

20-23 Greville Street,

London, EC1N 8SS

Full Application Design and Access Statement

December 2019

GROUPWORK

SEAFORTH LAND

Contact

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1.0 Introduction



SEAFORTH LAND

GROUPWORK

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YATES ENGINEERS

MLM.

Quantem

atelier one

Donald Insall Associates
Chartered Architects and Historic Building Consultants

GL Hearn

Tibbalds

CANEPARO
ASSOCIATES
Transport Planning & Highway Design

MOLA

SANDY BROWN

This report has been prepared by Groupwork on behalf of Seaforth Land Holdings Ltd and in support of a full application regarding 20-23 Greville Street, London EC1N 8SS.

This Design and Access Statement gives a comprehensive overview of the applicant, design team and their proposal for the site. These have been developed through a pre-application submission and subsequent design review panel and pre-application meeting.

The site is occupied by an existing 5/6-storey building constructed in the 1970s. This existing situation gives rise to a number of inherent challenges that the applicant wishes to resolve. This solution will keep existing tenants in situ while refurbishment works are taking place and hence any proposals will be light enough to enable this to happen and keep any disturbance, in terms of duration and intensity, to a minimum.

At the same time, the applicant has an ambition to create something special on the site, befitting the location, giving back to the public realm in terms of land use and delivering a built form capable of contributing to the rich and diverse townscape quality of the location, securing flexible and adaptable workspace capable of meeting the needs of a range of occupiers.

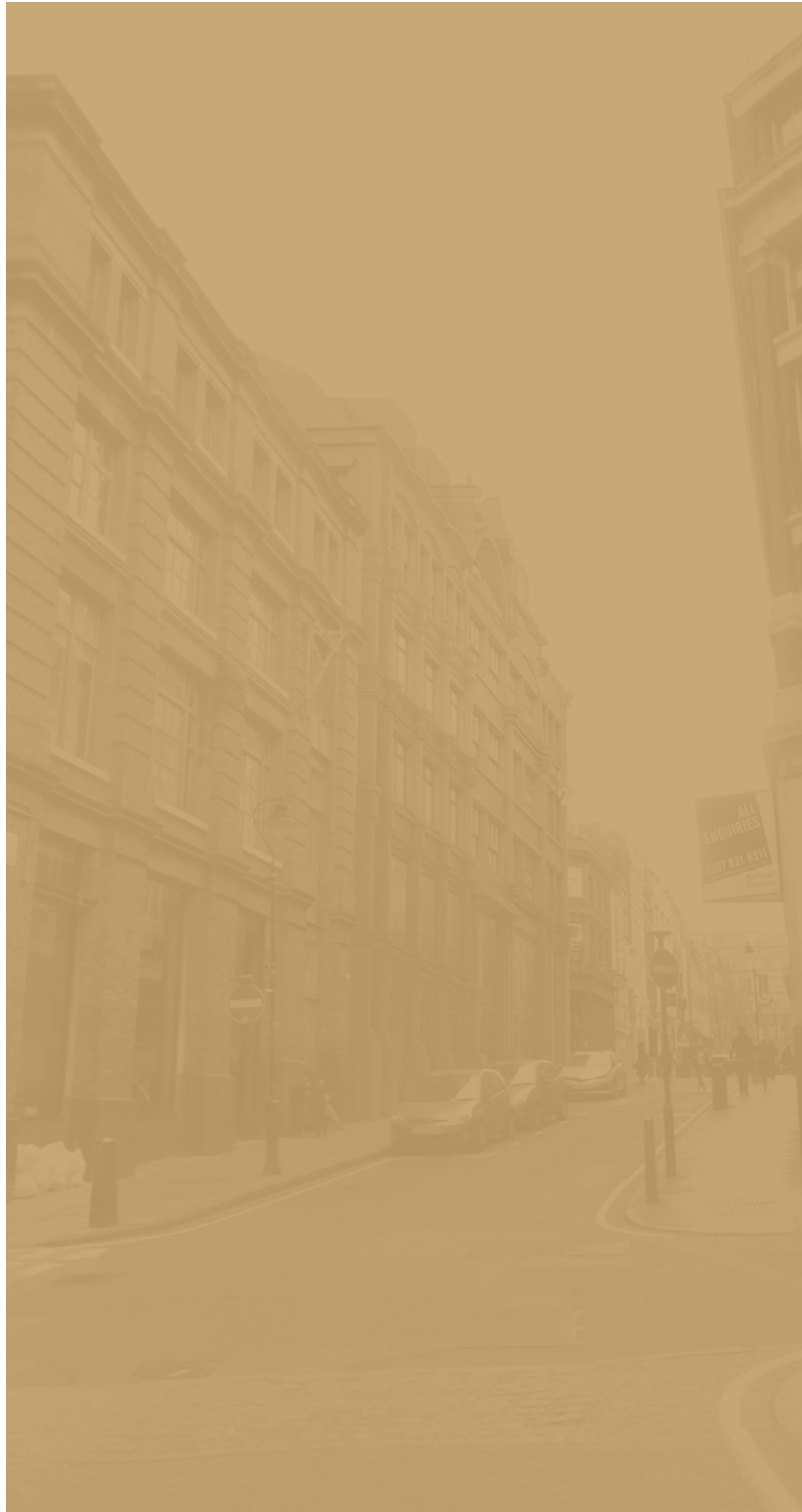
The client recognises that the above is an ambitious brief and one which required selection of a design team who could work creatively and imaginatively with the fabric of the building and who is used to working in historic environments such as Hatton Garden.

This document sets out the team's response to the site and has been informed by the following design team:

- Architecture – Groupwork
- Planning – Tibbalds Planning & Urban Design
- M+E – Webb Yates
- Drainage – Webb Yates
- Sustainability – MLM
- Energy – MLM
- BREEAM – MLM
- Quantity Surveyor – Quantem
- Project Management – Quantem
- Structural Engineering – Atelier One
- Heritage and Townscape Analysis – Donald Insall Associates
- Daylight and Sunlight Advice – GL Hearn
- Transport Advice – Caneparo Associates
- Archaeological Advice – MOLA
- Acoustic Advice – Sandy Brown Associates

The document comprises four sections:

- Section 1 (this section) introduces the scope and content of the proposals.
- Section 2 describes the site and its context and those factors that have helped inform the design concept.
- Section 3 describes the pre-application submission.
- Section 4 describes the design response.



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

- 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 1,037sqm 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.

Based on the proposed set of works, we would suggest that the key land use, planning and design/heritage issues that have been addressed include:

- The change of use of existing Class B1 floorspace to Class A3 and A1 use.
- The delivery of Class B1, Class A1, Class A3 and Class B1C Affordable new floorspace.
- The design response in terms of the proposed scale and massing and its impact on local views.
- The design response in terms of the introduction of the infill extension to the rear of the building fronting onto Bleeding Heart Yard.
- The design response in terms of the opening up of the lower floors of the development and the way in which the proposed new ground floors help to animate and activate the streetscene
- The approach to appearance and the treatment of the elevations.
- The impact of the development on neighbouring properties in terms of privacy, outlook and amenity.
- The quality of the internal office environments created as a result of the development.
- The energy and sustainability credentials of the scheme.
- The acceptability of servicing, parking and refuse arrangements proposed for the development.
- The impact of the development on surrounding trees.

Each of these issues and the design response are described in the following sections of the report.

2.0 Existing Building



Fig 1. 2D Site area plan showing site in surrounding context.

Site



Fig 2. 3D Site area plan showing site in immediate surrounding context.

Site

2.1 Site Context

The site and existing building are situated on the southern side of a prominent thoroughfare, Greville Street and backing onto a significant yard space, The Bleeding Heart Yard, which can be glimpsed from Greville Street via an alley situated adjacent to the building's western flank.

The topography of Greville Street slopes down from Hatton Garden towards Farringdon Road. The geometry of the street, its slope and the gaps between buildings means that all parts of the building can be viewed from a number of different directions.

The area is not characterised by one period or style of building, comprising predominantly commercial buildings ranging from the early 20th century to the post war period.

Buildings range in height from 4 to 8 storeys. The most prominent building in the street is the Grade II listed building situated at 25-27 Farringdon Road, which exerts a strong landmark presence on its surroundings as a result of its corner location, building form and in particular the conical turret, which sits on the corner of the building and forms a striking feature against the sky.

The building itself is not listed but falls within the boundaries of the Hatton Garden Conservation Area. The Conservation Area Appraisal and Management Strategy identifies the building as making a negative contribution to the Conservation Area. The buildings at 16-19, 24, 27 Greville Street and a number of buildings in the Bleeding Heart Yard are, however identified as making a positive contribution to the

Conservations Area. A particular characteristic of the area is its association with the jewellery trade, which has its origins in the 19th century.

The site is also subject to a number of other important planning policy designations. It sits in a:

- Archaeological Priority Zone
- Central London Area
- Hatton Garden Area
- Designated View 3A.1 Kenwood Viewing gazebo to St Paul's Cathedral- Right Lateral Assessment area



Fig. 3. Local transport links within walking distance from the site.

Site Tube Station Bus Station



2.2 Site Location

The site benefits from a Public Transport Accessibility Level (PTAL) rating of 6b, highest on the PTAL scale between 1a (very poor) and 6b (excellent). It is within the immediate vicinity of Farringdon Station which caters for Thameslink train services and Circle, Hammersmith & City and Metropolitan underground lines. The current major redevelopment works to increase capacity will improve accessibility and upgrade interchanges as part of the building of Crossrail. The building is also within easy walking distance of Chancery Lane underground station serving the Central Line.

There are several bus stops in close proximity that serve a high volume of frequent and regular bus services along the well-served principal road network.

It is integrated within existing cycling and pedestrian infrastructure provision with access to LCN (London Cycle Networks) within easy reach, offering a wide range of local facilities and public services (as mentioned in 2.1 Site Context).

The site is predominantly accessed from Greville Street with an escape stair leading onto Bleeding Heart Yard to the south and west elevations. Although having the capacity to reduce crowding and traffic from Greville Street, the Bleeding Heart Yard facing elevations are not active.



Fig. 4. Existing building looking west viewed from Farringdon Road.



Fig. 5. Existing building looking east viewed from Greville Street.



Fig. 6. Existing building looking north viewed from Bleeding Heart Yard.

2.3 Existing Building

The existing building is five storeys, with a sixth set back storey, which houses the plant of the building. It comprises 2,354 sqm GIA of Class B1 floorspace with the following occupancy:

Floor	Use
Basement	B1
Ground	B1
First	B1
Second	B1
Third	B1
Fourth	B1

Visually, rear and front elevations are treated the same, faced in dark red brick with windows arranged in horizontal bands across the facade at all levels. The side elevation is relatively plain and leads to a rear enclosed staircase block to the west acting as a secondary means of fire escape. The central bays on the rear elevation are set back from the previous building line to create a lightwell and plant area. The rear elevation mirrors design features of the front which then wraps around to the east elevation.

Internally, floors were originally organised to be used as open plan offices at all levels accessed by a central stair and lift core with WCs and a central riser.

The main entrance is located in the north-east corner fronting Greville street stepped away from street level through glazed doors to the central reception and main stairwell.

To the rear, car parking spaces and M+E equipment are located on Bleeding Heart Yard without any acoustic or visual screening.



Fig. 7. Existing building looking east from Hatton Garden.



Fig. 8. Existing building looking east from Greville Street.



Fig. 9. Existing building viewed from Greville Street.



Fig. 10. Existing building viewed from Bleeding Heart Yard looking east.



Fig. 11. Existing building looking west from Farringdon Road.



Fig. 12. Existing building looking west from Farringdon Station.

2.5 Bleeding Heart Yard History



Fig. 13. Detail from John Rocque, Map of London, 1746.

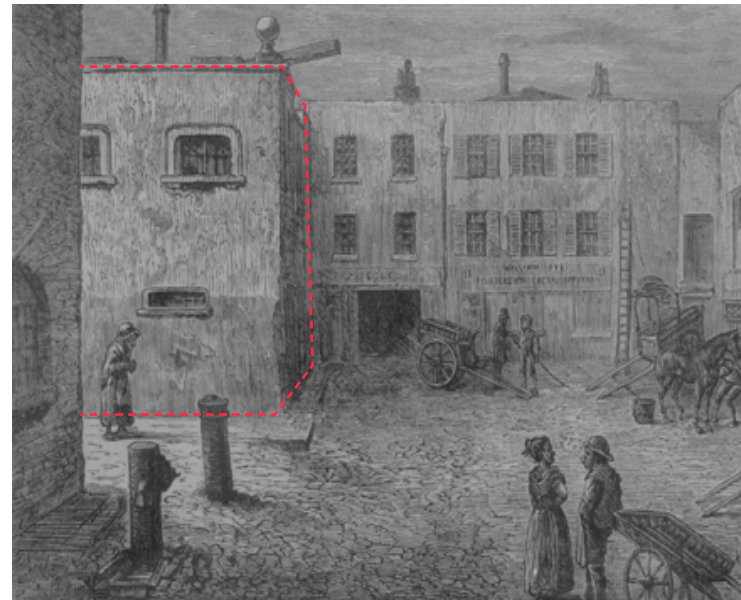


Fig. 14. Walter Thornbury, Engraving of Bleeding Heart Yard, 1873-8.



Fig.15. Charles Goad, Fire Insurance Map, 1886.

'The site's south elevation faces into Bleeding Heart Yard, the earliest evidence of which appears on John Rocque's 1746 Map of London, Westminster and Southwark, where it is shown as an enclosed area north-east of an orchard and walled garden belonging to Ely Palace and south of Cross Street (now Greville Street). Access into the yard appears to have been via an opening along Cross Street or through a small passage at the north-west corner of Ely Place (1775). The yard appears to have become formalised, with buildings erected on the east, west and south sides of the yard after Ely Palace was demolished in 1771. The buildings along the south side of the yard sealed the area off from Ely Place.

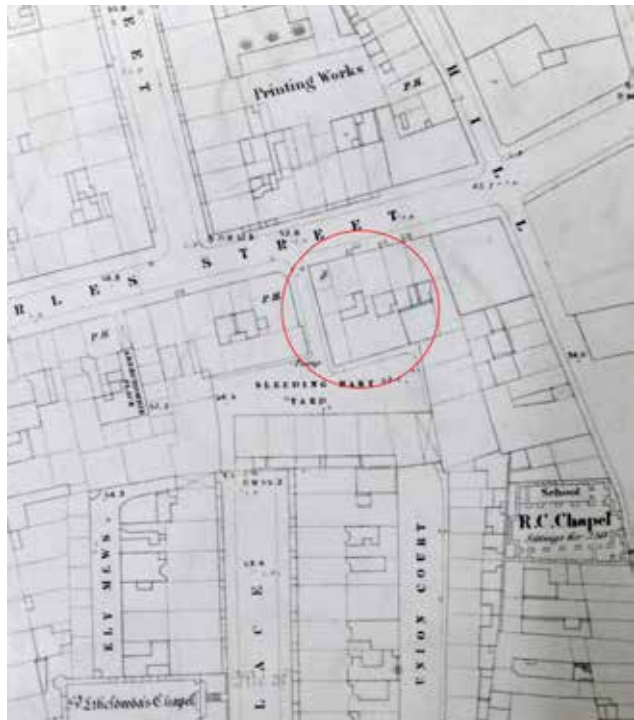
Bleeding Heart Yard is another location of the Hatton Garden area captured by Charles Dickens as the home of the Plornish family in *Little Dorrit* (1856). Dickens described the yard, alluding to its historical significance as the setting of Ely Palace.

Walter Thornbury's *Old and New London* (1873-8) published a view of Bleeding Heart Yard, then consisting of Georgian buildings with loading bays and commercial premises at ground floor level. Thornbury suggested the name of the yard was attributed to the public house at the corner of Charles Street (now Greville Street) into the yard. The pub sign, which according to Thornbury predated the 1660 Reformation, depicted the heart of the Holy Virgin pierced with five swords. Alternatively, a Victorian Gothic narrative suggests Bleeding Heart Yard is reputed to take its name from the legendary Lady Hatton who lived in the palace during the 17th century and reportedly met a gruesome death at the hands

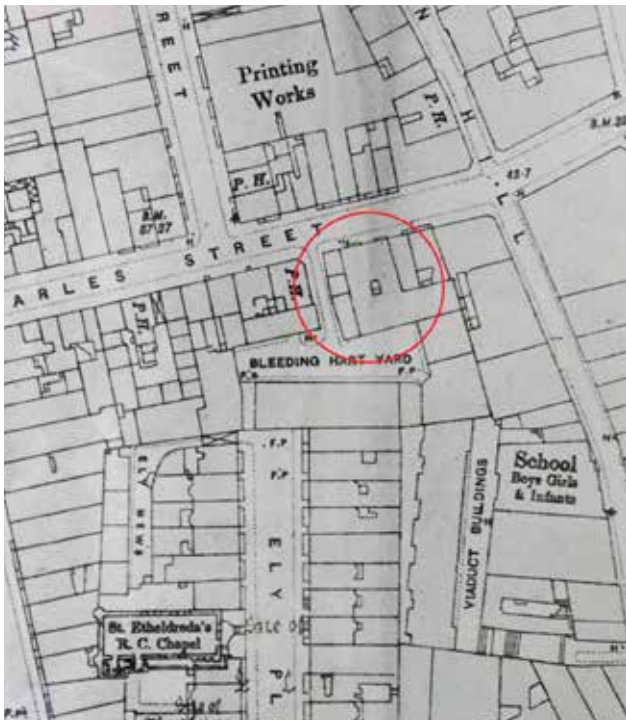
of her lover. Her heart was apparently found in the yard. Such explanations, however, are based on little historical evidence.

Goad's Fire Insurance Map (1886), records an oil merchant, blacksmith and engineer, a wheelwright and a warehouse occupying the yard. The north-east corner formed part of the metal spinners, builders and glass warehouse which fronted Charles Street (Greville Street). The yard remained in industrial use throughout the 20th century; its buildings featured loading bays at ground floor level and large windows for the workshops above. The yard retains much of its late-19th century industrial character today.'

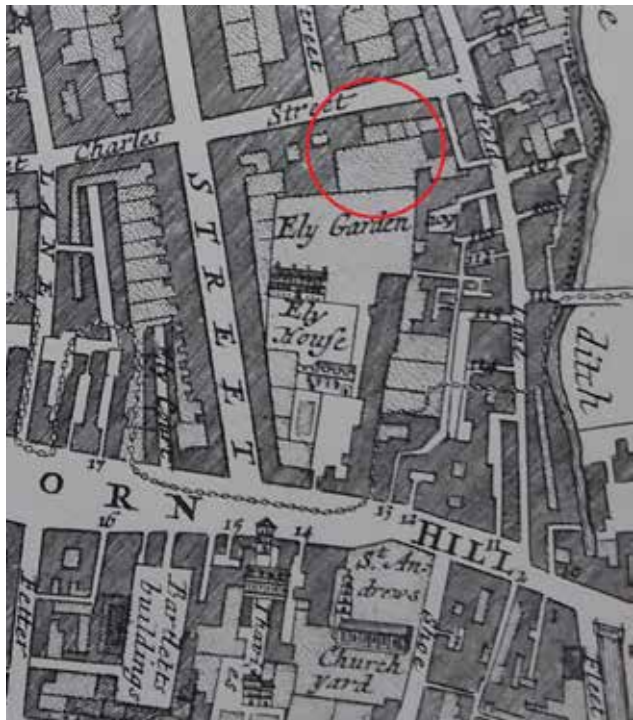
Please see Historic Building Report prepared by Donald Insall Associates for details.



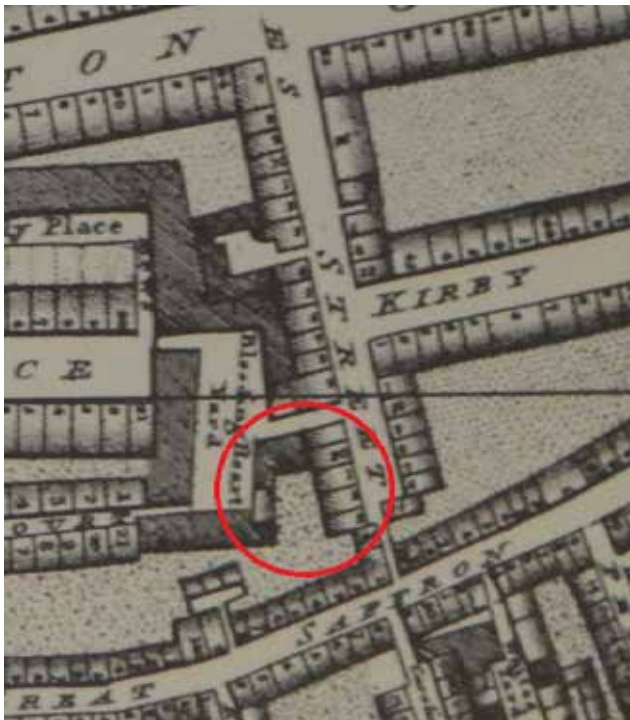
Detail of 1872 Ordnance Survey Map.



Detail of 1896 Ordnance Survey Map.



Map of St Andrew's Parish, 1720.



Detail of Richard Horwood, Map of London, 1813.



Fig. 16. Spencer Grant, Front Elevation showing Proposed rebuilding of 20. Greville Street, 1922.

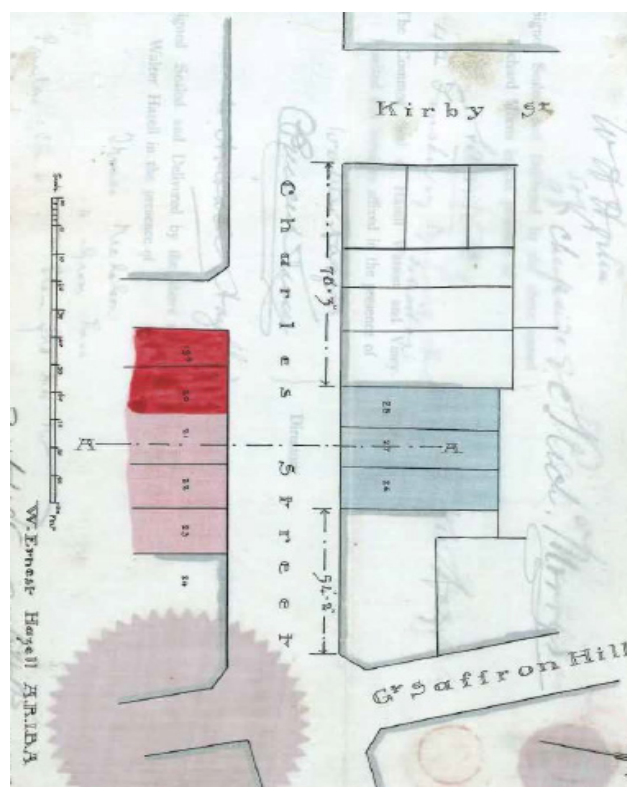


Fig. 17. W. Ernest Hazel, Site Plan of Charles Street, 1900.

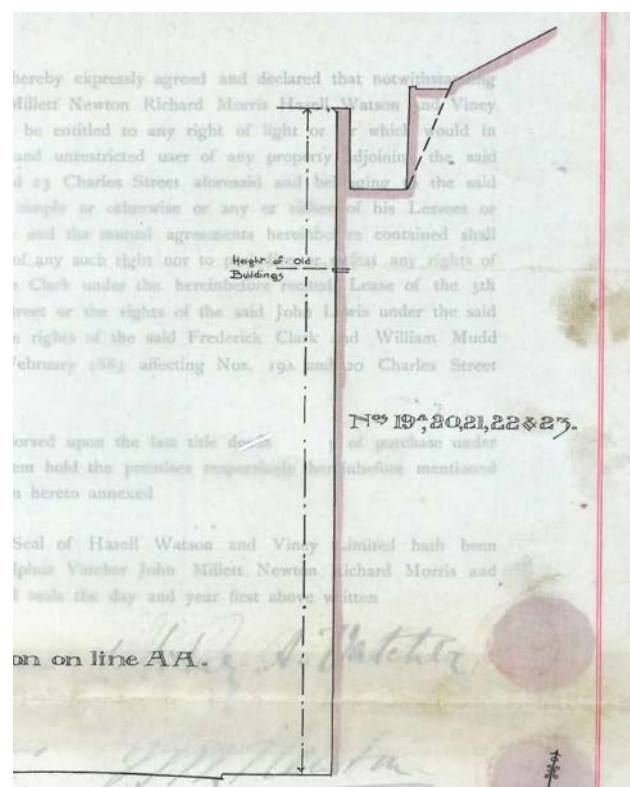


Fig. 18. W. Ernest Hazel, Section of Charles Street, 1900.

2.6 Existing Building History

The building now at No. 20-23 Greville Street was the result of a 1976 application to demolish the previous and larger footprint of buildings occupying the entire site and dating back to the mid 19th century. The site itself was once part of a terraced block with mews buildings in Bleeding Heart Yard which would have served the houses on the principal streets. The buildings on the site were 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.

From 1880, Kelly's Directory records John Millet Newton (glass manufacturer, est. 1878) at No. 21 Charles Street (Greville Street), later expanding eastwards to occupy Nos. 22 and 23. An indenture made in 1900 was used to avoid rights of light and air disputes when Newton and Richard Morris (the lessee of 19a and 20 Charles Street) intended to erect new buildings. By 1910, Newton had acquired No. 20 and united the buildings as a single block.

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.

Grant proposed the rebuilding of the Bleeding Heart Yard elevation as a uniform block, incorporating No. 16 into the building, a basement extension beneath Bleeding Heart Yard, the rebuilding of No. 20 to match Nos. 22 and 23 and unifying the block as a single use.

Photographs from 1976 and 1977 show Nos. 21-23 Greville street shortly before its demolition and appear to highlight the building's banded brickwork with fairly ornate detailing and footprint expanded into Bleeding Heart Yard.

In 1976, permission was granted to redevelop No. 20-23, 19a Greville Street and Nos. 8-10 Bleeding Heart Yard with an office and storage building of a smaller footprint. This new building is faced in dark red brick with banded windows, relatively plain side elevation, mirrored front and rear elevations and a new lightwell to the rear.

Please see Historic Building Report prepared by Donald Insall Associates for details.

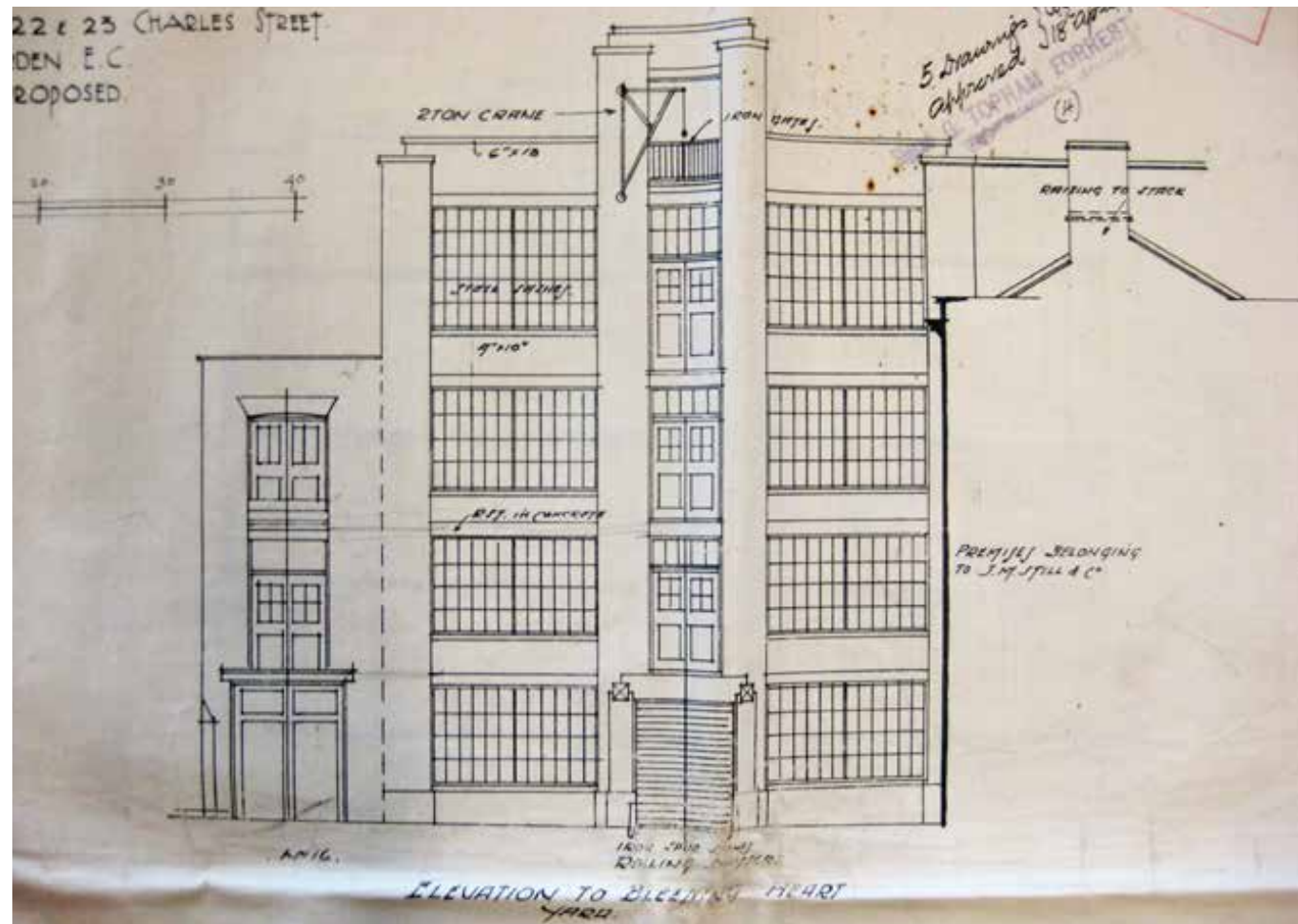


Fig. 19. Spencer Grant, Bleeding Heart Yard Elevation, 1922.

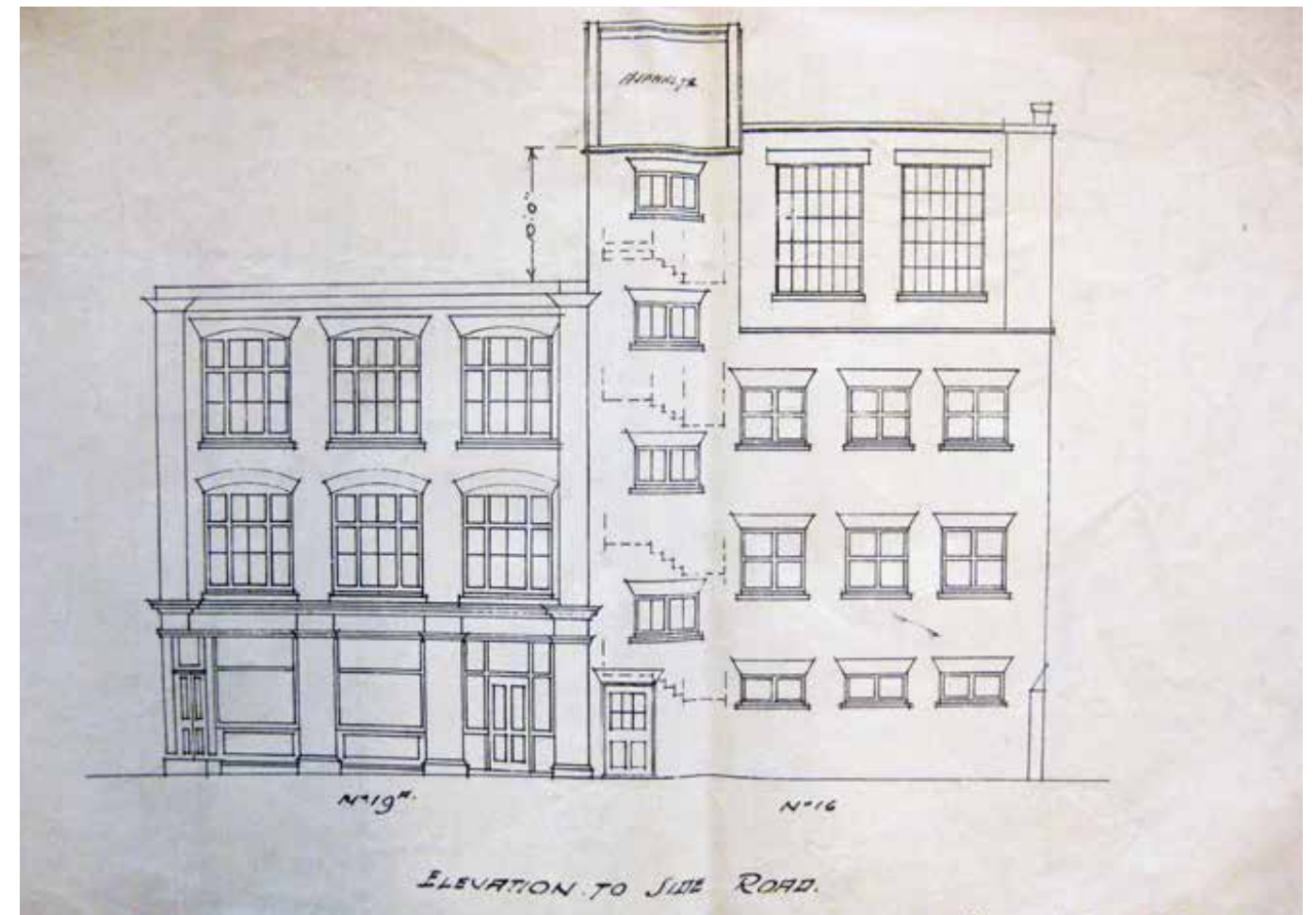


Fig. 20. Spencer Grant, Side Elevation, 1922.



Fig. 21. Photograph showing rear elevation of 20-23 Greville Street.



Fig. 22. Photograph showing side elevation of 20-23 Greville Street, 1977.

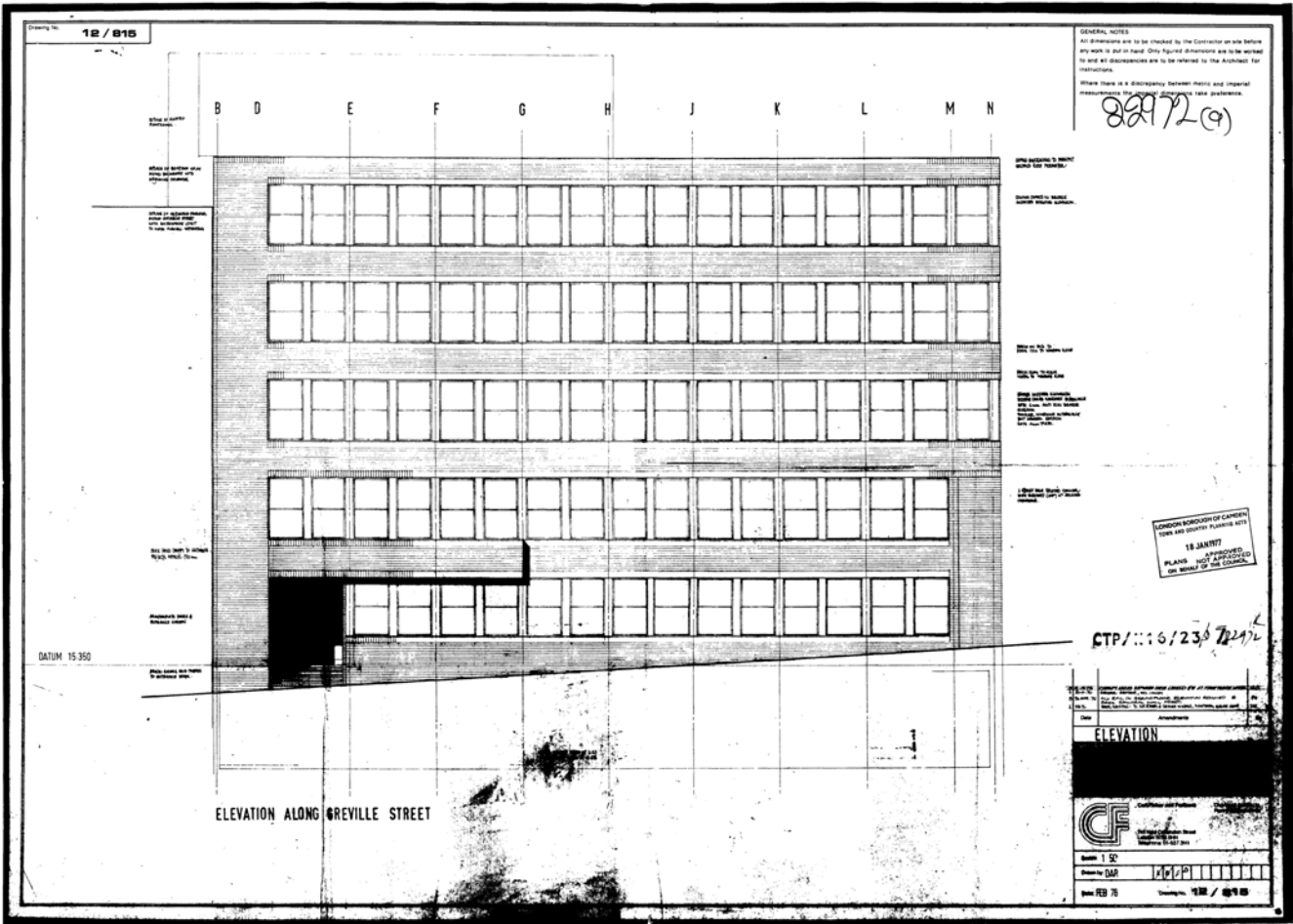


Fig. 23. Carl Fisher and Partners, North Elevation, 1976.

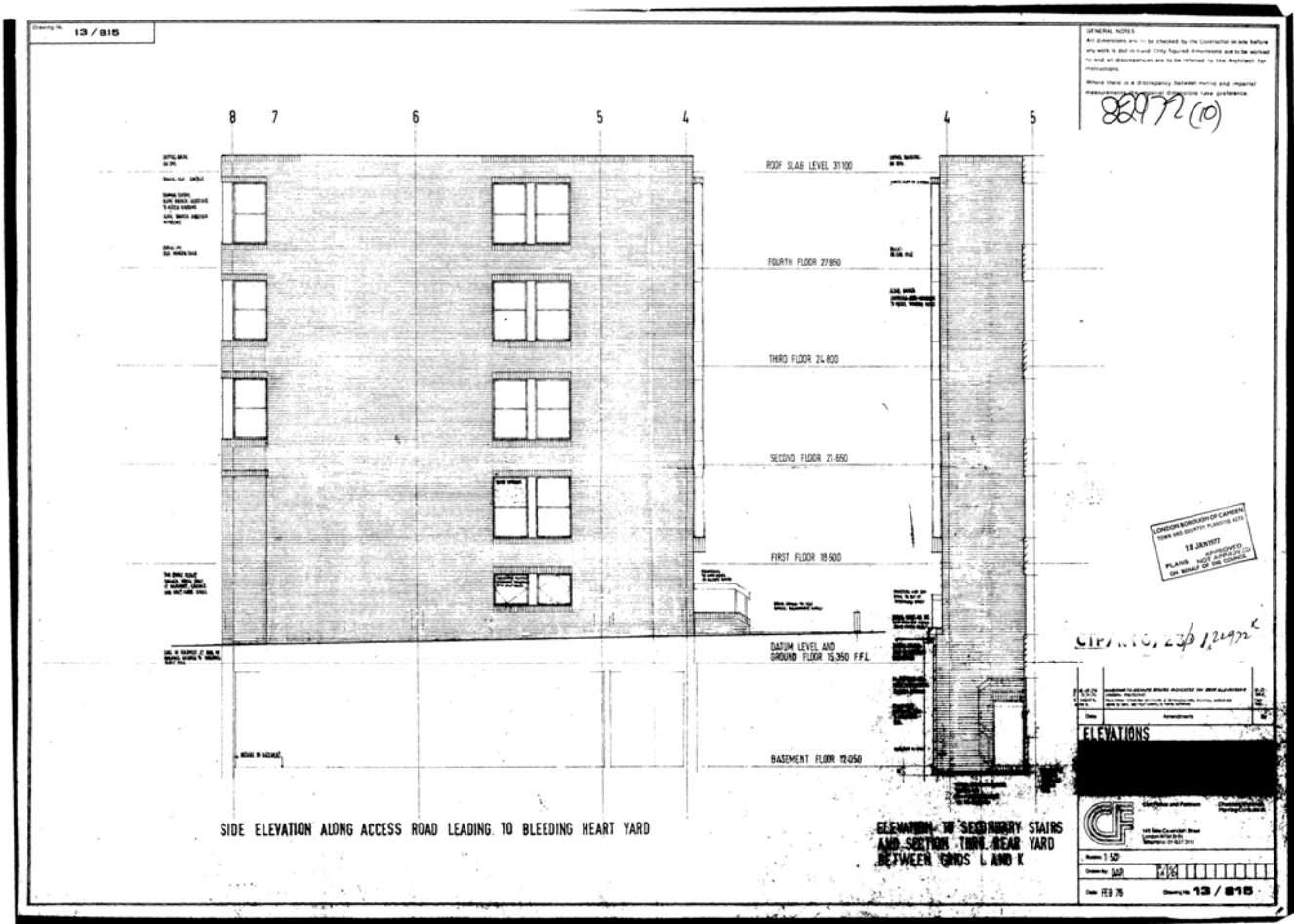


Fig. 24. Carl Fisher and Partners, West Elevation, 1976.

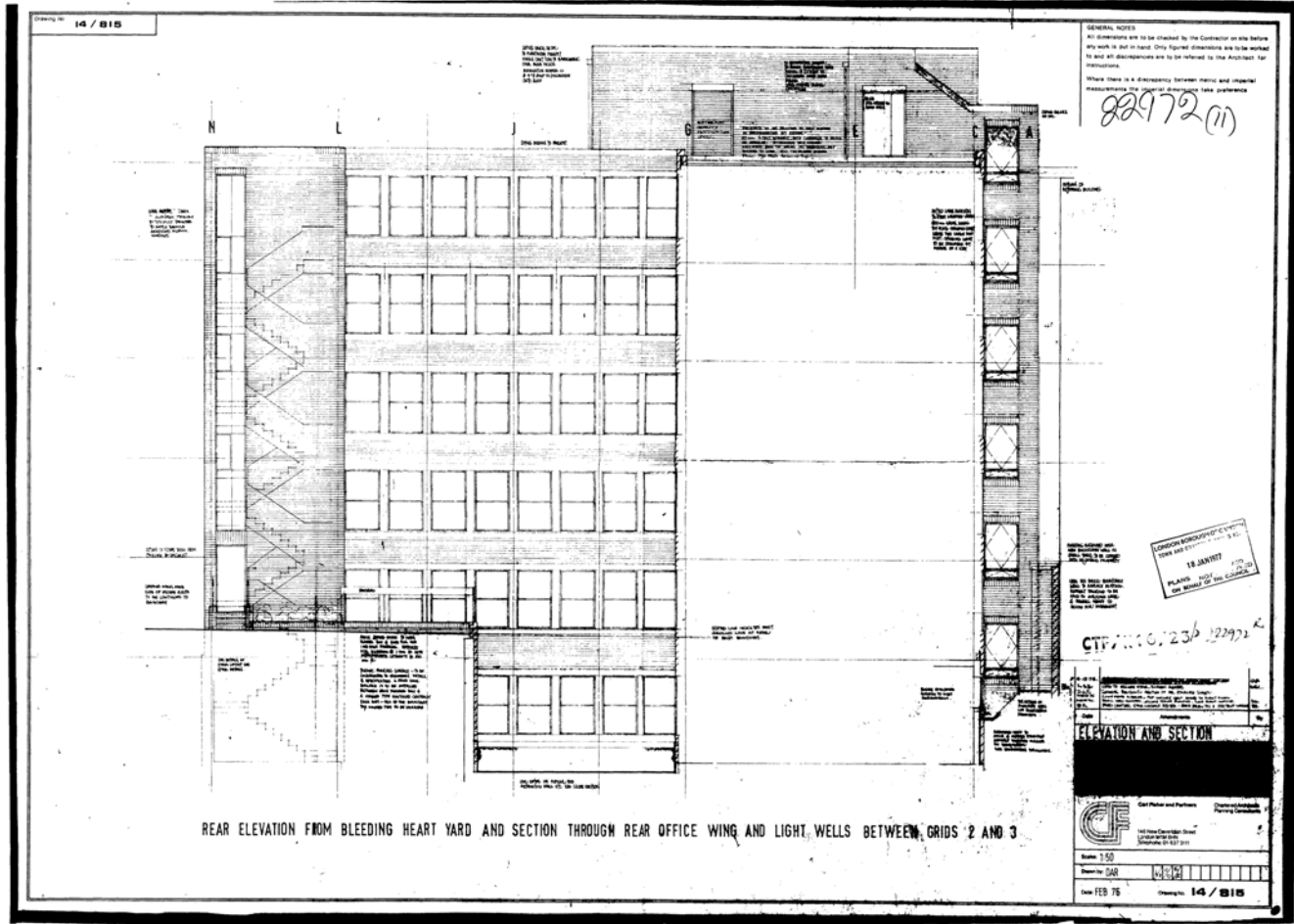


Fig. 25. Carl Fisher and Partners, South Elevation, 1976.

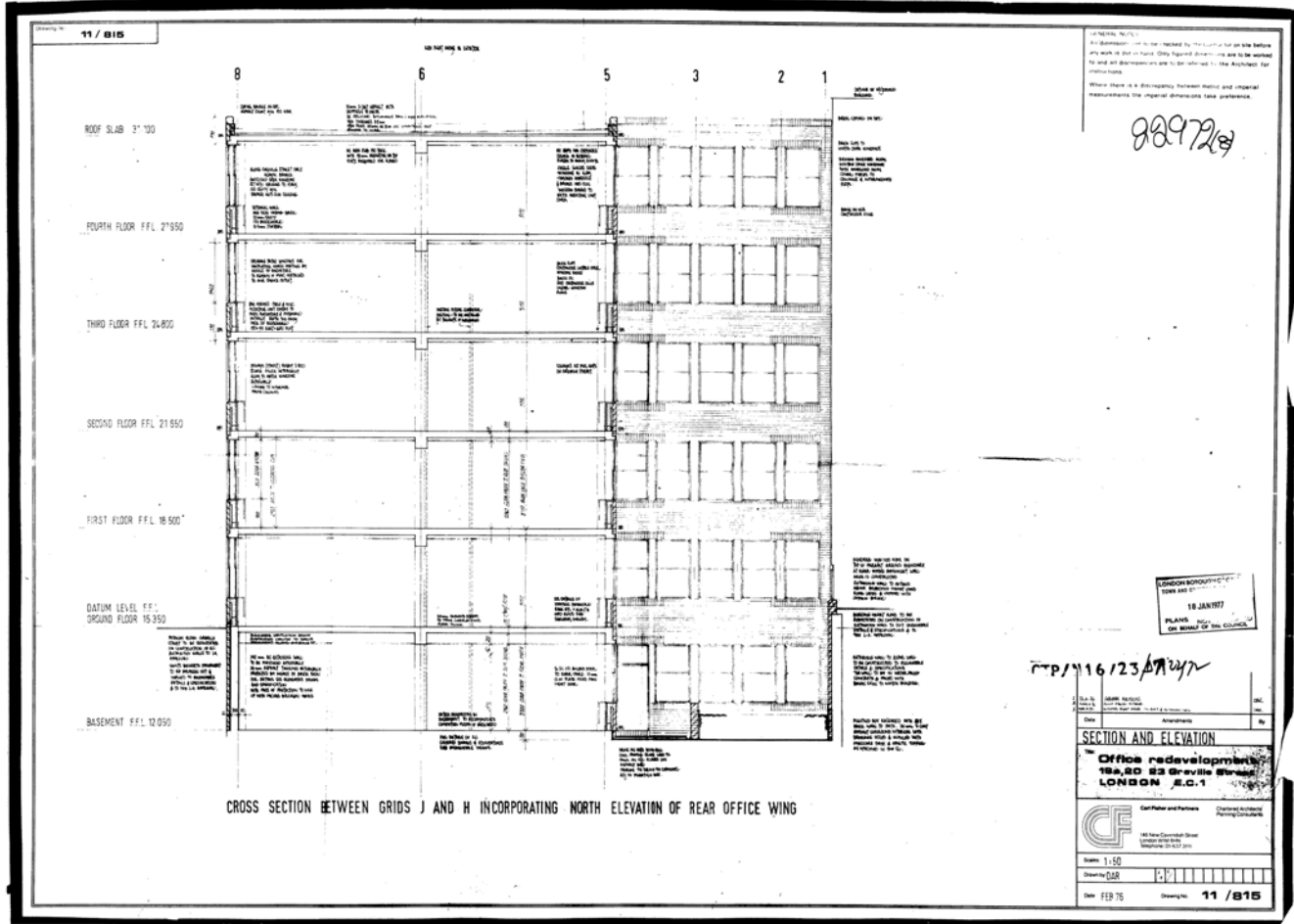


Fig. 26. Carl Fisher and Partners, Short Section, 1976.

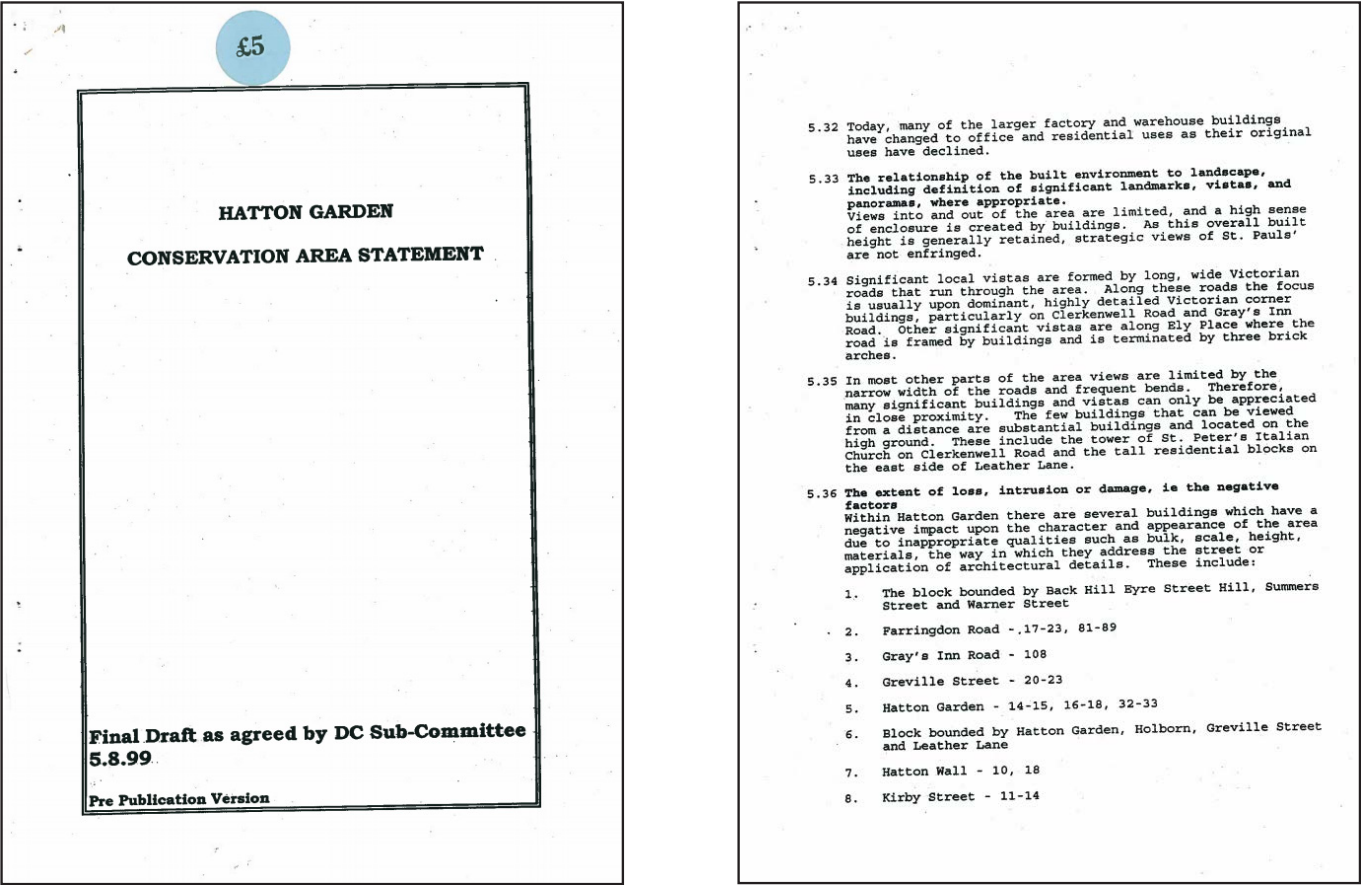


Fig. 27. Extracts from the 1999 Hatton Garden Conservation Area Statement highlighting 20-23 Greville Street's impact on the character and appearance of the surrounding area.



Fig. 28. Updated Hatton Garden Conservation Area Appraisal and Management Strategy Draft.

The Hatton Garden Conservation Area was designated in 1999 when its first Conservation Area Statement was adopted. The original appraisal was replaced in March 2017 by a new appraisal and management strategy. In the draft Appraisal and Management Strategy (2016/17), 20-23 Greville Street is identified as one of fifteen buildings which:

‘make a negative contribution... having a negative impact upon the character and appearance of the Area, for example because of inappropriate bulk, scale, height or materials, poor quality design or construction, or because they fail to address the street’

Regarding Bleeding Heart Yard, the consultation draft states:

‘Bleeding Heart Yard and Hatton Place 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’

Please see Historic Building Report prepared by Donald Insall Associates for details.



Fig. 29. Pre application scheme submitted in 2015 (2015/5341/PRE) with a roof extension filling the floor plate.



Fig. 30. Second pre application scheme submitted in 2016 (2016/1819/PRE) with a stepped back roof extension.



2.8 Site Planning History

A review of the planning history associated with the site confirms that the site has been subject to a number of minor applications relating to the installation of air conditioning in 2001, plant at basement level in 2002 and the introduction of new entrance doors.

Two previous pre-application submissions have also been submitted on the site. These two submissions have provided useful background in relation to the preparation and submission of this full application document.

Pre-application 2015/5341, which was submitted 21/09/2015 sought to provide a two-storey roof extension containing 775sqm of additional office floorspace and the change of use of ground level Class B1 use to A3.

The response to this submission confirmed that:

- An increase in employment floorspace would be supported by officers.
- There would be an expectation that where more than 200sqm (gross) additional floorspace is provided, 50% of the additional floorspace would need to be delivered as secondary uses, including a contribution to affordable premises suitable for the jewellery industry or where this was not feasible that the council would seek a payment in lieu based on £498 per sqm.
- The provision of A3 floorspace would not cause harm to the character, function, vitality and viability of a centre and the amenity of neighbours.

- The proposals would need to consider impact on the residential amenity of neighbouring properties.
- Cycle parking would need to accord with the London Plan standards

In relation to design, the design and conservation officer commented that the two storey extension, as proposed appeared to be excessive and would cause harm to the setting of the listed building at 25-27 Farringdon Road and would not preserve the character and appearance of the Conservation Area.

The form of the extension was considered to be 'top-heavy' and to 'dominate the parent building and the surrounding views on the south side of Greville Street'. The extension was considered to sit too far forward on all sides of the building.

Clear glazing for the extension was not discounted but it was suggested that this was not the only material that would be appropriate on its own or in combination with other contextual materials.

The advice advanced a series of useful principles in relation to the provision of roof extensions in the location, namely:

- The immediate context and setting should be considered, when contemplating a roof extension, ‘being mindful of the buildings characteristics and the unique qualities of the CA, and the scale and visual relationships between buildings and spaces’.
 - The extension should be a bespoke solution that relates to the building on which it sits, having some visual connection.
 - Any extension must be substantially set back from the roof’s perimeter.
 - Any extension should demonstrate that it would not dominate the parent building, or detract from long views of open sky, cornice lines, historic features such as the listed building’s turret.
 - Be mindful of long views including from Farringdon Station.
 - Should the height, volume, setback, materials and detailing be acceptable for a roof extension, there would have to be public benefits such as but not limited to:
1. An enhancement to the ground floor elevation given that the existing does not address the street frontage or the change of grade, has no relationship with Greville Street or pedestrians.
 2. An improvement to the rear elevation and the relationship to the public space and other buildings in the Bleeding Heart Yard as currently it does not address either component, requiring better integration within the semi public space,

and usable physical presence rather than being back of house.

Based on this advice the applicants submitted a second pre-application submission on 07/04/2016, which involved an extension, which was stepped back from the front elevation with a smaller footprint than originally proposed. The extension was single storey to the front and rear, increasing to two-storeys at the centre. It was finished in zinc cladding and powder coated aluminium windows.

The pre-application response letter from officers (2016/1819/PRE) confirmed that:

- The proposed materials were considered to be out of context and would represent a significant change to the character and appearance of the existing building.
- The extension would have a negative impact on the conservation area and additional height and bulk would be out of character and would have an overbearing impact on views from Bleeding Heart Yard.

It was suggested that a Historic Assessment should be undertaken in order to understand the more sensitive viewpoints/conservation area and in order to appreciate the historic development of the area, its character and materiality.

This pre-application advice formed an important starting point for the proposals advanced as part of our full application.

2.8 Site Planning History

Planning permission was approved at committee on 20th September 2018 and formally on 19th June 2019 (ref; 2018/0910/P) subject to a Section 106 legal agreement.

The planning approved scheme was for change of use of existing office (Class B1a) use at basement, ground floor and 1st floor to retail/restaurant (Class A1/A3) use; demolition of existing 5th floor plant room and erection of new 2 storey roof extension for office use; erection of 5 storey rear extension; infill of rear lightwell to create cycle storage and changing facilities at basement level; external alterations including new facade and glazing, and associated works.

A non-material amendment application (2019/1456/P) was made on 19th June 2019 for amendments (including changes to approved dormer windows construction and size, alterations to shopfront fenestration, changes to window glazing bars and door locations to front and rear, window positions aligned to match existing openings) to planning permission approved on 19/06/2019 under reference 2018/0910/P for the 'Change of use of existing office (Class B1a) use at basement, ground floor and 1st floor to retail/restaurant (Class A1/A3) use; demolition of existing 5th floor plant room and erection of new 2 storey roof extension for office use; erection of 5 storey rear extension; infill of rear lightwell to create cycle storage and changing facilities at basement level; external alterations including new facade and glazing, and associated works.'.

This application was granted on 2nd July 2019.

The key planning policy considerations for the proposed development are set out in the NPPF, GLA and Camden Planning Guidance and the Hatton Garden Conservation Area Appraisal and Management Strategy (March 2017) and policies map.

In the context of this full application submission the following Local Plan policy issues are relevant and have helped inform and shape this full application submission:

- The site’s location within the Lateral Assessment Area of Designated View2A.1 and the restriction this designation places on the redevelopment potential of the site.
- The site’s location in an archaeological priority area (Local Plan Policy D2).
- The site’s location in the Hatton Garden Conservation Area and within Key Views 1 and 2 as defined by the CA appraisal (Local Plan Policy D2 and the recently adopted Hatton Garden Conservation Area Appraisal and Management Strategy (March 2017))
- The Council’s desire to secure the delivery of high quality development and the most efficient use of land and buildings (LP Policy G1).
- The site’s location in the Hatton Garden Area where the Council will seek to secure and retain premises suitable for use as jewellery workshops and related uses. Where proposals increase total GIA floorspace by more than 200sqm the Council will seek to negotiate up to 50% of the additional floorspace as affordable premises suitable for the jewellery sector (Local Plan Policy E2).

- The desire to protect existing and provide new business floorspace (LP Policy G1, E1, E2).
- Support to intensify existing employment premises provided that the level of employment floorspace is increased or at least maintained, the redevelopment retains existing businesses on site, the proposals include floorspace suitable for start ups, small to medium enterprises, such as managed affordable workspace where viable (Local Plan Policy E2).
- The surrounding land uses and the need to protect the quality of life of existing occupiers and neighbours in terms of visual privacy, outlook, sunlight, daylight and overshadowing (Local Plan Policy A1).
- The desire to secure high quality design which respects local character and context, preserves and enhances the historic environment and heritage, is sustainable, integrates with surrounding streets, is inclusive and accessible, preserves significant and protected views (Local Plan policy D1).
- The desire to minimise the effects of climate change and encourage all developments to met the highest feasible environmental standards (Local Plan Policy CC1, CC2).
- The need to ensure that town centre uses do not harm the character and function, vitality, viability of a centre, the local area or the amenity of neighbours (Local Plan Policy TC4).
- The Council’s parking policies in terms of car, cycle and disabled parking (Local Plan Policy T2).

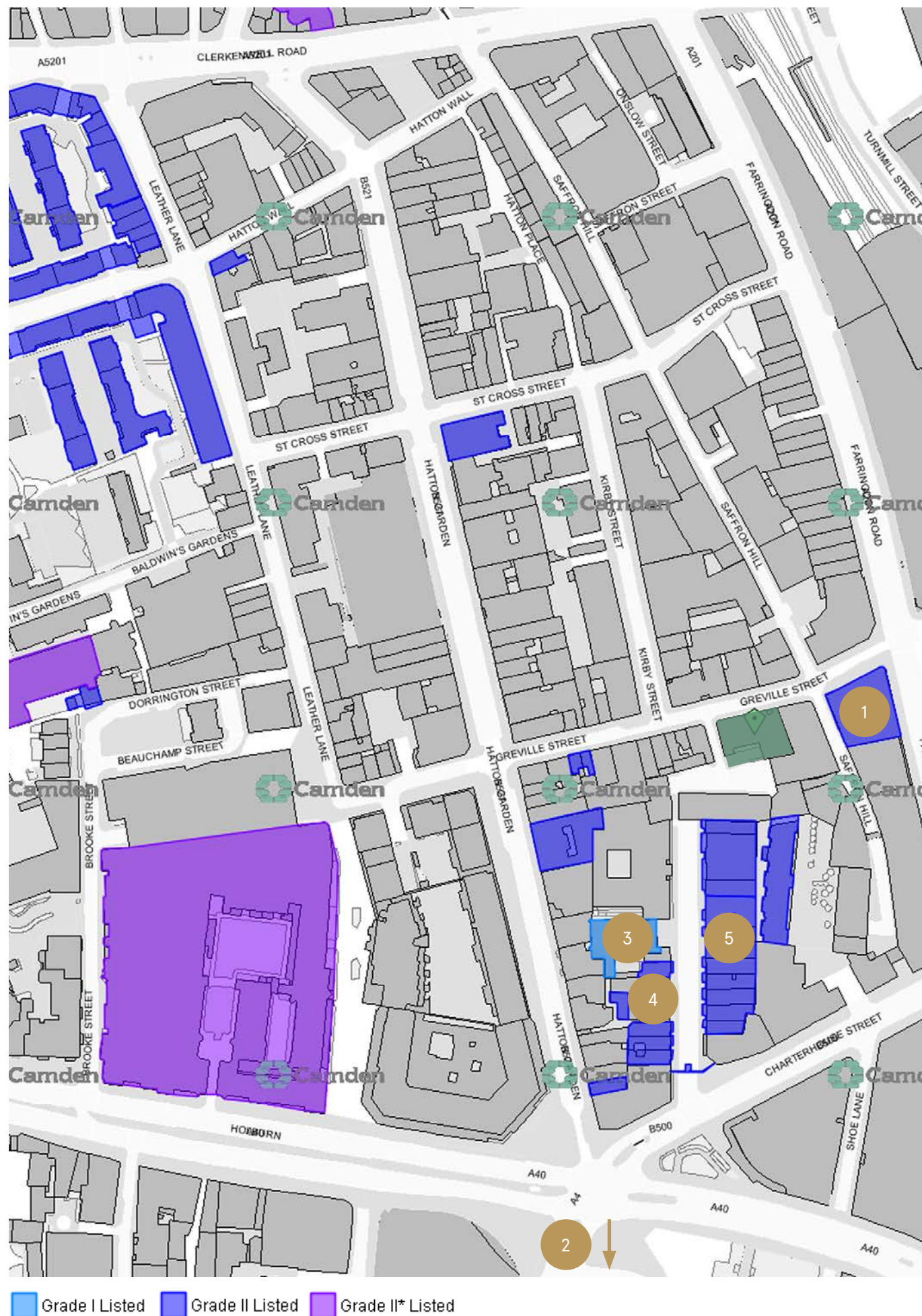


Fig. 32. Camden Listed Building Map.

2.11 Conservation Area Analysis

The site is situated in a mixed area of non listed and mostly Grade II listed buildings. To the north and north-west buildings are mostly non listed. To the immediate east, is Nos. 25 and 27 Farringdon Road (Grade II), immediate south is St Andrew's House (Grade II), St Etheldreda Church (Grade I), the convent school at 13-14 Ely Place (Grade II) and a terrace of townhouses along Ely Place (Grade II).

In the vicinity of the site:

1. Nos 25 and 27 Farringdon Road is Grade II listed
2. St Andrew's House is Grade II listed
3. St Etheldreda Church is Grade I listed
4. The convent school at 13-14 Ely Place is Grade II listed
5. Terrace of town houses along Ely Place is Grade II listed.

The buildings at 16-19, 24, 27 Greville Street and a number of buildings in the Bleeding Heart Yard are in addition identified as making a positive contribution to the Conservations Area.

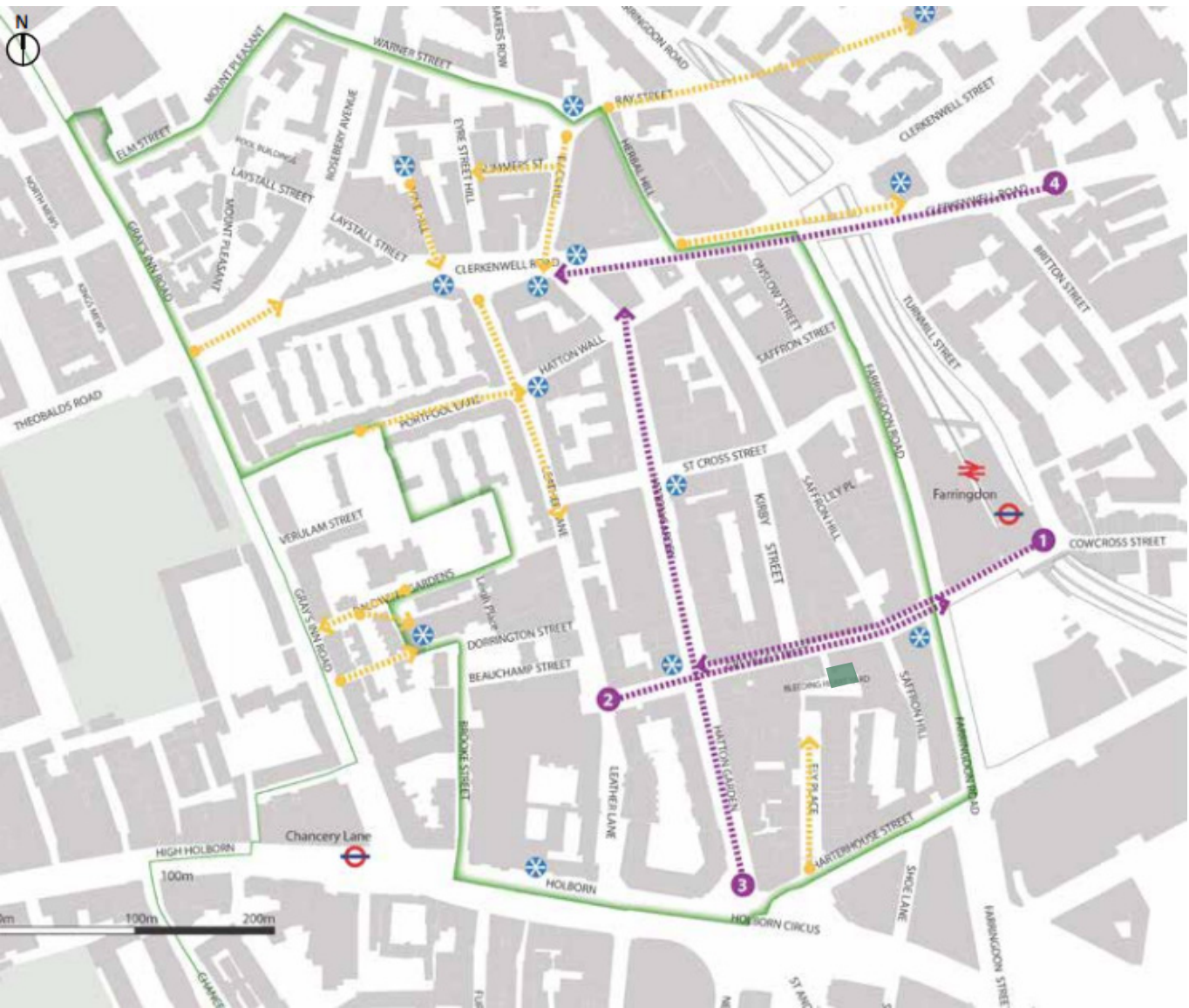


Fig. 33. Key views and landmarks as identified by Camden in the Hatton Garden Conservation Area Appraisal and Management Strategy.

-  Key views
-  Locally significant views
-  Landmarks

20-23 Greville Street is included in some key views identified in the Hatton Garden Conservation Area Appraisal and Management Strategy.

View 1 - Cowcross Street looking west toward Farringdon Road / Greville Street Corner

‘The view westward along Greville Street reveals the distinctive topography of the Area, with the land rising up from the former valley of the River Fleet (Farringdon Road). This effect is reinforced visually by the relatively even building heights along Greville Street. The view acts as a gateway into the Area and is framed on the left by 25-27 Farringdon Road (Grade II), a former printing works with striking polychromatic brickwork, which introduces the industrial heritage of the Area.

As the viewer advances along Greville Street, another corner tower at 88-90 Hatton Garden (Positive) comes into view. View 1 and View 2 represent the same viewing corridor, in different directions.’

View 2: Greville Street looking east toward corner with Farringdon Road

The view eastward along Greville Street is dominated by the richly decorative 25-27 Farringdon Road (Grade II), which juts into the viewer’s eyeline owing to the distinctive street plan and topography. Its conical turret, added c. 1990, forms a striking feature against the sky.

Immediately beyond is the development site created by Crossrail, just outside the Area. Added visual interest derives from the rhythm established by narrow plot widths along both sides of Greville Street, enlivened by buildings of contrasting colour and texture.

View 1 and View 2 represent the same viewing corridor, in different directions.



Fig. 34. Camden recognised key view 1.



Fig. 35. Camden recognised key view 2.

3.0 Pre-Application

3.1 Pre-Application Submission

A pre-application scheme was submitted in July 2017 for the retention and refurbishment of the existing office building comprising 2,354 sqm (gia) of floorspace to provide a new mixed use building comprising:

- A change of use of 396 sqm (gia) of existing Class B1 office floorspace at lower ground, ground and first floor levels to provide Class A1 floorspace fronting onto Greville Street.
- The change of use of 509 sqm of existing Class B1 office floorspace at lower ground, ground and first floor levels to provide Class A3 restaurant floorspace fronting onto Bleeding Heart Yard.
- The retention and refurbishment of 1,616sqm of class B1 office floorspace.
- Demolition of existing fifth floor level and replacement with a new mansard level and introduction of small infill extension to rear of building fronting onto Bleeding Heart Yard to provide 661 sqm of new Class B1 floorspace.
- The infilling of an existing lightwell at lower ground floor level fronting onto Bleeding Heart Yard to provide refuse/cycle storage for the building as a whole.
- Provision of small discrete plant enclosure integrated into new mansard extension.
- Alterations to existing elevations.



Fig. 37. Pre-application north (top) and south (bottom) elevations.

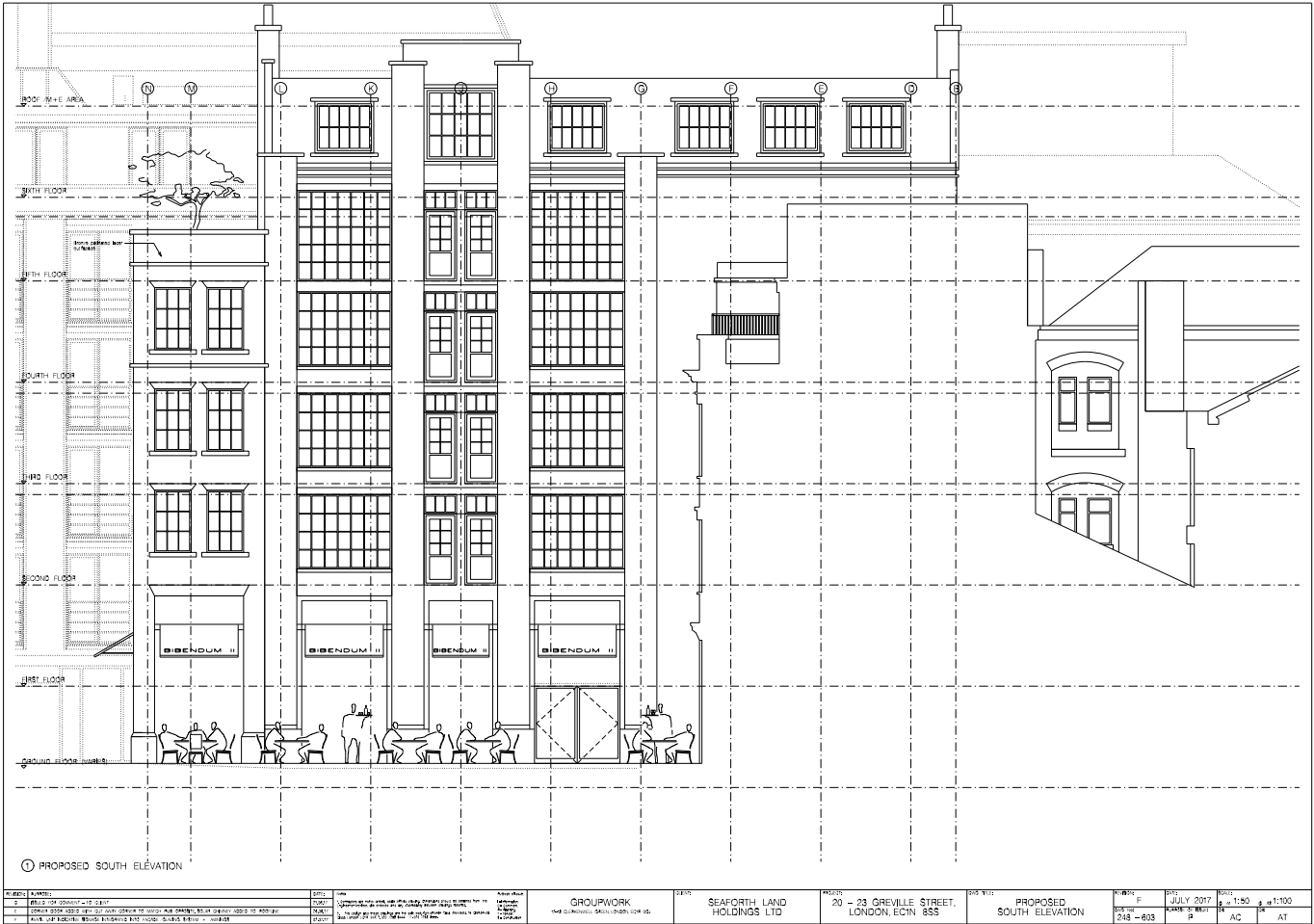


Fig. 36. Pre-application north (top) and south (bottom) elevations.

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Attendees

Laura Hazelton LB Camden
Charlie Rose LB Camden
Kate Gibbs LB Camden
Tyler Goodwin Seaforth Land
Jin Cui Seaforth Land
Amin Taha Groupwork Architects and Seaforth Land
Alex Coterill Groupwork Architects
Jennifer Ross Tibbalds
Fiona Sibley Tibbalds

	Action
1 Design	
<ul style="list-style-type: none">• <u>• Façade joints - CR confirmed the best way to check the appropriateness of the mesh façade was to inspect the sample on site happy with façade approach, but also feels it necessary - would like to see the joints on an elevation as well as the updated profiles. -</u>• <u>• Rooftop plant - CR supported the approach to the rooftop plant in principle, and the LPA can live with the building height, as long as all plant (PVs etc) can be accommodated inside the façade envelope without raising the height. CR requested to see a roof plan. Flexibility is advised for plant deck space as requirements change - CR wanted a guarantee, in whatever form you are able to provide, as part of the application that the plant would be concealed below the top of the parapet as suggested and there is sufficient space in the plant area to future proof all M&E requirements.</u>• Ground floor frontage - CR said this needed revision to address the odd proportions and floor slabs visible through double height glazing. He suggested pulling the first floor down on the LHS, losing the spandrel and reportioning the 2nd floor windows.• Dormers and roof design – CR would seek single not double dormers, in a taller and narrower form, to reduce the perception of height. Farringdon Road is the primary road with the primary buildings in massing terms, and must remain so. CR also suggested making the pitch shallower to reduce the perception of height.• Eastern flank wall – Groupwork to develop how we treat this façade to accommodate Sony’s lobby.• Rear colonnade – Groupwork to develop lobby entrance from BHY. CR raised concern that enlarging the colonnade may increase A3 patio use disproportionately.• Materiality – CR to secure brass as façade material through planning condition.	Formatted: Font color: Red
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Would like to see fuller details in app of profiling.	
Actions: <ul style="list-style-type: none">• Groupwork to provide updated material to CR for comment in next two weeks• Sample panel to be installed at Greville St in week 1 or 2 December (prior to submission), and officers to be invited to inspect.	
2 Transport and cycle parking <ul style="list-style-type: none">• LH to provide comment from Highways on the submitted transport note, and the question of locating visitor cycle parking in a suitable offsite/on-street location. This is the proposal in support of the strategy to use the rear colonnade area inside the red line to activate the frontage and the yard with public realm. LH/Highways to comment.• Is the proposed transport statement scope (ie without full trip gen assessment) acceptable? LH / Highways to comment.	
3 Heritage statement / Daylight Sunlight statement <ul style="list-style-type: none">• LH to provide comment on the two submitted documents (we attach an updated daylight sunlight summary)	
4 Application documents / scope <ul style="list-style-type: none">• LH to confirm/comment on the submitted app documents list and any scope.• LH agreed that wirelines of verified views for local views 1 and 2 in the Hatton Garden CA appraisal will be sufficient, alongside illustrative rendered images. LH agreed that no assessment of Strategic London View 2A.1 required if we are below threshold height, and the site is hidden behind Kings Cross buildings (as shown by 10-14 Greville Street application).• Question for LH – will any justification for retail uses in this location be required?• BREEAM – we are undertaking two separate assessments, for retail (refurb) and office (new build as the extension is above the floorspace threshold for refurb). We are targeting Excellent but currently achieving Very Good, and developing further.• Drainage – we extend the building’s surface area by 95sqm. This is replacing existing hardstanding, so there is no net increase in impermeable area. In response to the sustainability officer comments, we are investigating the feasibility of some green/brown roof as attenuation. LH to comment	
5 Affordable workspace <ul style="list-style-type: none">• JR explained that we have considered how we can accommodate the policy requirement for affordable jewellery workspace, but this is difficult because we are retaining and moving around the building’s existing tenants, which is complex, and at ground floor, basement and first, we are creating A1/A3 uses to provide a strong frontage. TG explained Seaforth intends to create a very high quality frontage through careful choice of tenants, to create a gateway and draw footfall from the station.	

Comment [HL2]: 34 Long stay cycle parking spaces meets requirements, but it is recommended that lift access is provided so that they are fully accessible. Transport officers consider the reception passenger list to be a more appropriate means of access than the bin lift.

With regard to visitor cycle parking, Transport remain of the opinion that an area within the colonnade should be used for this purpose and that the space adjacent to the fire escape stairs would be the most appropriate location for this - it will be sheltered from the rain and will be overlooked by patrons of the A3 unit. The cycle parking would also be located in close proximity to the entrances to all of the proposed land uses.

The footways on Greville Street, within Bleeding Heart Yard and in the surrounding area tend to be relatively narrow and so are unlikely to be able to support any further on-street cycle parking. The provision of visitor cycle parking within the site boundary is therefore considered to offer the best solution as to the location of these spaces.

... [11]

Comment [HL1]: We wouldn’t expect a full trip generation assessment – The B1 floorspace would remain the same and the A1/A3 uses are likely to be passing trade.

Comment [HL3]: I don’t think an updated D/S report was provided?

Comment [HL4]: Discussed and agreed via email dated 13/11/2017

Comment [HL5]: We wouldn’t need a justification per se, more of an assessment against CPG5 and Policy TC1 as to why this is an appropriate for more retail (continuing the adjacent retail parade).

Comment [HL6]: Emailed Sustainability Officer for comments.

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- KG noted that the tenants mentioned are in growth sectors that the Council is keen to encourage/retain, but noted the policy seeks to protect the area's economic heritage. The council prioritises direct provision over a cash payment, and would prefer to see some direct provision rather than none, with a top up and a strong rationale to support any departure from policy. She suggested we explore other strategies such as shop/maker space, and discuss with the local BID who have an aspiration to deliver a heritage/business centre explaining the area's industrial history.
- KG to provide contacts and any other advice to help shape the proposal.
- JR suggested we investigate a makers jewellery market in Bleeding Heart Yard, which would become a destination for Camden, potentially in collaboration with Craft Central.

Comment [HL7]: KG sent email dated 08/11/2017 – please let us know if additional information is provided.

3.2 Pre-Application Feedback

Page 2: [1] Comment [HL2] Hazelton, Laura 15/11/2017 13:57:00

34 Long stay cycle parking spaces meets requirements, but it is recommended that lift access is provided so that they are fully accessible. Transport officers consider the reception passenger list to be a more appropriate means of access than the bin lift.

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The footways on Greville Street, within Bleeding Heart Yard and in the surrounding area tend to be relatively narrow and so are unlikely to be able to support any further on-street cycle parking. The provision of visitor cycle parking within the site boundary is therefore considered to offer the best solution as to the location of these spaces.

The Transport Officer has requested clarification as to how level access will be achieved to all of the proposed uses, given the existing ground floor levels.

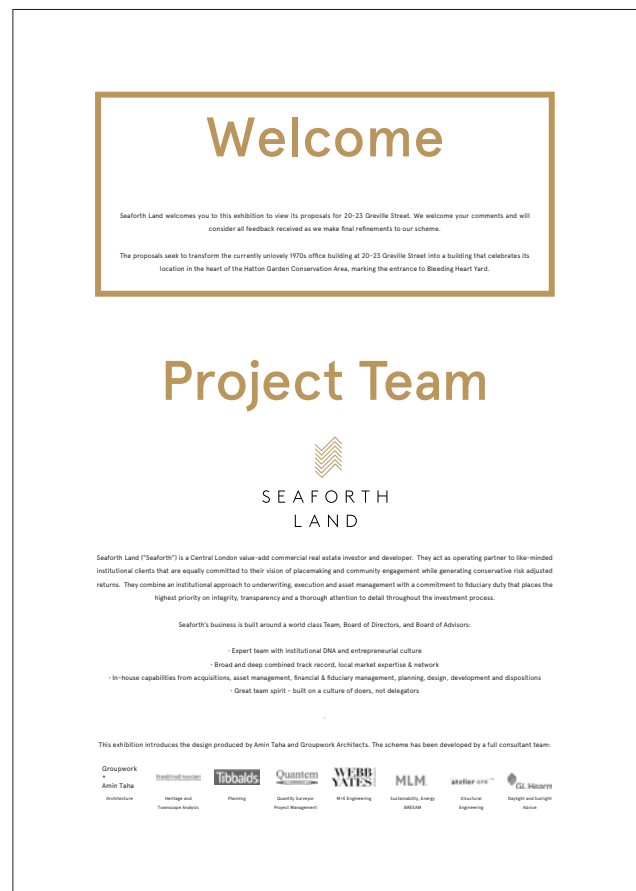


Fig. 38. Public consultation boards – continued on next page.



3.3 Public Consultation

A public consultation was held in December 2017 at Bleeding Heart Bistro in Bleeding Heart Yard to invite neighbours and members of the public to view and comment on the current designs.

Feedback gained from attendees was supportive of the complete refurbishment and improvements made to the existing building, activating the Greville Street and Bleeding Heart Yard frontages, and methodical approach to the construction process to mitigate against any disruption to neighbours.

For a full analysis of public consultation feedback, please see the Planning Statement prepared by Tibbalds Planning and Urban Design.



Fig. 39. Public consultation flyer