

four

Statement of Community Involvement

55 Broadway and 100 Petty France

Transport for London

October 2014

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1. Executive Summary

- 1.1. In May 2014, CBRE appointed Four Communications, a specialist public affairs company, to undertake the community and stakeholder consultation for Transport for London's (The Applicant) proposed planning and listed building application at 55 Broadway, to convert the existing office building to residential use, as well as the partial demolition of 100 Petty France and the wing over the station to provide affordable housing and a public piazza.
- 1.2. The consultation process was carried out in conjunction with the planning team's conversations and meetings with Westminster City Council's planning officers.
- 1.3. The brief was to develop and implement an engagement strategy with Westminster City councillors and local stakeholder groups.
- 1.4. Activities undertaken as part of the consultation process have included:
 - A meeting with the Cabinet Member for the Built Environment;
 - Meetings with St James's ward councillors;
 - A meeting with the Westminster society;
 - A meeting with the Thorney Island Society;
 - 1033 letters sent to local residents and businesses, providing an invitation to a public consultation exhibition;
 - Letters to community and political stakeholders, providing an invitation to a public consultation exhibition;
 - A four day public consultation exhibition;
 - A private consultation for TfL staff;
 - A private VIP briefing session for local stakeholders;
 - Provision of feedback forms at the exhibition, enabling residents and business people to provide feedback;
- 1.5. The responses to the consultation suggest that there is strong support for TfL's proposals. Local stakeholders, businesses and residents support the proposals to preserve the existing building and agree that a residential conversion with an improved retail element is the most appropriate use of the site, and will further enhance the local area.
- 1.6. Throughout the consultation process, a telephone number, e-mail and FREEPOST address were supplied and managed by Four Communications, providing further information to residents, businesses and stakeholders on request. Information was also made available on the TfL website at www.tfl.gov.uk/corporate/about-tfl/culture-and-heritage/art-and-design/station-architecture/broadway.
- 1.7. TfL is committed to ongoing consultation and providing further information as the application progresses. Future consultation activity could include further consultation meetings with local councillors, amenity societies, local residents and businesses.
- 1.8. This report has been informed by Central Government Guidance within the National Planning Policy Framework (NPPF) 2012 on community involvement in planning. It forms part of the supporting documentation informing the planning application.

2. Statement of Community Involvement

- 2.1. The table below provides a record of all the meetings held with local and political stakeholders since the outset of the programme.

date	consultation activity	attendees (if applicable)
10 th July 2014	A meeting with the Cabinet Member for the Built Environment	Cllr Robert Davis DL
25 th July 2014	A meeting with local ward councillors (St. James's)	Cllr Tim Mitchell Cllr Cameron Thomson
2 nd September 2014	Letters sent to 1033 local residents and businesses inviting them to a public exhibition	-
3 rd September 2014	A meeting with the Westminster Society	Peter Handley Tony Platt
15 th September 2014	A private briefing for TfL staff	-
15 th September 2014	A VIP briefing session for local stakeholders	Lord Deben (John Gummer) Colin Farquharson (St Ermin's Hotel) Tom Ball (Thorney Island Society) Oliver Bradbury (Thorney Island Society) Graham King, WCC Head of Strategic Planning and Transportation Tony Platt, Westminster Society Claire Price, 20th Century Society
16 th September – 19 th September 2014	A four day public consultation exhibition	-
17 th September 2014	A meeting with a local ward councillor (St. James's)	Cllr Louise Hyams
07 th October 2014	A meeting with an Assembly Member	Dr Onkar Sahota AM

- 2.2. Working with and on behalf of TfL, Four Communications developed a consultation strategy with key stakeholders and local residents in conjunction with the planning team's conversations and meetings with Westminster City Council's planning officers.
- 2.3. A programme of consultation with the wider community began in September with the issuing of letters to households and businesses in the area surrounding the site, introducing the scheme and publicising a public consultation exhibition. The exhibition provided an opportunity for residents to view the proposals and discuss key local issues with leading members of the development team.
- 2.4. Prior to the commencement of the public exhibition, TfL also carried out one-to-one briefings with all tenants currently occupying the retail spaces within St James's Park, in order to explain the scheme in detail and answer any queries.
- 2.5. TfL will maintain contact with local councillors, amenity groups, and the wider community throughout the consultation process. Further meetings will be arranged as necessary with local stakeholders, businesses and residents following submission and members of the team will remain available to discuss the scheme with interested parties.

3. Stakeholder meetings

- 3.1. In advance of the public consultation exhibition, Four Communications initiated meetings with a number of local stakeholders, including ward councillors and amenity societies. The following tables outline the meetings in question and the key issues discussed:

Date	Stakeholder activity
10 July 2014	Meeting with Cllr Robert Davis DL
25 July 2014	Meeting with Cllr Tim Mitchell and Cllr Cameron Thomson
3 September 2014	A meeting with the Westminster Society
15 September 2014	A VIP briefing session for local stakeholders
17 September 2014	A meeting with Cllr Louise Hyams

Key issues

- 3.2. The following table outlines the comments raised during the stakeholder meetings:

Topic	Comments
Design	<ul style="list-style-type: none"> • <i>If the pavilions look exactly the same as the building then I don't have a problem; although there are some purists about.</i> • <i>It's a wonderful scheme.</i> • <i>No design issues –if the additional pavilions are designed like Holden we will have no worries.</i> • <i>I note that only one entrance to the station is currently step-free - do you plan to change this?</i> • <i>I am disappointed that your plans do not appear to include step-free access to the station platforms.</i> • <i>Are there fine interiors? Will they be retained in the building?</i> • <i>Is the West Wing an opportunity for new design?</i> • <i>You will need step-free access to the station platforms – you must put lifts in as part of the scheme.</i> • <i>The Petty France building is horrible – ripe for demolition.</i>
Affordable housing	<ul style="list-style-type: none"> • <i>35 affordable units is generous in relation to 90 market units.</i> • <i>Will the housing be 'affordable'?</i> • <i>How much affordable housing is there? What is the breakdown of</i>

	<p><i>intermediate and social?</i></p> <ul style="list-style-type: none"> • <i>What are you going to do to make up the balance? Is there no space in the main building?</i> • <i>How will the affordable be managed? We have a problem with pepper-potted affordable across the City which is badly managed. We end up crossing swords with most RPs.</i> • <i>Could the affordable be managed by City West Homes?</i> • <i>We've experienced a problem recently on Monck Street where all the residential units have been built to the same specification and therefore the affordable housing have an electrical bill which they cannot afford.</i> • <i>What about ventilation for the affordable housing?</i> • <i>What is the breakdown of the 35 affordable units?</i>
Converting offices to residential use	<ul style="list-style-type: none"> • <i>It's a sensible scheme. A residential conversion if the most suitable use of the building.</i> • <i>I am not surprised you are vacating the building.</i> • <i>By 'office space' do you mean a 'clubhouse'?</i> • <i>I am concerned about the whole principle about the loss of offices. I am worried this is just going to turn into a residential enclave. Where are the people going to work?</i> • <i>Is there a compromise scheme where you could get a mix of residential, hotel and office, or two of the three?</i> • <i>I'm sad to see the loss of offices but I think it is a very attractive and exciting scheme.</i> • <i>At a 'macro' level, I regret the loss of another office to residential.</i> • <i>Given the percentage of retail compared to residential, how will you go about the right to manage?</i> • <i>I am reassured that your marketing strategy for the flats is focusing on local people.</i> • <i>I understand that our policies encourage you to do this and it makes most financial sense but it's hollowing out the city.</i>
Parking	<ul style="list-style-type: none"> • <i>How will the valet parking work?</i> • <i>The parking should be unallocated.</i> • <i>Will there be parking for the affordable housing?</i> • <i>There may be an issue with noise from the car park gates; perhaps a sliding door would work.</i> • <i>I am pleased you are including parking – parking is difficult around here.</i>
Local economy	<ul style="list-style-type: none"> • <i>Westminster is the engine of our economy.</i>

	<ul style="list-style-type: none"> • <i>Your proposals are about maximising a revenue stream for TfL.</i> • <i>TfL could and should do something to manage the number of tourist buses in the area – the numbers are frankly absurd.</i> • <i>Dean & Deluca is an interesting idea for the restaurant operator. I did not think it would work when it was considered for Covent Garden, but it would be perfect here.</i>
The public realm	<ul style="list-style-type: none"> • <i>I'm concerned about the mixed use nature of the public realm – part pedestrian and the occasional car. A flush surface with different materials would indicate that there might be the occasional car crossing the surface.</i> • <i>Active street frontages would be welcome.</i> • <i>The back of St Ermin's Hotel is horrible; it's just a grotty servicing yard.</i> • <i>St Ermin's Hill must be public highway and the new public realm is private, so I hope that there is not an invisible dividing line, especially given the amount of rough sleeping in the area.</i>
Construction	<ul style="list-style-type: none"> • <i>Your construction traffic will use Petty France and Broadway so won't use Queen Anne's Gate.</i> • <i>This area is reaching its tipping point regarding construction congestion and the cumulative impact of site works and lorry movements.</i> • <i>Demolishing Petty France and creating a new courtyard will help with site traffic congestion.</i> • <i>Construction activity in this area is intense and neighbours are very sensitive.</i>
Servicing	<ul style="list-style-type: none"> • <i>How will servicing be managed? Will you have separate recycling facilities?</i>

4. Pre-submission consultation: Private TfL staff exhibition

Overview

- 4.1. TfL staff, from offices across London, were invited to view the proposals at a private exhibition on **Monday 15th September**, with approximately 100 attending
- 4.2. The private exhibition was an opportunity for staff to view the proposals and ask questions about the relocation of TfL staff in the future.
- 4.3. The exhibition was displayed on the tenth floor of 55 Broadway, in an accessible space known to staff.

Questionnaire responses

- 4.4. Since the private exhibition, 7 completed feedback forms have been returned to Four Communications.
- 4.5. This feedback indicates that attendees support the upgrade of ground floor retail on site, with many commenting on the poor condition of existing retail units.
- 4.6. Similarly, respondents indicated their support for improved public realm around the site, particularly where this would make way-finding easier.
- 4.7. Existing staff are not supportive of the conversion of the building from office to residential accommodation as they feel the history of the building as a TfL office to be important.
- 4.8. Conversely, feedback indicates that members of staff do support the provision of affordable housing on site.

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	No answer
1 - Residential is an appropriate use for this site	0	1	2	1	3	-
2 - Dedicating the wing over the station for affordable housing is welcome	1	3	3	-	-	-
3 - 100 Petty France should be demolished to create a new public piazza	-	3	3	-	1	-

4 - This planning application is also an opportunity to improve the public realm around Broadway and Petty France	1	4	1	-	1	-
5 - The ground floor should be reconfigured to make the retail more accessible and appealing to members of the public	-	7	-	-	-	-
6 - TfL must take into account all the other developments happening in the local area when preparing their Construction Management Plan	-	5	1	-	-	-

5. Pre-submission consultation: Public exhibition

- 5.1. The Applicant held a public consultation exhibition to display proposals to convert and change the use of 55 Broadway. The public exhibition was held on site in Unit 14-17, 55 Broadway, London, SW1H 0BD on Tuesday 16th, Wednesday 17th, Thursday 18th and Friday 19th September 2014. A layout plan of the venue is included here as Appendix I.
- 5.2. 1033 invitations were sent to local addresses and stakeholders including three St James's ward councillors, the Westminster Society and the Thorney Island Society.
- 5.3. During the course of the public exhibition, 487 people attended the public exhibition, 69 of whom completed questionnaires.
- 5.4. The purpose of this exhibition was to explain TfL's vision for the site, identify key local issues and provide an opportunity for residents to meet with leading members of the development team, including representatives from TfL, Tate Hindle, CBRE and Four Communications.
- 5.5. The scheme was presented on sixteen A1-sized display boards, providing local residents with a clear overview of the scheme to date. A copy of the boards can be seen in *Appendix III*. Members of the development team were available to explain the information presented and answer any questions.
- 5.6. The majority of the feedback received to date has been positive. Local stakeholders, businesses and residents have suggested that the proposals to convert an underused office building into residential use would be welcome.
- 5.7. Providing affordable housing on-site is considered a particular advantage to this scheme, with attendees commenting that more affordable housing is needed in the area.
- 5.8. The proposed demolition of 100 Petty France to provide more public space has also been well received. Attendees feel that the new piazza and wider pavements would improve the environment along Broadway and provide much-needed space for visitors to the site to enjoy.
- 5.9. The majority of neighbours are keen to see an improved retail offer at ground floor and feel that the existing concourse is in poor condition. They feel that a mixture of A1 and A3 retail would be appropriate in this space and would favour independent retailers.
- 5.10. Some residents sought reassurance that construction process would be well controlled, with noise and dust limited. The Applicant is aware of the cumulative impact of development in the vicinity of the site and has accounted for this in the Construction Management Plan, which includes a commitment to considerate construction.
- 5.11. The exhibition was also helpful in identifying potential future stakeholders who will be kept informed as the application progresses. All exhibition feedback has been logged and securely retained by Four Communications, who will keep local residents informed as the scheme progresses.

Exhibition methodology

Publicity

- 5.12. The exhibition was publicised through a letter, mailed to approximately 1033 households and businesses in the area surrounding the site. A copy of the letter can be seen in *Appendix II*. The delivery area is shown on the distribution map below:

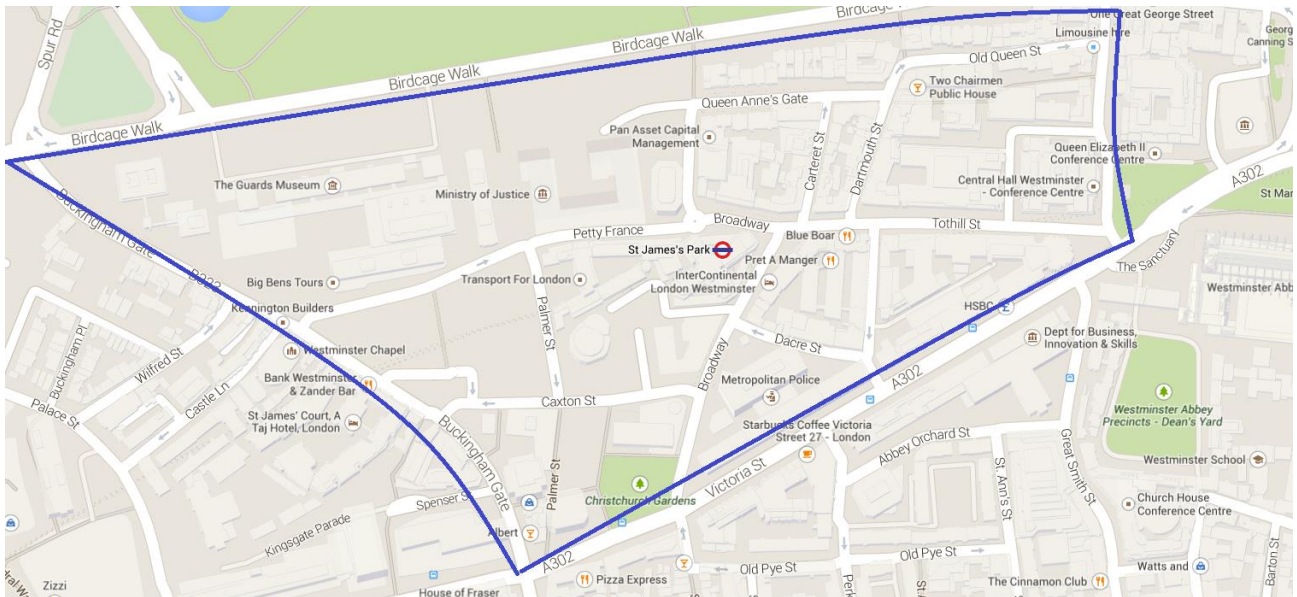


Figure 1: Distribution area: The site is in the centre of the map; the addresses within the blue line received a letter of invitation to the exhibition.

- 5.13. The invitation letter also included the offer of a separate briefing on the proposals at another time to those who were unable to attend the exhibition.
- 5.14. The same invitation letter was also sent to political and community stakeholders, including all three St James's ward councillors, The Thorney Island Society and The Westminster Society.

Venue

- 5.15. The exhibition venue was located on site in Unit 14-17, 55 Broadway, London, SW1H 0BD. The exhibition venue, accessed inside St James's Park station, was familiar to local residents. The venue was easily accessible from the surrounding streets and full disabled access was provided. Images of the unit are provided below.



Opening times

5.16. The exhibition was open on:

Tuesday 16 September from **11.30am** until **7.00pm**

Wednesday 17 September from **11.30am** until **7.00pm**

Thursday 18 September from **11.30am** until **7.00pm**

Friday 19 September from **11.30am** until **7.00pm**

Written feedback

- 5.17. Over the course of the exhibition, 487 people viewed the proposals, including members of the local business community and local residents. A further 400 people viewed the proposals on Saturday 20th and Sunday 21st September, as part of the “Open House” programme.
- 5.18. All exhibition attendees were encouraged to provide feedback using the questionnaire provided.
- 5.19. Attendees could complete the questionnaire at the exhibition or, alternatively, take the form away and return it to the FREEPOST address provided.
- 5.20. At the time of writing, 69 fully completed questionnaires were returned to Four Communications.

Questionnaire responses

- 5.21. The responses to the questionnaire are documented in tabular form below:

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	No answer
1 - Residential is an appropriate use for this site	16	32	15	1	4	1
2 - Dedicating the wing over the station for affordable housing is welcome	28	20	14	4	3	-
3 - 100 Petty France should be demolished to create a new public piazza	22	21	14	3	9	-
4 - This planning application is also an opportunity to improve the public realm around Broadway and Petty France	38	25	3	1	2	-
5 - The ground floor should be reconfigured to make the retail more accessible and appealing to members of the public	36	21	6	2	3	1
6 - TfL must take into account all the other developments happening in the local area when preparing their Construction Management Plan	38	24	5	-	-	2

- 5.22. The addresses of questionnaire respondents have been securely logged and retained by Four Communications. They will be added to TfL’s mailing list and will be kept informed as the application progresses and invited to future consultation events (unless expressed otherwise by the respondent).

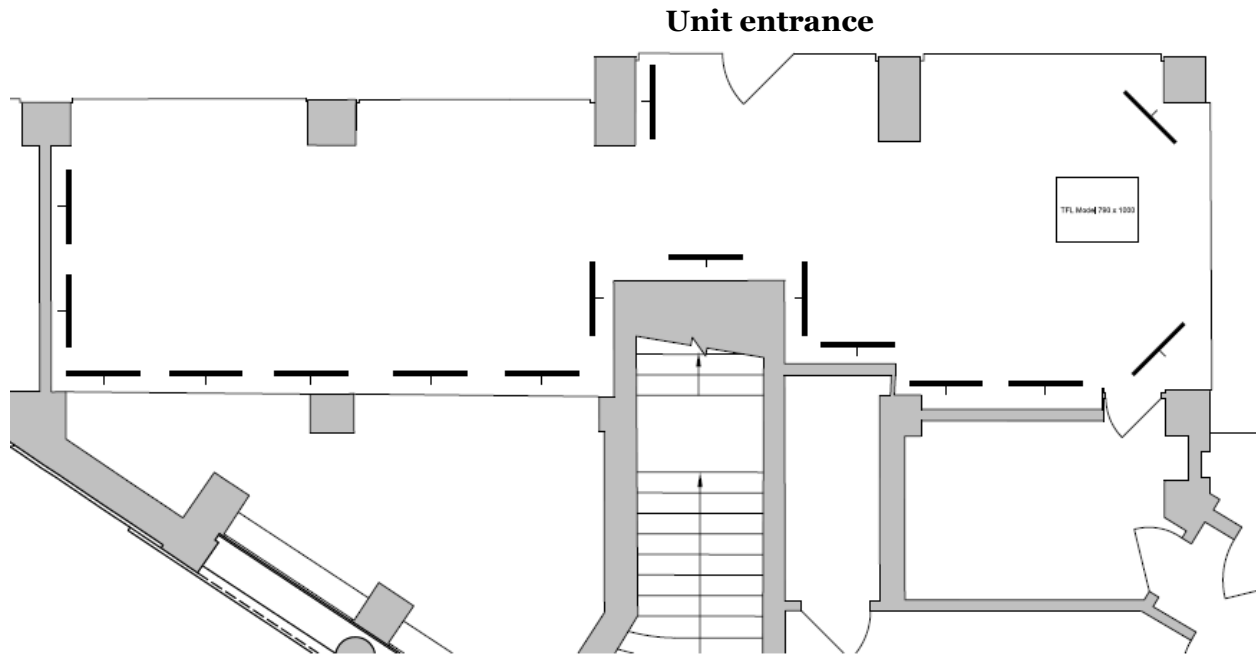
5.0 Future consultation

- 5.1 TfL is committed to continuing its engagement with the community and other key stakeholders throughout the planning application process.
- 5.2 Post-submission consultation activity will be submitted to planning officers in the form of an addendum to this report.

6.0 Conclusion

- 6.1 The consultation strategy sought to engage with statutory and non-statutory consultees, including local councillors, local community groups and neighbours living in close proximity to the site.
- 6.2 The pre-submission stakeholder meetings and public consultation exhibition provided an opportunity for constructive engagement with leading members of the development team, including representatives from TfL, Tate Hindle, CBRE and Four Communications; a dialogue the team hopes to extend throughout the planning process.
- 6.3 Overall, feedback on the proposals has been positive. Consultees have suggested that the site is appropriate for residential use and that a conversion from underused office space to high-quality residential use will improve the local area.
- 6.4 Stakeholders are reassured that the Grade I listed 55 Broadway building will be retained, and feel that the new residential pavilions are a sensitive addition to the existing building.
- 6.5 Nostalgia for TfL's shared history with 55 Broadway was conveyed by some attendees, particularly TfL staff. However, the consensus was that TfL did need to move to a more modern space.
- 6.6 Consultees support the demolition of 100 Petty France, with strong agreement that the public realm improvements will positively impact the surrounding area. This will also provide a self-contained construction compound, thereby relieving pressure on the road network.
- 6.7 In particular, consultees are pleased to see the widening of pavements along Broadway.
- 6.8 While consultees welcome the upgrading of the retail offer on site, they stressed the need to work closely with existing retailers.
- 6.9 Both local and political stakeholders commented in support of affordable housing being offered on site and feel that the design will complement the architecture of St James's.
- 6.10 Some residents sought reassurance on how disruption caused by the building work would be mitigated. This was addressed as part of the public exhibition and they were reassured that the project team will submit a comprehensive Construction Management Plan as part of the proposals.

Appendix I Public exhibition venue layout



Transport for London



Name
Address 1
Address 2
Address 3
Post Code

Transport for London
Commercial Development

5th Floor, West Wing
55 Broadway
London
SW1H 0BD

2 September 2014

Tel No: 020 3054 3417

Dear neighbour,

Invitation to a public exhibition to view proposals for 55 Broadway and 100 Petty France

You are invited to a public exhibition to learn more about our future plans for 55 Broadway, St James's Park Station. There will be plans available for you to view and members of the team to talk to about proposed changes.

When: Tuesday 16th to Friday 19th September 2014, 11.30am to 7pm

Where: Unit 14-17 (Adjacent to "Foreign Payments"), St James's Park station

We will shortly be submitting an application for planning and listed building consent to Westminster City Council for the redevelopment and partial demolition of this site.

Our proposal is to convert the existing office block at 55 Broadway for residential use. The wing of the building over the station, along with 100 Petty France, will be partly demolished and redeveloped to provide affordable housing.

In addition, the central ground-floor TfL reception will be removed, helping to improve passenger movement and access to the underground.

I do hope you will be able to visit the exhibition. However, if you are unable to make these dates and would like further information or a separate briefing on the proposals, please do not hesitate to contact Matthew Richards on 020 3697 4294 or via email at matthew.richards@fourcommunications.com.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Graeme Craig'.

Graeme Craig
Director of Commercial Development

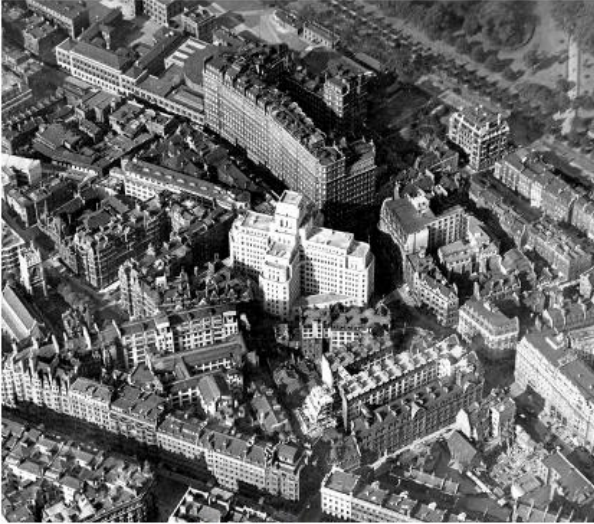
MAYOR OF LONDON



VAT number 756 2769 90

Appendix III Public exhibition boards

WELCOME



Aerial view of 55 Broadway, Transport for London Headquarters by Charles Hubber, 1929

Introduction

Welcome to the public exhibition of TfL's planning proposals for 55 Broadway and 100 Petty France. The relocation of TfL's headquarters presents a great opportunity to re-evaluate the best uses of the buildings that comprise the Broadway complex. TfL's ambition is to secure the future of this iconic building whilst generating value to be returned to London's transport network. It presents a rare chance to make great improvements to the building and its context. Our plans will lead to the overall refurbishment of the building including reinstating many of the iconic features to their former glory whilst at the same time improving the retail offering and access and movement within the station. We will shortly be submitting a planning application to Westminster City Council. We invite you to view the boards on display which outline our proposals for the scheme. Members of the development team are on hand to answer any questions you may have. At the end of the exhibition we would be grateful if you could complete a feedback form to let us know your views on the scheme.



BSA Library Drawings & Archive Collection



Broadway Complex



LOCATION AND CONTEXT

When completed in 1929, 55 Broadway was the tallest building in London, influenced on the American model of office towers. Now Grade I Listed, the Charles Holden designed, Portland Stone faced building still dominates the immediate area.

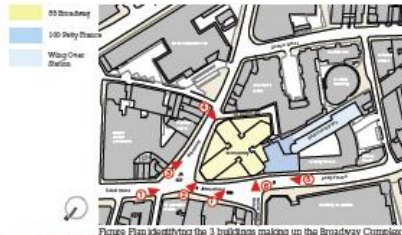


Figure Plan identifying the 3 buildings making up the Broadway Complex



1 East entrance from Totten Street

- Broadway Complex
- - - Broadway & Chancery Gardens Conservation Area
- - - Bridge Walk Conservation Area



2 Aerial view of the Broadway Complex



3 Aerial view of the Broadway Complex from west



4 East entrance at Broadway



5 View of eastern facade



6 South entrance looking down Broadway



7 100 Petty France



8 Underground north entrance



9 View of north facade



Broadway Complex



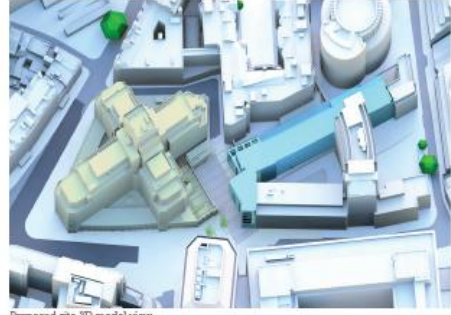
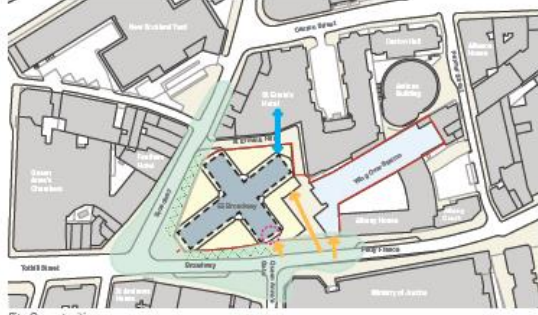
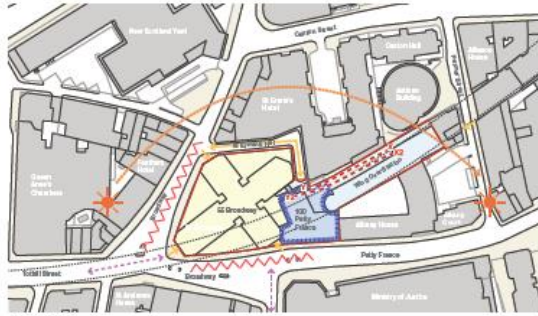
SITE CONSTRAINTS & CONCEPT

A key aspect of the design has been to reveal the cruciform and the creation of a new entrance courtyard separating building uses.

Removal of the existing secure reception simplifies the circulation through the ground floor.

Opening up the ground floor increases street activity

- KEY**
- 55 Broadway (Grade I Listed)
 - 140 Pelly Place
 - Wing Over Station
 - Site Boundary
 - Traffic routes
 - Bus path
 - Long views
 - Access
 - Development on WWD
 - Undergrounding line
 - Active retail on street
 - Separation of entrance
 - Pedestrian link with the tunnel
 - Land access
 - Upgrade to public realm
 - Removal by the conditions of SS Broadway
 - Extent of proposals for other Title Classes



Broadway Complex



PUBLIC REALM

- > The area will benefit from removal of the visual clutter with improved accessibility
- > The roads around the building will be narrowed to reflect the amount of traffic
- > New stone paving will present a more sensitive setting for the Grade I listed building
- > The reworking of the ground floor retail to 55 Broadway will activate the street frontage.



- Key**
- Revised Carriageway
 - Revised Pedestrian Crossing
 - Revised Footway Crossing
 - Revised Cycle Path
 - Proposed Public Seating Area
 - Revised Seating
 - New Tree Seating & Public Seating
 - New Street Tree Planting
 - Improved Wildlife To Planting
 - Revised Revealed To Entry
 - Proposed Entry Clear Space
 - New Planting to 55 Broadway Hill
- Materials**
- English Portland Stone (Adjacent to 55 Broadway)
 - Warm Chertstone (Crossover And Shared Path)
 - Grey Chertstone (at Entrance Hill)
 - Artificial Stone Paving (Surrounding Pavements)
 - Limestone (Feature Entry Seating)



Broadway Complex



PUBLIC REALM



Existing public realm does not celebrate the entrance to 97 Broadway



Sketch illustrating the potential enhancements to the southeast entrance to 97 Broadway



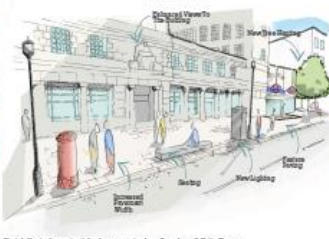
Vehicle dominated street scene towards Broadway



Sketch illustrating public realm enhancements to create improved pedestrian environment



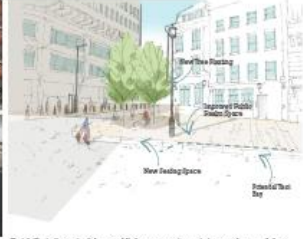
Clutter detracts from key building elements



Sketch illustrating potential enhancements along Broadway & Petty France



Vehicle dominated space to key entry threshold to Queen Anne Gate



Sketch illustrating potential new public realm space to create improved access options



English Terrace Stone pavement adjacent to 97 Broadway



Warm Concrete (concourse and raised paths)



Mixed Clay Concrete (at Queen St)



Artificial Grass Paving (surrounding pavements)



Limestone (before entry paving)



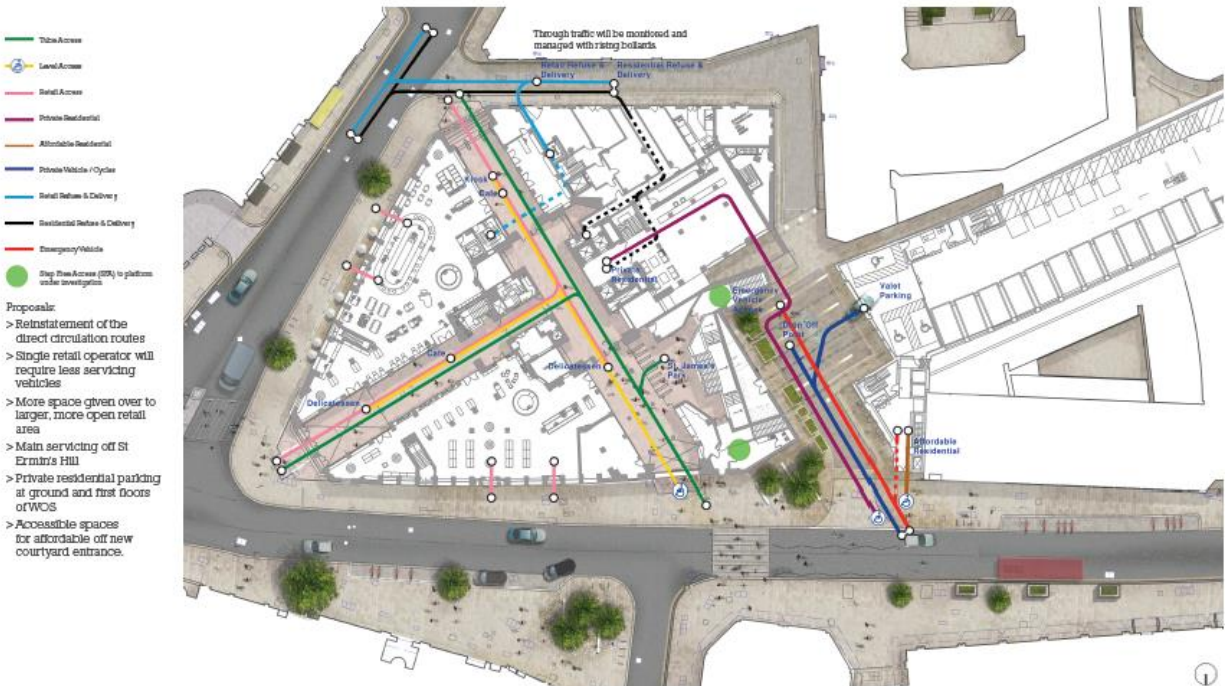
Additional Tree Planting (new and space)



Broadway Complex



ACCESS AND CIRCULATION



Broadway Complex



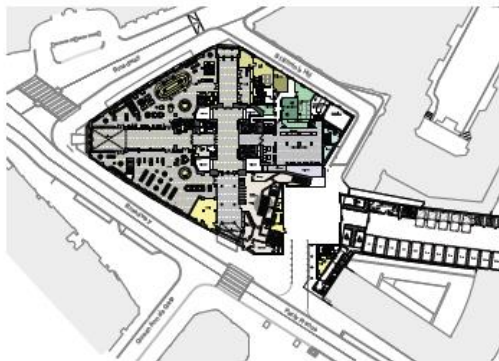
RETAIL CONCEPT

Historic Plan

- > Charles Holden, 55 Broadway's architect, created a short cut from Victoria Street into the station ticket hall
- > The route from the east was a secondary entrance providing easy access to the main stair or leading through to the junction of the axes of the cruciform into the lift lobby
- > The retail units were very modest in scale
- > The ground floor has undergone a series of transformations to suit changing priorities.

Proposals

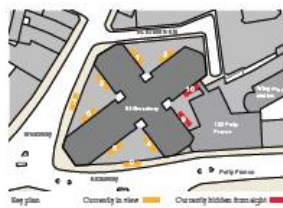
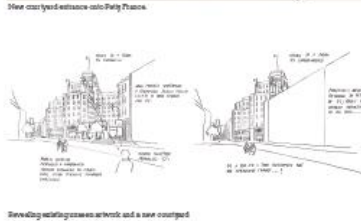
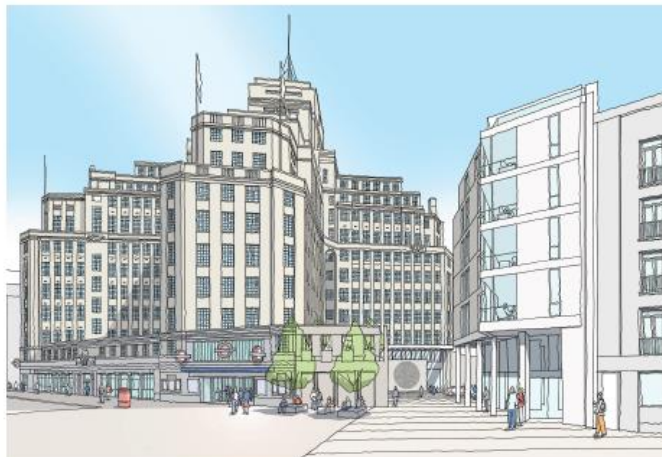
- > Original ground floor configuration restored
- > Ground floor retail offering open to street
- > Back of house areas located in basement
- > Pavement depth increased for external seating.



Broadway Complex

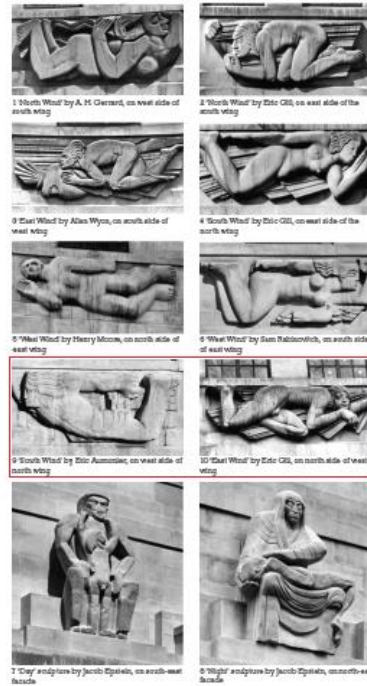
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55 BROADWAY ENTRANCES & ARTWORK



Artwork

- > When 55 Broadway was originally built a series of reliefs were commissioned from up-and-coming sculptors including Epstein, Moore & Gill
- > Removal of 100 Petty France opens up views of two of the 'Winds' reliefs
- > Opportunity to commission further pieces of art by contemporary sculptors to continue the tradition



Broadway Complex

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55 BROADWAY PLANS

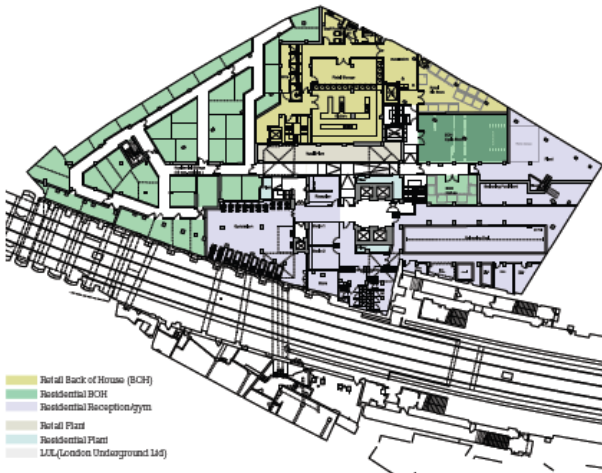
Basement

The basement will be redeveloped to accommodate:

- > A new gym & swimming pool, together with designated storage areas serving the residential units
- > Retail back of house areas maximising quality of ground floor for sales areas
- > Plant space serving both residential and retail.

Ground Floor

- > Improved access and movement
- > Activation of street frontage - introduction of clear glazing
- > Dedicated residential entrance reducing pedestrian traffic
- > Retail offer:
 - > transformation of retail area with restoration of original configuration creating much more space
 - > outside dining possible with deeper pavement
 - > perimeter doors reinstated into retail units
 - > units amalgamated for improved critical mass
 - > back of house located in basement to maximise sales area



Broadway Complex

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55 BROADWAY PLANS

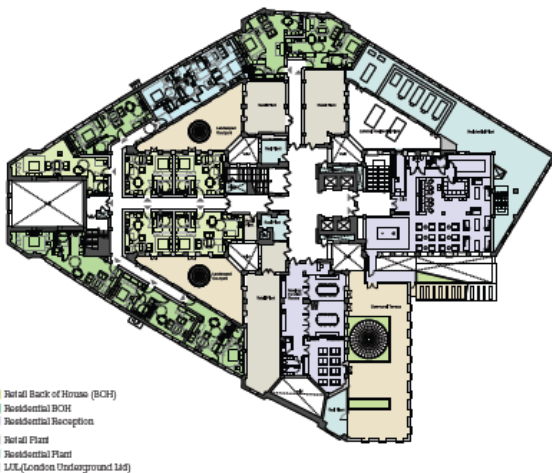
First Floor

The podium incorporates residential apartments, plant areas and amenity areas associated with the residential.

- > lightwells cleared of plant (e.g. ventilation) and landscaped
- > Rooflights to the retail and over the station staircase refurbished
- > Roof terrace serving residential lounge and meeting rooms onto new entrance court.

Typical Floor

- > Range of smaller apartments at lower levels
- > Historic elements incorporated within the design throughout - most occurring within the lift lobbies
- > Finishes restored including 'copperite' lobby doors.



Broadway Complex

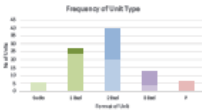
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55 BROADWAY RESIDENTIAL PLANS

We have purposely sized and designed the apartments to appeal to domestic and local buyers.

We expect the properties to start from around £1.6 million, although this will depend on the housing market at the time of sale.

New pavilions to the tenth floor wings have been incorporated in the same style as the existing stone elevations.



Overall unit type frequency graph to 55 Broadway.

22% affordable housing will be provided on site, calculated by area.



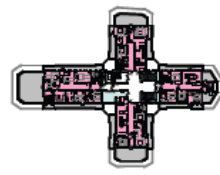
- Studio
- 1 Bed Medium
- 1 Bed Large
- 2 Bed Medium
- 2 Bed Large
- 3 Bed Medium
- 3 Bed Large
- Purthouse
- Retail Back of House (BOH)
- Residential BOH
- Residential Reception
- Retail Flat
- Residential Plant



Third Floor (Typical)



Sixth Floor



Ninth Floor



Thirteenth Floor Mezzanine



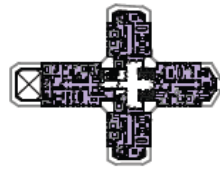
Thirteenth Floor



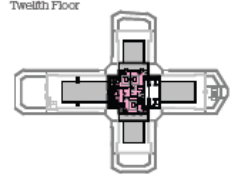
Second Floor (Typical)



Fifth Floor



Eighth Floor



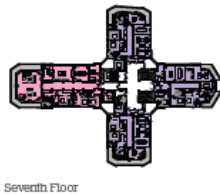
Twelfth Floor



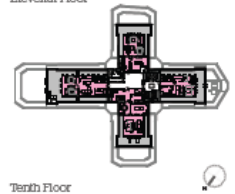
First Floor



Fourth Floor



Seventh Floor



Tenth Floor



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Tenth Floor Pavilions

New pavilions have been introduced to the tenth floor wings. Adopting the same fenestration and materials makes them indiscernible from the general form of the building.

This approach is demonstrated in a series of 'verbed views' which will be submitted with the Planning Application.



View 6 - Proposed (Mock-up prepared by Tatehindle)



View 7 - Proposed (Mock-up prepared by Tatehindle)



View 11 - Proposed (Image prepared by MFL London)



View 8 - Proposed (Mock-up prepared by Tatehindle)



View 9 - Proposed (Mock-up prepared by Tatehindle)



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WING OVER STATION

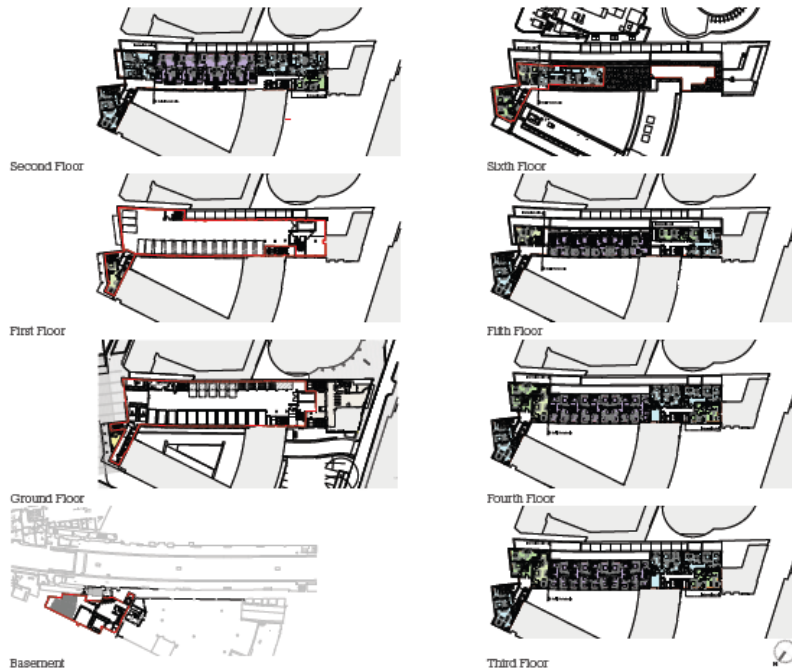
- Modification and refurbishment of Wing Over Station (WOS)
- > Demolish 1970s mtl building, 100 Petty France
 - > WOS will, in part, be rebuilt to form a new entrance on Petty France
 - > The combined building will be more appropriately named "100 Petty France"
 - > Car parking to be unallocated and managed by the concierge
 - > Retention of majority of building reduces construction over railway and traffic movements during works
 - > 22% of affordable is provided on site.



3 Bed maisonette lower floor
Net internal area (NIA)
62.5sqm (672sqft)

3 Bed maisonette upper floor
NIA
57.0sqm (614sqft)

Typical double aspect 3-Bed maisonette plans



Broadway Complex



SUSTAINABILITY

The redevelopment of 55 Broadway and Wing Over Station utilises much of the original fabric and its location provides residents and building users with excellent access to public transport. We will further build on these benefits with the following:

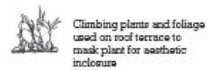
- > Reduction of CO2 emissions of the overall development by more than 80% including:
 - > Reduction of heat loss with thermal improvement of the building fabric
 - > Use of highly efficient systems to produce heating and domestic hot water, such as Combined Heat and Power (CHP) and Air Source Heat Pumps
 - > Heat recovery on mechanical ventilation
 - > Production of renewable energy via roof-mounted Photovoltaic panels
 - > Existing Crittall windows refurbished to reduce infiltration and secondary double glazed to improve both thermal and acoustic performance
 - > Rainwater harvesting where possible
- > Sensitive specification of materials and products for minimum impact
- > Green/brown roofs to enhance biodiversity and reduce water run-off
- > Cycle storage for all building users.



Photovoltaic Panels



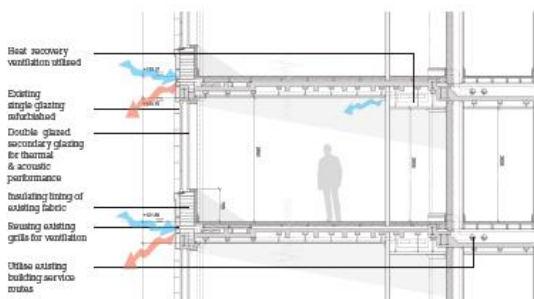
Green Roof



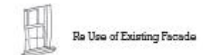
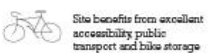
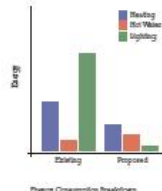
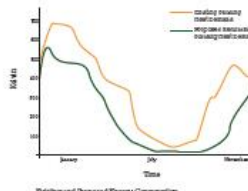
Single Glazed Window



Secondary Glazing



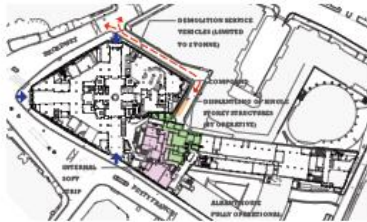
Re-use of existing building services routes



Broadway Complex

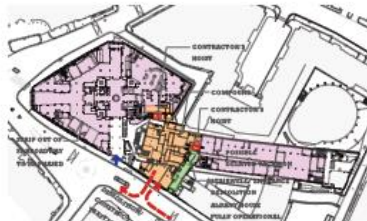
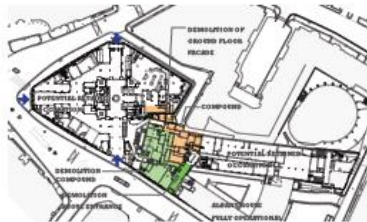


CONSTRUCTION LOGISTICS



Management and communication:

Construction will commence when TL have vacated the building. Works will continue whilst St James's Underground Station remains in operation. The works will be planned to cause as little disruption as possible. The project will conclude with the new public realm paving scheme, giving more pedestrians back to the pedestrian.



Broadway Complex



CONTACTS

Thank you for attending our public exhibition. We hope you have found this information useful.

The proposals will provide:

- > New high quality residential accommodation including 22% affordable housing on site
- > A new public square and other improvements to the public realm
- > Better access to the underground station
- > High quality and larger retail space including active street frontages.

Next steps

TL plan to submit a planning and listed building application to Westminster City Council for the refurbishment and partial redevelopment of the site in Autumn 2014.

To ensure that we understand the views of the local community, we would be grateful if you could fill in a questionnaire to let us know your thoughts which can be left with staff or sent to us later using the FREEPOST address.

If you have any questions or would like further information, please contact Peter Elliott: PeterElliott@tfl.gov.uk

Westminster City Council will consult residents, businesses and the local community.

We expect a decision from Westminster by Spring 2015.

Following this we will look at appointing a development partner to assist us in progressing the details of the scheme and construction.



The Team



Client



Architect



Funding Consultants



Conservation Consultants



Public Realm Consultants



Multidisciplinary Engineers



Transport Consultants



Rights of Light



PR Consultants

Broadway Complex

55 Broadway & 100 Petty France

September
2014

Public exhibition feedback form

Thank you for coming to our exhibition. We would be grateful if you would take a few minutes to fill out this questionnaire. If you give us your details we can keep you informed about the progress of this scheme. These will remain confidential.



Name	
Organisation	
Address	
Telephone	
Email	

	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
1. Residential is an appropriate use for this site	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Dedicating the wing over the station for affordable housing is welcome	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. 100 Petty France should be demolished to create a new public piazza	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. This planning application is also an opportunity to improve the public realm around Broadway and Petty France	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. The ground floor should be reconfigured to make the retail more accessible and appealing to members of the public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Transport for London must take into account all the other developments happening in the local area when preparing their Construction Management Plan	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Do you have any other comments on any details of the proposals, or on how this exhibition could have been improved? Please write them overleaf if necessary.

If you have any further queries, please contact us on:
 Telephone: 020 3697 4294
 E-mail: matthew.richards@fourcommunications.com



Four Communications Ltd will retain the information from the questionnaire on behalf of Transport for London to allow you to receive regular updates on the development. If you do not wish to be kept informed please tick this box: