2. Site and Context

2.2 Site Analysis - The Tybalds Estate

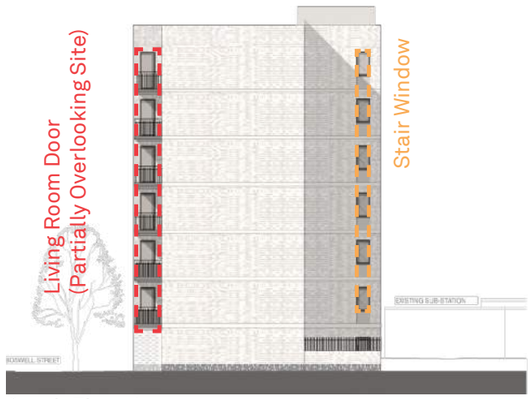
The Tybalds Estate immediately to the North of the site was granted planning permission in 2022 for the demolition of existing storage sheds and infill development on the existing Tybalds Estate. This included the erection of three blocks, two mews terraces, and conversion of the lower ground floor of three existing blocks to provide a total of 56 residential homes (Class C3) comprising 28 affordable and 28 market units with associated community space, alterations to existing residential block entrances, provision of a lift to existing Devonshire Court, refuse facilities, public realm improvements, alterations to parking layout, cycle parking, landscaping and associated works.

The extension, Block D, to Richbell will see their building line abut directly against the site's northwest boundary.

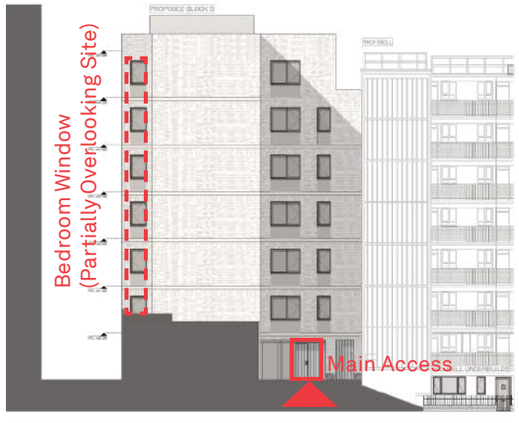
Key Constraints:

Block D Windows overlooking 124 Theobalds Road: Window openings, uses and access demonstrated on opposite diagrams.

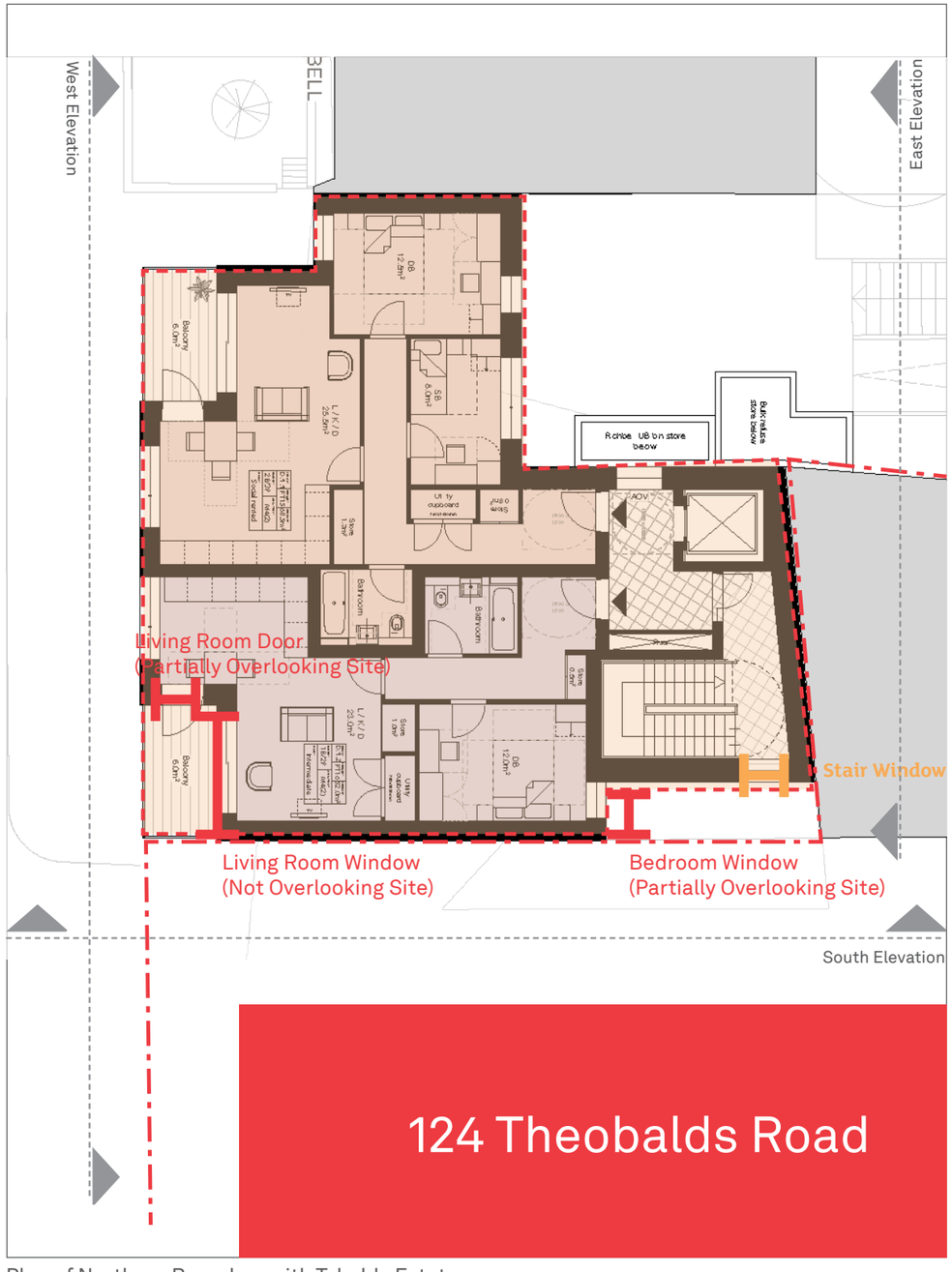
West Elevation



South Elevation



East Elevation



Plan of Northern Boundary with Tybalds Estate

Proposed Tybalds Estate

Tybalds Estate / 124 Theobalds Road Boundary Line

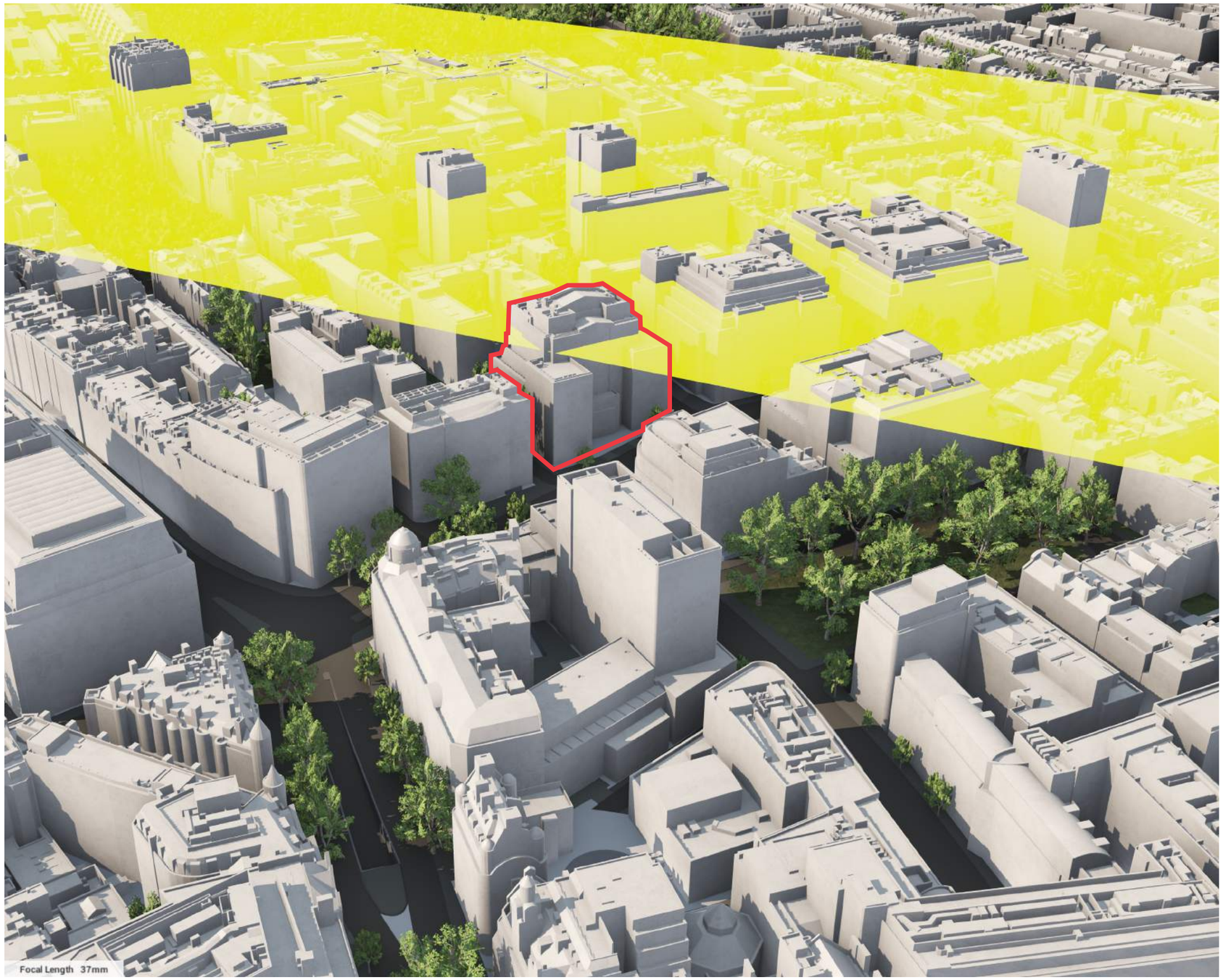
124 Theobalds Road

Relevant new build blocks and extensions adjacent to our site: (Block D: 7 Storey)

2. Site and Context

2.2 Site Analysis - LVMF Constraints

- The site sits within the backdrop of LVMF 5A.2 Greenwich Park: the General Wolfe statue
- 5A.2 plane is approximately 52.6m AOD
- The highest point of the existing building sits above the plane at approximately 64.9m AOD to the top of the glazed dome roof



124 Theobalds Road interaction with LVMF 5A.2

124 Theobalds Road

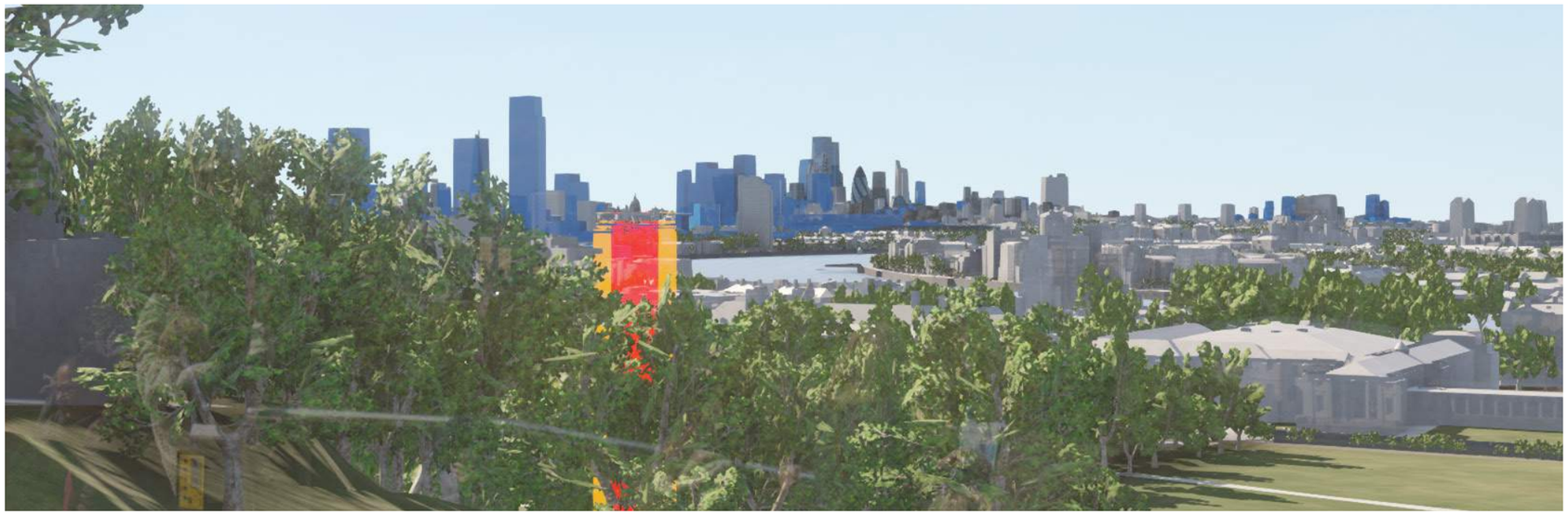
Plane of LVMF 5A.2

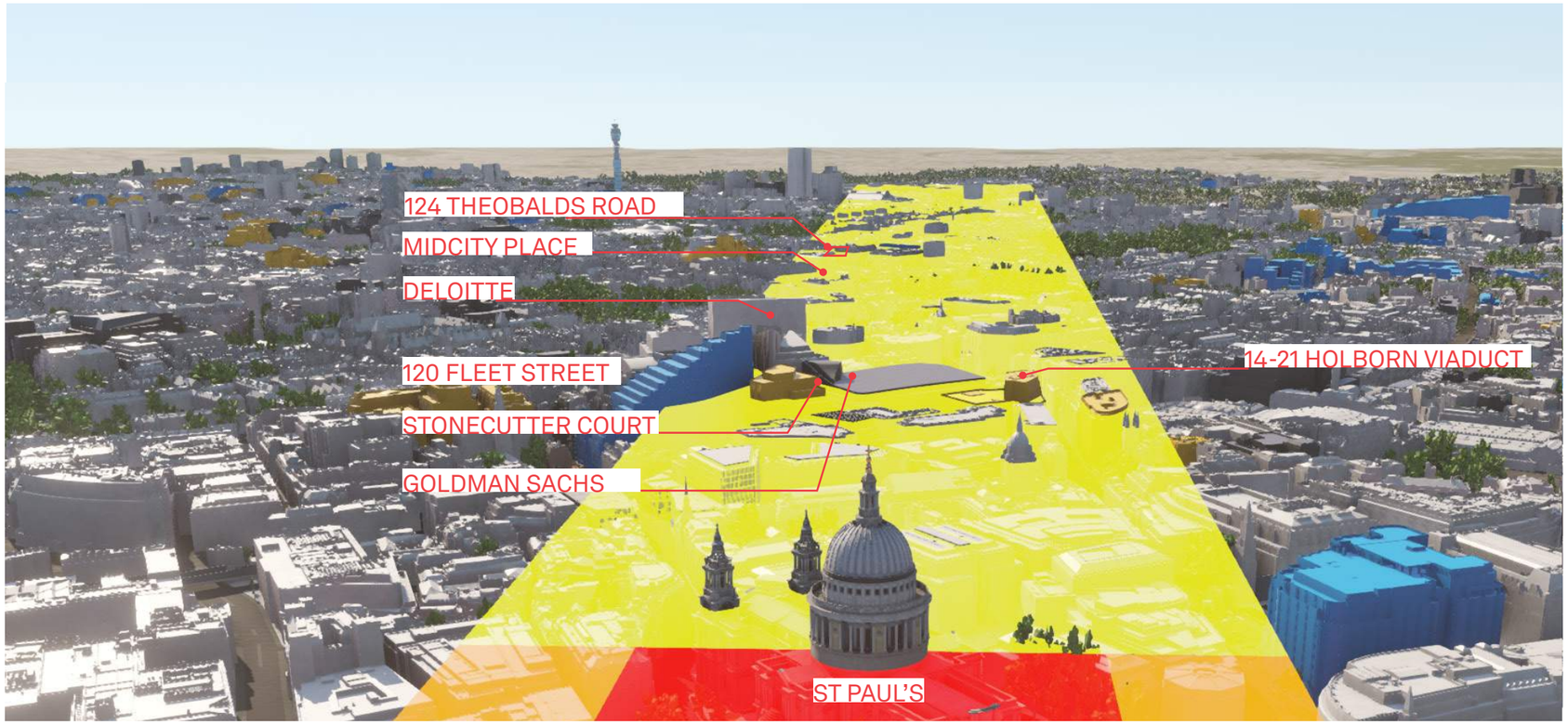
2. Site and Context

2.2 Site Analysis - LVMF Backdrop View

This site and the cluster of buildings in the background view of the LVMF view 5A.2 ensures that 124 Theobalds Road is obscured from view and therefore there is no impact on the protected view.

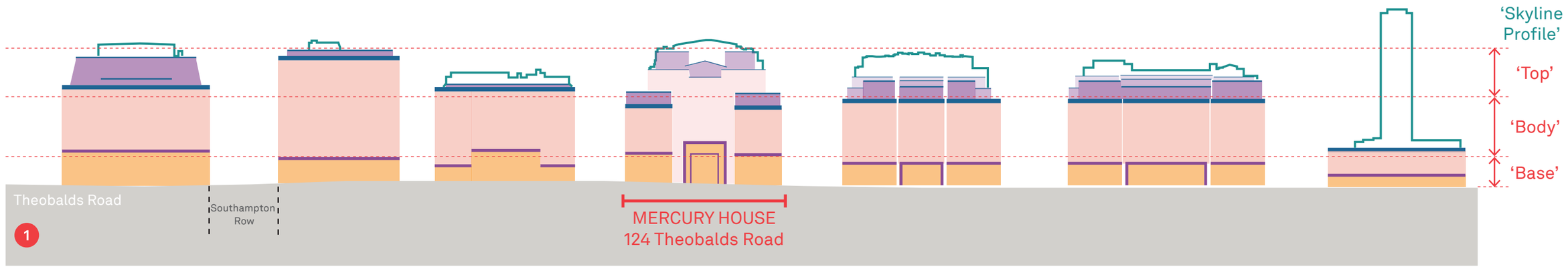
Furthermore, the design proposal does not seek to increase the overall height of the building (refer to Chapter 5 for details).

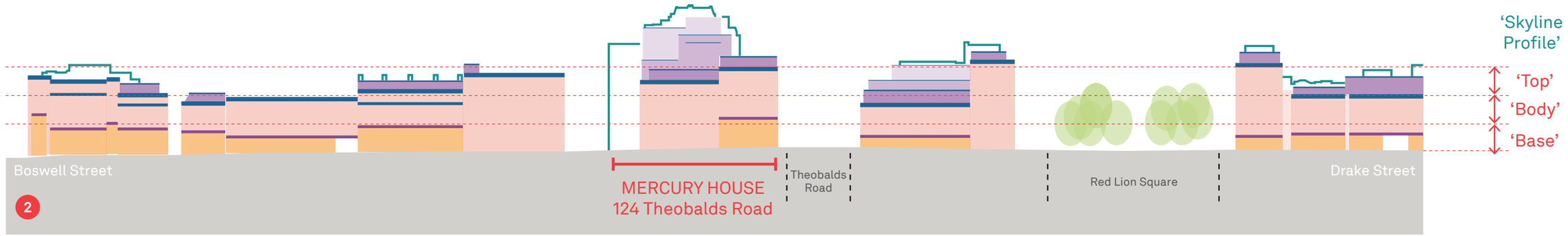




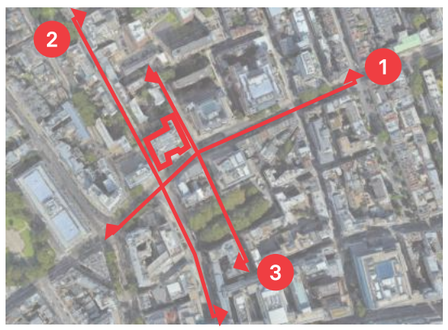
2. Site and Context

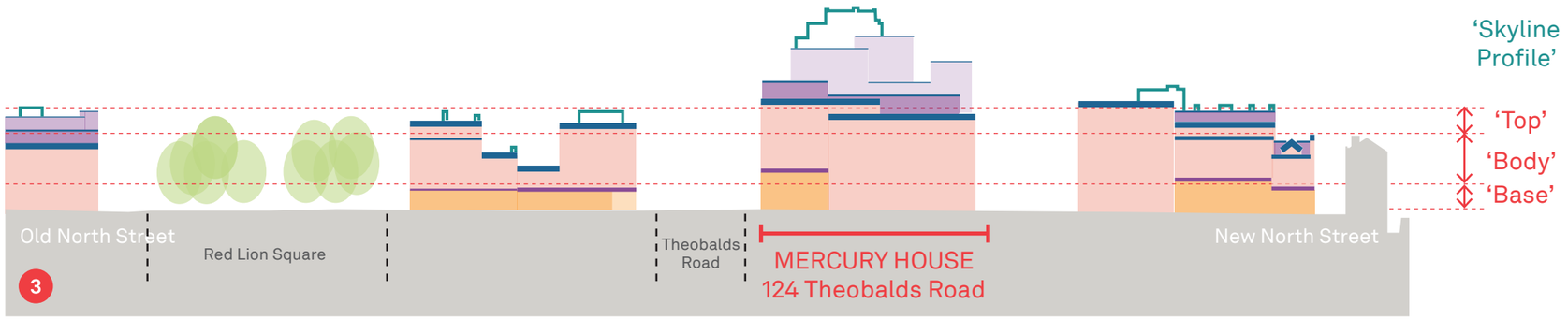
2.3 Streetscape Analysis - Massing Hierarchy





Streetscape Massing

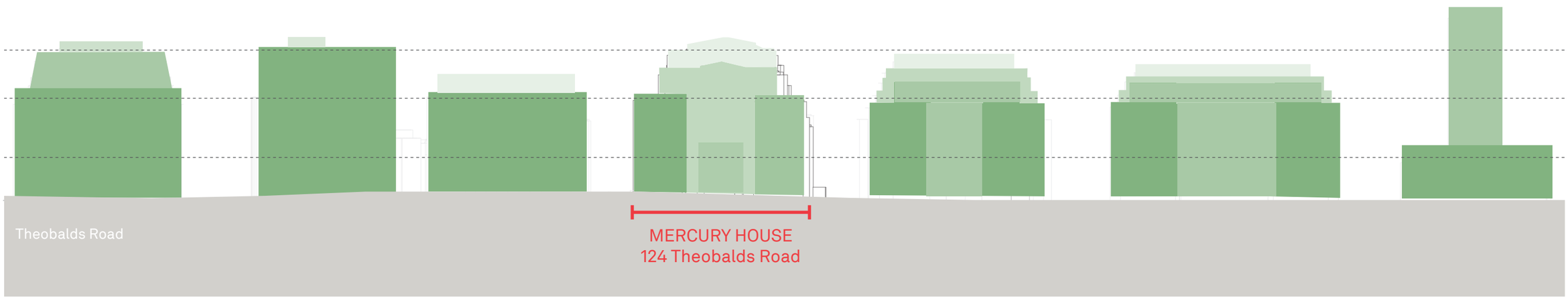




Base Body Top Background Profile

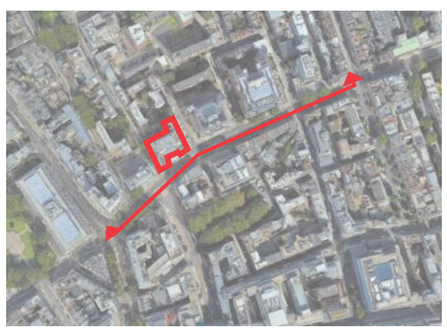
2. Site and Context

2.3 Streetscape Analysis - Street Presence



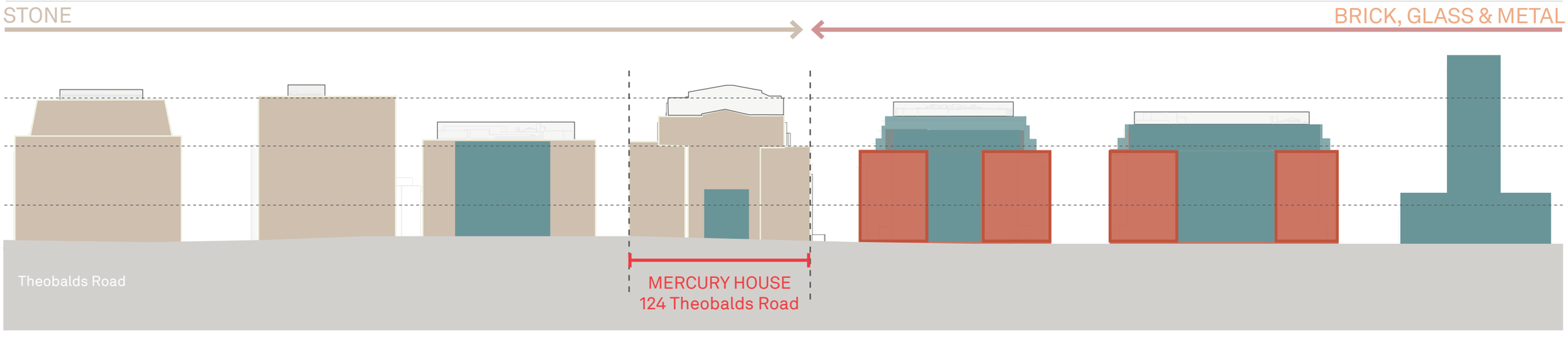
Streetscape

- Primary street presence
- Set back plane from road
- Further set back plane
- Background plane



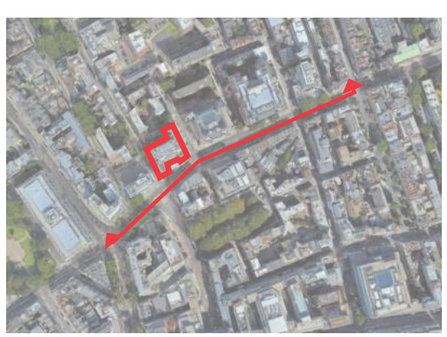
2. Site and Context

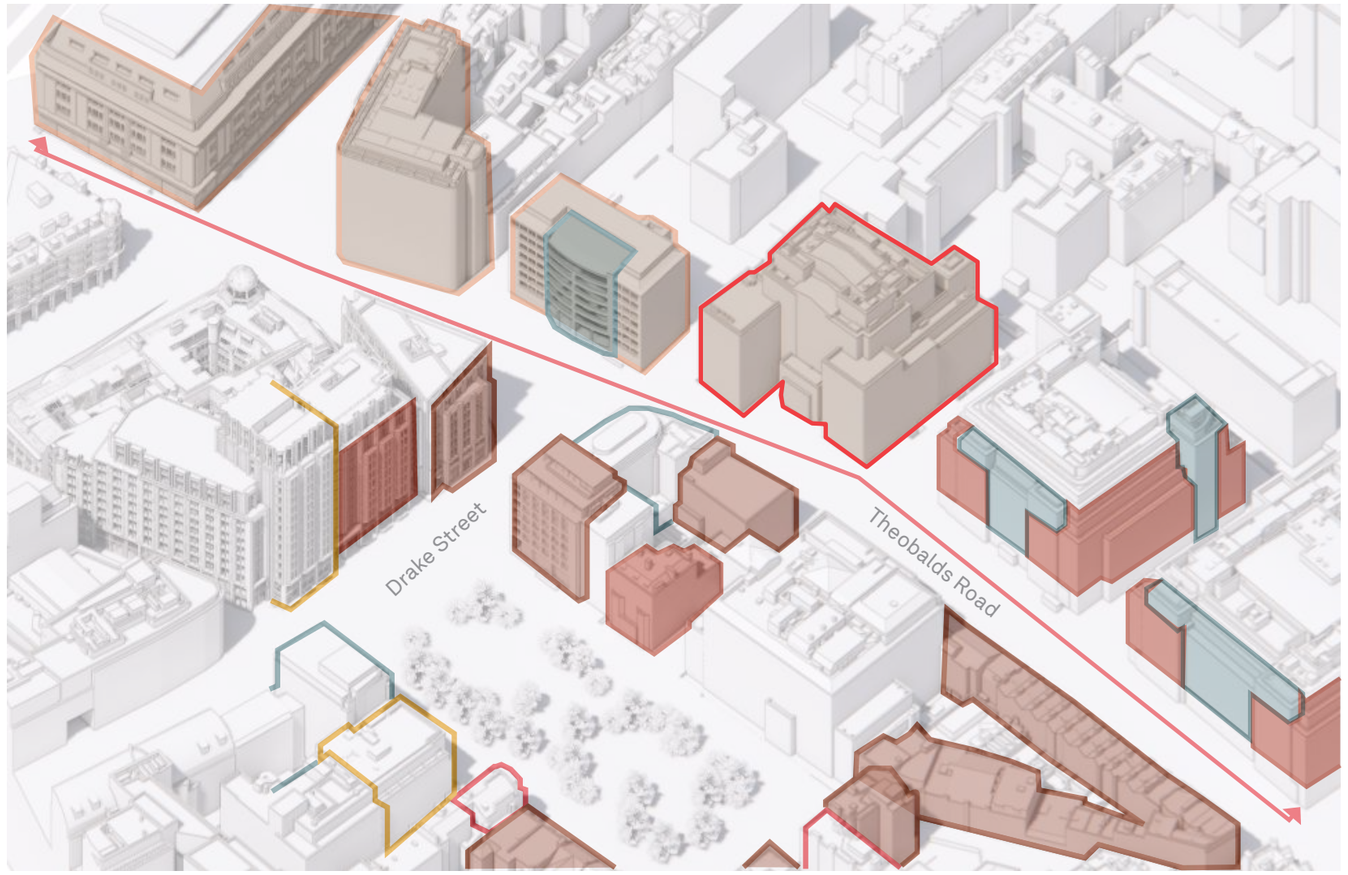
2.3 Streetscape Analysis - Materiality



Streetscape Materials

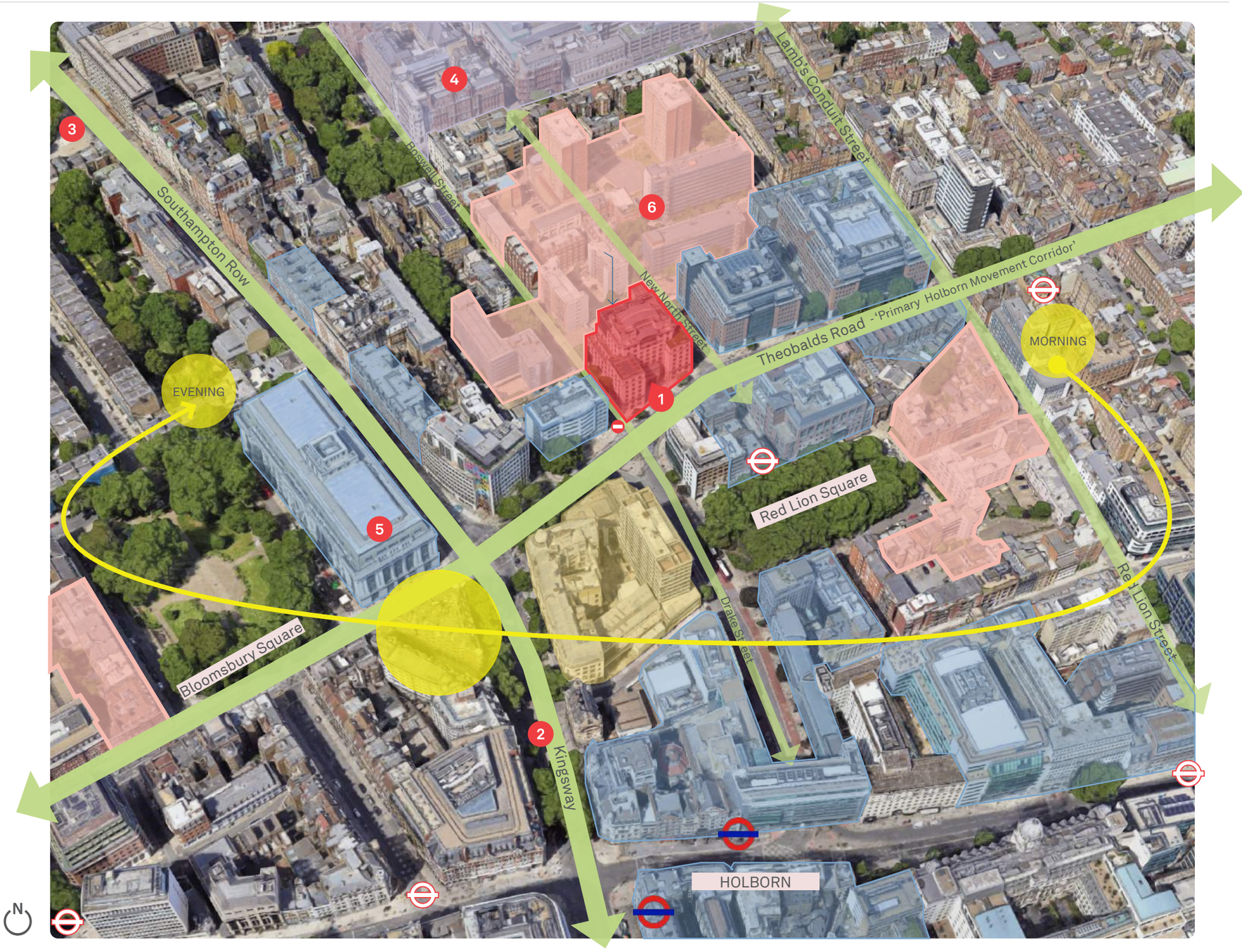
- Stone
- Concrete/ glass/ metal
- Red Brick
- Other Brick





2. Site and Context

2.4 Site Analysis Summary - Constraints & Opportunities



Site Summary

- Santander Cycle Station
- Holborn Underground Entrances
- Building On Site
- Consented Schemes
- Residential Estate
- Commercial (Predominantly Offices)
- Healthcare

1 Existing Main Entrance
2 Kingsway Tram Tunnel
3 Russell Square
4 Great Ormond Street Hospital
5 Victoria House
6 Tybalds Estate

Existing Building

3

3. Existing Building

3. Existing Building

3.1 Existing Condition - Mercury House - 1955

The existing building was opened in 1955 for Cable & Wireless as their headquarters building. It was named Mercury House after the Roman God of Commerce and Communication.

The building was designed by Stanley Gordon Jeeves and inspired by earlier Art Deco buildings, in particular Charles Holden's 55 Broadway for London Underground. Both buildings feature ornamental carvings on the facade. On Mercury House, relief plaques are found above the transoms of the God Mercury by Arthur Cousins. The building interiors were by H C Upton, Cable & Wireless's own architect. The three glass panels in the entrance were the work of John Hutton.

The architect Stanley Gordon Jeeves was an eminent and prolific architect who collaborated on many landmark buildings in London, such as the National Radiator Building, Berkeley Square House, the Earls Court Exhibition Centre and Dolphin Square.

The original 1950s Southern Elevation as viewed from Theobalds Road

3. Existing Building

3.1 Existing Condition - Mercury House - 1955 vs 1990

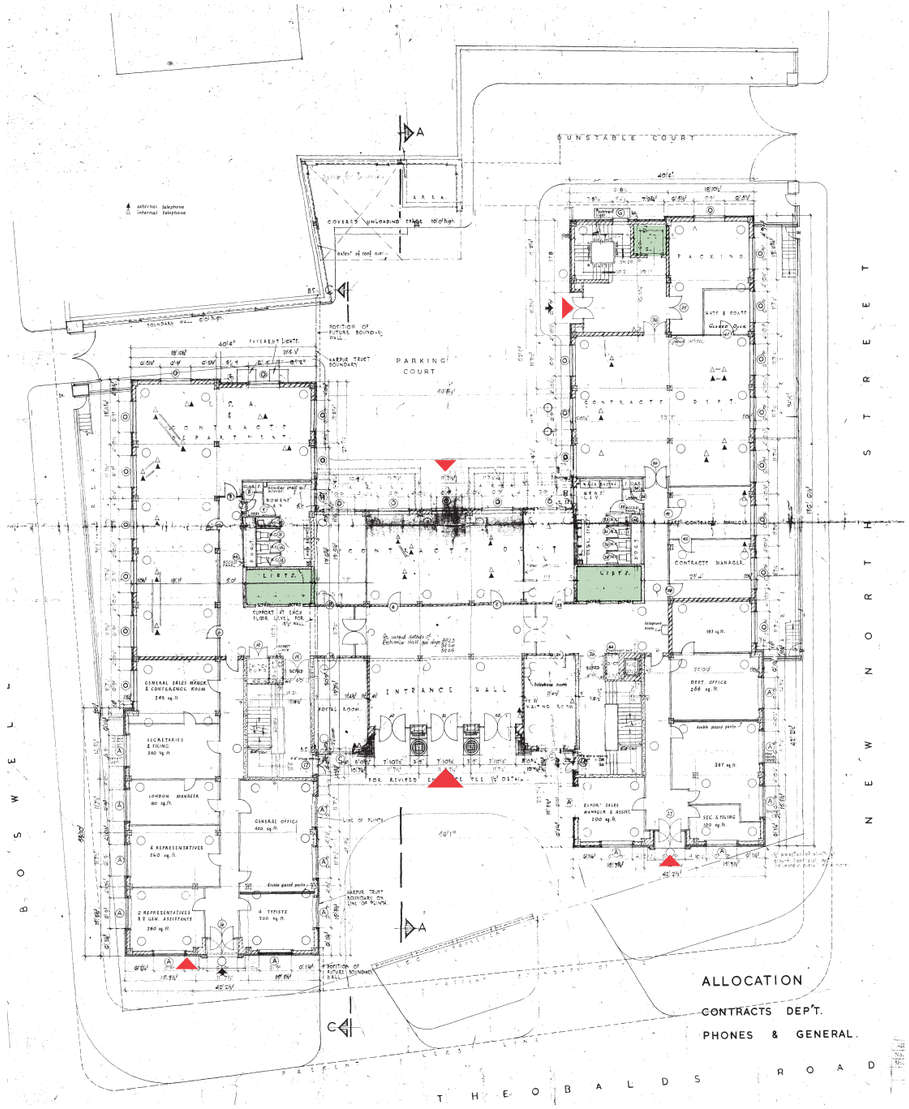
1990s Building Adaptations

Mercury House underwent major alterations and extensions by Austin-Smith:Lord in 1990.

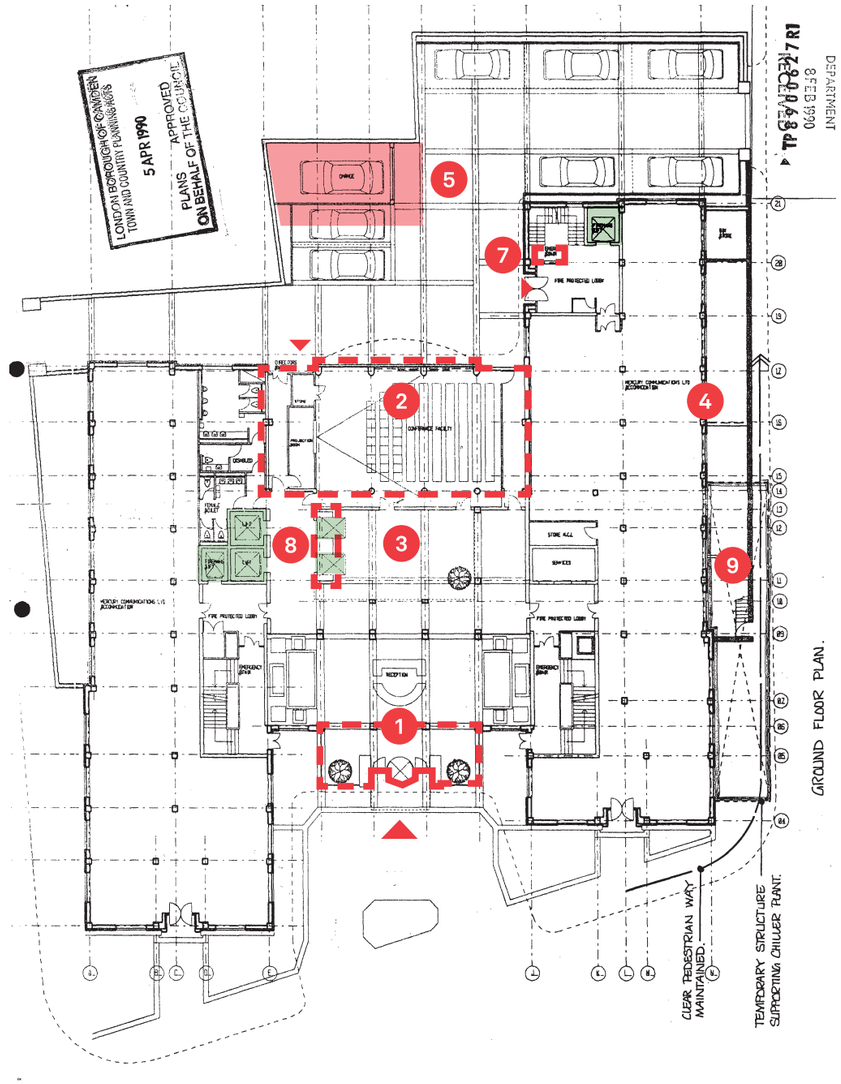
Shown on the right are Typical Floor Plans from 1954 and 1990 to highlight the key changes:

1. New glazed entrance extension
2. Rear extension to Levels 00 to 08
3. Glazed roof to new atrium
4. Aluminium windows replacing original steel windows
5. Extension to rear outbuilding into carports
6. Atrium created (1st - 8th floor)
7. Further risers added
8. Relocated lift cores
9. Eastern lightwell infilled for plant
10. Meeting room extension to L05 east wing (located above)

Lift



1955 Typical Floor Plan



1990 Typical Floor Plan

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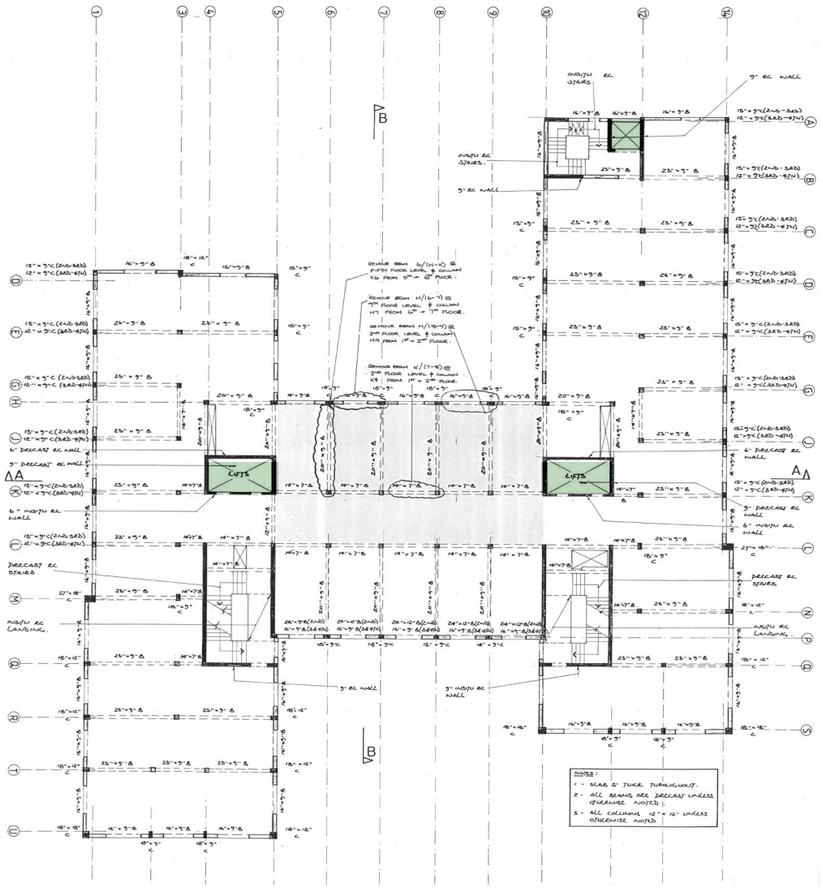
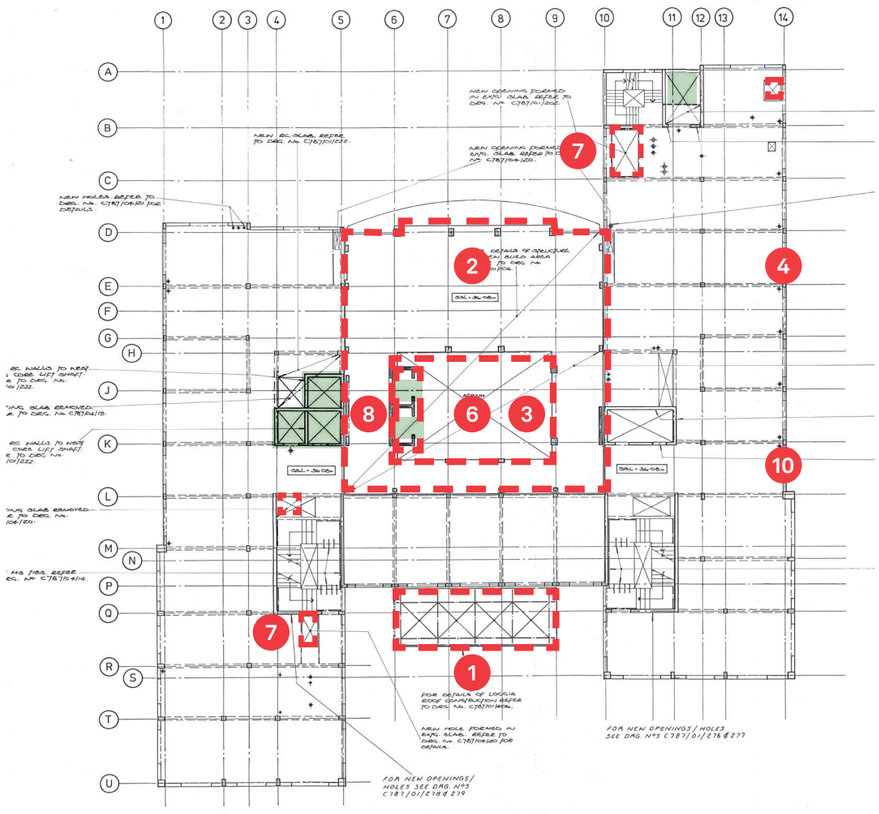


1955 Typical Floor Plan

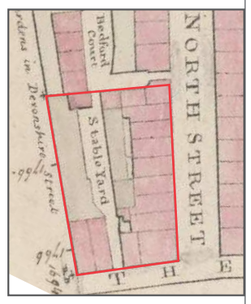


1990 Typical Floor Plan

3. Existing Building

3.1 Existing Condition - Building Timeline

1800



1803

Terrace houses on site

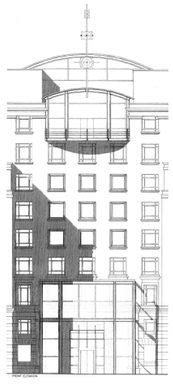
1900

1955

Mercury House built as headquarters for Cable & Wireless by **S. Gordon Jeeves**

1940-41

Buildings on site completely destroyed in WWII bombings



1990

Mercury House existing building refurbishment and atrium replacement by **Austin-Smith:Lord** for Cable & Wireless Plc.

- New entrance portal
- Rear extension with new atrium
- Glazed roof and new roof plant
- Meeting room extension to L05 east wing
- Aluminium windows replacing original steel windows
- Relocated lift cores
- Eastern lightwell infilled for plant
- Extension to rear outbuilding

2000

2006

MediaCom moves in

2007

Internal fit-out by Orms

2024+

Opportunity to **redevelop and enhance** 124 Theobalds Road

2012

Ground floor windows infilled

3. Existing Building

3.2 Building Architect - Stanley Gordon Jeeves & The Art Deco

The architect Stanley Gordon Jeeves was an eminent and prolific architect who collaborated on many landmark buildings in London and contributed to the London Art Deco movement.

Through the late-1920s and the 1930s and for some twenty-five years after the War, S.G. Jeeves was extensively involved in the design of office, retail and residential developments in London and elsewhere. The main commercial buildings includes Drages, Gainsborough House, Ideal House and Celanese House.

Key Characteristics:

- Vertical emphasis of facade
- Grouping of windows
- Highly decorative attic storey
- Regular grid
- Monolithic 'body' design
- Use of strong, solid materiality
- Decorative stone detailing to facades, cornices and window reveals

Drages, 1929 – 2015
73-77 Oxford Street

Slabs of polished 'Royal Blue' granite (dark grey in colour) form a plain surround to the recessed shop front and the mezzanine windows, and the same material is used for the rib-like piers between the seven tall and narrow openings containing the windows of the four upper storeys.

Gainsborough House, 1929 –2014
69-89 Oxford Street

Large building, glazed grey stone facing and pink decorations. Retail at street level and offices above.

Ideal House, 1928
(Palladium House / National Radiator Building)

Designed by Raymond Hood with additions by Gordon Jeeves in 1935 as a showroom for the American Radiator Company. Black granite facade and Moorish, Mexican & Persian inspired features. Palladium House is a Grade II listed Art Deco office building.

Celanese House, 1928 – 2017
Hanover Square, Mayfair

Office Use, demolished in 2017 for luxury apartment redevelopment.

3. Existing Building

3.2 Building Architect - Precedent - 55 Broadway Street

55 Broadway is thought to have been Jeeves' precedent for Mercury House.

The building is a Grade I Listed building close to St James's Park in London. Designed by Charles Holden and built between 1927 and 1929 as the new headquarters for the Underground Electric Railways Company of London, eventually becoming the home to Transport for London.

In 2020, after being occupied for nearly 90 years, TfL vacated the building and it was announced that the building would be converted into a luxury hotel.

A view of the interior at 55 Broadway

A view demonstrating the strong and regular facade composition with St James's Park tube station located at the base