

**60-70 SHORTS GARDENS AND  
14-16 BETTERTON STREET  
London Borough of Camden**

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**STATEMENT OF COMMUNITY  
INVOLVEMENT**

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**Prepared for Span Group.**

**April 2017**

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## 1. EXECUTIVE SUMMARY

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- 1.1 This Statement of Community Involvement (SCI) summarises the community pre-application consultation activity undertaken on behalf of Span Group (the applicant) for its plans to create a high quality mixed-use development in the London Borough of Camden. The proposals comprise of office, commercial and residential space and would bring the vacant basement back into use. Further information on the proposals can be found in the Design and Access Statement.
- 1.2 The following document highlights the public consultation activities undertaken to inform local residents, businesses and community groups 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 the applicant has developed its final scheme with the comments and suggestions of local residents in mind.
- 1.3 This SCI and the applicant's public consultation programme were undertaken using the principles set out in Camden Council'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
  - To clearly communicate the feedback from the local community to the design team.
- 1.5 A public exhibition was held on Saturday 25<sup>th</sup> February and Thursday 2<sup>nd</sup> March 2017 at the Dragon Hall Trust, a nearby local community centre to the site. Over the course of the exhibition, 19 people, including a ward Councillor, Director of Dragon Hall and Seven Dials Club, and members of the Covent Garden Community Association attended. There was some useful vocal and written feedback, some of which led to changes in the scheme. Preview events for stakeholders were held before both exhibitions for key stakeholders. The majority of residents and businesses particularly expressed their content about the proposed design. Residents also welcomed the opportunity to see the emerging plans and give their views.



## 2. APPLICATION CONTEXT

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### Site Context

- 2.1 60-70 Shorts Gardens and 14-16 Betterton Street are located within the Seven Dials Conservation Area between Drury Lane to the east and Endell Street to the west.
- 2.2 The plot is L-shaped with frontages on both streets and has a combined site area of approximately 0.08 hectares. Neither building is listed, but the Shorts Gardens property is identified as making a positive contribution to the Conservation Area.
- 2.3 **60-70** Shorts Gardens is a three storey plus basement 19th Century industrial brick building, which was previously used as an electricity substation until the 1980's. Since then it has been used for studios and offices. 14-16 Betterton Street is a mid-to-late 19th Century four storey warehouse of brick and concrete construction.
- 2.4 The surrounding area is mainly mixed-use, including a hotel immediately to the north-east, residential to the north-west and a mix of commercial, entertainment, restaurant and retail uses to the south and along Drury Lane. Immediately to the east of the Betterton Street property is a UKPN electrical substation.
- 2.5 Planning permission was previously granted for the alteration, extension and refurbishment of the properties in 2012. The current scheme has been redesigned to meet new market demands for commercial and residential use.
- 2.6 Further information about the site context can be found in the Design and Access Statement.

### Application Proposals and Local Benefits

- 2.7 The proposals are considered to be a sensitive and well-crafted response to the site's context. The proposed development includes:
  - The refurbishment and alterations to the internal and external fabric of nos. 60-70 Shorts Gardens and 14-16 Betterton Street. This will include a two-storey extension to both properties, to provide a mix of residential, B1 and commercial floorspace, which could include Ancillary, A1/A2/A3/D1/D2 uses.
  - The retention of the main Shorts Gardens frontage, but opens up the existing arches and replaces the redundant and derelict brick shaft with an elegant new brick, metal and glass structure.
  - A new use into the currently disused basement space and creates a basement mezzanine and ground floor mezzanine and two additional floors above (B1 use), with roof terrace space.
  - Four residential units in the Betterton Street building, along with a possible ground floor café and cycle storage, waste storage and plant within the basement area.
- 2.8 The proposals will provide many local benefits, such as:
  - Additional jobs through the creation of office floorspace and possible provision of a restaurant. This is potentially 300 jobs in total - an addition of 150 jobs over existing.
  - Four new residential units.
  - Sensitively restoring the existing facades and architectural details within the development.
  - Re-vitalising these under-utilised and out dated buildings in this key location.
  - Modern, flexible office space.

- Introducing a new use into the disused basement space.
- Public realm improvements and improved lighting would be introduced along Shorts Gardens.
- Up to 80 construction jobs and opportunities for apprentice training.

**2.9** Further information on the proposals can be found in the Design and Access Statement.

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### 3. CONSULTATION POLICY CONTEXT

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#### 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."*

#### Camden Council

- 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

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### Strategy

- 4.1 The applicant's consultation strategy aimed to achieve a thorough and comprehensive community consultation in advance of the submission of the full planning application. Throughout the development of the scheme, the applicant has been committed to public consultation. As part of the consultation strategy, the applicant 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, the applicant took the following actions:
- Held a two-day public exhibition.
  - Distributed an exhibition invite to 873 residential and commercial addresses in the area.
  - Provided a freepost address for the use of local residents.
  - Set up a website for the public exhibition [www.shortsgardensconsultation.com](http://www.shortsgardensconsultation.com). Please see Appendix 5.
  - Held two preview event sessions for stakeholders. Representatives from the Covent Garden Community Association, UKPN and Ward Councillor Sue Vincent attended the preview events.
  - Contacted the Chair of the Bloomsbury Conservation Area Advisory Committee and the Seven Dials Trust, sharing with them our proposals.
  - Organised a separate meeting and presentation to the Covent Garden Community Association regarding the proposals.





## 5. PUBLIC EXHIBITION

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### Exhibition Logistics

- 5.1 The applicant held a two-day public exhibition to showcase its plans for a high quality mixed-use development. The public exhibition was held on Saturday 25<sup>th</sup> February and Thursday 2<sup>nd</sup> March 2017 at the Dragon Hall Trust, a nearby local community centre to the site.
- 5.2 To publicise this event, the applicant drew up a consultation radius which contained all streets in proximity to the proposed development site. The applicant wrote to all residents, businesses, community groups and landowners within the consultation radius to advise them of the exhibition and invite them to attend.

Please see the public exhibition invitation flyer in Appendix 1.

- 5.3 The exhibition displayed the development proposals on a series of exhibition boards which can be found in Appendix 2, in addition to a detailed model of the scheme.
- 5.4 On display were nine exhibition boards with detailed information about the emerging development proposals; the professional team; the design, transport links to the site and community benefits.



- 5.5 A 3D model of the development was also on display at the exhibition so attendees could see the proposed designs, which proved popular.
- 5.6 The applicant 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 attendees to write to the project team with their enquiries was also set up.
- 5.7 **Key Statistics**
- **873 properties** surrounding the development site were invited by post to attend the exhibition.
  - **19 people** attended during the two sessions.
  - **4 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.



## 6. FEEDBACK

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- 6.1 The majority of vocal feedback from the 19 visitors to the public exhibition was largely positive. Feedback showed support for the mixed-use development, the proposed design, and respondents were pleased to have been able to see the emerging plans. No major objections were raised.
  - 6.2 Ward Councillor Sue Vincent attended the exhibition and was given briefings on the proposals.
  - 6.3 Nicole Furre, Director of the Dragon Hall Trust and Seven Dials Club, also attended the exhibition and was introduced to the proposals. There was a discussion about community benefits and opportunities for funding for community projects through the Span Trust were explained. This was received very positively.
  - 6.4 Three members of the Covent Garden Community Association also attended and it was suggested that the project team attend one of the groups' planning meetings, to give a presentation/briefing on the proposals in more detail. They were particularly interested in servicing arrangements.
  - 6.5 While the majority of the feedback was overwhelmingly positive, the following comments were made at the exhibition and via the feedback forms:
- 1.3 There was one comment regarding the balcony overlooking the adjacent sheltered accommodation, as well as noise levels from the balcony. In light of this valuable feedback, the design now incorporates a roof terrace planter as a screening device to minimise potential overlooking from the west third floor terrace towards the easterly end of Dudley Court. Further design details can be found in the Design and Access Statement.
- There was a question about the restaurant and how it would operate. We explained that the applicant would be expected to, and would wish to, mitigate any operational impacts if a restaurant was to be included. For instance, servicing and deliveries will be controlled by means of a Servicing Delivery Management Plan which will form part of the application and there will be scope to encourage deliveries outside of peak hours. There will in addition be scope to control the hours of any end users by means of planning conditions (and licensing restrictions for some uses).
  - The location of the plant was commented on and concerns about the potential for noise were raised. We explained that the proposed plant enclosure has an acoustic louvered screen of 2.3m height and is set back from both the parapet and west and east facades to ensure that it is not visible from the street. Further design details can be found in the Design and Access Statement.
  - One comment was raised about the impact on access to daylight. An assessment of the potential impact of the development on existing daylight and sunlight has since been undertaken. In total 89 windows across 11 neighbouring properties were assessed. With regards to sunlight, all rooms assessed will comply with the BRE Guidelines for APSh. Furthermore, 63 (70%) windows will meet the BRE Guidelines for VSC and 49 (90%) of the 54 rooms assessed will achieve BRE compliance in relation to NSL. There is just one property adjacent to the site which experiences changes in VSC and NSL which are below the suggested BRE Guidelines but, according to our assessment, no main living spaces will not be affected by the redevelopment of the site. It was acknowledged that the architects have, where possible, tried to mitigate the reductions in daylight and sunlight to neighbouring habitable spaces. Further details can be found in the Daylight Sunlight Assessment.
  - One resident responded regarding the sustainability elements of the scheme. We confirmed that low environmental impact will be key to the design. This will be achieved by reducing the

development's demand for energy, meeting this through fully considered energy sources and incorporating renewable technologies to meet the criteria of the Council.

- There was one comment about the length of the construction period and associated street closures. We explained that the applicant will provide a Construction Management Plan, which will be fully accessed by the London Borough of Camden prior to the start of construction works, and monitored throughout the construction period. We are pleased to confirm that the contractor will register the site under the Considerate Constructors Scheme, which will again be monitored throughout the construction period.

## 7. SEPARATE STAKEHOLDER MEETINGS

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- 7.1 On the 27<sup>th</sup> March 2017, the project team met with four members of the Covent Garden Community Association Planning Sub-Committee, as arranged at the public exhibition.
- 7.2 The proposals were presented and the Sub-Committee were also provided with copies of the exhibition boards.
- 7.3 The presentation was well received and questions were asked about the proposed uses and a discussion took place regarding what uses would work best for the building and the area.
- 7.4 Servicing was discussed in depth, including delivery times. The Sub-Committee described existing examples of poor servicing and requested that deliveries be made outside peak times. It was explained that the Servicing Delivery Management Plan will form part of the application and that there will be scope to encourage deliveries outside of peak hours. In addition, it was noted that there will be scope to control the hours of occupiers through planning conditions (and licensing restrictions for some uses).
- 7.5 According to the sub-committee there seems to be a general issue regarding noise in the area. We confirmed that a Noise and Vibration assessment has been undertaken by RBA Acoustics and mitigation measures have been put included to ensure that residential amenity is acceptable.

## 8. CONCLUSION

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- 8.1 This SCI shows the consultation undertaken by the applicant with local residents and businesses regarding the proposals for 60-70 Shorts Gardens and 14-16 Betterton Street, fulfils the requirements laid out in both Camden Council's SCI and The Localism Act 2011. The applicant 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 very positive. Although feedback was very limited, there was general support for the development proposals, including the design and community benefits. The relatively low level of attendance and feedback in response to the consultation generally demonstrates that local residents are at ease with these proposals, which have not attracted any adverse interest.
- 8.3 The applicant sought to address the following issues raised by consultees, either through amendments to the scheme, or by clarifying how we would mitigate these issues through effective design:
- Associated impacts from the possible inclusion of a restaurant
  - Noise impact from the plant
  - Privacy regarding the balcony
  - Construction period

Section 1.3 outlines in further detail how all of these issues raised have been addressed.

- 8.4 The applicant will continue to engage with the local community following submission of the planning application. It is hoped that by continuing a dialogue with local residents, we can work together to deliver the best outcome for the area.

## 9. APPENDICES

### APPENDIX 1 – PUBLIC EXHIBITION INVITATION

#### PUBLIC CONSULTATION ON NEW PROPOSALS FOR SHORTS GARDENS



You are invited by Span Group, in partnership with Pearl and Coutts (Shorts Gardens LLP), to a Public Exhibition of plans to create a high quality mixed-use development to include refurbishment of existing office space, along with new office space. In addition, new homes and commercial uses will be provided.

Shorts Gardens LLP's new proposal will sensitively refurbish and extend 60-70 Shorts Gardens and the adjoining building 14-16 Betterton Street. This site will be improved providing new office space and new homes. There is also the aspiration to provide a destination restaurant at basement level and the development is set to include roof terraces. The scheme looks to improve connectivity between Shorts Gardens and Betterton Street. This proposal is subject to planning permission and agreement with Camden council.

Importantly, the main Shorts Gardens and Betterton Street facades will be retained but modified at ground level to further enhance and preserve their qualities and connection to the street. The new development will revitalise the site and will see complementary improvements to the streetscape and public realm in Shorts Gardens.

Both companies of the joint venture partnership have substantial experience and expertise on regeneration projects in conservation areas in the London Borough of Camden and central London. In addition to this, the design team has been assembled on their proven track record of working on interesting but sensitive buildings such as Shorts Gardens. 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).



#### PUBLIC CONSULTATION ON NEW PROPOSALS FOR SHORTS GARDENS

The Public Exhibition will be held over two days at:

The Dragon Hall Trust  
17 Stukeley Street  
London  
WC2B 5LT

on:

Saturday 25 February 11.00am – 1.30pm

Thursday 2 March 3.00pm – 5.30pm

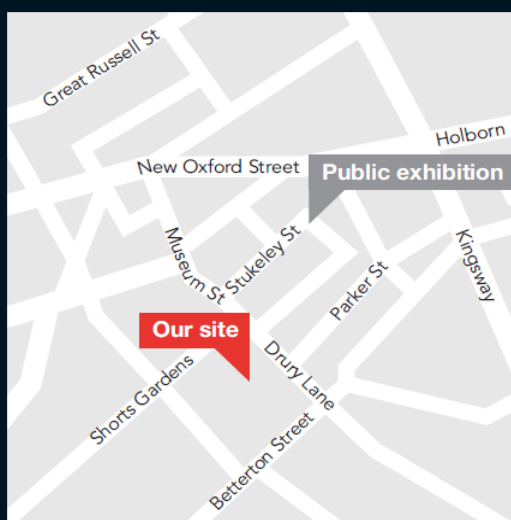
We would be delighted for you to attend our exhibition for our new proposals for 60-70 Shorts Gardens and 14-16 Betterton Street.

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.shortsgardensconsultation.co.uk](http://www.shortsgardensconsultation.co.uk)

If you have any additional questions, then please contact  
[hramsey@quatro-pr.co.uk](mailto:hramsey@quatro-pr.co.uk) or call 0207 566 7978.





## APPENDIX 2 – PUBLIC EXHIBITION BOARDS

### Welcome to our exhibition



Span Group along with Pearl and Coutts acquired 60-70 Shorts Gardens and the adjoining building at 14-16 Betterton Street over ten years ago with the view to refurbishing and extending the properties for a mixed use development comprising office, commercial and residential space and bringing the vacant basement back into use.

The proposed scheme retains but alters the existing facades and architectural details, and extends the properties by two storeys. The development will also introduce improvements to the streetscape and public realm in Shorts Gardens.

We are keen to meet with local residents and businesses and listen to as many views as possible on our new proposals.

A formal planning application to develop this site has not yet been made 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 Camden Council.

We have assembled a professional team to deliver a high quality scheme on this important site.



Artist's impression of proposed view along Shorts Gardens looking west

## The Project Team

### Span Group

Span Group was founded in 1998 by the current directors Alexander Valik and Monty Gershon.

We are a property development and investment company with a passion for design, who strive to create quality spaces through considered architecture and the innovative use of land and existing buildings.

The company believes in lasting involvement in our properties and look to retain many of our developments as long term investments.

We specialise in projects involving complex planning, and have substantial experience and expertise on regeneration projects in conservation areas.

We are based in Camden and mainly focus our development activity in Central London, giving us a greater affiliation to our development areas.

Span Group has worked with the joint venture partner for many years and both have substantial experience and expertise on regeneration projects in conservation areas in central London.



### Stanton Williams

Stanton Williams are a multi-award winning architectural design practice based in London. The practice has developed its portfolio from an initial focus on museums and galleries towards a wide variety of projects, all of which demonstrate its overarching objective of putting the user's experience of space, light and materials at the forefront of the agenda, as well as creating places that sensitively respond to their cultural, social and physical context.

Current projects include: the relocation of the Museum of London to West Smithfield; a new academic facility for UCL East; university key worker homes in the North West Cambridge Development; a research centre for Great Ormond Street Hospital and the new glass entrance pavilions at Tottenham Court Road Underground Station.

Stanton Williams have an excellent track record of working within the Borough of Camden, completing a range of interesting and high quality projects in the area, including the University of the Arts campus for Central Saint Martins; King's Cross Square, a public realm development in front of King's Cross Station; Victoria Hall King's Cross, a new student residential building; The Lighterman, a popular three storey restaurant and bar along the Regents Canal and Granary Square.



University of the Arts campus by Span Group, Camden, London



The Lighterman restaurant by Stanton Williams



University of the Arts campus by Stanton Williams



University of the Arts campus by Span Group, Camden, London



King's Cross Square by Stanton Williams





Span Group

## The Site: Shorts Gardens and Betterton Street

### The Site

60-70 Shorts Gardens and 14-16 Betterton Street are located within the Seven Dials Conservation Area between Drury Lane to the east and Endell Street to the west.

The plot is L shaped with frontages on both streets and has a combined site area of approximately 0.08 hectares. Neither building is listed, but the Shorts Gardens property is identified as making a positive contribution to the Conservation Area.

Shorts Gardens is a three storey plus basement 19<sup>th</sup> Century industrial brick building, which was previously used as an electricity substation until the 1980's. Since then it has been used for studios and offices. No. 14-16 Betterton Street is a mid to late 19<sup>th</sup> Century four storey warehouse of brick and concrete construction.

The surrounding area is mixed use, including a hotel immediately to the north-east, residential to the north-west and a mix of commercial, entertainment, restaurant and retail uses to the south and along Drury Lane. Immediately to the east of the Betterton Street property is a UKPN electrical substation.

Planning permission was previously granted for the alteration, extension and refurbishment of the properties in 2012. The current scheme has been redesigned to meet new market demands for commercial and residential use.

### History and Heritage

Shorts Gardens has an eclectic mix of building types with a large 1970's hotel complex to the north east of the site and a 1970's residential development to the north west.

There are also Georgian and Victorian buildings on the street predominately in brick and render with varying heights and roofscapes.

Betterton Street contains Georgian townhouses and a new contemporary brick building, together with an adjacent 1950's brick electrical substation with small windows.

Both streets contain buildings that vary in height and roofscape.



## Our proposals

### Introduction

The proposed development comprises the refurbishment and alterations to the internal and external fabric of nos. 60-70 Shorts Gardens and 14-16 Betterton Street. This will include a two storey extension to both properties, to provide a mix of residential, B1 and commercial floorspace, which could include A1/A2/A3/D1/D2 uses.

The proposed scheme retains the main Shorts Gardens frontage, but opens up the existing arches and replaces the redundant and derelict brick shaft with an elegant new brick, metal and glass structure.

In addition, the scheme introduces a new use into the currently disused basement space and creates a basement mezzanine and ground floor mezzanine and two additional floors above (B1 use), with roof terrace space. A range of uses is currently being considered for the basement, basement mezzanine and ground floor including A1/A2/A3/B1/D1/D2.

Public realm improvements and improved lighting would be introduced along Shorts Gardens.

Four residential units are proposed in the Betterton Street building, along with a possible ground floor café and cycle storage, waste storage and plant within the basement area.

### Benefits

Our proposals will provide many local benefits, such as:

- Additional jobs through the creation of office floorspace and provision of a restaurant (potentially 300 jobs in total - an addition of 150 jobs over existing) Four new residential units
- Sensitively restoring the existing facades and architectural details within the development
- Re-vitalising these under-utilised and out dated buildings in this key location
- Modern, flexible office space
- Introducing a new use into the disused basement space
- Four new residential units
- Significant public realm improvements
- Up to 80 construction jobs and opportunities for apprentice training



Proposed view along Shorts Gardens looking east



Existing view along Shorts Gardens with current building



Sketch illustration of proposed basement mezzanine



Existing view of disused basement space



Sketch illustration of proposed basement





## Our design - Shorts Gardens

The approach to the design of Shorts Gardens has been guided by our overall objective to preserve and enhance the character of its period architecture. The proposed development will:

- Retain the main Shorts Gardens and Betterton Street frontage but enhance and preserve their characteristics
- Open up the existing arches to allow more light into the property and create a visual connection with the basement area
- Improve accessibility with the introduction of lifts
- Bring the disused basement space back into use
- Provide high quality flexible office workspace
- Create high quality roof terraces and amenity space, with scope to enhance biodiversity with sedum roofs
- Provide cycle parking and refuse storage areas
- Enhance the public realm and setting along Shorts Gardens, with improved accessibility and additional lighting

The scheme proposes the addition of an elegant curved two storey metal and glazed element to Shorts Gardens, in order to provide additional high quality office space and refurbishment of the first and second floors for office use. The extension will be set back to minimise any impact on the existing street scene. Mezzanine areas will be introduced at basement and ground floor level.

The basement, ground floor and mezzanine floors will be used for a mix of commercial uses, including potentially a destination restaurant in the basement. As part of the scheme, the existing bricked up arches would be opened up and full height windows installed. One of the arches would become a new entrance for the building.

The end bays would provide service entrances for deliveries and access to waste storage at ground level and plant facilities within the basement. The existing Crittal windows would be retained and refurbished, or would be replaced with replica double glazed windows. The redundant derelict brick vent would be removed and replaced with an elegant brick, metal and glass structure which would retain its existing massing.



Existing Shorts Gardens elevation

60-70 Shorts Gardens



Proposed Shorts Gardens elevation

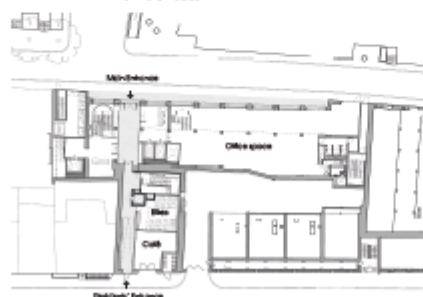
60-70 Shorts Gardens



Existing brickwork arches at Shorts Gardens



Concept image of opening up arches at Shorts Gardens



Ground floor plan - Street level



Third floor plan with roof terrace



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## Our design - Betterton Street

The approach to the design of Betterton Street has been guided by our overall objective to preserve and enhance the character of the building's warehouse aesthetic.

The proposals include:

- Retaining the overall fabric of the building, but modifying the entrance to create new elegant glass and steel doors and windows at ground level
- Introduction of 4 new residential apartments, including a new roof top extension set back from Betterton Street
- Retain, refurbish and upgrade the existing Crittal windows
- Create a new ground floor level café space
- Improve accessibility with the introduction of a lift
- Provide residents with cycle parking and adequate refuse and recycling facilities
- Improved public realm appearance to Betterton Street



As existing Betterton Street elevation



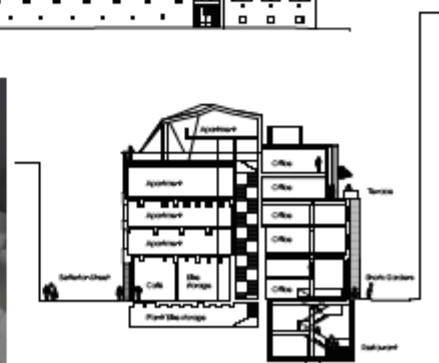
As proposed Betterton Street elevation



Proposed view of ground floor Betterton Street



Sketch model view of Betterton Street with new rooftop extension



As proposed ground floor plan

## Architectural Model Studies



Model view of proposed scheme along Shorts Gardens looking from the north



Model view of proposed scheme along Shorts Gardens looking from the northwest



Model view of proposed scheme along Betterton Street looking from the southwest



## Transport & Community



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

The site has a high PTAL rating of 6b. PTAL is the public transport accessibility level (PTAL). This is a method used in transport planning across London to assess the access level of geographical areas to public transport.

Transport links:

- 30 bus routes less than 500m from the site
- 5 rail stations nearby
- Future Crossrail at Tottenham Court Road



### Our community

Span Group aims to be a good neighbour and acknowledge that any building project can be disruptive to those living close by. However, Span Group take their role within the community very seriously, and will appoint an experienced contractor who fully understands their role to work with them to ensure disturbance during the construction process for neighbouring residents is minimised and properly managed. Communication with stakeholders is key and this will be established before any works commence on site. Contact details will be provided so that any issues can be resolved immediately.

To reduce noise and disturbance we will erect hoarding around the perimeter of the site, plan set hours for any noisy work and manage the arrival and departure of site traffic. We anticipate submitting a construction management plan with our planning application which will cover factors such as working hours and construction vehicle movements.

The project will be registered with the Considerate Constructors Scheme (CCS) and will conform to the code of practice relating to site appearance, respecting the community, protecting the environment, securing everyone's safety and valuing the workforce. The project will receive two independent audits by the CCS.

### Servicing

A draft Servicing Plan will be submitted with the planning application for agreement with the Council. This will ensure that any impact on residents and businesses is minimised and will be controlled through a Section 106 Agreement.



### Apprenticeships

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



## 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 feedback received 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.

**We would encourage you to send feedback by 13<sup>th</sup> March 2017** in order for it 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 discuss the project further with you.

### Any questions?

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

### For further information:

W: [www.shortsgardensconsultation.co.uk](http://www.shortsgardensconsultation.co.uk)  
 E: [hramsey@quatro-pr.co.uk](mailto:hramsey@quatro-pr.co.uk)  
 T: 0207 566 7978

Shorts Gardens Consultation  
 FREEPOST RRTG-GGZK-ESHH  
 20 - 24 Old Street  
 London EC1V 9AB



### Timeline

- February/March 2017 - Public consultation
- End of March/ April 2017 - Planning application
- Summer 2017 - Planning determination
- Autumn 2018 - Construction starts
- Spring/ Summer 2020 - Construction complete

We understand the importance of liaising with our neighbours and the wider community. This will be done by arranging meetings with neighbours, regular newsletters and emails to advise on activities taking place during construction.





## APPENDIX 3 – FEEDBACK FORM

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### PUBLIC CONSULTATION: 60-70 Shorts Gardens and 14-16 Betterton Street

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:

Shorts Gardens Consultation  
FREEPOST RRTG-GGZK-ESHH  
20-24 Old Street  
London EC1V 9AB

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

PLEASE SUBMIT YOUR COMMENTS BY FRIDAY 10 MARCH 2017.

*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 – INVITATION LETTER TO PREVIEW EXHIBITION

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Date

Dear X

**Re: Proposals for 60-70 Shorts Gardens and 14-16 Betterton Street**

I am writing to invite you to a preview session of our public exhibition to discuss Shorts Gardens LLP's proposals for 60-70 Shorts Gardens and the adjoining building 14-16 Betterton Street. As a key stakeholder, we would like to discuss the proposals with you before the public exhibition to hear your views and to talk you through the plans.

We are proposing to sensitively refurbish and extend 60-70 Shorts Gardens and the adjoining building 14-16 Betterton Street. This site will be improved providing new office space and a small number of new homes. There is also the aspiration to provide commercial space at basement level.

Importantly, the main Shorts Gardens and Betterton Street facades will be retained but modified at ground level to delicately enhance and preserve their qualities and connection to the street.

The new development will revitalise the site and will see complementary improvements to the streetscape and public realm in Shorts Gardens.

We would like to invite you to a preview session at our public exhibition, before we open it up to the public, (details below). Please contact Bethan Caunt if you are able to attend the below sessions on 020 7566 7978 or email [hramsey@quatro-pr.co.uk](mailto:hramsey@quatro-pr.co.uk).

The Dragon Hall Trust  
17 Stukeley Street  
London  
WC2B 5LT

On:  
Saturday 25th February 10:30am – 11am  
Thursday 2nd March 2:30pm – 3:00pm

Yours Sincerely,

Holly Ramsey,

On behalf of Shorts Gardens LLP

## APPENDIX 5 – WEBSITE

shortsgardensconsultation.com



WELCOME

### WELCOME

Span Group, in partnership with Pearl and Coutts (Shorts Gardens LLP), are holding a Public Exhibition of plans to create a high quality mixed-use development to include refurbishment of existing offices along with new office space. New homes and commercial uses will also be provided.

Shorts Gardens LLP's new proposal will sensitively refurbish and extend 60-70 Shorts Gardens and the adjoining building 14-16 Betterton Street. This site will be improved providing new office space and new homes. There is also the aspiration to provide a destination restaurant at basement level and the development is set to include roof terraces. The scheme looks to improve connectivity between Shorts Gardens and Betterton Street. This proposal is subject to planning permission and agreement with Camden council.

Importantly, the main Shorts Gardens and Betterton Street facades will be retained but modified at ground level to further enhance and preserve their qualities and connection to the street. The new development will revitalise the site and will see complementary improvements to the streetscape and public realm in Shorts Gardens.

Both companies of the joint venture partnership have substantial experience and expertise on regeneration projects in conservation areas in the London Borough of Camden and central London. In addition to this, the design team has been assembled on their proven track record of working on interesting but sensitive buildings such as Shorts Gardens. 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.



The Public Exhibition will be held over two days at:

The Dragon Hall Trust  
17 Stukeley Street  
London  
WC2B 5LT

on:

**Saturday 25 February 11.00am - 1.30pm**

**Thursday 2 March 3.00pm - 5.30pm**

We would be delighted for you to attend our exhibition for our new proposals for 60-70 Shorts Gardens and 14-16 Betterton 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.

[Click here to download the exhibition boards](#)

[Click here to fill out the feedback form](#)

**Alternatively, you can post your comments to:**

Shorts Gardens Consultation  
FREEPOST RRTG-GGZK-ESHM  
20-24 Old Street  
London EC1V 9AB

**Or email:** [bramsey@quatro-pr.co.uk](mailto:bramsey@quatro-pr.co.uk)

If you have any additional questions, then please contact [bramsey@quatro-pr.co.uk](mailto:bramsey@quatro-pr.co.uk) or call 0207 566 7978.

