



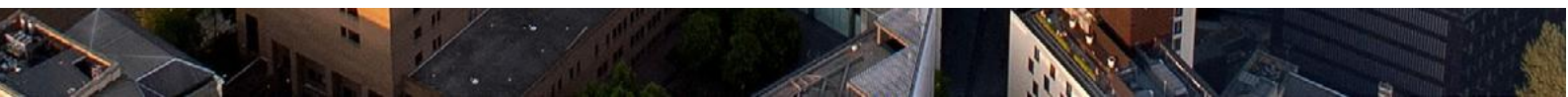
DRURY WORKS STATEMENT OF COMMUNITY INVOLVEMENT

MCALEER & RUSHE

MAY 2023



 LONDON
COMMUNICATIONS
AGENCY





Proposed new office space at Drury Works

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1. INTRODUCTION

This Statement of Community Involvement (SCI) is submitted on behalf of McAleer & Rushe (hereafter referred to as 'the Applicant'). It accompanies a planning application for refurbishment and extension of the site of Drury Works at 160-161 Drury Lane, 2,4 and 6 Parker Street, London, WC2B 5PN ('the Site') within the London Borough of Camden. The description of development ('the Proposed Development') is as follows:

“Demolition of existing fourth floor, replacement of fourth floor and erection of an additional storey to the top of the building, ground floor alterations including new entrances, single storey extension to the rear, removal of existing external fire escape stair to the rear, reconfiguration of existing external plant equipment and introduction of additional plant at roof level, including associated works. Planning use class E throughout the building.”

This SCI demonstrates that a considered approach has been taken to engagement around these proposals with local residents and community groups, as well as engagement with councillors and officers at the London Borough of Camden.

Specifically, it outlines the pre-application, public and stakeholder engagement strategy developed for this planning application, the activities and engagement that took place with key stakeholders and the local community, the comments that were received throughout the engagement period and how the Applicant sought to address the feedback raised by amending the proposed development.

The Applicant proactively sought to hold a mix of engagement activities and events, to ensure that the proposals were widely promoted, and everyone had a chance to comment. This engagement was held between March and May 2023 and included:

- Letters to surrounding local residents and businesses
- Emails to key stakeholders
- Two drop-in events held on site at Drury Works, and attended by nine members of the public and key stakeholders
- Private drop-in session on request from residents of one apartment in Market House
- Visit to a local resident's apartment to conduct daylight/sunlight analysis
- Meetings with officers of Covent Garden Community Association (CGCA).
- Boards advertising the development with contact details have been left on display for members of the public to view since 8 March 2023.

Details of our engagement activities are provided later in the document in Section 5.

All engagement activities outlined in this document were undertaken by the Applicant and its core project team which included the lead architects Ben Adams Architects, planning consultants Gerald Eve, and community engagement specialists London Communications Agency ('the project team').

The engagement activities that have taken place are in accordance with the London Borough of Camden's updated Statement of Community Involvement (2016) and also reflect the principles for engagement in the National Planning Policy Framework (2021).



2. ENGAGEMENT AND FEEDBACK AT-A-GLANCE



2. ENGAGEMENT AND FEEDBACK AT-A-GLANCE

Our outreach to the local community has included:



142

Letters sent locally promoting the engagement



28

Emails sent promoting the engagement



9

Members of the public attended our engagement events



57

Pieces of written feedback received



129

Follow-up newsletters sent locally promoting the engagement



3. THE SITE AND PROPOSALS



3. THE SITE AND PROPOSALS

THE SITE AND ITS CONTEXT

The site at Drury Works lies within the Covent Garden ward in the London Borough of Camden. The site is currently on the corner of Parker Street and Drury Lane surrounded by a combination of commercial and residential buildings. Drury Lane forms the boundary line of Westminster City Council, St James' Ward.

Further relevant site context and planning history is as follows:

- The building falls within the Seven Dials Conservation Area (Camden) and directly opposite the Covent Garden Conservation Area (Westminster).
- The existing building is not listed nor deemed a positive contribution to the area.
- The site had planning permission for a seven-storey building plus basement previously (application reference 20192095P) submitted by Ian Chalk Architects on behalf of previous owners of the site. That permission has since lapsed.
- The building is currently partially occupied by the Applicant who will remain the sole owner and end user of at least one of the floors of the building.
- The Applicant is the only current occupier in the building.



THE PROPOSALS



The Proposed Development involves the refurbishment and extension of the current Drury Works, to deliver high quality office space and a new café at ground-floor for the local area and could deliver the following:

- Total 1,491 sqm of high-quality employment space (uplift of 270sqm of office floorspace).
- Revitalise a predominantly vacant building, the design of which currently attracts rough sleeping, littering and other anti-social behaviour.
- Flexible workspace - able to attract and support a wide range of businesses including SMEs and local businesses.
- Employment opportunities through construction and future occupiers.
- A new publicly accessible on-site café.
- High-quality and sustainable development that meets today's building regulations and occupier expectations for workspace.
- Transforming the building into a high-quality, well-designed and sustainable building fit for the future.
- Ensuring the building refurbishment is a sustainable and low-carbon development, not utilising any fossil fuels, targeting operational net zero carbon, EPC 'A' rating and a BREEAM Excellent rating.
- Updating the inefficient air handling and conditioning systems, reaching the end of their natural life expectancy, and replacing with modern, sustainable and quieter systems
- Contribute to CIL and relevant s106 financial obligations.



4. OUR APPROACH

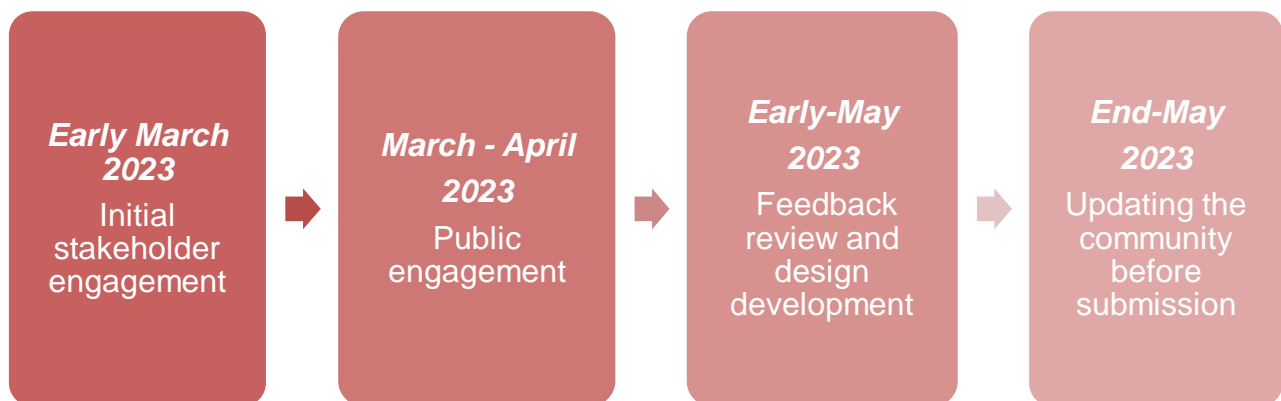
4. OUR APPROACH

LCA was appointed by the Applicant to lead a programme of engagement on the proposals. This was undertaken alongside engagement with planning officers and statutory consultees.

The objectives of the engagement were:

- a. **To engage** with the residents living closest to the site on the development proposals, including various resident and community organisations, as well as local politicians and businesses.
- b. **To clearly explain the aims behind the proposals** and how they would benefit the area, exhibiting all the proposals with as much detail as available at the time.
- c. **To deliver an inclusive community engagement programme**, ensuring contact with local faith and community groups in the area.
- d. **To be honest and up front**, on any issues that are known to be of interest to residents already.
- e. **To provide opportunities for people to express their views** through various communications channels, including meetings, in-person drop-in sessions, and email correspondence.
- f. **To ensure the Applicant and consultant team engage directly with the public**, reflecting how committed the team is to engagement and understanding people's views.
- g. **To work closely with planning officers and councillors** so that they are aware of the proposed development, key engagement activities and outcomes.

ENGAGEMENT TIMELINE





5. ENGAGEMENT ACTIVITIES

5. ENGAGEMENT ACTIVITIES

This section details all the engagement activities undertaken in advance of planning submission.

The London Borough of Camden has been consulted and involved in the design throughout the development of the scheme since late 2021 and officers have been kept up to date on our public engagement plans.

This engagement was undertaken in a single phase between March and May 2023 and set out the site context, the Applicant's vision for the site, and the design proposals. The engagement activities undertaken are set out below and detailed throughout this section.

Engagement activities included:

- A letter sent to 142 local residents and businesses, in an area surrounding the site.
- Emails sent to 28 key stakeholders.
- Drop in sessions, held over two days on 8 March and 10 May 2023, attended by nine people.
- Follow-up newsletter to the local community sent to 129 surrounding addresses by Royal Mail.
- Meeting with officers of Covent Garden Community Association.

STAKEHOLDER ENGAGEMENT

Introductory emails were sent in early March to our key stakeholders for the site, the full list of which is set out in the table below in Figure 1. This stakeholder list was developed by LCA at the start of the project to ensure the widest possible engagement and was added to throughout the pre-application process where needed.

The email sent at the start of the engagement is shown in Appendix A. The stakeholders were offered a briefing with the project team regarding the proposals, information on the proposals and the dates of the public engagement events.

The stakeholders within Figure 1 were kept updated on the progress of the project throughout the engagement, were invited to the public events and offered a meeting with the project team.

Type	Name	Role
POLITICAL STAKEHOLDERS	Cllr Sue Vincent	Holborn and Covent Garden ward councillors
	Cllr Awale Olad	
	Cllr Julian Fullbrook	
	Cllr Louise Hyams	St James' ward councillors
	Cllr Tim Mitchell	
	Cllr Mark Shearer	
COMMUNITY & FAITH GROUPS		Mandarin Evangelical Church London
	Nicole Furre, Director	Covent Garden Dragon Hall Trust
	Dr Wright, Chair	Holborn DMC
	Tracy Caldwell, Managing Director	Camden Learning
	Rashid Ali, Youth Participation Officer	Camden Youth Council members
	Marcos Gold	Central District Alliance
		Covent Garden Area Trust
		The Seven Dials Trust



		Bloomsbury CAAC
		Covent Garden Community Association (CGCA)
TENNANT & RESIDENT ASSOCIATIONS		Hines (developer of Grain House on Drury Lane)
		41-44 Queen Street Residents
		8 Newton Street Residents Association
		Residents of Market House (Parker Street)
SCHOOLS		St Joseph's Catholic Primary School

Figure 1: List of stakeholders kept updated during the engagement

Stakeholder meetings

In response to the stakeholder emails sent out to the stakeholders listed in Figure 1, the Applicant arranged briefings with the project team on the proposals for all those that requested them.

Meeting	Date	Time	Number of attendees
Two neighbouring residents of Market House	Thursday 16 March 2023	6.30pm – 7.30pm	2
Covent Garden Community Association	Wednesday 3 May 2023	6.00pm – 7.00pm	2

A meeting was attended by the Applicant and the specialist engagement team from LCA, who discussed the emerging designs and could respond to queries and concerns with representation.

Stakeholder	Date	Topics of Discussion
Officers of Covent Garden Community Association	3 May 2023	<p>Height and Massing</p> <p>Covent Garden Community Association (CGCA) stated they would like McAleer & Rushe to consider a different brick or brick detailing to the gable walls and consider stepping the top floor back on these elevations. McAleer & Rushe will consider adding some interest to these gable walls through brick treatment / design and will put this point to the architects for further development.</p> <p>CGCA asked the Applicant to clarify Camden Council's interest in the scheme. The Applicant confirmed that following the informal and formal pre app process with Camden Council they are in support of our top floor proposal. The design of the proposals have gone through numerous iterations, having first been submitted for pre-application advice in November 2021. The Applicant believes the top floor will be a standout feature and add character to the building and street, with recommendation from Camden Council of this principle. The results of the Sunlight/Daylight study have shown that the scheme records full compliance (100%) with BRE compliant.</p> <p>CGCA had concerns for the additional height that the roof plant would add. The Applicant responded that they were confident that due to the location and size of the plant, this will not be visible from street level. The size of the plant is also driven by the Applicant's wish to remove and replace some of the existing plant equipment located on the existing rear terrace and attached to upper exterior walls. This should improve noise amenity for surrounding residential neighbours.</p>



	<p>CGCA asked whether the top floor could be stepped back on levels four and five. The Applicant explained that this cannot be accommodated as it would restrict the floor layout. In addition, during pre-application discussions, Camden Council were keen for the Applicant to keep the top floor building line as close to the existing building's façade on Drury Lane to maintain a flush appearance.</p> <p>CGCA were keen to clarify the increase in height to the fourth floor. The Applicant confirmed that there will be no increase in height to the fourth floor.</p> <p>Residential Space Covent Garden Community Association would like the Applicant to consider adding a residential space to the development.</p> <p>The Applicant has discussed the impracticalities of having residential on site at pre-application discussions with Camden Council and this will be demonstrated within our planning submission. In line with Camden policy requirements, the Applicant has proposed submitting an offsite payment in lieu contribution to support Camden Council's housing needs.</p> <p>Frontage CGCA asked for clarity on the cross-section drawing. The Applicant responded that these are correct and there is no set back to the existing fourth floor. The roof is in line with the lower floors, however, the windows are inset which would potentially give the illusion of a setback.</p> <p>The Applicant also discussed how the design of the building on the ground floor provides a distinct difference between the separate addresses that the building covers. This can be seen with the residential like archways at the 4-6 Parker Street portion of the building. Ben Adams Architects will consider if any design tweaks can be made to this entrance to reference the Market House building.</p> <p>Policy Issues CGCA raised some concerns over the appearance of the top floor due to its relationship with the wider conservation area. CGCA added that it would not be in keeping with Camden's Planning Policy D2 (Heritage). Following extensive pre-app discussions with the Council, they are in support of the designs, as the proposals retain the existing London stock brick and enhance the warehouse design of the building and the wider Seven Dials Conservation Area. Camden have stressed recently that they are keen to ensure their developments stand out in comparison to Westminster, for which Drury Lane borders both boroughs.</p> <p>First and Second Floor Having held a positive pre-app with Camden Council, the Applicant is standing firm on their hopes to extend the first floor at the rear of the property and this is in line with the previously consented 2019 scheme. The Sunlight/Daylight study shows that the extension is fully BRE compliant. CGCA were keen to clarify any overlooking issues this floor may have with neighbours. The Applicant confirmed there are no windows to the rear on this floor, only roof lights.</p>
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	<p>Terrace</p> <p>The Applicant will be looking into what measures can be taken to minimise overlooking, (such as screening for privacy and greenery to add visual interest). It is important to note the Applicant already has an existing terrace in this location, which has been used without issues to-date.</p> <p>The Applicant will also be limiting the hours and capacity of use of the terrace and expect a planning condition on it, in order to ensure amenity is protected for our neighbours. The Applicant must add that the terrace will be exclusively for the tenants of the second floor between the hours of 08:00 – 20:00 and as landlords they will ensure this is a smoke free zone.</p> <p>CGCA also had concerns around overlooking onto gardens. The Applicant has reviewed relevant policy and guidance on this matter, and will seek to minimise overlooking as much as possible in order to protect the amenity of both future occupants and existing neighbours. The site in general is already constrained and the rear area delicately shared between all users.</p> <p>Retail Use Class</p> <p>CGCA asked for more details on the proposals for a new ground floor café, and requested the restriction of bars to be included within the application.</p> <p>The Applicant envisages that it will most likely be a neighbourhood café, catering towards the office worker population. The Applicant understands residents are concerned with the sale and consumption of alcohol on the premises – this is regulated separately by a premises alcohol license and is outside the scope of planning.</p> <p>Bike and Bin Store Location</p> <p>CGCA requested the bin store location to be moved to Drury Lane. The Applicant responded that this would require a large bin store which cannot be moved to Drury Lane. The retail unit is best placed on the prominent corner of Drury Lane and Parker Street. Additionally, there is also insufficient space on the Drury Lane side of the ground floor to store bikes and bins, as well as showers, WCs and changing facilities for office users.</p> <p>The bin store will be regularly serviced and maintained to ensure it is kept in a clean and tidy manner. Camden policy also requires developers to have adequate facilities that can properly store and sort waste. A Transport Assessment, including waste storage details in line with Camden's policy guidance is being prepared and will be submitted as part of the application.</p> <p>The Applicant will ensure that there is sufficient acoustic protection between Drury Works and Market House to ensure there will be no noise transfer between the properties. The Applicant would like to undertake investigative works via a 30mm core sample of the wall to fully understand the acoustic makeup. The Applicant will discuss this separately with Market House owners.</p>
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		<p>Mechanical doors will be used at the entrance of the bike store, this will remove the risk of slamming doors.</p> <p>The bin store ventilation will run out to the rear of the property, rather than out to Parker St as originally proposed. The Applicant currently does not have detail on the frequency and times of collection for bins, however the Applicant will similarly engage with the owners of Market House to ensure a suitable waste strategy is put in place with collection times and dates to be agreed.</p>
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PROMOTION – FEBRUARY TO MARCH 2023

Local letter to stakeholders

At the start of the engagement, a two-page A4 letter was sent via door-to-door delivery to 142 local addresses around the site on 1 March 2023. The letter is shown in Appendix B and a list of its distribution is shown in Appendix C. The distribution list is also shown below.

The letter introduced the site and the Applicant and explained that the project team are beginning to develop new, early proposals for the site. It invited the public to attend an in-person drop-in session.

Full Address	Street	Flat / Number	Business Name
3 Park Street, London	Parker Street	3	
8 Parker Street, Market House, London	Parker Street	8	
10 Parker Street, Market House, London	Parker Street	10	
12-16 Parker Street, Market House, London	Parker Street	flat 1	
12-16 Parker Street, Market House, London	Parker Street	flat 2	
12-16 Parker Street, Market House, London	Parker Street	flat 3	
12-16 Parker Street, Market House, London	Parker Street	flat 4	
12-16 Parker Street, Market House, London	Parker Street	flat 5	
12-16 Parker Street, Market House, London	Parker Street	flat 6	
24 Parker Street, London	Parker Street	1	
25 Parket Street, Chapter House, London	Parker Street	Flats 1-40	
20 Parker Mews, Aldwych Buildings, London	Parker Mews	Flats 1-30	
4 Parker Street, London	Parker Street	4	Barrio, Covent Garden
26 Parker Street, London	Parker Street	26	
28 Parker Street, London	Parker Street	Flats 1	



28 Parker Street, London	Parker Street	Flats 2	
28 Parker Street, London	Parker Street	Flats 3	
28 Parker Street, London	Parker Street	Flats 4	
32 Parker Street, London	Parker Street	32	
38 Parker Street, London	Parker Street	38	
40-42 Parker Street, London	Parker Street		Premier Model Management
40-42 Parker Street, London	Parker Street		Merchant Hub
40-42 Parker Street, London	Parker Street		Exterro
40-42 Parker Street, London	Parker Street		PB Creative
40-42 Parker Street, London	Parker Street		Danescroft
21 Drury Lane, London	Drury Lane	21	The Sun
22 Drury Lane, London	Drury Lane	Flat 1	
22 Drury Lane, London	Drury Lane	Flat 2	
22 Drury Lane, London	Drury Lane	Flat 3	
22 Drury Lane, London	Drury Lane	22	Hoe Sen Restaurant
23 Drury Lane, London	Drury Lane	Flat 1	
23 Drury Lane, London	Drury Lane	Flat 2	
23 Drury Lane, London	Drury Lane	Flat 3	
23 Drury Lane, London	Drury Lane	23	Oxfam Covent Garden
25 Drury Lane, London	Drury Lane	25	Majestic Wine
36 Drury Lane, London	Drury Lane	36	Lowlander Pub
37 Drury Lane, London	Drury Lane	37	LaDuca Dance Shoes London
39 Drury Lane, London	Drury Lane	39	Club Soda
40 Drury Lane, London	Drury Lane	40	Redemption Roasters
40 Drury Lane, London	Drury Lane	Flat 1	
40 Drury Lane, London	Drury Lane	Flat 2	
40 Drury Lane, London	Drury Lane	Flat 3	
158 Drury Lane	Drury Lane	158	Tavio Express
158-159 Drury Lane	Drury Lane	Flat 1	
158-159 Drury Lane	Drury Lane	Flat 2	
158-159 Drury Lane	Drury Lane	Flat 3	
158-159 Drury Lane	Drury Lane	Flat 4	
158-159 Drury Lane	Drury Lane	Flat 5	
158-159 Drury Lane	Drury Lane	Flat 6	
166 Drury Lane, London	Drury Lane	166	Gillian Lynne Threate
167 Drury Lane, London	Drury Lane	167	Bunga Bunga
168 Drury Lane, London	Drury Lane	168	Dancia International
169 Drury Lane, London	Drury Lane	169	Essentials London
170 Drury Lane, London	Drury Lane	170	Jubilee Hair Salon
170 Drury Lane, London	Drury Lane	170	The Top Secret Comedy Club
172 Drury Lane, London	Drury Lane	172	Time Out
172 Drury Lane, London	Drury Lane	172	Incisive Media
172 Drury Lane, London	Drury Lane	172	Freshwater



37 Great Queen Street, London	Great Queen Street	flat 1	
37 Great Queen Street, London	Great Queen Street	flat 2	
37 Great Queen Street, London	Great Queen Street	Flat 3	
38 Great Queen Street, London	Great Queen Street	38	Walker Slater
38 Great Queen Street, London	Great Queen Street	Flat 1	
38 Great Queen Street, London	Great Queen Street	Flat 2	
38 Great Queen Street, London	Great Queen Street	Flat 3	
39 Great Queen Street, London	Great Queen Street		Philomena's
41-44 Great Queen Street, London	Great Queen Street	Floors 1-6	Multi Let
41-44 Great Queen Street, London	Great Queen Street		ITSU

Figure 2: List of businesses and residents the Applicant wrote to as part of the engagement process

Email inbox

At the launch of engagement, an email address was set up (druryworks@londoncommunications.co.uk), for the public to write to or speak with the project team regarding the scheme. At all times before planning submission, our engagement inbox was monitored to respond to any residents who got in touch with us. The promotional materials included these contact details for members of the public to contact us with any questions or feedback.

The project team has responded to every neighbour or stakeholder who has contacted us with feedback or questions regarding the scheme.

ENGAGEMENT EVENTS – MARCH-MAY 2023

In-person drop-in sessions

Our drop-in sessions were held across two days on the times below.

Date	Time	Number of attendees
Wednesday 8 March 2023	4pm – 8pm	4
Wednesday 10 May 2023	3.30pm – 7.30pm	5
Total	8 hours	9

The drop-in sessions were held **on site at Drury Works**. This building was chosen due to its accessibility for neighbouring businesses and residents and because it is fully accessible to the disabled.

The proposals were displayed on a series of eight exhibition boards (A1/A0 size), setting out in detail the proposals and introducing the site, its constraints and the planning history. These boards are shown in Appendix D. After the drop-in session, they were sent by email to an officer of Market House (Parker Street) Management Company Ltd, and displayed in the windows of the building in sight of those passing the building, with a contact email address for comments, queries, and questions visible on these boards. This was made available from 8 March 2023.

Also provided were A5 feedback forms (shown in Appendix E) for attendees to leave their contact details and comments. Three feedback forms were completed with contact details to remain in touch with the project. During these drop-in sessions, three were completed with contact details, and one



was completed with feedback. Fifty-four separate written comments were obtained over email, which is integrated into the summary in Section 6.

Notable attendees at the drop-in sessions including a trustee at the Seven Dials Conservation Trust and Vice-Chair and trustee of the Covent Garden Community Association, and officers of the Market House (Parker Street) Resident Association.



Attendees at our drop-in events speaking to members of the project team (Wednesday 8 March 2023)



Attendees at our drop-in events speaking to members of the project team (Wednesday 10 May 2023)

Engagement boards

To ensure further visibility of proposals, the Applicant displayed the proposal's engagement boards in their ground floor windows permanently from 8 March 2023. This has constituted an uninterrupted engagement opportunity for passing residents, visitors and local office workers. The engagement boards have included a visible email address for anyone to contact the project team.





Engagement boards in the ground floor windows of the site

The feedback from the drop-in sessions, both verbal feedback and written feedback via email, is summarised in Section 6 of this document.



ACTIVITIES PRE-SUBMISSION – MARCH-MAY 2023

In advance of submitting the planning application, the Applicant shared a four-page newsletter with local residents and businesses around the site sent to local residents and businesses advertising the drop-in session date of Wednesday 8 March. This can be found in Appendix F.

The newsletter provided updated information on the scheme, including changes made following the public events. This was also shared with the key stakeholders outlined previously over email.

The Applicant will continue to engage with key stakeholders and close neighbours post-submission of the application and welcomes further meetings with the community. The building will be the long term home for the Applicant and they are committed to continuing engagement with all neighbours.

It has committed to set up a Construction Working Group (CWG) during the construction of the building, allowing for a point of contact for the residents. It is submitting a draft Construction Management Plan (CMP) as part of the planning application.

The applicant is available to meet key stakeholders if they would like any further meetings. We will continue to respond to all correspondence raised directly with us.



6. FEEDBACK

6. FEEDBACK

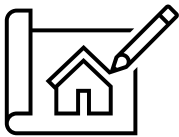

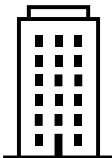
This section includes a summary and analysis of all feedback received throughout the pre-application engagement period.

Following the engagement events, 57 comments were received by email, analysed and fed back to the project team to inform the designs for the site. Any questions and comments asked were responded to by the team. The Applicant has endeavoured to respond in detail to all comments and questions received.

VERBAL FEEDBACK

The drop-in events were attended by a total of nine people, held over two days on site at Drury Works. The Applicant and project team had detailed discussions with many attendees about the proposals during these events.

Feedback is summarised below:

Summary of common feedback theme	Detailed Feedback
Preference for the new 'in-keeping' designs in the local area 	<ul style="list-style-type: none">Attendees preferred the designs of the site in comparison with the 2019 proposals
Anti-social behaviour reduction 	<ul style="list-style-type: none">Responses said the amends to the ground floor streetscape will reduce anti-social behaviour
Height and massing 	<ul style="list-style-type: none">Attendees were concerned with the impact of height and massingAttendees were concerned with any loss of sunlight and daylight to windows and terraces including one concern for the wider impact the proposals would have on light reflected from the Freemason's buildingOne attendee was excited by the prospect of the fire escape removing from the property as this would increase light to their property
Contact with local residents	<ul style="list-style-type: none">Some attendees had not received a letter or felt they did not have enough notice








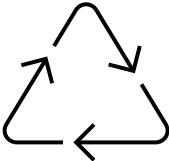
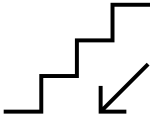

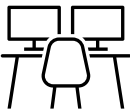
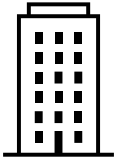

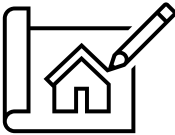

	
<p>Privacy for nearby residents</p> 	<ul style="list-style-type: none">• Terrace on the second floor raised concerns from surrounding residents of the privacy into their homes
<p>Ground floor café</p> 	<ul style="list-style-type: none">• Feedback approved of the idea of a ground floor café with the proviso of limited hours and no alcohol consumption
<p>Noise</p> 	<ul style="list-style-type: none">• Attendees were concerned about noise from terrace usage and bike/bin store access
<p>Construction</p> 	<ul style="list-style-type: none">• Some attendees had questions about the impact of construction traffic, noise and dust
<p>Bin store</p> 	<ul style="list-style-type: none">• Concern around proximity to residents and whether a bike store and/or bin store was needed as part of the application
<p>External metal fire escape removal</p> 	<ul style="list-style-type: none">• Attendees were pleased about the fire escape being removed.
<p>Housing</p> 	<ul style="list-style-type: none">• Request for details on why housing has not been considered on site at Drury Works.



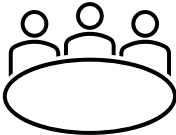
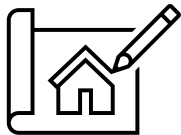


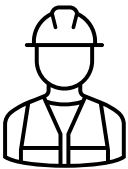
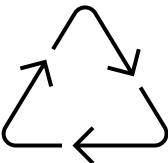
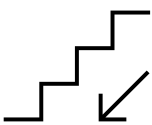
Figure 3: Verbal responses at public engagement events

WRITTEN FEEDBACK

During the public engagement period, 57 written responses were collected by email to the engagement inbox. Feedback is summarised below:

Summary of common feedback theme	Detailed Feedback
Office-space demand 	<ul style="list-style-type: none">Concerns on how much demand there is for commercial space in the area.
Height and massing 	<ul style="list-style-type: none">Responses were concerned about the impact the increased height and massing would have on daylight and sunlightQuery on whether the fire escape was a considered a hollow not a solid structure for sunlight daylight analysis.One concern for the wider impact the proposals would have on light reflected from the Freemason's building
Privacy for nearby residents 	<ul style="list-style-type: none">Terrace on the second floor raised concerns from surrounding residents of the privacy into their houses
Preference for the new 'in-keeping' designs in the local area 	<ul style="list-style-type: none">Attendees preferred the designs of the site against the 2019 proposals. Responses requested further assimilation of the building to the local area with the addition of a mansard roof
Anti-social behaviour reduction 	<ul style="list-style-type: none">Responses said the amends to the ground floor streetscape will reduce anti-social behaviour
Concern around next steps	<ul style="list-style-type: none">Responses cited requests to work more in tandem with the Applicant



	
Overdevelopment 	<ul style="list-style-type: none">• Feedback cited concern on overdevelopment of the site
Ground floor café 	<ul style="list-style-type: none">• Feedback approved of the idea of a ground floor café with the proviso of limited hours and no alcohol consumption• Concern from one local resident on the impact the new amenity would have on litter, noise and anti-social behaviour
Noise 	<ul style="list-style-type: none">• Feedback cited concern on noise from terrace usage and bike store access.
Construction 	<ul style="list-style-type: none">• Concern was shared on the impact of construction traffic, dust and noise• One resident was concerned on the safety of tenants in her home from construction workers• One resident requested mitigation measures for the impact of construction to those immediately surrounding the construction site
Bin store 	<ul style="list-style-type: none">• Concern around proximity to residents and whether a bike store and bin store was needed as part of the application
External metal fire escape removal 	<ul style="list-style-type: none">• Concern around the removal of the fire escape as many believed surrounding residents would need this access
Sustainability	<ul style="list-style-type: none">• Concern on the sustainability credentials for the surrounding area and queries



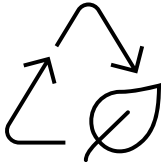

	around the site's position on the urban heat island in London
<p>Housing</p> 	<ul style="list-style-type: none">• Request for details on why housing has not been considered on site at Drury Works.

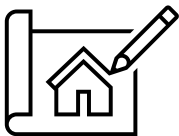
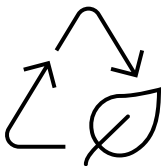

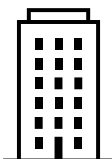
Figure 4: Written responses during the public engagement period





7. RESPONDING TO FEEDBACK AND DESIGN EVOLUTION

7. RESPONDING TO FEEDBACK

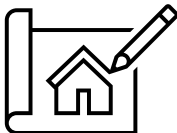
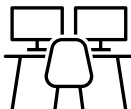
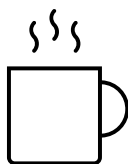
During the public engagement, LCA reported all feedback received back to the project team for review and consideration. These included verbal feedback from the engagement event attendees, and 57 responses over email. The feedback from the engagement period, and the Applicant's responses, are shown in the table below:

Summary of common feedback theme	Applicant response
Preference for the new 'in-keeping' designs in the local area  <p>Attendees preferred the designs of the site against the 2019 proposals. Responses requested further assimilation of the building to the local area with the addition of a mansard roof</p>	<ul style="list-style-type: none"> The Applicant believes these proposals will respond far better to the neighbouring buildings and conservation area than the current building, with the retention and enhancement of the existing brick façade, and replacement of the render on the ground and half of the first floor with a new pink concrete style base. The proposed new Crittall style metal windows will also complement the warehouse aesthetic of the building.
Sustainability  <p>Concern on the sustainability credentials for the surrounding area</p>	<ul style="list-style-type: none"> The Applicant noted concern regarding the site's position within the London urban heat island. The Applicant is committed to bringing forward a sustainable scheme. The overall energy performance of the current building is poor and these proposals include significantly enhanced sustainability credentials of the property by installing new glazing, new plant equipment, better metering, and insulation.
Anti-social behaviour reduction  <p>Responses said the amends to the ground floor streetscape will reduce anti-social behaviour</p>	<ul style="list-style-type: none"> The designs reducing covered spaces on the ground floor of Parker Street and Drury Lane will ensure reduction of anti-social behaviour and rough sleeping, moving people on and preventing anti-social behaviour.
Height and massing  <p>Attendees were concerned with the impact of height and massing</p>	<ul style="list-style-type: none"> The Applicant is currently preparing a Daylight and Sunlight Assessment which will be submitted as part of the planning application. At the request of a local resident, the Applicant's sunlight daylight consultant visited the resident's apartment. The Daylight/Sunlight Assessment provides thorough modelling highlighting

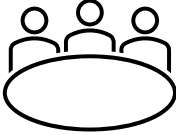


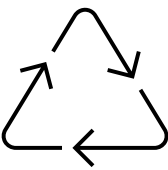


	<p>any impacts to surrounding properties. The results of the Sunlight/Daylight study have shown that the scheme is BRE compliant.</p> <ul style="list-style-type: none">• The proposed development is a full storey lower and has less of an impact than the previous scheme approved by Camden Council in 2019.• The Applicant confirmed that there will be no increase in height to the fourth floor.• The Applicant is confident that due to the location and size of the roof plant, this will not be visible and street level. The size of the plant is also driven by our wish to remove and replace the majority of the existing plant equipment on the lower floors to roof level, which will also improve noise amenity for our surrounding residential neighbours.• The concern for the wider impact the proposals would have on light reflected from the Freemason's building was addressed with the addition of the Freemason's building in the Point 2 survey.
<p>Contact with local residents</p>  <p>Concern on the notice period for event and no email or letter received</p>	<ul style="list-style-type: none">• The Applicant offered an alternate 1:1 meeting for any residents who were unable to make the date, and a third public engagement event to update local residents and businesses. This mailing was sent via Royal Mail.• Engagement boards displaying the proposals have been displayed on site since 8 March for any passing residents or businesses with contact email address visible.
<p>Privacy for nearby residents</p>  <p>Terraces on the second floor raised concerns from surrounding residents of the privacy into their houses</p>	<ul style="list-style-type: none">• The privacy of our neighbours will be respected, and the Applicant's design team is ensuring that any potential overlooking is minimised.• As part of the planning application the Applicant will be submitting a Noise Assessment report to ensure the noise environment is acceptable for our neighbouring residents.• The Applicant is committed to understanding their neighbours' concerns, and is committed to ensuring the terrace will be exclusively for the tenants of the second floor between the hours of 08:00 – 20:00.

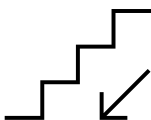



	<ul style="list-style-type: none"> • As landlords, the Applicant will ensure this is a smoke free zone. • It is important to note the Applicant already has an existing terrace in this location, which has been used without issues to-date. • The 2019 consented scheme included three terraces, of which two were accessible for tenants. The Applicants scheme includes a single terrace at 2nd floor level for the sole use of the 2nd floor occupier.
<p>OVERDEVELOPMENT</p>  <p>Feedback suggested concern on overdevelopment of the site</p>	<ul style="list-style-type: none"> • The proposed development is a full storey lower and has less of an impact than the previous scheme approved by Camden Council in 2019. • The Applicant believes these proposals will respond far better to the neighbouring buildings and conservation area than the current building, with the retention and enhancement of the existing brick façade, and replacement of the render on the ground and half of the first floor with a new pink concrete style base. • The proposals include a reduction in the height of the building from successful planning permission in 2019.
<p>Office-space demand</p>  <p>Concerns on how much demand there is for commercial space in the area.</p>	<ul style="list-style-type: none"> • The Applicant who is bringing these proposals forward will occupy at least one floor which will become the company's London headquarters. • Drury Works is a purpose-built office building in need of refurbishment to modernise and ensure that it is fit for the future. • There is a demand for SME and local business office space, which the building will be able to respond to. Nearby office developments have and are letting well, further highlighting the local demand for new and refurbished office space.
<p>Ground floor café</p> 	<ul style="list-style-type: none"> • The Applicant envisages this amenity will cater towards the office worker population with hopes that this will operate around business hours to offer this service for local residents, visitors, and office workers. • We understand residents are concerned with the sale and consumption of alcohol on the premises – this is regulated



<p>Feedback approved of the idea of a ground floor café with the proviso of limited hours and no alcohol consumption</p>	<p>separately by a premises alcohol license and is outside the scope of the proposals.</p>
<p>Concern around next steps</p>  <p>Responses cited requests to work more in tandem with the Applicant</p>	<ul style="list-style-type: none"> • The Applicant will be preparing a Construction Management Plan as part of this planning application which will provide further details and assurances on the construction process. • The Applicant is committed to the establishment of a Construction Working Group during the construction of the building, allowing for a point of contact for the residents.
<p>Noise</p>  <p>Feedback cited concern on noise from terrace usage and bike store access.</p>	<ul style="list-style-type: none"> • The Applicant's design team understands residents' concern with potential noise breakout from the bike store. A Noise Assessment is being undertaken to ensure the noise environment as a result of the proposals are acceptable for our residents. • The Applicant has committed to providing acoustic paneling along this wall to enhance the acoustic properties, over and above building control requirements. • In its current planning use, the ground floor unit neighbouring Market house is a F&B/retail unit. The proposed use will be quieter throughout the day, with workers using the area as they come to and from work. • The proposed bike store meets the London Plan standard cycle provision of 22 spaces and 1 space for nonstandard cycle.
<p>Construction</p>  <p>Some attendees had questions about the impact of construction traffic, noise and dust</p>	<ul style="list-style-type: none"> • The Applicant will be preparing a Construction Management Plan as part of this planning application which will provide further details and assurances on the construction working hours. • The Applicant is committed to the establishment of a Construction Working Group during the construction of the building, allowing for a point of contact for the residents.
<p>Bin store</p> 	<ul style="list-style-type: none"> • The bin store will be regularly serviced and maintained to ensure it is kept in a clean and tidy manner. Camden policy also requires developers to have adequate facilities can properly store and sort waste. The Applicant will be providing these as standard. • A Transport Assessment, including waste



<p>Concern around proximity to residents and whether a bike store and/or bike store was needed as part of the application</p>	<p>storage details in line with Camden's policy guidance is being prepared and will be submitted as part of the application.</p> <ul style="list-style-type: none"> • The Applicant currently does not have detail on the frequency and times of collection for bins, however the Applicant will engage with the owners of Market House to ensure a suitable waste strategy is put in place with collection times and dates to be agreed. • Additionally, there is also insufficient space on the Drury Lane side of the ground floor to store bikes and bins. • Mechanical doors will be used at the entrance of the bike store, this will remove the risk of slamming doors. • The bin store ventilation will run out to the rear of the property, rather than out to Parker St as originally proposed.
<p>External metal fire escape removal</p>  <p>Initially positive at the engagement events around removal of fire escape, which for residents is an eye sore, there was written concern around the removal of the fire escape as many believed surrounding residents would need this access</p>	<ul style="list-style-type: none"> • The external metal fire escape currently attached to the building is for the sole use of the building (160 – 161 Drury Lane) and no third parties have a right to use this external fire escape. • There is a compliant fire strategy for occupants of 160 -161 Drury Lane to safely escape this building in the event of a fire. • The Applicant believes the removal of the fire escape will improve the visual effect of the back of the building for residents as well as removing the environmental hazard caused by the significant number of pigeons which perch on the structure. • The removal of the fire escape enhances the light into numerous surrounding properties..
<p>Housing</p>  <p>Query from one stakeholder and one resident on whether housing could be added to the Drury Works development.</p>	<ul style="list-style-type: none"> • Having discussed this in detail with Ben Adams Architects before discussing with Camden Council and owing to the floorplate, the Applicant confirmed that incorporating residential into the scheme would not be viable, as there would need to be an additional core provided for fire safety regulations and access. This additional core would remove a large portion of useable office floorspace, impacting on our operational requirements and thus extremely difficult an already challenged and narrow floorplate. To ensure appropriate housing requirements this would require a far taller building with more demolition and more impact to



	<p>neighbours.</p> <ul style="list-style-type: none">• The Applicant has discussed the impracticalities of having residential on site at pre-application discussions with Camden Council and this will be demonstrated within our planning submission. In line with Camden policy requirements, the Applicant has proposed submitting an offsite payment in lieu contribution to support Camden Council's housing needs.
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Figure 5: Responses to verbal and written feedback during the engagement period



8. CONCLUSION



8. CONCLUSION

The Applicant has undertaken a programme of engagement to follow an earlier extensive consultation programme for successful planning permission in 2019. This includes pre-application discussions with the London Borough of Camden, alongside meeting with the site's neighbours, and offering meetings for political stakeholders, the local community and other interested parties.

The Applicant has carried out engagement for this project using both digital and physical engagement methods, including face-to-face engagement events. Those that have contributed to the proposals with feedback were all offered the opportunity to discuss further with the option to meet with the Applicant. Whilst the Applicant held open engagement events at various times and dates, all those who contacted the Applicant over the engagement period were offered to meet at a time to their convenience.

The engagement focussed on the surrounding residents and businesses who would be most interested in the proposals, and who had shown significant interest in the previous successful application with a combination of advertisement on site, and digital and physical promotion and engagement methods to gather feedback during the engagement process.

Comments and requests from feedback detailed:

- Further information from concern on the waste management on site
- Concern on privacy, noise and overlooking for surrounding residents
- Beneficial addition of the café on the proviso of, and with a request for further information on, opening hours and alcohol consumption on the premises
- How the changes to the building height and massing may affect surrounding buildings, particularly referencing daylight and sunlight impact
- Additional reporting to be submitted with the planning application through a comprehensive Daylight/Sunlight Assessment
- Some concern, and some support, for what the proposals would make to the streetscape and the local area
- Concern for the omission, and some support for the removal, of a fire escape at the back of Drury Works building for surrounding Drury Lane and Great Queen Street flats
- Some concerns on the impact of construction to the local area
- Ensuring ample time for engagement with local residents, businesses and community groups.

Following the public engagement, the Applicant sought to evaluate the proposals by ensuring requests from the project team were answered and reassured and amending the proposals. These included:

- Our Daylight/Sunlight consultant inspecting a resident's apartment at their request.
- Removing the rear staircase from the site which currently as a right of access route through a ground floor garden owned by a member of Market House
- Additional greening, amends to the terrace fencing, and stepping back the terrace area to reduce size, reduce noise and increase privacy for surrounding residents
- Reassuring local residents that a Construction Working Group would be set up if planning permission were granted
- Offering further 1:1 meetings to all responses to the engagement programme and a further drop-in session at the end of the engagement programme.
- Reviewing the gable ends of the property.

The Applicant would like to thank all members of the local community and others who have taken the time to participate in the engagement, ask questions, and provide feedback to the project team.

9. APPENDICES

For further information please contact lca@londoncommunications.co.uk, call 020 7612 8480 or visit www.londoncommunications.co.uk

