



Figure 8: Heritage Map

HERITAGE MAP KEY**Conservation Areas**

Orange: Bloomsbury (including Grade II* Gray's Inn gardens)

Yellow: Hatton Garden Conservation Area

Green: Chancery Lane Conservation Area

Listed Buildings

1. Cittle of Yorke public house, 22 and 23 High Holborn- Grade II
2. Gatehouse fronting onto High Holborn - Grade II
3. Staple Inn Buildings, 335 High Holborn - Grade II
4. Staple Inn, 337 and 338 High Holborn - Grade II*
5. 1-4 Holborn Bars - Grade I
6. City boundary Obelisk, High Holborn (north side) - Grade II
7. City boundary Obelisk, High Holborn (south side) - Grade II
8. Royal Fusiliers War Memorial, Holborn (north side) - Grade II
9. Prudential Assurance Building, 142 High Holborn - Grade II*
10. Church of St Alban the Martyr - Grade II*
11. St Alban's Clergy House - Grade II
12. Statue of the Prince Consort, Holborn Circus- Grade II
13. Church of St Andrew, Holborn Viaduct (south side) - Grade II

Local Conservation Areas

4.10 The Site is located between Bloomsbury Conservation Area (London Borough of Camden) to the west, Chancery Lane Conservation Area (City of London) to the south and Hatton Garden Conservation Area (London Borough of Camden) to the east. The following description of the character and significance of these Conservation Areas will inform the assessment of potential impacts on their significance through the proposed changes to their setting, in accordance with PPS 5 Policy HE10.

Bloomsbury Conservation Area

4.11 The Bloomsbury Conservation Area lies to the west of the site and covers some 153 Ha of Camden. Its boundaries extend from Euston Road in the north to High Holborn in the south, and from Gray's Inn Road in the east to Tottenham Court Road in the west. Bloomsbury Conservation Area was initially designated in 1968.

4.12 The streets and buildings of Bloomsbury Conservation Area were mostly constructed between 1660 and 1840, a period of almost two hundred years, with selective rebuilding ever since. To the north it crosses the Euston Road to the forecourt of Euston Station: a street of great scalar contrasts that includes major modern commercial buildings as well as the late 20th century British Library. To the west, formal landscaped squares create a quiet grid of attractive streets fronted by early 19th century terraced housing, now largely accommodating offices and hotels. To the south, the Camden part of the Conservation Area has a tentative relationship with High Holborn, mainly to the east where Gray's Inn connects south to Lincoln's Inn (and Lincoln's Inn Fields) in Westminster.

4.13 A Consultation Draft of an Area Appraisal and Management Strategy was published in November 2010 (Ref. 1-10) which describes the special interest and historic development of the area. The Camden Council website notes its adoption in April 2011. It identifies a change in level in the streets built to the east of Gray's Inn Road, beyond the Conservation Area boundary, which forms a physical edge to the area (paragraph 3.7, p6). It provides character analysis of 14 subareas, including subarea 9: Lincoln's Inn Fields/ Inns of Court/ / High Holborn.

4.14 The Inns of Court in Subarea 9 are described as having a unique character to the Area and to London as a whole *“derived from the marked contrast and transition in scale and sense of enclosure experienced when moving through the interconnected spaces comprising landscaped squares, enclosed courtyards, and narrow passageways and lanes, many of which are vehicle-free with a high volume of pedestrian activity”* (para.5.141, p.63, Ref. 1-10). In contrast, *“The busy, wide thoroughfare of High Holborn provides a clear break between Lincoln's Inn and Gray's Inn. The buildings on both sides of the street are contrastingly larger: historically the 19th and 20th century examples are of five to seven storeys, with recent examples considerably higher. Separation between the quiet spaces of Gray's Inn and this busy public east-west route is provided by a grade II listed, stucco-ornamented Tudor gatehouse dating from 1583”* (para.5.156, p.67).

4.15 The Subarea description for High Holborn in the Area Appraisal and Management Strategy is as follows:

“5.160 High Holborn is an important street historically. The street follows the route of an east-west Roman road, and during the medieval period the lawyers' Inns of Court were establishing themselves on sites to the north and south. Today it is a major arterial route linking the City of London to the West End, characterised by a wide roadway lined with large-scale commercial developments giving a strong sense of enclosure.

5.161 Until the late 20th century, High Holborn had been a major commercial area for several centuries, developing on the back of the Inns of Court. In late Victorian and Edwardian times it contained several hotels and department stores, including Gamage's (situated further east, in the Hatton Garden Conservation Area). From the 1850s, High Holborn became a popular office location, and this was underpinned by the building of Holborn Bars as the Prudential Assurance Company's head office from 1879 (situated further east, in the Hatton Garden Conservation Area).

5.162 Except at the western end towards the junction with Kingsway and Southampton Row, almost all of the buildings in High Holborn date from the interwar and postwar periods. This section of the sub area is therefore a reminder of the increasing rarity of surviving mid 20th century commercial buildings and their particular contribution to social and economic history. The character of High Holborn is such that there is inconsistency of architectural style, plot widths and building heights. However, both sides of the street are dominated by large modern office buildings of varying quality, some respecting the historic urban grain.

5.163 The public realm of this section of the sub area is defined by the contrast of the busy thoroughfare of High Holborn and the quiet tributaries of the side streets and alleyways leading to quite secluded spaces to the north and south, which are of a distinctly different character. This adds to the interest and vibrancy of the area, where old and new stand side by side, often harmoniously stitched together.” (para 5.165, p.70, Ref. 1-10).

Chancery Lane Conservation Area

4.16 Chancery Lane Conservation Area is situated to the south of the Site. It was designated in 1994 following local authority boundary changes. It extends from Fleet Street in the south to High Holborn and Holborn in the north, and its western boundary is formed by Chancery Lane. The Area was extended eastwards to Fetter Lane to incorporate the small Dyer's Buildings Conservation Area in 2007. The northeastern part of the Conservation Area, opposite the Site, includes Staple's Inn.

4.17 The Conservation Area Character Summary (Ref. 1-11) notes a number of characteristics of development within the Area: dense development to back of pavement edge which strongly defines each urban block; intimate environment of the street and courts in between the thoroughfares to the north and south; the dominance of the institutional and Inns of Court buildings; and post war development which has generally respected the scale and street pattern of the area (p.10).

4.18 Modelled elevations and strong emphasis on the ground level are identified as characteristic: *“The variations and subtleties in modelling of building elevations are critical in providing vibrancy and animation to the street. Deep reveals to windows and doors provide relief to the elevations. The facades tend to have a predominately vertical emphasis with secondary horizontal elements. They are also characterised by a strong ground floor treatment, substantial in scale, expressed in a different material or detail to the upper floors. A number of buildings use stone at ground floor level to provide this differentiation”* (p.10).

4.19 The prevalence of brick and the exceptional appearance of timber is also noted: *“The predominant facing material of the area is brick, with Portland stone mainly limited to the larger institutions and the more recent developments. The half timbered 1-4 High Holborn is an individual survivor of an earlier tradition. Enclosed by buildings, the gardens on both sides of Chancery Lane make a significant and contrasting contribution to the character and quality of the area. The gardens of the Public Record Office and Staple Inn are particularly prominent and the Plane trees achieve dramatic presence in the townscape”* (p.10).

4.20 A Character Summary was produced for Dyer's Buildings Conservation Area in 1999 (Ref. 1-12), before it was merged with Chancery Lane Conservation Area in 2007. It was a small Area with a character distinct from the busy thoroughfare of Holborn. It comprised the secluded courtyard of Dyers' Buildings and the historically important Barnard's Inn, the Hall of which dates to the 15th century and is Listed and a Scheduled Ancient Monument. The Character Summary describes the introverted and cohesive character of Dyer's Buildings (p.11) which is a thin courtyard fronted by late 19th century brick buildings of the same design. The view northwards from within the courtyard is closed by the central entrance and tower of the Prudential building, on the opposite side of Holborn. Barnard's Inn is a series of small and intimate courtyard spaces fronted by the medieval hall and small 18th and 19th century buildings clustered around it; *“It is even more secluded than Dyer's Buildings and has an enclosed and quiet atmosphere, that speaks directly of its collegiate history”* (p.12, Ref. 1-12).

Hatton Garden Conservation Area

4.21 Hatton Garden was initially designated within a Conservation Area which included the Inns of Court and Royal Courts of Justice in 1976. The Hatton Garden Conservation Area Statement (Ref. 1-13) was published in 1999.

4.22 Development of Hatton Street began in the 17th century following pressure to house London's growing population. The streets were laid out in a grid pattern and were named after local historic associations. The area remained primarily residential into the 19th century. Congestion problems led to a series of road widening schemes in the 19th century, including the widening of Holborn and Grays Inn Road, which entailed major demolition of buildings fronting the roads the planting of Plane trees alongside their edge to form avenues. At this time, during the mid 19th century, businesses and industry moved into the area, transforming its character.

4.23 In the early 20th century, large stone commercial buildings began to replace the Georgian terraces in Hatton Garden. Extensive bomb damage during WWII also led to significant redevelopment.

4.24 The Area Statement notes the sense of enclosure derived from the back of pavement edge development, particularly in the narrower roads off High Holborn and Farringdon Road, which is increased by the gradient of the roads which lead down to the former path of the River Fleet and the height of the buildings here, some of which are 8 storeys.

4.25 The character and special interest of the buildings within the Area are described as deriving from the quality and variety of type and its particular street pattern. A number of building types from different eras are identified, from Georgian terraces houses to Victorian warehouses to Edwardian Neo-Classical buildings. Georgian buildings tend to be in London stock brick with red brick detailing. The 19th century brought multi-coloured brickwork and the use of tiles, stucco and stonework. Portland stone predominates in buildings of the early-mid 20th century.

4.26 The vistas afforded by the broad Victorian roads such as Gray's Inn Road, are identified as significant and of a different character to the restricted views within the networks of winding and hilly streets off the main thoroughfares.

Parks and Gardens of Special Historic Interest

Gray's Inn

4.27 Gray's Inn is Grade II* Listed on the Register of Parks and Gardens of Special Historic Interest. It comprises circa 4ha, including Gray's Inn Walk, Gray's Inn Gardens, South Square and Gray's Inn Square. Landscaping of the spaces began in the 16th century with Field Court. The planting and arrangement of South Square and Gray's Inn Square, closest to the Site, is largely 20th century and both squares are enclosed by barristers' chambers and offices which separate the landscape spaces from Gray's Inn Road and occlude views out them. The surrounding buildings provide the squares and gardens with a secluded environment accessed through a limited number of passageways and gates. The Site and Proposed Development are not visible from within Gray's Inn and the buildings on the east side of South Square create an impermeable and inactive street frontage to Gray's Inn Road.

Listed Buildings

4.28 There are a number of important historic buildings in the area and those which may be seen in conjunction with the Proposed Development are identified below. The following description of the character and significance of each Listed Building will inform the assessment of potential impacts on their significance through the proposed changes to their setting, in accordance with PPS5 Policy HE10. Potential impacts on their settings are considered in the Views Assessment in section 6.

Cittie of Yorke public house, 22 and 23 High Holborn- Grade II

4.29 The Cittie of Yorke public house is situated to the southwest of the Site, on the north side of High Holborn.

4.30 It was built in 1923-4 and is attributed to Ernest R Barrow. It is in neo-Tudor style. The High Holborn elevation is faced in Portland stone with two projecting bays at first and second floors, with leaded window lights. There are two gables above the third floor and tiled roof above. The ground floor has timber doors at either side and timber panelling at the centre with windows above. A large clock on an ornamental bracket projects from the centre between first and second storeys. The interior retains numerous original and some pre-20th century features from previous public houses on the site.

4.31 The stucco Grade II Listed gatehouse to Gray's Inn is adjacent to the east side of the Cittie of Yorke and has a similar colouring and vertical emphasis which contributes positively to its setting. The modern infill building on the west side of the Cittie of Yorke is taller and narrower and of neutral character. The timber ground level, stone detailing above and ornate projecting clock form a distinctive landmark on this otherwise largely characterless stretch of modern office buildings along High Holborn.

Gatehouse fronting onto High Holborn - Grade II

4.32 This southern gatehouse to Gray's Inn is situated to the southwest of the Site, on the north side of High Holborn.

4.33 It was first built in the 16th century and rebuilt in the 1960s following subsidence with a reproduction of the stucco south facade. The gatehouse is stucco with a rusticated ground floor, and a slate roof and attic above four storeys. It has an elliptical arch over the carriage way and a smaller round-headed arch to the footway. The upper storeys have oriel windows which project to emphasise the narrowness of the building above the street level opening.

4.34 To the east, are drab modern retail and office blocks with a horizontal emphasis. On its west side is the Grade II Listed Cittie of Yorke public house which is of similar colouring and vertical emphasis and contributes positively to its setting

Staple Inn Buildings, 335 High Holborn - Grade II

4.35 335 High Holborn is situated to the southwest of the site, on the south side of High Holborn and east side of the Staple Inn Buildings passage.

4.36 It was designed by Alfred Waterhouse and is of red brick with terracotta dressings. It was built in 1903. It is five storeys with a gable roof fronting High Holborn. At the west corner, a polygonal turret projects above the corner entrance and is surmounted by a lead pinnacle. No 336 is listed with No 335, which is to its south and similar in style and materials.

4.37 The narrow frontage and corner turret, which extends up all storeys above ground level, gives No 335 a strongly vertical emphasis in contrast to the adjacent black and white Tudor buildings and, to the west, the broad 20th century office building (Heron House) banded by windows and projecting concrete cills. The warm terracotta facades and articulated skyline of 335 High Holborn visually connect with the Grade II* Listed Prudential Assurance building to the northeast on the opposite side of the street, also by Alfred Waterhouse.

Staple Inn, 337 and 338 High Holborn - Grade II*

4.38 337 and 338 High Holborn is situated to the south of the Site, on the south side of High Holborn and adjacent to the east side of Waterhouse's Grade II Listed Staple Inn Buildings.

4.39 337 and 338 High Holborn comprise two chambers with a shop at street level. The rear of these is the 16th century No 4 Staple Inn. Alfred Waterhouse led the restoration of the medieval building in 1886 with funding from the Prudential Assurance Company and in 1954-5 it was largely rebuilt in facsimile by Sir Edward Maufe. It is four storeys beneath a tiled and gabled roof, with 20th century brick chimney stacks. The front elevation on High Holborn has two gabled bays with jettied floors and projecting oriels above 19th century shop fronts. The facsimile casement windows and black and white timber elevation on High Holborn visually relate with the adjacent Nos 1-4 Holborn Bars, together forming a unique example of a 16th century group of timber-framed houses.

4.40 As well as having significant historic value, 337 and 338 High Holborn and 1-4 Holborn Bars are of significant architectural and aesthetic merit. The distinctive timber-stripped and uneven elevations, rising lower than their immediate neighbours, appear unlike any other building on High Holborn and form a distinctive local landmark, especially in views south along Gray's Inn Road.

1-4 Holborn Bars - Grade I

4.41 1-4 Holborn Bars is situated to the south of the Site, on the south side of Holborn and adjacent to the east side of the Grade II* Listed 337 and 338 High Holborn.

4.42 1-4 Holborn Bars comprise four chambers with shops inserted later. The rear of these form the 16th century Nos 4, 5 and 6 Staple Inn (Grade I). Alfred Waterhouse led the restoration of the medieval buildings in 1886 with funding from the Prudential Assurance Company. The interior and rear were extensively reconstructed in 1939 in order to preserve the front timber frame elevation and there was further restoration work in the 1950s. 1-4 Holborn Bars is three storeys beneath a tiled and gabled roof, with 20th century brick chimney stacks. The front elevation on Holborn has five gabled bays with jetties at floor levels. The central bay projects over the entrance to Staples Inn and has an original splayed oriel window. At ground level, a carved stone arch surrounds double panelled doors to the Inn. The early 19th century shopfronts are much altered. Together with 337 and 338 High Holborn, Nos 1-4 Holborn Bars form a unique example of a 16th century group of timber-framed houses.

4.43 As well as having significant historic value, 1-4 Holborn Bars and 337 and 338 High Holborn are of significant architectural and aesthetic merit. The distinctive timber-stripped and uneven elevations, rising lower than their immediate neighbours, appear unlike any other building on Holborn and High Holborn and form a distinctive local landmark, especially in views south along Gray's Inn Road.

City boundary Obelisk, Holborn (north side) - Grade II

4.44 The mid 19th century granite obelisk marks the former boundary of the City on the north side of Holborn, now within Camden. It is located at the front edge of pavement, on the corner of Gray's Inn Road and Holborn, in front of the building presently on Site.

4.45 The obelisk was originally surmounted by a lantern, now replaced by a gilded griffin. It forms a pair with an identical obelisk on the south side of the road which is within the City of London.

4.46 The full height of the obelisk appears similar to that of the ground floor of the existing 150 Holborn beyond. Whilst prominently located towards the road junction edge, pedestrian crossing lights, tree cover and the traffic itself detract from its visibility.

City boundary Obelisk, Holborn (south side) - Grade II

4.47 The mid 19th century granite obelisk marks the former boundary of the City on the south side of Holborn, in the City of London. It is located at the front edge of pavement in front of Staples Inn, opposite the identical obelisk at the corner of Gray's Inn Road and Holborn.

4.48 The obelisk was originally surmounted by a lantern, now replaced by a gilded griffin.

4.49 Whilst prominently located towards the road edge of the pavement, other streetside paraphernalia and the traffic detract from its visibility.

Royal Fusiliers War Memorial, Holborn (north side) - Grade II

4.50 The memorial is situated on a traffic island in the centre of Holborn, between the Site (to the north) and Staples Inn (to the south).

4.51 It is by Albert Toft and was built after 1918. A bronze figure surmounts a very high Portland stone pedestal.

4.52 The dark silhouette of the figure, standing with one leg bent, is highly visible above the traffic in long views east and west along the street.

Prudential Assurance Building, 142 Holborn - Grade II*

4.53 The Prudential Assurance Building is situated to the east of the Site, across Brooke Street.

4.54 It was designed by Alfred Waterhouse and built from 1885-1901, with alterations in 1930-32 and 1989-93. It has significant architectural merit and aesthetic value. Externally, it has richly detailed elevations of polished granite, red brick and terracotta and a highly articulated roofline in picturesque Gothic Revival style. The front range on Holborn was built in 1897-1901. The west range on Brooke Street was added by EM Joseph in 1930-21 in matching style and its northern section rebuilt in the late 20th century with purple granite cladding by EPR Architects incorporating a three-window range of 1885-8. The rear (north) elevation on Brooke Street and Brooke's Market is also purple granite clad. The Leather Lane range, on the east side, is simpler in appearance to the Holborn elevation but of the same terracotta. The interior contains some original fittings, including wood panelling, faience, plaster ceilings and fireplaces.

4.55 The Prudential Assurance Building forms a prominent local landmark due to its rich colour, skyline silhouette and position at the back of pavement edge and forward from the building presently on the Application Site. The entrance tower and fleche punctuate the skyline in views east and west along Holborn and High Holborn. In views travelling east along High Holborn, mature Plane trees conceal much of the body of the building.

4.56 The symmetry, scale and decorative detail of the Prudential Assurance Building give it a grand and singular identity on the street. Its height is in keeping with the predominant roofline but it is highly articulated in character, unlike the buildings opposite and further west on Holborn. Large window openings set in a stone faced ground level root the building to the pavement and local streetscape. To its east, across Leather Lane, and to the south, at the corner of Fetter Lane, large glazed office buildings front Holborn Circus. Opposite, on the south side of Holborn, broad, stone buildings predominate, the timber striped Staple's Inn and terracotta of Staple Inn Buildings - also by Waterhouse - are glimpsed to the west, opposite the entrance to Gray's Inn Road. The Plane trees in front of the Site visually separate Holborn from High Holborn, to the west, and positively contribute to the setting of the Prudential in views eastwards.

Church of St Alban the Martyr - Grade II*

4.57 The Church of St Alban the Martyr is situated north of the Site, east of Gray's Inn Road and tucked between Baldwin Gardens and Brooke's Court.

4.58 It was designed by William Butterfield and built in 1861-2, with a chapel by CHM Mileham built in 1891. It is in Gothic style and of London stock and red brick with stone dressings. It is a tall and wide aisled church with a western tower and imposing north entrance set off Baldwins Gardens. The interior was restored following fire damage by Adrian Gilbert Scott in 1959-61, with some original features surviving.

4.59 Due to the density of surrounding development and its situation, set away from the main roads, it is obscured in many views and primarily seen on Baldwins Gardens above the single storey houses in Brooke's Court. From Gray's Inn Road, its western tower and south elevation is glimpsed through the narrow entrance to Brooke's Court. Looking north along Brooke Street, the Church of St Alban the Martyr is largely concealed by the Clergy House on its south side.

St Alban's Clergy House - Grade II

4.60 The Clergy House of the Church of St Alban the Martyr is situated north of the Site, immediately south of the Church of St Alban the Martyr and fronting onto Brooke's Market, at the north end of Brooke Street.

4.61 Like the Church, the Clergy House is by William Butterfield and in Gothic style. It is primarily brown brick with red brick courses and red brick and stone window arches. It is four storeys, with four bays. The entrance bay projects and has a wrought iron gate, which includes the words "Saint Alban The Martyr", beneath the arched ground level opening. The roof is slate and has two gables.

4.62 Views north along Brooke Street terminate with the Clergy House and are directed towards the gabled entrance bay. On either side of Brooke Street, plain brown brick housing and EPR Architects' purple granite clad remodelled rear of the Prudential are situated at the back edge of the narrow pavements. A three-window range element of the original Waterhouse Prudential Assurance building is embedded within the EPR granite cladding; its gabled roofline and vibrant red brick positively contribute to this channelled vista of the Clergy House.

Statue of the Prince Consort, Holborn Circus- Grade II

4.63 The statue is situated on a traffic island in the centre of Holborn Circus, to the east of the Site.

4.64 It was designed by Charles Bacon in 1874. It features two bronze seated figures and two bronze plaques on the sides of a large granite base supporting a bronze statue of the Prince Consort, seated on a horse and raising his hat towards Holborn Viaduct.

4.65 The statue has an isolated position at the centre of the roundabout, however the surrounding traffic dominates and the scale of the buildings fronting the Circus, particularly on Holborn, diminishes its visual prominence.

Church of St Andrew, Holborn Viaduct (south side) - Grade II

4.66 The Church of St Andrew, Holborn Viaduct, is situated east of the Site, just east of Holborn Circus.

4.67 It was built to designs by Sir Christopher Wren in 1686-7. Its 15th century tower was re-cased and heightened by Wren in 1704. The west tower is Portland stone, with narrow window openings and crowned by a balustrade. The interior of the church was rebuilt in near facsimile following World War II bomb damage.

4.68 Trees close to the base of the Church conceal much of its body in views across the Circus from the west: this open space and the level change, as the ground dips towards the former course of the River Fleet, provides the west tower with an open setting and clear silhouette against the sky.

5.0 VISUAL CHARACTERISTICS OF THE PROPOSED DEVELOPMENT

5.1 MAKE Architects have developed proposals for 150 Holborn that will retain some elements of the existing building whilst enhancing its external appearance at this important corner site of Grays Inn Road and Holborn. The proposals have adapted the architectural language of the existing building – of projecting bays on stone arched supports with a tall metal mansard – and have remodelled its overall mass and outer surface to create a more cohesive and contemporary design. It will be clad with materials that will enhance its appearance and improve its energy efficiency.

5.2 150 Holborn has been designed to express a clear top, middle and base and to relate more effectively in mass and detail to neighbouring buildings. The proposals will retain the retail units at part basement, part ground and part first floors, which will continue to accommodate existing tenants during construction. The existing entrances to the ground floor retail units that are expressed by a series of stone framed shallow arches above large glazed shop windows providing a well defined back of pavement edge would also be retained. A wide pavement on Holborn accommodates the Chancery Lane Underground entrance, and pedestrians are presented with clear views past 150 Holborn of the neighbouring Grade II* Prudential Assurance Building when moving eastwards. The proposals will enhance the visual relationship with this significant heritage asset.

5.3 The upper storeys (floors 01 to 07 on Gray's Inn Road and High Holborn, and floors 02 to 05 on Brooke Street) will accommodate offices and residential. The exterior of these levels will be remodelled and reclad in vertical strips of dark red faience with bronze patinated metal window frames. The existing rhythm of projecting bays will be largely retained and extended upwards to create an undulating skyline silhouette with terraced setbacks at roof level and faced in the same materials, replacing the overly dominant plain metal mansard. The corner entrance at the junction of Gray's Inn Road and Holborn will be emphasised by an angled bay rising to the maximum height of the building. It will provide the building with a chamfered corner and a double height entrance and a deeply recessed window opening extending through all the floors above. Double height bays on either side will be capped by stone arches which correspond to the existing stone supports above the retail units on both streets.

5.4 This stepped profile will provide 150 Holborn with a more varied and picturesque skyline silhouette, which will relate positively to the Victorian Gothic silhouette of pointed gables, spires and fleche of the Prudential Assurance Building to its east. The coloration of the listed building, its fiery red brick and terracotta, will be echoed by the vertical strips of dark red faience proposed for sides and outer edges of the projecting bays of 150 Holborn. The new windows will combine the existing pairs of windows into a broad single aperture with deep set stepped window frames clad in a warm toned patinated metal and spiralling orthogonal frames of solar shading in the same metal set in front of the glazing. At the upper levels the frames will be lighter in colour and will be read in relation to the slate pitched roof of the neighbouring Prudential building. To the sides of the projecting bays, vertical strips of dark red faience will be set at slight angles to give a saw tooth profile. The easternmost bay on High Holborn and southernmost bay on Gray's Inn Road will step down in height, opening up views to the Grade I and II* Staple Inn and Prudential buildings nearby and bringing a varied rhythm to the skyline.

5.5 The new cladding will conceal a thick layer of insulation increasing the thermal performance of the building considerably. Roof plant, located at level 08 (fronting Gray's Inn Road/Holborn) and level 05 (fronting Brooke Street), will be divided into a number of small enclosures which will be integrated within the tiered roofline of the building so as to be indiscernible. Plant will also be accommodated within the basement and cooling towers and chillers will be located at the northern end of floor 07, fronting Gray's Inn Road.

5.6 Residential units will be located at the northern end of the Brooke Street wing (floors 01 to 05). A new stair and lift core will serve these flats and will be accessed directly from Brooke Street. Each unit will have balconies overlooking a raised courtyard garden at the centre of the Site and overlooking Brooke Street. The top floor flats will have access to private roof gardens and the roofs will be planted with sedum.

5.7 The existing service yard, located centrally to the north of the building, will be enclosed with a garden at first floor level. Vehicle servicing, disabled parking and cycle facilities will be accommodated within the enclosed service yard and accessed via the existing vehicle entrance from Brooke Street. The elevations of 150 Holborn which address the courtyard garden and service yard will have much plainer elevations than those on the street exterior and windows will almost be flush with the proposed cream terracotta surrounds, creating a calm and light space enclosing an informally planned landscape garden.

Mitigation by Design

5.8 The physical and spatial, urban and architectural design of 150 Holborn will now be assessed in relation to PPS1 and *By Design*, which it is closely associated with, to identify the design characteristics through which the Proposed Development will relate positively to the local and wider townscape and mitigate any potentially adverse impacts.

5.9 *Planning Policy Statement 1*, paragraph 13(iv), requires that:

“Planning policies should promote high quality inclusive design in the layout of new developments and individual buildings in terms of function and impact, not just for the short term but over the lifetime of the development. Design which fails to take the opportunities available for improving the character and quality of an area should not be accepted (see paragraphs 33-39 below).”

5.10 And at paragraph 34:

“Planning authorities should plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes. Good design should contribute positively to making places better for people. Design which is inappropriate in its context, or which fails to take the opportunities available for improving the character and quality of an area and the way it functions, should not be accepted.”

5.11 In response to this national planning policy, and in order to assess the Proposed Development in its specific context, this sub section of the chapter considers architectural and urban design principles in relation to the criteria set out in *By Design*, which provides an objective framework by which to assess urban design proposals and lists criteria against which urban design proposals should be judged. The criteria are listed below as seven separate headings. An assessment of the Proposed Development is provided under each.

i) Character. A place with its own identity. To promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development, landscape and culture.

5.12 The proposals for 150 Holborn have been formed to enhance the external characteristics of the existing building with high quality materials that will also improve its energy efficiency and the accommodation within it. All aspects of the design - its height, mass, deep red faience cladding, extended protruding bays, layered roofscape and deep window reveals - are drawn from characteristics of buildings in the locality and the adjacent Grade II* Prudential in particular. The proposals will follow the height of the street frontage on Holborn and Gray's Inn Road, dropping down to address the quieter Brooke Street on the east side of the Site. 150 Holborn will sit comfortably within its context and will visibly relate to its Grade II* Listed neighbour whilst having a distinct identity appropriate to this important corner site.

ii) Continuity and Enclosure. A place where public and private spaces are clearly distinguished. To promote the continuity of street frontages and the enclosure of space by development which clearly defines private and public areas.

5.13 The existing street frontage will be largely retained, with the office corner entrance enlarged to three bays and double height. The protruding bays will extend from first floor upwards, leaving a continuous and legible frontage to the street. On Brooke Street, an entrance will give private access to the stairs and lift of the residential block. Security constraints preclude public access to all areas except for the retail units.

iii) Quality of the Public Realm. A place with attractive and successful outdoor areas. To promote public spaces and routes that are attractive, safe, uncluttered and work effectively for all in society, including disabled and elderly people.

5.14 The informally landscaped garden at the centre of the Site will be accessible to the building's occupants only. The street frontage will be retained largely as it is at present, and will remain set back from the pavement edge on Holborn to accommodate the Underground station entrance and to allow space for the Listed obelisk and street signage.

iv) Ease of Movement. A place that is easy to get to and move through. To promote accessibility and local permeability by making places that connect with each other and are easy to move through, putting people before traffic and integrating land uses and transport.

5.15 The stone capped openings at ground level create an active and permeable street frontage with well defined access points for pedestrians. Vehicular access will continue to be from Brooke Street, away from the pedestrian activity on the main thoroughfares, and will lead to a service yard at the centre of the Site which will be enclosed by the raised informal garden.

v) Legibility. A place that has a clear image and is easy to understand. To promote legibility through development that provides recognisable routes, intersections and landmarks to help people find their way around.

5.16 The scale and richness of its west and south elevations on Grays Inn Road and High Holborn will express its commercial character and will be in keeping with its neighbours. The corner entrance to the office above will be enlarged and emphasised through the continuous vertical window frame of the bay above, which will clearly define the corner junction within the townscape as well as clearly identifying the office entrance.

vi) Adaptability. A place that can change easily. To promote adaptability through development that can respond to changing social, technological and economic conditions.

5.17 The office floors have been configured to accommodate both cellular and open plan layouts and to provide for multi-tenant occupation. The adaptability of the existing structure is evident in the changes that are being proposed, and it will retain this adaptability to meet future needs.

vii) Diversity. A place with variety and choice. To promote diversity and choice through a mix of compatible developments and uses that work together to create viable places that respond to local needs.

5.18 The Proposed Development incorporates retail space at part basement, part ground and part first floor, as it does at present, and offices on the floors above. Residential units will be located towards the rear of the building on the quieter Brooke Street.

Conclusions

5.19 The Proposed Development has been conceived for this specific Site and to relate to buildings nearby that are of similar scales though of markedly different styles and character. The reclad 150 Holborn will be modern in character, but the colour and texture of the terracotta facades and deep bays and window reveals will also relate to the Alfred Waterhouse buildings within its close context and to the materials and forms of buildings in the wider area. The stone frame at ground level will be retained to clearly differentiate it from the building above. The elevations will be articulated by vertical bays with a rhythm and hierarchy that will emphasise the corner entrance. The roofline will be stepped to modulate the overall scale and mass of the building form, and to relate it positively to the scale of the Alfred Waterhouse buildings adjacent.

6.0 VIEWS ASSESSMENT

6.1 The visual impact of the design for the Proposed Development will be assessed in the selected views that follow. The nine views were chosen in consultation with the London Borough of Camden to enable the Proposed Development to be assessed in the round and in relation to the settings of local designated heritage assets. They illustrate the potential impact of the Proposed Development on existing views, and its relation to its urban context. These views are listed in Table 1-2 below and described in detail in the Views Assessment that follows.

Table 1-2

View No.	View description
1	Kingsway/ High Holborn junction, north pavement, looking east
2	High Holborn, north pavement at No 42-49 High Holborn
3	High Holborn, north pavement at Fulwood Place
4	High Holborn, north pavement at Boots (24 High Holborn)
5	High Holborn, south pavement, beside entrance to Chancery Lane underground station
6	Holborn, south pavement, corner of Furnival Street
7	Holborn, south pavement, north entrance to Fetter Lane
8	Grays Inn Road, west pavement, looking south
9	Brooke Street, west pavement, looking south

Camera Details

View	Type	Method	Camera easting	Camera northing	Height m (AOD)	Photography Resolution (Pixels)	Lens	FOV (degrees)	Photo Date	Photo Time of day	Bearing (degree clockwise N=0)	Distance (Meters)
01	Wireline	Verified	530519.59	181540.27	25.32	7216 x 5412	35 mm	70.1	22.4.11	13.27	260.78	653.9
02	Photomontage	Verified	530914.92	181613.79	24.04	7216 x 5412	35 mm	70.1	11.6.11	13.34	262.89	252.0
03	Photomontage	Verified	530983.16	181622.20	23.10	7216 x 5412	35 mm	70.1	11.6.11	13.25	262.85	183.3
04	Photomontage	Verified	531012.09	181623.67	22.86	7216 x 5412	35 mm	70.1	11.6.11	13.10	262.06	154.4
05	Photomontage	Verified (stitched photography)	531118.58	181595.11	21.93	7216 x 5412 (verified portion)	35 mm	70.1	11.6.11	13.57	222.93	68.1
06	Photomontage	Verified	531215.71	181579.36	20.76	7216 x 5412	35 mm	70.1	11.6.11	12.03	142.31	82.9
07	Photomontage	Verified	531215.71	181579.36	19.47	7216 x 5412	35 mm	70.1	11.6.11	11.44	119.77	169.5
08	Photomontage	Verified	531088.68	181735.06	21.68	7216 x 5412	35 mm	70.1	21.6.11	19.18	319.72	118.1
09	Photomontage	Verified	531190.48	181763.78	21.84	7216 x 5412	35 mm	70.1	22.4.11	11.37	12.11	121.5

All photography taken with the following equipment

Arca Swiss 69 F-Line Metric, Architectural camera with Rodenstock 35 mm, high-resolution, digital lens.

The images are captured with a Phase One P45 digital back and processed using Capture One software.