



GERALDEVE

**Centre Point, 101 and 103 New Oxford Street and 5-24 St Giles
High Street, W1
Public Access Assessment Report**

On behalf of: Almacantar (Centre Point) Limited

2 April 2013

HJWB/FCW/J6350

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A	Market Research Report by Britton McGrath
B	Viewing Gallery Report by Conran and Partners
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1 Executive Summary

- 1.1 This report has been prepared to assess the potential to include public access to the top of Centre Point Tower (CPT) when the building is in residential use in response to the London Borough of Camden's reason for refusal relating to this matter.
- 1.2 It is recognised that Centre Point could potentially provide a distinct offer in the public access market in that it provides excellent views from a central location.
- 1.3 It is also recognised that in order for a viewing gallery to be commercial sustainable and generate the a suitable level of demand from visitors it must provide:-
 - 360 degree views i.e. occupy an entire floor of the building.
 - Be located at the top of the building or as close to the top as possible.
- 1.4 It is accepted that the listed building needs a new use to secure its long term future.
- 1.5 The provision of residential accommodation in CPT will secure its economic future.
- 1.6 Comprehensive assessments has been undertaken to ascertain whether public access could reasonably and practically be incorporated within the building having regard to design considerations, operational sustainability from a business perspective and financial viability of the project as a whole.
- 1.7 CPT was not built with public access at the top. This was established in circa 2008, relatively recently in the

building's history.

- 1.8 Planning permission was initially granted for the 31st and 32nd floors for a restaurant and bar with permission following for use of the 33rd floor as a viewing gallery linked to the bar/restaurant.
- 1.9 The viewing gallery was approved on the basis that it would only be used in conjunction with the private restaurant and bar and for the office tenants. There would be no “walk in” trade as this was recognised to compromise security.
- 1.10 There has never been public access to the top of the tower. Access has always been associated with a restaurant and bar which was only open to members until 2010.

Public access to tall buildings

- 1.11 Private developments which include successful public access have the benefit of separate access, a dedicated separate entrance and dedicated lifts for visitors which are worked into the scheme at design development stage.
- 1.12 For security, management and amenity reasons it is essential to ensure that visitors in large numbers can be effectively managed and accommodated within private buildings and kept physically separate so that there is no adverse effect on other uses and users within those buildings.
- 1.13 Lack of dedicated access results in amenity implications which is particularly important where residential use is concerned and results in a compromised offer from a leisure/tourism point of view.

- 1.14 Combining residential and leisure uses, is not advisable and would be actively avoided at design development stage for new build developments.
- 1.15 Only two developments world-wide (Eureka Skydeck, Melbourne and the Q1 Building on Australia's Gold Coast) combine purely residential use with public access. Both buildings have separate, self contained visitor access and lifts. In both cases, the ability to provide public access was designed in from the outset.
- 1.16 Centre Point, a Grade II listed building, cannot be adapted to provide separate access, a dedicated entrance and dedicated lifts. The existing building does not have sufficient lift capacity to provide separate, self contained public access.

Planning Policy

- 1.17 There is no planning policy at either a regional or local policy level which protects the existing use of the upper floors as a restaurant/bar.
- 1.18 Camden's LDF policies do not protect existing restaurant or bar uses.
- 1.19 There is no local policy relating to public access in tall buildings.
- 1.20 London Plan Policy 7.7 relates to new buildings which can be designed to accommodate public access with separate access.
- 1.21 LP Policy 7.7 also makes plain that publically accessible areas should be incorporated "where appropriate".

Market Research

- 1.22 Centre Point enjoys reasonably high levels of awareness at 73.3% but the restaurant at the top has a much lower level of awareness at 13.3%.
- 1.23 Few respondents were interested in visiting a viewing gallery at Centre Point.

Operational Considerations

- 1.24 The following operational considerations are key when considering inclusion of public access:-
- Dedicated entrance
 - Sufficient ground floor space for security management
 - Dedicated lifts
 - Ability to hold functions
 - Retail and café space
 - Market demand
- 1.25 This study focuses primarily on the inclusion of public access rather than retention of a restaurant offer for the following reasons:-
- The existing operational arrangements (i.e. with basement kitchens) would not be acceptable to most restaurant operators and introducing kitchens at the top would remove a significant proportion of floorspace.
 - Creating a successful restaurant in tall buildings is difficult due to security, delivery, servicing and operational reasons unless this has been designed into the building from the outset.

- For a restaurant/bar to be successful all three floors (31st, 32nd and 33rd) are likely to be required as events space in addition to a restaurant will be required which would remove three of the proposed residential units (2 x 4 bed units and 1 x 5 bed units).

- 1.26 For the sake of completeness Conran has designed a restaurant option for consideration. This was designed to occupy a single floor with kitchens and back of house on the same floor to limit impact on scheme viability and to provide an improved offer from an operational point of view.
- 1.27 Conran and Partners designed a number of theoretical layout options for assessment.
- 1.28 Britton McGrath Associates (BMA) conclude that, whilst Options 1, 1A and 4 offer the better visitor propositions out of all the offers, none have the potential to be commercially sustainable as they are unlikely to represent realistic scenarios from an operator's point of view given the low level on turnover and inability to generate income through secondary sources.
- 1.29 BMA advises that, due to the level of financial risk, given the increased competition in the viewing attractions market, the impact on the residential use and low levels of return, it is not considered that public access to the top of Centre Point in any of the potential formats is an attractive proposition from an operator's point of view and the constraints of the building mean that it is not possible to create a high quality visitor offer.
- 1.30 On that basis, BMA would recommend against the inclusion of public access in the form of viewing gallery in Centre

Point.

- 1.31 In terms of financial viability, the inclusion of public access will have a significant and detrimental impact upon the scheme to the extent that no affordable housing could be brought forward if a single floor was converted for public access.
- 1.32 Indeed the low rate of return of a scheme which includes public access could mean that the whole scheme would not be brought forward.
- 1.33 Further detail is set out within the Financial Viability Assessment prepared by Gerald Eve LLP.
- 1.34
- 1.35 Policy 7.7 is not considered to apply to these proposals but, even if it were considered that LP policy 7.7 was relevant to the proposals, since the Council considers the change of use of the building to residential to be acceptable in principle, the assessments undertaken demonstrate that the inclusion of public access as part of the proposals for Centre Point Tower is **not** appropriate.

2 Introduction

- 2.1 This report considers the potential for the inclusion of public access within Centre Point Tower.
- 2.2 It considers the principle of the proposed change of use of these floors from restaurant/bar use to residential use against the Development Plan and other material planning considerations.
- 2.3 Applications for planning permission and listed building consent were submitted by the applicant to the London Borough of Camden on 31 May 2012.
- 2.4 The proposed development was described within the Planning and Listed Building Consent application as follows:

“Change of use of Centre Point Tower from office (Class B1) and restaurant/bar (Sui Generis) use to residential use (Class C3) to provide 82 residential units and ancillary residential floorspace (spa, gym, pool and club). Change of use of Centre Point Link from office (Class B1) and bar (Class A4) use to flexible retail/restaurant/bar (Class A1/A3/A4) use and the erection of a ground floor extension partially infilling under the bridge link. Change of use of Centre Point House at first and second floor levels from office (Class B1) use to flexible retail/restaurant/bar (Class A1/A3/A4) use and alterations and extensions to the existing building at ground floor level to provide flexible retail/restaurant/bar (Class A1/A3/A4) use. Alterations to the exterior of Centre Point Tower, Centre Point Link and Centre Point House including the replacement and refurbishment of the facades including fenestration and shopfronts, new pedestrian link through Centre Point House and associated basement car parking, terraces, landscaping, public realm, highway works, servicing and access arrangements, and extract ducts”

- 2.5 On 20 September 2012, the Development Control

Committee of the Borough Council resolved to refuse planning permission and listed building consent as set out in the Decision Notices dated 27 September 2012.

2.6 The committee resolved to add a reason for refusal to the reasons recommended by officers within the draft committee report.

2.7 This additional reason, reason 3, states that:

“the proposed conversion of the restaurant/bar on the 31st, 32nd and 33rd floors of Centre Point Tower to residential uses would result in a tall building without any publicly accessible areas on the upper floors, contrary to Policy 7.7c of the London Plan”.

2.8 This report assesses the following:-

- a) The background to the existing operation and planning history;
- b) An assessment of other publicly accessible areas at the upper floors of tall buildings in London and world-wide;
- c) An assessment of the relevant planning policy relating to publicly accessible space to tall buildings;
- d) An assessment of market research exercise undertaken;
- e) A summary of the key operational requirements for public access to private buildings;
- f) A summary of the theoretical layout options for the provision of publically accessible space on the upper floors of Centre Point Tower (Options 1, 1A, 2, 2A, 3, 4 and 5).
- g) An assessment of the operational sustainability considerations associated with each option;
- h) A summary of the financial viability considerations;
- i) Summary and conclusions.

- 2.9 Because of the inherent constraints of the existing building form, office accommodation cannot sustain Centre Point and a change of use is required.
- 2.10 Therefore in order to ensure that the long term future of this listed building is secured, an alternative use must be sought.
- 2.11 The provision of residential accommodation within CPT will secure its economic future and meet the strategic aims of national, regional and local planning policies.
- 2.12 This has been accepted by the Council and its advisors and therefore any consideration of the acceptability of including public access to the building must be considered in the context of the building in residential use.
- 2.13 This report assesses whether public access could be reasonably and practically incorporated within the building in residential use having regard to the Market Research Report prepared by Britton McGrath Associates (BMA), the Centre Point Public Access Options Appraisal prepared by Britton McGrath Associates (contained within the Financial Viability Assessment) and the Public Access Study prepared by Conran and Partners.

3 Background and planning history

Planning permission for the restaurant use

- 3.1 The use of the upper floors as a restaurant and bar is relatively recent in relation to the history of the building. The upper floors (31st, 32nd and 33rd) floors have historically been in office use until 2008.
- 3.2 Planning permission was granted on 22 February 2006 for the change of use from office (B1) to mixed restaurant and bar use (sui generis) at 31st and 32nd floor levels and use of part of the basement for associated storage and food preparation area and the installation of plant at roof level. (Ref: 2005/2045/P).
- 3.3 This was granted subject to a Service Management Plan to restricted servicing to out of hours so that interaction with the office use was minimised.
- 3.4 Planning permission (Ref: 2006/5040/P) was subsequently granted for a viewing gallery on the 33rd floor at committee. It is important to note, that this was tied to the, on-going, restaurant use rather than allowing unrestricted public access.
- 3.5 It is also material to note that the committee report for the viewing gallery application (Ref: 2006/5040/P) stated that the viewing gallery would “operate in conjunction with the destination restaurant and bar to provide a viewing gallery for guests of the restaurant and uses of the office use on other floors”.
- 3.6 The committee report also states at paragraph 2.3 that:-

“Access to the 33rd floor would be managed as part of the restaurant and bar and would therefore require customers to book in advance and that “walk in” trade would not be accepted as it would compromise the building’s security”.

3.7 It is important to note that this continues to be the means by which the “viewing gallery” is currently operated.

3.8 In addition, paragraph 6.3 of the Committee Report relating to the original viewing gallery application states that:-

“the viewing gallery itself is unlikely to be able to provide suitable accommodation other than as ancillary to office use due to its constrained narrow layout. The continued use as ancillary office space and as part of the restaurant/bar is considered appropriate utilisation of the space”.

3.9 Paramount originally operated as a private members club until 2010 when it reverted to being a restaurant and bar open to the public.

Previous application (2012)

3.10 The loss of the existing Bar has been assessed as part of the Economic Assessment, May 2012 which has been tested by BPS. The loss of the employment use within the building has been confirmed by BPS and the Council as being acceptable and appropriate.

3.11 The assessment in respect of the existing use included the restaurant/bar. This concluded that the existing uses within the building (including the Bar and Restaurant) cannot sustain the economic future of the building.

- 3.12 The Council's Supplementary Agenda ("SA") to update the committee report for committee on 20th September 2012 covers this issue at paragraph 2, stating at 2.1 that:-

"whilst it is recognised that the existing use provides a unique attraction with the available view from the restaurant and bar areas, this is not protected under Policy DP14 which aims to support new tourism development and visitor accommodation".

- 3.13 Paragraph 2.2 of the SA states that Policy DP15 is not applicable to the use of the upper floors as a restaurant/bar as the premises does not serve a community role.

- 3.14 Paragraph 2.3 states that:-

"Camden's LDF policies do not protect existing A3/A4/A5 uses and so the conversion of the top floor restaurant/bar use is considered to be acceptable in principle"

- 3.15 It is also relevant to note that the committee report for the previous viewing gallery application (Ref: 2006/5040/P) stated that the viewing gallery would:

"operate in conjunction with the destination restaurant and bar to provide a viewing gallery for guests of the restaurant and uses of the office use on other floors".

Existing operation

- 3.16 There is a private events space for private and corporate hire on the 31st floor.

- 3.17 Visitors to the existing bar enter via the external steps which lead from ground floor to mezzanine floor. At mezzanine level visitors check in at a reception desk before taking the lift to the 32nd floor. The viewing gallery/bar at 33rd floor is accessed by a set of stairs.
- 3.18 The 33rd floor is not self contained. It is part of the restaurant/bar and visitors need to purchase at least a drink to be able to experience the view.
- 3.19 The restaurant guests share the lifts with office workers.
- 3.20 The existing restaurant offers breakfast and a la carte meals ranging from £9.50-£14.00 for a starter and £16.50-£28.00 for a main course.
- 3.21 Whilst the breakfast menu offers reasonably prices entry points, the lunch and evening a la carte menu is more upmarket with a three course meal for two and a bottle of wine costing in the region of £125.
- 3.22 The configuration of the existing building presents considerable operational challenges. The kitchen is located in the basement. Food is brought up from the basement, wheeled across the ground floor and then transported up to level 32 in the lift.
- 3.23 All servicing and refuse collection relating to Paramount happens “out of hours” according to the Management Statement for the operation. The reason for this is to avoid inconvenience to the building occupiers.
- 3.24 The Management Statement makes reference to the daily refuse collections having potential implications from “hygiene, safety and aesthetic perspective” and therefore

having to operate out of hours.

- 3.25 The Management Statement for the restaurant/bar operation states that the lifts and entrance hall would be protected out of hours and removed prior to the “in hours operations commencing”.
- 3.26 We understand that the existing bar/restaurant receives approximately 60 to 70 customers per day which equates to around 24,000 per annum.

Summary

- 3.27 The building was not built with public access at the top. This was established in around 2008 but for private Members only with the public only being able to access the space from 2010.
- 3.28 Planning permission was initially granted for the 31st and 32nd floors as a restaurant and bar.
- 3.29 Planning permission was subsequently granted for use of the 33rd floor as a viewing gallery ancillary to the restaurant/bar.
- 3.30 The 33rd floor would only be used in conjunction with the private restaurant and bar and for the office tenants. There would be no “walk in” trade as this would compromise security.
- 3.31 There has never been public access to the top of the tower. Access has always been associated with a restaurant and bar.
- 3.32 Officers recognised in the 2012 committee report that there was no policy to protect the existing use and its loss

has been assessed as part of the Economic Assessment,
May 2012.

4 Other relevant decisions/existing viewing galleries

4.1 There are a number of “viewing experiences” present in London. These can be divided into three sectors:-

- 1) Attractions where the view is the primary purposes e.g. The London Eye, Monument, The Orbit;
- 2) Attractions which include a view as part of the overall offer e.g. St Paul’s Cathedral, Tower of London, Tower Bridge;
- 3) Private developments which primary purpose is not as a visitor attraction but includes some form of viewing experience e.g. The Shard, 20 Fenchurch Street.

4.2 The most relevant sector to Centre Point are those private developments which include some form of viewing gallery. A selection of these are summarised out below.

The Shard

4.3 The Shard is now complete and the mixed use development comprises office accommodation on floors 1-30, restaurants on floors 31-33, a hotel and spa on levels 35-52 and ten residential units between levels 53-66 and public viewing galleries on levels 69-72.

4.4 The building is a new development and was constructed to provide the viewing gallery with its own dedicated, entrance which is on a separate street to the entrances for the other uses. There are two dedicate lifts for visitors to the Shard Viewing Gallery. There is no interface with any of the other private uses including the hotel, offices or residential units.

4.5 The building provides a total of 1,703 sqm of floorspace to accommodate the viewing gallery offer. This includes 928

sqm of space at first floor level for bookings, security, back of house and retail.

- 4.6 The operation is managed by a separate company.

20 Fenchurch Street

- 4.7 This building is also known as the “Walkie Talkie” and is currently under construction.
- 4.8 The building has been specifically design to provide separate access. There will be separate, dedicated lifts for visitors to the public access platform.
- 4.9 Public access will be provided free of charge as required by the S106 and the space includes a restaurant.

The Orbit

- 4.10 This is a 115m high observation tower in the Olympic Park.
- 4.11 During the Olympics it was prices at £15 for adults and whilst it is currently closed it will re-open to the public.

International Market

- 4.12 Britton McGrath Associates undertook an assessment of the top twenty towers in the world with public access. This is set out at paragraph 5.4.3 of their options appraisal report.
- 4.13 This demonstrates that there is only two known towers world-wide which are in solely residential use with public access; the Eureka Skydeck in Melbourne and Skypoint in

the Q1 building on Australia's Gold Coast.

- 4.14 The majority of developments with public access are in commercial or mixed use schemes and have dedicated visitor entrances and lifts, separate to the other uses within the building.
- 4.15 Both the Eureka Skydeck and Skypoint have their own dedicated entrance as well as dedicated lifts for visitors to ensure that the other uses within the buildings can work effectively.
- 4.16 It is important to note that the majority of attractions within tall buildings are owner-operated. This is mainly due to control, security and integration with other uses.

Summary

- 4.17 Historically the Central London observation experience has been fairly limited but this is changing with a number of new galleries being established increasing the market offer.
- 4.18 Developments which include viable and successful public access have the benefit of separate access and separate, dedicated lifts for visitors which can be worked into the scheme at design development stage.
- 4.19 Centre Point, a Grade II listed building, cannot be adapted or retrofitted to provide a separate entrance area and dedicated lifts to accommodate successful and workable public access. Combining residential use and public access within the same building is not appropriate in this instance.

5 Relevant Planning Policy

5.1 The statutory development plan for the purposes of Section 38(6) of the Planning and Compulsory Purchase Act comprises:

- i. The London Plan (LP) being the Spatial Development Strategy for Greater London was adopted by the Mayor of London (“Mayor”) in July 2011.
- ii. The Camden Local Development Framework (LDF) Core Strategy and Development Policies Documents were formally adopted by the Council on 8th November 2010. Other Supplementary Planning Documents (SPD’s) are also produced by London Borough of Camden.

5.2 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the statutory development plan unless material considerations indicate otherwise.

The London Plan

5.3 Policy 7.7 of the London plan relates to the location and design of tall and large buildings. It is evident from the reasoned justification for the policy that its application relates to proposals for new (as opposed to existing) tall and large buildings that are substantially taller than their surroundings, cause a significant change to the skyline, or are larger than the threshold sizes set for the referral of planning applications to the Mayor.

5.4 Part C of the Policy at point h states that:

‘Tall and large buildings should incorporate publicly accessible areas of the upper floors, where appropriate’.

- 5.5 There is no other reference within Part C to public access.
- 5.6 It is this policy to which Camden refers at point 3 of the reasons refusal on the planning application decision notice.
- 5.7 The application of this policy to the proposed loss of the Paramount restaurant and bar as part of the proposals for Centre Point is questionable given that it is an existing building and does not require referral to the Mayor under the defined threshold sizes.
- 5.8 Centre Point is an existing building. Whilst Centre Point is substantially taller than its surroundings, the proposal will not result in a significant change to the skyline and the proposal is not larger than the threshold sizes set for the referral of planning applications to the Mayor.

London Borough of Camden

- 5.9 There is no reference to either the provision or protection of public access to tall buildings in the Core Strategy or Development Policies Document.
- 5.10 In addition there are no policies which specifically protect existing restaurant or bar uses.
- 5.11 There is no reference in the reason for refusal to any of Camden’s policies or Supplementary Planning Documents.

Summary

- 5.12 It is not considered that there is any planning policy basis at either a regional or local policy level which protects the existing use of the upper floors as a restaurant/bar.
- 5.13 London Plan Policy 7.7 relates to new buildings which can be designed to accommodate public access with separate access where appropriate. It is not applicable to these proposals.

6 Market Research Exercise

- 6.1 In order to establish the existing levels of public awareness of Centre Point and the existing Paramount bar and restaurant, attitudes towards viewing galleries in London and interest in a viewing gallery in Centre Point, a primary market research exercise was undertaken.
- 6.2 The full report is attached as appendix 1 to this report.

Key findings

- 6.3 There was a good level of awareness of Centre Point as a tall building. It was ranked third of the list of tall buildings in London; 73.3% of respondents being aware of the building.
- 6.4 Of those people who were aware of Centre Point, only 36% believed there to be public access to the top of the building. This is less than the number of respondents who thought there was public access to the top of Canary Wharf when in fact the building is private with no public access.
- 6.5 Only 13.3% of respondents were aware that there is a restaurant/bar at the top of Centre Point. The Paramount Bar is therefore little known when compared to Kensington Roof Gardens or the Oxo Tower.
- 6.6 Respondents were shown images of tall buildings and attractions in London and asked "how interested would you be in visiting a viewing gallery in each of these buildings" (see section 10 of the report).
- 6.7 The London Eye was the most popular with 75.2% of people expressing and interest. The Shard scored second

highest with 71.1%, followed by the St Paul's, The Gerkin and the BT Tower. Centre Point had the least level of interest at 14.6% of respondents showing an interest in visiting the attraction.

- 6.8 The key features people look for in a viewing gallery are the quality of the views, information about the view and ability to see London landmarks.

Summary

- 6.9 Centre Point enjoys reasonably high levels of awareness at 73.3% but the restaurant at the top has a much lower level of awareness at 13.3%.
- 6.10 Few respondents were interested in visiting a viewing gallery at Centre Point.

7 General Operational Considerations

- 7.1 In advance of assessing the potential options for public access to the top of Centre Point this section summarises the principal operational considerations that must be taken into account for any public access offer in tall buildings.
- 7.2 Further detail is set out in Section 4.6 of the BMA report (appended to the Financial Viability Report).

Dedicated entrance

- 7.3 Characteristics and profile of users of a viewing gallery are very different to that of those people who occupy other uses within the rest of the building such as office workers and residential occupiers.
- 7.4 Dedicated, self-contained access is highly desirable and potentially essential to ensure that the whole building can operate effectively.
- 7.5 Examples include The Shard, which has a separate access on a separate level to the office entrance and a separate street to the hotel entrance.
- 7.6 As is explained in the BMA report, all buildings being brought forward with public access ensure that a dedicated entrance is built into the design to keep users separate with no overlap between the uses. This is to ensure that the amenity of other occupiers within the building is not adversely affected by public access.

Ground floor space

- 7.7 The ability for any viewing gallery/public access operation to work successfully is directly related to the available space at ground/entrance level.
- 7.8 The amount of space available determines the number of ticket desks/reception space and security lanes that can be accommodated which directly affects capacity.
- 7.9 The entrance area also allows for added value activities such as cafes, shops and other activities which are often essential to the commercial viability of an operation.
- 7.10 By way of an example, The Shard has 628 sqm of front of house space, The London Eye has 680 sqm and the Empire State Building has 730 sqm at reception level and a further 372 sqm on the 80th floor.

Dedicated lifts

- 7.11 The ability to transport visitors to and from the observation deck is important for capacity and dictates commercial viability.
- 7.12 Fast, effective lifts are essential as tourist/visitors tend to be slower than other users of buildings.
- 7.13 Both the Shard and the Eureka Skydeck in Melbourne have two dedicated lifts for visitors.
- 7.14 For a restaurant operation, a dedicated lift is also required for servicing and refuse operations in addition to public access.

Functions

- 7.15 The commercial sustainability of these types of operation (both viewing galleries and restaurants depend upon being able to offer out of hours functions.

Retail and café space

- 7.16 The ability to generate secondary income is essential to the success of visitor attractions both from a visitor perspective and from the perspective of commercial sustainability.

Centre Point Operational Considerations

- 7.17 Security screening will be a key requirement given the UK security situation and the shared use with residential accommodation.
- 7.18 This will need to be modelled on “airport” style screening.
- 7.19 Overall, it is clear from the principal operational considerations normally required to ensure the successful working of public access to tall buildings, that these cannot be realistically accommodated within Centre Point.
- 7.20 The lifts would be shared with the residential occupiers, reducing capacity.
- 7.21 For a restaurant use, a separate lift would be required for servicing and refuse as this could not be shared with either the visitors to the restaurant or the residential occupants.
- 7.22 Whilst a dedicated entrance could be provided, there would be a shared entrance area with the residential use and little opportunity to create any form of meaningful

separation between the two uses and users of the building.

- 7.23 As can be seen from the layout studies summarised in the following section, there is insufficient space at ground floor level to accommodate the required security and any form of waiting/retail and café offer at ground floor level.
- 7.24 The appropriateness of including provision within a residential building of out of hours functions is questionable given the potential amenity and security impacts.
- 7.25 It is not considered to be appropriate to include restaurant servicing within a residential building given the amenity implications in terms of noise, smells and security. Servicing would have to occur at night time which would have the greatest adverse impact upon the residential occupiers of the building.
- 7.26 The existing restaurant operates on the basis of a management statement which restricts servicing to out of hours. There is no out of hours with residential uses and amenity implications associated with servicing a restaurant is likely to create an unacceptable impact on the residential environment.

8 Options Appraisal – Design/Layout Considerations

- 8.1 In advance of BMA testing the commercial sustainability of potential public access operations, a design study has been undertaken by Conran and Partners to develop five main options (seven including sub-options) for the creation of public access to the top of Centre Point (these are attached as appendix 2).
- 8.2 In order to fully address the potential of including public access to the top of Centre Point Tower, these options show a broad range of alternatives as differing sizes and layouts of public access are likely to give rise to different commercial viability and financial viability impacts.
- 8.3 The layout options are set out in detail in the report prepared by Conran and Partners and are summarised as follows:-
- a) Option 1 and 1A – Full floor options at 33rd floor
 - b) Option 2 and 2A – Large end galleries to north and south at 32nd level
 - c) Option 3 – Small end gallery to the north core on 33rd level
 - d) Option 4 – Full floor access at level 34
 - e) Option 5 – Full floor access at level 30
- 8.4 This study focuses primarily on the inclusion of public access rather than retention of a restaurant offer for the following reasons
- The existing operational arrangements (i.e. with basement kitchens) would not be acceptable to most restaurant operators and introducing kitchens at the top would remove a significant proportion of floorspace.

- Creating a successful restaurant in tall buildings is difficult due to security, delivery, servicing and operational reasons unless this has been designed into the building from the outset.
- For a restaurant/bar to be successful all three floors (31st, 32nd and 33rd) are likely to be required as events space in addition to a restaurant will be required which would remove three of the proposed residential units (2 x 4 bed units and 1 x 5 bed units).

8.5 In discussion with officers, a restaurant option has been considered (attached as appendix 3). This would occupy the 30th floor due to structural implications of creating restaurant space at 33rd floor level.

8.6 The following sections summarise the design/layout considerations associated with each option.

Ground Floor Layout

8.7 For all but option 2A, access for viewing gallery visitors is via the doors at the north east side of the building under the bridge link. This is the preferred option for the viewing gallery access as the residential entrance can be retained at the southern end of the building.

8.8 The intention is that the main residential entrance would be the revolving door to the south core as this will lead off the new piazza when this is brought forward. This is considered to be the most appropriate entrance for the residential accommodation.

8.9 This also presents the most appropriate layout planning for the ground floor as it minimises overlap with the

residential entrance.

- 8.10 It should be noted that whilst notional separation between the uses can be created, physical separation is not possible. This will create security, acoustic and privacy issues for the residential element of the building.
- 8.11 The disadvantage from a viewing gallery perspective is that with the exception of the full floor layouts (Options 1, 1A and 4), the gallery will be at the north side of the building which does not offer the optimum views.
- 8.12 Locating the residential entrance to the north will impact upon residential values by creating a sub-optimal residential entrance. Residents would need to enter through the revolving doors, and for any flats which are on the south side would need to go up to mezzanine level by stairs or lift before crossing the building at mezzanine level to access the south core lifts.
- 8.13 In each case the ground floor provides limited space for the essential operations for security clearance and visitor reception. These operations will take up the majority of the space leaving no space for provision of a shop, café or waiting area.
- 8.14 In each case visitors will use one of the residential hall-call lifts.

Option 1

- 8.15 The option creates a public viewing gallery at 33rd floor level but retains the structural cross-walls. This option does provide 360 degree views but via a fairly narrow corridor around the perimeter of the building.

- 8.16 The key design/architectural considerations associated with this option are as follows: -
- 8.17 The viewing gallery lift will need to be shared with residents during peak periods of use.
- 8.18 The residential entrance sequence will be affected for those residents of the north core apartments. As residents will need to access the building on the south side, access the mezzanine level, either by stairs or lift, before using the north core lifts.
- 8.19 This option results in the loss of 306 sqm of residential floorspace at 33rd floor level.
- 8.20 This option involves the loss of 116 sqm of residential floorspace at ground floor level.

Option 1A

- 8.21 This option uses most of the 33rd floor and removes the structural walls to provide east/west views as well as 360 degree views.
- 8.22 Many of the key design/architectural considerations associated with this option are the same as for option 1 but for the sake of completeness are as follows: -
- 8.23 The public access lift will be shared by residents during peak periods of use.
- 8.24 The viewing gallery results in the loss of 306 sqm of residential floorspace and the 33rd floor provides an entrance only for the duplex apartment.

- 8.25 Removing the structural walls will have cost implications but will provide east and west views for visitors.
- 8.26 The residential entrance sequence will be affected for those residents of the north core apartments. As residents will need to access the building on the south side, access the mezzanine level, either by stairs or lift, before using the north core lifts.
- 8.27 This proposal results in the loss of 116 sqm of residential floorspace at ground floor level.

Option 2

- 8.28 This is a smaller viewing gallery option at 32nd floor level at the northern end of the building. Due to the position of the fire escape stair and the services riser, access to the far north of the building is restricted to a small area of 6 sqm.
- 8.29 The key design/architectural considerations associated with this option are as follows: -
- 8.30 The public access lift will be shared by residents during peak periods of use.
- 8.31 Less residential floorspace is lost through this option – 115 sqm from 32nd floor apartment and this apartment becomes a large two bedroom or three bedroom unit instead of a four bedroom unit.
- 8.32 The residential entrance sequence will be affected for those residents of the north core apartments. As residents will need to access the building on the south side, access the mezzanine level, either by stairs or lift, before using

the north core lifts.

- 8.33 This proposal results in the loss of 116 sqm of residential floorspace at ground floor level.

Option 2A

- 8.34 This is similar in size to option 2 but provides public access to the south side of the building. This option was tested as it was considered that views to the south are likely to be more appealing than to the north. Again the views to the far south are limited due to the position of the fire escape stair and riser.
- 8.35 The key design/architectural considerations associated with this option are as follows: -
- 8.36 The public access lift will be shared by residents during peak periods of use.
- 8.37 The 32nd floor residential unit is reduced by 115 sqm and this apartment becomes a large two bedroom or three bedroom unit instead of a four bedroom unit.
- 8.38 The stairs at ground floor level will be re-orientated.
- 8.39 The residential entrance will be located under the bridge link which is likely to be considered as less desirable.
- 8.40 The residential entrance sequence will be affected for those residents of the south core apartments. As residents will need to access the building on the north side, access the mezzanine level, either by stairs or lift, before using the south core lifts.

Option 3

- 8.41 This option represents the smallest area for public access.
- 8.42 The proposal involves the creation of a small gallery to the north core at 33rd floor level.
- 8.43 This will have the smallest impact on the quantum of residential floorspace provided.
- 8.44 The key design/architectural considerations associated with this option are as follows: -
- 8.45 The public access lift will be shared by residents during peak periods of use.
- 8.46 This results in a small loss of residential floorspace at 33rd floor level but still involves the loss of 116 sqm of residential floorspace at ground floor level.
- 8.47 This option uses the protected fire fighting lobby and may be unworkable for this reason.
- 8.48 The residential entrance sequence will be affected for those residents of the north core apartments. As residents will need to access the building on the south side, access the mezzanine level, either by stairs or lift, before using the north core lifts.

Option 4

- 8.49 This option results in the creation of a viewing gallery at 34th floor level which is currently occupied by plant.

- 8.50 This creates a large area for public access of 432 sqm at the highest possible point in the building.
- 8.51 The key design/architectural considerations associated with this option are as follows: -
- 8.52 The lift will need to be extended to serve the 34th floor which is likely to have a negative visual impact on the silhouette of the tower (due to the lift over-run requirements).
- 8.53 The external gallery will need to be caged, for safety and security reasons which may impact on the visual appearance of the building.
- 8.54 This option removes the whole of the 34th floor of the duplex apartment.
- 8.55 The residential entrance sequence will be affected for those residents of the north core apartments. As residents will need to access the building on the south side, access the mezzanine level, either by stairs or lift, before using the north core lifts.

Option 5

- 8.56 This option was developed to create a meaningful viewing gallery offer whilst retaining the highest value residential floorspace.
- 8.57 This option positions the viewing gallery at 30th floor which would result in the loss of two three bedroom units and would still be at a sufficient height to be at the top of the building thereby maintaining an attractive visitor proposition.

- 8.58 This option would require the end sections to be occupied by staircases, plant and risers for the floors above and below so would result in limited views from the viewing platform.
- 8.59 This option would also result in significant amenity impacts to the residential floors above and below the viewing gallery floor by virtue of noise and vibration caused by visitors.

Summary

- 8.60 These options provide a range of alternatives for the provision of public access to the tower. These options form the basis of the commercial sustainability exercise.
- 8.61 Whilst it is apparent that it is physically possible to provide public access to the tower, this cannot be provided with the key operational requirements set out in section 7 of this report.
- 8.62 In addition, all of the options have a detrimental impact on the quality and quantity of residential accommodation proposed which in turn will impact upon the financial viability of the scheme as a whole.

9 Operational Considerations

9.1 Britton McGrath Associates (BMA) has assessed the operational sustainability of each of the options set out above from a visitor attraction perspective to ascertain whether the options would be commercially sustainable from an operational/business perspective.

9.2 It is clear that Centre Point is located in a unique position in central London and the views from the upper floors are excellent.

Demand for Centre Point

9.3 As a starting point, BMA assessed the likely demand for each of the visitor options. Demand is based upon a number of variables including location, access, the concept, competition and pricing. Actual visitor numbers will be limited by available capacity (section 6.2, BMA Report).

9.4 Using a number of methods, BMA estimated the theoretical demand for each of the options as ranging from 200,000 people per annum for option 3 to 500,000 people per annum for option 4. The BMA report contains a full breakdown of the demand estimates.

Capacity of Centre Point

9.5 **Ground floor** - Based on the area available at ground floor level and the space required for the security processes and ticket checking, BMA have estimated that the maximum throughput capacity of the ground floor will be 146 people per hour (rounded up to 150 people per hour).

9.6 A typical airport security operation would be able to

accommodate between 120 to 180 people per hour.

9.7 Given the space available and cost of security personnel the capacity of the ground floor will limit the number of people per hour to 145.

9.8 **Lifts** – The lift capacity of the building varies between the options from 176 to 184 people per hour.

9.9 **Viewing gallery capacity** – The capacity of each option varies considerably given the amount of available floorspace.

9.10 Taking into account dwell time, BMA have calculated the viewing gallery capacity as follows:-

Option 1 – 393 people per hour

Option 1A – 402 people per hour

Option 2 – 218 people per hour

Option 2A – 218 people per hour

Option 3 – 132 people per hour

Option 4 – 431 people per hour.

Option 5 – 503 people per hour.

9.11 It is clear that the security throughput at ground floor level will mean that only option 3 is able to run at full capacity. Even if the security capacity became 25% more efficient security throughput could only rise to 181 people per hour.

9.12 The other options would be running at a sub optimal level in terms of potential demand which will clearly impact upon their commercial sustainability and the amount of interest from a business perspective.

Attendance

- 9.13 Applying the demand forecasts for each option to the limiting capacity demonstrates that in all cases the potential number of visitors cannot meet the potential demand.

Financial analysis

- 9.14 BMA assessed the financial implications of each of the options from a visitor attraction perspective assuming that the offer is operated as a separate business.
- 9.15 Assuming a number of key inputs and assumptions, it is concluded that none of the options are commercially sustainable from a business point of view as an operator would seek a return on turnover of ideally 35% which none of the options tested achieve.
- 9.16 So even the options which indicate a notional surplus are not likely to be considered attractive to operators.
- 9.17 All other options show a deficit and Option 2A shows a small surplus but this is too small to launch a business.

Summary

- 9.18 The report concludes that, whilst Options 1 and 4 offer the better visitor propositions out of all the offers, they are unlikely to represent realistic scenarios from an operator's point of view given the inability to generate income through secondary sources and the low level of return on turnover even at the upper end of the pricing scale.
- 9.19 Due to the level of financial risk, given the increased competition in the viewing attractions market, the impact on

the residential use and low levels of return, it is not considered that public access to the top of Centre Point is an attractive proposition from an operator's point of view and the constraints of the building mean that it is not possible to create a high quality visitor offer.

- 9.20 On that basis, BMA would recommend against the inclusion of a viewing gallery in Centre Point.

Restaurant option

- 9.21 As can be seen from the following section, the incorporation of a single viewing gallery floor at 33rd floor has a significant impact on the financial viability of the scheme as a whole.
- 9.22 It follows that a restaurant incorporating three floors would have an even greater impact on financial viability and it was not therefore considered worthwhile designing a restaurant over three floors.
- 9.23 A single restaurant floor has been designed by Conran and Partners. This includes kitchens and back of house facilities and customer seating on the same floor.
- 9.24 It is a standard requirement for restaurants for approximately 50% of the available space to be given over to back of house. In Centre Point this results in limiting the views for diners to one end of the building and has an adverse impact on the fabric of the listed building.
- 9.25 This option would also have no facility for separate events space which would be required to ensure operational sustainability.
- 9.26 Inclusion of a restaurant would have a significant impact on the amenity of residents with low frequency noise and

servicing likely to be key issues.

10 Financial Viability Considerations

- 10.1 Given that option 1 is considered to be the most appealing visitor offer and represents the one that could be accommodated structurally, this option has been tested from a financial viability point of view.
- 10.2 Alamcantar's residential consultants have advised that there is a significant impact on residential values as a result of the inclusion of public access to the upper floors. This is the combined result of:-
- a) Loss of residential floorspace
 - b) The shared entrance and impact upon security and privacy
 - c) The shared lift and entrance sequence
- 10.3 Security and privacy was highlighted as a significant issue for residential values.
- 10.4 Adopting the option 1 public access offer would have a significant impact on the viability of the proposals resulting in no affordable housing being brought forward as part of the proposals (refer to Financial Viability Assessment).
- 10.5 Indeed the rate of return of a proposal involving public access is reduced to a level that would result in no reasonable developer bringing the scheme forward.

11 Summary and Conclusions

- 11.1 The building was not built with public access. A restaurant opened in 2008 but was managed as a private members restaurant until 2010.
- 11.2 There is no planning policy which protects this use in the case of existing buildings.
- 11.3 London Plan policy 7.7 relating to the provision of public access to tall buildings is specifically worded to relate to new tall buildings rather than the protection of any “public access” (should there be any) to existing buildings. In addition, the relevant criterion (7.7C(h)) states that public access should be provided in tall buildings **“where appropriate”**.
- 11.4 The officers set out clearly in the SA to the 2012 proposals that there are no policies which protect the restaurant use, including the viewing gallery and that their loss is considered acceptable
- 11.5 The committee report for the original proposal to combine a viewing gallery with the proposed restaurant makes plain that the viewing gallery in itself is unlikely to provide suitable accommodation due to its constrained narrow layout
- 11.6 The loss of the existing restaurant/bar (a private, commercial operation) has been considered as part of the Economic Assessment, May 2012 and its loss has been considered acceptable by the Council in principle as part of that exercise.
- 11.7 Centre Point cannot provide the required operational characteristics which ensures public access within private buildings can be effectively accommodated and managed.

There would not be:-

- a) a dedicated entrance area,
- b) dedicated lift; or
- c) sufficient ground floor space to accommodate ancillary functions.

11.8 The BMA report concludes that, whilst Options 1 and 4 offer the better visitor propositions out of all the offers, they are unlikely to represent realistic scenarios from an operator's point of view given the inability to generate income through secondary sources and the low level of return on turnover even at the upper end of the pricing scale.

11.9 Due to the level of financial risk, given the increased competition in the viewing attractions market, the impact on the residential use and low levels of return, it is not considered that public access to the top of Centre Point is an attractive proposition from an operator's point of view and the constraints of the building mean that it is not possible to create a high quality visitor offer.

11.10 BMA, a strategic management consultancy firm specialising in the tourism and leisure markets, strongly recommends that public access is not included within Centre Point Tower.

11.11 In terms of financial viability, the inclusion of public access will have a significant and detrimental impact upon the scheme to the extent that no affordable housing could be brought forward (Financial Viability Assessment, Gerald Eve LLP).

11.12 Indeed the low rate of return of a scheme which includes public access given the risks (financial and otherwise) could

mean that the whole scheme would not be brought forward.

- 11.13 Overall, even if it were considered that LP policy 7.7 should be applied to the proposals, since the Council considers the change of use of the building to residential to be acceptable in principle, the assessments undertaken demonstrate that the inclusion of public access as part of the proposals for Centre Point Tower is **not** appropriate.

APPENDIX 1

Centre Point

Market Research Findings

DRAFT REPORT

PRIVATE & CONFIDENTIAL

Tuesday 8th January 2013

BrittonMcGrathAssociates

1 Introduction

1.1 Purpose of Research

In the context of undertaking an appraisal on options for public access to Centre Point, Britton McGrath Associates were commissioned to undertake primary market research in order to establish:

- levels of awareness of Centre Point and the current Paramount bar and restaurant offer within it
- attitudes towards viewing galleries in London
- interest in visiting a viewing gallery in Centre Point

1.2 Methodology

Face-to-face interviews were conducted with passers-by at a number of key locations. The interview locations were grouped into three areas as follows:

1. Immediate Environs of Centre Point
 - Oxford Street (Eastern End)
 - Charing Cross Road
2. Central London Areas
 - Within 100 yards of the following underground stations:
 - Holborn
 - Piccadilly Circus
 - Leicester Square
 - Oxford Circus
3. Zone 2/3 London Areas
 - Within 100 yards of the following stations:
 - Stratford
 - Camden
 - Hammersmith
 - Clapham Junction

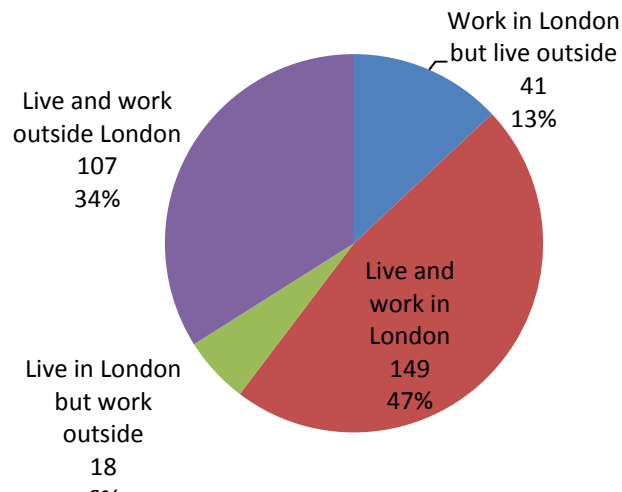
The interviews were conducted over a period of days between Thursday 29th November and Wednesday 5th December 2012.

A total of 315 interviews were achieved (against a target of 300) split as follows across the three areas: Area 1 – 116; Area 2 – 118; Area 3 – 81.

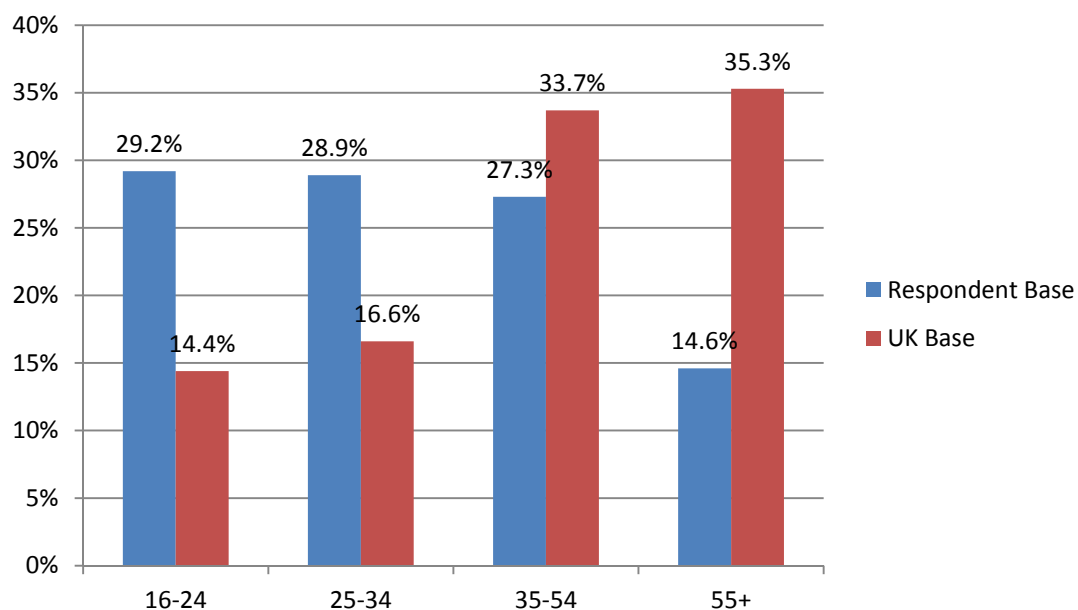
A copy of the questionnaire is appended along with the showcards.

2 Profile of Respondents

As we can see, the majority of people within the sample, 47%, live and work in London with a further 34% living and working outside the Capital. There were 41 people who work in London but live outside and a further 18 who live in London but work outside. These sub-sets cannot be analysed separately due to the small sample sizes but they are indicative of the mix of people found in the three areas where the research took place.



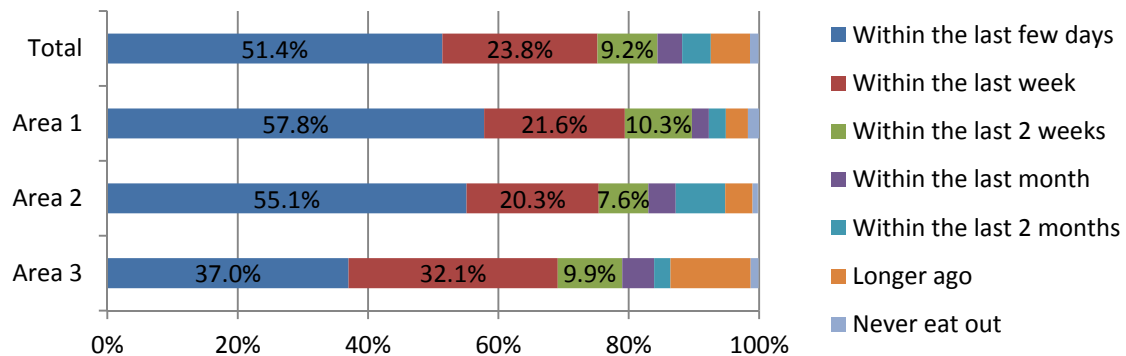
The chart below shows the age breakdown of respondents. As we can see the splits of respondents in our sample was reasonably evenly split between the 16-24, 25-34 and 35-54 age categories. Compared to the profile of the UK population as a whole however, we can see that our sample is skewed towards the younger age categories with significantly lower proportion of those aged 55+. This is a reflection of the younger profile of London as a whole and most likely indicative of the young profile of the locations where the interviewing took place.



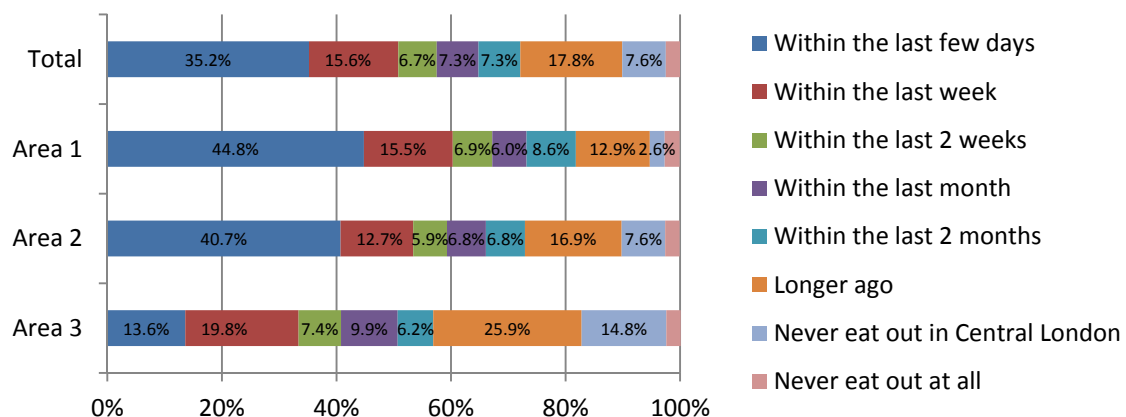
3 Restaurant Usage

Respondents were first asked when they last ate out at a restaurant. The reason for this was to ensure that we were not prejudicing any findings related to the Paramount by talking to people who never or very rarely eat out in restaurants.

As we can see, across the entire sample, over three quarters of people claimed to have eaten out at a restaurant within the last week or the last few days. Not surprisingly, within Area 1, the immediate environs of Centre Point, this figure rose to just under 80%. Even in Area 3 which is the furthest out geographically, the number of people eating out at a restaurant within the last week or last few days was just under 70%.



Respondents were then asked when they last ate out at a central London restaurant. Across the entire sample, just under 65% of people had eaten at a central London restaurant within the last month.

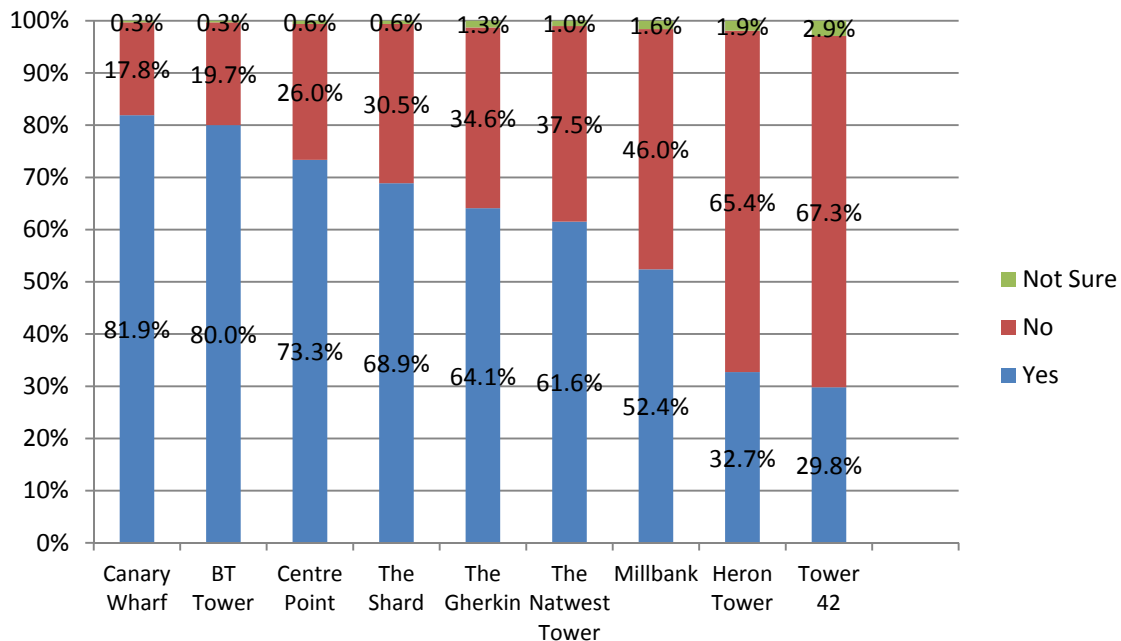


As you might expect, the likelihood of eating out in a central London restaurant was much higher in Areas 1 and 2 with 60.3% and 53.4% of people having eaten in central London within the last week. This contrasts with Area 3, where a third of people had eaten out in central London within the last week but some 26% of people not having done so for longer than two months ago.

Respondents were not screened out at this point (i.e. those who claim not to eat out in central London) as it was felt important to replicate the audience to whom Centre Point would be marketing to, either as the Paramount or in a new guise as a viewing gallery.

4 Awareness of Tall Buildings

Respondents were shown a list of tall buildings in London and asked which ones they had heard of. As we can see, the building with the highest awareness was Canary Wharf¹ with just under 82% of people claiming to know of it, followed closely by the BT Tower with 80% recognition. Centre Point ranked third with 73.3% awareness followed by the Shard and the Gherkin with 69% and 64% respectively. Tower 42 was listed twice, under its current name as well as its former name, the Natwest Tower. As the chart shows, the name, the Natwest Tower scored 62% awareness levels versus Tower 42 with less than half this at 30%, despite the fact that the building has been known by its 'new' name since the late 1990s.



5 Perceptions of Access

For each of the buildings they claimed to have heard of, respondents were then asked whether they thought it was possible for the public to go up to the top or not.

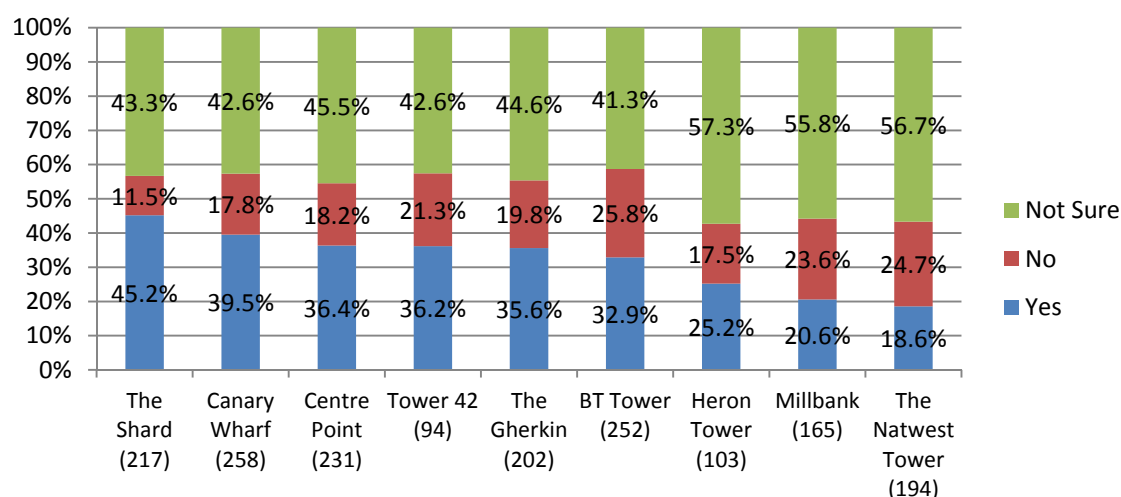
As the chart shows, of those aware of the Shard, over 45% believe that it has public access. Indeed, when it opens in February 2013 its viewing gallery on the 69th and 72nd floors will be the highest in London. However, just under 40% of those respondents who claimed to have heard of Canary Wharf also believe there to be public access when in fact the building is private and only accessible to those who work there.

Of those aware of Centre Point, 36% of respondents believed there to be public access, 18% thought not, and 46% weren't sure.

¹ The actual name of the building is 1 Canada Square but it is most popularly referred to as Canary Wharf so both terms were used in the questionnaire

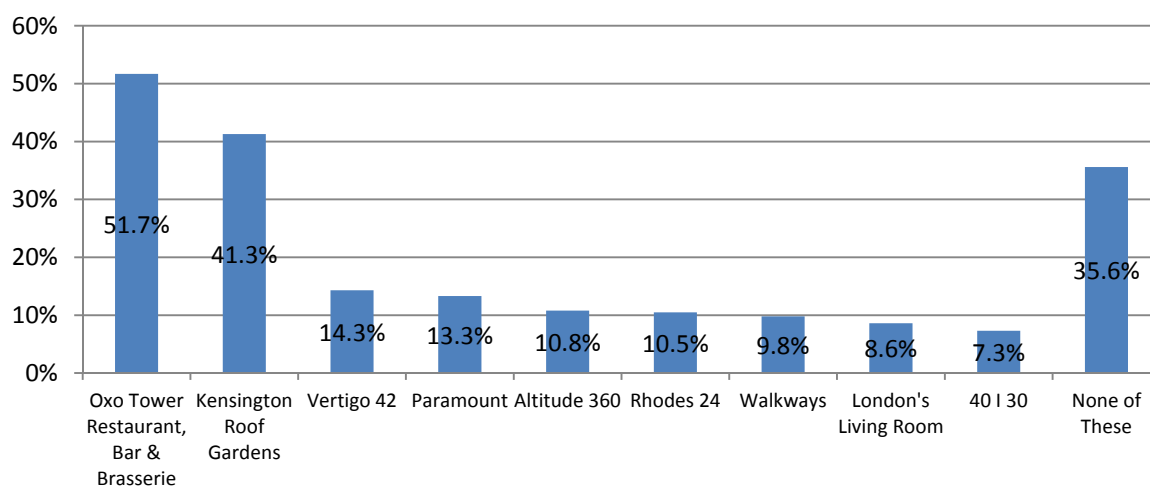
The Gherkin or 30 St Mary Axe showed a very similar pattern. Interestingly, 33% of those aware of the BT Tower believe that it has public access despite the fact that it has been closed to the public since the early 1980s.

As we saw, only 94 of the total sample of 315 people claimed to have heard of Tower 42 compared to 194 who claim to have heard of the Natwest Tower despite the building being known as Tower 42 for over 20 years. However despite lower awareness of the Tower 42 name, those who do know it, are more likely to know that there is public access at 36%, compared to just 19% among those who were aware of the Natwest Tower.



6 Awareness of Restaurants with Views

Respondents were then shown a list of buildings with bar or restaurants open to the public and asked which they were aware of. (NB the showcard listed the building and the corresponding restaurant name).



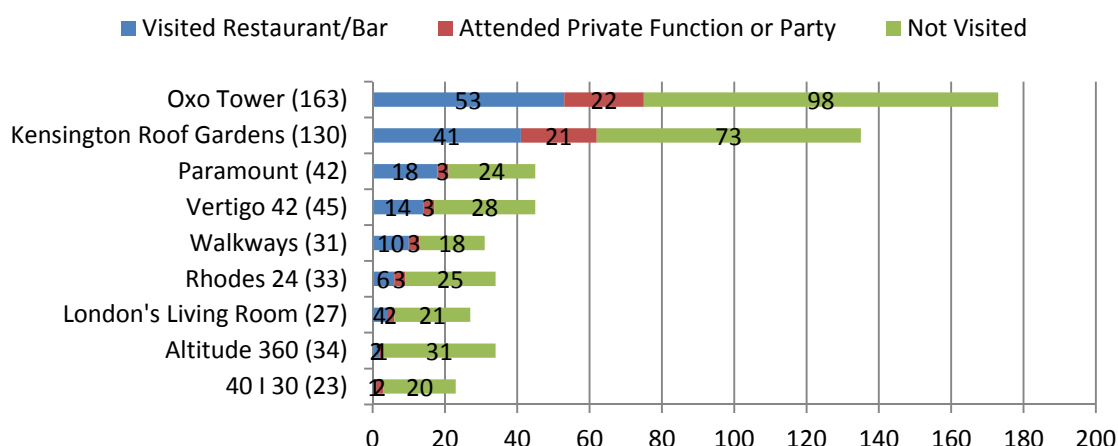
As we can see, the restaurants with the highest awareness by far were the Oxo Tower and Kensington Roof Gardens with 52% and 41% respectively. Paramount was recognised by just 13.3%

of the sample although this was significantly higher than the restaurant at the top of the Gherkin, 40 I 30 which scored just 7.3%.

7 Visitation of Restaurants

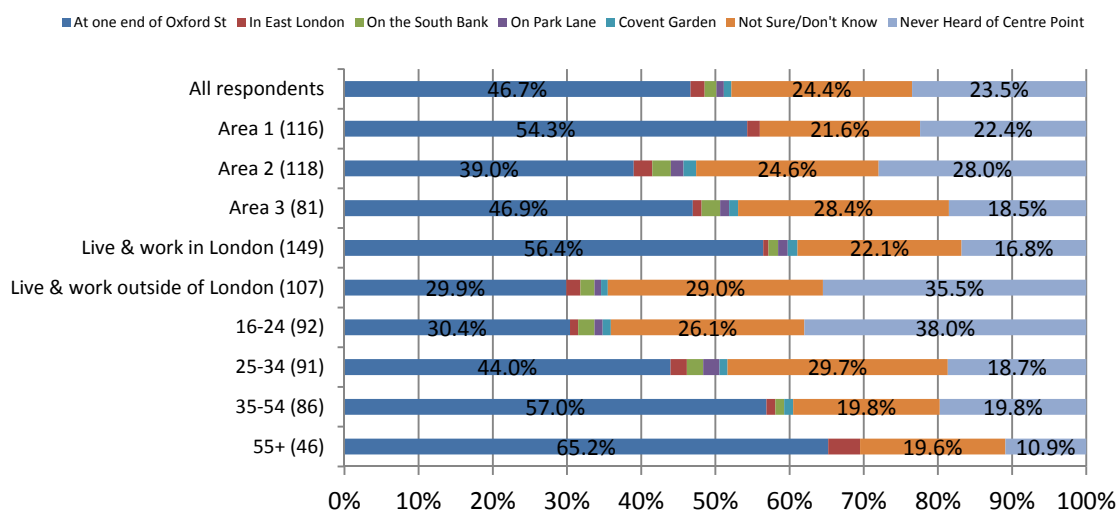
For the restaurants that they had heard of, respondents were asked if they had ever eaten or attended a function there. As the chart below shows, again only the Oxo Tower and Kensington Roof Gardens appear to have been visited by significant numbers within the sample.

It's worth noting that of course, given the low levels of awareness seen, the sample sizes for this question were already very low, hence the chart here is shown in absolute rather than percentage terms. It's also worth noting that a few people claimed to have been to the restaurant and attended a function at a given restaurant.



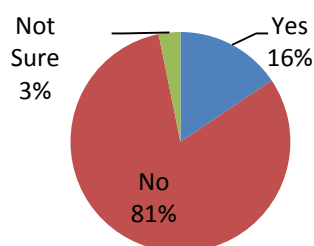
8 Awareness of Centre Point

Respondents were asked about where they thought Centre Point is located. As we can see, some 47% of the total sample were able to correctly identify that Centre Point is located at one end of Oxford Street.



However, as we can see, awareness of the building's location is highest among those who live and work in London with 56.4% and those aged 55+ with 65.2%. This latter group are most likely to have heard of the building given its age. There were still significant numbers of people who didn't know or weren't sure and those who had never heard of Centre Point.

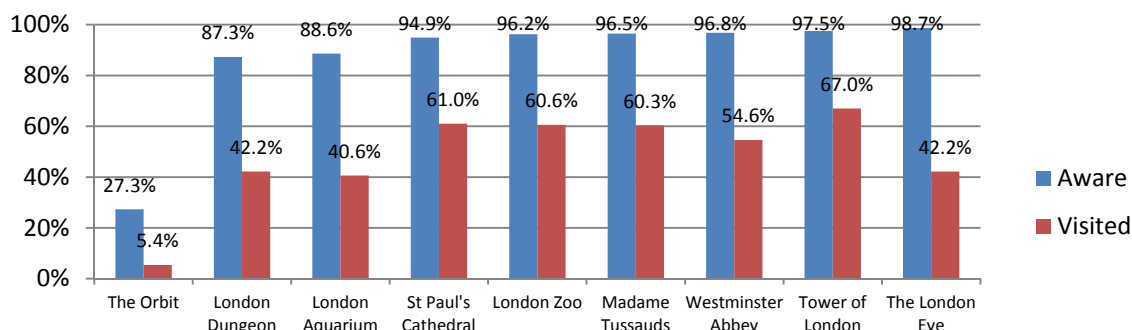
Respondents were then asked if they had ever been inside Centre Point. Some 49 (16%) people claim to have been inside the building – this is higher than the 21 people who claim to have eaten or been to a function there but this is easily explained by people who may have worked there previously or been to a business meeting there.



9 Awareness and Visitation of Visitor Attractions

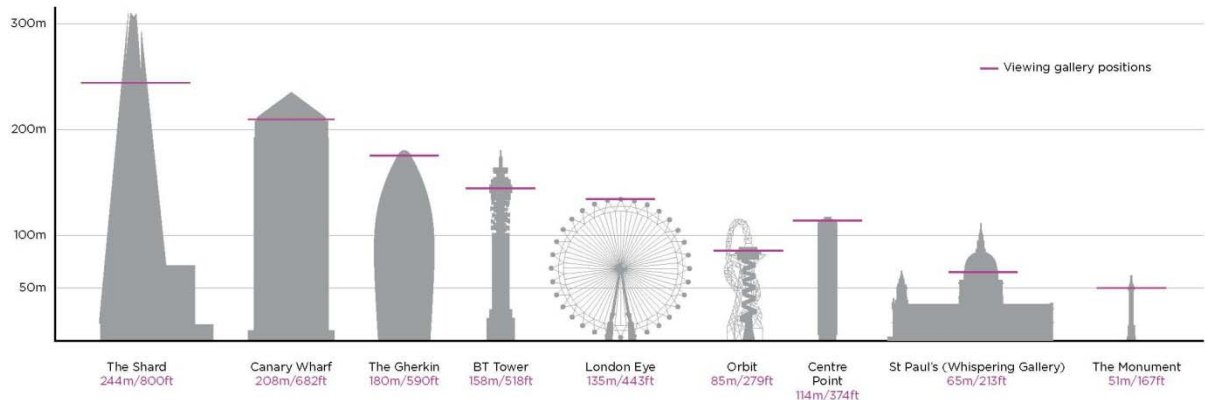
Respondents were asked about their awareness and visitation of key London visitor attractions. The reason for this is because, further to redevelopment, the offer at Centre Point would become one of visitor attraction rather than bar/restaurant. This question was therefore asked in order to establish levels of awareness and usage among the major players in the market.

As we can see, the London Eye enjoys almost 100% awareness, closely followed by the Tower of London, Westminster Abbey, Madame Tussaud's, London Zoo and St Paul's Cathedral. For each attraction they were aware of, respondents were then asked whether or not they had visited. The Tower of London and St Paul's Cathedral had the highest levels of claimed visitation at 67% and 61% respectively. In fact, the London Eye gets between 3.5-3.75m paid visitors per year compared to the Tower at 2.5m and St Paul's at 1.8m. There are two possible explanations for this seemingly contradictory result. Firstly the Tower of London and St Paul's have been in existence as visitor attractions for a considerably longer period of time than the London Eye. Secondly, it raises the question as to what people consider constitutes a 'visit'. For some people a 'visit' to either of these historic sites could mean seeing them from the outside i.e. not paying for a ticket per se.



10 Interest in Visiting

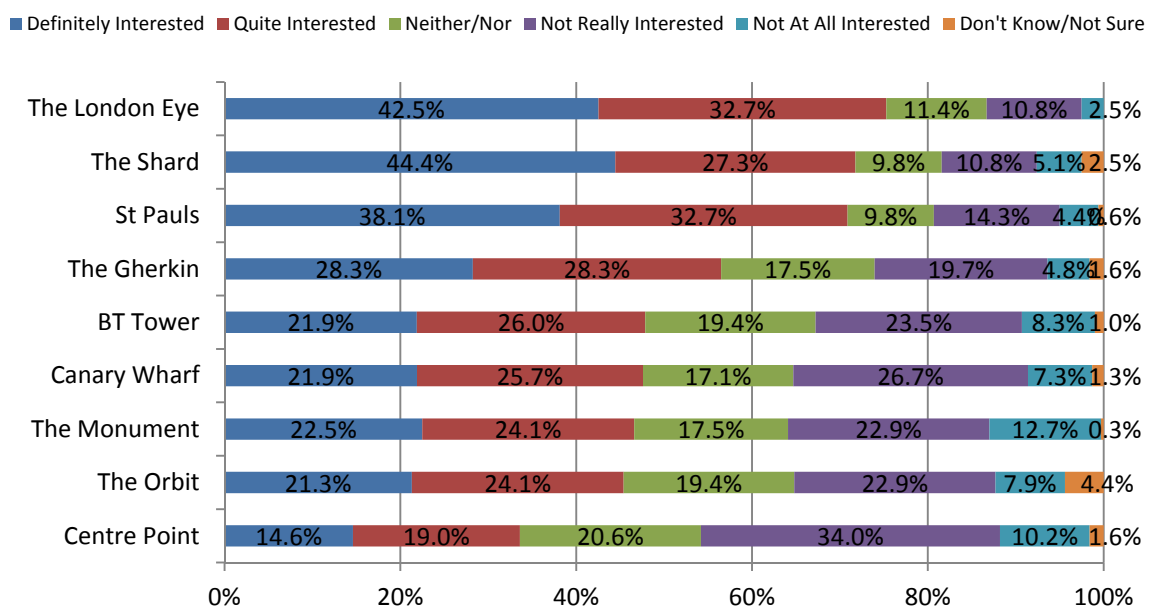
Respondents were shown the following image and were asked “Looking at the following diagram, can you tell me how interested you would be in visiting a viewing gallery/observation deck in each of the following buildings or structures?”



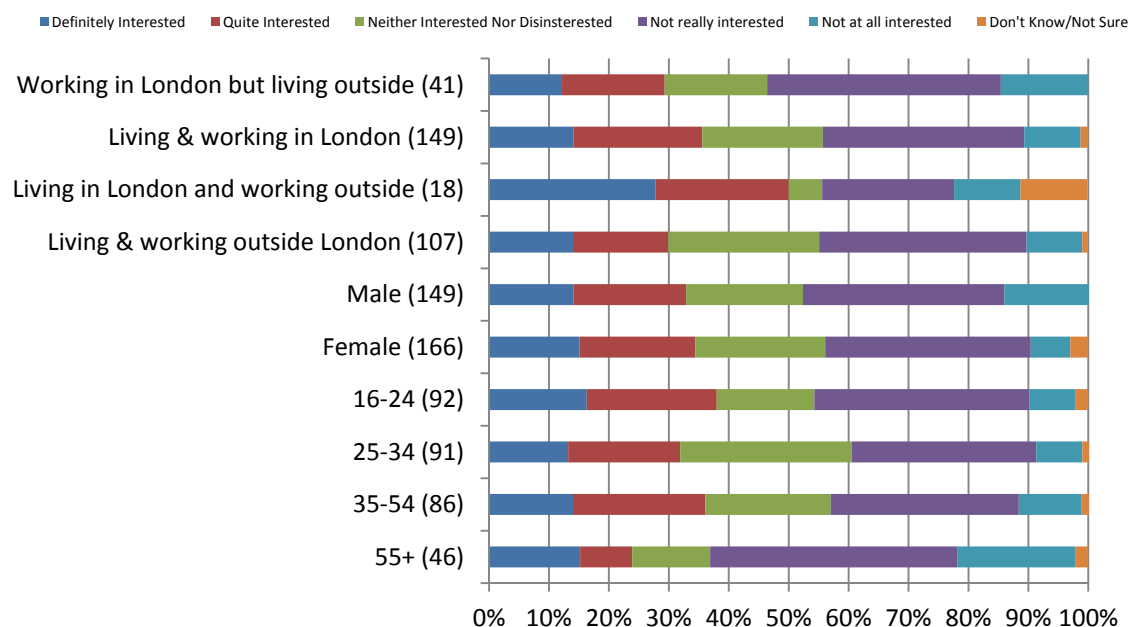
As we can see from the chart below, the London Eye scored highest with 75.2% of people expressing interest. The next highest was the Shard, which is due to open in February 2013. The Shard actually scored the highest definite intent at 44.4% with total interest at 71.7%.

The Gherkin scored above the BT Tower with 56.6% and 47.9% positive intent respectively.

However as we can see, the building with the least levels of interest was Centre Point with only 14.6% of people saying they would definitely be interested in visiting and 19% of people saying they would be quite interested.



Looking in a little more detail at the responses for Centre Point we can see that there are not huge variations between the different profiles of respondent – i.e. by age, gender or whether living or working in or outside London. Those living in London but working outside shows significant swings from the other categories but the sample size is extremely small at just 18 people and so these differences should be ignored.



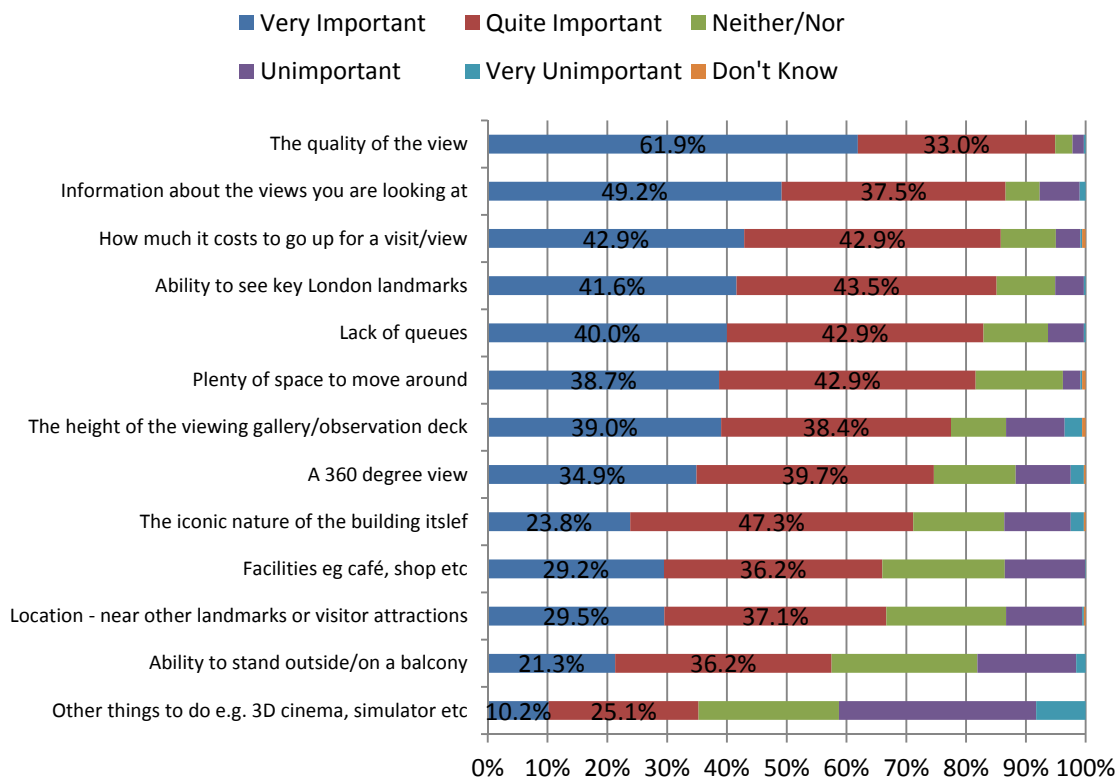
11 Attitudes to Viewing Galleries in London

Respondents were asked to rate a number of features in terms of their importance in relation to viewing galleries. The features tested were:

- The height of the viewing gallery / observation deck
- A 360 degree view
- Lack of queues
- Plenty of space to move around
- Ability to stand outside / on a balcony
- Information about the views that you are looking at
- The quality of the view
- The iconic nature of the building itself
- Ability to see London landmarks
- Location – near other landmarks or visitor attractions
- Facilities e.g. café, shop etc
- Other things to do there, e.g. 3-D cinema, simulator ride etc
- How much it costs to go up for a visit / view

As the chart overleaf shows, the quality of the view was felt to be the most important feature with 61.9% of respondents rating this as 'very important'.

In absolute terms all those features mentioned were considered to be important, scoring over 50% in importance (very important or quite important) with the exception of the galleries location in relation to other attractions or landmarks which was felt to be very or quite important by just 35.3% of people.



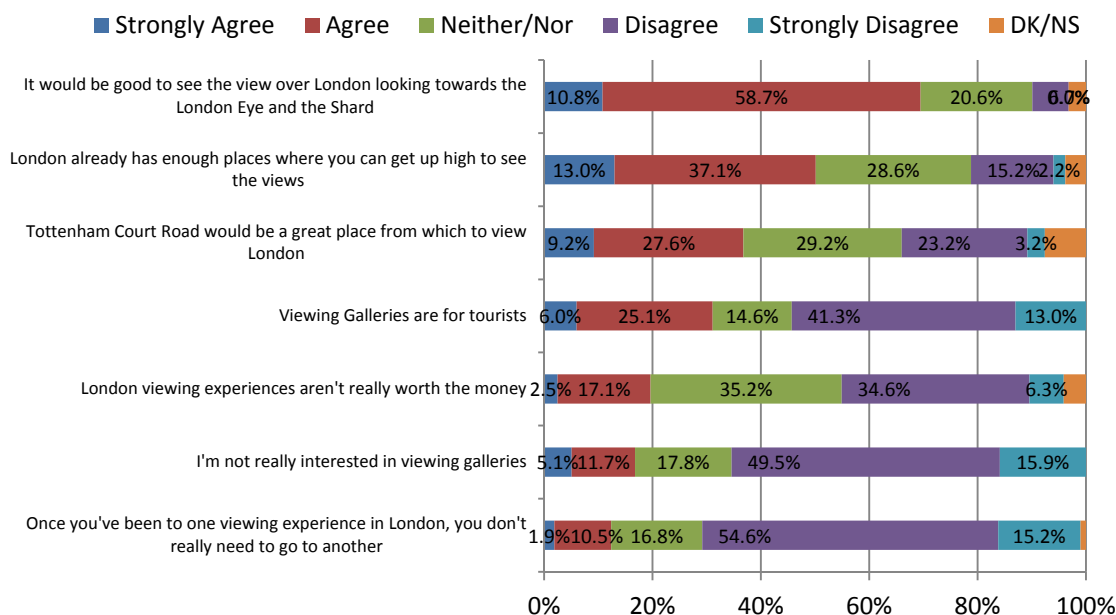
In relative terms we can see that, after the quality of the view, the most important features were felt to be: information on the views; cost; ability to see key landmarks; lack of queues; space to move around and the height of the gallery or deck.

It's worth noting that although it ranked eighth among the list of features described, a 360 degree view was still considered to be very or quite important by just under 75% of respondents.

Finally, respondents were asked to agree or disagree with a series of statements relating to the provision of viewing experiences in London. The statements were:

- London already has enough places where you can get up high to see the view
- I'm not really interested in Viewing Galleries
- Viewing Galleries are for tourists
- Once you've been to one viewing experience in London, you don't really need to go to another
- It would be good to see the view over London towards the London Eye and the Shard
- Tottenham Court Road / Oxford Street is a great place from which to view London
- London viewing experiences aren't really worth the money

As the chart overleaf shows, there were not high levels of strong agreement with any of the statements. However in terms of overall agreement, 70% of respondents agreed that views of the London Eye and Shard would be good and 50% of people agreed that London already has enough places where you can get up high to see the views. Fewer than 37% of people felt that Tottenham Court Road would be a great place from which to view London and 70% of people disagreed with the statement that once you've been to one viewing experience you don't need to go to another.



12 Summary of Findings

The following bullet point list summarises the key findings arising from the research undertaken:

- As a building Centre Point enjoys reasonably high levels of awareness at 73.3%
 - But as a restaurant, with awareness of just 13.3% the Paramount is little known compared to places like Kensington Roof Gardens or the Oxo Tower, albeit in line with other tall tower restaurants such as Vertigo 42 (14.3%) or Altitude 360 (10.8%)
- There are low levels of interest in visiting a viewing gallery at Centre Point; the building scored lowest of those shown to respondents with just 34% of people expressing positive interest compared to, for example, 48% of people who would like to go up the BT Tower or 57% who would be interested in a viewing gallery at the top of the Gherkin
- As the plans currently stand, a viewing gallery at Centre Point would be unable to deliver on key features which people look for in a viewing gallery, specifically
 - The quality of the view (assuming north facing views only)
 - Information about the views (there would not be space to include interpretation)
 - Ability to see key London landmarks (again assuming north facing views only).

APPENDIX 2

INTRODUCTION

This study explores the key options for including a publicly accessible viewing gallery to the upper levels of Centre Point Tower, following comments raised by London Borough of Camden planning officers. The options considered have been refined following a meeting with Camden on 29th January 2013.

The study should be read in conjunction with material produced by Britton McGrath.

OPTION 01 - FULL GALLERY TO 33RD FLOOR

ISSUES

DURING PEAK PERIODS OF USE, THE VIEWING GALLERY PASSENGER LIFT IS SHARED BETWEEN RESIDENTS AND VIEWING GALLERY VISITORS. REFER TO BRITTON MCGRATH REPORT FOR FURTHER ANALYSIS OF PEAK DEMAND LIFT USE.

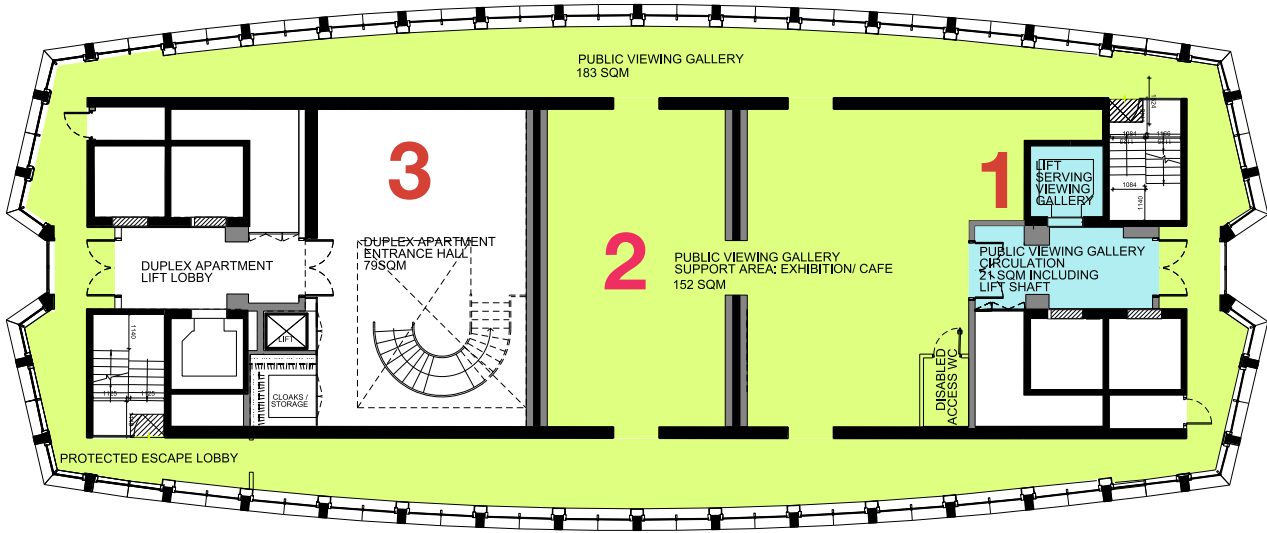
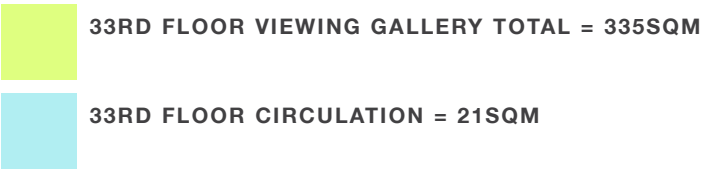
LOSS OF MAJORITY OF LOWER DUPLEX PENTHOUSE - LOWER DUPLEX BECOMES AN ENTRANCE HALLWAY ONLY AT 33RD FLOOR - A LOSS OF 303SQM OF RESIDENTIAL FLOOR SPACE AT 33RD FLOOR

FURTHER IMPACT ON SALES VALUE OF DUPLEX APARTMENT DUE TO THE PROXIMITY OF THE VIEWING GALLERY

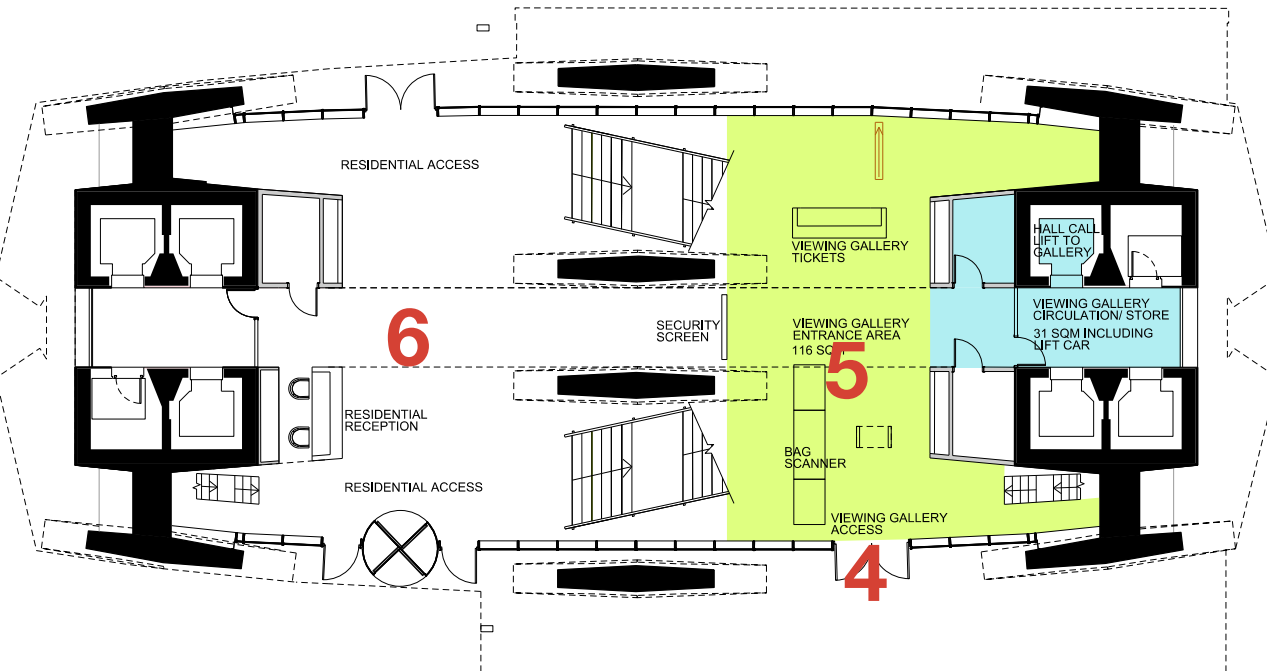
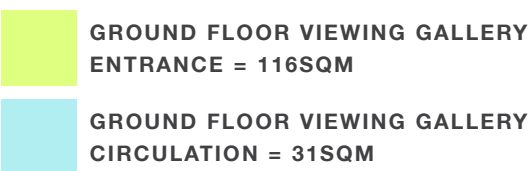
AFFECTS RESIDENTIAL ENTRANCE SEQUENCE - RESIDENTS WILL NEED TO TRANSFER TO THE NORTHERN LIFT CORE AT MEZZANINE LEVEL - WILL HAVE AN IMPACT ON THE SALES VALUE OF ALL APARTMENTS

IMPACT OF ADJACENT RESIDENTIAL/ VIEWING GALLERY ENTRANCES AT GROUND FLOOR.

- 1. Lift shared with residents during periods of high residential demand.
- 2. The 33rd floor duplex apartment cannot be retained in its current form as the gallery location results in all windows being given over to the viewing gallery. Results in loss of 303 sqm of valuable residential floor space from the lower duplex apartment.
- 3. Duplex apartment is entered via the south core only - from a lobby at 33rd floor with no external views - this space is top lit only.



- 4. A dedicated viewing gallery entrance should be provided to enable security and ticket sales to be processed with minimised impact on the residential entrance. This splits the ground floor plan and thus impacts on residential amenity.
- 5. Security and ticket sales take up a large proportion of the ground floor.
- 6. Residential entrance is confined to the south core - residents would need to transfer to the north core at mezzanine level - this will have an impact on the sales value of all apartments.



**OPTION 01A - FULL GALLERY TO 33RD FLOOR WITH REMOVAL OF STRUCTURAL WALLS
TO PROVIDE THROUGH EAST/ WEST VIEWS TO LARGE VIEWING GALLERY**

ISSUES

DURING PEAK PERIODS OF USE, THE VIEWING GALLERY PASSENGER LIFT IS SHARED BETWEEN RESIDENTS AND VIEWING GALLERY VISITORS. REFER TO BRITTON MCGRATH REPORT FOR FURTHER ANALYSIS OF PEAK DEMAND LIFT USE.

LOSS OF MAJORITY OF LOWER DUPLEX PENTHOUSE - LOWER DUPLEX BECOMES AN ENTRANCE HALLWAY ONLY AT 33RD FLOOR - A LOSS OF 303SQM OF RESIDENTIAL FLOOR SPACE AT 33RD FLOOR

REMOVAL OF STRUCTURAL CROSS-WALLS TO GIVE PANORAMIC EAST/ WEST VIEWS FROM 33RD FLOOR GALLERY WILL HAVE A LARGE COST IMPACT.

FURTHER IMPACT ON SALES VALUE OF DUPLEX APARTMENT DUE TO THE PROXIMITY OF THE VIEWING GALLERY

AFFECTS RESIDENTIAL ENTRANCE SEQUENCE - RESIDENTS WILL NEED TO TRANSFER TO THE NORTHERN LIFT CORE AT MEZZANINE LEVEL - THIS WILL HAVE AN IMPACT ON THE SALES VALUE OF ALL APARTMENTS

1. Lift shared with residents during periods of high residential demand.

2. The 33rd floor duplex apartment cannot be retained in its current form as the gallery location results in all windows being given over to the viewing gallery. Results in loss of 303 sqm of valuable residential floor space from the lower duplex apartment.

3. Duplex apartment is entered via the south core only - from a lobby at 33rd floor with no external views - this space is top lit only.

33RD FLOOR VIEWING GALLERY TOTAL = 344SQM

33RD FLOOR CIRCULATION = 21SQM

4. A dedicated viewing gallery entrance should be provided to enable security and ticket sales to be processed with minimised impact on the residential entrance. This splits the ground floor plan and thus impacts on residential amenity.

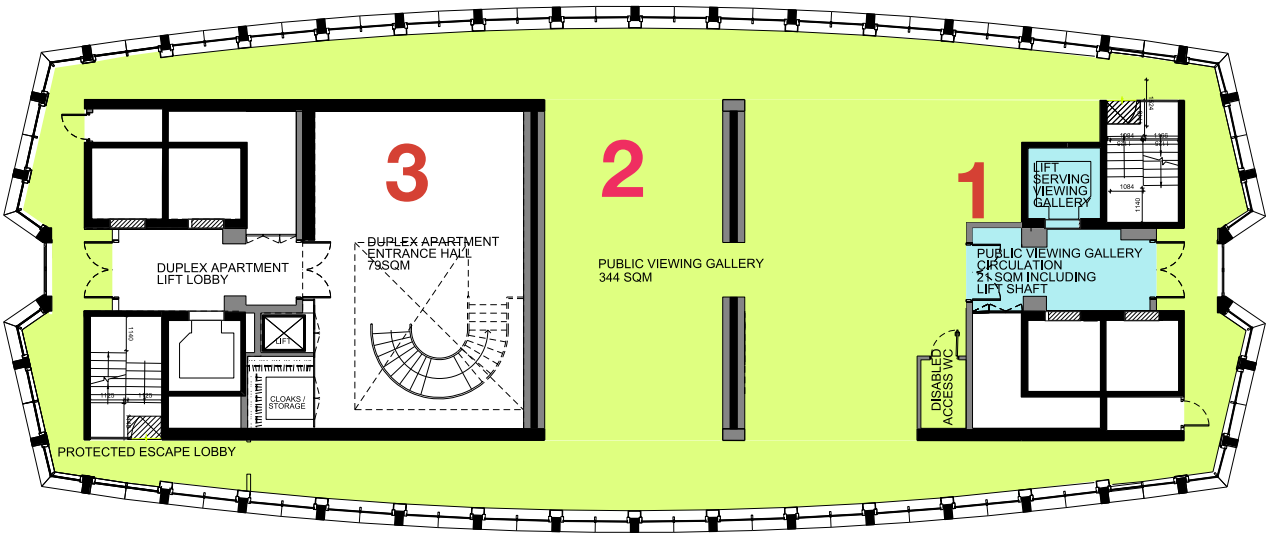
5. Security and ticket sales take up a large proportion of the ground floor.

6. Lift is shared with residents during periods of peak residential demand. Residents enter the north core from mezzanine level.

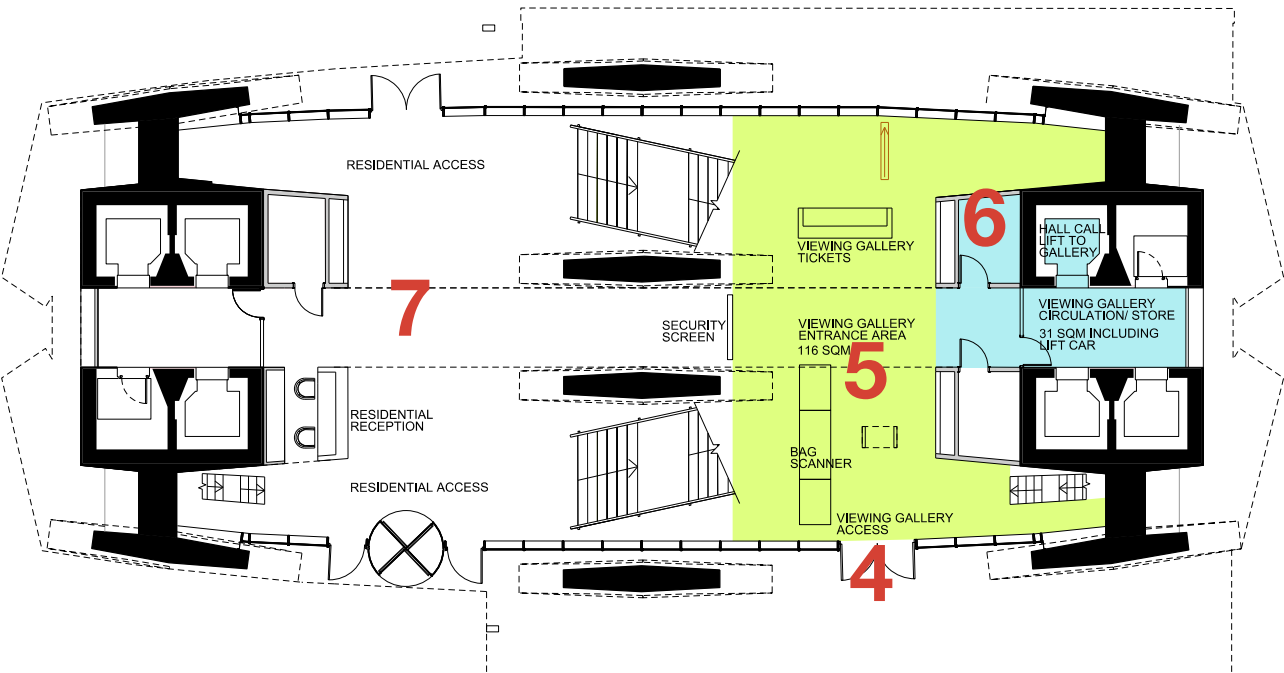
7. Residential entrance is confined to the south core - residents would need to transfer to north core at mezzanine level - this will have an impact on the sales value of all apartments.

GROUND FLOOR VIEWING GALLERY ENTRANCE = 116SQM

GROUND FLOOR VIEWING GALLERY CIRCULATION = 31SQM



33RD FLOOR PLAN



GROUND FLOOR PLAN

OPTION 02: LARGE 32ND FLOOR GALLERY TO NORTH CORE

ISSUES

DURING PEAK PERIODS OF USE, THE VIEWING GALLERY PASSENGER LIFT IS SHARED BETWEEN RESIDENTS AND VIEWING GALLERY VISITORS. REFER TO BRITTON MCGRATH REPORT FOR FURTHER ANALYSIS OF PEAK DEMAND LIFT USE.

LOSS OF APPROXIMATELY 115SQM FROM 32ND FLOOR APARTMENT

32ND FLOOR APARTMENT BECOMES A MAXIMUM 3-BED OR LARGE 2-BED IN LIEU OF A 4-BED (LARGE 2-BED ILLUSTRATED)

IMPACT ON SALES VALUE OF 32ND FLOOR APARTMENT DUE TO PROXIMITY OF VIEWING GALLERY, AND ON ALL OTHER APARTMENTS DUE TO COMPROMISED GROUND FLOOR SEQUENCE

AFFECTS RESIDENTIAL ENTRANCE SEQUENCE - RESIDENTS WILL NEED TO TRANSFER TO THE NORTHERN LIFT CORE AT MEZZANINE LEVEL - THIS WILL HAVE AN IMPACT ON THE SALES VALUE OF ALL APARTMENTS

- 1. Lift shared with residents during periods of high residential demand.
- 2. Large viewing area created to north end of 32nd floor - results in loss of 115sqm and 360 degree views from this apartment (this includes views otherwise gained through north and south ends).
- 3. 32nd floor apartment area impacted - dining/ kitchen area reduced in size
- 4. 32nd apartment floor area impacted: affects bedroom layouts. The apartment becomes either a large 2-bedroom (shown) or 3-bedroom apartment. This was previously a 4-bedroom apartment.
- 5. The apartment must be planned so that no habitable room has a door further than 11.5m away from the apartment entrance door.
- 6. With only one means of escape from the viewing gallery, the stair may need to be pressurised.

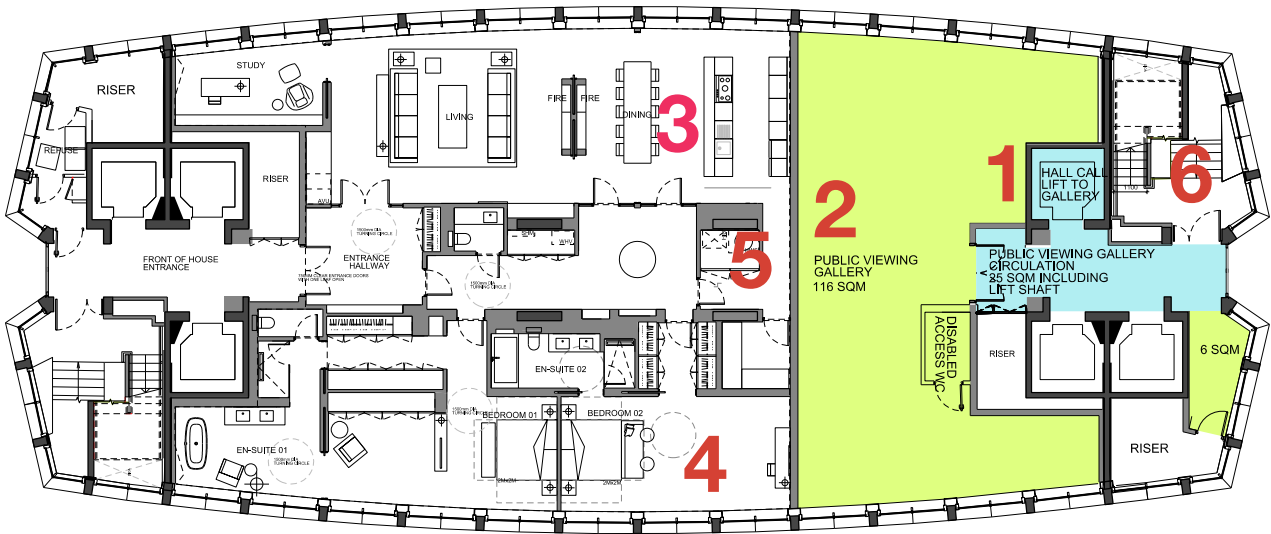
32ND FLOOR VIEWING GALLERY TOTAL = 122SQM

32ND FLOOR CIRCULATION = 25SQM

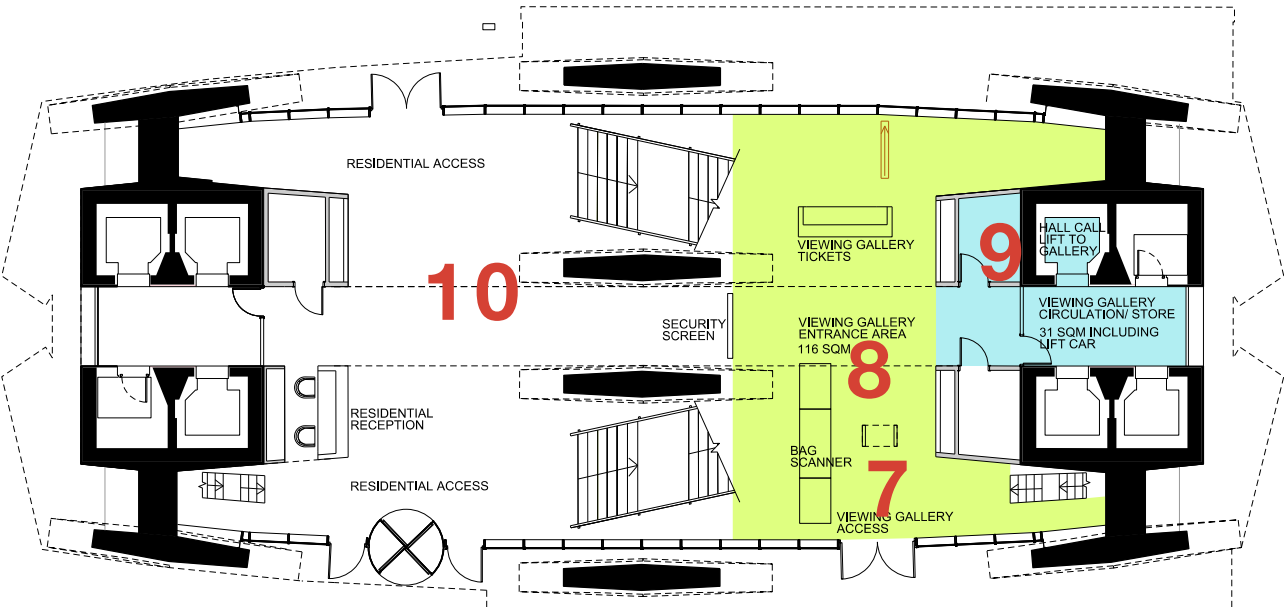
- 7. A dedicated viewing gallery entrance should be provided to enable security and ticket sales to be processed with minimised impact on residential entrance. This splits the ground floor plan and thus impacts on residential amenity
- 8. Security and ticket sales take up a large proportion of the ground floor
- 9. Lift is shared with residents during periods of peak residential demand. Residents enter the north core from mezzanine level.
- 10. Residential entrance is confined to the south core - residents would need to transfer to north core at mezzanine level - this will have an impact on the sales value of all apartments.

GROUND FLOOR VIEWING GALLERY ENTRANCE = 116SQM

GROUND FLOOR VIEWING GALLERY CIRCULATION = 31SQM



32ND FLOOR PLAN



GROUND FLOOR PLAN

0 5m scale 1: 250@A3 N

OPTION 02A: LARGE 32ND FLOOR GALLERY TO SOUTH CORE

ISSUES

DURING PEAK PERIODS OF USE, THE VIEWING GALLERY PASSENGER LIFT IS SHARED BETWEEN RESIDENTS AND VIEWING GALLERY VISITORS. REFER TO BRITTON MCGRATH REPORT FOR FURTHER ANALYSIS OF PEAK DEMAND LIFT USE.

LOSS OF APPROXIMATELY 115SQM FROM 32ND FLOOR APARTMENT

32ND FLOOR APARTMENT BECOMES A MAXIMUM 3-BED OR LARGE 2-BED IN LIEU OF A 4-BED (LARGE 2-BED ILLUSTRATED)

IMPACT ON SALES VALUE OF 32ND FLOOR APARTMENT DUE TO PROXIMITY OF VIEWING GALLERY, AND ON ALL OTHER APARTMENTS DUE TO COMPROMISED GROUND FLOOR SEQUENCE

IMPACT ON SALES VALUE OF 32ND FLOOR APARTMENT DUE TO ENTRANCE FROM NORTH CORE

AFFECTS RESIDENTIAL ENTRANCE SEQUENCE - RESIDENTS WILL NEED TO TRANSFER TO THE SOUTHERN LIFT CORE AT MEZZANINE LEVEL. THIS WILL HAVE AN IMPACT ON THE SALES VALUE OF ALL APARTMENTS

RESIDENTIAL ENTRANCE LOCATED BENEATH BRIDGE LINK - IMPACT ON VALUES DUE TO LOCATION BEING PERCEIVED AS LESS DESIRABLE THAN ENTERING FROM THE PIAZZA

FURTHER STRUCTURAL WORKS REQUIRED AT MEZZANINE LEVEL TO ACCOMMODATE ROTATED STAIRS

1. Lift shared with residential during periods of high residential demand.
2. Large viewing area created to the south end of 32nd floor - results in loss of 115sqm and 360 degree views from this apartment (this includes views otherwise gained through north and south ends).
3. 32nd floor apartment area impacted - dining/ kitchen area reduced in size
4. 32nd floor apartment area impacted: affects bedroom layouts. The apartment becomes either a large 2-bedroom (shown) or 3-bedroom apartment.
5. Apartment must be planned so that no habitable room has a door further than 11.5m away from the apartment entrance door.
6. Apartment is entered via the north core - impact on values to be assessed.
7. With only one means of escape from the viewing gallery, the stair may need to be pressurised.

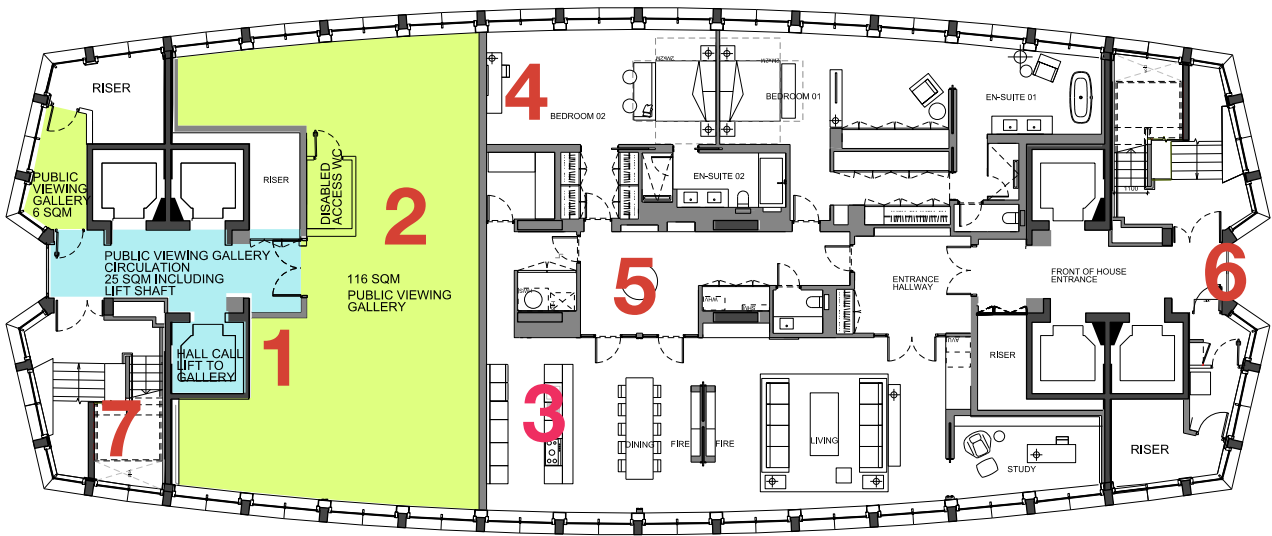
32ND FLOOR VIEWING GALLERY TOTAL = 122SQM

32ND FLOOR VIEWING GALLERY CIRCULATION = 25SQM

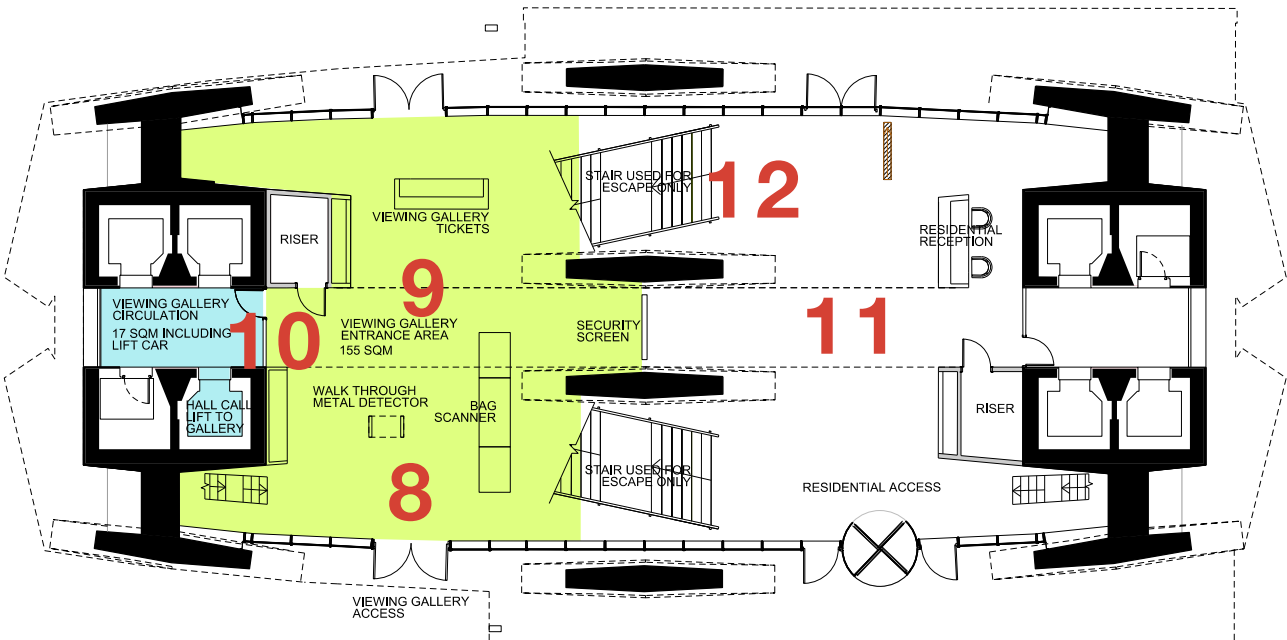
8. A dedicated viewing gallery entrance should be provided to enable security and ticket sales to be processed with minimised impact on residential entrance. This splits the ground floor plan and thus impacts on residential amenity.
9. Security and ticket sales take up a large proportion of the ground floor.
10. Lift is shared with residents during periods of peak residential demand. Residents enter the south core from mezzanine level.
11. Residential entrance is confined to north core - residents would need to transfer to south core at mezzanine level - this will have an impact on the sales value of all apartments.
12. Stairs to be rotated through 180 degrees - will need additional structural works to infill floor at mezzanine level.

GROUND FLOOR VIEWING GALLERY ENTRANCE = 155SQM

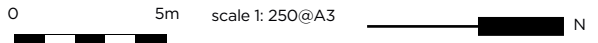
GROUND FLOOR VIEWING GALLERY CIRCULATION = 17SQM



32ND FLOOR PLAN



GROUND FLOOR PLAN



OPTION 03: SMALL GALLERY TO 33RD FLOOR NORTH CORE

ISSUES

DURING PEAK PERIODS OF USE, THE VIEWING GALLERY PASSENGER LIFT IS SHARED BETWEEN RESIDENTS AND VIEWING GALLERY VISITORS. REFER TO BRITTON MCGRATH REPORT FOR FURTHER ANALYSIS OF PEAK DEMAND LIFT USE.

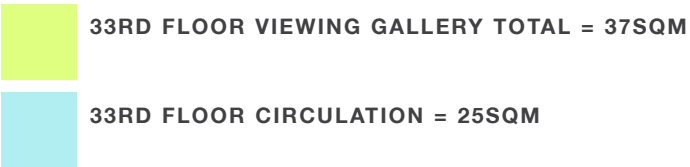
AFFECTS RESIDENTIAL ENTRANCE SEQUENCE - RESIDENTS WILL NEED TO TRANSFER TO THE NORTHERN LIFT CORE AT MEZZANINE LEVEL. THIS WILL HAVE AN IMPACT ON THE SALES VALUE OF ALL APARTMENTS

VERY SMALL VIEWING GALLERY (37SQM) WITH NO SCOPE FOR ADDITIONAL FACILITIES BEYOND THE DISABLED ACCESS WC INDICATED (EG, NO SPACE FOR SHOP/ CAFE). THIS OPTION HAS LIMITED VISITOR CAPACITY.

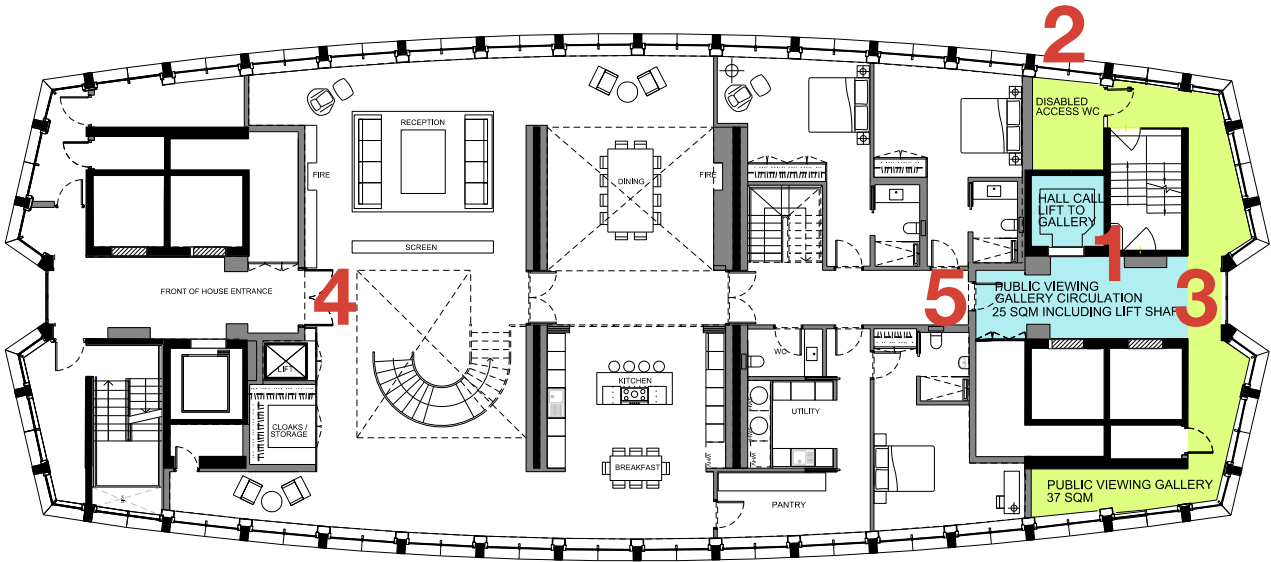
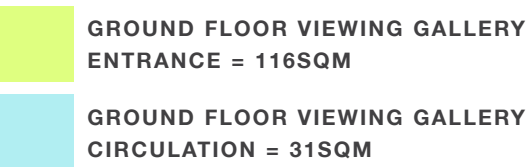
THIS OPTION IS FELT TO BE UNWORKABLE AS THE VIEWING GALLERY SPACE IS IN THE AREA OF THE PROTECTED LOBBY TO THE ESCAPE STAIR.

IMPACT ON SALES VALUE OF DUPLEX APARTMENT DUE TO THE PROXIMITY OF THE VIEWING GALLERY, AND ON ALL OTHER APARTMENTS DUE TO COMPROMISED GROUND FLOOR SEQUENCE

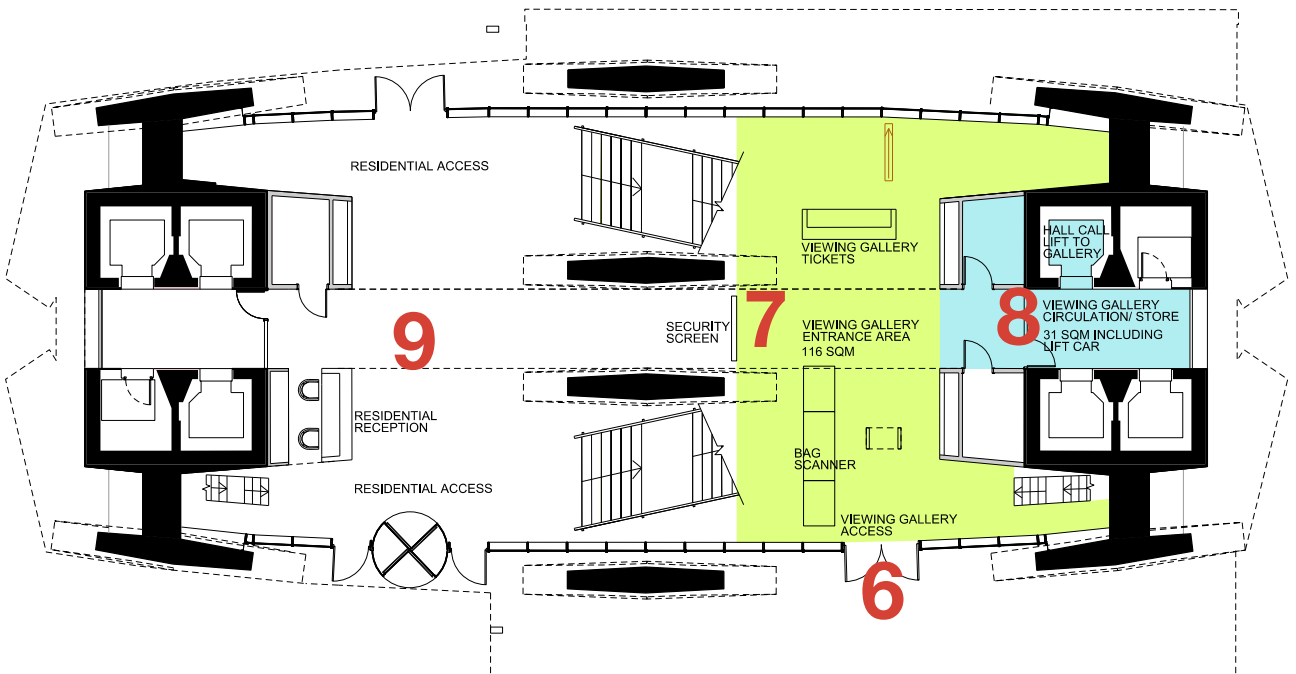
1. Lift shared with residents during periods of high residential demand.
2. Extension of viewing gallery to west elevation results in a loss of 8sqm residential area from the 33rd floor duplex.
3. Fire escape strategy would need to be agreed as the viewing gallery uses the protected fire fighting lobby. This may make the option unworkable. With only one means of escape the stair may need to be pressurised.
4. Duplex apartment is entered from the south core only.
5. A second means of escape needs to be maintained from the 33rd floor duplex.



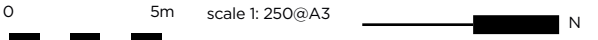
6. A dedicated viewing gallery entrance should be provided to enable security and ticket sales to be processed. This splits the ground floor plan and thus impacts on residential amenity
7. Security and ticket sales take up a large proportion of the ground floor
8. Lift is shared with residents during periods of peak residential demand. Residents enter the north core from mezzanine level.
9. Residential entrance is confined to the south core - residents would need to transfer to north core at mezzanine level - this will have an impact on the sales value of all apartments.



33RD FLOOR PLAN



GROUND FLOOR PLAN



OPTION 04: VIEWING GALLERY TO 34TH FLOOR

ISSUES

AFFECTS RESIDENTIAL ENTRANCE SEQUENCE
- RESIDENTS WILL NEED TO TRANSFER TO THE
NORTHERN LIFT CORE AT MEZZANINE LEVEL

LIFT NEEDS TO BE EXTENDED TO SERVE 34TH FLOOR
- WILL HAVE A NEGATIVE VISUAL IMPACT ON THE
SILHOUETTE OF THE TOWER. THE LIFT EXTENSION
IS NOT REQUIRED TO SERVE THE 34TH FLOOR WHEN
CONFIGURED AS A DUPLEX APARTMENT.

THE LIFT OVERRUN CLASHES WITH CLEANING CRADLE
TRACK - IT IS NOT FEASIBLE TO RELOCATE THE CRADLE
TRACK.

THE EXTERNAL GALLERY WILL NEED TO BE CAGED,
WITH A DETRIMENTAL VISUAL IMPACT ON THE GALLERY
SHADOW GAP WHEN VIEWED FROM STREET LEVEL.

34TH FLOOR LEVEL OF THE DUPLEX APARTMENT IS
OMITTED WITH SUBSEQUENT IMPACT ON VALUES.
THIS RESULTS IN THE COMPLETE LOSS OF DUPLEX
APARTMENTS FROM THE SCHEME AS THIS DUPLEX
LAYOUT CANNOT BE REPLICATED ON LOWER LEVELS
DUE TO STRUCTURAL LIMITATIONS.

IMPACT ON SALES VALUE OF 33RD FLOOR APARTMENT
DUE TO PROXIMITY OF VIEWING GALLERY, AND ON ALL
OTHER APARTMENTS DUE TO COMPROMISED GROUND
FLOOR SEQUENCE.

1. Lift shared with residential during periods of high residential demand.
2. Lift extended to serve 34th floor - the lift overrun will extend above roof level with a visual impact on the tower silhouette from street level. Refer to cross-section.
3. External terrace will need to be caged to all sides, with subsequent impact on external appearance. This will reduce the effect of the terrace as shadow gap beneath the roof and have a negative impact on the visual appearance of the tower.
4. Upper duplex apartment omitted - replaced with internal viewing gallery area. Duplex apartment is reduced to a single level 3-bed apartment at 33rd floor.

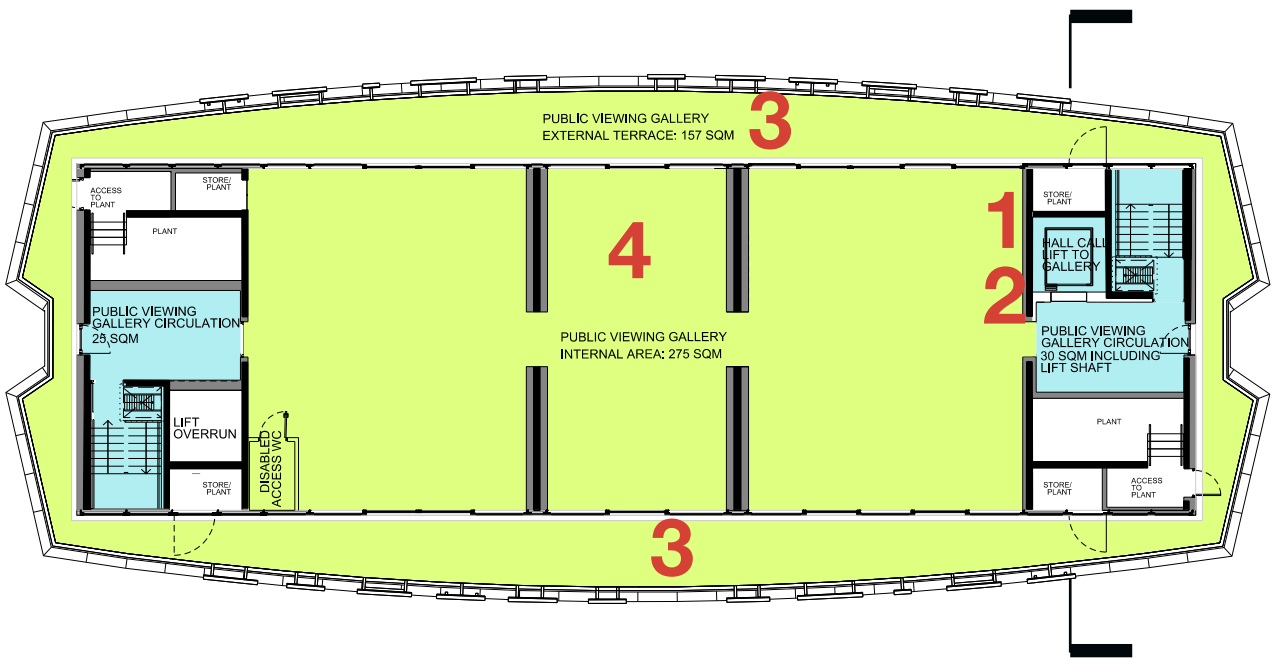
34TH FLOOR VIEWING GALLERY TOTAL INTERNAL & EXTERNAL = 432SQM

34TH FLOOR CIRCULATION = 55SQM

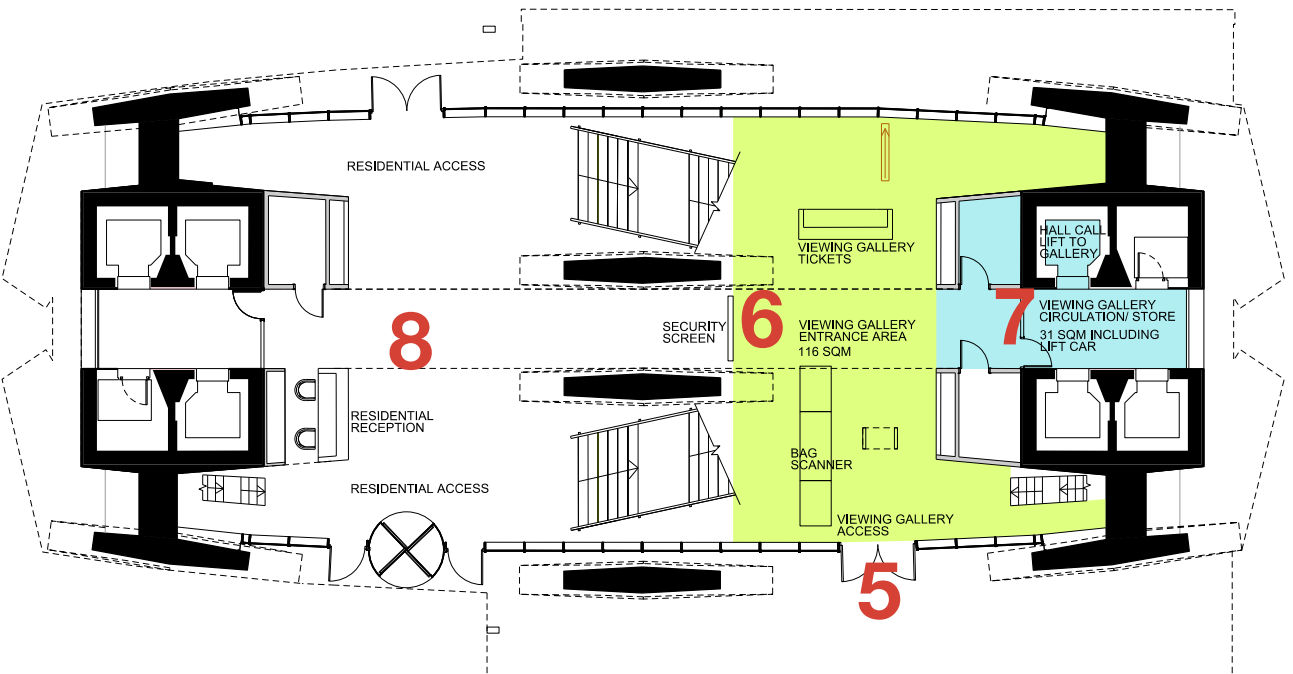
5. A dedicated viewing gallery entrance should be provided to enable security and ticket sales to be processed. This splits the ground floor plan and thus impacts on residential amenity
6. Security and ticket sales take up a large proportion of the ground floor.
7. Lift is shared with residents during periods of peak residential demand.
8. Residential entrance is confined to the south core - residents would need to transfer to north core at mezzanine level - this will have an impact on the sales value of all apartments.

GROUND FLOOR VIEWING GALLERY ENTRANCE = 116SQM

GROUND FLOOR VIEWING GALLERY CIRCULATION = 31SQM



34TH FLOOR PLAN



GROUND FLOOR PLAN

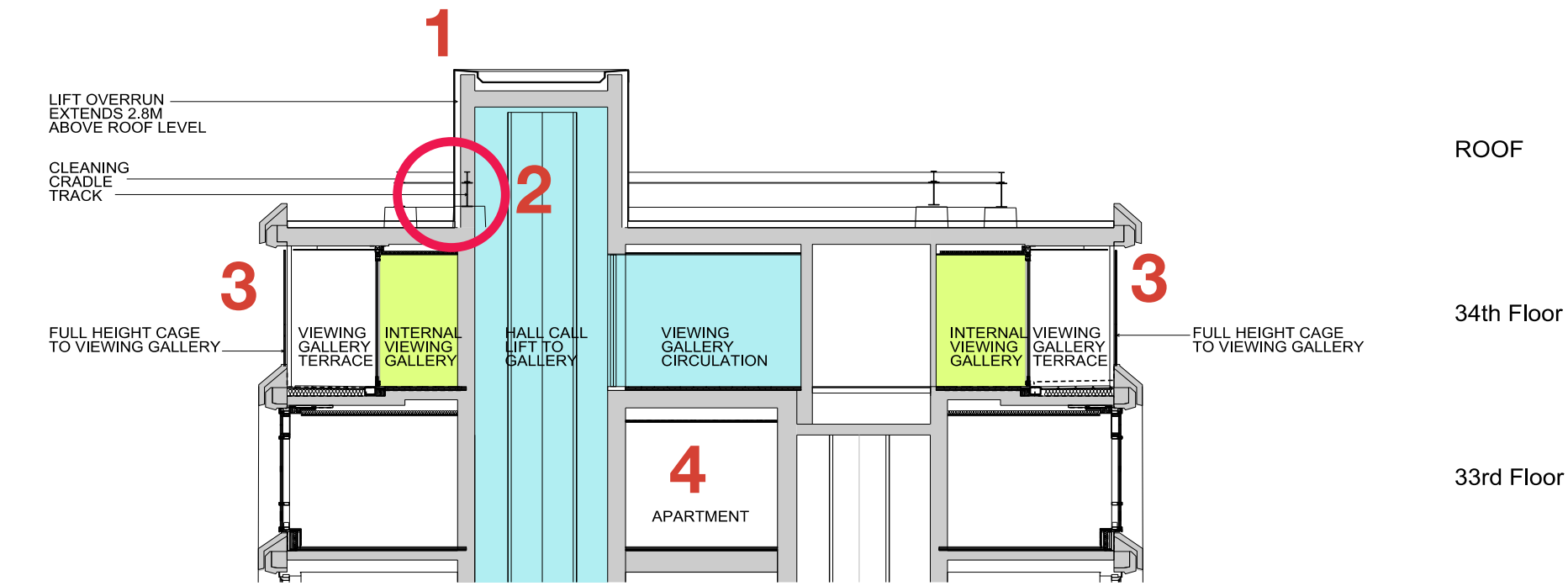
0 5m scale 1: 250@A3 N

OPTION 04: VIEWING GALLERY TO 34TH FLOOR

- 1. Passenger lift needs to be extended to serve 34th floor viewing gallery - lift overrun extends 2.8m above roof level, impacting on the silhouette of the top of the tower. The lift does not need to be extended to 34th floor when configured as a duplex apartment.
- 2. Lift overrun clashes with cleaning cradle track - the track cannot be relocated.
- 3. The external terrace will need to be caged with a subsequent impact on external appearance. This will reduce the effect of the terrace as a shadow gap beneath the roof and have a negative impact on the visual appearance of the tower.
- 4. The duplex apartment is reduced to a single level 3-bed apartment at 33rd floor. This results in the complete loss of duplex apartments from the scheme as this duplex layout cannot be replicated on lower levels due to structural limitations.

34TH FLOOR VIEWING GALLERY

34TH FLOOR VIEWING GALLERY CIRCULATION



OPTION 05: VIEWING GALLERY TO 30TH FLOOR

ISSUES

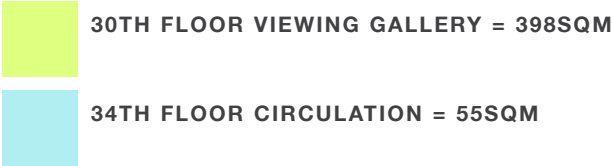
DURING PEAK PERIODS OF USE, THE VIEWING GALLERY PASSENGER LIFT IS SHARED BETWEEN RESIDENTS AND VIEWING GALLERY VISITORS. REFER TO BRITTON MCGRATH REPORT FOR FURTHER ANALYSIS OF PEAK DEMAND LIFT USE.

LOSS OF TWO X 3-BED APARTMENTS AT 196SQM EACH FROM THE 30TH FLOOR.

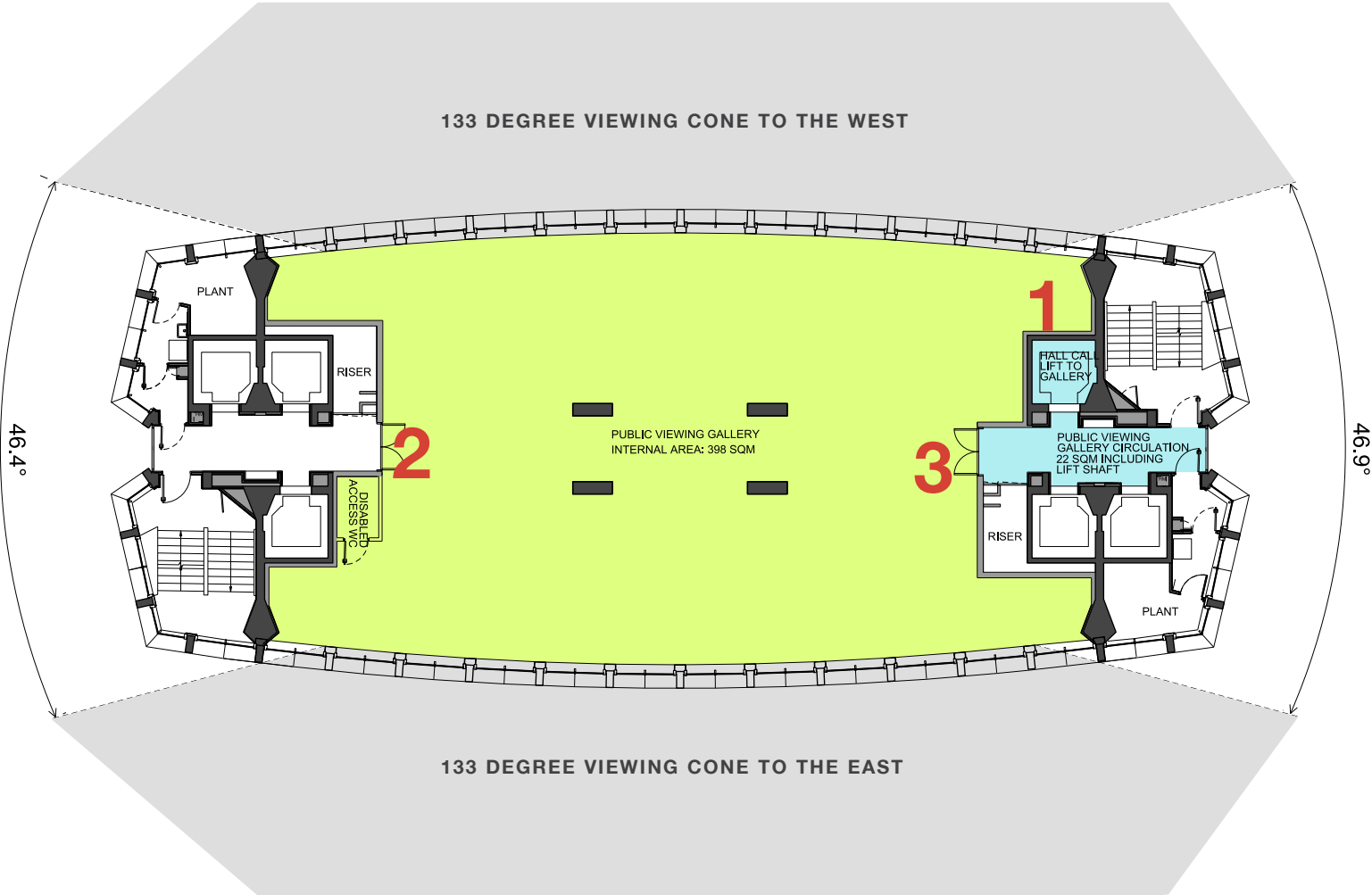
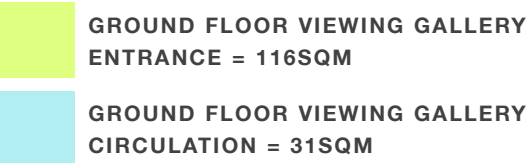
IMPACT ON SALES VALUE OF 29TH & 31ST FLOOR APARTMENTS DUE TO PROXIMITY OF VIEWING GALLERY, AND ON ALL OTHER APARTMENTS DUE TO COMPROMISED GROUND FLOOR SEQUENCE

AFFECTS RESIDENTIAL ENTRANCE SEQUENCE - RESIDENTS WILL NEED TO TRANSFER TO THE NORTHERN LIFT CORE AT MEZZANINE LEVEL - THIS WILL HAVE AN IMPACT ON THE SALES VALUE OF ALL APARTMENTS

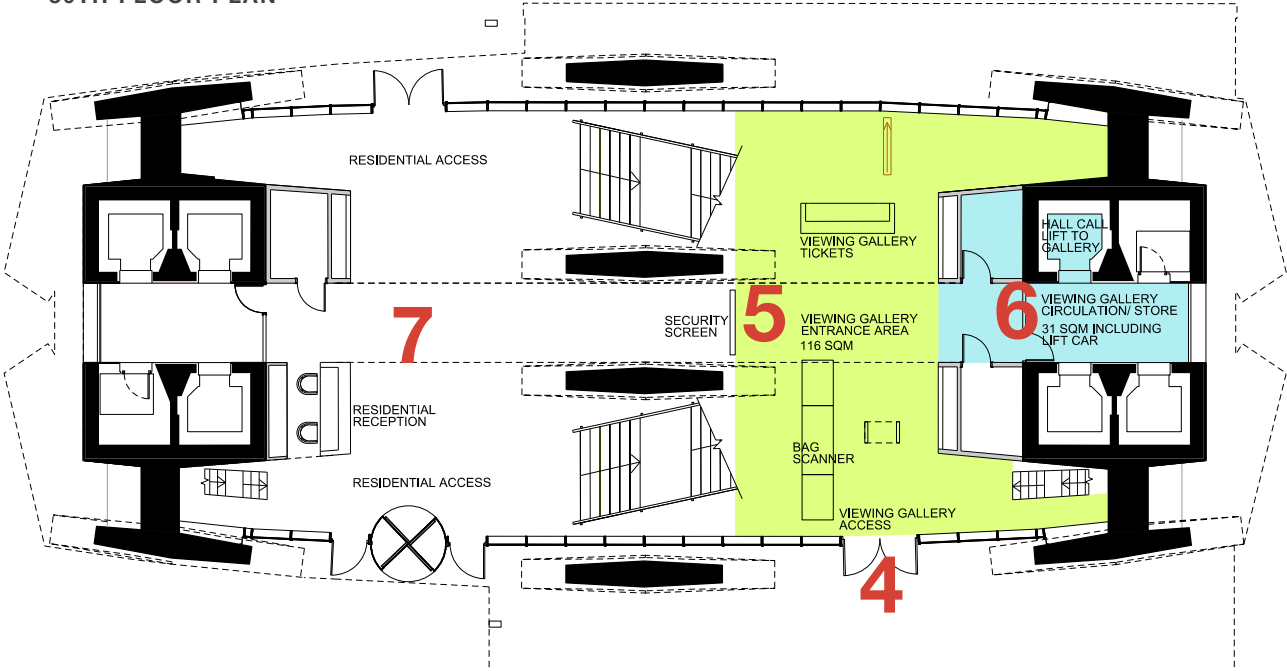
- 1. Lift shared with residential during periods of high residential demand.
- 2. Second means of escape needs to be maintained from the viewing gallery.
- 3. Viewing Gallery entered from the North Core.



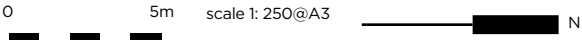
- 4. A dedicated viewing gallery entrance should be provided to enable security and ticket sales to be processed. This splits the ground floor plan and thus impacts on residential amenity
- 5. Security and ticket sales take up a large proportion of the ground floor.
- 6. Lift is shared with residents during periods of peak residential demand.
- 7. Residential entrance is confined to the south core - residents would need to transfer to north core at mezzanine level - this will have an impact on the sales value of all apartments.



30TH FLOOR PLAN



GROUND FLOOR PLAN



APPENDIX 3

INTRODUCTION

This study explores the main option for including a restaurant to the 30th floor of Centre Point Tower, following comments raised by London Borough of Camden planning officers.

The study should be read in conjunction with the Management Statement for the Paramount Club, prepared by Jones Lang LaSalle in September 2004.

THE RESTAURANT WILL NEED ITS OWN DEDICATED LIFT ACCESS. THE LIFT WILL NEED TO BE USED FOR BOTH SERVICING THE RESTAURANT, AND FRONT OF HOUSE ACCESS FOR DINERS. THE RESTAURANT WILL NEED TO MANAGE THIS CAREFULLY TO ENSURE THE TWO USES NEVER COINCIDE.

THE USE OF A DEDICATE LIFT FOR THE RESTAURANT MAY IMPACT ON THE RESIDENTIAL LIFT WAITING TIMES AND ASSOCIATED RESIDENTIAL VALUES.

INCLUDING A RESTAURANT AT 30TH FLOOR RESULTS IN THE LOSS OF ONE FLOOR OF RESIDENTIAL = LOSS OF 2 X 3-BEDROOM APARTMENTS AT 196SQM EACH.

THE PRESENCE OF A RESTAURANT WILL IMPACT THE VALUES OF THE APARTMENTS ON FLOORS ABOVE AND BELOW (TWO X 3-BED UNITS AND A 4-BED UNIT).

THE NEED TO INCORPORATE ADDITIONAL ACOUSTIC SEPARATION MAY FURTHER REDUCE RESIDENTIAL CEILING HEIGHTS, WITH A FURTHER IMPACT ON THE VALUE OF THE AFFECTED APARTMENTS.

FURTHER LOSS OF APPROXIMATELY 3.75SQM FROM EACH OF THE 4-BED APARTMENTS AND DUPLEX PENTHOUSE FLOORS (TOTAL LOSS OF 15 SQM) FOR RESTAURANT/ KITCHEN FRESH AIR SUPPLY AND EXTRACT FROM ROOF LEVEL.

ISSUES

A RESTAURANT ON THE 30TH FLOOR WILL NEED TO ACCOMMODATE A KITCHEN AND ALL ASSOCIATED BACK OF HOUSE SPACE ON THE SAME LEVEL.

ADDITIONAL RISER SPACE OF 0.3 SQM WILL BE REQUIRED BETWEEN BASEMENT AND 30TH FLOOR FOR GAS, LOW TEMPERATURE HOT WATER AND CONDENSER WATER. THIS EQUATES TO A TOTAL OF 8SQM LOST AREA AND COMPROMISED APARTMENT LAYOUTS.

KITCHEN PLANT WILL NEED TO BE LOCATED AT ROOF LEVEL, WITH AN ASSOCIATED NOISE IMPACT ON THE SURROUNDING AREA.

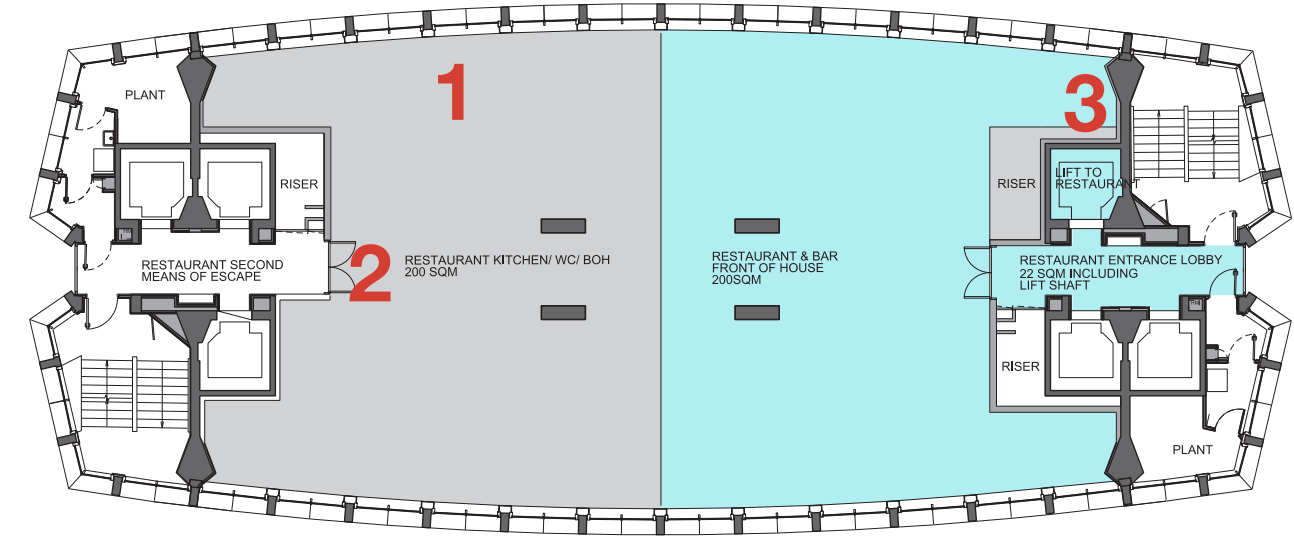
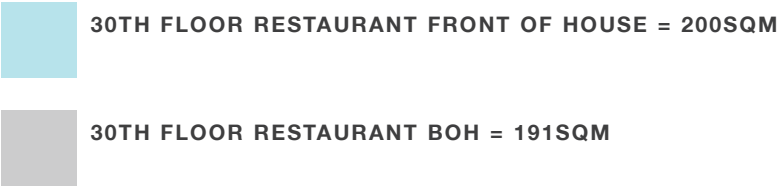
MIXED USE WILL AFFECT THE RESIDENTIAL ENTRANCE SEQUENCE - RESIDENTS WILL NEED TO TRANSFER TO THE NORTHERN LIFT CORE AT MEZZANINE LEVEL - THIS WILL HAVE AN IMPACT ON THE SALES VALUE OF ALL APARTMENTS

THE PRESENCE OF A RESTAURANT ENTRANCE AT GROUND FLOOR WILL IMPACT ON THE AMENITY AND PRIVACY OF RESIDENTS. THERE WILL BE A DIRECT COINCIDENCE OF PEAK USE DURING THE EVENING.

A VENUE OF THIS NATURE MAY NEED TO RELY ON THE EVENTS MARKET TO MAKE SUFFICIENT REVENUE. AN EVENT DESTINATION IS WHOLLY INCOMPATIBLE WITH RESIDENTIAL USE, AND WILL SEVERELY IMPACT ON RESIDENTIAL AMENITY. IT IS LIKELY THAT AN ADDITIONAL FLOOR OF RESIDENTIAL WILL BE LOST IN ORDER TO INCOPORATE AN ACOUSTIC BREAK BETWEEN USES.

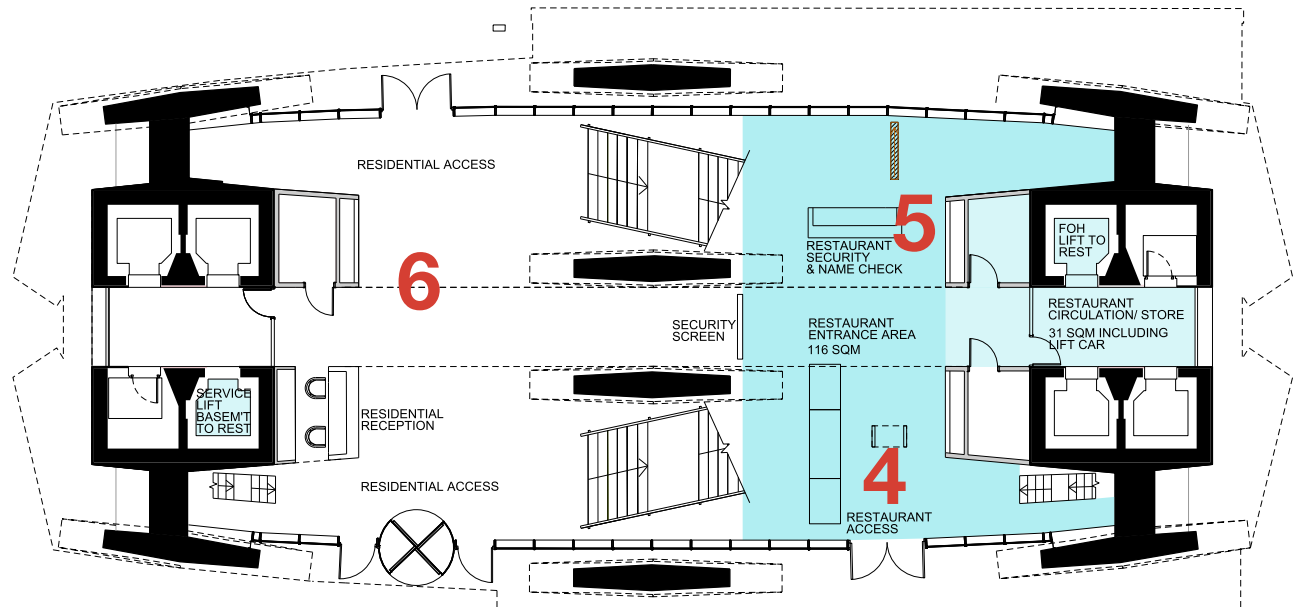
CENTRE POINT RESTAURANT STUDY

- 1. Kitchen and back of house space has a negative impact on the listed facade and restricts diners’ views.
- 2. A second means of escape will need to be maintained from the restaurant via the back of house area.
- 3. A separate lift will be required to serve the restaurant. This will need to be used as a service lift during restaurant ‘out of hours’, cleaned ready for use as a front of hosue lift during restaurant hours.



30TH FLOOR PLAN

- 4. A dedicated restaurant entrance should be provided to enable security and name check to be processed with minimised impact on the residential entrance. This splits the ground floor plan and thus impacts on residential amenity.
- 5. Security and name check take up a large proportion of the ground floor.
- 6. Residential entrance is confined to the south core - residents would need to transfer to the north core at mezzanine level - this will have an impact on the sales value of all apartments.



GROUND FLOOR PLAN

