

Planning Statement

Wellcome Collection Development 183 Euston Road, NW1 2BE

Prepared for:
Wellcome Trust

February 2013

Contents

1	Introduction	3
2	Application Proposals	4
3	Background	8
4	Planning Context	10
5	Planning Analysis	15
6	Conclusions	20

Appendices

- 1 Camden Council Pre-Application Response
- 2 Wellcome Trust Statement regarding Vacant Space
- 3 Wellcome Trust Transport Statement

1 Introduction

This planning statement is prepared in support of a detailed planning application relating to proposed works at Wellcome Collection, 183 Euston Road, NW1 2BE.

In 2007 Wellcome Trust launched the Wellcome Collection, based in the Trust's former headquarters, Wellcome Building, at 183 Euston Road. The Collection enables the public to explore the connections between medicine, life and art, offering visitors contemporary and historic exhibitions and collections, lively public events and debates and access to the world renowned Wellcome Library.

Since its opening in 2007 there have been over 1.6 million visits to Wellcome Collection. The original business plan for the venue predicted visitor numbers of c.100,000 per annum, a figure which was exceeded within the first year. Last year the venue received over 490,000 visits. There have been eighteen major temporary exhibitions and a weekly events programme, for which the venue has received much critical acclaim.

The success of Wellcome Collection has brought with it a number of operational challenges for a building that was designed to cope with far fewer visitors. The vacation of the top two floors of the building by the Wellcome Trust Centre for the History of Medicine at UCL in August 2011 has presented the Trust with the opportunity to review the distribution of other activities in the building, to expand the public offer and to improve ancillary services such as catering so that the visitor experience keeps pace with demand.

The Wellcome Collection Development involves the redevelopment of parts of Wellcome Collection with the aim of expanding and enriching the main visitor offer whilst easing congestion and improving visitor facilities to accommodate ongoing anticipated growth in visitor numbers, from 500,000 to 1 million per year.

Key features of the Development include:

- New internal dynamic staircase
- New external main entrance doors to improve access and increase environment control
- Infill of lightwells to improve circulation around exhibition space and within the research library
- Reorganisation of the Reading Room to encourage use by the public as more of a 'hands-on' experience, linking exhibitions and library
- Increased Research Library space
- Creation of a 'Wellcome Hub' to encourage collaboration between researchers
- Additional roof plant required due to the increase in conditioned space and increased occupancy

In this Statement we describe the building, its planning context and assess the application proposals in the context of the planning policy framework. The statement follows the following format:

Section 2 – Application Proposals
Section 3 – Background
Section 4 – Planning Context
Section 5 – Planning Analysis
Section 6 – Conclusions

2 Application Proposals

In this section we describe the application proposals, application package and summarise the pre-application consultations.

2.1 Description of Application

Detailed planning permission is sought from Camden Council for:

“Alterations to the main entrance, infill of lightwells, rooftop plant to comprise 3 air handling units, kitchen extract and 6 condenser units and associated works”.

A full description of the project proposals is contained in the Design and Access Statement and includes alterations to the internal arrangement of the building. Those elements of the works that constitute development and for which planning permission is sought are as follows:

- Creation of two new doorways at the main entrance on Euston Road to enhance environmental control and accommodate increased visitor numbers
- Infill of east and west lightwells at second and (part) third floor levels (150 sqm GIA)
- Rooftop plant to comprise: 3 air handling units, a kitchen extract fan and 6 condenser units
- Agreement to programme for construction work and closure of public areas protected under S106 Agreement

2.2 Application Package

The following documents support the application:

- Completed 1APP Planning Application Form and Certificate B
- Planning Statement (Porta Planning)
- Design and Access Statement (Wilkinson Eyre Architects)
- Heritage Statement (Turley Associates)
- Planning and Noise Report (Buro Happold)
- Wellcome Development Project Schedule and Phasing (Wellcome Trust)
- Mayoral Community Infrastructure Levy (CIL) Information Form
- Draft Section 106 Agreement and Deed of Variation
- Drawings as follows:

Drawing No.	Drawing Title	Scale	Size
820-10-P-01	Site Plan	1:500	A1
820-1001-04	Sub Basement Plan - Existing	1:100	A1
820-1002-04	Basement Plan - Existing	1:100	A1
820-1003-04	Ground Plan - Existing	1:100	A1
820-1004-04	First Floor Plan - Existing	1:100	A1
820-1005-04	Second Floor Plan - Existing	1:100	A1
820-1006-04	Third Floor Plan - Existing	1:100	A1
820-1007-04	Fourth Floor Plan - Existing	1:100	A1
820-1008-04	Fifth Floor Plan - Existing	1:100	A1
820-1009-04	Sixth Floor Plan - Existing	1:100	A1
820-1010-04	Roof Plan - Existing	1:100	A1
820-1203-11	Ground Plan - Proposed	1:100	A1
820-1204-11	First Floor Plan - Proposed	1:100	A1
820-1205-12	Second Floor Plan - Proposed	1:100	A1
820-1206-12	Third Floor Plan - Proposed	1:100	A1

Drawing No.	Drawing Title	Scale	Size
820-1207-11	Fourth Floor Plan - Proposed	1:100	A1
820-1208-12	Fifth Floor Plan - Proposed	1:100	A1
820-1209-09	Sixth Floor- Proposed	1:100	A1
820-1210-02	Roof Plan - Proposed	1:100	A1
820-2001-04	Existing North Elevation	1:100	A1
820-2002-02	Existing East Elevation	1:100	A1
820-2003-02	Existing South Elevation	1:100	A1
820-2201-07	Proposed North Elevation	1:100	A1
820-2202-02	Proposed East Elevation	1:100	A1
820-2203-03	Proposed South Elevation	1:100	A1
820-3001-03	Section AA - Existing	1:100	A1
820-3002-03	Section BB - Existing	1:100	A1
820-3201-08	Section AA - Proposed	1:100	A1
820-3202-07	Section BB - Proposed	1:100	A1
820-4101-02	West Lightwell Elevations - Existing	1:50	A1
820-4102-02	East Lightwell Elevations - Existing	1:50	A1
820-4121-02	West Lightwell Elevations - Proposed	1:50	A1
820-4122-02	East Lightwell Elevations - Proposed	1:50	A1
820-5100-04	Ground Floor - Main Entrance	1:50	A1
820-5450-01	East Lightwell Roof Plan	1:20	A1
820-5451-01	West Lightwell Roof Plan	1:20	A1
820-6585-02	Typical Roof Details#1	1:10	A1

2.3 Pre-Application Consultation

The proposal has been the subject of pre-application consultation with Camden Council, the Bloomsbury Conservation Area Advisory Committee (BCAAC) and Twentieth Century Society.

Contact has also been made by Wellcome Trust with Ward Councillors to advise of the proposals and to offer the opportunity for a pre-application meeting to review the proposals.

2.3.1 Camden Council

3 July 2012

Contact was made by the M&E Consultant (Max Fordham) with the Council's Environmental Health Officer. This advised that the Council would look for the following issues to be addressed:

- Adequate space in the layout of the kitchen
- Access points to wash hand basins
- Adequate ventilation of the space with discharge above eaves level
- Background noise levels to be limited
- No specific requirements relating to grease traps (his personal view being that the flow rate through them was generally so high they didn't serve their intended purpose - to be evaluated further)
- No formal requirements relating to separating kitchen drainage from other drainage systems within the building
- WC provision for the kitchen and restaurant areas would be as detailed on the attached scanned document

17 July 2012

An initial meeting was held with Planning Officers at Camden Council (Ed Watson, Bethany Arbery and Richard Black). Officers acknowledged the contribution Wellcome Collection makes to Camden's cultural offer and its importance and role in the creation of a science and education corridor along Euston Road.

The key planning issues identified included:

- Designing the entrance doors to address both the requirement to emphasise the entrance without adversely impacting on the design of the building and the streetscene
- Reviewing the size and location of roof top plant
- Assessing the loss of employment floorspace

The issue of financial contributions to transport improvements was raised, although it was noted that Wellcome Trust has made significant financial contribution to both transport and environmental improvements in the area previously.

15 November 2013

A formal pre-application enquiry was made to Camden Council in September 2012. A meeting was held on 10 October with Planning and Conservation & Design Officers (Jenna Litherland and Antonia Powell respectively) and a site visit was arranged for Officers on 22 October 2012 to view the site in advance of pre-application advice being issued. A formal pre-application response was issued by letter dated 15 November 2012.

A copy of the full response is attached at **Appendix 1**, but in summary Officers advised that the proposal is likely to be acceptable subject to certain issues being addressed. Key issues raised include:

- The building is considered to be sui generis, comprising a mix of Class B1/D1 uses
- The proposal will be assessed against Policy DP13 and paragraph 6.4 of CPG5 regarding the loss of office space
- The design of the entrance and lightwell infills was acceptable
- Internal blanking of the rear elevation could be set back, but does not require planning permission
- Proposed plant does not impact on the appearance of the building
- Full details of the plant should be included in the application
- Sustainable design and construction measures should be included
- A S106 legal agreement will be required in respect of any regrading works to the public footpath
- A financial contribution to environmental improvements in the amount of £5,000 would be acceptable
- A Deed of Variation would be required to the existing S106

2.3.2 Bloomsbury Conservation Area Advisory Committee (BCAAC)

An initial meeting was held on 23 May 2012 at an early stage of the project to identify and discuss the issues to be considered as part of the design development, particularly in relation to the design of the entrance doors. This discussion informed the design approach and is detailed in the Design & Access Statement.

BCAAC suggested modifying the openings on either side of the existing bronze doorway to create three openings of equal character and status. It was believed that this configuration would improve accessibility, but also strengthen the

clarity and identity of the entrance. In addition BCAAC made it clear that they did not like the architectural treatment of the vertically extended pair of windows (which are flush with the stone façade) either side of the entrance and there was an opportunity to improve this as part of the project.

A further meeting will take place on 20 February 2013 to review the current proposals.

2.3.3 Twentieth Century Society (C20)

A meeting was held with Henrietta Billings of C20 on 13 December 2012 to present the development plans. The meeting was held on site to allow a full explanation of the proposals. During the meeting C20 expressed general support for the proposals and considered the design for the new entrance to be an improvement.

In the next section we describe the site and background to the development proposal.

3 Background

3.1 Background to Wellcome Trust

Sir Henry Wellcome (1853-1936) co-founded a multinational pharmaceutical company that mastered modern techniques of advertising such as promotion, image and branding. The wealth that Wellcome's company brought him was invested in amassing an astonishing collection of historical objects, which at the time of his death was larger than that of many of Europe's most famous museums.

Wellcome also funded pioneering medical research. In his lifetime, scientists funded by Wellcome made great breakthroughs into understanding how the human body works.

After his death, Wellcome's will provided for the creation of the Wellcome Trust, which has grown over 70 years to become the largest charity in the UK, now spending over £600 million a year on research to improve human and animal health.

3.2 Wellcome Collection

Wellcome Collection is part of the Wellcome Trust. The building enables the public to explore the connections between medicine, life and art, offering visitors contemporary and historic exhibitions and collections, public events and debates, and access to the world-renowned Wellcome Library.

Since its opening in 2007 there have been over 1.6 million visits to the building. There have been fifteen major temporary exhibitions and a weekly events programme, which has received much critical acclaim. The original business plan predicted visitor numbers of c.100,000 per annum, a figure which was exceeded within the first year. Last year the venue received over 470,000 visits.

The success of Wellcome Collection has brought with it a number of operational challenges for a building that was designed to cope with far fewer visitors. The vacation of the top two floors of the building by the Wellcome Trust Centre for the History of Medicine to UCL in August 2011 presented the Trust with the opportunity to review the distribution of other activities in the building, to expand the public offer and to improve ancillary services, such as catering, so that the visitor experience keeps pace with demand.



Wellcome Building (Source Wellcome Trust)

3.3 Wellcome Building

The building was initially conceived as the Wellcome Research Institution and was designed by Septimus Warwick, with Sir Henry Wellcome taking a close interest. It was intended to house the non-commercial research activities of Sir Henry Wellcome.

The Wellcome Research Institution occupied the fourth and fifth floors and contained laboratories for research into tropical medicine. Wellcome designed the ground, first, second and third floors to contain large open-plan exhibition galleries, to house his historical and scientific collections. The library moved in to the Wellcome Building in 1941 and opened to readers in 1949. It was completely refurbished and modernised in 1960.

In 1989 the Wellcome pharmaceutical company moved to other premises and the Wellcome Trust took over the building as its new headquarters. The Trust vacated the Wellcome Building in July 2004 to a new building, the Gibbs Building, next door at 215 Euston Road, designed by Hopkins Architects.

In 2007 the Wellcome Research institution undertook a major refurbishment and was relaunched as the *Home for the Incurably Curious*.

Statements at **Appendices 2 and 3** provide further information on Wellcome Trust's occupation of office space within the Building and the Trust's policy of promoting green transport. These statements are provided to address issues raised by Officers in the Council's pre-application response.

The planning context for the site closely relates to the building's history. The next section of this Statement reviews the planning context.

4 Planning Context

4.1 Planning Policy

Applications for planning permission are determined in accordance with the development plan unless material considerations indicate otherwise¹. The National Planning Policy Framework ('the Framework' published March 2012) states that proposed development that "*accords with the development plan should be approved without delay*".

Section 12 of the Framework addresses 'Conserving and enhancing the historic environment'. In determining planning applications, local planning authorities should consider the impact of a proposed development on the significance of the heritage asset and that great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be.

The development plan comprises the Mayor's London Plan (2011) and the Camden Local Development Framework, with the principal relevant planning policy documents being the Core Strategy and Development Policies Documents (November 2010).

Also material is Camden Planning Guidance (CPG) including CPG1 Design, CPG4 Basements and Lightwells, CPG3 Sustainability, CPG8 Planning Obligations and the Bloomsbury Conservation Area Appraisal (April 2011).

4.1.1 Site Specific Designations

The Wellcome Building is not specifically designated, nor is it a statutory listed building, but it is subject to the following designations:

- Bloomsbury Conservation Area
- Identified as a 'positive contributor' to the Bloomsbury Conservation Area
- Within a London Plan Designated View - Greenwich Park Wolfe Statue to St Paul's Cathedral
- Safeguarding Area for transport improvements



Extract from Camden Proposals Map (Source: LB Camden Website)

In addition to the specific policy designations, there are other general planning policy issues, as addressed below.

¹ Section 38(6) of the Planning and Compulsory Purchase Act 2004 and section 70(2) of the Town and Country Planning Act 1990

4.1.2 Protecting Employment Uses

LB Camden applies strong control over the loss of office space in the Borough through Core Strategy Policy CS8 'Promoting a successful and inclusive Camden economy', which safeguards existing employment space and Policy DP13 'Employment premises and sites' and resists the change of use of premises to non-business uses. Where a change of use is allowed, a preference is expressed for affordable housing and public uses.

The pre-amble to Policy CS8 recognises that the success of Camden's economy relies on the wide variety of employment sectors that are present in the borough including, professional and business services, the growing 'knowledge economy', for example higher education and research and creative industries such as design, fashion and publishing. Policy CS8 itself recognises and encourages *"the concentrations of creative and cultural businesses in the borough as well as supporting the development of Camden's tourism sector whilst ensuring that any new facilities meet the other strategic objectives of the Core Strategy; andthe importance of other employment generating uses, including retail, markets, leisure, education, tourism and health."*

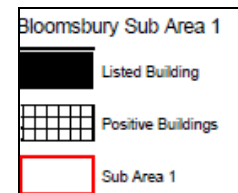
4.1.3 Design and Conservation

Core Strategy Policy CS14 'Promoting high quality places and conserving our heritage' and Development Policies DP24 'Securing high quality design' reflect Camden's commitment to excellence in design. Schemes should consider:

- The context of a development and its surrounding area
- The design of the building itself
- The use of the building
- The materials used
- Public spaces

The building is specifically identified as being a '*positive contributor*' to the Bloomsbury Conservation Area. The Conservation Area Appraisal states that:

"The buildings along Euston Road within the Conservation Area are generally four to five storeys in height. The Wellcome Institute on the south side and Nos. 194-200 Euston Road and Nos. 1-9 Melton Street (Listed Grade II) form a group of classically-styled Portland stone buildings that signal the transition into the Conservation Area along Euston Road travelling east."



Extract from
Bloomsbury
Conservation Area
Sub Area 1
Townscape Appraisal
(Source: LB Camden
Website)

This heritage context means that there will be particular interest in the impact of the development proposals on the Euston Road frontage to ensure that there is no harm to the identified significance of the building in heritage terms. Choice of materials and detailed design will need to be developed carefully.

The Heritage Statement prepared by Turley Associates provides further detail on the Bloomsbury Conservation Area, nearby listed buildings and other designated and non-designated heritage assets.

In 2007 the BCAAC formed a sub-group to carry out a special project to survey front doors in the Bloomsbury Conservation Area. This noted the importance of original entrance doors to the Conservation Area. The project is considered by the Council to be a tool to monitor the Conservation Area for the purposes of the Bloomsbury Conservation Area Appraisal and Management Strategy and is therefore a material consideration.

Relevant policies to address include Core Strategy Policy CS14 'Promoting high quality places' and Policy DP25 'Conserving Camden's heritage' that only allow development that preserves and enhances the character and appearance of a conservation area. Policy DP24 'Securing high quality design' all development including alterations and extensions will be expected to be to the highest standard of design.

Any increase in height to the building would need to have regard to impact on the Conservation Area and be assessed against the Mayor's policy for protecting Designated Views.

4.1.4 Amenity and Environment

In addition to the heritage and design issues, any application will be subject to general development control policies.

Policy DP28 'Noise and vibration' states that planning permission will "not be granted for development that exceeds Camden's noise and vibration thresholds". This sets out measurement parameters for noise levels at which planning permission will not be granted and noise levels above which attenuation measures will be required.

Policy DP26 'Managing the impact of development on occupiers and neighbours' states that:

"The Council will protect the quality of life of occupiers and neighbours by only granting permission for development that does not cause harm to amenity. The factors we will consider include:

- a) visual privacy and overlooking;*
- b) overshadowing and outlook;*
- c) sunlight, daylight and artificial light levels;*
- d) noise and vibration levels;*
- e) odour, fumes and dust;*
- f) microclimate;*
- g) the inclusion of appropriate attenuation measures. "*

4.1.5 Sustainable Design

The Council seeks for all developments to be designed to reduce carbon dioxide emissions. Core Strategy Policy CS13 'Tackling climate change through promoting higher environmental standards' sets out policy for:

- Reducing the effects of and adapting to climate change
- Promoting local energy generation
- Minimising the potential for surface water flooding

- The Council taking a lead in carbon reduction measures

Policies DP22 promotes sustainable design and construction. Developments of 5 or more dwellings or 500sqm of any floorspace should address sustainable development principles in their Design and Access statements or in a separate Energy Efficiency Statement, including how these principles have contributed to reductions in carbon dioxide emissions. Policy DP23 addresses the incorporation of sustainable design and water conservation measures into scheme design.

4.1.6 Section 106 / Community Infrastructure Levy

Camden Planning Guidance 8 Planning Obligations, sets 500 sqm as the threshold for requesting financial contributions from developments. However, paragraph 10.11 states:

“Developments that lead to an increase in trips in the borough have a cumulative impact on Camden’s transport network, particularly the public transport network and pedestrian flows. To help mitigate this impact, the Council may seek contributions to improve provision for pedestrian and cyclists as well as making the public realm more accessible and attractive.”

The Mayoral Community Infrastructure Levy is applicable to schemes of 100 sqm and above and in Camden is £50/sqm. There is an exception for charities where the development is of charities own land for use for charitable purposes². It is considered that this exemption will apply.

4.2 Planning History

There is an extensive planning history for the building, which dates from 1931. There are two planning applications which are of particular relevance to the Development proposal.

4.2.1 27 April 2001 – Wellcome Redevelopment

Planning permission was granted on 27 April 2001 for the “*Erection of a new building for office use at 195-215 Euston Road, and use of parts of 183 Euston Road to public use (D1) and office use (B1) and alterations to Euston Square Underground Station*” (Application reference: PSX0004765R1). Conditions to this consent include the following:

- Condition 5 - At 1 metre outside the window of any neighbouring premises the level of noise from all plant shall be at all times at least 5 decibels below the existing background noise levels. Where the noise from the plant and machinery is tonal in character the difference in these levels shall be at least 10 dB(A)
- Condition 7 - The extract ventilation system shall be provided with acoustic isolation to prevent the transmission of noise and or vibration to any other parts of the building and adjoining premises
- Condition 9 - A window display to the Euston Road ground floor frontage shall be maintained during occupation of the building

As part of this development, Wellcome Trust made a significant financial contribution to the improvement of Euston Square underground station and

² Planning Act 2008 and Community Infrastructure Levy Charging Schedule (February 2012)

for enhancements to Gower Place, as well as green travel measures. The associated S106 Agreement dated 27 April 2001 includes a public access plan for the building (Third Schedule), which defines the public access areas as:

- Exhibition and Museum Area of approx 1,000 sqm
- Library and information Service Area of approx 2,700 sqm
- Cafe
- Meeting Room approx 140 sqm
- Auditorium and Seminar Centre approx 1,800 sqm

The current Development proposal will alter the definitions provided in the 2001 Agreement and increase the overall extent of the defined public areas. A Deed of Variation has been drafted in consultation with Camden's Legal Department to address this.

Opening hours are also defined in the 2001 Agreement. Paragraph 3 provides an acknowledgement that some flexibility in the allocation of the public access areas and opening hours is required and that it may be appropriate for the parties "*in the future*" to vary the agreement. In particular paragraph 3.3 states:

"The owner may with the prior written consent of the Council given in accordance with the requirements of this Agreement close any part of the Public Access Areas for the purpose of repair, maintenance or refurbishment such agreement to include the estimated period of closure and the notice and extent of the works. Such consent will not be unreasonably withheld. In the case of the Exhibition and Museum Area, consent will not be given unless it can be shown that the repair, maintenance or refurbishment could not reasonably be carried out during periods in which exhibitions are not being staged."

A programme for Wellcome Collection Development is included as an Appendix to the Design and Access Statement. This shows that all reasonable efforts have been made to ensure the Collection and public areas remain open, however some closures will be required. Approval for these planned closures is requested under the provisions of paragraph 3.3 of the 2001 S106 Agreement.

4.2.2 25 November 2004 – Alterations

On 25 November 2004 planning permission was granted for "*The enlargement and replacement of the four central ground floor windows to the north elevation on Euston Road and minor works to rooftop plant*" (Application reference: 2004/1889/P). This consent involved the rationalisation of plant at roof level.

4.2.3 Conclusion

The building has always housed a mix of activities, including research, exhibition space, library and more recently associated ancillary cafe areas. In planning terms, it is our opinion that the building has a mixed Use Class B1/D1 consent.

The planning history, and in particular the 2001 legal agreement, ensure that the Council maintains control over the public access elements. It would appear that these controls were imposed to ensure public access, whereas the success of public access to the Collection is clear and underpins the need for the current Development proposals.

The next section of the Statement assesses the application proposals.

5 Planning Analysis

This section of the Planning Statement provides a planning analysis of the applications proposals.

The Development seeks to increase public access to the Wellcome Collection and to the Building. The section below demonstrates that the Development complies with development plan policy and delivers sustainable development. In accordance with paragraph 14 of the Framework, planning permission should therefore be forthcoming without delay.

5.1 Principle of Development

The Design & Access Statement describes the Wellcome Collection Development in detail. The Development project is complex, with the insertion of a new feature staircase, reorganisation of functions and activities, whilst ensuring protection of the Collection. However, much of this work is internal to the Building. As the Wellcome Building is not statutory listed, these works do not constitute development as defined under Section 55 of the Town & Country Planning Act 1990 (as amended). Those elements of the Development that constitute development are set out at section 2.1 of this Statement.

The Development seeks to improve the capacity of Wellcome Collection and to continue to improve Camden's cultural offer. It reinforces the role of the science and education corridor along Euston Road and complies with Policy DP14 regarding tourism development.

Officers have accepted the principle of the Development, subject to further information being provided on the loss of office floorspace, which is addressed below.

5.2 Change of Use

The planning history demonstrates that the building has always comprised a mix of Class B1 (office) and D1 (public) uses. Significantly, the S106 Agreement from 2001 specifically secures areas of the building for Class D1 use (see section 4.2.1 above).

The Development will involve the loss of some existing office floorspace to exhibition space. The schedule shows the overall loss and gain of floorspace as a result of the development. A more detailed breakdown of areas is included in the Design & Access Statement.

Area	Area Sqm Existing	Area Sqm Proposed	Difference
Conference Centre	1,123	1,123	0
Exhibition	1,614	2,308	694
F+B Outlets	152	373	221
Library	2,171	2,236	65
Book Shop	233	233	0
Public Total (GIA)	5,293	6,273	980
Office/Staff Area	5,200	4,227	-973
Circulation/store/plant	5,535	5,690	155
Overall (GIA)	16,028	16,190	162

Part of the Development involves relocation of office space to the Gibbs Building. However, the increase in exhibition activities also means that an additional 15-20 people will be employed at the Collection.

Therefore whilst there is a net loss of office floorspace (973 sqm), not only is this a small amount in the context of the overall building (6%), but it is also accompanied by a net gain in the number of employees.

Having regard to paragraph 13.3 of Policy DP13, the development is clearly accessible and well located, but it is not:

- Located in or adjacent to an Industry Area
- In a location suited for a mix of employment uses
- Able to provide a range of unit sizes, particularly for small businesses

Assessing the Development against Policy DP13 concludes that the office space does not comprise office space that has the strongest planning policy protection. In addition, floors 4 and 5 of the building have been vacant since 2011. The almost unique location of the office space within the Wellcome Building, means that it is not suited to general office use. The Statement provided at **Appendix 2** reinforces this view and provides further information on the nature of the space having regard to paragraph 6.4 of CPG5.

It is considered that overall the Development does not conflict with the objectives of Core Strategy Policy CS8. Indeed the increase in Class D1 public use which underpins the need for the Development, complies with matters 'e' and 'f' of the Policy and creates an additional 980 sqm of public space with the Building. This follows the Council's preference for alternatives to office uses.

5.3 Visual Impact

5.3.1 Entrance Facade

The Design & Access Statement describes the challenges presented in improving access to the Building and Wellcome Trust's commitment to ensuring a quality development. Principally this includes re-designing the entrance to the Building, whilst ensuring there is minimal impact on the Euston Road facade and the Bloomsbury Conservation Area.

The symmetrical solution is for 2 no. 4 door wing manual revolving doors set back from the building facade line flanking the existing central opening. The original bronze doors will be retained in their current arrangement. These will:

- Allow for the accessibility to the building to be significantly improved and involve the removal of non-original windows with associated limited intervention in areas of building fabric previously altered
- Include a high visibility, push button control to provide power assisted opening. Further detail on accessibility is included in the Design & Access Statement
- Respect and maintain the strict classically derived proportions and symmetry of the facade so that the architectural character of the building will be preserved (including relocation of external 'torch' lights)
- Replicate the quality of stonemasonry used in inserting the existing tall windows either side of the main entrance
- Use a 'bronze' finish to the doors to match the existing entrance doors, including to the security shutter doors

To maximise use of the revolving doors, new signage is proposed to the exterior. Consent will be sought for the details of this separately, but reflecting the approach to the Building being typically from the south side of Euston Road,

this is proposed within the door reveals to minimise visual impact and aid legibility, as illustrated below.



Entrance Model (Source: Wilkinson Eyre Architects)

The Heritage Statement concludes that the proposals will serve to sustain and enhance the significance of the heritage assets and maintain the positive contribution their conservation makes to the locality. The proposals cause no harm to the designated heritage asset of the Bloomsbury Conservation Area and the impact of the proposals on the non-designated heritage asset of the Wellcome Building results in no harm or loss of significance.

Consultation with the BCAAC and the Twentieth Century Society has indicated broad support for the design proposals. The retention of the existing entrance doors has been welcomed.

The proposals therefore meet the Framework core planning principle with respect to the historic environment in that the heritage assets will be conserved in a manner appropriate to their significance. Similarly, the proposals meet the objectives of Camden's Development Policy DP25 (Conserving Camden's Heritage) and Policy 7.8 (Heritage Assets and Archaeology) of the London Plan (July 2011).

5.3.2 External Plant

The rooftop plant is located at high-level and will not be visible from street level or within street views of the building. The building has previously been extended at roof level and already has substantial areas of plant, albeit that these have been rationalised more recently (as discussed at section 4.2 above).

Following Officers pre-application comments the location of the roof plant has been re-designed to ensure it is not visible. The Design & Access Statement confirms that all plant will be accessible for installation and maintenance.

The air handling units are required to control the environment in the new thematic Gallery, Reading Room and the kitchen. The kitchen also requires a small extract fan and flue and 6 small condenser units. The kitchen flue will be visible from the east elevation to Euston Road, but as shown in the Design & Access Statement this has been located to ensure it is not readily visible. There will be no impact on the local architectural character or historic interest of the building and the proposals meet Camden's LDF Development Policy DP25

(Conserving Camden's Heritage) and Policy 7.8 (Heritage Assets and Archaeology) of the London Plan (July 2011).

5.3.3 Lightwell Infills

Both lightwells are white 'ventureclad' and of limited design value. Photographs are included in the Design & Access Statement. The proposed infills will create more efficient circulation space. Specifically this is for the kitchen at the second floor of the east lightwell and the addition of a staircase between second and third floors in the west lightwell.

5.4 Environment and Noise

The Acoustic report prepared by Buro Happold confirms that the Air Handling Unit intake and exhausts are provided with acoustic attenuation. This will result in predicted noise levels at nearest noise sensitive facades of:

- 54dB LAeq,T at UCL student union
- 45dB LAeq,T at Euston Square Hotel
- 40dB LAeq,T at John Adams Halls

By limiting the sound pressure level of fixed plant and equipment associated with the Wellcome Collection refurbishment to the limits described in section 5.3 of the Buro Happold report, it is concluded that the proposals will:

- Satisfy the requirements of Development Policy DP28
- Be at a level where there is an indication that complaints are of marginal significance in accordance with BS4142

5.5 Sustainable Design

Given that the new floorspace generated by the Development is 150 sqm, there is no requirement for an Energy Statement. Sustainable development principles have been applied in the design as far as possible, as detailed in the Design & Access Statement, albeit that the general approach is to replicate the building's existing systems as far as possible.

It is proposed to reuse as many of the existing materials as possible. New materials will be from sustainable sources.

The Development complies with Core Strategy Policy CS13 Sustainability.

5.6 Access and Accessibility

A comprehensive Access Statement has been provided by an Access Consultant. A fundamental principle to the design of the Development has been ensuring an accessible scheme, in compliance with Camden's Development Policy DP29.

Moreover, the Building is in a highly accessible location. Access to the site is highly public transport orientated. This is demonstrated by Wellcome Trust's latest staff survey, which is provided as part of Appendix 3. This Statement also describes Wellcome Trust initiatives aimed at encouraging non-car means of travel to the Building by both staff and visitors.

The proposals involve some re-grading works to the pavement area immediately outside the entrance to Euston Road. It is proposed that a planning condition be applied in respect of these works to request detail of the works required.

5.7 Planning Obligations and CIL

5.7.1 Financial Contribution

In recognition that the Wellcome Collection has generated greater visitor numbers than originally anticipated, the Trust is prepared to make a financial contribution of £5,000 towards transport and environmental improvements in the area, having regard to section 10.11 of Policy CPG8 Planning Obligations.

This contribution is made in recognition that the Trust previously made significant financial contributions towards public transport and environmental enhancements in the area (as noted at section 4.2.1) and that the floorspace created as a result of this Development is below 500 sqm. Officers have confirmed their agreement to this and advised that the contribution will need to be secured by a S106 Agreement.

A contribution to the Mayoral Community Infrastructure Levy is applicable to schemes of 100 sqm and above. There is an exception for charities where the development is on charities own land and for use for charitable purposes. This exemption is considered to apply here.

5.7.2 Approval Required under Section 106 Agreement (2001)

The Development will be undertaken in phases, but will involve the closure of parts of the building and Exhibition area at times to allow construction work to be undertaken. Construction will be complex due to the need to preserve the Wellcome Collection, maintain public access to the Exhibitions and public access areas as far as possible and be practical for a contractor. This eventuality is provided for in the wording of the Agreement (see section 4.2.1 above).

An initial construction and phasing programme has been provided by Wellcome Trust. As the design of the works progresses the programme and phasing proposals will be developed further and it is anticipated that some public access areas will need to be closed for periods during the works programme.

The Council's written consent is requested to allow closure of the public areas in accordance with the submitted programme of work.

5.7.3 Deed of Variation

Given the change and increase in public areas since the date of the original 2001 consents, a Deed of Variation is submitted as part of this application to update and reconcile the current position.

The next section of this Statement provides our conclusions.

6 Conclusions

Wellcome Trust is seeking detailed planning permission for alterations to the Wellcome Building to improve the capacity for public access to Wellcome Collection.

This is a quality development that secures a sustainable development and has been designed to respect the significance of the Wellcome Building.

The principle of development is acceptable when assessed against development plan policy. Wellcome Collection generates new employment opportunities and makes a unique contribution to the cultural and tourism offer of Camden. Its location is also complementary to the cluster of hi-tech and knowledge-based activities located along Euston Road.

In summary it is concluded that the proposals have been in compliance with planning policy and having regard to the building's heritage status.

Wellcome Collection Development will result in:

- Improved public access to the 'Home for the Incurably Curious'
- Improved equal access and circulation
- Economic activity
- Improvements to the streetscene
- Preservation of heritage assets

Appendix 1 Camden Council Pre-Application Response

Appendix 2 Wellcome Trust Statement Regarding Vacant Space

Wellcome Trust Statement Regarding Vacant Space

This statement has been prepared to support a planning application for the Wellcome Collection Development. As part of this Development, the Trust has reorganised its activities, which involves relocating certain office functions from 183 Euston Road to 215 Euston Road. This statement explains this strategy and describes the office space affected in more detail.

Office accommodation within 183 Euston Road has recently been vacated on 1st and 4th floors in order to allow the Wellcome Collection Development Project to be progressed.

The 1st Floor will be converted into additional exhibition space whilst the 4th Floor will be reconfigured to provide accommodation for the Wellcome Trust's imaging team. The imaging team are being displaced from their current location on the 1st Floor in order to make way for a new Youth Events Space.

Until recently, the 5th floor of 183 Euston Road was occupied by a variety of project teams as well as being utilised for storage and to accommodate IT servers. Again, this floor has been largely vacated and will be used to provide workspace for a Science Media Centre, Recording Studio, imaging contractor offices and as a multi-disciplinary workspace for Trust-funded projects.

The 6th floor of 183 Euston Road was occupied by UCL until summer 2011. Since this time the accommodation has been used for storage by the Trust. It is intended that this floor will continue to be used for storage associated with Trust/Wellcome Collection activities.

The vacant space is not suitable to be let to external companies due to security and building configuration constraints. However, the Trust actively encourages collaboration with external parties (as is evidenced by the creation of the multi-disciplinary workspace of the 5th Floor) through grant awards and funding initiatives.

In any event, we have undertaken an initial survey of alternative office accommodation currently offered to let has identified the following availability demonstrating significant alternative supply of office accommodation in the immediate vicinity.

Property	Size (sq ft)	Agent
Chesterfield House, 385 Euston Road	1,754	Reddin Clancy
Stephenson House, 75 Hampstead Road	7,500 – 51,724	Lambert Smith Hampton
1 Eversholt Street	17,994	Lambert Smith Hampton
40 Melton Street	7,842 – 83,843	Lambert Smith Hampton
1 Eversholt Street	5,700	Jones Lang LaSalle
105a Euston Street	1,685	BNP Paribas Real Estate
16 Upper Woburn Place	5,843 – 12,361	Colliers International
18-19 Warren Street	926	Dron & Wright
338 Euston Road	727	Colliers International
50-56 Euston Street	1,100	Grant Mills Wood

Appendix 3 Wellcome Trust Transport Statement

Wellcome Trust Transport Statement

1. Introduction

This transport statement is submitted in support of a planning application to be made to London Borough of Camden for works to The Wellcome Building, 183 Euston Road, London, NW1 2BE.

The planning application includes proposals to modify the main public entrance to the building in order to improve access for increased visitor numbers and to improve environmental conditions within the building.

Following pre-application discussions with London Borough of Camden, the Trust has prepared this statement to advise proposed measures to encourage staff and visitors to access the building using public transport and/or sustainable means wherever possible.

2. Staff Measures

The Trust has an existing Green Travel plan which encourages all staff to utilise public and sustainable transport methods wherever possible in order to travel to and from work. The Green Travel plan is monitored by an annual staff travel survey. The Green Travel Plan is communicated to staff through the Trust's intranet site (to which all staff have access) as well as through staff meetings and via email.

Specifically, the following measures exist to discourage use of private vehicles and encourage the use of public and sustainable transport:

Vehicle reduction

The Green Travel Plan continues to discourage the use of company cars and the Trust does not issue company cars, car allowances or fuel allowances to any of its employees, and is committed to continuing this policy.

Use of public transport

This section outlines initiatives which The Trust is already taking, and will introduce where possible, to increase the use of public transport by its staff for both commuting and business purposes. It should be noted that the scope for further increases is somewhat limited since the existing level of public transport activity is already very high.

Season Tickets:

The Trust provides interest free loans to all staff to enable the purchase of public transport season tickets. The Trust is committed to continuing this policy.

Information

Information regarding the availability of public transport services is provided through the Trust's intranet site, providing links to the web sites of relevant public transport operators such as TfL and the various rail service operators.

Public Transport Improvements

The Trust has been involved in bringing about significant improvements to the transportation environment associated with the development of 215 Euston Road in 2007. Specifically, the Trust has been involved in the expansion and refurbishment of Euston Square underground station and the implementation of improvements to Gower Place.

Cycling

The Trust is committed to increasing the use of the cycle mode by its staff for both commuting and business purposes. Given the overwhelming use of public transport by Wellcome Trust staff, increasing the use of the cycle mode is seen as an important way in which to further improve the sustainability of The Trust's transport activities.

Staff within 183 Euston Road have access to secure cycle parking areas which can accommodate over 90 bicycles. The cycle parking areas also contain changing and shower facilities. Recent initiatives have also been introduced giving staff access to cycle maintenance and repair facilities.

The Trust provides a business mileage allowance of 12p per mile for staff using their bicycles for business purposes and participates in the Cycle to Work scheme, for the purchase of bicycles and cycle equipment.

Walking

Walking is unquestionably the most sustainable mode of travel, which is often overlooked as an alternative. The Trust recognises that, given its position in the heart of London, many of the trips undertaken on its behalf could be achieved by walking, with little additional inconvenience. In this connection The Trust will make every effort to raise the profile of the walk mode within its organisation. Information regarding good, safe pedestrian routes between the new development and various destinations will be supplied, together with estimated walking times. Staff will be encouraged to walk wherever journey time and distance permit.

Technology

Advances in electronic communications technology are being exploited by The Trust to reduce the level of travel activity associated with its operations. For example, video-conferencing already plays a role in the way The Trust organises its operations. The potential to further exploit these technologies in order to reduce travel will be explored.

In addition, The Trust is currently reviewing options for teleworking in the organisation.

Working Hours

Certain members of Wellcome Trust staff presently work non-core hours where their job functions permit. It is expected that this practice will continue where it does not have adverse effects on The Trust's operations.

3. Public Measures

183 Euston Road contains Exhibition and Gallery space as well as the Wellcome Library and the Wellcome Collection Conference Centre.

In all its communication with visitors, Wellcome Collection encourages the use of public and sustainable transport methods.

The Wellcome Collection, Wellcome Library and Wellcome Collection websites act as the primary point of information for visitors planning their journey to the building and each site provides clear information and advice to visitors, encouraging access by tube, train and bus and providing links to the TfL website.

In addition, cycling is encouraged and Sheffield cycle racks are provided for visitor use adjacent the front entrance to the building. Visitors are informed via the websites that Barclays Cycle Hire docking stations are located in front of Wellcome Collection on Euston Road and behind the building on Gower Place. Further details of nearby docking stations are also given. The websites also provide links to the TfL Barclays Cycle Hire website and Cycle Journey Planner.

VISIT US

[Getting here](#)

[Opening hours](#)

[Your visit](#)

[Tickets](#)

[Young Explorer's Pack](#)

[A Guide for the Curious](#)

[Eat and shop](#)

[Schools and youth groups](#)

[Sign up](#)

[Contact us](#)

Getting here



Wellcome Collection is easily accessible by train, tube and bus

By train

The nearest mainline stations are Euston, St Pancras and King's Cross.

By tube

Euston station: Victoria, Northern and London Overground lines

Euston Square station: Circle, Metropolitan, and Hammersmith and City lines

Warren Street station: Victoria and Northern lines

King's Cross St Pancras station: Victoria, Northern, Piccadilly, Circle, Metropolitan, and Hammersmith and City lines

By bus

The following buses pass near Wellcome Collection:

10, 18, 24, 27, 29, 30, 59, 68, 73, 88, 91, 134, 168, 205, 253, 390

Check travel information at the [Transport for London website](#).

By car

We have a limited number of parking bays available to book for visitors who are [Blue Badge holders](#).

There are also several parking meters nearby, with a maximum stay of two hours. At Euston Station, there is a 230-space APCOA underground car park. Wellcome Collection is situated on the A501, Euston Road.

For sat. nav users, our postcode is **NW1 2BE**.

By coach

Wellcome Collection cannot accommodate coaches, so you will need to make your own parking arrangements if you are planning on bringing a group by coach. The nearest coach drop-off point is outside the Bloomsbury Theatre at 15 Gordon Street, a few minutes' walk away. Please see our [group visits](#) page if you are planning to bring a group of eight or more people to visit Wellcome Collection.

By bicycle

We have five Sheffield cycle stands near the front entrance to Wellcome Collection on Euston Road and three stands to the side of the building on Gordon Street. Please be aware that bicycles are left at the owner's risk.

There are [Barclays Cycle Hire](#) docking stations in front of Wellcome Collection on Euston Road and behind the building on Gower Place. Further docking stations can be found nearby on Tavistock Street and Endsleigh Gardens, as well as by Warren Street underground station.

During the Olympic period, from 24 July to 10 September, traffic on Gower Street will be running west to east rather than east to west. If you have any questions about this, please contact our information point on +44 (0)20 7611 2222.

Check [Transport for London's Cycle Journey Planner](#).

Total Response: 328
Date: 03/09/2012
Compiled by: Chris Newstead

1. Please select all modes of transport used to get to and from work and the distance travelled for each (i.e. the total round trip mileage)

										answered question	328
										skipped question	0
	Car	Car share	Bus	National Rail	Lightrail	Underground	Bicycle	On foot	Motorbike	Response Count	
Less than 1 mile	2.1% (2)	0.0% (0)	9.4% (9)	3.1% (3)	1.0% (1)	9.4% (9)	1.0% (1)	89.6% (86)	0.0% (0)	96	
1-2 miles	4.8% (4)	1.2% (1)	22.6% (19)	4.8% (4)	1.2% (1)	22.6% (19)	9.5% (8)	50.0% (42)	0.0% (0)	84	
2-5 miles	4.4% (6)	0.0% (0)	19.0% (26)	11.7% (16)	1.5% (2)	58.4% (80)	10.2% (14)	25.5% (35)	2.2% (3)	137	
5-10 miles	5.9% (7)	2.5% (3)	7.6% (9)	31.9% (38)	4.2% (5)	48.7% (58)	15.1% (18)	7.6% (9)	0.8% (1)	119	
10-20 miles	9.1% (5)	0.0% (0)	3.6% (2)	58.2% (32)	1.8% (1)	41.8% (23)	16.4% (9)	16.4% (9)	1.8% (1)	55	
20-40 miles	17.6% (6)	0.0% (0)	2.9% (1)	79.4% (27)	0.0% (0)	26.5% (9)	8.8% (3)	14.7% (5)	8.8% (3)	34	
40+ miles	11.1% (6)	0.0% (0)	1.9% (1)	87.0% (47)	0.0% (0)	5.6% (3)	5.6% (3)	3.7% (2)	1.9% (1)	54	

2. Please indicate the number of days you work at the Trust per week

			answered question	328
			skipped question	0
	Response Percent	Response Count		
1	0.60%	2		
2	0.60%	2		
3	7.00%	23		
4	8.20%	27		
5	83.50%	274		