

KANDA

North Crescent
STATEMENT OF COMMUNITY INVOLVEMENT
07.2021

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1.

Executive Summary

1. Executive Summary

- 1.1** In September 2020, Schroders UK Real Estate Fund (the Applicant) appointed Kanda Consulting, a specialist public consultation company, to undertake a pre-application community consultation for a planning application at North Crescent, containing two separate buildings, the Telephone Exchange and Minerva House.
- 1.2** This Statement of Community Involvement provides a record of the pre-application engagement carried out on proposals for the refurbishment and reconfiguration of the existing buildings; including a one storey extension, plus plant, minor demolition works associated with internal and external alterations to provide additional office accommodation and associated works.
- 1.3** A series of targeted public engagement activities have taken place to present the proposed scheme to local residents and stakeholders. This has taken place in conjunction with pre-application discussions with L.B. Camden.
- 1.4** In accordance with the March 2020 Coronavirus Act and advice published by the Ministry of Housing, Communities and Local Government, the Applicant sought to move the consultation to ‘at a distance’ engagement via postal and online briefing interactivity, avoiding face-to-face contact.
- 1.5** Feedback to date has been broadly positive, with stakeholders and respondents recognising that a sensitive approach to refurbishment could be beneficial to the existing buildings and would not substantially impact their heritage.
- 1.6** Through the public consultation process, some local residents shared their concerns about the impact that the extension and refurbishment works would have on local amenity. The Applicant was able to highlight that the works would be carefully managed in order to minimise any possible disruption relating to noise and dust.

2.

Consultation Process

2. Consultation Process

2.1 Consultation Process

- 2.1.1 The consultation process was carried out in conjunction with pre-application meetings with L.B. Camden's planning and design officers.
- 2.1.2 Engagement with local residents and the wider community has comprised targeted mailouts and a consultation website as outlined in the table below.

Date	Organisation
21 st October 2020	The project team had an introductory meeting with The Bloomsbury Conservation Area Advisory Committee (BCAAC) to present the proposals.
23 rd October 2020	The project team emailed Bloomsbury Ward Councillors Adam Harrison and Rishi Madlani to introduce the proposals and offer a site tour.
18 th November 2020	The project team had a further meeting with The BCAAC to present the proposals.
11 th February 2021	The project team once again emailed Bloomsbury Ward Councillors Adam Harrison and Rishi Madlani to introduce the proposals and offer a site tour.
21 st June 2021	A newsletter outlining the proposals for the site and detailing the virtual consultation was sent to an area around the site, which contained c.1519 addresses.
21 st June – 6 th July	The consultation website was launched, with virtual exhibition boards and the opportunity to leave feedback.
June 2021	Social media adverts were run to advertise the consultation.
23 rd June 2021	The project team conducted a site tour with the BCAAC to discuss the proposals further.
28 th June 2021	The project team emailed the Bloomsbury Association, The Fitzrovia Partnership BID, and BRAG (Bloomsbury Residents Action Group) as well as Ward Cllrs Madlani and Harrison to share details of consultation and offered an invitation to meet.

1 st July 2021	The project team emailed a follow up to the Bloomsbury Association, The Fitzrovia Partnership BID, and Bloomsbury Residents Action Group to share details of consultation and offered an invitation to meet.
2 nd July 2021	A follow-up newsletter outlining the proposals for the site and detailing the virtual consultation was sent to an area around the site, which contained c.1519 addresses.

2.2 Consultation area

- 2.2.1 The Newsletter was posted to c.1519 addresses surrounding the site on the 21st June 2021. A copy of the introduction newsletter can be seen in Appendix 1. A copy of the distribution area can be seen in Appendix 2.
- 2.2.2 A follow-up newsletter was posted to the same distribution area around the site on 2nd July 2021. A copy of the follow-up newsletter can be seen in Appendix 7.

2.3 Project Contact Methods

- 2.3.1 Throughout the process, a telephone number and e-mail address, contact@north-crescent.info, were supplied and managed by Kanda Consulting, providing further information to residents, businesses, and stakeholders on request.
- 2.3.2 The telephone number and email address continue to be managed by Kanda Consulting, and residents, businesses, and stakeholders will continue to have the opportunity to ask questions following submission.

3.

Consultation on the Proposals

3. Consultation on the Proposals

- 3.1** The consultation website went live on 21st June and has received **225 page views** from **167 different users** at the time of submission.
- 3.2** Over the consultation period, from 21st June up to submission, **6 feedback forms** were received.
- 3.3** The following table sets out the key issues that were raised through the online consultation, up to the date of submission.

Feedback Summary
One stakeholder asked about the preservation of the mews, and what the impact would be on the setting of the mews.
Stakeholders were keen to understand to what extent the project would be extending the height or massing.
Stakeholders BCAAC wanted to know to know if the existing mansard roof on Telephone House was the original.
Where sustainability was concerned, residents were generally positive about the sustainability credentials.
Some residents raised the issue of the demand for office space in the local area.
One resident wanted to know about the management of noise and disruption during the works for the extension and refurbishment of the buildings, and was particularly concerned about how traffic would be impacted by construction works.
In terms of the design, respondents to the survey had mixed views. Some respondents wanted assurance that much of the fabric and heritage of the buildings would be retained, whilst others wanted a 'brand new building'.

4.

Next Steps

4 • Next Steps

- 4.1** The Applicant is committed to continuing engagement with local people throughout the process. As well as working with L.B. Camden on planning and construction management issues, the Applicant will continue to keep site neighbours informed in advance of construction commencing (subject to planning permission being granted) through a detailed Construction Management Plan. Furthermore, they will continue to respond to requests for information / questions and offer key stakeholders and close neighbours the opportunity to meet to discuss the proposals. The project website remains live, and the project email address remains open to receive feedback on the plans.

5.

Conclusion

5. Conclusion

- 5.1** The consultation process has provided neighbours and local representatives with opportunities to share their thoughts about the updates to the proposals for the refurbishment and reconfiguration of the existing buildings; including a one storey extension, plus plant, minor demolition works associated with internal and external alterations to provide additional office accommodation and associated works.
- 5.2** The feedback received on the proposals was broadly positive, with stakeholders and respondents recognising that a sensitive approach to refurbishment could be beneficial to the existing buildings and would not substantially impact their heritage.
- 5.3** Through the public consultation process, some local residents shared their concerns about the impact that the extension and refurbishment works would have on local amenity. The Applicant was able to highlight that the works would be carefully managed in order to minimise any possible disruption relating to noise and dust.
- 5.4** Conversations with neighbours and stakeholders have been productive and will continue to inform the Applicant's approach to the proposals.

Appendices

Appendix I Newsletter



Minerva House and Telephone Exchange

Stanhope PLC, on behalf of Schroders, are looking to bring forward a set of proposals to sensitively enhance and refurbish Telephone Exchange and Minerva House on North Crescent.

The proposals include sensitively and sustainably extending Telephone Exchange and Minerva House by one storey in order to deliver additional high-quality market and affordable-rent office space, activate the ground floors of the buildings fronting on to North Crescent and improve end of journey facilities in the basement such as cycle parking and changing rooms.

We are committed to working closely with the local community to ensure we bring forward proposals that are sensitive to the local area, while delivering high-quality architecture and contemporary spaces.

The proposals seek to retain the majority of the existing structural fabric and provide efficient operating systems to minimise carbon and create a sustainable building for the long-term.

NC NORTH
CRESCENT
Virtual Exhibition

2 Our Proposals

Our proposals will see both buildings updated to provide high-quality contemporary office accommodation, which is suitable for modern office occupiers and enhances their wellbeing. The key improvements we are looking to make include:



Retaining and enhancing the existing buildings and their façades, whilst enabling sensitive internal connections between the two buildings



Sensitively extending Telephone Exchange by one storey in order to **deliver additional and affordable high-quality office space**



Remodelling the roofs and rooftop plant of both buildings to **make them harmonious with the existing buildings** and create an elegant roofline



Introducing greening at the ground floor and on the upper levels, with an aspiration to improve public realm around the site



Activating the ground floors of the buildings fronting on to North Crescent



Designing-in active use of the building, with **inviting stairs to improve occupier wellbeing**



Improved sustainability credentials including new end of journey facilities in the basement such as cycle parking and changing rooms

Consultation

3

We had originally intended to hold a public exhibition in person about our proposals for Telephone Exchange and Minerva House. However, in response to government advice around the COVID-19 pandemic, it is still not advisable to hold face-to-face public meetings.

Instead we are conducting an online and postal exhibition about our proposals, providing you with the opportunity to share your feedback so that we can develop our detailed proposals in a holistic and collaborative way.

We are keen to understand the views of the local community on our proposals. **Our consultation on the proposals will run until 6th July 2021.** You can view the proposals and leave feedback on the project website.



www.north-crescent.info



Next Steps

Our consultation on the proposals for Telephone Exchange and Minerva House on North Crescent will run **until 6th July 2021**. If you would prefer to receive a physical information pack, which includes a copy of the exhibition boards and a physical feedback form, please do not hesitate to get in touch via the details below to request one.

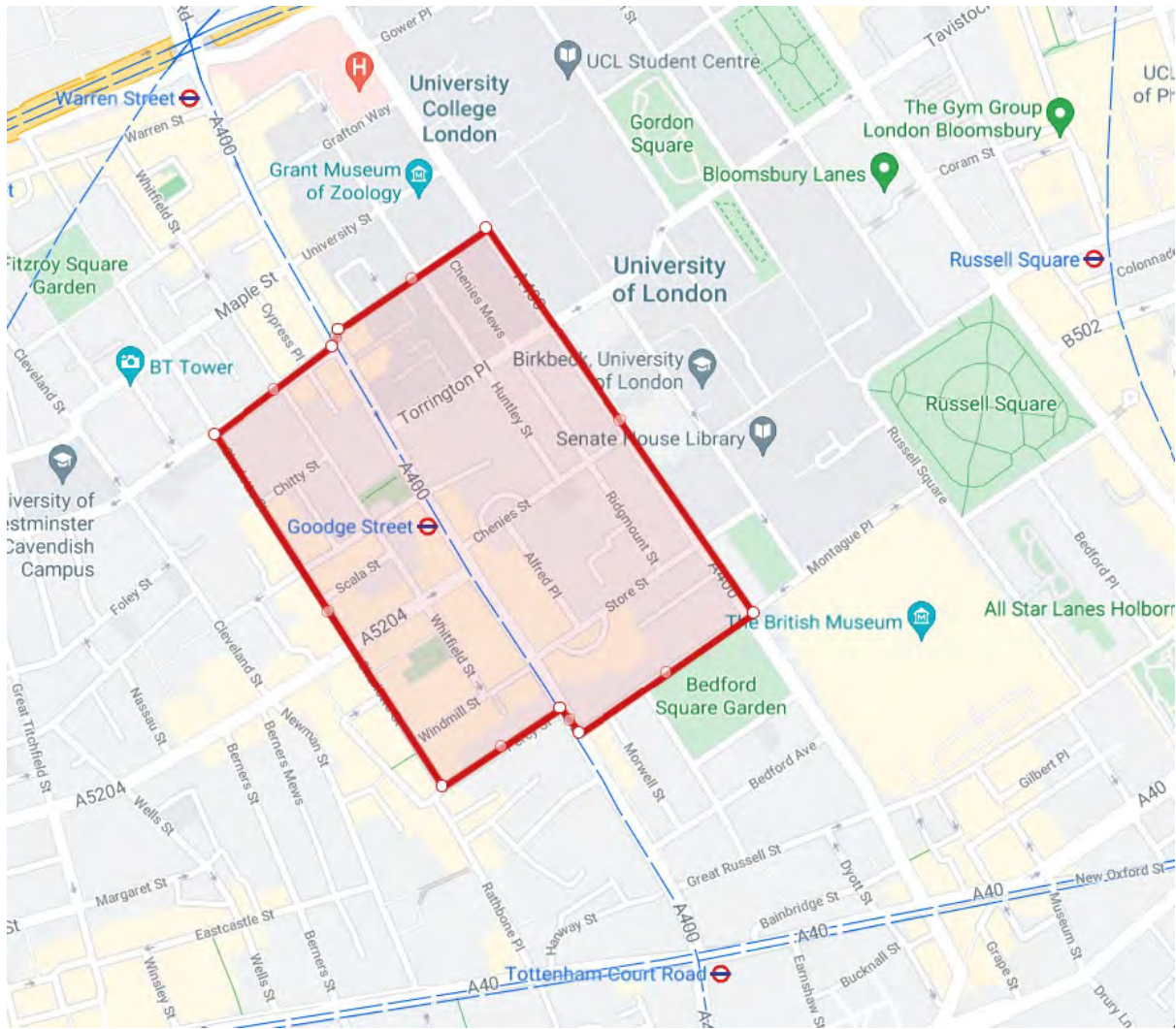


contact@north-crescent.info



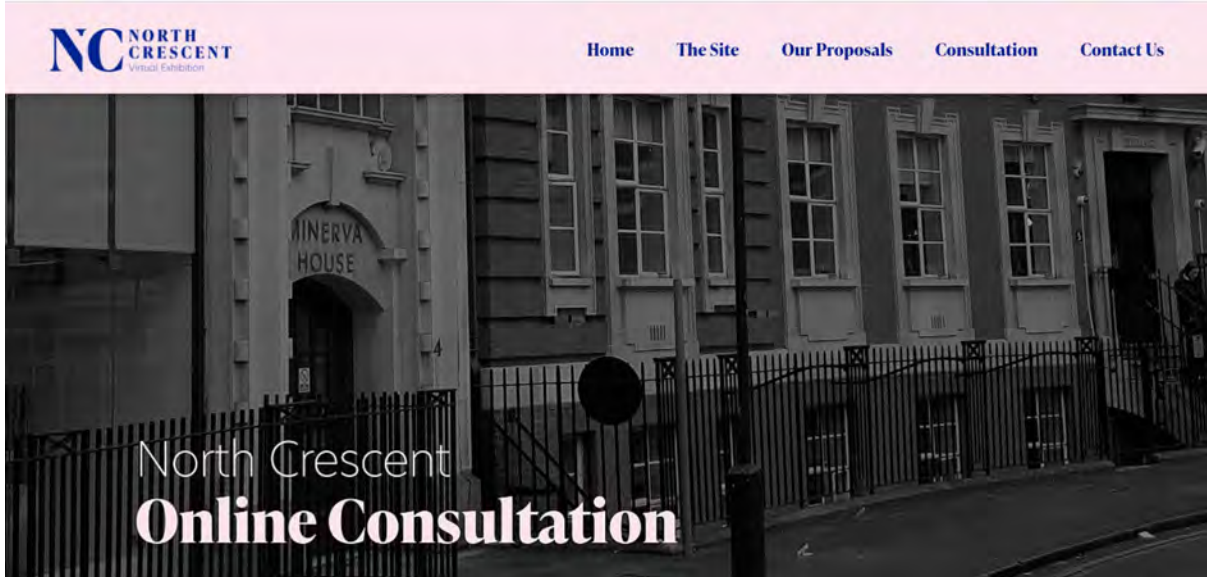
0203 900 3676

Appendix II Distribution Area



Appendix III Project Website

Home Page



Welcome

Welcome to our consultation website for Stanhope's proposals to sensitively upgrade and refurbish Telephone Exchange and Minerva House on North Crescent.

Stanhope PLC, on behalf of Schroders, are looking to bring forward a new set of proposals for the site which will see the buildings enhanced to provide contemporary office accommodation which is more energy efficient as well as high-quality affordable office space, alongside the introduction of a modest roof extension.

For more details on the proposals and the opportunity to leave feedback, please visit [The Proposals](#)



Project Team

Schroders

Founded in 1804, Schroders is a global investment manager prioritising the growth of a sustainable business that takes the long-term approach. Schroders are committed to providing positive outcomes for clients, society, its shareholders and its people.

A wealth of experience through multiple economic cycles, deep relationships and their unique ability to identify and execute opportunities consistently has allowed Schroders to deliver performance across a variety of sectors in the UK real estate market.

MORRIS+COMPANY

Morris + Company is a company of architects. We are listeners, makers, curators, narrators, experiments and innovators. We are bold activists and obsessive fabricators. And we are connected by our love of making buildings.

Morris+Company have considerable experience working with existing buildings in a variety of London boroughs. We have particular success working in challenging historic contexts, adopting a strategy of open dialogue with stakeholders in order to engage with the most significant constraints of a property and add value to the project in a sensitive way.

The Site

See what this is all about



Sign up to our mailing list!

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



Get in touch!

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

Quick Links

[Home](#)

[The Site](#)

[Our Proposals](#)

[Consultation](#)

[Contact Us](#)

Contact Details

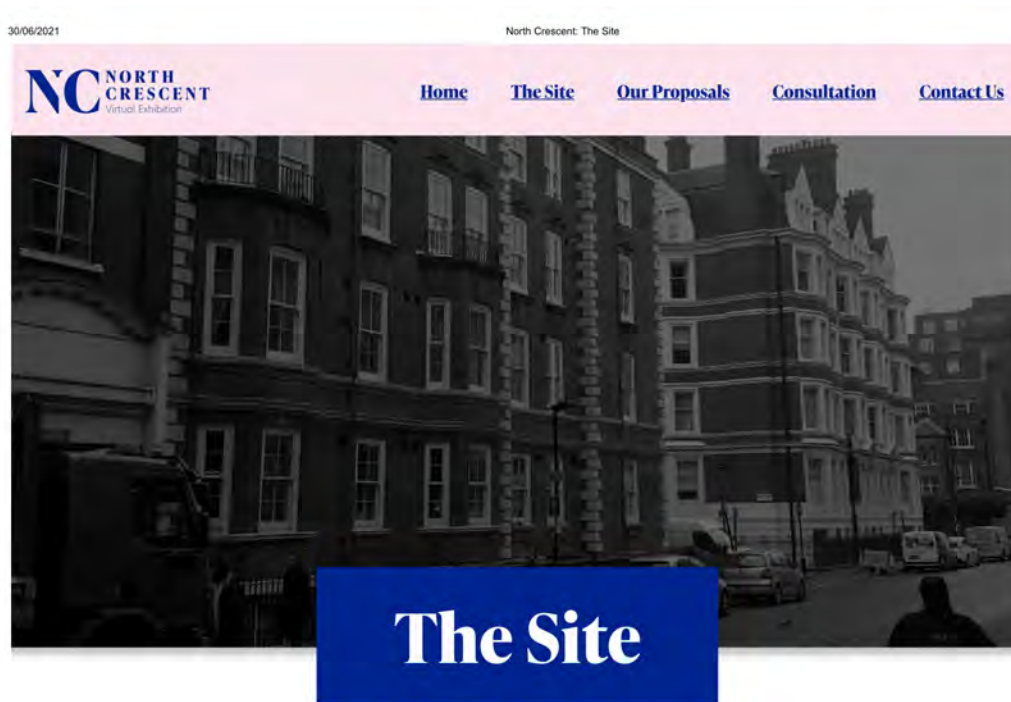
Phone:

020 3900 3676

Email:

contact@north-crescent.info

The site



Site History

Originally Georgian Terraces built in the 1910s, the site was redeveloped immediately after the First World War.

The Minerva Motor Company originally inhabited Minerva House. Historically, the Telephone Exchange was a telephone system responsible for a particular geographic area that provided the interconnection of two or more individual subscriber lines for calls between them. This made it possible for subscribers to call each other at homes, businesses or public spaces.

The exterior form, massing and appearance of buildings now are essentially as they were in the immediate post-war period with the exception of the rear part of Minerva House where a flat roof has replaced a previously pitched roof. Minerva House has been extensively altered internally over an extended period, and has minimal special interest.

30/06/2021

North Crescent: The Site



[Home](#)

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The Site Today

The site is located in the heart of London, directly adjacent to Tottenham Court Road. The site is within the Bloomsbury Conservation Area boundary, and Minerva House is Grade II listed. Telephone Exchange is identified as a positive contributor in the Bloomsbury Conservation Area.

The site is highly connected. Within a maximum 13 minute walk, the site is serviced by five Underground stations; Goodge Street Station, Warren Street Station, Euston Street Station and Railway, Tottenham Court Road Station, and Russell Square.

Our Proposals

See what this is all about



Sign up to our mailing list!

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

Email...

Sign up



Get in touch!

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

Contact us

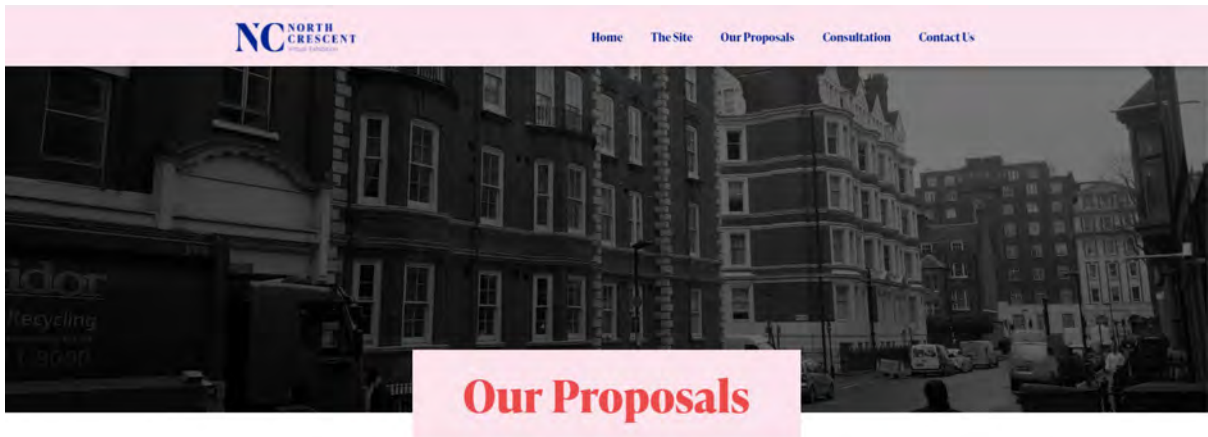
[Quick Links](#)

[Contact Details](#)

<https://www.north-crescent.info/the-site/>

2/3

Our proposals



Our Proposals

Our proposals will see both buildings updated to provide high-quality office accommodation, which is suitable for contemporary office occupiers and enhances their wellbeing. The key improvements we are looking to make include:



Retaining and enhancing the existing buildings and their facades, whilst enabling sensitive internal connections between the two buildings



Sensitively extending Telephone Exchange and Minerva House by one storey in order to **deliver additional and affordable high-quality office space**



Remodelling the roofs and rooftop plant of both buildings to **make them harmonious with the existing building** and create an elegant roofline



Introducing greenery at the ground floor and on the upper levels, with an aspiration to improve the public realm around the site



Activating the ground floors of the buildings fronting on to North Crescent



Designing-in active use of the building, with **inviting stairs to improve occupier wellbeing**



Improved sustainability credentials including new end of journey facilities in the basement such as cycle parking and changing rooms

Consultation

See what this is all about...



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

Email...

Sign up



Get in touch!

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

Contact us



Dedicated project website for the proposed redevelopment of the Telephone Exchange and Minerva House.

Quick Links

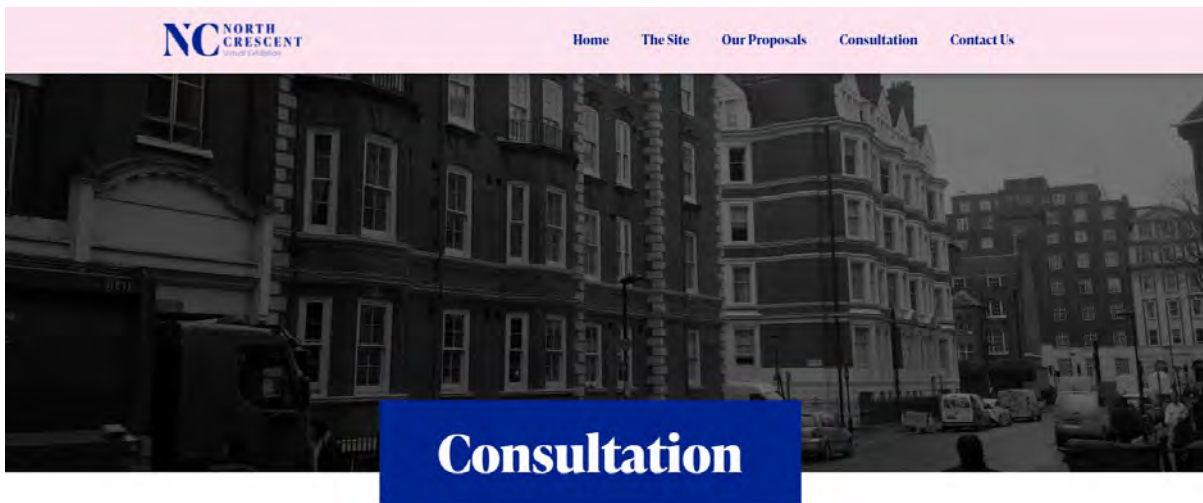
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Contact Details

Phone:
020 3900 3676

Email:
contact@north-crescent.info

Consultation



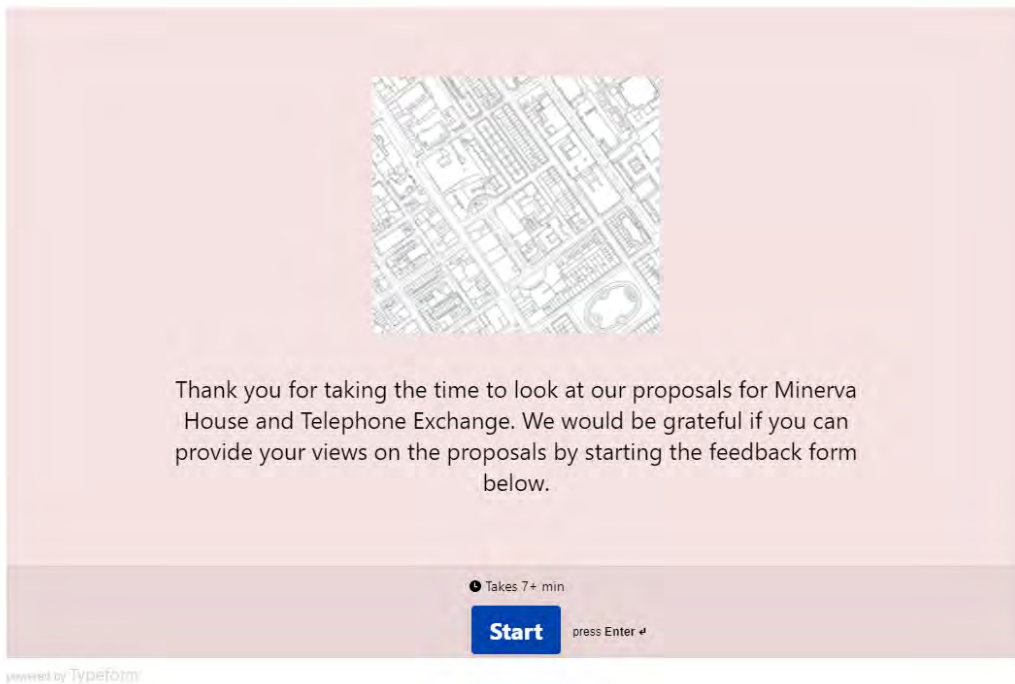
We are keen to understand the views of the local community on our proposals.

Our consultation on the proposals for Telephone Exchange and Minerva House on North Crescent until 6th July 2021. This will be an opportunity for our neighbours to view our proposals and share their views.

Please click here to view the virtual consultation.

Exhibition Boards

Please click here to fill out a feedback form.



Our consultation on the proposals for Telephone Exchange and Minerva House on North Crescent until the submission of the planning application at the end of June 2021.

If you prefer to receive a physical information pack, which includes a copy of the exhibition boards and a physical feedback form, please do not hesitate to get in touch via the details below to request one.



contact@north-crescent.info



0203 900 3676

Contact Us

See what this is all about...



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

Email...

Sign up



Get in touch!

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

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Dedicated project website for the proposed redevelopment of the Telephone Exchange and Minerva House.

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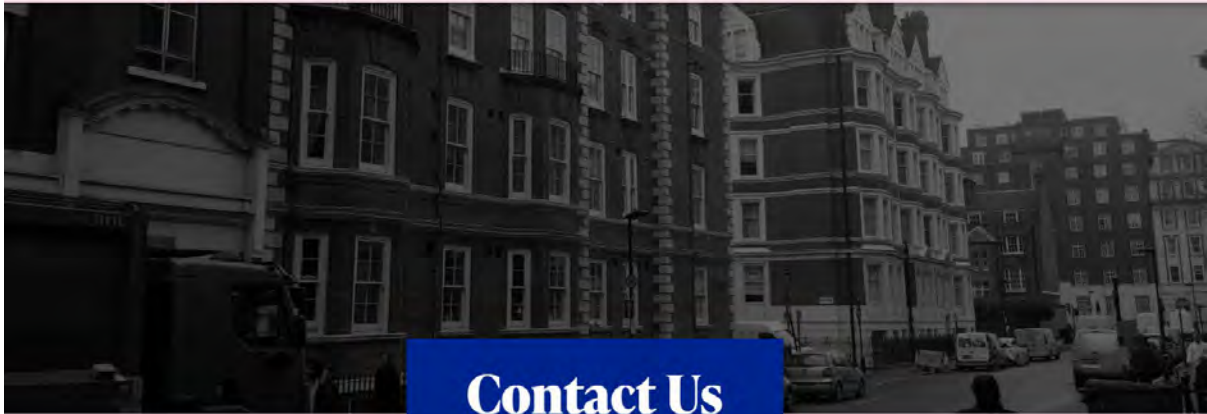
020 3900 3676

Email:

contact@north-crescent.info

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Contact



Contact Us

Thank you for taking the time to visiting the consultation website for Telephone Exchange and Minerva House on North Crescent.

If you have any questions, please get in touch on the details below, or via the contact form.

Phone:

0203 900 3676

E-mail:

contact@north-crescent.info

Get in touch

<input type="text" value="Name..."/>	<input type="text" value="Email..."/>
<input type="text" value="Postcode..."/>	<input type="text" value="Address..."/>
<input type="text" value="Your message..."/>	

SEND MESSAGE

Sign up to our mailing list!

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

Sign up



Get in touch!

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

Contact us



Dedicated project website for the proposed redevelopment of the Telephone Exchange and Minerva House.

Quick Links

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Phone:

020 3900 3676

Email:

contact@north-crescent.info

Appendix IV Exhibition Boards

NC NORTH CRESCENT
Virtual Exhibition

Welcome

Welcome to the virtual exhibition of Stanhope and Schrodgers' proposals to sensitively upgrade and refurbish Telephone Exchange and Minerva House on North Crescent.

We hoped to be able to show you our proposals for the site at a public event but unfortunately due to the ongoing effects of Coronavirus, this is not possible at the moment given both government advice and our commitment to community wellbeing.

As a result, this consultation is taking place 'at-a-distance' - using a range of different feedback tools. We are committed to engaging widely and making sure everyone has an opportunity to have a say on the plans in a way that suits them.

You can provide your feedback on the information set out in these boards by clicking on the 'Feedback Form' on the 'Have Your Say' section on our website. You can also provide your feedback via post.

We are keen to understand the views of our neighbours and the local community before submitting a planning application to London Borough of Camden.



Meet the team

Schrodgers

Founded in 1804, Schrodgers is a global investment manager prioritising the growth of a sustainable business that takes the long-term approach. Schrodgers are committed to providing positive outcomes for clients, society, its shareholders and its people.

A wealth of experience through multiple economic cycles, deep relationships and their unique ability to identify and execute opportunities consistently has allowed Schrodgers to deliver performance across a variety of sectors in the UK real estate market.

Schrodgers acquired Minerva House and Telephone Exchange in 2013.

STANHOPE

Stanhope's development management model enables the team to deliver projects from inception to successful operation by immersing themselves in the detail of each project every step of the way.

This focused approach means that Stanhope deliver projects responsibly, to scope and with an open-minded approach to research and development that ensures projects are ambitious, flexible and future facing.

MORRIS+COMPANY

Morris+Company is a company of architects. We are listeners, makers, curators, narrators, experimenters and innovators. We are bold activists and obsessive fabricators. And we are connected by our love of making buildings.



Blossom Street
Morris + Company, London Borough of Tower Hamlets

The site

Site history

The site was built out as Georgian terraces in the 1910s, and was redeveloped immediately after the First World War.

The Minerva Motor Company originally inhabited Minerva House. Historically, a Telephone Exchange was a telephone system responsible for a particular geographic area that provided the interconnection of two or more individual subscriber lines for calls between them. This made it possible for subscribers to call each other at homes, businesses or public spaces.

The exterior form, massing and appearance of buildings now are essentially as they were in the immediate post-war period with the exception of the rear part of Minerva House where a flat roof has replaced a previously pitched roof. Minerva House has been extensively altered internally over an extended period, and has minimal special interest.

Telephone Exchange has also been significantly altered and experienced piecemeal extensions over the years to meet with evolving standards of office space.



Historic image of former interior



The site today

The site is located in the heart of London, directly adjacent to Tottenham Court Road. The site is within the Bloomsbury Conservation Area boundary, and Minerva House is Grade II listed. Telephone Exchange is identified as a positive contributor in the Bloomsbury Conservation Area.

The Eisenhower Centre, a deep level shelter built in 1942, is located directly south of the site. Furthermore, the Rangers Memorial which is Grade II listed is also located within the crescent.

The site is highly connected. Within a maximum 13 minute walk, the site is serviced by five Underground stations: Goodge Street Station, Warren Street Station, Euston Street Station and Railway, Tottenham Court Road Station, and Russell Square.

Our proposals

Our proposals will see both buildings updated to provide high-quality contemporary office accommodation, which is suitable for modern office occupiers and enhances their wellbeing. The key improvements we are looking to make include:



Retaining and enhancing the existing buildings and their facades, whilst enabling sensitive internal connections between the two buildings



Sensitively extending Telephone Exchange and Minerva House by one storey in order to **deliver additional high-quality office space**



Remodelling the roofs and rooftop plant of both buildings to make them harmonious with the existing building and create an elegant roofline



Introducing greenery at the ground floor and on the upper levels, with an aspiration to improve the public realm around the site



Activating the ground floors of the buildings fronting onto North Crescent



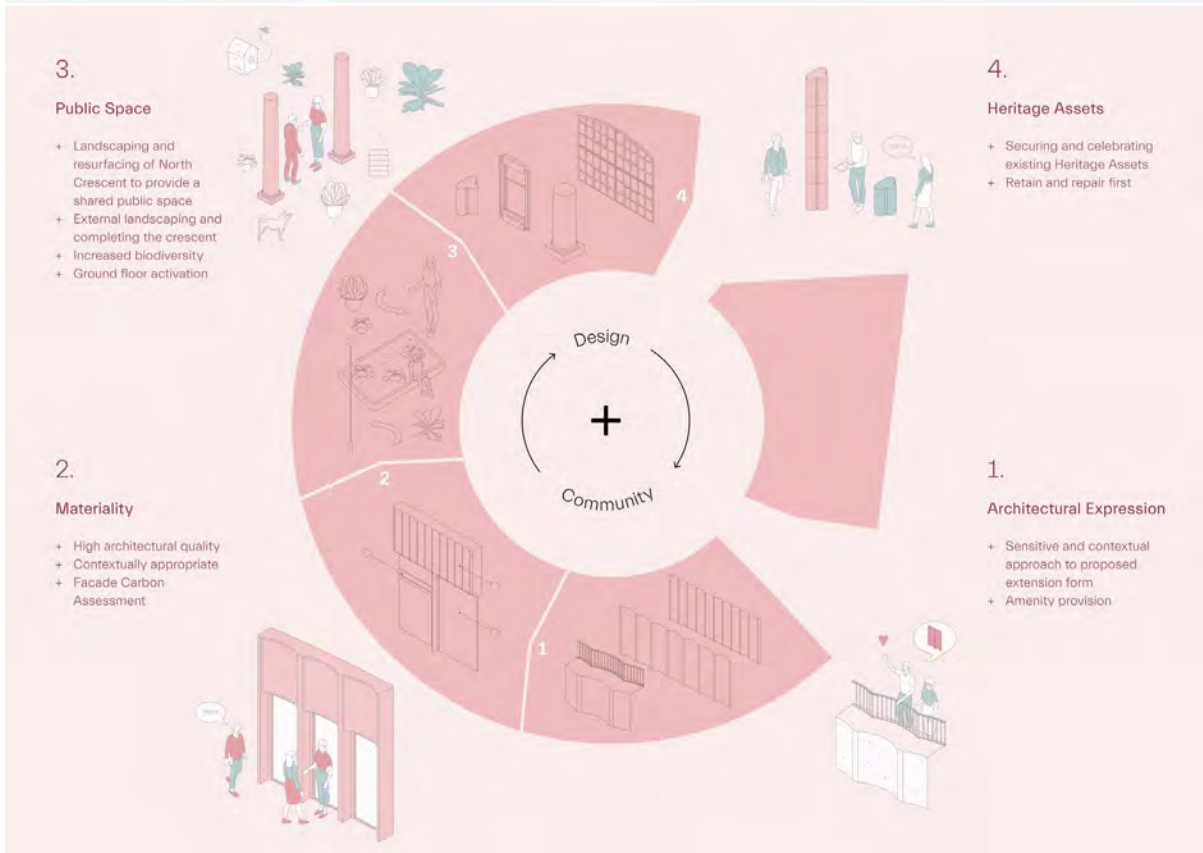
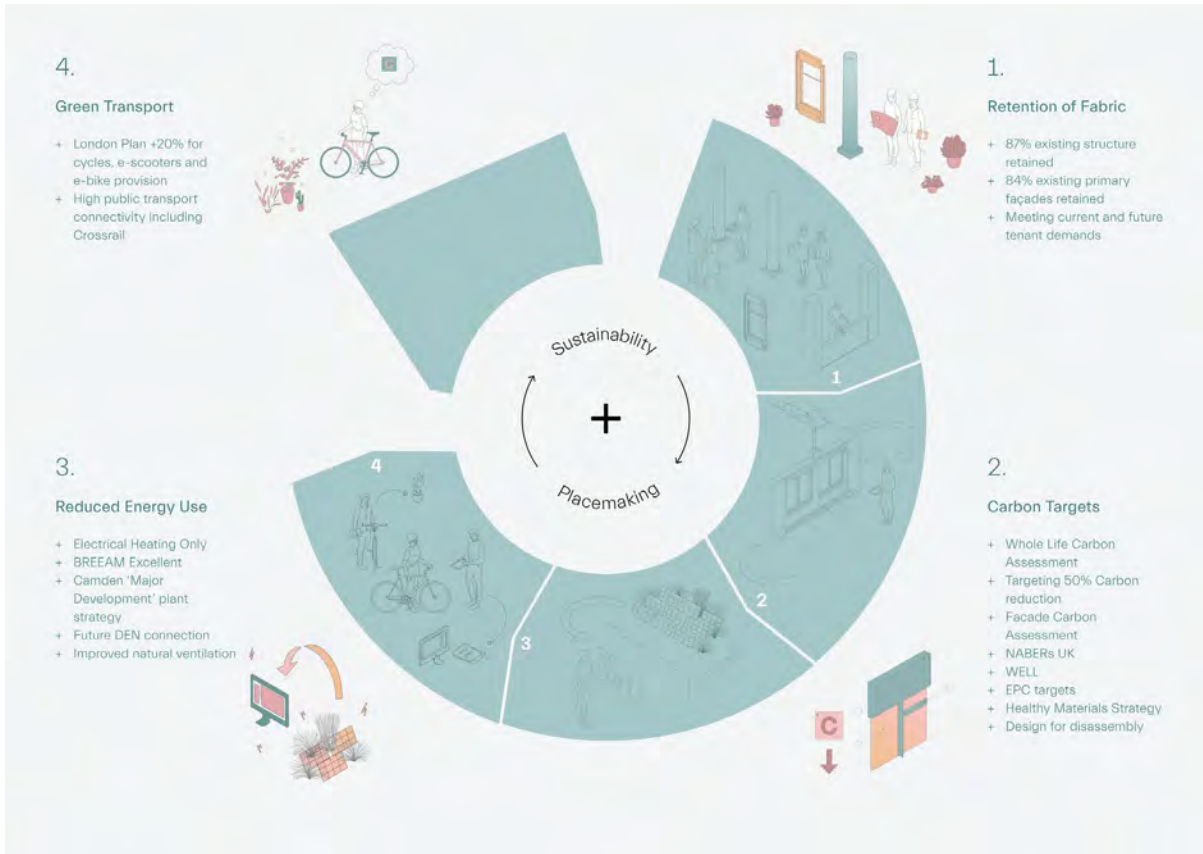
Designing-in active use of the building with **inviting stairs to improve occupier wellbeing**

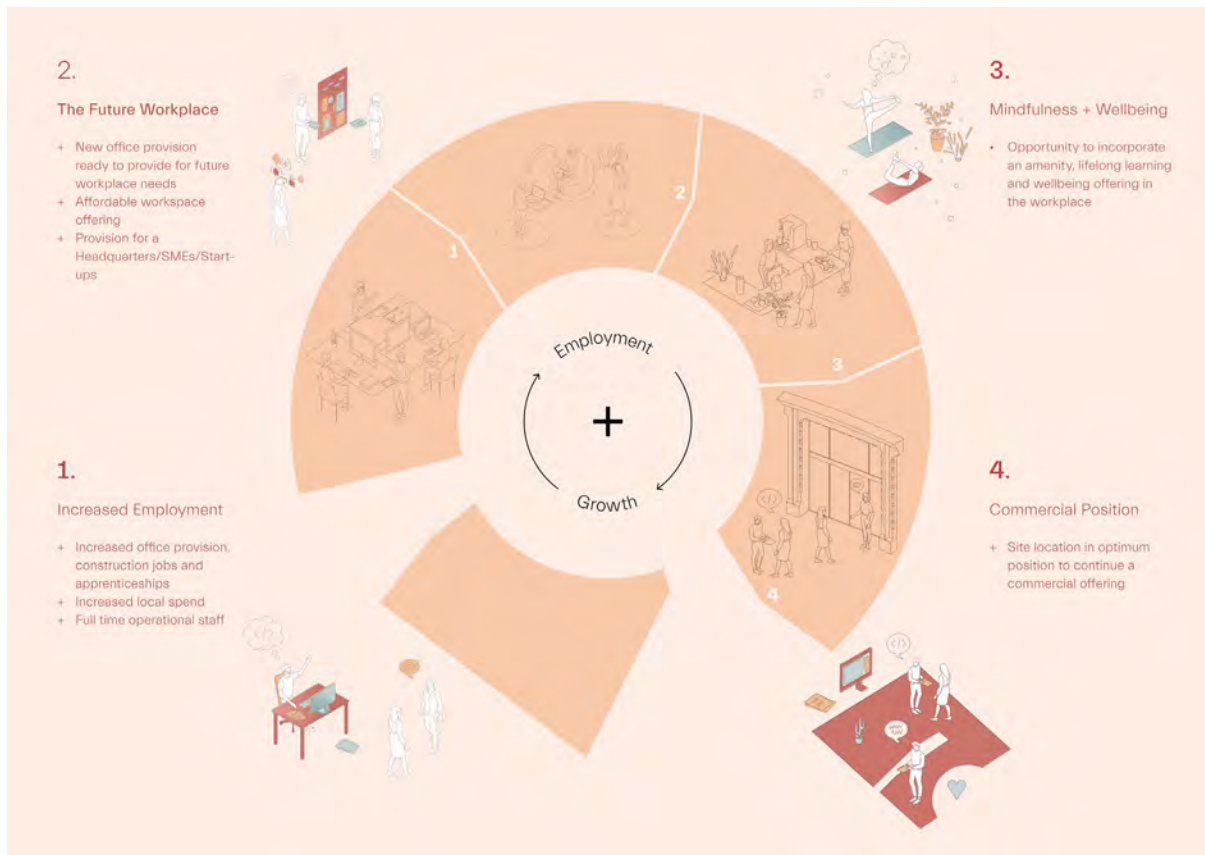


Improved sustainability credentials including new end of journey facilities in the basement such as **cycle parking** and **changing rooms**



Provide **openable windows throughout** to enable natural ventilation





Rooftop and massing

The existing plant rooftop plant is unsightly, and detracts from the Bloomsbury Conservation Area. Furthermore, it is in poor condition and has been built in a piecemeal fashion over time, which can be seen in the multiple construction and materiality methods.

As part of our proposals, we are looking to replace the existing unsightly rooftop plant as well as the current mansard roof, which is not a part of the original design of the buildings. The proposals would see the introduction of a new facade on level 3, as well as a set-back extension on level 4.

The proposals would seek to extend the buildings vertically by one storey. The new storey would be set back by around 2m in order to minimise its visual impact on the surrounding conservation area.



Delivering contemporary office space

Rooftop terraces

The proposals include the sensitive introduction of terraces on the upper levels of the building. As the current Covid-19 pandemic has demonstrated, it is more important than ever to provide external amenity space for office users.

We are keen to be good long-term neighbours and recognise the importance of safeguarding local amenity. As such, we are committed to outlining the use of the terraces in an operational management plan, to be agreed with L.B. Camden, which would place limits on the hours of operation, capacity and ensure they cannot be used for events which may disturb residential amenity.

Cycle facilities

Our proposals will design-in active and sustainable transport, by introducing modern cycling facilities in the basement. Dedicated end-of-journey facilities will include cycling storage, changing rooms, showers, drying rooms and lockers.

In addition, the proposals include accessible and visitor facilities at ground floor.



The current office space is outdated and does not meet the requirements of modern office occupiers. Our proposals will bring this office space into the 21st century in terms of sustainability and amenities, as well as delivering more flexible floorplates. We want to provide a more active ground floor use, as well as designing-in active use of the building with inviting stairs to improve occupier wellbeing.

Sustainability

The current roof plant is unsightly, outdated and inefficient. The proposals seek to replace this outdated plant with new high-quality sustainable energy systems, improving energy efficiency of the buildings.

We are also proposing to introduce substantial urban greening at both ground floor and upper levels. This will contribute positively to the design of the building and the feel of the local area, linking to Camden Council's forthcoming Alfred Place pocket park and contributing to the local effort to reduce air pollution. We also propose to provide openable windows throughout the building to enable natural ventilation.



Indicative improvements to the wider public realm



Public realm aspirations

As part of the proposals we are also exploring opportunities to improve the public realm surrounding the site.

There is a clear opportunity to engage with the forthcoming public realm scheme in Alfred Place and continue their intent through to North Crescent.

We are committed to delivering high-quality public realm within our site and are in ongoing discussions with London Borough of Camden on improving the public realm around the site.

Design – Exterior

Facades

While the existing stone and brick is high-quality on the facades of Minerva House and Telephone Exchange respectively, the facades are in need of cleaning and repair in order to secure their long-term future. All windows on Minerva and Telephone Exchange require replacement to meet modern building envelope and energy efficiency standards.

The proposals will seek to retain and enhance the existing facades, while respecting the local context and maintaining the distinction between the buildings.



Boy study and material palette of Telephone Exchange facade



- Anodised/PPC aluminium panels - Green tone
- Anodised/PPC aluminium frames - Tone to match surrounding aluminium panels
- Metal balustrade - Tone end finish to match aluminium frames at 3rd floor
- GRC panels - Light terracotta hue, smooth surface finish
- Perforated anodised/PPC aluminium panel - Mid terracotta hue to match adjacent GRC panels
- Anodised/PPC aluminium frames - Mid terracotta tone to match perforated panel above
- GRC panels - Mid terracotta tone, lightly textured surface finish
- New double glazed windows with anodised/PPC aluminium frames - silver/stone tone to match existing ashlar stone surrounds

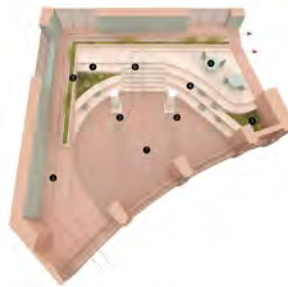
Design – Interior

Existing

Minerva House's interior has been significantly altered over time and little remains of the existing building. The interior of Telephone Exchange is not listed or highlighted as having significant value; however there are numerous key details that are architecturally inspiring and acknowledge the buildings original use.

There are a number of issues with the existing interior which the proposals would seek to address. These include:

- ⊗ Extensive damp and historical brickwork saturation
- ⊗ Water ingress to top floor
- ⊗ Varying levels of quality office space
- ⊗ Varying clear heights
- ⊗ Varying floorplate depths



- Key**
- ① Ramp
 - ② Existing columns
 - ③ Planters
 - ④ Seating
 - ⑤ Temporary furniture
 - ⑥ Stair access
 - ⑦ Exhibition space
 - Route to core



Minerva House

Proposed

In terms of the interior of the buildings, the proposals seek to:

- ⊗ Revitalise the Minerva House entrances and create an accessible route through Minerva House to Telephone Exchange
- ⊗ Create amenity zones within both buildings
- ⊗ Create a centralised reception within Telephone Exchange
- ⊗ Include a generous feature stair; the stair will be glazed onto the floorplate and utilize a roof light to inject as much natural light throughout the building as possible
- ⊗ Provide operable windows throughout to enable natural ventilation

We want to create an area that is both reception and amenity space within the building, so that the ground floor can become an active, lively, shared space. This will activate the arrival internally as well as externally, directly adjacent to the potential wider vision of new public realm to North Crescent.

- Key**
- Tenant 1
 - Tenant 2
 - ▲ Office entrance
1. Ground floor potential split
 2. Example equivalent floorplate
 3. Typical floor potential split
 4. Example equivalent floorplate
 5. Fourth floor potential split
 6. Example equivalent floorplate



Precedent images

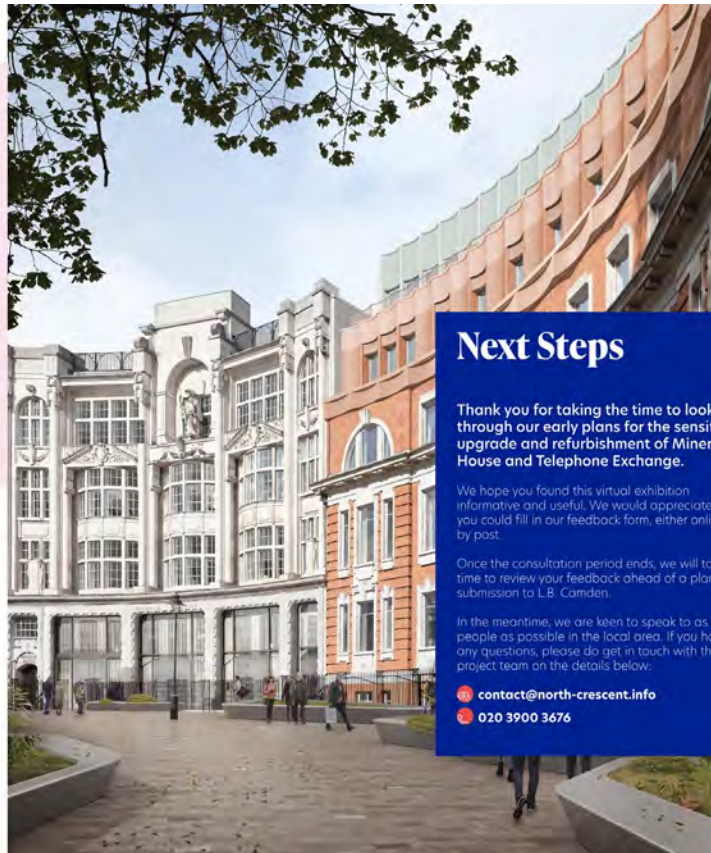


Construction

Subject to obtaining planning permission, would look to start on site in **2022**. We would expect the proposals to take **2.5 years to build out**, excluding the internal fit-out.

A detailed construction management plan would be agreed prior to works commencing, and would adhere to L.B. Camden's adopted Code of Construction Practice, which includes limits on the hours of working to:

- 8am to 6pm Monday to Friday
- 8am to 1pm on a Saturday



Next Steps

Thank you for taking the time to look through our early plans for the sensitive upgrade and refurbishment of Minerva House and Telephone Exchange.

We hope you found this virtual exhibition informative and useful. We would appreciate it if you could fill in our feedback form, either online or by post.

Once the consultation period ends, we will take the time to review your feedback ahead of a planning submission to L.B. Camden.

In the meantime, we are keen to speak to as many people as possible in the local area. If you have any questions, please do get in touch with the project team on the details below.

- contact@north-crescent.info
- 020 3900 3676

Appendix V Feedback Form



Thank you for taking the time to look at our proposals for Minerva House and Telephone Exchange. We would be grateful if you can provide your views on the proposals by starting the feedback form below.

Takes 7+ min

Start

press Enter ↵

1 → What is your name? (optional)

Type your answer here...

OK ✓

press Enter ↵



Powered by **Typeform**

2 → What is your postcode? (optional)

Type your answer here...

OK ✓ press Enter ↵

^ v Powered by Typeform


3 → What is your email address? (optional)

Type your answer here...

OK ✓ press Enter ↵

^ v Powered by Typeform

4 → What are your views on the existing Minerva House and Telephone Exchange?

Type your answer here... 

Shift ⌘ + Enter ↵ to make a line break

OK ✓ press Enter ↵

^ v Powered by Typeform

5 → What do you think about the approach to the massing and scale of the proposals, particularly within its context?

Type your answer here...



Shift ⌘ + Enter ↵ to make a line break

OK ✓ press Enter ↵



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6 → What are your views on the sustainability credentials of the proposals?

Type your answer here...



Shift ⌘ + Enter ↵ to make a line break

OK ✓ press Enter ↵



Powered by Typeform

7 → Are there any further issues which you would like to comment on? If so, please state below.

Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

OK ✓ press Enter ↵

^ v Powered by Typeform

8 → All information you give us will be treated confidentially and only used in connection with the project. If you would like us to keep you updated on the project by email and post, please select "Yes".

Yes

No

Submit

^ v Powered by Typeform

Appendix VI Social Media Adverts



Kanda
Published by Freddie Broadhurst · 2h · 🌐

Stanhope PLC on behalf of Schrodgers are looking to bring forward a new set of proposals for the Telephone Exchange and Minerva House on North Crescent. The buildings would be updated to provide modern office accommodation which is more energy efficient and high-quality affordable office space.

They are seeking feedback on our proposals ahead of submitting a planning application to Camden Council. Let them know what you think below.



NORTH-CRESCENT.INFO
Have Your Say
Let us know what you think... [Learn More](#)

👍 Like 💬 Comment ➦ Share

 Comment as Kanda 😊 📷 GIF 🗨️
Press Enter to post.



Kanda

Published by Freddie Broadhurst · 2h ·



Stanhope PLC on behalf of Schroders are looking to bring forward a new set of proposals for the Telephone Exchange and Minerva House on North Crescent. This will provide modern office accommodation, which is more energy efficient and additional high-quality affordable office space.

Find out more via the virtual exhibition below.



NORTH-CRESCENT.INFO

Have Your Say

Let us know what you think...

[Learn More](#)



Comment as Kanda



Press Enter to post.

Appendix VII – Follow up flyer

Minerva House and Telephone Exchange

Stanhope PLC, on behalf of Schroders, are looking to bring forward a set of proposals to sensitively enhance and refurbish Telephone Exchange and Minerva House on North Crescent.

The proposals include sensitively and sustainably extending Telephone Exchange and Minerva House by one storey in order to deliver additional high-quality market and affordable-rent office space, activate the ground floors of the buildings fronting on to North Crescent and improve end of journey facilities in the basement such as cycle parking and changing rooms.

We are committed to working closely with the local community to ensure we bring forward proposals that are sensitive to the local area, while delivering high-quality architecture and contemporary spaces.

The proposals seek to retain the majority of the existing structural fabric and provide efficient operating systems to minimise carbon and create a sustainable building for the long-term.

Deadline for online comments extended to 12th July!

Scan here to fill out a feedback form

NC NORTH CRESCENT
Visual Exhibition

2

Our Proposals

Our proposals will see both buildings updated to provide high-quality contemporary office accommodation, which is suitable for modern office occupiers and enhances their wellbeing. The key improvements we are looking to make include:



Retaining and enhancing the existing buildings and their façades, whilst enabling sensitive internal connections between the two buildings



Sensitively extending Telephone Exchange by one storey in order to **deliver additional and affordable high-quality office space**



Remodelling the roofs and rooftop plant of both buildings to **make them harmonious with the existing buildings** and create an elegant roofline



Introducing greening at the ground floor and on the upper levels, with an aspiration to improve public realm around the site



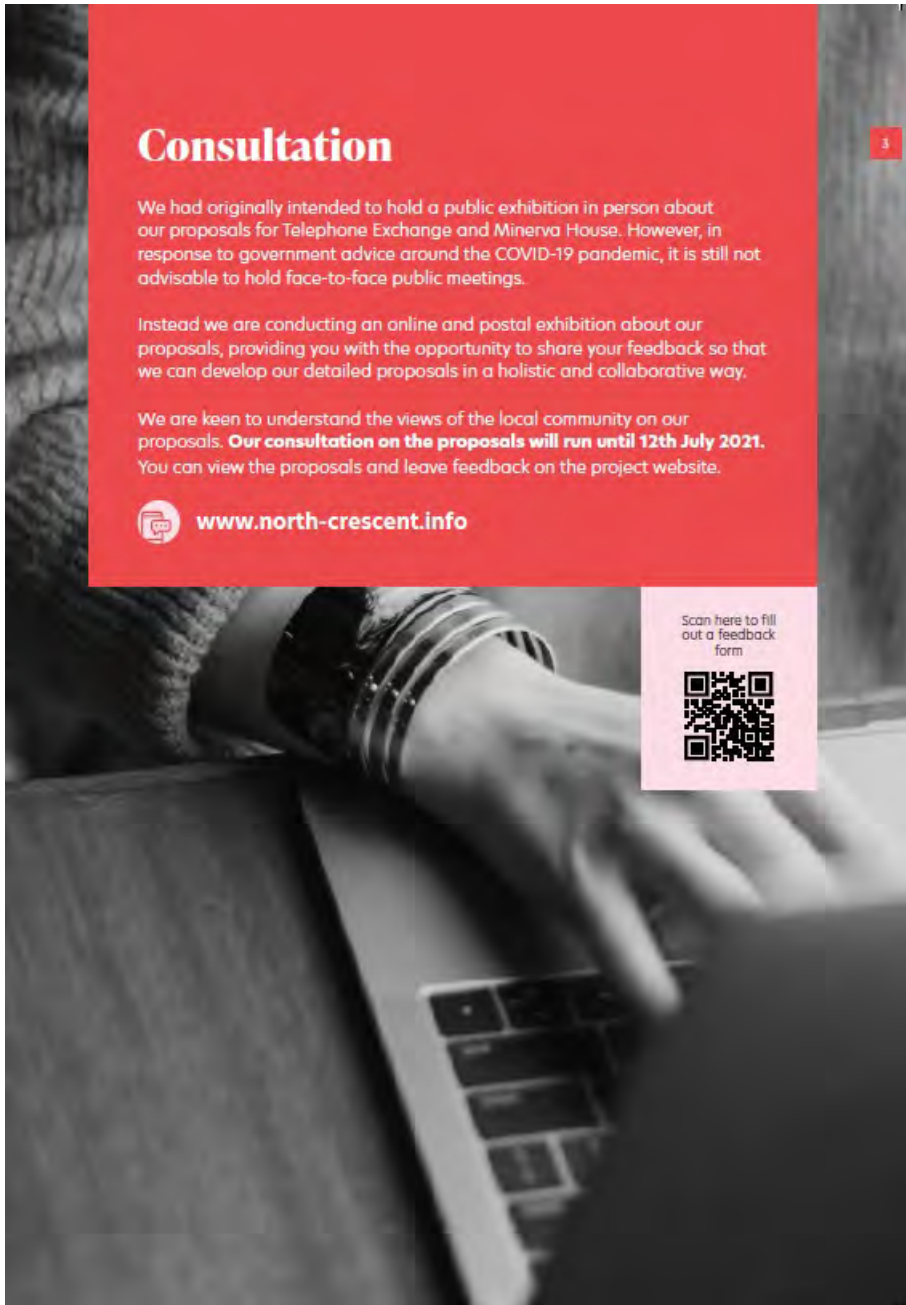
Activating the ground floors of the buildings fronting on to North Crescent



Designing-in active use of the building, with **inviting stairs to improve occupier wellbeing**



Improved sustainability credentials including new end of journey facilities in the basement such as cycle parking and changing rooms



Consultation

3

We had originally intended to hold a public exhibition in person about our proposals for Telephone Exchange and Minerva House. However, in response to government advice around the COVID-19 pandemic, it is still not advisable to hold face-to-face public meetings.

Instead we are conducting an online and postal exhibition about our proposals, providing you with the opportunity to share your feedback so that we can develop our detailed proposals in a holistic and collaborative way.

We are keen to understand the views of the local community on our proposals. **Our consultation on the proposals will run until 12th July 2021.** You can view the proposals and leave feedback on the project website.



www.north-crescent.info

Scan here to fill out a feedback form





Next Steps

Our consultation on the proposals for Telephone Exchange and Minerva House on North Crescent will run **until 12th July 2021**.

If you would prefer to receive a physical information pack, which includes a copy of the exhibition boards and a physical feedback form, please do not hesitate to get in touch via the details below to request one.



contact@north-crescent.info



0203 900 3676

KANDA