



Grand Union House, London NW1
Statement of Community Involvement
December 2018

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Executive summary

This Statement of Community Involvement summarises the consultation activity that has been undertaken in relation to a planning application for the redevelopment of Grand Union House (“the site”) for Camden Mixed Developments Limited (“the Applicant”).

The Applicant is bringing forward proposals for the redevelopment of Grand Union House. Andrew Phillips Architects have been appointed to bring forward the design of a high quality new building.

The Applicant is an award-winning property company, located in the heart of London. The Applicant’s development focus is concentrated within the capital, where the company is recognised for delivering exceptional, design-led projects with a commitment to quality. The Applicant is focused on having a positive impact on sensitive heritage areas, with a history of such schemes that have both benefitted and enhanced the local community.

Andrew Phillips is committed to an approach of collaboration when developing its designs. For both Andrew Phillips and the Applicant, understanding the importance of improved public spaces for occupiers, local residents, and workers is of central importance to the proposed redevelopment of Grand Union House.

The planning application proposes six new affordable homes with private amenity space encompassing 476sqm GIA, 5,254sqm GIA of high quality office space and 538sqm GIA of new retail space. The application also proposes improvements to the public realm, including widened pedestrian routes in and around the site.

The Applicant recognises the ongoing need to provide clarity about the proposals. As a result, the project team thought it was important to facilitate an open and transparent discussion about their proposals for Grand Union House. Four Communications, a specialist public engagement agency, was appointed by the Applicant to develop and deliver a public consultation strategy for the site. The brief was to provide information about the proposals to Grand Union House and address any queries from councillors, community and amenity groups and local residents.

The objectives of the consultation were to provide information about the planning application, outline the principles that will inform the development, address residents’ and local stakeholders’ concerns and ensure transparency and accessibility in the planning process. Consultation and engagement on the future of the site has included:

A public exhibition: The public exhibition was held on Thursday 1 November and Saturday 3 November. It attracted 50 attendees, including representatives from the Castlehaven Community Association, Camden Town Unlimited, Kentish Town Neighbourhood Forum, Trinity United Reformed Church and St Michael’s Church.

Stakeholder letters: Letters and emails were sent to 12 local politicians and community stakeholders ahead of the exhibition, introducing the proposals and inviting them to attend or to have a private briefing on the proposals.

Newsletters: 1,300 newsletters were distributed by hand to addresses close to the site ahead of the public exhibition, including 289 neighbouring businesses.

Newspaper article: The exhibition was reported on in a half page article in the Camden New Journal, which has a readership of around 70,000.

Briefings with local groups & politicians: Four undertook a comprehensive stakeholder audit of the community around Camden. The Applicant has held meetings with Cllr Danny Beales (Cabinet Member for Investing in Communities) & Cllr Jonathon Simpson (Cabinet Member for Promoting Culture and Communities) and meetings with the Camden Town with Primrose Hill ward councillors, Cllr Cotton, Cllr Callaghan & Cllr Pietragnoli are also scheduled to take place in December 2018.

Residents' inquiries: Throughout the consultation process, a dedicated telephone number, e-mail and mailing address were supplied and managed by Four Communications; providing further information to residents, local groups and stakeholders upon request.

Project website: The project website (www.sellar-camden.co.uk) was updated so that local people could view details of the proposals and provide feedback online. This website was shared with exhibition attendees and was shared in Camden New Journal.

Emerging themes

We have received constructive comments from the local community about the proposals. Discussion focused on the following key themes:

Existing building: Attendees discussed the unwelcoming nature of the existing building. They stated that the building looked dated and dilapidated, and was not in keeping with the character of Camden.

A new building: There was particular enthusiasm for the plans for a new building. Many attendees welcomed the attractiveness of the proposed new building.

Community space and anti-social behaviour: Residents welcomed the proposals' potential to reduce anti-social behaviour in the area. They agreed that the improved pedestrian footpath and active frontages would increase safety.

Affordable housing: Residents and stakeholders were positive about the idea of providing affordable homes as part of the proposals.

Design: Residents welcomed the proposed design, suggesting that it would make a positive contribution to the area. There was particular enthusiasm for the palette, which draws from local influences.

Parking: Most residents supported the reduction in car usage for the new offices, citing the development's proximity to sustainable travel options making non-vehicular transport a clear choice. Residents of Grand Union Walk were reassured that their parking spaces would be retained.

Introduction

This Statement of Community Involvement has been prepared and submitted by Four Communications, on behalf of the Applicant, in support of the planning application submission for the redevelopment of Grand Union House. This document provides a record of the community engagement activity and its outcomes.

Understanding the site & local area

Site context

The majority of Grand Union House is currently used as office space. The immediate surrounding area is unwelcoming and out of date, with anti-social spaces and poor access routes. The proposals would see new modern office space, with flexible retail and leisure uses proposed at the ground level and six affordable homes in the development.

TfL have plans to develop the area immediately opposite the site. They have completed their first round of consultation on this and a second round is anticipated later in 2018.

Stakeholder audit

Four Communications undertook a detailed audit of the active community groups and organisations in the local area. The following stakeholders were updated on the Applicant's proposals for this submission and received a personalised invitation to the public exhibition, which provided an opportunity to discuss the proposals with the project team and have their questions answered.

Political Stakeholders

- Cllr Georgia Gould - Leader of the Council
- Cllr Danny Beales - Cabinet Member for Investing in Communities
- Cllr Jonathan Simpson - Cabinet Member for Promoting Culture and Communities
- Cllr Lazzaro Pietragnoli - Camden Town with Primrose Hill ward councillor
- Cllr Richard Cotton - Camden Town with Primrose Hill ward councillor
- Cllr Patricia Callaghan - Camden Town with Primrose Hill ward councillor

Local Groups and Organisations

- Camden Town Unlimited
- Chalk Farm Residents Association
- Regents Canal Conservation Area Advisory Committee
- Castlehaven Community Association
- Camden Town Conservation Area Advisory Committee
- Camden Town with Primrose Hill Safer Neighbourhoods Team
- Trinity United Reformed Church

Consultation plan

The aims of the consultation and community involvement process were to:

1. **Outline the principles that will inform the submission.** The goal for this consultation process was to provide the community with a clear explanation of exactly what is being provided in the scheme and answers any questions. The Applicant remains committed to ensuring residents and stakeholders understand the proposals as they develop.
2. **Involve local people and groups in developing proposals for the site.** The Applicant is committed to engaging with the local community on proposals for the site. The aim was to proactively involve individuals and groups to ensure that feedback could, where appropriate, be incorporated into the designs for the site and plans for future community uses.
3. **Ensure consultation was accessible to all.** The Applicant wanted to ensure that the public consultation was accessible to everyone, in particular:
 - **People with little prior knowledge of the planning system.** Ensuring that the consultation was accessible to people, whatever their level of understanding of the planning system, was key. Public meetings and follow-ups were offered to ensure that people had the opportunity to understand the issues and have their questions answered.
 - **People with little knowledge of the existing site.** While many exhibition attendees were aware of the site, all materials provided detailed background information and details of the site and the need to bring forward its redevelopment.

Consultation activity & outcomes

Public exhibition



A public exhibition on the Applicant's proposals for the future of Grand Union House was held on Thursday 1 & Saturday 3 November at Grand Union House. The table below summarises the details of the exhibition.

Venue & times	<p>The exhibition was open to the public at the following dates and times:</p> <p>Dates: Thursday 1 November 4:00pm to 7:30pm Saturday 3 November 10:00am to 13:00pm</p> <p>Venue: Grand Union House, Kentish Town Road, Camden, London NW1 9NX</p>
Purpose	<p>The purpose of the exhibition was to share the Applicant's proposals for the future of Grand Union House with the community, ahead of the submission of the planning application. Visitors had the opportunity to raise any questions and have these answered by the team. Grand Union Walk residents and key local community groups were also invited to a preview event, between 4:00 - 4:30pm on Thursday 1 November in Grand Union House in order to address their specific concerns.</p>
Publicity	<ul style="list-style-type: none"> Local residents, groups and businesses were notified about the exhibition by a newsletter distributed to the local area covering over 1,300 addresses including 289 neighbouring businesses. An article in the New Camden Journal also shared details of the exhibition. An invitation was also extended individually to key stakeholders via individual letters and emails.
Exhibition content	<ul style="list-style-type: none"> The details of the Applicant's vision for Grand Union House were presented on nine A1 exhibition boards. A model was also presented to demonstrate how the site fits in the emerging local context. Members of the team were available to explain the information provided and answer any questions.

Visitors to exhibition	<p>50 people attended the exhibition, with 47 choosing to sign in. Attendees included:</p> <ul style="list-style-type: none"> • A Castlehaven Community Association representative • Camden Town Unlimited representatives • A Camden Gardens TRA representative • A Kentish Town Neighbourhood Forum representative • A Trinity United Reformed Church representative • A St Michael's Church representative • Residents of Barnes House • Tenants of Grand Union House • Local residents, workers and business owners
Opportunity for feedback	All exhibition attendees were encouraged to give feedback using the questionnaires provided and to sign the visitors' book. Attendees could complete the questionnaire at the exhibition, or alternatively take the form away and return it to the Freepost address provided.
Feedback	Nineteen questionnaires were returned at the public exhibition and several attendees took forms away to return via Freepost. To date two have been returned.

Feedback

The purpose of this exhibition was to present the Applicant's proposals for the future of Grand Union House and to receive further feedback from attendees. Feedback was both verbal and written via feedback forms, with many attendees engaging in discussions with members of the project team and completing a feedback form.

Verbal feedback

The table below summarises the verbal feedback received by the team over the course of the exhibition:

Issue	Detail
Existing building	Attendees discussed the design and unwelcoming nature of the existing building. They agreed the building looked dated, and was not in keeping with the character of Camden. Members of the neighbouring offices stated much of the building sat unoccupied and that the wasted space needs to be addressed.
A new building	There was particular enthusiasm for the proposal of a new building. Many attendees expressed their surprise at the attractiveness of the proposed new building and were supportive.
Community space and anti-social behaviour	Visitors welcomed the proposals' potential to reduce anti-social behaviour in the area. Many attendees outlined how the area has become more intimidating over time, and welcomed the widened pedestrian space, active frontages and increased foot traffic as they felt these features would increase safety.

Affordable housing	<p>Affordable housing was seen as a key benefit to visitors at the exhibition; visitors were positive about the idea of supporting the need for homes.</p> <p>Some attendees had questions about the proportion of residential in the scheme. The project team explained the importance of providing high quality office space in this central location, and that in response to feedback from LB Camden Officers; affordable housing has been included, exceeding LB Camden policy requirements.</p> <p>There were some questions about detailed elements of the housing offer, such as amenity space for residents. The project team were on hand to explain how these will work in practice.</p>
Design	<p>Attendees discussed elements of the design of the new building. There was a particular emphasis on the need for the use of sustainable, environmentally friendly materials. The project team explained sustainable design is a key principle of the proposals, to be achieved by keeping the existing structure and foundations up to the level 01 slab.</p> <p>The team talked through what has influenced the design development, making clear that the character of Camden was a key inspiration in the design of the new building. Residents welcomed a palette that would draw from local buildings.</p>
Parking	<p>Some attendees had questions about the removal of car parking spaces as part of the plans. Most supported the reduction in car usage for the new offices, citing the development's proximity to sustainable travel options making non-vehicular transport a clear choice.</p> <p>Residents of Grand Union Walk had questions about the impact of the development on their parking arrangements, but were reassured that their parking spaces would be retained. They did however report current problems with individuals breaking the car park gates to access the site and welcome the improvements the proposals will bring to increase surveillance on the site.</p>

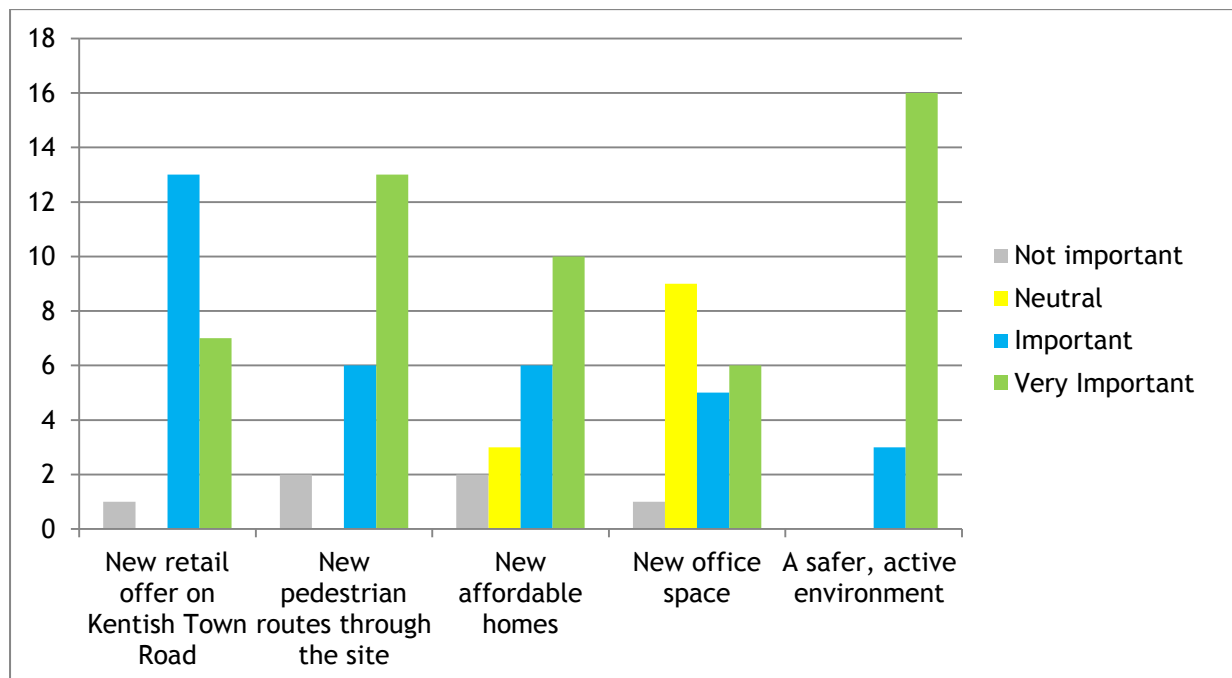
Written feedback

Attendees were encouraged to provide written comments through feedback forms. Of the 50 attendees, 19 returned a questionnaire at the public exhibition. Some attendees took away questionnaires to complete and return using the Freepost envelope provided. To date, two have been returned.

A summary of the questionnaire responses is set out below.

Question 'How Important are these aspects of the plans to you'	Very Important	Important	Neutral	Not Important	Don't Know	No answer
1. New retail offer on Kentish Town Road	7	13	0	1	0	0
2. New pedestrian routes through the site	13	6	0	2	0	0
3. New affordable homes	10	6	3	2	0	0
4. New office space	6	5	9	1	0	0
5. A safer, active environment	17	3	0	0	0	1
Do you support the principle of redeveloping this site?						
Yes	No					
20	0					

Graph of questionnaire results



Summary of Stakeholder Feedback

Stakeholder	Comments
Castlehaven Community Association	A representative of Castlehaven Community Association welcomed the proposals. They had a series of questions regarding detailed aspects of the proposals, but agreed that in principle, plans were positive for Camden.
Camden Town Unlimited	Camden Town Unlimited was supportive of the plans, emphasising the ways in which the proposals will benefit the local area.
Camden Gardens TRA	A representative from Camden Gardens TRA was positive and supportive of the proposals.
Kentish Town Neighbourhood Forum	A Kentish Town Neighbourhood Forum representative welcomed the inclusion of environmentally friendly, sustainable materials.
Trinity United Reformed Church	A representative from the Trinity United Reformed Church welcomed the proposals, particularly in the context of the wider area.

Analysis

The public exhibition was an opportunity for residents and stakeholders to hear about the proposals for the future of Grand Union House. This was an opportunity to present the overall vision for the new building for the first time to the public. Attendees typically stayed for 20 minutes or more and had substantial conversations with team members.

Local residents agreed that the existing building has significant issues. Residents and stakeholders generally welcomed its replacement and suggested that it will make a significant contribution to the surrounding area.

Attendees discussed the improvements to the public realm welcoming the reduction of anti-social behaviour and the transformation of dead frontages. Whilst attendees were keen to see affordable housing maximised in the scheme, it was generally understood that the proposals would primarily deliver office space. Visitors welcomed the potential of the proposals to maximise the use of the building and promote Camden's commercial offering.

Most attendees supported the design approach. A key focus of conversations was the retention of Camden's character. Attendees welcomed the incorporation of Camden's character into the new building.

Overall, most attendees understood the principle of redevelopment. Both verbal and written feedback demonstrated support for a new building. All of those who answered the question, "do you support the principle of redeveloping this site?" in their written feedback, said "yes", demonstrating overwhelming support for the principle of redevelopment.

Stakeholder meetings

In addition to public consultation on the scheme, briefings were offered to local groups and stakeholders identified in the stakeholder audit. Formal letters were issued and proactively followed up to try to secure meetings.

Following the submission of this planning application, the Applicant is committed to keeping stakeholders informed about its progress. The project team will also be consulting them on future submissions as and when they are brought forward.

The table below provides a summary of the stakeholder meetings held to date.

Stakeholder(s)	Date	Overview
<i>Cllr Danny Beales</i> - Cabinet Member for Investing in Communities <i>Cllr Jonathan Simpson</i> - Cabinet Member for Promoting Culture and Communities	23/11/18	<p>The project team met with Cllrs Beales and Simpson to discuss the plans and answer any questions they may have.</p> <p>Overall, the councillors understood the proposals and the benefits they would bring to this part of Camden.</p> <p>The team discussed potential occupiers for retail units, particularly users that would contribute to the night time economy in the area.</p>
<i>Cllr Pat Callaghan</i> - Camden Town with Primrose Hill ward councillor <i>Cllr Richard Cotton</i> - Camden Town with Primrose Hill ward councillor <i>Cllr Lazzaro Pietragnoli</i> - Camden Town with Primrose Hill ward councillor	The team are due to meet with the Camden Town with Primrose Hill ward councillors on 13 December 2018.	

Next steps

Following the submission of the planning application, the project team is committed to continued engagement with residents and key local stakeholders. The objective is to keep local people updated about the progress of this submission and consult them on proposals as developments advance. After the exhibition we will continue discussions with local residents, businesses and community groups and will review this feedback as we develop the proposals. The website will also be maintained and updated with relevant materials and latest news about the project.

Conclusion

The Applicant has undertaken comprehensive pre-application consultation with residents, local groups and councillors.

Transparency and openness have been important guiding principles throughout the consultation process. The preview event and public exhibition provided a valuable opportunity to present the detailed proposals for Grand Union House and answer any questions from residents.

The Applicant believes that the redevelopment of Grand Union House takes into account the existing and evolving context of the centre of Camden Town and makes much needed improvements to the existing site.

It is recognised that Grand Union House is in a unique position within the heart of Camden, with the potential to transform the immediate area. There has been significant support for the proposals, particularly the improved pedestrian routes and street lighting on and around the site which will create a place for people to visit, thus increasing security and reducing the likelihood of antisocial behaviour around the site.

The provision of 100% policy compliant affordable housing floorspace on site has also been particularly well received and recognised as a contribution to the local community and the London Borough of Camden.

Following the pre-application consultation process, the project team is committed to continued engagement with neighbouring residents, councillors and local groups as the proposals progress.

Appendices

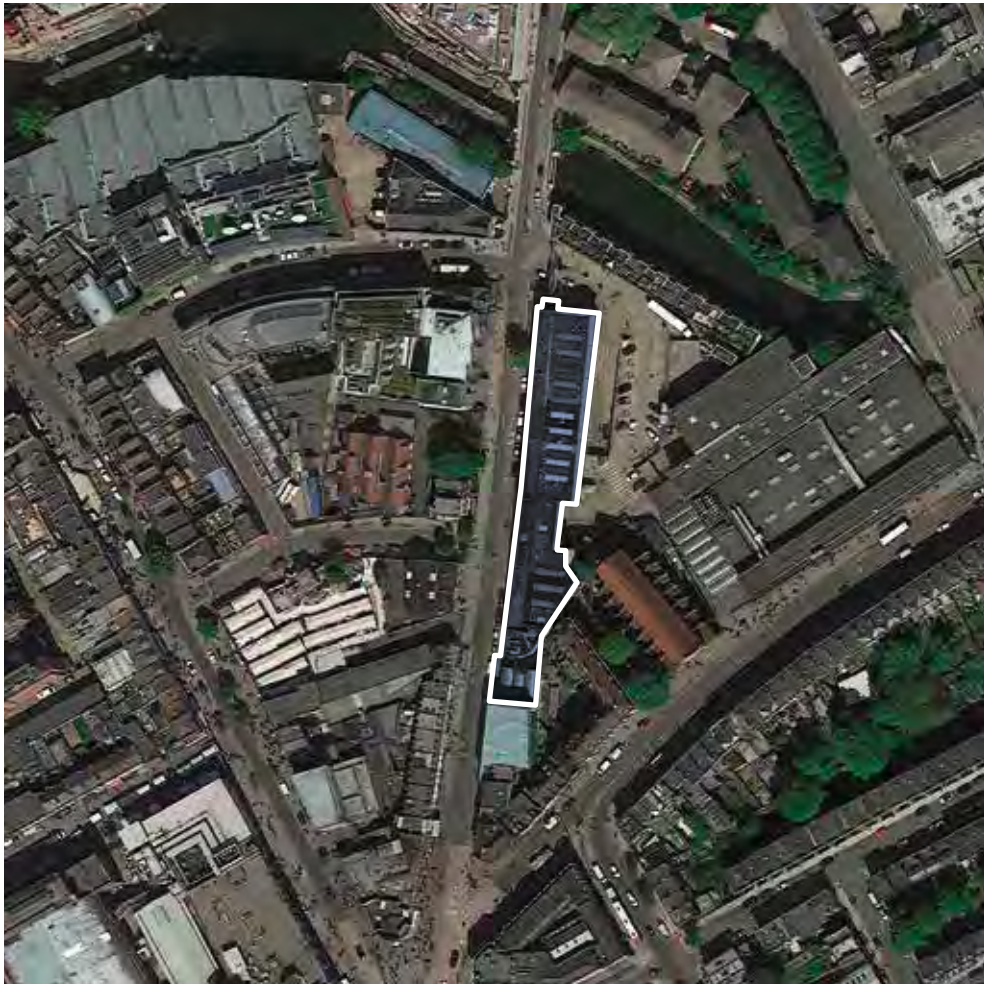
Appendix I - Newsletter #1	
Appendix II - Distribution map	
Appendix III - Press coverage.....	
Appendix IV - Stakeholder letter	
Appendix V - Website screenshots	
Appendix VI - Exhibition banners	
Appendix VII - Feedback form.....	

Appendix I - Newsletter #1

SELLAR

Invitation to a community consultation event on proposals for

GRAND UNION HOUSE





The site today



INVITATION TO A COMMUNITY CONSULTATION EVENT ON PROPOSALS FOR GRAND UNION HOUSE

Sellar are bringing forward proposals for the redevelopment of Grand Union House in the centre of Camden Town.

Sellar are building upon a wealth of experience in delivering successful developments in central London to provide a high quality scheme in the heart of the borough.

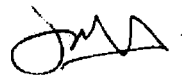
We have appointed award winning architects, Andrew Phillips, to deliver a scheme that enhances the area. We will extend and rejuvenate the existing tired office space, provide new retail units at the ground floor and a new affordable housing block. These new active frontages along Kentish Town Road will bring activity to this currently underutilised part of Camden Town.

You are invited to attend a community consultation event to discuss our proposals and offer us your feedback. The event will be a valuable opportunity to meet the project team and have your questions answered before a planning application is submitted in the coming months.

The event will be held in Grand Union House on Thursday 1 and Saturday 3 November. Full details are set out overleaf.

If you would like to find out more about the proposals, but are not able to attend the event, please do not hesitate to contact us via the details provided on the next page.

Yours sincerely,



James Sellar
Sellar

COMMUNITY CONSULTATION EVENT

We will be holding a community consultation event over two days:

Dates

Thursday 1 November:
4:30pm to 7:30pm

Saturday 3 November:
10:00am to 1:00pm

Venue

Grand Union House
20 Kentish Town Road
London NW1 9NX

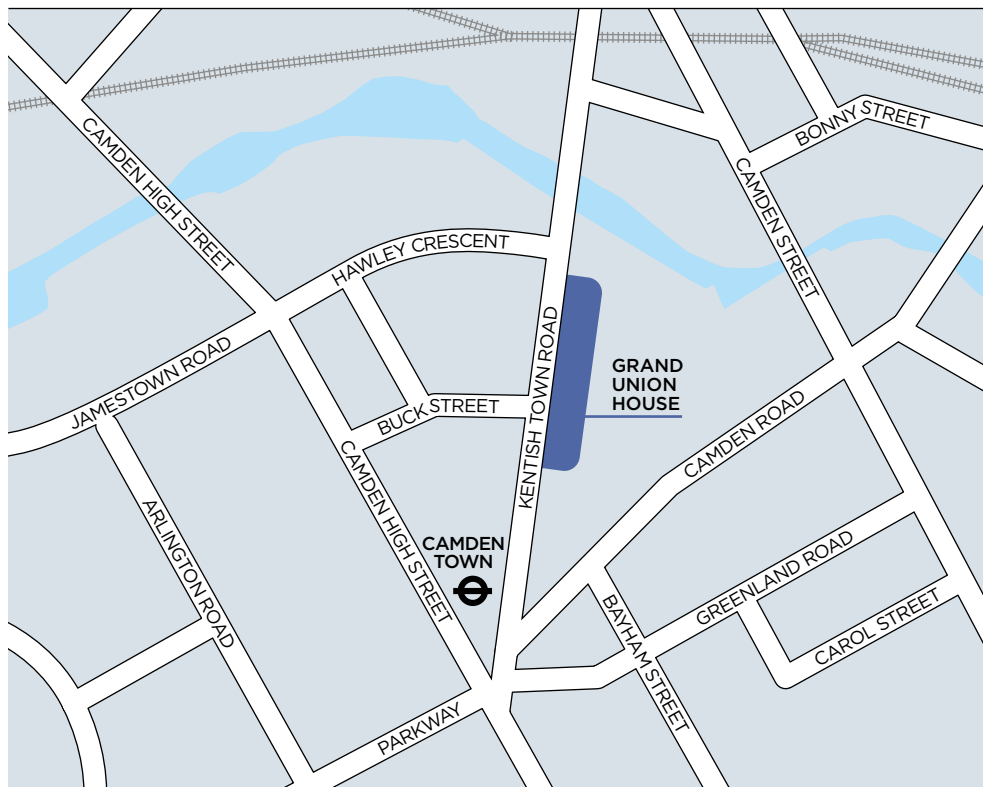
WE WELCOME YOUR VIEWS

If you are unable to attend the community consultation event, we would still like to hear from you. You can get in touch with us by using the contact details below:

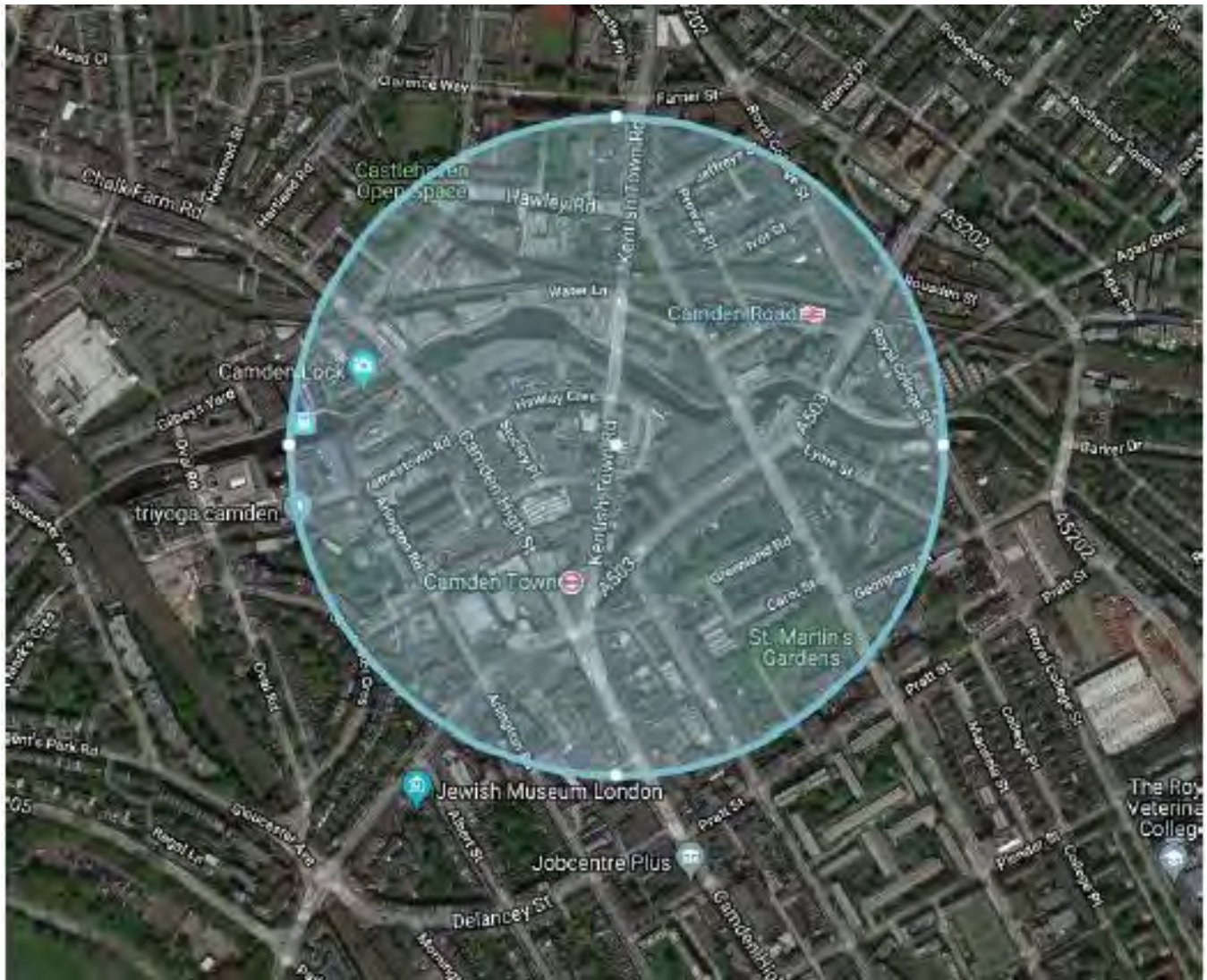
Grand Union House Consultation
c/o Four Communications Ltd
20 St Thomas Street
London SE1 9BF

T 020 3697 4247

E grandunionhouse@fourcommunications.com



Appendix II - Distribution map



Appendix III - Press coverage

Shops plan for office block site

A BLOCK of offices designed by RIBA Gold Medal-winning architect Nicholas Grimshaw could join the wreckers ball as a new scheme is drawn up to redevelop an area of Camden Town, writes Dan Cooper.

The building, dating from the late 1980s and running along the southern end of Kentish Town Road, is part of Mr Grimshaw's Salisbury's super-market redevelopment on the site of the former Armco Steel Company.

Developer James Selby, who was behind the building of Southwark landmark The Shard, wants to redevelop the office block, known as Grand Union House.

Architects Andrew Philips have been chosen to look at the land, where it is hoped to build a new shopping parade with offices above. The project would include mixed affordable housing.

The site is in an area long earmarked for redevelopment, with Buck Street opposite due to have a new entrance to Camden Town tube station. The market space there is to be the site of a new building in the next decade.

The Kentish Town Road site, which has on parking, ground-floor retail shop and storage areas for motor traders, has long been seen as a magnet for anti-social behaviour.

An exhibition surveying the designs is due to be held on Thursday, November 1, and Saturday, November 3, at Grand Union House.

Appendix III - Press coverage

Public invited to view plans for multi-million pound scheme in Camden Town

by DAN CARRIER

THIS is the first image of how a multi-million pound redevelopment of an office block in the heart of Camden Town by the owners of The Shard in Southwark could look.

Sellar, the developer who built architect Renzo Piano's soaring glass pyramid near London Bridge, has acquired Grand Union House – a 1980s set of offices on raised concrete pillars overlooking the Camden Town Sainsbury's car park.

Now they have released images of what they hope to build there – and are hosting an exhibition to explain their plans.

They say the plans will make more of a site that has been plagued with anti-social behaviour over the years and whose original design does not make the most of the land available. Parts of the site are used as car parking, storage for market stalls, and a now-empty shop.

A small corner area, currently housing a one-storey gym, will also be redeveloped to create social housing.

The firm say the plans will dovetail with other work in the area to build a new entrance to Camden Town tube station, in Buck Street, and market owners Lab Tech's soon-to-be complete Hawley Wharf scheme, as well as their long-term plans for the Buck Street Market site, which could see new retail, housing and a hotel built.

Andrew Phillips Architects have been given the brief to create a stretch of offices on the upper floors with shops at road level.

Sellar chief executive James Sellar said: "We would encourage as many people as possible to attend our community consultation events so that you can see the plans and provide your feedback.

We will use this feedback to develop detailed proposals for the future of the site and share the results of this work with the community."

Business support group Camden Town Unlimited chief executive Simon Pitkethley said he had yet to see details of the plans – but looked forward to hearing how an underused site could be improved. He said: "In principle, in light of the anti-social behaviour we have had in that area, it has to be an improvement."

● The public exhibitions are being held at Grand Union House, Kentish Town Road, on Thursday November 1, 4.30-7.30pm and Saturday November 3, 10am-1pm.




Left: Drawing of Grand Union House in Kentish Town Road and, above, the existing site

Shard builder's vision for an 'anti-social area'

Appendix IV - Stakeholder letter

S E L L A R

First Name, Surname
Address Line 1
Address Line 2
Address Line 3
Postcode

25 October 2018

Dear Salutation Surname,

Invitation to a briefing on proposals for Grand Union House

Sellar are bringing forward proposals for the redevelopment of Grand Union House and we would welcome the opportunity to brief you on our plans for this key site in the centre of Camden Town.

Sellar are building upon a wealth of experience in delivering successful developments in central London to provide a high quality scheme in the heart of the borough.

We have appointed award winning architects, Andrew Phillips, to deliver a scheme that enhances the area. We will extend and rejuvenate the existing tired office space, provide new retail units at the ground floor and a new affordable housing block. These new active frontages along Kentish Town Road will bring activity to this currently unwelcoming part of Camden Town.

We will also be holding a public exhibition on our proposals, which will be held in Grand Union House between the following times:

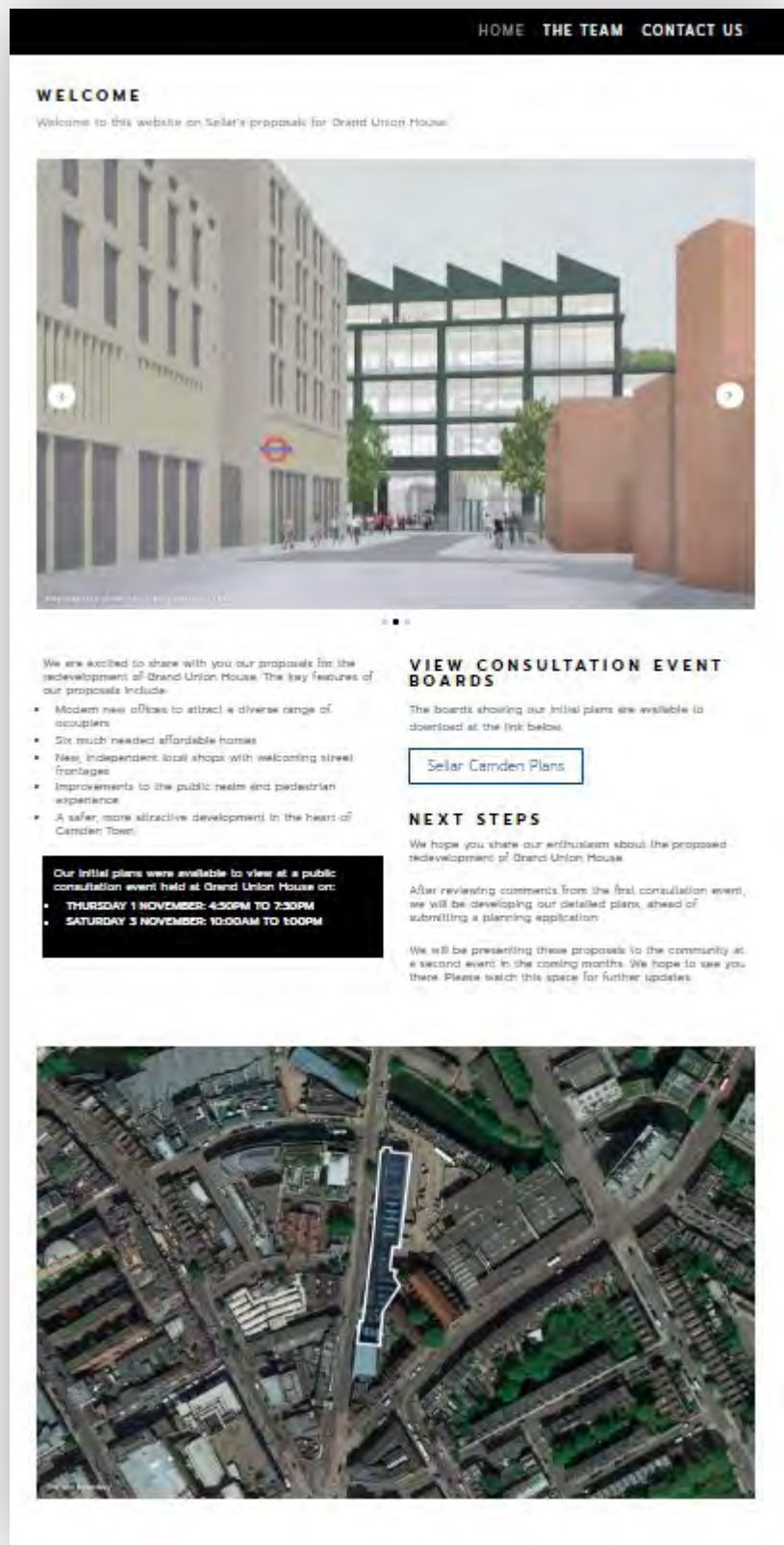
- Thursday 1 November, 4.30pm - 7.30pm
- Saturday 3 November, 10.00am - 1.00pm

We hope you will be able meet with us so that we can brief you on our proposals. If you are able to meet, or if you have any questions, please contact Joe Cawley on 020 3697 4247 or at grandunionhouse@fourcommunications.com.

Yours sincerely,

James Sellar
CEO

Appendix V - Website Screenshots





Canada Water residential redevelopment - Seller



Affordable residential development - Andrew Phillips



London Bridge station - Seller

SELLAR

Delivering great buildings and great places in London for over 20 years, Sellar is an award-winning property company, located in the heart of London. Sellar's development focus is concentrated in London, where the company is recognised for delivering exceptional, design-led projects with a commitment to quality and having a positive impact on the local landscape. Projects, ranging from small, discreet buildings to iconic landmarks, are all unique.

ANDREW PHILLIPS

We have appointed Andrew Phillips Architects (AP) to deliver a project that enhances Camden Town.

AP is committed to an approach of collaboration when developing designs, especially understanding the importance of improved public space for occupiers and local residents.



CONTACT US

If you have any questions please contact our team and we would be very happy to discuss the proposals further.

T 020 3697 4247

E grendunionhouse@fourcommunications.com

Four Communications Ltd will retain the information you provide only for the purposes of keeping you updated about this development. This information will be shared with Seller, as they may wish to provide you these updates directly.

You can view each company's privacy policy on their websites:
www.fourcommunications.com, and www.seller.com

Name	<input type="text"/>
Organisation	<input type="text"/>
Address	<input type="text"/>
Town	<input type="text"/>
Postcode	<input type="text"/>
Email	<input type="text"/>
Telephone	<input type="text"/>
Message	<input type="text"/>

Submit

Appendix VI - Exhibition boards



WELCOME

WELCOME TO OUR COMMUNITY CONSULTATION EVENT ON PROPOSALS FOR GRAND UNION HOUSE

We are excited to share with you our proposals for the redevelopment of Grand Union House.

The key features of our proposals include:

- High quality office space
- Six new affordable homes
- New independent local shops
- New street frontage bringing activity to Kentish Town Road

Thank you for attending the first of our upcoming public consultation events.

After you have finished viewing the proposals, we would be grateful if you could fill out a feedback form.

Our project team is on hand to discuss the proposals and answer any questions you may have.





Canada Water residential redevelopment - Sellar



Affordable residential apartments - Andrew Phillips



London Bridge Station - Sellar

THE TEAM

SELLAR

Delivering landmark schemes in London for over 20 years, Sellar is an award-winning property company, located in the heart of London. Sellar's development focus is concentrated in London, where the company is recognised for delivering exceptional, design-led projects with a commitment to quality. Projects, ranging from small, discreet buildings to iconic landmarks, are all unique.

ANDREW PHILLIPS

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EXISTING SITE AND CONTEXT

THE EXISTING BUILDING

The existing building is dated, unattractive and does not meet modern office occupiers' requirements. Its current closed and barricaded appearance detracts from the local area, and undermines the site's location in the centre of Camden Town and within the Camden Town and Regents Canal Conservation Areas.

The proposed development presents an important opportunity to deliver a regenerative office-led mixed-use development that will enhance this prominent location in the centre of Camden Town.

SURROUNDING CONTEXT

The site sits just north of Camden Town tube station and will be located adjacent to the proposed new TfL Camden Town tube station entrance/exit located on Buck Street.

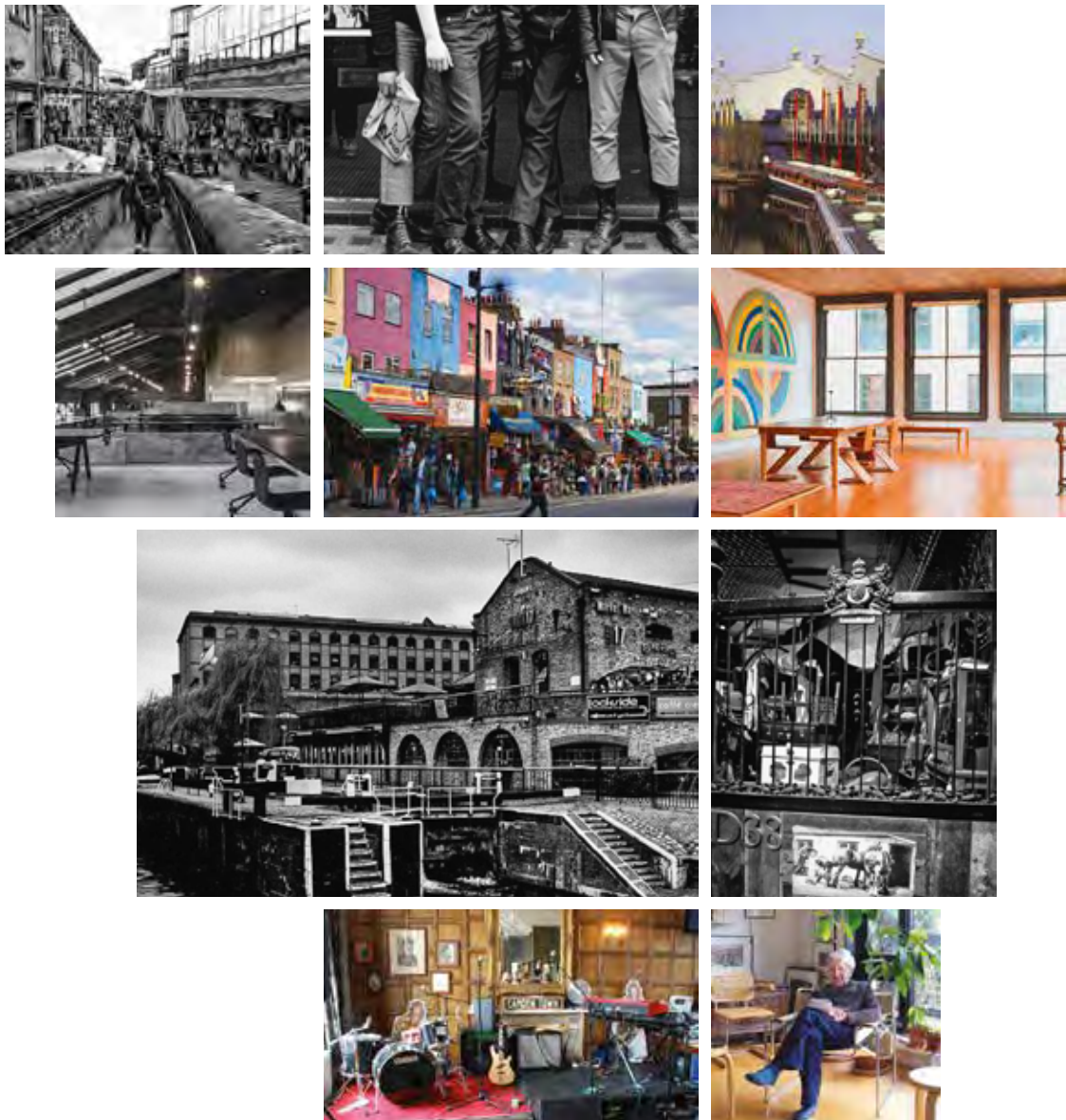
At present, there is a considerable amount of anti-social behaviour that takes place within and around the site, which makes it feel generally unsafe.

Given the prominence of the site, adjacent to the new Camden Town tube station, which will be used by millions of residents, workers and visitors each year, we are committed to improving the site in a way that reduces these issues and makes it a welcoming destination and an attractive part of the wider neighbourhood.





CAMDEN CHARACTER

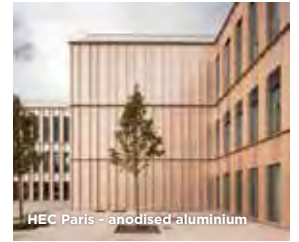




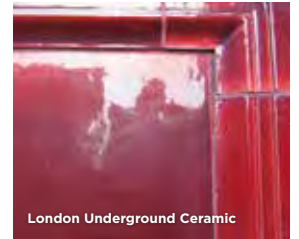
One Pancras Square - Kings Cross



ABC Bakery - Kentish Town Road



HEC Paris - anodised aluminium



London Underground Ceramic



Bond Street - New York



Industrial building - New York



London Underground Ceramic

DESIGN INFLUENCES

Andrew Phillips Architects (AP) have developed initial plans for the redevelopment of Grand Union House.

AP are seeking to deliver an exemplar design that celebrates Camden's unique character. Grand Union House will hold a range of businesses including start ups in the creative sphere and young creative entrepreneurs who appreciate Camden's spirit.

AP's material palette draws from local influences, to create a landmark building in the centre of Camden Town. The deeply coloured glazed ceramics proposed at street level are often seen on industrial and public buildings in busy streets, such as London Underground Stations and Public Houses.

These proposals for Grand Union House have been inspired by the robust elegance of early industrial buildings, such as the original ABC Bakery on this site.

Sustainability is at the centre of the approach:

- The heavy raft foundation of the 1930s ABC Bakery is to be re-used for the third time.
- The concrete columns and upper slab built in the 1980s will also be recycled.
- There will be no need for new concrete construction. A lightweight superstructure of wood and steel is proposed.





- | | |
|--------------------------------------|--------------------------------------|
| 1 Shared surface yard | 13 Retail units |
| 2 Sainsbury's car park ramp | 14 Residential entrance |
| 3 New UPKN | 15 MIND garden |
| 4 Parking entrance/exit | 16 Resident's garden |
| 5 Escape stair | 17 Barnes House |
| 6 Grand Union Walk residents parking | 18 St Michael's garden |
| 7 Small retail units | 19 Potential for an open green route |
| 8 Cycle entrance | 20 Potential new church pavilion |
| 9 New street paving | 21 St Michael's Church |
| 10 Widened footpath | |
| 11 New pedestrian crossing | |
| 12 Office lobby | |

OUR PRINCIPLES

Every development is driven by different principles, ensuring we take into account the borough, site context and local environment.

The following principles have guided our approach and will continue to do so as we finalise our plans.

HIGH QUALITY OFFICE SPACE

Provision of high quality office space in this central location, which supports the creation of new jobs in the area.

AFFORDABLE HOMES

Provision of much needed affordable housing to help meet LB Camden's housing requirements.

SMALL RETAIL UNITS

Creating a new local retail offer, targeted at small independent retailers.

IMPROVEMENTS TO THE PUBLIC REALM

Sellar's vision is to ultimately enhance the site to minimise anti-social behaviour and bring more activity to currently underutilised site. Improvements to the public realm will be implemented at a later stage and will not form part of the current planning application.

CONTRIBUTING TO CAMDEN TOWN

Our proposals have been developed taking into account the existing and evolving context of the centre of Camden Town, notably the new Camden Town tube station, the Hawley Wharf development and the recently permitted market at Buck Street. We hope that our proposals will act as a catalyst for further improvements to the surrounding area.





PUBLIC REALM

Camden Town is a global landmark and destination. The look and feel when you arrive in Camden is important to residents, businesses and visitors alike. We know that our site has a role to play in making this area the best it can be.

AN ACTIVE GROUND FLOOR FRONTAGE

At street level the proposed development would reactivate the existing dead frontages, providing new retail space and office entrances to create a vibrant and active ground floor frontage. Kentish Town Road will also benefit from pavement works and new trees and planters. Increased activity around the site, as well as improved security within the surrounding public realm, will reduce the likelihood of anti-social behaviour.

RETAIL SPACE

The provision of small retail units at the ground floor will bring activity to the streetscene. Sellar are proposing small retail units for independent retailers, creating a new local retail offer.

WIDENED PEDESTRIAN ROUTE

The existing route through the site at ground floor level will be widened as part of the proposals, improving the pedestrian experience. This will improve east-west connections through Camden Town.

ANTI-SOCIAL BEHAVIOUR

There have been issues of anti-social behaviour, such as vandalism, around Grand Union House. Widened pedestrian routes and street lighting on and around the site will create a place for people to visit, increasing security and reducing the likelihood of anti-social behaviour around the site.





NEW HOMES AND OFFICE SPACE



The redevelopment of Grand Union House will create modern workspace alongside affordable housing, complemented by thoughtfully designed public realm.

NEXT GENERATION OFFICE SPACE

The way people work is changing and nowhere is this more evident than in Camden. Increasingly people and businesses are looking for flexible or 'co-working' space rather than traditional offices.

Our designs are guided by an understanding of what the 'makers and creators' of today are looking for:

- Flexible floorplates to cater for a diverse range of businesses
- An environment that promotes health and wellbeing
- External amenity space on level three and a rooftop terrace
- Hi-tech workspaces that are fit for the future

NEW HOMES

As part of our contribution to Camden, we want to help deliver more affordable housing in the borough. Our proposals include:

- Policy compliant provision of six affordable homes, or 35% of the scheme to support LBC's initiative to provide more housing in the borough
- Dedicated private amenity space
- Cycle parking facilities for residents





THANK YOU

We hope you share our enthusiasm about the proposed redevelopment of Grand Union House. Our proposals will deliver:

- Modern new offices to attract a diverse range of occupiers
- Much needed affordable homes
- New, independent local shops with welcoming street frontages
- Improvements to the public realm and pedestrian experience
- A safer, more attractive development in the heart of Camden Town

We want to hear your views, so please take a minute to speak to our team and fill in a feedback form. After reviewing your comments, we will be developing our detailed plans, ahead of submitting a planning application.

We will be presenting these proposals to the community at a second event in the coming months. We hope to see you there.

TIMELINE

Late 2018 Anticipated submission of a planning application and further public event

Spring 2019 Anticipated planning decision

Autumn 2019 Anticipated start of construction work

Late 2021 Anticipated completion and opening of the new building

WEBSITE

If you would like to look at these boards again or share them with anyone else, they will be available on our project website: www.sellar-camden.co.uk



Appendix VII - Feedback form

Thank you for coming to our public consultation event

TELL US WHAT YOU THINK



Your contact details

Name _____

Organisation _____

Address _____

Email _____

Telephone _____

How important are these aspects of the plans to you:		Don't know	Not important	Neutral	Important	Very important
1	New retail offer on Kentish Town Road	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2	New pedestrian routes through the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3	New affordable homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4	New office space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5	A safer, active environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you support the principle of redeveloping this site? Yes ☐ No ☐

If you have any other comments about the proposals, please write them in the space below.

Please return this questionnaire to:
Grand Union House Consultation
c/o Four Communications
20 St Thomas Street
London SE1 9BF
T 020 3697 4247
E grandunionhouse@fourcommunications.com

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