

155 Regent's Park Road

Statement of Community Involvement

February 2021

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1. Executive Summary

1.1 This Statement of Community Involvement has been prepared by Kanda Consulting on behalf of Uchaux Ltd ('The Applicant') to provide a record of the community and stakeholder consultation in relation to the proposed planning application for the hotel redevelopment at 151–157 Regents Park Road.

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 proposed redevelopment.

1.3 This Statement of Community Involvement relates to the following planning application:

Redevelopment to provide a part ground plus 6-storey building and part ground plus 3-storey building comprising a hotel with associated works

1.4 The consultation process was carried out in conjunction with pre-application meetings with the London Borough of Camden's planning and design officers, details of which are included within the Planning Statement and Design and Access Statement which accompany this application.

1.5 The brief was to develop and implement an engagement strategy with local residents, businesses, and community stakeholders around the site along with local political stakeholders.

1.6 To ensure the community was consulted, the following steps were taken:

- **Introductory email to political stakeholders and community groups** – Personalised email were sent to political stakeholders (see appendix I) and local community stakeholder groups on 18 January 2021 to invite them to meet to discuss the proposals and inform them of the upcoming public consultation.
- **Letter to nearby residents and businesses** – Individually addressed letters (see appendix II) were sent to 196 local residents and businesses in the area surrounding the site via Royal Mail 1st Class on 20 January 2021 to introduce the proposed redevelopment and to provide details of the consultation process and how the residents can get involved.
- **Postal consultation booklet** – A postal consultation booklet (see appendix III) with detailed information regarding the proposals was sent to 1,758 residential and business addresses. This included information and visuals relating to the proposals, a freepost feedback form and a link to the consultation website where residents could also view the development information online.
- **Project email** – A dedicated project email was registered in January 2021 to provide a digital communication channel with local stakeholders. All enquiries were responded to in a timely manner.

- **Project phone line** – The phone number, together with the email address, managed by Kanda was included in all project publications. All phone enquiries were directed to dedicated staff members who have been involved in the project.
- **Consultation website** – A dedicated project website (see appendix IV) 155regentsparkroad.com, with detailed information relating to the proposal was created to host the online consultation, necessary due to the restrictions imposed as a result of Covid-19. This website included a detailed overview of the proposals and enabled residents to complete an online feedback survey relating to the proposals for the development.
- **Virtual briefing session** – In addition to the online and postal consultation, the team also undertook a detailed briefing session with nearby local ward councillors via video conferencing. More details can be found later in section 4.

1.7 A total of 32 feedback forms were received, including 3 online submissions and 29 postal submissions.

1.8 The Applicant is committed to continuing to engage with the community and other key stakeholders following submission of the planning application.

1.9 The consultation for this project has been undertaken in line with the principles set out in the: National Planning Policy Framework (NPPF, 2019), Localism Act (2011) and the London Borough of Camden's Statement of Community Involvement (2016).

1.10 The NPPF sets out the Government's planning policies for England and is a framework in which Local Plans can be produced. The document states that applications which seek effective and proactive engagement with communities and other interested parties should be looked upon favourably. We have sought throughout this consultation process engage with local residents and other stakeholders early in our design process, creating plenty of opportunities for people to engage.

1.11 The Localism Act is intended to empower local communities to participate in the planning processes in their areas. Through this consultation process we have consistently reached out to local groups and provided them with a platform to voice their opinions on our proposals and offer their suggestions.

1.12 Camden Council's Statement of Community Involvement gives guidance on how prospective applicants should engage in consultation with the local community. It stresses giving residents advanced notice of planning applications and taking an active effort to gather their thoughts and opinions on proposals prior to submission.

1.13 The Council encourages applicants to engage with the community and stakeholders before submitting a planning application by informing local residents about the scheme and identifying what can be influenced by making representations, utilising a wide range of consultation methods to engage with local residents, submitting a consultation summary outlining the community involvement carried out and identifying any changes made as a result of responses received.

2. Consultation objectives

2.1 In 2019, a planning application for the site was submitted by Uchaux Ltd to the London Borough of Camden. The planning application was subsequently withdrawn to allow the Applicant to reconsider the response to public consultation feedback, such as feedback on the building height and massing and relationship with nearby listed buildings.

2.2 Since January 2021, Uchaux Ltd and Kanda Consulting have carried out community engagement and pre-application consultation to inform the updated redevelopment proposals.

2.3 The proposals have been informed by community feedback. The consultation process has included online and postal exhibitions and individual conversations with stakeholders. The aims of the consultation process have been to:

- Raise awareness and facilitate understanding of the updated proposals
- Gain an understanding of local resident's views on the development
- Actively respond to stakeholders' concerns and queries regarding the development
- Offer a wide variety of ways for stakeholders to get involved
- Facilitate an understanding of the planning process
- Provide clear and thorough information, with experts and specialists on-hand to provide informed responses

2.4 The public consultation took place in conjunction with the formal pre-application discussions with the London Borough of Camden. These included discussions with Camden's planning officers and the Design Council's Design Review Panel. Details of how the proposals have been informed by these discussions can be found in the Planning Statement and Design and Access Statement accompanying the planning application.

2.5 The Applicant is committed to continuing to engage with the community and other key stakeholders following submission of the planning application.

3. Communications

3.1 Due to the government's advice on social distancing relating to Covid-19, the Applicant decided to conduct the pre-application consultation remotely to ensure a thorough consultation process could be maintained and the local community was able to effectively consider and respond to the redevelopment proposals.

3.2 In order to inform local stakeholders about the proposed development and to ensure they understood how to get involved in the process and register their interest, a variety of communication methods were employed.

3.3 Invitations for a one-to-one meeting

– Individual emails were sent to key local stakeholders to:

- Introduce the development proposals
- Invite stakeholders to view the online exhibition
- Offer the opportunity to meet virtually on a one-to-one basis to discuss the proposals in more detail
- Explain the consultation process
- Provide contact details

3.4 The emails (see appendix I) were sent to the following stakeholders on 19 January 2021:

- Haverstock ward councillors
- Camden Town with Primrose Hill ward councillors

3.5 The emails to community stakeholders were sent to the following stakeholders on 19 January 2021:

- New Eton Residents Association
- The Roundhouse
- Camden Town Unlimited

3.6 Letter to nearby residents and businesses

– Individually addressed letters (see appendix II) were sent to 196 local residents and businesses in the area surrounding the site via Royal Mail 1st Class on 20 January 2021. The aim of the letter was to:

- Introduce the proposed development and the Applicant before consultation materials were distributed more widely
- Provide details of the consultation process and how the residents can get involved
- Promote the consultation website and communications channels



Postal distribution boundary

3.7 Postal consultation booklet – A postal consultation booklet (see appendix IV) with detailed information regarding the proposals was sent to 1,758 residential and business addresses. This included information and visuals relating to the proposals, a freepost feedback form and a link to the consultation website where residents could also view the development information online.

3.8 Consultation website – A dedicated project website 155regentsparkroad.com was set up in January 2021 to provide information on the proposed development, and the consultation process (see appendix IV). The website was used to host an online exhibition. In addition, the website included a contact form and an online survey to allow local residents to comment on the proposals. As of 10 February, the website was visited by 102 unique visitors.

3.9 Project email – A dedicated project email was registered in January 2021 to provide a digital communication channel with local stakeholders. All enquiries were responded to in a timely manner.

3.10 Project phone line – The phone number, together with the email address, managed by Kanda was included in all project publications. All phone enquiries were directed to dedicated staff members who have been involved in the project.

3.1 Project branding – A unique graphics identity and logo were designed specifically for the consultation process. These were consistently used across all project publications and presentation materials to ensure these materials were easily recognised and to promote engagement.

4. Stakeholder engagement

4.1 Due to the current restrictions and government guidance related to Covid-19, the stakeholder engagement was conducted virtually.

4.2 Meeting invitations were sent to the following stakeholders in January 2021:

- Haverstock ward councillors
- Camden Town with Primrose Hill ward councillors
- New Eton Residents Association
- The Roundhouse
- Camden Town Unlimited

4.3 On 29 January 2021, a virtual meeting via Microsoft Teams was conducted with the following local ward councillors:

- Councillor Alison Kelly (Haverstock Ward Councillor)
- Councillor Abdul Quadir (Haverstock Ward Councillor and Chair of the Audit and Corporate Governance Committee)
- Councillor Patricia Callaghan (Camden Town with Primrose Hill Ward Councillor and Cabinet Member for a Healthy and Caring Camden and Deputy Leader)
- Cllr Richard Cotton (Camden Town with Primrose Hill Ward Councillor, Chair of Licensing Committee and Former Mayor)

4.4 The aim of the briefing session was to:

- Introduce and gather feedback on the redevelopment proposals
- Introduce the details of the proposed development
- Explain the design changes since the previously withdrawn planning application
- Gain an understanding of how the development could align with the Council's aspirations and priorities for the local area
- Provide updates on the engagement and consultation activities
- Gather views from local constituents

4.5 During the meeting, a wide range of topics and issues were discussed including building design and height, potential public realm improvements, financial contributions towards affordable housing and workspace and how the development could work with other developments in the area. The Applicant also gave an extensive comparison between the previously withdrawn application and the updated proposals and how updated proposals responded to the consultation feedback.

5. Consultation and feedback

5.1 Due to the current restrictions and government guidance related to Covid-19, the Applicant was unable to conduct face-to-face consultation events.

5.2 A number of alternative means of communication were employed to compensate for the lack of face-to-face consultation activities. These included the online and postal exhibitions to ensure an equal amount of information is accessible across different means of communications.

5.3 The online exhibition was promoted via email to local stakeholders, individually addressed letter to 196 nearby residents and businesses, together with the postal exhibition booklet distributed to 1,758 nearby residents and businesses surrounding the site.

5.4 Both the online exhibition and the postal exhibition booklets have provided extensive details on the proposed development, these included:

- Introduction of the Applicant and planning context
- Site plan of the proposed development
- Computer-generated imagery (CGI)
- Building height and placement
- The proposed hotel
- Building design
- Public realm improvements
- Consultation process and how residents can comment on the proposals

5.5 Contact details were provided in all consultation material to ensure local stakeholders are able to contact the Applicants to discuss and raise further questions regarding the proposed development.

5.6 Local residents and stakeholders were given the opportunity to comment on the proposals on the consultation website and via the freepost feedback form accompanying the postal exhibition booklet.

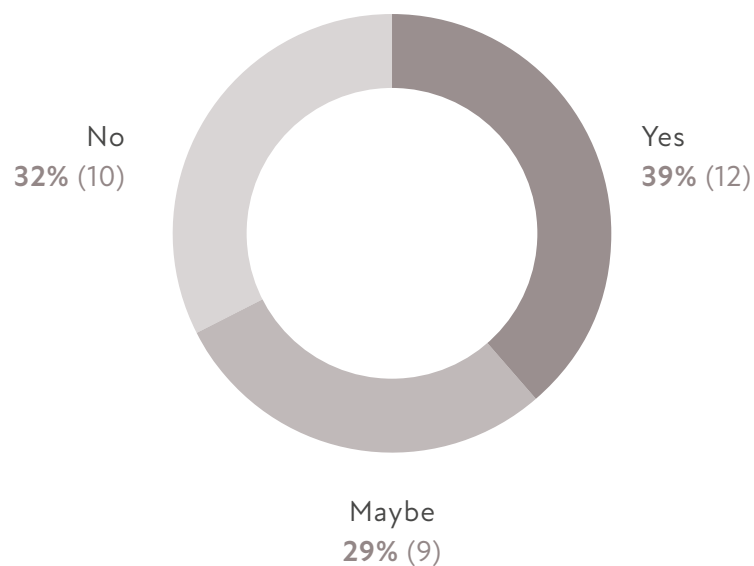
5.7 A total of 32 feedback forms were received, including 3 online submissions and 29 postal submissions.

5.8 Both online and postal formats asked for responses to the same questions. 5 multiple-choice questions and an open-ended question were included in the feedback form.

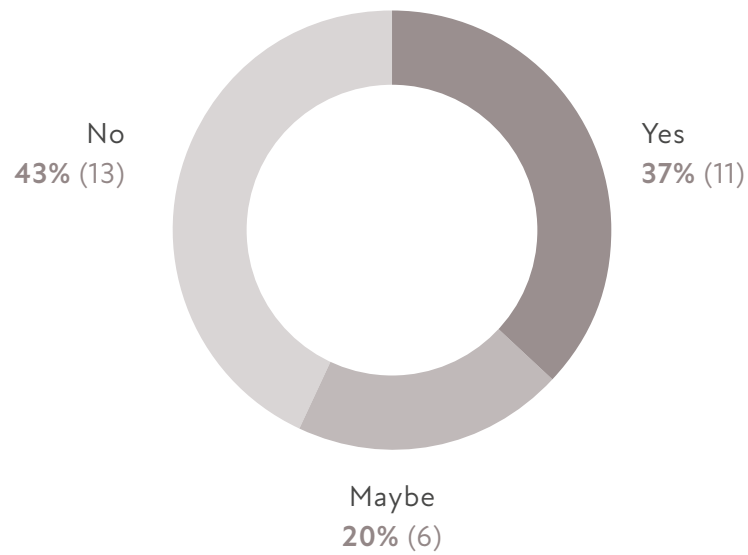
5.9 These questions sought to gather stakeholders' view on different aspects of the proposed development. These included:

- General opinion on the proposed development
- Local priorities for the development
- The proposed hotel
- Architectural design and building height
- Public realm improvements

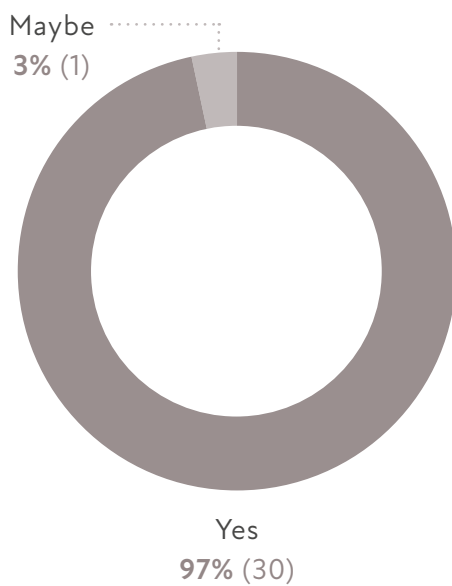
5.10 Quantitative feedback

Q1 What are your priorities for the new development?**Q2 Do you think a hotel will represent a better use of space than the existing building?**

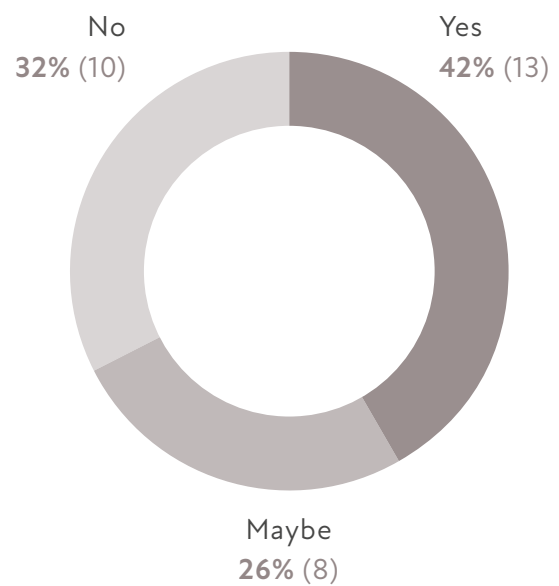
Q3 Do you think the building design responds well to the surrounding context of the local area?



Q4 Do you support the reduction of building height from the previous proposals?



Q5 Do you think the proposed public realm improvements will benefit the local area?



5.11 The following provides a summary of the Applicant's response to the feedback obtained throughout the consultation process, including the online and postal exhibitions and stakeholder meetings.

| Comments/feedback | Applicant's response |
|--|---|
| <p>Building height and massing</p> <p>Overall, there is strong support for the reduction of building height and massing since the last planning application.</p> <p>However, some respondents were concerned about the proposed building being too tall.</p> | <p>In July 2019, a planning application for the site was submitted by the Applicant to the London Borough of Camden. The planning application was subsequently withdrawn to allow the Applicant to reconsider our response to consultation feedback, such as feedback on the building height and massing and relationship with nearby listed buildings.</p> <p>Compared to the previously submitted scheme, the building height has been reduced from part-8 and part-6 storeys to part-7 and part-4 storeys. In addition, the taller element has been repositioned to improve the relationship with the Roundhouse.</p> <p>The Applicant's approach has considered carefully what building height is appropriate for the site, its impact on neighbouring properties and key views of the local area. This has also been informed by local planning policies and regulations, and through working closely with Camden Council's planning officers throughout the design process.</p> |
| <p>Building design and architectural style</p> <p>The feedback on the building design and architectural style were mixed. Whilst some agreed that the design responds well the local context, a number of respondents raised concerns that the proposed building looks too different from the existing buildings in the area.</p> | <p>Throughout the design process, the Applicant has considered carefully the building design within the context of the site and character of the surrounding area.</p> <p>The Applicant had regular reviews and incorporated comments from Camden's Design Review Panel. Compared to the previous application, the architectural expression and materiality remains largely unchanged since this was positively received at the DRP.</p> <p>In addition to the building height and massing, the Applicant has made a number of design changes to respond to consultation feedback, such as revising the elevations, window openings and façade materials. Further details can be found in the Design and Access Statement accompanying the application.</p> |

| Comments/feedback | Applicant's response |
|--|--|
| <p>Hotel use</p> <p>A number of respondents raised concerns over the impact on the local character associated with the proposed change of land use to hotel use. A number of respondents questioned whether there is a demand for a new hotel in the area, particularly in the context of Covid-19.</p> | <p>The Applicant believes that there is a demand for a small-scale lifestyle hotel in this part of Camden which is well connected by public transport and within close proximity to a number of tourist and leisure venues.</p> <p>The proposals will deliver a new 59-room hotel for Camden. The number of rooms has been reduced from 70 in the previously submitted scheme. The hotel, together with potential public realm improvements, will complement the surrounding area as a major leisure and cultural destination. It will provide high-quality accommodation to visitors to local cultural institutions such as the nearby Roundhouse and support additional job opportunities for the local area.</p> <p>In addition, the Applicant has secured official partnership with the Roundhouse to provide accommodations to the institution's visitors.</p> <p>Covid-19 has had a major impact on the hospitality industry, particularly on hotels, bars and restaurants. Whilst it is difficult to predict how Covid-19 will change the way people work and travel, the Applicant believes that the proposals will provide a boost to the local economy and support local employment in the long run.</p> |
| <p>Public realm</p> <p>Many respondents considered the public space outside the proposed building to be an important community space for public gatherings. Whilst the proposed public realm improvements were welcomed, some respondents questioned the impact on existing use.</p> | <p>The proposals will explore opportunities to deliver substantial improvements to the public spaces around Regent's Park Road and Adelaide Road and to both the West & East courtyards. These improvements will help activate the street frontages and deliver an enhanced experience for pedestrians.</p> <p>The existing public realm to the east of the site is of poor quality. While acknowledging that this is outside of the site boundary, the Applicant is committed to contributing towards efforts to improve the appearance, landscaping, use and enjoyment of it. This would be to the benefit both of the proposed development and to the wider context.</p> <p>The Applicant has put forward some detailed proposals for the improvements and is currently in discussions with planning authorities and Highways England to bring forward these ideas.</p> |

| Comments/feedback | Applicant's response |
|---|---|
| <p>Impact on traffic</p> <p>A small number of respondents raised concerns over the impact on existing traffic associated with the hotel use.</p> | <p>Being situated opposite Chalk Farm Station, the highly accessible location allows the development to be car-free. The proposals strongly promote sustainable travel options and include a substantial number secure cycle parking spaces for visitors.</p> <p>As it is anticipated most visitors to the proposed hotel will use public transport, there will be no significant changes to the amount of traffic generated by the proposals as compared to the current use of the site.</p> <p>Further details can be found in the Transport Assessment accompanying the application.</p> |
| <p>Public access</p> <p>A small number of respondents suggested that the proposed building should maximise its access to the public.</p> | <p>The Applicant believes that the proposed hotel, together with potential public realm improvements, will deliver benefits to the local community. Most of the ground-floor space including the food and beverage space will be accessible to the public.</p> |

6. Conclusion

6.1 Since January 2021, Uchaux Ltd and Kanda Consulting have carried out community engagement and pre-application consultation to inform the updated redevelopment proposals.

6.2 The pre-application process provided an opportunity for constructive engagement with the development team, a dialogue the team hopes to continue throughout the planning and construction process.

6.3 In order to inform local stakeholders about the proposed development and to ensure they understood how to get involved in the process and register their interest, a variety of communication methods were employed.

6.4 Due to the current restrictions and government guidance related to Covid-19, the Applicant was unable to conduct face-to-face consultation events.

6.5 A number of alternative means of communication were employed to compensate for the lack of face-to-face consultation activities. These included the online and postal exhibitions to ensure an equal amount of information is accessible across different means of communications.

6.6 The Applicant is committed to continuing to engage with the community and other key stakeholders following submission of the planning application.

APPENDICES

Appendix I

Introductory email to political stakeholders and community groups

Subject: Redevelopment Proposals for 155 Regent's Park Road
Date: Monday, 18 January 2021 at 19:04:44 Greenwich Mean Time
From: [REDACTED]
To: [REDACTED]
CC: 155rpr
Attachments: image001.jpg

Dear [REDACTED],

Re: Redevelopment proposals for 155 Regent's Park Road

On behalf of Uchaux Ltd, I am writing to you regarding our plans to redevelop an existing building on 151–157 Regents Park Road. Following extensive consultation, Uchaux Ltd is bringing forward updated plans to redevelop an existing building at 151–157 Regents Park Road. Our proposals include a high-quality hotel, together with opportunities for public realm improvements.

In July 2019, a planning application for the site was submitted by Uchaux Ltd to the London Borough of Camden. The planning application was subsequently withdrawn to allow us to reconsider our response to consultation feedback, such as feedback on the building height and massing and relationship with nearby listed buildings.

Since then, we have continued working closely with relevant stakeholders on progressing the building design and updating our approach to the building's height as well as responding to the surrounding context.

The proposals will deliver a new 58-room hotel for Camden. The number of rooms has been reduced from 70 in the previously submitted scheme. This project is also the official hotel partner of the Roundhouse.

We will soon be submitting an updated planning application and we would like to hear from the local community to understand your views on the redevelopment. We are particularly keen to hear what local stakeholders think about our proposals.

In light of the current restrictions on gatherings, we have taken the decision to conduct the consultation remotely. As an alternative to face-to-face consultation events, we will be gathering feedback online, via phone calls, virtual meetings and a postal survey.

We have launched a dedicated consultation website (www.155regentsparkroad.com). The website includes more details on our proposals. You can also comment on the proposals through the online survey on our website.

If you have further questions or want to speak to us about the proposals, please contact the team at 155rpr@kandaconsulting.co.uk or call 0203 900 3676.

Kind regards,

[REDACTED]

155 Regent's Park Road Consultation Team

W: <https://www.155regentsparkroad.com/>

E: 155rpr@kandaconsulting.co.uk

T: 0203 900 3676

155 Regent's
Park Road
Redevelopment

Appendix II

Letter to nearby residents and businesses (P.1)

155 Regent's Park Road *Redevelopment*

155regentsparkroad.com
155rpr@kandaconsulting.co.uk
0203 900 3676



Dear residents,

Re: Redevelopment proposals for 155 Regent's Park Road

I am writing to you regarding our plans to redevelop an existing building at 151–157 Regent's Park Road. Following extensive consultation, Uchaux Ltd is bringing forward updated plans for 151–157 Regent's Park Road. Our proposals include a high-quality hotel, together with opportunities for public realm improvements.

In July 2019, a planning application for the site was submitted by Uchaux Ltd to the London Borough of Camden. The planning application was subsequently withdrawn to allow us to reconsider our response to consultation feedback, such as feedback on the building height and massing and relationship with nearby listed buildings.

Since then, we have continued working closely with relevant stakeholders on progressing the building design and updating our approach to the building's height as well as responding to the surrounding context.

The proposals will deliver a new 58-room hotel for Camden. The number of rooms has been reduced from 70 in the previously submitted scheme. This project is also the official hotel partner of the Roundhouse.

Appendix II

Letter to nearby residents and businesses (P.2)

155 Regent's Park Road *Redevelopment*

🌐 155regentsparkroad.com
 @ 155rpr@kandaconsulting.co.uk
 ☎ 0203 900 3676



Artist's impression of the proposed hotel

Artist's impression of the hotel entrance and outdoor area

We will soon be submitting an updated planning application and we would like to hear from the local community to understand your views on the redevelopment. We are particularly keen to hear what nearby residents and businesses think about our proposals.

In light of the current restrictions on gatherings, we have taken the decision to conduct the consultation remotely. As an alternative to face-to-face consultation events, we will be gathering feedback online, via phone calls, virtual meetings and a postal survey.

We have launched a dedicated consultation website (www.155regentsparkroad.com). The website includes more details on our proposals. You will soon receive additional information by post which will include a freepost feedback form. You can also comment on the proposals through the online survey on our website.

If you have further questions or want to speak to us about the proposals, please contact the team at **155rpr@kandaconsulting.co.uk** or call **0203 900 3676**.

Kind regards,

155 Regent's Park Road Consultation Team

Appendix III

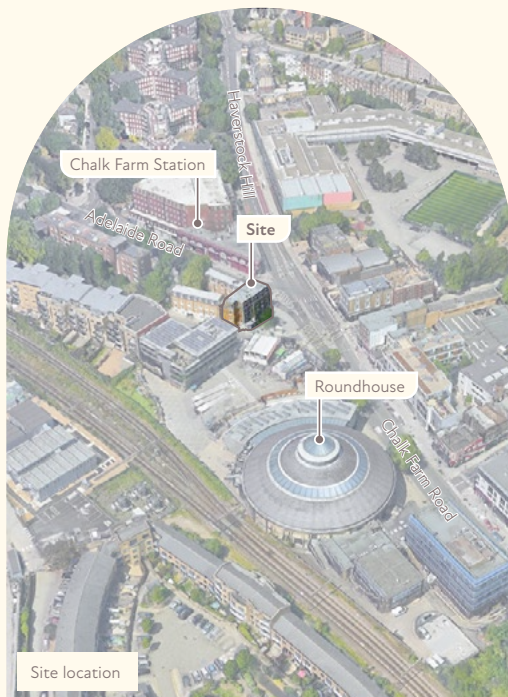
Postal consultation booklet (P.1)

Postal exhibition | January 2021

155 Regent's Park Road *Redevelopment*

Following extensive consultation, Uchaux Ltd is bringing forward updated plans to redevelop an existing building on 151-157 Regent's Park Road. Our proposals include a high-quality hotel, together with opportunities for public realm improvements.

In this postal exhibition, you can learn more about our proposals for a new hotel in Chalk Farm, the consultation process and how you can comment on the proposals before we submit the planning application. For more details, please visit our website at 155regentsparkroad.com.



Key facts about the redevelopment



58
hotel rooms



Part-4 and
part-7 storeys

The existing building

The existing building is 4 storeys, accommodating retail use at ground floor, office use on the first and second floors and one residential unit on the third floor. The Site is located on a prominent street corner at the junction of Regent's Park Road and Haverstock Hill.

The redevelopment will see the demolition of an existing building of little architectural value to open up an opportunity to replace it with distinctive architecture that could contribute positively to the surrounding area.

Appendix III

Postal consultation booklet (P.2)

155 Regent's Park Road

155regentsparkroad.com

Artist's impression of the proposed hotel



Artist's impression of the hotel entrance and outdoor area



Planning history

In July 2019, a planning application for the site was submitted by Uchaux Ltd to the London Borough of Camden. The planning application was subsequently withdrawn to allow us to reconsider our response to consultation feedback, such as feedback on the building height and massing and its relationship with nearby listed buildings.

Since then, we have continued working closely with relevant stakeholders on progressing the building design and updating our approach to the building's height as well as responding to the surrounding context.

We will soon be submitting an updated planning application and we are therefore keen to share details with neighbours beforehand.



The proposed hotel

The proposals will deliver a new 58-room hotel for Camden. The number of rooms has been reduced from 70 in the previously submitted scheme. The hotel, together with potential public realm improvements, will complement the surrounding area as a major leisure and cultural destination.

It will provide high-quality accommodation to visitors to local cultural institutions such as the nearby Roundhouse and support additional job opportunities in the local area. This project is also the official hotel partner of the Roundhouse.

The proposed scheme will contribute to the delivery of both affordable housing and workspace in the borough through the delivery of two intermediate affordable housing units on the neighbouring site in addition to up to 300 sq m of workspace in the vicinity.

Artist's impression of the view from
Haverstock School

Appendix III

Postal consultation booklet (P.3)

Postal exhibition | January 2021

Facade detail



Building design

The design of the building will respond to the context of nearby existing buildings. Our design and the building materials used will respect the rich architectural heritage of the area and have a range of influences.

The proposed building has been carefully positioned and modelled to respect the setting of the Roundhouse (Grade II* listed) and Chalk Farm underground station (Grade II listed), and the views of these listed buildings.

Compared to the previously submitted scheme, the building height has been reduced from part-8 and part-6 storeys to part-7 and part-4 storeys. In addition, the taller element has been repositioned to improve the relationship with the Roundhouse.



Artist's impression of the view from Adelaide Road

Appendix III

Postal consultation booklet (P.4)

Postal exhibition | January 2021



Public realm improvements

Our proposals will explore opportunities to deliver substantial improvements to the public spaces around Regent's Park Road and Adelaide Road and to both the West & East courtyards. These improvements will help activate the street frontages and deliver an enhanced experience for pedestrians.

We are currently in discussions with planning authorities and Highways England to bring forward these ideas for the public realm improvements as they fall outside of the site boundary of the redevelopment.



(Left) Artist's impression of the proposed paving design inspired by local music culture; (top) Artist's impression of the proposed public realm improvements

Public consultation

We would like to hear from the local community to understand your views on the redevelopment. We are particularly keen to hear what nearby residents and businesses think about our proposals.

Your feedback will help inform the design proposals ahead of submission of a planning application to the London Borough of Camden.

Have your say

To provide feedback on the proposed redevelopment of 155 Regent's Park Road, please fill in the attached freepost feedback form below by **27 January 2021**. You can also submit comments on our website at 155regentsparkroad.com.

Get in touch


Please visit our website to find out more about the proposals. If you have any queries or want to find out more about our proposals, please contact us using the details below.

 Website

155regentsparkroad.com

 Email

155rpr@kandaconsulting.co.uk

 Phone

0203 900 3676

**155 Regent's
Park Road**
Redevelopment

Appendix III

Postal consultation booklet (freepost feedback form)

155 Regent's Park Road

Feedback form

Name

Email

Postcode

Address

Q1 What are your priorities for the new development?

(Feel free to choose more than one)

☐ New hotel offer

☐ Integration with the local area

☐ Building design

☐ Public realm improvements

Q2 Do you think a hotel will represent a better use of space than the existing building?

☐ Yes

☐ Maybe

☐ No

Q3 Do you think the building design responds well to the surrounding context of the local area?

☐ Yes

☐ Maybe

☐ No

Q4 Do you support the reduction of building height from the previous proposals?

☐ Yes

☐ Maybe

☐ No

Q5 Do you think the proposed public realm improvements will benefit the local area?

☐ Yes

☐ Maybe

☐ No

Q6 Please let us know if you have any additional views on the proposals.

Freeport Plus RUAE-BZXR-EELX
KAN0212
1st Floor
44-48 Paul Street
London
EC2A 4LB

1


Appendix IV

Consultation website (homepage)

155 Regent's Park Road
Home
The Proposals
Have Your Say
Contact Us

155 Regent's Park Road Redevelopment

Welcome to the dedicated consultation website for the redevelopment of 155 Regent's Park Road, being brought forward by Uchaux Ltd.




Welcome

On this website, you can learn more about our proposals for a new hotel in Chalk Farm, the consultation process and how you can comment on the proposals before we submit the planning application.

Project team:

- Uchaux Ltd (Developer)
- Piercy&Company (Architects)
- DP9 (Planning Consultants)
- Kanda (Community Engagement)



The Proposals →

155 Regent's Park Road

Phone:
020 3900 3676

Email:
155rpre@kandaconsulting.co.uk

Sign up for updates

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

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Appendix IV

Consultation website (the proposals page)

155 Regent's Park Road
Home
The Proposals
Have Your Say
Contact Us

The Proposals

Introduction

Following extensive consultation, Uthman Ltd is bringing forward updated plans to redevelop an existing building at 151-157 Regent's Park Road. Our proposals include a high-quality hotel, together with opportunities for public realm improvements.

Key facts about the redevelopment:

58 hotel rooms

Part 4 and part 7 storeys

The proposed scheme will contribute to the delivery of both affordable housing and workspace in the borough through the delivery of two intermediate affordable housing units on the neighbouring site in addition to up to 300 sq m of workspace in the vicinity.

The existing building

The existing building is 4 storeys, accommodating retail use at ground floor, office use on the first and second floors and one residential unit on the third floor. The site is located on a prominent street corner at the junction of Regent's Park Road and Haverstock Hill.

The redevelopment will see the demolition of an existing building of little architectural value to open up an opportunity to replace it with distinctive architecture that could contribute positively to the surrounding area.

Planning history

In July 2019 a planning application for the site was submitted by Uthman Ltd to the London Borough of Camden. The planning application was subsequently withdrawn to allow us to reconsider our response to consultation feedback, such as feedback on the building height and massing and relationship with nearby listed buildings.

Since then, we have continued working closely with relevant stakeholders on progressing the building design and updating our approach to the building's height as well as responding to the surrounding context.

We will soon be submitting an updated planning application and we are therefore keen to share details with neighbours beforehand.

The proposed hotel

The proposals will deliver a new 58-room hotel for Camden. The number of rooms has been reduced from 70 in the previously submitted scheme. The hotel, together with potential public realm improvements, will complement the surrounding area as a major leisure and cultural destination. It will provide high-quality accommodation to visitors to local cultural institutions such as the nearby Roundhouse and support additional job opportunities for the local area. This project is also the official hotel partner of the Roundhouse.

Building design

The design of the building will respond to the context of nearby existing buildings. Our design and the building materials used will respect the rich architectural heritage of the area and have a range of influences.

The proposed building has been carefully positioned and modelled to respect the setting of the Roundhouse (Grade II listed) and Chalk Farm underground station (Grade II listed), and the views of these listed buildings.

Facade detail

Compared to the previously submitted scheme, the building height has been reduced from part 8 and part 6 storeys to part 7 and part 4 storeys. In addition, the taller element has been repositioned to improve the relationship with the Roundhouse.

Artist's impression of the view from Haverstock School

Artist's impression of the view from Adelaide Road

Public realm improvements

Our proposals will explore opportunities to deliver substantial improvements to the public spaces around Regent's Park Road and Adelaide Road and to both the West & East courtyards. These improvements will help activate the street frontages and deliver an enhanced experience for pedestrians.

Artist's impression of the proposed public realm improvements

We are currently in discussions with planning authorities and Highways England to bring forward these ideas for the public realm improvements as they fall outside of the site boundary of the redevelopment.

Artist's impression of the proposed paving design inspired by local music culture

Have Your Say →

155 Regent's Park Road
Phone: 020 9900 3676
Email: 155pr@mathandacoustics.co.uk

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Appendix IV

Consultation website (have your say page)

155 Regent's Park Road
Home
The Proposals
Have Your Say
Contact Us

Have Your Say

Public consultation

Thank you for taking the time to view our redevelopment proposals for 155 Regent's Park Road. We would like to hear from the local community to understand your views on the redevelopment. We are particularly keen to hear what nearby residents and businesses think about our proposals.

Your feedback will help inform the design proposals ahead of the submission of a planning application to the London Borough of Camden.

To provide feedback on the proposed redevelopment of 155 Regent's Park Road, please fill in the questionnaire below.

5 → What are your priorities for the new development? Feel free to choose more than one.

Choose as many as you like

☐ A New hotel offer
☐ B Integration with the local area
☐ C Building design
☐ D Public realm improvements

3% completed

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Gathering feedback

In light of the current restrictions on gatherings, we have taken the decision to conduct the consultation remotely. As an alternative to face-to-face consultation events, we will be gathering feedback online, via phone calls, virtual meetings and a postal survey.

We will send additional information by post to nearby residents. It will include details of the proposal and a freepost survey. You can also get in touch using the details in the Contact Us page if you would like to request additional information via post or arrange a virtual meeting with the project team.

Contact Us →

155 Regent's Park Road

Phone:
020 3900 3676

Email:
155rpre@kandaconsulting.co.uk

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Interactive survey

Appendix IV

Consultation website (contact us page)

[Home](#)
[The Proposals](#)
[Have Your Say](#)
[Contact Us](#)

Contact Us

Contact Us

If you have any queries or want to find out more about our proposals, please contact us using the contact details below. Alternatively, you can send us a message using the form below.

Phone:
020 3900 3676

Email:
155rpr@kandaconsulting.co.uk

Get in touch

Name...

Email...

Postcode...

Address...

Your message...

SEND MESSAGE

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KANDA

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