

Land Adjacent to 1 St. John's Wood Park

Statement of Community Involvement

October 2018

KANDA

This document has been prepared
by Kanda Consulting on behalf of
Almax Group.

Contents

1. Executive Summary	p.2
2. Consultation Process	p.3
3. Qualitative Feedback	p.4
4. Conclusion	p.5
Appendix I Newsletter	
Appendix II Distribution Map	

1. Executive Summary

- 1.1 This Statement of Community Involvement has been prepared by Kanda Consulting on behalf of Almax Group ('the Applicant') in support of a full planning application for redevelopment of the site at Land Adjacent to 1 St. John's Wood Park.
- 1.2 The Applicant appointed Kanda Consulting, a specialist public affairs and consultation company, to undertake the community and stakeholder consultation as part of the pre-application process for the redevelopment of Land Adjacent to 1 St. John's Wood Park.
- 1.3 The consultation process was carried out in conjunction with the pre-application meetings with the London Borough of Camden's planning and design officers, details of which are included within the Planning Statement and Design and Access Statement which accompanies this application.
- 1.4 The brief was to develop and implement an engagement strategy with community and political stakeholders in the London Borough of Camden.
- 1.5 Activities undertaken as part of the consultation process included:
 - Emails offering one-to-one briefings with local community stakeholders;
 - 803 letters sent to local residents and businesses, providing information on the proposed redevelopment and provision of a feedback form on the proposals;
 - Emails offering further detail and one-to-one advice sent to residents and businesses who expressed an interest in the scheme.
- 1.6 The responses to the consultation suggest that there is support for a housing development on the site, but a split in opinion regarding the affordability of on-site affordable housing.
- 1.7 Throughout the consultation process, a telephone number and e-mail address were supplied and managed by Kanda Consulting, providing further information to residents, businesses and stakeholders on request.
- 1.8 This report has been informed by Central Government Guidance within the National Planning Policy Framework (NPPF-2018) on community involvement in planning. It forms part of the supporting documentation informing the planning application.

2. Consultation Process

- 2.1 The objectives of the consultation process were to approach key local stakeholders who may have an interest in the site and raise awareness amongst local residents and businesses of the proposed development prior to a planning application being submitted.
- 2.2 On behalf of the Applicant, Kanda Consulting distributed a letter informing local residents and businesses of the proposals, and invited feedback through return. The Applicant also maintained an open dialogue with the existing tenants of the site throughout the consultation process, and will continue to do so throughout the determination period of the planning application and beyond.
- 2.3 Working with and on behalf of the Applicant, Kanda Consulting approached local residents in conjunction with the formal pre-application process with the London Borough of Camden.
- 2.4 A programme of consultation with the wider community began in September 2018, with the issuing of letters to households and businesses in the area surrounding the site.
- 2.5 We have proactively responded to feedback on the proposed design of the scheme from both the community and through Camden Council's Design Review Panel process.
- 2.6 The Applicant will maintain contact with local councillors, amenity groups and the wider community throughout the planning application and determination process. Further meetings will be arranged as necessary with local stakeholders, businesses and residents following submission of the planning application and members of the development team will remain available to discuss the scheme with interested parties.
- 2.7 The applicant undertook a lengthy design and planning collaboration with LB Camden through a formal PPA process from January 2018.
- 2.8 The Applicant has proactively amended the proposed designs based on feedback from both the community and Camden Council's Design Review Panel.

3. Qualitative Feedback

3.1 Access

Local residents, particularly those that live in the Middlefield area, were concerned at the potential loss of pedestrian and vehicular access through the site to St. John's Wood Park, which had been granted legal right of way. Previous designs for the site under a different consented applicant had compromised this access. However, these residents have been reassured that the new designs respect this pedestrian right of way, and have been designed with this in mind.

3.2 Height

Respondents were concerned that the height of the proposals would not reflect the local context along St. John's Wood Park. These respondents have been informed that the site's six storeys do reflect the local context when viewed against neighbouring buildings including; Boydell Court (11 storeys), No.95 Avenue Road and the Polygon (7 storeys), Sheringham (part 8 and part 11 storeys) and Buttermere and Blair Court (12 storeys). Furthermore, the proposed apartments have been sensitively designed to be in keeping with local architecture.

3.3 Affordable Housing

Residents agreed that the site is appropriate for housing, but were split in their opinion of whether affordable housing would be welcome in the neighbourhood. The project team stated that on-site affordable housing provision is required for the scheme to be in keeping with policy requirements as set by the London Borough of Camden.

4. Conclusion

- 4.1 The consultation approach sought to engage with statutory and non-statutory consultees, including local stakeholders working and living in close proximity to the site.
- 4.2 The pre-application process provided an opportunity for constructive engagement with leading members of the development team, a dialogue the team hopes to extend throughout the planning and construction process.
- 4.3 On behalf of The Applicant, Kanda Consulting distributed a letter to 803 local residents and businesses, informing them of the proposals and offering the opportunity to provide feedback on the scheme.
- 4.4 Local stakeholders believe the site is appropriate for housing use, but expressed concerns regarding the height of the proposals and access to Middlefield. These stakeholders were reassured that the proposals had been designed with the sensitivity of local architecture and height in mind, and in respect of the right of way for pedestrians that previous applications had missed.
- 4.5 The Applicant has proactively amended the proposed designs based on feedback from both the community and Camden Council's Design Review Panel.
- 4.6 The Applicant is committed to continuing its engagement with the community and other key stakeholders throughout the planning application and construction process.

Appendix I Newsletter

K A N D A
C O N S U L T I N G

KANDA
Kanda Consulting
69-85 Tabernacle Street
London EC2A 4BD
Tel: +44 (0) 20 3900 3076
Email: john.green@kandaconsulting.co.uk
Website: www.kandaconsulting.co.uk

Date: 19th September 2018
To: Land Adjacent to 1 St. John's Wood Park

Dear Resident,

We are writing to let you know about a planning application to amend the existing consent on the vacant site known as Land adjacent to 1 St. John's Wood Park.

In April 2016 planning consent was granted for a three storey, five bedroom house on the site, which was later amended in February 2017 to increase the size of building. This single house would be a large house and offer little in the way of public benefits. The house would have also blocked a historic pedestrian right of way for residents of Middlefield.

The building had a double storey basement, unprecedented at the time for a single dwelling.

Now under new ownership, the design has been reviewed to a more efficient building, which responds to its context. The proposals comprise ten individual flats, including one affordable intermediate home, designed by one of London's most respected architects.

We know that the planning history on this site has been a cause of concern for some local residents, so we are taking the opportunity to ask you what you think of the new plans.

Overleaf are images of the site and its boundaries, the proposed new building and the layout of the new homes. We have been very careful to minimise amenity issues and have carefully considered relationships with our neighbours.

There is also a feedback form so you can let us know what you think of the design and plans.

Thank you for your time, we look forward to hearing from you soon.

John Greenhalgh
John Greenhalgh
john.green@kandaconsulting.co.uk



St. John's Wood Park
Feedback Form

Name: _____ Were you aware of the previous consented scheme? Yes No

Postcode: _____ Did you support or oppose the previous scheme? Support Oppose

In terms of design, do you: Like the design Not like the design Prefer something different

As a small site in Camden designated for housing, do you think affordable housing should be included? Yes No

Do you support more housing in the area? Yes No

Do you think the new homes should be set back? Yes No

Do you think the land should be used for something else? If so, what? Yes No

We will be consulting on the construction management plan in due course. Are there any specific concerns you have about the construction process?

Under the Data Protection Act 2018 and the General Data Protection Regulation: All information you give us will be treated confidentially and only used in connection with the project.

To return this feedback form please deliver to the address on the reverse of this questionnaire. Alternatively, you can email your completed feedback form to: john.green@kandaconsulting.co.uk

Report: **FAQ John Greenhalgh**
Kanda Consulting
69-85 Tabernacle Street
London EC2A 4BD

Proposed view from St. John's Wood Park

Appendix II Distribution Map

