

RECEIVED  
20 MAR 2007

APPLICATION DESIGN & ACCESS STATEMENT

For

WHITEFIELD MEMORIAL CHURCH,  
THE AMERICAN CHURCH IN LONDON

JANUARY 2007

**Terry Pawson Architects**

## **Introduction**

---

This statement, which presents design and access intentions for the redevelopment of Whitefield Memorial Church, has been prepared by Terry Pawson Architects for The American Church in London.

The statement accompanies the planning application and has been produced in line with current guidance issued by CABE (the Commission for Architecture and the Built Environment). The statement seeks to explain the concept, design and access principles which have informed the submission against a context of the existing site conditions, our client's aspirations and objectives and the governing Unitary Development Plan issued by the London Borough of Camden.

Applicant  
The American Church in London  
79A Tottenham Court Road  
LONDON W1T 4TD

w: [www.americanchurchinlondon.org](http://www.americanchurchinlondon.org)

Agent  
Terry Pawson Architects Ltd  
206 Merton High Street  
LONDON SW19 1AX

t: 020 8543 2577  
f: 020 8543 8677  
e: [tpa@terrypawson.com](mailto:tpa@terrypawson.com)  
w: [www.terrypawson.com](http://www.terrypawson.com)

## **Contents**

---

### **SECTION 1.0**

#### Location & Context

Where the submission site is located and what the context is like.

### **SECTION 2.0**

#### Site History

How the site has developed over time.

### **SECTION 3.0**

#### Project Brief & Development Considerations

What the requirements and aspirations of the client are and the parameters with which they must engage.

### **SECTION 4.0**

#### Site Evaluation and Development Opportunities

A non-subjective evaluation of the application site and how it can best be adapted to meet the needs of the project brief.

## **DEVELOPMENT PROPOSALS**

### **SECTION 5.0**

#### Use & Amount

What buildings and spaces would be proposed, what they would be used for, and how much would be built on the site.

### **SECTION 6.0**

#### Urban Design & Access

How the buildings and public and private spaces would be arranged and what their relationship to each other and the surrounding context would be like.

### **SECTION 7.0**

#### Scale and Massing

How big the buildings and spaces would be and what their relationship with the existing context would be like.

### **SECTION 8.0**

#### Landscaping

How open spaces would be treated and how access to them would be provided.

### **SECTION 9.0**

#### Appearance

What the buildings and spaces would look like.

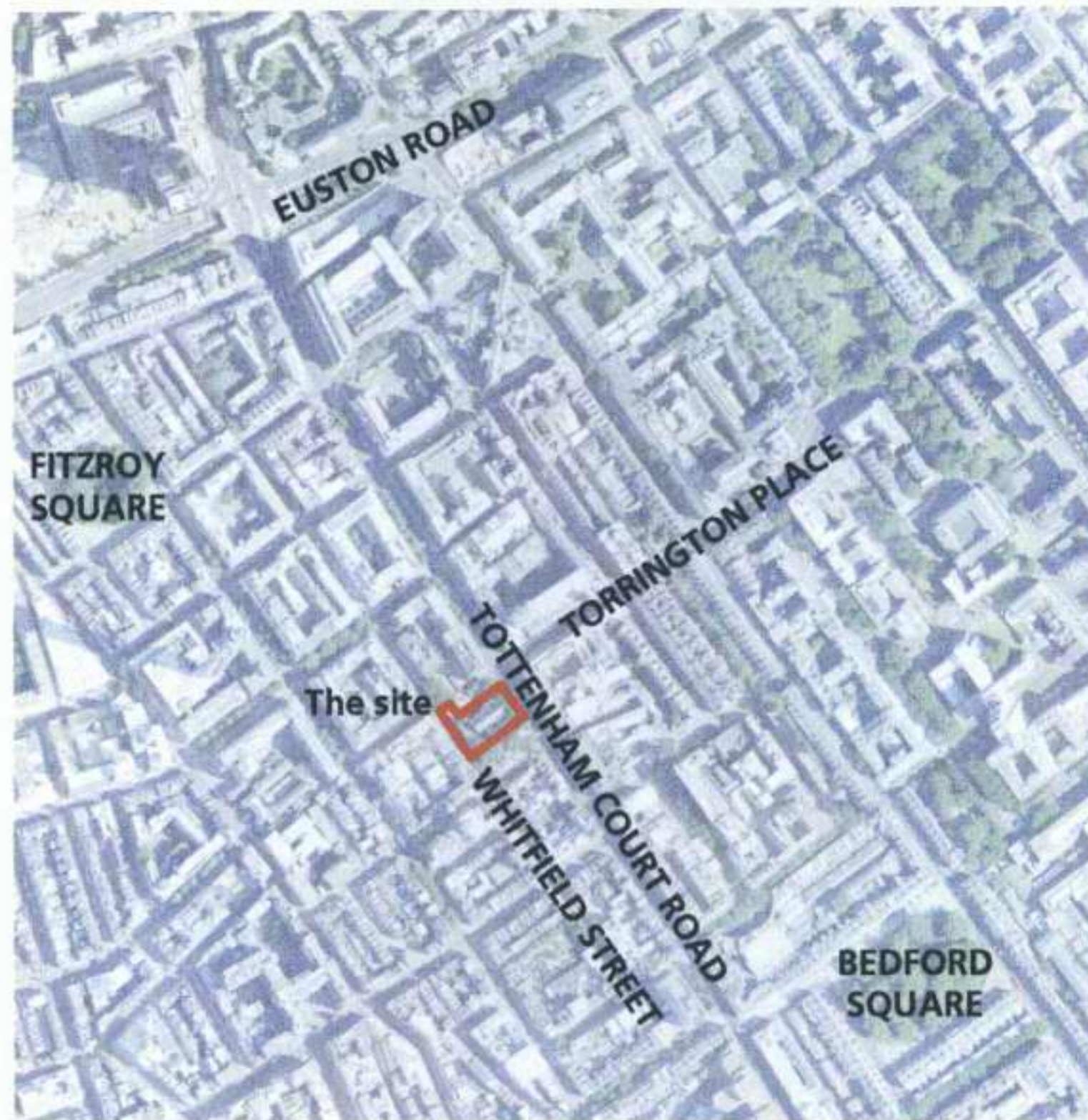
### **SECTION 10.0**

#### Construction Standards, Environmental Performance & Refuse / Waste

What design and construction standards the buildings and spaces would be built to, what green energy systems are proposed and what would be the waste management plan?



## 1.0 Location & Context



F1 - The application site in central London

- 1.1 Whitefield Memorial Church is located within the London Borough of Camden in the Fitzrovia area of central London. The site is bounded by Tottenham Court Road to the east, Whitefield Gardens to the south and Whitfield Street to the west. A mixture of buildings lie to the site's northern boundary.
- 1.2 The nature of the existing context is one of unplanned eclecticism. The current Whitefield Memorial Church was inaugurated in 1957, twelve years after its Victorian predecessor was destroyed by a German V2 rocket in 1945. The surviving 19th Century buildings to the south of the church stand somewhat defiantly amidst an expanded Whitefield Gardens dominated by the numerous mature London plane trees. In summer these substantial trees tend to shield the church and gardens from general view from the Tottenham Court road and the Gardens. The height of these trees easily exceed the height of the church and many of the surrounding buildings. To the north of the site stands a vacant nursery building and, fronting Tottenham Court Road, the Eisenhower Centre - General (later US President) Eisenhower's London headquarters during the Second World War.
- 1.3 At street level this varied group of buildings is tied together by a landscape which is at best adequate but in general quite poor. The surface environment is especially poor to the south and east of the Gardens with the area immediately in front of the church being used by a number of temporary market stalls operating directly on the church land.



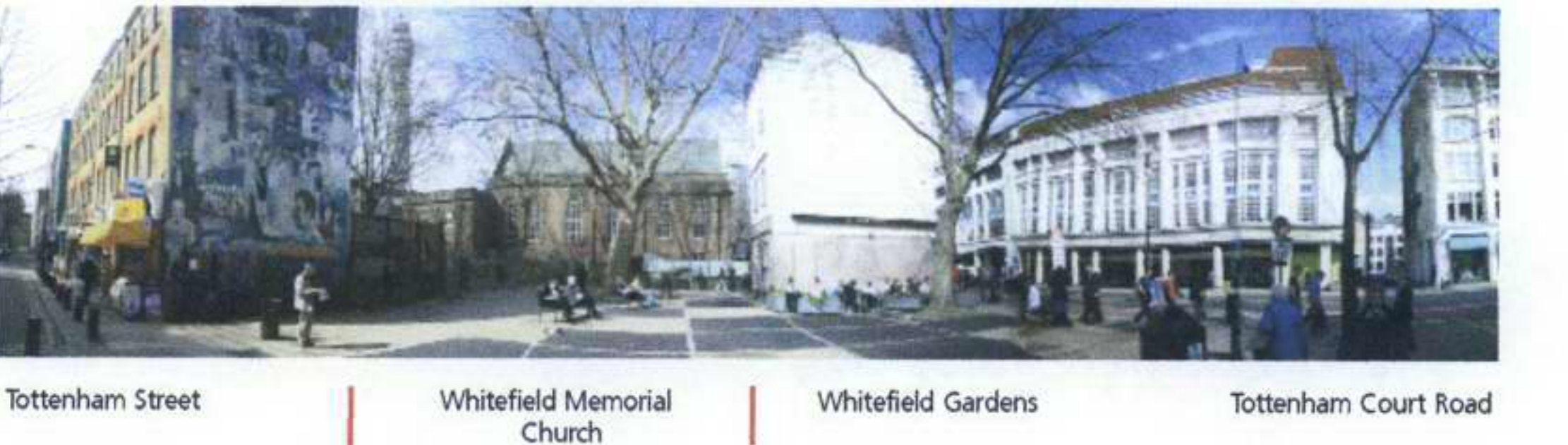
F2 - Context photograph  
along the Tottenham  
Court Road elevation



F3 - Context photograph  
looking north up  
Whitfield Street



F4 - Context photograph  
looking north into  
Whitfield Gardens

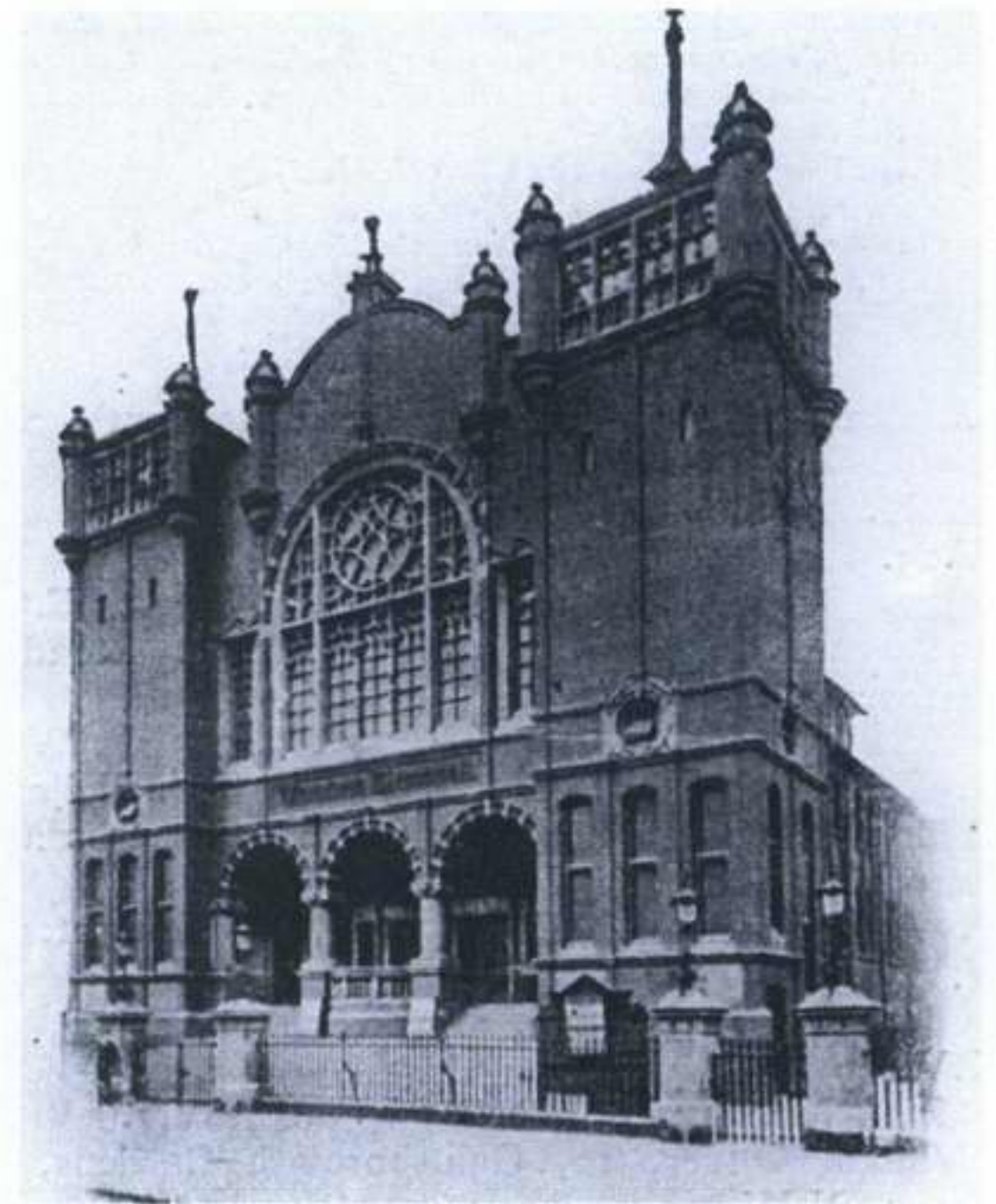
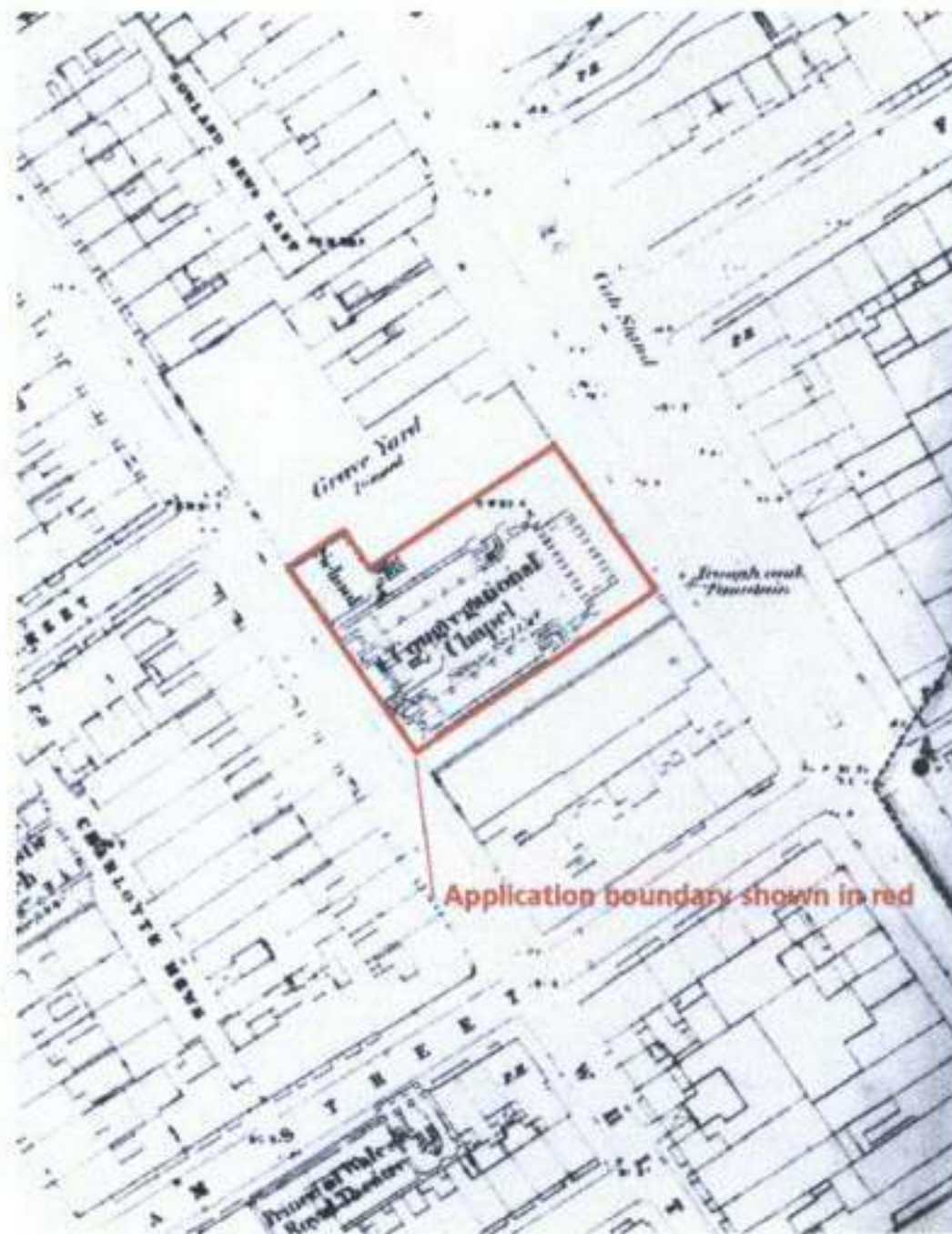




## 2.0 History of the site

F5 - An ordinance survey map from 1870

F6 - Whitefield's Tabernacle built 1890.



- 2.1 The site of Whitefield's Memorial Church has been used for religious purposes since the year 1756 during which the original chapel known as Whitefield's Tabernacle was completed. The Reverend George Whitefield was a noted Presbyterian minister who preached in England, Scotland, Ireland and the United States, where he died in 1770. The chapel was extended in 1757 via the addition of an octagonal frontage. The freehold of the site was bought by the tabernacle trustees in 1831 but by 1862 the congregation had been dissolved due to falling numbers. The land was bought by the London Chapel Building Society who replaced the Georgian tabernacle with a more robust church in 1890. This church (pictured above) was destroyed by a German V2 rocket on Palm Sunday in 1945 during one of the last raids on London of Second World War. The current church was completed on the same site in 1957 and has been home to the American Church in London since the mid 1970s.
- 2.2 The land occupied by the church and its immediate surroundings was originally the site of a large pond called 'The Little Sea'. This pond was drained in 1750 to enable the land to be developed. A highway upon what is now Tottenham Court Road enabled the development of the adjacent fields which by the end of the Regency presented roughly the street pattern that we see today.
- 2.3 The land to the north and south of the church was used as a graveyard upon completion of the original chapel in 1756 to around the year 1853. By 1877 the graveyard was disused and was developed into what is now Whitefield Gardens.
- 2.4 Industrial uses which have taken place adjacent to or nearby the church include Hatters (around 1864), tin and iron works (1895) and metal works (1954).



### **3.0 Project Brief & Development Considerations**

---

#### Project Brief

- 3.1 The Church approached Terry Pawson Architects seeking advice and ideas of how to best achieve the future aspirations of the congregation and how to meet the modern-day requirements expected of a popular community facility. A consultation exercise was conducted via workshops, interviews and a questionnaire designed to gauge the wide range of opinions and preferences. The results of the consultation were formalised and presented to the church whereupon a defined brief emerged dealing primarily with disabled access and the perception of the organisation and the service it provided to the its members and the wider community. These included:
1. How to improve access to the building for the disabled
  2. How to improve general access from Tottenham Court Road
  3. How to improve the visibility and image of the church
  4. To offer improved facilities for the community soup kitchen
  5. To offer improved working facilities for the Church's on-site staff
  6. To offer improved residential accommodation for the on-site caretaker
  7. To offer improved facilities for the Church's Sunday School
  8. To offer improved community facilities connected to the Jim Schmidt Hall including the provision of new toilets and changing areas
  9. To provide new accommodation for an on-site day nursery
  10. To provide new on-site accommodation for the church pastor
  11. To investigate development opportunities to help fund the required investment



---

### Development Considerations

- 3.2 As with any development, a great deal of consideration is required as to how the proposals will engage with and support the existing built (or landscape) environment. The proposals, whilst primarily concerned with the needs of the applicant must however enhance and strengthen the general ambiance and amenity of the location to which they relate. To do this a number of different parameters must be addressed which are designed to ensure that the environment continues to be viable and conducive to everyday life. These parameters deal primarily with the relationship between the development and the surrounding environment and include the following;
1. Conservation Area consent: The church is situated within the Charlotte Street Conservation Area and thus requires Conservation Area consent in order for development to proceed.\*
  2. Contaminated Land: The application site is listed upon the Council's Contaminated Land registry and thus requires a full assessment of the existing ground conditions prior to any consent for development.\*\*
  3. Rights of Light: Most development within a dense urban area requires the applicant to illustrate that their proposals will not adversely affect existing natural light provision within adjoining or adjacent buildings.
  4. Travel and traffic: The applicants must show that the proposed development can be supported by sustainable means with regards to the provision of transport (private and public) and that the subsequent impact of such a development can be absorbed and supported at local level.

These clearly defined parameters inform the less prescribed elements which are involved in developing the brief. These include;

1. Urban design
2. Scale and Massing
3. Materials

These elements, when deployed amongst the development parameters, should give rise to well designed and considered *Architecture*.

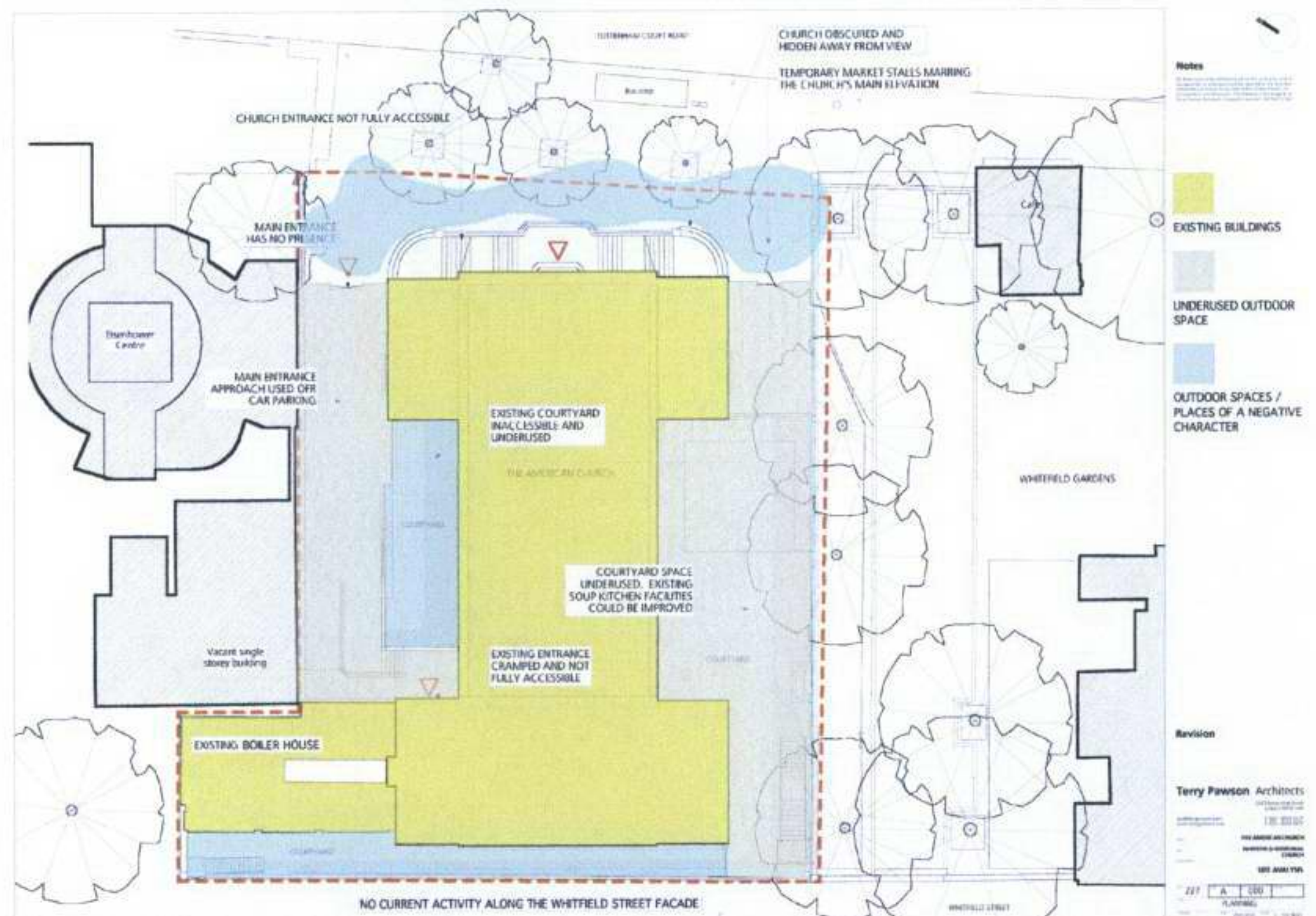
\* After consultation with Camden Council we have been advised that Conservation Area Consent is not required for this application as it does not seek the complete demolition of the church.

\*\* The application site is noted upon the Contaminated Land Registry for having the *potential* to be a contaminated site. This is due primarily to the historic use of adjacent land as a graveyard.



## 4.0 Site Evaluation & Development Opportunities

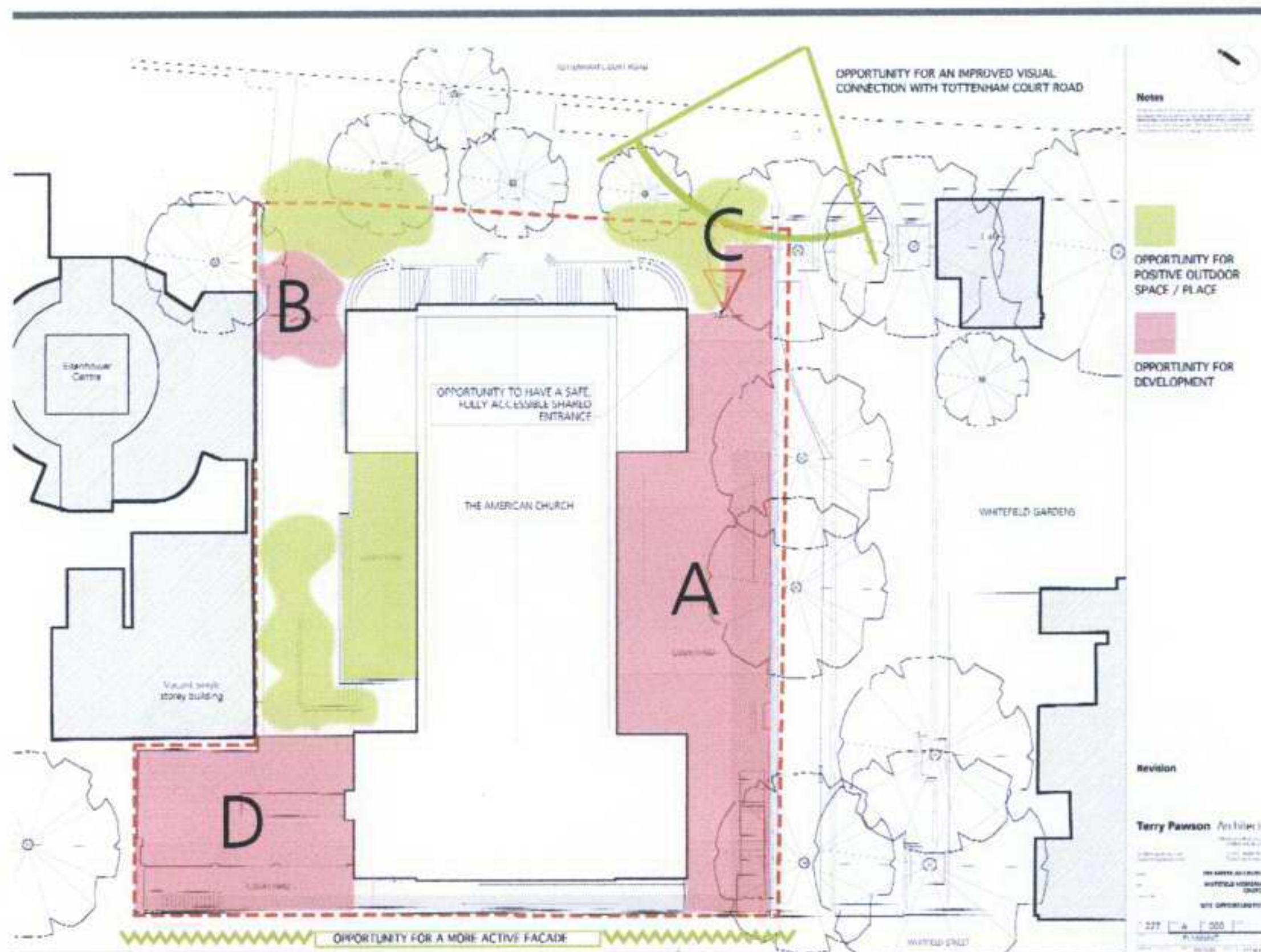
F7 - Site plan illustrating the existing site conditions



### Site Evaluation

- 4.1 The existing condition of Whitefield Memorial Church is on the whole sound but does vary according to the frequency with which different parts of it are used. The building has not undergone any major refurbishment since its completion almost fifty years ago but has been subject to a series of small scale internal modifications. The building still retains the majority of its original finishes and fittings but these require updating. Overall the building appears tired and in need of investment.
- 4.2 This fatigue is due, in part, to the changing requirements of the church as a service provider. Most of the spaces, both external and internal, no longer provide an adequate level of support for their current use(s). People must contend with these inadequacies on a daily basis be they members of staff, members of the congregation or members of the public who use the church facilities. The majority of the external spaces are no longer of suitable standard for contemporary use and are, as a result, underused. Inside, whilst the larger spaces maintain their original function (the multi-use hall and the church itself) the smaller rooms have been modified to provide a range of additional facilities.
- 4.3 The evaluation of the site highlights how inefficiently the church is forced to use the space currently at its disposal. When one considers the brief against the evaluation of the site, it is this poor use and designation of space which requires certain modifications to the building organisation.





4.4 The development areas highlighted on the plan above focus primarily upon those areas which, by means of the evaluation, presented themselves as either underused or of negative benefit. The conclusion of the evaluation suggests that a redeployment of the existing facilities is required in order to improve the efficiency of the facilities and allow for the provision of new and complementary activities. This redeployment will require additional space. As mentioned in the evaluation, the majority of the external spaces are no longer fit for purpose. The largest of these outdoor spaces, the sunken courtyard flanking Whitefield Gardens (area 'A' above), currently hosts activities which would ideally be conducted indoors. The potential to convert the courtyard into more suitable accommodation provides the church with the opportunity to fulfil the principle objectives of the project brief.

4.5 The area currently used as the day to day entrance to the north of the site fronting Tottenham Court Road (area 'B'). has been identified as having the potential to enhance the public realm immediately in front of the church. The temporary stalls which currently occupy the southern portion of the Tottenham Court Road frontage are unsightly and of poor quality (area 'C'). A better arrangement would perhaps be to switch these two uses around where the main everyday entrance to the church would be to the south of the Tottenham Court Road frontage and the retail activity to the north. This would create an enhanced and more welcoming entrance to the church as well as offering new retail facilities of a vastly improved quality.



- 
- 4.6 The existing services of the church were assessed during the site evaluation exercise. The plant room (shown as area 'D') to the northwest of the site houses the oil-fired boiler which heats the church and ancillary accommodation. As part of the general upgrade of the church this system would be replaced with a smaller, more modern and efficient boiler housed within the basement accommodation of the main church building. The existing boiler would then be obsolete and thus allow development of this part of the site to take place. An important component of the project brief is the identification of opportunities which will help fund the development. This part of the site would be ideal for either a small commercial office development or residential scheme. The income from such a development would assist with the proposals for the rest of the site.

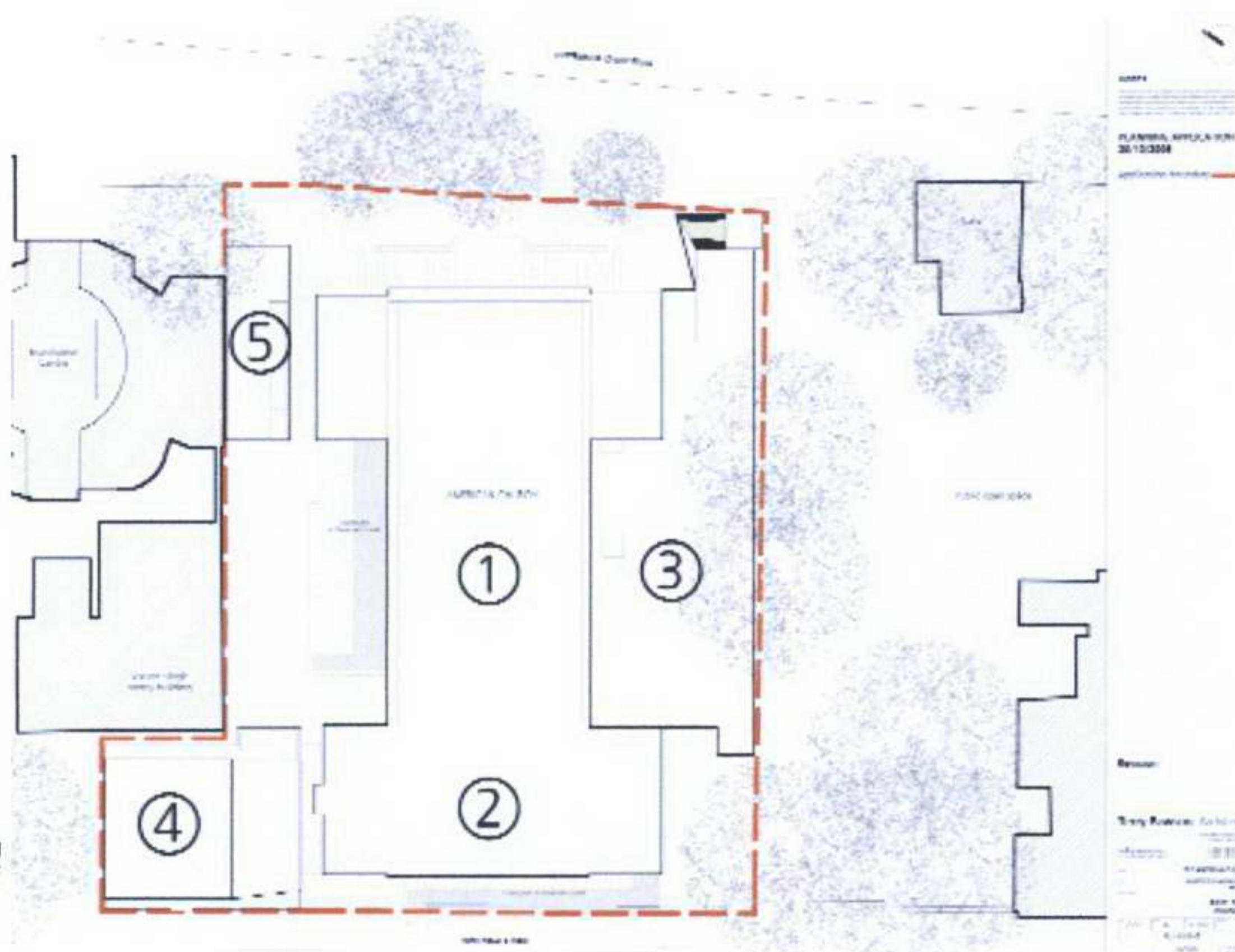


DEVELOPMENT PROPOSALS



## 5.0 Use & Amount

F9 - A roof plan showing the different buildings of the site which are described below



### Uses proposed for the site

- 5.1 The site already hosts a number of different uses which operate at different times of the day and on different days of the week. With the addition of the development areas identified within Section 4.0, the submission seeks to support or offer the following uses:
- 5.2 Within **Building 1** *The existing Whitefield Memorial Church*
- A multi-purpose hall available for hire and used by a large number of community and commercial groups.
  - A church used primarily by the American Church in London but also by smaller Christian groups based in the area.
  - New office space for the on-site staff of the American Church.
- 5.3 The existing multi-purpose hall at basement level is one of the few large spaces available for hire within this part of central London. The hall, known as the Jim Schmidt Hall, hosts a diverse range of activities including performance rehearsals, auditions, day and evening classes. New support resources for the Hall are proposed in order to enhance the facilities available to the users.
- 5.4 An integral element of the project brief was to improve the working conditions for the on-site staff. The proposed new offices will offer a more modern and flexible layout than is currently offered.



---

5.5 Within **Building 2** *The existing annex to Whitefield Memorial Church*

- A new day nursery for children aged between 3 and 5 years old.
- New on-site residential accommodation for the church pastor and caretaker.
- A new plant room

5.6 The existing annex is currently used as offices for the on-site staff as well as meeting rooms for general use. With these uses being relocated the accommodation can be put to better use. Adjacent to the application to the north is a single storey building formally used as a nursery. With the closure of this local amenity there has been a demand for high quality pre-school facilities. The Church therefore seeks to host a private nursery for children aged 3-5 years old. The submission includes a Daylight Study for the proposed area and comments received from the Council's own Early Years department have been incorporated.

5.7 The new on-site residential accommodation for the church pastor and resident caretaker are to be situated on the upper floors of the existing annex. Residential accommodation is already present within the annex but the submission proposes complete refurbishment of these rooms and conversion where necessary. It is important for the church to be able to offer on-site accommodation, particularly for the pastor as he, or she, is normally on a sabbatical from the United States.

5.8 The proposed new plant room offers the church the opportunity to modernise the heating and hot water systems in an efficient and sustainable manner.

5.9 Within **Building 3** *The proposed new annex to Whitefield Memorial Church*

- A new main reception area for the church and multi-purpose hall
- A new off-street chapel for use by the Church and the wider community
- A new 'Fellowship' function room for use by the Church and available for hire.
- New multi-purpose meeting rooms for hire, and use by the Church-sponsored community Soup Kitchen.
- New kitchen facilities.
- New toilet facilities.

5.10 The proposed new annex to the south of the church will be the main component of the new works and will embody the majority of the church's aspirations and objectives. The new annex will host a number of different activities which represent the broad range offered by the church. At basement level, meeting rooms available for hire will also accommodate the Community Soup Kitchen run by the church.



---

5.11 The Fellowship Hall, located at ground level within the new annex, is to become the premier meeting space within the church. Connected to the main reception area as well as the main church upstairs, the Fellowship Hall is ideally positioned to host small wedding receptions, large group meetings and informal get-togethers.

5.12 Within **Building 4** *Proposed new apartments*

- New private apartments built to Lifetime Homes standards comprising 1, 2 and 4 bedroom properties.

5.13 The development opportunities identified within Section 4.0 allow for the redevelopment of the existing boiler house. An essential part of the project brief is to identify potential sources of funding to help pay for the main works to the church. The proposed construction of an apartment block is seen as a suitable use for such a site and seeks to conform to Council Policy H7 (Lifetime Homes) and Policy H8 (mix of units). The proposed apartments would be a car-free development to utilise the high level of public transport provision in the area.

5.14 Within **Building 5** *Proposed new retail unit*

- A new free-standing retail unit fronting Tottenham Court Road.

5.15 The site already hosts retail activity in the form of several non-permanent market stalls located to the south of the site on Tottenham Court Road. The submission seeks to maintain this use on the site but proposes relocating the activity to the northern side of the Tottenham Court Road frontage. The new structure would vastly improve the retail provision by replacing the cheap, hapazard stalls with a well-designed single self-contained unit.



## 227 The American Church in London

**Church (Class D1 use)      Commercial (Class A3 use)**

Level	Use	GIA sqm	GIA sqm
Basement	Church	581	
	Nursery	286	
Ground	Church	334	44
	Nursery	48	
First	Church	425	
	Residential	95	
Second	Church	153	
	Residential	171	
Third			
Fourth			
Fifth			
Totals		2093	44

**GIA = Gross Internal Area**

### **Apartments (Class C3 use)**

<u>Flat type mix</u>	<u>GIA sqm</u>
<b>Lower level of duplex above</b>	
4Bed duplex	114
1Bed apt	36
2Bed apt	44
1Bed apt	36
2Bed apt	44
1Bed apt	36
2Bed apt	44
1Bed apt	36
2Bed apt	48
2Bed apt	48
<b>10 no.</b>	<b>486</b>



## **6.0 Urban Design & Access**

---

### Urban Design

- 6.1 The spatial and built environments which surround the submission site are varied and require quite different responses from. say, an infill site within a traditional city block. The proposals seek to tailor the differing requirements of the brief to their individual locations within the site whilst maintaining a sense of supportive coherence. The urban design principles for each of the new additions are explained below:

#### **Building 3** *The new annex to Whitefield Memorial Church*

- 6.2 An important element of the church's redevelopment is the addition of a new vertical marker onto Tottenham Court Road. This 'campanile' has after discussions with the Borough been brought forward to the front of the church's land facing Tottenham Court Road. The location of the campanile provides a number of positive contributions to the context. These comprise, among others, a new visually accessible focal point to the existing assembly of buildings drawing attention away from the exposed gable wall of the adjacent commercial building (currently used as a branch of Café Nero). The campanile will reinforce the rhythm of the street as well as provide the church with a defined and identifiable main entrance. At ground level the campanile will help define and refine the existing street condition.
- 6.3 Whilst the main point of external focus will be the new campanile, the new annex's main elevation will be to Whitefield Gardens. Through consultation with the Borough, the proposals seek to offer a strong yet subtle facade to the gardens which enable a clearly defined boundary between the public open space and the church. The vertical concertina-like rhythm of the architecture should allow for an interesting sequence of light and shadow against the colours and textures of the plane trees and bushes of the gardens.

#### **Building 4** *The new residential block fronting Whitfield Street*

- 6.4 The proposed residential building occupies an area of the site fronting Whitfield Street which is currently occupied by the church boiler room. An adjacent room currently used by the church as a meeting room will also form part of the proposed building plot. The new residential building is viewed as an informed and integrated addition to the current context. The slight splay of the building as it approaches the church formally acknowledges the hierarchy between the two buildings and maintains the visual emphasis upon the church.
- 6.5 The dual-aspect nature of the apartments allows for a strong connection to the surrounding context and to the wider environment. The east facing bedrooms admit morning sunlight and are afforded a more private outlook. The living spaces facing west should present an attractive and active elevation to Whitfield Street and allow a naturally high level of surveillance and engagement of and with the street below.



## 6.6 **Building 5** *The new retail unit facing Tottenham Court Road*

Tottenham Court Road is one of central London's main commercial thoroughfares and hosts a variety of retail, office, leisure and education uses. At present the church allows a number of small non-permanent retail stalls to trade on the southern side of the Tottenham Court Road frontage. These stalls are however of poor quality and mar the overall image of the church and gardens adjacent. The proposals seek to continue a retail presence along the Tottenham Court Road elevation in order to maintain a commercially active frontage in keeping with the essence of the thoroughfare as well as securing some rental income for the church. In order to do so a new retail unit composed of high quality lightweight materials is envisaged to the north of the church steps. The application requests A3 consent for the unit, as a cafe / coffee shop would be ideal for this location. The paved area in front of the proposed unit does not form part of the main pedestrian route and can thus support a defined and relaxed area for tables and chairs. The canopy of the mature trees above together with the lively aspect of Tottenham Court Road would offer, we believe, a location which is commercially viable and is a positive addition to the general street life of the area.

### Access

- 6.7 For the longterm social and economic sustainability of our built environment it is important that where development is proposed the access to and inclusivity of the site be either maintained or enhanced. This section of the statement discusses access at both city and local scales to ensure that a consistent and appropriate approach is proposed at each level. Access within the buildings themselves, while beyond the scope of this statement, are discussed where applicable.
- 6.8 In line with Council Policy T1, a Green Travel Plan has been submitted as part of the application. The information presented within the Plan is to be read in conjunction with the following information.

### **Public Transport**

- 6.9 As described within Section 1.0 of this statement and within the Green Travel Plan accompanying the application the development site is located in the heart of central London and is well served by public transport. Numerous north-bound bus services from all parts of the city stop right outside the church on Tottenham Court Road with southbound services available from Gower Street one block east. London Underground services are available almost immediately to the south of the church from Goodge Street station (Northern Line). Warren Street station (Northern and Victoria Lines) is a little further up Tottenham Court Road to the north. All buses and Goodge Street station are fully accessible for the disabled thus providing a high level of universal access to the site itself.



---

### **Vehicular links**

- 6.10 The application site falls within the London Congestion Charging Zone and Controlled Parking Zone which have an inevitable effect on how accessible the site is by private car. In line with Council Policy T1A the application does not seek to encourage the use of private automobiles and does not therefore propose any new car parking spaces for use by either the church or apartment block.
- 6.11 There are currently 2no. off-street parking spaces available for church use via pavement crossover access from Tottenham Court Road. The submission proposes to relocate these spaces to allow a safer access from Whitfield Street.
- 6.12 The site will still retain the high degree of accessibility for both service vehicles and the emergency services as no modifications to the existing street pattern are proposed.

### **Inclusive Access**

- 6.13 The generally high level of accessibility of the site by public and private transport from most parts of London is common for such a location. At a more local level however it is far more difficult to ensure that the route to the Church from say Goodge Street station is fully accessible too. The Church can only ensure that inclusive access be provided upon and within its own demise with the public realm beyond under the control of the Council.
- 6.14 The application site boundary can be traversed for the majority of the Tottenham Court Road frontage with no access at all from Whitefield Gardens. Access to the site from Whitfield Street is fully inclusive and controlled, while there is again no access whatsoever via the northern boundary. The non-permeability of the Whitefield Gardens and northern frontages results from the existing and historic built environment.
- 6.15 Throughout the design process the legibility of the architecture has been important especially with regards to wayfinding and communication. The campanile, for example, would clearly signify the position of the main entrance as well mark the location of the church on Tottenham Court Road. As noted in Section 3.0, improving the visibility and image of the church is a central part of the project brief. A clear, logical and simple approach to an entrance is one appreciated and understood by all persons, regardless of any inability.
- 6.16 The new main entrance to the church beneath the campanile will be wide with a flush threshold from the street allowing unobstructed access for both wheelchairs and pushchairs. A fully accessible lift will be provided within the reception area and will serve all floors (excluding the church owned caretaker and minister's apartments).



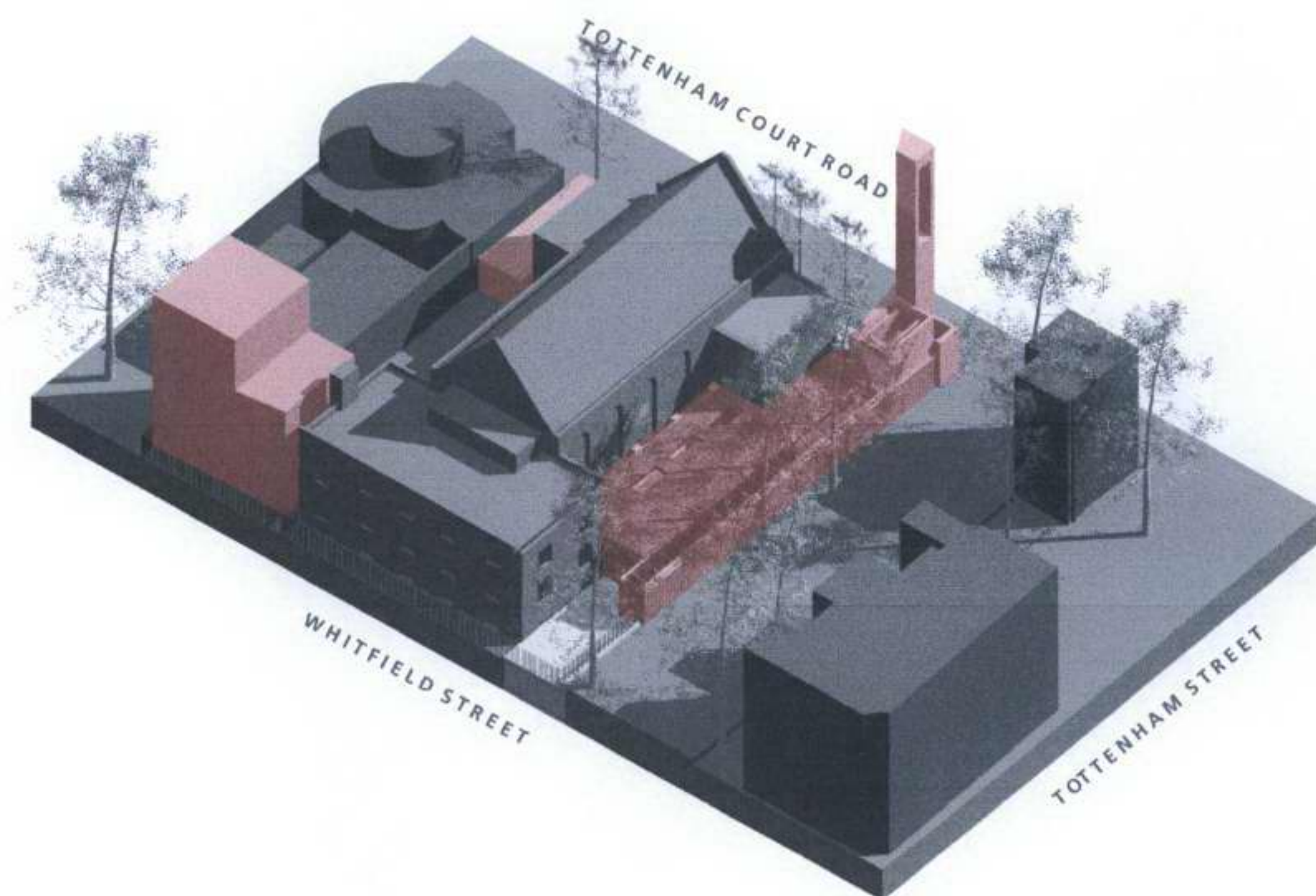
- 
- 6.17 To the rear of the site fronting Whitfield Street the submission proposes the incorporation of an on-site daycare nursery. This facility would be accessed by means of a gate at street level which would lead through to the northern courtyard where the nursery's main entrance would be. The use of a controlled gate in this instance is obviously for security reasons in line with the requirements associated in hosting such a facility. A flush threshold would be provided at the nursery entrance together with a fully accessible internal lift to the nursery's lower floor.
- 6.18 Both the church and nursery, as service providers, propose to meet the required standards for disabled and able-bodied access set out within the Building Regulations.

### **Access to the residential apartments**

- 6.19 The third main point of access within the site is again from Whitfield Street but to a small block of private residential apartments. As described later in Section 10.0 the apartments will be constructed to Lifetime Homes standards. The Lifetime Homes standards seek to improve the lifetime sustainability of homes where, for example, ease of access to the dwelling, ease of use within the dwelling and ease of adaptation of that dwelling are inherent within the design. Disabled and able-bodied access and use of a dwelling underpins each of the sixteen Lifetime Homes standards.



## 7.0 Scale & Massing



F11 - Aerial view of the proposed buildings and the existing church

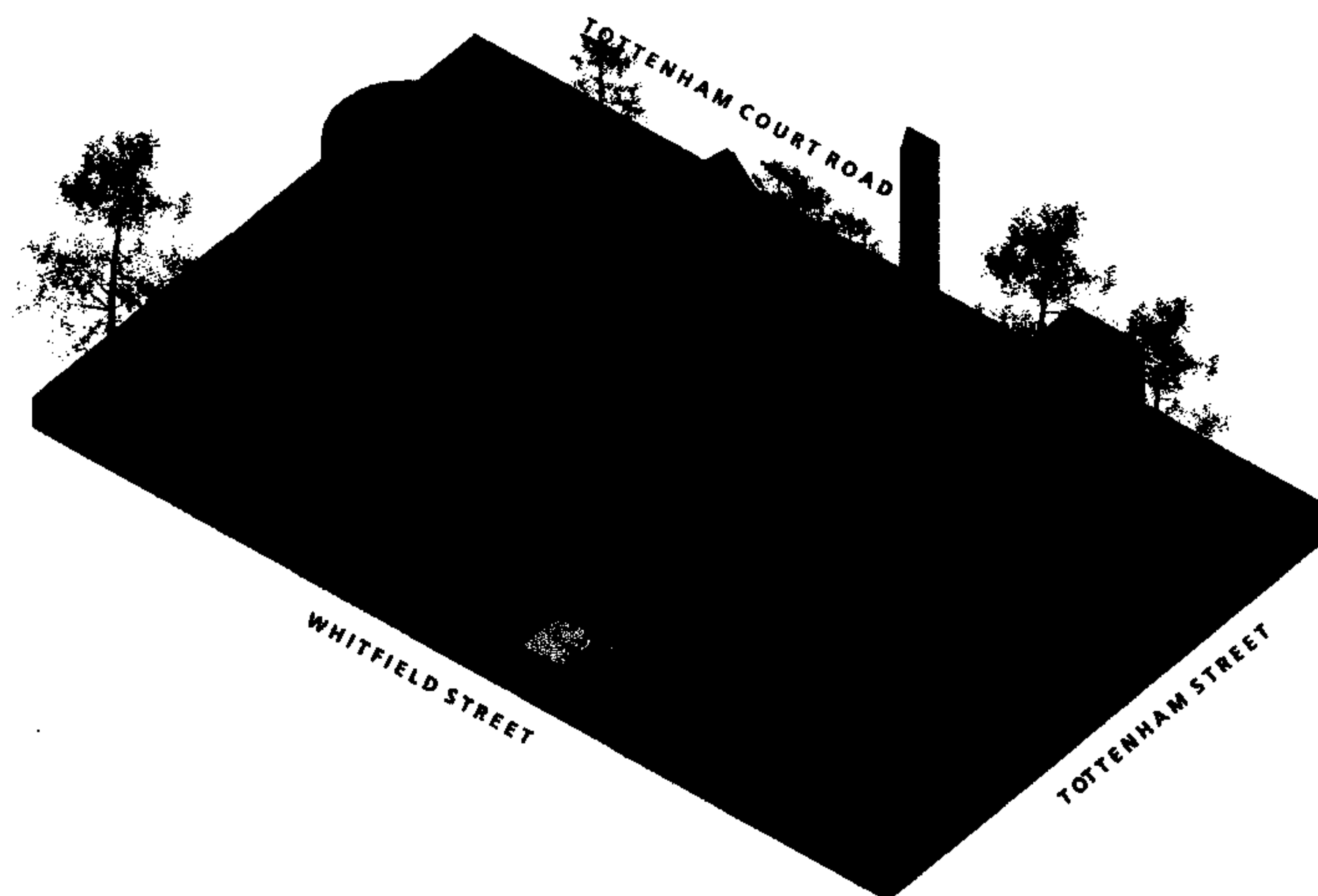
- 7.1 The differing nature of each environment surrounding the church requires an architecture which is responsive to the varying components within these environments. The scale and massing of the buildings continually modify to engage with each individual area. These environments range from one of London's busiest and best known streets, Tottenham Court Road, to a small but interesting city park, Whitefield Gardens.

### **Building 3** *The new annex to Whitefield Memorial Church*

- 7.2 As with all of the proposed new buildings, the relationship with the existing church is one of great importance. The new annex, which includes the new campanile and chapel, will be the most significant addition to the built assembly. This one structure must offer the greatest variance of scale of any of the buildings, new or old. The annex ranges from being long, low and almost hidden to requiring quite a different description when it begins to approach Tottenham Court Road.
- 7.3 The main body of the annex houses, at basement level, a number of flexible meeting rooms which will also accommodate the church-run community soup kitchen. The main space a ground floor level is to be called the Fellowship Hall and is to become the principal meeting space within the church. The height of this part of the annex must take into account the existing windows of the main church behind where the level of the new roof must not rise above the existing cills.



## 7.0 Scale & Massing



F11 - Aerial view of the proposed buildings and the existing church

- 7.1 The differing nature of each environment surrounding the church requires an architecture which is responsive to the varying components within these environments. The scale and massing of the buildings continually modify to engage with each individual area. These environments range from one of London's busiest and best known streets, Tottenham Court Road, to a small but interesting city park, Whitefield Gardens.

### **Building 3** *The new annex to Whitefield Memorial Church*

- 7.2 As with all of the proposed new buildings, the relationship with the existing church is one of great importance. The new annex, which includes the new campanile and chapel, will be the most significant addition to the built assembly. This one structure must offer the greatest variance of scale of any of the buildings, new or old. The annex ranges from being long, low and almost hidden to requiring quite a different description when it begins to approach Tottenham Court Road.
- 7.3 The main body of the annex houses, at basement level, a number of flexible meeting rooms which will also accommodate the church-run community soup kitchen. The main space a ground floor level is to be called the Fellowship Hall and is to become the principal meeting space within the church. The height of this part of the annex must take into account the existing windows of the main church behind where the level of the new roof must not rise above the existing eaves.



- 
- 7.4 The low height of the annex at this point maintains the clear views of the church from Whitefield Gardens. During consultation with the Borough, the western length of the annex was reduced in order to reveal more of the gardens upon approach from Whitfield Street.
- 7.5 As the annex approaches Tottenham Court Road the internal accommodation changes from the Fellowship Hall to the chapel and church campanile. This change in programme, as well as the change in context from the flank of the gardens to the corner of the site on Tottenham Court Road requires a different response than that of the low wall.
- 7.6 As noted in Section 3.0, one of the principal elements of the project brief was to improve the image and visibility of the church. At present, the church is mostly obscured by trees at high level and at low level is shielded by poor quality market stalls. The proposed new entrance and campanile seek to counter these problems firstly via the removal of one of the London plane trees which oversails the church boundary and then subsequently relocate the retail use to the opposite of the church steps. The combined composition of the entrance, chapel and campanile builds in scale in tune with the massing of the church wings and roof apex behind. The shape of the entrance and campanile above again responds to the differing vantage points immediately along Tottenham Court Road. From the south the combined composition steadily builds towards the church wing then soars skyward to the hollowed top of the campanile. Approaching the church from the north, the entrance and campanile are chamfered to direct the visitor towards the point of entry and to emphasise the main door. The chamfer also opens up more of the southern sky between the campanile and church and departs from the predictable rectilinear nature of such features.

**Building 4** *The new residential block fronting Whitfield Street*

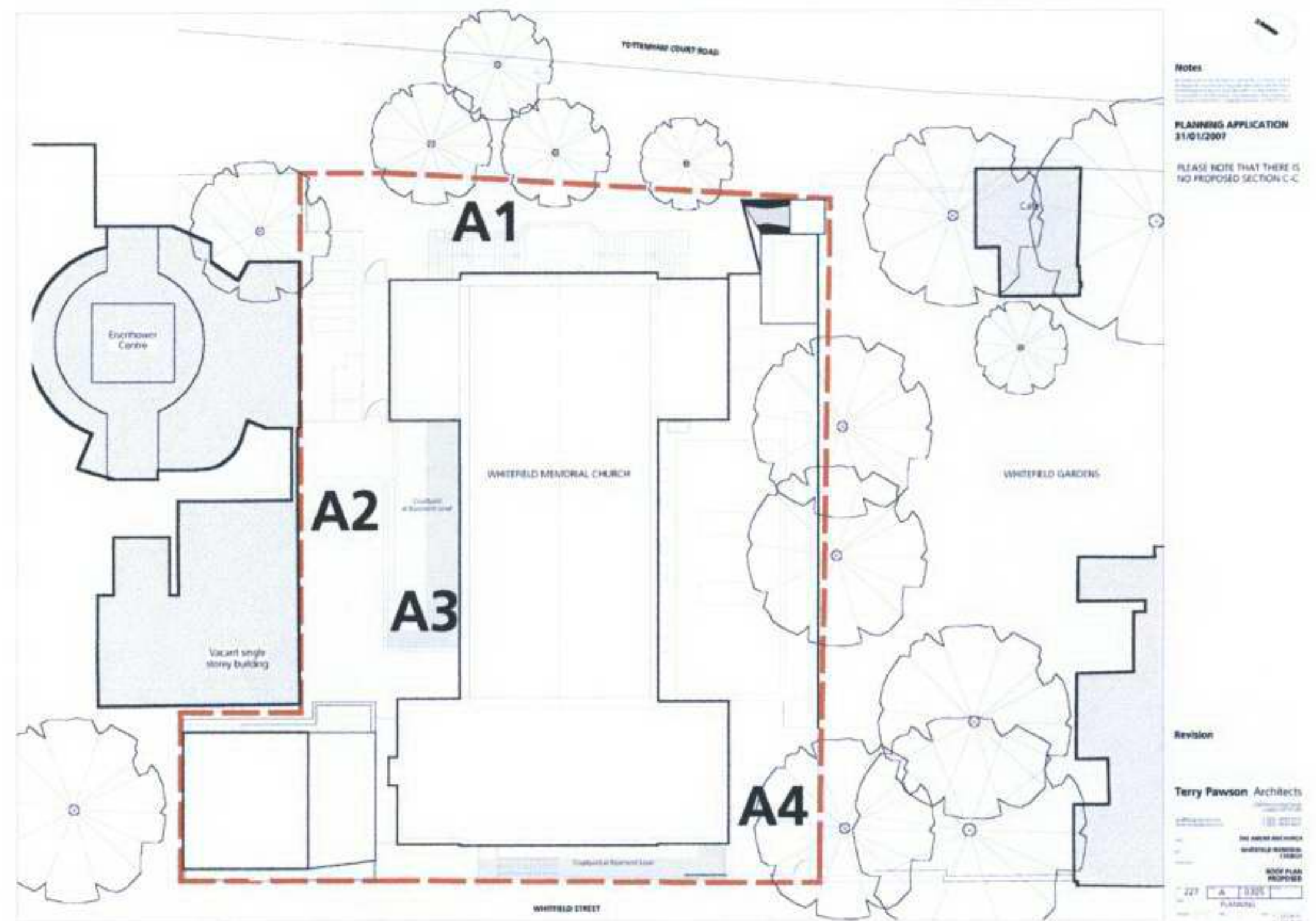
- 7.7 As noted above the revised configuration of the residential building allows a clearer and more open relationship with the adjacent church. The slight skew incorporated into the Whitfield Street façade allows a subtle transition between the new and the existing. The stepped elevation at fourth and fifth floors reduces further any sudden or inappropriate change in height. This enables the overall height of the new residential building to correspond to many of the other buildings located within the immediate vicinity.

**Building 5** *The new retail unit facing Tottenham Court Road*

- 7.8 Via feedback received from the Council the height of the proposed commercial unit has been revised to a uniform single storey. The unit will be quite discreet but due its position should enjoy wide exposure to passing trade.



## 8.0 Landscaping



F12 - Plan denoting the different external areas

- 8.1 The proposed landscaping strategy has been considered with both design and access in mind. The different landscaping areas noted above (A1 to A5) serve a variety of spaces. Area A1, for example, whilst within the private demise of the church, forms part of the public highway and will experience a high level of footfall. Area A3 is to be used as outdoor space for the proposed nursery at basement level and will be required to meet strict materials standards for suitability and safety. Area A4 will mostly be used for car parking but also emergency access and egress. Thus a safe, secure and level surface will be required here. Specifications of the proposed surfaces will be developed if planning consent is given.



## 9.0 Appearance

F13 - The proposed view south down Tottenham Court Road



- 9.1 The combined composition of the new entrance and chapel steadily builds towards the church wing and apex of the church itself before gracefully rising to form the new campanile.

F14 - The proposed view looking north up Tottenham Court Road



- 9.2 The proposed apartment block continues the rhythm of the existing buildings along Whitfield Street whilst respecting the height and mass of the church adjacent.



## **10.0 Construction Standards & Environmental Performance**


10.1 The proposed development seeks to achieve the construction and environmental performance standards required by the Council and set out within the Borough's Unitary Development Plan (UDP) via assessment and adoption of the following measures;

### **Lifetime Homes**




The proposed residential component of the development has been designed to achieve the spatial, construction and accessibility standards formulated by the Joseph Rowntree Foundation. The standards ensure that dwellings are capable of meeting their occupants' evolving requirements over a greater period of their lifetime. Of the sixteen Lifetime Homes standards recommended by the Foundation the submission adopts all fourteen standards applicable to the development. Standards no.1 and 2 concern the parking of a car and are thus not relevant to a car-free submission.

### **BREEAM**

**BREEAM**  In line with Council Policy SD9 preliminary BREEAM estimates have been calculated by WhitbyBird & Partners and are included within the supplementary Environmental and Sustainability report. A full, bespoke, BREEAM Design Stage Assessment, inclusive of BRE Certification, will be commissioned if planning consent for the development is obtained.

### **EcoHomes**

**EcoHomes**  Together with WhitbyBird & Partners an EcoHomes pre-assessment estimate has been submitted for the proposed residential accommodation. EcoHomes is an environmental scoring system for dwellings developed and licensed by the Building Research Establishment (BRE) to improve the environmental impact and performance of new housing. The pre-assessment estimate has achieved a Very Good rating. Please refer to the separate EcoHomes document which accompanies the application.

### **London Renewables Toolkit**



WhitbyBird & Partners have produced a feasibility study reviewing the guidance issued by the Greater London Authority with regards to energy efficiency, renewable energy and sustainability. Please refer to the study which is a separate document accompanying the application.

### **Energy Saving Trust**



The Energy Saving Trust is a Government funded non-profit organisation who publishes best practice standards relating to the use of energy and reduction of carbon dioxide emissions. The proposed development will refer to the EST standards and seek to implement the recommendations where appropriate.



---

Refuse & waste management

10.2 The refuse storage and waste management strategies for each component of the submission is described below;

Within **Buildings 1,2 & 3** *Whitefield Memorial Church*

10.3 The refuse and recycling collection is to be housed to the rear of the new extension with egress to Whitfield Street. Space for 2no. 1100-sized Eurobins will be provided. It is acknowledged that the location of these bins is beyond the accepted distance from the public highway for collection by the council. It is proposed that the bins will simply be positioned by the church on the site boundary by the rear gates on collection days to enable the disposal of both refuse and waste (including materials for recycling).

10.4 With regards to the nursery accommodation at basement and ground floor levels within building 2, refuse and recycling storage and subsequent collection will be from the rear of the commercial unit (building 5).

Within **Building 4** *The new residential block fronting Whitfield Street*

10.5 As proposed within the EcoHomes pre-assessment report accompanying the submission storage for refuse and recycling materials is to be provided within each of the new apartments. 1no. 1100-sized Eurobin will be provided at street level for combined refuse collection by the council.

Within **Building 5** *The new retail unit facing Tottenham Court Road*

10.6 It is proposed that space for 1no. 1100-sized Eurobin will be provided at the back of the retail unit for refuse and recycling storage. Access to and from the refuse will be from Tottenham Court Road.