

**BGY**

# **24 Endell Street**

DESIGN AND ACCESS STATEMENT

OCTOBER '21

# Contents

## Design and Access Statement

<b>1.00 Introduction</b>	<b>.3</b>	<b>3.00 Existing Building Analysis</b>	<b>.19</b>	<b>5.00 Key Design Areas</b>	<b>.45</b>
1.01 .....Purpose of Report .....	5	3.01.....Existing Building Photographs.....	20	5.01.....Endell Street Office Entrance .....	47
1.02 ....Consultant Team.....	6	3.02.....Existing Plans .....	21	5.02 ....Betberton Street Facade .....	50
1.03 ....Planning Statement.....	7	3.03 ....Existing Section and Use.....	29	5.03 ....New Studio Entrance.....	57
1.04 ....Pre-App Discussion: 15 Dec 2020 .....	8	3.04 ....Existing Elevations.....	30	5.04 ....Short's Gardens.....	61
1.05 .....Pre-App Discussion: 23 April 2021.....	10	3.05 ....Planning History .....	32	5.05 ....Office Pavilion.....	66
1.06 .....Community Consult: July - Sept 2021....	12			5.06 ....Roof Terrace.....	71
				5.08 ....Roof Plant Area .....	80
<b>2.00 Site Analysis</b>	<b>.13</b>	<b>4.00 Design Proposals</b>	<b>.33</b>	<b>6.00 Preliminary Design Strategies</b>	<b>.81</b>
2.01 ....Location Plan .....	14	4.01 .....Client's Brief .....	34	6.01.....Access - Plan .....	82
2.02 ....Site Photographs .....	15	4.02 ....Design Concept .....	35	6.02 ....Servicing Strategy.....	83
2.03 ....Site Context.....	16	4.03 ....Proposed Plans .....	36	6.03 ....Fire Strategy .....	86
2.04 ....Site History .....	17	4.04.....Proposed Section .....	44	6.04 ....Cycle Store Provisions .....	87
2.05 .....Local Music Industry.....	18			6.05 ....Waste Strategy.....	89
				6.06 ....Sustainability Strategy.....	90
				<b>7.00 Areas</b>	<b>.91</b>
				7.01 .....Existing and Proposed Areas .....	92

# Design and Access Statement

1.00

# Introduction



# Introduction

## 1.01 Purpose of Report

This Design and Access Statement has been prepared by Buckley Gray Yeoman on behalf of real estate investment company PATRIZIA, to facilitate discussion with LB Camden (LBC), regarding the change of use and refurbishment of 24 Endell Street. We hope to work together with LBC to utilise the expertise of the Council to create best in class HQ office for PATRIZIA, providing all the facilities that modern workspace demands, whilst retaining the function of the Studio recording space within the building.

# Introduction

## 1.02 Consultant Team



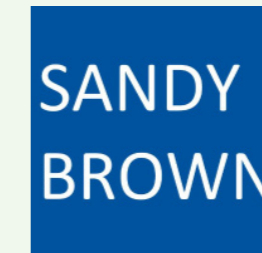
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### RoL & Daylight Sunlight Consultant

PRISM CITY

# Introduction


## 1.03 Planning Statement

This planning application is intended to address the planning policies which cover the land use and design issues affecting development on this site.

The current working description of development for these proposals is:

*“Change of use of ground and upper floors of the building from members club (sui generis) to use as offices (Class E), enlargement of existing cycle & shower facilities, replacement and reconfiguration of rooftop plant, to accommodate additional office space (Class E). Retention and refurbishment of basement to allow for continued studio use (sui generis)”.*

KEY

 Application Site Boundary



AERIAL PHOTOGRAPH FROM GOOGLE MAPS 

# Introduction

## 1.04 Pre-App Discussion: 15 Dec 2020

BGY notes of pre-app discussion with LBC officers on 15 Dec 2020

### *Physical Changes*

- LBC was shown in the document how the proposed physical alterations were set out, including the works at fifth floor; how the recording studio could receive its own dedicated entrance from Short's Gardens and how cycle facilities could be improved at the ground floor level.
- It was highlighted that these changes would increase the existing floorspace by only approx. 2%.
- LBC was generally comfortable with the scale and nature of the physical alterations, including the new fifth floor accommodation & roof terrace.

### *Betterton Street Facade*

- LBC welcomed the proposed enlivening of this façade, particularly through more activated frontage at ground floor level.
- LBC questioned if the cycle provisions could be amended to make the Betterton Street façade more active (including moving some / all of the cycle facilities into the basement).
- A reconfiguration was then suggested so that the art gallery could have an active frontage onto Betterton Street (rather than it being merely a cycle entrance). Options to be looked at to further improve the Betterton Street frontage at ground floor, which was welcomed by LBC.

### *Principle of Change of Use*

- LBC noted that the existing use of the site is Sui Generis.
- LBC confirmed that there is no protection of Sui Generis uses within LBC planning policies.
- LBC confirmed, in principle, there is no objection to the loss of Sui Generis use on this site and its replacement with a predominantly office use.

### *Affordable Workspace*

- The key issue that LBC focused on was their ambition to provide affordable workspace in any new office scheme.
- It was discussed as to whether the proposed retention of the recording studios could be seen as addressing this policy requirement.
- It was explained that the most logical way of doing this would be to make a provision to hire out the recording studio for a certain number of hours per year, at a discounted rate.
- LBC saw links to the nearby music industry of Tin Pan Alley / Denmark Street, and recommended making contact with the Tin Pan Alley Traders Association & local councilor Sue Vincent, who might provide ideas as to how an arrangement might be structured.

### *Other Affordable Workspace Precedents*

- LBC referred to St Giles Circus as example regarding hours of use / rent subsidies and a scheme at Grape Street as precedent.
- LBC noted that some occupiers had been displaced from Denmark Street & might be interested in using the recording studios.

### *Sustainability*

- LBC inquired as to what sustainability ambitions the Design Team had.
- It was noted that due to the scale of the change of use, a full Energy Plan / BREEAM statement was likely to be required.

### *Existing Use*

- LBC outlined some long-running issues between the existing users and the local residents regarding noise and traffic, in particular regarding the use of the recording studio, when the studio users getting in and out of the site.
- It was noted that, on the whole, the previous operators, had had a good relationship with the local community.
- LBC encouraged PATRIZIA to 'reach out' to the community, including Covent Garden Community Association (CGCA).

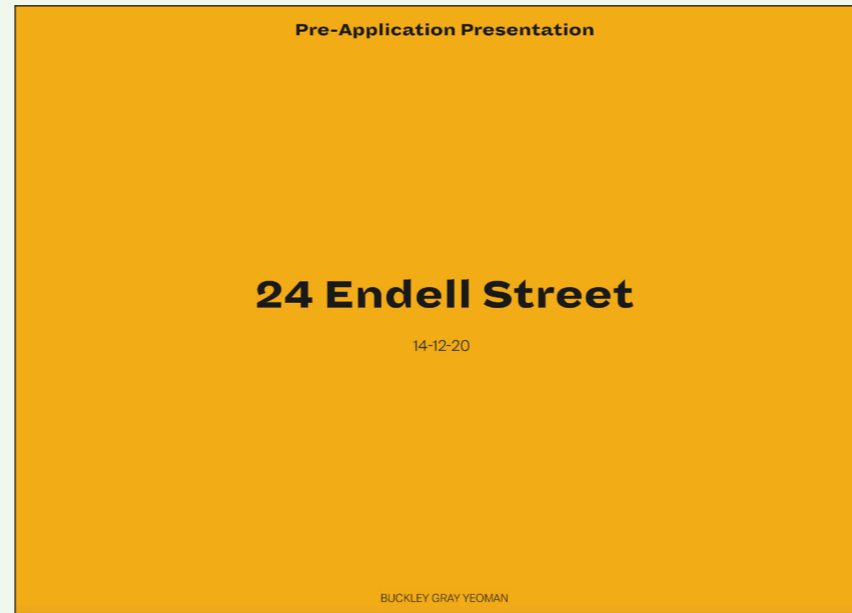


# Introduction

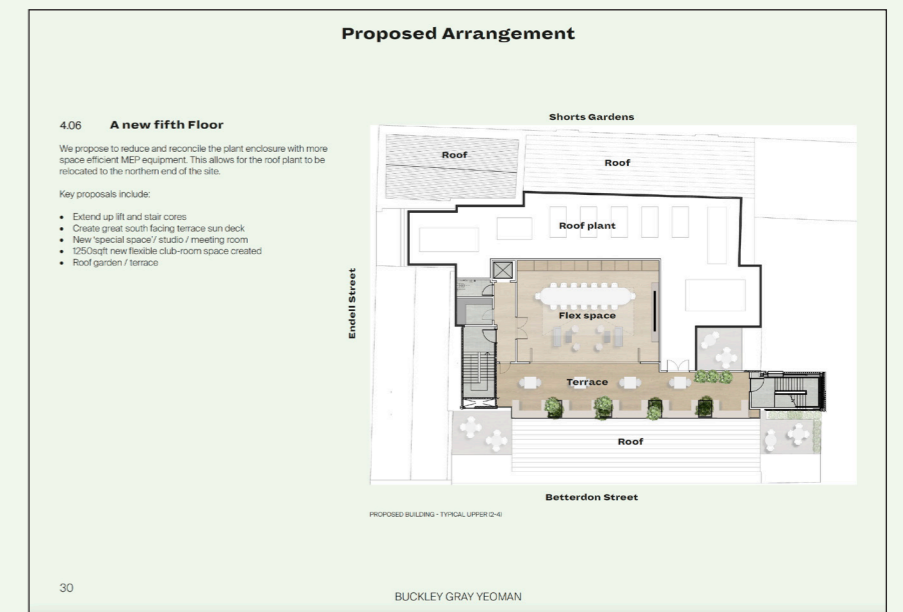
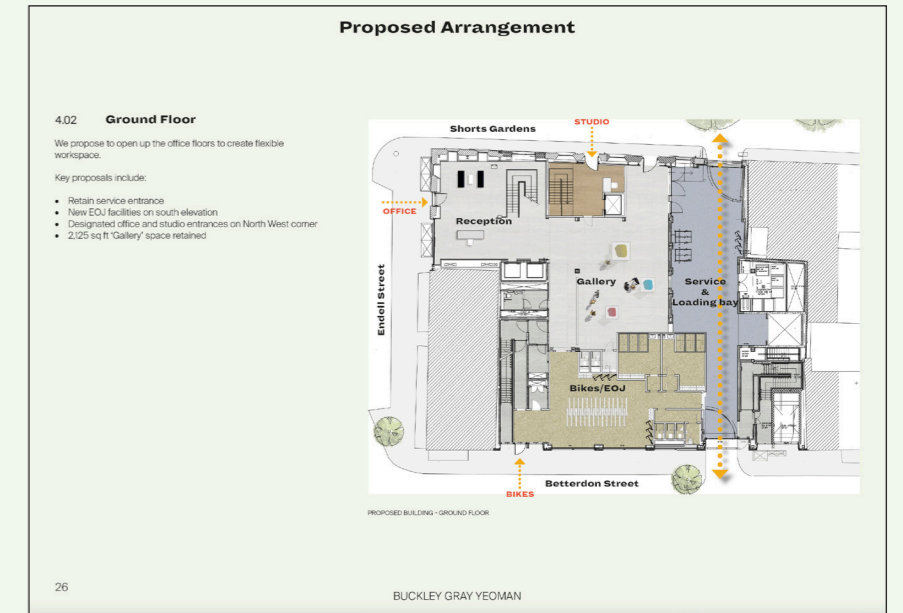
## 1.04 Pre-App Discussion: 15 Dec 2020

### Conclusion

- LBC seemed to welcome this pre-application dialogue & seemed genuinely enthused about the prospect of reuse, as an office-led scheme, retaining the existing recording studio, as set out in the BGY (December 2020) pre-app presentation & in the discussion today.



INITIAL PRE-APP DISCUSSION DOCUMENT



# Introduction

## 1.05 **Pre-App Discussion: 23 April 2021**

BGY notes of pre-app discussion with LBC officers on 23 April 2020

### *Betterton Street*

- LBC generally happy with the proposed changes and liked the amendments to the façade that are being proposed.
- LBC noted they like the depth of the window reveals.
- BGY noted the need to treat the existing brick work.

### *Short's Gardens*

- LBC do not like the proposal to remove the existing, original window, to create a door. More work to be done on this matter, as LBC not yet satisfied.
- A discussion took place regarding the contemporary v original openings in this façade.

### *Endell Street*

- LBC concerned about the prospect of the bulk of the new stair to the roof 'looming up' behind the listed building and would prefer not to see it. LBC asked if this could be examined further, to minimise any impact on the listed building.

### *Roof*

- LBC generally happy with the roof design (subject to the comments above). A discussion took place regarding materials to be used i.e. anodised / zinc roof being considered.

### *Land Use*

- LBC happy with the proposed use. Montagu Evans noted reference in Draft Planning Performance Agreement to LBC Policy C3 (Cultural & Leisure Facilities). It was noted that this is a private club and not a cultural & leisure facility, to be protected, to which LBC agreed but asked that this policy be noted in any application submission.

### *Affordable Workspace*

- It was explained to LBC that the recording studio would be let out for a period of time, at rates reduced below market levels.
- LBC asked for clarification on who uses space at present and on what basis.
- Planning consultant asked for a meeting to be arranged with Economic Development Team at LBC to discuss how such an affordable workspace offer could be agreed.
- LBC asked if the affordable workspace offer would include the proposed ground floor gallery. It was noted that it would not and indeed, it was not clear at present if this gallery space would even be provided. Instead thought likely that this space would be used by the office as enlarged reception space.

# Introduction

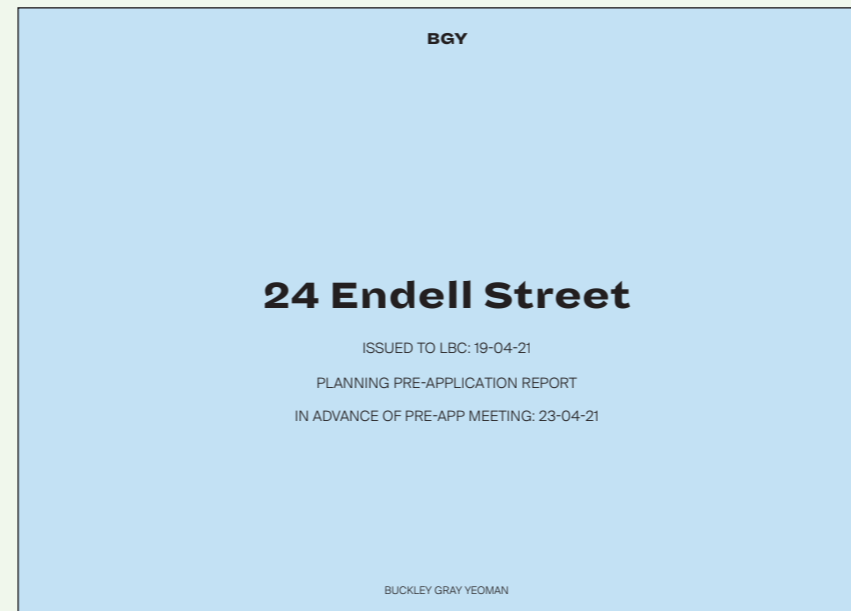
## 1.05 Pre-App Discussion: 23 April 2021

### Conclusion

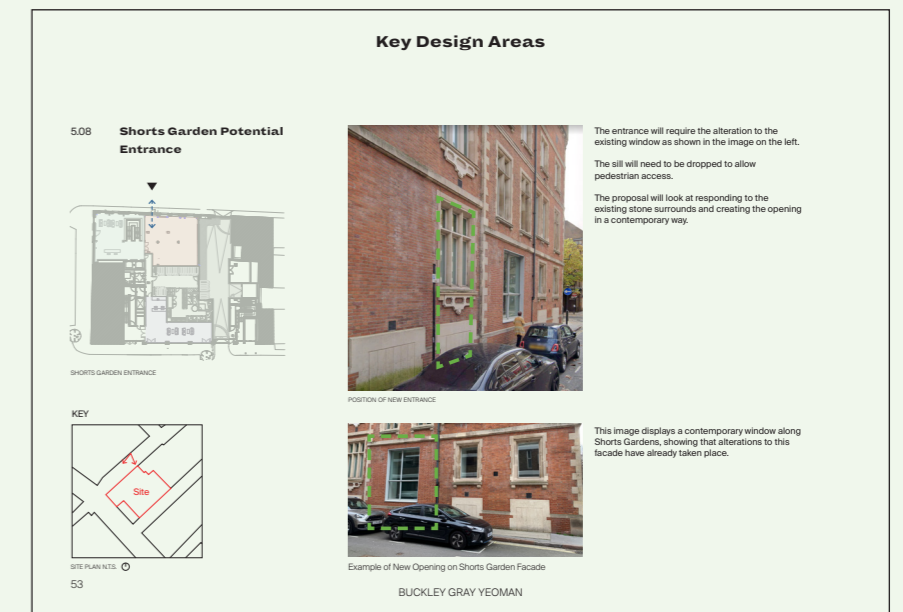
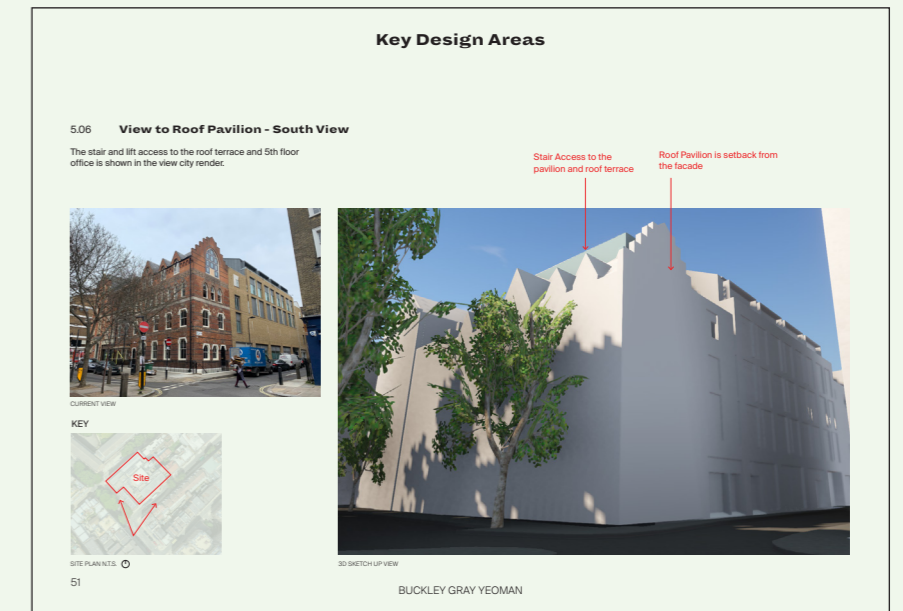
LBC seemed generally happy with the 'direction of travel' & understood timeable for submission.

LBC noted 4 key points on heritage issues, as follows:

- Concern over the principle of turning the historic window into a doorway.
- Concerns over stair overrun on the roofline of listed building.
- The introduction of 1st floor windows onto Betterton Street is supported.
- Suggestion to turn the C20 window opening (Shorts Garden) into a doorway, reconfiguring the stairs inside the space behind the window and re-establishing a building frontage onto Endell Street”.



SECOND PRE-APP DISCUSSION DOCUMENT



# Introduction

## 1.06 Community Consultation: July - September 2021

### The Consultation Process & Objectives

Concilio was appointed in May 2021 to perform a comprehensive community consultation and public affairs role to manage pre-application consultation with neighbouring residents and interested stakeholders concerning proposals for the Application.

The Applicant felt that the local community and other key stakeholders should be engaged in order to gain valuable feedback regarding the site and their view on emerging proposals, these could then be considered when developing the final proposals.

Due to the impact of the Covid-19 pandemic and subsequent public health restrictions we adopted a 'remote first' approach to consultation, which took place between July 2021 and September 2021.

To facilitate this, a range of consultation activities were undertaken including:

- Meeting with Cllr Sue Vincent, Holborn and Covent Garden Ward Councillor (where the site is located) and invitations for meetings with her Ward colleagues;
- Meetings with resident and local business groups including Covent Garden Community Association

and Tin Pan Alley Traders Association;

- Introductory emails to community stakeholders including Dragons Hall, Covent Garden Medical Centre and the Poetry Society; and
- The creation of a consultation brochure distributed to the local area and website containing information on the proposals and details on how to leave feedback.

The Applicant has sought to involve the local community and stakeholders to help shape the final proposals.

The consultation brochure was distributed to 768 addresses in close proximity to the Site and to all stakeholders. We received feedback from five local residents.



### 24 Endell Street Consultation

This brochure outlines our proposals for the sensitive refurbishment and change of use of 24 Endell Street. Ahead of submitting an application for Planning Permission to Camden Council we are keen to understand the views of the local community. Please take a moment to view the proposals in this brochure and leave your feedback using the contact details below. Visit our website at [24endellstreet.co.uk](http://24endellstreet.co.uk).

Email: [ltatton@concilio.comms](mailto:ltatton@concilio.comms)  
Freephone: 0800 193 6698

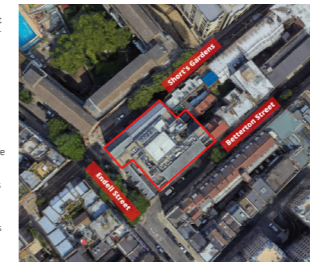
#### The Site

24 Endell Street is located in the centre of London, close to Covent Garden's shopping and entertainment hub.

Covent Garden tube station and to minute walk to Holborn, Tottenham Court Road and Leicester Square tube stations.

The site comprises a five storey plus double basement building. Although not listed, it is considered as a building making a positive contribution in the area.

In recent history the building was previously a private members club known as the H Club (or Hospital Club) and it accommodated a variety of arts-based uses including a TV studio, exhibition space and film screening room. Until 1992, the building operated as St Paul's Hospital.

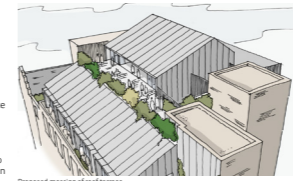


24 Endell Street outlined in red

#### Roof terrace & office pavilion

As part of the proposals a new office pavilion and roof terrace will be created at the 5th floor. A simple but contemporary metal clad pavilion will create a contemporary, sustainable office space and a terrace will create amenity space for office workers in the building.

The height of the pavilion has been dictated by sight lines, responding to the surrounding context and fitting in with the local context.



Proposed missing of roof terrace



Current view of 24 Endell Street



Proposed view with roof terrace in green

#### Studio Space

The local music industry in Covent Garden and particularly along Denmark Street is strong. The area has a rich and varied music heritage which has informed our proposals. The existing studio space, located across the lower ground floor, will remain. This will be complemented by a new dedicated studio entrance along Betterton Street which will also include a holding area. The introduction of a holding area will ensure those waiting to use the studio are accommodated inside and will reduce noise disturbance for neighbours.

We are also exploring the option of utilising the affordable workspace provision through community use of the studio. Recognising the area's musical heritage we believe providing a form of community use would be more beneficial than affordable desk space within the office above.



Current view along Betterton Street



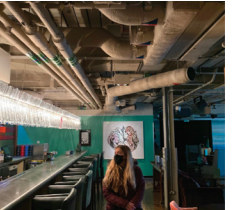
Proposed view along Betterton Street with the new studio entrance and holding area highlighted in purple

#### Why do we intend to alter the building?

From 2000 - 2020, the building was home to the H Club, which closed permanently during the COVID 19 pandemic. The building's interior is designed to accommodate the uses of the H Club and so includes a number of arts and hospitality spaces.

The repurposing of the building presents a chance to future-proof it through the reposition and enhancement of the space.

The development will provide new high quality office space for Patrizia's headquarters and refurbished studio space whilst also enhancing the quality of the existing character of the building.



Interior of the building showing restaurant use

#### Our Proposals

Patrizia's ambition is to use 24 Endell Street as its HQ with a focus on wellness and healthy workspace. After 20 years of use as a private members' club the building is currently vacant and in need of modernisation for future use.

By repurposing the building for office use we also anticipate that it will cause less disturbance to local residents compared to its current use as a private members' club. A detailed survey of the site has been undertaken to understand its history and ensure that its future evolution reflects its character and context.

Our proposals include:



Change of use for the building to accommodate office space



A new office pavilion and roof terrace at the 5th floor.



The existing studio space at lower ground level will be retained and enhanced. This will be particularly important for the local area, which has a rich music/cultural heritage.



At ground floor level, a dedicated entrance and holding area is proposed (along Betterton Street) for the studio to reduce disturbance outside caused by queuing.



The installation of a new facade and introduction of new windows along Betterton Street.



63 new long stay cycle parking spaces to support sustainable transport methods.

#### The Team

<b>PATRIZIA</b> The Applicant	<b>MONTAGU EVANS</b> Planning Consultant	<b>BGY</b> Architect
<b>Verte</b> Sustainability Consultant	<b>FOGA</b> Project Manager	<b>CONCILIO</b> Communications

#### Who is Patrizia?

Patrizia is a real estate investment manager which has 37 years of experience. The company prides itself on forward-thinking, responsible investment, and acting sustainably to ensure it can deliver long-term value for stakeholders, clients and communities.

Patrizia has 24 global offices and after careful consideration has chosen 24 Endell Street to become its HQ. The planning application outlined as part of this brochure will enable this to happen. Patrizia is committed to 24 Endell Street and intends to create lasting partnerships with its neighbours in the local community.

#### Project Timeline



#### Have Your Say!

Thank you for taking the time to view our emerging proposals for 24 Endell Street. We're keen to hear the local communities views before we submit an application to Camden Council.

If you have any comments regarding these proposals or would like to ask some questions to the project team please contact us using the information below. We look forward to hearing from you.

Freephone: 0800 193 6698  
Email: [ltatton@concilio.comms](mailto:ltatton@concilio.comms)

#### SCAN ME!



View our proposals here

CONSULTATION BROCHURE

# Design and Access Statement

2.00

## Site Analysis

# Site Analysis

## 2.01 Location Plan

24 Endell Street is located in the centre of London, close to Covent Garden's shopping and entertainment hub.


The site is well connected to public transport nodes. It is only a 5 minute walk from Covent Garden tube station and 10 minute walk to Holborn, Tottenham Court Road and Leicester Square tube stations.

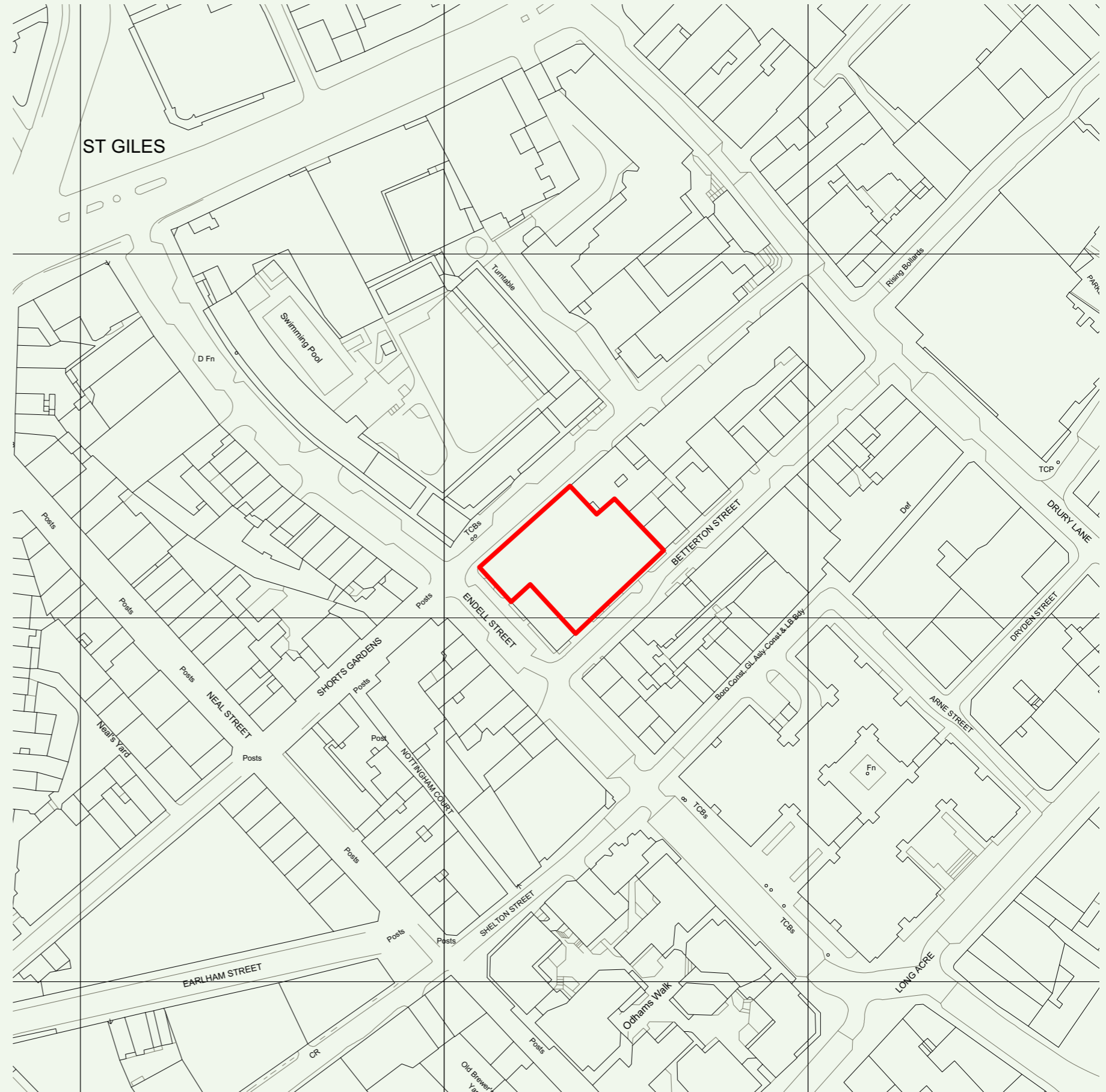
The west side of the building fronts Endell Street, a relatively quiet side road. The south side of the building fronts Betterton Street and provides access to the on site service entrance.

To the north the building fronts Short's Gardens and to the east the building shares a party wall with the adjacent block.

The building has been in operation as a members club, arts venue, TV recording studio and hotel.

### KEY

 Application Site Boundary



LOCATION PLAN 1:1250 @ A3 ⓘ (PLEASE REFER TO APPENDIX DRAWINGS FOR DETAILS)