

**COVENT GARDEN INVESTMENT S.A.R.L**  
**182-184 HIGH HOLBORN**  
**STATEMENT OF COMMUNITY INVOLVEMENT**  
**16 SEPTEMBER 2016**



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## **1. INTRODUCTION**

This Statement of Community Involvement (SCI) has been prepared by London Communications Agency (LCA) on behalf of Covent Garden Investment S.A.R.L (who will hence forth be known as ‘the Applicants’).

The SCI forms part of the material supporting the planning application for the proposed remodelling, refurbishment and extension of 182-184 High Holborn (Arab Press House) to create a modern workplace with attractive retail at ground floor level and the potential to improve the public realm. (‘the Proposed Development’).

This application seeks planning permission for the remodelling and refurbishment works, which will involve the removal of the existing glass cladding and replacing it with a brickwork façade as well as creating a new active frontage and increasing the office space on offer.

This SCI demonstrates that a thorough approach has been taken to consultation, offering opportunities for local stakeholders and communities to see and comment on the plans and, where possible, reflecting comments in the final designs.

This SCI summarises the context of consultation around the proposals for the site on High Holborn; outlines the consultation strategy, activities and engagement with stakeholders; and notes the feedback received and the Applicants’ response to this feedback, ahead of submission.

It is in accordance with the London Borough of Camden’s own Revised Statement of Community Involvement in Planning (2016) and also reflects the principles for consultation in the Localism Act (November 2011) and in the National Planning Policy Framework (March 2012).

The Applicants have fully considered the comments received and as a result of the consultation process and a series of meetings with officers at the London Borough of Camden, a number of changes have been made to the Proposed Development prior to submission. These are detailed in Section 7.



## **2. EXECUTIVE SUMMARY**

The Applicants have invested time and resource into pre-application consultation on the proposals for the Proposed Development, in order to keep local stakeholders and communities up to date during the design development and to hear their views.

### **2.1 Context**

The site, situated at the western end of High Holborn and Smart's Place, is a lesser known Richard Seifert building constructed in 1985. Its location means that it is well situated close to nearby transport links, including Holborn and Tottenham Court Road underground stations, the forthcoming Crossrail station and a multitude of bus routes.

Given this central location, The Applicants agreed that the remodelled building should continue its function of providing office accommodation, which is much needed in the area. In order to effectively serve this purpose the Proposed Development would feature more efficient and high-quality office space to meet modern standards and a flexible retail offer at ground floor level.

The site does not fall in a conservation area but is flanked by Bloomsbury and Seven Dials conservation areas and adjoins 181 High Holborn, a 'non-designated heritage asset'. Through removing the existing cladding and replacing it with one that incorporates elements of both conservation areas, the Proposed Development seeks to be more responsive to its surroundings.

The Applicants have appointed locally-based architects SPPARC to lead on the design for the Proposed Development. As a local firm it is well placed to understand the surrounding built environment and has used this knowledge to inform its design.

The resulting planning application proposes to create the following:

- A replacement brickwork façade, incorporating elements of the surrounding conservation areas, in place of the out-dated and low quality reflective glasswork cladding
- A new active frontage at ground level on Smart's Place for use as a café or retail facility
- Increased office space for a range of different sized businesses with more acceptable floor to ceiling heights by modern standards and upgraded facilities

### **2.2 Consultation**

Over the course of the pre-application consultation period the project team organised, publicised and staffed a two day public exhibition at two separate locations: the Green Room at Dragon Hall, in Stukeley Street, and the Upper Vestry Hall at St George's Church, in Bloomsbury Way.

The locations were chosen because of their close proximity to the site as well as for their accessibility and nearby transport connections. The dates for the exhibition were strategically chosen so that it took place before the official beginning of London Borough of Camden's school summer holidays (20 July), when many local residents would have been on holiday and unable to attend.

Fourteen exhibition panels were displayed which contained details of the site and provided an overview of the proposals. Comments cards and a comments box were available, enabling people to



leave feedback on the proposals. Feedback could also be sent via email or phone or submitted through the consultation website – <http://www.182-184highholborn.co.uk/>

This exhibition was widely promoted locally through a variety of channels including:

- **Personally addressed letters** to key councillors, residents and business groups (Appendix A).
- **Flyers to local residents** – 3,760 flyers (Appendix B) were distributed to homes and businesses within the vicinity of the site.
- **Advertising in local press** – a newspaper advert for the public exhibition was placed in the two most highly circulated local publications, *Camden New Journal* (circulation 40,716) and *West End Extra* (10,950), on the 14 and 15 July, respectively.

The exhibition materials were also available on the consultation website to allow anyone who was not able to attend the exhibition to review them and comment on the proposals.

### **2.3 Feedback**

Overall 26 people attended the exhibition across the two days. Of these, the majority of attendees were local residents.

Whilst the public exhibition was well-publicised to over 3,700 households and businesses in the local area, the turnout at the exhibition itself was perhaps an indication that the Applicant's proposals were felt to be uncontroversial locally.

Although not all attendees chose to leave feedback, the experience of those staffing the exhibition was that most visitors were supportive of the proposals, welcoming the unsightly and out-dated site being made into a feature of the area. There was also recognition that the development would bring wider benefits to the area, including by improving the passage between Bloomsbury and Covent Garden and activating Smart's Place.

It is important to note that where feedback suggest improvements in the design The Applicant made every possible effort to respond appropriately. Crucially, this resulted in significant alternations to the proposals, including:

- The removal of the eighth floor;
- A reduction in the plant size;
- And, a revision of the first floor design treatment

An analysis of feedback is set out in Section 6 and the response to it in Section 7.



### **3. CONSULTATION OBJECTIVES**

The objectives of the consultation are set out below:

- To engage local people and a wide range of stakeholders to see and comment on the proposals;
- To conduct a comprehensive consultation, engaging with local politicians, local groups, stakeholders and residents;
- To explain the aims behind the proposals and how they would benefit the area;
- To provide a variety of opportunities for people to express their views through various communications channels, public exhibition, comments cards and email and phone;
- To ensure the Applicants and senior consultants have engaged directly with local communities, reflecting the team's commitment to consultation and understanding people's views;
- To understand the issues of importance to stakeholders before submission of the application so that these can be addressed where possible in the plans;
- To incorporate comments where possible into the plans and to respond to all comments received;
- To work closely with the London Borough of Camden to ensure key officers and councillors are aware of the proposed development, key consultation activities and outcomes.

A consultation strategy was implemented to meet these objectives.



#### 4. CONSULTATION STRATEGY

In line with the consultation objectives, the overall consultation strategy was as follows:

- **A public consultation process from June-August 2016:**
  - Beginning July - Meetings were offered to key stakeholders and local political figures, who were also notified of the upcoming consultation
  - Mid July - A public exhibition, presenting proposals to public, and collating feedback.
  - August - Feedback analysis from the consultation and updating designs / the proposals.
- **Staffed a public exhibition over consecutive days in close proximity to the proposed development site:**
  - Tuesday 19 July – 4.00pm to 8.00pm, Upper Vestry Hall in St George’s Church
  - Wednesday 20 July – 4.00pm to 8.00pm , Green Room in Dragon Hall
- **Effective promotion of the exhibition:**
  - Newspaper advert placed in the two local papers with the highest circulations, the *Camden New Journal* (circulation 40,716) and *West End Extra* (10,950), on the 14 and 15 July, respectively.
  - Letters to key stakeholders, residents’ groups and local politicians, including:
    - Seven Dials Trust
    - Bloomsbury Association
    - Covent Garden Community Association (CGCA)
    - Bloomsbury Conservation Area Advisory Committee (BCAAC)
    - New West End Company
    - InMidtown
    - Soho Society
    - South Bloomsbury Tenants’ and Residents’ Association
    - Holborn and Covent Garden ward councillors.
  - Flyer drop to 3,760 homes and businesses within the vicinity of the site.
- **Producing consultation materials:**
  - A promotional flyer / advert.
  - Exhibition materials – exhibition panels and a model of the proposals.
  - A comments card.
  - Website and online feedback form.
- **Producing a dedicated website – [www.182-184HighHolborn.co.uk](http://www.182-184HighHolborn.co.uk) - and including detailed information about the current consultation online, including:**
  - Exhibition materials.
  - Online feedback form.
  - Continuous updates to content during the consultation phase.
- **Soliciting feedback via:**
  - A comments card.
  - An email address.
  - An online comments form.



- Verbal feedback to project team.
- A dedicated Freephone line
- **Responding to feedback:**
  - Written responses to questions and concerns raised during the consultation.

## **5. CONSULTATION ACTIVITY**

This section summarises the activities undertaken during the pre-application consultation.

### **5.1 Keeping stakeholders and the community informed and involved**

During this consultation, all key local and political stakeholders were kept well informed, through a programme of engagement.

The Applicant wrote to key stakeholders, tenants, neighbouring residents and local political stakeholders well in advance (2 weeks ahead) of the public consultation, updating them on the plans and inviting them to see the proposals and discuss them with the project team. This was in addition to the extensive flyer drop to the wider consultation area.

A list of stakeholders invited to engage with the Applicant during the consultation process is provided below:

#### **Holborn and Covent Garden Ward councillors:**

- Cllr Sue Vincent
- Cllr Julian Fulbrook
- Cllr Awale Olad

#### **Local amenity groups:**

- Seven Dials Trust
- Bloomsbury Association
- Covent Garden Community Association (CGCA)
- Bloomsbury Conservation Area Advisory Committee (BCAAC)
- New West End Company
- InMidtown
- Soho Society
- South Bloomsbury Tenants' and Residents' Association

The groups listed above were written to and provided with a brief overview of the proposals for the site and information about the public exhibition. The letters also included an offer of a briefing during the exhibition, to discuss the plans in more detail and hear their views so that these could be fed into the design process.

During the consultation phase, the Applicant carried out meeting with officers from the local authority on the following dates:

- 1 March
- 23 March
- 11 July



- 18 August

## **5.2 Public exhibition**

Over the course of the pre-application consultation period the project team organised, publicised and staffed a two day public exhibition in the local area. This exhibition presented the proposals using fourteen large-scale exhibition boards and invited feedback, in both verbal and written form from attendees.

The objectives of the exhibition were:

- to show indicative proposals to local residents, businesses and other stakeholders;
- to capture comments and feedback during the design process.

Across the two days a total of 26 people attended the public exhibition. These included representatives of:

- The Covent Garden Community Association (CGCA)
- South Bloomsbury Tenants' and Residents' Association
- InMidtown Business Improvement District
- Residents of nearby Bury Place, Galen Place and St Giles High Street

The vast majority of those who attended the exhibition were local residents, representatives of local community groups and representatives and / or employees of local businesses. The public exhibition was well-publicised to over 3,700 households and businesses in the local area.

The location for the public exhibition, the Green Room in Dragon Hall and the Upper Vestry Hall at St George's Church, were chosen because of their close proximity to the site as well as for their accessibility and nearby transport connections. The dates for the exhibition were strategically chosen so that it fell before the official beginning of London Borough of Camden's school summer holidays (20 July 2016), when many local residents would have been on holiday and unable to attend:

- Wednesday 13 July – 4.00pm to 8.00pm
- Saturday 16 July – 9.00am to 2.00pm

A staffing rota was developed to ensure that the exhibition was staffed by key members of the project team involved in the design development. This included senior project representatives from architect SPARCC and planning consultant Gerald Eve, and from Morgan Capital.

Having a range of project team members from multiple disciplines at the exhibition ensured that specific questions about the proposals could be addressed directly at the events.

## **5.3 Promoting the consultation**

A number of methods were employed to promote the exhibition:

- **Personally addressed letters** to key councillors, local stakeholders, resident and business groups (Appendix A).
- **Flyers to local residents and businesses** – 3,760 flyers (Appendix B) were distributed to homes and businesses within the vicinity of the site.



- **Advertising in local press** – a newspaper advert for the public exhibition was placed in the two most highly circulated local publications, *Camden New Journal* (circulation 40,716) and *West End Extra* (10,950), on the 14 and 15 July, respectively.
- **Website** – a dedicated website [www.182-184HighHolborn.co.uk](http://www.182-184HighHolborn.co.uk) – was set up and included details of the consultation.

#### 5.4 **Boards & messaging**

The exhibition content was designed to be informative, engaging and to explain clearly the context for the proposals.

A suite of fourteen exhibition boards were produced for the public exhibition. The large display boards were written in clear and concise English and made good use of photography, maps and diagrams and computer generated illustrations to explain the proposals. Once the exhibition had started, the information displayed on exhibition boards was made available to view on the consultation website – [www.182-184HighHolborn.co.uk](http://www.182-184HighHolborn.co.uk)

A staffing rota was created to ensure that each exhibition date was staffed by representatives of the project team at all times. This rota was made up of people from the following organisations:

- Morgan Capital (Development Managers)
- SPARCC architects (architect)
- Gerald Eve (planning consultant)
- London Communications Agency (community engagement consultant)

The public exhibition boards can be viewed in full in Appendix F and a summary of the content is set out below.

BOARD	TITLE	CONTENT
1	Welcome	<ul style="list-style-type: none"><li>• Sets out the format and purpose of the exhibition</li><li>• Introduces The Applicants and the architects, SPARCC, for the project</li></ul>
2	An area under transition	<ul style="list-style-type: none"><li>• Provides a historical overview of the area and how this knowledge was used to inform the design</li><li>• Lists the specific architectural reference points the architects used to create their design. These were informed by the strong appreciation the architects have for the area as a local firm</li></ul>
3	Site Context	<ul style="list-style-type: none"><li>• Helps attendees orientate themselves around the site by making use of ordinance survey maps with a red outline of the site</li><li>• Provides a high angle shot of the site, highlighted in red, showing the architectural styles that surround the building</li></ul>
4	The existing building	<ul style="list-style-type: none"><li>• Gives a brief history of the building as well as the elements that have become outdated</li></ul>
5	Testing the options	<ul style="list-style-type: none"><li>• Describes the process of assessing the appropriate</li></ul>



		<ul style="list-style-type: none"><li>massing for the building</li><li>• Details how stepping has been used to reduce the impact of building on High Holborn and Smart's Place</li></ul>
6	Concept and vision	<ul style="list-style-type: none"><li>• Provides details of the work proposed to be done to the outside of the building, including removing the cladding and creating a new façade</li><li>• Describes that architectural expression used within the new design</li></ul>
7	Design Evolution	<ul style="list-style-type: none"><li>• Shows the design progression of the building, from the earliest conception to the one on display</li><li>• Provides a clear, low detail CGI of the building to highlight massing</li></ul>
8	Proposed designs	<ul style="list-style-type: none"><li>• Image of two low detail CGIs to show its massing from above and looking west from High Holborn</li></ul>
9	The scheme	<ul style="list-style-type: none"><li>• High quality render of the design, brickwork detailing, active frontage and green brick colouring looking west from High Holborn</li></ul>
10	The scheme	<ul style="list-style-type: none"><li>• High quality render of the design, brickwork detailing, active frontage and green brick colouring looking east from High Holborn</li></ul>
11	Typical floorplates	<ul style="list-style-type: none"><li>• Outline plan of new floorplate, demonstrating the improvements made and the benefits it will have on the building's future occupiers</li></ul>
12	Public realm	<ul style="list-style-type: none"><li>• Highlights how the improvements to Smart's Place will help to open up a new pedestrian route from Covent Garden through to Bloomsbury and the British Museum</li><li>• Provides examples of similar schemes which have provided significant public realm improvements</li></ul>
13	Construction	<ul style="list-style-type: none"><li>• Outlines the proposed timeline for construction and how it was formed with consideration to other development works in the area</li><li>• Informs readers of the Applicants' intention to work with London Borough of Camden's Environmental Health Officers and Highways representatives, as well as local community groups, to reduce the impact of construction on surrounding roads</li></ul>
14	What happens next	<ul style="list-style-type: none"><li>• Provides details of the feedback mechanisms attendees could use to give their comments on the proposals</li><li>• Informs readers again of The Applicants' intentions to meet with local groups to discuss the proposals</li></ul>

## 5.5 Feedback mechanisms

To encourage as many people as possible to respond to the consultation, the Applicants provided a number of channels by which people could review and comment on the scheme proposals. These included:

- Comments form (Appendix H);
- Dedicated consultation email address; (182-184HighHolborn@lononcommunications.co.uk)
- Dedicated webpage – with online comments portal clearly marked;



([www.182-184HighHolborn.co.uk](http://www.182-184HighHolborn.co.uk))

- Free phone number to leave a message for a member of the project team (0800 307 7554).
- Verbal feedback to members of the project team staffing the event, including representatives from the Morgan Capital, SPPARC architects, Gerald Eve and London Communications Agency.

The team has sought to record verbal feedback received over the course of the consultation particularly from conversations with those who visited the public exhibitions. This feedback has been recorded anecdotally and on a note-taking basis and has been reflected in Section 6 below on responses received.



## 6. SUMMARY OF FEEDBACK

A comments form was designed for the exhibition (See Appendix H), and attendees were encouraged to complete it and give their feedback on the proposed development. No specific questions were posed on this form, instead a free text box provided space for open feedback.

An email address and an online form were set up to enable people to provide feedback at a later stage.

Overall 26 people attended the exhibition across the two days. Of these, the majority of attendees were representatives of local businesses, local residents and representatives of the main stakeholder groups. The turnout at the exhibition itself was perhaps an indication that the Applicant's proposals were felt to be uncontroversial by the majority in the local community

In total five people chose to leave feedback at the exhibition and a further comment, from the Bloomsbury Association, was received at a later date. In total comments were split equally between those that were positive, neutral and negative in nature - two comments for of each sentiment.

The experience of those staffing the exhibition was that the large majority of visitors were supportive of the proposals and recognised that the development would bring benefit to the area; in particular through removing the unsightly cladding of the building and improving Smart's Place.

The tables below set out the broad themes that emerged from the comments that were received.

### 6.1 Positive comments

<b>Comment raised</b>	<b>Number of comment cards that featured this comment</b>
General support	2
Pleased to see extra office space	1
Pleased to see entrance moved to smart's place	1
Good design that compliments area	1
Good use of glazing and materials	1
Helpful staff at exhibition	1
Do not mind the additional stories	1
Like approach to lighter brick facade	1

Comments were submitted through one of the three feedback mechanisms - comment forms, email submissions and the online form on the project website – and included:

*“Great scheme that will enhance and improve the current site. Additional office stock and A1 / A3 function at ground level will support the demand levels + needs of the local community. Interesting design that compliments the surrounding buildings + good use of glazing and materials to add to the character of the economic development of the area”*

*“I don't mind the extra 2 stories on the structure (plus I understand 1 floor at the back for services). I prefer the lighter colour brick texture for the façade and I like the 'pocketed' recessed effect in Smart's Place. I think moving the entrance into Smart's Place is a good idea which should brighten this existing dark space.”*

*“Context analysis is poor, building height is unconvincing and the hint at architectural expression encouraging.”*

*“Useful display boards and communicative and helpful staff on hand. My chief concern is that this project should not exacerbate the traffic congestion in the area. We have been plagued by constant traffic jams caused by building works which have seriously affected the quality of life of local residents.”*

*“Too high. Too big in scale in comparison to the post office. The top floor horizontal slab of glass is far too big + blank. The vertical ribs above the ground floor retail do not relate to anything visual in the area - they are also too dark in juxtaposition with the light details on the post office. If you are willing to lower the heights towards Stukeley St - why not lower the height in relation to the post office? Less of human scale in the area!”*

## **6.2 Comments for further consideration**

There were some issues raised by respondents, all of which were passed on to the relevant member of the project team for further consideration. The response to these comments is given below in Section 7.

<b>Comment raised</b>	<b>Number of comment cards that featured this comment</b>
Concerns over height of building	2
Disagree with approach to contextual analysis and how the design responds to the surround built environment	1
‘Dark ribs’ above lower floor do not respond to the area	1
Concerns over construction traffic	2
Disappointed that community were not engaged ahead of second pre-application discussions	1
Lack of information at consultation	1
Question need for route linking Bloomsbury and Covent Garden	1
Concern about servicing arrangements being conducted on public roads	1
Question need for café and retail facilities	1

Crucially, The Applicant’s commitment to respond to the feedback received during its engagement activities resulted in significant alternations to the proposals; a full list of which is given in Section 7.

## **6.3 Verbal Feedback**

In addition to the written the project team also sought to make note of its conversations with attendees of the public exhibition. The majority of these conversations were productive and helped to provide colour and extra detail to the materials on display. This feedback is summarised below:

- General feedback from those attending the exhibition was positive, with the majority of attendees welcoming the remodelling of an unsightly building
- Attendees recognised the importance of providing a link between Covent Garden and Bloomsbury

- Attendees also recognised the importance of making a destination of Smart's Place including through creating new paving and by relocating the building's entrance
- There was concern that the height of the building may detract from other buildings along High Holborn

## 7. **APPLICANT'S RESPONSE TO FEEDBACK**

The table below outlines some of the issues raised by local stakeholders throughout the consultation process and the Applicant's response.

<b>General Concern</b>	<b>How The Applicant responded</b>
Concerns over height of the building	<p>The height of the proposed building was identified as a point of concern both by local residents, via written and verbal feedback, and from London Borough of Camden Officers.</p> <p>As a result the Applicant made the significant decision to remove the entire 8<sup>th</sup> floor.</p>
Concerns over mass of the building	<p>In order to decrease the building's total mass, a decision was also taken to excavate further the basement level and provide additional plant space. This has meant that the size of the plant on the seventh floor, and its impact, can be reduced.</p>
Disagreement with approach to contextual analysis and how the design responds to the surround built environment	<p>Feedback suggested that the proposed building design did not respond thoroughly enough to the surrounding architectural context of the area. In particular one comment noted that the 'dark ribs' above lower floor do not feature on other nearby buildings.</p> <p>To resolve this issue the first floor elevation treatment has been revised, reducing the length of these 'ribs' (or vertical columns).</p>



## **8. CONCLUSION**

The Applicants and project team have taken a thorough approach to consultation with local stakeholders and communities to support the planning application for the Proposed Development. This engagement has been focused around a public exhibition held over two days in July 2016.

Crucially, The Applicant's commitment to respond to the feedback received during its engagement activities resulted in significant alternations to the proposals, including:

- The removal of the eighth floor;
- a reduction in the plant size;
- a revision of the first floor design treatment

The Applicant has also consulted with relevant statutory authorities including March and August 2016.

The consultation process has succeeded in developing meaningful engagement with the local community and given local residents, businesses, community groups and political stakeholders the opportunity to contribute to the submitted scheme.

The consultation programme has been designed to allow as many people as possible to have a number of opportunities to express their views directly to the Applicants, to have them properly recorded and to fully engage with and influence the design process.

During the phases of activity, a number of different mechanisms have been used to engage with local communities including personalised letters, offers of meetings, a public exhibitions over a number of days, comments cards, a dedicated website and a contact email address.

26 local residents have directly taken part in the consultation by attending the consultation events that the Applicant has organised. In addition many more have visited the consultation website.

Over 3,700 local residents have been directly contacted by the Applicant and invited to take part in the consultation. The overall outcome from the consultation has been productive.

Through the consultation the thoughts and views of the local community and key stakeholder groups have been communicated directly to the project team and fed into the design process, details of how the proposals have evolved are captured in the Design and Access Statement as well as Section 7 above.

The Applicant is committed to ongoing consultation with the local community and will continue to engage with local stakeholders, businesses, residents and other interested parties. The consultation website will be updated with news as the project develops.





## 9. APPENDICES

### A. Example of email to key stakeholders

Subject: 182-184 High Holborn - Public Consultation

Message flyer (PRINTREADY).pdf (564 KB)

Good afternoon,

You may be aware that Morgan Capital are looking to bring forward plans for a sensitive remodelling and extension of 182-184 High Holborn (currently the Arab Press House) to improve the office environment and bring it up to modern standard. The proposals also introduce new retail and improve the public realm.

As an important local community group we would like to invite [REDACTED] to come and view the plans at a public consultation we will be holding on:

- **Tuesday 19 July from 4pm until 8pm at the Upper Vestry Hall in St George's Church; and,**
- **Wednesday 20 July from 4pm until 8pm in the Green Room at Dragon Hall**

All the details of the event as well as our contact details can be found in the attached flyer which we are aware you have most likely received by post already.

If you or any other members are planning on attending please let us know a rough time and we will make sure to great you on arrival.

Kind regards,  
-----  
**Declan Bennett**  
Account Executive



**B. Flyer for local residents promoting public exhibitions**

**HAVE YOUR SAY**

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**182-184 HIGH HOLBORN**  
Public consultation



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Morgan Capital would like to invite you  
to a public consultation on our emerging proposals for  
182-184 HIGH HOLBORN.

Our plans focus on a remodelling and extension of the building to improve the office  
environment and bring it up to modern standards. The proposals also introduce new  
retail and have the potential to improve the public realm.

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### C. Distribution map for exhibition flyer

**We would like to show you our plans and hear your views.**  
COME TO OUR PUBLIC EXHIBITION TO:

- Learn about our plans for this building on High Holborn
- Speak to the team and ask any questions
- Have your say about the proposals

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THE EXHIBITION IS TAKING PLACE ON:

<b>TUESDAY 19 JULY, 4PM-8PM</b>	<b>WEDNESDAY 20 JULY, 4PM-8PM</b>
*Upper Vestry Hall St Georges Church Bloomsbury Way London, WC1A 2SA	The Green Room Covent Garden Dragon Hall 17 Stukeley Street London, WC2B 5LT

**If you are unable to attend the exhibition and would like information please get in contact:**

EMAIL : [182-184HighHolborn@londoncommunications.co.uk](mailto:182-184HighHolborn@londoncommunications.co.uk)  
FREEPHONE : 0800 307 7554  
WEBSITE : [www.182-184HighHolborn.co.uk](http://www.182-184HighHolborn.co.uk)

\*Please note that access to the hall will be from Little Russel Street



## D. Local press advert

# HAVE YOUR SAY

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## 182-184 HIGH HOLBORN

Public consultation

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Morgan Capital would like to invite you to a public consultation on our emerging proposals for the remodelling and extension of 182-184 HIGH HOLBORN.

**Come to our public exhibition to:**

- Learn about our plans for this building on High Holborn
- Speak to the team and ask any questions
- Have your say about the proposals

**THE EXHIBITION IS TAKING PLACE ON:**

**TUESDAY 19 JULY, 4PM-8PM**  
\*Upper Vestry Hall, St Georges Church, Bloomsbury Way, London, WC1A 2SA

**WEDNESDAY 20 JULY, 4PM-8PM**  
The Green Room, Covent Garden, Dragon Hall, 17 Stukeley Street, London, WC2B 5LT

**We would like to show you our plans and hear your views.**

**If you are unable to attend the exhibition and would like information please get in contact:**

EMAIL : 182-184HighHolborn@londoncommunications.co.uk

FREEPHONE : 0800 307 7554

WEBSITE : [www.182-184HighHolborn.co.uk](http://www.182-184HighHolborn.co.uk)

\*Please note that access to the hall will be from Little Russel Street



[Advert in West End Extra, 15 July 2016]

# Prize-giving with a difference as Hollywood actor goes back to his old school

## A super Star Wars role model

**STAR WARS** actor John Boyega returned to his old school on Friday to present awards to talented pupils, writes *Matilda Glyn Henley*.

Students at Westminster City School assembled in the grounds of Westminster Abbey on Friday to meet the *Star Wars: The Force Awakens* star at a special celebration.

The school orchestra played the theme song from *Star Wars* in honour of the celebrity guest, who gave an inspiring speech about his time at the school in Palace Street, Victoria.

The 24-year-old, who was born in Peckham, attended the school from 2003.

In the 2015 film, he is Finn, a stormtrooper for the First Order who, shocked by their cruelty, joins the fight against them.

Mr Boyega, who won a Bafta award this year in the Rising Star category, said: "Take ownership of your lives and be the best you can, not only for yourselves but for your family and parents who trust you to be in school and do well."

"Take responsibility, have fun."

He started the speech



John Boyega presenting an award for mathematics

by sharing a story about a funny incident that led to him being excluded by the school's headteacher, James Wilson.

Mr Wilson said: "I was worried where that story was going to end! What a fantastic role model John has become."

"As a life-long *Star Wars* fan myself it is particularly rewarding to see an old boy rise to stardom."

The award-winning pupils and musicians later got a chance to take a group photograph with the actor (above). Westminster City is a comprehensive secondary school for boys with just under 800 pupils.



Sharing memories: John Boyega with Westminster City School head teacher James Wilson

## Chinatown blaze drama

**FIREFIGHTERS** tackled a major blaze in Chinatown on Sunday.

The fire in Wan Chai Corner in Gerrard Street damaged the restaurant's basement kitchen and the pool.

Ten people left the building before fire crews – made up of 35 firefighters – arrived at midday to thick smoke billowing.

Shaftesbury Avenue was closed each way between Wardour Street and Cambridge Circus following the fire.

Station manager Lisa Hicks who was at the scene said: "When crews arrived they were faced with a fire in the basement kitchen which they quickly extinguished."

"The fire also affected the restaurant's decking and roof and firefighters worked hard in hot conditions to prevent it from spreading to neighbouring buildings."

**Soho gridlock danger**  
Letters page 8

## Zoo's aviary to make a primate location

It was designed to last around 25 years and is now on Historic England's "At Risk" register – but London Zoo unveiled new plans to restore and reuse its Snowdon Aviary, writes *Dan Corrie*.

The aviary, designed by modernist architect Cedric Price, has long been a landmark in Regent's Park. But Mr Price's aluminium and steel-mesh structure has suffered from wear and tear over the years – and will now be subject to a £7million restoration to give the listed building a new lease of life.

As part of the plans, the zoo has revealed the structure will no longer be home to birds, but to a collection of striking Colobus monkeys, who will make the most of its soaring heights.

Built between 1962 and 1964, the aviary is just one of 13 Grade I-listed buildings in the zoo.

Bartlett School of Architecture's Professor Murray Fraser said Cedric Price has been an inspiration to many of today's leading architects and the restoration project would give new life to his last surviving building in the UK.

"London Zoo is an architectural trust as well as a conservation body, and the aviary is such a key building for the 1960s," he said. "It is Price's only surviving building. This was all about technological innovation – he was responding to

the idea of building a new type of society, and the aviary is as much part of that decade as the Mini or the mini skirt.

"He was using the building to express 1960s values – and it was the first to be built using aluminium in Britain. They were testing out the metals, and he made it like an umbrella spreading over as large an area as possible. It was very good technology for the time."

"This is a very positive way to reuse the design."

Zoological director David Field said the zoo had a commitment to its architectural heritage and was constantly looking for new ways to use historic buildings that reflected the changing nature of their conservation work.

He said: "We want to bring people's

imagination alive. The Colobus monkey is originally from West Africa. They are large, beautiful, monkeys with these striking, long shaggy coats. They are truly amazing in appearance – and they will use the whole of the space, the height of it, and allow visitors to walk through the aviary to see them up close. We wanted to find a way of using the space."

The zoo's troupe is a family of 30, and will be joined inside the aviary with a flock of African Grey parrots. Mr Field added: "The monkeys like to climb to the highest tree they can find and then they literally sky dive through the air, with these wonderful flowing pelts. The aviary will allow them to do this – and for people to watch these most graceful creatures."

The work is due to start in 2017 and should take around 18 months.



Pathele the Colobus monkey, born last summer, will take up residence in the aviary

HAVE YOUR SAY



182-184 HIGH HOLBORN  
Public consultation

Herzog & Partner would like to invite you to a public consultation to discuss emerging proposals for the refurbishing and extension of 182-184 HIGH HOLBORN.

Come to our public exhibition to:

- Learn about our plans for this building on High Holborn
- Speak to the team and see any furniture
- Have your say about the proposals

THE EXHIBITION IS TAKING PLACE ON:

**TUESDAY 11 JULY 4PM-8PM**  
Upper Vestry Hall, St George's Church, St James's Park, London, WC2A 2SA

**WEDNESDAY 20 JULY 4PM-8PM**  
The Great Room, Great Britain, Design Hub, 17 St James's Street, London, WC2B 9JZ

We would like to show you our plans and hear your views.

If you are unable to attend the exhibition and would like information please get in contact:

EMMA 182-184highholborn@herzogandpartner.com/0207 733 2334

FREEPHONE 0800 827 7334

WEBSITE [www.182-184highholborn.co.uk](http://www.182-184highholborn.co.uk)

Please note that access to the building will be from the Roundabout



[Advert in Camden New Journal, 14 July 2016]

# 'No more deaths' plea as body of Big Issue seller is found in street

by WILLIAM McLENNAN

THE death of a popular *Big Issue* seller found unconscious in the doorway of a Camden Town bank is the latest in a series of emergencies that have seen medics battle to save the lives of rough sleepers.

It is the second death within 100 metres in Camden High Street in less than 12 months and comes after a third incident in which doctors saved the life of a homeless man whose heart had stopped outside Camden Town tube station earlier this year.

Steven Percival, who sold the magazine from his pitch in nearby Parkway, was found slumped against the wall of the NatWest bank in Grosvenor Road on Thursday morning. His death has led campaigners to demand greater action to tackle homelessness, with calls for "no more deaths on our streets".

A candlelit vigil was held in Britannia Junction on Sunday night, when friends paid tribute to a "loveable guy" and a "gentleman".

Known as "Geordie Steve", the 53-year-old, who originally came from Newcastle and was often seen carrying a toy teddy bear, was a familiar face in Camden Town. He



Steven Percival, a familiar figure with his toy teddy bear. Right, message chalked on streets

would entertain potential customers with a poetry recital, most notably "Babe in the Wood".

He was a regular at the twice-weekly Streets Kitchen events in Britannia Junction, where food and other essentials are provided for rough sleepers on Wednesday and Sunday evenings.

Jon Glackin, who runs the volunteer group, said: "He was a loveable guy. You never really hear a bad word about the dead, but nobody has said anything bad about him. He was just Geordie Steve with the teddy bear. That's how everybody knew him. He was just a gentleman. That's how I'd describe him, gentlemanly."

Mr Glackin said: "I think it's death by indifference. People just get

accustomed to it. When I went down on Thursday night to find out what happened, people were biased about it. It was just almost accepted as an occupational hazard."

He added: "The bottom line is there should be no more deaths on the streets. There is no reason for people to live on the streets when there are so many empty properties."

A study by Crisis and the University of Sheffield in 2011 found the average age of death of a homeless person is just 47, compared to 77 for the general population – a difference of 30 years.

The number of rough sleepers recorded in Camden hit 641 in the year to April 2016, compared to 563 in the previous 12 months. More than half of those were thought to have

spent more than one night on the streets.

Figures for the first three months of this year, the latest that are available, show 38 people described as "living on the streets" – a marked decrease from a spike at the end of 2015.

Camden Council said that Mr Percival had "no recent or significant contact with services in Camden and does not have established connections to the borough".

He was registered as living at a hostel in supported accommodation in Enfield in 2007, but is believed to have lost contact with homeless services and was known to have been sleeping rough in Camden Town in the past year.

Chris Stuchberry, *Big Issue* regional sales man-



## THE MAN

SEPTEMBER 17, 2015  
Enda Murray, known as "Irish", was found unconscious on steps outside the World's End pub. Scores of tourists and commuters looked on as medics unsuccessfully attempted to resuscitate him. An inquest found that the 46-year-old had drunk himself to death, having consumed around 20 cans of lager. The former carpenter had recently been released from prison, raising questions about the efficacy of probation services.

## January 5, 2016

A homeless man was found collapsed near Koko in Mornington Crescent at around 10.30am. Police officers carried out emergency chest compressions, but the man later died of a suspected heart attack at the Royal Free Hospital. Outreach workers said he was a former taxi user, who turned to alcohol and synthetic cannabis after the herbal stimulant was banned in 2014.

## February 11, 2016

Two passing doctors saved the life of a homeless man who collapsed in Britannia Junction. They told the *New Journal* that the man's heart had stopped but after 30 minutes of CPR he was resuscitated. It was just metres from the spot where Enda Murray died.

ager, said: "The news of Steve's passing has saddened the whole team. He was a valued and well-liked member of the *Big*

*Issue* vendor community and will be missed. We would like to express our sincere condolences to Steve's family."

# 'People were ignoring collapsed man'

A COUPLE'S first date in Camden Town was interrupted when they ran to the aid of a homeless man who had collapsed in the street, feared dead.

Paramedics rushed to help the man, who was unconscious in Camden High Street, after Carina Seddon dialled 999, while Matthew Foster, 32, applied first aid.

It was next to the spot where Enda Murray died last year and just metres from where the body of Steven Percival was found on Thursday.

Ms Seddon, 27, from Harrow, said she was standing outside the World's End pub when she noticed two men "acting strangely".

She said: "He turned around and went smack



First date: Matthew Foster and Carina Seddon

on the floor and lost consciousness. Then he started vomiting and was unresponsive. It was scary. I thought he was dead. His friend said they were on that spice, the fake cannabis."

She added: "Other

people were just ignoring him. No one was helping him out. No one else really got stuck in."

Mr Foster, a security guard, said: "We just went straight over and put him in the recovery position and tried to get a

response from him, asking his name."

Shortly after medics arrived the man came to, removed the blood pressure monitor that had been placed around his arm and stumbled off down Camden Road, refusing any further treatment saying: "I'm all right".

Asked why he had felt compelled to intervene when others had passed by, Mr Foster cited the quote, attributed to the Roman emperor and Stoic philosopher Marcus Aurelius, which states: "We ought to do good to others as simply as a bee makes honey, or a vine makes grapes season after season without thinking of the grapes it has borne."

HAVE YOUR SAY



182-184 HIGH HOLBORN  
Public consultation on

Project 182-184 High Holborn will be a public consultation on our proposals for the remodeling and extension of 182-184 High Holborn.

Come to our public exhibition to:

- Learn about our plans for this building on High Holborn.
- Speak to the team and ask any questions.
- Have your say about the proposals.

THE EXHIBITION IS TAKING PLACE ON:

TUESDAY TO JULY 4th 4pm-6pm  
\*Upper lobby hall, St George's Church, Broadbury Way, London, WC1A 2SA

WEDNESDAY 26 JULY 4pm-6pm  
\*The Ocean House, Covent Garden, Oregon Hall, 17 Glatfelter Street, London, WC2B 5LS

We would like to show you our plans and hear your views.

If you are unable to attend the exhibition and would like information please get in contact:

EMAIL: [182-184highholborn@hendyandpartners.co.uk](mailto:182-184highholborn@hendyandpartners.co.uk)

FREEPHONE: 0800 207 7504

WEBSITE: [www.182-184highholborn.co.uk](http://www.182-184highholborn.co.uk)

\*Please note that access to the hall will be free, unless Street View





## E. Consultation website

### 182-184 HIGH HOLBORN Public consultation



Our public exhibition on proposals for 182-184 High Holborn has now finished but we still want to hear your views. Please see below a link to our consultation materials as well as an online form, using which you can add your comments on the proposals.

Our plans focus on a remodelling and extension of the building to improve the office environment and bring it up to modern standards. The proposals also introduce new retail and have the potential to improve the public realm.



# Public Consultation

Please find below the public exhibition boards. To download please click button below. These were on display across two days in July at the Upper Vestry Hall in St George's church as well as at the Green Room in Dragon Hall

Download

### WELCOME TO OUR PUBLIC EXHIBITION

WELCOME TO OUR PUBLIC EXHIBITION

WELCOME TO OUR PUBLIC EXHIBITION



WELCOME TO OUR PUBLIC EXHIBITION

### AN AREA UNDER TRANSITION

AN AREA UNDER TRANSITION



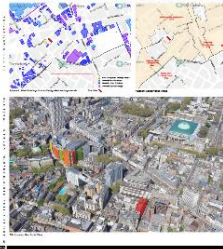
AN AREA UNDER TRANSITION



AN AREA UNDER TRANSITION

### SITE CONTEXT

SITE CONTEXT



SITE CONTEXT

### THE EXISTING BUILDING

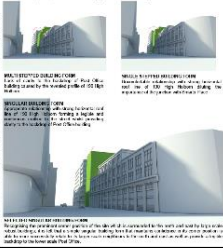
THE EXISTING BUILDING



THE EXISTING BUILDING

### TESTING THE OPTIONS

TESTING THE OPTIONS



TESTING THE OPTIONS

### CONCEPT & VISION

CONCEPT & VISION



CONCEPT & VISION

### DESIGN EVOLUTION

DESIGN EVOLUTION



DESIGN EVOLUTION

### PROPOSED DESIGNS

PROPOSED DESIGNS



PROPOSED DESIGNS

### THE SCHEME

THE SCHEME



THE SCHEME

### THE SCHEME

THE SCHEME



THE SCHEME

### TYPICAL FLOORPLATES

TYPICAL FLOORPLATES



TYPICAL FLOORPLATES

### PUBLIC REALM

PUBLIC REALM



PUBLIC REALM





## If you would like information please get in contact

📞 0800 307 7554

✉️ 182-184HighHolborn@londoncommunications.co.uk

› Alternatively you can use the form below

Your Name (required)

Your Email (required)

Your Message

Send





## F. Public exhibition panels

# WELCOME TO OUR PUBLIC EXHIBITION

Welcome and thank you for coming to Morgan Capital and Axa Investment Manager's public exhibition on our emerging proposals to remodel and refurbish the commercial office accommodation at 182-184 High Holborn.


SPPARC Architecture has been appointed to prepare designs for the proposed refurbishment and extension of the building to improve the office environment and bring it up to modern standards.

Morgan Capital is a Central London asset and development manager focused on delivering high quality buildings and places for the long term. It currently has developments complete at 8 Hanover Street, 5 St Bride Street and under is under construction on projects in Midtown, the West End and The City.


SPPARC are a Camden based practice with an extensive portfolio of creating high quality architecture in central London having designed the new campus for the London College of Contemporary Music, 145 Kensington Church Street, the acclaimed remodelling of 71 Queen Victoria Street, the Butterfly Building in the City and a new cultural and retail quarter for Bankside neighbouring the historic Borough Market.

We have organised this exhibition to give you an opportunity to:


- Find out more about the emerging proposals for the site.
- Meet the project team and ask them any questions.
- Tell us what you think about our ideas.




Site Plan - The Building Highlighted in Red




182-184 High Holborn Existing Building



Aerial Image - The Building Highlighted in Red



MORGAN CAPITAL PARTNERS LLP  
An AIA Investment Managers Company



Axa Real Estate  
An AIA Investment Managers Company

**182-184 HIGH HOLBORN REFURBISHMENT**  
LONDON, WC2

WELCOME

## AN AREA UNDER TRANSITION



1888 High Holborn



High Holborn, Victorian

The area gets its name from 'Hol' (middle English for hollow) and 'Bourne' (a brook, probably referring to the now-subterranean River Fleet).

Conveniently located between West End and The City, Holborn was a borough in its own right until 1965 when it merged with St Pancras and Hampstead to form the Borough of Camden.

High Holborn is a continuation of New Oxford Street, the link between east and west.

The adjoining building to the west of the site at 181 High Holborn is locally listed and therefore considered a 'non-designated heritage asset'. This building is currently occupied by a post office and has influenced our design proposals for 182-184 High Holborn.



181 High Holborn Post Office



The redevelopment of Curzon Place

The area is being transformed by the development of Crossrail at Tottenham Court Road which opens in 2018.

Directly opposite the property is the redevelopment of 21-31 New Oxford Street, which will provide 430,000 sq/ft of office/retail accommodation with 21 affordable homes. Also opposite is the redevelopment of Commonwealth House to provide 108,000sq/ft of offices and retail.



The redevelopment of Commonwealth House



The redevelopment of 21-31 New Oxford Street

## SITE CONTEXT

The site is situated at the western end of High Holborn and Smart's Place. Given its central London location, it is well served by public transport with Tottenham Court Road and Holborn underground stations, the forthcoming Crossrail station and a multitude of bus routes.

The building currently provides approximately 2,860sq/m (approx.30,000sq/ft) of office space to a single tenant across basement, ground floor and five upper levels.

182-184 High Holborn is a lesser known and lower quality building designed by Richard Seifert and constructed in 1985. Now more than 30 years later, it no longer provides a relevant office environment that fits its location and is demanded by the modern occupier.

The building is not in a conservation area but is flanked by Bloomsbury and Seven Dials Conservation Areas.



Site Location Map Aerial View

# THE EXISTING BUILDING

Constructed in 1985, the existing building's appearance is outdated and outmoded and the reflective glass cladding relates poorly to the surrounding context.

The ground floor is both unwelcoming and oppressive and lacks any street engagement.

The existing building's appearance also masks the prominence of this important corner and detracts from the potential that the building offers to this vibrant part of Camden.

This includes the opportunity for active frontages onto High Holborn, Smart's Place and Stukeley Street connecting Covent Garden to the British Museum via Smart's Place into the new links being created at the 21-31 New Oxford Street and Commonwealth House schemes.

The ambition for the external remodelling and internal refurbishment of 182-184 High Holborn is to produce a high quality commercial office building to become a recognisable and welcome addition to the varied character of the area.

## SITE CONSTRAINTS AND OPPORTUNITIES



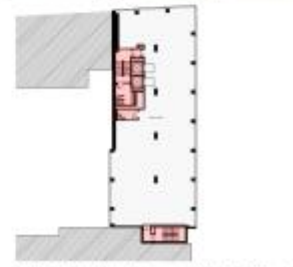
High Holborn Street View West-East



High Holborn Street View East-West



High Holborn Street View West-East



A Dark & Inefficient Internal Arrangement Includes the WC's only being Accessible from the Hall Landings

# TESTING THE OPTIONS

The form, scale and mass of the remodelling will ensure the integration and interconnection of the refurbishment into the existing urban fabric that is lacking in the current building.

## TESTING THE APPROPRIATE UPPER LEVEL MASSING FORMAT AND HOW IT BEST RELATES TO ITS CONTEXT

A series of massing studies have considered the scheme's relationship to 190 High Holborn, Post Office, Commonwealth House and 21-31 New Oxford Street.

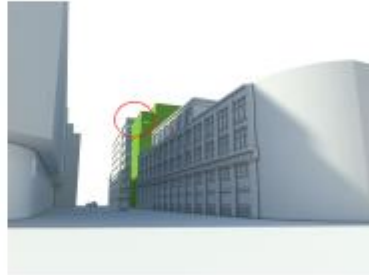
### STEPPED OPTIONS

The studies have considered a variety of stepped building forms to the High Holborn and Smart's Place junction resulting in an unnecessary complication and lack of integrity to the top of the building.



#### MULTI STEPPED BUILDING FORM

Lack of clarity to the backdrop of Post Office building caused by the revealed profile of 190 High Holborn



#### SINGLE STEPPED BUILDING FORM

Uncomfortable relationship with strong horizontal roof line of 190 High Holborn diluting the importance of the junction with Smarts Place

#### SINGULAR BUILDING FORM

Appropriate relationship with strong horizontal roof line of 190 High Holborn forming a legible and continuous roofline to the street whilst providing clarity to the backdrop of Post Office building.



#### SELECTED SINGULAR BUILDING FORM

Recognising the prominent corner position of the site which is surrounded to the north and east by large scale robust buildings, it is felt that a simple singular building form that maintains confidence in its corner position is able to more successfully relate to its larger scale neighbours to the north and east as well as provide a legible backdrop to the lower scale Post Office.

# CONCEPT & VISION

Sustainable development, good urban design and strong architectural detailing are the key principles that have informed the design.

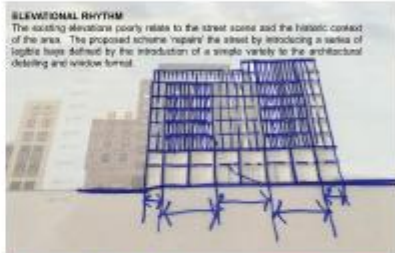
The existing glass cladding is to be removed. The remodelled building takes its influence from the adjacent Conservation Areas by adopting a robust brick appearance.

The proposed elevations introduce a legible series of vertical plots to reflect the medieval street pattern of the area. The articulation of the facade is achieved through employing a simple palette of thematic materials and components.

A traditional approach to the hierarchy of the remodelled building reflects the character of the surrounding area with the tallest element of the proposal fronting High Holborn to the north whilst stepping down to the south in response to the more intimate nature of Smart's Place.

## ARCHITECTURAL EXPRESSION

Whilst the existing building is a low quality Seifert building, the external expression seeks reference to the architect's more influential work. The proposed new articulated façade will reinvent the external appearance with modern brick detailing for this prominent corner.



**Dimensional Rhythm**  
The existing elevations poorly relate to the street scene and the historic context of the area. The proposed scheme 'repairs' the street by introducing a series of legible bays defined by the introduction of a simple variety to the architectural detailing and window format.



**Inspiration - Materials**  
The materiality of the proposal has been inspired by the adjacent Conservation Areas described as 'of industrial/commercial character' in the Seven Dials Character Assessment. The remodelling of the building provides the opportunity for a more appropriate brick materiality and the subtle introduction of colour.



SPPARC

182-184 HIGH HOLBORN REFURBISHMENT  
LONDON WC2

CONCEPT - FORM AND ARTICULATION OF SCALE

182-184

# DESIGN EVOLUTION

It is recognised that the building dictates and deserves a creative yet measured architectural response.

The external remodelling scheme has been conceived to promote and enhance the appearance of the building. SPPARC has adopted innovative architectural techniques to generate a design for the site that reflects upon the brick materiality of the Covent Garden area.



### 30<sup>th</sup> May - Pre-Application Meeting Scheme

- Review of the proposed scheme and its impact on the surrounding area.
- Review of the proposed scheme and its impact on the surrounding area.
- Review of the proposed scheme and its impact on the surrounding area.
- Review of the proposed scheme and its impact on the surrounding area.

### Continued Design Development

- Review of the proposed scheme and its impact on the surrounding area.
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### Continued Design Development

- Review of the proposed scheme and its impact on the surrounding area.
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- Review of the proposed scheme and its impact on the surrounding area.

### 11<sup>th</sup> July - Pre-Application Scheme

- Review of the proposed scheme and its impact on the surrounding area.
- Review of the proposed scheme and its impact on the surrounding area.
- Review of the proposed scheme and its impact on the surrounding area.
- Review of the proposed scheme and its impact on the surrounding area.



High Holborn Proposed Street View Looking Towards Green's Place

SPPARC

182-184 HIGH HOLBORN REFURBISHMENT  
LONDON, WC2

THE SCHEME

010 00



# PROPOSED DESIGNS



High Holborn View looking West



Proposed Aerial View

SPP/AR/C  
182-184 HIGH HOLBORN

**182-184 HIGH HOLBORN REFURBISHMENT**  
LONDON WC2

THE SCHEME

01/17/20

## THE SCHEME – VIEW FROM HIGH HOLBORN LOOKING WEST

The emerging proposals for 182-184 High Holborn would bring significant benefits, and will:

- Enliven the area through the transformation of a dark and reflective outdated office block to an elegant, animated and inviting modern building;
- Provide flexible, modern office space for a number of different sized businesses;
- Deliver new retail at ground floor level which will reactivate the street frontages of the building on High Holborn and Smart's Place with shops, cafes and restaurants.



VIEW OF THE PROPOSED BUILDING ON THE JUNCTION OF HIGH HOLBORN & SMART'S PLACE

SPPASC

**182-184 HIGH HOLBORN REFURBISHMENT**  
LONDON, WC2

THE SCHEME

01/24

## THE SCHEME – VIEW FROM HIGH HOLBORN LOOKING EAST

- Improve the public realm around the building, in particular on Smart's Place including replacement hard and soft landscaping;
- Retain much of the building, which means there will be less noisy and disruptive works associated with demolition;
- Contribute to improvements to the immediate surrounding area through the Section 106 Agreement, which will be agreed with Camden Council.
- Help to rejuvenate an important but overlooked part of the area repairing the connection between the cultural hub of Bloomsbury and commercial buzz of Covent Garden.



VIEW OF THE PROPOSED BUILDING FROM HIGH HOLBORN LOOKING EAST

# TYPICAL FLOORPLATES

18 ROXBURY STREET, BEDFORD SQUARE, LONDON, WC1B 3NH  
 T: +44(0)2077244182  
 WWW.SPPARC.COM



GROUND FLOOR PLAN

- New Entrance from Smart's Place.
- New retail on High Holborn and Smart's Place to create an active street frontage.
- Improved office environment to meet the demands of the modern occupier.



TYPICAL UPPER FLOOR PLAN



SEVENTH FLOOR PLAN



**182-184 HIGH HOLBORN REFURBISHMENT**  
LONDON, WC2

LAYOUTS

182/24

# PUBLIC REALM



The proposed scheme provides the opportunity to improve the pedestrian environment along Smart's Place with replacement paving and soft landscaping to complement the new active retail frontages to be created.

The map opposite shows a pedestrian route that links the British Museum to Covent Garden. The route purposefully follows Smart's Place and Stukeley Street via the new public route being created as part of the 21-31 New Oxford Street development.



1. Smart's Street



2. Museum Street



3. Durin's Passage



4. Smart's Place



5. Smart's Garden



# CONSTRUCTION



We understand the sensitivity around building works, particularly in this area which has several schemes already under construction, including: 21-31 New Oxford Street, Commonwealth House, Centre Point, Crossrail 2.

We expect our construction to start in early 2017 and we will work with those surrounding schemes not yet finished to minimise disruption where possible. A construction management plan will be submitted with the planning application. This will detail how works will be managed to minimise disruption – including working hours and transport access to maintain vehicle flows and ensure pedestrians and cyclists are able to get around easily. The project team will consult with Camden Council's Environmental Health and Highways representatives as the construction management plan is developed. Meetings with local groups will also be arranged to keep the local community informed.



Commonwealth House



21-31 New Oxford Street



Centre Point & Crossrail

SPARC

182-184 HIGH HOLBORN REFURBISHMENT  
LONDON WC2

CONSTRUCTION

182/38

## WHAT HAPPENS NEXT?

- ✓ We hope you have found this public exhibition of our emerging proposals interesting and informative.
- ✓ We would like to know your thoughts on the proposals, which are also available on the following web site: [www.182-184HighHolborn.co.uk](http://www.182-184HighHolborn.co.uk), so please do fill out one of the comments cards provided.
- ✓ You can also give us feedback by emailing [182-184HighHolborn@londoncommunications.co.uk](mailto:182-184HighHolborn@londoncommunications.co.uk).
- ✓ We will now be working up the proposals in more detail and holding further meetings with residents and groups before submitting a planning application to Camden Council.
- ✓ If approved, construction could start in early 2017 with completion in October 2018.









## H. Exhibition photos

