

**CONSOLIDATED DEVELOPMENT LTD – ST GILES CIRCUS
STATEMENT OF COMMUNITY INVOLVEMENT
MARCH 2020**

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SECTION 1: INTRODUCTION AND CONTEXT

- 1.1** This Statement of Community Involvement (SCI) has been prepared by London Communications Agency (LCA) on behalf of Consolidated Development Ltd, referred to in this document as “the Applicant”.
- 1.2** It forms part of the material supporting the application under Section 73 of the Town and Country Planning Act 1990 (as amended) to delete a restrictive planning condition attached to the original planning consent for development at St Giles Circus, referred to in this document as “the site”.
- 1.3** The site is bounded by Tottenham Court Road Station to the North, Earnshaw Street to the East which is shielded by a large mixed-use development, residential and commercial properties to the South and Charing Cross Road to the West.
- 1.4** The site includes a range of retail, entertainment spaces, commercial offices and residential accommodation across four new buildings and several existing buildings. The new buildings are under construction in the area to the North of Denmark Street and South of Tottenham Court Road Underground Station. The existing buildings overlook Denmark Street on either side and will contain several apartments each.
- 1.5** The Applicant has carried out a thorough programme of consultation on the proposed updates to the site servicing and delivery strategy including a development site visit with one of the local ward Councillors, a public consultation drop-in event and a subsequent newsletter. This programme of engagement has ensured that a broad cross-section of the local community was given an opportunity to share their comments prior to the submission of the application.
- 1.6** This document outlines the consultation strategy, the activities and engagement that have taken place with stakeholders and analyses the feedback received and sets out the Applicant's response to this feedback.
- 1.7** All engagement activities outlined in this document were undertaken by the Applicant and the Applicant's representatives:
 - Icenl (Planning);
 - Curtains (Transport); and
 - London Communications Agency (Communications)
- 1.8** The consultation activities that have taken place are in accordance with Camden Council's own revised Statement of Community Involvement (revised in July 2016) and also reflect the principles for consultation in the Localism Act (2011) and in the National Planning Policy Framework (2018).
- 1.9** The Applicant has fully considered the comments received throughout the consultation process and, where possible, has sought to respond to all residents' comments and queries.



SECTION 2: EXECUTIVE SUMMARY

- 2.1** This section provides a brief summary on the pre-application consultation process undertaken by the Applicant, and an overview of the feedback received throughout the consultation period.
- 2.2** The Applicant has committed to implementing a thorough consultation approach, designed to give people a number of opportunities to feedback and input on the proposed updates to the servicing and delivery strategy.
- 2.3** The objectives of this consultation were to fully outline the proposed updates to the servicing and delivery strategy for the site, engage with a wide cross-section of the public and properly consider and respond to the feedback before submitting an application.
- 2.4** The engagement period ran from early January to March 2020 and included a public consultation drop-in session for local residents and businesses at the Bloomsbury Baptist Church, which is located close to the development site, as well as a contact programme with councillors and local groups, to give them the opportunity to view and comment on the proposals.
- 2.5** Further to this, a development site tour was organised with Cllr Sue Vincent to provide the Holborn and Convent Garden Ward representative (where the development site is located) with an update on construction and the proposed changes to the servicing and delivery strategy. The site tour was held on 17 January 2020.
- 2.6** The public consultation drop-in session was staffed by members of the consultation team at all times and was designed to be informative and engaging and to clearly explain the proposed updates to the servicing and delivery strategy. A suite of tailored materials was produced for the public consultation drop-in event, including display boards and a comments card for attendees to provide their feedback (see appendix).
- 2.7** A total of 24 people attended the drop in event on Tuesday 21 January 2020.
- 2.8** Overall, six people formally responded to the consultation through the feedback forms made available at the public consultation drop-in session. A further six emails were sent directly to the consultation team.
- 2.9** Following the public consultation drop-in session, a four-page newsletter was produced and distributed to nearby residents and businesses informing them of the proposals to update the servicing and delivery strategy alongside a general update around next steps and consultation (see appendix). This was received by residents on Wednesday 26 January 2020.
- 2.10** Details of the feedback received and the Applicant's responses have been provided is detailed in Section 7.



SECTION 3: CONSULTATION OBJECTIVES AND STRATEGY

3.1 From the outset, the Applicant has committed to and invested time and resource into pre-application stakeholder and community engagement. A programme of consultation was carried out, designed to give the local community and wider public an opportunity to find out about the proposed updates to the servicing and delivery strategy.

3.2 The aims of the consultation were:

- To engage with the residents immediately surrounding the site and other local stakeholders in order to share information about the proposed updates to the servicing and delivery strategy and listen to feedback through a public consultation drop-in session;
- To provide opportunities for people to express their views by giving them different communications channels by which to contact the project team (face-to-face, email, comment card);
- To understand issues/concerns/objections before submitting an application so that they can be responded to, as far as possible, having regard to relevant planning;
- To explain the aims behind the proposed updates to the servicing and delivery strategy;
- To review all comments received so that they can be properly considered and so that the proposed updates to the servicing and delivery strategy can respond appropriately; and
- To work closely with Camden Council to ensure key officers are aware of the proposed changes to the servicing and delivery strategy, key consultation activities and outcomes.



SECTION 4: CONSULTATION ACTIVITIES

- 4.1** This section outlines the activities undertaken for the pre-application consultation from January to March 2020.
- 4.2** The consultation programme included a strong focus on proactive engagement with a wide range of key stakeholders, including ward councillors, established resident and local groups such as the Covent Garden Community Association and the Bloomsbury Association and local stakeholders and residents.
- 4.3** In all cases, the intention was to seek feedback from as wide a cross-section of stakeholders as possible, to ensure that the application would take into account and respond to, where possible, all reasonable feedback made through the consultation process.

Engagement with political stakeholders

- 4.3** The Applicant made efforts to engage with the following political stakeholders:
- Cllr Sue Vincent Robathan, representing Holborn and Covent Garden Ward
 - Cllr Julian Fulbrook, representing Holborn and Covent Garden Ward
 - Cllr Awale Olad, representing Holborn and Covent Garden Ward
- 4.4** The full list of stakeholders above were sent emails in January 2020, inviting them to the drop-in event and offering a meeting. They also received a version of the newsletter in February 2020.
- 4.5** The Applicant provided Cllr Sue Vincent with an update on the proposed changes to the servicing and delivery strategy during a development site tour on 17 January 2020.

Engagement with residents and community groups

- 4.6** The Applicant made efforts to engage with key community groups throughout the pre-application process.
- 4.7** Emails were sent to the Covent Garden Community Association and the Bloomsbury Association in January 2020, inviting them to the public consultation drop-in event and offering a meeting. These local groups also received a version of the newsletter in February 2020.
- 4.8** Members of the Covent Garden Community Association attended the public consultation drop-in event on Tuesday 21 January 2020.
- 4.9** The Applicant conducted a resident and local business contact programme with the aim of speaking to as many neighbours around the development site as possible.
- 4.10** The distribution area comprised of 383 business and residential addresses. On Thursday 16 January flyers were sent to promote the public consultation drop-in event to residents and businesses within an immediate vicinity of the development site. These included residents of Centre Point House, Matilda Apartments as well as residents and businesses in properties along Denmark Street. A copy of the flyer can be found as part of the appendix.



4.11 The Applicant ran a quarter page full colour advert (see appendix) which included details of the public exhibition in the Camden New Journal (weekly circulation 68,226) on Thursday 15 January 2020.

Drop-in session

4.12 On Tuesday 21 January 2020 the Applicant organised, publicised and staffed a public consultation drop-in session on the proposed changes to the servicing and delivery strategy for the site.

4.13 The public consultation drop-in session included information about the proposed changes to the servicing and delivery strategy using nine large-scale exhibition boards. Details around construction timeline and next steps were also provided. Photographs of the public exhibition can be found as part of the appendix.

4.14 At the public consultation drop-in session, attendees were encouraged to leave feedback via comments cards. Copies of the comment's cards can be found as part of the appendix.

Venue and opening times

4.15 The exhibition was held at the Bloomsbury Baptist Church, 235 Shaftesbury Avenue, WC2H 8EP, close to the site, on the following date and time:

– Tuesday 21 January 2020: 4-8pm

4.16 The opening time was selected to give people the opportunity to attend and to ensure residents with other commitments, for example parents of school-age children or people in full-time employment, could attend.

4.17 The exhibition venue was chosen because it was close to the site, a familiar and accessible community facility and had a good internal space for the public exhibition drop-in sessions.

Staffing the exhibition

4.18 A staffing rota was devised to ensure that each exhibition event was staffed by members of the project team at all times. The project team included representatives from the following organisations:

- Consolidated Development Ltd (Applicant)
- Icení (Planner)
- Curtains (Transport)
- London Communications Agency (Public Consultation and Communications Consultants)

4.19 Having members of the project team from multiple disciplines at the drop-in event ensured that specific questions about the proposed changes to the servicing and delivery strategy could be addressed directly at the event.

Attendance

4.20 A total of 24 people attended the consultation event.



4.21 Alongside nearby residents who attended the public consultation drop-in session notable attendees included members of the Covent Garden Community Association and representatives from Phoenix Gardens.

Gathering Feedback

4.22 In order to capture local resident and stakeholder feedback, the Applicant used two main mechanisms:

- Comments cards for visitors to fill out at the public consultation drop-in event; and
- A dedicated email address – stgilescircus@londoncommunications.co.uk.

4.23 The email address was publicised via the flyers and the advert in the Camden New Journal. At the public consultation drop-in session visitors were encouraged to leave their comments and were given the opportunity to ask the project team questions.

4.24 The questions and comments raised have been addressed in Section 7.

Post-consultation

4.25 Following the public consultation drop-in session, the project team ensured they remained available for any follow-up meetings and approaches from local residents and other interested parties.

4.26 All feedback mechanisms remained open following the exhibition for local residents and stakeholders to share their feedback on the proposals.

4.27 The Applicant produced and distributed a four-page newsletter on Wednesday 26 February 2020 following the public consultation drop-in session to nearby residents and businesses informing them of the proposals to update the servicing and delivery strategy alongside a general update around next steps and consultation. The distribution area mirrored that of the flyer area and comprised of 383 business and residential addresses. See appendix.

4.28 The Applicant responded to the feedback raised by consultees throughout the consultation period. Details of the Applicant's response to the feedback provided is detailed in Section 7.



SECTION 5: CONSULTATION MATERIALS - PUBLIC EXHIBITION

5.1 A range of consultation materials were used at the public consultation drop-in session to present the proposed changes to the servicing and delivery strategy for the site and capture feedback so that, where possible, this could be incorporated into the final application.

Exhibition boards

5.2 The proposals were presented on nine A1-size illustrated exhibition boards. The boards were written in clear, plain English and made good use of images, diagrams and sketches.

5.3 The boards included information on the proposed changes to the servicing and delivery strategy alongside information on the servicing management plan. Detail was also included on the existing and consented strategies, the scheme, the site and its context in relation to the local area. Feedback mechanisms and a timeline were also provided.

5.4 The exhibition boards for the St Giles Circus drop-in session are summarised below. Visuals of the exhibition materials can be found as part of the appendix.

Panel	Title	Content overview
1	Introduction to the site	This panel provided information on the Applicant, the scheme architect Orms and an introduction to the site. The panel contained a map identifying the various site elements.
2	The scheme	This panel provided information on the current status of the development, noting the scheduled timeline for completion and the location of key buildings. This board included a list of benefits associated with the St Giles Circus development including some of the site specifics.
3	Existing servicing and delivery strategy	This board provided information on the existing servicing arrangements.
4	Updated servicing and delivery strategy	This panel highlighted the conditions which have resulted in the servicing of the site from Denmark Street. Images were included of the surrounding streetscape.
5	Conditions for an updated servicing strategy	This panel outlined details of the consented servicing strategy which was included as part of the original planning consent. A list of various onsite uses were included. A map was included which identified the consented servicing layout.
6	Conditions for an updated servicing strategy	The panel highlighted the proposed changes to the servicing and delivery strategy, including information around the proposed Denmark Street layout and the 24-hour proposed servicing arrangement.



Panel	Title	Content overview
7	Servicing management plan	These panels identified the mitigating measures which will be employed to help manage the servicing and delivery impacts across the site.
8		The second of these two boards also included information on a report commissioned by the Applicant to assess noise levels.
9	Thank you and next steps	<p>This panel encouraged visitors to leave their feedback before leaving the public consultation drop-in session. It also contained email and telephone details so that further feedback could be issued.</p> <p>A timeline identified the upcoming milestones ahead of the scheduled completion date.</p> <p>A CGI image of the St Giles Circus development was also included.</p>



SECTION 6: CONSULTATION RESPONSES & RESPONDING TO KEY ISSUES

- 6.1.** This section includes a summary and analysis of all feedback received throughout the consultation period.
- 6.2.** In total, six people formally responded to the consultation through written feedback via the comments cards made available at the public consultation drop-in session.
- 6.3.** Of the six comments cards received, three provided written feedback. One comments card raised concern around the noise caused by glass and refuse collection near to the site, whereas another asked for St Giles Circus to manage noise after 22.00 hours once the site is operational. A third comments card said that it seemed 'reasonable' for bands to make use of 24-hour servicing, however adding that they did not want other uses to service their premises during later hours.
- 6.4.** The project team received mainly positive and constructive verbal feedback at the public exhibition drop-in sessions. There was an understanding that the basement venue had separate requirements to other elements of the site and that greater flexibility was needed to support the takedown needs of artists. Visitors generally welcomed the range of mitigation measures which will be employed to reduce servicing and delivery noise. Positive remarks were made in response to the internal arcade which will have direct access to a goods lift to the basement venue and it was acknowledged that the use of an acoustic tunnel to transport equipment outside of the internal arcade would help mitigate noise. It was noted verbally by several attendees that site uses outside of the basement venue space should adhere to the 08.00 – 20.00 hours servicing window, with a representative from the Covent Garden Community Association noting that he would prefer all servicing to remain within the consented hours. Several consultees noted that current levels of early morning noise were disruptive, citing bottle and refuse collections organised by nearby businesses. Safety concerns and issues with anti-social behaviour were also noted, with there being a level of agreement that natural surveillance across the site will help mitigate against such problems and that onsite security will increase safety.
- 6.5.** The below table breaks down the comments received, both verbally and in written form (via email and comments cards), in more detail. Each comments card has been broken down into separate topics in order to capture the different themes raised alongside verbal feedback received.

6.6. Comment breakdown (comments cards and verbal feedback)

Comments	Theme
One attendee noted the 'positive' measures included as part of the materials which will help mitigate noise and resident impact.	Positive – mitigating measures
Consultees noted that they were looking forward to being able to access the various uses following completion.	Positive – support for onsite uses
Attendees welcomed the inclusion of various onsite uses, helping improve natural surveillance around the site.	Positive – improved natural surveillance
Attendees said that it was understandable and reasonable for bands and artists to service the site outside of the hours of 08.00 – 20.00 hours.	Positive – support for the basement venue servicing requirements
Later night servicing should be permitted only for those using the basement venue space i.e. musicians, artists etc.	Neutral – conditions on later night servicing



Several attendees noted current noise concerns around HGVs, refuse and bottle collections, citing ongoing construction and local businesses within the area who caused disruptions.	Neutral – existing noise impacts
One consultee said that there was already later night servicing on Denmark Street	Neutral – servicing of Denmark Street
One consultee said that noise should be mitigated at night ‘especially after 10pm’.	Neutral – noise management
One attendee noted the need for better visibility/ lighting at Phoenix Gardens.	Neutral – lighting
One attendee asked what impacts the proposed changes to the servicing and delivery strategy would have on Earnshaw Street.	Neutral – impact
One consultee said that Denmark Street was a ‘one of the quietest streets in London’ and that they would like it to remain so.	Neutral – current condition of Denmark Street
One person asked why Shaldon Mansions hadn’t been included within the site’s red line boundary.	Neutral – red line boundary
Two consultees noted that they were unable to attend the public consultation drop-in session.	Neutral – availability to attend the public consultation drop-in session
One attendee noted that site contractors were ‘too loud’.	Concerns – onsite noise
The site was noted by one attendee to have created a ‘wind tunnel’ down Denmark Street.	Concerns – wind tunnelling
Noise was said to be amplified down Denmark Street by one consultee due to the nature of the street.	Concerns – Denmark Street noise levels
An attendee asked what could be done by Camden Council to default on the 24-hour servicing if it was found by residents to be too disruptive ‘further down the line’ and another questioned what could be done to hold to account noisy delivery drivers who do not uphold their responsibilities.	Concerns – accountability of extended servicing hours
One attendee noted the growing number of loading bays within proximity to Matilda Apartments.	Concerns – growing number of servicing bays
Several consultees raised existing concerns about anti-social behaviour in locations close to the development site.	Concerns – anti-social behaviour
One consultee wrote in to note that they opposed the proposals due to concerns around additional noise.	Objection - noise

6.1 Following the consultation, all comments received were analysed and fed back to the project team.

6.2 The following table outlines the key issues raised and the Applicant’s response. This reflects the issues raised in the previous section, although comments concerning similar themes have been grouped together.

6.3 Please note that the below does not include expressions of support (general and specific) outlined in the previous section.



Comment summary	Applicant's response
<p>How later hours of servicing for the basement venue and how other onsite uses could be required to service between the currently agreed hours of 08.00 - 20.00. What can be done to uphold this principle of servicing.</p>	<p>There is an existing planning condition that limits the number of service vehicles accessing the development to 99 per day with a maximum of three large HGVs permitted to service the development at any one time. These maximums will not be exceeded and will be reduced where possible.</p> <p>The Servicing Activity at the site will be controlled by a Servicing Management Plan that is required as part of a planning condition. This sets out a number of management measures to schedule deliveries to the site. This will be controlled by the site wide Servicing Coordinator (part of the on-site management team). There are strict noise levels that have to be adhered to when servicing during later hours. The majority of deliveries will be scheduled to occur between 08.00 and 22.00 particularly those that generate potentially disruptive noise levels such as glass collections.</p>
<p>Denmark Street had become a 'wind tunnel' which had been amplified by the St Giles Circus development.</p>	<p>As part of the original application the design team conducted wind modelling which showed the South West winds don't cause an issue; it is the North East winds that are more impactful.</p>
<p>Impact of anti-social behaviour within a close vicinity to the site.</p>	<p>Once the site is fully operation there will be a number of onsite uses which will increase the levels of natural surveillance within the nearby area.</p> <p>24-hour estate management across the site will ensure the safety and security of residents within the immediate area.</p>
<p>Existing noise concerns in line with nearby businesses organising late night bottle and refuse collections.</p>	<p>Any potentially loud servicing activity will be scheduled to occur between 08.00 and 20.00 in line with existing servicing restrictions.</p>
<p>What impact will the proposed changes to the servicing and delivery strategy have on Earnshaw Street.</p>	<p>The proposed changes to the servicing and delivery strategy (i.e. changing the timings servicing is permitted) will not impact on Earnshaw Street.</p>
<p>If 24-hour servicing is found to be too disruptive by local residents and businesses, how can they hold the Applicant to account.</p>	<p>There are strict noise levels that have to be adhered to when making deliveries outside of 08.00 to 20.00. A detailed acoustic assessment has been undertaken and submitted to Camden Council to demonstrate there would be</p>



	<p>no adverse impacts from our proposals to change the servicing hours along Denmark Street. If noise levels are breached Camden would be able to hold the Applicant to account.</p>
<p>How will delivery drivers uphold their responsibilities to ensure quiet deliveries.</p>	<p>Where possible, and amongst other mitigating measures, drivers using the loading bay space for servicing the basement venue during later night hours will be required to use quieter delivery vehicles alongside quiet roll cages, rubber matting and soft closing doors to reduce noise levels. They will also be required to modify reverse alarms and switch off vehicle engines as soon as feasibly possible.</p> <p>As part of the ongoing coordination of deliveries to the site, management will seek to select deliveries from companies that follow the Freight Operator Recognition Scheme. This accreditation measures fleet performance and aims to drive up standards across areas such as fuel efficiency, carbon emissions and road safety.</p>



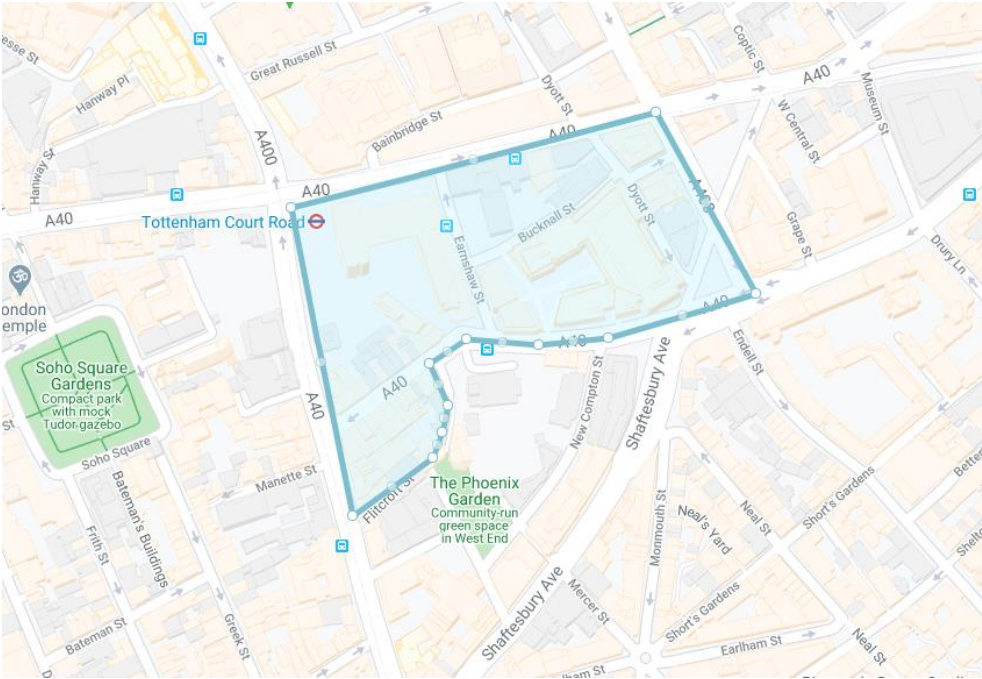
SECTION 7: CONCLUSION

- 7.1.** This SCI sets out how the Applicant has engaged with the local community and sought their views on the proposed changes to the servicing and delivery strategy for the site.
- 7.2.** The Applicant has carried out a thorough consultation with local residents and key political stakeholders ahead of submitting an application under Section 73 of the Town and Country Planning Act 1990 (as amended) to delete a restrictive planning condition attached to the original planning consent for development at St Giles Circus.
- 7.3.** The consultation outlined the details of the proposed changes to the servicing and delivery strategy and highlighted ways where feedback could be made. The Applicant has, where possible, responded to all of the comments and concerns raised.
- 7.4.** Over the course of the pre-application period, the Applicant organised, publicised and staffed a public exhibition drop-in session and invited a range of local stakeholders and residents to view and comment on the proposals. Further to this, the Applicant organised a walk around with Holborn and Covent Garden ward councillors and offered meetings with the Covent Garden and Community Association and Bloomsbury Association. Following the drop-in session, the Applicant produced and distributed a four-page newsletter detailing the proposed changes to the servicing and delivery strategy and providing a general update on the St Giles Circus development. This document also highlighted the mechanisms for residents to provide feedback.
- 7.5.** A total of 24 people attended the public exhibition drop-in session. Of these, six responded to the consultation in writing by filling in a comments card on the day of the public exhibition drop-in session.
- 7.6.** The project team has received mainly positive feedback on the proposals, with consultees providing conditional support for the later night servicing requirements of the basement venue space. Comments were also raised about existing levels of late-night noise and anti-social behaviour.
- 7.7.** Concerns and constructive comments received at the public exhibition drop-in sessions have been dealt with by the project team.
- 7.8.** The Applicant has consistently demonstrated a willingness to engage with local communities and will continue to do so after the application has been submitted.
- 7.9.** The Applicant is committed to continuing a positive and regular dialogue with the local community throughout the final duration of the construction period and when St Giles Circus is operational.



SECTION 8: APPENDICES

Distribution area (flyer and newsletter)



Flyer



INVITATION TO A DROP-IN SESSION
Proposals for extending site servicing hours for St Giles Circus

Outernet Global Ltd is currently undertaking construction of St Giles Circus, adjacent to the new Tottenham Court Road station entrance/exit, and is seeking to extend the servicing hours for the site.

The St Giles Circus development, which is scheduled for completion in Autumn 2020, will provide a mix of retail, entertainment space, public realm and new routes, hotel and restaurants, tapping into Denmark Street's musical heritage.

We are proposing to extend servicing to 24-hours in order to better reflect the different uses located across the St Giles Circus development and reduce vehicle activity along Denmark Street (and central London) during the day. The servicing needs will mainly comprise of refuse collections, couriers, retail deliveries and servicing contractors.

Please see overleaf for drop-in session details →



CGI of the St Giles Circus development



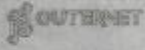
Drop-in session

Join us at a drop-in session to hear more about the proposed changes to the servicing strategy on:
Tuesday 21 January, 4pm to 8pm at The Forum Room, Bloomsbury Baptist Church, 235 Shaftesbury Avenue, WC2H 8EP.

We hope to see you there, but if you are unable to attend and would like further information, please get in contact via:
Email StGilesCircus@londoncommunications.co.uk
Phone 020 7612 8472



Advert, Camden New Journal, Thursday 16 January 2020



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If you would like further information about the proposals, please contact us via:
Email StGilesCircus@londoncommunications.co.uk
Phone 020 7612 8472

CGI of the St Giles Circus development





Exhibition Boards

Introduction to the Site

The Team



Outernet Global Ltd

Outernet Global Ltd is a global network of immersive entertainment districts showcasing music, film, arts and retail experiences using LED screens.

The Outernet experience brings together some of the world's greatest storytellers and information providers in order to provide commuters, local communities and tourists with a new experience every day as Outernet is refreshed by a carousel of broadcasters, video artists, news sources, advertisers and live events.



Orms Architects

Orms Architects are a design-led multi award winning practice with over 30 years' experience in new build and refurbishment.

Based off Old Street, the practice has completed projects nationally and internationally, whilst retaining a strong London centric focus.

In addition to a portfolio of completed major architectural projects in the central London Boroughs of Camden, City of London, Kensington & Chelsea, Tower Hamlets and Westminster, the practice also has strong links to education in the capital with lecturing and teaching roles at University College London - Bartlett and The University of Westminster.

Introduction to the Site

The St Giles Circus site is located in the London Borough of Camden in the vicinity of Tottenham Court Road Underground Station.

The site is bounded by Denmark Street, Charing Cross Road, Andrew Borde Street and St Giles High Street. As part of the completed scheme a pedestrian only link will be enhanced and retained.

The area is characterised by retail activity, particularly musical instrument shops and associated studios alongside performance venues on Denmark Street and Denmark Place. There are a number of adjacent land uses, including office space, retail and hotel.

The site is within the Denmark Street Conservation Area and there are several heritage assets situated within and immediately adjacent to it, including Centre Point Tower and residential properties to the north and east. St Giles Church is located to the south, and a number of listed and locally listed properties are located along Denmark Place, Denmark Street and St Giles High Street, all of which contribute to the character of the area.



The St Giles Circus site

The Scheme

Context

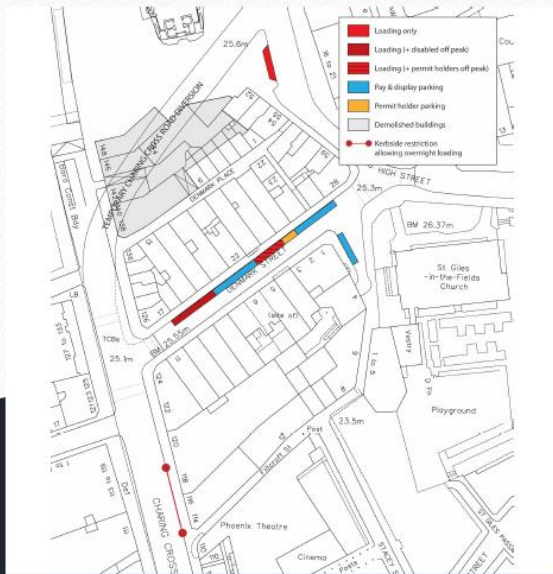
The St Giles Circus development, which is scheduled for completion in Autumn 2020, comprises two new primary street buildings on St Giles High Street, Andrew Borde Street and Charing Cross Road, plus two smaller buildings on Denmark Place. The site will provide a mix of retail, entertainment space, public realm and new routes, hotel and restaurants, tapping into the area's musical heritage.

St Giles Circus Benefits:

- **Maintaining the musical heritage of Denmark Street** through Section 106 commitments to ensure that Denmark Street units can only be let to Tin Pan Alley uses through covenants which mean that shops can only be sublet for music uses.
- **Maintaining a number of key facades** and sensitively retaining existing fabrics.
- **Conserving, safeguarding and investing in buildings** along Denmark Street and sustaining and enhancing key heritage assets.
- **Supporting existing music traders** through the construction period and following completion.
- **Offering unique space** which will cater to independent retailers, restaurants and bars.
- **Delivering a new auditorium** at basement level to provide an entertainment venue in replacement of the Astoria music venue and The Old Marquee located further down Charing Cross Road.
- **Offering a variety of night-time leisure uses**, including two smaller venues which will support grassroots musicians.
- **Providing 24-hour estate management** across the site to ensure the safety and security of residents within the immediate area.
- **Delivering public realm improvements** linking to Tottenham Court Road Station upgrades and Crossrail.
- **Delivering a publicly accessible urban gallery** which will support a programme of events, retail experiences, products and live content such as weather and news.
- **Creating new linkages** for an improved pedestrian experience.
- **Delivering high quality design** through the use of materials which build upon and enhance the setting of the local area.
- **Creating 506 jobs** across a number of different uses including retail, hotel, restaurant and business.



Existing Servicing and Delivery Strategy



Existing servicing arrangements

On-street loading bays are positioned on the northside of Denmark Street, along with pay and display parking and permit holder bays. These arrangements can accommodate up to three goods vehicles simultaneously, dependent on size.

Each of these bays are dual designated and allow for a 40-minute loading time. Blue Badge holders are also permitted to use them.

There are additional loading bays located on St Giles High Street and a time-restricted loading area on Charing Cross Road, which is situated on the kerb space between Denmark Street and Filtcroft Street to the south.

The servicing needs around the site mainly comprise of refuse collections, couriers, deliveries to retail premises and servicing contractors. Historically, refuse has been collected from the kerbside outside each individual property, along the full length of Denmark Street.

Following further consideration with LB Camden this approach is no longer considered appropriate.

Updated Servicing and Delivery Strategy

There are several constraints and conditions which have resulted in the historical servicing of the site from Denmark Street, with some additional servicing from Book Mews. The updated servicing strategy for the St Giles Circus development proposes to maintain and build upon this approach for the following reasons:

Denmark Street

Properties located on the southern side of Denmark Street are reliant on the availability of on-street facilities, whereas the northern side of the road provides several parking and servicing bays for much of the kerbside. There is no existing provision for taxi pick-up/drop-off at the development site.

Charing Cross Road

To the west of the site is Charing Cross Road which provides limited opportunities for either on-street servicing or general access due to one-way traffic going northwards. This route is also a major bus corridor.

St Giles High Street

St Giles High Street, to the east, falls within the one-way system leading up to New Oxford Street. The majority of kerbside along this route is allocated to bus stops. The retention of historic facades partnered with public realm improvements has impacted the opportunity to provide off-street servicing from St Giles High Street.

Andrew Borde Street

To the north of St Giles Circus lays Andrew Borde Street which was closed as part of the Tottenham Court Road station alterations, providing public realm improvements alongside a new pedestrian route.

Tottenham Court Road Station

Due to the below-ground Crossrail route and Tottenham Court Road Station works, it is not possible to provide a dedicated off-street basement level servicing area.



Charing Cross Road



Tottenham Court Road Station



St Giles High Street



Denmark Street

Conditions for an Updated Servicing Strategy

Consented Servicing Strategy

St Giles Circus was granted planning consent by LB Camden back in 2015. As part of this application, the original servicing strategy allowed for on-street arrangements from Denmark Street between the hours of 8am and 8pm.

Outernet Global Ltd has since had a number of discussions with LB Camden Highways to discuss changes to the servicing strategy along Denmark Street. The proposed new approach seeks to remove any conflict between servicing vehicles and road users and will provide an improved pedestrian environment.

As part of the consented scheme, taxis or cars performing pick-up/drop-off activity would be permitted to make use of the loading bays on Denmark Street.

Where non-routine pick-up or drop-off activity may be expected in association with planned event activity, the developed servicing management regime allows kerbside space to be 'reserved' and servicing activity scheduled to suit.

Onsite Uses

Following conversations with potential tenants and operators it is understood that an updated servicing strategy will better safely support the variety of exciting new onsite uses, including:

- Hotel
- Retail
- Office
- Residential
- Entertainment
- Restaurant/café



Consented layout

Conditions for an Updated Servicing Strategy

Proposed Denmark Street Layout

The revised layout removes the pay-and-display parking and the pavement build-out from the consented scheme. It is proposed that a new dedicated taxi rank be provided on the southern side of Denmark Street, closer to the amenity uses. The two disabled spaces have been moved eastward to an adjacent position to the residential space.

As a result of these alterations, the available loading space has been extended to 51.5 metres. This compares to two separate loading bays in the consented scheme which had a combined length of 32 metres.

24-Hour Proposed Servicing

It has been proposed that the hours of servicing be extended to 24-hours in order to better reflect the number of different uses located across the St Giles Circus development.



Proposed layout

Servicing Management Plan

A managed approach towards deliveries and servicing will help ensure that disruption is avoided. A number of measures will be employed to help mitigate and manage the servicing impacts across the site, these are as follows:



Servicing Manager

A dedicated Servicing Manager will work as part of a wider onsite management team and will undertake the coordination of servicing between the various onsite uses.

This position will allow for a bespoke and responsive approach to be taken amongst the onsite servicing requirements. For example, during times of higher servicing activity, advanced notice could be given to commercial tenants and scheduled deliveries could be re-planned where practical.

It will be the duty of the Servicing Manager to ensure that appropriate scheduling and restrictions are adhered to for both delivery activity and refuse collection.



The Delivery of Goods

Goods will generally be manually transported from vehicles parked at the kerbside to the relevant point-of-receipt for each of the premises. In most cases, this will be the front door for the smaller retail units, though in some cases a separate service door may be available.

For larger uses (such as the hotel), deliveries will be made to reception areas or to the dedicated goods lifts located within the site.



24-Hour Servicing

Expanding the hours of servicing alongside the role of Servicing Manager will ensure that the number of vehicles accessing or leaving the site are controlled and kept to a minimum.

The management of vehicles during peak periods will create for a safer pedestrian environment and will ensure that a more staggered approach can be taken, meaning that idling vehicles and congestion will be kept to a minimum.



Pedestrian Management

During servicing activity, careful consideration will be given to pedestrian movement. When high footfall is predicted for special events, delivery scheduling will seek to either minimise servicing activity or manage pedestrian routes through the site temporarily to ensure that there are no safety or operational impacts.

Building management staff will ensure that pedestrians are marshalled in the instances of servicing for larger deliveries or onsite events.



Scheduling of Deliveries

The different needs of the site's tenants will also be taken into consideration and suppliers will be discouraged from scheduling deliveries in peak transport periods which tend to fall within traditional commuter hours, for example 8am to 9am in the morning and 5pm to 6pm in the evening. They will instead be encouraged to organise deliveries during off-peak periods.

A central booking system for deliveries and servicing will identify the timings suppliers intend to arrive. This system can be managed in a manner which renders peak time slots unavailable. This booking programme also provides advance information about the number, size/scale and type of delivery.



Events Planning

The scheduling of events well in advance will be critical to the management of onsite servicing. Such activities will be incorporated into the scheduling process and routine servicing can be rescheduled accordingly.

Servicing Management Plan



Noise Mitigation

To avoid any unnecessary noise from loading activities, a number of noise management measures will be employed. These include:

- Using newer and quieter delivery vehicles where possible.
- Using quiet roll cages, rubber matting, soft-close doors to minimise noise during late night servicing.
- Ensuring all people involved in delivery are briefed and trained appropriately.
- Keeping the delivery point and surrounding areas clear of obstructions so vehicles and staff can manoeuvre easily.
- Keeping doors other than the delivery point closed so noise cannot escape.
- Preparing goods and equipment for transit behind closed doors.
- Making sure the delivery/servicing point is ready before use.
- Switching off delivery vehicle engines as soon as possible and modify reversing alarms.



Noise Impact Management Plan

A Noise Impact Management Plan will also be produced and submitted to the LB Camden as part of this application. This will provide further detail around how noise impacts will be managed and monitored.



Partnership Work

Outernet Global Ltd will also work in partnership with Bee Midtown, the local Business Improvement District, to provide coordinated services across refuse collection, courier and taxi services, allowing for improved efficiencies in the area.



Targeted Deliveries

The number of retail and residential units will allow larger suppliers and delivery companies such as DHL and Amazon to make single consolidated deliveries to the site with multiple packages.



Targets and Monitoring

The servicing arrangements for St Giles Circus will be closely monitored through the use of surveys. In addition, all future tenants will be under obligation to adopt the Servicing Management Plan through a programme of raising awareness and onsite accountability.



Supplier Management and Consolidation

As part of the ongoing coordination of deliveries to the site, management will seek to select deliveries from companies that follow the Freight Operator Recognition Scheme. This accreditation measures fleet performance and aims to drive up standards across areas such as fuel efficiency, carbon emissions and road safety.

Report Findings

As part of the application, Outernet Global Ltd commissioned the engineering firm AECOM to conduct 3D acoustic modelling of the site in order to assess the sound impact caused by the proposed loading bay and servicing changes from Denmark Street.

Based on the findings of this study it is anticipated that there will be a negligible impact on nearby noise sensitive properties.

Thank You and Next Steps

Thank you for taking the time to come and visit us today and to find out more about the updated servicing plans for St Giles Circus.

Please use the comments card provided today to leave us with your feedback. Alternatively, if you have any questions or would like to comment on the proposed change in servicing at a later date, you can contact us at:
 E: StGilesCircus@londoncommunications.co.uk
 T: 020 7612 8472

Timeline

Winter 2019/20	Early Spring 2020	Spring 2020	Summer 2020
LB Camden engagement and drop-in sessions.	Submit revised servicing strategy to LB Camden.	LB Camden determination.	Completion.



CGI of the St Giles Circus development

Comments card



DROP-IN SESSION – HAVE YOUR SAY Proposals for extending site servicing hours for St Giles Circus

Thank you for attending our drop-in session. We would like to hear your views on our proposals before we submit an application to the London Borough of Camden.

Please complete and post this comments card in the box provided. Alternatively you can share your views via:

Email StGilesCircus@londoncommunications.co.uk
 Phone 020 7612 8472

Name

Address

..... Postcode

Email

Phone

If you wish to be kept informed about progress with this consultation and development – for example with information about future consultation events or to let you know when the planning application is submitted to the London Borough of Camden, please tick this box. We are required to collect consultation data in respect of these proposals so that feedback from the local community can be assessed and summarised within the planning application documents. Please be assured however that we will not hold or use your data for any other purpose whatsoever.



Newsletter



FEBRUARY 2020

St Giles Circus Newsletter

Introduction

After commencing works back in July 2017, Outernet Global Ltd's St Giles Circus development, designed by architects Orms, is scheduled for completion in Autumn this year. As our neighbours, we would like to thank you for your patience and understanding whilst works have been underway.

Located within St Giles Circus there will be a mix of uses, including a flexible urban gallery with an ever changing programme of events, news, products, retail showcases and an ongoing information stream. Also included are two events venues, a hotel, public realm, office space, restaurants, bars and retail shops.

The development itself comprises two new primary street buildings on St Giles High Street, Andrew Borde Street and Charing Cross Road, plus two smaller buildings on Denmark Place.

Proposed updates to servicing

We would like to provide you with an update and hear your feedback on the proposed servicing strategy for the site ahead of submitting an application on the changes early next month.

As part of the planning permission for St Giles Circus in 2015, the original servicing strategy allowed for on-street arrangements from Denmark Street, where the site is currently serviced from, between the hours of 8am and 8pm.

Outernet Global Ltd has since had a number of discussions with LB Camden Highways and potential tenants to discuss changes to the servicing strategy along Denmark Street to better reflect the variety of new onsite uses. This proposed new approach seeks to mitigate any conflict between servicing vehicles and road users and will provide an improved pedestrian environment.

This newsletter seeks to provide you with additional information around the proposed measures we will seek to employ in order to keep noise and disruption to a minimum once the St Giles Circus site is fully operational.



The St Giles Circus site layout.

January drop-in session

In January we publicised and held an evening drop-in session event for local residents and businesses to hear more about and feedback on the proposals for an updated site servicing strategy and speak to members of the St Giles Circus project team. The transport consultant Curtains were on hand to answer specific questions about the current and proposed site servicing arrangements.

A total of 24 people attended this event which was held at the Bloomsbury Baptist Church on Shaftesbury Avenue and a broad range of feedback was given, with questions raised around the scheduled completion date, the various onsite uses, proposed noise mitigating measures and existing noise levels.

If you were unable to attend this event and would like to view the materials shown, please contact us at StGilesCircus@londoncommunications.co.uk to request further information.



St Giles Circus drop-in session.

Servicing context

There are several constraints and conditions which have resulted in the historical servicing of the site from Denmark Street, with some additional servicing from Book Mews. The updated servicing strategy for the St Giles Circus development proposes to maintain and build upon this approach for the following reasons:

- Properties located on the southern side of Denmark Street are reliant on the availability of on-street facilities, whereas the northern side of the road provides several parking and servicing bays for much of the kerbside.
- To the west of the site is Charing Cross Road which provides limited opportunities for either on-street servicing or general access due to one-way traffic going northwards. This route is also a major bus corridor.
- St Giles High Street, to the east, falls within the one-way system leading up to New Oxford Street. The majority of kerbside along this route is allocated to bus stops. The retention of historic facades and public realm improvements also impacts this route.
- To the north of St Giles Circus lays Andrew Borde Street which was closed as part of the Tottenham Court Road station alterations, providing public realm improvements alongside a new pedestrian route.
- Due to the below-ground Crossrail route and Tottenham Court Road Station works, it is not possible to provide a dedicated off-street basement level servicing area.

Proposed Denmark Street layout

The revised layout removes the pay-and-display parking and the pavement build-out from the consented scheme.

It is proposed that a new dedicated taxi rank be provided on the southern side of Denmark Street, closer to the amenity uses. In addition the two disabled spaces included as part of the consented scheme have been moved eastward to an adjacent position to the residential space.

As a result of these alterations, the available loading space has been extended to 51.5 metres. This compares to two separate loading bays in the consented scheme which had a combined length of 32 metres.

24-Hour proposed servicing

It has been proposed that servicing be extended to 24-hours to provide further flexibility around venue licences and times of operation. An important part of this is ensuring flexibility to accommodate the basement venue included as part of the St Giles Circus development.

The later hours of servicing are required to ensure the takedown needs of artists and musicians are met, enabling them to remove their equipment and depart straight after an evening performance. Without the ability to takedown and load equipment it will be very difficult to attract event operators and musicians to the site.

A range of mitigation measures will be introduced along Denmark Street and internally within the site to ensure local residents are not disturbed by servicing activity. Located within the internal arcade, which is provided as part of the scheme, is a large goods lift which has direct access to the basement. The lift will be used to transport equipment, ensuring activity is kept internal to the site until the very last moment. An acoustic tunnel will then be used for the transportation of equipment across the footway on Denmark Street into waiting vehicles. The arcade and the acoustic tunnel will act as a sound barrier, mitigating against any potential noise which could relate to this activity.

Furthermore, additional measures will be formalised within a Delivery and Servicing Management Plan for the site. This will follow TfL's guide for quieter servicing and will include (but not limited to) measures such as, no idling engines from servicing vehicles, no shouting from staff, minimising the frequency of opening and closing doors (and doing so quietly), and restricting the louder servicing requirements (such as glass collection) to less sensitive times of day.





A managed approach towards deliveries and servicing will help ensure that disruption is avoided. A number of measures will be employed to help mitigate and manage the servicing impacts across the site, these are as follows:



Servicing Manager

A dedicated Servicing Manager will work as part of a wider onsite management team and will undertake the coordination of servicing between the various onsite uses.



The delivery of goods

Goods will generally be manually transported from vehicles parked at the kerbside to the relevant point of receipt.

For larger uses (such as the hotel), deliveries will be made to reception areas or to the dedicated goods lifts located within the site.



24-Hour servicing

Expanding the hours of servicing alongside the role of the Servicing Manager will ensure that the number of vehicles accessing or leaving the site are controlled and kept to a minimum.

The management of vehicles during peak periods will create a safer pedestrian environment and will ensure that a more staggered approach can be taken, meaning that idling vehicles and congestion will be kept to a minimum.



Pedestrian management

During servicing activity, careful consideration will be given to pedestrian movement. When high footfall is predicted for special events, delivery scheduling will seek to either minimise servicing activity or manage pedestrian routes through the site temporarily to ensure that there are no safety or operational impacts.



Scheduling of deliveries

The different needs of the site's tenants will also be taken into consideration and suppliers will be discouraged from scheduling deliveries in peak transport periods which tend to fall within traditional commuter hours. A central booking system for deliveries and servicing will identify the timings suppliers intend to arrive.



Events planning

The scheduling of events well in advance will be critical to the management of onsite servicing. Such activities will be incorporated into the scheduling process and routine servicing can be rescheduled accordingly.



Partnership work

Cluternet Global Ltd will also work in partnership with Bee-Widow, the local Business Improvement District, to provide coordinated services across refuse collection, courier and taxi services, allowing for improved efficiencies in the area.



Targets and monitoring

The servicing arrangements for St Giles Circus will be closely monitored through the use of surveys. In addition, all future tenants will be under obligation to adopt the Servicing Management Plan through a programme of raising awareness and onsite accountability.



Supplier management and consolidation

As part of the ongoing coordination of deliveries to the site, management will seek to select deliveries from companies that follow the Freight Operator Recognition Scheme. This accreditation measures fleet performance and aims to drive up standards across areas such as fuel efficiency, carbon emissions and road safety.



Noise mitigation

To avoid any unnecessary noise from loading activities, a number of noise management measures will be employed. These include:

- Using newer and quieter delivery vehicles where possible.
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- Switching off delivery vehicle engines as soon as possible and modify reversing alarms.



Noise Impact Management Plan

A Noise Impact Management Plan will also be produced and submitted to the LB Camden as part of this application. This will provide further detail around how noise impacts will be managed and monitored.

There are a number of identified key benefits linked to the St Giles Circus development:

- **Maintaining the musical heritage of Denmark Street** through Section 106 commitments to ensure that Denmark Street units can only be let to Tin Pan Alley uses through covenants which mean that shops can only be suited for music use.
- **Maintaining a number of key façades** and sensitively retaining existing fabrics.
- **Conserving, safeguarding and investing in buildings** along Denmark Street and sustaining and enhancing key heritage assets.
- **Supporting existing music traders** through the construction period and following completion.
- Offering unique space which will cater to **independent retailers, restaurants and bars**.
- **Delivering a new auditorium** at basement level to provide an entertainment venue in replacement of the Astoria music venue and The Old Marquee located further down Charing Cross Road.
- **Offering a variety of night-time leisure uses**, including two smaller venues which will support grassroots musicians.
- **Providing 24-hour estate management** across the site to ensure the safety and security of residents within the immediate area.
- **Delivering public realm improvements** linking to Tottenham Court Road Station upgrades and Crossrail.
- **Delivering a publicly accessible urban gallery** which will support a programme of events, retail experiences, products and live content such as weather and news.
- **Creating new linkages for an improved pedestrian experience**.
- **Delivering high quality design** through the use of materials which build upon and enhance the setting of the local area.
- **Creating 506 jobs** across a number of different uses including retail, hotel, restaurant and business.



Next steps

We are planning to submit our revised servicing strategy to Camden Council next month ahead of our anticipated completion date this Autumn.

Should you have any questions or feedback, you can contact us at:

Email StGilesCircus@londoncommunications.co.uk

Phone 020 7612 8472