

# 8.0 Appendix



## 8.0 Appendix

### 8.01 Consultation

#### Consultation

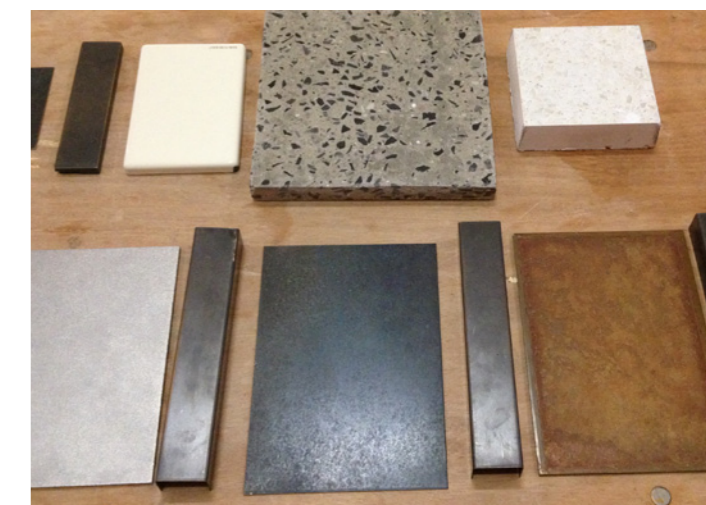
Extensive consultation has been carried out on the project to engage the London Borough of Camden Planning Authority, the local community and various other stakeholders.

A Public Exhibition was held at 21-31 New Oxford Street on the 10th-12th April 2014, with a preview on the evening of the 9th April 2014.

In total 14 attended the stakeholder briefing and special preview. This included representatives from the Bloomsbury Association, InMidtown BID, the Covent Garden Community Association, the Seven Dials Trust, Camden Council and South Bloomsbury Residents' Association. Across the three days of the exhibition, 72 people viewed the proposals on site, giving a total of 86 attendees.

Of the attendees, 24 completed and submitted a feedback form on the day. Of the 18 who chose to leave their contact details, the majority gave an address in the surrounding area. The overall response was positive, with the vast majority of respondents commending bringing the building back into use.

There is an on-going plan of consultation including dedicated meetings with key stakeholders and local councillors. For further information on the Public Consultation refer to the accompanying document produced by Gerald Eve and London Communications.



### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**WELCOME**

Welcome and thank you for coming to our public exhibition, detailing our proposals for 21-31 New Oxford Street.

This is an exciting opportunity to bring back into use a site which has been derelict for over 20 years.

Our proposals will re-invent the existing building with high quality architecture to create affordable homes, offices and retail, as well as opportunities to improve the public realm.

We have worked closely with a number of local groups and residents, as well as attending a public forum arranged by the London Borough of Camden to discuss our emerging ideas. The feedback received through this engagement has been constructive and informative and is reflected in the vision you will now see.

Please take a look at our plans, ask the team any questions and use the comments card provided at the end to give us your feedback.

[City Aerial View - look up view looking north](#)

### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**PLANNING POLICY**

The site lies within the London Borough of Camden. The relevant planning legislation affecting the site are set out below.

**London Plan**

- Central Accession Zone
- Tottenham Court Road Opportunity Area
- West End Special Road Policy Area

**London Borough of Camden**

- Central London Area
- Tottenham Court Road Growth Area
- Royal Plan Sorting Office Site Allocation

**Supplementary Planning Documents**

- Former Historic Royal Mail Sorting Office
- 21-31 New Oxford Street Former Royal Mail Office Site Planning Brief - 2004
- Central London Planning Guidance 2007

**Emerging Proposals**

- West End Project

**Key objectives from Planning Brief/Office Allocation DPD**

- High quality sustainable design
- Mix of uses
- Active frontages
- Public realm improvements

### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**HISTORY AND CONSTRAINTS**

**SITE HISTORY**

**CONSTRAINTS OF THE EXISTING BUILDING**

The site was built in 1847 with an ambition to provide a grand new office space for the Royal Mail. The building was completed in 1850 and served as the Royal Mail Sorting Office until 2005.

The existing building contains a unique and diverse series of structural elements of exceptional spatial quality. The proposals use this as a starting point to help bring the significant parts of the built environment back to life.

Further to this, re-using the structure of the existing building is considered a highly sustainable approach as it reduces the amount of new concrete and steel required, allows the significant embodied energy in the structure to be retained and reduces emissions for vehicular movements to and from the site during construction.

This and the following strategies will contribute to the proposed target BREEAM rating of Excellent.

- Minimised water consumption
- Ecological enhancements to street level public realm and upper floor terraces
- Sustainable drainage strategy to reduce flood risk
- A new high air tight facade

### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**TOWNSCAPE AND HERITAGE CONTEXT**

The site is located in a prime location in the heart of the City of London, within the Tottenham Court Road Opportunity Area. The site is bounded by New Oxford Street to the north, Tottenham Court Road to the east, and the former site of the Royal Mail Sorting Office to the south.

The existing building is a prime example of Victorian architecture, featuring a unique and diverse series of structural elements of exceptional spatial quality. The proposals use this as a starting point to help bring the significant parts of the built environment back to life.

The new design merges heritage with modernity and fits with the historical context, using modern and architectural techniques of their own. There are a number of major precedents in the area that have been built and which exemplify this.

### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**CONNECTIVITY**

**Pedestrian Movement**

**High Hill Street**

- 6m high building
- Poor quality materials
- Documented pedestrian walk-through road junctions

**Museum Street**

- 6m high building
- Poor quality materials
- Substandard parking to street frontage
- Lack of use over the years has led to substantial street clutter

**Access to Public Open Space**

**Vehicular Movement**

**Accession Zone**

- 6m high building
- Poor quality materials
- Documented pedestrian walk-through road junctions
- Lack of use over the years has led to substantial street clutter

### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**EXISTING BUILDING**

**Key Facts**

- Former WC1 Royal Mail Sorting Office
- Existing Mail Rail Network station and tunnels below building
- Existing ground-scraper with 1 Acre Terraces
- Existing Building Area = 4,29,500 sqm
- Existing Building Height = Ground + 10 stories (including mezzanine floors)
- 310m of dual frontage to three major streets for over 20 years
- Unoccupied building since the early 1990s

1 Looking west along Tottenham Court Road

2 Looking east along High Hill Street

3 Looking west along Oxford Street & High Hill Street

4 Looking east along Museum Street

### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**EXISTING BUILDING - INTERNAL**

The existing building contains a unique and diverse series of structural elements of exceptional spatial quality. The proposals use this as a starting point to help bring the significant parts of the built environment back to life.

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### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**EMERGING VISION**

The new design merges heritage with modernity and fits with the historical context, using modern and architectural techniques of their own. There are a number of major precedents in the area that have been built and which exemplify this.

1 New Office Plan (100%)

2 Sustainable re-use through retention of existing structural frame

3 Existing existing facade replaced with new high quality architecture

4 New local corner to create open and better mass and provide urban focus for pedestrian corner

5 One storey over top of existing mass

6 Building line on High Hill Street retained to meet Commemorative House and Royal Exchange

7 Existing facade replaced with new high quality architecture

8 Active ground floor shop frontages of all three sides

9 10 - 25 new affordable homes (100% of required provision with resident's mobility amenity)

10 Proposed Building Area = 4,42,500 sqm

11 Proposed Building Height = Ground + 11 stories (including mezzanine floors)

12 Working with neighbours to re-open the Historic Duress Passage

13 Distribution of Uses

- Offices
- Homes
- Retail

### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**OFFICE**

1 Level 3 Floor Plan (100%)

2 High quality, flexible office spaces to accommodate a range of businesses (London Plan target is 5000 new jobs for the whole of Tottenham Court Road Opportunity Area)

3 Retained existing structure used to create a unique range of spaces for a diverse mix of employment uses

4 Outdoor amenity spaces to cater for office workers

5 Approximately 3000 new jobs (London Plan target is 5000 new jobs for the whole of Tottenham Court Road Opportunity Area)

6 Cycle provision to achieve BREEAM Excellent, and comply with Camden local policy and GLA requirements

7 Central London location accessible to Tottenham Court Road and Holborn Underground Stations and Crossrail

8 Main office entrance on Museum Street

### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**AFFORDABLE HOMES**

1 Level 5 Floor Plan - Working Agency (100%)

2 Level 5 Floor Plan (100%)

3 20 - 25 new affordable homes (depending on mix) over 7 stories

4 Flexible spaces to allow for a mix of tenancies

5 Residential entrance on High Hill Street

6 London Housing Design Guide compliant

7 100% of London Borough of Camden's affordable housing requirement

8 100% Lifetime Homes compliant

9 Wheelchair accessible policy compliant

10 Code for Sustainable Homes Level 4

11 On-site resident's rooftop amenity giving priority from adjacent office uses through location of amenity lobby

### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**RETAIL AND GROUND FLOOR USES**

1 Existing facade

2 Existing facade replaced with new high quality architecture

3 New local corner to create open and better mass and provide urban focus for pedestrian corner

4 One storey over top of existing mass

5 Distribution of Uses

- Offices
- Homes
- Retail

6 New active frontages on all elevations at ground floor level, creating a destination rather than just an address

7 Flexible retail to cater for all local user residents, visitors and workers

8 Targeting BREEAM Excellent

9 Incorporated signage and mezzanine area in retail facade maintains high quality unified scheme

10 Main office entrance on Museum Street

11 No bars or clubs proposed

12 Residential entrance on High Hill Street

13 Cycle entrance on New Oxford Street

14 Service entrance on High Hill Street

15 No bars or clubs proposed

16 Residential entrance on High Hill Street

17 Cycle entrance on New Oxford Street

18 Service entrance on High Hill Street

19 No bars or clubs proposed

20 Residential entrance on High Hill Street

### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**EMERGING ARCHITECTURAL IDEAS**

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### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**KEYVIEWS**

1 Looking east down Museum Street

2 Looking west along High Hill Street

3 Pedestrian priority with raised pavement and low curb

4 New retail street furniture (see new board for more information)

5 Dis-cleaning of street furniture with improved lighting

6 New view planting to create green air grid with existing trees

7 Consistent quality of paving and materials

8 Wheelchair pavement on Museum Street east

9 Potential Green Wall on Curzon Street

10 Improvements to High Hill Street and Museum Street junction (see new board for more information)

11 Working with neighbours to re-open the Historic Duress Passage

### 21 - 31 New Oxford Street - Public Exhibition

10th - 12th April 2014

**PUBLIC REALM**

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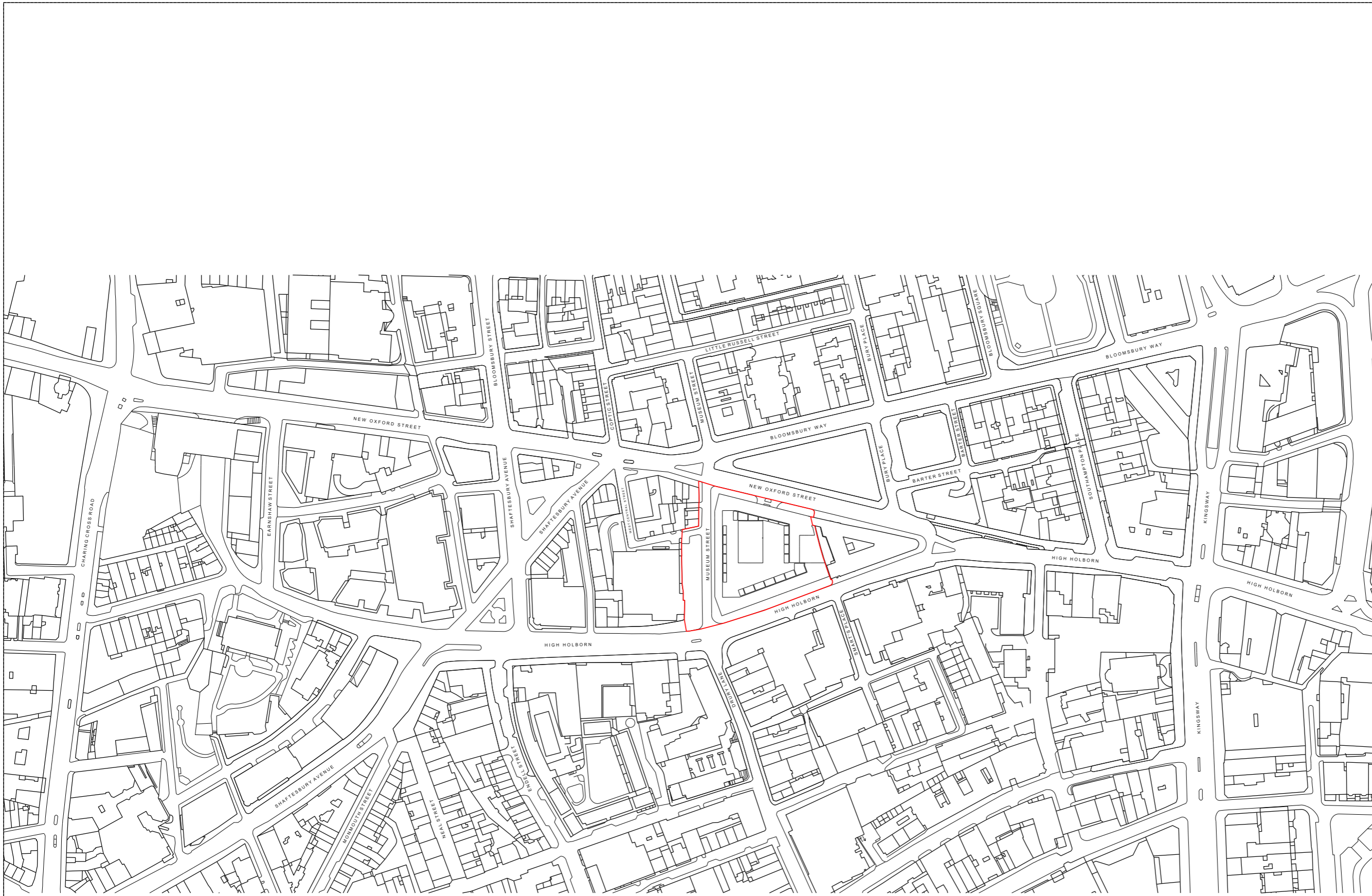
10th - 12th April 2014

**KEY BENEFITS**

- 20-25 much needed new affordable homes on site. (exact number depends on mix)
- Enhanced public realm and pedestrian routes in key location between Covent Garden, Bloomsbury and Holborn.
- High quality architecture transforming the built environment and enhancing local views.
- Inherently sustainable re-use of existing building (unoccupied for approx. 20 years).
- Improved energy use through modern and efficient facilities and systems.

## 8.0 Appendix

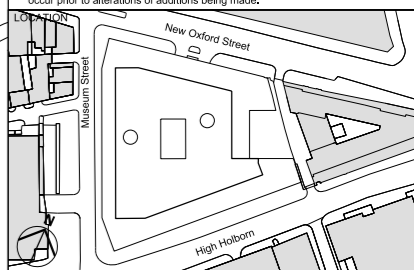
### 8.02 Application Drawings



KEY / NOTES  
 - - - - - Application Boundary

REV	DATE	
P03	26.08.14	PLANNING SUBMISSION
P02	03.07.14	PLANNING DRAFT
P01	30.05.14	PLANNING DRAFT

NOTE  
 1. Do not scale from this drawing, other than for Planning purposes.  
 2. All dimensions to be checked on site by the contractor and such dimensions to be his responsibility.  
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Job title  
 21-31 New Oxford Street

drawing title / location  
 Location Plan

drawn by	checked	scale	status
MP	CK	1:1250@A1/1:2500@A3	PLANNING

project	zone	source	classification	drawing no.	revision
12141		PL	[00]	000	P03