

Grand Union House, London NW1
Statement of Community Involvement

February 2021



CONTENTS

EXECUTIVE SUMMARY.....	2
CONSULTATION OBJECTIVES	4
CONSULTATION.....	5
PREPARATION.....	6
CONSULTATION ACTIVITIES	9
RESPONSE TO FEEDBACK.....	12
NEXT STEPS	13
APPENDICIES	14

EXECUTIVE SUMMARY

This Statement of Community Involvement (SCI) summarises the process of public consultation that has been undertaken on behalf of Camden Mixed Developments Limited (“the Applicant”) to accompany a full planning application for the redevelopment of Grand Union House, 20 Kentish Town Road, Greater, Kentish Town, London NW1 9NX.

Four Communications, a specialist public relations agency, was appointed by the Applicant to deliver a full and thorough consultation programme in support of the development proposals for the site. The brief was to involve and consult local community and amenity groups, neighbours, local residents and businesses.

The application relates to proposals for comprehensive redevelopment of the Grand Union House site to deliver a high-quality commercial-led development alongside car parking and public realm improvements. The summary description of development (‘the Proposed Development’) is set out below:

“Part-demolition, re-build and upward extension to provide additional Class E office and commercial floorspace, six residential units (Class C3), new areas of landscaping and public realm.”

Engagement activities for this application have been carried out in parallel with ongoing discussion with Camden Council planning officers, and other statutory consultees.

The consultation was carried out in accordance with central government guidance within the Revised National Planning Policy Framework (2019), which recommends the involvement of the local community in planning matters. It has also been informed by Camden Council’s Statement of Community Involvement adopted in 2016.

It forms part of the supporting documentation informing the planning application. This report details how the community consultation has informed and influenced the proposals and forms part of the supporting documentation informing the planning application. The objectives of the consultation were to:

- Identify local residents, businesses and community groups and involve them in developing proposals
- Ensure that the consultation process is accessible to all while following COVID-19 restrictions.
- Help to develop a scheme that meets the needs and aspirations of the local area.

ENGAGEMENT ACTIVITIES

Activities undertaken as part of the consultation process are set out below. The form of public consultation was modified based on the COVID-19 restrictions that were in place during the time of consultation. As a result, the Applicant pursued a fully digital consultation.

- **STAKEHOLDER AUDIT.** A full appraisal of the area surrounding the application site was undertaken to identify individuals and groups likely to have an interest in the proposals. This includes neighbouring residents, businesses, community groups and elected representatives.
- **ONE-TO-ONE MEETINGS PROGRAMME.** All stakeholders identified in the audit were offered briefings on the scheme. Six meetings were held with site neighbours, local community organisations and politicians.
- **PRINT ADVERT.** An advert was published in the Camden New Journal to encourage local people to register for the webinars.
- **NEWSLETTER.** A newsletter advertising the public webinars were delivered to c.2,400 residents surrounding the site.
- **WEBSITE.** A dedicated project website was set up which included details about the scheme, the site, FAQs and the consultation programme. A recording of the webinar is included on the website alongside our contact details in case residents want to get in touch with us.
- **PUBLIC WEBINARS.** Two public webinars were organised for stakeholders and neighbours to present the scheme and answer any questions. C.15 people attended the webinar in total.
- **CONTACT CENTRE.** Throughout the consultation process, a dedicated telephone number and e-mail were promoted to ensure that stakeholders and neighbours could ask questions and provide feedback on the project. This generated three contacts over the consultation period.

The Applicant is committed to ongoing engagement with local politicians, residents, businesses and community groups regarding the proposals. Further planned activities includes notifying local residents once the application has been submitted in a local publication and updates to the website. The contact centre will remain open.

ENGAGEMENT OUTCOMES

Redevelopment of the site has been many years in the making with most consultees supporting the regeneration of Grand Union House. Residents have cited a number of issues with the current site such as anti-social behaviour, littering and general lack of safety & security. Other issues raised by consultees include impact on to their properties in terms of overshadowing, privacy and daylight/sunlight impact. Change to the parking location led many of the discussions with Grand Union Walk residents.

Overall, consultees have been supportive of the proposed scheme and agree that it will make a positive contribution to the area.

CONSULTATION OBJECTIVES

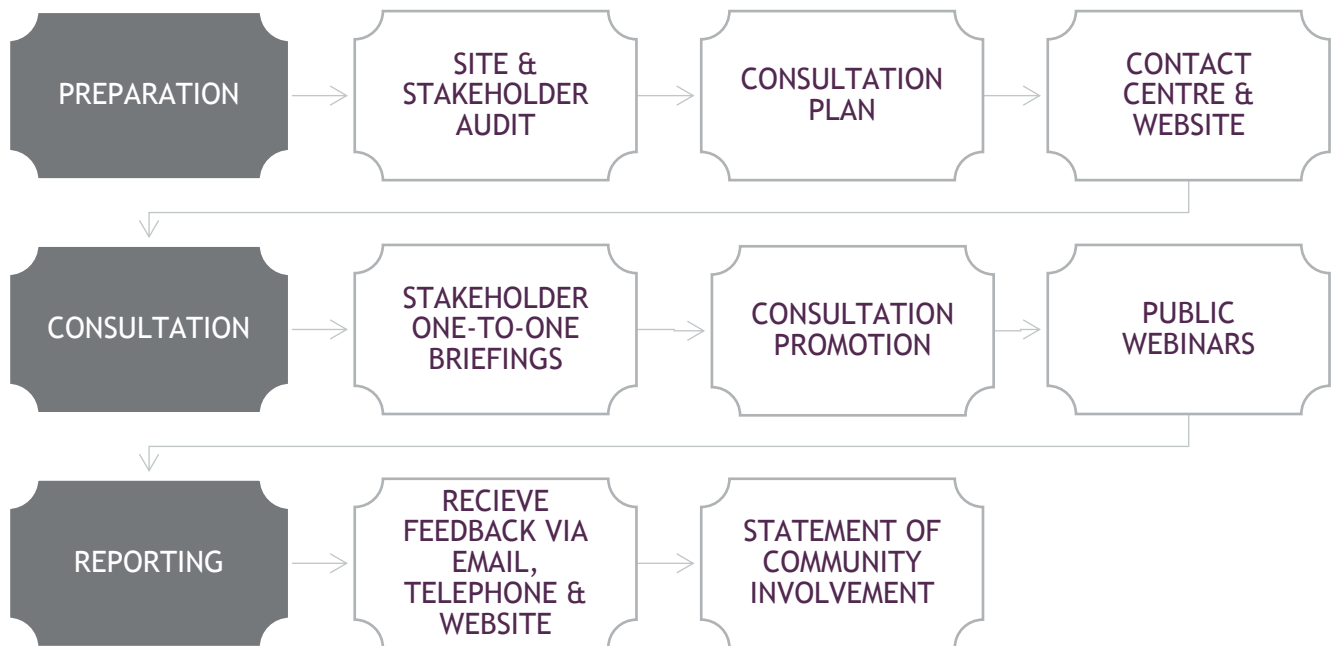
The consultation strategy has been developed to ensure all those who are interested in the proposals have an opportunity to be involved in the design process. The consultation and community involvement aimed to:

- **RAISE AWARENESS.** Ensure that stakeholders and neighbours were made aware of the Applicant's intent to redevelop the site; the nature of the proposals; and the planned consultation events so that they could get involved.
- **GENUINE CONSULTATION.** Provide meaningful opportunities to engage with the project team as the scheme was developed and to influence the design process. All activities are proportionate to the nature and scale of development proposed.
- **ACCESSIBLE TO ALL.** The consultation process should be designed to be accessible to all. This includes producing communication material in clear, concise English; technical terms should be explained in non-technical languages; and communications should be made available in alternative and accessible formats upon request. The Covid-19 pandemic presents particular challenges to consultation and alternative, online formats should be deployed in response.
- **RESPOND TO FEEDBACK.** Seek feedback from stakeholders and neighbours on the emerging proposals and provide clear answers to questions arising. Where possible the scheme should seek to adapt to the issues raised by consultees.
- **OPTIMISE THE SCHEME.** Use the feedback secured from the consultation process to ensure the proposals respond to the needs and requirements of the local area, and makes a positive contribution to the local community.
- **REPORT BACK.** All conclusions drawn from the consultation and changes made in response should be clearly explained in the Statement of Community Involvement.

CONSULTATION

To meet the consultation objectives set out above Four Communications developed a programme of engagement, set out in **FIG. 1** below. This was developed in coordination with the Applicant. The content and outcomes of this programme of activity is summarised in the rest of this report.

FIG. 1 PROGRAMME OF ACTIVITY



The Applicant consulted widely on the proposals for Grand Union House between 2017-2018, which included hosting two public exhibitions and briefings with local politicians and community organisations. The consultation was widely publicised by way of newsletter delivered to over 1,300 addresses and an advert published in the Camden New Journal.

The project team presented the proposals to Cllr Danny Beales (Cabinet Member for Investing in Communities) and Cllr Jonathan Simpson (Cabinet Member for Promoting Culture and Communities) who discussed the potential occupiers for the retail units. The public exhibitions were well attended with over 50 local residents and the following community organisations in attendance: Camden Town Unlimited, Castlehaven Community Association, Camden Gardens TRA, Kentish Town Neighbourhood Forum and Trinity United Reformed Church. Overall, there was overwhelming support for the principle of redevelopment. The Statement of Community Involvement submitted as part of the 2018 planning application can be found in **Appendix 1**.

PREPARATION

SITE & STAKEHOLDER AUDIT

A stakeholder audit has been prepared for the project to identify interested parties in the local area and ensure that they are involved in the consultation process. This is an evolving list and additional stakeholders and interested parties will be added as the project develops. A Letter was sent to all local stakeholders inviting them to the webinar and offering them a briefing on the proposals (**Appendix.2**).

POLITICAL	COMMUNITY
<ul style="list-style-type: none"> ○ Cabinet Member for Investing in Communities ○ Camden Town with Primrose Hill ward councillors ○ Leader of the Council ○ Leader of the Labour Party & MP for Holborn and St Pancras ○ Assembly Member for Barnet and Camden 	<ul style="list-style-type: none"> ○ Camden residents ○ Regents Canal Conservation Area Advisory Committee (Regents Canal CAAC) ○ "Camden Town Conservation Area Advisory Committee (Camden Town CAAC) " ○ Castlehaven Community Association ○ CTPH safer Neighbourhoods Team ○ Trinity United Reform Church ○ St Michael's Church ○ Hawley Primary School ○ Kentish Town Neighbourhood Forum ○ Friends of Regent's Canal ○ Heath & Hampstead Society ○ Barnes House Tenants and Residents Association ○ Grand Union Walk residents ○ Chalk Farm Housing Group ○ Harmond Clarence Hartland Residents Association ○ 20th Century Society

COMMUNITY

- The site consists of an outdated building with open car parking on the ground floor.
- A full appraisal of the area surrounding the application site was undertaken to identify sensitive neighbours, community representatives and those likely to be interested in the proposals. **FIG.2** below sets out the consultation area identified, which was used as the basis for newsletters to the area and to identify stakeholders likely to have an interest in the project.

FIG.2: CONSULTATION AREA



(NOTE: site location indicated by red star)

- The area identified in **FIG.2** represents the local area most likely to be impacted by the proposals and therefore would be the focus of the consultation. The area represents 2,421 addresses (c.2,033 residential and c.388 businesses).

CONTACT CENTRE & WEBSITE

Throughout the consultation process, a dedicated telephone number and e-mail were promoted to ensure that stakeholders and neighbours could ask questions and provide feedback on the project. We have continued to update the website 'www.Sellar-Camden.com' on a regular basis throughout the consultation process.

From 6 January to 20 January the website has seen 65 users, who conducted five webinar registrations, two email link clicks and two signed up for updates.

FIG.3: CONSULTATION WEBSITE



WELCOME TO THE CONSULTATION WEBSITE FOR THE REDEVELOPMENT OF THE GRAND UNION HOUSE SITE

THE REDEVELOPMENT OF GRAND UNION HOUSE HAS BEEN MANY YEARS IN THE MAKING AND SELLAR IS NOW EMBARKING ON WHAT WE HOPE IS THE FINAL STAGE OF THIS STORY.

We consulted widely on plans to redevelop the site back in 2018/19 and we believe that the principle of redevelopment is well established.

We hosted two webinars in mid-January where we presented our final proposals to the public and answered your questions.

If you were unable to join us you can watch a recording of the webinars and have your say on the proposals on the consultation page.

Existing view of Grand Union House



CONSULTATION ACTIVITIES

STAKEHOLDER BRIEFINGS

The Applicant offered briefings to stakeholders before the public the consultation programme. A high level summary of these discussions is set out below:

MEETING	DATE	ATTENDEES	SUMMARY OF DISCUSSIONS
COMPLETED			
Cllr Danny Beales	14 January 2021	<ul style="list-style-type: none"> ○ Cllr Danny Beales ○ Sara Leviten, Members Services ○ Jonathan Cohen ○ John Ross ○ Irene Djao Rakitine ○ Nick Bridges ○ Jonathan Waugh ○ Vaishnavi Bongale 	<ul style="list-style-type: none"> ○ Affordable housing ○ Design & heritage listing ○ Air quality ○ Post-COVID economic support for Camden
Grand Union Walk Residents	7 January 2021 11 February 2021	<ul style="list-style-type: none"> ○ GUW Residents ○ Jonathan Cohen ○ John Ross ○ Irene Djao Rakitine ○ Jonathan Waugh ○ Vaishnavi Bongale 	<ul style="list-style-type: none"> ○ Designing out ASB & Crime ○ Overlooking on to their properties ○ Parking provision ○ Electric charging points ○ Refuse collection ○ Daylight/sunlight assessment
Barnes House Residents	25 January 2021 12 February 2021	<ul style="list-style-type: none"> ○ Barnes House Residents ○ Jonathan Cohen ○ John Ross 	<ul style="list-style-type: none"> ○ Supportive of redevelopment ○ Consultation ○ Safety & security ○ Daylight/sunlight assessment & overlooking ○ Barnes House Gardens and impact on them ○ Construction management plan
20 th Century Society	26 January 2021	<ul style="list-style-type: none"> ○ Ms Coco Whittaker ○ Jonathan Cohen ○ Jonathan Waugh ○ John Ross ○ Nick Bridges 	<ul style="list-style-type: none"> ○ Report on existing cladding and Heritage Report were requested ○ Although it is not listed, Grand Union House continues to make a positive contribution to the Grade II listed Sainsbury's site

EMERGING ISSUES

The table below summarises the issues arising from the programme of meetings with stakeholders.

- A. **PRINCIPLE OF REDEVELOPMENT.** All stakeholders understood the need for redeveloping the site and were supportive.
- B. **ANTI-SOCIAL BEHAVIOUR.** All residents raised ASB and crime as major issues around the site.
- C. **PARKING PROVISION.** Grand Union Walk (GUW) residents raised a number of questions relating to the proposed parking provision within the Sainsbury's car park.
- D. **IMPACT ON TO NEIGHBOURING PROPERTIES.** Barnes House and Grand Union Walk residents sought reassurance that there would be minimal impact on to their properties in terms of overlooking and daylight/sunlight impact.
- E. **HOUSING.** Stakeholders raised questions relating to the housing tenure, in particular whether affordable housing would be provided.
- F. **CONSTRUCTION.** A number of questions relating to construction management were raised by stakeholders.

PUBLIC CONSULTATION - JANUARY 2021

Covid-19 social distancing requirements meant that traditional public consultation formats were not possible during the consultation programme. We therefore adopted a digital first approach to engagement, substituting video meetings and webinars for face-to-face formats. These were publicised by way of newsletter and targeted social media advertising. The table below summarises the consultation and promotional activities undertaken.

Webinar	<p>The core of the public consultation was a public webinar:</p> <p>Date: Wednesday 20 January 2021, 6pm to 7pm Thursday 21 January 2021, 6pm to 7pm</p> <p>Venue: Zoom</p>
Purpose	<p>The webinar was an opportunity for the Applicant’s team to present the initial proposals to neighbours and stakeholders, giving neighbours the opportunity to ask questions and get clarifications on the scheme.</p>
Webinar publicity	<p>Neighbouring residents and businesses were formally notified about the exhibition by a flyer distributed to c.2,400 addresses in the local area. A copy of the flyer is included in Appendix 3. Distribution was to the area set out in FIG.2 above.</p> <p>A Letter was distributed via email to local stakeholders inviting them to the webinar and offering them a briefing on the proposals (Appendix 2).</p> <p>An advert was printed in the copy of Camden New Journal (Appendix 4).</p>
Presentation content	<p>A copy of the presentation to attendees by 6a Architects may be found at Appendix 5.</p>
Attendance	<p>C.15 people (mix of residents, nearby businesses and organisations) attended the webinar including representatives from:</p> <ul style="list-style-type: none"> ○ Grand Union Walk residents ○ Barnes House residents ○ Camden residents
Feedback	<p>Key questions raised during the webinar:</p> <p>A local contractor wanted to understand if there was an opportunity for local contractors to be involved.</p> <p>Clarification regarding the roof terraces and who has access to them.</p> <p>Consultees supported the design and that they are now sympathetic to the surrounding buildings.</p> <p>Consultees sought clarity on the pros and cons of wrapping the design in reflective material.</p> <p>Details on height, massing and how the building will be heated.</p> <p>A resident wanted to confirm that the walkthrough between Kentish Town Road and Camden Road would remain accessible and impact to cyclists.</p> <p>Consultees sought reassurance that ASB & crime had been designed out.</p> <p>Discussion around landscaping and the types of planting used.</p> <p>Discussion around the timeline for development & next steps.</p>

RESPONSE TO FEEDBACK

Consultees were encouraged to provide comments via email, telephone or during the live Q&A session in the webinar. The table below summarises the key issues raised by consultees during the consultation and engagement phase, alongside the project team's responses.

ISSUE	DETAIL	RESPONSE
Principle of development	Local community organisations, politicians and near neighbours were all in agreement that the site should be redeveloped. Sellar have been consulting on the proposals since 2017, which meant that the local community understood the principles for redevelopment and wanted to progress with the redevelopment of the site.	Noted.
Anti-social behaviour and crime	Barnes House and Grand Union Walk residents both provided examples of ASB and petty-crime on site. They urged the project team to design out crime, through lighting and removing any dead spaces.	See Design & Access Statement for full details on this.
Housing	Consultees raised a number of questions relating to the provision of housing on site, with Cllr Beales asking questions relating to the affordability of the housing on site. Barnes House residents were supportive of the proposed residential buildings.	See Design & Access Statement for full details on the tenure.
Parking provision	The project team held two briefing sessions with Grand Union Walk residents to discuss changes to the parking provision. Residents who attended the meeting were supportive of the proposals. They raised questions relating to electric charging points, size of the parking bays, access & security.	See Design & Access Statement for full details.

Basement	Grand Union Walk residents wanted to ensure that the basement was secure and accessible for residents, through the introduction of electric barriers, lighting and security cameras.	See Design & Access Statement for full details.
Elevator maintenance	Grand Union Walk residents requested for the lift to be visible for both aesthetic and security reasons, alongside a breakdown of costs and who will be responsible for them.	See Design & Access Statement for full details.
Refuse	Refuse collection for Grand Union Walk residents is currently on road-side and a refuse strategy for Grand Union Walk and new residents was requested at the meeting.	See Management Plan for details.
Barnes House Gardens	Barnes House residents explained that the 2018 - 2019 Garden project had been a success for Barnes House and Mind's office. They have invested in their garden and landscaping and had a number of questions relating to overlooking, shedding of plants from roof terrace on to their garden and site line of the new residential units and their aspects onto the Barnes House Garden.	See Design & Access Statement for full details.
Construction management plan	Grand Union Walk and Barnes House residents both requested to see the construction management plan.	Fully incorporated into detailed servicing and construction strategy.

NEXT STEPS

Following the submission of a planning application for the site, the Applicant is committed to ongoing engagement with stakeholders and neighbours. Planned activity includes:

- **NOTIFICATION OF APPLICATION SUBMISSION.** A letter will be distributed to all relevant parties to let them know that the planning application has been submitted.
- **ONE-TO-ONE MEETINGS.** Further meetings will be held with stakeholders upon request.
- **CONTACT CENTRE.** Email address and telephone number will remain in operation following submission of the planning application.

APPENDICIES

Appendix 1. Statement of Community Involvement (December 2018)

Appendix 2. Stakeholder letter with an offer to a briefing

Appendix 3. Newsletter

Appendix 4. Advert

Appendix 5. Webinar Presentation

Appendix 1. Statement of Community Involvement (December 2018)



Grand Union House, London NW1
Statement of Community Involvement
December 2018

Contents

Executive summary	2
Introduction	3
Understanding the site & local area	4
Consultation plan	5
Consultation activity & outcomes	6
Stakeholder meetings.....	11
Next steps.....	11
Appendices.....	13

Executive summary

This Statement of Community Involvement summarises the consultation activity that has been undertaken in relation to a planning application for the redevelopment of Grand Union House (“the site”) for Camden Mixed Developments Limited (“the Applicant”).

The Applicant is bringing forward proposals for the redevelopment of Grand Union House. Andrew Phillips Architects have been appointed to bring forward the design of a high quality new building.

The Applicant is an award-winning property company, located in the heart of London. The Applicant’s development focus is concentrated within the capital, where the company is recognised for delivering exceptional, design-led projects with a commitment to quality. The Applicant is focused on having a positive impact on sensitive heritage areas, with a history of such schemes that have both benefitted and enhanced the local community.

Andrew Phillips is committed to an approach of collaboration when developing its designs. For both Andrew Phillips and the Applicant, understanding the importance of improved public spaces for occupiers, local residents, and workers is of central importance to the proposed redevelopment of Grand Union House.

The planning application proposes six new affordable homes with private amenity space encompassing 476sqm GIA, 5,254sqm GIA of high quality office space and 538sqm GIA of new retail space. The application also proposes improvements to the public realm, including widened pedestrian routes in and around the site.

The Applicant recognises the ongoing need to provide clarity about the proposals. As a result, the project team thought it was important to facilitate an open and transparent discussion about their proposals for Grand Union House. Four Communications, a specialist public engagement agency, was appointed by the Applicant to develop and deliver a public consultation strategy for the site. The brief was to provide information about the proposals to Grand Union House and address any queries from councillors, community and amenity groups and local residents.

The objectives of the consultation were to provide information about the planning application, outline the principles that will inform the development, address residents’ and local stakeholders’ concerns and ensure transparency and accessibility in the planning process. Consultation and engagement on the future of the site has included:

A public exhibition: The public exhibition was held on Thursday 1 November and Saturday 3 November. It attracted 50 attendees, including representatives from the Castlehaven Community Association, Camden Town Unlimited, Kentish Town Neighbourhood Forum, Trinity United Reformed Church and St Michael’s Church.

Stakeholder letters: Letters and emails were sent to 12 local politicians and community stakeholders ahead of the exhibition, introducing the proposals and inviting them to attend or to have a private briefing on the proposals.

Newsletters: 1,300 newsletters were distributed by hand to addresses close to the site ahead of the public exhibition, including 289 neighbouring businesses.

Newspaper article: The exhibition was reported on in a half page article in the Camden New Journal, which has a readership of around 70,000.

Briefings with local groups & politicians: Four undertook a comprehensive stakeholder audit of the community around Camden. The Applicant has held meetings with Cllr Danny Beales (Cabinet Member for Investing in Communities) & Cllr Jonathon Simpson (Cabinet Member for Promoting Culture and Communities) and meetings with the Camden Town with Primrose Hill ward councillors, Cllr Cotton, Cllr Callaghan & Cllr Pietragnoli are also scheduled to take place in December 2018.

Residents' inquiries: Throughout the consultation process, a dedicated telephone number, e-mail and mailing address were supplied and managed by Four Communications; providing further information to residents, local groups and stakeholders upon request.

Project website: The project website (www.sellar-camden.co.uk) was updated so that local people could view details of the proposals and provide feedback online. This website was shared with exhibition attendees and was shared in Camden New Journal.

Emerging themes

We have received constructive comments from the local community about the proposals. Discussion focused on the following key themes:

Existing building: Attendees discussed the unwelcoming nature of the existing building. They stated that the building looked dated and dilapidated, and was not in keeping with the character of Camden.

A new building: There was particular enthusiasm for the plans for a new building. Many attendees welcomed the attractiveness of the proposed new building.

Community space and anti-social behaviour: Residents welcomed the proposals' potential to reduce anti-social behaviour in the area. They agreed that the improved pedestrian footpath and active frontages would increase safety.

Affordable housing: Residents and stakeholders were positive about the idea of providing affordable homes as part of the proposals.

Design: Residents welcomed the proposed design, suggesting that it would make a positive contribution to the area. There was particular enthusiasm for the palette, which draws from local influences.

Parking: Most residents supported the reduction in car usage for the new offices, citing the development's proximity to sustainable travel options making non-vehicular transport a clear choice. Residents of Grand Union Walk were reassured that their parking spaces would be retained.

Introduction

This Statement of Community Involvement has been prepared and submitted by Four Communications, on behalf of the Applicant, in support of the planning application submission for the redevelopment of Grand Union House. This document provides a record of the community engagement activity and its outcomes.

Understanding the site & local area

Site context

The majority of Grand Union House is currently used as office space. The immediate surrounding area is unwelcoming and out of date, with anti-social spaces and poor access routes. The proposals would see new modern office space, with flexible retail and leisure uses proposed at the ground level and six affordable homes in the development.

TfL have plans to develop the area immediately opposite the site. They have completed their first round of consultation on this and a second round is anticipated later in 2018.

Stakeholder audit

Four Communications undertook a detailed audit of the active community groups and organisations in the local area. The following stakeholders were updated on the Applicant's proposals for this submission and received a personalised invitation to the public exhibition, which provided an opportunity to discuss the proposals with the project team and have their questions answered.

Political Stakeholders

- Cllr Georgia Gould - Leader of the Council
- Cllr Danny Beales - Cabinet Member for Investing in Communities
- Cllr Jonathan Simpson - Cabinet Member for Promoting Culture and Communities
- Cllr Lazzaro Pietragnoli - Camden Town with Primrose Hill ward councillor
- Cllr Richard Cotton - Camden Town with Primrose Hill ward councillor
- Cllr Patricia Callaghan - Camden Town with Primrose Hill ward councillor

Local Groups and Organisations

- Camden Town Unlimited
- Chalk Farm Residents Association
- Regents Canal Conservation Area Advisory Committee
- Castlehaven Community Association
- Camden Town Conservation Area Advisory Committee
- Camden Town with Primrose Hill Safer Neighbourhoods Team
- Trinity United Reformed Church

Consultation plan

The aims of the consultation and community involvement process were to:

1. **Outline the principles that will inform the submission.** The goal for this consultation process was to provide the community with a clear explanation of exactly what is being provided in the scheme and answers any questions. The Applicant remains committed to ensuring residents and stakeholders understand the proposals as they develop.
2. **Involve local people and groups in developing proposals for the site.** The Applicant is committed to engaging with the local community on proposals for the site. The aim was to proactively involve individuals and groups to ensure that feedback could, where appropriate, be incorporated into the designs for the site and plans for future community uses.
3. **Ensure consultation was accessible to all.** The Applicant wanted to ensure that the public consultation was accessible to everyone, in particular:
 - **People with little prior knowledge of the planning system.** Ensuring that the consultation was accessible to people, whatever their level of understanding of the planning system, was key. Public meetings and follow-ups were offered to ensure that people had the opportunity to understand the issues and have their questions answered.
 - **People with little knowledge of the existing site.** While many exhibition attendees were aware of the site, all materials provided detailed background information and details of the site and the need to bring forward its redevelopment.

Consultation activity & outcomes

Public exhibition



A public exhibition on the Applicant’s proposals for the future of Grand Union House was held on Thursday 1 & Saturday 3 November at Grand Union House. The table below summarises the details of the exhibition.

<p>Venue & times</p>	<p>The exhibition was open to the public at the following dates and times: Dates: Thursday 1 November 4:00pm to 7:30pm Saturday 3 November 10:00am to 13:00pm Venue: Grand Union House, Kentish Town Road, Camden, London NW1 9NX</p>
<p>Purpose</p>	<p>The purpose of the exhibition was to share the Applicant’s proposals for the future of Grand Union House with the community, ahead of the submission of the planning application. Visitors had the opportunity to raise any questions and have these answered by the team. Grand Union Walk residents and key local community groups were also invited to a preview event, between 4:00 - 4:30pm on Thursday 1 November in Grand Union House in order to address their specific concerns.</p>
<p>Publicity</p>	<ul style="list-style-type: none"> • Local residents, groups and businesses were notified about the exhibition by a newsletter distributed to the local area covering over 1,300 addresses including 289 neighbouring businesses. • An article in the New Camden Journal also shared details of the exhibition. • An invitation was also extended individually to key stakeholders via individual letters and emails.
<p>Exhibition content</p>	<ul style="list-style-type: none"> • The details of the Applicant’s vision for Grand Union House were presented on nine A1 exhibition boards. • A model was also presented to demonstrate how the site fits in the emerging local context. • Members of the team were available to explain the information provided and answer any questions.

Visitors to exhibition	50 people attended the exhibition, with 47 choosing to sign in. Attendees included: <ul style="list-style-type: none"> • A Castlehaven Community Association representative • Camden Town Unlimited representatives • A Camden Gardens TRA representative • A Kentish Town Neighbourhood Forum representative • A Trinity United Reformed Church representative • A St Michael's Church representative • Residents of Barnes House • Tenants of Grand Union House • Local residents, workers and business owners
Opportunity for feedback	All exhibition attendees were encouraged to give feedback using the questionnaires provided and to sign the visitors' book. Attendees could complete the questionnaire at the exhibition, or alternatively take the form away and return it to the Freepost address provided.
Feedback	Nineteen questionnaires were returned at the public exhibition and several attendees took forms away to return via Freepost. To date two have been returned.

Feedback

The purpose of this exhibition was to present the Applicant's proposals for the future of Grand Union House and to receive further feedback from attendees. Feedback was both verbal and written via feedback forms, with many attendees engaging in discussions with members of the project team and completing a feedback form.

Verbal feedback

The table below summarises the verbal feedback received by the team over the course of the exhibition:

Issue	Detail
Existing building	Attendees discussed the design and unwelcoming nature of the existing building. They agreed the building looked dated, and was not in keeping with the character of Camden. Members of the neighbouring offices stated much of the building sat unoccupied and that the wasted space needs to be addressed.
A new building	There was particular enthusiasm for the proposal of a new building. Many attendees expressed their surprise at the attractiveness of the proposed new building and were supportive.
Community space and anti-social behaviour	Visitors welcomed the proposals' potential to reduce anti-social behaviour in the area. Many attendees outlined how the area has become more intimidating over time, and welcomed the widened pedestrian space, active frontages and increased foot traffic as they felt these features would increase safety.

Affordable housing	<p>Affordable housing was seen as a key benefit to visitors at the exhibition; visitors were positive about the idea of supporting the need for homes.</p> <p>Some attendees had questions about the proportion of residential in the scheme. The project team explained the importance of providing high quality office space in this central location, and that in response to feedback from LB Camden Officers; affordable housing has been included, exceeding LB Camden policy requirements.</p> <p>There were some questions about detailed elements of the housing offer, such as amenity space for residents. The project team were on hand to explain how these will work in practice.</p>
Design	<p>Attendees discussed elements of the design of the new building. There was a particular emphasis on the need for the use of sustainable, environmentally friendly materials. The project team explained sustainable design is a key principle of the proposals, to be achieved by keeping the existing structure and foundations up to the level 01 slab.</p> <p>The team talked through what has influenced the design development, making clear that the character of Camden was a key inspiration in the design of the new building. Residents welcomed a palette that would draw from local buildings.</p>
Parking	<p>Some attendees had questions about the removal of car parking spaces as part of the plans. Most supported the reduction in car usage for the new offices, citing the development's proximity to sustainable travel options making non-vehicular transport a clear choice.</p> <p>Residents of Grand Union Walk had questions about the impact of the development on their parking arrangements, but were reassured that their parking spaces would be retained. They did however report current problems with individuals breaking the car park gates to access the site and welcome the improvements the proposals will bring to increase surveillance on the site.</p>

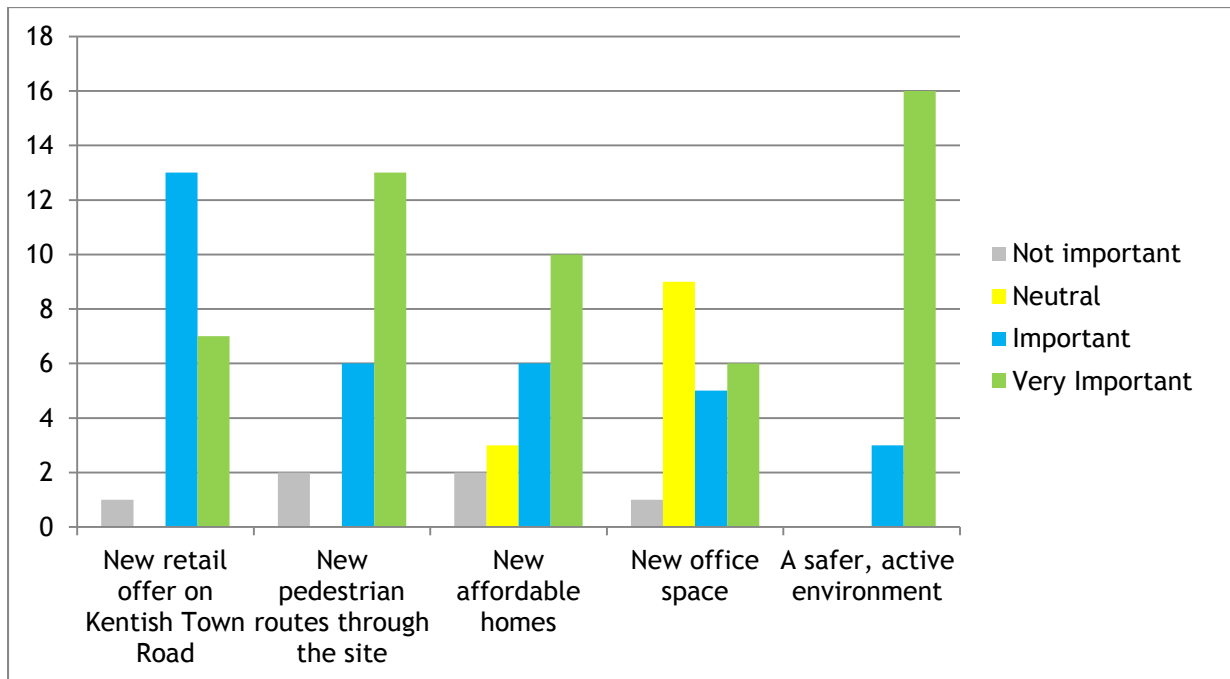
Written feedback

Attendees were encouraged to provide written comments through feedback forms. Of the 50 attendees, 19 returned a questionnaire at the public exhibition. Some attendees took away questionnaires to complete and return using the Freepost envelope provided. To date, two have been returned.

A summary of the questionnaire responses is set out below.

Question 'How Important are these aspects of the plans to you'	Very Important	Important	Neutral	Not Important	Don't Know	No answer
1. New retail offer on Kentish Town Road	7	13	0	1	0	0
2. New pedestrian routes through the site	13	6	0	2	0	0
3. New affordable homes	10	6	3	2	0	0
4. New office space	6	5	9	1	0	0
5. A safer, active environment	17	3	0	0	0	1
Do you support the principle of redeveloping this site?						
Yes						No
20						0

Graph of questionnaire results



Summary of Stakeholder Feedback

Stakeholder	Comments
Castlehaven Community Association	A representative of Castlehaven Community Association welcomed the proposals. They had a series of questions regarding detailed aspects of the proposals, but agreed that in principle, plans were positive for Camden.
Camden Town Unlimited	Camden Town Unlimited was supportive of the plans, emphasising the ways in which the proposals will benefit the local area.
Camden Gardens TRA	A representative from Camden Gardens TRA was positive and supportive of the proposals.
Kentish Town Neighbourhood Forum	A Kentish Town Neighbourhood Forum representative welcomed the inclusion of environmentally friendly, sustainable materials.
Trinity United Reformed Church	A representative from the Trinity United Reformed Church welcomed the proposals, particularly in the context of the wider area.

Analysis

The public exhibition was an opportunity for residents and stakeholders to hear about the proposals for the future of Grand Union House. This was an opportunity to present the overall vision for the new building for the first time to the public. Attendees typically stayed for 20 minutes or more and had substantial conversations with team members.

Local residents agreed that the existing building has significant issues. Residents and stakeholders generally welcomed its replacement and suggested that it will make a significant contribution to the surrounding area.

Attendees discussed the improvements to the public realm welcoming the reduction of anti-social behaviour and the transformation of dead frontages. Whilst attendees were keen to see affordable housing maximised in the scheme, it was generally understood that the proposals would primarily deliver office space. Visitors welcomed the potential of the proposals to maximise the use of the building and promote Camden's commercial offering.

Most attendees supported the design approach. A key focus of conversations was the retention of Camden's character. Attendees welcomed the incorporation of Camden's character into the new building.

Overall, most attendees understood the principle of redevelopment. Both verbal and written feedback demonstrated support for a new building. All of those who answered the question, "do you support the principle of redeveloping this site?" in their written feedback, said "yes", demonstrating overwhelming support for the principle of redevelopment.

Stakeholder meetings

In addition to public consultation on the scheme, briefings were offered to local groups and stakeholders identified in the stakeholder audit. Formal letters were issued and proactively followed up to try to secure meetings.

Following the submission of this planning application, the Applicant is committed to keeping stakeholders informed about its progress. The project team will also be consulting them on future submissions as and when they are brought forward.

The table below provides a summary of the stakeholder meetings held to date.

Stakeholder(s)	Date	Overview
<p><i>Cllr Danny Beales</i> - Cabinet Member for Investing in Communities</p> <p><i>Cllr Jonathan Simpson</i> - Cabinet Member for Promoting Culture and Communities</p>	23/11/18	<p>The project team met with Cllrs Beales and Simpson to discuss the plans and answer any questions they may have.</p> <p>Overall, the councillors understood the proposals and the benefits they would bring to this part of Camden.</p> <p>The team discussed potential occupiers for retail units, particularly users that would contribute to the night time economy in the area.</p>
<p><i>Cllr Pat Callaghan</i> - Camden Town with Primrose Hill ward councillor</p> <p><i>Cllr Richard Cotton</i> - Camden Town with Primrose Hill ward councillor</p> <p><i>Cllr Lazzaro Pietragnoli</i> - Camden Town with Primrose Hill ward councillor</p>	The team are due to meet with the Camden Town with Primrose Hill ward councillors on 13 December 2018.	

Next steps

Following the submission of the planning application, the project team is committed to continued engagement with residents and key local stakeholders. The objective is to keep local people updated about the progress of this submission and consult them on proposals as developments advance. After the exhibition we will continue discussions with local residents, businesses and community groups and will review this feedback as we develop the proposals. The website will also be maintained and updated with relevant materials and latest news about the project.

Conclusion

The Applicant has undertaken comprehensive pre-application consultation with residents, local groups and councillors.

Transparency and openness have been important guiding principles throughout the consultation process. The preview event and public exhibition provided a valuable opportunity to present the detailed proposals for Grand Union House and answer any questions from residents.

The Applicant believes that the redevelopment of Grand Union House takes into account the existing and evolving context of the centre of Camden Town and makes much needed improvements to the existing site.

It is recognised that Grand Union House is in a unique position within the heart of Camden, with the potential to transform the immediate area. There has been significant support for the proposals, particularly the improved pedestrian routes and street lighting on and around the site which will create a place for people to visit, thus increasing security and reducing the likelihood of antisocial behaviour around the site.

The provision of 100% policy compliant affordable housing floorspace on site has also been particularly well received and recognised as a contribution to the local community and the London Borough of Camden.

Following the pre-application consultation process, the project team is committed to continued engagement with neighbouring residents, councillors and local groups as the proposals progress.

Appendices

Appendix I - Newsletter #1

Appendix II - Distribution map

Appendix III - Press coverage.....

Appendix IV - Stakeholder letter

Appendix V - Website screenshots

Appendix VI - Exhibition banners

Appendix VII - Feedback form.....

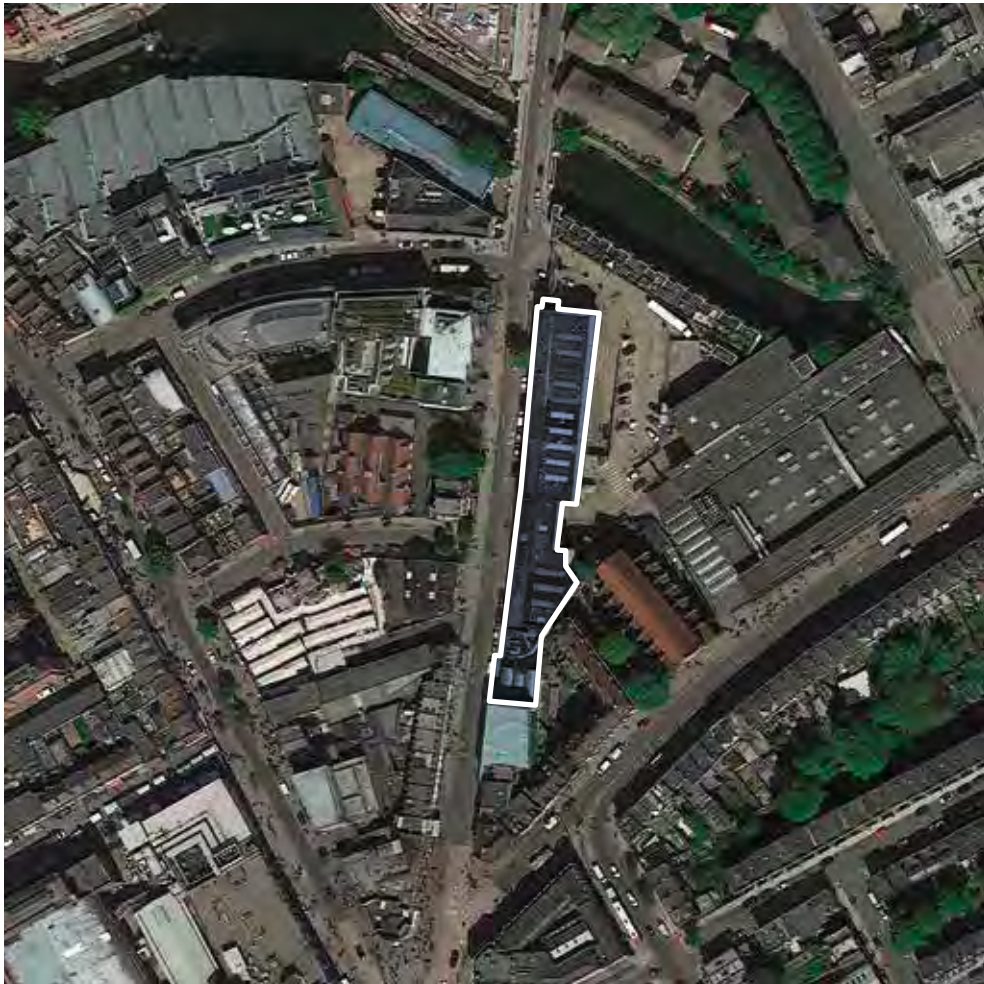
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Appendix I - Newsletter #1

S E L L A R

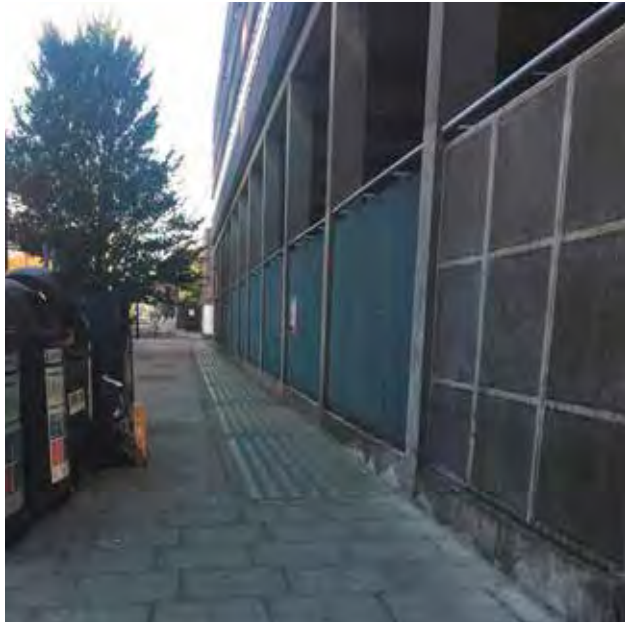
Invitation to a community consultation event on proposals for

GRAND UNION HOUSE





The site today



INVITATION TO A COMMUNITY CONSULTATION
EVENT ON PROPOSALS FOR GRAND UNION HOUSE

Sellar are bringing forward proposals for the redevelopment of Grand Union House in the centre of Camden Town.

Sellar are building upon a wealth of experience in delivering successful developments in central London to provide a high quality scheme in the heart of the borough.

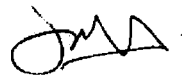
We have appointed award winning architects, Andrew Phillips, to deliver a scheme that enhances the area. We will extend and rejuvenate the existing tired office space, provide new retail units at the ground floor and a new affordable housing block. These new active frontages along Kentish Town Road will bring activity to this currently underutilised part of Camden Town.

You are invited to attend a community consultation event to discuss our proposals and offer us your feedback. The event will be a valuable opportunity to meet the project team and have your questions answered before a planning application is submitted in the coming months.

The event will be held in Grand Union House on Thursday 1 and Saturday 3 November. Full details are set out overleaf.

If you would like to find out more about the proposals, but are not able to attend the event, please do not hesitate to contact us via the details provided on the next page.

Yours sincerely,



James Sellar
Sellar

COMMUNITY
CONSULTATION EVENT

We will be holding a community consultation event over two days:

Dates

Thursday 1 November:
4:30pm to 7:30pm

Saturday 3 November:
10:00am to 1:00pm

Venue

Grand Union House
20 Kentish Town Road
London NW1 9NX

WE WELCOME YOUR VIEWS

If you are unable to attend the community consultation event, we would still like to hear from you. You can get in touch with us by using the contact details below:

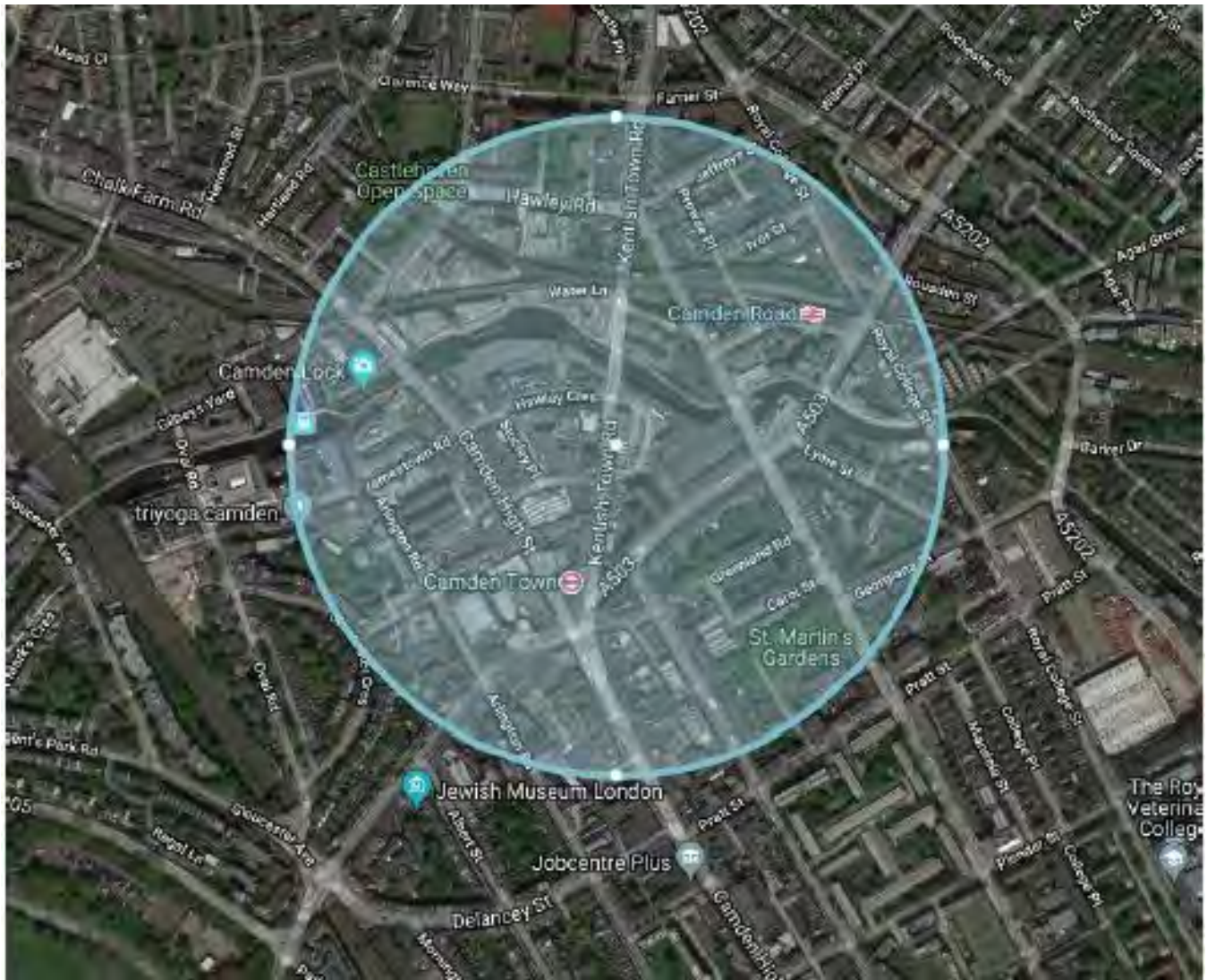
Grand Union House Consultation
c/o Four Communications Ltd
20 St Thomas Street
London SE1 9BF

T 020 3697 4247

E grandunionhouse@fourcommunications.com



Appendix II - Distribution map



Appendix III - Press coverage

Shops plan for office block site

A BLOCK of offices designed by RIBA Gold Medal-winning architect Nicholas Grimshaw could face the wreckers' ball as a new scheme is drawn up to redevelop an area of Camden Town, writes Dan Cooper.

The building, dating from the late 1980s and running along the southern end of Kentish Town Road, is part of Mr Grimshaw's Salisbury's super-market redevelopment on the site of the former Armed Forces Company.

Developer James Selby, who was criticised for the building of Southwark Landmark The Shard, wants to redevelop the office block, known as Grand Union House.

Architects Andrew Philipps have been chosen to look at the land, which is hoped to build a new shopping parade with offices above. The project would include mixed affordable housing.

The site is in an area long earmarked for re-development, with Brick Street opposite due to have a new entrance to Camden Town tube station. The market space there is to be the site of a new building in the next decade.

The Northdown Road site, which has car parking, ground-floor retail shops and storage areas for market traders, has long been seen as a magnet for anti-social behaviour.

An exhibition surveying the designs is due to be held on Thursday, November 1, and Saturday, November 4, at Grand Union House.

Appendix III - Press coverage

Public invited to view plans for multi-million pound scheme in Camden Town

by DAN CARRIER

THIS is the first image of how a multi-million pound redevelopment of an office block in the heart of Camden Town by the owners of The Shard in Southwark could look.

Sellar, the developer who built architect Renzo Piano's soaring glass pyramid near London Bridge, has acquired Grand Union House – a 1980s set of offices on raised concrete pillars overlooking the Camden Town Sainsbury's car park.

Now they have released images of what they hope to build there – and are hosting an exhibition to explain their plans.

They say the plans will make more of a site that has been plagued with anti-social behaviour over the years and whose original design does not make the most of the land available. Parts of the site are used as car parking, storage for market stalls, and a now-empty shop.

A small corner area, currently housing a one-storey gym, will also be redeveloped to create social housing.

The firm says the plans will dovetail with other work in the area to build a new entrance to Camden



Left: Drawing of Grand Union House in Kentish Town Road and, above, the existing site

Shard builder's vision for an 'anti-social area'

Town tube station, in Buck Street, and market owners Lab Gail's soon-to-be complete Hawley Wharf scheme, as well as their long-term plans for

the Buck Street Market site, which could see new retail, housing and a hotel built.

Andrew Phillips Architects have been

given the brief to create a stretch of offices on the upper floors with shops at road level.

Sellar chief executive James Sellar said: "We

would encourage as many people as possible to attend our community consultation events so that you can see the plans and provide your feedback.

We will use this feedback to develop detailed proposals for the future of the site and share the results of this work with the community."

Business support group Camden Town Unlimited chief executive Simon Pitkeathley said he had yet to see details of the plans – but looked forward to hearing how an underused site could be improved. He said: "In principle, in light of the anti-social behaviour we have had in that area, it has to be an improvement."

● The public exhibitions are being held at Grand Union House, Kentish Town Road, on Thursday November 1, 4.30-7.30pm and Saturday November 3, 10am-1pm.

Appendix IV - Stakeholder letter

S E L L A R

First Name, Surname
Address Line 1
Address Line 2
Address Line 3
Postcode

25 October 2018

Dear Salutation Surname,

Invitation to a briefing on proposals for Grand Union House

Sellar are bringing forward proposals for the redevelopment of Grand Union House and we would welcome the opportunity to brief you on our plans for this key site in the centre of Camden Town.

Sellar are building upon a wealth of experience in delivering successful developments in central London to provide a high quality scheme in the heart of the borough.

We have appointed award winning architects, Andrew Phillips, to deliver a scheme that enhances the area. We will extend and rejuvenate the existing tired office space, provide new retail units at the ground floor and a new affordable housing block. These new active frontages along Kentish Town Road will bring activity to this currently unwelcoming part of Camden Town.

We will also be holding a public exhibition on our proposals, which will be held in Grand Union House between the following times:

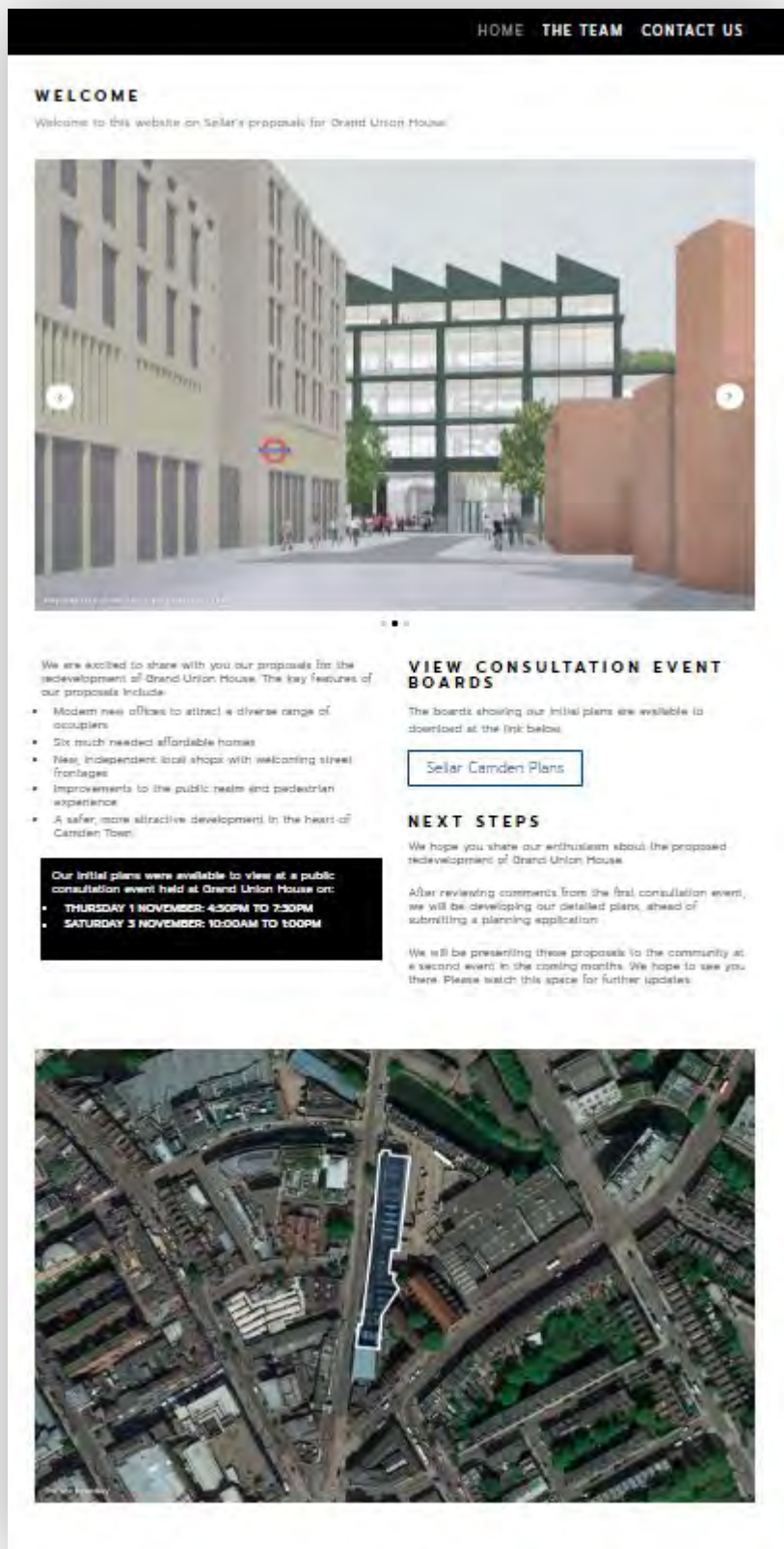
- Thursday 1 November, 4.30pm - 7.30pm
- Saturday 3 November, 10.00am - 1.00pm

We hope you will be able meet with us so that we can brief you on our proposals. If you are able to meet, or if you have any questions, please contact Joe Cawley on 020 3697 4247 or at grandunionhouse@fourcommunications.com.

Yours sincerely,

James Sellar
CEO

Appendix V - Website Screenshots





SELLAR

Delivering great buildings and great places in London for over 20 years, Sellar is an award-winning property company, located in the heart of London. Sellar's development focus is concentrated in London, where the company is recognised for delivering exceptional, design-led projects with a commitment to quality and having a positive impact on the local landscape. Projects, ranging from small, discreet buildings to iconic landmarks, are all unique.

ANDREW PHILLIPS

We have appointed Andrew Phillips Architects (AP) to deliver a project that enhances Camden Town.

AP is committed to an approach of collaboration when developing designs, especially understanding the importance of improved public space for occupiers and local residents.



CONTACT US

If you have any questions please contact our team and we would be very happy to discuss the proposals further.

T 020 3697 4247

E grendunionhouse@fourcommunications.com

Four Communications Ltd will retain the information you provide only for the purposes of keeping you updated about this development. This information will be shared with Seller, as they may wish to provide you these updates directly.

You can view each company's privacy policy on their websites: www.fourcommunications.com, and www.sellar.com

Name	<input type="text"/>
Organisation	<input type="text"/>
Address	<input type="text"/>
Town	<input type="text"/>
Postcode	<input type="text"/>
Email	<input type="text"/>
Telephone	<input type="text"/>
Message	<input type="text"/>

Appendix VI - Exhibition boards



WELCOME

WELCOME TO OUR COMMUNITY CONSULTATION EVENT ON PROPOSALS FOR GRAND UNION HOUSE

We are excited to share with you our proposals for the redevelopment of Grand Union House.

The key features of our proposals include:

- High quality office space
- Six new affordable homes
- New independent local shops
- New street frontage bringing activity to Kentish Town Road

Thank you for attending the first of our upcoming public consultation events.

After you have finished viewing the proposals, we would be grateful if you could fill out a feedback form.

Our project team is on hand to discuss the proposals and answer any questions you may have.





THE TEAM

SELLAR

Delivering landmark schemes in London for over 20 years, Sellar is an award-winning property company, located in the heart of London. Sellar's development focus is concentrated in London, where the company is recognised for delivering exceptional, design-led projects with a commitment to quality. Projects, ranging from small, discreet buildings to iconic landmarks, are all unique.

ANDREW PHILLIPS

We have appointed Andrew Phillips Architects (AP) to deliver a project that enhances Camden Town.

AP is committed to an approach of collaboration when developing designs, especially understanding the importance of improved public space for occupiers and local residents.





EXISTING SITE AND CONTEXT

THE EXISTING BUILDING

The existing building is dated, unattractive and does not meet modern office occupiers' requirements. Its current closed and barricaded appearance detracts from the local area, and undermines the site's location in the centre of Camden Town and within the Camden Town and Regents Canal Conservation Areas.

The proposed development presents an important opportunity to deliver a regenerative office-led mixed-use development that will enhance this prominent location in the centre of Camden Town.

SURROUNDING CONTEXT

The site sits just north of Camden Town tube station and will be located adjacent to the proposed new TfL Camden Town tube station entrance/exit located on Buck Street.

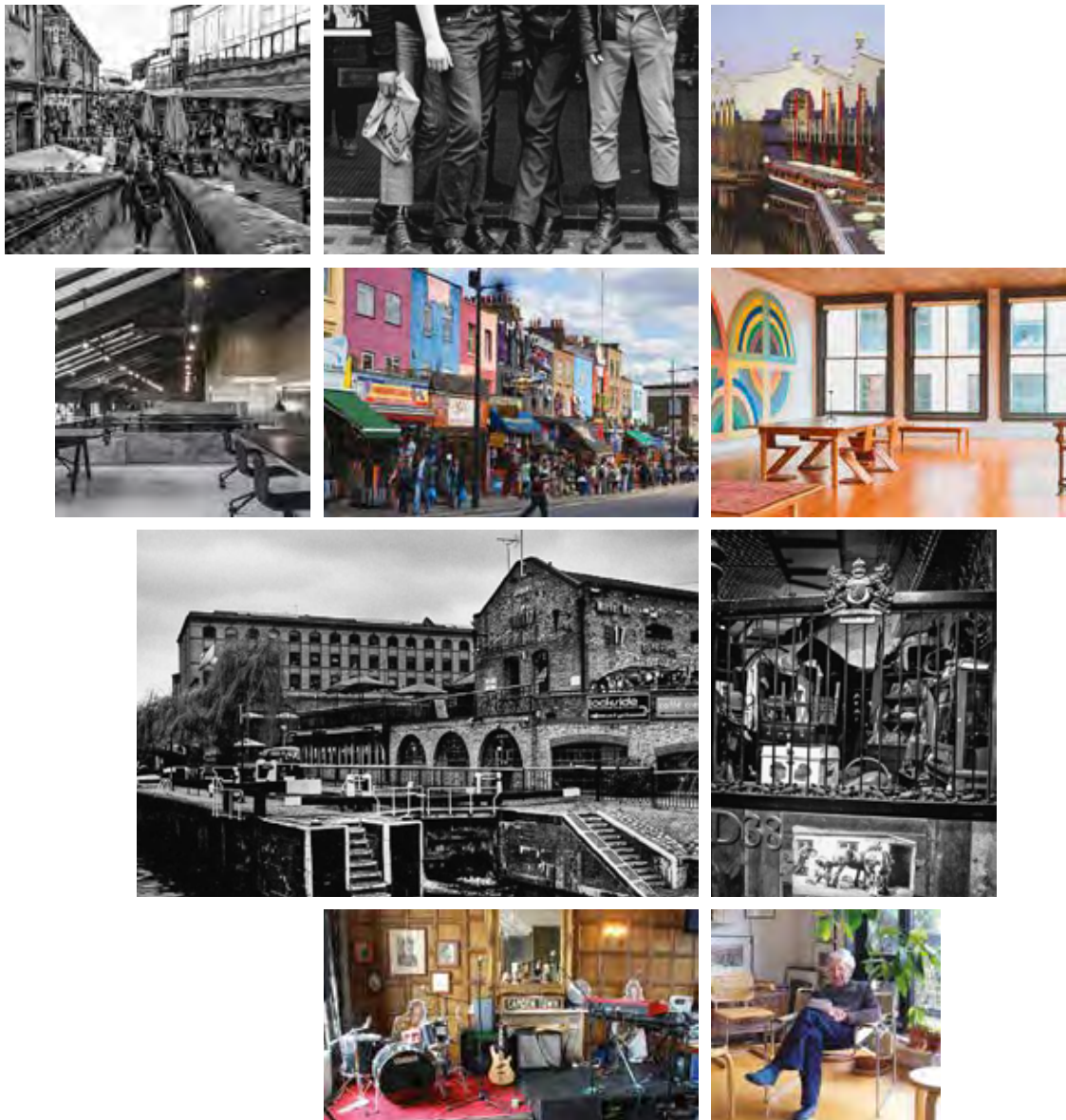
At present, there is a considerable amount of anti-social behaviour that takes place within and around the site, which makes it feel generally unsafe.

Given the prominence of the site, adjacent to the new Camden Town tube station, which will be used by millions of residents, workers and visitors each year, we are committed to improving the site in a way that reduces these issues and makes it a welcoming destination and an attractive part of the wider neighbourhood.





CAMDEN CHARACTER





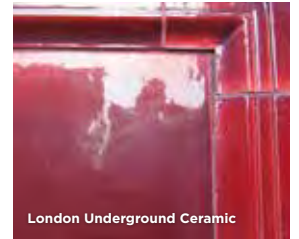
One Pancras Square - Kings Cross



ABC Bakery - Kentish Town Road



HEC Paris - anodised aluminium



London Underground Ceramic



Bond Street - New York



Industrial building - New York



London Underground Ceramic

DESIGN INFLUENCES

Andrew Phillips Architects (AP) have developed initial plans for the redevelopment of Grand Union House.

AP are seeking to deliver an exemplar design that celebrates Camden's unique character. Grand Union House will hold a range of businesses including start ups in the creative sphere and young creative entrepreneurs who appreciate Camden's spirit.

AP's material palette draws from local influences, to create a landmark building in the centre of Camden Town. The deeply coloured glazed ceramics proposed at street level are often seen on industrial and public buildings in busy streets, such as London Underground Stations and Public Houses.

These proposals for Grand Union House have been inspired by the robust elegance of early industrial buildings, such as the original ABC Bakery on this site.

Sustainability is at the centre of the approach:

- The heavy raft foundation of the 1930s ABC Bakery is to be re-used for the third time.
- The concrete columns and upper slab built in the 1980s will also be recycled.
- There will be no need for new concrete construction. A lightweight superstructure of wood and steel is proposed.





- 1 Shared surface yard
- 2 Sainsbury's car park ramp
- 3 New UPKN
- 4 Parking entrance/exit
- 5 Escape stair
- 6 Grand Union Walk residents parking
- 7 Small retail units
- 8 Cycle entrance
- 9 New street paving
- 10 Widened footpath
- 11 New pedestrian crossing
- 12 Office lobby
- 13 Retail units
- 14 Residential entrance
- 15 MIND garden
- 16 Resident's garden
- 17 Barnes House
- 18 St Michael's garden
- 19 Potential for an open green route
- 20 Potential new church pavilion
- 21 St Michael's Church

OUR PRINCIPLES

Every development is driven by different principles, ensuring we take into account the borough, site context and local environment.

The following principles have guided our approach and will continue to do so as we finalise our plans.

HIGH QUALITY OFFICE SPACE

Provision of high quality office space in this central location, which supports the creation of new jobs in the area.

AFFORDABLE HOMES

Provision of much needed affordable housing to help meet LB Camden's housing requirements.

SMALL RETAIL UNITS

Creating a new local retail offer, targeted at small independent retailers.

IMPROVEMENTS TO THE PUBLIC REALM

Sellar's vision is to ultimately enhance the site to minimise anti-social behaviour and bring more activity to currently underutilised site. Improvements to the public realm will be implemented at a later stage and will not form part of the current planning application.

CONTRIBUTING TO CAMDEN TOWN

Our proposals have been developed taking into account the existing and evolving context of the centre of Camden Town, notably the new Camden Town tube station, the Hawley Wharf development and the recently permitted market at Buck Street. We hope that our proposals will act as a catalyst for further improvements to the surrounding area.





PUBLIC REALM

Camden Town is a global landmark and destination. The look and feel when you arrive in Camden is important to residents, businesses and visitors alike. We know that our site has a role to play in making this area the best it can be.

AN ACTIVE GROUND FLOOR FRONTAGE

At street level the proposed development would reactivate the existing dead frontages, providing new retail space and office entrances to create a vibrant and active ground floor frontage. Kentish Town Road will also benefit from pavement works and new trees and planters. Increased activity around the site, as well as improved security within the surrounding public realm, will reduce the likelihood of anti-social behaviour.

RETAIL SPACE

The provision of small retail units at the ground floor will bring activity to the streetscene. Sellar are proposing small retail units for independent retailers, creating a new local retail offer.

WIDENED PEDESTRIAN ROUTE

The existing route through the site at ground floor level will be widened as part of the proposals, improving the pedestrian experience. This will improve east-west connections through Camden Town.

ANTI-SOCIAL BEHAVIOUR

There have been issues of anti-social behaviour, such as vandalism, around Grand Union House. Widened pedestrian routes and street lighting on and around the site will create a place for people to visit, increasing security and reducing the likelihood of anti-social behaviour around the site.





View of new homes on Kentish Town Road

NEW HOMES AND OFFICE SPACE



View of new office space from Buck Street

The redevelopment of Grand Union House will create modern workspace alongside affordable housing, complemented by thoughtfully designed public realm.

NEXT GENERATION OFFICE SPACE

The way people work is changing and nowhere is this more evident than in Camden. Increasingly people and businesses are looking for flexible or 'co-working' space rather than traditional offices.

Our designs are guided by an understanding of what the 'makers and creators' of today are looking for:

- Flexible floorplates to cater for a diverse range of businesses
- An environment that promotes health and wellbeing
- External amenity space on level three and a rooftop terrace
- Hi-tech workspaces that are fit for the future

NEW HOMES

As part of our contribution to Camden, we want to help deliver more affordable housing in the borough. Our proposals include:

- Policy compliant provision of six affordable homes, or 35% of the scheme to support LBC's initiative to provide more housing in the borough
- Dedicated private amenity space
- Cycle parking facilities for residents





View of office entrance from Kentish Town Road

THANK YOU

We hope you share our enthusiasm about the proposed redevelopment of Grand Union House. Our proposals will deliver:

- Modern new offices to attract a diverse range of occupiers
- Much needed affordable homes
- New, independent local shops with welcoming street frontages
- Improvements to the public realm and pedestrian experience
- A safer, more attractive development in the heart of Camden Town

We want to hear your views, so please take a minute to speak to our team and fill in a feedback form. After reviewing your comments, we will be developing our detailed plans, ahead of submitting a planning application.

We will be presenting these proposals to the community at a second event in the coming months. We hope to see you there.

TIMELINE

Late 2018 Anticipated submission of a planning application and further public event

Spring 2019 Anticipated planning decision

Autumn 2019 Anticipated start of construction work

Late 2021 Anticipated completion and opening of the new building

WEBSITE

If you would like to look at these boards again or share them with anyone else, they will be available on our project website: www.sellar-camden.co.uk



Appendix VII - Feedback form

Thank you for coming to our public consultation event

TELL US WHAT
YOU THINK



Your contact details

Name _____

Organisation _____

Address _____

Email _____

Telephone _____

How important are these aspects of the plans to you:	Don't know	Not important	Neutral	Important	Very important
1 New retail offer on Kentish Town Road	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2 New pedestrian routes through the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3 New affordable homes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4 New office space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5 A safer, active environment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Do you support the principle of redeveloping this site? Yes No

If you have any other comments about the proposals, please write them in the space below.

Please return this questionnaire to:

Grand Union House Consultation
c/o Four Communications
20 St Thomas Street
London SE1 9BF

T 020 3697 4247

E grandunionhouse@fourcommunications.com

Keeping you updated

If you would like to receive regular updates and be kept informed on this development please tick this box

Four Communications Ltd will retain the information you provide only for the purposes of keeping you updated about this development. This information will be shared with the Sellar, as they may wish to provide you these updates directly. You can view our privacy policies on the websites: www.fourcommunications.com and www.sellar.com

Appendix 2. Stakeholder letter with an offer to a briefing

S E L L A R

22 December 2020

Dear [REDACTED]

Invitation to a briefing on proposals for Grand Union House

Sellar is bringing forward updated proposals for the redevelopment of Grand Union House, an existing office building on Kentish town road. We would welcome the opportunity to brief you on our plans for this key site in the centre of Camden Town.

We have appointed award-winning architects, 6a, to produce a refreshed design proposal that upgrades the currently redundant building with high quality architecture, in keeping with the local context. The office space is aimed at businesses that currently support the local economy and are predominantly creative, media and technology focussed. There is already strong interest from a local tenant, who has the potential to support over 400 jobs on this site. The scheme will deliver six affordable homes and significant public realm improvements. This will help revitalise Kentish Town Road and bring activity to this currently hostile and unwelcoming part of Camden Town.

In light of the ongoing restrictions placed by COVID-19, we will host a digital consultation programme in the New Year. Ahead of this, we would like to arrange an online briefing with you at a time and date that is convenient.

We have asked Four Communications, who are supporting us on this project, to get in touch with you to arrange a meeting to discuss the proposals. In the meantime, if you have any queries, please do not hesitate to contact us on 020 3907 8982 or email us at grandunionhouse@fourcommunications.com.

Yours sincerely,



James Sellar

CEO, Sellar

Appendix 3. Newsletter

Have your say on the proposals for GRAND UNION HOUSE

We have appointed award-winning and local architects, 6a, to produce new design proposals that upgrade the currently redundant building with architecture that is in keeping with the local context and also stands the test of time.

The office space is aimed at businesses that currently support the local economy and are predominantly creative, media and technology focussed. The scheme will deliver six new homes and significant public realm improvements. This will help

revitalise Kentish Town Road and bring activity to this currently unwelcoming part of Camden Town.

We will be hosting a series of webinars on Wednesday 20 January and Thursday 21 January, 6pm to 7pm.

The webinars will be an opportunity to view a presentation on the proposals, meet the project team and get your questions answered. To register your interest for the webinars, visit our website or get in touch with us by email or telephone.



The site today

Visit our website

Sellar recognise the disruption caused by COVID-19 and the increasing restrictions that have been placed on everyday life. In light of this, we aim to provide a thorough and transparent public consultation.

Please go to our website to find out more. This will be updated throughout the planning process and a dedicated email address and telephone line will be available if you wish to get in touch for any reason.

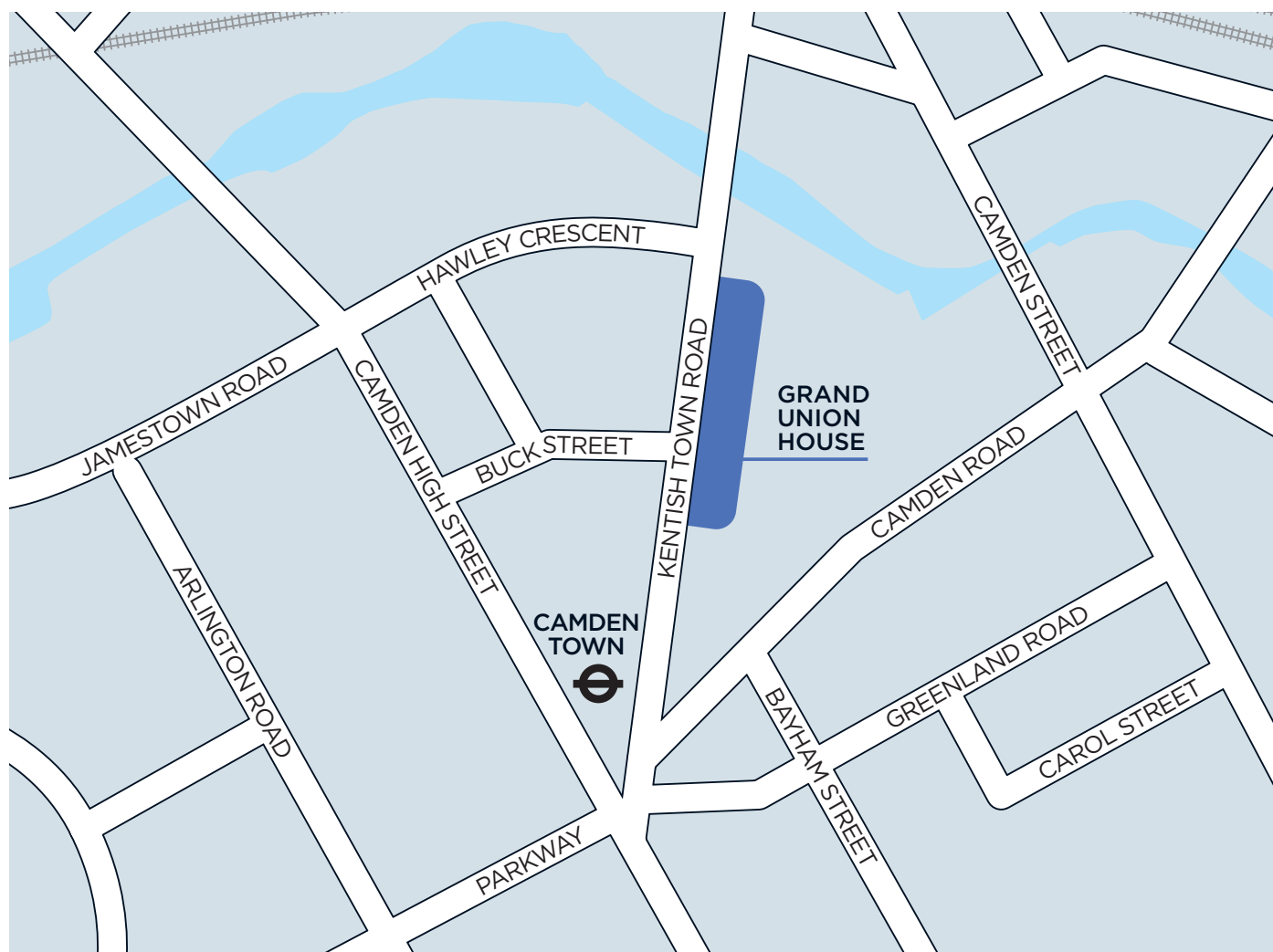
www.sellar-camden.co.uk

Contact us

T 020 7111 0805

M 07384 252 263

E grandunionhouse@fourcommunications.com



Appendix 4. Advert

Top cop says most are following rules to stop spread – while some are looking for loopholes

by BRONWEN WEATHERBY

CAMDEN'S most senior police officer says people should stop thinking what the laws are on Covid and "just do the right thing" to stop the spread of the virus.

Borough commander Chief Superintendent Raj Kohli was speaking as officers stepped up their enforcement of the lockdown rules.

"The bulk of people are trying their best, but some people are misinterpreting the legislation and some people know what they're doing and are even purposely trying to find loopholes," he told the *New Journal*.

"I'd say forget the law. It's not about following the law, the law is irrelevant, it's about being a human being and just doing the right thing."

He added: "As many as 70 to 80 per cent of people say they want tougher enforcement on those breaking the laws, but often do not want that enforcement on themselves. We'd much rather be out there tackling knife crime, drug dealing, domestic abuse and burglaries, but because people continue not to listen

Police: Forget the virus laws, do right thing

and put the lives of hundreds of thousands of people in jeopardy, our focus is taken away from that."

While Chief Supt Kohli said it was clear what the public should do, confusion reigned over some aspects, such as whether a single person can sit and drink a cup of coffee on a bench.

Downing Street was forced on Monday to issue a clarification saying that while a "short pause during the course of exercise would be reasonable", it would be "unlawful to leave the house just to sit in public".

Police Chief Inspector Peter Dearden, who leads the coronavirus response

in Camden and Islington, said he supported officers who are approaching and questioning people sitting down outside in Camden.

He said: "Lockdown should mean lockdown and so people should only be out for essential reasons, otherwise they should be at home.

"If people just acted as though they might have the virus then we would be out of this mess sooner rather than later."

Chief Inspector Dearden added: "We get vilified for asking people to move on from sitting down outside but not acting on breaches, I feel, would not only erode confidence in the police

but also lead to the virus spreading and people dying. So in a way we're damned if we do and damned if we don't.

"I just want to reassure people that we will always act in a proportionate way.

"But over 80,000 people have died now – this level of enforcement is clearly necessary."

The Central North borough command unit is not immune to the coronavirus, with currently between 10 and 12 per cent of its officers off from work due to sickness or self-isolation related to Covid-19 – around four times what might be expected in normal times.



Police speaking to people out walking along the canal towpath on Saturday

Patrol Cops enforce new rules

THE *New Journal* watched a police patrol in Camden Town on Saturday, as officers stepped up enforcement of the lockdown.

At Camden Lock, there were groups of teenagers breaking the "stay at home" order and rules preventing households mixing.

After speaking to three young people out together without a reason, police Sergeant Alvaro Aracena-Fuentes said: "I understand why teenagers would want to be out, but this is how the virus spreads and it's sending a bad impression to other people who will see them and think they can do that too."

In Castlehaven park, two women from a local university had travelled there on rented bikes to eat takeaway food from Camden Market. The rules say you can exercise with one other person, but not

meet for lunch. This would turn out to be the recurring theme of the day – the canal towpath was lined with people sat eating, drinking, and chatting, from families having picnics to people sat on their own listening to music. Each was approached one by one by police with Sgt Aracena-Fuentes asking them to move on. He said: "We've been out for 15 minutes, imagine how tiring it'll be after eight or nine hours doing this.

"It's hard for all of us to see people disregarding the rules like that. I have friends who work in the NHS, I have colleagues that are really ill with the virus. "Whether people like it or not, we are just here to do our job, and we are doing it for a reason."

Three fines were handed out by officers.

SELLAR

Have your say on the proposals for GRAND UNION HOUSE

Sellar will begin consultation on the proposals for the redevelopment of Grand Union House

We have appointed award-winning and local architects, 6a, to produce new design proposals that upgrade the currently redundant building with architecture that is in keeping with the local context and also stands the test of time. The office space is aimed at businesses that currently support the local economy and are predominantly creative, media and technology focussed. The scheme will deliver six new homes and significant public realm improvements. This will help revitalise Kentish Town Road and bring activity to this currently unwelcoming part of Camden Town.

To find out more visit: www.sellar-camden.co.uk

Join us for a webinar on the scheme on Wednesday 20 January and Thursday 21 January, 6pm to 7pm.

To register your interest for the webinars, visit our website or get in touch with us via email or telephone.

Contact us

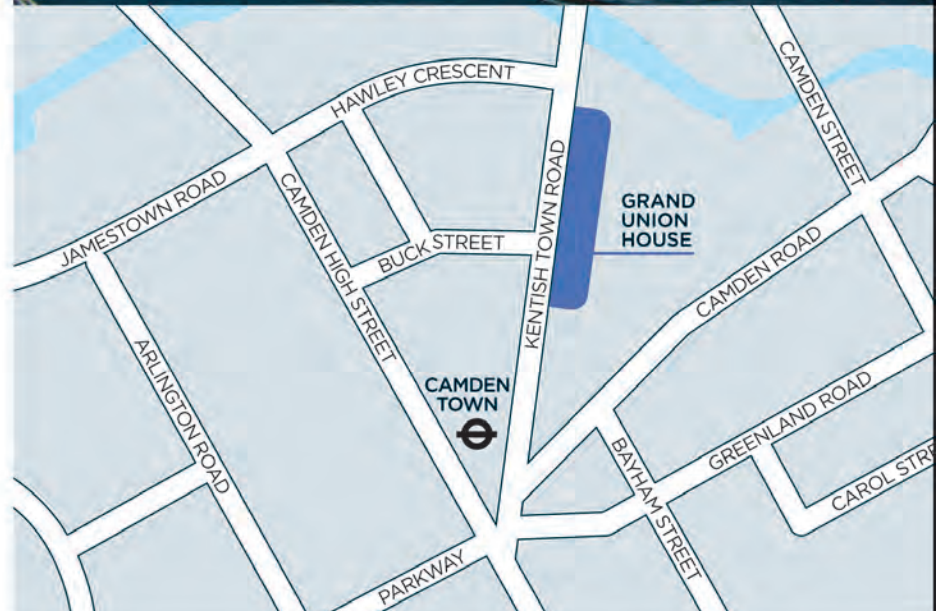
T 020 7111 0805

M 07384 252 263

E grandunionhouse@fourcommunications.com



The site today



Appendix 5. Webinar Presentation

Grand Union House

Public Webinars

January 2021



South London Gallery



MK Gallery, Milton Keynes



Photography Studio for Juergen Teller



Cast Iron Facade for Paul Smith



Student Accommodation, Cambridge



Selfridges Public Realm



A Fairytale Woodland by the Lake



Khokhlovskaya Square, Moscow