



## 51-52 Tottenham Court Road, London

### Architectural Addendum

For Dome Assets Limited

**Document History**

<b>Rev</b>	<b>Date</b>	<b>Purpose of Issue</b>	<b>Author</b>	<b>Reviewer</b>
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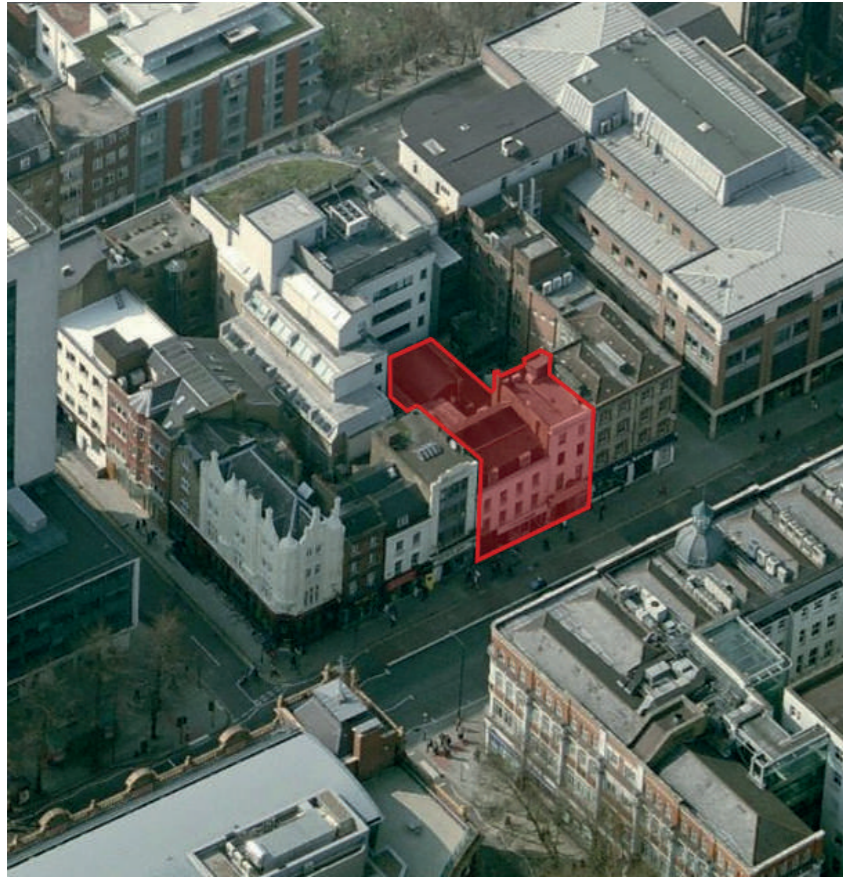


Fig: 1.0 Aerial view of 51-52 Tottenham Court Road

## 1.1 Introduction

Squire and Partners have been appointed by Dome Assets Limited to submit a architectural addendum to clarify the key intents and design evolution of the previously submitted planning application for a mixed use office, residential and retail scheme at 51-52 Tottenham Court Road, London, W1TH 2EH.

The existing buildings include residential and office use at the higher levels and retail units at ground and basement levels. The proposals seek to refurbish and extend the buildings by redistributing its land use and re-incorporating residential, office and retail uses. The existing building contains a GEA total of 845sqm. The proposed scheme involves a maximum GEA of 1,602sqm which has been investigated in various options of retail, office and residential separation.

The site lies on the southern end of Tottenham Court Road, between Gough Street Station and Tottenham Court Road Station. The site contains two existing buildings that front onto Tottenham Court Road; both buildings have been extended to the rear in different degrees and scales at different points in time. The rear boundaries in both cases are immediately adjacent and overshadowed by the relatively new office development at 6-8 Whitfield Street. There is no physical link between nos. 51 and 52 at present. No. 51 is the earliest of the two, possibly dating back to the mid 19th century; no. 52 dates back to the late 19th century. Both buildings are brick fronted and form part of a continuous built frontage, with no. 51 including a slate clad mansard roof.

The site is located in the Charlotte Street Conservation Area, with the Bloomsbury Conservation Area to the east. There are a number of nearby listed buildings along Tottenham Court Road, in addition to several buildings identified as making a positive contribution to the Charlotte Street Conservation Area. Therefore, the proposed development is sensitive to the heritage context and seeks to contribute to the character of the Conservation Area. The proposals intend to improve the streetscape as a whole by introducing a new high quality mixed use development that meets the key planning policies in Camden.

## 1.0 Development Framework

This Architectural Addendum covers further clarification of the proposal following the planning application to Camden Council in April 2016. The proposals is demonstrated more vigorously and clearly taking on board Camden Council's reasons for refusal and comments set out in the delegated report. This addendum specifies and addresses the context-driven design intent of our proposal and the technical considerations that have been taken into account.

### 1.2 Design Team

Client	Dome Assets Limited
Architect	Squire and Partners 77 Wicklow Street London WC1X 9JY Tel: 020 7278 5555
Townscape & Historic Consultant	Peter Stewart Consultancy 70 Cowcross Street London EC1M 6EJ Tel: 020 7250 1120
Planning Consultant	Savills 33 Margaret Street London W1G 0JD Tel 0207 420 6370





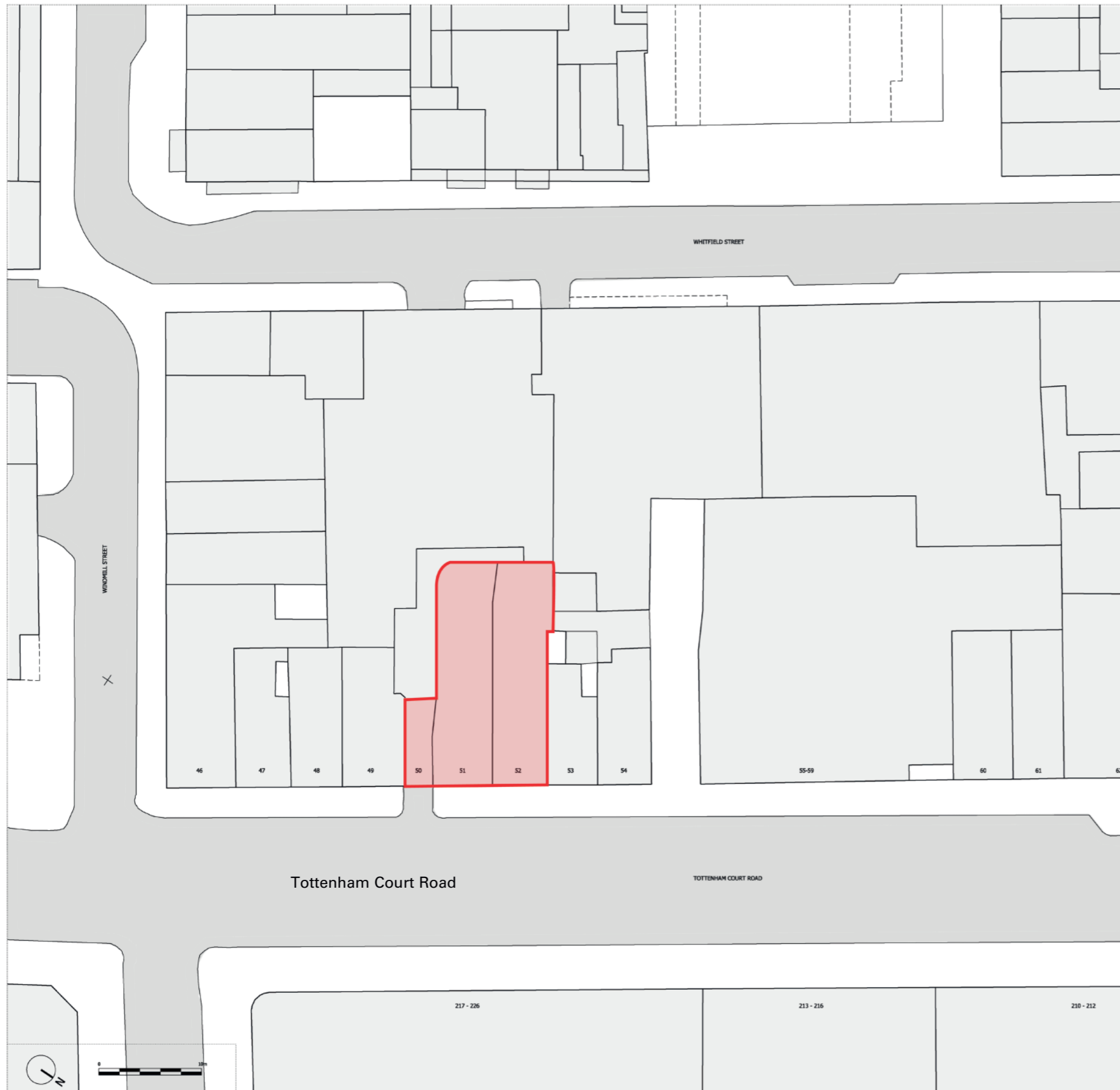


Fig: 1.1 Site Plan

## 1.0 Development Framework

### 1.3 Camden Council Reasons for Refusal

The extract below is taken from the decision notice issued 18.10.2016 by Camden Planning Department setting out reasons of refusal as follows:

1. The roof extensions by reason of their scale, visual prominence and effect on the established townscape and neighbouring properties would detrimentally harm the character and appearance of the subject buildings, street scene and would fail to preserve or enhance the conservation area, all contrary to policy CS14 of the Camden Core Strategy 2010-2025 and policies DP25 and DP26 of the Camden Development Policies 2010-2025, The London Plan (2016) and the National Planning Policy Framework (2012).
2. The rear extensions by reason of their height, scale, bulk and massing would fail to respect the scale and proportions of the existing buildings, would be over-dominant additions which would fail to be adequately subordinate to the existing buildings, would alter the historic pattern and established townscape of the block and would not compliment or reflect the rhythm and grain of this part of the street, all contrary to policy CS14 of the Camden Core Strategy 2010-2025 and policies DP25 and DP26 of the Camden Development Policies 2010-2025, The London Plan (2016) and the National Planning Policy Framework (2012).
3. The rear extensions by reason of their height, scale, bulk and massing would have an overbearing and/or dominating effect which would result in to an increased sense of enclosure and loss of outlook to the surrounding properties, particularly to the residential units in 53 Tottenham Court Road and would therefore have a detrimental amenity impact on the occupiers of the neighbouring residential units, contrary to policy DP26 of the Camden Development Policies 2010-2026, The London Plan (2016) and the National Planning Policy Framework (2012).
4. The development would fail to provide adequate cycle parking facilities for the residential element of the scheme and would therefore provide substandard housing development, and would fail to promote cycling as a healthy and sustainable way of travelling in this highly accessible Central London location, contrary to policies CS6 and CS11 of the Camden Core Strategy 2010-2025, policies DP17 and DP18 of the Camden Development Policies 2010-2026, The London Plan (2016) and the National Planning Policy Framework (2012).

## 2.0 Designer response to Camden Council's reason for refusal

2.1 In response to the Council's reasons for refusal, we have reviewed the design and responded with clarifications to further define the scheme.

*1. The roof extensions by reason of their scale, visual prominence and effect on the established townscape and neighbouring properties would detrimentally harm the character and appearance of the subject buildings, street scene and would fail to preserve or enhance the conservation area, all contrary to policy CS14 of the Camden Core Strategy 2010-2025 and policies DP25 and DP26 of the Camden Development Policies 2010-2025, The London Plan (2016) and the National Planning Policy Framework (2012).*

### 2.1.1 Response to Camden Council's reasons for refusal 1

The scale, visual prominence and effect on the established townscape and neighbouring properties have all been considered as part of the design process. A study to research the townscape and neighbouring properties has established that Tottenham Court Road and this specific urban block is a changing context through the various periods. The buildings have predominately been altered and extended with buildings of distinct style or interesting contextual response over time. The street frontage of Tottenham Court Road in the conservation area is varied in age, scale, height and design and reads as part of the wider townscape of Tottenham Court Road which has a rich and varied townscape. Tottenham Court Road is not a uniform street or even one of a cohesive character.

The diagram adjacent plots the predominant parapet lines and the set back mansard roofs to demonstrate the changes over time. The current architectural condition is a varied streetscape of architectural scale and styles. Comparing historic street elevations with the street frontage today, highlights these changes, which has been ongoing since the 19th century and forms part of the character of the conservation area.

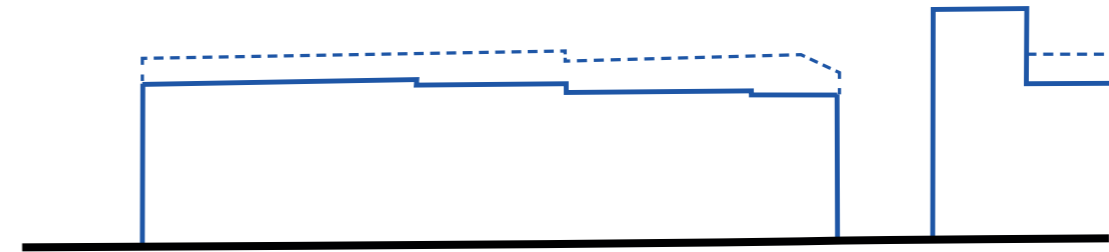


Fig: 2.1 Historical Tallis 1840

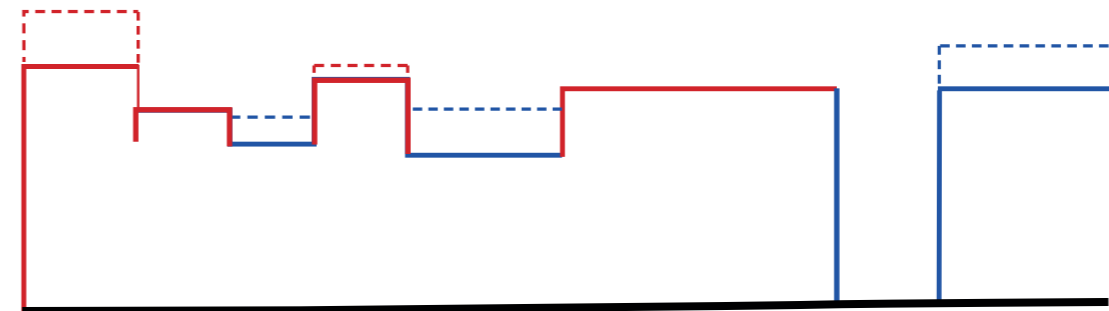


Fig: 2.2 Existing roof line 2016

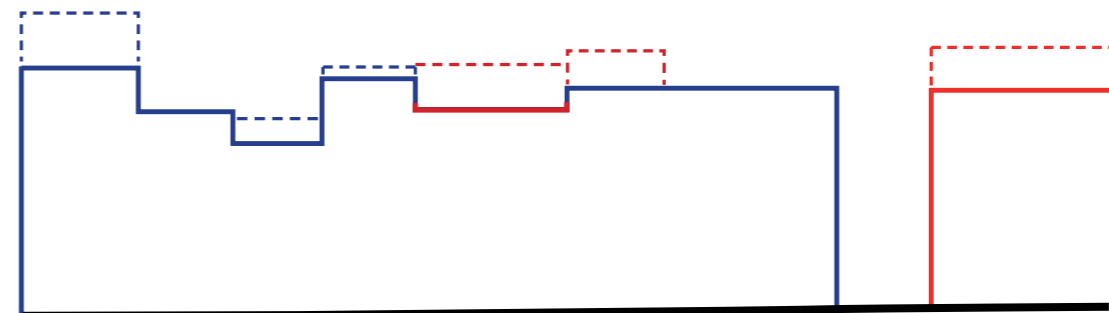


Fig: 2.3 Proposed roof line

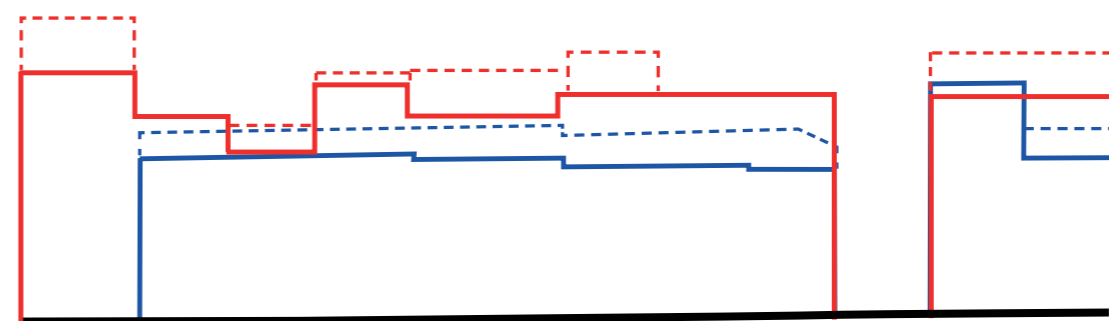


Fig: 2.4 Comparison of historical roof line to proposed roof line

--- Historical-Existing mansard roof line  
— Historical-Existing parapet line  
--- Proposed mansard roof line  
— Proposed parapet line



## 2.0 Designer response to Camden Council's reason for refusal

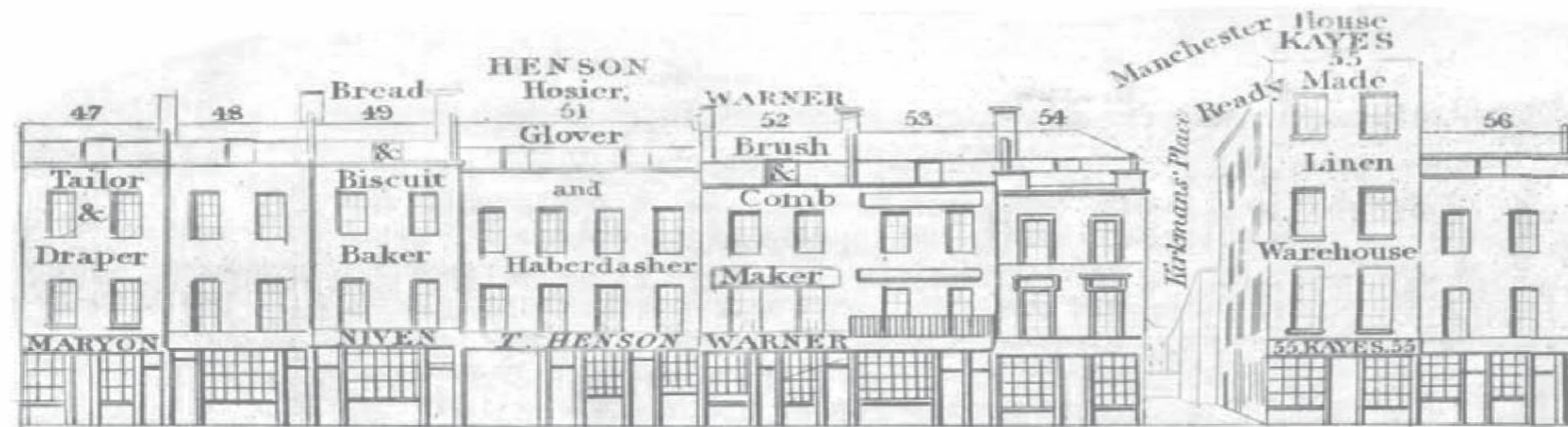


Fig: 2.5 Historical Elevation



Fig: 2.6 Existing Elevation



Fig: 2.7 Proposed Elevation

The existing scale of the immediate buildings have been altered but all remain a relatively domestic scale rather than a larger commercial scale as is present in Tottenham Court Road. Our proposed scheme is sensitive to this scale and maintains the domestic scale of the adjacent buildings. The extensions are modest single floor extensions in line with the adjacent context. In a wider context, to the rear of the Urban block and adjacent are taller building of significant commercial scale.

Visual predominance of the scheme has been considered in the design approach. The proposed design reflects the conservation design by replicating the masonry and mansard roof for 50 Tottenham Court Road. Both Mansards are good quality design set back from the masonry parapet to deliberately reduce or mitigate potential views.

The parapet line we consider to be the most important visually dominant line of Tottenham Court Rd. When we view the proposed design in relation to 49 Tottenham Court Road we deliberately kept the parapet lower than the neighbour to maintain the subordinate relationship. The parapet is the key to reading the buildings in the streetscape as the capping is the dominant element. The resultant effect on townscape and neighbouring properties, having reviewed the scale and visual dominance we would maintain is a limited effect on neighbours. The adjacent elevations show the buildings in context as maintaining and enhancing the context with good quality additions. the following pages demonstrate the building in its setting with views of the building.



## 2.0 Designer response to Camden Council's reason for refusal

The roof extensions and Tottenham Court Rd frontage is shown in the adjacent existing and proposed views. These illustrate the conservation sensitive design approach and how we have mitigated the potential visual dominance. We further illustrate how the parapet line retains a subservient relationship with 49 Tottenham Court Road.

This design relationship maintains the character, materials and individuality of the original buildings. The street frontage will express a continuity of materials with the existing buildings; a painted brick frontage and slate clad mansard roof to no. 50 will reflect the existing character of the building, while a set-back metallic clad mansard roof in bronze finish to no.52 will express the distinction which exists in the original plot pattern of the site.

Fig 2.10 adjacent diagrams highlight the issue where the coping parapet line is demonstrated as the predominant facade line. This coping we recognise as more visible in the street and not the set back double mansard ridge line.



Fig: 2.8 Existing view of Tottenham Court Road looking North-West



Fig: 2.9 Proposed view of Tottenham Court Road looking North-West



Fig: 2.10 Diagram illustrating variety of dominant parapet lines





Fig: 2.11 Existing view of Tottenham Court Road looking South-East



Fig: 2.12 Proposed view of Tottenham Court Road looking South-East

## 2.0 Designer Response to Camden Council's comments

The view looking south down Tottenham Court Road is illustrated in the adjacent images. Having reviewed the architectural design of 49 Tottenham Court Road we recognise the value of the architecture is predominately in the attractive front facade and not in the return flank. The front elevation articulates crafted window detail and expressed modern entablature. In contrast the return flank wall of 49 Tottenham Court Road provides limited value to the urban elevation. The flank is also materially down graded to a blank brick return and chimney. Fig 2.14 demonstrates the extent of the plain brick flank.

We maintain that the single storey extension improves the visual quality by reducing the exposed flank return wall whilst remaining subservient to the parapet. Fig 2.13 demonstrated how the parapet line maintains the movement of coping lines along the street. The proposed building will provide an equally interesting elevation and improve the environment with the proposals to refurbish and renovate the site.

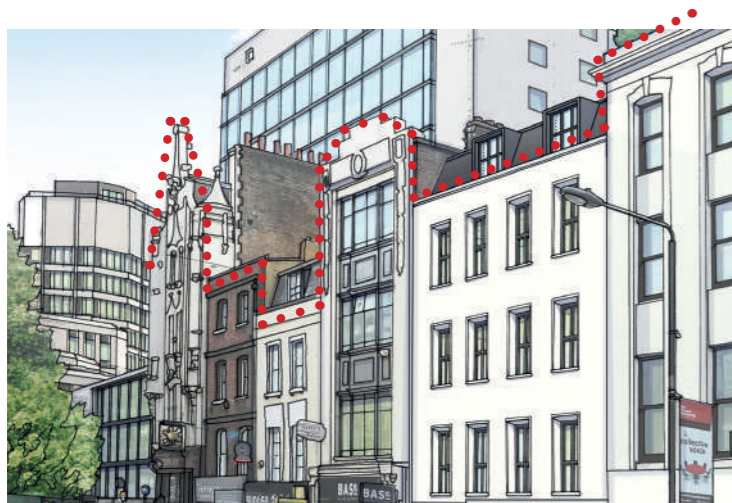


Fig: 2.13 Diagram illustrating variety of dominant parapet lines

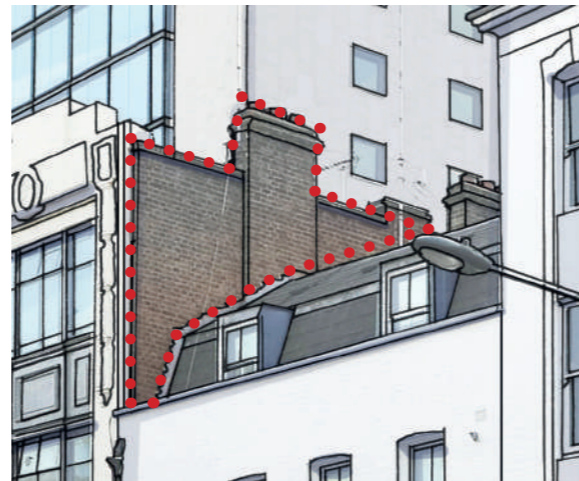


Fig: 2.14 Existing flank wall and chimney of 49TCR



## 2.0 Designer response to Camden Council's reason for refusal

2.2 In response to the second argument outlined in Council's letter:

*2. The rear extensions by reason of their height, scale, bulk and massing would fail to respect the scale and proportions of the existing buildings, would be over-dominant additions which would fail to be adequately subordinate to the existing buildings, would alter the historic pattern and established townscape of the block and would not compliment or reflect the rhythm and grain of this part of the street, all contrary to policy CS14 of the Camden Core Strategy 2010-2025 and policies DP25 and DP26 of the Camden Development Policies 2010-2025, The London Plan (2016) and the National Planning Policy Framework (2012).*

### 2.2.1 Response to Camden Council's reason for refusal 2

The opportunity for development has different challenges when reviewing either the front or rear of the properties. To the front the design deliberately respects the town scape and street pattern. The existing rear of the site is very poor quality and the buildings do not represent a planned or considered quality of design. The extensions are ad-hoc and poor quality construction. The rear of the building provides the opportunity to vastly improve the quality of all built accommodation and opportunity to increase height, scale, bulk and massing to provide an increased quantum of retail, office and residential use.

The diagrams on this page and adjacent demonstrate how the existing plot lines and grain have been eroded over time by the adhoc additions and unplanned extensions. The proposed by contrast demonstrate a reinstated clarity to the plot lines and urban grain in both plan and elevations.

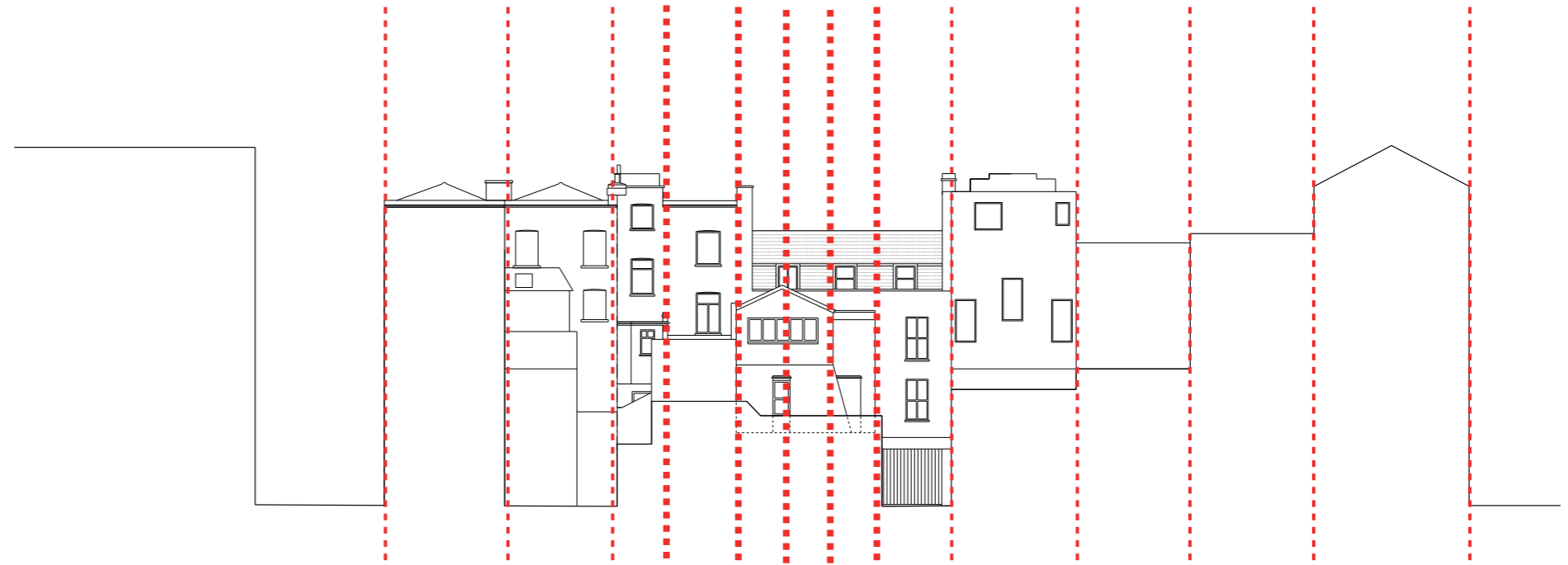


Fig: 2.15 Existing Rear Elevation



Fig: 2.16 Proposed Rear Elevation - Urban grain clearly re-organized to the desired plot widths and aligning floor levels along street

## 2.0 Designer response to Camden Council's reason for refusal

The existing historic pattern and established townscape is represented in the design with a parapet wall between 51 and 52 Tottenham Court Road. The proposed design maintains this line so that it is clearly visible when viewed from above or from the rear. The rhythm and grain of this part of the street relates to the facade frontages. Tottenham Court Road is the only public place where rhythm and grain can be perceived as evident and we suggest that the reference should relate to facades rather than bulk and massing.

The existing rear is a compromised yard/alley with no public access. The grain of the street and site is less apparent to the rear. The site is surrounded a number of extended buildings and some large scale redevelopment that is of little or no architectural merit and do not reflect the historic urban grain.

The proposed roof plan (Fig. 2.18) indicates our intention to maintain the implied urban grain by creating an architecture that respects existing plot widths. Furthermore, the proposed rear and roof extensions are set back and subservient to the existing buildings. This helps to create a hierarchy of building elements that highlight the existing frontage of the buildings, concealing the extensions to the rear.

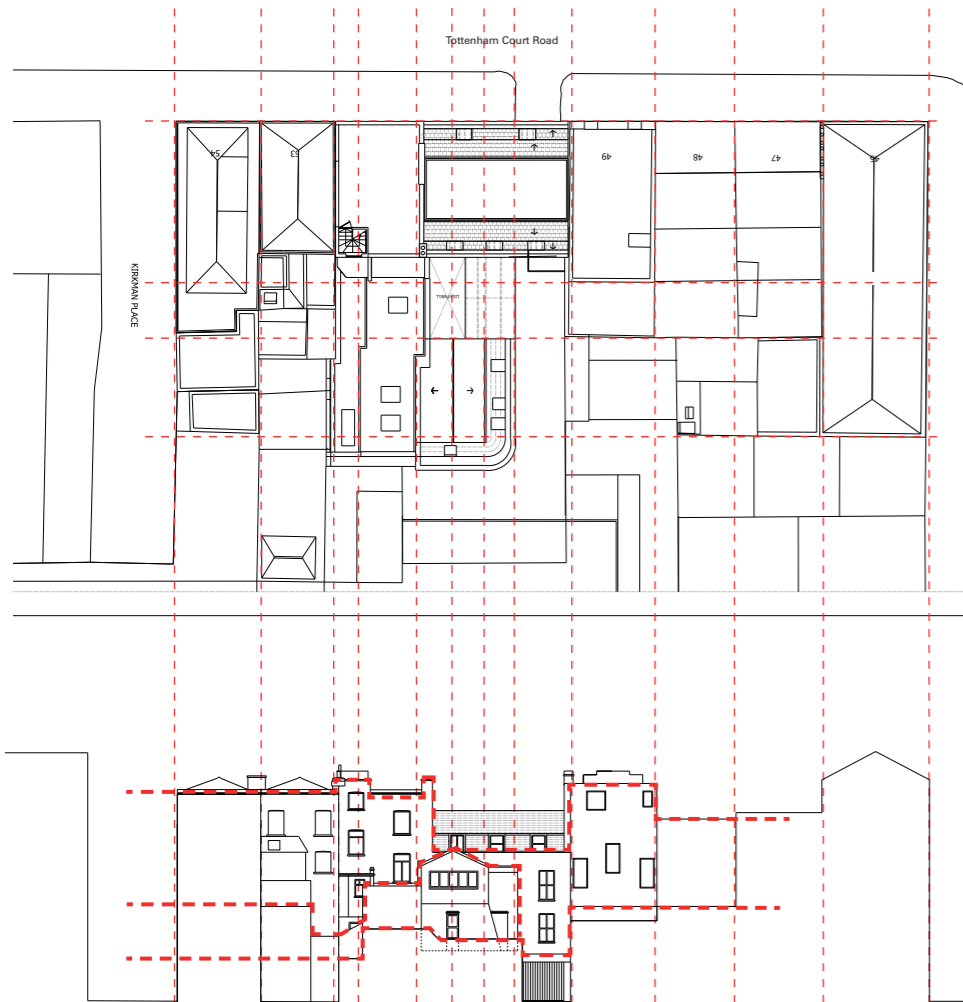


Fig: 2.17 Existing Roof Plan and Rear Elevation: Collection of small sheds and objects regardless of urban grain/plot width

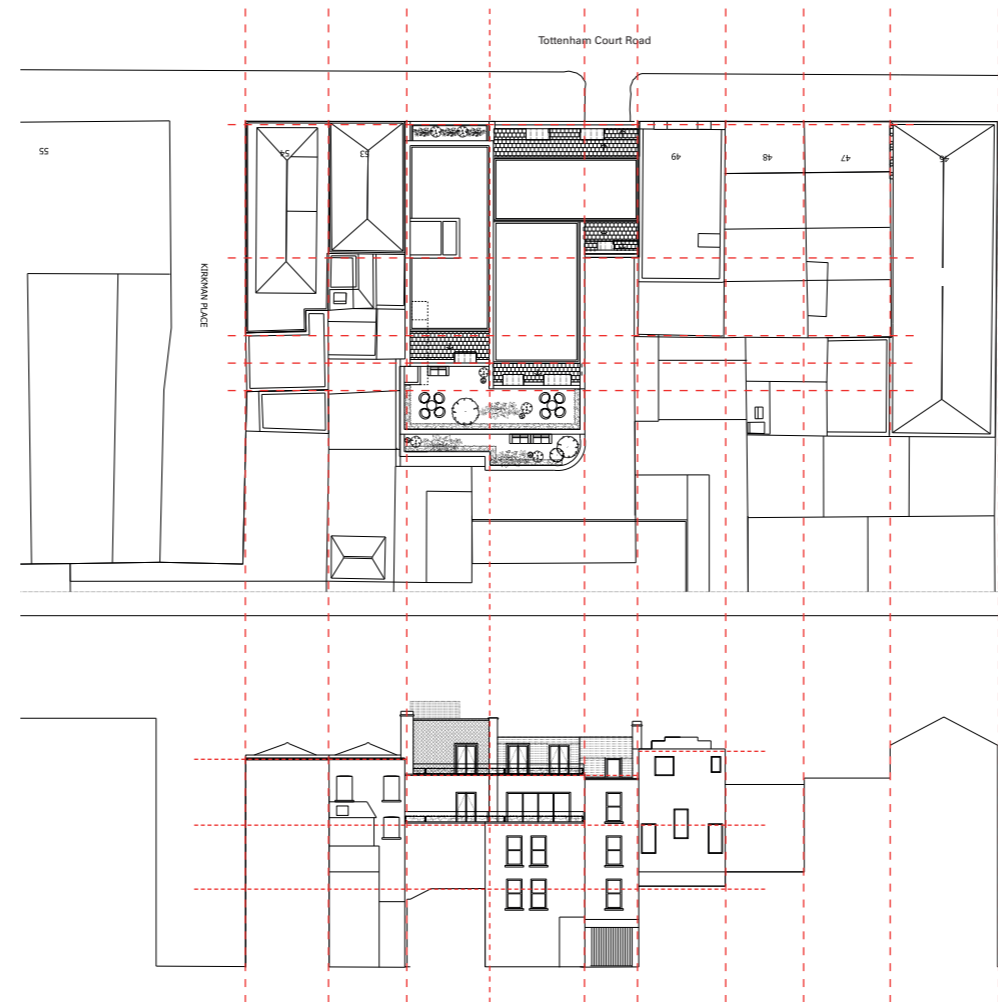


Fig: 2.18 Proposed Roof Plan and Rear Elevation - Urban grain clearly re-organized to the desired plot widths and aligning floor levels along street

## 2.0 Designer response to Camden Council's reason for refusal

2.3 In response to the third argument outlined in Council's letter:

*3. The rear extensions by reason of their height, scale, bulk and massing would have an overbearing and/or dominating effect which would result in to an increased sense of enclosure and loss of outlook to the surrounding properties, particularly to the residential units in 53 Tottenham Court Road and would therefore have a detrimental amenity impact on the occupiers of the neighbouring residential units, contrary to policy DP26 of the Camden Development Policies 2010-2026, The London Plan (2016) and the National Planning Policy Framework (2012).*

### 2.3.1 Response to Camden Council's reason for refusal 3

The rear extension on site will re-organize and reflect the desired plot widths and a balance is drawn between height and historic response. The main body of each building will remain discernible and be expressed differently at roof level. The optimised extension will not appear over dominant and the existing grain will be maintained and better expressed. Better quality amenities will be provided and the roof terraces with greenery serve as a view of internal courtyard of the street block.

To minimize 'overbearing/dominating' effect or sense of enclosure the proposed building massing has been amended to respond to the daylight criteria. S+P has collaborated with the Rights of Light Consultant in order to establish an objective standard of scale for the extension. Please refer to the report submitted with the planning application. All windows passed the vertical sky component standard, which is an indication of the level of 'outlook' each building retains. Furthermore, the proposed massing is a result of cutback exercise with respect to 53 Tottenham Court Road. (Fig. 2.19-2.22)

Please refer to the appeal statement prepared by Savills for further consideration of the impacts on surrounding amenity.



Fig: 2.19 Existing massing of 53 Tottenham Court Road

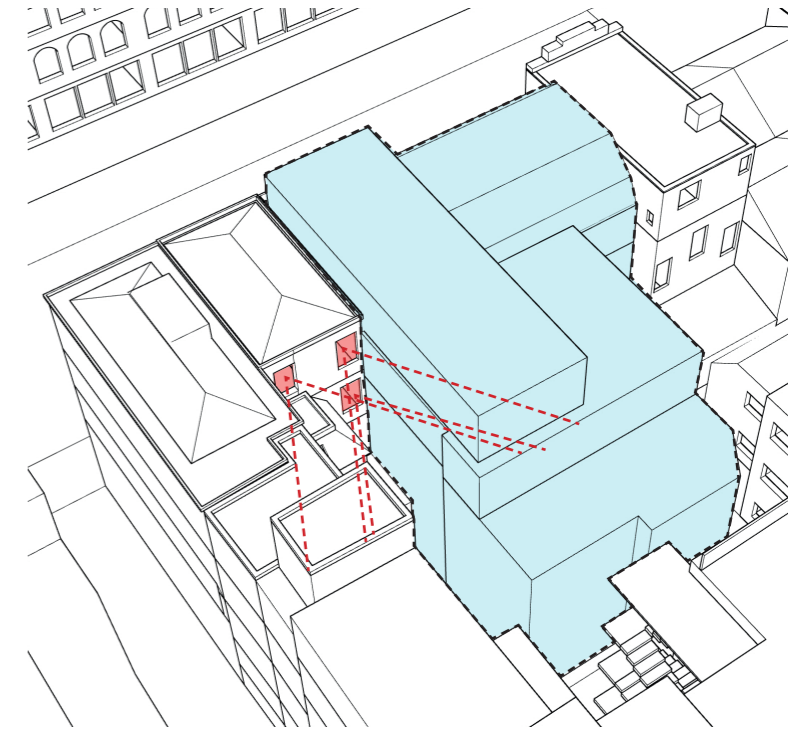


Fig: 2.20 Original massing without cutback



Fig: 2.21 Cutback of massing in respect of 53 Tottenham Court Road

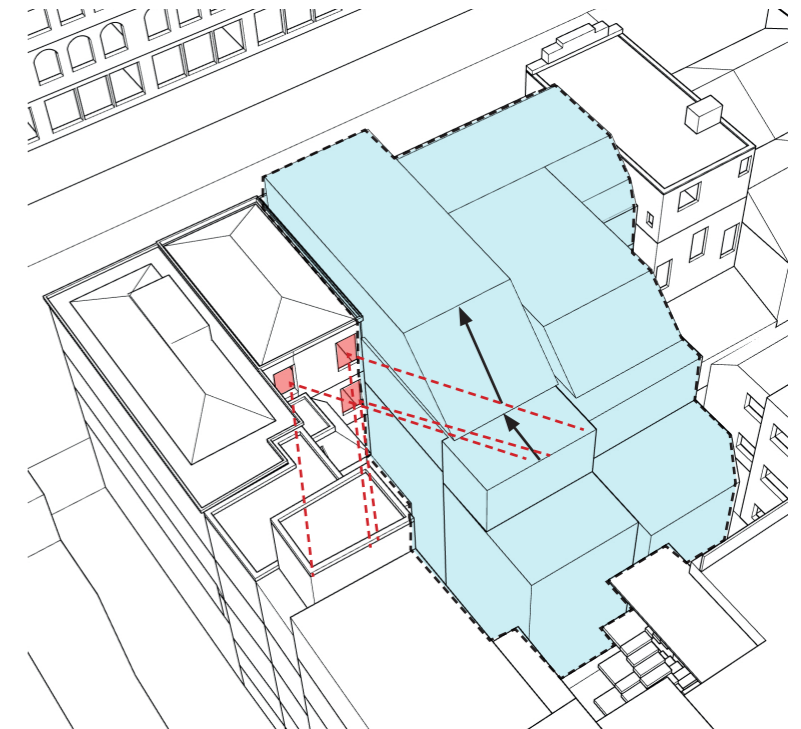


Fig: 2.22 Cutback of massing in respect of 53 Tottenham Court Road



**3.0 Technical Considerations**

3.1 In response to the fourth arguments outlined in Council's letter:

4. The development would fail to provide adequate cycle parking facilities for the residential element of the scheme and would therefore provide substandard housing development, and would fail to promote cycling as a healthy and sustainable way of travelling in this highly accessible Central London location, contrary to policies CS6 and CS11 of the Camden Core Strategy 2010-2025, policies DP17 and DP18 of the Camden Development Policies 2010-2026, The London Plan (2016) and the National Planning Policy Framework (2012).

3.1.1 Response to Camden Council's reason for refusal 4

Cycle parking for the building is provided in accordance with Camden cycle parking requirements. They are located within secure storage facilities and all are served by lift or stair.

From the diagrams, we demonstrate that S+P has set appropriate standard for cycle storage derived from Camden's policy. (Fig.3.1) The purple highlights the residential provision in calculation and the plan location of the spaces provided. Like wise the green demonstrates the office provision and the red the retail.

				REQUIRED	PROVIDED
<b>Residential Cycle Storage</b>					
Long Stay	1	space per studio and 1 bed unit	1		
	2	spaces for all other dwellings	4		
Short Stay	1	space per 10 units			
<b>Retail Cycle Storage, 50% A1 and 50% A3 use</b>					
A1 Long Stay		from a threshold of 100 sqm: first 1000sqm: 1 space per 250 sqm thereafter: 1 space per 1000 sqm.			
A1 Short Stay		from a threshold of 100 sqm: first 1000sqm: 1 space per 125 sqm thereafter: 1 space per 1000 sqm.			
A2-A5 Long		from a threshold of 100 sqm: 1 space per 175 sqm			
A2-A5 Short		from a threshold of 100 sqm: 1 space per 40 sqm			
<b>B1 Office</b>					
B1 long stay		inner/central London: 1 space per 90 sqm			
B1 short stay		first 5000 sqm: 1 space per 500 sqm, thereafter: 1 space per 5000 sqm			
<b>Residential Units</b>				5	
<b>Secure Cycle Spaces</b>				9	9
<b>Cycle stands</b>				1	1
<b>Retail Area (GEA in sqm)/2</b>				156	
<b>Secure Cycle Spaces</b>				1	1
<b>Cycle stands</b>				1	2
<b>Secure Cycle Spaces</b>				1	1
<b>Cycle stands</b>				4	4
<b>Office Area (GEA in sqm)</b>				463	
<b>Secure Cycle Spaces</b>				5	5
<b>Cycle stands</b>				1	1
<b>Total Long Stay Secured Cycle Spaces required</b>				16	16
<b>Total Short Stay Cycle Stands required</b>				7	8
<b>Total Cycle Storage required</b>				23	24



Fig: 3.1 Proposed Basement Plan - indicating cycle storage (double stackers) for each land use

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