



20-23 Greville Street

Planning Statement
including Statement of
Community Involvement

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Tibbalds Planning and Urban Design
19 Maltings Place
169 Tower Bridge Road
London SE1 3JB

Telephone
020 7089 2121

mail@tibbalds.co.uk
www.tibbalds.co.uk

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1 Introduction

1.1 This planning statement has been prepared on behalf of Seaforth Land (to be referred to as “Seaforth Land”) in support of a full planning application for works affecting an existing building at 20-23 Greville Street, London EC1N 8SS, which is being submitted to the London Borough of Camden (“LBC”).

1.2 The proposals consist of the remodelling of and extensions to an existing 1970s office building, including at basement, ground, first, second, third, fourth and roof levels, alterations to all existing facades, and the introduction of new retail (Classes A1/A3) at basement, ground and first floor levels with new Class B1 floorspace above.

1.3 The proposals have been developed in response to the planning policy context within which the site lies, with the key aim of modernising the existing building and enhancing the character and appearance Hatton Garden Conservation Area.

1.4 The application has been put together by a team led by Groupwork Architects, and is accompanied by the following documents:

- Planning Application Forms, CIL Form and Notices
- SD1 - Design and Access Statement
- SD2 - Planning Application Drawings and Red Line Plan
- SD3 - Planning Statement, including Statement of Community Involvement and draft S106 HoT
- SD4 - Historic Building Report
- SD5 - Archaeological Report
- SD6 - Daylight and Sunlight Assessment
- SD7 - Noise Assessment
- SD8 - Energy Statement
- SD9 - Sustainability Statement, including BREEAM pre-assessments
- SD10 - Transport Statement
- SD11 - Delivery and Servicing Plan
- SD12 - Draft Framework Employee Travel Plan
- SD11 - Sustainable Drainage Strategy
- SD12 - Draft Construction Management Plan

1.5 This planning statement has been prepared to assess the proposals against the relevant planning policy and legislation.

2 The application site

2.1 The application site ('the site') is located in the London Borough of Camden (LBC), on the south side of Greville Street, a key thoroughfare between Farringdon Road and Hatton Garden. The site marks the entrance, via an alley, to Bleeding Heart Yard in the south, an historic enclosed space that survives from the 17th Century street plan. A variety of residential, commercial and restaurant uses exist within the buildings on Greville Street and the yard.

2.2 The site is located in the Hatton Garden Conservation Area. The conservation area hosts a varied townscape which reflects the area's rich history and, in particular, its association with the jewellery trade. This corner of the conservation area comprises mostly Victorian and 20th century commercial buildings and former warehouse, between 4-8 storeys in height, with some smaller buildings characterising the more intimate scale of Bleeding Heart Yard. The Grade II-listed 25 Farringdon Road has a landmark presence at the junction of Greville Street and Farringdon Road.

2.3 The site is occupied by an existing 1970s office building of five storeys with a basement and small plant room (70sqm) at roof level. The building presents a blank 'monolithic' brick façade with tinted glass to Greville Street and servicing area to the Bleeding Heart Yard elevation, with poorly animated frontages. A largely concealed main entrance, accessed by a set of steps, exists to the Greville Street elevation. The building is identified by the Conservation Area Appraisal and Management Strategy as making a negative contribution to the Conservation Area.

2.4 The building is currently fully occupied by a range of companies in industries including media, publishing, music and business services. A key challenge, and indeed constraint, for the redevelopment proposals will be to retain a number of these existing occupiers on site through any construction process. This constraint influences both the design and construction methodology and how the application can respond to the prevailing planning policy context.

3 Proposed development

3.1 The proposals involve the retention and refurbishment of an existing office building of 2,340sqm (GIA) of floorspace to provide a new mixed-use building. The proposals comprise:

- The Change of use of 825sqm (GIA) of existing Class B1 office floorspace at basement, ground and first floor levels to provide flexible Class A1/A3 floorspace fronting onto Greville Street, and to Bleeding Heart Yard at the rear;
- The retention and refurbishment of 1,365sqm of Class B1 office floorspace;
- Demolition of existing fifth floor level (70sqm GIA) and replacement with a new mansard roof extension (consisting of one full floor and one mezzanine floor) and introduction of a small infill extension at the rear of the building, in total providing 1037sqm of new Class B1 floorspace and 90sqm new Class A1/A3 floorspace;
- The infilling of an existing lightwell at lower ground floor level fronting onto Bleeding Heart Yard to provide cycle facilities for the building;
- Provision of a small discreet plant enclosure integrated below parapet level within the new mansard roof; and
- New façade and windows applied to all elevations of the building.

3.2 The description of proposed development is as follows:

“Change of use of existing Class B1 use at basement, ground floor and first floor levels to Class A1/A3 use, demolition of existing fifth floor plant room and construction of new rooftop extension at fifth and mezzanine levels for Class B1 use. Erection of rear infill extension to create new cycle storage and changing facilities at basement level, Class A1/A3 use at ground and first floor levels and Class B1 use above. External alterations including new facade and glazing, and associated works”

3.3 The proposed basement, ground floor and first floor plans show the internal subdivision of individual retail units in flexible Class A1/A3. This is provided illustratively, given that any internal configuration of walls can be changed at any time without planning permission, and to ensure flexibility of the units in response to operator needs.

3.4 The proposals seek the upgrade of the building's façades through the addition of a 'ghost veil' metal façade that alludes to the historic design of buildings which formerly occupied the site.

3.5 The proposed uses and amounts are summarised as follows.

	Existing	Retained	Demolish	Change of use	New floorspace	Uplift
Class B1	2,340	1,365	70		1,037	62
Flexible Class A1/A3				825	90	915
Other (common parts)				80		80
Overall uplift in floorspace						1,057 sqm (GIA)

Proposed uses and amounts

4 Pre-application consultation

4.1 The proposals have been the subject of pre-application discussions with LBC planning and design officers, with input from relevant departments including highways and sustainability.

4.2 In addition, the scheme was presented to Camden's Design Review Panel on 8 September 2017. The feedback from the panel was welcoming and supportive of the sophisticated design concept and the heritage benefits in transforming the appearance of an unattractive building. The applicant's response to the DRP comments was presented to Camden officers on 7 November 2017, where further design comments and advice on the economic development content of the proposals was discussed. The comments and the applicant's responses are detailed in the Design and Access Statement.

4.3 A public exhibition was held at the Bleeding Heart Bistro restaurant, adjacent to the site, on Monday 18 December 2017, with an online survey used to collect feedback. The exhibition was attended by a group of local neighbours and business representatives, and the scheme was very positively received by neighbours, with comments related to the improved appearance of the building, the building height, the proposed mix of uses and construction traffic and programme.

4.4 A Statement of Community Involvement, setting out the engagement methodology and results, is included at Appendix 1.

4.5 Positive discussions have also been held with the Hatton Garden Business Improvement District, and with key neighbours around the site.

5 Policy background

5.1 Planning designations

5.1.1 In London Plan terms, the site is located in the Central Activities Zone, and within the Farringdon/Smithfield Intensification Area.

5.1.2 The site falls within the London Plan Protected Vista 2A.1 (Parliament Hill looking towards St Paul's Cathedral). However, the proposed development height of 38.1m AOD falls below the threshold AOD height (52.1m) specified in the London View Management Framework. The site is also completely obscured in this view behind the King's Cross development.

5.1.3 Camden's Local Plan allocates the site within:

- the Central London Area (Map 1: Key Diagram);
- the Hatton Garden Specialist Shopping Area (Map 7: Camden's Town Centres);
- the Hatton Garden Conservation Area; and
- Key Views 1 and 2 along Greville Street (CAA guidance).

5.1.4 There are no site-specific designations. The building is not statutorily or locally listed.

5.1.5 The Elizabeth Line Crossrail tunnel safeguarding area passes beneath the site.

5.2 Relevant policies

5.2.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the Development Plan, unless material considerations indicate otherwise. The Development Plan for the site comprises:

- The London Plan 2016; and
- Camden Local Plan (adopted July 2017)

5.2.2 Other documents, which are material considerations, include the NPPF and other Supplementary Planning Documents and planning guidance produced by the GLA and LBC. These include:

- Hatton Garden Conservation Area Appraisal and Management Strategy (August 2017)
- Camden CPG1 - Design
- Camden CPG3 – Sustainability
- Camden CPG5 – Town Centres, Retail and Employment
- Camden CPG7 – Transport
- Camden CPG8 – Planning Obligations
- GLA Guidance on preparing energy assessments (March 2016)
- Central Activities Zone SPG (March 2016)
- Character and Context SPG (June 2014)
- London View Management Framework (March 2012)
- Use of planning obligations for the funding of Crossrail and Mayoral CIL (April 2013 and March 2016)
- Sustainable design and construction (April 2014)

5.2.3 A draft London Plan was published for consultation on 29 November 2017. It is at an early stage of preparation and so its draft policies currently have limited weight.

5.2.4 The planning policy context is set out below, listing planning policies which are considered relevant to the determination of the application:

London Plan (2016):

Policy 2.10 Central Activities Zone – strategic priorities

Policy 2.11 Central Activities Zone – strategic functions

Policy 2.12 Central Activities Zone – predominantly local activities

Policy 2.13 Opportunity areas and intensification areas

Policy 2.15 Town Centres

Policy 3.2 Improving health and addressing health inequalities

Policy 4.1 Developing London's economy

Policy 4.2 Offices

Policy 4.3 Mixed use development and offices

Policy 4.7 Retail and town centre development

Policy 4.8 Supporting a successful and diverse retail sector and related facilities and services

Policy 4.9 Small shops

Policy 4.10 New and emerging economic sectors

Policy 4.12 Improving opportunities for all

Policy 5.2 Minimising carbon dioxide emissions

Policy 5.3 Sustainable design and construction

Policy 5.4 Retrofitting

Policy 5.6 Decentralised energy in development proposals

Policy 5.7 Renewable energy

Policy 5.9 Overheating and cooling

Policy 5.10 Urban greening

Policy 5.11 Green roofs and development site environs

Policy 5.12 Flood risk management

Policy 5.13 Sustainable drainage

Policy 5.14 Water quality and waste water infrastructure

Policy 5.15 Water use and supplies

Policy 5.17 Waste capacity

Policy 6.3 Assessing effects of development on transport capacity

Policy 6.9 Cycling

Policy 6.13 Parking

The Draft London Plan (2017):

Policy GG2 Making the best use of land

Policy GG5 Growing a good economy

Policy SD4 The Central Activities Zone (CAZ)

Policy SD6 Town Centres

Policy D1 London's form and characteristics

Policy D2 Delivering good design

Policy D3 Inclusive design

Policy D7 Public realm

Policy E1 Offices

Policy E2 Low cost business space

Policy E3 Affordable workspace

Policy E9 Retail, markets and hot food takeaways

Policy HC1 Heritage conservation and growth

Policy HC5 Supporting London's culture and creative industries

Policy HC6 Supporting the night-time economy

Policy SI2 Minimising greenhouse gas emissions

Policy SI3 Energy Infrastructure

Policy SI4 Managing heat risk

Policy SI5 Water infrastructure

Policy SI13 Sustainable drainage

Policy T2 Healthy Streets

Policy T3 Transport capacity, connectivity and safeguarding

Policy T4 Assessing and mitigating transport impacts

Policy T5 Cycling

Policy T6 Car parking

Camden Local Plan (2017):

- Policy G1 Delivery and location of growth
- Policy H2 Maximising the supply of self-contained housing from mixed-use schemes
- Policy E1 Economic development
- Policy E2 Employment premises and sites
- Policy A1 Managing the impact of development
- Policy A4 Noise and vibration
- Policy D1 Design
- Policy D2 Heritage
- Policy D3 Shopfronts
- Policy CC1 Climate change mitigation
- Policy CC2 Adapting to climate change
- Policy CC3 Water and flooding
- Policy CC5 Waste
- Policy TC1 Quantity and location of retail development
- Policy TC2 Camden's centres and other shopping areas
- Policy TC5 Small and independent shops
- Policy T1 Prioritising walking, cycling and public transport
- Policy T2 Parking and car-free development
- Policy 7.2 An inclusive environment
- Policy 7.3 Designing out crime
- Policy 7.4 Local character
- Policy 7.6 Architecture
- Policy 7.8 Heritage assets and archaeology
- Policy 7.9 Heritage-led regeneration
- Policy 7.12 London View Management Framework
- Policy 7.15 Reducing and managing noise

6 Planning considerations

6.1 Introduction

6.1.1 In the context of the above policies and the specifics of the scheme, the main considerations relevant to the application are:

- The principle of development
- Land use: Employment (including jewellery sector)
- Land use: Retail and restaurant
- Design, townscape and heritage
- Impact on amenity of surrounding occupiers
- Transport, parking and servicing
- Energy and sustainability
- Other environmental considerations
- Planning contributions and CIL

6.1.2 Each of these issues is discussed in the subsequent sections within this chapter of this planning statement.

6.2 The principle of development

6.2.1 Policy at strategic and local levels encourages development that supports London's economy, particularly within the Central Activity Zone (CAZ), one of the world's most attractive business locations. Economic development is also encouraged within the Farringdon/Smithfield Intensification Area, and in local town centres. The CAZ is described by London Plan Policy 2.11 as supporting a rich mix of local uses as well as having an international business role. It is noted that where heritage designations might constrain new office provision, solutions should be sought through high quality design that complements these designations.

6.2.2 As part of its overall spatial strategy, Camden's Local Plan notes that the borough's south-eastern corner falls within the Farringdon/Smithfield Intensification Area, where the London Plan expects at least 850 homes and 2,500 jobs to be delivered between 2011 and 2031, facilitated by the delivery of Crossrail. It concludes that limited development, rather than major growth, should come forward within the Camden boundary because of constraints posed by the unique character and conservation area status of the Hatton Garden area (Paragraph 2.40-2.41).

6.2.3 The interplay between the strategic functions of the Farringdon area and local heritage character has been weighed carefully in developing these proposals. The proposals increase the site's development quantum by 45%, consisting of a subtle increase in height and a rear extension. This contextually sensitive, limited expansion succeeds in both securing premises to support Farringdon's intensification, while also preserving Hatton Garden's historic character.

6.2.4 In terms of land use, which is considered in more detail in the following sections, the proposals comprise a mix of office, retail and restaurant uses. Overall, there is an uplift in floorspace of 1,057sqm on the site which comprises a net increase in B1 floorspace of 62sqm (GIA), a net increase in retail floorspace of 915sqm (GIA) and the reconfiguration of existing B1 space as communal space of 80sqm (GIA). The uses proposed are supported by Camden policy, provided no employment space is lost (Policy E2), and retail uses are focused in retail frontages (Policy TC1). The mix of uses is considered suitable for Greville Street, which is a key route in the Hatton Garden specialist shopping area.

6.3 Land Use: Employment uses (including jewellery sector)

6.3.1 The proposals provide for the reorganisation of an existing 1970s office building, upgrading and rationalising the floorplates to create more efficient, high quality accommodation suitable for major occupiers, in target sectors such as creative industries and business services.

6.3.2 Policy E2 states that higher intensity redevelopment of business premises will be considered acceptable where the level of employment floorspace is increased or maintained; existing businesses are retained onsite; and space suitable for start-ups and small/medium enterprises are included. The proposals increase the overall level of Class B1 floorspace on the site by 62sqm (GIA). In addition, the Class B1 floorspace is reorganised.

6.3.3 Existing floorspace (at basement to fourth floor levels) is re-provided in refurbished second to fourth floors and new fifth/mezzanine floors. This reorganisation allows the construction programme to retain the existing occupiers. Each new floor is refurbished or created, and then existing tenants will be moved from their existing floor to a new/refurbished floor. In addition, the new floorspace will create the opportunity for existing businesses to grow due to the greater efficiencies in the new floorspace. The refurbishment works also create an opportunity to introduce improved shared/communal facilities. The vacated floorspace at basement, ground and first floors and the extensions/infills at these levels will create an opportunity to introduce new active retail uses and expansion floorspace for the existing Bleeding Heart restaurant.

6.3.4 The reorganisation of B1 space within the building will therefore be managed to retain existing occupiers who wish to stay. A key tenant is expected to relocate from the basement to a proposed penthouse office suite at 5th/mezzanine floor.

6.3.5 The new office accommodation benefits from level access via a new entrance lobby, improved energy performance, new windows throughout and improved floor to ceiling heights achieved by removing suspended ceilings. The open floorplates of 490sqm GIA will be suitable for a range of operators and are flexible and adaptable.

6.3.6 Overall, the proposals will deliver improved office accommodation that supports the CAZ, with a small gain in overall employment floorspace. Therefore, the principle of office use is supported in policy terms.

Jewellery sector uses

6.3.6 The Hatton Garden area is famously associated with its historic jewellery trade. Camden Policy E2 seeks to preserve the area's special character and uses relating to jewellery manufacturing and trading, and as such requires new development to provide a proportion of floorspace as affordable jewellery workspace, or make contributions to support the jewellery industry. Policy E2 requires 50% of net new floorspace above a 200sqm threshold to be used as jewellery workshops, unless it can be demonstrated that site constraints preclude this, in which case:

"When the provision of workspace is not possible due to the nature of the site or the development, we will seek a financial contribution towards support for the jewellery industry. The requirement to provide workspace will be determined by the supply of such space in the area. Where considered appropriate, contributions towards training and support activities for industry in Hatton Garden may be sought in lieu of workshop provision. The level of contribution will be related to the area of workspace that would otherwise have been expected" (Para 5.52).

6.3.7 Camden's Planning Obligations guidance CPG8 states that any contribution would be *"based upon the equivalent cost of providing alternative workshop floorspace and will be used for related measures to support this business sector."*

6.3.8 The applicant has given full consideration to Policy E2, investigating in detail whether the requirement can be met by allocating workshop space onsite. It is noted that the following space needs must be accommodated within the proposals:

- The upper four floors must be allocated as Class B1 to maintain the level of office (employment) floorspace in line with policy requirements (see section 6.3);

- Policy E2 requires the retention of existing tenants. The building is currently fully let, and the majority of existing occupiers, many long-term occupants, will be retained during redevelopment and relocated within the building as works progress;
- The ground, basement and first floor seeks conversion to Class A1/A3 retail use to activate the frontages along Greville Street and Bleeding Heart Yard. This reflects the changing nature and role of the area. Greville Street will become a key thoroughfare once the Farringdon Crossrail Station is open and hence a far more prominent retail street. The proposed multi-level retail units respond to the space requirements of target operators, with kitchen and storage space located in the basement (positioned on the plan so that extraction can be accommodated without horizontal transfers);
- The neighbouring Bleeding Heart Bistro has expressed interest in expanding their kitchen operations by taking space in the 20-23 Greville Street basement. If taken forward this would support the expansion of an existing business that has operated in the area for 20 years, and would occupy the south-eastern corner of the basement adjacent to their property; and
- Space at basement level provides cycle storage/ facilities and bin storage, removing the unsightly exterior bin area in Bleeding Heart Yard.

6.3.9 The above factors occupy all of the space in the building, and constrain the ability to deliver affordable workshop space directly. Having considered this in detail, the applicant has concluded that direct provision of affordable workspace is not feasible in this case. They do, however, recognise the significance of the policy and in this regard have sought to develop an alternative, equally beneficial proposal that can be delivered directly. The applicant is offering to support and work with the jewellery industry to launch and operate a jewellery market in Bleeding Heart Yard, where local designers/makers can sell their work. This proposal will be funded directly by the applicant to a level that is commensurate to the level of workspace that would be provided on site (50% of the uplift in floorspace of 1,057sqm GIA).

6.3.10 The proposal has been discussed with the Hatton Garden Business Improvement District, who have lent their support to the initiative as a suitable alternative in this instance to workshop provision. This would provide an opportunity to support designer-makers with a platform to sell directly to the public. The initiative would help promote Bleeding Heart Yard as a destination, bringing new people to the area to buy jewellery that is 'Made in Hatton Garden', generating weekend activity that benefits the wider area.

6.3.11 It is anticipated that funding and a management plan would be secured via Section 106, commencing on occupation of the redevelopment.

6.3.12 The proposal is considered to meet the requirements of Policy E2, which allows for a case where onsite provision is demonstrated to not be feasible for contributions towards training and support activities for industry in Hatton Garden to be accepted. The market is a meaningful proposal that would provide direct benefit to the area's makers.

6.4 Land Use: Retail uses

6.4.1 The site is located within the Hatton Garden Specialist Shopping Area, on a key pedestrian route that connects this area to the new Farringdon Crossrail station. A key component of the proposals is to activate the current blank frontage with three new A1/A3 retail units: each with direct access to Greville Street and one with active frontage and an external colonnaded patio facing into Bleeding Heart Yard. This is a significant improvement to the current condition, in which the building presents a blank facade to Greville Street, and has an unsightly 'back of house' area which detracts from the historic character of Bleeding Heart Yard. The proposed terrace at the rear will enable the restaurant use to spill out into Bleeding Heart Yard, energising a famous but currently under-utilised historic space.

6.4.2 The proposed retail uses (totalling 915sqm GIA of flexible Class A1/A3 use) comply with Local Plan Policies TC1 and TC4 by contributing an appropriate level of retail provision to the shopping area, and extending the retail frontage along Greville Street where, given the increased footfall expected to arise with Crossrail, there will be increasing passing trade. This will contribute to the balance of uses and amenities across the shopping area. As noted in the CAA 2017, the historic street pattern lends itself to being explored on foot, with a rich concentration of activities focused in the area.

6.4.3 The proposed jewellery market in Bleeding Heart Yard will also benefit the Hatton Garden shopping area by diversifying the range of jewellery shopping activities on offer, attracting new visitors to the area.

6.4.4 The proposed subdivision of the individual retail units is considered to be illustrative, given that such configuration can be changed without planning permission. However, the intention is to create a number of small shops and restaurants, with multi-level layouts in response to commercial advice on operator requirements.

6.4.5 Amenity considerations will be carefully addressed through design and site management. In line with Policy TC4, the proposed restaurant and outdoor terrace would operate within agreed hours to avoid disturbance to nearby residents. An appropriate area has been allocated at roof level for plant for the retail/restaurant uses, with all plant to sit below the line of the parapet). As the provision of plant will be contractor dependent, details will be submitted for approval via condition prior to occupation of the units, including any mitigation required to protect neighbouring amenity.

6.4.6 In summary, the proposals will support the vitality and viability of the Hatton Garden shopping area, and improve key frontage along Greville Street, whilst protecting neighbouring amenity.

6.5 Design, townscape and heritage

Design

6.5.1 The Government's commitment to design excellence is a key theme of the NPPF. High quality and inclusive design is seen to go beyond just aesthetic considerations, with plan-making and decision-making required to *"address connections between people and places and the integration of new development into the natural, built and historic environment"*.

6.5.2 In determining applications, the NPPF gives weight to achieving outstanding or innovative designs, which help raise the general standard of design. Paragraph 65 states that LPAs should not refuse planning permission for buildings or infrastructure, which *"promotes high levels of sustainability because of concerns about incompatibility with an existing townscape, if these concerns are mitigated by good design"*.

6.5.3 In terms of what constitutes 'good design', the CABE publication *By Design* (2000) sets out seven key objectives of urban design that development proposals should aspire to and reinforce in terms of their layout, landscape, density and mix, height, massing, and detailed appearance. These are:

- Character - a place with its own identity;
- Continuity and enclosure - a place where public and private spaces are clearly distinguishable;
- Quality of the public realm - a place with attractive and successful outdoor areas;
- Ease of movement - a place that is easy to get through and move through;
- Legibility - a place that has a clear image and is easy to understand;
- Adaptability - a place that can change easily; and
- Diversity - a place with variety and choice.

6.5.4 A key objective of both the London Plan and LBC policy is to promote high quality, sustainable design and exemplar development. This relates not just to the aesthetic appearance of the environment, but also about enabling an improved quality of life and economic growth. Policy also advises that development should reduce opportunities for anti-social behaviour and contribute to a sense of security.

6.5.5 The London Plan requires residential development to enhance the quality of local places, Policy 7.6 requires buildings and structures to be of the highest architectural quality. Contemporary architecture is encouraged, but it should be respectful and sympathetic to the other architectural styles that have preceded it in the locality.

6.5.6 Local Plan Policy D1 expresses the council's desire to secure high quality design which respects local character and context, preserves and enhances the historic environment and heritage, is sustainable, integrates with the surrounding streets, is inclusive and accessible, and preserves significant and protected views.

6.5.7 The proposals have benefitted from pre-application feedback from LBC's design and conservation team and Design Review Panel, and been developed in response to the advice received.

6.5.8 In response to these policy aims and objectives, site specific requirements and pre-application advice, the Design and Access Statement provides a comprehensive description of the proposals in terms of the factors that have influenced the design; its evolution and the layout, scale, landscaping and appearance.

6.5.9 The proposal is a skilful interplay of the contemporary and historic. The key design feature is a new façade which mimics the massing and architectural articulation of 19th Century buildings that previously occupied the site. This façade will be constructed from patinated metal in a dark brown, bronze colour, which will be perforated to give a degree of transparency that allows the existing building to be glimpsed, suggesting a connection between past and present.

6.5.10 The Design Review Panel recognised at pre-application stage that the proposals could “*result in an exceptionally high-quality building*”, praising the “*complex and sophisticated*” concept which could deliver a “*remarkable building*”. Comments raised on specific elements have been used to refine the design. In recognition of the unusual nature of the façade design, a sample construction panel is being installed in-situ to enable decision-makers to judge the deliverability of the concept, its durability and ability to be maintained.

6.5.11 In terms of the relationship to surrounding context, the design transforms entirely the relationship of the building to the streetscape. The façade is designed to provoke curiosity between past and present, and the opening up of the building through retail uses gives the public an opportunity to enter and interact directly with the building. The proposals also transform an unsightly and neglected aspect facing into Bleeding Heart Yard, with a new lobby entrance for the offices and a colonnaded restaurant terrace that provides public space. The traditional working character of the yard is reflected in the elevation design. The design concept is bold and innovative, and has been developed in a considered way that allows all aspects of the building’s aesthetic appearance, as well as its function, accessibility and role in the townscape to be improved.

6.5.12 The reconfiguration of the building entrances introduces new level access to all uses, replacing the existing stepped entrance on Greville Street.

Massing

6.5.13 The proposals increase the height of the building by one storey (with mezzanine level), in a sloping mansard form. This is considered appropriate as it recreates the scale of the 19th Century buildings that previously stood on the site, re-establishing a historic roofline with dormers and central keystone. This massing increase can be accommodated within the local townscape without detracting from the key local views up and down Greville Street, and particularly by retaining the prominence of the Grade II-listed 25 Farringdon Road with its distinctive roofline and corner turret.

6.5.14 Verified views of the proposed development in Local Views 1 and 2 (CAA Guidance 2017) have been produced and are contained at Appendix 2 of this report.

These wirelines show that the increased massing and articulated roofline fit well into the context of the surrounding buildings, and although being taller, offer a significant improvement to the boxy, monolithic form of the existing building.

6.5.15 Within Bleeding Heart Yard, the proposed infill extension restores the former plot pattern, as shown on historic plans and photographs (please refer to the submitted Historic Building Report for more details).

6.5.16 Given the historic precedent for the changes proposed, the massing approach is considered acceptable and consistent with policy.

Heritage

6.5.17 The Hatton Garden Conservation Area was designated by LBC in 1999, with the most recent Conservation Area Appraisal and Management Strategy adopted in August 2017 (“CAA 2017”). In this document, 20-23 Greville Street is identified as one of fifteen buildings which “*make a negative contribution...for example because of inappropriate bulk, scale, height or materials, poor quality design or construction, or because they fail to address the street*” (Para 6.4).

6.5.18 Furthermore, the site is flanked by buildings which are marked as making a positive contribution, with the adjacent Bleeding Heart Tavern identified as a shopfront of merit. This part of the Conservation Area therefore has strong character from which the current 20-23 Greville Street building detracts. The CAA also notes that large office buildings designed without an appreciation of the area’s character have weakened local character, and as such “*there is an opportunity to strengthen the character of the area through careful design, paying attention to the articulation of façades and roofs, use of materials and other issues*” (Para 10.16).

6.5.19 Bleeding Heart Yard (and Hatton Place) are characterised as part of the Trading Centre sub-area, and are “*important as large yards that have survived from*

the seventeenth-century street plan. They depend on lower heights, irregularity of outline and a strong sense of enclosure for their effect”.

6.5.20 The proposed façade treatment restores the articulation of the industrial warehouse buildings that once faced Greville Street and Bleeding Heart Yard, re-establishing also the historic plan form and massing. This is considered a very positive strategy in heritage terms, disguising the current building which pays little regard to its surrounding context.

6.5.21 The site’s location within the Hatton Garden Conservation Area requires a full assessment of the significance of the conservation area and consideration of any impact caused by the proposal, categorising if applicable the level of any harm arising (NPPF Para 128-129, 132-134). A full assessment of heritage significance and the impact of the proposals is provided in the Historic Building Report submitted as part of this application. This assessment concludes that the proposed development reverses the current building’s negative contribution and strengthens the conservation area’s character and significance. As such, the proposal delivers positive heritage benefits and fully accords with policy.

Below ground heritage

6.5.22 Policy 7.8 and the NPPF 128 also require the archaeological implications of development to be assessed, and as such a desktop Archaeological Report has been submitted in support of the application. There is no basement excavation proposed as part of the development (an existing lightwell at the southwestern corner will be infilled). However, the proposed rear extension will be supported on piled foundations less than 12m deep.

6.5.23 The Archaeological Report finds there to be high potential for post-medieval remains and later medieval remains, but categorises the assets’ likely significance as low or medium. In view of the limited archaeological potential, it is not considered that further investigation will be required.

6.6 Impact on amenity of surrounding occupiers

6.6.1 London Plan policy 7.6 requires buildings and structures to not cause unacceptable harm to the amenity of surrounding land and buildings, particularly residential buildings, in relation to privacy, overshadowing, wind and microclimate.

6.6.2 London Plan policy 7.15 requires development to manage noise by avoiding significant adverse noise impacts on health and quality of life and improving and enhancing the acoustic environment.

6.6.3 Policy A1 of Camden’s Local Plan seeks to protect the quality of life of occupiers and neighbours. The policy goes on to state that assessments of development will consider: visual privacy and outlook; sunlight, daylight and overshadowing; artificial lighting levels; transport impacts; impacts of the construction phase, including the use of Construction Management Plans; noise and vibration levels; odour, fumes and dust; microclimate; contaminated land; and impact upon water and wastewater infrastructure.

6.6.4 The building is surrounded by historic buildings in close proximity, which accommodate a diverse mix of residential and commercial uses, including offices, workshops, restaurants and retail uses.

6.6.5 A daylight/sunlight assessment has been carried out to determine the acceptability of the proposed roof extension upon the amenity of surrounding occupiers. Its findings are that despite there being very marginal transgressions on daylight values for a minority of windows, further assessment considers these to be acceptable given the uses in those properties. Overall, the scheme performs well and is not considered to materially harm neighbouring daylight and sunlight amenity, with acceptable levels retained by all properties with a reasonable requirement.

6.6.6 The relatively modest extensions to the building are not considered to have any unacceptable impacts on neighbouring properties of an overbearing nature and would not result in any unacceptable overlooking issues or loss or privacy.

6.6.7 In terms of noise, the area already hosts a mix of commercial and residential properties. The proposed introduction of retail activities falls within this mix of activities, but the close proximity of residents is noted. The building will be managed by the applicants, Seaforth Land, who will be responsible for ensuring that tenant operations – including any restaurant and outside seating activities - are carried out within normal trading hours to limit disturbance to neighbours.

6.6.8 An environmental noise survey report has been submitted which assesses existing noise levels and the anticipated noise levels from the proposed A1/A3 uses, which will be used to guide any necessary acoustic mitigation at the detailed design stage. Plant for the retail/restaurant uses (to be determined and installed by operators) will be housed within the roof below parapet level, and details will be submitted for approval via condition prior to occupation of the units, including any acoustic mitigation required to protect neighbouring amenity.

6.6.9 The enclosure of plant behind the parapet prevents any visual impact, and generally the proposals improve significantly the appearance of the building for surrounding occupiers.

6.6.10 The above measures comply with Local Plan policies A1 and A4 protecting amenity.

6.7 Transport, parking and servicing

6.7.1 London Plan Policy 6.1 states the importance of closer integration of transport and development and hopes to encourage this by (inter alia):

- *“Encouraging patterns of development that reduce the need to travel, especially by car;*
- *Seeking to improve the capacity and accessibility of public transport, walking and cycling, particularly in areas of greatest demand;*
- *Supporting development that generates high levels of trips only at locations with high levels of public transport accessibility, either currently or via committed, funded improvements;*
- *Improving interchange between different form of transport, particularly around major rail and Underground stations, especially where this will enhance connectivity in outer London;*
- *Facilitating the efficient distribution of freight whilst minimising its impacts on the transport network;*
- *Supporting measures that encourage shifts to more sustainable modes and appropriate demand management;*
- *Promoting greater use of low carbon technology so that CO2 and other contributors to global warming are reduced;*
- *Promoting walking by ensuring an improved urban realm; and*
- *Seeking to ensure that all parts of the public transport network can be used safely, easily and with dignity by all Londoners, including by securing step-free access where this is appropriate and practicable”.*

6.7.2 Policy 6.3, regarding the effects of development on transport capacity, states that new developments which will give rise to significant numbers of new trips should be located either where there is already good public transport provision with capacity adequate to support the additional demand, or where such high-quality provision is being introduced. Phasing development, the use of Travel Plans and addressing freight issues may all help reduce the impact of the development.

6.7.3 Policy 6.9, relating to cycling, seeks to bring about a major increase in cycling such that it accounts 5% of modal share by 2026. Development should provide on-site changing facilities and showers, assist with facilitating growth of the cycle hire scheme and contribute positively towards an integrated cycling network.

6.7.4 Policy 6.10, relating to walking, states that “development proposals should ensure high quality pedestrian environments and emphasise the quality of the pedestrian and street space.”

6.7.5 Camden Policy T1 prioritises walking, cycling and public transport while policy T2 aims to limit the availability of parking and requires all new developments in the borough to be car-free. It is noted that Transport for London (TfL) and LBC have consulted on a new Cycle Superhighway (CS6) which will involve both pedestrian and cycle improvements on Greville Street. These proposals have been taken into consideration as part of the transport strategy.

6.7.6 In the context of these policies and the existing conditions on the site, the applicant has developed a site-specific transport strategy for the development. This is set out within the submitted Transport Assessment, Framework Employee Travel Plan, Delivery and Servicing Plan and draft Construction Management Plan.

6.7.7 The site benefits from a PTAL rating of 6B and is located 180m from Farringdon Station, a key station which will transfer passengers between Crossrail, Thameslink and underground services. By the time the proposed development is completed, Crossrail will be fully operational (after December 2019), with a service every 2.5 minutes reaching Bond Street in 4 minutes, and Paddington or Canary Wharf in 8 minutes.

6.7.8 As a result of this excellent transport connectivity and proximity to other amenities and services, the significant majority of trips are expected to be made by walking, cycling and public transport. The proposed development is accordingly car-free, and cycle parking and facilities are provided in line with the London Plan standards, as per the following table:

Cycle Parking Provision		
Use (GEA)	Long-stay Cycle Parking	Short-stay Cycle Parking
A1 non-food retail (480sqm)	2	4
A3 Use (501sqm)	3	13
B1 Office (2,662sqm)	30	6

Cycle parking provision based on scenario of flexible ground floor use.

6.7.9 Visitor cycle parking is proposed to be accommodated offsite in the direct vicinity, in Bleeding Heart Yard. Camden Planning Guidance CPG7 expects cycle parking to be off-street, whereas the London Plan suggests that where it is not possible to provide suitable visitor parking within the curtilage or in a suitable location in the vicinity agreed by the planning authority, contributions to provision in the vicinity of the site may be accepted.

6.7.10 The applicant has thoroughly investigated the possibility of accommodating the required visitor provision within the site red line; however, the only external space available forms an outdoor restaurant terrace whose key function is to activate Bleeding Heart Yard. If the objective of activating the yard in urban design terms is supported by LBC, it is not feasible to accommodate any onsite cycle parking proposal. Location of the visitor parking in Bleeding Heart Yard is considered a suitable solution, as the active frontage to Bleeding Heart Yard is not compromised and the correct level of cycle parking can be accommodated. A drawing provided in the Transport Statement demonstrates that cycle stands can be accommodated alongside delivery and servicing vehicles accessing and turning in the yard.

6.7.11 The proposal is considered to accord fully with LBC’s and London policies prioritising sustainable modes of travel. The proposals also bring about the removal of three existing informal parking spaces in Bleeding Heart Yard, which is considered a benefit.

6.8 Energy and sustainability

6.8.1 Policy 5.2 of the London Plan requires all major development to contribute to reducing carbon emissions in accordance with an energy hierarchy, with non-residential development required to achieve reductions of 35% below Part L of the Building Regulations 2013 (supplemented by a carbon offset payment if necessary).

6.8.2 Local Plan Policy CC1 promotes zero carbon development, and requires all major development to demonstrate how London Plan targets for carbon dioxide emissions have been met.

6.8.3 The Energy Assessment completed for the development demonstrates that the building achieves a 42.63% reduction in CO₂ emissions, which satisfies the London Plan and local Policy CC1 target.

6.8.4 Supporting paragraph 8.11 adds that the Council expects developments of more than 500sqm GIA to achieve a 20% reduction in carbon dioxide emissions from on-site renewable energy generation, unless it can be demonstrated that such provision is not feasible.

6.8.5 The maximum feasible area of PV has been included in the development proposals at roof level, taking into account the Conservation Area constraint of accommodating renewables on any visible façades. The Energy Assessment calculates that this, together with the inclusion of ground source heat pumps, contributes 15.16% of the CO₂ savings from renewables, which is considered the maximum feasible amount that can be delivered for this site, and is broadly in line with the policy target.

6.8.6 Policy CC1 requires all major developments to assess the feasibility of connecting to an existing decentralised energy network, or where this is not possible establishing a new network. Supporting paragraph 8.26 states that all major developments should incorporate communal heat distribution systems to facilitate a single point of connection to decentralised energy networks unless it can be clearly demonstrated that it is not applicable due to local circumstances. Major developments that do not connect to a network and are located within areas identified by Map 5: Energy Networks will be required to make a financial contribution towards council-led decentralised energy feasibility and delivery within these areas.

6.8.7 As set out in Section 5.1 of the submitted Energy Report it is acknowledged that according to the London Heat Map, there is an existing District Heat Network close to the application site. However, by reason of the scale and nature of the development, which is subject to an irregular usage pattern and low heat and water demand, it would be incompatible with such a Network and is therefore not considered suitable for this proposal.

6.8.8 Supporting paragraph 8.20 encourages all developments of more than 500sqm GIA to assess the embodied carbon emissions associated with the development within the energy and sustainability statement.

6.8.9 A Sustainability Statement has been prepared to assess the sustainability performance of the proposed development against the guidance contained within relevant national, regional and local planning policy, including within the GLA's Sustainable Design and Construction SPG and Camden Planning Guidance CPG3. The conclusion of this assessment addresses Policy CC2's requirement to demonstrate how adaptation measures and sustainable development principles have been incorporated into the design and proposed implementation.

6.8.10 Policy CC2 expects non-domestic developments of 500sqm of floorspace or above to achieve "Excellent" in BREEAM assessments and encourages zero carbon in new development from 2019.

6.8.11 Following the BRE Guidance, two BREEAM Pre-Assessments have been carried out for the two separate functions of the proposed development: retail (predominantly refurbishment) and the office use (which incorporates new build and refurbishment elements).

6.8.12 For the retail units, we have used BREEAM UK Refurbishment & Fit Out 2014, as this component of the scheme is almost 100% refurbishment and falls within the following scope: *'where the original building is greater than 2500m² and the new extension is no greater than 500m²'. Therefore, BREEAM UK Refurbishment & Fit Out 2014 can be used.*

6.8.13 For the office floorspace, the proposal does not fall within the three categories offered by the BREEAM refurbishment pathway given the level of new build floorspace. Thus, we have undertaken the BREEAM New Construction 2014 assessment. The New Construction guidance notes that: 'For larger projects a single New Construction assessment can be undertaken, as the refurbished areas would then have to reach the more challenging New Construction criteria.'

6.8.14 This approach has been queried with BRE and they confirmed it was correct.

6.8.15 Notwithstanding the above, it is noted that the project has site constraints which prevent certain BREEAM credits being achieved. For example, the site is not contaminated so the LE01 credit cannot be awarded; the site has no associated landscaping and as such we are restricted to improving the biodiversity with just a roof; improving drainage attenuation is difficult as the site is existing and therefore no new underground drainage is proposed; the ventilation credit under Hea 02 cannot be achieved due to the location of sources of pollution (e.g. existing roads).

6.8.16 In addition, the project has a series of design constraints which also prevent certain credits being achieved. For example, the existing floor/room depth prevent the potential for natural ventilation credits being achieved; the lift is to be retained and as such the Ene06 criteria cannot be achieved; the existing façade is being kept which means no passive design measures (e.g. brise soleil) are proposed and therefore the Ene04 credit cannot be achieved.

6.8.17 The office units are proposing a Cat A landlords fitout, which means certain credits cannot be achieved as items aren't being installed. For instance, blinds for glare control, lighting zones/controls and office equipment will be the responsibility of the occupant.

6.8.18 A contractor is not yet appointed and as such we have aired on the side of caution with regards to contractor credits. This is considered to be a sensible approach in order to avoid the potential of having to drop credit later in the assessment.

6.8.19 As explained above, the office component has had to be assessed under BREEAM New Construction, with the consequence that the units are required to meet more stringent levels (although 1,515sqm of the overall office space is refurb and 967sqm is new build). This makes it more difficult for the office assessment to achieve Excellent.

6.8.20 A key issue in splitting the assessments is in relation to energy, the proposed strategy achieves many credits for the retail under refurbishment but does not meet the mandatory excellent energy rating under BREEAM New Construction, which means that many points are forfeited for the office assessment.

6.8.21 These assessments therefore demonstrate that whilst all reasonable endeavours have been used to achieve a BREEAM rating of Excellent, due to various site constraints and factors resulting from the splitting of the assessments, making assessment of development that is mostly refurbishment using the New Construction criteria due to the scale of its new build elements, the scheme is able to attain a Very Good rating.

6.9 Other environmental considerations

Drainage and flooding

6.9.1 London Plan policy encourages development to utilise sustainable urban drainage systems (SUDS) and to achieve greenfield run-off rates and ensure that surface water run-off is managed as close to its source as possible.

6.9.2 Local Plan policies CC1 and CC2 require development to adopt appropriate climate change adaptation measures such as not increasing, and wherever possible reducing, surface water runoff through increasing permeable surfaces and use of SuDS and incorporating bio-diverse roofs.

6.9.3 The site is in a low risk of flooding (Flood Zone 1).

6.9.4 In terms of drainage, the proposed development results in an increased building surface area of 95sqm. This replaces an existing area of hardstanding, so there is no material increase in impermeable area. In line with policy CC1, an area of bio-diverse roof is proposed to offer an improvement to the existing situation. This is fully detailed in the Sustainable Drainage Strategy.

Noise and vibration

6.9.5 London Plan policy 7.15 requires development to manage noise by avoiding significant adverse noise impacts on health and quality of life and improving and enhancing the acoustic environment.

6.9.6 Policy A4 of Camden's Local Plan requires that developments assess their noise and vibration impacts on surrounding occupiers to ensure that such impacts are controlled and managed. An environmental noise survey has been carried out in line with LBC requirements, to determine the existing background sound levels in the area and to set appropriate plant noise limits for plant to be accommodated at roof level. This is discussed further in the Amenity section above.

Crossrail tunnels

6.9.7 The proposed development sits above the Crossrail Tunnel Protection Zone, which is approx. 15-20m below ground level (the westbound and eastbound tunnels run to the south and north of the site respectively). As new foundations will be required to support the extension to the rear, the applicant team has engaged with Crossrail to ensure the proposals will not impact the tunnels. This engagement with Crossrail has confirmed that the proposed development will not impact the protected zone, and if any piling is required (of which details would be expected to be secured by condition), shallow piles would be used.

Waste

6.9.8 Camden's Local Plan policy CC5 requires that developments include adequate facilities for the storage and collection of waste and recycling with further specific guidance set out within Camden Guidance CPG1 Design.

6.9.9 The proposal includes on-site refuse and recycling storage facilities situated at basement level, with volumes and waste storage specifications calculated in accordance with Camden Guidance CPG1 Design requirements. The Delivery and Servicing Plan sets out the vehicular access requirements, with servicing taking place on-street within Bleeding Heart Yard.

Construction Management

6.9.10 A draft Construction Management Plan has been submitted in the LB Camden format in support of the application. This aims to secure measures to ensure safety and minimise disruption to the local road network during the construction stage, including a draft proposal for construction vehicle movements and routes, hours of construction work, hoarding details and wheel washing facilities. In particular, the CMP acknowledges that the site is located within the vicinity of St. Alban's Church of England Primary School & Nursery School, and therefore proposes to restrict deliveries to between 9.30am and 3pm during term time. Any required out of hours vehicle delivery would require prior agreement with the local authority.

6.9.11 More generally, it is proposed that strict delivery/ collection scheduling and booking systems are imposed on the project to ensure that congestion within the area as a result of the works is avoided. Traffic marshals will be available during all vehicle arrival and departures to prevent any conflict between construction vehicles and pedestrians, cyclists and vulnerable road users.

6.9.12 With regard to access and egress at the site boundary (from Greville Street), it is noted that some vehicles would overrun the access into Bleeding Heart Yard owing to the restricted width of the access. Therefore, it is proposed that the eastern footway of the access into Bleeding Heart Yard will be suspended for the entire construction programme alongside the presence of a banksman at the junction between Greville Street and Bleeding Heart Yard to prevent any conflict between the vehicle and pedestrians.

6.9.13 The largest vehicles such as concrete vehicles and medium tippers are expected to overrun the corner between Greville Street and Saffron Hill and therefore a permanent banksman presence will be provided at this location during vehicle activity. A conditions survey will be undertaken in order to make good any damages to the footway during the construction period.

6.9.14 The full CMP will be developed once a contractor is appointed post planning, and secured via planning condition.

6.10 Planning contributions and CIL

6.10.1 Major developments are expected to contribute to the management of development impacts as governed by Section 106 of the Town and Country Planning Act 1990 (as amended) and by Regulation 122 and 123 of the Community Infrastructure Levy (CIL) Regulations 2010 (as amended).

6.10.2 The proposals will be liable for Mayoral and Harrow CIL and the relevant CIL form has been provided as part of the application submission.

6.10.3 The development results in the creation of 1,057sqm GIA of new floorspace, with a construction budget in excess of £3m. As such it meets the threshold for planning contributions in a number of areas. In line with Camden's CPG8 guidance on planning contributions, the development is anticipated to make contributions via S106 agreement to the following:

- Carbon offset payments.
- Construction Employment and Skills.
- Economic development – contribution to jewellery sector activities.
- Offsite highway works – for cycle parking provision to be delivered via S278.

7 Conclusion

7.1.1 In summary, the proposals will bring about the sympathetic improvement of an unattractive building in the historic Hatton Garden Conservation Area. The scheme provides a mix of uses that are suited to the nature and activities in this location, including helping to bring forward a new initiative to support the Hatton Garden jewellery industry. The development is of a restrained, sensitive scale that respects the constraints of the conservation area while delivering upgraded premises that address the qualitative space needs of the growing business sector in Farringdon.

7.1.2 The proposals are considered to be consistent with the planning policies of the NPPF, London Plan and Camden Local Plan, and should be approved without delay.

Appendices



Appendix 1 – Statement of Community Involvement

A public consultation exhibition of the proposals was held on 18 December 2017 from 5.30pm to 8.30pm at the Bleeding Heart Bistro, adjacent to the site.

Publicity

A flyer publicising the exhibition was printed and distributed to 125 neighbours in the immediate vicinity of the site on Monday 11 December, identified in the map shown overleaf.

The delivery report from the mailout is included at Appendix 1.1, confirming that all except for two addresses were leafleted.

On the day of the exhibition, posters were put up around the site on Greville Street, on the side of the building facing the pavement and around Bleeding Heart Yard to direct those interested to the exhibition.

The exhibition consisted of 8xA1 boards describing the proposals and the key planning considerations, including land use, massing and heritage, construction traffic, project programme, transport and cycling.

Attendance and feedback

A guest register and feedback form were used to record the turnout and capture feedback.

The feedback form asked four questions and a copy is enclosed at Appendix 1.2.

The exhibition was attended by 11 neighbours and local business representatives, who all received the scheme warmly and supported the design idea and the relationship to the area context. The feedback was generally excellent, as follows:

- All survey respondents responded yes to the question *“do you like the idea of creating the historic appearance of 20-23 Greville St?”*
- All survey respondents responded yes to the question *“do you like the proposals for new shops and restaurants to enliven Greville St and Bleeding Heart Yard?”*
- The following specific comments including the following:
 - Innovative design, blends with neighbourhood, mix of modern and historic
 - I like the aesthetics and repurposing of an old building
 - I like it, only concern is the height
 - The new scheme looks beautiful.

The feedback form was posted online using the Survey Monkey webtool, so that visitors had the opportunity to comment at a later date.



Planning proposals for 20-23 Greville Street

Public exhibition

Monday 18th December 2017
5:30pm to 8:30pm

Seaforth Land Holdings Ltd invites you to view its proposals to redevelop and enhance the office building at 20-23 Greville Street, at the corner of Bleeding Heart Yard.

We will be making a planning application to the **London Borough of Camden** shortly, and we would like to invite our neighbours and members of the public to view and comment on our designs with **Groupwork Architects**.

Please come along and see our proposals and meet members of our team. Our scheme seeks to improve the appearance of this 1970s building and enrich the Hatton Garden Conservation Area.

If you cannot attend and would like information, please contact **Tibbalds Planning and Urban Design** on: 020 7089 2121.

Exhibition venue:
Bleeding Heart Bistro
4 Bleeding Heart Yard
London
EC1N 8SJ

Exhibition date: **Monday 18th December 2017**
Exhibition time: **5:30pm to 8:30pm**
Venue telephone: **020 7242 8238**



Groupwork
+
Amin Taha



20-23 Greville Street planning proposals

1 Do you like the idea of recreating the historic appearance of 20-23 Greville Street?

Yes

No

2 Do you like the proposal for new shops and restaurants to enliven Greville Street and Bleeding Heart Yard?

Yes

No

3 What do you like/dislike about the proposals?

4 Is there anything we can consider to improve the proposals?

5 Your Name

6 Your Address

7 Do you...

Work in the Hatton Garden area

Live in the Hatton Garden area

Neither of the above

8 Please indicate your age group

17 or younger

18-24

25-34

35-44

45-54

55-64

65 or older

Welcome

Seaforth Land welcomes you to this exhibition to view its proposals for 20-23 Greville Street. We welcome your comments and will consider all feedback received as we make final refinements to our scheme.

The proposals seek to transform the currently unlovely 1970s office building at 20-23 Greville Street into a building that celebrates its location in the heart of the Hatton Garden Conservation Area, marking the entrance to Bleeding Heart Yard.

Project Team



SEAFORTH
LAND

Seaforth Land ("Seaforth") is a Central London value-add commercial real estate investor and developer. They act as operating partner to like-minded institutional clients that are equally committed to their vision of placemaking and community engagement while generating conservative risk adjusted returns. They combine an institutional approach to underwriting, execution and asset management with a commitment to fiduciary duty that places the highest priority on integrity, transparency and a thorough attention to detail throughout the investment process.

Seaforth's business is built around a world class Team, Board of Directors, and Board of Advisors:

- Expert team with institutional DNA and entrepreneurial culture
- Broad and deep combined track record, local market expertise & network
- In-house capabilities from acquisitions, asset management, financial & fiduciary management, planning, design, development and dispositions
- Great team spirit - built on a culture of doers, not delegators

This exhibition introduces the design produced by Amin Taha and Groupwork Architects. The scheme has been developed by a full consultant team:

Groupwork
+
Amin Taha

Architecture

Donald Insall Associates

Heritage and
Townscape Analysis

Tibbalds

Planning

Quantem

Quantity Surveyor
Project Management

WEBB
YATES

M+E Engineering

MLM.

Sustainability, Energy
BREEAM

atelier one

Structural
Engineering

GL Hearn

Daylight and Sunlight
Advice

What are we proposing?

The project involves the complete refurbishment of the building, the addition of two extensions, and the transformation of the building's appearance with a new metal façade. The proposed refurbishment will provide:

- Office use – 2nd to 6th floor
- Retail uses (shops and restaurants) – lower floors

The existing building is fully let to a range of companies, working in industries including publishing, music and business services. The building works will be carefully managed to allow these companies to remain in situ whilst the building works progress.

New retail units will create an active frontage along Greville Street and also inject new life into Bleeding Heart Yard. The proposed restaurant benefits from an outdoor terrace beneath a colonnade, creating an attractive destination in Bleeding Heart Yard. The existing amount of office space is maintained on the upper levels. We will bring this up to modern standards with new windows and improved energy performance, level access to all parts of the building, and a contemporary environment that meets the aspirations of modern workplace occupiers.



Existing building at 20-23 Greville Street.

Our relationship to Hatton Garden



Camden Local Policy Map.

Hatton Garden is famous for its jewellery industry. Our project will support the Hatton Garden jewellery industry, in line with local planning policies. We are working with the Hatton Garden Business Improvement District (BID) on a proposal to launch a new jewellery market in Bleeding Heart Yard, offering jewellery designer/makers a direct platform to sell their work.

The arrival of Crossrail from December 2018 will bring new people to the area for work, shopping and recreation. Greville Street is a key pedestrian route between Farringdon station and the Hatton Garden area. Our proposal will improve the quality of this streetscape with active retail frontages and a distinctive, recognisable building. This will also help to improve the appearance and vitality of Bleeding Heart Yard.

Hatton Garden's built environment has evolved over centuries, reflecting the area's diverse industrial activities. Our proposal celebrates the area's character with a bold yet sensitive piece of architecture that celebrates Hatton Garden's history.

The planning application

We will be submitting an application for full planning permission to the London Borough of Camden in early 2018. Once planning permission is received, we anticipate making a start on site in January 2019 and the construction is expected to last 18 months.

Indicative timetable

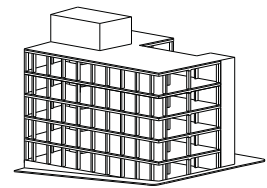
Planning application submitted – January 2018
Planning permission received – April 2018
Construction starts on site – January 2019
Construction finishes – July 2020
Development opens – August 2020

How has it been designed?

The proposal is split into the following elements:

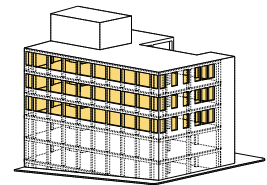
- **Element 1 - Existing Structural Survey**

Detailed surveying of the existing building fabric to allow reuse of the reinforced concrete structure. New elements will then be designed to work with the existing structure which will minimise any disruption on site from strengthening.



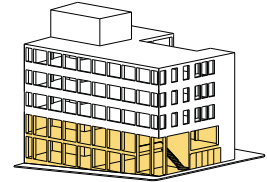
- **Element 2 - Replacement Windows and Refurbishment**

Replacement of existing windows to floors 2, 3 and 4 on existing elevations to dramatically increase thermal insulating value and increase environmental performance. Refurbishment of the existing building at 20-23 Greville Street will allow acoustic insulation, fire protection and services distribution to be added to better future proof the current building.



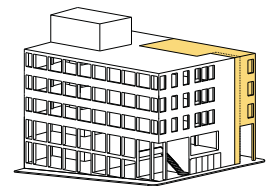
- **Element 3 - Lower Levels Reorganisation**

Reorganising lower ground, ground and first floors to introduce A1 and A3 uses adding to the vibrancy and diversity of the surrounding area, provide a generous bin store with easy access to street level, provide cycle parking and associated facilities to exceed local standards and reposition the entrance to B1 space.



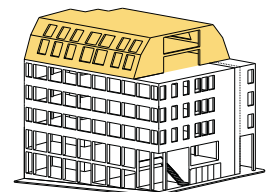
- **Element 4 - Rear Extension**

Reinstating the original building footprint with original facade to provide additional office accommodation and affordable area for the jewellery industry to the rear. The scale of this extension has been carefully measured and developed to reflect that of Bleeding Heart Yard.



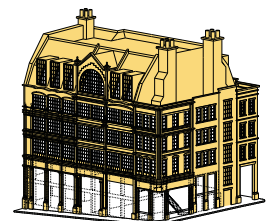
- **Element 5 - Roof Extension**

A modest roof extension following the original mansard line stepping away from the parapet to protect neighbouring building's amenity levels and provide office accommodation for a range of business sizes.



- **Element 6 - New Facade**

Recladding of the existing structure on each elevation to match Spencer W. Grant's original proposal and reunite the building with the character of the conservation area. The recladding is to use a folded perforated metal mesh for its ability to weather, natural colouring, strength and ability to be moulded.



Where did the design originate?

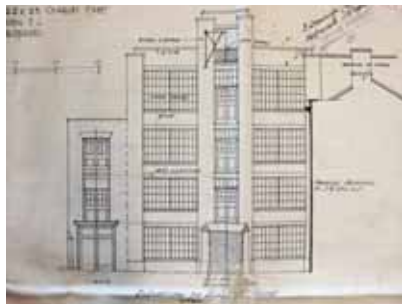
Historical Analysis

Working with award winning historic building consultants Donald Insall Associates, we have uncovered the previous buildings which once occupied the site before being demolished and rebuilt in the 1970's.

The buildings on the site were once part of a terraced block recorded as being used for commercial purposes as early as 1846 with an ivory dealer, surgeon, optician, copper plate printer, bookbinder, engineers firm and silversmith documented at No. 20-23. This terrace was recorded in a 1922 elevation by Spencer W. Grant showing Nos. 22 and 23 as built together with paired facades, No. 21 built in a largely similar style with different floor levels and all three in a late-Victorian commercial aesthetic with ground floor shops and showrooms/workshops at the upper levels. No. 20 shows a Georgian townhouse with a lightwell, and No. 19a a mid-19th century house both with ground floor shops.



Spencer Grant, Front Elevation showing Proposed rebuilding of 20 Greville Street, 1922.



Spencer Grant, Bleeding Heart Yard Elevation, 1922.



Spencer Grant, Side Elevation, 1922.



Charles Goad, Fire Insurance Map, 1886.



Photograph showing rear elevation of 20-23 Greville Street.



Photograph showing side elevation of 20-23 Greville Street, 1977.

Ghost Veil

Our approach is to accurately re-create the detail and architectural style of the previous building facades in a contemporary and modern way, breaking up the street frontage as a whole, while at the same time achieving a well detailed and contemporary standard for along Greville Street.

We proposed to replace the 1970s appearance with a full floor to ceiling perforated brown metal skin to follow the original design by Spencer W. Grant, reintegrating the building with the Conservation Area.



Proposal viewed from Farrington Road looking west



Proposal viewed from Hatton Garden looking east



Proposed north Greville Street elevation

How will the facade work?

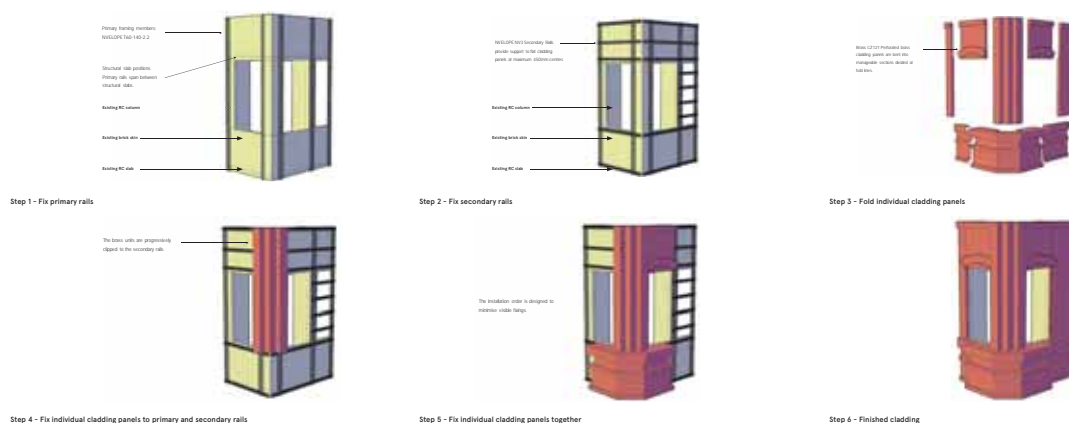
The thin folded perforated metal building skin, designed specifically to allow as much natural light as possible as well as preserve an overall solidity will be overlaid onto the existing building, a mask of contextual detail and delight. Perforating the skin will allow clear views from all levels, introduce natural daylight into all interior spaces and act as a sunshade in summer months.

Material choices for the perforated cladding material will be sympathetic to the character of the Conservation Area. Brass, bronze or cor-ten are options to all match the surrounding palette with strong weathering abilities. We are keen to discuss the final material finish of the proposed with the borough to best suit the Conservation Area.



Facade Construction

Working with structural engineers Atelier One, the facade has been designed to act as a rainscreen, using available tested systems in fixing it to the existing building's structural fabric. A primary and secondary railing system will be fixed to the building onto which folded perforated metal sections will clip. These can be removed for maintenance as would a conventional rainscreen cladding system. Panels are butt jointed together to eliminate visible fixings and retain the overall coherency of the facade. A sample panel is currently under construction and will be installed in January 2018.



Facade Maintenance

The small size of these perforations will ensure that any large items cannot be pushed through. If items of 6mm in diameter are pushed through the perforations, they fall to the bottom of the facade. The bottom of the facade ends 50mm above street level to ensure cleaning of any items can be easily accessed.

How does it work internally?

Reorganising internal spaces and adding a modest extensions to the rear and roof will allow the introduction of different use classes adding to the vibrancy and diversity of the surrounding area whilst adding to the current use classes in the building.

In line with Camden Development Policy DP1, 50% of the additional area created by this development will be dedicated to secondary uses, including affordable premises suitable for the jewellery industry.

Lower Ground Floor to First Floor - The introduction of A1/A3 units fronting onto Greville Street will activate the currently unused static north elevation. An A1/A3 unit to the rear will invite activity into Bleeding Heart Yard and help to make use of all building elevations. The bike store with associated facilities (lockers, showers and changing areas) is located at basement and ground level with easy access to the street through a dedicated stairway and entrance. The bin store is located at basement and ground level on a hydraulic scissor lift with mechanically operated lid to access ground floor level on collection days.

Second Floor to Fourth Floor - Second to fourth floors will be designed for open plan use, fitted to meet all Building Regulations and demands of a contemporary office. All spaces will have access to two staircases and dedicated bathroom and kitchen facilities. The rear extension will ensure any existing lower ground to first floor B1 space is relocated to the upper levels without reduction in area. Furthermore, existing tenants will remain in the building during construction works to minimise disruption.

Fifth Floor to Mezzanine - A modest roof extension is proposed to offer a single B1 unit over two floors. This will be accessed via the single core and include dedicated toilet and kitchen facilities.

Roof - All M+E equipment currently located at lower ground level and fronting onto Bleeding Heart Yard will be positioned at roof level. Any equipment will be positioned behind acoustic screening barriers to minimise any noise on amenity levels to neighbouring buildings.



Fig. 104. Existing use classes.

B1 Business Plant

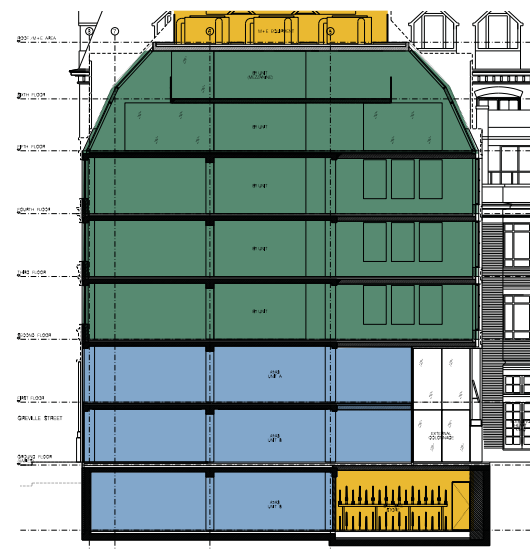
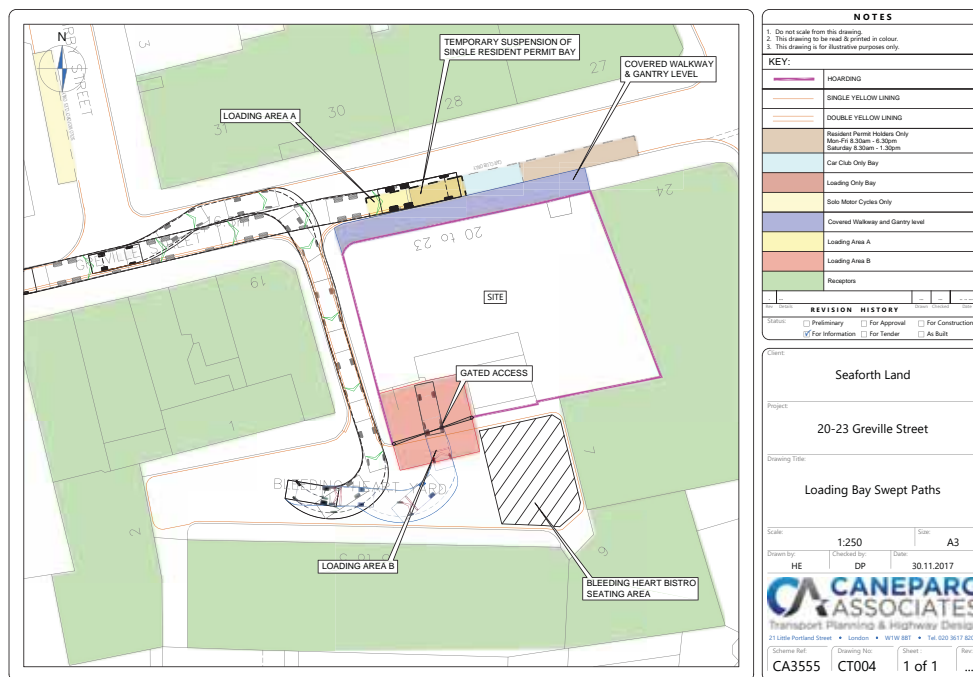


Fig. 105. Proposed use classes.

B1 / Affordable Jewellery Space A1 Shop / A3 Restaurant Plant / Bin Store / Bike Store

How will construction be managed?

Our construction works will be managed carefully to minimise impacts on our neighbours and the occupants of our building. Before works commence, a Construction Management Plan will be submitted and approved by Camden's Planning Department. The following provides a summary of how construction vehicles will access the site.



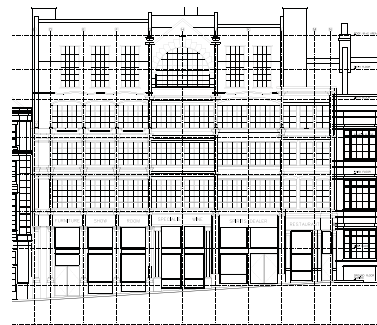
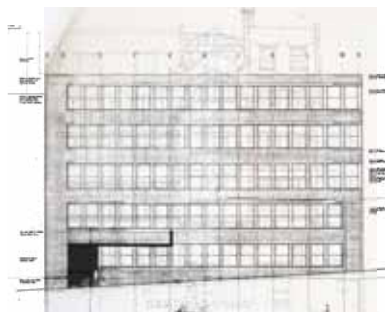
Construction traffic will be restricted to 09:30-15:00 on weekdays during term time and 09:30-16:30 outside of term time. Deliveries will also be undertaken between 08:00-13:00 Saturdays. No deliveries will be undertaken on Sunday or bank holidays. Strict delivery/collection scheduling and booking systems will be imposed.

Construction vehicles will approach from the south from the A40 (Holborn) before accessing Hatton Garden and turning right onto Greville Street. Vehicles will either stop within a temporary loading bay area on Greville Street or a second loading area within Bleeding Heart Yard. Vehicles will exit the area by continuing east along Greville Street to Farringdon Road.

The majority of vehicles will make use of the temporary loading area on Greville Street with the remaining vehicles accessing Bleeding Heart Yard, subject to vehicle size restraints. All vehicle movements will be assisted by banksmen control to prevent conflict with pedestrians and cyclists.

Thank you for your time

If you would like to provide written feedback to the project team, please contact Alex at alex@amintaha.co.uk or on 0207 253 9444.



Appendix 2 – Verified Views



View 1 - Proposal viewed from Greville Street looking east



View 2 - Proposal viewed from Farringdon Road looking west

