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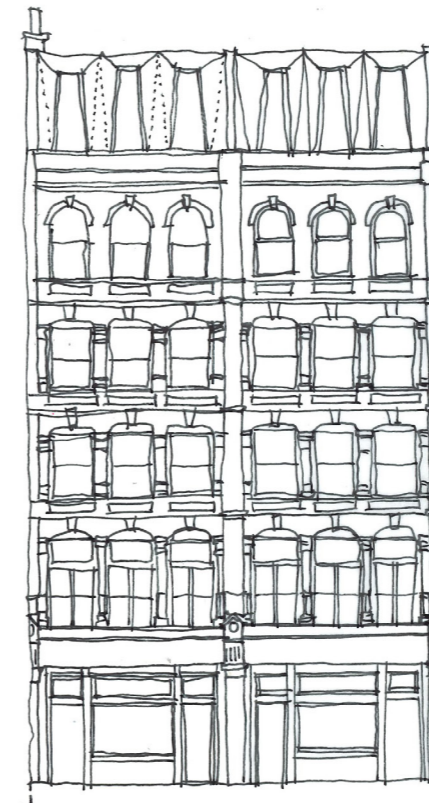
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**H501 FARRINGDON ROAD**

Design and Access Statement
August 2019

HÛT

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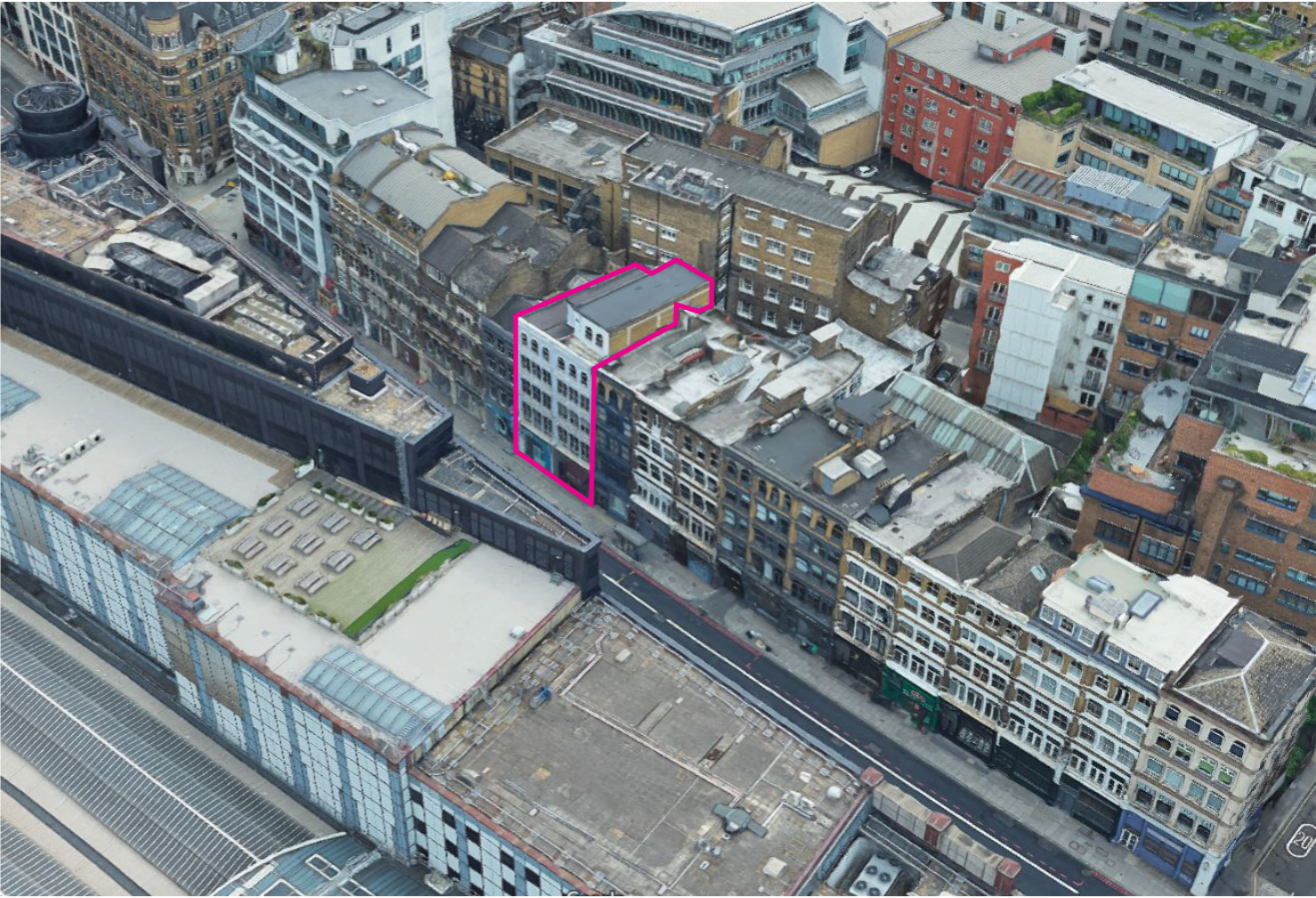
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1.0 INTRODUCTION

This Design and Access Statement relates to a planning application for an extension and refurbishment to the property at 49-51 Farringdon Road, London. This planning application seeks to consolidate the consented application by Amin Taha Architects (2016/6194) and its associated amendments (minor material amendment 2018/2678/P and change of use amendment 2018/2424/P), with a relocation of the internal core arrangement to create a more efficient office floor plate (as proposed under 2019/2041/P), a redesigned shopfront and reconfiguration of the uses on the ground and lower ground floors.



Aerial photograph looking south down Farringdon Road
Source: Google

2.0 Design

2.1 Location

49-51 Farrindgon Road is situated within the Hatton Garden conservation area, to the north of the junction between Farringdon Road and Cowcross Street. The site is within an area of primarily commercial buildings with activated A1 retail units on the ground floors and B1 office space on the upper floors.

The site is a short walk from Farringdon Road station with access to the Circle, Metropolitan and Hammersmith & City lines, and Thameslink mainline services. The station is expected to become a major interchange station between Crossrail and the Thameslink Programme.

2.1.2 History

A history of the building as reported in the original design and access statement which accompanied the consented application by Amin Taha Architects (2016/6194).

“The main early uses of the building were as a bakery and head office for a chain of restaurants and tea rooms. The building underwent complete refurbishment and remodelling in the 1980’s after a fire gutted a major part of the property. The refurbishment saw B1 office space placed upon the upper and basement floors of the building, together with a small A1 retail unit and a further B1 office unit upon the ground floor. The B1 office unit on the ground floor remained in place until 2006.

Despite being on the outskirts of the Hatton Garden Conservation Area, this part of Farringdon is predominantly made up of office usage, which benefits in particular from the close access to the Underground, ThamesLink and future Cross Rail. The site forms part of this commercial district and is not seen as being appropriate or viable for light industrial or workshop uses. There are also no records indicating that the building has ever been used in connection with the jewellery trade.”

2.2 Use & Amount

The existing building is a mid-terrace late 19th century warehouse building. Its current use is a mix of commercial and retail spaces which are due to be retained.

The existing building is providing a mix of A1 retail, B1 office and D1 non-residential institutions. The proposed scheme will provide A1 retail space at ground floor connected to B1 supporting office space at ground and lower ground, both supplied with accessible WC facilities. The proposal also includes a further B1 office space from first to fifth floors. This scheme takes into consideration the arguments laid out in application ref. 2018/2424 which notes the relocation of the D1 dentist surgery to the adjacent property (no. 47 Farringdon Road). This has also been considered

acceptable under application ref. 2019/2041/P.

2.3 Layout

The design for the building seeks to internally rationalise the spaces to provide better quality office as well as combined retail and office space. This is achieved by providing clear separate access on the ground floor and a decentralised core creating more usable floorspace. This creates a better active shop front on Farringdon Road, and clear delineation between B1 and A1 uses, removing visual clutter from the street level facade. The repositioning of the circulation spaces allows for a better reception space with dedicated entrance and more uniform office spaces above.

2.4 Scale

The roof extension is designed such that it is not visible from Farringdon Road street level. This has been designed to ensure that the extension will not increase the sense of enclosure and overshadowing on the street. The “folded” metal facade design is as per the consented Amin Taha scheme (ref 2016/6194/P) which has previously undergone a thorough consultation process with Camden Council. This has also been considered acceptable under application ref. 2019/2041/P. The scale of the rooftop extension seeks to consolidate the roof line of the building which is currently asymmetrical due to the 1980s rooftop extension.

2.5 Appearance

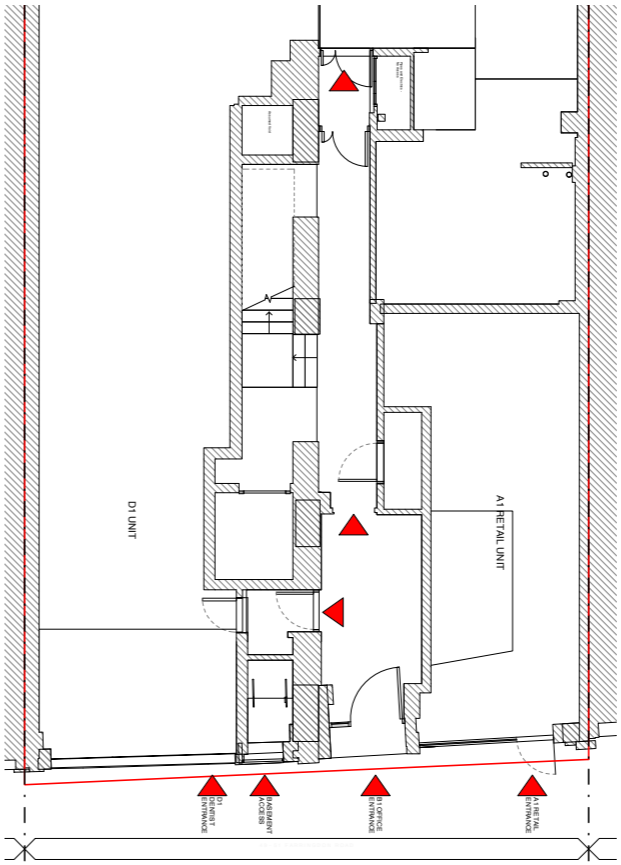
This application does not seek to vary the external appearance nor massing from the scheme, with the exception of the shopfronts which are considered below, which has already been granted consent in 2016 (ref 2016/6194/P) and as varied by application ref. 2018/2678/P. This has also been considered acceptable under application ref. 2019/2041/P. As such the previously proposed palette of self finished materials in keeping with the surrounding area are being retained along with the proposed massing and facade articulation.

The new roof extension will be a folded antique brass or bronze coloured metal form which matches the fenestration of the existing timber sash windows below. The roof extension will appear as a contemporary and lightweight contrast to the solid mass of the existing masonry structure below. The perforated metal screen is designed to limit light pollution and offers a significant reduction versus a

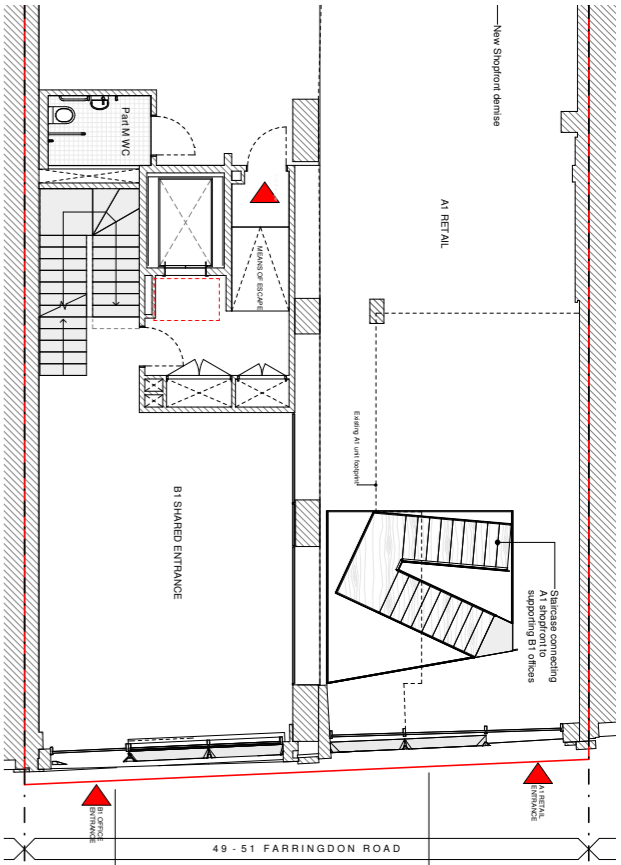
simple fully glazed rooftop extension, as well as assisting with controlling solar gain and glare.

The rear extension will reinstate the original rear facade to match the appearance of neighbouring properties’ stock brickwork and replace the metal framed windows with traditional style timber sash windows. This will significantly improve the visual aspect of the rear of the building visible from the neighbouring properties.

The existing ground floor shop fronts will be removed, the surrounding stucco overhauled, and new contemporary metal and glazed shopfronts installed. The traditional forms and proportions are maintained but distorted with folded metal features which reference the architectural language of the new roof extension



Existing Ground Floor
Four entrance points from Farringdon Road and non-Part M compliant commercial entrance



Proposed Ground Floor
Dedicated entrances, large retail unit with maximised active frontage, office reception and fully compliant commercial core

3.0 Shopfront Design

3.1 Planning and Conservation Context

As outlined in the Hatton Garden Conservation Area (HGCA) Appraisal and Management Strategy (AMS), Shopfronts are integral to defining the character and quality of the HGCA. The extent of retail frontages and their immediate proximity with the streetscape mean they have the potential to greatly impact the perception and enhance overall quality the character of the Area.

Whilst always altered in some fashion to suit the current tenant, high quality shopfronts are typically formed painted timber and characterised by a traditional proportional arrangement of signage, windows and stall risers. Even where much of the framework has been replaced and details altered, the pattern and proportions of these 3 key elements have survived, providing a degree of uniformity between different buildings.

Farringdon Road itself contains a number of buildings identified as containing ‘Shopfronts of Merit’ (see neighbouring 59-61 Farringdon Road pictured below) although the application site is not among those. The following section appraises the current condition of the existing shopfronts and reviews the proposed enhancements in context of the guidance of the AMS.



59-61 Farringdon Road - ‘Shopfront Of Merit’



Existing Farringdon Road Elevation

3.2 Existing Facade Design Appraisal

No. 49 Farringdon Road (Malmin Dentist Surgery):

- Primary Elements & Materials
- Full height glass and vinyl manifestation with back-painted glass panel to RHS obscuring back of house space behind
 - Glazing divisions uncoordinated with the fenestration rhythm of the existing building above
 - Bright blue back-painted glass and vinyl fascia and shop front elements
 - External strip lighting
 - Large lettering for corporate identity logo

- Use of Traditional Features
- Original timber fascia removed, replaced with back-painted glass board
 - No stall riser with floor to ceiling glazing instead
 - No traditional portions to the arrangement

No.51 Farringdon Road (Sami’s Deli Sandwich Bar) / Upper floor offices of 49-54 Farringdon Road:

- Primary Elements
- Timber shop-front has been removed and sub-divided into a smaller shop to and separate entrance to office space
 - New stucco fascias have been inserted over the separate entrances, below the traditional signage location and uncoordinated with the established vertical grid of the building
 - A red dutch style awning with side panels adorns the retail frontage, which could be retracted but is typically left extended
 - A separated metal framed contemporary style door provides entrance to the office space above

- Use of Traditional Features
- Original timber fascia removed, remaining stucco has been painted over, with additional stucco elements introduced
 - No stall riser in place
 - Traditional arrangement and proportions have been lost through careless subdivision and new construction

Based upon the appraisal of the existing shop front, it is clear why the existing shopfronts are not identified by the AMS as being of merit. It can be argued that the existing



Consented Scheme by HUT - consolidation Amin Taha Architects (2016/6194) and its associated amendments (2018/2678/P and 2018/2424/P)



3.0 Shopfront Design - Continued

shop-front would benefit greatly from a comprehensive redesign as part of the redevelopment works to the building.

The AMS states that proposals for new (or alterations to existing) shopfronts will be expected to preserve or enhance the historic character of the Area through careful, high quality design, while respecting the proportions, rhythm and architectural form of any nearby shopfronts of merit.

The AMS guidance also recognises that each shop front is unique, and whilst the fundamental proportions are respected, the details, materials, and finishes of each are, and should be, unique to the building and occupying tenant.

The shopfronts approved as part of the previous permission (ref 2016/6194/P) do not appropriately respect the design nor proportions of the building within which they are situated and do not form part of a unified design of the whole building. There is an overreliance upon material choices and colours which are out of character with, and fail to positively contribute to, the conservation area. Accordingly, we have proposed an alternative design which addresses these matters and provides a much improved shopfront which benefits the buildings, streetscape and conservation area.

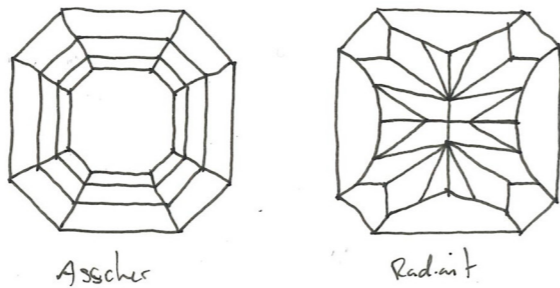
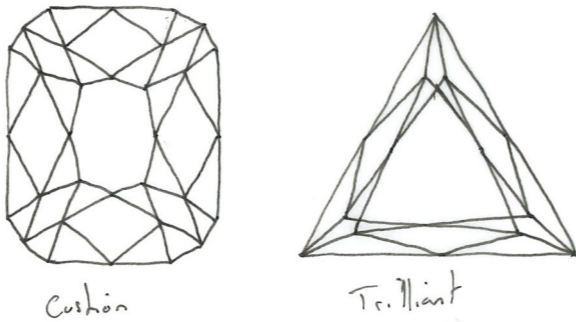
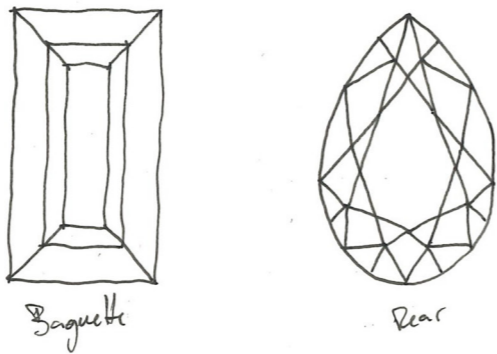
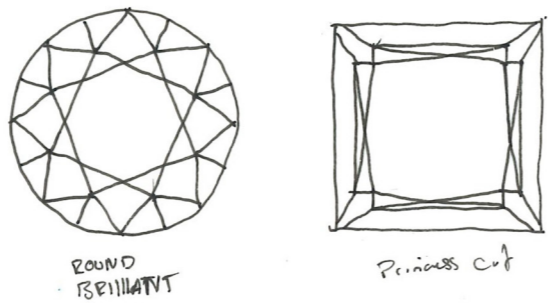
3.3 New Design Approach

The revised facade draws its inspiration from the Hatton Garden Conservation Area, and in particular the jewellery trade which is significant to the local history and economy.

Spreading out from its more historic beginnings in nearby Clerkenwell, this specialisation became prominent in the area in the early 19th century. Today, with over 300 businesses from the jewellery industry, including over 55 shops, this represents the largest cluster of jewellery retailers anywhere in the UK. Within this already specialist industry, it is the pre-eminence in the diamond cutting trade that Hatton Garden is particularly renowned.

This concentration of numerous small high-end retailers has had a significant influence on the architectural typology of the Area, in the form of the high quality shopfronts which define the streetscene. The basis for the new design was to use the language of the area's famous industry to inform the forms and shapes of a new contemporary representation of a traditional shopfront.

Diamond cutting is the practice of changing a diamond from



Traditional Hatton Garden Diamond Cuts

a rough stone into a faceted gem. The cuts chosen by the jeweller are a result of their main objective - maximum return on investment for the single piece of diamond rough. The result is a complicated process of planning and modelling to decide how to most effectively breakdown a particular stone to limit wastage and loss which diminishes the overall value of each rough.

Despite the multitude of shapes that can be produced, they share a visual similarity due to the 8 carbon atom repeating cells, arranged in two opposing interconnected lattices, which form every diamond's pure structure. Our design process began by exploring the typical forms this cut and divided structure can take, then analysing the shapes and angles which compose each structure through a sketch study of extracted fragments and abstractions.

The resultant studies exhibit a consistent angle of subdivision, each finer cut a factor/multiple of the wider angle, and clear layering of facets where one lattice interfaces with the other.

We applied this same logic to the division of the facade, again through a series of sketch studies. First the subdivision is restricted to a limited series of facets/cuts which compose the primary connected lattice. Second, we imposed the order of the existing building fenestration and the proportions traditional shopfronts as the secondary interconnected lattice to determine a further series of facets or 'cuts'.

The resultant shop-front unifies the design of the entrance across the building frontage whilst still providing distinct separate entrances to the building, through a form that is both historically referential, and distinctive high quality design.

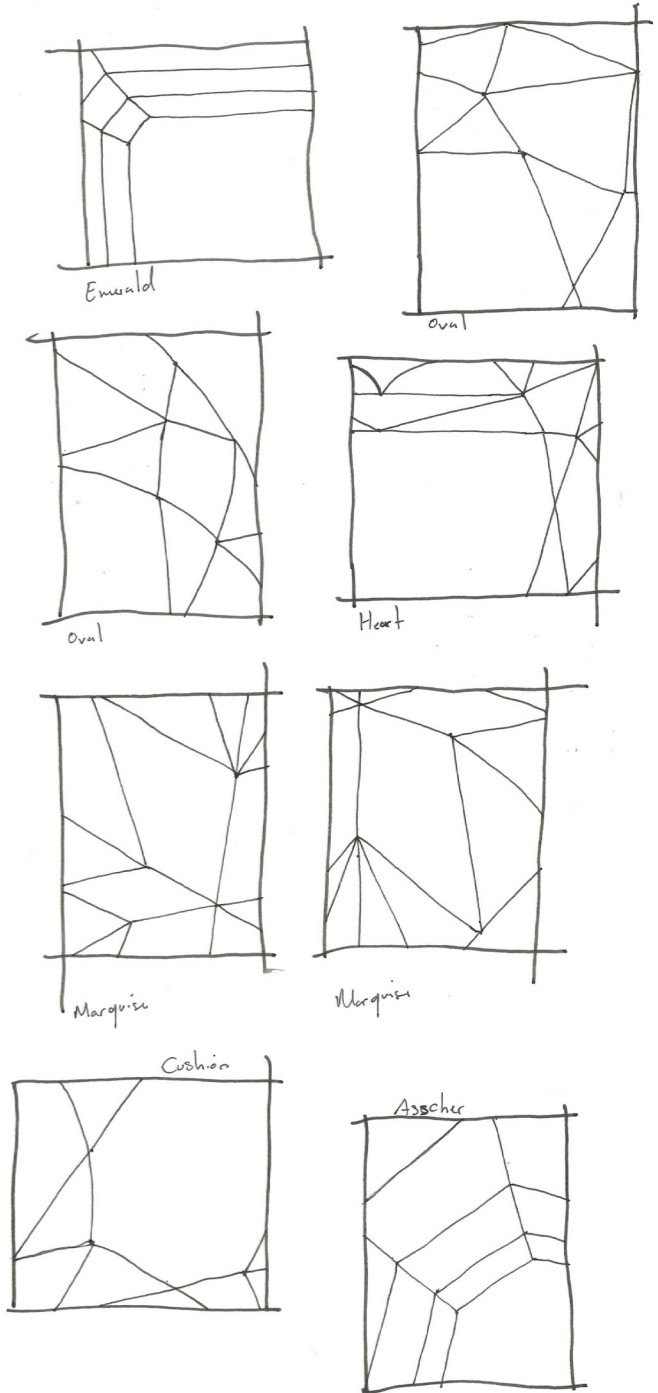
3.4 Proposed Facade Design Appraisal

Whilst being distinct from the typical shopfront, great effort has been made to ensure the resultant form fulfils the same set of requirements by which other high quality shopfronts have been evaluated in the AMS.

Classical Design Elements:

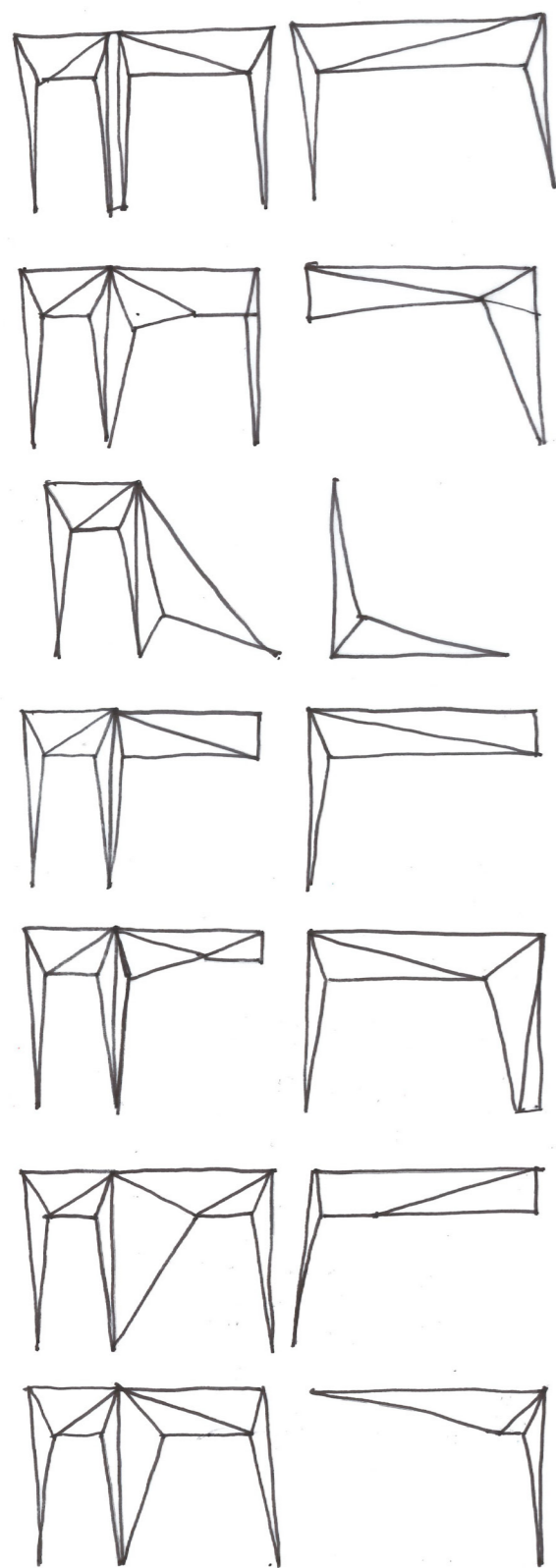
Traditional components of a shopfront have been maintained if surviving, or reintroduced where not.

- Fascia to no 49 reinstated, and no 51 stucco restored and new painted finish applied



Fragments and Abstractions of Diamond Cuts

3.0 Shopfront Design - Continued



Fragmentation of the Shopfront

- Clean and repair damage to existing console bracket and plinth where required
- Subdivide glazing with expressed mullions to align with the proportions of the existing upper floor fenestration
- A contemporary interpretation of a traditional stall riser

Windows / Displays:

The design promotes unincumbered views into the retail space and office entrance, promoting intrigue from passersby, attracting some into the space, thereby activating the streetscene

- Large unobstructed glazing to the shop front to allow for a shop window display
- Large expanses of glass have been avoided through the use of mullions which help relate the shop front with the upper elevations of the building

Access:

Essential to modern standards of equality, access beyond the shop front is made possible for all visitors.

- Office entrance features a lowered ground floor to provide level access into the entrance
- Retail unit entrance will achieve level access via an internal ramp due cut into the existing in-site concrete slab, providing obstruction free path to the existing slightly raised floor level.

Stall Risers:

An integral feature of the traditional arrangement, the reinstatement of the stall riser ensures completes the complement of traditional features modernised in this new shopfront

- This contemporised stall riser is formed of a folded powder coated metal
- Folds in the metal stop the stall riser from providing a ledge that can be sat upon.

Colour and Materials:

A simple palette of high quality materials have chosen to represent the proposal

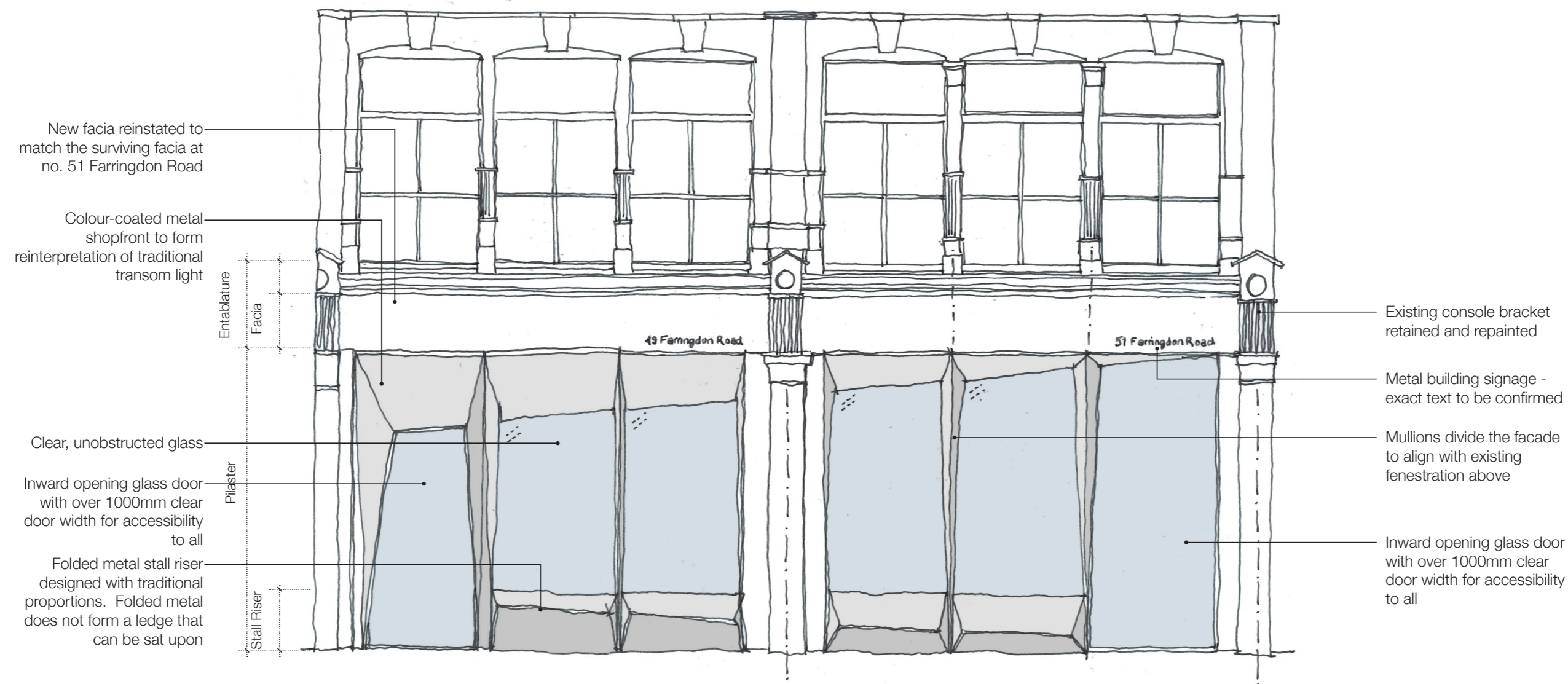
- Durable bronze colour-coated metal will form the transoms, mullions and stall risers, complementing the retained and reinstated traditional design elements to create an interesting and vibrant shop front to activate the street scene.



Facetted Facade Precedents



Proposed Farringdon Road Elevation



Components of New Shopfront

4.0 Access

4.1 Accessibility

Access to the B1 office space will be via a dedicated entrance and reception space with level access to the pavement of Farringdon Road. This will provide further level access to an accessible core with a Building Regulations Part M compliant lift and WC facilities. The new core provides Part M compliant access to all floors of the building, including the lower ground floor where the communal cycle parking facilities are to be located. This greatly improves on the existing condition which does not meet with the current Part M guidance document. Level access to the A1 Retail space, and B1 Office space beyond, is also provided via an integral ramp within the shop demise, as well as a separate access off the new core.

4.2 Transport

The development is intended to be car-free. This does not represent a change from the existing condition and it is not assumed that the proposed works will create any increase in demand for on-street parking. The site has excellent public transport links which is demonstrated by its Public Transport Accessibility Level (PTAL) of 6B (best). Public transport connectivity is set to improve with the opening of the Crossrail line and extension to Farringdon Station.

In addition to public transport, the scheme proposes a dedicated and secure cycle storage facility within the envelope of the building situated on the lower ground floor. This facility includes changing and shower facilities with associated lockers and storage. The current building has no cycle provision nor shower facilities.

5.0 Conclusion

5.1 Conclusion

All the works outlined are orientated around improving the longevity of the building and making for a comfortable and appropriate space for working. The choice of materials, scale and design of the extension forms a high quality architectural design concept which seeks to both complement and enhance the surrounding area. The majority of the works described have previously been approved, and this application seeks, primarily, to enhance the shopfront, streetscene and appropriate use class of the building. It is firmly believed that the development represents a high standard of design and that the design, scale and access have been carefully considered in arriving at the submitted scheme.

5.2 Summary

In summary, we believe that this proposal

- > is an enhancement to the existing historic building
- > is an enhancement to the character and appearance of the Hatton Garden Conservation Area
- > Aims to conserve and build upon the nature and history of the area
- > uses a sustainable approach to development that includes upgrades to the building fabric
- > is a positive enhancement to the surrounding area's economy through the provision of enhanced and extended office accommodation and retail space