

Arthur Stanley House

Statement of Community Involvement



Westbrook Partners / 1921 Mortimer Investments Limited

December 2017

Introduction

This Statement of Community Involvement (SCI) has been prepared by West5 Consulting Ltd (W5C). W5C was instructed by Westbrook Partners/1921 Mortimer Investments Ltd (the Applicant) to undertake an inclusive consultation programme to engage with stakeholders and the local community in relation to revised proposals for Arthur Stanley House, Fitzrovia.

Planning application (ref:207/4306/P) was submitted in July 2017 for the refurbishment of the existing building and construction of a new build facing Tottenham Mews to provide 9 residential units.

Following detailed discussions, the application has been amended to increase the number of residential units to 10, with 2 x 3 bed family social rented affordable housing units on-site. The massing of the scheme was also revised to respond to the recently consented development at 30 Cleveland Street. The application is still pending decision.

A new application has subsequently been submitted in December 2017 for the refurbishment of the existing building and construction of a new build facing Tottenham Mews to provide 9 residential Units, which also accommodates the same massing response to 30 Cleveland Street. This SCI outlines the consultation undertaken for this application and should be read alongside other documents that have been submitted in support of the application.

The consultation approach detailed in this document has also been prepared in accordance with London Borough of Camden's own Statement of Community Involvement (2016) which states:

"Para 3.7 We strongly encourage all applicants to consult any neighbours who may be affected by their proposals before they submit a planning application. We encourage other groups such as local Conservation Area Advisory Committees (CAACs) and any other local interest groups to be consulted. It is especially important to undertake consultation on a wider scale for major, or potentially controversial, proposals where:

- the proposals are likely to have a significant impact on the environment or on the local community, and***
- the nature of the development is likely to attract significant local interest.***

Para 3.8 Pre-application consultation provides an opportunity for neighbours, local communities and stakeholders to discuss any proposals with the applicant so any issues can be raised directly with the applicant and influence their proposals."

This report details the consultation that has taken place up to the submission of the application. However, the Applicant is committed to ensuring that local residents and stakeholder groups continue to be engaged and consulted up until the application is determined.

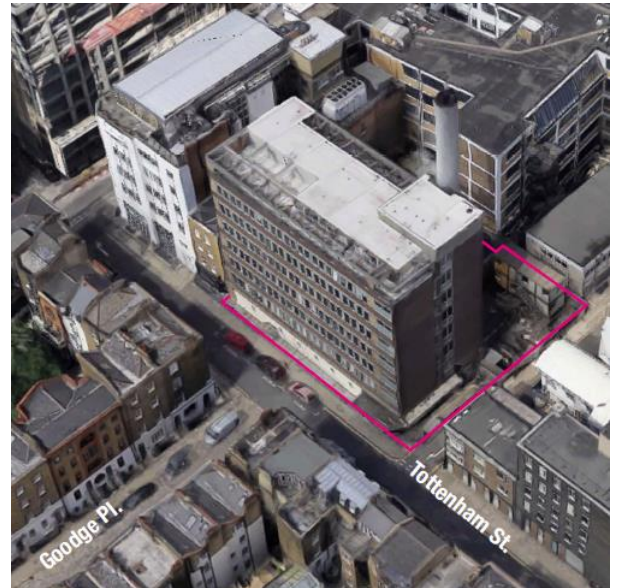
Summary of the proposed development

Arthur Stanley House is located on Tottenham Street, next to Tottenham Mews within the vibrant and dynamic district of Fitzrovia. The site currently comprises an eight storey 1960s block (seven storeys over ground, a lower ground and a basement), which has been vacant since 2005 when the University College London Hospital Trust relocated.

In October 2016, the site was granted planning permission at an appeal for the refurbishment of the existing building with an extension to enable a change of use from health care to a mixed-use development comprising offices, flexible office/health care and residential units.

The proposed scheme includes:

- ✓ Refurbishing the existing building to create new office space. Creating a high-quality environment suitable for Fitzrovia occupiers over small floorplates ranging from 3,600 to 6,300 square feet.
- ✓ A new three storey residential block on the Mews with warehouse aesthetics and loft style flats to create nine new homes. 4 x 1 bed, 4 x 2 bed and 1 x 3 bed.
- ✓ A new GP surgery.



Consultation Methods and Approach

The pre-application consultation has been underpinned by paragraphs 3.7 and 3.8 of the London Borough of Camden Council's SCI.

The project team conducted a thorough and inclusive programme of consultation to give people the opportunity to review and comment early on the proposals, as well as to encourage support and buy-in to the principle of the redevelopment.

Direct engagement has taken place with the neighbouring residents, stakeholders and elected representatives.

The stakeholder consultation methods discussed here are focused on the political and community consultation process and therefore do not detail pre-application meetings which took place with London Borough of Camden officers.

W5C undertook a consultation programme based on two separate strands; meetings with local representatives and holding a public drop-in session for local residents and businesses.

The public drop-in offered the opportunity for the project team to present the scheme to local residents, businesses and interested members of the public and to answer any questions they may have had about the redevelopment. It also allowed for the attendees to submit feedback on the proposed scheme, and offered the opportunity for the project team to collate the views of local residents.

Pre-application discussions with local stakeholders

Prior to the public drop-in session, we identified the community groups and individuals in the local area who would be interested in our revised proposals for Arthur Stanley House and offered to meet with them at a time and date which was most convenient to them.

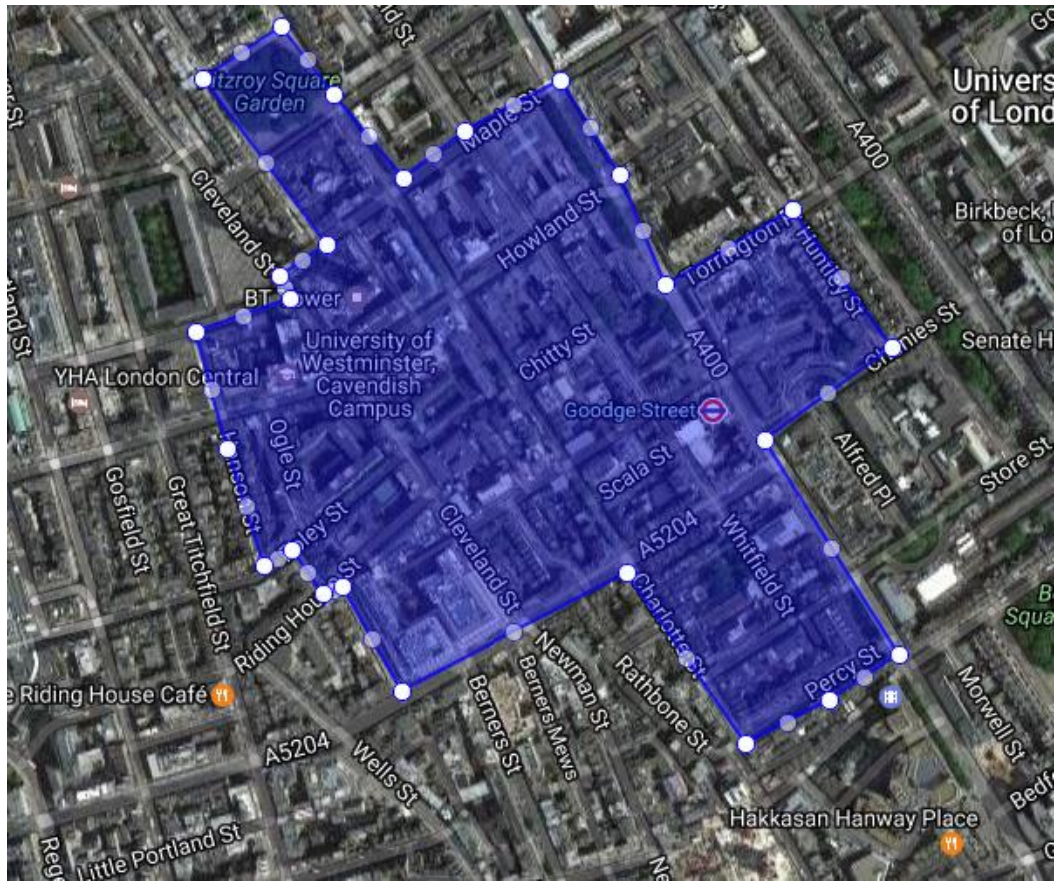
The stakeholder groups we contacted to offer a meeting to were:

- The Charlotte Street Association (Meeting took place with a representative on 19 June 2017 on site).
- Fitzrovia Neighbourhood Association (Meeting took place on 19 June 2017 on site)
- The Bloomsbury Conservation Area Advisory Committee (Meeting took place on 21 June 2017 on site).
- Bloomsbury Ward Councillors (Meeting took place on 20 June 2017 on site).
- Cllr Phil Jones, Cabinet member for Regeneration, Transport and Planning (Meeting took place on 15 June 2017 at Camden Town Hall).

Meetings took place with representatives of the project team present to talk through the proposals and answer any questions in advance of the public drop-in session on 22 June 2017. We will continue to maintain regular contact with these individuals and groups as the planning application progresses and are happy to meet anytime to discuss the application in more detail.

Publicising the consultation

Ahead of the drop-in session over 1,300 leaflets were hand delivered to residents and businesses surrounding the site on 10 June, 12 days before the drop-in session took place. The delivery area is highlighted in the map below. The objective of the leaflet was to invite the local community to the public drop-in, to communicate information about the scheme, and to allow feedback mechanisms from those not able to attend the session. A copy of the leaflet can be found in **Appendix 1**.



Map of leaflet distribution area

An advert was placed in the Camden New Journal on 15 June 2017, designed to re-publicise the drop-in session a week in advance of the event taking place. A copy of the advert can be found in **Appendix 2**.

Posters displaying the details of the drop-in were also delivered around the local area, in the following locations:

- Italia Uno Café - 91 Charlotte Street, London, W1T 4PX
- Fitzrovia Centre - 2 Foley Street, London, W1W 6DL
- St Charles Borromeo (R.C.) Church - 8 Ogle Street, London, W1W 6HS
- Fitzrovia Neighbourhood Association - 39 Tottenham Street, London, W1T 4RX
- The Ship Pub - 134 New Cavendish Street, London, W1W 6YB
- Tesco Express - 101 New Cavendish Street, London, W1W 6BE

The wide range of locations where the posters were displayed was designed to ensure that a wide range of local residents saw the posters displayed and obtained the details needed. A copy of the poster can be found in **Appendix 3**.

Personalised invitation emails were sent out to all ward councillors – Cllr Sabrina Francis, Cllr Rishi Madlani and Cllr Adam Harrison as well as other councillors including members of the Cabinet and the Planning Committee.

Personalised emails were also sent to the following local community groups and can be found in **Appendix 4** of this report:

- Fitzrovia Trust
- Fitzrovia Partnership
- Charlotte Street Association
- Bloomsbury Association
- Bloomsbury Conservation Area Advisory Committee
- Friends of Fitzrovia Parks
- Fitzrovia Neighbourhood Centre and Association
- Camden Civic Society

The public drop-in session

A public drop-in session took place on 22 June 2017 in order to provide local residents and businesses with the opportunity to view, discuss and comment on the proposed scheme for Arthur Stanley House. The drop-in session took place on 22 June 2017, between 3pm and 8pm at the Equiano Room, Fitzrovia Community Centre, 2 Foley Street, London W1W 6DL. 18 people attended the drop-in session to view the proposals and speak to members of the team.

By holding an exhibition throughout the day and into the evening, the Applicant aimed to mitigate any barriers in attendance from members of the local community.

Visitors had the opportunity to view six display panels, containing details of the proposed redevelopment. The panels on display can be found in **Appendix 5**. The Applicant, the planning consultant, the architect and W5C were available throughout the drop-in session to answer any questions and take visitors through the proposals on display.



A feedback form was available for attendees to give their feedback on the proposals for Arthur Stanley House. Attendees were given the option to either to fill it out at the venue and put it in the feedback box, or to take it home and send comments via email. So far ten comments have been received. A copy of the feedback form can be found in **Appendix 6**.

Feedback and response to the consultation

We maintain several ways the local community and stakeholders can give their comments and feedback about the proposals for Arthur Stanley House, including:

- A telephone number, staffed during office hours 0203 624 6648.
- Via email at dawn.larmouth@west5consulting.co.uk

The pre-application meetings with stakeholders and the public drop-in session has allowed us to assess the feedback to our proposals in a quantitative and qualitative way.

The consultation included questions which allowed us to assess the response in a quantitative way.

The qualitative response was gathered from listening to individuals and groups in meetings, on the phone, and at the drop-in session.

The feedback form asked for written comments about the scheme and the email service also gave an opportunity for people to send in written comments.

The quantitative and qualitative comments have been recorded and analysed objectively by W5C.

18 people attended the drop-in session with eight leaving comments in the feedback box provided.

From the question **“Which of these statements best describes your opinion about the proposals?”**

Four people stated that they support the proposal. One person stated that they support the proposal, but with some reservations. Two people had no strong feelings about the proposal and one person did not support the proposal.

A summary of the key points raised during stakeholder meetings and the public drop-in session are explained below;

The Proposal

A number of people, both verbally and in writing during the pre-application stage have said they want to see this scheme come forward sooner rather than later, citing the building has been vacant for far too long.

Design

Many residents and stakeholders agreed with the Applicant in terms of the new design being more in keeping with Fitzrovia and more sympathetic to the Conservation Area, than the consented scheme. The majority of people who came to the public-drop in session and during our one to one meetings with stakeholders said they liked the design and thought it was a clear improvement on the original building. The majority of stakeholders also liked the design of the new Mews building on Tottenham Mews, believing it complimented the existing Mews homes.

The CAAC was not convinced with the colour of the brickwork of the new Mews building, but was pleased to see no extra height being proposed and Arthur Stanley House being refurbished.

Affordable Housing

Several people who attended the drop-in session and during the pre-application stakeholder meetings, queried whether affordable housing would be provided on this site.

The proposed scheme at Arthur Stanley House provides nine residential units. By comparison to the consent there is a reduction of three units. The provision of three fewer units on the site means the proposed development will be required to make a payment in lieu contribution to affordable housing, which will be determined by Camden Council.

Overlooking and Privacy

One local resident who lives next door to the site was concerned about their privacy, in particular the views from the new corner and side windows on Arthur Stanley House.

The Applicant explained that the existing residential consent has full height balconies with glazed balustrades facing towards the east directly at the neighbour's terraces, which would be much worse in terms of their privacy and overlooking than the scheme we are proposing.

The Applicant also explained that many of the windows on that side elevation already exist, but are into the staircase so would have limited people looking out of them as most will use the lifts during the working week.

Construction

There was some concern in relation to construction, dust and noise as part of the development from a couple of people who live next door to Arthur Stanley House.

The Applicant has confirmed that construction will only be able to take place during normal working hours, so 8am to 6pm weekdays and 8am to 1pm on Saturday. There is an air quality assessment report being carried out which will set out how we will intend to mitigate against any noise, dust and sound related issues during construction to ensure as limited disruption to residents and businesses as possible. We will also have a robust and thorough Construction Management Plan which will need to be approved by Camden before work starts on site, which is being submitted with the application.

Conclusion and continued consultation

In conclusion, the Applicant has sought to undertake an open and inclusive consultation in relation to the redevelopment proposals for Arthur Stanley House.

The project team has, throughout the consultation process, actively sought to both communicate with and gain feedback from, a wide variety of stakeholders throughout the pre-application process.

The scope of the consultation was met through engaging with a range of stakeholders including residents, community groups and local politicians. Engagement, both top down and ground up, was undertaken in a manner that allowed all stakeholders to feel involved in the process.

The Applicant is committed to ongoing consultation throughout the lifetime of the project, continuing to meet with residents and business groups and keeping local politicians involved. The Applicant will also inform stakeholders and all those who attended the drop-in session once the planning application is submitted and offer to meet with them if they have any further questions or comments.

Arthur Stanley House, Fitzrovia

Public drop-in session



Westbrook Partners, the new owner of Arthur Stanley House, is holding a drop-in session for local residents and businesses to view their improved redevelopment proposals for this site in Fitzrovia.

The drop-in session will show the emerging plans for a revised mixed-use development and will give all those who attend an opportunity to ask questions and speak to members of the project team.

Details of the public drop-in session are as follows:

When: 22 June 2017

Time: 3pm to 8pm

Venue: Fitzrovia Community Centre
(Equiano Room), 2 Foley Street,
London W1W 6DL

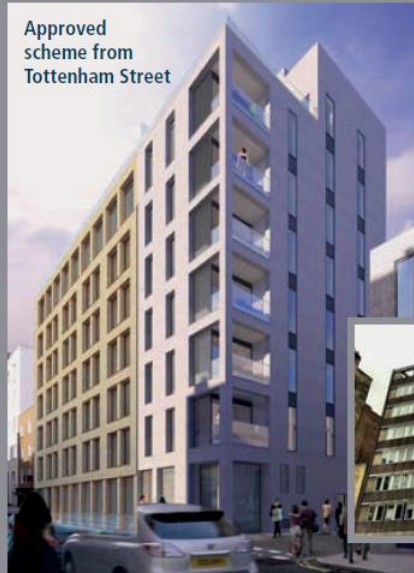


If you are unable to attend or would like more information please contact Dawn Larmouth on 020 3624 6648 or email dawn.larmouth@west5consulting.co.uk

Arthur Stanley House, Fitzrovia Public drop-in session

History of the site

Arthur Stanley House currently comprises an eight storey brick-faced 1960s block, which has been vacant since 2005 when the University College London Hospital Trust relocated. In October 2016, the site was granted planning permission at an appeal for a refurbishment of the existing building with an extension to enable a change of use from health care to a mixed-use development comprising offices, flexible office/health care space and residential units.



Existing building



Our proposals

Westbrook acquired the site during the appeal process, and since this acquisition they have engaged Allford Hall Monaghan Morris to carry out a detailed design review of the proposals for the refurbishment and redevelopment of Arthur Stanley House. The design team have identified an alternative approach to a mixed-use scheme for the site, which improves upon the consented development while still providing both office and residential accommodation.

The project team will be on hand to provide more information, show you more images and listen to what you have to say before a planning application is submitted to Camden Council.

If you are unable to attend or would like more information please contact
Dawn Larmouth on 020 3624 6648 or email dawn.larmouth@west5consulting.co.uk

Appendix 2 – Advert

Now pro-Corbyn: Town Hall leader Georgia Gould with MPs Keir Starmer and Tulip Siddiq

There are varying levels of how much credit should be invested in the leader's performance, with some members reminding those most euphoric about the results that the party is still not in government.

But a consensus has grown that Mr Corbyn will not now face a new leadership challenge, like the one that was apparently being prepared in the event of a heavy loss of seats.

Those who are not praising Mr Corbyn directly or retain some lingering doubts have still celebrated the effect

the party's election manifesto had on the voting public.

It promised to build a million new homes, including 100,000 social homes a year, scrap tuition fees, hire 10,000 new police officers, reverse cuts to school funding and ban zero-hours contracts in the workplace.

The party said it would pay for this investment by raising a corporation tax and a "Robin Hood" charge on financial transactions.

Camden finance chief Councillor Theo Blackwell, another past critic, has joined the calls for

unity. "Jeremy found it during the campaign, and the manifesto was great. Let's also remember Tories' *Daily Mail*-version of Brexit was going to destroy this country and make us a nastier, poorer place. A lot of people voted for us against that awful vision of the future. This still could happen," he said.

"Labour is a broad church between social democrats like me and socialists, and unity is everything now to stop hard Brexit, not party squabbles from either wing."

The party is now gear-

ing up for another potential general election and next year's council elections, where it is looking to build on its majority in the Town Hall chamber. Some are predicting an even bigger lead once the borough goes to the polls again.

Backbench councillor Thomas Gardiner, one of Mr Corbyn's supporters, said: "I think the left has always said that the party should reflect all views within the party. Unity behind Jeremy would be a positive thing. It's welcome that people are seeing what a good leader he can be."

leader who inspired young voters

Phil Jones (@philjones79) · 11 Jul 2018
Having to disappoint. @corbyn is the best thing to happen to the Tories since... ever

that Jeremy Corbyn is the best thing to happen to the Tories since... ever."

Cllr Jones said yesterday (Wednesday): "I said that based on my assessment of the situation at the time and I did vote for Owen Smith. Jeremy did better than I expected."

"I think we have a lot of work still to do but he would have been criticised if he had lost lots of seats, so should get credit if he does well. At the end of the day we

are all Labour and will be pulling together as what we've ended up with, a Tory and DUP coalition, is the worst thing possible."

He added: "On election day – it sounds like a cliché – but we had people going around keeping their horns in support and young people getting involved. Younger people are getting engaged and Corbyn played a part in it. Owen Smith is now in the shadow cabinet so that's

a sign of the unity."

Cllr Gimson said she could now see Labour winning the next election, adding: "We are united now behind Jeremy. He clearly connected with people, and so did the manifesto."

"What was interesting was the other parties were squeezed and Corbyn was forming a coalition against Theresa May and the Conservatives. You don't always see that when you are so close to it but during the campaign, people got to see him like they haven't before, because the BBC was forced to give him more of a chance."

"There were videos of him being shared across the internet and his message was a message of hope for people."

"Going around, people are genuinely worried about the future. There are families worried about how they are going to pay bills, public sector workers who can't afford to live in the city. People were worried about cuts to their schools, to their public services."

"They were not willing to give Theresa May a blank cheque on austerity and they came together around Corbyn and Labour's positive campaign."

they voted Lab Dem de a campaigner, journal.com

Arthur Stanley House, Fitzrovia Public drop-in session



Westbrook Partners, the new owner of Arthur Stanley House, is holding a drop-in session for local residents and businesses to view their improved redevelopment proposals for this site in Fitzrovia.

The drop-in session will show the emerging plans for a revised mixed-use development and will give all those who attend an opportunity to ask questions and speak to members of the project team.

Details of the public drop-in session are as follows:

When: 22 June 2017
Time: 3pm to 8pm

Venue: Fitzrovia Community Centre (Equiano Room), 2 Foley Street, London W1W 6DL



If you are unable to attend or would like more information please contact Dawn Larmouth on 020 3624 6648 or email dawn.larmouth@west5consulting.co.uk

Arthur Stanley House, Fitzrovia

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Appendix 4 – Stakeholder Email

Title: Arthur Stanley House, Drop-in session 22 June 3pm to 8pm to view revised plans.

Dear xxx ,

I am contacting you on behalf of Westbrook Partners, the new owners of Arthur Stanley House, Tottenham Street, to invite you and members of the xxx to a drop-in session to view their improved proposals to redevelop the site.

Members of the project team will be on hand to talk you through the proposals and answer any questions you may have. We have also attached a copy of the leaflet which are being delivered to residents and businesses in the local area for your information.

The details of the drop-in session are:

Date: 22 June 2017

Time: 3pm to 8pm

Venue: Fitzrovia Community Centre (Equiano Room), 2 Foley Street, W1W 6DL

The project team are committed to working with you and the local community and listening to what you have to say before a planning application is submitted to Camden Council.

If you wish to attend or for further information please contact me on 0203 624 6648 or email dawn.larmouth@west5consulting.co.uk .

We look forward to hearing from you.

Kind regards,

Dawn

On behalf of Westbrook Partners.

Appendix 5 – Drop-in Banners

WELCOME AND INTRODUCTION

ARTHUR
STANLEY
HOUSE

Westbrook Partners welcomes you to its drop-in session to view its proposals for a revised mixed-use development for Arthur Stanley House. Members of the design team are here and are happy to take you through the proposals and answer any questions you may have.

Arthur Stanley House is located on Tottenham Street within the vibrant and dynamic district of Fitzrovia.

The site currently comprises an eight-storey 1960s block, which has been vacant since 2005 when the University College London hospital trust relocated.

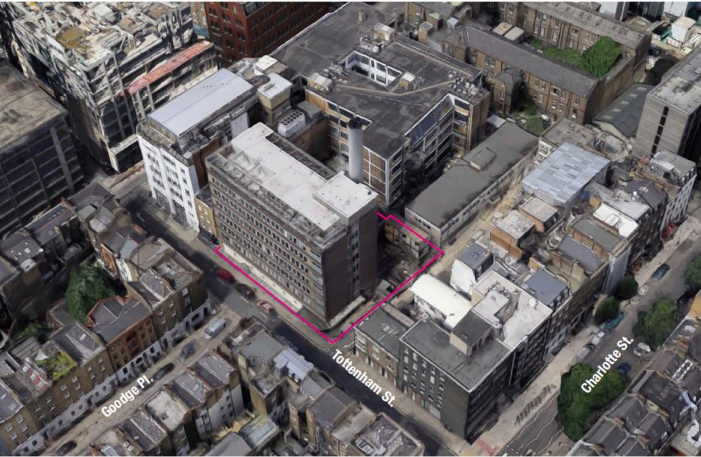
In October 2016, the site was granted planning permission at an appeal for the refurbishment of the existing building with an extension to enable a change of use from health care to a mixed-use development comprising offices, flexible office/health care and residential units.

Westbrook acquired the site during the appeal process and engaged RIBA Stirling Prize winning architects Atford Hall Monaghan Morris (AHMM) to undertake a detailed design review of the approved scheme.

The former owner's approved scheme was designed in response to the split tenure of the site: the office space was positioned on the applicant's short leasehold title and the residential was situated on the applicant's freehold title creating an inefficient use of occupiable space.

Westbrook has since resolved the site's land ownership issue by acquiring the adjoining freehold title and with AHMM has developed a new scheme of high quality design which meets the current demand requirements of Fitzrovia area office and residential occupiers.

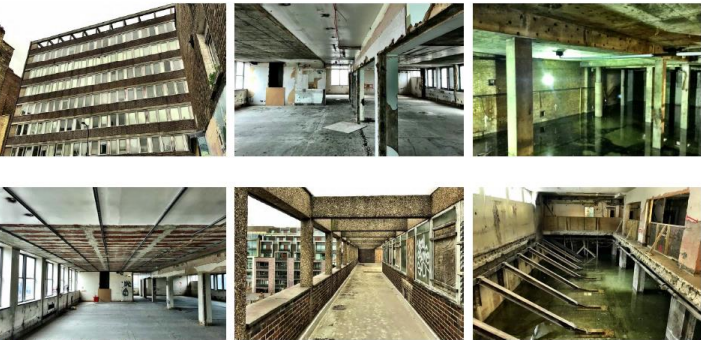
Identified as a detractor in its existing state, the proposed scheme will deliver over 600 jobs and business rates to a site which has been vacant for 12 years and is currently derelict.



The Site Today



Existing: Gough Place View



Existing Condition: Vacant for 12 years and Derelict

OUR PROPOSAL

ARTHUR
STANLEY
HOUSE

About The Proposal

The design team have identified a better approach to a mixed-use scheme for the site and Fitzrovia.

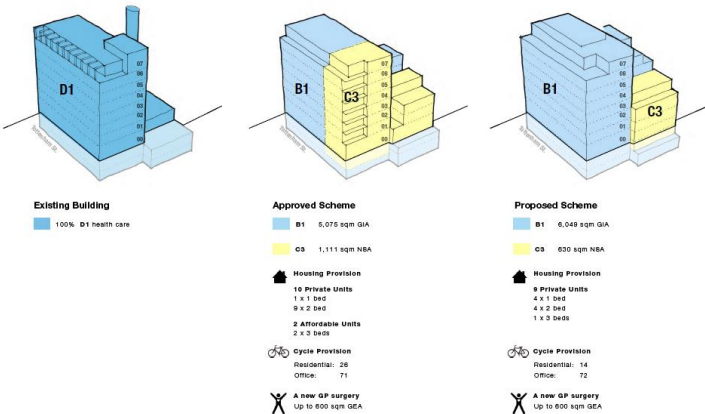
The proposed scheme seeks to:

- Refurbish the existing building
- Extend the floorplates to the rear of the building
- Create a high quality environment suitable for Fitzrovia occupiers over small floorplates ranging from approximately 3,200 to 6,400 square feet
- Develop a residential block on the Mews with warehouse aesthetics and loft style flats

The existing structure will be given a new lease of life with larger windows that improve daylighting levels, enhance the current elevation, compliment the local context and meet current building standards.

Design Strategy

- High quality design which enhances the conservation area
- A workplace for over 600 new jobs
- 9 new homes
- Space for a new GP Surgery
- The proposed scheme is lower than the existing building and approved scheme



Approved Scheme: Inefficient and Poorly Configured



Proposed Scheme: Superior Design that Responds to Fitzrovia's Energy and Charm

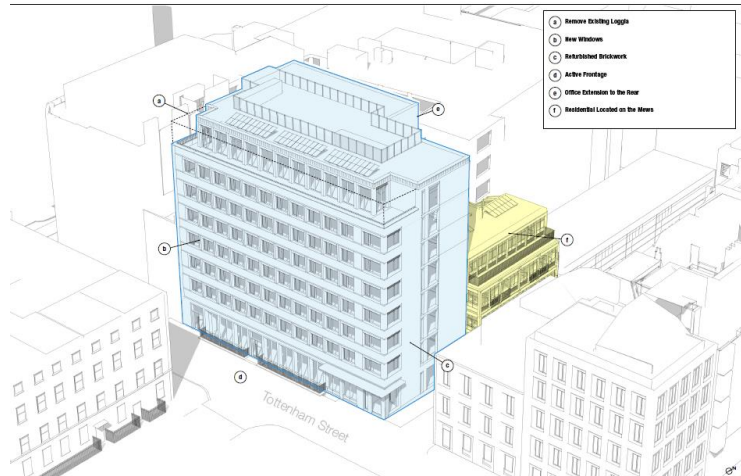
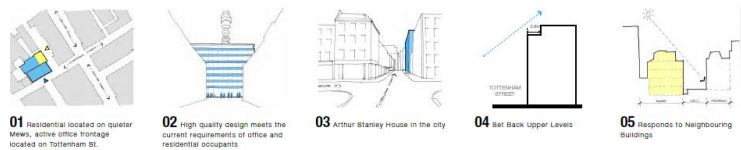
WESTBROOK PARTNERS

WESTBROOK PARTNERS

THE DESIGNS

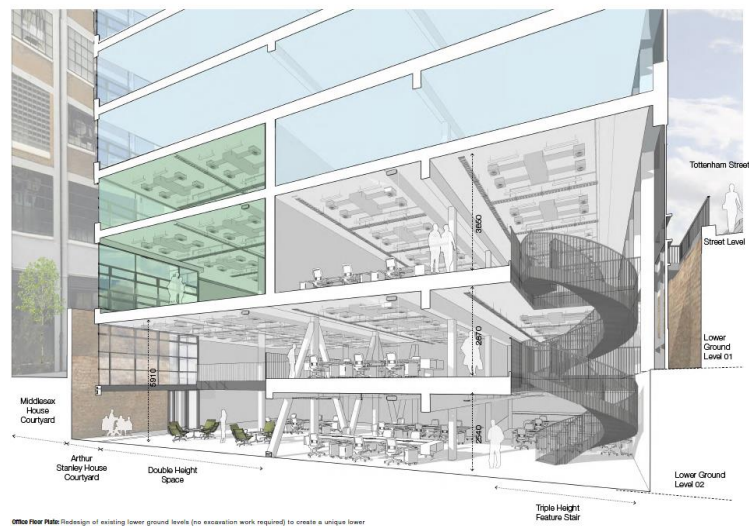
ARTHUR STANLEY HOUSE

Objectives and Approach to the Proposed Scheme



LAYOUTS

ARTHUR STANLEY HOUSE



Office Floor Plate Redesign of existing lower ground levels (no excavation work required) to create a unique lower 'penthouse' office with double height space, exposed services and external amenity

EXISTING AND PROPOSED VIEWS

ARTHUR STANLEY HOUSE

Existing



Existing View: Goudge Place



Existing View: Charlotte Street



Existing View: Cleveland Street



Illustrative Existing View: Tottenham Mews



Proposed View: Tottenham Street View

Proposed



Proposed View: Goudge Place



Proposed View: Charlotte Street



Proposed View: Cleveland Street



Illustrative Proposed View: Tottenham Mews

CONSTRUCTION AND SUSTAINABILITY

ARTHUR STANLEY HOUSE

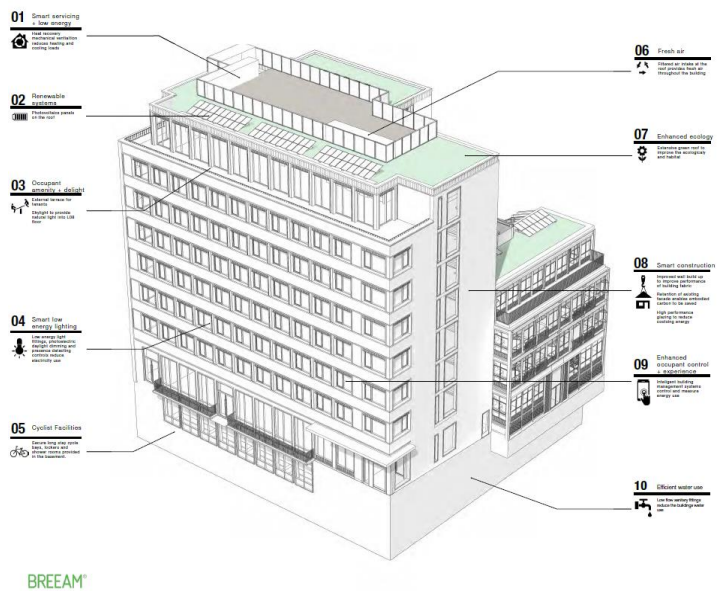
CONSTRUCTION

Westbrook is committed to being a good neighbour. We will agree a construction management plan with the Council and will always follow the Considerate Constructor's Code. This means:

- A construction management plan will be agreed with the Council to minimise disruption for residents and will form part of the planning application;
- A Residents' Liaison Officer will be available as a point of contact for queries;
- Restricted working hours for construction;
- A secure and safe site;
- 24 hour security;
- Agreed routes for construction traffic; and
- Managed deliveries to reduce impact.

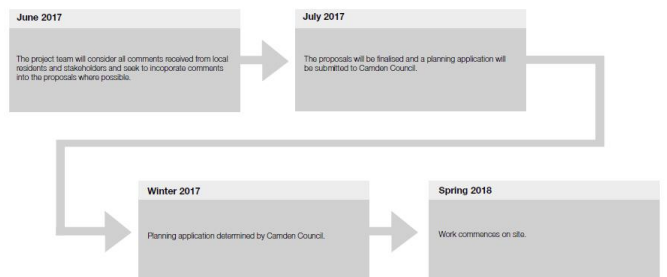


SUSTAINABILITY



BREEM®

Feedback and What Happens Next



Thank you for taking the time to attend our drop-in session today and look through the proposals.

We have provided feedback forms on tables around the room and would like to hear your views on the proposals before a planning application is submitted to Camden Council.

Please do fill in the feedback forms and drop it in the feedback box provided, alternatively you can email your comments directly to us via the email address provided below:

Contact Us: Email: dawn.lamouth@westbrookconsulting.co.uk Phone: 0203 624 6648

Appendix 6 – Feedback Form

Arthur Stanley House, Fitzrovia | Feedback form

Thank you for attending today's public drop-in session. Now you have had the chance to view our proposals, we are keen to get your feedback.

YOUR DETAILS (Please use block capitals):

Name:

.....

Address:

.....

Postcode:

.....

E-mail:

.....

Telephone:

.....

Which of these statements best describes your opinion about the proposals?

- ☐ I support this proposal
- ☐ I support this proposal, but have some reservations
- ☐ I have no strong feelings about this proposal
- ☐ I have some concerns about this proposal
- ☐ I do not support this proposal

Further comments for us to consider

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If you do not wish to be contacted with project updates, tick this box ☐. In accordance with the Data Protection Act 1998, details provided will be passed on to third parties.

If you would like to send your comments via email, please send to dawn.larmouth@west5consulting.co.uk