

22

CHIEF

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THIRDWAY

22 BEDFORD SQUARE

Application For Listed Building Consent

CONTEXT AND CONSIDERATIONS



EXECUTIVE SUMMARY

This document presents the proposed internal minor modifications to the recently refurbished 22 Bedford Square, London WC1B 3HH. The recent improvement works, completed in 2019 allow the building to function as a modern building and create a pleasant internal condition, throughout all levels. Due to the recent works the building is now in a good condition, restoring the historic features of the original build, as well as ensuring it is fit for purpose to host a future fit-out for a modern office space.

The applicant is seeking to modify the building to create a number of meeting rooms, and networking/co-working spaces that facilitate opportunities focused around the business core function of providing a space to allow likeminded driven individuals to meet and work together. Additional spaces will supplement this core function, such as office and amenity space for ‘Chief’ (the applicant) and a connected reception for welcoming visitors into the building.



THE APPLICANT

Chief is a private network designed specifically for women leaders — rising VP level through CEO — to strengthen their experience in the C-suite, cross-pollinate power across industries, and effect change from the top-down. Co-founders Carolyn Childers and Lindsay Kaplan launched Chief in 2019 to drive more women to the top and keep them there.

Recognized as one of Fast Company’s Most Innovative Companies of 2021, Chief boasts a membership of more than 6,000 of the most influential senior leaders in the United States representing over 3,000 companies. Chief currently offers membership in New York, Los Angeles, Chicago, Boston, San Francisco, and Washington DC.



THE BUILDING | 22 BEDFORD SQ

The site is located in the heart of Bloomsbury between Tottenham Court Road and the British Museum. The Town House has been sympathetically renovated to retain its period features, whilst the Coach House has been fully remodelled to an exceptional standard throughout providing stunning premium modern office space.

The building is well located for public transport with Tottenham Court Station a 5 minutes walk to the south, and Warren St 10 minutes to the north. A number of bus routes are available from both Oxford Street and Euston Road to the North resulting in the highest possible Ptal rating of 6b.

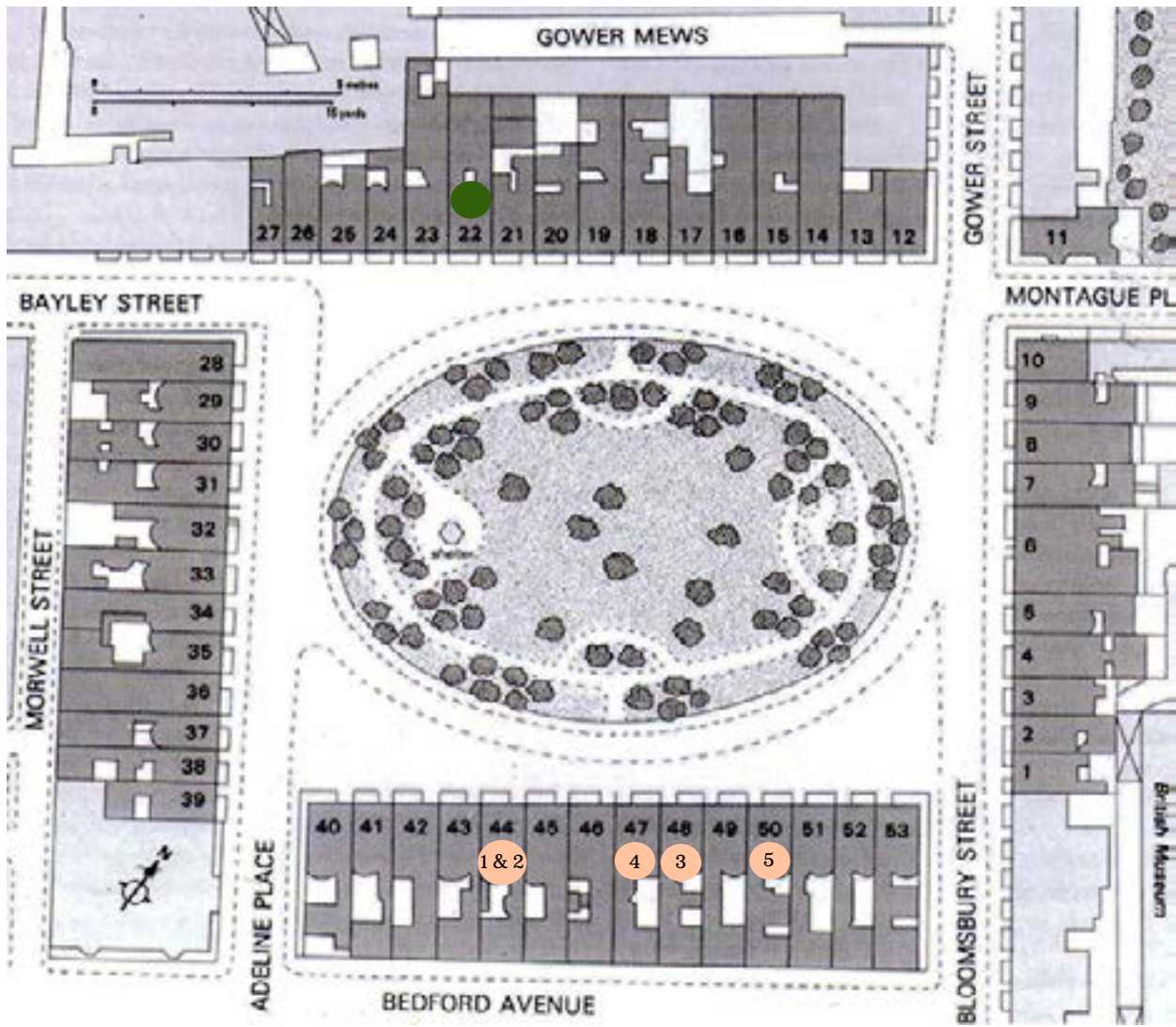


SITE HISTORY

Bedford Square was built in 1775 as an upmarket residential square. Many of the houses were inhabited by judges, prominent lawyers and socialites.

The applicant for 22 Bedford Square pride themselves on supporting and connecting powerful female executives. Bedford Square has a legacy of pioneering females.

- 1. No.44 - Ottoline Morrell (Literary Hostess & Patron of the Arts)
- 2. No.44 - Margot Asquith (Wife of Priminster H. H. Asquith)
- 3. No. 48: Elizabeth Jesser Reid — anti-slavery activist and founder of Bedford College for Women
- 4. Bedford College, the first place for female higher education in Britain, was originally located and named after No. 47 Bedford Square.
- 5. Bloomsbury Publishing located at No.50 published book ‘ Great Women who saved the planet’ & ‘ Women Writers’



Map of Bedford Square 1990



Bedford college



45-43 Bedford Square



50 Bedford Square



CONSERVATION AREA

The Bloomsbury Conservation Area covers an area in the south corner of the London Borough of Camden, immediately north of Tottenham Court Road.

22 Bedford Square (Site) is situated to the western extent of the Conservation Area and forms part of a listed row of terrace buildings as described on the following page.

Bedford Square is one of the best preserved set pieces of Georgian architecture in London. A site rich with history and a square with such a powerful legacy.



Site
22 Bedford Square



LISTED BUILDING STATUS

22 Bedford Square is part of the listing entry number 1244546 covering Numbers 12-27 and Attached Railings. The properties are Grade I listed, first listed on 24th October 1951. The list entry quotes the details as below: Symmetrical terrace of 16 houses forming the north side of a square. Mostly built by W Scott and R Grews; probably designed by either Thomas Leverton or Robert Palmer; for the Bedford Estate. Yellow stock brick with evidence on most of the houses of tuck pointing. Plain stucco band at 1st floor level. The 2 centre houses, Nos 18 & 19, are stuccoed. Slate mansard roofs with dormers and tall slab chimney-stacks.

EXTERIOR

The buidlings are 3 storeys, attics and basements with 3 windows each. Recessed round-arched entrances with Coade stone vermiculated intermittent voussoirs and bands; mask keystones. Enriched impost bands and cornice-heads to doors. Side lights to panelled doors, some 2-leaf. Fanlights, mostly radial patterned. Gauged brick flat arches to recessed sashes, most with glazing bars. The following have blind boxes: Nos 16-19, No.20 to 1st floor only, Nos 21 and 25. The following have cast-iron balconies to 1st floor windows: Nos 12-15, 18-21, 23-25. No.12 has a good early C19 cast-iron balcony with round-arched trellis and tented canopy. Cornice and parapets, Nos 12 & 27 having balustraded parapets.

HISTORICAL

The houses in Bedford Square form a most important and complete example of C18 town planning. Built as a speculation, it is not clear who designed all the houses. Leverton was a country house architect and may have been involved with only the grander houses; heBlived at No.13. Palmer was the Bedford Estate surveyor and may be responsible for the vagaries of the square. The majority of the plots leased by the estate were taken by Robert Grews, a carpenter, and William Scott, a brickmaker. No.22 was the residence of Sir J Forbes Robertson, actor (plaque). (Byrne A: Bedford Square, An architectural study: London:-1990).



EXISTING BUILDING APPRAISAL



EXISTING BUILDING

The design scheme is ‘Georgian contemporary’, a classic and sympathetic restoration of the Georgian building with simple and contemporary insertions. The project ambition is to deliver an environment befitting the goals and vision of the tenant to create a space that celebrates the existing fabric and aesthetic of the building. The proposal will minimise the level of intervention to the listed building, and deliver a unique fit-out fit for modern office use.

The current layout of the building presents a mix of the original plan form along with amendments made as part of the listed building consent, implement in 2019. Floors, Lower Ground through to Level 04, are of typical form for the Georgian terraces with a large front room overlooking the square, and a smaller room overlooking the courtyard at the rear. The Coach House at the rear of the site is connected to the Town House by a recently modified, contemporary “link” intervention. The WC’s across the LG through 3rd have been amended and not deemed original to the building, along with the Coach House extension to the rear.



Entrance hallway



First floor Town House



Glazed link from Town House to Coach House



Second floor Coach House



Town House staircase

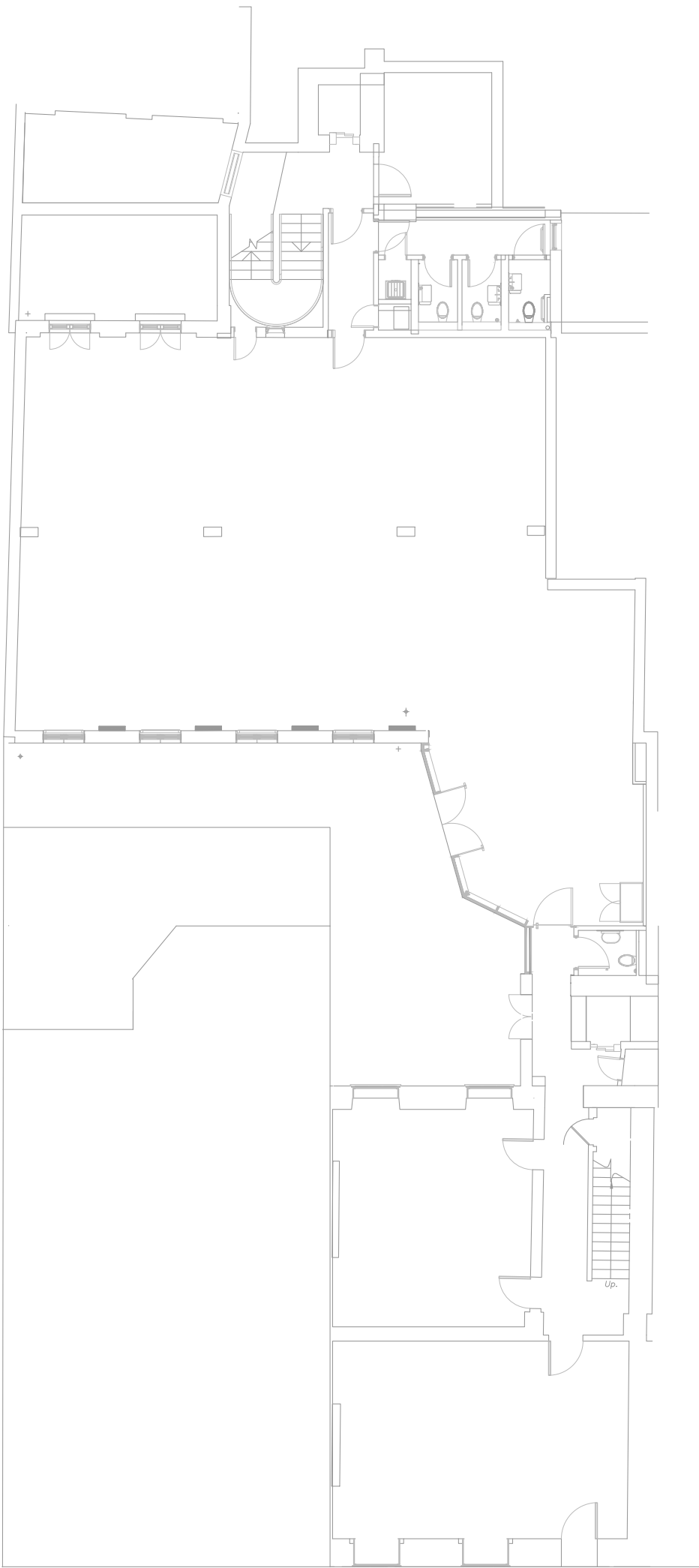


Ground floor Town House



EXISTING LOWER GROUND FLOOR

The lower ground floor is divided into three key rooms with notable period features throughout some of the spaces. The rear coach house is part of the newer development to the building and has no period features along with the remainder of the coach house floors.



Existing Lower Ground floor plan



Lower ground Coach House



Lower ground Exterior staircase



Glazed link

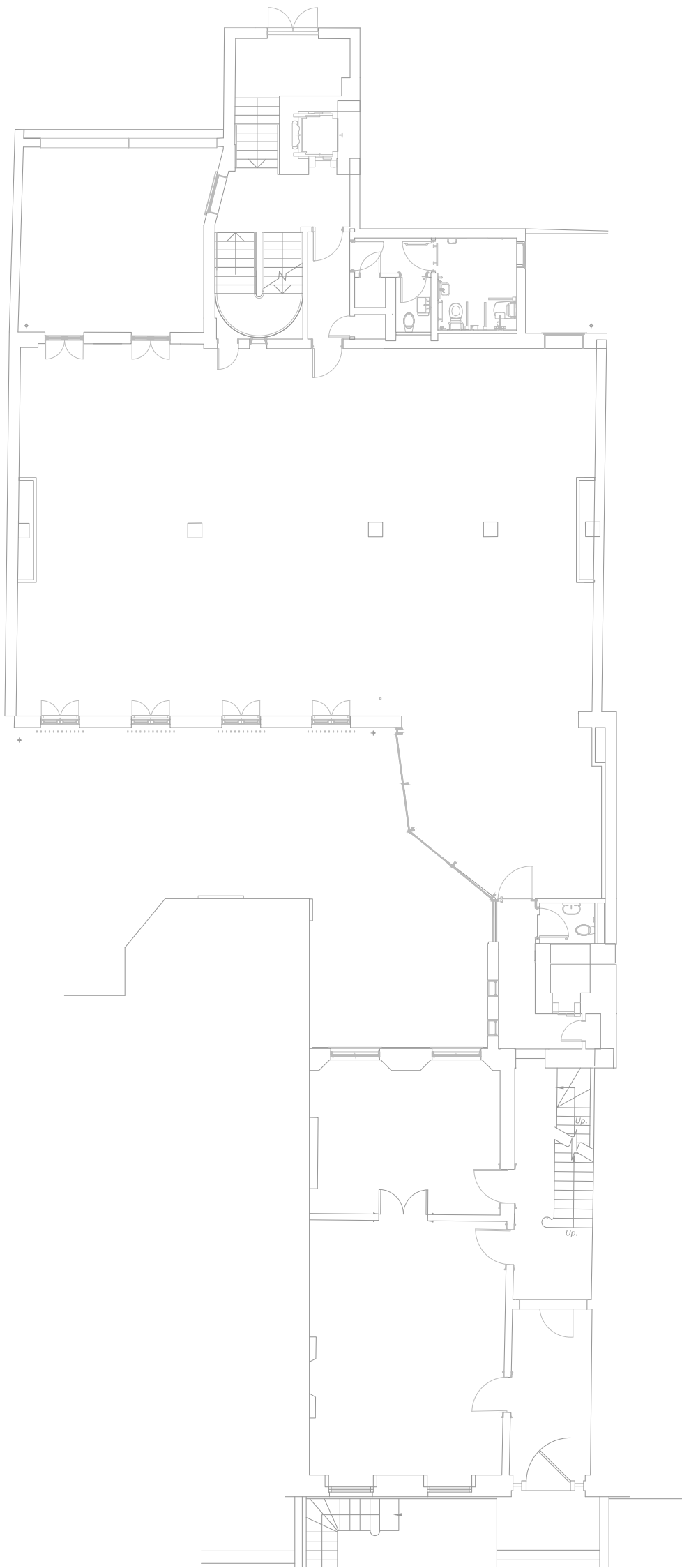


Lower ground Coach House



EXISTING GROUND FLOOR

The condition of the ground floor retains significant period features throughout the space within the windows, panelling, coving, doors and staircase.



Existing Ground floor plan



Entrance hallway



Ground floor Town House



Ground floor Coach House



Entrance Hallway

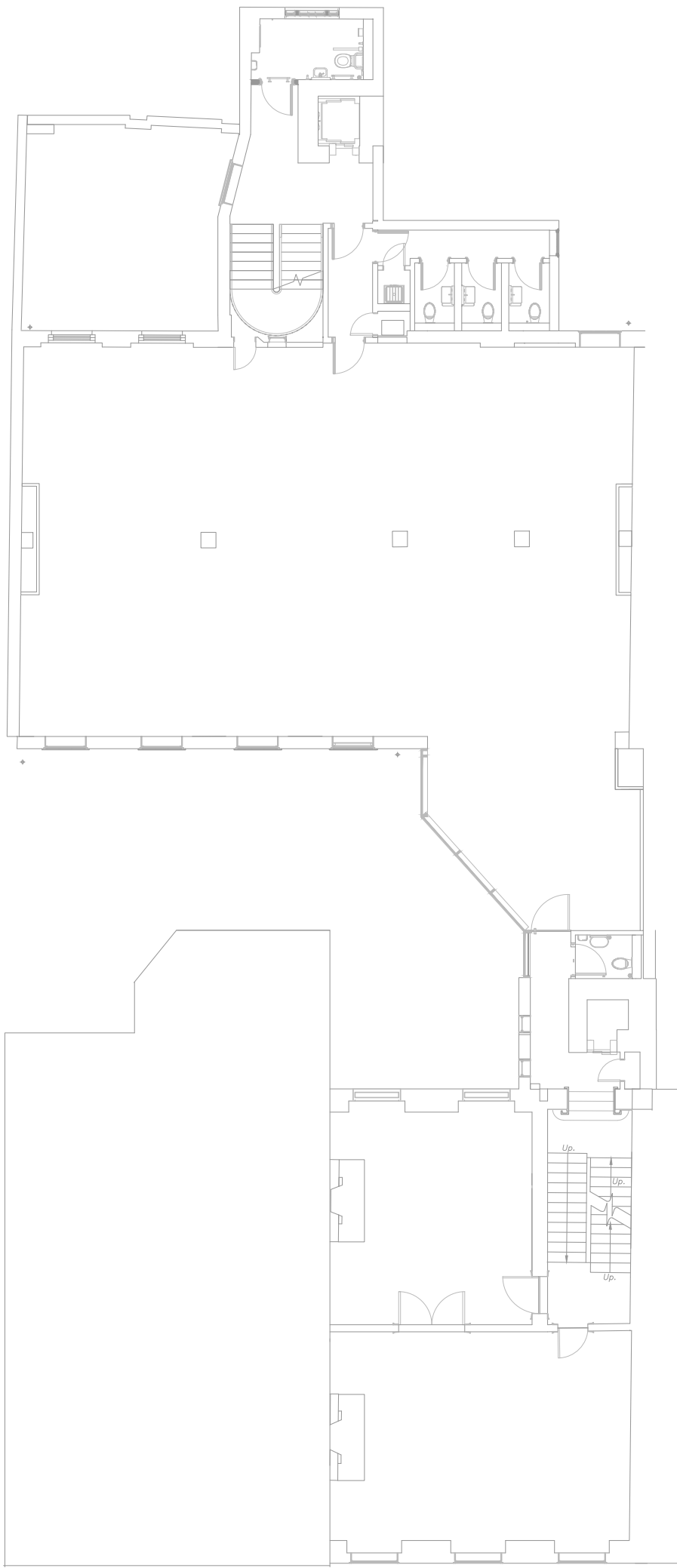


Ground floor Town House



EXISTING FIRST FLOOR

The two rooms at first floor benefit from abundant natural light through the original windows. There are areas of period joinery in the front section of the building that are to be maintained in the proposed works.



Existing First floor plan



First floor Town House



First floor Town House



First floor Coach House

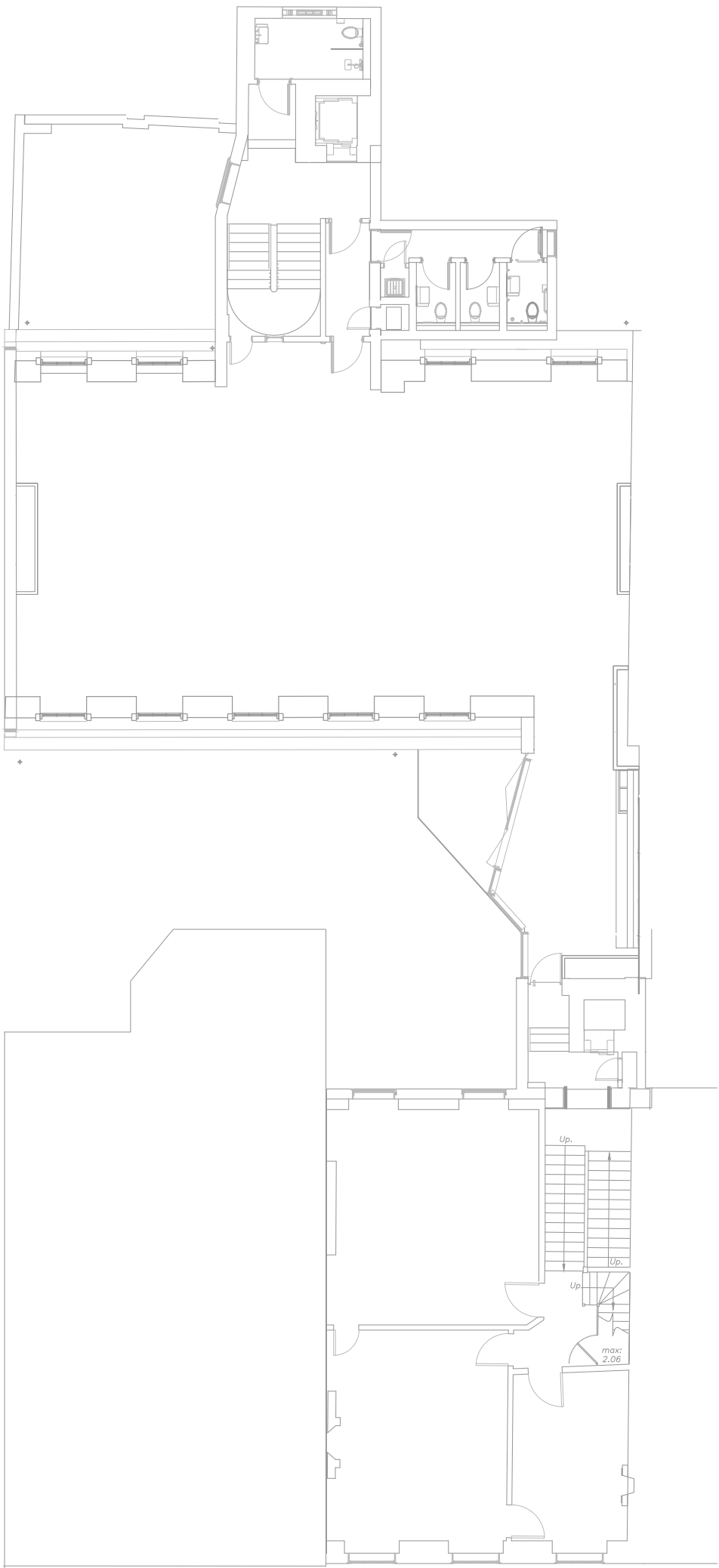


First floor Town House



EXISTING SECOND FLOOR

The second floor is in largely the same condition with abundant natural light via the large south facing windows.



Existing Second floor plan



Second floor Coach House



Second floor Coach House



Second floor Town House

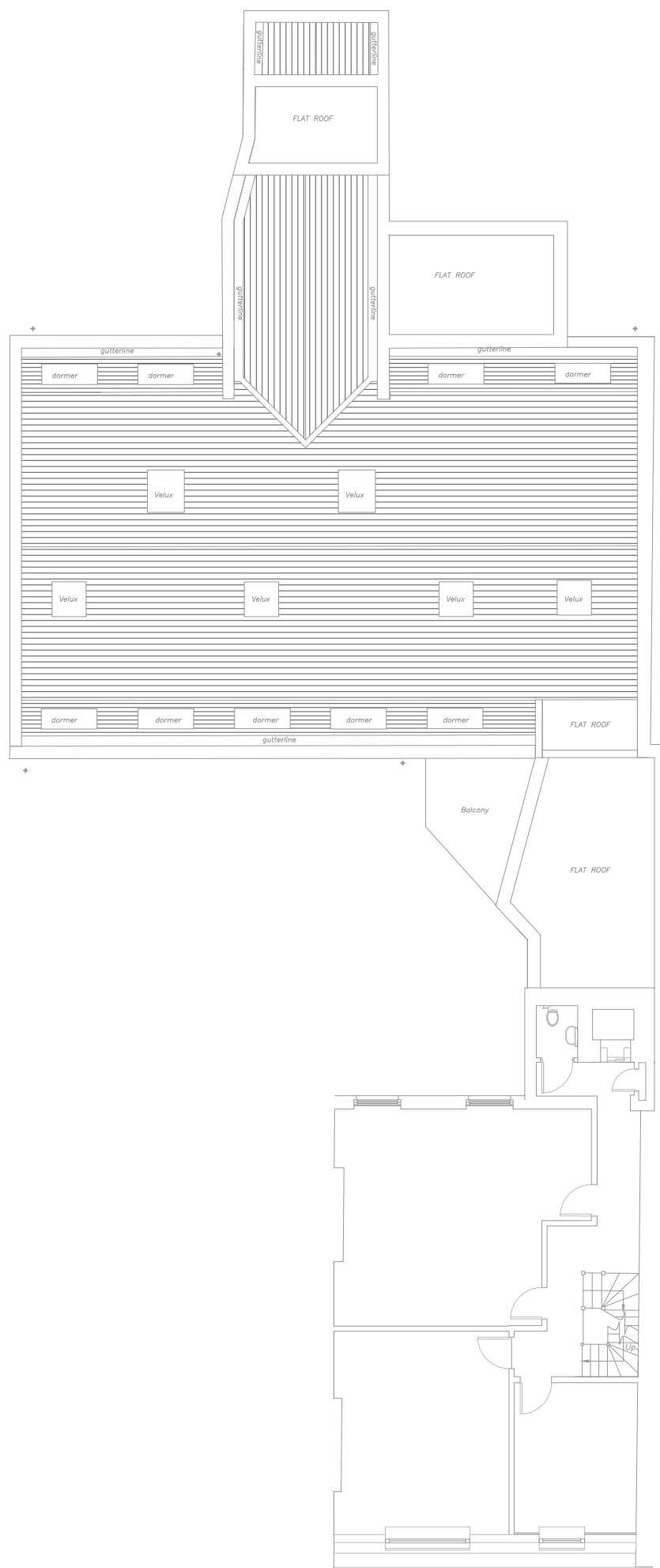


Second floor Town House



EXISTING THIRD FLOOR

The third floor shows three smaller rooms showing no period joinery aside from skirting and doors. The WC on this floor is non original, along with the light fittings and carpet.



Existing Third floor plan



Third floor Town House



Third floor Town House



Third floor Town House

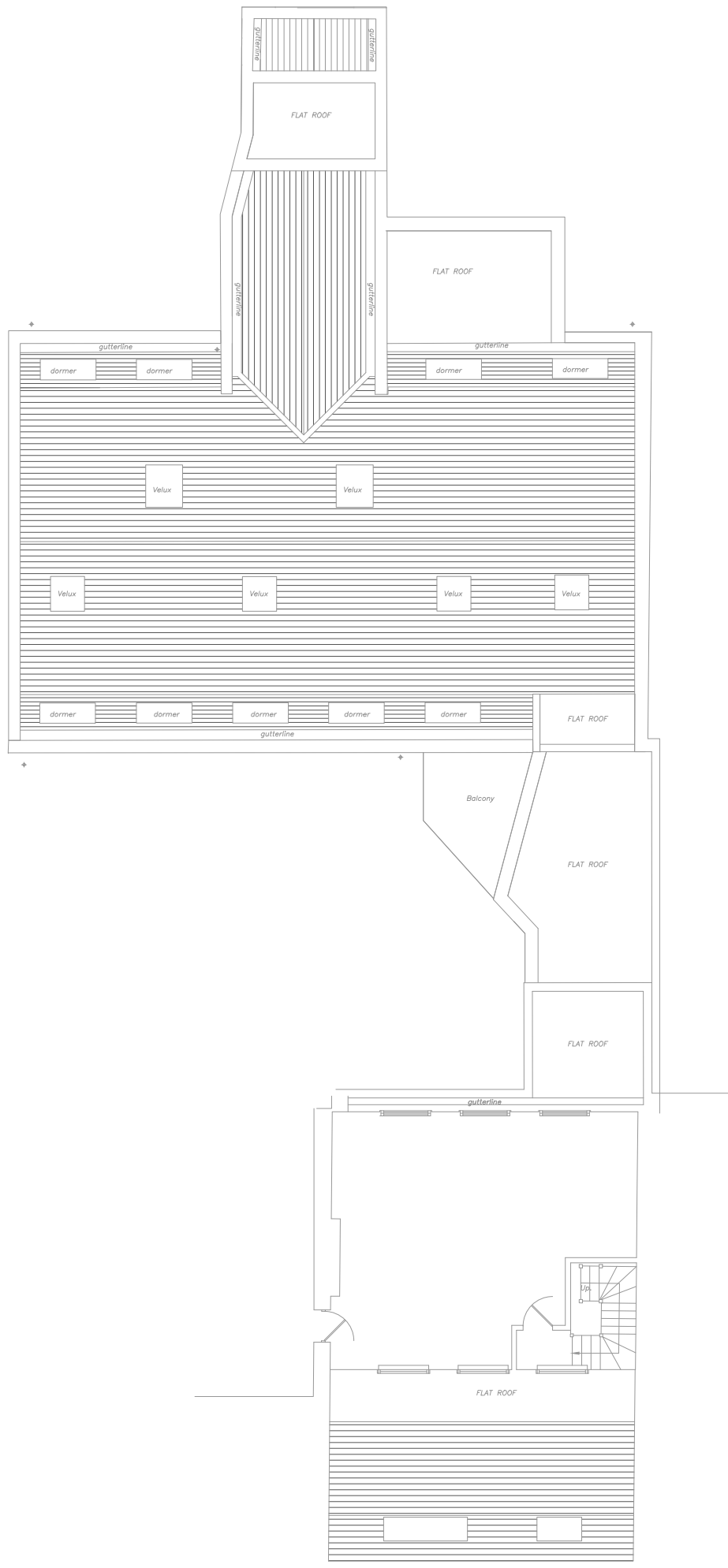


Third floor Town House



EXISTING FOURTH FLOOR

The fourth floor is a small floor with just one room. The light fittings and carpet are all non original.



Existing Fourth floor plan



Fourth floor Town House



HERITAGE FEATURES

As visible in the previous appraisal pages, the general condition of the building is of high quality with noteworthy period features retained. There are many features throughout the building present, notably:



Entrance Hallway



Town House - Sash windows, shutters, skirting and coving



Entrance hallway



Window surround, fire places and architraves



Main staircase



Town House - Mouldings & cornicing



OUR PROPOSAL



DESIGN INTERVENTION 01

All Joinery details to be scribed around original heritage features. Existing approved detail around dado rail to be followed throughout new interventions.



Existing scribing detail



Existing First Floor FCU



Existing Second Floor FCU



Existing Ground Floor FCU



Existing Third Floor FCU



PROPOSED AESTHETIC

Finishes have been chosen to create a space that creates a warm welcoming and vibrant atmosphere.

The pallette would compliment the existing architecture, with natural timbers, solid flooring, rich colours and atmospheric lighting. The proposed concept looks to limit interventions to paint and partitions, with joinery for storage and furniture to be free standing this will bring together warmer tones. Ensuring all materials are chosen with sustainability and durability in mind.

- 1. Timber joinery storage detail
- 2. Considered plush fabrics
- 3. Bespoke joinery furniture
- 4. Bold rich tones within wall panelling
- 5. Atmospheric wall lighting
- 6. Library spaces
- 7. Soft delicate fabric sheers
- 8. Bold prints & feature rugs



1



2



3



4



5



6



7



8



PROPOSED MATERIAL PALETTE

Finishes have been chosen to create a space that creates a warm welcoming and vibrant atmosphere. The palletete would compliment the existing architecture, with natural timbers, solid flooring, rich colours and atmospheric lighting. Integrating planting using feature lighting within joinery and key furniture pieces will all bring together warmer tones. Ensuring all materials are chosen with sustainability and durability in mind.

- 1. Rich fabrics and upholstery
- 2. Textured upholstery
- 3. Bespoke joinery
- 4. Classic wall panelling
- 5.Timber flooring
- 6. Tan leather details
- 7. Brushed bronze
- 8. Dark Navy finishes
- 9.Timber and marble bespoke joinery



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