



GL Hearn

Part of Capita Real Estate

Pre-application Consultation Statement

PPR Haverstock Hill LLP

18-22 Haverstock Hill
Haverstock
London
NW3 2BL

April 2018

Prepared by

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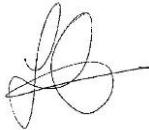
DATE

April 2018

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Limitations

This document has been prepared for the stated objective and should not be used for any other purpose without the prior written authority of GL Hearn; we accept no responsibility or liability for the consequences of this document being used for a purpose other than for which it was commissioned.

1 INTRODUCTION

- 1.1 PPR Haverstock Hill LLP ('the developer') appointed GL Hearn's Strategic Communications team to undertake a programme of public engagement in support of its proposals for the redevelopment of 18-22 Haverstock Hill.
- 1.2 The site is currently underutilised, given its highly sustainable location within central Camden and its proximity to public transport. The redevelopment of the 18-22 Haverstock Hill offers the opportunity to provide new, modern homes for the area as well as enlarged and improved retail space.
- 1.3 The scheme comprises *Demolition of existing buildings and ancillary structures (11 flats, A1 unit, A5 unit) and construction of a new building comprising ground plus basement and five upper floors for use as 29 no. dwellings (Class C3) and flexible Class A1/A2/A3/A4 together with cycle parking, landscaping refuse and associated works.*
- 1.4 The development will provide much needed housing for the local area as well and providing a new and high-quality element of retail space.
- 1.5 The developer is committed to engaging with the local community as it brings forward development proposals and has appointed a dedicated consultancy team to oversee this. The project team has sought to speak with local councillors, the neighbouring school and members of the wider public prior to the submission of the application.
- 1.6 The engagement that has been undertaken not only responds to the advice laid out in the National Planning Policy Framework (NPPF), but also to published guidance from the London Borough of Camden. Section 3, point 7 of the council's Statement of Community Involvement (published in 2016) states: "*We strongly encourage all applicants to consult any neighbours who may be affected by their proposals before they submit a planning application. ... 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.*"
- 1.7 This report summarises the programme of engagement undertaken by the project team between January and April 2018 and the feedback received as part of this.

2 METHODOLOGY AND PROGRAMME

2.1 In this section, the approach to public engagement is outlined based on established best practice and the scale and mix of the proposed development.

2.2 The aim was to conduct an appropriate low key and focussed programme of engagement which provided the opportunity for interested individuals and groups to comment on the development process. This included chances for people to view and understand the proposals, and to provide feedback for the development team to consider before the submission of a planning application.

2.3 The following principles were followed throughout:

- Identify and consult those parties who will potentially be affected by or interested in the proposals;
- Outline the approach to consultation and how people can get involved;
- Provide the opportunity for feedback on the proposals to be submitted and reviewed by members of the project team;
- Report back on the feedback that has been received and how this was responded to; and
- Clearly outline timescales for the application and what happens next after the programme of consultation.

Stakeholders

2.4 GL Hearn reviewed the development site and surrounding area to draw up an appropriate list of individuals and groups for consultation, who were likely to have an interest in the proposals. These included:

- Neighbours and those living near the site (see **Appendix A**);
- Haverstock School
- The Salvation Army
- Local councillors for Haverstock ward

Advertisement

- 2.5 It was important to advertise the proposed redevelopment of the site, in order to ensure that neighbours in close proximity and the identified stakeholders were aware of the draft proposals and how they could get involved.
- 2.6 An invitation to a public drop-in event was hand delivered via London Letterbox to 479 addresses in the sites surrounding area (as identified in **Appendix A**). This provided details of information on a public drop-in event taking place in the adjacent Haverstock School. A copy of this letter can be found at **Appendix B**.
- 2.7 The aforementioned stakeholders identified in **2.4** were sent individual invitations via email. These were followed up with phone calls or further emails in order to ensure that they were aware of the proposals for the site.

Information to be presented

- 2.8 The consultation materials presented throughout the pre-application period covered the following topics:
- Introduction to the development
 - Information about the site including:
 - The site today
 - Redevelopment and transformation plans
 - The need for change
 - Site masterplan
 - The new development
 - Retail uses
 - Transport and access
 - Timescales and next steps

Engagement activities

2.9 The consultation activities that were undertaken in support of the redevelopment proposals as part of the pre-planning application process are set out in this section.

Council engagement

2.10 Throughout the consultation period, the project team has met planning and other technical officers from Camden at formal pre-application meetings. This has also included discussions with the council's Design Review Panel.

2.11 The final proposals have been informed by these discussions. An overview of the meetings and how the proposals have responded to the feedback from officers is provided in both the Planning Statement and the Design and Access Statement submitted as part of this planning application.

2.12 Throughout this pre-application process, planning officers have been kept informed of the public consultation activities delivered.

Stakeholder engagement

2.13 Based on the review mentioned in **2.4**, contact was made with the identified stakeholders and briefings were offered on the proposals if that was of interest. This was followed up with calls and emails as necessary to ensure that everyone had been made aware.

2.14 A meeting was arranged for Tuesday 6th February 2018 with the local ward councillors, where a presentation on the project was provided and the proposals discussed. Feedback from this meeting has been included in the overall feedback (as detailed in Chapter 3).

2.15 A meeting was arranged for Tuesday 20th February 2018 with representatives from the neighbouring Haverstock School, where a presentation on the project was provided and the proposals discussed. Feedback from this meeting has been included in the overall feedback (as detailed in Chapter 3).

2.16 A meeting was arranged for Wednesday 25th April with the Community Project Manager at the Salvation Army hall next door to the site, where a presentation on the project was provided and the proposals discussed. Feedback from this meeting has been included in the overall feedback (as detailed in Chapter 3).

Public engagement

- 2.17 In order to provide people with an opportunity to view the draft proposals and comment on them prior to the submission of a planning application, a drop-in event was held on 21st February 2018 between 6pm and 9pm. The event took place adjacent to the site in the dining hall of the Haverstock School with information packs and team members available throughout this time.
- 2.18 Anyone unable to attend the exhibitions was able to contact a member of the project team to discuss the proposals and provide their feedback. Contact details including a dedicated telephone line and team member email address were included in the invitation letter sent to local residents.
- 2.19 At the drop-in event members of the project team including representatives from the developer, architect, planner and transport planner were on hand to answer questions. Information packs (provided in **Appendix C**) were used to present the proposals. In total, 12 people attended the event during the opening hours.

Feedback

- 2.20 In addition to speaking to team members at one of the public events and providing feedback, attendees were able to comment formally on the proposals via a feedback form. This could be completed and returned at the event, or taken home and subsequently returned via a freepost envelope.
- 2.21 The form provided the same contact information (postal address, telephone number and email address) as on the invitation letter and exhibition boards, allowing the opportunity to provide further feedback after the events. A copy of this form can be found at **Appendix D**.
- 2.22 No feedback forms have been received to by the project team to date; however, two emails have been received thus far. The discussions at the public drop-in event were also written down by members of the team at the time.
- 2.23 All responses that were received have been reviewed equally, regardless of the method used to return them. The feedback received has been recorded and collated by GL Hearn. Throughout the consultation, members of the project team were updated with the number and nature of responses received.
- 2.24 The feedback received by the team is considered and analysed in the following chapter.

3 FEEDBACK RECEIVED

3.1 This chapter provides an overview of the feedback received during the pre-submission engagement with local people and stakeholders. The themes of feedback are set out below.

3.2 *Principle of development*

There has been an acceptance of the principle of redevelopment from those who have provided feedback to the team. The suitability of the site for new homes was recognised, in particular given its proximity to nearby public transport and facilities within Camden. It was also felt to be a positive sign of new investment in the area, although some concerns were raised over the extent of development across the nearby area.

Team response: The in-principle support for these proposals is noted and welcomed; these proposals represent a positive opportunity for investment in the area and will help to improve the usage and appearance of this underutilised site.

3.3 *Design and appearance*

The design and appearance of the new buildings was very well received by respondents, with many complimenting the designs as being high quality and attractive.

Team response: The positive comments on the design of the scheme are very much welcomed by the team. The appearance of the new building and materials to be used has been informed by existing buildings on Haverstock Hill and elsewhere nearby in Camden.

3.4 *Height, scale and massing*

There were no particular objections to the proposed heights of the new buildings, although there were one or two questions about the feelings of the nearby school on this. Whilst it was recognised that the proposed buildings would be taller than the current building, there was an acceptance that it was not excessive.

Team response: The height of the proposed new building responds to other buildings in the area, as well as the slope of the land in this location. The top levels have also been progressively stepped back, minimising their visibility from street level and serving to lessen the visual impact of the development overall.

3.5 ***Density***

Some respondents felt that some of the new homes seemed small or undersized, and there was a question about whether the development was too dense / an overdevelopment of the site.

Team response: The new homes within the scheme would mainly be one and two bedroom in size, although some three bedroom apartments are provided to improve the range of sizes offered, as required by local planning policy and encouraged through the Council's pre-application responses. None of the formal pre-application meetings held so far have expressed any concerns about the size of the new homes and the team are confident that they are all of a suitable size and design. All apartments meet or exceed London Standard areas.

3.6 ***Affordable housing***

A number of respondents asked about the amount of affordable housing which would be provided as part of this development, as well as the tenure (e.g. shared ownership flats or more traditional council housing) and whether this would be provided on site or off.

Team response: The total affordable housing offer is subject to viability, and discussions on this topic with planning officers at the council will continue post-submission.

3.7 ***Retail space***

Respondents were typically interested to understand what new retail or commercial use would be provided on the ground floor, assuming the existing tenants did not return to the redeveloped site. It was suggested that there were already too many fast food outlets on this stretch of road and people would not want to see this type of use retained.

Team response: No decision has yet been taken on the future tenant of the expanded retail space, or whether it would be one large space or two smaller units. The applicant is in discussion with potential occupiers. The feedback on fast food is noted and the planning application will not seek permission for the A5 planning use class which covers these shops.

3.8 ***Sales and marketing***

Some people expressed an interest in sales and marketing and how the new properties would be made available and sold, either for their own purchase or others they knew. This questioning also tended to move on to cover planning and construction timescales and when the new homes might be available.

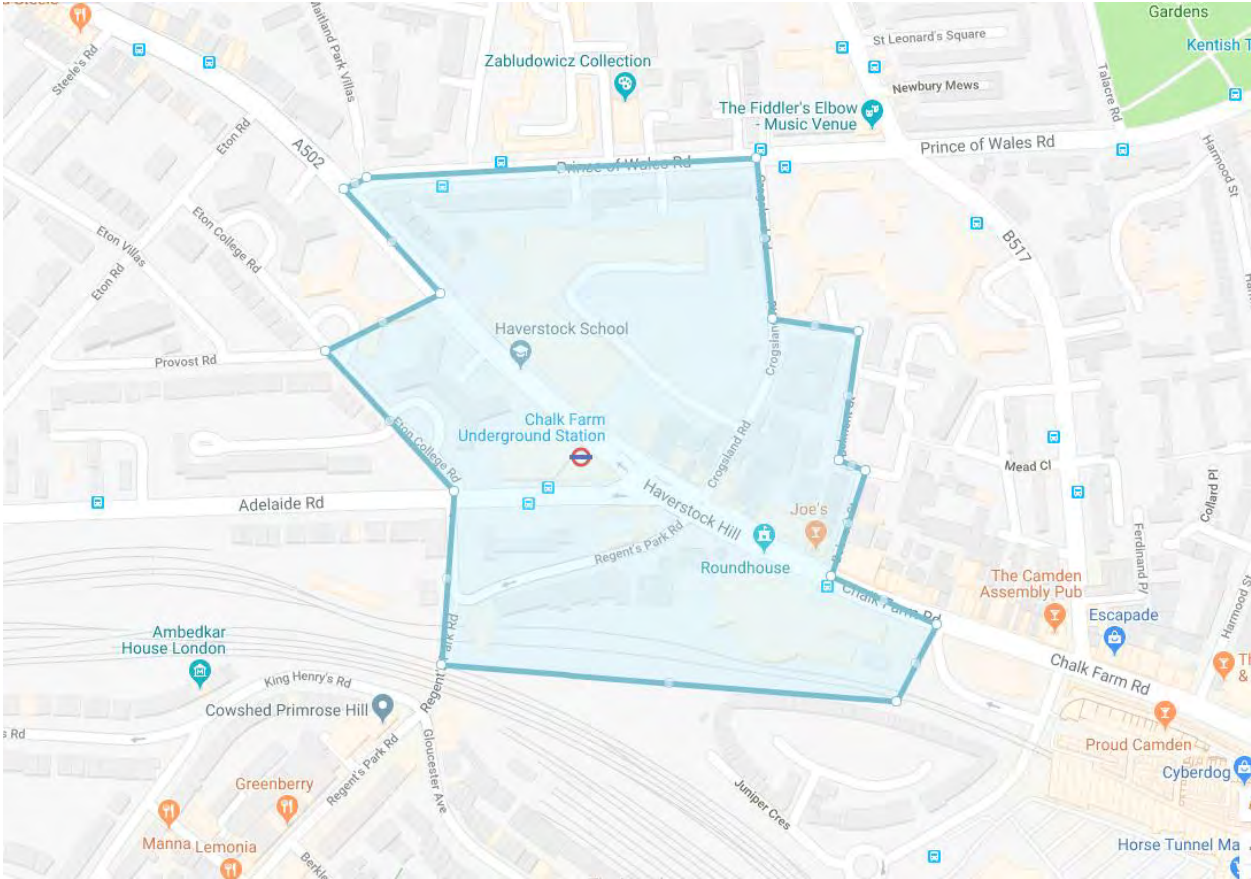
Team response: Contact details were taken for those parties interested in future sales. It is currently hoped that a decision on the application would be taken during the autumn of 2018 and that construction could start within six months of that decision, lasting for roughly 18 months.

4 CONCLUSION

- 4.1 PPR Haverstock Hill LLP is proposing to bring forward a scheme which redevelops the site into a mixed use residential and commercial development. The proposals include the development of 29 new homes, as well as enlarged retail space at ground floor level on Haverstock Hill.
- 4.2 The project team has sought to engage neighbours and local stakeholders in the pre-application consultation prior to the submission of plans. As well as meetings held with local councillors, public consultation has been undertaken through stakeholder meetings with the neighbouring school and a public drop-in event.
- 4.3 People with an interest in the proposals have been able to provide their feedback through a variety of channels including formal feedback form, through written or email correspondence, over the phone, or in person at the event.
- 4.4 The feedback received over the course of the consultation process has been, in general, positive with the majority of people thinking that the redevelopment has been well thought out and well designed. When concerns have been expressed, these have mainly dealt with density and overdevelopment.
- 4.5 The feedback received has been summarised in **Chapter 3** alongside the responses of the project team to that feedback.
- 4.6 The proposals have been developed with the needs of current and future residents in mind. The layout and design approach has been developed sensitively to reflect the constraints of the site and the context of the surrounding buildings.
- 4.7 Further details on the evolution of the design up to the submission of the planning application can be found in the Design and Access Statement submitted with this planning application.

Appendices

APPENDIX A: Engagement scope area



APPENDIX B: Public consultation invitation

The Occuiper
Address 1
Address 2
Address 3
Address 4

8th February 2018

Dear Sir/Madam,

Redevelopment of 18-22 Haverstock Hill

I am writing on behalf of PPR Estates with regards to its proposals for the redevelopment of the 18-22 Haverstock Hill site, opposite the Chalk Farm tube station in Camden.

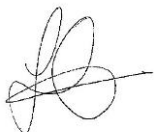
This site is currently occupied by a number of flats and two small retail units. Proposals are currently being drawn up which would allow for a high quality mixed-use redevelopment of the site; this would provide new homes as well as larger retail units at ground floor level. We believe these proposals would improve the appearance of this part of Haverstock Hill, as well as providing much-needed new housing in a highly sustainable location, on bus routes and opposite a tube station.

We would like to invite you to a public drop-in event which will provide more information about the project. Members of the team will be on hand to explain the draft proposals to you and answer any questions you might have, before the final proposals are worked up into a planning application for submission. This event will be held:

- **On:** 21st February 2018
- **At:** Haverstock School, 24 Haverstock Hill, Chalk Farm, London NW3 2BQ
- **Between:** 6pm and 9pm

Please note you are welcome to join us at any time throughout the opening hours of the drop-in event. If you are unable to attend on the 21st but would like to learn more about the proposals, you can contact me by emailing lucy.greggs@glhearn.com or by calling **0344 225 0003**.

Yours sincerely,



Lucy Greggs

Community engagement, for and on behalf of PPR Estates