

KANDA

Ugly Brown Building  
STATEMENT OF COMMUNITY INVOLVEMENT  
05.2021

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1.

## Executive Summary

# 1 • Executive Summary

- 1.1** In November 2020, Reef Estates Limited (the Applicant) appointed Kanda Consulting, a specialist public consultation company, to undertake a pre-application community consultation for a change of use application for 2-6 St Pancras Way, London, NW1 0TB, also known as the Ugly Brown Building.
- 1.2** The building has an extant planning permission ([2017/5497/P](#)) dating from 2019, for improvements to deliver over 450,000 sq ft of office accommodation alongside new restaurants and a hotel, set within new public realm.
- 1.3** This Statement of Community Involvement has been prepared on behalf of Reef Estates Limited in support of the following application to London Borough of Camden Council for:
- ‘Demolition of existing building, and redevelopment to provide a nine-storey building with two basement levels for flexible Class E and Sui Generis Use, a two-storey Pavilion for flexible Class E and Sui Generis Use, along with associated cycle parking, servicing, hard and soft landscaping, public realm, and other ancillary works, alongside amendments to Plot C within planning permission 2017/5497/P, namely increase of affordable housing provision’ (the “Proposed Development”).*
- 1.4** A separate application was submitted in March 2021 for amendments to the Plot A element of the Site. Documents for this application have been prepared based on a scenario in which these amendments have been implemented.
- 1.5** This document provides a record of the pre-application engagement carried out on the updates to the proposals for the redevelopment of the site.
- 1.6** A series of targeted public engagement activities have taken place to present the proposed amendments to the consented scheme to local residents and stakeholders. This has taken place in conjunction with pre-application discussions with L.B. Camden.
- 1.7** In addition to undertaking a presentation of the updates to the proposals to local neighbours, the Applicant also hosted a virtual consultation on the updates to the proposals.
- 1.8** In accordance with the March 2020 Coronavirus Act and advice published by the Ministry of Housing, Communities and Local Government, the Applicant sought to move the consultation to ‘at a distance’ engagement via postal and online briefing interactivity, avoiding face-to-face contact.

- 1.9** Feedback to date has been broadly positive, with local residents understanding that the application will not change the height and massing of the consented buildings. The consultation process has provided the Applicant with an opportunity to communicate the updates to the consented application and ensured that interested local residents have an opportunity to share their views on the updated proposals.
- 1.10** The Applicant remains committed to engaging with the local community and stakeholders throughout the application process and thereafter, subject to planning permission.

**2.**

## **Consultation Process**

# 2. Consultation Process

## 2.1 Consultation Process

- 2.1.1 The consultation process was carried out in conjunction with pre-application meetings with L.B. Camden's planning and design officers.
- 2.1.2 Engagement with local residents and the wider community has comprised targeted mailouts and a presentation on the application as outlined in the table below.

Date	Organisation
5 <sup>th</sup> December 2020	A letter introducing the team and the proposed amendments to the consented scheme, as well as inviting interested parties to get in touch, was sent to c.1011 addresses around the site.
16 <sup>th</sup> December 2020	A virtual presentation was held online for interested local stakeholders to understand the changes to the consented proposals and to give their feedback to members of the project team. 2 neighbouring residents attended the presentation.
18 <sup>th</sup> December 2020	A letter to share the consultation details, including the details of the dedicated project website, was sent to c.1011 addresses around the site.
May 2021	A designed newsletter, which explained the submission of the application and included the details of the dedicated project website, will be sent to c.1011 addresses around the site.

## 2.2 Consultation area

- 2.2.1 The introduction letter was posted to c.1011 addresses surrounding the site on 5<sup>th</sup> December 2020. A copy of the introduction letter can be seen in Appendix 1. The distribution area can be seen in Appendix 2.
- 2.2.2 The follow up letter was posted to c.1011 addresses surrounding the site on 18<sup>th</sup> December 2020. A copy of the follow up letter can be seen in Appendix 3. A copy of the distribution area can be seen in Appendix 2.

## 2.3 Project Contact Methods

- 2.3.1 Throughout the process, a telephone number and e-mail address, [ubbconsultation@kandaconsulting.co.uk](mailto:ubbconsultation@kandaconsulting.co.uk), were supplied and managed by Kanda Consulting, providing further information to residents, businesses, and stakeholders on request.

- 2.3.2 1 feedback form was received via the online consultation. The respondent confirmed that they are aware of the previous consent for the site, and that they understand the reason for the updated application, including the change of use from hotel to office use.



**3.**

## **Consultation on the Proposals**

# 3. Consultation on the Proposals

**3.1** The following key issues were identified and discussed at the presentation to interested local stakeholders on 16<sup>th</sup> December 2020, as well as those that emerged from correspondence with residents and the online feedback form received.

## Uses

- 3.2** One resident was keen to understand the proposed use of the Ground Floor of Plot B. It was confirmed that the use would be Class E, and would comprise a mix of office and flexible retail space.
- 3.3** One consultee asked for clarification around the use of the 'Pavilion' in the proposals. It was confirmed that this would be Class E and Sui Generis Use, and would comprise retail and bar space.
- 3.4** The proportion of residential use and the proportion of affordable workspace over the masterplan were also discussed at the residents meeting. It was confirmed that the updated proposals include an increase in affordable housing and an increase in affordable workspace. The proportion of affordable housing would be increased to 50.8% of housing on site, however the total number of housing units would remain the same.

## Height and Massing

- 3.5** The height and massing of the consented and proposed schemes were discussed. Consultees were keen to understand whether the height and massing of the updated proposals would be different to the consented. It was confirmed that the updated proposals for Plot B worked within the envelope of the consented building.

## Timelines

- 3.6** The expected timetable for construction was also discussed with residents, and the Applicant was able to confirm a projected timetable. It was confirmed that, subject to obtaining planning permission, this would likely be:
- March 2023 - Commence Demolition
  - June 2023 - Commence Implementation
  - August 2025 - Occupation
- 3.7** The expected timeline for the planning process was also of interest to residents. It was confirmed that the application would be submitted in January 2021, and would likely be determined at Planning Committee in April or May 2021. Following this consultation, the application submission date was delayed, and will now be submitted in May 2021.

**4.**

## **Next Steps**

# 4. ● Next Steps

- 4.1** The Applicant is committed to continuing engagement with local people throughout the process. As well as working with L.B. Camden on planning and construction management issues, the Applicant will continue to keep site neighbours informed in advance of construction commencing (subject to planning permission being granted) through a detailed Construction Management Plan. Furthermore, they will continue to respond to requests for information / questions and offer key stakeholders and close neighbours the opportunity to meet to discuss the proposals. The project website remains live and the project email address remains open to receive feedback on the plans.

**5.**

**Conclusion**

# 5.

## Conclusion

- 5.1 The consultation process has provided neighbours and representatives with opportunities to share their thoughts about the updates to the proposals for the 'Ugly Brown Building'.
- 5.2 The feedback on the proposals has been broadly positive, with consultees appreciating that the height, massing, and principal of the consented application were not affected by the application for the updated proposals.
- 5.3 Conversations with neighbours and stakeholders have been productive and will continue to inform the Applicant's approach to the proposals.

# Appendices

## Appendix I Introduction Letter



2<sup>nd</sup> December 2020

Dear Neighbour,

**Updated proposals for 2-6 St Pancras Way / the Ugly Brown Building**

Reef Group is bringing forward an updated set of proposals for the site at 2-6 St Pancras Way, the site currently known as 'The Ugly Brown Building'.

The building has an extant planning permission dating from 2019, for improvements to deliver over 450,000 sq ft of office accommodation alongside new restaurants and a hotel, set within new public realm.

Reef Group are proposing a number of improvements to the Ugly Brown Building's existing consent, including increasing the amount of affordable housing on site, increasing the amount of affordable workspace on site, amending the hotel to office use, and some minor connected design alterations.

As we refine the proposals for this change of use, we are keen to meet as many of our neighbours as possible and to hear and understand the views of the local community, prior to submitting a Planning Application to Camden Council. We will be launching our consultation on the updated proposals in the coming weeks, which will be accessible on our dedicated project website.

As part of our commitment to working with our neighbours, we will be organising an online presentation, where attendees can see the proposals and ask any questions of the team. We will be in touch with further detail on this in the coming weeks.

If you have any initial questions about the proposals, please do get in touch with us via email at [UBBConsultation@kandaconsulting.co.uk](mailto:UBBConsultation@kandaconsulting.co.uk) or by calling 020 3900 3676.

Yours sincerely,

**Peter Langly-Smith**  
Development Director, Reef Group



Appendix II Distribution Area



## Appendix III Follow-up Letter



18<sup>th</sup> December 2020

Dear Neighbour,

**The Regeneration of 6A St Pancras Way/ the Ugly Brown Building**

Reef Group is bringing forward an updated set of proposals for the site at 6A St Pancras Way, the building currently known as 'The Ugly Brown Building'.

The building has an extant planning permission dating from 2019, for improvements to deliver over 600,000 sq ft of office accommodation alongside new restaurants and a hotel, set within new public realm.

Reef Group are proposing a number of improvements to the Ugly Brown Building's existing consent, including increasing the amount of affordable housing on site, increasing the amount of affordable workspace on site, amending the hotel to office use, and some minor connected design alterations. The principle of the consent, including the consented height and massing, is not affected by the application.

As we refine the proposals for this change of use, we are keen to meet as many of our neighbours as possible and to hear and understand the views of the local community, prior to submitting a Planning Application to Camden Council.

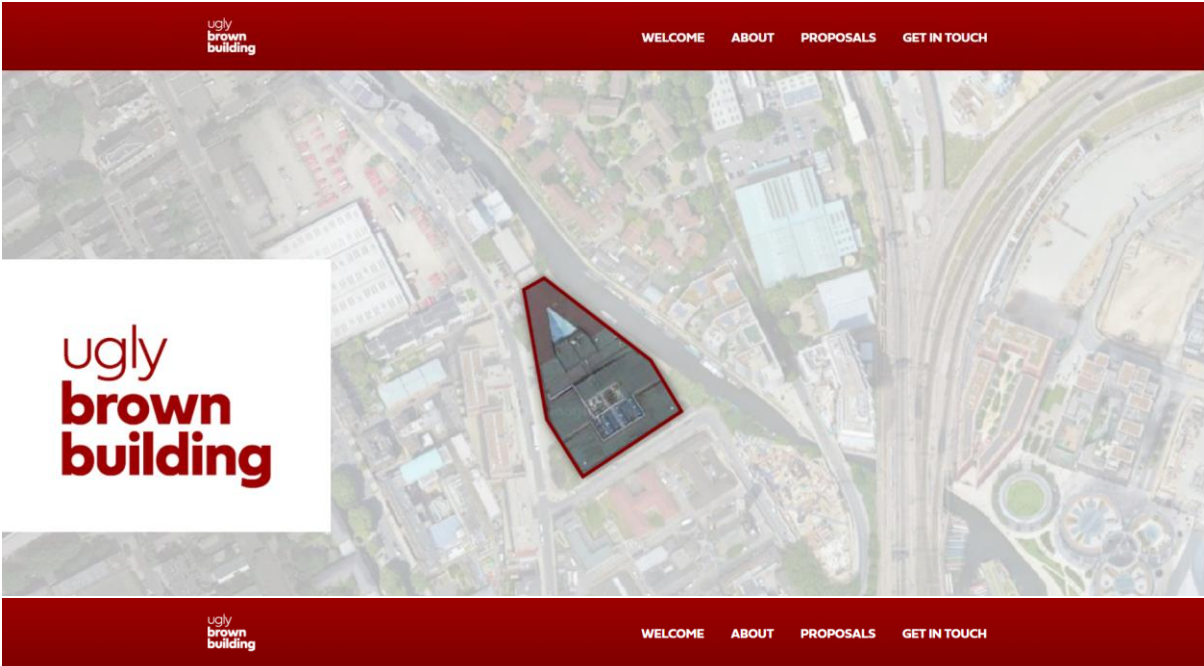
Our consultation on the updated proposals is running from the 14<sup>th</sup> December to 7<sup>th</sup> January 2021. The proposals and the opportunity to leave feedback are available on our project website: [ubb-consultation.info](http://ubb-consultation.info).

If you have any questions or would like more information on the proposals, please do get in touch with us via email at [UBBConsultation@kandaconsulting.co.uk](mailto:UBBConsultation@kandaconsulting.co.uk) or by calling (020 3900 3676).

Yours sincerely,

**Peter Langly-Smith**  
Development Director, Reef Group

Appendix VI Project Website



## Welcome

...

**Welcome to our consultation website for Reef Group's updated set of proposals for the site at 2-6 St Pancras Way, the site currently known as 'The Ugly Brown Building'.**

Reef Group are proposing a number of improvements to the Ugly Brown Building's existing consent, including increasing the amount of affordable housing on site, increasing the amount of affordable workspace on site, amending the hotel to office use, and some minor connected design alterations.

As we refine the proposals for this change of use, we are keen to meet as many of our neighbours as possible and to hear and understand the views of the local community, prior to submitting a Planning Application to Camden Council in January 2021.

Our consultation on the proposals will run from 14th December 2020 to 7th January 2021.

For more details on the reason for the change of use, the proposals and the opportunity to leave feedback, please scroll down.





## Reason For Change

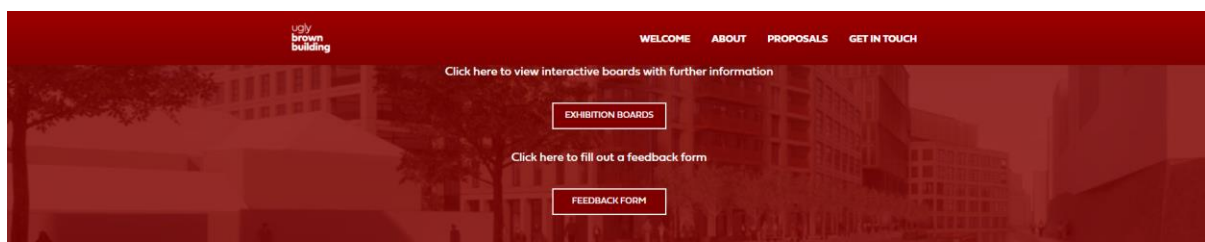
...

In March 2020, Reef Group was granted planning permission for the demolition of The Ugly Brown Building, and the redevelopment of the site to deliver over 450,000 sq ft of office accommodation, alongside 73 residential units, new restaurants and retail, and a hotel, set within new public realm.

Due to changing economic conditions, we no longer feel that a hotel in this area is the best use of the site, and we would also like to support the growing medical research sector in Camden. We are therefore proposing to change the hotel into office space, provide flexibility for new lab space, and increase the amount of affordable housing on the site.

We are keen to understand the views of the local community on our updated proposals.

We will be holding our virtual consultation on the updated proposals from 14th December 2020 to 7th January 2021. The interactive boards and feedback form below provide an opportunity for our neighbours to view our proposals and share their views.



[Click here to view interactive boards with further information](#)

[EXHIBITION BOARDS](#)

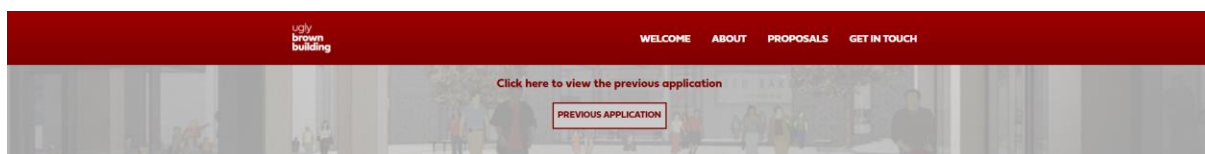
[Click here to fill out a feedback form](#)

[FEEDBACK FORM](#)

## Consented Application

...

The site has an extant planning permission (2017/5497/P) dating from March 2020, for the demolition of The Ugly Brown Building, and the redevelopment of the site to deliver over 450,000 sq ft of office accommodation, alongside 73 residential units, new restaurants and retail, and a hotel, set within new public realm.



[Click here to view the previous application](#)

[PREVIOUS APPLICATION](#)

## Next Steps

...

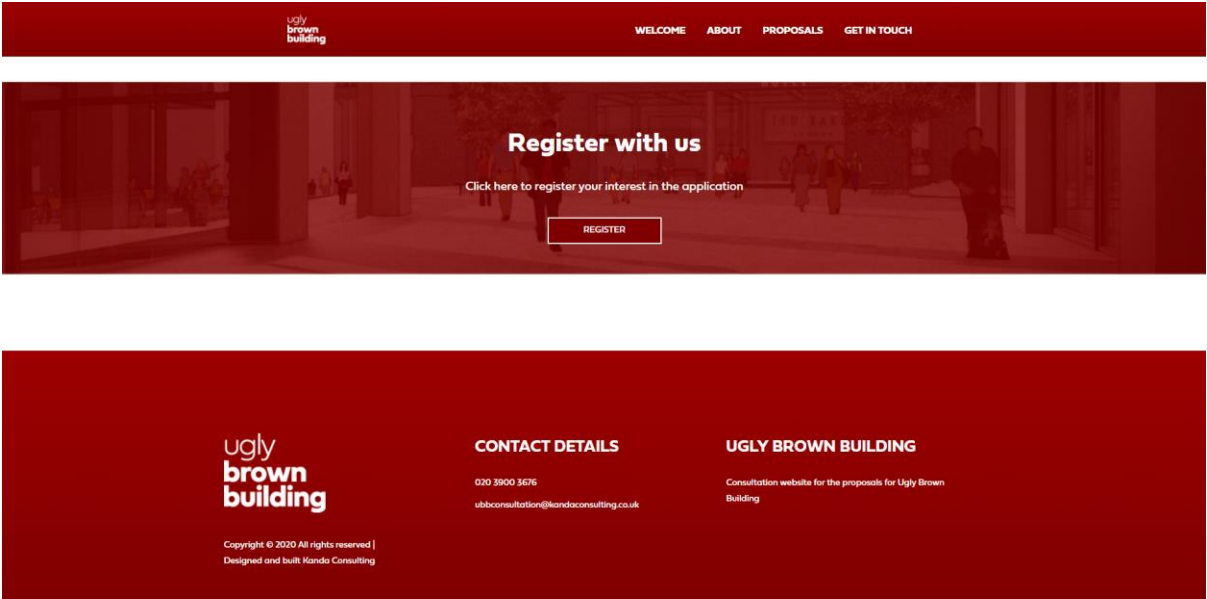
**We are keen to understand the views of the local community on our proposals.**

We will be holding our virtual consultation on the updated proposals from 14th December 2020 to 7th January 2021. The interactive boards and feedback form above provide an opportunity for our neighbours to view our proposals and share their views.

Following the consultation, we will review the feedback provided prior to submitting a planning application to Camden Council.

If you have any questions regarding the proposals, please get in touch with the team via email by clicking the link below, or by calling 0203 900 3676.

[ubbconsultation@kandaconsulting.co.uk](mailto:ubbconsultation@kandaconsulting.co.uk)





## Appendix V Exhibition Boards



### Welcome to the virtual exhibition of Reef Group's updated proposals for 2-6 St Pancras Way, the site currently known as 'The Ugly Brown Building'.

We hoped to be able to show you our proposals for the site at a public event but unfortunately due to the ongoing effects of Coronavirus, this is not possible at the moment given both government advice and our commitment to community wellbeing.

As a result, this consultation is taking place 'at-a-distance' – using a range of different feedback tools. We are committed to engaging widely and making sure everyone has an opportunity to have a say on the plans in a way that suits them.

You can provide your feedback on the information set out in these boards by clicking on the 'Feedback Form' on the 'Have Your Say' section on our website. You can also provide your feedback via post.

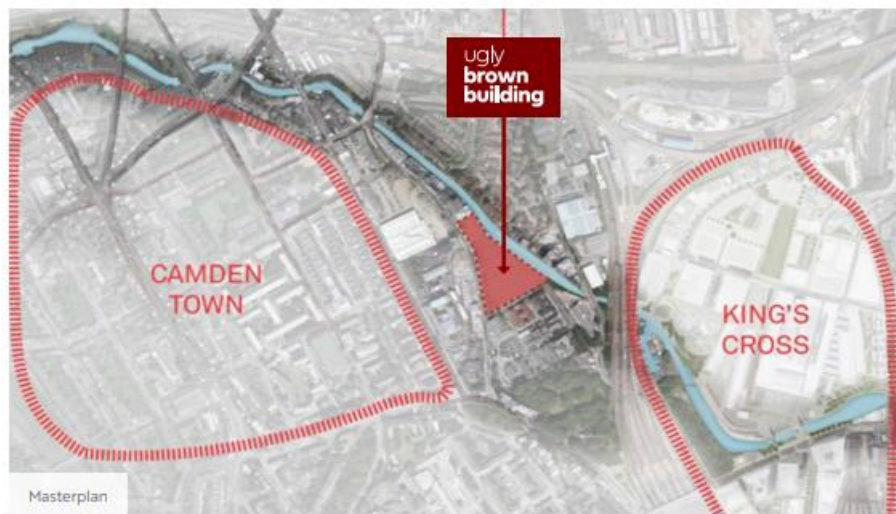
We are keen to understand the views of our neighbours and the local community before submitting a planning application to London Borough of Camden.



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

#### BENNETTS ASSOCIATES

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





## The existing consent

In March 2020, Reef Group was granted planning permission for the demolition of The Ugly Brown Building, and the redevelopment of the site to deliver over 450,000 sq ft of office accommodation, alongside 73 residential units, new restaurants and retail, and a hotel, set within new public realm.



Existing consent



Existing consent (canal view)



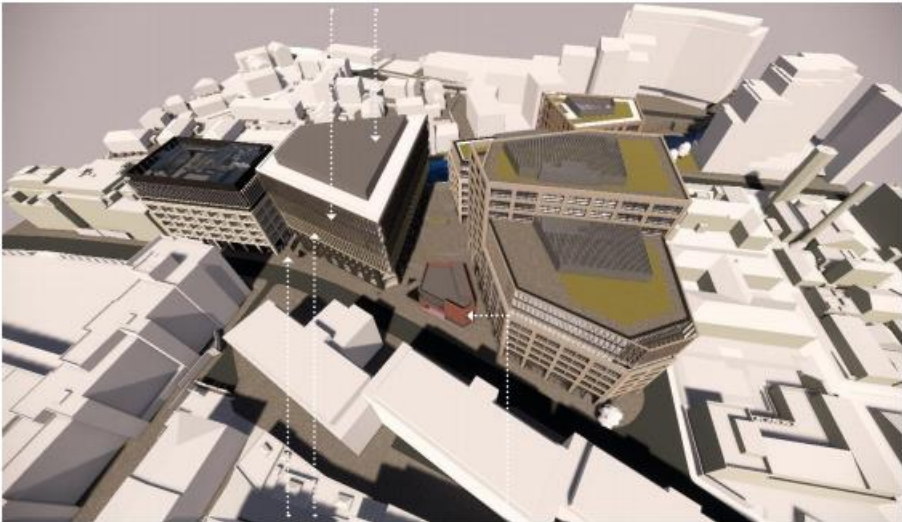
Our updated proposals

Reef Group are proposing a number of improvements to the Ugly Brown Building's existing consent, including:

-  Increasing the amount of **affordable housing** on site
-  Increasing the amount of **affordable workspace** on site
-  **Amending the consented hotel to office use** and provide flexibility for **new lab space** to support the growing medical research sector in Camden
-  Updating the pavilion form to present a **smaller profile** to the square
-  **Minor connected design alterations**, including to the elevations of the consented hotel.

Adjusted rhythm and regularity to upper volume cladding

Increased roof plant enclosure



Revised cladding to suit reconfigured ground floor areas

Revised plot B base volume cladding

Revised pavilion design (plot C4)





Elevations

Consented	Proposed
East elevation (facing canal)	
Architectural elevation drawing of the 'Consented' East elevation (facing canal). The building has a dark ground floor with a grid of windows and a light-colored upper section with vertical green and yellow stripes.	Architectural elevation drawing of the 'Proposed' East elevation (facing canal). The building has a dark ground floor with a grid of windows and a light-colored upper section with vertical brown and grey stripes.
West elevation (facing square)	
Architectural elevation drawing of the 'Consented' West elevation (facing square). The building has a dark ground floor with a grid of windows and a light-colored upper section with vertical green and yellow stripes.	Architectural elevation drawing of the 'Proposed' West elevation (facing square). The building has a dark ground floor with a grid of windows and a light-colored upper section with vertical brown and grey stripes.
North elevation	
Architectural elevation drawing of the 'Consented' North elevation. The building has a dark ground floor with a grid of windows and a light-colored upper section with vertical green and yellow stripes.	Architectural elevation drawing of the 'Proposed' North elevation. The building has a dark ground floor with a grid of windows and a light-colored upper section with vertical brown and grey stripes.
South elevation	
Architectural elevation drawing of the 'Consented' South elevation. The building has a dark ground floor with a grid of windows and a light-colored upper section with vertical green and yellow stripes.	Architectural elevation drawing of the 'Proposed' South elevation. The building has a dark ground floor with a grid of windows and a light-colored upper section with vertical brown and grey stripes.



## Next steps

Thank you for taking the time to look through Reef Group's updated proposals for 2-6 St Pancras Way, the site currently known as 'The Ugly Brown Building'.

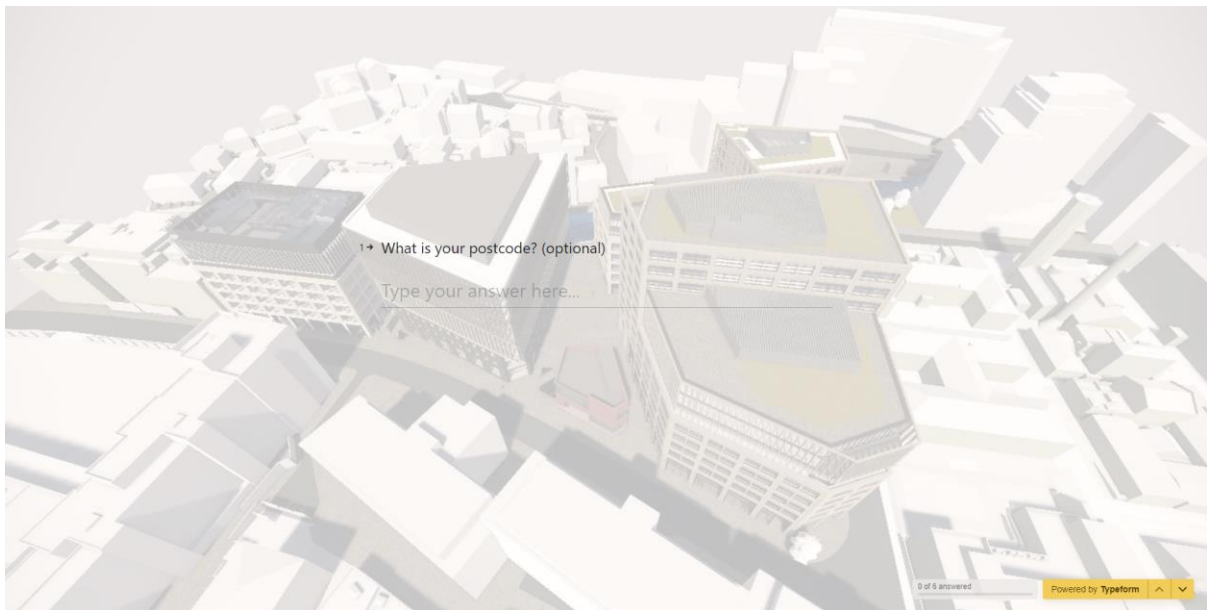
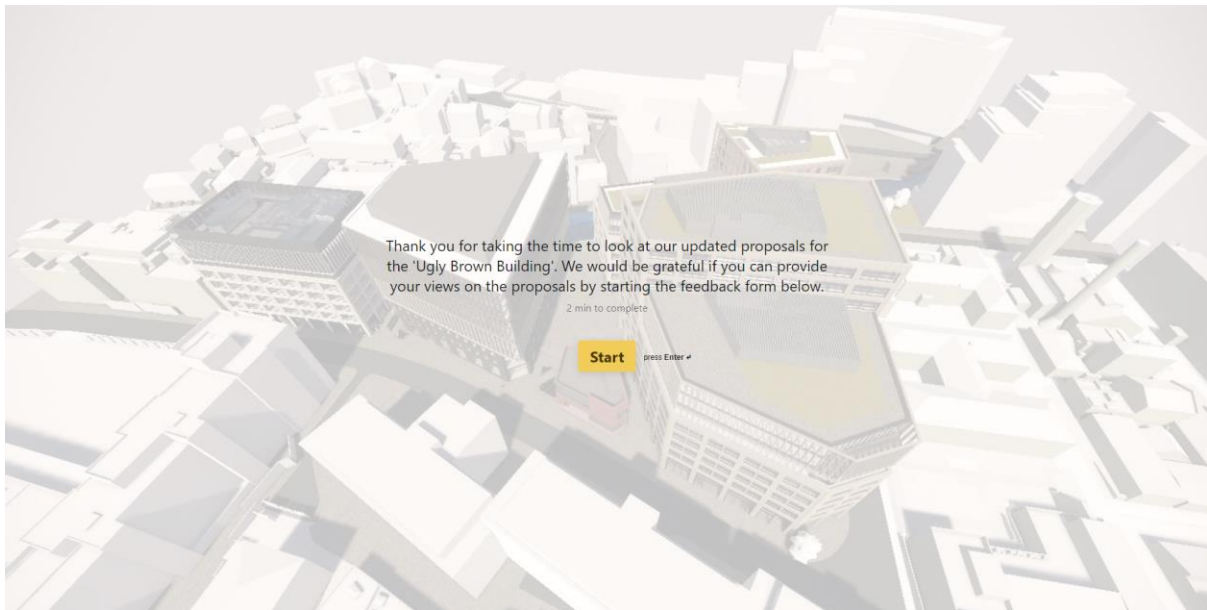
We hope you found this virtual exhibition informative and useful. We would appreciate it if you could fill in our online feedback form.

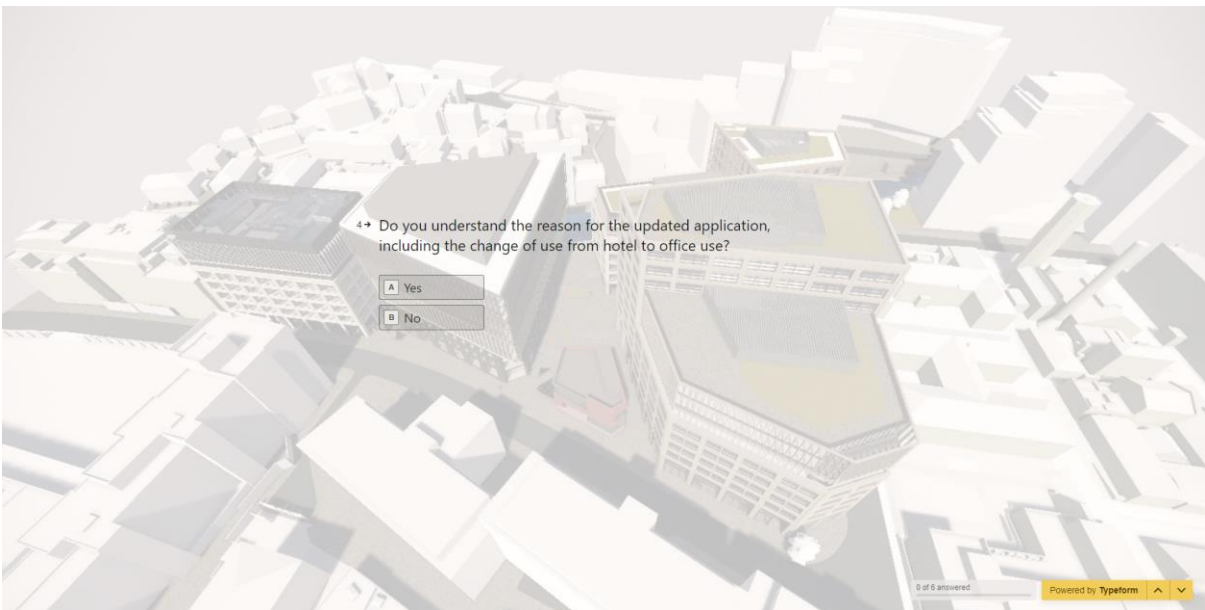
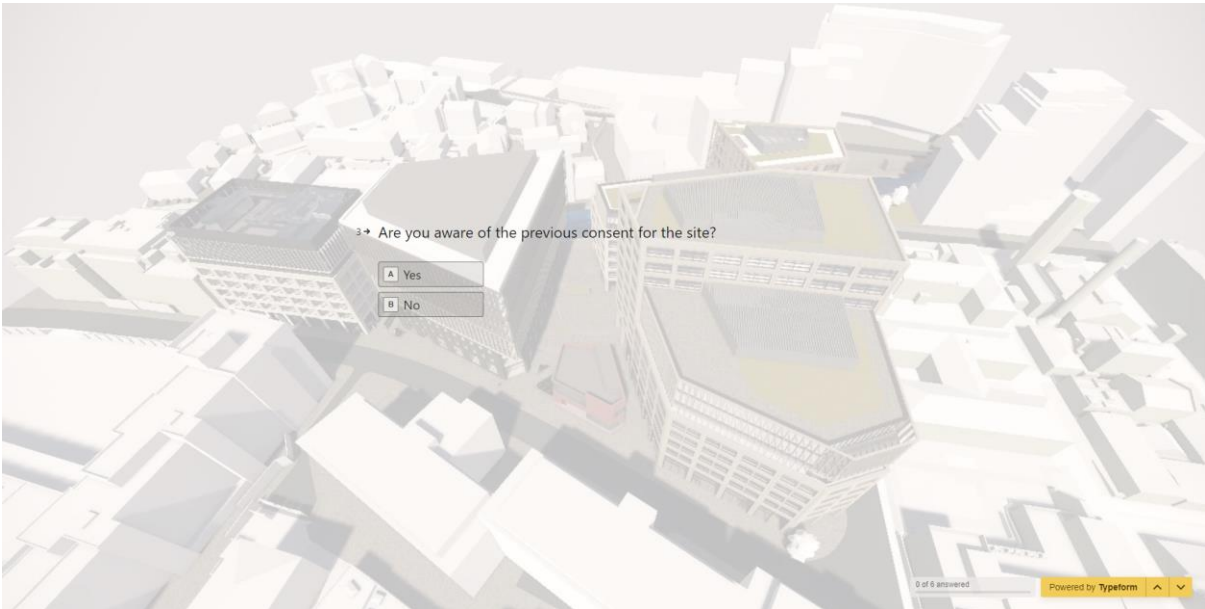
As we refine the proposals for this change of use, we are keen to meet as many of our neighbours as possible and to hear and understand the views of the local community, prior to submitting a Planning Application to Camden Council in January 2021. We remain committed to continuing to talk with our neighbours once the application has been submitted.

Email: [ubbconsultation@kandaconsulting.co.uk](mailto:ubbconsultation@kandaconsulting.co.uk)  
Phone: 020 3900 3676

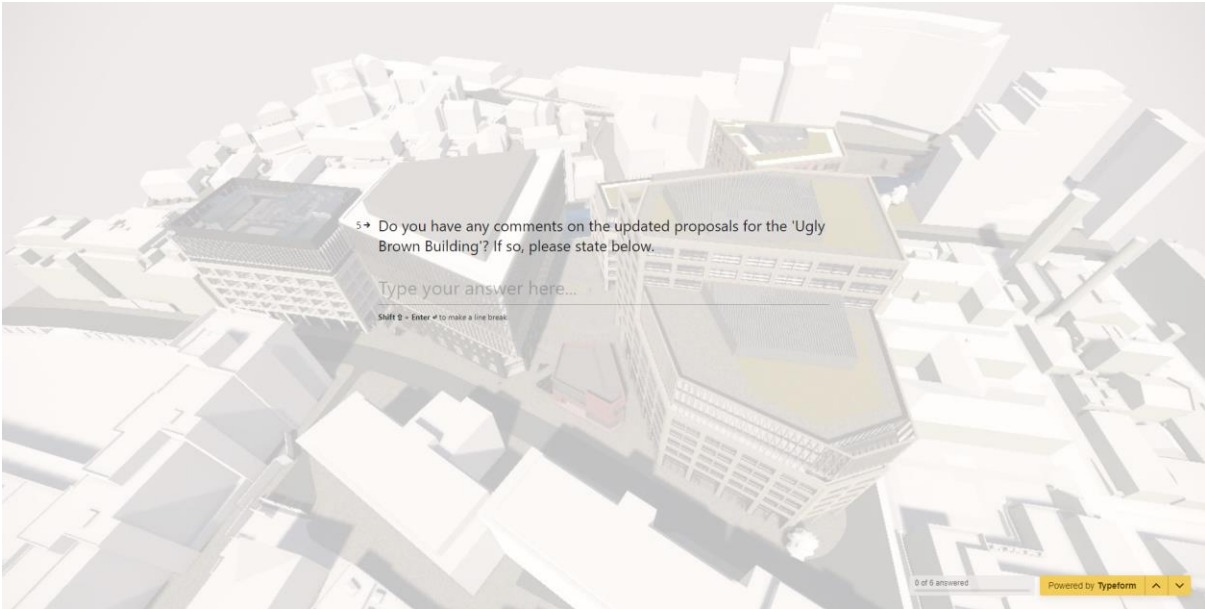


## Appendix VI Feedback Form









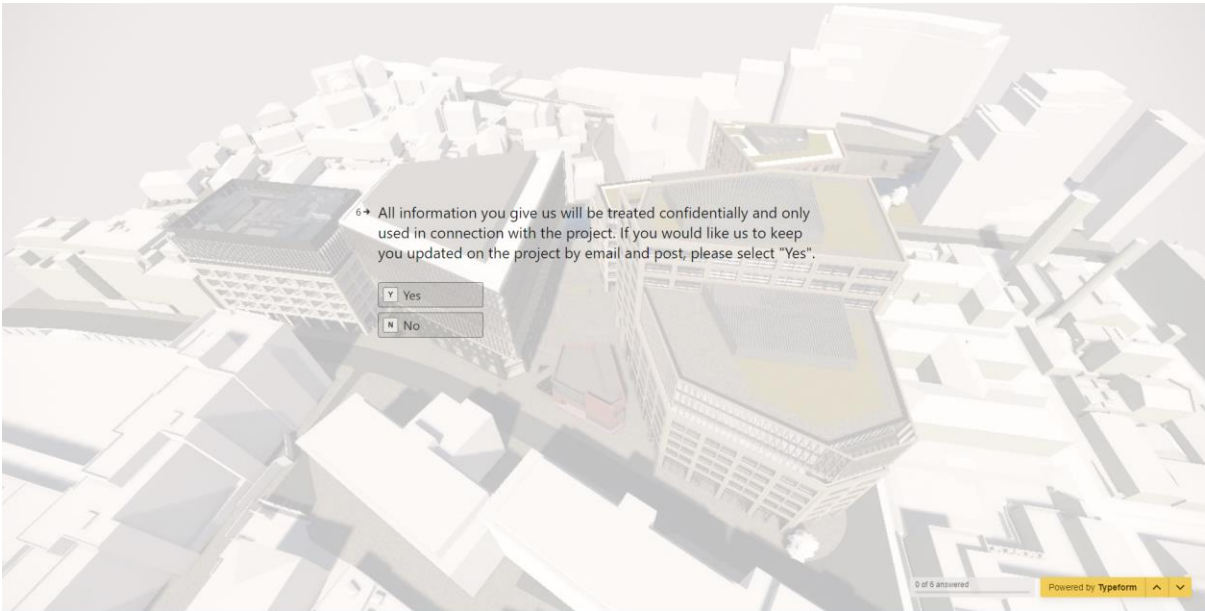
5 → Do you have any comments on the updated proposals for the 'Ugly Brown Building'? If so, please state below.

Type your answer here...

Shift ⌘ - Enter ⌘ to make a line break

0 of 6 answered

Powered by Typeform



6 → All information you give us will be treated confidentially and only used in connection with the project. If you would like us to keep you updated on the project by email and post, please select "Yes".

☐ Yes

☐ No

0 of 6 answered

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