

Statement of Community Involvement

June 2019

Four Communications

four

115 - 119 CAMDEN HIGH STREET



Contents

Executive summary1

Introduction4

Understanding the site & local area4

Consultation plan4

Consultation activity & outcomes5

Stakeholder meetings..... 11

Next steps 12

Appendices 14

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 115-119 Camden High Street, London, NW1 7JS (“the site”) for Demar (BVI) Holdings Ltd (“the Applicant”).

The Applicant has submitted proposals for the redevelopment of 115-119 Camden High Street. Morris & Company Architects have delivered the design of the new building.

The planning application proposes the Demolition of existing building and erection of a part 4, part 5 storey building comprising retail floorspace (Class A1), hotel (Class C1) and 3 affordable residential units (Class C3) and associated works.

Full details of the scheme can be found in the Design and Access Statement that has been prepared by architects, Morris & Company, and the Planning Statement that has been compiled by Gerald Eve.

The Applicant recognises the ongoing need to provide information to the community about the proposals. It was important to facilitate an open and transparent discussion about their proposals for 115-119 Camden High Street, responding to questions and feedback from the community.

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 undertake a public consultation about the proposals to 115-119 Camden High Street and address any queries from local councillors, community and amenity groups and local residents.

The plans have evolved in response to feedback from the community and LB Camden. Feedback highlighted concerns about the height and massing of the initial proposals. In response to this feedback and in line with officer and Design Review Panel recommendations, the project team have revisited proposals to incorporate many of the suggestions. Key changes to the scheme include a reduction in the height and a massing. The updated scheme includes an articulated chamfer to reduce the mass along Delancey Street, appealing to the more sensitive residential area. The revised scheme also includes affordable residential units.

The key 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 24 January and Saturday 26 January. It attracted 45 attendees, including representatives from Camden Town Unlimited, the Albert Street Residents’ Association, Delancey Street Residents’ Association, Pratt Street Residents’ Association and local residents, workers and business owners.

Stakeholder letters: Letters and emails were sent to 10 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: 1,889 newsletters were distributed by hand to addresses close to the site ahead of the public exhibition.

Newspaper article: A press release was issued to the Camden New Journal (Circulation = 47,000) with details of this exhibition. An article was published in the paper from this promoting the event.

Briefings with local groups & politicians: Four undertook a comprehensive stakeholder audit of the community around Camden, who were offered meetings at the time of the public exhibition and follow up exhibitions to share the updated proposals. To date, the project team has met with Camden Town Unlimited and the Delancey Street Residents' Association.

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

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.

Emerging themes

We have received constructive comments from the local community about the proposals which have been incorporated. 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 exhibition attendees welcomed the design of the proposed new building, however some were concerned that the height was not in keeping with the local high street. As a result, the Applicant has reduced the height and massing of the building to better reflect the character of the High Street and Delancey Street, which has been welcomed by the community.

Public realm and anti-social behaviour: Residents welcomed the proposals' potential to reduce anti-social behaviour in the area, especially along Delancey Street. They agreed that the widened pedestrian footpath and increased activity would increase safety.

Housing: Residents and stakeholders were positive about the idea of providing homes as part of the proposals. There was a general understanding that the quantity of homes could not be increased without an increase to the height and massing of the building, which would not be in keeping with the area. Exhibition attendees expressed a desire for the proposals to include affordable homes. The updated proposals address this point and this provision was welcomed by the community.

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

Introduction

This Statement of Community Involvement has been prepared by Four Communications, on behalf of the Applicant, in support of the planning application submission for the redevelopment of 115-119 Camden High Street. This document provides a record of the community engagement activity and its outcomes.

Understanding the site & local area

Site context

The majority of 115-119 Camden High Street is currently encompassed by Sports Direct. The existing site does not fulfil its potential to contribute positively towards Camden High Street. A new building presents an opportunity to rejuvenate the area and make better use of the site.

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 throughout the consultation process and received a personalised invitation to the public exhibition and to follow up meetings to share the updated proposals:

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
- Delancey Street Residents' Association
- Camden Town Conservation Area Advisory Committee
- Camden Town with Primrose Hill Safer Neighbourhoods Team
- Camden Town Unlimited
- Albert Street Residents' Association

Consultation plan

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

1. **Outline the principles that will inform the proposals.** The goal for this consultation process was to provide the community with a clear explanation of the proposals and answers any questions they may have.
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. As such, residents' feedback regarding the height, scale and residential tenure has been incorporated into the final scheme.
3. **Update local people and groups as the proposals developed.** The Applicant wanted to ensure that the public consultation was comprehensive and involved the local community at every stage of the process. To this end, a series of meetings were offered to key stakeholders after the initial public exhibition in January, in order to make key stakeholders aware of the revised proposals and to ascertain any further feedback.
4. **Transparency.** The Applicant wanted to ensure that the public consultation was transparent and fully accessible to everyone, including those with little or no knowledge of the planning system.

Consultation activity & outcomes

Public exhibition



A public exhibition on Demar's proposals for the future of 115-119 Camden High Street was held on Thursday 24 & Saturday 26 November at the Arlington Conference Centre. 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 24 January 4:00pm to 7:30pm Saturday 26 January 10:00am to 13:00pm</p> <p>Venue: Arlington Conference Centre, 220 Arlington Rd, Camden Town, London NW1 7HE</p>
Purpose	<p>The purpose of the exhibition was to share Demar's proposals for the future of 115-119 Camden High Street with the community, ahead of the submission of a planning application. Visitors had the opportunity to raise any questions and have these answered by the team.</p>
Publicity	<p>Local residents, groups and businesses were notified about the exhibition by a newsletter distributed to the local area covering over 1,889 addresses.</p> <p>A press release was issued to the Camden New Journal with details of this exhibition. An article was published in the paper, which has a circulation of 47,000, which helped to promote the outcomes of the event.</p> <p>An invitation was also extended individually to key stakeholders via individual letters and emails.</p>
Exhibition content	<p>The details of Demar's vision for 115-119 Camden High Street were presented on eight exhibition banners. Members of the team were available to explain the information provided and answer any questions.</p>
Visitors to exhibition	<p>45 people attended the exhibition. Attendees included:</p> <ul style="list-style-type: none">• Simon Pitkeathley, CEO, Camden Town Unlimited• Representatives of the Albert Street Residents' Association• Representative of the Delancey Street Residents' Association• Representatives of the Pratt Street Residents' Association

	<ul style="list-style-type: none"> 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	14 questionnaires were returned at the public exhibition and several attendees took forms away to return via Freepost.

Feedback

The purpose of this exhibition was to present Demar's proposals for the future of 115-119 Camden High Street and to receive feedback from attendees.

Verbal feedback

Feedback was both verbal and written via feedback forms, with many attendees engaging in discussions with members of the project team as well as completing a feedback form. Local residents have also got in touch following the exhibition to reiterate some of their feedback, which is generally in line with comments from the exhibition.

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. In general, visitors were pleased to see the old building replaced with a new building on the corner of the high street.
A new building	There was particular enthusiasm for the proposal of a new high quality building. However, there were a number of attendees who felt previously proposed building did not truly reflect the character of Camden - due to its scale and density.
Principle of redevelopment	In general attendees welcomed the principal of redevelopment. Attendees agreed that the corner of the street is a prime location for an exemplar building, which is in keeping with Camden High Street.
Design	Attendees discussed elements of the design of the new building. There was a particular emphasis on the need for a design that reflects the character of Camden. The architects were on hand to explain the ways in which the material palette has reflected the character of Camden. 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 the material palette that would draw from local buildings.
Height & massing	The team explained the rationale behind the height and massing presented at the public exhibition and that this model was necessary to provide the homes required on site. Many attendees had concerns regarding height and massing, suggesting that a six storey building would be too high. There were suggestions

	that the building should reflect the height of neighbouring buildings.
Impact on Delancey Street	<p>Some attendees had questions about the impact of the development on Delancey Street. Questions focused around taxi drop off, servicing and construction traffic.</p> <p>The team explained the approach to servicing and taxi drop off. There was some concern that taxis would crowd Delancey Street. The team also explained how a full construction management plan would be conditioned as part of the planning process.</p> <p>There were also questions about the Council's new cycle lane scheme proposed on Delancey Street and if the plans have taken this into account.</p>
New homes	Many attendees welcomed the provision of new homes as part of the scheme. There was particular enthusiasm for the plans to include affordable homes as part of its residential element.

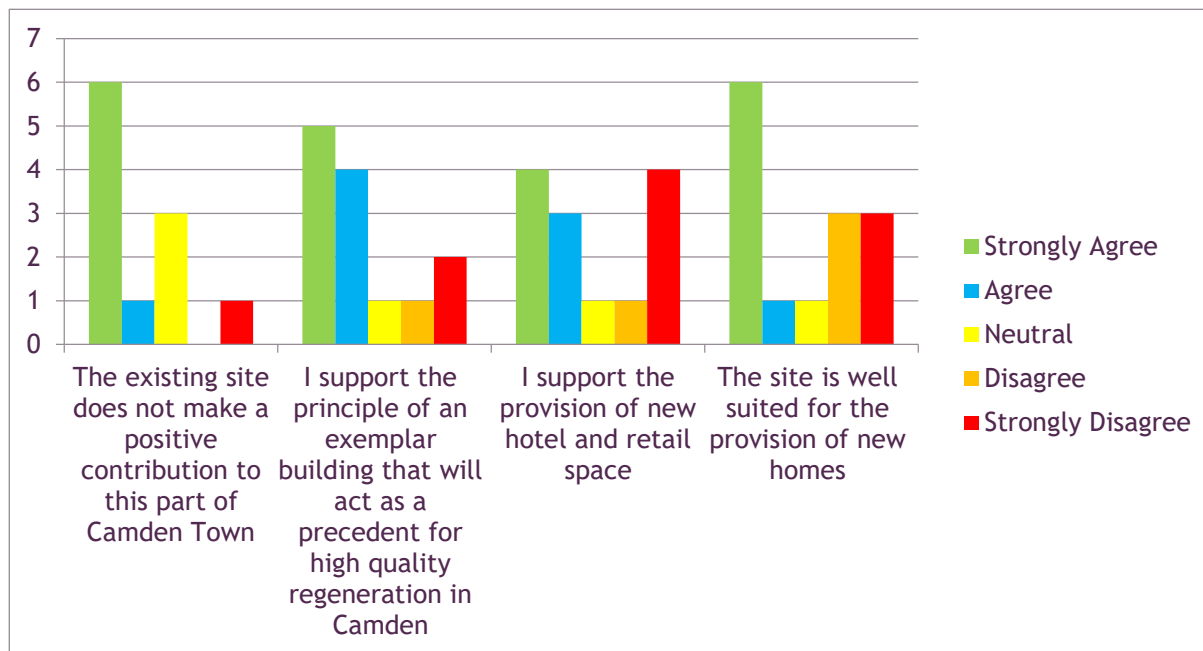
Written feedback

Attendees were also encouraged to provide written feedback through feedback forms. Of the 45 attendees, 14 returned a questionnaire at the public exhibition. Some attendees took away questionnaires to complete and return using the Freepost envelope provided. One has been returned as of yet.

A summary of the questionnaire responses is set out below.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
The existing site does not make a positive contribution to this part of Camden Town	7	1	3	0	1	12
I support the principle of an exemplar building that will act as a precedent for high quality regeneration in Camden	5	4	1	1	2	13
I support the provision of new hotel and retail space	4	3	1	1	4	13
The site is well suited for the provision of new homes	6	1	1	3	3	14

Graph of questionnaire results



An invitation to the exhibition was extended personally to key stakeholders by letters and email. The following stakeholders attended the exhibition and discussed the plans with the feedback team.

Stakeholder	Comments
CEO, Camden Town Unlimited	Simon Pitkeathley attended the exhibition of Camden Town Unlimited, the local Business Improvement District which represents around 300 local businesses. Overall he was supportive of the plans. He highlighted how they will improve this part of Camden and the commercial benefits it will bring to the area.
Chair, Delancey Street TRA	The Chair of the Delancey Street Residents' Association attended the exhibition as a representative of the organisation. Overall, she was positive about the principal of regeneration, but stated that the current massing and scale of the development would make supporting the scheme difficult.
Representatives, Pratt Street Residents' Association	Two representatives of the Pratt Street Residents' Association attended the exhibition and were concerned regarding the previously proposed density and scale of the site. They felt that the hotel offering, when combined with residential dwellings, would put some pressure on the pedestrian experience.
Representatives, Alberta Street Residents' Association	Representatives from the Alberta Street Residents' Association attended the event and had a series of questions regarding the detailed design elements of the building. Members of the project team were on hand to answer these questions, and the representatives understood the overall approach.

Public exhibition analysis

The public exhibition was an opportunity for residents and stakeholders to hear about the proposals for the future of 115-119 Camden High Street. This was an opportunity to present the overall vision for the new building for the first time to the public. Attendees typically stayed for 30 minutes or more and had substantial conversations with team members.

Local residents agreed that the existing building has significant issues. Residents and stakeholders generally agreed with the principle of redevelopment and suggested that it will make a significant contribution to the surrounding area.

Attendees discussed the improvements to the public realm, welcoming the introduction of a new building on the corner of the high street. Attendees understood that the proposals are primarily hotel-led and the quantum of housing had been maximised as far as possible. Visitors welcomed the potential of the proposals to maximise the use of the building and promote Camden's commercial offering via both the hotel and the ground floor retail unit.

Many attendees had concerns regarding the previously proposed height and massing. A six storey building was seen as too high by many attendees, and there were a number of requests to reduce the massing to better reflect the adjacent Blues Kitchen and other surrounding buildings. The team took these comments on board, to inform the design development.

Overall, attendees understood the principle of development and welcomed a design that would enhance the area, drawing inspiration from Camden's character.

Updated scheme

Following the public exhibition, the team took on board the feedback received, to inform revised proposals. Significant changes were made to the scheme in response to feedback on height, massing and the articulation of the building.

Key changes to the scheme include a reduction in the height and a massing. The updated scheme includes an articulated chamfer to reduce the mass along Delancey Street, appealing to the more sensitive residential area. The revised scheme also includes affordable residential units.

Follow up briefings were organised with key stakeholders to share the revised proposals and hear their feedback on the updated proposals.

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 and answering any questions they may have.

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

Stakeholder(s)	Date	Overview
Simon Pitkeathley Camden Town Unlimited	3 April 2019	The team met with Simon Pitkeathley from Camden Town Unlimited to share the updated plans. He remained supportive of the scheme, in particular the provision of much needed hotel spaces for visitors to Camden. He agreed that the new building would bring commercial benefits to the high street.
Delancey Street Residents' Association	24 April 2019	The project team met with the Delancey Street Residents' Association on 24 April, which was an opportunity to share the updated proposals with the group. Overall, the group welcomed the changes that have been made following the public exhibition. Design Attendees welcomed the reduction in height and articulation of the upper floor. They had a number of questions about detailed aspects of the design, which representatives of Morris & Co were on hand to explain. Homes There was support for the provision of affordable housing on site. However, they had

		<p>some questions about the management of the homes.</p> <p>Retail</p> <p>There was support for the provision of a new retail unit. The residents had some questions about the type of unit this would be; the team explained that it would be A1 and therefore only appropriate for retail.</p>
Albert St North Residents' Association	24 April 2019 - correspondence ongoing	<p>Residents of Albert St attended the exhibition and representatives of the Albert St North Residents' Association attended the meeting with the Delancey Street Residents' Association on 24 April.</p> <p>The group have since provided positive written feedback, underlining their support for the principle of redevelopment. They had some comments on aspects of the design.</p> <p>Their feedback supported the provision of hotel, retail and residential space, as well as the widening of the pavement on Delancey Street.</p>
Camden Town Conservation Area Advisory Committee	24 April 2019 - correspondence ongoing	<p>A number of representatives of the Camden Town Conservation Area Advisory Committee attended the briefing with the Delancey Street Residents' Association on 24 April.</p> <p>This was an opportunity for them to view the updated plans. The project team have offered the group a follow up briefing and provided information on the updated scheme.</p>

Next steps

Following the submission of the planning application, the project team is committed to continued engagement with residents and key local stakeholders. The team are in contact with local groups and councillors and providing updates on the progress of the planning application. The team are due to meet with Cllr Pat Callaghan following submission of the planning application.

The website will also be maintained and updated with relevant materials and latest news about the project. The contact centre will remain open and the team will respond to enquiries and any questions about the plans.

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. 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.

The Public Exhibition provided a valuable opportunity to present the detailed proposals for 115-119 Camden High Street and answer any questions from residents. Overall, attendees supported the principle of redevelopment, but had comments on aspects of the scheme such as the height and massing. The applicant has taken these comments on board and the plans have therefore developed following feedback from the exhibition. The Applicant has been committed to meeting with the community as the plans have evolved. The project team shared the updated proposals with local groups, who welcome the updates, in particular the reduction in height and massing and inclusion of affordable homes.

The Applicant believes that the redevelopment of 115-119 Camden High Street takes into account the existing and evolving requirements of Camden High Street and makes much needed improvements to the existing site. Overall, there has been agreement that the site is in need of redevelopment and support for the proposals.

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 VIII - Updated scheme letter

Appendix I - Newsletter #1

CAMDEN HIGH STREET IS CHANGING

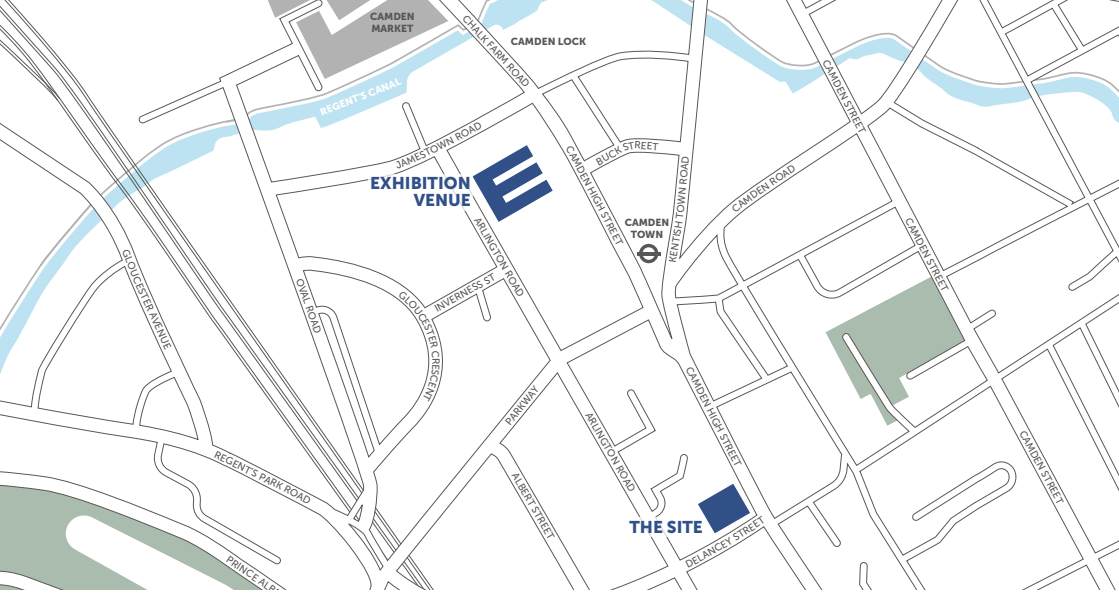
BE PART OF ITS FUTURE



Invitation to a public exhibition on the
proposals for 115-119 Camden High Street

Newsletter 1 | January 2019

DEMAR



Demar would like to invite you to join us at our public exhibition to discuss our plans for 115-119 Camden High Street.

We have appointed award winning architects, Morris and Company, to deliver an exciting scheme that enhances Camden High Street. We are proposing to replace the existing Sports Direct with a new building, which will include a new Hub Hotel, retail space and new homes. The high quality new building will act as a precedent for the regeneration of Camden High Street.

PUBLIC EXHIBITION

We will be holding a public exhibition to discuss our proposals in more detail. This will be an opportunity to view the proposals, meet the team and share your feedback.

DATES

Thursday 24 January, 4:00pm to 7:30pm
Saturday 26 January, 10:00am to 1:00pm

VENUE

Arlington Conference Centre,
220 Arlington Rd, Camden Town,
London NW1 7HE

CONTACT US

- @ 115-119CamdenHighStreet@
FourCommunications.com
- ☎ 020 3907 8979
- 🌐 www.demar-camden.co.uk

An aerial satellite map of the Camden area in London. A large, semi-transparent blue circle is centered on the map, encompassing the central part of the image. A red location pin is placed in the center of this circle, directly over the 'Jobcentre Plus' label. The map shows a dense urban environment with numerous streets, buildings, and green spaces. Labeled streets include A503, A520, A400, Mornington St, Miller St, Pratt St, Delancey St, Albert St, Allington Rd, Gloucester Rd, Oval Rd, Park Village E, Albany St, Park Village, Mornington Crescent, Bayham St, Plender St, College Pl, Royal College St, Mandala St, Georgiana St, Carol St, Greenlan Rd, Kenish Town, Camden High St, and Jamestown. Landmarks and areas labeled include Camden Town, St. Martin's Gardens, The Working Men's College, and the Jewish Museum. A blue location pin is also visible on the left edge of the map, near the Jewish Museum.

Appendix III - Press coverage

New hotel planned to replace Sports Direct in Camden Town

'Our proposals will bring a real benefit to the High Street and Delancey Street while being sensitive to the ambitions of our neighbours'

17 January, 2019 — By [Dan Carrier](#)



A HOTEL boasting nearly 100 bedrooms is planned for the site of a discount sports shop.

Developer Demar Holdings plans to demolish a building which is home to Sports Direct in Camden High Street – and replace it with a hotel, a shop and six homes.

The leisure and sports wear outlet, owned by controversial entrepreneur Mike Ashley, moved into the building after Woolworths closed in December 2008.

The New Journal has learned that the plans – yet to be formally submitted to Camden Council – would involve demolition of the existing building.

A new shop would have an 84-bed hotel behind it and six private homes on the site. Though no details have yet been confirmed, the new building would be higher than the current two storeys.

The plans would also see the pavement in Delancey Street being widened to handle more pedestrians and the entrance to the hotel created at what is currently a brick wall, once part of Camden Snooker Club boundary.

The project is just the latest to affect the parade by Delancey Street. The short stretch running between Camden High Street and Arlington Road has been subject to two major developments in the past 15 years.

The popular Cafe Delancey restaurant was demolished and replaced by venue The Forge, now closed. Camden Snooker Club and the Crown and Goose were also knocked down in the face of fierce opposition and replaced with new housing and a guitar shop.

Demar Holdings, set up in 1990 by the Petoussis family, is based in Cyprus. The Camden High Street building was the firm's first London property, bought in 1991.

Director Spyros Petoussis claimed the new hotel was "much needed", adding: "Our proposals will bring a real benefit to the High Street and Delancey Street while being sensitive to the ambitions of our neighbours. Camden High Street has gone through some tough times in recent years. We want to act as a catalyst for further rejuvenation. With a new retail offer more in keeping with the nature of Camden Town, a new hotel and homes, we think we have got the balance right."

A public exhibition of the plans is being held at Arlington Conference Centre, in Arlington Road, from 4-7.30 pm on Thursday, January 24, and 10 am-1pm on Saturday, January 26.

Appendix IV - Stakeholder letter

Recipient name

Address line 1

Address line 2

Address line 3

Post code

4 June 2019

Dear XXX,

Invitation to a briefing on the proposals for the redevelopment of 115-119 Camden High Street

Demar Holdings are bringing forward proposals for the redevelopment of 115-119 Camden High Street. We would welcome the opportunity to brief you on our plans.

We have appointed award winning architects, Morris and Company, to deliver an exciting scheme that enhances Camden High Street. We are proposing to replace the existing Sports Direct with a high quality new building. Our proposals include a new retail unit, a new hotel, and new housing, as well as welcoming frontages on both Camden High Street and Delancey Street.

We will also be holding a public exhibition to discuss our proposals in more detail. The event will be held in the Arlington Conference Centre, 220 Arlington Rd, Camden Town, London NW1 7HE, between the following times:

- **Thursday 24 January, 4:00pm to 7:30pm**
- **Saturday 26 January, 10:00am to 1:00pm**

We have asked Four Communications, who are supporting us on this project, to get in touch with you over the next few days to see if we can arrange a time to meet and discuss the proposals. In the meantime, if you have any questions or to get in touch for any reason please do not hesitate to contact us on 020 3907 8979 or 115-119CamdenHighStreet@FourCommunications.com.

Yours sincerely,



Rania Petoussi
Demar Holdings

Appendix V - Website screenshots

CAMDEN HIGH STREET IS CHANGING

HOME THE TEAM OUR PROPOSALS CONSULTATION CONTACT US

BE PART OF ITS FUTURE

RESPONSE TO FEEDBACK

We are keen to hear what the local community think of our proposals. We will use your feedback to help shape our plans and develop a design that works for everyone.

On Thursday 24 and Saturday 26 January we held a public exhibition on our plans.

In response to feedback from local residents, community groups and LB Camden, we have made some changes to the plans:

- Reduced the height and massing of our initial proposals from five storeys to four in order to better reflect the character of the High Street
- Reduction in the number of hotel rooms and residential units
- Inclusion of affordable housing

We have also worked to progress the detailed elements of the design – such as the brick types and details on the ground floor entrances – reflecting, complementing and enhancing the area's unique heritage and identity. We welcome ongoing feedback as we progress detailed elements of the design, ahead of submitting a planning application in the coming months.



You can view the boards that we presented at the exhibition at the link below:

 Download exhibition boards

TELL US WHAT YOU THINK

We would be grateful if you could share your thoughts with us. Your input will help us that the proposals for 115-119 Camden High Street meet the needs of the community.

The existing site does not make a positive contribution to this part of Camden Town

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

I support the principle of an exemplar building that will act as a precedent for high quality regeneration in Camden

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

I support the provision of new hotel and retail space

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

The site is well suited for the provision of new homes

☐ Strongly agree ☐ Agree ☐ Neutral ☐ Disagree ☐ Strongly disagree

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

☐ **If you would like to receive regular updates and be kept informed on this development please tick this box**

Name

Address

Town

Postcode

Email

SUBMIT

Four Communications Ltd will retain the information you provide only for the purposes of keeping you updated about this development. You can view our [privacy policy](http://www.fourcommunications.com) on the website: www.fourcommunications.com

CAMDEN HIGH STREET IS CHANGING

[HOME](#) [THE TEAM](#) [OUR PROPOSALS](#) [CONSULTATION](#) [CONTACT US](#)

BE PART OF ITS FUTURE

CONTACT US

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

✉ 115-119CamdenHighStreet@FourCommunications.com

☎ 020 3907 8979

Four Communications Ltd will retain the information you provide only for the purposes of keeping you updated about this development. You can view Four Communications' privacy policy on their website: www.fourcommunications.com

Name

Organisation

Address

Town

Postcode

Email

Telephone

Message

Send



DEMAR

CAMDEN HIGH STREET IS CHANGING

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BE PART OF ITS FUTURE

Demar Holdings are bringing forward proposals for the redevelopment of 115-119 Camden High Street.



We have appointed award winning architects, Morris and Company, to deliver an exciting scheme that enhances Camden High Street. We are proposing to replace the existing Sports Direct with a high quality new building. Our proposals include a new retail unit, a new hotel, and new housing, as well as welcoming frontages on both Camden High Street and Delancey Street.

Our proposals include a new hotel, a new ground floor retail unit, and three new affordable homes, as well as improved public space on both Camden High Street and Delancey Street.

PUBLIC EXHIBITION

On Thursday 24 and Saturday 26 January we held a public exhibition on our plans. The public exhibition was an opportunity for residents and stakeholders to hear about our vision the proposals for the future of 115-119 Camden High Street.

Following the public exhibition, we have further developed the plans in response to feedback. The key changes include a reduction in the height and massing and the addition of new affordable homes. You can view full details of the plans [here](#).

DEMAR

CAMDEN HIGH STREET IS CHANGING

[HOME](#) [THE TEAM](#) [OUR PROPOSALS](#) [CONSULTATION](#) [CONTACT US](#)

BE PART OF ITS FUTURE

OUR PROPOSALS

The proposed development presents an exciting opportunity to deliver a hotel led mixed use scheme on Camden High Street.

Our proposals include:

- A new hotel with 80 hotel rooms
- 3 high quality new affordable homes
- New and improved shopfronts on Camden High Street and Delancey Street (160 sq m retail space)
- Improved public space along Delancey Street, notably a widened pedestrian route
- A lounge café/bar for hotel guests
- High quality architecture designed by Morris & Company

You can view full details on the boards that presented at our public exhibition in January 2019.



[Download exhibition boards](#)



*Please note that the timeline on the final board has been updated following the exhibitions

DEMAR

CAMDEN HIGH STREET IS CHANGING

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BE PART OF ITS FUTURE

THE TEAM



DEMAR

Demar Holdings was established in 1990 by the Cypriot Petoussis family, with the principal aim to invest in London property. Demar's first acquisition was actually the freehold of 115-119 Camden High Street in 1991, a Woolworth's store at the time.

It has always maintained a "keep and hold" strategy that focuses on the long term, through carefully planned development, aiming at both long term company growth and also for the wider benefit of the community.



MORRIS & CO

Morris + Company was established in 2018 and is the evolution of Duggan Morris Architects. Our work is the product of craft and humanity and it demonstrates a strong portfolio of completed projects across workplace, housing, education and public buildings, delivering award-winning projects.

The practice's methodology is inquisitive and explorative, providing new perspectives on a brief allowing us to deliver landmark schemes with unique mixed uses, from the award-winning R7 office and commercial building in London's Kings Cross development to the new Energy Hub, part of the Elephant Park regeneration project in London, combining a power plant serving more than 3,000 homes, a community space and a nursery.

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Appendix VI - Exhibition banners

WELCOME



The existing site - view from Camden High Street

We are excited to share our proposals for the redevelopment of 115-119 Camden High Street

The key features of our proposals include:

- A new hotel with 83 hotel rooms
- 6 high quality new homes
- New and improved shopfronts on Camden High Street and Delancey Street
 - Improved public space
 - High quality architecture

Thank you for attending our public exhibition.

We look forward to hearing your feedback.

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.

www.demar-camden.co.uk

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THE TEAM



Morris + Company precedent images



Demar Holdings

Demar Holdings was established in 1990 by the Cypriot Petoussis family, with the principal aim to invest in London property. Demar's first acquisition was the freehold of 115-119 Camden High Street in 1991, a Woolworth's store at the time.

It has always maintained a "keep and hold" strategy that focuses on the long term, through carefully planned development, aiming at both long term company growth and significant site investment for the wider benefit of the community.

Morris + Company

Morris + Company was established in 2018 and is the evolution of Duggan Morris Architects. Their work is the product of craft and humanity and demonstrates a strong portfolio of completed projects across workplace, housing, education and public buildings; delivering award-winning projects.

The practice's methodology provides new perspectives on a brief allowing them to deliver landmark schemes with unique mixed uses, from the award-winning R7 office and commercial building in London's Kings Cross development to the new Energy Hub, part of the Elephant Park regeneration project in London.

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CAMDEN TOWN TODAY



Existing site - view of corner of Camden High Street and Delancey Street

The site

115-119 Camden High Street sits on the corner of the High Street and Delancey Street, and is currently used as retail space by Sports Direct. On Delancey Street, the existing building is closed off and unwelcoming.

Contributing to the continuing success of Camden Town

In recent years, there have been a number of closures and vacancies along the High Street. As part of this, this site does not fulfil its potential to contribute towards Camden Town's status as an internationally recognised destination. A new building presents an opportunity to rejuvenate the area.

Conservation Area

The existing Sports Direct detracts from the Camden Town Conservation Area. Redevelopment presents the opportunity to replace the building and make a stronger contribution to Conservation area.



Existing site - view of Delancey Street

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THE FUTURE OF CAMDEN TOWN



The proposed development presents an exciting opportunity to deliver a hotel led mixed use scheme on Camden High Street

Our proposals include:

- A new Hub hotel with 83 hotel rooms, 11% of which will have full disabled access
- 6 high quality new homes
- A lounge café/bar for hotel guests
- A new and improved shopfront on both Camden High Street and Delancey Street
- Improved public space, notably a widened pedestrian route
- High quality architecture to contribute to the conservation area

Contributing to the future of Camden Town

The redevelopment allows the site to substantially enhance the ever-growing character and local economy of Camden. We hope that our proposals will act as a catalyst for further improvements to Camden High Street.

Our proposals have been developed taking into account the existing and evolving context in Camden Town. Other new developments are due to be brought forward in the coming years, including the Hawley Wharf development, the new Camden Town tube station and the market at Buck Street.

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DESIGN



We have appointed award winning architects, Morris + Company, to deliver an exciting scheme that enhances Camden High Street.

Design principles

The proposals have drawn from influences in the local area, building upon Camden's unique character. We want the building to act as a marker on the corner of Camden High Street, improving the overall look and feel of this part of Camden.

Proposed materials

Morris + Company's material palette draws from local influences, to create a landmark building on Camden High Street.

Varying materials and textures within the scheme will enhance and differentiate the High Street frontages from Delancey Street. We are exploring the use of varied materials, including:

- **Brick** - Brick is the dominant material utilised along Camden High Street, Delancey Street and Arlington Road
- **Stucco & Render** - White Stucco accompanies brick, typically used for ornate features of the residential Georgian Houses in the area
- **Glazed Tiles** - Camden Underground and The Blues Bar Kitchen show an impressive display of glazed tiles both on the interior and exterior

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NEW HOTEL ROOMS AND HOMES



Existing Hub Hotel



Camden is a successful and vibrant part of the capital. The Council has identified hotels as a key growth area in the borough.

Camden Hub Hotel

We will provide a new Hub Hotel, part of the Whitbread group, the UK's largest hotel operator. The new hotel will include:

- 83 hotel rooms, 11% of which will have full disabled access
- A lounge café/bar for hotel guests
- Welcoming open frontage onto Delancey Street

Contributing to the local economy

The scheme will deliver employment generating floorspace that will create jobs for local people, whilst also enhancing the vitality of the wider town centre. Visitors will contribute to the area's development by bringing increased footfall to local shops and restaurants.

New homes

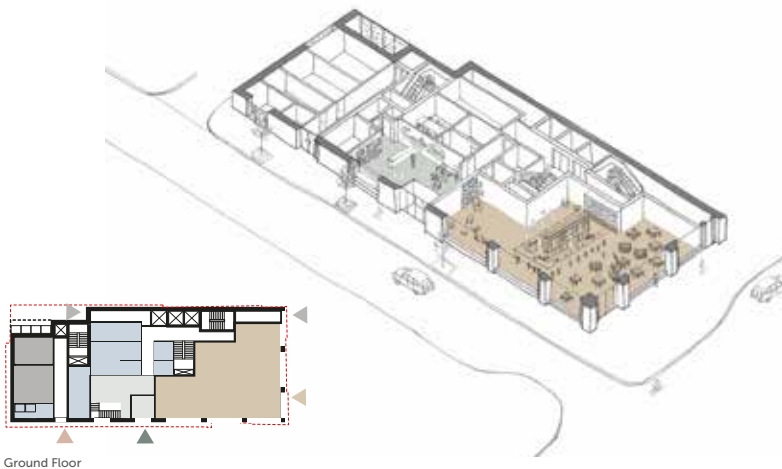
In addition to the new hotel, the new building will include:

- 6 high quality new homes in a range of unit sizes
- 375sqft of private amenity space for new residents.

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GROUND FLOOR EXPERIENCE



Our aim is to provide a new retail offer more in keeping with the nature of Camden Town and improvements to the public realm, our proposals aim to make this part of Camden Town a more welcoming place to live, work and visit.

Widened pavement on Delancey Street

The new building will be set back to widen the pavement on Delancey Street, creating a safer and more welcoming street.

Space for a new retail offer

We are proposing 170sqm of retail space, aimed at a new retailer that is in keeping with the nature of Camden Town.

The new shop will have large frontage on Camden High Street and Delancey Street. This will bring activity to what is currently underused space on Delancey Street.

High quality entrances

We want to create a distinct building, with high quality detailing, drawing on influences from the local area. Detailing on the entrances will enhance the building at street level, as well as act as a precedent for high quality architecture on Camden High Street.

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NEXT STEPS



Thank you for attending our public exhibition

We hope you share our ambitions for the site and the positive contribution it will make to 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.

Website

You can view these banners again or share them with others on our project website:

 www.demar-camden.co.uk

Contact

 020 3907 8979

 115-119CamdenHighStreet
@fourcommunications.com

Early 2019

Planning application submitted

Mid 2019

Earliest date for a planning decision

Mid 2019

Anticipated start of construction work

Late 2021

Anticipated completion and opening of the new building

www.demar-camden.co.uk

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Appendix VII - Feedback form

TELL US WHAT YOU THINK

THANK YOU FOR COMING TO OUR PUBLIC EXHIBITION



We would be grateful if you would take a few minutes
to fill out this questionnaire.

Your input will help us to ensure that the proposals for
115-119 Camden High Street meet the needs of the community.

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If you give us your details, we can keep you informed about our ideas for the Camden High Street. These will remain confidential.

Your contact details

Name

Organisation

Address

Email Telephone

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
The existing site does not make a positive contribution to this part of Camden Town					
I support the principle of an exemplar building that will act as a precedent for high quality regeneration in Camden					
I support the provision of new hotel and retail space					
The site is well suited for the provision of new homes					
Additional comments					
Return details	Please return this questionnaire to: 115-119 Camden High Street Consultation c/o Four Communications 20 St Thomas Street, London SE1 9BF T: 020 3907 8979 E: 115-119CamdenHighStreet@FourCommunications.com				

Keeping you updated

If you would like to receive regular updates and be kept informed on this development please tick this box ☐
Four Communications Ltd will retain the information you provide only for the purposes of keeping you updated about this development.

You can view our privacy policy on the website: www.fourcommunications.com

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Appendix VIII - Updated scheme letter

Recipient name

Address line 1

Address line 2

Address line 3

Post code

4 June 2019

Invitation to a briefing on the revised proposals for the redevelopment of 115-119 Camden High Street

Dear XXX,

As you may be aware, Demar Holdings is currently consulting local residents, community groups and organisations on proposals to redevelop 115-119 Camden High Street.

As part of our community consultation programme, public exhibitions were held on Thursday 24 January and Saturday 26 January, giving local people the opportunity to review our initial proposals and provide feedback.

In response to this feedback, we have revisited proposals to incorporate many of the suggestions. Changes include revised massing and a reduction in height from five to four storeys, helping the building better reflect the characteristics of neighbouring properties along Camden High Street. Other suggestions are also being considered, and we would be keen to take this opportunity to provide you with an updated briefing on our progress.

If you would like to arrange a convenient time to meet and discuss the proposals, please contact us on 020 3907 8979 or email 115-119CamdenHighStreet@FourCommunications.com.

We look forward to hearing from you.

Yours sincerely,



Rania Petoussi
Demar Holdings