

Cundy Street Quarter

Statement of Community Involvement

May 2020



GROSVENOR

Acknowledgement

The Applicant would like to thank everyone who has worked in partnership and contributed to the formulation of the proposals being put forward for the Proposed Development.

The Applicant has met many individuals and organisations during the community consultation and engagement process who have shared their views on the emerging designs and proposals. They have played an invaluable role in helping to shape its future; and as a result, a better scheme is being submitted for planning approval.

The Applicant looks forward to meeting, and working with, more people and communities as it continues to develop relationships and deliver the Proposed Development.

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Executive Summary

"This Statement of Community Involvement (SCI) has been prepared by Grosvenor Estate Belgravia ('the Applicant') to support the application seeking planning permission and listed building consent for the comprehensive redevelopment of the site known as the Cundy Street Quarter, which is land bound by Ebury Street, Pimlico Road, Avery Farm Row, Ebury Square and Cundy Street ('the Site').

The planning application seeks to demolish all five existing buildings and replace them with a new development, designed by DSDHA Architects, of the highest environmental and architectural quality and commensurate with the location (the 'Proposed Development').

The Proposed Development will provide a residential-led, mixed use development, arranged in three principal buildings around new routes, gardens and public space. It seeks to reinstate traditional building lines and routes through the Site that existed before the 1950s development."

Consultation and engagement timeline

Phase 1 - April 2019:

Understanding local needs and constraints. Introducing the draft principles.

Phase 2 - June 2019:

Sharing the emerging designs.

Phase 3 - December 2019/January 2020:

Sharing the detailed proposals.

Phase 4 - April / May 2020: Sharing the final proposals to be submitted to Westminster City Council.

May 2020 onwards: Ongoing local engagement.

The Applicant has been committed to extensive on-going consultation and collaboration with existing residents, neighbours and the wider community from the outset and has developed a comprehensive consultation and engagement programme for the scheme. It has sought throughout to create an engagement process that is thorough, inclusive, honest and transparent and which fully accords with relevant policies and guidance. Engagement has been ongoing for over 12 months starting at the conceptual stage and progressing through four phases, keeping the community up to date and involved throughout.

The Applicant has a long-term interest in Belgravia, through the stewardship and management of properties across its land holdings. It is planned that the consultation and engagement will continue throughout the planning process and into the future, during construction phases and management. It also intends to establish an on-going community investment programme with the intention of assisting the integration of new and existing residents and bringing long-term community benefit.

The objective of the engagement process has been to ensure that the community has an opportunity to understand and help shape the proposals for the Proposed Development in order to create a better proposal and bring substantial benefits to the area.

The proposals for Cundy Street Quarter have been presented to several community stakeholders and residents organisations as well as the wider public on an ongoing basis for over a year. There have also been a number of discussions with the local Council and the GLA through a series of pre-application meetings. In addition, there have been several briefings with local politicians and Ward Councillors and other key stakeholders.

A wide range of techniques have been used including:

- Personal contact and briefings of key stakeholders (in-person and online through webinars, emails and phone calls during the Covid-19 period)
- Public drop-in events at each stage of the consultation

- Door knocking prior to public drop-in events to encourage attendance
- Workshops for existing residents
- Meet the team events
- Printed communications
- Project website
- Online survey using Built-ID's Give My View platform
- Youth engagement including co-designed survey and focus groups

The scheme has generated considerable interest not just locally but also further afield. The numbers attending the consultation have been relatively high, with over 700 people attending the public sessions; and 2,000 giving their views online, in hard copy or in person.

All the views and comments expressed in response to information given and discussions about the proposals have been recorded and this Statement of Community Involvement (May 2020) provides a summary of the issues that have been raised throughout the consultation process.

An important aspect that has influenced the engagement process is the varied ownership and subsequent responsibilities on the Site. The Applicant owns the majority of the Site and has as a result been responsible for the consultation regarding the Site throughout the process of developing the scheme. Westminster City Council, as the landlord of Walden House, has been responsible for engagement with their residents on specific landlord and tenant issues in respect of Walden House matters. The Applicant has engaged closely with the residents of Walden House and the housing team at Westminster City Council to enable the Right to Return, and the option to move once, to the new social rent housing on Site. Peabody also undertook a consultation regarding the surrender of the Coleshill car park, but as above this is not directly related to this planning application and is not included in this Statement of Community Involvement.

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The proposals for Cundy Street Quarter have been met with a range of different responses. Some see the proposal as “excellent” and an “exciting new project that will provide much needed new housing” and were pleased that it was a residential-led development that is in keeping with this area of Belgravia. Overall the response from large sections of the community was positive, particularly regarding the:

- New shops and amenities, including the community space, food store and cinema
- Environmental credentials of the proposed buildings
- Improved green space and new planting
- New landscaping with play facilities
- Opening up of the Site with public access
- Investment in the area and improvements to existing public spaces, including Ebury and Orange Square
- Mix of homes and the provision of affordable housing and senior living

The designs of the new buildings and associated landscape have been generally welcomed, however there have been issues raised around the scale of development and the height of the tallest buildings.

There has been considerable support for the inclusion of new affordable homes within the mix of housing. At the start of the process there was concern for the potential displacement of Walden House residents. In June 2019, residents from Walden House and Cundy Street established a Change.Org petition to protest against the demolition of the buildings. The Applicant responded to the concerns of these residents by committing to re-providing social rent homes to meet the assessed needs of the Walden House residents and in doing so, Westminster City Council could offer residents a Right of Return to new homes in the Proposed Development. Further to this, and in response to residents' concerns around the prospect of having to move twice, the revised phasing of the Proposed Development (confirmed in March 2020) meant that all Walden House residents have the option of moving once into the new homes that would be built.

This, as well as many other examples detailed in the report (see Section 4) demonstrate the willingness of the Applicant to listen to the issues raised throughout the consultation and to amend the final proposals accordingly; key elements of the design, housing, public realm, servicing as well as community provision have been amended as a result of the consultation process.

Principle changes made to the proposals as a result of feedback received are:

- **Housing**

- The new social rented homes are to be designed in line with the assessed need of the existing residents of Walden House – in support of Westminster City Council's offer of a Right to Return to their tenants
- Amendments to the phasing plan in support of the Applicant's offer to the Walden House residents that they can move directly from Walden House into the new social rent homes (building C) on Site

- **Design**

- The removal of a storey on Ebury Square / Avery Farm Row (building B1) from 12 to 11 storeys
- Changed to a lighter brick tone for the building on Ebury Square / Pimlico Road (building B1)
- Stepped the massing of Building B along Pimlico Road from 11 storeys to 5 storeys adjacent to the Coleshill Flats

- **Mix of uses**

- Included a small food store, cinema and community space as part of the proposed retail offer
- Reduced the number of shops on Ebury Street to maintain a residential feel to the majority of the street
- Relocated the vehicle drop off to the Senior Living (Building A) from Ebury Street to Cundy Street to reduce retain the current character of Ebury Street

- **Landscape**
 - Worked with Coleshill residents to improve the design and security of Elizabeth Place Gardens, creating a specific garden accessible to residents of the Proposed Development, making it free of vehicular traffic, providing dedicated bin and cycle storage and adding gates to the entrance which will be closed at night.
 - Introduction of a new children's play area in Ebury Square gardens
 - Introduced additional trees and greenery along Ebury Street and generally across the masterplan
 - Evolved and improved the design of the gates to Elizabeth Place Gardens from Orange Square to better complement the Coleshill Flats.
- **Servicing and Transport**
 - Amendment to the servicing plan to create greater separation between pedestrian priority areas and servicing on Site, including no servicing or vehicular access to Elizabeth Place Gardens. Elizabeth Place may be used to accommodate delivery trips when the internal servicing areas are occupied.
 - New loading pads provided on Orange Square and Ebury Street to formalise the current situation for the existing retailers and Farmer's Market.

The Statement of Community Involvement is divided into four principle sections:

- The **first section** outlines the scheme proposals and the policy context for the consultation process that has been undertaken;
- The **second section** details the approach taken by the Applicant toward community consultation, including the initial aims and aspirations and how these aims have been implemented through:
 - Meetings and briefings with community stakeholders and politicians
 - Public facing activities designed to ensure that individual residents and businesses were fully aware of and able to comment on the proposals;
- The **third section** concentrates on the issues raised throughout the public consultation process - at briefings, through discussion, in writing and at the drop-ins; and
- The **fourth section** outlines how the Applicant has responded to the key issues that have been raised in the consultation process.



1. Introduction

1.1 Description of development

Planning permission is sought for:

“Comprehensive residential-led mixed-use redevelopment, including demolition of Kylestrome House, Lochmore House, Laxford House, Stack House, Walden House and structures attached to Coleshill Flats; tree removal and pollarding; erection of a partial sub-basement, basement and buildings varying in height from five to 11 storeys, to provide affordable homes (Class C3), market homes (Class C3), senior living accommodation (comprising Class C3 and / or Class C2), alongside a range of uses at partial sub-basement, basement and ground floor level including retail (Class A1), restaurants / cafés (Class A3), drinking establishments (Class A4), offices (Class B1), community space (Class D1), cinema (Class D2); use of the lower ground floor of the Coleshill Flats as retail and / or workspace (Class A1 and / or B1); provision of new pedestrian routes; basement car parking; basement and ground floor circulation, servicing, refuse, ancillary plant and storage; provision of hard and soft landscaping; landscaping works and creation of new play facilities at Ebury Square; rooftop PV panels; rooftop plant equipment; relocation of Arnridd Johnston obelisk to Five Fields Row; relocation of water fountain on Avery Farm Row; repair and relocation of the telephone boxes on Orange Square; and other associated works.”

Listed Building Consent is sought for:

“Demolition of structures attached to Coleshill Flats on Pimlico Road; works to the eastern boundary wall at the eastern sides of Coleshill Flats; minor alterations to the rear facade of the Coleshill Flats at lower ground floor; refurbishment and relocation of the Arnridd Johnston obelisk to Five Fields Row; refurbishment and relocation of the water fountain on Avery Farm Row; repair and relocation of telephone boxes on Orange Square; and other associated works in connection with comprehensive residential-led mixed-use development”.

1.2 Policy Context for the consultation

1.2.1 The Applicant’s approach to community engagement and consultation is consistent with the National Planning Policy Framework (2019) and The Localism Act (2011). It also exceeds the requirements specified in the City of Westminster’s Statement of Community Involvement (initially adopted in 2007, revised and adopted in June 2014).

1.2.2 The National Planning Framework was amended in February 2019 and provides a framework within which locally prepared plans for housing and other development can and should be produced. However, it advocates effective community involvement at all stages of the planning process.

1.2.3 The amendments do not change the principles of the previous coalition government’s comprehensive reform of the planning process that placed particular reference to the role that local people should play within it. The proposals place emphasis and obligation on the Applicant of major development schemes to consult prior to submitting an application.

1.2.4 The coalition Government introduced comprehensive reform of the planning process with particular reference to the role that local people will play within it. The proposals place emphasis and obligation on the Applicant of (major) development schemes to consult prior to submitting a planning application.

The National Planning Policy Framework states that:

- Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.
- They (Local Authorities) should also, where they think this would be beneficial, encourage any applicants who are not already required to do so by law to engage with the local community before submitting their applications; and
- The more issues that can be resolved at pre-application stage, the greater the benefits.

1.2.5 The Localism Act 2011 proposes a requirement on prospective applicants to consult communities prior to the submission of planning application. This requires that :

- Prospective applicants/developers must consult communities and make arrangements for publicity before submitting certain planning applications, having regard to any advice that their local planning authority may provide.
- They must consider any responses that they receive before they finalise their proposals and submit their applications; and
- When submitting their applications, they must provide evidence of how they have consulted the local community, what comments they have received, and how they have taken those comments into account.

1.2.6 Westminster City Council, in its Statement of Community Involvement (SCI) 2014, states that:

“For large scale proposals where there is no legal requirement to consult, the Council agrees with the suggestion in the National Planning Policy Framework that it should strongly encourage developers to involve the local community from an early stage.

This may take a variety of forms such as local exhibitions, public meetings, circulation of leaflets or the creation of a well-publicised dedicated website, including a facility to make comments. The Council urges that the community become involved at an early stage:

Firstly, views should be sought from interested groups on what may be appropriate for a Site so that these comments can, wherever possible, be taken on board before the proposals are drawn up...

And then followed up by seeking further views...on the evolving proposals before a planning application is submitted, so that changes can be made in response before submission, and also so that people are already aware of the background and the proposals when we carry out consultations on the application.

The City Council expects a supporting report to be submitted, where an applicant has arranged some community involvement prior to making a planning application. The report should:

Set out the type of community involvement undertaken, the views expressed, and the changes made by the applicant in response; if no changes have been made, the report should explain why not."

The City Council believes early information, consultation and discussion with neighbours or others affected by a development will ease the planning process.

1.2.7 The approach to consultation adopted for the Proposed Development is consistent with the National Planning Policy Framework and The Localism Act 2011. It also meets the requirements specified in Westminster City Council's Statement of Community Involvement.



2. Approach to Consultation

The Applicant is committed to extensive consultation and collaboration with all neighbours and stakeholders prior to submitting the application for the Proposed Development to the local planning authority.

The Applicant has been determined to maintain a high standard for an honest, transparent and meaningful consultation process. To this end, it has undertaken a comprehensive programme of engagement with existing residents and all immediate neighbours – residents, resident bodies, community stakeholders and local Councillors.

The Applicant is also committed to an on-going process that continues throughout the planning process and into the long-term future of the neighbourhood. The Applicant will continue to listen to local aspirations for the area and ensure their ongoing role best serves the community.

2.1 Aims and Objectives

2.1.1 The Applicant has for many years been particularly focused on creating best practice in urban regeneration and community consultation. The Applicant has set several principles to guide the process, and ensure they work more collaboratively and authentically with people who live, work and visit the places in which their projects are located.

- **We will listen and learn.** Start by understanding about how a place is currently used by different people, before identifying shared ambitions for future needs. Introducing the team, developing relationships and starting the dialogue at an early stage in the development process, ensuring that affected residents are part of the initial conversation.
- **We will make it easy to participate.** Asking people how they would like to be involved and then offering a range of ways for people to participate that will reach existing and new audiences, including young people. Ensuring that everyone has the opportunity to understand the proposals in 'jargon-free' English and have their questions answered.
- **We will open ourselves up.** Sharing information clearly and consistently, presenting a transparent process and reporting back on how feedback has been incorporated. Phasing the consultation alongside the different stages of the design process so that the project can evolve in light of the responses received.
- **We will be accountable.** Being clear about our ambitions, setting priority outcomes with the community and then asking them whether they think we have achieved them. Generating a dialogue rather than a one-way process; as with all good conversations they require listening, understanding and the development of trust.

2.1.2 In February 2019, Craig McWilliam, then The Applicant's Chief Executive wrote:

"The truth is, at Grosvenor, like many property companies, we have failed to tell our story in clear enough ways. We have historically failed to describe development that is valuable in terms of the environment and society. And we have also failed to open ourselves up enough to public opinion."

He urges placemaking leadership to produce a “*compelling vision for growth*” along with “*an honest depiction of the trade-offs required to deliver it*”. The Proposed Development and the associated engagement with residents and community are an early example of this approach.

2.1.3 This approach has brought together a range of different interests, including existing residents, the wider community, public bodies and local business, to help deliver the Applicant’s aspiration to create a socially, and economically resilient neighbourhood; buttressed by a set of principles:

- A long-term approach
- Active and ongoing stewardship
- A mix of uses to respond to local need
- Nurturing the sense of community
- Building on existing local partnerships

The Applicant was able to build upon its existing network and long-standing relationships with local stakeholders, including many residents, business owners and amenity groups. In the early stages, considerable time was also spent getting to know members of the community that were less familiar with the Applicant and their role in the neighbourhood. Additional long-term relationships and community partnerships have been developed as a result.

An ongoing dialogue with stakeholders and local communities has been essential to establishing these partnerships. This has been achieved through:

- Learning about local needs and aspirations for the area, developing strategies that contribute to meeting them
- Taking the time to understand the range of views, taking proactive measures to reach everyone in the community
- Establishing effective working relationships with a range of community organisations
- Developing a phased approach to consultation that allows for feedback at every stage in the process
- Ensuring that all feedback and responses from the community are reviewed and, where possible, fed into the development process.

2.1.4 The phased consultation process, whereby initial principles were shared more than 14 months prior to the submission, has ensured that the local community have been given opportunities to understand and influence the final proposals. Existing residents and neighbours have been kept fully informed of the public consultation process and where feedback has been incorporated. At the completion of each stage, the results were shared with through the project newsletters distributed to c.13,000 homes in August 2019, November 2019 and April 2020.

A report was also circulated by The Applicant to the Project Team outlining the key information and feedback that had emerged from that phase of the consultation. This was then amalgamated into a summary of all consultation feedback to date (including the public response) and the impact that these have had on the design process.



2.2. Consultation Methodology

2.2.1 The approach to consultation (outlined above) was delivered through a number of activities; these can be summarised as:

- **Personal contact and briefings of key stakeholders:** These ensure a full understanding and discussion of the consultation process, the aspirations behind, and the details of, the proposals.
- **Public drop-ins at each stage of the consultation:** The nature of these sessions was dependent upon the phase in the design process. In the initial phase (April 2019), the focus was for The Applicant to understand the existing neighbourhood and community and determine the local needs. In June 2019 (phase two) the draft masterplan and emerging designs were shared for discussion and comment, including a massing model to ensure full transparency over height. The detailed designs and proposed mix of uses was shared at the third phase of consultation in December 2019 – January 2020.

At each stage, the feedback collected at the previous phase was presented and an explanation given as to how the emerging proposals had responded to it.

There was a concluding phase of engagement at which the final scheme was presented to the public via the website and through printed communications due to Covid-19 restrictions. This was not specifically for comment, but to share the scheme as submitted to the planning authority and to ensure that the public were fully informed prior to the statutory consultation period that will follow submission.

Public drop-ins for each of the three phases of consultation, with an accompanying exhibition, enabled the proposals to be explained through:

- A display using text, plans and a range of different images including sketches, computer generated images and 3D models, and
- Explanation and discussion with members of the professional team.

Crucially public drop-ins provide the opportunity to collect and record the views from a large number of individuals and interested parties. At each phase in the consultation, feedback forms (both paper-based and electronic) were available to record ideas and comments; these were supplemented by the outcomes of individual discussions, with additional opportunity to leave comment via the project's website.

Given an in person exhibition was not possible for the fourth phase a comprehensive programme of digital and print engagement was devised.

- **Workshops for existing residents:** Workshops were held with Coleshill residents in the summer 2019 to provide the opportunity to meet the project team, in more informal surroundings and, to





discuss issues relating specifically to the proposed changes within the Coleshill car park. These could either be done on a one to one basis or in larger groups. Dedicated meetings with residents of Walden House have also been held with WCC, including online briefings in May 2020 to discuss the final proposals.

- **Meet the team events:** These enable all stakeholders the opportunity to meet directly with the project team and have a more meaningful and personalised explanation and discussion on the emerging proposals. This included a series of five drop ins between phases two (June 2019) and phase 3 (December 2019) of the consultation to ensure regular communication given the period of time between them.
- **Printed communications.** Newsletters that provide information on the proposals, sent to c.13,000 surrounding addresses in advance of each phase of the public consultation. Invitations, in the form of fliers or newsletters, were also distributed to c. 13,000 addresses in the neighbourhood as well as other known stakeholders. This was supplemented by door-knocking of streets immediately adjacent to the Site in December 2019 and January 2020.
- **Project website.** The Cundy Street Quarter website (www.cundystreetquarter.com) provides easy access to a wide range of up to date information about the project, much of which is downloadable. The website also has an archive of documents to download, so it is possible to easily see the evolution of the project and understand the changes made as a result of the consultation process. There is also the opportunity to give comment or contact the team with any questions.
- **Online survey:** In line with the Applicant's ambition to reach a range of people that might not usually attend public drop-ins, the traditional face to face consultation methods were supplemented through working in partnership with Built-ID, an independent on-line consultation company to create a series of questionnaires to mirror the feedback forms used at the public sessions. The digital surveys were available at the public sessions, and importantly were accessible through the project website. These attracted considerable interest and more than 2,000 pieces of valuable feedback was gathered. The questionnaires evolved to reflect the development of the project.
- **Youth engagement:** The Applicant is keen to ensure that all in the community are engaged in the process of change in their area and have the ability to contribute. It has been the intention to engage with all sections of the community including older people through to the very young. In order to ensure that young people's views are considered, and their needs and aspirations met where possible, the Applicant has worked with local schools including St Barnabas Primary School and Francis Holland School. Pupils and their parents have been invited to each of the public exhibitions and specific sessions have also been held for groups of students.



2.3 Key Stakeholders

The following stakeholders have been consulted throughout the consultation process:

2.3.1 Existing residents (on Site)

Cundy Street

There has been ongoing engagement with the residents of Cundy Street not only regarding the Proposed Development but also as the Applicant's responsibilities as Landlord. Contact has been personal by telephone, letter, email and face to face meetings by the Applicant's dedicated team.

There has been ongoing communication with the existing residents that started in 2012 when residents were informed of the Applicant's long-term aspiration to redevelop the Site; since then residents have been written to on this matter again in 2015 and 2018.

Engagement with residents increased considerably from March 2019, when all residents were contacted by a dedicated team that was established to be readily available to answer any questions or address any specific concerns that residents may have, and to act as a regular point of contact. Since the start each resident has been offered a package of support, which has been further bolstered in recent months. Particular attention has been paid to vulnerable residents (such as the elderly, less able or financially insecure) and protected tenants who are being relocated locally.

Along with all members of the public, existing residents have received all communications and invitations for the public consultation drop-in sessions. An invitation was sent to all Cundy Street residents to a briefing by the project team and a further opportunity for individual issues to be addressed on 12 March 2020; 4 of the residents attended the briefing.

In addition to the newsletter that was to all homes notifying of the final proposals, Cundy Street residents were contacted via email on 4 May 2020 with details on how to sign up for a briefing.

Walden House

There has been considerable engagement with residents of Walden House both by the Applicant and by Westminster City Council the leaseholder of the building and the residents' landlord.

Westminster City Council have established a dedicated housing / relocation team who in addition to the normal estate management function have been meeting residents on a one-to-one basis including monthly surgery drop ins (pre-Covid-19) and phone calls. However, in addition to this there have been a number of engagements that have involved both the Applicant and the landlord.

One of the key elements of engagement was regarding the resident's Right to Return to the new social rent housing on Site. The Applicant confirmed that they could accommodate the existing need of the Walden House households and WCC subsequently confirmed their Right to Return in September 2019.

A surgery was held on 27 and 28 November 2019, that enabled residents, on an individual basis to receive a briefing on the proposals and to raise

any questions or concerns that they may have. About a quarter of households in Walden House attended the sessions.

Along with all members of the public, Walden House residents received all communications and invitations for the public consultation drop-in sessions; in addition, members of the project team went door to door throughout Walden House to ensure that residents were aware of the forthcoming public drop-in sessions. The door-knocking took place on 28 November 2019 and 9 January 2020.

During this door-knocking and at the resident briefings, the Applicant heard how the council's residents in Walden House welcomed the right of return to new social rented homes and the initial proposals for these new homes. However, one of their ongoing concerns was the prospect of having to move twice – from Walden House to a temporary home and then into the new homes once construction had finished – and the uncertainty this would cause them. In March 2020 the Applicant was pleased to confirm that Walden House residents had a choice to either:

- move once directly into a new social rented home in the Proposed Development (subject to planning permission)
- or move to an alternative social rented home within Westminster and will be able to bid on available council and registered providers' (housing association) properties, before having the option to return to the Proposed Development upon completion.

This was communicated via a hand-delivered letter to all Walden House residents on behalf of the Applicant and posted on the project website.

Walden House residents were hand-delivered a letter on 6 May 2020 to invite them to two online briefings on 18 and 20 May 2020. The Applicant was able to update them on the final proposals and discuss the details about the social rented housing and construction of the Proposed Development.

Coleshill Buildings (Peabody)

Since March 2019 there has been ongoing engagement with the residents of the Coleshill Buildings from both their Landlord (Peabody) and the Applicant.

On 20 March 2019 Peabody contacted all residents to inform them of the potential proposed changes to the car park and the basement flats within the Coleshill Flats. Peabody then undertook their own 6-week consultation with residents on these specific issues. Following the end of the 6-week period, the Peabody Board were satisfied to continue surrender discussions. In May 2019 several commitments were agreed as part of the surrender of these spaces.

There has since been on-going interaction with the residents of Coleshill Buildings throughout the pre-submission consultation process, which has been led by the Applicant, with a member of the Peabody organisation either present or kept closely informed. This has involved specific meetings with residents' representatives on 31 July 2019 and 16 September 2019. The meetings have provided the opportunity to listen to the views of the residents and to explore and report back changes that had been made to accommodate the issues that they raised, particularly with regards to proposed changes to the Coleshill car park. The meetings also provided the opportunity for resident representatives to be involved in design changes as affects them and in particular related to Elizabeth Place Gardens and the space that will be protected for residents use.

Along with all members of the public, residents from Coleshill Buildings received all

communications and invitations for the public consultation drop-in sessions. Specific online briefings were held with residents of the Coleshill Flats in mid-May.

There have been additional meetings with Peabody as the leaseholder of the buildings and landlord.

During March 2019 the Applicant met with Ward councillors, key WCC officers and local amenity groups to brief them on the proposal to consult on the Proposed Development and the approach to supporting affected residents. Since then regular briefing emails and face to face meetings have been sent to keep them updated on the outcome of each phase of consultation and approach to residents. The following summarises the engagement with each key group.

2.3.2 WCC Residents in Semley House Ebury Square Gardens and Fountain Court, Pimlico Road

Along with all residents in the neighbouring area, residents from Semley House and Fountain Court received communications, newsletters and invitations to the public drop-in sessions at each phase of the consultation.

2.3.3 Residents of Ebury Street

Ebury Street is to the north east of the Site. Residents have attended the briefings to the Belgravia Residents Association and the public drop-ins at each phase. They have expressed a range of views.

On the 7 and 9 January 2020, the Applicant's project team went door to door to ensure residents had all the information regarding forthcoming public drop-in sessions and they were invited to the online sessions in May 2020 to brief them on the final scheme.

2.3.4 Belgravia Residents Association (BRA)



Founded in 1972 the BRA is recognised as a designated statutory consultee by WCC. There has been ongoing engagement with the BRA throughout the consultation period, with specific briefings on 8 July, 13 November 2019 and 13 January 2020, attendance at the BRA AGM in late January and there was a final briefing on the scheme proposals as will be submitted to the planning authority on 1 May 2020.

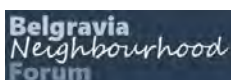
Letters of invitation were sent to the Association at the start of each phase of the public consultation to ensure that residents were informed of the public events. Many members of the BRA attended the public events.

2.3.5 The Belgravia Society



The Belgravia Society was founded in 2009 and is recognised as a designated statutory consultee by WCC. The Applicant has regularly briefed the Society on the development of the scheme attending and presenting at meetings on 18 July 2019, 10 October 2019, 22 January 2020 and to present the final scheme on 1 May 2020. As with the BRA, invitations were distributed to the members of the Society prior to every public event and a number of society members attended the drop-ins.

2.3.6 Belgravia Neighbourhood Forum



The Localism Act 2011 provided the legal framework for local communities to have a greater influence in planning matters in their area and enabled them to produce a plan of their local neighbourhood to guide future policy and development on the area. The Belgravia Neighbourhood Forum was established by residents and has

been designated by Westminster City Council to work on the production of a Neighbourhood Plan. The Proposed Development is within the plan area.

The Applicant has had regular contact with the Forum and presented the evolving designs on 5 September 2019 and 4 March 2020. Members of the Forum also attended the public drop-in sessions held throughout the consultation. The Neighbourhood Forum was offered a briefing on the final proposals in May 2020, but this was not taken up as sufficient update had been provided by the hard copy summary of the proposals and the online content.

2.3.7 Local Businesses

There are a number of different businesses and groups that have been consulted:

- The individual traders in the ground floor of Coleshill Buildings, have been consulted on a regular basis throughout the process. Engagement with the Applicant started in Spring 2019. The Applicant worked with the previous tenant of 20a Pimlico Road who's unit is impacted by the Proposed Development to move their business to a new premises on Ebury Street.
- The Pimlico Road Association, which represents businesses mainly in the design sector along Pimlico Road has been kept updated through email communication and briefings since April 2019. In addition, along with all individual businesses in the area, Association members were invited to the public drop-ins.
- Pimlico Road Farmers' Market, who have been briefed in August 2019, have been invited to public drop-ins and were invited to the briefings prior to submission of the final scheme.
- Victoria Business Improvement District (BID). The Site is just outside the southern boundary of the Business Improvement Area; however, The Applicant recognised the importance of the BID as a neighbour and has ensured that the Board and Executive Team are fully informed on the progress of the scheme and the public consultation.

2.3.8 Local Politicians

The Site falls within Westminster City Council and there has been a wide ranging and comprehensive engagement with politicians from the City Council throughout the pre-submission phase. The table below provides a summary of the principle briefings and meetings:

Cllr Rachael Robathan, WCC Leader and Knightsbridge & Belgravia Ward Councillor	Ongoing engagement Briefing - 12 March 2020
Cabinet Member for Place Shaping and Planning	Briefing - 26 September 2019 (Cllr Beddoe)
Cabinet Member for Business and Planning	Briefing - 13 March 2020 (Cllr Green)
Chair of Planning Committee	Briefing - 26 September 2019 (Cllr Mohindra) Briefing - 13 March 2020 (Cllr Rigby)
Churchill Ward Councillors: Cllr Murad Gassanly Cllr Andrea Mann Cllr Shamim Talukder	Briefings: 07 March 2019 19 March 2019 4 June 2019 25 July 2019 23 August 2019 17 September 2019 24 September 2019 5 November 2019 3 March 2020 30 April 2020 Invitations to all consultation drop-ins
Knightsbridge & Belgravia Ward Councillors: Cllr Anthony Devenish Cllr Elizabeth Hitchcock Cllr Rachael Robathan	Invitations to all consultation drop-ins and regular updates Update on final proposals sent 29 April 2020
Warwick Ward Councillors: Cllr Nickie Aiken Cllr Christabel Flight Cllr Jacqui Wilkinson	Invitations to all consultation drop-ins and regular updates Update on final proposals sent 29 April 2020

2.3.9 Other stakeholders

There have been a number of other local stakeholders that have been consulted:

- **Young Westminster Foundation** – a cross-sector partnership, creating opportunities and services for children and young people in Westminster. The Foundation supports young people with information sharing, advice, networking opportunities, training and grants. The Applicant has established a long-term partnership with the Foundation to engage young people in the local area. As part of this, the Applicant has launched a ‘Young Belgravia’ survey asking people aged 13-21 what they want from their neighbourhoods. As part of this research, a focus group was carried out with **Francis Holland School** to test the survey questions and see how it could be improved. Through an enriched understanding of young people’s perceptions of Belgravia, the Applicant hopes to make the area more welcoming and engaging for young people. This conversation will continue over the summer, post-submission, as the Applicant invites further input on elements of the proposals including the public art programme and Community Space.
- **St Barnabas School** – In July 2019, the Applicant ran three lessons for Year 6 pupils at St Barnabas School to learn about the development process and share their own design ideas. The

lessons covered:

- Introduction to Grosvenor, the development process and the emerging proposals for the Proposed Development
- Discussion around 'what makes good development?' to establish a set of principles for effective masterplanning.
- Using these principles and craft materials to design a future place.

The students design ideas were judged by the project architects, DSDHA. DSDHA also explained the ways in which the proposals for the Proposed Development incorporated some aspects of the design submissions.



The Applicant will continue to engage with St Barnabas School staff and pupils following the submission. The Applicant plans to gain further input to key aspects of the proposals and provide ongoing insight into the planning and development process.

2.4 A Phased Consultation

The Applicant structured the public consultation process in a series of phases, which reflected the phases of the design development process.

Phase 1 - April 2019: Understanding local needs and constraints. Introducing the draft principles.

Phase 3 - December 2019/January 2020: Sharing the detailed proposals.

Phase 2 - June 2019: Sharing the emerging designs

Phase 4 - April / May 2020: Sharing the final plans to be submitted to Westminster City Council



Consultation and engagement timeline:

2.4.1 Consultation Phase 1: April 2019 - Understanding the neighbourhood and local needs

2.4.1.1 The objective of this initial stage was to gain a greater understanding of the local area and the community's aspirations and needs. The Applicant already had a strong presence in the area but recognised that there would be some of the community less familiar with the project team. The launch of the public consultation process provided an opportunity to introduce the development team, establish new relationships and build on others.

The Applicant spoke with many residents and key stakeholders to learn about their priorities and aspirations for the area, reassuring them that they would be fully involved in the process. The Applicant presented the initial ambitions for the Site and how the proposals address specific issues and are influenced by the local aspirations and Council policy. It highlighted the key benefits and rationale for development for this location. The information presented included the key principles and considerations that would be addressed through the design process, including the constraints within which the design was being developed.

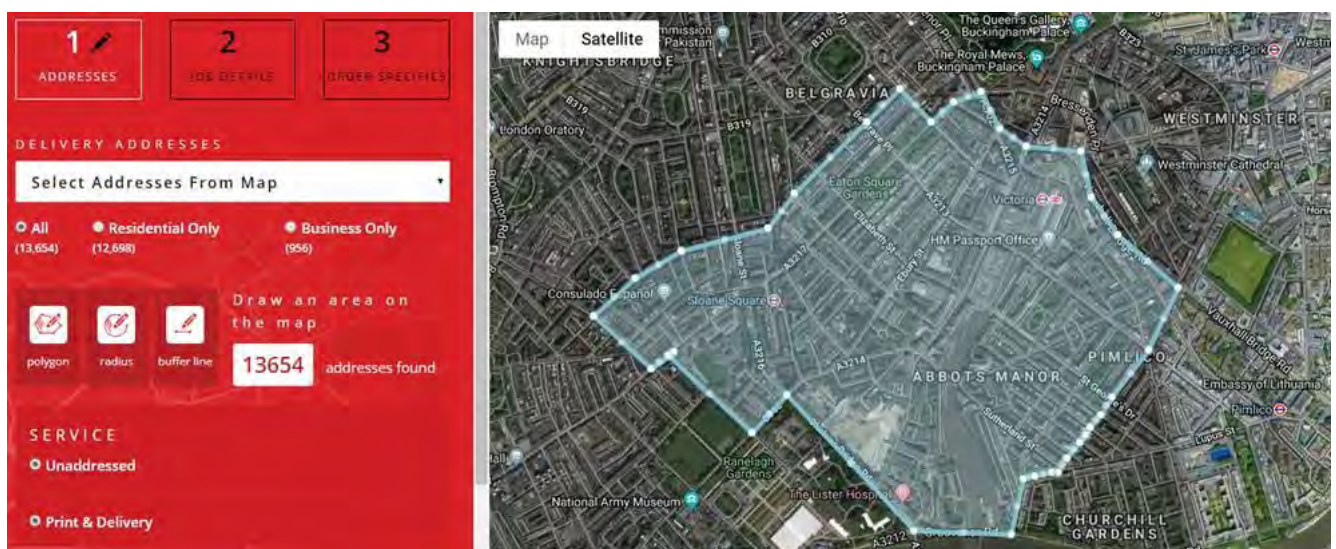
2.4.1.2 Consultation collateral / materials

A range of different communication materials were shared. The aim was to increase the reach of the consultation and thereby the number of people who were fully informed of the proposals and had the opportunity to contribute to the consultation.

These included:

- Power point presentation for briefings with the residents and ward Councillors
- Fliers and invitations – these were delivered door to door to 13,000 residential and businesses addresses in the local area prior to the exhibition (a copy of the invitation can be found in Appendix)
- Exhibition boards – used at the public drop-ins
- Project website – providing information on the project and information related to the consultation that was downloadable
- Online survey and feedback forms – copies of which can be found in Appendix
- A dedicated email and telephone number

The consultation area for the distribution of materials and information about the Proposed Development scheme was defined as 13,654 addresses in the surrounding area:





2.4.1.3 Public drop-ins

Public events took place at 198 Ebury Street on,

- Tuesday, 2 April 2019 - A preview event with Councillors and resident's representatives
- Wednesday, 3 April 2019 - open to the general public
- Thursday, 4 April 2019 - open to the general public
- Saturday, 6 April 2019 - open to the general public

Attendance:

A total of 316 people (including key stakeholders, local amenity groups, residents and business owners) attended the four days of events.

At the drop-in, there were a series of exhibition boards that covered:

- Introduction and Welcome to Cundy Street Quarter consultation
- Introduction to the project team: The Applicant and their design team: DSDHA Architects and Todd Longstaffe-Gowan (landscape designer)
- History of Cundy Street Quarter from 1720 to the 1950's
- Reporting back on the initial conversations undertaken locally by the design team
- The Applicant's ambition for the Proposed Development
- The design principles and indicative masterplan
- Defining the Site – opportunities and constraints
- Next steps and information about the Applicant's community investment programme



To widen the Applicant's understanding, attendees were asked to mark on a map of the local area, which facilities and amenities they liked/used and identify which amenities they would like to see brought to the area.

2.4.1.4 Summary of Phase 1 feedback

Feedback was recorded at the drop-in through a number of ways:

- Discussion with members of the project team
- Online survey – 860 fed back via the interactive online questionnaire
- Feedback forms – 59 were received

The reception to the initial consultation event was balanced. Many were receptive towards the ideas presented, particularly about the:

- New pedestrian routes through the neighbourhood
- Additional green space and planting
- Investment in the area
- Mix of homes
- Early engagement with the community at the start of the development process

When asked what was missing from the area people reported that they'd like to see community facilities, shops & amenities, improved green spaces and new homes. When probed for more detail on what community facilities were needed, the top two responses were a multi-purpose hall and local supermarket – both of which have been included within the proposals.

A portion of attendees responded positively to the initial thoughts presented but felt they could not provide proper feedback until more detail was given in the next phase of consultation.

Some attendees were not supportive of the emerging thinking and had concerns relating to the:

- Need for Proposed Development; support for existing Cundy Street homes to retain in their current form due to potential impact on current residents
- Possible height of the buildings
- Disruption during construction

2.4.2 Phase 2 Consultation: June - September 2019. **Sharing the emerging proposals**

2.4.2.1 The second substantive phase of public consultation took place in June 2019. The public consultation was accompanied by a wider range of briefings with existing and neighbouring residents, community and business stakeholders and local politicians throughout the summer to build on the local conversations to date.

In this public consultation, the Applicant presented how the scheme had evolved since the consultation in April 2019. This included the initial masterplan and emerging designs and sketches of buildings and spaces to give a greater understanding of what the regenerated area would feel like. Considerable emphasis was given to what responses had been received in the first phase and how the emerging proposals had responded positively to feedback received.



2.4.2.2 Consultation collateral / materials

A similar range of communication vehicles were delivered in this phase as Phase 1. These included:

- Power point presentation for briefings
- A letter, delivered door to door in the local area as in Phase 1 informing about the consultation – intentions and specific events
- Following the public consultation, a Newsletter (Issue 1 – August 2019) was produced and distributed to residents on the Site and the surrounding community.

The Newsletter covered:

- An introduction to the Proposed Development
- Report back on the consultation to date
- A report on the Applicant's activity in the community
- An outline of the next steps in the development process
- A copy of the newsletter can be found on the project website - downloads



- Exhibition boards - at the public drop-in and downloadable on the website
- Project website was re-launched the project website on 2 July, which led to a considerable increase in the number of users – c. 3,000 had visited the Site by mid-July
- Built ID e-consultation survey and feedback forms – copies of which can be seen in the Appendix.

2.4.2.3 Public drop-ins

Public events took place at 46 Pimlico Road, on

Tuesday, 18 June 2019 – preview event

Wednesday, 19 June 2019 – open to the general public

Thursday, 20 June 2019 – open to the general public

Saturday, 22 June 2019 – open to the general public

Attendance

A total of 213 people (including key stakeholders, local amenity groups, residents and business owners) attended across the four days.

At the drop-in, there were a series of exhibition boards that covered:

- Introduction and Welcome to the second phase of the consultation
- Reporting back on the key feedback themes to the ideas proposed in Phase 1 consultation and how the proposals had evolved in response (see section 5). These were brought out in more detail throughout the exhibition as related to specific aspects of the proposals
- Reiterating the Applicant's commitments for the regeneration of the Site
- A scaled 3D foam model of the Site and surrounding context
- The development of the masterplan – how it has evolved
- Outlining the mix of uses:
 - The village Centre
 - Homes and green spaces
- Images of various aspects of the development, through sketches and plans:
 - Village centre
 - Orange Square
 - Ebury Square Gardens
 - Pimlico Road / Avery Farm Row
 - Ebury Street
 - Residential Gardens
- Local benefits produced by the proposals
- Next steps and information about the Applicant's community investment programme

Feedback was recorded at the drop-in a number of ways:

- Discussion with members of the Project Team
- Online survey – by mid-July 5,331 poll responses were received from 861 individual voters
- Feedback forms – 7 were received

2.4.2.4 Summary of Phase 2 feedback

The reception to this second stage of consultation was largely positive towards the ideas presented. Whilst turnout at the exhibition was comparatively fewer compared to the first consultation, more in-depth conversations were had with attendees over the developed proposals presented. Several commented positively on how the plans were progressing and the ambitions of the project, with support focusing on:

- Evolution of the proposals in line with feedback e.g. mix of homes



and types of shops

- Commitment to provide more onsite affordable homes
- Proposed local stores to enable a village-feel in keeping with the existing neighbourhood
- Proposal of a community space
- Creation of a series of public places, and improvements of existing ones
- Approach to landscaping, biodiversity, climate resilience and waste
- Aspiration to provide leisure uses – when asked what people wanted to see included here the top response was a boutique cinema.

Concerns expressed by people centred around the:

- Height of the building overlooking Ebury Square and Pimlico Road
- Quantum of retail proposed along Ebury Street
- Potential for anti-social behaviour

2.4.2.5 Community workshops

A series of 5 open workshops (29th Aug, 2nd Sep, 6th Sep, 9th Sep and 12th Sep 2019) were held at 20a Pimlico Road. The intention of these was to provide a further opportunity for existing residents and the local community to meet the project team, in more informal surroundings and, to discuss any issue relating to the development proposals.

The workshops proved successful with over 50 people attending the sessions. Key areas that people wanted more detail on - which was shared in the subsequent exhibition - were:

- Timing for more detailed proposals
- The motivation and rationale behind the regeneration
- How existing residents would be supported through the process
- The extent of affordable housing that would be included in the proposals
- The management regime and steps that would be taken to reduce anti-social behaviour

2.4.3 Phase 3 Consultation: December 2019/January 2020 - Sharing the detailed proposals

At this stage of consultation, considerable effort was made to share engaging materials through an interactive display. In line with the developing proposals, additional information was shared and more detailed feedback captured. Public events were complemented by specific briefings to existing and neighbouring residents, community and business stakeholders and local politicians. An additional January date was included to ensure that all stakeholders who had not been able to attend the December events were able to meet the team.

The Applicant presented how the scheme had evolved since previous consultation and for the first time outlined the detailed proposals for the Site, addressing specific aspects and locations within the scheme; thereby allowing the community to give more comprehensive feedback.



The detailed proposal was presented using an engaging display that brought the proposals to life and included a garden installation designed by the landscape architect team and an animated walk-through using CGIs and a fly-through film of the virtual model. The Applicant presented a masterplan to show the mix of uses, as well as highlighting where they had made changes to the proposals to reflect previous comments. They outlined the design approach taken by DSDHA and gave details on the proposed heights of buildings, indicative materials palettes and a scaled 3D wooden model. Feedback was collected on the key locations of the new neighbourhood, and people shared their views on the detailed designs of the buildings and public spaces.

2.4.3.1 Consultation collateral / materials

A range of communication methods were used, including:

- Power point presentation for briefings
- Letters delivered to residents of Walden House, Cundy Street, Coleshill Buildings and adjacent business, which covered:
 - Details of the forthcoming consultation drop-ins
 - What will be covered in the consultation
 - Invitations (targeted at specific residents' groups) to a proposed Development Liaison Group
- An invitation to the public consultation was included in issue 2 of the Newsletter that was distributed to the community in November 2019. The newsletter covered:
 - Information on the consultation to date
 - Details of the public consultation events in December
 - Answers to frequently asked questions
 - Details of the Applicant's sustainability initiatives
 - New funding proposals for community activities
 - A report back on a local charity day
- Exhibition / installation in the space- at the public drop-in and downloadable from the website
- Computer-generated-images and a virtual film of the proposals
- Project website
- Online survey and feedback forms – copies of which can be found in The Appendix

2.4.3.3 Public drop-ins

Public events took place in 20 – 22 Pimlico Road SW1W 8LJ at

Monday, 2 December 2019 – residents' preview
 Tuesday, 3 December 2019 – stakeholder preview
 Wednesday, 4 December 2019 - open to the general public
 Thursday, 5 December 2019 - open to the general public
 Saturday, 7 December 2019 - open to the general public
 Thursday 16 January 2020 - open to the general public

Attendance

A total of 198 people (including key stakeholders, local amenity groups, residents and business owners) attended.





At the drop-in, there were a series of exhibition boards that covered:

- Introduction and Welcome to the third phase of the consultation
- Outline of the engagement and conversation to date
- Answers to specific questions raised in the consultation
- Outline of the community benefits of the proposals broken into:
 - Social
 - Economic
 - Environmental
- A “walk-through” Proposed Development, addressing proposals for specific locations within the scheme, including:
 - Orange Square
 - Five Fields Row
 - Ebury Street
 - Elizabeth Place
 - Ebury Square
 - Elizabeth Place Gardens
 - Clifford Row
- Management and Servicing proposals
- Design and proposed heights across the scheme
- How to feedback views and comments

The display included plans, sketches, computer generated images and precedent images, complemented by a scale model of the proposal and video fly-through to show was the neighbourhood could look like.

Feedback was recorded, as in similar phases, through:

- Discussion with members of the Project Team
- Built ID e-survey / Feedback forms – 671 + 27. Copies of the feedback form and survey are in the appendix.

The questions asked at this phase were more specific, in line with the detailed proposals that were being shared.

2.4.3.4 Summary of Phase 3 feedback

Overall the response to the proposals was positive, particularly regarding the:

- Level of detail shared and progression since June
- Mix of homes and the provision of affordable housing and senior living
- Mix of uses including the shops, amenities and community space
- Improved green space, new planting and environmental credentials
- The proposed investment in Ebury Square

When asked whether there were any aspects which caused concern, the most cited responses focused on:

- Approach to existing residents
- Height of the buildings
- Affordability of the homes
- Disruption during construction



Respondents also provided feedback on the detailed proposals for different areas in the neighbourhood:

View from Orange Square:

Positive or neutral	Negative
83%	17%

- + Improved connectivity
- + New entrance into Elizabeth Place Gardens
- + Management approach (gates closed at night)
- Design of the gates could be improved
- Some people wanted to ensure 24-hour access
- More seating needed

Elizabeth Place Gardens:

Positive or neutral	Negative
83%	17%

- + Water feature and varied greening
- + Improved connectivity between Ebury and Orange Square
- + The gardens being secured at night
- Loss of residential parking
- Open space could be replaced by more homes

Ebury Street:

Positive or neutral	Negative
80%	20%

- + Provision of senior living
- + Traditional design of the building
- + New trees that line the street
- Scale of new buildings
- More landscaping needed at ground floor

Elizabeth Place:

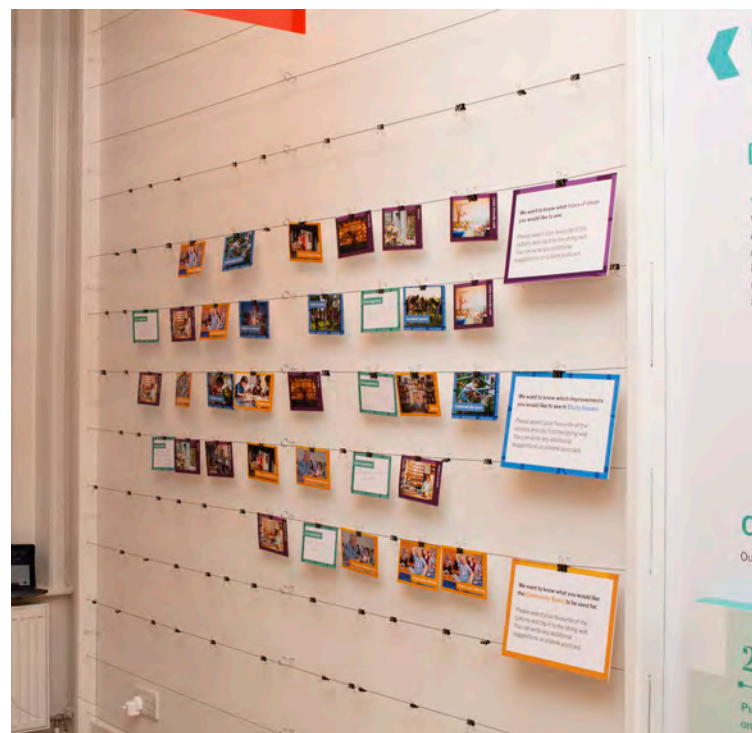
Positive or neutral	Negative
86%	14%

- + Varied shops and leisure uses.
- + Meeting point for the community
- + Pop-up events such as sports screenings or family friendly
- More planting and public art needed

Avery Farm Row:

Positive or neutral	Negative
80%	20%

- + Vehicle restrictions and pedestrianisation
- + Increased public space
- Reduced car-access
- Scale of the building



2.4.4 Phase 4 Exhibition: April/May 2020 - Sharing the final proposals

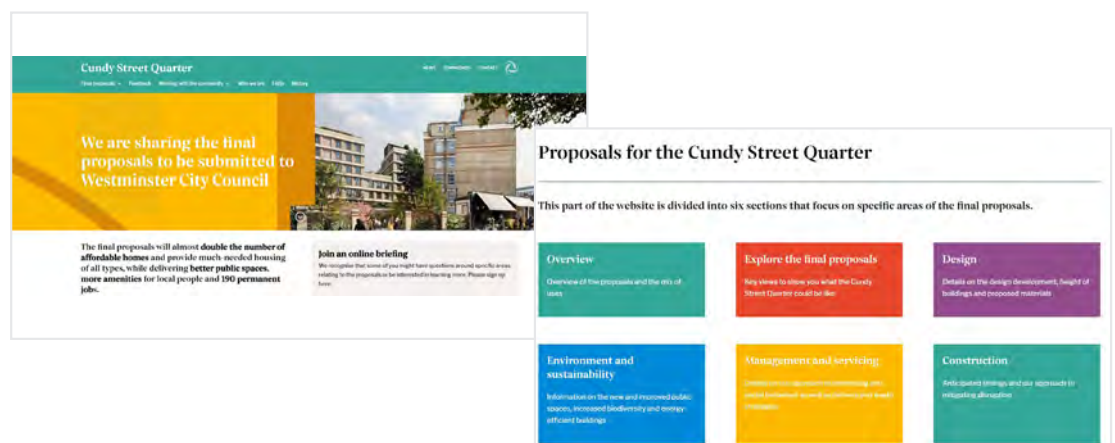
2.4.4.1 Summary

The objective of this stage was to ensure the community fully understand the details of the final proposals, so that they can respond to WCC's statutory consultation from an informed perspective. It was also important to ensure there is a clear understanding of how the proposals have evolved and where issues raised through the consultation have been addressed.

The original intention for this stage was to use a similar approach to previous phases with a mix of public sessions, complemented by briefings with specific community stakeholders. However, the outbreak of Covid-19 and Government guidance on social distancing meant that such an approach was no longer possible. In this light, The Applicant amended the approach and instead of holding public events and face-to-face briefings, used a comprehensive range of digital and print methods to keep people informed and respond to any questions.

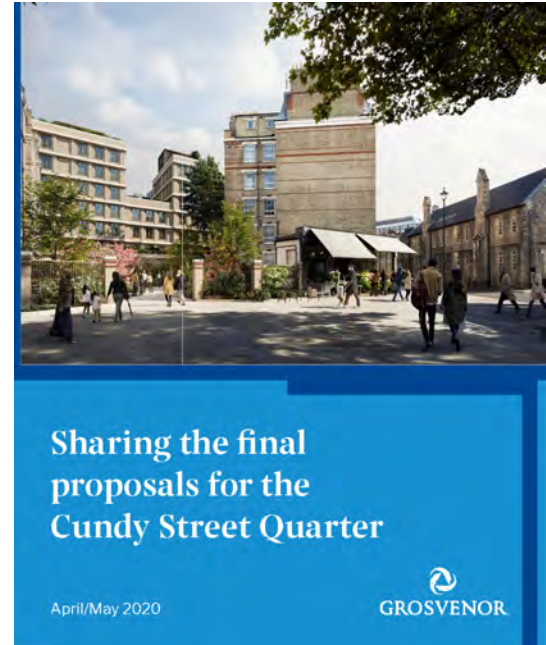
2.4.4.2 Approach

- Project website: Refreshed website that is structured around the key benefits. This has been visited by 1,500 people since it was refreshed on 28 April 2020 – a 500% increase to the 30 days prior. The website includes:
 - Engaging visual content including computer-generated images, summary video and web-hosted VR (360 views)
 - Encouragement for people to ask questions and list of answers to frequently asked questions
 - Web-hosted survey to collect detailed feedback (replicated in print version)



- Online briefings for everyone: Virtual briefings via Livestorm were held by the project team, using screen share to talk through content and answer questions. Any questions not answered during the session itself were responded to via email. These were attended by 39 people across three sessions of varying times and the recordings watched by an additional 18 people. The recording has recently been uploaded to the website for further people to view who could not make the session.

- Online briefings for residents:
 - Two specific sessions were held for Walden House residents alongside the housing team at WCC on 18 and 20 May 2020. The purpose of which was to summarise the overall proposals and give more detail on the future social rented homes and phasing. All households were invited through a delivered letter and encouraged to sign up through key contacts. Nine households have registered to attend, and a recording has been taken to share with those who could not make the session.
 - Two sessions are organised with the Coleshill Flats residents to summarise the final proposals and provide more detail on the plans for Elizabeth Place Gardens and Orange Square.
- Newsletter: To ensure that the community were aware of the new information on the project website, the Applicant produced and circulated a summary of proposals that was posted to 13,000 addresses and emailed to c.500 people on 30 April 2020 which covered:
 - Summary of the proposals, including information about how the plans had evolved to incorporate feedback
 - Details on how to share feedback or contact the team
 - Dates and times of the online briefings and how people could sign up
 - Information about the project website
 - Outline of the statutory consultation process
 - Details on the youth survey
- Contact with key stakeholders: Representatives of the community stakeholders and Amenity Groups were written to on 27 April 2020, informing them of the newsletter and website updates, alongside a summary of the proposals and the offer of a one-to-one virtual briefing. Dedicated online briefings were held with the Belgravia Society, Belgravia Residents Association and local Ward Councillors.
- Social media ads: The Applicant ran a social media campaign on Facebook to promote the final proposals and invite feedback. As of the 19 May 2020 these were seen by 9,337 people and drove 572 people to the project website.
- Mailing list: Information about the final proposals, an invitation to the online briefings, and details about how to give feedback was sent via email to the c.500 subscribers to the mailing list.



2.4.4.3 Response

Steps were taken to ensure that the community had multiple opportunities to learn about the proposals, ask questions and share their comments and feedback both online and in hard copy through a Freepost system. Given the timing of this phase shortly before submission of the application full comments are still being gathered. The Applicant will also be writing to the local community to encourage them to respond to the statutory consultation.

There have been a number of key themes and questions raised in this phase, summarised as follows:

- Method of engagement: There were fewer direct responses than the three phases of consultation, however, many who joined an online briefing fed back that it was a useful format, and a positive adaption to keep local people up to date. The hard copy summary of the finals proposals was seen as an equally helpful overview for those who did not have online access or who preferred alternative methods.
- Height of the tallest building: The Applicant was able to more clearly articulate the benefits that the proposed massing and height can deliver, whilst explaining some of the impacts that it would have. Many recognise that the height and massing of the Proposed Development is a way for the scheme to deliver the significant benefits; most notably the new affordable housing, but that there are trade-offs between the two. Some recognise that the most appropriate place for height on the masterplan is located overlooking Ebury Square and away from the Coleshill Flats and Ebury Street, but as with previous phases the height of the tallest building B1 is still a concern for some.
- Ebury Street amendments: In phase three there were several questions around the proposals for Ebury Street, particularly from neighbours on the opposite side. People wanted to see more detail around the ground floor of the proposed building and improvements to the public space; there was also concerns around the location of the Senior Living drop off. Following this feedback, the drop off was moved from Ebury Street to Cundy Street, new street trees were added, and a hedge was introduced. The Applicant was able to clearly show the proposals for this location, including the type of shops and widened pavement, using panoramic views and detailed CGI's that were hosted on the website. These clarifications and changes were received well.
- Ebury Square and play space: at the second public consultation there was positive feedback around investing in Ebury Square, which led the Applicant to progress the proposals for this location. Following further consultation around the types of improvements to be included, the detailed proposals for Ebury Square were shared via the online exhibition. The majority of people have responded positively to the reinvigorated public space and new play space. Some residents, particularly those in Semley House, have asked for further details and so the Applicant has committed to future engagement to answer questions and help ensure the best outcome for everyone. Please see more detail in the Design and Access Statement as part of this application.
- Type and tenure of housing: At this phase the Applicant was able to share further details on the housing mix that would be delivered as part of the Proposed Development. As such, several questions were asked in the online briefings and over email about the affordable housing, particularly the different tenures and who would be eligible for the housing. The Applicant was able to provide answers and has also produced a clear, visual summary of the

housing offer, which has been uploaded to the project website.

- Security and tackling anti-social behaviour: This has been a consistent theme throughout consultation and many people were keen to understand what measures would be implemented. At this phase the Applicant was able to share more information about steps that would be taken to ensure that the Proposed Development will be a safe place and improve the security of the surrounding neighbourhood through passive design measures, active ground floor uses, on-site management as well as CCTV and improved lighting.
- Construction and phasing: A number of questions were asked about the construction timings and durations. Through the updated website and online briefings, the Applicant was able to communicate further detail and explain the extensive mitigation methods that would be put in place to keep disruption to a minimum. In the dedicated sessions with residents of Walden House, the Applicant was able to describe the nature of the phasing in detail, including how the option to move directly into the new social rented housing would work.

Please see Section 4 for a list of the Applicant's response to frequent issues raised. Additional frequently asked questions raised throughout phase 4 will be communicated on the project website and in communication with stakeholders.

2.4.4.4 Ongoing engagement

The Applicant has always intended that following the submission of the planning application there would be a move away from dialogue with the community based on the scheme proposals, to a longer-term engagement with the community. Over the coming months The Applicant will establish a community group to help ensure their role in the area best serves the local neighbourhood. Individuals from across the community have already expressed an interest in this and the Applicant looks forward to progressing to this next stage of engagement.

3. Stakeholder Feedback

3.1 Introduction

This section summarises the response that has been received through the consultation on the proposals. The feedback has been received through the briefings, public events and conversations with key stakeholders via a number of channels, including:

- Feedback form
- Online survey
- One to one discussion
- E-mail correspondence
- Written comment

The response to the proposals for the Proposed Development has evolved throughout the consultation process, mainly as a result of the Applicant's phased approach and the commitments to listen to the responses from the community and amend the scheme where possible and when there is a consensus of opinion. Specific issues that have been raised, and the approach taken by the Applicant to respond to these, is given in section 4.

The approach that the Applicant has taken, by listening to the feedback of the consultation and amending the proposals as a result, has meant that some areas that were initially an area of concern have been resolved. As identified elsewhere in this report, there are a number of examples where the Applicant has revised the proposals to address concerns and views expressed through the consultation. This demonstrates the importance given to the consultation in the development process, and the successful implementation of the ambition summarised in Sections 2.1.3 in this report.

3.2 Feedback by topic

This section gives an amalgam of the feedback received and grouped by a number of headings.

- Engagement and consultation process
- Mix of uses
- Housing
- Design of buildings
- Public space and landscaping
- Community benefit
- Sustainability
- Management and servicing
- Construction

3.2.1 Engagement and consultation process

Generally, there was widespread support from stakeholders about the consultation process and the extent of engagement that the Applicant has undertaken. A desire has been expressed by the Applicant and community to view this as an ongoing process into the longer-term management of the neighbourhood.

There has been a positive response to the consultation process and phased approach implemented by the Applicant, so that the

community could be involved at an early stage and give comments as the plans have evolved. Residents have been complementary of many aspects of the consultation, in particular the:

- Way in which information has been presented, which is seen as being clear, informative and engaging,
- Range and extent of different activities including public events and specific briefings,
- Priority given to recording the views of the community,
- Evolution of the proposals as a result of local feedback,

This is best summed up by the following:

- *“Congratulations for such a comprehensive survey of so many groups and their needs.”*
- *“An excellent presentation.”*
- *“I’m impressed at the thought and action given to general consultation with local residents.”*

3.2.2 Mix of uses

Throughout the consultation there has been overall support for the mix of uses which are generally seen as a positive addition to the neighbourhood. The proposed mix of shops, food and drink, leisure and community uses has evolved as a direct result of input from the community and so support for them have risen throughout the consultation process:

- Phase 1 (April 2019): 45% liked the range of uses that were suggested at ground level. When asked to choose from a range of options, more than a third of people wanted to see a multi-purpose community space or a local food store, which were included following this positive response.
- Phase 2 (June 2019): Rather than collecting specific feedback on the range of uses, participants were asked to plot the location of key retail units and the small food store. This approach was received well.
- Phase 3 (December 2019): 82% felt either positive or neutral about the proposed mix of uses and only 18% were against.

It is felt that the range of retail choice offered in the final proposals is positive and is clearly supported by the majority of respondents. Affordability, for both shops and facilities, emerged as a priority for the community in any new retail offer. It is felt that the range and the price point of the current retail offer in the area has moved away from serving residents’ needs. The consultation reinforced the importance of the mix of uses introduced through the proposals to complement and not compete with existing retailers that are currently at a higher price point. Particular focus in this regard, was placed on a new food store, a resource which it is felt is currently lacking in the area.

- *“Shops, restaurants :-) a structure of useful amenities to support the community”*
- *“The area is in need of a mix like this, blended and modern but also accessible.”*

The initial proposals outlined in Phase 2 showed that there would be retail at ground level on the northern boundary of the Site along Ebury Street. This was not wholly supported, as some residents felt that it would adversely impact the residential character of the street. As a result, the design was amended and the overall quantum of retail reduced.

3.2.3 Housing

There is broad support from the community for the inclusion of new social housing and senior living as part of the housing mix on the Site.

- *“Sounds like a good mix in a pretty unaffordable area for most working people. I strongly believe communities need to be made up of a mix of people not one homogeneous ‘type’.”*
- *“Excellent proposal for senior living - there is not enough of it in central London.”*

The quantum of affordable housing in this location has been an issue for some. At the third public consultation 38% had concerns around the proposed housing mix – some people feel that there is not enough affordable housing, whilst others feel that there is too much. The Applicant feels that Affordable Housing is an important element of any scheme, with a mixed neighbourhood being an important ingredient in creating successful places. The Proposed Development will provide much-needed affordable housing for Westminster and has increased the extent of affordable housing within the scheme – which is almost double the amount currently provided on Site.

Walden House

Right to return

- Issues for the existing residents of Walden House, both individually and collectively, has been related to their ability to remain on the Site, and the number of moves that would be required before they are settled in a permanent socially rented home.
- Many of the residents have lived in the area for a long time and have established employment, educational and social and community networks; as a result, there was considerable unease that they may be rehoused outside the area in another part of the borough.
- Residents argued strongly that they should be granted the right to return by Westminster City Council. However, in order for that offer to be honoured it needed the support of the Applicant, as existing residents would need to be accommodated on the Site.
- Following completion of the housing needs assessments by Westminster in Summer 2019, the Applicant could confirm that the housing need could be accommodated within the Proposed Development and was pleased that the Right to Return had been offered to Walden House residents by WCC.

One move

- There were subsequent discussions on the number of moves that existing residents would need to make. Walden House residents

had expressed the desire to only have to move once directly into the new social rent accommodation rather than having to a new home within Westminster on an interim basis before returning to the Site. Due to phasing, logistical and technical implications of facilitating residents only having to move once this was a decision being determined by the Applicant and crucially there was a significant extension to the programme if this was confirmed.

- In March 2020, it was confirmed that existing residents of Walden House will not have to move to temporary homes but retain the option to if required. The phasing plan for the scheme was amended to prioritise replacement homes for residents in affordable housing within the 1st phase of the Proposed Development, thereby enabling them to stay in their existing home until a new one is built.
- The commitment by WCC to provide a Right to Return and the amendments to the proposals by the Applicant to facilitate the Right to Return and give residents the option to move just once has resulted in a clear positive shift in their views to the proposals.

3.2.4 Design of buildings

The architectural approach has, as usual in a scheme of this scale, created a mix of different subjective views from very positive:

‘Modern design was well planned, looks good and suits the character of the local area’

‘Decent modern design that is contextually sensitive and visually inoffensive’

To critical:

‘The architecture is dull municipal and not worthy of Belgravia.’

In the phase 3 feedback to the overall design approach and location of taller buildings 62% (of 182 respondents) were supportive or neutral, whilst 38% were not. There some residents who felt that the scale of development and proposed materials are not in keeping with the area.

As the design developed, concerns around height and massing became focused on building B1 (on Ebury Square and Avery Farm Row). This is the tallest building on the Site; it was initially proposed at 12 storeys, which was reduced to 11 following the Phase 2 consultation. In phase 3, 78% (of a total of 192 responses) were either supportive or neutral towards the proposals for this building, 22% were negative.

Residents on Ebury Street have expressed concern about the height of the residential building on Ebury Street. The proposed building is 6 storeys high with a mansard roof at floors 5 & 6. Again, in the final phase of the consultation there was a specific question about the proposals for Ebury Street and 80% (of the 201 respondents) were positive or neutral as opposed to 20% being negative.

The finishes and façade materials nearly always generate debate and a range of different (often subjective) views. Generally, there has been

support for the use of brick throughout the new development and the relatively clean modern lines that have been adopted. However, at the third phase of consultation, some expressed concern that the materials proposed for building B1 were too dark. This resulted in a change being incorporated in the final proposals to a lighter brick tone.

3.2.5 Public space and landscaping

The landscape proposals have been well received with very few adverse comments received. The proposed green and public spaces, throughout the scheme and the additional improvements to Ebury Square gardens and Orange Square, are liked. At the third public consultation, 63% of the 230 respondents felt positively towards the proposals for these locations and 22% responded neutrally. The support has grown as the design has developed and the Applicant has shown a willingness to adapt the proposals in the light of the feedback received.

At the initial consultation, there was a feeling that there was not enough greenery and planting in the public areas. 20% of people cited a lack of green space as the thing they disliked the most about the area. When asked which public space should be improved, 30% of respondents chose Ebury Square and 20% Orange Square. 34% felt that a new public space should be created.

There was also a desire to see more trees included, as they were seen as the most effective way to improve the local environment, as well as more dedicated spaces for residents and the community within the scheme. Respondents wanted new green, open and safe areas to enjoy in a variety of different ways.

- *“I particularly support the central square and the gardens along with the Proposed Development of Ebury Square.”*
- *“Elizabeth Place Gardens is the best aspect of the Proposed Development. Excellent to have a central focus for the community.”*

When asked what improvements people wanted to see in Ebury Square, responses from the third public consultation ranged from children’s play space (54%) to space for outdoor events (40%).

There was a clear steer provided through the consultation that the community see the open green spaces as an important source of civic pride that, in addition to any environmental benefits, create the opportunity for social interaction.

“It encourages residents to mingle and should help with any loneliness. Too often one goes into one’s apartment and doesn’t come out!”

However, there is currently an issue of anti-social behaviour in the area and there was concern that if the new public spaces did not have some degree of controlled access then they may become a centre for this activity. There was a desire to see controlled access to the Site, to reduce the potential for anti-social behaviour and to create a place of quiet enjoyment for residents. These concerns led to the introduction of gates at either side of Elizabeth Place Gardens (only part of the Site) that will be closed at night. In addition, a residents’ garden has also

been introduced to this space which will be accessible to all residents including the Coleshill Flats which have been well received. Ebury Square was not originally included within the development boundary; however detailed proposals were shared in phase three following strong support for investing in the Square during phase two.

3.2.6 Community benefit

There has been considerable interest from the residential community in the benefit the Proposed Development will bring for local people. There is a desire to see the development make a positive contribution to the local community through resources and facilities being developed. This included conversations about the ongoing community development programme and potential uses for S106 contributions to bring benefit in the area.

One aspect that has been universally supported is the creation of Elizabeth Place, believing that a new centre, with places for social and community interaction will be a positive addition to the area. At the third public consultation 86% of the 182 respondents voted neutral to positive about the proposals for this location. The range of ground floor uses and new public space that would be created were commonly cited as reasons for this positive response.



The creation of pedestrian routes through the Site were also strongly supported, as it was felt that it will ensure greater accessibility around the neighbourhood and encourage the use of the new facilities by the wider community. A key positive was the belief that the public spaces, opportunity for open-air events, and range of ground floor uses would aid the integration of the new and the existing communities, creating a stronger sense of place.

There have been many comments about the unique character of the area and that strength of the community within it. It is clear that many in the community have pride in - and feel very connected to - the local neighbourhood. There was initial concern that the regeneration of the Site would see the destruction of the Cundy Street community and would reduce the unique qualities of the local area. However, responses in the later stages of the consultation - when the proposals have evolved, more detail shared of the design of the buildings and public spaces, and greater clarity given about the mix of uses - have been more positive. People have also been encouraged by the approach taken to support existing residents.

The arrangement and layout of different housing tenures across the Site has been supported, with one resident stating that this:

- *“Adds to a sense of community - often developments can be used to segregate areas within a small community - this doesn’t.”*

As well as external space for social interaction and activity, the

feedback received in the early phases of the consultation underlined the importance that the community gave to a specific dedicated community resource. As a result, the proposals were amended to include a community space and there has been widespread support for this. It was felt that the community resource would be particularly important to meet the needs of the new residents and for integrating the community, bringing together residents from different tenures.

- *“An affordable community space is great and will be brilliant...”*
- *“London can be lonely. There should be investment in a community space and projects”*

At the Phase 3 consultation people were asked to suggest and prioritise potential uses for the community space – of the 239 responses: 39% favoured fitness or well-being, 39% activities for young people, and 22% as a Library. Importance was also attributed to creating opportunities that meet the needs of the residents in the Senior Living and the elderly in the surrounding community. There will be ongoing engagement with the community about how this space should be used.

3.2.7 Sustainability



It is clear from early conversations with the community that sustainability – including biodiversity and air quality - is important to many local people. It is not surprising that there was interest expressed about the potential impact of the Proposed Development and how it could make a positive contribution in alleviating the existing problems. The community responded well to clear articulation of the environmental credentials of the proposals and what steps were being taken to reduce the carbon footprint of the development and contribute positively to long-term sustainability.

Generally, the measures proposed have been welcomed and supported, particularly the planting and new trees that will provide a degree of air-purification. The consultation has demonstrated the desire locally to see an increase in “greening” not only in the development but in the surrounding area.

3.2.8 Management and servicing

Some were interested in understanding the effect the proposed servicing would have and whether the increase in the number of the retail units in the area along with the offices will lead to an increase in servicing and delivery traffic. Residents are interested in the proposed routes and hours.

Some were concerned by the proposed servicing route through Elizabeth Place Gardens that was outlined in second public consultation. This route was amended to remove any potential servicing or vehicular access through the landscaped, pedestrian priority areas.

It is worthy of mention that parking, which is often a principle cause of concern for developments of this scale, has been largely absent in the consultation. This could be due to the current concerns that the community has about the level of air pollution in the area but also that there is much unhappiness with the existing parking on the Site between Coleshill Buildings; as it seen as an unmanaged focus for anti-social activities. Its removal and the creation of Elizabeth Place Garden in that location is strongly supported. There is some concern about which facilities are proposed for blue badge or visitor parking for the new homes, the ability of the Site to accommodate this and the increased pressure this could have on the surrounding area. It is therefore seen by some as important to have on-site parking for residents of the Proposed Development - this is located in the basement.

There is also some concern about any potential increase in traffic generated by the ground floor uses and the servicing of the new retail by way of deliveries and waste collection. Many residents welcome the commitment by the Applicant to establish a Neighbours Liaison Group of which construction, servicing and ongoing management will be a focus.

3.3.8 Construction

Some neighbouring residents are concerned by the duration and potential impacts of the demolition and construction process. There was particular interest in:

- The proposed measures to mitigate the impacts for neighbouring residents
- The proposed routes for demolition and construction traffic and the steps that are proposed to minimise the impact on local roads and in particular residential roads
- The extent of recycling and reuse that there will be of the materials that are produced as a result of the demolition of the existing buildings.

Two specific areas relating to the interim period, whilst other construction works are underway, which means that some of the benefits are delivered at an earlier stage:

- The development of pedestrian routes through the Site – so the increased permeability is available from an early stage and the extent of hoarding is reduced
- A range of temporary meanwhile uses such as pop up shops and outdoor activities.



4. Response to feedback and issues raised

4.1 The following section presents the changes which have been made to key locations to reflect local feedback.

View from Orange Square

- An accessible roof terrace was introduced for residents of the new social housing building to provide more outdoor space.
- Gates, which will be closed at night to deter anti-social behaviour, were incorporated after feedback from Coleshill residents. The gate design was updated so it is more in keeping with the listed Coleshill buildings.



Elizabeth Place Gardens



- The 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.
- Additional seating was included to allow people to spend time in this new public space during the day.

Elizabeth Place

- 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.



Pimlico Road / Avery Farm Row



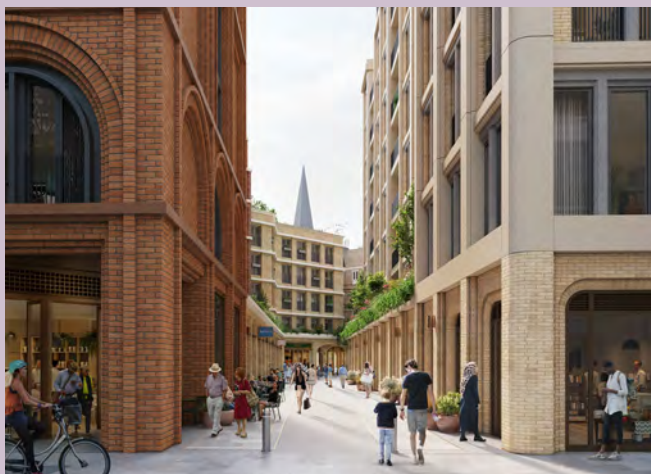
- The height of the tallest building was reduced from 12 to 11 storeys following the 2nd public consultation event.
- The brick tone of the building was lightened to fit in more with the surrounding context.
- Avery Farm Row has remained open to restricted vehicles and made more pedestrian friendly.

Ebury 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 and provide an important local amenity for families.
- The latest design is for a natural playspace with planting placed strategically to limit the effect of pollution on the Square.



Elizabeth Place from Cundy Street



- There is flexibility in the design to allow for a series of smaller shops which will help to provide more affordable space for retailers.
- A small food store was included as part of the mix of units at ground floor.

Ebury Street

- Retail units were removed from the proposals to maintain the residential character of the street.
- 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.
- The senior living vehicle drop-off was moved from Ebury Street to Cundy Street.



4.2

The following table represents a summary of the key issues that have been raised through the consultation process and the Applicant's response. Answers to frequent questions have been given at regular intervals via newsletter, during consultation, on the website and in email communication.

Area	Indicative questions raised	Applicant's response
General	Why are you proposing the redevelopment?	<p>By redeveloping this area, we can provide a major increase in high quality homes for the people of Westminster. We propose to provide 93 affordable homes, almost double the number currently on this Site as well as 70 market homes and senior living accommodation for 170 people.</p> <p>The existing buildings are reaching the end of their intended design life, they are expensive to run and maintain and perform poorly from an environmental perspective. The Proposed Development will provide future residents with better housing built to modern standards that is cheaper for them to run. Environmental factors and living standards such as overheating, air quality, acoustic and operational efficiency will be significantly improved.</p> <p>Alongside this, the design will create much better public and community spaces, making this a greener place with more facilities and new jobs for local people.</p>
Engagement and consultation	How has the consultation influenced the proposals?	We have been committed to extensive on-going consultation and collaboration with existing residents, neighbours and the wider community from the outset of the project. This has allowed us, throughout the design process, to listen and respond to the feedback by incorporating the ideas into our proposals. This has resulted in a stronger set of proposals which respond to the local communities need. Changes that have been made to reflect feedback are given in section 4.1.
	How are you supporting existing residents?	<p>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.</p> <p>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 Proposed Development is complete.</p> <p>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.</p>
Mix of uses	What types of shops, cafés and restaurants will there be?	<p>We are proposing a new food store, cinema and community space as well as a mix of shops, cafés and restaurants. This mix of uses has been directly influenced by local feedback. We have also heard that people want to see more affordable shops and we are committed to providing this.</p> <p>In addition, we have ensured that the space will be flexible to allow us to respond the changing nature of the retail market, by allowing us to create smaller shops if necessary, which would be particularly suitable for independents.</p>
	What will be in the community space and how will it be managed?	At the first public consultation it was clear that there was a need for a dedicated space where the community could meet, socialise and hold events. We are keen that the Community Space in the Proposed Development meets these needs and continue the conversation with local community over the coming months to hear how this space could be used to ensure it is well used. We are looking to appoint an operator with experience in running similar community spaces elsewhere in London.

Housing	<p>How much affordable housing will there be?</p> <p>Will it be genuinely affordable?</p>	<p>Cundy Street Quarter will deliver 93 new Affordable homes (39% by overall hab. rooms), almost doubling the existing number on the site. Of the 93 Affordable Homes, 44 (146 hab. Rooms) will be Social Rent and 49 (118 hab. rooms) will be Intermediate Rent.</p> <p>38 of the Social Rented flats are being re-provided for existing Walden House residents. Additional units will be rented to people with lower incomes, who are on the Council's waiting list. To ensure the homes are affordable, the Council set targets for Affordable Housing which these flats will need to meet.</p> <p>Intermediate rented housing is for people who are not eligible for social housing or do not have priority for it, but nevertheless cannot afford a market home. The council runs an intermediate housing service for those interested in intermediate housing, called Homeownership Westminster, and holds a waiting list. This targets households with incomes up to a cap of £60,000.</p>
	What size of homes / number of bedrooms will be provided?	<p>All new homes will be built to modern day design standards. Given the age of the homes currently on the Site, this will mean that the new affordable homes will be up to 50% bigger than those currently on the Site.</p> <p>In terms of the mix of homes across the development, within the affordable and market housing, 30% will be family sized homes (3 bed+).</p> <p>As Walden House residents will be offered a right of return, as well as moving directly into their new homes, we have designed the affordable housing to meet the needs of those 38 households.</p>
Design of buildings	How do the proposals reflect the character of the neighbourhood and existing buildings?	DSDHA have undertaken detailed studies of the surrounding context, scale and character to draw inspiration for the proposals. Their aim was to design the proposals to be sensitive to the surrounding context and use similar typology's and building materials. They have looked to reintroduce the historic streetscape of the area, historic routes and names.
	Why are you proposing the taller buildings?	<p>One of our main aims as a business is to help tackle the housing crisis in London by building more homes. We believe that the proposed development can contribute to this effort by delivering much needed housing of various types.</p> <p>This has meant an increase in the height of the proposed buildings from those standing today in order to help deliver the extensive benefits of the scheme, such as the affordable housing, the investment in Ebury Square and new public garden. However, the approach has been to do this as sensitively as possible and be sympathetic to the local context and townscape. The area around the Site has a variety of building heights, ranging from the residential terraces along Ebury Street and Orange Square, large scale commercial and residential buildings along Buckingham Palace Road and Ebury Bridge Road and taller buildings facing Ebury Square and further to the north of the Site reaching 11-12 storeys. Taller buildings have been positioned in the most suitable location on the Site where they would have the least impact on heritage buildings.</p>
	What impact will the taller buildings have on neighbouring houses, particularly daylight/sunlight?	As part of the planning application, we are required to undertake various assessments to understand the impact the development would have on the surrounding neighbourhood, as well as for the units which will be being built, to ensure they meet the required standards. We have undertaken daylight / sunlight assessments which look in a detailed way at the effect the development will have. As part of the planning determination the local authority will review this report and will need to satisfy themselves that any impact is acceptable in order to grant permission.

Public space and landscaping	What improvements are being made to existing public spaces, and what new public spaces are being introduced?	<p>Currently, the Site (with the exception of Orange and Ebury Square) is not publicly accessible. We are keen to change this, and so it has always been a principle of the design to open the Site and introduce new public spaces. The Proposed Development has set out to ensure that the public spaces meet a wide range of users and are also flexible in their design.</p> <p>The proposed development provides an opportunity to bring benefit to the wider neighbourhood by improving the existing public spaces of Orange Square and Ebury Square which are located at either end of the development and will benefit the wider neighbourhood.</p> <p>At Orange Square we are proposing light-touch works such as cleaning and repainting to improve an already popular space. We would also introduce new benches, bike stands and bins. We hope that the proposals for Orange Square will help to enhance the existing Pimlico Road Farmer's Market that held every Saturday, and which is already a success in the local neighbourhood. Proposed street furniture has been laid out in a way to maintain flexibility and access for the market.</p> <p>Orange Square will lead into Elizabeth Place Gardens, a publicly accessible garden that will also include an entrance into the new community space, which has been designed to host a series of events aimed at different user groups.</p> <p>At the heart of the proposals is Elizabeth Place, a new public space where the new pedestrian routes of Clifford's Row, Five Fields Row and Elizabeth Place meet. Elizabeth Place will be flexible in its design to allow public events, such as a pop-up outdoor cinema or local market to take place at certain times.</p> <p>Further along Elizabeth Place is Ebury Square, which would undergo significant landscaping works including the introduction of a new children's playspace, which will help bring vibrancy to a currently underutilised public space which suffers from anti-social behaviour. We are also proposed to relocate the central fountain to the southern end of the square in order to create an open green space.</p> <p>We are also proposing a new public space at Avery Farm Row which we hope would become a new gateway to Belgravia. We propose to relocate the existing Grade II Listed fountain making it a more prominent feature in the local area, as well as providing drinking water.</p>
	What play space will there be for children of different age groups?	<p>We recognise the need to increase the provision of play space in the local area both for existing and new residents.</p> <p>As part of the improvements to Ebury Square, we would be providing publicly accessible play space for children under 5 and between 5 and 11.</p> <p>Additional play space for residents of the new buildings is provided within the development at roof level.</p>
Community benefit	What are the benefits for local people?	<p>We have sought to respond to local need by providing better public spaces and more local amenities. These include 17 new shops and amenities including a cinema, small food store and cafés and restaurants. The proposals also comprise a flexible community space designed with local neighbours and a £2.25 million investment in Ebury Square that includes a new 6,500 sqft play area.</p> <p>The Proposed Development will generate various employment and economic benefits for local people, for example:</p> <ul style="list-style-type: none"> • An additional local spend and increased economic output of c.£5.6m per year in Westminster that will help support existing businesses, helping them to bounce back from the impacts of Covid-19 • C.£20m contribution to local facilities and services through the Community Infrastructure Levy (CIL) • Up to 260 jobs in the future and 125 jobs per year during the construction phase, prioritised for Westminster residents

	What are the benefits for local young people?	The proposals aim to provide benefits for all, including young people in the area. An area of Youth Space for ages 12+ is proposed at ground floor level of proposed Block C which will be accessible for use by youth groups. In addition, a contribution towards upgrading existing Youth space provision within 800 metres of the Site is provided as part of the proposals. We will also work with local youth clubs and schools to set up a Youth Forum for Belgravia to ensure that young people in the neighbourhood can influence change in the area.
Sustainability	What steps are being taken to minimise the environmental impact of the development?	<p>The Proposed Development has been designed in accordance with the Greater London Authority's (GLA's) energy hierarchy: Be Lean, Be Clean, Be Green.</p> <p>These energy principles have underpinned the design development and construction methodologies, leading to significant reductions in embodied carbon and an operational energy strategy which has the potential to operate at net zero carbon.</p> <p>The development will incorporate a host of cutting-edge technologies that will have a positive impact on the environment, such as:</p> <ul style="list-style-type: none"> • A series of green roofs, borders and courtyards that will greatly increase site biodiversity • An advanced blue roof management system that will help to reduce freshwater consumption • On-site energy generation technology including solar panels • A no combustion heat network that operates at 400% efficiency <p>The development will also provide a healthier environment for the local community through a greener, softer environment with:</p> <ul style="list-style-type: none"> • 65 additional trees, 3,400sqm of green space and 2,700sqm of green roofs • The new buildings will emit 90% less carbon when in operation than the existing ones on a like for like basis • Energy bills reduced by an average of 20%
Management and servicing	How will you manage the public spaces and streets?	Public spaces and streets would be managed to create a safe and attractive environment for all residents and visitors. We are aware of current issues and have incorporated design interventions recommended by the police and a specialist security consultant.
	How will you minimise anti-social behaviour?	<p>We are proposing security measures including active ground-floor uses, CCTV, improved lighting and restricted hours of access where appropriate. Elizabeth Place, Clifford's Row and Five Fields Row would be gated between the times of 06:00 – 22:00 with appropriate management and wayfinding for users of the development including those expected to depart after 22:00.</p> <p>Following resident feedback, we incorporated gates at either end 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.</p>
	What steps are being taken to minimise the number of servicing or delivery vehicles?	<p>We would use consolidated delivery and servicing to minimise the number of vehicles needed. The proposed consolidation measures would reduce the number of delivery vehicles by 50%. We would also extend existing Grosvenor initiatives such as First Mile recycling that would further reduce the number of vehicle trips required.</p> <p>Sustainable vehicles including electric cars or cargo bikes would be encouraged.</p>
	Where will the new residents or their visitors park?	To reduce vehicle presence in the public spaces, there is no on-street or ground level car parking in the Proposed Development. There are two car parks proposed in the basement, which would provide 18 spaces for the senior living and 20 spaces for the market housing. There would also be disabled bays and electric vehicle charging points provided. This is in-line with our sustainability ambitions to encourage sustainable transport options and reduce pollution in the local area.

Construction	How long will construction take?	<p>The anticipated demolition and construction programme for the Proposed Development is about seven years.</p> <p>Timeline:</p> <ul style="list-style-type: none"> • Late 2021: Demolition and construction works start (Phase 1 – Cundy Street Flats) • 2025: The first homes are complete • Late 2025: Demolition and construction works start (Phase 2 – Walden House) • 2027/2028: The Proposed Development is fully complete and open to everyone.
	How will the impact of construction be kept to a minimum?	<p>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.</p> <p>These steps include:</p> <ul style="list-style-type: none"> • Adopt a 'Considerate Constructor' approach and practices • Adhere to Westminster's Code of Construction Practice • Give regular updates on planned construction activities • Establish a Residents' Liaison Group prior to construction • Keep the development area and surrounding roads clean and tidy • Ensure Site access gates and construction vehicle access routes are easily identifiable with clear signage • Utilise equipment that monitors noise, vibration and dust to set maximum limits and share results with resident groups • Use modern construction techniques and methods (including pre-assembled building solutions) to ensure an efficient programme.

5. Conclusion and Next Steps

The emphasis of the community consultation programme has been to ensure that local residents and wider stakeholders are fully aware of the proposals for the Cundy Street Quarter and the benefits that the scheme will bring to the neighbourhood. The provision of a range of new homes, of different tenures is a priority for the Applicant, in making a serious contribution to addressing housing need in London and the City of Westminster.

The Applicant has sought to include a range of stakeholders and individuals, in order to fully represent the local community in this consultation. However, whilst making substantial efforts to do so through a wide variety of methods, it is not always possible to engage with all potentially interested parties.

All the views and comments expressed in response to information given and discussions about the proposal have been recorded, in a number of different ways using more traditional feedback forms as well as the online survey hosted by Built ID. Feedback has indicated that the consultation process has been very well received, with the community expressing the view that it was comprehensive, well thought out and presented.

It is clear from the breadth of responses during the consultation process that the approach taken by the Applicant has been well received. The Applicant has been prepared to listen to points raised in the consultation and amend plans accordingly wherever possible - as a result many areas of feedback have become more positive over time.

The scheme has evolved considerably through the consultation, with a number of changes being made that address the initial concerns shared at the start of the process. In particular, the impact of the Proposed Development on the existing community and the re-housing options available to Westminster City Council residents in Walden House. Other key changes include the introduction of a food store, community space and cinema; removal of retail uses on Ebury Street; changes to Elizabeth Place Garden to create a residents' garden and amendments to the servicing plan and the reduction in height of the tallest building on Ebury Square.

Some elements of the proposals still generate a range of different responses. There is general support from the majority in the community for the layout of the new buildings; the pedestrian routes through the scheme; integration with the wider neighbourhood; the landscape proposals and the mix of uses and range of housing on the Site. However, there are still areas where there are some concerns about the impact of the development on adjoining buildings and the streetscape, and that it is felt that the height is out of character with the local area, specifically building B1. At the third public consultation in December 2019, 20% of the c.200 respondents felt negatively about the area where this building is located, 30% felt neutral and 50% responded positively.

The consultation has demonstrated the Applicant's commitment to listen and respond thereby creating a meaningful, and on-going engagement. The consultation has allowed residents the opportunity to see the designs and proposals and have an ongoing dialogue with

the project team. The community and others will have an additional opportunity to comment through the statutory consultation, and this process will be encouraged by the Applicant.

It is the Applicant's intention to continue the on-going communication with the local community and stakeholders through the planning process to prepare for a range of issues including the demolition and construction, should planning permission and listed building consent be granted. The Applicant will also maintain engagement with young people and build on the dialogue through the partnership with the Young Westminster Foundation, aimed at involving young people in the development of their area.



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Appendices

All exhibition boards, newsletters and the summary of proposals are available to download here:

<https://cundystreetquarter.co.uk/downloads/>

1. Phase 1

- a. Flier
- b. Feedback form

2. Phase 2

- a. Flier
- Online survey questions available to download on the website*

3. Phase 3

- a. Flier
- b. Feedback form

4. Phase 4

- a. Feedback form

Appendix 1a - Phase 1 Flier

CUNDY STREET QUARTER

Grosvenor Britain & Ireland invite you to a public event where you can hear about the Cundy Street Quarter and give your ideas for its future



Have your say on this opportunity to create an inclusive mixed-use neighbourhood; including investment in new homes, community facilities, public green spaces, shops and more.

Your first-hand experience of the area will be important as we develop our initial designs.

*What do you
like about the
area?*

*Tell us what
you think could
be improved...*


GROSVENOR



Please join us to learn more about our plans and meet the team at 198 Ebury Street on:

WHEN

Wednesday 3 April
12-8pm

Thursday 4 April
11am-3pm

Saturday 6 April
9am-3pm

WHERE

198 Ebury Street
Belgravia
SW1W 8JD

*Come
and meet
the team*

*We want to
hear your
thoughts*

GET IN TOUCH

Feel free to contact us if you have any questions or would like any more information:

t: 020 7312 7007

e: cundystreet@grosvenor.com

w: www.cundystreetquarter.com



GROSVENOR

Appendix 1b - Phase 1 Feedback Form

GROSVENOR
CUNDY STREET QUARTER FEEDBACK FORM

YOUR VIEWS ARE IMPORTANT IN HELPING US SHAPE OUR PLANS FOR THE CUNDY STREET QUARTER.
WE HOPE THAT YOU WILL TAKE A FEW MINUTES TO COMPLETE THE FOLLOWING QUESTIONS.
IF YOU WOULD PREFER, A MEMBER OF THE TEAM CAN COMPLETE THE FORM FOR YOU.

CONTACT DETAILS

NAME(S) _____

ADDRESS _____ POSTCODE _____

EMAIL _____

TELEPHONE _____

We are required to collect consultation data in respect of these proposals so that feedback from the local community can be assessed and summarised within the planning application documents. Please be assured however that we will not hold or use your data for any other purpose.

- ☐ Please tick this consent box if you wish to be kept informed about progress with this consultation and development – for example with information about future consultation events or to let you know when the planning application is submitted. Once again it will not be used for any other purpose.
- ☐ Please tick below if you would like to be kept up to date with Grosvenor’s activities in Belgravia, for example events, news, and updates via the Belgravia Bulletin.

PLEASE COULD YOU SUMMARISE YOUR RESPONSE TO OUR AMBITION AND PRINCIPLES FOR THE CUNDY STREET QUARTER.

DO YOU THINK THAT OUR INITIAL PROPOSAL WILL BE A POSITIVE ADDITION TO THE LOCAL AREA?

YES / NO VIEW / NO

REASONS

WE HAVE PRODUCED AN INITIAL MASTERPLAN AND WOULD LIKE YOUR VIEWS ON SPECIFIC ASPECTS OF OUR PROPOSALS. PLEASE GIVE YOUR VIEWS ON:

THE PROPOSED LAYOUT

LIKE / NO VIEW / DISLIKE

REASONS

THE MIX OF USES AT GROUND FLOOR LEVEL

LIKE / NO VIEW / DISLIKE

REASONS

THE RESIDENTIAL MIX ON THE UPPER FLOORS

LIKE / NO VIEW / DISLIKE

REASONS

THE CREATION OF NEW PEDESTRIAN ROUTES THROUGH THE SITE

LIKE / NO VIEW / DISLIKE

REASONS

DO YOU HAVE ANY OTHER COMMENTS?

GET IN TOUCH

Feel free to contact us if you have any questions or would like any more information:

t: 020 7312 7007

e: cundystreet@grosvenor.com

w: www.cundystreetquarter.com

As part of Grosvenor's long term commitment to the area we are donating £10,000 between three local charities.

We have provided details of these on our exhibition display. Please tick one of the boxes below to show which of these you would like to support.

- ☐ The Passage
- ☐ The Octavia Foundation
- ☐ St Barnabas Primary School



Appendix 2a - Phase 2 Flier

CUNDY STREET QUARTER

*Grosvenor Britain & Ireland invites you to attend
the **second phase** of consultation on proposals for
the Cundy Street Quarter*



Following the feedback we received at the last public event in April, Grosvenor has been developing designs for the Cundy Street Quarter and we would like to hear your views.

You will be able to see where the feedback has been considered and how it has been incorporated into this phase of design.

*View our
proposed
designs...*


GROSVENOR

*Give us your
thoughts...*



Please join us to learn more about our plans and meet the team at 46 Pimlico Road on:

WHEN

Wednesday 19 June
4pm – 8pm

Thursday 20 June
11am – 3pm

Saturday 22 June
10am – 2pm

WHERE

46 Pimlico Road
Belgravia
SW1W 8LP

GET IN TOUCH

Feel free to contact us if you have any questions or would like any more information:

t: 020 7312 7007

e: cundystreet@grosvenor.com

w: www.cundystreetquarter.com

To view the website please scan the QR code below using your smartphone camera.





Cundy Street Quarter

Missed the latest proposals?

There is still time to share your views on the detailed proposals for the Cundy Street Quarter, following our recent public consultation events.

Please visit our website for more information where you can also feedback.

The survey will be open until **Sunday 12 January** so please visit cundystreetquarter.com/feedback



to tell us what you think. Or launch the camera app on your phone and point it at this QR code.

Alternatively, if you would prefer to pop into 20-22 Pimlico Road to discuss the plans in person with a member of our team just contact us at cundystreet@grosvenor.com or 020 7312 7007.



What is the Cundy Street Quarter?



The proposals for the Cundy Street Quarter would almost double the number of affordable homes on this site, delivering better public spaces, more amenities, and hundreds of jobs in the local community.



A much broader mix of homes, including at least 35% affordable homes.



A greener, softer environment, 70 more trees, homes producing 72% less carbon than existing flats.



New and improved public spaces, such as a revitalised Ebury Square.



More shops and amenities including a flexible community space, small supermarket and cinema.

Please visit our website for more information.

www.cundystreetquarter.com

Appendix 3b - Phase 3 Feedback Form

Share your views

Cundy Street Quarter



Your views are important to us and will help us refine our final proposals. We hope that you will take a few minutes to complete the following questions. The questions are ordered to mirror the themes of the content presented today, so you might want to record your comments as you go.

If you would prefer, a member of the team can complete the form for you.

Your contact details

Name

Address

E-mail

Can we contact you in future regarding our proposals for the Cundy Street Quarter? We would keep your information on file until the development is complete. You can remove your details at any time by contacting cundystreet@grosvenor.com

Yes ☐ No ☐

Overview of proposals

Mix of uses

We are proposing a mix of shops, restaurants, cafés, community and leisure uses, with a range of homes on the floors above. There would also be a basement with car and cycle parking and other ancillary uses.

Do you support the proposed mix of uses?

Yes ☐ No ☐

Why

.....

What types of shops would you like to see in the Cundy Street Quarter?

.....

What would you like to see the community space used for?

.....

Range of homes

We would provide much needed new housing, including almost double the number currently on site, and a broader mix of homes including social rented, intermediate, senior living and market housing.

Do you support the proposed range of homes?

Yes ☐ No ☐

Why

.....

Environmental benefits

We are committed to improving the local environment through our proposals, and through a range of means, delivering a carbon-neutral development.

What other ways do you think we could help the environment through our proposals?

.....

Key locations

We want to understand your response to our proposals for each of the key locations within the Cundy Street Quarter.

Orange Square

What aspects do you particularly like, and why?

.....

Are there any aspects that cause you concern, and why?

.....

Ebury Street

What aspects do you particularly like, and why?

.....

Are there any aspects that cause you concern, and why?

.....

Improvements to Ebury Square

We want to make Ebury Square more appealing to the wider community. What improvements would you like to see?

.....

Corner of Ebury Square / Avery Farm Row

What aspects do you particularly like, and why?

.....

Are there any aspects that cause you concern, and why?

.....

New entrances to Elizabeth Place: Five Fields Row and Clifford's Row

What aspects do you particularly like, and why?

.....

Are there any aspects that cause you concern, and why?

.....

Elizabeth Place

What aspects do you particularly like, and why?

.....

Are there any aspects that cause you concern, and why?

.....

Elizabeth Place Gardens

What aspects do you particularly like, and why?

.....

Are there any aspects that cause you concern, and why?

.....

We have also presented our emerging plans around several different topics relevant to the masterplan

Design

	Like	Dislike	No view
Overall design approach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location of taller buildings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reasons			

Landscaping

	Like	Dislike	No view
New public spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Improvements to existing spaces	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ecology and planting	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reasons			

Management and servicing

	Like	Dislike	No view
Anti-social behaviour	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Delivery strategy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recycling and waste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reasons			

Please summarise your response to our proposals

Which aspects do you particularly support, and why?

.....

.....

.....

Are there any aspects which cause you concern, and why?

.....

.....

.....

Are there any additional aspects of the proposals, or information, that you would like to see?

.....

.....

.....

Thank you for taking the time to give your views. We will report on all feedback, and our response, in the next issue of the Cundy Street Quarter Newsletter.

For more information please visit www.cundystreetquarter.com or email cundystreet@grosvenor.com

Appendix 4a - Phase 4 Feedback Form

Share your views: Cundy Street Quarter

We would like to know what you think of the proposals, which elements you support and if any cause you concern.

Please take a few minutes to complete the following questions and then return the form to us.

Your contact details

Name:

Postcode:

Email:

Please tick as appropriate:

☐ Resident ☐ Local Worker ☐ Visitor

By providing your details you agree to be contacted by Grosvenor about the Cundy Street Quarter. We will keep your information on file until the development is complete. We will not pass your details to any third party. You can be removed from the mailing list at any time by contacting cundystreet@grosvenor.com

OVERALL

- Do you support the plans for the Cundy Street Quarter? ☐ Yes ☐ No ☐ No view
- Which aspects do you particularly support and why?
- Are there any aspects which cause you concern, and why?
- Do you think the proposals will help the local economy and prospects for local businesses? ☐ Yes ☐ No
- Do you think these proposals would make the neighbourhood a better place to live? ☐ Yes ☐ No
- Why?
- Do you support the design of the buildings including proposed scale and massing? ☐ Yes ☐ No
- Why?
- Do you support the proposed public spaces, as well as the planned improvements to existing spaces? ☐ Yes ☐ No
- Why?
- Do you support the mix of shops, cafes, restaurants and community space? ☐ Yes ☐ No
- Why?
- Do you support the proposed range of homes? ☐ Yes ☐ No
- Why?
- Do you feel that you have been kept sufficiently up to date with the process? ☐ Yes ☐ No
- Why?
- Do you feel that local feedback has been considered as the proposals have evolved? ☐ Yes ☐ No
- Why?
- Do you have any other overall comments, including aspects you think need further consideration?

We are interested in hearing what elements you support about each key location, and if any cause you concern.

Continued...

ORANGE SQUARE

- Do you support the proposals for Orange Square? ☐ Yes ☐ No
- What aspects do you support, and why?

.....

.....

.....

- Are there any aspects that cause you concern, and why?

.....

ELIZABETH PLACE GARDENS

- Do you support the proposals for Elizabeth Place Gardens? ☐ Yes ☐ No
- What aspects do you support, and why?

.....

.....

.....

- Are there any aspects that cause you concern, and why?

.....

ELIZABETH PLACE

- Do you support the proposals for Elizabeth Place? ☐ Yes ☐ No
- What aspects do you support, and why?

.....

.....

.....

- Are there any aspects that cause you concern, and why?

.....

AVERY FARM ROW

- Do you support the proposals for Avery Farm Row? ☐ Yes ☐ No
- What aspects do you support, and why?

.....

.....

.....

- Are there any aspects that cause you concern, and why?

.....

EBURY SQUARE

- Do you support the proposals for Ebury Square? ☐ Yes ☐ No
- What aspects do you support, and why?

.....

.....

.....

- Are there any aspects that cause you concern, and why?

.....

ELIZABETH PLACE, FROM CUNDY STREET

- Do you support the proposals for Cundy Street? ☐ Yes ☐ No
- What aspects do you support, and why?

.....

.....

.....

- Are there any aspects that cause you concern, and why?

.....

EBURY STREET

- Do you support the proposals for Ebury Street? ☐ Yes ☐ No
- What aspects do you support, and why?

.....

.....

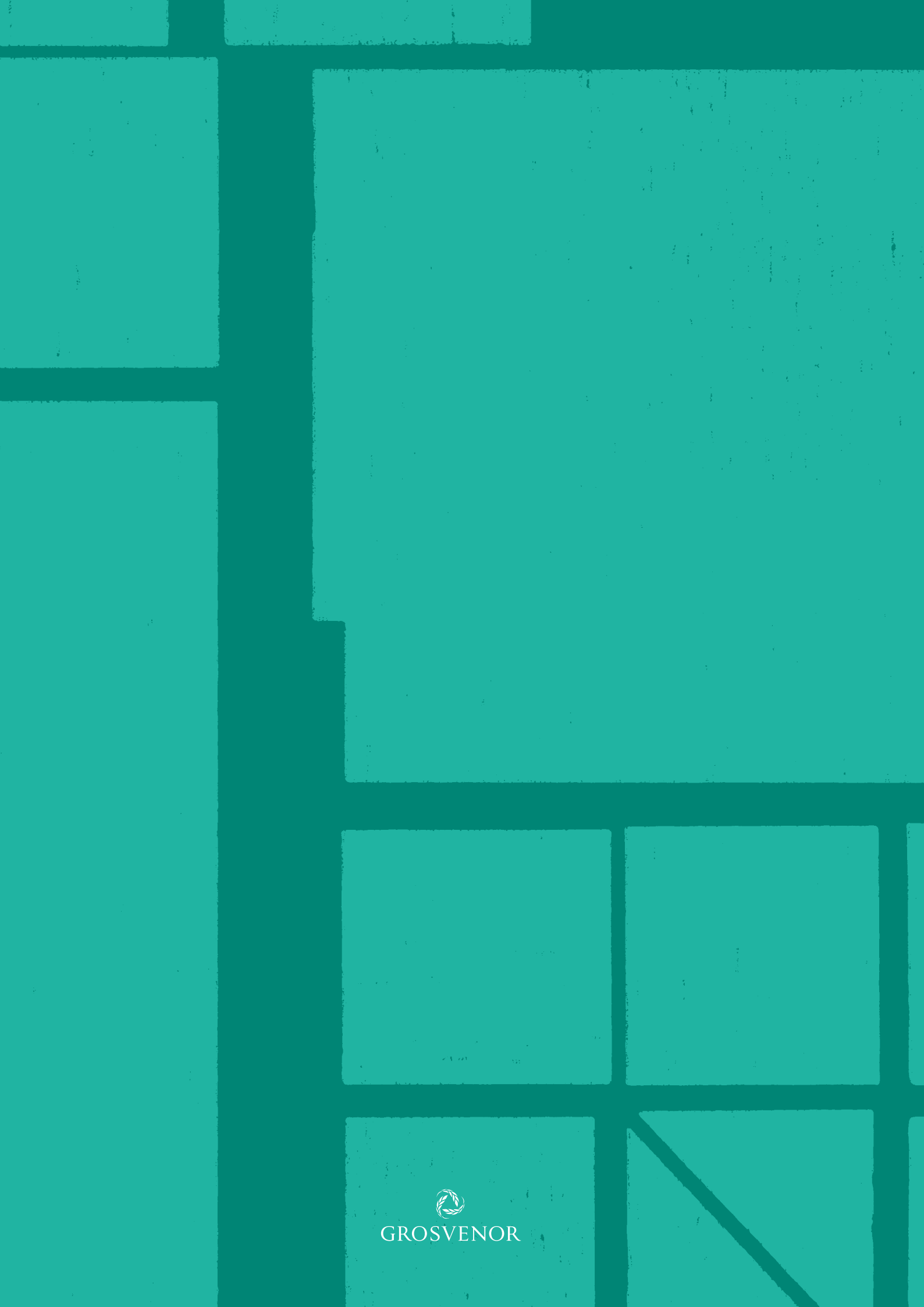
.....

- Are there any aspects that cause you concern, and why?

.....

Thank you for taking the time to give your views. We will report on feedback received in a Statement of Community Involvement, a public document which accompanies the planning application.

For more information please visit www.cundystreetquarter.com or email cundystreet@grosvenor.com



GROSVENOR