

Statement of Community Engagement

Parker Tower Section 73 Application

BNP Paribas Real Estate Property Development

January 2017



For BNP Paribas Real Estate Property Development

By Comm Comm UK

Comm Comm UK
Community Communications

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Executive Summary

BNP Paribas Real Estate Property Development (BNP Paribas) has undertaken a programme of community engagement for its Section 73 Application for Parker Tower.

The engagement targeted political and community stakeholders as well as residents and businesses in the surrounding area.

The engagement included an online exhibition, which provided details of the proposals and how it compares to the existing planning permission. The online exhibition was made available on the existing consultation website, www.parkertower.co.uk.

A contact form as well as an email address and telephone number were also made available for stakeholders to get in touch with any queries or for more information. No concerns regarding the Section 73 Application were raised.

Introduction

BNP Paribas has submitted a Section 73 Application for the refurbishment of Parker Tower and for changes to the originally consented scheme and subsequent amendments granted by London Borough of Camden. The current planning permission is for the conversion of the office building into much-needed housing, including affordable housing for local people.

Following the purchase of the site by BNP Paribas in April 2015, BNP Paribas has reviewed the approved unit sizes and mix and propose amendments to the approved planning permission to deliver units that are in demand locally. The units were reviewed in 2015 and a Section 73 application to change the unit mix in Parker Tower was granted consent in November 2015. In line with London Borough of Camden's requirements and following further review, BNP Paribas propose further changes to the scheme.

The proposals are to remove some of the oversized penthouse accommodation while rationalising the lower floors in the tower. The application will increase the overall number of units from 59 to 64. The alterations are proposed on floors 6, 7, 11, 12 and 13 only. The façades of these five floors will also have minor alterations. BNP Paribas is also proposing to increase the capacity of the cycle storage parking and waste storage, in line with the increase in accommodation. The envelope of the building will remain as consented with no increase in height or footprint. The public realm improvements for Parker Street and office space for new businesses will also remain as consented.

BNP Paribas undertook a programme of engagement with local stakeholders, interest groups, residents and businesses in London Borough of Camden to ensure that local people understood the updated proposals.

Why Consult

Comm Comm UK was instructed by the applicant to assist with the pre-application community engagement around the proposals for Parker Tower.

Comm Comm UK is a specialist planning, licensing and infrastructure communications agency with expertise and experience of advising on and implementing consultation and communications programmes.

Consultation can benefit development schemes by ensuring local residents and the community understand what is proposed and why. The consultation process and local community can also help to inform and improve the design.

Consultation is a key pillar of the Localism Act 2011 and National Planning Policy Framework. Both encourage developers to engage proactively with local communities from the early stages of a scheme's development.

There are other guidance and best practice documents that set out the importance of consultation and offer advice on the best way to undertake meaningful community engagement. These include The Killian Pretty Review 2008 and HM Government's Code of Practice on Consultation 2008.

Overview of Methodology

Strategy

This section sets out the pre-application consultation undertaken by BNP Paribas. It outlines how BNP Paribas engaged with the local community and stakeholders before an application was submitted to London Borough of Camden.

The overall strategic aims for consultation were to:

- Ensure as many people in the local area as possible were engaged from an early stage
- Ensure as many local people in the local area as possible understood the proposals and had the opportunity to feed into the consultation process
- Provide an opportunity for local people to give feedback.

Our audiences were identified as follows:

- Holborn and Covent Garden ward Councillors
- London Borough of Camden's Cabinet Members
- London Borough of Camden's Planning Committee Members
- Member of Parliament for Holborn and St Pancras, Sir Keir Starmer KCB, QC, MP
- London Assembly member for Barnet and Camden, Andrew Dismore AM
- Covent Garden Community Association
- Local residents and businesses from the surrounding area.

Consultation Materials

Copies of all materials issued as part of the consultation process can be found in the Appendices.

Online Exhibition

An online exhibition about the proposals was made available on www.parkertower.co.uk (Figure 1). The website was originally created in 2015 for a previous Section 73 Application consultation. The website has been in use since the consultation as a source of information about Parker Tower, construction news and to create a communication channel with the local community. A new page on the website was created for the online exhibition, which included 19 exhibition boards (Figure 2). The new page can be viewed at www.parkertower.co.uk/november-2016-consultation.html.

The boards included:

- An introduction to BNP Paribas and the professional development team
- Details of the original planning permission granted in December 2014 and subsequent changes which were granted consent in November 2015
- Details of which floors would be altered
- Details of the proposed change in unit mix
- Information on associated changes (waste storage, cycle store and the façades)
- Floor plans showing the approved plans compared to the proposed plans
- Elevations showing the approved plans compared to the proposed plans
- Details of the planning, demolition and construction timeline
- Details of how to get in touch with the professional development team.

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An online form was available for members of the local community to sign up for updates or send feedback on the amendments.



Figure 1: Screenshot of www.parkertower.co.uk home page



Figure 2: Screenshot of www.parkertower.co.uk/november-2016-consultation.html, a link to the online exhibition and the online form was available

The online exhibition boards can be seen in Appendix A.

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Introduction Letters

Introduction letters were emailed and posted to community and political stakeholders on Thursday 17 November 2016.

This included:

- Holborn and Covent Garden ward Councillors
- London Borough of Camden's Cabinet Members
- London Borough of Camden's Planning Committee Members
- Member of Parliament for Holborn and St Pancras, Sir Keir Starmer KCB, QC, MP
- London Assembly member for Barnet and Camden, Andrew Dismore AM
- Covent Garden Community Association.

The letter was also hand-delivered to approximately 500 addresses in the area on Thursday 17 November 2016. The distribution area was agreed with London Borough of Camden. The introduction letter and distribution map can be found in Appendix B.

The introduction letter introduced the site, explained details of the internal and associated façade amendments, reasons for the amendment, details of the online exhibition and details on how to get in touch with the professional development team.

Conclusion

BNP Paribas was successful in reaching and engaging the local community in plans for a Section 73 Application for Parker Tower.

Information about the Section 73 Application was made available through an online exhibition on the existing www.parkertower.co.uk website. The exhibition boards contained detailed information and floor plans to allow viewers to see the existing consented plans compared to the proposed plans. The website had a contact form to allow viewers to submit feedback or provide their contact details to remain updated about the application.

The online exhibition was advertised to key political and community stakeholders as well as the local community through various means. This included introduction letters and emails to stakeholders and members of the community who had previously signed up for updates and hand-delivered introduction letters to approximately 500 addresses surrounding the site.

Through the introduction letters and website, channels of communication were opened with key stakeholders and the local community. This provided the opportunity for those interested in the plans to get in touch with the professional development team with questions or feedback. However, the professional development team did not receive feedback on the proposals.

Appendices

Appendix A – Online Exhibition Boards

<http://www.parkertower.co.uk/assets/parker-tower-online-boards.pdf>

WELCOME TO THE PARKER TOWER ONLINE EXHIBITION

Welcome to BNP Paribas' online exhibition about the forthcoming planning application for internal alterations.

BNP PARIBAS REAL ESTATE

BNP Paribas RE Property Development UK (BNPRE PD UK) is a leading international commercial real estate company and part of the BNP Paribas Group.

Our comprehensive services cover all property types, including offices, industrial and logistics, retail, land and residential, and we have recently completed the new Google headquarters at Hinge Cross.

BNP Paribas Real Estate UK bought Parker Tower in April 2015 and we plan to redevelop the building with a target completion date of mid 2018.

The Team
BNP Paribas is working with an experienced professional development team to develop the site.

GERALDEVE MOXLEY COMMUNITAS SBB CommComm

www.parkertower.co.uk

PARKER TOWER

Camden Council 2014

There is existing planning permission for conversion of this outdated office building into much-needed housing including affordable housing for local people.

Planning permission was granted by Camden Council in December 2014. The scheme also includes some office space for new businesses and improvements to the public realm in Parker Street.

Following the purchase of the site in April 2015, the design team determined to increase the number of units in line with Camden requirements to receive some of the 'oversized' penthouse accommodation and rationalise some of the lower floors.

We have since reviewed the unit sizes and mix again and are now consulting on further internal changes to deliver units that are in demand locally.

PLANNING APPLICATION FOR MINOR CHANGES TO CONSENTED SCHEME

The existing planning permission is for 46 private apartments in the tower and we plan to increase this number to 51 within the same floor area.

	Approved	Proposed
1 Bed	11	17
2 Bed	24	24
3 Bed	11	10
TOTAL	46	51

We are planning to amend the internal layout of some of the apartments to make them a little smaller and more affordable. Through this process we will increase the number of apartments by 5 within the same overall floor area, taking the total to 51 in the tower.

The proposals do not change the massing or the height of the existing permission. We are also proposing to increase the capacity of the cycle store parking within the site. The cycle stores will be located in the lower basement, podium and 6 spaces will be on Newton Street.

These alterations and increased unit numbers are achieved within the already consented footprint of the building. There are alterations proposed on floors 6, 7, 11, 12 and 13 only. The facades of these five floors would also have minor alterations.

The public realm improvements on Parker Street also remain the same. There is an increase in waste storage.

www.parkertower.co.uk

CONSENTED AND PROPOSED SCHEME COMPARISON

The building will look the same externally apart from a few alterations to the five floors being altered.

Please view and compare the consented and proposed floor plans and elevations.

www.parkertower.co.uk

CONSENTED AND PROPOSED SCHEME COMPARISON

www.parkertower.co.uk

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CONSENTED AND PROPOSED SCHEME COMPARISON

Approved Scheme 75 South Street
Proposed Amendment 75 South Street

www.parkertower.co.uk

CONSENTED AND PROPOSED SCHEME COMPARISON

Approved Scheme 75 South Street
Proposed Amendment 75 South Street

www.parkertower.co.uk

CONSENTED AND PROPOSED SCHEME COMPARISON

Approved Scheme 75 South Street
Proposed Amendment 75 South Street

These drawings will form the basis of a planning application to London Borough of Camden shortly.

www.parkertower.co.uk

NEXT STEPS

Timeline

- November 2016: Online exhibition and consultation
- December 2016: Submission of planning application
- Early 2017: Demolition completed and construction starts
- Spring 2017: Planning application determined by Camden
- Mid 2018: Completion of scheme.

Updates and Contact
Details: Please complete the online feedback form. We will also provide updates throughout the redevelopment process.

If you have any further questions please contact: parketa@camden.gov.uk or on 020 7125 0451 or by post to Comm Costs UK, 34-35 Derwick Street, London, W1F 8DP.

Please visit www.parkertower.co.uk for more information.

www.parkertower.co.uk

Appendix B – Introduction Letter and Distribution Map



PRIVATE AND CONFIDENTIAL

Member Support, Town Hall
Judd Street
London
WC1H 9JE

Shaun Lyons
Director
BNP Paribas Real Estate PD UK
5 Aldermanbury Square
London EC2V 7BP
Tel: 0207 338 4316
Email: sshaun.lyons@bnpparibas.com

16 November 2016

Dear [redacted]

Parker Tower, Parker Street

I write to you regarding a forthcoming planning application for minor amendments to the existing planning permission for Parker Tower.

BNP Paribas Real Estate Property Development UK bought the Parker Tower site in April 2015. Full planning permission for the redevelopment of Parker Tower is already in place and works on site to deliver the consented scheme are underway. Following discussions with Camden's planning teams, we are now seeking to make the following improvements:

- i. Internal alterations to floors 6, 7, 11, 12 and 13;
- ii. Corresponding minor amendments to the façade of altered floors;
- iii. Increasing the number of apartments in the tower from 46 to 51;
- iv. Increasing the number of one-bed apartments from 11 to 17 and reducing three-bed apartments from 11 to 10; and
- v. Additional cycle and refuse storage in the basement.

The proposals do not change the massing or the height of the existing permission.

The existing permission for the tower provides a mix of units that are overly large and are not in demand in the local area. By reconfiguring the units, a better unit mix of smaller more attainable units can be achieved. This is supported by policy. There is no change proposed in overall floor space.

We will be submitting a planning application shortly for the above amendments to the existing permission. To view the proposals and offer feedback, please view our online exhibition at www.parkertower.co.uk/November_2016_consultation

If you have any queries or would like to speak to a member of the development team, please contact Jessica Stewart on 020 7125 0421 or jessicas@commcommuk.com

We trust that the above is helpful in providing a narrative of the proposal and its benefits, but if you would like any further information please do not hesitate to contact me.

Yours sincerely

Shaun Lyons
BNP Paribas Real Estate Property Development UK

BNP Paribas Real Estate Advisory & Property Management UK Limited
Registered office: 5 Aldermanbury Square, London EC2V 7BP
Registered in England No. 4176965

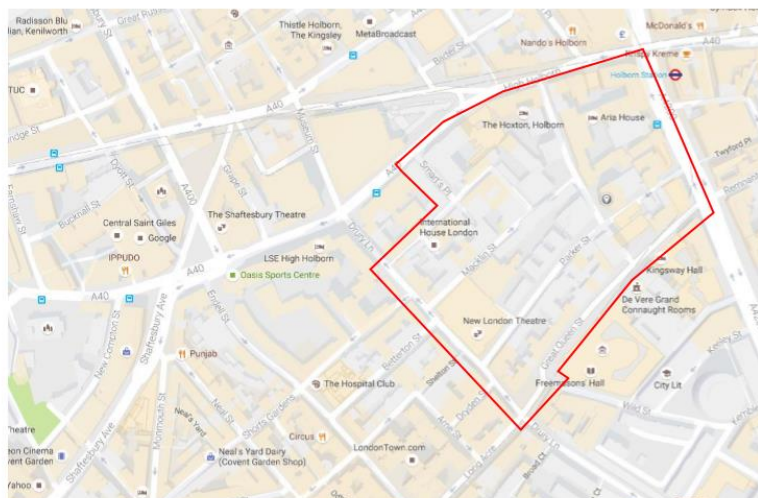
www.realestate.bnpparibas.co.uk



Regulated by RICS



Introduction letter sent to political and community stakeholders and local residents and businesses.



Distribution area of approximately 500 addresses delineated in red.