

Appendix E – Statement of Community Involvement

Statement of Community Involvement



Persephone Gardens, West Hampstead

For LifeCare Residences

October 2017

Team



Robin Partington & Partners



Contents

Introduction	4
Approach	6
Engagement Programme	8
Event One	10
Events Two and Three	17
Events Four and Five	26
Further Engagement	36
Conclusions	37
References	38



Introduction

The Gondar Gardens Reservoir Site is owned by LifeCare Residences (LCR) who are providers and operators of retirement communities. LCR's model for these developments includes a range of leasehold apartments with nursing support facilities as well as a dedicated nursing home facility.

LCR is proposing to develop the Reservoir Site in accordance with this model. The process of community engagement described in this document has been carried out before submitting the planning application to ensure that the final proposal is informed by local views.

There was criticism of previous applications where the developers were not considered to have engaged with the local community, therefore LCR have committed to keeping the local community informed about the design process and listening to their comments and feedback on the proposals as these are developed.

This document is produced by AR Urbanism. Our practice carried out most of the community engagement programme on behalf of LCR. The report sets out the engagement process with the local community through the planning and design period for the proposed project for this site.

The engagement process aimed to consult with local community groups and residents who live adjacent and close to the proposal site and to understand how to mitigate perceived and real impacts through sensitive design initiatives, including enhancement of the ecological character and Local Green Space designation of the site.

Camden Council identify that many of the benefits of involving the community in design and planning processes include:

- Benefiting from the detailed local knowledge, expertise and perspective of local people, organisations and community groups;
- Community commitment to the future development of their area; and
- Improving the quality of life for residents and the local community, and of the built and natural environment.

In order to inform and develop a positive relationship with local residents and ward councillors, 5 events were held and local residents groups as well as local councillors were specifically invited to each of these, with 4 also open to the general public.

The events held to discuss the project were:

Event 1.

An **introductory meeting** was held on Tuesday 7th February 2017, with invited representatives of the local residents' groups and one of the local ward councillors

Events 2 & 3.

A **public exhibition** held on two days - 16th and 18th March 2017 - to which the wider local community as well as members of residents' groups were invited.

Events 4 & 5.

A **public exhibition** held on two days - 5th and 10th June 2017 - to which the wider local community as well as members of residents' groups were invited.

Ongoing.

Discussions with immediate neighbours and information on LCR website.

(2016, p.6, Camden Council. Statement of Community involvement [Online])

Our approach to involving the community

To ensure the community are better informed about the planning and design process of the scheme at Gondar Gardens, AR Urbanism's approach is consistent with Camden Council's principles of community engagement. These are as follows:

- To promote the use of electronic methods of consultation, including email, to make involvement easier, quicker and more cost effective;
- To be open about the constraints imposed by regulations and already agreed policy;
- To be realistic about the opportunities for change in any consultation;
- To give feedback to comments made in consultation;
- To be inclusive in consultation so that a good range of views of those who live and work in the borough are obtained;
- To use consultation methods that are appropriate to the stage of the planning process, the issues being considered and the community involved; and
- To seek views at the earliest possible stages and throughout the planning process.

(2016, p.6, Camden Council. Statement of Community Involvement [Online])



Who was involved?

As a practice we have a policy of actively involving anyone who may have a particular interest in the development site. These could include: people who live locally, people who work in or visit the local area and anyone else who may have a certain attachment to the area.

The groups we involved in the engagement process were:

- Local residents individually;
- Local community groups, resident and tenant associations;
- Organisations that represent the interest in a particular part of the community;

Local residents' and community interest groups include but are not restricted to the following:

- **GARA:** Gondar and Agamemnon Residents Association
- **HARRA:** Hillfield and Aldred Road Residents Association
- **MARA:** Menelik Area Residents Association
- **SaARRA:** Sarre Road Residents Association
- **NDF:** West Hampstead and Fortune Green Neighbourhood Development Forum
- **LBC:** London Borough of Camden

How we involved these groups

These groups and their members were involved in the design and planning process through a series of events, the initial one of which was invitation-only for the local residents' associations, and ward councillors, while the subsequent events were open to all members of the public and were well-advertised locally.

The following page sets out an overall programme for the various consultation elements of this project, including pre-application meetings with council officers, a meeting with the Council's Design Review Panel and the various invitation-only and public events.

The local community was also kept informed of activities happening on the site, including investigative engineering works, tree surveys and ecological surveys.

Following the major events, the immediate neighbours in Chase and South Mansions were all offered meetings with representatives of LCR to discuss the proposals.

Leaflet advertising Events 2 & 3 distributed throughout the neighbourhood.

LifeCare Residences are proposing a new retirement village on part of the Gondar Gardens old reservoir site in West Hampstead. This will provide:

- a range of new retirement homes
- a 30-bed nursing home
- employment for 80-100 people
- ecological enhancements to protected open space

Come to our event, find out more and have your say about the proposals.

This is your chance to:

- find out more about our proposals
- ask LCR and their consultants questions
- provide comments which will help us prepare our planning application

LifeCare Residences



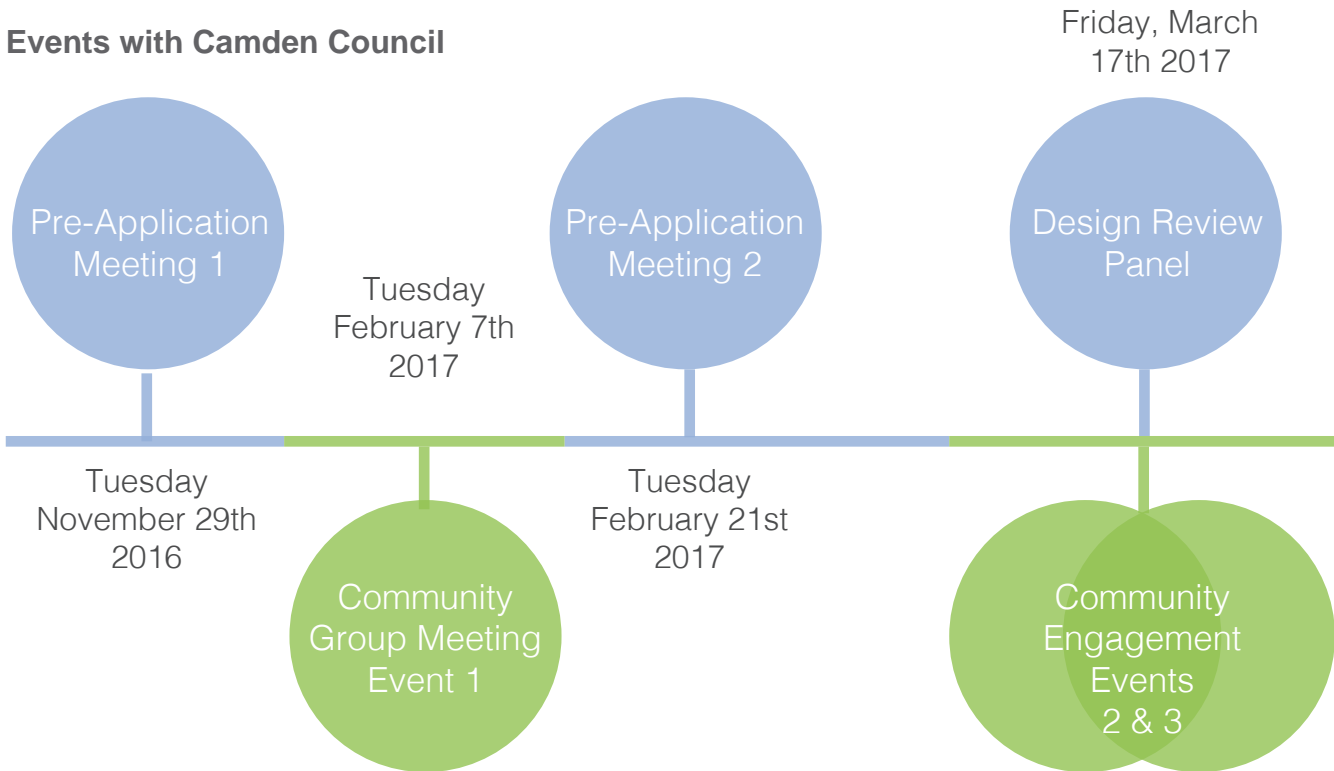
Views of existing LifeCare retirement villages



Sketch view of how proposals could look including retained sections of reservoir

Engagement Programme

Events with Camden Council



Events with Community Groups & General Public

Thursday & Saturday, March 16th & 18th 2017

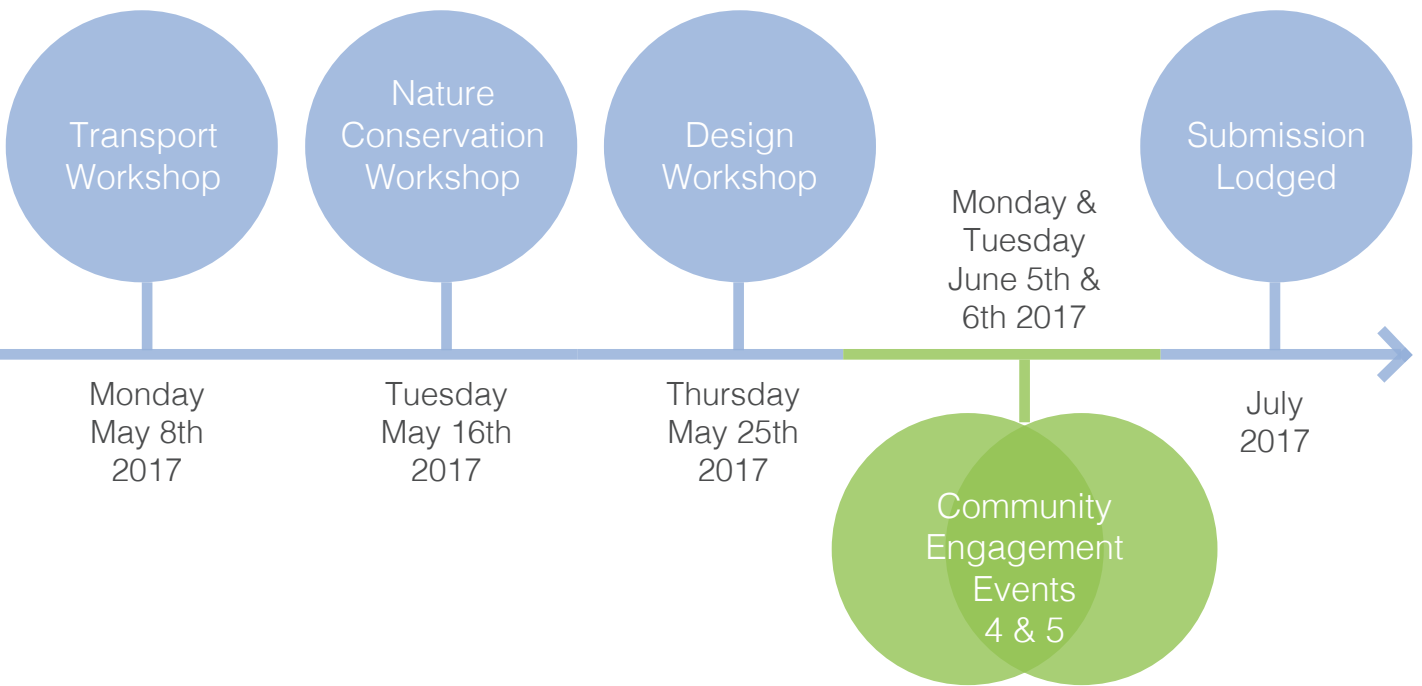
Early engagement has significant potential to improve the efficiency and effectiveness of the planning application systems for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.

Camden Council explained that previous developers of the reservoir site were not felt to have engaged enough with the local residents and suggested

that LCR make early contacts with the residents' associations, particularly those which represent households with gardens that back on to the site.

This suggestion led to the first engagement event which was an introductory meeting with LCR. No design proposals were shown as new consultants had only recently been appointed and the design process had just begun.

To arrive at an effective and viable design for a project of this nature, it will be necessary to test different proposals against each other. This is necessarily an iterative process and while a significant amount of input comes from the Council's various technical departments, the design team also must be cognisant of the site's history and local context, including its neighbours.



We look forward to seeing you at:

Emmanuel Church, Lyncroft Gardens, West Hampstead, London NW6 1JU

Thursday 16th March - 7pm-9pm
or
Saturday 18th March - 2.00pm to 5.00pm

Further information on the event is also available by emailing: amanda@ar-urbanism.com

These proposals are part of LifeCare's ongoing commitment to providing high quality retirement communities in high demand areas of London.

We look forward to meeting you.



Aerial view of Gondar Gardens site



Emmanuel Church, Lyncroft Gardens, NW6

Best practice indicates that early engagement on design produces the best results and hence LCR and the design team held two sets of public consultation exhibitions (events 2 to 5). Events 2 & 3 showed early design ideas which the community responded to and Events 3 & 4 showed a more fully developed scheme which resulted from the previous community comments, the Design Review Panel comments, Council planning pre-application meetings and the technical workshops.

Event One - Meeting with local Residents' Association members

Tuesday 7th February 2017

Planning officers at Camden Council recommended that LCR and its design team make early contact and for the client to make early contact with local residents' groups as local people had been involved in all the previous planning applications for the site and had strong feelings about any proposals.

Subsequently AR Urbanism set up a meeting between the developer team and invited representatives from as many of the local residents' groups as could be identified.

When contacted, a couple of the groups suggested further groups who were then also invited to send representatives. The three local ward councillors were also invited to attend.

The invitation to this meeting set out that it was being held in order to introduce LifeCare Residence's team to the local community and to hear directly from the community what their major concerns were in relation to likely development proposals for a retirement community on the reservoir site.

It was made clear that no proposals would be shown at this event, as the project was at an early stage, but that LCR and their consultant team would be happy to answer questions and listen to the residents' concerns.

The meeting was held at 'The Rooms Above', a local event space located near to the site on Mill Lane, close to the West End Lane shopping Centre. It was intended to be the beginning of a 'conversation' with these leading members of the local community.

Ten community representatives (and one ward councillor) attended, representing the following residents' associations:

- **GARA** - Gondar & Agamemnon Residents Association;
- **SaARRA** - Sarre Rd Residents Association;
- **HARRA** - Hillfield & Aldred Rds Residents Association
- **NDF** - West Hampstead & Fortune Green Neighbourhood Development Forum

The three local Camden Ward Councillors were invited and one of these attended.

Discussion:

Nigel Sibley (Chief Executive Office) and Neville Cook (Director of Development) from Lifecare Residences outlined their aspirations for the retirement community on the reservoir site as well as how their existing communities work, with particular reference to the new London LCR development in Battersea.

The consultants were introduced to the residents and Liz Loughran from Line Planning presented a summary of the planning history of the site to open the discussion.

The community were invited to put forward their queries and concerns as well as to share their local knowledge of the site and area.

The community representatives made it clear that they had very strong feelings about how the site should be treated because of their long involvement with several prior planning applications and Planning Inquiries.

Initial disagreement arose over the extent of the SINC element of the site and the status of this in the context of recent and ongoing planning decisions. The community then expressed concerns over various possible aspects of the proposal including potential staff parking, protection of existing ecology, wildlife and trees and whether there would be provision for affordable housing in the project.

LCS respectfully declined a request from a third part to be allowed onto the site to carry out private ecological surveys given that a full suite of such surveys is to be produced by LCR and publicised through the planning process.

Concerns were expressed about the 'concentration' of elderly people in one place, and LCR invited all the residents to visit LCR's Battersea community to understand how the project would operate and the quality of housing and facilities.

A request was made for better maintenance of the site as it was seen as being poorly looked after. LCR undertook to improve the care of the site.

2 LIFECARE RESIDENCES' COMMITMENT TO COMMUNITY

LIFECARE BACKGROUND:

Lifecare Residences (LCR) is an international retirement village operator with villages in New Zealand and the United Kingdom.

90% LCR is a family business first established in New Zealand and the Cook family retains a 90% shareholding in the business.

LCR retirement villages provide quality, specialist housing where residents purchase a long term lease for their accommodation. This allows them exclusive use of the property amenities, and they may purchase extra services including care as needed.

The fundamentals of the retirement villages are the same worldwide. These include an ageing population and an increasing awareness of the benefits of living in a retirement village.

LCR was a founding member of Associated Retirement Community Operators (ARCO) and LCR currently chairs the ARCO Board.

BATTERSEA PLACE, LONDON

1, 2 & 3 bedroom privately owned, purpose-designed apartments.

Amenity spaces promote independence, sociability, security, enjoyment and well-being.

- Restaurant and Cafe
- Lounge, library, billiards room, arts and crafts room
- Pool and gym
- Treatment room
- Car-free community - driver services and pool car service
- 24-hour concierge and staffing
- Nursing Home



CARE AND SUPPORT SERVICES:



All aspects of the community are self-managed by LCR, there is no third party reliance.

Tailored, flexible service offering:

- Domestic support
- Personal care
- Domiciliary nursing
- Care beds



OUR RESIDENTS:

- Are active, independent but seeking reassurance + support of a full-service retirement community.
- At Battersea Place the average age of residents is 80 years.
- Are local people with local connections and local interests.






Next Steps:

Following this meeting it was resolved to continue to keep in touch with the local community groups and advise them of any activities on the site as well as the next community engagement events, where initial design ideas would be presented and feedback on these collected from community members.

It was noted that there would be, following this meeting, a programme of pre-app meetings with council officers,

a Design Review Panel presentation and further community engagement meetings held to engage with the community about design proposals for the site.

It was noted at this stage that there was no date set for submitting a planning application, however LCR would ensure that the engagement activities would specifically avoid school holiday periods.

Events Two and Three

Thursday 16th & Saturday 18th March 2017

The first two public community engagement events were held at the Emmanuel Church, Lyncroft Gardens, a location that is close to the site, easily accessible and welcoming to all the community.

In order to publicise the event, 5,200 leaflets were printed and distributed in an area around the site and bound by the cemetery to the north, Finchley Road and West End Lane to the east and the railway line to the south and west. In addition to the leaflets, A4 posters were put up in a range of local businesses and community facilities that local people use. These included the post office, the library, the community centre, several cafes along Mill Lane and West End Lane, local supermarkets and other locations.

Invitations to these events were e-mailed directly to all the following, who were encouraged to bring others with them: the attendees of the first event; the main contact people at each of the residents' associations, and the ward councillors.

The events were held on a Thursday evening and a Saturday afternoon to allow as diverse a range of people as possible to attend.

LifeCare Residences are proposing a new retirement village development on part of the old Gondar Gardens reservoir site that will provide:

- a range of new retirement homes
- a 30-bed nursing home
- employment for 80-100 people
- ecological enhancements to protected open space

We would like to invite you to find out more and have your say on the proposals.

This is your chance to:

- find out more about our proposals
- ask LCR and their consultants questions
- provide comments which will help us prepare our planning application

We look forward to seeing you at:

- **Emmanuel Church**, Lyncroft Gardens, West Hampstead, London NW6 1JU on:
- **Thursday 16th March 7.00pm to 9.00pm**
- **Saturday 18th March 2.00pm to 5.00pm**

Further information on the proposals is available by emailing amanda@ar-urbanism.com



Sketch view of how proposals could look including retained sections of reservoir



Aerial view of the site at present



Poster for the first 2 Public Consultation events

What happened on these days?...

Feedback Form Questions

- Do you support retirement housing in this area?

Regarding the proposed development, do you:

- Support the ideas for retirement housing on this site?
- Support the heritage plans for the reservoir?
- Support the ecological enhancement proposals?
- Do you have any concerns regarding the proposals?
- Overall, do you support our proposal?
- Do you have any further comments regarding the proposal?

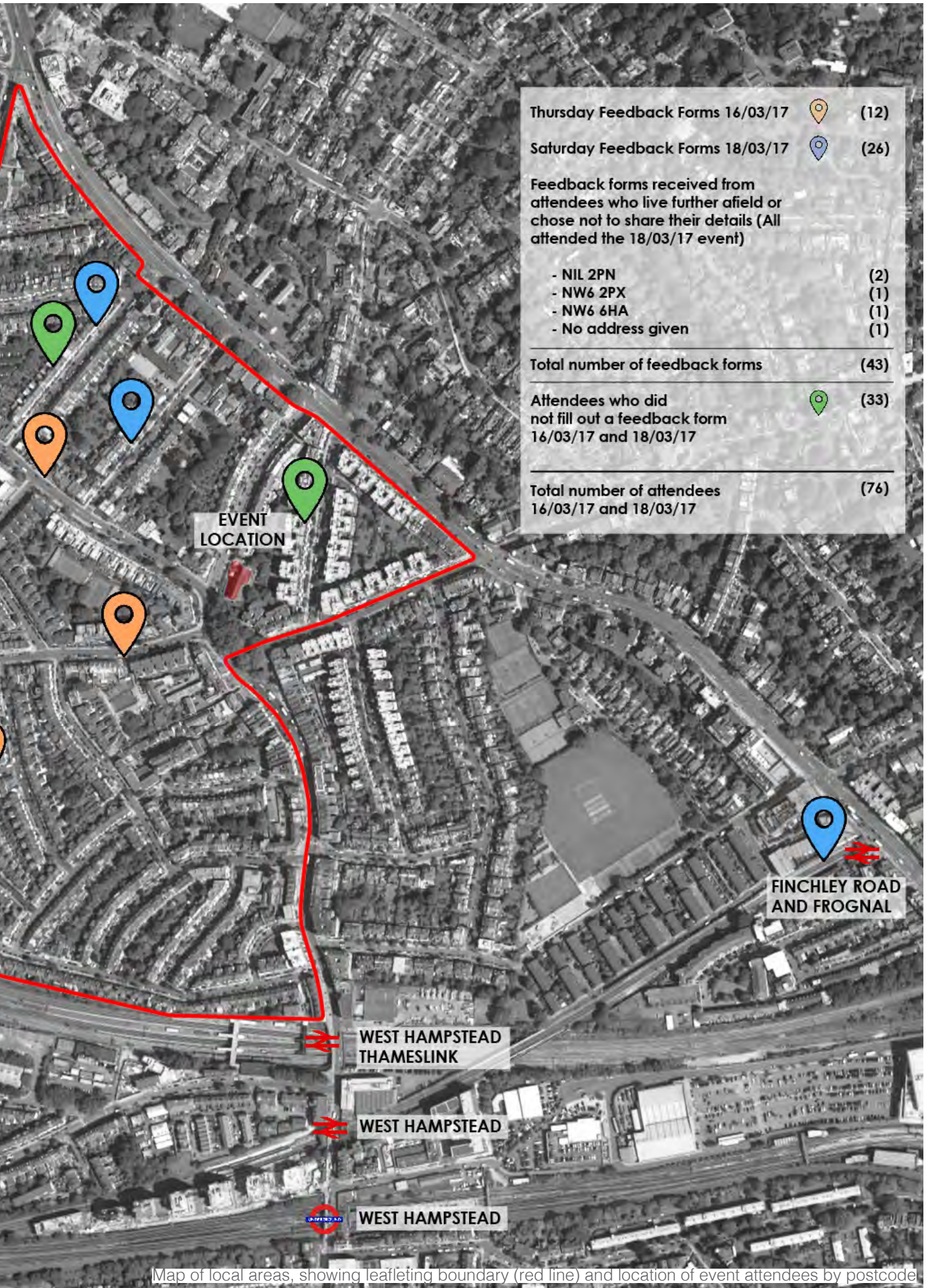
The events were held in the large Nave area of the church and the exhibition included a physical model of the site and context to scale as well as 10 x A0 boards setting out initial design concepts and detailed information on important aspects of the proposals as follows:

- **Board 1 - The Urgent need for Retirement Housing**
- **Board 2 - Commitment**
- **Board 3 - Previous Site Consents**
- **Board 4 - Local Townscape Character**
- **Board 5 - The Site**
- **Board 6 - Unique Heritage Assets Retained**
- **Board 7 - Street Frontage**
- **Board 8 - Car-Capped and Low Impact**
- **Board 9 - A Unique Green Environment**
- **Board 10 - A Biodiversity Led Approach**

The following pages show a map of the area including the site and the location of the church where the community events were held. The red line indicates the area within which leaflets were distributed, while the coloured pins show the location of attendees when they identified themselves, as well as the day they attended and whether they submitted a feedback form on the day of the event (see also key on map). Further feedback forms were submitted by post and/or email following the event by both attendees as well as people who viewed the boards on LCR's website.

It can be clearly seen that the most of the interested parties come from the streets adjacent or close to the site. There were a total of 76 attendees at the 2 events, 43 of whom submitted a feedback form at the time, and a further 11 in the weeks following. A breakdown of the submissions and demographic information on the attendees is on the following pages.





Map of local areas, showing leafleting boundary (red line) and location of event attendees by postcode

Events Two and Three Results

In terms of attendance, the Thursday evening event had 25 attendees, 12 of whom left completed feedback forms, while Saturday recorded a higher level of attendance with 51 visitors, 31 of whom left completed feedback forms.

Most people who attended the events were very interested in engaging with the design team and LCR representatives and much discussion was had about the scale and form of the proposal, the impact of the proposal on local residents, the ecological enhancements proposed and other issues, like possible traffic impacts.

The physical model was a popular tool and, as this included adjacent houses around the site the team undertook to add street numbers to this so visitors could easily identify their house in relation to the proposed development and better understand any likely visual impacts.

Further feedback was received from attendees, and from those who did not attend but viewed the boards on LCR's website. The boards were available for viewing after the events until they were replaced with the next event boards in June.



6 UNIQUE HERITAGE ASSETS RETAINED

THE RESERVOIR STRUCTURE

The reservoir site, while not strictly unique in London, is certainly unique in West Hampstead and it provides an opportunity to develop an exceptional environment for its residents which reflects its unusual context and attractive setting.

The structure was built in 1876 and is built of several levels across the site. It is proposed to retain and integrate elements of the structure within the new development as these elements provide a coherent design basis for the courtyards, the circulation spaces and the roof forms of the new retirement community.

The existing structure has not been maintained for many years and parts of it are in poor condition, however other parts of the main structure are eminently restorable and the proposal has been designed around creating a central circulation spine and using only the best of the reservoir arches for the length of the building.

In addition, the brick arch forms are also used to define the edge of the four internal courtyard spaces which make the character of the reservoir while also bringing light and access to these spaces. Structural surveys are currently being undertaken to confirm the amount of restoration feasible.

8 CAR-CAPPED AND LOW IMPACT

PROPOSED ACCESS POINTS

The main vehicle access to the site, including to the vehicle lift, will be located to the north of the site. This will be approximately 6.5m wide.

The lift will provide access to the basement level parking for up to 30 cars. This is also access for deliveries to the development.

A further vehicle access point will be located to the south of the site adjacent to the boundary and will be approximately 3.3m wide. This area will be for pick-up and drop-off only and will include a disabled parking bay and an emergency ambulance bay.

The main pedestrian entrance to this site will be in the centre of the site, through the arch, and will be clearly identified by the long view through the site to the open space at the rear.

PROPOSED OFF-STREET PARKING

The only parking provided at street level will be to the south of the site, adjacent to the site boundary. This will provide a disabled parking bay and an emergency ambulance bay.

The basement parking will also provide parking for resident cycles and mobility scooters.

CYCLE AND MOBILITY SCOOTER PARKING

Secure cycle parking facilities for staff and visitors will be located at street level. In accordance with the Camden Development Policies which recognise that due to the nature of the development occupants are less likely to cycle due to age or disability.

Resident cycle parking for 11 mobility scooters will be available at basement level.

Cycle parking will be secure within the proposed development and relevant facilities will be available for staff, e.g. showers and changing rooms.

PROPOSED SERVICING & REFUSE STRATEGY

All operational deliveries servicing the development will go to the main vehicle access point to the north where the vehicle lift is located.

Managed refuse collection will take place on-site by an independent contractor. Refuse will be stored at collection days (approximately 3 times a week) brought up in the vehicle lift.

LOCAL CONTROLLED PARKING ZONE (CPZ)

It is proposed that residents of the development will not be entitled to a street parking permit, except blue badge holders, therefore will not add to the existing permitted parking numbers.

The existing CPZ (Fortune Green West) in the area, including along Gordon Gardens, operates between Monday - Friday 10:00 - 12:00.

Parking bay surveys will be undertaken over both weekdays and weekend dates during both day and evening time periods. The survey findings will help to ascertain the current parking capacity level near the development and determine the overall impact the proposed development will have on the CPZ.

The CPZ along the frontage of the development can currently accommodate approximately 35 cars and the proposed development may reduce this to 30 cars.

10 A BIO-DIVERSITY-LED APPROACH

The landscape design is biodiversity-led. Due to the site's location outside the development, the design will enhance and improve the existing site ecology.

The site is designated as Open Space and as a SINC. The majority of the site is open grassland, which is a mosaic, with constructed banks that support the established meadow species. These grassland habitats provide foraging opportunities for wilding bird and insect species, as well as supporting a rich population of slow worms.

The proposals seek to enrich and diversify existing habitats by managing grassland habitats to prevent further encroachment of trees and invasive flora. By introducing areas to enhance structural diversity, by introducing a range of vegetation species, creating new and varied existing habitats, and to put in place a long-term ecological management plan to conserve the SINC and associated species.

The design incorporates the recommendations and mitigation measures which were proposed by the ecologists James Blake Associates in their Remedial Habitat Survey.

Design measures include:

- Planting of grassland with native species and a mix of tree and shrub species to provide a range of habitats for nesting birds and insects.
- A mix of grassland with native species to be planted will provide foraging opportunities for wilding bird and insect species.
- The South-facing bank will be retained and the existing vegetation will be planted to enhance the protection of the slow worm population.
- All riparian will be maintained to a minimum level on site and a riparian corridor will be created during construction.
- Habitat corridors to be created on site to provide refuge for slow worms.
- Native wood piles and logs to be planted for a number of years and replaced during the development.
- Wood and log piles will be incorporated into the landscape to provide a range of habitats for nesting birds and insects.
- Open to boundary planted will be filled with native wild and shrub species. These shrubs and trees will be planted in a variety of locations on site.
- The riparian will be planted with native species, including native species, to provide a range of habitats for nesting birds and insects.
- A long-term ecological management plan will be put in place to ensure the SINC remains in place.

The display boards clearly set out the design concept and its relationship to the existing reservoir structure, to the existing extant planning permission for development on the street frontage and to the designated SINC area including protected slow worms and existing trees.

These images show samples of the 10 boards including the design approach to re-using the reservoir arches; movement principles and likely vehicle impacts to and from the site; and the ecological enhancement principles to be undertaken to protect the existing wildlife and to encourage this to flourish.

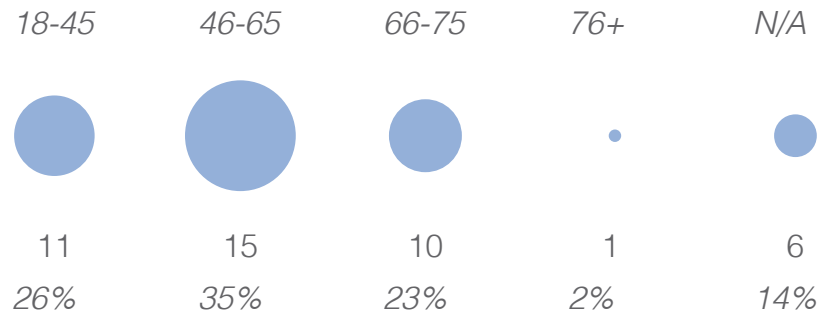
Events Two and Three

Respondents' Demographics

The demographic information requested on the feedback form provides a useful picture of local interest in the project.

As the proposal is for a retirement community and as a high proportion of long-term local residents are older people, it was not surprising that most of the event attendees were over 45, with 25% being 66 or older.

Age

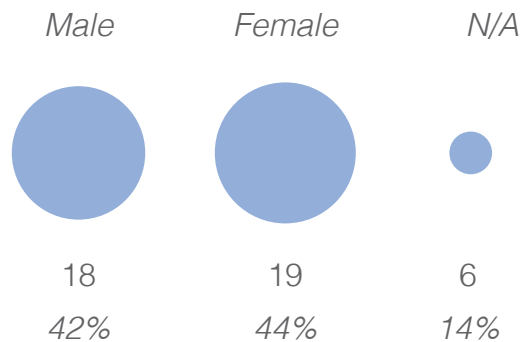


There was little or no difference in the gender balance of the attendees, although a number did not provide information.

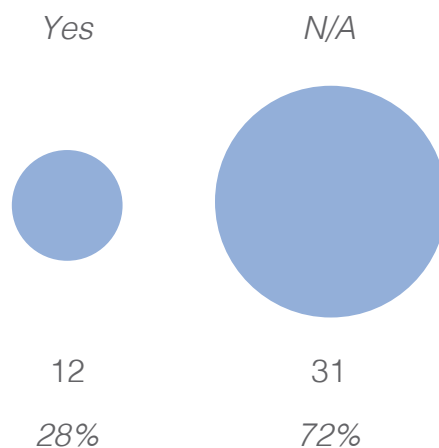
28% of the feedback forms identified the responder as a member of a local community group and these were mostly the local residents' groups which we were in touch with, or a broader group like the local West Hampstead and Fortune Green Neighbourhood Development Forum.

Also all 3 of the local ward councillors attended either Event 2 or 3.

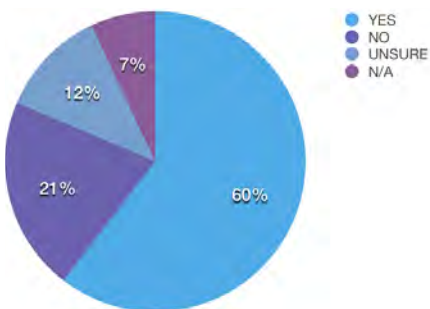
Gender



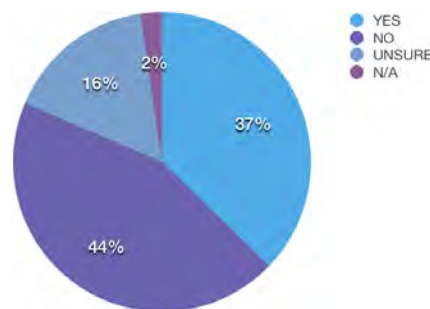
Membership of a community group



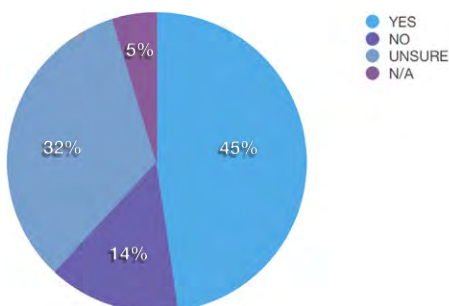
Q1: Do you support retirement housing?



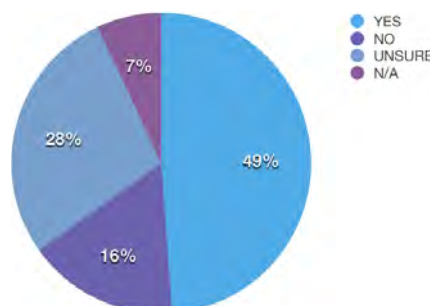
Q2: Do you support the ideas for retirement housing on this site?



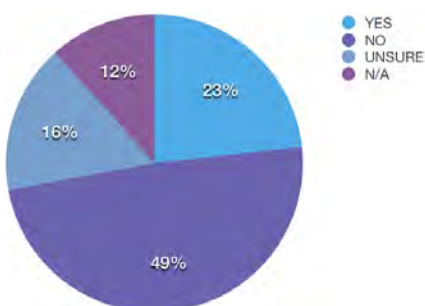
Q3: Do you support heritage plans for the reservoir?



Q4: Do you support the ecological enhancement proposals?



Q5: Overall, do you support the plans?



There were 5 questions (as opposite) on the feedback form as well as ample space for people to set out their own comments if they did not feel the questions covered all areas of importance.

Highlights:

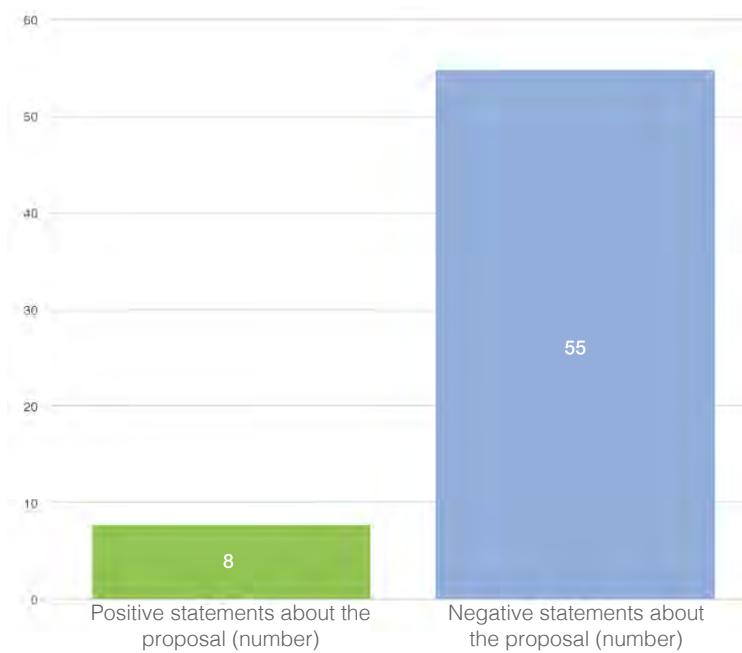
60% supported retirement housing in general and **37%** on this site, although **44%** did not support such a use on the site.

49% supported the ecological enhancement ideas and a further **28%** were unsure, suggesting that they may benefit from further information and more detailed explanations of the proposals.

More than twice as many (**49%**) reject rather than support (**23%**) the plans overall, however in **16%** of the forms, the individuals identified themselves as 'unsure' of whether they supported the ideas or not, suggesting that they may have clearer views following more detailed information.

Events Two and Three Feedback Form Responses

Do you have any concerns regarding the proposal?



“Chaos and disturbance caused by the 24 months construction schedule, particularly on Mill Lane”

“Too big and intrusive”

“Inconsistent with the surrounding development”

“Inappropriate for a much valued, rare, inner city London open space”

“Relatives will want to visit. This will increase demand on parking”

“Will change completely the nature of the area as a quiet residential area will become a much busier hub”

Summary of key issues:	No. Of mentions
Building Height / Scale/ Density	9
Green Space/ Environment	9
Construction	8
Parking	7
Design	6
Impact on the Existing Local Community	5
Access/ Traffic	4
Pollution	3
Affordability	3

Positive Comments

- “The ecological approach would be well appreciated by the new residents”
- “Green roofs seem a good idea”
- “I like the general site but want to see the final product”
- “Supportive of the quantity of homes provided on the site”
- “Vital project for all London communities”
- “Definitely need something like this retirement village in West Hampstead”
- “Proposal for this new retirement development is very much needed in the area, especially for residents who would like to continue living here in the area as we get older”
- “Positive contribution to the visual character of the area. The selected materials seem to work well in the local context”

Summary

More than half the comments provided express negative opinions about the proposals, however this is to be expected for this site, particularly considering its history of local resistance and strong feelings felt locally about any development on the site.

Public consultation events about development projects frequently attract those keen to express negative views, sometimes encouraged to attend by local campaigners. In the present case, the numbers of people who attended the events was not particularly high. Most of those who attended gave feedback (both positive and negative).

There was a high number of attendees who gave no formal feedback (33 out of 76); although 11 of these emailed or posted comments following the events. In addition there were 8 respondents who made positive comments, as set out opposite.

The strongest feelings expressed, as set out opposite, were about the height and scale of the proposals along with comments regretting the loss of open space - even though it was made clear that the site is not public land and currently has an extant planning application on part of it which includes the demolition of the reservoir and construction of 28 flats along the Gondar Gardens street frontage.

Following examination of the feedback forms and other responses from the community as well as ongoing input from the Council and in particular their Design Review Panel, a number of design changes were made in response.



Events Two and Three

Post Event Responses

Following the events the boards were all made available for viewing on LCR's website. The local community encouraged members who had been unable to attend the events to examine the boards and submit further feedback. Some feedback was also received from those who attended the events but did not respond at the time.

There were 11 emails and/or letters from people who had attended the event then subsequently forwarded information and the top chart on this page shows the key issues stated for this group of people.

A further 43 emailed comments were received from those who did not attend the events but did view the information on LCR's website. The responses of this group are set out in the lower chart opposite.

For both groups of community members, the response data shows that the major concerns of the proposal were about the green space and building scale and form.

Feedback from exhibition attendees

Summary of key issues:	No. Of mentions
Building Height / Scale/ Density	8
Green Space/ Environment	8
Access and Traffic	7
Parking	5
Impact on the Existing Local Community	4
Parking	5
Construction	0
Pollution	0
Affordability	0

Feedback from website viewers

Summary of key issues:	No. Of mentions
Green Space / Environment	32
Building Height / Scale / Density	27
Access / Traffic	14
Impact on the Existing Local Community	13
Parking	12
Design	7
Pollution	6
Construction	4
Affordability	0

Street address breakdown from email feedback following events 2 & 3.

- Gondar Gardens **47%**
- Other address **26%**
- Sarre Road **12%**
- Hillfield Road **9%**
- Agamemnon Road **7%**

In addition to the individual responses, we also received specific responses from two of the local community and residents' groups, GARA (Gondar and Agamenon Residents Association) and the local NDF (West Hampstead and Fortune Green Neighbourhood Development Forum).

The comments from the NDF, whose Neighbourhood Plan is a relevant planning document in relation to the site, included points about "reflecting the existing architecture of local buildings" as well as referring to the local mansion blocks, as did a number of the attendees to the events.

The NDF submission referred to the proposal density stating that it "appears to be very high in relation to the neighbouring mansion blocks."

The site is bounded by mansion blocks and the design team had already taken on board the details and secondary design features (scale of frontage block and bay windows for instance) of these when designing the new proposal.

However the feedback from the community inspired a more detailed examination of the qualities and character of these attractive local housing types and subsequently incorporated many of the concepts, forms and details into the next design iteration. This followed the first engagement events as well as the workshops and meetings with the council officers and the design review panel.

The design changes that followed responded clearly to community feedback, and took account also of feedback from the design panel and Council technical teams. The next design iterations, with more architectural detail, were then shown at the next two community events and these changes are summarised on the following pages.

Events Two and Three

Design Changes - Response of Client (LCR) & the Design Team

Following the events held in March – the 2 community engagement events and the Design Review Panel consultation – the design team examined the feedback received, re-visited the underlying design concepts and carried out design iterations over the next few weeks to respond to many of the comments received.



The main points/issues to be considered were:

- The proposal was too big and high density;
- The proposal should not infringe on the area outside the existing reservoir and approved frontage scheme;
- The vaulted roofs did not reflect local built form;
- Proposed materials and architecture did not respond to the existing context;
- There was too much excavation on the site;
- The nursing home element needed to be better integrated;
- The courtyards made the scheme seem to be 'underground' and all the flats felt strongly enclosed;
- The design should be more like local mansion blocks;
- The street frontage should reflect more the local buildings, especially the mansion blocks;
- There should be a stronger visual connection through the site from the street to the SINC land to the east;
- The reservoir elements retained in the design seemed to be restricting rather than enhancing the design;
- The vehicle access and servicing areas and the impact of these on the site and the street.



Other issues identified like construction traffic impacts were acknowledged as community concerns and will be addressed as part of the planning application but are not strictly within this part of the design process.

Following the design changes a Design Workshop was held with Camden Council Officers who acknowledged that a number of useful changes to the proposal had been

made, including reducing the overall size and footprint of the development and relating the design more strongly to local mansion block typology. However, officers still had reservations about its scale, form and materials.

Following this meeting, further design iterations were carried out and boards were prepared for the next community events which were held in early June.

Design changes in response to all comments:

- Reduction in apartment numbers (from 108 to 82) and nursing bed numbers (from 30 to 15), and a resultant 25% reduction in overall development area;
- Removal of all proposed development outside reservoir area and general approved frontage scheme footprint;
- Removal of more than one whole basement floor;
- Relocation of nursing home and apartments from lower levels to upper storeys to improve outlook over courtyards and green space;
- Building massing set around a central pedestrian street including courtyard spaces opening to the east;
- Design reflects the local street scape and an updated mansion block typology;
- A more integrated approach to landscape which connects the proposal to the surrounding environment;
- Stronger visual connection through the site linking the arrival courtyard to the SINC land in the Local Green Space in the east;
- Areas of heritage reservoir building retained in communal spaces and visible from central street and courtyards;
- Vaulted roofs deleted and proposed materials and forms relate more strongly to local townscape.