

# SECTION 02. THE PROCESS

## 2. THE PROCESS

### 2.1 ASSESSMENT

The site at 150 Holborn was purchased by DAH Real Estates Sarl in May 2015 as the preferred site for their European Hub.

London was selected because of its excellent connections across the world and because of the United Kingdom's reputation for having a fair legal system, open and transparent business ethics and stable politics.

The site is located in Holborn, one of the business centers of the City, with excellent transport connections to the rest of London and to international transport connections, Heathrow, Gatwick, City and Stanstead Airports as well as the Channel Tunnel at St Pancras.



DAH Real Estates Sarl purchased the **150 Holborn** site in May 2015 as the preferred location for the development of a Dar Group European operations hub. Dar Al Handasah the parent company of the Group has retained an office in the UK since 1975 and has in that period been housed in office buildings in Westminster (1975 – 1990), Lambeth (1990 – 2003) and Richmond (2003 – 2005) before returning to Westminster in 2005.

Recent acquisitions and the growth of existing businesses over this period highlighted the need to better integrate the businesses and in 2014 a decision was taken to develop a European regional HQ in London. The company considered a several potential locations including the Midtown area.

This Midtown location is considered ideal for the business. It has a diverse occupier base, with new occupiers such as Saatchi & Saatchi and Amazon sitting alongside traditional users from the legal and financial services sectors. It also has excellent public transport links, in particular the adjacent Chancery Lane Underground station, that will be enhanced substantially by the opening of the new Farringdon station with its access to Crossrail and the upgraded Thameslink line. The Crossrail link to Heathrow airport is considered particularly important for the business.

## **2. THE PROCESS**

### **2.1 ASSESSMENT**

**It is also noteworthy that the retail market in Midtown has experienced significant rental growth in recent years that has been reflected in the improvement of the retail offering in the area. Holborn is the key east to west link between the City to the West End. It is identified in Camden's Local Development Framework as a key "Central London Frontage" defined as being a major shopping area with an international or national role in providing a range of comparison or convenience goods for local residents, workers and visitor populations.**

**The site itself is an island site that offers extraordinary development potential. It is a prominent corner plot with an excess of 135m of street frontage that is underdeveloped at present and occupied by a building with little or no architectural merit.**

## 2. THE PROCESS

### 2.1 ASSESSMENT

#### Development Strategy

The site is located at 150 Holborn, London, EC1N 2NS. The current building was built in the 1980's. This has historically been the home of the legal profession with key institutions including the Royal Courts of Justice and the Old Bailey in close proximity.

As part of the early Development Appraisals Strategy, the current building was considered for refurbishment to meet the needs of the growing Dar Group to house their new European Headquarters.

Analysis of the existing space in the current building confirmed that it was insufficient to meet the requirements of Dar Group and their anticipated expansion over the coming decade. In addition to the space requirements, the size and configuration of the existing office floor plates and floor to ceiling heights was considered to be of low quality. Consequently, this would constitute a poor quality work space for employees. Hence, the only viable option to optimise the site would be to demolish and re-build to meet the growing demand for modern commercial space in the City.

The quantum of development within the site parameters are limited by, the St Paul's viewing corridor, Rights to Light from adjacent buildings and local townscape considerations.

The proposed redevelopment will provide a mix of office accommodation (Class B1), retail floor space (Class A1-A3), residential units (Class C3) and public realm improvements.



## 2. THE PROCESS

### 2.2 INVOLVEMENT

#### Timeline of Planning and Design Process

As part of the planning process, we have engaged in an extensive pre-application period with planning, design, sustainability, environmental health and transport officers.

During this process, it was agreed that the building should apply a modern expression rather than the materials and expression of adjacent buildings. However the vertical expression and rhythm of the fenestration of the adjacent Prudential building was considered important and that expression should be incorporated in to the design of the facade.

A number of variations for the design of the facade were discussed. Initial consideration was given to a facade which had a brise soleil made from vertical terracotta strips. It was felt that this resembled the Prudential office building too closely, taking away some of its character. The second option that was considered was to have a triple glazed ventilated facade with horizontal timber blinds in the outer cavity. The design offices at London Borough of Camden felt this to be an unacceptable proposal for the site. The third option was the concept of a glass facade with Perspex vertical louvres in the cavity of a triple glazed facade. Following an internal review with Camden's design officers, this option was discounted. The proposed option is a solid facade with expressions of graphite/ grey vertical stone bands on the middle section (floors 2-6) of the building. This was felt to work well with the proportions of the Prudential building whilst being distinct from it in terms of colour and materiality.

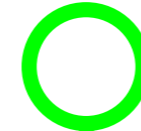
#### Public Realm improvements

As part of the overall works to the building, the improvements to the public realm located at the front entrance of the building on Holborn will look to enhance the space to make it more welcoming, bright and cohesive space.

LBC requested the inclusion of a route to connect with the pedestrian route under the Prudential building and to extend that pedestrian route through to Gray's Inn Road and beyond. This route was included in the proposals. The proposals to treat the route through the site as a shared surface with the service area was generally welcomed as was the proposal to give the area a high quality landscape treatment.

## PLANNING KEY DATES

23 July 2015



Kick off meeting

05 August 2015

Planning Programme meeting

03 September 2015

Prep App Meeting 1

24 September 2015

Prep App Meeting 2

20 October 2015

Prep App Meeting 3

03 November 2015

Prep App Meeting 4

17 November 2015

Prep App Meeting 5

01 December 2015

Prep App Meeting 6

21 January 2016

Prep App Meeting 7

27 January 2016

Prep App Meeting 8

04 February 2016

Prep App Meeting 9

23 November 2015



Public Consultation I

24 March 2016



Public Consultation II

April 2016



Planning Submission

Summer 2016



Planning Determination

1Q of 2019



Project Completion

## 2. THE PROCESS

### 2.2 INVOLVEMENT

#### Public Consultation

The public exhibitions took place at 6 Gray's Inn Road, London WC1X 8HG on 26 November from 3.00pm to 8.00pm and 27 November 2015 from 11.00am to 3.30pm.

The times and dates of were chosen to encourage the maximum number of people to attend the exhibition, including those in full-time employment and those with parental responsibilities. We ensured the exhibition dates did not fall on any locally observed religious or other festivals.

The key aims of the public consultation were:

- 1) To inform local residents, businesses, councillors and other stakeholders about the aspirations for the site.
- 2) To gain a full understanding of local views of the proposals, engage with the local and wider community throughout the design development stage, and use these views to identify concerns and opportunities, and where possible inform the evolving final proposals.
- 3) To demonstrate how the Dar Group has responded to the issues raised by the community and stakeholders and identify how changes have been made to the proposals.

A wide variety of ways to respond to the public consultation were available. Feedback could be given by using the Freephone number, a Freepost address, and a dedicated email address.

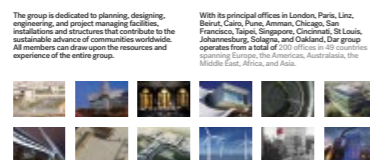
37 people attended the exhibition during the event in November 2015. Of the 37 attendees at the public exhibition 11 attendees provided written feedback on the proposals, additionally, 3 responses were received prior to the exhibition. We have received 19 completed survey responses. The general consensus of the feedback from the event was supportive of the scheme.

Following the design development that took place after the public exhibition in November 2015 a second public exhibition was held on 24 of March 2016 to inform the public of the design changes.

#### 150 HOLBORN



**Dar group is an international network of professional service firms, comprised of over 17,000 staff members assisting clients in over 100 countries around the world.**



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#### 150 HOLBORN



#### CURRENT SITE

The development site is situated next to Chancery Lane station, bound by Holborn to the South, Gray's Inn Road to the West, Brooke Street and the Prudential Assurance Building to the East and Fox Court residential block to the north.

The site is currently occupied by a 1980s building, comprised of office space on its upper floors and mostly vacant retail units.

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#### 150 HOLBORN



#### PROPOSAL

Dar group has acquired the 150 Holborn site as a potential headquarters for its regional operations. This provides an opportunity to consolidate the Dar group specialist companies present in Europe into a common hub, enabling them to collaborate, cross fertilise and showcase their work in a prime location at the heart of London.



- #### BENEFITS OF THE SCHEME
- A sustainable building for the 21<sup>st</sup> Century
  - New pedestrian route through the site connecting through the Prudential Assurance Building
  - Spaces for 200 bicycles, with changing and shower facilities, reducing congestion on London's roads
  - Set back ground and first floors, creating more pedestrian space, particularly around the tube station entrance
  - Roofing garden which will be available during London's 'Open House'
  - Enhanced retail shop fronts
  - Residential accommodation
  - New construction jobs in Camden
  - Jobs available in the finished development

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#### 150 HOLBORN



#### USE & AMOUNT

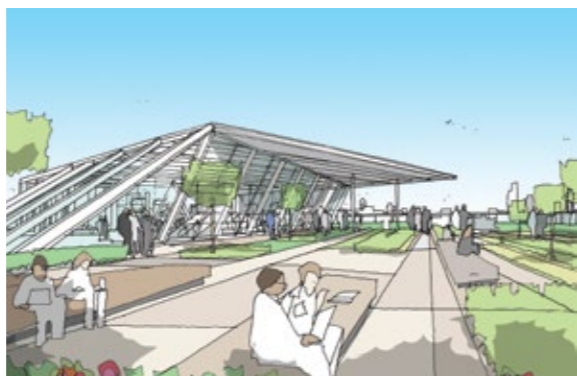
The existing uses on the site include office and retail. The proposal is to increase the quantum of space on the site from approximately 12,000m<sup>2</sup> to a total of approximately 18,000m<sup>2</sup>. Some of that uplift will be provided as new residential accommodation and the rest as office. The retail uses on the site will be preserved generally on ground floor and in the basement with frontages on Holborn, Gray's Inn Road and Brooke Street. The residential block is accessed from Brooke Street.

The quantum of development is limited by the 6th Duke's viewing corridor. Rights to light from adjacent buildings and townscape issues. The requirements for office space on the site has been defined from the current requirement for space for the companies within the Dar group, who are anticipated to be the occupants of the new building and their anticipated expansion over the coming decade.

Commercial Space - 12,500m<sup>2</sup> GIA  
Residential Space - 1,500m<sup>2</sup> GIA  
Retail Space - 1,200m<sup>2</sup> GIA

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#### 150 HOLBORN



#### SUSTAINABILITY

The proposed building is aiming to achieve a high level of sustainability. It is targeting the following ratings:

- BREEAM Excellent
- LEED Platinum
- Six Gold
- Green roof habitats
- Low carbon technology
- Water efficiency
- Responsible materials
- Community engagement and enhancement
- Considerate contractors
- Sustainable transport solutions

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#### 150 HOLBORN



#### CONSTRUCTION

During the course of the redevelopment of 150 Holborn, the following initiatives and solutions will be agreed with the appropriate Local Authority and then implemented, in order to **minimise the impact on the immediate neighbours and the local community.**



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#### 150 HOLBORN



#### TIMESCALES

NOVEMBER 2015	Public exhibitions and meetings with community representatives. Review of feedback.
DECEMBER 2015	Submission of planning application to London Borough of Camden.
SPRING 2016	London Borough of Camden statutory and neighbour consultation.
APRIL 2016	Decision by London Borough of Camden Planning Committee.

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#### 150 HOLBORN



#### CONSULTATION

Please keep in touch by completing a comment card, or alternatively email us at [holborn150@yourshout.org](mailto:holborn150@yourshout.org) or phone 0800 458 6976

Liaisons with public bodies are always encouraged to keep them informed of the activities on site and educate them on the dangers presented by the Construction Industry; residents, local schools, cyclists, heritage groups, the Emergency Services will all be approached during the period ahead of work starting on site. Regular public consultations will occur during the construction phase to monitor the progress made.

Local employment opportunities will be available both during the construction phase and thereafter with the completed development. Regular newsletters will be distributed in the construction phase so that all interested parties are advised of progress being made on the site itself.

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## 2. THE PROCESS

### 2.2 INVOLVEMENT

#### Site Location and Context

The site is located in the London Borough of Camden at the junction of Gray's Inn Road and Holborn as shown in Figure A to the side. The site is bounded by Holborn, Gray's Inn Road and Brooke Street to the south, west and east respectively. To the north, the site adjoins Fox Court, a commercial office building.

The site is in a prime location on the north side of Holborn a busy, mainly retail and office-lined street linking the West End with the City. Gray's Inn Road is a major road running north from Holborn towards St Pancras. Brooke Street to the east, is a narrow cul-de-sac giving access to a small urban square surrounded by Dorrington Street, Brooke's Market and Beauchamp Street.

Chancery Lane Underground Station on the Central Line is immediately adjacent to the south-west corner of the site. There are six bus routes with stops located within a 300m walk of the site. The closest bus stop is located at the north-western edge of the site on Gray's Inn Road.

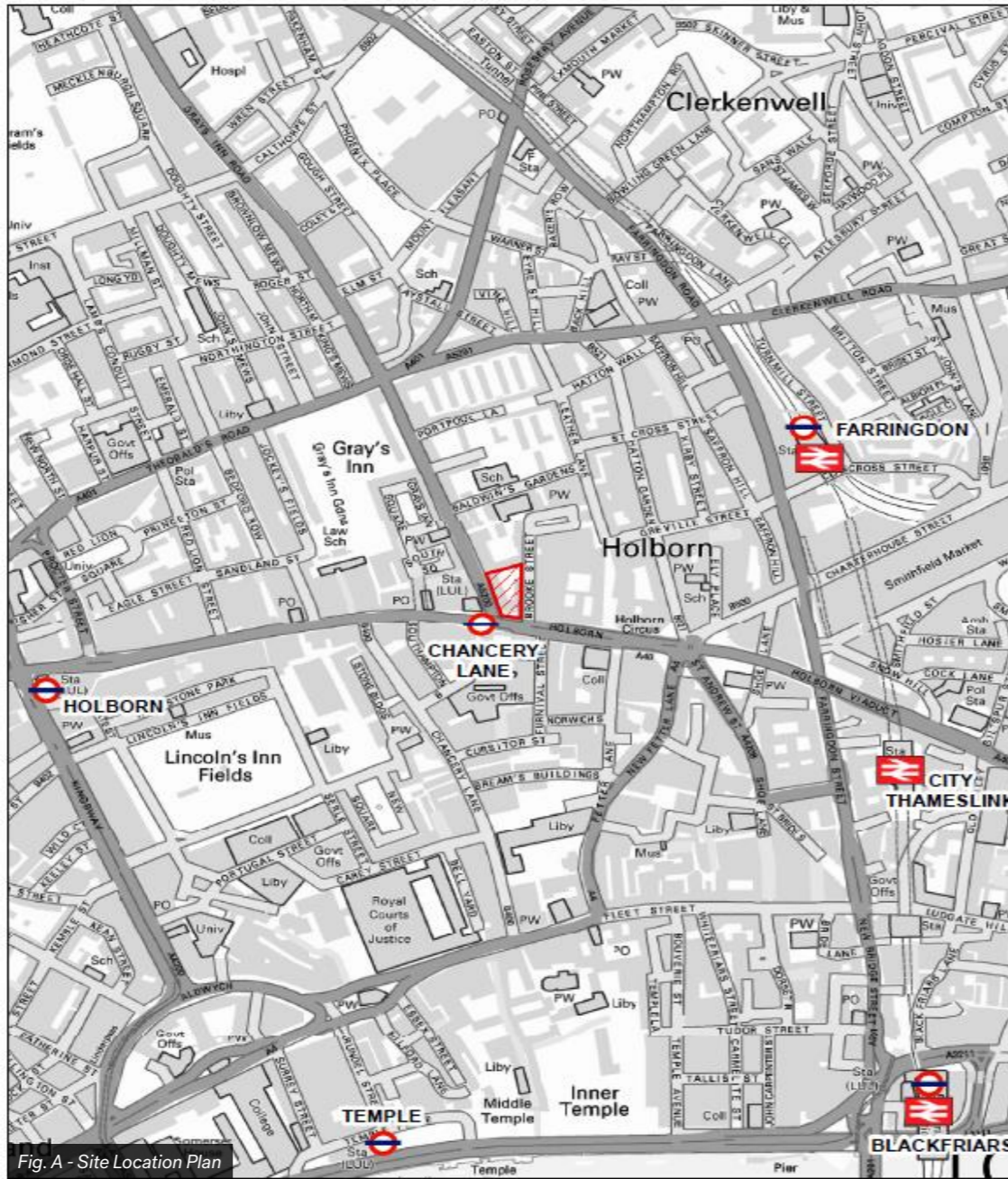
The site is occupied by a part nine storey and part four storey building with basement, with a total gross external floor area (GEA) of 12,798m<sup>2</sup> (excluding plant). The main land use is Class B1 office with some retail units occupying the ground and basement levels of the development. The existing building also contains a three bedroom residential unit on the second floor. The offices are currently vacant and stripped back to the building shell.

#### The Site

Figure B extreme right shows the current site.

The entrance to the office use is located at the corner of Gray's Inn Road and Holborn. Retail entrances are located on Holborn, Gray's Inn Road and Brooke Street.

All vehicular access to the site is via a crossover access from Brooke Street. An off-street service yard with two servicing bays is located in the north-eastern corner of the site and shares the access from Brooke Street a vehicular access to the basement of the adjoining Fox Court. All deliveries to the site are through the service yard.





## 2. THE PROCESS

### 2.2 INVOLVEMENT

#### Immediate physical environment

The site is bounded by three roads; Holborn to the south; Gray's Inn Road to the West; and Brooke Street to the East. The area is predominantly a business district with buildings of up to nine storeys in height. Whilst there are some buildings which give the area some architectural note (e.g. The Prudential building and the Building known as Old Holborn) there is no particular predominant architectural character. Buildings have developed over different periods and in different styles each adding their own particular character to a street which much like London itself is a potpourri of styles and character. Bomb damage resulting from raids during the Blitz further complicated the coherence of the street.



Historic Character of the Area



1. 120 Holborn



2. Waterhouse Square



3. 22 High Holborn



4. 33 High Holborn



5. 34-36 High Holborn



6. Rosewood London



7. 268-270 High Holborn



8 289 High Holborn



9. 311-318 High Holborn



10. 337 High Holborn

**2. THE PROCESS**  
2.2 INVOLVEMENT



1. Sixty London



2. Atlantic House



3. 40 Holborn Viaduct



4. High Holborn



5. Midcity Place



6. 90 High Holborn



7. 100 Holborn



8. 280 High Holborn



9. 33 Holborn



10. Sleet Place House

## 2. THE PROCESS

### 2.3 EVALUATION

#### Planning and Design Policy Context

This section provides a summary of relevant planning and design policy at the National, regional and local level.

#### The National Planning Policy Framework (2012)

At the heart of the National Planning Policy Framework (NPPF) is a presumption in favour of sustainable development, which should be seen as a thread running through both plan-making and decision-taking. Good design is a key aspect of sustainable development, and is stated to be indivisible from good planning and which should contribute positively to making places better for people. The NPPF sets out that it is important to 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.

#### The Principles of Inclusive Design (Commission for Architecture and the Built Environment 2006)

Inclusive design is a process that delivers an environment where everyone can access and benefit from the full range of opportunities available to members of society. It aims to remove barriers that create undue effort, separation or special treatment, and enables everyone regardless of disability, age or gender to participate equally, confidently and independently in mainstream activities with choice and dignity. The adoption of inclusive design principles will ensure the scheme is:

- Inclusive – so everyone can use it safely, easily and with dignity;
- Responsive – taking account of what people say they need and want;
- Flexible – so different people can use it in different ways;
- Convenient – so everyone can use it without too much effort or separation;
- Accommodating - for all people, regardless of their age, gender, mobility, ethnicity or circumstances;
- Welcoming – with no disabling barriers that might exclude some people;
- Realistic – offering more than one solution to help balance everyone's needs and recognising that one solution may not work for all.

#### The London Plan (2014 - FALP/ 2015 - MALP)

London Plan Policies recognise that disabled people continue to be excluded from many mainstream activities which other people take for granted and are frequently denied the opportunity to participate fully as equal citizens. On 25 March 2015, through a written ministerial statement, the Government introduced new technical housing standards in England and detailed how these would be applied thorough planning policy. These new standards came into effect on the 1 October 2015. The draft Minor Alterations to the London Plan (MALP) proposed updating Policies 3.5 and 3.8 by adopting the new national technical standards. In the MALP, the Greater London Authority (GLA) set out how the existing policies relating to Housing Standards in the London Plan should be applied from October 2015. The revised Policy requirements for 3.5 and 3.8 are indicated below.

London Plan Policy 3.5 - Quality and Design of Housing Developments - Housing developments should be of the highest quality internally, externally and in relation to their context and to the wider environment, taking account of strategic policies in the Plan to protect and enhance London's residential environment and attractiveness as a place to live. The design of all new housing developments should enhance the quality of local places, taking into account physical context, local character, density, tenure, land use mix; and relationships with and provision of public, communal and open spaces, taking particular account of the needs of children and older people. New development should reflect these standards. The design of all new dwellings should also take account of factors relating to "arrival" at the building and the "home as a place of retreat", have adequately sized rooms and convenient and efficient room layouts, which are functional and fit for purpose, meet the changing needs of Londoners over their lifetimes, address climate change adaptation and mitigation and social inclusion objectives and should be conceived and developed through an effective design process.

London Plan Policy 3.8 Housing choice - Londoners should have a genuine choice of homes that they can afford and which meet their requirements for different sizes and types of dwellings in the highest quality

environments. From the 1 October 2015 the Policy requirement is that ninety percent of new housing meets Building Regulation requirement M4(2) 'accessible and adaptable dwellings' and ten per cent of new housing meets Building Regulation requirement M4(3) 'wheelchair user dwellings', i.e. is designed to be wheelchair accessible, or easily adaptable for residents who are wheelchair users.

London Plan Policy 7.2 An Inclusive Environment - The Mayor will require all new development to achieve the highest standards of accessible and inclusive design and support the principles of inclusive design to ensure that developments adopt CABE's principles of inclusive design. DPD policies should integrate and adopt the principles of inclusive design. Design and access statements submitted with development proposals should explain how, following engagement with relevant user groups, the principles of inclusive design, including the specific needs of older and disabled people, have been integrated into the proposed development, whether relevant best practice standards have been complied with, and how inclusion will be maintained and managed.

#### GLA Supplementary Planning Guidance: Accessible London (2014)

The Accessible London SPG provides advice to Boroughs, developers, designers and planning applicants on implementing inclusive design principles effectively and on creating an accessible environment in London, with particular emphasis on the access needs of disabled and older people. It does not introduce new policy or add any additional burdens on developers. It does not form part of the development plan, but will be taken into account as a further material consideration when considering planning applications so it has weight as a formal supplement to the London Plan.

#### GLA Supplementary Planning Guidance: Draft Interim Housing SPG 2015

This SPG provides guidance on how to implement the housing policies in the London Plan, informed by the Government's National Planning Policy Framework and by its Housing Strategy for England. In particular, it provides detail on how to carry forward the Mayor's view that "providing good homes for Londoners is not just about numbers". The challenge of accelerated housing delivery cannot be met at the expense of housing quality. In fact,

the scale of growth to be accommodated in London, an already dense city, underlines the importance of securing well-designed new housing. It reinforces the need for new development to provide accessible, adaptable and attractive homes and neighbourhoods that stand the test of time. The draft SPG carries forward the Mayor's housing design standards for London in the context of Government's new national housing standards.

#### LB Camden

##### Camden Core Strategy 2010

##### Policy CS 6 Providing Quality Homes

Accessibility issues affect most households at some point. Lifetime Homes are dwellings specifically designed to address a wide-range of mobility difficulties without being tailored to the specific circumstances of a household. The Council expects all dwellings developed in the Borough to meet Lifetime Homes standards. Guidance on application of the standards is included in Camden Development Policies (see policy DP6) and Camden Planning Guidance supplementary document 6.41. The Council therefore expects that 10% of homes developed in the Borough should either be designed to be wheelchair accessible, or easily adaptable for residents who are wheelchair users, in accordance with the London Plan.

##### Policy CS 14 - Promoting High Quality Places and Conserving Our Heritage

The Council will ensure that Camden's places and buildings are attractive, safe and easy to use by: requiring development of the highest standard of design that respects local context and character, seeking the highest standards of access in all buildings. Good design is safe and accessible, and responds flexibly to the needs of its users. Good access benefits everyone. The Council requires new buildings and spaces to be inclusive and accessible to all.

##### Development Policies 2010

##### Policy DP6 Lifetime Homes and Wheelchair Housing

All housing development should meet Lifetime Homes standards. 10% of homes should either meet wheelchair housing standards, or be easily adapted to meet them.

##### Camden Planning Guidance

##### CPG6 Housing 2015

All residential development should meet

the 16 criteria that form the Lifetime Homes standards. The standards will be applied flexibly to existing buildings, but applicants should justify failure to meet any of the criteria. 10% of market housing development should meet wheelchair housing standards, or should meet the 13 key Habinteg wheelchair housing criteria so that they can be easily adapted to meet wheelchair housing standards.

##### CPG6 Amenity: Section 9 Access for All

Well designed, accessible buildings and spaces ensure that local services and facilities are accessible to everyone and increase equality of opportunity and social inclusion. All development of buildings and places, including changes of use and alterations to or refurbishment of existing buildings where practical and reasonable, is expected to be designed to be accessible and useable by all to promote equality of opportunity.

##### Inclusive Design Guidance and Standards

Our approach is to design beyond the minimum standards set out in the Building Regulations, taking into account the following good practice guidance.

- Building Regulations 2000 (England and Wales) and associated Approved Documents;
- LB Camden Planning Policy;
- Equality Act 2010;
- Planning and Compulsory Purchase Act, 2004;
- National Planning and Policy Framework, 2012;
- Accessible London, Supplementary Planning Guidance, GLA 2014;
- BS 8300:2009+A1:2010 Design of buildings and their approaches to meet the needs of disabled people – Code of practice, British Standards Institution;
- Building Regulation Approved Document K – Protection from falling, collision and impact 2013 (AD K);
- Building Regulation Approved Document M – Access to and use of Buildings Vol 1: Dwellings, 2015 (AD M);
- Building Regulation Approved Document M – Access to and use of Buildings Vol 2: Buildings Other Than Dwellings, 2015 (AD M);
- Draft Interim Housing, Supplementary Planning Guidance, GLA 2015.

#### Sustainability

Under Camden Council Planning guidance, the Project has a requirement to achieve:

- BREEAM rating of "Very Good" (for non-residential elements (office/retail));
- Code for Sustainable Home (CSH) rating of 'Level 4' (for new-built residential element).

Despite the withdrawal of the Code for Sustainable Homes (CSH) from regulation, the Project will be targeting an energy performance equivalent to CSH Level 4; a good achievement considering the site constraints and urban locale.

Sustainable specific studies that have been undertaken as part of the planning submittal include a: Flood Risk Assessment (FRA), Ecology Survey (including Bat Survey), Air Quality Assessment and a Lifecycle Embodied Carbon Analysis.

With regards sustainable design principles, the Project is complying with the London Plan and Camden Development Policies (such as DP22 and DP 23); incorporating measures such as:

- Water-efficiency through low-flow fixtures as well as harvesting greywater to flush toilets and thus reduce stress on the local potable water and storm water drainage systems;
- Enhancing positive ecological impact of development by including roof gardens and vertical vegetation within the design to encourage wildlife;
- Using sustainable urban drainage measures such as green roofs to reduce the volume and rate of run-off;
- Encouraging the use of alternative options to motor vehicles (public transit, bicycles, etc);
- Providing adequate storage space for operational waste.

## 2. THE PROCESS

### 2.3 EVALUATION

#### St Paul's Views Corridor

The site is under the Strategic Viewing Corridor of St Paul's Cathedral from Primrose Hill (4A.1). This limits the height of the building to 55 metres above ordnance datum.

● Site Location

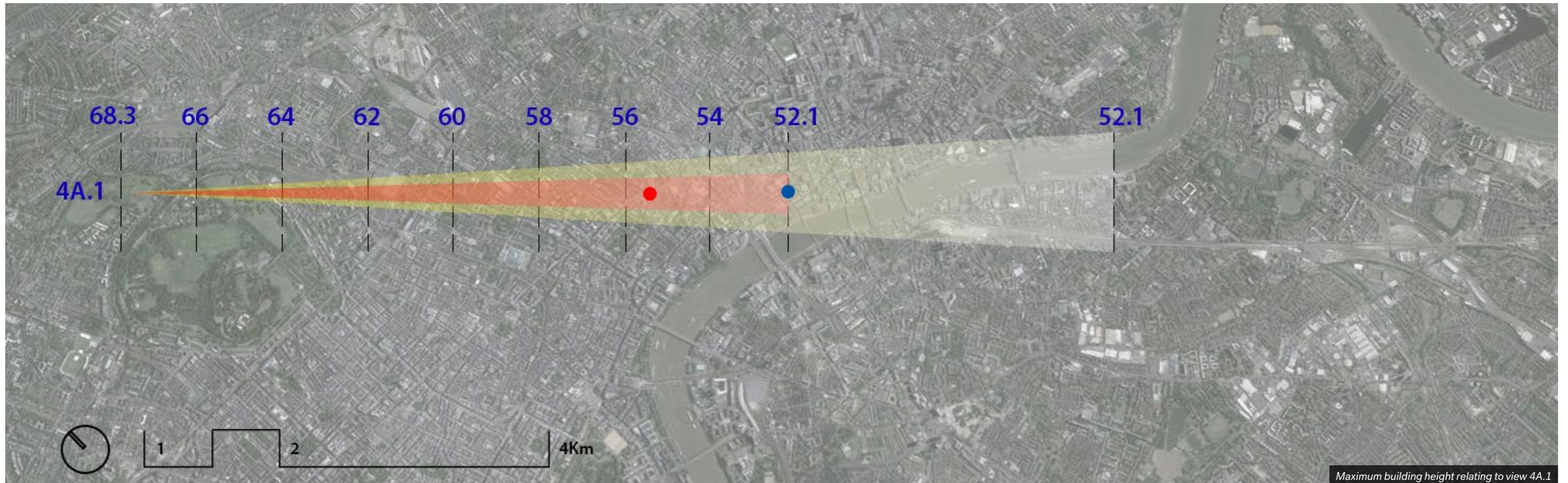
● St Pauls Location



View of St Paul's taken from the Millennium Bridge



View towards St Paul's Cathedral from 150 Holborn



## 2. THE PROCESS

### 2.3 EVALUATION

#### The Past and the Future

The site sits on Holborn the main thoroughfare between the City and the West End. Although perhaps best known since mediaeval times as the home of the legal profession and the Inns of Court the area has a rich mix of well-known destinations nearby such as Hatton Garden, the centre of the diamond trade, the vibrant Leather Lane Market and the 12<sup>th</sup> century Temple Church and St Andrews, a Guild Church that was one of few buildings to have survived the fire of London only to be rebuilt by Sir Christopher Wren.

Despite sustaining heavy bombing during the 2<sup>nd</sup> World War, the area retains a rich mix of historic buildings and urban grain. To the north of the site is the Anglo-Catholic church of St Alban the Martyr, originally built in 1863 by the well-known architect William Butterfield, which was gutted in the Blitz but later rebuilt to incorporate Butterfield's original west front.

Immediately to the east of the site on the east side of Brooke Street is the Prudential Insurance Building, originally built between 1879 and 1901 on the site of Furnival's Inn. The building was constructed over several phases to the designs of Alfred Waterhouse, and was intended to reflect the Prudential's status as the largest life assurance company in Britain. Despite later additions the building still appears as a coherent whole because of the sympathetic use terracotta colours throughout. The building is Grade II\* listed and there is a blue plaque on the west face recording that Charles Dickens once lived in a house on that site.

There is a parish boundary marker fixed to the wall of the existing building on Brooke Street close to the junction with Holborn. There is also a blue plaque on the Brooke Street facade to the Poet, and forger, Thomas Chatterton who died aged 17 on the site in 1770, through consumption of arsenic. He posthumously became a key influence on the British Romantic movement. The marker and blue plaque will be carefully removed, stored and fixed to the new

building in approximately the same position.

In the early 19th century Holborn is described by Malcolm in Londinium Redivivum as "an irregular long street, narrow and inconvenient at the north end of Fleet Market, but widening from Shoe Lane, up the hill, westward; thence to Middle Row, or the south end of Gray's Inn Lane.

Redevelopment over the past 50 years has seen Holborn transform into a major commercial spine that has become home to an enviable range of global and national businesses.

More recently the wider area between Oxford Street and Farringdon Street within which the site is located has been branded "Midtown" to raise the profile of the area and encourage investment, as despite its central location, Holborn is relatively less well-known than the West End and the City.



Plan of the new "Midtown" identifying Site location



Blue Plaque to Chatterton on Brooke St.



Parish Boundary Marker on Brooke St.



View along Holborn with site highlighted, 1930s

## 2. THE PROCESS

### 2.3 EVALUATION

#### Holborn Facades and their character

Probably the strongest influence on the 150 Holborn site is the Prudential Building to the east of the site. This building to designs by Alfred Waterhouse has a strong neo-gothic facade executed in terracotta and brick. The facade has a strongly expressed verticality in line with the perpendicular nature of neo-gothic architecture and this aspect of the design has been particularly influential on the development of 150 Holborn.



Prudential Building, looking east along Holborn



Prudential Building, inner courtyard



Prudential Building, looking west towards 150 Holborn

## 2. THE PROCESS

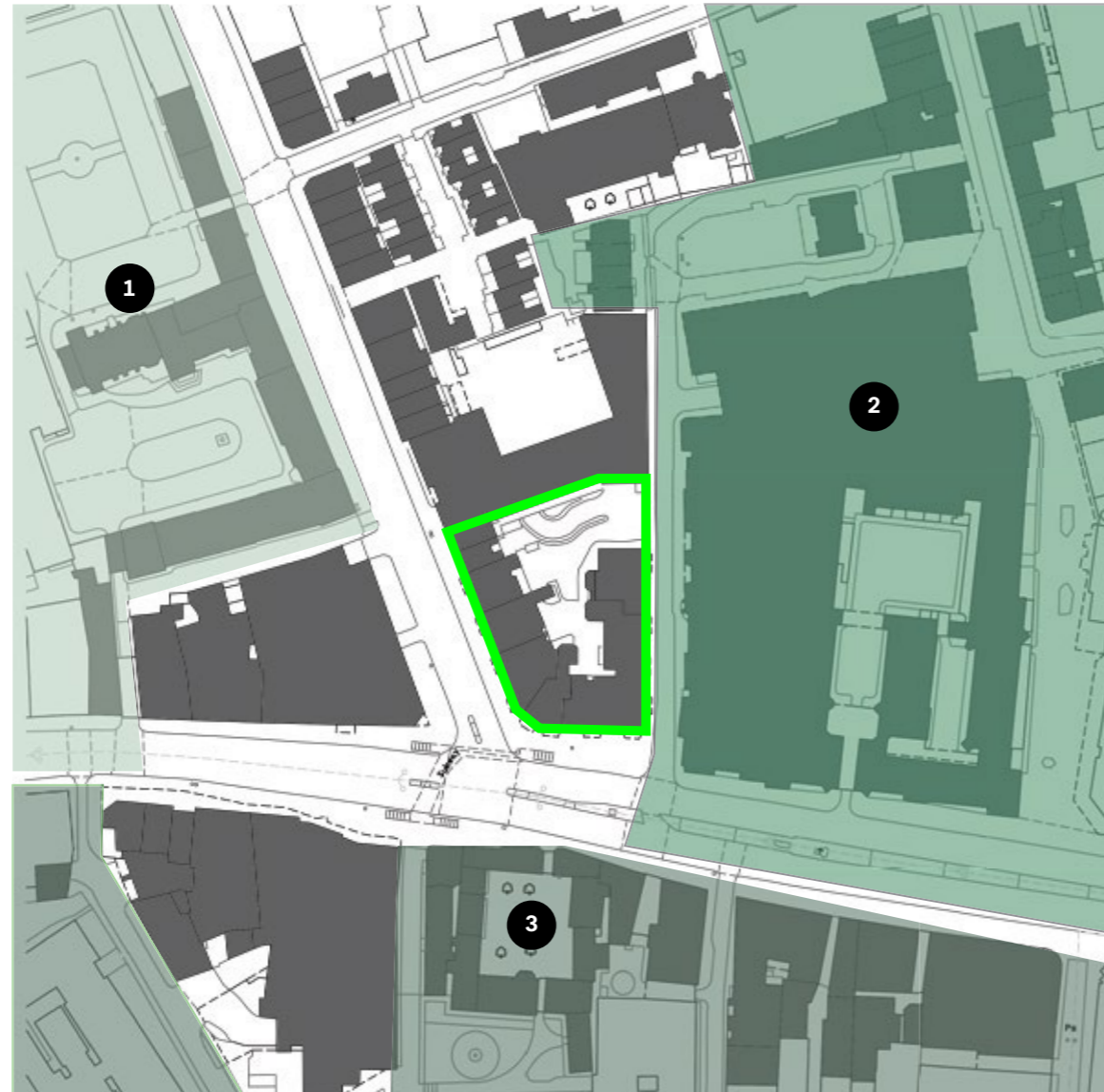
### 2.3 EVALUATION

#### Conservation Areas

The site is not in a conservation area but is effectively surrounded by conservation areas to the east west and south. Those are the Hatton Garden Conservation Area to the east, the Bloomsbury Conservation Area to the west and the Chancery Lane Conservation Area to the south.

#### Listed Buildings

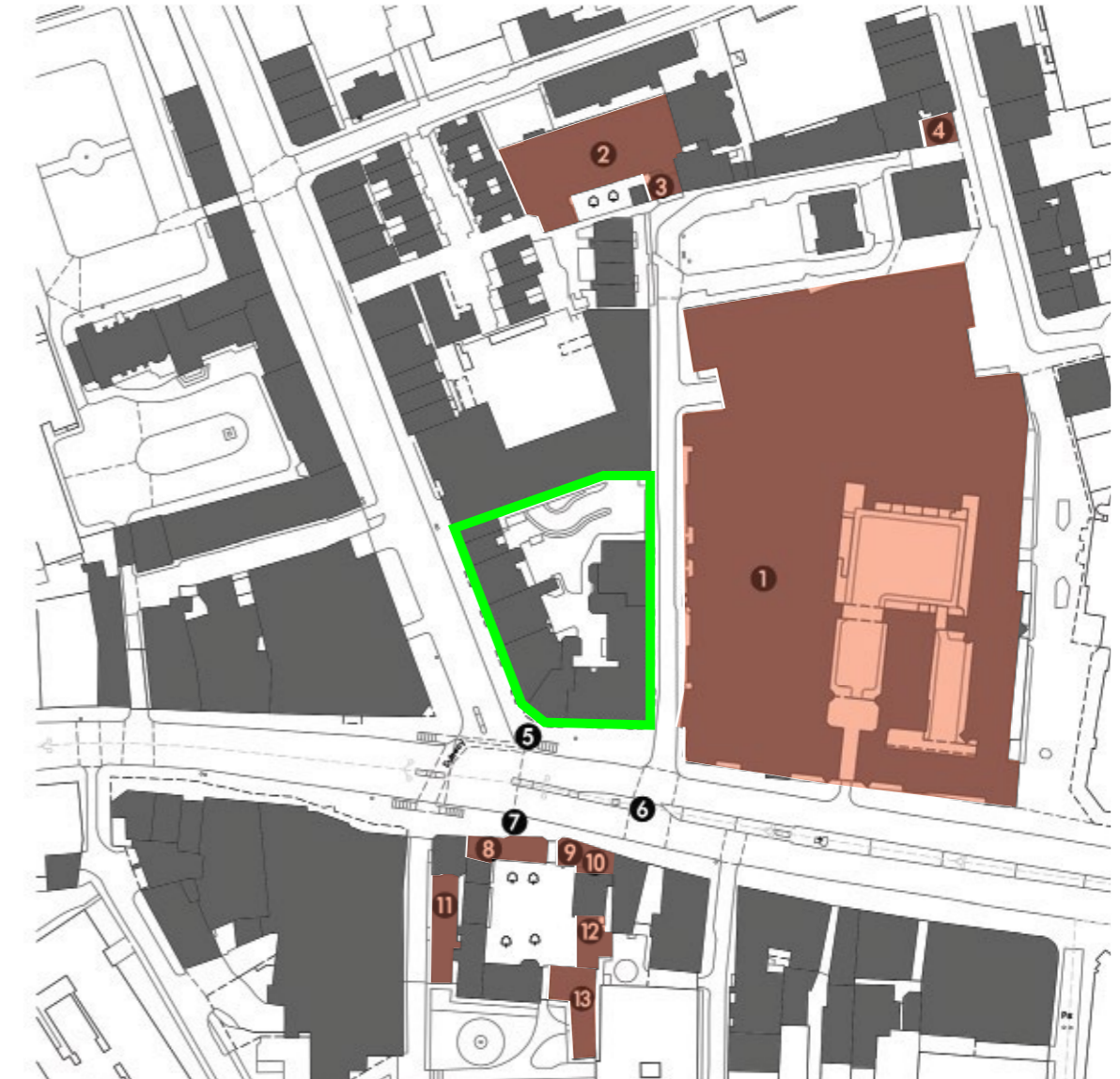
No buildings on the site are listed. However there are a number of listed buildings in the immediate vicinity. Probably the most important of these is the Prudential Building, however there are a number of other listed buildings in the immediate vicinity including the Old Holborn building.



#### Conservation Areas

- 1 Bloomsbury Conservation Area
- 2 Hatton Garden Conservation Area
- 3 Chancery Lane Conservation Area

— Plot Limits



#### Listed Buildings

- |   |  |
|---|--|
| 1 Prudential Assurance Building; Grade I        | 10 4-6 high Holborn; Grade I                     |
| 2 Church of St. Alban the Martyr; Grade II*     | 11 Institute of Actuaries; Grade II              |
| 3 St. Alban's Clergy House; Grade II            | 12 7-8 High Holborn; Grade II                    |
| 4 Bollard with Spur Stone; Grade II             | 13 9-10 High Holborn; Grade I                    |
| 5 Obelisk Marking City Boundary North; Grade II | <span style="color: green;">—</span> Plot Limits |
| 6 Royal Fusiliers War Memorial; Grade II        |  |
| 7 Obelisk marking City Boundry South; Grade II  |  |
| 8 337-338 High Holborn; Grade II*               |  |
| 9 1-4 High Holborn; Grade I                     |  |

## 2. THE PROCESS

### 2.4 DESIGN

The planning application is for the development of a high quality new office building to accommodate the offices for the Dar Group companies. It is located at 150 Holborn. The offices occupy the front part of the site and extend over ground and eight upper storeys. The design of the building has been informed by the ambition to promote interactivity and the exchange of ideas across the companies within the group. Therefore the building has been designed with an 'offset' arrangement of cores and a central atrium. The central atrium accommodates four lifts and an accommodation stair that links between the floors. The intention is the stair should be used as much as possible in preference to the lifts in order to promote opportunities for meetings and discussion between members of different companies. The eighth floor is designed as a presentation and entertainment area having a large roof terrace with excellent views towards St Paul's cathedral, the Palace of Westminster and the London Eye. The ground floor has a reception area which connects to one of the retail units serving Holborn and Gray's Inn Road. The basement provides most of the plant area, the energy center and bicycle storage and showering facilities.

In addition to the office accommodation there is a residential block to the rear of the site. There is a total number of 13 units in a variety of configurations to provide a mix of flats. All the flats are designed to meet the GLA space standards and the new part M of the building regulations.

In addition to the offices and the residential accommodation there is retail accommodation on Holborn, Gray's Inn Road and Brooke Street. The quantum and quality of retail frontage will enhance the vibrancy and activity of the local streetscape.

This Design and Access Statement aims to give an insight into the design process for 150 Holborn, in the London Borough of Camden and to explain the proposals submitted for planning approval. It illustrates how the detailed design has been informed by a rigorous process of assessment, involvement, evaluation and design.

