

105 JUDD STREET LIMITED STATEMENT OF COMMUNITY INVOLVEMENT 13 APRIL 2022, FINAL

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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 105 Judd Street Limited, also referred to in this document as "the Applicant".
- 1.2 This SCI forms part of the submitted material for the planning application for the refurbishment, extension and enhancement of 105 Judd Street, Bloomsbury known as "the Site".
- 1.3 These proposals seek to improve the exterior of the building, provide laboratory-enabled space within the building for a Knowledge Quarter user as well as write-up space, and extend the building by two storeys with a minimal impact on the surrounding streetscape and ensuring reduced carbon emissions compared to demolition.
- 1.4 The proposals are also for a ground floor café, along with a further activated streetscape on all frontages to ensure a strong benefit to the local community as well as providing much-needed laboratory enabled space within the area.
- 1.5 This application is for the following:

'Partial demolition and erection of extension at part third floor, fourth floor, fifth floor and rooftop plant in connection with the ongoing use of the building for commercial, business and service uses (Class E); associated external alterations to the elevations, improvements to the public realm and replacement of the existing ramp; roof terraces at levels three, four and five; provision of cycle parking, waste/recycling storage and other services; associated external alterations'.

- 1.6 This SCI demonstrates the thorough approach taken to promote the proposals to local residents, community groups, local businesses and organisations, as well as an ongoing engagement with councillors, officers and neighbours of the site. The approach ensured that everyone had the opportunity to provide feedback and take part in the consultation.
- 1.7 This SCI provides an overview of the key activities undertaken as part of the consultation strategy, including engagement activities with the community and stakeholders, the feedback received during consultation and the Applicant's response.
- 1.8 The engagement activities outlined within this SCI were undertaken by the Applicant and its representatives: Architects Stiff + Trevillion; planning consultant Gerald Eve; and public consultation and communications specialists London Communications Agency.
- 1.9 This 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.
- 1.10 Ahead of launching we clarified our consultation approach with Camden officers on the necessary change of programme details due to the lockdown measures enforced as a result of the Covid-19 pandemic.
- 1.11 Despite the pandemic, the Applicant was able to meet with various stakeholders on the Site.

1.12 It also reflects the principles for consultation within the Localism Act (2011) and in the National Planning Policy Framework (2021)

SECTION 2: EXECUTIVE SUMMARY

- 2.1 This SCI relates to proposals to refurbish, extend and enhance 105 Judd Street in Bloomsbury with a key focus on providing much-needed laboratory enabled space within the Knowledge Quarter, improving the street frontages with landscaping and creating an activated ground floor café for the local community.
- 2.2 This SCI demonstrates the Applicant's commitment to implementing a comprehensive consultation approach, which has been designed to provide people with the opportunity to feedback on the proposals for the Site.
- 2.3 This Executive Summary provides a brief overview of the proposals and the pre-application consultation process.

Context

- 2.4 The Site was built in two phases, from between 1900 and 1946 and is bound by Hastings Street to the north, Judd Street to the east, Thanet Street to the west and has a presence on each street. To the south, the site is bound by listed terraced residential homes.
- 2.5 The building's first tenant was the Salvation Army who located its trading operations on the Site for nearly 90 years. They were replaced by the Royal National Institute for the Blind (RNIB) who has been there since.
- 2.6 The Site is currently used as a commercial office building and the RNIB is soon to vacate for a more suitable modern building.
- 2.7 The existing building is in need of refurbishment, both inside and its exterior. The Applicant's proposals are to refurbish the building and ensure that it is suitable for use by a Knowledge Quarter user while activating the surrounding streetscape.
- 2.8 The Site was purchased in 2021 by 105 Judd Street Limited.

Proposals

2.9 Conversations with London Borough of Camden (LBC) began in June 2021. A sequence of meetings were held with officers as follows:

Date	Meeting
28 June 2021	Teams meeting
29 July 2021	Site meeting
30 September 2021	Meeting at architect's office
29 November 2021	Teams meeting
24 January 2022	Teams meeting

In addition to the above, two Design Review Panel meetings also took place, on 8 October 2021 and 11 February 2022.

Consultation

- 2.10 After a number of design meetings, LBC's planning and design teams, alongside the Applicant, were keen to see what people thought about the proposals to refurbish and enhance the Site.
- 2.11 On 1 October 2021, letters which outlined the proposals and included an invitation to a meeting with the project team were sent to a number of key stakeholders, including ward councillors and local community groups (Appendix A).
- 2.12 Meetings were set up with several key stakeholders, where the proposals were presented to them and they were given the opportunity to ask questions to the project team and provide any feedback.
- 2.13 The wider consultation was launched on 13 January 2022, when letters were sent to various stakeholders (Appendix B), an advert was published in the Camden New Journal (Appendix C), and community flyers (Appendix D) were distributed to 2,372 addresses in the local area (Appendix E).
- 2.14 An extensive social media campaign was launched on Tuesday 18 January 2022 and ran until 10 February 2022.
- 2.15 To encourage as many people as possible to contact the consultation team with their comments and questions, a range of feedback mechanism were used, including:
 - An online contact form on the consultation website <u>www.105JuddStreetConsultation.co.uk</u> (Appendix F)
 - A dedicated email address <u>105JuddStreet@londoncommunications.co.uk</u>
 - A Freephone number 0800 092 0384
- 2.16 While face-to-face consultation events were not held due to the COVID-19 restrictions, there were several opportunities for people to get in touch digitally and several meetings were held with stakeholders, both online and at the Site.

Feedback

- 2.17 In total, we received 26 responses from stakeholders and residents submitted through our consultation inbox and via the website contact form.
- 2.18 Of the 26 responses received as of 10 February 2022, 12 were identified as negative toward the proposals, 13 were neutral and 1 was positive.
- 2.19 The key themes that have been identified from the consultation feedback are detailed in Section 4 below.
- 2.20 The following headline points were raised as areas of concern:
 - Increased height of the building
 - Future use of the building
 - Parking and traffic impacts
 - Ownership and funding of the building

- Hours of use and disturbance to local residents
- Privacy to adjoining neighbours
- Whether the building will be for animal testing
- 2.21 The Applicant will continue to maintain an open dialogue with stakeholders and local community members throughout the application process as required.

SECTION 3: CONSULTATION STRATEGY AND ACTIVITY

- 3.1 LCA was appointed to lead a programme of pre-application consultation on the proposals for 105 Judd Street.
- 3.2 The objectives of the consultation were:
 - 1. To offer local people and a wide range of stakeholders, local businesses and organisations, and members of the local community the opportunity to view and comment on the plans.
 - 2. To conduct a targeted consultation, offering local politicians, local groups, businesses and residents the opportunity to view and comment on the plans.
 - 3. 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.
 - 4. To provide opportunities for people to express their views through various communications channels, including via stakeholder meetings, a consultation website, freephone and email.
 - 5. 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.
 - 6. To understand the issues of importance to stakeholders before submission of the application.
 - 7. To work closely with LBC to ensure key officers and councillors are aware of the proposed development, key consultation activities and outcomes.
- 3.3 The below section outlines the activities undertaken for the pre-application consultation in late 2021 and early 2022.

Stakeholder engagement

3.4 The Applicant launched an initial round of engagement with key stakeholders on 01 October 2021, offering the chance to meet with the project team to discuss the proposals as well as ask any questions about the plans.

Stakeholder	Representative(s)	Meeting Date	Key themes discussed
Bloomsbury Residents Action Group	Debbie Radcliffe	04 October 2021	 Vision for a Knowledge Quarter building The current condition of the building and opportunities for refurbishment Anti-social behaviour in the area Initial designs for the building The extension of the building Details of the public consultation

3.5 Stakeholder meetings were held with the following groups and individuals:

Bloomsbury Conservation Area Advisory Committee (BCAAC)	Owen Ward, Debbie Radcliffe, Hugh Cullum	15 December 2021	 Concerns around noise disturbance from the proposed café Resident concerns regarding rubbish Suggestion to improve paving in front of the building Impact of terraces on upper floors
Ward Councillors	Councillor Jonathan Simpson	15 December 2021	 Stakeholder engagement Supportive in principle Resident concerns over community safety General issues of landscaping related to anti-social behaviour Light pollution
London Cycling Campaign – Camden Branch	John Chamberlain	16 December 2021	 History of the site Complimentary of the proposed design Cycle storage Mitigation of construction traffic
Knowledge Quarter	Jodie Eastwood	17 January 2022	 Consultation with local conservation groups The type of Knowledge Quarter uses the building would be considered for Supportive of improvements to streetscape
Queen Alexandra Mansions	Anne Sutherland, Simon Burton	17 January 2022	 Issues of rough sleepers in the area Supportive of improvements to frontages Light wells and their retention Additional height and its impact Traffic impacts

			Noise pollution from plant
Sandwich House and Thanet Street Residents' Association	Steve Cowan, Janet Goodricke	20 January 2022	 Additional height and impact on light and whether daylight / sunlight reports will be carried out Questions surrounding set back roof Impact of traffic and deliveries for construction Nature of the lab space and what it will be used for
King's Cross Brunswick Neighbourhood Association	Councillor Nasim Ali OBE	26 January 2022	 Opportunity to improve streetscape Considerations of anti-social behaviour Involvement of young people on landscaping Need for Knowledge Quarter buildings to be accessible to the community
Residents of Thanet Stree	et Professor Deirdre Kelly CBE and Sir Ian Byatt	23 February 2022	 Confirmation of which parts of the building were to be extended Knowledge Quarter use Impact on adjacent building Servicing Use of terrace and hours of operation

3.6 Meetings were also offered to the following stakeholders:

- King's Cross Ward Councillors
- Marchmont Association
- Bloomsbury Association
- Tonbridge House
- Jessel House
- 3.7 The Applicant is in the process of arranging meetings with further stakeholders to discuss the proposals both pre- and post-submission.

- 3.8 A further letter was sent to other stakeholders on 13 January 2022 announcing the launch of the online consultation. These groups included:
- Bloomsbury Ward Councillors
- Bengali Workers Association
- New Horizon Youth Group
- Small Green Shoots
- Global Generation
- St Pancras Chambers
- The Dolphin Pub
- Urban Partners King's Cross BID

Online consultation launch

- 3.9 The Applicant launched its full consultation on 13 January 2022.
- 3.10 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
 - Stakeholder letters
 - Website
 - Press advert
 - Social media campaign (Appendix G) that directed users to the website
- 3.11 The consultation website was visited a total of 2,443 times by 1,846 people (as of 10 February 2022)
- 3.12 The most frequently visited page was the homepage, followed by the proposals page and the feedback page.
- 3.13 A summary of the statistics (as of 10 February 2022) from the social media campaign can be found below:

Link clicks	Reach ³	Impressions ⁴
2,280	353,050	724,426

³Reach refers to the total number of people who have seen the content. ⁴Impressions refers to the number of times the content is displayed and viewed. This can be several times per unique viewer.

Feedback

- 3.14 To encourage as many people as possible to submit their feedback, the following mechanisms were available for people to get in touch with the project team:
 - An online contact form on the consultation website <u>www.105JuddStreetConsultation.co.uk</u>
 - A dedicated email address <u>105JuddStreet@londoncommunications.co.uk</u>
 - A Freephone number 0800 092 0384
- 3.15 All feedback mechanisms continue to remain open following the consultation events for local residents and businesses to share their feedback on the proposals.

Online webinar

- 3.16 An online webinar event was held on 20 January 2022 from 5.30pm to 6.30pm.
- 3.17 The webinar was advertised via the community flyer, stakeholder letters, press advert and social media campaign to local residents and stakeholders and was attended by a total of 22 people.
- 3.18 The webinar presentation (Appendix H) included information about the following topics:
 - The history and local context of the site
 - The current condition of the building
 - Native Land's key ambitions for the proposals
 - The Knowledge Quarter and its wider context within Camden
 - How the plans aim to retain and reuse the existing structures
 - Landscaping opportunities
 - Key townscape views

Pre-submission activity

- 3.19 Following this phase of engagement, the Applicant issued a 4-page newsletter to 2,373 addresses in the area that provided a summary of the proposals and an overview of the consultation.
- 3.20 The newsletter also outlined how the feedback received regarding landscaping shaped the final proposals. A copy of the newsletter can be found at Appendix I.

SECTION 4: COMMENTS ANALYSIS AND RESPONDING TO FEEDBACK

- 4.1 This section includes a summary and analysis of all feedback received throughout the preapplication 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 have been held with LBC.

Overview

- 4.4 People were able to share their feedback on the proposals through a variety of methods, including a website contact form, a consultation inbox, a Freephone number, by commenting on the social media advertisements and at the webinar event.
- 4.5 In total, 26 responses were received from 13 residents and three stakeholders, via our consultation email inbox, through our website contact form and via our social media advertising.
- 4.6 Of the responses received, 12 were identified as negative toward the proposals, 13 were neutral and 1 was positive.

Responding to feedback

4.7 The Applicant has reviewed all feedback received and has made the appropriate changes to the proposal to respond to this feedback.

Theme of comment	Example of comments raised	Response
Increased height of the building	<i>"I am very concerned about the height of the building as it will block the afternoon light to my flat in Jessel House. Why do you need to add two extra floors."</i>	The Applicant has considered the streetscape and additional height in a sensitive manner and shared various streetscape views on the website that highlight how the additional height would look compared to the existing buildings.
	<i>"I think the addition of 2 extra floors+ to the RNIB building is totally unacceptable."</i> <i>"I also note that the proposed two storey extension does NOT really blend in with the surrounding roofscapes"</i>	The Applicant's plans are to not only enhance the exterior and interior of the building, but also to provide a two- storey extension - totalling 5.2m from the top of the existing turret or 5.7m from existing rooftop plant rooms - to allow for more floorspace within the building and new plant enclosure.

4.8 The below table highlights the key themes of feedback received, with examples of the comments raised and the Applicant's response.

	"We are particularly concerned about the proposal to add a 4th & 5th Floor extension."	By creating two extra floors of workspace, 105 Judd Street will better meet the demand within the area for laboratory enabled space that will suit the needs of a Knowledge Quarter user. The proposals to refurbish and extend the building rather than building a new commercial property are a first for the Knowledge Quarter and are a sustainable option for providing much- needed office space within the area. The proposed height increase will also ensure that the ground floor can be designated for community use, such as the proposed café. During the pre-application process the bulk of the proposal has reduced and set-backs have been incorporated on the Thanet Street side of the building. The plant enclosure has also been repositioned within the application to reduce its visibility.
Future use of the building	"If renovated who will use the building?"	While the Applicant does not yet have an agreed future occupier in mind for this site, the plans have been designed with the Knowledge Quarter in mind. This means that the laboratory enabled space will be suitable for a Knowledge Quarter user, such as a data science led company.
Parking and traffic impacts	"Will development cause any alterations to parking arrangements in the neighbourhood?" "We note that you intend there to be a delivery entrance in Thanet Street, close to our house. How much additional traffic will this generate?" "Will we lose further residents parking places?" "I am concerned about the proposal to have a delivery site on Thanet Street. I anticipate there will be disruption to residents if there are early morning daily waste collections, deliveries at all hours etc. Please advise what mitigating steps will be taken to minimise this."	No residents parking places will be touched. The Applicant's proposals include cycle storage, and workers are likely to use public transport rather than use cars to access the site so there will not be any impact on resident parking places. There is currently a delivery space on site and the Applicant does not anticipate that an end user of the refurbished building would use this provision more than the current occupier.

Ownership and funding of the building	"If renovated according to your plan who will own the building?" "Who currently owns the building?" "Could you advise us who's funding this project. For example, is it a joint venture, The Crick/UCL."	The proposed refurbishment and extension of 105 Judd Street will be funded by the site owners 105 Judd Street Limited. The building, which is currently home to the Royal National Institute of Blind People (RNIB), is no longer suitable for modern charity or office use and, as such, RNIB will be relocating to an alternative premises nearby. The Applicant's vision is to refurbish and rejuvenate 105 Judd Street to provide accommodation which is designed to meet the needs of Knowledge Quarter and Life-Science occupiers. After renovation, the building would continue to be owned and managed by 105 Judd Street Limited.
Hours of use and disturbance to local residents	"What will you be doing to minimise disruption to the large number (many hundreds) of residential homes that surround the site?"	Although an end user has not yet been selected for the building, the Applicant would expect that the occupier would work within typical working hours, e.g. 9am to 5pm, which should help to minimise any disruption. Full construction management details will need to be provided to Camden before works begin and a Construction Management Group would be created.
Privacy to adjoining neighbours	"Overlooking issues, especially over gardens to rear of Thanet Street and roof terrace of SST" "I am concerned about the inclusion of the windows and terraces on the south side which will overlook our garden area, and could cause noise pollution. What restrictions will be placed on their use (e.g in terms of hours)?" "Will there be any screening/window treatment from the rear that will prevent people from looking into our house and garden."	The Applicant's proposed extension to the building does include terracing on the fourth floor, however, these will be arranged with significant planting to the party walls with neighbours to mitigate disruption and overlooking – standard planning conditions will also apply to the terraces both in terms of how they are used and the hours they are open (no music or amplified sound, etc).
Whether the building will be for animal testing	<i>"I am an animal rights activist and concerned about a lab being next to us. Are you going to be doing testing on animals at 105 Judd Street?"</i> <i>"I would be opposed to the use of the premises for animal testing and would</i>	The building will not be used as a vivarium. The amount of area and plant equipment required are not deliverable in this refurbished building in any case.

	request this is explicitly prohibited, on ethical grounds."	
The proposals will damage the Conservation Area	"As it's one of the first purpose-built office buildings in London, and in a Conservation Area, it deserves protection from mutilation"	105 Judd Street is situated in the Bloomsbury Conservation Area, just south of St Pancras station and Euston Road.
	"Although you characterise the area as "the Knowledge Quarter", it is in fact a residential area and part of the Bloomsbury Conservation Area. There are a couple of references to the building in the Bloomsbury Conservation Area Appraisal and Management Strategy which are relevant."	The site is referenced in the Bloomsbury Conservation Area Appraisal as follows: "Numbers 105-121 Judd Street are the offices of the Royal National Institute of Blind People (RNIB). It is a red brick Edwardian building featuring sandstone decoration and a turret at the junction with Hastings Street. "This three-storey building is of a larger, commercial scale, occupying the depth of the Judd Street and Thanet Street block, and therefore has a strong relationship with the former Telephone Exchange to its north. "The site is highlighted as a Bloomsbury Positive Building' on the Bloomsbury Conservation Area Townscape Appraisal map."
		something which is sought to be largely retained.
Impact on light levels	"Increased height will mean that sunlight coming into my flat will be obstructed."	A daylight and sunlight report assessing all surrounding residential properties is provided as part of this planning application.
	"Have you done a Rights of Light assessment on the impact on neighbouring properties, such as ours, of the additional building height and whether there is any injury? We live next door and are concerned about the impact on our rear windows, particularly at low level."	
	<i>"Have you undertaken a daylight/sunlight assessment of the impact of the additional storeys on our house and garden?"</i>	
Carbon impact of the proposals	"We note that you state that 25% of the building will be demolished - which is not "nothing" - and RIBA argues that	Retaining and extending the lifetime of 105 Judd Street and its original structure means avoiding the carbon

there should be a presumption against demolition to help the UK reach its net- zero targets by 2050."	emissions that would be required to rebuild it. While there are still carbon emissions associated with refurbishing this building, the amount produced is significantly less than if it were to be demolished or an entirely new building built elsewhere for the Knowledge Quarter. This would be a first for the Knowledge Quarter and a climate responsible way of delivering much- needed laboratory enabled space for Knowledge Quarter uses.
	Knowledge Quarter uses.

SECTION 5: CONCLUSION

- 5.1 The Applicant has provided local residents and businesses, local community groups, and political stakeholders the opportunity to view plans and provide feedback ahead of submitting this planning application.
- 5.2 The consultation has aimed to fully explain the context for the proposals, present the designs for the Site and respond to feedback and questions raised.
- 5.3 The Applicant organised, publicised and launched a full online consultation programme due to the ongoing COVID-19 guidelines at the time. Despite the wider consultation being online, and with some stakeholder meetings being carried out in person, the Applicant is satisfied that the consultation has still afforded consultees with convenient and appropriate platforms through which to comment on the application.
- 5.4 The Applicant wrote to the local and adjoining ward councillors, other key elected members at LBC, local community groups, and residents and businesses in close proximity to the Site, to ensure they were well briefed on the proposals and had the opportunity to provide feedback.
- 5.5 A total of 26 responses were received during the consultation to provide feedback, via either the email inbox, social media advertising, or website feedback form.
- 5.6 The Applicant has demonstrated a willingness to engage with local communities and relevant businesses and will continue to do so following submission of the application, 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 – Letter to stakeholders 01 October 2021

1st October 2021

Dear

PROPOSALS FOR 105 JUDD STREET, WC1H 9NE

I am writing on behalf of Native Land and Ashby Capital, the owners of 105 Judd Street. The building is currently home to the Royal National Institute of Blind People (RNIB), who initiated a process to sell the building last year after concluding that it was no longer suitable for modern charity or office use. It is dated, in a poor state of repair, and currently underutilised for a commercial property in the heart of the Knowledge Quarter.

The RNIB has begun the process of seeking alternative premises within Camden and until these are found, will remain in occupation. In the meantime, Native Land has appointed a project team and started to consider proposals for the building.

Although we are at an early stage, our vision is to refurbish and rejuvenate 105 Judd Street to provide accommodation which is designed to meet the needs of Knowledge Quarter and Life-Science occupiers. We would also like to deliver improved public realm and landscaping, with a far more active streetscape at Judd, Thanet and Hastings Streets.

We would like to deliver a sustainable refurbishment and redevelopment which brings to life an outdated building, whilst ensuring that it continues to complement this part of the Bloomsbury Conservation Area.

As a representative of a key local group we would welcome the opportunity to meet, either virtually or in person, and discuss our early aspirations for this building in further detail. If this is of interest, then please do get in touch with a member of the consultation team at 105juddst@lodoncommunications.co.uk.

Kind regards,

Jay Squier, Managing Director Commercial & Mixed-Use Native Land

Consultation Launch for 105 Judd Street				
0 105 Judd Street	Seply	Reply All	\rightarrow Forward	
To Cc 0 105 Judd Street			Thu 13/01/20	22 11:10

Dear

We have now launched our consultation for the proposals for 105 Judd Street and would like to share further information with you regarding this consultation.

The building is currently home to the Royal National Institute of Blind People (RNIB), who initiated the sale when they decided that the building was no longer suitable for modern charity or office use. It is dated, in need of refurbishment, and currently underutilised for a commercial property in the heart of the Knowledge Quarter.

The RNIB has now found an alternative premises on Pentonville Road and will remain at 105 Judd Street until later this year.

Our vision is to refurbish, extend and rejuvenate 105 Judd Street to provide accommodation which is designed to meet the needs of Knowledge Quarter and Life-Science occupiers. We would also like to deliver improved public realm and landscaping, with a far more active streetscape at Judd, Thanet and Hastings Streets.

We would like to deliver a sustainable refurbishment and redevelopment which brings to life an outdated building, whilst ensuring that it continues to complement this part of the Bloomsbury Conservation Area.

We have promoted our consultation to the local community via a community flyer, placing an advert in the Camden New Journal and through an extensive social media campaign which will run for the next few weeks. There is also a dedicated consultation website which shares further details of our proposals and allows local residents to share their feedback.

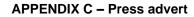
Due to the current covid restrictions we unfortunately cannot hold an in person event at this time, but will be hosting a virtual webinar on Thursday 20 January from 5.30pm to 6.30pm for people to attend, hear more about our proposals and ask questions. If you would like to join for this session, please do register through the button on the website.

As a local ward councillor, we would welcome the opportunity to meet, either virtually or in person, and discuss our aspirations for this building in further detail. If this is of interest, then please do get in touch with a member of the consultation team at 105juddstreet@londoncommunications.co.uk.

Kind regards,

Jay Squier, Managing Director Commercial & Mixed-Use Native Land

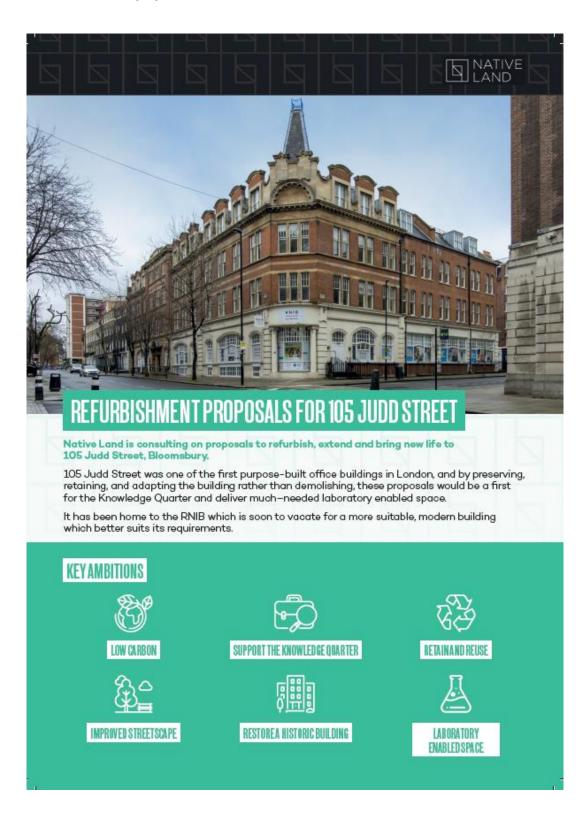
Sent on behalf of Native Land





from 5:30pm to 6:30pm where you can hear from the project team and ask any questions about our proposals. To register your attendance at this webinar, please visit www.105juddstreetconsultation.co.uk

APPENDIX D – Community flyer



Find out more and have your say

Share your thoughts on our proposals by:

- 📴 Visiting our website and completing our feedback form
- 🖂 Emailing us at 105juddstreet@londoncommunications.co.uk
- Calling us at 0800 092 0384

Public webinar on proposals

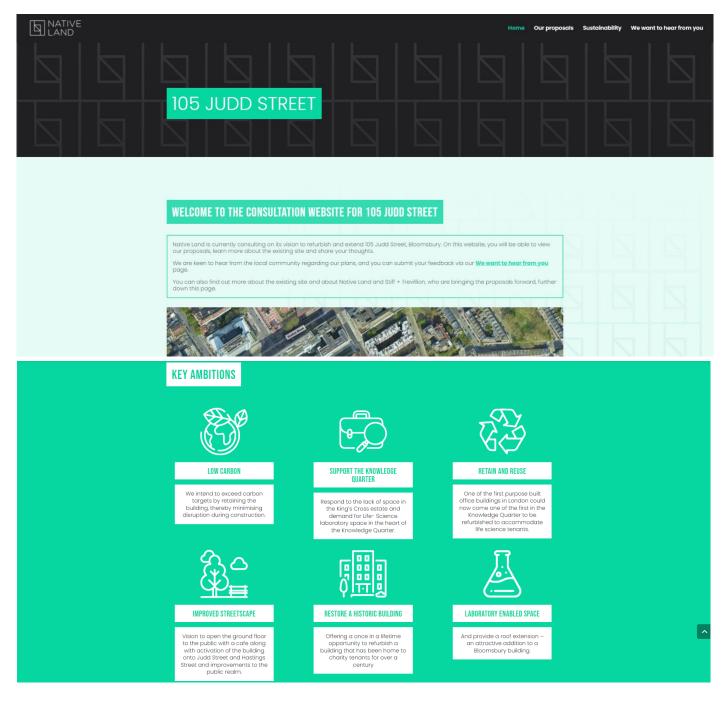
Join us for our online webinar event on Thursday 20 January 2022, from 5:30pm to 6:30pm where you can hear from the project team and ask any questions about our proposals. To register your attendance at this webinar, please visit www.105juddstreetconsultation.co.uk

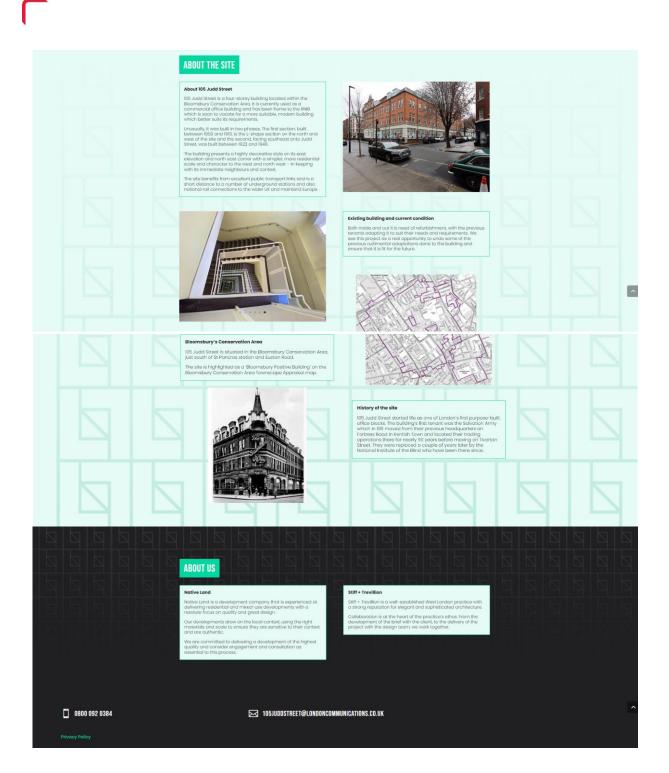


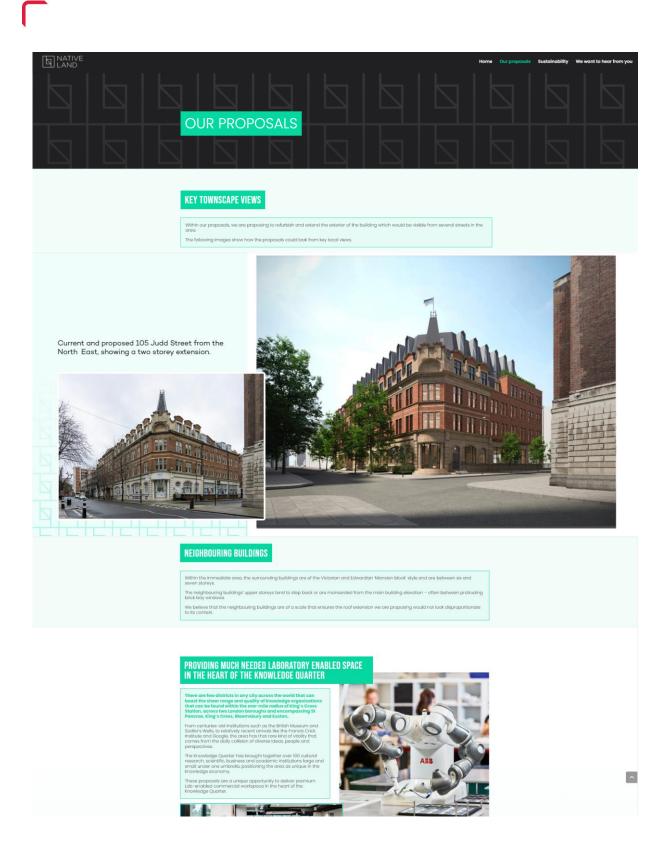
APPENDIX E – Flyer distribution area

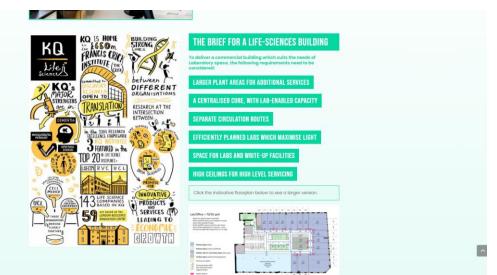


APPENDIX F - Website







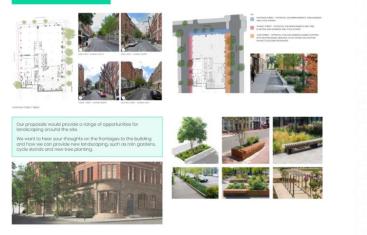


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LANDSCAPE OPPORTUNITIES



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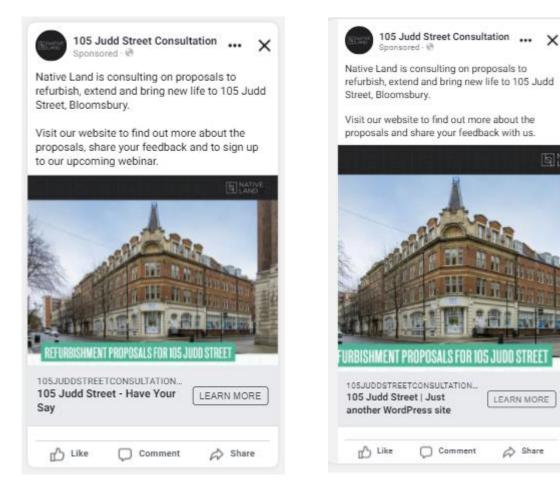


Let us know your thoughts on our proposals	
Name	Email Address
Phone Number	Postcode
	2 + 10 = Submit

	On Thursday 20 January we hasted a public webine Judd Street. Those that were unable to attend can architects Stiff + Travilion and Native Land, as well o	ar for local residents and businesses watch a recording of the session whic as a Q&A where we responded to a w	on the refurbishment and extension proposals f In included a presentation from our project ide range of questions from the local communi	or 105 ty:	
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	NEXT STEPS CONTACT US We will consider of frequency of the constitution, shorting Control of ging 2022 advantages to Canada Const. Great We will consider of ging 2022 advantages to Canada Const. Great We will constant of the following methods: Using the following methods: U									
		If you'd like to get in touch with the project team, please conta us via the following methods: 105juddstreet@londencommunications.co.uk	ct							
	further comment. If planning permission is granted, we would look to start on site in early 2023.	0800 092 0384								
0800 092 0384	₩ 105JUDDSTREET@LDI	NDONCOMMUNICATIONS.CO.UK								

APPENDIX G – Social media campaign

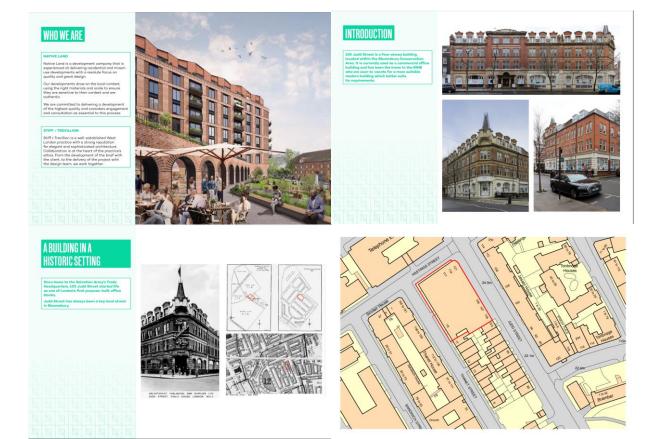


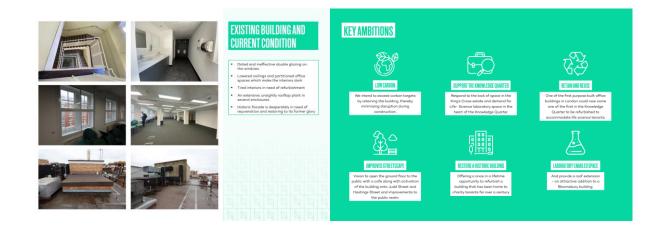
APPENDIX H – Webinar presentation



WELCOME TO THE 105 JUDD STREET WEBINAR

- nk you for joining us for this we ed very so on.
- Your audio and video is automatically turned off and will remain off throughout the presentation.
- For technical help, please email 105juddstreet@londoncommunications.co.uk
- On the screen, you can see the panelists from the project team
- This webinar is being recorded, purely for reference and reporting purposes
- We will start with a presentation of our proposals, followed by a Q&A session, which will provide you with the opportunity to ask the project team questions
- If you think of a question, please type this into the Q&A box at any time and we will come to this after the presentation

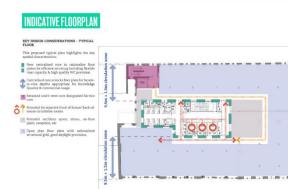


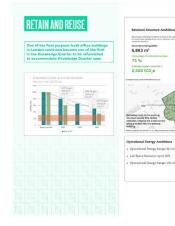










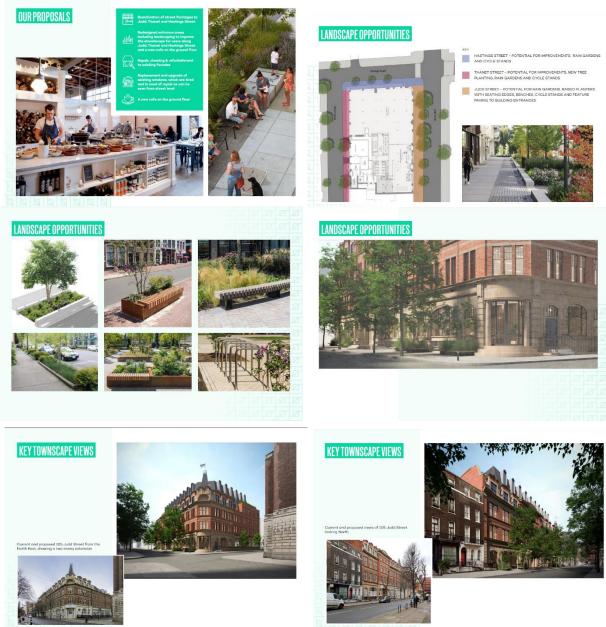


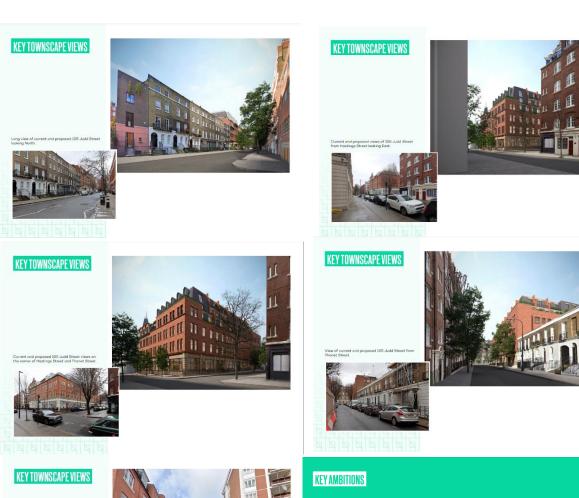


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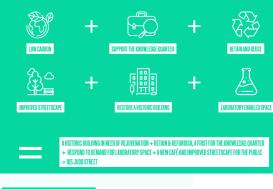












THANK YOU AND NEXT STEPS

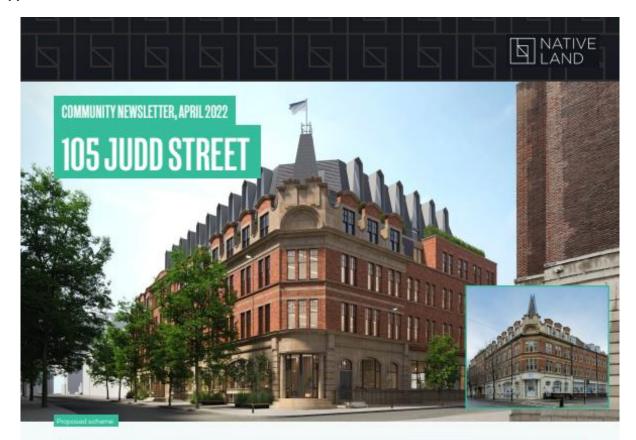
We will consider all feedback raised during the consultation, ahead of a Spring 2022 submission to Camden Council. Once submitted, Camden Council will hold a statutory consultation on the application where the community will be able to provide further comment.

f planning permission is granted, we would look to start on site n early 2023.

CONTACT DETAILS

Phone: 0800 092 0384 Email: 105juddstreet@londoncommunications.co.uk

Appendix I – Pre-submission Newsletter



In Autumn 2021. Native Land began consulting with local stakeholders and the community on proposals to refurbish and extend 105 Judd Street in Bloomsbury.

This community newsletter provides you with a reminder of the proposals, an overview of the consultation feedback received so far, and an update on our landscaping strategy which has developed as a result of conversations with local resident groups and neighbours.

A reminder of the refurbishment and extension proposals for 105 Judd Street

105 Judd Street is a four-storey building located within the Bloomsbury Conservation Area. Once home to the Salvation Army's Trade Headquarters, it started life as one of London's first purpose-built office blocks and is still a commercial office building. It has been home to the RNIB for a number of years which is soon to vacate for a more suitable, modern building which better suits its requirements.

Both inside and out it is in need of refurbishment, with the previous tenants adapting it to suit their needs and requirements. We see this project as a real opportunity to undo some of the previous rudimental adaptations done to the building and ensure that it is fit for the future. 105 Judd Street is located in the heart of the Knowledge Quarter – an area of approximately one mile radius of King's Cross Station which brings together 100 cultural, research, scientific, business and academic institutions.

These proposals are a unique opportunity to refurbish a building that has been home to charity tenants for over a century and help meet demand for Knowledge Quarter uses and laboratory enabled space in the heart of the Knowledge Quarter with a two storey extension – an attractive addition to a Bloomsbury building.

The proposals also include opening up the ground floor to the public with a cafe, restoring the original Salvation Army corner entrance and transforming the landscaping surrounding the building.

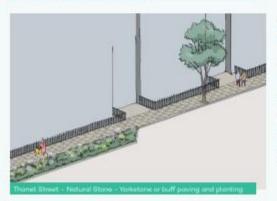
April, 2022



The existing streetscape surrounding 105 Judd Street is tired and in need of improvement with uneven paving stones and on-street refuse storage which looks untidy.

The ground floor of the building currently feels closed off, with the RNIB hoardings blocking passers-by from looking in and there is an opportunity to use the space currently used as reserved parking bays associated with the Guide Dog's training centre on the Hastings Street side to provide more greenery in Bloomsbury.





April, 2022



On street refuge and untidy trike storage.

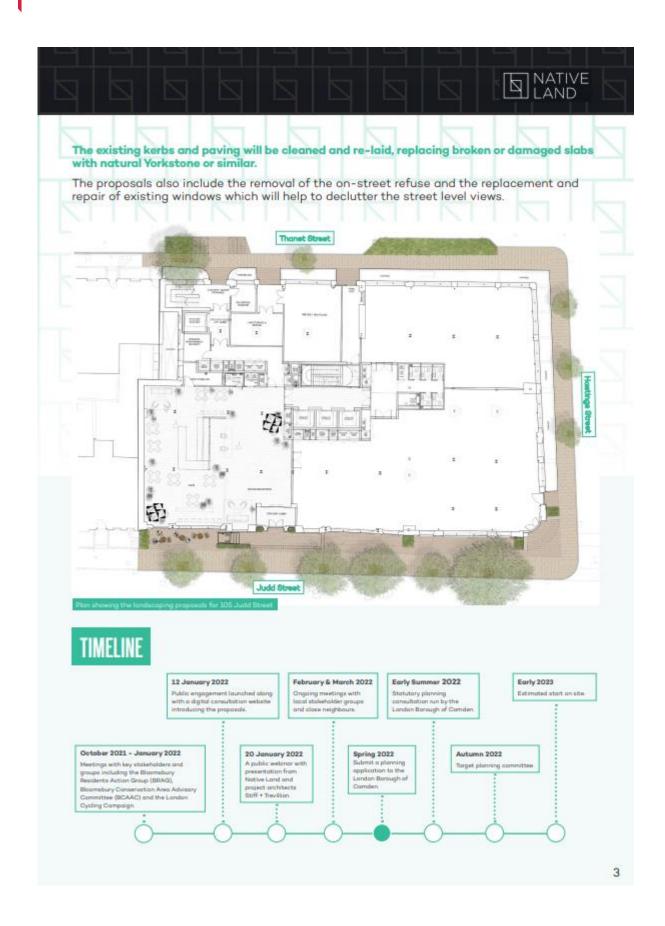
Over the last few months, the team has been meeting with local resident groups and close neighbours to understand what landscaping improvements they would like to see delivered here alongside the refurbishment and extension proposals for the building.

We heard that the community would welcome landscaping and streetscape improvements, including raised planters and feature paving, but would prefer for permanent benches not to be included as they could encourage anti-social behaviour. Feedback also suggested that people were supportive of proposals to open up or 'activate' the ground floor of 105 Judd Street.

We are now looking to increase the width of the existing pavement and relocate existing cycle stands.

We are proposing to create new landscaped areas with raised planters along with a table and chair spill out area for the ground floor cafe.

We have also ensured that our proposals will help to reduce anti-social behaviour by installing better lighting and CCTV, as well as having patrols from the building's reception.



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ABOUT US

Native Land is a development company that is experienced at delivering office, residential and mixed-use developments with a resolute focus on quality and great design.

Our developments draw on the local context, using the right materials and scale to ensure they are sensitive to their context and are authentic.

We are committed to delivering a development of the highest quality and consider engagement and consultation as essential to this process.

GET IN TOUCH

- Emailing us at 105juddstreet@londoncommunications.co.uk
- R

Calling us at 0800 092 0384

For more details on the project team and these proposals, please visit our consultation website



April, 2022

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