13491 Haverstock Hill Cambridge Gate Properties

Statement of Community Involvement Quatro July 2016



QUATRO



5-17 Haverstock Hill STATEMENT OF COMMUNITY INVOLVEMENT



PREPARED FOR CAMBRIDGE GATE PROPERTIES.

July 2016



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1. EXECUTIVE SUMMARY

- 1.1 This Statement of Community Involvement (SCI) summarises the pre-application consultation activity undertaken on behalf of Cambridge Gate Properties for its plans to create a high quality residential development. The proposals include 77 new residential dwellings, including both private and affordable homes and improved ground floor commercial space.
- 1.2 The following document highlights the public consultation activities undertaken to inform local residents and businesses, along with local stakeholders about the proposals and seek their feedback about the plans. It also documents the feedback received from those who attended the public consultation events.
- 1.3 This SCI and Cambridge Gate Properties' 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 planning application, Cambridge Gate Properties 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 9th and 11th June 2016 at Haverstock School, opposite to the site. Over the course of the two days, 27 people attended and 11 feedback forms were received. Cambridge Gate Properties also held separate meetings prior to the public exhibition with key stakeholders within the area surrounding the site. Overall, feedback was largely positive particularly in relation to the scheme enhancing the surrounding area and making a positive contribution to the street scape. Residents welcomed the improvements to the current building, and the application to activate a currently underutilized building.



2. APPLICATION CONTEXT

Site Context

- 2.1 5-17 Haverstock Hill is located at the end of Chalk Farm Road, a busy commercial thoroughfare that stretches westwards from Camden Town Centre. Cambridge Gate Properties are looking to redevelop the site to provide new high quality homes and ground floor level commercial units.
- 2.2 The site currently provides a vacant car garage and ground floor commercial units. The building is occupied by a six storey building which includes ten split-levels internally.
- 2.3 The site was used by the Metropolitan Police to store vehicles before two new Metropolitan Police site ended their requirement for the building, vacating the property in Summer 2014.
- 2.4 The building is old and unfit for use and is in need of redevelopment. There is no longer a need for a multi-storey car garage on the site and the design quality is not to the level expected for the area.
- 2.5 The site is entirely within the London Borough of Camden and sits within the Haverstock ward. The building is located just outside the Regents Canal and Eton Conservation Areas. The building is not listed, but the important Chalk Farm Station adjacent to the site is a Grade II listed property.
- 2.6 The area is characterised by a mix of uses and there are a number of high quality mansion blocks in the surrounding area. This site is well suited to residential development as it is located in an established residential area with excellent transport links and amenities. The site is also on the edge of Camden's cultural hub, Camden Town.

Application Proposals

- 2.7 The proposals are a sensitive and well-crafted response to the site's context and would deliver:
 - 77 new homes comprising a range of sizes and tenures including both private and affordable homes (60 market residential units and 17 affordable units; 9 social rent and 8 intermediate units).
 - Improved ground floor commercial space on the Adelaide Road frontage
 - 144 cycle parking spaces
 - 72 sqm of greenspace, dedicated to children's open space
 - Private external amenity space for the majority of residential units, all family sized units include external amenity space
- 2.8 Cambridge Gate Properties 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 (CBRE) and Design and Access Statement (Piercy & Co), 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 Cambridge Gate Properties' 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, Cambridge Gate Properties 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, Cambridge Gate Properties took the following actions:
 - Held separate meetings with Councillor Alison Kelly and Marcus Davey, Chief Executive of the Roundhouse.
 - A press release was published, giving information about the public exhibition and details of the proposal. Please see in Appendix 4.
 - Held a two day public exhibition.
 - Provided a freepost address for the use of local residents.
 - A website was created with more information on the proposals. This can be seen at: www.5-17haverstockhill.co.uk



5. STAKEHOLDER MEETINGS

Councillor Alison Kelly

- 5.1 A meeting was held with Haverstock Ward Councillor Alison Kelly on the 4th February 2016. Cllr Kelly was briefed on the plans and she made the following points:
 - Cllr Kelly was pleased that the development will provide housing
 - She would like the design to reflect Camden's creativity
 - She did not have an issue with the height of the scheme
 - Cllr Kelly explained why the development should be car free
 - She advised to work with as many community stakeholders as possible and was interested in community benefits of the scheme.

The Roundhouse

- 5.2 A meeting was also held with Marcus Davey, the Chief Executive of the Roundhouse on the 7th June 2016. Mr Davey was very positive of the plans and fully supported the scheme. He made the following points:
 - Welcomed the design of the scheme
 - Asked to consider the Roundhouse when it comes to the consideration of wider community benefits of the scheme

Haverstock School

5.3 The School's Head Teacher John Dowd came to the public exhibition following an invitation as a key stakeholder and was briefed on the plans. He was welcoming of the project and wanted to know if the construction process would have any impacts on the school. Mr Dowd was assured that the team did not envisage that construction would have any impacts on the school but that everything would be done to mitigate any impacts and that safety will be of most importance.



6. PUBLIC EXHIBITION

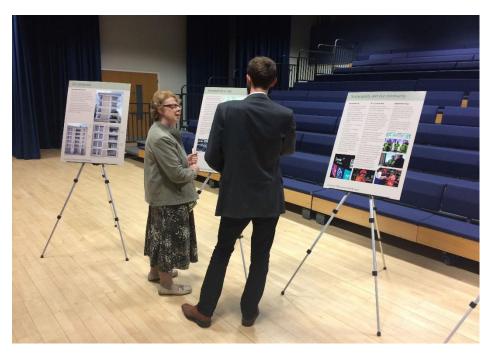
Exhibition Logistics

6.1 Cambridge Gate Properties held a two day public exhibition to showcase its plans for a high quality residential development. The exhibition was held at a nearby venue to the site, Haverstock School. The exhibitions took place on:

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Thursday 9<sup>th</sup> June – 6:30pm – 8:30pm
Saturday 11<sup>th</sup> June – 12.00pm – 4:00pm
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6.2 To publicise this event, Cambridge Gate Properties drew up a consultation radius which contained all streets in proximity to the proposed development site, 1,606 households and businesses were invited. Cambridge Gate Properties wrote to all households within the consultation zone as well as affected stakeholder groups, such as the Roundhouse, Haverstock School, Haverstock Safer Neighbourhood Team, 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 1.



A resident being talked through the proposals by one of the architects

- 6.3 The exhibition displayed the development proposals on a series of exhibition boards which can be found in Appendix 2.
- 6.4 On display were ten exhibition boards with detailed information about:
 - The development proposals
 - The design
 - The existing site



- Local architecture
- Floor plans
- Sustainability
- Transport and access and,
- The construction phase

A 3D model of one of the blocks in relation to Chalk Farm station was also on display.

6.5 Cambridge Gate Properties provided feedback forms at the exhibition, as shown in Appendix 3, 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 1,606 properties surrounding the development site were invited by post to attend the exhibition.
 - 21 people attended during the first two hour session.
 - 6 People attended during the second four hour session.
 - 11 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.



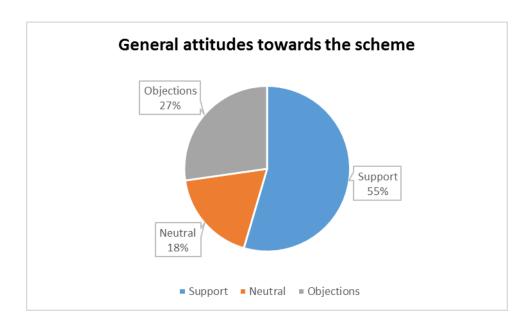
Residents being talked through detailed plans by members of the team

7. FEEDBACK

- 7.1 A total of 11 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 improvements that the development will make to the area and neighbourhood, provide new homes and would be car free.
- 7.3 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.

General Comments

- "The buildings envisaged appear to be calm and in keeping with the feel of the neighbourhood." Local Resident, Eton Place.
- "This will be an improvement to the area." Local resident, Eton Place.
- "I think the proposal is comfortable with the surrounding environment. The proposal of retail units will invigorate the street." Local resident, Beaumont Walk.
- "The contrast of Chalk Farm station and the new proposal looks much better than the current building." Local resident, Beaumont Walk.
- 7.4 In summary, 55% of respondents were supportive of the proposals:





Local residents filling in feedback forms

Aspects that could be improved

- 7.5 There were a limited amount of comments left that were unsupportive of the proposals, however there were some concerns raised that will be addressed appropriately within the planning submission.
- 7.6 Two attendees were concerned about dirt and disturbance that would be caused during the construction process. Cambridge Gate Properties takes their role within the community very seriously, and we will seek to minimise disturbance during the construction process for neighbouring residents. A Draft Construction Management Plan will be submitted with a full planning application which will cover factors such as construction hours and where construction vehicles will park. A comprehensive Construction Management Plan will be secured via a planning condition. There will also be no disruption to London Underground Services and they have been consulted on the proposals.
- 7.7 Three attendees had a concern regarding the design of the scheme.. Cambridge Gate Properties believe that the mansion blocks create a strong, textured palette appropriate to the urban location and through detailed analysis of surrounding mansion blocks in the area, the architect has created a contemporary interpretation of these classic London buildings. The scheme aims to respect the local period architecture and enhance the important character of the area.
- 7.8 A final attendee raised issues regarding privacy, noise and sunlight. The balconies have been designed to minimize any overlooking where possible. The children's space is a designated greenspace, with some landscaped play area for children. Finally, a daylight and sunlight assessment has been undertaken and will be submitted in support of this application.



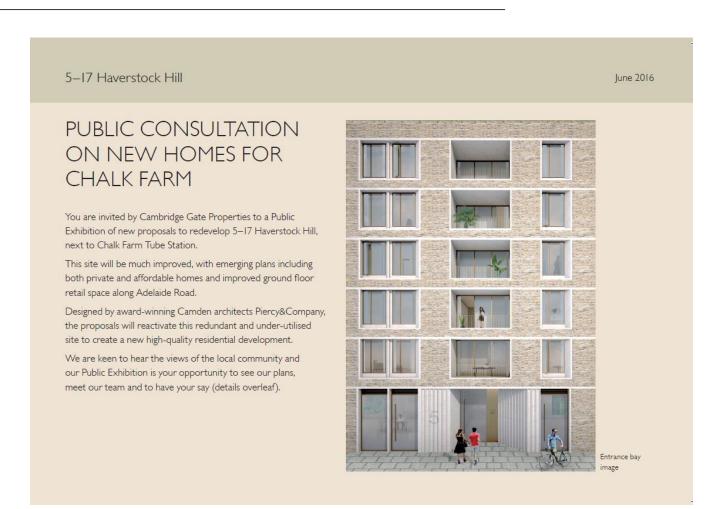
8. CONCLUSION

- 8.1 This SCI shows the consultation undertaken by Cambridge Gate Properties with local residents regarding its proposals for 5-17 Haverstock Hill, fulfils the requirements laid out in both the Council's SCI and The Localism Act 2011. Cambridge Gate Properties 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 overall scheme, revitalizing a redundant and underutilized building to provide housing. The improvement that the development will make to the area and street scape was also welcomed.
- 8.3 Furthermore, residents raised concerns regarding the construction process, design and potential impact on daylight/sunlight levels. We consider that these concerns can be addressed within the planning submission and where appropriate can be secured by condition.
- 8.4 Cambridge Gate Properties 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.



9. APPENDICES

APPENDIX 1 – PUBLIC EXHIBITION INVITATION LETTER





5–17 Haverstock Hill June 2016

PUBLIC CONSULTATION ON NEW HOMES FOR CHALK FARM

The Public Exhibition will be held over two days at:

Haverstock School, 24 Haverstock Hill, London NW3 2BQ

on:

Thursday 9 June 6:30pm – 8:30pm (Performance Hall)

Saturday II June 12pm – 4pm (Dance Studio)

We would be delighted for you to attend our exhibition of our new proposals for 5–17 Haverstock Hill. 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.

If you have any additional questions, then please contact Liam Ronan on

Ironan@quatro-pr.co.uk or 0207 566 7969



www.5-17haverstockhill.com

APPENDIX 2 – PUBLIC EXHIBITION BOARDS

Welcome



Welcome to our exhibition.

5-17 Haverstock Hill is located at the end of Chalk Farm Road. Following the departure of the previous occupant, the Metropolitan Police, Cambridge Gate Properties are looking to redevelop the site to provide new high quality homes across a range of styles and tenures.

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

The purpose of this public exhibition is to understand your thoughts area, and were architects for the before we progress to submitting a planning application to the Council. redevelopment of Camden Lock

We have assembled a professional team of experts to deliver high-quality results in redeveloping this important local site.

Cambridge Gate Properties

Site Owner

Piercy&Company

Architects

Based in Camden, award winning Piercy&Company have a vast amount of experience in the area, and were architects for the redevelopment of Camden Lock Market which has recently gained planning permission.



Camden Lock Market

The site

The site currently provides a vacant car garage and ground floor retail.

It was used by the Metropolitan Police to store vehicles before two new Metropolitan Police sites ended their requirement for the building.

The building is old and unfit for use and is in need of redevelopment. There is no longer a need for a multi-storey car garage on the site and the design quality is not to the level expected for the area.



View from Chalk Farm Road



Transport links



Aerial view of the site

The site is on the edge of Camden's cultural hub. Camden Town is a popular 24 hour location, with Camden Markets attracting a huge number of visitors, as well as the area's popular pubs, clubs and music venues. This is a gateway location from Camden to Belsize Park and Primrose Hill.

The site is well suited to residential redevelopment as it is located in an established residential area, with excellent transport links and amenities associated with Camden Town including Regent's Park and Regent's Canal.

Location and local architecture

The site is entirely within the administrative boundary of the London Borough of Camden. Key buildings and places nearby include Chalk Farm Tube Station, the Roundhouse and Haverstock Hill School.

None of the buildings subject to this application are listed. However, we understand the importance of the adjoining tube station being a Grade-II listed property.

Furthermore, the site sits just outside the Regents Canal and Eton Conservation Areas.

Cambridge Gate Properties are focused on making best use of what is currently a mainly redundant and under-utilised site in the form of a new high quality residential development.







Chalk Farm Station

The Roundhouse, Chalk Farm Road

Haverstock School, Haverstock Hill

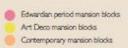
Mansion Block Study

An initial study was taken of the surrounding area which shows that it contains a number of high quality mansion blocks, particularly to the North-West of the site.





Holmefield Court, Belsize Grove



Distinctive features typically include impressive entrances, generous elevations and large and ornate balconies. Through careful analysis of the mansion block, the architect has created a contemporary interpretation of these classic London buildings.



Stockleigh Hall



Stanbury Court, Haverstock Hill

The approach to the design has been guided by the awareness to preserve and sensitively enhance the important character of this area.

The scheme aims to respect the local period architecture and the scale of the immediate streetscape.

Heritage

The heritage of the area is important to us and this will be preserved in the design. The intent is that the design proposals will respond to, and fit within the typology seen in the mansion block study. The study showed that the surrounding mansion blocks encompass a huge range of design styles, yet it can be seen that they all exhibit a number of shared characteristics that define the mansion block typology. These defining features form the basis of our design.



1:75 physical model of part of the Haverstock Hill Elevation



View of proposal from Chalk Farm Road



Further view of proposal from Chalk Farm Road



View of proposal from Haverstock Hill

We have taken time to understand the site and its surroundings and are committed to creating a set of proposals that complement and enhance the area.

We are proposing to redevelop the site to provide 77 residential units comprising a range of sizes and tenures. Improved ground floor retail space, new jobs and apprenticeships will also be provided.

The proposals provide 60 market residential units, comprised of 6 studios, 14 1-beds, 28 2-beds and 12 3-beds in a seven storey block and a six storey block with a rooftop pavilion fronting Haverstock Hill and Adelaide Road respectively. The space between these two masses house additional apartments clustered around a landscaped courtyard.

Furthermore, a five storey block of 17 affordable units (9 social rent and 8 intermediate units) is located on the north east side.

The ground floor also contains plant space, cycle and refuse stores and the residential entrances.

External amenity spaces are provided for almost all of the units.

Benefits

Our proposals will provide many local benefits, such as:

- New homes, including affordable housing
- High-quality commercial units on the ground floor
- New jobs and apprenticeships during the construction phase
- High quality housing within Camden with a range of sizes and tenures
- Revitalising a redundant and underutilised building in this key location.

Floor plans

Here you can see the indicative floor plans thus far. These plans are still in progress and consultation comments will be used to shape the latter phases of the plans. Retail units
Ground floor entrance
Studio units
I-bed units
2-bed units
3-bed units









Elevations

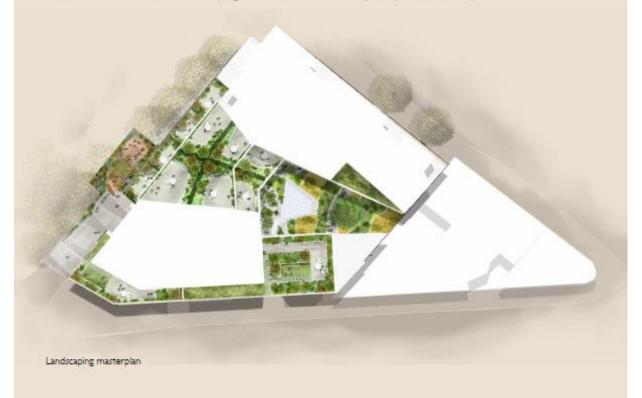
Analysis of the surrounding area shows that there are a significant number of 6 or more-storey buildings in close proximity to the site. Due to the slope of Haverstock Hill many of the properties to the North-West 'gain' an extra storey in comparison with the site. The steps between Eton Rise, Eton Hall and Eton Place along Eton College Road reflect this.



Haverstock Hill elevation

Landscaping

A holistic and coordinated landscaping scheme has been developed by LUC Landscape Architects.



Materials and details

The design team have worked hard to create a series of building facades that employ high quality traditional materials in a contemporary manner that references both the brick buildings of Camden and the mansion blocks of Belsize Park.

A bold brickwork grid is lined with elegant stonework reveals and slimline windows. Other features include fine metal balustrades, stone bands marking storey heights, fluted stonework at entrances and frameless curved glass.



Gable end to Haverstock Hill block



www.5-17haverstockhill.com

Transport & access

The site has a Public Transport Accessibility Level rating of 6A, which indicates excellent access.

In particular it benefits from being:

- Located at the junction of three main roads all of which benefit from regular bus services, including stops outside the site.
- Next door to Chalk Farm Underground Station served by the Northern line.
- Walking distance from Kentish Town West Overground Station.

Given the excellent public transport access no on-site car parking spaces will be provided.

140 safe, secure cycle parking spaces will be provided in accordance with planning policy requirements.



Cycle storage



Transport links



Chalk Farm station

Sustainability and our community

Sustainability

The proposals will achieve high levels of sustainable design and construction, including:

- An aspiration to achieve BREEAM excellent for the retail element of the scheme. The current prediction is that an 'Excellent' rating is likely to be achieved.
- An area of green roof space is proposed.
- An inclusion of solar panel technology.
- No car parking and a total
 of 140 cycle parking spaces
 promoting green transport use.
 The breakdown of cycle parking
 spaces is in accordance with
 current standards and provides
 130 residential cycle parking
 spaces. There will also be 10
 additional cycle parking spaces
 for the retail units.



Our community

As local property owners, Cambridge Gate Properties aims to be a good neighbour.

We acknowledge that any building project is disruptive to those living close by. However, Cambridge Gate Properties 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.



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.

We will seek to work with the Camden Apprenticeships team and King's Cross Construction (KXCSC), Camden's flagship Skills Centre.







Thank you



Thank you for visiting our public exhibition; we hope you enjoyed learning about our proposals. Please don't forget to fill out a feedback form 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 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 19 June 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.

www.5-17haverstockhill.com

Timeline

June 2016	Public consultation
July 2016	Planning application
Late 2016	Planning determination

Any questions?

Cambridge Gate Properties' professional team is on hand and happy to help, should you have any questions.

For further information:

Ironan@quatro-pr.co.uk
Haverstock Hill Consultation
FREEPOST RRTG-GGZK-ESHH
20 – 24 Old Street
London ECIV 9AB



APPENDIX 3 – 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.

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:

5-17 Haverstock Hill Consultation FREEPOST RRTG-GGZK-ESHH 20-24 Old Street London EC1V 9AB

OR EMAIL: <u>|ronan@quatro-pr.co.uk</u>

PLEASE SUBMIT YOUR COMMENTS BY 19 JUNE 2016.

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 4 – PRESS RELEASE

PRESS RELEASE

Thursday 26th May 2016

Plans for New Homes in Chalk Farm go on Display

Plans for the redevelopment of a vacant car park in Camden are due to be unveiled for public consultation.

Cambridge Gate Properties plan to transform 5-17 Haverstock Hill into a residential building providing around 77 new homes. Emerging plans for the development include both private and affordable homes and improved ground floor retail space along Adelaide Road. New jobs and apprenticeships will also be created during construction.

The public exhibition will take place over two days at Haverstock School, 24 Haverstock Hill, on Thursday 9th June (between 6:30pm and 8:30pm in the Performance Hall) and Saturday 11th June (between 12pm and 4pm in the Dance Studio).

The new development, designed by award-winning Camden-based architects Piercy&Company, will reactivate and maximise the potential of this currently a redundant and under-utilised site to deliver a new high quality residential development.

A spokesperson for the developer said:

"We are proposing a significant investment in improving this site to provide new homes, which will complement and enhance the local area.

"We look 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.

Notes to Editors:

- Please find attached an images of the proposed development, for use.
- If you have any questions please contact Liam Ronan on 020 7566 7969 or <u>Ironan@quatro-pr.co.uk</u>.