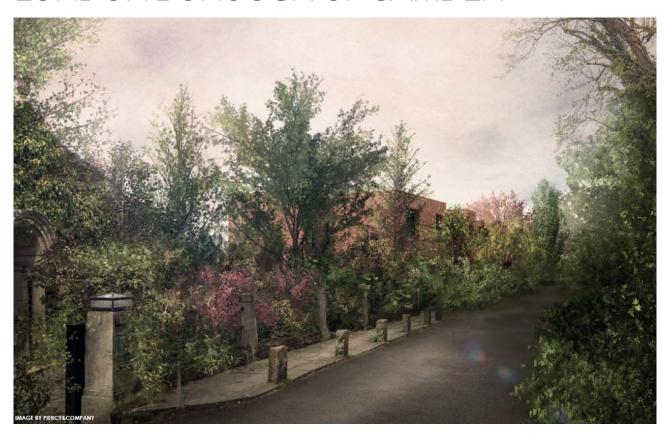


55 FITZROY PARK, LONDON BOROUGH OF CAMDEN



STATEMENT OF COMMUNITY INVOLVEMENT JULY 2018

Prepared for the Turner-Stokes and Springer families

1. INTRODUCTION

This Statement of Community Involvement (SCI) outlines the pre-application public consultation activity undertaken on behalf of the Turner-Stokes and Springer families, for their proposals at 55 Fitzroy Park in the London Borough of Camden.

This statement forms part of a suite of documents submitted as part of the planning application for the scheme. The SCI has been written in direct response to the recommendations for an inclusive community consultation, as outlined in Camden's own Statement of Community Involvement (2016) and the Government's National Planning Policy Framework (2012).



Public Consultation, 7th June 2018

2. APPLICATION CONTEXT

55 Fitzroy Park has been the home of the Turner-Stokes family for over 80 years and, Fitzroy Park, the home of the Springer family for over 30 years. The families are now preparing a planning application for this significant plot, to replace the existing buildings and hardstanding with five new homes.

This is not a speculative scheme. This is a family-led development. As proud members of this community, the families fully appreciate the site's heritage. They are looking to build a sustainable and long-lasting development for future generations of their families.

The proposals will respect the local environment, including existing ponds, trees and wildlife. The design proposals have been ecologically and masterplan led, by Camden landscape designers LUC - seeking to maintain and improve the ecological value of the site. The proposed planting facing onto Fitzroy Park utilises native species, generously sized hedges and trees to preserve and enhance the existing character of the lane.

The building designs have been developed by award winning Camden architects Piercy & Company, and Fathom Architects. The architecture is to be of the highest standard – feedback from a recent Camden Design Review Panel stated that: 'the panel finds much to admire in the architecture proposed for Fitzroy Park, and in particular think that plots 1-3 promise high quality architecture on the street frontage'.

A robust construction management plan has been developed to prevent disruption to local residents. Working with neighbours in Fitzroy Park is of paramount importance - to ensure that the project causes minimal distruption, and that access to Fitzroy Park is maintained at all times.

3. CONSULTATION METHODOLOGY

The families' proposals for the site have been carefully thought out and developed with the foremost consideration for the context of the surrounding area. The proposals have also been formed following extensive consultation and input with local stakeholders.

A public exhibition was held to establish a dialogue with local residents, community stakeholders and local businesses, and to understand the issues of importance to these interest groups.

In-line with Camden's own Statement of Community Involvement (2016) and the Government's National Planning Policy Framework (2012), our consultation programme has aimed to:

- Raise awareness of the proposals
- Consult and engage with local stakeholders to seek their views on the proposed plans
- Develop and build positive relationships with local stakeholders
- Be inclusive and accessible
- Further understand the local issues and opportunities that could impact on any development proposals
- Clearly communicate the feedback from the local community to the design team



Public Consultation, 7th June 2018

4. CONSULTATION ENGAGEMENT

Key local stakeholders

Key stakeholders were invited to the public exhibition event at the North London Bowling Club on Thursday 7th June.

Invited key stakeholders included:

- Marc Hutchinson, Chair, Heath & Hampstead Society
- Michael Hammerson, Highgate Society
- Karen Beare, Chair, and Harley Atkinson, Secretary, Fitzroy Park Residents Association
- Julia Dick and Nicky Mayhew, Co-Chairs, Kenwood Ladies Pond Association
- Susan Rose, Chair, Highgate Conservation Area Advisory Committee
- Councillor Oliver Lewis, Highqate Ward, Camden Council
- Councillor Sian Berry, Highgate Ward, Camden Council
- Councillor Anna Wright, Highgate Ward, Camden Council
- Cllr Danny Beales, Cabinet Member for Planning, Camden Council
- Bob Warnock, Superintendent, Hampstead Heath, City of London

(See appendix 1 for copy of invitation letters sent to stakeholders).

Meetings with stakeholders

The following stakeholders attending the public exhibition event at the North London Bowling Club on Thursday 7^{th} June:

- Councillor Sian Berry, Highgate Ward, Camden Council
- Harley Atkinson, Secretary, Fitzroy Park Residents Association
- Michael Hammerson, Highgate Society
- Bob Warnock, Superintendent, Hampstead Heath, City of London
- Susan Rose, Chair, Highgate Conservation Area Advisory Committee
- Nicky Mayhew, Co-Chair, Kenwood Ladies Pond Association

Local Residents

53 immediate neighbours were sent invitations to attend the public exhibition Thursday 7th June (see appendix 2). Over half of these local residents attended the exhibition event.

We sent copies of the public exhibition boards that were displayed at the public exhibition via email to those that had requested.

Further engagement

In addition to the engagement undertaken with residents further Information regarding the proposals were issued to a number of interested parties. This included the following reports: Ecology, Arboriculture, Drainage Reports and the Construction Management Plan. These were sent to the City of London Corporation, The Fitzroy Park Residents Association and Ladies Pond in advance of a planning application.

5. PUBLIC EXHIBITION

A public exhibition event was held at the North London Bowling Club, Fitzroy Park, from 6.30 – 9.30pm, for members of the public to view and provide feedback on the proposals:

Advertising the exhibition

- A consultation zone was defined which incorporated 53 immediate neighbours in the local area.
- An invitation flyer was written to invite local properties to the exhibition (see appendix 2).

The exhibition

On display were 7 boards (appendix 3), explaining the site context and history, proposals, design, and benefits. Members of the project team were on hand at all exhibitions to introduce the scheme and answer any questions from the public.

All attendees were asked to provide written feedback using the forms available (see appendix 4). Attendees could submit their forms via the response box at the exhibition or by email or post, using pre-paid envelopes made available.

There was a total of 30 attendees at the public exhibitions. 7 people submitted written feedback.



Public Consultation, 7th June 2018

6. FEEDBACK

For the purpose of assessing feedback, responses are placed into two categories:

- Supportive comments; and
- Suggestions to improve the scheme.

6.1 Supportive comments

Positive comments by respondents included:

- "I think the whole scheme looks incredible and very well thought out"
- "I will support the application and think it will be a positive improvement to Fitzroy Park"

Other elements of the proposals were welcomed in particular:

- Design of homes
- Landscaping with additional trees and foliage
- Permeable views through the site
- Showcasing the pond
- Creation of a pit lane to minimise disruption throughout construction

6.2 Suggestions for improving the scheme

The main issues listed by respondents with how the plans could be improved, are displayed in charts below – alongside our responses:

Feedback	Response
Car Parking spaces – some consultees thought that there were too many car parking spaces proposed, whilst others thought there were not enough.	We will be limiting car parking provision to one space per home, in accordance with advice received from Camden's Highways Engineers. One space per home was considered to be appropriate in this context by those engineers in light of poor public transport accessibility but we will not extend this provision further, in order to maintain a visible hierarchy of landscaping.
Concerns regarding the perception of overdevelopment.	We do not believe these proposals represent overdevelopment. All five proposed homes are within the lowest 9 of the 21 plots in our study of plot ratios. The proposed plot ratio for 55 Fitzroy Park is approximately half of that of the existing Fitzroy Close.

The designs for plots 1-3 have been developed to allow increased visibility through the site - with a 5m spacing between each building.

The building footprints have been positioned to be set back from Fitzroy Park, to minimise their impact on the streetscape.

Building heights have also been minimised to keep in line with the neighbouring properties to the north and south.

The buildings have been designed as a simple 'family of buildings' with a simple, stepping rhythm along the Fitzroy Park street elevation.

Plots 4 and 5 are not visible from Fitzroy Park and have been designed to be virtually invisible from Millfield lane and Hampstead Heath.

Concerns regarding the potential impact on Hampstead Heath; particularly in relation to wildlife and hydrology.

Our proposals respect the local environment; including existing ponds, trees and wildlife. The design proposals have been ecologically and masterplan led, by Camden landscape designers LUC - seeking to maintain and improve the ecological value of the site. The proposed planting utilises native species, generously sized hedges and trees to preserve and enhance the existing character of this special site.

55 Fitzroy Park has from the very outset placed the environment at the forefront of the design. there has been much work done on establishing:

- The present environment surrounding
 55fp and describing this in terms of the:
 - arboriculture
 - ecology
- How this environment has evolved through time
- How the present environment has been affected by:
 - geology
 - hydrogeology
 - hydrology

- How the present environment can be better protected from existing pollution risks
- How the present environment can be improved through removing ecological barriers

A series of assessment reports have been produced in relation to the above and the proposed works are described in a Construction Management Plan.

The pond (and in turn the heath) is at present at risk of pollution from the Fitzroy Park carriageway run-off. Of prime concern in the design was the need to protect the pond and to separate out the carriageway run-off from the natural water flows and to direct the former away to drainage interceptors and sewer disposal while retaining the natural flows of surface and groundwater into the pond.

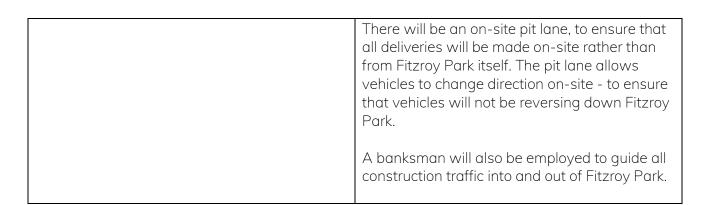
During construction potential pollution risks will be assessed for all construction activities and pollution prevention control measures will be put place. A scheme of gallery drains and trenches will lead the natural flows of water directly to the pond system so that the actual house construction areas are effectively bypassed.

Any water that collects in the house excavations during the construction period will, for safety, be directed to the combined sewer via settlement tanks after treatment.

The use of sustainable urban drainage systems (suds) in the design of the new development is going to provide environmental improvements through reducing the risks of pollution in the water catchment for the Highgate Pond chain and increasing the potential biodiversity of both the pond and the local neighbourhood.

Following discussion with the City of London Corporation, the existing surface discharge of the pond across Millfield Lane, still controlled by a small weir, is to be directed beneath the lane

	to feed the nature reserve directly, so maintaining the flow of water the Heath without interruption. The proposed surface and groundwater interception and infiltration drainage routing system will actively protect the pond and the catchment for the Highgate ponds. Importantly, the foundations for the new houses will not present any obstacle to the natural pattern of drainage and hence there will be no residual or cumulative long-term impacts.
Concerns regarding the increase in height.	Building heights have been minimised to keep in line with the neighbouring properties to the north and south. Plots 4 and 5 are not visible from Fitzroy Park and have been designed to be virtually invisible from Millfield lane and Hampstead Heath.
Perception that the family of three homes along Fitzroy Park front are too similar to each other and other contemporary homes, lacking the unique design featured in the other two homes.	The buildings have been designed as a simple 'family of buildings' with a simple, stepping rhythm along the Fitzroy Park elevation. However, in response to comments raised at the exhibition, we have included additional materials to add a second level of detail which will soften the elevations and provide some difference to ensure that they are not uniform.
Suggestion that the view of pond from Fitzroy Park should be obstructed by hedgerow for privacy and consistency.	We have taken on board this suggestion and will be including some hedgerow to obstruct views from Fitzroy Park, into the property.
Concerns regarding the impact of construction.	We will be employing Montway; the same construction company that built the Lodge, nearby on Fitzroy Park. This project was delivered in 11 months, and with minimal disruption to residents. A robust construction management plan has been developed to prevent disruption to local residents.



7. CONCLUSION & NEXT STEPS

The consultation process and public exhibition has proven to be very useful to the Turner-Stokes and Springer families, not only in introducing development proposals to local residents and community stakeholders, but in forging new and positive relationships and developing our design.

The exhibition attendance was good and meaningful engagement with local stakeholders was demonstrated. The exhibition provided a clear steer on a number of important areas relating to the proposals.

Importantly, almost all attendees were immediate neighbours from Fitzroy Park itself.

Many people provided positive comments and supported the plans, welcoming the design and the work that had gone in to minimising visual, ecological and construction impact. Others raised concerns regarding perceived construction disruption and perceived increase in traffic, during and post construction. We have responded to these concerns directly and through the measures proposed within this planning application.

30 people attended the public exhibition but only 7 people left feedback. This suggests that most people were at ease and satisfied with the proposals and that any questions they may have had were answered at the exhibition.

All the feedback from the consultation has been reviewed by the project team to help inform their plans going forward.

The Turner-Stokes and Springer families will continue its discussions and engagement with all stakeholders as plans develop.

APPENDICES

APPENDIX 1: STAKEHOLDER INVITATION

Re: 55 Fitzroy Park

Dear Cllr Berry,

I am writing to you on behalf of the Turner-Stokes and Springer families.

55 Fitzroy Park has been the home of the Turner-Stokes family for over 80 years and the Springer family have lived in Fitzroy Park for over 30 years. The families are now preparing a planning application for this significant plot, **replacing the existing buildings and hardstanding with** five homes to accommodate family members who have grown up here.

This is not a speculative scheme. This is a family-led development. The families fully appreciate the community and its heritage and are looking to build a sustainable and long-lasting development for their future generations. Our proposals will respect the local environment, including ponds, trees and wildlife. As such, the proposals will be ecologically-led, with a specific and detailed approach from Camden landscape designers LUC. The homes will designed by award-winning Camden architects, Piercy & Company, and Fathom Architects.

They understand the importance of a robust construction management plan to prevent disruption. They will be employing the same construction company that built The Lodge in eleven months, Montway, with minimal disturbance to residents.

The families also understand the importance of conserving the character of this private road's small community and we are committed to being good neighbours. Therefore, we will be proactively engaging and consulting with Fitzroy Park residents and local community groups. We invite you to attend a public exhibition, to find out more about our emerging proposals for 55 Fitzroy Park:

6.30pm - 9.30pm, Thursday 7th June, North London Bowling Club, Fitzroy Park, Highgate N6 6HT

We look forward to meeting you there and hearing your views on our families' proposals.

If you cannot attend and have any questions, then please do not hesitate to contact Liam Ronan, by phone 0207 566 7969, or email <u>Lronan@quatro-pr.co.uk</u>.

Yours sincerely,

Liam Ronan

On behalf of the Turner-Stokes and Springer families

APPENDIX 2: LOCAL RESIDENT INVITATION

Dear Resident,

Re: 55 Fitzroy Park

As you may know, 55 Fitzroy Park has been the home of the Turner-Stokes family for over 80 years and the Springer family have lived in Fitzroy Park for over 30 years. The families are now preparing a planning application for this significant plot, **replacing the existing buildings and hardstanding with** five homes to accommodate family members who have grown up here.

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Yours sincerely,

The Turner-Stokes and Springer families

APPENDIX 3: EXHIBITION BOARDS



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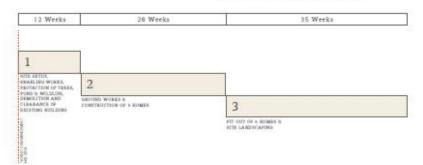
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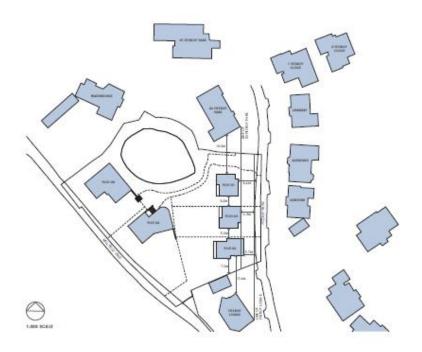
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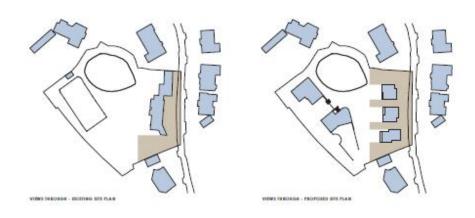


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the SHORKELT NOATHER WILL BE IMPROVED TO REPORT AND THE SHORKELT OF COMMAND. THE SHORKELT SHO

YEBS AND ROTOCOCCA, PRINCIPALITY THOUGH THE STE NAVE BOTH SHEW AMPROVED THE PROPOSED MACHINES WITH GAPS MINKEN ALLOW INCORACIED WISHEST TRIBUIGH, WHICH COMPANIED WITH THE

RCDLOGICAL PRIMERBUTT HIS BERN HICKEASED THROUGH THE LISE OF HICKEASED TO CERATE CORRECTION TO ADDIT WILDLISE TO HAVIDADE THROUGH THE 195.



VIEWS THROUGH THE SITE



VIEW FROM FITZROY PARK







BIN DIREC VIEW

THE ARCHITECTURAL DISSISTATION PLOTS 1 IS WAS BRIEF DEVISIONED TO CREATE A SIMPLE,

HE PROPERIO BELLONGO ARE SET BACK. PROM THE STREET, THIS, IN ADDITION TO THE PROP CISIO THE BEACH PLANTING SPELLIN THE BELLONGO. DO NOT BAPCAS ON HISTOT PARK - ROTIAND THE ONLY VISNO PROM THE STREET AND DUMPISS OF THE

IT E PROPOSED THAT THE BUILDINGS WILL HAVE BRICK ENVELOPED - BY COMMON WITH SEVERAL OF THE RESTRICK BUILDINGS BY THE

THE RHAL BRICK CHOICE & STUL BRIVO RIPLOYED - WITH SOME OFFICIAL DEFAULE



RENDERED VIEW



BRICK STUDIES



BENDESIG VIPW

THE ARCHITECTURAL DISCION FOR PLOTS 1-18 HAS BREYL DEVELOPED TO CREATE A SIMPLE, TREATED ROYSHAM ALCOHOLISTINGS PARK.

FOLLOWING A MEETING WITH THE CAMER CREEN WINDOW PANEL THE RECEIPECT

THE PANEL PADD AUCH TO ADMIRE WITH ARCHITECTURE PROPOSED FOR FIDEOT PARK AND SYNASTICULAR THINK THAT PLOTE I IS PROMISE HIGH GUALITY ARCHITECTURE ON THE STREET PROPERTY.



RENDERED VIEW



FLOT B4

THE BUILDINGS IS PRIMARILY MADE UP OF THESE. SOLD RECAMING GARDEN WALLS.

NE HOUSE INSURE INTO THE UNDERED TO REDUCE THE VISUAL IMPACT AS MICH AS NOTICES.

A CURVE SOFTING THE FORM FACING SHIRANCE AND THE POND.

THE INTERNICE IS SETWING TWO OF THE WALLS, TAKING DISCOUNT TO THE SUNGEN

HE HOUSE IS HELED IN BETWEEN THE HEAVY VALUE ORSINENS OUT TOWARDS A PREVATE







PLOT 04



PLOT 05



PROJECT EXPERIENCE

APPENDIX 4: FEEDBACK FORM

PUBLIC CONSULTATION: 55 FITZROY PARK

Thank you for coming to our public consultation. Now that you have seen our proposals, we would be grateful if you could provide us with feedback.

Your Details
Name:
E-mail:
Postcode:
This information is compiled by Quatro Public Relations Ltd, on behalf of the Turner-Stokes and Springer families. The information you provide will be treated in strict confidence and will not be used to identify you personally. The analysis is done on an anonymous basis and your details will not be passed on to any other third parties.
I would like to be kept informed and/or contacted regarding this consultation via email
Yes □ (please provide email above) No □
Do you have any general comments?
PLEASE PLACE THIS FEEDBACK FORM IN THE BOX PROVIDED.
ALTERNATIVELY, YOU CAN POST YOUR COMMENTS TO:
FREEPOST RRTG-GGZK-ESHH 20-24 Old Street London EC1V 9AB
OR EMAIL: <u>Lronan@quatro-pr.co.uk</u>
This information will only be used for the purposes of this exhibition; to compile feedback and to keep you updated on this proposal's progress. Your details will not be passed on to any third parties.