

# Introduction

## Final proposals for 330 Gray's Inn Road

This consultation pack provides you with an update on our proposals for 330 Gray's Inn Road, following our submission of a planning application to London Borough of Camden (LBC). The plans have been shaped through a comprehensive consultation with the local community since January of this year, and ongoing dialogue with LBC.

The project team would like to thank those of you who participated in our consultation programme and provided invaluable feedback on our emerging designs for 330 Gray's Inn Road. Our first phase of engagement, held earlier this year, included a public exhibition at the Calthorpe Project in February. Across the two days, a total of 67 people attended, with the project team on hand to meet with locals, answer questions and talk through the proposals. We also met with a number of local groups, residents and businesses in the area.

In May, a newsletter was distributed to stakeholders and interested groups, to update them on the proposals and inform them we would be undertaking another round of consultation. The decision was taken not to hold any public events, in line with government guidelines in response to the Covid-19 pandemic. We therefore developed a robust digital engagement programme, which saw more detailed proposals uploaded to our consultation website, a series of briefings arranged with key stakeholders, businesses and residents, in addition to a presentation to LBC's Development Management Forum.

### Groeworld

Groeworld, the developer of 330 Gray's Inn Road, is overseeing the proposals for the now vacant hospital site. They have over 30 years' experience of delivering mixed-use, sustainable and award-winning schemes in urban contexts, ranging from the eye-catching to the historically sensitive.

Groeworld has extensive experience working on complicated and restricted sites. They spearheaded the masterplan for the City Road Basin, which transformed a formerly inward looking and inaccessible part of Islington. Three mixed use developments, including the award-winning Canaletto Tower, have been delivered alongside new affordable homes, public realm and pedestrian routes.

Working in close partnership with the London Legacy Development Corporation (LLDC), Groeworld led on the collaboration for the Hackney Wick Masterplan. Tying in with the LLDC's plans for a new neighbourhood around Hackney Wick station, the schemes will deliver new homes, including affordable, creative studios, a gallery, restaurants and shops, linking into new, high-quality public realm. In addition, an important new public route will be established connecting the station to Wallis Road and the Queen Elizabeth Park.

### Allford Hall Monaghan Morris

Allford Hall Monaghan Morris (AHMM) are RIBA Stirling Prize winning architects that make buildings that are satisfying and enjoyable to use, beautiful to look at and easy to understand.

AHMM are the architectural practice behind the Hawley Wharf masterplan which saw the transformation of a previously neglected part of Camden Town into a vibrant new destination whilst enhancing the inherent identity of the area.

Eight new buildings – set amongst the existing railway viaducts – and two refurbished buildings, including the Grade II Listed 1 Hawley Road, are arranged around three major new public spaces and several new pedestrian routes which reconnect the site with its neighbourhood.



City Road basin, public realm, Groeworld



Hackney Wick, station approach regeneration, Groeworld



Hawley Wharf, AHMM

#### Other members of the project team include:

 <b>GERALDEVE</b> Planning consultant	 <b>PETER STEWART CONSULTANCY</b> Townscape expert
 <b>LONDON COMMUNICATIONS AGENCY</b> Community engagement consultant	 <b>East architecture landscape urban design east.uk.com</b> Landscape architect

# The site within Camden

## Site overview

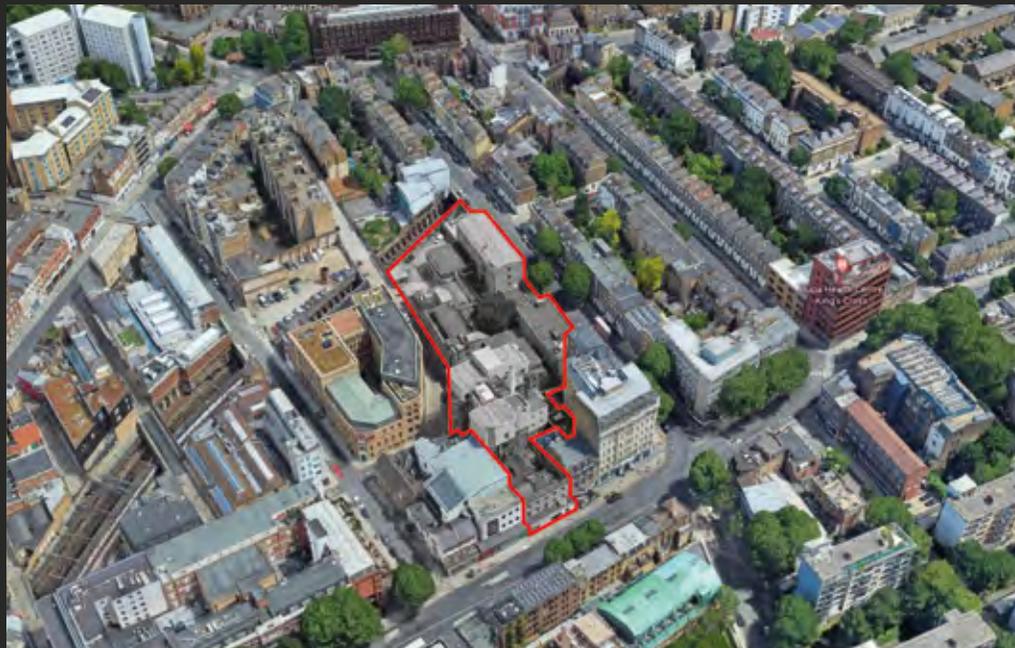
At 1.3 acres, 330 Gray's Inn Road is a deceptively large site whose western boundary fronts prominently onto Gray's Inn Road with a recognisable façade. To the north of the site is the characterful Wicklow Street and Swinton Street is located to the south. To the east, 330 Gray's Inn Road is abutted by the Thameslink railway line.

The site benefits from being within a short walking distance to King's Cross Station and is serviced by local bus connections on Gray's Inn Road and King's Cross Road. It is categorised as having a PTAL 6B rating (Public Transport Accessibility Level), the highest achievable level.

## Update on the Royal National Throat, Nose and Ear Hospital

All Royal National Throat, Nose and Ear Hospital (RNTNEH) services are now provided at the new purpose-built facilities on Huntley Street, alongside dental services which were previously provided at the Eastman Dental Hospital nearby.

Patient admissions to the 330 Gray's Inn Road hospital facilities were closed earlier than anticipated due to Covid-19. The decision to permanently close the site and relocate came slightly earlier than intended in response to the pandemic. This means that the 330 Gray's Inn Road site is now vacant.



Red line boundary of 330 Gray's Inn Road site, bought by Groveworld in 2018



A prominent frontage on Gray's Inn Road



New hospital facilities on Huntley Street

## Wider policy context

### Local Plan (adopted July 2017)

LBC's Local Plan encourages the delivery of mixed-use developments near transport interchanges, recognising their role in supporting the delivery of new jobs, office space and homes.

It identifies a need for 1,120 new homes per year in the borough, including affordable homes, ranging in size and tenure. The policy document highlights the demand for hotel rooms in and around Central London, referring to the Mayor's London Plan target of achieving 40,000 additional hotel

rooms by 2036. It is anticipated that a third of all future visitors will look to stay in the centrally located boroughs of Westminster, City of London and Camden.

The site falls within the Knowledge Quarter, an area dedicated to knowledge and innovation, focused around King's Cross, Bloomsbury and the Euston Road. As one third of all Camden jobs fall into the category of science and technology, the Local Plan identifies a growing need for innovation space, especially lab-enabled

and start-up space.

### The King's Cross Conservation Area

The site is part of the King's Cross Conservation Area which covers areas including St Pancras Gardens, King's Cross and St Pancras stations, Euston Road and Gray's Inn Road. Within this area, there are lots of different uses, including office, retail, hotel, leisure and residential, all of which cater to residents, local businesses, workers and tourists.

# The need for change

## Surrounding road condition

The 330 Gray's Inn Road building faces on to Gray's Inn Road, a busy arterial route which, together with King's Cross Road, connects King's Cross to the City.

The site is surrounded by one-way inner ring roads and is cut off by the Thameslink railway line to the east. There are few existing pedestrian crossings and the busy condition of the surrounding roads can impact the pedestrian experience.

## Existing building conditions

Over time, the hospital and healthcare facilities have evolved in an ad-hoc way to fast accommodate growing and changing healthcare needs. This has meant that the site has been developed on a piecemeal basis, with some of the newer buildings and extensions of poor design quality.

The relocation of the hospital facilities shows that many of the buildings are no longer up to the standards of 21st century professional healthcare needs. Most of the buildings and extensions across the site are nearing the end of their useful life and are showing signs of degradation.



Gray's Inn Road is an arterial route to the City



King's Cross Road has a busy road environment



The site has been developed on a piecemeal basis and the buildings are run-down and obsolete



Some buildings have deteriorated over the years



Swinton Street car park, bordered by the railway line

## The opportunity

330 Gray's Inn Road could better serve the local area through the delivery of a family of varied buildings and new, connecting routes, which would help improve the pedestrian experience.

Supporting the residential, including affordable homes, proposed new office, with lab-enabled spaces, will be a public courtyard, which will serve as a place for people to meet and dwell.

The inclusion of a fully accessible ground-floor hotel lobby and associated uses will complement the new residential and office space, whilst offering hospitality to those that live and reside in the local area.

# Masterplan and what's changed

The site has the opportunity to deliver an exciting family of buildings, supporting a number of different uses. Following feedback from the community, we have made some changes to the plans, including:



To raise the affordable housing offer from 35% to 50% (based on the total habitable rooms)



Deliver 32 affordable homes, to provide much needed housing for the local area



Enhanced public spaces for new and existing residents to enjoy and improved public routes to improve connectivity to and from the site



Reduce the height of one of the hotel elements to ensure it is in keeping with the existing streetscape



Strengthened security by closing the public routes overnight and increasing lighting and surveillance around the courtyard space

## Overall, we will be delivering:

- 76 new homes, of varying mixes and tenures including one and two beds, studios as well as family homes, across two distinct buildings located along Swinton Street and Wicklow Street. Following discussions with LBC and in response to local feedback, we are pleased to confirm the level of affordable housing has been increased to 50% (based on total number of habitable rooms). This will include the delivery of homes at London Affordable Rental levels, to provide much needed housing for the local area.
- 14,000sqm of innovative and flexible office space which will be able to cater for a variety of businesses, as well as lab-enabled workspaces, which will attract companies that would further enhance the Knowledge Quarter's reputation as a centre for creativity and entrepreneurial energy. 706sqm (5%) of the workspaces will be affordable, supporting local SMEs. The new main office building will connect to the new public courtyard.
- A 182 room lifestyle hotel, incorporating the historic 330 Gray's Inn Road building. The hotel will have a vibrant lobby café and restaurant on the ground floor, open to the public, as well as local residents, to enjoy.



Sketch of the hotel's covered courtyard

## 330 Gray's Inn Road also has the potential to provide improved new local routes and high-quality public realm:

- The public courtyard will create access to the exciting new on-site offerings, including the café and restaurant, which will provide facilities for people to enjoy at their leisure. It will be a place where locals and visitors can sit, relax and meet friends and socialise, away from the busier street environment of Gray's Inn Road.
- The courtyard space will be located off the pedestrian focused Wicklow Street, allowing visitors access to the office and hotel buildings. Entrances to buildings will be located along the edges of the public courtyard.
- New, well managed routes through the site will offer access to the public courtyard and improve pedestrian connections through this neighbourhood quarter, providing greater access to and from King's Cross. Following feedback from the community, we are now proposing that the routes will be closed during the evenings and closely monitored through increased surveillance measures, to ensure this space does not become a centre for anti-social behaviour.
- Soft landscaping will provide some much-needed greening to the area and central to this space will be a walnut tree. Open zones will offer a place for the public to freely enjoy and uncapped brick piers will provide informal screening elements made from site-recycled brick at Wicklow Street. The design expressed in this space will be woven into the new buildings, enriching the character at the pedestrian passageways.

# New homes

The new homes are proposed towards the eastern edges of the site along Swinton and Wicklow Street. Situated towards the railway cutting, these new buildings will look south towards the Bloomsbury area. Having two separate residential buildings maximises the opportunity to have dual and multi-aspect homes.

These new buildings will deliver 76 new residential homes, including a range of studio, one and two beds, as well as family homes. Of these, 50% of homes, by habitable rooms will be designated as affordable housing – a 15% increase on our initial plans. This will see 32 affordable homes included in the development, helping to meet the local housing need and help low-income households, who otherwise could not afford to buy, to remain in the local area.

We are committed to creating an integrated neighbourhood, and have therefore ensured all the residents in our development will have access to the local amenities and public spaces, including the residential gardens.

## Swinton Street

All 32 affordable homes will be located on Swinton Street. Each property will have access to their own private amenity space, looking over the residential garden to the rear.

The proposed Swinton Street residential building comprises of a lower ground floor, a ground floor and 5 upper storeys. The design for this building incorporates light coloured masonry with expressed pre-cast framing to the gallery access and base condition at street level.

## Wicklow Street

The Wicklow Street block will comprise of a lower ground floor, ground floor and 10 upper floors, incorporating 44 new homes. As in Swinton Street, residents will have access to their own private amenity space, and those on the ground floor are provided with direct connections to the residential garden.

The design of the building is angled in plan on the East and Western sides to articulate the massing with a series of setbacks, incorporating a masonry façade and inset loggias for balconies.

The lower ground level of this building will provide affordable workspace catered to SMEs.

## Residential Garden

Direct and level access will be provided from both residential blocks into the shared garden space and there will also be access via gates from the streets.

The open-ended garden space will benefit from easterly light, making this an enjoyable place to sit and relax.



Wicklow Street residential building from Wicklow Street



Swinton Street residential building from Swinton Place



Garden Elevation

# Office space



Office building from Swinton Street



Wicklow Street

**The position of the office building, adjacent to the hotel and new active public courtyard, provides a new address and enables the building to benefit from two external frontages onto Swinton Street and Wicklow Street. Its locality and flexibility enables a floorplate that benefits Knowledge Quarter occupiers.**

The new office building will comprise a ground floor and 5 storeys, towards Swinton Street, with two setback storeys above. In total, it will provide circa 14,000sqm of space, offering innovative and flexible layouts designed for a variety of uses, including lab-enabled space on the ground and first floors.

The proposals will also deliver 5% affordable workspace (706sqm) on Wicklow Street, which will give local SMEs an opportunity to set up and grow within the heart of the Knowledge Quarter.

Connecting to the public courtyard space, the office will benefit from the new on-site leisure uses, including the provision of a café and a gym.



Internal view at upper ground level



Internal view at lower ground floor

The facade of the office building largely seeks to respond to the different street conditions which surround the site. Wicklow Street has a varied and textured brick elevation with a rusticated concrete base. As the building cranks to face the bend on Wicklow Street, this elevation is dressed in heavily textured natural stone. Swinton Street has a more refined approach with brickwork and expressed headers atop a smooth concrete base.

# Hotel

At the heart of our development are exciting plans for a 182 room lifestyle hotel, which will cover 8,640sqm and incorporate the existing 330 Gray's Inn Road building. A covered courtyard space will protect the integrity of this historic building, with a secondary building provided behind, the design of which has been inspired by the industrial character of the existing site.

Following dialogue with LBC and in response to local feedback, we have

amended the structure to reduce the height of one of the hotel elements, to ensure it better fits in within the existing streetscape. The tallest element consists of a lower ground floor, ground floor and 13 storeys while the lower element consists of lower ground, ground and eight storeys. The retained building on 330 Gray's Inn Road is made up of ground floor plus 2 storeys and a roof top extension.

There will be three entrances, one off Gray's Inn Road and another from the

centralised courtyard space, which will join to create an interior connection through the hotel. A third entrance will come from the pedestrian route/walkway.

The design for the hotel incorporates expressed glazed terracotta fins across both volumes with different articulation on each. The retained building at 330 Gray's Inn Road will be remodelled to the rear and will have a new base and rooftop extension, complementing the stucco and masonry of the existing façades.

## Hotel vision

The vision is for this hotel to be a prominent local destination for guests and visitors to King's Cross, providing easy access to the station. An active streetscene will serve around the main entrance and a lobby, café, roof terrace and associated restaurant and bar will provide new facilities for people to enjoy at their leisure for social occasions and meetings.



Hotel, Ground Floor, Cafe, Meeting and Event Spaces



Gray's Inn Road

# Public realm

In developing our proposals for 330 Gray's Inn Road, the team has continued to look at ways in which we can create more public green spaces across the site. We were pleased to see a number of positive discussions take place about this with residents, during the community workshop in October.

Moving forward, we will continue to work with the community to see how these spaces can be better utilised by residents and ensure the appropriate safety provisions are in place so they do not become a focal point for anti-social behaviour.



Sketch of public courtyard



CGI of public courtyard



CGI of public courtyard

# Sustainability

The proposals seek to achieve maximum sustainability and energy efficiency through:



A shared energy centre



A heat recovery network to ensure that heat is not wasted and can be re-purposed.



Air source heat pump technology to supply a heating network throughout all buildings and uses.



High-performance façade design, thermal insulation and passive ventilation where possible.



Using materials which reflect the character of the area whilst reducing carbon emissions, for example the re-purposing of existing materials into new building façades.



Target BREEAM Excellent for Office and Hotel, and 3.5 Stars under Home Quality Mark



Target to reduce on-site carbon emissions by 40%



Designing low carbon buildings to reduce embodied carbon during construction and when buildings are in use



Provide roof mounted photovoltaics, green roofs to increase biodiversity and rainwater attenuation and harvester

## Construction

The project team are aware of other proposed and approved developments nearby and have started to talk to local landowners, site neighbours and developers as part of the wider consultation process.

A detailed Construction Management Plan will be submitted to the London Borough of Camden as part of the application for this site. This will detail the ways in which the impact of construction can be mitigated.

The project team have begun discussions with nearby residents and businesses about setting up a Community Working Group. Made up of members of the community, this group would meet regularly to discuss how best to manage construction, subject to a positive planning determination being made.

If you are interested in learning more about this, please do get in contact with the project team.

# Thank you and next steps

Thank you for providing us with the opportunity to showcase our detailed proposals for 330 Gray's Inn Road. The feedback we have received through consultation with the community and in dialogue with LBC, has helped to shape a development that represents a significant investment in Camden and will help the council in meeting its wider housing and economic targets.

We have submitted a planning application for the redevelopment of 330 Gray's Inn Road but will continue to welcome any comments you have on our plans, and answer questions you might have.

The Council will also hold it's own statutory consultation period once the application is submitted and validated.

Please use the contact details below to provide your feedback or to speak to a member of the project team. Alternatively, please visit our website to fill out an online form.

**Telephone:** 0800 307 7653

**Email:** [330GraysInnRoad@londoncommunications.co.uk](mailto:330GraysInnRoad@londoncommunications.co.uk)

**Website:** [www.330GraysInnRoad.co.uk](http://www.330GraysInnRoad.co.uk)



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Lab-enabled floors  
Basement gym facilities



**Public Routes & Public Spaces**  
New yard with public routes  
Shared residential garden



**Housing**  
2 Buildings  
76 apartments  
50% affordable housing



**High Quality Hotel**  
182 hotel rooms  
Public ground floor & amenity  
Cafe, restaurant and bar spaces