



● CONCILIO

27 SAVILE
ROW

Former West End Central Police Station, 27 Savile Row

STATEMENT OF COMMUNITY INVOLVEMENT

October 2022

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1.0

Introduction

1.0

Introduction

1.1 Introduction

Savile Row 1 Limited ('the Applicant') is submitting an application on the site of the former West End Central Police Station, 27 Savile Row, W1S 2EX ('the Site').

The Applicant proposes: "Demolition of former police station building and its replacement with a new building comprising two basement levels, lower ground, ground plus seven storeys plus a roof plant level, delivering new office floorspace, new restaurant floorspace at partial ground and lower ground floor, new flexible workspace/training floorspace at basement 2, amenity terraces, public art, cycle parking, plant, landscaping and all associated works including enabling, highways and other ancillary works".

The project team has outlined that at the heart of the proposals is a commitment to adhering to the highest environmental standards so that the proposed redevelopment incorporates exemplary sustainability initiatives.

There is undoubtedly a need to breathe new life into this site and create a building with longevity. Supported by an experienced project team, the Applicant is seeking to create a lasting legacy by creating an accessible, modern and sustainable office building for the long term.

1.2 The Proposal

The Applicant understands the importance of heritage, whole life carbon, and sustainability when considering the redevelopment of the former West End Central Police Station. All opportunities for the retention of the existing building were explored but have been discounted due to the reasons set out in the Design and Access Statement and Planning Statement.

The Applicant, alongside the project team, developed five key principles that would underpin their ambitions for the Site. These themes were prevalent through all consultation material, and conveyed to local residents and stakeholders the vision for the site.

The established principles were:

- Make a positive contribution to the Savile Row Conservation Area, with a building of high architectural quality that is focused on particularly activating the northern end of Savile Row
- Have regard for the legacy and the importance of the period in which the existing building was designed and pay homage to that point in time
- Create an innovative, low carbon exemplar for how new buildings should be designed now and in the future, and set a benchmark in sustainable low carbon development and urban greening
- Create a future-proofed structure which will be flexible, adaptable, and accommodating for future uses and future generations
- Contribute to and significantly enhance the public realm at the northern end of Savile Row, balancing it with the lively and active environment that exists along its southern end.

The proposal acknowledges the importance of the 1930s-era architecture and seeks to pay homage to that heritage, and the redevelopment presents an opportunity to redefine the height and massing of the building, to more closely reflect recent proposed development at 18-20 Savile Row to ensure the new building sits comfortably within its surroundings.

1.3 Site Surrounds

The former West End Central Police Station sits within a prominent position and is well known within the local area. It is bound by Boyle Street to the north, Old Burlington Street to the west and New Burlington Street to the east.

The former West End Central Police Station was purpose-built as a bespoke police station and its design followed some very specific requirements set out by Scotland Yard at the time of its construction.

The police station front desk was vacated in 2017 and the building is currently unoccupied. There are significant challenges associated with trying to reuse the building for a new use which include:

- A raised ground floor preventing inclusive access and failing modern building standards
- A large portion of solid façades with few windows on the upper floors limiting daylight and views out of the building
- The internal spatial organisation was designed to meet bespoke police station specifications, and includes police holding cells and varying floor levels, which make the existing building's layout very complex
- Plant, services and circulation for the building were designed for its use as a dedicated police station and are inappropriate for office purposes
- Low floor-to-ceiling heights do not meet the expectations of modern day tenants
- Inflexible structures make space planning extremely challenging

Savile Row is an iconic street, with a rich history. It is the home of bespoke tailoring and a destination point for global and domestic visitors looking for the quintessentially British experience. The northern end of Savile Row, where the former West End Central Police Station is located lacks any vibrancy and experiences a lower footfall than the southern end of the street.

1.4 The Project Team

The Applicant appointed a team of consultants with extensive experience in sensitive redevelopments of high-profile schemes.

The communications and engagement team were responsible for ensuring transparent and informative communications with the local community.

The appointed consultants assisted in the creation of engagement material and were kept updated on the feedback given by stakeholders, to ensure any comments provided were taken on board as the scheme progressed towards submission.

The team working with the Applicant on the proposal at the former West End Central Police Station:

- **PLP Architecture**
 - *Architects*
- **DP9**
 - *Planning Consultants*
- **KMHeritage**
 - *Heritage Consultants*
- **Concilio**
 - *Community Engagement*
- **Hoare Lea**
 - *Mechanical and Electrical Engineers & Sustainability Consultant*
- **ARUP**
 - *Structural Engineers*
- **The Townscape Consultancy**
 - *Townscape Consultants*

1.5 Pre-applications undertaken

Westminster City Council

- Full pre-application 1 – Friday 26th November 2021

Westminster City Council

- Follow-up pre-application meeting – Friday 28th January 2022

Westminster City Council

- Full pre-application 2 – Friday 17th June 2022
- Follow-up meeting with senior officers – Friday 23rd September 2022

Historic England

- Pre-application 1 – Tuesday 12th July 2022
- Comments received Tuesday 26th July 2022
- Pre-application 2 – Tuesday 27th September 2022

Greater London Authority

- Pre-application 1 – Tuesday 19th July 2022
- Comments received Tuesday 16th August 2022

2.0

Executive Summary

2.0 Executive Summary

2.1 Introduction

This document provides a detailed record of the pre-application public and stakeholder engagement carried out in relation to the proposed redevelopment of the Site at 27 Savile Row, W1S 2EX, on behalf of the Applicant. The pre-application engagement has been undertaken by Concilio on behalf of the Applicant.

The application boundary is shown by the red line on Fig. 1 below.



The Proposed Development

The proposed development comprises the demolition and redevelopment of the former West End Central Police Station, 27 Savile Row ('the Site') to provide a sustainable new building on this iconic London street. The new development would provide:

- Modern, new office space (Class E)
- New flexible affordable workspace/training space (Class E/F1)
- A sensitive design that respects the heritage of Savile Row
- Exemplar sustainability credentials
- A new restaurant at ground and lower ground floor levels (Class A3)
- Public realm improvements on Boyle Street and Old Burlington Street
- Improved biodiversity
- End of journey facilities
- Provision of public art

The Applicant has a vision to create a high quality and sustainable new building that

fits seamlessly into its surroundings and helps to breathe new life into the northern end of the street.

A comprehensive description of the proposals can be found in the Design and Access Statement accompanying this submission.

2.2 The Consultation Process & Objectives

Concilio was appointed in November 2021 to perform a comprehensive community consultation and public affairs role to manage pre-application consultation with neighbouring residents and interested stakeholders concerning proposals for the redevelopment of the Site. The Applicant wanted to engage with the local community and other key stakeholders in order to gain valuable feedback on the emerging proposals for the Site in order that this could then be considered when developing the final proposals.

Consultation took place in two phases over a nine-month period between December 2021 and September 2022. The Applicant ensured that all consultation was flexible and as accessible as possible, and held both virtual and in-person meetings to suit each stakeholder. To facilitate this, a range of consultation activities were undertaken including:

- Tours of the building with key stakeholders at the start of the engagement to show the challenges of the Site;
- Meeting with West End ward councillors (where the Site is located) both before and after the local elections;
- Meetings with local business and community groups;
- The creation of a consultation website, containing information and updates on the progress of the scheme (www.27savilerow.co.uk);
- An interactive survey on the consultation website to gather feedback on the scheme;
- An in-person public exhibition with members of the project team on hand to answer questions;
- A virtual webinar hosted on Zoom, featuring a presentation from the project team and a moderated Q&A session; and
- Notification of the consultation through letter drop, social media adverts and a poster displayed prominently on the entrance door of the Site at 27 Savile Row, and door knocking to further bring awareness of the consultation to the local community.

The Applicant has sought to involve the local community and stakeholders extensively to help shape the final proposals.

This process is in addition to ongoing correspondence and communication with Westminster City Council officers as part of formal pre-application processes.

Key consultation statistics



1,748
website
views



14
stakeholder
meetings



1,627
addresses
notified



11
webinar
views



300
doors
knocked on



6
surveys
completed



1 webinar and
1 exhibition
hosted



3,000+ social media
impressions on
Instagram and LinkedIn

2.3 Summary of Key Themes

A number of key themes emerged from the consultation process. The feedback set out below comes from surveys received, verbal feedback given at the public exhibition, and feedback given during one-to-one meetings with immediate Site neighbours and stakeholders:

Sustainability

Those who engaged in the consultation welcomed the building's sustainability aspirations. The Applicant's ambitions to achieve the highest BREEAM target with a holistic low carbon approach and recycled building materials were embraced.

Stakeholders were very keen to understand the detail behind the decision to redevelop the building rather than refurbish. This was primarily in relation to the environmental impacts of that decision.

Heritage

Throughout the consultation, heritage was the key issue. Stakeholders were keen to understand how the design of the building would celebrate Savile Row's tailoring heritage or reflect the building's past use as a police station.

Design

The local community was keen to see a building of high-quality and thoughtful design. Most feedback indicated a dissatisfaction with the current building's contribution to the townscape. Concerns were raised about the proposed height of any new building and the quantity of glass.

Public Realm

There is limited good-quality public space to enjoy around the building which was recognised by those who we engaged with. Stakeholders were keen to address the poor transport conditions around the site and were supportive of measures that would improve the setting, greening and user experience of the space. Overall, stakeholders welcomed the planned improvements to the public realm.

Office Space

The provision of Grade A, high-quality office space was strongly welcomed. Some did question if other uses had been explored and if there was justification for additional office space in the West End, considering the impact of Covid-19 on working patterns.

Restaurant Space

Stakeholders welcomed the provision of new restaurant space at this location noting it would enliven the area by attracting new footfall. There were mixed responses to the design and potential future occupier with some stakeholders having strong feelings in how the space should operate.

Transport & Servicing

The pavement on Boyle Street is very narrow and a lot of servicing vehicles use the street. This was raised as an issue that would need to be addressed.

Construction

Local residents and stakeholders were interested in the timeline for the proposed redevelopment, as well as what measures were being considered to mitigate the disruption of demolition/construction and what the potential impact on highways would be during the redevelopment. It was also apparent that the local community expected a continual liaison throughout the construction process.

3.0

Background & Approach

3.0 Background & Approach

3.1 Policy Framework

Westminster City Council's Statement of Community Involvement in Planning (adopted in June 2014), makes clear that community involvement should ideally be sought in two stages:

- Firstly, views should be sought from interested groups on what may be appropriate for a site so that these comments can, wherever possible, be taken on board before the proposals are drawn up.
- Secondly, further views should be sought on the evolving proposals before a planning application is submitted, so that changes can be made in response before submission, and also so that people are already aware of the background to the proposals when Westminster City Council carries out its own consultations on the application.

The two stages have been addressed through the consultation programme that has been undertaken.

For large scale proposals where there is no legal requirement to consult, Westminster City Council agrees with the suggestion in the National Planning Policy Framework (NPPF) that it should strongly encourage developers to involve the local community from an early stage. They suggest that this should take a variety of forms such as local exhibitions, public meetings, circulation of leaflets or the creation of a well-publicised dedicated website, including a facility to make comments.

The consultation strategy devised and implemented by Concilio has been designed to meet the requirements for consultation as laid out in the NPPF and in Westminster City Council's Statement of Community Involvement.

The consultation strategy has also been shaped in accordance with Westminster City Council's Early Community Engagement Guidance, published in February 2022. The local community was notified using both digital and print materials; we conducted interactive digital engagement both in our briefings with local stakeholders and our public webinar; we held an in-person public exhibition and in-person meetings with ward councillors including an early engagement tour of the site.

This Statement is submitted to set out the type of community involvement undertaken, the views expressed, and the changes made, in accordance with Westminster City Council's expectation.

3.2 Planning description of development

"Demolition of former police station building and its replacement with a new building comprising two basement levels, lower ground, ground plus seven storeys plus a roof plant level, delivering new office floorspace, new restaurant floorspace at partial ground and lower ground floor, new flexible workspace/training floorspace at basement 2, amenity terraces, public art, cycle parking, plant, landscaping and all associated works including enabling, highways and other ancillary works".

4.0 The Consultation Process

4.0

The Consultation Process

4.1 Aims of Consultation

The Applicant was keen to ensure the consultation strategy put in place delivered a series of key aims to assist with the evolution and development of the proposals:

- To raise awareness of the emerging proposals for the redevelopment of the former West End Central Police Station and discuss the public benefits
- To enable constructive dialogue between local stakeholders, the community, the project team, and the Applicant
- To ensure everyone who wanted to take part in the consultation was able to by being as accessible and inclusive as possible
- To ensure feedback could be incorporated into the final proposals
- To build a relationship with the local community

4.2 Consultation Process

The consultation strategy and process that Concilio has undertaken in relation to the proposed redevelopment of the former West End Central Police Station has been developed with both local policy and the above aims in mind. Specifically, the consultation process has:

- Conducted an engagement programme that is appropriate for the local community and key stakeholders
- Consisted of individual meetings with key stakeholders including elected representatives, a consultation website, interactive feedback surveys, a live webinar, freephone contact details, a printed poster on the Site entry door, and posted materials
- Ensured the consultation was well publicised
- Explained clearly what the scope of the consultation is
- Analysed the results from the consultation objectively
- Publicised collective responses with due regard to the Data Protection Act and GDPR requirements

4.3 Consultation Area

A consultation area was identified to reflect the scale of the proposed redevelopment proposals. The consultation area consisted of approximately 1,650 residential and business addresses around the site. Invitations to take part in the consultation were advertised to this area. A copy of the map can be seen in **Appendix A**.

4.4 Project Contact and Communications Channels

A freephone telephone number and e-mail address were available to ensure that communications could be managed from one place and there was a single point of contact for residents. A consultation website formed the 'consultation hub' containing information about the redevelopment proposals: www.27savilerow.co.uk. The consultation website sought the views of local residents and businesses on a range of subjects via an interactive survey to gather meaningful feedback from the local community.

4.5 Levels of Engagement

A summary of the activities undertaken are included on the following pages, along with key metrics and methods to raise awareness of the consultation.

Stakeholder Site Tours

Key stakeholders were invited on a tour of the existing building at The Site to introduce them to the emerging proposals.

Date	Stakeholder
16th February 2022	Savile Row Bespoke Association
17th February 2022	Mayfair Neighbourhood Forum
17th February 2022	Then West End Ward Councillor Tim Barnes
29th March 2022	Resident Society of Mayfair and St James

Stakeholder Meetings

As part of the consultation a number of meetings were arranged with key stakeholders. These have been detailed as follows:

Date	Stakeholder	Location
27th June 2022	Mayfair Neighbourhood Forum	Virtual (Teams)
27th June 2022	The Pollen Estate	Lansdowne House, Berkeley Square
27th June 2022	Savile Row Bespoke Association	Lansdowne House, Berkeley Square
30th June 2022	Resident Society of Mayfair and St James	Virtual (Teams)
4th July 2022	New West End Company	Virtual (Teams)

Date	Stakeholder	Location
6th July 2022	West End Ward Councillor Paul Fisher	Westminster City Hall, 64 Victoria Street
18th July 2022	Burlington Arms	21 Old Burlington Street
19th July 2022	Nkora Café , 14 Old Burlington Street	In-person meeting with Emile Mehmet held at Burlington Arms
21st July 2022	Savile Row Bespoke Association Tenants	In person presentation to tenants of Savile Row held at 5 Savile Row
1st August 2022	Derwent London	In person meeting held at 25 Savile Row
4th August 2022	Ensof Group (Owner of 23 and 28 Savile Row)	Telephone conversation
4th August 2022	Harris Williams & Co, Floor 4, 25 Savile Row	In person meeting with MD Dr Julian Feneley held at 27 Savile Row
9th September 2022	Cream Group/Miro Mayfair, 15 Old Burlington Street	In person meeting with Operations Director John Common
28th September 2022	Cabinet Member for Planning Geoff Barraclough	Westminster City Hall, 64 Victoria Street
2nd November 2022	The Pollen Estate	Nkora, Old Burlington Street
2nd November 2022	The Royal Academy of Arts	Royal Academy Building

The Applicant is continuing to reach out to: the owner of 23 Savile Row, Lazari; The Crown Estate, and Soho House Group, owners of Cecconi's Restaurant at 5A Burlington Gardens.

Following submission a notification e-mail and summary of scheme changes will be sent to a number of stakeholders including:

West End Ward Councillors, Mayfair Neighbourhood Forum, The Pollen Estate, Savile Row Bespoke Association, Resident Society of Mayfair and St James, New West End Company, Burlington Arms, Derwent London & Cllr Geoff Barraclough.

Raising Awareness

In order to raise awareness of the public consultation, the following was undertaken:

Method	Date	Additional Information
Letter	1st July 2022	1,627 letters distributed Included in Appendix B .
Door Knocking (Two Rounds)	12th July 2022	An area of 98 residential addresses between Savile Row, Burlington Gardens, New Bond Street, and Conduit Street was targeted for door knocking, indicated in Appendix C .
Social media adverts	First two weeks of July 2022	Instagram and LinkedIn posts which encouraged people to engage with the consultation. Appendices D and E.
Poster	18th July 2022	Posters affixed prominently to the Site which advertised the consultation. Included in Appendix F .

Consultation Website

The consultation website was live from 1st July 2022. In the three-week period after its launch, the website received 1,748 views.

The website contained information about the proposals, a film showing the existing building and the proposed development, a film illustrating the carbon impacts of alternative uses, and a survey to provide feedback.

The website is included in **Appendix G**.

5.0

Feedback

5.0 Feedback

5.1 Introduction

The consultation on the proposals for The Application took place between February and September 2022.

As outlined previously, this involved a range of meetings with key stakeholders, a consultation website, webinar, poster, and in-person exhibition.

The sections below outline the feedback received throughout the consultation.

5.2 Initial Stakeholder Meetings & Feedback

The importance of early engagement was a key priority for the Applicant. Ahead of the wider consultation events, four site tours took place with key political and community stakeholders identified in the previous section.

The following points summarise the questions and topics that were discussed during these tours:

Date	Stakeholder	Feedback
16th February 2022	Savile Row Bespoke Association	<ul style="list-style-type: none">• Supportive of traffic calming and pedestrianisation• Food and beverage offer welcomed• Asked about the possibility of facade retention• Agreed with the challenge of floor to ceiling heights• Potential mix of uses• Interested in the architectural context• Generally supportive
17th February 2022	Mayfair Neighbourhood Forum	<ul style="list-style-type: none">• Challenge of retention• Purpose designed building• No desire for residential use
17th February 2022	West End Ward Councillor Tim Barnes	<ul style="list-style-type: none">• Asked about residential use• Queried basement excavation• Acknowledged the difficulty of the former police station layout• Advised that demolition is unpopular• Expressed importance of good design

In the lead up to the launch of the wider public consultation, the Applicant invited stakeholders to a second round of briefings, which took the format of a presentation by the project team followed by an open discussion.

The following points summarise the questions and topics that were discussed in these briefings:

Date	Stakeholder	Feedback
17th February 2022	West End Ward Councillor Tim Barnes	<ul style="list-style-type: none"> • Asked that the ground floor offer be activated all day • Supported the inclusion of public art • Welcomed the inclusion of a new building to draw footfall to Savile Row from Regent Street • Suggested ideas to improve the design so the ground floor restaurant and the entrance to the office’s lobby would appear more enticing, with more character • Had some concerns regarding the amount of glazing and canopy design elements of the building • Suggested more greenery
27th June 2022	Mayfair Neighbourhood Forum	<ul style="list-style-type: none"> • Supported the design and suggested that there should be references to the existing building in the new proposals • Asked for further detail on why the building is not suitable for refurbishment, which was provided • Recognised the current obsolescence of the building but questioned the redevelopment • Queried the height of the new building • Liked the public art proposal
27th June 2022	Savile Row Bespoke Association	<ul style="list-style-type: none"> • Questioned if the amount of glazing in the design could be reduced • Suggested ground floor restaurant would be more appealing without floor to ceiling glazing and to think about ‘hiding feet’ of diners • Asked that more character be considered for office entrance to attract greater footfall from Regent Street and a redesign of the canopy so less bulky • Suggested more greenery

Date	Stakeholder	Feedback
27th June 2022	The Pollen Estate	<ul style="list-style-type: none"> Public realm improvements were well received Supported the inclusion of public art Discussed the height of the new building, which was not considered an issue
30th June 2022	Resident Society of Mayfair and St James	<ul style="list-style-type: none"> Felt that the design of the building should lean into the tailoring heritage of the street Acknowledged that the existing building is not architecturally rich
4th July 2022	New West End Company	<ul style="list-style-type: none"> Understand why something needs to happen Liked the Art Deco style Noted congestion as an issue Saw it as an opportunity to take Savile Row forward Suggested the public art may need to be increased Acknowledged that there is little merit in the current building and supported demolition Shared concerns around potential congestion that might come
6th July 2022	West End Ward Councillor Paul Fisher	<ul style="list-style-type: none"> Expressed concerns about the significant amount of building work that would be involved in demolition Asked for timelines of the anticipated construction, which were shared Queried how the development could impact residents, particularly in relation to daylight and sunlight Stressed that heritage must be respected Discussed the sustainable ambition of the building and the end operational carbon levels
18th July 2022	Burlington Arms	<ul style="list-style-type: none"> Discussed the potential impacts of construction on neighbouring properties

Date	Stakeholder	Feedback
19th July 2022	Nkora Café	<ul style="list-style-type: none"> Discussed the potential impacts of construction
1st August 2022	Derwent London	<ul style="list-style-type: none"> Supported the curved design of the new building and the ambition to improve floor to ceiling heights Queried the levels of glass used in the proposed design that could result in overlooking Expressed concern that the shared street concept could lead to congestion, but also felt that it would create a pleasant environment
9th September 2022	Cream Group/Miro Mayfair	<ul style="list-style-type: none"> Discussed the potential impacts of construction
28th September 2022	Cabinet Member for Planning Geoff Barraclough	<ul style="list-style-type: none"> Discussion of alternative uses on the site, with reference made to hotel and residential options Welcomed the work done by the architect team around sustainability on the point of demolition Encouraged the inclusion of affordable workspace on site Discussed the proposed design

5.4 Webinar and In-Person Exhibition

To ensure the public had an opportunity to hear directly from the project team and ask questions, The Applicant held an in-person public exhibition and an interactive webinar.

Details of these events were publicised on the consultation letter (issued to 1,627 addresses), to key stakeholders, and on the consultation website. Two surveys were completed at the in-person exhibition. We later advertised the survey by affixing a poster prominently to the door of the site.

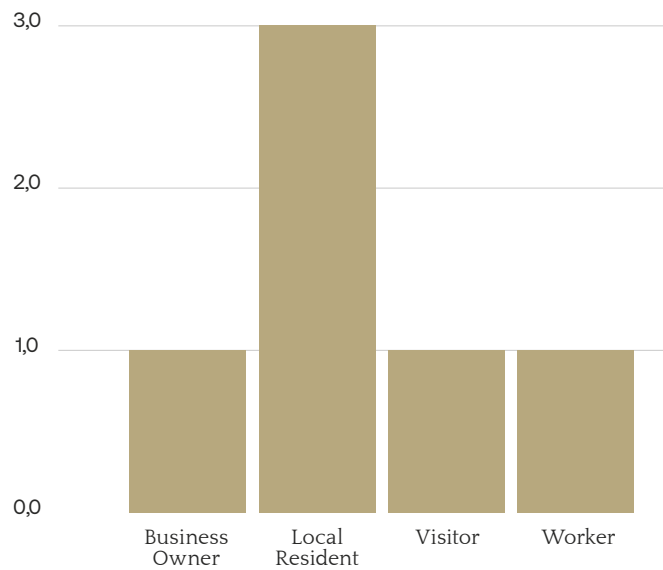
5.5 Survey Responses

On the consultation website and at the in-person exhibition, visitors were invited to complete a survey asking a range of questions related to the scheme.

Format	Responses
Digital	4
In-Person	2

A total of six surveys were completed. The responses can be seen below.

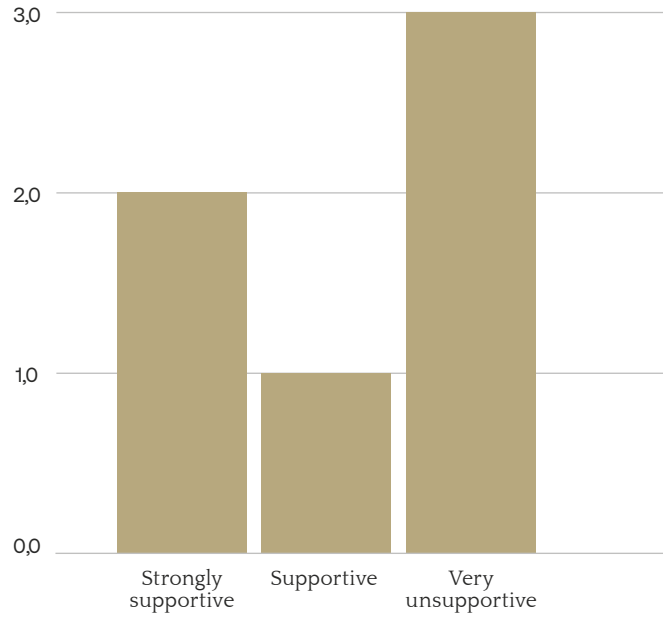
Question 1 - Firstly, what is your relationship to the area?



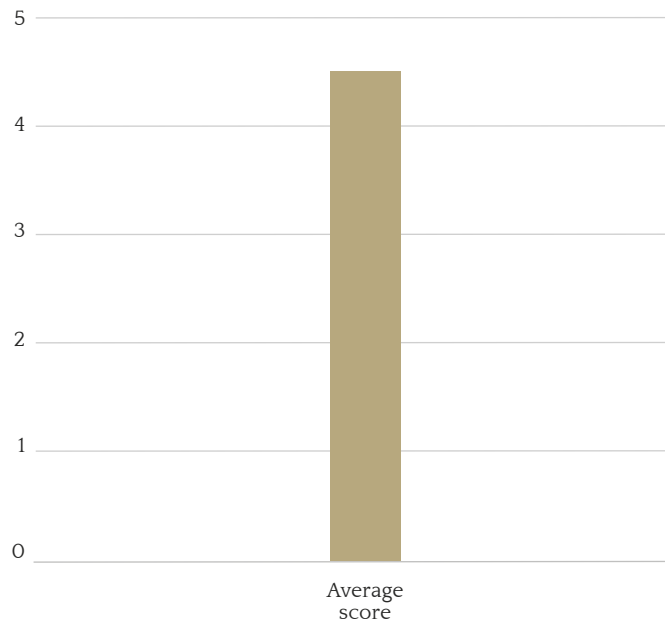
Question 2 - Overall, what do you think about our proposals to redevelop 27 Savile Row?

- I like how its good too environment and with great design
- Very good, I really appreciate it
- Its [sic] dull and not really respecting the vernacular of the Row lacks thought imagination - It was suggested that the style was a deco building this rendition is either residential (see the BBC series Poirot) or a workshop in the east end or rag trade - the current building is brutalist and that should reflect in the style of the replacement
- Sorry, this is the first time I have seen anything about this redevelopment so I have missed the ONE day exhibition and I haven't seen any information on the building above the proposed redevelopment
- I see no need to demolish the current structure. There has to be an effective retrofit design not being explored. Also, it would be better if the building footprint stepped back from the street including space for public use
- Not very good

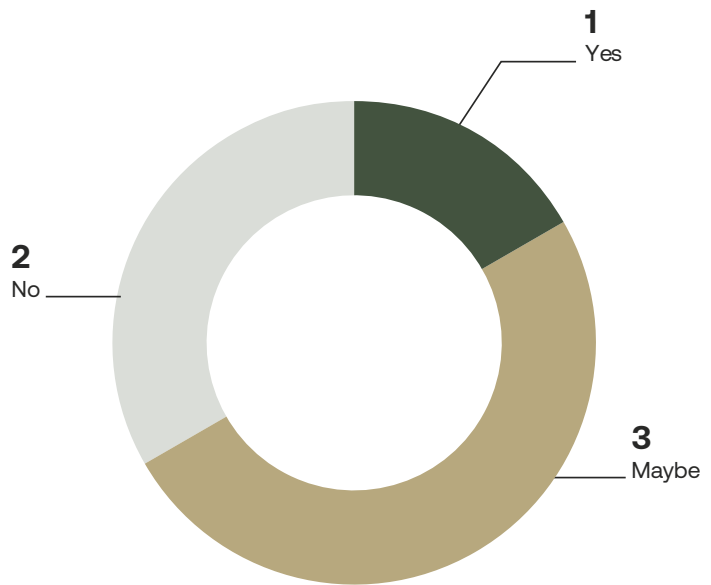
Question 3 - Do you support our ambition to create a more engaging and activated ground floor level?



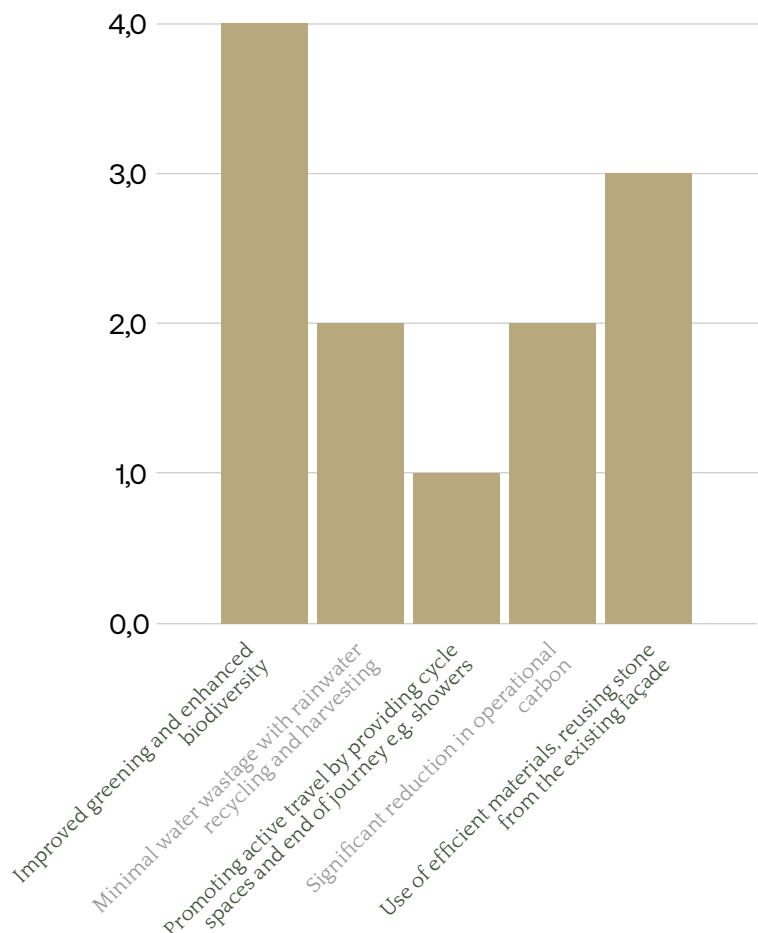
Question 4 - On a scale of 1-10, what do you think of our proposed mix of uses?



Question 5 - Do you think our proposals will help revitalise this part of Savile Row?



Question 6 - We are implementing a number of important sustainability initiatives as part of our proposals. Of these, which are most important to you?



Question 7 - When considering the public art, are there any themes the team should look to include, for example, the history of Savile Row?

- Should look for art figures related to business legends
- Lead don't follow – be original and forward thinking – take the lead don't follow – get a professional in
- History of the build and area how it went from a police station and the sold
- Why a British artist/designer?

Question 8 - Do you have any further thoughts regarding the proposals?

- Improve greening as much as possible
- Not sure any point in this survey as there is never any feedback given hopefully this time it will be different. Thank you
- Too much glass to be regarded as a low carbon sustainable office

5.6 Responding to Feedback

The comments

Theme 1 – Sustainability

Comments Raised

Stakeholders understood the need for change to happen to the building but there was initial scepticism to the principle of redevelopment due to the perceived negative environmental impact of demolition and rebuild. Stakeholders asked for an in-depth explanation of why the building could not be retained and refurbished.

Response

The former West End Central Police Station was built according to a set of very specific requirements required by Scotland Yard at the time. It cannot be repurposed for modern office use due to fundamental structural considerations such as a raised ground floor which prevents level access, poor window coverage resulting in low levels of natural light, immovable structures such as holding cells, and very low floor-to-ceiling heights.

The climate emergency is an extremely serious consideration for all of us. We are therefore proposing a low carbon design with operational carbon levels vastly lower than a retrofit could ever achieve, whose embodied carbon impact is almost equal to the kind of extensive retrofit which would be required for this building to stand a chance of attracting a modern occupier.

Theme 2 – Heritage

Comments Raised

Feedback indicated that stakeholders and residents would like to see the heritage of the building and Savile Row respected.

Response

We have designed an innovative building which reflects the time in which the former West End Central Police Station was constructed, along with several of its neighbours. Our design has been influenced by the 1930's Art Deco style, and will sit within the local context, aligning in height with the buildings to its west and east.

The use of Portland Stone in the proposed façade references the former West End Central Police Station and the curved features of the exterior are a nod to the building's Art Deco heritage. The façade has also been designed to reflect the tailoring heritage of Savile Row by taking inspiration from the 'warp' and 'weft' of woven fabric, to produce an interlaced design.

There is an opportunity to further acknowledge Savile Row's heritage through the use of public art to be incorporated on the building's façade. The opportunity to collaborate with an artist and local amenity societies to achieve this will provide an exciting opportunity.

With reference to the building's former use as a Police Station, we are considering retaining the style of the existing street signage on the West End Central Police Station subject to discussions with Westminster City Council's Highways team. Other opportunities may be available to provide subtle cues to its former use which include the retention of the '27 Savile Row' building lettering and through the proposed restaurant or within the office building, such as naming meeting rooms after notable Chief Constables.

Theme 3 – Design

Comments Raised

The local community was keen to see a building of high-quality and thoughtful design. Most feedback indicated a dissatisfaction with the current building's contribution to the townscape. Concerns were raised about the height of any new building at this location. The Savile Row Bespoke Association expressed specific desires for an enticing office entrance and for the windows of the ground-floor restaurant to be 'framed'.

Response

The Applicant has worked with PLP Architecture to deliver a building of high architectural merit and which makes a positive contribution to the local area. The building's curved corners and general Art Deco aesthetic are a homage to the 1930s provenance of the existing building, and its use of Portland Stone references the former West End Central Police Station.

In response to feedback received during the consultation, a revised design has been developed with a more symmetrical, and more solid-looking main elevation. In response to feedback from the Savile Row Bespoke Association, we have 'framed'

the restaurant windows, redesigned the office entrance, and incorporated planters at ground-floor level.

We are also looking to create a sense of vibrancy and activity, currently lacking along the northern end of Savile Row, with an active frontage comprising a busy restaurant with outdoor seating and framed glass windows.

In terms of building height, we are proposing a design with a modest increase in height. Our design is three metres taller, and should not result in additional overshadowing of neighbouring buildings.

Theme 4 – Public Realm

Comments Raised

The former police station is in poor condition and has a negative impact on the area's public realm. The area is in dire need of urban greening, particularly on the corner of Clifford Street. There is also a need for the building's public-facing aspects to be engaging, interesting and different.

Response

The proposed public art installation will be visible to anyone approaching the building from Regent Street. This will be a unique piece which celebrates Savile Row and its history. This will be alongside a building of the highest architectural quality, incorporating an engaging and active ground floor that will enliven the northern end of Savile Row.

We will provide a restaurant with retractable glass partitions at ground floor level, opening the former West End Central Police Station up to the public and providing opportunities for significant activation. Planting is proposed at ground floor level and on the roof terraces to contribute to the area's biodiversity and greening.

Theme 5 – Office Space

Comments Raised

It was questioned whether there is justification for additional office space in the West End, considering the impact of Covid-19 on working patterns – particularly the rise of working from home.

Response

The West End has a long history of responding to adversity, and we strongly believe that it will continue to be a hub of global commerce post Covid-19.

Our market research indicates that there is demand for high-quality office space in this area. This would be in line with Westminster City Council policy, as well as giving a boost to the economy of Savile Row.

Theme 6 – Restaurant Space

Comments Raised

Local stakeholders expressed that they would like to see a unique offer in terms

of the restaurant to help drive footfall to Savile Row from Regent Street, especially after 5pm. It was suggested that the ground floor unit could have an offer throughout the day, ranging from coffee to cocktails.

Response

We believe that a thriving new restaurant, catering for visitors throughout the day, will help reinvigorate this famous street. We agree it is crucial to have a restaurant offer which is accessible throughout the day.

We have not identified a specific operator yet, but we have received interest from at least one. This operator would fit in with the character of Savile Row and would provide a destination which we believe will become a cherished local institution.

Theme 7 – Transport and Servicing

Comments Raised

The pavement on Boyle Street is very narrow and a lot of lorries use the street, especially as it is the sole access point to the Westbury hotel. There are also congestion issues at the junction of New Burlington Street, Savile Row, and Clifford Street.

Response

We want to create a new shared pavement on Boyle Street and Old Burlington Street which will help create a more pleasant environment. We want to limit vehicle access via the installation of bollards to make the street more pedestrian friendly, as well as pushing back the building's facades relative to the current building to open up the pavement.

Theme 8 – Construction

Comments Raised

Local residents and stakeholders raised the timeline for the proposed redevelopment, and what the potential impact on highways would be during the redevelopment. It was also apparent that the local community expected a continual liaison throughout the construction process.

Response

We anticipate that the redevelopment process would take around two and a half years to complete, and do not anticipate any need for highway closures during this time. If the Application is successful, a full construction traffic management plan will be agreed with Westminster City Council.

The Applicant is committed to forming a longstanding positive relationship with the community and will be in constant contact throughout the redevelopment if the Application is successful. In doing so, we will build on the relationships formed throughout this pre-application consultation.

5.7 Changes to the Design

In light of the feedback received over the course of the consultation, a number of changes to the design were made, which are detailed below:

Feedback Comments	Design Response
Concerns were raised over the amount of glazing in the building's facade design.	<ul style="list-style-type: none"> We have increased the solidity of the facade by incorporating additional vertical columns on each facade on typical floors.
Consultees wanted the windows of the restaurant on the ground floor to be 'framed' to make the restaurant look more elegant and hide the feet of diners from passers-by.	<ul style="list-style-type: none"> We have incorporated greening to act as a screen, with fixed timber planters on all ground floor elevations.
Suggestions were made to revise the office entrance so it is more attractive when viewed from Regent Street down New Burlington Street, to entice footfall from Regent Street.	<ul style="list-style-type: none"> We have redesigned the entrance door and replaced glazed doors with a timber entrance door in line with these comments.
Local residents and stakeholders complained that Savile Row lacks any greenery, and that our proposals are an opportunity to resolve this.	<ul style="list-style-type: none"> Additional planters are proposed on ground floor and upper floors. A landscape architect has been appointed to design the upper floor terraces and maximise the longevity of planters. The proposed scheme is aiming to achieve the urban greening factor target of 0.3 set out by London Plan.
Concerns were expressed over the massing of the building.	<ul style="list-style-type: none"> Our revised proposals reduce the overall height by 2.41m. The footprint of roof plant has been reduced to minimise townscape impacts, and the upper floors are further set back to accommodate greenery.
We received negative feedback regarding the large awnings around ground floor.	<ul style="list-style-type: none"> We have reduced the size of these canopies from 1500mm to 600mm in width on Savile Row and Old Burlington Street elevations. Due to the width of the narrower pavement on Boyle Street, the canopy width has been reduced to 400mm on this elevation.
Sustainability was a key concern throughout the consultation, and stakeholders and residents wanted to see the most sustainable scheme possible.	<ul style="list-style-type: none"> Urban greening has been enhanced with planters. In addition, green roofing and brown roofing are integrated into the proposed scheme to enhance biodiversity. A blue roof has been also incorporated for rainwater attenuation. Material wise, the use of timber in the structure, window frames, planters and soffit of canopies is proposed to promote health and wellbeing and lower the embodied carbon. Reuse of existing building stone has been incorporated into the design, as well as using home grown materials to minimise the carbon footprint of the scheme.

<p>Consultees wanted reassurance that retrofit is not viable at this location.</p>	<ul style="list-style-type: none"> Retrofit options from non-invasive to extensive retrofit options have been explored and assessed carefully by the design team. These studies have led to the conclusion that the new build option is the only deliverable option for the site.
<p>Stakeholders encouraged the inclusion of affordable workspace on site.</p>	<ul style="list-style-type: none"> Affordable workspace with training opportunities is now proposed at basement level 2. This will be offered in perpetuity under rental terms to be agreed with Westminster City Council in due course.

6.0

Conclusion

6.0

Conclusion

6.1 Summary

Throughout this consultation, the Applicant has effectively engaged with a wide range of stakeholders, including locally elected politicians, community groups, local businesses, and residents. The Applicant's consultation has prioritised an open approach to engagement, genuinely seeking to understand the views of the local community and establish relationships.

The principle of changing the building's use was strongly welcomed and, once explained, most stakeholders agreed that redevelopment was the most suitable method to do this. Any improvement to the public realm and activation of the space was also largely welcomed.

There were mixed responses to the proposed design, with some comments being raised about the scale of glass being used and the style of the ground floor restaurant. Some also commented on the potential disruption that might be caused during the construction period.

Following this feedback a number of changes have been made to the scheme as detailed in Section 5.7. A summary document can also be found in Appendix K.

We are delighted that this approach to consultation and spirit of ongoing communication and trust has led to the Savile Row Bespoke Association submitting a letter of fulsome support, which is contained in Appendix J.

6.2 Continued Engagement

Throughout the consultation process, the Applicant has been clear in their intention to create genuine dialogue and relationships with the local community.

The Applicant will ensure that the submission of the Application does not mark the end of community engagement and will continue to discuss the proposals with the local community throughout the planning process.

7.0

Appendices

7.0

Appendices

Appendix A: Consultation area

Appendix B: Letter to local residents

Appendix C: Door-knocking area

Appendix D: Instagram post advertising the consultation

Appendix E: LinkedIn post advertising the consultation

Appendix F: Poster advertising the consultation

Appendix G: Consultation website

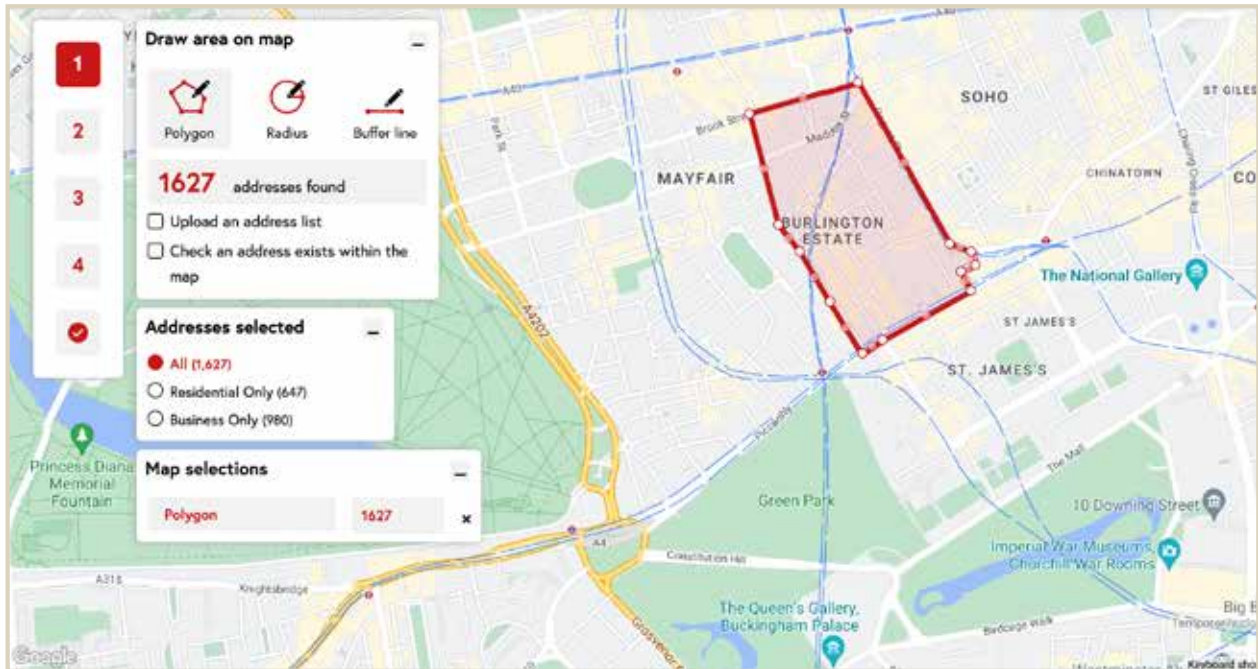
Appendix H: Exhibition boards

Appendix I: Survey available online and at our exhibition

Appendix J: Letter of support from the Savile Row Bespoke Association

Appendix K: Summary of Changes Document & Revised CGIs

Appendix A: Consultation area



27 SAVILE ROW

Dear Neighbour,

PUBLIC CONSULTATION LAUNCHES ON PROPOSALS TO REDEVELOP 27 SAVILE ROW

I am writing to you on behalf of Henigman Limited, which is launching a public consultation on their plans to create a sustainable, thriving new office building with a restaurant at ground floor and improved public realm at 27 Savile Row - giving a new lease of life to the northern end of this iconic street.

The existing building at 27 Savile Row sits within a prominent position and is well known within the local area. However, in its current state, the building has a complex internal organisation with varying floor levels, low ceiling heights, large sections of solid façade limiting daylight, and inadequate sustainability credentials.

Henigman's investment partner CPI Property Group recently purchased the former Savile Row Police Station and is looking to redevelop the current building. Celebrating the iconic Savile Row is at the heart of our proposals and we are looking to revitalise the street with a thriving new workspace with a new neighbourhood restaurant at the ground floor.

Our proposals include:

- A sensitive design that respects the heritage of Savile Row
- Modern, 21st-century office space
- A new restaurant bringing life and attracting footfall to this end of Savile Row
- Public realm improvements on Boyle Street and Old Burlington Street
- Exemplary sustainability credentials
- End-of-journey facilities

We always seek to adhere to the highest environmental standards and so the proposed redevelopment will follow exemplary sustainability initiatives.

Henigman is keen to establish themselves as good neighbours and long-term partners and is committed to engaging with the local community. With this in mind, we are launching a public consultation to hear the thoughts of residents and businesses ahead of submitting a Planning Application to Westminster City Council. You can view our proposals online at 27savilerow.co.uk and have your say on our vision for the site.

27 SAVILE ROW

We are also holding a public exhibition and webinar where you can learn more about our plans.

The public exhibition will be held on **Tuesday 12th July from 3.00pm – 7.00pm** at St James's Room, 1st Floor, **The Cavendish Hotel, 81 Jermyn Street, St. James's, SW1Y 6JF**. The webinar will be held virtually on **Thursday 14th July from 6.00pm – 7.00pm**, and you can sign up for this on our website – **27savilerow.co.uk**

In the meantime, if you have any queries, please do get in touch by emailing Concilio, who are managing the public consultation on our behalf by e-mailing **sgregory@conciliocomms.com** or calling our freephone number on **0800 994 9322**.

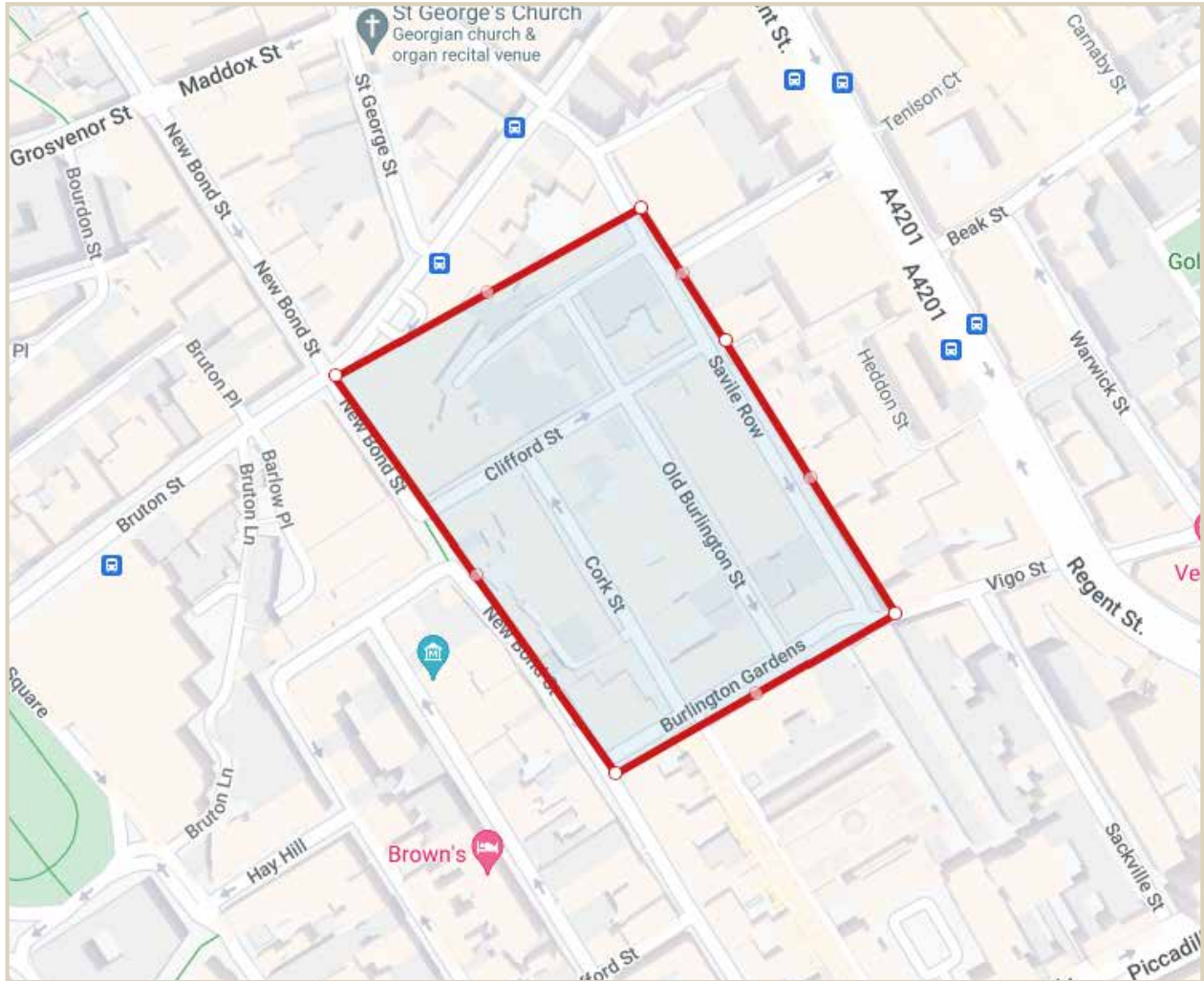
We look forward to your feedback.

Kind regards,

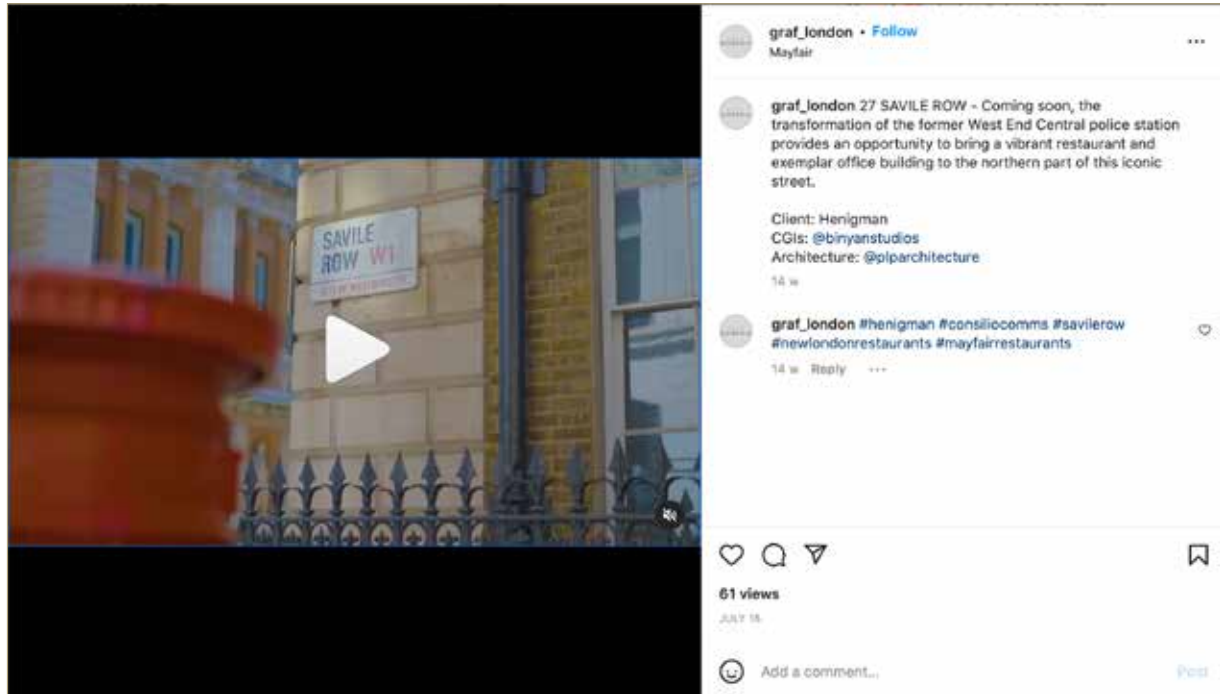


Stuart Goulds
Development Director
Henigman

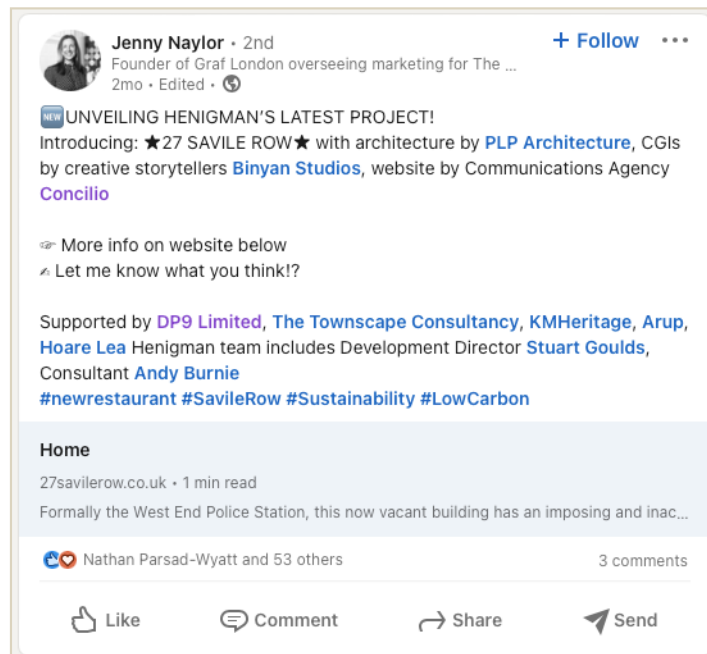
Appendix C: Door-knocking area



Appendix D: Instagram post advertising the consultation



Appendix E: LinkedIn post advertising the consultation




Jenny Naylor · 2nd
Founder of Graf London overseeing marketing for The ...
2mo · Edited ·





UNVEILING HENIGMAN'S LATEST PROJECT!
Introducing: ★27 SAVILE ROW★ with architecture by [PLP Architecture](#), CGIs by creative storytellers [Binyan Studios](#), website by Communications Agency [Concilio](#)

More info on website below
Let me know what you think!?

Supported by [DP9 Limited](#), [The Townscape Consultancy](#), [KMHeritage](#), [Arup](#), [Hoare Lea](#) Henigman team includes Development Director [Stuart Goulds](#), Consultant [Andy Burnie](#)
[#newrestaurant](#) [#SavileRow](#) [#Sustainability](#) [#LowCarbon](#)

Home
27savilerow.co.uk · 1 min read
Formally the West End Police Station, this now vacant building has an imposing and inac...

 Nathan Parsad-Wyatt and 53 others 3 comments

 Like  Comment  Share  Send

ward-security.co.uk

Icons: Wi-Fi, Police, Ambulance, Dog, Cat, Person, 24

27 SAVILE ROW

Transforming 27 Savile Row

HAVE YOUR SAY

Contact us

☎ 0800 994 9022
✉ sgregory@concllc.com
🌐 27savilerow.co.uk

The development of 27 Savile Row is focused on creating a sustainable thriving new office building with a restaurant at ground floor and improved public realm, giving a new lease of life to the northern end of Savile Row.

Ahead of submitting a planning application to Westminster City Council, we want to hear your views on our plans.

Scan the QR code to have your say on our website.

The redevelopment of 27 Savile Row is focused on creating a sustainable, exciting new office building with a restaurant at ground floor and improved public realm giving a new lease of life to the northern end of Savile Row.

This is our consultation website which explains what we are proposing and why. Ahead of submitting a planning application to Westminster City Council, we want to hear your views on our plans.

Have you had a chance to look through the website, please give us your thoughts by visiting about our events, or you can leave your say on the website.

[View our proposals](#) [Have your say](#)

The Opportunity

For the past two centuries, Savile Row has been globally synonymous with premium bespoke tailoring. The street corner itself is a widely recognised international brand, and the area is home to many of London's prized and iconic tailoring houses. It remains today the premier street in the world for bespoke and made-to-measure suits, adding to London's appeal.

However, it is currently a street of two halves. The southern end of Savile Row is a lively destination, with Coventry, the Royal Academy of Arts, exciting shops, terraces, and high quality public realm. The northern end of the street has to much residential above street level activities are limited and where the lack of investment in the area's public realm is plainly evident. We believe there is an opportunity to change this and transform the northern end into one building for a number of Savile Row.

27 Savile Row is a purpose-built public station which closed for public use in 2012. With its structural purpose long gone, it remains vacant and its imposing concrete facade do not contribute to the retail character of the area.

There is an opportunity to substantially develop the site into a mixed-use building consisting of a world-class office space and a new restaurant, along with much needed public realm improvements, to bring life and commerce to the northern part of this important street.

OUR PROPOSALS AIM TO:

- Celebrate the heritage of Savile Row, preserving heritage, and bringing new visitors to the street.
- Create Grade A office space and a vibrant new restaurant.
- Bring life to the end of the building and contribute to improved public realm.

The case for redevelopment

Formerly the West End Police Station, this seven-story building has an intriguing and accessible ground floor and seventh floors. The building has a complex structural arrangement that is derived from its former use. In its present form, the building would not be suitable as a residential, day-to-day office or public station.

There is an opportunity to create a contemporary mixed-use building, preserving Grade A listed ground floor office space and a Grade A listed ground floor that will make a significant contribution to the street's vitality and life.

Using a sensitive construction technique, the embedded within the new build would be similar and be greater than a return.

We have shared extensive evidence on revitalising the existing building and propose a sensitive replacement that respects the building's rich history.

Celebrating Savile Row

Savile Row is an iconic street, with a rich history. It is the focus of bespoke tailoring and a destination point for global and domestic visitors looking for the quintessentially British experience.

However, it is a space of two halves.

The southern end of the street is vibrant, with high footfall and visitors moving towards it through an accessible environment.

The northern end of Savile Row is the opposite, an area not suited to visitors to spend any time at the end of the street and it needs revitalisation.


27 Savile Row has an iconic red brick facade and historic facade. The new 27m high 'Street' provides an access for visitors to take a break.

By creating high quality grade A office space, a dining environment and improved public realm, we can celebrate and regenerate this historic street.

Savile Row Bespoke Association


"We are working closely with the project team on 27 Savile Row to ensure the proposals for the building attract much-needed footfall into Savile Row and surrounding streets to reduce the northern end of this iconic destination."

By Thomas - Savile Row Bespoke Association



Savile Row Bespoke

ASSOCIATION



Celebrating Savile Row in our design

The building's new facade will offer a unique opportunity to integrate a sculptural element with a purpose to further celebrate the history of Savile Row through the lens of a British urban architect.

Highlighted in gold in the image to the left is the generous public art installation space. We would welcome your thoughts on what you would like to see here.

[Have your say](#)

27 SAVILE ROW

Bringing 27 Savile Row into the 21st Century

CONTACT US

0200 064 8322

enquiries@concoventura.com

Powered by Saville Online

The Challenge

The police station that formerly occupied the building at 27 Savile Row was purpose built and followed some very specific requirements set out by the local fire and the team.

The police station from that time ceased to exist and the building is currently undergoing a series of challenges with the existing building are highlighted below.

A raised ground floor prevents inclusive access and fails modern building standards

A large percentage of solid facade with few windows on the upper floors limiting lighting and ventilation of the building

Complex internal spatial organisation which was designed to meet bespoke police station specifications, including holding police cells and varying floor levels

Plant, services and circulation for the building designed for its use as a dedicated police station that are inappropriate for office purposes

Low floor-to-ceiling height

27 Savile Row

The case for redevelopment

The climate emergency means we all need to be concerned about the environmental impact of buildings. We have assessed a number of options and propose a sustainable replacement that mitigates the carbon impact of buildings.

27 SAVILE ROW
Bringing 27 Savile Row into the 21st Century

Contact Us
0200 994 9222
gregory@archiboom.com

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Key principles



Make a positive contribution to the built form
 Commissioned from world-class architects, the building will be designed to provide a high-quality, sustainable and resilient built form.



Have regard for the legacy
 The importance of the project is such that the existing building will be retained and pay tribute to that past as above.



Create an improved low carbon, low energy building
 The building will be designed to meet the highest standards of energy efficiency and low carbon performance, and to be a model for other buildings in the area.



Good design will significantly enhance the public realm
 The building will be designed to enhance the public realm and create a high-quality, sustainable and resilient environment that will be a model for other buildings in the area.



Create a future-proofed structure which will be flexible, adaptable and a community for future generations

Design Approach

The existing 27 Savile Row was built in the 1940s at a time when Art Deco and the Modernist style of architecture had a large influence on the style of buildings and approach to design. A number of buildings have remained from that period, and the engineering No. 27 Savile Row is an excellent example that has stood the test of time.

The existing building is markedly more than the height seen on the west and east sides of Savile Row. The character and scale of the building at the southern end of Savile Row are also more consistent and larger than the recent building at 27 Savile Row.

The image to the right is an example of the architectural style of the same period as 27 Savile Row which has helped inform our design approach.



New Proposal

Our proposal acknowledges the importance of the 1940s era architecture and seeks to respect the heritage. The design will reflect the historical high-bourgeois architecture to ensure the new building sits comfortably within its surroundings.

The redevelopment of this site presents an opportunity to redefine the meaning and height of the building, to create something that is more in keeping with the recent developments at 20 and 23 Savile Row. The proposed building height aims to align with the taller buildings to the immediate west and east, creating more consistency along the street.



Sustainability



The Team

HENIGMAN

Henigman is a development and asset management company focused on heritage, accessibility and functionality. The company collaborates with leading architectural practices to deliver exceptional and iconic projects in London. Henigman provides a seamless approach from its real estate development and management, continually seeking ways to improve commercial performance, quality and resilience. The company is led by its award-winning CEO Property Group which has made both RSC contributions to leading world-class retail centres which are aligned to the Paris agreement and have a UN Global Compact approval to 2021.







PLP ARCHITECTURE

PLP Architecture is a London based studio of architects, designers and creatives who value the transformative role of ideas and the capacity for architecture to inspire. The practice has produced some of the world's greatest, most intelligent and ground breaking designs through a profound commitment to social, economic and environmental values. PLP's commitment to creating more sustainable (this can be seen in projects ranging from net zero rated, new developments at London's Bankside South to its innovative hospital architecture at Singapore's Park View project).



Significantly beyond the GLA's environmental and sustainability targets, the attraction, brought by the building's lively ground floor use, will support local commerce and bring much needed public realm improvements to the northern end of South Lane.

Lee Robinson - President

WIDER TEAM

		
Community Engagement	Planning Consultant	Technical Engineer
		
Building Consultant	Mechanical and Electrical Engineers & Sustainability Consultant	Language Consultant

27 SAVILE ROW

Bringing 27 Savile Row into the 21st Century

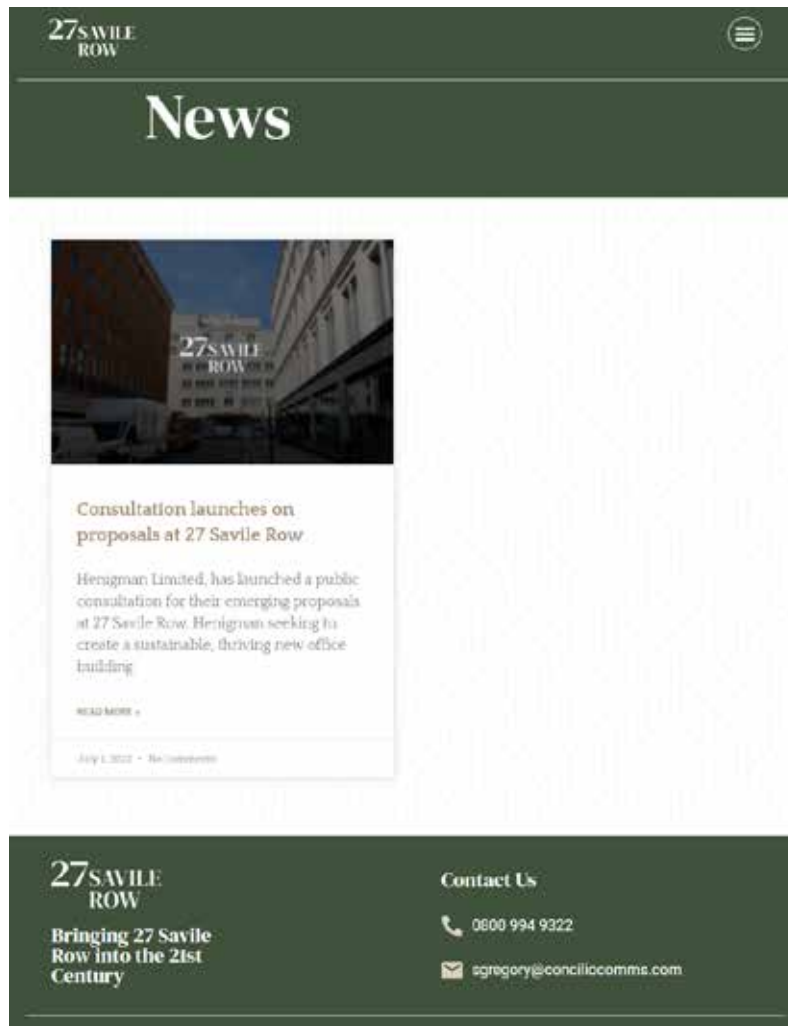
Contact Us

0205 954 5222

enquiries@27savilerow.com

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Appendix G: Consultation website



The screenshot shows a website with a dark green header. In the top left corner, the text '27 SAVILE ROW' is displayed. In the top right corner, there is a white circular icon with three horizontal lines. Below the header, the word 'News' is written in a large, white, serif font. The main content area has a light gray background with a faint, large-scale grid pattern. A news article is featured, starting with a photograph of a street scene at 27 Savile Row. Below the photo, the article title is 'Consultation launches on proposals at 27 Savile Row'. The text of the article reads: 'Herzog & de Meuron Limited, has launched a public consultation for their emerging proposals at 27 Savile Row. Herzog & de Meuron seeking to create a sustainable, thriving new office building'. Below the text is a 'READ MORE >' link. At the bottom of the article, it says 'July 1, 2022 • No comments'. The footer is a dark green bar. On the left, it says '27 SAVILE ROW' and 'Bringing 27 Savile Row into the 21st Century'. On the right, under the heading 'Contact Us', there is a phone icon with the number '0800 994 9322' and an email icon with the address 'sgregory@conciliocomms.com'.

27 SAVILE ROW

News

Consultation launches on proposals at 27 Savile Row

Herzog & de Meuron Limited, has launched a public consultation for their emerging proposals at 27 Savile Row. Herzog & de Meuron seeking to create a sustainable, thriving new office building

READ MORE >

July 1, 2022 • No comments

27 SAVILE ROW

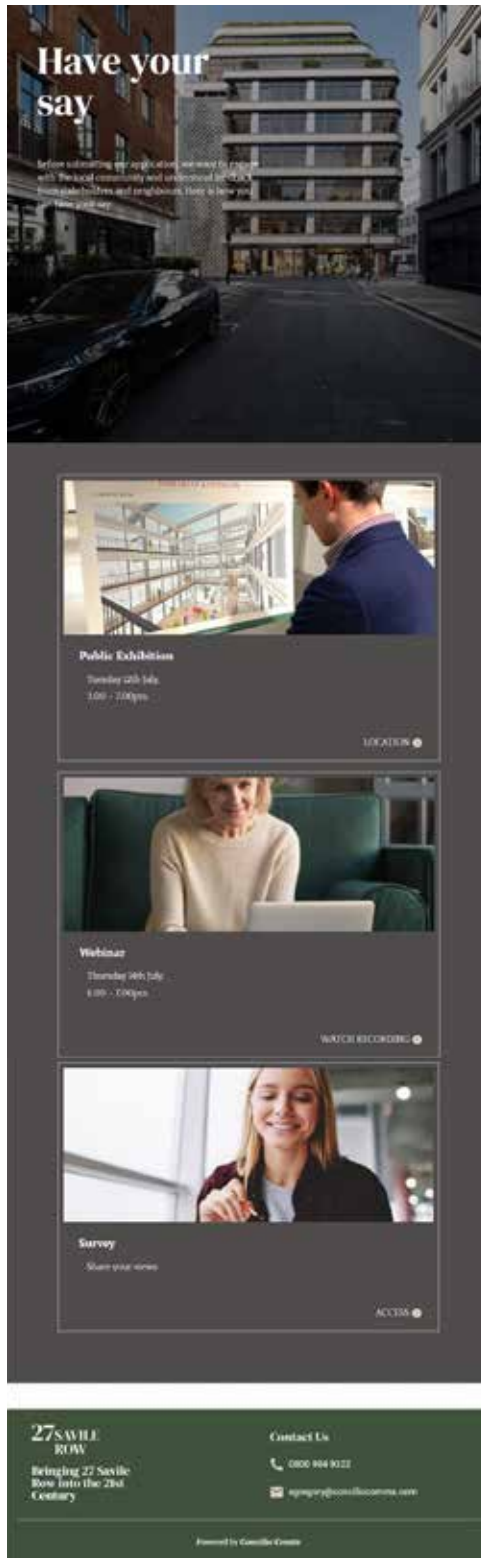
Bringing 27 Savile Row into the 21st Century

Contact Us

0800 994 9322

sgregory@conciliocomms.com

Appendix G: Consultation website



Have your say

Before submitting an application, we want to engage with the local community and understand how they would like to see 27 Savile Row and neighbours. Here is how you can have your say:

- Public Exhibition**
Tuesday 25th July
1.00 - 2.00pm
[LOCATION](#)
- Webinar**
Thursday 26th July
4.00 - 5.00pm
[WATCH RECORDING](#)
- Survey**
Share your views
[ACCESS](#)

27 SAVILE ROW
Bringing 27 Savile Row into the 21st Century

Contact Us
0800 904 9022
enquiries@sciconsulting.com

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27 SAVILE ROW

Welcome to our public exhibition



The Team

HENIGMAN



Henigman is a development and investor company. Focused on heritage, investment and functionality, Henigman collaborates with leading architectural practices to deliver exemplar real estate projects in London.

Henigman promotes a sustainable approach towards real estate development and management, continually seeking ways to improve environmental performance, quality and resilience.

The company is backed by family-owned CPI Property Group which has made bold ESG commitments including environmental targets which are aligned to the Paris agreement and became a UN Global Compact signatory in 2021.

PLP/ARCHITECTURE



PLP Architecture is a London-based studio of architects, designers and researchers who value the transformative role of ideas and the capacity for architecture to inspire.

The practice has produced some of the world's greenest, most intelligent and ground-breaking designs through a profound commitment to social, economic and environmental values.

PLP's commitment to creating more sustainable cities can be seen in projects ranging from net-zero masterplans such as Bankside Yards in London, to biophilic luxury residences like Park Nova in Singapore.

The Wider Team



Planning Consultant



Community Engagement



Heritage Consultant



Mechanical and Electrical Engineers & Sustainability Consultant



Structural Engineers



Townscape Consultant

Site Context

27 Savile Row sits towards the northern end of Savile Row.

This iconic street is the home of bespoke tailoring and a destination for global and domestic visitors looking for the quintessentially British experience. The southern end of the street is vibrant, with high footfall, active shop frontages, Ceconi's and the Royal Academy of Arts.

The northern end of Savile Row is the opposite, as there are limited reasons for visitors to spend any time at this end of the street and it needs revitalisation.

27 Savile Row sits in a prominent central position, with the potential to attract footfall from Regent Street, New Bond Street, and Old Burlington Street.

By creating high-quality grade A office space, a thriving restaurant and improved public realm, we can celebrate and reinvigorate the northern part of this famous street.

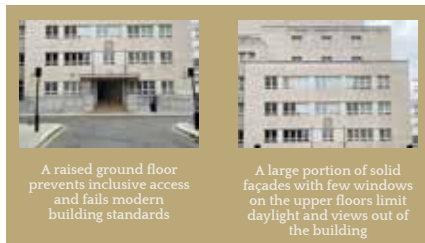


The Building

The building currently standing at 27 Savile Row is a purpose-built police station, completed in 1940, to a set of very specific requirements for the Metropolitan Police. It was heavily modified in 1993, with the infill of the original internal lightwell with a new nine-storey steel-framed structure, adding an additional floor to the building. Its front desk closed in 2017 and it lies vacant. 27 Savile Row is not listed.

Its architecture is symbolic of its original purpose, now defunct, and the building detracts from the elegant character of Savile Row. The existing façade reflects the building's internal configuration, with solid surfaces marking the location of former holding cells, and some areas having no or minimal natural light.

The building has a complex internal spatial organisation that is derived from its former use. It has an inaccessible ground floor, poor-quality internal spaces, and low floor-to-ceiling heights, all of which present numerous challenges to any re-use of the existing structure - including as a modern-day police station.



Timeline

- 1939-40 — West End Central Police Station was built
- 1940 — An aerial bomb caused 'significant internal damage' to the police station
- 1993 — Major refurbishment completed, with an additional floor added
- 2002 — Further external and internal alterations
- 2017 — Police station front desk closed
- 2021 — Police station vacated and the building sold

The Challenge

The current building at 27 Savile Row fails to comply with Government regulatory requirements, the London Plan, and health and safety expectations.

One of the key challenges facing 27 Savile Row, in addition to those listed on the right, is the lack of daylight caused by a large portion of solid façade along with poor internal configuration.



Office Entrance (9 Steps Up)
Fails to comply with national accessibility requirements for those with mobility issues



Office Lobby & Security Gate
Structurally integral columns compromise the entrance lobby, preventing open access into the building



Inadequate Lifts
Fails to comply with national accessibility requirements and the London Plan



Office Space
Internal floor-to-ceiling heights fail to comply with British Council for Offices guidance, making it impossible to provide high-quality office space



End-of-Trip facilities
Lack of level-access space for end-of-trip facilities for those looking to cycle to the building



Evacuation Difficult
Fails to comply with national health and safety requirements



Fire Fighting Difficult
Fails to comply with national fire safety requirements

Assessing the Options

We have assessed all options for how to re-purpose the police station building at 27 Savile Row, from non-invasive interventions through to wholesale redevelopment, according to the following considerations:



Legibility of heritage
How much would we need to change the building's c.1940 façade?



Embodied carbon
How much carbon is emitted as a result of producing materials for the construction of the building?



Fit for purpose
Is the building policy compliant and is it likely to attract a new occupier?



Public realm contributions
Does the building make a positive contribution to the local area?



Operational carbon
How much energy is used to keep the building warm, cool, ventilated, lighted and powered?



Longevity
How can the building be future-proofed to ensure it will last for a significant period of time?

Appendix H: Exhibition Boards

Comparing the Options

When considering the future of 27 Savile Row, there is a clear trade-off between heritage and embodied carbon on the one hand, and operational carbon, public realm, longevity, and how fit for purpose the building is on the other.

In light of this, we believe that a wholesale redevelopment is justified, to provide a highly sustainable mixed-use office building with the greatest longevity and positive contributions to offer Savile Row.

In the long term, a wholesale redevelopment will be more sustainable because of the very low operational carbon levels this will allow us to achieve.

	Approach 1	Approach 2	Approach 3	Approach 4
	A non-invasive intervention, retaining the current building's façade and internal structures	Retaining the façade from ground floor to fifth floor while completely rebuilding the building's internals	Retaining façade from ground floor to third floor while completely rebuilding the building's internals	Wholesale redevelopment of 27 Savile Row to provide a new building
Legibility of heritage	 Complete retention	 Significant loss	 Near total loss	 Complete loss
Embodied carbon	 Low	 High	 Very high	 Very high
Operational carbon	 Very high	 High	 Medium	 Very low
Fit for purpose	 Not at all	 Very low	 Low	 High
Public realm contribution	 None	 Minimal	 Minimal	 High
Longevity	 None	 Limited	 15-20 years	 100+ years

Embodied Carbon Comparison

We are proposing an ambitious and innovative low carbon building which will exceed the Greater London Authority's embodied carbon benchmark and which over the lifetime of the building produce less combined operational and embodied carbon than an approach which sees partial retention of the existing façade

Embodied Carbon
33% LESS
than GLA Benchmark. Meeting
GLA Aspirational Target 2030

Target of
BREEAM
OUTSTANDING

Target of
WELL
PLATINUM



What Our Proposals will Achieve



A sensitive design that respects the heritage of Savile Row



Exemplar sustainability credentials



Modern new office space



A new restaurant bringing life and attracting footfall to this end of Savile Row



Public realm improvements on Boyle Street and Old Burlington Street



Improved biodiversity



Encourage sustainable travel and provide end of journey facilities



Public art to celebrate the craftsmanship of the Savile Row tailors

High Quality Office Space

Our proposals will provide much-needed, high-quality office space, in line with the aspirations of the Westminster City Plan. We are looking to create a contemporary, high-quality commercial space whilst celebrating the unique heritage of Savile Row.

With confidence in the West End returning, our scheme will contribute to the thriving and vibrant character of the area. Henigman is seeking to future-proof this iconic site by making it an accessible, modern and sustainable office building.

The existing building does not meet modern day office requirements, as it has limited levels of natural daylight, inadequate floor to ceiling heights and is non-compliant with regards to accessibility, fire and health and safety.

Our proposals will provide the very best in 21st-century office space, with amenity space in the form of terraces on office floors to ensure the health and wellbeing of users, and end-of-journey facilities to allow for active travel.



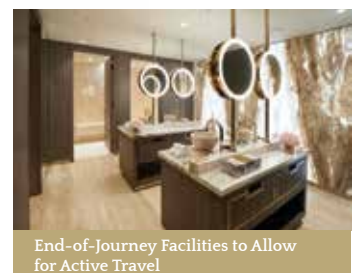
A Typical Office Floor



Visualisation of Proposed Office Floors



High Quality Office Space



End-of-Journey Facilities to Allow for Active Travel

Improving Public Realm

The existing building has a poor relationship with its surroundings and does not present a welcoming frontage. The building's façade is reminiscent of a fortress, contributing little to the area's public realm.

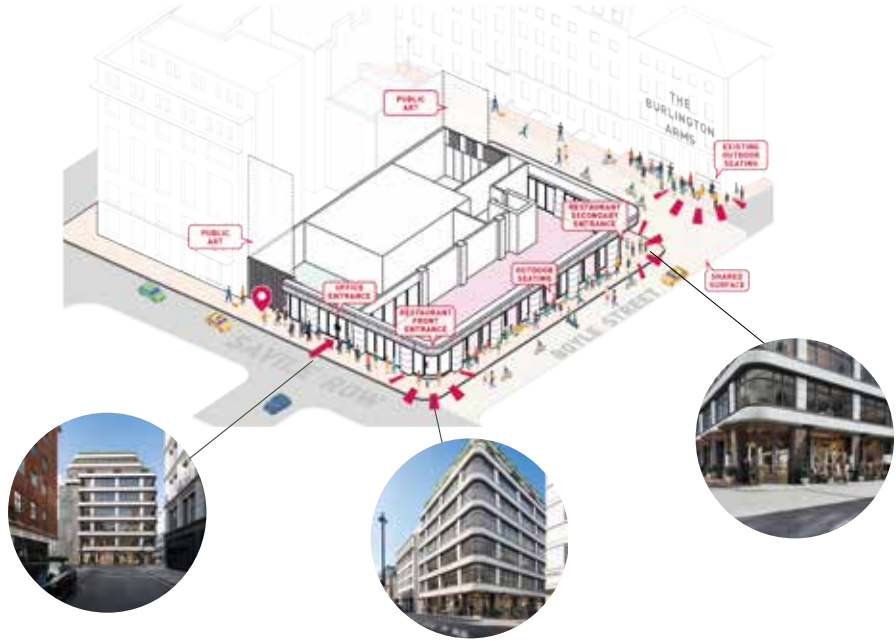
As part of our proposals, it is our ambition to create a lively and active ground floor that will make a significant contribution to the area's public realm. This will include:

A restaurant with outdoor seating at ground floor level, opening 27 Savile Row up to the public and providing interaction with pedestrians

Planting on green terraces to improve levels of biodiversity

Public art designed by a British artist on the bookends of the building's façades on both Savile Row and Old Burlington Street

A shared surface arrangement on Boyle Street and Old Burlington Street



Proposed Public Art

As part of our proposals, a portion of the façade fronting Savile Row and Old Burlington Street will be dedicated to a new public art installation.

Our vision is to have a British artist interpret and celebrate Savile Row's unique history on this blank canvas. With an engaging public art piece, 27 Savile Row will act as a focal point, drawing visitors from Mayfair and the wider West End.

We are keen to understand the public's view on what would be an appropriate artistic subject in this location.



The gold outline shows the portion of façade dedicated to new public art.

Appendix H: Exhibition Boards

Sustainability

We are looking to create an innovative low carbon building which is exemplary of how we should build now and in the future, setting a benchmark in sustainable low carbon development and urban greening.



Lightweight construction
On the upper floors, we will use steel for primary columns/beams, while timber will be used for secondary beams and flooring.



Connectivity and transport
There will be substantial cycle spaces provided as part of the development. The site is well connected to a variety of transport links with a PTAL rating of 6b.



Minimising energy consumption
Inclusion of solar photovoltaics and air source heat pumps to minimise energy consumption.



Low carbon strategies
With our holistic low carbon and façade first approach, we can reduce both embodied carbon and operational carbon to achieve the highest BREEM outstanding target.



Circular economy strategy
We will undertake an audit of all strip-out materials and products for re-use.



Efficient materiality and design
We are looking at the use of timber, UK-sourced materials, and recycled stones on structure and façade elements to reduce carbon footprint.



Increasing biodiversity
The planted balconies and terraces will contain extensive planting to encourage biodiversity.



Water cycle
Equipment used throughout the building will be water efficient, with rainwater recycle and harvesting throughout. Storm water attenuation will also be included in the designs, to minimise water wastage.



Existing view from New Burlington Street looking west



Proposed view from New Burlington Street looking west

Appendix H: Exhibition Boards



Existing view from northern end of Savile Row looking south



Proposed view from northern end of Savile Row looking south

Have Your Say

Thank you for taking the time to review our proposal to transform 27 Savile Row. We would like to hear the thoughts of the community ahead of submitting a planning application to Westminster City Council later this year. We would be grateful if you could complete a feedback form.

Alternatively you can visit our website at 27savilerow.co.uk

If you would like to get in touch with the project team, please do so using the contact details below:

Email: sgregory@conciliocomms.com

Freephone: 0800 994 9322



Appendix H: Exhibition Boards



27 SAVILE ROW

Transforming 27 Savile Row



Thank you for reviewing our proposals for 27 Savile Row. Before submitting an application to Westminster City Council, we would like to receive your comments about our proposals. Please share your thoughts with us via our survey!

1. Firstly, what is your relationship to the area?

- Local Councillor Community Representative Business Owner
 Local Resident Visitor Worker Other

2. Overall, what do you think about our proposals to redevelop 27 Savile Row?

3. Do you support our ambition to create a more engaging and activated ground floor level? We are proposing a new restaurant at ground floor level with improved greening and public realm.

- Strongly supportive Supportive Neutral Unsupportive Very unsupportive

4. On a scale of 1-10, what do you think of our proposed mix of uses? We are seeking to provide high quality office space, restaurant at ground floor and new public realm spaces.

- 0 1 2 3 4 5 6 7 8 9 10
Strongly dislike Strongly like

5. Do you think our proposals will help revitalise this part of Savile Row?

- Yes Maybe No Unsure

27 Savile Row

27 SAVILE ROW

Transforming 27 Savile Row



6. We are implementing a number of important sustainability initiatives as part of our proposals. Of these, which are most important to you?

- Improved greening and enhanced biodiversity
- Significant reduction in operational carbon
- Use of efficient materials, reusing stone from the existing façade
- Minimal wastage with rainwater recycling and harvesting
- Promoting travel by providing cycle spaces and end of journey facilities e.g. showers

7. When considering the public art, are there any themes the team should look to include, for example, the history of Savile Row?

8. Do you have any further thoughts regarding the proposals?

9. Please leave your email address if you would like to be kept updated on our proposals for 27 Savile Row

Thank you for sharing your views with us on 27 Savile Row. If you require any further information please contact sgregory@conciliocomms.com. By providing your contact information you are consenting to being contacted. Your information will be stored by Concilio Communications Ltd, very securely, on UK servers only. If you do not wish to hear from us further, or change your mind after submitting your information, please email xselefkou@conciliocomms.com and let us know. Further details can be found at conciliocomms.com/privacy-policy

27 Savile Row

Appendix J Letter of support from the Savile Row Bespoke Association



15, Savile Row, London W1S 3PJ

Mr Mark Hollington
Westminster Planning North Area Team
Westminster City Hall
64 Victoria Street
London SW1

31st October 2022

Dear Mark

I am writing on behalf of the members of the Savile Row Bespoke Association (SRBA) to express our support for the transformation of the former West End Central Police Station, 27 Savile Row.

The Savile Row Bespoke Association is dedicated to protecting and promoting the practices and traditions that have made Savile Row the international home of bespoke tailoring. We are a key stakeholder with an interest in continued progress and improvement in the East Mayfair area ensuring Savile Row remains a global destination.

The proposed development of the West Central Police Station presents an opportunity to transform the northern end of Savile Row and bring it into step with the thriving southern part of the street.

We are also delighted that following extensive consultation, and in response to the feedback we gave, the developer has made changes to the scheme which include enhancing the ground floor appearance and introducing much needed affordable workspace for apprentice training and start-up opportunities.

The proposals brought forward will create a mixed used building consisting of world-class office space and a new restaurant, all of these changes will bring life, commerce, and footfall to the northern part of this iconic street.

We trust these comments will be afforded appropriate weight in the overall assessment of the application and hope that that the Council will reach a positive decision to support this development.

Yours faithfully

Su Thomas
Manager The Savile Row Bespoke Association

SAVILE ROW BESPOKE LTD REPRESENTS THE FOLLOWING COMPANIES:
ANDERSON & SHEPPARD · CAD & THE DANDY · CHITTLEBOROUGH & MORGAN · DAVIES & SON ·
DEGE & SKINNER · DUGDALE BROS & CO · EDWARD SEXTON · GIEVES & HAWKES · HUDDERSFIELD FINE
WORSTEDS · H HUNTSMAN · HENRY POOLE & CO · KATHRYN SARGENT · KILGOUR · MEYER &
MORTIMER · NORTON & SONS · RICHARD JAMES · RICHARD ANDERSON

Transforming former West End Central Police Station

The development of 27 Savile Row is focused on creating a sustainable, thriving new office building with a restaurant at ground floor and improved public realm, bringing new life to the northern end of Savile Row.

For the past two centuries, Savile Row has been globally synonymous with premium bespoke tailoring, being one of the many pillars of London's international cultural status. However, it is currently a street of two halves. The southern end of Savile Row is a lively destination, home to the Royal Academy of Arts, inviting shops and restaurants, and high-quality public realm.

The northern end of the street is in stark contrast where street-front activity is limited and where the lack of investment in the area's public realm is plainly evident.

27 Savile Row is a purpose-built police station which closed its front desk in 2017. It remains vacant and its imposing inactive façades do not contribute to the retail character of the area. There is an opportunity to sustainably develop the site into a mixed-use building consisting of a best-in-class office space and a new restaurant, along with much-needed public realm improvements, to bring life and commerce to the northern part of this important street.

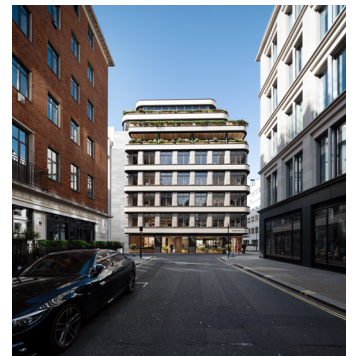
Our proposals aim to

Celebrate Savile Row and bring new visitors to this iconic street

Create Grade A office space and a vibrant new restaurant

Bring life to the rear of the building and improve public realm

Deliver a sustainable and beautiful landmark building



Listening to feedback

For the past year, we have been working in partnership with the local community to deliver a building everyone can be proud of



We held 14 meetings with interested groups



We held a webinar presentation



3,000 letters delivered to the local community



We launched a consultation website



We held a public exhibition on the plans



300 doors knocked on

You said

We did

Here is how the scheme has evolved following feedback from the local community

The amount of glazing in the building's façade is too much	Increased solidity of the façade by incorporating additional vertical columns on every façade
The restaurant windows should be 'framed' so that diners' feet cannot be seen from the street	Introduced lumber planters on every ground floor elevation, with greening that will act as a screen
Make the office entrance more attractive to those coming from Regent Street	Redesigned the glass entrance doorway into a more attractive timber
Savile Row currently lacks any greenery	Introduced new planters at ground and upper floors, which will be designed by a landscape architect with longevity in mind
We are concerned about the building's massing	Reduced overall height by 2.4m, as well as minimising the bulk of rooftop plant and further setting back the upper floors
The scheme should be as sustainable as possible	Included new planters, biodiverse green and brown roofs, a blue roof to collect rainwater. We are also maximising use of timber in construction, and reusing existing building stone
We don't like the large ground floor awnings	Reduced the canopy size from 1500mm to 600mm on Savile Row and Old Burlington Street, and to 400mm on Boyle Street
Is retrofitting not viable at this location?	Assessed all retrofit options carefully, and retrofitting has been deemed as not deliverable for the site
Affordable workspace should be included on the site	Introduced affordable workspace with potential for training, apprentices, and start-ups at basement level 2

View from New Burlington Street looking west



Initial proposal



Revised proposal

Note: Timber finish will be English oak or similar, and will be maintained so it doesn't weather. Colour shown is not the final colour or finish. Intention is to source finish similar to Dege & Skinner and Drakes

View from northern end of Savile Row looking south



Initial proposal



Revised proposal

View from corner of Boyle Street and Old Burlington Street



Initial proposal



Revised proposal


View from corner of Savile Row and Boyle Street



Initial proposal



Revised proposal

 020 3890 7305

 hello@conciliocomms.com

 **CONCILIO**