



Statement of Community Involvement

Pentavia, Mill Hill

London NW7 2ET

March 2019

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Executive Summary

This Statement of Community Involvement (SCI) demonstrates the schedule of pre-submission engagement which was undertaken by Meadow Residential (referred hereafter as 'The Applicant') in preparation for the submission of their application for Pentavia Park (referred hereafter as 'the site').

The Borough of Barnet has its own statement of community involvement which acts as guidelines for amongst other elements of community work – the engagement of the local community in application submissions. Paragraph 4.1.1 of Barnet's Draft SCI states:

We request pre-application engagement on all large scale major development proposals and in general it is considered appropriate for schemes where:

- The proposals are likely to have a significant impact on the environment or on the local community, and
- The nature of the development is likely to attract significant local interest.

Similarly, in the Greater London Authority's (GLA) Statement of Community Involvement, the document states that developers should provide a report on the result of these engagement activities:

4. Report on result of involvement – for major planning application, developer submits a Community Involvement Statement which reports on the involvement undertaken and how it has influenced the proposed scheme. For applications below major threshold, developers are strongly encouraged to submit a Community involvement Statement

In order to assist with the community consultation and communication, the Applicant appointed Built Environment Communications Group (BECG), a specialist communications consultancy, to form part of its project team for the proposed redevelopment.

BECG has produced this report to clearly and concisely outline the process followed and the feedback received since the application was called-in by the Mayor of London.

A breakdown of these activities is below:

Date	Milestone
28th February 2019	Wrap around demonstrating proposals published in Barnet Times
5th March 2019	Pop-up event Day 1
6th March 2019	Pop-up event Day 2
9th March 2019	Public exhibition Day 1
11th March 2019	Meeting with Mill Hill Neighbourhood Forum
12th March 2019	Public exhibition Day 2

The previously submitted applications had been subject to extensive pre-application dialogue, design and assessment which included several meetings with:

- Barnet Council (planning, design, affordable housing and build to rent, crime liaison, arboriculture, highways and environmental matters)
- The Greater London Authority (GLA)
- Transport for London (TfL)
- Mill Hill Neighbourhood Forum
- Mill Hill Preservation Society.

In addition, four sets of public exhibitions were held on the following dates:

- 24th and 25th November 2015
- 25th and 26th May 2016
- 14th September 2016
- 14th and 15th November 2017

The objectives of this public engagement programme were to ensure that local residents, community groups and elected representatives were made aware of the emerging development proposals and had an early opportunity to participate in shaping the plans. The Applicant therefore implemented a comprehensive programme of community engagement which began in February 2019, and included the following:

- **Local Press Advertisement:** A 4-page wrap-around advertisement was produced to advertise the proposals and provide details about the two public exhibitions. This was published in the Barnet Times on 28th February 2019.
- **Pop-up events:** Two pop-up events were arranged in Colindale Library on 5th & 6th March to advertise the proposals and the public exhibitions and gain initial feedback from residents about the scheme.
- **Public Exhibition:** Two public exhibitions were held occurring on Saturday 9th March at the RAF Museum on Grahame Park Way and Tuesday 12th March at the Hartley Hall on Flower Lane. A set of exhibition boards was on display which provided an overview of the proposals, with feedback forms available so attendees could provide their feedback about the scheme.
- **Engagement with local elected representatives:** Given the location of the site, from the outset of the engagement programme the Applicant sought to engage with Mill Hill Ward Councillors, Colindale Ward Councillors, Hale Ward Councillors, Conservative MP for Hendon – Matthew Offord MP and GLA representative for Barnet and Camden – Andrew Dismore.
- **Engagement with Residents' Associations and local groups:** The Applicant sought to engage with local residents associations and local groups including the Mill Hill Neighbourhood Forum. This was to understand local opinion of the scheme and what resident associations and local groups would like to see emerging from the development.
- **Engagement with local health authorities and schools:** The Applicant sought to engage with local hospitals and schools in order to ascertain whether the residential element especially the affordable housing would be beneficial to local workers such as doctors or teachers.
- **Public consultation website:** To ensure an open and continuous flow of information, the Applicant set up a consultation website: www.pentaviahomes.co.uk to provide details on the proposals and consultation materials and a place for the community to submit feedback; as well as a contact telephone number of the project team.
- **Direct liaison with residents:** The Applicant ensured that members of the project team were available

Result of Exhibition & Response

Overall, 119 people attended the exhibitions providing a range of views. Positive comments included:

- **Affordable housing:** Support the idea of redeveloping the site to provide 41% affordable housing
- **Affordable housing mix:** Support the range of affordable housing options on offer which would benefit a wider range of people
- **Housing for key workers:** Support the idea that key workers in the borough, such as doctors and teachers, could benefit from housing on the site
- **Site regeneration:** Supported the regeneration of the currently underutilised retail park site

There were also questions raised by attendees and consultees regarding the following concerns:

- **Height:** Comments were made regarding concern for the height of the development. Many residents questioned the height of the scheme and whether it would be visible from their communities and homes. Local residents also queried whether the view of the scheme would impact on housing values in the area.
- **Strain on local services:** Comments were made by attendees who were concerned about the possibility of strain on public services, specifically local transport. Many people, questioned whether local transport services would be impacted by the development. Others were concerned about waiting times at GP surgeries.
- **Parking:** Some residents were concerned about the level of parking compared to the density of homes. Residents referred to current concerns about car parking and whether this would affect current parking levels going forward.
- **Traffic:** Some attendees were concerned about the effect that the new residents of the proposals will have on traffic in the surrounding roads.
- **Density:** Comments were made regarding the proposed density of homes. Some felt the site constituted over-development. The Applicant proposed this density as a result of providing significant affordable housing on the site.
- **Pollution:** People were concerned about air pollution around the scheme.

Further details about the exhibition are provided in the Exhibition and Feedback sections of the SCI. This document sets out a record of the public engagement process and a summary of the feedback received.

Background

The proposed application seeks full planning permission for the following:

Redevelopment of site including the demolition of all existing buildings and construction of 844 new Build to Rent Class C3 residential units along with 894 sqm of ancillary Class C3 build to rent facilities, 405sqm of retail floorspace (Use Class A1), 326 sqm of food and drink uses (Use Class A3 and A4), 297 sqm of community floorspace (Use Class D1), a new pedestrian access off Bunns Lane, open space, landscaping, car parking, acoustic mitigation and highway / pedestrian improvements.



The site is approximately 3.64 hectares and forms an island surrounded by major transport infrastructure and consists of a former out-of-town retail park with associated parking. The retail buildings occupied the northern part of the site. Existing buildings are considered to be architecturally poor and do not contribute to the character and appearance of Mill Hill. The site is not subject to any other Local Plan designation, is not part of a conservation area and there are no listed buildings on site.

The site has a short development history. The Pentavia Retail Park was built in the early 1990s following planning consent in 1988 and 1994 for a scheme comprising unrestricted open A1 warehouses, a garden centre and petrol station. Prior to 1988 the site had been used as allotments and a sports ground as well as a construction site for the M1.

Approach

The engagement period sought to follow national and local engagement strategies by providing the local community with an opportunity to comment on the proposals prior to the submission of the planning application.

The engagement programme sought to:

- Raise the profile of the scheme within the local community
- Inform about the design, planning and development process
- Communicate the proposals to local residents and stakeholders
- Provide a mechanism for interested individuals and parties to comment on the scheme and related issues
- Open lines of communication with residents and stakeholders that will continue throughout the planning process

Pre-exhibition pop up events were deployed to initiate first contact with local stakeholders and the general public. The Public Exhibitions were organised to continue engagement with stakeholders, display the proposals and garner feedback. The post-exhibition period was used to follow-up engagement contact made, collate feedback and create the SCI to summarise pre-submission engagement activities.

Capturing public perception of the scheme throughout this process was critical, given its status as a major development site in Mill Hill, so that public perceptions of the scheme was understood.

Exhibition dates in March 2019 were chosen to provide local residents, community stakeholders and politicians the opportunity to view the proposals and provide feedback.

The engagement strategy included activities which would raise the profile of the exhibition and in doing so the proposals to local residents and stakeholders and then provide support and avenues to engage.

This included:

- An agreed distribution area for exhibition (Appendix A)
- Delivery of invitations for the public exhibition inviting local residents (Appendix B)
- Invitation sent to Mill Hill Ward Councillors (Appendix C)
- Invitation sent to neighbouring Ward Councillors in Colindale and Hale
- Invitation sent to Matthew Offord MP (Hendon) and Andrew Dismore (GLA representative for Camden and Barnet)
- Invitations sent to local resident groups and community stakeholders
- Two public exhibitions held at the RAF Museum and Hartley Hall
- A dedicated website (www.pentaviahomes.co.uk) providing up-to-date information about the proposals site, exhibition, feedback and further contact details (Appendix D)
- A feedback form available at the exhibition for attendees to provide their thoughts about the proposals
- A dedicated email address for residents to send queries about the exhibition and proposals
- A dedicated hotline and email address provided on the exhibition boards and feedback forms for all attendees to access

Engagement with Community Groups

The Applicant was keen to engage community groups with an interest in the scheme. The following groups were invited to receive a briefing on the proposals prior to the public exhibition:

- Mill Hill Residents Association
- The Mill Hill Preservation Society
- Mill Hill Neighbourhood Forum

Following this invitation, a meeting was arranged with the Mill Hill Neighbourhood Forum for 11th March 2019 where the project team provided a presentation to members regarding the proposals

Engagement with Local Schools

The Applicant was keen to update the schools on the evolving proposals and engage with any views or concerns they may have. There were four local schools in the immediate surroundings of the site:

- Helena's Nursery
- Hasmonean School
- The Orion Primary School
- Bright Little Stars Nursery

Engagement with Local NHS Facilities

The Applicant endeavoured to contact local NHS facilities to receive a briefing on the proposals and discuss potential ways that their employees could benefit from the development. The following facilities were invited to discuss the proposals further:

- Chase Lodge Hospital
- The Everglade Medical Practice
- Watling Medical Centre Burnt Oak
- Edgware NHS Walk-in Centre
- Edgware Community Hospital
- London North West University Healthcare
- Royal Free Hampstead NHS Trust

Following this invitation, a representative from the Royal Free London NHS Foundation Trust attended our exhibition 12th March 2019 and discussed the proposals with the applicant.

Public Exhibitions

Two public exhibitions were held for the revised proposals on:

- Saturday 9th March 2019 between 10 am - 2:30 pm at the RAF Museum, NW9 5LL;
- Tuesday 12th March 2019 between 4 pm and 8 pm at the Hartley Hall, NW7 2JA.

Both exhibition venues are well known and familiar with much of the local community. Hartley Hall, 0.9 miles from the Site, has been a previous venue for earlier proposals for the site, and is located in the heart of Mill Hill. The RAF Museum, 0.8 miles from the Site, is a well-known and accessible venue in Colindale.

The purpose of the public exhibition was to present the proposals to the local community and gain additional feedback prior to submitting a revised planning application.

" Today at the Hartley Hall the developers for the Pentavia Development have put on an informative and well-run exhibition, with plenty of information and people to talk to about the plans.

A very professional presentation which at least means the development should be run well "

Mill Hill blog post on millhillnews.blogspot.com

The Applicant wanted residents to be fully aware of the aspirations, design and development benefits that could accompany the scheme so the community could fully engage with the proposals.

The exhibitions were organised to make it as convenient for all community to attend as possible.

- Exhibitions held on different days - Having exhibitions on both a Saturday and on week day made it possible for those with a range of work and personal commitments to attend.
- Exhibitions held at different locations - The exhibitions were held in both surrounding communities, Mill Hill and Colindale. This allowed residents from both communities able to attend.

A1 exhibition boards were displayed throughout the event and outlined the proposals put forward by the Applicant (Appendix E).

The exhibition also provided:

- iPads for registering attendance in a manner compliant with GDPR
- Two ballot boxes
- Feedback forms and freepost envelopes

Feedback forms could either be filled in at the venue or posted back by using the supplied postage paid envelopes (Appendix F). These were then collated, and the feedback analysed. The form also provided a link to the consultation website. A copy of the feedback form is in the Appendices.

The exhibition was attended by representatives from the Applicant, BECG (community engagement consultant), Arney Fender Katsalidis (the architect), Quod (planning consultants), Mayer Brown (environmental consultant) and Velocity TP (Transport consultants).

Promotion of the Exhibitions

The exhibitions were promoted through the following methods:

- Posted invitations
- Double page newspaper wrap-around
- Online presence
- Pop-up events

Invitations

Invitations were posted via Royal Mail to 4,003 addresses. The invites had the following information:

- Introduction to the proposals
- Exhibition details
- Website and Twitter address



Barnet Times wrap around (Appendix G):

Information for the proposals and the exhibition were advertised on a double page wrap-around of the local newspaper Barnet Borough Times on the 28th February 2019. The wrap-around had the following information:

- Introduction to the proposals
- The range of housing offering
- Further details on design, public space, management and amenities
- Exhibition details
- And website and Twitter address

Social Media and Website:

The website had the following pages:

- Introduction to the proposals
- Information on the exhibition
- PDF of the exhibition board
- And an online feedback form

The Twitter page for the proposals was an opportunity for the project team to directly communicate with the community. The page received over 4,600 impressions during the initial 24 day engagement period.

Additionally, the exhibitions were promoted by the following groups over social media:

- Mill Hill Broadway London
- Mill Hill Neighbourhood Forum
- Mill Hill Today

Pop-up events:

The project team conducted two pop-up events at Colindale Library in order to promote the proposals and distribute more invitations to people who were not aware of the proposals.

Over the course of the event over forty people were spoken to regarding the proposals and how to find out more.



The Exhibition Boards

Fourteen exhibition boards were on display throughout the exhibitions and on the website with the following titles:

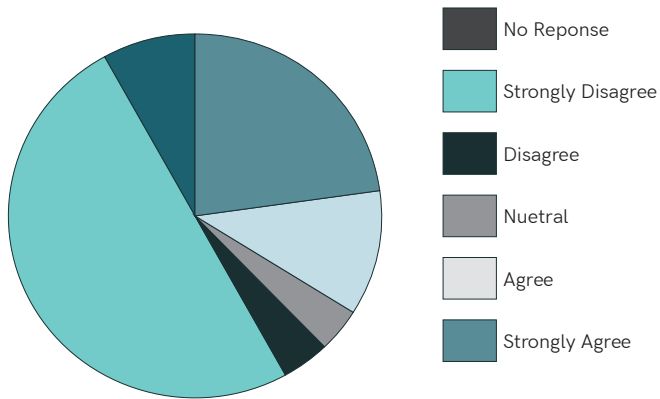
- Welcome
- The Updated Proposals
- Build-to-Rent
- Masterplan
- 2x CGIs- Exterior
- CGIs- Interior
- Benefits
- Affordable housing
- Amenities
- New Public Realm
- Affordable housing- Household Income
- The Site
- The Next Steps

Feedback Forms were provided at the event and gave the residents the opportunity to comment on the proposals. In total, 28 feedback forms were returned by attendees and the following section provides an analysis of those responses.

Feedback Analysis

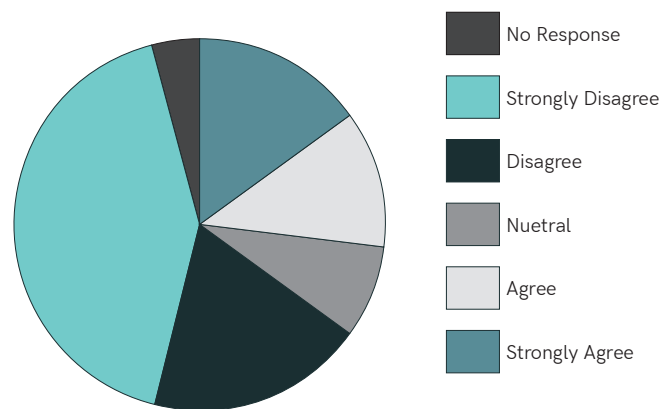
Out of the 119 attendees at our exhibitions, we have received 28 feedback forms*. This represents 24% of attendee’s views.

*The feedback deadline is after the submission date therefore feedback received after this time will be included in an addendum.



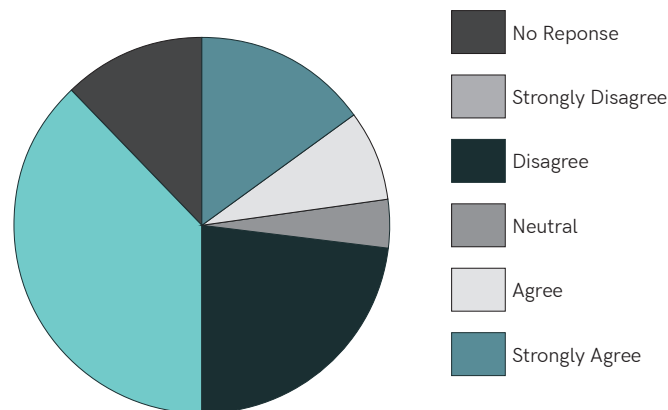
Q1. Do you agree with the principle of redeveloping Pentavia Retail Park into a new development with housing, community facilities and public green space?

Out of the respondents, 34% identified that they ‘agree’ or ‘strongly agree’ with the principles of development at the site. Whilst 54% respondents stated that they ‘strongly disagree’ or ‘disagree’ and 11% of respondents stated that they have a ‘neutral’ perspective or did not respond.



Q2i - Do you agree with the provision of affordable housing on this site?

Out of the respondents, 27% identified that they ‘agreed’ or ‘strongly agreed’ with the provision of affordable housing at the site. Whilst 61% respondents stated that they ‘strongly disagreed’ or ‘disagree’ and 12% of respondents stated that they have a ‘neutral’ perspective or did not respond.



Q2ii - Do you think the mix of tenures is good for the development?

Out of the respondents, 23% identified that they ‘agreed’ or ‘strongly agreed’ with the mix of tenures at the site. Whilst 61% respondents stated that they ‘strongly disagree’ or ‘disagree’ and 16% of respondents stated that they have a ‘neutral’ perspective or did not respond.

Q3)- Any further comments

- **Height:** 11 comments were made regarding concern for the height of the development. Many residents questioned the height of the scheme and whether it would be visible from their communities and homes. Local residents also queried whether the view of the scheme would impact on housing values in the area

" This development is far too tall for the area "

- **Strain on local services:** 11 comments were made by attendees who were concerned about the added extra strain on public services, specifically local transport. Some people were critical of the current bus services in the local area and queried what the effect of the proposals would have on local transport.

" Public transport is under pressure "

- **Parking:** 10 attendees wrote that they were concerned about the level of parking compared to the density of homes. Residents reported that there is already a lack of car parking and questioned what the effect of the proposals would have.

" there will be a [parking] overflow onto surrounding streets "

- **Traffic:** 10 attendees were concerned about the effect that the new residents of the proposals will have on traffic in the surrounding roads which one resident compared to a permanent 'car park'.

" inadequate parking on this site "

- **Density:** 8 of the comments received were concerned that the proposed density of homes was too high for the site and the rest of the community. Some felt the site was being over-developed and there was not enough need for housing to warrant the proposals.

" The development in my opinion is for too many dwellings "

- **Design in not in keeping with area:** 7 people felt that the proposals were not in keeping with the rest of the Mill Hill and questioned whether how design would contribute to the area.

" It will develop [into] a ghetto "

- **Pollution:** People were concerned about air pollution around the scheme for new and existing residents in the area.

" The air is already a poor quality "

- **Not affordable:** 5 people commented that they did not think the affordable provision in the proposals was significant enough or that the homes would still be too expensive for low-income earners.

" I strongly disagree with the so called 'affordable housing' on the site "

Additional Channels for Engagement

Freepost and 0800 freephone

Access to a freephone telephone enquiry line was offered to those who wished to find out more about the proposals, or to register their comments via the telephone.

The telephone number used (0800 298 7040) was in operation Monday-Friday between the hours of 8:30am and 5:30pm. Outside of these hours a voicemail facility was available for messages to be left which were responded to at the earliest opportunity.

Information was given to callers where possible and if questions were of a technical nature, these were passed on to project team members.

A freepost envelope was available at the public exhibition, allowing feedback forms to be posted back free of charge.

Post Submission Engagement

The Applicant is committed to continuing engagement after the planning application has been submitted.

Conclusion

This statement of community involvement summarises the engagement activities and feedback received during the pre-application period, the masterplan and planning application. The Applicant has clearly demonstrated their commitment to conduct a comprehensive programme of political and community engagement. The Applicant conducted an engagement programme which introduced the updated proposals to local stakeholders and the community and provided the opportunity to give feedback either in written or oral form.

The Applicant has fulfilled a comprehensive programme of political and community engagement, which will continue throughout the post-submission phase. The site is currently a disused former out of town retail park and most of the attendees recognise that the site should be developed. There was also recognition amongst attendees that the proposals of the Site would positively contribute to the delivery of affordable housing however there were concerns about the parking, height, traffic and the impact on local services.

With regards to height the Applicant has sought to directly address these concerns through the iterative design process and attempts have been made to minimise the impact on surrounding residents. It is also important to remain cognisant of the need for new homes, and the ability for well-located brownfield sites to deliver a higher proportion of new homes in a sustainable way.

On traffic and parking, the Applicant will continue to work with TfL and the London Borough of Barnet including its relevant departments to ensure that mitigation measures will be implemented and there will be minimal negative impact to the highways network. The Applicant will also be making significant financial contributions to improve local infrastructure for the Council to dispense of how they see fit.

In conclusion, this Statement of Community Involvement demonstrates that the proposals put forward have been effectively presented to the public and the Applicant has striven to engage with the community throughout the process. The Applicant remains committed to working with local elected representatives and members of the community to address any concerns moving forward.

Appendices

Appendix A

Distribution area for exhibition



Appendix B

Exhibition Invite

Invitation to Public Exhibition for Pentavia New Homes 9th & 12th March

PENTAVIA
NEW HOMES

Meadow Residential invites you to view the updated proposals for an exciting new development planned for the Pentavia Retail Park in Mill Hill.

The proposals will include:



844 new homes for sale and rent



Including 345 new affordable homes for those who wish to buy, to rent and for those who need a home the most



High-quality environment with great public spaces and local amenities



Best-in-class built-to-rent properties, expertly managed and with no rental deposit required

This will be your opportunity to meet the project team and provide feedback about the scheme.



The exhibitions will be held on the following dates:

1 Saturday 9th March 2019
10am - 2:30pm

Venue:
RAF museum,
Grahame Park Way,
London NW9 5LL

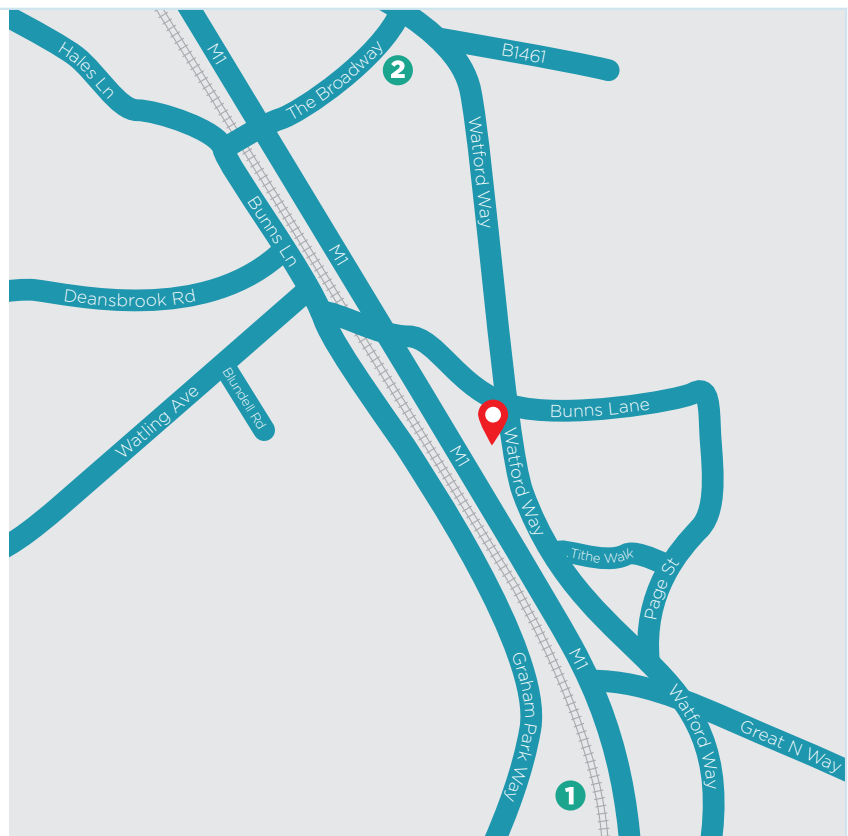
2 Tuesday 12th March 2019
4pm - 8pm

Venue:
Hartley Hall,
1 Flower Lane,
London NW7 2JA

FOR MORE INFORMATION:

Website: pentaviahomes.co.uk

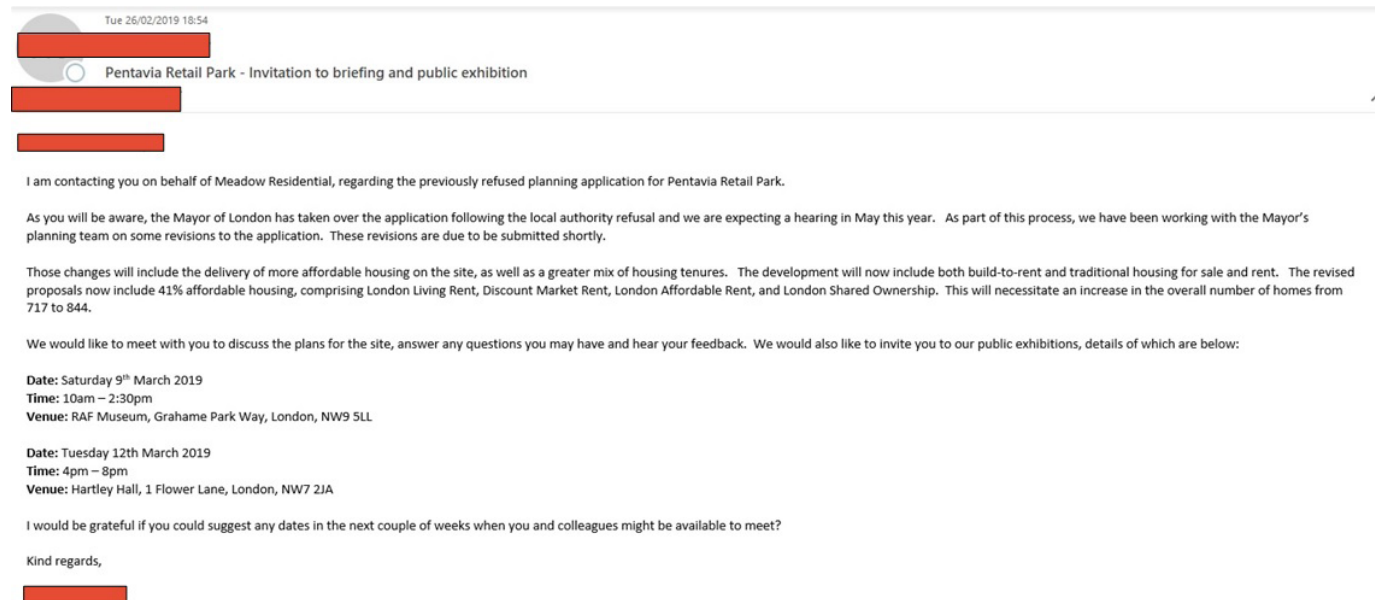
Twitter: @PentaviaHomes



Appendices

Appendix C

Email Invitation




Appendix D

Pentavia Website


PENTAVIA
NEW HOMES

[Home](#) [Proposals](#) [Public Exhibition](#) [Have your say](#)



Welcome

Welcome to the website for the new proposals for Pentavia, Mill Hill. Pentavia will deliver a truly unique mix of housing types offering something for everyone.



Appendices

Appendix E

Exhibition boards (1-2)

Welcome

PENTAVIA
NEW HOMES

Welcome to this exhibition to display the updated proposals for Pentavia Retail Park.

The proposals have been called in by the Mayor of London and will be reviewed at a mayoral hearing on 24th May.

The previous plans for the site were refused by Barnet Council last year. Members of the planning committee refused the application due to its size and because 35% affordable housing was not considered enough.

The revised application, developed in consultation with GLA planning officers, seeks to address the concerns around affordable housing. As a strategic site capable of delivering a significant contribution to the new homes London needs, the size of the development has increased to allow for a greater contribution to affordable housing.

The revised proposals will now deliver 345 affordable homes, which is 41% of the development. This will include homes at Discount Market Rent, at London Affordable Rent, at London Living Rent, and homes for London Shared Ownership.

The range of different homes and prices will ensure a uniquely mixed community and deliver the homes that London needs.

Please take your time to read through the boards and there are feedback forms available for you to provide your comments.



CGI demonstrating view of proposals from Bunns Lane

The Updated Proposals

PENTAVIA
NEW HOMES

The updated proposals will provide 844 homes for sale and rent and includes an increase from 251 affordable homes to 345 affordable homes.

There will be a wide range of affordable homes on offer:

- 94 homes at London Affordable Rents (£155 - £173 a week)
- 57 homes at London Living Rent (£216 -£264 per week)
- 131 homes at Discount Market Rent (25 - 35% cheaper than market price)
- 63 homes for London Shared Ownership (with a deposit as low as 2.5%)

Alongside the new homes, the development will deliver an environment that supports and nurtures the community, including:

1. Major new public green spaces and private amenity gardens, balconies and terraces
2. New paths, walkways, and cycleways to increase access
3. New shops, restaurants and healthcare facilities to create local amenities for residents to use
4. Resident services including dedicated on-site management, fitness centre, residents' meeting space and workspace



Exhibition boards (3-4)

Build-to-Rent

PENTAVIA
NEW HOMES

Half of the units will be Build to Rent.

What is Build to rent?

- Homes which are built, maintained and managed by Meadow specifically for renters in mind.
- Build to Rent is a concept that has become increasingly popular across London as a way to provide an alternative to the generally fragmented private rental sector.

Why is it a good for tenants in Mill Hill?

- Greater accountability when it comes to maintenance.
- Transparent rental agreements.
- Flexibility for long, or short-term tenancies.
- A high level of build quality which is robustly designed for rent.

New homes and opportunities for people to thrive in Mill Hill

The tenancies will be ideal for the many people where home-ownership is unrealistic but are unable to get access to social-housing.

People may choose to build to rent for practical reasons such as career or household composition, renting, can be a positive choice for those who do not want to buy.

Meadow is an experienced and high-quality provider of build to rent property. They currently offer professional management in schemes across London to demonstrable success.

This makes Meadow the ideal developer to bring forward and maintain these homes for years to come.



Masterplan

PENTAVIA
NEW HOMES



Appendices

Appendix E

Exhibition boards (5-6)

CGIs – Exterior

PENTAVIA
NEW HOMES

Pentavia will be a modern development and a place that people will want to live, work and play



CGI demonstrating the planted, communal areas of the scheme

CGIs – Exterior

PENTAVIA
NEW HOMES

The highest quality materials and design promote a vibrant sense of place




CGI showing the centre of the development with amenities for residents and locals


Exhibition boards (7-8)

PENTAVIA
NEW HOMES
CGIs – Interior

Pentavia will offer a modern and attractive development, providing a great place to call home and with public space and amenities for the whole community




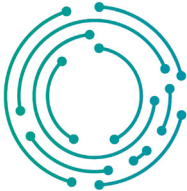


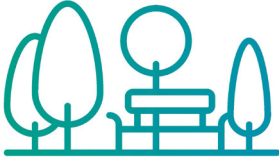

CGI showing an indicative interior for a double room



CGI showing an indicative interior for a living room

PENTAVIA
NEW HOMES
Benefits

Pentavia will be a true asset to residents and the local community. It will provide a wide range of housing options, commercial opportunities and local amenities including:

 <p style="font-size: 0.8em;">A modern development which creates a place people will want to live, work and play</p>	 <p style="font-size: 0.8em;">An open and accessible design to connect with Mill Hill</p>	 <p style="font-size: 0.8em;">High quality materials and design to promote a vibrant sense of place</p>
 <p style="font-size: 0.8em;">New local amenities to help create a community and neighbourly environment</p>	 <p style="font-size: 0.8em;">New public green areas including communal gardens, courtyards and landscaped walk ways</p>	 <p style="font-size: 0.8em;">Professional, managed facilities</p>

Appendices

Appendix E

Exhibition boards (9-10)

Affordable Housing

**PENTAVIA
NEW HOMES**

Affordable Housing is one of the biggest challenges facing London today, ensuring that people from all walks of life have a place to live and call home.

With this in mind, Meadow are proposing 345 new affordable homes, 41% of the planned housing being delivered. Part of the Borough's affordable housing requirements is the need to provide a range of different tenures. This will be delivered by Pentavia with the following offers:





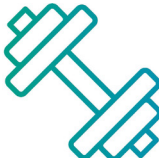
131	homes at discount market rent - 25% - 35% cheaper than the market price	63	homes for London Shared Ownership with a 2.5% deposit
94	homes at London affordable rent - £155 - £173 per week	57	homes at London Living Rent - £216 - £264 per week

Barnet Council has stipulated that there should be an increase in the supply of affordable purpose-built rented homes and Meadow are proposing to help meet this requirement through this development and its affordable housing offer.

Amenities

**PENTAVIA
NEW HOMES**

This development has been designed with brand new amenities to help promote a connected, neighbourly environment in the local area. New facilities are proposed to deliver public amenities on your doorstep. This includes:

 <p>Convenience stores for local and resident use</p>	 <p>Restaurants for new places to eat and socialise</p>	 <p>Healthcare facilities contributing to the health and well being of residents</p>
 <p>Local shops offering potential commercial opportunities and choice for residents</p>	 <p>Professional management services including a security office, fitness centre, residents' meeting space and workshare hub</p>	<p>All of these amenities will provide a real contribution to Mill Hill and have been designed to benefit both new Pentavia residents and the local community. This will transform a currently underutilised site which is disconnected from the local area, into a thriving and linked residential neighbourhood.</p>

Exhibition boards (11-12)

New Public Realm

PENTAVIA
NEW HOMES

These proposals have been designed to create a new public realm that will serve new and existing residents in the community.

The new public green space is comprised of central courtyards and communal gardens brought together by a green walkway running through the scheme. The addition of roof terraces and a woodland edge will make this a softer more inhabitable area that will be far more visually interesting than under its current usage.



Connectivity from the new public realm in to Mill Hill will be supported by a new pedestrian link from Bunns Lane into the heart of the scheme. Areas of tarmac surfaces which are currently present at the site will be transformed to compliment and extend Mill Hill's inter-connected green spaces.



Creating a sense of community and neighbourhood within this scheme is critical for the sustainability of the site. This new public realm will provide a social hub that everyone can enjoy, alongside thriving nature and ecology delivered through carefully thought-out and designed landscaping.



Next Steps

PENTAVIA
NEW HOMES

Thank you for attending our exhibition. We encourage you to provide your feedback, all of which will be carefully considered in the finalisation of the scheme.

Time line

-  **Feedback deadline**
26th March 2019
-  **Mayoral Hearing**
24th May 2019
-  **Construction starts**
Summer 2019
-  **Completion**
Summer 2023

Contact

If you have any queries or would like any further information please contact us via the following:

Call: 0800 298 7040
Email: alex.cowley@becg.com
Visit: pentaviyahomes.co.uk



Appendices

Appendix E

Exhibition boards (13-14)

PENTAVIA
NEW HOMES

Affordable Housing – Household Income

Pentavia will provide an opportunity for people on a range of incomes to rent or own their home.

The table and graphic below provides an overview of the level of household income for each type of new home at Pentavia.

For example, two people looking to rent a two-bedroom home would need to earn between £16,250 and £33,250 each to afford any of the products on offer at Pentavia.

Mill Hill Ward Incomes (CACI)

Table showing household income required for rental homes, with housing costs to be no more than a 1/3 of income.

	1-bedroom	2-bedroom	3-bedroom
Affordable Rent	£29,000	£32,500	£35,500
London Living Rent	£33,500	£37,500	£41,000
Discounted Market Rent	£39,000	£47,000	£49,000
Private Rent	£52,500	£66,500	£75,000

Table showing household income required for purchase homes, assuming a mortgage of maximum 4 times income.

	1-bedroom	2-bedroom	3-bedroom
Shared Ownership	£47,000	£67,000	£83,000
Private Sale (Help to Buy)	£47,500	£66,500	£82,000
Private Sale (Conventional)	£77,500	£109,000	£134,000

PENTAVIA
NEW HOMES

The Site

Appendix F

Exhibition Feedback Form

PUBLIC CONSULTATION:

Pentavia New Homes

PENTAVIA
NEW HOMES

Thank you for attending today's exhibition. Please let us know your thoughts by filling out this feedback form. You can contact us on **0800 298 7040** or email alex.cowley@becg.com. Our website is www.pentaviahomes.co.uk.

The feedback deadline is Tuesday 26th March.

Privacy Statement

By filling in this form, you are agreeing that Built Environment Communications Group ("BECG") can hold and process your personal data in relation to this public consultation exercise.

- BECG will only share your personal data with the project team for planning evaluation purposes.
- Your identifiable, personal data will not be used for any other purposes without your consent.

BECG and the project team will use your data to:

- Send you updates about the project (where you provide us with your contact details).
- Develop a Statement of Community Consultation (or similar document) 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 these reports with your express permission.

If you provide us with your contact details, we might also contact you to ask more about the comments you've made. BECG acts on behalf of Meadow Residential to run public consultation activities.

*PLEASE COMPLETE ALL SECTIONS IN BLOCK CAPITALS

Once completed, please fold this feedback form in half and post it into the ballot box before you leave the event. Alternatively, take it home along with one of our postage-paid envelopes and send it back to us.

Your Details

If you choose not to fill in all parts of this section, we will not be able to include your comments in the consultation process.

Title (Miss/Mrs/Ms/Mr/Other):

First Name or Initial:

Surname:

Postcode:

Age Group (please circle):

Under 13	13-17	18-24	25-34
35-44	45-54	55-64	65-74
75-84	85+		

Your Contact Details

We will use these details to contact you and update you on the proposals. You don't have to fill in this section if you'd rather we didn't contact you.

Address:

Telephone:

Email:

Data Protection

We hold all personal data in accordance with the General Data Protection Regulation (GDPR) (EU) 2016/679 and your personal data will not be transferred outside of the European Economic Area. You can see our full Privacy Statement, Data Protection Policy, Data Retention Policy and find out how to make a Subject Access Request at the following website address becg.com/dp or by contacting us on 01962 893 893 / dataprotection@becg.com.

Appendices

1) Do you agree with the principle of redeveloping Pentavia Retail Park into a new development with housing, community facilities and public green space?

Strongly Agree Agree Neutral Disagree Strongly Disagree

2) (i) Do you agree with the provision of affordable housing on this site?

Strongly Agree Agree Neutral Disagree Strongly Disagree

(ii) Do you think the mix of tenures is good for the development?

Strongly Agree Agree Neutral Disagree Strongly Disagree

3) Any further comments

Thank you for your feedback.

Appendix G

Pentavia Wraparound

PENTAVIA NEW HOMES

Pentavia, Mill Hill will deliver a truly unique mix of housing types offering something for everyone.



844 new homes for sale and rent



345 new affordable homes for those who wish to buy, to rent and for those who need a home the most



High-quality environment with great public spaces and local amenities



Best-in-class built-to-rent properties, expertly managed and with no rental deposit required

FOR MORE INFORMATION:

Website: pentaviahomes.co.uk

Twitter: @PentaviaHomes

Come and see us at one of our public events (see back page)



A NEW, MIXED COMMUNITY FOR LONDON

Discount Market Rent, London Living Rent, London Affordable Rent, and London Shared Ownership will all be delivered, alongside market rent and private sale homes.

A UNIQUE MIX OF HOUSING TO MEET EVERY NEED

499 homes for private sale and rent

345 new affordable homes

41% of the new homes will be affordable housing

131 homes at 25-35% cheaper than the market price (Discount Market Rent)

57 homes at £216 - £264 per week (London Living Rent)

94 homes at £155 - £173 per week (London Affordable Rent)

63 homes for London Shared Ownership with a 2.5% deposit

A RANGE of 1, 2- and 3-bedroom homes



GREAT DESIGN, EXCELLENT SPACES AND BEST-IN-CLASS MANAGEMENT

DESIGN

- A modern development which creates a place people will want to live, work and play
- An open and accessible design to connect with Mill Hill
- High quality materials and design to promote a vibrant sense of place

PUBLIC OPEN SPACE

- New public green space approximately the same size as the pitch at Wembley Stadium
- Communal gardens for contemplation, play and socialising
- New paths and walkways for easy access for the public

AMENITIES

- New amenities to help create a community and neighbourly environment
- New retail units and facilities to provide great amenities on your doorstep - such as convenience stores, restaurants, healthcare facilities and local shops

MANAGEMENT

- Meadow Residential are an experienced, expert and leading build-to-rent developer
- The community will be managed for the long-term
- Facilities will include a concierge, maintenance office, security office, fitness centre, residents' meeting space and a workshare hub



Appendices

TO FIND OUT MORE, VISIT ONE OF OUR PUBLIC EXHIBITIONS

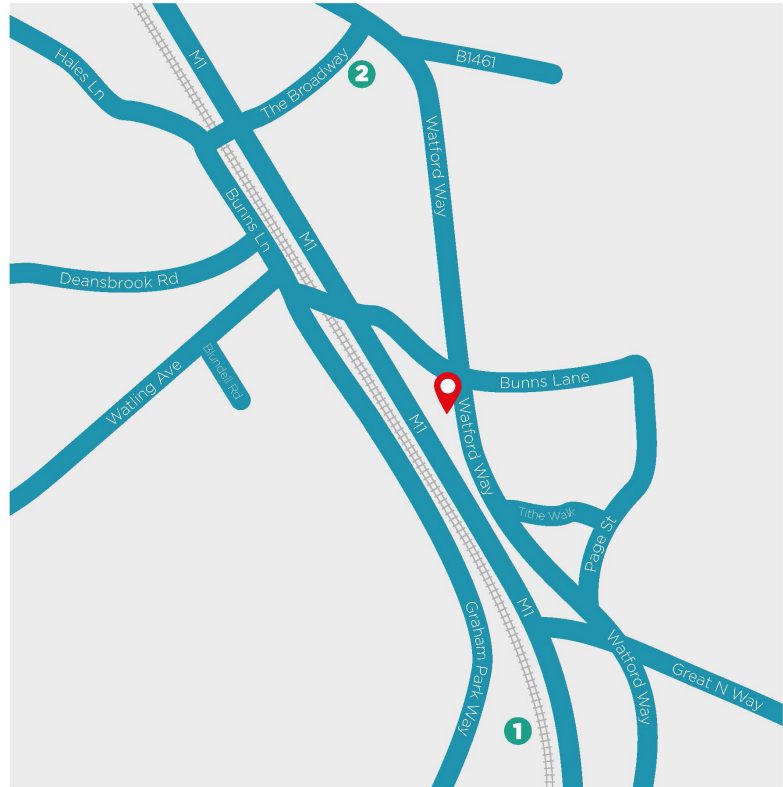
**1 Saturday 9th March 2019 -
10am - 2:30pm**

Venue:
RAF museum,
Grahame Park Way,
London NW9 5LL

**2 Tuesday 12th March 2019 -
4pm - 8pm**

Venue:
Hartley Hall,
1 Flower Lane,
London NW7 2JA

 **Site location**



becg



**built
environment
communications
group**