

Transformation of the Ugly Brown Building

London Communications Agency
Statement of Community Involvement

September 2017



**REEF ESTATES – TRANSFORMATION OF THE UGLY BROWN BUILDING
STATEMENT OF COMMUNITY INVOLVEMENT
SEPTEMBER 2017**

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SECTION 1. INTRODUCTION

1.1 This Statement of Community Involvement (SCI) has been prepared by London Communications Agency (LCA) on behalf of Reef Estates Limited (who will hence forth be known as 'the Applicant') to accompany a full planning application that has been submitted to the London Borough of Camden for the proposed development known as the 'Transformation of the Ugly Brown Building' at 2-6 St Pancras Way, London, NW1 0TB ('The Site').

1.2 The Application is being made to the London Borough of Camden for planning permission and demolition of a non-listed building in a conservation area for the following proposed development:

"Demolition of the existing building and erection of 6 new buildings ranging in height from 2 storeys to 12 storeys above ground and 2 basement levels comprising a mixed use business floorspace (B1), residential (C3), hotel (C1), gym (D2), flexible retail (A1-A4) and storage space (B8) development with associated landscaping work".

1.3 The Applicant has worked in close partnership with the London Borough of Camden on the design of the proposed development – delivering a well-considered and high-quality proposal for the area, which will transform and extend Ted Baker's headquarters, and deliver new commercial, retail and business floor spaces, homes, a hotel, a gym, and open spaces along the Regent's Canal.

1.4 The Applicant has carried out an exemplary consultation which goes well beyond statutory requirements and which reached a broad cross-section of local people including ward councillors, neighbours, local stakeholders, local communities, residents' associations and community groups.

1.5 Meetings with key local politicians, amenity groups and businesses; a special preview for ward councillors and community groups; a presentation to a Development Management Forum and at a Developers' Briefing; and a public exhibition have all ensured that local people were continually informed, given an opportunity to feed their comments in at the design stage and were kept up-to-date during the pre-application process.

1.6 This document outlines the consultation strategy, the activities and engagement that have taken place with stakeholders and analyses the feedback received.

1.7 The Applicant has been supported by a core team which includes planning consultants DP9 Ltd, architects, Bennetts Associates, and communication consultant, London Communications Agency ('Project Team').

1.8 The consultation activities that have taken place are in accordance with the London Borough of Camden's own revised Statement of Community Involvement in Planning (2016) and also reflect the principles for consultation in the Localism Act (2011) and in the National Planning Policy Framework (2012).

1.9 The Applicant has fully considered the feedback received throughout the consultation process and, where possible, has responded to and incorporated this feedback within the proposals.



SECTION 2. EXECUTIVE SUMMARY

- 2.1** Reef Estates Limited is committed to, and has invested a significant amount of time and resource in, the pre-application consultation on the proposals for the 'Transformation of the Ugly Brown Building' on 2-6 St Pancras Way.
- 2.2** This section provides a brief summary on the context for the proposals, the proposals, the extensive pre-application consultation process undertaken by the Applicant, and the design changes that have been made given the feedback received.

Context

- 2.3** The Site, also known as the 'Ugly Brown Building', is owned by Ted Baker and the British Airways Pension Fund (BAPF). Reef Estates is the development partner for this project.
- 2.4** The Site is located to the north west of King's Cross rail station, immediately to the north of the St Pancras Hospital at 2-6 St Pancras Way. The Site is bound to the south by Granary Street, to the west by St Pancras Way and to the east by the Regent's Canal.
- 2.5** The Site is approximately 1.14ha. It currently comprises a building of four storeys (plus lower ground floor and roof plant) which has 26,190 sqm (GIA) of business floor space. On Site car parking is limited with circa 52 parking spaces.
- 2.6** The Site is split into three plots. Plot A to the north of the site is owned by British Airways Pension Fund and is currently occupied by a largely vacant four-storey building with a forecourt and parking at St Pancras Way. Plot B to the centre of the Site is owned by Ted Baker, and has been their headquarters since 2000. Plot C to the south of the Site and fronting Granary Street is the largest of the three plots, containing a Data Centre operated by Verizon.
- 2.7** The Site is located within the Regent's Canal Conservation Area, and is designated as adjacent to a Habitat Corridor (Regent's Canal), adjacent to open space (Regent's Canal) and adjacent to Site of nature conservation importance (Regent's Canal).
- 2.8** The Site is not listed and Certificates of Immunity (ie. the Secretary of State does not intend to list the buildings) for the hospital building to the south are due to expire in August 2020.
- 2.9** Ted Baker has aspirations to stay in the borough and the proposals would allow the company to grow from around 400 staff to circa 1,150.

Proposals

- 2.10** The proposal is for the 'Transformation of the Ugly Brown Building' to comprise a mixed-use development including commercial and residential buildings, hotel, and areas of landscaped public realm anchored by Ted Baker Plc's world headquarters.
- 2.11** The proposals include six new buildings of approximately 80,000 sq m (GIA), and will deliver:
- A transformed and extended HQ for Ted Baker, which will provide double the amount of space for the company's expanding workforce, housing circa 1,150 staff in total



- Around 55,000 sq m (GIA) of business floor space for a variety of tenure
- 69 new homes of various tenure and scale, including 16 of which will be affordable
- The world's first ever 87 room hotel operated by Ted Baker
- Approximately 6,000 sq m (GIA) of retail space for shops, cafes and restaurants at ground floor set around a new central courtyard space
- New public open spaces along the canal edge, Pancras Way and as part of the new courtyard

Consultation

2.12 The consultation activities have been made up of six distinct phases:

- **Phase 1 – Early Engagement:** key local politicians and amenity groups (April – September 2016)
- **Phase 2 – Special Preview:** key local politicians and amenity groups (October – November 2016)
- **Phase 3 – Development Management Forum:** local residents, politicians and amenity groups (March 2017)
- **Phase 4 – Developers' Briefing:** members of the Planning Committee (April 2017)
- **Phase 5 – Public exhibition:** local residents, politicians and amenity groups (April 2017)
- **Phase 6 – Ongoing stakeholder engagement:** local residents, politicians and amenity groups (May 2017)

2.13 Within these six phases, further activity was undertaken, which is outlined in Section 5: Consultation Activity.

Feedback

2.14 In total, 34 people attended the two-day exhibition Thursday 20 and Saturday 22 April 2017.

2.15 A total of 15 comments cards were received at the exhibition, with a further three comments received via email, and two received via the online feedback form.

2.16 Feedback from the exhibition was broadly positive, with 50% of respondents (10 people) stating their support for the proposals.



- 2.17** Only two formal objections to the designs were received at the exhibition, while eight respondents either shared suggestions or raised a few concerns for the project team to consider.
- 2.18** Four people praised the quality of the design and made clear they were pleased with the proposed public spaces.
- 2.19** A further three people mentioned they were pleased that the proposals presented the opportunity to improve access to the canal.
- 2.20** Three respondents suggested that the canal could be used for transporting materials and waste during construction.
- 2.21** A small number of people raised concerns around the proposals, with four mentioning the heights of the proposed buildings.

Responding to feedback

- 2.22** As a result of such a thorough consultation, changes have been made by the Applicant to the proposed development, including:
- Revisions to heights of the buildings across the scheme
 - Opening up public access to the canal through new open spaces and pedestrian routes
 - Softened shape, changed layout and reduced massing of buildings to marry better with the existing character of area
 - Ensuring Ted Baker is the central focus of the Site
 - The removal of a second hotel
- 2.23** This Statement of Community Involvement includes a detailed analysis of all comments received during the consultation process, including the public exhibition. The extensive pre-application consultation activities have built public and stakeholder support for the 'Transformation of the 'Ugly Brown Building.'



SECTION 3. CONSULTATION OBJECTIVES

3.1 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, stakeholders, businesses and residents, initially through letters and an exhibition special preview
- **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 numerous opportunities for people to express their views** through various communications channels, including meetings, a Development Management Forum, exhibitions, 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 plans
- **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

3.2 A consultation strategy was developed to meet these objectives, which is outlined in Section 4 of this report.



SECTION 4. CONSULTATION STRATEGY

- 4.1 LCA was appointed to lead a programme of pre-application consultation between April 2016 – May 2017 on the proposals for the ‘Transformation of the Ugly Brown Building’ on 2-6 St Pancras Way.
- 4.2 The consultation strategy consisted of six distinct phases of activity to inform people about the scheme and provide various opportunities for them to comment on the developing plans. These stages are detailed below:
- **Phase 1 – Early Engagement:** key local politicians and amenity groups (April – September 2016).
 - **Phase 2 – Special Preview:** key local politicians and amenity groups (October – November 2016).
 - **Phase 3 – Development Management Forum:** local residents, politicians and amenity groups (March 2017).
 - **Phase 4 – Developers’ Briefing:** members of the Planning Committee (April 2017).
 - **Phase 5 – Public exhibition:** local residents, politicians and amenity groups (April 2017).
 - **Phase 6 – Ongoing stakeholder engagement:** local residents, politicians and amenity groups (May 2017).
- 4.3 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 uses. 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.
- 4.4 This 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 favorably.”*
- 4.5 The Applicant is committed to continuing a positive and regular dialogue with local communities throughout the planning process. This includes keeping the dedicated website www.uglybrownbuilding.co.uk up to date once the planning application has been submitted.



SECTION 5. CONSULTATION ACTIVITY

5.1 This section outlines the activities undertaken for the pre-application consultation from April 2016 – May 2017.

Phase 1 – Early Engagement: key local politicians and amenity groups (April – September 2016)

- 5.2 An in-depth political and community audit was carried out to create a comprehensive list of local stakeholders who needed to be engaged with. Pre-application meetings with Camden officers were arranged and held.
- 5.3 Letters and emails were sent to ward councillors, other key politicians, local amenity groups and businesses to introduce Reef Estates Limited, the need to transform the ‘Ugly Brown Building’ Site, introduce the Applicant’s emerging proposals and to gather early feedback.
- 5.4 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, and the Regent’s Canal. A full list of stakeholders contacted can be found in Appendix A.
- 5.5 All of the aforementioned groups also received personalised invitations for meetings, the special preview, DMF, and public exhibition.
- 5.6 A summary table of all correspondence with ward councillors, other key politicians, local amenity groups and businesses during this phase can be found below:

Date	Correspondence
30 June 2016	Introductory letters informing key stakeholders of the proposals for the Site and that consultation will be starting and an offer of a meeting (see Appendix B).
16 September 2016	Update letters informing key stakeholders that the Applicant is considering amendments to the scheme based on comments during meetings with key stakeholders (see Appendix C).

5.7 The following table summarises the stakeholder meetings that took place during the early stakeholder engagement phase.



Date of meeting	Group/stakeholder
13 April 2016	<ul style="list-style-type: none">• Cllr Phil Jones, Cabinet Member for Regeneration, Transport and Planning <p>St. Pancras and Somers Town ward councillors:</p> <ul style="list-style-type: none">• Cllr Roger Robinson• Cllr Paul Tomlinson <p>Camden Council Officers:</p> <ul style="list-style-type: none">• Stuart Minty, Head of Development Management• Richard Wilson, Urban Design Officer
18 July 2016	<p>Somers Town Community Association</p> <ul style="list-style-type: none">• Sarah Elie, Chair
18 July 2016	<p>Urban Partners</p> <ul style="list-style-type: none">• Sam Kidby, representative of Urban Partners
21 July 2016	<p>Canal and River Trust</p> <ul style="list-style-type: none">• Claire McLean, Area Planner
8 August 2016	<p>St. Pancras and Somers Town ward councillors:</p> <ul style="list-style-type: none">• Cllr Roger Robinson• Cllr Samata Khatoon
9 August 2016	<p>Regent's Canal Conservation Area Advisory Committee (RCCAAC):</p> <ul style="list-style-type: none">• Anthony Richardson, Chair• Malcolm Tucker <p>Regent's Network:</p> <ul style="list-style-type: none">• Del Brenner, Chair

5.8 Below is a summary of comments made during these meetings. The Applicant's response to comments throughout the consultation period can be found in Section 7 of this report:

- Stakeholders were happy that Ted Baker wants to keep its headquarters in the borough and the area.
- The scheme needed a strong design to give it a distinct identity, particularly from King's Cross, and that this was progressing well.
- The orientation of the proposed bridge from the Camley Street development is important and studies should be done on this.
- Potential development proposals for the adjacent hospital should be taken into consideration where possible, particularly with regard to connectivity.
- The creation of an accessible and secure environment is important.
- The poor local bus network should be addressed if possible with officers.
- The permeability of the Site and opening up of access routes was welcomed.
- There was a desire to ensure that the mix of shops and restaurants will cater to all residents in terms of offer and affordability.
- Welcomed an almost car-free development.
- The developer should work with local institutions in terms of jobs and apprenticeships.

- There is a general concern over the impact of construction in the area.
- Affordable housing is welcome and interest was shown in how much could be delivered.
- Some worry over the increase in density and layout of buildings and the effect of taller buildings on the canal.
- Would like to see construction waste removed from Site via the canal.

Phase 2 – Special Preview: key local politicians and amenity groups (October – November 2016)

- 5.9** The Applicant hosted a special preview event on Wednesday 9 November (6.30pm – 8pm) at the Site to provide key stakeholders with another opportunity to view the early proposals.
- 5.10** 40 invitations to the special preview were sent to all key stakeholders outlined in Appendix A – including ward councillors, other key politicians, local amenity groups and businesses – on Thursday 27 October 2016, with a reminder issued on Tuesday 8 November 2016. A copy of the invitation can be found in Appendix D.
- 5.11** The location of the special preview was chosen for key stakeholders to better understand and appreciate the need for redevelopment of the Site.
- 5.12** The content for the special preview event was designed to be informative, engaging and clearly explain the context of the early proposals.
- 5.13** A suite of six exhibition boards were produced for the event. The large display boards were written in clear and concise English and made good use of photography, maps, diagrams and drawings to explain the early proposals.
- 5.14** The special preview event boards (including photos from the event) can be viewed in Appendix E and a summary of the content is set out below:

Board No.	Board title	Board content
1	Site and Briefing	An overview of the proposals and the core elements to be focused on.
2	History	Explanation of the history of the Site.
3	Location and Context	Explanation of the location of the Site within the Regent's Canal Conservation Area, and current accessibility.
4	Buildings, Spaces & Routes	Diagrams of the existing Site and proposals, including building layouts, public spaces and pedestrian routes.
5	Scale and Grouping of Building	Drawings explaining the building designs and proposed height elevations.
6	Ground Level Environment	Diagram showing the location of the residential, commercial, retail and public open spaces. Also, confirmation of how to leave feedback with the project team, and reminder of the further opportunity to respond during the DMF and public exhibition.

- 5.15** In total, eight people attended the special preview event, including two local residents and representatives from:



- St Pancras and Somers Town ward councillors – Paul Tomlinson and Roger Robinson
- Friends of Regent's Canal – Chair, Ian Shacklock
- Regent's Network – Chair, Del Brenner
- Somers Town Neighbourhood Forum – Chair, Slaney Devlin
- Camden Green Party – Co-Chair, Dee Searle

5.16 To encourage as many people as possible to respond to the early proposals, an email address was set up to receive feedback, though the majority of attendees chose to share their feedback verbally.

5.17 The Applicant received a number of comments from key stakeholders from both the event and subsequent emails, which have been outlined according to theme below:

- **Uses** – pleased that the scheme will provide active and varied street frontage.
- **Employment** – pleased that it will bring opportunity to bring businesses and jobs to the area.
- **Design** – pleased with the general design of the proposals.
- **Height and massing** – concerns around the height and massing of the buildings, and the impact on the canal.
- **Construction programme / management** – would like to see the canal used to remove waste during construction; provide local construction jobs and training; ensure the management of construction to minimize impact on local residents.
- **Public Realm** – include moorings, a park for children and natural planting.
- **Housing** – provide a mix of housing types and tenures.

5.18 An email thanking those who attended the special preview event was sent following the event.

Phase 3 – Development Management Forum: local residents, politicians and amenity groups (March 2017)

5.19 Prior to this phase, the Applicant had been working closely with officers at Camden Council to further improve and develop the proposals from the feedback received at the special preview event in November 2016.

5.20 The Development Management Forum (DMF) is a public meeting organised and publicised 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.

5.21 The Applicant presented the scheme at a Development Management Forum on Tuesday 7 March 2017 at Camden Council, 5 St Pancras Square, King's Cross, London N1C 4AG, at 5.45pm. 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 the key stakeholders as outlined in Appendix A – including ward councillors, other key politicians, local amenity groups and businesses – inviting them to the meeting as a courtesy on Tuesday 28 February. A copy of the letter can be found in Appendix F.

5.22 In total 26 members of the public attended the DMF meeting, representing a range of local politicians and amenity groups, as well as interested individuals. These included:

- St Pancras and Somers Town ward councillors – Paul Tomlinson and Roger Robinson
- Friends of Regent's Canal – Chair, Ian Shacklock
- Regent's Network – Chair, Del Brenner
- Somers Town Neighbourhood Forum – Chair, Slaney Devlin
- Local historian – Lester Hillman

5.23 Following a short introduction from the Forum chair, Alex Bushell, Planning Officer David Glasgow gave a short presentation on the planning context and considerations. The Applicant's project team made up of Peter Langly-Smith (Reef Estates Limited), David Morris (DP9), and Simon Erridge and Daniel Kew (Bennetts Associates) then ran through a 20 minute presentation on the scheme. This was followed by a Q&A session, lasting approximately 75 minutes. The Applicant recorded all comments to consider the views expressed and these were fed back to the design team.

5.24 Attendees shared a number of comments on the proposals during the DMF, which have been summarised below according to theme:

- **Height and massing** – concerns around the height and massing, and the impact on the canal.
- **Construction programme / management** – concerns around the impact of construction on the local community e.g. noise, air pollution and traffic; would like to see the canal used to remove waste during construction.
- **Traffic / parking** – concerns around the potential for increased traffic in the area.
- **Housing** – question raised around the amount of affordable housing being provided.
- **Public Realm** – felt that proposals provide a good opportunity to open up and provide public access to the canal; concerns raised around safety and impact of wind walking along towpath.
- **Design** – general positive comments around the design and layout of the buildings.



- **Sustainability** – felt that the proposals provide a good opportunity to include green roofs.
- **Employment** – positive comments around the commercial spaces provided and that it is important that Ted Baker retains a presence in the area.
- **Consultation** – pleased to see that St Pancras Hospital had been consulted on the proposals.

5.25 Camden Council took a list of attendees and also made a set of minutes of the meeting. The council will upload these onto their website, which will be accompanied by a set of supporting notes.

5.26 In the following weeks, emails were sent to St Pancras and Somers Town ward councillors on Wednesday 15 and Monday 27 March 2017 offering a meeting to discuss the proposals. These have been included in Appendix G. The Applicant received no response to these invitations.

Phase 4 – Developers’ Briefing: members of the Planning Committee (April 2017)

5.27 On Wednesday 12 April 2017, the project team attended a briefing and Q&A session in which members of Camden Council’s Planning Committee and the local ward councillors, were invited. This was arranged by Camden Council.

5.28 This was attended by members of the project team and the following Camden Council representatives:

- Cllr Heather Johnson – Chair, Development Control Committee
- Cllr Roger Freeman – Vice- Chair, Development Control Committee
- Cllr Roger Robinson – St Pancras and Somers Town
- Alex Bushell – East Area Planning Solutions Team Manager
- David Glasgow – Planning Case Officer at Camden Council
- Richard Wilson – Urban Design Officer at Camden Council

5.29 During this meeting the project team presented the plans and the councillors asked a number of questions about the plans. The comments and questions raised have been summarised below according to theme:

- **Construction Programme / management** – would like to see a Construction Working Group chaired by a local resident to relay concerns to the consultation regarding construction works.
- **Housing** – provide as much affordable housing as possible.
- **Site activity** – ensure Site remains active on weekends.
- **Security** – question around whether discussions have taken place with the MET police to ensure the Site is secure and safe.
- **Public realm** – positive comments around opening up the canal.



- **Privacy** – concerns around potential overlooking impacting nearby residents and neighbours.
- **Transport** – would like to see an improved bus network in the area.
- **Parking** – question around whether the proposals would be for a car-free development.
- **Bridge** – question raised around whether the bridge as part of the 'Camley Street Trio' development would be delivered.
- **Employment** – noted that Ted Baker was a large FTSE 250 employer
- **Consultation** – question raised around whether any discussions have taken place with St Pancras Hospital.

Phase 5 – Public exhibition: local residents, politicians and amenity groups (April 2017)

5.30 Over the course of the pre-application consultation period the project team organised, publicised and staffed a two day public exhibition in the local area. This exhibition presented the proposals using large-scale exhibition boards and invited feedback, in both verbal and written form from attendees.

5.31 The objectives of the exhibition were:

- To show the latest proposals to local residents, businesses and other stakeholders.
- To capture comments and feedback during the design process.

5.32 A number of methods were employed to promote the exhibition, including:

- **Personally addressed letters** – an invitation letter was sent to key stakeholders as outlined in Appendix A, including ward councillors, other key politicians, local amenity groups and businesses on Monday 10 April 2017 – 10 days before the exhibition. The letter provided a brief overview of the proposals and offered an opportunity to meet the project team. A copy of the letter can be found in Appendix H.
- **Flyers to local residents** – 7,053 flyers were distributed to homes and businesses within the vicinity of the Site 10 days prior to the exhibition. A copy of the flyer, a map showing the distribution area and a report confirming the delivery can be found in Appendices I-K.
- **Advertising in local press** – newspaper adverts for the public exhibition were placed in the Camden New Journal, the most highly circulated local publication in the area (circulation 40,716), on Thursday 13 and Thursday 20 April 2017. A copy of advert artwork that appeared in the Camden New Journal can be found in Appendix L.
- **Consultation website** – the website (www.uglybrownbuilding.co.uk) contained information about the public exhibition, downloadable versions of the exhibition display boards and contact details for people to provide their feedback. Screenshots of the website can be found in Appendix M.



5.33 The first public exhibition was held over two days, including a weekend and evening in order to maximize opportunities to attend.

- Thursday 20 April – 4.30pm – 8.30pm
- Saturday 22 April – 11am – 2.30pm

5.34 The location for the exhibition – The Upper Room, 8 Greenland Place, London, NW1 0ND – was chosen to ensure that it was convenient for those living and working close to the development proposals to attend. Photos from the exhibition can be found in Appendix N.

5.35 Across the two days a total of 34 people attended the public exhibition. As well as local residents, attendees also included:

- Friends of Regent’s Canal – Chair, Ian Shacklock
- Regent’s Network – Chair, Del Brenner
- Regent’s Canal Conservation Area Advisory Committee – Peter Clapp

5.36 Other attendees included local residents, local businesses and representatives from local community groups.

5.37 Each session was staffed by key members of the project team involved in the design development, as well as the Applicant. These were senior representatives from planning consultants, DP9; the architects, Bennetts Associates; and the communications consultant, London Communications Agency.

5.38 Having a range of project team members from multiple disciplines at the exhibition ensured that specific questions about the early proposals could be addressed directly at the events.

5.39 The display boards used at the exhibition were designed to be informative, engaging and clearly explain the context of the early proposals.

5.40 A suite of 14 exhibition boards were produced with the written information provided in clear and concise English. Images, maps and diagrams, and computer generated illustrations were used to explain the proposals.

5.41 The information displayed on the boards was also made available to view and download from the consultation website.

5.42 The public exhibition boards can be viewed in full in Appendix O and the board titles have been set out in the table below:

Board No.	Board title	Board content
1	Welcome to the Ugly Brown Building Exhibition	Welcome to the exhibition, which sets out the aims of the exhibition and an introduction to the project team.
2	Project Objectives	An overview of the proposals and the core elements to be focused on.
3	History of the Site	Explanation of the history of the Site.



4	Ted Baker in Camden	Explanation of the need to extend Ted Baker's headquarters, develop a new hotel and the fashion brand's local community projects.
5	Creating New Public Space & Routes	Focus on the new public spaces and pedestrian routes. Also, information provided around the height, massing and layout of the buildings.
6	The Evolution of the Design	Explanation of how the proposals have evolved during the pre-consultation period and how they have responded to comments made at previous stakeholder meetings, the special preview event and the DMF.
7	Opening up the Canal	Focus on the scheme opening up the canal for public access.
8	New Employment Space, Shops, Cafes Restaurants	Explanation on the new employment, commercial and retail spaces proposed.
9	New Homes	Explanation on the number of homes to be provided, including affordable.
10	Materials Appropriate to the Area	Focus on the materials, including images, likely to be used to respond to the existing character of the area
11	Parking, Vehicle and Construction Management	Explanation that the development will be car-free, as well as plans for deliveries and parking. Also, information provided around the Construction Management Plan and how the developer will work with the community to mitigate the effects of construction work.
12	Feedback and Next Steps	Benefits of the scheme to the local community and economy. Also, confirmation of how to leave feedback with the project team.
13	Views from the Canal	Views from the Canal.
14	Views form the Canal and new public space	Views form the Canal and new public space.

5.43 To encourage as many people as possible to respond to the consultation, the project team provided a number of channels by which people could review and comment on the scheme proposals. These comprised:

- **Comments card** – that could be left with a team member at the exhibition or posted in the dedicated comments box. A copy of the comments card can be found in (Appendix P).
- **Dedicated consultation email address** – uglybrownbuilding@londoncommunications.co.uk.
- **Dedicated consultation website** – an online feedback form was setup, alongside the consultation email address clearly marked to share comments – www.uglybrownbuilding.co.uk.



- **Verbal feedback** - to members of the project team staffing the event.

- 5.44** An email thanking those who attended the exhibition was issued to consultees who left written feedback at the exhibition. An email was also sent to consultees who registered their contact details at the exhibition and had not yet shared their feedback on the early proposals, encouraging them to do so.
- 5.45** All feedback mechanisms remained open during the following months after the exhibition for local residents and businesses to share their feedback on the emerging proposals.
- 5.46** The project team has sought to record verbal feedback received over the course of the consultation phase particularly from conversations with those who visited the public exhibition. This feedback has been recorded anecdotally and on a note-taking basis and has been reflected in Section 6 of this document.
- 5.47** The Applicant responded to the feedback provided by issuing written responses to questions and concerns raised by consultees during the exhibition events and reporting back to key local councillors on the results of the consultation process. Detail of the Applicant's response to the feedback provided and how this was incorporated into the proposals, where possible, is detailed in Section 7.

Phase 6 – Ongoing stakeholder engagement: local residents, politicians and amenity groups (May 2017)

- 5.48** On Wednesday 3 May 2017, an email was sent to St Pancras and Somers Town ward councillors requesting a meeting to discuss the proposals before the submission of a planning application to the London Borough of Camden by the end of May 2017. This can be found in Appendix Q.



SECTION 6. COMMENTS AND ANALYSIS

6.1 This section includes a summary and analysis of the feedback received at the public exhibition on Thursday 20 and Saturday 22 April 2017.

Feedback mechanisms

6.2 Those attending the public exhibition were asked to complete a comments form in order to provide their feedback on the proposals. No specific questions were posed on this form. Instead a free text box provided space for open feedback.

6.3 As explained in section 5 of this report, an email address and online form were also set up to enable people to provide their feedback at a later stage.

6.4 All feedback in this section includes comments received at the exhibition, as well as those received via email and the online form throughout subsequent weeks.

Summary of feedback

6.5 In total, 34 people attended the two-day exhibition, with 15 attendees sharing their feedback by filling the comments card provided.

6.6 A further three comments were received via email, and two received via the online feedback form throughout subsequent weeks.

6.7 Feedback from the exhibition was broadly positive, with 50% of respondents (10 people) stating their support for the proposals.

6.8 Only two formal objections to the designs were received at the exhibition, while eight respondents either shared suggestions or raised a few concerns for the project team to consider.

6.9 Four people praised the quality of the design and made clear they were pleased with the proposed public spaces.

6.10 A further three people mentioned that they were pleased that the proposals presented the opportunity to improve access to the canal.

6.11 Three respondents suggested that the canal could be used for transporting materials and waste during construction.

6.12 A small number of people raised concerns around the proposals, with four mentioning the heights of the proposed buildings.

Positive comments



- 6.13** In total, out of the 20 people that shared their feedback, 50% (10 people) made clear their support for the proposals.
- 6.14** In addition, 42 positive comments about the proposals were made in the open comments section in the feedback form, emails and online forms.
- 6.15** Overall, people were pleased to see that the proposals would provide new public spaces, improve access to the canal and had a high quality of design.
- 6.16** The table below provides a qualitative analysis of the positive comments made in relation to the scheme. These have been ordered by the frequency in which each theme was mentioned within the comments cards completed at the public exhibition, and emails and online forms received throughout the subsequent weeks following the exhibition.

Comment Theme	Number of comments cards that featured this comment theme
Positive	
Support for the scheme (of 20 comments cards)	10
General positive comment	8
Likes the new public spaces	4
Pleased with the general design	4
Pleased that the proposals present an opportunity to improve access to the canal	3
Pleased with the layout of the proposed buildings	2
Likes the design of the proposed buildings	2
Felt the exhibition was informative and engaging	2
Thinks the residential units are well located	1
Believes the height and massing of the scheme are acceptable for the area	1
Good to see more business floor space and jobs in the area	1
Pleased that new shops, restaurants and cafes will be provided	1
Welcomes a new bridge across the canal	1
Will help to make the area more active and lively	1
Understands the need to redevelop the Site	1
Total	42

6.17 Examples of comments made in support of the project:

- *“Welcome the redevelopment of the really ugly brown building. Like the breakdown of individual buildings and street / spaces created between. Welcome particularly the opening up of the canal towpath.”*
- *“The vision is great - inspiring and attractive. Commercial space and public walkways, bars cafes etc are very welcome.”*
- *“I like the scheme - hope goes ahead.”*

- *“Great to see your proposals for this Site. It is good that the Site will be broken up to allow more access through it.”*
- *“It was a great idea that Reef Estates provided the exhibition.”*
- *“Heights and massing all considered acceptable.”*

Suggestions and comments for further consideration

6.18 In total, 49 comments were made that required further consideration from the team. These were mentioned within the comments cards at the public exhibition, as well as from emails and online forms received throughout the subsequent weeks following the exhibition. It is important to note that 26 of these comments were simply suggestions for the scheme and did not show either positive or negative sentiment.

6.19 There have been only two comments of outright objection to the proposals from local residents.

6.20 The table below shows the comments received at the exhibition that will require further consideration.

Comment Theme	Number of comments cards that featured this comment theme
Suggestions	
Would like to see construction materials and waste transported along the canal	3
Feels the buildings should be stepped back to reduce the impact on the canal e.g. terracing	2
Would like to see general improvements to the transport infrastructure in the area	2
Would like to see the proposals connect with the bridge being built as part of the ‘Camley Street Trio’ development	2
Ensure design is inspiring and innovative	2
Would like to see improvements to the proposed materials, particularly for north facing buildings along the canal	2
Would like to see an additional bridge across the canal	1
Ensure that the internal design of the buildings are of a high quality	1
Ensure that the canal is brought into the scheme	1
Ensure Ted Baker’s own catering facilities for staff does not compete with proposed restaurants and cafes	1
Would like to see the canal maintained if the scheme is approved	1
Ensure that the proposals support access to, from and along the canal	1
Would like to see the canal used to support businesses e.g. for delivery and servicing	1
Would like to see fountains on the public squares	1
Would like to see an access route between the road and canal to support loading and unloading between boats and vehicles	1



Would like to see the heights of the buildings reduced	1
Would like to see a mix of food shops e.g. bakery, grocery etc	1
Would like to see more community facilities introduced given the expected rise in the local population e.g. GP surgery	1
Ensure that the proposals are 'green-friendly'	1
Would like to see the architects retained throughout the build process to ensure quality and consistency of design	1
Sub Total	27
Design	
Concerns over the heights of the buildings	4
Concerns around the materials used for the Ted Baker HQ	2
Concerns around the general design of the office building	2
Concerns around the massing of the development	1
Concerns over the close proximity of the buildings to the canal	1
Concerns that the designs do not reflect the history of the area	1
Sub Total	11
Canal, wind and biodiversity	
Concerns around safety and impact of wind when walking along the towpath	2
Concerns around the impact on biodiversity on the canal	2
General concerns around the impact of the proposals on the canal	1
Sub total	5
Light and overshadowing	
Concerns around impact on lighting and shadowing on nearby properties and the canal	3
Public spaces	
Concerns around the shape and size of the central courtyard	2
Conservation	
Concerns over the general impact on a designated conservation area	1
Total	49

6.21 Examples of comments which have been considered by the Applicant:

- *“Please ensure that all construction waste is transported by barges rather than by road.”*
- *“All good, however let's have some really exciting architecture. Make it as dramatic and innovative as the shard.”*
- *“Please work towards mixed retail provision to encourage raw food outlets (e.g. bakery, grocery) as well as catering.”*
- *“Buildings are too tall for the space and too tall to be so close to the canal.”*
- *“Would like to see the canal used for most delivering and servicing.”*
- *“There is an opportunity to improve the public access to the canal and improve the biodiversity by reducing the overshadowing. This scheme does not embrace that opportunity.”*



SECTION 7. RESPONDING TO FEEDBACK

7.1 The project team responded directly, where possible, to all of the individuals who had specific questions in their comments or raised detailed issues. The table below sets out the project team's response to the issues and concerns set out throughout the pre-consultation period during stakeholder meetings and the public exhibition.

Comment	Project Team response
Design	
Concerns over the heights and massing of the buildings, and do not reflect the character of the area	<p>Creating a development that is respectful to its surrounding neighbours has been a priority throughout the design process. This is why the project team have ensured the height of all buildings marry with those surrounding the Site.</p> <p>The Applicant has also significantly reduced the height of the tallest building from 15 to 12 storeys after feedback received from key stakeholders during a drop in session held in November 2016 and recent meetings with the Council. The team has also softened, changed the layout and reduced the massing of buildings to marry better with the existing character of area, and has removed a proposed second hotel from the plans.</p>
Concerns around some of the materials being used	<p>The materials proposed for the new buildings on the Site are derived from the canal-side context of the scheme – masonry in darker tones, with a mixture of brick and pre-cast concrete mostly used to express the structural frame and floors of the buildings and give depth to the facades.</p>
Concerns over the close proximity of the proposed buildings to the canal	<p>The proposed buildings have been sensitively designed to respond appropriately to the canal and the surrounding area. The building heights have been reduced as a result of consultation and the project team feels that these are the right proposals for the Site.</p>
Infrastructure, traffic and parking	
Concerns around increased traffic and parking issues from the development	<p>The Applicant appreciates that St Pancras Way is a busy road, particularly during peak hours. This is why the project team have developed a scheme which will be largely car-free, with a total of 32 parking spaces (including three for disabled residential) – a significant reduction in the current number of parking spaces by almost a half.</p> <p>The project team expects that the majority of people working on the Site will make use of the good public transport links currently on offer, as</p>



	well as walk or cycle. The development will also include 808 long stay cycle parking spaces.
Privacy and views	
The height of the buildings will block views of iconic London landmarks e.g. St Paul's Cathedral, and the towpath along the canal from Oblique Bridge.	The Applicant has carried out extensive studies of views from numerous angles and is confident that landmark views have been protected.
Concerns that the height of the buildings will have a negative impact on nearby residents' privacy, as well as St Pancras Hospital's.	<p>The heights of the new buildings do not have an impact on privacy. The daylight and sunlight report, in terms of overlooking, notes that the houses on Reapers Close have large overhanging eaves which would protect residents' privacy from the proposed buildings.</p> <p>The rooms nearest the site within the hospital buildings are primarily business floor spaces and consultation rooms rather than wards or bathrooms where privacy might be more of an issue. The daylight and sunlight report suggests consultation rooms will make use of artificial light and presumably would currently make use of curtains for any particularly sensitive examinations and would continue to do so.</p> <p>The habitable rooms in the residential apartments at 103 Camley Street are at least 18m from the new proposals which is within the permitted visual amenity zone.</p>
Light and overshadowing	
Concerns around impact on lighting and shadowing on nearby properties and the canal.	A full daylight and sunlight report has accompanied this application. The daylight and sunlight report concludes that sunlight to the canal meets BRE guidelines and indeed the canal is very well sunlit with the proposal built. All surrounding residential properties meet the BRE Guidelines as compared to the alternative baseline position and will remain sufficiently well-lit with the proposal built.
Canal, wind and biodiversity	
Concerns around potential safety issues from the impact of wind when walking along the towpath.	The wind assessment carried out by the Applicant does not raise any concerns about safe walking along the canal. While there are a few small areas which may not be appropriate for seasonal outdoor seating, the landscaping designs provided mitigate this issue.
Would like to see the canal used to revive water transportation, including moorings.	The Applicant is keen to explore this idea further, and is currently reviewing this option with Camden Council.
Concerns around the ecological impact on the canal.	This area of the canal does not have an ecological designation and is of low ecological value currently. The scheme has been evolved in close consultation with Aspect Ecology and will enhance the ecology within the Site by way of a



	number of measures including a landscaping scheme with biodiverse roofs.
Concerns around whether the proposals will aggravate existing algae issues on the canal.	<p>Aspect Ecology has advised that they do not anticipate any overshadowing from the scheme will have a significant impact on algae problems in the canal.</p> <p>The current canal ecology of the Site is relatively poor and therefore the Applicant believes that the proposals will pose no undue harm to this.</p> <p>Existing concerns around algae issues on the canal are more likely related to occasional summer blooms due to hot weather and slow water flows.</p>
Conservation	
Concerns over the general impact on a designated conservation area	<p>While the Applicant is aware that the Site forms part of the Regent's Canal Conservation Area, the proposed scheme creates the opportunity to open up the canal to the public for the first time. The mix of residential, retail spaces will create bring the area to life.</p> <p>Moorings along the canal edge will also be brought back to support the buildings on the Site, creating a positive link with the canal.</p>
Housing	
Would like to know how much affordable housing will be offered as part of the scheme, and whether this will be located on Site.	The Applicant will be providing on Site affordable housing units. The proportion of affordable housing is over 30% (16 affordable flats, 53 private flats), which is the maximum that can be provided while ensuring that the scheme remains viable.
Public spaces	
Concerns around the shape and size of the central courtyard	The Applicant believes, in response to the sun path analysis carried out, that the shape and size of the central courtyard, which has evolved during the design process, is appropriate for the Site, and provides improved access for people to enjoy the canal edge for the first time.
Employment	
Would like to know what types of retail will be offered as part of the scheme.	The Applicant expects there to be a mix of shops, cafes and restaurants, including distinctive independent operators. Ultimately, the Applicant will choose who they lease the retail units to in Plots A and C and will work with the Council to assess what would be appropriate for the area.
Construction	
Concerns around the impact of construction on the local community, including noise, air pollution	The Applicant is aware that there are a significant number of construction projects taking place in



and traffic.	<p>and around the area.</p> <p>Should planning be achieved for these proposals, a detailed Construction Management Plan (CMP) will be developed. The CMP would include the following considerations to mitigate the impact of construction on nearby residents:</p> <ul style="list-style-type: none">• Hours of construction operation.• Timetable of on-Site deliveries (avoiding peak times such as school runs).• Programme of construction through to completion.• Construction techniques to mitigate disruption to neighbouring properties, such as wetting down of dust• Details of a full noise and vibration study.• Regular engagement with local residents and Camden Council to communicate Site works, including a dedicated contact number/email for any questions or concerns.• Regular engagement with other contractors to better align construction projects in and around the area <p>The CMP will be closely monitored by the Council to ensure that the appointed contractor takes due diligence and care when carrying out the construction works.</p>
Would like to see the canal used to transfer waste during construction.	This is an idea that the Applicant is keen to explore, and will be outlined in greater detail within the CMP.
Would like to see a 'Construction Working Group' chaired by a local resident to relay any concerns to the Council.	The Applicant will ensure that regular engagement with local residents and Camden Council to communicate Site works, including a dedicated contact number/email for any questions or concerns, forms part of the CMP. This could be through a 'Construction Working Group', which would meet regularly with representatives of the local community throughout the construction process to answer any questions and address any concerns.
Consultation	
Would like to see the Applicant consult with St Pancras Hospital on the scheme.	The Applicant has had ongoing discussions with St Pancras Hospital about the scheme, as well as their own plans to redevelop their site. The Applicant continues to maintain an open dialogue with the hospital.



SECTION 8. NEXT STEPS

- 8.1** The Applicant will continue to keep stakeholders and the local communities informed post application submission, with updates to the website and direct to those who submitted their email via this forum.

- 8.2** Requests from local amenity groups to attend meetings and provide verbal updates and presentation will also be considered.



SECTION 9. APPENDICES

- **Appendix A** – Full list of stakeholders contacted by the Applicant (p28)
- **Appendix B** – Introductory letters to key stakeholders (p30)
- **Appendix C** – Update letters to key stakeholders (p31)
- **Appendix D** – Invitations to the special preview event (p32)
- **Appendix E** – Special preview event display boards and photos (p33)
- **Appendix F** – Invitations to the Development Management Forum (p40)
- **Appendix G** – Emails to ward councillors (p41)
- **Appendix H** – Invitations to the public exhibition (p42)
- **Appendix I** – Flyer advertising exhibition (p43)
- **Appendix J** – Flyer distribution area map (p45)
- **Appendix K** – Flyer confirmation delivery report (p46)
- **Appendix L** – Camden New Journal exhibition advert (p47)
- **Appendix M** – Consultation website screenshots (p48)
- **Appendix N** – Photos of the exhibition (p51)
- **Appendix O** – Public exhibition display boards (p52)
- **Appendix P** – Exhibition comments card (p66)
- **Appendix Q** – Emails to ward councillors (post exhibition) (p67)



Appendix A – Full list of stakeholders contacted by the Applicant

London Borough of Camden leadership and Cabinet Members:

- Cllr Sarah Hayward, Leader of Camden Council
- Cllr Pat Callaghan, Deputy Leader of Camden Council and Cabinet Member for Housing
- Cllr Phil Jones, Cabinet Member for Regeneration, Transport and Planning

London Borough of Camden Officers:

- Mike Cooke, CEO of Camden Council
- David Joyce, Director of Planning and Regeneration
- David Glasgow, Planning Case Officer

St Pancras and Somers Town ward councillors:

- Cllr Paul Tomlinson
- Cllr Roger Robinson
- Cllr Samata Khatoon

Other local politicians:

- Andrew Dismore, London Assembly Member for Barnet and Camden
- Dee Searle, Co-Chair Camden Green Party
- Keir Starmer MP, Holborn and St Pancras

Local amenity groups:

- Agar Estate
- Bloomsbury Conservation Area Advisory Committee (BCAAC)
- Camden Civic Society
- Camden Disability Action
- Camley Street Neighbourhood Forum
- Chamberlain House
- Coopers Lane Tenants and Residents Association
- Elm Village Tenants & Residents Association
- Friends of Regent's Canal
- Goldington Street Estate Tenants and Residents Association
- King's Cross Environment
- King's Cross Neighbourhood Forum
- Pheonix Court
- Regent's Canal Conservation Area Advisory Committee (RCCAAC)
- Regent's Network
- Somers Town Community Association
- Somers Town Neighbourhood Forum

Local businesses:

- Canal Side Studios
- Royal Mail Group (Parcel Force depot)
- Travis Perkins
- Urban Partners (King's Cross and St Pancras Business Partnership)

Other:

- Canal and River Trust



- Jubilee Waterside Centre
- Our Lady Roman Catholic Primary School
- Royal Veterinary College
- St Pancras Hospital
- Unite Students: St Pancras Way
- Urbanest



Appendix B – Introductory letters to key stakeholders



Reef Estates
14 Little Portland Street
London
W1W 8BN

6 July 2016

Dear [NAME]

RE: Ted Baker HQ - request for a meeting with Reef Estates

I am writing to you on behalf of Reef Estates, one of the UK's leading property, development and investment companies.

The company is at an early stage of bringing forward development proposals for fashion brand Ted Baker's Site at 2-6 St Pancras Way, otherwise known as the 'Ugly Brown Building.' The proposals also include two pieces of land on either side of the building, currently occupied by a vacant office building (to the north) and a Verizon data centre (to the south). The development will regenerate the whole property and provide Ted Baker with a refurbished and extended global headquarters, as well as a mix of new shops, offices, homes and public realm.

Given the location and scale of the Site, there is the potential to contribute to the wider area, retaining and growing jobs in the borough, providing new homes, making use of underused office space, as well as supporting increased investment in Camden.

As Chief Executive of Reef Estates, I would like to meet with you to discuss these emerging ideas for the Site. We are planning to hold a public exhibition of the emerging proposals early in the Autumn, so are keen to meet with you ahead of this.

In order to arrange this meeting I am asking Jay Allan from our community consultation team at London Communications Agency to contact you to arrange a suitable date. Jay can be contacted on 020 7291 1506, or via email on ja@londoncommunications.co.uk should you have any queries.

I look forward to engaging with you as we develop the proposals. In the meantime if you have any queries please do not hesitate to contact Jay on the details above.

Yours sincerely

Stewart Deering
Chief Executive, Reef Estates



Appendix C – Update letters to key stakeholders



Reef Estates
14 Little Portland Street
London
W1W 8BN

16 September 2016

Dear [NAME],

Ugly Brown Building: Update on proposals

On behalf of the project team involved with the proposals for the Ugly Brown Building, I would like to thank you for taking the time to meet with us on 18 July. We felt that the meeting was informative and have noted your particular concerns regarding amenities such as restaurants being inaccessible to the local community, and your desire to see much needed jobs and community benefits on the Site.

We also discussed the opportunity to empower the local community by introducing an apprenticeship scheme, or possible internship opportunities within Ted Baker.

I am writing to you today to provide you with an update on our proposals.

Following meetings with local stakeholders and discussions with the London Borough of Camden, the project team is currently working on some amendments to our early thoughts for the Site. We would be pleased to meet with you again to discuss our proposals when we have completed this phase of our design work. Please do let Natasha Lee at London Communications Agency (nl@londoncommunications.co.uk) know if you would like to take up this offer.

We remain committed to a thorough and transparent programme of consultation. Over the coming months there will be a Development Management Forum (DMF) on the proposals, and a public exhibition, alongside continued meetings with local residents and community groups.

We expect that the DMF will take place towards the end of the year when we have concluded this review stage and developed our ideas into more detail. We will be in touch when we a date for this has been confirmed.

In the meantime, if you have any further queries then please do contact Natasha using the details above.

Yours sincerely

Stewart Deering
Chief Executive, Reef Estates



Appendix D – Invitations to the special preview event



Reef Estates
14 Little Portland Street
London
W1W 8BN

16 September 2016

Dear XX

Ugly Brown Building: invitation to a drop in session

Following my last correspondence on 16 September, I am writing to you today to provide you with an update on our proposals for the Ugly Brown Building, otherwise known as fashion brand Ted Baker's Site at 2-6 St Pancras Way.

The project team has been working hard and has made some significant amends to the initial plans we proposed in the Summer. The development will regenerate the whole property and provide Ted Baker with a refurbished and extended global headquarters, as well as offering a mix of new homes, shops, offices, two hotels and public realm. The Site offers real potential to contribute to the wider area, retaining and growing jobs in the borough, providing new homes, making use of underused office space, as well as supporting increased investment in Camden.

Given your previous interest in the Site, we are pleased to invite you to a drop in session to present our progressed thinking on the plans. The project team will be running attendees through the panels at intervals throughout the session and there will also be time to ask questions. The details of the drop in session are:

When

- Wednesday 9 November: 6.30pm to 8pm

Where:

- 6a St Pancras Way, London, NW1 0TB (vacant office at the north end of the property)

We remain committed to a thorough and transparent programme of consultation, and wanted to run our new proposals by you first before going to the wider public. Over the coming months there will be a Development Management Forum (DMF) on our plans, which is open to all, and a public exhibition early next year, alongside continued meetings with local politicians, residents and community groups.

Please do let Jay Allan at London Communications Agency (ja@londoncommunications.co.uk or 020 7291 1506) know if you would like to take up this offer. If you are unable to attend, we would be happy to arrange a separate meeting with you to discuss our plans.

In the meantime, if you have any further queries then please do contact Jay using the details above.

Yours sincerely

Stewart Deering
Chief Executive, Reef Estates



Appendix E – Special preview event display boards and photos

1 Site and Briefing



The site, also known as the Ugly Brown Building, is owned by Ted Baker and the British Airways Pension Fund (BAPF). Reef Estates is the development partner for this project and Bennetts Associates has been appointed as scheme architects.

The site is 1.14ha. It currently comprises a building of four storeys (plus lower ground floor and roof plant) which has approximately 25,000 sqm of office floorspace. On site car parking is limited with circa 25 spaces located at lower ground floor level, and a further 8 at ground level.

Ted Baker purchased the freehold of the building in September 2015. The BAPF own the land either side, which is currently a vacant office building to the North and a Verizon Data Centre to the South.

The building is currently the UK headquarters of Ted Baker. All of their UK operations are based here. Ted Baker is fully involved in this process and all of those working in the building are aware that there are new proposals coming forward for this building.

The brief calls for the redevelopment of the whole site to create a mixed-use masterplan which will provide around 70,000m² of accommodation around key publically accessible spaces. The current proposals comprise:

- An extended HQ for Ted Baker Plc which will provide double the accommodation to house their expanding workforce and a boutique own brand hotel
- Commercial office space with large flexible office floors for a variety of tenures
- Around 200 homes of various tenure and scale
- Public open space along the canal edge, St Pancras Way and a central courtyard space
- A mid-size hotel located on St Pancras Way
- Restaurant/retail at ground floor set around the courtyard space to form a central public place
- A shared basement to provide centralised servicing and further commercial lettings

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LONDON

BENNETTS
ASSOCIATES

2 History

1830s



The site has a rich and varied history. In the early 19th century it was the location of Agar Town; a thriving community built on the fields alongside the Regent's Canal. The settlement was made up of villas and terraced houses, with around 70 lining St Pancras Way (then known as The King's Road).

1890s



With the opening of King's Cross station in 1863, parts of Agar Town were cleared to make way for an extensive network of goods and locomotive sheds. After the completion of the Midland Railway's terminus at St Pancras, the site was cleared entirely, and a very large single building known as 'The Granary' was built for goods storage and transfer.

1980s



The Granary survived until it was destroyed by fire in 1978. It was replaced in the mid-1980s by the building which currently occupies the site, designed as a mechanised letter sorting office for the Royal Mail. The building was used as such for less than a decade, with the Royal Mail vacating the site in the mid-1990s. It was subsequently let to a range of tenants.

2000s



In 2000, Ted Baker created their characterful HQ in the former welfare block of the sorting office, renaming it 'The Ugly Brown Building'. Having purchased the building in 2015, they are now looking to expand and improve their facilities.

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3 Location and Context

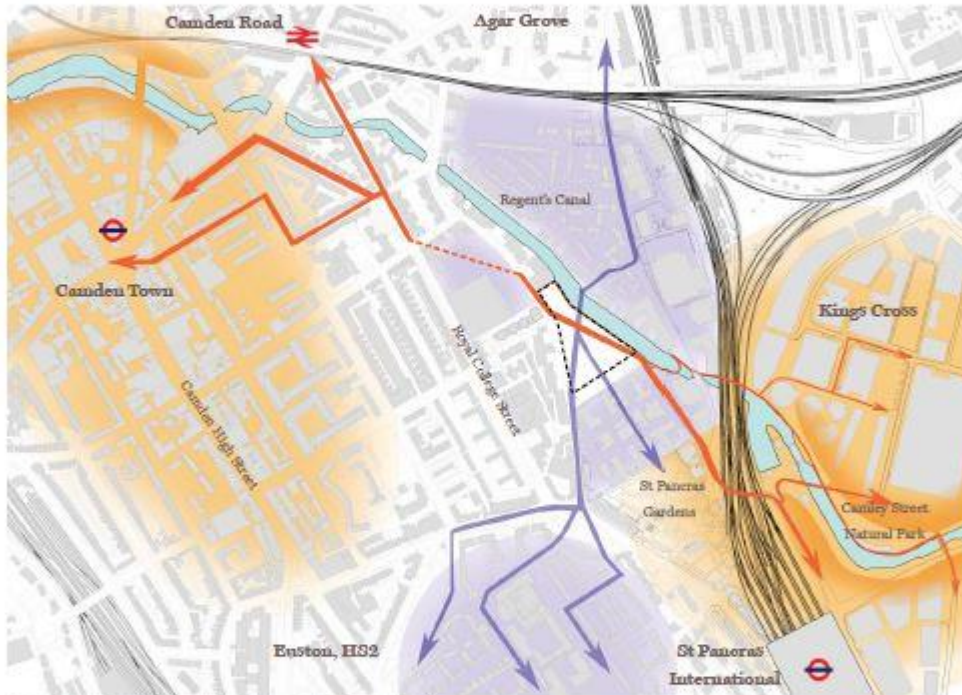
The site is situated in a strategically important location between King's Cross and Camden Town, two characterful North London destinations. Unlike these areas, the site remains a hinterland in need of identity.

St Pancras Way is dominated by existing buildings which do not engage with the street environment. Pedestrian routes are adjacent to vehicular traffic, with the Regent's Canal hidden from view and inaccessible to the public. Only to the far south where the large expanse of St Pancras Churchyard opens out does the character change, providing a welcome public green space and mature trees.

The site is located within the Regents Canal Conservation Area, and is designated as adjacent to a Habitat Corridor (Regent's Canal), adjacent to open space (Regent's Canal) and adjacent to site of nature conservation importance (Regent's Canal).

None of the buildings on the site are listed.

The site is very well served by public transport, with a public transport accessibility level (PTAL) of 6, and is located a short distance from King's Cross and St Pancras stations.



The strategic position of the site, situated between Camden Town and King's Cross



Camden Lock, Camden

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The Ugly Brown Building

TED BAKER
LONDON



Granary Square, King's Cross

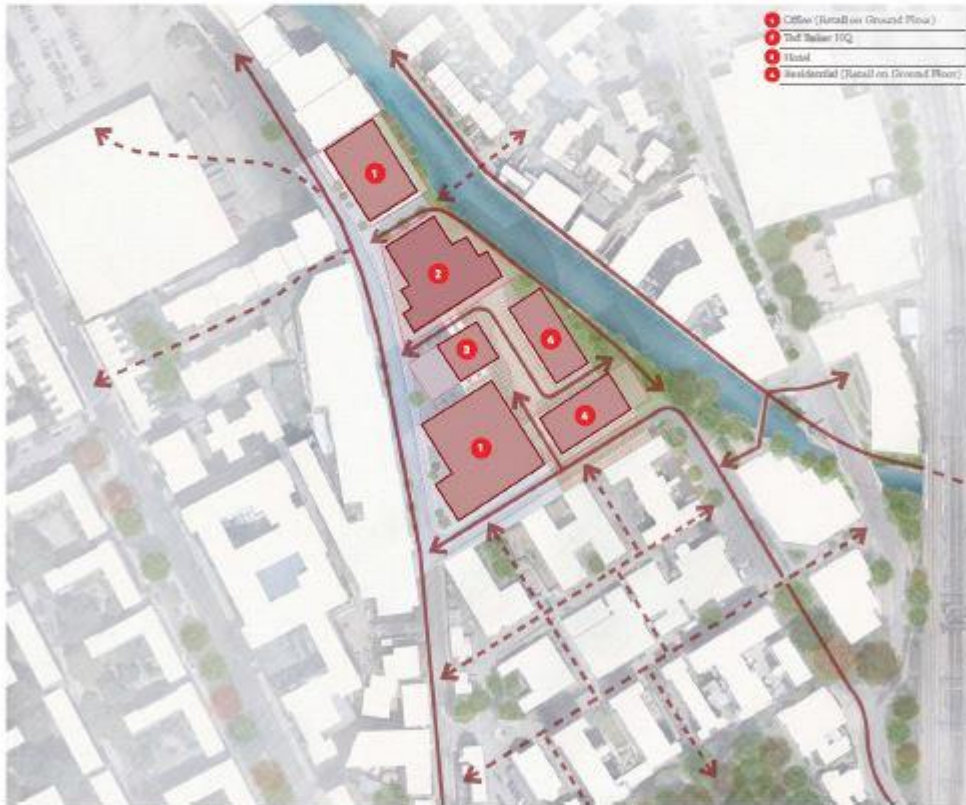
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4 Buildings, Spaces and Routes



- A) Parabolova Depot
- B) 8-20 St Pancras Way
- C) Jubilee Centre
- D) 11-13 St Pancras Way
- E) 100 Canley Street
- F) 102 Canley Street
- G) St Pancras Hospital
- H) 101 Canley Street
- I) St Pancras Gardens

Existing site plan, showing current pedestrian routes



- 1 Office (Retail on Ground Floor)
- 2 Ted Baker HQ
- 3 Hotel
- 4 Residential (Retail on Ground Floor)

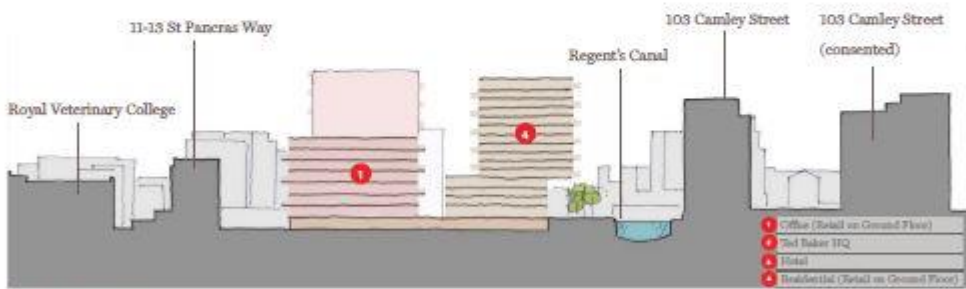
Proposed site plan, showing new pedestrian routes and public spaces

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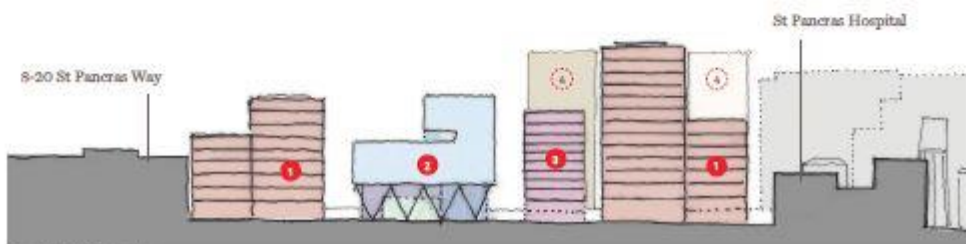
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5 Scale and Grouping of Building



Elevation to Granary Street



Elevation to St Pancras Way

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6 Ground Level Environment



Site plan with retail and public spaces



View 1 - St Pancras Way



View 2 - Public Space along the canal



View 3 - A new home for Ted Baker

Next Steps

The information presented at this session today will be expanded upon at a Development Management Forum (DMF), which the project team is currently arranging with Camden Council. A DMF is a Council led event which provides members of the public with an opportunity to view proposals, and ask members of the project team questions.

This will be followed by a public exhibition in the New Year, which will be advertised in advance. All of those who have been invited to this drop-in session today will additionally be informed of the timings of this directly by the project team.

We remain keen to meet with local community groups regarding the proposals. If any groups or their representatives wish to have a meeting, then please do speak to a member of the project team here today who will happily arrange this for you. You can also email the project team with any queries at nglybrownbuilding@londoncommunications.co.uk.

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Appendix F – Invitations to the Development Management Forum



Reef Estates
14 Little Portland Street
London
W1W 8BN

28 February 2017

Dear [NAME],

Invitation to a Development Management Forum on proposals for the Ugly Brown Building

Following my previous correspondence on 27 October inviting you to a drop-in session to present our early ideas for the Ugly Brown Building – otherwise known as fashion brand Ted Baker's Site at 2-6 St Pancras Way - I am now writing to invite you to a Development Management Forum (DMF) being organised and hosted by Camden Council. You may have received notification of this from the Council directly.

The DMF provides an opportunity for the project team to present our evolved designs from last year's drop-in session in November to local residents and answer questions at an early stage of the planning process.

WHEN: Tuesday 7 March, 7pm-9pm

WHERE: Room 10.10, 10th floor, 5 Pancras Square, N1C 4AG

Following the DMF, we intend to hold a public exhibition to display our more detailed proposals about the redevelopment. This is expected to take place in the Spring and we will be in touch again in due course with further details.

If you are unable to attend the DMF, we would be happy to arrange a separate meeting with you to discuss our plans. Please do let us know if you would like to take up this offer by contacting us at uglybrownbuilding@londoncommunications.co.uk.

In the meantime, if you have any further queries please do not hesitate to get in touch with the project team via the contact details above.

Kind regards,

Yours sincerely

Stewart Deering
Chief Executive, Reef Estates



Appendix G – Emails to ward councillors

Ugly Brown Building porposals - request for a meeting

Jay Allan

Follow up. Completed on Monday, March 27, 2017.
You replied to this message on 27-Mar-17 4:49 PM.

Sent: Wed 15-Mar-17 5:28 PM

To: Robinson, Roger (Councillor); Tomlinson, Paul (Councillor); Khatoon, Samata (Councillor)

Dear Cllrs Khatoon, Robinson and Tomlinson,

Many thanks to those of you who attended the recent Development Management Forum (DMF) organised and hosted by Camden Council on 7 March where my client Reef Estates showcased their proposals for the Ugly Brown Building – otherwise known as Ted Baker's HQ. We do hope that you found the information provided by the project team useful.

Following the DMF, if you would find it useful to discuss the proposals in more detail the project team would happy to meet with you to do so.

Do let us know if you if this would be helpful and we look forward to hearing from you soon.

Many thanks,

Jay

RE: Ugly Brown Building porposals - request for a meeting

Jay Allan

Sent: Mon 27-Mar-17 4:50 PM

To: Robinson, Roger (Councillor); Tomlinson, Paul (Councillor); Khatoon, Samata (Councillor)

Dear Cllrs Khatoon, Robinson and Tomlinson,

Following on from my recent email, as I'm sure you're already aware, we have now arranged a Developers' Briefing with Camden Council. This will give Reef Estates's an opportunity to present our proposals for the Ugly Brown Building to members of the Planning Committee, officers and yourselves. The meeting will be held on Wednesday 12 April, in Committee Room 3A at the Town Hall from 5.45-7pm.

We remain keen to consult with you, and would again like to offer a further opportunity to discuss our plans with you at a time of your convenience.

Do let us know if you if this would be helpful and we look forward to hearing from you soon.

Many thanks,

Jay



Appendix H – Invitations to the public exhibition



Reef Estates
14 Little Portland Street
London
W1W 8BN

10 April 2017

Dear [NAME],

Invitation to a Public Exhibition on proposals to transform the Ugly Brown Building

Following my previous correspondence on 28 February inviting you to attend a Development Management Forum (DMF) organised by Camden Council on our proposals to transform the Ugly Brown Building – otherwise known as fashion brand Ted Baker's Site at 2-6 St Pancras Way - I am now writing to invite you to a public exhibition on our plans.

Following comments from local residents at the DMF, this exhibition is your opportunity to see how the proposals have evolved as a result of this feedback and discussions with London Borough of Camden officers.

The public exhibition is being held at **The Upper Room, 8 Greenland Street, Camden Town, London, NW1 0ND** on the following dates:

- Thursday 20 April: 4.30pm - 8.30pm
- Saturday 22 April: 11am - 2.30pm

Please also find enclosed a copy of the flyer distributed to the surrounding residents to publicise the event.

We hope you will be able to join us. If there is a specific time during this exhibition that you would like a member of the project team to speak to you about the proposals then please do let us know. Alternatively, we would be happy to arrange a time after the exhibition for you to meet the team.

We look forward to discussing these plans with you further. In the meantime, please do not hesitate to get in touch with the project team via uglybrownbuilding@londoncommunications.co.uk.

Yours sincerely

Stewart Deering
Chief Executive, Reef Estates



Appendix I – Flyer advertising exhibition

HAVE YOUR SAY

Transforming the Ugly Brown Building


A Public Exhibition

Reef Estates and architects Bennetts Associates are holding a public exhibition to present designs for the proposed redevelopment of the Ugly Brown Building at 2-6 St Pancras Way – otherwise known as fashion brand Ted Baker's headquarters.

The proposals seek to completely transform the site, offering a mix of new offices, homes, shops, restaurants and public spaces, as well as providing Ted Baker with a brand new refurbished and extended global headquarters, and the world's first ever Ted Baker hotel.

This is your opportunity to

- Learn about our plans for the site.
- Meet the project team and ask any questions.
- Have your say about the proposals.




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<p>The exhibition is taking place on</p> <p>Thursday 20 April 4.30pm-8.30pm Saturday 22 April 11.00am-2.30pm</p>	<p>Address</p> <p>The Upper Room, 8 Greenland Street, Camden Town, London, NW1 0ND</p>
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If you are unable to attend the exhibition and would like information please get in contact

 uglybrownbuilding@londoncommunications.co.uk

 0800 307 7179

Exhibition material will also be available via our dedicated consultation website www.uglybrownbuilding.co.uk from Thursday 20 April.

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Appendix J – Flyer distribution area map





Appendix L – Camden New Journal exhibition advert

HAVE YOUR SAY

Transforming the Ugly Brown Building

A Public Exhibition

Reef Estates and architects Bennetts Associates are holding a public exhibition to present designs for the proposed redevelopment of the Ugly Brown Building at 2-6 St Pancras Way – otherwise known as fashion brand Ted Baker's headquarters.

The proposals seek to completely transform the site, offering a mix of new offices, homes, shops, restaurants and public spaces, as well as providing Ted Baker with a brand new refurbished and extended global headquarters, and the world's first ever Ted Baker hotel.

This is your opportunity to

- Learn about our plans for the site.
- Meet the project team and ask any questions.
- Have your say about the proposals.

The exhibition is taking place on
Thursday 20 April (4.30pm-8.30pm)
Saturday 22 April (11.00am-2.30pm)

Address
The Upper Room, 8 Greenland Street,
Camden Town, London, NW1 0ND



If you are unable to attend the exhibition and would like information please get in contact

 uglybrownbuilding@londoncommunications.co.uk

 0800 307 7179

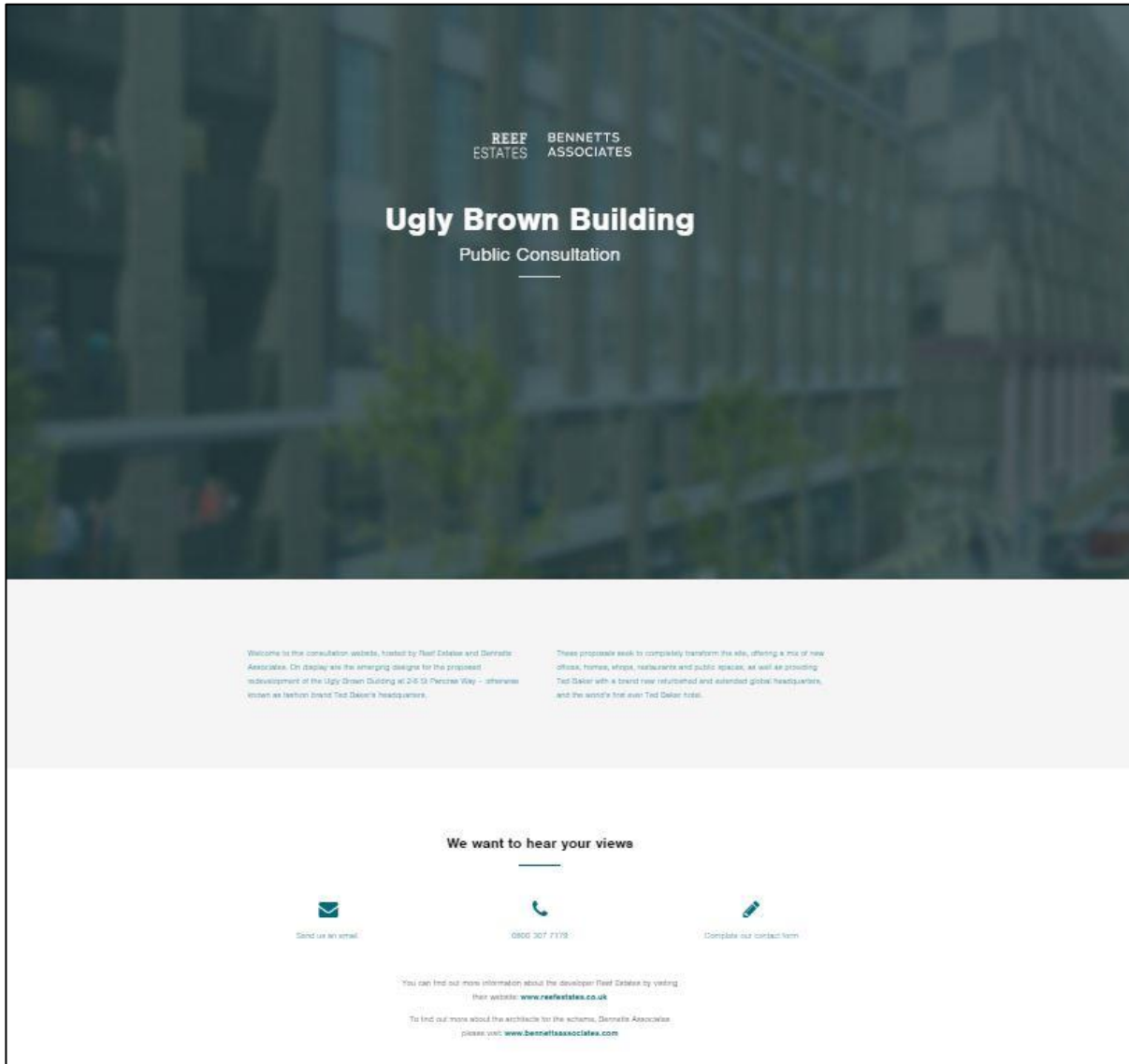
Exhibition material will also be available via our dedicated consultation website www.uglybrownbuilding.co.uk from Thursday 20 April.

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Appendix M – Consultation website screenshots





The Site and Surrounding Area

The Ugly Brown Building is owned by Tad Baker and the British Airways Pension Fund. Paul Dobson is the development partner for this project and Demott Associates has been appointed as the scheme's architect.

The building is currently the UK headquarters of Tad Baker, with all of their UK operations based here. Tad Baker is fully involved in this process and all of those working in the site are aware that there are new proposals coming forward for this building.

Also on the site are the Vector Data Centre and a vacant office building to the north, which has been unoccupied for almost 30 years.



Our Proposals

Creating a development that is both high quality in design and respectful to its neighbours has been a priority throughout the design process.

The proposals include six new buildings of approximately 80,000 sq m, and will deliver:

- A transformed and extended HQ for Tad Baker, which will provide double the amount of space for the company's expanding workforce, housing 1,150 staff in total
- 45,800 sq m of office space for a variety of tenures
- Around 70 new homes of various tenure and scale, including affordable
- The world's first ever 90 room hotel operated by Tad Baker
- 3,800 sq m for shops, cafes and restaurants at ground floor set around a new central courtyard space
- New public open spaces along the canal edge, St Pancras Way and as part of the new courtyard
- A shared basement to provide centralized servicing and further commercial storage



For more details of our proposals, please download the exhibition boards here:

[DOWNLOAD](#)



Public Exhibition

A public exhibition is being held at the

Upper Room

8 Grosvenor Street
Camden Town, London, NW1 0ND

Thursday 20 April, 4.30pm-8.30pm and

Saturday 22 December, 11am-2.30pm



This is an opportunity to meet the project team, learn about our plans for the site and ask any questions you may have.

If you are unable to attend this public exhibition, you can download the full materials on display by clicking the buttons below.

[EXHIBITION BOARDS](#)

[EXHIBITION FLYER](#)

Contact Us

We would now like to hear your views on these emerging proposals to help inform our evolving designs.

Once these comments have been considered, we will provide a further update in the coming months. It is then our intention to submit a planning application to the London Borough of Camden in the late Spring 2017. We will be sure to keep all interested parties up-to-date with the planning programme as it progresses.

You can leave your comments on these proposals by:

1. Emailing us at uglybrownbuilding@londoncommunications.co.uk
2. Calling us on 0800 307 7179
3. Filling out our comments form

<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>
<input type="text"/>	

[SUBMIT](#)

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Appendix N – Photos of the exhibition





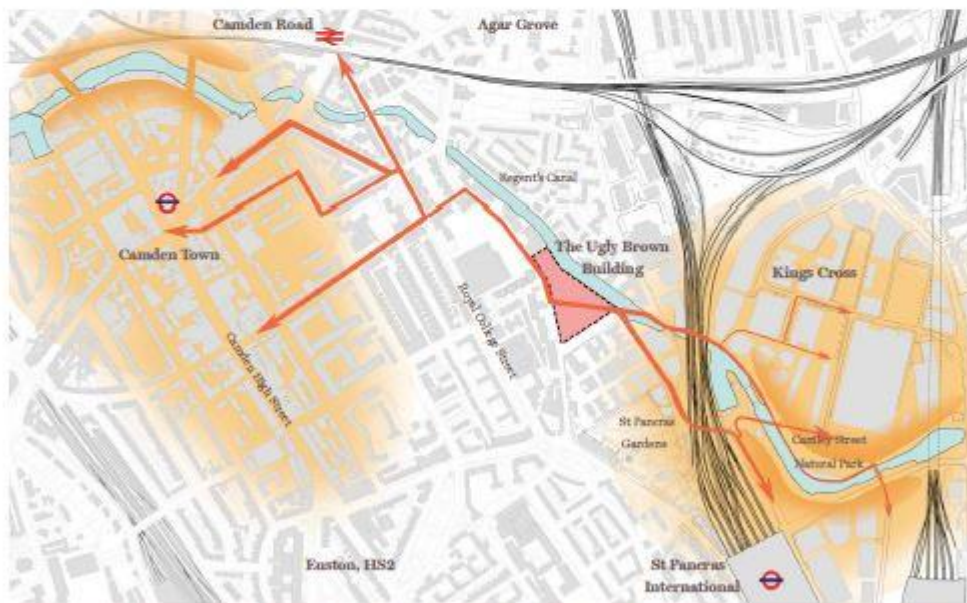
Appendix O – Public exhibition display boards

1 Welcome to the Ugly Brown Building Exhibition

The Exhibition is hosted by Reef Estates and Bennetts Associates Architects and it is your opportunity to find out more about the proposals to transform the Ugly Brown Building in St Pancras Way and to give us your views. Reef Estates and Bennetts Associates have been working for over a year to develop the scheme in consultation with Camden Council and other stakeholders and this is your second opportunity to view the proposals following a Development Management Forum in March 2017.

Reef Estates are a private property development and investment company focused on urban regeneration, asset value enhancement and delivering quality, innovative developments. They have experience in a variety of sectors including retail, residential, mixed use, hotel, leisure and office.

Bennetts Associates is an award-winning architectural practice based in London. The practice has been working in Camden for over twenty years and key buildings in the borough include Camden Council's new HQ, Midland Goods Shed, Shaftesbury Theatre and Hampstead Theatre.



The site is located directly between King's Cross and Camden Town. Opening up pedestrian routes across the site creates new opportunities to connect the neighbourhood

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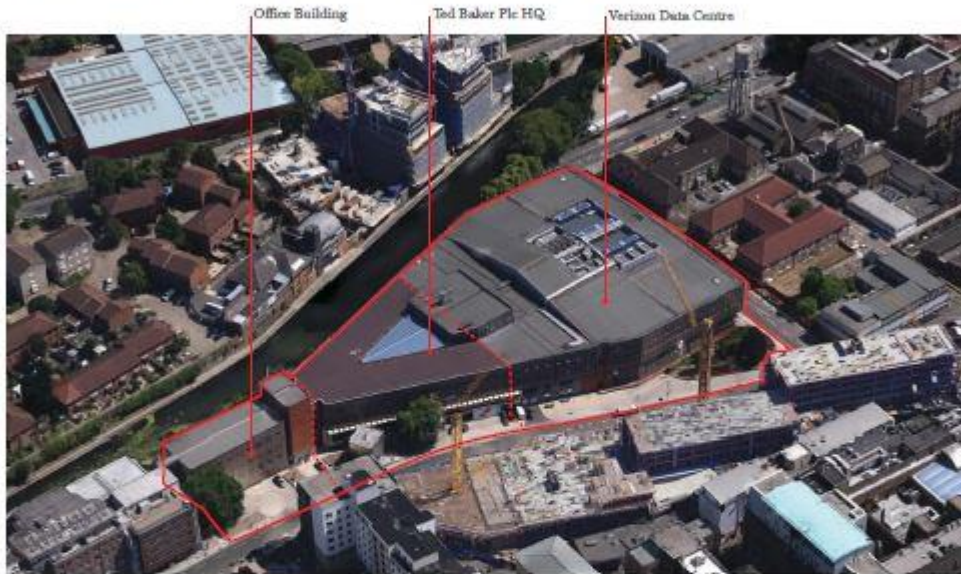
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2 Project Objectives

The Ugly Brown Building, is owned by Ted Baker and the British Airways Pension Fund (BAPF).

The site is 1.14ha and currently comprises a building of four storeys (plus lower ground floor and roof plant) which has approximately 26,000m² of office floorspace. On site car parking is limited with circa 26 spaces located at lower ground floor level, and a further 8 at ground level.

Ted Baker purchased the freehold of the building in September 2016. The BAPF own the land either side, which is currently a vacant office building to the North and a Verizon Data Centre to the South.



The building is currently the UK headquarters of Ted Baker. All of their UK operations are based here. Ted Baker is fully involved in the scheme development process and all of those working in the building are aware that there are new proposals coming forward for this site.

The current building is considered 'ugly', is very inward facing, and the layout is not conducive to a modern working environment. Ted Baker has aspirations to stay in the borough and the proposals will allow the company to continue to grow. The plans also provide an opportunity to open up public access to the canal.

Creating a development that is both high quality and respectful to its neighbours has been a priority throughout the design process.

The proposals include six new buildings of approximately 80,000m², and will deliver:

- A transformed and extended HQ for Ted Baker, which will provide double the amount of space for the company's expanding workforce, housing 1,150 staff in total
- 48,800m² of office space for a variety of tenures
- Around 70 new homes of various tenure and scale, including affordable homes
- The world's first 90 room hotel operated by Ted Baker
- 3,900m² for shops, cafes and restaurants at ground floor set around a new central courtyard space
- New public open spaces along the canal edge, St Pancras Way and as part of the new courtyard
- A shared basement to provide centralised servicing and further commercial lettings

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3 History of the Site

1830s



The site has a rich and varied history. In the early 19th century it was the location of Agar Town; a thriving community built on the fields alongside the Regent's Canal. The settlement was made up of villas and terraced houses, with around 70 lining St Pancras Way (then known as The King's Road).

1890s



With the opening of King's Cross station in 1863, parts of Agar Town were cleared to make way for an extensive network of goods and locomotive sheds. After the completion of the Midland Railway's terminus at St Pancras, the site was cleared entirely, and a very large single building known as 'The Granary' was built for goods storage and transfer.

1980s



The Granary survived until it was destroyed by fire in 1978. It was replaced in the mid-1980s by the building which currently occupies the site, designed as a mechanised letter sorting office for the Royal Mail. The building was used as such for less than a decade, with the Royal Mail vacating the site in the mid-1990s. It was subsequently let to a range of tenants.

2000s



In 2000, Ted Baker created their characterful HQ in the former welfare block of the sorting office, renaming it 'The Ugly Brown Building'. Having purchased the building in 2015, they are now looking to expand and improve their facilities.

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4 Ted Baker in Camden

Founded in 1988 and located in Camden since the 1990s, Ted Baker is a successful global lifestyle brand which creates menswear, womenswear and accessories. Ted Baker has occupied its current HQ since 2000 when it was converted from an old Royal Mail sorting office and nicknamed 'The Ugly Brown Building'.

The FTSE 250 company is growing quickly and seeks to more than double its HQ team from 500 to over 1,150 people. Creating a new HQ for Ted Baker on the Ugly Brown Building site will secure the future of the company in Camden.

The new HQ forms the centrepiece of the scheme and will contain six floors of workspace for design, prototyping, showrooms and administration as well as a 90-room Ted Baker branded hotel with associated restaurant and function space.



Ted Baker has a long track record of engagement with the neighbourhood and the new HQ will give them the opportunity to increase their activity in the community. Recent highlights have included:

- **The Reading Agency:** Ted Baker supports the work of Islington-based charity The Reading Agency, contributing to their 'Reading Journey' promotion by sponsoring Author Andy McNab's trek to the South Pole.
- **Urban Partners/Maria Fidelis School:** Ted Baker's in-house historian has been working with Maria Fidelis School in Camden, teaching and mentoring, providing specialist support and working to prepare the school for a visit by Keir Starmer MP. Ted has also supported tutoring and mentoring as part of the Eurostar Homework Club.
- **Francis Crick:** Ted Baker designed a sculpture as part of Cancer research's DNA trail that was auctioned to raise funds for Francis Crick and Cancer research Campaign. Ted also organised a cycle from London to Paris and supported a team from the Ugly Brown Building for the London Marathon.
- **Ted's Extraordinary Diploma:** Provides opportunities for people to develop their careers in Ted Baker through a 1 year paid placement at The Ugly Brown Building.
- **National Honey Bee Day:** Ted is raising awareness of the rapid decline in honey bees and has an in-house bee-keeper tending the hives on the roof of the Ugly Brown Building.
- **Kentish Town High Street:** Ted Baker took over iconic local shop Blustons following its closure and placed an eye-catching installation in the shop windows brightening up the High Street.

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5 Creating New Public Space & Routes

The proposals create six new buildings on the site as well as 3,600m2 of public open space. The buildings are arranged to create pedestrian routes across the site for the first time, including public access to the canal edge and a 'street' running diagonally across the site linking Granary Street to the central public space and St Pancras Way.

As well as the main building entrance, the ground floor frontage will include a mixture of retail and restaurants.

The main public space is orientated to make the best of the lunchtime sun, and it connects St Pancras Way with the accessible canal edge. There is a level change of almost one storey across the site which is dealt with using ramps to achieve step-free access to all buildings and spaces.



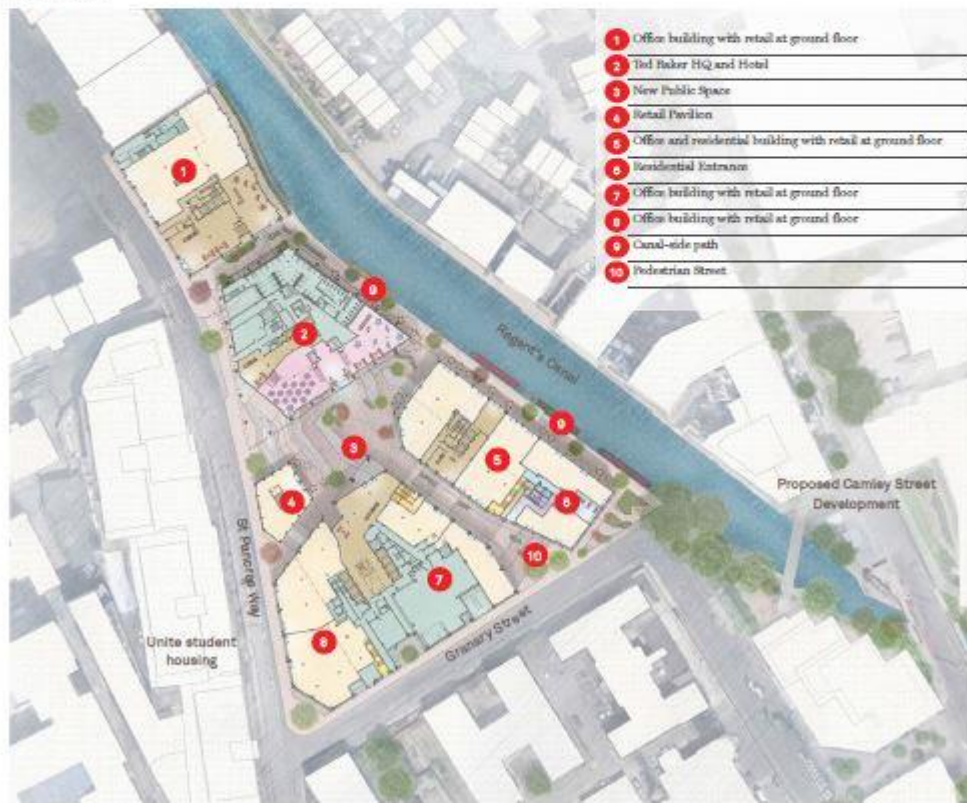
Proposed building heights in storeys and existing heights in the area



View across canal



View into the square and street



- 1 Office building with retail at ground floor
- 2 Ted Baker HQ and Hotel
- 3 New Public Space
- 4 Retail Pavilion
- 5 Office and residential building with retail at ground floor
- 6 Residential Entrance
- 7 Office building with retail at ground floor
- 8 Office building with retail at ground floor
- 9 Canal-side path
- 10 Pedestrian Street

Ground floor plan of the proposed scheme

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6 The Evolution of the Design

The design team has worked with the London Borough of Camden and other stakeholders to arrive at proposals which are felt to be appropriate to their context. To do this the team have looked at the existing heights of buildings along St Pancras Way, and at the proposed schemes under construction on Camley Street. They have also carried out detailed analysis of how the scheme will change views of the site, both locally and from key vantage points.

As well as looking at scale, the team have considered the shape of the building footprint. The layout of six buildings is derived from the geometry of the site itself, keeping buildings parallel to the edges and creating a family of irregularly shaped buildings with relatively tight spaces between them. This will give plenty of variety and visual interest when walking through the completed site.

Throughout the consultation process shown in the images below a number of changes have been made to the proposals which are:

- Reduced Height of buildings
- Better central space connecting canal to Pancras Way and Ted Baker
- A clear hierarchy of open space, with tight thresholds and long views
- Building lines respect canal and road geometries
- Building massing more contextual and responsive to canal-side context
- Massing, character, materials and detail now better informed by the conservation area context

November 2016 Emerging Scheme



The emerging masterplan in November 2016



Proposed massing November 2016 Regent's Canal looking south

March 2017 Current Proposal



Current masterplan March 2017



Current massing March 2017 Regent's Canal looking south

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7 Opening up the Canal

This section of the The Regent's Canal is a conservation area and the proposed scheme creates the opportunity to open up the canal edge to the public for the first time. A 6m wide pedestrian route leads along the canal edge and into the new central space.

Three of the new buildings have canal frontages and their ground floor uses will create activity along the newly-created canal-side path. Moorings along the canal edge will be brought back into use to support the buildings on the site creating a positive link with the Canal.



The proposed canal edge environment looking north towards Camden Town.

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8 New Employment Space, Shops, Cafes, Restaurants

The entire site is currently in employment use, and workspace is one of the key uses proposed on the site. In addition to Ted Baker, the site will provide a variety of workspace in three other buildings. The buildings are designed to provide very flexible space which will accommodate a variety of potential occupiers from small and medium enterprises to larger corporate tenants, totalling approximately 48,800 m².

Office floors can be divided up, and ground floor areas can provide workspace for small occupiers who are looking for their own dedicated front entrance. It is likely that as many as 3-4000 people will work on the site following the redevelopment.



The new Ted Baker HQ and hotel faces the new public space at the centre of the site

The ground floors of the site will contain a mix of shops, cafes and restaurants which will create a lively mix of uses and will contribute to the life of the site. The area around the site is changing rapidly, and the increased number of local residents both on the site and nearby will help to support the transformation. The site is also strategically located between the busy centres of King's Cross and Camden Town, and the pedestrian desire-lines between these two centres are expected to create footfall across the site seven days a week.

The type of retailers on the site could include distinctive independent operators attracted by the presence on the site of the Ted Baker brand.



The canal-side building straddles the 'street' and new canal-side path



The proposed pedestrian street leads to the central public space and Ted Baker HQ

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9 New Homes

The site will accommodate 70 apartments which vary in size from 3-bedrooms down to one-bed studio flats. The residential accommodation will be mixed tenure and will include flats for private sale as well as affordable homes for rent. We are currently working with Camden Council to maximise the number of affordable homes on the site.

The building containing the housing is located to the South East of the site which affords good unobstructed views across and down the canal, and offers the best location for achieving good sunlight and daylight into the apartments. The residential building forms a group with the three existing and consented canal-side residential schemes on Camley Street.



70 apartments of mixed tenure are located in the south part corner of the site with good daylight, sunlight and views of the canal



The new buildings will be predominantly of masonry construction in response to the conservation area context. Stronger colours will be used on the Ted Baker Building

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10 Materials Appropriate to the Area

Materials have been chosen which help to create a 'family' of buildings which reinforce the character of the site, they also give the Ted Baker building a distinctive character, allowing it to become the visual centre-piece of the site.

The materials proposed for the new buildings on the site are derived from the canal-side context of the scheme. Masonry in darker tones (a mixture of brick and pre-cast concrete) will be used to express the structural frame and floors of the buildings and give depth to the facades. This expression of structure on the wider 'family' of buildings contrasts with the cladding on the Ted Baker building, which uses large precast concrete 'shingles' to express the rhythm of windows and solid wall giving the building a very distinctive and playful character.



The tone and colour of the existing neighborhood around the site reflects the canal conservation area environment



View of the canal edge looking south towards King's Cross

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11 Parking, Vehicle and Construction Management

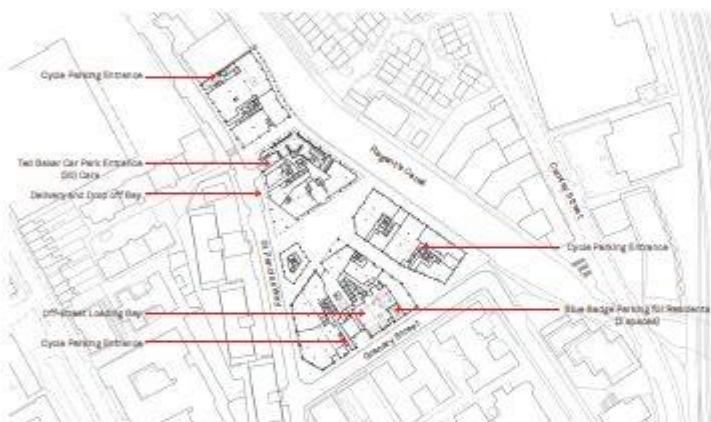
The site is very well connected to public transport with St Pancras and King's Cross stations only a few minutes' walk away and local buses in Royal College Street.

The scheme will be largely car-free. Two blue badge spaces are allocated for the residential building and thirty parking spaces allocated to Ted Baker, around half the current number on the site.

Deliveries and refuse collection will take place from an off-street loading bay in Granary Street, and from a dedicated lay-by adjacent to the Ted Baker building. The buildings on the southern part of the site have a shared basement which links directly to the loading bay.

Fire appliances will require access to the public areas of the site in the event of an emergency but otherwise these areas are vehicle-free.

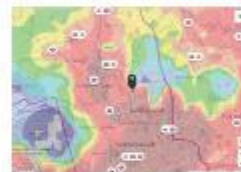
A total of 900 cycle-parking spaces will be provided on-site with showers and changing facilities in the basement area.



Site plan showing parking and vehicle issues



The areas in red, yellow and orange are accessible within 1 hour by public transport from the site



Public transport accessibility mapping showing St Pancras Way at 65 the highest possible rating

As with all major developments, the process of construction will be planned to minimise disruption to the neighbourhood through noise, dust and traffic. Prior to start on site a construction management plan (CMP) will be developed for the project which is likely to be form part of the Planning approval process for the project.

The CMP is likely to address the following issues:

- Hours of Operation
- Timing of deliveries to avoid peak times
- Overall timetable for construction to completion
- Dust control measures and air quality monitoring
- Engagement and communication with local residents by the contractor
- Control and monitoring of noise and vibration



Building works adjacent Regent's canal during the construction of the King's Cross Development

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12 Feedback and Next Steps

The scheme represents an opportunity to open-up a currently inaccessible site alongside the Regent's Canal, and to support the continued growth of an important and globally recognised Camden business. In addition the site provides workspace, homes and a Ted Baker hotel.

In addition a study by Regeneris Consulting has found that the scheme could provide the following socio-economic benefits:

- 400 Construction Jobs per annum (FTE)
- 2,440-3000 net additional Jobs on completion
- 70-80 Additional economically active residents adding £1.5m PA spending
- £95m -£195m Additional GVA (Gross Value Added) PA
- £2m Additional Business Rates PA
- £770K New Homes Bonus plus significant CIL

The current proposals have evolved over the last 12 months in response to a series of meetings and consultation events.

Working with Camden officers, the scheme has been revised in response to comments received on height and layout.

We would welcome your feedback on the proposals on the pre-printed cards supplied.

Website: www.uglybrownbuilding.co.uk
Email address: uglybrownbuilding@londoncommunications.co.uk
Freephone number: 0800 307 7179

Next Steps:

The scheme is progressing to an application in late Spring 2017.

The strategic project milestones are as follows:

Application heard : Summer 2017
Works start on site: 2018
Works complete, 2025

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Appendix P – Exhibition comments card

REEF ESTATES	BENNETTS ASSOCIATES
HAVE YOUR SAY	
Transforming the Ugly Brown Building	
A Public Exhibition	
	<p>Thank you for taking the time to find out about our proposals for the transformation of the Ugly Brown Building at 2-6 St Pancras Way – otherwise known as fashion brand Ted Baker’s headquarters.</p>
	<p>This is your chance to have your say on our proposals. All of the feedback received will be reviewed by the design team ahead of a planning application submission to the London Borough of Camden in the late Spring 2017.</p>
	<p>Please leave your feedback on the reverse of this comments card.</p>

REEF ESTATES	BENNETTS ASSOCIATES
Name	
Address	
Postcode	
Email	Phone
Please use the space below to provide us with your comments, or ask any questions you may have.	
.....	
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☎ 0800 307 7179	✉ uglybrownbuilding@londoncommunications.co.uk
🌐 www.uglybrownbuilding.co.uk	



Appendix Q – Emails to ward councillors (post exhibition)

Ugly Brown Building - exhibition feedback

Jay Allan

Sent: Wed 03-May-17 12:14 PM

To: Khatoon, Samata (Councillor); Tomlinson, Paul (Councillor); Robinson, Roger (Councillor)

Dear Councillors,

I hope you're well.

I thought I'd drop you a short note on following Reef Estate's public exhibition for the Ugly Brown Building, which was held on Thursday 20 April and Saturday 22 April.

We received a good turnout of local residents and local groups at the exhibition, including Friends of Regent's Canal and Regent's Network. Despite some concerns, the majority of feedback was genuinely positive, with a number of residents pleased to see Ted Baker remain in the borough, as well as the creation of a more active streetscape with shops, offices, public spaces and improved accessibility to and from the canal.

We would appreciate the opportunity to discuss the proposals and the feedback we received from the exhibition before we submit a planning application later this month.

We do hope that you will be able to take up this offer, and I look forward to hearing from you soon.

Many thanks,

Jay