

KANDA

52 TOTTENHAM STREET
STATEMENT OF COMMUNITY INVOLVEMENT
01.05.2020

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1.

Executive Summary

1 • Executive Summary

- 1.1 This Statement of Community Involvement has been prepared by Kanda Consulting on behalf of Flower Island (UK) Ltd ('the Applicant') in support of a full planning application for redevelopment of 52 Tottenham Street.
- 1.2 The Applicant appointed Kanda Consulting, a specialist public affairs and consultation company, to undertake the community and stakeholder consultation as part of the pre-application process for the redevelopment of the site at 52 Tottenham Street.
- 1.3 The consultation process was carried out in conjunction with the pre-application meetings with the London Borough of Camden's planning and design officers, details of which are included within the Planning Statement and Design and Access Statement which accompanies this application.
- 1.4 The brief was to develop and implement an engagement strategy with community and political stakeholders in the London Borough of Camden. Activities undertaken as part of the consultation process included:
- 1,336 flyers sent to local residents and businesses, providing information on the proposed redevelopment, contact details and invitation to a public exhibition;
 - Immediate provision of a phone number and email address managed by Kanda throughout the consultation process;
 - Briefing offered to Bloomsbury Ward councillors (where the site is located): Cllr Sabrina Francis, Cllr Adam Harrison, Cllr Rishi Madlani;
 - Subsequent briefing with Cllr Adam Harrison;
 - Briefing offered to the Fitzrovia Neighbourhood Association, Charlotte Street Association, Bloomsbury Association, Bloomsbury Conservation Area Advisory Committee and Fitzrovia Neighbourhood Partnership BID;
 - Subsequent meeting with the Fitzrovia Partnership BID;
 - A public consultation exhibition;
 - Provision of feedback forms at the public consultation exhibition;
 - Attendance of the public consultation exhibition by members of the Fitzrovia Neighbourhood Association;
 - Emails offering further detail and one-to-one advice sent to residents and businesses who expressed an interest in the scheme;
 - 1,336 newsletters sent to local residents and businesses providing updated information on the proposals and inviting feedback.

- 1.5 The responses to the consultation suggest that there is relative support for The Applicant's proposals. In particular, local stakeholders advocate bringing the existing site into use with modern homes and the provision of affordable workspace, whereas some sought to retain the existing façade. All would like to see a sustainable scheme that respects the site's conservation status through design and construction management plan.
- 1.6 Throughout the consultation process, a telephone number and e-mail address were supplied and managed by Kanda, providing further information to residents, businesses and stakeholders on request.
- 1.7 This report has been informed by Central Government Guidance within the Revised National Planning Policy Framework (NPPF) 2019 on community involvement in planning. It forms part of the supporting documentation informing the planning application.
- 1.8 The Applicant will continue to engage proactively with the community throughout the project.



March 2019 Public Exhibition

2.

Consultation Process

2. Consultation Process

- 2.1 The objectives of the consultation process were to approach key local stakeholders who may have an interest in the site and raise awareness amongst local residents and businesses of the proposed development prior to a planning application being submitted.
- 2.2 Working with and on behalf of the Applicant, Kanda Consulting approached local residents in conjunction with the formal pre-application process with the London Borough of Camden. A programme of consultation with the wider community began in March 2019.
- 2.3 On behalf of the Applicant, in March 2019 Kanda Consulting wrote to Bloomsbury Ward councillors: Cllr Sabrina Francis, Cllr Adam Harrison and Cllr Rishi Madlani offering a briefing. A briefing was subsequently held with Cllr Adam Harrison.
- 2.4 On behalf of the Applicant, in March 2019 Kanda Consulting wrote to community stakeholders:
- Fitzrovia Neighbourhood Association
 - Charlotte Street Association
 - Bloomsbury Association
 - Bloomsbury Conservation Area Advisory Committee
 - Fitzrovia Neighbourhood Partnership BID
- 2.5 On behalf of the Applicant, in March 2019 Kanda Consulting distributed a flyer informing local residents and businesses of the proposals, provided contact information, and invited them to a public consultation exhibition.
- 2.6 1,336 flyers were distributed to local addresses (map: Appendix I) in advance of the exhibition taking place.
- 2.7 The Applicant hosted a public consultation exhibition on site at the Fitzrovia Community Centre, 2 Foley Street, W1W 6DL. This took place on Thursday 28th March 019 4pm – 8pm.
- 2.8 The venue was fully wheelchair-accessible, and signs were placed outside to direct would be attendees into the exhibition.
- 2.9 The exhibition was staffed by representatives from Flower Island (UK) Ltd, DSDHA, SM Planning, GMG, and Kanda.

2.10 Representatives of The Fitzrovia Neighbourhood Association attended the exhibition.

2.11 In April 2019, the Applicant, together with representative of SM Planning and Kanda, met with the Fitzrovia Partnership Business Improvement District, whose BID Area contains the site.

2.12 In April 2020 – following a revision of the scheme – a newsletter was distributed to the same 1,336 local addresses providing an update on the plans and opportunity to leave feedback via freepost.

2.13 In April 2020 and on behalf of the Applicant, Kanda contacted local stakeholders to notify them of these changes and provide a copy of the newsletter:

- Bloomsbury Ward Councillors
- Fitzrovia Neighbourhood Association
- Fitzrovia Neighbourhood Partnership BID

2.14 The Applicant will continue to engage proactively with the community throughout the project.



March 2019 Public Exhibition

3.

Consultation Feedback

3. Consultation Feedback

- 3.1** A Feedback Form (Appendix IV) was made available for attendees to fill out at the end of the public consultation exhibition. An option to submit the feedback form at a later date, using a postal address, email address, or phone number hosted by Kanda Consulting were provided for attendees of the public consultation exhibition.
- 3.2** A newsletter (Appendix V) dated April 2020 provided the opportunity for recipients to leave feedback via freepost.
- 3.3** Representatives of the Fitzrovia Neighbourhood Association attended the public exhibition. A separate briefing session was held with the Fitzrovia Partnership BID.
- 3.4** The feedback collected can be summarised as follows:

Feedback	Response
Heritage	<p>Stakeholders were split on the need to retain the existing site due to its conservation area status. Some, believed that there was overdevelopment in the Fitzrovia area, whereas others believed the existing site to be a mismatch for Tottenham Street.</p> <p>As the site lies within the Charlotte Street Conservation Area, extra care and attention was delivered into the design phase by architects DSDHA, who have experience working on Tottenham Street's successful Corner House.</p> <p>Additionally, Peter Stewart Consultancy undertook a heritage assessment of the site and explained that whilst the site may have existed since the Georgian-era, most of its features had been altered throughout the 20th century and it remained to a poor standard.</p>
Height	<p>Despite some reservations from officers, residents had not commented upon the proposed height extension to the existing building.</p> <p>The Project Team are pleased that height was not raised as an issue, having highlighted how the stepped-back façade would not be viewable from a number of key positions along Tottenham Street.</p>
Commercial Space	<p>Stakeholders were happy to see the addition of affordable commercial space at the ground floor of the proposals and wondered who would be able to benefit from such an offer.</p> <p>The Applicant remains open to discussing future uses for the affordable commercial space with local stakeholders.</p>
Homes	<p>It was agreed that the proposals create far superior homes to that which exists whilst being able to accommodate a family in a unique design.</p> <p>As part of the design process, the Project Team were determined that the existing site was brought up to modern standards of liveability and amenity. DSDHA worked to ensure that a family-size home could fit in the proposals without compromising planning restrictions.</p>
Sustainability	<p>Residents were concerned about the impact of demolition and construction on Tottenham Street.</p> <p>These residents were assured that the Applicant will include a Construction Management Plan (CMP) as part of the application to minimise adverse effects on local</p>

4.

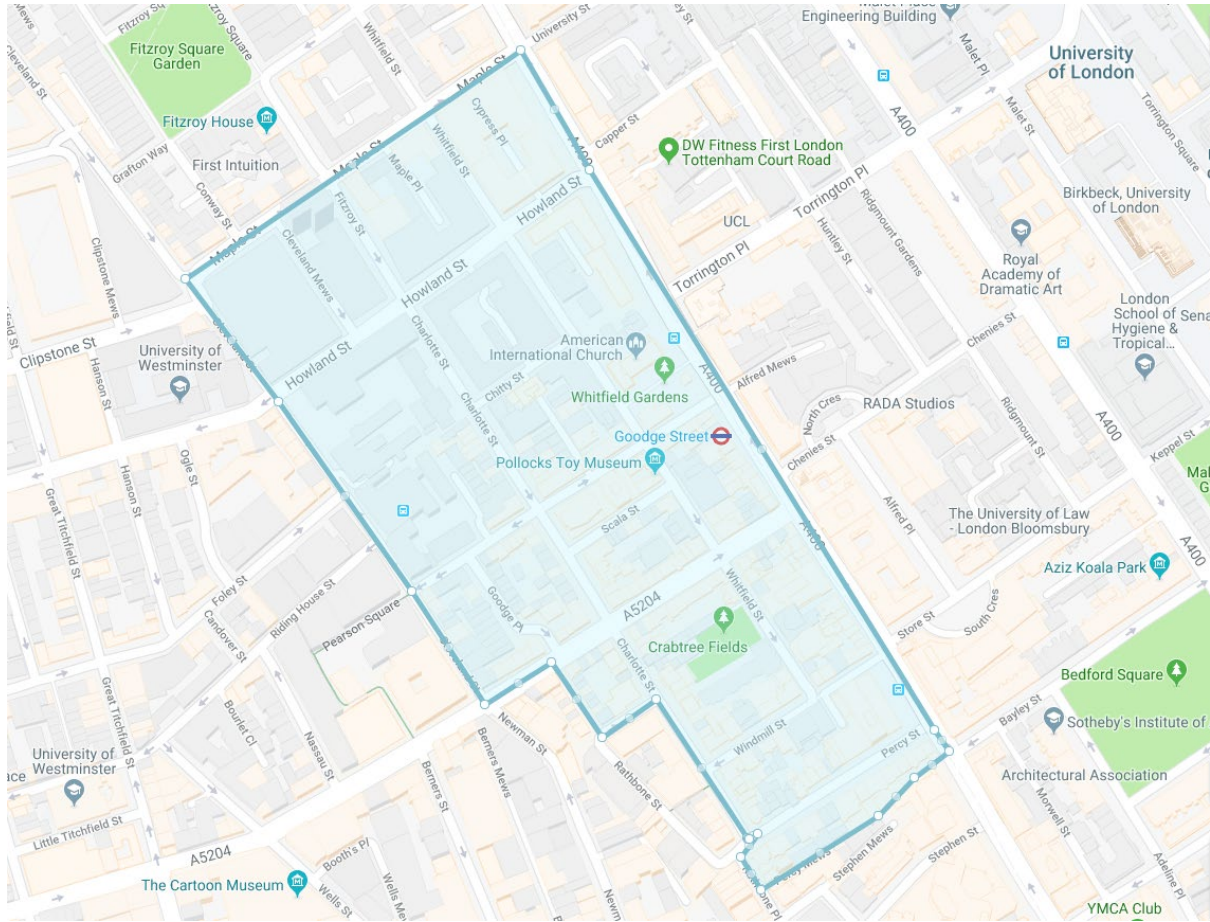
Conclusions

4. Conclusions

- 4.1 The consultation approach began in March 2019 and sought to engage with statutory and non-statutory consultees, including local stakeholders working and living in close proximity to the site at 52 Tottenham Street.
18:30 Tuesday 2nd April 2019
- 4.2 The pre-application process provided an opportunity for constructive engagement with leading members of the development team, including from Flower Island (UK) Ltd, DSDHA, SM Planning, GMG, and Kanda, a dialogue the team hopes to extend throughout the planning and construction process.
- 4.3 As part of the brief for wide-ranging and open consultation and on behalf of The Applicant, Kanda Consulting distributed a letter to 1,336 local residents and businesses, providing contact information and informing them of the proposals and offering an invitation to a public consultation exhibition.
- 4.4 A public consultation exhibition was held in March 2019 at a wheelchair accessible venue with the option to provide feedback. This was attended by the Fitzrovia Neighbourhood Association.
- 4.5 Invitations to discuss the scheme were sent to Bloomsbury Ward councillors and identified community stakeholders. Subsequent briefings were separately delivered to the Fitzrovia Partnership BID and Cllr Adam Harrison.
- 4.6 A newsletter was distributed to the same 1,336 local addresses detailing updated plans for the scheme, providing an option to leave feedback via a freepost element.
- 4.7 The responses to the consultation suggest that there is relative support for The Applicant's proposals. In particular, local stakeholders advocate bringing the existing site into use with modern homes and the provision of affordable workspace, whereas some sought to retain the existing façade. All would like to see a sustainable scheme that respects the site's conservation status through design and construction management plan.
- 4.8 The Applicant is committed to continuing its engagement with the community and other key stakeholders throughout the planning application and construction process.

Appendices

Appendix I Distribution Map – 1336 Addresses



Appendix II Flyer

28-03-19

4PM-8PM

52 TOTTENHAM STREET

PUBLIC EXHIBITION MARCH 2019

Flower Island (UK) Ltd would like to invite you to a public exhibition on the proposed redevelopment of 52 Tottenham Street.

We are proposing a mixed-use redevelopment of the site providing affordable commercial space and sustainable homes.

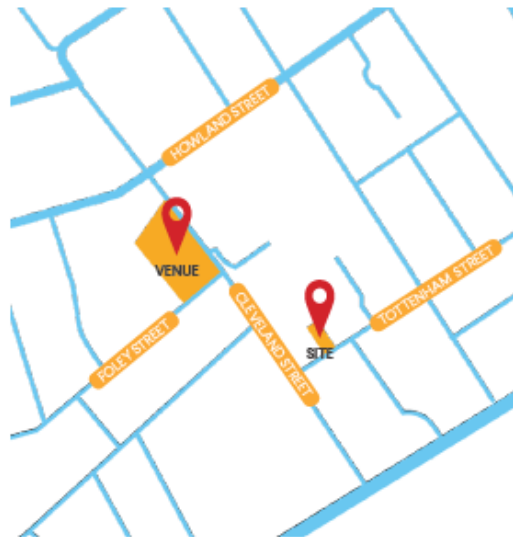
Exhibition Time:

4pm – 8pm Thursday 28th March, 2019

Exhibition Venue:

The exhibition will be held close to the proposed development site and is fully wheelchair accessible.

Fitzrovia Community Centre, 2 Foley Street, W1W 6DL



52 TOTTENHAM STREET

If you are unable to attend and would like to learn more about the proposals, please let us know via:

 tottenhamstreet@kandaconsulting.co.uk

 0203 900 3676

PUBLIC EXHIBITION

Appendix III Exhibition Boards

52 TOTTENHAM STREET PUBLIC EXHIBITION MARCH 2019

Welcome to our public consultation on plans for the proposed redevelopment of 52 Tottenham Street.

Flower Island (UK) Ltd are proposing a mixed-use redevelopment of this dilapidated site to provide affordable commercial space as well as high-quality sustainable homes.

We are keen to hear your views on the scheme. As you walk around the exhibition, please direct any comments or questions to members of the project team who will be happy to help. At the end, we would encourage you to kindly complete a feedback form.



THE TEAM

Architects, DSDHA, have an in depth and intimate understanding of Tottenham Street's unique local character having completed the nearby developments of Corner House, Suffolk House and Public Realm in the West End Project.



Existing Site



Suffolk House - DSDHA Scheme



West End Public Realm - DSDHA Scheme



Charlotte Street, Corner House - DSDHA Scheme

52 TOTTENHAM STREET
Public Exhibition

02

SITE CONTEXT

52 TOTTENHAM STREET
PUBLIC EXHIBITION
MARCH 2019

52 Tottenham Street is located within the Charlotte Street Conservation Area and Fitzrovia Area Action Plan, on the edge of the boundary between the Borough of Camden and the City of Westminster.

52 Tottenham Street is not a listed building but is considered a positive contributor to the conservation area. Therefore, its replacement will be contextually appropriate and a building of the highest architectural quality – particularly with respect to its design and choice of materials.

In accordance with the Fitzrovia Area Action Plan, office (B1 use) will be re-provided at ground floor level. This space is to be designed to be appropriate for SMEs in order to promote independent businesses. The office space is to be let as affordable workspace to provide a significant local benefit.



03

EXISTING SITE

52 TOTTENHAM STREET
PUBLIC EXHIBITION
MARCH 2019

52 Tottenham Street was once part of a row of terrace houses but now stands in great contrast to the two much larger and more modern buildings that sit either side of it.

30 Cleveland Street (1930s, 7-storeys) to the west, is currently undergoing an extension, renovation and internal office refurbishment.

Arthur Stanley House (1960s, 9-storeys) to the east has consent for a refurbishment and a new four storey extension, which will result in a scheme comprising office, healthcare and housing.

The existing four-storey building comprises:

- A poor-quality and vacant office unit at the ground floor with additional storage space in the basement
- A studio apartment to the rear of the site and three 1-bed apartments on first to third floor. The units are of a very poor-quality and fail to meet current housing or accessibility standards.



01 View of back elevation from the lighwell



02 View of back elevation, from above the ground floor extension



03 Contrast in scale between the existing building and 30 Cleveland Street



04 52 Tottenham Street front facade



05 Contrasting scale between the existing building and Arthur Stanley House



06 Residential front door



07 Detail on residential doonstep



08 Small gap between the site's rear wall on the left and Arthur Stanley House on the right



Existing Section



Tottenham Street North Elevation



Tottenham Street South Elevation

52 TOTTENHAM STREET
Public Exhibition

04

HERITAGE

52 TOTTENHAM STREET
PUBLIC EXHIBITION
MARCH 2019

We have undertaken a full Heritage Assessment of the site with expert advice from Peter Stewart Consultancy.

The area in which the site is located was first developed at the end of the 18th century with a large number of terrace houses being constructed including the existing building. Fitzrovia was extensively bombed in WWII, but number 52 did not receive any damage. It is the last building from its original terrace row, changing between residential and office use as years have gone by.



- 01 Bow defect in parapet
- 02 Unmatched brickwork
- 03 Ad-hoc window proportions
- 04 Re-faced facade skin and brick arches not matching
- 05 Windows replaced with modern frames and without matching details
- 06 Ureightly concrete lintels

Unfortunately, significant alterations have been made to the building since then:

- The facade is not considered to be original as there is evidence of significant reconstruction.
- Parts of the front facade closest to Arthur Stanley House, have been rebuilt with the alterations being clearly unmatched from the previous facade construction.
- It does not adhere to typical Georgian proportions. A shopfront has been inserted into the ground floor, possibly in the early 20th century
- The windows are not original to the building with notably large uPVC windows with concrete lintels inserted to the rear, in addition to poorly constructed roof-lights.
- A single storey rear extension was granted in 1948.
- The roof has been raised to provide a higher ceiling to the top floor



52 TOTTENHAM STREET
Public Exhibition

05

OUR PROPOSALS

52 TOTTENHAM STREET
PUBLIC EXHIBITION
MARCH 2019

We are proposing to demolish the existing building and construct a new building comprising four residential units and a commercial unit on the ground floor. The basement will be further excavated to provide space for plant, cycle and refuse storage.

The proposed scheme provides the same number of homes as the existing building but modernized to a far greater quality. The commercial unit will be offered as an affordable workspace, which will create a local benefit.

PHYSICAL MODELS



Cleveland Street



Gooch Place



Tottenham Street

52 TOTTENHAM STREET
Public Exhibition

06

DESIGN CONCEPT

52 TOTTENHAM STREET
PUBLIC EXHIBITION
MARCH 2019

DSDHA have designed the scheme using these tried-and-tested principles for this unique part of Camden:

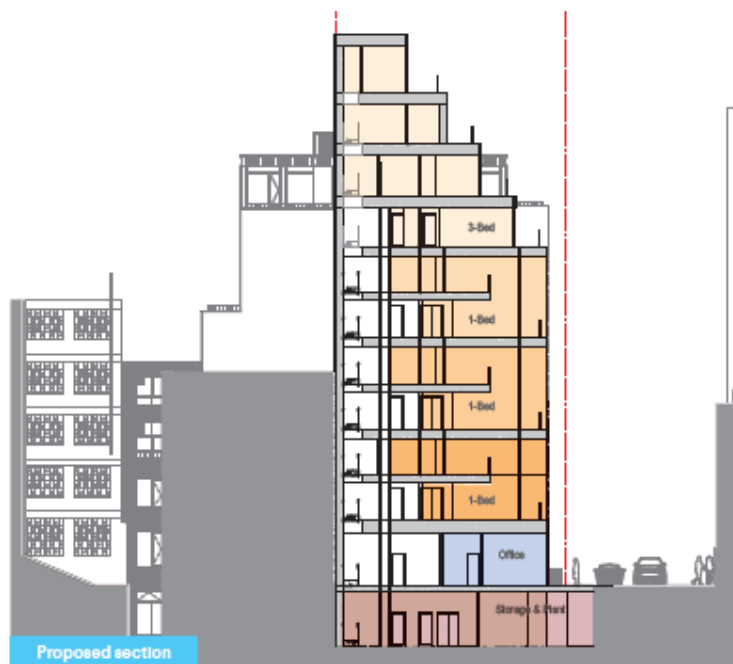
- Respecting the shoulder height of neighbouring buildings
- Contextually appropriate so as not to overdevelop
- Natural sunlight and ventilation
- External private amenity
- Fabric first approach to sustainability and efficiency

The facade is divided into three zones: ground floor, duplex apartments and a penthouse unit. The ground floor unit is taller to enhance the entrance to the building and improve the quality of the office space and pedestrian experience. The penthouse levels are recessed back so they are not visible from the street level, adding privacy to the residents and visually reducing the height of the building.

A typology has been developed in response to the constraints of the site and its single aspect, resulting in double-height spaces that make use of the south facing aspect, whilst also providing the opportunity for a façade design that is ambiguous in terms of its scale.

The double-order windows at the lower levels reduce the perceived number of storeys and offer legibility to the street.

Each balcony has the potential to provide green amenity as viewable from the ground. We would look to professionally maintain both the façade and green spaces



52 TOTTENHAM STREET
Public Exhibition

07

PROPOSED PLANS

52 TOTTENHAM STREET
PUBLIC EXHIBITION
MARCH 2019

We will provide modern and efficient homes and commercial space.

COMMERCIAL

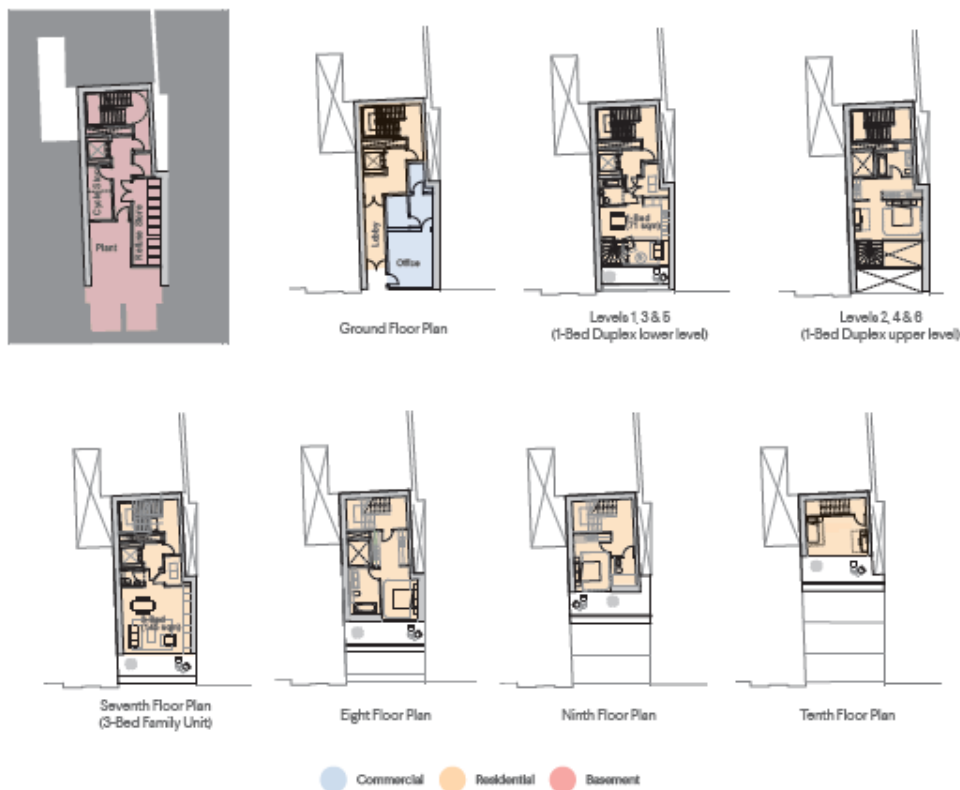
The existing unit is not wheelchair accessible and is divided into three separate irregular rooms. Ceiling heights are poor, there is no bike or waste storage and it shares staircases with residents.

Our proposals will provide wheelchair accessibility. Ceiling heights will be extended, high-quality materials used, and all storage facilities will be located in the basement in order to maximise the efficiency of space. The ground floor is fully accessible with a separate entrance to the commercial unit and to the residential apartments. Two sets of double doors ensure security and enhance the thermal envelope.

HOMES

The three duplex apartments on levels 1 to 6 all have stair and lift access to the units' lower levels. An open plan kitchen and living room, guest bathroom and utility room is located at the lower level, whilst the upper floor will comprise of a bedroom, a walk-in wardrobe and an en-suite. Full width south-east facing balconies provide views towards south Fitzrovia.

A family unit is provided across the top four levels, where each level will have a separate private terrace. The lowest level will accommodate an open plan kitchen/ living room, a guest toilet and a utility room. The second level is a master bedroom with a walk-in wardrobe and an en-suite. There are two additional bedrooms on upper levels, one single and one double.



52 TOTTENHAM STREET
Public Exhibition

08

SUSTAINABILITY, SERVICING & EFFICIENCY

52 TOTTENHAM STREET
PUBLIC EXHIBITION
MARCH 2019

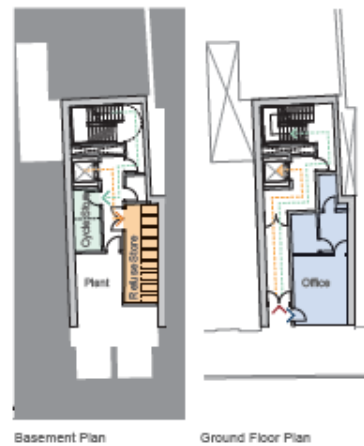
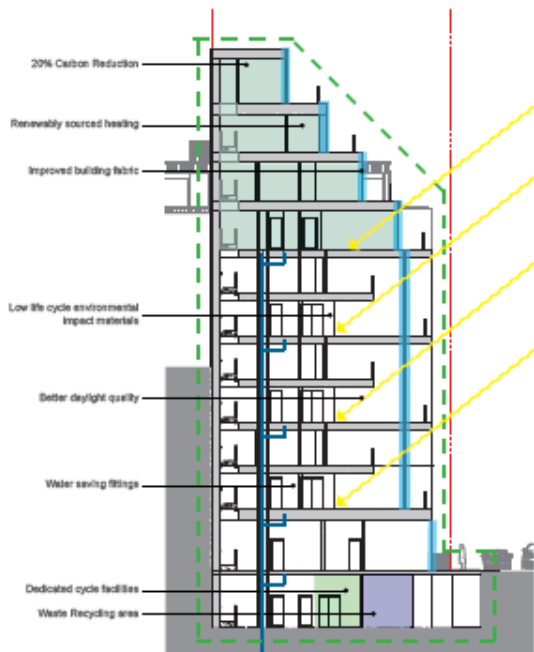
We are aiming to provide as sustainable a development as possible, whilst respecting the heritage of the site.

As a result, the following decisions have been made:

- Thermally efficient building fabric which reduces energy uses
- Air Source Heat Pumps
- 20% carbon reduction target set by Camden Council met
- Reduced water consumption
- Reduced Embodied Carbon
- Waste recycling and sustainable transport

Access will be provided separately to the commercial and residential units through a covered, recessed entrance, sufficient for bin removal and for a person with a bike entering the building. Cycle access is via the main residential door and leads to the basement with six racks proposed.

Waste storage will be in the basement to keep the frontage active and attractive and its movement managed before collection. Separate collections will be made for the residential and commercial waste as in keeping with Camden policy.



52 TOTTENHAM STREET
Public Exhibition

NEXT STEPS

Thank you for visiting this public exhibition on the proposed redevelopment of 52 Tottenham Street.

Please do fill out a feedback form, as this will help inform the consultation process, and feel free to ask a member of the project team any questions you might have.

We hope to submit a planning application to the London Borough of Camden soon and have consulted with officers throughout the formal pre-application process.

Should we be successful, we will be in touch shortly to consult on a Construction Management Plan, in the hope of mitigating any negative effects upon the local community during the build.

CONTACT US

To get in touch with us following the exhibition, please email or phone us at:

 tottenhamstreet@kandaconsulting.co.uk

 0203 900 3876



Appendix IV Feedback Form

52 Tottenham
Street

PUBLIC EXHIBITION
28th March 2019

FEEDBACK FORM

We would be grateful if you could take a few moments to provide your views on the proposals for 52 Tottenham Street. If you have any questions, or would like assistance, please ask a member of the team.

CONTACT DETAILS

Name _____

Address _____

Postcode _____ Telephone _____

Email _____

All information you give us will be treated confidentially and only used in connection with the project. We may use the information you provide to keep you up to date with the project. If you would prefer us to not store your information or keep you updated please tick this box

Please provide your views on the following statements by ticking the relevant box. Space for additional comments is provided overleaf.

1. I welcome the opportunity to be consulted on these proposals.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

2. The inclusion of affordable commercial space is welcome.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

3. I support the inclusion of new homes in this development that meet modern standards.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

4. The design is of a good quality and will complement the surrounding area.

Generally agree Somewhat agree No view Somewhat disagree Generally disagree

[Questions continued over....](#)

Appendix V April 2020 Newsletter



FIUK, supported by GMG Real Estate UK Ltd, are consulting on proposals for the redevelopment of 52 Tottenham Street to provide high-quality sustainable homes and affordable ground floor workspace.

In March 2019, we held a local public exhibition, detailing our plans. Since then, we have been in ongoing discussions with Camden Council and made some alterations to the scheme. This newsletter provides an update on the scheme and opportunity to leave freepost feedback.

01

01

Heritage



No. 52 Tottenham Street is not a listed building but is considered a positive contributor to the Charlotte Street Conservation Area. Therefore, its replacement must be contextually appropriate and of the highest architectural quality.

Unfortunately, since its construction, significant alterations have already been made to the building:

- The facade is not considered to be original as there is evidence of significant reconstruction
- The facade closest to Arthur Stanley House has been rebuilt with unmatched alterations.
- It does not adhere to typical Georgian proportions.
- A shopfront has been inserted into the ground floor, possibly in the early 20th century.
- The windows are not original to the building.
- Poorly constructed roof-lights.
- A single storey rear extension was granted in 1948.
- The roof has been raised to provide a higher ceiling to the top floor.



- 1 Bow defect in parapet
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- 6 Unsightly concrete lintels

02










03

Proposals

Architects DSDHA have designed a high-quality building comprising four homes and affordable ground floor commercial space.

In accordance with the Fitzrovia Area Action Plan, office (B1 use) will be re-provided at ground floor level. This space is designed to be appropriate for SMEs in order to promote independent and local businesses.

We are proposing three one-bed homes and one family sized three-bed home. These modern homes will provide a raft of sustainable benefits:

 <p>Full Construction Management Plan created in consultation with the local community</p>	 <p>Reduced water consumption and Embodied Carbon</p>
 <p>Air Source Heat Pumps</p>	 <p>Thermally efficient building fabric that reduces energy uses</p>
 <p>20% carbon reduction target set by Camden Council met</p>	 <p>Waste recycling and sustainable transport</p>
 <p>Affordable workspace for local enterprise</p>	

04



Proposed view looking east on Tottenham Street



Proposed view looking west on Tottenham Street

05



04 **Contact Us**

Should you require any further information, please don't hesitate to get in touch at:

E: tottenhamstreet@kandaconsulting.co.uk
P: 0203 900 3676

Summer 2020
Submit planning
application

Autumn 2020
Planning
consent

Winter 2020
Start work
on-site

Feedback Form

We are keen to hear what local residents think of the new designs for 52 Tottenham Street. Please let us know what your thoughts are below and return your feedback either via freepost or email: tottenham.street@kandaconslting.co.uk

Were you previously aware of the potential redevelopment of 52 Tottenham Street?	<input type="text"/>	Name	<input type="text"/>
Do you believe that it is reasonable to demolish the existing building?	<input type="text"/>	Postcode:	<input type="text"/>
What are your biggest concerns regarding development in the local area?	<input type="text"/>	Email:	<input type="text"/>
Would you support the designs in their current iteration?	<input type="text"/>		

FILL OUT & POST TO US!

Disclaimer: Kanda and Flower Island (UK) Ltd will retain information given to us for the purpose and length of this project only, will not share any information with third parties, and will store data securely. For more information please visit kandaconslting.co.uk/smia

