

# 39-49 NEAL STREET

DESIGN AND ACCESS STATEMENT | SEPT 2017



TREHEARNEARCHITECTS



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**TREHEARNEARCHITECTS**

39-49 NEAL STREET, SEVEN DIALS, LONDON

I.0 INTRODUCTION



## 1.1 REPORT PURPOSE AND SCHEME OUTLINE

Trehearne Architects has been appointed by Shaftesbury PLC to act as their Architect in connection with the major refurbishment and extension of 39, 41-45 and 47-49 Neal Street, London located within the Seven Dials Conservation Area.

The Applicant is a long-standing and committed investor in the Seven Dials built environment and is keen to take this opportunity to address the buildings existing shortcomings in order to meet market expectations. This will be achieved through enhancing the quality and presentation of the buildings and by improving the existing office and retail accommodation.

The information contained in this Design and Access Statement includes a description of the existing buildings, their relationship with the surrounding environment and details of the design proposals.

This document has been prepared to support the application for planning permission submitted by Rolfe Judd on behalf of Shaftesbury Covent Garden Limited.

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### TREHEARNEARCHITECTS

39-49 NEAL STREET, SEVEN DIALS, LONDON

### 1.3 THE BRIEF

To redevelop and extend three properties to provide high-quality office space.

Improve retail spaces at ground and lower ground levels.

To ensure each plot is read independently at street level.

To ensure the new architecture makes a positive contribution to the character and appearance of the Conservation Area.

Achieve a BREEAM 'Very Good' rating.



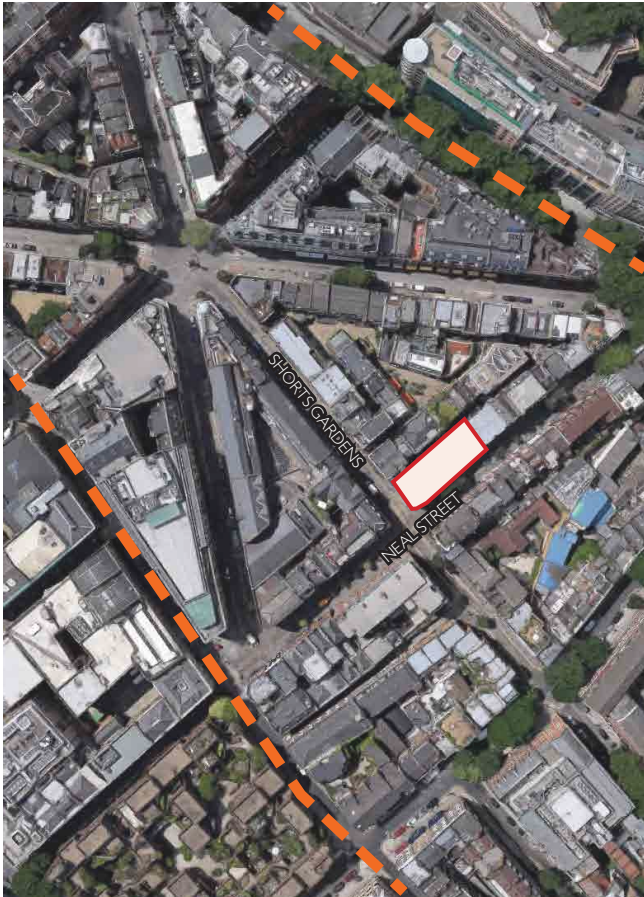
- ① View south along Neal Street
- ② Corner junction (Neal Street & Shorts Gardens) looking north
- ③ View from Shorts Gardens
- ④ Facade of 47-49 Neal Street



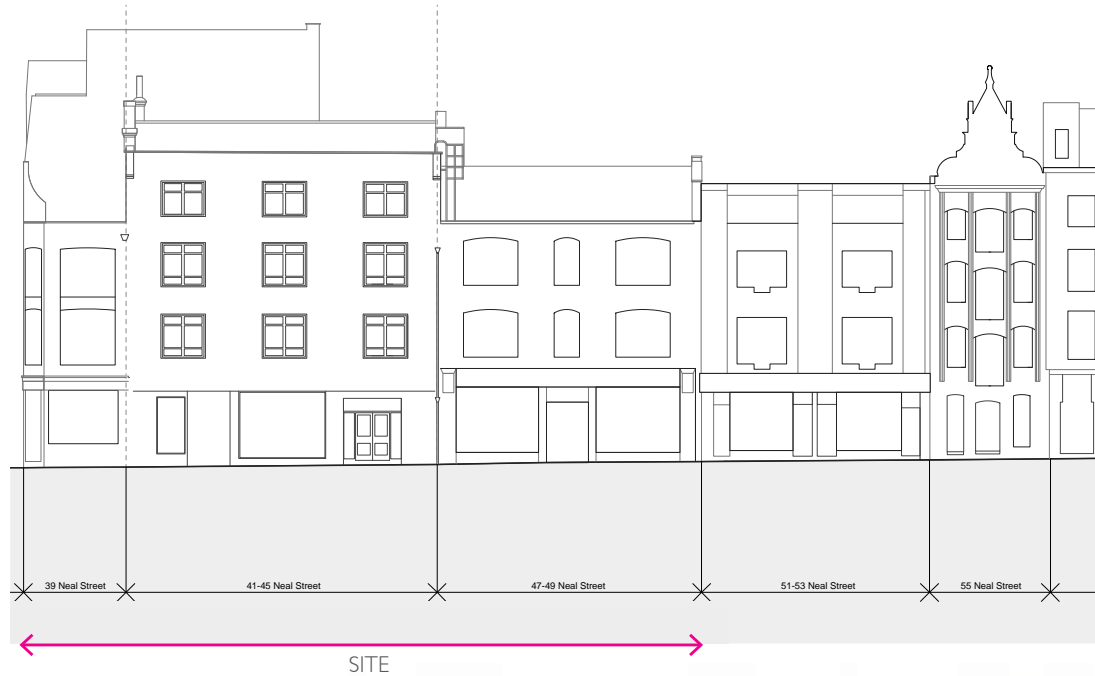
## 2.1 SITE LOCATION

 SITE BOUNDARY

 BOUNDARY OF SEVEN DIALS CONSERVATION AREA, CAMDEN







**No. 39.**  
 A red brick three-storeyed building with paired sash windows and a canted corner. The timber shop front is painted a good, strong blue and there is a hanging sign on a wrought iron bracket.

**Nos. 41 - 45.**  
 An unsympathetic 1950s development with simple modern shop fronts. This block could be redeveloped.

**No. 47.**  
 A handsome three-storeyed late 19th century red brick block with white painted sash windows. The original shop front survives with pilasters and dentil cornice. The present corrugated fascia sign partly obscures the architectural lines of the building. We recommend its removal so as to reveal the fascia and cornice. The lettering could be painted onto the fascia. The white shop front would also benefit from being painted in a recommended shade.

The site lies within the heart of the Seven Dials Conservation Area.

39 Neal Street is denoted as making a positive contribution in the 'Seven Dials Renaissance, The Environmental Handbook' (1998).

41-45 Neal Street is denoted as making a negative contribution: 'a building which is considered to neither preserve or enhance the character of the conservation area'. Furthermore, 41-45 Neal Street is described as 'An unsympathetic 1950s development with simple modern shopfronts. This block should be redeveloped'.

47-49 Neal Street is denoted as making a positive contribution.

It is intended any new proposals will seek to preserve and enhance the Seven Dials Conservation Area and have a positive impact on the surrounding area. This application is submitted with a Heritage Impact Assessment in support of the scheme by Martin O'Rourke Heritage.



## 2.3 EXISTING BUILDINGS

### 39 NEAL STREET

The property is four storeys (plus basement) with a noted main facade and shopfront.

The existing building is asymmetrical including design quirks such as the canted corner. Additionally, there is an interesting hierarchal difference between Neal Street and Shorts Gardens (in terms of massing and in turning the corner).

There is a poor slanted roof above second floor (to principal Neal Street elevation) identifiable from street level and not in-keeping with original warehouse fabric.

Existing plant equipment for the building is poorly located at parapet level.





#### 41-45 NEAL STREET

The property is four storeys (plus basement) with a poor 1950s main facade.

The building has a cast iron and steel-framed structure with brick facades. The front façade has been much altered with patchwork brickwork infills.

The existing architecture does not sit comfortably beside the neighbouring (former warehouse) properties and the flat, wire cut brick is of low quality compared to the textured brick on many of the surrounding properties.

The building fenestration is arranged in three bays, reflecting the historic nature of the street, however the window proportions are out of keeping with adjacent plots.

The poor existing shopfront detracts from the Conservation Area with an active frontage to retail unit sacrificed to accommodate a large office entrance affording access to stair and lift core.

#### 47-49 NEAL STREET

The property is four storeys (plus basement) with a noted main façade and shopfront (Camden's Seven Dials Conservation Area Statement).

The building has a cast iron and steel-framed structure with brick facades.

Fenestration is arranged in three bays reflecting the historic nature of the street.

A setback extension at third floor level appears to have been added at a later date as the brickwork and detailing differs from the main facade.





47-49 Neal Street

- EXISTING THIRD FLOOR (SETBACK) EXTENSION
- RED BRICK FACADE
- WINDOW HEAD TYPICAL OF SEVEN DIALS
- TIMBER SASH WINDOWS
- NOTED SHOPFRONT
- POOR ENTRANCE (SETBACK WITH METAL SECURITY GATES)
- ACCESS DOOR (TO OFFICES AT UPPER LEVELS)

CANTED CORNER ○

RED BRICKWORK ○

DESIGN DETAILS ○

POOR ENTRANCE ○

UNSIGHTLY GRILLES ○



39 Neal Street



39 Neal Street

- CANTED CORNER
- TIMBER SASH WINDOWS
- TYPICAL SEVEN DIALS SHOPFRONT
- WELL PROPORTIONED GLAZING
- UNSIGHTLY GRILLES

POOR BRICKWORK ○

POOR WINDOW PROPORTIONS ○

PATCHED BRICKWORK (INFILLS EVIDENT ACROSS THE FACADE) ○

POOR SHOPFRONT ○

DOMINANT ENTRANCE TO UPPER STOREYS (BREAKS THE STREETSCAPE RHYTHM) ○



41-45 Neal Street

## 2.4 EXISTING ACCESS CONDITIONS

### 47-49 Neal Street

The shopfront comprises a central access door to the retail space on the ground floor with an access door and stair core to the right-hand side affording access to the office floors above.

The building has four storeys, generally decreasing in height per floor. The staircase is steep and does not meet current regulations. There is no lift provision in the building.

### 41-45 Neal Street

Access to the retail space is by way of double doors. The ground floor is compromised by a shuttered entrance to the stair core providing access to the upper floors and is not in-keeping with the conservation area.

The existing staircase is steep and does not meet current regulations. There is no lift in the building. The property contains a small redundant lift shaft, originally used to transport goods. However, the shaft is too small to accommodate a new passenger lift.

### 39 Neal Street

The shopfront wraps around the corner of Neal Street and Shorts Gardens with the doorway to the retail accommodation located on the corner. The existing shopfront is recognised with merit and has had an insensitive modern additions (ventilation grilles) added at a later date harming its character.

There is a dedicated entrance to the offices above located on Shorts Gardens.

The existing staircase is steep and does not meet current regulations. There is no lift in the building affording access to the upper floor levels.



Shopfront and office entrance (47-49 Neal Street)



Shopfront (41-45 Neal Street)



Shopfront (39 Neal Street)



Office entrance (41-45 Neal Street)



Office entrance (39 Neal Street)

## 2.5 EXISTING INTERNAL ENVIRONMENT

47-49 Neal Street

Internally, the building has an honest aesthetic with exposed brick walls and expressed structure. The interior adds to the appeal of the property. However, there is a need for upgrade of fixtures, fittings and accessibility. The building is uninsulated.

41-45 Neal Street

Internally the building is deteriorating, with aged suspended ceilings, damaged lightweight partitions and poor-quality surfaces. The existing small, single-glazed, metal windows restrict the amount of daylight to the office space. The upper floor has a low ceiling and is in a poor state. The building is uninsulated containing very steep stairs unsuitable for safe use.

39 Neal Street

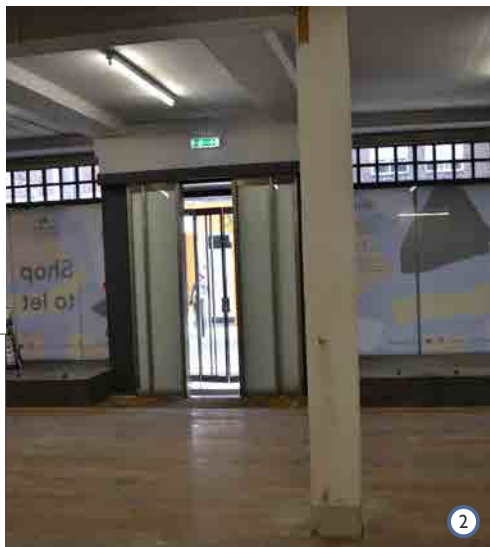
The building interior expresses its former industrial history with exposed brick walls and expressed structure. The interior adds to the appeal of the property. There is a poor WC block to the rear that requires removal or complete overhaul. The building is uninsulated.

- ① Existing office 47-49 Neal Street
- ② Existing retail space 47-49 Neal Street
- ③ Existing lobby 41-45 Neal Street
- ④ Existing non-compliant stair 41-45 Neal Street
- ⑤ Existing office 39 Neal Street
- ⑥ Pitched skylight 39 Neal Street
- ⑦ Internal view of pitched skylight 39 Neal Street
- ⑧ Existing retail space 39 Neal Street



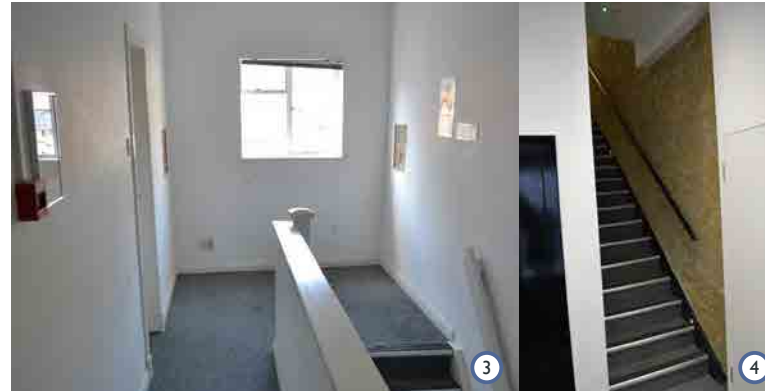
47-49 Neal Street

①



47-49 Neal Street

②



41-45 Neal Street

③

④



39 Neal Street

⑤



39 Neal Street

⑥

⑦

⑧

## 2.6 EXISTING PLANS

### 47-49 Neal Street

The lower ground floor of this property is dedicated to retail use with ancillary areas housing kitchenette and storage areas. The retail space is accessed via a single central feature stair from ground floor. A secondary stair leads to the office stair core that serves first to third floor levels.

Ground floor is open-plan retail space accessed via double doors at street level. A dedicated entrance to the stair referred to above affords access to upper office levels.

### 41-45 Neal Street

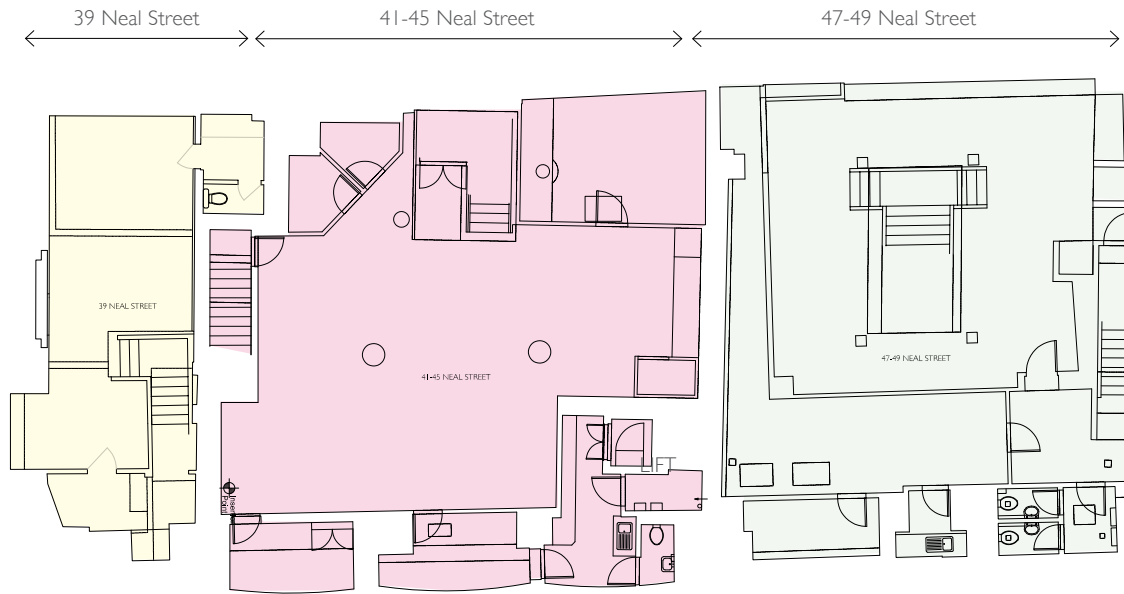
The lower ground floor of this property is dedicated to retail use with ancillary areas containing cleaner's stores, WCs and storage areas. The space is accessed via a single central feature stair with a secondary stair in case of emergency escape.

Ground floor is open plan retail space accessed via double doors from street level. In addition, there is a dedicated entrance to a stair lobby affording access to upper office levels. The lobby contains a disused goods lift.

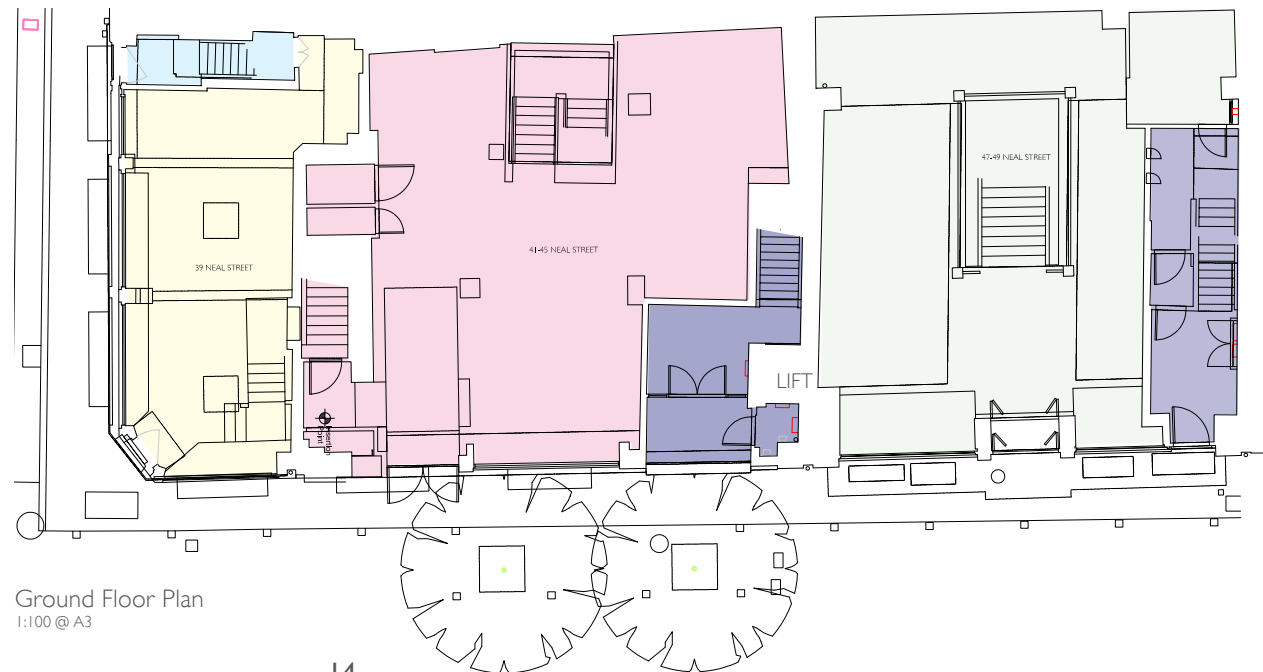
### 39 Neal Street

The lower ground floor of this property is dedicated to retail use accessed via a single stair from ground level.

Ground floor is open-plan retail accessed via the door on the corner of Neal Street and Shorts Gardens. There is a secondary entrance on Shorts Gardens providing dedicated access to the office accommodation at upper levels.

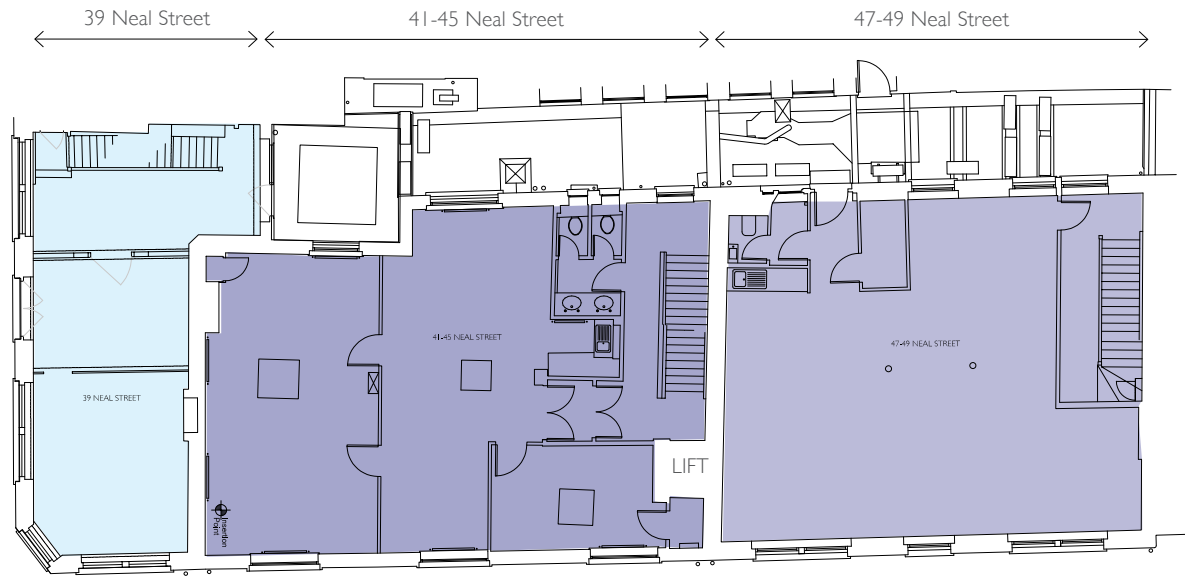


Lower Ground Floor Plan  
1:100 @ A3

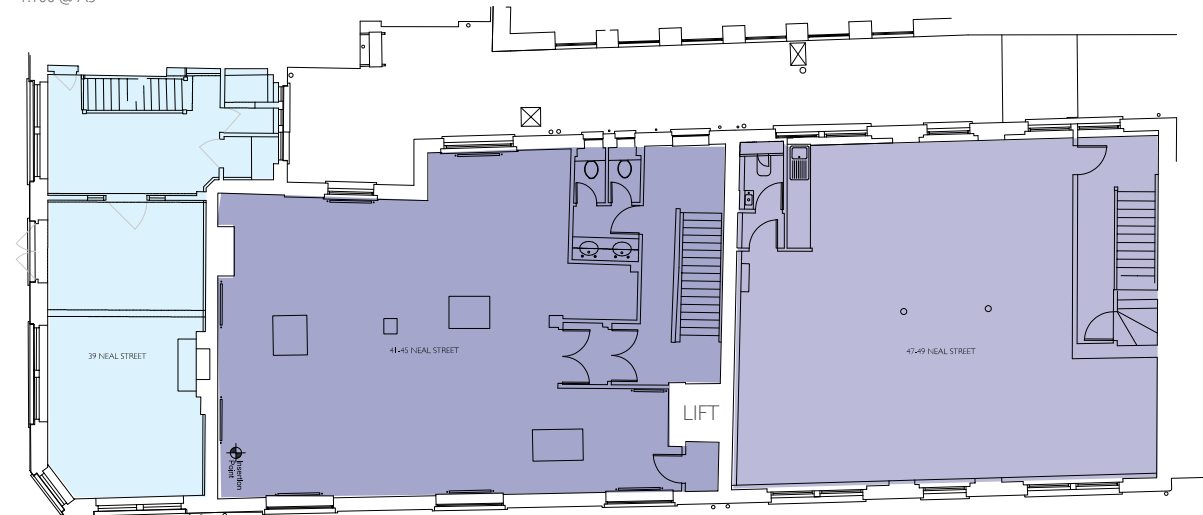


Ground Floor Plan  
1:100 @ A3





First Floor Plan  
1:100 @ A3



Second Floor Plan  
1:100 @ A3

#### 47-49 Neal Street

Access to the first floor level is afforded by a steep non-compliant staircase. There is no lift provision in the building. The main office is open-plan with a small staff WC and kitchenette to the rear. There is a door in the rear facade allowing access to the rear lightwell which contains M&E equipment.

Second floor level is a replica of the first floor with a variant WC/ kitchenette arrangement.

#### 41-45 Neal Street

Access to the first floor level is afforded by a non-compliant staircase. There is no lift provision in the building. WC facilities are located at landing levels, off which the office accommodation is accessed via an entrance lobby. The office contains lightweight partitioning dividing a series of meeting spaces.

Second floor level is a replica of the first floor without subdivision. This floor is left as open plan.

#### 39 Neal Street

Access to the first floor level is afforded by a staircase leading to large landing area. There is no lift provision in the building. A maintenance door allows for access to the rear lightwell. The office accommodation is divided into two small offices.

Second floor level is a replica of the first floor with the addition of WC and kitchenette core accessed via the main landing area.

### 47-49 Neal Street

Access to the third floor level is via the main staircase. WC/ kitchenette is located to the rear. The office is open-plan with a small terrace to the front, facing Neal Street accessed via a set of double doors. The terrace affords reciprocal rights of escape with the neighbouring property of 41-45 Neal Street.

The roof is pitched with a slate finish and a small chimney breast to the rear.

### 41-45 Neal Street

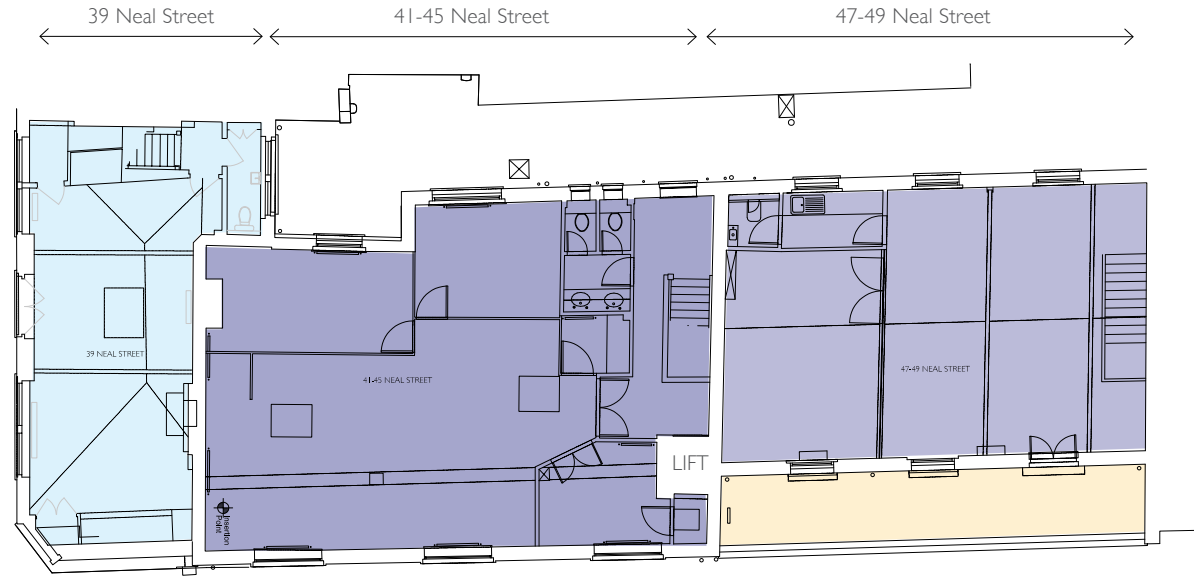
Access to the third floor level is afforded by the main staircase. WC facilities are located at landing levels, off which the office accommodation is accessed via an entrance lobby. The office accommodation contains lightweight partitioning dividing a series of meeting spaces. Similar to the lower floor levels.

The roof is pitched with a slate finish. There is a chimney breast to the party wall with the neighbouring property at 39 Neal Street. Additionally there is an overrun from the disused goods lift.

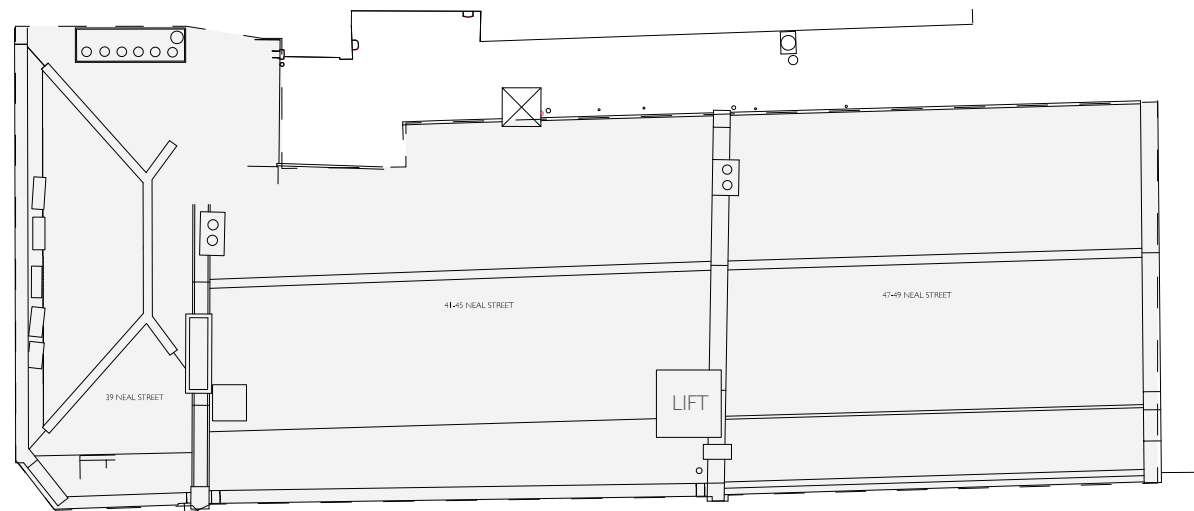
### 39 Neal Street

Access to the third floor level is via the main staircase. There is a small WC to the rear lightwell accessed via the landing area. There is no kitchenette at this level. The main office is open plan with an unusual pitched skylight to the Neal Street elevation. There is a secondary skylight located centrally in the main roof.

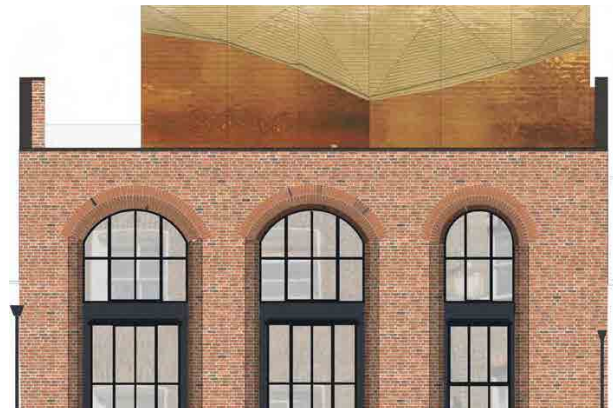
The roof is pitched with a slate finish and a large chimney breast located to the party wall with the neighbouring property at 21-23 Shorts Gardens.



Third Floor Plan  
1:100 @ A3



Roof Plan  
1:100 @ A3



## 2.7 PREVIOUS PLANNING CONSENT (41-45 NEAL STREET)

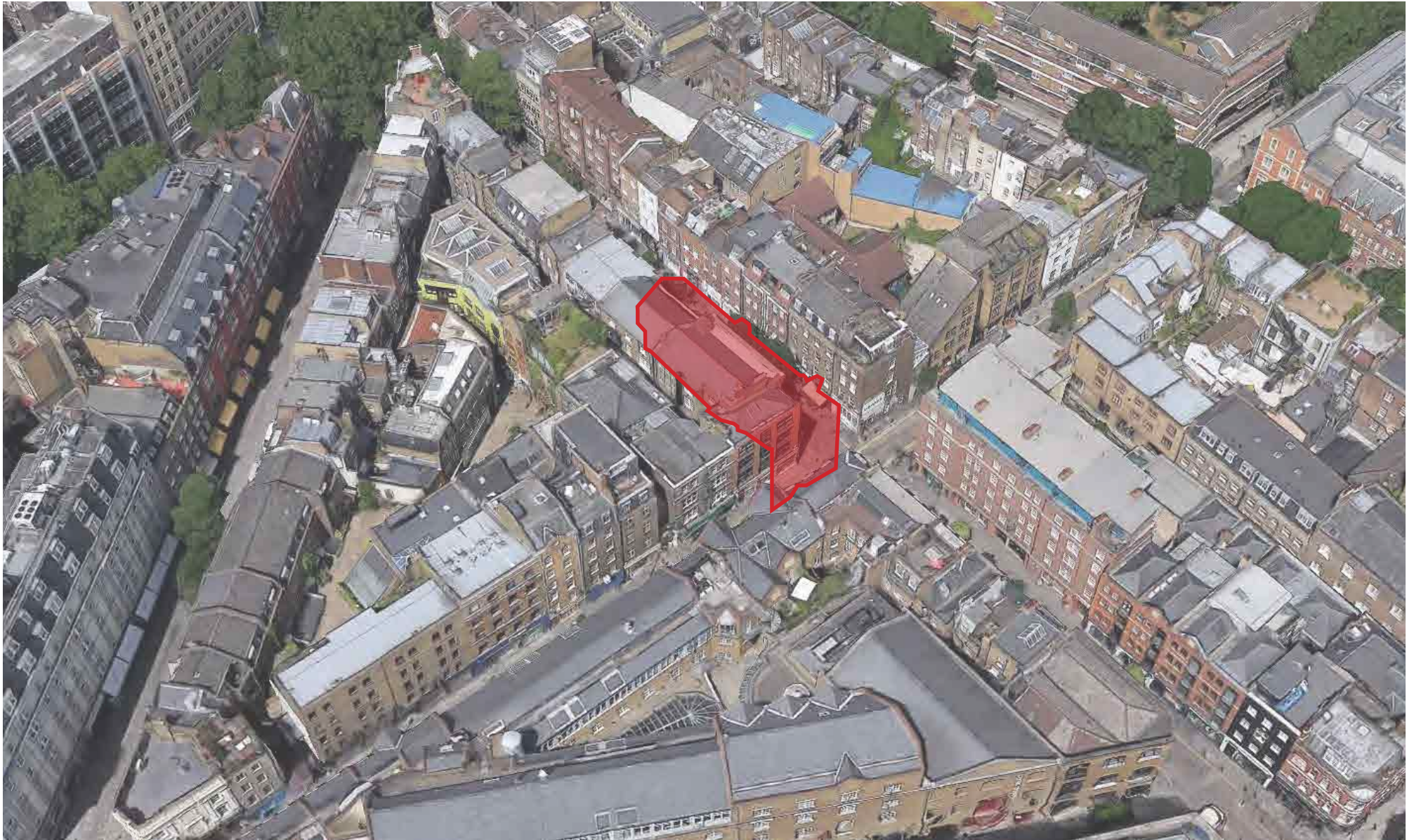
Planning permission was awarded for a new scheme at 41-45 Neal Street in 2015 [App No. 2015/1615/P].

The proposals sought to remove the existing facade and replace with new including new contemporary brick facade and upper storey extension clad in gold shingles.

The proposal for a mixed-use retail, office and residential development included the following:

- Change of use of the second and third floors from office to residential with the addition of a single storey roof extension for residential use.
- Retention and refurbishment of the first floor to provide good quality office floorspace.
- Replacement stairs and lift to meet building regulation requirements and ensure inclusive access.

### 3.0 DESIGN PRINCIPLES



### 3.1 KEY DESIGN PRINCIPLES

Our design principles are driven by context.

- ① We propose the removal of the poor front facade at 41-45 Neal Street, to be replaced with new.
- ② We propose to extend the main facade of 47-49 Neal Street in line with overall street roofscape.
- ③ The key corner junction at which 39 Neal Street sits is an important nodal point in the Seven Dials area and offers an opportunity to celebrate the corner. The existing architecture is appealing and should be enhanced to celebrate the corner location.
- ④ Any extension or additional height to this building should be sensitive to the surrounding area and architecture below.
- \* Provide roof top extensions (setback) at 41-45 & 47-49 Neal Street

We conclude the proposed massing principles will enhance the corner site and improve the overall streetscape.



Replace poor 1950s facade



Retain existing architecture



Extend 47-49 Neal Street



Additional massing at the corner

### 3.2 DESIGN EVOLUTION

#### Study One



Exploring the idea of extending 39 Neal Street at third floor level with a fourth storey extension above.

- Challenges blending in new and old brickwork.
- Modern extension at fourth floor level fitting in the area?
- Massing set back ensuring it is not viewed from the northern approach along Neal Street.

#### Study Two



Exploring the idea of extending 39 Neal Street at third floor level with a fourth storey extension above.

- Challenges blending in new and old brickwork.
- Modern extension at fourth floor level fitting in the area?
- Massing expressed and identifiable from the northern approach along Neal Street.

### Study Three



Exploring the idea of extending 39 Neal Street at third floor level with a fourth storey extension above.

- Challenges blending in new and old brickwork.
- Mansard style extension/ aesthetic in-keeping within the area.
- Massing expressed and identifiable from the north approach of Neal Street.

### Study Four



Exploring the idea of retaining 39 Neal Street (as existing) with a new double storey extension above.

- Modern extension fitting in the area?
- Massing set back ensuring new extension is not viewed from the northern approach along Neal Street.
- Corner plot clearly identifiable/celebrated.

### Study Five



Exploring the idea of retaining the 39 Neal Street (as existing) with a new double storey extension above.

- Sensitive use of contrasting materials complementing the architecture below.
- Massing set back ensuring extension is not viewed from the northern approach along Neal Street.

### Study Six



Exploring the idea of retaining the 39 Neal Street (as existing) with a new double storey extension above.

- Sensitive use of contrasting materials complementing the architecture below.
- Strong mass form identifiable from the northern approach along Neal Street.
- Corner plot clearly identifiable/celebrated.



### 3.3 DESIGN CONSULTATION

We have had lengthy consultation with the Local Authority and community groups regarding our proposals:

- 6/6/17 Meeting with Camden Council Planning Officer and Conservation Officer regarding our proposals.
- 24/7/17 Proposals were presented to the Covent Garden Community Association at the Hospital Club, 24 Endell Street WC2H 9HQ.
- 10/8/17 Further meeting with Camden Council Planning Officer and Conservation Officer regarding our developed proposals.
- 23/8/17 Camden Design Review Surgery.
- 25/8/17 Camden Design Review Surgery feedback issued to design team.

Our proposals were presented to Camden Officers in June of 2017 at which we explained our principal drivers of the scheme:

- Maximise retail frontages across the three properties;
- Consolidate office entrance to Shorts Gardens elevation;
- Introduce a number of extensions across the properties;
- Make sure each building retains plot identity.

The proposals were subsequently presented to the CGCA. Q&A conclusion to the meeting addressed materiality, form, masking of plant equipment and general design strategy.

Further consultation with Camden included updates on the design evolution. The scheme was appraised internally via a design review surgery and feedback was issued to the client and design team.

Key feedback highlighted aesthetic language, roof and parapet heights, differentiation between the plots and potential to push the anchor corner extension further (in terms of aesthetics and prominence).



Visual presented of corner junction of Neal Street and Shorts Gardens



Visual presented of South view noting the corner extension is masked from this approach



Visual presented of front elevation to Camden Design Officers and CGCA



Visual presented of front elevation to Camden Design Officers and CGCA

### 3.4 DESIGN AMENDMENTS

In line with Camden Design Review Surgery feedback see below/ over diagrammatic breakdown of principal points raised:

Buildings should retain their individuality and should not align nor appear the same

Extension acceptable in principle - however, should have more aesthetic interest. Noted the direct relation to window positions below to be reviewed.

Warehouse aesthetic promoted - not industrial enough. Current aesthetic too commercial.



Richness and character required to top storey extensions being of high quality design and materials

Banding piece unconvincing. Varying heights at parapet and roof lines promoted.

Different profile/ heights to neighbouring property at 41-45 Neal Street

Mimicking architecture below in a traditional manner acceptable in principal.

However, noted will brick tone tie in seamlessly?

Should this storey be of a different facing material?

In line with Camden Design Review Surgery feedback see below diagrammatic breakdown of principal points raised:

Extension acceptable in principle - however, should have more aesthetic interest. Noted the direct relation to window positions below to be reviewed.

Warehouse aesthetic promoted - not industrial enough. Current aesthetic too commercial.



Banding piece unconvincing. Varying heights at parapet and roof lines promoted.

## 4.0 DESIGN SOLUTION



← 39 Neal Street →

← 41-45 Neal Street →

← 47-49 Neal Street →

#### 47-49 Neal Street

Our proposal to redevelop 47-49 Neal Street is seen as a traditional intervention. We seek to extend the property at third floor level replicating the architecture, brickwork and sash windows of the levels below.

Separation between old and new fabric is defined by a horizontal stone band between second and third floor levels. We intend to retain the existing shopfront aesthetic with partial restoration (omitting the existing office access door and maximising the retail frontage). Retail accommodation at ground and basement levels is vastly improved as the existing office entrance, stair core and ancillary areas are omitted providing additional area to the retail unit and improving the internal general layout.

A setback extension at fourth floor level is proposed clad in gold shingles (adding visual stimuli and roof top interest).

#### 41-45 Neal Street

We propose the complete removal of the existing 1950s facade and replacing it with new.

We propose a new modern shopfront with a contextual contemporary facade above. The new high-quality facade is proportionally in keeping with the character of the surrounding area with industrial brick tone and heavy lintels above windows akin to many warehouse style buildings in the immediate and wider area.

A setback extension at fourth floor level is proposed clad in vertical seam copper tone (a traditional finishing material/tonal quality in keeping with surrounding brick tones).

Omission of office entrance to Neal Street affords maximum retail frontage to this plot.

#### 39 Neal Street

The existing building is asymmetrical in design and includes a number of design quirks such as the canted corner.

We believe the existing building warehouse/industrial aesthetic adds to the appeal of the property.

We propose a 'lightweight' upper storey addition in a contemporary aesthetic, so as not to detract from the character and prominence of the existing architecture below.

We believe a traditional treatment to any upper extension is the incorrect solution, given the complexities of tying in with the brickwork/age/tone of the existing architecture. We also feel a traditional addition will appear heavy, especially in light of the narrow width of the facade facing Neal Street.

We feel a charred timber/dark cladding would complement the existing warehouse aesthetic below, relating directly to the traditional windows and loading doors to the existing facade. Added interest to the charred timber facade is executed via vertical and horizontal slats giving depth to the extension skin.

The form of the extension is informed by/in line with adjacent roof heights along Neal Street and Shorts Gardens. These reference points result in an interesting massing solution providing varied views at street level. The sloping profile culminating at the corner is typical of the area in which all corner plots are distinguished via added height and architectural gravitas.

The proposed massing adds height and strength to the corner plot (an important junction in the Seven Dials area); complementing and adding to the overall urban townscape and creating additional roofscape interest.

#### Conclusion

We see the importance of promoting an architectural identity to each plot executed via a series of roof extensions wrapped in varied materials/colour tones.

The roof extension heights align with neighbouring massing along Neal Street and Shorts Gardens (and that of the previously-consented scheme at 41-45 Neal Street: App No. 2015/1615/P).

A sensitive use of high-quality materials is proposed, adding to the architectural delight of the Seven Dials/Neal's Yard area. Expression of the corner building adds interest to this important nodal point.

The new extension at 39 Neal Street is designed not to be viewed heading south from the top of Neal Street. The new aesthetic is principally 'revealed' as one walks north from Covent Garden.

To summarise, 47-49 Neal Street is seen as a traditional intervention; 41-45 Neal Street as a contextually sensitive new aesthetic and 39 Neal Street as a hybrid approach.

## 4.2 MATERIALS

The existing facades will be modified under our proposals. A new high quality brick **1** will be used on the new facade to 41-45 Neal Street as well as the third floor extension at 47-49 Neal Street.

The tones of the brick are proposed to compliment neighbouring properties. Mortar colour will be highly controlled and sample panels will be tested before construction to confirm exact details and ensure quality.

We propose a gold shingle finish **2** to the setback upper storey extension of 47-49 Neal Street. This striking aesthetic will add visual interest from street level.

We propose a warm copper-tone facing material **3** to the set back upper storey extension of 41-45 Neal Street and a complementary colour/hue/tone to the surrounding red brick, with enough differentiation to read as a separate volume to the main building.

Distinction between the gold shingle and copper elements at fourth floor level is emphasised via the introduction of glass insertions **4** between the plots. The glazed insertion adds interest to the interior of the property and each building plot is read independently at street level.

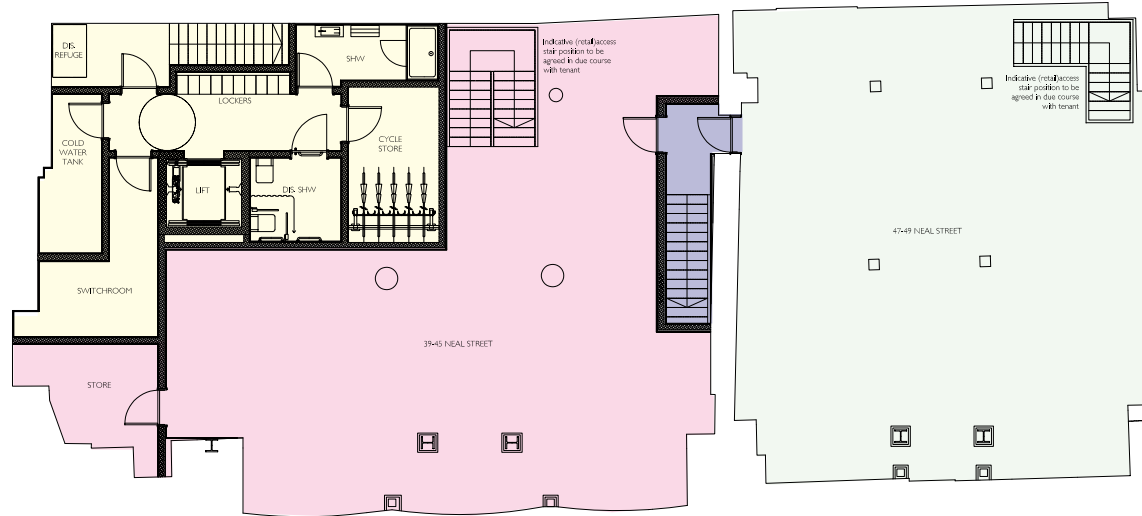
The form of the extension at 39 Neal Street (informed by surrounding roof heights) is asymmetrical and adds additional interest to the varied roofscapes found in the area. We propose facing this element in a dark-stained or charred timber finish **5** complementing the existing architecture below.

All finishing materials will be of the highest quality ensuring the development adds true quality to the Seven Dials area and rejuvenates a number of tired building assets.





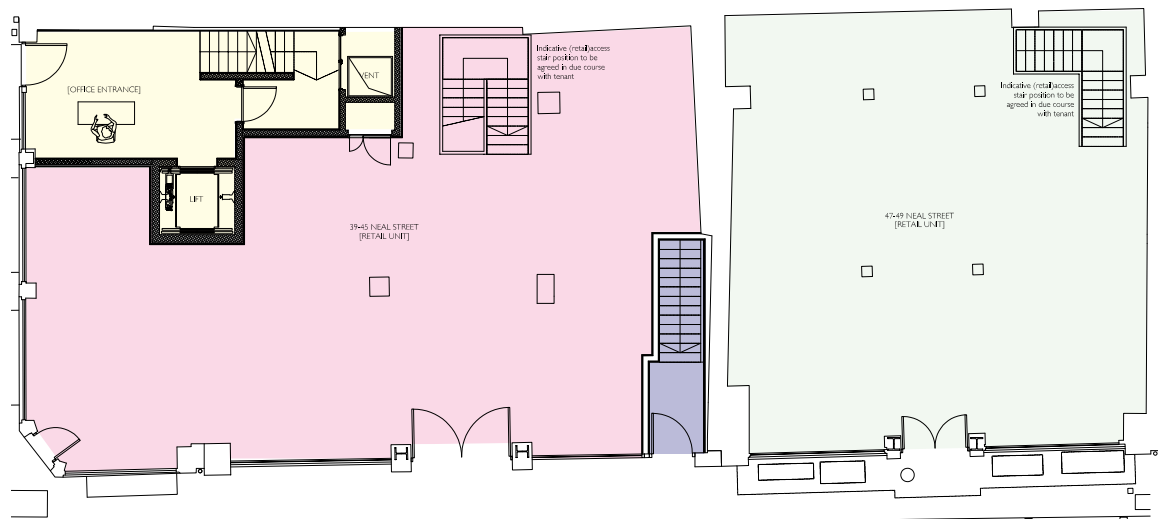
4.3 PROPOSED PLANS



Lower Ground Floor Plan

- Open plan retail space at 47-49 Neal Street;
- Reciprocal escape stair with 39-45 in case of emergency;
- Main access via retail stair from ground floor.
  
- Open plan retail space at 39-45 Neal Street;
- Secondary escape stair in case of emergency;
- Main access via retail stair from ground floor;
- Office facilities including cycle store and showers;
  - Main access via lift or stair.

Lower Ground Floor Plan  
1:100 @ A3

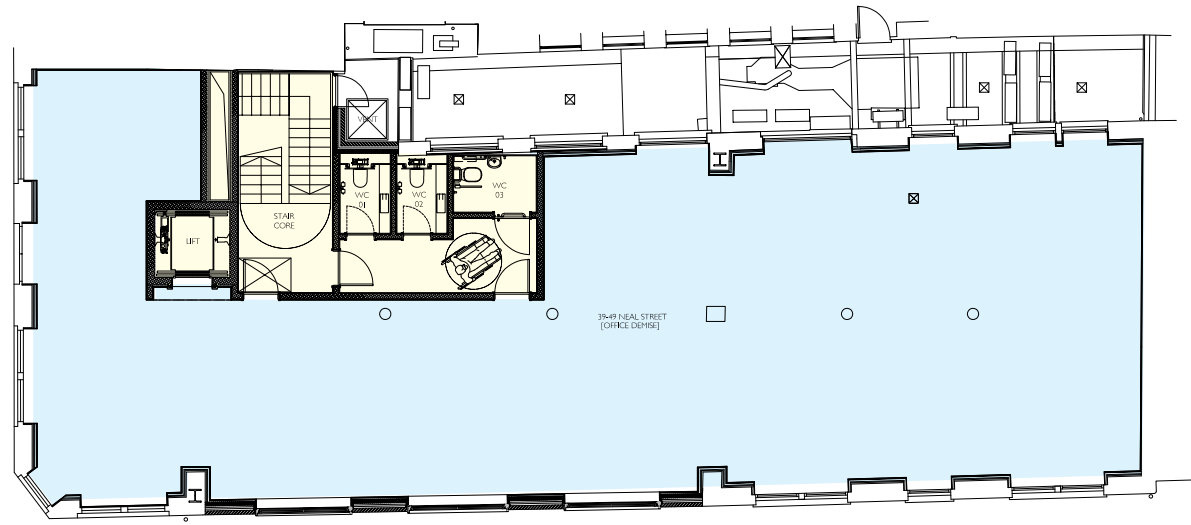


Ground Floor Plan

- Open plan retail space at 47-49 Neal Street;
- Retail stair affording access to lower ground floor.
- Open plan retail space at 39-45 Neal Street;
- Retail stair affords access to lower ground floor.
  
- Dedicated office entrance via Shorts Gardens;
  - Access to upper floors via lift and stair;
- Access to lower ground floor via alternate stair.

Ground Floor Plan  
1:100 @ A3

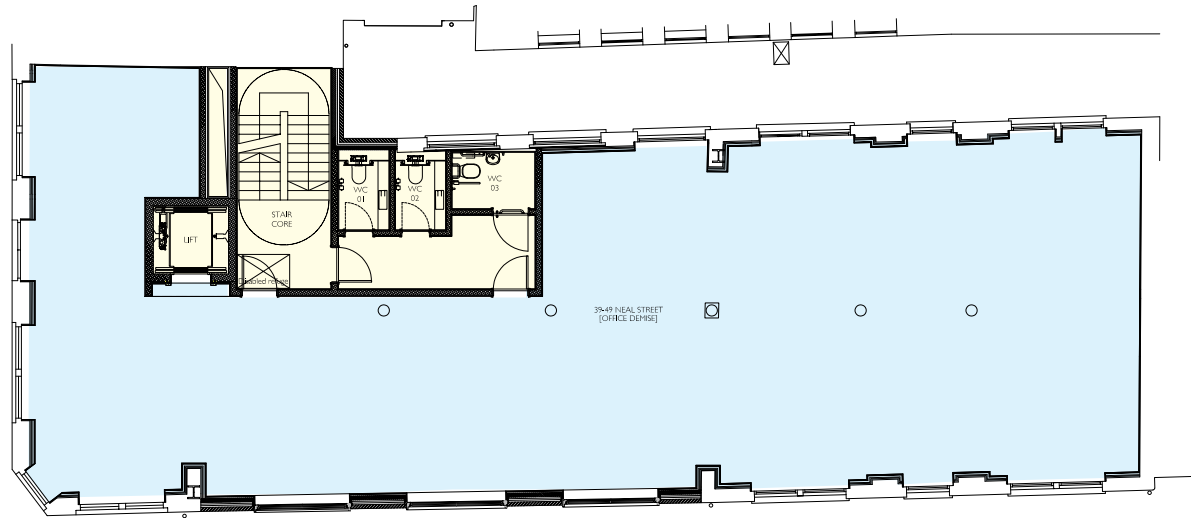
39 Neal Street      41-45 Neal Street      47-49 Neal Street



First Floor Plan

- Open plan office space across 39-49 Neal Street (party wall nibs retained);
- Single stair core;
- Lift access directly to office space;
- Access to rear lightwell via stair core landing;
- Kitchenette area.

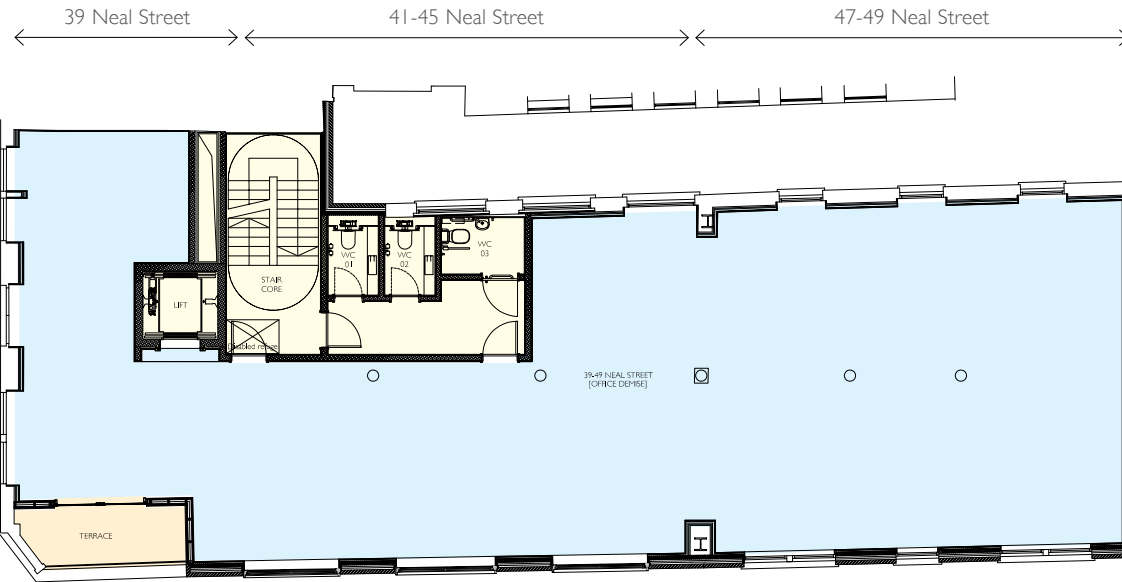
First Floor Plan  
1:100 @ A3



Second Floor Plan

- Open plan office space across 39-49 Neal Street (party wall nibs retained);
- Single stair core;
- Lift access directly to office space;
- Kitchenette area.

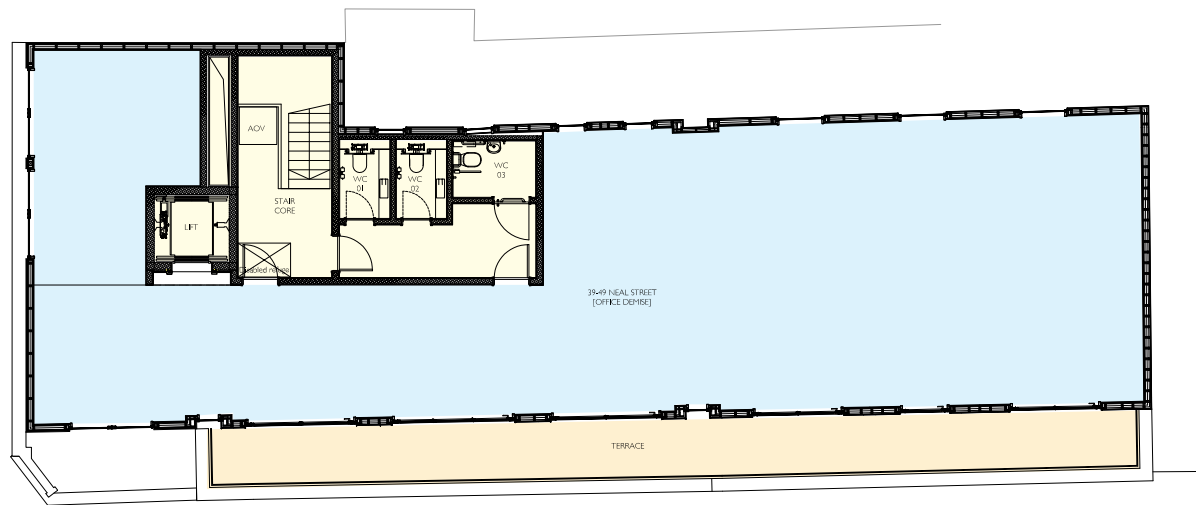
Second Floor Plan  
1:100 @ A3



Third Floor Plan

- Open plan office space across 39-49 Neal Street (party wall nibs retained);
  - Single stair core;
- Lift access directly to office space;
  - Kitchenette area;
  - Terrace at corner junction.

Third Floor Plan  
1:100 @ A3



Fourth Floor Plan

- Open plan office space across 39-49 Neal Street (party wall nibs retained);
  - Single stair core;
- Lift access directly to office space;
  - Kitchenette area;
  - Terrace at corner junction.

Fourth Floor Plan  
1:100 @ A3

4.4 VISUALISATIONS



Proposed Neal Street Elevation



Proposal viewed from the corner junction between Neal Street and Shorts Gardens

#### 4.5 PRINCIPAL VIEWS



VIEWS FROM THE TOP OF NEAL STREET (Looking South)

- Proposed massing typical of the streetscape
- Proposed extension at 39 Neal Street not identifiable from this approach
- Three bays to principal facades typical of the Seven Dials area



VIEWS FROM THE BOTTOM OF NEAL STREET (Looking North)

- Roofscape in proportion with overall streetscape
- Proposed extension at 39 Neal Street revealed as one approaches the corner junction
- Key nodal point in the Seven Dials area



VIEWS DOWN SHORTS GARDENS (Looking East)

- Massing in-keeping with street roofscape
- Form of extension peaks at the corner celebrating key nodal point
- Proposed extension at 39 Neal Street setback to lessen impact on approach



RETURN VIEWS DOWN SHORTS GARDENS (Looking West)

- Massing in-keeping with street roofscape
- Form of extension revealed as one approaches the corner junction
- Form of extension peaks at the corner celebrating key nodal point

## 4.6 SHOP FRONTS

### 47-49 Neal Street

Our proposals seek to retain the charm and aesthetic of the original shopfront albeit with minor amendments.

We will omit the existing office entrance to the right and increase the extent of retail glazing. The proposed entrance to the retail space remains central via double doors.



Existing Shopfront 47-49 Neal Street



Proposed shop front 47-49 Neal Street

### 41-45 Neal Street

We propose the complete removal of the existing shopfront, to be replaced with new. The new shopfront will be modern, albeit traditionally influenced, including timber materiality and a stall riser at the base.

Access to the main retail space via central double doors.

Frontage also includes a pass door (to the right flank) allowing for escape in the case of emergency from lower ground floor level.



Proposed shop front 41-45 Neal Street



## 39 Neal Street

We seek to retain the charm and aesthetic of the original shopfront albeit with a number of amendments.

We will omit ventilation grilles to the stall risers, clean up the overall composition and change shopfront colour/branding.



Existing shop front 39 Neal Street

A glazed door is proposed to the corner entrance inviting footfall from Neal Street and Shorts Gardens.



Existing shop front 39 Neal Street

Entry to the office levels at Shorts Gardens.

Reconfigured layout allows for additional natural light to the lobby via glazed panel.



Proposed shop front 39 Neal Street



Proposed shop front 39 Neal Street

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39-49 NEAL STREET, SEVEN DIALS, LONDON

## 5.0 SITE MATTERS

### 5.1 ACCESS

There is no existing on-site car or cycle parking across the three properties.

However the site is well served by public transport.

There are frequent bus services serving Shaftesbury Avenue, The Strand and Charing Cross Road, all within a short walk from the site.

There is a Santander cycle hire docking station within seven minutes' walk, located on Drury Lane.

Tottenham Court Road (Zone 1 Central and Northern Line) Underground Station is ten minutes' walk from the site. Holborn (Zone 1 Central and Piccadilly Line) Underground Station is eight minutes' walk from the site. Leicester Square (Zone 1 Piccadilly and Northern Line) Underground Station is seven minutes' walk from the site. Covent Garden (Zone 1 Piccadilly Line) Underground Station is five minutes' walk from the site.

All retail units are accessed via Neal Street.

The new office entrance is accessed via Shorts Gardens.

The proposed office and retail units entrances will have compliant access. The office will be served via lift and stair core serving all floors.

### 5.2 AMENITY

The proposed scheme includes a terrace at third and fourth floor level.

#### Daylight and Sunlight

An assessment has been carried out by CHP Surveyors Ltd. Please refer to the separate report.

#### Noise Impact Assessment

An assessment has been carried out by Hann Tucker Associates. Please refer to the separate consultant report.

It is proposed that a number of AC condensers and AHU heat recovery units are installed on the roof in a sunken well. To mitigate the impact of the units they will be visually and acoustically screened.

#### Sustainable Transport

It is proposed the development will be car free.

#### Cycling

The area is well connected to designated cycle paths.

As per BREEAM advice, new cycling facilities will be provided serving the office areas. Double-tiered racks stored in a dedicated and secure lower ground floor cycle store with unisex shower plus changing cubicles and lockers will also be provided. The facility will include a disabled shower.

Cyclists will access the facilities via stair and lift core.

#### Waste Management

Camden Planning Guidance CPG1-Design denotes Neal Street is currently serviced by kerbside waste and recyclables collection. Due to the terraced nature of the streets there is no available external space for storage.

Waste kept internally and be brought out to street level by Management Team in accordance with Council collection times (3no. times daily).

### 5.3 SUSTAINABILITY

The scheme will achieve a BREEAM 'Very Good' rating for office and retail.

#### Environmental Strategy

The design of the proposed renovation from the outset has environmental and sustainable issues in mind.

Our strategy consists of;

- A highly-insulated new facade at 41-45 Neal Street;
- Improving the thermal performance of all three buildings by insulating to current building regulations;
- Heat recovery ventilation for all office floors;
- Significantly upgraded airtightness

#### Heating and Cooling

Air Source heat pumps will be located at roof level providing heating and cooling. The units will be visually and acoustically screened.

#### BREEAM

An assessment has been carried out by RPS. Please refer to the separate consultant report.

## 6.0 SUMMARY

The design of the proposed scheme has been developed based on detailed analysis of the site and its context. We propose to address the existing buildings' shortcomings in order to meet market expectations. This will be achieved through enhancing the quality and presentation of the buildings, vastly improving the office and retail accommodation (for future business tenants).

We believe each plot has an individual aesthetic identity whilst being part of a collective harmonious whole. The use of high quality materials ensures the proposals sit well within the immediate and wider historic fabric.

The proposed extension to 39 Neal Street is intended to enhance and add interest to this important corner junction.

The form of the extension is hidden at street level from the northern approach as one walks down Neal Street, and intentionally 'revealed' as one walks from the south/ Covent Garden area. Approaching the site from the east or west, the proposals sit comfortably within the street context and in relation to the surrounding roofscape.



## 7.0 APPENDIX

### 7.1 EXISTING & PROPOSED AREAS

#### OFFICE

Level	EXISTING					
	39 Neal Street		41-45 Neal Street		47-49 Neal Street	
	GIA	NIA	GIA	NIA	GIA	NIA
4 [Terrace Amenity]	-	-	-	-	-	-
3 [Terrace Amenity]	51	38	115	92	80 [20]	69 [20]
2	51	43	115	88	101	83
1	51	46	115	88	99	83
G (Reception)	(5)	(5)	(18)	(18)	(18)	(18)
<b>OFFICE TOTALS</b>	<b>153 (5)</b>	<b>127 (5)</b>	<b>345 (18)</b>	<b>268 (18)</b>	<b>280 (18)</b>	<b>235 (18)</b>

#### RETAIL

Level	EXISTING		
	39 Neal Street	41-45 Neal Street	47-49 Neal Street
	GIA	GIA	GIA
G	59	116	114
LG	49	156	135
<b>RETAIL TOTALS</b>	<b>108</b>	<b>272</b>	<b>249</b>

OFFICE

Level	PROPOSED	
	39-49 Neal Street <i>COMBINED</i>	
	GIA	NIA
4 [Terrace Amenity]	231 [40]	192 [40]
3 [Terrace Amenity]	279 [6]	228 [6]
2	287	233
1	283	231
G (Reception)	(30)	(30)
<b>OFFICE TOTALS</b>	<b>1,080</b>	<b>884</b>

RETAIL

Level	PROPOSED	
	39-45 Neal Street	47-49 Neal Street
	GIA	GIA
G	155	125
LG	127	135
<b>RETAIL TOTALS</b>	<b>282</b>	<b>260</b>

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