



Proposed Second Floor Plan

- New office space (green)
- Office floor plan is stepped-back from the rear of Paved Court
- New central office core (light green)
- External terraces (brown)
- Reconfigured vertical circulation (red/yellow)
- 4-8 Paved retail unit (pink)



Proposed Third Floor Plan

- New office space (green)
- Office floor plan is stepped-back again from the rear of Paved Court
- New central office core (light green)
- External terraces (brown)
- Reconfigured vertical & circulation (red/yellow)



Proposed Fourth Floor Plan

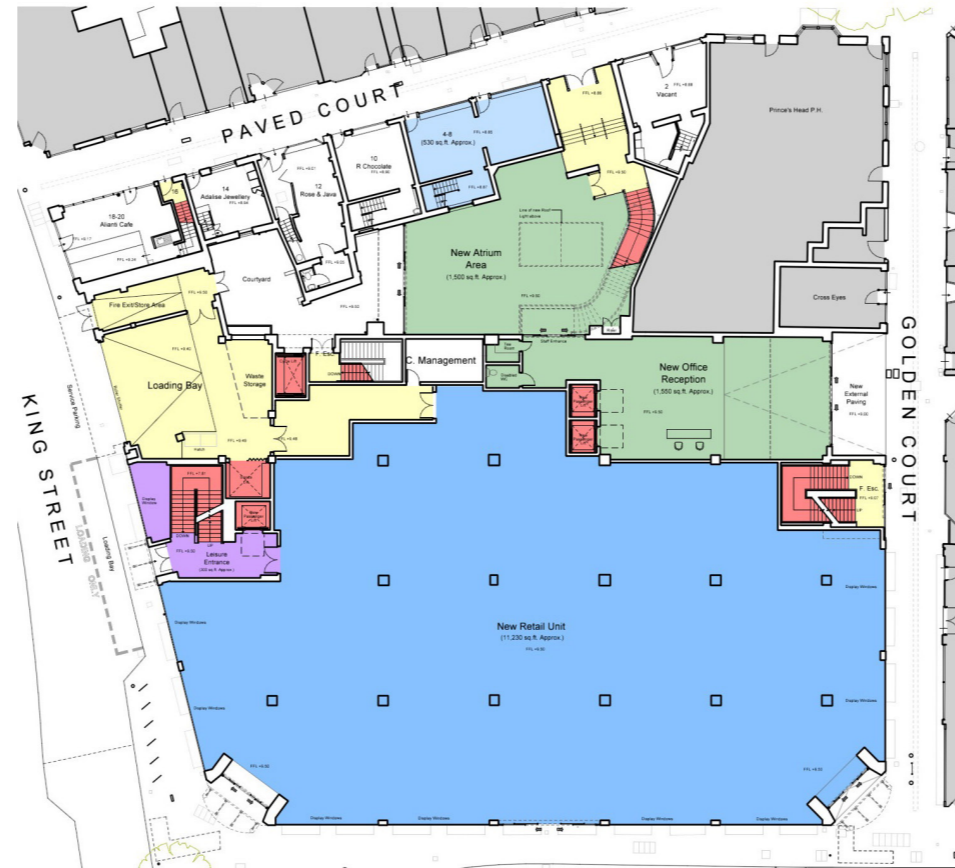
- New office space in new roof extension (green)
- New central office core (light green)
- External terraces to George Street, King Street and Golden Court sides, around the perimeter of the offices.
- Vertical circulation (red/yellow)

5.6 Basement Leisure Unit Option - Alternative Floor Plans



Proposed Basement Level

- Retail space converted into a new D2 Leisure Unit (purple)
- Cycle parking, changing rooms & staff facilities (green)
- Substation (and potential extra plant area)
- Reconfigured vertical & horizontal circulation (red/yellow)



Proposed Ground Floor Plan

- Reconfigured retail space (blue)
- Loading retained as existing (yellow)
- Primary office entrance & reception off Golden Court (light green)
- Leisure unit entrance off King Street (purple)
- New atrium (green)
- Reconfigured vertical & horizontal circulation (red/yellow)
- 4-8 Paved Court autonomous retail unit (pink)



Proposed First Floor Plan

- Reconfigured retail space (green)
- New central office core (light green)
- Void over Golden Court office entrance
- Reconfigured vertical circulation (red/yellow)
- 4-8 Paved retail unit (pink)

Upper floors are the same as the primary scheme

5.7 Design Development of the Third Floor



Third Floor Plan dated 24/10/18

- Issued with Pre-Application



Third Floor Plan dated 30/11/18

- Issued following Meeting with Planning Officers 13/11/18
- Proposed extension removed to the left of the new core, reducing the area of office by 31 sq.m



Third Floor Plan dated 22/03/19

- Issued following receipt of written response from Planning Officer's dated 25/01/19
- Proposed extension removed to the left of the new core, reducing the area of office by 91 sq.m

5.7 Design Development of the Fourth Floor Extension



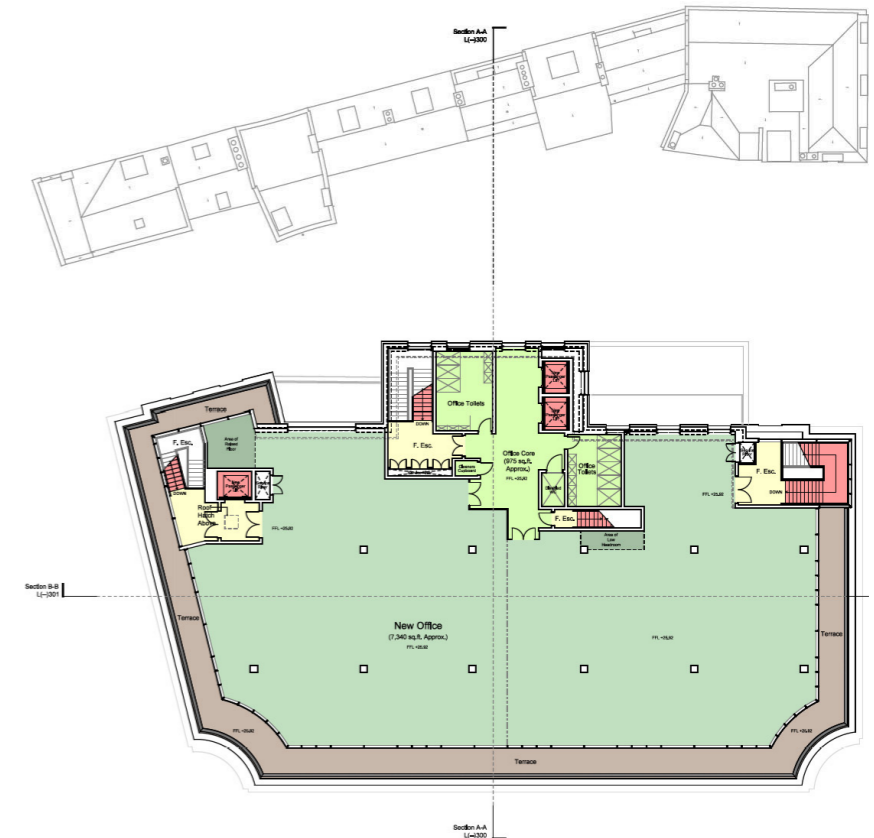
Fourth Floor Plan dated 24/10/18

- Issued with Pre-Application



Fourth Floor Plan dated 30/11/18

- Issued following Meeting with Planning Officers 13/11/18
- Proposed extension removed to the left of the new core. Some modifications to proposed cores mean the area of proposed office remains the same.



Fourth Floor Plan dated 22/03/19

- Issued following receipt of written response from Planning Officer's dated 25/01/19
- Proposed extension removed to the right of the new core, reducing the area of office by 131 sq.m

6. Scale

6.1 Size of the Existing Department Store

6.1.1 75-81 George Street is a large 4-storey (plus basement) building providing a recognisable and distinctive landmark at the end of George Street and the junction with Hill Street. It is one of the first buildings to welcome visitors to Richmond on the one-way traffic system of George Street.

6.1.2 Changes in the retail market saw the building become too large for the existing House of Fraser department store operation and prospective new tenants have indicated a desire for a more manageable retail unit of only two storeys. The existing layout of the building means the retail floor space could be split between one, two or three occupiers, whilst still ensuring an active high street frontage. This motivates the proposed development to convert upper storeys into office space, taking over retail area that would otherwise become vacant.

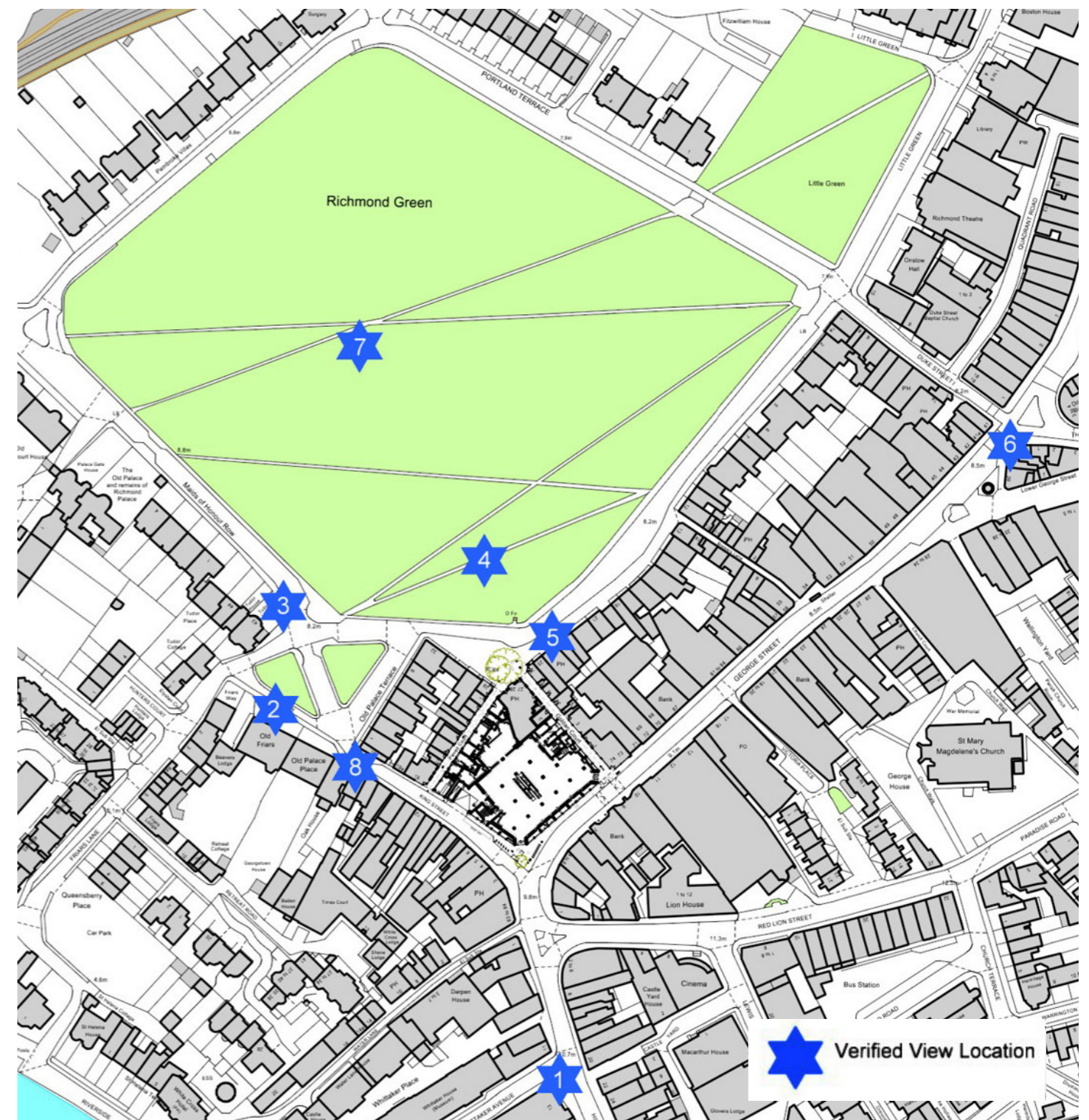
6.2 Scale & Massing of the Proposed Development

6.2.1 The intention is to add a further office level as an 8,000sq.ft extension on the roof. This extra level will be stepped-back two metres from the perimeter of the building to reduce its visual mass when viewed from street level. Daylight and Sunlight reports have been produced by Colliers to assess the impact on neighbouring properties and these are included with the Planning Application. Based on the findings no mitigation measures have been deemed necessary for affected daylight and sunlight levels.

6.2.2 The new roof extension is the element that will have the most visual impact on the setting of the Central Richmond Conservation Area when the building is viewed from along George Street and King Street, and on the Richmond Green Conservation Areas when viewed from The Green. Although it adds mass to the top of the existing building, the new level will replace two bulky and obtrusive existing elements. The largest of these is a stair and lift enclosure which will be incorporated within the new extension.

6.2.3 Approaching Golden Court from the direction of The Green the extensions proposed at the rear of the building will also be visible. However, the Heritage and Visual Impact Assessment produced by KMH considers the increased massing is appropriate to the scale of the existing building. The Assessment document features more detailed and systematic assessments of the impact of the proposals on the surrounding areas.

6.2.4 As an aid in properly understanding and assessing the visual impact of this extension, a series of six “Verified Views” have been produced of the proposals which show the building from a variety of different viewpoints. These architectural photo-montages have been created in accordance with published Guidelines to a high level of verifiable accuracy using collected survey data, precise photography and a strict recorded methodology. In response to the Richmond Society’s request at our meeting on 31st May, a further two views have been produced, bringing the total to eight.



6.3 Verified Views - View 1



Existing View from Hill Street



Proposed Verified View from Hill Street