



# Sharing the final proposals for the Cundy Street Quarter

April/May 2020



GROSVENOR

# Hello & welcome

Following more than a year of local engagement, 3 public consultations, and 2,000 responses, we have now finalised our proposals for the Cundy Street Quarter and will be submitting these plans to Westminster City Council in the next few weeks. Thank you to everyone that has participated and given their time and ideas to this process.

These proposals, which you have helped shape, will almost double the number of affordable homes on the site and provide much needed housing of all types in Westminster, while delivering better public spaces, more amenities for local people and 190 new permanent jobs. The plans will improve the environment with 44 more trees and energy-efficient buildings that produce 90% less carbon emissions when they are being used.

In usual circumstances we would be inviting you to visit us at a public exhibition, but in line with social distancing guidelines and the restrictions currently in place, we have worked hard to share these final plans with you in a different way. This update gives an overview of the final proposals and details on how to share your feedback with us. This information, and more, is also available at: [www.cundystreetquarter.com](http://www.cundystreetquarter.com)

The website has been updated to reflect all information we would usually share at public events, including updated computer-generated images to bring the proposals to life, an overview of the design development and details on the project timeline.

We recognise that some of you may have questions on certain aspects of the proposals or just want to learn more. We will be holding a series of online briefings in early May where the team will share information about the plans and answer your questions. Details of these, including how to sign up are given on the next page.

Alongside these digital ways of sharing information, we are keen to speak to as many of you as possible and recognise that some of you may prefer to talk to a member of the team on the phone. You can reach us at **020 7312 7007**, or if you would prefer to email our address is: [cundystreet@grosvenor.com](mailto:cundystreet@grosvenor.com)

**Best wishes,**



**Fergus Evans**

Project Director, Cundy Street Quarter  
Grosvenor



## Register for an online briefing

We recognise that some of you might have questions around specific areas relating to the proposals, or you might just be interested in learning more. We are working with Commonplace to run a series of online briefings where we can talk you through the plans and answer your questions. Please email [cundystreet@grosvenor.com](mailto:cundystreet@grosvenor.com) or call **020 7312 7007** to sign up; there will be 50 places available at each session.

- **Tuesday 5 May 10.00 – 11.00**
- **Thursday 7 May 14.00 – 15.00**
- **Monday 11 May 18.00 – 19.00**

If you would prefer to speak to us directly, we are also very happy to talk you through the final proposals and answer your questions over the phone or via email.

# Listening to your feedback

We have worked hard to ensure the final proposals reflect the needs of Belgravia today and in the future. We have also provided multiple opportunities for everyone, including existing residents, to feedback on the proposals and for them to see how their comments have been listened to.

## Local engagement to date has included:

- **700+** attendees at **3** public consultations, drop-in sessions and workshops
- **2,000** survey responses, including the Give My View online platform
- **15+** briefings with local amenity societies
- **5** workshops with local schools
- **3,500+** visits to the project website

## Over the past year, we have made a number of changes to the proposals to reflect your feedback, including:



Changed the mix of uses to include a small food store, cinema and community space.



Reduced the number of shops on Ebury Street.



Removed a storey from the tallest building overlooking Ebury Square.



Worked with Coleshill residents to improve the design and security of Elizabeth Place Gardens.

Read on for the final proposals and to see the changes made since December 2019.

## Supporting existing residents

We recognise the impact that the proposals would have on some residents currently living at Cundy Street and in Walden House, and we have worked hard to address their concerns. We will continue to keep everyone up to date through letter-drops, tailored briefings and a dedicated team that are readily available to answer any questions.

Residents that are renting privately within **Cundy Street** have been given assistance tailored to their needs, with those on protected leases being offered suitable alternative homes nearby.

All Westminster City Council residents in **Walden House** have a Right to Return to new social rented homes on site, as confirmed by letter in September. They will be able to choose between moving once, directly into a new social rented home in the new development or to a suitable alternative within the Council's portfolio elsewhere in the borough, with an option to return when the redevelopment is complete.

If you are a Walden House resident and wish to find out more about your options, please visit Westminster City Council's website for more information:

**[www.westminster.gov.uk/walden-house](http://www.westminster.gov.uk/walden-house)**

## Launch of Young Belgravia survey

We want to help make Belgravia more welcoming and engaging for young people and understand how the plans for the area can positively respond to their needs. To help us learn more about young people's experiences, including places they feel safest and what they think is missing from the area, we are carrying out a research project with the Young Westminster Foundation.

As part of this research we've launched an online survey where young people can share their thoughts on the area and what they think makes a great place. Head to [www.youngbelgravia.commonplace.is](http://www.youngbelgravia.commonplace.is) or scan the QR code with the camera on your phone. Please share the survey with young people you know – the more people involved the better!

We are also asking young people to feed back on the final proposals so that we can ensure the long-term plans for the neighbourhood can meet their needs where possible. We will continue this conversation over the summer, after submitting the application to Westminster City Council, by inviting young people to input to the plans for the community space. We want to hear their ideas for how this space could be used and will test out their suggestions in a temporary pop-up at 105 Pimlico Road. If you or someone you know is interested in getting involved then please email: [cundystreet@grosvenor.com](mailto:cundystreet@grosvenor.com).



# A summary of the final proposals for the Cundy Street Quarter

## A broader mix of high-quality homes for everyone

### 93 affordable homes



(39% by habitable room), as well as specialist senior living accommodation for up to 170 people and 70 market homes.

All homes would be built to modern standards, with the affordable homes up to



**50% larger** than the existing flats.

## More sustainable buildings to help tackle the climate emergency



New buildings would produce **90% less carbon** in use than the existing ones\* – equivalent to planting 3,500 trees per year.



**60% reduction in carbon emissions** over a 60-year period when you combine construction and operation of the buildings.\*



**Water consumption reduction of 45%.**

\*comparing the same floor space like for like.

## A greener and more welcoming environment



**44 additional trees**

**55,650 sqft of green space** spread across the neighbourhood (equivalent to almost 20 tennis courts)

**27,000 sqft** of green and blue roofs

**450 new cycle spaces**

## Better public spaces and more local amenities



**A £2.25 million investment** in Ebury Square that includes a new 6,500 sq ft play area.



**17 shops and amenities** including a cinema, small food store and cafés and restaurants.



**A flexible community space** designed in line with feedback from local neighbours.

## Significant investment in the area and new jobs for local people



**c.£20m contribution to local facilities**, services and green infrastructure through the Community Infrastructure Levy.



An **additional local spend of c.£1.5m** per year to support existing businesses.



An estimated **190 jobs** in the completed development and **150 jobs** and **90 apprenticeships** during construction, prioritised for Westminster residents.





## Proposed new buildings

This plan shows the number of storeys and heights of the proposed new buildings and those in the surrounding area. The building heights step down towards the edges of the site, in response to the scale and character of the immediate context and to minimise the visual impact of the new buildings.



# Key locations

The following updated computer-generated images aim to show you what the Cundy Street Quarter would be like. The boxes show you what has changed, following your feedback, through the consultation process, with the changes since the last event in December stated as **NEW!** We are interested in hearing which aspects you support and which you do not – please let us know via a feedback form or online survey on the website [www.cundystreetquarter.com](http://www.cundystreetquarter.com)

## A. Orange Square

There would be a new and inviting entrance from Orange Square into Elizabeth Place Gardens; a transformed lush urban garden. At night, the gates would be closed to help create a safe and secure environment. Some small improvements would be made to Orange Square itself to make it greener and more accessible.

**NEW!** An additional accessible roof terrace for residents of the new social housing building to provide more outdoor amenity.

Gates, which will be closed at night to deter anti-social behaviour, were incorporated after feedback from Coleshill residents.

**NEW!** We have updated the design so it is more in keeping with the listed Coleshill flats.



## B. Elizabeth Place Gardens

The existing Coleshill car park would be transformed into a lush urban garden with a water feature and a wide variety of plants to enhance biodiversity. The new building fronting the Gardens will be socially rented housing with a flexible community space at ground floor which would open onto the Gardens which include a dedicated space for all residents of the Cundy Street Quarter, including residents of the Coleshill Flats.



**NEW!** This new building has been designed to accommodate the Walden House residents who will be able to move directly into the new accommodation and will provide units up to 50% bigger than their existing flats.

Following a resident workshop, a water feature and a resident's garden were included. This will mean all residents including the existing Coleshill buildings have access to dedicated outdoor amenity space.

**NEW!** Additional seating has been included to allow people to spend time in this new public space during the day.

## C. Elizabeth Place

Three new streets will come together to create a new focal point for the whole community, lined with shops, a food store, restaurants and cafés with outdoor seating. There will be space for a programme of pop-up events, as well as an entrance to the cinema.

Gates were incorporated at either end of Elizabeth Place Gardens which will be closed at night to provide privacy for existing Coleshill residents and deter anti-social behaviour.

A cinema was included following feedback from the local community





### D. Avery Farm Row

Improvements to Avery Farm Row, including vehicle restrictions, will make it more cyclist and pedestrian friendly whilst the relocated water fountain will mark a prominent gateway to this part of Belgravia.

The height of the tallest building was reduced from 12 to 11 storeys following the 2nd public consultation event.

**NEW!** The brick tone of the building was lightened to fit in more with the surrounding context.

### E. Ebury Square

Access to the new residential building will be opposite the revitalised Ebury Square, helping to animate the area and deter anti-social behaviour.

**NEW!** Avery Farm Row has remained open to restricted vehicles and made more pedestrian friendly.



### F. Ebury Square

Ebury Square will be improved through a £2.25m investment that includes enhanced planting, lighting, seating and a new children's playground.

**NEW!** The latest design is for a natural playspace with planting placed strategically to limit the effect of pollution on the Square.

Ebury Square was included as part of the masterplan with the introduction of a children's playspace included, in order to help bring vibrancy to the currently underused space.

### G. Elizabeth Place from Cundy Street

On the right of the new pedestrian entrance to Elizabeth Place is the specialist senior living accommodation with shops on the ground floor. On the left is a mix of shops, restaurants and cafés with outside seating and new homes on the floors above. In the distance you can see a residents garden with new planting and trees, as well as the new view towards the Grade I Listed St Barnabas Church spire.



A small food store was included as part of the mix of units at ground floor.

There is flexibility in the design to allow for a series of smaller shops which will help to provide more affordable space for retailers.

### H. Ebury Street

The specialist senior living building on the corner, and the new residential building next to it, will repair the historic street pattern towards the Coleshill Flats. The pavement will be almost twice the existing width along Ebury Street with replacement street trees, hedging at ground floor and greening up the building. The vehicular drop off has been moved to Cundy Street but a new pedestrian entrance named Five Fields Row leading to Elizabeth Place remains.



Retail units were removed from the proposals to maintain the residential character of the street.

**NEW!** The senior living vehicle drop-off has moved to Cundy Street.

**NEW!** Additional trees have been planted and a new hedge at ground floor level has been added to help match the opposite side of the street.



# Management:

The new part of the neighbourhood will be supported by proactive management, including security, gardeners and maintenance staff to ensure a safe and welcoming environment for everyone. We would take a proactive approach to tackling existing anti-social behaviour and are proposing security measures including improved lighting, CCTV, restricted hours of access and gates at either end of Elizabeth Place Gardens. We'll also continue to engage with you to make sure that any issues are appropriately addressed.

# Servicing:

## **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 of day. A loading bay is also proposed on Ebury Street to improve the current situation and provide a dedicated space to service the current and proposed shops.

## **Consolidation centres**

We are committed to reducing servicing trips into London and have managed to reduce deliveries at our Head Office to one daily trip through consolidation; this delivery is now being made by an electric vehicle. We will work with the operators 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:

We recognise that the construction work will cause disruption and we will do our best to minimise disturbance and help residents plan for this.

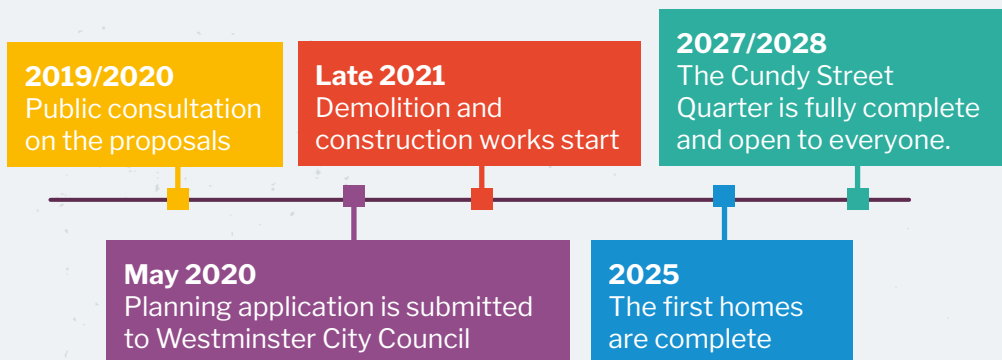
The anticipated demolition and construction programme for the proposed development is approximately six years.

We recognise that the construction work will cause disruption in the area and we will produce a detailed Construction Management Plan that sets our approach to minimising the impact. It includes commitments such as:

- Adhering to Westminster's Code of Construction Practice
- Giving regular updates on planned construction activities
- Establishing a Residents' Liaison Group prior to construction
- Using equipment that monitors noise, vibration and dust to set maximum limits and share results with resident groups

The detailed Construction Management Plan will be shared once we have submitted the application to Westminster City Council and we will make it available to download from this website.

## Anticipated timeline:





# Share your views

We will submit these final proposals to Westminster City Council in the next few weeks. Once the application is validated, the City Council will run their own statutory consultation process, which we encourage you to take part in. We will share more information about this process when it becomes available, or alternatively you can sign up to updates at **cundystreet@grosvenor.com**

We would like to know what you think of the proposals, which elements you support and if any cause you concern, or if there are areas you have questions on. Please share your feedback with us by **Friday 15th May** by completing an online survey or returning the feedback form via email or post.

Email: **cundystreet@grosvenor.com**

Post: Please address the envelope to **Freepost GROSVENOR.**

'GROSVENOR' must appear in upper case but you do not need to include any other details

*If you would prefer to speak to us directly, we are also very happy to talk you through the final proposals and answer your questions over the phone or via email. Our contact information is on the back of this newsletter.*





For more information about the project and to stay up to date with the latest news, you can get in touch with us at:

**E** [cundystreet@grosvenor.com](mailto:cundystreet@grosvenor.com)

**T** 020 7312 7007

**W** [cundystreetquarter.co.uk](http://cundystreetquarter.co.uk)