Welcome

Learn about the proposals for the Cundy Street Quarter

cundystreetquarter.com

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Hello & welcome...

...to the third public consultation for the Cundy Street Quarter

Today, you will see the progress made since April and June 2019 and how we have taken your feedback on board.

Your views are important to us and will help shape the final proposals that we aim to submit to Westminster City Council in the first half of next year.

You can also view the proposals we share today on our website:

cundystreetquarter.com

We look forward to hearing your thoughts by:

- Talking to us in person
- Completing a feedback form or survey
- Giving feedback on our website: **cundystreetquarter.com**
- Emailing us: **cundystreet@grosvenor.com**

The conversation to date

The previous public consultations included:

April 2019

- Learning about your neighbourhood
- Listening to your priorities for the area and its future
- Outlining the history of the Cundy Street Quarter
- Initial design principles and indicative masterplan

June 2019

- Showing how the initial designs incorporated early feedback
- Proposed new uses in the masterplan, including the mix of housing types
- Summarising the benefits we would deliver and our commitments
- Sharing the emerging designs of the new buildings and approach to the height of buildings

The local engagement to date has included:

500+ **people** attended **2** phases of public consultation

1,500+ people took part in our online surveys

10+ briefings with local amenity societies

13,000+ **homes** have received **2** project newsletters

56 **people** attended 5 drop in sessions to meet the team

2 workshops with Coleshill residents

4 workshops with local schools

2,000+ visits to the project website

Thank you

to everybody who has contributed time and ideas so far.

Your views continue to be important in helping to shape the proposals.

Answers to your questions

Some of you raised questions around specific areas, and we have provided answers below to the most frequently asked questions.

Q Why are you proposing the redevelopment?

By redeveloping this area, we can provide a major increase in much-needed high quality homes for the people of Westminster, including doubling the number of affordable homes currently on this site. There would be a broader mix of housing, including social rented, intermediate and senior living, all built to modern standards that are cheaper and more sustainable for residents to run. Alongside this, the design will create significantly improved public and community spaces, making this a greener place with more facilities and new jobs for local people.

Q How are you supporting existing residents?

We recognise the impact the proposals have on existing residents. We understand their concerns and have put several measures in place to help people plan for the future.

Westminster City Council residents in Walden House
WCC has offered these residents a right to return to the new affordable homes we would build on-site. We are working with Westminster and the residents that are impacted by development, and will continue to engage with them moving forward.

Private renting residents in Cundy Street Flats
We have been informing Cundy Street residents about the possibility of redevelopment since 2012 and confirmed our intentions with them earlier this year, over two years before the leases end. Since then, we have offered individual tailored support to help people make plans for the future. Some of the tenants are on protected leases with a right to continued tenancy and we are offering these residents suitable alternative homes nearby in Belgravia.

Q How much affordable housing will there be in the new development?

We will double the number of affordable homes currently on site. At least 35% of all the new homes would be affordable, split between social and intermediate rent, in-line with Westminster's policy. This would help some of the 7,000 households which are on the Council's waiting list.

You can read more about the new homes that are being delivered later in the display.

Q

What steps are being taken to prevent anti-social behaviour?

We are aware of current issues and have met with the police and a specialist security consultant to discuss design interventions that have successfully tackled anti-social behaviour in other London developments. We are proposing security measures including active ground-floor uses, CCTV, improved lighting and restricted hours of access. Following resident feedback, we have now incorporated gates to our proposals at both ends of Elizabeth Place Gardens (the space behind the Coleshill Flats which would be transformed into an urban garden), to help control out of hours access.

Q

What is being done to minimise the impacts of construction?

We would work closely with Westminster City Council and local residents to mitigate any impact to the surrounding neighbourhood and keep the construction programme to a minimum. We would ensure that all obligations on the Considerate Constructor Scheme are adhered to, and would set ambitious targets about reusing and recycling materials. You can read more about our approach to managing the construction process later in the display.

Q

What are your expected timings?

We aim to submit the plans to Westminster City Council in the first half of next year. We will run events where the local community will be able to view the final proposals. If we receive planning consent, the earliest main construction works would start is 2022. We anticipate the project would take approximately four years to complete.

Q

How is my feedback incorporated?

By starting the consultation process early and presenting the designs at different phases of the project, we have been able to incorporate your feedback at every stage. On the next display you will see where we have revised the designs to reflect your comments.

A summary of all themes and our responses will be set out in a Statement of Community Involvement. This is a public document that will be submitted as part of the planning application and available to view on our website.

How we've incorporated your feedback

This plan shows the variety of uses now proposed, as well as key locations where we have made changes to the proposals to reflect your comments.

At ground floor there would be a mix of shops, restaurants, cafés, community and leisure uses, with affordable, private and senior living homes on the floors above. There would also be one basement level with car and cycle parking and other ancillary spaces.

Changed the mix of uses to include a range of shops to complement the existing offer, such as a food store, community space and a boutique cinema

Reduced the number of proposed shops along Ebury Street to maintain its residential feel

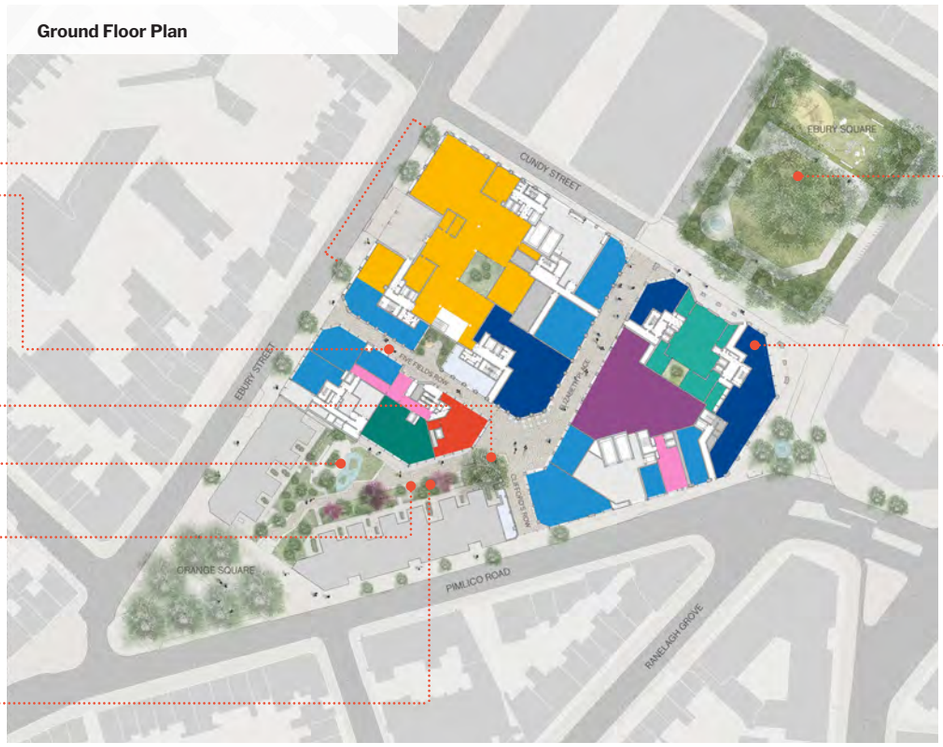
Reinstated historic street names

Strengthened ambitions around environmental sustainability, such as by sending zero waste to landfill and using on-site renewable sources

Evolved the design of Elizabeth Place Gardens in consultation with Coleshill residents to incorporate gates and a residents garden

Amended the designs and servicing strategy to ensure no vehicular access is required in Elizabeth Place Gardens

Ground Floor Plan



Key

- Senior Living Amenity Entrance
- Shops
- Cinema
- Market Residential Amenity Entrance
- Restaurant / Café
- Food Store
- Community Space
- Affordable Residential Lobby

We want to know how you think Ebury Square could be improved. Please take part in the activity later in the display to tell us more!

Committed to improving **Ebury Square** as part of the application – including new play space

Removed one storey from the building on Ebury Square

Back of House / Servicing

Car Parking

Coleshill Studios

Benefits of the Cundy Street Quarter

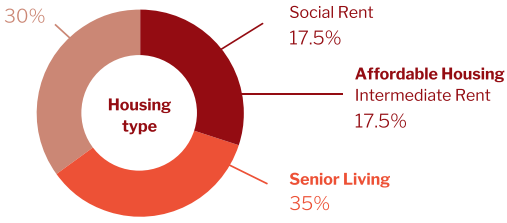
Through these proposals we can deliver significant long-term social, economic, and environmental benefits to the local area and its communities.

There would be much needed new housing for Westminster, including an increase in socially rented and affordable homes, as well as a substantial investment in better public spaces and amenities for everyone.

We hope that this display brings to life the type of place we want to create and the many benefits that the Cundy Street Quarter would deliver.

Social benefits

Much needed housing: c.250 new homes, including **c. 35%** affordable homes — of which we propose **50% would be social rent** and **50% intermediate** – as well as senior living and open market homes.



17 new shops and amenities including a small supermarket, restaurants and boutique cinema.

Improved public spaces including a new garden and investment in surrounding areas.

New dedicated play space in a revitalised Ebury Square.

A flexible-use community space
We want to hear **your ideas** on how you think this should be used.

High quality estate management to ensure a safe neighbourhood and to prevent anti-social behaviour.

Increased diversity of housing through the mix of affordable, open market and senior-living homes proposed.

Let us know what you would like to see by completing a feedback form or taking part in the activity later on in the display.

Economic benefits

c.£15m Community Infrastructure Levy to be invested in the borough of Westminster.

Supporting local businesses through an estimated additional local spend of **c. £750,000** per year.

c. 190 full-time jobs on site including retail staff and care workers for the senior living homes.

c. 90 construction apprenticeships including hands — on skills and more technical or supervisory roles.

c. 160 construction jobs with residents living in the borough prioritised for employment.

New workspace including 'third-spaces' or cafés for flexible working.

Environmental benefits

We are committed to improving the local environment through the proposals.
By focusing on the following four key goals, we would deliver a carbon-neutral development.

Deliver energy-efficient homes

The new homes in the Cundy Street Quarter would enable a:

72% ↓

Reduction in carbon emissions compared to the average existing flat – equivalent to planting 3,000 trees per year.

45% ↓

Reduction of water consumption by residents.

20% ↓

Reduction in energy bills for residents.

The homes of the Cundy Street Quarter would also be:

Warmer: requiring heating for an average of 45 days less a year than the average existing home, whilst also being cooler in summer, due to effective window-glazing and insultation.

Healthier: with less pollutants in the air through a mechanical ventilation system and increased natural daylight with larger windows.

Quieter: less noise can enter due to high-quality double glazing and controlled ventilation.

Mitigate the impacts of climate change

Using on-site renewable sources to produce some of our energy, including solar panels to convert light energy directly into electricity. Any outstanding emissions would be addressed through high-quality carbon offsetting.

Encouraging sustainable transport options through bicycle storage points and electric car-charging points.

Eradicate waste

Zero waste to landfill by using materials with low environmental impacts, including those with recycled content or that can be reused at the end of their useful life.

Rejecting unsustainable materials where an alternative exists. During construction we will prioritise durable and long-lasting materials.

Single-use plastic free by 2025 across the Grosvenor Estate, including Cundy Street Quarter.

Value nature

Enhanced biodiversity including:

- c.3,400 sqm of green space
- Including c.2,700 sqm of green roofs
- c.70 additional trees

Natural filtration and drainage through permeable paving.

2.5 million litres of fresh water saved per year (equivalent to an Olympic size swimming pool) through rainwater collection, including blue roofs. Designed to store rainfall, regulate drainage and reuse water for plants or toilets.

A walk through the Cundy Street Quarter

The following views show you what the Cundy Street Quarter would be like. The computer-generated images and watercolours aim to give a realistic indication of what it would be like to walk through the area, and the scale of the buildings are representative of the designs.

1. Orange Square

We are proposing to create a new and inviting entrance from Orange Square into Elizabeth Place Gardens. Beyond the gates, we propose a new **community space** and **shops**. At night, the gates would be closed to help create a safe and secure environment.

Plan to show location of view

We want to know what you think the community space should be used for and which types of shops you'd like to see. Please take part in the activity later in the display to tell us more!

2. Five Fields Row

On Ebury Street there would be a pedestrian entrance which leads to the heart of the Cundy Street Quarter, named Five Fields Row. This new route, which has been named after a historical local street, would be framed by two small **shops** and include an entrance to the homes above. This new six-storey residential building would sit between the existing Coleshill buildings and the new senior living building on Ebury Street.

Plan to show location of view

3. Ebury Street

The new senior living building, would reinstate the historic street pattern and give more consistency to the façades along Ebury Street. At six-storeys, this building has been sensitively designed with the adjacent Conservation Area and Listed Buildings in mind. As part of our commitment to improve the public spaces, we would widen the existing pavement and plant new trees on Ebury Street.

Plan to show location of view

4. Elizabeth Place from Ebury Square

Where Cundy Street meets Ebury Street is the new pedestrian entrance into Elizabeth Place. On the right is a ten-storey building with **shops** on the ground floor and senior living homes above. On the left is a mix of **shops, restaurants and cafés** with some outside seating and homes on the floors above. In the distance you can see the podium garden with new planting and trees, as well as the view towards the Grade I Listed St Barnabas Church spire.

Tell us what types of shops you'd like to see by taking part in the activity or completing our survey.

Plan to show location of view

5. Ebury Square

Here you can see where a new eleven-storey residential building meets Ebury Square. The entrance to the building would be opposite the new Ebury Square entrance, which will help reactivate the space and reduce anti-social behaviour. We propose to make improvements to **Ebury Square**, including new seating and play space.

Plan to show location of view

We want to know what improvements you would like to see in Ebury Square. Please take part in the activity later in the display to tell us more!

8. Elizabeth Place

At the heart of the proposals is Elizabeth Place, which would provide a new focal point for the whole community. Accessed by a series of pedestrian-friendly routes, the space will be lined with shops, a food store, restaurants and cafés. It will also provide a space for a programme of pop up events as well as an entrance to the boutique cinema.

Plan to show location of views

6. Avery Farm Row

This view shows the new eleven-storey residential building, next to which are the nine and six-storey buildings with projecting bay windows. Improvements to Avery Farm Row, including vehicle restrictions, will make it more cyclist and pedestrian friendly. The relocated fountain will mark a prominent gateway to this part of Belgravia.

Plan to show location of view

9. Elizabeth Place Gardens

The existing Coleshill car park would be transformed into a lush public garden that connects Orange Square to the heart of the scheme. The garden would be a green oasis with planting, trees and a new water feature. Open to the public during the day and secured at night, there would also be a private area for people living in the Coleshill flats, and other residents of the Cundy Street Quarter. A new flexible **community space** will open onto the garden.

Plan to show location of view

We want to know what you would like to see the community space used for. Please take part in the activity later in the display to tell us more!

7. Clifford's Row

We are proposing to reinstate a historical route to provide a new entrance from Pimlico Road. The view towards Elizabeth Place shows **shops** on either side with the entrance to the cinema beyond. The building is designed to complement the Grade II listed Coleshill buildings along Pimlico Road.

Plan to show location of view

Please tell us what types of shops you would like to see by completing the survey or taking part in the activity.

Additional information

Management and Servicing

Anti-social behaviour

We would take a proactive approach to tackling existing anti-social behaviour. We are proposing design interventions and security measures including improved lighting, active ground floor uses, CCTV, restricted hours of access and gates at either end of Elizabeth Place Gardens.

Delivery vehicles

Most deliveries will be accommodated inside the buildings, via two dedicated servicing bay areas off Cundy Street and Pimlico Road. Delivery or servicing vehicles may also use space in Elizabeth Place if the dedicated servicing bays are in use; however, this would be kept to a minimum and restricted to specific times. A delivery bay is proposed on Ebury Street and would help reduce the number of vehicles who park on Ebury Street today.

Consolidation centres

We are committed to reducing servicing trips into London and have managed to reduce deliveries at our Head Office in Mayfair to one daily trip through consolidation; this delivery is now being made by an electric vehicle. We will work with the owners of the retail units to explore similar opportunities for consolidated deliveries.

Recycling and waste

Across our business, we want to reduce waste going to landfill and will work with our tenants and partners such as First Mile to achieve this. Recycling and general waste storage will be provided in-line with local planning guidance.

Construction

Our anticipated construction programme is:

- **2019** – Public consultation on the proposals
- **Spring 2020** – Planning application is submitted to Westminster City Council
- **2022** – Demolition and construction works start
- **c. 2026** – The Cundy Street Quarter is complete

We will provide a Construction Management Plan (CMP) which would be consulted on locally. This document would set out our approach to minimising the impact of construction and would include:

- Adopting a 'Considerate Constructor' approach and practices
- Giving regular updates on planned construction activities
- Establishing a Residents' Liaison Group prior to construction
- Keeping the development area and surrounding roads clean and tidy
- Ensure site access gates and construction vehicle access routes are easily identifiable with clear signage
- Utilising equipment that monitors noise, vibration and dust to set maximum limits and share results with resident groups
- Using modern construction techniques and method (including pre-assembled building solutions) to ensure an efficient programme

Landscaping and public space

- Enhance the biodiversity
- Improve the ecological connectivity of the local area
- Deliver significant improvements to public spaces
- Enhance existing spaces including Ebury Square and Orange Square
- Create new publicly accessible gardens

Elizabeth Place

Three new streets will come together at the heart of the development to create an intimate public square with outdoor seating for cafes and restaurants and space for special events and markets. This will lead directly to the newly created Elizabeth Place Gardens nestling between Grade II listed Coleshill flats. The wide beds of shrub and perennial planting with new trees will also be accessible from Orange Square.

Improvements to existing spaces

Current public spaces will benefit from major investment including more biodiverse and visually-striking planting, over 100 new cycle spaces and improved lighting and street furniture. We will also make a financial contribution to the council to improve spaces such as Orange Square.

Increased biodiversity

The proposals would deliver a wide variety of plant species, which have been selected for their nectar and fruit-bearing qualities and will provide a diverse habitat for birds and other animals or insects. Combined with additional trees and green roofs, the Cundy Street Quarter will provide an important connection between the river and Royal Parks.

Ebury Square

Ebury Square was one of the first private squares in London to be opened to the public, however, you have told us that it has become neglected and attracts anti-social behaviour. We want to make it more appealing to the wider community and propose to provide new entrances, improved lighting and seating as well as a new children's playspace.

We want to know what you'd like to see in Ebury Square. Please take part in the activity later in the display to tell us more!

Design

- A high-quality new neighbourhood with a focus on the quality of public spaces
- New routes to improve connections with the local neighbourhood
- A series of well-designed buildings, based on the London tradition of 'mansion blocks'
- Exemplary sustainable architecture which responds to the history and character of the surrounding area and the scale of surrounding buildings
- New distinct residential addresses on Ebury Street, Ebury Square and Pimlico Road

Proposed new buildings

This plan shows the number of storeys and heights of the proposed new buildings and those in the surrounding area.

The design of the new buildings is guided by a series of design principles that were identified early in the project. This includes the stepping down of buildings towards the edges of the site, in response to the scale and character of the immediate context and minimising the visual impact of the new buildings.

Tell us what you think

Thank you for coming to visit today.

We would like to know:

What you like about our proposals

What you don't like

Anything you are unsure about or continue to have questions on

We hope that you will spend a few minutes giving us your feedback by:

- Talking to us in person
- Completing a feedback form or survey
- Emailing us at **cundystreet@grosvenor.com**

We will review all feedback received and further refine the proposals. All comments that we receive continue to be documented and prior to submission we will circulate a summary of the consultation feedback.

- Please visit **www.cundystreetquarter.com** to stay up to date with the consultation process and to hear more about our proposals.

“We want to create a better connected neighbourhood, delivering a range of much needed housing, including double the number of affordable homes.”

The film in the next room gives a representation of the proposed scale of the buildings and provides an indication of what it would be like to walk through the **Cundy Street Quarter**