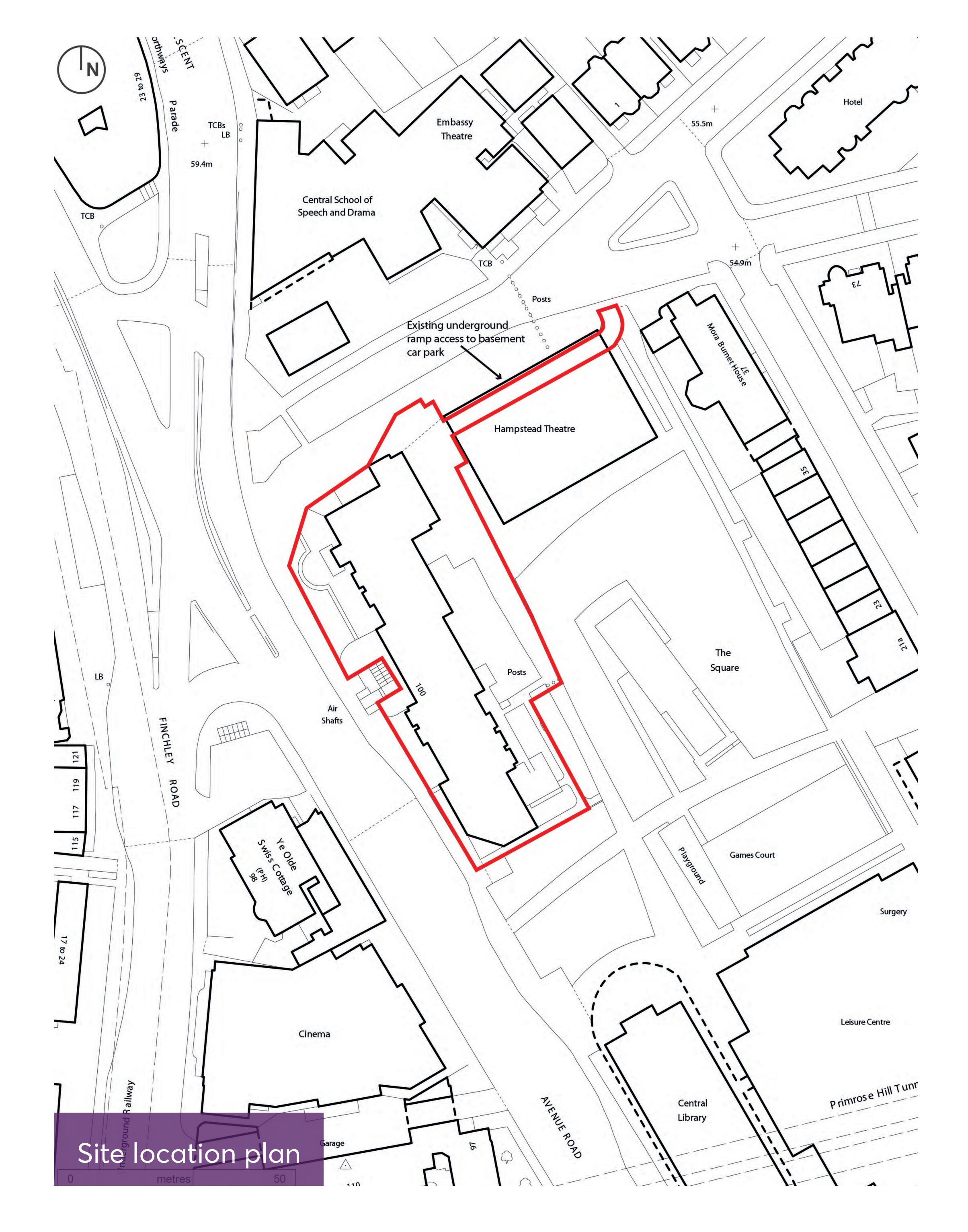
100 Avenue Road RFGAL'S PLANS FOR 100 AVFNUF ROAD

REGAL



WHAT WE ARE CHANGING?

Thank you for visiting Regal's public exhibition, displaying our plans to bring forward the development of 100 Avenue Road with new homes, commercial and community spaces.

Regal purchased the site from Essential Living in March 2024. Whilst we are planning to bring forward the site largely in line with the existing planning permission, we are now looking to showcase our initial thoughts for the minor amendments we are proposing to make.

This exhibition is an opportunity to explore our proposed changes to the existing planning permission and provide your feedback on our plans for the site.

Complete our feedback form using this QR code.

Members of the project team are on hand should you have any questions.



PUTTING PEOPLE AND PLACE AT THE HEART OF OUR PROJECTS

We are a Camden-based, residential-led mixeduse developer with over 25 years' of experience of creating beautiful homes that enhance communities. Our offices are located off Fairhazel Gardens near Swiss Cottage station.

We have a strong track record of development in Camden, with two significant projects completed (over 130 homes) in the last 10 years. We also have a number of completed schemes across the City, including in Wembley, Hackney and Aldgate that we have delivered as both developer and construction contractor. Most recently we submitted proposals for 100 and 100a Chalk Farm Road, close to the historic Roundhouse, for new student accommodation and a new site in Jamestown Road.

We are also contractors, and plan to build out this site.

To find out more about Regal, please visit our website: www.regal.co.uk



BETTER OUTCOMES FOR PEOPLE

Our impact goes further than our red line. We work with partners and collaborators to create value greater than the sum of our parts. In keeping with our own entrepreneurial spirit, we particularly work with groups providing support for young people and those wanting to further their own careers.





CREATING GREEN PLACES

Our projects are biodiverse, with plants and trees chosen to encourage local wildlife. We know that plants, flowers and green spaces have a real impact on people's happiness and wellbeing too, making it even more important that we enhance our natural environment.



AWARD WINNING DESIGN

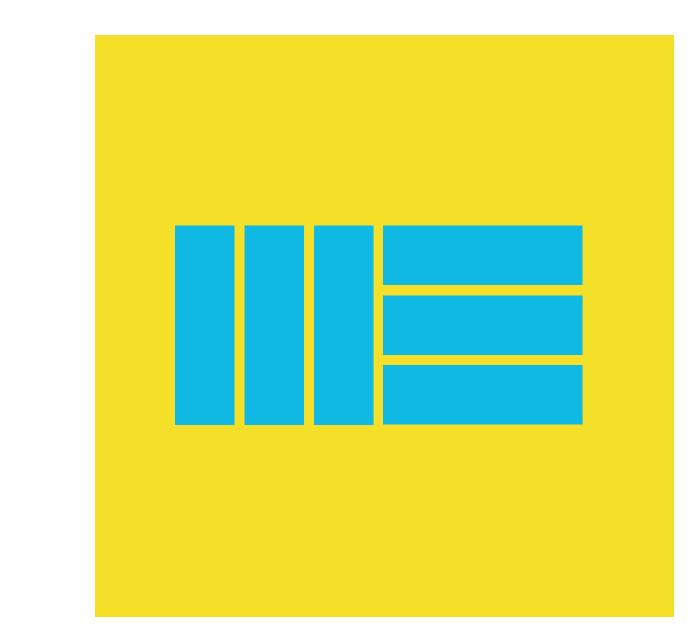
Our buildings and spaces enhance local neighbourhoods through bespoke design and award-winning architecture.

Our leading approach to design has been recognised through multiple award wins, including:









REGAL



turkingtonmartin

100 Avenue Road REGAL'S PLANS FOR 100 AVENUE ROAD

REGAL

THE EXISTING SITE AND PLANNING PERMISSION

The 2016 Planning Permission

Essential Living, a build to rent developer, were granted planning permission in 2016 at appeal for the site's redevelopment which included:

- 184 apartments for long-term rental in a building ranging from 5 to 24 storeys
- 54 Discount Market Rent homes, that would be managed by Essential Living
- Up to 1,041sqm of flexible retail, commercial or restaurant space
- Up to 1,350sqm of community space
- Basement cycle and disabled parking as well as servicing
- Landscaping and access improvements

The planning permission was implemented after Essential Living completed basement works, before stalling the remainder of the development.

Basement

With the basement works already completed by Essential Living, we are not proposing to make any changes to this aspect of the development.

It will continue to deliver the majority of servicing for the development – including small service deliveries for the residential and commercial spaces – as well as disabled and cycle parking spaces.



WHAT HAS CHANGED?

Since Regal purchased the site from Essential Living in March 2024, we have been keen to improve the proposals for the site and ensure the development.

Whilst we do plan to bring forward the site largely in line with the existing planning permission, we do need to make some minor changes, including adding a second staircase to meet latest fire safety legislation that has changed since the permission was granted.

Externally we wish to make some minor changes to the exterior façade and to landscaping, bringing it more in line to the local area and creating an attractive building face that reflects its local surroundings.

Unlike Essential Living's proposals which provided 'Discount Market Rent' homes to be managed by the developer, we will be bringing forward homes for sale and affordable housing to be managed by a housing association.

We are still reviewing what other minor changes we may need to make with our design team and the planning department in Camden.

Some of these potential changes relate to our energy, parking and servicing strategies.

We are also reviewing how we will be managing the construction phase.
This review process will culminate in a Construction Management Plan that is in line with the plan previously produced by Essential Living, which was subsequently approved.

Further information on any additional changes we propose to make will be available at our second stage of consultation in the early Autumn.

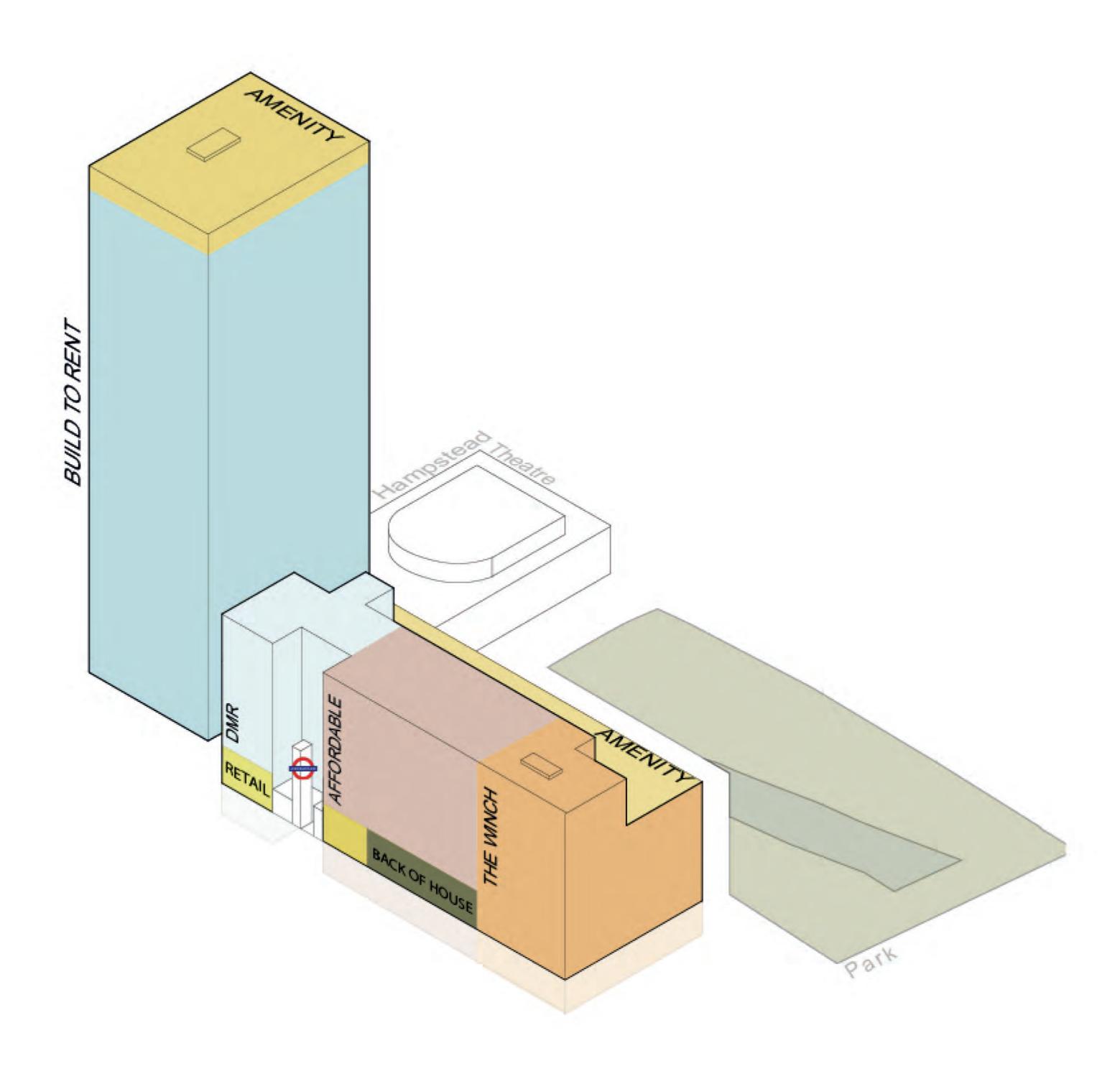


WHAT WE ARE CHANGING:

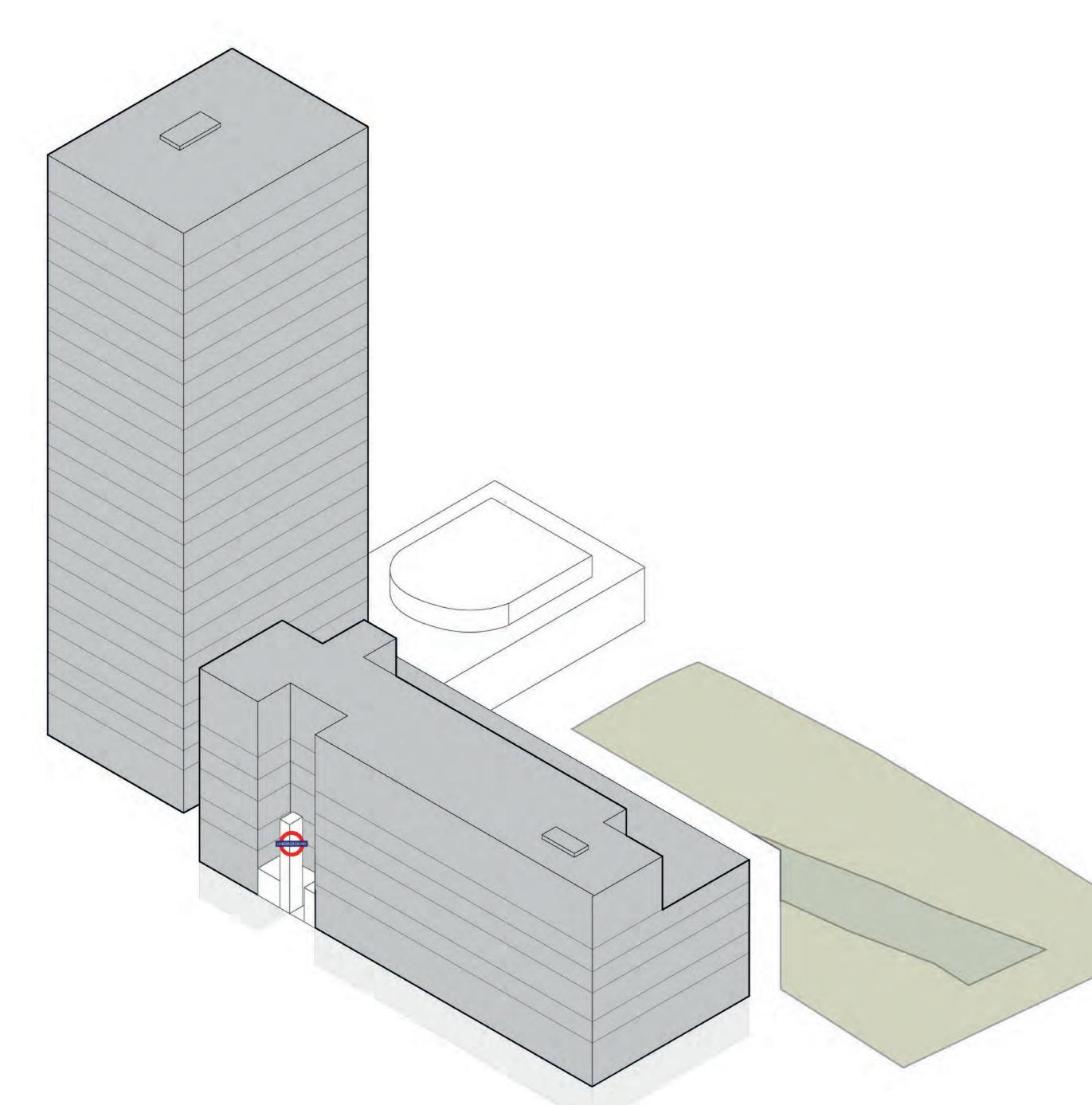
- Type of residential we are proposing homes for sale, not for rent with traditional affordable housing to be managed by a housing association
- Internal configuration inclusion of second staircase to bring the development up to current fire safety regulations
- Internal configuration changes to floorto-floor heights to be reduced allowing for the addition of three storeys of internal accommodation. This will not change the consented height or compromise space standards
- 210 new homes an increase from the previous consent
- Commercial areas rearranged into a single level plus mezzanine to improve the spaces available
- Landscaping throughout the development
- Materials and façade treatment

WHAT WE ARE NOT CHANGING:

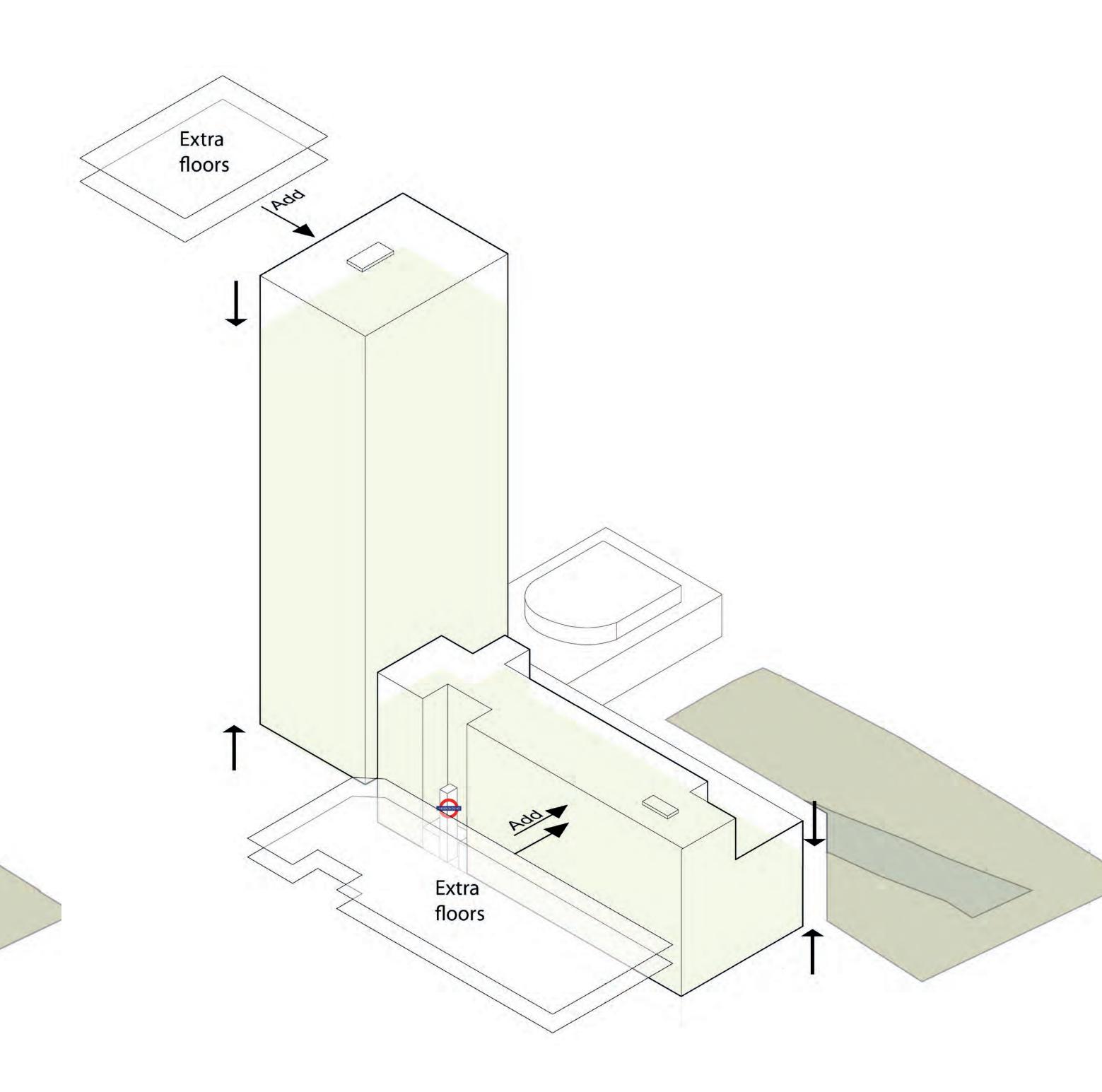
- The overall approach to the position, height and width of the buildings – these will remain in-line with the existing planning permission
- Our commitment to The Winch for the provision of community space
- The overall approach to construction.
 We are committed to delivering the scheme to the previously agreed Construction
 Management Plan and involve the community through a new Community
 Liaison Group
- The servicing and access arrangements



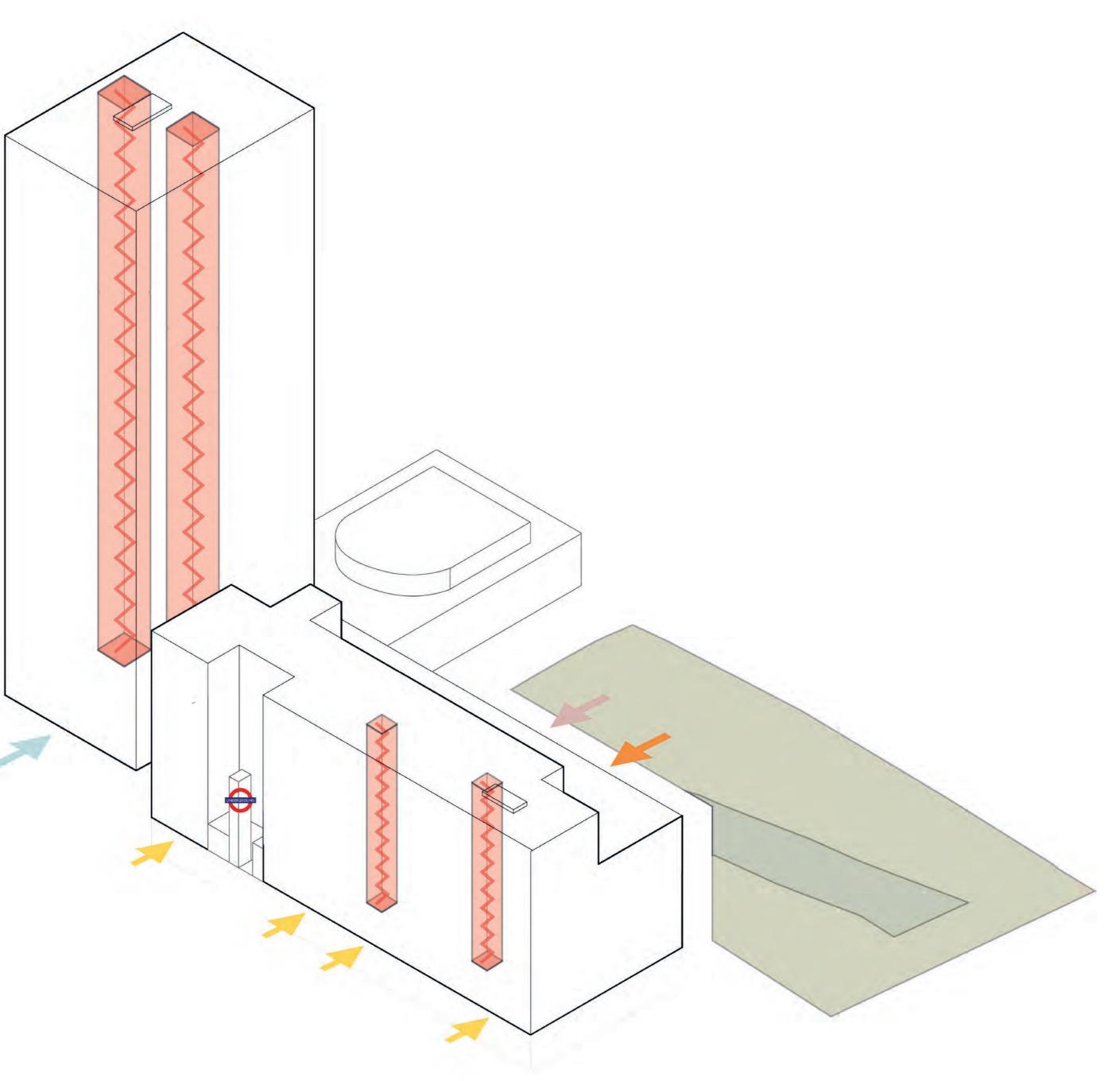




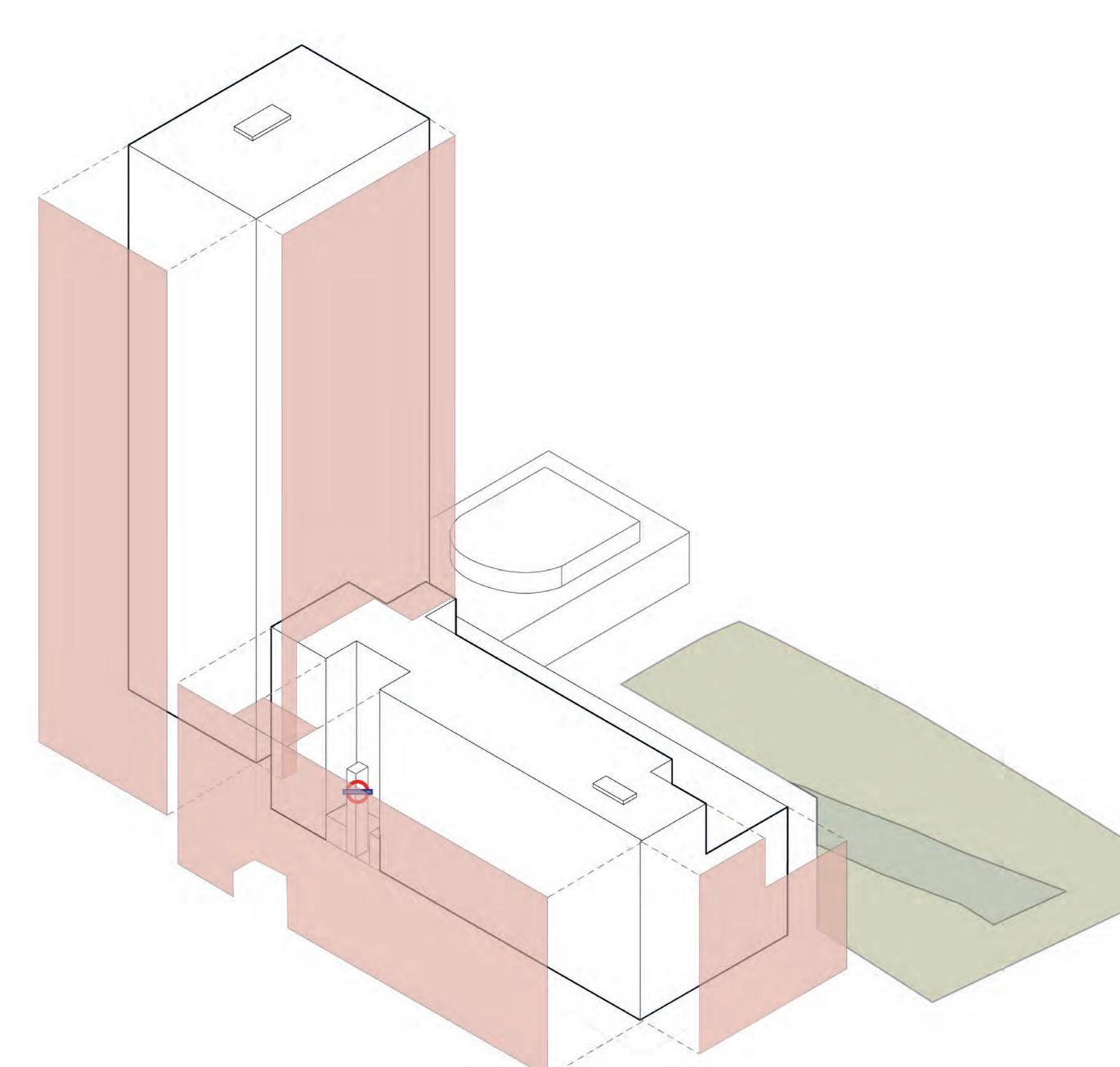
2. Approved Massing Envelope



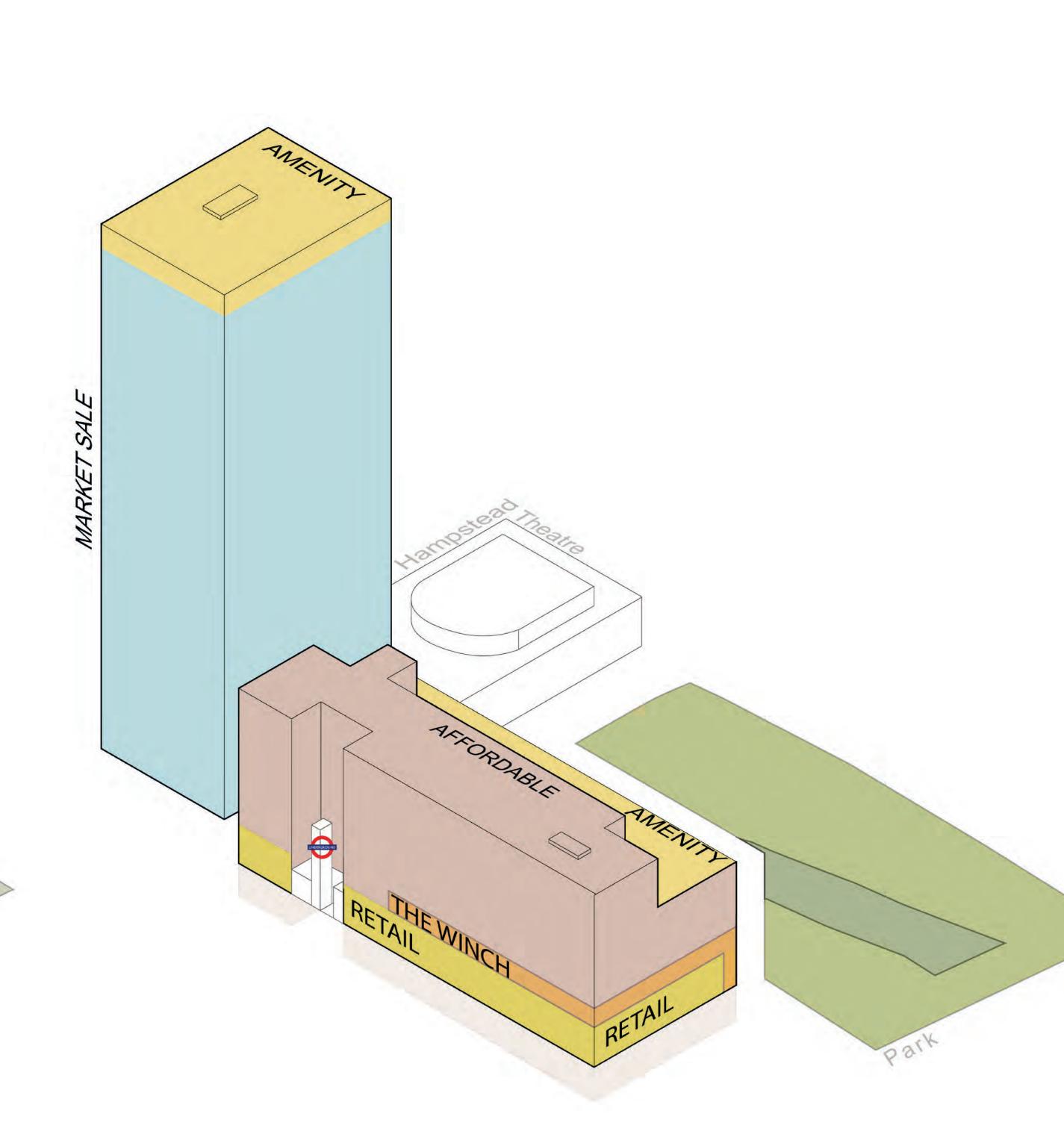
3. Improved Floor to Floor Efficiencies



4. Layout Rationalisation & Second Cores



5. Review of Facade Design



6. Emerging Design Concept

100 Avenue Road REGAL'S PLANS FOR 100 AVENUE ROAD

REGAL

WE WANT TO KNOW YOUR THOUGHTS

We are keen to understand your thoughts on the public spaces within the development, including the commercial frontages, landscaping, servicing and open space.

We would also like to understand how you currently use the space and whether you feel safe in the open spaces surrounding the site.

Here are some of our thoughts on the proposed ground floor strategy and landscaping improvements.



MATERIALS AND FAÇADE TREATMENT

We are looking at how we can change the materials of the façade to improve their visual appearance in the area. Below are some thoughts on the materials and façade treatments we are exploring:



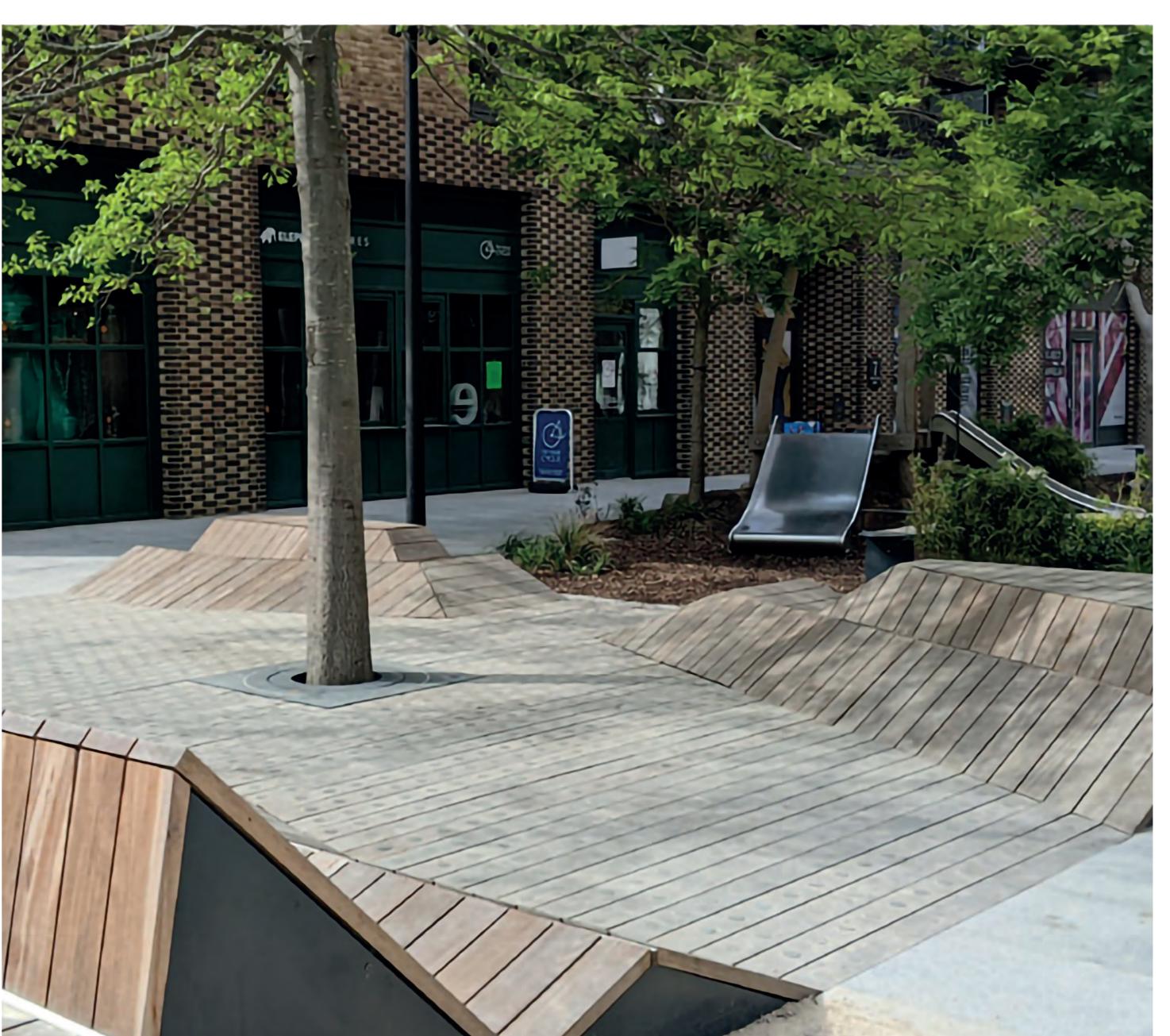




OPEN SPACE AND LANDSCAPING

The site benefits from the provision of green open spaces within reasonable walking distance that provide a range of activities and uses. Our proposals intend to add to this, by providing a range of amenity and landscaping options. The Lower Block terraces can provide all 0–4 year old play provision and some 5-11 years play provision. The Winch open space could be used by residents outside of open times, subject to further agreement.











100 Avenue Road REGAL'S PLANS FOR 100 AVENUE ROAD

ACCESS

We will retain the same access into and out of the basement as the site's previous use and the existing planning permission, taking the form of a ramp from Eton Avenue down into car park and servicing area. This access will be two-way and allow for entrance and exit on Eton Avenue from the eastern edge of the Hampstead Theatre.

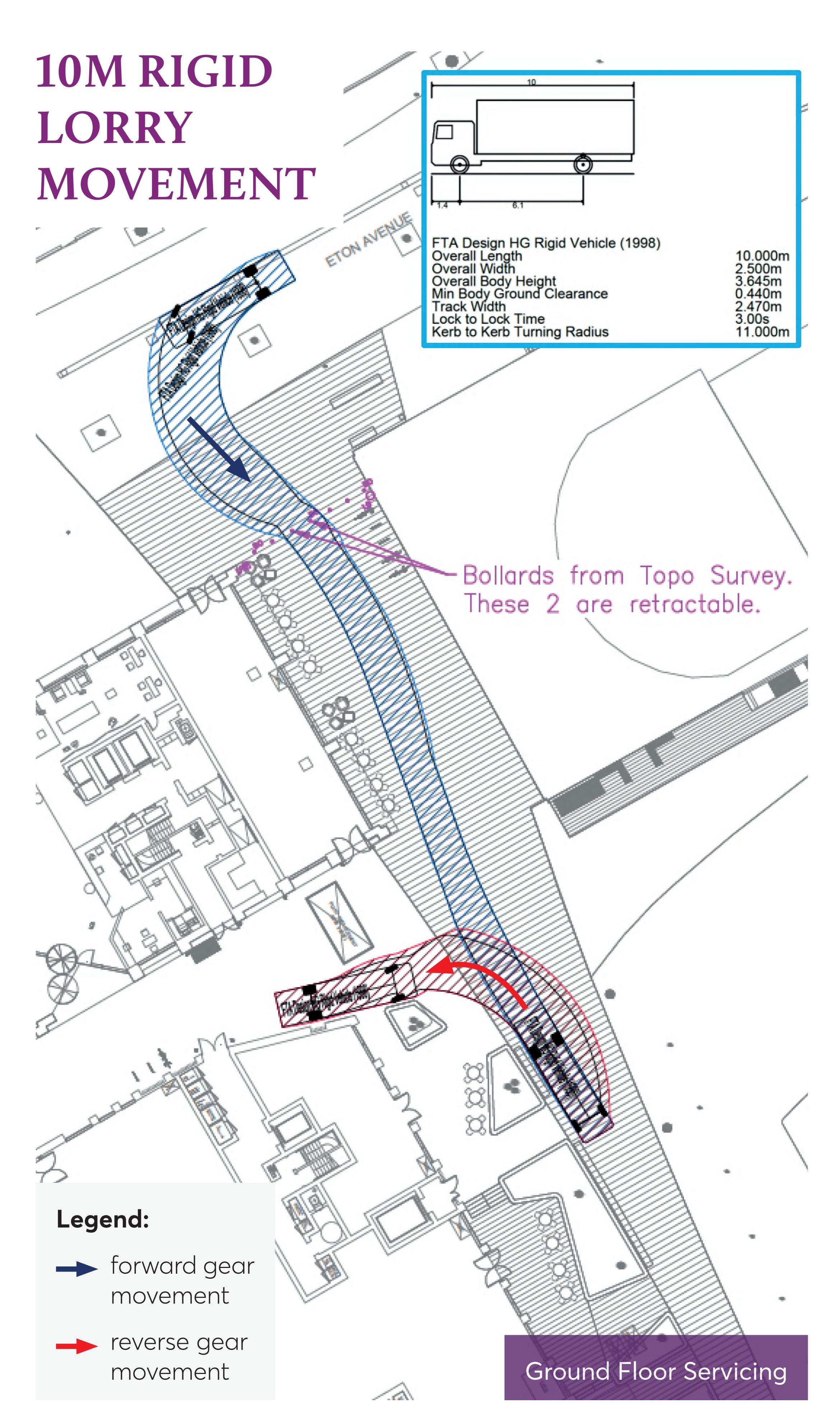
The existing access for the Swiss Cottage tube station will remain on the corner of Avenue Road and Eton Avenue, with no changes to be made as part of our proposals.

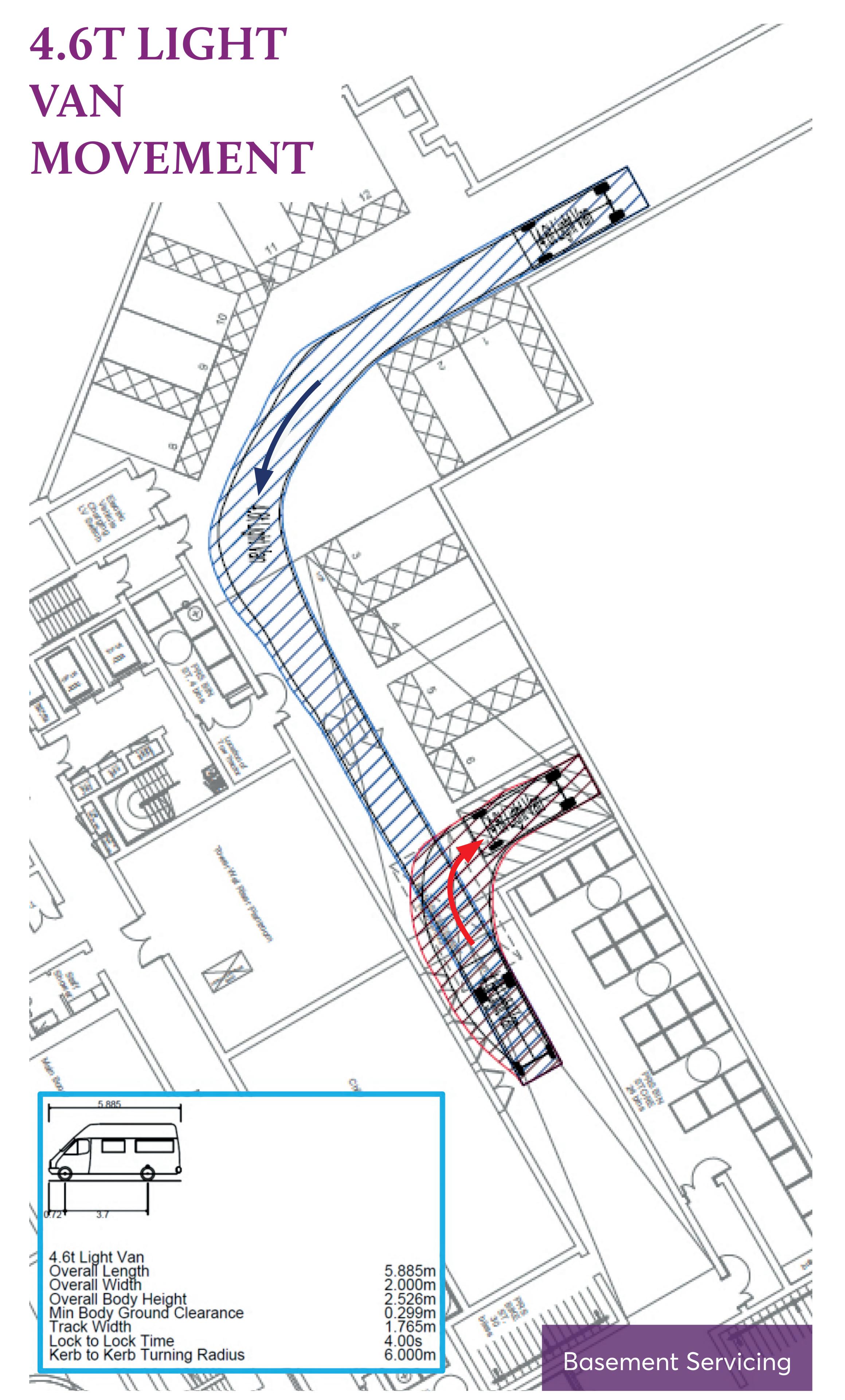
SERVICING

We are keeping the servicing strategy in line with the existing planning permission. Small deliveries to the development will be serviced from the basement car park, while deliveries from larger deliveries will be undertaken from the ground floor level, with access taken from Eton Avenue. All vehicles will enter and leave the site in forward gear to maximise safety.

As previously approved, servicing of the development will be carefully managed through a Delivery and Servicing Plan, which will include details such as the avoidance of peak hours for service deliveries.

As also previously agreed as part of the Essential Living scheme, refuse collection will be undertaken at ground floor level, with bins brought up from the basement via a goods lift.





COMMUNITY LIAISON GROUP

We are committed to ensuring the community have the opportunity to engage with us during the construction of the development.

We will set up another community working group for the duration of the construction. If you would like to be part of the community working group, please speak to a member of the team.

KEY BENEFITS



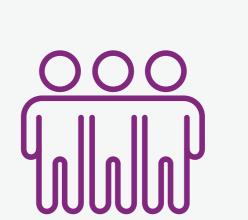
The delivery of a long-approved scheme, helping contribute towards local housing needs



Delivering around 210 high-quality new homes, including affordable housing



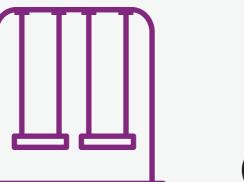
New community space for The Winch



A new commercial space



New landscaped areas and public open space



Mew play space to encourage outside activity for local children



New employment opportunities throughout construction and future commercial premises, significantly contributing to the local economy



Significant investment and expenditure in the local area during construction and following completion

FEEDBACK

Thank you for visiting our public exhibition on our proposals for 100 Avenue Road. The project team hopes you have found the consultation informative.

We would appreciate if you could take the time to let us know your thoughts on the proposals using the feedback form available. You can do so by completing a form here today or taking it away with you (along with a freepost envelope) and returning it at your convenience.



The survey can also be completed online at www.theatresquare.info or by scanning the QR code

CONSTRUCTION MANAGEMENT PLAN (CMP)

We are committed to delivering the scheme in as sensitive a manner as possible. We plan to construct the development in line with the CMP that was produced previously by Essential Living and subsequently approved.

As approved in the existing CMP, it is proposed that:

- Avenue Road will be used for all construction vehicles
- Construction vehicles will avoid peak school drop off and pick up times to maximise safety
- Deliveries will be organised to avoid stacking of lorries waiting to get into the site
- Contractors will be instructed not to park in the surrounding streets
- Pedestrian safety and management will be detailed in the CMP and communicated to local groups
- There will be a process for escalating any breaches of the CMP

Throughout the course of the construction of the development, there will be air quality monitors at key, sensitive locations throughout the site. Noise, dust and pollution monitoring results will be published on the project's website.

MARCH 2024

Regal purchased the site from Essential Living

JULY 2024

First round of community engagement

AUGUST 2024

Review of feedback and further development of the amendments

SEPTEMBER 2024

Second round of community engagement

WINTER 2024

Submission of application to London Borough of Camden Council

NEXT STEPS

Once the consultation period has closed on 28 July 2024, we will carefully consider the feedback received before we undertake a second round of consultation in the early Autumn.

The second consultation will feature more detailed information on the proposed amendments to the approved scheme.