

Statement of Community Involvement

November 2020

Kanda Consulting

KANDA

17-37 WILLIAM ROAD



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1.0

Executive Summary

1.0 EXECUTIVE SUMMARY

1.1 This Statement of Community Involvement has been prepared by Kanda Consulting on behalf of Euston One Limited ('the Applicant') in support of the proposed redevelopment of 17 – 37 William Road ('the Site'), London Borough of Camden.

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.

1.3 The consultation process was carried out in conjunction with 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 that accompanies this submission.

1.4 The brief was to develop and implement an engagement strategy with statutory and non-statutory community and political stakeholders in the London Borough of Camden.

1.5 In accordance with the March 2020 Coronavirus Act and advice published by the Ministry of Housing, Communities and Local Government, the Applicant sought to move the consultation to 'at a distance' engagement via postal and website interactivity, avoiding face-to-face contact.

1.6 To tackle the consultation deficit for those that are unable to access the internet, the Applicant has provided a phoneline and postal address for residents to utilise. All the Applicant's postal communication to local residents has been undertaken through Royal Mail. Upon request, a development information pack and feedback form can be requested by local residents and sent back to the Applicant via freepost.

1.7 All the Applicant's consultation materials look to comply with the latest Accessibility Regulations for Public Sector Bodies. Meaning that users who struggle with learning, sight, or language, can fully participate.

1.8 Activities undertaken as part of the consultation process since September 2020 include:

- Briefings and updates offered to Regent's Park Ward members: Cllr Nasim Ali, Cllr Nadia Shah, Cllr Heather Johnson.
- Introductory letter sent to the 50 addresses occupying 17 – 33 William Road on the 24th September 2020 via First Class Royal Mail.
- Video conference briefings offered to the Drummond Street Neighbourhood Forum, Regent's Park Estate Tenants & Residents' Association, and residents of 17 – 33 William Road.
- Subsequent video conference meeting with the Drummond Street Neighbourhood Forum on 22nd October, and residents of 17 – 33 William Road on 1st October.
- A newsletter delivered to 2,423 local addresses on 24th September detailing the scheme and advertising the new consultation website **<https://17-35williamroad.community/>**. Each included a freepost feedback element and telephone number for those unable to access the internet, with arrangements made for recipients to participate in the consultation by their preferred means.
- A flyer advertising a Virtual Exhibition of the proposals was delivered to 2,423 local addresses on the 12th October 2020. Each included a telephone number and provision to have hard copies of the exhibition materials made available for those unable to access the internet.
- A consultation website detailing the scheme <https://17-35williamroad.community/> went live on 24th September and was updated to include a Virtual Exhibition on the 12th October, collecting feedback until the 29th October. The website still provides information on the proposed scheme, timeline of consultation, and FAQ functionality. Contact details were provided throughout with the website seeking to comply with the latest Accessibility Regulation for Public Sector Bodies.

- From the period of 24th September to 29th October, 108 unique users have visited the website in over 135 sessions, with a Bounce Rate of 27.41% and average session duration of six minutes and 10 seconds. 7 online feedback forms have been received and 12 feedback newsletters completed.
- Upon request, a development information pack and feedback form can be requested by local residents and sent back to the Applicant via freepost.
- A dedicated phone line & email address were provided for stakeholders and residents throughout the project, monitoring inquiries and following up with calls and emails as they arise.

1.9 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.

1.10 A freepost form and contact address were provided for local residents to contact the project team.

1.11 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.

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

1.13 The local engagement programme has allowed the applicant to demonstrate the positive benefits of the proposed scheme, allowing the local community to comment throughout the design process.



Proposed View South-East from Stanhope Street



2.0

Consultation Process

2.0 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 September 2020.

2.3 In accordance with the March 2020 Coronavirus Act and advice published by the Ministry of Housing, Communities and Local Government, the Applicant sought to move the consultation to ‘at a distance’ engagement via postal and website interactivity, avoiding face-to-face contact.

2.4 On behalf of the Applicant, Kanda Consulting wrote to Regent’s Park Ward councillors offering a briefing on the proposals, and updating members as the consultation progressed:

- Cllr Nasim Ali
- Cllr Nadia Shah
- Cllr Heather Johnson.

2.5 A consultation website <https://17-35williamroad.community/> detailing the scheme went live on 24th September, this provided information on the project, team members, timeline of consultation, provided FAQs and contact details.

2.6 On behalf of the Applicant, Kanda Consulting distributed an introductory letter sent to the 50 addresses occupying 17 – 33 William Road on the 24th September 2020 via First Class Royal Mail. This detailed the scheme, consultation, and provided an invitation to a video conference meeting for all residents to discuss the plans with the project team.

2.7 A newsletter was delivered to 2,423 local addresses on 24th September detailing revisions to the scheme and advertising the new consultation website <https://17-37williamroad.community/>. Each included a freepost feedback element and telephone number for those unable to access the internet, with arrangements made for recipients to participate in the consultation by their preferred means.

2.8 On behalf of the Applicant, Kanda Consulting responded to individual resident queries by email and telephone. This included the community stakeholders:

- Drummond Street Neighbourhood Forum
- Regent’s Park Estate Tenants and Residents’ Association

2.9 A video conference meeting was held with residents of 17 – 33 William Road and the project team on 1st November.

2.10 A flyer advertising a Virtual Exhibition of the proposals was delivered to 2,423 local addresses on the 12th October 2020. Each included a telephone number and provision to have hard copies of the exhibition materials made available for those unable to access the internet and included a close date for comments of Thursday 29th October.

2.11 The consultation website <https://17-35williamroad.community/> was updated on 12th October to include a Virtual Exhibition and interactive feedback function.

2.12 A video conference meeting was held with the Drummond Street Neighbourhood Forum and the project team on 22nd October.

2.13 The consultation website collected feedback until 29th October and was updated afterward to close this function. The website still provides information on the proposed scheme, timeline of consultation, and FAQ functionality.

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

Contact details were provided throughout with the website seeking to comply with the latest Accessibility Regulation for Public Sector Bodies. Viewers were informed of the feedback function close date and prompted to leave feedback throughout the planning process.



Proposed View East from Stanhope Street



3.0

Stakeholder Feedback

3.0 STAKEHOLDER FEEDBACK

3.1 In accordance with the March 2020 Coronavirus Act and advice published by the Ministry of Housing, Communities and Local Government, the Applicant sought to move the consultation to ‘at a distance’ engagement via postal and website interactivity.

3.2 On behalf of the Applicant, Kanda Consulting distributed an introductory letter sent to the 50 addresses occupying 17 – 33 William Road on the 24th September 2020 via First Class Royal Mail. This detailed the scheme, consultation, and provided an invitation to a video conference meeting for all residents to discuss the plans with the project team.

3.3 On behalf of the Applicant, Kanda Consulting responded to individual resident queries by email and telephone. This included the community stakeholders:

- Drummond Street Neighbourhood Forum
- Regent’s Park Estate Tenants and Residents’ Association

3.4 A video conference meeting was held with residents of 17 – 33 William Road and the project team on 1st October at 18:00 – 19:00.

3.5 The meeting was attended by a Director of Base Central Management Company Limited, responsible for the day-to-day management of the 17-33 William Road, as well as members of the project team including the Applicant, Morris & Company, RAME Consulting, and Kanda. A breakdown of the conversation can be seen below:

Topic	Detail	Response
Layout & bin store	There is an existing right of way for residents to access the bin store. The location of the bin store will be changed under the development plans which could be remedied by relocating a door.	The Applicant and project team are committed to reviewing this to ensure the space is sufficient and responds to the right of way. As a result, the Applicant presented amended floorplans concerning this area to stakeholders and will continue to work with them closely.
Ancillary space between buildings 17 – 35 William Road	The gap between 17 and 35 was often obstructed, poorly managed, and would not be missed. However, there is a room with space for storage, WC and changing facilities accessed in the corner of the building for the cleaning and servicing team that must be considered.	The Applicant noted that the space will be filled in and will reassess the ground floor layout by working closely with the management company in order to accommodate residents’ suggestions.
Façade and future assessment	How will the façade changes apply to the whole building as residents are currently undertaking a cladding study in the context of changing building regulations.	The Applicant is clear that any façade works would not apply to the residential elements of the building, with changes only made to the ground floor commercial space.

Topic	Detail	Response
Commercial use and future occupier management	Despite complaints regarding the previous occupier and their use of outside space, the area benefits from further safety when the building is occupied. The return of active use is welcomed but requires management to ensure people don't loiter or in particular leave cigarette butts and rubbish.	The Applicant has clarified that the commercial element will be closely managed and that the development has dedicated amenity space for students inside the building to avoid general spillage onto the street.
Height	The local area has exponentially increased in height and there is sufficient context within it to justify a well-designed increase in height and massing for this development.	The project team has carefully considered the proposed height and massing in relation to the site's existing context, its opportunities, and constraints.
Leaseholders & tenants	Many of the homes in the block of 17 – 33 William Road were not owner-occupied, meaning that there may be more barriers to consulting leaseholders who will have an interest in the planning application.	The Applicant has liaised with the estate management company of the building in order to contact all leaseholders of the properties in 17 -33 William Road. The project team has been able to inform several inquiries from these leaseholders as a result.
Public realm	What alterations or improvements to the public realm, street scene, pavement, and entrances are being made, in particular, is there any new trees and any greening.	The project team has referenced the planting of new trees along William Road and Stanhope Street, the benefits of recessed entrances to widening pavements, as well as management of the newly activated frontages.
Construction	What would the duration of the build and start date be?	The Applicant stated that the potential planning submission date would be in November 2020. The demolition and build start would depend on the timing of planning consent, but a full Construction Management Plan consultation would be made available for local residents.

3.6 As a result of the meeting, Warwick Estates, property managers of 17 – 33 William Road, informed leaseholders of details of the scheme including contact details of the project team, resulting in several further inquiries that the project team engaged with via telephone and email.

3.7 As a result of the meeting, alternative floor plans concerning the residential bin store and ancillary-space fill-in were presented to Base Central Management Company Limited in a consultation the Applicant wishes to continue.

3.8 A video conference meeting was held with the Drummond Street Neighbourhood Forum and the project team on 22nd October. A representative was joined by members of the project team including the Applicant, Morris & Company, DP9, RAME Consulting, and Kanda. A breakdown of the conversation can be seen below:

Topic	Detail	Response
Existing building	There is agreement that the existing building does not contribute to the local area nor provide an active frontage, whilst it is reasonable to propose the demolition of 17 – 35 William Road.	The project team is pleased that there is consensus in that the existing building requires improvement.
Future change of use	Is the building set to remain as student accommodation in perpetuity or can the internal structure be altered to support residential accommodation?	The project team stated that this is a possibility due to the site's design but remains extremely unlikely given the model and aims of the scheme.
Student Access	What routes are students taking to access the building and how are they entering the building?	The project team would expect students to utilise both Euston Station and Warren Street Station as key walking routes, accessing the building via the Stanhope Street main entrance or William Road cycling entrance.
Affordable workspace	Is the proposed ground floor affordable workspace a requirement of Camden Council or something the developer has offered freely?	The affordable workspace goes beyond policy compliance by offering the entire space as affordable. The Applicant believes that the affordable space is more likely to positively contribute to the local area and create an interconnected use for the future students.
Trees	Trees have regularly been removed in the local area due to development and face barriers for re-provision due to their size in comparison to available pavement width.	Trees are proposed along the frontage of the entire development and will be secured in any legal agreement that follows this application.

Topic	Detail	Response
Height	There will be mixed opinions regarding the proposed height and any potential overshadowing that result from the development. There is appreciation that the architecture has carefully considered reducing its visual impact, which could have been even taller.	The Applicant and project team have carefully considered both the proposed height and massing, and its articulation, in conjunction with officers at the London Borough of Camden as well as local stakeholders and residents.
Materials	The chosen brickwork on other developments has not positively contributed to the local area aesthetically. Careful selection of materials and brick should be considered in order to assess the scheme's eventual impact.	The Applicant is keen to update stakeholders with any future potential materials ahead of detailed design review and consult their views before a choice is made.
Crime	Crime is a significant issue in the local area with particular focus upon recessed entrances and benches as a means to attract anti-social behaviour. A surveillance strategy and regular staffing may be required to ensure safety.	The Applicant agrees that this is a significant issue in the local area and is willing to further assess the Crime Prevention Strategy, design, and future management of both the workspace and student frontages.

3.9 As a result of the meeting, the Applicant will look to liaise with stakeholders closely regarding any future amendments to the Crime Prevention Strategy and detailed design review concerning selected materials.

3.10 The Applicant will continue to engage proactively with stakeholders throughout the project.



4.0

At a Distance Resident Feedback

4.0 AT A DISTANCE ENGAGEMENT RESIDENT FEEDBACK

4.1 In accordance with the March 2020 Coronavirus Act and advice published by the Ministry of Housing, Communities and Local Government, the Applicant sought to move the consultation to 'at a distance' engagement via postal and website interactivity.

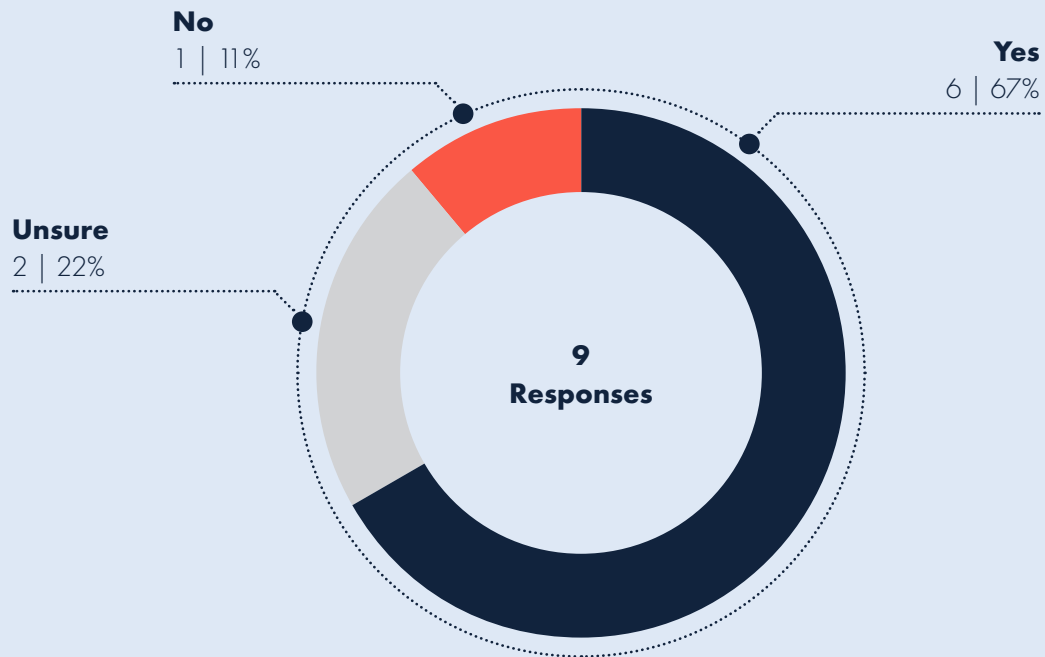
4.2 A dedicated project consultation website was launched on 24th September at <https://17-35williamroad.community/>. The website outlined the proposals, consultation, project timeline, and provided contact details throughout for the community.

4.3 In order to advertise the website, a newsletter was sent on 24th September to 2,423 local addresses which included an option freepost feedback element. 12 feedback forms were returned by local residents, the results of which can be seen below:

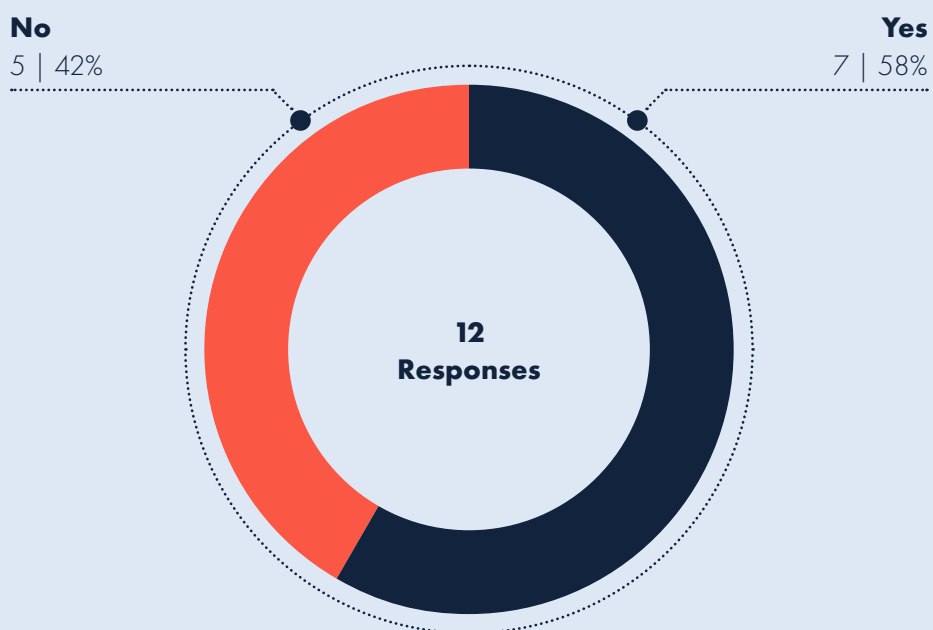


View from Stanhope Street looking South-East

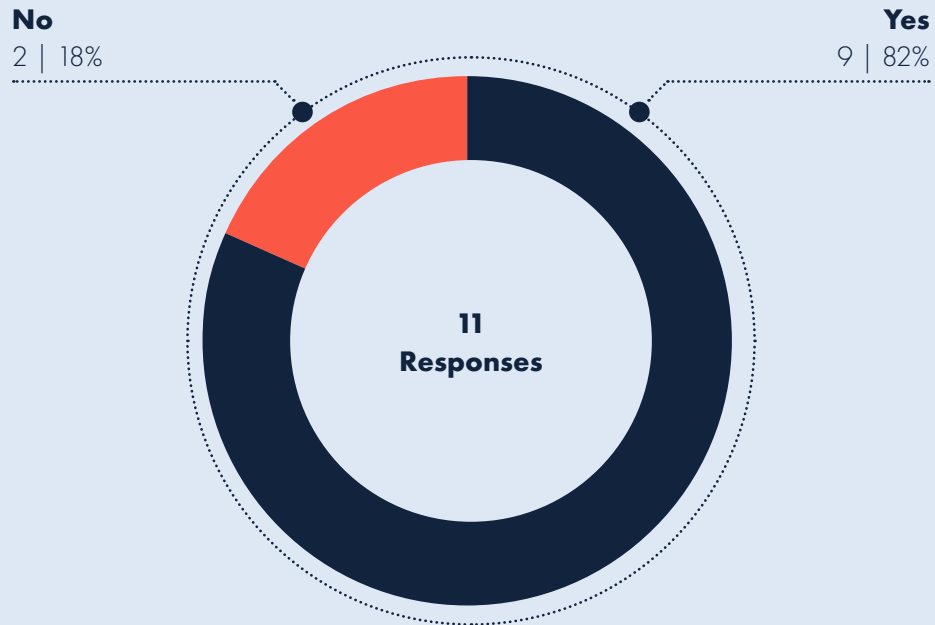
The site is in need of redevelopment



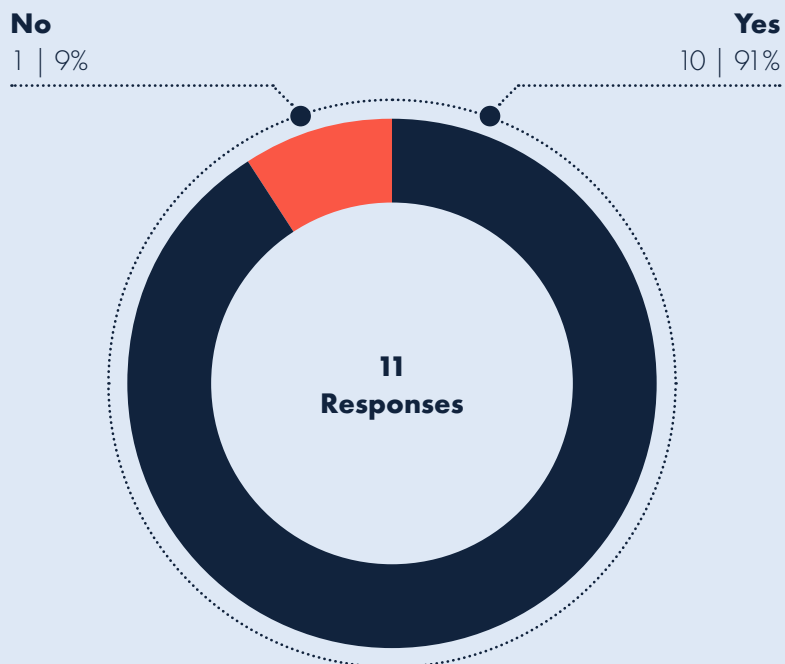
Would you support the provision of student homes and genuinely affordable rooms in principle

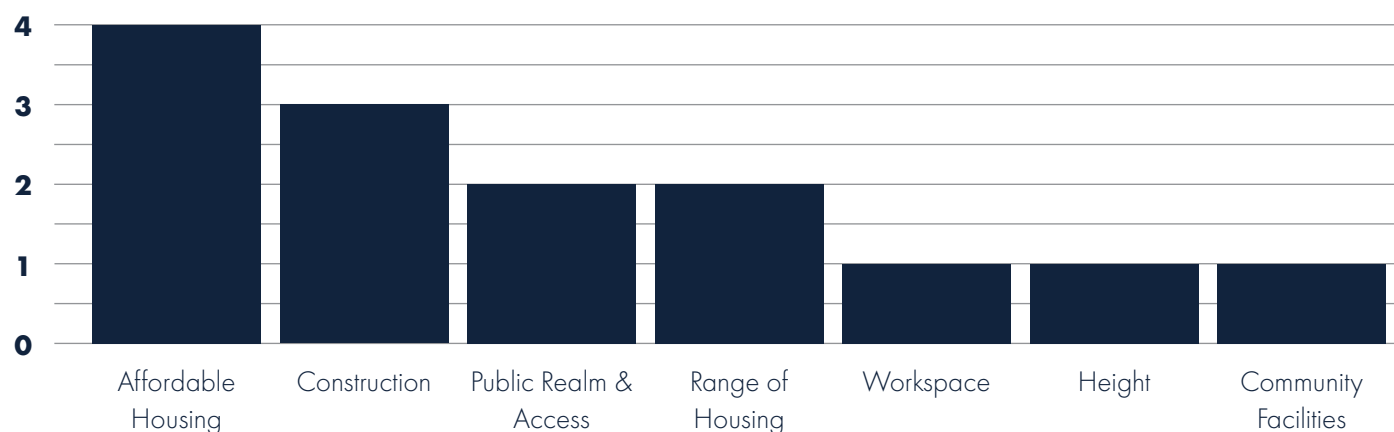


Would you support the provision of affordable workspace & public realm improvements in principle



Would you support the provision of student homes and genuinely affordable rooms in principle





4.4 The website expanded on 12th October to include a Virtual Exhibition with embedded feedback form. An additional Flyer was sent to the same distribution area on 12th October to advertise the updated website and inclusion of the Virtual Exhibition.

4.5 To tackle the consultation deficit for those that are unable to access the internet, the Applicant has provided a phoneline, freepost form, and postal address for residents to utilise. All the Applicant's postal communication to local residents has been undertaken through Royal Mail.

4.6 The consultation website sought to comply with the latest Accessibility Regulations for Public Sector Bodies, meaning that – for example - users who struggle with learning, sight, or language, can fully participant. Contact details were signposted throughout, FAQs made available, and pop-up boxes explaining the website made available.

4.7 Several explanations and disclaimers were signposted regarding user's data protection and privacy rights throughout the website under The General Data Protection Regulation 2016/679.

4.8 Feedback tools were additionally embedded into the website functionality, as opposed to being held externally. The optional feedback was made available throughout the 'Virtual Exhibition' section and was placed at different intervals to coincide with content explaining the proposed application.

4.9 Several explanations were given to the criteria users needed to provide in order for their feedback to be relayed in this document. Users had to declare that they were a local resident with an interest in the site, as well as provide a contact email address and postcode.

4.10 Upon request, an information pack of the virtual exhibition material and feedback form in hard copy were sent by to local residents who were unable to access the internet. This included a freepost return for all recipients to send their comments back to the project team to be included in this document.

4.11 The website was amended to remove the feedback function following the 29th October and update readers that the scheme is being prepared for submission. Details of the scheme, contact details, and updated timeline are still available.

4.12 From the period of 24th September to 29th October, 108 unique users have visited the website in over 135 sessions, with a Bounce Rate of 27.41% and average session duration of six minutes and 10 seconds.

4.13 In total, 7 feedback forms were submitted before the close date of 29th October. None of these were duplicates or not from local residents, so were not included in the submission of this document, meaning that all have helped inform this submission.

4.14 Users were encouraged to leave feedback as soon as possible. The website will be updated to inform users that any feedback collected will no longer be submitted this Statement of Community Involvement, but, that their feedback is still welcome throughout the duration of the project.

4.15 Below is a summary of the website feedback. Each question contained a comment box where users could leave additional thoughts:

a) What is your priority for development in the local area?

Residents concurred with previous feedback in the consultation, citing matters such as community facilities, public realm, height, and affordable housing as priorities for the development. In particular, residents stipulated that managing the increase in footfall and any potential anti-social behaviour should be carefully considered.

b) The existing site is need of redevelopment.

Residents agreed that the site is need of redevelopment stating that it is not visually pleasing whilst requiring of an upgrade. However, respondents were keen to highlight the cumulative effects of development in the local area through construction and noise – citing HS2 - wishing to see improvement that considered the adverse potential impacts of development whilst promoting public benefit.

c) Ground floor affordable workspace will make a positive contribution to the local area.

In keeping with previous responses to the consultation, respondents sought a number of clarifications regarding the impacts of the ground floor refurbishment on local residential amenity. In particular, some residents wished to know the demand for workspace in a post-Covid environment and how this would interact with the local area and public access. Neighbouring residents sought clarification on the potential security and noise implications the ground floor space would have on their homes, citing access and opening times. Residents of William Road repeated previous concerns regarding bin storage access that have been addressed.

d) The proposed façade works are reasonable and sensitive.

Respondents were pleased to see that the works would consist only of an internal refurbishment of the ground floor and not involve any further demolition or works above ground. Residents sought clarifications on concerns regarding the potential impact on neighbouring residential amenity and access as a result of the refurbishment works and future management of the streetscape.

e) The proposals will positively contribute to Camden's growing Knowledge Quarter.

Respondents showed particular concern with the potential impact that students would have on the local area. Many stated that the local area is predominantly residential and suffers from the impacts of noise and anti-social behaviour from construction and existing students. Residents wished to see a reduced impact on local roads and stated that overpopulation of the local area is stifling amenity.

f) I am pleased with the proposed approach to public realm, sustainability, and construction.

Respondents often cited the positives that more greenery in the area would bring as well as the causes for concern that construction would have as a cumulative impact on the local area. Regularly referencing HS2 and other nearby developments, residents were also eager to highlight traffic congestion in the local area and suggested that more zebra crossing could improve the area for pedestrians. Residents wished to see careful consideration given to construction in close proximity to local schools and any adverse effects this would have on pollution.

g) I understand the context for the proposed height and massing.

Respondents appreciated the considerations given to the context of the height and massing from the wider Camden area and protected views, but particularly wished to understand the full extent of the impacts on immediate local amenity that the proposed height and massing would have. Residents provided a variety of comparisons for reasonable height and massing in the local area but broadly wished to see as limited height as possible.

h) Any other comments:

Most residents reflected the comments they had made citing their priorities for development in the local area. Many wish to see maximised public benefit in terms greenery, public realm, and affordable housing. Similarly, respondents repeated their concerns on pollution, traffic, construction, and the behaviour of future students.



5.0

Conclusion

5.0 CONCLUSION

5.1 This Statement of Community Involvement has been prepared in support of the proposed redevelopment of the site at 17 – 37 William Road, London Borough of Camden.

5.2 From September 2020, and as part of the brief for wide-ranging and open consultation approach, the Applicant sought to engage with statutory and non-statutory consultees, including local stakeholders working and living in close proximity to the Site.

5.3 In accordance with the March 2020 Coronavirus Act and advice published by the Ministry of Housing, Communities and Local Government, the Applicant sought to move the consultation to ‘at a distance’ engagement via postal and website interactivity.

5.4 To tackle the consultation deficit for those that are unable to access the internet, the Applicant has provided a phoneline, freepost form, and postal address for residents to utilise. All the Applicant’s postal communication to local residents has been undertaken through Royal Mail. Upon request, a development information pack and feedback form can be requested by local residents and sent back to the Applicant via freepost. All the Applicant’s consultation materials look to comply with the latest Accessibility Regulations for Public Sector Bodies. Meaning that users who struggle with learning, sight, or language, can fully participate.

5.5 Feedback from stakeholder and local residents was sought throughout this period. Activities undertaken during the consultation include:

- Briefings and updates offered to Regent’s Park Ward members: Cllr Nasim Ali, Cllr Nadia Shah, Cllr Heather Johnson.
- Introductory letter sent to the 50 addresses occupying 17 – 33 William Road on the 24th September 2020 via First Class Royal Mail.
- Video conference briefings offered to the Drummond Street Neighbourhood Forum, Regent’s Park Estate Tenants & Residents’ Association, and residents of 17 – 33 William Road.
- Subsequent video conference meeting with the Drummond Street Neighbourhood Forum on 22nd October, and residents of 17 – 33 William Road on 1st October.
- A newsletter delivered to 2,423 local addresses on 24th September detailing the scheme and advertising the new consultation website **<https://17-35williamroad.community/>**. Each included a freepost feedback element and telephone number for those unable to access the internet, with arrangements made for recipients to participate in the consultation by their preferred means.
- A flyer advertising a Virtual Exhibition of the proposals was delivered to 2,423 local addresses on the 12th October 2020. Each included a telephone number and provision to have hard copies of the exhibition materials made available for those unable to access the internet.
- A consultation website detailing the scheme **<https://17-35williamroad.community/>** went live on 24th September and was updated to include a Virtual Exhibition on the 12th October, collecting feedback until the 29th October. The website still provides information on the proposed scheme, timeline of consultation, and FAQ functionality. Contact details were provided throughout with the website seeking to comply with the latest Accessibility Regulation for Public Sector Bodies.
- From the period of 24th September to 29th October, 108 unique users have visited the website in over 135 sessions, with a Bounce Rate of 27.41% and average session duration of six minutes and 10 seconds. 7 online feedback forms have been received and 12 feedback newsletters.
- Upon request, a development information pack and feedback form can be requested by local residents and

sent back to the Applicant via freepost.

- A dedicated phone line & email address were provided for stakeholders and residents throughout the project, monitoring inquiries and following up with calls and emails as they arise.

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

5.6 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.



View from Stanhope Street looking South



Appendices

1.0

Distribution Area



2.0

Residents Letter

35-37

WILLIAM

ROAD

William Road Consultation Team
on behalf of MBU Capital

35-37williamroad.community
0203 900 3676

contact@35-37williamroad.community

FAO: KAN0192, Floor 1, 44 – 48 Paul Street, London, EC2A 4LB

September 2020

Dear Neighbour,

I hope you and your family are well. I am writing to you on behalf of MBU Capital, owners of 17 – 37 William Road.

As you may be aware, we have entered pre-application discussions with Camden Council regarding the potential redevelopment of 17 – 37 William Road. We wanted to take the time to write to residents of 17 – 33 William Road as early as possible in order to let you know of our commitments to you.

First and foremost, there will be no changes made to these homes and no need for residents to vacate their properties for any length of time whatsoever.

For the purposes of the planning application, we have separated the lots of 35 – 37 William Road with 17 – 33 William Road. These are separated by the solitary car parking space and the one-storey maintenance building.

35 – 37 is the part-two, part-six storey 1960s office corner building of William Road and Stanhope Street. Our early plans would seek to demolish this existing building to provide public realm improvements, affordable workspace at ground floor, and new student accommodation above.

17 – 33 contains office space at ground floor, the now vacant former headquarters of Addison Lee. We would like to refurbish this space and connect it through to number 37 William Road.

In addition, we would also plan to refurbish the façade of 17 – 33 William Road to provide a more attractive look for the building.

This letter is just an introduction and way of letting you know of our plans. There will be a full consultation on the planning application with yourselves and the wider community involved.

Due to Government advice regarding Covid-19, we will be hosting this consultation 'at a distance', meaning that all engagement will take place both online and via postal feedback.

To that end, we would like to invite all residents of 17 – 33 William Road to a video conference session at 6pm Thursday 1st October to discuss these plans. Please register your interest to attend by getting in touch with us using the contact details below.

We have set up the project website 35-37williamroad.community to provide more information for local residents, where you can also sign-up for updates.

We plan to write to the wider community and yourselves again soon. In the meantime, please let us know if you have any queries, ideas, or feedback and we would be delighted to hear from you.

Best,

William Road Consultation Team
on behalf of MBU Capital

Web: 35-37williamroad.community

Phone: 0203 900 3676

Email: contact@35-37williamroad.community

Post: FAO: KAN0192, Floor 1, 44 – 48 Paul Street, London, EC2A 4LB

35-37

WILLIAM

ROAD

3.0

Feedback Newsletter



35-37 is the corner building of William Road and Stanhope Street, in the London Borough of Camden. The part-two, part-six storey 1960s office building is outdated and does not contribute to the local area.



Our early plans would seek to demolish the existing buildings at 35 - 37 and provide new student accommodation in its place with genuinely affordable rooms. This would help address the need for local student housing whilst supporting the growing Knowledge Quarter.



At ground floor we would like to introduce affordable workspace for local businesses and provide improvements to the public realm: activating this corner of Camden.



The planning application site will include 17 – 33 William Road: the neighbouring building separated by a parking space and maintenance building. Our early plans would refurbish the ground floor and connect this to number 37. We would not alter the homes above other than to provide a new and more attractive façade for the building. We have already let these residents know of our plans.

Due to Government advice regarding Covid-19, we will soon be hosting a virtual exhibition of our plans at 35-37williamroad.community so please look out for any future postal communications from us.

In the meantime, please let us know your thoughts on the freepost feedback form provided. If you have any queries, or would like to arrange a meeting with the project team on behalf of a group or with your neighbours, then please don't hesitate to get in contact.

Have Your Say

We are keen to hear what local residents think at this early stage. Please let us know what your thoughts are below and return your feedback either via freepost or email.

Name:

Postcode:

Email:

The site is in need of redevelopment:

.....

CUT HERE

Would you support the provision of student homes and genuinely affordable rooms in principle:

.....

Would you support the inclusion of affordable workspace and public realm improvements:

.....

A proposed ground floor refurbishment and façade replacement of 17 – 33 William Road:

.....

What would your priorities be for the development of 35 – 37 William Road?

.....

All information you give us will be treated confidentially and only used in connection with the project. If you would prefer that we did not store your information, please tick this box ☐

35-37
WILLIAM
ROAD

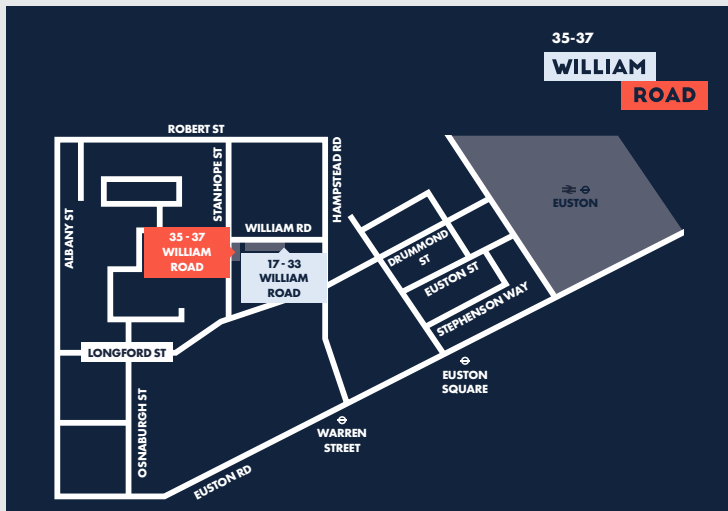


Freepost Plus RUAE-BZXR-EELX
Re: William Road
Kanda Consulting
Floor 1
44-48 Paul Street
London
EC2A 4LB



4.0

Flyer



35 – 37 William Road

You are invited to a Virtual Exhibition on plans for the redevelopment of 35 – 37 William Road. Here you can view the plans and leave your feedback ahead of Wednesday 28th October.



To view the Virtual Exhibition visit www.35-37williamroadvirtualexhibition

If you have any questions, please contact contact@35-37williamroad or 0203 900 3676

If you are unable to access the internet, please contact us and we will be happy to provide paper copies of the exhibition feedback form for you.



MBU Capital are showcasing the full plans after writing to neighbours in September and consulting with local stakeholders. Due to Covid-19, we will be holding this exhibition 'at-a-distance'.

We are eager for neighbours to feedback on the plans. The deadline for comments online will be Wednesday 28th October.

Our plans will look to deliver:



New affordable workspace supporting the local community and SMEs



239 student rooms to support the growing Knowledge Quarter



Public realm **improvements**



Ground floor façade improvements for 17 – 33 William Road



35% genuinely affordable student rooms with designated outdoor space



> 35% reduction in carbon use compared with the existing building

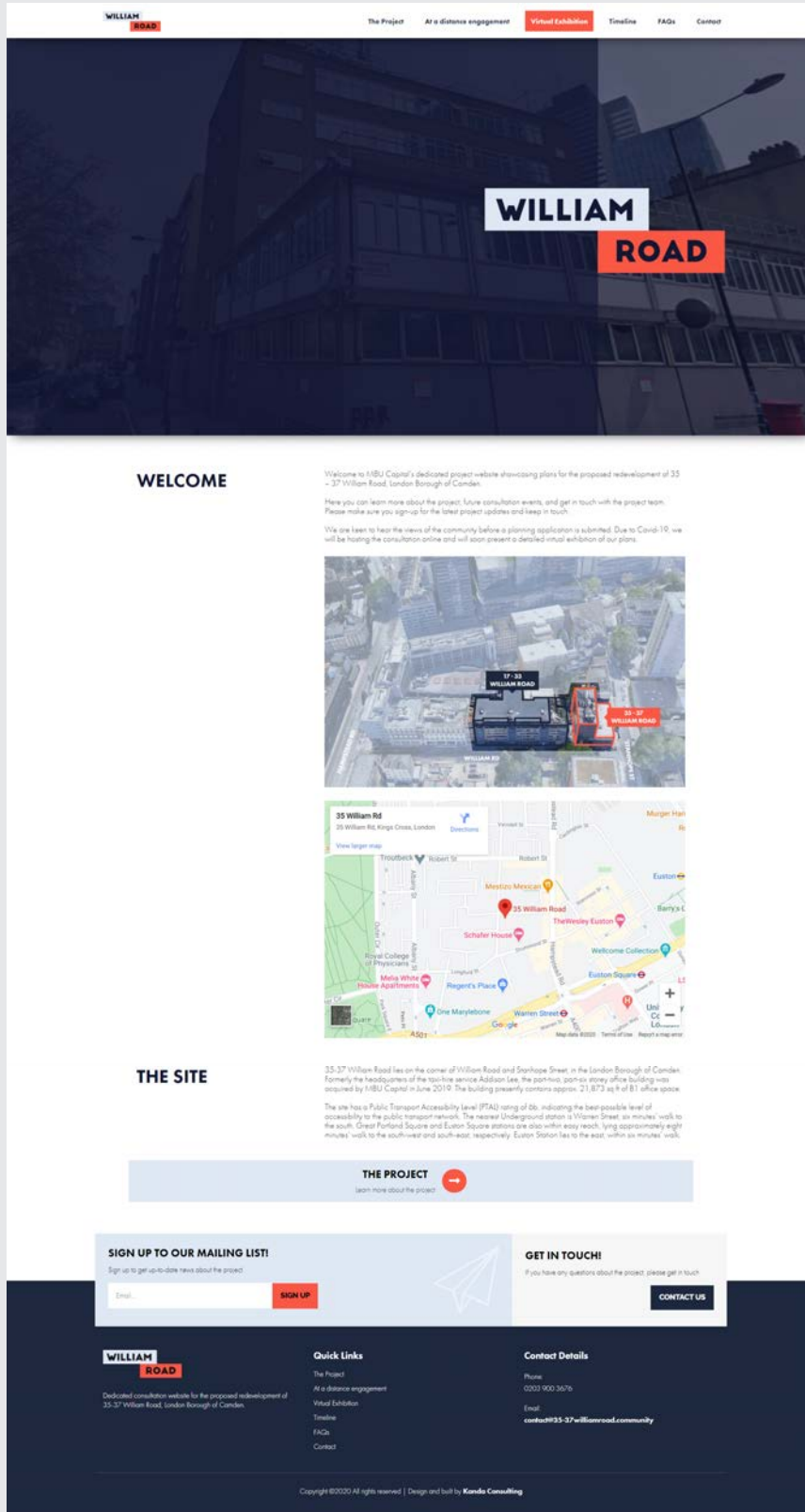


Replacement of the tired 1960s corner building



A full **Construction Management Plan**

5.0 Website



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The Project

THE PROJECT

35-37 William Road lies on the corner of William Road and Stanhope Street, in the London Borough of Camden. The part-two, part-six-storey 1990s building was acquired by MBU Capital in June 2019. The existing building comprises 100% office space of approx. 21,873 sq ft.

The site is tired, inflexibly designed, and does not contribute to this part of Camden. Our early plans would see the existing building demolished for public realm improvements, affordable workspace, and new student accommodation put in place to complement the burgeoning Knowledge Quarter.

35 – 37 William Road viewed south from William Road

17 – 33 William Road forms part of the planning application site and is the six-storey rectangular plot adjacent to the east of number 35. The two plots are separated by a singular parking space and one-storey maintenance building that connects the two.

17 – 33 William Road consist of office space on the ground floor with residential above. Formerly the headquarters of the taxi-hire service Addison Lee, our early plans would see the ground floor refurbished and connected to 35-37 William Road in order to provide affordable workspace. We would not alter any residential space other than providing a new and more attractive facade for the building, we have separately let these residents know of our plans.

AT A DISTANCE ENGAGEMENT

[Learn more about our consultation.](#)

SIGN UP TO OUR MAILING LIST!

Sign up to get up-to-date news about the project.

GET IN TOUCH!

If you have any questions about the project, please get in touch.

Dedicated consultation website for the proposed redevelopment of 35-37 William Road, London Borough of Camden.

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- [The Project](#)
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- [Timeline](#)
- [FAQs](#)
- [Contact](#)

Contact Details

Phone:
0203 900 3676

Email:
contact@35-37williamroad.community

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At a distance engagement

AT A DISTANCE ENGAGEMENT

Due to Government advice regarding Covid-19 we will be hosting our consultation 'at a distance' to ensure the safety of all participants.

So that this consultation mirrors that done face-to-face, the purpose of this website is to provide an effective and interesting engagement that will inform a Statement of Community Involvement to be submitted as part of a planning application for the redevelopment of the site.

This website will be updated as the consultation and design progresses. We intend to host a virtual exhibition of our plans soon, which will give the community an opportunity to leave feedback on detailed plans.

All of our consultation materials look to comply with the latest Accessibility Regulations for Public Sector Bodies. Physical copies of the virtual exhibition and feedback form can be requested for those without access to the internet by using a freepost card that will accompany the postal invitation.

HOW FEEDBACK WILL WORK

We are eager to ensure the feedback we collect here is admissible in the determination of the application and that it is reflective of the local community, who have a direct stake in the future of the area.

While anyone can leave feedback via the website, it is only feedback from local residents that will be submitted with the application. This is to make sure that the process and feedback mirrors that taken during face-to-face engagement, for example at public exhibitions.

We are acutely aware of the potential for third parties who are not direct stakeholders to shout over the local community and will therefore take steps to avoid this, by asking for a postcode, name, and email address. We hope that this will result in greater engagement with planning applications from a wider audience.

We understand that confidence in this process from residents and Camden Council is of paramount importance. If you have any feedback, ideas or questions regarding the process itself then please do get in contact with one of the team, who will be happy to help.

VIRTUAL EXHIBITION

[Read about our proposals](#)

SIGN UP TO OUR MAILING LIST!

Sign up to get up-to-date news about the project.

GET IN TOUCH!

If you have any questions about the project, please get in touch.

Dedicated consultation website for the proposed redevelopment of 35-37 William Road, London Borough of Camden.

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- [Contact](#)

Contact Details

Phone:
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Email:
contact@35-37williamroad.community

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WILLIAM ROAD

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Virtual Exhibition

WELCOME


Welcome to this virtual exhibition on plans for the proposed redevelopment of 17 – 37 William Road.

You may leave feedback on the plans as you go along, and we would be delighted to hear your thoughts throughout. Once you have completed the exhibition, don't forget to click 'submit' on your feedback form.


Please scroll down and click the arrow in the bottom right hand corner to see the next page.

If you have any questions, please don't hesitate to get in contact with a member of the team who will be ready to answer any queries you may have.


Our plans will look to deliver:




12,378 sq ft of affordable office workspace supporting local SMEs




Public realm improvements & 893 sq ft of new outdoor space




239 student rooms to support the growing Knowledge Quarter




35% genuinely affordable student rooms and 4434 sq ft of amenity space



Ground floor facade improvements for 17 – 33 William Road



Replacement of the tired 1960s corner building




Have your say!

1. What is your priority for development in the local area?

Your comment...

Click here to go to the next page



You are on step one

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Virtual Exhibition

Welcome

EXISTING SITE

The 17 – 37 William Road planning application site consist of two plots separated by a singular parking space and one-storey maintenance building that connects the two.

35-37 William Road lies on the corner of William Road and Starhope Street. The pan-two, pan-six-storey 1960s building comprises 100% office space of approximately 21,872 sq ft.

17 – 33 William Road forms part of the planning application site and is the early 21st century six-storey rectangular plot adjacent to the east of number 35 consisting of office space on the ground floor and residential above. The planning application only concerns the ground floor of 17 – 33 and we would not alter any residential space.



There are several constraints and opportunities that have informed our designs:

Constraints

- The site is not a listed building nor in a conservation area and lies within an eclectic mix of buildings in terms of height, design, and use.
- The adjacent 7-15 William Road is locally listed, whereas further south along Starhope Street are three Grade II listed buildings and further locally listed buildings.
- The site is located within the viewing corridor 2A.2 (Parliament Hill Summit to the Palace of Westminster) and 5A.2 (Greenwich Park looking to St Paul's).

Opportunities

- The site's Public Transport Accessibility Level (PTAL) is 6b, the best possible rating.
- The site lies within the Central Activities Zone.
- The site sits within the Euston Opportunity Area.

Have your say!

2. The existing site is in need of redevelopment.

Yes

No

Unsure

Your comment...

Click here to go to the previous page

Click here to go to the next page

You are on step two

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Virtual Exhibition

Welcome

Existing Site

GROUND FLOOR PLANS



Affordable Workspace Start

The proposals would see the ground floor of 17 - 22 connected to 25 - 27. This would allow us to provide a more efficient layout than currently exists while providing distinct spaces for both the student rooms and affordable workspace users.

- 12,378 sq ft of affordable workspace.
- 1,345 sq ft amenity area adjacent to reception and inner courtyard.
- 402 sq ft external amenity area at ground floor level for student accommodation.



27 - 17 William Road Proposed Ground Floor Layout



37 - 17 Willan Road Proposed Ground Floor - Actual View

A new office entrance is proposed on the eastern side of William Road, closer to the commuters approaching from Union station. The new entrance will reveal a clear differentiation between office entrance, residential entrance, and services entrance.

A student accommodation entrance will be included on Innisfree Street. This will activate the corner with William Road and provide a recessed, semi-public housing, with small seating area and greenery.



Proposed Stanhope Street Student Entrance

Have your say!

3. Ground floor accessible workspace will make a positive contribution to the local area

Yes

P-46a

Urethane

Your comment...

[Click here to go to the previous page](#)



[Click here to go to the next page](#)



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Virtual Exhibition

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17 – 33 FAÇADE WORKS

Our plans would see the façade of the 17 – 33 William Road ground floor refurbished.

Currently, the ground floor provides an entrance to the office space between two residential core entrances serving the apartments above.




Existing William Road Viewed West


We would like to provide a distinct, separate entrances to the new affordable workspace and the residential building above. This has been designed in order to respect the locally listed buildings to the east and the emerging plans at 35 – 37 William Road.

The new residential entrances are designed with residents at 17 – 33 William Road in mind, who will benefit from better management and welcoming nature of the ground floor area. These residents are included in this consultation and have been notified separately of our plans, they will not need to vacate the premises for any length of time in order to realise the development.


Public Footage entrance to officePublic Footage entrance to residential entranceResidential entrance



Public Footage entrance to officePublic Footage entrance to residential entranceResidential entrance



Public Footage entrance to officePublic Footage entrance to residential entranceResidential entrance



Have your say!

4. The proposed façade works are reasonable and sensitive.

Yes

No

Unsure

Your comment...

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17 – 33 Façade Works

STUDENT ROOMS



Student Amenity Space Sketch

We will provide 250 new student rooms in the space currently occupied by 35 – 37 William Road with 33% or genuinely affordable rent as determined by the Mayor of London.


This is a bright, spacious, and desirable student housing. It is imperative to us that these rooms are filled, so we have a clear motivation to provide a positive experience for both new students and the local community in the development. We want to create a supportive community that brings the local community, interacts with the new affordable workspace, and contributes to Camden's Knowledge Quarter.


Student rooms

Student amenity

Other

Phase 1 (sub-phase 1 / two phase / triple phase)






Student amenity floor plan

The 'Knowledge Quarter' is a cluster of partners around Euston, King's Cross, and Bloomsbury that look to support students, researchers, and people that live and work in the area in the pursuit of knowledge.

There is an acute need for new student rooms in this area of London, with new targets for student housing being added to the Draft London Plan 2020.

Students will enjoy accessible studio or 'bedsit' rooms with an 'amenity floor' of flexible space and outdoor terrace. The feedback we have received on other student schemes, particularly during the Covid-19 outbreak, is that students appreciate the flexibility and choice of angular and communal space.





Typical Studio room internal view

Have your say!

5. The proposals will positively contribute to Camden's growing Knowledge Quarter

Yes

No

Unclear

Your comment...

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17 – 33 Façade Works

Student Rooms

Public Realm

HEIGHT & MASSING

We have carefully considered the site's constraints and opportunities when devising our approach to height and massing.

The site's designation of a dp RTAL rating, within the Euston Opportunity Area, and Central Access Zone, provides a rare opportunity for development one that is respectful of the local neighbourhood and protected views.

All of these factors have been considered, there is a variety of local residential building heights ranging from 4 to 10 storeys. We are proposing a new building on 35 – 37 William Road that reaches 15 storeys or its tallest point.



Proposed footprint

The proposed development would not alter the skyline or reduce the open sky around the Victoria Tower. The ability to 'recognise and appreciate' the Palace of Westminster in the view would be preserved and there would be no harm to the quality of the view.



Parliament Hill (Proposals – Blue, Protected Corridor – Red & Yellow)

The site sits within the background under setting consultation area of the viewing corridor. The current proposed development is obscured by the new tower at Cannon Wharf, SE2.



Greenwich Park (Proposals – Blue, Protected Corridor – Red & Yellow)

Have your say!

2.1 understand the context for the proposed height and massing.

Yes

No

Uncare

Your comment...

Click here to go to the previous page

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[17 – 33 Façade Works](#)
[Student Rooms](#)
[Public Realm](#)
[Height & Massing](#)

NEXT STEPS




William Road Viewed East


Thank you for taking the time to view our plans for 17 – 37 William Road. Please don't forget to submit your feedback on the next page.

If you have any queries, feel free to get in touch with the project team using the contact details on this website and we would be happy to help.


Our plans will look to deliver:




12,378 sq ft of affordable office workspace supporting local SMEs




Public realm improvements & 893 sq ft of new outdoor space




239 student rooms to support the growing Knowledge Quarter



35% genuinely affordable student rooms and 443 sq ft of amenity space



Ground floor facade improvements for 17 – 33 William Road



Replacement of the tired 1960s corner building

Have your say!

Any other comments:

Your comment...

Click here to go to the previous page

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←

→

You are on step eight

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Timeline

TIMELINE

The timeline below highlights key milestones for the project and consultation. As with nearly all planning applications, they are subject to change.

If you want to get involved in the consultation on behalf of a community group or as a neighbour, please do get in touch and we would be delighted to speak with you.

All of our consultation materials look to comply with the latest Accessibility Regulations for Public Sector Bodies. Physical copies of the virtual exhibition can be requested for those without access to the internet by using a freepost form that will accompany the postal invitation.

June 2019

- MBU Capital acquire the site

2019-present

- Pre-application discussions with Camden Council and the GLA

September 2020

- Launch of project website
- Stakeholder and resident contact
- Introductory neighbour newsletter with freepost feedback

October 2020

- Invitations sent by post & email
- Virtual Exhibition

November 2020

- Statement of Community Involvement produced
- Planning application submission to Camden Council

Early 2021

- Anticipated date for a planning committee in Camden

ANY QUESTIONS?
Do visit our FAQs

SIGN UP TO OUR MAILING LIST!

Sign up to get up-to-date news about the project.

Email...
SIGN UP

GET IN TOUCH!

If you have any questions about the project, please get in touch

CONTACT US

WILLIAM ROAD

Dedicated consultation website for the proposed redevelopment of 35-37 William Road, London Borough of Camden.

Quick Links

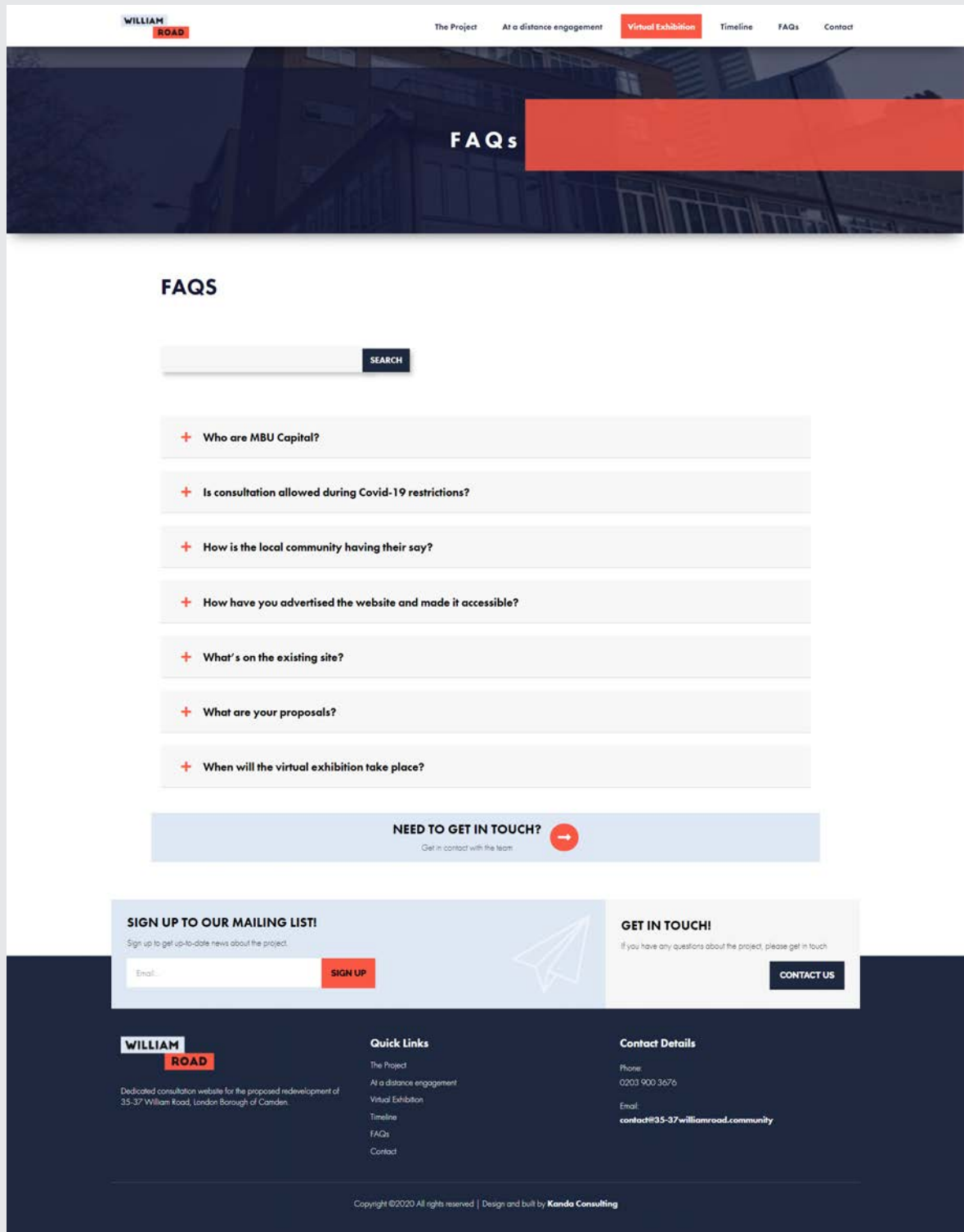
The Project
At a distance engagement
Virtual Exhibition
Timeline
FAQs
Contact

Contact Details

Phone
0203 900 3676

Email
contact@35-37williamroad.community

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Contact

GET IN TOUCH

Thank you for taking the time to visit the dedicated consultation website showcasing plans for MBU Capital's proposed redevelopment of 35-37 William Road.

Please do make sure you sign-up for all the latest information and updates on the consultation. If you have feedback, queries, or ideas, we would be delighted to hear from you!

Privacy Statement: Kanda will only hold your details for the duration of the project. For more information please visit kandaconsulting.co.uk/terms

CONTACT DETAILS

Phone:
020 3900 3676

E-mail:
contact@35-37williamroad.community

GET IN TOUCH

Name...

Email...

Postcode...

Address...

Your message...

SEND MESSAGE

SIGN UP TO OUR MAILING LIST!

Sign up to get up-to-date news about the project.

Email...

SIGN UP

GET IN TOUCH!

If you have any questions about the project, please get in touch

CONTACT US

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Dedicated consultation website for the proposed redevelopment of 35-37 William Road, London Borough of Camden.

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- [At a distance engagement](#)
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- [Timeline](#)
- [FAQs](#)
- [Contact](#)

Contact Details

Phone:
0203 900 3676

Email:
contact@35-37williamroad.community

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6.0

Information Pack

35-37
WILLIAM
ROAD

35-37 WILLIAM ROAD
Information Pack



MBU Capital are consulting on plans for the proposed redevelopment of 35 – 37 William Road. We would very much like to hear your thoughts on potential plans for the site.

Here you can view details of the current scheme and its history, leave feedback on the proposals, and get in touch with the project team.

To view the consultation website, please visit:
www.35-37williamroad.community

If you have any questions, please contact us at:
contact@35-37williamroad.community or **0203 900 3676**



35-37 William Road

Our Plans

Our plans will look to deliver:



New affordable workspace supporting the local community and SMEs



239 student rooms to support the growing Knowledge Quarter



Public realm **improvements**



Ground floor façade improvements for 17 – 33 William Road



35% genuinely affordable student rooms with designated outdoor space



> 35% reduction in carbon use compared with the existing building









Replacement of the tired 1960s corner building

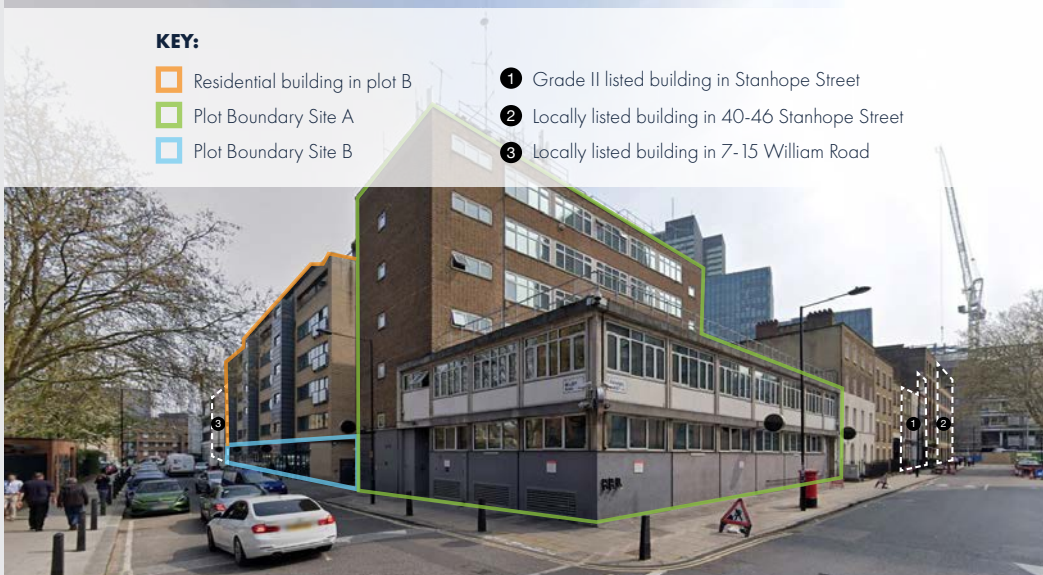


A full **Construction Management Plan**

KEY:

-  Residential building in plot B
-  Plot Boundary Site A
-  Plot Boundary Site B

-  Grade II listed building in Stanhope Street
-  Locally listed building in 40-46 Stanhope Street
-  Locally listed building in 7-15 William Road



Information Pack

Existing site

The 17 – 37 William Road planning application site consist of two plots separated by a singular parking space and one-storey maintenance building that connects the two.

35-37 William Road lies on the corner of William Road and Stanhope Street. The part-two, part-six-storey 1960s building comprises 100% office space of approximately 21,872 sq ft.

17 – 33 William Road forms part of the planning application site and is the early 21st century six-storey rectangular plot adjacent to the east of number 35 consisting of office space on the ground floor and residential above. The planning application only concerns the ground floor of 17 – 33 and we would not alter any residential space.

There are several constraints and opportunities that have informed our designs:

Constraints

- 01** | The site is not a listed building nor in a conservation area and lies within an eclectic mix of buildings in terms of height, design, and use.
- 02** | The adjacent 7-15 William Road is locally listed, whereas further south along Stanhope Street are three Grade II Listed Buildings and further locally listed buildings.
- 03** | The site is located within the viewing corridors: 2A.2 (Parliament Hill Summit to the Palace of Westminster) and 5A.2 (Greenwich Park looking to St Paul's).

Opportunities

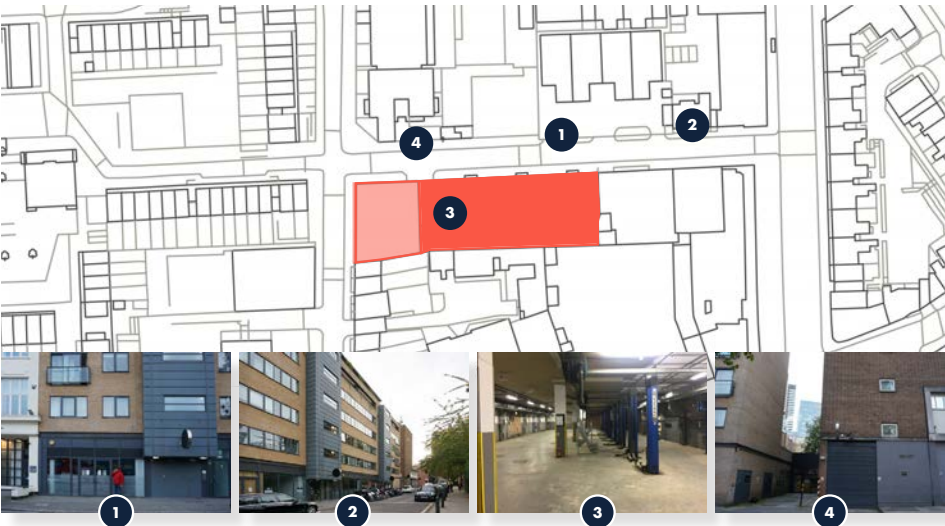
- 01** | The site's Public Transport Accessibility Level (PTAL) is 6b, the best possible rating.
- 02** | The site lies within the Central Activities Zone.
- 03** | The site sits within the Euston Opportunity Area.

35-37 William Road

Plot A



Plot B - Ground floor



Information Pack

Ground Floor Plans

The proposals would see the ground floor of 17 – 33 connected to 35 – 37. This would allow us to provide a more efficient layout than currently exists whilst providing distinct spaces for both the student rooms and affordable workspace users.

12,378 sq ft

of affordable workspace

1,345 sq ft

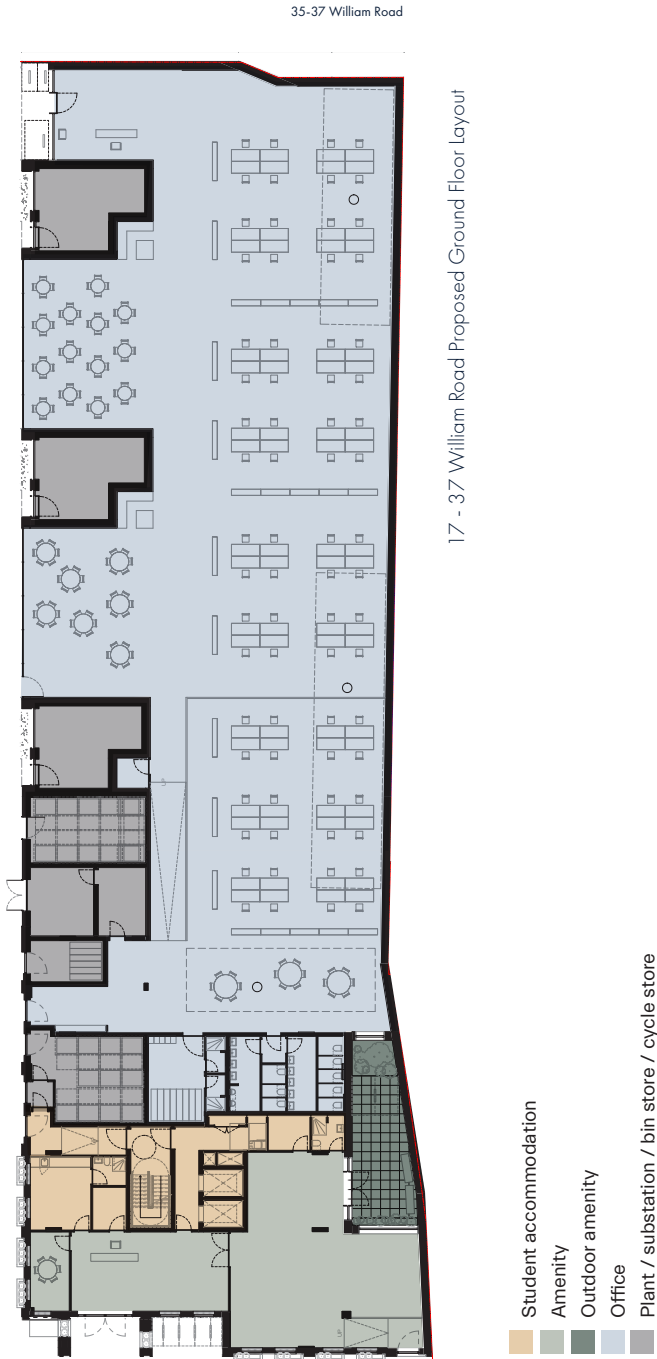
amenity area adjacent to reception and inner courtyard

462 sq ft

external amenity area at ground floor level for student accommodation

A new office entrance is proposed on the eastern side of William Road, closer to the commuters approaching from Euston station. The new frontage will reveal a clear differentiation between office entrance, residential entrance, and services entrances.

A student accommodation entrance will be included on Stanhope Street. This will activate the corner with William Road and provide a recessed, semi-public frontage, with small seating area and greenery.





17 - 37 William Road Proposed Ground Floor - Active View



Proposed Stanhope Street Student Entrance



Proposed William Road Affordable Workspace Entrance

35-37 William Road

17–33 Facade works

Our plans would see the façade of the 17 – 33 William Road ground floor refurbished.

Currently, the ground floor provides an entrance to the office space between two residential core entrances serving the apartments above.

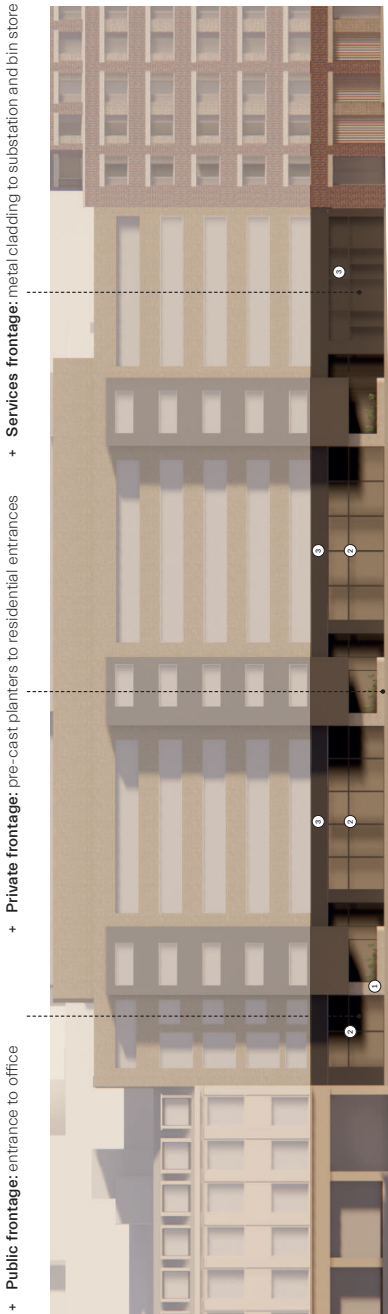
We would like to provide a distinct, separate entrances to the new affordable work-space and the residential building above. This has been designed in order to respect the locally listed buildings to the east and the emerging plans at 35 – 37 William Road.

The new residential entrances are designed with residents of 17 – 33 William Road in mind, who will benefit from better management and welcoming nature of the ground floor area. These residents are included in this consultation and have been notified separately of our plans, they will not need to vacate the premises for any length of time in order to realise the development.



Existing William Road Viewed West

Information Pack



Residential entrance:



Information Pack

Student rooms

We will provide 239 new student rooms in the space currently occupied by 35 – 37 William Road with 35% at genuinely affordable rent levels as determined by the Mayor of London.

This is high-spec, spacious, and desirable student housing. It is imperative to us that these rooms are filled, so we have a clear motivation to provide a positive experience for both new students and the local community in this development. We want to create a supportive community that thrives from the local community, interacts with the new affordable workspace, and contributes to Camden's Knowledge Quarter.

239

new student rooms

35%

student rooms at genuinely affordable rent levels as determined by the Mayor of London

The 'Knowledge Quarter' is a cluster of partners around Euston, King's Cross, and Bloomsbury that look to support students, researchers, and people that live and work in the area in the pursuit of knowledge.

There is an acute need for new student rooms in this area of London, with new targets for student housing being added to the Draft London Plan 2020.

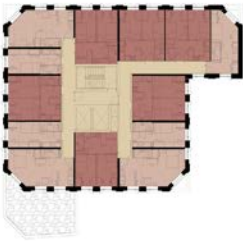
Students will enjoy accessible studio or 'twodio' rooms with an 'amenity floor' of flexible space and outdoor terrace. The feedback we have received on other student schemes, particularly during the Covid-19 outbreak, is that students appreciate the flexibility and choice of singular and communal space.

Information Pack

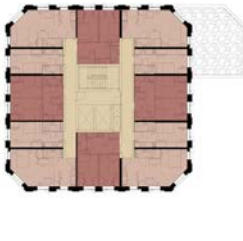
Typical lower floor plan



Typical middle floor plan



Typical upper floor plan



5th floor plan



- Student accommodation
- Studio
- Accessible studio
- Twodio
- Amenity
- Outdoor amenity
- Office
- Plant / substation / bin store / cycle store

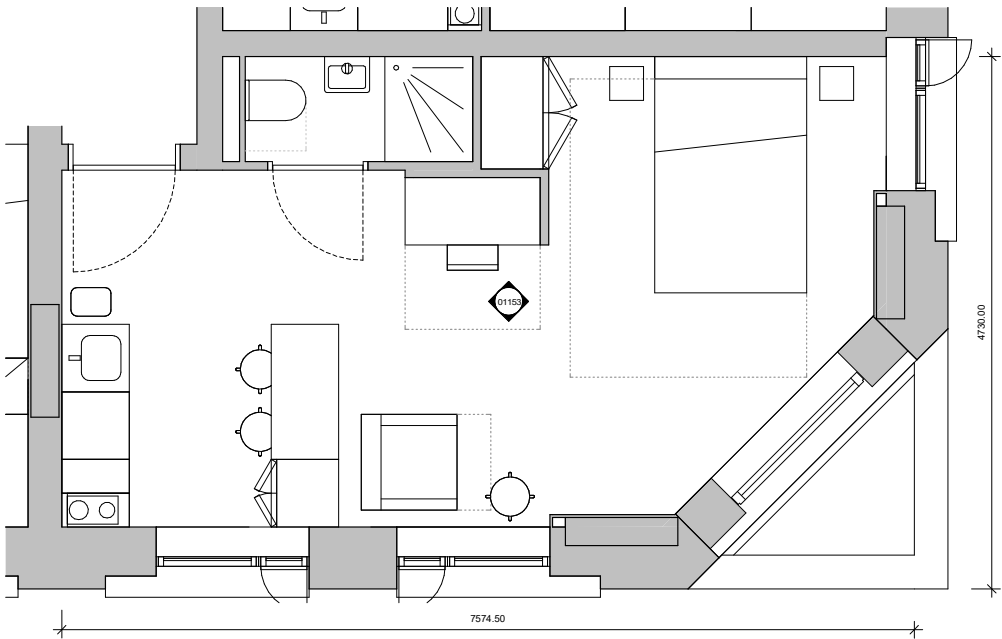
Student amenity floor plan



Student Amenity Space Sketch

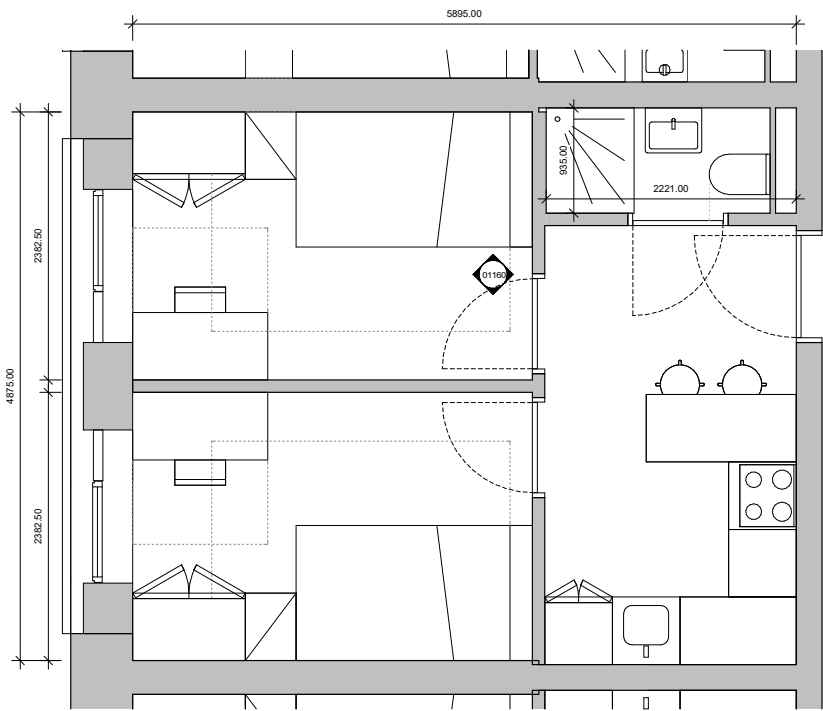
Information Pack

Typical Studio room internal view



Information Pack

Typical Twodio room internal view



Information Pack

Public realm

The existing building is outdated and does little to contribute to the local area. By developing the site, we would hope to activate this corner of Stanhope Street and William Road by providing improvements to both the building and the public realm.

The vacation of workers on the ground floor has made the area messier and poorly managed, which acts as a barrier to the residents above.

Our provision of greenery, recessed entrances, and open glazed areas will create a welcoming environment for residents and workers alike on both William Road and Stanhope Street.

Benefits

We are looking to incorporate a high standard of sustainable development utilising building methods and the site's 6b PTAL rating, with a raft of environmental benefits:

- | | | | |
|-----------|-------------------------------------|-----------|--|
| 01 | Car-free development | 04 | Energy efficient lighting |
| 02 | Targeting BREEAM 'Excellent' rating | 05 | Anticipated CO2 reduction of more than 35% |
| 03 | Air source heat pumps | | |

We will submit a full Construction Management Plan (CMP) prior to any works commencing that will be agreed in consultation with the community.

By signing up to the CMP and Considerate Constructors Code, we will include limitations to work hours and 'noisy' periods in construction as well as manage the routes that vehicles take.

Information Pack



Proposed View South-East from Stanhope Street



Proposed View East from Stanhope Street

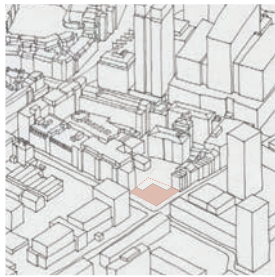
Information Pack

Height & massing

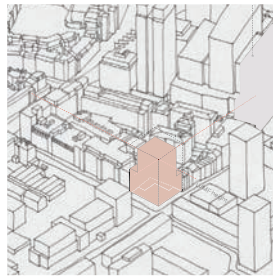
We have carefully considered the site's constraints and opportunities when devising our approach to height and massing.

The site's designation of a 6b PTAL rating, within the Euston Opportunity Area, and Central Activities Zone, provides a rare opportunity for development: one that is respectful of the local neighbourhood and protected views.

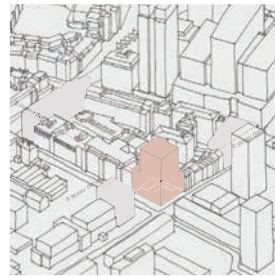
All of these factors have been considered, there is a variety of local residential building heights ranging from 4 to 18 storeys. We are proposing a new building on 35 – 37 William Road that reaches 15-storeys at its tallest point.



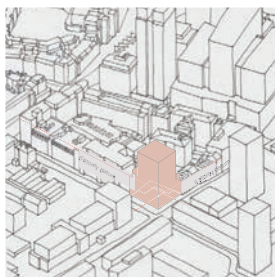
Proposal footprint



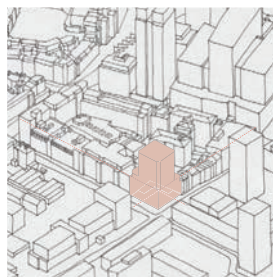
Extrusion below LVMF height



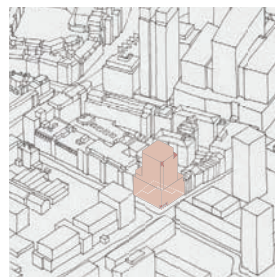
Shoulders height to align with corner buildings



Setbacks in shoulders to align with neighbouring buildings height



Breaking the mass in base and body



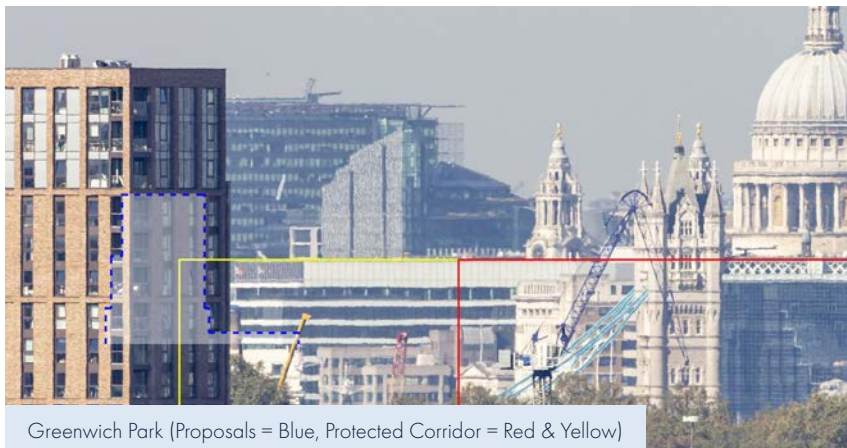
Sculpting the mass to create amenity spaces

Information Pack

The proposed development would not alter the skyline or reduce the open sky around the Victoria Tower. The ability to ‘recognise and appreciate’ the Palace of Westminster in the view would be preserved and there would be no harm to the quality of the view.



The site sits within the background wider setting consultation area of the viewing corridor. The current proposed development is obscured by the new tower at Cannon Wharf, SE8.



Information Pack

Next Steps

**Thank you for taking the time to view our plans for
35 – 37 William Road. Please don't forget to submit
your feedback on the next page.**

If you have any queries, feel free get in touch with the project team using the contact details on this website and we would be happy to help.

To view the consultation website, please visit:
www.35-37williamroad.community

If you have any questions, please contact us at:
contact@35-37williamroad.community or 0203 900 3676



View from Longford Street looking North



View from Stanhope Street looking North



View from Stanhope Street looking South



View from Stanhope Street looking South-East



View from William Road looking East



View from William Road looking West



Have Your Say

We are keen to hear what local residents think. Please let us know what your thoughts are below and return your feedback either via freepost or email.

CUT HERE

Name:

Postcode:

Email:

1. What is your priority for development in the local area?
-
2. The existing site is in need of redevelopment.
- NO

UNSURE

YES
3. Ground floor affordable workspace will make a positive contribution to the local area
- NO

UNSURE

YES
4. The proposed façade works are reasonable and sensitive
- NO

UNSURE

YES

5. The proposals will positively contribute to Camden’s growing Knowledge Quarter

☐ NO

☐ UNSURE

☐ YES

6. I am pleased with the proposed approach to public realm, sustainability, and construction

☐ NO

☐ UNSURE

☐ YES

7. I understand the context for the proposed height and massing.

☐ NO

☐ UNSURE

☐ YES

Any other comments:

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 that we did not store your information or keep you updated, please tick this box ☐



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