

# QUATRO



## **35, 37 and 39-41 New Oxford Street, 10-12 Museum Street and 16a-18 West Central Street STATEMENT OF COMMUNITY INVOLVEMENT**



**PREPARED FOR TRIANGLE INVESTMENTS AND  
DEVELOPMENT LTD.**

**December 2015**

**CONTENTS**

<b>1.</b>	<b>Executive Summary</b>	<b>Page 3</b>
<b>2.</b>	<b>Application Context</b>	<b>Page 4</b>
<b>3.</b>	<b>Policy Context</b>	<b>Page 5</b>
<b>4.</b>	<b>Consultation Strategy &amp; Activities</b>	<b>Page 6</b>
<b>5.</b>	<b>Stakeholder Meetings</b>	<b>Page 7</b>
<b>6.</b>	<b>Public Exhibition</b>	<b>Page 9</b>
<b>7.</b>	<b>Feedback</b>	<b>Page 11</b>
<b>8.</b>	<b>Conclusion</b>	<b>Page 14</b>
<b>9.</b>	<b>Appendices</b>	<b>Page 15</b>

---

## 1. EXECUTIVE SUMMARY

---

- 1.1 This Statement of Community Involvement (SCI) summarises the pre-application consultation activity undertaken on behalf of Triangle Investments and Development Ltd (Triangle) for its plans to create a high quality mixed use development. The proposals include 21 new residential dwellings and new retail, leisure and office space. The proposals include the retention of a number of the site's existing facades.
- 1.2 The following document highlights the public consultation activities undertaken to inform local residents about the proposals and seek their feedback about the plans. It also documents the feedback received from those who participated in the consultation and provides details on how Triangle has developed its final masterplan with the comments and suggestions of local residents in mind.
- 1.3 This SCI and Triangle's public consultation programme were undertaken using the principles set out in the London Borough of Camden's Statement of Community Involvement.
- 1.4 The aims of the consultation and engagement process were:
  - To be inclusive and accessible
  - To raise awareness of the proposed development and planning application
  - To clearly communicate the feedback from the local community to the design team.
- 1.5 Throughout the development of the masterplan, Triangle has been committed to public consultation, and the development proposals contained within the final planning application have taken into consideration the views of local residents.
- 1.6 A public exhibition was held over two days on the 7<sup>th</sup> and 11<sup>th</sup> November 2015 at The Dragon Hall Trust, a nearby local community centre to the site. Over the course of the two days, 55 people attended and 25 feedback forms were returned. Triangle also held separate meetings prior to the public exhibition with key stakeholders within the area surrounding the site. Overall, there was overwhelming positive feedback particularly on the proposed design of the scheme due to its sensitivity and the retention of a number of facades. Residents also welcomed the improvements that the development will make to the area, bringing an underutilized building back to life.

---

## 2. APPLICATION CONTEXT

---

### Site Context

- 2.1 In May 2015, Triangle acquired the building which is bounded by New Oxford Street, Museum Street and West Central Street, with the view of redeveloping and refurbishing the building for a mixed use consisting of residential, retail, leisure and offices.
- 2.2 The building consists of 35, 37 & 39-41 New Oxford Street, 16a-18 West Central Street and 10-12 Museum Street.
- 2.3 The ground floor of the New Oxford Street part of the building is primarily used for retail. The basement, first and second floors of No 39-41 New Oxford Street are occupied. The upper floors on 35-37 New Oxford Street has been used for residential purposes.
- 2.4 The Museum Street part of the building was used as housing, but has recently remained vacant. The ground floor of the Museum Street building is also vacant and was previously used for retail purposes.
- 2.5 The number 16a West Central Street part of the building was previously used as a night club in the basement and ground floor, and an office above, but this part of the building has been vacant for some time.
- 2.6 Triangle inherited a very run-down building, which is in need of attention. Many parts of the building are vacant and even those which remain in current occupation are in a poor state of repair.
- 2.7 The site is entirely within the London Borough of Camden and sits within the Holborn and Covent Garden ward. The building is located on the southern fringe of the Bloomsbury Conservation Area that was designated in 1968. The building is not listed.
- 2.8 The area is characterised by a mix of uses and the building form is generally consistent within the immediate locality.

### Application Proposals

- 2.9 The proposals are a sensitive and well-crafted response to the site's context and would deliver 21 new homes and many new jobs, through improved retail, leisure and office space.
- 2.10 A number of existing facades and architectural details within the development will be restored.
- 2.11 Triangle has commissioned a high quality design for the site based upon an holistic approach to the building, landscaping and relationship to adjoining areas. Further details on the proposals are found in the Planning Statement and Design and Access Statement, submitted as part of this planning application.

### 3. CONSULTATION POLICY CONTEXT

---

#### The Localism Act

- 3.1 Consultation is an essential requirement for major development projects and is encouraged by both national and local Government. Indeed, the Government has put community consultation at the heart of **The Localism Act (2011)**:

*“Alongside neighbourhood planning proposals, a new requirement for compulsory community engagement at the pre-application stage is one way through which this can be achieved, particularly for larger applications which are likely to fall outside the neighbourhood planning process. By giving local people a stronger say in the planning process, and making developers aware of issues of importance to the community that will need to be resolved through the design process, we expect that issues will be raised (and resolved) sooner, and planning permission granted more swiftly and in more cases.”*

#### National Planning Policy Framework

- 3.2 The **National Planning Policy Framework** (March 2012) (NPPF) is a key part of the previous Government’s reforms to make the planning system less complex and more accessible. The framework acts as statutory guidance for local planning authorities and decision-takers, both in drawing up plans and making decisions about planning applications. The NPPF encourages early and proactive community engagement. Paragraph 66 of this document states that:

*“Applicants will be expected to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community. Proposals that can demonstrate this in developing the design of the new development should be looked on more favorably.”*

#### London Borough of Camden

- 3.3 At the local level the London Borough of Camden has an adopted **Statement of Community Involvement** (adopted 2006, revised version updated in July 2011), which sets out Camden’s policy for involving communities in the preparation and revision of planning documents and the consideration of planning applications:

*“We strongly encourage pre-application advice and pre-application consultation for major, or potentially controversial, proposals. Pre-application consultation provides an opportunity for local communities and stakeholders to raise any issues directly with the applicant and influence their proposals.”*

---

## 4. CONSULTATION STRATEGY & ACTIVITIES

---

### Strategy

- 4.1 Triangle's consultation strategy aimed to achieve a thorough and comprehensive community consultation in advance of the submission of the full planning application. As part of the consultation strategy, Triangle will continue to engage with and inform stakeholders about the progress of the application post-submission through to determination.
- 4.2 The strategy seeks to use various methods of consultation to fit the situation and purpose (namely, to engage with stakeholders and the wider public). The strategy is based on providing information and ensuring participation and engagement through consultation.

### Activities

- 4.3 In order to secure the views of local people and key stakeholders, Triangle took the following actions:
  - Held separate meetings with the Bloomsbury Association, Holborn and Covent Garden ward Councillor Sue Vincent, the Covent Garden Community Association and The Bloomsbury Conservation Area Advisory Committee.
  - A press release was published, giving information about the public exhibition and details of the proposal. Please see in Appendix 5.
  - Held a two day public exhibition.
  - Provided a freepost address for the use of local residents.
  - A website was created with more information of the proposal. This can be seen at: [www.newoxfordstreetconsultation.co.uk](http://www.newoxfordstreetconsultation.co.uk)

---

## 5. STAKEHOLDER MEETINGS

---

### The Bloomsbury Association

- 5.1 A meeting was held with the Chair of the Bloomsbury Association on the 3<sup>rd</sup> November. On behalf of the Bloomsbury Association, the Chair made the following points:
- Residents had concerns with nightclub because of the associated drugs and crime. Residents would oppose any proposals which include a nightclub
  - They had no issues with a basement restaurant and bar
  - The restoration approach and architectural treatment was welcomed
  - Said the proposal would much improve the link down from Museum Street in to Covent Garden
  - New retail units at ground floor are also welcomed.

### Councillor Sue Vincent

- 5.2 A meeting was also held with the ward Councillor Sue Vincent on the 3<sup>rd</sup> November and Cllr Vincent made the following points:
- Concerns regarding nightclub because of issues such as noise, disturbance, drugs and crime
  - Asked whether flues would be provided for potential restaurant uses
  - Relaxed about basement proposals for uses such as a gym or restaurant
  - Said the area needed a better food offer
  - Welcomed the lighting and art/sculpture proposals

### The Covent Garden Community Association:

- 5.3 On the 9<sup>th</sup> November, a separate meeting was held with the Planning Sub-Group of the Covent Garden Community Association. The following comments were made:
- Museum Street will become busier with more traffic when Camden introduces the changes to Tottenham Court Road and Gower Street one way systems
  - Further details required on how bikes will enter the building and how many doors people would need to negotiate to get to the bike storage location
  - Questions were asked about existing uses and Triangle confirmed that the existing tenant, Packshot, would be staying
  - Triangle confirmed that none of the existing residential tenants would be evicted
  - Triangle confirmed that the details of the s106 agreement had yet to be discussed with Camden but payments for CIL and S106 were expected.

### The Bloomsbury Conservation Area Advisory Committee:

- 5.4 A final stakeholder meeting was held with the Bloomsbury Conservation Area Advisory Committee on the 11<sup>th</sup> November. Members made the following points:
- The interesting feature on the New Oxford Street elevation shopfront should be retained in order to ensure that there is not a uniform treatment

- Requested a greater sense of hierarchy in the West Central Street elevation
- The frosted glass balustrade should be omitted and replaced by either a railing or rendered parapet
- On the New Oxford Street frontage it was suggested that Triangle could consider a mansard on the central bay as opposed to the proposal
- The development should include community benefits.
- The Committee noted that they were generally very encouraged by Trangle's approach and proposals.

In response to comments from the Association, a few detailed changes were made. The changes relate to replacing the frosted glass balcony with a rendered parapet wall and keeping the shopfront feature on the New Oxford Street frontage.



## 6. PUBLIC EXHIBITION

---

### Exhibition Logistics

- 6.1 Triangle held a two day public exhibition to showcase its plans for a high quality mixed use development. The exhibition was held at a nearby venue to the site, the Dragon Hall Trust. The exhibitions took place on:

Saturday 7<sup>th</sup> November – 11:00am – 4:00pm  
Wednesday 11<sup>th</sup> November – 1.30pm – 7:00pm

- 6.2 To publicise this event, Triangle drew up a consultation radius which contained all streets in proximity to the proposed development site, which can be seen in Appendix 1. Triangle wrote to all residents within the consultation zone as well as affected stakeholder groups, such as the Bloomsbury Association, the Covent Garden Community Association, the Bloomsbury Conservation Area Advisory Committee, local Ward Councillors and Sir Kier Starmer MP (Holborn and St Pancras) to advise them of the exhibition and invite them to attend.

Please see the public exhibition invitation letter in Appendix 2.

- 6.3 The exhibition displayed the development proposals on a series of exhibition boards which can be found in Appendix 3.



*Residents of the first exhibition being talked through detailed plans by members of the team*

- 6.4 On display were nine exhibition boards with detailed information about the development proposals; the professional team; existing site photographs; floor plans; elevational strategy; sustainability; transport and access; and the construction phase.
- 6.5 Triangle provided feedback forms at the exhibition, as shown in Appendix 4, so attendees could register their opinions about the proposals. A freepost address to allow residents to write to the project team with their enquiries was also set up.

**Key Statistics**

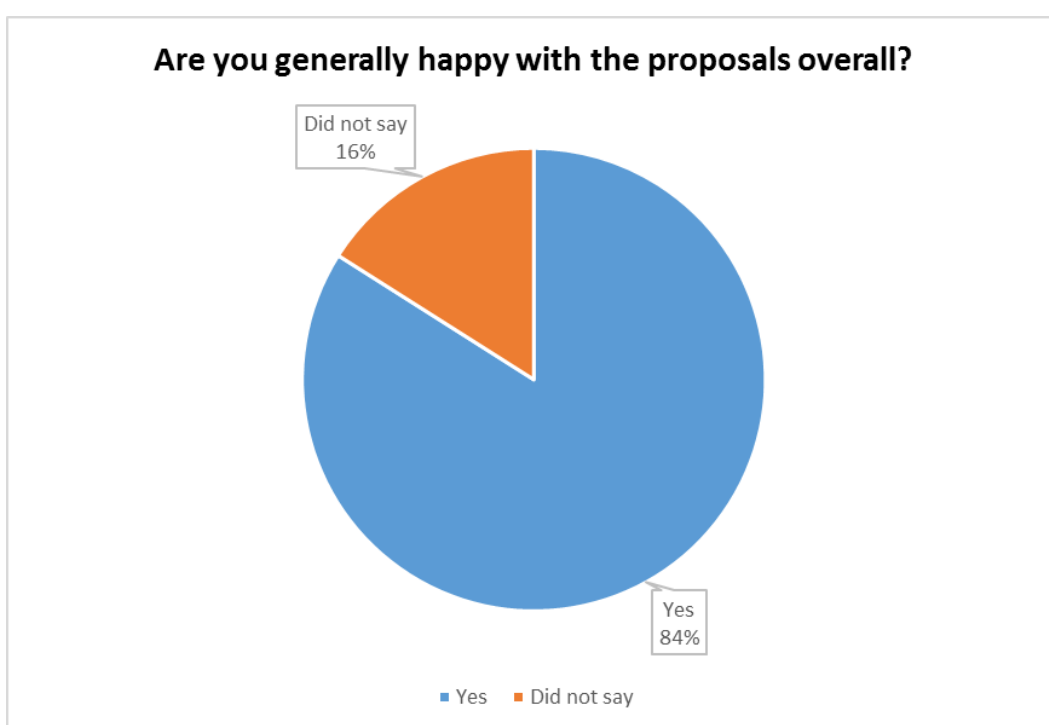
- 6.6 **1583 properties** surrounding the development site were invited by post to attend the exhibition.
- 25 people** attended during the first five hour session.
- 30 People** attended during the second five and a half hour session.
- 25 local residents** either filled out a feedback form at the event or sent a form in via the project’s freepost address or email address.



*Residents of the second exhibition being talked through detailed plans by members of the team*

## 7. FEEDBACK

- 7.1 A total of 25 written responses were received at or following the Public Exhibition.
- 7.2 Feedback from the exhibition was largely positive, with residents pleased with the overall proposed design of the scheme due to its sensitivity and the retention of a number of facades. Residents also welcomed the improvements that the development will make to the area and neighbourhood. Residents also welcomed the opportunity to see and discuss the proposals.
- 7.3 The feedback form asked whether or not respondents were “*generally happy with the proposals overall*”. Of the 25 feedback forms received. 21 said Yes, 0 said No and 4 did not answer.
- 7.4 In summary, 84% were pleased with the overall proposals:

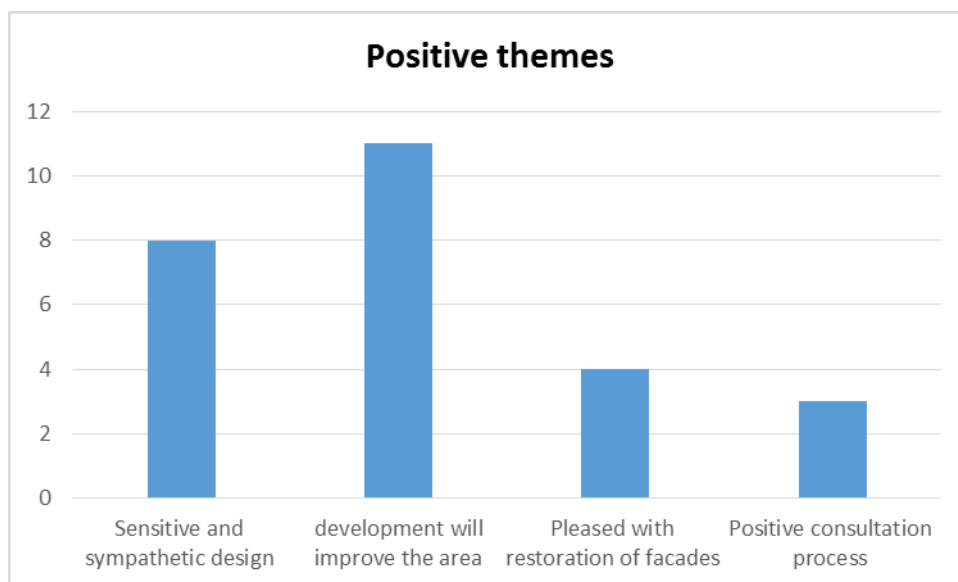


### General Comments

- 7.5 The rest of the feedback form was designed in an open ended format and asked respondents if they had any general comments about the scheme. There were many positive comments encouraging the development which are categorised below.
- “*Very sensitive and sensible conversion/new build. Will improve the area considerably. Approve of keeping the facades.*” Local Resident and Historian of Camden, Gilbert Place.
  - “*Very good idea to tidy up the area and rundown buildings. Very interesting.*” Local resident, Pied Bull Court.
  - “*Extremely impressed with the developers’ sympathetic design. I strongly support the current scheme, mix of uses and design. This proposal is exactly what the site needs.*” Local resident, Tierry Wood House.
  - “*Very sensitive approach to a site with lovely potential. Appreciate the inclusiveness.*” Local resident, Bedford Place.

- *“My husband and I are greatly pleased at the care taken to preserve the architectural identity of our distinct neighbourhood.”* Local resident, Great Russell Street.

7.6 The graph below shows the number of mentions of the main issues that were welcomed in the feedback form.



Typical comments by theme:

**7.7 Sensitive and sympathetic design**

- *“Very sensitive, can hardly notice the difference. Will improve the properties a lot.”* Local resident, Tierry Wood House.
- *“Extremely impressed with the developers’ sympathetic design. I strongly support the current scheme, mix of uses and design.”* Local resident, Tierry Wood House.

**Development will improve the area**

- *“Will help improve the run-down area.”* Local resident, Bow Street.
- *“Will enhance the neighbourhood, unlike other current developments.”* Local resident, Museum Chambers.

**Pleased with the restoration of facades**

- *“Generally nice to see the proposal maintaining the old features of the building.”* Current tenant, West Central Street.
- *“I am delighted that the proposals aim to keep and greatly improve the current buildings.”* Local resident, Museum Chambers.

**Positive consultation process**

- *“Very helpful staff who have explained the scheme clearly.”* Local resident.
- *“Company seem genuinely invested in making a positive contribution to the area.”* Current tenant, West Central Street.



Local residents filling in feedback forms

### Aspects that could be improved

- 7.8 Due to the overwhelmingly positive responses, there were few concerns raised from those who attended the public exhibition.
- 7.9 Two attendees who very much liked the residential part of the scheme commented that not enough residential units were being proposed for this site. Triangle believes that the correct amount of residential units have been included in the proposals without compromising the living standards of those taking up residency in the new units.
- 7.10 One attendee had a concern regarding traffic during the construction process due to *“four big developments happening at the same time.”* Triangle however will liaise with other developers in the immediate area as a priority. Triangle takes its role within the community very seriously, and will seek to minimise disturbance during the construction process for neighbouring residents. Triangle understands the importance of liaising with immediate neighbours and the wider community in order to ensure that the impacts are minimised as much as possible.
- 7.11 Two attendees were also concerned about the specific ground floor uses, as some uses would have a greater impact on residents. One resident commented, *“We would hope applications for this space are made once tenants are found so that suitable conditions can be imposed by Camden to protect peaceful residential occupation.”*

## 8. CONCLUSION

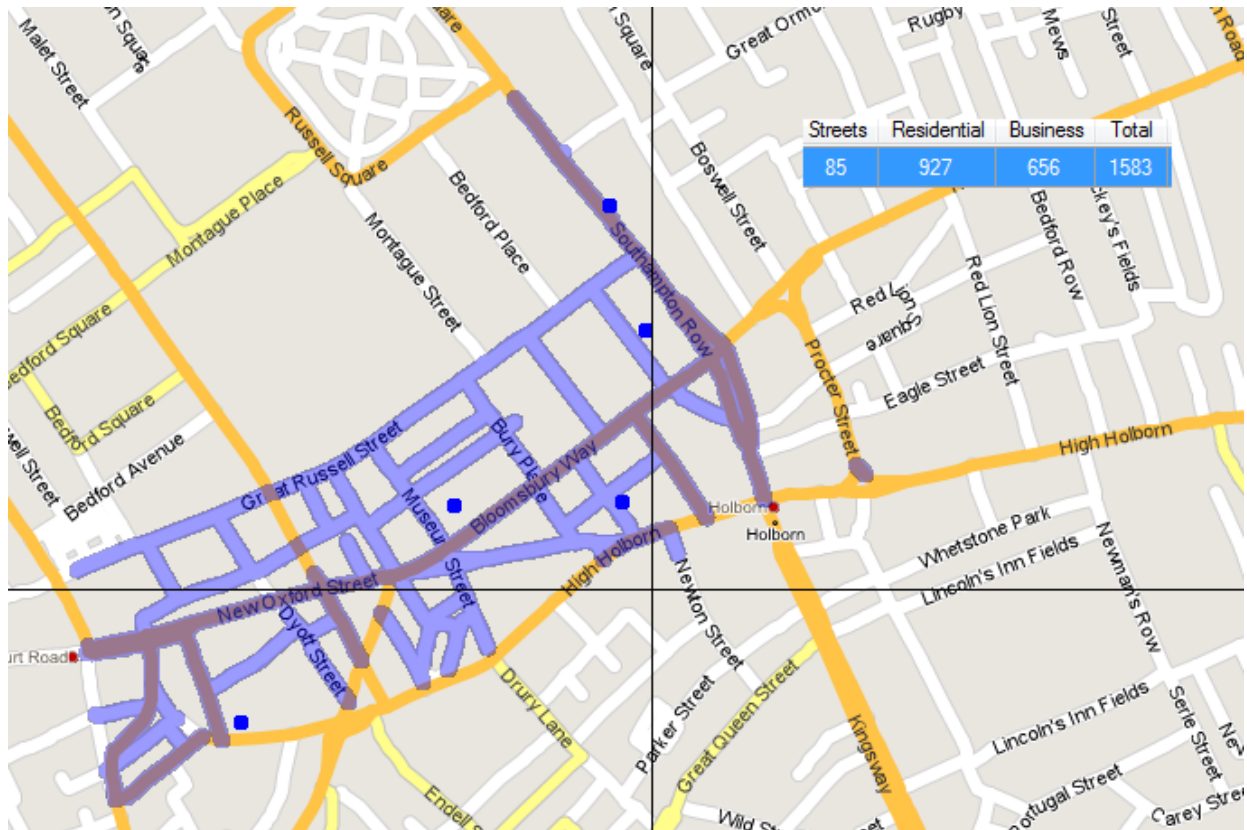
- 8.1 This SCI shows the consultation undertaken by Triangle with local residents regarding its proposals for 35, 37 and 39-41 New Oxford Street, 10-12 Museum Street and 16a-18 West Central Street, fulfils the requirements laid out in both the Council's SCI and The Localism Act 2011. Triangle is committed to consulting with all local communities regarding development plans it promotes.
- 8.2 Generally, the response from those who attended the public exhibition was positive, particularly in respect of the sympathetic and sensitive design approach to the scheme, the restoration of a number of facades and the development greatly improving and contributing to the area. Residents also welcomed the positive consultation community engagement process.
- 8.3 Few residents living in the immediate vicinity raised concerns regarding traffic during the construction process and that the scheme does not include enough residential units. However, we consider that these concerns have been addressed positively by the design team and appropriate conditions will be secured to ensure that the development does not have any harmful effect on local residents. In response to comments from the Bloomsbury Conservation Area Advisory Committee, a few detailed changes were made. The changes relate to replacing the frosted glass balcony with a rendered parapet wall and keeping the shopfront feature on the New Oxford Street frontage.
- 8.4 Triangle will continue discussions and engagement with local residents post submission of the planning application. It is hoped that by continuing a dialogue with the local community we can work together to deliver the best outcome for the area.



Public Exhibition, 11/11/15 and picture of the entrance to the exhibition

9. APPENDICES

APPENDIX 1 – CONSULTATION ZONE RADIUS



**APPENDIX 2 – PUBLIC EXHIBITION INVITATION LETTER****PUBLIC CONSULTATION ON  
NEW PROPOSALS FOR NEW OXFORD STREET**

You are invited by Triangle Investments and Development Ltd to a Public Exhibition of plans to create a landmark mixed-use development, delivering new jobs, homes and commercial space.

Triangle's new proposals will redevelop and refurbish 35, 37 and 39-41 New Oxford Street, 10-12 Museum Street and 16a-18 West Central Street. This site will be improved providing new homes, new jobs and new retail, leisure and office space. The new development will revitalise ground floor frontages and enhance the quality of accommodation on the upper floors.

Importantly, a number of existing facades and architectural details within the development will be restored.

Triangle have a strong track record in delivering sensitive and high quality developments. They have experience in developing complex central London sites such as this.

For further details visit [www.triangle.co.uk](http://www.triangle.co.uk)

We are keen to hear the views of the local community and our Public Exhibition is your opportunity to see our plans, meet our team and to have your say (details overleaf).



Illustration of proposals



# PUBLIC CONSULTATION ON NEW PROPOSALS FOR NEW OXFORD STREET



The Public Exhibition will be held over two days at:

**The Dragon Hall Trust**  
**17 Stukeley Street**  
**London**  
**WC2B 5LT**

On:

<b>Saturday 7th November</b>	11am – 4pm
<b>Wednesday 11th November</b>	1.30pm – 7pm

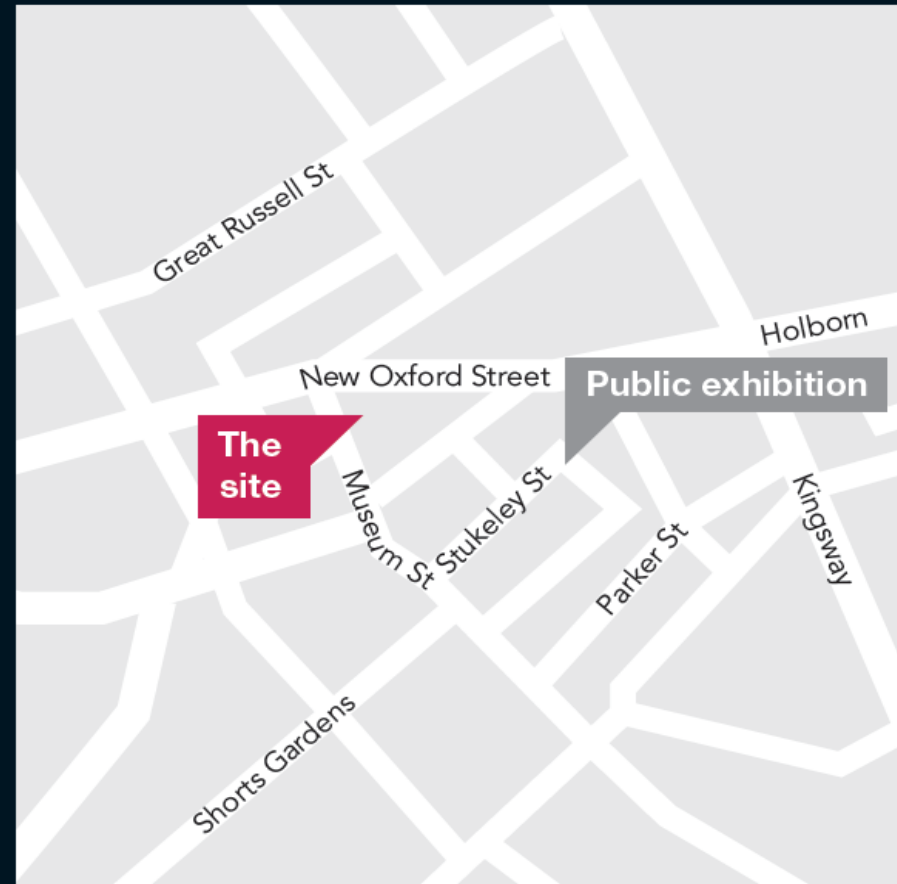
We would be delighted for you to attend our exhibition for our new proposals for New Oxford Street, Museum Street and West Central Street.

We look forward to meeting with local people to explain our proposals.

Representatives from the project team will be on hand to answer any questions you may have.

For further details, visit  
[www.newoxfordstreetconsultation.co.uk](http://www.newoxfordstreetconsultation.co.uk)

If you have any additional questions, then please contact  
[hramsey@quatro-pr.co.uk](mailto:hramsey@quatro-pr.co.uk) or call 020 7566 7978.



## APPENDIX 3 – PUBLIC EXHIBITION BOARDS

Welcome



Proposed illustration from the corner of New Oxford Street & Museum Street

### Welcome to our public exhibition

Thank you for attending our public exhibition to consult on our proposals to redevelop and refurbish 35, 37 and 39-41 New Oxford Street, 10-12 Museum Street and 16a-18 West Central Street. We aim to improve the site providing new homes, new jobs and new retail, leisure and office space.

#### Site Owner:



Triangle is a leading investment, development and asset management group. Most importantly, we remain a business which prides itself on traditional family values.

In May 2015, Triangle acquired the site which is bounded by New Oxford Street, Museum Street and West Central Street, with the view of redeveloping and refurbishing the site for a mixed use consisting of residential, retail, leisure and offices. A number of existing façades and architectural details within the development will be restored.

Triangle have not yet made a formal planning application to develop this site but we are in discussions with the London Borough of Camden regarding these plans.

The purpose of this public exhibition is to understand your thoughts before we progress to submitting a planning application to the council. We hope this exhibition is informative and we look forward to hearing your views.

We have assembled a professional team with the expertise to deliver a high quality and sensitive new development.

#### The Design Team:

Architects:

TP Bennett

Planning & Heritage Consultants:

Montagu Evans

Services and Sustainability Engineers:

Hurley Palmer Flatt

Structural Engineers:

Mason Navarro Pledge

Project Manager and Cost Consultant:

Rider Levett Bucknall

[www.newoxfordstreetconsultation.co.uk](http://www.newoxfordstreetconsultation.co.uk)

# Existing site



Bird's-eye view looking south

The properties within the site consist of 35, 37 & 39-41 New Oxford Street, 16a-18 West Central Street and 10-12 Museum Street.

The ground floor of the New Oxford Street buildings are primarily used for retail. The basement, first and second floors of No 39-41 New Oxford Street is occupied. The upper floors on 35-37 New Oxford Street have been used for residential purposes.

The Museum Street building was used as housing, but has recently remained vacant. The ground floor of this building is also vacant and was previously used for retail purposes.

Number 16a was previously used as a night club in the basement and ground floor, and an office above, but this has been vacant for some time.

Triangle inherited a very run-down set of buildings, which are in need of attention. Many parts of the building are vacant and even those which remain in current occupation are in a poor state of repair.



Existing view from Museum Street



Existing view from New Oxford Street



Existing view from West Central Street



Inherited site in poor condition

[www.newoxfordstreetconsultation.co.uk](http://www.newoxfordstreetconsultation.co.uk)

## Location and heritage



The site is entirely within the London Borough of Camden. Key buildings and places nearby include the British Museum to the north, Holborn to the east, Covent Garden to the south and Tottenham Court Road to the west. This is the heart of the capital.

The site is located on the southern fringe of the Bloomsbury Conservation Area (BCA) that was designated in 1968. The BCA covers an area of approximately 160 hectares extending from Euston Road in the north to High Holborn and Lincoln's Inn Fields in the south and from Tottenham Court Road in the west to King's Cross Road in the east.

The area's evolution is represented by the predominance of large and intact urban blocks of fine examples of Georgian and Victorian architecture. The original buildings had focused on the creation of the grander residential districts using a townhouse typology of similar building styles and materials within a formal grid pattern of streets and squares.

None of the buildings in this project are listed, however to the North West corner of the block, next to the site, are two Grade II listed buildings, 43 and 45 New Oxford Street. The other grade II listed building is No 16 West Central Street which also lies outside the site boundary.



An image of the character sub area 8 within the Bloomsbury Conservation Area



Map of listed buildings in the immediate surrounding area

### History

Bloomsbury represents a period of London's early expansion northwards, dating from Stuart times, which continued through the Georgian and Regency periods to around 1840. This period of expansion, which followed the Plague in 1665 and the Great Fire of London in 1666, replaced a series of Medieval Manors on the periphery of London and their associated agricultural and pastoral land. The first swathe of building created a mix of uses with houses, a market, commercial and cultural uses, as well as hospitals and churches.

By the eighteenth century, the area had developed a reputation for social deprivation, most famously captured by William Hogarth's Gin Lane (1751). Conditions would not improve significantly until the mid-nineteenth century, when James Pennethorne and Thomas Chawner developed plans for metropolitan improvement with the formation of New Oxford Street.

Overseen by the Government's Commissioners of Woods and Forests, New Oxford Street was largely complete by 1845, when the adjacent sites were advertised for

development. The buildings within the site date from this period, and display consistency in the design and detailing of the main elevations to both New Oxford Street and Museum Street. The property at 39–41 New Oxford Street is the notable exception, having been refronted in the 1920s for the Hackney Furnishing Company.



An extract taken from the OS map of 1950s, showing the cleared site to the north of New Oxford Street.



An image, dating from the 1920s, of the former Hackney Furnishing Store on New Oxford Street.

[www.newoxfordstreetconsultation.co.uk](http://www.newoxfordstreetconsultation.co.uk)

# Our proposals



Existing – corner of New Oxford Street & Museum Street



Proposed – corner of New Oxford Street & Museum Street



Existing – corner of New Oxford Street & West Central Street



Proposed – corner of New Oxford Street & West Central Street

As you will have seen from the previous boards, Triangle inherited a very run-down set of buildings. We have taken time to understand the site and its history and wanted to create a completely fresh set of proposals, different from any previous plans for the site.

Triangle are focused on making best use of what is currently an under-utilised site in the form of a new development. In our plans, we will replace the 'life-expired' parts of the building with high-quality new buildings whilst retaining the façades – which people clearly value.

The proposals are a sensitive and well-crafted response to this and would deliver 21 new homes and many new jobs, through improved retail, leisure and office space. Importantly, a number of existing façades and architectural details within the development will be restored.

Triangle believe that this is the most appropriate way to revitalise and sensitively re-use this somewhat neglected piece of the City.

## Benefits

Our proposals would provide many local benefits, such as:

- New jobs through the additional provision of high-quality commercial units
- New homes
- Modern office space
- Modern retail units
- Space for leisure facilities
- The restoration of many of the existing façades and architectural details within the development
- Re-vitalising these under-utilised buildings in this key location

[www.newoxfordstreetconsultation.co.uk](http://www.newoxfordstreetconsultation.co.uk)

# Our design



The approach to the design has been to work with the character of the surrounding architecture and repairing the existing fabric where possible and completing the urban block.

Priority is placed on the refurbishment and retention of the existing Victorian façade and undoing previous interventions that compromise the architectural expression of the original buildings.

The scheme aims to respect scale of the immediate street scape and make a positive visual impact on the wider urban area.

The development will look to include some new façades that are intended to seamlessly integrate with the existing buildings by replicating existing proportions and detail features where these are most appropriate to do so such as the façades along West Central Street.

The new development aims to retain and restore the shop fronts and signage on New Oxford Street and Museum Street where appropriate with the original façades, so as to reinvigorate the retail frontage.

The ground and basement uses will be rationalized to provide flexible space for a club and/or a range of retail operators.

It is proposed that the residential space will be accessed via an existing 'carriage' passageway off Museum Street that leads into a new inner courtyard.

This redevelopment will reinforce the wider improvements to the area as part of Camden's West End Project and neighbouring Westminster's West End Partnership.



Ground floor



Second floor



Fourth floor



[www.newoxfordstreetconsultation.co.uk](http://www.newoxfordstreetconsultation.co.uk)

# Transport and access



The site has a very good transport links. There are three underground stations, Holborn, Covent Garden and Tottenham Court Road, within a short walking distance. Buses run along New Oxford and High Holborn to provide more connectivity throughout the capital. Furthermore, Crossrail will serve Tottenham Court Road from 2018.

Due to the site's central location and excellent transport links, in-line with the council's planning policy, the proposed development will be car-free.

Also in compliance with council transport planning policy, the proposed development will provide secure cycle storage.



## Servicing

Refuse will be stored in a basement room and brought up to street level via the new courtyard space only when refuse is due to be picked up.

The majority of the plant equipment serving the retail, office and residential units will be located in the basement with only limited amount of external plant carefully set back from the roof to avoid any street level visibility.

Service risers will be provided for the use of incoming retail tenants for any extract plant they may require.



[www.newoxfordstreetconsultation.co.uk](http://www.newoxfordstreetconsultation.co.uk)

# Sustainability



Sustainability has been considered at every stage of the design evolution.

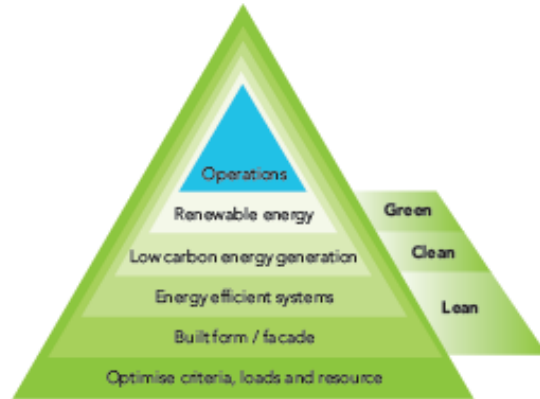
The development has been designed to maximise the retention of the façades whilst maximising the developments lifetime flexibility and minimising associated CO2 emissions.

As such the energy strategy for the development has been developed in line with the energy hierarchy:

**Be lean** – use less energy

**Be clean** – supply energy efficiently, decentralised plant

**Be green** – use renewable energy.



Energy hierarchy

The development will benefit from Low and Zero carbon technologies including PV panels on the roof area.

Wider sustainability issues have also been addressed such as:

- Minimising water consumption
- Choosing materials with have a low environmental impact
- Designing out waste
- Enhancing the ecological value of the development with the inclusion of a green roof
- Minimising water course pollution

All the sustainability issues are to be assessed against BREEAM with a 'Very good' rating being targeted.



[www.newoxfordstreetconsultation.co.uk](http://www.newoxfordstreetconsultation.co.uk)



## Quality of life during construction



As new local property owners, Triangle aims to be a good neighbour.

We acknowledge that any building project is disruptive to those living close by. However, Triangle takes their role within the community very seriously, and we will seek to minimise disturbance during the construction process for neighbouring residents.

We understand the importance of liaising with our immediate neighbours and the wider community in order to ensure that the impacts are minimised as much as possible.

For instance, to reduce noise and disturbance we will properly hoard and sheet the site, plan set hours for any noisy work and manage the arrival and departure of site-traffic.

We anticipate submitting a draft construction management plan with our planning application which will cover factors such as construction hours and where construction vehicles will park. This can also be secured via a planning condition.



### Apprenticeships

As part of our construction proposals, we would look to employ local apprentices. This will ensure the benefits of this development are sustainable and further shared with the community.



[www.newoxfordstreetconsultation.co.uk](http://www.newoxfordstreetconsultation.co.uk)

Thank you



Thank you for visiting our public exhibition; we hope you enjoyed learning about our proposals. Please don't forget to fill out one of our feedback forms before you leave. We look forward to hearing your views on our proposals.

All the feedback we receive will be taken into consideration within the development of our design proposals and will help inform our discussions with stakeholders and the London Borough of Camden. Responses to all feedback will form part of our planning application. Comments can be made up until submission of the planning application; however we would encourage you to send feedback by Wednesday 18th November 2015 in order for them to be considered and included in the feedback report from the public consultation.

We are committed to meeting local residents, groups and stakeholders. If you are a member of a local group or a resident with a particular interest in the development, please contact us and we would be happy to meet with you.

### Next steps

November 2015	Public consultation
End of 2015	Planning application
2016	Planning determination
2017	Construction starts
2019	Construction complete

### Any questions?

Triangle's professional team is on hand and happy to help, should you have any questions.

For further information:

-  [www.newoxfordstreetconsultation.co.uk](http://www.newoxfordstreetconsultation.co.uk)
-  [hramsey@quatro-pr.co.uk](mailto:hramsey@quatro-pr.co.uk)
-  0207 566 7978
-  New Oxford Street Consultation  
FREEPOST RRTG-GGZK-ESHH  
20 – 24 Old Street  
London EC1V 9AB

[www.newoxfordstreetconsultation.co.uk](http://www.newoxfordstreetconsultation.co.uk)

## APPENDIX 4 – FEEDBACK FORM

Thank you for coming to our public consultation. Now that you have seen our initial proposals, we would be grateful if you could provide us with your comments.

Are you generally happy with the proposals overall?	YES/NO
---	--------

Please let us know if you have any comments on the proposals:

Your details
Name:
E-mail:
Address:

PLEASE PLACE THIS FEEDBACK FORM IN THE BOX PROVIDED.

ALTERNATIVELY, YOU CAN POST YOUR COMMENTS TO:

New Oxford Street Estate Consultation  
 FREEPOST RRTG-GGZK-ESHH  
 20-24 Old Street  
 London EC1V 9AB

OR EMAIL: [ironan@quatro-pr.co.uk](mailto:ironan@quatro-pr.co.uk)

PLEASE SUBMIT YOUR COMMENTS BY WEDNESDAY 18 NOVEMBER 2015.

*This information will only be used for the purposes of this exhibition; to compile feedback and to keep you updated on this proposal's progress. Your details will not be passed on to any third parties.*

## **APPENDIX 5 – PRESS RELEASE**

---

### **TRIANGLE INVESTMENTS AND DEVELOPMENTS LTD**

#### **PRESS RELEASE**

**3<sup>rd</sup> November 2015**

#### **Consultation on New Homes and Office, Retail and Leisure Space for New Oxford Street**

Plans for the refurbishment and redevelopment of a mixed-use building in Camden are due to be unveiled for public consultation.

Triangle Investments and Development Ltd are planning to transform the corner of New Oxford Street and Museum Street into an exciting new destination, providing new homes, new jobs and new retail, leisure and office space.

Importantly, a number of existing facades and architectural details will be restored.

The public exhibition will take place over two days at the Dragon Hall, 17 Stukeley Street, London WC2B 5LT on:

Saturday 7<sup>th</sup> November (between 11am and 4pm) and

Wednesday 11<sup>th</sup> November (between 1.30pm and 7pm)

The new development, designed by architects TP Bennett will revitalise ground floor frontages and enhance the quality of accommodation on the upper floors.

#### **A Triangle spokesperson said:**

“Triangle are proposing a significant investment in the regeneration of this fantastic site. It is time to give these buildings a new lease of life; refurbishing where possible, in recognition of the area’s strong cultural heritage.

“We are looking forward to meeting with local residents, community groups and businesses at the public exhibition, to further explain our proposals and listen to what local people have to say.”

#### **Ends.**

For further details, please contact Paul Dimoldenberg on 0207 566 7960 or [pdimoldenberg@quatro-pr.co.uk](mailto:pdimoldenberg@quatro-pr.co.uk).