THE
ST. JOHN’S WOOD SQUARE
PROJECT

Full Planning Application
Statement of Community Involvement

August 2014
Applicant: St. John’s Wood Square Ltd
Prepared by: Soundings
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1.0 EXECUTIVE SUMMARY

This document provides a record of the pre-application public and stakeholder engagement carried out on the proposals for the former St John’s Wood Barracks and 1-7 Queen’s Terrace, NW8, on behalf of St John’s Wood Square Limited (the Applicant).

The Proposed Development comprises 163 residential units, consisting of 147 apartments in 8 blocks, 16 houses and the conversion of the existing listed Riding School for private ancillary leisure use, as well as new public realm and landscaped areas. Of the 163 residential units, 59 are to be provided as affordable housing (intermediate tenure) located within two of the apartment blocks. The Proposed Development also includes retail floorspace located on Queen’s Terrace.

1.1 | Overview of community engagement

Consultation and discussions with local stakeholders regarding the Proposed Development began in early 2014. The process of consultation has involved the following principal activities:

- Local stakeholder meetings with amenity groups and residents associations
- Ongoing resident liaison and communication
- Two stages of public exhibitions
- Two stages of public presentations

Over 270 local people have been directly engaged in the process through attendance at meetings, public exhibitions and presentations organised through Soundings and the project team.
Stage 1 public presentation at the Riding School (top) & Stage 2 stakeholder meeting at the Project Hub (bottom)
Feedback on the proposals was gathered both through engagement with key stakeholders, and through two stages of public consultation held over June and July 2014.

Overall there was a positive response to the Scheme and many people who attended the consultation events considered the approach to be an improvement over the previously Consented Scheme. The table opposite highlights the key areas of feedback received on the scheme through the consultation process.

The feedback is described in more detail in Chapters 4 and 5 of this document.

### 1.2 | Overview of consultation feedback

<table>
<thead>
<tr>
<th>Stage 1 Feedback</th>
<th>Stage 2 Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>POSITIVE AREAS OF FEEDBACK</strong></td>
<td><strong>AREAS OF MINOR CONCERN OR WHERE CLARIFICATION WAS SOUGHT</strong></td>
</tr>
<tr>
<td>• Generally considered to be a much improved masterplan</td>
<td>• Overall approach of the masterplan</td>
</tr>
<tr>
<td>• Introduction of the Garden Square arrangement</td>
<td>• Garden Square</td>
</tr>
<tr>
<td>• Proposals for The Riding School</td>
<td>• Proposals for The Riding School</td>
</tr>
<tr>
<td>• Concept approach to landscaping</td>
<td>• Detailed landscape proposals</td>
</tr>
<tr>
<td>• Improved public realm on Queen’s Terrace</td>
<td>• Improved public realm on Queen’s Terrace</td>
</tr>
<tr>
<td>• Set back of mansard roof on Block 9 (1-7 Queen’s Terrace)</td>
<td></td>
</tr>
<tr>
<td><strong>AREAS WHERE CONCERNS WERE RAISED</strong></td>
<td><strong>AREAS WHERE CONCERNS WERE RAISED</strong></td>
</tr>
<tr>
<td>• Type of retail to be provided on Queen’s Terrace</td>
<td>• Type of retail to be provided on Queen’s Terrace - some concern over attracting more people and traffic to the area</td>
</tr>
<tr>
<td>• Proximity of the Sanctuary Garden to neighbouring gardens</td>
<td>• Increase in unit numbers will add to traffic and parking problems</td>
</tr>
<tr>
<td>• Security issues around public routes and boundary wall for neighbouring properties</td>
<td>• Increase in activity behind Queen’s Grove Gardens</td>
</tr>
<tr>
<td>• Construction impact and construction traffic and routing</td>
<td>• Construction traffic management</td>
</tr>
<tr>
<td>• Increased levels of traffic in the area</td>
<td>• Concerns remained over quantum of visitor parking proposed and potential overflow into the local area</td>
</tr>
<tr>
<td>• Perception that insufficient visitor parking would be provided</td>
<td>• Privacy and security issues regarding the proximity of Sanctuary Garden to neighbouring gardens</td>
</tr>
<tr>
<td>• Addition of a mansard roof on 1-7 Queen’s Terrace and impact on views and light</td>
<td>• Height of Block 6 and impact on views from Norfolk Road and Queen’s Terrace</td>
</tr>
<tr>
<td>• Impact of heights on views from properties on Queen’s Grove and Rossetti House</td>
<td>• Proximity of Block 5 to neighbouring properties and impact on Rossetti House</td>
</tr>
</tbody>
</table>
A number of areas were identified through the consultation process where clarification was sought or concerns raised regarding specific aspects of the proposals. The second stage of consultation was informed by, and responded to, feedback gathered during the first stage of consultation. The table below and opposite outlines the key recurring issues raised through the consultation process and how the project team have responded.

### RESPONSE TO COMMENTS RAISED THROUGH CONSULTATION

<table>
<thead>
<tr>
<th>Topic</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issues raised over proximity of the Sanctuary Garden to existing residents and security / privacy issues</td>
<td>Information on the Sanctuary Garden was presented at the second public presentation. Following this, further design work has taken place on the Sanctuary Garden proposals to address these concerns. The project team have been pro-active in arranging follow up meetings with residents who back on the garden area to discuss the changes and obtain further feedback and input on the additional measures taken.</td>
</tr>
<tr>
<td>Proximity of flank wall on Block 5 to Rossetti House and Queen’s Grove</td>
<td>Block 5 has been reconfigured following feedback from the second stage of public events. This results in an ‘L’ shape building, where the flank wall has been moved further away from the existing neighbouring properties.</td>
</tr>
<tr>
<td>Design of the mansard roofs on the apartment buildings</td>
<td>The design of the mansard roof has been reviewed since the second stage of public consultation and prior to the submission of the planning application. The changes to the design reduce the overall height and mass of the mansards.</td>
</tr>
</tbody>
</table>
| Presence and height of Block 6 and impact on views for surrounding properties, including Queen’s Grove | The uppermost floor of Block 6 has been set back to reduce the appearance of height from Queen’s Grove and Rossetti Mews.  
Drawings were produced and presented during the second stage of consultation to show the view from the rear gardens on Queen’s Grove. It was explained that daylight and sunlight studies would be produced to accompany the planning application. |
<p>| Increase in unit numbers over Consented Scheme                        | Information was presented to explain that the average apartment size had decreased relative to the Consented Scheme allowing a greater number of units to be provided. |
| Addition of a mansard roof on 1-7 Queen’s Terrace                     | Mansard roof has been set back on the corner of Queen’s Grove and Queen’s Terrace to reduce appearance of height. |</p>
<table>
<thead>
<tr>
<th>Topic</th>
<th>Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of parking spaces proposed, particularly visitor parking, and</td>
<td>Information on parking was presented during the second stage of consultation. It was explained that, in line with the Consented Scheme, the Proposed</td>
</tr>
<tr>
<td>impact on surrounding roads. Concern that WCC parking restrictions are</td>
<td>Development would have a contained CPZ and residents would not be permitted to seek additional parking permits other than the six proposed town houses on Ordnance Hill. 16 visitor parking</td>
</tr>
<tr>
<td>not sufficient</td>
<td>spaces are proposed on the Site.</td>
</tr>
<tr>
<td>Impact of construction - particularly duration, construction traffic</td>
<td>Additional information on construction management was shown at the second public exhibition.</td>
</tr>
<tr>
<td>and routes</td>
<td>A public presentation was given on the construction management during the second round of consultation, including information on indicative</td>
</tr>
<tr>
<td></td>
<td>timescales, stages of work, construction routes and numbers, and community liaison. A Construction Liaison Group will be formed should permission</td>
</tr>
<tr>
<td></td>
<td>be granted for the Proposed Development.</td>
</tr>
<tr>
<td>Site boundaries, public access and security concerns for residents</td>
<td>More information was provided during the second consultation events to explain measures to ensure security for residents bounding the Site. It</td>
</tr>
<tr>
<td>on the boundaries of the Site</td>
<td>was explained that it was not the intention to have a ‘gated’ development and that there would be a public access route through the Site.</td>
</tr>
<tr>
<td>Questions regarding type of retail on Queen’s Terrace</td>
<td>There are currently no firm plans for the retail uses and comments and suggestions are welcomed on what might be of benefit to the area.</td>
</tr>
</tbody>
</table>
2.0 INTRODUCTION

2.1 | Purpose of this document

This Statement of Community Involvement has been produced by Soundings on behalf of St John’s Wood Square Limited (the Applicant) and provides a record of the pre-application consultation and engagement for the proposed development carried out with the local community between May and July 2014.

The document describes the consultation process, findings and feedback from local people and an overview of how the proposals have responded.

2.2 | Soundings

Soundings deliver bespoke public and stakeholder consultation and engagement that feeds directly into emerging masterplans and developments.

Soundings were appointed by the Applicant as an impartial advisor to coordinate the public and local stakeholder engagement for the development, assisting with public outreach and facilitating dialogue between the local community, the Applicant and the project team.
2.3 | Development context

The Site benefits from a number of extant consents which were granted permission in May 2011. Together they comprise ‘the Consented Scheme’. These can be summarised as follows:

- **Full Planning Permission** (08/10114/FULL) for the provision of 133 residential units based around an urban pattern of terraces and townhouses, arranged around east-west landscaped streets through the site, with the creation of an ancillary leisure facility within the Grade II listed Riding School, the creation of ancillary car parking at basement and ground, and the creation of landscaped areas;

- **Conservation Area Consent** (08/10116/CAC) for the demolition of all existing buildings with the exception of the Riding School; and

- **Listed Building Consent** (08/10115/LBC) for internal and external works to the Riding School to create a private leisure facility ancillary to the residential use.

The Applicant acquired the Site in April 2012. Following a review of the Consented Scheme, it was decided to pursue a revised masterplan for the Site, reflecting the Applicant’s vision for the Site as a family orientated environment that enhances the unique characteristics of the locality. Whilst the Consented Scheme has not been implemented, it has established the acceptability of the demolition of the existing buildings at the Site (with the exception of the Riding School), as well as the acceptability of residential use on the Site. This is a material planning consideration which has informed the development of the Proposed Development and is relevant to the determination of this application.

2.4 | Project team

For the purpose of this document, the core team members who have been involved in engaging with the community and may be referenced in this report are:

**Executive architect:**
Squire and Partners

**Riding School Architect:**
Wilkinson Eyre Architects

**Landscape architect:**
Andy Sturgeon Landscape Design

**Transport consultant:**
WYG

**Planning consultant:**
DP9

**Development Manager:**
Craigewan

**Project Manager:**
EC Harris

2.5 | Overview of the Proposed Development

For reference and in order to understand the themes discussed in this document, the drawing shown opposite presents the principal elements of the Proposed Development as presented at the public exhibition in July 2014.

The proposals for the former St John’s Wood Barracks and 1-7 Queen’s Terrace include:

- 163 new residential units comprising of 8 apartment blocks and 16 individual houses
- Refurbishment of the northern part of Queen’s Terrace to provide retail uses at ground floor and apartments on the upper floors
- Below ground accommodation for ancillary use, leisure and parking
- Refurbishment of the existing Riding School to provide leisure use
- Garden Square for residents (c. 75m x 35m)
- Entrance square at the Riding School for vehicular drop-off and access
- Pedestrian Access Way connecting Queen’s Terrace and Ordnance Hill past the Riding School and Garden Square

Further revisions have been made to the scheme between the final consultation events and submission of the planning application, however these do not alter the key principles of the Proposed Development as outlined above.
Illustrative proposals, July 2014
3.0 CONSULTATION PROCESS

3.1 | Consultation aims

The process of consultation and engagement with the local community set out to:
- Be inclusive, accessible and engaging
- Be informative and raise awareness of the Proposed Development
- Enable constructive dialogue between local stakeholders and the project team
- Ensure people have the opportunity to see the proposals for the Site and feed back their views
- Clearly communicate the feedback from the local community to the project team
- Structure the process to allow feedback to be incorporated where possible throughout the evolution of the scheme

3.2 | Process overview

Public consultation and events on the design proposals began in June 2014. Prior to this, a number of meetings were held with key stakeholders between November 2013 and May 2014.

The process of consultation was intended to coincide with and inform the key stages of design development and present the evolution of the design in a clear and straightforward manner that allowed people to contribute and respond in an informed way.

Two principal stages of pre-application consultation were held to discuss the design proposals. The consultation events were delivered from June 2014 to July 2014, showing the design development from design concept through to final proposals.
Stage 1 Consultation : June 2014

The initial stage of public consultation focused on raising awareness of the project and understanding local issues. This was carried out through meetings with local stakeholder groups and a public exhibition, where feedback on the early ideas was collected to help inform further design work and progression of the proposals.

Stage 2 Consultation : July 2014

Following design development another set of events were held in July 2014. These events were, again, held over 3 days and in conjunction with a presentation. The July presentation comprised of masterplan developments, landscape design and detailed information on construction management, all in response to questions asked at the June consultation events.

The second stage of consultation included ongoing communication with residents and stakeholders and the presentation of the revised proposals to the community to explain progress and changes to the scheme in order to seek further feedback ahead of the submission of a planning application.

Future engagement

It is the intention of the Applicant to continue to engage with close neighbours to the site to further discuss specific issues and maintain an ongoing dialogue.

3.3 | Methods of outreach and engagement

A number of methods were used to raise awareness of the project and consultation events in the local area.

Consultation boundary

A consultation boundary was established in the early stages of the project. The consultation boundary includes approximately 850 residents and businesses and was used as a basic distribution area for the consultation material, such as letters and invitations.

(consultation map. p18)

Letters

Regular letters have been sent to local residents informing them of the progress of the project and updating on issues such as investigative site works and the consultation process to ensure those in the immediate vicinity of the site are kept fully informed of matters relating to the project.

Publicity

The following methods were used to publicise the public exhibitions and events:

- Invitations and flyers distributed to homes and businesses within the consultation boundary
- Posters displayed in the local area
- Adverts on the project website
- Email invitations to the project contact database (currently containing over 200 contacts)
- Newspaper advertisements in the Wood & Vale local paper
The St John's Wood Square Project Hub

Project Hub
A Project Hub has been opened at 7 Queen’s Terrace to provide a local presence for the project. The Project Hub has been used to hold meetings and exhibitions. The street frontage has also been used to advertise upcoming events.

Project phone number
A freephone number (0800 157 7400) has been set up for all queries regarding the consultation and wider project. This was staffed and managed by Soundings.

Project database
The project database was used to keep a record of people who have expressed an interest in remaining involved or informed about the project. The database was built up using the following methods:

- People who contacted Soundings via the project email and phone line
- Records of attendees at exhibitions and presentations
- People who completed feedback forms on the proposals

The database is used to send invitations and updates regarding the project.

Website
In June 2014, a project website was launched, dedicated to the consultation and engagement process. The website is updated with key information on the Proposed Development, notice of events and how to get involved. A section is also provided where pdf documents of all consultation material and exhibition boards can be downloaded. The website can be accessed at:

www.thestjohnswoodsquareproject.com

Email
A dedicated email address (info@stjohnswoodsquare.com) was set up at the beginning of the project to provide a direct contact point for queries throughout the process.
3.4 | Consultation tools

Stakeholder meetings and outreach

Meetings were offered to key local stakeholder groups at relevant stages of the project to keep them informed of the progress of the project. These discussions helped the project team to understand more about local views and priorities for the area.

Representatives of the following local stakeholders and groups were contacted by the development team to discuss the Proposed Development during to the consultation process:

- St John’s Wood Society*
- St John’s Wood Area Forum
- St John’s Wood Neighbourhood Forum*
- St John’s Wood High Street Committee*
- Rossetti House Management Company*
- The Terraces Resident Association*
- Walpole Mews Residents Association
- Quintin Kynaston Academy*
- Eyre Estate*
- Ward Councillors*

Separate meetings were also held with individual residents who may be specifically affected by aspects of the Proposed Development due to reasons such as proximity.

* Denotes groups met with during the pre-application consultation process

Public exhibitions

Two sets of public exhibitions were held as part of the consultation process. All exhibitions were held close to the Site and staffed by representatives of Soundings, the Applicant and the project team. Exhibition boards were used to describe the proposals.

The primary consultation tool at the public exhibitions was a detailed feedback form, used to seek feedback on specific aspects of the proposals that the design team would like input on at each stage, and offer open areas for people to record their views.

More detail on the exact content of the public exhibitions can be found in the chapters related to each consultation stage in this report.

Public presentations

Two public presentations were organised during the consultation process to provide an opportunity for the project team to engage directly with local people and for group discussions to be held.

Topics covered in the presentations included the scheme overview and masterplan principles, the Riding School proposals, landscape proposals and construction management.

The second presentation also sought to address some of the points raised at the first presentation, including changes to the scheme.

Question and answer sessions were used to provide and opportunity for local people to discuss the scheme and ask questions of the project team. Written feedback on the proposals was again collected through the use of feedback forms.

The presentations are described in more detail in Chapters 4 and 5 of this document.
### Collecting feedback

An important part of the consultation process is to analyse and report back on the findings from all consultation events and meetings in order for the findings to feed into the design process and keep the development team updated on any topics or issues which arise.

Feedback collected through consultation events was analysed by Soundings and reported back to the development team.

#### 3.5 | Key consultation events and meetings

The following table presents the public events and stakeholder meetings held during the consultation process. Stakeholder meetings are listed where a meeting was held with one or more representatives of the organisation.

<table>
<thead>
<tr>
<th>Consultation</th>
<th>Date</th>
<th>No. of attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>St John’s Wood Society Planning Committee meeting</td>
<td>Tuesday 4th March</td>
<td>n/a</td>
</tr>
<tr>
<td>Eyre Estate meeting</td>
<td>Tuesday 11th March</td>
<td>n/a</td>
</tr>
<tr>
<td>St John’s Wood High Street Committee meeting</td>
<td>Wednesday 12th March</td>
<td>n/a</td>
</tr>
<tr>
<td>St John’s Wood Society meeting</td>
<td>Thursday 17th April</td>
<td>n/a</td>
</tr>
<tr>
<td>St John’s Wood High Street Committee</td>
<td>Wednesday 28th May</td>
<td>n/a</td>
</tr>
<tr>
<td>Rossetti House Management Company</td>
<td>Thursday 29th May</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Public exhibition</strong></td>
<td><strong>Wednesday 11th June - 2.00pm - 6.30pm</strong></td>
<td><strong>109</strong></td>
</tr>
<tr>
<td><strong>Public presentation</strong></td>
<td><strong>Wednesday 11th June - 7.00pm - 9.00pm</strong></td>
<td><strong>47</strong></td>
</tr>
<tr>
<td>St John’s Wood Neighbourhood Forum meeting</td>
<td>Wednesday 2nd July</td>
<td>n/a</td>
</tr>
<tr>
<td>The Terraces Residents Association meeting</td>
<td>Wednesday 9th July</td>
<td>n/a</td>
</tr>
<tr>
<td>St John’s Wood Society Planning Committee meeting</td>
<td>Wednesday 9th July</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Public exhibition</strong></td>
<td><strong>Wednesday 9th July 2.00pm - 7.00pm</strong></td>
<td><strong>75</strong></td>
</tr>
<tr>
<td><strong>Public presentation</strong></td>
<td><strong>Tuesday 15th July - 7.00pm - 9.00pm</strong></td>
<td><strong>46</strong></td>
</tr>
<tr>
<td>St John’s Wood Society Planning Committee meeting</td>
<td>Friday 8th August</td>
<td>n/a</td>
</tr>
</tbody>
</table>
All events were also advertised in the local newspaper, posters in the area and invitations extended to key local stakeholders.
Geographical mapping of visitors to the consultation events in June (Stage 1)
Geographical mapping of visitors to the consultation events in July 2014 (Stage 2)
Geographical mapping of completed feedback forms (36 of 41 mapped)
4.0 STAGE 1 CONSULTATION: INITIAL PROPOSALS

Initial consultation and engagement with the community focused on informing local people about the project and understanding any issues or questions local people might have regarding the proposals.

Prior to the first stage of consultation on the Proposed Development, the project team undertook an analysis of the feedback received by Westminster City Council in 2011 on the Consented Scheme to understand some of the issues raised previously regarding the development of the Site.

The analysis of this feedback and early meetings with key stakeholder groups in the area informed the design of the scheme which was first presented publicly in June 2014.

Stage 1 consultation included the following activities:

- Raising awareness of the project, consultation and Proposed Development and engaging local people
- Approaching key stakeholders to develop a database of organisations and individuals with an interest in the project
- Presenting the scheme to engage in dialogue with local people and understand any concerns
- Collecting feedback on the initial design proposals to inform further design and progression of the scheme
4.1 | Stakeholder engagement

A number of local stakeholders were engaged during the initial stage of the project, in order for the project team to understand any issues that were likely to be raised through future consultation and to inform the early stages of design.

Between November 2013 and the first public events in June 2014, the project team met with the following local stakeholders on one or more occasions:

• St John’s Wood Society
• St John’s Wood High Street Committee
• Rosetti House Management Company
• The American School
• Eyre Estate
• Ward Councillors for Abbey Road Ward

In addition to the above, a number of meetings were held with individual residents close to the Site who may be specifically affected by the Proposed Development to understand any specific concerns.

Wider stakeholders in the area were also invited to attend the public exhibition.

4.2 | Public exhibition 1

The first public exhibition was held in June 2014 and provided an overview of the Site, the context of the Proposed Development and information about the design vision and what the scheme would seek to provide.

16 exhibition boards were presented, covering the following information:

• Introduction to the project
• History of St John’s Wood Barracks
• Project background
• Information on the consented scheme
• Design vision and approach
• Design proposals
• Sketch views
• Landscaping - concept
• Landscaping - initial proposals
• Riding School - approach to design
• Riding School - design proposals
• Sustainability
• Access and parking

The exhibition was attended by representatives from Soundings, the Applicant and the project team to help explain the proposals and answer any questions visitors had.

Exhibition location:
The St John’s Wood Square Project Hub
7 Queen’s Terrace
St John’s Wood
NW8 6DX

Dates and times:
Wednesday 11th June  2.00pm - 6.30pm
Thursday 12th June  2.00pm - 7.00pm
Saturday 14th June 10.00am - 3.00pm

Total number of visitors: 109
3. New square as setting for the Riding School

**LUL Tunnel Sewer**

Exhibition 1: Examples of exhibition boards

**THE ST JOHN'S WOOD SQUARE PROJECT**

**Design vision and approach**

**VISION**

- To create a living community for families and for local businesses.
- To provide for the public use and enjoyment.
- To respect the character of the Conservation Area.

**DESIGN APPROACH**

- To create a new garden square at the heart of the site. The new square will provide access alongside both the Riding School and garden square.
- To include the Riding School, garden square, and terrace houses.
- To create a new garden square at the heart of their new development.
- To create a new garden square at the heart of the site.

**DESIGN APPROACH AND PROPOSALS**

- To incorporate the history and heritage of the site in the design.
- To create a sense of place and identity.
- To provide for the public use and enjoyment.

**Provisionary Plan**

- To include the Riding School, garden square, and terrace houses.
- To create a new garden square at the heart of the site.
- To incorporate the history and heritage of the site in the design.
- To create a sense of place and identity.

**Inside Riding School**

- To provide for the public use and enjoyment.
- To respect the character of the Conservation Area.

**Landscaping - Initial Proposals**

- To include the garden squares at the heart of the site.
- To incorporate the history and heritage of the site in the design.
- To create a sense of place and identity.

**Riding School - Design Proposals**

**Design proposals - Overview**

- To include the garden squares at the heart of the site.
- To incorporate the history and heritage of the site in the design.
- To create a sense of place and identity.

**Exhibition 1: Examples of exhibition boards**

- To provide for the public use and enjoyment.
- To respect the character of the Conservation Area.
A public presentation was held alongside the initial exhibitions to provide a forum for wider discussion on the scheme.

The presentation took the following format:

- Welcome and Introduction - Jamie Buchan, Craigewan
- Masterplan Design Proposals - Michael Squire, Squire and Partners
- Riding School Design Proposals - Jim Eyre, Wilkinson Eyre Architects
- Question and answers with the project team

Written feedback was collected through the use of the same feedback form used at the public exhibitions. In addition, records of questions and answers and topics raised by attendees through conversations with project team members have been recorded by Soundings to inform the consultation feedback.

Members of the project team attended the event to answer questions on specific topics. Representatives from the following consultants were present:

- Squire and Partners
- Wilkinson Eyre
- Andy Sturgeon
- WYG
- DP9
- Craigewan
- EC Harris
- Soundings

Key discussion topics

The following topics were raised during the question and answer session with the project team. These are explained in more detail in the **Summary of feedback from Stage 1** on page 31.

- Parking provision and increased traffic in the area generally
- Provision for visitor parking
- Construction duration and timescales
- Public access and security relating to the site boundaries
- Additional height / mansard on Queen’s Terrace
- Massing and views from Queen’s Grove

**Presentation location:**
The Riding School
St John’s Wood Barracks
NW8

**Date and time:**
Wednesday 11th June, 7.00pm - 9.00pm

**Number of attendees:** 47
Public presentation in the Riding School, June 2014
Attendees at both the exhibition and the presentation were asked to complete a feedback form on the proposals to record their level of agreement or otherwise on the key aspects of the scheme, in order to obtain structured feedback. The forms also allowed space for more detailed comments and feedback.

16% of visitors to the events completed a feedback form. The following analysis is drawn from the 22 feedback forms completed.

Although this feedback is based on a small sample of completed forms, it is considered by Soundings to be representative of the verbal feedback and overall response provided through discussions at the events.

### 4.4 | Stage 1 Consultation feedback

**Overall approach of the masterplan**

1. The vision for the St John’s Wood Square Project is to create a scheme which is family oriented and reflects the character of the St John’s Wood area. Do you agree with the overall approach of the masterplan?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
- Not answered

**Arrangement of buildings and massing**

2. A mix of new houses, villas and apartment buildings are proposed, which will be in keeping with the context of St John’s Wood. Do you agree with the general arrangement of buildings and massing across the Site?

**Introduction of Garden Square**

4. A new garden square is proposed at the heart of the development to provide an enhanced setting for the Riding School and pedestrian route through the Site. Do you agree with this approach?

**Proposals for the Riding School**

3. The proposals include the retention and refurbishment of the listed Riding School building. Do you agree with the proposals for the Riding School?
5. The proposals include the refurbishment of Numbers 1-7 Queen’s Terrace to provide affordable residential units on the upper floors and retail at ground floor. Do you agree with this proposal?

6. The proposals seek to provide an improved public realm and setting for Queen’s Terrace, whilst retaining the current parking provision. Do you agree with this aspect of the scheme?

7. Parking for residents of and visitors to the development will be provided at basement level, with additional visitor parking at street level to minimise the impact on neighbouring streets. Do you agree with this proposal?

Heritage

It is the intention to celebrate the heritage of the Site in the new scheme. Do you have any suggestions for ways this could be incorporated?

10 discrete comments were recorded in response to this question. Suggestions included:
- Reference through public art, either commissioning a new piece or using part of the existing Site (6 comments)
- Incorporate something at the entrance to the Site (2 comments)
- Incorporate into the landscape details (1 comment)
- Leave it as it is (1 comment)

Construction management

Do you have any concerns about the construction period or points that should be considered when planning the construction process?

15 comments were received on construction issues:
- General construction management and impact of noise, dirt, traffic disruption and pollution (9 comments)
- Primary use of Ordnance Hill for construction traffic a concern (3 comments)
- More information requested on duration of works (3 comments)
Are there any aspects of the scheme you particularly like?

19 comments were recorded:

- The whole scheme
- Architectural design - improvement over Consented Scheme
- Introduction of the Garden Square
- Landscape proposals generally
  - Providing additional homes
  - Swimming pool use for Riding School
  - Parking provided on site

Are there any aspects you think need further attention or development?

14 comments were recorded:

- Site access during construction
- Retail on Queen’s Terrace will encourage more traffic / parking in the area
- Design of entrance archway
  - Insufficient parking - particularly for visitors
  - Height of mansard on Queen’s Terrace
  - Density - too high
  - Public access and security issues
  - Impact on daylight and sunlight for surrounding residents
  - Working hours during construction

Do you have any general comments or suggestions?

13 comments were recorded:

- Concerns over impact on existing parking in the area / more parking required on-site
- Clarification sought on who will be able to use the pool
- Positive about proposals
  - Concern about increased number of homes
  - Concern about added height
  - Retail on Queen’s Terrace is positive
  - Appreciation that designs aim to be in keeping with the area
4.5 | Summary of Feedback from Stage 1

The following summary provides an account of all feedback received at the Stage 1 events, both through discussions held at the exhibitions and presentation and written feedback.

Overview
The new approach to the Site and principles of the masterplan were received positively and many attendees at the events considered the proposals to be an improvement on the Consented Scheme. This is indicated through the 77% of those who completed a feedback form either agreeing or strongly agreeing with the overall approach of the masterplan, although higher and lower levels of agreement were recorded for specific aspects of the proposals.

The analysis of the feedback forms shows the highest levels of support were recorded for the Garden Square proposal. Highest levels of concern were received for the refurbishment of Queen’s Terrace for retail and affordable housing, as well as the parking proposals and concerns over construction.

Key topics

Height and massing
Some concerns were raised regarding the impact of the proposed heights on views from Queen’s Grove and the additional mansard level on the 1-7 Queen’s Terrace.

There were some queries regarding any differences in height between the Proposed Development and Consented Schemes.

Traffic and parking
High levels of concern were expressed regarding parking and there was a local desire to see higher levels of visitor parking provided on the Site. Those who attended the events were not convinced that visitors will park within the Site as there are currently no controls to stop them using pay and display parking in the area.

There was a perception that an increase in the number of homes will compound the existing local issues with traffic levels and parking.

Construction impact
Many questions were raised regarding construction issues and further details sought on the general management, duration and types of activity.

Particular concerns were raised over the impact of construction traffic, congestion and routes for construction vehicles.

Concern was also expressed over the exclusive use of Ordnance Hill entrance for construction access.

Architectural design
The initial information on the architectural design was well received. Some comments were raised regarding the massing and the design of the entrance archway.

The Riding School
There was a high level of support for the proposals for the Riding School and there was positive feedback for the level of attention and detail given to the listed building. Clarification was sought on who would be able to use the facility.

Anecdotal comments came through the events regarding a preference for re-providing the brick facade if this turns out to be possible.

Landscaping
The approach to structuring the masterplan around a garden square was well supported. Initial concerns were raised about the location of the Sanctuary Garden behind Queen’s Grove and the proximity to neighbours.

Access
The provision of a public route through the Site was generally considered to be a positive move, however some concerns were raised by residents immediately adjacent to the Site regarding security and whether any changes would be made to the existing boundary wall.

Queen’s Terrace
The addition of a mansard roof on Numbers 1-7 Queen’s Terrace (Block 9) was raised as a concern by adjacent residents.

Questions were also raised regarding the type of retail proposed on Queen’s Terrace, however, views differed on whether or not this would be positive for the area.
Public exhibition at the Project Hub, July 2014
5.0
STAGE 2 CONSULTATION: DRAFT PROPOSALS

The second phase of public consultation on the Proposed Development presented further details on the scheme including, how the proposals had progressed in response to feedback and further design considerations.

Stage 2 consultation activities included:

• Ongoing communication between the project team and key local stakeholders to discuss the proposals
• Assessment of Stage 1 feedback
• Updating the community on the evolution of the proposals to continue to gather feedback through a public exhibition and presentation

Following the first stage of consultation, the project team reviewed the key topics raised by local people in order to clarify certain queries and see where the proposals could respond to some of the feedback.

The second round of consultation focused on areas where it was considered more information could be provided to clarify areas of the scheme, as well as areas where changes had been made to the proposals.

Some of the issues considered and presented at this stage were:

• Review of specific areas of height and views from surrounding roads
• More information on architectural detail
• Information regarding privacy and security issues along the site boundaries
• New proposals for landscaping in and around the Site
• Impact of construction and details on approach and timescales
5.2 | Public exhibition 2

The second public exhibition was held in July 2014. This exhibition presented feedback from the first exhibition and changes to the scheme alongside more detailed information on the design of the buildings and landscape.

The exhibition boards covered the following information:

• Introduction to the project
• History of St John’s Wood Barracks
• Project background
• Information on the Consented Scheme
• Consultation findings from stage 1
• Design vision and approach
• Design proposals
• Design proposals – the masterplan and information on height and massing
• Design proposals – architectural character
• Design proposals - illustrative views of the proposed development
• Landscaping - concept
• Landscaping - proposals
• Landscaping - information on Ordnance Hill proposals and Queen’s Terrace proposals
• Riding School proposals
• Heritage
• Sustainability
• Access and parking
• Construction management

The exhibition was attended by representatives from Soundings, the Applicant and the project team to help explain the proposals and answer any questions visitors had.

Exhibition location:
The St John’s Wood Square Project Hub
7 Queen’s Terrace
St John’s Wood
NW8 6DX

Dates and times:
Wednesday 9th July  2.00pm - 7.00pm
Thursday 10th July  2.00pm - 7.00pm
Saturday 12th July 10.00am - 3.00pm

Total number of visitors: 75

All exhibition boards are available to download from the project website at www.thestjohnswoodsquareproject.com/consultation-materials
3.7.1 The internal spaces employ open plan layouts where appropriate.

3.8.1 There are a total of four pedestrian points of access onto the site:
- Queen's Terrace to provide retail uses
- Refurbishment of the existing Riding School to provide leisure use
- Additional Blocks 1 & 2 have direct street access from Queen's Terrace
- Two routes from Ordnance Hill and two from Queen's Terrace. Refer to adjacent diagram for details.

3.8.2 There are direct routes on the scheme that link Queens Terrace and Ordnance Hill past the Riding School and Garden Square for residents (approx. 75m x 35m).

3.8.3 The corridor has a fixed height of 2.5m floor to ceiling. As a consequence of the service void requirements, this is lower in the area at lower ground 1, where the floor to ceiling height for the mews on Villas and Junior Mansard roof has been adjusted to 2.4m and the staff accommodation is 3.45m high.

3.8.4 The access to the core on Block 2 and the car parking area at lower ground 1, are at different heights, due to restrictions imposed by the proximity of the LUL tunnels.

3.8.5 Corridors and circulation spaces through the building comply with the fire regulations. In doing so, it is possible to accommodate a broad section of different building types within the site with the south.

4.1.3 The Grade II listed Riding School building will be refurbished and converted to provide a new residential scheme. The Riding School entrance to the Garden Square is to be retained as a public entrance and the remainder of the Riding School building will be converted to accommodate commercial and community uses. The Riding School entrance will be retained as a public entrance.

4.1.4 Affordable housing will be provided at flat 163 new residential units comprising 163 new residential units comprising 108 flats at the new residential scheme being provided with a minimum of 2.5m corridor height.

4.1.5 The access to the core on Block 2 and the car parking area at lower ground 1, are at different heights, due to restrictions imposed by the proximity of the LUL tunnels.

4.1.6 The floor to ceiling height for the mews on Villas and Junior Mansard roof has been adjusted to 2.4m and the staff accommodation is 3.45m high.

4.1.7 The access to the core on Block 2 and the car parking area at lower ground 1, are at different heights, due to restrictions imposed by the proximity of the LUL tunnels.

4.1.8 Corridors and circulation spaces through the building comply with the fire regulations. In doing so, it is possible to accommodate a broad section of different building types within the site with the south.

4.1.9 The Grade II listed Riding School building will be refurbished and converted to provide a new residential scheme. The Riding School entrance to the Garden Square is to be retained as a public entrance and the remainder of the Riding School building will be converted to accommodate commercial and community uses. The Riding School entrance will be retained as a public entrance.

4.1.10 Affordable housing will be provided at flat 163 new residential units comprising 163 new residential units comprising 108 flats at the new residential scheme being provided with a minimum of 2.5m corridor height.

4.1.11 The access to the core on Block 2 and the car parking area at lower ground 1, are at different heights, due to restrictions imposed by the proximity of the LUL tunnels.

4.1.12 The floor to ceiling height for the mews on Villas and Junior Mansard roof has been adjusted to 2.4m and the staff accommodation is 3.45m high.

4.1.13 The access to the core on Block 2 and the car parking area at lower ground 1, are at different heights, due to restrictions imposed by the proximity of the LUL tunnels.

4.1.14 Corridors and circulation spaces through the building comply with the fire regulations. In doing so, it is possible to accommodate a broad section of different building types within the site with the south.

4.1.15 The Grade II listed Riding School building will be refurbished and converted to provide a new residential scheme. The Riding School entrance to the Garden Square is to be retained as a public entrance and the remainder of the Riding School building will be converted to accommodate commercial and community uses. The Riding School entrance will be retained as a public entrance.

4.1.16 Affordable housing will be provided at flat 163 new residential units comprising 163 new residential units comprising 108 flats at the new residential scheme being provided with a minimum of 2.5m corridor height.

4.1.17 The access to the core on Block 2 and the car parking area at lower ground 1, are at different heights, due to restrictions imposed by the proximity of the LUL tunnels.

4.1.18 The floor to ceiling height for the mews on Villas and Junior Mansard roof has been adjusted to 2.4m and the staff accommodation is 3.45m high.

4.1.19 The access to the core on Block 2 and the car parking area at lower ground 1, are at different heights, due to restrictions imposed by the proximity of the LUL tunnels.

4.1.20 Corridors and circulation spaces through the building comply with the fire regulations. In doing so, it is possible to accommodate a broad section of different building types within the site with the south.
A second public presentation was held following the exhibitions in July to provide an opportunity for local people to ask questions and discuss the proposals in an open forum.

The content of the presentation was informed by, and responded to, the key topics raised during earlier consultation events and sought to address some of the points raised at the first presentation, including changes which had been made to the scheme in response to consultation feedback.

The presentation took the following format:

- **Welcome and Introduction** - Jamie Buchan, Craigew an
- **Masterplan Design Update** - Michael Squire, Squire and Partners
- **Landscape proposals** - Andy Sturgeon, Andy Sturgeon Landscape and Garden Design
- **Construction Management** - Keith Brooks, EC Harris
- **Question and answer session**

Members of the project team attended the event to answer questions on specific topics. Representatives from the following consultants were present:

- Squire and Partners
- Wilkinson Eyre
- Andy Sturgeon
- WYG
- DP9
- Craigew an
- EC Harris
- Soundings

Feedback on the proposals was recorded through the question and answer session, feedback directly to consultants and through feedback forms.

**Presentation location:**
The Riding School
St John's Wood Barracks
NW8

**Date and time:**
Wednesday 11th June, 7.00pm - 9.00pm

**Number of attendees:** 46

**Key discussion topics**

The following topics were raised during the question and answer session:

- Construction, working hours and duration
- Construction traffic numbers and routes
- Proposal to have 6 car parking spaces on Ordnance Hill for the townhouses
- Existing problems in the area with parking
- Desire to see more visitor parking on the site
- Impact of Sanctuary Garden on privacy, security and light for adjacent residents
- Massing and views from Queen's Grove and Norfolk Road in relation to Block 6
- Views from Rossetti House
- Location of substation and plant
Public presentation, July 2014
5.3 Stage 2 Consultation feedback

Visitors to both the exhibition and the presentation were asked to complete a feedback form on the proposals to record their level of agreement or disagreement on different aspects of the scheme, as well as raise any additional issues, points, suggestions or comments.

The questions covered the same topics as were asked during the first stage of events to try and measure whether there had been improvement in any areas and identify where any concerns remained.

Again, although the events were well attended, a low number of written feedback forms were returned. 16% of visitors to the second stage of events completed a feedback form. The following analysis is drawn from the 19 feedback forms completed.

**Overall approach to the masterplan**

1. The vision for the St John’s Wood Square Project is to create a scheme which is family oriented and reflects the character of the St John’s Wood area. Do you agree with the overall approach of the masterplan?

**Proposals for the Riding School**

3. The proposals include the retention and refurbishment of the listed Riding School building. Do you agree with the proposals for the Riding School?

**Arrangement of buildings and massing**

2. A mix of new houses, villas and apartment buildings are proposed, which will be in keeping with the context of St John’s Wood. Do you agree with the general arrangement of buildings and massing across the Site?

**Introduction of Garden Square**

4. A new garden square is proposed at the heart of the development to provide an enhanced setting for the Riding School and pedestrian route through the Site. Do you agree with this approach?
5. The proposals include the refurbishment of Numbers 1-7 Queen's Terrace to provide affordable residential units on the upper floors and retail at ground floor. Do you agree with this proposal?

6. The proposals seek to provide an improved public realm and setting for Queen's Terrace, whilst retaining the current parking provision. Do you agree with this aspect of the scheme?

7. Parking for residents of and visitors to the development will be provided at basement level, with additional visitor parking at street level to minimise the impact on neighbouring streets. Do you agree with this proposal?

Heritage

It is the intention to celebrate the heritage of the Site in the new scheme. Do you have any suggestions for ways this could be incorporated?

6 suggestions were received regarding heritage and can be categorised as follows:

- Reference Kings Troop through public art, a gallery or place naming within the Site (4 comments)
- Continue the style of the street lamps on St John's Wood High Street (1 comment)
- Keep as much of the existing heritage as possible (1 comment)

Construction management

Do you have any concerns about the construction period or points that should be considered when planning the construction process?

10 comments were recorded regarding construction matters. These fall in to the following categories:

- General concerns over impact of noise and duration (3 comments)
- Minimise disruptive works to the Sanctuary Garden area (2 comments)
- Maintain public access around the Site (1 comment)
- Prevent construction workers parking in surrounding streets (1 comment)
- Ensure there is a clear line of communication and liaison during works (1 comment)
- Avoid exclusive use of Ordnance Hill entrance for construction traffic (1 comment)
- Restrict working hours (1 comment)
Are there any aspects of the scheme you particularly like?

19 comments were recorded:

- Design of the architecture
- The Riding School proposals
- Landscape proposals
- Overall scheme
- The Garden Square
- Basement parking provided on-site
- Retail on Queen’s Terrace
- Pedestrian access through the Site
- New landscaping on Queen’s Terrace

Are there any aspects you think need further attention or development?

12 comments were recorded:

- Concern about height of apartments and mansards - particularly Block 6
- Design of the entrance arch could be improved
- Insufficient parking
- Privacy / security issue regarding Sanctuary Garden
- Incorporation of heritage needs more attention
- Architectural character of blocks on Queen’s Terrace
- Riding School should be brick option
- Concern over traffic during construction

Do you have any general comments or suggestions?

9 comments were recorded:

- Concern heights will impact properties on Queen’s Grove
- Important to retain heritage
- Increase parking provision
- Concern over affordable housing
- Positive about scheme
- Add more landscaping on Queen’s Terrace
- Security concerns over public access
- Exhibition very useful
5.4 Summary of Feedback from Stage 2

The summary of Stage 2 comments provided here is drawn from feedback form responses, discussions held with the project team at the second round of exhibitions and the Q&A session at the public presentation.

Overview

The feedback received during the second stage of consultation on the updated proposals was broadly in line with that received during the first stage of consultation.

Analysis of the feedback forms received at this stage showed that agreement with the general approach of the scheme had increased to 90%, although this was based on a marginally smaller sample size.

The proposals for the Riding School received the highest level of support based on written feedback. The refurbishment of Queen’s Terrace for retail and affordable housing, as well as the parking proposals and concerns over construction again recorded high levels of concern on the feedback forms, as they did during Stage 1. Concerns over the heights of some specific buildings, as well as the introduction of the Sanctuary Garden were also recorded as key topics of conversation and concern at the second stage of events.

Key topics

Height and Massing
Some concerns were raised regarding the heights of specific building and impacts on views from surrounding roads. Specific mention was given to Blocks 5 and 6, although an amendment had been made to the Block 6 mansard level between stages 1 and 2 of the public consultation, to reduce the impact from Queen’s Grove. The revision to set back the mansard on the corner of Queen’s Terrace and Queen’s Grove was well received.

Construction impact
Construction issues remained one of the primary concerns for local residents, including traffic routes and management, construction workers adding to the parking problems in the local area and the duration of construction activities.

Landscaping and Sanctuary Garden
Overall the landscape proposals received very positive feedback, however, two adjacent Queen’s Grove residents had major concerns regarding the proposals for the Sanctuary Garden. Comments recorded on this included security issues due to increased activity and whether the garden would be gated and locked at night, concerns regarding the boundary wall and any impact on light to neighbouring gardens and the impact of construction works in this area.

Access
The public route was generally considered to be a positive addition but some concerns were voiced again regarding security.

Traffic and Parking
Provision of underground parking on the Site is generally well received but there is a desire to see higher levels of visitor parking provided on site and at street level. There were continuing high levels of concern about visitor parking outside of parking restriction times and the amount of additional cars the development would bring to the area.

Queen’s Terrace Retail
Positive and negative comments were recorded regarding proposed retail on Queen’s Terrace. Concerns were predominantly to do with introducing types of retail that would encourage people to drive to and park in the local area.

Masterplan and Architectural Design
Some individual comments were made about the design of the architecture, however, it was broadly considered to be in keeping with the area.

Some minor concerns were noted regarding the design of the arch for the main entrance, which was considered to be too minimalistic for St John’s Wood.

Riding School
The Riding School proposals were positively received in general, however, there were some concerns regarding the impact of increased activity in and around the Riding School on neighbouring properties.

Heritage
Consultees were pleased to see that reference would be made to the history and heritage of the Site and were keen that this would not be forgotten.
Public presentation in the Riding School, July 2014
6.0 RESPONSE TO FEEDBACK AND ONGOING LIAISON WITH RESIDENTS

6.1 | Responding to feedback from the Stage 2 consultation events

Following the second stage of formal consultation activities and prior to the submission of the planning application, the project team have continued to receive and respond to feedback and liaise with local residents who have particular issues. This dialogue, alongside the feedback gathered at the public events, has resulted in a number of significant changes to the proposals.

The areas which have been reviewed by the design team in this period are:

• The proximity of the flank wall on Block 5 to neighbouring properties; the flank wall has been set back so as to afford greater separation from the bay windows of Rossetti House, adjacent. This has necessitated a small reduction in Block 5 floorspace.
• The height and presence of Block 6; which has reduced in height by just under 2 metres
• The proposals for the Sanctuary Garden and boundary with gardens on Queen’s Grove; which has been further detailed to ensure security and privacy
• The design of the mansard roof; including a setback of the mansard roof screen and a revision to the mansard parapet detail

Additional meetings were held with the following stakeholders to update them on the changes to the scheme and seek further feedback and input:

• Individual residents of Queen’s Grove to discuss the Sanctuary Garden and boundary conditions (three residents met at the point of writing and a further two meetings arranged)
• The St John’s Wood Society Planning Committee

6.2 | Future consultation

The Applicant intends to hold a further public exhibition once the application has been lodged to provide local people with the opportunity to view the planning application documents and to provide an update on the amendments to the proposed scheme. This will coincide with the process of Statutory Consultation to be held by Westminster City Council.

It is the intention to form a Heritage Initiatives Group to help guide, investigate and inform the design on how the history of the Site can be commemorated in key the areas of the Proposed Development. This would include representatives from the local community, along with heritage experts and the project team.

Should planning permission be granted for the Proposed Development, the Applicant is committed to continuing to liaise with local residents regarding construction management issues, which was one of the primary concerns raised during the consultation process. A Construction Liaison Group will be formed for this purpose.
APPENDICES

A STAGE 1 CONSULTATION MATERIAL  

B STAGE 2 CONSULTATION MATERIAL  
A: STAGE 1 CONSULTATION MATERIAL
15 May 2014

Dear

The St John’s Wood Square Project

I am writing to you on behalf of St John’s Wood Square Ltd who are the owners of the former St John’s Wood Barracks and numbers 1 – 7 Queens Terrace. As you may already be aware, we have been reviewing the residential development of the site which was consented by Westminster City Council in May 2011.

As a matter of courtesy, the purpose of this letter is to let you know that we plan to submit a new planning application this summer.

We would like to ensure that local residents have the opportunity to both view and discuss our proposals and I will write to you shortly with details of events which will be scheduled for this purpose.

In the meantime, if you have any queries regarding the project, please contact us on info@stjohnswoodsquare.com or on 0800 157 7400.

Yours sincerely,

Jamie Buchan

Craigewan Ltd
(Development Managers for St John’s Wood Square Ltd)
27th May 2014

Dear Neighbour,

The St John’s Wood Square Project

The owner of the former St John’s Wood Barracks and Numbers 1-7 Queens Terrace NW8 (“The St John’s Wood Square Project”) is considering the lodgement of a new planning application for residential development on the site and the purpose of this letter is to let you know of certain forthcoming events which have been arranged to inform you in this respect.

The events will take place between 11th - 14th June 2014 and details are provided on the attached card.

We look forward to sharing our proposals and in the meantime, should you have any questions, please contact us by email to info@stjohnswoodsquare.com or by calling us on 0800 157 7400.

Yours sincerely,

Jamie Buchan
Craigewan Ltd
(Development Managers for The St John’s Wood Square Project)
You are invited to a public exhibition to view the design proposals for the redevelopment of the former St John’s Wood Barracks.

Members of the project team will be pleased to discuss the project and answer your questions.

**Exhibition**

**Wednesday 11th June 2014**, 2.00pm-6.30pm  
**Thursday 12th June 2014**, 2.00pm-7.00pm  
**Saturday 14th June 2014**, 10.00am-3.00pm

**Address:** 7 Queens Terrace  
St John’s Wood, NW8 6DX

**Presentation**

**Wednesday 11th June 2014**  
7.00pm-9.00pm

**Address:** The Riding School, St John’s Wood Barracks  
( Entrance from Ordnance Hill )

Please let us know if you would like to attend the presentation by contacting us on the details below:

- **Email.** info@stjohnswoodsquare.com  
- **Website.** thestjohnswoodsquareproject.com  
- **Phone.** 0800 1577400
You are invited to view the design proposals for the redevelopment of the former St John’s Wood Barracks and Numbers 1-7 Queen’s Terrace, NW8.

An exhibition together with a presentation of our proposals will be held as follows:

**Exhibition**
- Wednesday 11th June 2014, 2.00pm-6.30pm
- Thursday 12th June 2014, 2.00pm-7.00pm
- Saturday 14th June 2014, 10.00am-3.00pm

**Address:** 7 Queen’s Terrace  
St John’s Wood, NW8 6DX

**Presentation**
- Wednesday 11th June 2014, 7.00pm-9.00pm

**Address:** The Riding School, St John’s Wood Barracks  
(Entrance from Ordnance Hill)

Please let us know if you would like to attend the presentation by contacting us, below.

**Contact**

Email: info@stjohnswoodsquare.com  
Website: www.thestjohnswoodsquareproject.com  
Phone: 0800 157 7400
THE ST JOHN’S WOOD SQUARE PROJECT

FEEDBACK ON THE PROPOSALS

We would like your views on the proposals and would be grateful if you could take the time to answer the following questions. Please speak to a member of the project team if you have any queries.

Please indicate your level of support or otherwise for the following questions:

<table>
<thead>
<tr>
<th>Q1</th>
<th>The vision for the St John’s Wood Square Project is to create a scheme which is family oriented and reflects the character of the St John’s Wood area. Do you agree with the overall approach of the masterplan?</th>
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<tr>
<th>Q2</th>
<th>A mix of new houses, villas and apartment buildings are proposed, which will be in keeping with the context of St John’s Wood. Do you agree with the general arrangement of buildings and massing across the site?</th>
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<th>Q3</th>
<th>The proposals include the retention and refurbishment of the listed Riding School building. Do you agree with the proposals for the Riding School?</th>
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<th>Q4</th>
<th>A new garden square is proposed at the heart of the development to provide an enhanced setting for the Riding School and pedestrian route through the site. Do you agree with this approach?</th>
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<th>Q5</th>
<th>The proposals include the refurbishment of Numbers 1-7 Queen’s Terrace to provide affordable residential units on the upper floors and retail at ground floor. Do you agree with this proposal?</th>
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Q7 Parking for residents of and visitors to the development will be provided at basement level, with additional visitor parking at street level to minimise the impact on neighbouring streets. Do you agree with this proposal?

- [ ] Strongly agree
- [ ] Agree
- [ ] Neutral
- [ ] Disagree
- [ ] Strongly disagree

Q8 It is the intention to celebrate the heritage of the site in the new scheme. Do you have any suggestions for ways this could be incorporated?

__________________________________________________________________________________
__________________________________________________________________________________

Q9 Do you have any concerns about the construction period or points that should be considered when planning the construction process?

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

Are there any aspects of the scheme you particularly like?

__________________________________________________________________________________
__________________________________________________________________________________

Are there any aspects you think need further attention or development?

__________________________________________________________________________________
__________________________________________________________________________________
__________________________________________________________________________________

Do you have any general comments or suggestions?

__________________________________________________________________________________
__________________________________________________________________________________
**Introduction**

The St John's Wood Square Project relates to the development of the former St John's Wood Barracks together with numbers 1-7 Queen’s Terrace.

The 2.2 hectare site is located in the heart of St John’s Wood between Finchley Road to the west and Primrose Hill to the east and is on the edge of the St John’s Wood Conservation Area.

In May 2011, planning permission was granted by Westminster City Council for a residential scheme. Since that time, St John’s Wood Square Limited has acquired the site and, following a review of the consented scheme, is now considering the lodgement of a revised planning application to reflect its vision.

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**THIS EXHIBITION**

Welcome to the public exhibition on the design proposals for The St John’s Wood Square Project.

The information in this exhibition explains the history of the project and introduces the initial design approach and concept proposals.

Members of the project team are present and will be happy to answer any questions you may have. If you would like to leave feedback on the proposals, please fill out our feedback forms, which are available at this event.

**INTRODUCTION TO THE PROJECT**

The St John’s Wood Square Project relates to the development of the former St John’s Wood Barracks together with numbers 1-7 Queen’s Terrace.

The 2.2 hectare site is located in the heart of St John’s Wood between Finchley Road to the west and Primrose Hill to the east and is on the edge of the St John’s Wood Conservation Area.

In May 2011, planning permission was granted by Westminster City Council for a residential scheme. Since that time, St John’s Wood Square Limited has acquired the site and, following a review of the consented scheme, is now considering the lodgement of a revised planning application to reflect its vision.

**OWNERSHIP**

St John's Wood Square (SJWS) Ltd is the owner of the site.

**PROJECT TEAM**

Squire & Partners are the executive architect for the site and will be preparing the planning application along with the support of a wider consultant team.

Wilkinson Eyre Architects are the architects for the Riding School design proposals.

Craigewan is the Development Manager acting on behalf of SJWS.

Soundings will be carrying out community consultation for the project.
**THE ST JOHN'S WOOD SQUARE PROJECT**

**St John's Wood Barracks**

**SITE HISTORY**

St John's Wood Barracks was formerly St John's Wood Farm. The site provided residence to the King's Troop, Royal Horse Artillery (and antecedents) who occupied the Barracks between 1810 and 2012.

The site's relationship with the military dates back to 1804 when land was first leased to a Cavalry Unit. In 1804 the horses and drivers of a brigade artillery stationed in St James’s Park, were moved to a billet at St John’s Wood Farm. In 1810 the brigade in it’s entirety was moved to St John’s Wood.

In 1823 the Cavalry Riding Establishment were relocated to St John’s Wood from Pimlico. The purpose built Riding School, which remains on the Barracks today, was completed in 1825 to encourage “one uniform system of equitation” throughout the Cavalry.

In 1832 the cavalry transferred to Maidstone and the Barracks became the new Recruit Depot for the foot guards.

In 1876 the infantry were moved out to make way for cavalry who used St John’s Wood Barracks while their Knightsbridge quarters were being rebuilt. A horse artillery battery moved on to the site in 1880 as a cavalry presence was maintained on the site until 2012.

A large amount of the Barracks was rebuilt between 1969 and 1972 including the majority of the buildings on the site today.

In 2012, the Kings Troops moved to their new home in Woolwich.

**THE RIDING SCHOOL**

The Grade 2 listed Riding School was first opened in 1825 under the patronage of the Duke of Wellington and is the oldest surviving structure on the site. Its designer is not known however its construction was supervised by Brevet Major B Tylden of the Royal Engineers. In 1969 the Barracks were substantially rebuilt and the Riding School was the subject of restoration.

The Barracks were used as a cavalry riding establishment from 1825 to 1832 but following this time the Riding School was adapted and used by the Foot Guards. The interior underwent a series of modifications to suit a range of different military functions from gymnastics to accommodation for soldiers.

From 1876 the Barracks were again used by the cavalry however the services planned indicate the interior of the Riding School remained divided up into different spaces.

It was not until 1971 that a series of major refurbishments were undertaken to strip out the internal divisions and reconfigure the interior as a single space. From then until 2012 the barracks were the home of the King’s Troop, Royal Horse Artillery.

The Riding School was Grade II listed in 1998.
THE ST JOHN’S WOOD SQUARE PROJECT

Project Background

PREVIOUS CONSENT

In 2011, the Eyre Estate made an application to Westminster City Council for the redevelopment of the St John’s Wood Barracks, in order to provide a new residential scheme on the site. Planning permission was granted for this scheme in May 2011.

In April 2012 SJWS acquired the site together with the benefit of the existing planning consent. SJWS has reviewed the consented plans and has elected to submit a new planning application, using the architectural services of both Squire & Partners and Wilkinson Eyre Architects for this purpose.

WHY REVIEW THE SCHEME?

SJWS considers the consented scheme to be of very high quality and has revisited certain aspects of it in the light of its vision to create a family oriented environment, which reflects the unique characteristics of the locality.

Specifically, SJWS wishes to present the Riding School elegantly, within the setting of a garden square, which can offer significant visual amenity to the community. Moreover, SJWS believes that Queen’s Terrace can benefit from an enhanced public realm. Finally, SJWS has taken time to consider the technical challenges of the development and has altered its scheme in order to eliminate the disruption which would otherwise have been caused in diverting the Kings Pond Sewer.
THE ST JOHN'S WOOD SQUARE PROJECT

Consented Scheme

THE CONSENTED SCHEME

The 2011 planning permission provides consent for the following:

- Demolition of the existing buildings on site, with the exception of the Riding School
- 133 residential units, comprising:
  - 8 villas
  - 8 houses
  - 10 apartment buildings
- Refurbishment of the upper floors of number 2-6 Queen’s Terrace for residential use
- A private leisure facility to be housed in the retained Riding School

FEEDBACK ON THE SCHEME

As part of the reconsideration of the consented scheme, the team have also reviewed comments submitted to the Council from local residents and other stakeholders to help identify areas where the scheme could be improved.

Some of the principal topics raised were:

- The inward looking nature of the scheme
- The need to identify more with the character of the area
- The requirement to remember the King’s Troop
- The nature of the public access to the site
- The perceived lack of visible greenery
- The level of disruption during construction

RESPONDING TO FEEDBACK

The revised scheme aims to respond to certain issues raised, by:

- Introducing outward facing street entrances on Ordnance Hill and Queen’s Terrace
- Ensuring that the Riding School is visible from Ordnance Hill
- Celebrating the King’s Troop and history. A Heritage Initiatives Group will be formed for this purpose
- Providing public access alongside the Riding School and Garden Square
- Eliminating the disruption which would have been caused by diverting the King’s Pond Sewer
### Design vision and approach

**VISION**

To create a living community for families which can add value to, and be part of, St John's Wood through:

- Creating a place where families choose to live
- Improving the public realm for the enjoyment of all
- Celebrating and commemorating the heritage of the St John's Wood Brand

**DESIGN APPROACH**

London is a city of garden squares, and it is the particular characteristic which distinguishes it from similar cities throughout the world. The development at St John's Wood is in the west of the city from the 17th to 19th centuries was principally located along the southern approach to the Guards House, which looked out onto the Riding Ground. This created a visual amenity to the heart of their new developments.

The new proposals aggregate the open space included in the previous consented schemes to create a new garden square at the heart of the proposed development.

The principal changes from the consented scheme include:

- Introduction of a garden square
- Improved setting for the Riding School
- Apartments arranged to face the new square, a key feature of design
- Creation of a further lower garden to provide a setting for the new villa
- Move away from encouraging car movement on the site
- Introduction of outward facing street entrances as well as entrances facing into the site
- A new pedestrian route through the site providing access alongside both the Riding School and garden square

### Design proposals - Overview

**PROPOSED SCHEME**

The proposed scheme is predominantly residential and consists of a mix of apartments and houses.

Proposals for the site include:

- 11 new residential units comprises of 7 apartment blocks and 16 individual houses
- Refurbishment of the southern part of Queen's Terrace to provide additional retained areas
- Garden Square for residents (approx. 75m x 35m)
- Entrance square at the Riding School for vehicle access
- Public right of way connecting Queen's Terrace and Ordnance Hill past the Riding School and Garden Square

The Grade II listed Riding School building provides an entrance position for the development as a whole. The garden square creates the enhanced setting for the Riding School and also provides a visual amenity to the public. Apartment buildings are set around the square and a new Lower Garden to the south of the square provides access to views sitting on the southern edge of the site. The entrance square provides access along the site and allows significant visual amenity, connecting Ordnance Hill with Queen's Terrace.

**DESIGN PRECEDENTS**

- Victorian detached and semi-detached villas and terraces, now interspersed with a variety of twentieth century buildings, including a number of detached semi-detached villas and terraces, now interspersed with a variety of twentieth century buildings, including a number of detached semi-detached villas and terraces, now interspersed with a variety of twentieth century buildings, including a number of detached semi-detached villas and terraces, now interspersed with a variety of twentieth century buildings, including a number of detached semi-detached villas and terraces, now interspersed with a variety of twentieth century buildings, including a number of detached semi-detached villas and terraces, now interspersed with a variety of twentieth century buildings, including a number of detached semi-detached villas and terraces, now interspersed with a variety of twentieth century buildings, including a number of detached semi-detached villas and terraces, now interspersed with a 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Design proposals - Overview

PROPOSED SKETCH VIEWS

Ordnance Hill - Current view
Ordnance Hill - Proposed view
Site entrance - Current view
Site entrance - Proposed view
Queens Terrace - Current view
Queens Terrace - Proposed view

Design proposals - Architectural character

APPROACH TO DESIGN
The architecture for both the individual houses within the scheme and the apartment buildings has been informed by the local character of St John's Wood. The influence has been seen in areas of design such as building and facade proportions and proposed combinations of materials. The intention is to complement and enhance the history and heritage of the site in some of the details of both the architecture and the landscape.

Illustrative view showing the garden square with the Riding School shown, right. Illustrative view showing the linear garden with houses on left and apartment buildings on right. Illustrative view showing proposed scheme on Ordnance Hill. Design precedent - Houses on Queen's Grove. Illustration showing proposed approach to apartment buildings. Illustration showing proposed approach to houses within the site. Potential to utilise historical references within the scheme. Illustration showing a proposal for an entrance threshold which could incorporate reference to the site history.
THE ST JOHN'S WOOD SQUARE PROJECT

Landscaping - Initial Proposals

In line with the principles set out for the landscape strategy, initial design work is being undertaken for each of the spaces identified on the above plan.

Key to spaces:
1 - Riding School Square
2 - Garden Square
3 - Public Route
4 - Villas & Front Gardens
5 - Linear Garden
6 - Improvements to Queens Terrace

Early ideas are emerging about how the history and heritage of the site can influence some of the landscape and public spaces.
**THE ST JOHN'S WOOD SQUARE PROJECT**

### Landscaping - Design Concept

**VISION**
- There are four key spaces within the masterplan: the Garden Square, the Linear Gardens, the Riding School Square and the public routes. It is intended that each space will have a different quality, with a clear and strong hierarchy of movement through the site.
- Local Context - the site is also part of the larger Green Belt and Green Belt site.
- Heritage - the history of the site and the building that are not of historical significance, any internal elements of the building that are of historical importance will be retained and restored. Any internal elements of the building that are not of historical significance, such as redundant mechanical and electrical systems, will be removed.
- Design Considerations - the design for the space and the building.

**KEY OPEN SPACES**

<table>
<thead>
<tr>
<th>RIDING SCHOOL SQUARE</th>
<th>THE GARDEN SQUARE</th>
</tr>
</thead>
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<tr>
<td>• Landscape relates to the wider area and link with Crowns Terrace</td>
<td>• Provides visual connection to the wider area</td>
</tr>
<tr>
<td>• Provides a safe place for children to play</td>
<td>• Provides visual amenity space that contributes to a family-friendly community</td>
</tr>
<tr>
<td>• Provides a place for visitors to the site and visitors to the wider area</td>
<td>• Provides a place for residents</td>
</tr>
<tr>
<td>• Provides an opportunity for interesting planting and horticulture</td>
<td>• Provides a visual connection to the wider area and link with Crowns Terrace</td>
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**THE GARDEN SQUARE**
- The priorities for the primary communal space within the scheme are:
- • Have the character of a typical London square
- • Provide meaningful amenity space that contributes to a family-friendly community
- • Provide a safe place for children to play
- • Create an appropriate setting for the Riding School

**LINEAR GARDEN**
- The linear garden is envisaged as one of the more public spaces within the masterplan.
- • Will form the character of a park/residential area
- • Will provide an opportunity for interesting planting and horticulture
- • Will provide visual amenity for residents

**PEDESTRIAN ROUTES & THRESHOLDS**
- The link between Ordnance Hill and Queen's Terrace will be the primary route through the development.
- • Will provide access to the Riding School.
- • It will provide a visual connection to the wider area and link with Crowns Terrace.

**Riding School - Approach to design**

**THE RIDING SCHOOL**
- The Riding School is a celebrated anchor to the history of the site and is presented in the scheme within the setting of a garden square.
- The Riding School will be visible from the main entrance to the development on Ordnance Hill and, together with the garden square, will create the key first impression to the new part of St John's Wood.

**DESIGN APPROACH**
- The principal objectives for the refurbishment and relocation of the Riding School are:
- • To preserve the heritage of the building and provide an exciting and imaginative design that engages with its past.
- • To provide a physical and symbolic focal point for the development.
- • To create an interior space where the beauty of the timber framed roof is preserved.
- • To create an active hub at the heart of the site.
- In order to preserve the heritage of the building, all elements of historical importance will be retained and restored. Any internal elements of the building that are of historical significance, such as redundant mechanical and electrical systems, will be removed.

**DESIGN APPROACH AND PRINCIPLES**

**DESIGN PRECEDENTS**

*Precedent Image: Babington House, Somerset.*
PROPOSED PLAN

The new proposals for the Riding School include:

- Central concierge and reception facilities for the whole site
- Lobby area
- Private rooms for business meetings
- Indoor swimming pool
- Health Club including gymnasium and spa facilities
- A new West Pavilion swimming pool entrance and changing facilities

PROPOSED ELEVATION

The existing external walls of the Riding School are to be retained. Subject to testing, the current proposal is to remove the existing pebbledash render to reveal the original brickwork below. This proposal will depend on whether or not the removal of the render will damage the brickwork behind and that the quality and appearance of the existing brickwork is acceptable. If exposing the original brickwork is not feasible, a lime render option is also being considered.
PROPOSED SKETCH VIEWS

A sensitive approach will be taken to the refurbishment of the Riding School interior.

The distinctive combination of the unpainted timber trusses, the white painted walls and black painted battered timber panelling will be retained and restored. New lightweight and glazed elements will allow the existing structure to take prominence.

New elements and alterations will be designed in collaboration with heritage experts.
THE ST JOHN’S WOOD SQUARE PROJECT

Sustainability

KEY ENVIRONMENTAL ISSUES

Sustainability considerations will be integral to the design of all aspects of the scheme. Some of the key features currently being considered are:

Energy & Co2 Emissions - Passive design measures will be adopted, such as efficient built form and high levels of insulation and airtightness. Active energy efficient systems will also be integrated into the design.

Waste - Waste sent to landfill will be minimised during the buildings’ construction and operation through the development and implementation of a Site Waste Management Plan.

Water - The consumption of potable water will be minimised through the adoption of low water use fixtures and fittings, and irrigation strategy (including greywater recycling and rainwater recycling). Surface water run-off storage and attenuation measures and will be adopted to reduce the discharge of rainfall run-off to public sewers and watercourses.

Sustainable Transport - Adequate dedicated cycle storage spaces will be provided and a green travel plan will be developed to encourage the use of alternative means of transport to the development other than the private car.

Pollution - Insulating materials with low global warming potential will be specified.

Ecology & Land Use - The proposed design, in particular the landscape design, aims to enhance the existing site.

Construction - The use of construction materials with a low environmental impact over the full life cycle of the buildings will be used, wherever feasible.

Code for Sustainable Homes - Is the national standard for the sustainable design and construction of new homes, which aims to promote higher standards of sustainable design above minimum standards set out in current building regulations. Level 4 will be achieved across the site, except for 5 units on Queen’s Terrace, where level 5 will be achieved.
The St John's Wood Square Project

Access & Parking

ACCESS & PARKING PROPOSALS

The approach to access and parking is to minimise the impact of vehicular traffic both within the site and in neighbouring streets. The proposals include:

• Primary vehicular access from Ordnance Hill
• A drop-off area provided within the site
• Resident and visitor parking provided at lower ground level, with additional visitor parking provided at street level
• New residents of the site to be excluded from the existing Controlled Parking Zone (CPZ)
• New private CPZ to be created within the site
• All residents will have access to on-site car and cycle parking
• Service vehicles will be able to access lower ground levels

Key:
- Pedestrian routes
- Vehicular routes

1 - Access to underground parking for Queen's Terrace residential units
2 - Public pedestrian access from Queen's Terrace to Ordnance Hill
3 - Resident pedestrian access
4 - Drop off area
5 - Main access to site
6 - Ramp access to underground residential parking
7 - Resident access
8 - Drop off
B : STAGE 2 CONSULTATION MATERIAL
30th June 2014

Dear Neighbour

The St John’s Wood Square Project

On behalf of the owner of the former St John’s Wood Barracks and Numbers 1-7 Queen’s Terrace I would like to advise you of a further series of exhibitions which will take place between 9th and 15th July 2014 and which will provide additional details of our development proposals for this site.

These proposals have been informed by feedback received from local residents who attended the first series of events in June.

The attached card contains details of the planned events to which you will be made most welcome.

In the meantime, should you have any questions, please contact us by calling us on 0800 157 7400 or by email to info@stjohnswoodsquare.com.

Yours sincerely,

Jamie Buchan

Craigewan Ltd
(Development Managers for The St John’s Wood Square Project)
30th June 2014

Dear Neighbour

The St John’s Wood Square Project

I wanted to thank you for taking the time to attend The St John’s Wood Square Project briefings which were held in June.

A number of comments were received from residents during the initial briefings which have further informed our proposals. As a consequence we have arranged a series of supplementary exhibitions which will take place between 9th and 15th July 2014.

Please refer to the attached card for details of these events, to which you will be made most welcome.

In the meantime, should you have any questions, please contact us by calling us on 0800 157 7400 or by email to info@stjohnswoodsquare.com.

Yours sincerely,

Jamie Buchan

Craigewan Ltd
(Development Managers for The St John’s Wood Square Project)
THE ST. JOHN’S WOOD SQUARE PROJECT

You are invited to the second public exhibition and presentation to view the design proposals for the redevelopment of the former St John’s Wood Barracks and No.’s 1-7 Queen’s Terrace.

Exhibition Dates & Times

Wednesday 9th July 2014, 2.00pm-6.30pm
Thursday 10th July 2014, 2.00pm-7.00pm
Saturday 12th July 2014, 10.00am-3.00pm

Address: 7 Queen’s Terrace
St John’s Wood, NW8 6DX

Presentation

Tuesday 15th July 2014, 7.00pm-9.00pm

Address: The Riding School, St John’s Wood Barracks
( entrance from Ordnance Hill )

Please let us know if you would like to attend the presentation by contacting us on:

Email. info@stjohnswoodsquare.com
Website. www.thestjohnswoodsquareproject.com
Phone. 0800 1577400
THE ST. JOHN’S WOOD SQUARE PROJECT

We are pleased to invite you to the second exhibition and presentation to view the design proposals for the redevelopment of the former St John’s Wood Barracks and Numbers 1-7 Queen’s Terrace, NW8.
THE ST. JOHN’S WOOD SQUARE PROJECT

The second exhibition and presentation of our proposals will be held as follows:

Exhibition

**Wednesday 9th July 2014, 2.00pm-7.00pm**
**Thursday 10th July 2014, 2.00pm-7.00pm**
**Saturday 12th July 2014, 10.00am-3.00pm**

Address: 7 Queens Terrace
St John's Wood, NW8 6DX

Presentation

**Tuesday 15th July 2014, 7.00pm-9.00pm**

Address: The Riding School, St John’s Wood Barracks
(entrance from Ordnance Hill)

Please let us know if you would like to attend the presentation by contacting us on the details below.

Contact

Email. info@stjohnswoodsquare.com
Website. thestjohnswoodsquareproject.com
Phone. 0800 157 7400

Exhibition Venue:
7 Queens Terrace,
St John’s Wood, NW8 6DX
9th, 10th, 12th July

Presentation Venue:
The Riding School
(enter from Ordnance Hill)
15th July
**FEEDBACK ON THE PROPOSALS**

We would like your views on the proposals and would be grateful if you could take the time to answer the following questions. Please speak to a member of the project team if you have any queries.

Please indicate your level of support or otherwise for the following questions:

<table>
<thead>
<tr>
<th>Q1</th>
<th>The vision for the St John's Wood Square Project is to create a scheme which is family oriented and reflects the character of the St John's Wood area. Do you agree with the overall approach of the masterplan?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly agree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q2</th>
<th>A mix of new houses, villas and apartment buildings are proposed, which will be in keeping with the context of St John's Wood. Do you agree with the general arrangement of buildings and massing across the site?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Strongly agree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Q3</th>
<th>The proposals include the retention and refurbishment of the listed Riding School building. Do you agree with the proposals for the Riding School?</th>
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<tbody>
<tr>
<td></td>
<td>Strongly agree</td>
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<table>
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<tr>
<th>Q4</th>
<th>A new garden square is proposed at the heart of the development to provide an enhanced setting for the Riding School and pedestrian route through the site. Do you agree with this approach?</th>
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<tr>
<td></td>
<td>Strongly agree</td>
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<table>
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<tr>
<th>Q5</th>
<th>The proposals include the refurbishment of Numbers 1-7 Queen's Terrace to provide affordable residential units on the upper floors and retail at ground floor. Do you agree with this proposal?</th>
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</table>
Q7  Parking for residents of and visitors to the development will be provided at basement level, with additional visitor parking at street level to minimise the impact on neighbouring streets. Do you agree with this proposal?

☐ Strongly agree  ☐ Agree  ☐ Neutral  ☐ Disagree  ☐ Strongly disagree

Q8  It is the intention to celebrate the heritage of the site in the new scheme and initial ideas are beginning to change. Do you have any suggestions for ways this could be incorporated?

________________________________________________________________________

________________________________________________________________________

Q9  More details will become available regarding the construction process as the project progresses. Do you have any concerns about the construction period or points that should be considered when planning the construction process?

________________________________________________________________________

________________________________________________________________________

Are there any aspects of the scheme you particularly like?

________________________________________________________________________

________________________________________________________________________

Are there any aspects you think need further attention or development?

________________________________________________________________________

________________________________________________________________________

Do you have any general comments or suggestions?

________________________________________________________________________

________________________________________________________________________
INTRODUCTION TO THE PROJECT

The St John’s Wood Square Project relates to the development of the former St John’s Wood Barracks together with numbers 1-7 Queen’s Terrace.

The 2.2 hectare site is located in the heart of St John’s Wood between Finchley Road to the west and Primrose Hill to the east and is on the edge of the St John’s Wood Conservation Area.

In May 2011, planning permission was granted by Westminster City Council for a residential scheme. Since that time, St John’s Wood Square Limited has acquired the site and, following a review of the consented scheme, is now considering the lodgement of a revised planning application to reflect it’s vision.

OWNERSHIP

St John’s Wood Square (SJWS) Ltd is the owner of the site.

PROJECT TEAM

Squire & Partners are the executive architect for the site and will be preparing the planning application along with the support of a wider consultant team.

Wilkinson Eyre Architects are the architects for the Riding School design proposals.

Craigewan is the Development Manager acting on behalf of SJWS.

Soundings will be carrying out community consultation for the project.

THIS EXHIBITION

Welcome to the public exhibition on the design proposals for The St John’s Wood Square Project.

The information in this exhibition explains the history of the project and introduces the initial design approach and concept proposals.

Members of the project team are present and will be happy to answer any questions you may have. If you would like to leave feedback on the proposals, please fill out our feedback forms, which are available at this event.

Owner of the site.

Executive architect.

Architects.

Development Manager.

Community consultation.

Exhibition.

Welcome.

Design proposals.

History.

Initial design approach.

Concept proposals.

Feedback forms.

Available at event.

Please.

Any questions.

Leave feedback.

Available.

Feedback forms.

Event.

History.

Initial design approach.

Concept proposals.

Feedback forms.

Available at event.

Leave feedback.

Available.

Feedback forms.

Event.

History.

Initial design approach.

Concept proposals.

Feedback forms.

Available at event.
THE ST JOHN’S WOOD SQUARE PROJECT

Consultation Feedback

PREVIOUS CONSULTATION

The initial designs for the site were presented in early June. Following this, the project team have reviewed and progressed the proposals to provide more detailed information on the scheme and some of the key topics raised.

FEEDBACK SUMMARY

146 local people attended the consultation events in June to view and discuss the design proposals with the project team. In addition to these conversations, feedback forms were used to record views on different aspects of the scheme. 22 feedback forms were returned in total.

The feedback showed that there was generally a positive response to the scheme and the new approach was well received and considered to be an improvement on the previously consented scheme.

The following points provide a summary of the key topics raised at the events:

• Proposals for Riding School were generally well received
• The introduction of a garden square was considered to be a significant improvement
• Initial approach to landscaping was well received
• Questions raised over type of retail that will be provided on Queen’s Terrace
• The public route was generally considered a positive feature, but some questions were raised regarding possible security issues
• There were some concerns about views from Queen’s Grove
• Some concerns were raised regarding parking management
• Many people sought clarification on the impact of demolition and construction on the local area
**THE ST JOHN’S WOOD SQUARE PROJECT**

**Design vision and approach**

**VISION**
To create a living community for families which will add value to, and be part of, St John’s Wood through:
- Creating a place where families choose to live
- Improving the public realm for the enjoyment of all
- Celebrating and commensurate with the heritage of St John’s Wood Barracks

**DESIGN APPROACH**
Location is a city of garden squares, and it is the particular characteristics, which distinguish it from similar cities throughout the world. The development of London to the west of the city from the 17th to 19th centuries was principally carried out by the Great Estates, who created garden squares at the heart of their new developments.

The proposed scheme is predominantly designed to create an entrance pavilion for the Riding School to provide leisure use and internal access points. Proposed vehicular access to site:
- Entrance square at the Riding School
- Queen’s Terrace
- Ordnance Hill

**DESIGN APPROACH AND PRINCIPLES**

**1. Consented scheme**
**2. Refurbishment of exhibition 1**
**3. New square as setting for the Riding School**
**4. Linear garden**
**5. New square as setting for the Riding School**
**6. New town houses**
**7. Houses and smaller flats on Ordnance Hill**

**UNDERSTANDING THE AREA – SITE CONSTRAINTS**

**PROPOSED MASTERPLAN**

**PROPOSED SCHEME**
The proposed scheme is predominantly residential and consists of a mix of apartment blocks and houses. Proposals for the site include:
- 70 new residential units comprising of 17 apartment blocks and 16 individual houses
- Refurbishment of the northern part of Queen’s Terrace to provide road access at ground floor and apartments on the upper floors
- Better ground accommodation for ancillary use, leisure and parking
- Refurbishment of the existing Riding School to provide leisure use
- Garden Square for residential purposes, 75m x 50m
- Entrance square at the Riding School for vehicular drop off and access
- Public right of way connecting Queen’s Terrace and Ordnance Hill past the Riding School and Garden Square

**PROPOSED ACCESS**

The proposed scheme seeks to be in keeping with the local area and responds to the scale of the surrounding context, with lower buildings along Ordnance Hill, rising towards Queen’s Terrace.

Revisions have been made to the upper floors of some buildings following comments at the previous consultation events, and where possible, roofs have been set back to reduce the impact of certain buildings from key views.

**HEIGHT AND MASSING**

**Design proposals - Overview**
THE ST JOHN’S WOOD SQUARE PROJECT

Design proposals - Architectural character

APPROACH TO DESIGN
The architecture for both the individual houses within the scheme and the apartment buildings has been informed by the local character of St John’s Wood. This has influenced areas of design such as building and facade proportions and proposed combinations of materials.

The intention is to complement and enhance this through using references to the heritage and history of the site in some of the details of both the architecture and the landscape.

APARTMENT TYPOLOGIES

TOWN HOUSE TYPOLOGY

VILLA TYPOLOGY

The St John’s Wood Square Project  | Statement of Community Involvement

Riding School - Design proposals

THE RIDING SCHOOL
The Riding School is a celebrated anchor to the history of the site and is presented to the scheme within the setting of a garden square. The Riding School will be visible from the main entrance to the development on Ordnance Hill and, together with the garden square, will create the key first impression to this new part of St John’s Wood.

DESIGN APPROACH
The principal objectives for the refurbishment and restoration of the Riding School are:

- To preserve the heritage of the building and provide an imaginative design that engages with its past
- To provide a physical and symbolic focal point for the development
- To create an interior space where the beauty of the timber-framed roof is preserved
- To create an active hub at the heart of the site

PROPOSED USE
The new proposals for the Riding School include:

- Central concierge and reception facilities for the whole site
- Lobby area
- Private rooms for business meetings
- Indoor swimming pool
- Spa
- A West Pavilion swimming pool entrance and changing facilities
- Public access to the Riding School will be retained as per the previous consent

A sensitive approach will be taken to the refurbishment of the Riding School interior. New elements and alterations will be designed in collaboration with heritage experts.

FACADE TREATMENT
The existing external walls of the Riding School are to be retained. Subject to testing, the current proposal is to remove the existing pebbledash render to reveal the original brickwork below. This proposal will depend on whether or not the removal of the render will damage the brickwork behind and if the quality and appearance of the existing brickwork is acceptable. If removing the render is not feasible, a lime render option is also being considered.

PROPOSED INTERIOR VIEWS
THE ST JOHN'S WOOD SQUARE PROJECT

Design proposals - Illustrative views

View 1 - Proposed view from Kingsmill Terrace
View 2 - Proposed view from Norfolk Road
View 3 - Proposed view from Acacia Place
View 4 - Proposed view of Queen's Terrace from Queen's Grove

View 5 - Proposed view of Finchley Road (proposed improvements to Queen's Terrace omitted)
View 6 - Proposed view of Queen's Terrace (proposed improvements to Queen's Terrace omitted)
Heritage

CELEBRATING THE RICH HERITAGE OF THE FORMER BARRACKS

Heritage is an important consideration for the redevelopment of the former St John’s Wood Barracks. A Heritage Initiatives Group will be formed in order to ensure the history of the site will be celebrated in the new development.

Currently, it is proposed that heritage will be celebrated through various design aspects, including:

Paving - Interpretations of the site’s history may be used to inspire design details to serve as a permanent reminder of the occupation of the site and the day the horses left the Barracks in 2012 for the last time.

Railings - Railings along the garden square will be used to create a contemporary London Square feeling that frames the space. The design detail of these railings and other metalwork such as balconies, could be inspired by the site’s history and will aim to create a link between the history of the site, architecture and landscape.

Entrances - May form a platform upon which to celebrate the heritage of the site on arrival.

Art and sculpture - Art and sculpture will be used to create a sense of place, with larger pieces being particularly prominent, giving the proposal a strong identity within the neighbourhood. Some of the art may therefore relate to the history of the site. A site wide art strategy will be developed.
THE ST JOHN'S WOOD SQUARE PROJECT

Landscaping - Design Concept

VISION

There are four key spaces within the masterplan: the Garden Square, the Linear Gardens, the Riding School Square and the public routes. It is intended that each space will have different qualities, with a clear identity and function.

1 - Garden Square - The priorities for the primary residents’ communal space within the scheme comprise of:
• Identifying with the character of a typical London Square
• Providing a meaningful amenity space that contributes to a family orientated community
• Providing a safe place for children to play
• Creating an appropriate setting for the Riding School

2 - Linear Garden - The linear garden is envisaged as one of the more private spaces within the masterplan and will:
• Have the character of a quiet residential street
• Provide an opportunity for interesting planting and trees
• Provide visual amenity for residents

3 - Riding School Square - This square will be the arrival point for visitors to the site and should:
• Provide a welcoming setting for residents and visitors
• Provide a visual connection to the wider area and link with Ordnance Hill

4 - Pedestrian routes & thresholds -
• The link between Ordnance Hill and Queen’s Terrace will be the primary route through the development
• It will provide access to the Riding School
• It will be predominantly pedestrian and publicly accessible

Landscaping will also play an important role on Ordnance Hill, through the introduction of front gardens, and on Queen’s Terrace through possible public realm improvements.
**THE ST JOHN’S WOOD SQUARE PROJECT**

**Landscaping - Key Spaces**

**KEY SPACES**
Landscaped areas within the masterplan are:

1 - Riding School Square  
2 - Garden Square  
3 - Public Route  
4 - Villas & front gardens  
5 - Linear Garden  
6 - Improvements to Queen’s Terrace  
7 - Sanctuary garden

**SANCTUARY GARDEN**
St John’s Wood Square Ltd have recently acquired an additional piece of land. It is proposed this space will be a sanctuary garden. The space will serve as an area for quiet reflection, additionally providing a buffer zone between the proposed Riding School entrance square and the properties on Queen’s Grove.
Landscaping - Ordnance Hill

ORDNANCE HILL

Ordnance Hill front gardens will be the main connection between the proposed development and its wider landscape setting.

The proposal for the townhouse front gardens is for low walls and piers along the edge of the street with planting set behind the walls. The planting will be unique for each property to provide variety and character to the streetscape and will include hedges, feature trees and shrubs, that will create filtered views to the small lightwells. The walls will terrace along the slope of Ordnance Hill with each property and have a pier either side of entrances and at property boundaries.

The street will be enhanced through additional street tree planting of traditional London street tree species. The tree species choices will blend with the surrounding area, blending the edges of the development into the surroundings.
Landscaping - Queen’s Terrace

QUEEN’S TERRACE

As part of the scheme, it is proposed that improvements will be made to some of the existing streets on the edges of the site.

An area of Queen’s Terrace, which currently serves as a parking area for local residents, has been identified as an area which might benefit from landscape improvements to the street scene.

This area is outside the boundary of the site, however St John’s Wood Square Ltd have an aspiration to provide these improvements as part of their commitment to the wider area, should they receive planning consent.

The proposed improvements will seek to benefit existing and new residents and the improvements will not effect the number of parking spaces currently provided on Queen’s Terrace.

View 1 - Illustrative view of Queen’s Terrace public realm improvements

View 2 - Illustrative view of Queen’s Terrace planting detail

Planting precedents
The approach to access and parking is to minimise the impact of vehicular traffic both within the site and in neighbouring streets. The proposals for access include:

- Primary vehicular access from Ordnance Hill
- Secondary access to parking for affordable units from Queen’s Terrace
- Drop-off area provided within the site
- Public pedestrian route from Queen’s Terrace to Ordnance Hill
- Service vehicles will be able to access lower ground levels

The proposals for parking include:

- All residents will have access to on-site car and cycle parking
- 144 private residential parking spaces provided below ground
- 20 affordable parking spaces provided below ground
- New residents within the site to be excluded from the existing Controlled Parking Zone (CPZ)
- A new private CPZ will be created within the site and managed by on-site staff
- 16 spaces in the CPZ will be available to visitors (comparable to 16 visitor spaces in consented scheme)
- 9 additional spaces will be available to on-site management and service vehicles (comparable to the consented scheme)

Key:

- Pedestrian routes
- Vehicular routes

1. Access to underground parking for Queen’s Terrace residential units
2. Public pedestrian access from Queen’s Terrace to Ordnance Hill
3. Resident pedestrian access
4. Drop-off area
5. Main access to site
6. Ramp access to underground residential parking
7. Resident access
8. Drop-off
Considerate Construction Management

**CONSTRUCTION MANAGEMENT**

Strategies to mitigate potential disruption generated during the demolition and construction phases have been developed with consideration of local residents and neighbours whilst maintaining a safe, sustainable and efficient construction methodology. Strategies include:

- Direct communication channels for local residents
- Clear management of construction traffic
- Management of noise and vibration
- Dust and dirt control, e.g. water spray solutions to supress dirt and wheel wash facilities

Pending planning permission, it is anticipated that the development would be built over a 3.5 - 4 year time period. It is expected demolition will take approximately 5 months.

**CONSTRUCTION TRAFFIC**

Initial access to the site will be via the existing entrance gates situated on Ordnance Hill.

After demolition of the residential block on Queens Terrace, vehicular access will become available from the west side of the site, allowing quicker access to the A41 and reducing construction traffic flows to the main entrance.

**HOURS OF WORK**

Prior to the commencement of works on site, the contractor will agree working methods and hours with the council.

**COMMUNICATION**

Liaison with local residents is to be achieved through direct channels by employing a Community Liaison Officer to provide additional information regarding upcoming construction works.

A liaison group, made up of neighbours and stakeholders near to the site, will be established to provide a forum for concerns during the construction period to be discussed and addressed on a regular basis.

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**THE ST JOHN’S WOOD SQUARE PROJECT**

**Considerate Construction Management**

<table>
<thead>
<tr>
<th></th>
<th>Year 1 (2015)</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4 (2019)</th>
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<tbody>
<tr>
<td>Enabling (3 months)</td>
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<tr>
<td>Demolition (5 months)</td>
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<td>Basement Works (23 months)</td>
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<td>Shell &amp; Core (13 months)</td>
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<td>Fit Out (22 months)</td>
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Overall duration approximately 3.5 to 4 years - timescales are indicative only

**Enabling works** - this will be mainly site preparation, including maintenance and protection works to the Riding School

**Demolition** - this will be the demolition of existing buildings excluding the Riding School and the retained facade on Queen’s Terrace

**Basement works** - this will include excavation and construction up to ground floor level

**Shell & core** - construction of structure, facade and base infrastructure

**Fit out** - internal fit out of the scheme

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