



Newington

# Statement of Community Involvement

UCLH Charity - The Former Middlesex  
Hospital Annex, Camden  
January 2017



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# 1. Introduction

This Statement of Community Involvement (SCI) has been prepared by Newington Communications (Newington). Newington was instructed by The UCLH Charity (the Charity) to undertake a thorough consultation programme to engage with the local community and relevant stakeholders with respect to the proposals for The Middlesex Hospital Annex site (the Annex).

This SCI has been prepared to assist the London Borough of Camden in its determination of the application and, as such, accompanies the planning application. It outlines the consultation process that has been undertaken as part of the preparation of the proposals and should be read alongside other documents that have been submitted in support of the application. The consultation approach has fully complied with the principles contained in the London Borough of Camden's own Statement of Community Involvement.

The applicant's proposals for The Annex were formulated after careful consideration of the character of the site, the surrounding area, the relevant planning history, and the planning policy context. In addition, pre-application planning meetings were held with local councillors and planning officers. These initial meetings helped to shape the proposals that were then presented to local stakeholders and groups as well as the local community through a public exhibition held on 7 September 2016.

For the purpose of this SCI, the applicant, architects and agents will be referred to under the group term the 'project team'. The project team includes the following:

- The UCLH Charity – applicant
- Llewelyn Davies – architect
- Temple Group – planning consultant
- Urban Counsel – heritage consultants
- Newington Communications – community consultation consultant

This SCI details the consultation methods and processes that were followed throughout the engagement process. Feedback from local residents has been collated and common themes identified.

It should also be noted that this report details the consultation that has taken place up to the submission of this application. However, UCLH Charity is committed to ensuring that local residents and stakeholder groups continue to be engaged and consulted up until the application is determined.



## 2. Consultation approach

This section provides an overview of the methodology used by the project team when undertaking the pre-application community consultation with local residents and stakeholders.

### 2.1 *Statement of Community Involvement*

This SCI has been prepared in accordance with Camden's own SCI which states:

*“Para 3.7 We strongly encourage all applicants to consult any neighbours who may be affected by their proposals before they submit a planning application. We encourage other groups such as local Conservation Area Advisory Committees (CAACs) and any other local interest groups to be consulted. It is especially important to undertake consultation on a wider scale for major, or potentially controversial, proposals where:*

- the proposals are likely to have a significant impact on the environment or on the local community, and*
- the nature of the development is likely to attract significant local interest.*

*Para 3.8 Pre-application consultation provides an opportunity for neighbours, local communities and stakeholders to discuss any proposals with the applicant so any issues can be raised directly with the applicant and influence their proposals.”*

*Para 3.10 As part of pre-application discussions we expect the applicant / agent to agree the extent and type of pre-application consultation with us to make sure that the consultation process proposed is suitable.”*

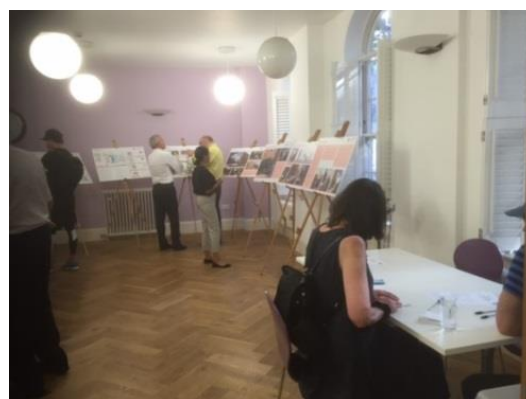
### 2.2 *Consultation Principles*

The project team entered into the development process with a firm commitment to genuinely consult with local people and wherever possible amend the scheme in light of feedback received. The consultation for the Annex was built upon the following principles:

- **Open and transparent** – local consultation has been undertaken in a manner which was fundamentally open and transparent. This encourages a level of trust between the developer and the community which was important to The Charity given their long term investment in, and commitment to, the London Borough of Camden.



- **Consistent and structured** – consultation has been consistent and structured with feedback loops ingrained into the process. This has ensured that as the designs have evolved, this has been reported back. Furthermore, effort has been taken to ensure momentum and contact continues throughout the project life, rather than simply seeking input at key intervals that support the project team rather than the local community.



Public exhibition

- **Ground up and top down engagement** – in a manner that allowed all stakeholders to feel equally involved in the process. Local consultation for the public exhibition was operated through a ground up and top down engagement process to ensure that no one group was marginalised throughout the consultation process. This ranged from councillors and key community groups, such as the Charlotte Street Association, through to local residents.
- **Genuinely collaborative** – comprehensive feedback from the local community was received during and after the public exhibition. All comments submitted by local residents were taken into consideration by the project team and, where possible, this feedback has been incorporated into the final planning application.
- **Far reaching and inclusive engagement**– seeking the views of a wide cross-section of the local community and ensuring engagement activities are fully accessible to all members of the community who want to take part. Furthermore, active effort was made to reach those residents who are most likely to be affected by the development, in particular local businesses around the site and on Tottenham Mews.

### 2.3 Consultation methods

The pre-application consultation has been underpinned by paragraphs 3.7 and 3.8 of the London Borough of Camden Council's SCI. The project team conducted a thorough and inclusive programme of consultation to give people the opportunity to feed-in and to shape the early proposals, as well as to encourage support and buy-in to the principle of the redevelopment. Direct engagement has taken place with the neighbouring residents, stakeholders and elected representatives.

The stakeholder consultation methods discussed here are focused on the political and community consultation process and therefore do not detail pre-application meetings which took place with London Borough of Camden officers.



Newington undertook a consultation programme based on two separate strands; meeting with local representatives and holding a public exhibition for local residents.

The public exhibition offered the opportunity for the project team to present the scheme to local residents and interested members of the public, and to answer questions put forward. It also allowed for the attendees to submit feedback on the proposed scheme, and offered the opportunity for the project team to collate the views of local residents as to which facilities are needed in the local area. For details of the feedback received at the exhibition, please see Section 4 of this report.

UCLH Charity remains committed to continuing engagement with local residents, elected representatives and Camden Council throughout the lifetime of the project and beyond.

## *2.4 Summary of meetings*

Meetings were held with the following groups:

- **Cllr Phil Jones - Cabinet Member for Regeneration, Transport & Planning**  
A meeting was held with Cllr Phil Jones on 5 August, and he expressed an interest in the affordable housing offer. A further meeting was offered to Cllr Jones in December 2016.
- **Cllrs Pat Callaghan - Cabinet Member for Housing and Deputy Leader**  
Cllr Pat Callaghan expressed support for the Charity's objectives at the meeting which took place on 15 August 2016, and took a strong interest in the affordable housing offer. The public open space was also discussed. Other comments were regarding traffic and support for SMEs. A further meeting was offered to Cllr Callaghan in December 2016.
- **Charlotte Street Association**  
The project team met with the Charlotte Street Association on 22 August 2016. Their main comments centred on the need for new public space, the debate between private/public space and the proposed height. Other issues raised were refuse collection, healthcare provision and the potential commercial uses. A further meeting took place on 13 December 2016, which gave members the opportunity to understand the revised proposals ahead of submission.
- **Cllr Adam Harrison, Cllr Rishi Madlani and Cllr Sabrina Francis - Ward councillors were provided with a detailed site visit prior to the public exhibition**  
Bloomsbury ward councillors raised a number of queries at their meeting on 31 August 2016. The primary interest was around affordable housing. Overlooking, the private offer, the open space and the courtyard were also discussed. A further meeting took place on 12 December 2016 between the project team and the ward councillors, which gave members the opportunity to understand the revised proposals.
- **Bloomsbury Conservation Area Advisory Committee**  
The project team met with the Bloomsbury Conservation Area Advisory Committee (CAAC) on 11 October 2016. Key themes included: the setting of existing buildings; the treatment of the



forecourt onto Cleveland Street; the restoration of the workhouse; the implications of a new build in terms of cladding, height and massing and the future of the Bedford Passage.

A second meeting took place on 14 December, which allowed the project team to update the CAAC on the revised proposals ahead of the submission of a planning application.

- **Fitzrovia Partnership - David Fereday**

The Fitzrovia Partnership expressed support for the proposals. The team met with David Fereday, Director of Operations at the Fitzrovia Partnership on 25 October. Themes discussed included the loss of office space in the borough and the opening up of the Bedford Passage, which was raised by the BID as a possible benefit to businesses on Charlotte Street.

These meetings were held to keep these groups fully briefed on the scheme, both prior to and following the public exhibition.



## 3. Public exhibition

### 3.1 Public Exhibition

A public exhibition took place in order to provide local residents and businesses with the opportunity to view, discuss and comment upon the proposed scheme for the Annex. The principle of an accessible and inclusive consultation underpinned the project team's approach to organising the event.

The exhibition was held on 7 September 2016, between 2pm and 8pm at the Equiano Room, Fitzrovia Community Centre, 2 Foley Street, London W1W 6DL. By holding an exhibition throughout the day and into the evening, UCLH Charity aimed to mitigate any barriers in attendance from members of the local community.

The proposals on display at the exhibition comprised of a predominantly residential scheme, about 70% being affordable housing with commercial business space on the lower levels. New public open space was on display, along with an opened up Bedford Passage. Bicycle parking was also provided within the plans.

The close proximity of the Centre to the site, as well as accessibility for local residents was a key factor in determining the location of the exhibition.

Members of the project team who were present are:

- Peter Burroughs - UCLH Charity
- Mark Furlonger - Temple Group
- Paul Barnes – Llewelyn Davies
- Dawn Larmouth - Newington



Public exhibition

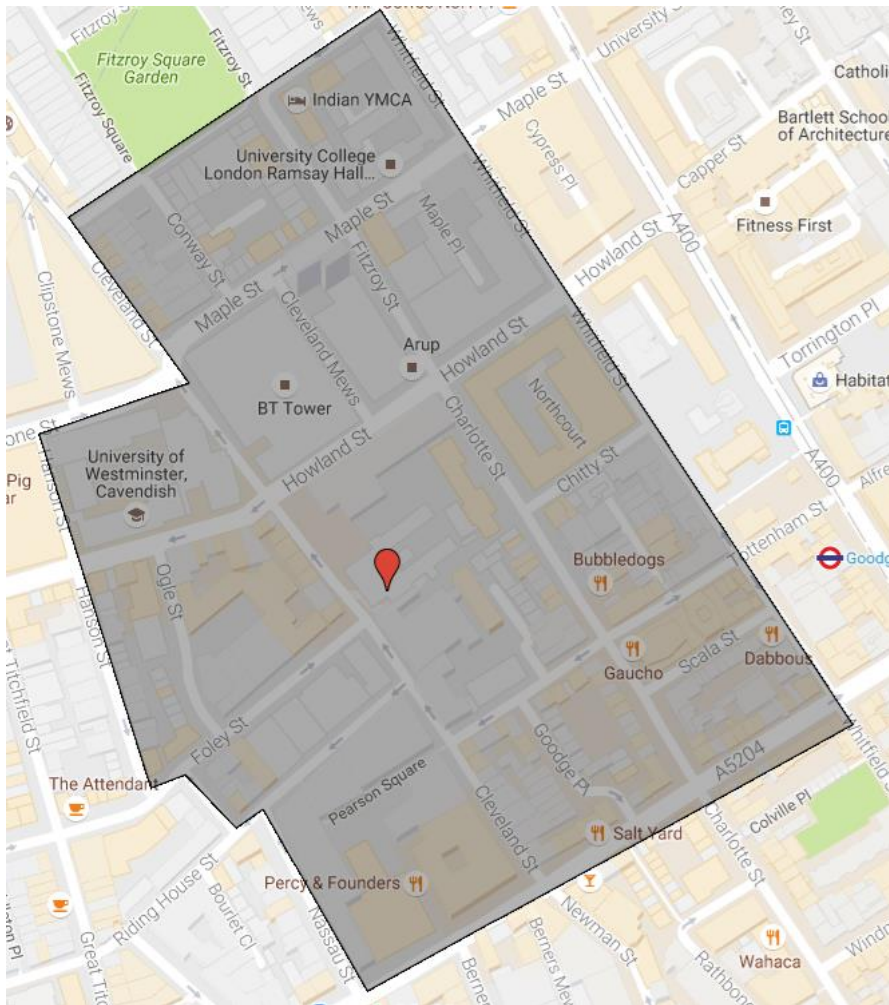
### 3.2 Publicising the exhibition

Ahead of the exhibition, approximately 2500 leaflets were hand delivered to the local area two weeks in advance of the exhibition taking place. The delivery area was designed to ensure that those members of the public with the greatest stake in the future of the site received a direct invitation. A copy of the leaflet is included in the Appendices of this document.

Please find the delivery area mapped out below.







Delivery area

An advert was placed in the Camden New Journal on 1 September 2016, designed to re-publicise the exhibition a week in advance of the exhibition taking place. A copy of the advert is included in the Appendices of this document.

Personalised invitation emails were sent out to all ward councillors – Cllr Sabrina Francis, Cllr Rishi Madlani and Cllr Adam Harrison as well as other councillors including members of the Cabinet and the Planning Committee, and the MP for Holborn and St Pancras, Sir Keir Starmer.

Personalised emails were also sent to the following local community groups:

- Fitzrovia Trust
- Fitzrovia Partnership
- Charlotte Street Association
- Bloomsbury Association
- Fitzrovia Centre



- Bloomsbury Conservation Area Advisory Committee
- Friends of Fitzrovia Parks
- Victorian Society
- Camden Community Empowerment Network
- Bengali Women's Health Project
- Fitzrovia Neighbourhood Centre and Association
- Camden Civic Society

A copy of the email sent can be found in the Appendices of this report.

Posters displaying the details of the public exhibition were also delivered around the local area, in the following locations:

- Italia Uno Café - 91 Charlotte Street, London, W1T 4PX
- Fitzrovia Centre - 2 Foley Street, London, W1W 6DL
- St Charles Borromeo (R.C.) Church - 8 Ogle Street, London, W1W 6HS
- Teamwork Digital - 41-42 Foley Street, London, W1W 7JN
- Fitzrovia Neighbourhood Association - 39 Tottenham Street, London, W1T 4RX
- The Ship Pub - 134 New Cavendish Street, London, W1W 6YB
- Tesco Express - 101 New Cavendish Street, London, W1W 6BE
- Crown and Sceptre - 86 Great Titchfield Street, London, W1W 6SD
- West One News - 24-25 Foley Street, London, W1W 6AT
- George Shoe Repairs- 35 Tottenham Street, London, W1T 4RT



The wide range of locations where the posters were displayed was designed to ensure that a wide range of local residents saw the posters displayed and obtained the details needed.

A copy of the poster can be found in the Appendices of this report.

### 3.3 Exhibition material

At the exhibition, eight boards were on display. Each addressed a different aspect of the scheme and provided detailed explanations of what was being proposed. These were set out as follows:



- **Welcome and introduction;** this banner gave information about UCLH Charity and the headline elements of the proposal.
- **The Fitzrovia Area Action Plan;** this banner highlighted the red line boundary and defined public open spaces within the proposals.
- **New public space;** this banner highlighted green space in the site, as well as the walkways and amenities such as the play area.
- **The proposal;** this banner had a more detailed exploration of the proposals, including unit numbers, percentages of affordable housing and height
- **Cleveland Street;** this banner had CGIs of the aspect from various angles and locations within the development
- **The Bedford Passage and public space;** this banner had a CGI of the new Bedford Passage and view of the proposed public square and an accommodation schedule.
- **Community gardens for family living;** this banner had CGIs of the treatment of the forecourt onto Cleveland Street and a new private communal garden with a play area.
- **What happens next:** this banner gave next steps for the application, encouraged feedback from residents and provided contact details, should any attendees wish to provide further comments.

Members of the project team were on hand to answer questions and talk through the proposals with members of the public and stakeholders.

A model was also on display for local residents and businesses to view.

A feedback form was available at the exhibition for attendees to give their feedback on the proposals for the former Middlesex Hospital Annex site. Attendees were given the option either to fill it out at the venue, or to take it home and return to a Freepost address.

The feedback form asked a variety of questions, including whether residents support the principle of a residential-led, mixed-use redevelopment on this site; whether they were in favour of the provision of affordable housing for hospital personnel as part of the Annex redevelopment and what their view was on the proposals as a whole. There was also a further comments box. A copy of the feedback form used is available in the Appendices.



Model of the site

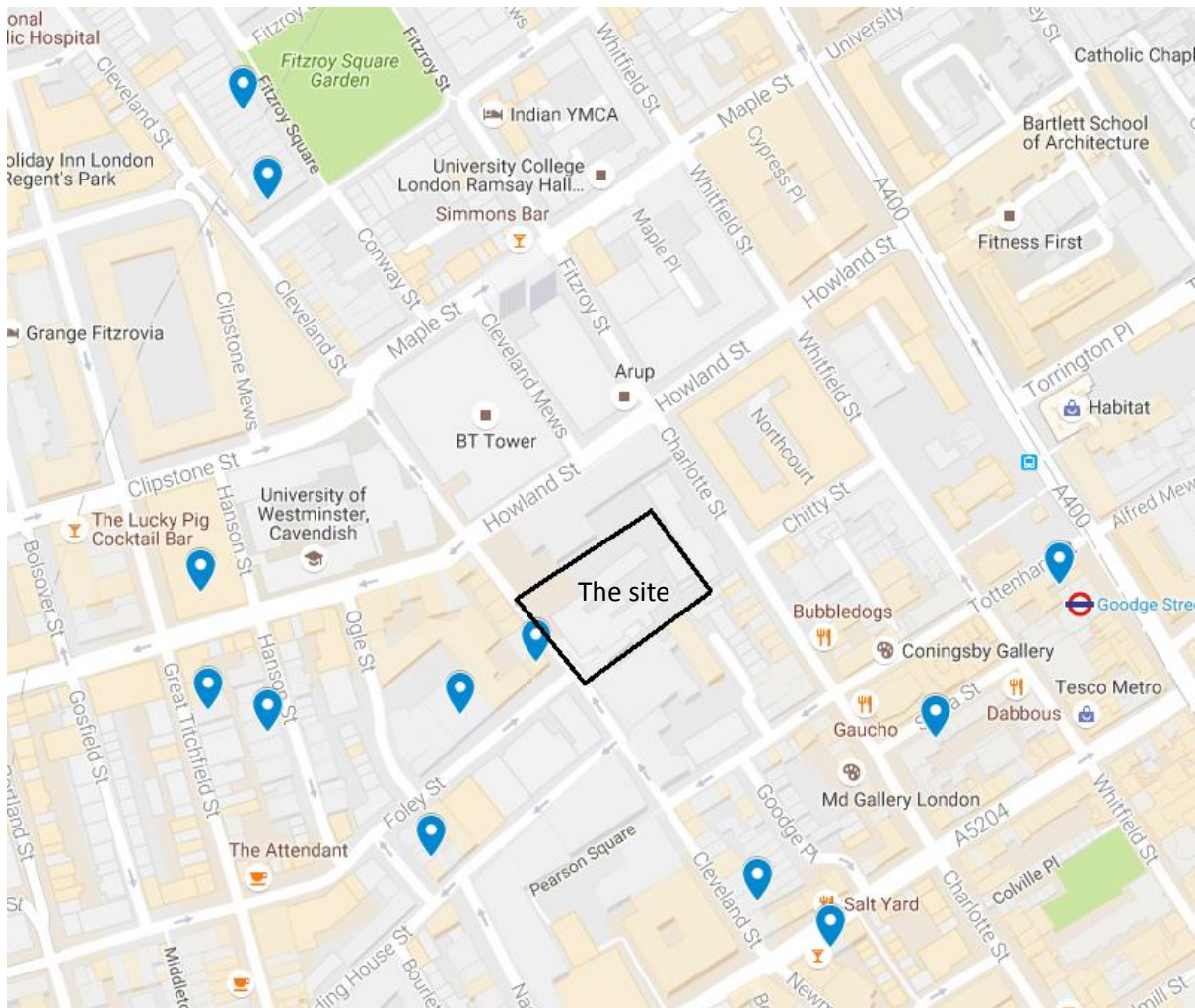
### 3.4 Public exhibition attendance

In total, the event was attended by 47 people and 32 signed in over the course of the session. 17 feedback forms were received. Further details of feedback responses are provided in Section 4 of this report.

## 4. Feedback responses

The map below demonstrates that the feedback received following the public exhibition held at the Fitzrovia Centre largely represents those who live near the site.

One respondent’s address was outside of this area and thus does not appear on this map. Not all attendees provided addresses.



Attendees’ locations





The project team has undertaken a thorough review of the feedback received at the public consultation event on 7 September 2016 as well as all the stakeholder and consultation meetings with local groups. Analysis of all the responses can be found below.

UCLH Charity's proposals were well-received by attendees of the exhibition. On the whole, local residents engaged with the consultation process and wanted to learn more about the proposals. The majority of respondents supported the principle of redevelopment.

The submitted feedback forms indicate that there is considerable support for the principle of the uses offered as part of the redevelopment, the provision of affordable housing and for the redevelopment as a whole.

### ***Question One - Do you support the principle of a residential-led, mixed-use redevelopment on this site?***

The vast majority of respondents supported the principle of a redevelopment of this nature, on this site. 14 of 16 respondents, or 88%, agreed with the question. One attendee responded "maybe" to this question and one said they did not support the principle.

Yes	No	Maybe
14	1	1

### ***Question Two - Are you in favour of the provision of affordable housing for hospital personnel as part of the Annex redevelopment?***

Affordable housing provision for hospital personnel was a popular element of the proposal. 13 of 15 respondents who answered this question, or 87%, stated that they were in favour of this, with two respondents saying "maybe".

Yes	No	Maybe
13	0	2

### ***Question Three - Which of these statements best describes your opinion about the overall proposals?***

When asked which of the statements best describes their opinion of the site, respondents gave their views. The below indicates that of 17 respondents, 11 people support the proposal. This equates to 64.7% of respondents.



I support this proposal	I support this proposal, but have some reservations	I have no strong feelings about this proposal	I have some concerns about this proposal	I do not support this proposal
11	2	0	3	1

#### ***Question Four - Do you have any further comments for us to consider?***

Question Four gave respondents the opportunity to add any further comments for consideration by the project team. 12 comments were given in the 17 feedback forms received.

Positive comments focused on:

- The view that the scheme is “well-balanced”;
- The provision of open space and greenery as a “welcome addition” to Cleveland Street;
- The opening up of the Bedford Passage;
- The level of affordable housing.

Some issues that were raised in the comments included:

- Retention of the south building as a preference for reasons of symmetry;
- Flats should be used for UCLH staff;
- Reduction in height by one storey;
- Scale and massing of new buildings;
- Provision of more affordable housing.



## 5. Summary of key changes

A summary of key changes emerging from the feedback received following consultation with local groups, councillors, officers and the local community can be found below. A request from members of the CAAC for the team to measure the heights by using a balloon and taking photos was also undertaken by the project team. The outcome of the test was shown to members of the CAAC on 14 December.

### Height

- The taller element was shown at the exhibition at nine storeys, and has been revised down to eight storeys following public feedback from the exhibition and stakeholder meetings.

### Uses

- As a result of comments from local groups and feedback from London Borough of Camden, the café has been removed to create a larger public space.

### Housing

- Where practical, the three bedroom units will provide separate living and kitchen dining space. There will be three bedroom duplexes to the courtyard area with separate kitchen / dining.
- The residential entrance has been located off the public space, and the office entrance relocated from the public space area to the Bedford Passage.
- The residential units have been reconfigured on the west face.
- Where possible, we are including terraces/balconies for all residential units.

### Amenity

- Public space behind the workhouse yard has been increased following comments from the Charlotte Street Association. The café and affordable housing above (four storey massing) has been removed.
- The line of sight has been improved by removing the café and four storeys of housing above. There is now a clear view between Charlotte Street and Foley Street.
- The team is exploring how the public space can be more welcoming. This includes a relocation of the office entrance and the removal of the hard landscaping which will be replaced with a softer landscape approach.
- The basement office area has been reduced, to allow for the provision of tree planting within the Bedford Passage. Currently, the basement has been reduced to the Bedford Passage and the workhouse yard.
- The landscaping in the public space has been redesigned.

### Heritage

- The majority of the existing Boundary Wall at Cleveland Street has been retained as requested by attendees at the exhibition and during stakeholder meetings with the CAAC.
- Both gates have been retained, with a new wall opening for the Bedford Passage route.



- Further elements of the South House have been retained, in line with the North House. The Cleveland Street Workhouse Group and local residents asked for the retention of further elements of the South House, and this has now been incorporated.
- The existing staircase at the Workhouse and the main internal walls shaping the characteristic three room form have been retained.
- The structures along the Bedford Passage will be retained.
- An interpretation of the history of the site will be incorporated in the public realm
- The surviving original windows in the listed building will be retained.
- The design of the external lift tower and its connection to the listed building has changed.

#### Commercial

- The entrance to the commercial space has been relocated to the Bedford Passage. The core of the commercial space has been centrally relocated, improving daylight/sunlight to the office.
- The cellular office space in the North West corner has been removed and replaced with affordable housing.





## 6. Conclusion

### *6.1. An open, transparent consultation programme.*

In conclusion, UCLH Charity has sought to undertake an open, inclusive consultation with regards to the site of the former Middlesex Hospital Annex.

The project team has, throughout the consultation process, actively sought to both communicate with and gain feedback from a wide variety of stakeholders throughout the pre-application process.

As part of UCLH Charity's consultation, a public exhibition was held where proposals for the former Middlesex Hospital site were presented to local people and relevant stakeholders. Attendees were given the option to provide feedback, either through filling in a feedback form at the session or returning it Freepost.

All the feedback received was assessed by the project team and helped to shape the final planning application that will be submitted by UCLH Charity with key amendments made to the scheme as a result. A list of key amendments to the scheme has been produced and can be found in Section 5 of this report.

The scope of the consultation was met through engaging with a range of stakeholders including residents, community groups and local politicians. Engagement, both top down and ground up, was undertaken in a manner that allowed all stakeholders to feel involved in the process.

UCLH Charity is committed to ongoing consultation throughout the lifetime of the project, continuing to meet with residents and business groups and keeping local politicians involved. The Charity will also inform stakeholders once the planning application is submitted.



## 7. Appendices

### 7.1 Leaflet

A copy of the leaflet that was distributed to approximately 2500 residences in the area surrounding the site.

**INVITATION TO ATTEND  
A PUBLIC EXHIBITION**

**HELP US  
UNIVERSITY COLLEGE  
CHARITY  
LONDON HOSPITALS  
DO MORE**

## Draft proposals for the former Middlesex Hospital Annex

**The site today**

The UCLH Charity is holding a public exhibition for local residents and businesses to view their emerging redevelopment plans for the former Middlesex Hospital Annex. The exhibition will be held at the Fitzrovia Community Centre on 7th September.

The public exhibition will display draft plans for a mixed-use redevelopment that includes a target of at least 50% affordable housing, as well as commercial space. You will be able to comment and make suggestions on the draft plans before UCLH Charity produces a final planning application.

**The details for the public exhibition are as follows:**

**Where**  
Fitzrovia Community Centre (Equiano Room)  
2 Foley Street, London W1W 6DL

**When**  
Wednesday 7 September from 2pm to 8pm

**The Middlesex Annex project team will be on hand to provide more information and answer any questions you have.**



## Draft plans for the former Middlesex Hospital Annex site



### Why redevelop?

The former Middlesex Hospital site has been out of use since 2005. By bringing it back to life, UCLH Charity has a unique opportunity to provide some much-needed housing in Camden as well as commercial space.

### What are the benefits?

- A target of 50% affordable housing
- Active public space created through opening up Bedford Passage
- New commercial space
- Provision of private amenity space, for use by all residents
- Retention of the listed Workhouse building
- Provide much-needed affordable accommodation for nurses and apprentices

The details for the public exhibition are as follows:

### Where

**Fitzrovia Community Centre (Equiano Room)**  
2 Foley Street, London W1W 6DL

### When

**Wednesday 7 September from 2pm to 8pm**

The Middlesex Annex project team will be on hand to provide more information and answer any questions you have.



If you are unable to attend or would like further information, please contact Laura Mullaney on 020 3735 8202, or email [lauramullaney@bellenden.co.uk](mailto:lauramullaney@bellenden.co.uk)



## 6.2 Advert

A copy of the advert which appeared in the Camden New Journal on 1 September 2016.

# CLEVELAND STREET, FITZROVIA PUBLIC EXHIBITION



The UCLH Charity is proposing a residential-led redevelopment of the former Middlesex Annex building on Cleveland Street in Fitzrovia.

The Charity has the opportunity to develop a scheme with a target of 50% affordable housing.

58 new homes are currently proposed on site.

The UCLH Charity has committed to an in-depth consultation into the proposals and would like to invite you to a public exhibition where the plans will be on display.

**The details for the public exhibition are as follows:**

**Where**  
**Fitzrovia Community Centre**  
**(Equiano Room)**  
**2 Foley Street**  
**London W1W 6DL**

**When**  
**Wednesday 7 September**  
**from 2pm to 8pm**



If you are unable to attend or would like further information, please contact Laura Mullaney on **020 3735 8202**, or email [lauramullaney@bellenden.co.uk](mailto:lauramullaney@bellenden.co.uk)



### **6.3 Community groups email**

A copy of the email sent to community groups in the area sent as an invitation to the public exhibition.

Dear xxx ,

I am contacting you on behalf of University College London Hospital Charity (UCLH Charity), regarding the former Middlesex Hospital Annex site, Cleveland Street.

The Charity is keen to invite you, and members of the Camden Civic Society to a public exhibition to view plans for a residential-led scheme with a target of 50% affordable housing on site. Members of the project team will be on hand to talk you through the proposals and answer any questions you may have. We have also attached a copy of the leaflet which will be delivered to residents and businesses in the local area tomorrow for your information.

The details of the exhibition are:

Date: 7 September 2016

Time: 2pm to 8pm

Venue: Fitzrovia Community Centre (Equiano Room), 2 Foley Street, W1W 6DL

The Charity is committed to working with you and the local community and listening to what you have to say before a planning application is submitted to Camden Council.

If you wish to attend or for further information please contact: Laura Mullaney on 0203 735 8202 or email [Lauramullaney@bellenden.co.uk](mailto:Lauramullaney@bellenden.co.uk).

We look forward to hearing back from you.

Kind regards,

xxx

On behalf of UCLH Charity.






## 6.4 Poster

A copy of the poster which was distributed in the sites discussed in this Statement.


# PUBLIC EXHIBITION



# The future of the former Middlesex Hospital Annex

The UCLH Charity is pleased to invite you to a public exhibition for local residents and businesses to view their emerging redevelopment plans for the former Middlesex Hospital Annex.

**The site today**



**The details for the public exhibition are as follows:**

**Where**  
**Fitzrovia Community Centre (Equiano Room)**  
**2 Foley Street**  
**London W1W 6DL**

**When**  
**Wednesday 7 September from 2pm to 8pm**

The UCLH Charity is proposing a mix of housing – with a target of 50% affordable – as well as commercial space, on the disused Middlesex Hospital Annex site.


At our event, we will be presenting our designs, and asking for your feedback. Members of the project team will also be on hand to talk you through our proposals and to answer any questions or feedback that you may have.

The project team look forward to seeing you there. If you have any immediate questions, please don't hesitate to get in touch with the project team; Laura Mullaney can be contacted by email at [lauramullaney@bellenden.co.uk](mailto:lauramullaney@bellenden.co.uk) or by telephone on 020 3735 8202.



### 6.5 Feedback form

A copy of the feedback form provided at the public exhibition for respondents to offer feedback.



## FEEDBACK FORM

### Former Middlesex Hospital Annex

Thank you for attending today's public exhibition. Now you have had a chance to view the UCLH Charity's development plans, we are keen to get your feedback on our draft proposals.

**YOUR DETAILS (please use block capitals):**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_

**QUESTIONS:**



1. Do you support the principle of a residential-led, mixed-use redevelopment on this site?  
 Yes  No  Maybe
2. Are you in favour of the provision of affordable housing for hospital personnel as part of the Annex redevelopment?  
 Yes  No  Maybe
3. Which of these statements best describes your opinion about the overall proposals?  
 I support this proposal  
 I support this proposal, but have some reservations  
 I have no strong feelings about this proposal  
 I have some concerns about this proposal  
 I do not support this proposal
4. Do you have any further comments for us to consider?

If you would like to post your feedback to us after the event, you can use our dedicated freepost address: Middlesex Hospital Annex Consultation, Freepost RTGG-RXBG-CHLR, Newington, 96 Great Suffolk Street, London SE1 0BE.

If you do not wish to be contacted with project updates, tick this box . In accordance with the Data Protection Act 1998, no details provided will be passed on to third parties.




### 6.5 Exhibition boards





## Welcome and introduction

The proposed redevelopment of the former Middlesex Hospital Annex Site for UCLH Charity





Thank you for attending our public exhibition to view our proposals for the redevelopment of the former Middlesex Hospital Annex Site.




**Middlesex Hospital Annex Site**

**About UCLH Charity**


- UCLH Charity supports patients, staff and medical research at the facilities in the Borough that make up UCL Hospitals NHS Foundation Trust.


**Middlesex Annex Redevelopment**



**Existing view - Cleveland Street**



**Existing view - Floral Road**



**Proposed New - The Hospital Forum**

The University College London Hospitals Charity is keen to work with local residents and stakeholders to create a residential led scheme that will positively regenerate and enhance the Middlesex Hospital Annex Site and the surrounding area. Our goal is to provide a high quality mixed-use, sustainable development including:

- 30 Legacy Homes with 50% 3 bed units for family living
- Up to 50% Affordable Housing
- Market Housing
- Commercial / D1 space and
- New public spaces for the local community.

We welcome your comments and request that you share your comments on the forms provided. Members of the project team are available to answer any questions.





# The Fitzrovia Area Action Plan



**LLEWELYN DAVIES**

**Public space**

**Residential**

**Small Private**

**Commercial**

**Maintenance access only**

**Drinking class/low areas**

**Real pocket**

**Clear letter / V&A wall art**

**Don't stop public, mostly still public, private spaces**

**Public space**

**Residential**

**Small Private**

**Commercial**

**Maintenance access only**

**Drinking class/low areas**

**Heritage - Urban Workshop**  
Workshop Gradell Listed - New development should make a positive contribution to the conservation areas.

**North - South through a**  
Buildings which contribute positively to the setting of the listed building should be considered for retention.

**Entrance / Rowingway off**  
New entrance for The Bedford House to be created within the existing boundary wall.

**Redford through - pedestrian links**  
East - West connection between Foy's Street & Charlotte Street. Tottenham Court Road South to North. Developments should allow good legibility and permeability.

**Cleveland Street through - public space**  
New public space created on Cleveland Street.

**Creating further public space within the site**  
New public space created mid block.

**The site - Existing site shown in red**

**Neighbouring buildings**  
New proposed neighbouring developments with planning approval.

**Existing buildings shown in red**  
Retained Listed buildings on Cleveland Street & potential area for new development area.

**Potential barriers to open space**

**New habits to complement legible**

**Improved footpaths**

**Complementary writing to the listed building**

**Larger scale development may be appropriate**

Middlesex Annex Re-development



# New Public Space



Mid Essex Annex Redevelopment

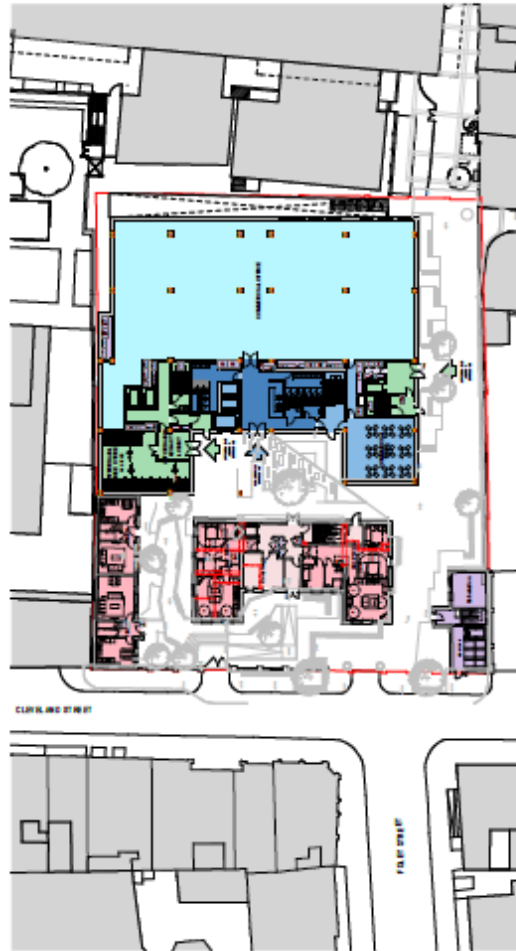




# The proposal



**LLEWELYN DAVIES**



**Ground floor Level 00**  
 50% affordable (with - 4th Floor & South House)  
 Commercial / (0th, 1st & 1-1st Floor)  
 Affordable (legals) (2nd - 3rd Floor)

## A predominantly residential led scheme providing high quality public & private space

- The proposal is for a predominantly residential led mixed use scheme that will secure the long term future of the listed Strand Union Workhouse, currently on the Historic England Heritage at Risk Register.
- The scheme will reinstate the "Bedford Passage" as public open space and a pedestrian route in addition to creating further public and private amenity space on site (about 28% of the site). Total amenity space @ ground floor will be about 42%.
- Comprises approximately 68% residential (32% Df, 36% uses, which aims to deliver the objectives for the site within the Fitzrovia Area Action Plan.
- Currently 58 high quality homes will be provided, which approximately 70% will be affordable.

Middlesex x Arno x Bx development



- Comprises 12 private homes and 46 affordable homes of social rented and intermediate tenure, reflecting Camden Council's 2016 Intermediate Housing Strategy
- New buildings will be planned and designed to reveal better the historic character and significance of the listed building
- The boundary treatment of the site around the listed building will enhance the character of the Charlotte Street Conservation Area within which the site is located.
- Buildings will vary in height from 3 storey to 9 storeys in the north east corner.
- No car parking will be provided but bicycle parking will be provided for all tenures. Market housing 40 bikes, Affordable housing 86 bikes and Commercial 76 bikes.
- Servicing will be provided from basement floor level incorporating a platform lift to ground floor.



# Cleveland Street



## LLEWELYN DAVIES



Reference to the building facade - one of the brick steps and creates a connection that shows the list of buildings on both sides of Cleveland Street



Private garden space enhancing the streetscape.



Modern materials of the building to enhance the site



View to the east of the street looking west towards Bay Street



View to the east of the street

New buildings will be planned and designed to better reveal the historic character and significance of the listed building. The boundary treatment of the site around the listed building will enhance the character of the Charlotte Street Conservation Area with which the site is located.

Middlesex Annex Redevelopment

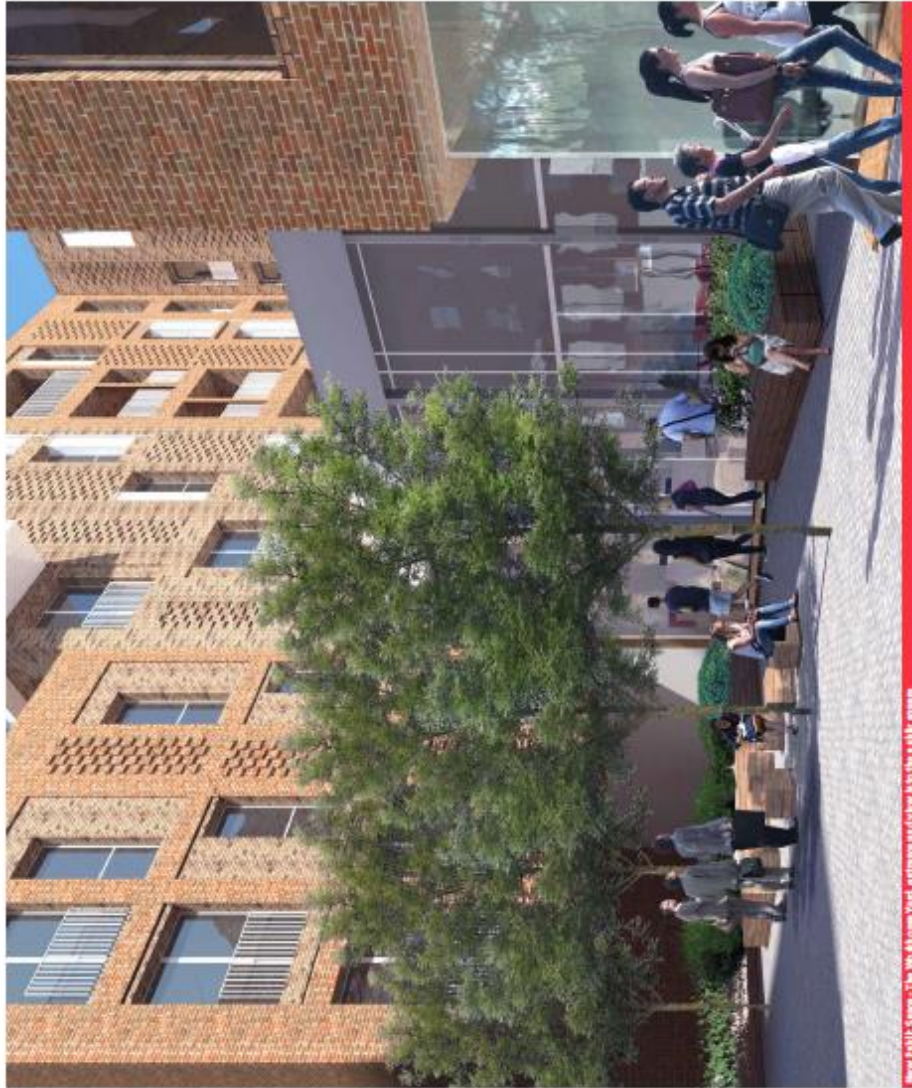




## The Bedford Passage & Public Space



**LEWELYN  
DAVIES**



New Hill, June - The '65 Block View, entrance drive to the public space



The Bedford Passage providing a view through the '65 Block View towards Charlotte Street

### Schedule of Accommodation

Tenure	GEA m <sup>2</sup>	%	NIA m <sup>2</sup>	%
30 legacy homes	3,520		2,129	
Market Housing	2,068		1,142	
50% Affordable	2,096		1,222	
Total Residential	7,684	68%	4,493	65%
Commercial	3,631	32%	2,462	35%
<b>Total</b>	<b>11,315</b>		<b>6,955</b>	

<b>Legacy Homes</b>	9 x 1 Bed, 6 x 2 Bed, 14 x 3 Bed, 1 x 4 Bed = 30 units
<b>Market Housing</b>	3 x 1 Bed, 6 x 2 Bed, 3 x 3 Bed = 12 units
<b>50% Affordable</b>	6 x 1 Bed, 4 x 2 Bed, 6 x 3 Bed = 16 units
<b>Total Homes</b>	<b>58</b>



# Community Gardens for Family Living



Private communal garden - children play area for affordable housing



Indicative section showing public space and private amenity gardens



Market housing with garden on Obolenski Street



The Woodhouse Yard



Communal garden in new houses & mix of use

Middlesex Annex Re-development





## What Happens Next

### Next Steps . . .

- Receive comments following the Public Exhibition
- Views of the Local Community Important
  - Analyse Feedback Forms from the Public
  - Incorporate Feedback received where possible
  - Submit Application to London Borough of Camden (LBC)
  - Following submission LBC will conduct further consultations.

Please complete the feedback forms provided and return them to the project team here or via the Freepost address.

Should you have any further questions or feedback on the proposals, please do not hesitate to contact us.

You can also visit our website for up to date information as the project progresses.

### Timetable

- Autumn 2016 Submit planning application
- Spring 2017 Planning application determined by Camden Council
- Autumn 2017 Work commences on site

### Contact Us

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A fresh housing universe with a new facade



Views from the 8th floor of a new building



Views from the 8th floor of a new building