



## EXPERTS IN CENTRAL LONDON PLANNING & DEVELOPMENT

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**GERALDEVE**

PLANNING & DEVELOPMENT

Gerald Eve’s planning and development advisory business is one of the most respected in the UK. Consisting of over 100 professionals, we are one of the only fully integrated planning and development teams in our industry. The vast majority of the team are based in central London, working on some of the capital’s largest and most complex projects.

Active in all London boroughs and the City of London

Acted for  
**50%**  
of London First's property and housing members

Advised all major central London developers and REITS, including British Land, Derwent London, Great Portland Estates, Landsec and Stanhope

**15 million**  
sq ft  
of commercial floorspace approved

**£12.5 billion**  
gross development value

We act for all the major London estates, including The Bedford Estates, Capital & Counties Covent Garden, The Church Commissioners, City of London, The Crown Estate, Grosvenor Britain & Ireland, The Howard de Walden Estate, The Portman Estate, and Soho Estates

OUR CENTRAL LONDON CLIENTS



# YOUR INTELLIGENT ADVISOR

Gerald Eve is recognised among the UK’s leading experts in planning and development. Our clients look to us to help them realise or improve asset value.

- One of the largest fully integrated planning and development teams in the sector
- Deep understanding of the entire planning system
- Harnessing imaginative strategies and a tenacious approach to optimise outcomes
- Agile, flexible and adaptable to changing policy and legislation
- Detailed analysis and management of planning risk
- Commercially-minded development strategies and viability appraisals
- Active engagement in policy debate, informing government departments, local government and business organisations

# SERVICE OFFERING

Our planning and development team has a fully integrated service offering, including:

 Acquisitions and disposals	 Affordable housing	 Compulsory purchase	 Development agreements	 Development plan / policy advice	 Expert witness	 Due diligence
 Financial viability assessments	 Planning applications / appeals	 Portfolio management / advice	 Project management	 Public sector	 Regeneration	 Valuation

**Corporates:** We advise major corporates, providing advice on both expansion opportunities as well as securing change of use, consolidation and exit from brownfield sites.

**Developers:** We work with national mixed use developers, housebuilders and specialist/niche enterprises to help identify and optimise sites.

**Public sector and registered providers:** We partner with and advise a number of government departments, local authorities, public bodies and housing associations to ensure ‘best consideration’ and value are secured for the public sector.

**Land owning institutions and private wealth:** We represent many significant landowners and Landed Estates, for whom we secure optimum planning permissions, often as part of Estate wide strategies.

**Funds:** We support fund managers to ensure their assets are optimised with appropriate short, medium and long-term strategies.



CENTRAL LONDON CASE STUDIES



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**Client:** Almacantar  
**Project:** Centre Point  
**Location:** London Borough of Camden

**Service:** Planning and Development | **Sector:** Residential, Offices and Retail

**The Challenge**  
With the arrival of the Elizabeth Line to Tottenham Court Road Station, we were instructed by Almacantar on the transformation of the landmark Centre Point tower from offices to residential use. The 1960’s skyscraper is listed (Grade II) and a prominent building on London’s skyline. The key objective was to restore and to improve on its legacy while ensuring that the hostile public realm around the base of the tower was transformed in response to the increased footfall resulting from the Elizabeth Line station.

**The Solution**  
Working with Conran and Partners and MICA architects, we led both planning and financial viability discussions and negotiations, to bring forward the change of use of the building to provide 82 new homes alongside a new purpose built affordable housing block and active street level façades.

**The Results**  
A sensitively designed and sustainable repurposing of this iconic London landmark building to provide new homes, flexible retail and office facilities, much improved public realm and major new public space.





**Client:** Lab Tech  
**Project:** Hawley Wharf  
**Location:** London Borough of Camden

**Service:** Planning and Development | **Sector:** Residential, Commercial, Retail and Education

#### The Challenge

We were instructed (by Stanley Sidings at the time) to advise on planning matters associated with bringing forward the strategically important, two-hectare, canal side site in Camden Town, for comprehensive redevelopment.

Key planning matters included the consideration of height, bulk and design of the buildings, permeability and open space, and the setting of listed buildings and conservation areas. The land use mix including the re-provided market offer, the extent of retail, employment, and education use, as well as the provision of residential floorspace and affordable housing also required careful consideration and advice.

#### The Solution

With masterplan architects, AHMM, we led negotiations with Camden Council, the Greater London Authority, TfL and Historic England, as well as a comprehensive communications exercise with Camden politicians, key stakeholders, and the local community. The design builds on the existing railway and warehouse character of the site, bringing a range of residential, retail, replacement market stalls, food and beverage, co-working and entertainment spaces.

We also subsequently secured planning permission for the redevelopment of the adjoining site on Kentish Town Road for 24 new homes and flexible commercial space.

As part of the planning process, our development team provided affordable housing advice on the requirements of the individual sites within the masterplan, negotiating with the Council's Housing Department to agree the

overall offer including the location and type of homes to be provided. We also provided strategic affordable housing advice to Lab Tech to help inform its governance structures, future development and long-term programme of development and investment across the Camden area.

#### The Results

Planning permission was granted following unanimous Committee approval which was subsequently endorsed by the Mayor of London. The scheme is now largely complete, and parts of the development are gradually being occupied. This includes the new state-of-the art Hawley Primary School, which forms part of the wider masterplan proposals and has been brought forward in collaboration with Camden Council.

We continue to be involved in the optimisation of the development to meet current market requirements and to ensure its successful occupation in the future.



**Client:** W.RE  
**Project:** St Pancras Commercial Centre  
**Location:** London Borough of Camden

**Service:** Planning and Development | **Sector:** Offices and Residential

#### The Challenge

W.RE wished to breathe new life into this area of St Pancras, supporting the neighbourhood by providing office space, new housing, including affordable housing, while re-providing the industrial space that previously existed on site.

A key objective was to provide new open space and high-quality public realm with active ground floor retail uses. This in turn would open up the site and create an active new route between Camden Town and King's Cross which currently is impermeable and invites crime and anti-social behaviour.

#### The Solution

The erosion of industrial land in central London is well publicised, as is the shortage of housing especially for affordable homes. The concept of 'beds and sheds' as a potential solution is receiving increasing recognition from the Government and the Greater London Authority. However, to date, there have been few examples of the concept being put into practice. Designed by Caruso St John Architects, the proposals at St Pancras Commercial Centre look to combine these two uses in an intelligent, sustainable and well thought out design, successfully demonstrating how co-location can be achieved to deliver two key land use priorities for Camden and London.

#### The Results

We secured planning permission from Camden Council and sign off from the Mayor of London for circa 16,000 sq m of new office space, 3,300 sq m of replacement light industrial floorspace, 800 sq m of new retail floorspace and 33 new homes of which 14 are affordable. The scheme also delivers improvements to the public realm including creation of new public open space and pedestrian routes through the site.





**Client:** Precis Advisory and Access Self Storage  
**Project:** Belgrove House  
**Location:** London Borough of Camden

**Service:** Planning | **Sector:** Offices and Life Sciences

### The Challenge

To bring forward a new highly sustainable specialised office and laboratory HQ building for the life sciences sector that respects the Grade 1 listed Kings Cross and St Pancras Station buildings directly opposite and which responds to the engineering achievements of these in an area of strong character and striking contrasts.

With the Government's ambition to reinforce the UK and London as a global centre for research and technological advances and Camden Council's ambitions for a successful Knowledge Quarter, the client's brief was to design a highly sustainable building, which directly improves the lives of local communities - economically, socially and environmentally.

### The Solution

Working with AHMM Architects, we led a comprehensive engagement strategy with the Camden Council officers, GLA, TfL, Historic England along with Camden politicians, key stakeholders, and the local community. At ten storeys, its configuration emerges from a clear, legible arrangement of uses on the site with life sciences research laboratories at the lower levels and HQ offices above.

A key objective was to design an exemplar building that complements and respects the listed stations and bring forward a significant package of public benefits alongside it. With the site sitting directly opposite King's Cross Underground Station, a key opportunity has been to provide a new step-free entrance to the station. Significant improvements to the public realm on Euston Road are planned as part of a wider public realm strategy around the site. A publicly accessible café, auditorium space and dedicated educational / outreach space for the local community is also proposed, accessed from Argyle Square.

The approach to sustainability has been based on circular economy principles including a whole life carbon assessment and the latest technologies are being used in relation to energy use in the building.

A 'biophilic' double-skin façade to the office floors can provide occupants with views through planting to the city, also adding to the biodiversity and urban greening credentials of the building.

### The Results

Camden Council has resolved to grant permission for a circa 26,000 sq m office and laboratory building that will become MSD's UK Discovery Research and HQ subject to a S106 Agreement. This has been endorsed by the Mayor of London.

The scheme will deliver a substantial package of public benefits at the planning, construction and end user phases. By supporting increased access to jobs, skills, training and education opportunities, the scheme maximises social value throughout the whole development process, reducing inequalities and increasing life chances in neighbouring communities and the borough generally.

As further demonstration of the environmental credentials, the scheme is targeting BREEAM 'Outstanding' and LEED 'Gold', as well as benchmarking the LETI targets.





**Client:** Brockton Capital and Oxford Properties  
**Project:** The Post Building, New Oxford Street  
**Location:** London Borough of Camden

**Service:** Planning and Development | **Sector:** Offices

#### The Challenge

We were instructed to provide planning advice on proposals for the demolition and redevelopment of the former Royal Mail sorting office, to provide a new office building in response to the arrival of the Elizabeth Line at Tottenham Court Road and the site's excellent position in relation to the West End, Midtown, and Covent Garden.

Key planning issues included the height and bulk of the development, design, key local views and the impact on the nearby conservation area and listed buildings, as well as the quantum of housing and affordable housing provision. The proposals also attracted substantial interest from local residents and amenity societies which required a careful engagement strategy.

#### The Solution

We led the negotiations with Camden Council, the Greater London Authority and Historic England, and an extensive community consultation exercise was undertaken due to the significant local interest.

Working closely with leading architects AHMM, the proposals deliver a significant uplift in office floor space, together with new retail units, a GP surgery, and public roof terrace. Extensive public realm improvements to High Holborn and Museum Street were also secured, a key priority for Camden Council in terms of placemaking. We also provided viability advice and helped to secure a payment in lieu of market housing.

#### The Results

This new landmark building contains 25,000 sq m of flexible Grade A office space and 24 affordable homes, with roof top gardens, multi-purpose space and market-leading cycle facilities. Now complete, the office space is let to McKinsey and Nationwide as their London head offices.

**Award  
Winning**

2019 NATIONAL  
LANDSCAPE AWARD



**Client:** Urbanest  
**Project:** Emperor House, Vine Street  
**Location:** City of London

**Service:** Planning | **Sector:** Student Housing and Offices

#### The Challenge

Advocating for a loss of offices within the Square Mile while addressing the practicalities of redeveloping a site with a piece of the Roman Wall (a Scheduled Ancient Monument) in the basement to deliver high-quality, well managed student housing with new office space. The two existing buildings were poor quality and did not optimise the use of this prime site on the edge of the City.

#### The Solution

Urbanest's strong brand presence within the market and working in partnership with some of London's best Universities helped make the case for a change of use from office to student accommodation. We worked closely with Hopkins Architects to bring forward a new high-quality and sustainable building that achieves BREEAM 'excellent' rating and which sits comfortably in this tight urban block. Another important element was the opening up of the Roman Wall to the public as part of an exhibition space, a key public benefit of the scheme.

#### The Results

We secured planning permission for an exciting new building containing over 600 new student rooms, circa 7,700 sq m of Grade A offices and incubator space for new start-up businesses. Alongside public realm improvements at street level, the new exhibition space will showcase a piece of London's Roman history for future generations.

We are continuing to advise upon all planning matters as the development progresses through construction.





**Client:** Mitsubishi Estates and Stanhope  
**Project:** 6-8 Bishopsgate and 150 Leadenhall Street  
**Location:** City of London

**Service:** Planning | **Sector:** Offices

#### **The Challenge**

Having previously secured planning permission for a 40-storey office development on the site, we were subsequently reappointed to advise Mitsubishi and Stanhope on a revised proposal in its place. Changes to the City's Eastern Cluster meant that the scheme needed to be reconsidered so as to respond to the emerging context and we were asked to bring forward a fresh planning application for the site.

Given the location of the site, revisions to massing and built form needed to carefully consider the relationship with the Leadenhall Building, 22 Bishopsgate and St Paul's Cathedral in particular.

#### **The Solution**

Working with WilkinsonEyre Architects, we led detailed discussions with City officers and other stakeholders to bring forward a revised scheme that would better respond to site considerations and sit more comfortably in the existing context as well as the emerging Eastern Cluster of tall buildings in the City.

#### **The Results**

We secured planning permission from the City of London Corporation and agreement from the Mayor of London for this exciting new addition to London's skyline and City Cluster. Comprising a 50-storey tower (ten storeys taller than the original permission we secured) the building will provide over 85,000 sq m of high-quality office floorspace and a public viewing gallery at level 50.

The proposed building will also include high sustainability and low energy initiatives and has been designed to achieve a BREEAM "Outstanding" rating.





**Client:** The Clothworkers' Company  
**Project:** 50 Fenchurch Street  
**Location:** City of London

**Service:** Planning | **Sector:** Offices

#### **The Challenge**

The Clothworkers' Company is a 500-year-old philanthropic membership organisation which has been on the site of 50 Fenchurch Street since 1528. The current Clothworkers' Hall is the sixth hall on the site but was deemed to be no longer fit for purpose and the other buildings that occupy the site do not maximise its potential. The two listed structures on-site are also in a poor state of repair and the site lacks pedestrian permeability. The redevelopment of 50 Fenchurch Street would unlock one of the last remaining sites in the City with potential for a tall building and provide a windfall of capital to help endow the Clothworkers' Foundation for generations, expanding its philanthropic work.

#### **The Solution**

Working with Eric Parry Architects, we led discussions on bringing forward this office-led development.

Featuring extensive vertical screening, this new 36 storey building will create a distinctive addition to the City's skyline and is a highly sustainable development. Location of the Clothworkers' new livery hall and accommodation primarily underground allows for the creation of a significant new area of public realm at ground level, increasing pedestrian permeability through the site. A new public terrace at Level 10 provides 360-degree views over London and was considered as a key benefit of the scheme. The Tower of All Hallows Staining (listed Grade I) is proposed to be temporarily propped during construction to allow the Clothworkers' Hall to be built underneath and the Lambe's Chapel Crypt (listed Grade I) is to be dismantled and reconstructed in the basement of the new development. These significant interventions to heritage assets required close collaboration with both the City of London and Historic England.

#### **The Results**

An iconic new tower in the City, maximising the potential of the site, providing circa 88,000 sq m of new high-quality office floorspace alongside flexible retail uses, a significant area of public open space, upgrading of heritage assets and a new modern Livery Hall fit for future generations of Clothworkers.





**Client:** Museum of London  
**Project:** West Smithfield, including the General Market, Poultry Market and Annexe site  
**Location:** City of London

**Service:** Planning | **Sector:** Arts & Culture

#### The Challenge

Providing the Museum of London with world-class temporary exhibition space, substantial expansion of learning facilities, greater visibility of the museum's collections and research arms. This new home was found at West Smithfield, in Farringdon, a short distance from its existing location at Barbican.

Issues included re-animating historic buildings which have been disused for 25 years, the strong interest of multiple heritage societies, the continued co-existence of the museum with operational wholesale markets, highways and public realm in relation to both the closure of West Poultry Avenue and the relationship with the Culture Mile. Substantial flexibility in allied uses was also required by the museum in order to accomplish its ambition of a 24-hour museum with the capability to host a programme of events.

As part of the same application, we worked on behalf of the City Corporation on the regeneration of the annexe site for a mix of commercial uses.

#### The Solution

The design team, of Stanton Williams and architects Asif Khan, created a highly sustainable design which sensitively adapts the existing General Market and Poultry Market buildings (listed Grade II) into large spaces for museum and associated uses.

Extensive engagement was held over a number of years with a large spectrum of stakeholders including Historic England, TfL, the Greater London Authority, SAVE, Victorian Society and Twentieth Century Society. The ongoing engagement of the full team resulted in the heritage societies endorsing the proposals as well as gaining the full support of Historic England.

We agreed a wide range of flexible uses for significant parts of the site including offices, retail, restaurants, bar and gym use. Multiple access points to the new museum will see it become a permeable part of West Smithfield. A new covered public space also provided on the site of a former modern storage warehouse, at the foot of the Culture Mile.

#### The Results

The ambitions of the Museum of London are well on their way to being achieved with planning permission obtained in a matter of months. We are continuing to advise on this extraordinary project – one of the biggest cultural projects in Europe, and a highlight of the City of London's Culture Mile initiative.



**Client:** The Crown Estate and Oxford Properties  
**Project:** St James's Market Phase Two  
 (57-60, 62-65 Haymarket and 71-99 Haymarket, 6 St Alban's Street and 13-16 Charles II Street)  
**Location:** City of Westminster

**Service:** Planning and Development | **Sector:** Offices, Retail and Residential

#### The Challenge

The site is within a highly sensitive location and comprises the former Carlton Cinema, which is listed Grade II, and needed to be retained and incorporated into the scheme design. The other existing commercial buildings are of little architectural merit and constrained by limited floor to ceiling heights. However, in light of the heritage context, a careful approach to façade retention was required. It was also necessary to ensure the continued operation of Her Majesty's Theatre and The Theatre Royal. Westminster's mixed use policy for the delivery of housing also needed to be considered.

#### The Solution

Working closely with the Council's conservation officers, Make Architects' proposals see the comprehensive redevelopment of the site which combines new-build elements, with a bridged superstructure over the retained listed cinema and remodelled historic façades. The proposal will deliver generous new public spaces and improved pedestrian routes through the site. Linked to the scheme is an off-site housing solution on which we also advised, at 33 Vauxhall Bridge Road, a listed building that would be converted from offices to provide 30 intermediate tenure affordable homes.

#### The Results

The proposals build on the success of phase one of the St James's Market redevelopment, which together form part of the Crown Estate's core Central London holdings. With over 20,000 sq m of Grade A office floorspace being provided, there is a significant uplift in the commercial offer overall. The renewal of the former Carlton Cinema at the heart of the scheme will make a further contribution to the West End's night-time economy and cultural offer.





**Client:** Landsec  
**Project:** Victoria Estate including Nova, Portland House, Cardinal Place, 123 Victoria Street, Kingsgate, The Zig Zag Building, Wellington House, 62 Buckingham Gate  
**Location:** City of Westminster

**Service:** Planning and Development | **Sector:** Offices, Residential and Retail

### THE CHALLENGE

Fifteen years ago, Victoria Street was home to a series of 1960’s government offices with poor pedestrian movement and an overcrowded station. Victoria was allocated as an Opportunity Area through the London Plan and Landsec’s challenge was to realise the potential of its Victoria estate, repositioning the district as a desirable location providing Grade A offices, a vibrant shopping and food destination and an attractive place to live.

Issues we have dealt with include:

- Facilitating the improvement of the Victoria Transport Interchange;
- Permeability of the local area and lack of space for pedestrians;
- Diversifying the mono-culture of offices while providing significant office uplift;
- Delivery of over 500 new homes
- Compulsory purchase of land;
- Views, both LVMF and Royal Parks;
- The impact of proposals on the setting of Buckingham Palace, the Queen Victoria Memorial and the Westminster World Heritage Site;
- Deliverability in the context of a changing transport scenario; and
- The demolition of a listed building.

### THE SOLUTION

We have worked with Landsec from the first stages of regeneration, devising a comprehensive land use strategy across the portfolio and leading on an evolving masterplan which has responded to an ever-changing planning and political context. This has enabled Landsec to deliver separate commercial and residential buildings to meet their commercial objectives across the estate, and creating and utilising affordable housing credits elsewhere in Victoria. We have also helped shape and influence the policy context at local and regional level through the Victoria Area Planning Brief.

Each scheme has required complex strategies; sensitive political and community engagement; the management and co-ordination of large development teams; close liaison with the council and the GLA and complex Section 106 negotiations.

#### Nova

Nova covers a 2.5 ha site to the north of Victoria Station where we secured permission for three planning applications for the comprehensive redevelopment to provide six new buildings designed by KPF/PLP, Benson & Forsyth and Lynch Architects. Overall, the £1.1bn development comprises approximately 130,000 sq m including 85,000 sq m offices, 1,200 sq m of shops, cafés and restaurants, 170 residential units together with a new library for Westminster City Council.

The scheme is one of the largest ever submitted to Westminster City Council. We led negotiations with Council officers, the Greater London Authority and other key stakeholders, and also advised on the development strategy and financial viability of the scheme.

Subsequent applications for Nova Place and Nova East have been secured, increasing the originally permitted office floorspace by 12,000 sq m, with a payment-in-lieu provided in place of the 35 originally permitted affordable homes. The scheme also includes the demolition, relocation and rebuilding of the listed Grade II Sutton House on site.

#### Portland House

Planning permission has been secured twice for Portland House, a landmark tower in Victoria.

The first scheme proposed its conversion, remodelling and extensions by David Chipperfield Architects to provide up to 206 private residential units above ground and first floor retail. Westminster’s affordable housing requirement was met through off-site provision at Landsec’s Castle Lane affordable housing scheme and a top-up payment in lieu, on which we provided detailed viability advice.

We also secured a second planning permission for an extension to the existing office tower, designed by Gensler, to provide over 11,000 sq m of additional office space plus refurbishment of existing space, ground floor retail uses and provision of a new roof top restaurant.

#### Kingsgate and the The Zig-Zag Building

We secured planning permission for the demolition of an outdated office building and its replacement with two high-quality buildings and extensive new public realm. The two new buildings provide retail at ground floor with offices above, and a 14-storey residential building housing

102 new homes, again with retail at ground and first floor. The buildings were designed by Lynch Architects in consultation with Vogt Landscape Architects on the public realm. We prepared a financial appraisal for Landsec to consider the viability implications and provided the reasoned justification required to secure a financial contribution in lieu of affordable housing being provided in the development.

#### Other Developments

We secured permission for the following other developments within the Landsec Victoria Estate:

- Refurbishment and extension of 123 Victoria Street for new repositioned office and retail floorspace
- Redevelopment of Westminster Kingsway College, 6 Castle Lane, for 31 private residential units
- Affordable housing scheme creating 86 new affordable homes at 2-4 Castle Lane
- Redevelopment of 62 Buckingham Gate to provide nearly 37,000 sq m of large office floorplates
- Redevelopment of Wellington House to provide 59 high-quality residential units

### THE RESULTS

Together the schemes will create in the region of 400,000 sq m of commercial office space, circa 7,000 sq m of retail space and over 500 new homes, including affordable housing. In addition, Landsec has delivered significant new public realm, new pedestrian routes and facilitated substantial transport benefits across the area as well as a potential home for the Council to provide a new library. The creation of this new place to live, work and play through the introduction of a vibrant tenant mix has regenerated Victoria.





**Client:** Qatari Diar  
**Project:** Former American Embassy, 30 Grosvenor Square  
**Location:** City of Westminster

**Service:** Planning and Development | **Sector:** Hotels

#### The Challenge

Sensitively adapting the former Embassy building (listed Grade II) into a new viable use which would open up the former closed site to the public and improve the west side of Grosvenor Square. Aside from the heritage constraints, the former Embassy building's security features and arrangements made for a fortress-like site within this Mayfair neighbourhood.

#### The Solution

Working with David Chipperfield Architects, we led discussions with Westminster City Council, the Greater London Authority, Historic England and other key stakeholders to bring forward a planning application and listed building consent application for Qatari Diar.

The scheme, which sees conversion and adaptation of the existing building, retains the historically sensitive elements of the façade and the iconic Eagle, while demolishing non-sensitive elements. The proposals almost double the floorspace of the existing building, providing step-free/ level access and enhancing the character and function of retail in Mayfair.

#### The Results

Since planning permission was granted, we have continued to advise the client on bringing forward this development which would be managed by Rosewood Hotels & Resorts. On completion, this new luxury Mayfair hotel will offer 137 rooms, as well as gourmet restaurants, a grand ballroom, a signature spa, and six flagship retail spaces.

A key benefit of the scheme is the removal of historic unsightly security measures associated with the former embassy. This has provided an opportunity to open up this side of Grosvenor Square with significantly enhanced highway and public realm access.

We are continuing to advise upon all planning matters as the development progresses through construction.



**Client:** Derwent London and The Portman Estate  
**Project:** 19-35 Baker Street (including 69-71 Blandford Street, 88-110 George Street, 30 Gloucester Place, 91 Blandford Street and 112 George Street)  
**Location:** City of Westminster

**Service:** Planning and Development | **Sector:** Offices, Retail and Residential

#### The Challenge

Realising the full social, economic and environmental potential of a street block in the West End. Issues included replacing poor quality 1960s offices and surface level carparking, achieving effective and desirable permeability, incorporating a listed building, and strengthening the retail vitality of Baker Street and its neighbourhood.

#### The Solution

Working with Hopkins Architects, we led extensive discussions with Westminster City Council officers and the Greater London Authority to bring forward comprehensive development of this block which sits between Portman Village and Chiltern Street.

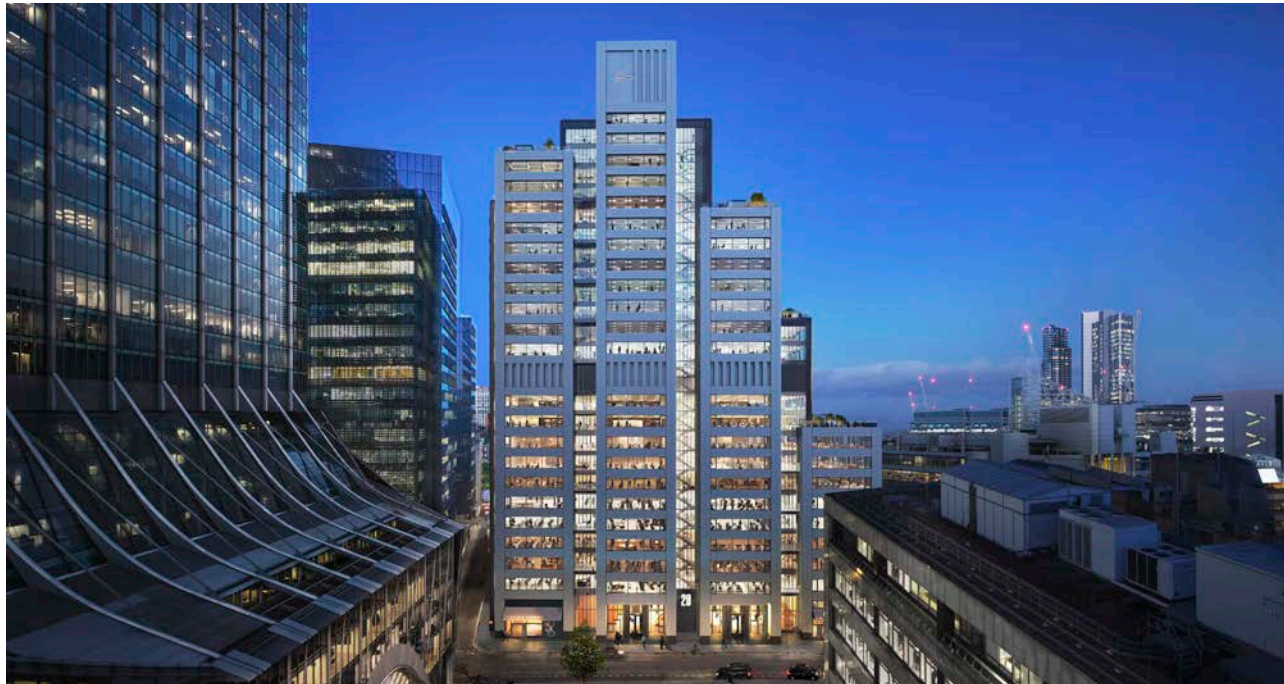
A new signature mixed use office and retail building was designed for the principal Baker Street frontage, creating access to new public uses and pedestrian routes through the block, and new homes including affordable housing were integrated into the site layout. The design reflects the opportunity for better use of scarce urban land by optimising density, in proximity to conservation areas. The listed building was adapted to enable new public realm and through routes and will provide new affordable homes.

An exemplary energy and sustainability strategy was adopted in order to create an all electric building with no operational energy related emissions.

#### The Results

A highly integrated and sustainable reconstruction of an important site on Baker Street, of exceptional design quality, providing 28,000 sq m of workspace, an entirely new ground plane for public use, 51 new homes, and the creation of up to 2,060 jobs.





**Client:** Old Park Lane Management Limited  
**Project:** Ropemaker Street, Islington, London  
**Location:** London Borough of Islington

**Service:** Planning and Development | **Sector:** Offices

#### The Challenge

To deliver a major step-change in the regeneration of the area by delivering one of Islington's largest office buildings that fully realises the social, economic and environmental redevelopment potential of the site, which previously contained poor quality and dated office floorspace. Issues included: delivering a tall building with a substantial footprint that works within the constraints of the adjacent conservation areas; viewing corridors crossing the site and the need to provide a diverse range of elevations to respond to the different street frontages; justifying the loss of existing residential uses; optimising the affordable workspace solution; justifying a substantial three storey basement; enhancing site permeability; and ensuring that the new building was futureproofed in terms of end-user and sustainability expectations.

#### The Solution

Working with Make Architects, and using in-depth knowledge and understanding of Islington's policies and political objectives, a robust narrative and planning assessment was developed. This enabled the team to promote a new, innovative and carefully designed tall building for London's skyline which substantially increases the office floorspace at the site, delivering flexible and small/micro workspace, while promoting and supporting the wellbeing of its users by creating a series of terraces and balconies so that outdoor amenity space is available throughout the building. The proposals also sought to revitalise the street scene at the site to provide a welcoming, vibrant and reactivated public realm to the prominent junction of Ropemaker Street and Finsbury Pavement.

#### The Results

We secured planning permission from Islington Council and sign off from the Mayor of London for this dynamic office building, which will bring over 45,000 sq m of new office space to the City fringe in flexible, adaptable floorplates.

The scheme is currently under construction and has been awarded a BREEAM New Construction 'Outstanding' rating at design stage, which recognises a high standard of sustainability and wellbeing for exemplary developments. It is thought to be the largest-ever BREEAM 2018 commercial project to secure this accreditation rating at design stage.



**Client:** City, University of London  
**Project:** Northampton Square Library Extension  
**Location:** London Borough of Islington

**Service:** Planning | **Sector:** Education

#### The Challenge

The library building sits within a sensitive location. It is surrounded by three conservation areas and is located in the vicinity of a number of designated heritage assets, including the college building (listed Grade II), which lies to the west of the university building, and a number of listed buildings on Ashby Street, Sebastian Street and Northampton Square.

City, University of London sought a library that would form a focal point and provide a sense of arrival to students coming into the Square. The internal spaces were equally important with views across the City and study spaces that would be flooded with natural light.

#### The Solution

Working with Coffey Architects, we led discussions with Islington Council to find a solution for achieving additional floorspace while respecting the heritage setting and host building.

The result is an elongated elliptical form that successfully integrates with the host building and the surrounding historic context while providing high-quality learning space for students.

#### The Results

Planning permission and listed building consent were granted for an extension which is bold yet responds sensitively to the historical environment and the Square.





**Client:** Viridis Real Estate  
**Project:** The Ray, 119 Farringdon Road  
**Location:** London Borough of Islington

**Service:** Planning | **Sector:** Offices

### The Challenge

We were instructed by Viridis Real Estate to provide town planning consultancy advice on proposals for the demolition and redevelopment of the former Guardian HQ building in Farringdon.

Key planning issues included the removal of seven TPO London Plane trees (of personal interest to the Mayor at the time), strategic views, housing provision, the level of affordable workspace to be provided and servicing access to the scheme. The scheme attracted significant local interest.

### The Solution

Working with AHMM architects, we led negotiations with Islington Council, the Greater London Authority and the local community to bring forward a new office development on the site. Whilst mixed use policy requirements would normally expect housing to come forward on site, in this instance a payment in lieu was negotiated with the Council. A careful tree planting strategy was also negotiated to address concerns about the removal of the London Plane trees from Farringdon Road.

### The Results

Planning permission was granted for a new 8 storey building to contain approximately 12,500 sq m of office floorspace, a significant proportion of affordable workspace, 1,100 sq m of flexible retail, a new area of public realm, as well as terraces for the upper levels. A payment in lieu for the Council to deliver housing elsewhere was agreed and sign off secured from the Mayor of London.

The scheme is now complete and fully occupied as LinkedIn's London headquarters. The affordable workspace is to be occupied by tenants from Islington Council's affordable workspace provider list.

<b>Award Winning</b>	2019 BRICK AWARDS – COMMERCIAL PROJECT AWARD	SCHUECO EXCELLENCE AWARD – OVERALL COMMENDATION & COMMERCIAL BUILDING WINNER
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**Client:** Urbanest  
**Project:** Westminster Bridge Road  
**Location:** London Borough of Lambeth

**Service:** Planning | **Sector:** Student Housing

### The Challenge

We were instructed by Urbanest to deliver an education and student housing led development on a long-term vacant but prominent site in Waterloo. The site, formerly known as York House, was a designated employment site with several planning permissions secured for major office redevelopment, but had several constraints in relation to strategic views, traffic and permeability in particular, noting its position on a busy central London roundabout.

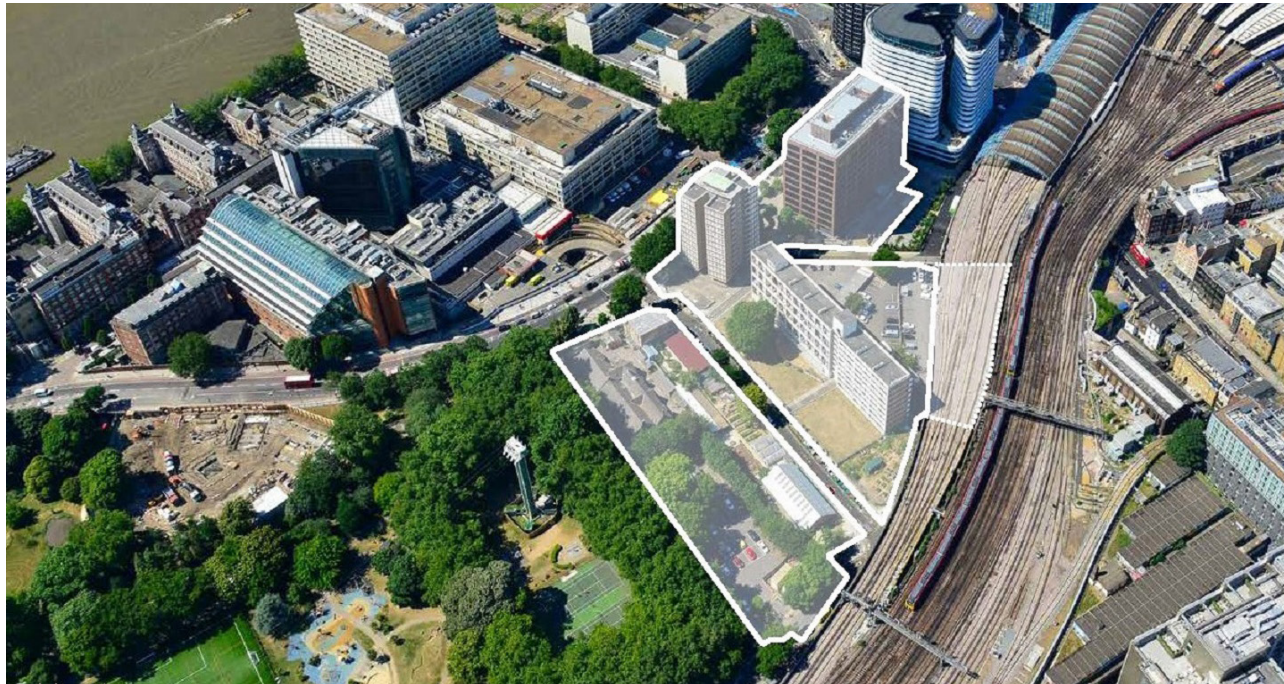
### The Solution

With no potential for a pre-let office scheme, we led discussions with Lambeth Council to bring forward an alternative student housing use for the site. Working with leading architects AHMM, a visually interesting and iconic building was conceived, which successfully sits against the backdrop of the Westminster World Heritage Site in a considered way, contributing significantly to the skyline and public realm of the area.

### The Results

The design of the scheme received support from Lambeth, the Mayor of London, CABE, and the local community, and financial contributions were secured for enhancements to the nearby Archbishop's Park. The development is now fully operational, providing over 1,000 student bed-spaces, a campus for DLD College London, and ongoing provision of affordable workspace, including Build Studios – a co-working space specifically for the built environment sector.





**Client:** Stanhope  
**Project:** Royal Street  
**Location:** London Borough of Lambeth

**Service:** Planning | **Sector:** Offices and Healthcare

#### The Challenge

Stanhope won a competitive bid to become joint venture partner with the NHS on this key site within the north of Lambeth, behind St Thomas' Hospital. The proposals will see redevelopment comprising of a series of buildings to contain offices, residential, and outpatients' building for Guys and St Thomas' Hospital, as well as retail and community floorspace.

There are a number of challenges with the site which include the re-provision of existing residential accommodation, massing, design, heritage, including townscape views, transport and the retention of existing trees on the site.

#### The Solution

We are currently working with a comprehensive consultancy team including AHMM architects to create a new commercial neighbourhood for central London. It is intended that the office accommodation will be occupied by state-of-the-art health technology businesses (Med-tech), a key objective for the NHS and Lambeth Council who are keen to retain and improve their offer within the borough, with SME and affordable workspace for local businesses also being provided.

#### Next Steps

The proposals are currently being progressed by way of detailed discussions with officers at Lambeth Council, the Greater London Authority and local stakeholders, with the intention of submitting a planning application later in 2021.



**Client:** Yoo Capital  
**Project:** Olympia Exhibition Centre  
**Location:** London Borough of Hammersmith & Fulham

**Service:** Planning | **Sector:** Offices, Hotels, Culture, Leisure and Retail

#### The Challenge

We were asked to advise the client in bringing forward this major regeneration scheme that would breathe new life into and realise the potential of a world renowned but tired and under-utilised exhibition venue.

This complex, urban site contains a wide variety of historic buildings including the renowned listed Victorian Exhibition Halls with their distinctive arched roofs and a careful strategy of restoration, adaptation and upgrade was required.

The site has become increasingly closed off from both its surroundings and the wider exhibition world and required a clear and ambitious placemaking strategy to put the site back on the map.

#### The Solution

We led extensive consultation and discussion with the Council, the Greater London Authority, Historic England, and other interest groups to bring forward redevelopment proposals.

The appointed architects, Thomas Heatherwick Studios and SPARCC Architects, introduced a variety of new complementary buildings around the listed exhibition halls to double the overall floorspace on the site. This includes a new 14-storey office tower which delivers almost 80,000 sq m of office space.

Another unique aspect of the scheme is a new elevated public realm route with roof canopy which opens the site up for use by the public and surrounding community.

#### The Results

We secured planning permission and listed building consent from Hammersmith & Fulham Council and swift sign off from the Mayor of London for this new global hub of exhibition, arts and cultural uses for London. In total, circa 200,000 sq m of floorspace including offices, art house cinema, music venue, two boutique hotels, and retail space will complement the existing exhibition space – continuing the legacy of Olympia for the next century.

We have been retained post the grant of permission to advise on this transformational scheme.





**Client:** Stanhope  
**Project:** White City Place (Former BBC Media Village)  
**Location:** London Borough of Hammersmith & Fulham

**Service:** Planning | **Sector:** Commercial and Offices

#### **The Challenge**

Stanhope purchased White City Place, formerly known as the BBC Media Village from the BBC with a view to refurbishing and extending the campus and giving the site a new identity as a cutting-edge media and technical hub. The existing buildings were very dated inside and out, and they were also enclosed and inward looking. Additional floorspace was also required to optimise the potential of the site. Following the gradual departure of the BBC, the buildings had phased vacant possession dates and so works needed to be undertaken in stages.

The public realm was also of its time, in need of investment to provide amenity space for future tenants, alongside lively and interesting food and beverage provision to meet the needs of prospective tenants.

#### **The Solution**

Working with the architects, Allies and Morrison and a team of consultants, a phased masterplan was developed to facilitate the delivery of around 185,000 sq m of flexible, Category A office floorspace. This included the provision of an additional 95,000 sq m of office floorspace spread over three new buildings on the Gateway to the site, including a tall landmark building. Additional office floorspace within the existing buildings was also created through the infill of redundant lightwells. To negate the need for new planning applications every time an event is proposed, a careful public space strategy was negotiated and agreed with LBHF Officers, to enable a range of temporary events in the public spaces to be permitted under one application.

#### **The Results**

We secured multiple planning permissions and White City Place is now refurbished and the majority of the floorspace occupied by a variety of new tenants, including the BBC.

The scheme represents the successful refurbishment of dated buildings and complementary new buildings, making a significant contribution towards the overall regeneration of the White City Opportunity Area and providing new jobs for the local area. Planning permission has also been granted for the temporary change of use of part of the site for use by the Royal College of Art, while their main campus undergoes refurbishment works.

Construction has commenced on two of the new buildings at the 'Gateway' site, and we continue to work with Stanhope to provide advice as and when required to support the ongoing evolution of this regenerated site.





**Client:** Cadogan Estates  
**Project:** 196-222 King's Road  
**Location:** Royal Borough of Kensington & Chelsea

**Service:** Planning and Development | **Sector:** Offices, Retail, Leisure and Residential

#### The Challenge

We were instructed by Cadogan Estates in respect of the redevelopment of one of the largest sites on King's Road. The existing site included a popular local cinema, as well as residential units, retail floorspace and a public house. It was also situated within a Crossrail 2 safeguarding zone, which added another layer of complexity to the project. Development of the site would need to re-provide the cinema and pub, while also meeting the client's commercial objectives to provide enhanced retail frontage, and new residential and office accommodation.

#### The Solution

We led the process of detailed pre-application discussions with the Council, the Greater London Authority, and other key local stakeholders, seeking to balance the different existing and proposed land uses. A key feature of the scheme was to retain the existing art-deco cinema façade, and also to re-locate the cinema to basement level in order to ensure the potential for retail frontage on King's Road was optimised. We also provided advice in respect of the level of affordable housing, and financial viability of the scheme.

#### The Results

We have successfully obtained planning permission and have continued to advise Cadogan Estates to secure scheme amendments and bring the development forward.

The scheme will see the return of an independent 600 seat cinema to the site, together with circa 50 new homes (affordable and market rent), over 2,000 sq m of high-quality office space, retail space, a replacement public house as well as a roof top bar.



**Client:** Cadogan Estates  
**Project:** George House, 127-135 Sloane Street, London  
**Location:** Royal Borough of Kensington & Chelsea

**Service:** Planning | **Sector:** Offices, Residential and Retail

#### The Challenge

The objective of the owner, Cadogan Estates, was to redevelop a tired, outdated building, in a prime location within the international shopping area of Sloane Street/King's Road. Surrounding occupiers include Tiffany and Cartier and the area has seen steady rejuvenation and new flagship retail stores taking up residence. The Estate was also keen to re-profile the rear of the site along Pavilion Road and create a new enclave of townscape with local shops.

The site sits within a Conservation Area and therefore any design needed to be sensitive and respectful of the surrounding heritage buildings.

#### The Solution

Stiff + Trevillion Architects' unique approach makes a positive contribution to the area, with an appropriately scaled building of the highest design quality, which includes a publicly accessible planted courtyard with local independent shops fronting on to Pavilion Road at the rear. To gain borough officer support regarding the loss of residential floorspace, we advised on a 'land swap' where these units would be relocated elsewhere within the Cadogan Estate.

#### The Results

We helped secure the largest mixed use development to arrive on Sloane Street for a generation. The scheme, which provides 6,600 sq m of high-quality modern office accommodation, has been successful in terms of its enhanced retail units fronting both Sloane Street and Pavilion Road. It has won and been shortlisted for a number of design awards.





**Client:** St Edward Homes  
**Project:** Warwick Road Masterplan  
**Location:** Royal Borough of Kensington & Chelsea

**Service:** Planning | **Sector:** Residential

#### The Challenge

We were instructed by St Edward Homes, a joint venture between the Prudential and Berkeley Homes, to provide planning advice in relation to four masterplan strategic sites located on Warwick Road and the corner of Kensington High Street, in the Royal Borough of Kensington and Chelsea.

#### The Solution

We worked alongside the Royal Borough of Kensington and Chelsea to assist with the preparation of a planning brief for the site. The purpose of the brief was to bring forward co-ordinated high-quality developments and a new linear park together with appropriate and upgraded infrastructure.

With Squire & Partners as masterplan architects, we led discussions with the Council, the Greater London Authority and local stakeholders over a number of years, securing planning permission in relation to three of the four sites – Charles House, Warwick Road Primary School and the former Homebase site.

The fourth site, the former Telephone Exchange, was granted planning permission before St Edward Homes purchased the site, but we have also provided post-planning advice in bringing forward this site.

#### The Results

In total, the four sites will provide in excess of 1,000 homes, including affordable homes, as well as a new one form entry primary school, linear park, and flexible retail uses along Warwick Road and Kensington High Street.

We continue to be instructed by St Edward Homes on post-planning matters.



**Client:** Fabrix  
**Project:** Blackfriars Crown Court  
**Location:** London Borough of Southwark

**Service:** Planning | **Sector:** Offices

#### The Challenge

To adapt, re-use and extend the existing building to realise its full potential following the vacation of the building by HMCTS. Issues included changing the use on the site from court to offices, as well as ensuring provision of community space and gardens, achieving a suitable built form which is relevant, inclusive and contextual to the community and built environment of Southwark. Activating the surrounding streets with a new publicly accessible route and maximising the green and sustainable roof spaces for the public and tenants of the building were also key objectives.

#### The Solution

Working with Studio RHE Architects, we led engagement with Southwark Council, the Greater London Authority and local stakeholders to bring forward the redevelopment proposals. The outcome is an exciting new building of the highest quality, rich in form and materials, with a unique architectural language, lively roofscape and activated streets. The scheme will deliver a highly sustainable transformation of an existing building in this part of the borough with spaces which are publicly accessible.

#### The Results

Delivery of over 30,000 sq m of adaptable office floorspace including affordable workspace, retail, community and public spaces and providing circa 2,000 new jobs. The development also has excellent environmental credentials, in both meeting circular economy principles, and an energy strategy which reduces carbon emissions during operation of the building.





**Client:** Grosvenor Britain & Ireland  
**Project:** Former Biscuit Factory and Bermondsey Campus  
**Location:** London Borough of Southwark

**Service:** Planning | **Sector:** Build to Rent, Offices, Retail and Education

#### The Challenge

We were instructed by Grosvenor in respect of the masterplan development of the former Biscuit Factory and Bermondsey Campus sites, a five hectare site comprising under-utilised industrial warehouse buildings, a secondary school, and a number of meanwhile uses. The proposals represented one of the largest build-to-rent developments in London, and also include a mix of other commercial uses, a new secondary school, and major new placemaking and pedestrian and cycle routes. Following detailed discussions with Council planning officers to resolve a number of issues around the build-to-rent model, height and massing, and environmental considerations, Southwark's Planning Committee resolved to refuse planning permission, principally due to concerns over affordable housing provision.

#### The Solution

Working with KPF Architects and the consultant team, we continued to lead the planning process following the decision by the Mayor of London to 'call in' the application for his own determination. Detailed discussions progressed with GLA officers to review the application, and it was agreed to submit amendments to increase the proportion of affordable housing, reduce car parking, and refine the design to include some additional height in less sensitive areas of the site. We led the consultant team in preparing and submitting these amendments, against a challenging programme dictated by upcoming Mayoral elections.

#### The Results

The Deputy Mayor of London subsequently resolved to grant planning permission for the development at a Stage 3 hearing and we are continuing to advise Grosvenor in respect of post-planning delivery matters.

In total, the development will provide up to 1,548 residential units, circa 15,000 sq m of Class B1 floorspace, circa 6,700 sq m of flexible retail floorspace, and a new secondary school. The scheme includes creation of a significant new public realm at the heart of the site, and new pedestrian and cycle routes to link the site to the surrounding area.



**Client:** Landsec  
**Project:** 133 Park Street and 105 Sumner Street  
**Location:** London Borough of Southwark

**Service:** Planning and Development | **Sector:** Offices

#### The Challenge

Regenerating and promoting an underutilised site containing a tired 1980s warehouse and office building within the Bankside Opportunity Area, behind the Tate Modern, while negotiating the height, form and access arrangements. The site sits within a protected viewing corridor and is in close proximity to several listed buildings and the Bear Gardens Conservation Area so a key challenge was how to bring forward a significant uplift in office floorspace, improve on the public realm and permeability through the site, while respecting and positively contributing to Southwark's architectural heritage and without harm to the amenity of nearby residential properties.

#### The Solution

Piercy&Company's design solution celebrates the rich industrial heritage and character that the area is well known for, taking a cue from the site's former use as a bronze factory and the nearby Tate Turbine Hall. A variety of different sized, flexible office floorplates will suit a range of small and medium sized businesses, adding to the diversity of the workspace offer in SE1. The two buildings, at nine and ten storeys, are arranged around a central courtyard, providing valuable amenity space and permeability through the site, and new "discoverable" routes that are characteristic of the area.

#### The Results

We secured planning permission, for over 18,000 sq m of Grade A office floorspace, representing an uplift of over 16,000 sq m on the existing site. Over 1,000 new jobs will directly arise from the development contributing significantly to the Bankside Opportunity Area targets. The scheme achieves the highest architectural design and sustainability credentials.

We are continuing to advise upon all planning matters as the development progresses through construction.



**Client:** Urbanest  
**Project:** 2 Trafalgar Way  
**Location:** London Borough of Tower Hamlets

**Service:** Planning and Development | **Sector:** Student Housing

#### The Challenge

Bringing forward a viable development on this site which has lain vacant for many years following a previous permission for a BTR-led scheme which was never built out. Issues include re-providing the drive-thru McDonalds which previously occupied the site and is a legal requirement of any future development. Also finding a solution to access and pedestrian permeability, given this is an island site bound by busy roads on all sides. Situated in a gateway location to the north of Canary Wharf, landmark architecture was required to justify the proposal for very tall buildings.

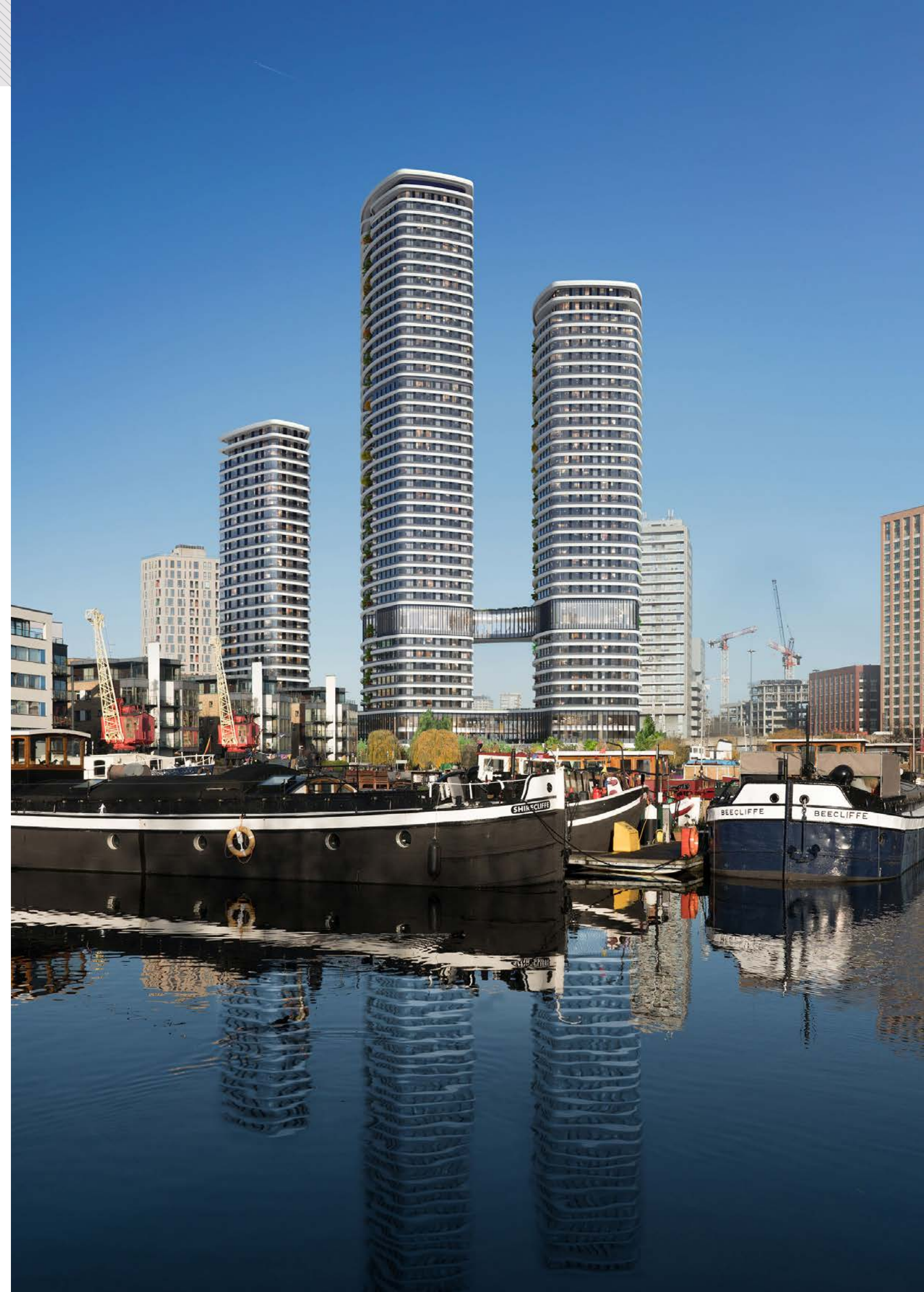
#### The Solution

Working with Apt Architects, we have been leading consultation with Tower Hamlets Council officers and the Greater London Authority to bring forward a student-housing led development on this site. The scheme, comprising distinctive towers, acts as a mediator between the clusters of Canary Wharf and Blackwall / New Providence Wharf. In partnership with UCL, 35% of the student rooms will meet the London Plan policies in relation to provision of affordable student accommodation.

The development also includes new office space and incubator units, as well as ground floor retail uses (including the re-provided McDonalds drive-thru) to activate the newly created public realm. The scheme design includes major upgrades to the pedestrian permeability across Trafalgar Way with 'table-topping' and two pedestrian crossings. With the ambition to deliver the most sustainable large-scale student housing scheme in the world with ultra-low carbon operational performance, Urbanest has adopted the Passivhaus approach to building design.

#### The Results

The scheme will bring forward a world class, highly sustainable development within three landmark buildings of 46, 36 and 28 storeys providing almost 1,700 student bedrooms, 68 new homes proposed for university staff and their families, workspace, retail and significant public realm improvements.







**Client:** London Borough of Tower Hamlets  
**Project:** Tower Hamlets Town Hall, Whitechapel Road  
**Location:** London Borough of Tower Hamlets

**Service:** Planning | **Sector:** Public Sector – Civic Centre and Offices

#### **The Challenge**

We were appointed to advise Tower Hamlets Council on this ambitious and challenging project to convert and extend the former Royal London Hospital (listed Grade II) on Whitechapel Road to provide a state-of-the-art new Town Hall and Civic Centre – consolidating all of the Council's current services at Mulberry Place and other satellite offices into one purpose-built facility. There was a need to upgrade the listed building sensitively, which had become dilapidated after being vacant for a number of years.

#### **The Solution**

The proposals (designed by AHMM Architects) include part-demolition, alterations and refurbishment of the former Royal London Hospital and a new 'Z' shaped extension wrapping around the rear. We led a comprehensive programme of pre-application discussions with Tower Hamlets Council, the Greater London Authority, Historic England and the local amenity societies, as well as other local stakeholders and residents. While the majority of the listed building was retained, the Grocer's Wing was largely demolished, with a new building constructed behind retained façades.

#### **The Results**

A comprehensive redevelopment of over 27,000 sq m creating a new highly accessible public building with 'local presence' functions at ground floor including the Committee Chamber, library, café, public meeting rooms and drop-in centre, with council offices above accommodated both within the retained and upgraded listed building and rear extension. The new town hall, which would employ around 3,000 staff, puts council services under one roof, directly adjacent to Whitechapel Station and the Elizabeth Line.



INSTITUTIONS EXPERIENCE

Our planning and development team has an unparalleled track record of advising clients within the education and institutional sectors on some of Britain’s finest buildings.

A selection of projects are summarised below.



Royal Academy of the Arts

**The Challenge**  
The long term masterplan vision of the Royal Academy of Arts was to obtain a link between Burlington House which fronts onto the courtyard off Piccadilly, and 6 Burlington Gardens which is located to the rear fronting onto Burlington Gardens. Both buildings are statutory listed (Grade II).

**The Solution**  
Following detailed discussions with Westminster City Council and Historic England, we secured planning permission and listed building consent for the extension at the eastern and western end of 6 Burlington Gardens, for new openings within the historic fabric of both buildings and for a new link bridge for the general public to walk through the middle of the Royal Academy Schools.

**The Results**  
The proposals enabled the Royal Academy to bring members of the public from Burlington House through into 6 Burlington Gardens, creating an increased amount of exhibition space, as well as re-establishing a two-storey lecture theatre with ancillary learning rooms. The proposals also brought about much-improved office accommodation for RA staff, an improved reception area for the public, and opened-up a previously back-of-house area in between the two buildings into a courtyard, visible from the link bridge.



Royal College of Surgeons

**The Challenge**  
An inefficient freehold HQ (listed Grade II) in Lincoln’s Inn Fields, in need of substantial investment. An opportunity to create value in order to invest in the charitable functions of the RCS, create world class new facilities, achieve cost savings and release surplus space for rental generation and disposal.

**The Solution**  
Working with Hawkins\Brown Architects, we led discussions with Westminster City Council and Historic England to bring forward modern grade facilities befitting of RCS’s vision. This was to accommodate the offices, ceremonial and administrative needs of the College, along with a new bespoke Hunterian Museum, associated archiving and public café amenity. The reconfiguration of floorplates would enable greater space utilisation and allow for the release of surplus space in part by disposal and in part via a multi-let leasing strategy, facilitated by way of a flexible planning use.

We successfully secured planning permission and listed building consent for the redevelopment including elements of demolition and have advised subsequently on the build out of the development.

**The Results**  
A reimagined ‘state of the art’ multi-purpose HQ, incorporating flexible functionality achieved via dual planning use, to enable the release of surplus space for rental generation. Additional cost savings have been achieved by way of business rates exemption and the preparation of a comprehensive service charge plan.



King’s College, London

**The Challenge**  
Facilitating good communication and ongoing liaison between King’s College London, Westminster City Council, Historic England and other relevant bodies to find achievable solutions which meet the University’s needs and enhance and celebrate the campus’ unique historic environment.

**The Solution**  
We have obtained planning permission, and where relevant, listed building consent for a number of projects at the Strand campus including securing the long term change of use of circa 52,000 sq m floorspace for university use at the Aldwych Quarter, works to the east wing of Somerset House to bring this into educational use, and works to the redundant Quadrangle Building to bring the space back into active use as new space for the engineering department.

**The Results**  
Increased and improved accommodation for the University’s students, staff and visitors in an environment which showcases its historic features.



Royal Albert Hall

**The Challenge**  
Delivering a series of improvements works and refurbishments to the Royal Albert Hall (listed Grade I), as part of its 150th Anniversary Celebrations, along with public realm and pedestrian safety improvements to the Hall’s surrounds. The Hall is a cultural and heritage asset of national significance, meaning any works are closely scrutinised. It is also situated in a sensitive location, where it has to carefully balance requirements for customer safety with the amenity of local residents.

**The Solution**  
Working closely with AHMM Architects, DSDHA Architects and Fielden+Mawson (Heritage Consultants), we have led the formation and implementation of a planning strategy to deliver the Hall’s interior and exterior works programmes. Given the profile and setting of the building, this involved close engagement with local residents, nearby cultural institutions, and Westminster City Council.

**The Results**  
The Hall is now bringing forward proposals for significant public realm improvements, including new road-crossings to Kensington Gardens and greater pedestrianisation of the roads around the Hall, with the works part-funded by the Council’s Community Infrastructure Levy funds.





BESPOKE DEVELOPMENT ADVICE



1 Grosvenor Square

Financial viability assessment advice was provided to Lodha Group in support of a planning application to redevelop Macdonald House, formerly the Canadian Embassy in Grosvenor Square in the City of Westminster.

Detailed financial analysis was used to test whether it would be viable to deliver a policy compliant level of on-site affordable housing at 1-3 Grosvenor Square.

Our report successfully justified that an improved affordable housing solution could be provided via an off-site provision plus a financial contribution to affordable housing elsewhere in the City of Westminster.



Old Oak Common Redevelopment

Development options and commercial delivery advice was provided to HS2 in relation to four sites (totalling 44 acres of land) adjacent to the proposed major new interchange station at Old Oak Common.

We led a multi-disciplinary team to prepare initial concept schemes, followed by market and development appraisal analysis, and recommended an appropriate delivery route to optimise future value capture for circa 700,000 sq m of commercial and residential development.

Our report successfully identified the potential for the HS2 sites to realise significantly higher economic and financial returns than initially assumed.



William Sutton Estate Regeneration, SW3

Financial viability advice was provided to the Royal Borough of Kensington & Chelsea in relation to a Public Inquiry concerning an appeal lodged by an appellant for an estate regeneration scheme in Kensington.

The appellant proposed a wholesale Estate Regeneration development of the property comprising a mixture of social rented and private residential accommodation. Planning permission had been refused, due to a net loss of social rented accommodation and a failure to provide the maximum reasonable level of affordable housing.

The Secretary of State dismissed the appeal, refusing planning permission for the proposed development as it failed to meet policies requiring re-provision of at least the same level of affordable housing as existing.



Whitechapel Central

Financial viability assessment advice was provided to Mount Anvil in respect of their residential led development proposals at Whitechapel Central, Raven Row, E1.

We successfully advised on financial viability matters in respect of 3 major applications for the site over a 4 year period.

Subsequently we were instructed to undertake a further financial viability assessment to support a section 73 application seeking to optimise the most recent planning permission. This application was submitted in light of changing market dynamics, covering both residential unit mixes and commercial floor space configuration.



Chrisp Street Market Redevelopment

Compulsory purchase and land assembly advice was provided to Chrisp Street Developments Limited and Poplar HARCA who are delivering the redevelopment of Chrisp Street Market (CSM) alongside the London Borough of Tower Hamlets.

The CSM regeneration proposes the redevelopment of a complex site (incorporating buildings of national and local significance) to create a mixed use residential, retail, leisure and community scheme across 19 new buildings.

A wide range of procedural and strategic advice was provided which related, for example, to occupier statutory entitlement under a confirmed CPO. This helped inform direct negotiations on how occupiers could be incorporated into the new scheme.



Castlewood House, New Oxford Street

Financial viability and planning advice was provided to Royal London Mutual Insurance Society in relation to the proposed development at Castlewood House, 77-91 New Oxford Street and Medius House, 63-69 New Oxford Street.

Our report successfully provided full justification for the affordable housing strategy and the appropriate offer proposed to be provided on site at Medius House, and planning permission was subsequently granted.

Affordable housing agency advice was also provided, including marketing the affordable housing opportunity to Registered Providers, evaluating offers, for which effectively managing the disposal process through to completion.



Southwark Over Station Development

Gerald Eve were asked to provide development management consultancy services to Transport for London at a critical pre-application point for its planned 200,000 sq ft office-led over site development above Southwark Underground Station.

We led various sub-teams in relation to land assembly; public relations with neighbouring affordable tenants; public relations with key political and local stakeholders; ongoing design development through RIBA Stages 1, 2, and part 3; and coordinated the submission of the planning application as well as the day to day management processes on behalf of TfL.

The building, designed by AHMM Architects meets the highest standards of sustainability and will be constructed using a hybrid steel and cross laminated timber (‘CLT’) decked frame. Design and construction strategies are ongoing to deal with the use of CLT during construction and in an operational context, whilst being built above a fully functioning Zone 1 tube station.



CLIENT TESTIMONIALS

The Lazari Investments Group has worked closely with Gerald Eve on numerous planning applications. In that time we have been delighted with the level of dedication, service and professionalism provided to us at all stages.

The team is large, and therefore sufficiently resourced and specialist to cover all elements of an ever more complicated planning process. Impartial, expert advice is given on all aspects of the planning process. This is done in a manner in which consideration is given at all times to the commercial viability of the project. We are proud of our association with the planning team at Gerald Eve and have no hesitation in recommending them.

**Nicholas Lazari, Director,  
Lazari Investments Group**



We were very lucky to have a brilliant team working for the scheme, and a proactive approach during the planning process. I enjoy working with Gerald Eve and they have been very helpful throughout.

**Nari Tamura, Head of Development,  
Mitsubishi Estate London**



There is no doubt Gerald Eve has earned its place on our Victoria projects. They take a project and just simply keep going until it's worked through. The most difficult planning things I've ever done, and those that I am most proud of, I've done with Gerald Eve.

**Colette O'Shea, Managing Director,  
London and Retail Portfolios,  
Land Securities**



Gerald Eve have worked with Almacantar on a number of projects which have gained planning permission.

The team have proved invaluable with their knowledge of the planning process and the Council officers. They are particularly skilled in involving a variety of stakeholders and interested parties, this being an essential element of navigating through the process of obtaining a Planning Consent.

**Kathrin Hersel, Property Director,  
Almacantar**



Gerald Eve has advised us on all our City of London schemes, all of which have had a successful outcome. Due to its prominent location and being owned by the City of London, 55 Gresham Street was particularly sensitive. However, Gerald Eve helped us to obtain permission to increase the size of the building by over 40% and design a stunning new City of London office building.

**Duncan Roe, Founding Partner,  
Beltane Asset Management**



We have enjoyed a long and successful relationship with the planning team at Gerald Eve who have consistently provided us with insightful and considered advice for over 50 years. Projects have ranged in scale from simple applications and listed building consent on our London estate up to large and complex mixed use projects involving coordination with several public bodies including WCC, Southwark and the GLA. We greatly value their expert advice, strong stakeholder relationships and shared appreciation of working in partnership to deliver results.

**Jack Brewster, Director of Development,  
Grosvenor**





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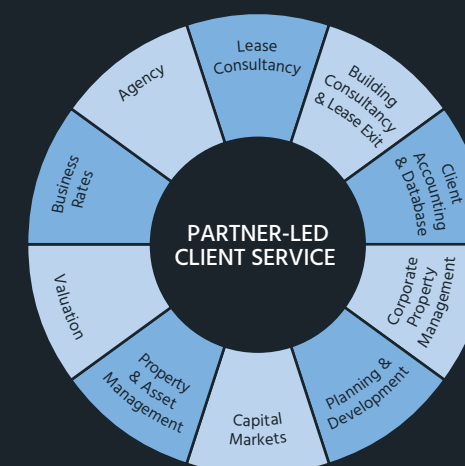
## ABOUT US

We are a national firm of chartered surveyors and property consultants with a network of nine offices and a turnover of £75.8m for year ended April 2021. We are a stable, privately owned and debt free partnership with no holding company and we are not dependent on any other entity. Being completely independent means that all of our focus is on our clients.

The firm was established in 1930 and has more than 580 staff, including over 200 partners and associates. We provide one of the highest partner-client ratios in our sector. This hands-on approach produces exceptional results. We commit to the provision of a partner-led instruction, supported by, but not run by, a team of associates and senior level resources, from day one through to completion. This approach sets us apart from our competitors.

Our clients include 40% of FTSE100 companies, both landlords and occupiers, and our experience spans across all property sectors including residential, offices, hotels and leisure, industrial, retail and mixed use.

As a full service property consultancy we are able to draw on the wider support, and experience of not only our planning and development team but also other resource and expertise from across the firm should this be needed.





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