

Events Four and Five

Monday 5th & Saturday 10th June 2017

The second set of two public engagement events were also held at the Emmanuel Church, Lyncroft Gardens.

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 Rd 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 uses. These included the post office, the library, the community centre, several cafes along Mill Lane and West End Lane, local supermarkets and other locations.

The main contact people for each of the residents' associations and the ward councillors were all directly emailed invitations to the events and invited to encourage others to attend.

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

The events were held in the large Nave area of the church and the exhibition included a physical model of the site and

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

- a range of new retirement homes
- a 15-bed nursing home
- employment for up to 80 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

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We look forward to seeing you at:

- **Emmanuel Church**, Lyncroft Gardens, West Hampstead, London NW6 1JU on:
- **Monday 5th June: 6.00pm to 8.00pm**
- **Saturday 10th June: 2.00pm to 5.00pm**

Further information on these events is available by emailing:
amanda@ar-urbanism.com



Views of existing LifeCare retirement communities and residents



Aerial view of the site at present



Poster for the second 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?

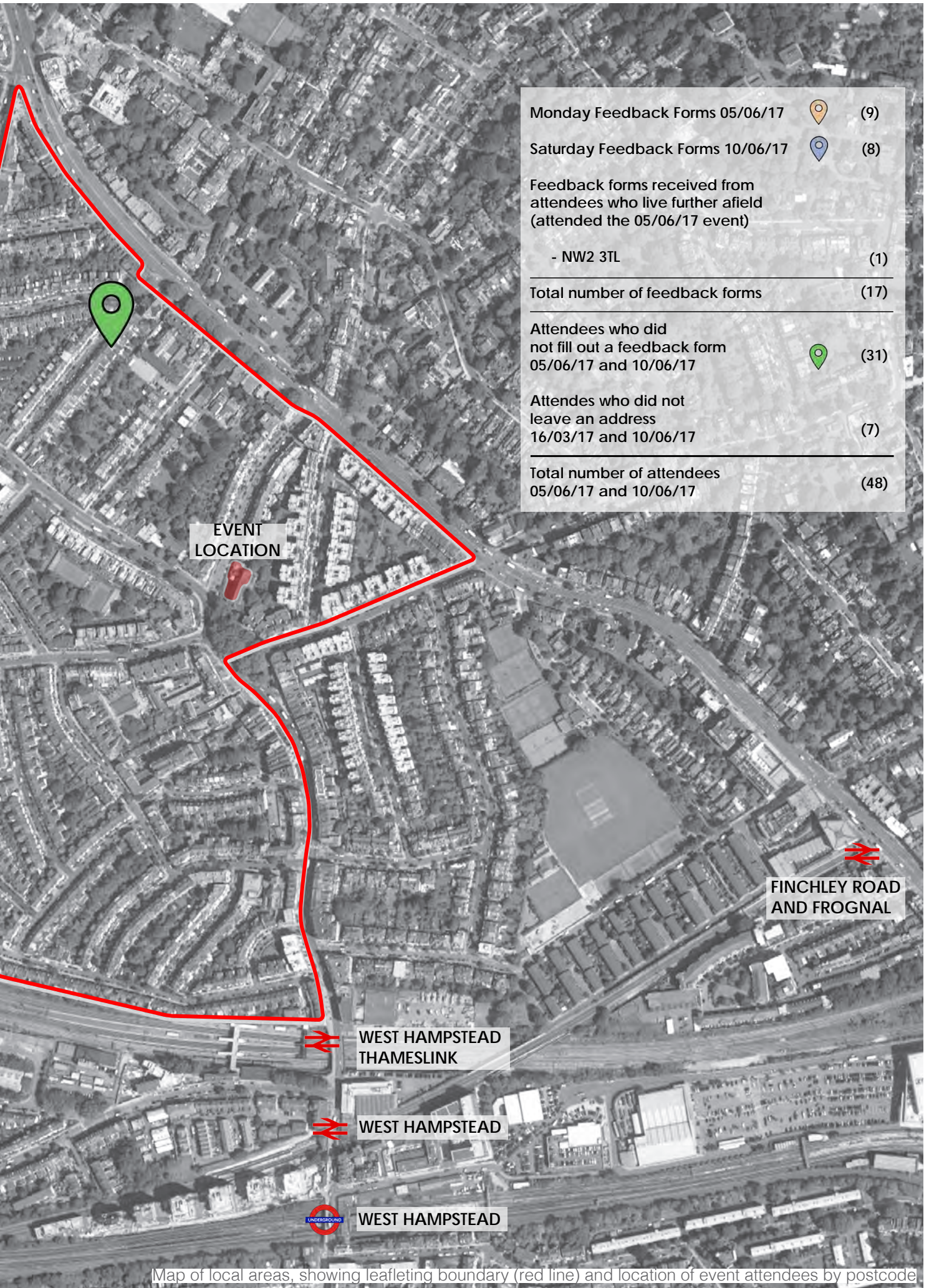
context to scale as well as 11 x A0 boards setting out design concepts and detailed information on important aspects of the proposals as follows:

- **Board 1 - The Urgent need for Retirement Housing**
- **Board 2 - Commitment**
- **Board 3 - Previous Site Consents**
- **Board 4 - Local Townscape Character**
- **Board 5 - Community Engagement and Design Review Panel Comments and Summary of Design Responses**
- **Board 6 - Site Layout**
- **Board 7 - Quality and Character**
- **Board 8 - Street Frontage**
- **Board 9 - Parking and Vehicle Movement Strategy**
- **Board 10 - A Unique Green Environment**
- **Board 11 - A Bio-Diversity 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 where identified, as well as the day they attended and whether they submitted a feedback form (see also key on map). Further feedback was submitted by post and email following the event and these comments are recorded separately. Seven attendees would not give their names or postcode.

It can be clearly seen that the most interested parties come from the streets adjacent or close to the site. There were a total of 48 attendees at the 2 events, 17 of whom submitted a feedback form. 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 Four and Five Results

Attendees:

Monday 5th
Signed in: 20
Feedback forms: 9

Saturday 10th
Signed in/counted: 28
Feedback forms: 8

Total Attendees: 48
Total Feedback Forms: 17

Further feedback following the event was received from 54 individuals and from individuals on behalf of two organisations - GARA and NDF. A majority of the attendees at the 4th and 5th events indicated that they belonged to one of the local residents' groups from the streets around the site (see data following pages). This suggested that these people were the most concerned about the potential site development.

PARKING AND VEHICLE MOVEMENT STRATEGY

<h4>PROPOSED ACCESS POINTS</h4> <p>There will be a single vehicle access point adjacent to the southern boundary. This will be 4.2m wide and will accommodate visitors' cars, delivery vehicles and emergency vehicles. The reception area opens to this space as well as the main pedestrian arrival courtyard. This area will include the vehicle lift and pick-up/drop-off area which can accommodate two cars and one larger vehicle at any one time. The restriction in parking would be managed by the development as part of a Parking Management Strategy. This document will be presented along with the planning application and would require approval from London Borough of Camden.</p> <p>The lift will provide access to the basement level parking for up to 4 pool cars. This is also access for all operational deliveries to the development.</p> <p>The main pedestrian entrance to the site will be in the centre of the site frontage and will be clearly identified by the long view through the site to the open space at the rear.</p>	<h4>PROPOSED OFF-STREET PARKING</h4> <p>The ground floor area will be for pick-up and drop-off only and will not be utilised for parking. Vehicles will only be allowed to remain for the period of activity, for example deliveries and to enable emergency medical care.</p> <p>A survey at Battersea established that overall there were 15 arrivals by light vehicles and 4 arrivals by bus mid-week and 10 arrivals by light vehicles at the weekend.</p>	<h4>CYCLE AND MOBILITY SCOOTER PARKING</h4> <p>Secure cycle parking facilities for staff and visitors will be located at street level. Between 15 - 20 spaces will be provided 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.</p> <p>Resident cycle parking as well as space for 11 mobility scooters will be available at basement level.</p> <p>Cycle parking will be secure within the proposed development and relevant facilities will be available for staff, eg. showers and changing rooms. Pool cycles are being considered in addition to meeting cycle parking requirements.</p>
<h4>PROPOSED SERVICING & REFUSE STRATEGY</h4> <p>All operation deliveries servicing the development will go to the vehicle access and make use of the turning provided in the drop-off/pick-up area. Deliveries will be taken into the site via the lift to minimise disruption to the entrance area.</p> <p>Managed refuse collection will take place on-street by an independent contractor. Refuse will be stored at basement level and on collection days (approximately 3 times a week) brought up in the vehicle lift.</p>	<h4>LOCAL CONTROLLED PARKING ZONE (CPZ)</h4> <p>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.</p> <p>The existing CPZ (Fortune Green West) in the area, including along Gondar Gardens, operates between Monday - Friday, 10:00 - 12:00.</p> <p>Surveys have been undertaken to support the development of the proposals for the site and through dialogue with Camden Council including a Transport Workshop.</p> <p>The council say that the overall controlled parking zone is operating at a capacity of just under 90% while surveys show that parking local to Gondar Gardens is lower, at 73% capacity.</p> <p>Due to the altered access requirements street parking will be reduced by one space which may be re-provided elsewhere within the CPZ.</p>	

The previous events had attracted a much wider level of attendance, including from people generally interested in the provision of retirement communities. These people were much less likely to return to see the updated development design.

This explains the cluster effect on the map on the previous pages, showing many of the addresses of the event attendees and also explains the predominantly critical feedback from the attendees as those with wider interests had already attended the earlier events.



5

COMMUNITY ENGAGEMENT AND DESIGN REVIEW PANEL COMMENTS AND SUMMARY OF DESIGN RESPONSES

FEEDBACK FROM PREVIOUS EVENTS

Two community engagement events were held on March 16th and 18th 2017 at the Emmanuel Church, Lyncroft Gardens NW6

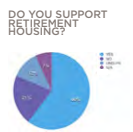
Attendance at the events = Total 76 people
Feedback form numbers = Total 43 people

The Results:



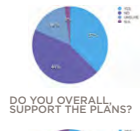
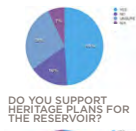
Multiple choice question responses

These show strong support for retirement housing and the proposed ecological enhancements to the site, however there are mixed opinions on the other four questions with negatives expressed about development overall.



DO YOU SUPPORT THE ECOLOGICAL ENHANCEMENT PROPOSALS?

DO YOU SUPPORT THE IDEAS FOR RETIREMENT HOUSING ON THIS SITE?



DO YOU SUPPORT HERITAGE PLANS FOR THE RESERVOIR?

DO YOU OVERALL SUPPORT THE PLANS?



Summary of key issues:

Issue	Number of times issue repeated
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

"Density appears to be very high in relation to the neighbouring mansion blocks."	"Concerns over building upon green space as opposed to brownfield land"	"Construction traffic and negative impact of building works on local residents"
"Concerns about parking for staff, deliveries and parking for visitors."	"The new buildings should look like they belong in the area"	"Density of population will impact unfavourably on the local community"
"The ecological proposals do not go far enough to protect the rare trees"	"Unsuitable site for homes for older people; top of steep hill"	"The facilities will create excessive noise and pollution in the area"

Positive Comments

"The ecological approach would be well appreciated by the new residents"	"Supportive of the quantity of homes provided on the site"	"Proposal is very much needed at the time especially for residents who would like to continue living here in the area as we get older"
"Green roofs seem a good idea"	"Residents need something like this retirement village in West Hampstead"	"Positive contribution to the visual character of the area."

DESIGN REVIEW PANEL COMMENTS

A DRP event was held at Camden Council on Friday March 17th 2017, comments are summarised as follows:

Form, massing and urban design

- Concerns over the size of the brief and the nature of the site capacity;
- Too much emphasis on preserving the historic structure and responding to neighbourhood concerns;
- Supportive of greater development heights as neighbouring homes have long gardens and are typically 40-50m from the development;
- It is counter-intuitive to build on top of a hill but provide limited views out for residents;
- Principle of demolition already approved; suggest reservoir demolition and redesign buildings to relate outwards rather than inwards;
- Street frontage light wells separate buildings from public realm and do not reflect existing streetscape.

Architecture and design

- Concern about the quality of nursing home element at lower ground floor level;
- Flats for older people in basement courtyards could be compromised by levels of daylight, sunlight;
- Should try different layouts similar to existing streets;
- Visual connection through centre of the site lacks an arrival point and openness;
- Lower-level walkway looks more like a corridor than a communal space;
- Layout needs to create natural connections, places for chance encounters and joyful spaces;
- Parking for visitors to be considered.

Environmental issues

- Impact and expense of excavating below the reservoir floor level should be reduced;
- Any spoil could be used to grade in the reservoir slopes instead, helping to relate the development to the West Hampstead townscape;
- Better connected amenity space needed for residents that also relates to SINC habitat.

RESPONSE TO FEEDBACK:

Significant **design changes** have been made (see following boards for detail):

- Reduction in apartment numbers (from 108 to 82) and nursing bed numbers (from 30 to 15), therefore reduction in overall development area;
- Removal of all proposed development outside reservoir area and general approved frontage scheme footprint;
- Removal of one whole basement floor;
- Relocation of nursing home from lower level to ground floor to improve outlook;
- Building massing now set around a central pedestrian street, including courtyard spaces opening to the east;
- Design reflects the local streetscape 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 to the east;
- Areas of heritage building retained in communal spaces and visible from central street and courtyards;
- Proposed materials and forms relate more strongly to local townscape.



The above board (Board 5, available to view on LCR's website) from the display at events 4 & 5 was a new addition which summarised the comments made by attendees - local residents and community group members - at the previous events; comments from the Design Review Panel and comments from Council Officers on the initial design ideas presented. These are also set out in this report.

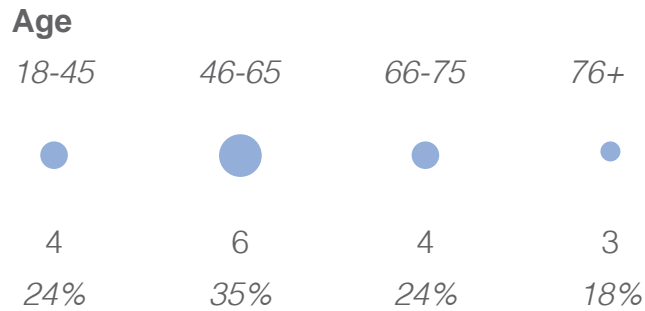
The final column sets out a summary of the responses of the design team and design changes made to the proposed development in order to meet, where possible, the concerns expressed by the comments.

The rest of the boards in the exhibition for events 4 & 5 included more details on the design approach for the new buildings and landscape treatment, including the proposed ecological enhancements.

Events Four and Five

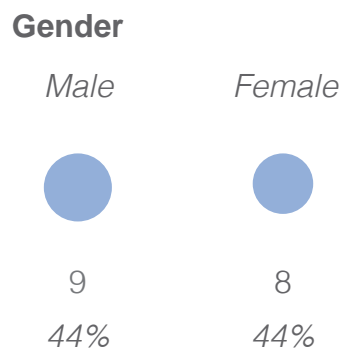
Respondents' Demographics

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

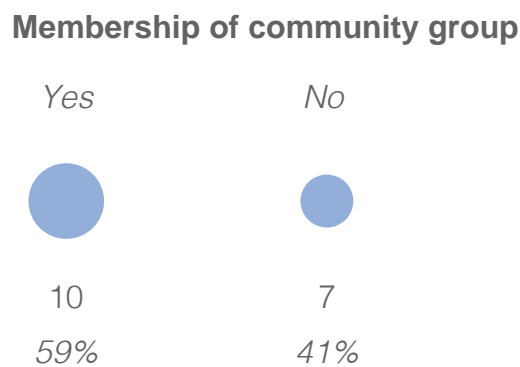


As the proposal is for a retirement community and as a high proportion of long-term local residents are older people, it was not surprising that most of the event attendees were over 45, with 42% being 66 or older.

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



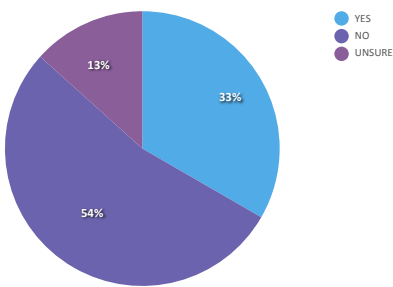
59% of the feedback forms identified the responder as a member of a local community group and these were mostly the local residents' groups or a broader group like the local West Hampstead and Fortune Green Neighbourhood Development Forum. All 3 of the local ward councillors attended either Event 4 or 5.



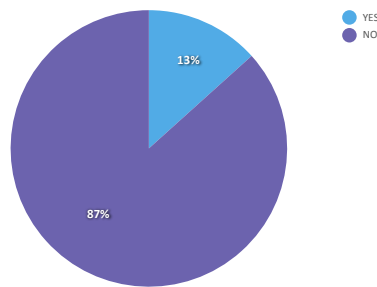
The high level of attendance by the immediately local residents groups indicates that interest in the proposal is, after the first two public community events, at its highest within the immediately adjacent streets.

Feedback Form Responses

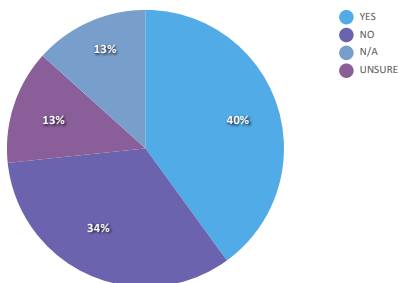
Q1: Do you support retirement housing?



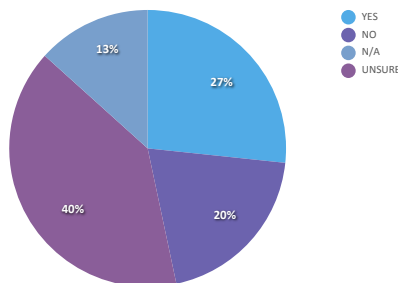
Q2: Do you support the ideas for retirement housing on this site?



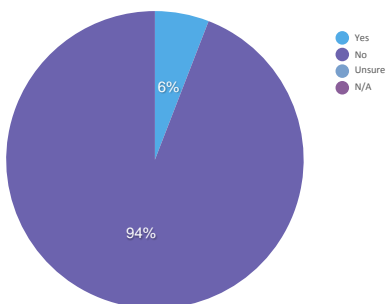
Q3: Do you support heritage plans for the reservoir?



Q4: Do you support the ecological enhancement proposals?



Q5: Overall, do you support the plans?



There were 5 questions 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:

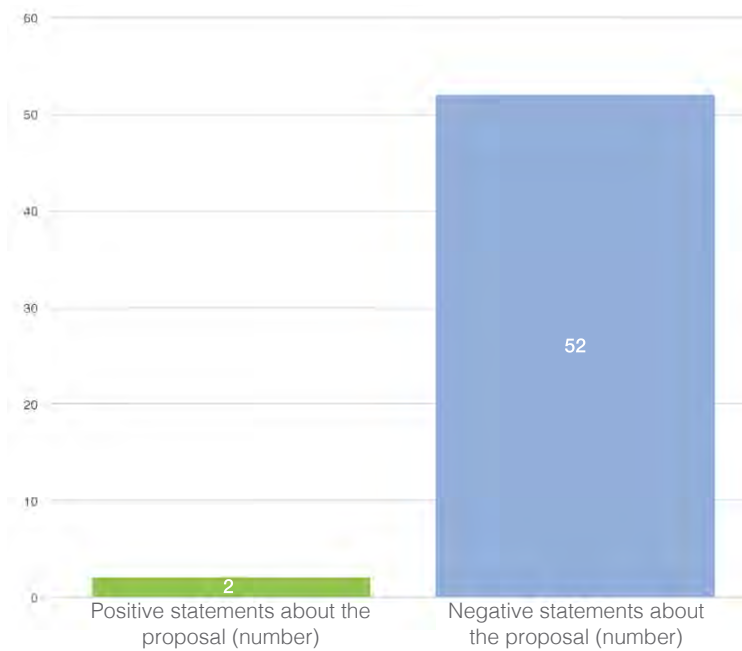
29% support retirement housing in general and **12%** on this site, although **77%** did not support such a use on the site.

24% support the ecological enhancement ideas and a further **35%** were unsure, suggesting that they may benefit from further information and more detailed explanations of the proposals.

The majority of respondents (**94%**) attending this round of consultation do not support the current proposals. This is somewhat higher than at the earlier community events and is most likely to be a reflection of the fact that almost all the attendees live close to the proposal site and have a strong interest in any proposal on this site.

Events Four and Five Feedback

Do you have any concerns regarding the proposal?



“In general, the whole project is too big for the area”

“I feel that this proposal is too high”

“We will still lose open space and green space”

“Traffic impact seems unrealistic”

“The design of the frontage is aesthetically unappealing”

“Too much traffic and the destruction of a precious green lung”

Summary of key issues:	No. Of mentions
Building Height / Scale / Density	16
Impact on the Existing Local Community	8
Access / Traffic	8
Green Space / Environment	7
Parking	5
Design	4
Affordability	3
Construction	2
Pollution	1

Positive Comments

- “Using the reservoir structure in the communal spaces could work”
- “The frontage design is probably the most important part of the detailed design. The latest drawings appear more consistent with the local architecture than previous attempts’

Summary

As expected following the feedback from our previous events, a high proportion of comments express negative opinions about the proposals, even though a number of the earlier criticisms were addressed in the updated design.

There was a lower turnout of attendees than the previous events (48 rather than 76), regardless of the wide extent of leafletting, local advertising and circulating information to the residents’ associations.

Most of the attendees to these events were people living in streets close to the site, largely backing onto it. A high proportion of attendees gave no formal feedback (31 out of 48) during the events, although 4 of these emailed or posted comments following the events. The views expressed about the updated proposal were largely negative, regardless of the changes undertaken by the design team.

In addition there was one respondent who made positive comments, as set out on this page.

The main issues for the neighbours continue to be the extent of development - height and scale - and issues around the quality and character of open space. Also, traffic, servicing and parking remains a concern.

More detailed explanations of the proposed landscape improvements and ecological enhancements, even though these are supported by the London Wildlife Trust, did not move the event attendees.



Further Engagement and Feedback

In addition to the public events, LCR have directly contacted all the residents of the two adjacent mansion blocks on Gondar Gardens - Chase Mansions and South Mansions - to ensure that they know about the proposals and to answer any specific concerns they might have about the proposed project.

Now that the main community events have been carried out, the exhibition boards from Event 4 & 5 are available to view on LCR's website:

www.lifecareresidences.co.uk

Any further comments that people wish to make on the proposals as shown on the boards can be emailed to AR Urbanism:

amanda@ar-urbanism.com

All comments will be recorded and passed on to LCR.

Once the planning application has been submitted to Camden Council, local residents will be able to make comments on the proposal directly to the Council through the Planning Portal.



Conclusions

LCR and the design team carried out a comprehensive range of community engagement events, including activities which are still ongoing. The main public events, which are recorded in detail in this document, produced a range of responses, both for and against the proposal.

Positively, there were many responses in support of retirement communities both in the local area and on this site, and some in support of this specific scheme. However, most of the feedback, which came from those living close to the site, presented a high level of concern over how these residents perceived the potential impacts of the proposed development.

The major issues which came up repeatedly in many of the feedback forms and email commentaries were: the scale and form of the proposal; the impact on the ecological character and balance of wildlife on the site; and the impact of traffic and parking, including construction traffic, on the neighbourhood streets.

These concerns were expressed at the first discussion with community representatives and continued through the public events.

At the same time as engaging with the public, LCR's design team were also meeting with the Council's planning and technical teams as well as their Design Review Panel. These consultees expressed different concerns about the project and the design process endeavoured to balance all these inputs to produce a locally responsive, attractive, and viable scheme within its defining planning parameters.

The design evolved significantly between the two sets of community engagement events to reflect the concerns of the community, the council's design review panel and the council's planning and other departments.

The proposal responded to scale and form concerns by reducing the footprint of the development overall (by 25%), reducing the numbers of apartments from 108 to 82, halving the number of nursing beds to 15, removing any construction activity from the 'green wings' alongside the reservoir and not excavating further below the level of the reservoir.

In terms of traffic and parking, the street impact was reduced with the removal of one vehicle crossing leading to the potential loss of only one existing street parking bay (which could potentially be replaced elsewhere), while a number of surveys were carried out to clearly explain the predicted low impact of deliveries and servicing.

Proposed ecological enhancements to the site are supported by the London Wildlife Trust and 51% of the existing site will remain as protected Local Green Space, while none of the protected trees around the edge of the site will be impacted by the development process.

The design review panel argued for a more outward looking design with less concern for height issues and all inputs supported a design that reflected the local mansion block typology more.

In summary, feedback from the local residents has been listened to and examined in detail. Where possible, their suggestions and ideas have been incorporated into the evolving design for this development.

References

References:

Camden Council. 2016. Statement of community involvement [Online]. Available at: https://www.camden.gov.uk/ccm/cms-service/stream/asset/SCI%20Final%20July%202016.pdf?asset_id=3500503 [Accessed Date: 16/05/17].

Department for Communities and Local Government. March 2012. The National Planning Policy Framework [Online]. Available at: https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/6077/2116950.pdf [Accessed Date: 30/06/17].

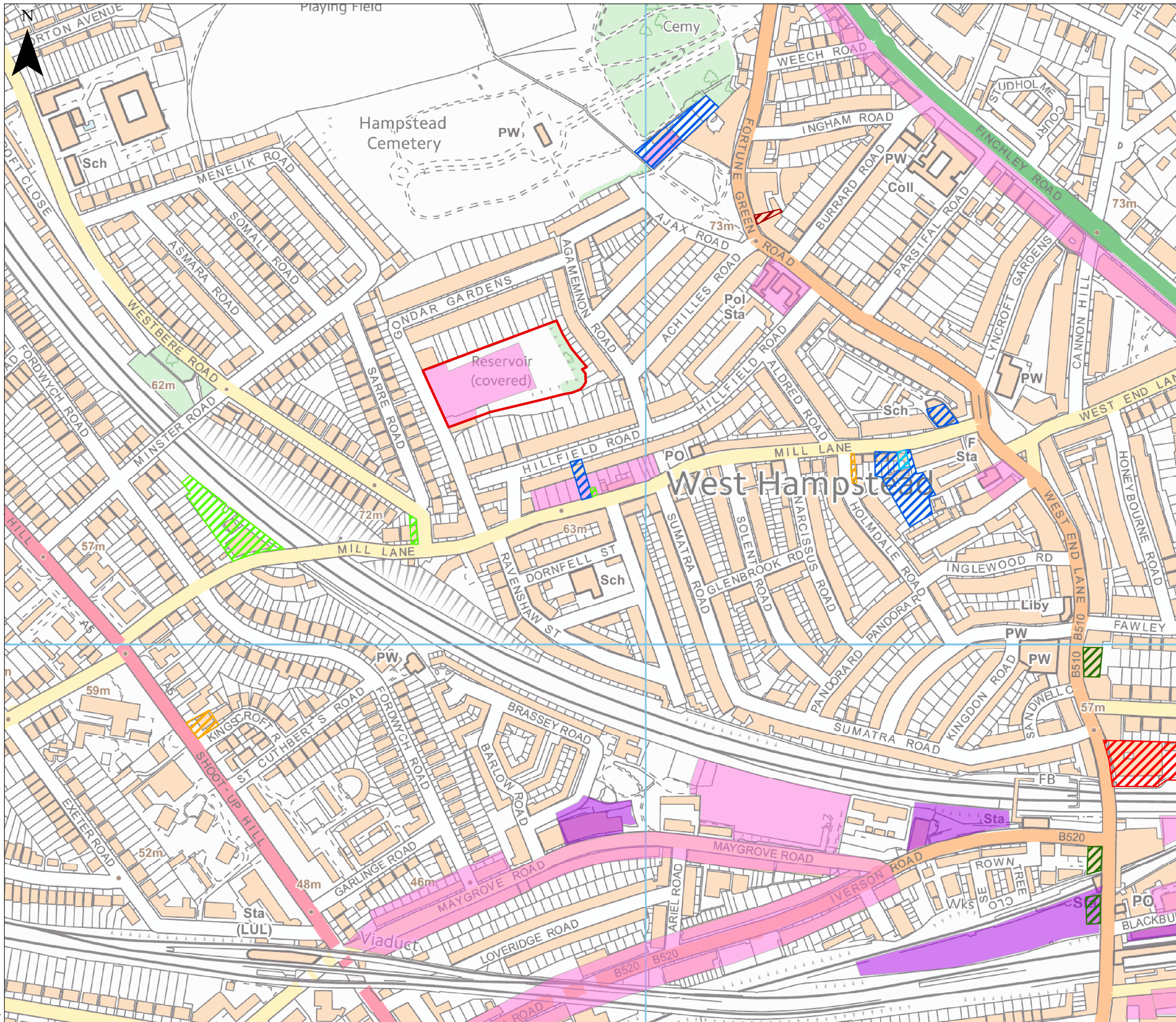
The University of Warwick. 2007. Statement of Community Engagement [Online]. Available at: https://www2.warwick.ac.uk/about/campusdevelopment/application/070620_statement_of_community_engagement.pdf [Accessed Date: 22/05/17].



63 Rivington Street
London EC2A 3QQ
www.ar-urbanism.com



Appendix F – Planning Applications



KEY

- Site boundary

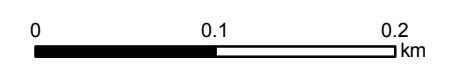
Sites proposed for development within Fortune Green & West Hampstead Neighbourhood Plan

- Planning permission approved
- Site identified for development

Planning applications

- Submitted 2010
- Submitted 2011
- Submitted 2012
- Submitted 2013
- Submitted 2014
- Submitted 2015
- Submitted 2017

Note - the planning applications identified only include the construction of new buildings and do not include modifications or extensions to existing buildings. This is not a whole and complete list and will be updated on a regular basis and in consultation with Camden Council.



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Persephone Gardens
Construction Management Plan

Figure 1
Planning Applications and Allocations