



DECEMBER  
2017

135 – 149 Shaftesbury Avenue

Statement of Community Engagement

Iceni Projects Limited on behalf of  
Capital Start Ltd

December 2017

ICENI PROJECTS LIMITED  
ON BEHALF OF CAPITAL  
START LTD

**Iceni Projects**

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135 – 149 Shaftesbury Avenue  
STATEMENT OF COMMUNITY ENGAGEMENT



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# 1. INTRODUCTION

- 1.1 This Statement of Community Engagement (SCE) has been prepared by Icení Engagement on behalf of Capital Start Ltd (henceforth known as the Applicant), to accompany a detailed planning application to the London Borough of Camden in respect of the proposed redevelopment of 135 – 149 Shaftesbury Avenue:

*“The comprehensive refurbishment of the existing Grade II listed building and the provision of a new two storey roof extension and new basement level, providing a new four-screen cinema (Class D2) and spa (sui generis) at basement levels, a restaurant/bar (Class A3/A4) at ground floor level, a 94-bed hotel (Class C1) at part ground and first to sixth floors and associated terrace and bar (Class A4) at roof level, together with associated public realm and highways improvements.”*

- 1.2 The Applicant has made a commitment to consult with local communities throughout the design process, ensuring a sympathetic and high-quality proposal for the area.
- 1.3 The Applicant’s commitment to consultation has ensured that local people have been kept up-to-date during the pre-application process. Throughout the extensive consultation process, changes have been made to the Proposed Development prior to submission.
- 1.4 This SCE demonstrates the Applicant’s comprehensive approach to pre-application consultation which began with a series of meetings with the London Borough of Camden officers from May 2017 and meetings with local people, amenity groups and other stakeholders between October 2017 and December 2017.
- 1.5 Icení Engagement, summarises the programme as well as the key findings and outcomes. All consultation activities outlined in this document were undertaken by the Applicant and the Applicant’s representatives, including Icení Engagement; architects Jestico + Whiles and planning consultant Icení Projects
- 1.6 The consultation programme has followed best practice and prevailing guidance on pre-submission consultation. This includes the Localism Act (2011), the NPPF (2012), the NPPG (2014) and London Borough of Camden’s Statement of Community Involvement (SCI) (2016)

## 2. RELEVANT POLICY

### National Planning Policy

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- 2.1 The details of the consultation and the methodology within this document aim to satisfy the recommendations of the 2012 National Planning Policy Framework (NPPF), which encourages engagement in pre-application discussions with local planning authorities and local communities to ensure detailed awareness of emerging proposals. The NPPF states that:

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

- 2.2 The Applicant sought to adhere to the 2014 National Planning Practice Guidance (NPPG), which requires applicants to understand the site’s context, engage with relevant stakeholders at an early stage and pursue a tailored approach to consultation.
- 2.3 In addition, the engagement programme accords with the London Borough of Camden’s Statement of Community Involvement (SCI), which was adopted in July 2016

### **3. SUMMARY OF THE SITE AND APPLICATION PROPOSALS**

- 3.1 The existing building on site is a five storey Grade II listed building that was the former Saville Theatre, originally built in 1930-1931. It's most notable feature is the frieze that runs along the front elevation of the building depicting drama through the ages. Over time, the building has undergone a significant amount of internal conversion work that has left little of the original theatre fabric intact
- 3.2 The building is now used as a cinema by current building tenants, the Odeon cinema group. Under the terms of their current lease, there has been a duty to maintain the building to an acceptable standard. Unfortunately, given its age and due to the number of the historical interventions not being to the benefit of the building, recent repair work has been unsuccessful.
- 3.3 As a result, the building is now at risk of falling into a state of disrepair and disuse unless a comprehensive suite of repair works is undertaken immediately. With these works estimated to be in the order of £10,000,000, the Applicant has decided to execute a break clause within the current lease and pursue a comprehensive redevelopment option for the site that would generate the necessary revenue to carry out the repair work, secure the long-term future of the listed building and introduce a sustainable and commercially viable development to the benefit of the wider area.
- 3.4 This application proposes the complete refurbishment of the existing Grade II listed building, including the provision of a new two storey roof extensions and new basement level. The proposals will deliver a new four-screen cinema and spa at basement levels, a restaurant / bar at ground floor level and a 94-bed hotel at part ground and first to sixth floors. There will also be an associated terrace and bar at roof level, alongside public realm and highways improvements.

## 4. EARLY STAKEHOLDER ENGAGEMENT

**October 2017 – December 2017**

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4.1 An extensive, detailed stakeholder mapping and research exercise was carried out at an early stage, establishing the community/amenity groups, local stakeholders and other bodies who would be interested in or affected by the Proposed Development.

4.2 Community groups and local stakeholders approached were:

- Phoenix Gardens
- The Covent Garden Community Association
- The Seven Dials Trust
- Holborn and Covent Garden ward councillors
- The Cabinet Member for Investing in Communities (Councillor Danny Beales)
- The Cabinet Member for Promoting Culture and Communities (Councillor Jonathan Simpson)
- The Night Czar, GLA (Amy Lamé)
- Soho Housing
- Phoenix Artists Club
- Phoenix Theatre
- Bee London (Business Improvement District)
- The Bloomsbury Conservation Area Advisory Committee
- St Giles-in-the-Fields Church
- All residents The Alcazar, Pendrell House, Cambridge House, Glass House, 1A Phoenix Street and Stacey Street

4.3 The section below is a record of the specific consultation with local stakeholders during the consultation. Please note that members of the project team were on hand to present the proposals on all occasions unless otherwise specified.

**Table 4.1 Stakeholder meeting summary**

Consultation meeting	Date	Attendees
Cabinet members	13 November 2017	<ul style="list-style-type: none"> <li>The Cabinet Member for Investing in Communities (Councillor Danny Beales)</li> <li>The Cabinet Member for Promoting Culture and Communities (Councillor Jonathan Simpson)</li> </ul>
The Night Czar, GLA	21 November 2017	<ul style="list-style-type: none"> <li>Amy Lamé</li> <li>Ed Bayes, Culture at Risk Officer</li> </ul>
The Covent Garden Community Association	27 November 2017	<ul style="list-style-type: none"> <li>Elizabeth Bax (chair of CGCA planning subcommittee);</li> <li>Shirley Gray</li> <li>David Kaner (chair of CGCA licensing subcommittee)</li> <li>Jo Weir (chair of CGCA)</li> <li>Meredith Whitten (CGCA planning advisor)</li> </ul>
Phoenix Gardens	28 November 2017	<ul style="list-style-type: none"> <li>Michael Ryley, Chair</li> <li>Chris Raeburn, Community Gardener</li> </ul>
Soho Housing	14 December 2017	<ul style="list-style-type: none"> <li>Jeremy Eveleigh, Managing Director</li> <li>Karen Reid, Housing Portfolio Manager</li> </ul>

**4.4 People attending the meetings were supportive of a number of aspects:**

- The existing building is considered to contribute very little by some and most people welcomed the principle of change.
- Many believed that the proposals would help to tackle some of the existing anti-social behaviour, particularly on St Giles Passage, Stacey Street and New Compton Street.
- The sympathetic design was welcomed by many, with a recognition that the Applicant had created a scheme that was subservient to the Listed Building.
- The existing condition of the building was a concern for many and most people were sorry to see that some much of the building was not used.



4.5 **There were also some issues raised:**

- The viability of a cinema on site was questioned. Some stakeholders were concerned that it would not be delivered.
- Many were interested in how the Applicant would manage deliveries to the site, and also how the Applicant would minimise disruption during construction.
- The issue of sunlight, daylight and overshadowing was raised by some people. In particular the impact of the proposal on Phoenix Gardens.

4.6 The Applicant also wrote to a number of other identified stakeholders, whom at the time of submission had either not responded, or did not feel a meeting was necessary. All stakeholders received a letter and follow-up email and telephone call unless otherwise specified.

**Table 4.2 Stakeholder contact summary**

Consultation meeting	Feedback
Ward Councillors	<ul style="list-style-type: none"> <li>• <b>Councillor Julian Fulbrook</b>, did not take up the offer of a meeting</li> <li>• <b>Councillor Awale Olad</b>, did not take up the offer of a meeting</li> <li>• <b>Councillor Sue Vincent</b>, has not yet responded to the Applicant's request for a meeting.</li> </ul> <p>Note: both Councillor Fulbrook and Olad stated that Councillor Vincent would take the lead on meeting with the Applicant.</p>
The Seven Dials Trust	<ul style="list-style-type: none"> <li>• A meeting is still to be arranged.</li> </ul> <p>Note: the Applicant has been in contact with Kathy Pimlott, Co-coordinator of The Seven Dials Trust and David Bieda, Chair of The Seven Dials Trust.</p>

Bee London	<ul style="list-style-type: none"><li>• Did not respond to the Applicant's request for a meeting.</li></ul>
St Giles-in-the-Fields Church	<ul style="list-style-type: none"><li>• The Reverend Alan Carr did not feel that a meeting was necessary.</li></ul>
The Bloomsbury Conservation Area Advisory Committee	<ul style="list-style-type: none"><li>• Did not respond to the Applicant's request for a meeting.</li></ul>

## 5. PUBLIC EXHIBITION

### Public exhibition, 4 December 2017 and 5 December 2017

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- 5.1 The Applicant held a public exhibition over two days in December 2017 at The Thai Square Restaurant, 166 – 170 Shaftesbury Avenue (opposite the Proposed Development). The objective of this exhibition was to explain the emerging design solution to local residents, businesses and other stakeholders and to capture their comments and feedback.
- 5.2 Across the two days of the exhibition 10 people viewed the proposals. 3 people left their addresses and 2 people were residents of the surrounding streets.
- 5.3 To publicise the exhibition, flyers including a map of the exhibition location and details of the opening hours were distributed to 499 residential and commercial properties in the area surrounding the Proposed Development. The flyer also contained details of the dedicated consultation email address and phone line as well as the address of the consultation website. An example of the flyer can be found at Appendix 3 and a map showing the flyer distribution area can be found at Appendix 4.
- 5.4 The dedicated website ([www.135-149shaftesburyavenue.co.uk](http://www.135-149shaftesburyavenue.co.uk)), email address ([consultation@iceniprojects.com](mailto:consultation@iceniprojects.com)) and telephone number (020 3725 3843) and Freepost address (FREEPOST ICENI CONSULTATION) were managed by IcenI Engagement.
- 5.5 Exhibition boards were created by IcenI Engagement. The boards detailed different aspects of the scheme and directed attendees through the design process and emerging proposals.
- 5.6 Representatives from the Applicant, IcenI Projects (Planning and Transport), Jestico + Whiles and IcenI Engagement were on hand throughout the exhibition to answer any questions attendees might have about the content shown, as well as explaining the context and background to the Proposed Development.
- 5.7 Feedback forms were also available for attendees to leave comments (See Appendix 6). The public exhibition boards can be viewed in Appendix 5 and a summary of the content is set out below.

**Table 5.1 Exhibition board summary**

Board	Content
Welcome	Welcome to the exhibition, gives high-level overview of the development's aims and the Applicant's background.
The Site and Opportunity	Outlined the location of the site and the potential of the Proposed Development supplement and enhance London's world famous West End, but also in terms of urban design, it will help to link several established and emerging cultural quarters
History of Entertainment	Outlined the three distinct phases of the building's life. The Saville Theatre, Brian Epstein managing the space and ABC Theatres.
A Failing Business	Notes the current condition of the building and the performance of the Odeon.
Built From	Outlines the changes to the scheme during the pre-application process with London Borough of Camden.
Mix of Uses	Shows, through the display of a building section the proposed mix of uses planned for the Proposed Development.
The Concept	Highlights the different form of uses across ground, basement and hotel (based on a typical layout).
Site Management	Highlights the Applicant's thoughts on servicing and construction.
Perspective views, external	Shows CGI views from Shaftesbury Avenue and Phoenix Gardens.
Perspective views, internal	Shows GGI views of the internal layout of the Proposed Development.

Key benefits	Highlights the Applicant's thoughts on how the proposal can benefit local people and wider stakeholders.
How to get Involved	How to provide feedback and comment on the Proposed Development.

5.8 Of the 10 people who attended the exhibition, 3 filled out and returned feedback forms.



Figure 1: image from the public drop-in session

### Summary of feedback

5.9 Residents who attended the public exhibition were asked to complete a feedback form – either at the public exhibition or later, with the option to send the form to the project team via email or the Freepost address.

5.10 Please note that responses below have been taken from the number of respondents who completed each question.

**Table 5.2 Question 1 – Which age range are you in?**

Under 25	26-44	45-64	Over 65	Prefer not to say
0	2	0	1	0

**Table 5.3 Question 2 – Are you male or female?**

Male	Female	Prefer not to say
2	1	0

**Table 5.4 Question 3 – Reason for interest (please tick all that apply):**

Local resident	Local parent	Community group / representative
2	1	0

**Table 5.5 Question 4 – What is your overall view of the proposals to regenerate 135 - 149 Shaftesbury Avenue?**

Very good	Good	Satisfactory	Not satisfactory	Undecided
1	2	0	0	0

**Table 5.6 Question 6 – Do you have any comments on the planned mix of uses?**

**Responses received:**

*“It is a very good idea. How accessible would be the restaurant? It looks nice.”*

*“Local residents will be motivated by reduced furtiveness on New Compton Street.”*

*“Over plan looks very well designed and measured.”*

**Table 5.7 Question 7 – Please use the space below to outline any comments you have relating to the proposals.**

**Responses received:**

*“Key concerns: 1. Loading bay access through New Compton Street. 2. Roof top plan to confirm bar noise won’t affect residents on New Compton Street. 3. Ventilation of abolition smells onto New Compton Street.”*

## **Further consultation following the public exhibition**

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- 5.11 Following the public consultation, questions received by the project team have been answered where necessary.

## 6. CONCLUSION

- 6.1 This Statement of Community Engagement (SCE) has been prepared by Icení Engagement on behalf of the Applicant to accompany a full detailed planning application to the London Borough of Camden in respect to the proposed redevelopment of 135 – 149 Shaftesbury Avenue.
- 6.2 The Applicant has been keen to involve the local community in the proposals as much as possible and, with this in mind, has undertaken consultation activities including community newsletters, meetings with local politicians and stakeholder groups, a two-day public exhibition, and provision of a consultation website, dedicated email, Freepost address and telephone number.
- 6.3 The consultation programme has sought to meet and exceed the requirements set out by the Localism Act in 2011, the NPPF in 2012, the NPPG in 2014 and London Borough of Camden's SCI in 2016. The engagement process has enabled the design team to identify key local issues, priorities and future aspirations, and has ensured that the evolving proposals have taken these into consideration where possible.
- 6.4 The Applicant remains committed to ongoing engagement with local residents and will continue to ensure that residents are well informed as the proposals progress to an application, and through to the development phases. The consultation website, dedicated Freepost address and contact telephone and email will remain open throughout the planning process.



# A1: INITIAL LETTER TO SENIOR STAKEHOLDERS



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London WC2H 0JR  
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fax: +44 (0)20 3436 4228  
email: [info@iceniprojects.com](mailto:info@iceniprojects.com)  
web: [www.iceniprojects.com](http://www.iceniprojects.com)

XXXX  
XXXX  
Member Support,  
Town Hall,  
Judd Street,  
London,  
WC1H 9JE

23<sup>rd</sup> October 2017

BY POST

Dear Danny,]

**135-149 SHAFTESBURY AVENUE, WC2H 8AH**

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I am writing to you on behalf of Haim Danous (our client) who owns 135–149 Shaftesbury Avenue. The site, as you will undoubtedly know, is located in the heart of the West End, with its world-wide reputation for entertainment, performance, theatre and spectacle.

We are extremely excited to be working with the London Borough of Camden's planning officers in preparing a planning application for a new cultural destination. At its heart would be a cinema and hotel, with a separate spa, bar and restaurant, which would be available to hotel guests and the public.

We believe this site has the potential to not only supplement and enhance London's world famous West End, but to also help link several established and emerging cultural quarters (Soho, Covent Garden and Denmark Street / Tottenham Court Road) that are currently split by the barriers of Charing Cross Road and Shaftesbury Avenue.

Haim has been actively involved in promoting and contributing to London's night time economy for over 30 years. He is the founder of the Thai Square Restaurant Group which opened the first of its eighteen restaurants in 1996 at The Strand in central London. Haim also owns and manages a number of high profile buildings across London, including Hotel Indigo, Tower Hill, an award winning flagship hotel for Intercontinental Hotel Group's Boutique hotel brand.

We would welcome the opportunity to meet with you to discuss how our proposal can carry on Camden's proud history and culture of entertainment and nightlife. If you have any questions in the meantime please do not hesitate to get in touch with me on 020 3725 3843 or email [nvose@iceniprojects.com](mailto:nvose@iceniprojects.com).

Yours sincerely,

Nick Vose  
ASSOCIATE

**Encl:** An introduction to 135–149 Shaftesbury Avenue.

## A2. INITIAL LETTER TO LOCAL STAKEHOLDERS



Filtcroft House  
114-116 Charing Cross Rd  
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email: [info@iceniprojects.com](mailto:info@iceniprojects.com)  
web: [www.iceniprojects.com](http://www.iceniprojects.com)

Councillor Sue Vincent,  
Member Support,  
Town Hall,  
Judd Street,  
London,  
WC1H 9JE

14<sup>th</sup> November 2017

BY POST

Dear Sue,

**135-149 SHAFTESBURY AVENUE, WC2H 8AH**

---

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Yours sincerely,

Nick Vose  
ASSOCIATE

Cc:  
Councillor Julian Fulbrook  
Councillor Ayale Olad

## A3 COMMUNITY FLYER



**THE PROJECT TEAM WOULD LIKE TO INVITE YOU TO VIEW PROPOSALS THAT WILL REVIVE A DYING LISTED BUILDING AND PROVIDE IT WITH A NEW COMMERCIALLY VIABLE LEASE OF LIFE.**



**The public exhibition will be held on:**

Monday December 4th  
3.00pm - 8.00pm

Tuesday December 5th  
10.00am - 12.30pm

at

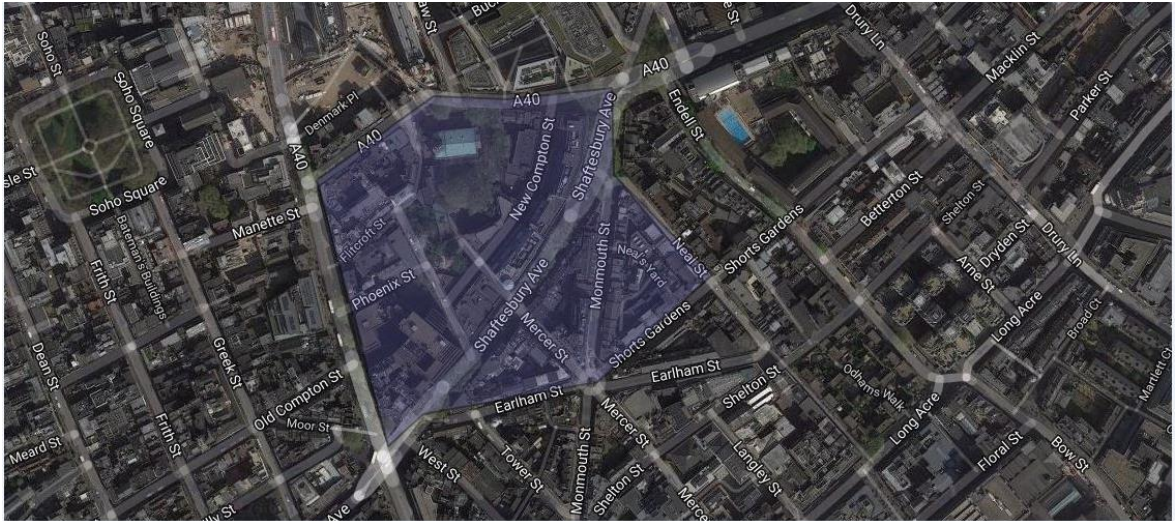
Thai Square Covent Garden,  
166-170 Shaftesbury Avenue  
London WC2H 8JB

We welcome your views on the planned redevelopment. At its heart would be a cinema and hotel, with a separate spa, bar and restaurant, which would be available to hotel guests and the public.

If you have any questions, please call our consultation team on **020 3725 3843** email us via [consultation@iceniprojects.com](mailto:consultation@iceniprojects.com) or write to **FREEPOST ICENI CONSULTATION** (no stamp required).

You will be able to view the proposals and provide your feedback via the consultation section of our website:  
[www.135-149shaftesburyavenue.com](http://www.135-149shaftesburyavenue.com)

## A4 COMMUNITY FLYER DISTRIBUTION AREA





## A5. EXHIBITION BOARDS



### WELCOME

Thank you for attending our consultation event today. The purpose of this event is to explain our plans to bring back the spirit of performance and entertainment to a building that has not been reaching its full potential for a number of years.

Members of the development team are on hand to answer any questions you may have about the proposals.

Before leaving the event today we would be grateful if you could take some time to let us know your thoughts on the scheme via the feedback forms provided.

135-149 SHAFTESBURY AVENUE



## THE SITE

Located on the cusp of four important cultural quarters: Covent Garden, Soho, Leicester Square, and the new developing areas of Denmark Street, Centre Point and Tottenham Court Road.

This site has the potential to not only supplement and enhance London's world famous West End, but also to inject activity and cultural vitality into this part of Shaftesbury Avenue.

We are aware that while the West End is a place to work and play, it is also a place to live. That is why at the public exhibition today you will find information on how we plan to manage the site, including servicing and deliveries.

## THE OPPORTUNITY

The opportunity exists to introduce a new mixed use scheme to this strategically important location in London. In cultural terms it will supplement and enhance the world famous landscape of entertainment, performance, culture and theatre across London's West End.

In terms of urban design, it will help to link several established and emerging cultural quarters that are currently split by the barriers of Charing Cross Road and Shaftesbury Avenue.

**135-149 SHAFTESBURY AVENUE**

## HISTORY OF ENTERTAINMENT



1931

The Saville Theatre opened. Designed by Thomas P Bennett & Son for theatre promoter AE Fournier

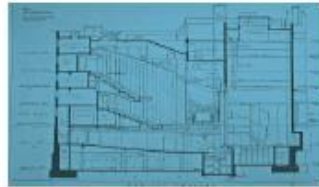
1941

The theatre was damaged by bombing, but reopened quickly allowing *Up and Running* by Firth Shephard to complete a run of 603 performances



1955

The building was taken over by the Odeon cinema group and became a four screen Odeon cinema



1965

Brian Epstein, manager of The Beatles, leased the theatre, presenting both plays and rock and roll shows. Stars such as Chuck Berry, The Jimi Hendrix Experience, Nirvana and the Rolling Stones all played at the theatre



1970

The Saville theatre was taken over by ABC Theatres and the interior gutted. William Ryder and Associates converted the space into a two screen cinema. The stage area became administration offices and little of the original theatre internal structure remained



1998

The building was awarded Grade II listed status



2001

The building was taken over by the Odeon cinema group and became a four screen Odeon cinema



135-149 SHAFTESBURY AVENUE





## A FAILING BUSINESS

The Odeon signed a lease in 1970 for 56 years. Under the terms of the lease, the Odeon has a duty to maintain the property.

The building has undergone several changes throughout its life cycle that have not always been to the benefit of the building. The pictures shown here demonstrate some of the urgent work that needs to be undertaken before the building can be considered fit for purpose.

**THE COST OF THESE REPAIR AND IMPROVEMENT WORKS ALONE ARE IN THE REGION OF £10,000,000.**

The Odeon has attempted to invest in the Shaftesbury Avenue cinema and remain competitive, but despite these efforts the Cinema is still underperforming.

### Key findings include:

- Achieving 88% of the national average revenues for Odeon cinemas
- Achieving 73% of national average attendance for Odeon cinemas

It is clear that the property is failing to generate a sufficient revenue stream to justify the required work to repair and maintain the building.

135-149 SHAFTESBURY AVENUE



## BUILT FORM

To date we have held five pre-application meetings with LB Camden. As the images below show the mix of uses and built form has changed significantly overtime.



### PROPOSAL

- 9 storey roof extension above the existing parapet
- New basement level
- 128 room hotel with ancillary restaurant, bar and spa. Provision of new flexible theatre space

### PROPOSAL

- 5.5 storey roof extension above the existing parapet
- New basement level
- 125 room hotel with ancillary restaurant/bar and spa. Provision of new 4 screen cinema



### JUNE 2017 PROPOSALS

### PROPOSAL

- 3 storey roof extension and roof plant above the existing parapet
- New basement level
- 112 room hotel with ancillary restaurant/bar and spa. Provision of new 4 screen cinema



### AUGUST 2017 PROPOSALS



### CURRENT PROPOSALS

135-149 SHAFTESBURY AVENUE



## MIX OF USES

The opportunity exists to create a new cultural destination. At its heart would be a cinema and hotel, with a separate spa, bar and restaurant, which would be available to hotel guests and the public.

### Key facts

- Two-storey roof extension with a roof top bar and roof plant above the existing parapet
- 94 room hotel with ancillary restaurant / bar and spa
- Provision of a new four screen cinema
- New basement level
- Working with the special interest of the Grade II Listed Building

**135-149 SHAFTESBURY AVENUE**

## THE CONCEPT

The building is designed as a series of independent, but connected venues. The focal point will be a large open lobby space on the ground floor, with a restaurant and bar for local residents and guests. Activity will continue to flow down into the basement in the cinema, lobby and bar.

We are also proposing a roof-top bar, located at the front of the building (closest to Shaftesbury Avenue). The space would be used largely for alfresco dining and be carefully managed to minimise impact on local residents and hotel guests.

It will be a unique space, with the Hoxton in Holborn acting as a good guide to how the space will operate.

### GROUND FLOOR



### THE BASEMENT



### HOTEL LAYOUT



# 135-149 SHAFTESBURY AVENUE

## SITE MANAGEMENT

A Service Management Plan and Construction Management Plan will be required by Camden Council before commencement of works. These documents will outline, in detail, how we plan to manage the construction and servicing of the site.

Key aspects of these documents are summarised below.

### SERVICING AND DELIVERIES

#### What is a Service Management Plan?

The Service Management Plan provides a framework to help achieve the best management of all types of freight vehicle movement to and from the site.

#### How is the site current serviced?

From our observations the building is currently serviced on an ad-hoc basis from three sides of the building – Shaftesbury Avenue, New Compton Street and Stacey Street.

#### How are you proposing to service the site?

We are proposing to create dedicated loading bays at the front and rear of the site.

**Front of the site:** An on-footway layby along the front of the site on Shaftesbury Avenue, similar to others in the area.

**Rear of the site:** we propose to relocate the existing residents parking bays onto the other side of New Compton Street. This will allow us to create a dedicated loading bay directly opposite the rear access for the site.

#### When will deliveries take place?

The earliest delivery will be refuse collection from 07:00 in line with current waste collection procedures in the area. This will occur on New Compton Street in order to access the rear of the site where the bin store is to be located.

All other deliveries will be scheduled to occur between 09:00 and 16:00, to minimise noise impacts to local residents.

#### How many deliveries will there be per day?

A total of 9 deliveries are estimated per day.

### CONSTRUCTION

#### What is a Construction Management Plan?

The Construction Management Plan sets out in detail how we propose to manage construction, including confirmation on vehicle types, number of vehicle movements, as well as hours of work during the construction period.

#### When will construction commence?

The construction phase of the project would likely commence within 12 months following the grant of planning permission.

#### How long will construction take?

We estimate that construction will take up to 24 months.

#### How many vehicle movements will there be per day?

The average number of vehicle movements per day during the respective construction phases is expected to be as follows:

- Demolition & Excavation: Average of 15 loads per day (30 vehicle movements).
- Construction: Average of 10 loads per day (20 vehicle movements), peaking at 15 loads per day; i.e. 30 vehicle movements/per day.

#### How many vehicles could arrive per hour?

Vehicle movements can be scheduled to occur at set times and therefore on average there would be two to three construction vehicle movements per hour.

#### What size of vehicle will you be using?

A range of vehicles will be used to transport materials to and from the site, ranging from articulated HGVs to transit vans.

#### What roads will the vehicles use?

Appropriate routes for construction traffic to and from the site will be agreed with LB Camden and TfL prior to commencement of the works. Vehicles will be required to access the loading areas on Shaftesbury Avenue and New Compton Street.

#### What are the site working hours?

Site working hours will be limited to Monday to Friday 08:00 to 18:00 hours. Weekend working is not envisaged but will be limited to 08:00 to 13:00 hours on Saturdays as required. Local residents within the vicinity of the site will be notified of any planned abnormal working hours.

#### When will deliveries take place?

Deliveries are to be coordinated and controlled through the Site Manager. There will be no deliveries before 08:00 daily, and no deliveries after 18:00.

#### Who will be responsible for managing construction on site?"

Contractors will be employed who are registered under the 'Considerate Constructors Scheme'. A Site Manager will be appointed to oversee the construction phase. As a local resident you will be provided with contact details for the construction team and receive regular updates throughout the construction phase.

135-149 SHAFTESBURY AVENUE











135-149 SHAFTESBURY AVENUE



### KEY BENEFITS

Our proposal will make a real and significant difference to the area, including:

- Providing a new commercially viable lease of life to a dying listed building
- Bringing back a sense of entertainment and vitality to the building
- Introducing a high-quality second showing cinema that will make a day or night out at a Central London cinema inclusive and accessible to all
- Providing a new high-quality hotel, restaurant, spa and bar
- Linking established and emerging cultural quarters
- Creating a range of employment opportunities for Londoners

135-149 SHAFTESBURY AVENUE





## HOW TO GET INVOLVED

We would like to thank you for taking the time to view the emerging proposals, and hope that you have found this presentation useful and informative. We are keen to hear your views on the proposals, prior to us submitting the planning application.

**You can provide your feedback by:**

- Completing a feedback form in hard copy and handing in to a member of the team, or returning via the freepost address provided; or
- Sending us your thoughts via an email to [consultation@iceniprojects.com](mailto:consultation@iceniprojects.com) or writing to us using the freepost address provided.
- If you are a local group and would like to receive further information please contact us using the contact details shown on this board.

For further information please contact **Nick Vose** at Iceniprojects via:

**Email:** [consultation@iceniprojects.com](mailto:consultation@iceniprojects.com)

**Phone:** 020 3725 3843

**Freepost:** FREEPOST ICENI CONSULTATION\*

\*Please ensure this is written in uppercase, no stamp required.

**135-149 SHAFTESBURY AVENUE**

## A6. FEEDBACK FORM



### FEEDBACK FORM

**Thank you for taking the time to attend the public consultation today.**

We are keen to hear your views. It would be very helpful if you could complete this feedback form and hand it to a member of the project team, return it to the ballot box provided, or send it to us via the contact methods set out overleaf.

We will review all feedback received during this consultation before submitting an application to Camden Council.

### YOUR CONTACT DETAILS:

Name: \_\_\_\_\_ Postcode: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

**Which age range are you in?**

Under 25  26-44  45-64  65+  Prefer not to say

**Are you male or female?**

Male  Female  Prefer not to say

**Reason for interest (please tick all that apply)**

Local resident  Local parent  Community interest group / representative\*

\*Please specify  
\_\_\_\_\_

**1. What is your overall view of the proposals to regenerate 135 – 149 Shaftesbury Avenue?**

Very good  Good  Satisfactory  Not satisfactory  Undecided

**PLEASE PROVIDE FURTHER COMMENTS OVERLEAF**



2. Do you have any comments on the planned mix of uses?

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3. Please use the space below to outline any other comments you have relating to the proposals.

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**RETURNING YOUR FEEDBACK FORM:**

You can return your feedback form by handing it to a member of the project team today, return it to the ballot box provided, or returning it by:

**Email:** [consultation@iceniprojects.com](mailto:consultation@iceniprojects.com)

**Phone:** 020 3725 3843

**Freepost:** FREEPOST ICENI CONSULTATION\*

**\*Please ensure this is written in uppercase, no stamp required.**

**Data protection:** IcenI Projects Ltd are committed to respecting your privacy and to complying with all applicable data protection and privacy laws. Your comments will only be used expressly in connection with the consultation and may be disclosed to, or shared with, the Local Planning Authority, and third party service providers who are working on this consultation. Any responses may be included in published reports. For responses made by individuals, the response will be displayed but the respondent's name and contact details will not. For responses made on behalf of an organisation, the organisation's name will be displayed together with the response. Any responses will only be held for the duration of the project.

