

PANTHER HOUSE DEVELOPMENTS

PANTHER HOUSE AND 156 -164 GRAYS INN ROAD

STATEMENT OF COMMUNITY INVOLVEMENT

DECEMBER 2015



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1. Introduction

This Statement of Community Involvement (SCI) forms part of a suite of documents submitted in support of a planning application for the development of the Panther House and 156-164 Gray's Inn Road, Camden WC1 ('The Proposed Development').

Panther House Developments, (henceforth known as the Applicant) is proposing the partial retention of the existing buildings with an addition of new mixed-use and high quality contemporary adaptations to provide flexible office, retail and residential space alongside improved public realm and a new public space.

The Applicant has worked in close partnership with the London Borough of Camden on the design of the Proposed Development – delivering a high quality design that respects the rich and diverse context of the area whilst providing a number of new and additional benefits.

Consultation with local communities has been an integral part of the development strategy. Meetings with residents, amenity groups and ward councillors, a public exhibition and a Development Management Forum and Developer's Briefing (both organised by the London Borough of Camden) have all ensured that local people, councillors and tenants were informed, had an opportunity to feed in their comments at the design stage and were kept up-to-date during the pre-application process. This is detailed in Sections 4 and 5.

Through the extensive consultation process, all comments and feedback received has been thoroughly scrutinised by the project team. As a result, there have been a series of design changes to the Proposed Development.

The Applicant appointed London Communications Agency (LCA) to assist in creating and delivering a programme of community and stakeholder consultation. This SCI, prepared by LCA, summarises the programme, the key findings and outcomes. All consultation activities outlined in this document were undertaken by the Applicant and the Applicant's representatives, including LCA, architects Allford Hall Monaghan Morris (AHMM) and planning consultant Savills.

2. Executive summary

This document sets out how the Applicant has carried out an extensive pre-application consultation process on the the Proposed Development, beginning in July 2015 until submission of the application and beyond. The project team is committed to a thorough and comprehensive consultation process and has undertaken appropriate activities during the pre-application period.

Public consultation on The Proposed Development is recognised as an important step to inform a wide range of people about the proposals, and provide multiple opportunities for questions to be asked and comments to be made. These comments have been taken into consideration during the design process.

The consultation activities have been made up of four distinct phases:

1. Early engagement with existing tenants and local ward councillors to present emerging thinking and ideas for the building.
2. Presenting emerging proposals at a Development Management Forum (DMF) and early engagement with key stakeholders and local communities.



3. A public exhibition over two days at the nearby London Welsh Centre to explain the Proposed Development and collect feedback.
4. A Developer's Briefing and additional meetings with local stakeholders.

Within these four phases of consultation, further activity was undertaken. This is set out below and there is more detail in Section 5: Consultation Activity.

- Letters to all existing Panther House tenants were issued w/c 15 June and several also received personal telephone calls from the Applicant.
- An early meeting with Councillor Awale Olad, a Holborn and Covent Garden ward councillor, was arranged and took place 29 June.
- A Development Management Forum was held on 9 July. This was arranged by LB Camden and the Applicant and members of the project team presented the Proposed Development to the wider public. This was attended by 18 members of the public, which included Panther House tenants, neighbouring residents and representatives from the Mount Pleasant Association (MPA).
- Following the Development Management Forum, further meetings were organised with local stakeholders and amenity groups. On 14 July, the Applicant and members of the development team met with three members of the Mount Pleasant Association, including the Chair Edward Dennison, and Gwen Lee, Head teacher of nearby Christopher Hatton Primary School.
- The Applicant worked with the Mount Pleasant Association to organise a meeting, open to members of the group and other local residents and stakeholders, where the Applicant presented the proposals. This took place on 8 September and was attended by 12 representatives of local groups.
- The public exhibition was held over two days, on Saturday 19 September and Tuesday 22 September, and was attended by 42 people, who had the opportunity to ask questions of the project team and leave feedback. The exhibition was held at the London Welsh Centre to the north of the site on Gray's Inn Road. Flyers were distributed to circa 2,800 addresses located around the site advertising the exhibition and adverts were placed in the Camden New Journal in advance.
- Meetings also took place with representatives of the neighbouring Mount Pleasant Studios; Origin Housing, who own much of the neighbouring Holsworthy Square and other properties; and Police Constables from the Holborn and Covent Garden Safer Neighbourhoods Team.
- A Developer's Briefing was held on 26 October where the proposals were presented to members of Camden's Development Control Committee and ward councillors.
- As a result of thorough consultation, changes have been made by the Applicant to the Proposed Development:
 - Cut backs to the height and massing of the Proposed Development, with the upper floor set back to reduce loss of light to Holsworthy Square.
 - Additional basement space, some of which will be provided to small creative businesses at reduced rents.



- Further improvements to the public realm with new planting and the potential for a green wall.
 - Additional setbacks to the fifth and sixth floor on the Gray's Inn Road frontage to address concerns about the massing in relation to the adjacent mansion blocks.
 - Gates at either end of the new thoroughfare were added to help prevent antisocial behaviour.
- The Applicant is committed to continuing a positive and regular dialogue with local communities throughout the planning process. Key stakeholders and those who left contact details at the public exhibitions have been and will be kept updated on the progress of the application. The dedicated website www.pantherhousedevlopment.co.uk will also be updated once the planning application has been submitted and a newsletter will simultaneously be issued to all those who have engaged with The Applicant to inform them of submission and to let them know of the above changes to the Proposed Development. Subject to planning permission and ahead of construction, The Applicant will also engage with the local community on the draft Construction Management Plan.

This Statement of Community Involvement includes a detailed analysis of the comments received from the public exhibition. The extensive pre-application consultation activities have been appreciated locally and the Proposed Development has generally been well-received.

3. Consultation objectives

The objectives of the consultation are set out below:

- To engage local people and a wide range of stakeholders to see and comment on the evolving plans;
- To conduct a targeted consultation, engaging with local politicians, local groups, tenants, stakeholders and residents, initially through letters and small meetings informing them about the plans;
- To 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;
- To provide several opportunities for people to express their views through various communications channels, including meetings, a Development Management Forum, a public exhibition, comments cards, email and phone;
- To ensure the Applicant and senior consultants engaged directly with the public reflecting how committed the team is to consultation and understanding people's views;
- To understand the issues of importance to stakeholders before submission of the application so that these can be addressed where possible in the proposals;
- To incorporate comments where possible into the plans and to respond to all comments received;
- To work closely with the London Borough of Camden to ensure key officers and councillors are aware of the proposed development, key consultation activities and outcomes.

A consultation strategy was developed to meet these objectives.



4. Consultation strategy

LCA was appointed to lead a programme of pre-application consultation between July 2015 and November 2015 on the proposals for the Panther House and 156-1624 Gray's Inn Road.

A consultation strategy was devised in advance of consultation commencing in July 2015.

The strategy consisted of four distinct phases of activity to inform people about the scheme and provide various opportunities for them to comment on the developing plans.

The four stages, which were implemented following discussions with London Borough of Camden, are detailed below:

1. Early engagement with existing tenants and local ward councillors to present emerging thinking and ideas for the building.
2. Presenting emerging proposals at a Development Management Forum (DMF) organised by LB Camden and early engagement with key stakeholders and local communities.
3. A public exhibition over two days at nearby London Welsh Centre to explain the scheme and collect feedback. Surrounding residents and tenants of Panther House were sent invitations to this event and adverts were published in the Camden New Journal.
4. A Developer's Briefing organised by LB Camden and additional meetings with local stakeholders.

The main aim of this consultation was twofold – to introduce local residents and stakeholders to the emerging proposals for the site and to receive their feedback on aspects of the project, from design to proposed usage. This is in line with the London Borough of Camden's own Statement of Community Involvement and with *Camden Together*, the Borough's community strategy.

The strategy also reflects the principles outlined in the National Planning Policy Framework (March 2012) that encourages early and proactive community consultation. Paragraph 66 of the NPPF document reads:

"Applicants will be expected to work closely with those directly affected by their proposals to evolve designs that take account of the views of the community. Proposals that can demonstrate this in developing the design of the new development should be looked on more favourably."

Stage 1: Early engagement with existing tenants and local ward councillors - June

An introductory meeting took place with Holborn and Covent Garden ward councillor Councillor Awale Olad in June to present evolving ideas and designs for the building.

Ahead of any other engagement, letters were sent to all existing Panther House tenants and several also received personal telephone calls from the Applicant.

Stage 2: Development Management Forum and early local stakeholder engagement – July/August

The Development Management Forum (DMF) is a public meeting organised by Camden Council to consider major applications and to:



- familiarise local people with proposals for major developments in their area before an application is made;
- enable local residents, businesses and organisations to comment on proposals at a time when developers are in the earliest position to consider them;
- complement any local consultation which developers carry out before they put in an application;
- help to ensure more meaningful public involvement on proposed schemes rather than awaiting the formal consultation stage of an application when it is harder to influence changes in the scheme.

The DMF was organised and promoted by Camden Council. As a courtesy the Applicant also informed stakeholders of the date and time of the Forum.

This stage also included an in-depth political and community audit was carried out to create a comprehensive list of local stakeholders who needed to be engaged with.

Letters and emails were sent to community stakeholders and meetings arranged to get their feedback on early designs and concepts. The project team ensured that they remained available for any follow-ups and approaches from other interested parties. Particular care was taken to engage with those local stakeholders with a known interest in planning and development issues or with a vested interest in site's future, such as the current tenants, the Mount Pleasant Association and the Hatton Primary School.

Stage 3: Public exhibition – September

A public exhibition was held at the London Welsh Centre in late September over two days and included a Saturday as well as an evening slot to allow for all those who wished to attend to do so. The exhibition was widely publicised through an advanced flyer drop and local press adverts. The exhibition itself consisted of a series of boards explaining the scheme and included a section on the benefits of the scheme. Attendees had an opportunity to speak to members of the project team and complete a comments card with their feedback.

A dedicated project website was set up at www.pantherhousedevelopment.co.uk to provide a platform for information and feedback alongside a dedicated email and Freephone line. The website contained a full set of the exhibition boards on display for anyone to download.

Stage 4: Developer's briefing and additional meetings – October

The Applicant presented at a Developers' Briefing, which was organised by Camden Council, and attended by three members of the Development Control Committee and a number of planning officers.

Local stakeholders were offered further meetings and the project team met with Police Constables from the Holborn and Covent Garden Safer Neighbourhoods Team.

5. Consultation activity

This section looks at the activities undertaken for the pre-application consultation.

Stage 1: Early engagement with existing tenants and local ward councillors – June



Existing tenants

The Applicant wrote to all of the existing tenants on-site during w/c 15 June. A number of long-term tenants also received personal telephone calls. The Applicant has been in regular contact with tenants throughout the pre-application stage and they were also invited to the public exhibition, which a number subsequently attended.

Local politicians

Letters were sent to Holborn and Covent Garden ward councillors w/c 8 June to arrange an initial meeting to discuss the emerging proposals for Panther House. These politicians were:

- Cllr Sue Vincent
- Cllr Julian Fulbrook
- Cllr Awale Olad

A site visit was arranged with Cllr Olad on 29 June, who attended on behalf of his colleagues. Cllr Fulbrook later attended a meeting with local group the Mount Pleasant Association and representatives of other local groups on 8 September and all three ward councillors were invited to the Development Management Forum, public exhibition and Developers' Briefing.

Stage 2: Development Management Forum and early local stakeholder engagement – July/August

Development Management Forum

The Applicant presented the scheme at a Development Management Forum on the evening of 9 July, at the Camden Centre. This was organised and publicised by the London Borough of Camden and was open to all members of the public. The Applicant also wrote to all key stakeholders, as a courtesy, to inform them of the meeting.

18 members of the public attended the Forum, representing neighbouring residents, tenants and the Mount Pleasant Association.

Following a presentation from officers, the project team presented the scheme. This was followed by a Q&A session. The Applicant recorded all comments to consider the views expressed.

Camden Council took a list of attendees and also made a set of minutes of the meeting but these have not yet been published on the council website.

Early stakeholder engagement

An extensive, detailed stakeholder mapping and research exercise was carried out at an early stage, establishing the community/amenity groups, local stakeholders and other bodies who would be interested in or affected by the Proposed Development.

Tailored and personalised letters were sent to all key local groups and priority was given to existing Panther House Tenants, who were written to w/c 15 June and, where possible, given a personalised telephone call from the Applicant.



These letters set out the plans for the site and included an offer of a meeting. The community groups and local stakeholders approached were:

- Existing tenants of Panther House
- Mount Pleasant Association
- Laystall Court Tenants' and Residents' Association
- Holsworthy Square Tenants' and Residents' Association
- Camden Civic Society
- Christopher Hatton Primary School
- Mount Pleasant Studios (Camden-run hostel adjacent to site)

The section below is a record of the specific early consultation with all local stakeholders.

Date	Stakeholder group	Attendees
14 July	Mount Pleasant Association Christopher Hatton Primary School	<ul style="list-style-type: none"> • Edward Denison, Chair of the Mount Pleasant Association • Judith Dainton, Member of the Mount Pleasant Association • Oliver Bennett, Member of the Mount Pleasant Association • Gwen Lee, Head of Christopher Hatton Primary School • Paul Cook (Panther House Developments) • Philip Turner (AHMM) • Duncan Hepburn (LCA)
3 September	Mount Pleasant Studios	<ul style="list-style-type: none"> • Sheena Anyanwu, Single Pathway Service Manager • Richard Murphy, Studio Manager • Paul Cook (Panther House Developments) • Philip Turner (AHMM) • Nick de Lotbiniere (Savills) • Duncan Hepburn (LCA)
7 September	Origin Housing	<ul style="list-style-type: none"> • Alice Spanton, Assistant Director of Development • Oliver Boundy, Assistant Director of Development • Paul Cook (Panther House Developments) • Philip Turner (AHMM) • Sarah Round (Savills) • Duncan Hepburn (LCA)
8 September	Mount Pleasant Society and representatives from other local community groups	<ul style="list-style-type: none"> • Ed Denison, Chair of the Mount Pleasant Association • Judy Dainton, Member of the Mount Pleasant Association • Oliver Bennet, Member of the Mount Pleasant Association • Councillor Julian Fulbrook, ward councillor for Holborn and Covent Garden • Ann Winchester, Holsworthy Square



		resident <ul style="list-style-type: none"> • John Levitt, Holsworthy Square resident and former Panther House tenant • Helen Fairweather, Holsworthy Square resident • Alexandra Steed, landscape architect for Mount Pleasant Association scheme • Alison Hall, Tiverton Mansions resident • Sean McDonagh, Mullen Tower resident • Jessica Palmer, Origin Housing • Paul Cook (Panther House Developments) • Philip Turner (AHMM) • Lik San Chan (AHMM) • Chris Madel (LCA) • Duncan Hepburn (LCA)
19 & 22 September	Public exhibition	Many representatives from local groups attended as well as other members of the public

A summary of the main points raised in these early meetings is set out below:

A number of issues were raised:

- Affordable housing and whether this would be provided on site.
- Affordable work spaces - many of the tenants were keen to remain in Panther House but were concerned whether this would be feasible and/or whether rents would be too high.
- Loss of artisan community and creative small industries.
- The potential loss of daylight/sunlight for neighbouring properties.
- Loss of privacy to the residents in Holsworthy Square through overlooking.
- Increase in anti-social behaviour because of the proposed new through route.
- Concern about disruption through more construction in an area where there is already and has already been a lot of development.
- Any contribution payment to LB Camden in lieu of on-site social housing not being spent in the Holborn and Covent Garden ward.
- The design of the Gray's Inn Road frontage being unsympathetic to its surroundings.

People attending the meetings were pleased about a number of aspects:

- Welcomed the opening up of the through route and thought the traffic calming measures on Mount Pleasant were a great idea.
- Welcomed plans for a variety of workspaces.
- Welcomed redevelopment of a site that, in its current state, is "unlovable".
- Applauded the consultation to date with locals as being open and informative.
- Pleased that most of the existing buildings on site will be retained.

Stage 3: Public exhibition – late September

The Applicant held a public exhibition at the London Welsh Centre, on Grays Inn Road, on Saturday 19 and Tuesday 22 September 2015. The objectives of this exhibition were to present and explain the more detailed designs for the building and the benefits offered and to capture comments and feedback from local residents, businesses and other stakeholders. Across the two days of the exhibition 42



people attended. Of these, eight people provided feedback via a comment card or by emailing comments to the designated consultation email address. All attendees were neighbouring residents or businesses. Ward councillors were also invited, but did not attend.

After the exhibition, copies of all exhibition boards were uploaded to the project website www.pantherhousedevlopment.co.uk. Hard copies of the boards were also printed and couriered to one local resident, who wanted to distribute to his neighbours living in Holsworthy Square.

Public exhibition

The exhibition was held over two days. To give attendees every opportunity to attend the exhibition it was open over an evening and one day at a weekend. It was fully staffed by members of the project team on the following dates and times:

- Saturday 19 September – 10am-2pm
- Tuesday 22 September – 4pm-8pm

The location of the exhibition – 157-163 Gray's Inn Road – approximately 5 minutes' walk from the site, was deemed appropriate in relation to those local residents who might express an interest in the development.

Promotional activities

A number of methods were employed to promote the exhibition in addition to the direct letters to stakeholders, including advertising in the local press and a door-drop of flyers.

Targeting a large number of residents as well as key stakeholders allowed for a wider number of people to be included in the consultation process. The different methods of promotion are set out below.

Adverts

A quarter page colour advert (appendix 1) was placed in the Camden New Journal for two consecutive weeks on Thursday 10 and Thursday 17 September. The Camden New Journal has a local circulation of 46,876.

This gave readers over a week's notice of the exhibition. The advert contained a brief overview of the proposals with information, including dates, times and location of the exhibition. It also included details for the consultation website – which later included full copies of all the exhibition materials – and a map to the exhibition venue.

Flyer distribution

An invitation flyer including a map of the location and details of the opening hours, was distributed to 2,800 residential and commercial properties in the area surrounding the Proposed Development.

The flyer also contained details of the consultation's dedicated email address and phone line as well as the address of the consultation website. An example of the flyer can be found at appendix 2 and a map showing the distribution area can be found at appendix 3.

The door-drop company used to deliver the flyers experienced some issues gaining access to properties within Holsworthy Square and the adjacent Dulverton Mansions. Consequently, copies were instead left inside communal and reception areas. The Applicant was made aware of this issue by a



local resident, who assisted members of the development team in gaining access to Holsworthy Square, where invitations were hand-delivered by the development team. Additional copies were then left with the resident for distribution to Dulverton Mansions.

Website

A dedicated consultation website www.pantherhousedevlopment.co.uk (appendix 4) was set up to provide the local community and interested parties with an opportunity to view details of the Proposed Development and to provide further feedback throughout the consultation process. It went live as the first letters were sent out to stakeholders and the advert was published. All the boards shown at the public exhibition were made available to view on the website (appendix 5).

The website included the dedicated email address pantherhouse@londoncommunications.co.uk and Freephone number 0800 881 5214, both managed by LCA. This allowed members of the public to contact the development team directly should they have any questions or comments on the proposals. Visitors to the exhibition were also able to leave their contact details and were updated on the process following the exhibition.

The website address and designated community consultation Freephone and email addresses were set up and advertised on the following materials:

- The flyer advertising the public exhibition, distributed to the circa 2,800 addresses within the vicinity of the proposed site.
- Adverts for the public exhibition were placed in the Camden New Journal for two consecutive weeks.
- Comments cards supplied at the public exhibition.
- The exhibition boards on display during the public exhibition.

There have been three responses/queries to date via email, which have been responded to as appropriate, and zero responses/queries via Freephone.

The exhibition

The exhibition focused on:

- Introducing the Applicant to the local community
- Providing context to the site and information on the existing building
- Explaining the proposed scheme
- Showing CGI images of the scheme
- Describing the public realm improvements and benefits to the community
- Inviting the views of exhibition attendees encouraging them to comment on the cards available (see appendix 6).

The table below shows the dates the exhibition took place and the approximate number of attendees and comments cards submitted.

Date and times	Number of attendees	Number of comments cards submitted
Saturday 19 September 10am-2pm	16	4
Tuesday 22 September 4pm-8pm	26	3
Total	42	7



Exhibition boards were created by the architects AHMM in partnership with the Applicant and other key consultants. The boards detailed different aspects of the scheme and guided attendees through the design process and emerging proposals. Representatives from the Applicant, AHMM, Savills and LCA were on hand throughout the exhibition to answer any questions attendees might have about the board content, as well as explaining the context of the emerging proposals.

The public exhibition boards can be viewed as the final appendix and a summary of the content is set out below.

Board No.	Board title	Board content
1	156-164 Gray's Inn Road + Panther House	Welcome and thank you for coming to the exhibition. Brief overview of consultation to date and who the Applicant and Architects are.
2	The Site: History	Overview of the history of the site and its varying uses since 1746.
3	The Site: Existing Buildings	Overview of the site's current usages. Imagery locating the site.
4	The Site: Context	The site's situation between Gray's Inn Road and the quieter thoroughfare of Mount Pleasant. Imagery of street scene and map of surrounding area.
5	Height & Massing	Contrasting CGI's demonstrating evolution of the Proposed Development and the cut backs to the proposed massing and height due to relationships with neighbouring buildings and following consultation with LB Camden.
6	Our proposal	Outline of proposed development and retained features.
7	Gray's Inn Road	Proposed improvements to the façade fronting Gray's Inn Road. Imagery of street scene and CGI demonstrating contemporary design and retained features.
8	Brain Yard	Proposed new flexible office space on site, whilst exposing and retaining original material features of Brain Yard. Imagery and CGI's of existing and proposed new public courtyard.
9	Panther House	Proposed design of Panther House as viewed from Mount Pleasant. Existing imagery and CGI showing retained brickwork and materials with the addition of two new floors, one of which is being set-back.
10	Creating a new 'lane'	Proposed new public route linking Gray's Inn Road and Mount Pleasant. Before and after imagery of street scene and entrances.
11	Public realm & flexible working	An overview of the proposed enhanced public realm, new pedestrian route and high quality flexible office space for smaller businesses at ground floor and basement level.
12	Summary	Summary detailing key benefits of scheme and next steps to be taken. Details of consultation email address and website included.

Visitors were invited (but not required) to sign in at the exhibition and give their address details so that they could be added to the Applicant's database for future correspondence.



The exhibition laid out in London Welsh Centre main foyer



Members of the public looking at the exhibition and speaking to members of the project team





Stage 4: Developers' Briefing and additional meetings with local stakeholders

The Applicant and project team presented the proposals to an LBC organised Developers' Briefing on 26 October. While not a statutory Council meeting, it is designed to assist members of the Development Control Committee in understanding the proposed scheme.

The meeting was attended by three members of the Development Control Committee including Chair Heather Johnson, Vice Chair Roger Freeman and Sue Vincent. The ward councillors were invited but sent their apologies. LB Camden officers gave a presentation followed by the Applicant. Key themes raised were affordable housing, affordable employment space and daylight/sunlight concerns.

After the public exhibition and prior to the submission of the planning application, further time was allowed for additional meetings with stakeholders. A meeting was sought and subsequently arranged with the Metropolitan Police's Holborn and Covent Garden Safer Neighbourhoods Team to learn about the history of anti-social behaviour in Mount Pleasant and how the Proposed Development could play a part in making sure the area stays free of this behaviour.

During this period, the Applicant met the following group(s):

Date	Stakeholder group	Attendees
22 October 2015	Holborn and Covent Garden Safer Neighbourhoods Team	<ul style="list-style-type: none">Police Constable Gerry McGannPolice Constable Nicola O'Hara

A summary of the meeting with the Holborn and Covent Garden Safer Neighbourhoods Team (SNT) is as follows:

During a walk around the site it was noted by the SNT that:

- In line with what residents and those who manage the Mount Pleasant Studios told us previously, they agreed that historically Mount Pleasant has suffered with crime and anti-social behaviour.
- Having said that, in recent times there has been much less cause for concern, which is partly to do with the redevelopment of the Studios.
- There is CCTV on Mount Pleasant located near the Studios but it does not necessarily cover the road all the way up to Laystall Street.

After being taken through the proposals it was noted by the SNT that:

- Gates at each end of the new route connecting Gray's Inn Road and Mount Pleasant, which could be shut late in the evening and re-opened early in the morning, would be a good idea to deter anti-social behaviour and rough sleepers.
- A 24 hour concierge for Panther House would be a good idea but not vital.
- The road tables proposed on Mount Pleasant are a good idea to calm traffic.
- Improved lighting and CCTV on Mount Pleasant would be welcomed as while the road is not suffering too much anti-social behaviour at present, there is no guarantee that it won't return – possibly having been displaced from somewhere else. Likewise the 'natural surveillance' from the residents and workers in the building, from early morning until late at night, will also help a lot.
- While the SNT would not be opposed to licensed premises selling alcohol on the site, they would consider late-night venues to be detrimental.

- In all, the SNT considers that the proposals will be beneficial to the area and effective in minimising any current and future anti-social behaviour.

6. Comments and Analysis

A comments card was designed to encourage feedback on the overall scheme, or any particular aspect of the development of which attendees had particular concerns over. A dedicated freephone number and email address was also set up for people to contact the project team and give their views or ask any questions. Several emails (three) were received and responded to, along with zero voicemail/telephone calls.

Every person who made a written comment at the exhibition and left their contact details will receive an email or letter thanking them for attending, and letting them know that a planning application has been submitted.

Overall 42 people attended the exhibition across the two days. Visitors were able to look at the 12 panels and speak to a member of the project team to ask any questions or give verbal feedback and then post any written feedback in the comments card box.

Feedback on the proposals was given in a number of ways. Seven comments cards were returned and one email received.

Although not everyone chose to leave feedback the experience of those staffing the exhibition was broadly positive. Visitors acknowledged that the site needed redevelopment, but were happy that elements of Panther House's brickwork and the façade fronting Gray's Inn Road would be retained. There were some concerns over the contemporary style design of the building fronting Gray's Inn Road, with several residents asking if a red brick finish could be used instead. The new pedestrian and amenity spaced was largely welcomed, but some were concerned that it would be used for anti-social behaviour and drug-use. Neighbouring residents appreciated the changes made to the massing and scaling of the building and the set-backs to the upper floors, but issues were still raised over height, impacted views and daylight/sunlight.

All of the responses have been carefully analysed. Some people made multiple comments covering a range of subjects in a single response, and so these have been split up to ensure that every comment has been captured. In total from the eight comments received (seven comments cards and one email). 21 individual points (around different aspects of the scheme) were raised. There are three different categories of comments – those that are supportive of the scheme, those that expressed concerns, and those that gave suggestions or impartial comments.

The tables below provide a breakdown of the comments, organized into 'themes'. Neutral comments, or suggestions, have been set out separately.

6.1 Supportive Written Comments

Comment	Total number of comments
Design and concept	2
Consultation	1
Increase in residential and retail options	1



General positive comment about scheme	2
Total	6

One comment card noted full support for the scheme. Four comment cards and emails noted concerns but were supportive of the overall scheme.

Positive comments included:

“Very nice and empathetic design.”

“Thank you for being so consultative and responsive this far!”

“The design is an exciting use of space.”

“Good for the area with increase in residential and retail options.”

“The intended development has merit and I can find nothing to object to in its aims and proposals.”

- The design and concept of the proposals were welcomed. The majority of people were supportive that the buildings on Gray’s Inn Road and Panther House would not be demolished, but this was not noted on feedback forms.
- The provision of new offices and homes was welcomed.
- Several people commended the effort the Applicant had taken to consult with the local community.
- Investment into the building and surrounding area was welcomed.

6.2 Concerns raised in the comments

There were concerns raised about the proposals, and these have been noted and themed below:

Comment	Total number of comments
Increase in height	2
Design of roof gables	1
Loss of light	2
Design of frontage on Gray’s Inn Rd is out of character with street scene	3
Impact from construction, noise and dirt	2
Finish of building	1
Total	11

The quotes below capture some of the concerns.

“It is not clear from the overhead drawings / plans how this will, in reality, affect the light into Holsworthy Square – which needs it in the garden and plants as well as general friendly audience.”

“The build above the shops should go back by 1.53 to line up with the frontage of Dulverton”

“The two glass-fronted brutalist cubes on the roof are grotesque – they look like vast vintage TV’s....Some alternative solution must be found for these huge boxes on the roof.”



"I'll lose all light and have permanent lighting in the kitchen, bathroom and one bedroom."

"Two years of noise and dirt."

"My only concern is the height of the buildings in the left hand corner of the Square."

"The front of the building facing Gray's Inn Road appears to be out of character with the adjoining buildings. The finish is to be a polished concrete or other composite and there is uncertainty about whether this will weather in a good way or if the minerals in the concrete will leach and stain over time."

"6-7 storeys too high. 5 storeys would be the best for a more balanced skyline and less light pollution."

"...it's going to mean two and half to three years of noise, dust and disturbance to the residents of Holsworthy Sq. who are going to be deterred to say the least from opening their windows for any reasons, or spending time sitting outside in the square."

- Of most concern was the potential impact the Proposed Development will have on views and rights to light of neighbouring residents, particularly those living in Holsworthy Square.
- There is concern that the proposed extension on Gray's Inn Road is out of character with the existing street scene and that an alternative finish should be pursued.
- There is concern that construction will impact neighbouring residents through increased noise and dust.

All comments were passed to the design team for consideration.

6.3 Suggestions in the comments

Some of the comments took the form of suggestions. They are neutral comments and a list is detailed below.

"The alley should have some independent shops – restaurants, instead of ground floor offices."

"A suggestion – to make more of the lovely walk-through by having a few café's/shops – and pull offices below and above that"

"Take in consideration the current tenants of panther house and where they will moved to before the development starts. At least the ones who have been at panther house for years. Would be nice to help them relocate."

"In addition I would like to see proper cobble stones for the walkway between Gray's Inn Road and Mount Pleasant, as in your visual."

This is a total of four comments.

The Applicant has addressed many of the issues. There has been a clear and transparent consultation between the Applicant and the local community, with exhibition boards available online and meetings



with local community groups. A relatively small number of people attended the exhibition and those that did acknowledged the need for redevelopment and were broadly supportive of the scheme.

As a result of such a thorough consultation, changes have been made by the Applicant to the Proposed Development:

- Cut backs to the height and massing of the Proposed Development, with the upper floor set back to reduce loss of light to Holsworthy Square.
 - Additional basement space, some of which will be provided to small creative businesses at reduced rents.
 - Further improvements to the public realm with new planting and the potential for a green wall.
 - Additional setbacks to the fifth and sixth floor on the Gray's Inn Road frontage to address concerns about the massing in relation to the adjacent mansion blocks.
 - Gates at either end of the new thoroughfare were added to help prevent antisocial behaviour.
- The Applicant is committed to continuing a positive and regular dialogue with local communities throughout the planning process. This will include updates on the final designs for the Proposed Development which will be emailed to key stakeholders and those who left their contact details at either of the two exhibitions. All those who were engaged throughout the pre-application process will also be informed via a newsletter when the planning application is submitted. The dedicated website www.pantherhousedevlopment.co.uk will also be updated once the planning application has been submitted and a newsletter will simultaneously be issued to all those who have engaged with The Applicant to inform them of submission and to let them know of the above changes to the Proposed Development. Subject to planning permission and ahead of construction, The Applicant will also engage with the local community on the draft Construction Management Plan.

7. Conclusion

The Applicant has conducted a comprehensive and full consultation. The process has succeeded in developing a meaningful engagement with the local community and given local residents, community groups and LB Camden the opportunity to contribute to and shape the scheme.

The consultation programme was designed to allow as many people as possible to have a number of opportunities to express their views, to have them properly recorded and to fully engage with and influence the design process.

During the phases of activity a number of different mechanisms have been used to engage with people including numerous meetings and face-to-face briefings, a public exhibition, comments cards, a dedicated website, email address and telephone number. Through the consultation the thoughts and views of the local community and key stakeholder groups have been communicated directly to the project team and fed into the design process.

As a result the scheme has evolved over time to take on board the comments received and changes have been made by the Applicant to the Proposed Development:

- As a result of thorough consultation, changes have been made by the Applicant to the Proposed Development:



- Cut backs to the height and massing of the Proposed Development, with the upper floor set back to reduce loss of light to Holsworthy Square.
- Additional basement space, some of which will be provided to small creative businesses at reduced rents.
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- Gates at either end of the new thoroughfare were added to help prevent antisocial behaviour.

More in-depth detail of how the proposals have evolved are captured in the Design and Access Statement.

- The Applicant is committed to continuing a positive and regular dialogue with local communities throughout the planning process. This will include updates on the final designs for the Proposed Development which will be emailed to key stakeholders and those who left their contact details at either of the two exhibitions. The dedicated website, www.pantherhousedevelopment.co.uk, will also be regularly updated and subject to planning permission and ahead of construction, The Applicant will also engage with the local community on the draft Construction Management Plan.



INVITATION TO PUBLIC EXHIBITION



On development proposals for Panther House and 156-164 Gray's Inn Road

Dukelease Properties is holding a public exhibition to present our plans to redevelop this site and deliver more office space and new homes alongside significant improvements to the site as a whole. We would like to hear your feedback on our proposals ahead of submitting a planning application to Camden Council. Members of the development team will be on hand at the exhibition to answer any questions.

The plans will be on display:

- **Saturday 19 September: 10am – 2pm**
- **Tuesday 22 September: 4pm – 8pm**

Please feel free to drop in anytime at: **London Welsh Centre,
157-163 Gray's Inn Rd, London WC1X 8UE**
or visit www.pantherhousedevelopment.co.uk

Freephone: **0800 881 5214**
Email: **pantherhouse@
londoncommunications.co.uk**





Appendix 2 - Flyer

Front page:

INVITATION TO PUBLIC CONSULTATION

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London WC1X 8UE**



Top: The existing condition of the Gray's Inn Road frontage

Left: Existing condition of Panther House



Back page:

If you are unable to attend the exhibition and would like more information please visit our website or get in touch.

EMAIL:
pantherhouse@londoncommunications.co.uk

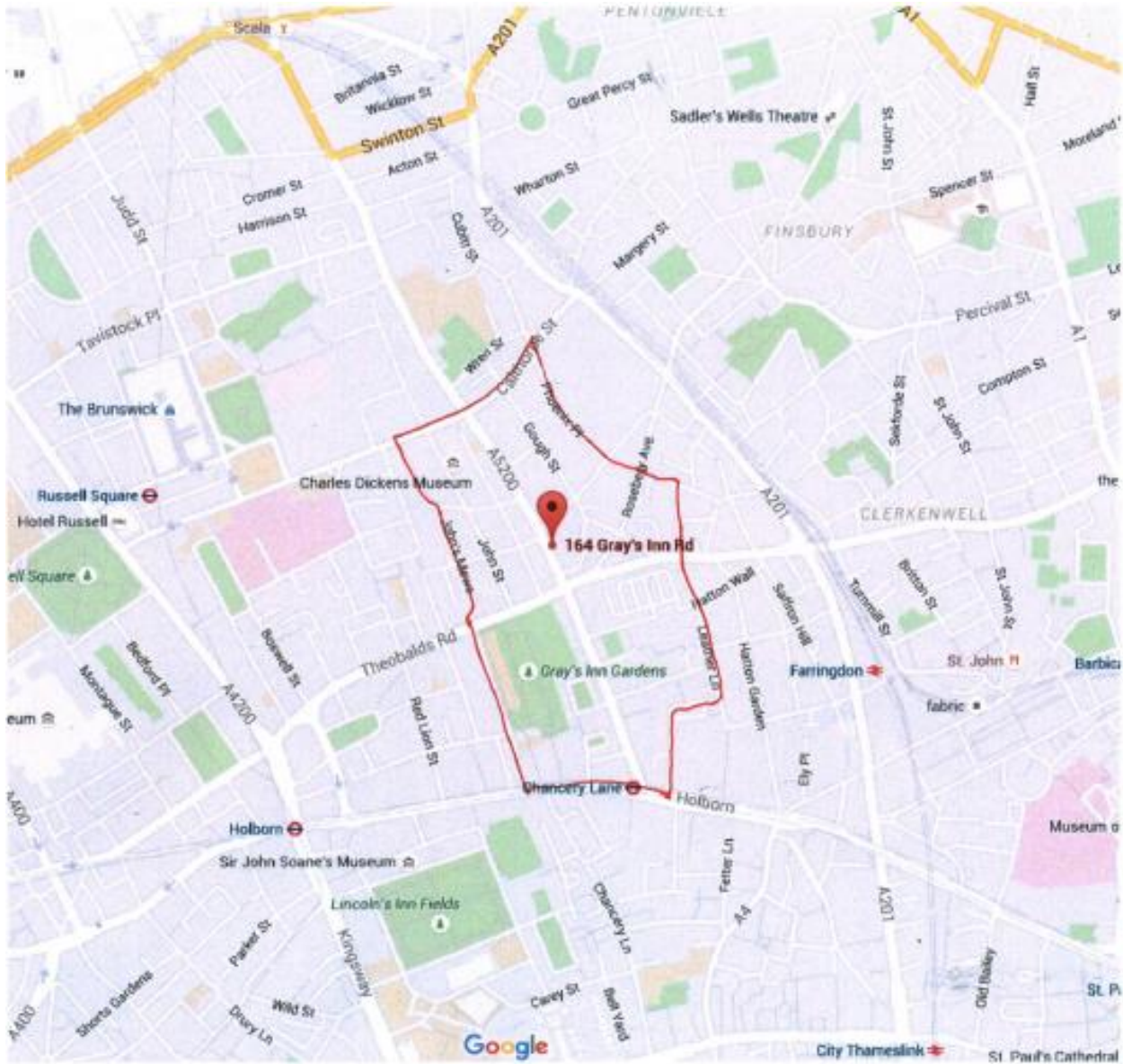
WEBSITE:
www.pantherhousedevlopment.co.uk

FREEPHONE:
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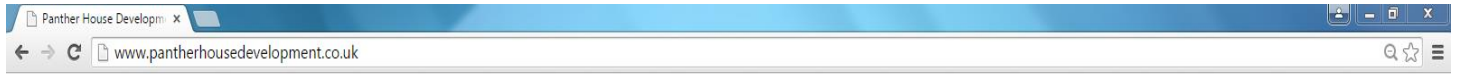


Appendix 3 – leaflet distribution area





Appendix 4 – website with exhibition details



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If you are unable to attend the exhibition and would like more information please [email us](#).

To view the proposals on show at the public exhibition please [click here](#).

Freephone:
0800 881 5214





Appendix 5 – website

INVITATION TO PUBLIC EXHIBITION

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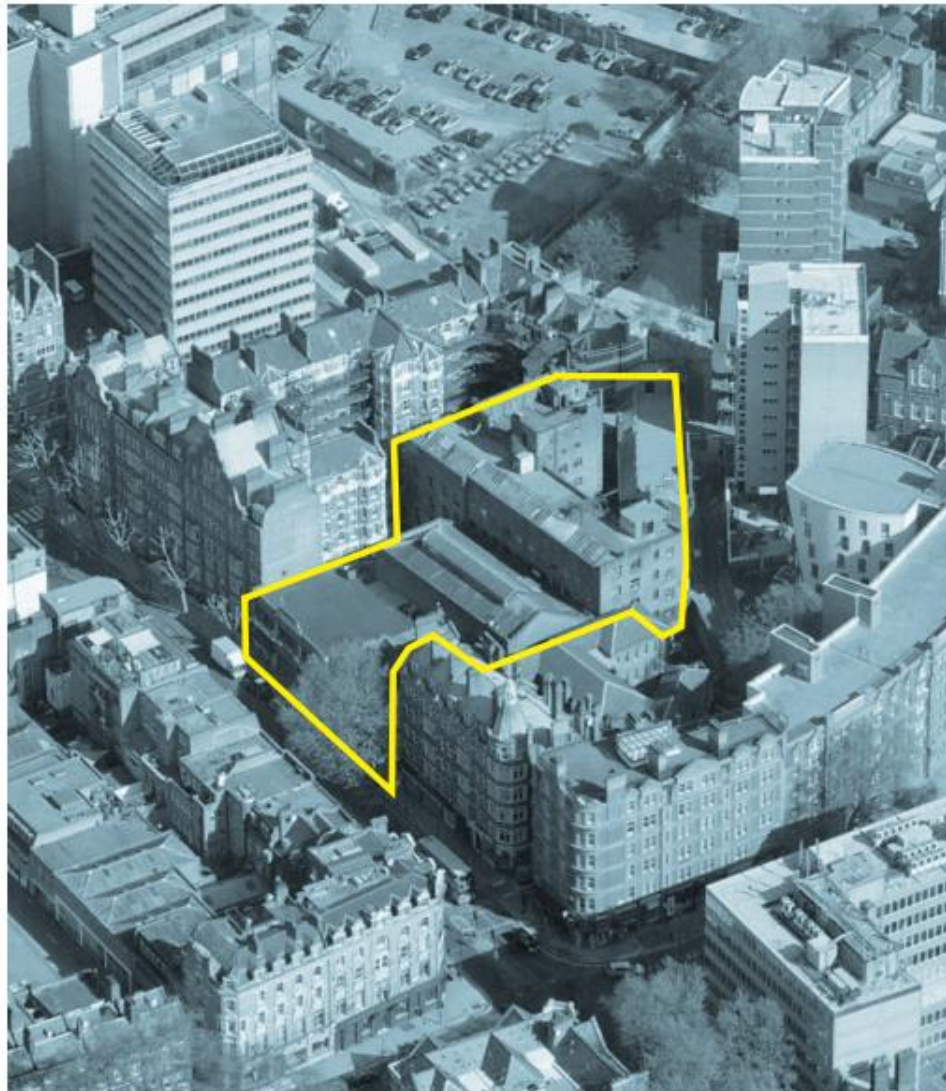
Freephone:
0800 881 5214





Appendix 6 – Public Exhibition Boards

01 156-164 GRAY'S INN ROAD + PANTHER HOUSE



WELCOME

Thank you for coming to the exhibition of the proposals to redevelop 156-164 Gray's Inn Road and Panther House. We hope that you find this exhibition informative and helpful in explaining our ideas for this site and its existing buildings.

This exhibition follows the Development Management Forum that took place on 9 July 2015 where we presented emerging proposals for the site to local people. We have since met with a number of local community groups and stakeholders and, having considered their views, are now presenting updated plans. This is part of our serious commitment to working with you, our neighbours, to deliver a scheme that can, where possible, address any concerns. We are keen to hear your views about what we are exhibiting today.

Members of the project team are present to help answer any questions that you may have and we also welcome written feedback about our plans. We are very excited about the possibilities that this scheme offers to Gray's Inn Road and Mount Pleasant and the public benefits it delivers - we hope that you share our enthusiasm.

WHO WE ARE

ALLFORD HALL MONAGHAN MORRIS

Allford Hall Monaghan Morris Architects make buildings that are satisfying and enjoyable to use, beautiful to look at and easy to understand. The practice designs very different buildings for very different people to use in very different ways. They believe in making places as well as buildings, that work over time and have lasting qualities intrinsic to their architecture.

DUKELEASE

Dukelease is a property development company with over 20 years of experience in design, planning and development. Dukelease has a strong track record of delivering high quality schemes in central London.



61 OXFORD STREET / AHMM + DUKELEASE



MORELANDS, OLD STREET / AHMM



TEA BUILDING, SHOREDITCH / AHMM

02 THE SITE: HISTORY

The site is located at the southern end of Gray's Inn Road, within the Hatton Garden Conservation Area.

It forms a link between the busy Gray's Inn Road and the more pedestrian pace of Mount Pleasant.

It is a complex site, composed of three parts.

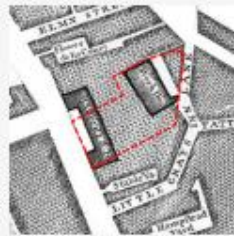
The **Gray's Inn Road** buildings have housed a number of different uses, built in 1746 originally as Almshouses. They are currently used for retail and residences.

Brain Yard was built as an electricity substation for the Gray's Inn Road tram line.

Panther House was built in 1905 as an industrial warehouse.

Working respectfully within this rich and diverse context, the proposal aims to retain as much as possible of the existing fabric of the site, whilst extending it with contemporary architecture of the highest quality.

1746



Present on site are Stafford's Almshouses, off Gray's Inn Road, and just behind them the St Andrew's and St George parish workhouse.



Stafford's Almshouses, on the current 156-164 Gray's Inn Road site

1894



The Almshouse was demolished by 1890's.

1914



Brain Yard and 156 Gray's Inn Road built in 1906-7. 156 was constructed to house the supervisor of the tramways.



Hoborn Electricity Sub-Station (Brain Yard) under construction. West Elevation of Panther House can be seen to the side.

1942



160-164 Gray's Inn Road finally built on site in 1926. Little Gray's Inn Lane was changed to Mount Pleasant in 1936.



Electric trams running along Gray's Inn Road, with the prospects of No. 160-164 Gray's Inn Road just visible behind.

03 THE SITE: EXISTING BUILDINGS



A 156-164 Gray's Inn Road

Built in 1926 - Three shops on ground floor. Upper floors various uses.

Currently two retail and one restaurant unit at ground floor level with a single floor of offices on the first floor level.

2 storeys high.

View looking up Gray's Inn Road from the south side.



B Brain Yard

Built in 1906-7 as an electricity substation for London Tramways.

Currently commercial/light industrial use by a number of small business units.

2 storeys high.

View inside Brain Yard.



C Panther House

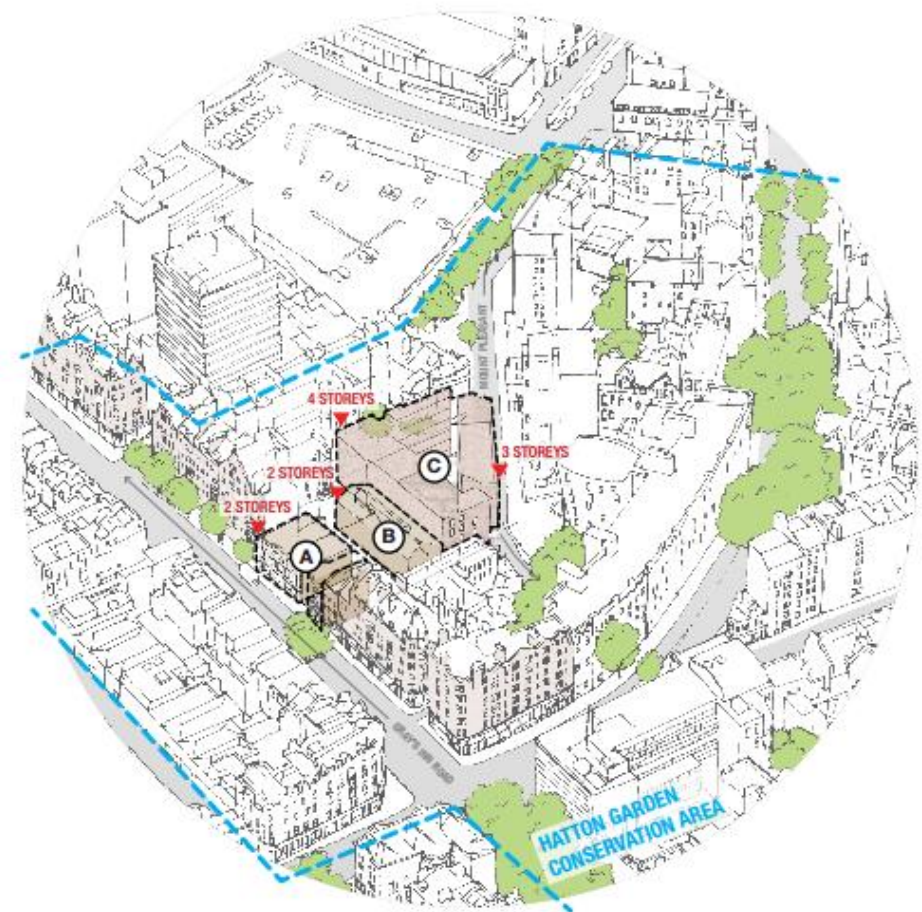
Unlisted building of architectural merit.

Built in 1905-6 for Lithographers Malby & Sons.

Currently occupied by small businesses and start-ups.

West Panther House 4 storeys high, East Panther House 3 storeys high.

View looking up from southern Mount Pleasant.



04 THE SITE: CONTEXT

The site is situated between the busy Gray's Inn Road and the quieter thoroughfare of Mount Pleasant. Surrounding the site are a variety of buildings, including residential blocks, a primary school and the neighbouring hospice.

- (E) Dulverton Mansions**
Built c.1890s as a social housing block - currently affordable and market housing block.
- (F) Holsworthy Square**
Built c.1880s - Residential block. Currently affordable and market housing block.
- (G) Tiverton Mansions**
Built c.1880 - Residential block. Currently retail on ground floor. Affordable and market housing on upper floors.
- (H) 11, Mount Pleasant Studios**
Built for the 'temporary accommodation of vagrants' dated early 1900s. Currently a supportive housing scheme for vulnerable people, delivered by Camden's Community Investment Programme, re-built 2014.
- (I) Mullen Tower**
Built in 1964 - Residential block. Currently affordable and market housing block.
- (J) 1-94 Gray's Inn Buildings**
Built c.1896 - Residential block. Currently affordable and market housing block.
- (K) Christopher Hatton Primary School**
Built 1876 - Primary school. Currently a Primary school.
- (L) Churchill House**
Residential Block.
- (M) Laystall Court**
Built 1960 - Residential block. Currently affordable and market housing block.



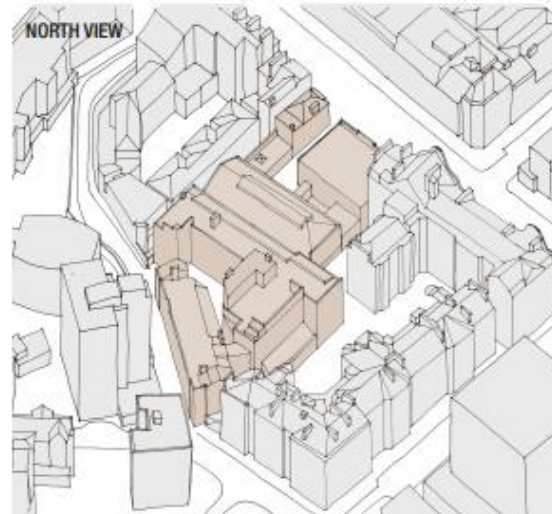
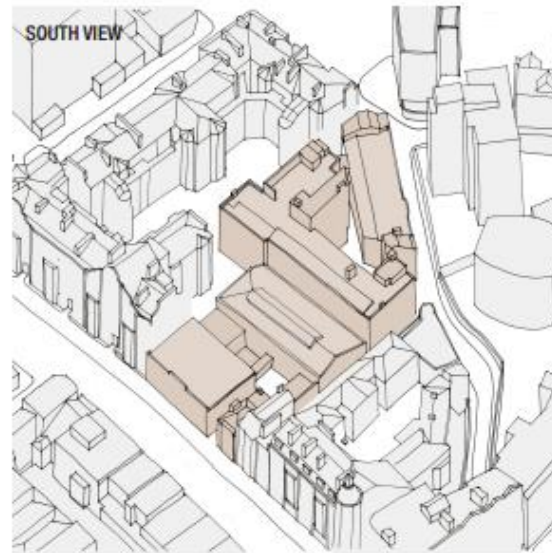
05 HEIGHT & MASSING

As part of the early design process we reviewed the existing building heights and massing on the site and their relationships with neighbouring buildings in the local area.

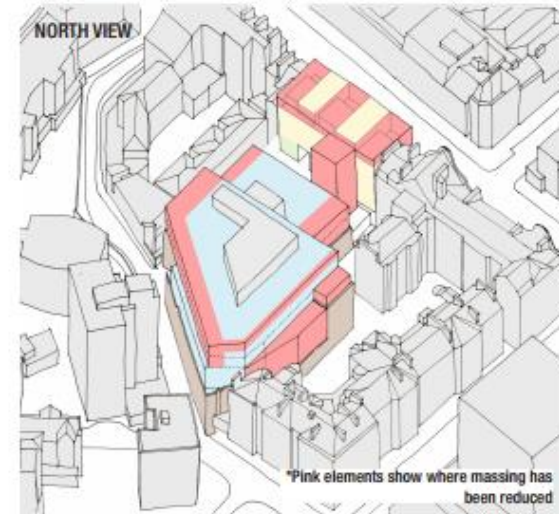
This informed our initial thinking for the proposed redevelopment before more detailed design work and consultation with the London Borough of Camden and local communities commenced in Summer 2015.

This then led to a series of cut backs to the proposed massing and height as set out on this page.

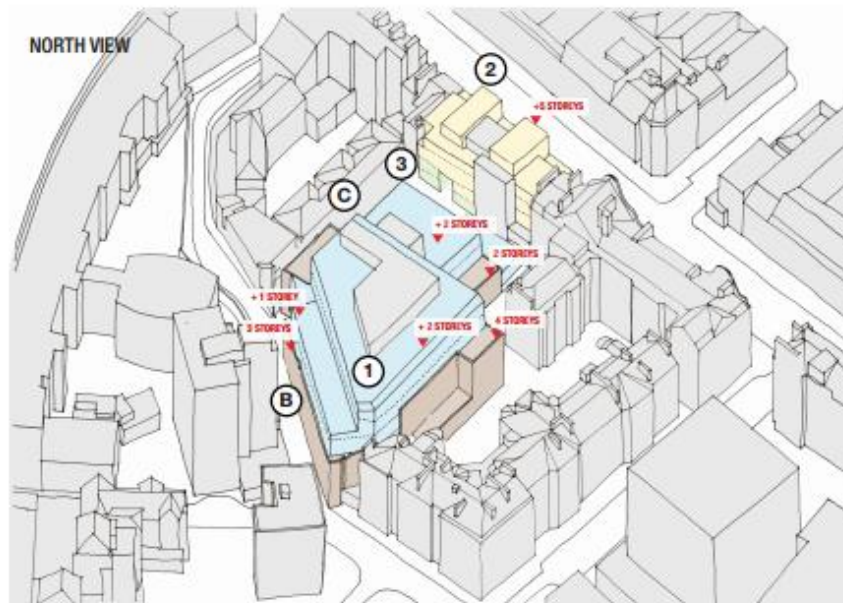
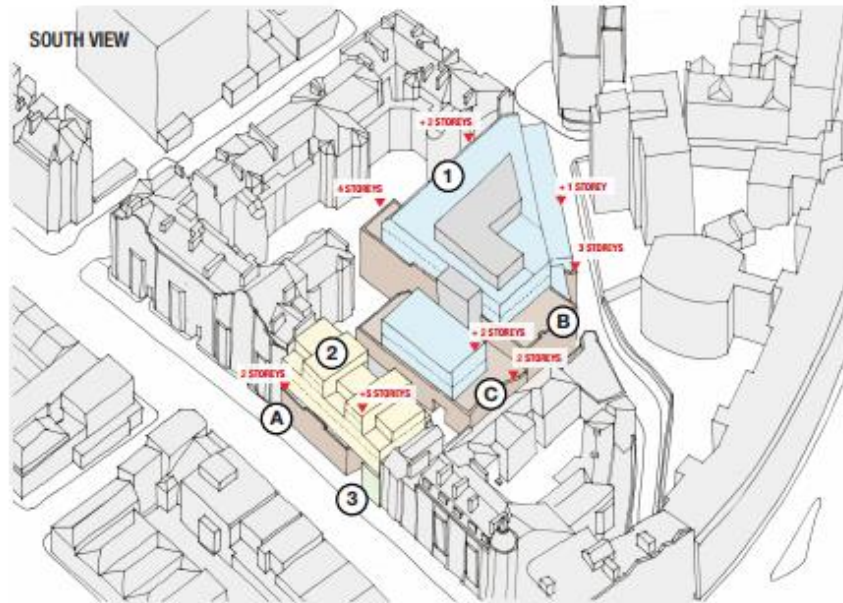
EXISTING



PREVIOUS MASSING - SUMMER 2015



06 OUR PROPOSAL



We are proposing a sensitive development of the site that retains key historical features whilst introducing high quality modern architecture that will deliver flexible spaces including new office space, shops and homes.

EXTENDING THE NEW

- ① Flexible Offices - 5,880 sq. m
- A part of this will be smaller individual units and lettable desks
- ② Homes - 1,150 sq. m
- 11 apartments - 2 x 1 bedrooms, 6 x 2 bedrooms, 3 x 3 bedrooms
- ③ Shops - 520 sq. m

ADAPTING THE OLD

- Ⓐ Retention of the historic facades of **Gray's Inn Road** with the construction of a responsive and contextual building behind - aiming to enhance this part of the conservation area and infill the 'dog tooth' in the street.

2 existing + 5 new storeys
- Ⓑ Retaining **Panther House** as a building of merit, the proposal is an addition of two new storeys in a sensitive manner.

4 existing + 2 new storeys
- Ⓒ Partial retention of those features of **Brain Yard** which enhance the area and an addition to allow new public space and modern day use.

3 existing + 2 new storeys

SKETCH PLANS

- Flexible Offices
- Homes
- Shops & Active Storefronts



07 GRAY'S INN ROAD

The Gray's Inn Road facade proposes a contemporary addition to the varied streetscape. It is a sensitive design that responds to the surrounding context with overall height and massing.

- ① Gray's Inn Road pedestrian entrance to Brain Yard through to Panther House.
- ② Retained facade of 160-164 Gray's Inn Road.
- ③ 156 Gray's Inn Road, rebuilt to complement 160-164.
- ④ Active frontages and shopfronts on Gray's Inn Road, highlighting the entrance to the site and enhancing the current use.
- ⑤ Front elevation of the new residential units - respectful to their surroundings both in massing and material.
- ⑥ Recessed residential floor, with terraces facing Gray's Inn Road.

MATERIALS



Existing condition of 160-164 Gray's Inn Road, as seen from south of the site.



The new proposal seen with the entrance of the public route. The retained facade of 160-164 Gray's Inn Road is on the left, and the new shopfront on the right - residential units above.

08 BRAIN YARD

The former substation will offer new flexible office spaces on the site, whilst exposing its original material features. It will provide a link between Gray's Inn Road and Panther House, whilst the ground floor retail units activate the public courtyard in the front.

- 1 Retained Brain Yard wall.
- 2 Walkway through Brain Yard to the Panther House courtyard, with shopfronts seen in the background.
- 3 Significantly improved public realm.
- 4 Two new storeys of flexible office spaces.
- 5 Access to Gray's Inn Road residential units.

MATERIALS



Existing condition of Panther House



09 PANTHER HOUSE

The view from Mount Pleasant will retain Panther House's existing character alongside the addition of two new floors; contextual in both their massing and materiality.

- ① Retained Panther House
- ② One storey addition to the front of Panther House.
- ③ Two storey addition to the back of Panther House, for flexible office spaces.
- ④ Light weight Panther House atrium, sheltering the public courtyard and walkways.
- ⑤ Lightweight glazed bridge connecting the two existing sides of the Panther House building.
- ⑥ Mount Pleasant entrance to the public walkway to Gray's Inn Road, highlighted by signage and active shopfronts.

MATERIALS



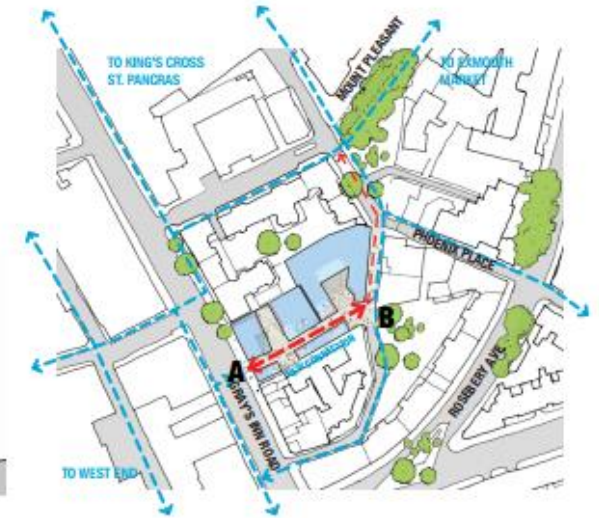
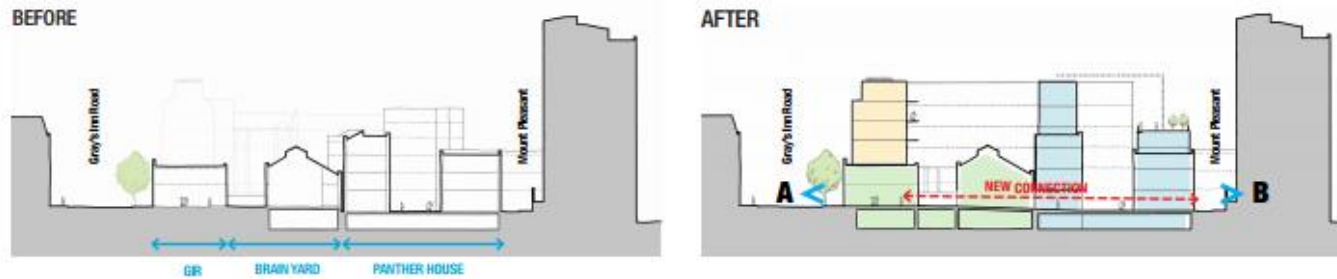
Existing condition of Panther House



The Mount Pleasant entrance of the public route, with a shopfront and the reception for Panther House offices on either side.

10 CREATING A NEW 'LANE'

The new public route will be visible from both entrances, highlighted by signage and ground level activity.



ENTRANCE A The Gray's Inn Road entrance of the public route, with the Brain Yard courtyard visible in the background.



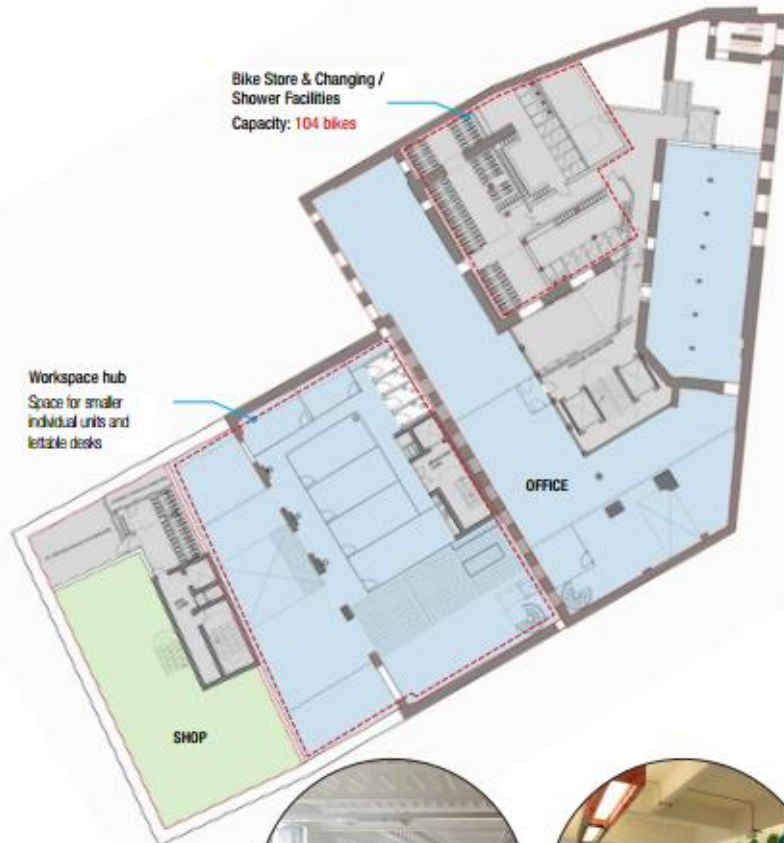
ENTRANCE B The Mount Pleasant entrance of the route, with a shopfront and the reception for Panther House offices on either side.

11 PUBLIC REALM & FLEXIBLE WORKING

The proposed development will create significantly enhanced public realm, a new route between Gray's Inn Road and Mount Pleasant and attractive landscaping of Mount Pleasant to encourage pedestrian activity and traffic calming.

The public realm will complement the high quality new offices which will provide a range of flexible spaces for businesses, including smaller units at basement level.

LOWER GROUND FLOOR



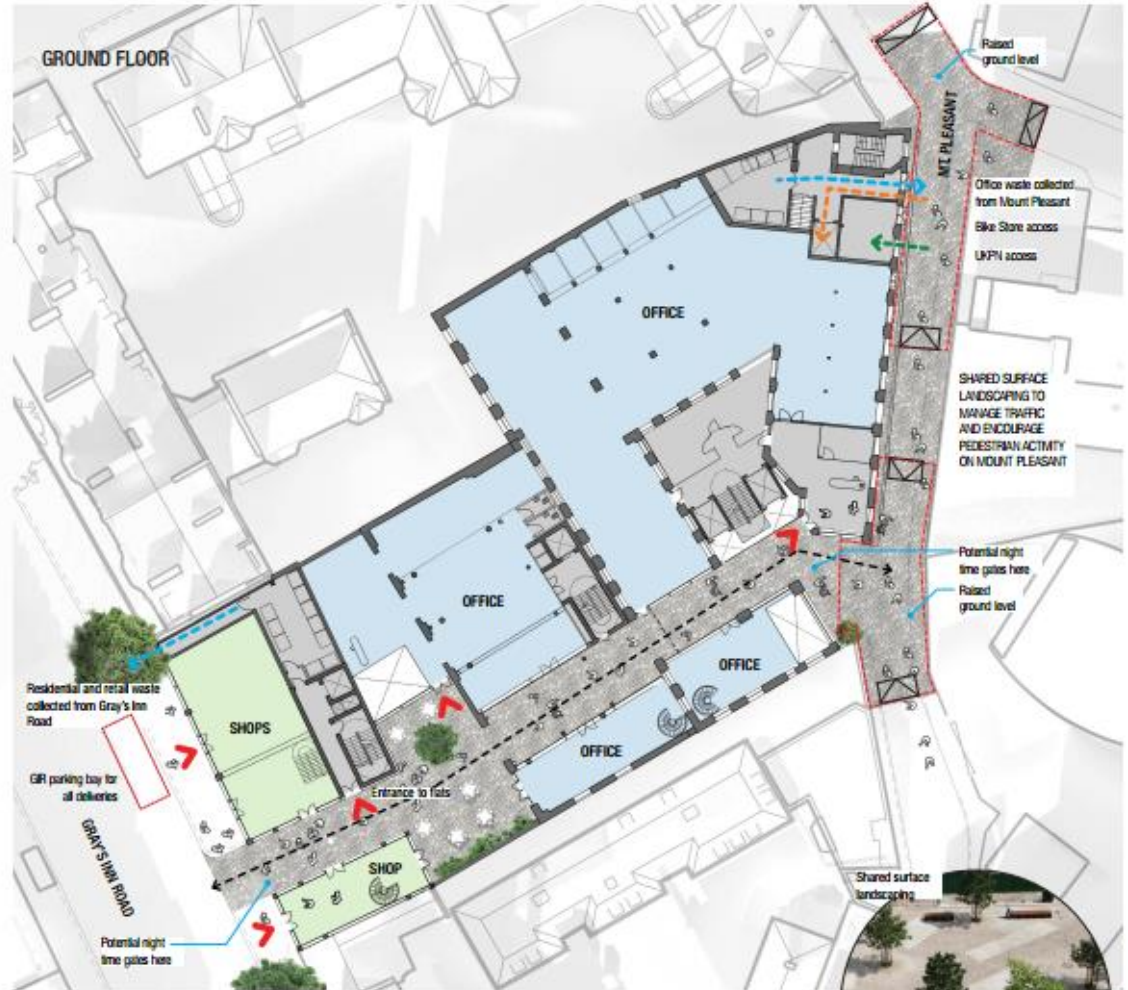
Flexible Office Precedents



A/HM / Morelands Office



Tea Building / Shoreditch



- Public Walkway
- Bin Store Access
- Bike Store Access
- UKPN Access
- ▲
 Main Entrance Points



12 SUMMARY



KEY BENEFITS

- A significantly enhanced public realm, and a new public thoroughfare, between Gray's Inn Road and Mount Pleasant.
- A combination of sensitive refurbishment and new buildings of outstanding architectural quality.
- A range of spaces, offices and homes, for a mix of uses.
- The creation of jobs during construction and post development via a significant uplift in employment floorspace.

NEXT STEPS

- Reviewing feedback from the exhibition
- Finalising design work with LB Camden officers
- Ongoing engagement with tenants
- Target planning submission in Autumn 2015

THANK YOU FOR ATTENDING.

Please do complete one of the feedback forms provided and leave it in the box or post it back to us.

Alternatively you can email us at pantherhouse@londoncommunications.co.uk.

We will review all comments from the exhibition as part of finalising our designs. We are hoping to submit a planning application to the London Borough of Camden late in the autumn.

The proposals on show today can also be viewed at www.pantherhousedevlopment.co.uk