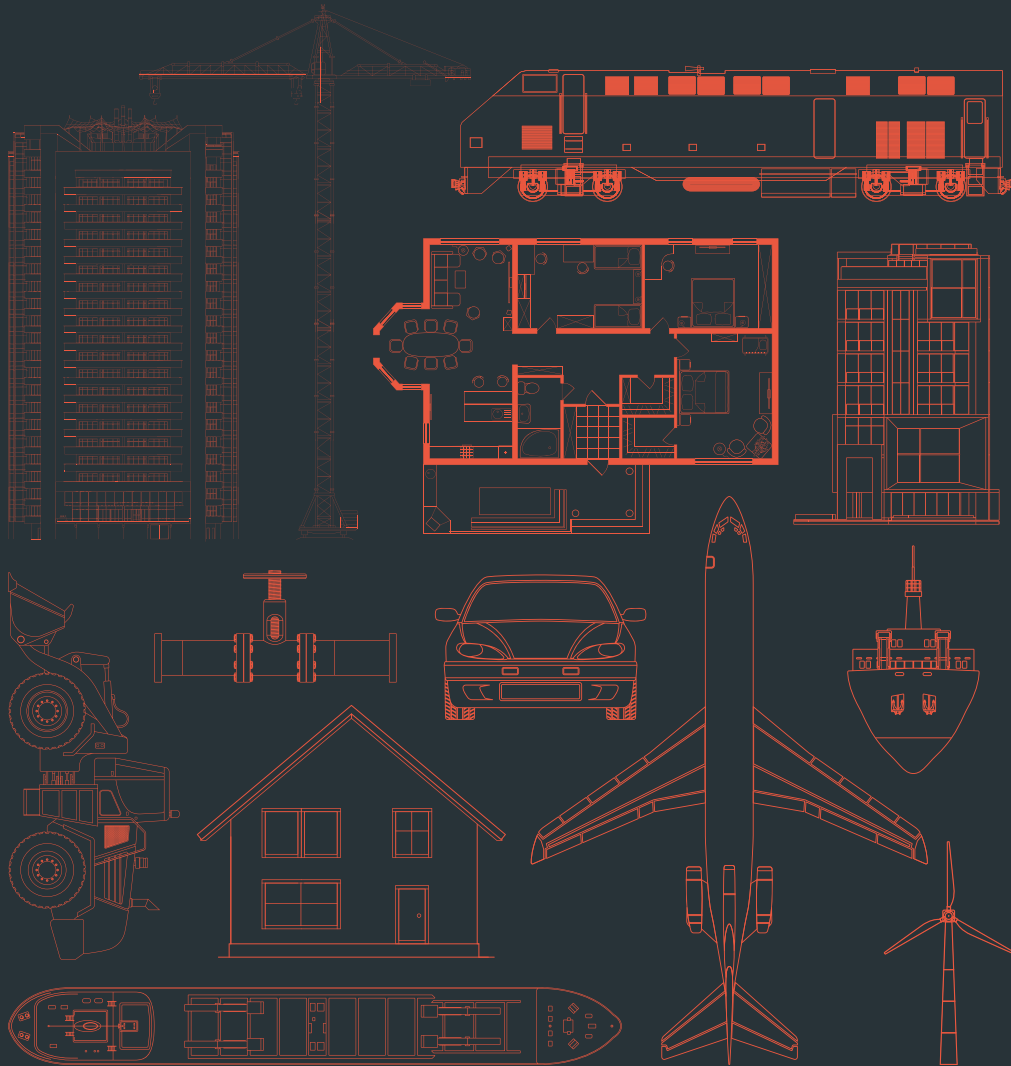


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**Statement of Community Involvement – Addendum**  
**Camden Goods Yard**

Created for St George West London Limited

July 2020

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## Executive Summary

This Statement of Community Involvement has been prepared by BECG on behalf of St George West London Limited, referred to as the "Applicant", to accompany a S73 planning application for amendments to the Camden Goods Yard (referred to as the "Application Site") within the London Borough of Camden.

This report provides a detailed review of the community engagement and consultation programme undertaken by the Applicant regarding amendments to the original 2018 Permission, since amended in the May 2020 Permission (ref. 2020/0364/A). The proposed amendments will predominantly target Blocks A, B, C, F.

In December 2019, the Applicant entered a partnership with Morrisons to acquire and redevelop the Application Site and undertook a full review of the original permission (ref: 2017/3847/P), since amended in the May 2020 Permission, to see where it might be improved. The Applicant identified an opportunity to make some minor amendments to the heights of the approved building that would deliver 71 additional homes, including 35% affordable.

The objectives of the consultation were to ensure that residents, community groups and elected representatives were made fully aware of the proposed minor amendments and had an early opportunity to comment. As such, the Applicant implemented a programme of community consultation as follows:

**Political Engagement:** The Applicant has been providing regular written updates to the three Ward councillors for Camden Town with Primrose Hill, where the Application Site sits. The team also met with the councillors in January 2020 to provide an overview of the project and possible amendments. The councillors have been offered the opportunity to meet with the Applicant to discuss the proposals and were also invited to the virtual exhibition. A presentation was also provided to the Strategic Planning Panel, attended by senior councillors and officers in November 2019.

**Community Engagement:** Meetings were arranged via video conference with prominent local groups including the Juniper Crescent and Gilbey's Yard Residents' Steering Group, the Camden Cyclists Group, and the Camden Railway Heritage Trust. Other local groups were also given the opportunity to meet one-on-one with the Applicant; a wider list of those contacted is included in Section 1: Stakeholder Contact. The Applicant is continuing to engage with residents near the site, through monthly Construction Working Group meetings which have included discussion and information about the planning application.

In addition, two newsletters have been sent out to over 7,000 local addresses (January and April) to outline activity on the site and publicise the proposed changes to the consented application.

A dedicated community engagement website has been live since December 2019 - [www.camdengoodsyardconsultation.com](http://www.camdengoodsyardconsultation.com). This has provided regular updates and hosted the virtual exhibition. Members of the community who are interested in planning and construction matters were encouraged to sign up for updates and there are over 200 email addresses now receiving regular project updates.

**Virtual Exhibition:** The Applicant invited the wider community to view and comment on the emerging proposals via a virtual exhibition hosted on the consultation website for a period of 11 days. This included two live chat sessions for three hours each, where visitors could ask questions directly to the project team and provide feedback on the proposals.

During the consultation period, 310 people visited the website with 114 of those users visiting the virtual consultation page. In total, the website was viewed 1,019 times and 23% of visitors returned. The project team conducted 40 live chats over the two sessions and received two feedback forms which included comments regarding landscaping provision and whether the development would be appropriate if a second pandemic were to occur.

## 1. Introduction

The Applicant is a member of the Berkeley Group, London's leading mixed-use developer, and is committed to delivering sustainable, high quality developments. The Applicant specialises in transforming large, complex sites into thriving mixed-use developments which integrate with and enhance their local areas. Current projects include the Filmworks in the heart of Ealing, the London Dock in Wapping, and Grand Union located in Alperton near Wembley.

In December 2019, the Applicant entered a partnership with Morrisons to deliver the proposed redevelopment of the Camden Goods Yard site. Following a detailed review of the original planning permission (ref: 2017/3847/P), the Applicant identified opportunities to improve the approved scheme, including minor amendments to the approved heights of buildings to deliver an additional 71 homes.

The Applicant is committed to working in collaboration with the local community throughout the development process. As such, the Applicant has undertaken extensive consultation activities to provide residents, community groups, local councillors, and other relevant third-party stakeholders opportunities to review and comment on the proposed minor amendments.

This document has been produced with the aim of clearly and concisely highlighting the community consultation undertaken by the Applicant in respect of the proposed minor amendments to the site. This document will provide a detailed account of the consultation activity undertaken within the pre-application stages of the planning application and the activity that the Applicant proposes to undertake post-application.

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## 2. Pre-application consultation

### Planning Policy Framework

Both the Localism Act 2011 ('the Act') and the revised National Planning Policy Framework 2019 ('NPPF') include provisions relating to pre-application public consultation in respect to planning applications.

Section 122 of the Act was drafted to amend the Town and Country Planning Act 1990 to introduce a statutory duty for pre-application consultation prior to the submission of planning applications for classes of development prescribed by development order. However, so far only applications relating to certain wind turbine development have been so prescribed. As such, section 122 does not yet apply to most planning applications made under the Town and Country Planning Act 1990.

Published in July 2018, the revised NPPF in June 2019 seeks to frame pre-application consultation as a mechanism that can assist applicants and improve planning applications.

Paragraph 39 states that "*Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community*".

Paragraph 124 states that "effective engagement between applicants, communities, local planning authorities and other interests throughout the [planning] process" can lead to better-quality design, create better places, and make development acceptable to communities.

Paragraph 128 states that "*applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot*". The NPPF acknowledges at paragraph 40 that local planning authorities ('LPA') cannot require an applicant to consult, but states that the LPA should "encourage" applicants "*to engage with the local community before submitting their applications*".

### Approach

The Applicant's public consultation and engagement programme sought to ensure as many people as possible had an opportunity to view, discuss and comment on the proposals.

The Covid-19 pandemic has presented challenges in delivering traditional consultation methods, with no events or face-to-face meetings permitted since mid March 2020. As a result, the Applicant, and the team – in consultation with the London Borough of Camden – have undertaken the majority of the consultation through remote and virtual means. This has involved:

- Video-conferencing meetings to present the scheme to key stakeholders
- More traditional methods, such a printed newsletter delivered to approximately 7,000 households and emails to key stakeholders and interested local businesses and residents
- A virtual exhibition, hosted for 11 days on the project website, which allowed visitors to view material outlining the amendments to the permitted scheme and engage directly with the team through two 'live chat' sessions during the exhibition.

The Applicant remains committed to ongoing face-to-face communication with the community as soon as government guidance allows.

## Stakeholder Engagement

The Applicant felt it was important to discuss the proposals for the site's redevelopment with those residents and stakeholders who are particularly closely related to the site. The following individual one-to-one stakeholder briefing sessions were arranged and held:

### **Ward Councillors Friday 17th January 2020**

Members of the project team met with Councillor Patricia Callaghan and Councillor Richard Cotton to update them on the Applicant's involvement, provide an overview of the timelines for delivery and to introduce the minor amendments to the proposed scheme. Ward councillors asked to be kept informed of progress and have been receiving regular written updates on all activity taking place.

### **Camden Cyclists Thursday 30th April 2020 and Thursday 4th June 2020**

Members of the project team met on a video conference with John Chamberlain and George Coulouris of the Camden Cyclists Group. A presentation was given of the proposed changes to the masterplan and a discussion was held around cycle accessibility to and through to the site. The group highlighted some anomalies and inconsistencies within the previous application documentation regarding dedicated cycle routes on Stephenson Street and access to the wider public highway network. The Applicant noted the key queries raised by the Camden Cyclists Group and addressed these concerns at a follow-up meeting held on 4th June.

### **Camden Railway Heritage Trust Thursday 30th April 2020**

Members of the project team met on a video conference with Peter Darley and Vicky Richardson of the Camden Railway Heritage Trust. A presentation was given of the proposed changes to the masterplan and the majority of discussion was held around the group's project to open up the Winding Vaults and what help the Applicant could offer in their efforts to move the project forward.

### **Juniper Crescent and Gilbey's Yard Residents Steering Group Tuesday 5th May 2020**

Members of the project team attended one of the regular meetings, held by video conference, of the Juniper Crescent and Gilbey's Yard Residents Steering Group and provided a presentation of the proposed changes. Residents did not express any strong views either way on the emerging proposals but have asked the project team both in this forum and via the Construction Working Group to look at whether a temporary crossing can be provided during the temporary store construction to avoid the need to close the footpath on the north side of Juniper Crescent heading east to Chalk Farm Road.

### **Julie Winfield, Associated Press Tuesday 26th May 2020**

Members of the project team provided a presentation of the revised scheme to Julie Winfield who works in the neighbouring Associated Press building. Key aspects of the discussion focused on what impacts this would have on the building's operation.

Briefings were also offered to the following stakeholders:

- Camden Goods Yard Working Group
- Camden Town Unlimited
- The Roundhouse
- LabTech
- Friends of Regents Park & Primrose Hill
- Camden Living Streets
- Regents Canal Conservation Area Advisory Committee
- Regents Park Conservation Area Advisory Committee
- Primrose Hill Conservation Area Advisory Committee
- Friends of Regents Park & Primrose Hill

The Friends of Regents Park & Primrose Hill responded as follows:

*"Thanks for the offer but I think your project is too far from Regent's Park & Primrose Hill to fall within the scope of our constitution."*

The Applicant has also previously met with Camden Town Unlimited, The Roundhouse and Labtech prior to the start of this consultation exercise.

### Construction Working Group

In line with Section 106 Agreement requirements, the Applicant felt it was important to create a forum where the project team could discuss the proposals for the site's redevelopment with those residents and stakeholders who are particularly closely related to the site and local area. As such, the Applicant created the Camden Goods Yard Construction Working Group to facilitate this.

The Construction Working Group provides an opportunity for neighbours and local stakeholders to meet with the project team and discuss the latest updates and construction matters going forward as the project progresses. The Construction Working Group meeting is held each month (the last Thursday of every month unless stated otherwise).

The Applicant conducted an extensive stakeholder mapping process to identify key groups that represent a wide range of community interests in the area. Through this process, the Applicant was able to contact the following stakeholders and invite them to join the Construction Working Group:

- Camden Town with Primrose Hill Ward Councillors
- Camden Cyclists
- Camden Goods Yard Working Group
- Camden Railway Heritage
- Juniper Crescent and Gilbey's Yard Residents' Steering Group
- One Housing Group
- Regents Canal Conservation Area Advisory Committee
- The Roundhouse
- Morrisons
- LabTech
- Camden Unlimited

In agreement with Camden Council, the Applicant also extended the Construction Working Group invitation to a wider mailing list of approximately 180 community stakeholders. Recipients of the the first Camden Goods Yard newsletter were encouraged to sign-up for online updates to also receive future Construction Working Group invitations.

Initially, the Applicant had scheduled its first Construction Working Group meeting to take place on **Wednesday 25th March 2020, 6.30pm - 7.30pm at the Main Hall, The Pirate Castle, Oval Road, London NW1 7EA**. However, this meeting was subsequently postponed and rescheduled due to the unprecedented government restrictions in response to COVID-19. The Applicant subsequently held its first Construction Working Group meeting on **Thursday 23rd April 2020, 7pm - 8pm via the virtual conference platform 'Zoom'**. A copy of the meeting invitation and agenda can be found in the appendices.

The first Construction Working Group meeting was attended by the following stakeholders:

- St George
- Additional project team consultants
- Camden Cycling Campaign
- Camden Goods Yard Working Group
- Camden Railway Heritage Trust
- Roundhouse
- Board member of the Castlehaven Community Association / Resident
- Juniper Crescent & Gilbey's Yard Residents' Steering Group
- Associated Press
- Three neighbouring residents (with no local group affiliations)

The meeting began with individual introductions from the project team followed by community stakeholders and neighbouring residents. The Applicant gave a high-level presentation of the following:

- Introduction to St George and the Berkeley Foundation
- Proposed minor amendments to the consented masterplan
- Temporary store application and proposed timescales
- Community workshop initiatives
- Construction management plans and proposed timescales
- Contact details
- Q&A session for attendees

At the meeting, the Applicant also informed attendees of the upcoming virtual exhibition that would be held online via the dedicated Camden Goods Yard website.

During the Q&A segment of the meeting, attendees were able to discuss various elements of the presentation in further detail with the project team. Minutes of the meeting were recorded and sent to attendees. The minutes detailed key topics discussed during the meeting and highlighted key actions for the Applicant to follow-up.

The Applicant received constructive feedback from attendees on matters relating to pedestrian movement and social distancing measures, cycle access routes, and levels of HGV movements both entering and exiting the site.

A second Construction Working Group meeting was held on **Thursday 28th May 2020**, where the Applicant was able to respond to the feedback received at the previous meeting. This provided further opportunity for attendees to ask follow-up questions about the proposals. The Applicant also shared the results of the virtual public exhibition that was held online (details of which, can be found in the 'Consultation Feedback' section of this report).

### Virtual Public Exhibition of Applicant Proposals

Due to the social distancing measures implemented by the Government, the Applicant held a virtual public exhibition to provide an opportunity for the community to view and comment on the proposals. The virtual exhibition was accessible online between **Thursday 14th May until Monday 25th May 2020**.

Alongside the virtual exhibition, the project team offered interested parties and key stakeholders the opportunity to participate in two Live Chat sessions with members of the project team on **Saturday 16th May, 10am - 1pm and Wednesday 20th May 2020, 5pm - 8pm**.

For interested parties who did not have access to the internet, the freephone telephone number was listed on the distributed invitation for individuals to call and request a hard copy of the proposals to be posted.

Newsletter invitations were distributed to approximately 7,000 households (including businesses) in the local area advising them of the proposals and inviting them to view the virtual exhibition. The invitations were sent out to those homes and businesses in the areas most affected by the proposals and were distributed during the week commencing 4th May 2020. The following map illustrates the distribution area:



Radius of addresses the invitation was sent to

The newsletter invitation distributed to households contained the following:

- Project update
- Construction Working Group update
- Community Workshops update
- Details of the 'virtual exhibition' and the website it was accessible from
- Details of the two live chat sessions
- Overview of the proposals
- Site location
- Contact details

The invitation also displayed the details of the freephone information line, website URL and dedicated email address to allow people to request further information. A copy of the virtual exhibition invitation can be found in the appendices.

The Invitation was also sent to the following Camden Town with Primrose Hill ward councillors on 5th May 2020:

- Cllr Richard Cotton
- Cllr Patricia Callaghan
- Cllr Lazzaro Pietragnoli



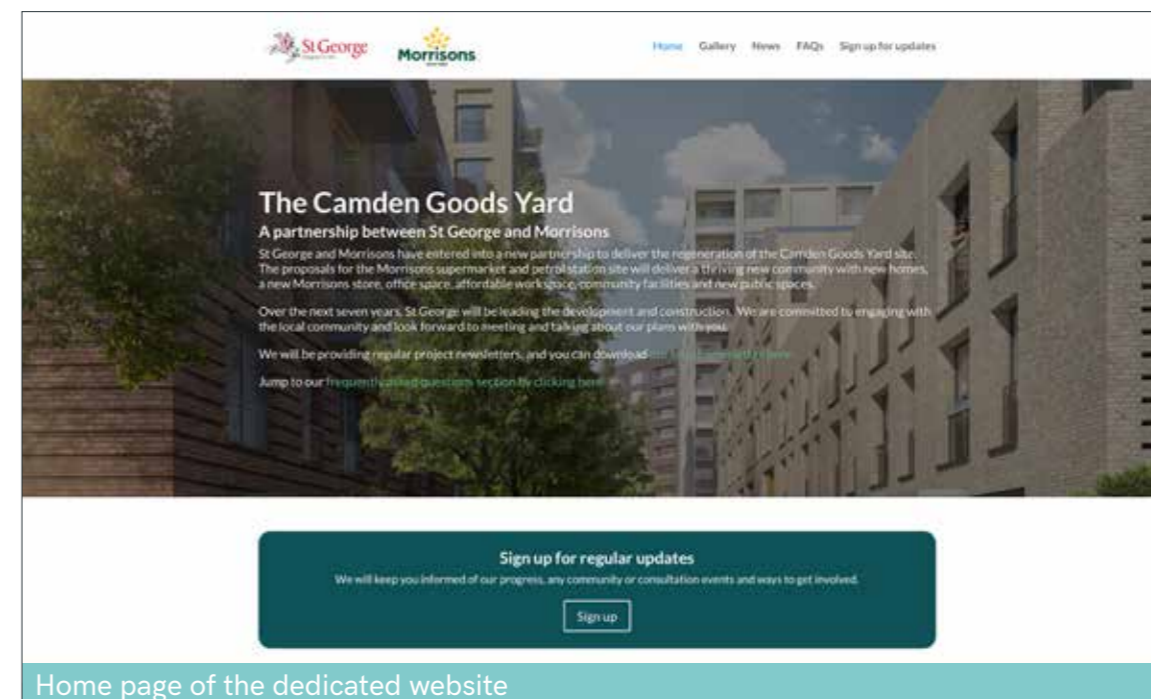
## Virtual Exhibition Display

The virtual exhibition was hosted on the dedicated project website at <https://camdengoodsyardconsultation.com/>. The exhibition content was also made available to download in pdf format.

The virtual exhibition provided an overview of the emerging proposals and included information on the following areas:

- Welcome Page
- About St George
- St George's work
- The Berkeley Foundation
- Site background and Local Context
- The delivery of a temporary morrisons store
- St George's work within the community
- An overview of the proposals/ refining the masterplan
- Construction
- Benefits of the scheme
- CGIs
- Timeline of next steps
- Contact details

The full exhibition display boards can be found in the appendices.



Home page of the dedicated website

## Post-paid and 0800 Comment Facility

An online feedback form portal was available on the website, providing an opportunity for visitors to provide additional comments on the proposals. All feedback forms received were analysed by the project team.

Due to the Covid-19 restrictions, a dedicated phone line on 020 3219 7040 was in operation Monday - Friday between the hours of 9am and 5.30pm for residents to leave a voicemail (referencing their name, contact details and the project site). A member the project team would return their call via phone or email.

A dedicated email address at [feedback@camdengoodsyard.com](mailto:feedback@camdengoodsyard.com) was also listed for individuals to request further information or provide feedback.

## Number of Visitors

During the consultation period, 310 people visited the website, with 114 of those users visiting the virtual consultation page. The virtual consultation page received a 52% bounce rate (the percentage of visitors to a particular website who navigate away from the site after viewing only one page) with an average viewing time of 2 minutes and 45 seconds. In total, the website was viewed 1,019 times (with 23% of those being returning visitors).

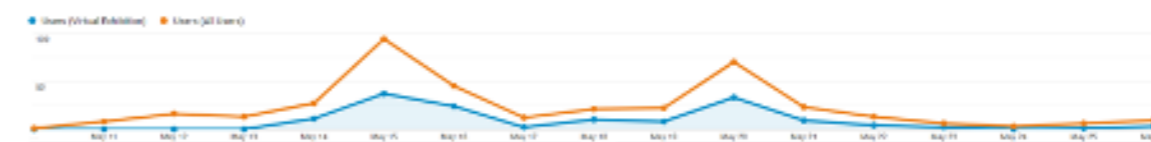


Chart of website activity between 11th May 24th April to 26th May 2020

The Camden Goods Yard website will continue to be updated throughout the course of the planning process.

### 3. Consultation feedback

#### Analysis of Feedback

As of Tuesday 26th May 2020, at the close of the exhibition and consultation, two feedback forms have been completed online through the feedback portal. Additionally, individuals also had the opportunity to provide feedback throughout the entire period between Thursday 14th May - Tuesday 26th May 2020 and participate in two Live Chat Sessions on Saturday 16th May from 10am - 1pm and Wednesday 20th May from 5pm - 8pm.

A total of 40 chats were conducted on 16th and 20th May. Overall, 38 conversations were started by the Agent and two were started by the customer.



Number of Chats on 16th and 20th May

#### Response to comments

All comments received have been reviewed by the project team. Many of the issues raised are covered in the application documents that accompany this document. The main concerns highlighted during the application consultation and the Applicant's response to each are detailed in the table below.

Key comments received from the virtual exhibition live chats are listed below:

Comment	Response
<i>I suggest that express reference is made in the display to the PFS and its future. By making no mention of it, it looks like its future is being deliberately kept from the community.</i>	<i>There are no changes proposed to the consented office accommodation on the PFS site. This application only relates to the main site where 5,324 square metres of office space, including 677 square metres of affordable work space is proposed. The office space is designed to be flexible to support the thriving local market for space. There will be a range of different spaces available, to the left of the site on the new lower level, that will provide space for very small business and start-ups (1-5 people), as well as larger spaces that can accommodate medium and growing businesses.</i>
<i>I'm interested in the workspace elements, and particularly keen on the affordable element, can you let me know where that will be on site?</i>	

Key comments received from email responses are listed below:

Comment	Response
<i>Amendments highlighted in the previous Master plan application are great but the current situation that we are facing the lockdown should be considered.</i>	<i>The application has been designed to provide generous living and amenity space, with easy access to green areas and public realm.</i>
<i>Before the start of the construction, young people should have access to jobs as well as space for the Local Communities should be considered. Office space should be adequate for today's "pandemic" with space for children, nursery and play area for their use.</i>	<i>As part of the S106 agreement, we will be working to deliver local employment including for young people. The development also includes a community space in Block D (ground floor), and the office space layout will ultimately depend on the occupier. There are play areas across the site and these areas have increased as part of the revised proposals.</i>
<i>Sufficient retail space to face possible "future pandemic" for the social distance should be consider at this new temporary retail store and to allow customers to have a proper and "safe" access to the store, safe &amp; secure for waiting to access the store for their shopping (to have a proper access for their shopping). Restaurant/ Cafe and toilets should be included.</i>	<i>The development has been designed in accordance with current building regulations and space standards. The masterplan provides a much enhanced public realm, providing generous space for those visiting and living at the Goods Yard. The masterplan includes a public square at the front of the new Morrisons store. In line with the consented application, new retail units in a range of sizes are distributed across the site providing activity across the site, rather than clustered in one area. Public toilets will also be provided within the Morrisons store.</i>  <i>As the first phase of development, including the new Morrisons, will not be fully open until Spring 2025, the current pandemic does not necessitate and specific design changes.</i>
<i>Good to see that British Standard Construction i.e.: Noise &amp; Working hours are followed.</i>	<i>No comment required.</i>
<i>Good to see that car park space has been reduced and that "blue badge spaces" have been added.</i>	<i>No comment required.</i>
<i>In the Public realm more trees and plants around should be added as well as street furniture like comfortable benches and plenty of lighting for the surrounded area for the safety and security at all time (day &amp; night).</i>	<i>The development includes extensive public realm including new street lighting, trees, planting and places to sit and relax, as well as to feel safe. The site will be well-managed with a 24-hour presence on site to ensure the area remains safe and secure at all times.</i>  <i>Under the S106, St George are obliged to deliver a <b>Crime Prevention Strategy</b>, a plan setting out site-wide principles for the development setting out how the development would be designed as an environment that feels safe and welcoming by day and night and is managed to promote safer streets and public areas.</i>



Key comments received from email responses are listed below:

Comment	Response
<i>Too often green infrastructure and a detailed tree plan is an afterthought, whereas fully integrating details such as engineered tree pits, selection of species and green/blue landscaping and SuDS (sustainable drainage systems), which cannot easily be retrofitted, can, if incorporated at an early planning stage, make a major contribution to the finished scheme.</i>	<i>Details of species will be determined via condition at a later date for tree planting proposals including tree pits. These are important to the success of the new trees and scheme as a whole. The landscaping strategy for the site will deliver a vast improvement to what is currently a grey and hostile environment, providing a wide variety of sustainable public realm. The below ground areas will maximise the potential for SuDS drainage systems. Details of these will be set out in the planning application documents.</i>
<i>You say that you are supplying 35% of the development to affordable housing. What price constitutes affordable and can you guarantee that the 35% will be met.</i>	<i>The 35% affordable housing on the proposed uplift in homes will be a mix of London Affordable Rent and Camden Intermediate Rent tenures, in line with the existing planning consent and reflecting the increased number of homes proposed. Camden Council and the GLA, will set the affordability criteria in line with planning policy on affordable housing.</i>

Key comments received from submitted feedback forms are listed below:

Comment	Response
<i>One respondent raised a concern regarding whether the development would be 'pandemic-ready' in the future. E.g. provision of a safe, socially distanced access and adequate office space for a possible future pandemic.</i>	<i>The development has been designed in accordance with current building regulations and space standards. The masterplan provides a much enhanced public realm, providing generous space for those visiting and living at the Goods Yard. As the first phase of development, including the new Morrisons, will not be fully open until Spring 2025, the current pandemic does not necessitate any specific design changes at this time but we will continue to monitor the situation closely.</i>
<i>Both residents stated that there was little information regarding landscaping and green infrastructure. Expressing that green infrastructure and a detailed tree plan are too often an afterthought and articulating a desire for increased tree planting.</i>	<i>The approved masterplan includes a landscaping design, which outlines the public realm areas, playspace, planting and greening that the development will bring. Further details will be submitted to the Council as a condition prior to implementation.</i>

The main concern raised throughout the consultation period surrounded whether the future development would be 'pandemic ready' and that special attention should be given to providing necessary information on landscape provision. St George have taken on board all comments received and proposed the appropriate response where required.

**No objection or concerns were raised in regard to the additional height proposed or the principle of development.**

## 4. Post-application consultation

### On-going Stakeholder Engagement

The Applicant will ensure that information about the proposals continues to be communicated to all identified parties.

Correspondence will be sent to residents who took part in the consultation, interested stakeholders and community groups, informing them that the application has been submitted. This correspondence will also summarise the main comments raised through the consultation, and how these have been addressed in the submitted application.

The Applicant will continue to update the wider community (of approximately 7,000 households) through its local newsletter throughout the development; detailing construction progress on site, ongoing community workshop initiatives, and traffic management updates.

Access to a freephone telephone enquiry line on **(020 3219 7040)** has been offered throughout the pre-application process to allow people to find out more about the proposals, or to register their comments. This freephone line will remain available as the project progresses.

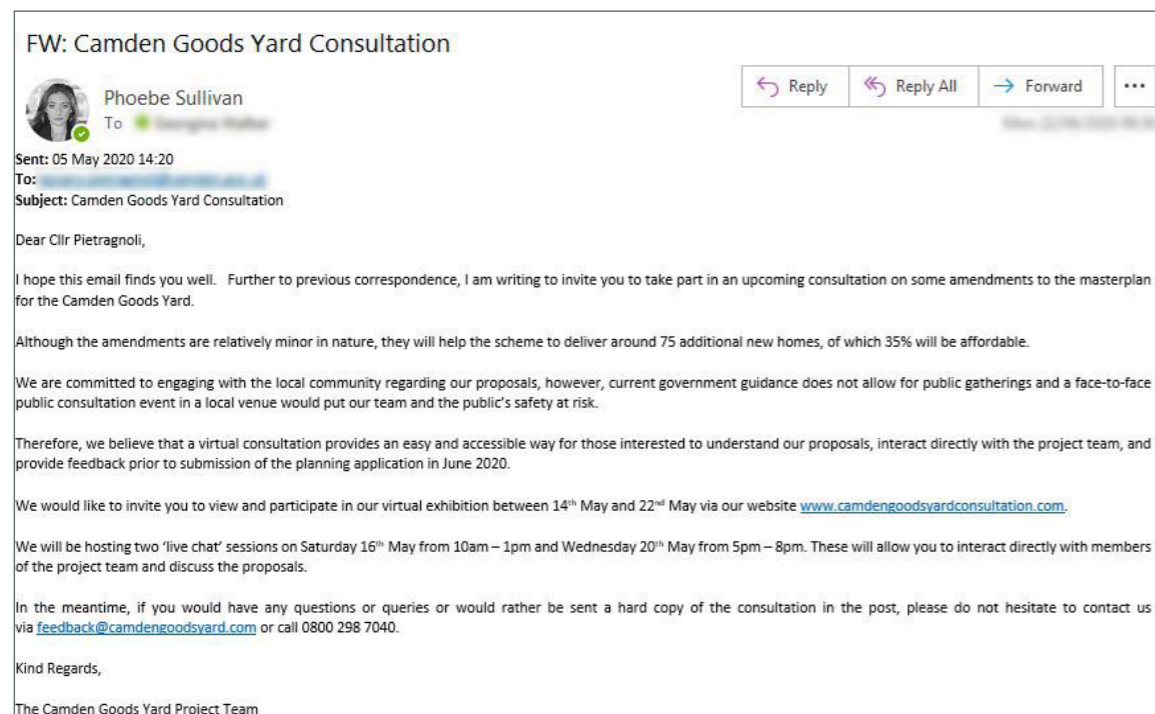
### Updating Material

The consultation website at <https://camdengoodsyardconsultation.com/> will be updated on an ongoing basis as the plans progress to act as a central hub of information of the proposals for members of the public and other local stakeholders.

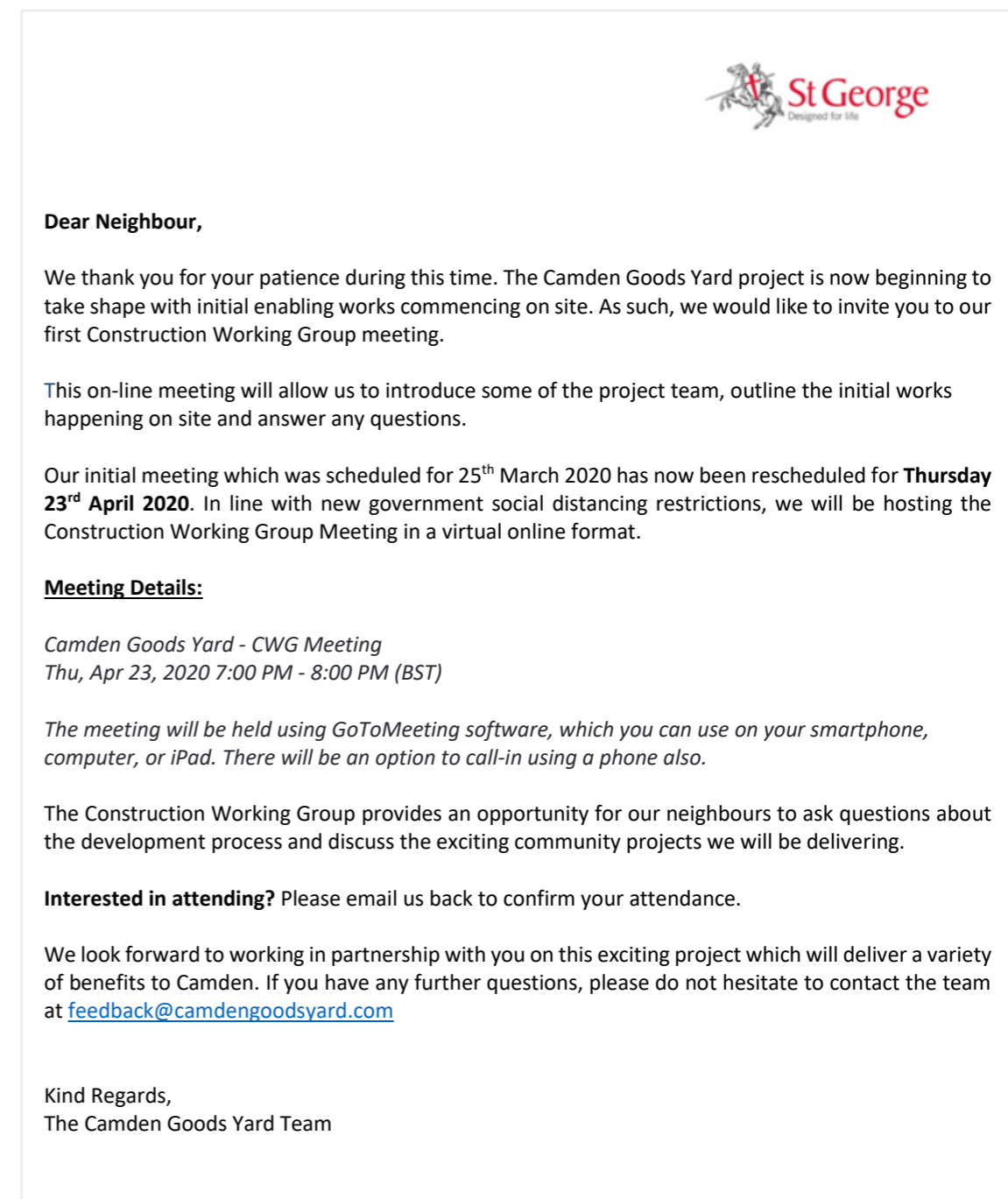


## 5. Appendices

### Virtual Exhibition Invitation sent to stakeholders via email.



### Construction Working Group invitation letter sent to stakeholders via email.



## Construction Working Group meeting agenda details sent to stakeholders.

RE: Re-arranged Construction Working Group Meeting (23rd April 2020)

feedback@camdengoodsyard.com  
To: [Redacted]

Thu 23/04/2020 18:24

Camden Goods Yard CWG Agenda - 23 April 2020.pdf  
128 KB

Good afternoon All,

Further to our previous correspondence, we would like to thank all those who have confirmed their attendance for the Camden Goods Yard Construction Working Group meeting this evening at 7pm. Please find the attached agenda for this evening.

Due to some minor technical difficulties, we have changed the online platform of our meeting and will now be hosting via 'Zoom'. Please see the login details for the meeting below.

To join the meeting, please click the following link and enter the **Meeting ID** and **Password** details in the portal.


[\[Redacted Meeting Link\]](#)

Meeting ID: 171 245 9497  
Password: 871288

Please do not hesitate to contact us if you have any further queries.

Kind regards,  
The Camden Goods Yard Team

## Construction Working Group invitation letter sent to stakeholders via email.



### Camden Goods Yard: The Construction Working Group Agenda

A Warm Welcome to our Construction Working Group – this is your opportunity to **meet** the team, **hear** updates and **engage** with us. We look forward to meeting you.

Introducing the team:

- Richard Syddall – Senior Development Manager, St George
- Alex Lewers – Land Buyer, St George
- Nick Hazzard – Senior Construction Manager, St George
- Damian Bates – Development Director, St George
- Paul Rynton – Transport Planner, Ardent
- Max Camplin – BECG (Chair)
- Eamon Sweeney – Contracts Manager, Toureen Retail
- Georgina Walker – BECG

Here is what today's agenda looks like.

**1 – Introductions:** We introduce ourselves and explain our roles to you.

**2 – Project Introduction led by St George and BECG:** The team introduces you to the project and the many benefits it will bring, this will include:

- Project Background
- St George's Involvement
- Our Upcoming Amendments
- How the Camden Goods Yard Will Deliver Benefits to You

**3 – Demolition and Construction Update led by St George and Toureen Retail:** We'll provide you all the latest updates regarding demolition and upcoming construction of your new temporary Morrisons Store. We'll also provide information about any potential disruption and construction traffic. This will include:

- Latest Demolition Update
- Construction Timeline
- Working Hours
- Noise, Dust and Vibration Mitigation
- Construction Traffic Route

**4 – Q&A led by You:** This is where you get to quiz the project team. Please ask any questions, and we will try and answer as best we can. Also, this is your opportunity to make comments and suggestions.

**5 – Agreed Actions:** We will agree on next steps, following our Q&A. For instance, if you have suggested any points for us to investigate, we'll ensure this is followed up by the project team.

Example of the exhibition boards displayed online during the virtual exhibition.



# THE CAMDEN GOODS YARD



## WELCOME

### WELCOME TO OUR PUBLIC EXHIBITION ON THE CAMDEN GOODS YARD.

St George are working in partnership with Morrisons to deliver the regeneration of the Camden Goods Yard, helping to deliver significant local benefits including new homes, workspace, community space, public realm and financial contributions to local infrastructure.

Our virtual exhibition includes information on our proposed minor amendments to the existing planning permission granted in June 2018.

#### WHY A VIRTUAL EXHIBITION EVENT?

Currently, government guidance does not allow for public gatherings and a face-to-face public exhibition event in a local venue would put our team and the public's safety at risk.

We believe that our virtual exhibition provides an easy and accessible way for those interested to understand our proposals, interact directly with the project team, and provide feedback.

#### WHAT ARE YOU DOING FOR PEOPLE NOT ABLE TO ACCESS INFORMATION ON-LINE?

A newsletter was distributed to approximately 7,000 local properties, which included details of how to get in touch with the team to receive a exhibition pack in the post.

We can also be contacted by dialling 0800 298 7040 to request a call back.



Indicative CGI of consented scheme



Current Morrisons store



Aerial view



# THE CAMDEN GOODS YARD



## ST GEORGE

St George is a proud member of the Berkeley Group, London's leading mixed-use developer and a FTSE 100 company. St George regenerates brownfield land to create thriving new communities in landscaped environments.



11

SITES IN PRODUCTION  
ACROSS LONDON



AWARD  
WINNING

DEVELOPER



c. 1M SQFT

COMMERCIAL  
FLOOR SPACE



£78M

CIL  
CONTRIBUTIONS



53

ACRES OF LANDSCAPED  
PUBLIC SPACE



£91.5M

S106  
CONTRIBUTIONS



13,700

HOMES INCLUDING 3,600  
AFFORDABLE HOMES

A PROUD MEMBER OF:





# THE CAMDEN GOODS YARD



## OUR WORK



London Dock



London Dock



Grand Union



Ealing Filmworks



# THE CAMDEN GOODS YARD



## THE BERKELEY FOUNDATION

The Berkeley Foundation was established by the Berkeley Group in 2011 and became a registered charity in 2013. We work on projects to create a society in which every young person can thrive. We work in partnership to help young people overcome barriers, improve their lives, and help to build a fairer society.



Creativity works



Reducing holiday hunger

MORE THAN  
**£5M** RAISED BY  
BERKELEY STAFF  
SINCE 2011

**22K** PEOPLE REACHED  
THROUGH OUR  
PROGRAMMES AND  
PARTNERSHIPS



3 Peaks Challenge

# THE CAMDEN GOODS YARD

## THE CAMDEN GOODS YARD – THE STORY SO FAR



### THE EXISTING PLANNING PERMISSION

The existing planning permission provides the following:

- 573 new homes, including 184 affordable homes (33% of the total)
- 2,420 sq.m retail space
- 6,500 sq.m Morrisons supermarket
- 11,700 sq.m office space, including 955sq.m affordable workspace
- 1,000 sq.m urban farm

### THE SITE AS IT IS TODAY

The Camden Goods Yard site has been home to a supermarket since the 1990s and was bought by Morrisons in 2004. It also includes the Petrol Filling Station, recently closed, on Chalk Farm Road.

### A PARTNERSHIP BETWEEN ST GEORGE AND MORRISONS

St George and Morrisons entered a new partnership in December 2019 to deliver the regeneration of the Camden Goods Yard site.

Over the next seven years, St George will be leading the development and construction. We are committed to engaging with the local community and look forward to meeting and talking about our plans with you.

### THE WIDER CONTEXT

One Housing Group and Countryside Properties are working on plans to regenerate the neighbouring estates.

**You can find out more here:**  
[Juniper Crescent and Gilbeys Yard Regeneration](#)



# THE CAMDEN GOODS YARD

## THE DELIVERY OF A TEMPORARY MORRISONS STORE

In April 2020, we obtained planning permission for a temporary Morrisons store on the site of the Petrol Filling Station. This will ensure Morrisons can continue to trade while we build them a new permanent store on the main site.

Crucially, the approval of the temporary store will now enable works to commence on the main site around one year earlier than originally planned. This will allow us to deliver the benefits of the scheme, including the affordable housing, much sooner.



Under the previous plans the temporary store would have been within the new office building proposed for the petrol station site.

The amended planning permission provides for a temporary single-story food store of 1,403 square meters, with 25 car parking spaces and 48 cycle spaces.

The petrol station closed on 19th February 2020, following which we have been undertaking enabling works, including the erection of a site perimeter hoarding and the removal of the forecourt canopy.

Morrisons will move into the temporary store in February 2021, when construction on the main site will begin.





# THE CAMDEN GOODS YARD

## OUR WORK IN THE COMMUNITY



Talented participants and their work from façade workshops



Kits being delivered to participants enabling them to stay involved in the project during this challenging time

### CO-DESIGN A TEMPORARY STORE FAÇADE WITH THE LOCAL COMMUNITY

St George is committed to working with the local community to ensure that Camden Goods Yard integrates with, and benefits the local area. Shortly after acquiring the site, we appointed specialist consultancy HATO (<https://www.hato.co/about>) to lead a community co-design project for the façade of the temporary store.

HATO has been working with local groups, including the Pirate Castle and the Thanet Youth and Community Centre, through a series of creative workshops. Camden has a rich industrial heritage, which workshop participants have been exploring through themes including food production, the canals and railways. The work has even continued throughout the current lockdown, with a project based around bread and the area's connections with bread making.

**The final design, which will build on the area's historic and modern-day links with food-making and produce, will be finished by late June. We will share more details later this year.**



# THE CAMDEN GOODS YARD

## CONSTRUCTION

St George makes every effort to mitigate the impact of construction on our neighbours. We are a member of Considerate Constructors and have extensive experience in managing large, complex construction projects with strict processes and protocols in place.

### THE TEAM



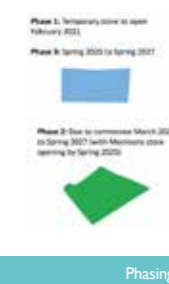
**Damian Bates**  
Development Director  
St George



**Nick Hazzard**  
Senior Construction Manager  
St George



**Eamon Sweeney**  
Contracts Manager  
Toureen Retail



THE MASTERPLAN Phasing plan

### OUR COMMITMENTS

- We will be holding Construction Working Group meetings monthly to ensure you are kept updated and can raise any issues with us in person.
- We will publish regular newsletters.
- Noise levels will be routinely measured to ensure they do not exceed the British Standard on Noise. Working hours will be restricted to 8am –6pm Monday-Friday and 8am –1pm for any works required on Saturdays.
- Access through to Juniper Crescent will be maintained throughout the construction period.
- We will conduct wheel washing to ensure construction vehicles are kept clean.
- We employ dust suppression sprayers, which will be used in high winds and dry weather to prevent dust spreading from the site during demolition.
- We will ensure the hoarding is maintained to a high-quality.
- Safety for both pedestrians and cyclists is our number one priority and we are taking measures to ensure risks are eliminated as much as is possible. Traffic marshals will be onsite to direct vehicular and pedestrian movement as part of safety measures.

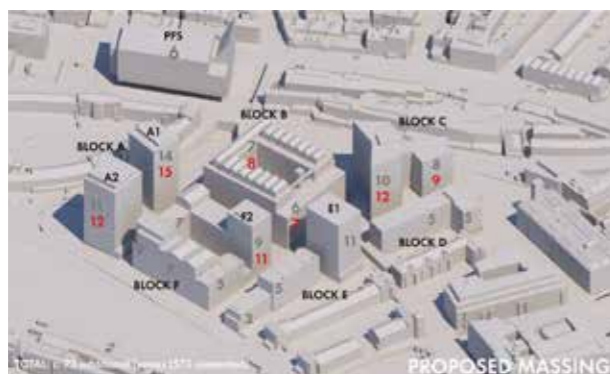


# THE CAMDEN GOODS YARD

## REFINING THE MASTERPLAN



The consented masterplan



Proposed massing

**We have had on-going discussions with the London Borough of Camden and we hope to submit an application in June 2020.**

St George have undertaken a detailed review of the existing planning permission for Camden Goods Yard to see where it might be improved.

The first improvement was to submit the temporary store application, allowing for the main site to commence a year earlier and bring forward the benefits of the scheme.

Further work has identified the possibility of revising some of the buildings in the masterplan to deliver around 73 extra homes, including 35% affordable housing provision.

This can be done while maintaining the masterplan's integrity, keeping the same design and with relatively minor changes to the buildings' height. These changes do not result in changes to the location and footprint of buildings.

In addition to the number of new homes, there are two other minor changes:

- Reducing the Morrisons car park from 300 spaces to 250 spaces and providing an additional 3 blue badge spaces on-street.
- Improving some of the landscaping, including 150 sq m of additional playspace.



# THE CAMDEN GOODS YARD

## BENEFITS

The regeneration of Camden Goods Yard will deliver significant benefit to Camden and the local area. The addition of around 73 new homes to the scheme will see an uplift in the number of affordable homes, an increase in the financial contributions to local infrastructure, and an increase in the number of jobs generated through construction.

All the benefits are outlined below:

 <b>New Public Realm</b>	 <b>Green open spaces</b>
 <b>Approx 646 new homes, including approx. 210 affordable homes</b>	 <b>955 sq.m Affordable workspace</b>
 <b>New state-of-the-art Morrisons store</b>	 <b>1,159 jobs on-site once completed</b>
 <b>2,420 sq.m retail space</b>	 <b>£17.2 million in Community Infrastructure Levy (CIL) payments</b>
 <b>Community spaces</b>	 <b>73 apprenticeships and 784 jobs during construction</b>





# THE CAMDEN GOODS YARD



## ◦ CGIS – BEFORE AND AFTER ◦



Indicative consented CGI



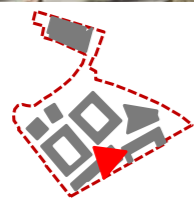
Indicative proposed CGI



# THE CAMDEN GOODS YARD



## ◦ CGIS – BEFORE AND AFTER ◦





# THE CAMDEN GOODS YARD



## ◦ CGIS – BEFORE AND AFTER ◦





# THE CAMDEN GOODS YARD



## WHAT HAPPENS NEXT?

### PROVIDE FEEDBACK

We really value your feedback and would welcome any thoughts you have on our work at Camden Goods Yard. We have prepared a short questionnaire, which you can access by clicking on the central kiosk area.

All your feedback will be collated and provided to the project team for review. We will submit a Statement of Community Involvement report with the planning application, which will set out all the feedback received and our response.

We are aiming to submit a planning application in June 2020.

### TIMELINE

- Temporary store construction starts – **Summer 2020**
- Masterplan amendments application submitted – **Late June 2020**
- Masterplan amendments application determined – **October 2020**
- Morrisons move into the temporary store, enabling works to start on the main site – **February 2021**
- New Morrisons store opens – **Spring 2025**
- Development completed – **Spring 2027**



### HOW TO STAY IN TOUCH

The Camden Goods Yard Team are committed to ensuring that residents and local businesses are kept up to date with the latest information regarding development progress onsite.

If you have any queries at any stage during the development, or would like to speak with a member of the team, please do not hesitate to contact us at the following:

Email: [feedback@camdengoodsyard.com](mailto:feedback@camdengoodsyard.com)

Website: <https://camdengoodsyardconsultation.com>

Telephone: 0800 298 7040 (please leave a message referencing 'Camden Goods Yard' and a member of the team will return your call)

## Unrivalled national, regional & local networks

### East

Cambridge: 01223 608 000  
Norwich: 01603 567 991

### Midlands

Birmingham: 0121 728 3870

### South

Winchester: 01962 893 893

### London

020 3697 7630

### North

Manchester: 0161 359 4100  
Leeds: 01134 681 210

### West & Wales

Bristol: 0117 247 0151  
Cardiff: 029 2167 0468

The logo for BECG, consisting of the lowercase letters 'becg' in white, centered within a solid orange square.

**becg.com**

enquiries@becg.com

