

BELGROVE/ACORN HOUSE  
SCI  
19 AUGUST 2020

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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 Precis Advisory Ltd, also referred to in this document as “the Applicant.”
- 1.2 It forms part of the supporting material for the planning applications for the redevelopment of two sites; Belgrove House (BH) on Euston Road and Acorn House (AH) on Gray’s Inn Road, both of which are located in the King’s Cross ward of London Borough of Camden (LBC). Both sites are also referred to in this document collectively as “the Site”.

- 1.3 The applications are for the following proposed development:

Belgrove House:

*‘Redevelopment of Belgrove House as a part 5 part 10 storey building plus 2 basement levels for use as office and research and laboratory floorspace incorporating café and flexible retail and office floorspace, an auditorium and a new step free entrance to Kings Cross LUL station in place of the two tube boxes on Euston Road together with terraces at fourth and fifth floor levels, servicing, cycle storage and facilities, refuse storage and other ancillary and associated works.’*

Acorn House:

*‘Redevelopment of Acorn House as a part 6, part 10 storey building to provide 33no. affordable housing units with affordable office space and a retail unit at ground and basement level together with cycle parking facilities. An external playspace is proposed at level 6 and a community room with kitchenette and landscaped terrace for residents at level 9.’*

- 1.4 Full details of the proposals can be found in the Design and Access Statement and other documents submitted as part of the application.
- 1.5 This SCI demonstrates that a thorough approach has been taken to consult with local residents, community groups, local businesses and organisations as well as ongoing engagement with councillors, officers and neighbours of the Sites.
- 1.6 The SCI outlines the key activities undertaken as part of the consultation strategy, including activities and engagement with stakeholders and the community, the feedback received, and the Applicant’s response to this feedback.
- 1.7 All engagement activities outlined in this document were undertaken by the Applicant and the Applicant’s representatives - architects AHMM, planning consultant Gerald Eve, and public consultation and communications specialists, London Communications Agency.
- 1.8 The SCI is in accordance with London Borough of Camden’s Statement of Community Involvement guidance (adopted in 2016) and the Applicant has taken the advice of the Council before commencing, and throughout the consultation programme.



- 1.9 Advice was also taken from the Council on the necessary change of the Applicant's programme of consultation due to the lockdown measures enforced as a result of the Covid-19 pandemic.
- 1.10 It also reflects the principles for consultation in the Localism Act (2011) and in the National Planning Policy Framework (2012 / 2018). The Applicant has fully considered the comments received and has responded to them in the SCI.



## **SECTION 2: EXECUTIVE SUMMARY**

- 2.1 This Statement of Community Involvement (SCI) relates to two development proposals; one at Belgrove House (BH) on Euston Road and the other at Acorn House (AH) on Grays Inn Road, both in the London Borough of Camden (LBC).
- 2.2 Permissions granted pursuant to the applications will be linked by legal agreement as Acorn House is to house the affordable housing requirement for Belgrove House off-site. The sites are only a few minutes' walk apart and in the same Ward.
- 2.3 This SCI demonstrates the Applicant's commitment to implementing a comprehensive consultation approach, designed to give people the opportunity to feedback on the plans for the Sites.
- 2.4 This section provides a brief summary on the proposals and the pre-application consultation process.

### **Context**

- 2.5 Belgrove House is currently a three-storey storage building that sits within the King's Cross St Pancras Conservation Area and is adjacent to the Bloomsbury Conservation Area, in an area which has seen a great deal of change over the last few years. Existing tube box entrances obstruct the pavement on Euston Road, and on the opposite Argyle Square side, the building is closed off and un-inclusive.
- 2.6 The proposal for Belgrove House is to deliver a specialised life-sciences, laboratory-enabled building that will serve as a new MSD UK Headquarters and Discovery Centre, with associated office space, exhibition and event space, meeting areas, and a publicly accessible café and auditorium space.
- 2.7 Acorn House is a seven-storey office building occupying an L-shaped site. Built in c.1965, the façade has reached the end of its usable life. The external columns and thin external fabric are not sufficient to meet modern standards of thermal efficiency.
- 2.8 Acorn House is located within the Bloomsbury Conservation Area, in an area mainly comprising 18th century terrace housing built on the Swinton and Calthorpe Estates, with several larger institutional buildings along Gray's Inn Road.
- 2.9 The proposal for Acorn House is to deliver 33 new homes (100% affordable), c.500m sq of flexible affordable office space and one retail unit space suitable for a local business.
- 2.10 In the case of Belgrove House the proposals have been informed by MSD who announced on Thursday 25 June 2020 at a virtual Development Management Forum (DMF) that they had agreed commercial terms to take the entire building as their new UK Headquarters and Discovery Centre subject only to the grant of planning permission. This was confirmed in writing to the Council at the end of July in a letter from MSD to LBC.
- 2.11 Belgrove House has been owned by Precis Advisory for over 15 years. Over the years Precis Advisory has considered various re-development opportunities for the site.



- 2.12 For some years the site sat above a proposed Crossrail 2 box and it was previously proposed to be redeveloped as a hotel of over 20 storeys. However, following early discussions with the Council, statutory consultees and the local community the proposed hotel redevelopment was not pursued. Moreover the Crossrail 2 box was moved to north of the Euston Road.
- 2.13 With the recent emergence of the Knowledge Quarter and the cluster of life science companies, universities and businesses focused on research, Precis Advisory decided to reconsider this site for an office-led development.
- 2.14 The Applicant first sought to understand what a Knowledge Quarter business might need – for example the proportion of lab space compared with office space. They looked globally at best examples and visited the nearby Francis Crick Institute and other businesses.
- 2.15 As part of this research, Precis Advisory met MSD, and they have been working with them since mid-2019 on an extensive design process to shape a building, both inside and out, that could meet their requirements, or that of similar life science businesses.

## Proposals

- 2.16 Discussions with LBC began in earnest in Autumn 2017. A sequence of design meetings were held with officers, three Design Review Panels (DRP) and one meeting with the Strategic Review Panel on Emerging Proposals. The sequence of meetings is set out below.

Date	Meeting
29/04/2019	Strategic Review Panel
17/06/2019	Belgrove & Acorn House Workshop
21/06/2019	Design Review Panel
19/07/2019	Acorn Design Workshop 2
24/07/2019	Belgrove Design Workshop 2
25/07/2019	Transport Meeting 1
21/08/2019	Housing Meeting 1
16/09/2019	Belgrove House: Existing Building
18/09/2019	Acorn House Workshop 3
18/09/2019	Belgrove House Workshop 3
19/09/2019	Transport Workshop 2
25/09/2019	Argyle Square Meeting
07/10/2019	Acorn House Workshop 4
08/10/2019	Belgrove House Workshop 4
11/10/2019	Transport Workshop 3
29/10/2019	Acorn House Workshop 5
31/10/2019	Belgrove House Workshop 5
18/11/2019	Acorn House Workshop 6
19/11/2019	Belgrove House Workshop 6
21/11/2019	Transport Workshop 4
09/12/2019	Acorn House Workshop 7
10/12/2019	Belgrove House Workshop 7



10/12/2019	Managers Briefing
18/12/2019	Workshop 8 - Senior Officers
11/02/2020	Follow up pre-app senior officers
12/02/2020	Historic England
26/02/2020	GLA
03/03/2020	Sustainability - Belgrove
16/03/2020	Sustainability - Acorn
16/04/2020	Landscape - Belgrove
24/04/2020	Workshop 9 – Belgrove
05/06/2020	CMP Meeting -
21/07/2020	Senior Officers Meeting
17/08/2020	Developer's Briefing

2.17 In discussions with LBC about the Belgrove House site in particular, six principles emerged for the project:

- While the site was appropriate for an office building, it was more suitable for a Knowledge Quarter business.
- The scale, massing and design needed to work on all four sides of the building.
- The architecture needed to be world class, and appropriate for this sensitive location that is so rich in heritage.
- Precis Advisory should try to deliver housing on site, but that if this could not be done, they find a site nearby.
- The building's construction and operation should achieve the very highest in sustainability.
- Any scheme would need to deliver a significant level of public benefits to the people of Camden, with a particular focus on young people.

2.18 Precis Advisory then found Acorn House on Gray's Inn Road, in the same ward as Belgrove House, which they acquired to deliver the affordable housing policy requirement generated by the redevelopment of Belgrove House.

2.19 In the case of Acorn House, the following principles were discussed with LBC:

- More affordable homes would be able to be provided on Acorn House rather than the Belgrove House site.
- The site offered greater flexibility to deliver a varied mix of unit sizes, with potential to deliver more family sized homes.
- A greater number of dual aspects homes could be achieved at Acorn House compared to Belgrove House.
- A landscaped playspace and community room should be provided in addition to private balconies or winter gardens.
- A dedicated basement space should be provided for tenant facilities, including bike storage and waste facilities.
- The building should contribute to the regeneration of Gray's Inn Road with a high-quality building.



## Consultation

- 2.20 After a number of design meetings, LBC and the applicant and their design team were keen to see what people thought about the emerging proposals for both Belgrove House and Acorn House. This unfortunately coincided almost exactly with the start of the Covid-19 national lockdown enforced from March 2020.
- 2.21 Precip Advisory presented the scheme to Historic England on 24 February 2020 and the GLA on 26 February 2020. Both parties were in principle supportive of the overall bulk and mass, and broadly on how the design worked subject to the delivery of an appropriate package of public benefits.
- 2.22 The Applicant conducted a thorough consultation programme adapted to account for the fact that most in-person engagement was at the outset discouraged by Government advice (and subsequently prohibited), which they shared with LBC in advance to ensure an appropriate approach during the uncertain times created by the pandemic. The main activities broken down are as follows:
- **March 2020** – Began engaging with local stakeholder groups and close neighbours.
  - **April 2020** – Consultation website launched for local stakeholder groups and close neighbours, with video presentations of emerging designs for both buildings narrated by the lead project architect.
  - **Early June 2020** – Launch of the consultation website to the wider public and information on the emerging designs along with a feedback survey to submit comments.
  - **Early June 2020** – Launch of a social media ad campaign promoting the consultation website run on Facebook and Instagram from Thursday 4 June until Thursday 19 June.
  - **Late June 2020** – Development Management Forum (DMF) attended virtually by 37 people and watched on London Borough of Camden's YouTube channel by a further 244 (as of 18 August) afterwards once uploaded.
  - **Early August 2020** – Virtual exhibition launched. Launch of second social media ad campaign promoting the virtual exhibition run on Facebook and Instagram from 5 August until 18 August.
  - **Mid August 2020** – Young person consultation event in partnership with King's Cross Brunswick Neighbourhood Association members.
  - **Late August 2020** – Submission of planning application to Camden Council. Continuing engagement with local organisations and groups.
- 2.23 In March 2020, letters outlining the proposals were sent to a number of key stakeholders including ward councillors, relevant cabinet members and officers at London Borough of Camden, community groups and local residents (Appendix A).



- 2.24 In April 2020, as this was proving challenging, the Applicant shifted their engagement strategy from a physical face-to-face engagement process to online. Meetings with key stakeholders were re-offered as virtual meetings.
- 2.25 The Applicant also commissioned a filmed presentation of both emerging schemes which were sent to local groups on 20 April 2020. A summary of both films and the slides accompanying the films are included at Appendix B.
- 2.26 On 4 June 2020, the Applicant posted the films on a dedicated consultation website ([www.belgroveacorn.co.uk](http://www.belgroveacorn.co.uk)), and the consultation was promoted locally to people through the following ways:
- Personalised letters/emails to key stakeholders
  - Consultation flyer delivered to 9,712 local households and businesses
  - Quarter page advert in the Camden New Journal (Appendix C)
  - Advertising campaign on Facebook and Instagram
  - Virtual meetings with a number of local community groups.

The results of this engagement are set out in Section 3 of this SCI.

- 2.27 To enable as many people as possible to contact the consultation team and comment on the proposals, a range of feedback mechanisms were used, including:
- An online survey on the consultation website – [Belgroveacorn.co.uk](http://Belgroveacorn.co.uk) (Appendix D)
  - Freephone number – 0800 307 7614
  - A dedicated email address – [belgroveacorn@londoncommunications.co.uk](mailto:belgroveacorn@londoncommunications.co.uk).
- 2.28 In June 2020, London Borough of Camden included a notice in the Camden New Journal to promote the DMF. The public notice is included in Appendix E. Personalised emails were sent to local stakeholders notifying them of the details of the DMF and a notice was placed on the consultation website ([Belgroveacorn.co.uk](http://Belgroveacorn.co.uk)) to notify visitors of the DMF.
- 2.29 On 25 June 2020 the applicant presented both schemes at a virtual DMF. The Applicant stressed that whilst the proposals for Belgrove House showed a very detailed design, driven by the process with London Borough of Camden, by the sensitive nature of the site and the requirements of MSD and the life sciences sector, it was not a fait accompli.
- 2.30 On Wednesday 12 August, the applicant held a young person consultation event in partnership with the King's Cross Brunswick Neighbourhood Association's Youth Team. A total of 4 young people and a Senior Youth Worker attended. The title page of the presentation that was shown can be found in Appendix L.
- 2.31 Although face-to-face meetings were not possible, some virtual meetings with stakeholders did take place. The table below summarises the meetings held with a variety of stakeholders:





Date	Stakeholder
3 June 2020	Knowledge Quarter
3 June 2020	Young Camden Foundation
3 June 2020	Urban Partners
4 June 2020	Camden STEAM
19 June 2020	The Megaro Hotel/St Pancras Hotels Group
19 June 2020	King's Cross Brunswick Neighbourhood Association
25 June 2020	Presentation to the Urban Partners Executive Committee
2 July 2020	National Union of Journalists
13 July 2020	Cllr Jonathan Simpson – King's Cross ward councillor
4 August 2020	Cllr Danny Beales – Cabinet Member for Investing in Communities
12 August 2020	Young person consultation session with King's Cross Brunswick Neighbourhood Association's Youth Team

## Feedback

2.32 In total, responses were received from a total of 82 stakeholders and residents submitted through our consultation inbox and through website surveys. This is more than we have seen in similar projects within the Borough.

- a. 42 of these were through website surveys – 17 positive (40%), 3 (7%) neutral and 21 negative (50%)

2.33 Of all responses received as of 18 August 2020, 33 (40%) local stakeholders and residents are identified as being positive towards the proposals, with 12 (15%) identified as having neutral views and 37 (45%) as negative views.

2.34 The key themes that have been identified from the consultation feedback are detailed in Section 4 below.

2.35 In July 2020, the Applicant considered the feedback from the DMF, from all the meetings with LBC including the three DRPs, the meetings held with stakeholders and the comments from the online engagement.

2.36 The following headline points were raised. A more detailed analysis of all the feedback is set out in Section 4 below:



- The proposed Belgrove House building is out of character with the existing buildings in the surrounding area and does not complement the Conservation Area
- Dislike of design and architecture of Belgrove House
- Belgrove House proposals are too tall
- The proposed materials are at odds with the surrounding setting
- The Development of Belgrove House would be a loss of a building of heritage
- Acorn House was too tall
- Concerned about loss of trees on Acorn House site
- Acorn House offers excellent opportunity to enhance Bloomsbury Conservation Area
- Welcome use of affordable housing
- Research lab use great addition to the area
- Site is in need of severe enhancement

2.37 A total of 37 registered in advance to attend the virtual DMF, with 13 submitted questions received by LBC and a number of questions also put forward during the event by attendees. A much larger number of people tuned in on the night to view it live on YouTube and as of Tuesday 18 August, 244 people have watched the recorded meeting.

2.38 In mid-July 2020 the applicant settled on a design for both schemes following conclusion of the pre-application consultation exercise and a consideration of the results of it.

2.39 Given that face-to-face engagement was still considered challenging, at the end of July the applicant produced an online virtual exhibition of both schemes to help inform all stakeholders of the detailed design and benefits of both schemes. This is set out in Section 3 below.

2.40 The applicant also re-approached a number of the stakeholders to offer a further meeting.

2.41 Details of the feedback received and the Applicant's responses to this feedback are summarised in Section 4.

2.42 The Applicant will continue to maintain an open dialogue with stakeholders and local communities throughout the application process, as needed.



### **SECTION 3: CONSULTATION STRATEGY AND ACTIVITY**

- 3.1 LCA was appointed to lead a programme of pre-application consultation on the proposals for The Proposed Developments.
- 3.2 The objectives of the consultation were:
- a. To engage local people and a wide range of stakeholders, local businesses and organisations, and members of the local community to see and comment on the plans.
  - b. To conduct a targeted consultation, engaging with local politicians, local groups, businesses and residents.
  - c. 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.
  - d. To provide opportunities for people to express their views through various communications channels, including meetings, an online exhibition, consultation website, social media ad campaigns, freephone and email.
  - e. 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.
  - f. To understand the issues of importance to stakeholders before submission of the application.
  - g. To work closely with London Borough of Camden to ensure key officers and councillors are aware of the proposed development, key consultation activities and outcomes.
- 3.3 A consultation strategy was developed to meet these objectives, which is outlined below. The strategy was set out in four phases, comprising initial key stakeholder engagement, wider online consultation launch with social media campaign, Development Management Forum and Design Review Panel, virtual online exhibition of final designs and ongoing stakeholder engagement.
- 3.4 The below section outlines the activities undertaken for the pre-application consultation from March 2020 – August 2020.

#### **Phase 1 – Early stakeholder engagement (March 2020 – April 2020)**

- 3.5 From March 2020 – April 2020, the Applicant began engaging with local stakeholders and close neighbours to the Sites. Personalised letters were issued on 5 March 2020 introducing the Applicant, informing them about the proposals, and offering a meeting with the project team to discuss the plans.
- 3.6 The Applicant wrote to key stakeholders including key councillors, local businesses and community groups. All stakeholders contacted by the Applicant can be found in Appendix A.
- 3.7 Following the implementation of a national lockdown on 23 March 2020, the Applicant shifted its engagement strategy in April 2020 from a physical face-to-face engagement process to online. Meetings with key stakeholders were re-offered as virtual meetings. Since March when lockdown measures were implemented, we have gained considerable experience of advising clients working within a number of London boroughs on the conduct of consultation exercises adapted to to be digitally focused. The measures that have been employed in this instance

reflect what we consider to be best practice and we are comfortable that the consultation has remained effective in delivering its objectives notwithstanding the adaptations made.

3.8 The Applicant also commissioned a filmed presentation of both emerging schemes which were sent to local groups on 20 April 2020. A summary of both films and the presentations accompanying the films are included at Appendix B.

3.9 Since March the project team have engaged with a number of key local stakeholders and interested parties and offered virtual meetings to all. The key neighbours and local stakeholders we have reached out to or met with during this phase of consultation are listed below:

- Ward councillors, Cabinet member for Investing in Communities and London Borough of Camden Leader Georgia Gould
- Camden Cycling Campaign
- Bloomsbury Residents Action Group
- Friends of Argyle Square
- Treasurer of Friends of Argyle Square
- King's Cross Mosque
- Camden Age UK
- Megaro Hotel Group
- King's Cross Brunswick Neighbourhood Association
- Bloomsbury Conservation Area Advisory Committee
- King's Cross Conservation Area Advisory Committee
- The Knowledge Quarter
- The Young Camden Foundation
- Camden STEAM
- Urban Partners
- The Urban Partners Executive Committee
- National Union of Journalists and immediate neighbour of Acorn House
- Argyle Primary School

3.10 A few weeks after the lockdown had been initiated, virtual meetings with stakeholders began to take place. Provided in the table below are the dates of when these took place:

Date	Stakeholder
3 June 2020	Knowledge Quarter
3 June 2020	Young Camden Foundation
3 June 2020	Urban Partners
4 June 2020	Camden STEAM
19 June 2020	The Megaro Hotel/St Pancras Hotels Group
19 June 2020	King's Cross Brunswick Neighbourhood Association

25 June 2020	Presentation to the Urban Partners Executive Committee
2 July 2020	National Union of Journalists
13 July 2020	King's Cross ward councillor
4 August 2020	Cabinet Member for Investing in Communities
12 August 2020	Young person consultation session with King's Cross Brunswick Neighbourhood Association's Youth Team

3.11 The meetings were hosted by the Applicant with representatives from each of the core consultants to ensure that many specific issues about the proposals could be addressed directly. This included representatives from the following organisations:

- Precis Advisory (the Applicant);
- AHMM (Architects);
- Gerald Eve (Planning Consultants);
- London Communications Agency (Public Consultation and Communications Consultants).

3.12 A summary of the feedback collated from the meetings can be found in Section 4 of this document.

#### **Phase 2 – Online consultation launch (early June 2020)**

3.13 Following pre-application correspondence with key stakeholders and community groups, the Applicant undertook a wider online public consultation, which launched on 4 June 2020.

3.14 A broad variety of channels were employed to promote the consultation in order to maximise engagement with local communities. These are detailed below:

- Consultation flyer – The consultation website was promoted through a flyer distributed to 9,712 local households and businesses. A copy of the flyer and map showing the distribution area can be found in Appendix F.
- Stakeholder letters – Letters outlining the proposals were also sent to a number of local stakeholders and community groups. Appendix G
- Advert in Camden New Journal – a quarter page advert was published in one issue of the area's local newspaper, the Camden New Journal, on 4 June which advertised the consultation website. A copy of the advert published in Camden New Journal can be found in Appendix C.
- Website – A dedicated website was created – Belgroveacorn.co.uk – and included information about the proposals alongside detailed presentations and video presentations of the emerging designs, along with a survey to leave feedback. The presentations were made available to download for those who wanted to review them in more detail. Screenshots of the website pages can be found in Appendix D.
- Extensive Social Media advertising – An ad campaign promoting the consultation website ran on Facebook and Instagram from Thursday 4 June until Thursday 19 June. The targeted audience was identified as a 2 km radius from the two sites. Total reach was 35,193, which led to 758 visits to the consultation website. 45% of the website clicks generated by the advertising campaign were aged 13-44 year olds and 55% were 45-65 year olds. A copy of the social media adverts can be found in Appendix H



3.15 A summary of the website views (as of 19 August) for the consultation website and each individual page are detailed below:

	Total website visits and unique visits	Page views	Channels (how people got to the website)
Website	Total: 3,669  Unique: 2,674	Home – 3,641 The Design – 784 Team – 423 Public Realm – 244 Public Benefits – 233 Knowledge Quarter – 264  <b>Virtual Hub:</b>  Waiting room – 703 Belgrove proposals – 514 Acorn proposals - 127	Social media – 1,011 Direct search – 1,433 Organic search – 164 Referral – 92

3.16 A summary of the feedback collated from the website survey submissions can be found in Section 4 of this document.

#### Feedback mechanisms

3.17 To enable as many people as possible to contact the consultation team and comment on the proposals, a range of feedback mechanisms were used, comprising:

- Website survey, on the consultation website (Belgroveacorn.co.uk) to be completed. A copy of the survey questions can be found in Appendix D
- Freephone number – 0800 307 7614
- A dedicated email address – [belgroveacorn@londoncommunications.co.uk](mailto:belgroveacorn@londoncommunications.co.uk).

3.18 All feedback mechanisms continue to remain open following the exhibition for local residents and businesses to share their feedback on the proposals.

#### **Phase 3 – Development Management Forum (June 2020)**

3.19 An online Development Management Forum (DMF) was arranged by London Borough of Camden for Thursday 25 June at 7pm for local residents and businesses.

3.20 This was set up in order to provide local people with an opportunity to find out more about the proposals and put forward any questions they had about the scheme.

3.21 Information about the proposals for both sites were presented by Simon Allford at AHMM in an allotted time of 20 minutes, covering details about the proposed designs of Belgrove House and Acorn House as well as the public benefits that the proposals could bring.



- 3.22 The Applicant also used the DMF as an opportunity to introduce MSD to stakeholders, who announced that they had agreed commercial terms to take the building as their new UK Headquarters and Discovery Centre.
- 3.23 A total of 37 people registered in advance to attend the event virtually, with 13 submitted questions received by LBC, and a number of questions were also put forward during the event by attendees. A much larger number of people tuned in on the night to view it and the recording was uploaded on LBC's YouTube channel afterwards, and as of Friday 7 August, 230 people have watched the recorded meeting.
- 3.24 The DMF was publicised in a number of ways by both the project team and LBC, including personalised emails and a newspaper advert.
- 3.25 Key stakeholders were written to personally from our dedicated consultation email address. This included local councillors, local businesses and key community groups.
- 3.26 A notice was placed in Camden New Journal by LBC promoting the DMF. Notices were placed around the site and we included the details and a link to the LBC registration page on the homepage of our consultation website (Belgroveacorn.co.uk) to notify visitors of the DMF. LBC also wrote to key stakeholders themselves to inform them of the DMF.
- 3.27 A summary of the feedback collated from the DMF can be found in Section 4 of this document.

#### **Phase 4 – Virtual public exhibition (July/August 2020)**

- 3.28 Following the DMF in June 2020, the Applicant held an online virtual exhibition to present the final detailed designs of the proposals to show the local community how the designs had developed since the last phase of consultation.
- 3.29 The objectives of the virtual exhibition were to:
- Present the developed proposals to local residents, businesses, staff, and other local stakeholders.
  - Seek feedback on the developed designs of the proposed new building.
  - Capture comments and feedback before submitting an application to London Borough of Camden.
- 3.30 The feedback from this exhibition will be collated and provided as an addendum to this SCI.
- 3.31 A broad variety of channels were employed to promote the consultation in order to maximise engagement with local communities. These are detailed below:
- Consultation flyer – The consultation website was promoted through a flyer distributed to 9,712 local households and businesses on 5 August. A copy of the flyer, map showing the distribution area, and report confirming the delivery can be found in Appendix I.
  - Advert in Camden New Journal – a quarter page advert was published in one issue of the area's local newspaper, the Camden New Journal, on 6 August which advertised the consultation website. A copy of the advert published in Camden New Journal can be found in Appendix J.



- Website – A dedicated virtual exhibition room was created on the website – [belgroveacorn.co.uk/virtual-waiting-room/](http://belgroveacorn.co.uk/virtual-waiting-room/) – and included information about the developed proposals alongside information boards. Screenshots of the website pages can be found in Appendix D.
- Extensive Social Media advertising – An ad campaign promoting the consultation website ran on Facebook and Instagram from Wednesday 5 August until Thursday 13 August. The targeted audience was identified as a 2 km radius from the two sites. Total reach (as of Friday 7 August) was 8,458, which led to 79 visits to the consultation website. A copy of the Facebook advert can be found in Appendix K.

3.32 A suite of nineteen information boards were produced with the written information provided in clear and concise English. Images, maps and diagrams, and computer generated illustrations were used to explain the proposals. (Appendix L)

3.33 A virtual exhibition room was created and uploaded onto the website, which included a 'waiting room' with four information boards, and the two separate rooms which presented the developed designs for both Belgrove House and Acorn House respectively.

3.34 The exhibition boards used during the consultation are summarised below:

Panel no.	Title	Content/details
<b>Waiting room</b>		
1	Welcome	Welcoming attendees to the virtual exhibition and introducing the South London and Maudsley NHS Foundation Trust, King's College London, and the Maudsley Charity.
2	The Team	Details of the project team and partners, including Precis Advisory, MSD, and AHMM.
3	Consultation and Feedback so far	Overview of the consultation timeline to date and what key consultation events had taken place
4	Benefits, next steps and how to submit your comments	Overview of the package of benefits that the scheme will deliver and contact details on how to submit your feedback to the project team
<b>Belgrove House</b>		
5	Site Context	Details of the site's location, including surrounding heritage buildings and Conservation areas as well as details of the existing building.
6	The Brief	Details of the vision for the proposed building and how it will support ground breaking research and be an exemplar for the Knowledge Quarter.
7	MSD	Introduction to MSD as the tenant for the new Belgrove House building, its background in research, and the benefits it will bring to the local area.





8	Design amends as a result of consultation	Summary of the design amends that have happened during the consultation programme showing how the scheme has developed (see paragraph 4.22 below).
9	Key Views	Illustrative views of the proposed building and the public realm improvements including before and after views.
10	Environment & Sustainability	Details of how the building has been designed to be carbon efficient for the future, including the green design elements such as the biophilic façade.
11	Transport & accessibility	Details of the transport improvements proposed as part of the development, including a new step-free tube access. Details of public accessibility to the new building.
12	Public Realm & Ground Floor	Details on ground floor and public realm improvements of the proposed building designed as an open and welcoming environment, with indicative images. Including publicly accessible facilities.
13	The Knowledge Centre	Overview of the proposed Knowledge Centre as part of the new building through conversations with local organisations including Camden STEAM, the Knowledge Quarter and YCF.
14	Benefits	Summary of the environmental, social and economic benefits the new building at Belgrove House would bring.
<b>Acorn House</b>		
15	Site context	Details of the site's location, including surrounding heritage buildings and Conservation areas as well as details of the existing building.
16	Detailed design & views	Details of the proposed building offer, including affordable housing, affordable office space and retail provision. Illustrative images of the proposed building from various views.
17	Environment & Sustainability and Transport	Details of how the building has been designed to be carbon efficient for the future, including energy efficient affordable housing commitment. Details of transport car-free proposals and cycling provision.
18	Ground floor use	Overview of the ground floor use including flexible office space and the retail unit.
19	Floor plans	Floor plans showing the proposed uses at ground floor, and the residential unit layouts as well as the children's playspace and community room on upper levels.

3.35 On Wednesday 12 August, the applicant held a young person consultation event in partnership with the King's Cross Brunswick Neighbourhood Association's Youth Team. A total of 4 young people and a Senior Youth Worker attended. The title page of the presentation that was shown can be found in Appendix L.



3.36 Details of the feedback provided from this event are detailed in Section 4 of this SCI.



## **SECTION 4: COMMENTS ANALYSIS AND RESPONDING TO FEEDBACK**

- 4.1 This section includes a summary and analysis of all feedback received throughout the pre-application consultation period.
- 4.2 The feedback received from the public consultation activities has been helpful and formed an important part of the design process.
- 4.3 The local authority has also been consulted and involved in the design throughout the development of the scheme and a significant number of pre-application meetings and workshops have been held with London Borough of Camden.

### **General feedback**

- 3.37 In total, responses were received from a total of 82 stakeholders and residents submitted through our consultation inbox and through website surveys
- b. 42 of these were through website surveys – 17 positive (40%), 3 (7%) neutral and 21 negative (50%)
- 3.38 Of all responses received as of 18 August 2020, 33 (40%) local stakeholders and residents are identified as being positive towards the proposals, with 12 (15%) identified as having neutral views and 37 (45%) as negative views.
- 4.4 Some of the key themes that have been identified from the consultation feedback are:

#### **Negative**

- o Belgrove House proposal out of character with surrounding buildings, i.e. height and bulk
- o Concern on being in prominent location opposite Grade I listed stations
- o Should consider retaining building rather than demolishing
- o Concerned will block views for local residents
- o Lack of respect being paid to historic significance of existing building
- o Don't like the design
- o Over development of site
- o Acorn House is too tall and out of context with surrounding area

#### **Positive**

- o Acorn House offers excellent opportunity to enhance Bloomsbury Conservation Area
- o Welcome use of affordable housing
- o Research lab use great addition to the area
- o Site is in need of severe enhancement
- o Will add new dimension of positive activity and youth to a currently neglected area
- o Will support regeneration of anything that improves Argyle Square
- o Great facility at an ideal location
- o Welcome continuation of area's redevelopment
- o Current Access Self Storage building is a huge loss of quality urban space



## Website surveys

4.5 The website survey included a list of specific questions and an additional section for open comments. A copy of this can be found in Appendix D and the full list of questions can be found below:

1. Why are you responding to this survey?  
Live in the area; Work in the area; Own a local business; Other
2. Do you support in principle the proposals you have seen? If so, why?  
Yes; No  
(Open comment)
3. What else would you like to see as part of these proposals?  
(Open comment)
4. Which of these benefits are most important to you? (Tick as appropriate)  
A new landmark Knowledge Quarter opposite the King's Cross Station;  
Improved public realm and increased walkway for pedestrians;  
A new step free tube entrance for the King's Cross Underground Station;  
A sustainable design led building which sets a benchmark in carbon neutral development;  
100% affordable housing at Acorn House, with 60% Social Affordable rent and 40% Intermediate rent;  
Affordable workspace;  
Bringing over 1,000 new jobs across life-sciences, office, retail and events long with over 1,000 jobs related to the construction;  
Access for the community to a new exhibition space, auditorium, education facilities, meeting rooms and café.
5. If you have any other comments on the proposals, please do write them here...  
(Open comment)

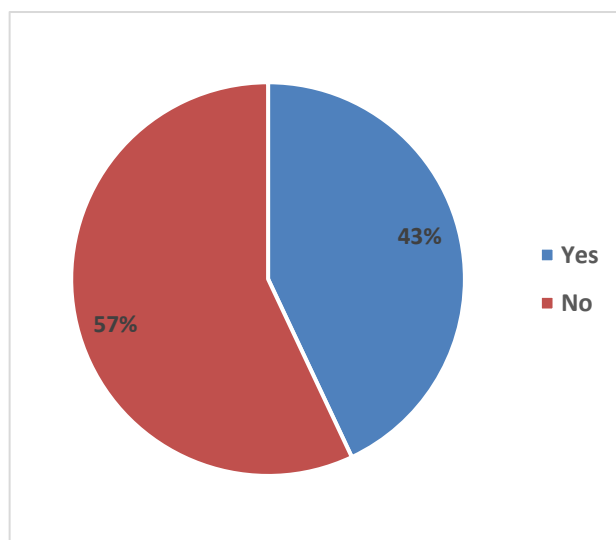
4.6 In total, 34 website surveys were submitted.

4.7 The following provides an analysis of the responses received to the specific questions included on the website survey.

4.8 Out of the 34 people who responded to the question – *Why are you responding to this survey?* - 91% (31/34) of people said they 'Live in the area', with 11% (2/34) saying they 'Work in the area' and 2% (1/34) saying 'Other'.

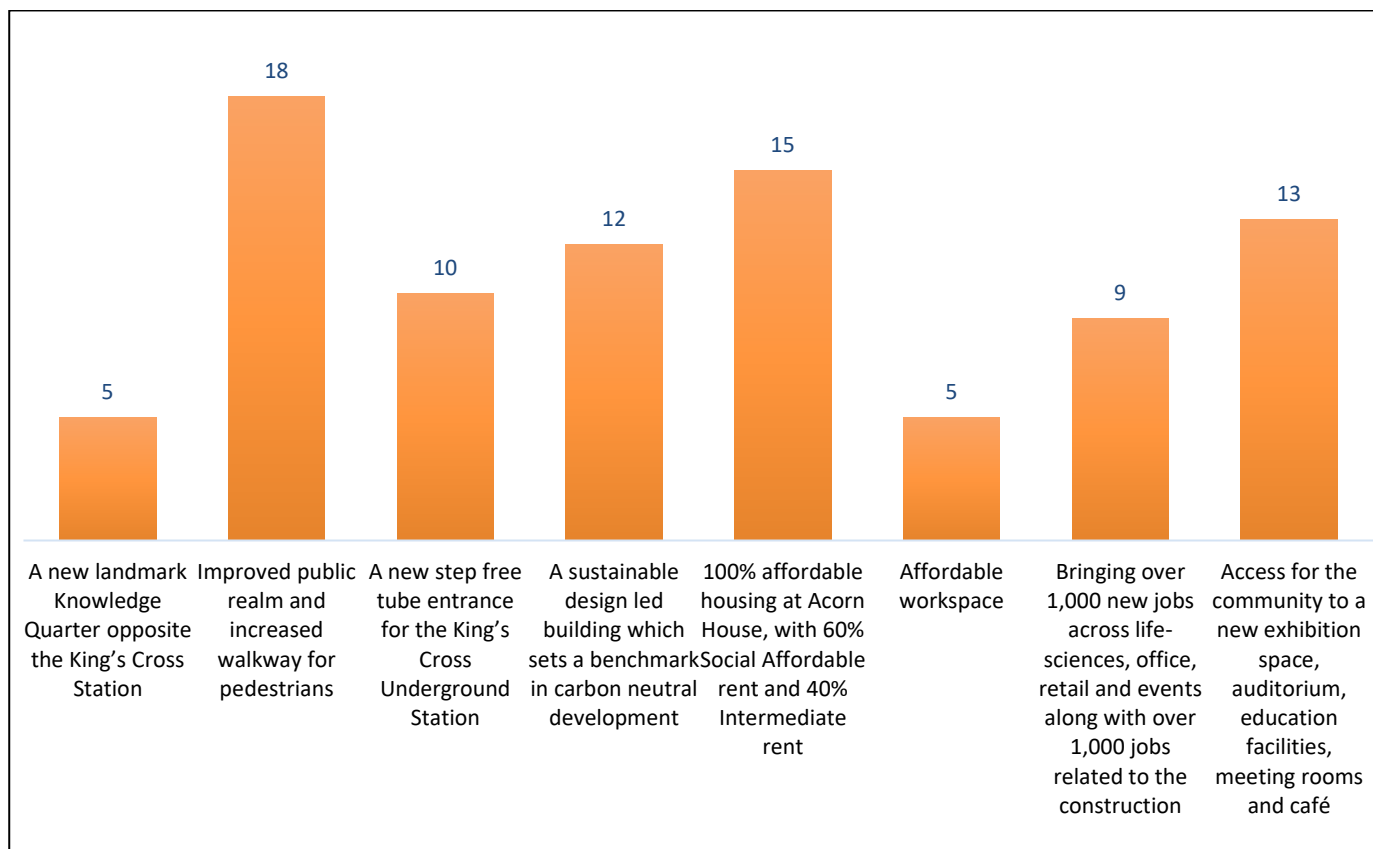


- 4.9 Out of the 33 people who responded to the question – *Do you support in principle the proposals you have seen? If so, why?* – 43% (14/33) said 'Yes' and 57% (19/33) said 'No'.



- 4.10 Out of the 27 people who responded to the question – *Which of these benefits are most important to you? (Tick as appropriate):*

- 18% (5/27) said 'A new landmark Knowledge Quarter opposite the King's Cross Station'
- 66% (18/27) said 'Improved public realm and increased walkway for pedestrians'
- 37% (10/27) said 'A new step free tube entrance for the King's Cross Underground Station'
- 44% (12/27) said 'A sustainable design led building which sets a benchmark in carbon neutral development'
- 55% (15/27) said '100% affordable housing at Acorn House, with 60% Social Affordable rent and 40% Intermediate rent'
- 18% (5/27) said 'Affordable workspace'
- 33% (9/27) said 'Bringing over 1,000 new jobs across life-sciences, office, retail and events along with over 1,000 jobs related to the construction'
- 48% (13/27) said 'Access for the community to a new exhibition space, auditorium, education facilities, meeting rooms and café'



4.11 There was a clear desire for the proposals to include improvements to the public realm, as well as the proposals at Acorn House to provide 100% affordable housing.

#### Positive comments

4.12 The website surveys demonstrated that there was some general support for the proposals, with 43% of respondents saying they supported the proposals in principle. The majority of positive comments were general in nature, showing overall support for the redevelopment of the site and the proposed life-sciences lab at Belgrove House being a great addition to the area. There was also support for the affordable housing aspect at Acorn House and it being a welcome continuation of the area's development.

4.13 Examples of comments made in support of the proposals:

- *"The design looks pleasant and I am reassured that it is affordable housing"*
- *"Great facility in an ideal location"*
- *"Get on with it! I hope Camden council likes it as much as I do!"*
- *"There are many needs that these projects would fulfil in the area"*
- *"The plans look great; affordable housing for local is great"*
- *"Bringing more community spaces and jobs is a plus too!"*
- *"I think it will add a new dimension of positive activity and youth to a currently neglected part of Euston Road."*
- *"I think a research lab is a great addition to the local area and the wider knowledge quarter."*



## Issues raised

4.14 In total, 57% of the website survey submissions said they did not support the proposals in principle.

4.15 The table below provides a qualitative analysis of these comments. These have been ordered by frequency in which each theme was mentioned within the website survey.

Comment	Number of website surveys that featured this comment theme
<b>Comments relating to Belgrove House</b>	
Dislike architecture/design	9
Too tall	7
Out of character/scale with surrounding area/buildings	5
Against loss of heritage	2
Overdevelopment of site	1
Proposed materials at odds with setting	1
Should have residential included	1
New proposal is not an improvement to the existing building	1
Area is overrun with cafes, meeting rooms and exhibition spaces	1
<b>Comments relating to Acorn House</b>	
Do not want trees outside building removed	1
Too tall	1
Out of scale with surrounding buildings	1
Addition of residential properties will increase noise	1

4.16 Examples of comments which raised concerns towards the proposals:

- *"The existing building is fine as it is. The new proposal is in no way an improvement and can not be considered a 'Landmark'"*
- *"The proposed building is far too big and totally out of keeping with the Conservation Area, the site and the vicinity"*
- *"This area is overrun by cafés, exhibition spaces and meeting rooms. After Covid19 there will be a glut of vacant office spaces in Central London. Proper homes are needed."*
- *"It's hideous. It's too tall. Its materials are at odds with its setting. It obstructs stunning views of St Pancras Station"*
- *"Belgrove house proposal is far too tall and of zero architectural merit. It doesn't add anything of note to the area."*
- *"Acorn house is too tall and is out of scale with surrounding residential and commercial properties. Adding more residential properties here will increase noise and the area infrastructure cannot adequately ensure safety of the current population."*
- *"In terms of acorn house there are mature trees outside and I would not want them removed as we have a lack of trees in the area and they are essential against such a polluted road."*
- *"More housing options - the whole borough is creating unaffordable housing options. Pricing the average person out of the area is not acceptable."*



## **Development Management Forum (DMF)**

4.17 As mentioned earlier, a number of questions were submitted to LBC to be put forward to the project team. These can be summarised into the following themes:

- Is demolishing the building necessary?
- Will it be sustainable?
- Use of Knowledge Quarter is just a buzz word
- Use of the centre, i.e. testing on animals?
- Consultation with local groups
- Out of character development, doesn't fit with surrounding buildings
- How has impact on Conservation Area been considered?
- Concerns on daylight/sunlight impact on neighbouring residents
- What contributions will be made to Argyle Square?
- What is the proposed reduction in parking?
- Will there be electrical car charging points?
- What is happening with the tube entrances?
- Construction programme
- Diversion of traffic to Birkenhead Street
- What will happen to the Post Office?
- Would Acorn House go ahead if Belgrove House refused?
- Considered incorporating basement to reduce height?
- Destroying building of historic significance.

## **Young person consultation event**

4.18 During the young person consultation event held in partnership with the King's Cross Brunswick Neighbourhood Association's Youth Team, the following items were raised as considerations that their younger members were interested in:

- Opportunities for young people for in terms of training, internships and jobs
- Whether there would be animal testing in the building, which there won't
- The need for a place for young people to study and have access to computers and wifi
- The Euston Road creates an 'invisible barrier' to the benefits of the developments to the north, so this being accessible on the south side of the road is welcome
- The level of security on the ground floor

4.19 The Youth Team members also stated that they currently see Euston Road as a barrier to the benefits from development to the north and feel that access to the Knowledge Centre at Belgrove House could be effective in giving them access to the Knowledge Quarter, its members and the opportunities associated with it.

4.20 Participants of the event also commented that they were glad the applicant had taken the time to include them in the consultation process.

## **Responding to feedback**

4.21 Following the consultation, all comments received were analysed and fed back to the project team to inform the designs for the site. In addition, any questions asked were responded to by the team.





4.22 The following tables outline the key issues raised and the Applicant's responses. This reflects the issues raised earlier in this section, although comments concerning similar themes have been grouped together to avoid repetition.

<b>Comment summary</b>	<b>Applicant response</b>
<b>Belgrove House</b>	
<b>The proposed Belgrove House building is out of character with the existing buildings in the surrounding area and does not complement the Conservation Area</b>	<p>All of the buildings that define the area have distinct architectural characteristics from the 19th, 20th and 21st centuries, which creates a rich and diverse character. These include the King's Cross Station (19th C), Camden Town Hall and the British Library (20th C) and St Pancras Station (21st C).</p> <p>The existing building has a poor presence on Euston Road and it detracts from Argyle Square due to the poor quality of the design of the facade. It has large blank frontages on Belgrove and Crestfield Streets and adds no value to the Conservation Area.</p> <p>The Applicant believes that the proposals will be a positive addition to the buildings and the Conservation Area, adding a further layer of history as the continuing redevelopment to the north is doing successfully.</p> <p>Furthermore the scale, design and internal lay outs of the proposed building meets MSD's requirements for a new Discovery Centre which will house a state-of-the-art research laboratory as well as their UK headquarters.</p>
<b>Some commented that the architecture and design of Belgrove House was ugly</b>	<p>The scheme was presented to the GLA and Historic England. Both parties were in principle supportive of the overall bulk and mass and broadly how the design worked.</p> <p>All of the buildings that define the area have distinct architectural characteristics from the 19th, 20th and 21st centuries, which creates a rich and diverse character. These include the King's Cross Station (19th C), Camden Town Hall and the British Library (20th C) and St Pancras Station (21st C).</p> <p>The Applicant believes that the proposals will be a positive addition to this varied area, adding a further layer of history as the continuing redevelopment to the north is doing successfully.</p> <p>Furthermore, the scale, design and internal lay outs of the proposed building also meets the broad requirements MSD has for a new Discovery Centre which will house a state-of-the-art research laboratories as well as their UK headquarters.</p>
<b>Belgrove House proposals are too tall</b>	<p>The proposed redevelopment of Belgrove House will engage fully and appropriately with the completed</p>

	<p>improvements to King's Cross Square, mediating between the taller buildings on Euston Road and those that frame the square.</p> <p>The architecture along Euston Road is characterised by larger scale, civic buildings such as the Standard Hotel, St Pancras Chambers and British Library. The North elevation of Belgrove House will have a prominent position on Euston Road, addressing King's Cross Square. This suggests that the height is in keeping and appropriate for its location.</p> <p>The building is four storeys a fifth storey set back on the Argyle Square side, and seeks specifically to relate to the scale of Argyle Square, whilst the front, at 10 storeys, it is slightly smaller than the extension which is now the Standard Hotel and so in our opinion relates appropriately in scale to the stations opposite.</p>
<p><b>There were comments that the development of Belgrove House would be a loss of a building of heritage</b></p>	<p>The existing building has a poor presence on Euston Road and it detracts from Argyle Square due to the poor quality of the design of the facade. It has large blank frontages on Belgrove and Crestfield Streets.</p> <p>The Applicant recognises that King's Cross is a place of history but it is also a place of significant change and the major developments north of the stations show that their settings can be enhanced by attractive new buildings.</p> <p>We have been mindful of the setting of all the landmark buildings of significant heritage importance as we have developed our proposals.</p> <p>All of the buildings that define the area have distinct architectural characteristics from the 19<sup>th</sup>, 20<sup>th</sup> and 21<sup>st</sup> centuries, which creates a rich and diverse character. These include the King's Cross Station (19<sup>th</sup> C), Camden Town Hall and the British Library (20<sup>th</sup> C) and St Pancras Station (21<sup>st</sup> C).</p> <p>We believe our proposals will be a positive addition to this varied area, adding a further layer of history as the continuing redevelopment to the north is doing successfully.</p>
<p><b>The proposed materials are at odds with the surrounding setting</b></p>	<p>The current building does not meet modern standards and, after extensive review, we have decided that the site needs to be redeveloped with as many of the existing materials as possible recycled into the new buildings. In line with the low-carbon strategy at Belgrove House, the recycling and re-use of the existing building materials on site will be pursued where possible. The re-use of these materials will reduce the embodied carbon of the new building. The intention is</p>



	<p>to retain the materials at the maximum possible value, according to Circular Economy principles.</p> <p>Materials generated from demolition will be reused in the new construction and consideration has been given to the embodied carbon of new construction materials. Plants located within the east/west windows and façade will frame the views out of the building across the city.</p> <p>There is a resource of c.1500m<sup>2</sup> bricks in the existing building. Where bricks are bonded to the concrete structure, or used within the inner leaf, intact recovery will not be possible or desirable.</p> <p>Brick processing will be carried out on site where possible, minimising the carbon impact of transport required for an off-site solution. The anticipated requirement for the new building is c.4250m<sup>2</sup>.</p> <p>Additional reclaimed bricks may be sourced from UK based specialist suppliers.</p> <p>Where the re-use of intact bricks is not possible, alternative uses for crushed bricks will be explored, including their use in internal &amp; external ground surfaces.</p>
<b>Overdevelopment of the site</b>	<p>The scale of the lower massing element responds to the traditional building forms that generally characterise the direct surroundings. It establishes a clear deference on the square to King's Cross Station. In scale it reads as being in character with the lower setting elements around the square and addresses the adjacent Grade II former residential houses on Euston Road.</p> <p>The 'waist' is set back at levels four and five, providing articulation to the massing and deference to the data of the buildings that form the backdrop to King's Cross Square.</p> <p>The scale, design and internal lay outs of the proposed building meet the broad requirements MSD has for a new Discovery Centre which will house a state-of-the-art research laboratories as well as their UK headquarters.</p>
<b>Should include residential units</b>	<p>There are numerous advantages to providing the affordable housing at Acorn House. We would be able to deliver more affordable homes than possible on the Belgrove House site.</p> <p>There is greater flexibility to deliver a varied mix of unit sizes and the potential to deliver more family-sized units. Acorn House is located in a more appropriate residential area.</p>



	<p>The nature and requirements of a lab-enabled, life-sciences building means that Belgrove House would not be appropriate for residential.</p>
<p><b>Area is already overrun with cafes, meeting rooms and exhibition spaces</b></p>	<p>We want the community to engage with the proposed building and the activities that will be taking place inside. As part of the proposals, the public will be able to access:</p> <ul style="list-style-type: none"> <li>• New ground floor including event, meeting, exhibition and education spaces as well as a café</li> <li>• A lower ground auditorium space</li> <li>• Improved public realm on Belgrove Street, Argyle Street and St Chad's Street at Belgrove House</li> <li>• A new step-free tube entrance to King's Cross</li> </ul> <p>We have also met with local organisations such as the Knowledge Quarter, Young Camden Foundation, Camden STEAM and Urban Partner to better understand how those live and work in the area would like to use the building, with a particular emphasis on young people.</p>
<p><b>Acorn House</b></p>	
<p><b>Acorn House proposals are too tall</b></p>	<p>The proposals for Acorn House will increase the height by four storeys. The stepped massing of seven storeys and nine storeys responds to the context of the adjacent buildings. The building is deliberately lower adjacent to the Georgian terraces on Swinton Street. The taller volume facing Gray's Inn Road is in keeping with taller civic and institutional buildings on Gray's Inn Road. We feel that this is appropriate for the area and integral in delivering 33 affordable homes for the borough.</p>
<p><b>Out of scale with surrounding buildings</b></p>	<p>The stepped massing responds to the context of the adjacent buildings. The building is deliberately lower adjacent to the Georgian terraces on Swinton Street. The taller volume facing Gray's Inn Road is in keeping with taller civic and institutional buildings on Gray's Inn Road. We feel that this is appropriate for the area and integral in delivering 33 affordable homes for the borough.</p> <p>The height and ridge lines of the building has been designed in discussion with Camden's planning officers. L6 along Swinton Street (the playspace enclosure) has been set back to reduce the impact of this level from Swinton Street. L9 (the community room and terrace) has also been set back from the main building volumes.</p>



## **Summary of changes made to Belgrove House as a result of consultation**

4.23 Since consultation began with the local community and key stakeholders, the following design changes have been implemented to reflect feedback received. Further detail is provided in the Design & Access Statement:

### Refining the Core

- East and west core extents have been moved inboard in plan
- South edge of upper floors released to present glazed bookend and view to façade planting
- Core outer corners facing Argyle Square ‘eroded’ and glazed
- Roof level core corners set back
- Further articulation to core south elevations
- The plant screen on level 10 between core elements has been set back

### Developing Facade Design

- Oriel windows introduced
- Additional balconies to rear of third floor
- Double-skin façade design development on levels 5-9

### Reducing the Waist

- Footprint of levels 4 & 5 has been reduced
- Terrace dimensions increased
- Further articulation to the façade

### Ground Floor and Public Realm improvements

- London Underground entrance design development
- Public realm design development
- Green infrastructure development – e.g. roof terrace design
- General arrangement and areas of ground, lower-ground and basement uses
- Increase in ‘lab-enabled’ area



## **SECTION 5: CONCLUSION**

- 5.1 The Applicant has undertaken a comprehensive programme of engagement with local residents and businesses, local community groups, and political stakeholders ahead of submitting this planning application. The consultation has aimed to fully explain the context for the proposals, present the designs for the Site and respond to comments and questions raised.
- 5.2 The Applicant organised, publicised and launched an online consultation programme instead of the originally intended strategy due to the implementation of the national lockdown brought on as a result of the Covid-19 pandemic. That said, we are satisfied that the consultation has still afforded consultees convenient and appropriate fora through which to comment on the application and that the pandemic has not deprived consultees of a reasonable opportunity to comment. An online DMF was also held, which resulted in 37 people attending on the evening of the event, and a further 244 views of the recorded event. Following this, a virtual exhibition was held to present the developed designs before being submitted to London Borough of Camden.
- 5.3 The Applicant wrote to the local ward councillors, other key elected LBC members and officers, local community groups and local residents and businesses in close proximity to the sites, to ensure they were well briefed on the proposals and had the opportunity to feed back.
- 5.4 A total of 82 people (to date) responded to the consultation provided feedback either via the website survey or through emailing the consultation email addresses. Separately, verbal comments have also been recorded and summarised in this SCI.
- 5.5 Concerns over the proposals for Belgrove House being out of character with the surrounding area and being too tall were raised. There was also a concern over the proposals for Acorn House being too tall. Key issues and any concerns identified have been responded to by the Applicant, as recorded in Section 4 above.
- 5.6 The Applicant has demonstrated a willingness to engage with local communities and relevant local businesses and will continue to do so after the application has been submitted and throughout the planning and construction process.
- 5.7 The Applicant would like to thank all members of the local community and others who have taken the time to participate in the consultation, ask questions and provide feedback to the project team.



## **SECTION 6: APPENDICES**

### **Appendix A – List of stakeholders, life science companies and community groups consulted as part of consultation**

- Cllr Georgia Gould, London Borough of Camden Leader
- Cllr Danny Beales, Cabinet Member for Investing in Communities
- Cllr Jonathan Simpson, King's Cross ward councillor
- Cllr Georgie Robertson, King's Cross ward councillor
- Cllr Abdul Hai, King's Cross ward councillor
- Camden Cycling Campaign
- Bloomsbury Residents Action Group
- Friends of Argyle Square
- Treasurer of Friends of Argyle Square
- King's Cross Mosque
- Camden Age UK
- Megaro Hotel Group
- King's Cross Brunswick Neighbourhood Association
- Bloomsbury Conservation Area Advisory Committee
- King's Cross Conservation Area Advisory Committee
- The Knowledge Quarter
- The Young Camden Foundation
- Camden STEAM
- Urban Partners
- The Urban Partners Executive Committee
- National Union of Journalists
- Argyle Primary School
- King's Cross Neighbourhood Forum
- St Pancras Chambers Residents' Association
- Westminster Kingsway College
- Argyle Primary School
- Haverstock School
- Acton and Swinton Streets Residents Association
- King's Cross Community Projects
- Haverstock School
- King's Cross Environment
- Impact Hub Kings Cross
- King's Cross Hotels Group
- Belgrove Hotel
- Bloomsbury Association
- British Library
- King's Cross Development Forum
- Manhattan Loft Corporation
- Marchmont Association
- Great Northern Hotel
- St Pancras Renaissance Hotel
- Point a Hotel
- The Nuffield Hearing and Speech Centre



- Arriva Hotel
- The House of Toby
- The Queen's Head
- National Union of Journalists
- System Concepts
- L Marks
- Chartered Institute of Housing
- The Water Rats
- Great Croft Health & Positive Living Hub
- The Victorian Society

**Life science companies and relevant local businesses:**

- The Alan Turing Institute
- Anna Freud Centre for Children and Families
- Bloomsbury Institute
- British Medical Association
- The Aga Khan Foundation
- KX Business Partnership
- Knowledge Quarter
- Savills
- Reef at Ted Baker
- WRE
- Crosstree
- Camden Age UK
- BenevolentAI
- Bennetts Associates
- Birkbeck University of London
- EIT Digital
- Google UK
- Guild HE
- In 2 Science UK
- The Institute of Materials, Minerals and Mining
- LabTech
- London Higher
- London Universities Purchasing Consortium
- National Centre for Universities and Business
- New London Architecture
- The Physiological Society
- Royal College of General Practitioners
- Royal College of Physicians
- Royal Veterinary College, University of London
- SQW
- UCL
- University of London
- The Wellcome Trust
- The Francis Crick Institute
- WMC The Camden College
- Pavegen





- Automata
- UCL Base KX Hub
- Brainpool
- DeepMind
- Toyota Connected
- London BioScience Innovation Centre
- Altmetric
- Digital Catapult
- The Hatchery
- StateZero Labs
- Intercept Pharmaceuticals
- Sosei Co Ltd
- Primius Laboratory
- Stallergenes Greer Plc
- Intraline Medical Aesthetics
- Shield Therapeutics
- Hikma Pharmaceutical Services
- LBIC
- AMS
- Royal Society
- MRC
- UKRI
- AMRC
- CaSE
- British American Business
- ABPI
- BIA
- Argent
- High Speed 1
- The Office Group
- Green & Fortune
- Lendlease
- Springer Nature
- Kings Place
- Eurostar
- Great Northern Hotel
- Havas
- Double Tree by Hilton
- HS2
- Institute of Physics
- LNER



## Appendix B – Summary of films and stakeholder pack uploaded onto the [Belgroveacorn.co.uk](http://Belgroveacorn.co.uk) website

[Home](#) [The Team](#) [Virtual Exhibition](#) [The Proposals](#) [The Knowledge Quarter](#) [The Design](#) [Public Benefits](#) [Public Realm & Sustainability](#) [Have Your Say!](#)

### Acorn House

Consultation Slides - April 2020



ALLFORD  
HALL  
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CITY

To download the presentations shown in the video, please [click here](#).

### Belgrove House

Consultation Slides - April 2020



ALLFORD  
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SELF STORAGE

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CITY

To download the presentations shown in the video, please [click here](#).



Link to view/download the Acorn House video slides - [https://belgroveacorn.co.uk/wp-content/uploads/2020/04/200408\\_Stakeholder-Pack\\_Acorn\\_09.pdf](https://belgroveacorn.co.uk/wp-content/uploads/2020/04/200408_Stakeholder-Pack_Acorn_09.pdf)

Link to view/download the Belgrove House video slides - [https://belgroveacorn.co.uk/wp-content/uploads/2020/04/200408\\_Stakeholder-Pack.pdf](https://belgroveacorn.co.uk/wp-content/uploads/2020/04/200408_Stakeholder-Pack.pdf)



## Appendix C – Quarter page advert featured in Camden New Journal on 4 June



Images of the existing sites at Belgrove House (left) and Acorn House (right)

### Proposed two-site development at Belgrove House and Acorn House

View our emerging proposals online and have your say!

Access are putting forward proposals to redevelop the existing Access Self Storage building at Belgrove House, on Euston Road, and the existing office building at Acorn House, on Gray's Inn Road.

The proposals are to deliver a specialised life-sciences, laboratory-enabled Knowledge Quarter building at Belgrove House and much needed high quality affordable housing at Acorn House, alongside affordable workspace and ground floor retail.

The team are also exploring a number of local benefits and improvements, including the potential for a café, a publicly accessible auditorium, exhibition and event spaces and a brand-new step-free underground entrance for King's Cross station.

Visit our consultation website at [www.belgroveacorn.co.uk](http://www.belgroveacorn.co.uk) to find out more information about our proposals, which includes video presentations narrated by the project architects, Allford Hall Monaghan Morris (AHMM).

There are a range of ways you can speak to us if you have questions about the proposals or want to give your views:



Email: [belgroveacorn@londoncommunications.co.uk](mailto:belgroveacorn@londoncommunications.co.uk)



Submit feedback through our website at [www.belgroveacorn.co.uk](http://www.belgroveacorn.co.uk)



Phone: 0800 307 7614

For those who don't have access to the internet, we would be happy to mail our latest materials to you, so please do get in touch if this is of interest. If you require a copy of our materials translated into a different language/braille, please also get in touch.





## Appendix D – Screenshots of website pages for Belgroveacorn.co.uk

### Homepage:







[Home](#) [The Team](#) [The Knowledge Quarter](#) [The Design](#) [Public Benefits](#) [Public Realm & Sustainability](#) [Have Your Say!](#)

## An exceptional package of public benefits

Belgrove House has been designed for a socially responsible life-sciences company.

The type of tenant we believe we will attract will be a world leader in the discovery, development and delivery of life saving vaccines.

The proposed building design aims to engage and include the local community through a publicly accessible auditorium, café and ground floor and innovative windows giving passers-by sight of the activities inside and insight into the building's climate design. Similarly, the chosen tenant will engage the local community with a 'strong outreach programme to inspire Camden's scientist young and old'.

Potential for:

1. Knowledge Quarter building
2. Affordable homes
3. Financial contribution to Affordable Housing Fund
4. Affordable workspace
5. New step-free Tube access to King's Cross station
6. Increased pavement width to Euston Road and Argyle Square
7. Public Realm Improvements
8. Improved urban connections
9. Highly sustainable design
10. Publicly accessible ground floor including event, meeting, exhibition and education spaces as well as a café
11. Publicly accessible lower ground floor auditorium with event and meeting spaces
12. Community outreach programme led by developer and tenant
13. A new world-class architectural backdrop to King's Cross Square

Before and After of the proposed life sciences building at Belgrove House

Before and After of the proposed new underground entrance on the corner of Belgrove House

Before and After of the proposed Acorn House from Gray's Inn Road

## The Team page:

### The Team

#### Access Self-Storage

Access (part of the Precis Group "Precis") has traded successfully from Belgrove House for over 15 years, and it is part of the company's portfolio of 63 storage centres.

Precis are looking to develop the existing building at Belgrove House on Euston Road, and Acorn House on Gray's Inn Road. The Group have a number of businesses in the UK and Europe including managing and operating hotels, self storage, residential, commercial office, retail and other investment property.

In the UK the Group own and operate three hotel brands, the Mientcalm, Park Grand, and Shaftesbury, as well as Access Self Storage. Access Self Storage owns and operates 3.0 million square feet of self-storage space, with the wider group owning and operating 22 hotels in Central London.

#### Allford Hall Monaghan Morris, Architect & Lead Consultant

##### Our architecture resonates with people

Allford Hall Monaghan Morris make buildings that are satisfying to use and beautiful to look at; an architecture that is defined by the experience of users who should be able to understand and use each building with ease and enjoyment.

##### Our work is recognised with awards

AHMM's projects have been recognised with a plethora of national and international awards including the 2015 RIBA Stirling Prize. Other awards include: 35 RIBA Awards, 4 Stirling Prize Shortlistings, 8 British Construction Industry Awards, 5 British Council for Offices Award, 17 Civic Trust Awards, 8 Housing Design Awards, 7 AIA Awards 6 MIPIM Awards and 6 World Architecture Festival Awards.



The Design page:


[Home](#) [The Team](#) [The Knowledge Quarter](#) [The Design](#) [Public Benefits](#) [Public Realm & Sustainability](#) [Have Your Say!](#)

# The Design

Our vision for Belgrove House is to lead the way in the greening of London and set a new benchmark in helping to address the climate emergency through design.

The scheme would use sustainable materials and has been designed to reduce carbon emissions generated through construction, operation and future fit-out refurbishment.

**Our proposals for Belgrove House include:**



Lab floors located at levels one to three, with the main Lab space facing onto the King's Cross Square, giving passers-by sight of the activities inside and insight into the building's low-carbon design.

Office and research space at levels four to nine.

London Communications Agency, Page 39 of 84

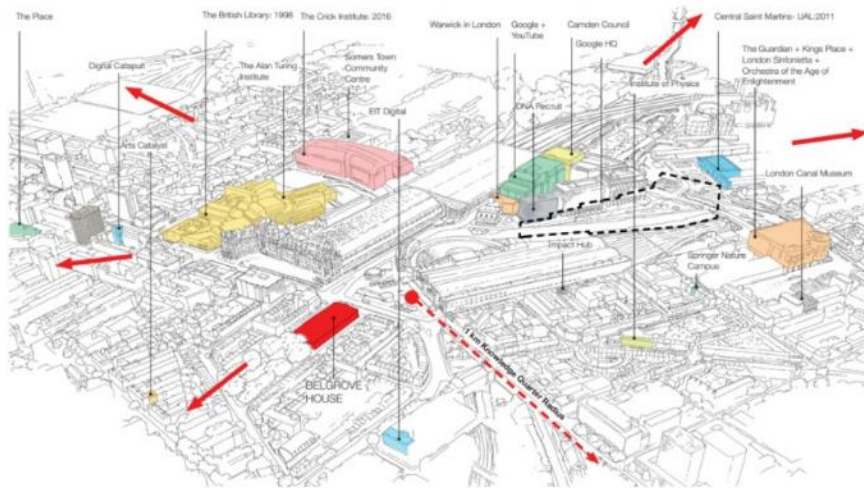


## The Knowledge Quarter page:

### Two sites in the heart of the Knowledge Quarter

Our two sites are located a four-minute walk away from each other, close to King's Cross and St Pancras and in the heart of the Knowledge Quarter – an area that has long been a centre for innovation and change.

The Knowledge Quarter has one of the highest densities of Knowledge based, cultural and scientific businesses of anywhere in the world. Demand for space is high, and there is a real opportunity to deliver a much-needed specialist life-sciences headquarters in place of a building that is currently underutilised as a self-storage facility.







**Public Benefits page:**

# Public Benefits

This exciting project in King's Cross could provide a range of environmental, social and economic benefits for the local community. This includes:



## Environmental

- Whole life carbon approach
- A sustainable building designed to use renewable energy
- Significantly improved public realm with new planting
- Removal of tube entrance boxes
- New step-free King's Cross entrance
- Biophilic design and use of natural and recycled materials where possible, potentially including materials from the existing building
- Sustainable transport options
- Ambitious environmental credentials for the building targeting BREEAM, WELL and LEED benchmarking
- Urban greening

## Social

- Affordable housing at Acorn House
- Affordable workspace at Acorn House
- Publicly accessible ground floor including event, meeting, exhibition and education spaces as well as a café at Belgrove House
- Public access to lower ground auditorium space at Belgrove House
- We are also in ongoing discussions with local groups including Camden Caving, the





## Public Realm & Sustainability

### A green and sustainable design

Belgrove House sits on Euston Road, one of London's busiest and most polluted roads. The pavement outside the building is cluttered with the tube entrance boxes for King's Cross Underground and there is no landscaping to break up this hard urban environment.

This project could provide a green focal point, widening the pavement by removing the station entrance boxes and considerably improving the pedestrian route between King's Cross, Bloomsbury and Clerkenwell.

Our mission is to design and build a project which is climate change resilient. The proposed planting isn't just at ground level, but carries on up the building as part of the façade to contribute to the natural cooling ventilation system, thereby helping to reduce the building's energy usage.



Seasonal changes become visible with trees and rain garden plants.



Biophilic floor plates where users are able to see gardens from most zones.



Plants that stimulate the senses.

### Our proposals include:



A new outlook for Argyle Square with a café and lobby area open to the public on the ground floor

A sustainable scheme that creates calm green spaces for people to meet and enjoy the surrounding planting

A green scheme which maximises tree planting, sustainable drainage and green infrastructure

Widened walkways and a far friendlier pedestrian route



## Have Your Say page with website survey:

# Have Your Say!

1. Why are you responding to this survey?

☐ Live in the area

☐ Work in the area

☐ Own a local business

☐ Other

2. Do you support in principle the proposals you have seen?

☐ Yes

☐ No

3. What else would you like to see as part of these proposals?

4. Which of these benefits are the most important to you? (Tick as appropriate)

☐ A new landmark Knowledge Quarter building opposite the King's Cross Station

☐ Improved public realm and increased walkway for pedestrians

☐ A new step free tube entrance for the King's Cross Underground Station

☐ A sustainable design led building which sets a benchmark in carbon neutral development

☐ 100% affordable housing at Acorn House, with 60% Social Affordable rent and 40% Intermediate rent

☐ Affordable workspace

☐ Bringing over 1,000 new jobs across life-sciences, office, retail and events along with over 1,000 jobs related to the construction

☐ Access for the community to a new exhibition space, auditorium, education facilities, meeting rooms and café

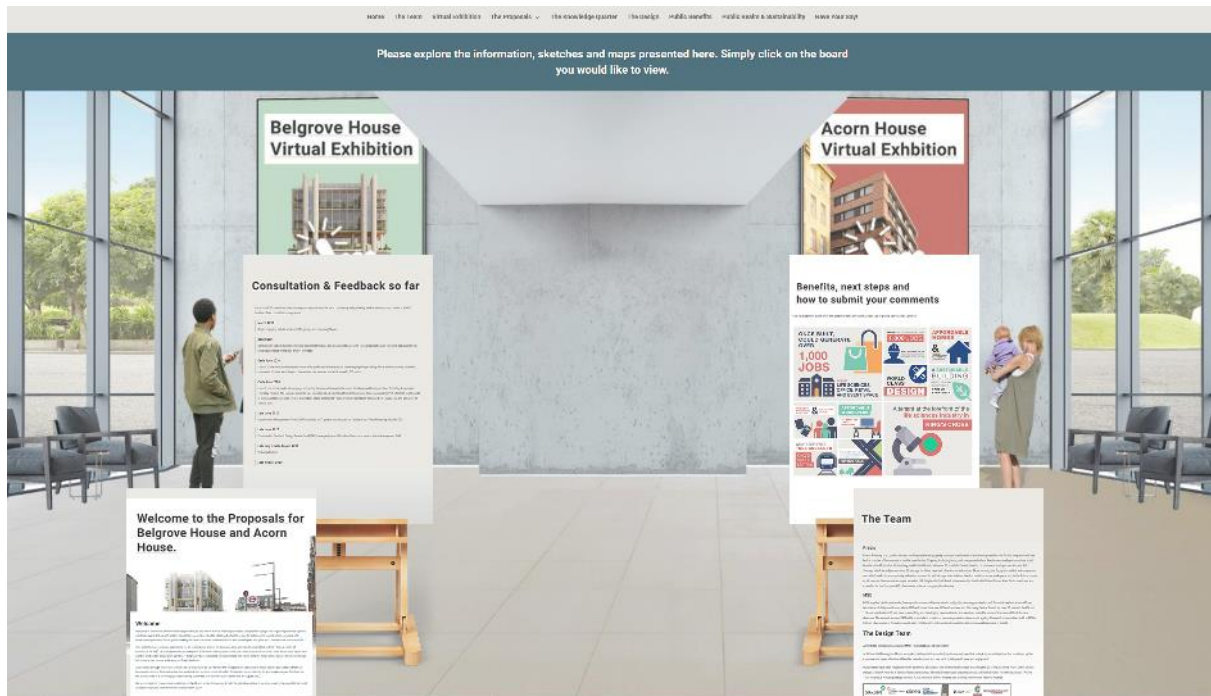
5. If you have any other comments on the proposals, please do write them here...

☐ I agree to be contacted about the proposals for Belgrove House and Accorn House. We will keep your information on file until the development is complete. We will not pass your details to any third party and you can be removed from the mailing email by contacting [belgroveacorn@londoncommunications.co.uk](mailto:belgroveacorn@londoncommunications.co.uk)

Please prove you are human by answering 5 + 12 =



## Virtual exhibition page (uploaded onto website on Tuesday 4 August):





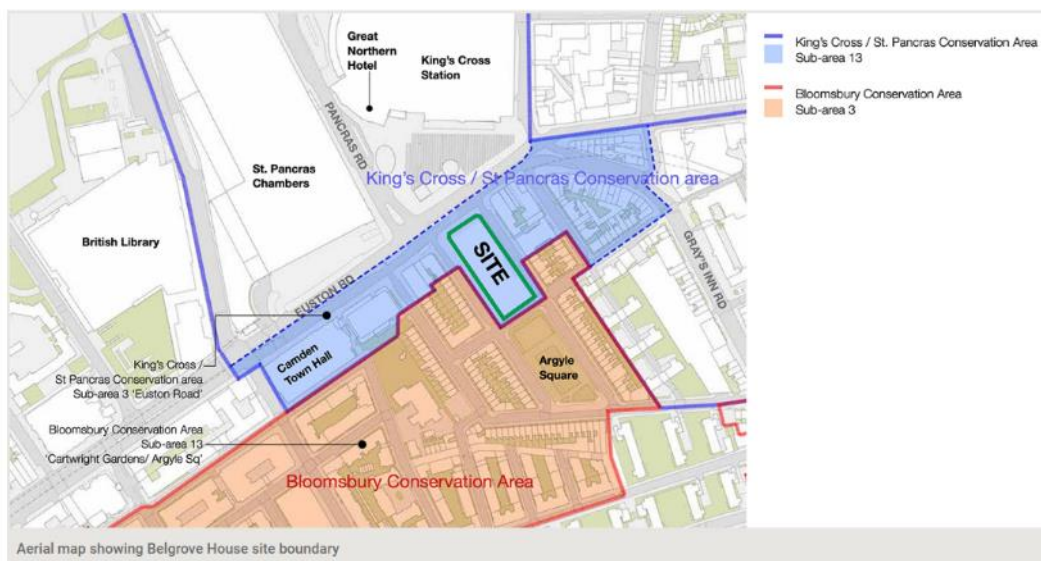
Belgrove House virtual exhibition page (uploaded on Tuesday 4 August):

# Belgrove House Proposal



1

## Site Context



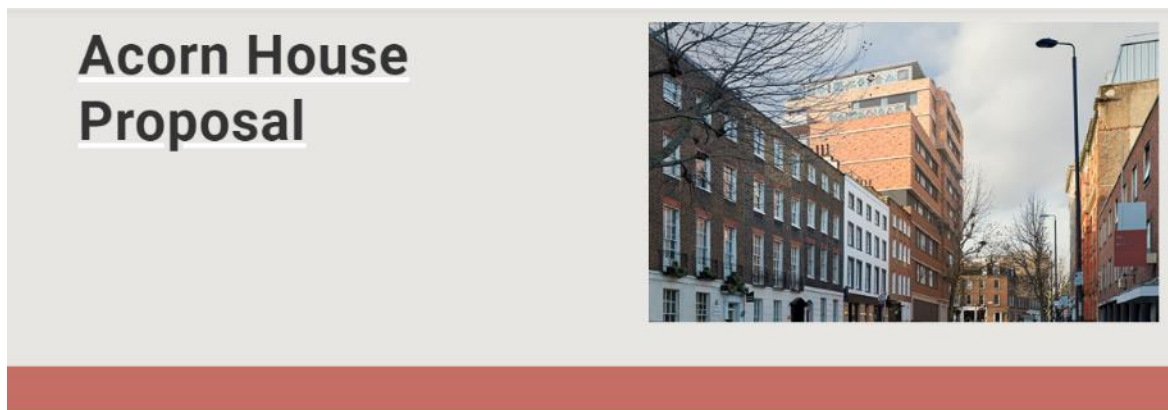
All of the buildings that define the area have distinct architectural characteristics from the 19th, 20th and 21st centuries, which creates a rich and diverse character. These include the King's Cross and St Pancras Stations (19th C), Camden Town Hall and the British Library (20th C). Both stations have benefited significantly from major modernisation programmes over the last 20 years.

We believe our proposals will be a positive addition to this varied area, adding a further layer of history as the continuing redevelopment to the north is being successfully...





Acorn House virtual exhibition page (uploaded on Tuesday 4 August):



1

## Site Context



Image of existing Acorn House building on Gray's Inn Road and aerial image showing red line boundary



Acorn House is located within the Bloomsbury Conservation Area, in an area mainly comprising 18th century terrace housing built on the Swinton and Calthorpe Estates, with several larger institutional buildings along Gray's Inn Road.

The wider Bloomsbury Conservation Area includes several Art Deco residential blocks of seven-nine storeys. Redevelopment in this area has been gradual, but there is a general consistency of height and materials.

## Appendix E - Public notice in Camden New Journal to promote DMF



### Camden Development Management Forum

Join us online to find out about a redevelopment proposal for **Belgrove House (King's Cross Post Office), 13-21 Euston Road, NW1 2RY** and **Acorn House, 314-320 Gray's Inn Road, WC1X 8DP**

**When:** Thursday 25 June

**Time:** 7pm to 9pm

**Where:** Online go to [www.camden.gov.uk/camden-planning-belgrove-house](http://www.camden.gov.uk/camden-planning-belgrove-house) to register or scan the QR code.

#### The proposal:

##### **Belgrove House, 13-21 Euston Road, NW1 2RY**

Redevelopment as a part 5, part 10 storey building for

- use as office, research and laboratory for the life sciences sector, with
- public access at ground floor level, to café and shops, an auditorium and step-free entrance to King's Cross LUL station to replace of the two tube boxes on Euston Road.

##### **Acorn House, 314-320 Gray's Inn Road, WC1X 8DP**

Redevelopment as a part 6, part 9 storey building to provide:

- 33 affordable housing units;
- affordable office space;
- shop at ground and basement level together with cycle parking facilities; and
- an external playspace for under-5s at level 6, a community room with kitchenette and landscaped terrace for residents at level 9.

#### The purpose of the meeting is:

- to discuss the proposal before a planning application is made;
- to give local people the opportunity to ask questions and give their views on the proposals as they stand at this stage

#### Contact

- Tel 020 7974 1797
- E mail [planning@camden.gov.uk](mailto:planning@camden.gov.uk)



## Appendix F – Flyer promoting consultation website issued to 9,712 addresses on 4 June and distribution map



Images of the existing sites at Belgrove House (left) and Acorn House (right)

### Proposed two-site development at Belgrove House and Acorn House

View our emerging proposals online and have your say!

**Access are putting forward proposals to redevelop the existing Access Self Storage building at Belgrove House, on Euston Road, and the existing office building at Acorn House, on Gray's Inn Road.**

The proposals are to deliver a specialised life-sciences, laboratory-enabled Knowledge Quarter building at Belgrove House and much needed high quality affordable housing at Acorn House, alongside affordable workspace and ground floor retail.

The team are also exploring a number of local benefits and improvements, including the potential for a café, a publicly accessible auditorium, exhibition and event spaces and a brand-new step-free underground entrance for King's Cross station.

Visit our consultation website at [www.belgroveacorn.co.uk](http://www.belgroveacorn.co.uk) to find out more information about our proposals, which includes video presentations narrated by the project architects, Allford Hall Monaghan Morris (AHMM).

You can also provide your feedback and views on the proposals online.



Aerial view showing red line boundaries for both sites

### Have your say on the proposals

Our approach during Covid-19

**We think it is important that we continue to update and engage with local people as our designs progress. The Covid-19 pandemic has naturally impacted how we do this, and in line with current Government guidance, we will not be holding any public in-person events as was our initial intention.**

We want to hear your feedback on our proposals. There are a range of ways you can speak to us if you have questions about the proposals or want to give your views:

Email: [belgroveacorn@londoncommunications.co.uk](mailto:belgroveacorn@londoncommunications.co.uk)

Submit feedback through our website at [www.belgroveacorn.co.uk](http://www.belgroveacorn.co.uk)

Phone: 0800 307 7614

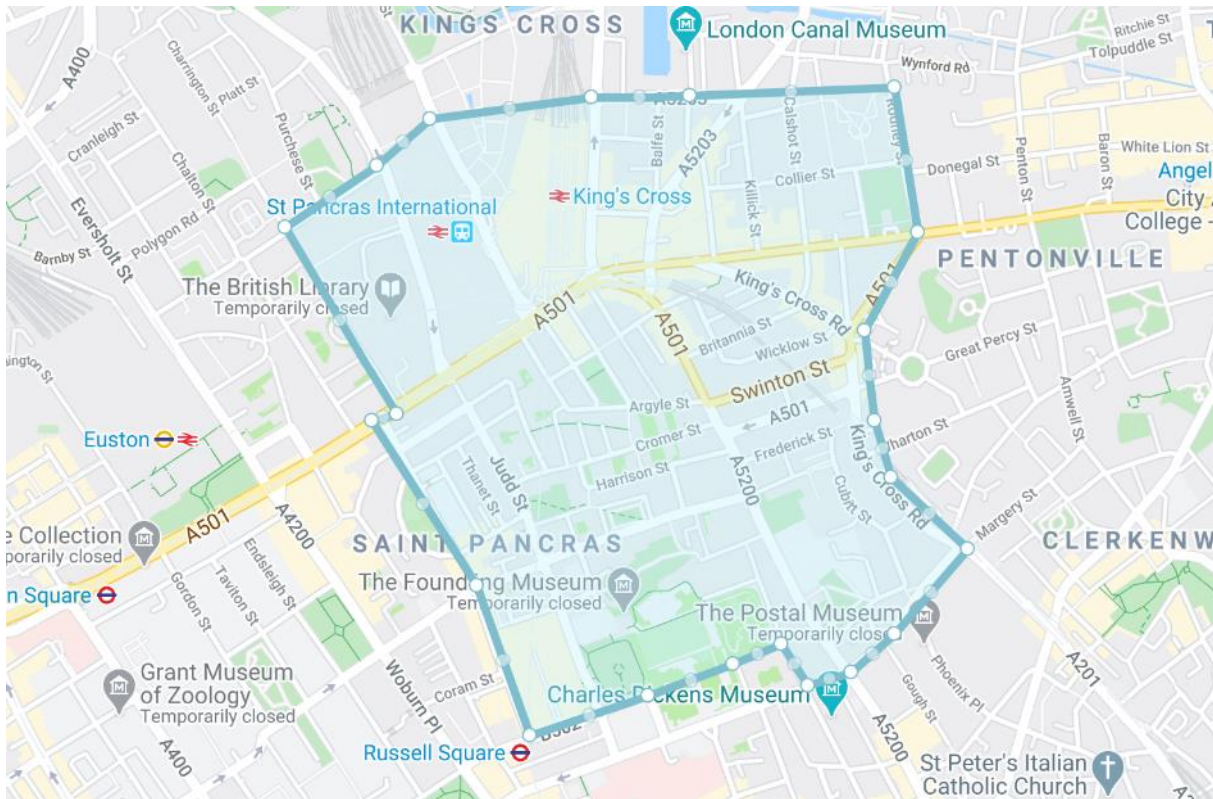
For those who don't have access to the internet, we would be happy to mail our latest materials to you, so please do get in touch if this is of interest. If you require a copy of our materials translated into a different language/ braille, please also get in touch.







## Distribution area of 9,712 addresses:





## Appendix G – Stakeholder letters issued on 9 March to stakeholders informing them about the proposals

### PRECIS ADVISORY LIMITED

Telephone: 020 7629 2150

Facsimile: 020 7629 2170

e-mail: [enquiries@precisadvisory.com](mailto:enquiries@precisadvisory.com)

9 March 2020

Dear Sir/madam

**RE: Belgrove House, Euston Road and Acorn House, Grays Inn Road**

I am writing to introduce Precis, UK representative of the owner looking to develop the existing Access Self Storage building at Belgrove House on Euston Road, and Acorn House on Grays Inn Road, to inform you of our proposals to deliver a specialised life sciences, laboratory-enabled building along with a high quality affordable housing building designed specifically to meet Camden's needs in terms of size and tenure.

The Belgrove House site, which sits opposite King's Cross and St Pancras stations with connectivity to the UK and the rest of Europe, is currently underused as a self-storage facility. It sits in the heart of the 'Knowledge Quarter', comprising King's Cross, Bloomsbury, Angel and Euston, containing one of the highest densities of knowledge-based businesses, cultural and scientific organisations anywhere in the world.

Demand for commercial space in the area is significant and we feel there is a real opportunity to deliver a specialised-life-sciences building designed by award-winning architects AHMM, to meet requirements of this growing sector with the potential to create c.1,000 new jobs.

As part of the proposals, much needed affordable housing is proposed at Acorn House, alongside affordable workspace and ground floor retail. The team are also exploring a number of local benefits and improvements at Belgrove House, including the potential for a café, publicly accessible exhibition and education spaces and a brand-new step-free underground entrance for King's Cross station.

We will soon be consulting local businesses and residents and are planning to hold a public exhibition about our proposals in the Spring. Ahead of this, we would welcome the opportunity to meet and discuss further our plans. If are interested, please do let us know in response to this email, or by calling 020 7612 8474.

Kind Regards

*Faiza A. Lalji*


Faiza A. Lalji  
Director, Planning and Development


93 Park Lane, Mayfair, London W1K 7TB

Company Reg No. 11692152 Registered Address 27 Devonshire Terrace, London W2 3DP

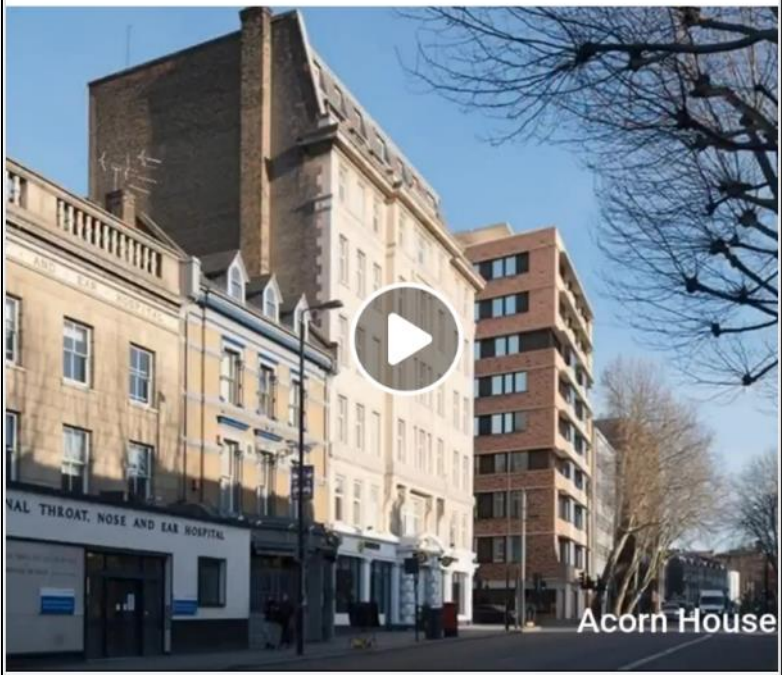


Appendix H – Facebook advert



**Belgrove House & Acorn House Consultation**  
Sponsored · 



Have your say on our exciting new plans for King's Cross! View our emerging proposals for a two-site development at Belgrove House and Acorn House. Visit our website to find out more.



BELGROVEACORN.CO.UK

**Belgrove & Acorn**  
Give us your feedback

Learn More



17

16 Comments 6 shares 22K view



## Appendix I – Flyer promoting consultation website issued to 9,712 addresses on 5 August



Illustrative views of the proposed sites at Belgrove House (left) and Acorn House (right).

### Proposed two-site development at Belgrove House and Acorn House

Visit our virtual exhibition to view the developed designs.

**Precis are putting forward proposals to redevelop the existing Access Self Storage building at Belgrove House, on Euston Road, and the existing office building at Acorn House, on Gray's Inn Road.**

The proposals are to deliver a new UK headquarters and Discovery Centre for global life sciences company MSD in the Knowledge Quarter at Belgrove House and much needed high quality affordable housing at Acorn House, alongside affordable workspace and ground floor retail.

After undertaking consultation with the local community and key stakeholders, we are now presenting the updated proposals and collecting feedback before we submit a planning application to Camden Council.

Visit our online exhibition at [www.belgroveacorn.co.uk](http://www.belgroveacorn.co.uk) to find out more information about our proposals, which includes a virtual hub showing our developed designs and the package of benefits this scheme will deliver. You can also provide your feedback and views on the proposals online.

Precis Advisory





Aerial view showing red line boundaries for both sites.

### Have your say on the proposals

Our approach during Covid-19

**We think it is important that we continue to update and engage with local people as our designs progress. The Covid-19 pandemic has naturally impacted how we do this, and in line with current Government guidance, we have so far been unable to hold any public in-person events as was our intention. Should the guidelines permit, we will try to hold an in-person event in the Autumn.**

We want to hear your feedback on our proposals. There are a range of ways you can speak to us if you have questions about the proposals or want to give your views:

Email: [belgroveacorn@londoncommunications.co.uk](mailto:belgroveacorn@londoncommunications.co.uk)

Submit feedback through our website at [www.belgroveacorn.co.uk](http://www.belgroveacorn.co.uk)

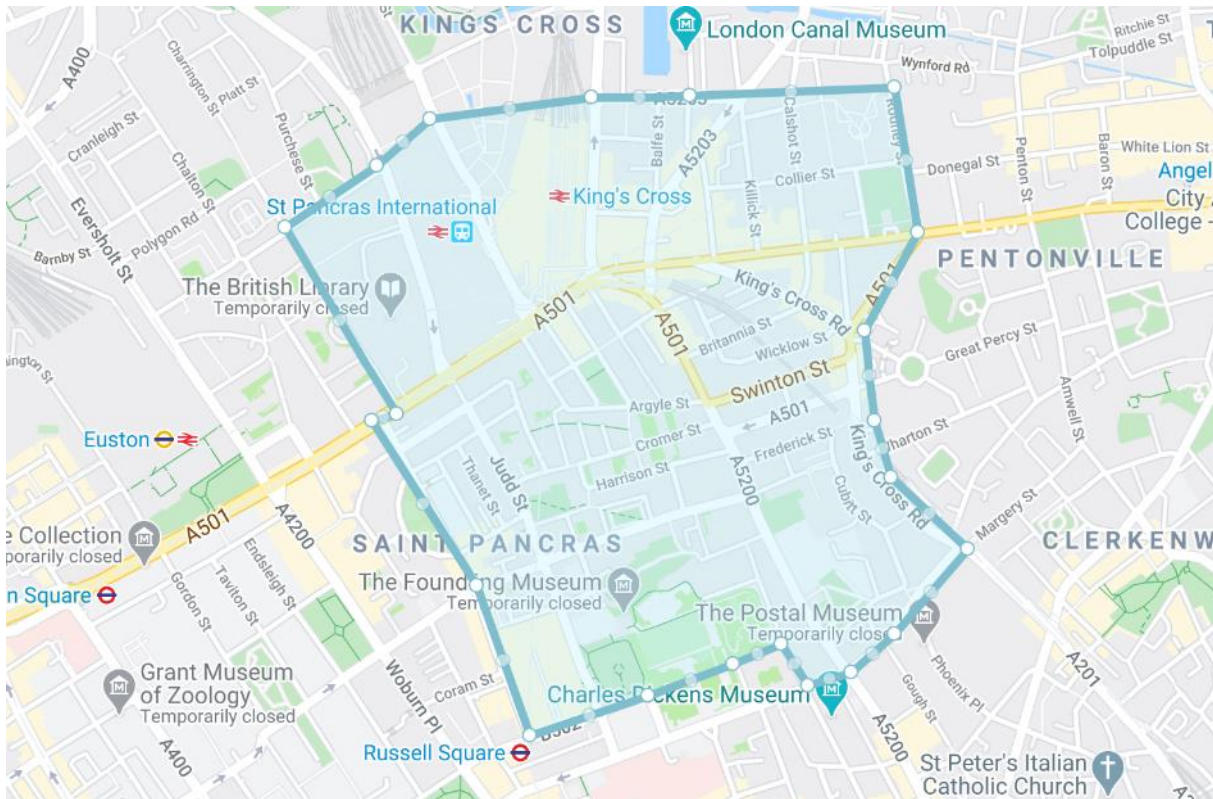
Phone: 0800 307 7614

For those who don't have access to the internet, we would be happy to mail our latest materials to you, so please do get in touch if this is of interest. If you require a copy of our materials translated into a different language/ braille, please also get in touch.





## Distribution area of 9,712 addresses:





## Appendix J - Quarter page advert featured in Camden New Journal on 6 August



Illustrative views of the proposed sites at Belgrove House (left) and Acorn House (right).

### **Proposed two-site development at Belgrove House and Acorn House**

Visit our virtual exhibition to view the developed designs.

Precis are putting forward proposals to redevelop the existing Access Self Storage building at Belgrove House, on Euston Road, and the existing office building at Acorn House, on Gray's Inn Road.

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There are a range of ways you can speak to us if you have questions about the proposals or want to give your views:



Email: **[belgroveacorn@londoncommunications.co.uk](mailto:belgroveacorn@londoncommunications.co.uk)**



Submit feedback through our website at **[www.belgroveacorn.co.uk](http://www.belgroveacorn.co.uk)**



Phone: **0800 307 7614**

ALLFORD  
HALL  
MONAGHAN  
MORRIS

Precis Advisory

MSD  
INVENTING FOR LIFE

GERALDEVE

LONDON  
COMMUNICATIONS  
AGENCY

alineia

PETER  
STEWART  
CONSULTANCY

akt II

atelier ten

BRADLEY-HOLE  
SCHOENBACH  
LANDSCAPE

Bradley-Hole Schoenbach  
Landscape



## Appendix K – Facebook advert to promote virtual exhibition

**Belgrove House & Acorn House Consultation**  
Sponsored · 

Visit our virtual exhibition now to view the developed designs. After undertaking consultation with the local community and key stakeholders, we are presenting the updated proposals and collecting feedback before we submit a planning application to Camden Council.



[BELGROVEACORN.CO.UK](https://belgroveacorn.co.uk)  
**Belgrove & Acorn**  
[Learn More](#)

 2 5 Comments 1 share


 Like  Comment  Share





## Appendix L – Virtual exhibition boards on Belgroveacorn.co.uk website

### Waiting room:



# Welcome to the Proposals for Belgrove House and Acorn House.

## Welcome

Welcome to the virtual exhibition for Belgrove House and Acorn House. We had planned to present these proposals to you in person at a public exhibition event, but as with a lot of plans this year, we have had to adapt and offer these in a far safer online format which complies with Government guidance. Thank you for taking the time to visit our online exhibition and provide your thoughts and comments on our proposals.

This exhibition presents our aspirations for an exciting new project for Camden; a life science Discovery Hub and UK HQ as a centre of excellence for MSD UK at Belgrove House along with affordable housing at Acorn House. It involves two interlinked sites within the King's Cross ward of the London Borough of Camden – Belgrove House is located on Euston Road and fronts onto the King's Cross Square and Acorn House is located a four minute walk away on Gray's Inn Road.

As you click through the virtual exhibition boards you will be able to view the proposals for both sites in detail, see the consultation that has been undertaken to date and review the feedback that we have received so far. This is also an opportunity for you to give us your feedback on the plans ahead of a planning application being submitted to Camden Council at the end of August 2020.

We are monitoring government guidelines on CV-19 and social distancing. Should the guidelines allow it, we are exploring the possibility to hold an in-person public exhibition event in September 2020.



## The Team

### Precis Advisory

Precis Advisory is a London-focused multi-generational property company that invests in and develops real estate for the long term and has built a number of businesses in the UK over the last 25 years, including hotel, self storage and office. Precis owns and operates three hotel brands – the Montcalm, Shaftesbury, and Inhabit Hotels, with over 20 hotels in Central London. It also owns and operates Access Self Storage, which includes more than 60 storage facilities, over half of which are in London. More recently, the Group has added a development arm which seeks to appropriately redevelop some of its self storage sites in Outer London to deliver more workspace and, in the future, homes of all tenures. One notable example includes 184 Shepherd's Bush Road, Hammersmith, the Grade II listed former Ford factory restored and extended for the European HQ of customer science company, Dunhumby.



MSD, a global healthcare leader, has agreed commercial terms, which, subject to planning permission, will form the basis of a formal long-term lease of Belgrove House, where MSD will move their new UK headquarters and Discovery Centre. Based for over 80 years in the UK and 129 years globally, MSD has been researching and developing new medicines and vaccines to tackle some of the most-difficult-to-treat diseases. The current focus of MSD's UK scientists in London is neurodegenerative diseases of ageing. Research is carried out both in MSD's interim laboratories in Camden as well as in collaboration with academic scientists in London and elsewhere in the UK.

### The Design Team

Allford Hall Monaghan Morris (AHMM) – Architect & Lead Consultant

Allford Hall Monaghan Morris make buildings that are satisfying to use and beautiful to look at; an architecture that is defined by the experience of users who should be able to understand and use each building with ease and enjoyment.

AHMM's projects have been recognised with a plethora of national and international awards including the 2015 RIBA Stirling Prize. Other awards include: 35 RIBA Awards, 4 Stirling Prize Shortlistings, 8 British Construction Industry Awards, 5 British Council for Offices Award, 17 Civic Trust Awards, 8 Housing Design Awards, 7 AIA Awards 6 MIPIM Awards and 6 World Architecture Festival Awards.





## Consultation & Feedback so far

Since March 2020 we have been sharing the proposals with the local community and gathering feedback on the plans. Below is a brief timeline of our consultation programme:

### March 2020

Began engaging with local stakeholder groups and close neighbours.

### April 2020

Consultation website launched for local stakeholder groups and close neighbours, with video presentations of emerging designs for both buildings narrated by the lead project architect.

### Early June 2020

Launch of the consultation website to the wider public and information on the emerging designs along with a feedback survey to submit comments. To date, as of August, the website has received a total of around 2,000 visits.

### Early June 2020

Launch of a social media ad campaign promoting the consultation website run on Facebook and Instagram from Thursday 4 June until Thursday 19 June. The targeted audience was identified as a 2 km radius from the two sites. Total reach was 35,193, which led to 758 visits to the consultation website. 45% of the website clicks generated by the advertising campaign were aged 13-44 year olds and 55% were 45-65 year olds.

### Late June 2020

Development Management Forum (DMF) attended by 37 people and watched on Camden's YouTube channel by a further 200.

### Late June 2020

Presented to Camden's Design Review Panel (DRP), an expert panel of local architects and experts in the development field

### August 2020

Virtual exhibition

### Late August 2020

Target submission of planning application to Camden Council

Due to Covid-19 and government guidance, we were unfortunately unable to hold a physical exhibition event when our consultation was launched. However, we were committed to sharing the emerging plans and answering any questions. This included setting out the proposals on a comprehensive consultation website and extensive promotion of the site within the local community.

Since March, the project team have engaged with a number of key local stakeholders and interested parties and offered virtual meetings to all. We intend on continuing and progressing this dialogue.





## Benefits, next steps and how to submit your comments

The development plans offer the potential for a substantial package of public benefits for Camden



The proposed building design aims to engage and include the local community through a publicly accessible auditorium, café and ground floor and innovative windows giving passers-by sight of the activities inside and insight into the building's environmental design. Similarly, the tenant will engage the local community with a 'strong outreach programme to inspire Camden's scientist young and old'.

The package of benefits that the scheme will deliver include:

- Knowledge Quarter building
- Affordable homes
- Financial contribution to Affordable Housing Fund
- Affordable workspace
- New step-free Tube access to King's Cross station
- Increased pavement width to Euston Road and Argyle Square
- Public Realm Improvements
- Improved urban connections
- Highly sustainable design
- Publicly accessible ground floor including event, meeting, exhibition and education spaces as well as a café
- Publicly accessible lower ground floor auditorium with event and meeting spaces
- Community outreach programme led by developer and tenant
- A new world-class architectural backdrop to King's Cross Square

## Next steps and submitting your comments

Please submit your comments by clicking [here](#) / emailing us at [belgroveacorn@londoncommunications.co.uk](mailto:belgroveacorn@londoncommunications.co.uk) or calling us at 0800 307 7614.



## Belgrove House:

1

### Site Context



All of the buildings that define the area have distinct architectural characteristics from the 19th, 20th and 21st centuries, which creates a rich and diverse character. These include the King's Cross and St. Pancras Stations (19th C), Camden Town Hall and the British Library (20th C). The area has been significantly transformed by major regeneration programmes over the last 20 years.

We believe our proposals will be a positive addition to this varied area, adding a further layer of history as the continuing redevelopment to the north is done successfully.

Belgrove House has a number of elements which highlight the need for it to be redeveloped, including:

- a poor appearance on the Foston Road;
- narrow and cluttered streetscape and frontages on Foston Road;
- existing trees on the pavement that form an obstruction to pedestrian flow on Foston Road;
- large blank facades at street level on Belgrove, Crossfield and St. Chad's streets which help to enable anti-social behaviour;
- no street planting or greenery on either side of the street on Foston Road;
- large amounts of on street parking on Belgrove and Crossfield Streets which is underutilised.

The site is currently being utilised as a self storage facility in the heart of the Knowledge Quarter and we believe that a well designed building in keeping with the local area is appropriate for this location.



## The Brief

A number of key objectives were established for Belgrove House as part of the development:

### 1. An exemplar for the Knowledge Quarter

- A signpost at the heart of the Innovation District
- Creating an incubator for innovation
- Meeting the needs of Knowledge Quarter occupiers

### 2. Building for a Changing Climate

- A whole life carbon approach
- Harnessing nature to improve well-being
- Building in flexibility for the future

### 3. Responding to Urban Context

- Respecting the nationally significant historic neighbours
- Marking an international gateway
- Celebrating an area of strong character

### 4. Benefitting the Community

- Breaking the Euston Road barrier
- Transforming the surrounding streets
- A new outlook for Argyle Square
- A connection between the community and the KQ
- Provision of new social housing on a nearby site.

Our initial designs were focused on developing a building for businesses that wish to operate within the Knowledge Quarter. These designs have now been refined in detail for MSD to meet their specific requirements as part of the vision to deliver a new MSD UK Headquarters and Discovery Centre. MSD already have a long-standing presence in the UK with a number of existing locations covering head office, research and manufacturing sites.

For some time, a UK Headquarters and research space has been sought, with King's Cross the preferred location due to its proximity to the international and national stations and location in the heart of the Knowledge Quarter.

The proposed building is ten storeys to the north along the Euston Road, dropping down to four storeys on Argyle Square to relate to the scale of the square.

The proposed building is in line with the other buildings along Euston Road and is slightly lower in height to the new Standard Hotel nearby.

Floors one to three are lab enabled, providing 4 metres from floor to soffit. The main lab space focuses onto King's Cross Square, which allows a view out onto the square, and importantly, provides a window into the research labs.

The fourth and fifth floors are set back slightly, articulating the building massing and providing planted terraces for building occupants.

Floors five to nine provide a generous open-plan office environment appropriate to HQ use.

A generous, tall public front floor provides a shared front door, giving access to building occupants and members of the public. A second entrance on Argyle Square provides access to the the café/events space at ground level and into the lower-ground level auditorium.

In line with the low-carbon strategy, the team intends to recycle and reuse existing building materials on the site where possible, such as bricks where these are salvageable. The re-use of these materials will reduce the embodied carbon of the new building.

The proposed innovative building skin for Belgrove House has been designed to meet the specific demands of operational energy reduction in line with the low-carbon design agenda.



Cross section of Belgrove House showing the uses for each floor



Illustrative view looking from Argyle Square



Illustrative view of the entrance on Euston Road



## MSD



Images of the MSD Discovery Hub in San Francisco

The proposals for Belgrove House have been designed to meet the needs of Knowledge Quarter occupiers such as MSD, a multinational life sciences company that discovers, develops and provides innovative medicines and vaccines to make a difference to people's lives.

MSD has been looking for a suitable site for some time and identified King's Cross as the ideal location for their Discovery Hub and UK HQ as a centre of excellence for the life science community.

A location in King's Cross is so important for fostering collaboration, being close to world leading universities and hospitals in London – many of whom MSD already collaborate with. It also helps access the science triangle between London, Cambridge and Oxford.

MSD is proud of its long-standing presence in the UK with a number of existing locations covering head office, research, and manufacturing sites. In King's Cross alone MSD currently has offices at Two Pancras Square and has research laboratory scientists working in both the Crick Institute and the London Bioscience Innovation Centre – all in the London Borough of Camden.

Since the summer of 2019 the project team has worked closely with MSD and their architects to design a lab-enabled building which meets their requirements and enables MSD to deliver a new world-leading Discovery Research Centre in London, housing state-of-the-art research laboratories to discover new medicines.

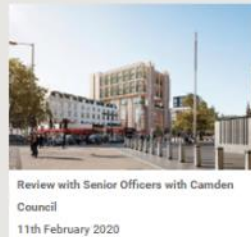
This building will also become MSD's UK headquarters. The current focus of the UK team is to work on diseases of ageing.

### MSD Outreach and Benefits for the Local Community

- Pharmaceutical companies such as MSD often contribute to a Life sciences eco-system that helps other smaller biotech companies get set up. This has been seen in other locations across the UK where Pharma companies are located such as Cambridge, Hertfordshire and Manchester. So, in addition to the jobs created directly in the building there could be other jobs created by new companies enabled by the presence of MSD.
- MSD has a long history of outreach to the local communities in which they are based. Their manufacturing site in Cramlington in the North East of England is a great example of this with their 'Neighbour of Choice' programme whereby employees give their time to teach science lessons in local primary schools.
- Another mechanism to which MSD is committed to all the communities in which they are based is their employee volunteer programme which allows staff to volunteer for activities of their choice, either at the MSD site location, or the neighbourhood where they live.
- Group volunteer activities support local schools, charities and environmental projects and are often organised as team-building events.
- In MSD's US Discovery Centres employees engage the local scientific community – in Boston MSD currently share the auditorium and pre-function space of their centre in the form of multi-day, evening and weekend events.
- Further community benefits are being explored with the Council as the design moves forward, alongside PreciS, to engaging with the local communities in Camden.

MSD have had great success so far in recruiting technical experts – scientists to work at their locations in Camden – and want to build on that success. MSD seeks a very diverse workforce and this location helps MSD to do that.

## Design amends made as a result of consultation



The proposals for Belgrove House have been developed in discussion with Camden Council and have undergone a number of changes to get to the designs that we are presenting now.

Since we began consultation with the local community and key stakeholders, we have implemented the following design changes:

### Refining the Core

- East and west core extents have been moved inboard in plan
- South edge of upper floors released to present glazed bookend and view to façade planting
- Core outer corners facing Argyle Square 'eroded' and glazed
- Roof level core corners set back
- Further articulation to core south elevations
- The plant screen on level 10 between core elements has been set back

### Developing Façade Design

- Oriel windows introduced
- Additional balconies to rear of third floor
- Double-skin façade design development on levels 5-9

### Reducing the Waist

- Footprint of levels 4 & 5 has been reduced
- Terrace dimensions increased
- Further articulation to the façade

### Ground Floor and Public Realm improvements

- LU entrance design development
- Public realm design development
- Green infrastructure development – e.g. roof terrace design
- General arrangement and areas of ground, lower-ground and basement uses
- Increase in 'lab-enabled' area

## Updated Design July 2020



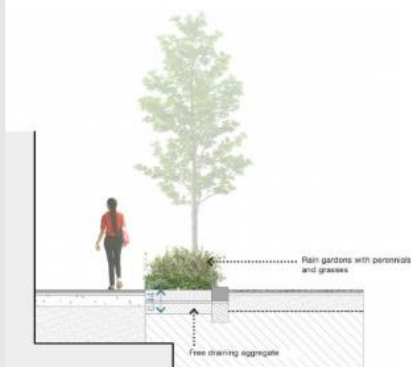




Typical view from within office to green facade within the louvre space.



Crestfield Street – East Elevation



Rain Gardens and Woodland Planting





## Key Views





Illustrative view looking from Argyle Square



Illustrative view from St Pancras Road looking North



### 360-degree views of proposed Belgrove House

Use click and drag motion to see 360 views of the proposed building at Belgrove House.

Please note, the 360 technology is best viewed on a desktop.





## Environment & Sustainability

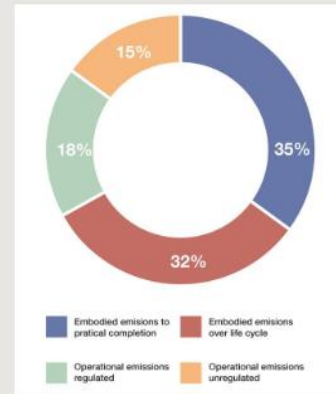
Designing a carbon-efficient building for the future.

Belgrove House could set a new benchmark for how the next generation of buildings can address the climate emergency. A whole life carbon approach could see the building's footprint minimised with the scheme using sustainable materials. It has been designed to reduce carbon emissions generated through construction, operation and future fitout refurbishment.

### A green and sustainable design

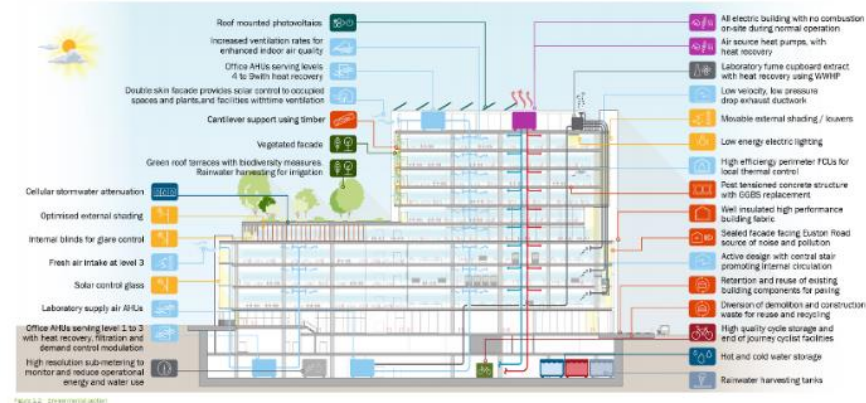
- Belgrove House sits on Euston Road, one of London's busiest and most polluted roads. The pavement outside the building is cluttered with the tube entrance boxes for King's Cross Underground and there is no landscaping to break up this hard urban environment.
- This project would provide a green focal point, widening the pavement by removing the station entrance boxes and considerably improving the pedestrian route between King's Cross, Bloomsbury and Clerkenwell.
- Our aspiration is to design and build a project which is climate change resilient. The proposed planting isn't just at ground level, but carries on up the building as part of the façade to contribute to the natural cooling ventilation system, thereby helping to reduce the building's energy usage.

### Components of Whole Life Carbon in a Typical Office Building



## Achieving BREEAM Outstanding & Carbon Reduction

A 44% reduction in regulated carbon dioxide emissions (SAP 10)



### Innovative biophilic façade







Belgrove House has been designed with an innovative biophilic façade incorporated as part of the aspirations to design a carbon-efficient building.

The innovative double skin façade has been developed to reduce energy in line with the project's low-carbon design agenda. These 'façade zones' could bring plants and greenery into the building to add a natural counterpoint to the urban setting.

The façade design could provide shading to the south, east and west elevations – reducing solar gain and the energy required to cool the office spaces on the first, second and third floors and fifth to ninth floors. The seasonal environmental design strategy allows for passive ventilation through the operated opening and closing of windows and external glazed elements.

A single-skin façade design has been chosen for the laboratories on floors 1-3 to help provide the enclosed conditions and environment needed. These would be fully mechanically ventilated, with the single skin allowing a clear sight into the laboratories and sight of the scientific activity from outside.



## Transport and Accessibility



Image of existing tube entrance on Euston Road in front of Belgrave House



Illustrative view of new tube entrance on Euston Road



Diagram showing proposed step-free access to King's Cross station within Belgrave House

The existing tube pavement entry boxes located outside Belgrave House and the Megaro Hotel significantly reduce pavement width and have a negative impact on the streetscape. There is currently no step-free access to the underground and rail network on this side of Euston Road and the proposals include a brand new step-free underground entrance within the footprint of the building.

By removing both of the current pavement boxes and providing a new, dedicated step-free entrance within the building on the corner of Euston Road and Belgrave Street, this could dramatically improve the public realm on all sides of the building and the pavement width and provide a more elegant connection to and from King's Cross square.

### Servicing

All servicing and deliveries for the Belgrave House offices/lab space will take place via the ground floor loading bay, with any vehicles entering the site from Crestfield Street and exiting onto Crestfield Street. The retail element of the development will be serviced from Crestfield Street in the same way as the existing McDonalds unit.

### Cycling provision

We are proposing over 350 cycling parking spaces as part of our proposals for Belgrave House. These will be accessed via its own entrance located on Belgrave Street. We are also not proposing any car parking spaces as the area benefits from excellent transport connections.

As part of the scheme's public realm improvements, there will be two-way cycle lane located on St Chad's Street. There will also be relocated Santander bicycles along Belgrave Street.

### Public access

The publicly accessible new café on the ground floor, and auditorium space on the lower-ground level will be accessed via a new entrance on Argyle Square.



Plan showing the four proposed new entrances into Belgrave House alongside the new proposed Tube entrance and loading bay entrance

## Public Realm and Ground Floor

General Arrangement – Lower Ground Level



Lower ground floor plan showing publicly-accessible auditorium and meeting rooms with the new London Underground link



Illustrative image of the publicly accessible auditorium proposed on the floor ground floor

As part of the proposals, the ground floor of Belgrove House would be publicly accessible with the aim of enabling and encouraging local people to engage with the scientific activity within. A new café as well as event, meeting, exhibition and education spaces will all be accessible to the public. An auditorium located at lower ground level would also be available for public use.

We have a vision to transform the public realm in four zones around the site. There is potential for seating areas and other planting, such as rain gardens, raised planters, smaller trees, and woodland underplanting.

We are currently working closely with the London Borough of Camden and TFL to explore and develop these ideas further.

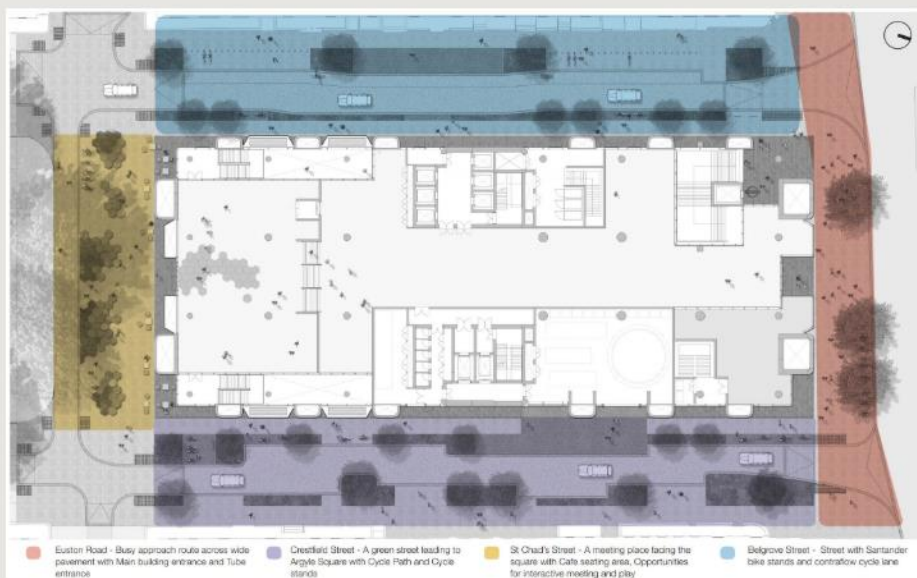




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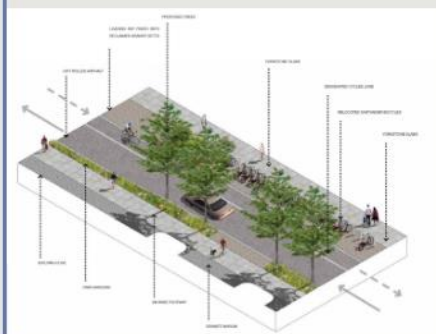
### 1. Euston Road

By removing both of the current pavement boxes and providing a new, dedicated step-free entrance within the building on the corner of Euston Road and Belgrove Street, this will dramatically improve the public realm on all sides of the building and the pavement width. This will also deliver a more aesthetically appealing connection to and from King's Cross square.



### 3. Belgrove Street

Street with Santander bike stands and contraflow cycling



### 2. Crestfield Street

A green street with cycle parking leading to Argyle Square



### 4. St Chad's Street

On the St Chad's Street side of Belgrove House, there is a real opportunity to inject some green into this urban scene with seating areas for the public to stop and enjoy the planting. We are also proposing to close St Chad's Street to vehicles and create a new pedestrianised landscaped public space. Here we are exploring incorporating a cycle lane whilst maximising the pedestrian route. Mini rain gardens and planters could potentially be taken over by local groups as community gardens and help safely separate the cycle lane and pedestrians. Example images of educational playspaces implemented in St Chad's Street.





#### 4. St Chad's Street

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Example images of educational playspaces implemented in St Chad's Street.



Example images of educational playspaces implemented in St Chad's Street





## The Knowledge Centre – A dedicated space for collaboration and innovation

The Knowledge Quarter has one of the highest densities of Knowledge based, cultural and scientific businesses of anywhere in the world and the Belgrove House site is at its centre. This proposal seeks to explore what this provision would look like, how it could work and how it could benefit those living or working in the area and those visiting.



Through our discussions with the London Borough of Camden and other local organisations such as the King's Cross Brunswick Neighbourhood Association (KCBNA), Camden STEAM, The Knowledge Quarter and The Young Camden Foundation (YCF) the importance of engaging young people in the area and the borough has become apparent. We very much see the Knowledge Centre as place where young people can learn about the KQ, the tenant of the building and other businesses in the area.

### Precedents



**The King's Cross Visitor Centre**  
Stable Street, N1C



**The Wellcome Trust**  
Euston Road, NW1



**New London Architecture (NLA)**  
Store Street, WC1E



**AstraZeneca Exchange**  
Cambridge







The Knowledge Centre could contain the following facilities:

#### Knowledge Centre

- An information point for all visitors
- Has details about the KQ and its organisations
- An interactive model of the KQ & VR sets for interactive learning

#### Flexible Events Space

- 200-300 person flexible events space at lower ground floor
- Workshops with a focus on careers in technology & science

#### Pre-function & Collaboration Zones

- Seating and break-out areas for informal meetings
- Used as pre-function spaces during events

#### Public Realm

- Interactive playspace and mini rain gardens on St Chad Street to allow learning about sustainability

#### Exhibition, Cafe & Events Space

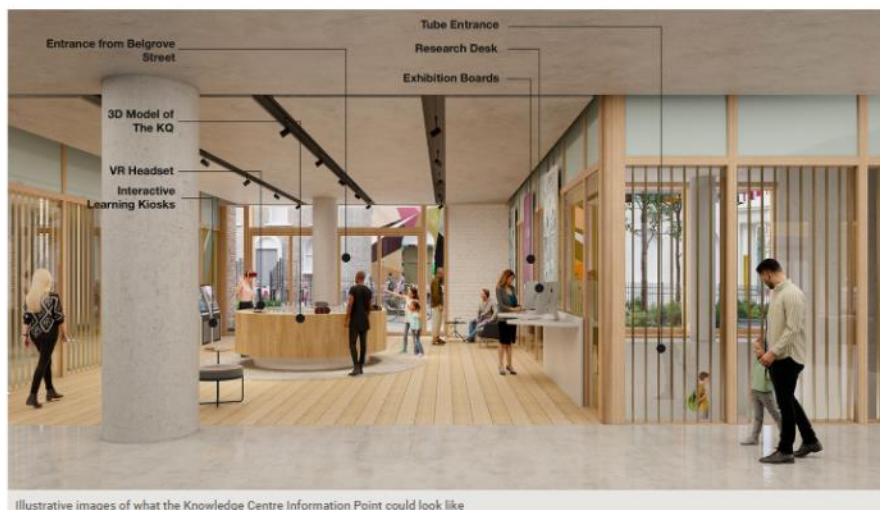
- Located in the ground floor reception area
- Highly visible from the surrounding streets and Londond Underground entrance
- Hosts permanent and temporary exhibits about the work undertaken in the KQ
- Offers tours for local schools or groups to offer insight on the life-sciences

#### Meeting Spaces

- Meeting room suite
- Ground floor: two 6-person & one 10-person meeting rooms
- Located at lower ground level: two 12-15 person meeting rooms

#### Support Facilities

- Technical rooms and storage







## Benefits

This project in King's Cross could provide a range of environmental, social and economic benefits for the local community. These include:

### Environmental

- Whole life carbon approach
- A sustainable building designed to use renewable energy
- Significantly improved public realm with new planting
- Removal of tube entrance boxes
- New step – free King's Cross entrance
- Biophilic design and use of natural and recycled materials where possible, potentially including materials from the existing building
- Sustainable transport options
- Ambitious environmental credentials for the building targeting BREEAM, WELL and LEED benchmarking
- Urban greening
- Closure of St Chad's Street to vehicles and creation of a new pedestrianised landscaped public space

### Social

- Affordable housing at Acorn House, south of the Euston Road
- Affordable workspace at Acorn House
- Potential retention and relocation of the Post Office
- Publicly accessible ground floor including event, meeting, exhibition and education spaces as well as a café at Belgrove House
- Public access to lower ground auditorium space at Belgrove House
- Publicly accessible Knowledge Centre, providing a valuable access point for members of the local community and visitors to the King's Cross area to learn more about the initiative which aims to promote collaboration.
- Dedicated children's playspace, community room and landscaped terrace for residents at Acorn House

### Economic

- Bringing over 1,000 jobs across office, retail, event space and life-sciences, along with over 1,000 jobs related to the construction
- Commitment to securing Camden STEAM Commission pledges amongst end users and occupiers
- Opportunities for employment and training initiatives for young people
- Provision of construction training opportunities for local residents
- Provision of construction apprenticeships
- Opportunity for apprenticeships and work placements in the life sciences industry
- Community wealth building – maximise opportunities for local businesses to supply goods and services at construction and end user phases through a local procurement plan
- Ensure supply chain contractors and tenants sign up to the Good Work Camden practices, join the Inclusive Business Network and support the Employment and Skills Network



## Acorn House:

1

### Site Context



Image of existing Acorn House building on Gray's Inn Road and aerial image showing red line boundary



Aerial map showing Acorn House location highlighted in red

Acorn House is located within the Bloomsbury Conservation Area, in an area mainly comprising 18th century terrace housing built on the Swinton and Calthorpe Estates, with several larger institutional buildings along Gray's Inn Road.

The wider Bloomsbury Conservation Area includes several Art Deco residential blocks of seven-nine storeys. Redevelopment in this area has been gradual, but there is a general consistency of height and materials.

The existing Acorn House building is a 7-storey office building occupying an L-shaped site. Built in c.1965, the façade has reached the end of its usable life. The external columns and thin external fabric are not sufficient to meet modern standards of thermal efficiency.

As part of the development proposals, Acorn House was designed to incorporate the following opportunities:

- Affordable Social Housing – a mix of apartments for affordable social and intermediate rent
- Affordable office space – flexible office space suitable for start up businesses with c.50 desk spaces
- Retail at ground floor level – a small shop suitable for a local business

The site offers the opportunity to provide affordable housing in a significant central London location, which would bring the following benefits:

- More affordable homes than possible on the Belgrave House site
- Greater flexibility to deliver a varied mix of unit sizes, with potential to also deliver more family sized units
- Greater number of dual aspect units than could be achieved with an on-site housing proposal
- A landscaped playspace and community room in addition to private balconies or winter gardens
- Dedicated basement space to provide tenant facilities such as cycle parking and waste facilities
- Contributing to the regeneration of Gray's Inn Road with a new high-quality building.



## Detailed designs & views

The proposals for our redevelopment of Acorn House include:

### Affordable Social Housing:

- 33 new homes.
- 100% of these would be Affordable – 60% Social Affordable Rent and 40% Intermediate Rent tenures.
- 10% apartments to be Wheelchair Accessible.
- Tenures mixed between floors.
- Energy efficient homes.

The proposed new building will be part six, part nine storeys in height. The stepped down approach to the design is to respond to the different architectural conditions on Swinton St and Gray's Inn Road.

The stepped massing responds to the context of the adjacent buildings. The building is deliberately lower than the adjacent Georgian terraces on Swinton Street. The taller volume facing Gray's Inn Road is in keeping with taller civic and institutional buildings on Gray's Inn Road. We feel that this is appropriate for the area and integral in delivering 33 affordable homes for the borough.

The affordable housing would be split across a policy compliant housing mix, with 60% of the affordable homes provided at Social Affordable Rent (set by Camden Council) and 40% as Intermediate Rent Tenures (in line with GLA household income caps).

It is important that the new Acorn House fosters a sense of community. An external playspace is proposed at level six and a community room with kitchenette and landscaped terrace for residents at level nine.

### Affordable Office Space.

- C.500m2 of flexible office space suitable for start-up businesses with c.50 desk spaces.

### Retail.

- Providing c.190m2 of retail unit space suitable for a local business.



Residential Entrance: Section Proposal



Residential Affordable: Workspaces



Winter Gardens



Bar/cafeteria



Swinton Street



Key design considerations for Acorn House, including façade material and design elements

The majority of the proposed building at Acorn House will use brick. The building mass is articulated in a series of three horizontal layers that allow it to step down to Swinton Street. The brick will be carefully chosen and subtly changed in each of these layers of the new residential architecture. The building will also feature glazing for the use of balconies or winter gardens for the apartments, so that the spaces can be used throughout the seasons. There's also careful detailing of infill panels, resulting in a rich palette of simple materials, built on the history of this area, providing innovative housing.

### Key Views



## Environment & Sustainability and Transport

Our development proposals will deliver the following environmental community benefits:

Whole life carbon approach

Renewable Energy

Significantly improved public realm with new planting

Use of natural and recycled materials where possible, potentially including materials from the existing building

Sustainable transport options

Ambitious environmental credentials for the building targeting BREEAM, WELL and LEED benchmarking

Urban Greening

Wherever possible, we have used design to limit loads and reduce the need for heating and ventilation.

### Energy efficient Affordable Housing

As part of our commitment to delivering a whole life carbon approach, instead of using a centralised boiler system, a common option in many homes, Acorn House proposes to use a centralised Air Source Heat Pump (ASHP) system. ASHPs consume less energy in use and reduce the volume of CO<sub>2</sub> released into the atmosphere.

### Transport

We are proposing 92 cycle spaces as part of the proposals for Acorn House, which will be located on the ground floor and basement level in a dedicated space for tenants. We are also not proposing any car parking spaces as the area benefits from excellent transport connections.

Delivery and servicing vehicles for Acorn House will stop in existing loading bays on Swinton Street.

## Ground floor use



Sketch of proposed residential entrance on Swinton Street



Precedented image of flexible affordable workspace

A retail unit is located on the corner of Swinton Street and Gray's Inn Road, an important local amenity. It is framed either side by the residential entrances and the new office accommodation. This will create an active frontage on both Swinton Street and Gray's Inn Road.

Tenants of Acorn House will access the new Acorn House from Swinton Street, which will lead them to dedicated areas for waste, cycle storage and their own lift on the ground floor.

The office space will be accessed via a new entrance on Gray's Inn Road, which will lead to a reception area before visitors lead into the main office space.



## Floor plans



Floor plan of proposed ground floor at Acorn House



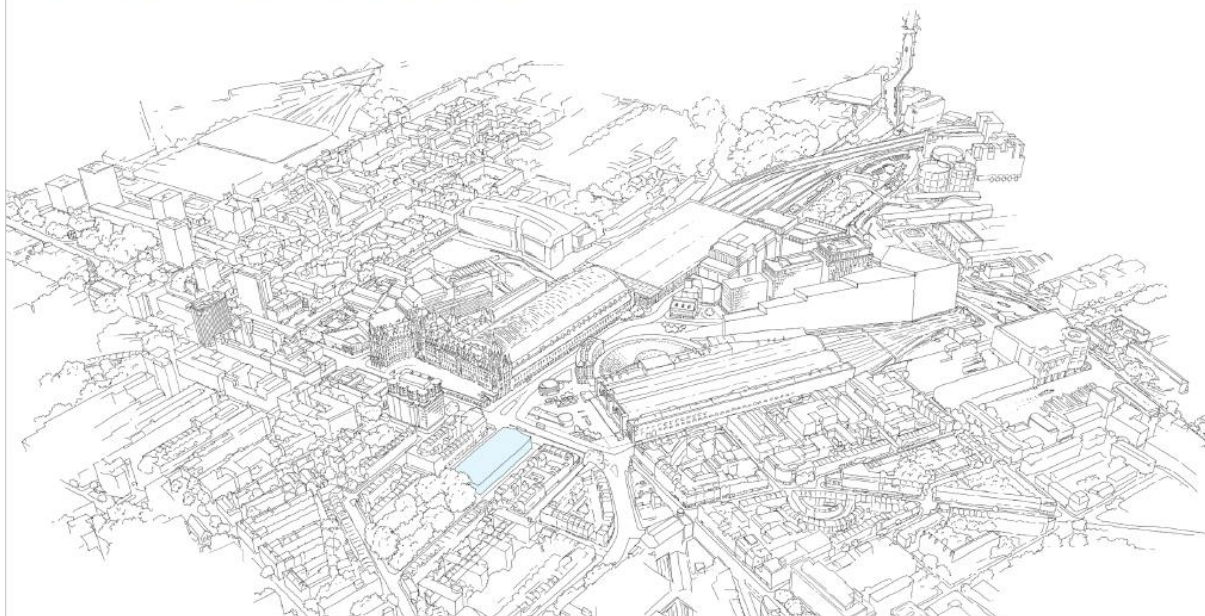
Floor plan showing children's playspace on level six and community room on level nine



**Appendix L – Title page of presentation for young person online exhibition held in partnership with King's Cross Brunswick Neighbourhood Forum**

## **Belgrove House & Acorn House**

KCBNA Presentation - 12th August



**ALLFORD  
HALL  
MONAGHAN  
MORRIS**

Precis Advisory

**access**  
SELF STORAGE

GERALDEVE



LONDON  
COMMUNICATIONS  
AGENCY

**alinea**

PETER  
STEWART  
CONSULTANCY



**atelier** ten



Bradley-Hole Schoenaich  
Landscape

END

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