



# Panther House and 156-164 Grays Inn Road

Panther House  
Developments Limited

Statement of Community  
Involvement

August 2019

Panther House, 38 Mount  
Pleasant &  
156-164 Gray's Inn Road,  
London,  
WC1X 0AN

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## **SECTION 1: INTRODUCTION**

- This Statement of Community Involvement (SCI) has been prepared by London Communications Agency (LCA) on behalf of Panther House Developments Ltd, referred to in this document as “the Applicant.”
- It forms part of the material supporting the planning application which is detailed below:

*Redevelopment of the site to include retention, refurbishment and part 2, part 3 storey roof extensions of Panther House; retention and refurbishment of the Tramshed at Brain Yard; demolition of 156 and 160-164 Gray’s Inn Road and replacement with a 7 storey building to deliver 6,642sq.m (GIA) of employment (B1) uses across Panther House, the Tramshed and two levels of Gray’s Inn Road, 229sq.m of A1/A3 uses at the ground floor level of Gray’s Inn Road and 7 residential units (C3) equating to 949sq.m of GIA at the upper floors of the Gray’s Inn Road building.*

- The SCI demonstrates that a thorough and consultative approach has been taken in regards to engagement with local residents, businesses and community groups, as well as engagement with Historic England, London Borough of Camden Council councillors and officers and other statutory stakeholders.
- The site address is: 38 Mount Pleasant and 156-164 Gray’s Inn Road, London WC1X, located between Gray’s Inn Road to the west and Mount Pleasant to the east. The northern boundary is shared with an existing housing estate (Dulverton Mansions and Holsworthy Square) and the southern boundary with Mount Pleasant Studios which provides accommodation and support services for single homeless people with support needs. In total the site boundary measures 0.54Ha in area.
- The site is a short distance north of the junction with Theobalds Road and Gray’s Inn Road. To the rear, Mount Pleasant is a ‘back route’, providing a narrow connecting route between the busier streets of Gray’s Inn Road and Elm Street / Gough Street / Laystall Street.
- The site is based in the London Borough of Camden at the eastern end of the Holborn and Covent Garden ward, close to the boundary with Islington and the City. The site is located within the Hatton Garden Conservation Area and the area of an emerging Neighbourhood Plan led by the Mount Pleasant Association.
- To support this planning application and inform local residents and other stakeholders, the Applicant has undertaken a range of pre-application consultation activity.
- This SCI outlines the consultation strategy developed for this planning application; the activities and engagement which took place with key stakeholders and the local community; the feedback received and the Applicant’s response to this feedback; and the design changes made as a result.



All engagement activities outlined in this document were undertaken by the Applicant and the Applicant's representatives, namely the lead design architects Estudio Cano Lasso and executive architects Veretec, planning consultants Tibbalds, heritage and conservation consultants Donald Insall Associates, transport consultants TTP Consulting and community consultation specialists London Communications Agency (LCA).

- The SCI is in accordance with the London Borough of Camden Council's own Statement of Community Involvement (revised in July 2016) and the Applicant has taken the advice of the Council before commencing the consultation programme through Pre-Application and Design Review Panel meetings prior to public consultation and stakeholder meetings.
- It also reflects the principles for consultation in the Localism Act (November 2011) and in the National Planning Policy Framework (March 2012).



## **SECTION 2: CONSULTATION OBJECTIVES AND STRATEGY**

- From the outset, the Applicant has committed to and invested time and resource into pre-application stakeholder and community engagement. A programme of consultation was carried out, designed to give the local community and wider public an opportunity to find out about the proposals and provide their feedback. This feedback has been taken into consideration by the project team throughout the consultation period.
- Following the feedback received by the Applicant on the previously consented scheme the design team wanted to ensure a positive evolution from the existing planning consent. The Applicant has a considerable understanding of the town planning and local issues relating this site and therefore has prior knowledge of the feedback given by consultees in regards to the previous application.
- The objectives of the public consultation were to:
  - Engage local people and a range of stakeholders and find out their views;
  - Provide opportunities for people to express their views by giving them different communications channels by which to contact the project team (face-to-face, email, phone, comments card);
  - Understand the issues/concerns/objections before submitting the application so that they can be addressed, as far as possible, having regard to relevant planning policies and the need to ensure a viable development;
  - Explain the aims behind the proposals and how they will benefit the area;
  - Ensure the Applicant and senior consultant team engage directly with the public reflecting how committed the team is to consultation and understanding people's views;
  - Review all comments received so that they can be properly considered and so that the proposals can respond appropriately; and
  - Work closely with Camden Council to ensure key officers are aware of planned consultation activities.
- Sections 3 -5 detail the consultation activity in more detail, publicity process and materials produced. Full copies of all materials are also provided in the appendices.



## **SECTION 3: CONSULTATION ACTIVITY**

### **Stakeholder and community engagement**

- The consultation programme included engagement with a range of key stakeholders including local residents, businesses and community groups, as well as engagement with Historic England, Greater London Authority officers and Camden Council councillors and officers.
- A series of Pre-Application meetings were held with Camden Council officers starting from April 2018. This allowed officers the opportunity to comment and inform the proposals.
- A Design Review Panel meeting took place between the Applicant's design team and Camden Council officers in April 2019. During this meeting, the proposed development was outlined and discussed with officers and opportunities to comment and inform the scheme design were given.
- Following these meetings the design team refined and developed the proportions, configuration and finishes of the proposed new facades in parallel with the development of technical details on the application.
- Following this, the public exhibition was organised for two dates: Thursday 9 May and Saturday 11 May 2019.
- A drop-in style public exhibition session was then organised for members of the Mount Pleasant Association on Tuesday 4 June 2019 to show the proposals to members and to gather feedback.
- A meeting was held with Historic England officers on Wednesday 7 August 2019 where the proposed scheme was presented.
- Feedback was captured throughout the consultation process. This was shared with the project team to be taken into consideration for the development of the proposals, where possible.
- Further details of the consultation feedback, the Applicant's response and how this has been incorporated into the designs for the proposed development can be found in Section 6 and in more detail in the Design and Access Statement.

### **List of stakeholder meetings**

The following table sets out all of the meetings that have taken place with statutory authorities and community stakeholders throughout the pre-application process. The 'topics discussed' column provides an indication of what was discussed and how the proposals have evolved in response to comments received.

<b>Date</b>	<b>Meeting</b>	<b>Stakeholder attendees</b>	<b>Topics discussed</b>
From April 2018 onwards	Pre-Application meetings	• London Borough of Camden officers	Presented the proposals for the site and gathered feedback
12 April 2019	Design Review Panel	• London Borough of Camden	Presented the proposals for the



Date	Meeting	Stakeholder attendees	Topics discussed
		officers	site and gathered feedback
9 and 11 May 2019	Public exhibition	<ul style="list-style-type: none"><li>Local residents</li><li>Local businesses</li></ul>	Presented the proposals for the site and gathered feedback
4 June 2019	Mount Pleasant Association drop-in session	<ul style="list-style-type: none"><li>Members of the Mount Pleasant Association</li></ul>	Presented the proposals for the site and gathered feedback
7 August 2019	Historic England	<ul style="list-style-type: none"><li>Historic England officers</li></ul>	Presentation of proposals ahead of submission

### Public exhibition

- Over the course of the pre-application consultation period the Applicant organised, publicised and staffed a two-day public exhibition.
- The public exhibition presented the proposals using 10 A1 exhibition boards which provided an overview of the site, information on the previous application and the designs for the proposed development. Attendees were encouraged to leave feedback on the day of each exhibition by filling out an A5 comments card. It was also noted to attendees that feedback could be provided through the email address listed on the consultation website and via telephone.
- Clear signage was placed at the venue to help attendees navigate their way to the public exhibition space. An A-board was also positioned outside of the venue on Mount Pleasant to mark the entry point to the exhibition venue.
- The selection of dates for the exhibition purposefully included a weekday evening and a weekend day in order to accommodate different schedules, for example, parents of school-age children and commuters. The exhibition was also held outside of school and public holidays.

### Venue and opening times

- The exhibition was held on site within Panther House, 38 Mount Pleasant, London WC1X 0AG and was open to the public on:
  - Thursday 9 May, 4pm – 8pm; and
  - Saturday 11 May, 10am-2pm.

### Staffing the exhibition

- A staffing rota was devised to ensure that the exhibition was staffed by three to five members of the project team at all times. The project team included representatives from the following organisations:
  - The Applicant
  - Veretec (architects)
  - Tibbards (planning consultants)
  - Radcliffes (project managers)
  - London Communications Agency (public consultation and communications consultants)





- Having the Applicant and a range of members from the project team from multiple disciplines at the exhibition, ensured that technical issues about the proposals could be addressed directly at the events themselves. However, where an issue or question was raised that could not be answered at the time, contact details were noted and a response was later issued.



## **SECTION 4: PUBLICITY AND FEEDBACK MECHANISMS**

- Eight separate channels of communication were used to promote the public exhibition and to provide information around the proposed application in order to inform as many people as possible.
- **Existing tenants** - incumbent tenants were contacted individually to make them aware of the intention for development of this site and the general principles of the development being put forward. This initial consultation was partnered with approaches to local ward councillors and an invitation for them to receive an overview of the development proposals.
- **Personalised invitations** – a database of circa. 12 key stakeholders was created and used to inform and update different audiences about the consultation process via direct emails, including invitations to attend the public exhibition.
- **Consultation flyer** – A5 flyers (see Appendix) were door dropped to approximately 3,664 residential and commercial premises surrounding the site (see map in Appendix) to introduce the consultation, provide details of where the exhibition would be held and ways in which to leave feedback, including the email address, telephone number and consultation website. The flyers were delivered seven days in advance of the exhibition on Thursday 2 May 2019.
- **Local newspaper advertising** – the Applicant ran two quarter page full colour adverts (see Appendix) which included details of the public exhibition in the Camden New Journal (weekly circulation 68,226) on Thursday 2 May and Thursday 9 May 2019. The print adverts were designed to raise awareness of the exhibition and to encourage local communities to come and see the proposals, ask questions and express their views through the various feedback channels.
- **Consultation website** – a dedicated consultation website [www.PantherHouseGraysInnRoad.co.uk](http://www.PantherHouseGraysInnRoad.co.uk) was established and included information about the exhibition (see Appendix). Once the exhibition began, the website was updated to contain a downloadable PDF of the exhibition materials. The intention was to allow people who were unable to visit the exhibition in person the opportunity to review the proposals in the same level of detail and leave their feedback via the feedback mechanisms listed online.
- **Feedback mechanisms** – to enable as many people as possible the chance to comment on the proposals, three feedback mechanisms were developed comprising:
  - An A5 comments card, which was available to complete at the public exhibition (see Appendix F)
  - A consultation phone line
  - A consultation email address [PantherHouse@londoncommunications.co.uk](mailto:PantherHouse@londoncommunications.co.uk)
- **Letter drop post public exhibition** – following the public exhibition dates a detailed letter informing locals about the proposed application, scheme principles, feedback channels and public consultation was sent out via Royal Mail First Class delivery to an immediate site area covering circa. 447 addresses (see Appendix). The same letter was also hand delivered to circa. 1,772 addresses. A link to the website [www.PantherHouseGraysInnRoad.co.uk](http://www.PantherHouseGraysInnRoad.co.uk) was included and it was made clear that the exhibition materials could be accessed on line or requested via email or telephone, details of which were also provided.



- **Engagement with Mount Pleasant Association** – the Applicant corresponded regularly with the Chair of the Mount Pleasant Forum and Executive Member of the Mount Pleasant Association Judith Dainton. Materials, including exhibition details and boards, were shared amongst members online ([www.MountPleasantForum.org.uk/news/panther-house-redevelopment](http://www.MountPleasantForum.org.uk/news/panther-house-redevelopment)) and a specifically organised drop-in session was held promoted via email amongst the membership (see Appendix).



## **SECTION 5: PUBLIC CONSULTATION: CONTENT AND FEEDBACK**

### **Public exhibition content**

- The aim of the public exhibition was to present the proposals for the redevelopment of the site and capture feedback so that, where possible, this could be incorporated into the designs before a planning application was submitted.
- The proposals were presented on 10 A1 exhibition boards. The boards were written in clear, plain English and made good use of images, diagrams and sketches. (See Appendix).
- The exhibition boards covered all aspects of the proposed development; providing details of the potential occupier, explaining the site's local and historical context, the previously submitted scheme and planning history, scale and massing, the Applicant's vision, the designs and public benefits.
- The public exhibition also featured CGI images of the proposals and a scale 3D model (see Appendix), with an insert of the previously consented scheme and the proposed second application. This helped further illustrate the design and scale of the proposals.
- A comments card inviting visitors to leave their feedback was also produced for the exhibition. (See Appendix).
- The exhibition boards are summarised below.

<b>Board</b>	<b>Title / topic</b>	<b>Content</b>
1	156-164 Gray's Inn Road & Panther House	<ul style="list-style-type: none"><li>• Welcome to the exhibition.</li><li>• Information about the Applicant and the architects.</li><li>• Images showing examples of previous work of both architects.</li></ul>
2	Occupier	<ul style="list-style-type: none"><li>• Information about a building operator.</li><li>• Examples of workspaces and key principles.</li><li>• Details about the proposals for 156-164 Gray's Inn Road &amp; Panther House.</li></ul>
3	Site History	<ul style="list-style-type: none"><li>• History of the site and Gray's Inn Road.</li><li>• Detail explaining the composition of the site.</li></ul>
4	The Existing Buildings	<ul style="list-style-type: none"><li>• 156-164 Gray's Inn Road</li><li>• Brain Yard/ Tramshed</li><li>• Panther House</li></ul>
5	Planning History: Consented Scheme	<ul style="list-style-type: none"><li>• Details of the live planning consent, granted 2017.</li><li>• Images of consented scheme.</li></ul>
6	Scale and Massing	<ul style="list-style-type: none"><li>• Details of the proposed scheme.</li></ul>



		<ul style="list-style-type: none"><li>• Comparison images of current site, previously consented scheme and proposed scheme.</li></ul>
7	Courtyard Link & Tramshed	<ul style="list-style-type: none"><li>• Proposed ground floor use of the Tramshed highlighting the courtyard link.</li><li>• Cross section of proposed Gray's Inn Road uses.</li></ul>
8	Proposed Cross Section	<ul style="list-style-type: none"><li>• A cross section image of the proposed scheme indicating numerous uses including: residential, workspace and public space.</li></ul>
9	View from Gray's Inn Road	<ul style="list-style-type: none"><li>• Image of proposed scheme fronting onto Gray's Inn Road.</li></ul>
10	Mount Pleasant Elevation	<ul style="list-style-type: none"><li>• Image of proposed scheme from Mount Pleasant elevation.</li><li>• Aerial images of Mount Pleasant extensions.</li><li>• List of key benefits.</li><li>• Details of design approach.</li></ul>

### Summary of consultation feedback

- In total, the public consultation was attended by 40 people over the two days; 25 on Thursday 9 May and 15 on Saturday 11 May.
- Although not everyone who attended the exhibition left written feedback, members of the project team noted down key points made during discussions. Throughout the exhibition, the project team spoke to attendees and listened to their views on the proposals and any particular issues they wanted to raise, whilst answering questions where appropriate.
- On Saturday 11 May the Chair of the Mount Pleasant Forum and Executive Member of the Mount Pleasant Association Judith Dainton attended the exhibition, viewed the materials and engaged with members of the project team. The project team showed the Mount Pleasant Association member the exhibition boards and responded to the questions raised. Speaking in a personal capacity Judith Dainton said that she would like to see 'messy' maker style place included within the proposals, pulling on the area's heritage of providing creative workspace.
- Other attendees consisted of local residents, some of which were from nearby Mullin Tower and a number of whom were from Holsworthy Square. Some attendees provided verbal feedback rather than written, with several neighbouring consultees highlighting the potential impacts to their homes around daylight and sunlight. It was also made know that some of the residents living in Holsworthy Square had limited mobility or were unable to attend the exhibition due to work commitments or being unavailable.
- The large majority of visitors who attended the public consultation were engaged and keen to understand the changes made from the previously consented application. Of these consultees, many were welcoming of the design changes made and the retention of historical elements,



stating that the second application provided noticeable improvements, including the retention of the Gillette sign mural alongside the inclusion of an active frontage.

- Interest was also shown towards the building being used for potential shared workspace, with a number of questions raised around the affordability of such workspace.
- Two consultees provided verbal feedback which suggested that the facade design of the proposals went against the grain of neighbouring buildings and an additional consultee brought into question the materials used. One attendee outlined a preference for the facade design of the previously consented proposals.
- A number of consultees made mention of the anti-social behaviour which was noted to take place along Gray's Inn Road. It was suggested that a set of gates could be included leading to the Brain Yard entrance in order to avoid such activity from happening onsite.
- In line with the verbal comments cited above, five people completed comments cards at the exhibition. A dedicated email address listed on the consultation website for further feedback, 10 written responses have been received to date.

#### **Summary of Mount Pleasant Association drop-in session feedback**

- A drop-in session was organised in collaboration with members of the Mount Pleasant Association in order to circulate and share exhibition materials more widely amongst members via email and to provide an additional opportunity to view the exhibition materials with the project team to hand.
- Information of the drop-in session, which was held on Tuesday 4 June, was circulated amongst the registered membership of the Mount Pleasant Association and promoted on the website [www.mountpleasantforum.org.uk](http://www.mountpleasantforum.org.uk). The session was held at the nearby Welsh Centre, 157-163 Gray's Inn Road, WC1X 8UE between 6pm – 8pm. The materials shown at the May exhibition dates were also included online for those members who were unable to attend.
- One member of the Mount Pleasant Association attended the drop-in session and completed a comments card welcoming the 'sympathetic design' and the retention of historical elements. This feedback has been included in the table summary below. Verbally, the attendee was welcoming of the improved design and the reduction in massing.

#### **Table of comments**

- The table below represents the total number of written comments received. As comments covered multiple topics, every mention of a topic has been recorded as an individual comment to ensure an accurate and fair report, as such it has been calculated that 24 individual written comments were made. The total number of comments analysed is greater than the number of people who responded to the consultation. The table demonstrates the number of comments recorded on each topic (no. of comments column).
- A number of more positive verbal comments were recorded by the project team during the exhibition and subsequent drop-in session with the Mount Pleasant Association, all of which are listed above. This feedback covered issues including improvements to design, retention of existing buildings, facade design, retention of the Gillette sign, proposed active frontage along Gray's Inn

Road, flexible workspace and the reduction in massing. Constructive remarks were also issued around daylight and sunlight, design, affordable housing and the inclusion of maker style space. Although not included in the table below, these comments have been responded to in Section 7.

- 6 (24%) of the total comments received were generally supportive of the proposals, with two consultees welcoming the decision to maintain elements of the site, in contrast to previous plans, and one comment issuing support towards the overall design of the proposed scheme. A further consultee liked the design of the facade and one comment welcomed the reduction in massing, again in contrast to the previously consented scheme. One comment card stated that the proposals were sympathetic to their surroundings.
- There were a number of neutral comments (7) around the consultation process with some consultees acknowledging via email that they had been in receipt of consultation materials, asking for further updates as the scheme progressed towards the planning process. One consultee noted that they planned to issue an objection towards the proposals and a further email said that the information which highlighted the increases in height (from existing) should be made clearer.
- With regards to design, two comments noted that the facade along Gray's Inn Road could be improved upon and one comment gave preference towards the previously consented scheme. One consultee also said that they would like to see the walkthrough which was included within the previous application reinstated and a further consultee said that they would like to see the height kept down. One comment raised concerns around the environmental impacts of the proposals and another expressed issue around the levels of massing.

No. of comments (total of 24)	% (out of 100)	Comment summary
<b>Positive</b>		
2	8%	Positive remark about maintaining historical elements of the site
1	4%	Welcomed the overall design
1	4%	Welcomed the design of the façade
1	4%	Welcomed the reduction in massing
1	4%	The proposals are sympathetic to their surroundings
<b>Design</b>		
2	8%	The façade along Gray's Inn Road is unappealing
2	8%	Raised concern about daylight and sunlight impacts



1	4%	General concern around proposed scheme design
1	4%	Raised concern around environmental impacts
1	4%	Would like to see the height kept down to a minimum
1	4%	Raised concern around the proposed massing of the scheme
1	4%	Would like to see the walkthrough from the earlier application maintained
1	4%	Stated a preference for the previously consented scheme
<b>Consultation</b>		
3	13%	Acknowledged that correspondence had been received about about the proposals
2	8%	Would like to receive further information about the proposals
1	4%	The information around the increase in height should be clearer
1	4%	Would like to subscribe to further updates on the proposals
1	4%	Will issue an objection against the proposals





## **SECTION 6: RESPONDING TO KEY ISSUES RAISED THROUGH THE CONSULTATION**

- During the public consultation and stakeholder engagement programme, feedback was captured and passed onto the project team for consideration and where possible, to be incorporated into the development of the design of the proposals.
- The following table summarises the key issues raised by stakeholders including residents and businesses, community groups including the Mount Pleasant Association and the wider public. The table also sets out how the Applicant has responded to the issues raised. More detail can be found in other documents submitted as part of the planning application including the Design and Access Statement.

<b>Topic</b>	<b>Comments</b>	<b>Applicant response</b>
<b>Design</b>	<b>The facade along Gray's Inn Road could be improved and is not in keeping with neighbouring buildings</b>	<p>To avoid a tokenistic facade retention on Gray's Inn Road, the application proposes to demolish existing buildings (156 and 160-164 Gray's Inn Road) and provide a high quality replacement. This new building element will be informed by the site's wider context and the key features of Hatton Garden Conservation Area.</p> <p>The design team has sought to connect the cornice lines from the neighbouring mansion blocks located along Gray's Inn Road and complete the line of facades locate along this section with contemporary design of equal quality and sophistication.</p> <p>The materials of buildings located along Gray's Inn Road will reflect the adjoining buildings in respect of texture and colours but will relate to the contemporary architecture approach.</p>
<b>Design</b>	<b>The proposed application will impact the daylight and sunlight of surrounding buildings and some local residents</b>	<p>Thorough analysis of the site and the wider context has informed the principles of design of the new buildings and the extensions to existing buildings.</p> <p>This application will offer an improvement upon the impacts to light levels from the consented 2017 scheme and sensitive roof top additions will complement and enhance the industrial Victorian warehouse character of Panther House.</p>
<b>Design</b>	<b>Would like to see a reduction to the overall height</b>	<p>The proposed development includes plans to add two extra storeys in the form of a roof extension to Panther House and a high quality replacement building for Gray's Inn Road, the design of which has been informed by the area's wider context.</p> <p>Consideration has been given to the neighbouring parapet height and the proposed roof extensions are designed as pure forms and detailed to reflect the materials of the existing</p>



		<p>historic buildings.</p> <p>In response to comments received, the building services plant is integrated within the roof top encloses or at basement level.</p>
<b>Design</b>	<b>Would like to see the massing of the proposed application reduced</b>	<p>The previously consented scheme sought to maximise the built floor area within the site resulting in a building of significant bulk and mass. Historic England expressed concern that the development was likely to cause significant harm to the character and appearance of the Hatton Garden Conservation Area.</p> <p>For this second application a different urban design approach has been taken with a driving principle to retain of the existing buildings as much as possible alongside the retention of 'breathing spaces' on site through the maintaining of Tramshed and Panther House courtyards.</p> <p>Historic England has been consulted as part of the pre-application process and their response acknowledged that on balance the current proposal is deemed to be less substantial and that the proposals should be considered to be acceptable.</p> <p>The London Borough of Camden's Design Review Panel noted that in several respects the new approach shows greater sensitivity to the Hatton Garden Conservation Area.</p>
<b>Design</b>	<b>The proposed application will have an adverse environmental impact</b>	<p>The application includes plans for landscaped courtyard spaces, providing a greened environment for the users.</p> <p>The proposed development will meet the London Borough of Camden's requirements to achieve a BREEAM Excellent rating.</p>
<b>Design</b>	<b>The proposed application should include the walkthrough included as part of the previous application</b>	<p>The reduction in massing and the retention of much of the historic fabric and architectural character of the site means that the through route which was included as part of the previously consented scheme has been removed as part of this application.</p> <p>In the place of the walkthrough, 'breathing spaces' will now be retained on site in the form of the Tramshed and Panther House courtyards.</p>
<b>Design</b>	<b>Stated a preference for the previously consented scheme</b>	<p>A number of widely welcomed changes have been included as part of this second application, including the retention of Brain Yard and Panther House.</p>



		<p>The overall massing has been reduced from the previously consented scheme, complementing the warehouses in form and materiality. Roof extensions are more modest and the character of the roofscape will be retained.</p> <p>The proposed scheme will bring historic buildings back into productive use with their special architectural features retained. In addition, a high quality replacement building for Gray's Inn Road is proposed, its design having been informed by the site's wider context.</p>
<b>Design</b>	<b>What will be done to prevent anti-social behaviour from happening onsite.</b>	The inclusion of a mix of uses and an improved pedestrian environment will help improve security through natural surveillance and better lighting.
<b>Design</b>	<b>Would like to see affordable workspace and maker style space included</b>	This employment led scheme proposes to take a different, more responsive approach than that of the previously consented scheme and will serve as a hub for creativity and entrepreneurship through the provision of iconic creative workspace, cultural spaces and retail uses.
<b>Design</b>	<b>Why is there no affordable housing included as part of these proposals</b>	The number of residential units proposed as part of our plans falls below the affordable threshold. An in lieu contribution will be made to the London Borough of Camden in line with policy.
<b>Consultation</b>	<b>Would like to be kept informed about the application</b>	<p>The applicant and the project team will keep those who have registered an interest informed throughout the planning process and will share the application details once validated by the London Borough of Camden.</p> <p>In line with feedback received at public consultation where it was noted that some local residents had been unable to attend the event, the project team sent out a detailed letter informing recipients about the proposals via Royal Mail First Class delivery to those living within the immediate site area (covering circa. 447 addresses). Further to this the same letter was hand delivered to circa. 1,772 addresses. A link to the website <a href="http://www.PantherHouseGraysInnRoad.co.uk">www.PantherHouseGraysInnRoad.co.uk</a> was included and it was made clear that the exhibition materials could be accessed on line or requested via email or telephone, details of which were also included.</p> <p>Following the initial public consultation dates on Thursday 9 May and 15 on Saturday 11 May a further drop-in session was organised for members of the Mount Pleasant Association on Tuesday 4 June. Ahead of this, details of the application were circulated amongst the registered</p>



		membership and promoted on the Association's website <a href="http://www.mountpleasantforum.org.uk">www.mountpleasantforum.org.uk</a> .
<b>Consultation</b>	<b>The increase in height should be clearer within consultation materials</b>	<p>The public exhibition featured CGI images of the proposals and a scale 3D model, with an insert of the previously consented scheme and the proposed scheme. This helped illustrate to consultees the design and scale of the proposals.</p> <p>A series of images were shown on the exhibition boards which highlighted the scale and massing of the existing site, the previously consented scheme and the proposed scheme.</p>



## **SECTION 7: CONCLUSION**

- This SCI demonstrates that the Applicant has undertaken a comprehensive programme of consultation with a range of stakeholders including local residents, businesses and community groups, as well as engagement with Historic England, Greater London Authority officers, Camden Council councillors and officers and other statutory consultees; capturing feedback and taken this into consideration, where possible, as the design of the proposed development has evolved.
- It also demonstrates the various ways in which all audiences were informed of the proposals, the feedback received and the Applicant's response.
- Over the course of the pre-application period, the Applicant organised, publicised and staffed a two-day public exhibition. A further dedicated drop-in evening session was held for members of the Mount Pleasant Association. These sessions were held during after work hours for people to view the proposals and provide their feedback.
- A total of 40 people attended the public exhibition including a member of the Mount Pleasant Association. Further to this, over the consultation period, the project team captured verbal responses made as many valid, constructive and positive comments were made in response to the proposals. In addition, one member of the Mount Pleasant Association attended a drop-in session date specifically organised for members and the Applicant has remained within regular contact with the organisation.
- Following the public exhibition a detailed letter informing locals about the proposed application, scheme principles, feedback channels and public consultation was circulated to inform those who were unable to attend the public exhibition about the proposals.
- Now that an application has been submitted, the Applicant will continue to keep local communities updated on the progress of the project via the dedicated website, and is continuing to engage with stakeholders to discuss the proposals.



## **SECTION 8: APPENDICES**

### A5 Flyer

## **Panther House and 156-164 Gray's Inn Road**

### Public Exhibition



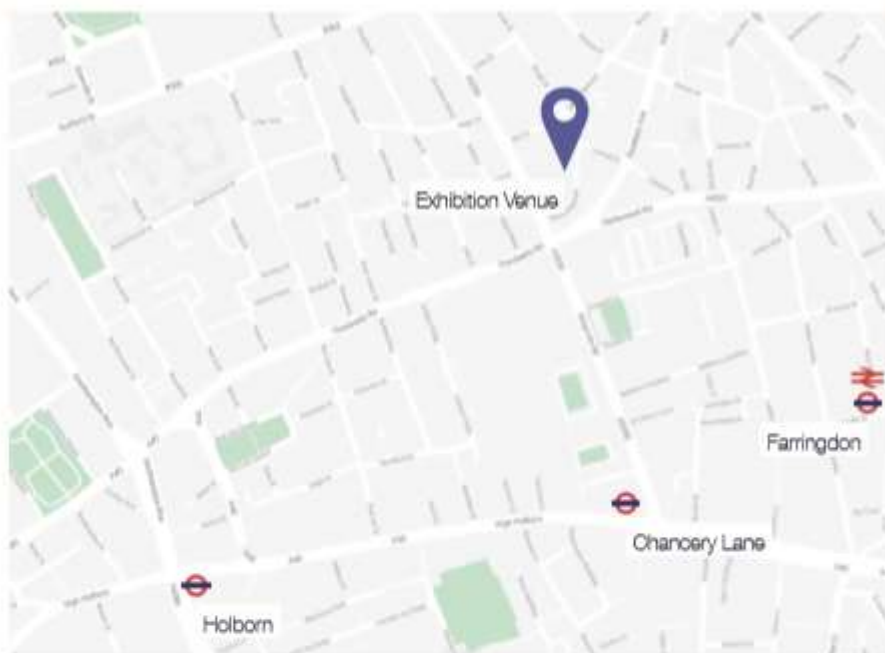
The owners of Panther House, 156-164 Grays Inn Road, would like to invite you to a public exhibition on the future proposals for the refurbishment, extension and development of the site.

Panther House Developments Ltd has spent the last 12 months developing proposals alongside architects Estudio Cano Lasso and Vereteo.

These updated plans, which are different to those consulted on previously and approved in 2017, look to retain the existing buildings where possible and complement the area's distinct architecture with a mix of refurbishment, additions and extensions.

Panther House Developments Ltd is seeking to create a variety of unique work spaces that support SMEs and creative industries alongside café/restaurant and retail space which will be open to the public.

We would like to hear your feedback on our proposals ahead of submitting a planning application. Members of the development team will be on hand at the exhibition to answer any questions and to talk you through the proposals.



The exhibition will be held at Panther House, 38 Mount Pleasant, London WC1X 0AG. Please use the courtyard entrance to Panther House from Mount Pleasant. Once you enter the courtyard, there will be signs directing you to the room.

**Thursday 9 May**  
4pm-8pm

**Saturday 11 May**  
10am-2pm

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For more information and to feedback on the plans for Panther House and 156 – 164 Gray's Inn Road

**Visit**

[www.PantherHouseGraysInnRoad.co.uk](http://www.PantherHouseGraysInnRoad.co.uk)

**Email**

[PantherHouse@londoncommunications.co.uk](mailto:PantherHouse@londoncommunications.co.uk)

**Call**

020 6712 8472

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## Adverts

**LONDON  
COMMUNICATIONS  
AGENCY**

PRESS CUTTING

**Camden New Journal, P7  
2 MAY 2019**

**Panther House and 156-164 Gray's Inn Road**  
Public Exhibition



The exhibition will be held at Panther House, 28 Mount Pleasant, London WC2E 0AG.

Please use the courtyard entrance to Panther House from Mount Pleasant. Once you enter the courtyard, there will be signs directing you to the room.

Thursday 9 May  
4pm-8pm

Saturday 11 May  
11am-8pm

The owners of Panther House, 156-164 Gray's Inn Road, would like to invite you to a public exhibition on the future proposals for the refurbishment, extension and development of the site.

Panther House Developments Ltd has spent the last 12 months developing proposals alongside architects Studio Carmo Lopez and Yessac.

Panther House Developments Ltd is looking to create a variety of unique work spaces that support SMEs and creative industries alongside a restaurant and retail space which will be open to the public.

These updated plans, which are different to those consulted on previously and approved in 2017, seek to retain the existing building where possible and complement the existing listed architecture with a mix of refurbishment, additions and extensions.

For more information and to feedback on the plans for Panther House and 156 - 164 Gray's Inn Road

Visit  
[www.PantherHouseatGraysInnRoad.co.uk](http://www.PantherHouseatGraysInnRoad.co.uk)

Email  
[Pantherhouse@redbr.comcommunications.co.uk](mailto:Pantherhouse@redbr.comcommunications.co.uk)

Call  
020 6712 6472



CAMDEN NEW JOURNAL, P17 9 MAY 2019

Camden New Journal 17 May 2019

Camden New Journal 17 May 2019

LETTERS 17

Devastating for pupils

It is not in human and... Devastating for pupils... The school's closure... The impact on the children...

St Aloysius closure plan is shocking

St Aloysius closure plan is shocking... The school's closure... The impact on the children... The school's closure...

Catalan, not Spanish!

Catalan, not Spanish!... The school's closure... The impact on the children... The school's closure...

The struggle goes on...

The struggle goes on... The school's closure... The impact on the children... The school's closure...

Site value

Site value... The school's closure... The impact on the children... The school's closure...

Vaccine knowledge

Vaccine knowledge... The school's closure... The impact on the children... The school's closure...

Phenix House and 138-144 Gray's Inn Road Public Consultation... Includes an image of the building and text about the consultation process.



Website





## Resident Letter

Panther House Development Ltd.

22<sup>nd</sup> May 2019

Dear resident,

I am writing to update you about Panther House Development Ltd's new proposals for the redevelopment of 156-164 Gray's Inn Road and Panther House following a public exhibition which was held earlier this month.

We would like to thank those of you who attended our two exhibition dates on Thursday 9<sup>th</sup> and Saturday 11<sup>th</sup> May. The project team is currently in the process of reviewing the feedback received during these sessions ahead of submitting a planning application to the London Borough of Camden next month.

As a close neighbour to 156-164 Gray's Inn Road and Panther House, we wanted to write to you to provide you with a brief update around some of the key changes which have been made following the original planning consent which was granted back in 2017.

You may recall that the initial plans, which were developed in partnership with Dukelease, included the demolition of many historical elements of the site, as well as significant levels of infill development in order to make way for a larger office-led scheme. In contrast to this, our new proposals have sought to retain, where possible, the existing buildings and to complement the Victorian architecture with a mix of refurbishment, additions and extensions.

Our updated plans, which would provide flexible office space for small to medium sized businesses, are focused around the following four key benefits:

1. Retention of the historic existing pathway to the Tramshed.
2. A combination of sensitive refurbishment and new buildings of outstanding architectural quality.
3. A range of spaces, offices and homes, for a mix of uses.
4. The creation of jobs during construction and post development via a significant uplift in employment floorspace.

If you were unable to attend our public exhibition or would like to see further information about our plans, please visit [www.PantherHouseGraysInnRoad.co.uk](http://www.PantherHouseGraysInnRoad.co.uk) where you can download our exhibition boards. We would still welcome your feedback on our plans, so please do feel free to share this via the details included below.

If you would like to speak to a member of the project team or would like us to share the materials shown at the public exhibition, please feel free to contact my colleague Charlotte Woods from London Communications Agency on 0207 612 8472. Otherwise please email us at [PantherHouse@londoncommunications.co.uk](mailto:PantherHouse@londoncommunications.co.uk).

Yours sincerely,

Simon Stone  
Panther House Development Ltd



# Resident letter distribution



Contact: [Redacted] Date: 21/05/2019  
 Client: [Redacted] Mailed: 447  
 Job Details: Panther House - Royal Mail delivery

<b>UNI: BUSINESS MAIL ADVANCED 1C UNSORTED</b>	
Your Configuration:	Class of Mailing: First Class Royal Mail Format: Letter Total number of Items: 447 Average Item Weight [Grams]: 20
Amended Posting Date: 21.05.2019; 447 on 21.05.2019	447
Your notes:	11455 - London Communications Agency
Department:	
Customer Ref:	



London Letterbox Marketing, Richmond Bridge House, 419 Richmond Road, Richmond, London TW1 2EX

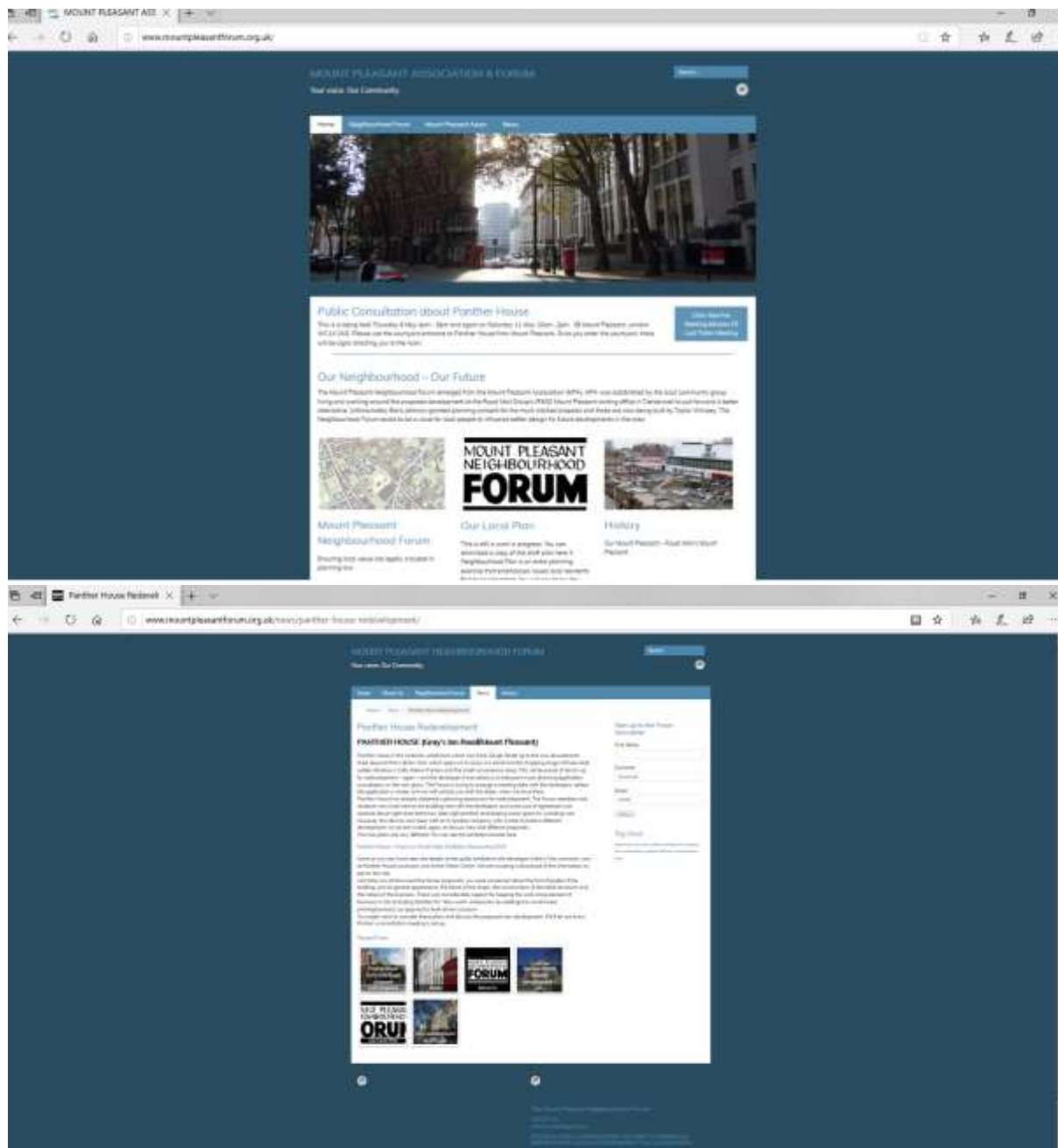
- Next day  
Post & Delivery
- Addressed  
& Unaddressed  
Delivery
- Online  
Mailing  
& Booking  
Tools
- 100+  
Delivery Team
- 3000+  
Consultation  
Orders  
Each Year

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# Mount Pleasant Association





Subject: Panther House public exhibition - 156-164 Gray's Inn Road on TUE June 4th  
 Message: Panther House and Gray's Inn Road Public Exhibition on Board May 2019 (1.pdf) (9.1 MB)

[Info begins]

**Public Exhibition of new plans for Panther House TUE June 4th 8pm-8pm.**

Panther House has changed owners and will be applying for new planning permission. Some details are set out on the enclosed leaflet. The developers plan to discuss their proposals with local residents at some future date in June and we will let you know when the dates are agreed. Please do try and see the exhibition.

Last time local people met to discuss the previous planning application, local concerns included:

- The new frontage on Gray's Inn Road
- Height, mass and appearance of new structures.
- The retention of as much of the existing building as possible/as is required (conservation issues)
- Arrangements for long-term users of the workshops, including provision for "dirty" craft workshops not just desk-design
- Noise and social arrangements with neighbours (Mullen Tower, The Studio, the mansion blocks and Gray's Inn Buildings)
- Noise and pollution during building works

and it is likely that the same, and other concerns may occupy local people with this planning application. So bear these issues in mind whilst you are attending the exhibition.

We'll notify you when a date is set for a pre-planning consultation.

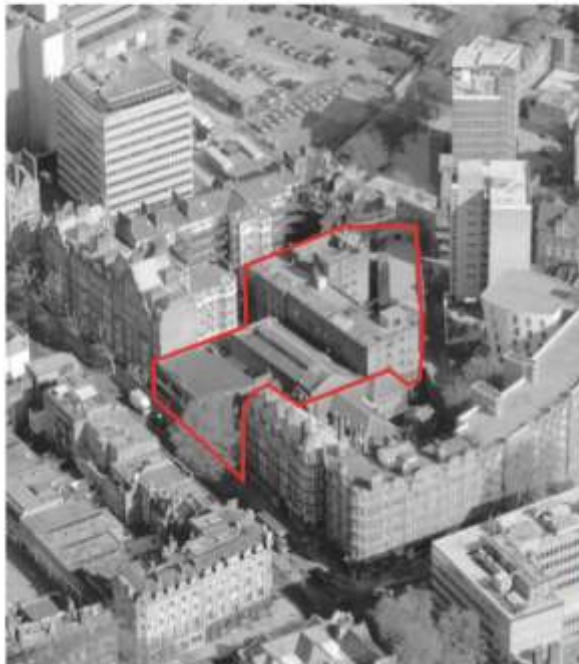
[Info ends]

If you can put this out together with the appended info pack, as both a website entry and a mail-shot, this should cover the invitation commitment to our wider membership.

Public Exhibition

**01 156-164 GRAY'S INN ROAD & PANTHER HOUSE**

Public Office  
 Telford  
 West Lothian architects  
 Wincroft



**WELCOME**

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

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

**WHO WE ARE**

**Estudio Cano Lasso**

Estudio Cano Lasso is an award-winning studio-based architectural practice that has designed leading office spaces in many different scales. Their portfolio ranges from ambitious projects, cultural buildings, visionary homes to commercial office buildings.

All their projects are characterised by a thorough integration of architecture, the environment and the services, which are key to making great places. The practice creates innovative architecture that deeply understands with materials, innovation and form.

Estudio Cano Lasso was created in 1999, by Julio Cano Lasso, a Spanish Architect, Oscar Sureda, architect and member of the Royal Academy of Fine Arts. The studio is now managed by Diego, Daniela and Alfonso Cano Pineda. They work closely with specialists as they learn alongside their practice. The studio has been awarded many prizes and their projects have been published in a wide variety of books and magazines all around the world.

**Veretec**

Veretec are an award-winning Executive Offices studio working on a diverse range of exceptional schemes. Our core services include project delivery, design build and project monitoring, and our expertise includes work in offices, residential, retail, hotels, leisure and education.

Our talented teams have considerable experience in delivering high quality, complex projects, working with manufacturing developers, specialist architects and contractors across the UK and abroad. We also benefit, as part of the Global Executive Offices, from access to a broad range of skills and resources unavailable to many other companies.

Veretec's approach to project delivery embraces creative collaboration in its broadest sense. We work with specialist architects, contractors, clients and contractors to deliver detailed solutions that exceed quality to project requirements.





## 02 SECOND HOME



Second Home is an innovative workspace provider with locations in London, Lisbon and Los Angeles.

Their mission is to support creativity and entrepreneurship via three key areas: design, culture and community.

### DESIGN

- Second Home create amazing spaces which bring together thinkers, makers, artists and entrepreneurs.

### CULTURE

- Acclaimed cultural programme of events, curated to inspire creativity.

### COMMUNITY

- Attracting corporates and not-for-profits alongside fast growing start to medium creative enterprises.
- Carefully curated community of industry professionals; ensures cross-pollination between fields that is vital for innovation and creativity.



### SECOND HOME FOR PANTHER HOUSE

Second Home is creating a global hub for creativity and entrepreneurship.

This will include iconic creative workspace, cultural spaces, wellness and fitness hubs and a cafe/restaurant.

The cultural programme and cafe/restaurant will be open to the public, animating the street and bringing new life and buzz to the area.

In line with their deep social values, Second Home Panther House will:

01. Use 100% green energy
02. Train local young people through an apprenticeship programme
03. Pay the living wage to all employees



## 03 THE SITE: HISTORY

The site is located at the southern end of Gray's Inn Road, within the Iconic Gardens Conservation Area. It forms a link between the busy Gray's Inn Road and the more pedestrian pace of Mount Pleasant.

Records of the site date back to 1700s. A vast variety of buildings and uses have occupied the site.

It is a complex site, composed of three parts.

The Gray's Inn Road buildings have housed a number of different uses, built in 1746 originally as almshouses and later used to house the supervisor of the farms that traversed Gray's Inn Road. They are currently used for retail and residences.

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

Panther House (39 Mount Pleasant) was built in 1905 as an industrial warehouse and was the first of the remaining buildings to be constructed on the site.

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

1746



John Rocque's Map - The site originally contained StAPUR's almshouse, before these the St Andrew's and St George parish workhouses on Little Gray's Inn Lane (renamed Mount Pleasant in 1838).



StAPUR's almshouse on the site in 1746 (see Gray's Inn Road page)

1894



OS Map - From 1818 the Holborn Union occupied the almshouse and built the industrial building now called Panther House, north of the site. Following this the almshouse was demolished by 1893.

1914



Brain Yard and 114 Gray's Inn Road built in 1906-7. The was constructed to house the supervisor of the railways.



William Abney's sub-station (Brain Yard) under construction. The location of Panther House can be seen to the right.

1942



160-184 Gray's Inn Road flats built on site in 1936. By 1942 it contained an optician, a cinema, an artificial flower factory, a coffee factory and a photographer's in one building and a distiller's wine, a dress factory and an aluminium foil factory.



Little Gray's Inn Lane was changed to Mount Pleasant in 1838.

Building under construction along Gray's Inn Road, with the presence of the 160-184 Gray's Inn Road just visible behind.



## 04 THE SITE: EXISTING BUILDINGS



### A 156-164 GRAY'S INN ROAD

- 1 Built in 1926 - Three shops on ground floor. Upper floors various uses.
- 2 Currently two retail and one restaurant unit at ground floor level with a single floor of offices on the first floor level.
- 3 2 storeys high.



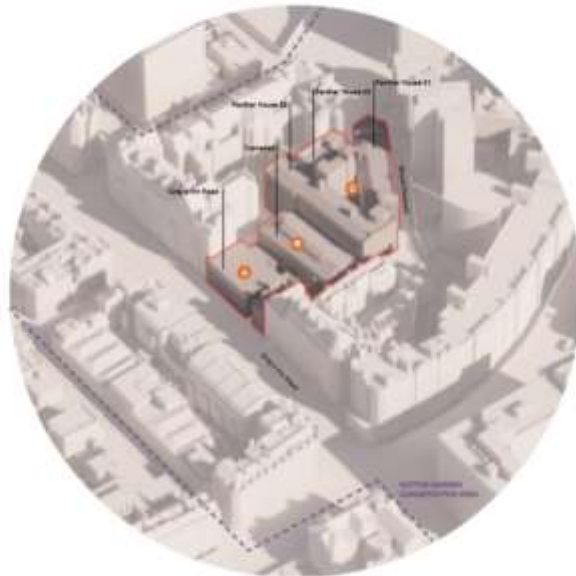
### B BRAIN YARD/TRAMSHED

- 1 Built in 1906-7 as an electricity substation for London Tramsways.
- 2 Currently derelict and out of use, temporary security use (Live-in Guardians).
- 3 2 storeys high.



### C PANTHER HOUSE

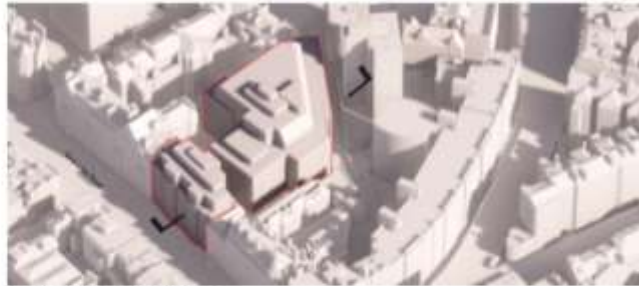
- 1 Unlined building of architectural merit.
- 2 Built in 1905-6 for Lithographers Malby & Sons.
- 3 Currently derelict and out of use, temporary security use (Live-in Guardians).
- 4 West Panther House 4 storeys high. East Panther House 3 storeys high.



## 05 PLANNING HISTORY: CONSENTED SCHEME

- 1 Existing Live Planning Consent for the site granted, 2017.
- 2 Propose significant demolition.
- 3 Small elements retained, integrity of existing buildings compromised.
- 4 Large, deep office floor plate.
- 5 Massing pushed to the maximum.
- 6 Courtyards in-filled.
- 7 Significant objection from Historic England.

Aerial View of Consented Scheme



Gray's Inn Road Facade; CGI of Consented Scheme



Section of Consented Scheme







## 08 PROPOSED CROSS SECTION



Section of Proposed Scheme



## 09 VIEW FROM GRAY'S INN ROAD



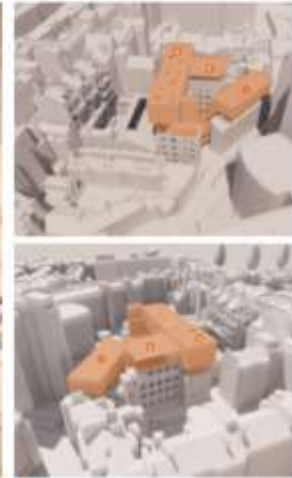


## 10 MOUNT PLEASANT ELEVATION

Aerial View of Proposed Scheme



Aerial Views of Mount Pleasant Extensions



### Key Benefits

- 1 Retention of historic existing pathway to Trenchard
- 2 A combination of sensitive refurbishment and new buildings of outstanding architectural quality.
- 3 A range of spaces, offices and homes, for a mix of uses.
- 4 The creation of jobs during construction and post development via a significant uplift in employment floorspace.

### Design Approach

- 1 Design reflects the building's industrial past
- 2 Retained windows, roof lights, chimneys and courtyards.
- 3 Context and Physical separation between existing buildings and proposed extension
- 4 Extension Design reinterprets the existing roof lights
- 5 Bridge connections improve circulation

- 1 Panther House 01
- 2 Panther House 02
- 3 Panther House 03





Public Exhibition Images



