



ST PANCRAS COMMERCIAL CENTRE STATEMENT OF COMMUNITY INVOLVEMENT AUGUST 2019

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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 Camden Property Holdings Limited (who will henceforth be known as 'the Applicant') to accompany a full planning application that has been submitted to Camden Council for the proposed development for St Pancras Commercial Centre, 63 Pratt Street, London, NW1 0BY ('The Site').
- **1.2** The Application is being made to Camden Council for planning permission and demolition of a non-listed building for the following proposed development:
 - "Demolition of the existing buildings (Class B1c/B8) and erection of 3 buildings ranging in height from five to seven storeys above ground and a single basement level comprising a mixed use development of light industrial floorspace (Class B1c/B8), office floorspace (Class B1), 32 residential units (Class C3), flexible retail floorspace (Class A1/A3) together with associated access and servicing, public realm, landscaping, vehicular and cycle parking, bin storage and other ancillary and associated works".
- 1.3 The Applicant has worked in close partnership with Camden Council on the design of the proposed development delivering a well-considered and high-quality mixed-use proposal for the area, which will retain and reprovide the site's light industrial makerspace, provide new modern office space, 32 new homes of which 44% are affordable, and new publicly-accessible open space.
- **1.4** The Applicant has carried out a thorough consultation programme that has reached out to a broad cross-section of local people including ward councillors, neighbours, local stakeholders, local communities, residents' associations and community groups.
- 1.5 Invitations to meet with key local politicians, amenity groups and businesses; a presentation to a Development Management Forum; a public exhibition; and a presentation at a Developers' Briefing have all ensured that stakeholders 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 Gerald Eve, project managers Blackburn&Co, architects Caruso St John, and communication consultant, London Communications Agency ('Project Team').
- 1.8 The consultation activities that have taken place are in accordance with Camden Council'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 revised National Planning Policy Framework (2019).
- **1.9** The Applicant has fully considered the feedback received throughout the consultation process and, where possible, has responded to and incorporated this within the proposals.

SECTION 2. EXECUTIVE SUMMARY

- 2.1 The Applicant is committed to, and has invested a significant amount of time and resource in the pre-application consultation on the proposals for St Pancras Commercial Centre on 63 Pratt Street, London, NW1 0BY.
- **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 St Pancras Commercial Centre, 63 Pratt Street is owned by Camden Property Holdings Limited and was purchased in January 2018.
- 2.4 The Site is a rectangular shaped block bound by Pratt Street to the south, St Pancras Way to the east, Georgiana Street to the north and Royal College Street to the west.
- 2.5 The Site comprises 12 double height light industrial units (Class B1c/Class B8) which were constructed in the 1980s and are arranged across two separate two-storey terraces which face onto a central access road, that runs northwards through the centre of the Site.
- 2.6 It includes tenants such as plumbing suppliers Wolseley, electrical supplier Edmundson Ltd, The Camden Studio and Camden's Emergency Response Unit for London Underground. Vacant possession is being secured.
- 2.7 The Site is well connected to transport links and is a short walk from Mornington Crescent and Camden Town Underground stations as well as King's Cross and St Pancras stations.
- 2.8 The Site is not located within any of Camden Council's designated conservation areas; however it is adjacent to the Regent's Canal Conservation Area to the north and east, and close to the Camden Town Conservation Area to the west.
- **2.9** The Site also sits within the 'Camley Street Vision', an area framework currently being developed by Camden Council.

Proposals

- **2.10** The proposal is for St Pancras Commercial Centre to comprise a mixed-use development including commercial and residential buildings alongside the reprovision in terms of area of the existing light industrial space, as well as retail and public open space.
- 2.11 The proposals comprise three new buildings of 24,442 sq m (GIA), which will deliver:
 - 16,345 sq m (GIA) of Grade A and flexible office space
 - 765 sq m (GIA) of retail space

- 3,297 sq m (GIA) of light industrial floor space, reproviding the amount which currently exists on site
- 32 new homes of various tenure and scale, 14 of which will be affordable (44% by unit)
- A new public open space in St Pancras and improvements to the surrounding public realm
- **2.12** The Applicant is a long-term investor and has aspirations to stay in the borough.

Consultation

- **2.13** The consultation activities have been made up of five phases:
 - Phase 1 Early Engagement: key local politicians and amenity groups, existing tenants and local businesses (March – May 2019)
 - Phase 2 Development Management Forum: local residents, politicians, amenity groups, existing tenants and local businesses (May 2019)
 - Phase 3 Public exhibition: local residents, politicians, amenity groups, existing tenants and local businesses (June 2019)
 - Phase 4 Developers' Briefing: members of the Planning Committee (July 2019)
 - Phase 5 Ongoing stakeholder engagement: local residents, politicians, amenity groups, existing tenants and local businesses (June – July 2019)
- **2.14** Within these five phases, further activity was undertaken, which is outlined in Section 5: Consultation Activity.

Feedback

- **2.15** In total, 28 people attended the two-day exhibition on Thursday 6 and Saturday 8 June 2019, hosted at St Pancras Community Centre, 67 Plender Street, NW1 0LB.
- **2.16** A total of 5 comments cards were received at the exhibition, while verbal comments were noted, and are recorded separately in Section 6.
- **2.17** Written feedback from the exhibition was mostly positive, with 16 of 18 comments received, broken down thematically (see below), being supportive of the proposals.
- **2.18** These supportive comments related to the high-quality design of the proposals (three), the quality of materials used (three) and the proposals being sympathetic to the local context (two).
- **2.19** The other two comments were neutral, and related to concerns over the loss of green space to the east of the site, and what soft landscaping could be included to minimise the loss.

- **2.20** Two other comments noted the potential the proposals would have in regenerating the St Pancras area.
- **2.21** Three verbal comments were received relating to concerns over the height of the proposals, while another two verbal comments related to concerns over the massing proposed.

Responding to feedback

- **2.22** All feedback was taken on board throughout the public consultation process and changes outlined are reflected in Section 7.
- **2.23** This Statement of Community Involvement includes a detailed analysis of all comments received during the consultation process, including the public exhibition.

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, existing tenants, businesses and residents, through letters;
 - 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, an exhibition, comments cards, email and Freephone;
 - 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; and
 - To work closely with the Camden Council 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 March July 2019 on the proposals for St Pancras Commercial Centre, 63 Pratt Street, London, NW1 0BY.
- **4.2** The consultation strategy consisted of five 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, amenity groups, existing tenants and local businesses (March – May 2019)
 - Phase 2 Development Management Forum: local residents, politicians, amenity groups, existing tenants and local businesses (May 2019)
 - Phase 3 Public exhibition: local residents, politicians, amenity groups, existing tenants and local businesses (June 2019)
 - Phase 4 Developers' Briefing: members of the Planning Committee (July 2019)
 - Phase 5 Ongoing stakeholder engagement: local residents, politicians, amenity groups, existing tenants and local businesses (June – July 2019)
- 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 Camden Council's own Statement of Community Involvement and with Our Camden Plan, LBC's community strategy.
- **4.4** This strategy also reflects the principles outlined in the National Planning Policy Framework (February 2019) that encourages early and proactive community consultation. Paragraph 128 of the NPPF document reads:
 - "Applicants should work closely with those affected by their proposals to evolve designs that take account of the views of the community. Applications that can demonstrate early, proactive and effective engagement with the community should be looked on more favourably than those that cannot."
- 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.stpancrascampus.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 March – July 2019.

Phase 1 – Early Engagement: key local politicians, amenity groups, existing tenants and local businesses (March – May 2019)

- **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 Council officers were arranged and held.
- 5.3 Letters and emails were sent to ward councillors, other key politicians, local amenity groups, existing tenants and businesses to introduce the Applicant, the need to transform the St Pancras Commercial Centre, introduce the Applicant's emerging proposals and to offer a meeting in order to brief each in further detail.
- 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, due to the site's location, the Regent's Canal. A full list of stakeholders contacted can be found in Appendix A.
- **5.5** All of the aforementioned groups received personalised invitations for meetings, invitations to attend the DMF, and to attend the public exhibition.
- **5.6** A summary table of all correspondence with ward councillors, other key politicians, local amenity groups, existing tenants and local businesses during this phase can be found below:

Date	Correspondence
	Introductory letters and emails informing key stakeholders of the proposals
27 March 2019	for the Site, that consultation will be starting and an offer of a meeting (see
	Appendix B).
	Emails inviting key stakeholders to attend Camden Council's Development
24 April 2019	Management Forum (DMF) to share early proposals, with the offer of a
	meeting (see Appendix C).
	Emails following up on the DMF sharing links to both the planning officer
3 May 2019	presentation and developer presentation as presented, maintaining the offer
	of a meeting (see Appendix D)
28 May 2019	Invitation emails to key stakeholders, informing them of the public exhibition
20 Way 2019	held on Thursday 6 and Saturday 8 June (see Appendix E).
4 June 2040	Invitation emails to ward councillors, informing them of the public exhibition
4 June 2019	held on Thursday 6 and Saturday 8 June (see Appendix F).

5.7 The Applicant sought to arrange meetings with the full list of stakeholders referred to in Appendix A, however during this phase of early engagement no meetings were secured. This was attributed to:

- Stakeholders acknowledging receipt of correspondence, but not feeling one-to-one engagements were necessary, preferring to attend the council-organised DMF, or exhibition;
- Stakeholders expressing an interest in the proposals, but noting the scheme was not of sufficient importance to their interests;
- Stakeholders confirming an interest in meeting, but with no date secured in this phase of engagement.
- 5.8 Specifically, out of those contacted in Appendix A, the Somers Town Community Association asked to receive the DMF presentation but sought no meeting, the Somers Town Neighbourhood Forum and King's Cross Development Forum both noted the scheme was outside their area of interest, and the Regent's Canal Conservation Area Advisory responded to emails however did not seek to meet with the Applicant or project team.

Phase 2 – Development Management Forum: local residents, politicians, amenity groups, existing tenants and local businesses (May 2019)

- **5.9** 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.
- 5.10 The Applicant presented the scheme at a Development Management Forum on Wednesday 1 May 2019 at St Pancras Community Centre, 67 Plender Street, London, NW1 0LB, at 5.45pm. This was organised and publicised by the Camden Council and was open to all members of the public. As noted above, the Applicant also wrote to all the key stakeholders as outlined in Appendix A including ward councillors, local amenity groups and businesses inviting them to the meeting as a courtesy on Wednesday 24 April. A copy of the letter can be found in Appendix C.
- **5.11** Several members public attended the DMF meeting, representing a range of amenity groups and current site tenants, as well as interested individuals. These included:

Current tenants of St Pancras Commercial Centre

- Rexel Electrical Paul Jordan, Manager
- Edmundson Electrical Patrick Henry, Manager
- Camden Studios Pete Gregory, Studio Manager

Other

- Ossulston Tenant's and Residents' Association (TRA) Helia Evans, Secretary
- 5.12 Following a short introduction from the Forum chair, planning officers gave a short presentation on the planning context and considerations. The Applicant's project team made up of Sascha Lewin (the Applicant), Alex Neal (Gerald Eve), and Peter St John (Caruso St John) then ran through a 20 minute presentation on the scheme. This was followed by a Q&A session. The Applicant recorded all comments to consider the views expressed and these were fed back to the design team.
- **5.13** Attendees shared a number of comments on the proposals during the DMF, which have been summarised below according to theme:
 - Light industrial provision concerns around whether all of the existing light industrial space
 could be reprovided within the new development, and that the site is the only light industrial
 area in Camden.
 - Transport / parking concerns relating to additional trips being made to the site, even if the
 development proposed to be car-free, and any cumulative impact which could occur following
 the newly-introduced one-way system along Royal College Street; and that this could have an
 effect on congestion during working hours.
 - Housing questions raised around the affordable units would be suitable for families and whether these would be managed by the council.
 - Public Realm a comment relating to the amount of light that would be able to enter the
 public route linking Royal College Street and St Pancras Way.
 - **Sustainability** question relating to what specifically made the development sustainable, and a question relating to the use of sustainable materials.
- **5.14** 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. At the time of drafting this SCI, these have not yet been uploaded.
- **5.15** Later in the week, emails were sent to key stakeholders on Friday 3 May 2019, offering a meeting to discuss the proposals. These have been included in Appendix D. While the Applicant received some responses to these invitations, no meetings were secured, as is captured in the table on page 9 of this document.

Phase 3 – Public exhibition: local residents, politicians, amenity groups, existing tenants and local businesses (June 2019)

5.16 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.

5.17 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.
- **5.18** A number of methods were employed to promote the exhibition, including:
 - Personally addressed emails an invitation email was sent to key stakeholders as outlined in Appendix A, including ward councillors, other key politicians, local amenity groups and businesses on Tuesday 28 May 2019 9 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 email can be found in Appendices E-F.
 - Flyers to local residents 3,564 flyers were distributed to homes and businesses within the vicinity of the Site two weeks 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 G-I.
 - 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 c. 47,000), on Thursday 23 and Thursday 30 May 2019. A copy of advert artwork that appeared in the Camden New Journal can be found in Appendix J.
 - Consultation website the website (<u>www.stpancrascampus.co.uk</u>) contained information
 about the public exhibition, downloadable versions of the A0 exhibition display boards and
 contact details for people to provide their feedback. Screenshots of the website can be found
 in Appendix K.
- **5.19** The first public exhibition was held over two days, including a weekend and evening in order to maximise opportunities to attend.
 - Thursday 6 June 3.30pm 7.30pm
 - **Saturday 8 June** 10am 2pm
- 5.20 The location for the exhibition St Pancras Community Centre, 67 Plender Street, NW1 0LB was chosen to ensure that it was convenient for those living and working close to the development proposals to attend, and that it had been previously chosen by Camden Council to host the DMF the Applicant presented at on Wednesday May 1. Photos from the exhibition can be found in Appendix L.
- **5.21** Across the two days a total of 28 people attended the public exhibition. As well as local residents, attendees also included:
 - Regent's Network Secretary, Del Brenner
 - Star Wharf Residents Management Company Director, Christine Archer
 - St Pancras Community Association Director, Graham Cobb
- **5.22** Other attendees included local residents, local businesses and representatives from local community groups.

- **5.23** 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, Gerald Eve; the architects, Caruso St John; and the communications consultant, London Communications Agency.
- **5.24** 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.
- **5.25** The display boards used at the exhibition were designed to be informative, engaging and clearly explain the context of the early proposals.
- **5.26** A suite of nine A0 exhibition boards were produced with the written information provided in clear and concise English. Images, maps and diagrams, computer generated illustrations and façade models were used to explain the proposals.
- **5.27** The information displayed on the boards was also made available to view and download from the consultation website from Thursday 6 June, the first day of the exhibition.
- **5.28** The public exhibition boards can be viewed in full in Appendix M and the board titles have been set out in the table below:

Board No.	Board title	Board content
1	Welcome to the Public	Welcome to the exhibition, which sets out the aims of
	Exhibition/Introduction to the Project Team	the exhibition and an introduction to the project team.
2	Site and	Explanation of the history of the site and its
	Context/Conservation	development over time, and its context relative to the surrounding conservation areas.
3	Overview of the Proposals	Outlining the main elements of the proposals, with proposed layout.
4	Boosting the Local Economy	Explanation of the economic benefits the proposals
		will create for Camden Council and the local
		economy.
5	Delivering New Homes	Highlighting the size, mix and affordable split of the
		proposed homes
6	Creating New Public Routes	Focus on the new public spaces and pedestrian
	and Spaces	routes.
7	Context-Driven Architecture	Focus on the architectural style of the proposals
		drawing influence from local landmark buildings.
8	Transport and	Outlining the proposed management of the potential
	Parking/Construction and	increase in transport, as well as management of the
	Logistics	site during construction.
9	Summary/Thank You	Re-capping the main elements of the proposals,
		thanking attendees for coming and highlighting the
		relevant feedback mechanisms for attendees to
		comment post-exhibition.

- **5.29** 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 N).
 - Dedicated consultation email address stpancrascampus@londoncommunications.co.uk.
 - Dedicated consultation website a consultation website was set up, alongside the
 consultation email address clearly marked to share comments, as well as access the
 exhibition boards used on Thursday 6 and Saturday 8 June www.stpancrascampus.co.uk.
 - **Freephone** a Freephone number 0800 307 7962 was set up as another mechanism for commenting on the scheme, where members of the public could leave a message and ask to be called back.
 - Verbal feedback to members of the project team staffing the event.
- **5.30** 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.
- 5.31 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.
- **5.32** The Applicant has responded to the written and verbal feedback provided by exhibition attendees below, and highlighted how this has been incorporated into the proposals where possible, in Section 7.

Phase 4 - Developers' Briefing: members of the Planning Committee (July 2019)

- 5.33 On Tuesday 9 July 2019, the project team attended a briefing and Q&A session at the Crowndale Centre, 218 Eversholt Street, NW1 1BD at 5.45pm, in which members of Camden Council's Planning Committee and the local ward councillors, were invited. This was arranged by Camden Council.
- **5.34** This was attended by members of the project team and the following Camden Council representatives:
 - Heather Johnson (Lab), Chair of the Planning Committee
 - Anna Wright (Lab), Planning Committee member
 - Jenny Mulholland (Lab), Planning Committee member
 - Paul Tomlinson (Lab), St Pancras and Somers Town ward councillor

- **5.35** 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:
 - Housing namely the reasoning behind the segregation of market and affordable housing in separate blocks, the implications of this and the affordable split between social and intermediate rent
 - Existing tenants questions were raised about what discussions there had been with existing tenants about their future on side
 - **Industrial workspace** points were raised about the amount of industrial space coming forward in the new proposals and whether this is equivalent to that which currently exists
 - **Public space** questions were raised about residents' access to the public space as well as its separation from the servicing route proposed to protect children who may use the space.

Phase 5 – Ongoing stakeholder engagement: local residents, politicians, amenity groups, existing tenants and local businesses (June – July 2019)

- **5.36** Following invitation emails sent to ward councillors, informing them of the public exhibition held on Thursday 6 and Saturday 8 June (see Appendix F) the Applicant received an email from St Pancras and Somers Town ward councillor Cllr Roger Robinson, asking to meet.
- **5.37** The project team subsequently met Cllr Robinson on Tuesday 11 June; below is a summary of comments made during the meeting:
 - Questions were asked over the amount of affordable housing and disabled access to the homes, and it was welcomed that the homes could be easily adapted for disabilities.
 - Security relating to the internal open space, and that any proposed CCTV should be relayed to the nearby police base at Holmes Road police station.
 - Welcomed the use of the proposed materials and that these took into consideration locally significant buildings.
- **5.38** The project team is committed to maintaining an open dialogue with stakeholders and the public in advance of, and throughout the statutory consultation period.

SECTION 6. COMMENTS AND ANALYSIS

6.1 This section includes a summary and analysis of the feedback received at the public exhibition on Thursday 6 and Saturday 8 June 2019.

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 was 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, including verbal feedback in a separate table. No further comments have since been received via email in subsequent weeks.

Summary of feedback

- 6.5 In total, 28 people attended the two-day exhibition on Thursday 6 and Saturday 8 June 2019, hosted at St Pancras Community Centre, 67 Plender Street, NW1 0LB.
- **6.6** A total of 5 comments cards were received at the exhibition, while verbal comments were noted, and are recorded separately.
- **6.7** As noted, no further comments were received via email in subsequent weeks.
- **6.8** Written feedback from the exhibition was mostly positive, with 16 of 18 comments received, broken down thematically (see below), being supportive of the proposals.
- **6.9** These supportive comments related to the high-quality design of the proposals (three), the quality of materials used (three) and the proposals being sympathetic to the local context (two).
- **6.10** The other two comments were neutral, and related to concerns over the loss of green space to the east of the site, and what soft landscaping could be included to minimise the loss.
- **6.11** Two other comments noted the potential the proposals would have in regenerating the St Pancras area.
- **6.12** Verbally, a small number of people raised concerns around the proposals, with three comments expressing concern over the heights of the proposed buildings, with an additional two expressing concern over massing.

Written comments

- **6.13** In total, out of the five people that shared their feedback, each stated their support for the proposals.
- **6.14** In addition, 16 out of 18 comments about the proposals made in the open comments section in the feedback form were positive.
- **6.15** Two other comments were made that required further consideration from the team and are outlined below.
- **6.16** Overall, people were pleased with the high quality design of the proposals, the choice of materials and it being sympathetic to the local context.
- **6.17** 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 have been further categorised by sentiment.

Comment Theme	Number of comments cards that featured this comment theme	Sentiment (positive, neutral, negative)
Positive		
General support for the		
scheme (of 5 comments cards)	5	Positive
Pleased with the general		
design of the proposals	3	Positive
Pleased with the choice of		
materials	2	Positive
Will help regenerate/reanimate		
the area	2	Positive
Thinks the scheme is		
sympathetic to the local area		
context	2	Positive
Consider landscaping of area		
to compensate for loss of		
green space	2	Neutral
Pleased that no additional		
parking is proposed	1	Positive
Explicitly supportive of the		
application	1	Positive
Total	18	

- **6.18** Examples of comments made in support of the project:
 - "Excellent scheme that reanimates a particularly bland stretch of Royal College Street. The choice of materials are an echo of the architecture of the area."

- "Sensitive approach to a complex site taking a wide view of the changing nature of Camden.
 Excellent scheme."
- "Looks great. Can't wait to see its progress. Great layout and design. Think it will make a positive change to Camden and make it more metropolitan."
- **6.19** Examples of comments for further consideration:
 - "Landscaping (soft) should be considered to reanimate existing green path."
 - "Green space and trees are important as we're losing the green area that exists."

Verbal comments

6.20 As referenced above, attendees also commented verbally to the consultation team, which has been captured below.

Comment Theme	Number of times this comment featured in discussions	Sentiment (positive, neutral, negative)	
Positive			
Concerns relating to the height			
of the proposals	3	Neutral	
Concerns relating to the			
massing of the proposals	2	Neutral	
Total	5		

SECTION 7. RESPONDING TO FEEDBACK

6.21 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	Pr	oject Team response
Considering landscaping of area to	•	12 new trees will be provided along with a
compensate for loss of green space on site		new open public space with soft landscaping
		to create an area for residents and local
		people to enjoy.
Concerns relating to the height of the	•	The top two storeys of the tallest building
proposals		have been deliberately stepped back to
		mitigate any impact at street level.
Concerns relating to the massing of the	•	The buildings consciously respect the five-to-
proposals		seven storey heights that characterises other
		development in the Regent's Canal area. The
		massing of the scheme has also been broken
		up by including sensitive detailing that
		responds to the local architecture.

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, existing tenants and local businesses 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 (p21)
- Appendix B Introductory letters and emails informing key stakeholders of the proposals for the Site (p22)
- Appendix C Emails inviting key stakeholders to attend Camden Council's Development Management Forum (DMF) (p24)
- Appendix D Follow-up emails sharing presentation links from DMF (p24)
- Appendix E Invitation emails to key stakeholders for the public exhibition (p25)
- Appendix F Invitation emails to ward councillors, for the public exhibition (p26)
- Appendix G Flyer advertising exhibition (p27)
- Appendix H Flyer distribution area map (p29)
- **Appendix I –** Flyer confirmation delivery report (p30)
- Appendix J Camden New Journal exhibition advert (p31)
- Appendix K Consultation website screenshots (p32)
- Appendix L Photos of the exhibition (p33)
- **Appendix M –** Public exhibition display boards (p34)
- Appendix N Exhibition comments card (p43)

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Appendix A – Full list of stakeholders contacted by the Applicant

Camden Council leadership and Cabinet Members:

• Cllr Danny Beales, Cabinet Member for Investing in Communities and an Inclusive Economy

Camden Council Officers:

- Kate Henry
- Frances Madders
- Rose Todd
- Tatai Dewes

St Pancras and Somers Town ward councillors:

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

Local amenity groups:

- Elm Village Tenants & Residents Association
- Friends of Regent's Canal
- King's Cross Environment
- King's Cross Neighbourhood Forum
- King's Cross Development Forum
- Regent's Canal Conservation Area Advisory Committee (RCCAAC)
- Regent's Network
- Somers Town Community Association
- Somers Town Neighbourhood Forum

Local businesses:

• Urban Partners (King's Cross and St Pancras Business Partnership)



Appendix B – Introductory letters and emails to key stakeholders

From: Declan Bennett

Sent: Wednesday, March 27, 2019 6:43 PM To: 'samata.khatoon@camden.gov.uk'

Subject: St Pancras Campus - meeting request

Dear Cllr Khatoon,

Please see attached a letter from Sascha Lewin of Westminster Real Estate (W.RE) requesting a meeting to discuss early redevelopment proposals for the St Pancras Commercial Centre.

Letters have also been issued to your fellow ward councillors and we would ideally like to arrange a meeting over the next few weeks.

Please do let me know if there is a date and time that is preferable for you and I will make arrangements. Alternatively please do not hesitate to get in touch should you have any further questions.

Kind regards, Declan

Councillor Samata Khatoon London Borough of Camden Member Support, Town Hall Judd Street, London WC1H 9JE

27 March 2019

Dear Cllr Khatoon,

RE: Proposals for St Pancras Commercial Centre - meeting request

I am writing to you on behalf of W.RE regarding the St Pancras Commercial Centre on Pratt Street, to request a meeting to discuss our early redevelopment proposals for the site.

The proposals seek to replace the existing low-rise, 1980s industrial units on the site and create a new mixed-use development consisting of office space, retail and new homes, alongside the reprovision of the light industrial uses. Our current estimates are that the new development could support over 1,300 more jobs than are currently supported on the site and have a significant and positive impact on the local economy.

The project team, led by Stirling Prize-winning architects Caruso St John, has held a number of meetings with planning officers at the London Borough of Camden to discuss our early proposals. We now intend to undertake a programme of engagement with the community and would like to meet with you ahead of this to discuss our plans in more detail.

In order to arrange this meeting I am asking Declan Bennett from our community consultation team at London Communications Agency to contact you to arrange a suitable date. Declan can be contacted on 020 7291 1504, or via email on db@londoncommunications.co.uk should you have any queries.

I look forward to engaging with you as we develop the proposals.

Yours sincerely,

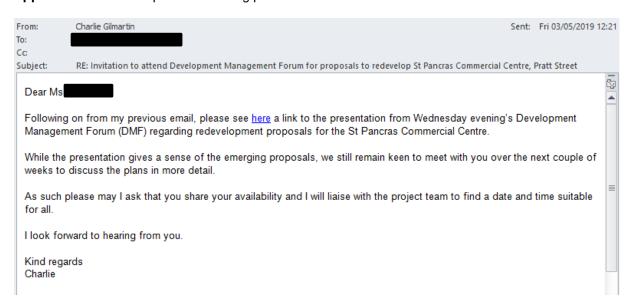
Sacha Lewin Managing Director

W.RE

Appendix C – Emails inviting key stakeholders to attend Camden Council's Development Management Forum (DMF)

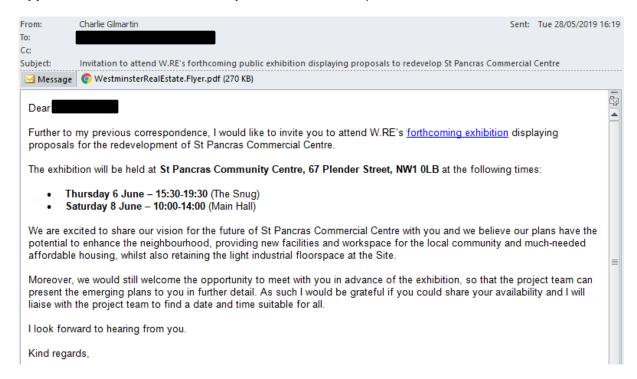


Appendix D - Follow-up emails sharing presentation links from DMF





Appendix E – Invitation emails to key stakeholders for the public exhibition





Appendix F – Invitation emails to ward councillors, for the public exhibition

From: Duncan Hepburn < DH@londoncommunications.co.uk>

Sent: 04 June 2019 13:53

To: Robinson, Roger (Councillor) < Roger.Robinson@camden.gov.uk>

Subject: RE: St Pancras Campus - Public exhibition

Dear Councillor Robinson,

I just wanted to make you aware that we are holding a public exhibition of the proposals for St Pancras Commercial Centre this Thursday and Saturday at the St Pancras Community Association (67 Plender Street, NW1 0LB). I have attached the flyer we sent out locally and copied the details below for ease.

Where:

St Pancras Community Centre, 67 Plender Street, NW1 0LB

When:

Thursday 6 June from 15:30 – 19:30 (The Snug) Saturday 8 June from 10:00 – 14:00 (Main Hall)

Do let me know if you can attend and I will try to make sure I am there to say hello and answer any questions you might have.

Many thanks,

Appendix G - Flyer advertising exhibition



W·RE

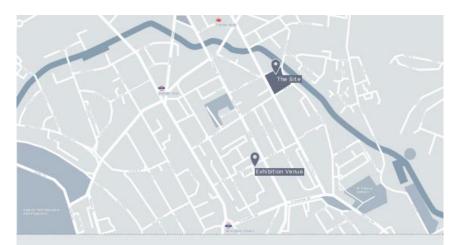
Public Exhibition

W-RE is bringing forward the redevelopment of St Pancras Commercial Centre

On behalf of W·RE, I would like to invite you to a public exhibition displaying proposals for the redevelopment of St Pancras Commercial Centre on Pratt Street.

We are excited to share our vision for the future of St Pancras Commercial Centre with you and we believe our plans have the potential to enhance the neighbourhood, providing new facilities and workspace for the local community and much-needed affordable housing, whilst also retaining the light industrial floorspace at the Site. Whether you are a neighbour, local business or just

Whether you are a neighbour, local business or just interested in the floorspace at the Site, we invite you to view our plans and make comments.



W·RE

Where

St Pancras Community Centre, 67 Plender Street, NW1 OLB

When

Thursday 6 June

15:30 - 19:30 (The Snug)

AND

Saturday 8 June

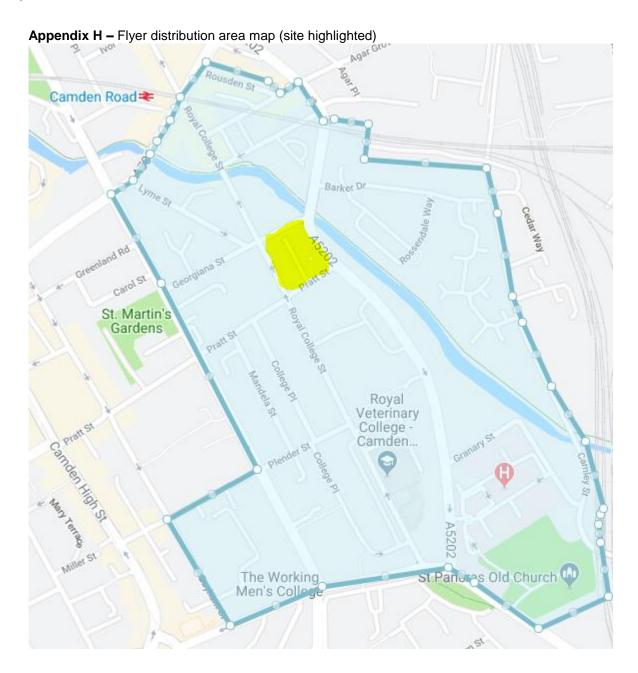
10:00 - 14:00 (Main Hall)

If you cannot attend the public exhibition, but would like to know more about the proposed redevelopment, please get in touch with the team at stpancrascampus@londoncommunications.co.uk or on 0800 307 7962.

Alternatively please note that the exhibition materials will be available to view online at the consultation website – www.stpancrascampus.co.uk_from Thursday 6 June.

We look forward to hearing from you.





Appendix I – Flyer confirmation delivery report

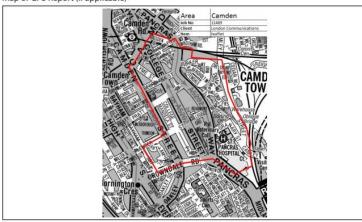
Contact: Charlie Gilmartin Completed: 23/05/2019 Job Number: 11489

Client: London Communications Agency

Quantity: 3564

Summary: W.RE

Map or GPS Report (if applicable)



Missed Properties List

Road/Street/Building	No Entry	Refusal	Left in Reception	Other
			-	
	1			7

Note: No Entry, Refusal and Other will be posted via Royal Mail 1st Class

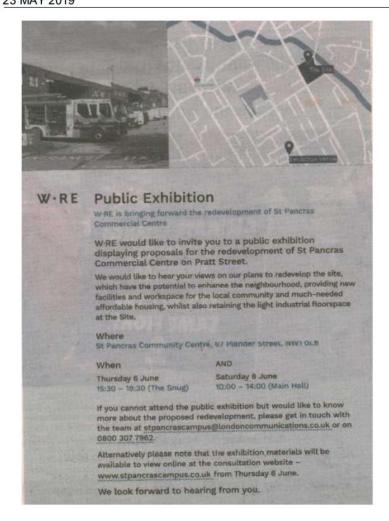


Appendix J - Camden New Journal exhibition advert



PRESS CUTTING

Camden New Journal, P13 23 MAY 2019



Appendix K – Consultation website screenshots

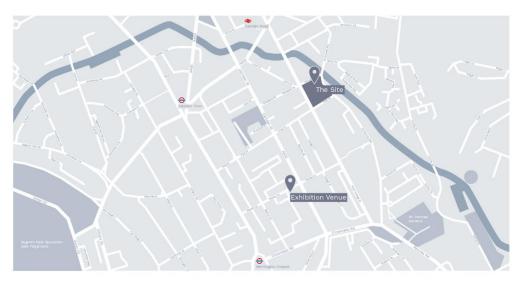
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Where

St Pancras Community Centre, 67 Plender Street, NW1 0LB

When

Thursday 6 June

15:30 - 19:30 (The Snug)

AND

Saturday 8 June

10:00 - 14:00 (Main Hall)

If you cannot attend the public exhibition, but would like to know more about the proposed redevelopment, please get in touch with the team at stpancrascampus@londoncommunications.co.uk or on 0800 307 7962.

We look forward to hearing from you.

View materials

If you were unable to attend the exhibition, you can download and view the exhibition boards here.

Download

Appendix L – Photos of the exhibition



Appendix M - Public exhibition display boards

St Pancras Commercial Centre

W · R E Caruso St John Architects

WELCOME TO THE PUBLIC EXHIBITION

Thank you for coming to the exhibition today.

The information on display describes proposals for the site of the St Pancras Commercial Centre. Mans for the site have been put in motion by the London-based developer W-uz and involve replacing the existing light industrial units and shared yard with three new buildings. In the proposals shown here, these new buildings. In the proposals shown here, these new buildings re-provide the same amount of light industrial floor space that is on the site currently in addition to housing, office and retail uses and a new public open space.

The purpose of this display is to allow local people to see the proposals for the St Pancras Commercial Centresite, talk to the project wam about the proposals, and submit any comments or fee dhack.

INTRODUCTION TO THE PROJECT TEAM

The project has been designed by Caruso St John Archivects, based in London, who won the RIBA Stirling Prize in 2016. A team of engineers and landscare architects have worked alongside Caruso St John to develop the proposals and this team has been in dialogue with the London Borough of Camden and the Greater London Authority.

We are hoping to submit an application for our proposals for planning permission later in the summer and this is an opportunity for you to influence the designs before the formal planning application is lodged.



Above Itria ting a ite plan approx. 15000



Altress: A strial view of the airefrom the nor th



W · R E Caruso St John Architects

SITE AND CONTEXT

The site sits between the Georgian grid of Camden, that developed in the eighteenth century, and the sites of industrial buildings that grew along Regent's can al in the nineteenth century. The current industrial units were built in the 1980s, replacing a power station, housing, factories and a fish processing works.

The site is currently 60% leased.

The London Borough of Camden are developing a framework called the 'Camley Street Vision' which the site is within.



Above Hair ting view from St Pap one Why looking south

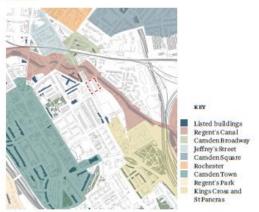


Above - Bristing view on Boyal College Street holding south

CONSERVATION

Although the site is not within a Conservation Area, it is adjacent to the Regent's Canal Conservation Area to the north and east and dose to the Camden Town Conservation Area to the west. The re are some locally listed buildings nearby and the scheme is designed to respond to the character of this part of the city.

The proposals aim to contribute to a canalside neigh bourhood with a ctivity and vitality at the weekend and in the even ings. Our proposals add to other projects nearby, which will positively contribute to this part of Camden.





Above Buisting view northon Royal College Street

W · R E Caruso St John Architects

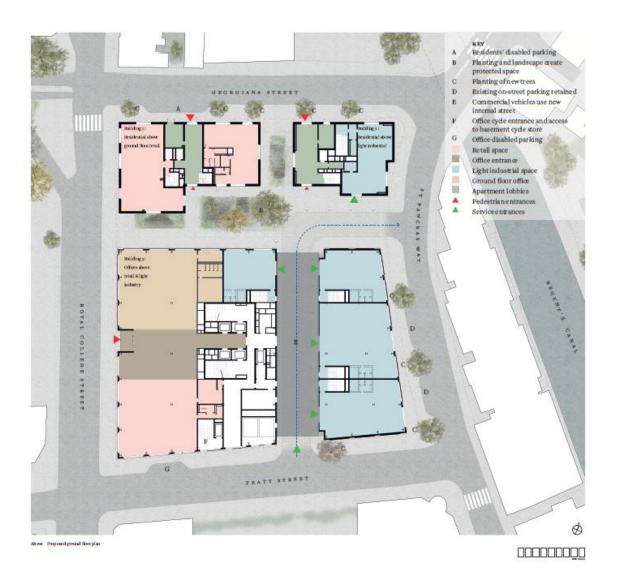
OVERVIEW OF THE PROPOSALS

The proposals will help to regenerate the area and develop buildings that make a greater contribution to the street. Split into three buildings of five, six and seven storeys, there is a very diverse range of uses and activity in the proposals, including:

- The retention of light industrial creative makerspace
- Provision of modern flexible office space with scope for up to 1200 jobs including creative industries and small and medium-sized enterprises
- Thirty new homes, ranging from one to four bedrooms of which 47% are affordable by unit number
- Provision of new active public uses at ground floor
- New publicly-accessible open space



Above Proposed section through the six



W · R E Caruso St John Architects

BOOSTING THE LOCAL ECONOMY

The scheme has the potential to provide a range of local economic benefits

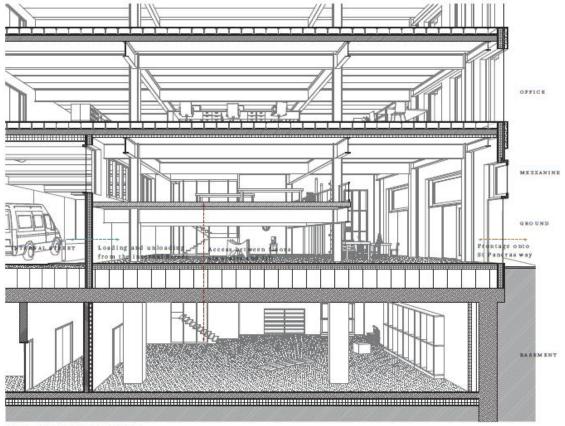
- We intend to build new light industrial floor space on a like-for-like basis with no loss of area
- We plan to deliver more than 13,000m² of newworkspace with the potential to support approximately 1,200 jobs
- We anticipate that this will help to boost the local economy by an estimated £1.8m per year and would contribute approx. £2.0m annually to Camden's busine ss rates
- Notwithstanding development in King's Cross, there has actually been a reduction in workspace in Camden in recent years and there is currently high demand for more employment space
- W.R.E. are open to discussion with the existing menants about potentially returning to the site, on or the buildings are complete, subject to planning approval



Above View of Harkhome Works bogs, London



Above Works hope held space, Strinkob Striftune, Surish



Above: Proposed perspectives extres through a light industrial uni

W · R E Caruso St John Architects

DELIVERING NEW HOMES

The proposals involve the provision of two residential apartment buildings, one five-storey block for sale on the open market and one six-storey building for affordable housing.

- In total the scheme could provide thirty new homes
 These would be a mix of one, two, three and fourbedroom apartments, all of which can be adapted for
 whe dehair users or peoplewho are disabled or infirm
 Fourteen of these apartments are proposed as
 affordable, going beyond Camden's policy requirement,
 and en our aging a diverse community mix
- There is a four-bedroom a partment in the affordable building which is designed for a family with a whe dchair user and provides extra space for access
- All the homes are carefully designed with equal space standards and the design is 'tenure blind'
- All a partments have an extensive balcony area for outdoor amenity space
- Residents will have access to a new landscape d courtyard









Above Proposed view looking south on Boyal College Street



W · R E Caruso St John Architects

CREATING NEW PUBLIC ROUTES AND SPACES

The quality of the public realm is critical to the success of the scheme as a place to live, work and visit. Our proposals involve new public open space and trees within the six boundary and improvements to the surrounding streets including the reportovision of twelve trees.

- We hope the development will be well utilised and that it will form part of a pleasurable new route between Gamden Town and King's Cross
- The proposals include new trees and soft landscaping based on precedents in Camden and elsewhere
- The publicopen space will be managed by W-RE who will be a long-term investor, partner and stakeholder in the area
- The site will be safe and secure for residents, employees and visitors and we have already begun dialogue with the Metropolitan Police and Camden a bout designing out crime





A-Terrural misp lantinggasses, free, spilling preemings spin besoft colour



- Tailer, a true turned plantinglets ba, tail grasses, moments



C. Timber middles



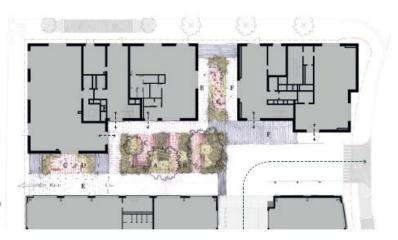
D-Plantin geologising between Indee oobbies, creatings soft



II-Stone satis



F-Highlytactiles unface mater meriting thresholds and distinction between pedestrial only arms and schilder outer.



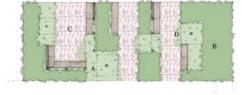






Above . Bromp is sof gardens and public operapsess in dusting the letter ϵ plays res





Above Detailed plan and section of the proposed torsion diplicating



W · R E Caruso St John Architects

CONTEXT-DRIVEN ARCHITECTURE

The division of the site into three buildings helps the project to mediate between the scale of large institutional and apartment buildings on Royal College Street, and the more modest domestic scale to the north. The use of red sandstone with white details on the office building and brick on the apartment buildings relates to nearby Victorian and Edwardian buildings.

- As a long-term owner of the site, it is important to W-R E that the buildings are enjoyed for years to come and made with good quality robust materials
- The buildings take the Goldington Buildings and 74-80 Camden Street as a starting point in terms of colour, material and scale
- The office and light industrial building is dad with red sandstone, white precast concrete and metal
- The apartment buildings are made of brick and glazed tile and relate more to the scale and om ament of the near by public houses in particular The Prince Albert and The Constitution
- The buildings consciously respect the five to seven storey heights that have characterised development by the Regent's Canal up till now, including Highstone Mansions, Alpha House, Star Wharf and Canalside Studios













Top Model of the light industrial and office building



Above Proposed view holding north on its yell College Street



W · R E Caruso St John Architects

TRANSPORT AND PARKING

We under stand there is strong local awareness about vehicle access on St Pancras Way and on Royal College Street and that for theoming cycle lane schemes are being developed. The design team have worked with a transport consultant to devise ways to safely manage deliveries and servicing.

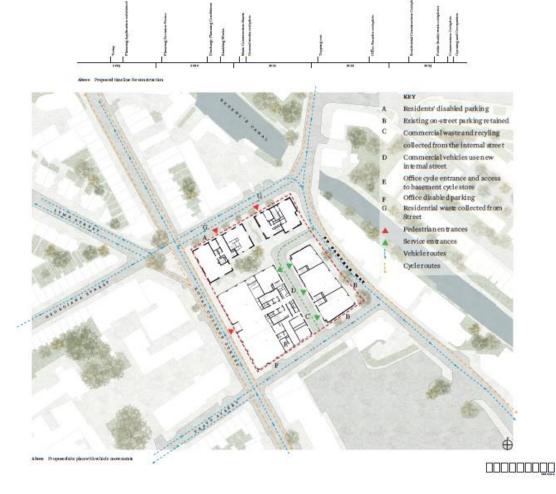
- The scheme has been designed as a car-free development so that new office workers and residents do not add to the volume of cars on and around the site
- Visitors and deliveries to the new buildings will generate additional trips but we have put forward a draft transport planto manage this
- To make sure the light industrial units can be a dequately serviced, we are proposing an access only servicing road, which will be traffie-light controlled, with entry on Prait Street and exit on St Pancras Way
- This servicing route obviates the need for vehicles to reverse or turn in the service yard as they do now

CONSTRUCTION AND LOGISTICS

Subject to securing planning permission, construction would start on site in summer 2020. Early works would include demolition of the existing structures and a period for site set up. We are hoping the main works will commence in Spring 2023 with completion in the Summer of 2023.

We are conscious of the implications of the long duration of the project and we propose to mitigate adverse effects on neighbouring residents and businesses with the following measures:

- Hours of operation will be stipulated by the London Borough of Camden: 8am-6pm Monday to Friday and 8am to 1pm on Saturdays
- Deliveries will be targeted at off peak times to ease congestion on neighbouring roads. This will form part of the selected contractor's Construction Management Plan
- Disruption to neighbouring properties will be mitigated with wheel-washing and dust control measures in place.
 Air quality monitoring will take place throughout construction
- Control and monitoring of noise and vibration will be undertaken and recorded by the selected contractor
- Regular newsletters will be made available to local residents with contact numbers for key personnel



W · R E Caruso St John Architects

SUMMARY

The project offers an umber of bene fits to the community:

- Deliver thirty new homes ranging from 1-4 bedrooms, 47% of which are affordable based on unit number
- Create the potential for up to 1200 new jobs and bring
- employment to this area of Camden

 Retain the existing light in dustrial floorspace

 Increase local spending by approximately £1.8m

 annually
- Generate approximately £2.0m in business rates for Camden
- Define an ew public open space in St Pancras for the
- community to enjoy

 Improve access and servicing arrangements for light industrial tenants

THANK YOU

Thankyou for attending, we would like to hear your views on our proposals before we submit a planning application to the London Borough of Camden. You can share your views by:

- Billing in a comment oard at the exhibition or posting your completed card to us using the stamps and envelopes
- $\bullet \ Emailing \ stpanerascampus @london communications.\\$ co.uk
- + Calling us on freephone 0800 307 7962
- Filling in our comments form online at www.stpancrascampus.co.uk



Above Proposed view looking north on St Panar as Way





Appendix N - Exhibition comments card

Have your say

W·RE

Proposals for St Pancras Commercial Centre

of St Pancras Commercial C	Centre on Pratt Street.
	by completing this comments card and submitting it in the box provided. Ited on our plans, please also fill in your name and contact details.
Name	
Email	
Address	Postcode
You can also view our propo	osals online at www.stpancrascampus.co.uk
If you have any further com londoncommunications.co.u	ments or questions, you can contact us at stpancrascampus@ lk
events or to let you know when the prespect of these proposals so that for	it progress with this consultation and development – for example with information about future consultation planning application is submitted, please tick this box. We are required to collect consultation data in seedback from the local community can be assessed and summarised within the planning application over that we will not hold or use your data for any other purpose whatsoever.
Have your sa	y W·RE
Proposals for St Pa	ncras Commercial Centre
Please use the space below	to provide us with your feedback.