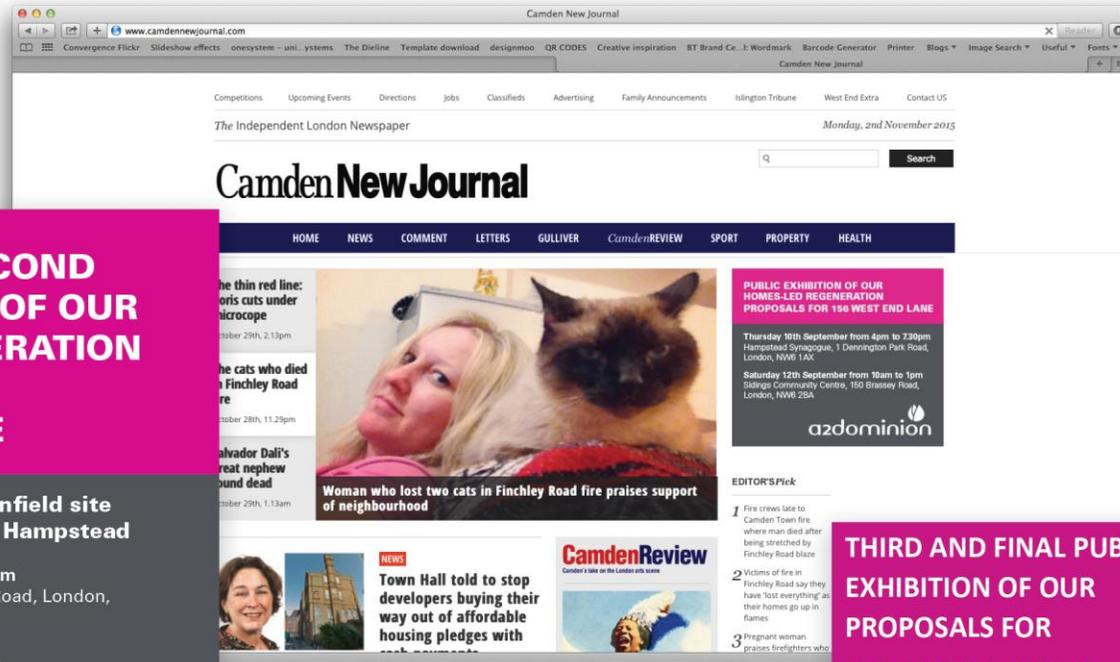
Saturday 12<sup>th</sup> September from 10am to 1pm  
Sidings Community Centre,  
150 Brassey Road, London, NW6 2BA



Reminder poster  
September 2015

Appendix 1 - Online and Press Adverts

September 2015



**INVITATION TO A SECOND PUBLIC EXHIBITION OF OUR HOMES-LED REGENERATION PROPOSALS FOR 156 WEST END LANE**

**Re-development of a major brownfield site adjacent to railway lines in West Hampstead**

**Thursday 10th September from 4pm to 7.30pm**  
Hampstead Synagogue, 1 Dennington Park Road, London, NW6 1AX (just off West End Lane)

**Saturday 12th September from 10am to 1pm**  
Sidings Community Centre, 150 Brassey Road, London, NW6 2BA (off Mill Lane/Maygrove Road)

Plans can also be viewed online from 4pm on 10th September at [www.156westendlane.co.uk](http://www.156westendlane.co.uk)

For any further information please contact:  
[amy.dicks@instinctif.com](mailto:amy.dicks@instinctif.com) or on 0207 457 2835



**THIRD AND FINAL PUBLIC EXHIBITION OF OUR PROPOSALS FOR 156 WEST END LANE**

Please join us on Thursday 29<sup>th</sup> October from 4pm to 7.30pm

Hampstead Synagogue,  
1 Dennington Park Road,  
London,  
NW6 1AX



Reminder poster  
October 2015

## Appendix 2 – Invitation Letters and Press Releases

**a2dominion**

Dear Neighbour,

**156 West End Lane, West Hampstead, NW6 1UF**

A2Dominion would like to invite you to a public consultation on the proposed redevelopment of 156 West End Lane.

We are a not-for-profit housing provider with over 34,000 homes in management across London and the South East. The Group has a unique approach to housebuilding, generating profits for a social purpose instead of for shareholders, with millions of pounds reinvested each year into building much-needed affordable homes and supporting local communities.

The 1.60 acre site is located between Lymington Road and the railway lines and it features in your new draft local plan prepared by the Fortune Green & West Hampstead Neighbourhood Development Forum.

Our proposal is to regenerate this brownfield site and provide around 200 new homes, including 50% affordable housing. We would also provide new commercial units, community space, employment opportunities, and improvements to public areas.

The public consultations will take place on two dates:

- Thursday 11<sup>th</sup> June from 4pm to 7.30pm** at the Hampstead Synagogue, 1 Dennington Park Road, London, NW6 1AX (just off West End Lane)
- Saturday 13<sup>th</sup> June from 10am to 1pm** at Sidings Community Centre, 150 Brassey Road, London, NW6 2BA (off Hill Lane/Maygrove Road)  
<http://sidings.org.uk/contact/>

We look forward to meeting you and answering any questions that you may have. A website will also be set up where you can view the site's proposed development plans. Please note that there will be further consultations as the plans evolve.

In the meantime, if you have further enquires please do not hesitate to contact our community consultant Amy Dicks of Instinctif Partners on 0207 457 2835 or [amy.dicks@instinctif.com](mailto:amy.dicks@instinctif.com).

Yours faithfully,



**Danny Lynch**  
Regional Development Director  
A2Dominion Group

Registered Office:  
The Point  
37 North Wharf Road  
London W2 1BD  
VAT No. GB 731 6211 80

Members of A2Dominion Housing Group Ltd (an exempt charity registered under the Co-operative & Community Benefit Societies Act 2014 (No. 3088)), (VCA Reg. L6416):

- A2Dominion Development Ltd (Co. No. 0692011), registered in England & Wales
- A2Dominion Housing Ltd (a exempt charity registered under the Co-operative & Community Benefit Societies Act 2014 (No. 3088)), (VCA Reg. L6416)
- A2Dominion Housing Finance Ltd (registered under the Co-operative & Community Benefit Societies Act 2014 (No. 3088)), (VCA Reg. L6416)
- A2Dominion Housing Finance Ltd (registered under the Co-operative & Community Benefit Societies Act 2014 (No. 3088)), (VCA Reg. L6416)
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- A2Dominion Housing Finance Ltd (registered under the Co-operative & Community Benefit Societies Act 2014 (No. 3088)), (VCA Reg. L6416)

Invitation letter June 2015

**- INSTINCTIF**  
PARTNERS

65 Gosham Street, London, EC2V 7HQ  
T 0207 457 2020, www.instinctif.com

Flat B  
2 Lymington Road  
LONDON  
NW6 1JY

**IMPORTANT NEWS ON 156 WEST END LANE**

6<sup>th</sup> July 2015

Dear Occupier,

**156 West End Lane NW6 – special consultation on 21<sup>st</sup> July**

I am writing on behalf of A2 Dominion to you as a Lymington Road resident whose home backs onto the potential development site at 156 West End Lane.

You may already know that A2D is developing proposals for a homes-led regeneration scheme at 156 West End Lane and that we held a public exhibition of our plans on 11<sup>th</sup> and 13<sup>th</sup> June. The web site is [www.156westendlane.co.uk](http://www.156westendlane.co.uk) where you can view the plans.

The A2 Dominion team is holding a special workshop for those residents who live in the properties numbered 2 to 30 in Lymington Road in order that the project team can explain exactly how the proposals may affect each of your homes. We will be looking specifically at issues such as daylight/sunlight and the view that you would have of the planned development as well as answering any other questions you may have.

**We'd like to invite you the workshop event at the Lymington Road Residents Association community centre at 1, Dresden Close, NW6 1XP, on Tuesday, 21<sup>st</sup> July between 5pm and 7pm.**

At the workshop we'd like to be able to ensure that we can devote sufficient time to speak to everyone in detail about their property and if you would like to attend I would be grateful if you could contact us to register a time slot preference for one of the following:

- 5.00pm – 5.30pm (session 1)
- 5.30pm – 6.00pm (session 2)
- 6.00pm – 6.30pm (session 2)
- 6.30pm – 7.00pm (session 4)

Please call or email my colleague Amy Dicks to arrange a time slot on 0207 457 2835 or email [amy.dicks@instinctif.com](mailto:amy.dicks@instinctif.com).

We look forward to meeting with you on the 21<sup>st</sup> July.

Yours sincerely,



**Nick Bohane, Partner**

Instinctif Partners OSC Ltd, Registered Office: 65 Gosham St | London EC2V 7HQ UK Registered in England & Wales No: 02172780 VAT: GB 245 8888 90  
Formerly known as Green Street Consultants. Part of Instinctif Partners (formerly known as Calligie Group)

Lymington Road postal invite July 2015

**a2dominion**

2 June 2015

**Press release**

**Residents invited to give their views on proposed redevelopment of Hampstead site**

Housing provider A2Dominion is inviting local residents to a public consultation on the proposed redevelopment of 156 West End Lane, West Hampstead.

The Group's plans to regenerate this brownfield site include providing around 200 new homes.

The redevelopment would also provide new commercial units, community space, employment opportunities and improvements to public areas.

A2Dominion, a not-for-profit housing provider, has been selected as preferred developer for the 1.60 acre site by Camden Council.

The public consultations will take place on two dates:

- Thursday 11 June 2015 from 4pm to 7.30pm** at Hampstead Synagogue, 1 Dennington Park Road, London, NW6 1AX (just off West End Lane)
- Saturday 13 June from 10am to 1pm** at Sidings Community Centre, 150 Brassey Road, London, NW6 2BA (off Hill Lane/Maygrove Road)

Karen Green, A2Dominion Group's Assistant Development Director, said: "We look forward to sharing our proposals for this site in West End lane with local people and answering any questions they may have.

"Further consultation events will also be held in the future as plans for the site continue to evolve."

A2Dominion Housing Group Ltd (an exempt charity registered under the Co-operative & Community Benefit Societies Act 2014 (No. 3088)), (VCA Reg. L6416)  
Registered Office: The Point, 37 North Wharf Road, London W2 1BD.  
[www.a2dominion.co.uk](http://www.a2dominion.co.uk)

The Point  
37 North Wharf Road = London W2 1BD  
T: 020 8825 1000 F: 020 8825 1997

Press release June 2015

## Appendix 2 – Invitation Letters and Press Releases

**azdominion**

September 2015

Dear Neighbour,

**156 West End Lane, West Hampstead, NW6 1UF**

AZDominion would like to invite you to a second public consultation of 156 West End Lane. The consultation will focus on the design of the buildings could actually look, enhancements to the open space and put key connections such as Potteries Path.

AZDominion Group is a not-for-profit housing provider with over 34,000 London and the South East. We have a unique approach to housebuild social purpose instead of for shareholders, with millions of pounds reinvested into building much-needed affordable homes and supporting local communities.

The 1.60 acre West End Lane site is located between Lynton Road and features in your new local plan prepared by the Fortune Green & West Development Forum.

Our proposal is to regenerate this brownfield site and provide new high housing. We would also provide new shops, community space, start up opportunities, and new open space and public areas.

The public consultation will take place on two dates:

- Thursday 10 September from 4pm to 7.30pm at the Ham Dennington Park Road, London, NW6 1AX (just off West End Lane)
- Saturday 12 September from 10am to 1pm at Sidings Community Centre, London, NW6 2BA (off Mill Lane/Maygrove Road) <http://sidings.org.uk/contact/>

We look forward to meeting you and answering any questions that you project's website – [www.156westendlane.co.uk](http://www.156westendlane.co.uk) – for further information development plans.

In the meantime, if you have any further enquiries please contact our Dicks of Instinctif Partners on 0207 457 2835 or at [amy.dicks@instinctif.com](mailto:amy.dicks@instinctif.com)

Yours faithfully,

  
Danny Lynch  
Regional Development Director  
AZDominion Group

**azdominion**

4 September 2015

**Press release**

**Revised proposals to be unveiled for West Hampstead scheme following residents' feedback**

Housing group AZDominion has revised proposals for a new development in West Hampstead following feedback from local residents.

Updated plans for the site at 156 West End Lane are to be unveiled at a second public exhibition, taking place on Thursday 10 September and Saturday 12 September 2015.

The Group's proposals are to redevelop the existing site with a high quality homes-led regeneration scheme of around 191 apartments, both private and affordable.

The plans also include ground floor commercial space fronting West End Lane, first floor office space, start-up business units and a community meeting space.

Following the first public consultation event on 11 and 13 June 2015, AZDominion has made a number of changes taking into account comments made by local people to help develop detailed plans for the site. This includes:

- Reducing the height of the buildings from the original proposal of 8 floors to 7 floors across the majority of the scheme, in response to concerns about the scale of the development.
- Introducing a new community space at the specific request of residents who told AZDominion there was a lack of meeting space in West Hampstead for community groups.
- Developing the design of the side of the building that will face West End Lane to ensure it is sympathetic to and in keeping with the design and character of the neighbouring Canterbury Mansions including matching some of the architectural details and proportions.

AZDominion Housing Group Ltd (An exempt charity registered under the Co-operative & Community Benefit Societies and Credit Institutions Act 2004, No. 229599, HCA Reg. L43492). Registered Office: The Point, 37 North Wharf Road, London WC2R 2NU. [www.azdominion.co.uk](http://www.azdominion.co.uk)

**Press release**

September 2015

Invitation letter  
September 2015

**azdominion**

7 October 2015

Dear Neighbour,

**156 West End Lane, West Hampstead, NW6 1UF**

AZDominion would like to invite you to the third public consultation redevelopment of 156 West End Lane. The consultation will provide you with make any final comments on the detailed designs before the planning application Camden Council in November.

AZDominion Group is a not-for-profit housing provider with over 35,000 homes in London and the South East. We have a unique approach to housebuild social purpose instead of for shareholders, with millions of pounds reinvested each year into building much-needed affordable homes and supporting local communities.

The 1.60 acre West End Lane site is located between Lynton Road and features in your new local plan prepared by the Fortune Green & West Hampstead Development Forum.

Our proposal is to regenerate this brownfield site and provide new homes, including housing. We would also provide new shops, community space, start up opportunities, and new open space and public areas.

Following feedback from local residents at earlier consultations, we have made to the scheme, including reducing the height of the development by two storeys proposals.

The public consultation will take place on **Thursday 29 October from 4pm to 7.30pm** at the Hampstead Synagogue, 1 Dennington Park Road, London, NW6 1AX (just off West End Lane).

We look forward to meeting you and answering any questions that you may have project's website – [www.156westendlane.co.uk](http://www.156westendlane.co.uk) – for further information.

In the meantime, if you have further enquiries please do not hesitate to contact consultant Amy Dicks of Instinctif Partners, on 0207 457 2835 or at [amy.dicks@instinctif.com](mailto:amy.dicks@instinctif.com)

  
Danny Lynch  
Regional Development Director  
AZDominion Group

**azdominion**

7 October 2015

**Press release**

**Revised proposals unveiled for new housing in West Hampstead following residents' feedback**

Housing group AZDominion has unveiled revised proposals for a major affordable homes-led regeneration scheme in West Hampstead, following feedback from local people.

The Group presented its updated plans for the site at 156 West End Lane to around 100 local residents last night (6 October 2015).

The Development Management Forum meeting was held at the Sidings Community Centre in West Hampstead.

AZDominion's revised proposals reduce the heights of the new buildings but maintain the site's affordable housing provision at approximately 50% of the 163 homes proposed. The new community space, shops, modern space for start-up businesses and public square are also all retained in the revised scheme.

Karen Green, AZDominion's Assistant Development Director, said: "Our aim for 156 West End Lane is to provide a range of homes, including a high proportion of affordable housing that families in Camden so desperately need."

"Resident feedback has been extremely valuable in helping us to develop our plans for this important site."

"We will continue to engage with local people, including at our third public exhibition this month, and through further events planned prior to our planning application submission."

Changes that have been made to the design for 156 West End Lane to date include:

- Reducing the number of homes to 163 and reducing the height of the buildings from the original proposal of 9 and 8 storeys to 7 and 6 storeys

AZDominion Housing Group Ltd (An exempt charity registered under the Co-operative & Community Benefit Societies and Credit Institutions Act 2004, No. 229599, HCA Reg. L43492). Registered Office: The Point, 37 North Wharf Road, London WC2R 2NU. [www.azdominion.co.uk](http://www.azdominion.co.uk)

**Press release**

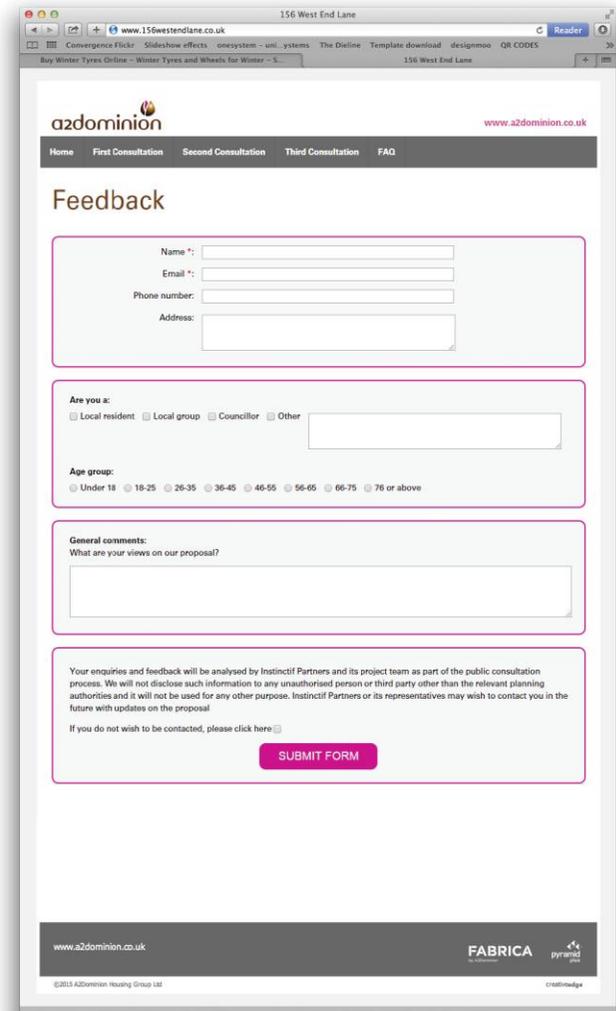
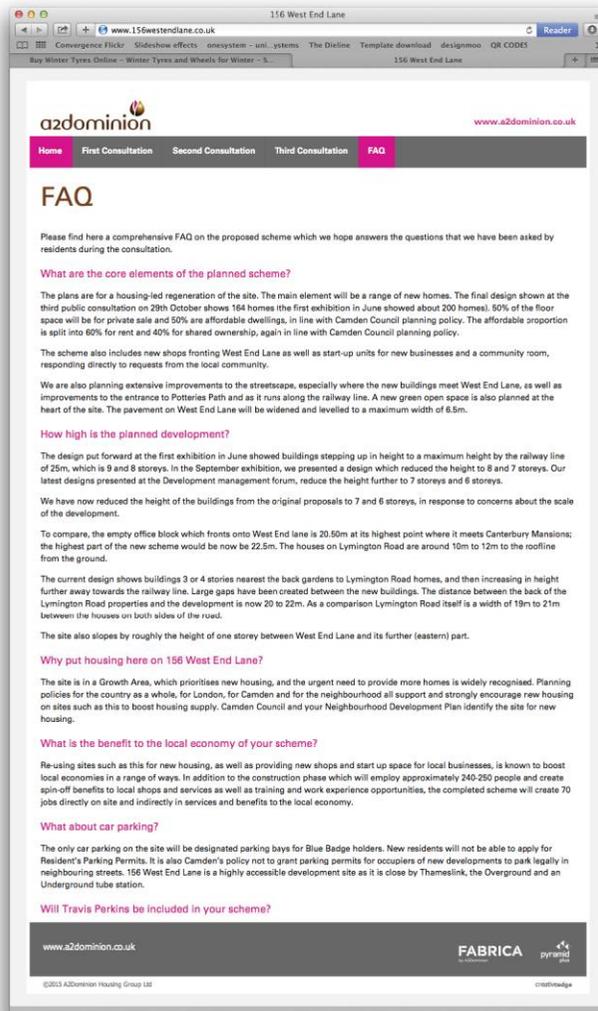
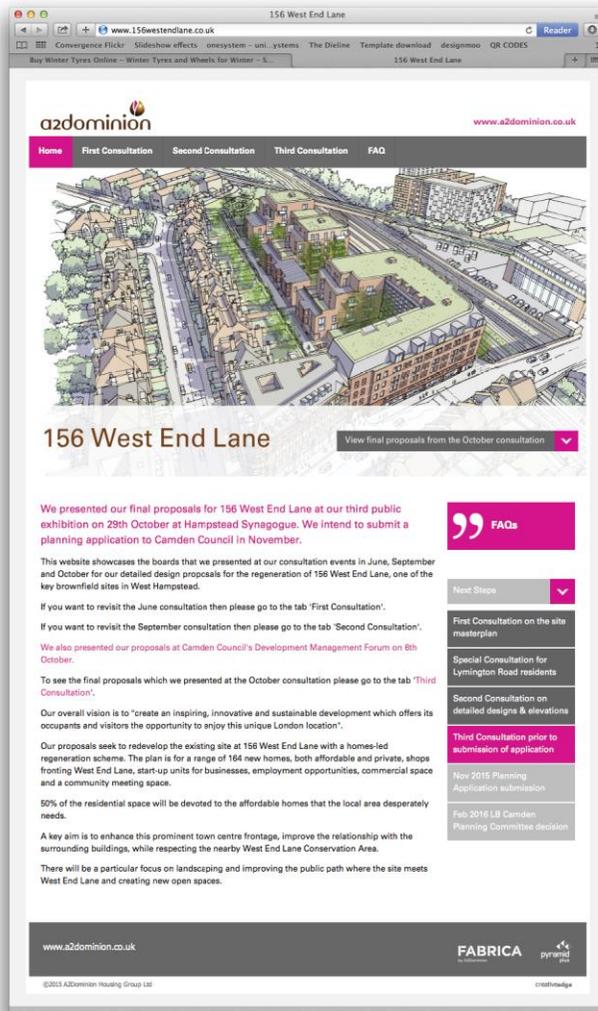
October 2015

Invitation letter October 2015

Appendix 3 – Mailing Area for Invitations



## Appendix 4 – Project Website





# Appendix 5 – June Exhibition Boards

## Key Design Considerations

**PUBLIC PATH AND VEHICLE ACCESS**

- Provide access for disabled residents and visitors
- Ensure access for disabled and emergency vehicles
- Maintain public footpath through front access area

**VIEWS AND DAYLIGHT**

- Ensure good views on daylight and night-time with privacy
- Ensure effect on neighbouring properties is limited
- Provide as much views as possible from long-range Road

**ACTIVE FRONTAGES AND FRONT DOORS**

- Ensure user connected with high street activity at street level
- Ensure that the spaces provide an area to relax, socialise and meet
- Ensure activity throughout with front doors and front gardens
- Ensure spaces are well connected with surrounding high street priority

**COURTYARDS AND GARDENS**

- Ensure all residents have good quality private amenity space, with good aspect and in line with the London Plan Code requirements
- Provide a mixture of unobscured spaces with clear views and planting to soften the site
- Maximize and improve the public footpath Pottery Path across site
- Offer as much high quality open space as possible

## Layout and Scale

**SITE LAYOUT**

**SCALE AND VIEWS**

This section explores the potential for different layouts to respond to site constraints and make the most of its opportunities: perimeter blocks, C-shaped slab blocks, wide blocks, and a mixed typology block.

**PERIMETER BLOCKS**

- Good overlooking to long-range Road properties
- Good overlooking to Pottery Path properties
- Good overlooking to West End Lane properties
- The site is a perimeter

**WIDE BLOCKS**

- Good overlooking to long-range Road properties
- Good overlooking to Pottery Path properties
- Good overlooking to West End Lane properties
- The site is a perimeter

**C-SHAPED BLOCKS**

- Good overlooking to long-range Road properties
- Good overlooking to Pottery Path properties
- Good overlooking to West End Lane properties
- The site is a perimeter

**MIXED TYPOLGY BLOCKS**

- Good overlooking to long-range Road properties
- Good overlooking to Pottery Path properties
- Good overlooking to West End Lane properties
- The site is a perimeter

## Design Ideas

**CONTRIBUTION OF ROOF LINE**

The roof line follows that of the existing terrace blocks, with a subtle variation to create the corner.

**ENTRANCE TO POTTERY PATH**

A new public space at the end of Pottery Path. Create an area of high quality public space, with a mix of uses, including a station area.

**Path widened. Access for pedestrians and cyclists only**

**Tree trees**

**WEST END LANE**

**IMPROVED RELATIONSHIP TO EXISTING WEST END LANE FRONTAGE**

**NEW SHOP FRONT**

An improved street frontage.

**NEW HOMES**

West End Lane.

**COURTYARD**

Stepped blocks create a series of courtyards.

**NEW STREET**

New homes built down onto a stepped, terraced surface on the north boundary.

## Design Ideas

**APPROXIMATELY 13M MIN**

**LOW BLOCK**

**COURTYARD**

**POTTERY PATH**

Views and light through high wall.

**POTTERY PATH**

We suggest the removal of the high wall in the northern part of the site to create a new public space at the end of Pottery Path. This is a new public space, with a mix of uses, including a station area.

**NEW STREET**

Views and light through high wall.

**COURTYARD**

A new high green courtyard.

# Appendix 5 – June Exhibition Boards

## Landscape Ideas

**VEHICLE ENTRANCE & BOUNDARY TO LYMINGTON ROAD**

**PRIVATE COURTYARDS**

**ROOFS & TERRACES**

**CENTRAL COURTYARD**

**PEDESTRIAN ROUTE ENTRANCE AND POTTERIES PATH**

**LYMINGTON ROAD**

**RAILWAY**

**azdminion**

## Design Opportunities

**JOB OPPORTUNITIES AND THE LOCAL ECONOMY**

The development will provide for a variety of job opportunities during the construction phase through construction related jobs and once the development is complete through the creation of new commercial and office spaces by providing shops and start-up business spaces.

The new development will also contribute directly to other work with initial assessments indicating that new residents will contribute significantly to the local economy by using the high street and supporting local businesses. This will help to build the vitality and stability of local shops and businesses, and also increase local tax income and support services. The increase in local spending in shops and services by new residents will, in turn, support additional jobs throughout the operational lifetime of the proposed development.

**Economic Benefits Infographic**

- £8.4m GVA
- £2.5m
- £4.9m

**Turley**

**azdminion**

## Quality of Design

**ENVIRONMENTAL OPPORTUNITIES**

The proposed development considers sustainability throughout its lifetime. The design would incorporate various sustainability measures including energy and water efficiency measures. The commercial spaces will be designed to achieve a BREEAM 'Excellent' target. In accordance with the London Plan and the Camden's energy and sustainability policy requirements, the energy strategy for the proposed scheme will be developed in accordance with the following energy hierarchy:

1. BE CLEAN: use less energy
2. BE CLEAR: supply energy efficiently
3. BE GREEN: use renewable energy

**TRANSPORT AND ACCESS**

The site is located in a highly accessible location and as such the proposed scheme aims to minimise car use and promote sustainable transport trips.

**azdminion**

## What Next?

**LET US KNOW WHAT YOU THINK**

As you'll see from the consultation timeline, **ADominion** intends to make a planning application later this year to London Borough of Camden.

Today's consultation is the first of a series of engagements with you. There will be further consultation events in July, September and October. At each stage we encourage you to submit feedback and comments to us so that we can develop a better scheme.

**CONSULTATION TIMELINE**

- June 2016: First consultation on site masterplan
- July 2016: Special consultation for Lymington Road residents
- Sept 2016: Second consultation on detailed designs and elevations
- Oct 2016: Third consultation immediately prior to submission of application
- Nov 2016: Planning application submission
- Feb 2017: LB Camden planning committee decision
- If we are granted planning permission:
  - Early 2017: Construction programme begins
  - 2019/2020: Build completed.

**THE DESIGN TEAM**

**azdminion**

## Appendix 6 – June Feedback Form

### Let us know your views

What are your views on our proposals?

### A chance to have your say 156 West End Lane



Thank you for taking the time to look through the boards outlining our proposals for regenerating 156 West End Lane. We would now like you to use this feedback form to express your opinions on the proposals displayed at the public exhibition. After completing it, you can put the form in the comments box or send it to the address below. Instinctif Partners will compile a report summarising all the comments made.

You can submit your views...  
 **By post – Using the Freepost envelope supplied or send your form directly to:**

Instinctif Partners  
Local Engagement,  
65 Gresham Street,  
London, EC2V 7NQ

**By email**  
[amy.dicks@instinctif.com](mailto:amy.dicks@instinctif.com)

Please return your form by 26<sup>th</sup> June, 2015

Title  Initial  Surname   
Address   
  
Post Code   
Phone  Email   
Are you a:  Local resident  Local business  
 Councillor  Other (please state)   
Age group:  Under 18  18-25  
 26-35  36-45  
 46-55  56-65  
 66-75  76 or above  
You need not provide your details if you wish

Your enquiries and feedback will be analysed by Instinctif Partners and its project team as part of the public consultation process. We will not disclose such information to any unauthorised person or third party other than the relevant planning authorities and it will not be used for any other purpose. Instinctif Partners or its representatives may wish to contact you in the future with updates on the proposal. If you do not wish to be contacted, please tick here





# Appendix 7 – September Exhibition Boards

## Design Development: North Elevation

**VIEW OF SITE LOOKING NORTH EAST FROM WEST END LANE**

**GREEN COURTYARD SPACE**

**NORTH ELEVATION**

**SECTIONS**

- Section through 6th Springston Road
- Section through 10-12 Springston Road
- Section through 10-12 Springston Road

**azdominion**

## Landscape Ideas

**LANDSCAPING MATERIALS**

**PLANTING**

**LANDSCAPE STRATEGY**

**Picture Path**

**Central Garden**

**azdominion**

## Landscape Areas

**BOUNDARY TO LYNTON ROAD**

**CENTRAL GARDEN**

**POTTERY PATH**

**LOWER COURTYARD**

**azdominion**

## Design Opportunities

**JOB OPPORTUNITIES AND THE LOCAL ECONOMY**

**Economic Benefits Infographic**

**FLOOR PLANS**

**EXISTING**

**PROPOSED**

- RETAIL (BLACK/PINK)
- COMMERCIAL OFFICE SPACE
- RETAIL
- COMMERCIAL
- RESIDENTIAL
- GREEN OPEN SPACE

**Turley**

# Appendix 7 – September Exhibition Boards

## Transport, Access & Environment



**PUBLIC REALM**

- T** New public space offers respite and relieves congestion along West End Lane
- T** New public space provides active and functional space for markets etc.
- T** Shared surface to northern access route
- T** Widening of Potters Path to approximately 3m clear
- T** Improved lighting and materials to public space and Potters Path

**TRAFFIC STRATEGY**

- B** Improvements to traffic strategy to integrate proposed development
- B** 82% reduction in HGV movements on a daily basis
- B** Car free development (disabled parking provided as per Camden Council guidelines)
- B** Widening of West End Lane pavement to a 6m width in the vicinity of the site

The site is located in a highly accessible location and as such the proposed scheme aims to minimise car use and promote sustainable transport tips.

The existing site is predominantly residential and the proposed development will be a mix of residential and commercial units.

By providing a mix of residential and commercial units, the development will provide a vibrant and lively community. The development will also provide a mix of housing types, including affordable housing, to meet the needs of the local community.

The development will be designed to be sustainable and to reduce its carbon footprint. This will be achieved through a range of measures, including the use of renewable energy, energy efficient lighting, and water saving devices.

The development will also be designed to be accessible to all, including those with disabilities. This will be achieved through a range of measures, including the provision of disabled parking spaces, ramps, and lifts.

The development will be designed to be secure and to provide a safe environment for all. This will be achieved through a range of measures, including the provision of secure storage, CCTV, and a secure perimeter.

The development will be designed to be aesthetically pleasing and to blend with the surrounding environment. This will be achieved through a range of measures, including the use of high quality materials, landscaping, and art.

**BIODIVERSITY**

- V** Green/brown roofs
- V** New trees and substantial planting
- V** BREEAM Very Good rating

**ENERGY**

- 40%** Carbon reductions on site
- On-site** electric/energy generation with photovoltaics
- Potential** for district heating CHP/communal heating
- Passive** solar gain/winter garden/thermal performance

**WATER**

- Water** saving devices
- SUD** (Sustainable Urban Drainage) strategy

**RECYCLING**

- Waste** separation and recycling
- Construction** waste diverted from landfill

The proposed development considers sustainability throughout its lifetime. The design would incorporate various sustainability measures including energy and water efficiency measures.

The development will be designed to be sustainable and to reduce its carbon footprint. This will be achieved through a range of measures, including the use of renewable energy, energy efficient lighting, and water saving devices.

The development will also be designed to be accessible to all, including those with disabilities. This will be achieved through a range of measures, including the provision of disabled parking spaces, ramps, and lifts.

The development will be designed to be secure and to provide a safe environment for all. This will be achieved through a range of measures, including the provision of secure storage, CCTV, and a secure perimeter.

The development will be designed to be aesthetically pleasing and to blend with the surrounding environment. This will be achieved through a range of measures, including the use of high quality materials, landscaping, and art.

Site plan showing access improvements

Proposed design has created space for additional green public space, which is highlighted

Green roof terrace

Green walls

Substantial planting

## What Next?



LET US KNOW WHAT YOU THINK...

**As you'll see from the consultation timeline, A2Dominion intends to make a planning application later this year to London Borough of Camden.**

**Today's consultation is the second in a series of engagements with you. There will be a third and final consultation event organised by the A2 Dominion team on 22nd October here at the Synagogue.**

Let us know what you think by completing a feedback form which are available here in this room. Or you are welcome to take the feedback form away and send it to us by using a FREEPOST envelope. Alternatively, you can view the plans online at [www.156westendlane.co.uk](http://www.156westendlane.co.uk) and submit comments using the online form on the web site. We will compile an exhibition report based upon your comments that will accompany the planning application when it is submitted.

If you have any questions following the exhibition, please email our community consultation company: [amy.dicks@instinctil.com](mailto:amy.dicks@instinctil.com) or call 0207 457 2825

CONSULTATION TIMELINE

- June 2015:** First consultation on site masterplan
- July 2015:** Special consultation for Lymington Road residents
- Sept 2015:** Second consultation on detailed designs and elevations
- Oct 2015:** Third consultation immediately prior to submission of application
- Nov 2015:** Planning application submission
- Feb 2016:** LB Camden planning committee decision

THE DESIGN TEAM

**ARCHITECT:** CH2 (Oxford Lane) (CSL)  
**EMPLOYER/AGENT:** Siskin DCC  
**PLANNING CONSULTANT:** Siskin (Rivers Partners LLP)  
**CONSULTATION / PR:** Instinctil  
**HEALTH / SUSTAINABILITY:** Siskin DCC  
**ARCHAEOLOGY:** MGA

**ECOLOGIST / BIODIVERSITY:** The Ecology Consultancy  
**SOIL/SLURRY/STORM:** Right of Light Consulting  
**TRANSPORT / HERITAGE ANALYSIS:** V&M  
**TRANSPORT:** IFF  
**ARCHITECTURAL / LANDSCAPE:** F&K  
**ART QUALITY / NOISE / ACoustics:** Access-UK

## Appendix 8 – September Feedback Form

**Let us know your views**

What are your views on our proposals?

**A chance to have your say**  
156 West End Lane - 10<sup>th</sup> & 12<sup>th</sup> September 2015



Thank you for taking the time to look through the boards outlining our proposals for regenerating 156 West End Lane. We would now like you to use this feedback form to express your opinions on the proposals displayed at the public exhibition. After completing it, you can put the form in the comments box or send it to the address below. Instinctif Partners will compile a report summarising all the comments made.

**You can submit your views...**

**By post – Using the Freepost envelope supplied or send your form directly to:**

Instinctif Partners  
Local Engagement,  
65 Gresham Street,  
London, EC2V 7NQ

**By email**  
[amy.dicks@instinctif.com](mailto:amy.dicks@instinctif.com)

**Or online at [www.156westendlane.co.uk](http://www.156westendlane.co.uk)**

**Please return your form by 25<sup>th</sup> September, 2015**

Title  Initial  Surname

Address

Post Code

Phone  Email

Are you a:  Local resident  Local group  
 Councillor  Other (please state)

Age group:  Under 18  18-25  
 26-35  36-45  
 46-55  56-65  
 66-75  76 or above

You need not provide your details if you wish

Your enquiries and feedback will be analysed by Instinctif Partners and its project team as part of the public consultation process. We will not disclose such information to any unauthorised person or third party other than the relevant planning authorities and it will not be used for any other purpose. Instinctif Partners or its representatives may wish to contact you in the future with updates on the proposal. If you do not wish to be contacted, please tick here:









## Appendix 10 – October Feedback Form

**Let us know your views**

What are your views on our final proposals?

**A chance to have your say  
156 West End Lane – 29<sup>th</sup> October 2015**



Thank you for taking the time to look through the boards presenting our final proposals for regenerating 156 West End Lane.

Please use this feedback form to express your opinions on the proposals displayed here today.

After completing it, we'd be grateful if you would put the form in the comments box provided.

Title  Initial  Surname

Address

Post Code

Phone  Email

Are you a:  Local resident  Local group  
 Councillor  Other (please state)

Age group:  Under 18  18-25  
 26-35  36-45  
 46-55  56-65  
 66-75  76 or above

You need not provide your details if you wish

Your enquiries and feedback will be analysed by Instinctif Partners and its project team as part of the public consultation process. We will not disclose such information to any unauthorised person or third party other than the relevant planning authorities and it will not be used for any other purpose. Instinctif Partners or its representatives may wish to contact you in the future with updates on the proposal.  
If you do not wish to be contacted, please tick here:

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