

four

## 8-10 Southampton Row & 1 Fisher Street: Statement of Community Involvement

Idè Real Estate Ltd

May 2017

**Contents**

four

Executive summary.....2

Introduction.....4

Understanding the site & local area.....5

Consultation plan.....6

Consultation activity & outcomes .....7

Stakeholder meetings ..... 10

Conclusion ..... 10

Appendices.....11

## Executive summary

This Statement of Community Involvement summarises the public engagement that has been undertaken in relation to proposals for the redevelopment of the site at 8-10 Southampton Row & 1 Fisher Street (“the site”) for Idè Real Estate Ltd (“the applicant”). Idè Real Estate Ltd is the owner of the site. They are committed to bringing forward a proposal that restores the building back to its original use at a hotel.

Four Communications, a specialist public relations agency, were appointed by the applicant to develop and deliver a public consultation and community involvement strategy to inform the development proposals for the site. The brief was to attempt to involve and consult councillors, community and amenity groups, and local residents. Consultation activities for this application were carried out in conjunction with the project team’s engagement with the London Borough of Camden’s (LB Camden) planning officers.

Specifically, the proposals are to restore the current building at 8-10 Southampton Row and return it to its original hotel use. At the site at the rear, 1 Fisher Street, we want to create a seven storey quality development that will serve as part of the hotel.

The objectives of the consultation were to involve local people and groups in developing proposals for the site, ensure that the consultation was accessible to all, and help to create a development that meets the needs and aspirations of the local area. Consultation and engagement on the future of the site has included:

- **Public exhibition.** A public exhibition was held on Wednesday 19 April in the Doubletree Hilton Southampton Row. The venue is a short walk from the site and is well known to local residents.
- **Newsletters.** Circa 800 newsletters were delivered to properties in the vicinity of the site ahead of the public exhibition. These invited local residents to the event, provided some information about the proposals, and included contact details for the project team.
- **Briefings with stakeholders:** Four undertook a comprehensive stakeholder audit of the community around the site. Over the course of the project we have offered the relevant stakeholders briefings where appropriate.
- **Residents’ enquiries:** Throughout the consultation process, a dedicated telephone number, email and freepost address were supplied and managed by Four Communications, providing further information to residents, groups and other stakeholders on request.

## Next steps

The project team is committed to ongoing consultation with local councillors, residents, businesses and groups. The dedicated email address and telephone number will remain active in case any members of the local community have questions or concerns.

In addition, we will write to stakeholders again to make sure they are aware that an application is going to be submitted – detailing the proposals clearly.

## Introduction

The Statement of Community Involvement has been prepared by Four Communications, on behalf of the Applicant, to accompany a full planning application for the redevelopment of 8-10 Southampton Row and 1 Fisher Street.

The 8-10 Southampton Row and 1 Fisher Street development proposal is referred to in this Statement of Community Involvement as “the Development”. A full description of the Development is contained in the accompanying Planning Statement and Design and Access Statement.

This Statement of Community Involvement assesses the community engagement considerations associated with the Development and considers the Development in the context of national, regional and local planning policy and guidance. This document should be read in conjunction with the other documents, plans and technical studies submitted to accompany the planning application.

This report has been informed by Central Government Guidance with the National Planning Policy Framework (NPPF) 2012 on community involvement in planning as well as the OPDC’s Statement of Community Involvement (2017). It forms part of the supporting documentation informing the planning application.

## Site context

This project consists of two separate sites - a Grade II listed building at 8-10 Southampton Row, then at the rear, 1 Fisher Street, a derelict site. The site sits between Fisher Street to the north, Southampton Row to the west and Catton Street to the south.

The building was originally constructed as the Tollard Royal Hotel and Friendly Society Offices by Bradshaw Gass and Hope in 1905-06. It is a flamboyant Edwardian Baroque commercial, stone faced, steel framed building, of six storeys plus two dormer storeys. By the mid 20th century the building incorporated a bank. After this it was occupied by a pub/restaurant on the ground and first floors. The most recent use of the building is as Crossrail offices (basement, ground first and second) with vacant upper floors.

## Stakeholder audit

The project team actively sought to involve local stakeholders in the development of the scheme and to ensure that the needs and aspirations of neighbours were factored into the proposals. To that end, Four Communications undertook a detailed audit of the active community groups and organisations in the local area.

The following stakeholders have been offered one-to-one briefings on the scheme at times and dates convenient to them. The invitations were followed with telephone calls and emails where appropriate, they also received newsletters inviting them to the public exhibition.

### **Political Stakeholders**

1. Cllr Julian Fullbrook (Holborn & Covent Garden ward)
2. Cllr Sue Vincent (Holborn & Covent Garden ward)
3. Cllr Awale Olad (Holborn & Covent Garden ward)
4. Cllr Phil Jones (Cabinet member for Regeneration, Transport & Planning)

### **Local Groups and Organisations**

5. Bloomsbury Association
6. Holborn Community Association
7. Bloomsbury Conservation Committee

## Consultation plan

### Aims

The aims of the consultation and community involvement were to:

- 1. Involve local people and groups in developing proposals for the site.** The applicant is committed to best practice in engaging with the local community on proposals for the site. The aim was to proactively involve individuals and groups to ensure that feedback could, where appropriate, be incorporated into the designs for the site.
- 2. Ensure consultation was accessible to all.** We wanted to ensure that the public consultation was accessible to everyone, in particular:
  - **People with little prior knowledge of the planning system.** Ensure that the consultation was accessible to people whatever their level of understanding of the planning system. Public meetings were provided to ensure that people had the opportunity to understand the issues and have their questions answered.
  - **Disabled persons.** Ensure that all documents were available in accessible formats upon request and all meetings held in accessible premises.
- 3. Support the development of a scheme that meets the needs and aspirations of the local area.** Ensure that through consultation and engagement with local residents, community groups, and councillors, the scheme respects the character of the local area and makes a positive contribution to the local area.

## Consultation activity & outcomes

### Public Exhibition

The public exhibition was held at the hall at the Doubletree Hilton, Southampton Row. The venue is fully accessible and a short walk from the site.

The table below summarises the details of the event.

Venue & times	The event was open to the public at the following venue, date and time: <b>Date:</b> Wednesday 19 April, 3.00pm to 7.15 pm <b>Venue:</b> Doubletree Hilton
Purpose	The event was held with the purpose of introducing the plans for the site, and to obtain feedback from the local community. Visitors had the opportunity to raise any questions or issues, and have these answered by the project team.
Publicity	Local residents were informed about the exhibition by an invitation letter distributed to the local area; circa 800 copies were distributed. A copy of the newsletter is included in <i>Appendix I</i> and the distribution map in <i>Appendix II</i> . Local groups were notified of the event via email.
Drop-in session content	The scheme was presented on six exhibition boards. Copies of the boards have been incorporated into this document as <i>Appendix III</i> . Members of the development team were available to explain the information presented and answer any questions.
Visitors to drop-in session	4 attendees visited the event, with 2 signing in.
Opportunity for feedback	All attendees were encouraged to leave feedback using questionnaires provided and to sign the visitors' book. Attendees could complete the questionnaire at the exhibition. Alternatively attendees had the option to take the form away and return it using the Freepost address provided. A blank copy of the questionnaire has been incorporated into <i>Appendix IV</i> .
Number of questionnaires completed	0 feedback forms were returned from the event.

## Conclusion

The public exhibition was a forum for discussion between residents and members of the project team. Attendees typically stayed for 10 minutes or more, and had conversations with project team members. Overall, oral evidence showed support for the development proposals.

The main topic of discussion at the exhibition was the current condition of the site and how construction was going to be managed. There are a couple of sites going up in and around the local area and attendees wanted to know how they would relate.

In terms of the design, attendees generally welcomed the approach and liked the materials proposed. Most attendees felt that the height was in keeping with the local area and that, generally, the design was sensitive to the local surroundings.

The most prominent topics of conversation at the exhibition included:

1. **Existing site.** Virtually all attendees agreed that something should be done with the site.
2. **Design.** Most attendees liked the design and felt that it was in scale in keeping with the local area.
3. **Construction.** Attendees wanted to find out whether construction would be happening straight away. More specifically, attendees wanted to know whether Catton/Fisher Street would be two-way after construction has finished.
4. **Consultation.** A number of attendees were grateful to have the opportunity to see the plans especially before any application was submitted.

## Next steps

The project team is committed to ongoing engagement, where appropriate, with local elected representatives, residents, businesses and community groups. The dedicated telephone and email address will remain in operation should any members of the local community have any questions.

We will also inform stakeholders of how the exhibition went and remain open to meeting them if required.

## Appendices

Appendix I – Newsletter #1 .....

Appendix II – Distribution map .....

Appendix III – Exhibition boards.....

Appendix IV – Exhibition questionnaire .....

Appendix I – Newsletter #1



The existing site

## PUBLIC EXHIBITION ON THE FUTURE OF 8-10 SOUTHAMPTON ROW

Dear Neighbour,

Idé Real Estate are working with award-winning Architects Dexter Moren on proposals to redevelop and restore 8-10 Southampton Row, bringing this vacant, Grade II listed building back into use.

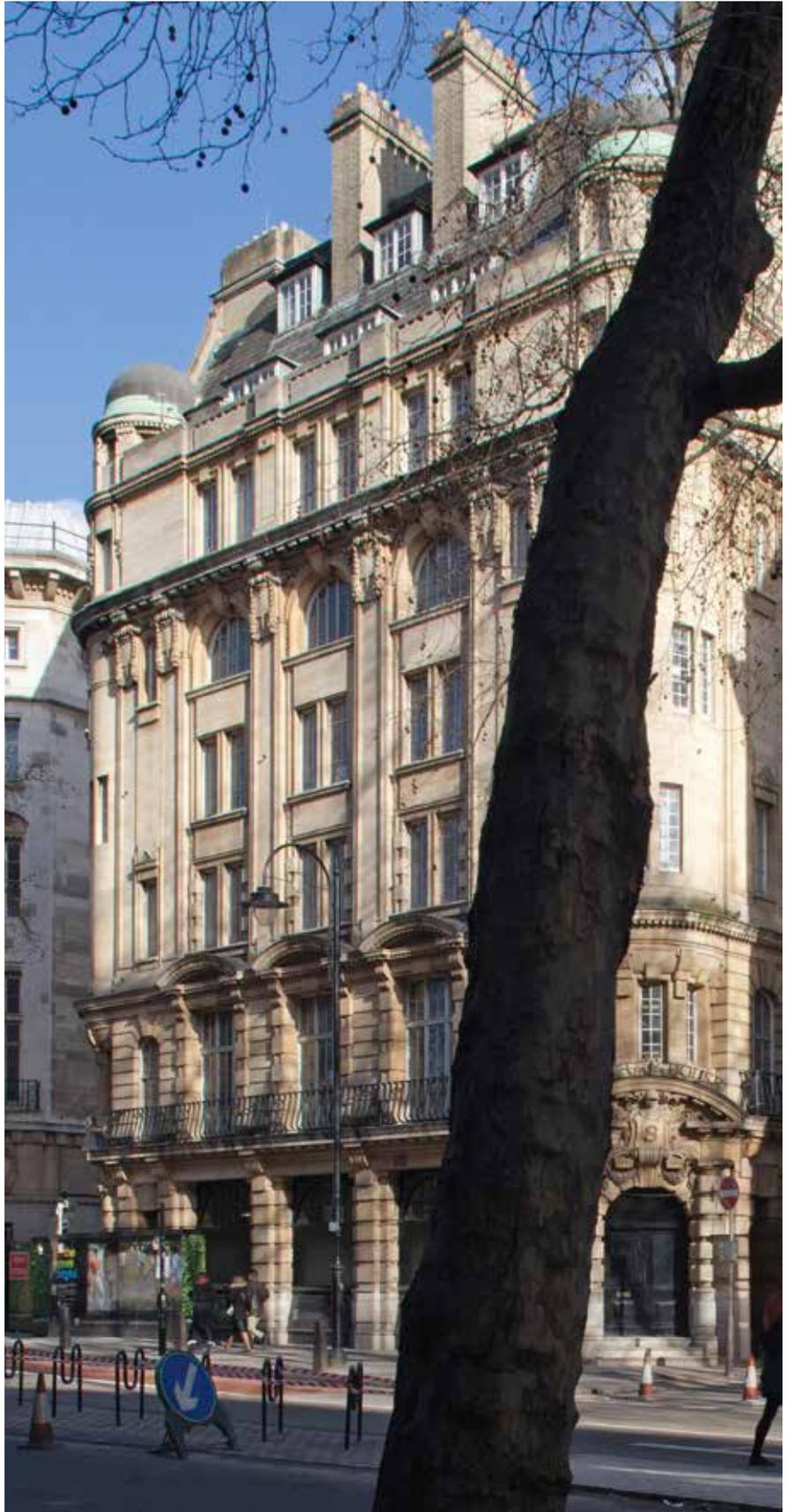
We would like to receive feedback on our proposals; this will take place in the form of a public exhibition. Members of the project team will be on hand to answer any questions you may have. The exhibition will take place in the Bloomsbury room of the Hilton Doubletree hotel at 92 Southampton Row on April 19th 2017. Further information can be found overleaf.

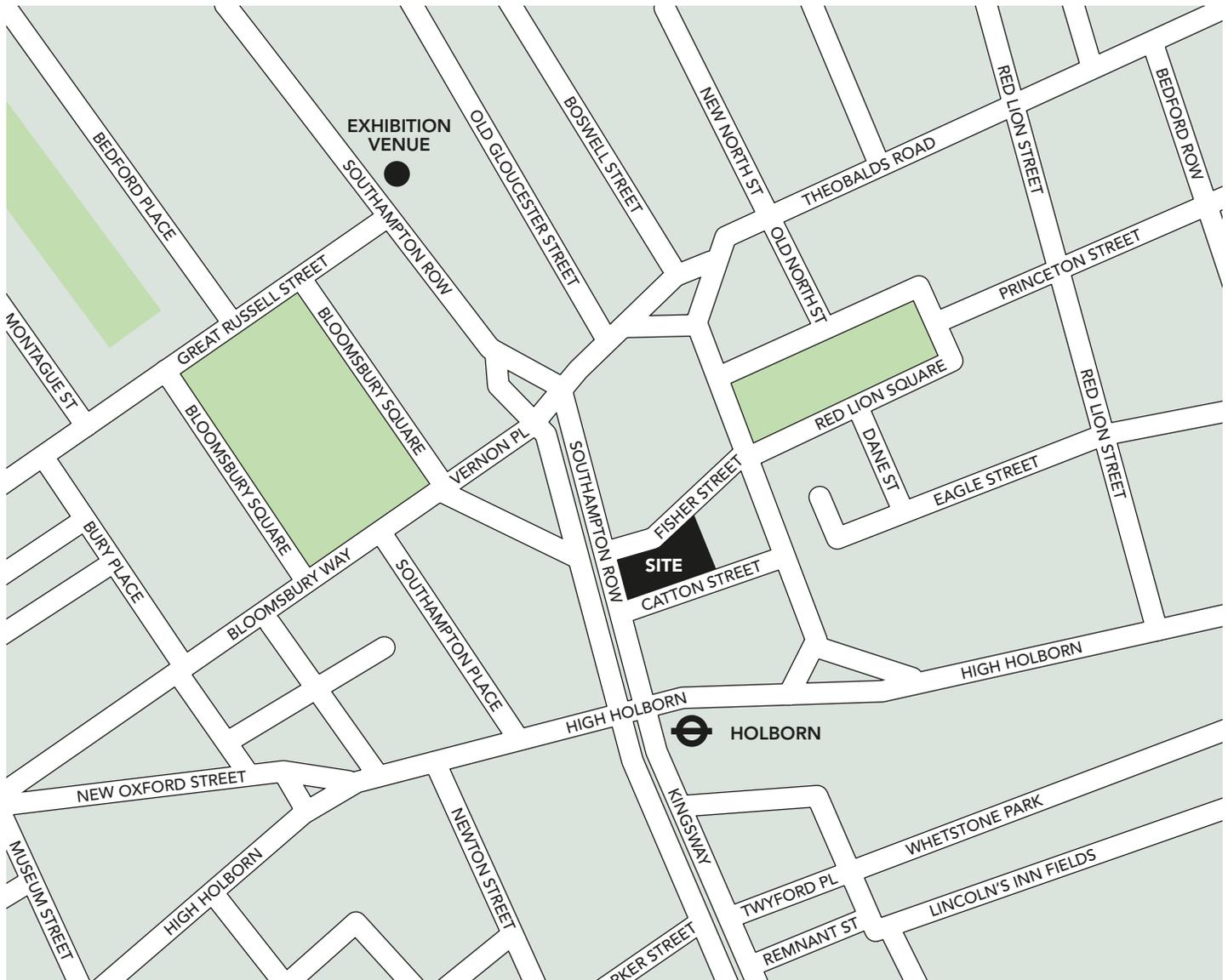
We hope you are able to make it along to the public exhibition. If you are not able to attend, but would like to be kept updated, please contact us using the details overleaf.

Yours sincerely,



Ronan Faherty





## VISIT OUR PUBLIC EXHIBITION

This public exhibition will be an opportunity for you to see our proposals for the site. We are keen to get your feedback on these before we submit a planning application.

The details of the exhibition are as follows:

**Venue** Bloomsbury Room  
Hilton Doubletree hotel  
92 Southampton Row  
London WC1B 4BH

**Date** 19th April 2017  
3pm to 7.15pm

The venue is fully accessible.

## CONTACT US

If you are unable to attend the exhibition, we would still like to hear from you.

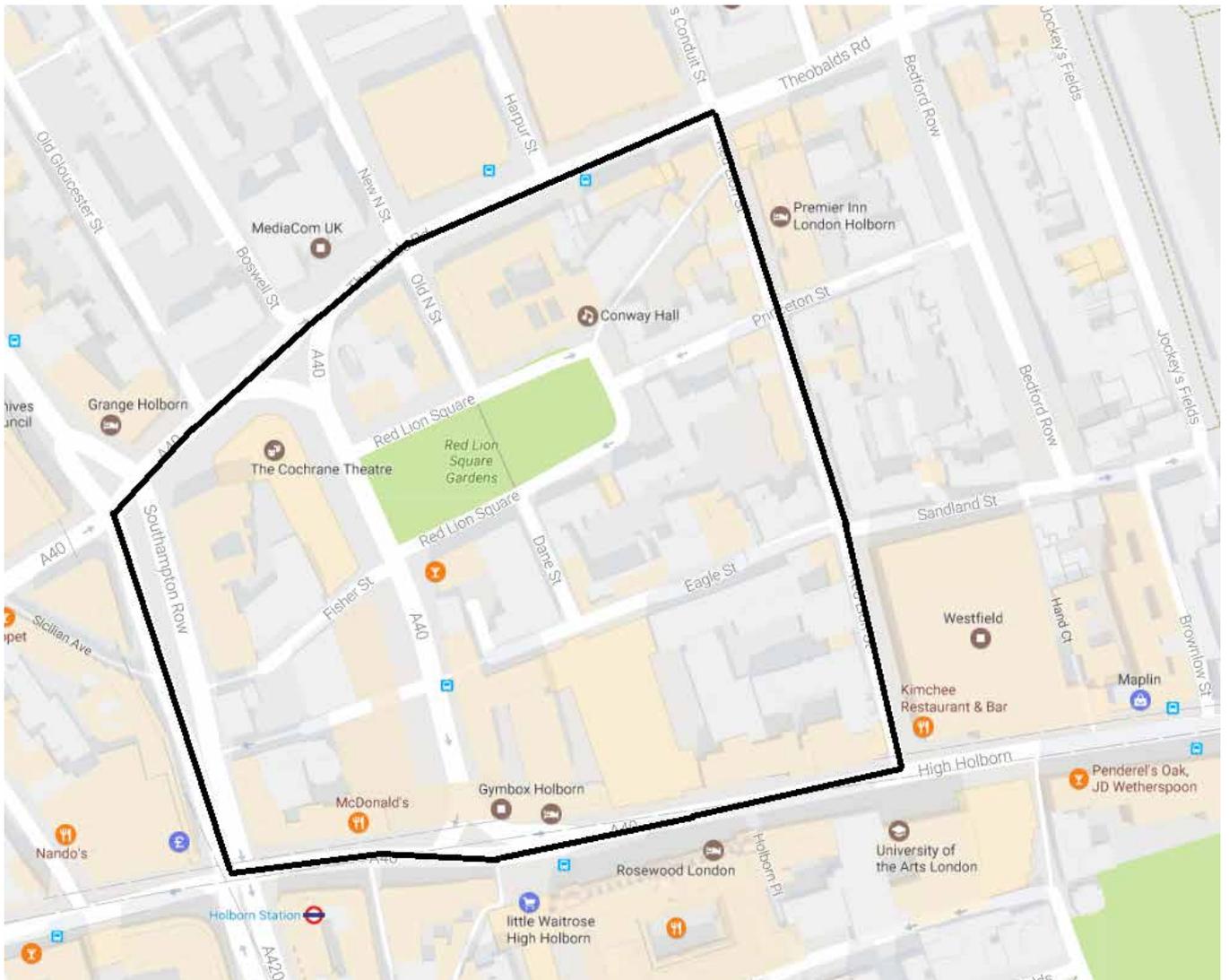
Please contact us at:

**T** 020 3697 4299

**E** [Southamptonrow@fourcommunications.com](mailto:Southamptonrow@fourcommunications.com)

Southampton Row Consultation  
c/o Four Communications  
20 St Thomas Street  
London, SE1 9BF

Appendix II – Distribution Map



Appendix III – Exhibition Boards

# WELCOME

## WELCOME TO OUR PUBLIC EXHIBITION ON OUR PROPOSED REDEVELOPMENT OF BUILDINGS AT 8-10 SOUTHAMPTON ROW

Idé Real Estate are working with award-winning Architects Dexter Moren on proposals to redevelop and restore 8-10 Southampton Row, bringing this vacant building back into use.

This exhibition is an opportunity for you to see our proposals and for us to hear your views.

Members of the project team are on hand to answer any questions you may have. When you have finished looking around please take a moment to fill out our questionnaire.



# THE TEAM



## IDÉ REAL ESTATE

Idé Real Estate are property specialists in retail/leisure led mixed use assets and developments.

They use their understanding of the consumer and the occupier to create innovative, forward thinking destinations that are sustainable and fully integrate into the community they serve. Where people are delighted to live, work and play.



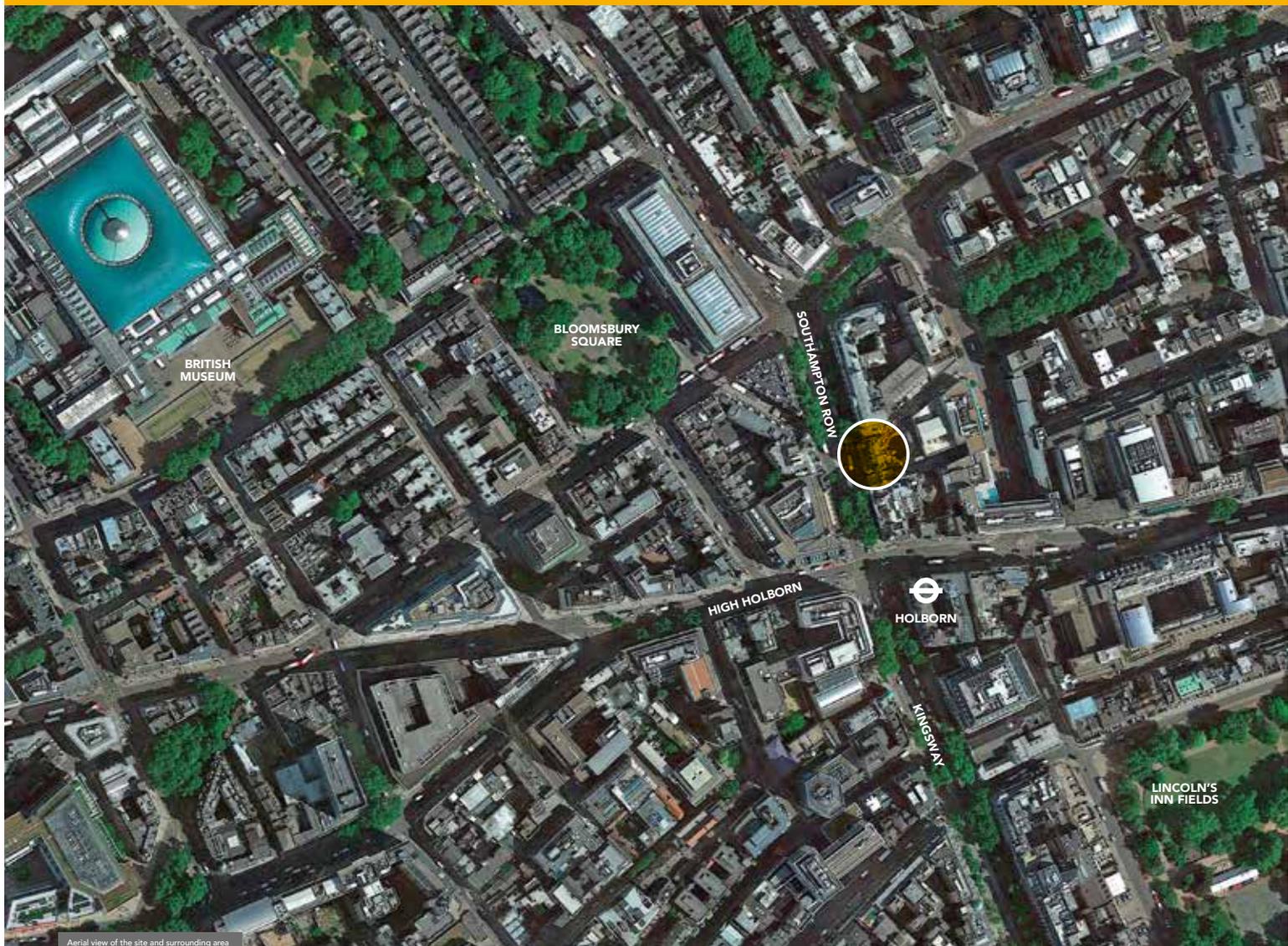
## DEXTER MOREN ASSOCIATES

Dexter Moren Associates are an award winning practice of 55 architects and interior designers, based in London and working internationally.

Over the past 25 years in practice they have established a world renowned reputation as hospitality designers, and have been involved with more than 60 London hotel projects, including the Shangri La Hotel in The Shard, the Great Northern Hotel, Hilton Bankside, The Ampersand Hotel and the highly anticipated Curtain Hotel & Members Club opening shortly in Shoreditch.

They place their design-led ethos of 'creating places people want to stay' at the heart of every project they undertake.

# THE SITE



Aerial view of the site and surrounding area

## SITE

This project consists of two separate sites - a Grade II listed building at 8-10 Southampton Row, then at the rear, 1 Fisher Street, a derelict site. The site sits between Fisher Street to the north, Southampton Row to the west and Catton Street to the south.

## SITE HISTORY

The building was originally constructed as the Tollard Royal Hotel and Friendly Society Offices by Bradshaw Gass and Hope in 1905-06.

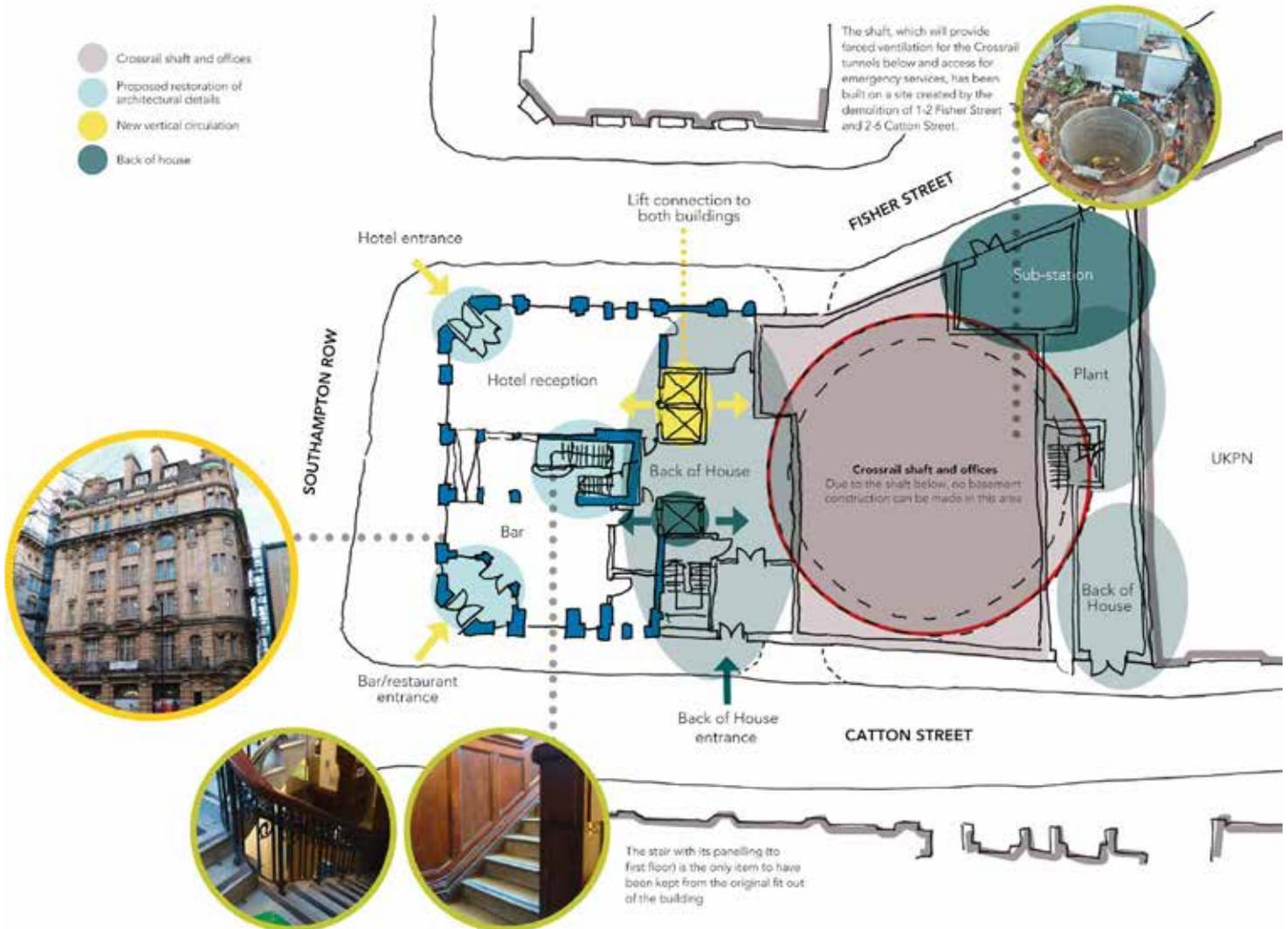
It is a flamboyant Edwardian Baroque commercial, stone faced, steel framed building, of six storeys plus two dormer storeys. By the mid 20th century the building incorporated a bank. After this it was occupied by a pub/restaurant on the ground and first floors.

The most recent use of the building is as Crossrail offices (basement, ground first and second) with vacant upper floors.



Illustration of the original building

# CONSTRAINTS & OPPORTUNITIES



## CONSTRAINTS

The key constraints for the site are as follows:

- **Listed status.** 8-10 Southampton Row is a listed building and we therefore need to be sensitive with our design.
- **Site location.** The site is located within the Kingsway conservation area and is surrounded by three streets. This, along with the heights of the surrounding buildings, are factors that we have had to consider in our design approach.
- **UKPN technical facility.** The proximity of the UKPN technical facility at the rear of the development site poses challenges to the scheme due to potential noise and vibration issues.
- **Crossrail.** The rear side of the ground floor area is occupied by the Crossrail head house building, which contains plant and machinery associated with the shaft. It also serves as an intervention and access for emergency services for the Crossrail network. Therefore the structural consideration for the OSD has to be developed to facilitate the head house building and shaft below.

## OPPORTUNITIES

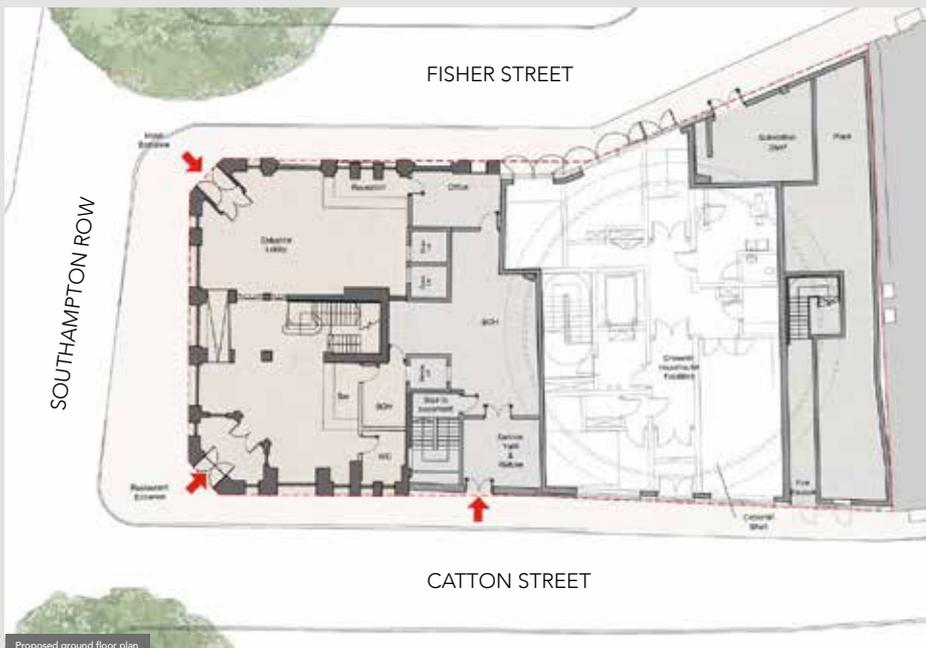
We feel this site has great potential and we see this as an opportunity to restore the existing Grade II listed building to its past glory and create an exciting new Premium Lifestyle Hotel. Please see the opportunities below:

- **Great location.** This is a great location for a new Premium Lifestyle Hotel. The site is in a highly accessible location close to public transport as well as top cultural, business and tourist amenities.
- **Restoration of a listed building.** This is a great opportunity to restore 8-10 Southampton Row to its original and intended use while combining it with the rear neighbouring site to create an exciting contemporary and efficient building that is sensitive to the building's history and surrounding area.
- **New restaurant and bar.** We see a great opportunity here to make the street level more engaging by creating a new restaurant and bar for the use of both local and international guests.

# OUR PROPOSALS



Proposed view from Southampton Row towards Catton Street



Proposed ground floor plan

We are proposing to restore the current building at 8-10 Southampton Row and return it to its original hotel use. At the site at the rear we want to create a seven storey quality development that will serve as part of the hotel.

In summary, our proposals include:

- New high quality 125 room hotel
- Restoration of a Grade II listed building
- New sensitively designed building to the rear
- High quality materials
- New bar and restaurant
- Sensitive treatment of the Crossrail shaft
- Increased employment opportunities
- Sustainable development

We are conscious that our design should respond sensitively to its surroundings.

# OUR PROPOSALS



Proposed Fisher Street elevation



Visual impact on Southampton Row



Visual impact on Southampton Row



Aerial view of proposed scheme

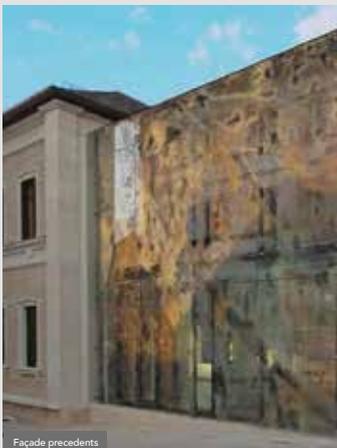
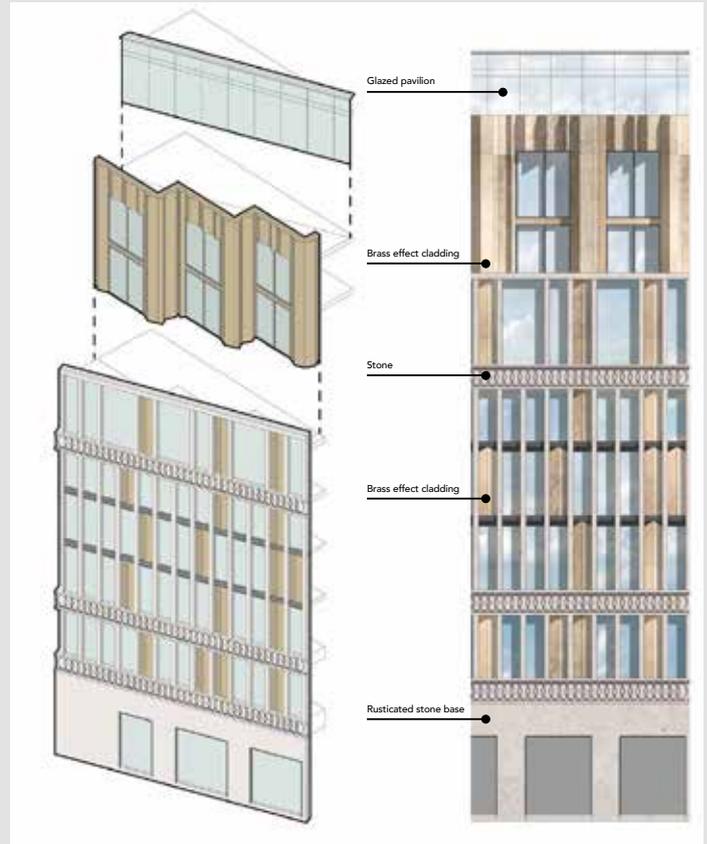
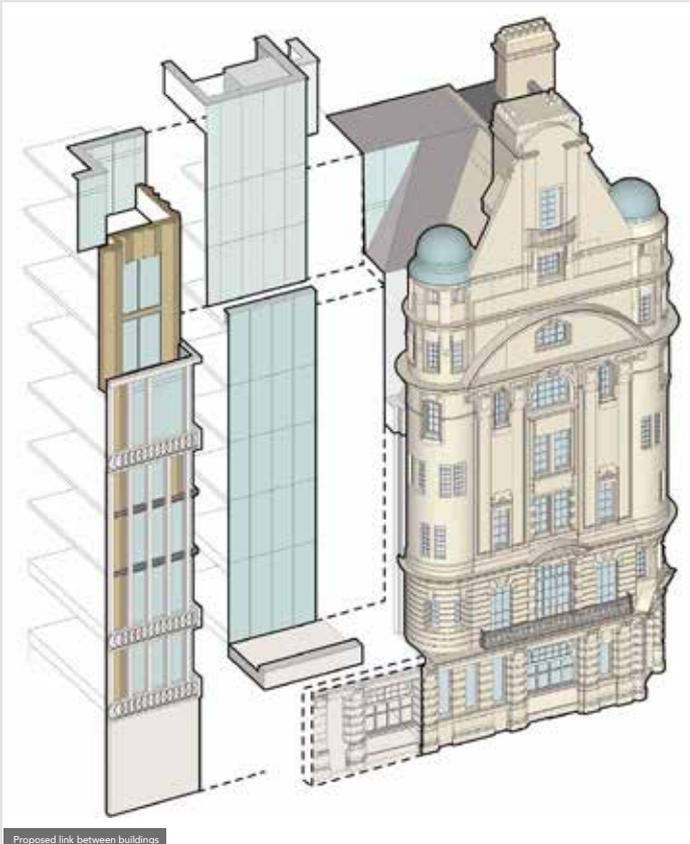


Restaurant precedent



Restaurant precedent

# DESIGN APPROACH



We are proposing a simple palette of materials: stone, glass and brass effect cladding with window frames to match. All materials have been chosen to complement and enhance the existing building.

The stone used in the lower floors will match 8-10 Southampton Row building (this is the predominant material in the surrounding buildings and in the Kingsway conservation area).

The brass metal for the upper floors will enhance and contrast adding visual interest while its shape adds a sense of depth and shadows by its changing colours. We will use glass to create a finer link in between both buildings.

As a whole, the concept of the proposed facade treatment of our extension takes subtle cues from the heritage of 8-10 Southampton Row rather than ignoring its existence. This together with the application of high quality palette of materials creates a contrasting and complementary new addition to the streetscape.



# CONSTRUCTION



## ACCESS, SERVICING AND DELIVERIES

- Level access at ground floor is provided for both hotel, bar and service entrances.
- Servicing and refuse collection will take place from Catton Street.

## CONSTRUCTION

- A robust Construction Management Plan will be drawn up to minimise disruption. We are aware that careful management of construction issues is very important to local residents.
- We want to be a good neighbour and are therefore undertaking substantial research and preparation to keep disruption to a minimum.
- We will follow best practice guidelines for construction operating hours.
- Construction vehicles will not park or wait in nearby roads. They will be held in a remote location and when there is space they will be marshalled in by radio.
- To keep the site and area clean and tidy we will wash vehicles leaving the site, prevent dust and clean neighbouring streets when necessary.
- We will have regular meetings and newsletters for residents during construction. We will also have a dedicated point of contact who can meet residents and answer any questions.

# NEXT STEPS



## WE WANT TO HEAR YOUR VIEWS

Thank you for visiting our public exhibition for the restoration of 8-10 Southampton Row. We want to hear your views on our proposals on display today so please do not hesitate to fill in a feedback form.

We feel that our scheme responds sensitively to local surroundings and will make a positive contribution to the local area. In summary, our scheme will include:

- New high quality 125 room hotel
- Restoration of a Grade II listed building
- New sensitively designed building to the rear
- High quality materials
- New bar and restaurant
- Sensitive treatment of the Crossrail shaft
- Increased employment opportunities
- Sustainable development

## NEXT STEPS

Following the exhibition we are meeting with the Council and will incorporate any feedback into our proposals where possible.

## TIMELINE

Spring 2017	Consultation
Early summer	Submit application
Autumn	Decision at planning committee

Appendix IV – Feedback Questionnaire

# TELL US WHAT YOU THINK

## Thank you for coming to our drop-in session.

We would be grateful if you would take a few minutes to fill out this questionnaire. If you give us your details, we can keep you informed about the progress of this scheme. These will remain confidential.

## YOUR CONTACT DETAILS

Name \_\_\_\_\_ Organisation \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_ Telephone \_\_\_\_\_

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1 I welcome the proposals to restore the Grade II listed building	<input type="checkbox"/>				
2 A stringent management operation plan is necessary to ensure the smooth running of the premises	<input type="checkbox"/>				
3 The materials used and design are of a high standard	<input type="checkbox"/>				
4 The architecture is sympathetic to surrounding area	<input type="checkbox"/>				

**Do you have any other comments on any details of the proposals?** Please write them below:

If you require more space please continue overleaf.

If you have any further queries, please contact us on:  
T 020 3697 4281  
E [southamptonrow@fourcommunications.com](mailto:southamptonrow@fourcommunications.com)

Four Communications will retain the information from this questionnaire on behalf of the applicant to allow you to receive regular updates on this development. If you do not wish to be kept informed, please tick this box