

STATEMENT OF COMMUNITY INVOLVEMENT

7ABC BAYHAM STREET
London Borough of Camden
July 2018

Produced by Quatro for Camden Lifestyle (UK) Limited

1. INTRODUCTION

- 1.1 This Statement of Community Involvement (SCI) outlines the pre-application public consultation activity undertaken on behalf of Camden Lifestyle (UK) Limited for their proposals for 7ABC Bayham Street.
- 1.2 This statement forms part of a portfolio of documents submitted as part of the planning application for the scheme.
- 1.3 The SCI has been written in direct response to the recommendations for meaningful community consultation, as outlined in the London Borough of Camden's (LBC) Statement of Community Involvement (2016), the Government's National Planning Policy Framework (2012) and the Localism Act (2011) to ensure that local people are at the heart of the planning system.

2. APPLICATION CONTEXT

- 2.1 The site is located at the southern end of Bayham Street, in Regent's Park Ward, LBC.
- 2.2 The Site comprises three existing buildings which are situated around a central area of hardstanding. 7A and 7C are two storeys in height, whilst 7B is single storey. These buildings are in use as offices (Class B1a)
- 2.3 This is a full planning application for the demolition of existing buildings (B1a Use Class) and erection of a 5-storey building, comprising co-working office floorspace (B1a Use Class), hotel accommodation (C1 Use Class) and an ancillary café/bar and gym/fitness facilities; and works to the existing access and associated works.

3. CONSULTATION METHODOLOGY

- 3.1 Camden Lifestyle (UK) Limited engaged in a consultation programme at an early stage in the planning process. The consultation programme was also carried out in accordance with section 122 of the 2011 Localism Act, which requires developers to carry out pre-application consultation with local communities. It was also conducted in line with LBC's SCI (2016).
- 3.2 LBC's Revised Statement of Community Involvement, adopted July 2016 can be found here:

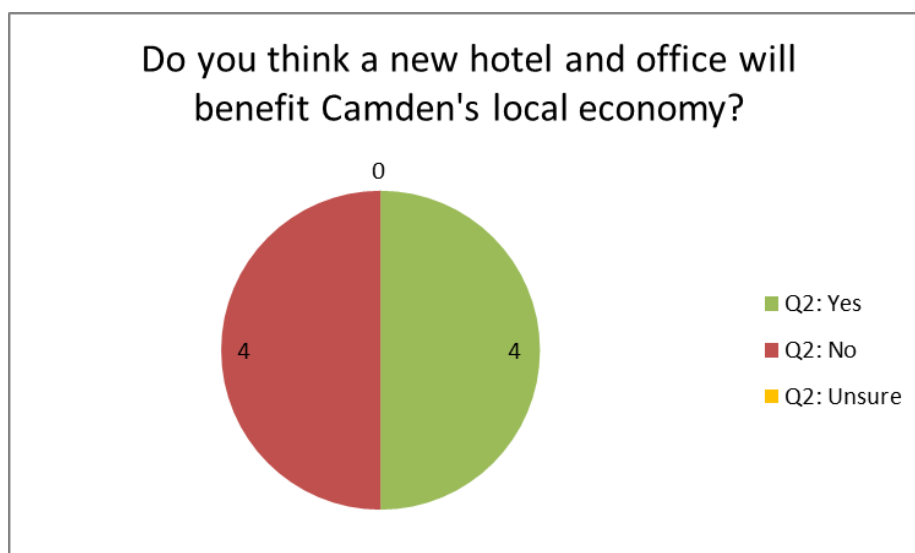
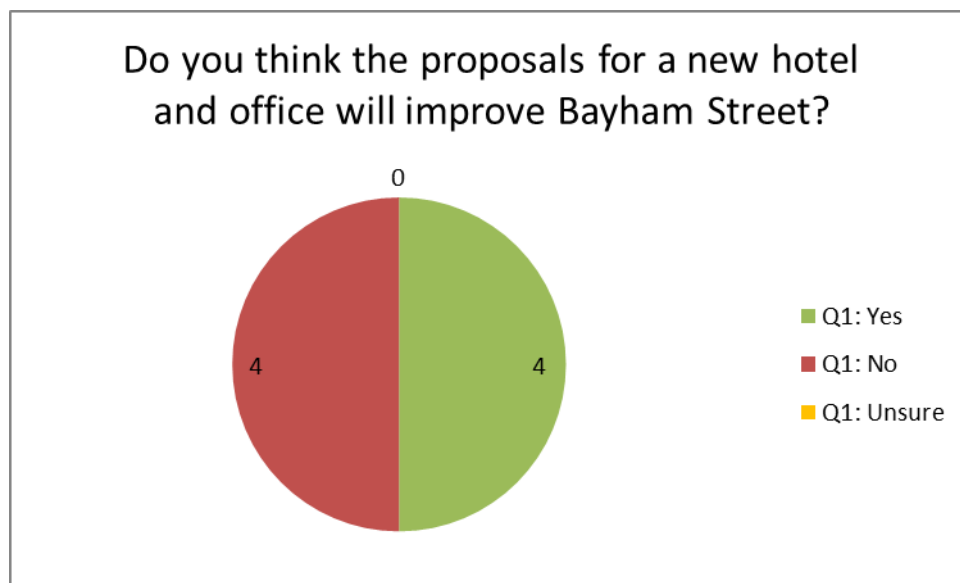
https://www.camden.gov.uk/ccm/cms-service/stream/asset/SCI%20Final%20July%202016.pdf?asset_id=3500503
- 3.3 The consultation programme sought to engage with all sections of the community to ensure that as many people as possible had the opportunity to take part in the process. Present throughout the programme was a commitment to a continual dialogue with local residents, businesses and stakeholders in the area to address and understand the issues they raised. At every stage of the process Camden Lifestyle (UK) Limited sought to ensure that its methodology was compliant with local and national guidelines.
- 3.4 Camden Lifestyle (UK) Limited's consultation programme aimed to:
- Engage and seek the views of the local community on the future development plans for 7ABC Bayham Street in advance of submitting a planning application
 - Further understand how local issues and opportunities could impact on any development proposals
 - Consider and respond to local feedback, along with advice from statutory consultees, before the planning proposal was finalised
- 3.5 In support of these aims, a public exhibition was held to provide an opportunity for local people to receive information and input their thoughts on all aspects of the development. The exhibition enabled Camden Lifestyle (UK) Limited to better understand the most important issues for local people.

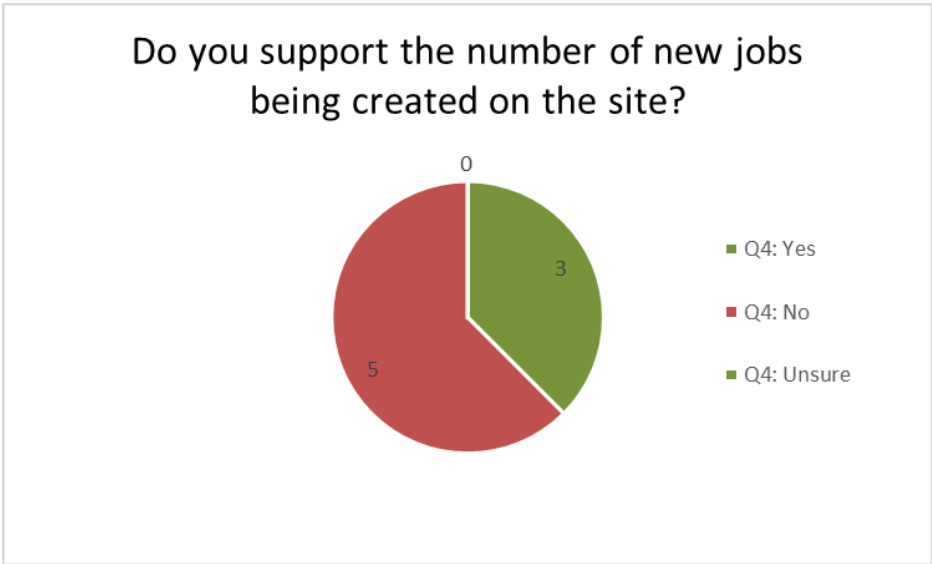
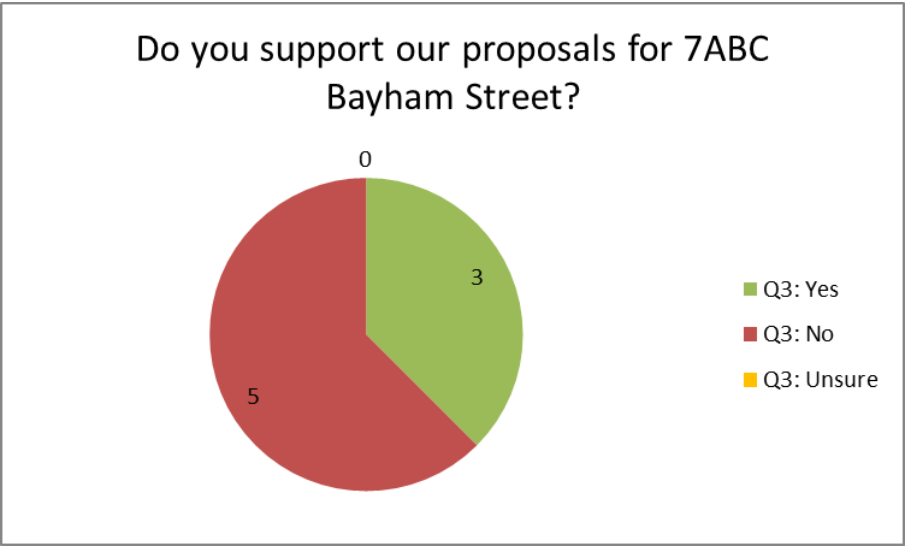
4. CONSULTATION

- 4.1 A public exhibition was held to allow the local community and stakeholders to view and provide feedback on the proposals.
- 4.2 A consultation zone was identified which included 974 addresses in the local area (see appendix 1). An invitation flyer was issued via direct mail to the addresses within the zone (see appendix 2).
- 4.3 Invitation emails were sent to local stakeholders, Regent's Park ward Cllrs and immediate neighbouring St Pancras and Somers Town ward Cllrs, planning committee members and LBC's Cabinet Member for Investing in Communities to inform them of the proposals and invite them to the exhibition.
- 4.4 The exhibition was held in the well known local Maurice Hall of the WMC, 44 Crowndale Rd, Kings Cross, London NW1 1TR on Wednesday 6th June, from 330pm – 730pm. The exhibition was clearly sign posted from the main entrance on the ground floor (appendix 3). Nine A0 information boards were displayed containing information about the proposals (appendix 4).
- 4.5 The public exhibition was held during the late afternoon and evening to encourage as many local stakeholders as possible to attend. Members of the project team were on hand to introduce the scheme and answer any questions from the public.
- 4.6 All attendees were encouraged to provide written feedback using the forms available (see appendix 5). Attendees could submit their forms via the response box at the exhibition or send by email to jgreenshields@quatro-pr.co.uk.
- 4.7 There were a total of 15 local people and stakeholders who attended the public exhibition, thirteen of whom signed in to the exhibition. In total eight people gave feedback. To date no further feedback forms and email have been received via freepost.
- 4.8 In addition to the public consultation five meetings were held with LBC Officers, two with the Design Review Panel (DRP) and the Members' Forum. The design of the building has been amended throughout to reflect the comments of these groups.
- 4.9 Ward Cllrs were invited to the exhibition and offered a briefing on the scheme, but none attended or accepted the offer. Neighbouring ward Cllrs Robinson and Tomlinson attended the exhibition.

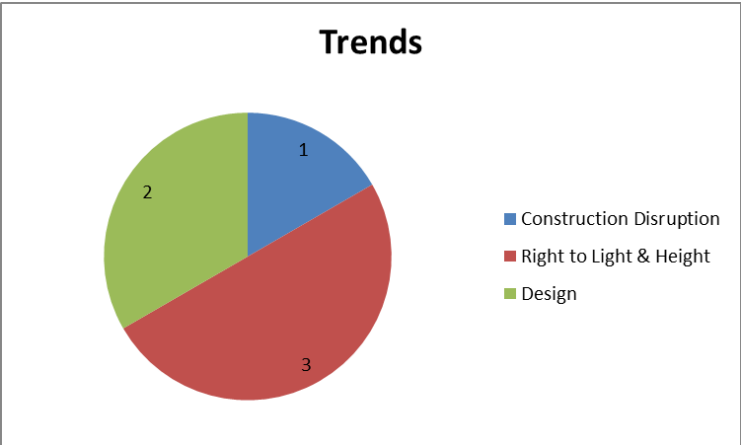
5. FEEDBACK

- 5.1 In total, Camden Lifestyle (UK) Limited received written feedback from eight people at the exhibition.
- 5.2 A mixture of qualitative and quantitative feedback was used. Below are graphs depicting the answers given to the questions on the feedback form. Below are the results of the feedback forms.





5.3 In total eight people left other comments. These comments have been grouped into themes as below:



6. CONCLUSIONS & NEXT STEPS

- 6.1 The consultation process has been valuable for Camden Lifestyle (UK) Limited in opening a constructive dialogue with local residents and stakeholders about providing a new hotel and office building on site.
- 6.2 The feedback from the public consultation showed that a small number of residential neighbours to the rear of the site have concerns about loss of daylight and sunlight. A full daylight/sunlight assessment can be found submitted alongside the application to ensure that the proposals respond comprehensively to these concerns.
- 6.3 The design of the proposed buildings was welcomed by some local stakeholders, although there was some concern over the height of the proposed building.
- 6.4 All the feedback from the consultation, along with feedback from other key stakeholders and statutory consultees, has been reviewed by the project team to help inform the technical work prior to submitting the planning application.
- 6.5 Camden Lifestyle (UK) Limited will continue its discussions and engagement with all stakeholders after submitting the planning application.

8. APPENDICES

APPENDIX 1 - CONSULTATION ZONE & SITE BOUNDARY



APPENDIX 2 – CONSULTATION FLYER

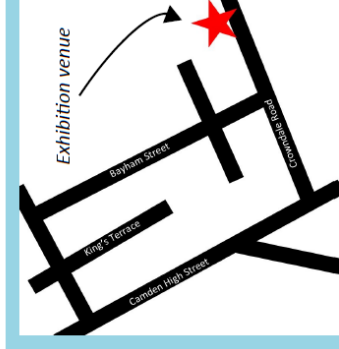
PUBLIC EXHIBITION INVITATION

You are invited to a public exhibition to view plans for a new mixed use building at 7 ABC Bayham Street. The proposed scheme will comprise a hotel, office space, a café and a gym.

The exhibition will take place at **Maurice Hall, 44 Crowndale Road, NW1 1TR** on Wednesday 6th June from 3:30pm - 7:30pm. You do not need to let us know if you are planning to attend, but if you have any questions, please email kchowdhury@quatro-pr.co.uk.



The site marked in red to the left is currently occupied by 3 small office buildings, with parking facilities.



WEDNESDAY 6TH JUNE - 3:30PM - 7:30PM
MAURICE HALL, 44 CROWNDALE ROAD, NW1 1TR

APPENDIX 3 – SIGNAGE



APPENDIX 4 – EXHIBITION BOARDS

1
PROJECT INTRODUCTION



7ABC BAYHAM STREET

Welcome to today's event...

Thank you for attending today's public exhibition for the design proposals of a new development concept at 7ABC Bayham Street in Camden.

Members of the project team are wearing name badges so feel free to approach them and ask them any questions you may have.

This exhibition and feedback received will form part of the official planning application submitted to the London Borough of Camden, and will help to achieve a design that will improve the local amenities for residents and businesses.

The development team for this project came together in October 2017 with ambigram architects appointed to initially review and appraise an existing office block within the rapidly regenerating area of Mornington Crescent with a view of creating Camden Lifestyle's new office and hotel concept on this under-utilised site.

The 7ABC Bayham Street scheme includes proposals for a hotel with a contemporary cultural, fitness suite and high-quality office facilities with co-working spaces and conference facilities suitable to businesses in the creative and TMT sectors.

The development team's aspirations are to deliver an iconic hotel with co-working space of the highest quality, which will become a catalyst for the ongoing regeneration of the local area, attracting a variety of people and economic activity to the vicinity, promoting employment and leisure opportunities. The cumulative effect would result in overall improved use of an existing site that would benefit the local residents living Bayham Street and enhance the 'feel safe' factor in terms of security. The project aims to create a strong bond with the local context and sustainability as well as the two nearby regeneration schemes in Kings Cross and St John's. The response to the local context and a thoroughly considered sustainable approach are critical drivers for the architectural concept of the hotel and its identity.

Through our initial review it became clear that the site offers great potential in response to the immediate wider context, especially the opportunities and ambitions offered by the Kings Cross and Eastland 52 Regeneration schemes and local re-development projects such as the proposed Camden Town Station, the construction of Camden Lock Village Market, the nearby 101 Canvey Street and the soon-to-commence scheme of Kone's Hood Project.

Through our initial review it was determined that this would be a challenging site for redevelopment. From the outset, we felt that any proposal needed to be contemporary in design, whilst sensitive to the local context, environmentally responsive and economically sustainable to respond to the needs of the local community whilst making a positive contribution to its future growth. This proposal seeks to build on the local regeneration around the Camden High Street and the proposed building through its use and its active frontage will seek to improve the public realm, promote pedestrian security through enhanced passive surveillance, provide improved local leisure amenities and create varied employment opportunities. All of which would benefit both the users and the local community.






ambigram architects



Changing shape of Camden Town...

However from a nondescript stretch of fields and open countryside two hundred and fifty years ago, rapid development started after Lord Camden provided land for the construction of 1400 houses in 1761. The Regent's Canal opened in 1820 and industrialisation of the area started a few years later with the arrival of the railways. With factories and warehouses sprouting alongside the water canal and benefiting from immediate adjacent residential districts, Camden Town prospered. After the second world war, a dramatic decline in industry and use of the water canals led to the area becoming derelict and impoverished.

In recent times however, Camden Town has enjoyed a cultural revival, and is now mostly known for its markets, creative community and alternative but richly diverse culture due to its recent history dating back to the 1970's.

The site at 7abc Bayham Street is a cluster of three buildings of varying ages, oriented around a car park. While the buildings 7a and 7b are believed to date from the late 19th century they have been significantly altered and recent alterations were made to 7b to make the facade appear more historic and in keeping with neighbouring 3, 5 and 7. Building 7a dates from the 1960s and appeared at the time that Bayham Street's character was drastically transformed with the demolition of historic terraces and the construction of the high rise Bayham Place estate and particularly Westerham flats opposite the site.

BAYHAM STREET TIME LINE 19th CENTURY - TODAY



Late 19th Century

7abc is a rear courtyard for the North London Collegiate School, founded by Mrs Frances Mary Buss as a school for dignified ladies.

The site is converted into industrial buildings after the school relocates to Sandall Road in the late 19th century, with the construction of what is now 7b and 7c.



FRANCES MARY BUSS



SCHOOL GYMNASIUM



Early 20th Century

The local landmark KOKO with its iconic dome opened in 1900 as the Camden Theatre, designed by the prominent Australian born architect, William Sprague, (1863-1933).

The building was converted into one of London's earliest cinema's in 1911 and has seen several reincarnations as theatres and music halls since. In the 1980s and 90s, the Camden Palace was at the heart of New Romantic and Britpop music culture.



Mid 20th Century

In the 1960s, historic terraces to the east of Bayham Street are demolished and replaced with high rise housing blocks on the Bayham Place estate.

The 7abc site is redeveloped into office space with a new building constructed on site. Camden Town conservation area is formed in 1986 to preserve remaining historic character west of Bayham Street.



7abc in 1980



WESTERHAM FLATS



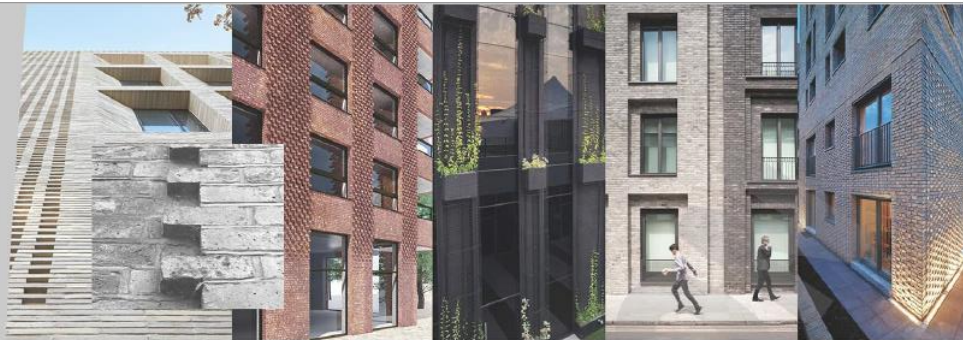
2018 and the future

Camden Town and the area around Mornington Crescent are in the midst of an urban revival with significant regeneration occurring in the immediate area as young and innovative future industries seek to get have a presence in one of London's most dynamic cultural hubs.

The project to transform 7abc Bayham Street into a new hotel and office concept will contribute to this resurgence, creating a lively and vibrant creative and social hub for the wider community



DESIGN PROPOSAL



Cohesion of the terrace...

The design and massing of the proposed hotel and office has not been designed in isolation. In fact our proposals have been informed by a rigorous process of precedent research and facade studies in relation to the sensitivity of context. It explores strengthening the urban grain and overcoming an under-used site by providing cohesion between neighbours on either side of the site to form a continuous urban frontage onto Bayham Street up to 3rd floor level. The Bayham Street section explores the introduction of a canyon section to the site to complement the massing of the existing urban block opposite.

The urban form of the proposal explores a pedestrian friendly urban character, by providing interest at the completion of the spatial impact of Bayham Street. This would allow for greater legibility of views by creating a continuous vista along the Bayham Street urban structure.

To create a coherent character, integrated sense of place, and complimentary permanence, we studied and referenced buildings within the immediate vicinity. This enabled us to arrive at a primary material as part of the building's palette that is connected to the historic typology of the local context.

Brick has been selected as the primary facade material due to its historic use within the area, its durability and reinforcing quality that supports the character of the conservation area. The variety of texture, pattern and colour is used in expressive detailing to provide a building of high quality design. The main appearance of colour to the facade would be expressed through using non-uniform bricks with a colour variation that lends a textured and liveliness to the facade. The proposed building should reinforce the character and identity of local buildings while supporting architectural diversity.





Part of an ongoing regeneration...

7abc Bayham Street falls within the Camden Town Conservation Area, though the buildings are and is considered to have neutral contribution and are not listed. The site is made up of three eclectic, though nondescript disconnected buildings currently in use as offices with a significant part of the site is underutilised and covered with a hard surface.

The immediate area has experienced a significant amount of development over recent years. Adjacent 3, 5 & 7 Bayham Street have recently been redeveloped including a new level over the three terrace buildings via a new mansard roof extension which created a 4 storey street frontage. Work is currently underway on a 5 storey extension over 48-56 Bayham Place which will result in a 6 storey building.

At the end of Bayham Street is the recently consented scheme for the live music venue KOKO, which will begin on site in the near future. This is a significant redevelopment of a landmark group of buildings that will alter the scale and size of the local area significantly with additions that would result in a new 5-7 storey roof line.

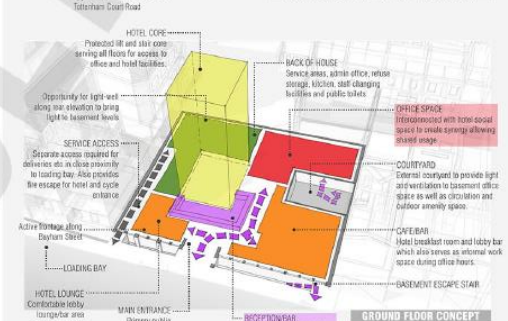
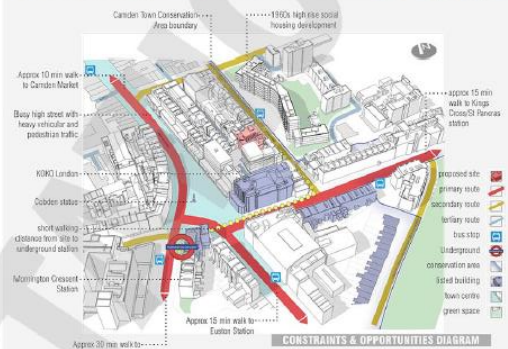
The 7abc Bayham Street proposals will serve to complement this development by providing an innovative new hotel and office concept, bringing jobs and investment into the local area. Camden Lifestyle see the merit of the natural synergies in joining the hotel and office space offerings, and are keen to take advantage of the innovative & creative spirit of Camden Town by providing dedicated creative industry/TNT sector workspaces. This will also mean the creation of a cafe/bar space at ground level serving as a vibrant hub, not just for guests and workers, but also the wider Camden community.

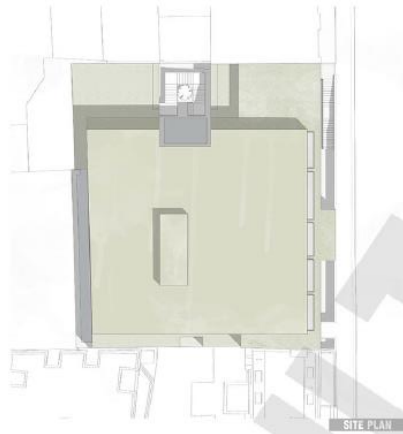
With such close proximity to the heart of Camden Town and excellent public transport links to the rest of London area, the ongoing regeneration of the area around Mornington Crescent will be well complemented by the proposals for 7abc Bayham Street. The site, ideal for redevelopment, will be transformed into a vibrant public space bringing increased pedestrian footfall and improved natural surveillance promoting pedestrian security along the southern end of Bayham Street.



LOCAL REDEVELOPMENT PROJECTS

- KOKO London
- 3, 5 & 7 Bayham Street Terraces
- Bayham Place apartments
- 7abc Bayham Street



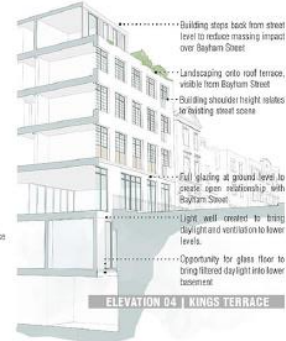
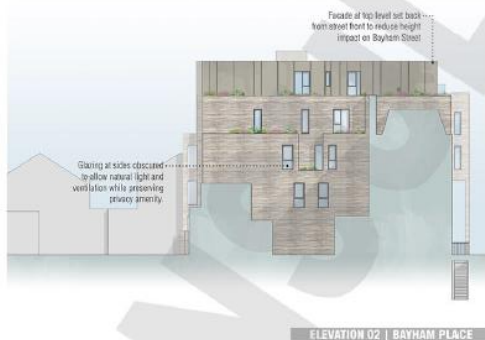


GUEST ACCOMMODATION DESIGN 6



0m 2m 10m

ambigram architects





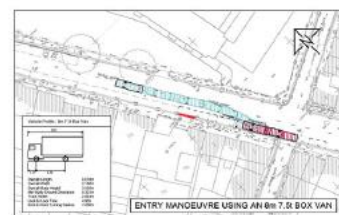
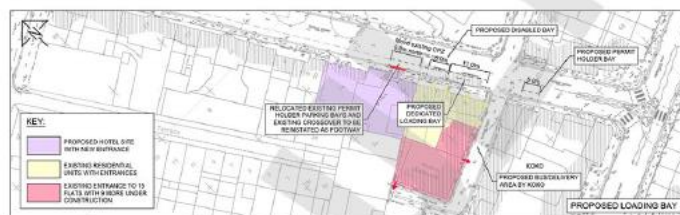
Traffic and highway strategy...

Overall the development proposal seeks to make an efficient and effective use of an underutilised previously developed site, within a highly accessible and sustainable location. The site has a Public Transport Accessibility Level (PTAL) of 6b which is considered 'excellent' in terms of accessibility to public transport. The future scheme through the removal of off-street car parking spaces will be entirely 'car-free' as befits its location.

At the existing site servicing and deliveries take place from an on-street location for oversized vehicles and short duration servicing, with such activity occurring from unoccupied on-street parking spaces or Single Yellow Line kerbside restrictions. Occasionally other smaller vehicles reverse blind in and out of the small servicing area where the five off-street car parking spaces are located.

Servicing frequencies and daily vehicle numbers for the existing site are estimated to comprise 6 to 9 vehicles per day. Vehicles are a mix of Light Goods Vehicles (such as a Ford Transit van) to 11m Heavy Goods Vehicles. These numbers and vehicle types will not change following re-development. But through redevelopment, the opportunity exists to reallocate kerbside space and create a dedicated loading bay.

Following independent and thorough parking surveys undertaken by a reputable traffic survey company it has been shown that 'parking stress' does not occur on Bayham Street. This supports the proposal to reallocate kerbside parking restrictions to provide a dedicated loading bay in support of the proposed redevelopment of 7ABC Bayham Street.



HIGHWAY PROPOSALS

Construction management...

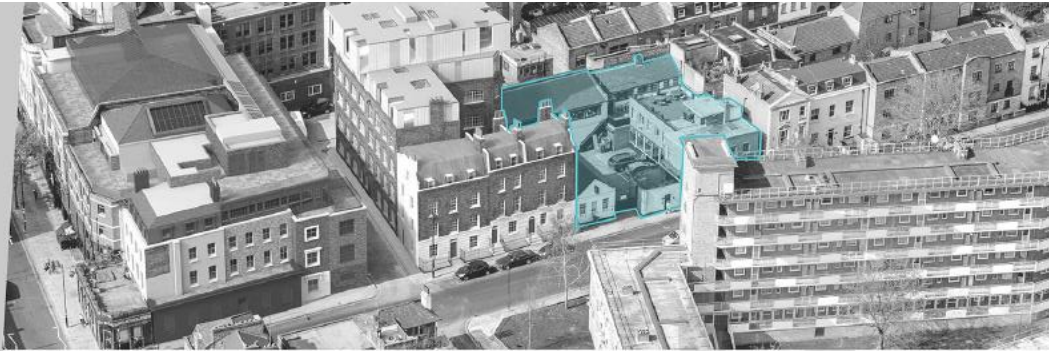
Camden Lifestyle recognise that construction management on such a confined site will be of the utmost importance and we will take the views of local residents into account when programming works for this project.

We are also members of the 'considerate constructors' scheme, committed to improving the perception of the construction industry by working in a careful, collaborative and cooperative manner with the local community. As soon as works are ready to commence on site, we will have a public phone number and email address for local people to get in touch should they wish to do so.

We will also get in touch by email to any residents who sign up to our list to keep you up to date when we know that noisy or disruptive work is coming.

The project management and design team have extensive experience working on challenging sites with tight constraints, and working with our structural engineers, we will seek to ensure minimum disruption to surrounding residents for the duration of works.





Local jobs and the local economy...

Our project is aimed at Camden's creative industries and will capitalise on this and the Camden Town area's reputation as a vibrant and eclectic tourism destination. It is expected that the guests of the hotel would use the workspace (i.e. if travelling on business or staying for longer periods) and those using the workspace could also benefit from the hotel, for example if attracting business travellers.

The hotel would also capitalise on the proximity to the creative hub of Camden Town Centre. It is an important part of the business model that the hotel and office space operate together as one entity, capitalising on natural synergies and operating in unison within a bespoke building.

A number of jobs will be created on site during the construction phase and as part of our application we will work with the local authority in Camden to target these at local people wherever appropriate.

Once the building has been completed, the building would provide 94 jobs. Our analysis suggests 30 jobs will be created to run the hotel, 63 in the office space, and 1 in the fitness studio.

As above, we will work with Camden to ensure as many local people as possible are employed in these exciting new opportunities.

The new office space will also create spaces for new businesses to move into and we will target existing businesses through partners such as Camden Town Unlimited to support the local economy, creating greater job density than existing on site so an increase in jobs overall and a significant improvement in contributions to the local authority.



Your view and next steps..

Thank you for attending our exhibition today – we hope it was useful for you. Using the information you have read, please fill in one of our feedback forms and give us your views on these proposals for 7ABC Bayham Street.

Below is a rough timeline of our project overall.

June 2018: Submission for planning

Early 2019: Works to commence on site

2020: Works completed

The project team for this exciting development presently includes:

Client:
Architect:
Principal Designer:
Planning Consultant:
Heritage and Townscape:
Local Community Advisor:
Structural Engineer:
Daylight and Sunlight Consultant:
Energy and Sustainability Strategy:
Transport and Movement:
Air Quality, Ecology, Site Waste and
Waste Strategy Consultant:

Camden Lifestyle (UK) Ltd
ambigram architects
GL Hearn
K&K Consultants
GL Hearn
Heritage Collective
Quatro PR
TZG Partnership
Point 2 Surveyors
Ensphere Group
Transport Dynamics
Royal HaskoningDHV

CAMDEN LIFESTYLE LTD
ambigram architects

GL Hearn
Port of Capes Ltd

Heritage Collective

TZG PARTNERSHIP
STRUCTURAL ENGINEERS

ensphere

POINT 2

QUATRO



ambigram architects

APPENDIX 5 – FEEDBACK FORM

7ABC Bayham Street PUBLIC EXHIBITION FEEDBACK FORM

Thank you for coming to this public exhibition. We would welcome your views on our proposals as they form part of the application process.

NAME: PHONE:

ADDRESS:

POSTCODE: EMAIL:

Do you think our proposals for a new hotel and office will improve Bayham Street? Yes: ☐ No: ☐ Unsure: ☐

Do you think a new hotel and office will benefit Camden's local economy? Yes: ☐ No: ☐ Unsure: ☐

Do you support the number of new jobs being created on the site? Yes: ☐ No: ☐ Unsure: ☐

Do you support our proposals for 7ABC Bayham Street? Yes: ☐ No: ☐ Unsure: ☐

Please let us know if you have any other comments:

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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, but you may be contacted as part of the progress of this planning application. If you would rather not receive information, please tick this box. ☐