

STATEMENT OF COMMUNITY INVOLVEMENT

Lazari Investments Ltd 2, Stephenson House

June 2017



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SECTION 1: INTRODUCTION

This Statement of Community Involvement (SCI) has been prepared by London Communications Agency (LCA) on behalf of Lazari Properties 2 Ltd (the Applicant).

The SCI forms part of the material supporting the planning application for the Stephenson House development. It demonstrates that a thorough approach has been taken to consultation.

The report summarises the context and history of consultation around the proposals for Stephenson House, outlines the consultation strategy, activities and engagement with stakeholders and the media, the feedback received and the Applicant's response to this feedback.

The SCI is in accordance with London Borough of Camden's (LBC) own Revised Statement of Community Involvement guidance (April 2016) and the Applicant has taken the advice of the Council before commencing the consultation programme.

The SCI also reflects the principles for consultation in the Localism Act (November 2011) and in the National Planning Policy Framework (March 2012). The Applicant has fully considered the comments received and has responded to them in the SCI.



SECTION 2: EXECUTIVE SUMMARY

This Statement of Community Involvement (SCI) has been prepared by London Communications Agency (LCA) on behalf of Lazari Properties 2 Ltd (the Applicant). (*Section 1*)

It forms part of the supporting material for the planning application for the Stephenson House development, demonstrating that a thorough approach has been taken to consultation. (*Section 3*)

Consultation

The Applicant has undertaken consultation activity ahead of submitting the application for Stephenson House, which built on a three-pronged consultation strategy:

- Strand 1: Engagement with LBC
- Strand 2: Community stakeholder engagement, meetings and presentations
- Strand 3: Public exhibition

1. Engagement with LBC (November 2016 – May 2017)

- A series of pre-app meetings and design workshops with LBC officers discussing various elements of the proposed scheme;
- A presentation to the Camden Design Review Panel (DRP).

2. Community stakeholders engagement (March – June 2017)

- Offering meetings and briefings to key representatives of local groups and businesses as well as LBC ward councillors to discuss the proposed development plans and the consultation strategy ahead of the public exhibition;
- Further meetings ahead of submission;
- Newsletters to local groups and interested parties summarising exhibition feedback and explaining changes made.

3. Public Exhibition (4 – 6 May 2017)

- Public exhibition in Maple House showing indicative designs and CGIs of the proposed scheme.
- During the exhibition the team met with representatives of Drummond Street TRA and West Euston Partnership
- Further emails and materials sent to individuals and groups as requested during public exhibition.

The approach to consultation began with a series of pre-app meetings and design workshops with LBC officers discussing various elements of the proposed scheme. Furthermore, the team also presented to the Camden Design Review Panel (DRP). (*Section 3*)

Following on from these initial meetings, further meetings were offered to and arranged with representatives of local groups (full list available in Section 3 and in the Appendices section of this document) and ward councillors, so as to engage a broader cross-section of interested stakeholders. (*Section 3*)



Pre-application consultation was then opened up to the wider public, with a two day public exhibition in May 2017. These sessions were fully-staffed, publicised locally and with explanatory materials about the development proposals. (Section 3)

The exhibition, staffed by members of the consultation team at all times, was designed to be informative, engaging and to clearly explain the context for the proposals and the indicative details of the development. A suite of tailored exhibition materials was produced for the public exhibition including large-scale display boards and a model of the proposed development. (Section 3)

A broad variety of channels were employed to promote the pre-application consultation and the public exhibition in order to maximise engagement with local communities. This exhibition was promoted via letters to key stakeholders, residents' groups and local politicians, a flyer distribution to more than 3,000 local households and businesses, as well as mentions in newsletters of residents' associations and local stakeholder groups. (Section 3)

A specially designed Stephenson House website featured information about when and where the exhibition was taking place. Once the exhibition started the website was updated to contain all exhibition materials plus an online comments form. (Section 3)

To enable as many people as possible to contact the consultation team and comment on the proposals, a wide range of feedback mechanisms were developed:

- Comments cards completed and returned at the exhibition
- Comments sent in via email – stephensonhouse@londoncommunications.co.uk
- Dedicated phonenumber – 0207 291 1501 (Section 4)

In addition, feedback has been recorded from the meetings that the Applicant has organised with various stakeholders during the consultation process.

Feedback

The exhibition was attended by 50 people, over two days. More people visited the consultation website, between April and June (42 site visits by 30 unique visitors), with additional people signing up to receive updates about the project.

In total, 14 people responded formally to the consultation. (Section 5)

- 11 people submitted feedback through the comments card provided at the exhibition.
- one person called the consultation phonenumber to ask for further information and for the plans to be sent through the post/email.
- Two people sent emails directly to the consultation team.

The feedback was broadly positive, with the majority of respondents welcoming the proposals and generally assessing that the proposed development would be an improvement for the area.

In response to the consultation and engagement with LBC officers, the Applicant made changes to the plans originally displayed at the public exhibition. These consisted of improving the activation strategy



along Drummond Street, providing better quality space for SMEs within the office building, creating additional commercial/retail space at ground floor level and reducing the number of residential units, in keeping with local planning policies and provisions. (*Section 6*)

After the public exhibition and the above-mentioned design changes the Applicant went back to the local groups that were consulted at the start of the process, as well as the wider public, to explain the feedback collected during consultation and the design amendments made to the proposed scheme. The project website was updated and an email sent to those who had requested to be kept up-to-date. (*Section 6*)

The Applicant's responses to questions and concerns during the public exhibition have been summarised in *Section 6*.

Now that an application has been submitted, the Applicant will continue to keep local communities updated on progress using the email group.



SECTION 3: CONSULTATION STRATEGY AND DELIVERY

The overall aims of the consultation were to ensure the views of local communities were considered in the emerging proposals and that their experience and knowledge could help shape and improve the plans overall.

The site is located at Stephenson House, NW1 2PL, at the corner of Hampstead Road and Drummond Street. The site is not located within either Regent's Park or Bloomsbury Conservation Areas. Neither the existing building nor any neighbouring ones are listed properties.

The site lies within the Regent's Park Estate character area, as identified within the Euston Area Plan, and is adjacent to the Drummond Street and Hampstead Road Character area. Therefore the immediate surroundings feature a mix of primary uses, including office space, social housing developments, as well as community uses and several shops, restaurants and businesses. With this in mind the Applicant proactively sought meetings with neighbouring businesses, as well as residents and community groups, many of which could benefit from the proposals.

The approach was informed by the LBC guidance for involving the public in developers' proposals. While we were advised by Camden planning officers that the scheme was not considered of sufficient scale to warrant a Development Management Forum (DMF) or a Developer's Briefing (DB), a robust three pronged consultation process was developed which centred on a well-publicised public exhibition held in close proximity to the proposed development site. Alongside this the Applicant also held an on-going series of meetings, briefings and presentations throughout the process.

The Applicant developed three strands of consultation and engagement.

1. Engagement with LBC (November 2016 – May 2017)

- A series of pre-app meetings and design workshops with LBC officers discussing various elements of the proposed scheme.
- A presentation to the Camden Design Review Panel (DRP).

2. Community stakeholders engagement (March – June 2017)

- Offering meetings and briefings to key representatives of local groups and businesses as well as LBC ward councillors to discuss the proposed development plans and the consultation strategy ahead of the public exhibition.
- Further meetings ahead of submission;
- Newsletters to local groups and interested parties summarising exhibition feedback and explaining changes made.

3. Public Exhibition (4 – 6 May 2017)

- Public exhibition in Maple House showing indicative designs and CGIs of the proposed scheme.
- During the exhibition the team met with representatives of Drummond Street TRA and West Euston Partnership
- Further emails and materials sent to individuals and groups as requested during public exhibition.



The Applicant continued meeting and engaging with local stakeholders and groups after the public exhibition, both in order to inform them of the design changes and to discuss the scheme in greater detail with those who were not able to attend the public exhibition.

The activity for each strand of consultation and engagement is outlined below.

Stage 1 - Engagement with LBC (November 2016 – May 2017)

To ensure that the Applicant's plans coincide with Camden Council's vision and ambition for the site, a robust programme of engagement with LBC officers was set in place, through the signing of a Planning Performance Agreement. This included a series of pre-app meetings and design workshops (exact dates and scope of those discussions are set out in the table below).

Additionally, the team also presented the draft proposals to the Camden Design Review Panel (DRP).

The outcomes of each of these meetings and workshops were both positive and encouraging and informed the team's approach in developing the plans and vision for the site further.

Stage 2 - Community stakeholders engagement (March – June 2017)

This section details the engagement with stakeholders during the consultation and includes statutory and non-statutory engagement.

On 15 March the Applicant wrote to all stakeholders listed in Appendix A to inform them of the proposals, to offer a meeting to provide further background and to notify them of the public exhibition taking place. A copy of this stakeholder letter is included in Appendix C.

These meetings were held predominantly to ensure that all key stakeholders and partners were fully briefed about the emerging proposals and had an opportunity to raise any questions or concerns through the most appropriate channels. Often these stakeholders were also able to give detailed and constructive feedback on the emerging proposals, which has been very useful as the plans have developed and many comments have been incorporated.

The meetings were held both before the public exhibition, where the Applicant and the development team presented the emerging vision and designs for the scheme, and in the lead up to submission, to discuss the scheme in greater detail and explain the design amendments made to the proposed scheme.

Most of the meetings in the log were attended by Len Lazari and Nicholas Lazari on behalf of the Applicant, as well as the leading architects from the Marks Barfield Architects project team. In most cases, they were also supported by members of the London Communications Agency team and the planning consultants, Gerald Eve.

The meetings were also preceded by correspondence with the three Regent's Park ward councillors, setting out the context of the proposals and offering a meeting with the Applicant and members of the consultant team. A copy of this letter is included in Appendix B.



Meetings and engagement log

Date	Meeting	Subject
6 October 2016	LBC	Initial pre-app meeting
2 November 2016	LBC	Pre-app meeting 2
9 November 2016	LBC	Informal site visit
25 November 2016	LBC	Pre-app meeting 3
6 December 2016	Initial contact with ward councillors	Introduction to the project team and overview of the scheme
11 January 2017	LBC	Initial design workshop - land use/amenity
25 January 2017	LBC	Design workshop 2
22 February 2017	LBC	Design workshop 3
24 February 2017	LBC	Pre-app meeting 4
15 March 2017	All key stakeholders	Letter sent to all stakeholders listed in Appendix A, including ward councillors, resident groups and local businesses, setting out context of proposal and offering a meeting
21 March 2017	LBC	Design workshop 4
24 March 2017	LBC	Day/sunlight workshop
4 April 2017	LBC	Pre-DRP Design meeting
10 April 2017	Third Age Project	Forum presentation
21 April 2017	LBC – Design Review Panel	Reviewing the Council's views on the scheme, design, proposed uses, form and massing as well as issues relating to public movement and traffic.
25 April 2017	Sax.Wind.Brass	Current tenant
2 May 2017	Regent's Place Management Team	Neighbouring developer and landowner – presentation of the scheme and discussions regarding construction plans and traffic management



4 – 6 May 2017	Public exhibition	Exhibiting plans for Stephenson Street and discussing with local groups and stakeholders. Also meeting with representatives from - Drummond Street TRA - West Euston Partnership
10 May 2017	LBC	Final pre-app meeting – project viability discussions
16 May	LBC	Design wrap up meeting
w/c 12 June	All key stakeholders	Letter sent to all key stakeholders and interested parties to inform them of the feedback received during the public consultation and explain the design amendments made to the scheme
15 June	West Euston Partnership	Presentation to board

As per the table above, following the exhibition, the applicant has continued to update stakeholders on progress with the proposed scheme and the planning application by:

- Direct mailing – A letter was sent to all key stakeholders and interested parties (including ward councillors, resident groups and local businesses, as well as people who signed up for updates online and at the public exhibition) to inform them of the feedback received during the public consultation and explain the design amendments made to the scheme.
- Meetings – A briefing meeting and presentation to the board of West Euston Partnership.



Stage 3 - Public Exhibition (4 – 6 May 2017)

Over the course of the pre-application consultation period the project team organised, publicised and staffed a two day public exhibition in the local area. This exhibition presented the proposals using large-scale (A1) exhibition boards and invited feedback, both verbal and written from attendees.

The location of the venue for the public exhibition, Maple House, Tottenham Court Road, was chosen both to show attendees to the events an example of local building owned and refurbished by the Applicant and due to its proximity to the site.

The exhibition was held on a weekday (including late opening) and a Saturday. This was undertaken in order to maximise attendance and ensure the public had a number of opportunities on different days and times to view the proposals.

A detailed schedule and summary of the exhibition is provided below:

- Thursday 4 May – 5pm to 8pm
- Saturday 6 May – 10am to 2pm

Part of the exhibition (the vision board, the model, feedback forms and take-away materials) was kept in the reception area of Maple House for the entire day on Friday to give a chance to people working in or visiting the building to view the plans and get in touch with the development team for further details. Several people viewed the plans and one submitted a comment card in the comments box provided.

a. Staffing the events

A staffing rota was devised to ensure that each exhibition was staffed by between four and six representatives of the project team at all times. The rota was made up of people from the following organisations:

- Lazari Properties 2 Limited (The Applicant)
- Marks Barfield Architects (Architects)
- Gerald Eve (Planning Consultants)
- London Communications Agency (Public Consultation and Communications)

Having a range of staff from multiple disciplines and a constant presence from the project team at each exhibition ensured that many specific issues about the proposals could be addressed directly at the events themselves. If an issue or question was raised that could not be answered at the time, contact details were noted and a response was issued via email, phone or post.

b. Promoting and publicising the public exhibition

A broad variety of channels were employed to promote the pre-application consultation and public exhibitions in order to maximise engagement with local communities.



- Direct letters and emails

An extensive database of key groups was created and used to inform and update different audiences about the consultation process via emails and letters.

On 28 April (one week ahead of the exhibition), 22 individual follow-up letters and emails¹ were sent to ward councillors, residents' associations, community groups, local businesses and education providers, advising them of the development and of the consultation.

A list of all those contacted is included at Appendix A and a copy of this follow-up letter/email to stakeholders informing them of the project and exhibition is included at Appendix D.

- Consultation flyer

To publicise the exhibition to local people, 3,331 flyers (Appendix E) were distributed to homes and businesses in the local area on 28 April. The flyer distribution area is included in Appendix F. The flyer introduced the consultation, full details of where the exhibition would be held and contact details for the consultation team including phone number, email address and website.

- Local groups advertising

In advance of the exhibition, the consultation team sent the flyer and additional briefing materials to Drummond Street TRA, Regent's Place Management Team, Third Age Project, Hopscotch Asian Women's Centre, Voluntary Action Camden and other local groups, to be distributed among their members.

The exhibition flyer and key deliverables proposed in the scheme, as well as details regarding the exhibition were also shared online by Regent's Place Management Team in the events section, encouraging local residents and interested parties to attend the public exhibition for Stephenson Street. A copy of the announcement placed on the Regent's Place website is included in Appendix K.

- Consultation website

A specially designed www.lazari-stephensonhouse.co.uk website was set up for the start of consultation. The website included information about when and where the exhibitions were taking place, as well as the function for people to register for further updates.

Once the public exhibition opened on 4 May 2017, the website was updated to contain all the exhibition materials plus contact details for getting in touch with the project team. This provided an opportunity for consultees who were unable to physically visit the exhibition to review information about the proposals in the same level of detail and be able to comment on the scheme. The website is presented at Appendix G.

¹ The initial mailout to all stakeholders occurred on 15 March 2017, as per the previous section



c. Exhibition materials

The exhibition content was designed to be informative, engaging and clearly explain the context for the proposals and the indicative plans for the Stephenson House scheme proposed by the project team. A suite of tailored exhibition materials was produced for the public exhibitions. This comprised:

- Exhibition displays

The ten large display boards were professionally designed, written in clear and concise English and made good use of photography, maps and diagrams and computer generated illustrations to explain the proposals. Once the exhibitions had started, the full displays were placed on the consultation website – www.lazari-stephensonhouse.co.uk. A copy of the exhibition panels is included at Appendix H.

The exhibition boards covered the following topics:

Panel 1: Welcome and meet the team

- An introduction to the exhibition and the team, including pictures of recent similar schemes delivered by the Applicant and designed by architects Marks Barfield Architects;
- Details of the consultation website.

Panel 2: Site and context

- Description and images of the existing building and neighbouring streets;
- Details about local context, Central Activity Zone and conservation considerations;

Panel 3: Our proposals - Vision

- Overview of the proposals, land use and amenity;
- Images and CGIs of the proposed building, façades and elevations;
- A list of benefits the proposed development would provide for the local area and community;

Panel 4: Office space

- Brief presentation of the approach to the office space provision and the internationally recognised standards for optimal office space which the development abides;
- A CGI of the proposed office space and atrium area;

Panel 5: New homes and community space

- Overview of the vision for housing and retail space provision on the proposed development;
- Images illustrating the relationship between the commercial and residential elements, detail of typical residential balconies and a drawing showing the main entrance to the offices and the proposed ground floor café;

Panel 6: Massing and height

- Comparison between existing and proposed height and massing in the local context;
- Diagram of the massing strategy also adding elements of biodiversity and habitat;

Panel 7: Materials and greening

- Details of different proposed materials and of the greening strategy and an overview of how plans fit in with the local context;
- View of the proposed development.



Panel 8: Servicing and transport

- Details regarding the anticipated servicing arrangements, as well as traffic and transport improvement and impact;
- Overview of proposed improvements to the public realm
- Diagrams illustrating servicing strategy and local transport links.

Panel 9: Sustainability

- Information on environmental and sustainability performance for the development and technology used on the site, including BRE Environmental Assessment Method (BREEAM);
- Diagram of sustainability and low energy strategy, including a wide range of carbon saving elements proposed in the development
- Images of the proposed linking pocket gardens, offices and terraces, as per the sustainability and environmental approach for the proposed development;

Panel 10: Feedback and next steps

- An infographic of the main benefits to local communities;
- The anticipated project timeline;
- The available methods of feeding back to the project team and contact details.

- Model

The exhibition featured a scale model of the proposed development and the immediate surrounding areas, so as to better visualise the changes proposed for the area and the way the project would blend with the neighbouring buildings. Pictures of the model are included at Appendix H, together with photos from the public exhibition events at Appendix I.

- Comments card

To enable as many people as possible to comment on the proposals different feedback mechanisms were introduced. These comprised a comments card (which could be returned at the exhibition), online feedback (website and/or email) and a dedicated phone line. Moreover, respondents could choose to be updated with news on Stephenson House by ticking a box on the comments card. A copy of the comments card is included at Appendix J.



SECTION 4: GATHERING FEEDBACK

During the consultation, people were asked for their views on the proposals for the redevelopment of Stephenson House and any other general comments about the site or the project they wished to make. Interested parties could provide their feedback via:

- The public exhibition by completing the comments card and posting it into the comments box provided.
- By emailing the Stephenson House team at stephensonhouse@londoncommunications.co.uk.
- By contacting the dedicated phoneline: 0207 291 1501.

In addition, feedback has been recorded from the meetings that the Applicant has organised with various stakeholders during the consultation process – see *Section 3* for an overview of these meetings. The comments and issues raised during these meetings have been addressed within this document in *Section 6: Responding to Key Issues Raised During Consultation*.

Finally, the Applicant has also sought to record verbal feedback received over the course of the consultation particularly from conversations with the 50 people who visited the public exhibitions. This type of feedback has been recorded anecdotally and on a note-taking basis and has been reflected in *Section 5* below on responses received.



SECTION 5: CONSULTATION RESPONSES

In total, 14 people responded formally to the consultation. Of these:

- 11 people submitted feedback through the comments card provided at the exhibition.
- 1 person called the consultation phoneline to ask for further information and for the plans to be sent through the post/email.
- Two people sent emails directly to the consultation team.

Moreover, many more visited the consultation website, where the proposals and exhibition boards are available to download or view online: 42 site visits by 30 unique visitors between April and June.

The feedback was broadly positive, with the majority of respondents welcoming the proposals, as per the sample comments below. The majority of respondents also felt that the development would bring a substantial improvement to the area.

- *"This looks like an exciting redevelopment which will help regenerate the area."* - (Drummond Street resident).
- *"Sounds interesting."* - (West Euston Partnership).
- *"Well thought through design. Visually attractive. Good use of contrasting façades. Green space welcome."* – (UCLH Estates resident).
- *"Interesting to see a different use of space and good to see residential being added and maybe more retail which may add to the character of the area. Important the exterior is not too dark."* – (NW1 resident).
- *"Great design. It will improve the area as well as introducing great green spaces."* – (W1 resident).
- *"From what I have seen submitted in the context this can only improve the area, should create more jobs and help local shops. Always good to see new buildings in the skyline. Impressive outlook."* – (Maple House tenant).

In addition to positive feedback, a number of issues or questions were raised through the consultation, as follows.

- **Construction traffic and management** – There were concerns expressed by residents and representatives of organisations based close to the site regarding the impact of construction work on neighbouring properties and streets in terms of traffic, noise and pollution.
- **Job and training opportunities for local people** – West Euston Partnership (WEP) has expressed an interest in the project with regards to the creation of local jobs both during the construction stage of the project and the throughout the lifetime of the project (operational jobs). The Applicant and the development team have agreed to carry out a presentation to the WEP board ahead of submission to discuss these opportunities in greater detail.
- **CIL/S106 contributions** – Local groups and stakeholders have asked questions about the viability and value of the entire scheme in order to estimate the amount of CIL/S106 contributions the community would benefit from should the application get planning permission.
- **Access to green space** – While the provision of green space (both as a visual amenity and as enrichment of habitat in the area) was very well received by attendees at the exhibition and by



all the stakeholders the Applicant met ahead of submission, there were a couple of questions regarding public access to the provided greenery.

- **Community engagement** – The exhibition and series of meetings organised by the Applicant and the development team were very appreciated by local residents and community groups. Some felt that additional community engagement and reaching out would be necessary.
- **Other developments** – There were several questions both during the exhibition and stakeholder meetings regarding the impact of the scheme on neighbouring developments, such as Regent's Place new project in Triton Square or the HS2 corridor in Euston.
- **Housing** – The provision of homes in the plans was welcome by both residents and visitors to the area. The team has received enquiries regarding the availability of new homes and one resident suggested that the scheme could be extended to include even more residential units.
- **Office supply and tenants** – The Applicant and the development team have met with several current and prospective tenants for the commercial space offered in the proposed development and also received several questions during the exhibition on this topic.



SECTION 6: RESPONDING TO KEY ISSUES RAISED THROUGH CONSULTATION

6.1. Response to written feedback

The project team responded directly, where possible, to all of the individuals who had specific questions in their comments or raised detailed issues. The table below sets out the project team's response to the issues and concerns set out in *Section 5* above and it reflects the further consultation that took place after the exhibition.

The Applicant's response reflects the issues raised in the previous section (Section 5), although comments concerning similar themes have been grouped together to avoid repetition. Furthermore, we have only included the questions/concerns in this section and not the positive comments outlined in the previous section.

The section also includes responses to verbal comments or questions registered by the Applicant and the consultation team during stakeholder meetings, briefings and the public exhibition event.

- **Construction traffic and management**

Comment summary	The Applicant's response
Concerns regarding the impact of construction work and traffic on existing traffic conditions	<p>The approach to construction on site is to be discussed with the Council in due course, however, we will be providing a framework Construction Management Plan as part of the planning application which, once in place, will minimise the impact on local residents, visitors and those travelling through the area.</p> <p>The planning application will also be supported by a Transport Assessment which will assess the impact of the proposed development on the surrounding transport network.</p> <p>Furthermore, it should be noted that the site has a PTAL rating of 6b which means it has excellent public transport and accessibility. In fact, this is the best PTAL rating available for London. Therefore, we are confident that impact of construction work on traffic and transport would be minimal.</p>
Questions regarding construction management practices and dealing with issues such as noise and pollution	<p>The approach to construction on site is to be discussed with the Council in due course, however, we will be providing a framework Construction Management Plan as part of the planning application which, once in place, will minimise the impact on local residents, visitors and those travelling through the area.</p> <p>We will be applying best practice construction site management procedures and are targeting exemplary performance under the Considerate Constructors Scheme.</p> <p>We are also proposing an on-site management team and in addition, would put a management plan in place to ensure the safety of those using the building. The details of this will come forward as the project progresses.</p>

- **Job and training opportunities for local people**

Comment summary	The Applicant's response
Questions regarding local job creation and training (apprenticeships)	<p>A significant number of new jobs will be created through this regeneration project and we are committed to ensuring local people benefit.</p> <p>The development itself has the potential to support around 1,700 jobs. We anticipate the following employment generation:</p> <ul style="list-style-type: none"> • In terms of the construction phase these proposals will create approximately 150-200 jobs • In terms of the operational jobs in the final scheme there will be circa 1,700 jobs created in the commercial uses, including the café and community uses. <p>The Applicant and the development team have already agreed to carry out a presentation to the West Euston Partnership board ahead of submission to discuss these opportunities in greater detail.</p>

- **CIL/S106 contributions**

Comment summary	The Applicant's response
Questions regarding the amount of CIL/S106 contributions available to the community should the application get planning permission	<p>S106 payments will be discussed with the Council following the submission of the application and will be related to site specific measures to offset any impact of the development.</p> <p>Whilst the Applicant would like to see a large proportion of the funds available to the local community to support the economic and social regeneration of the area, it is not possible for the Applicant to direct any of the CIL funds paid to Camden Council to specific locations or projects. Camden Council will look to direct the CIL monies received towards infrastructure on their 123 List.</p> <p>The figures will, however, be determined based on discussions and agreements with Camden Council and are not yet available to the public. These obligations will be paid to Camden Council on the commencement of the project.</p>

- **Green space**

Comment summary	The Applicant's response
Questions regarding public access to the greenery provided in the proposed scheme	<p>At the heart of the proposed plans is the provision of additional green space, through pocket gardens and terraces meant to both increase biodiversity and provide a visual amenity in an otherwise dense urban environment.</p>



	<p>The proposals include different planting styles to characterise the different levels of the building: the character of planting progresses from a cultivated garden style at ground floor level to a more natural, organic style at the top. This is meant to represent a range of different landscape character across the UK, from cottage gardens to the highlands.</p> <p>The additional greenery includes elements which will be available to the public:</p> <ul style="list-style-type: none">• As part of the landscape and public realm improvement proposals, the plans include additional tree planting at street level, which will be available for all;• The roof terraces and planting will be seen from various viewpoints in the area;• Neighbouring residents and businesses will also be able to enjoy views over the pocket gardens and terraces at the back of the building.
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- **Community engagement**

Comment summary	The Applicant's response
Suggestions for further engagement with local groups and residents	<p>As per this document, the Applicant has undertaken a thorough consultation strategy with residents, businesses and local groups in the area, as well as with politicians and Council officers in the pre-application period.</p> <p>The consultation team has employed a broad variety of channels to maximise engagement with and seek feedback from local communities. These included:</p> <ul style="list-style-type: none">• Direct letters and emails;• Briefing meetings and presentations;• Informative flyers distributed to over 3,000 addresses (both business and residential) in the local area;• Two-day public consultation with out-of-hours openings;• Local group advertising;• Consultation website;• Regular email updates. <p>After the public exhibition, consultation activity focused on following up with those residents and other local stakeholders with a special interest in the proposals, in order to help refine the final designs before they were submitted as part of the planning application.</p> <p>The Applicant arranged a number of meetings with interested parties (both before and after the public exhibition), which are listed in the meetings log section of this document. Consultation materials were also sent to individuals and groups as requested and an update sent to those who had asked to be kept informed upon submission of the planning application.</p> <p>Further requests from individual residents and local groups for meetings and updates will also be considered.</p>



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- **Other developments**

Comment summary	The Applicant's response
Questions regarding the impact of the scheme on neighbouring developments	<p>The Applicant has already met with local landowners and developers to discuss development plans and construction programmes, so as to mitigate for the potential impact, should the enclosed planning application be successful.</p> <p>Further requests from individual residents and local groups for meetings and updates will continue to be considered even after the planning application has been submitted.</p>

- **Housing**

Comment summary	The Applicant's response
Enquiries regarding the availability of new homes	<p>The Applicant has already registered interest from Londoners and local residents in purchasing one of the proposed residential units. These enquiries have been passed on to the Applicant's marketing team and the people will be notified of any progress or updates regarding the application in due course.</p> <p>The proposed development includes 17 high quality new homes, including on-site affordable subject to viability.</p> <p>Unlike other developments which seek to maximise the number of units and will therefore prioritise 1 bed flats, we want to create a high quality place where people and families across the Borough and across London would choose to live. Therefore, almost all of our flats have 2 bedrooms or more.</p> <p>Furthermore, more than 80% of our proposed homes will be duplexes and/or dual aspect units.</p>

- **Office supply and tenants**

Comment summary	The Applicant's response
Questions regarding the availability and supply of office space	<p>The Applicant and the development team have already had meetings with some of the existing tenants, who are currently sub-letting the space and are exploring their appetite for returning to the building once it is refurbished.</p> <p>Furthermore, given that the site lies on the edge of London's Central Activity Zone and Euston Growth Area, which have an established office market, the Applicant is confident in the proposed development's chances of attracting a great mix of firms and employers on site.</p> <p>However, it is too soon to say anything for certain at this point.</p>



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6.2. Design changes

In response to the consultation and engagement with LBC officers, the Applicant made changes to the plans originally displayed at the public exhibition. These amendments were also later refined through a series of further conversations with officers and other interested parties.

The main changes to the scheme as a result of consultation have been:

- **Drummond Street** – The Applicant has amended the initial proposals to improve the activation strategy along Drummond Street. While the area immediately surrounding the site features a mix of uses, including primary (office space, social housing etc.) and community uses (several shops, restaurants and local businesses), there are also vacant spaces and dead frontages along some of the neighbouring streets, which the updated proposals are looking to activate, bringing the space back to life.
- **Commercial/retail space** – In keeping with the improved activation strategy, the Applicant will seek to include additional commercial/retail space at ground floor level. This will improve both the local offer, currently underproviding this type of space, and also generate more activity and movement on and around Drummond Street.
- **SME space** – Following conversations with LBC officers, the Applicant has amended the initial proposals to improve the offer for SME space within the office element of the development.
- **Residential units** – In order to accommodate the above-mentioned changes, the Applicant has had to decrease the number of residential units from 22 initially proposed to 17. Nevertheless, this is still compliant with LBC's adopted and emerging planning policy and is in keeping with the Applicant's commitment to deliver homes for a genuinely mixed and balanced community. The residential mix will therefore continue to favour family units, as well as duplexes and/or dual aspect flats.

These design amendments have been reflected in the Design and Access Statement and other documents included in the enclosed planning application.

A summary of the consultation feedback and resulting amendments has also been made available to interested stakeholders and the general public both through updates on the consultation website and emails to people who had previously signed up to receive updates.



SECTION 7: NEXT STEPS

The Applicant will continue to keep stakeholders and the local communities informed post application submission, with updates to the website and direct to those who signed up to review updates from the consultation team.

Requests from local civic groups and residents organisations to attend meetings and provide verbal updates and presentation will also be considered.



SECTION 8: APPENDICES

- A. Stakeholder list
- B. VIP stakeholder consultation invites
- C. Other key stakeholder letters and emails
- D. A5 consultation flyer
- E. Flyer distribution area map
- F. Consultation website
- G. Public exhibition displays, as shown on the consultation website
- H. Photos of the model, as shown at the public exhibition
- I. Exhibition photos
- J. Comments card
- K. Regent's Place announcement

END



APPENDIX A – LIST OF STAKEHOLDERS

The following people, groups and organisations have been engaged with as part of the pre-application consultation for the Application Site.

i. Political Stakeholders

1. Camden Councillors for Regent's Park ward

ii. Community Stakeholders

2. Local Community Groups

- Drummond Street Tenants and Residents Association
- Somers Town Community Association
- Regents Park Tenants Association
- Camden Civic Society
- Netley Primary School
- Westminster Kingsway College
- Samuel Lithgow Youth Centre
- Hopscotch Asian Women's Centre
- St Mary Magdalene Church
- Holy Trinity Ethiopian Tawahedo Church
- West Euston Partnership
- Bloomsbury Conservation Area Advisory Committee

3. The Business Community

Local landowners and businesses, including:

- South Camden Health Centre
- SaxWindBrass
- Regent's Place Management Team
- Diorama Arts Centre
- HW Fisher & Company

4. Local media

- Camden New Journal
- Ham & High



APPENDIX B1 – WARD COUNCILLOR INTRODUCTION LETTER

XXXX
XXX
XXX
XXX

6 December 2016

Dear Cllr XXXX,

Lazari's proposals for Stephenson House, Hampstead Road

I am writing on behalf of Lazari Investments Ltd, a family owned and run property investment company based at Greater London House on Hampstead Road.

In July of this year, we were in contact to provide you with an opportunity to discuss our plans for Greater London House and wanted to extend the same courtesy for our new proposals at Stephenson House.

Our business model continues to focus on investing in and managing commercial property. We strive to create and maintain appealing workplaces and frequently upgrade our buildings to meet the requirements of our tenants and the ever changing business world in which they operate.

The proposals are still at an early stage but the current vision is for the refurbishment and remodelling of the building to deliver a mixed-use development of office, residential and a small amount of retail at ground floor. Current plans are looking to include creating an active ground floor and a new communal hub and café.

At this stage in the consultation programme, we have already held two pre-application meetings with the council's planning officers, the most recent of which took place 30th November, and have plans to host a public exhibition for the wider community in early 2017.

As local ward councillor, our development team would be pleased to meet you in the next couple of weeks and tell you more about our vision for Stephenson House.

We have extended a similar invitation to your fellow ward members and we would be glad to either coordinate diaries and arrange a group meeting, or to organise individual meetings depending on availability.

Yours sincerely,

Nicholas Lazari
Director



APPENDIX B2 – COMMUNITY GROUPS INTRODUCTION LETTER

XXXX
XXX
XXX
XXX

15 March 2017

Dear XXXX,

Lazari's proposals for Stephenson House, Hampstead Road

We are writing on behalf of Lazari Investments Ltd, a family owned and run property investment company based at Greater London House on Hampstead Road.

Lazari was set up by our late father in 1976. Our portfolio now encompasses nearly 3 million sq. ft. of predominantly commercial and retail space across the capital. The heart of the business continues to be in and around Camden including Stephenson House on Hampstead Road, 250 Euston Road and the Brunswick Centre which was purchased in 2014. Together our Camden portfolio totals over 1,259,000 sq. ft. of floor area accommodating around 12,000 jobs across a wide range of businesses, many of which were set up and have grown in the borough.

Our business model continues to focus on investing in and managing commercial property. We strive to create and maintain appealing workplaces and frequently upgrade our buildings to meet the requirements of our tenants and the ever changing business world in which they operate.


We have acquired an interest in the Stephenson House building on Hampstead Road and we are proposing to undertake improvements to it. The vision is for a high-quality refurbishment and remodelling of the building to deliver a mixed-use development of offices, residential and retail at ground floor. Current plans are looking to include creating an active ground floor, and a new communal hub and café, which will be open to the public.

We are still in very early stages in the consultation programme, where no planning application has been submitted and in the coming months, we have plans to host a public exhibition for the wider community.

However, given your role in the community, our development team would be pleased to meet you in the next couple of weeks and tell you more about our vision for Stephenson House. If this is something that would be of interest to you, then please contact Andrew Ovenden, at London Communications Agency, who would be happy to set-up a meeting. You can email him on ao@londoncommunications.co.uk or call him on 020 7612 8471.

For your information, we have extended a similar invitation to other important stakeholders and interest groups within the area.

Yours sincerely,


Nicholas Lazari
Director



APPENDIX C – STAKEHOLDER EXHIBITION INVITE

XXXX
XXX
XXX
XXX

28 APRIL 2017

Dear XXXXXXX,

Lazari's proposals for Stephenson House, Hampstead Road

I am writing on behalf of Lazari Investments Ltd, a family owned and run property investment company based at Greater London House on Hampstead Road.

As per our previous letter earlier this spring, Lazari have acquired an interest in the Stephenson House building on Drummond Street/Hampstead Road and are looking to redevelop it into a high quality, mixed-use scheme providing flexible and modern office space, 22 new homes and a ground floor café as well as public space and streetscape improvements.

Since we have first written to you, we have made good progress on the scheme and met with several officers at Camden Council as well as with some of our neighbours and current tenants and the feedback has been quite positive.

In the meantime, we have also scheduled our public exhibition next week, if you or any other members of your team would be interested in attending and having a chat with the development team while also having a look at our proposed plans for the redevelopment of Stephenson House.


The exhibition will be held at **Maple House, 149 Tottenham Court Road, W1T 7NF** on:
Thursday 4 May, 5pm-8pm
Saturday 6 May, 10am-2pm

We would be delighted to welcome you at the exhibition, get your feedback and discuss our plans further, given your role in the community.

Should you not be able to attend, but would still want to meet with the development team, please contact Andrew Ovenden, at London Communications Agency, who would be happy to set up a separate meeting sometime in the next couple of weeks. You can email him on ao@londoncommunications.co.uk or call him on 020 7612 8471.

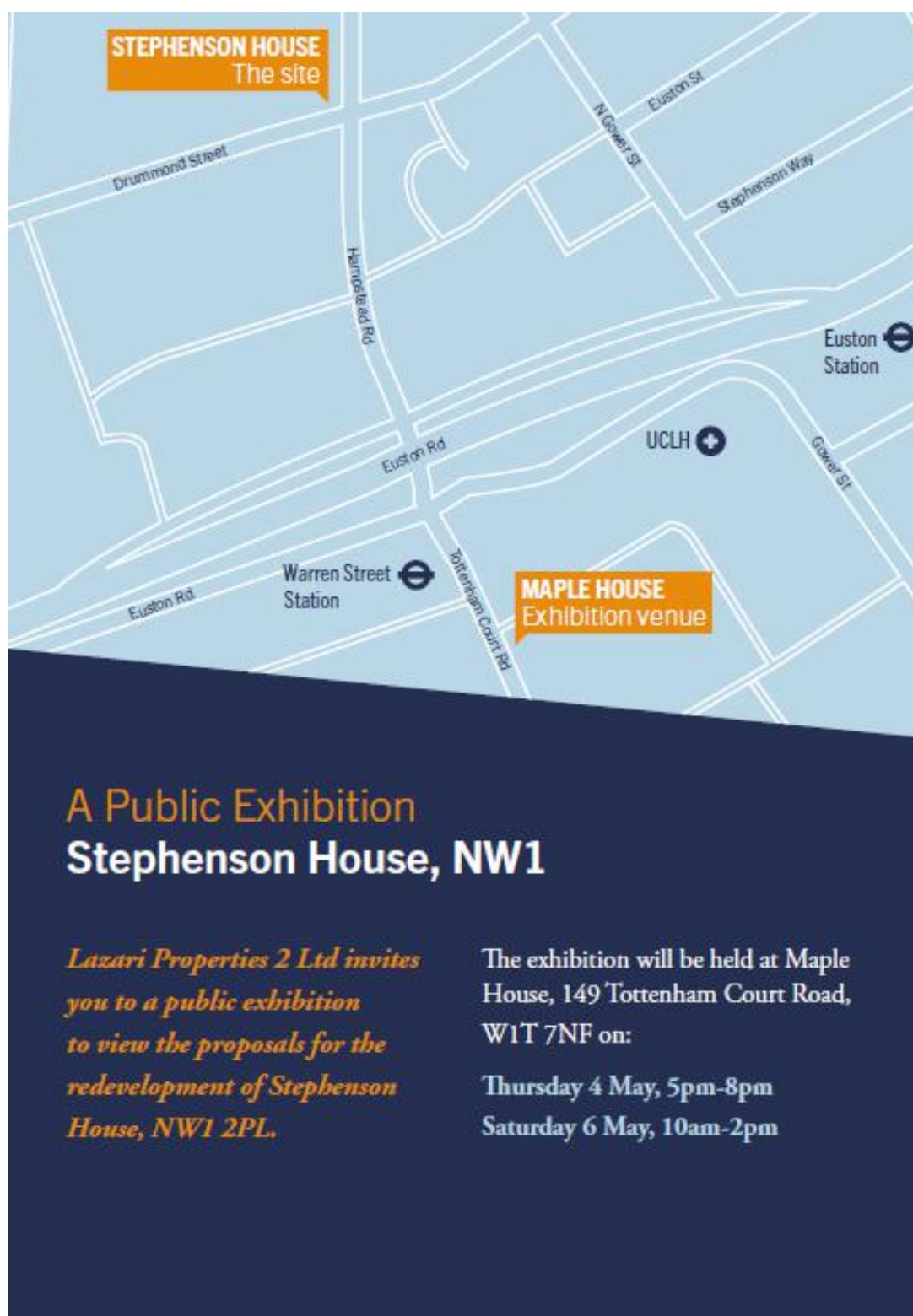
For your information, we have extended a similar invitation to other important stakeholders and interest groups within the area.

Yours sincerely,


Nicholas Lazari
Director



APPENDIX D – PUBLIC EXHIBITION FLYER





A Public Exhibition Stephenson House, NW1

Designed by award winning architects Marks Barfield Architects, the plans will create a mixed-use scheme, delivering both high-quality new homes and flexible and modern employment space, together with improvements to existing landscape and public space.

The development could provide the following benefits:

- 22 new homes.
- Employment space such as co-working facilities for SMEs and start-ups.
- The potential to support around 1,700 jobs.
- Public realm and streetscape improvements.
- A car free development with on-site cycle parking.
- High quality, sustainable design.

The development team will be on hand at the exhibition to answer questions, talk through the designs and listen to your feedback. If you cannot make the exhibition but would like more information, please contact us using one of the methods listed below.

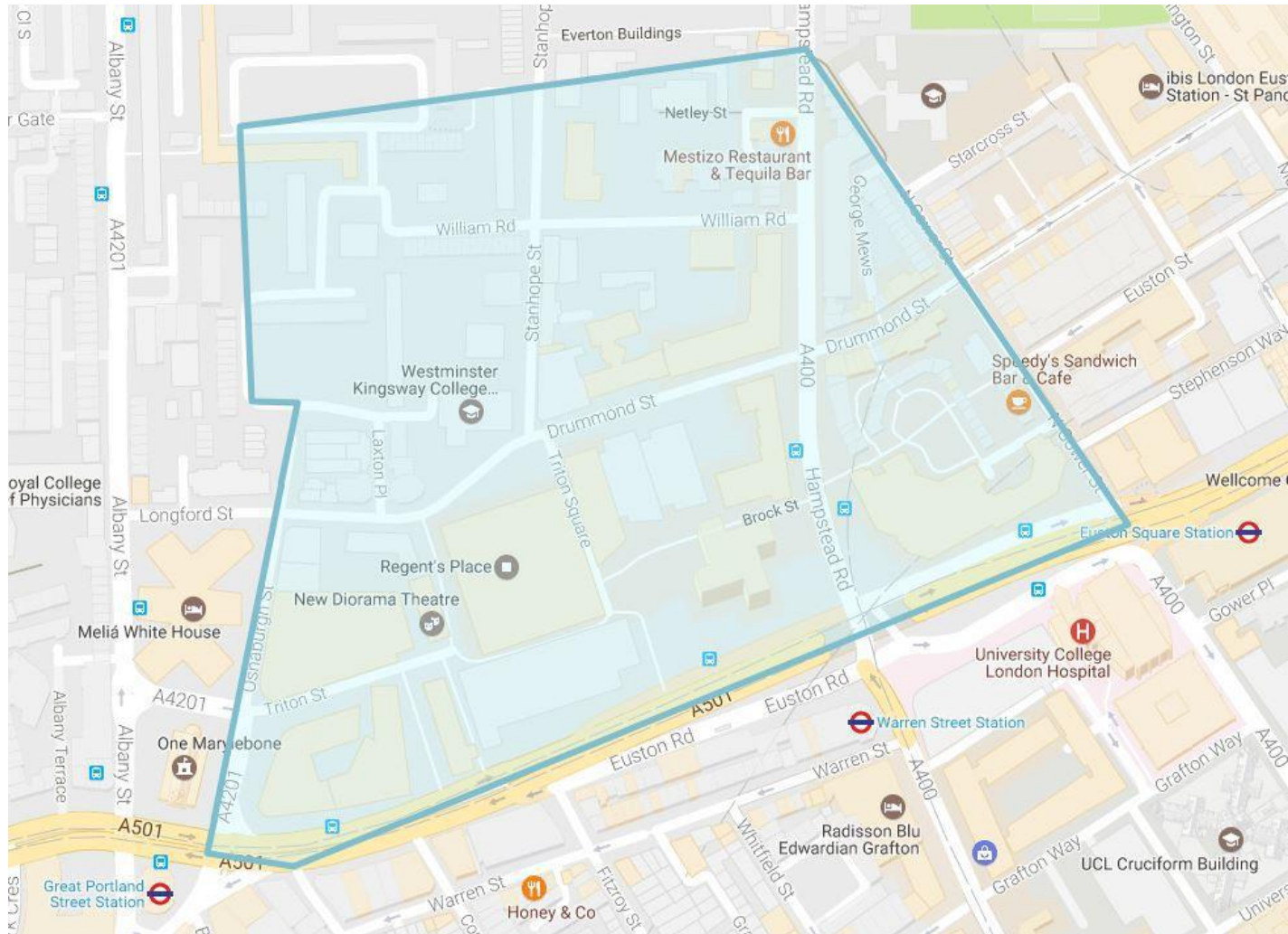
T: 020 7291 1501

E: stephensonhouse@londoncommunications.co.uk

W: lazari-stephensonhouse.co.uk




APPENDIX E – PUBLIC EXHIBITION DISTRIBUTION AREA





APPENDIX F1 – PUBLIC EXHIBITION ADVERT



A Public Exhibition
Stephenson House, NW1

Lazari Properties 2 Ltd invites you to a public exhibition to view the proposals for the redevelopment of Stephenson House, NW1 2PL

The plans will create a mixed-use scheme, delivering both high-quality new homes and flexible and modern employment space, together with improvements to existing landscape and public space.

The exhibition will be held at Maple House, 149 Tottenham Court Road, W1T 7NF on:
Thursday 4 May, 5pm-8pm
Saturday 6 May, 10am-2pm

If you cannot make the exhibition but would like more information, please contact us using one of the methods listed below.

T: 020 7291 1501
E: stephensonhouse@londoncommunications.co.uk
W: lazari-stephensonhouse.co.uk

APPENDIX F2 – PUBLIC NOTICE ON REGENT'S PLACE WEBSITE

Tuesday 02nd May 2017 FROM 19:30

A Public Exhibition - Stephenson House, NW1

Join Lazari Properties 2 Ltd to view proposals for the redevelopment of Stephenson House, NW1 2PL.

Designed by award winning architects Marks Barfield Architects, the plans will create a mixed-use scheme, delivering both high-quality new homes and flexible and modern employment space, together with improvements to existing landscape and public space.

The development is set to consist of 22 new homes and provide around 1,700 jobs.

The development team will be on hand at the exhibition to answer any questions, talk through designs and listen to feedback.


There is a further exhibition on [6 May 2017](#), 10:00 - 14:00.

If you are unable to attend the exhibition, you can gain more information by emailing stephensonhouse@londoncommunications.co.uk or by calling 020 7291 1501.

Location: Maple House, 149 Tottenham Court Road, W1T 7NF

Date: 04th May

Time: 17:00 - 20:00



Outlook Download

Regent's Place | Dance | Activity | Other | Music

Tuesday 02nd May 2017 FROM 19:30

A Public Exhibition - Stephenson House, NW1

Join Lazari Properties 2 Ltd to view proposals for the redevelopment of Stephenson House, NW1 2PL.

Designed by award winning architects Marks Barfield Architects, the plans will create a mixed-use scheme, delivering both high-quality new homes and flexible and modern employment space, together with improvements to existing landscape and public space.

The development is set to consist of 22 new homes and provide around 1,700 jobs.


The development team will be on hand at the exhibition to answer any questions, talk through designs and listen to feedback.

If you are unable to attend the exhibition, you can gain more information by emailing stephensonhouse@londoncommunications.co.uk or by calling 020 7291 1501.

Location: Maple House, 149 Tottenham Court Road, W1T 7NF

Date: 06th May

Time: 10:00 - 14:00



Outlook Download

Regent's Place | Dance | Activity | Other | Music

APPENDIX G – CONSULTATION WEBSITE





APPENDIX H – PUBLIC EXHIBITION BOARDS

Welcome and meet the team

Welcome to this public exhibition about the proposals for the redevelopment of Stephenson House, NW1.

This exhibition provides you with the opportunity to comment on the plans before they are submitted as a planning application to Camden Council in the summer.

We have had some positive early conversations with planning officers at the London Borough of Camden, as well as neighbouring community groups, on the proposals.

Members of the project team are on hand should you have any questions and you can also view these materials on our website lazari-stephensonhouse.co.uk.

Lazari Investments Ltd

Lazari Investments Ltd is looking to develop the Stephenson House site. Lazari strives to create and maintain appealing workplaces and frequently upgrades buildings to meet tenant requirements and new standards and guidelines. Their portfolio encompasses nearly 3 million sq. ft. of predominantly commercial and retail space across the capital, with 1,259,000 sq. ft. based in Camden in and around their headquarters at Greater London House, such as Stephenson House, Maple House and the Brunswick Centre, purchased in 2014.

Marks Barfield Architects

Marks Barfield Architects is the architectural firm behind the plans for the redevelopment of Stephenson House. The award winning practice covering regeneration, workplace, community and heritage projects was founded by husband and wife David Marks and Julia Barfield. They are also the creators of the London Eye, the Treetop Walkway in Kew Gardens and the British Airways i360 observation tower in Brighton. Marks Barfield Architects were also the architects for Lazari Investments Ltd on the 82 Baker Street development and recently completed projects also include the University of Cambridge Primary School.



33 Wigmore Street



Greater London House



London Eye



Kew Treetop Walkway



Maple House



114-90 Oxford Street



Cambridge Primary School



82 Baker Street

The site and context

The site

The site is located at Stephenson House, NW1 2PL, at the corner of Hampstead Road and Drummond Street.

Stephenson House is an office building that was built in the late 1950s and overclad in the 1980s. The site is currently multi-tenanted.

The site is situated in a busy and well-connected area, close to London Euston station to the east, Regent's Park to the west and Warren Street to the south. It is also within walking distance from Euston Square and Great Portland Street stations.



Existing building.



View south along Hampstead Road



View east along Drummond Street

Local context

The site is not located within either Regent's Park or Bloomsbury Conservation Areas as per the map on this board. Neither the existing building nor any neighbouring ones are listed properties.

Stephenson House lies on the edge of London's Central Activity Zone and Euston Growth Area, which is why proposals for the redevelopment of the building include both commercial and residential elements.

The site lies at the boundary of six character areas as identified within the Euston Area Plan: Historic Area Assessment. Therefore the immediate surroundings feature a mix of primary uses, including office space, social housing developments, as well as community uses and several shops, restaurants and businesses. Also, there are vacant spaces and dead frontages along some of the neighbouring streets, which our proposals are looking to activate, bringing the space back to life.

The team has identified a series of positive attributes as well as opportunities for the redevelopment of Stephenson House, which are laid out in the following boards.



Central Activity Zone



Conservation Area and Listed Buildings



Our proposals — Vision

Our proposals seek to refurbish and remodel Stephenson House to deliver a mixed-use development including office space, new quality homes and retail space at ground floor accessible to all. We are also looking to add biodiversity and green space into a currently hard and hostile urban area.

Our vision is to create an attractive, sustainable building to replace the current dull, grey and tired Stephenson House while activating frontages along Hampstead Road and Drummond Street and improving the public realm as part of an integrated, holistic street scene.

The proposed development would provide the following benefits:

- 22 new homes, including affordable.
- Employment space such as co-working facilities for SMEs and start-ups.
- The potential to support around 1,700 jobs.
- A ground floor café accessible to the public.
- Public realm and streetscape improvements.
- A car free development with on-site cycle parking.
- High quality, sustainable design.



Drummond Street elevation



Hampstead Road elevation

Office space

Our proposals will provide high quality office space with a potential to support 1,700 jobs. We were guided in our approach by the International Well Building Institute's standards, which state that the optimal office space should provide the following seven characteristics:



Mind

*Connection to nature
& adaptable space*

—
Biophilic environment,
encouraging social interaction



Comfort

*Productive & comfortable
indoor environment*

—
Thermal, acoustic,
ergonomic comfort



Fitness

Active lifestyle

—
Active transportation
support, stair accessibility



Light

Circadian design

—
Natural daylighting,
glare control, colour
quality, views out



Nourishment

Healthy options

—
Spaces for planting, eating,
social break-out areas



Water

Optimal quality of water

—
Filtration and
treatment



Air

Optimal indoor air quality

—
Filtration, ventilation,
material selection





New homes and community space

We want to create a high quality place where people and families across the Borough and across London would choose to live.

This can only be done through the provision of a range of different homes for sale and rent in order to promote a balanced, socially mixed community for all.

A mix of home types and tenancy lengths would provide flexibility for families, sharers, couples and individuals, responding to the Borough's diverse community. We are proposing 22 high quality new homes, including affordable. Within the design, balconies, dual aspect and duplex apartment arrangements are being offered.

The relationship between the residential and the commercial elements of the development is mediated through the use of green space and different building materials.

Our plans also include a ground floor café accessible to all, which will significantly improve the current streetscape.



Typical residential balconies



Main entrance to offices on Hampstead Road

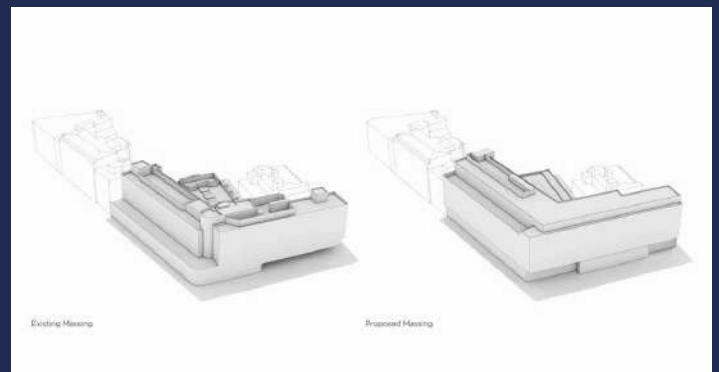
Massing and height

Our proposals are for a building of appropriate height and density which fits the surrounding context and creates a sense of continuity at street level, as per the diagrams on this board.

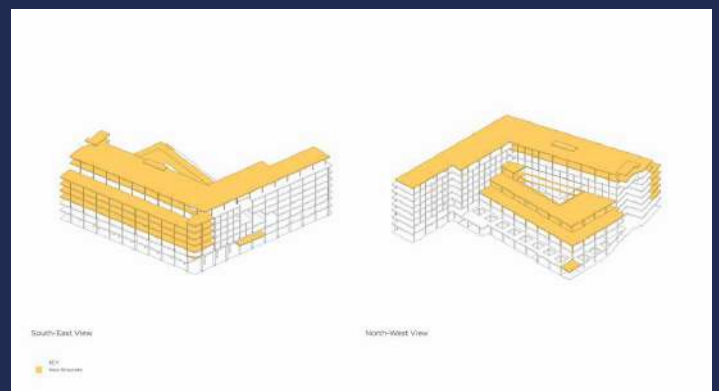
The additional height is in keeping with buildings of the surrounding area, as it can be seen from our model. This places the proposed development in the local context, to illustrate the relationship with neighbouring buildings and streets.

Our team has conducted evaluations of daylight/sunlight impact as well as a set of views of the proposed building from the surrounding streets and has concluded that the impact of the proposed scheme would be minimal.

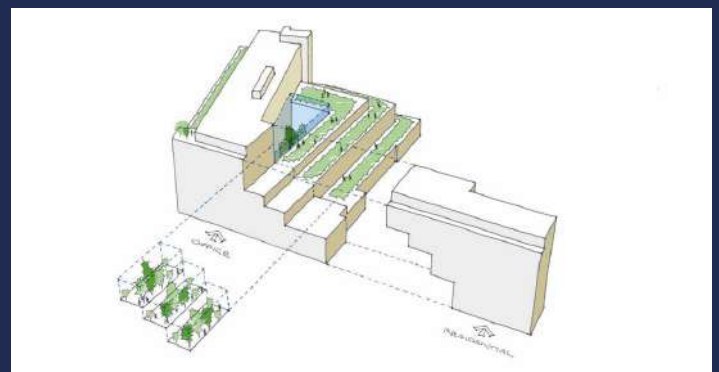
Additional information on this is available upon request and will be submitted as part of the planning application.



Existing and proposed massing.



Structural extension of existing building



Massing – adding biodiversity and habitat



Materials and greening

We are proposing high quality, timeless materials, sympathetic to the surrounding environment and designed to respond to both the historical and emerging architecture of the local area.

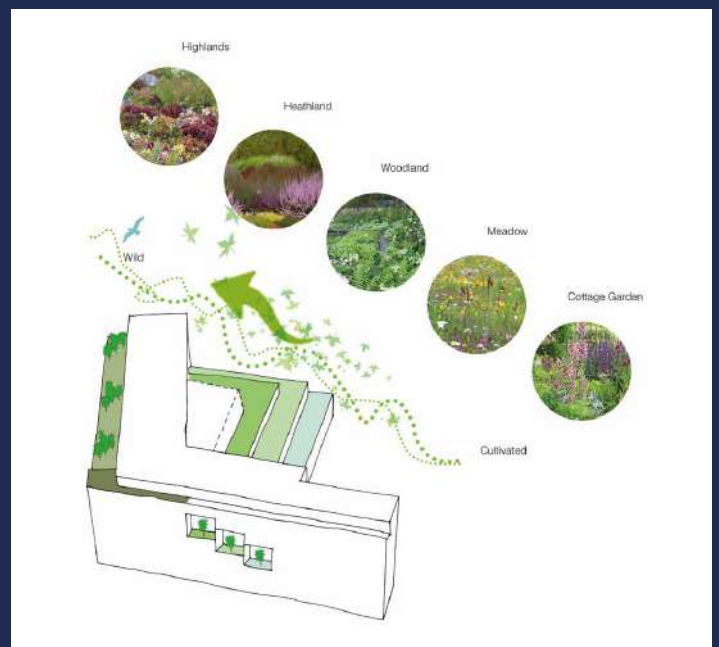
Greening strategy

Our plans include pocket gardens and terraces meant to both increase biodiversity and provide a visual amenity in an otherwise dense urban environment.

We are proposing to include different planting styles to characterise the different levels of the building: the character of planting progresses from a cultivated gardenesque style at ground floor level to a more natural, organic style at the top. This is meant to represent a range of different landscape characters across the UK, from cottage gardens to the highlands.



Palette of materials



Pocket Gardens and roof terraces

Servicing and transport

We are proposing a well-serviced car free development of high quality design.

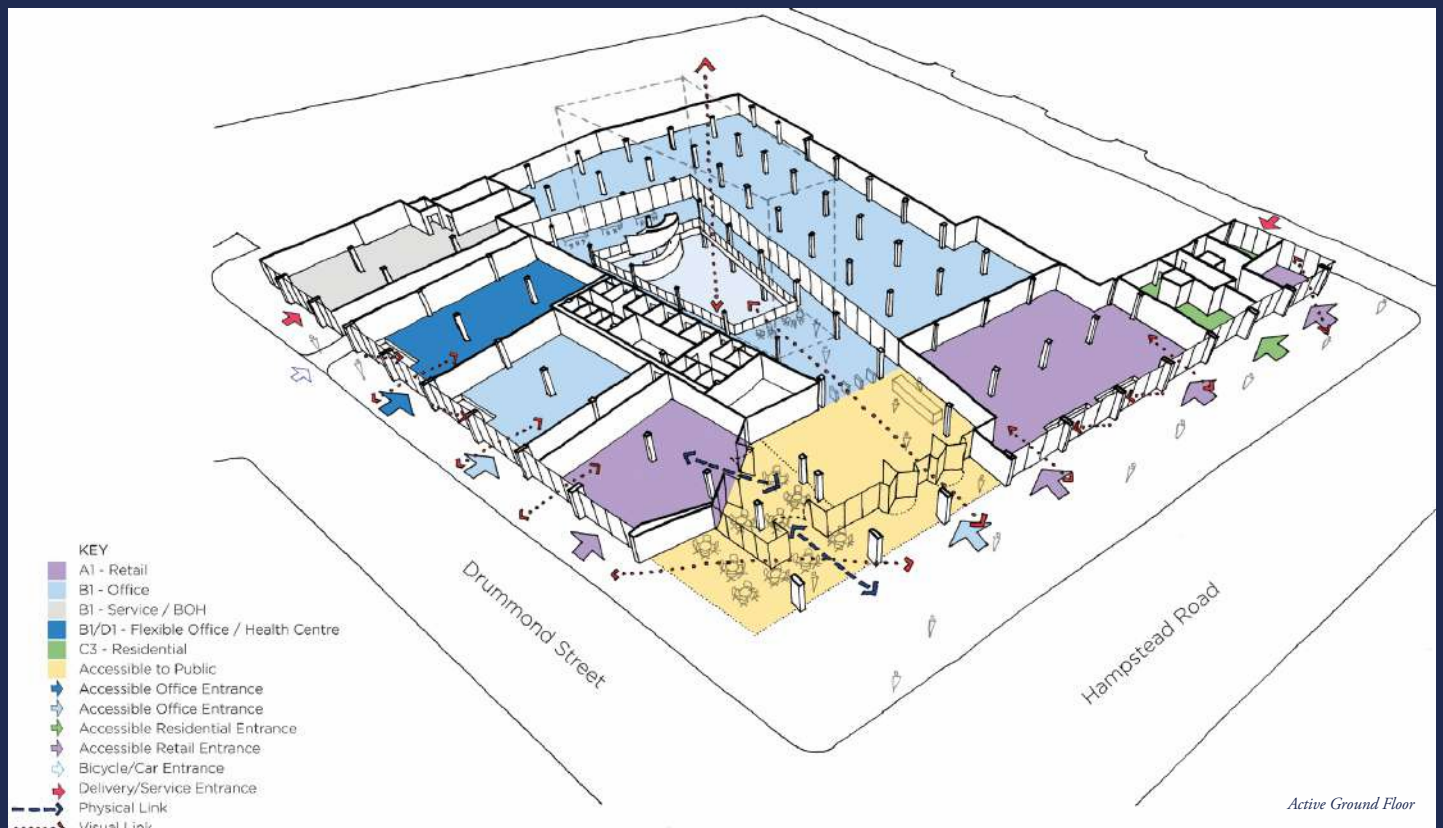
We are, however, proposing 290 cycle parking spaces which will be located Lower Ground Floor and street level.

We foresee the building being serviced from Drummond Street (for the office side of the building) and from William Road (for the residential units).

The development will also be wheelchair accessible with four disabled parking spaces provided at Lower Ground Level.

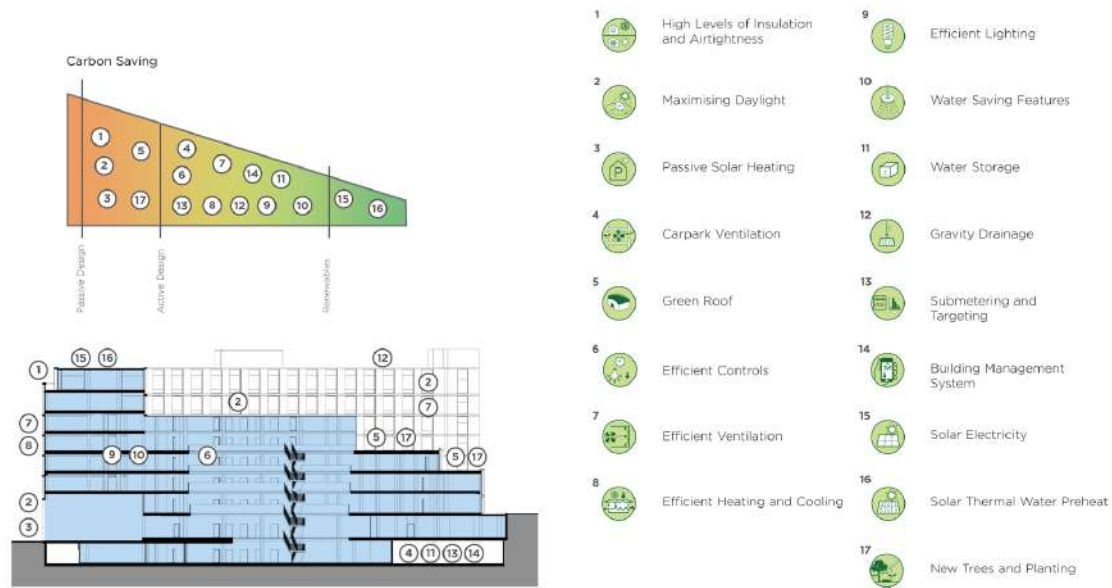
We are also proposing improvements to the public realm, including:

- Clearly marked entrances and better street activation.
- Coherent paving.
- Cycle Parking.
- Additional planting ensuring sustainability best practices are in place for the development.



Sustainability

Sustainability and Low Energy Strategy



We are keen to demonstrate environmental and social responsibility by delivering a scheme with good 'green' credentials and a high level of sustainability performance.

Our objectives are to:

- Achieve a BREEAM New Construction 2014 'Excellent' rating.
- Apply best practice construction site management procedures.
- Target exemplary performance under the Considerate Constructors Scheme.

BRE Environmental Assessment Method (BREEAM) was created as a cost-effective means of bringing sustainable value to development. It helps investors, developers, design and construction teams and occupiers to use natural resources more efficiently by ensuring sustainability best practices are in place for the development.



Linking pocket gardens, offices and terraces



Linking pocket gardens, offices and terraces

Feedback and next steps

We believe our proposals could deliver a number of benefits for the local area which are shown on the diagram below.



22 quality new homes,
including affordable



New employment space
such as co-working facilities
for SMEs and start-ups



The potential to
support around
1,700 jobs



Public realm and streetscape
improvements, including
additional tree planting



A car free development
with on-site cycle parking



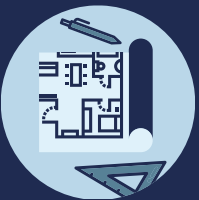
Ground floor café accessible
for the public



Activation of street frontages
& additional security



Provision of green
space through pocket
gardens and terraces



High quality,
sustainable design



Local investment and
CIL/S106 payments



Energy efficient building



BREEAM/Considerate
constructors

Thank you for taking the time to visit our public exhibition,
we hope you have found this information helpful.

We would welcome your views on the proposals. You can:

- Complete a comments card here today and pop it in the box provided.
- Email us at stephensonhouse@londoncommunications.co.uk
- Call our consultation line on 0207 291 1501.

The content of these boards will also be available to view on our dedicated consultation website lazari-stephensonhouse.co.uk following the exhibition.

Following this exhibition we will be collating all the feedback received to inform our planning application, which we hope to submit to the London Borough of Camden later this summer.

After the application has been submitted, the Council will then commence its own statutory consultation which will inform the Planning Committee at which the application will be determined.



APPENDIX I – COMMENTS CARD

Have your say Stephenson House, NW1

*Thank you for taking the time to read about our proposals for Stephenson House, NW1. We would now like to hear your views.
Please complete and post this comments card in the box provided.*

Alternatively you can contact us via:

T: 020 7291 1501

E: stephensonhouse@londoncommunications.co.uk

W: lazari-stephensonhouse.co.uk

Name

Address

.....

..... Postcode

Email.....

Please use the space below to provide us with your comments or ask any questions you may have.

.....

.....

.....

.....

.....

.....

☐ Please tick this box if you would like to receive updates about this development.



APPENDIX J – PHOTOS OF THE MODEL, AS DISPLAYED AT THE PUBLIC EXHIBITION







APPENDIX K – PHOTOS OF THE PUBLIC EXHIBITION









APPENDIX L – COMMUNITY UPDATE EMAIL

Dear XXXX,

Thank you for taking an interest in our proposals for the redevelopment of Stephenson House.

As you will be aware, in early May 2017 we held a public exhibition to show our emerging plans to refurbish and remodel Stephenson House and we are now preparing to submit the planning application to Camden Council.

The proposals would see the existing building at the corner of Drummond Street and Hampstead Road redeveloped to create a mixed-use scheme, delivering both high-quality new homes and flexible and modern employment space, together with improvements to existing landscape and public space.

During the consultation, people were asked for their views on the proposals and any other general comments about the site or the project they wished to make. The majority of respondents welcomed the proposals and felt that the development would bring a substantial improvement to the area. People welcomed the inclusion of green space as well as the overall design, which is sympathetic to the surrounding environment and designed to respond to both the historical and emerging architecture of the local area.

Following feedback received from Camden Council representatives and the local community we have made some minor amendments to the scheme.

These amendments include changes to the Drummond Street frontage in order to enhance the relationship with neighbouring streets and enable the delivery of additional commercial and retail space at ground floor level. At the recommendation of Council officers, we have also improved the offer for SME space within the development. In order to accommodate these changes the number of residential units proposed has been reduced from 22 to 17. This is still Camden Council policy compliant and in keeping with our commitment to deliver homes for a genuinely mixed and balanced community. The residential mix will therefore continue to favour family units, as well as duplexes and/or dual aspect flats.

If you would like more information or have any questions about the proposals, you can contact a member of the project team on 020 7291 1501, or alternatively via email at stephensonhouse@londoncommunications.co.uk.

Yours sincerely,