



May 2018

Comm Comm

Statement of Community Involvement

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1.0 Executive Summary

Maizelands Limited & Arringford Limited (the applicant) has undertaken a programme of community engagement around proposals for Lincoln House, 296-302 High Holborn, WC1V 7JH from January 2018 up to submission of a full planning application to London Borough of Camden.

The community involvement and consultation commenced on 16 January 2018, when letters were issued to local stakeholders. The programme ensured that as many stakeholders as possible were aware of and understood the proposals. The programme targeted London Borough of Camden members, local politicians, residents from the surrounding area, local businesses and community groups.

A website, www.lincolnhouse-consultation.co.uk, was launched to allow interested parties to access information online and get in touch with the project team. The website was continuously updated throughout the consultation period to provide up-to-date information regarding the proposals and will continue to be updated following submission of the planning application.

A meeting was held with the Programme Director & Estates Director and Surveyor from The Honourable Society of Lincoln's Inn (Lincoln's Inn). The proposals were discussed as well as the party wall, which sits between the site and Lincoln's Inn. The two representatives from Lincoln's Inn explained they were most interested in ensuring the proposal would not infringe on the peaceful living and working environment Lincoln's Inn currently has. Following the meeting, the team also received further feedback via email from the Programme Director & Estates Director of Lincoln's Inn, which included suggested constraints they felt should be put in place to mitigate any disturbance from the site.

The team also liaised with the Chair of the Bloomsbury Conservation Area Advisory Committee (BCAAC), who relayed feedback on the proposals following its committee meeting. The Chair noted some concern at the increase in the size of the proposed glazing at the entrance and the height of the proposed extension at the rear. However, he stated BCAAC appreciated the proposed restoration of the symmetry to the shop frontages either side of the entrance and that this was an improvement.

The community engagement illustrated positivity towards the proposals and an appetite for regular updates regarding the construction methodology and timings. The team will continue to keep the local community updated throughout the planning process and beyond through the website as well as written correspondence.

2.0 Introduction

Maizelands Limited & Aringford Limited has submitted a full planning application for the refurbishment, and extensions at rear, flank and roof level to provide 2,193sqm (GIA) additional floorspace and rooftop plant. Change of use of ground floor Use Classes from A1, A2 and B1a uses to provide 2 x A1 units (204sqm GIA) and remainder in B1a Use. Associated external alterations to the elevations. Provision of appropriate cycle parking, waste/recycling storage, additional services and associated ancillary works.

The site is currently an eight-storey mixed-use building (plus basement and ground) providing a total floor area of 5,660sqm GEA. Office accommodation is located at the upper floors and there are two commercial units at ground floor, currently occupied by a bank and a café.

There are two separate stairways located to the centre of the plan along with lifts, risers and w/c spaces, which form one large central core. This core arrangement is oversized and splits the internal floor plate in two, leading to an inefficient and disconnected office floor plan. Large oversized columns and deep-down stand beams further fragment the internal spaces and force low ceiling heights and compromise service design. Internally, the retail and office spaces are dated and in need of repair.

Maizelands Limited & Aringford Limited has undertaken a programme of community engagement for proposals around the scheme to inform, engage and establish a line of communication with local stakeholders and the surrounding community.

3.0 Why Consult

Comm Comm UK was instructed by the applicant to assist with the community engagement around the proposals.

Comm Comm UK is a specialist planning, licensing and infrastructure communications agency with expertise and experience of advising on and implementing consultation and communication programmes.

Consultation can benefit development schemes by ensuring local residents and the community understand what is proposed and why. The consultation process and local community can also help to inform and improve the design, enhancing its community value.

Consultation is a key pillar of the Localism Act 2011 and Planning Policy Framework. Both encourage developers to engage proactively with local communities from the early stages of a scheme's development.

There are other guidance and best practice documents that set out the importance of consultation and offer advice on the best way to undertake meaningful community engagement. These include the Killian Pretty Review 2008 and HM Government's Code of Practice Consultation 2008.

4.0 Overview of Methodology

This section sets out the community engagement undertaken by the applicant and the project team. It outlines how the project team engaged with the local community and stakeholders in the local area.

The overall strategic aims for the engagement were to:

- Ensure as many local people as possible understood the updated proposals and were given the opportunity to comment
- Address local concerns and objections
- Promote positive aspects of the scheme
- Assess the proposed scheme in light of local views.

The site is located within Holborn and Covent Garden ward and is in the Bloomsbury Conservation Area. It also neighbours the historic Lincoln's Inn and Stone Buildings, where the 68 Signal Squadron has its headquarters.

Our audiences were identified as follows:

- Holborn and Covent Garden ward councillors
- London Borough of Camden Leader and Cabinet members
- London Borough of Camden Planning Committee members
- Sir Keir Starmer MP, for Holborn and St Pancras
- Mr Andrew Dismore AM, for Barnet and Camden
- The Honourable Society of Lincoln's Inn
- 68 Signal Squadron
- Community organisations, including the Bloomsbury Conservation Area Advisory Committee (BCAAC)
- Local residents and businesses from the surrounding area.



Figure 1: Distribution area surrounding the site and comprising of approximately 2,545 addresses

4.1 Correspondence

On 16 January 2018, ‘handshake letters’ (Appendix A) were posted and emailed out to political and community stakeholders, introducing the proposals for the site. The letter informed stakeholders of the history of the site, the plans for the redevelopment and offered to meet one-on-one to discuss the proposals in detail.

An update letter (Appendix B) was posted and emailed out to political and community stakeholders on 16 March 2018 to remind them of the proposals, offer the opportunity to meet the team to discuss the plans and to direct them to the consultation website.

A ‘handshake’ letter (Appendix C) was delivered to a distribution area surrounding the site on 20 March 2018 (Figure 1). This included approximately 2,545 residential and business addresses.



Figure 2: Screenshot of welcome page of consultation website

4.2 Consultation Website

On 16 March 2018, www.lincolnhouse-consultation.co.uk (Figure 2) was launched. The website contained details of the site, an overview of the proposals and information regarding the consultation. The website was updated during the period of consultation with additional information made available for download. The website will continue to be updated throughout the planning process and beyond.

The website also had an online form for interested parties to register for updates or submit their comments on the scheme.

4.3 Consultation Booklet

A consultation booklet (Appendix D) including information of the proposed redevelopment was designed by the architects, EPR architects. The booklet was brought to stakeholder meetings to aid discussions and it was made available on the website for interested parties to view.

Information in the booklet included:

- Information about the site and surrounding context
- The history of the site and surrounding area
- Information about the proposals
- Information on local infrastructure and amenities
- Elevations of the existing and proposed façades
- Precedent imagery
- CGIs to illustrate the site before and after redevelopment
- Information on the next steps following consultation and planning.

5.0 Overview of Feedback

A meeting was held with the Programme Director & Estates Director and Surveyor from The Honourable Society of Lincoln's Inn (Lincoln's Inn) on 26 March 2018. Members of the project team from Maizelands Limited & Arringford Limited, Gerald Eve, Blackburn & Co., EPR architects and Comm Comm UK attended. The proposals were discussed and the team took the two members of Lincoln's Inn through the presentation booklet.

Property matters were discussed, particularly regarding the party wall that sits between the site and Lincoln's Inn. The group discussed how the wall is several hundreds of years old and how party wall agreements would need to be made. The members from Lincoln's Inn explained they had an interest in ensuring a peaceful living and working environment for Lincoln's Inn. This comment was regarding the use of the external terraces. Following the meeting, the team received further email correspondence from the Programme Director & Estates Director, which explained they felt particular constraints should be put in place to mitigate any disturbance or noise from the site both during construction and following completion. The email also included queries on the construction methodology.

A local resident who registered for updates on the scheme asked for further information on the construction process. In particular, the methodology and timings.

The team also exchanged emails with the Chair of the Bloomsbury Conservation Area Advisory Committee, who relayed feedback on the proposals following its committee meeting. The Chair noted some concern at the increase in the size of the proposed glazing at the entrance and the height of the proposed extension at the rear. However, they stated they appreciated the proposed restoration of the symmetry to the shop frontages either side of the entrance and that this was an improvement.

All email feedback received can be found in Appendix F.

6.0 Conclusion

Maizelands Limited & Arringford Limited has successfully held a community engagement programme for Lincoln House, 296-302 High Holborn, WC1V 7JH from January 2018 up to submission of a full planning application to London Borough of Camden.

It has informed, engaged and established a line of communication with local stakeholders and the surrounding community. Regular correspondence has informed and offered the opportunity to get in touch with the project team to discuss the scheme. The team received feedback from both The

Honourable Society of Lincoln's Inn and the Bloomsbury Conservation Area Advisory Committee, which has been shared with and considered by the project team. The website and accompanying presentation booklet has allowed interested parties to find out more about the proposals and plans for redevelopment.

The community engagement illustrated an appetite for regular updates regarding the construction methodology and timings. The foundations for doing so have been established through previous correspondence, the website and a register of stakeholders who would like to be kept updated. Maizelands Limited & Arringford Limited will continue to undertake best practice to keep the local community updated throughout the planning process and beyond.

Appendices

Appendix A – Stakeholder ‘Handshake’ Letter



[Ad 1]
[Ad 2]
[Ad 3]
[Ad 4]

16 January 2018

Dear [Stakeholder]

Invitation to meet to discuss the extension and refurbishment of Lincoln House, High Holborn

On behalf of Aberdeen Standard Investment, I am writing to inform you about a forthcoming application for the remodelling, refurbishment and extension of the existing office building, Lincoln House, 296-302 High Holborn, WC1V 7JH.

The site is located within the Holborn Growth Area, which is earmarked for growth and regeneration. Camden Council aim to provide at least 2,000 new jobs between 2011 and 2031. Our vision is to create and deliver outstanding office space with improved retail along the High Holborn frontage.

The building faces High Holborn to the north and the gardens of Lincoln’s Inn to the south. Built in 1956, Lincoln House is an impressive solid stone building by Ley Colbeck and Partners. It has neo-classical detailing across its façade on High Holborn and a red-brick façade to the rear, visible from Lincoln’s Inn’s gardens. It is located within Bloomsbury Conservation Area, however, the building is not listed. The refurbishment and extensions have been designed to respect the existing façade and historic elements of the surrounding area.

Refurbishment of the façade will create a more effective street frontage on High Holborn with a modern double-height reception for the offices and feature bronze wall, with potential elements for public art. The change of use of the financial (A2) unit to retail (A1) will enable a more active frontage with a greater trading area.

The existing internal layout of the building does not meet modern standards and is in need of reconfiguration in order to attract long-term tenants. A rear and roof extension to the building will enable remodelling of the floorspace while providing an uplift in Grade A office accommodation.

The developer, Aberdeen Standard Investment, is one of the world’s largest independent, full-service asset managers, with strong values and over 30 years of expertise. It has a long-term interest in the site and surrounding area.

EPR, the appointed architects, is an award-winning practice with a well-established reputation for quality architecture, ~~interior design~~ masterplanning and interior design. It has extensive experience in Central London and Holborn, including the Rosewood London and the Hoxton, Holborn.

Comm Comm UK is leading the consultation and community engagement for the project. We would be very keen to meet with you to discuss the plans. My colleague, Catherine Street, will be in contact to arrange a meeting. In the meantime, if you have any queries you can get in touch via catherines@commcommuk.com or 020 7125 0421.

Yours sincerely

Jessica Stewart

Comm Comm UK Ltd

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Appendix B – Stakeholder Update Letter



[Ad 1]
[Ad 2]
[Ad 3]
[Ad 4]

16 March 2018

Dear [Stakeholder]

An invitation to meet the project team and view redevelopment proposals for Lincoln House, 296-302 High Holborn, WC1V 7JH

On behalf of Aberdeen Standard Investments, we would like to invite you to meet to discuss redevelopment plans for an exciting scheme to create new, world class office and retail space at Lincoln House, 296-302 High Holborn, WC1V 7JH.

Through remodelling, refurbishing and extending the existing office building, the scheme will provide two retail units on the ground-floor as well as a duplex office to the rear and eight storeys of office space accessed via a modern, double height reception on High Holborn. The existing financial unit will be replaced by a retail unit due to a need for more retail, active premises on High Holborn. There is a desire to have a greater trading floor space in prime areas.

The internal layout of the existing building does not meet modern standards and is in need of reconfiguration in order to attract long-term tenants. A rear and roof extension to the building will enable remodelling of the floorspace while providing eight storeys of Grade A office accommodation. The new proposals will enhance the surrounding area by providing architecture of the highest quality and modern space.

The building faces High Holborn and is located in the Holborn Growth Area, which is earmarked for intensification. London Borough of Camden aims to provide at least 2,000 new jobs between 2011 and 2031. Targeted redevelopment therefore should demonstrate a contribution to enhance the potential of this area.

Comm Comm UK has been appointed by Aberdeen Standard Investments to lead on community engagement. If you would be interested in meeting or have any further queries, please do get in touch with me via 020 7125 0421 or by email at jessicas@commcommuk.com. We have also launched our consultation website, www.lincolnhouse-consultation.co.uk, where there is more information about the scheme.

Yours sincerely

Jessica Stewart

Comm Comm UK Ltd

Appendix C – Neighbour ‘Handshake’ Letter



20 March 2018

Dear Neighbour

Lincoln House, 296-302 High Holborn, WC1V 7JH.

Aberdeen Standard Investments is looking to submit a planning application to Camden Council for an exciting scheme to create new, world class office and retail space at Lincoln House, 296-302 High Holborn, WC1V 7JH.

Through remodelling, refurbishing and extending the existing office building, the scheme will provide two retail units on the ground-floor as well as a duplex office to the rear and eight storeys of office space accessed via a modern, double height reception on High Holborn. The existing financial unit will be replaced by a retail unit due to a need for more retail, active premises on High Holborn. There is a desire to have a greater trading floor space in prime areas.

The internal layout of the existing building does not meet modern standards and is in need of reconfiguration in order to attract long-term tenants. A rear and roof extension to the building will enable remodelling of the floorspace while providing eight storeys of Grade A office accommodation. The new proposals will enhance the surrounding area by providing architecture of the highest quality and modern space.

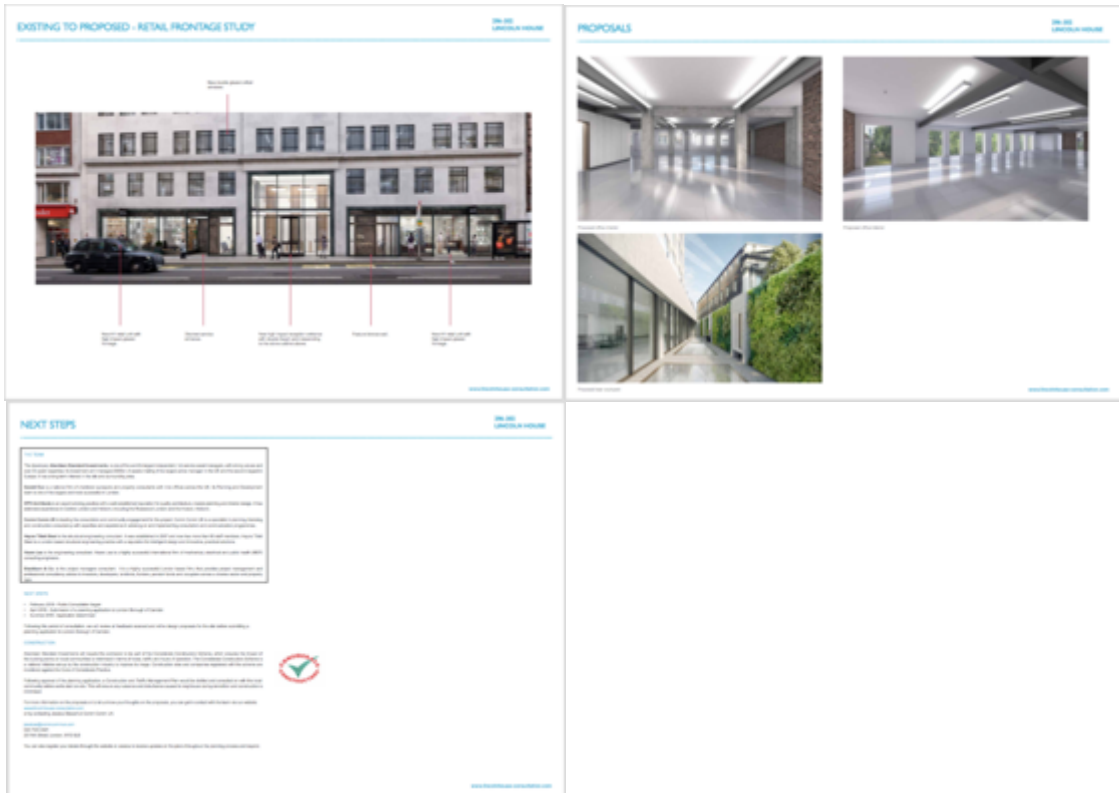
The building faces High Holborn and is located in the Holborn Growth Area, which is earmarked for intensification. London Borough of Camden aims to provide at least 2,000 new jobs between 2011 and 2031. Targeted redevelopment therefore should demonstrate a contribution to enhance the potential of this area.

Comm Comm UK has been appointed by Aberdeen Standard Investments to lead on community engagement. We have launched a website, www.lincolnhouse-consultation.co.uk, where you can find out more information about the scheme and sign up for updates throughout the planning process and beyond. If you have any questions, please do get in touch with me via jessicas@commcommuk.com, 020 7125 0421 or by writing to 25 Frith Street, London, W1D 5LB.

Yours faithfully

Jessica Stewart

Comm Comm UK Ltd



Appendix E – Website Submission

Name: [REDACTED]

Email Address: [REDACTED]

Phone No.:

Address:

Comments: Good morning,
 I found your information letter in my mail this morning.
 I would like more information regarding the planning of the works mentioned: the website schedule only states that the project would be presented to Camden council during spring 2018. But once you get approval, when do you plan to start the works and how long do you expect them to last ?

Thank you for your return.
 Regards,

(Sent via [Lincoln House](#))

Getting too much email from Squarespace <no-reply@squarespace.info>? [You can unsubscribe](#)

Appendix F – Email feedback

From: BCAAC <[REDACTED]>

Date: Monday, 23 April 2018 at 11:35

To: [REDACTED]

Cc: [REDACTED]; [REDACTED]; [REDACTED]

[REDACTED]; [REDACTED]; [REDACTED]

[REDACTED]; [REDACTED]; [REDACTED]

Subject: Re: Lincoln House, 296-302 High Holborn, WC1V 7JH.

Dear Ben,

Thanks for sending through your proposals booklet. We discussed these at the committee and a number of concerns were raised:

1- we regret the increased size and large area of glazing proposed for the entrance foyer onto Holborn. The existing entrance is in proportion to the very classical design of the load bearing facade (designed to look as such anyhow) and you seem to be making a disproportionately large opening without sufficient solidity surrounding it. We do, though, appreciate the restoration of the symmetry to the shop frontages either side. This is an improvement.

2- we were concerned with the bulk and height of the extensions as viewed from Lincoln's Inn garden. They increase yet further the sense of enclosure and the proximity of large buildings into the relatively smaller scale of the earlier buildings directly fronting onto the garden and onto Lincoln's Inn Fields itself with which it is contiguous.

Thanks for sending the information through - we do appreciate being consulted although it is usually more useful to be asked for our thoughts a bit earlier in the development of the proposals.

Kind regards,

[REDACTED]

For
BCAAC

From: [REDACTED]

Sent: 26 April 2018 09:26

To: [REDACTED]; [REDACTED]; [REDACTED]

[REDACTED]

Cc: [REDACTED]

Subject: Lincoln House

Thank you for taking us through your development at our meeting on 26th March 2018.

Our comments are as follows:

- Planning & lease constraints should be put in place to reduce the risk of the Inn experiencing nuisance from balcony use, including limits on times of use, as the Inn enjoys peaceful grounds and has residents immediately adjacent to your development, as well as barristers' chambers, solicitors' offices and retail premises.
- We would like to see stringent noise constraints imposed on contractors during the construction phase. This should be at least to the level imposed on the Inn's development programme. This was c10dBA above the ambient noise levels recorded in the Inn prior to the commencement of our works. This ambient level was 54dBA, so the noise limit for sound measured at the nearest buildings should not be higher than 64dBA.
- We believe you should serve a Party Wall notice on us.
- We understand you or your contractor may require a crane over-sailing licence – we would like to receive confirmation of this please.
- We are seeking the advice of a Rights of Light Surveyor to see if there are any rights of Light issues.

Thank you once again for your time.

Regards,

[REDACTED]

[REDACTED] Programme Director & Director of Estates



The Honourable Society of Lincoln's Inn

Treasury Office

Lincoln's Inn

London WC2A 3TL

Tel: [REDACTED]

Email: [REDACTED]