

# Vernon-Sicilian House & 21 Southampton Row

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Design and Access Statement - **Section 2 of 8**

July 2022

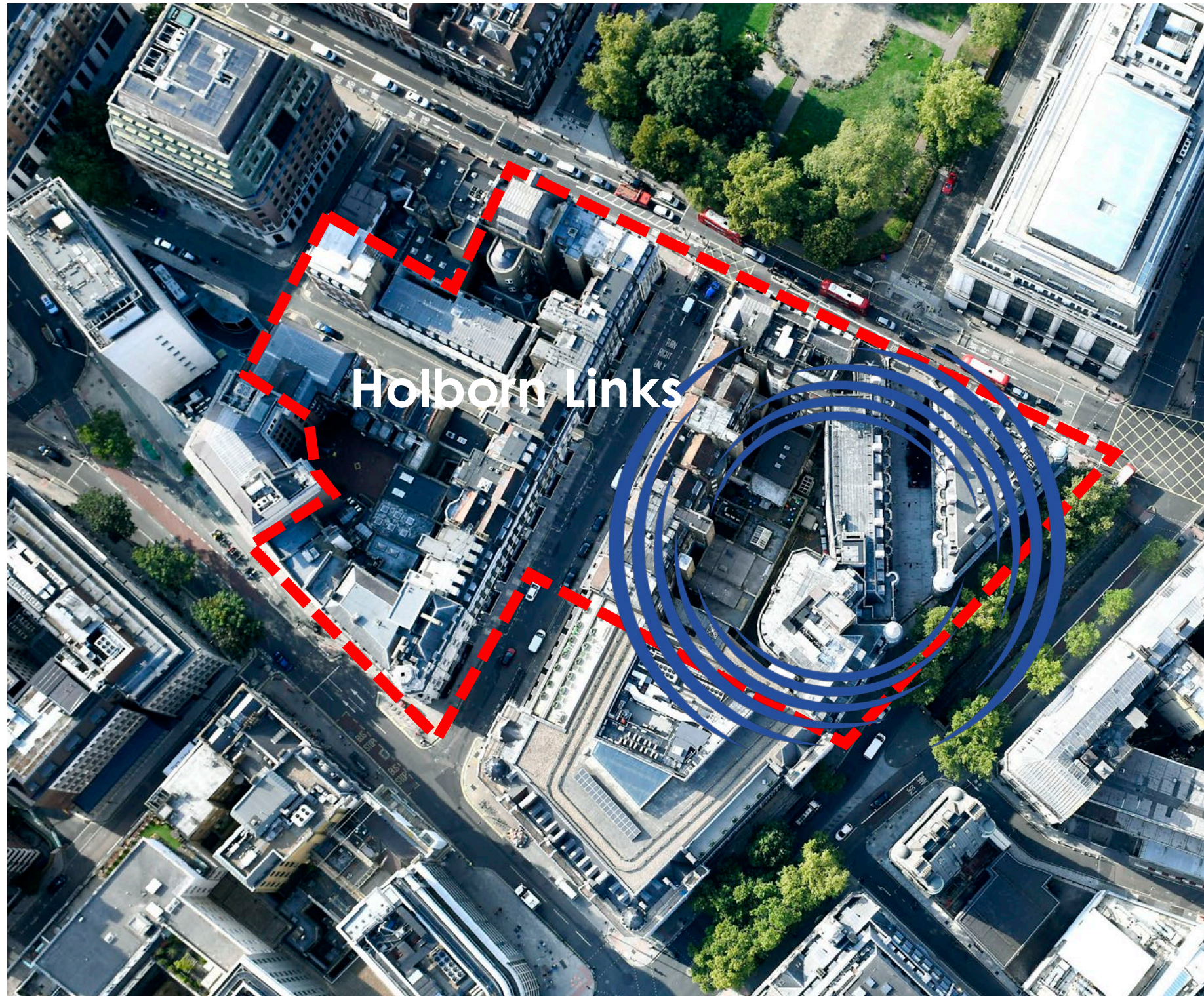
halebrown

2.0

**The Estate Strategy**



## 2.1



## The Estate Strategy 'Holborn Links'

Having purchased a significant number of buildings adjacent to the application site Hogarth Properties Sarl c/o Knight Frank Asset Management ('the Applicant') are looking to invest in all of the buildings in order to create a destination site 'Holborn Links'.

For the past four decades Holborn Links has been a tale of under investment, ineffective management and eroding occupation.

Since acquisition, the Hogarth Properties team have worked to sympathetically approach the reimagination of the asset to provide it with a viable, value led future.

We are now at the cusp of an exciting moment of change, which will see Holborn Links transform into a destination for the remarkable.

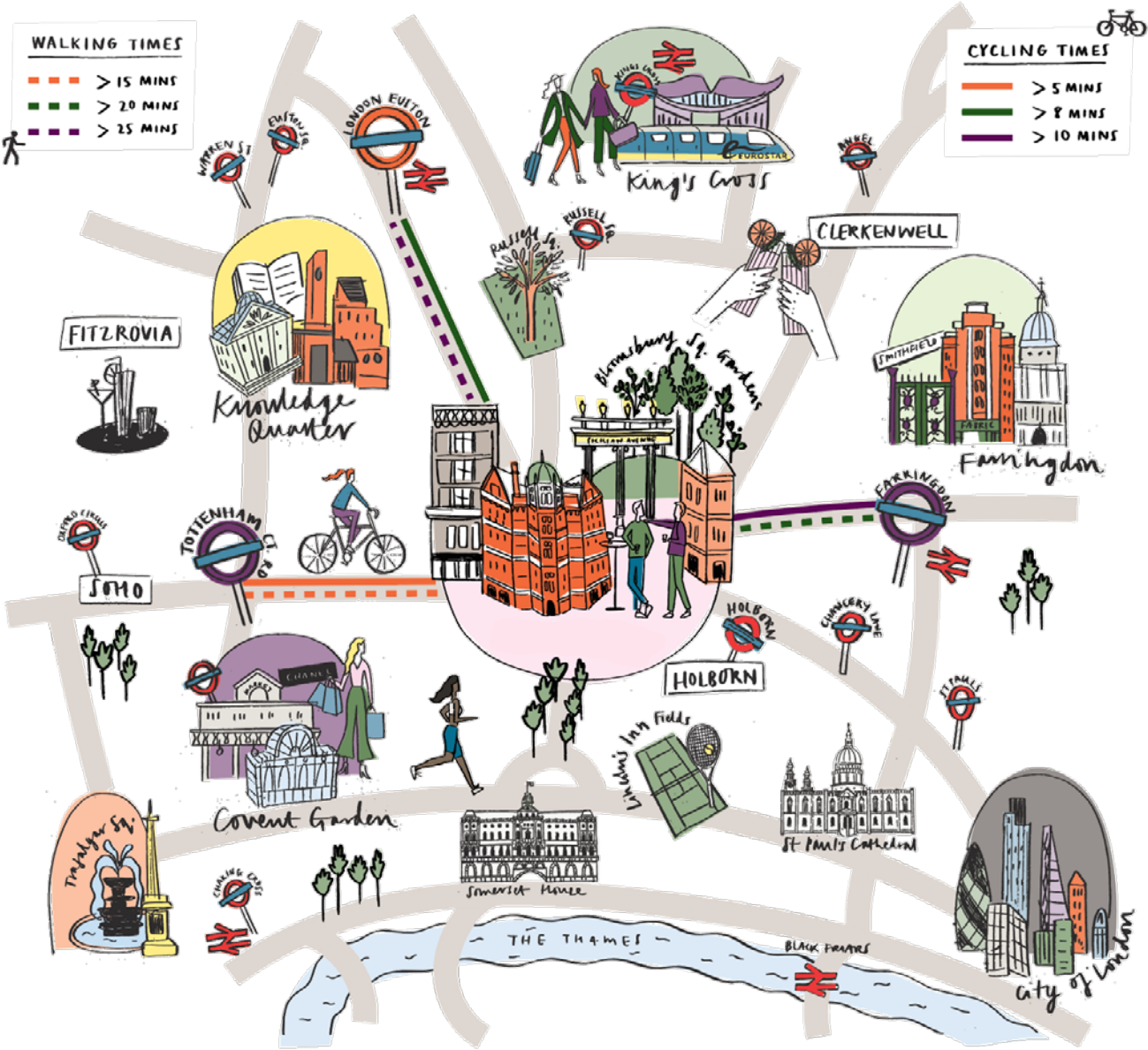
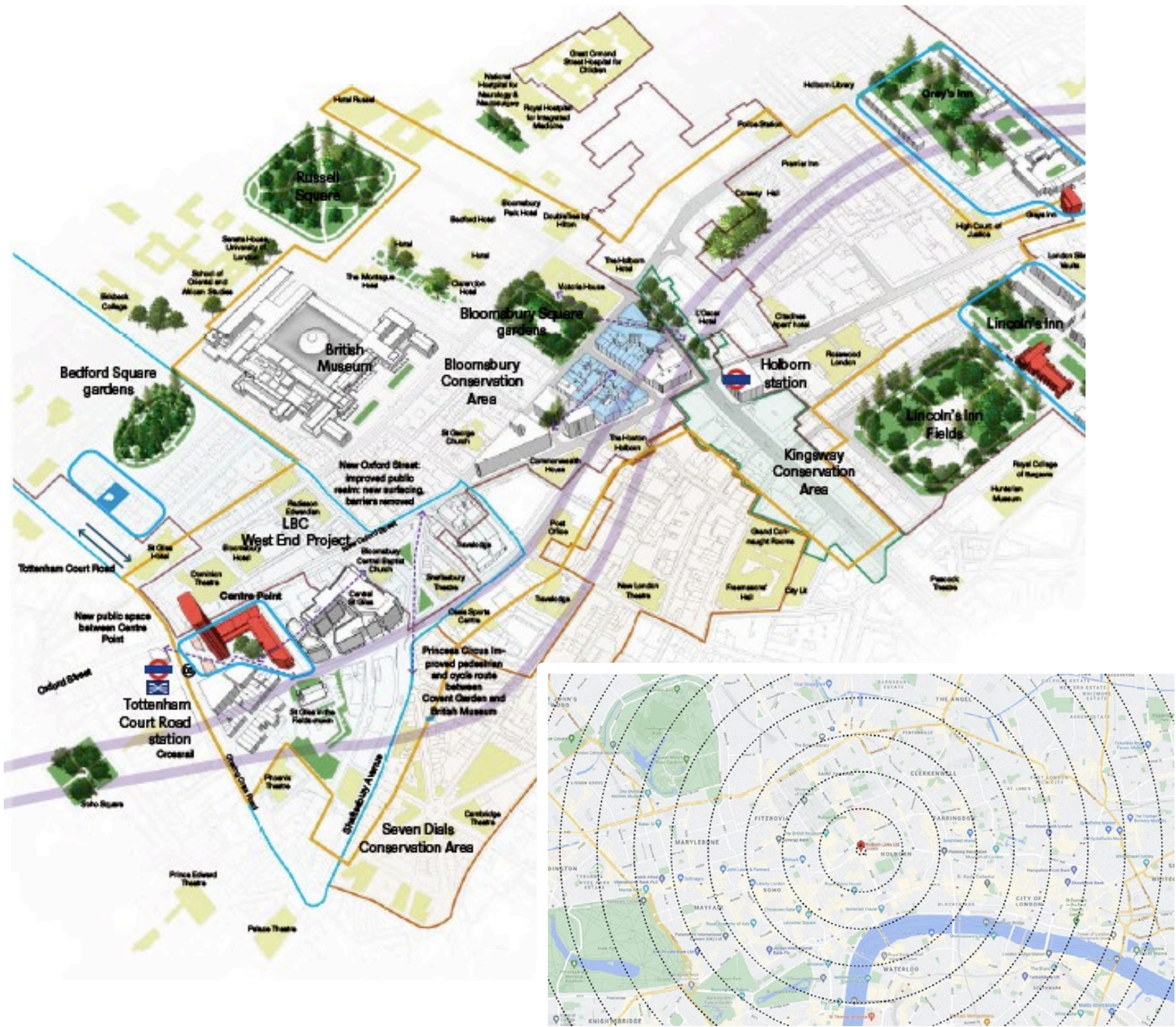
For entrepreneurs, inventors, pioneers. For old & new, for work & play, for culture & collaboration.

A new place for new thinking. For diversity, responsibility, flexibility. For cafés, restaurants & bars; for shops, greenery & exceptional workspace.

A new community for a new world; a vibrant neighbourhood forged for tomorrow.

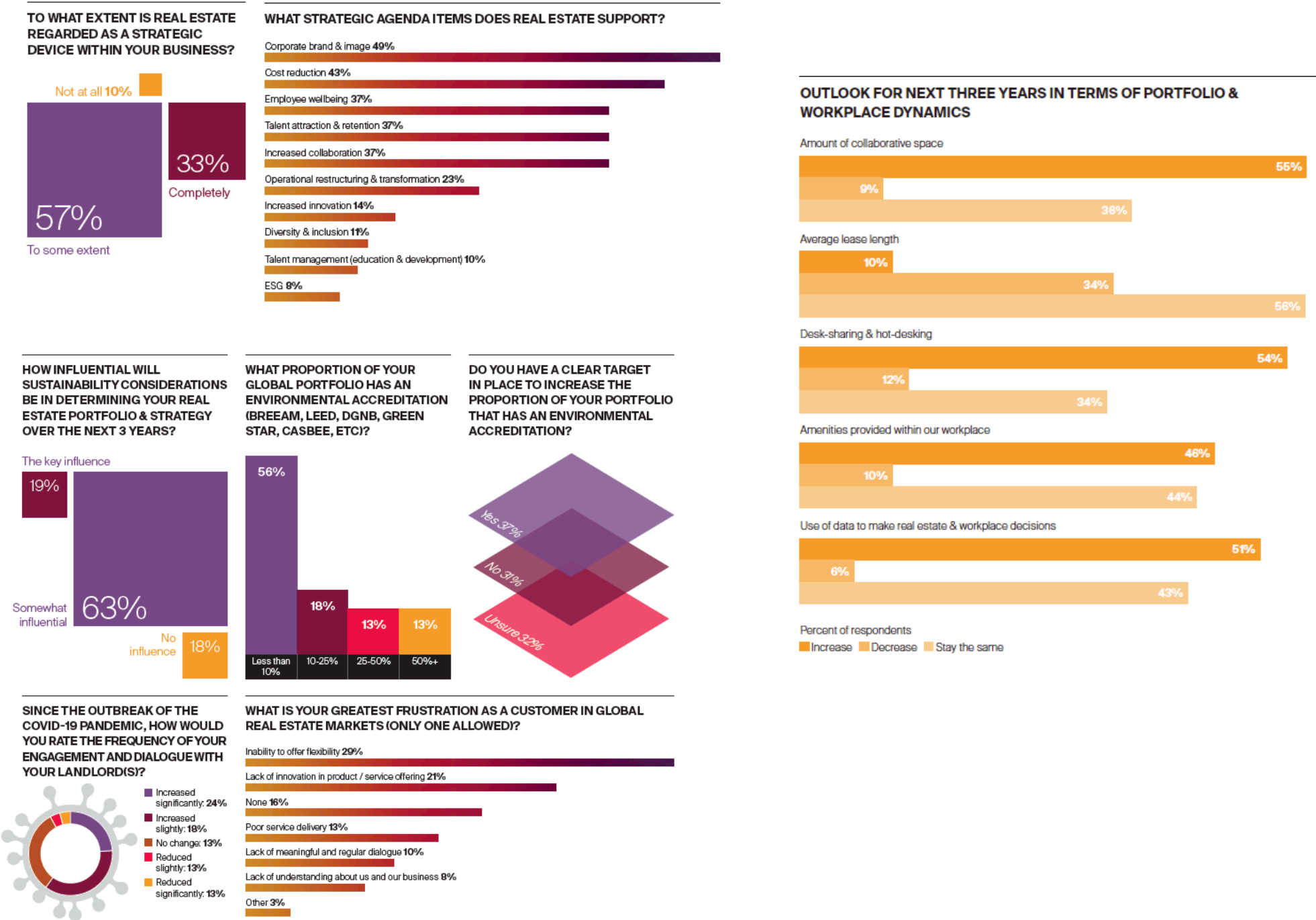


Shifting the dynamic, a new epicentre for London



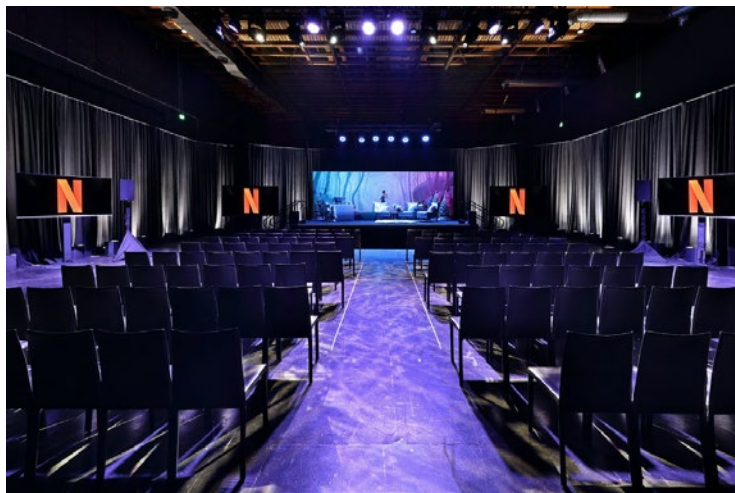


Delivering Product That Is Fit For Purpose & What Occupiers Want





2.4



The Estate Strategy  
Creating a Heart

The role and importance of Vernon-Sicilian House & 21 Southampton Row in the realisation of our future connected Estate approach cannot be overstated.

Critically it must be viewed as not only being multi-tenanted but the beating heart of the entire asset with amenity provision that will be shared, enjoyed and engaged with by Occupiers based across Holborn Links and the wider community.

From a heritage perspective, consideration must be given to the benefit and value that can realised in appropriate modification of Vernon-Sicilian House & 21 Southampton Row to safeguard and preserve the heritage attributes across other buildings on the Estate.

Our focus is to create a vibrant front door for Holborn Links, one that brings Sicilian Avenue back to life and ensures permeability from across the 2.5 acres and beyond.



# The Proposals....

3.0 Activating the Ground Floor

4.0 Improving the Basement

5.0 The Retail Strategy

6.0 Improving the Office Floors

7.0 The Roof Proposals