

# 99 CITY ROAD

## Statement of Community Involvement

March 2023



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# 1.0. Executive Summary



# 1.0.

## Executive Summary

### 1.1.

In June 2022, Endurance Land (the Applicant) appointed Kanda Consulting, a specialist public consultation company, to undertake pre-application community consultation for an application at 99 City Road, in the London Borough of Islington. Due to one of the original design objectives being to develop beneficial spaces for the local community, the Applicant requested Kanda conduct a bespoke pre-application consultation that was tailored to engage with a variety of community stakeholders in Old Street.

### 1.2.

This Statement of Community Involvement (SCI) provides a record of the pre-application engagement carried out on proposals for the redevelopment of the existing building at 99 City Road, ahead of the submission of the planning application to the London Borough of Islington.

### 1.3.

The proposed application for the scheme is as follows:

Partial retention and redevelopment to create a building up to 35 storeys, comprising increased office floor space (Class E[g]); commercial floorspace (Class E); a Great Room (Sui Generis); flexible Commercial / Community Uses (Class E/ F1); alterations to landscaping, public realm, plant, cycle storage and other associated works.

### 1.4.

The objective of the consultation was to provide a full pre-application consultation with local residents and key local stakeholders, in line with the requirements set by London Borough of Islington.

### 1.5.

One of the early design objectives for the redevelopment was to greatly transform the public realm and open the ground floor to community uses, to help embed the new building into the local community. The flexible community spaces and public offerings on the ground floor will help connect the local community to the benefit of Tech City. As landmark site within Islington's Tech City, the new development will provide

compelling, unique, and useable functions that meet the needs of London Borough of Islington.

### 1.6.

The brief was to develop and implement a 'hybrid' approach, with both a dedicated project website and online consultation, and an in-person public exhibition, on-the-street engagement and face-to-face meetings with stakeholders.

### 1.7.

A series of targeted public engagement activities have taken place to present the proposed scheme to local residents and stakeholders from August 2022 – March 2023. This has taken place in conjunction with pre-application discussions with the London Borough of Islington. A breakdown of stakeholder meetings is provided in Section 3.12.

### 1.8.

The pre-application public consultation activity included:

- Letters (Appendix I) sent to key local stakeholders. This included **11** political stakeholders and **13** important local groups, businesses and residents' associations.
- A four-page newsletter (Appendix II) distributed to **c. 2744** addresses around the site. This included a summary of key information about the early proposals for the site, how to take part in our consultation, and provided contact details for the project team.
- The launch of a dedicated project consultation website on 6 October 2022, [www.99cityroad.info](http://www.99cityroad.info) (Appendix III). The website introduced the proposals through a 'Virtual Exhibition', explained how to provide feedback and set out how to contact the team.
- Two 'on-the-street' engagement sessions, handing out flyers (Appendix II) to local residents and people working in the area, encouraging them to provide their feedback on the early proposals for the site.

# 1.0. Executive Summary

- To launch the second phase of the consultation, a two-page flyer (Appendix IV) was distributed to **c. 2744** addresses around the site. The flyer provided an update on the proposals and invited people to attend the public exhibition.
- A public exhibition was held close to the site in Radnor Hall at Wesley’s Chapel on **30 November 2022**, giving local residents the opportunity to speak to members of the project team and learn more about the proposals.
- A press release was published in both the Islington Gazette and Hackney Gazette on **5 December 2022**, sharing the key elements of the proposals for the site and encouraging people to visit the virtual exhibition and leave their feedback.

## 1.9.

Overall, the feedback received throughout both stages of the public consultation process has been supportive of the proposals for the site. There has been particular support for the publicly accessible ground floor and the improvements that the development would make to the public realm, including more greenery and the widening of the pavement on Cowper Street.

## 1.10.

Despite extensive consultation and wide distribution of newsletters and flyers, only a few local residents shared any serious concerns with the proposals, indicating that the majority of local residents who received the consultation information did not publicly or actively object to the proposal. This indicates a public recognition that the site needs a new development and the opportunity this landmark site can play in Tech City.

## 1.11.

Where concerns have been raised, they were in relation to the proposed height of the building, with some local residents worried that it may impact their daylight/sunlight.

## 1.12.

The Applicant is grateful for the constructive and thoughtful feedback received and has sought to respond to these comments where possible. In response to local concern about the height of the proposed building, the Applicant has reduced the height of the proposed building to 151m and the massing has been carefully positioned and sculpted to ensure that the impacts of the building are minimised. The application is supported by a detailed daylight / sunlight report that demonstrates how the design has resulted in low impacts in daylight / sunlight.

## 1.13.

The Applicant remains committed to engaging with the residents, businesses and other key local stakeholders through the application process and beyond, subject to obtaining planning permission.

## 1.14.

The public consultation process for the proposals for 99 City Road successfully engaged with a large number of local residents and workers in the Old Street Area, a variety of different important stakeholders, including community groups and political stakeholders. Over both stages of the consultation, useful feedback has been provided which the Applicant has sought to use to help shape their plans for the site.

## 1.15.

This document has been informed by Central Government Guidance within the Revised National Planning Policy Framework (NPPF) July 2021 on community involvement in planning. It forms part of the supporting documentation informing the planning application.



## **2.0. Consultation Process**

# 2.0. Consultation Process

## 2.1.

The objective of the pre-submission consultation process was as follows:

- To deliver a ‘hybrid’ consultation approach
- To provide a full pre-application consultation, in line with the London Borough of Islington’s requirements
- To ensure that key information on the proposals was communicated clearly to key stakeholders and local residents
- To provide feedback on the plans for the future of the site and to identify and address key concerns, ahead of the submission of the planning application to the London Borough of Islington

## 2.2.

The pre-application consultation process was carried out in three stages.

- The consultation began with briefing meetings with political and community stakeholders from **17 August – 1 October 2022**
- The first stage of the public consultation was launched on **6 October 2022** and ran until **6 November 2022**
- The second stage of public consultation ran from **30 November 2022 – 4 January 2023**
- The public consultation consisted of a hybrid engagement strategy to increase the accessibility of the consultation. This included hosting an online public consultation via a dedicated project website ([www.99cityroad.info](http://www.99cityroad.info)). The website was live alongside on-the-street engagement and an in-person public exhibition.



## 2.3.

The below table shows a detailed timeline of the consultation process and further activities:

| Date             | Details   |
|------------------|---|
| 21 July 2022     | An introductory meeting was held with Central Foundation Boys’ School, near neighbours to the site.   |
| 17 August 2022   | A letter on behalf of the Applicant was distributed to key local stakeholders which included local ward councillors, businesses and community groups, inviting them to discuss the proposals ahead of the launch of the public consultation.<br><br>This included contacting the Future Group, the building managers of Bezier Apartments, the neighbouring residential building. |
| 2 September 2022 | Follow-up emails were sent to the key local stakeholders, reaffirming our offer to arrange a meeting to discuss the proposals.<br><br>Given the proximity of Bezier Apartment to 99 City Road, an email was sent to asset managers of the Bezier Apartments.  |

# 2.0.

## Consultation Process

| Date              | Details   |
|-------------------|---|
| 27 September 2022 | A meeting with the Islington Society to discuss the proposals for the site.   |
| 28 September 2022 | A meeting with Bunhill ward councillors, Cllr Valerie Bossman-Quarshie and Cllr Troy Gallagher, and Executive Member for Inclusive Economy and Jobs, Cllr Santiago Bell-Bradford.   |
| 7 October 2022    | A four-page newsletter was distributed to <b>c. 2744</b> addresses around the site. This included a summary of key information about the early proposals for the site, how to share their thoughts on their priorities and aspirations for Old Street, and provided contact details for the project team.   |
| 24 October 2022   | A second meeting was held with the Central Foundation Boys' School, and was attended by one of the school's governors.  |
| 1 November 2022   | <p>An on-the-street engagement session took place next to the site at the Old Street roundabout and outside the Bezier Apartments over lunchtime when footfall across the area was at its highest, to maximise the number of people spoken to..</p> <p>The purpose of the session was to speak to people about the early plans for 99 City Road and encourage them to provide their feedback.</p>   |
| 2 November 2022   | <p>An on-the-street engagement session took place next to the site at the Old Street roundabout, over lunchtime to increase footfall and maximise the number of people spoken to.</p> <p>The purpose of the session was to speak to people about the early plans for 99 City Road and encourage them to provide their feedback.</p>   |
| 18 November 2022  | A two-page newsletter was distributed to <b>c. 2744</b> addresses around the site. The flyer provided an update on the proposals and invited people to attend the public exhibition.  |
| 18 November 2022  | <p>A letter sent on behalf of the applicant was distributed to key local stakeholders, providing an update on the proposals, inviting them to meet to discuss the proposals, and inviting them to the public exhibition.</p> <p>Five new stakeholders were also approached, who were identified as being likely to have an interest in the Applicant's plans for community benefits:</p> <ul style="list-style-type: none"> <li>• 100 Hours World of Work</li> <li>• iWork</li> <li>• Islington Council's Local Economies Officer</li> <li>• Soapbox Islington</li> <li>• LIFT Programme</li> </ul> |



## 2.0.

# Consultation Process

| Date             | Details   |
|------------------|---|
| 21 November 2022 | A meeting was held with the Hackney Society to discuss the proposals for the site.  |
| 30 November 2022 | The second stage of the public consultation was launched, with the dedicated project website being updated with new information about the proposals, the virtual exhibition, and a new feedback form.   |
| 30 November 2022 | A public exhibition was held at <b>Radnor Hall, Wesley's Chapel</b> , providing local residents, businesses and stakeholders a local venue to find out more about the proposals and speak to members of the project team.   |
| 14 December 2022 | A second meeting with the Islington Society, providing them with an update of the plans for the site.   |
| 16 December 2022 | A meeting with Soapbox Islington to discuss the community benefits the Applicant hopes to bring forward on the scheme.  |
| 3 January 2023   | <p>A reminder email was sent to stakeholders, reminding them the public consultation was closing on 4 January 2023, and offered them to a meeting if they wished to discuss the proposals further.</p> <p>A reminder email was sent to the asset managers of Bezier Apartments.</p>   |
| 25 January 2023  | A meeting was held with Derwent London to discuss the proposals for the site.   |
| 15 February 2023 | <p>The team identified First Port Asset Managers as the asset managers of the Bezier Apartments and contacted the property manager several times via email and phone call. The consultation team invited the manager to a meeting to discuss the proposals for the site.</p> <p>The Applicant is keen to meet with the asset managers of Bezier Apartments and will continue with the engagement.</p> |
| 9 March 2023     | A meeting was held with Central Foundation Boys' School to discuss the proposals for the site.  |
| 22 March 2023    | Prior to planning application, a meeting was held with Planning Committee Members to discuss design updates and public benefits offering for the site.  |

## 2.4.

The consultation website and channels of communication remains open and are regularly monitored following the formal closing of the public consultation. This enables local residents to find out more about the proposals, as well as raise any further comments or queries they had with members of the project team.



## **3.0. Stakeholder Engagement**

## **3.0.** Stakeholder Engagement

**3.1.**  
Prior to the launch of the wider public consultation, Kanda approached key stakeholders and near neighbours to discuss the proposals for 99 City Road.

**3.2.**  
The objective of this primary stakeholder engagement was to identify potential issues as early as possible so it could be addressed in the proposals, as well as inform the wider communications and engagement approach.

### Stakeholder Correspondence

**3.3.**  
On 17 August 2022, ahead of the public consultation, a letter on behalf of the Applicant (Appendix I) was sent to key stakeholders. The letter introduced the Applicant as the new owners of 99 City Road, set out the early plans for the site, and an invitation to a detailed briefing with members of the project team.

**3.4.**  
This correspondence was sent to the following political stakeholders:

- Cllr Diarmaid Ward (Deputy Leader and Executive Member for Finance, Planning and Performance)
- Cllr Santiago Bell-Bradford (Executive Member for Inclusive Economy and Jobs)
- Cllr Valerie Bossman-Quarshie (Ward Councillor for Bunhill)
- Cllr Troy Gallagher (Ward Councillor for Bunhill)
- Cllr Phil Graham (Ward Councillor for Bunhill)
- Cllr Kaya Comer-Schwartz (Leader of the Council)
- Emily Thornberry MP (MP for Islington South and Finsbury)
- Sem Moema AM (Member of the London Assembly for North East)

**3.5.**  
The previously mentioned political stakeholders were contacted due to their relevant roles within Islington Council, either as Cabinet Members or ward councillors for Bunhill, the ward within which the site is located. As MP for Islington South and Finsbury, Emily Thornberry represents the interests of the residents living close to the site, while Sem Moema AM is the London Assembly Member for North East, which covers Islington and the 99 City Road site.

**3.6.**  
Due to the site's proximity to the London Borough of Hackney and Hoxton West ward, the following Hackney political stakeholders were also contacted:

- Cllr Clayeon Mckenzie (Ward Councillor for Hoxton West)
- Cllr Carole Williams (Ward Councillor for Hoxton West)
- Cllr Yvonne Maxwell (Ward Councillor for Hoxton West)

## 3.0. Stakeholder Engagement

### 3.7.

The correspondence was sent to the following community groups, businesses and resident's associations due to their proximity to the site, their influence in the Old Street area, or their interest in planning and architecture:

- The Islington Society
- Central Foundation Boys' School
- Friends of City Gardens
- Bezier Apartments (management)
- White Collar Factory (owner)
- Chaulden House and Adeyfield House (Clarion Housing Group)
- The Bower Old Street (owner)
- Cripplegate Foundation
- XOYO
- Old Street District Partnership
- Wesley's Chapel and Leysian Mission
- St Luke's Church of England School
- Hackney Society

### 3.8.

A follow-up email was sent to all stakeholders on 2 September 2022, reminding stakeholders of our offer to meet to discuss the proposals for the site as the Applicant was determined to maximise engagement with organisations within the local community.

### 3.9.

As part of the launch of the second phase of the consultation, a follow-up email was sent to all stakeholders on 18 November 2022. The email invited them to attend the public exhibition on 30 November 2022, and reminded them of our offer to meet to discuss the proposals.

### 3.10.

At this stage, we contacted five new stakeholders on 18 November 2022, who were identified as being likely to have an interest in the Applicant's plans for community benefits. The stakeholders were:

- 100 Hours World of Work
- iWork
- Islington Council's Local Economies Officer
- Soapbox Islington
- LIFT Programme



# 3.0. Stakeholder Engagement

## 3.11.

The table below outlines the stakeholder meetings that were held and the issues that were discussed at the meetings.

| Stakeholder   | Date              | Topics Discussed  |
|---|-------------------|---|
| Central Foundation Boys' School   | 21 July 2022      | <ul style="list-style-type: none"> <li>• Introductory meeting</li> </ul>  |
| Islington Society   | 27 September 2022 | <ul style="list-style-type: none"> <li>• Questions asked were in relation to the public realm, green spaces and design.</li> <li>• The Society's aspiration and priorities for the site</li> <li>• Potential uses on the ground floor.</li> </ul> |
| Cllr Santiago Bell-Bradford, Cllr Troy Gallagher, Cllr Valerie Bossman-Quarshie | 28 September 2022 | <ul style="list-style-type: none"> <li>• Importance of social value and benefits to local people.</li> <li>• Local community initiatives the Applicant could engage and support.</li> </ul>   |
| Central Foundation Boys' School and School Governor                             | 24 October 2022   | <ul style="list-style-type: none"> <li>• How the redevelopment could be of use to the school.</li> <li>• The school's desire to build more long-term partnerships with businesses.</li> </ul>   |
| Hackney Society Planning Group  | 21 November 2022  | <ul style="list-style-type: none"> <li>• Questions asked were in relation to height, affordable workspace offer, the project timeline and cycle access.</li> </ul>  |
| Islington Society   | 14 December 2022  | <ul style="list-style-type: none"> <li>• Update on how the scheme had developed since the first meeting.</li> <li>• Questions were raised regarding the duration of the construction phase and the height of the building.</li> </ul>             |

# 3.0. Stakeholder Engagement

| Stakeholder                          | Date             | Topics Discussed   |
|--------------------------------------|------------------|--|
| Soapbox Islington                    | 16 December 2022 | <ul style="list-style-type: none"> <li>Discussions surrounding the community benefits for 99 City Road.</li> <li>Potential partnership opportunities.</li> </ul>   |
| Derwent London                       | 25 January 2023  | <ul style="list-style-type: none"> <li>Presentation of the proposals.</li> <li>Questions asked were in relation to height, total office space, affordable workspace offer and project timeline.</li> <li>Discussions surrounding the community benefits for 99 City Road.</li> </ul> |
| Central Foundation Boys' School      | 9 March 2023     | <ul style="list-style-type: none"> <li>Update on the proposals for 99 City Road.</li> <li>Questions were asked on the impact of the redevelopment on Cowper Street and the impact of the construction works during the school hours.</li> </ul>                                      |
| Islington Planning Committee Members | 22 March 2023    | <ul style="list-style-type: none"> <li>Presentation on the updated public benefits offering for 99 City Road.</li> </ul>   |



## **4.0. Public Consultation Process**

# 4.0. Public Consultation Process

## Public Consultation Stage One

### 4.1.

The first stage of the public consultation period was from 6 October 2022 to 6 November 2022.

### 4.2.

A dedicated project consultation website (Appendix III) was launched on 6 October 2022, at **www.99cityroad.info**. The website introduced the proposals for the redevelopment of the site, explained how to provide feedback and set out how to contact the team.

### 4.3.

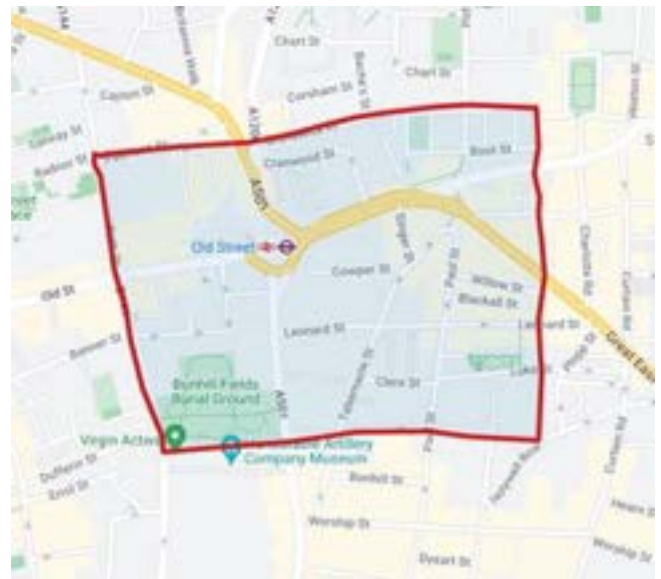
The consultation website sought to comply with the latest accessibility regulations for public sector bodies, meaning that users who struggled with language, learning or sight could still participate.

### 4.4.

A four-page newsletter (Appendix II) was distributed on **10 October 2022** to **c. 2744** addresses around the site. This distribution area was chosen because the redevelopment of the site would impact the immediate community around Old Street the most, so it was important to reach out to local residents, shops and workers to make sure that they were aware of the plans for the site, and make sure their feedback could be incorporated into the proposals.

### 4.5.

The newsletter contained a summary of key information on the early proposals for the site, how to get involved in the consultation, and provided contact details for the project team. The distribution area for the newsletter is shown below:



Newsletter distribution area

### 4.6.

The newsletter was sent to all addresses in the distribution area via Royal Mail First Class post to ensure it was delivered to all registered residential and commercial addresses in the area.

### 4.7.

Kanda undertook two on-the-street engagement sessions to maximise awareness of the consultation and the applicant's intention to redevelop the site.



## 4.0. Public Consultation Process

### 4.8.

The sessions took place on **1 November 2022** and **2 November 2022** between 12:00-13:00 and 13:00-14:00 respectively. These times were picked to maximise engagement so that as many people could be spoke to as possible. Both sessions took place by Old Street junction, nearby to the site.

### 4.9.

The aim of these sessions was to speak to people about the early vision for the site and understand their concerns regarding Old Street, what they think is missing in the area and what public benefits they would like to see come forward as part of the redevelopment.

### 4.10.

Kanda spoke to a total of **ten** people, **three** of whom completed feedback forms (Appendix VI) over the duration of the two sessions; over **50** flyers were handed out to people passing by.

### 4.11.

Key feedback received from the people spoken to was that they would like to see more green spaces in the area, the importance of providing spaces and opportunities for creatives in the area, and a feeling that the Old Street area had become a constant construction site in recent years.

### 4.12.

In total, **eight** feedback forms were received during the first stage of public consultation.

## Feedback

### 4.13.

As part of the feedback process, respondents answered several questions based on the early plans for the site and the Old Street area.

### 4.14.

Respondents to the online survey were asked to provide the following information via the feedback form:

- Name
- Postcode
- Email Address
- Their existing relationship to the site

### 4.15.

The survey asked respondents to provide comments about aspects of the Old Street junction, including what they currently liked and what they disliked about the area, what was missing in the area, and any improvements that could be made.

### 4.16.

At the end of the survey, the respondents were provided with the option to share their contact data and register to be a part of the mailing list. The survey stated the data will be stored and handled according to the GDPR guidelines.

### 4.17.

Respondents were given the option to accept or decline whether they wished their contact details to be stored.

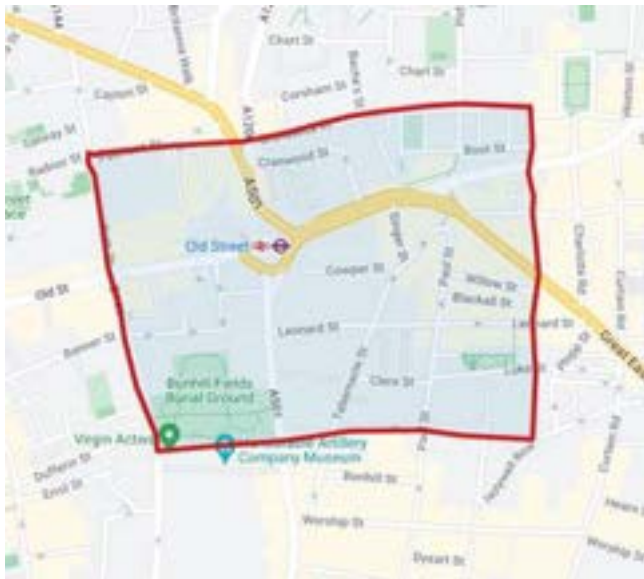
# 4.0. Public Consultation Process

## Public Consultation Stage Two

4.18. The second stage of the consultation period was from **30th November 2022 to 4th January 2023**.

4.19. The objective of the second stage of the public consultation process was to present local residents, businesses and stakeholders with the updated proposals for the site and provide them with a means to provide their feedback on these proposals.

4.20. A two-page newsletter (Appendix V) was distributed on **18 November 2022** to **c. 2744** addresses around the site. This included a summary of the updated plans and invited people to attend the public exhibition taking place on **30 November 2022**. The distribution area for the newsletter is shown below:



Newsletter distribution area

4.21. The newsletters were sent to all addresses in the distribution area via Royal Mail First Class.

4.22. Key local stakeholders were updated about the launch of the second stage of public consultation through a letter sent via email on **18 November 2022** inviting them to attend the public exhibition.

4.23. The dedicated project website was updated on **30 November 2022** with the virtual exhibition boards and new online feedback form (Appendix VII).

4.24. The public exhibition took place on **30 November 2022** between **4:30pm- 8pm** at **Radnor Hall, Wesley's Chapel, 49 City Road, EC1Y 1AU**.

4.25. The exhibition consisted of **16** exhibition boards (Appendix VIII) and a scale model of the proposed building in context to the surrounding area and tall buildings in Islington. The exhibition was staffed by various members of the project team from Kanda (community engagement), KPF (architects), Publica (public realm specialists) and Endurance Land (the Applicant).

4.26. The exhibition contained an interactive element, as visitors were encouraged to provide their preference on what the ground floor of the redevelopment could look like.

## 4.0. Public Consultation Process

### 4.27.

The public exhibition was attended by **12** residents and businesses. Of these, **six** completed paper feedback forms whilst at the event.



Public exhibition event 30 November 2022

# 4.0.

## Public Consultation Process

### 4.28.

A press release was published on **5 December 2022** in the Islington Gazette and the Hackney Gazette, providing an outline of the proposals for the site, and encouraged people to visit the virtual exhibition and leave their feedback on the proposals.

### 4.29.

The press release helped to increase the reach of the consultation to the wider areas of the London Borough of Islington, making more people aware of the proposals for the site and giving them the opportunity to provide feedback.

## Feedback

### 4.30.

As part of the feedback process, respondents answered several questions based on the proposals presented in the exhibition.

### 4.31.

Visitors to the public exhibition were asked to completed paper versions of the virtual feedback form (Appendix VI).

### 4.32.

Respondents were asked to provide the following information via the feedback form (Appendix VI):

- Name
- Postcode
- Email Address
- Their existing relationship to the site

### 4.33.

The survey asked respondents to provide comments about specific aspects of the proposals, i.e. design, proposals for the ground floor and the sustainability measures that will be taken as part of the scheme.

The survey also contained aspiration statements that underpinned the proposals and asked for respondents to share their support on scale of ‘strongly agree to strongly disagree’.

### 4.34.

At the end of the survey, the respondents were provided with the option to share their contact data and register to be part of the mailing list. The survey stated the data will be stored and handled according to the GDPR data guidelines.

### 4.35.

Respondents were given the option to accept or decline whether they wished their contact details to be stored.

## Project Contact Methods

### 4.36.

Throughout the consultation process, a dedicated project email (**contact@99cityroad.info**) and telephone number (**020 3900 3676**) was promoted and managed by the engagement team at Kanda.

### 4.37.

This gave residents and other key stakeholders the opportunity to speak with the team directly if they had any other queries or comments.

### 4.38.

The email address and telephone number continue to be managed by Kanda. Residents and key stakeholders will continue to have opportunity to raise any concerns or questions they have following the submission of a planning application.





## **5.0. Public Consultation Feedback**

# 5.0.

## Public Consultation Feedback

### First Stage Consultation Feedback

#### 5.1.

The feedback received during the first stage of the consultation (including resident enquiries and responses to the online survey) was gathered and categorised into themes.

understanding the priorities and aspirations of the local communities in and around the Old Street roundabout junction and local area. This was done to find out how the proposals for 99 City Road could be adapted to be beneficial for local residents and workers, and how the building could become an asset for the community.

#### 5.2.

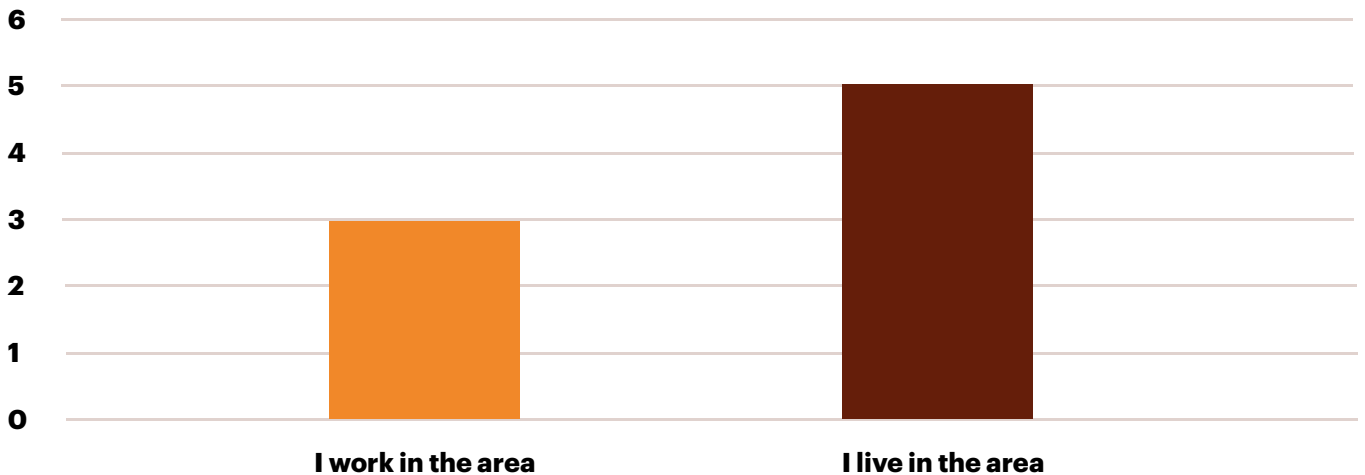
The questions on the feedback form for the first stage of public consultation (Appendix V) focused on better

#### 5.3.

The results of the survey (Appendix V) for each question are as follows:



### Q1. What best describes your connection to the Old Street Junction and the surrounding area? You can choose more than one option.



This question sought to understand the respondents' connection to 99 City Road and the Old Street Junction. The data provides us with a better understanding as to who was engaging with the consultation process, and who is likely to show an interest in the proposals moving forward.

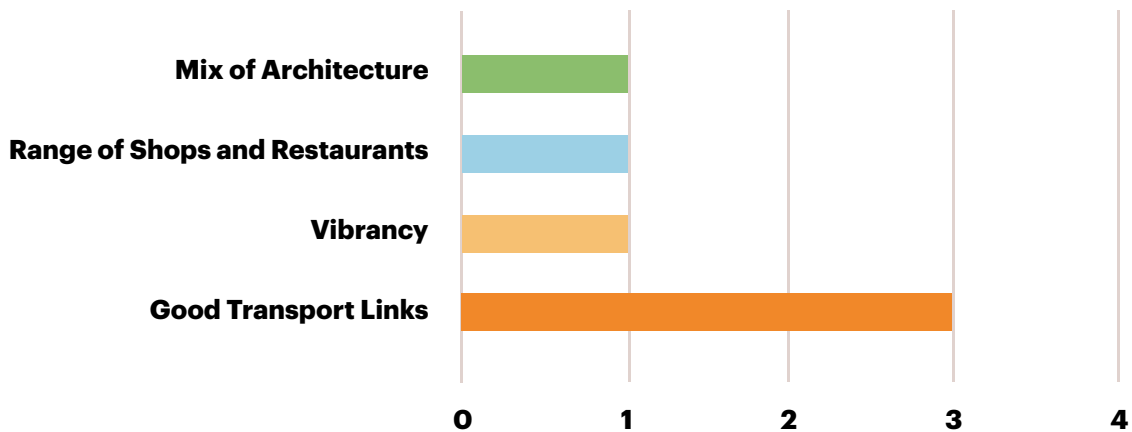
# 5.0.

## Public Consultation Feedback

Of the **eight** people who filled in the survey, **five** respondents indicated that they live in the area, while **three** respondents indicated that they work in the area. The map below shows the locations of the respondents living in the area, in relation to 99 City Road.



### Q2. What do you like about the Old Street junction and the surrounding area?

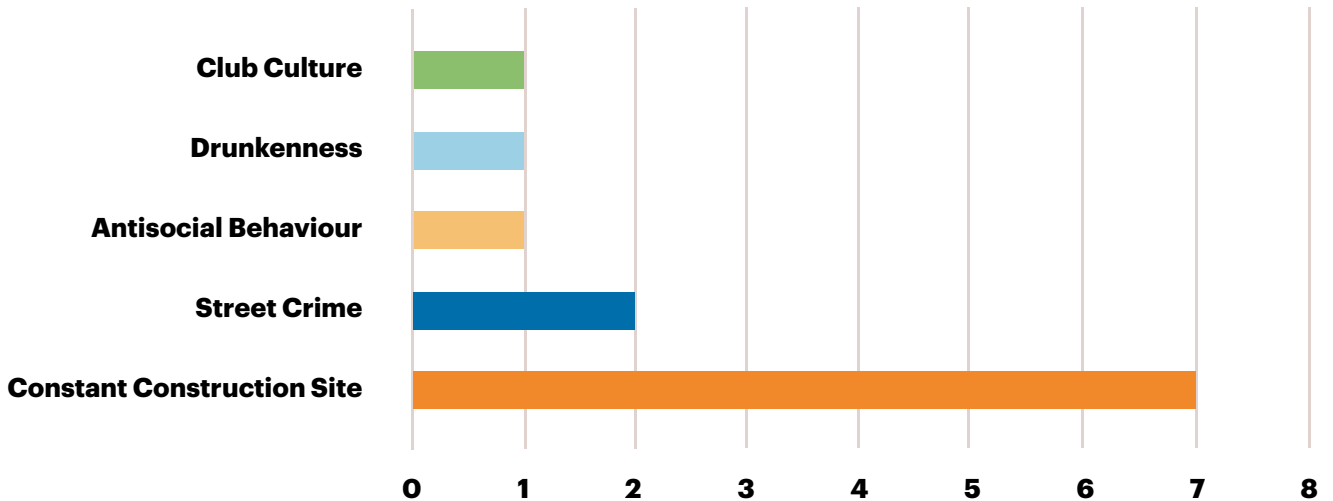


- **Three** respondents stated that they liked the transport links in the area.
- Other responses included the vibrancy of the area, the range of shops and restaurants and the mixture of both old and new architecture.

# 5.0.

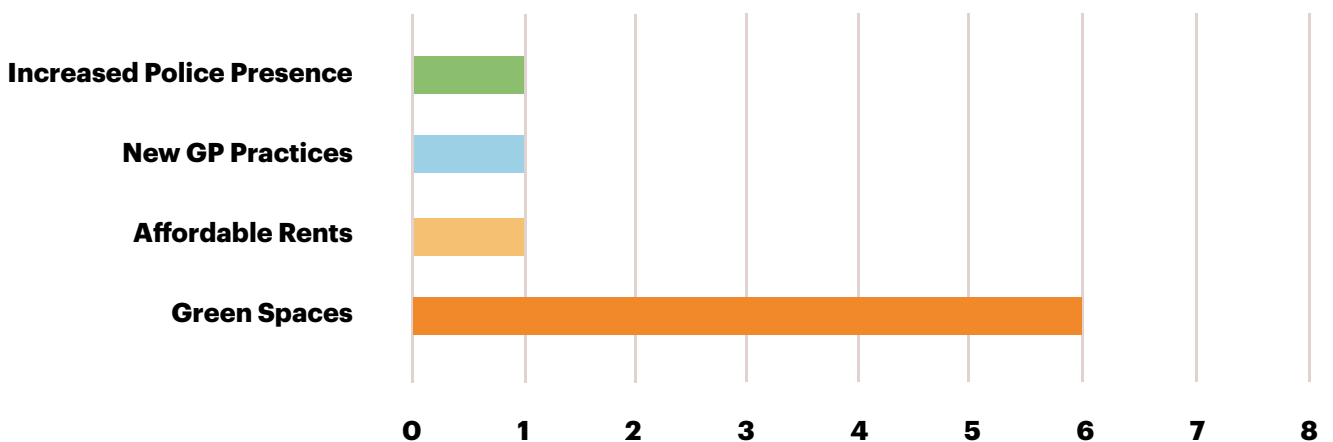
## Public Consultation Feedback

### Q3. What do you dislike about the Old Street junction and the surrounding area?



- **Seven** of the respondents felt the area was a constant construction site, stating that this made the area very noisy and could be difficult to navigate.
- **Two** respondents said that there is a lot of street crime in the area.
- Other responses included antisocial behaviour, drunkenness, and the ‘club culture’ which **one** respondent felt had taken over the area.

### Q4. What is currently missing, or what would you like to see more of in the Old Street area?



- **Six** respondents indicated that the Old Street needed more more green spaces and trees, with **one** respondent stating that the area needed a ‘proper big park’.
- Other responses included more housing with affordable rents, new GP practices and an increased police presence.

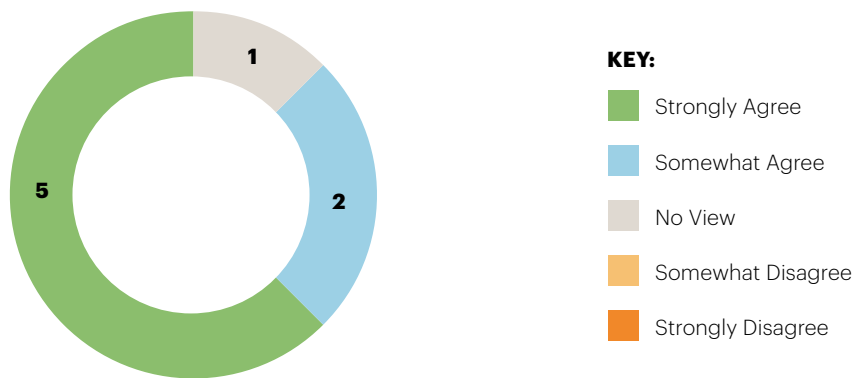
# 5.0.

## Public Consultation Feedback

### Q5. We are aware of the rich history of the local area and want to maintain and promote its heritage. As part of this we'd like to understand what is important to you about the history of the Old Street junction and the surrounding area.

- Respondents were generally positive towards the idea of promoting the history of the local area.
- Respondents indicated that the arts culture of the area was important to them.
- Other respondents included the pubs in the area, the former St Luke's Mental Asylum and the cemetery.
- **One** respondent felt that the history of the area had been ruined and described the area now as a 'big concrete prison'.

### Q6. To what extent do you agree with providing more opportunities for creatives, cultural programming, and artists in the Old Street area?



This question sought to understand the importance which respondents placed on the Old Street area providing opportunities for creatives, cultural programming and artists.

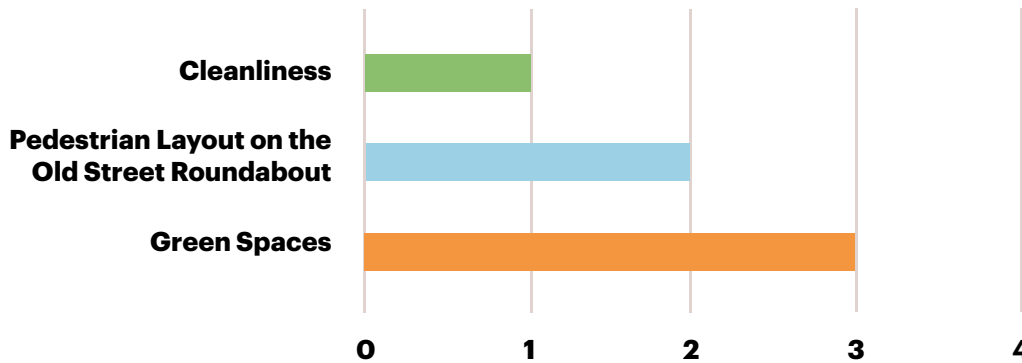
**Seven** of the respondents either 'Strongly agreed' or 'Somewhat agreed' with providing more opportunities for creatives, cultural programming, and artists in the Old Street area. Only **one** respondent stated that they had no view on the subject. This feedback provides useful insight into the type and uses of spaces for the publicly accessible ground floor.



# 5.0.

## Public Consultation Feedback

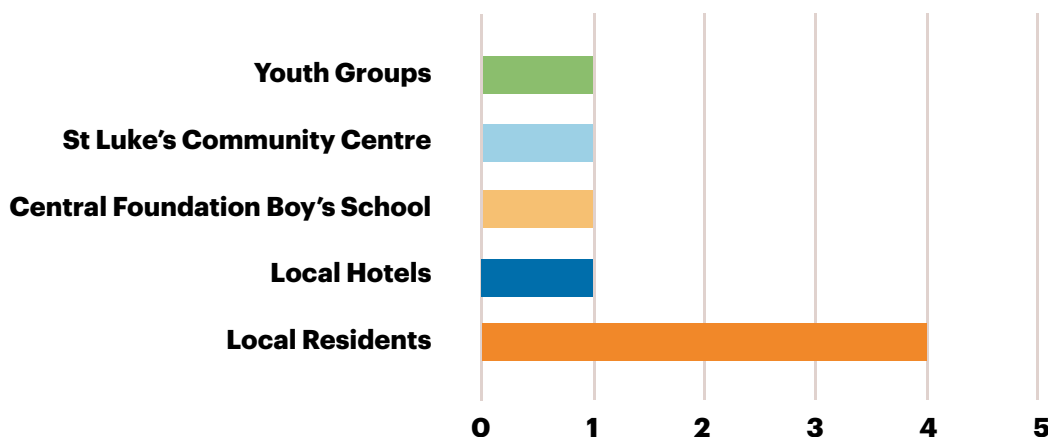
### Q7. What improvements would you like to see around Old Street Junction?



This question sought to provide use with a better understanding of how our proposals could help improve the public realm around 99 City Road.

- **Three** respondents all stated that they felt there was a need for more green spaces and planting in the area, including squares and parks for multi-use.
- **Two** respondents stated that they did not like the pedestrian layout of the Old Street roundabout. **One** respondent suggested that it would be good to have more crossing points.
- **One** respondent stated that they would like the area to become much cleaner.

### Q8. We're seeking to build relationships with a range of local groups, charities, and organisations to build our understanding of the area. Do you have any other ideas about who we should be engaging with?



- **Four** respondents indicated that we should continue to engage with local residents.
- Other responses included the hotels in the area, the pupils of the Central Foundation Boys' School and St Luke's Community Centre.
- **One** respondent suggested that we focus on music and art groups, and youth organisations which provide creative outlets including podcasting and radio.

# 5.0. Public Consultation Feedback

## Second Stage Consultation Feedback

### 5.4.

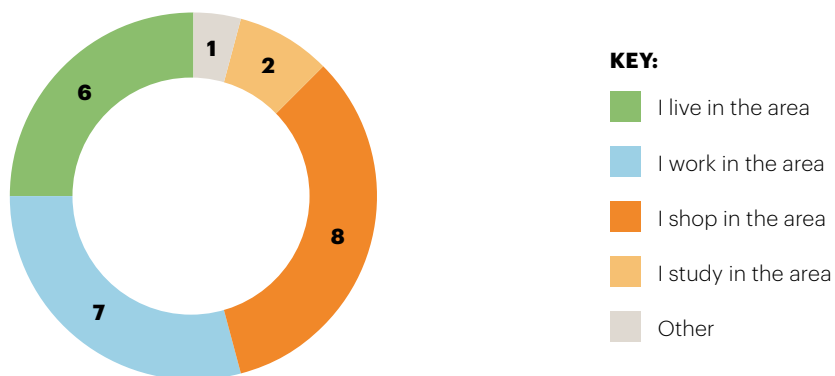
The feedback for the second stage of public consultation was collected both at the public exhibition and via the online feedback form on the dedicated project website.

### 5.5.

A total of 12 responses were received, 6 via the online survey and 6 at the exhibition event. The results for the feedback form (Appendix VI) for each questions are as follows:



**Q1. What best describes your connection to the Old Street Junction and the surrounding area? You can choose more than one option.**

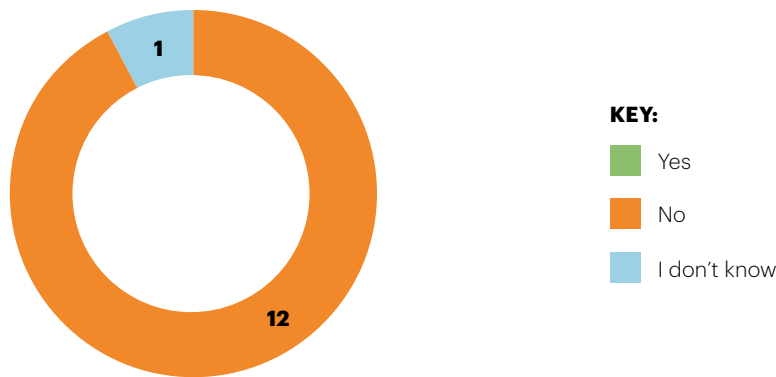


This question provided information about who was engaging with the consultation for 99 City Road.

# 5.0.

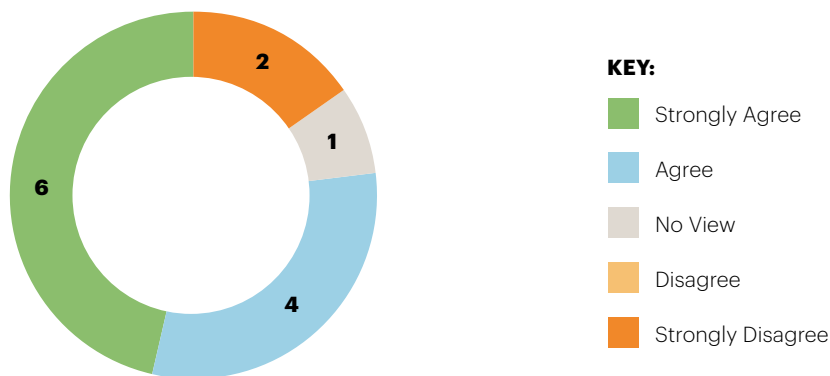
## Public Consultation Feedback

### Q2. Have you previously engaged with this consultation about plans for 99 City Road?



None of the respondents during the second stage of public consultation had previously engaged with the pre-application consultation on 99 City Road.

### Q3. To what extent do you agree or disagree that the redevelopment of 99 City Road presents an opportunity to create a building that relates better to its surroundings, creating improved public spaces around the building?



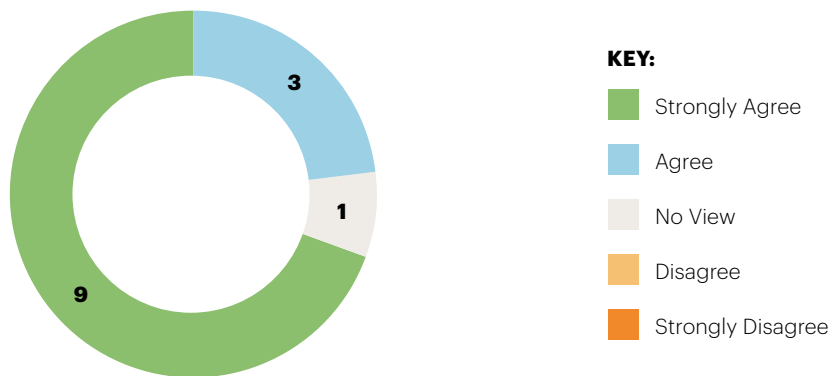
#### Additional feedback:

- Respondents felt that the proposals for 99 City Road made the building a better fit with its surroundings and would make the area feel more open.
- Three respondents commented that the current building needed updating, with one describing it as 'off putting and depressing'.
- One respondent was concerned about the height of the proposed building.

# 5.0.

## Public Consultation Feedback

**Q4. 99 City Road will create new high-quality flexible workspaces, including affordable workspace. To what extent do you agree or disagree with the proposals for new flexible workspace, including affordable workspace?**



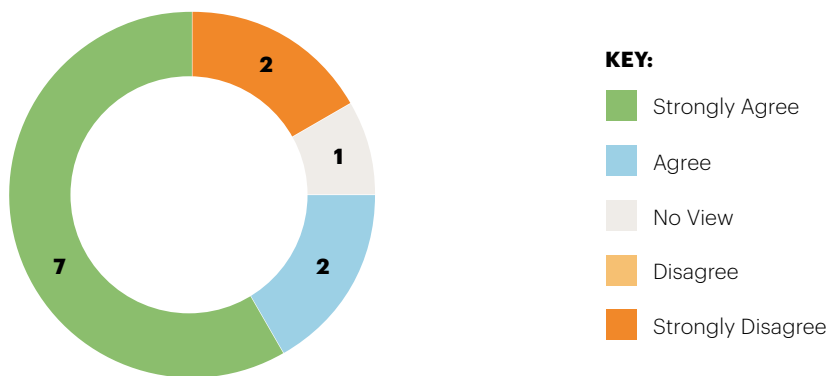
Additional feedback:

- Respondents felt that high-quality and affordable workspaces would help attract new businesses to the area and provide more jobs for people.
- One respondent stated that large rent fees restrict opportunities for small businesses and that ‘having affordable rates gives them one foot on the ladder’.
- One respondent felt that there was too much office space in the area already, and housing was needed instead.

# 5.0.

## Public Consultation Feedback

**Q5. The proposals for the ground floor of 99 City Road centre around the Great Room; a large, open, multi-space room that can be used for cultural programmes, retail, and other community uses. To what extent do you agree or disagree with these proposals for a mixed-use, publicly accessible ground floor?the building?**



Additional feedback:

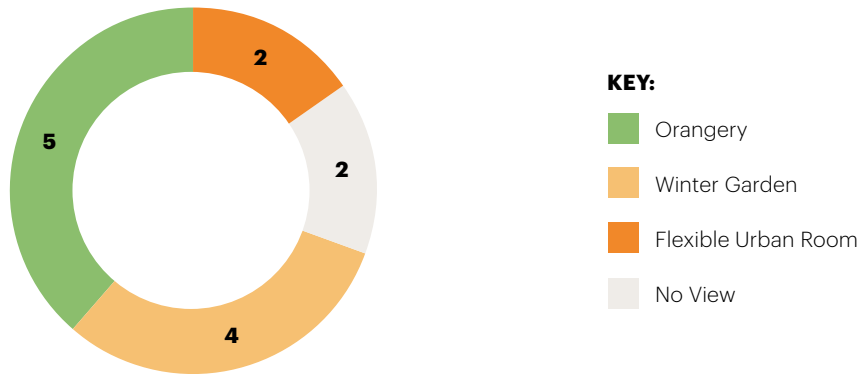
- Respondents felt that space for cultural programmes, retail and community events was important to help incorporate the building into community use and help integration of different communities.
- One respondent commented that it would create a welcome area to start and stop journeys using the Underground.
- There was some concern that the space would become a solely commercial space instead of a space for community.



# 5.0.

## Public Consultation Feedback

### Q6. Which of the options below would you prefer to be used for the Great Room, proposed for the ground floor of 99 City Road?



- An ‘Orangery’, with planting concentrated at the rooms’ edges, walls and ceilings, enabling flexible space for events, was the most popular option amongst respondents.
- A fully planted winter garden with large areas of permanent planting, restricting the flexibility for event space, was the second most popular option amongst respondents.
- A flexible urban room which would be able to accommodate a curated programme of events including markets, exhibitions, meetings and performances was the least popular option amongst respondents, but still had support from two respondents.

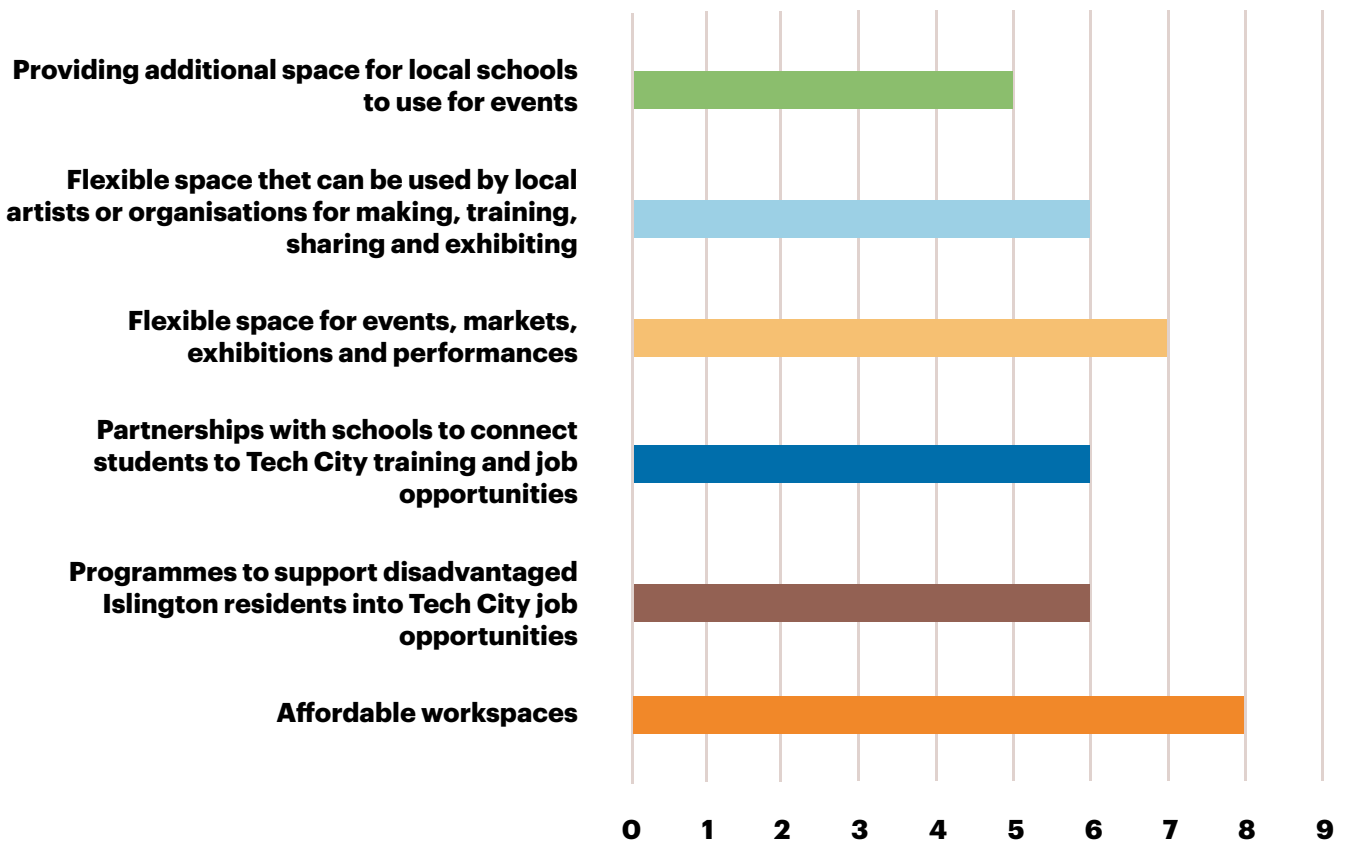
### Q7. We want the ground floor to be an ecosystem which combines maker spaces, cultural programming, retail, and community use. Please tell us what activities you would like to see, which groups you think might use the spaces, and which spaces you would use personally?

- **Three** respondents felt that there should be a focus on non-profit organisations, charities and social enterprises.
- A number of respondents felt that the space would be good for a variety of events such as live music, art shows and fashion shows.
- **One** respondent felt the space should be used for street markets and pop-up food vendors.
- **One** respondent suggested that childcare facilities and a children’s playground should be considered for the development.

# 5.0.

## Public Consultation Feedback

**Q8. We want the development of 99 City Road to benefit existing communities in Islington, and we have lots of ideas about how we could do this. Which of these do you think would benefit existing communities in Islington (choose as many as you like):**

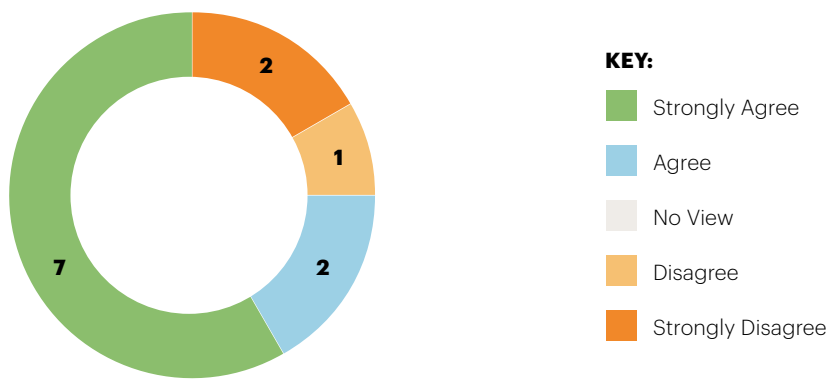


**Q9. Do you have any additional ideas on how we can benefit the existing communities in Islington?**

- **One respondent** stated that construction impacts need to be minimised to reduce disturbances to local residents.
- **One respondent** stated that the building must be free to access.
- **One respondent** suggested that a youth club or a senior citizens place could be considered.

# 5.0. Public Consultation Feedback

**Q10. The proposals for 99 City Road include creating better green spaces and public spaces, including public space next to the junction, a public arcade alongside Old Street, a ‘shared street’ for Cowper Street, and terraces and urban greening on the ground-floor level, façade and roof terraces. To what extent do you agree or disagree with our proposals to create better green spaces and public spaces?**



Additional feedback:

- Respondents were supportive of this aspect of the proposals and agreed that more greenery was needed in the area.
- One respondent commented that the green areas will be important to counter and shield from the high levels of traffic in the area.

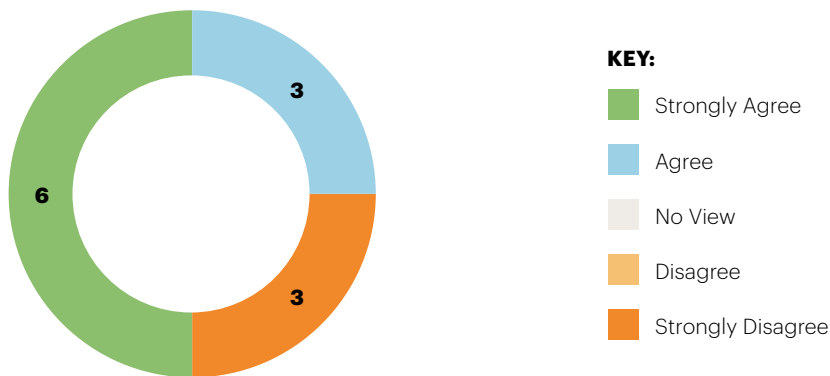
**Q11. The building’s design will be rooted in the distinct history of the local area, with its facades and appearance taking inspiration from its neighbouring Victorian buildings. What are your thoughts on the proposed design of the building?**

- A number of respondents liked the design of the building with one respondent saying that the terracotta use is fantastic, while another stating it was nice to see the Leysian Mission acknowledged.
- A minority of respondents were concerned with the height of the building, which they felt did not reflect the history of the local area.

# 5.0.

## Public Consultation Feedback

**Q12. 99 City Road will prioritise and put sustainability at the forefront of the redevelopment, from reusing and recycling as much material as possible to retaining 63% of the existing structure. To what extent do you agree or disagree with the sustainability measures that are being put in place for this project?**



Additional feedback:

- Respondents generally agreed with the sustainability measures that were being put in place, stating that they were needed in this moment in time and that they would help avoid unnecessary construction work.
- One respondent stated that bird boxes of all sorts should be incorporated into the building.
- There were some concerns as to whether 63% of the building would really be retained during the construction process.

### **Q13. Do you have any final comments or questions on our proposals for 99 City Road?**

The below comments are from five different respondents who chose to make a specific comment on the proposals for 99 City Road.

- 'I love it!'
- 'Great project. Looking forward to the development'
- 'I am concerned that the building will be 19 floors higher than at present'
- 'Needs to be fully accessible to the public and free'
- 'Please make sure it's easily accessible for wheelchair users and other disabilities!'

The image is a monochromatic architectural rendering of a modern building facade, overlaid with a solid red color. The building features a prominent central section with three large, vertically oriented glass panels framed by dark, thick structural elements. Above this section is a balcony with a metal railing and some greenery. The upper part of the building is a grid of windows. In the foreground, there are trees, a sidewalk with pedestrians, and a person riding a bicycle. The overall scene is a detailed architectural visualization of an urban environment.

## **6.0. Responses to Feedback**



# 6.0. Responses to Feedback

**6.1.** As part of the Applicant’s objective to understand the neighbours’ and stakeholders’ views on the proposals, the survey also requested respondents to elaborate on their answers to ensure all aspects of their views on proposals were explored. The information below summarises the qualitative feedback received during the community engagement exercise.

**6.2.** Based on the feedback received, the community was generally supportive of the proposals to redevelop 99 City Road deliver a landmark office building on the junction of Old Street roundabout. There was a high

level of support for individual aspects of the proposals, such as increasing the amount of green space in the area, providing publicly accessible spaces for the community, and the high-quality, affordable workspaces.

**6.3.** Concerns raised, verbally and in writing, tended to focus on the height of the proposed building, with concerns that it could negatively impact near neighbours’ daylight and sunlight and that it was inappropriate given the immediate context.



**6.4.** The chart below demonstrates the quantitative feedback received from the feedback form and the response from the Applicant.

| Feedback   | Response   |
|--|--|
| <p>Height:<br/>A number of respondents shared their concerns surrounding the proposed height of the development, stating that it would impact their daylight / sunlight.</p> | <p>The Applicant undertook several assessments to carefully position and sculpt the building’s massing to allow light to nearby buildings. The building design of a slender tower has been carefully designed to minimise the impact on daylight and sunlight for immediate neighbours and the public spaces on Old Street.</p> <p>The Applicant has acknowledged the concerns from local residents regarding the proposed height of the redevelopment. The Applicant has decided to reduce the overall height of the building by nine metres – from 160m to 151m. The resultant building will become a district marker that reflects its location and status at the heart of Tech City.</p> |

# 6.0.

## Responses to Feedback

| Feedback   | Response  |
|--|---|
| <p><b>Green space:</b><br/>A number of respondents felt that there was a need for green spaces in the Old Street area.</p>   | <p>Following the response received during the first stage of the consultation, there will be urban greening on the ground floor, façade, and roof terrace. There will be approximately 17,000 sq ft of terraces. Due to public safety, the terraces will not be open to the public.</p> <p>The building will be set back to allow the pavement alongside City Road to be widened and greened, and create an arcade that will sit within the existing structure of the building.</p> <p>Widening of the pavement alongside City Road and the entrance of Old Street Station will improve the pedestrian experience and commute to the station.</p> <p>The Applicant also plans to include as much greening as possible on the ground floor space of the building, in the Great Room.</p> |
| <p><b>Ground floor design:</b><br/>Respondents indicated a clear preference for green spaces that is similar to an ‘Orangery’ or a Winter Garden, for the Great Room at 99 City Road.</p>      | <p>The Applicant has noted the community’s responses for greater green spaces in the area and for it to be included in the ground floor space. The Applicant will prioritize exploring the implementation options for greenery in the ground floor of the building during future planning phases.</p>   |
| <p><b>Community event space:</b><br/>A number of respondents felt that the area needed more spaces where local residents can hold and attend events.</p>                                       | <p>In response to the growing need for community space, the Applicant has proposed an accessible ground floor that will contain a Community Space, designed for flexible community use. At 5,500 sq ft, the room will be suitable for a range of events and gatherings.</p>   |
| <p><b>Construction fatigue:</b><br/>A number of respondents felt that the Old Street area had become a construction site, and that the proposals for 99 City Road would add to this issue.</p> | <p>The Applicant understands and appreciates the current frustrations of local residents towards the construction work around Old Street junction. The plan to retain as much of the current building as possible will minimise the impact of construction on local residents and visitors. A detailed Construction Management Plan submitted with the planning application provides a breakdown of the measures the Applicant will take to mitigate the impact on the local community.</p>   |



## 7.0. Next Steps

## **7.0.** Next Steps

### 7.1.

The Applicant has responded to the issues raised through the planning application and in the comments contained in this statement.

### 7.2.

The Applicant is committed to continuing to engage with the community, residents and political stakeholders following the submission of a planning application.

### 7.3.

The project email and other channels of communication will remain open so that residents and key stakeholders can continue to give their thoughts on the proposals for 99 City Road.



## 8.0. Conclusion



## 8.0. Conclusion

### 8.1.

The Applicant sought to engage with local political stakeholders, important community groups, near neighbours and businesses within the local area.

### 8.2.

All consultation activity took place through a 'hybrid' method, with both online and in-person consultation to increase the accessibility of the consultation.

### 8.3.

Community engagement included letters distributed to key stakeholders on behalf of the Applicant, a dedicated consultation website with a 'virtual exhibition' where residents could provide their feedback through an online survey, two on-the-street engagement sessions, an in-person exhibition where members of the public could speak to members of the project teams, and newsletters and flyers sent to businesses and residents in a proposed distribution area.

### 8.4.

Feedback received from local residents throughout both stages of the public consultation process has been supportive of the proposals for the site. There has been particular support for a publicly accessible ground floor and the improvements to the public realm that would come forward as part of the development.

### 8.5.

Despite extensive consultation and wide distribution of newsletters and flyers, very few people shared any serious concerns with the proposals, indicating that the majority of local residents are relaxed about the proposals for 99 City Road.

### 8.6.

Where concerns were raised, they predominately related to the height of the proposed building, with some local residents worried that it would impact their daylight / sunlight.

### 8.7.

The Applicant has addressed the concerns and needs of the respondents where possible. By reducing the height of the building, setting back the building to improve pedestrian experience alongside City Road and creating green spaces within the ground floor, the Applicant has demonstrated their commitment to being a good neighbour in Old Street.

### 8.8.

The Applicant remains committed to engaging with the residents and stakeholders throughout the consultation and thereafter, subject to planning permission.



# Appendices

# Appendix I – Introductory Stakeholder Letter



17<sup>th</sup> August 2022

Confidential

Dear xx,

RE: Proposals for 99 City Road

I hope you are well.

I am writing to you about our proposals and vision for 99 City Road, EC1Y 1AX, which we acquired in March of this year. We would like to invite you to a meeting to present, and hear your thoughts on, our early ideas for the site.

Endurance Land is an independent asset management and investment company, specialising in combining best techniques and environmentally friendly materials to transform our assets. Founded in 2007, Endurance Land became part of the Nan Fung Group in 2018, to be at the forefront of investment and development in the UK.

99 City Road is the key site on the Old Street junction, the focal point of a bustling commercial and business district that nurtures the UK's internationally significant cluster of technology firms and start-ups. The building is currently home to Inmarsat, but they will likely be vacating the building in the coming years. The relocation of Inmarsat provides an opportunity to rethink how the site relates to its neighbours and contributes to the local area. The team has been in discussion with council officers about redeveloping this site to provide high quality, modern, as well as affordable, workspace, and an activated ground floor for community use, with additional workspace areas, and retail. As part of these initial discussions, we want to meet with community representatives and political stakeholders to discuss the ideas we are exploring before launching our public consultation later this year.

We would welcome the opportunity to brief you on our vision for the site and hear your insights on local concerns and priorities. As the Deputy Leader and Executive Member for Finance, Planning and Performance your thoughts would be very helpful at this stage, along with your recommendations for any key initiatives or other organisations we should reach out to.


If you would be interested in a meeting to discuss the scheme further or have any questions about the consultation, please get in touch by emailing [99cityroad@kandaconsulting.co.uk](mailto:99cityroad@kandaconsulting.co.uk) or calling 020 3900 3676 and we will be pleased to arrange a meeting at a convenient time.

Yours sincerely,

Richard Rixson  
Director, Endurance Land

# Appendix II – Newsletter (October 2022)


**99 CITY ROAD** WELCOME



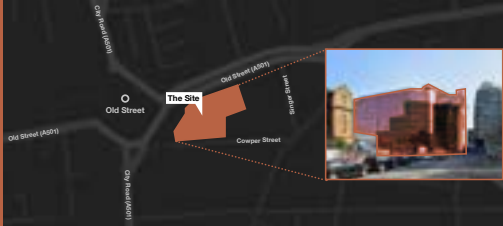
We are delighted to present our early plans for the 99 City Road site, including:

- High-quality office space, including affordable workspace
- A ground floor built for public and community uses
- Improved public realm around the site

We have launched a virtual consultation on our project website: [www.99cityroad.info](http://www.99cityroad.info) where you are able to view the early plans and have your say.



**99 CITY ROAD** OUR PROPOSALS



**99 City Road is a key site on the Old Street junction - the focal point of a bustling commercial and business district that nurtures the UK's internationally significant cluster of technology firms and start-ups.**

The building is currently home to Inmarsat, but it is expected that they will be vacating the building in the coming years. The relocation of Inmarsat provides an opportunity to rethink how the site relates to its neighbours.


We are pleased to bring forward proposals that will maximize the site's potential and create a distinctive development that will contribute to Old Street.

**The redeveloped building will provide several important benefits:**

- The ground floor will act as an ecosystem and will consist of maker spaces, cultural programming, retail and community use.
- We aim for the building to contribute to the community, liveliness, vibrancy and culture that already exists around Old Street.
- The building will promote sustainability and 'green' development through upgrading energy efficiency and adding communal green spaces on the ground floor to promote cleaner air quality.
- To reduce embodied carbon, we're maximising retention of the building's structure. This not only decreases the need for more concrete but also shortens the construction time thereby minimising disruption to the local area.
- We aim to deliver a striking, architecturally world class, landmark building that's designed to reflect Old Street's local context and heritage.

• Delivery of new, high-quality office space, including affordable workspace for local businesses. All spaces will offer a wide range of amenities for workers.

**99 CITY ROAD** JOIN THE CONVERSATION



**Join the Conversation!**

We would like to hear your thoughts to help inform the proposals for 99 City Road.

Please visit our website to read more about our plans and to share your views online at: [www.99cityroad.info](http://www.99cityroad.info)

You can also sign up to e-newsletter on the website, to receive regular updates about the consultation as we progress.

If you or anyone you know requires translated or hard copy materials, please contact us on 020 3900 3676 to request materials to be sent to you by post.

**99 CITY ROAD** CONTACT US



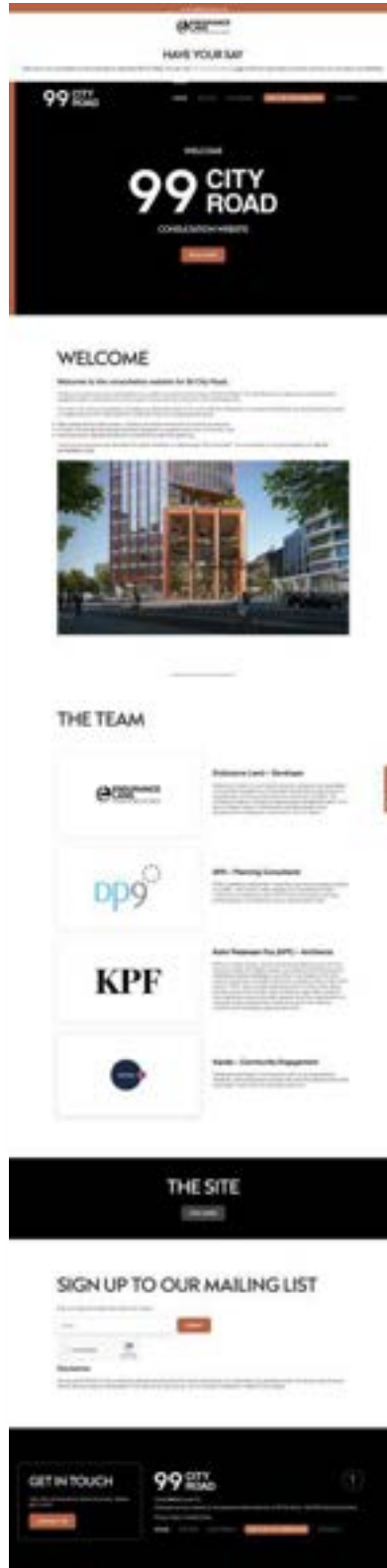
**Get in touch**

To speak to a member of the project team to share any questions or comments, please use our contact details below:

 [contact@99cityroad.info](mailto:contact@99cityroad.info)

 020 3900 3676

# Appendix III – Dedicated Project Website



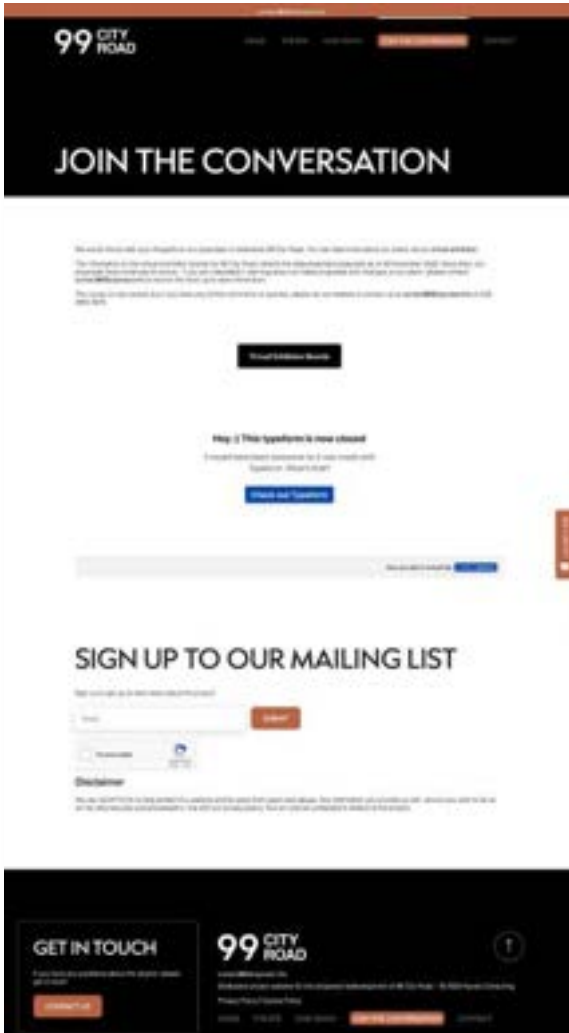


# Appendix III – Dedicated Project Website






# Appendix III – Dedicated Project Website




# Appendix IV –

## Exhibition Newsletter (November 2022)

### 99 CITY ROAD



**HAVE YOUR SAY ON THE PROPOSALS FOR 99 CITY ROAD**



**Thank you to everyone who participated in our initial consultation for the future of 99 City Road. The contributions to date have provided helpful insights to better understand the local needs of those who live and work in the Old Street area.**

The input from these consultations is helping us define the plans for the site.

With the integration of community feedback, we are pleased to present our latest plans for the redevelopment of 99 City Road. Our proposals will deliver:

- **High-quality flexible office space**, including affordable workspace for smaller businesses.
- An **open community-focused ground floor** designed to support public and community uses.
- **Improved public spaces** alongside City Road and additional greening.

We welcome your further thoughts and feedback on our current proposals for our plans for the design, construction and the public realm.


We are hosting a public exhibition of our plans with the community. We are delighted to invite you to attend the project team, learn more about the proposals and share your views.

- Date: **Wednesday, 30 November**
- Time: **4:30pm - 8:00pm**
- Location: **Radnor Hall, Wesley's Chapel, 49 City Road, EC1Y 1AU.**

Alternatively, you can access our exhibition materials and share your opinion via our website on 30 November.


Visit our virtual exhibition by scanning the QR code below or visiting: [www.99cityroad.info](http://www.99cityroad.info)

## 99 CITY ROAD



**ENDURANCE LAND.**  
A Member of NAN FUNG GROUP


**99 City Road is a key site on the Old Street junction – the focal point of a bustling commercial and business district that nurtures the UK's internationally significant cluster of technology firms and start-ups.**




View of the existing site from the Old Street junction ▶

Our proposals seek to optimise the site's potential and create a distinctive development that will enhance the identity of the Old Street junction.


**Our vision will bring several important benefits:**



**New high quality and flexible office space**, including affordable workspace for local businesses, offering a range of amenities for workers.



**New public spaces**, including a community focused ground floor, which will become an ecosystem combining space for cultural programming, retail, and creative workspace for local creatives.



**Contributing and adding to the existing personality of Old Street** by creating a building that engages with its surroundings and has an active relationship with the new Old Street junction.

**Get Involved**

You can provide your feedback on our proposals at the public exhibition on **Wednesday, 30 November at Radnor Hall, Wesley's Chapel, 49 City Road, EC1Y 1AU.**

Or visit our project website, [www.99cityroad.info](http://www.99cityroad.info), and fill in our online survey.

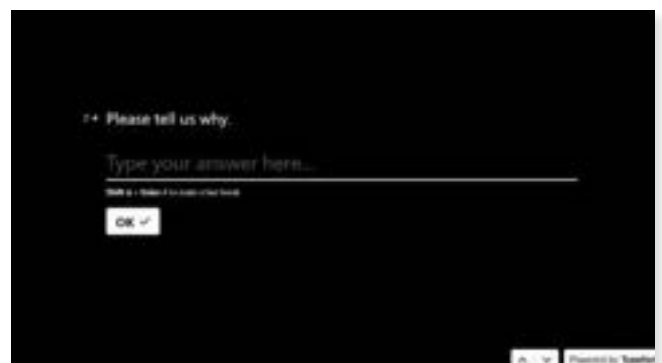
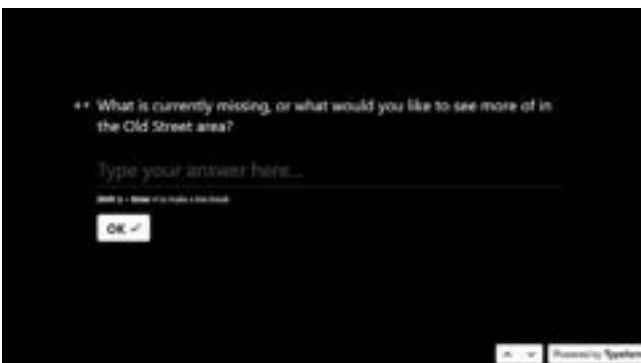
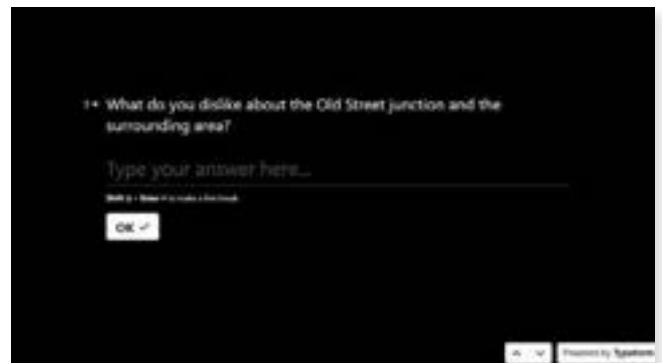
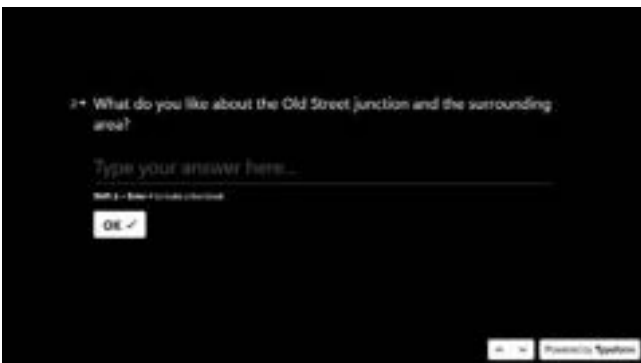
**Contact Us**

If you would like to discuss the plans in more detail or request a hard copy of our consultation materials, please get in touch using the details below:

 [contact@99cityroad.info](mailto:contact@99cityroad.info)

 **020 3900 3676**

# Appendix V – Stage One Feedback Form



# Appendix V – Stage One Feedback Form

10+ What improvements to public spaces would you like to see around Old Street Junction?

Type your answer here...

OK ✓

Previous Question

10+ We're seeking to build relationships with a range of local groups, charities, and organisations to build our understanding of the area. Do you have any other ideas about who we should be engaging with?

Type your answer here...

OK ✓

Previous Question

10+ Before you go, it would be great if you could share a few details with us. Firstly, what's your name?

Type your answer here...

OK ✓

Previous Question

11+ 11. What is your postcode?

Type your answer here...

OK ✓

Previous Question

11+ What is your email address?

name@example.com

OK ✓

Previous Question

11+ Would you like to be kept up to date on the progress of our application, by joining our mailing list?

Yes

No

Submit

Previous Question

# Appendix VI – Stage Two Feedback Form

## Online Feedback Form

**99 City Road Feedback Form**

Thank you for taking the time to share your views. All information provided will be treated confidentially and used only in relation to the project.

**Start** 10 min 1000

1000 1000

1\* What best describes your relationship to 99 City Road? You can choose more than one option.

Choose as many as you like

- I live in the area
- I work in the area
- I shop in the area
- I study in the area
- Other

**OK** 1000 1000

2\* Have you previously engaged with this consultation about plans for 99 City Road?

- Yes
- No
- I don't know

**OK** 1000 1000

3\* To what extent do you agree or disagree that the redevelopment of 99 City Road presents an opportunity to create a building that relates better to its surroundings, creating improved public spaces around the building?

- Strongly agree
- Agree
- No view
- Disagree
- Strongly disagree

**OK** 1000 1000

4\* Please tell us why

Type your answer here...

1000 1000

**OK** 1000 1000

5\* 99 City Road will create new high-quality flexible workspaces, including affordable workspace.

To what extent do you agree or disagree with the proposals for new flexible workspace, including affordable workspace?

- Strongly agree
- Agree
- No view
- Disagree
- Strongly disagree

**OK** 1000 1000

# Appendix VI – Stage Two Feedback Form

## Online Feedback Form

13 Please tell us why.

Type your answer here...

MAX 1,000 CHARACTERS

OK ✓

Previous Questions

14 The proposals for the ground floor of 99 City Road centre around the Great Room; a large, open, multi-space room that can be used for cultural programmes, retail, and other community uses.

To what extent do you agree or disagree with these proposals for a mixed-use, publicly accessible ground floor?

- Strongly agree
- Agree
- No view
- Disagree
- Strongly disagree

OK ✓

Previous Questions

15 Please tell us why.

Type your answer here...

MAX 1,000 CHARACTERS

OK ✓

Previous Questions

16 Which of the options below would you prefer to be used for the Great Room, proposed for the ground floor of 99 City Road?

- Winter Garden - A fully planted winter garden with large areas of permanent planting (restricting flexibility for event space)
- 'Orangery' - Planting concentrated at the rooms' edges, walls and ceilings (creating more flexible space for events)
- Flexible Urban Room - A flexible urban room which will be able to accommodate a varied programme of events. These could include markets, exhibitions, meetings and performances.
- No view

OK ✓

Previous Questions

17 We want the ground floor to be an ecosystem which combines maker spaces, cultural programming, retail, and community use.

Please tell us what activities you would like to see, which groups you think might use the spaces, and which spaces you would use personally?

Type your answer here...

MAX 1,000 CHARACTERS

OK ✓

Previous Questions

18 We want the development of 99 City Road to benefit existing communities in Islington, and we have lots of ideas about how we could do this.

Which of these do you think would benefit existing communities in Islington (choose as many as you like):



# Appendix VI – Stage Two Feedback Form

## Online Feedback Form

**Screen 1:** Shows a list of radio button options for 'What do you think is most important for the building to provide?' with options: Affordable workspaces, Programmes to support disadvantaged Islington residents into Tech City job opportunities, Partnerships with schools to connect students to Tech City training and job opportunities, Flexible space for events, markets, exhibitions, meetings and performances, Flexible spaces that can be used by local artists or organisations for making, learning, sharing and exhibiting, and Providing additional space for local schools to use for events. Includes 'OK' and 'Provided by: Sparkline' buttons.

**Screen 2:** Question: 'Do you have any additional ideas on how we can benefit the existing communities in Islington?' Includes a text input field 'Type your answer here...', a 'Cancel' button, and an 'OK' button. Includes 'Provided by: Sparkline' button.

**Screen 3:** Question: 'The proposals for 99 City Road include creating better green spaces and public spaces, including public space next to the junction, a public arcade alongside Old Street, a 'shared street' for Cooper Street, and terraces and urban greening on the ground-floor level, façade and roof terraces. To what extent do you agree or disagree with our proposals to create better green spaces and public spaces?' Includes radio button options: Strongly Agree, Agree, No view, Disagree, Strongly disagree. Includes 'OK' and 'Provided by: Sparkline' buttons.

**Screen 4:** Question: 'Please tell us why.' Includes a text input field 'Type your answer here...', a 'Cancel' button, and an 'OK' button. Includes 'Provided by: Sparkline' button.

**Screen 5:** Question: 'The building's design will be rooted in the distinct history of the local area, with its facades and appearance taking inspiration from its neighbouring Victorian buildings. What are your thoughts on the proposed design of the building?' Includes a text input field 'Type your answer here...', a 'Cancel' button, and an 'OK' button. Includes 'Provided by: Sparkline' button.

**Screen 6:** Question: '99 City Road will prioritise and put sustainability at the forefront of the redevelopment, from reusing and recycling as much material as possible to retaining 62% of the existing structure. To what extent do you agree or disagree with the sustainability measures that are being put in place for this project?' Includes radio button options: Strongly Agree, Agree, No view, Disagree, Strongly disagree. Includes 'OK' and 'Provided by: Sparkline' buttons.

# Appendix VI – Stage Two Feedback Form

## Online Feedback Form

11+ Please tell us why

Type your answer here...

OK ✓

11+ Do you have any final comments or questions on our proposals for 99 City Road?

Type your answer here...

OK ✓

11+ Before you go, it would be great if you could share a few details with us. Firstly, what's your name?

Type your answer here...

OK ✓

11+ What is your postcode?

Type your answer here...

OK ✓

11+ What is your email address?

name@example.com

OK ✓

11+ Would you like to be kept up to date on the progress of our application, by joining our mailing list?

Yes

No

Submit

# Appendix VI – Stage Two Feedback Form

## Paper Feedback Form

# 99 CITY ROAD

### 99 City Road Feedback Form

We want you to join the conversation on the future of this important site so simply fill in and return this feedback form to have your say.

We will use your data to:

- Develop a Statement of Community Involvement (SCI) about this public consultation that will be submitted to the planning authority or similar body; this will be a publicly available document. Your comments will be anonymous, and we will only identify you in the SCI with your written permission.
- Send you updates about the project (where you provide us with your contact details).

|                  |  |
|------------------|--|
| <b>Full name</b> | <input style="width: 80%;" type="text"/> |
| <b>Postcode</b>  | <input style="width: 80%;" type="text"/> |
| <b>Email</b>     | <input style="width: 80%;" type="text"/> |
| <b>Phone</b>     | <input style="width: 80%;" type="text"/> |

By ticking this box you are agreeing that Kanda Consulting can hold and process your personal data in relation to this project for evaluation purposes and to develop the planning proposals for this site. Your details will not be used for any other purpose without your consent.

1. What best describes your relationship to 99 City Road? You can choose more than one option.

- A. I live in the area
- B. I work in the area
- C. I shop in the area
- D. I study in the area
- E. Other

2. Have you previously engaged with this consultation about plans for 99 City Road?

- A. Yes
- B. No
- C. I don't know

3. To what extent do you agree or disagree that the redevelopment of 99 City Road presents an opportunity to create a building that relates better to its surroundings, creating improved public spaces around the building?

- A. Strongly agree
- B. Agree
- C. No view
- D. Disagree
- E. Strongly disagree

4. Please tell us why.

5. 99 City Road will create new high-quality flexible workspaces, including affordable workspace.

To what extent do you agree or disagree with the proposals for new flexible workspace, including affordable workspace?

- A. Strongly agree
- B. Agree
- C. No view
- D. Disagree
- E. Strongly disagree

6. Please tell us why.

7. The proposals for the ground floor of 99 City Road centre around the Great Room; a large, open, multi-space room that can be used for cultural programmes, retail, and other community uses.

To what extent do you agree or disagree with these proposals for a mixed-use, publicly accessible ground floor?

- A. Strongly agree
- B. Agree
- C. No view
- D. Disagree
- E. Strongly disagree

8. Please tell us why.

9. Which of the options below would you prefer to be used for the Great Room, proposed for the ground floor of 99 City Road?

- A. Winter Garden - A fully planted winter garden with large areas of permanent planting (restricting flexibility for event space)
- B. 'Orangery' - Planting concentrated at the rooms' edges, walls and ceilings (enabling more flexible space for events)
- C. Flexible Urban Room - A flexible urban room which will be able to accommodate a curated programme of events. These could include markets, exhibitions, meetings and performances.
- D. No view

10. We want the ground floor to be an ecosystem which combines maker spaces, cultural programming, retail, and community use.

Please tell us what activities you would like to see, which groups you think might use the spaces, and which spaces you would use personally?

11. We want the development of 99 City Road to benefit existing communities in Islington, and we have lots of ideas about how we could do this.

Which of these do you think would benefit existing communities in Islington (choose as many as you like):

- A. Affordable workspaces
- B. Programmes to support disadvantaged Islington residents into Tech City job opportunities
- C. Partnerships with schools to connect students to Tech City training and job opportunities
- D. Flexible space for events, markets, exhibitions, meetings and performances
- E. Flexible spaces that can be used by local artists or organisations for making, training, sharing and exhibiting
- F. Providing additional space for local schools to use for events

12. Do you have any additional ideas on how we can benefit the existing communities in Islington?

13. The proposals for 99 City Road include creating better green spaces and public spaces, including public space next to the junction, a public arcade alongside Old Street, a 'shared street' for Cowper Street, and terraces and urban greening on the ground-floor level, façade and roof terraces.

To what extent do you agree or disagree with our proposals to create better green spaces and public spaces?

- A. Strongly agree
- B. Agree
- C. No view
- D. Disagree
- E. Strongly disagree

14. Please tell us why.

15. The building's design will be rooted in the distinct history of the local area, with its facades and appearance taking inspiration from its neighbouring Victorian buildings.

What are your thoughts on the proposed design of the building?

16. 99 City Road will prioritise and put sustainability at the forefront of the redevelopment, from reusing and recycling as much material as possible to retaining 65% of the existing structure.

To what extent do you agree or disagree with the sustainability measures that are being put in place for this project?

- A. Strongly agree
- B. Agree
- C. No view
- D. Disagree
- E. Strongly disagree

17. Please tell us why.

18. Do you have any final comments or questions on our proposals for 99 City Road?

# Appendix VII - Exhibition Boards

## Welcome

Welcome to our public exhibition on Endurance Land's proposals for 99 City Road. We are delighted to present our latest plans the site.

We are eager to hear the community's views on our proposals on the future of the site before submitting a planning application to Islington Council early next year.

We welcome feedback from local residents, businesses, and organisations to help shape the plans.



**99 CITY ROAD**

## The Team

**Endurance Land**

Endurance Land is a commercial property company that specialises in the active management of buildings that require refurbishment or development, primarily within Central London and the M25. The company's mission, through its experienced management team, is to be an industry leader in sustainable and technology driven development and property investment in the UK market.

**Kanda**

Kanda are specialists in working with community organisations, residents, and businesses to ensure they have the opportunity to offer meaningful, early input into local developments.

**DP9**


DP9 is a leading independent, specialist planning consultancy based in London. Their work is wide ranging but is renowned for their involvement in delivering some of the most challenging and high-profile projects in and around London and the South East.

**KPF**

KPF are London-based, world-renowned architects known for their ability to create memorable places, successes at transforming and extending existing buildings to give them new leases on life, and history of working in incredibly sensitive contexts across London and beyond. KPF's work includes designing some of the world's tallest, but also some of the world's most contextual, high-rises, London's most significant areas and public spaces; and their sophistication in resolving varied programmes and public benefit into striking, inventive and contextually appropriate forms.

**Publica**

Publica is a London-based urban design and public realm practice that works to make our cities more successful, functional and beautiful. Publica surveys neighbourhoods, undertakes rigorous research and provide strategies and design for innovative, inclusive and sustainable growth, policy and planning.



**99 CITY ROAD**

## The Site

99 City Road is a key site on the Old Street Junction – the focal point of a bustling commercial and business district that nurtures a significant cluster of the UK's technology firms and start-ups.

The site is directly opposite the Central Foundation Boys' School, a secondary school and sixth-form college.

The building is currently home to Inmarsat, but they will be vacating the building in the coming years.

The relocation of Inmarsat provides an excellent opportunity to rethink how the site relates to its neighbours.

The Local Plan identified 99 City Road as a key development site, with the ability to increase office floorspace and improve the economic potential of the building.

Islington Council has designated the site for a 'district landmark' building. The site does not fall within London's key strategic views (LWV) and is in the Central Activities Zone.



**99 CITY ROAD**

## Why Redevelop 99 City Road?

The redevelopment of 99 City Road provides an important opportunity to improve the public spaces and pedestrian experience, creating benefits for our neighbours and those who visit or work in the area.

Tech City is designated as an Opportunity Area of strategic national importance and will help consolidate London's position as the tech capital of Europe.

**The City Fringe Opportunity Area Planning Framework**

Islington Council has an unprecedented need to deliver office space – approx. 400,000 sqm by 2038.

**Islington Local Plan - Employment 2020**

The Old Street roundabout is the focal point of the Tech City and holds the important role as a high-quality gateway to the Tech City, with tailored architecture and public realm.

**City Fringe Opportunity Area Planning Framework 2015**

99 City Road should 'become the focal building of the Old Street Cluster. The tall building would need to be of high quality and outstanding architecture that adds distinctiveness to the centre of the cluster and set a worthy counterpart to the Atlas Building opposite.

**Islington Tall Building Study 2018**



**99 CITY ROAD**

## You Said, We Did

The project team engaged with the communities and stakeholders in Old Street to inform the proposals for 99 City Road.

The table below details how our proposals address the key priorities communicated to us through our first stage of the consultation.

### You Said

Old Street needs more plants and open green spaces that contributes to the biodiversity.

More community spaces where local residents can hold events.

"Old Street feels like a constant construction site" - Local Resident

The need for a space for creatives and cultural programming.  
"The Barbican is nearby but it needs more space in the local area for creatives"

The need for a space that promotes social wellbeing.

### We Did

We propose creating new open green spaces - approximately 17,000 sq ft of terraces and urban greening through greening on the ground level, facade and roof terrace.

We propose an accessible open ground floor that will contain a flexible community space. At 5,500 sq ft, the room will be suitable for a range of events and gatherings.

We understand the current frustration and feelings towards construction work at the Old Street junction. We plan to retain 63% of the current building, which will minimise the impact of construction on local residents and visitors.

Understanding the need for affordable space for local artists, we will provide creative arts and exhibition space - approximately 5,500 sq ft suitable for a wide range of artists.

We hope through the accessible space on the ground floor we can support local wellbeing groups to create a space that promotes social wellbeing.



## Our Vision

Endurance Land plans to optimise the site's potential by delivering a modern, high-quality office development that will positively contribute to the surrounding area around Old Street and provide important local benefits.

Our vision includes:

- Optimising the building's potential by creating 480,000 sq ft of **new high-quality flexible workspaces, including affordable workspace.**
- Creating a building that will become an **ecosystem for Old Street's creative and tech industries.**
- Create a grand 3,000 sq ft **Great Room** at the heart of the development that is designed to benefit and meet the needs of the local community.

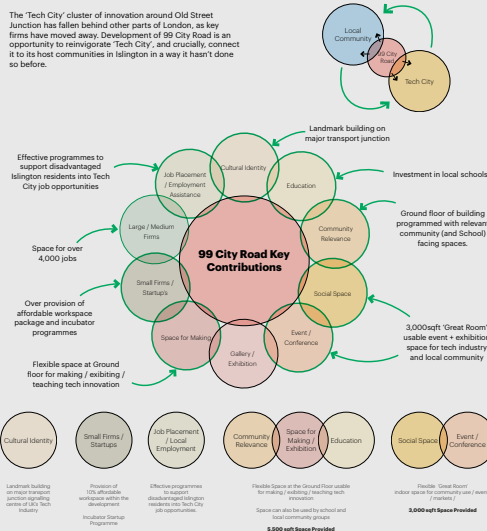
The new building will be set back from the Old Street junction, **creating new public spaces, widened pavement and improved pedestrian experience.** We are proposing 6,000 sq ft of exterior public space - a 200% increase from existing space.

- Contributing and adding to the existing personality of Old Street** by creating a building that engages with its surroundings, has an active relationship with the new Old Street junction, and relates to heritage buildings in the area.
- Setting a new benchmark for sustainability in a post-covid world by upgrading energy efficiency, installing an **urban roof garden, communal green spaces and 800 cycle parking spaces** to promote cleaner air quality.
- Upgrading the building, its design, efficiency, and connection to the local community.**



## Making 'Tech City' Work for Islington's Communities

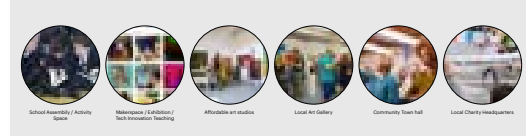
The 'Tech City' cluster of innovation around Old Street Junction has fallen behind other parts of London, as key firms have moved away. Development of 99 City Road is an opportunity to reinvigorate Tech City, and crucially, connect it to its host communities in Islington in a way it hasn't done so before.



## Spaces for Community

We want to transform the ground floor of 99 City Road to create 21,500 sq ft of publicly-accessible spaces. These will include a 5,500 sq ft flexible community space, 6,000 sq ft of outdoor public space, a cafe/bar and a 3,000 sq ft 'Great Room'.

Although we are at early stages of our design, we want the ground floor to be an ecosystem which combines maker spaces, cultural programming, retail, and community use.





## Options for a Great Room

The room will be a large, triple-height space that will be open to street during the summer months, making the building active and permeable.

- Large, permeable, publicly accessible open space for multiple uses, all year-round.
- Varied green spaces to provide urban greening and continuous interest.
- Carefully locally curated events to celebrate and promote existing and new cultural activities.

We have three ideas for how the space could work:

**Winter Garden**  
A fully planted winter garden with large areas of permanent planting (which will restrict its flexibility)

**'Orangery'**  
Planting concentrated at the rooms' edges, walls and ceilings, enabling more flexible space for events.

**Flexible Urban Room**  
A flexible urban room which will be able to accommodate a curated programme of events. These could include markets, exhibitions, meetings and performances.





99 CITY ROAD

## Ground Floor

Please use a sticky dot to indicate which of the spaces you think you would be interested in using

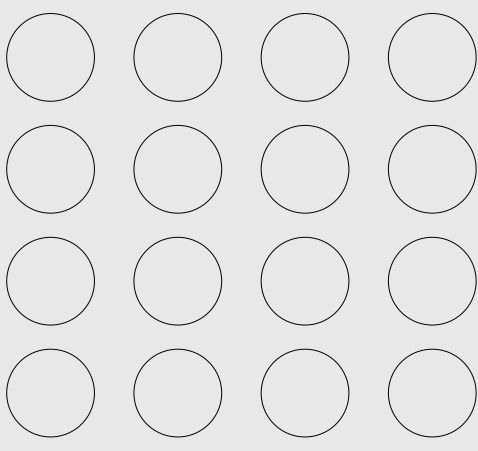
- Red dot: live locally
- Blue dot: work locally
- Green dot: connected to the School
- Yellow dot: connected to a local community group



99 CITY ROAD

## What Would You Like To See Here?

Please use a sticky note to share your ideas for what you would like to see within the ground floor flexible community space and which local groups or organisations could use these spaces:



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## Materials and Design

The building design will be rooted in the distinct history of the local area. Its facades and appearance will take inspiration from the Victorian buildings in the neighbouring Conservation Areas of Bunhill Fields & Finsbury Square and South Shoreditch.

The facade design has been developed to respect the folded nature of the massing as well as emphasise the slender proportions of the tower. The solid terracotta facade is coloured by taking inspiration of the character of the warehouse buildings in the neighbouring area.

The proposed scheme is 159.5 metres tall helping to produce an elegant and well-proportioned building. The tower remains slender and steps backwards to diminish in scale as it extends upwards, whilst creating urban greening on numerous terraces.

We have tested a number of options and carefully positioned the building's massing to allow light to penetrate into the centre of the junction and nearby residential buildings.

A taller, more slender building enables us to cut back the footprint of the building, enabling light through to neighbours and the public spaces of the Old Street junction. The Baxter Building will see a significant improvement to its daylight.



99 CITY ROAD




## Public Spaces Around the Building

Our proposed design creates an arcade that sits within the retained structure of the existing building.

The building will be set back from Old Street to allow the pavement alongside City Road and the entrance to Old Street Station to be widened to create a better experience for pedestrians.

We would also like to make Cowper Street a more welcoming place for pedestrians and are exploring the potential for a 'shared street', that prioritises pedestrians, with active cafe uses overspilling onto a pedestrian focused environment.

99 CITY ROAD

## Sustainability

The proposals for 99 City Road will prioritise and put sustainability at the forefront of the redevelopment.

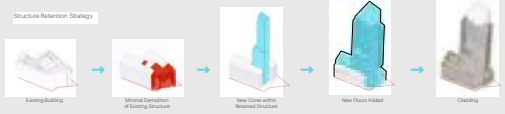
We're aiming to set high standards and go beyond meeting the minimum compliance regulations to ensure the building's longevity and climate resilience.

We will take a holistic sustainable approach - from incorporating sustainable practices along our complete value chain to reusing or recycling as much material as possible, at both the development and operational stages.

To reduce embodied carbon, we're maximising retention of the building's structure using cutting edge technology and architecture to all the site to be optimised whilst retaining 63% of the existing structure. This not only decreases the need for more concrete but also shortens the construction time thereby minimising disruption to the local area.

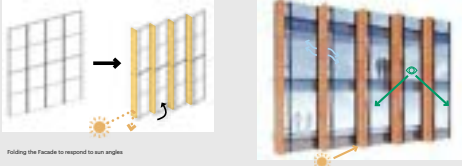
A 'folded facade' has been designed to reduce solar glare by 20%, reducing the need for air conditioning.

### Structure Retention Strategy



- 45% retention of existing structure
- 63% embodied carbon reduction (against baseline target)
- 10,000 sqm of concrete to be re-used
- 100% of steel reinforcement to be re-used
- 100% of brickwork to be re-used
- 100% of masonry to be re-used
- 100% of window frames to be re-used
- 100% of window glazing to be re-used

### Folding the Facade to respond to sun angles



99 CITY ROAD

## Proposal Benefits

|   |   |
|---|---|
| <h3>Economic Benefits</h3> <ul style="list-style-type: none"> <li>Reinvestment of £100m in the heart of Islington</li> <li>£22,000 sqm of new space to be developed</li> <li>£8,000 sqm of new office space to be developed</li> <li>£1,000 sqm of new residential space to be developed</li> <li>£1,000 sqm of new public realm to be developed</li> </ul>   | <h3>Public Realm + Context Benefits</h3> <ul style="list-style-type: none"> <li>£1,000 sqm of new public realm to be developed</li> <li>£1,000 sqm of new public realm to be developed</li> <li>£1,000 sqm of new public realm to be developed</li> <li>£1,000 sqm of new public realm to be developed</li> </ul> |
| <h3>Social Benefits</h3> <ul style="list-style-type: none"> <li>£1,000 sqm of new public realm to be developed</li> <li>£1,000 sqm of new public realm to be developed</li> <li>£1,000 sqm of new public realm to be developed</li> <li>£1,000 sqm of new public realm to be developed</li> </ul>   | <h3>Community Relevance</h3> <ul style="list-style-type: none"> <li>£1,000 sqm of new public realm to be developed</li> <li>£1,000 sqm of new public realm to be developed</li> <li>£1,000 sqm of new public realm to be developed</li> <li>£1,000 sqm of new public realm to be developed</li> </ul>             |
| <h3>Sustainability Features</h3> <ul style="list-style-type: none"> <li>45% retention of existing structure</li> <li>63% embodied carbon reduction (against baseline target)</li> <li>10,000 sqm of concrete to be re-used</li> <li>100% of steel reinforcement to be re-used</li> <li>100% of brickwork to be re-used</li> <li>100% of masonry to be re-used</li> <li>100% of window frames to be re-used</li> <li>100% of window glazing to be re-used</li> </ul> | <h3>Minimised Impacts</h3> <ul style="list-style-type: none"> <li>Reduced need for new construction</li> <li>Reduced need for new construction</li> <li>Reduced need for new construction</li> <li>Reduced need for new construction</li> </ul>   |

99 CITY ROAD



## Thank you + Next Steps

Thank you for taking the time to look through our proposals for 99 City Road. We hope you have found this public exhibition informative and useful.

Please leave us your feedback by filling in a feedback form via our consultation website or a physical feedback form. We will then review this feedback ahead of the submission of the planning application to the London Borough of Islington.

In the meantime, if you have any question, or know someone who requires support accessing this information and may require physical copies, please do get in touch with the project team via the details below.

contact@99cityroad.info  
020 3900 3676

99 CITY ROAD

# **Statement of Community Involvement**

March 2023