

Welcome

Welcome to our public exhibition on Endurance Land's proposals for 99 City Road. We are delighted to present our latest plans for the site.

We are eager to hear the community's views on our proposals on the future of the site before submitting a planning application to Islington Council early next year.

We welcome feedback from local residents, businesses, and organisations to help shape the plans.



The Team



Endurance Land is a commercial property company that specialises in the active management of buildings that require refurbishment or development, primarily within Central London and the M25. The company's mission, through its experienced management team, is to be an industry leader in sustainable and technology driven development and property investment in the UK market



Kanda are specialists in working with community organisations, residents, and businesses to ensure they have the opportunity to offer meaningful, early input into local developments.



DP9 is a leading independent, specialist planning consultancy based in London. Their work is wide ranging but is renowned for their involvement in delivering some of the most challenging and high-profile projects in and around London and the South East



KPF are London-based, world-renowned architects known for their ability to create memorable places, successes at transforming and extending existing buildings to give them new leases on life, and history of working in incredibly sensitive contexts across London and beyond. KPF's work includes designing some of the world's tallest, but also some of the world's most contextual, high-rises; London's most significant areas and public spaces; and their sophistication in resolving varied programmes and public benefit into striking, inventive and contextually appropriate forms.



Publica is a London-based urban design and public realm practice that works to make our cities more successful, functional and beautiful. Publica surveys neighbourhoods, undertakes rigorous research and provide strategies and design for innovative, inclusive and sustainable growth, policy and planning.



Regent Quarter, Islington, Endurance Land + Publica



Farringdon Road, Islington, Endurance Land



One Crown Place, Shoreditch, KPF

The Site

99 City Road is a key site on the Old Street Junction – the focal point of a bustling commercial and business district that nurtures a significant cluster of the UK’s technology firms and start-ups.

The site is directly opposite the Central Foundation Boys’ School, a secondary school and sixth-form college.

The building is currently home to Inmarsat, but they will be vacating the building in the coming years.

The relocation of Inmarsat provides an excellent opportunity to rethink how the site relates to its neighbours.

The Local Plan identified 99 City Road as a key development site, with the ability to increase office floorspace and improve the economic potential of the building.

Islington Council has designated the site for a ‘district landmark’ building. The site does not fall within London’s key strategic views (LVMF) and is in the Central Activities Zone.

Looking south down City Road



Old Street



Entrance from Old Street Junction



Entrance to Old Street Junction



Cowper Street



Cowper Street



Why Redevelop 99 City Road?

The redevelopment of 99 City Road provides an important opportunity to improve the public spaces and pedestrian experience, creating benefits for our neighbours and those who visit or work in the area.

Tech City is designated as an Opportunity Area of strategic national importance and will help consolidate London's position as the tech capital of Europe.

The City Fringe Opportunity Area Planning Framework

Islington Council has an unprecedented need to deliver office space – approx. 400,000 sqm by 2036.

Islington Local Plan - Employment 2020

The Old Street roundabout is the focal point of the Tech City and holds the important role as a high-quality gateway to the Tech City, with tailored architecture and public realm.

Cty Fringe Opportunity Area Planning Framework 2015

99 City Road should 'become the focal building of the Old Street Cluster. The tall building would need to be of high quality and outstanding architecture that adds distinctiveness to the centre of the cluster and set a worthy counterpoint to the Atlas Building opposite.

Islington Tall Building Study 2018



- ① Building is not distinctive to centre of cluster. Building is prominent but not a focal point
- ② Dominant 'glass wall' does not engage with public and local vibrant community
- ③ Disjointed from heritage assets nearby
- ④ North main entrance uninviting and 'hidden' South entrance's stepped + ramp access
- ⑤ Circulation not resolved around underground station entrance point, creating a pinch point
- ⑥ Fenced-off garden unappealing, blocks pedestrian flow and prevents engagement

You Said, We Did

The project team engaged with the communities and stakeholders in Old Street to inform the proposals for 99 City Road.

The table below details how our proposals address the key priorities communicated to us through our first stage of the consultation.

You Said

Old Street needs more plants and open green spaces that contributes to the biodiversity.

More community spaces where local residents can hold events.

“Old Street feels like a constant construction site.”
– *Local Resident*

The need for a space for creatives and cultural programming.

“The Barbican is nearby but it needs more space in the local area for creatives”

The need for a space that promotes social wellbeing.

We Did

We propose creating new open green spaces – approximately 17,000 sq ft of terraces and urban greening through greening on the ground level, façade and roof terrace.

We propose an accessible open ground floor that will contain a flexible community space. At 5,500 sq ft, the room will be suitable for a range of events and gatherings.

We understand the current frustration and feelings towards construction work at the Old Street junction. We plan to retain 63% of the current building, which will minimise the impact of construction on local residents and visitors.

Understanding the need for affordable space for local artists, we will provide creative arts and exhibition space – approximately 5,500 sq ft suitable for a wide range of artistry.

We hope through the accessible space on the ground floor we can support local wellbeing groups to create a space that promotes social wellbeing.

Our Vision

Endurance Land plans to optimise the site's potential by delivering a modern, high-quality office development that will positively contribute to the surrounding area around Old Street and provide important local benefits.

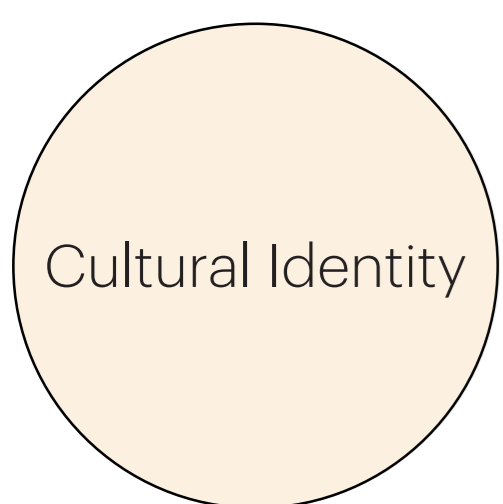
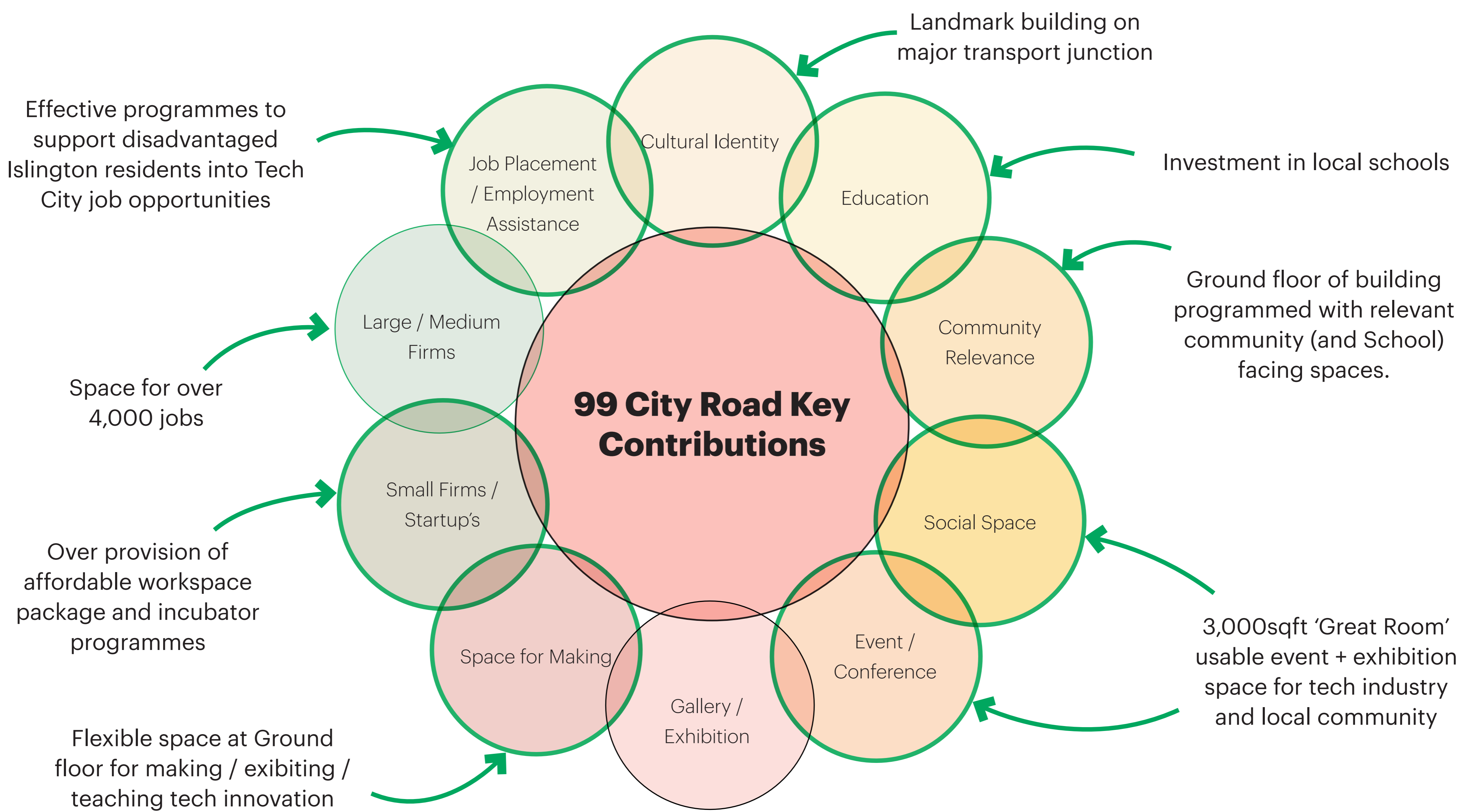
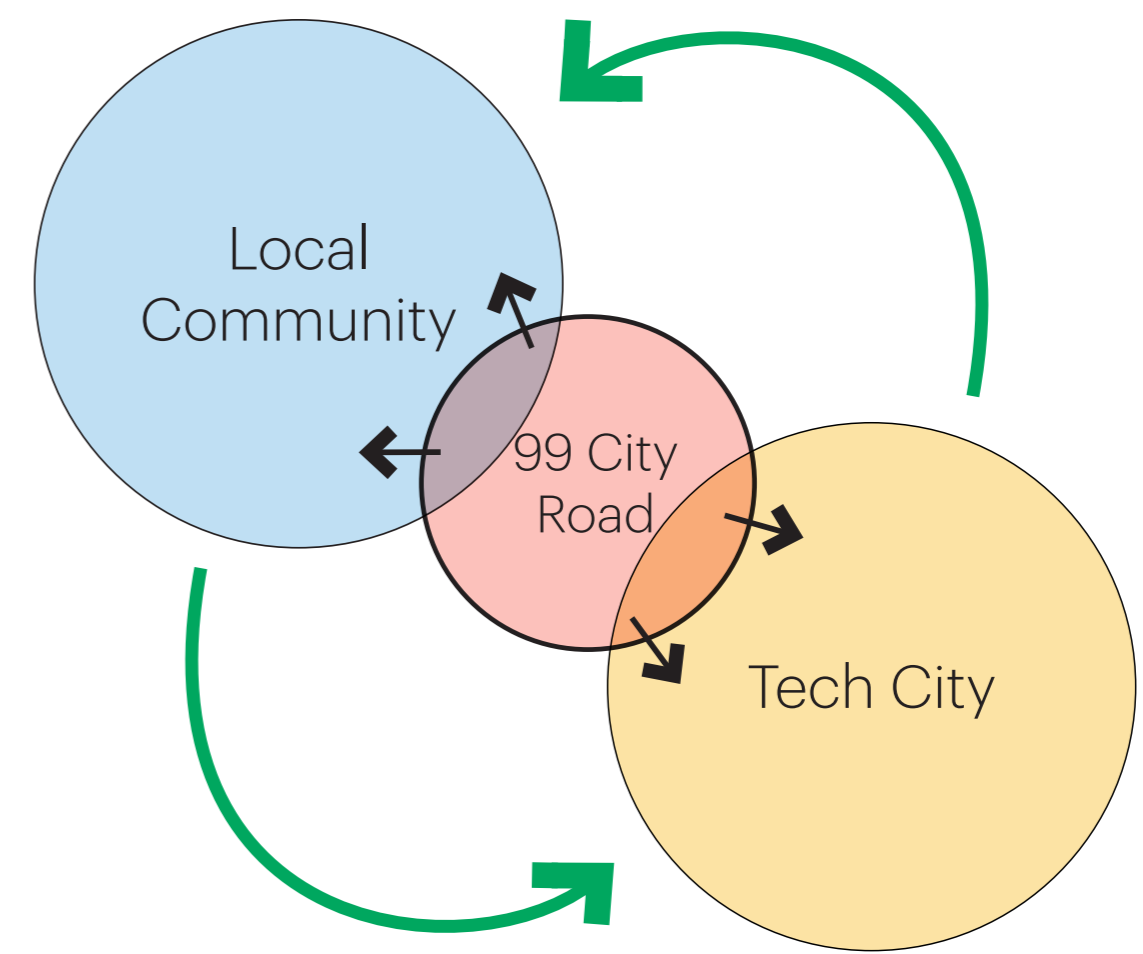
Our vision includes:

- Optimising the building's potential by creating 480,000 sq ft of **new high-quality flexible workspaces, including affordable workspace.**
- Creating a building that will become an **ecosystem for Old Street's creative and tech industries.**
- Create a grand 3,000 sq ft **Great Room** at the heart of the development that is designed to benefit and meet the needs of the local community.
- The new building will be set back from the Old Street junction, **creating new public spaces, widened pavement and improved pedestrian experience.** We are proposing 6,000 sqft of exterior public space – a 280% increase from existing space.
- **Contributing and adding to the existing personality of Old Street** by creating a building that engages with its surroundings, has an active relationship with the new Old Street junction, and relates to heritage buildings in the area.
- Setting a new benchmark for sustainability in a post-covid world by upgrading energy efficiency, installing an **urban roof garden, communal green spaces and 900 cycle parking spaces** to promote cleaner air quality.
- **Upgrading the building, its design, efficiency, and connection to the local community.**

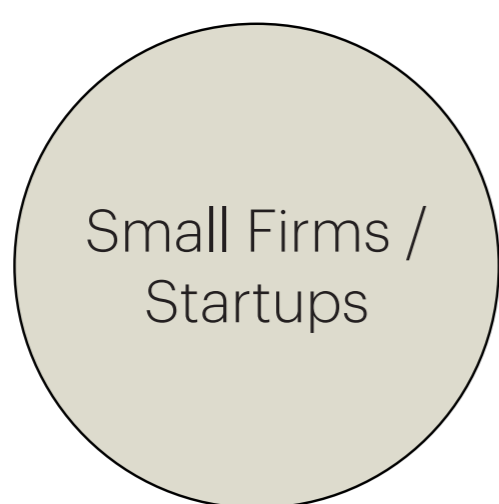


Making 'Tech City' Work for Islington's Communities

The 'Tech City' cluster of innovation around Old Street Junction has fallen behind other parts of London, as key firms have moved away. Development of 99 City Road is an opportunity to reinvigorate 'Tech City', and crucially, connect it to its host communities in Islington in a way it hasn't done so before.



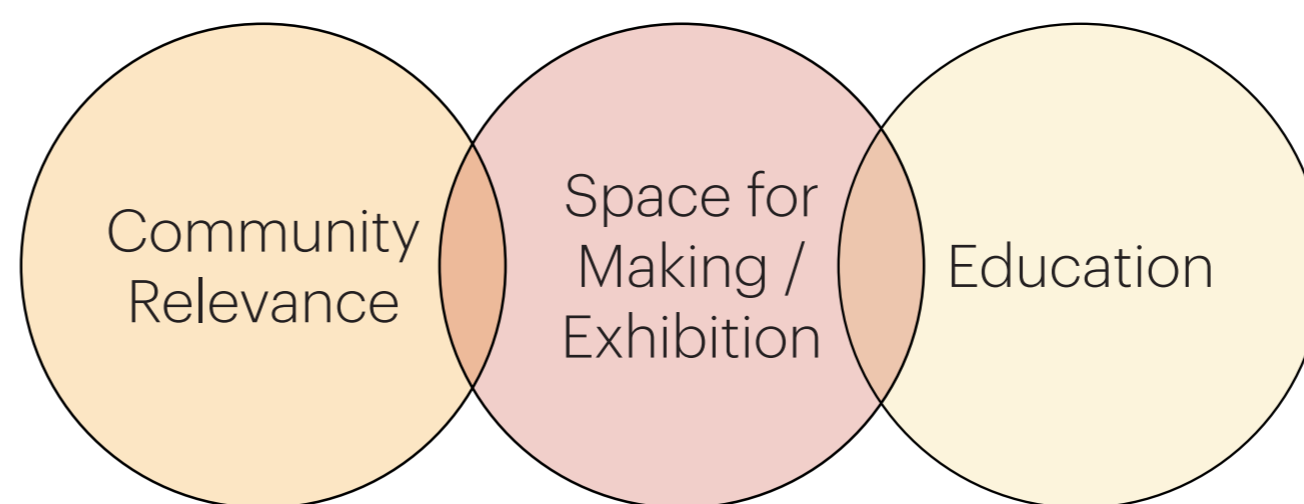
Landmark building on major transport junction signalling centre of UK's Tech Industry



Provision of 10% affordable workspace within the development
Incubator Startup Programme

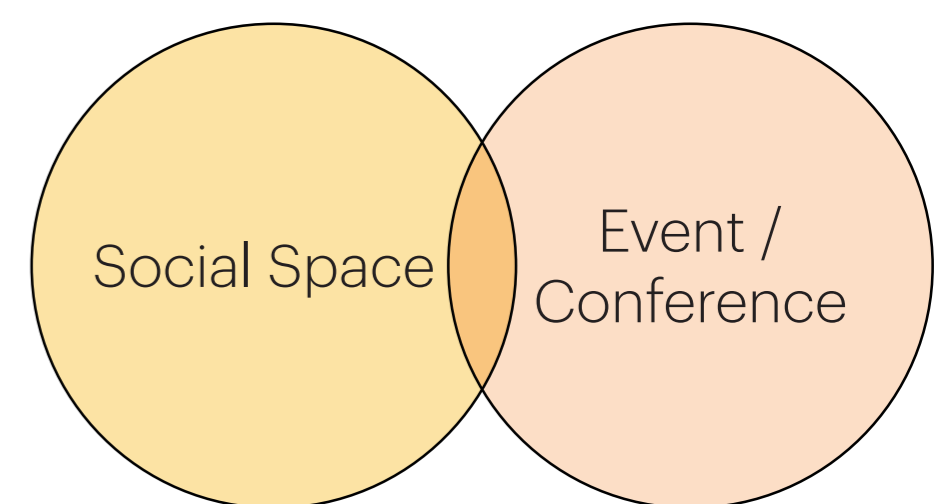


Effective programmes to support disadvantaged Islington residents into Tech City job opportunities.



Flexible Space at the Ground Floor usable for making / exhibiting / teaching tech innovation
Space can also be used by school and local community groups

5,500 sqft Space Provided



Flexible 'Great Room' indoor space for community use / events / markets /

3,000 sqft Space Provided

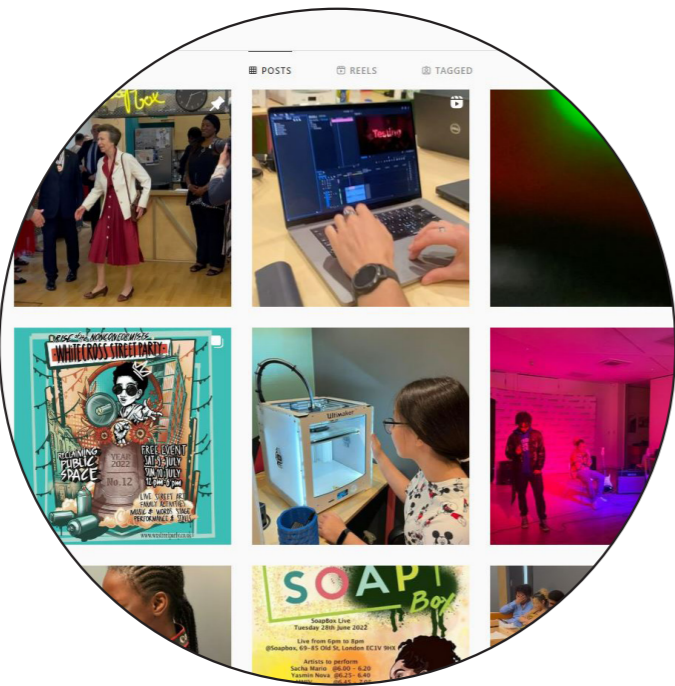
Spaces for Community

We want to transform the ground floor of 99 City Road to create 21,500 sqft of publicly-accessible spaces. These will include a 5,500 sqft flexible community space, 6,000 sqft of outdoor public space, a cafe/bar and a 3,000 sqft 'Great Room'.

Although we are at early stages of our design, we want the ground floor to be an ecosystem which combines maker spaces, cultural programming, retail, and community use.



School Assembly / Activity Space



Makerspace / Exhibition / Tech Innovation Teaching



Affordable art studios



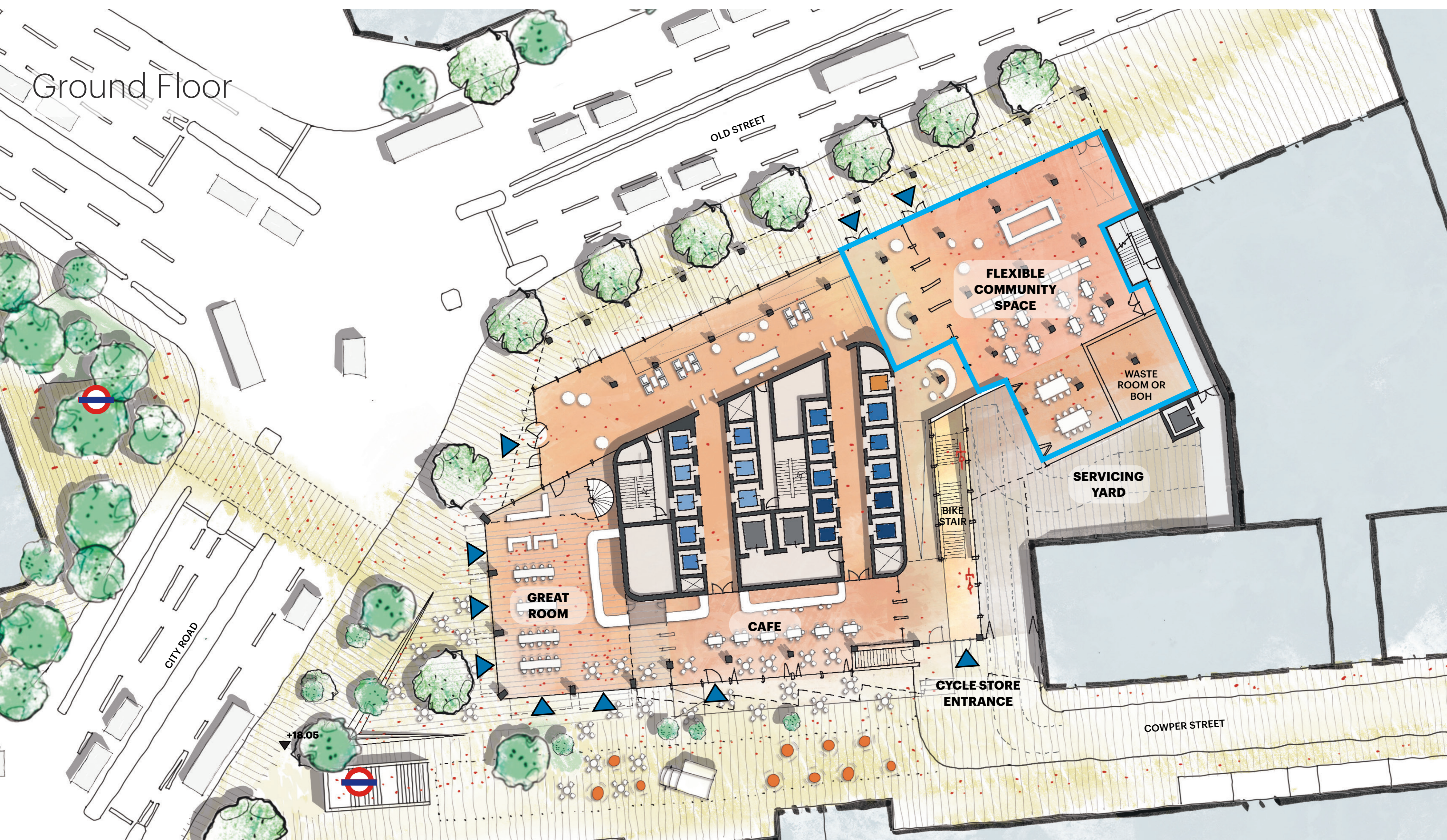
Local Art Gallery



Community Town hall



Local Charity Headquarters



Options for a Great Room

The room will be a large, triple-height space that will be open to street during the summer months, making the building active and permeable.

- Large, permeable, publicly accessible open space for multiple uses, all year-round.
- Varied green spaces to provide urban greening and continuous interest .
- Carefully locally curated events to celebrate and promote existing and new cultural activities.

We have three ideas for how the space could work:

Winter Garden

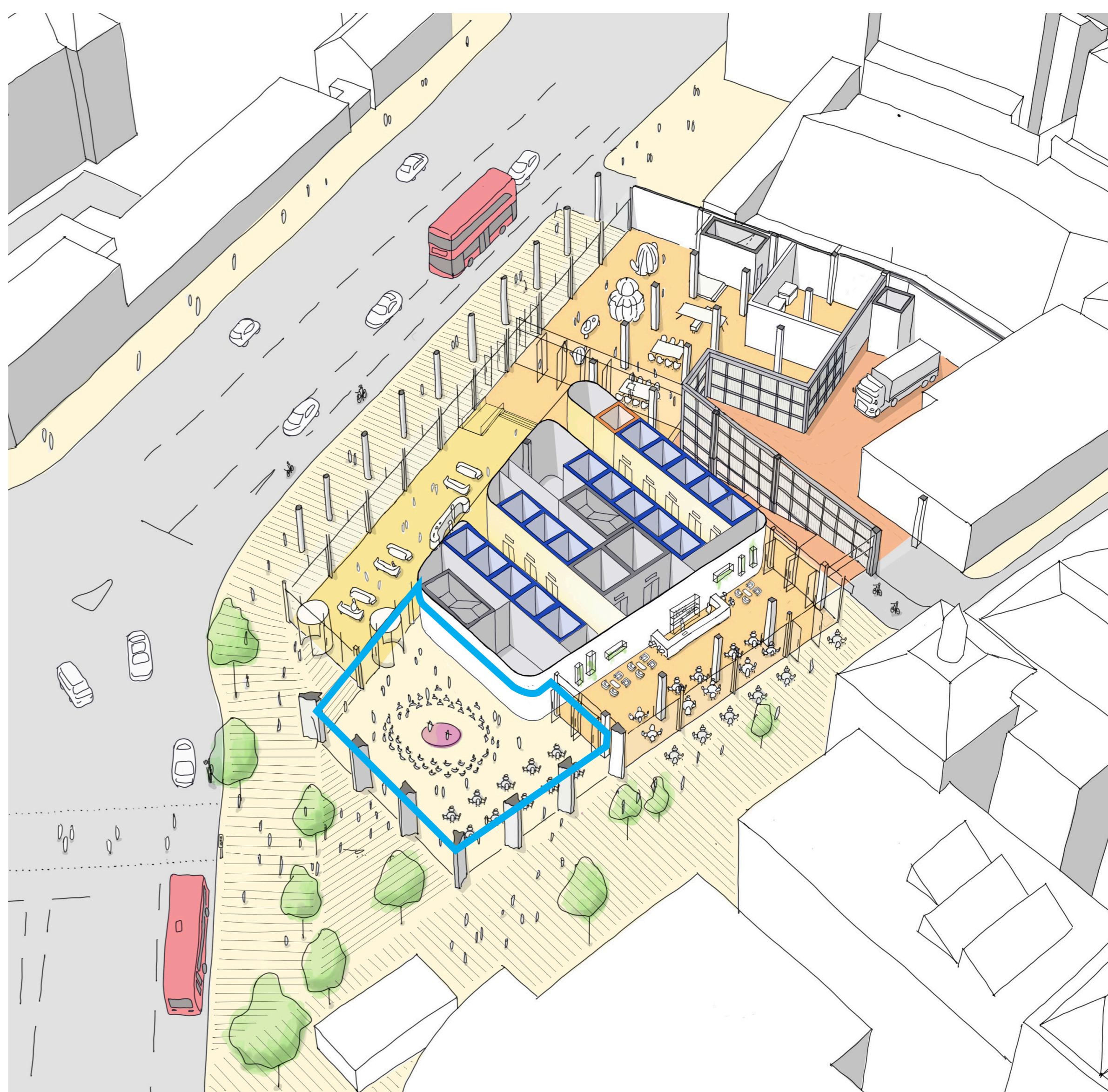
A fully planted winter garden with large areas of permanent planting (which will restrict its flexibility)

'Orangery'

Planting concentrated at the rooms' edges, walls and ceilings, enabling more flexible space for events.

Flexible Urban Room

A flexible urban room which will be able to accommodate a curated programme of events. These could include markets, exhibitions, meetings and performances.



Winter Garden



'Orangery'

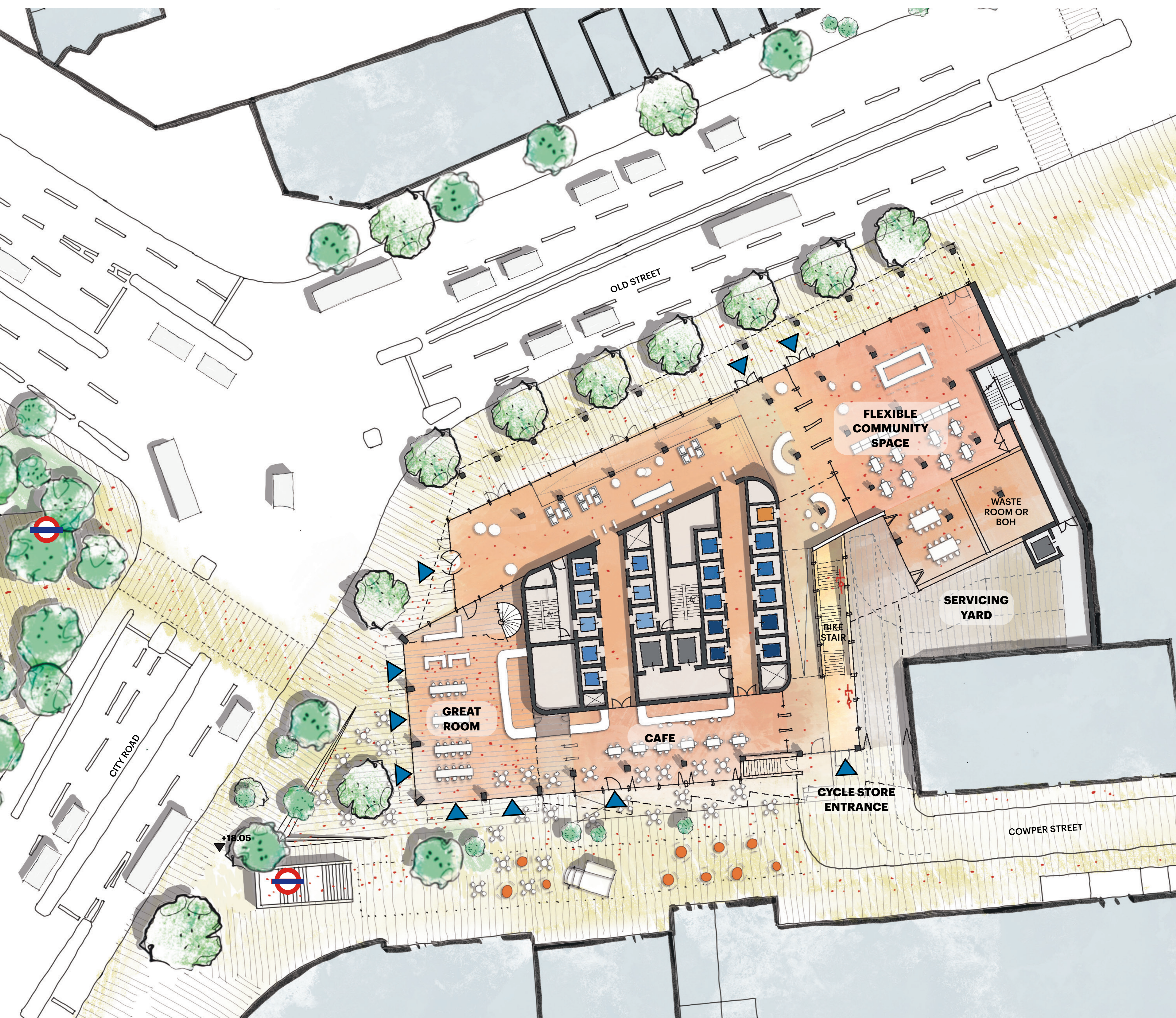


Flexible Urban Room

Ground Floor

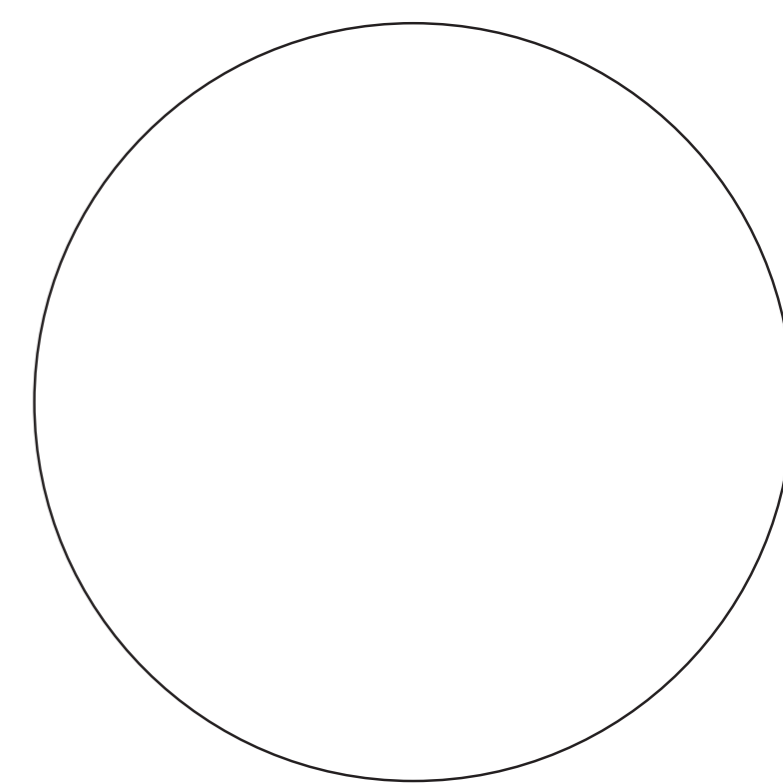
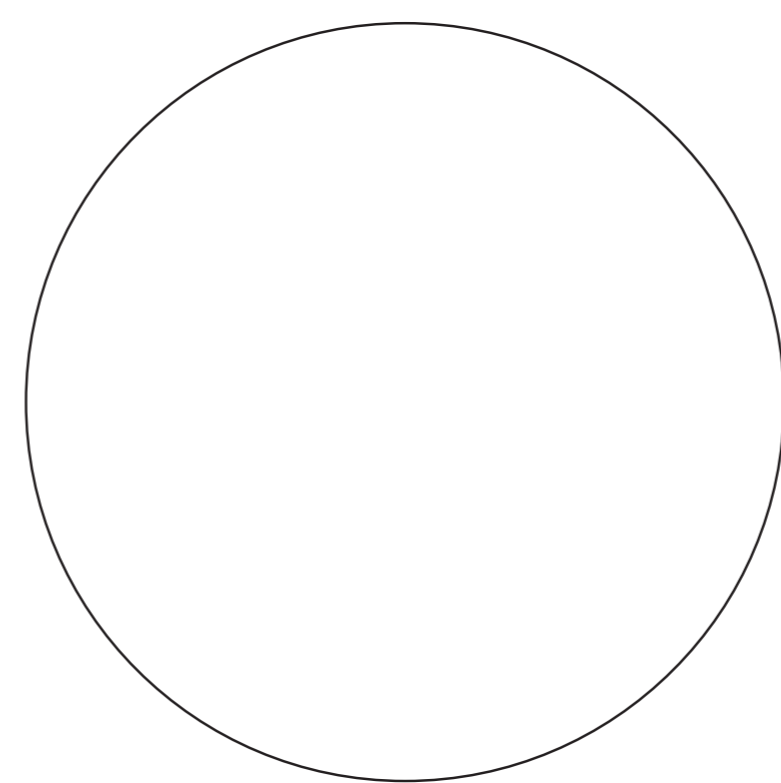
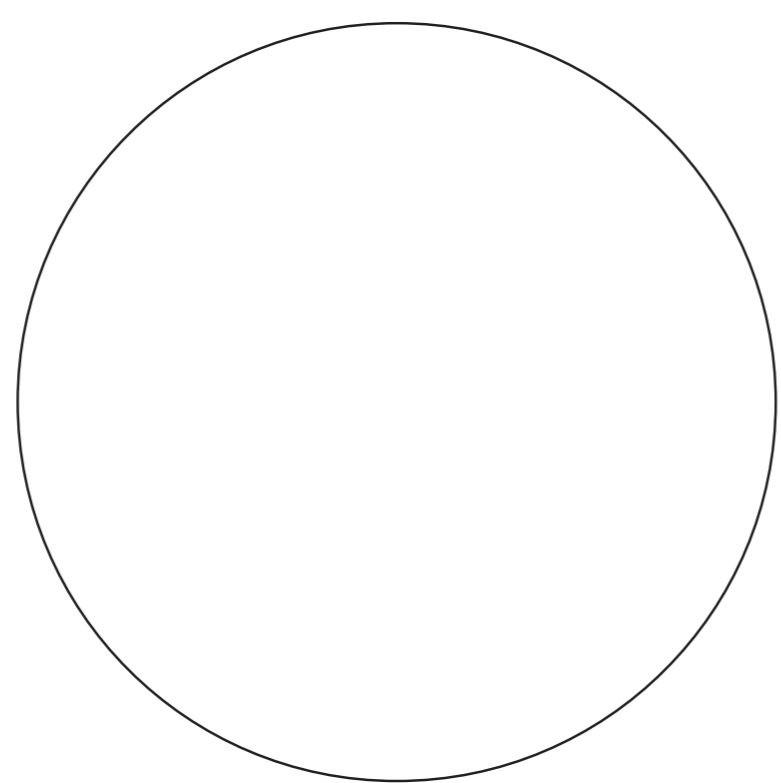
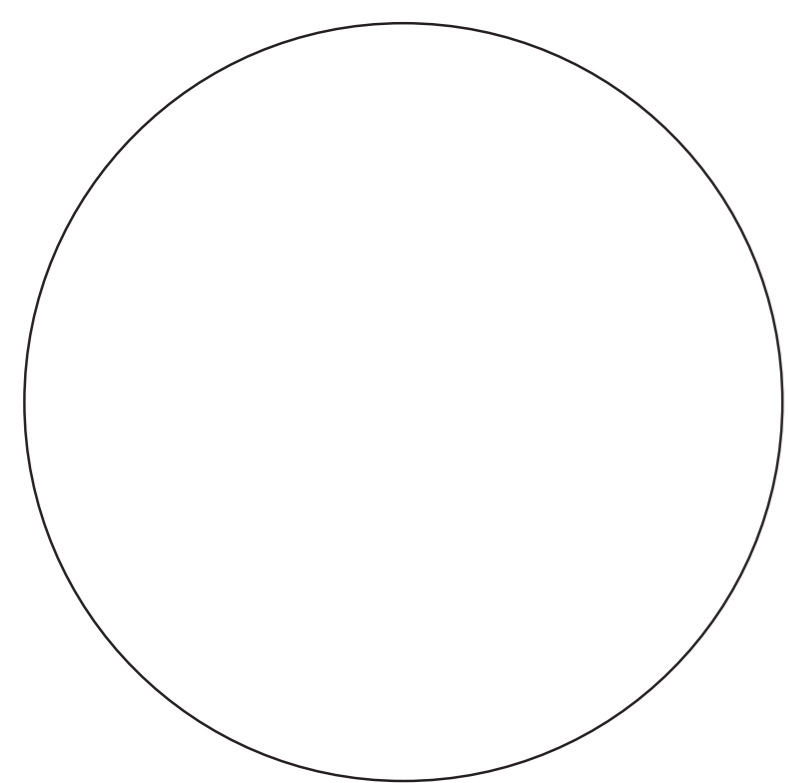
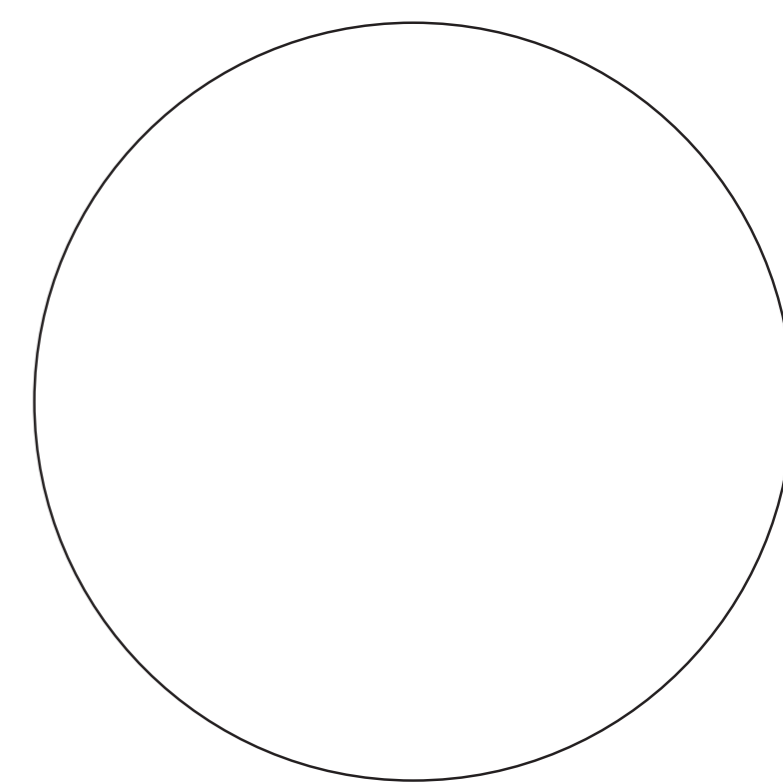
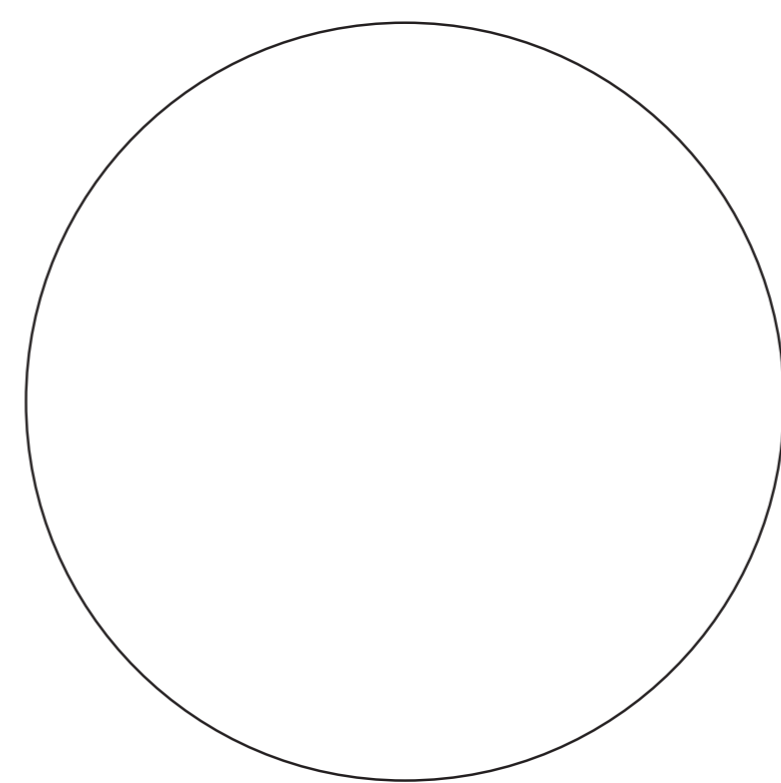
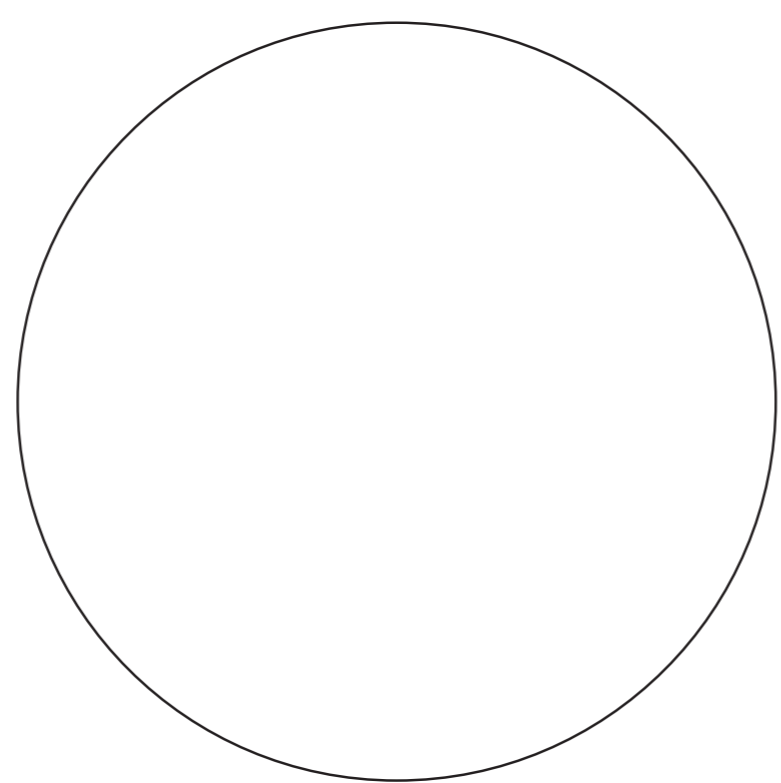
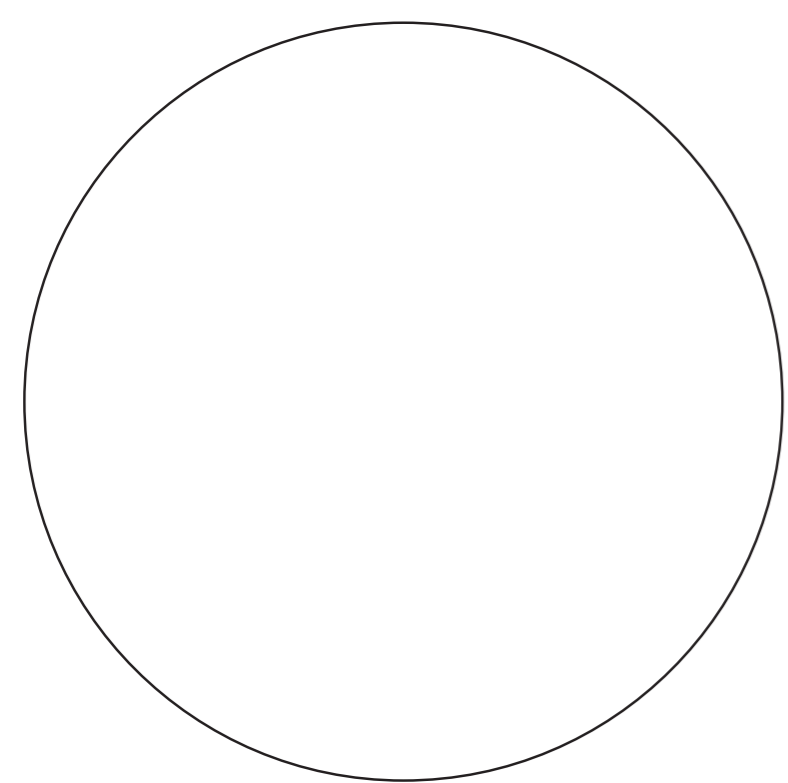
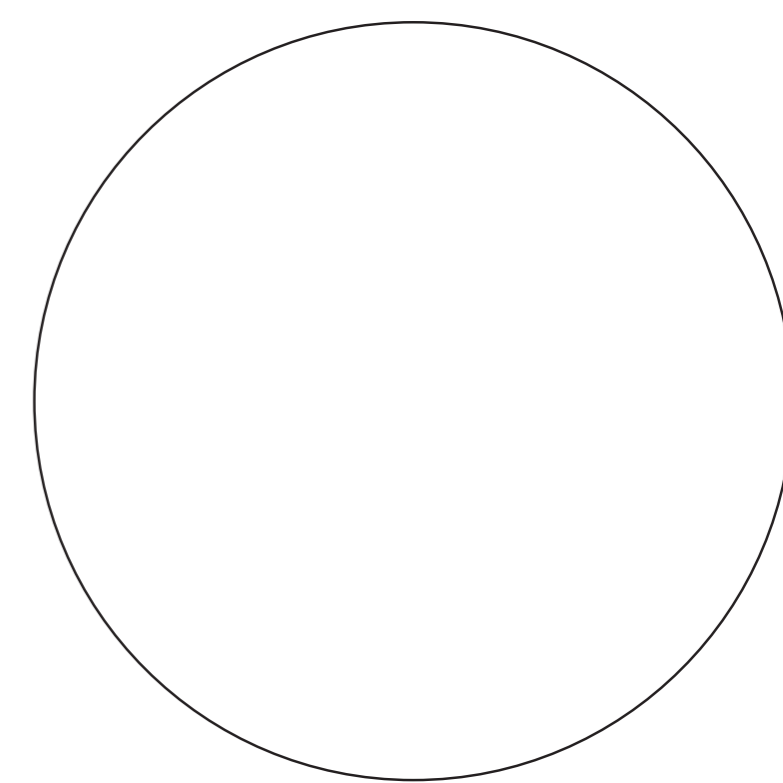
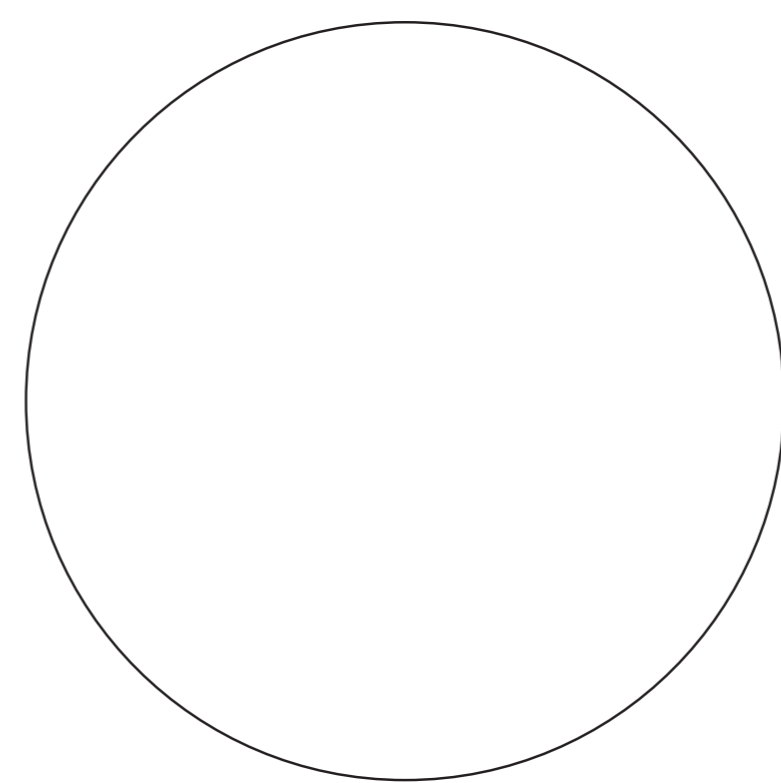
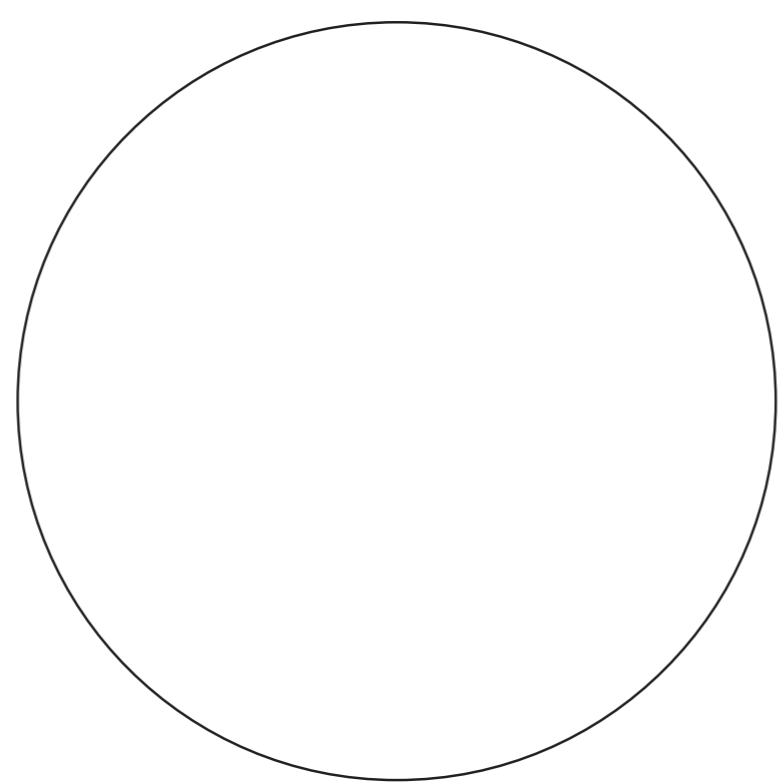
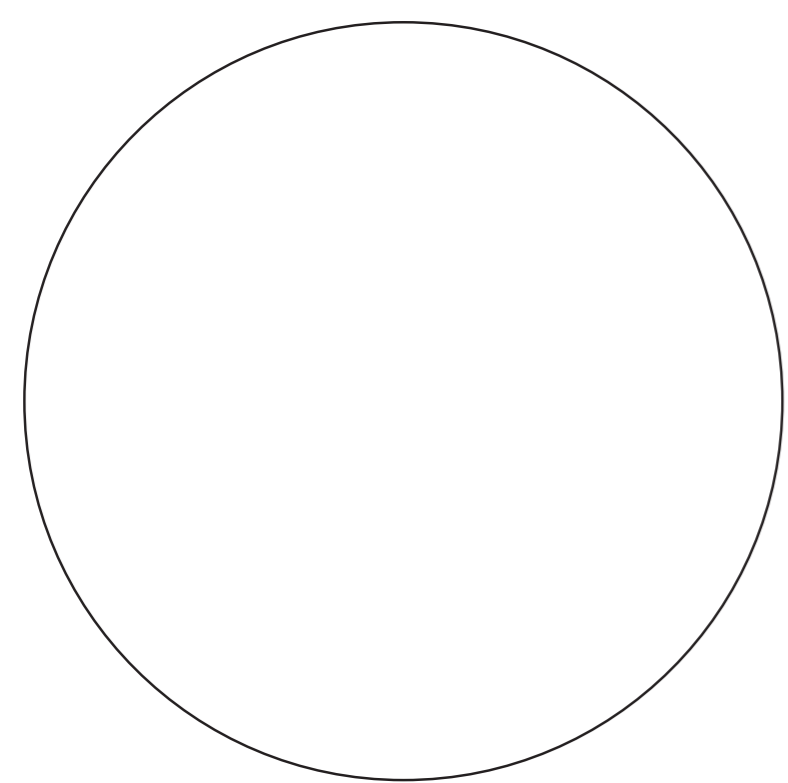
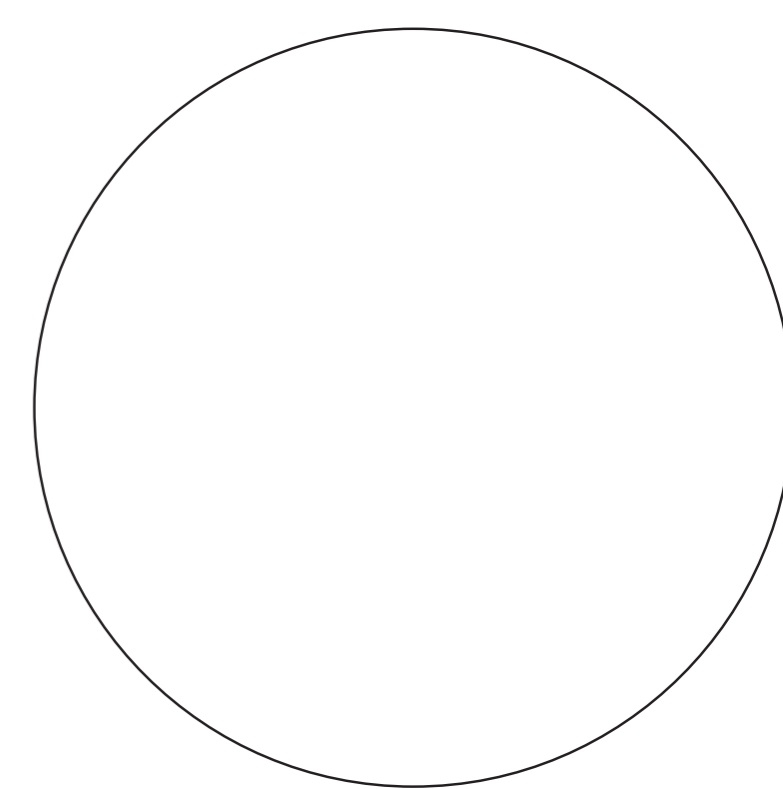
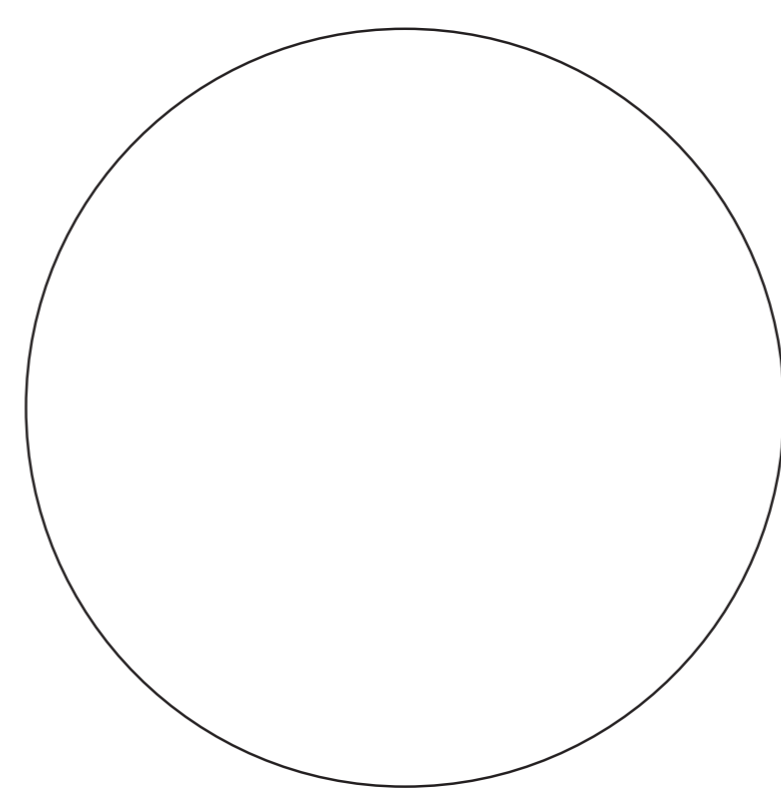
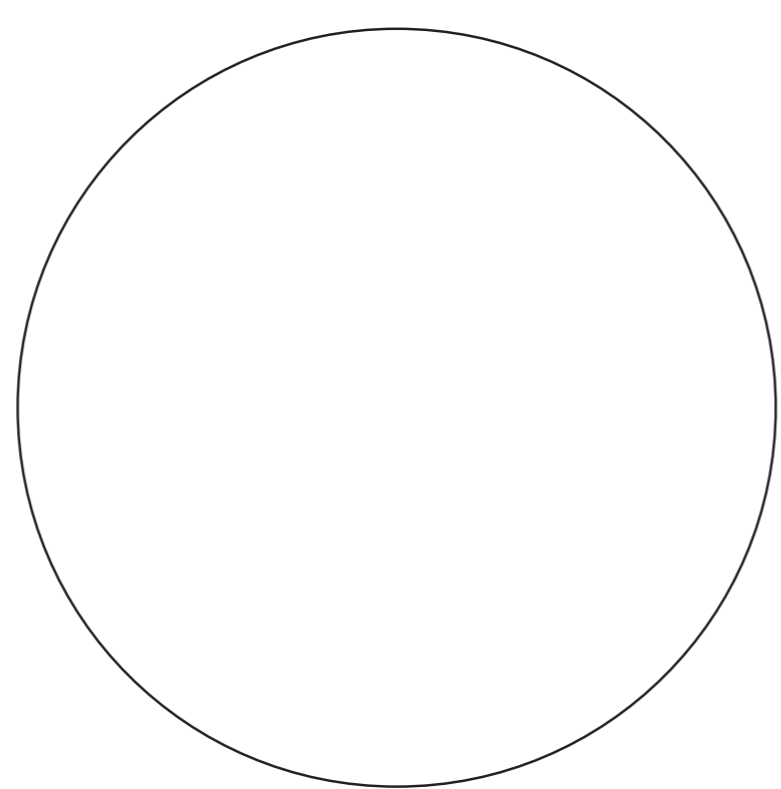
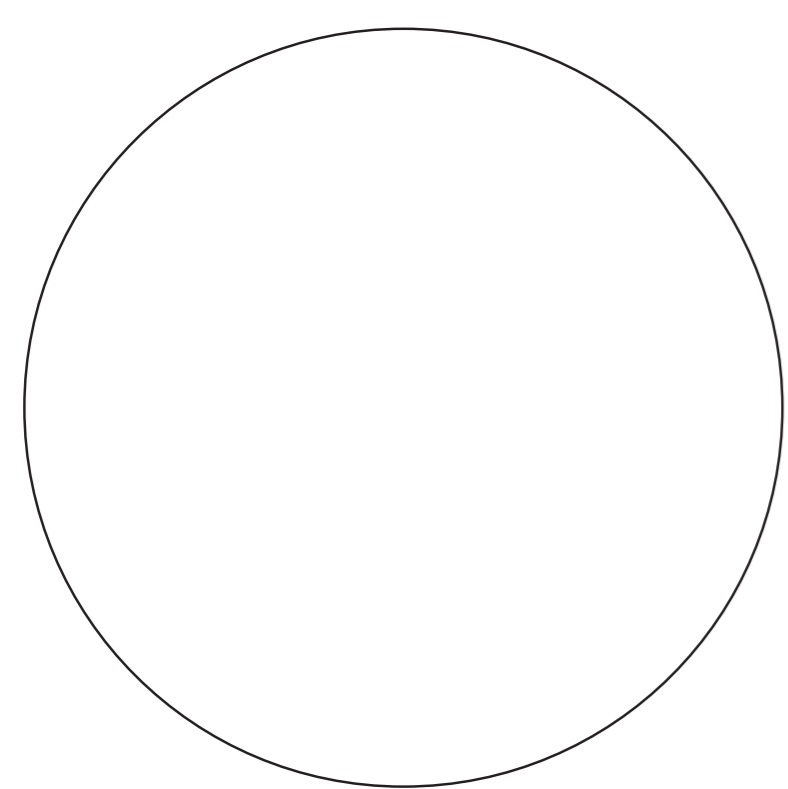
Please use a sticky dot to indicate which of the spaces you think you would be interested in using

- Red dot: live locally
- Blue dot: work locally
- Green dot: connected to the School
- Yellow dot: connected to a local community group



What Would You Like To See Here?

Please use a sticky note to share your ideas for what you would like to see within the ground floor flexible community space and which local groups or organisations could use these spaces:



Materials and Design

The building design will be rooted in the distinct history of the local area. Its facades and appearance will take inspiration from the Victorian buildings in the neighbouring Conservation Areas of Bunhill Fields & Finsbury Square and South Shoreditch.

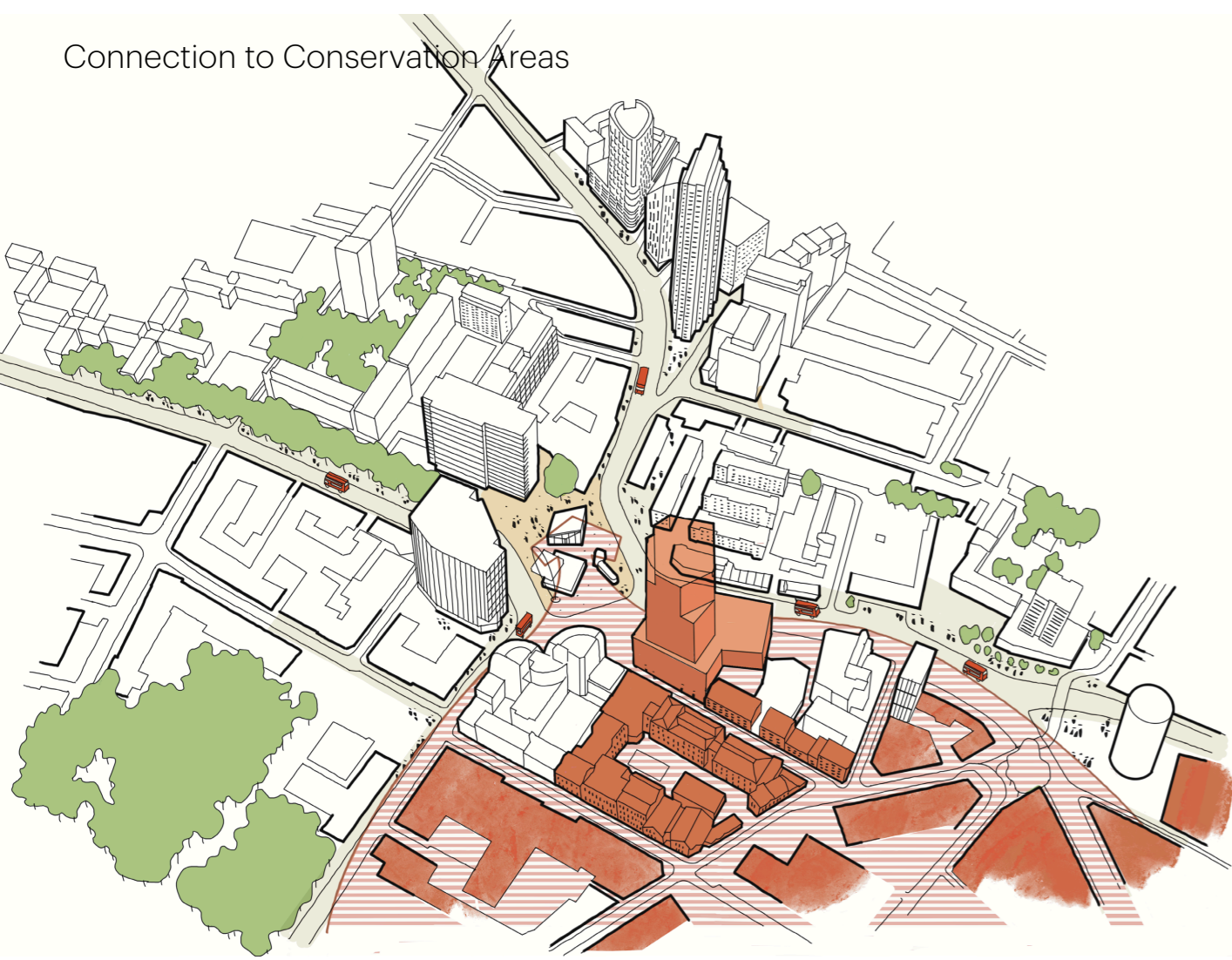
The facade design has been developed to respect the folded nature of the massing as well as emphasise the slender proportions of the tower. The solid terracotta facade is coloured by taking inspiration of the character of the warehouse buildings in the neighbouring area.

The proposed scheme is 159.5 metres tall helping to produce an elegant and well-proportioned building. The tower remains slender and steps backwards to diminish in scale as it extends upwards, whilst creating urban greening on numerous terraces.

We have tested a number of options and carefully positioned the building's massing to allow light to penetrate into the centre of the junction and nearby residential buildings.

A taller, more slender building enables us to cut back the footprint of the building, enabling light through to neighbours and the public spaces of the Old Street junction. The Bezier Building will see a significant improvement to its daylight.

Connection to Conservation Areas



Imperial Hall - Terracotta Facade Articulation, Texture, and Colour



Terracotta - Texture and Colour Variation



Public Spaces Around the Building

Our proposed design creates an arcade that sits within the retained structure of the existing building.

The building will be set back from Old Street to allow the pavement alongside City Road and the entrance to Old Street Station to be widened to create a better experience for pedestrians.

We would also like to make Cowper Street a more welcoming place for pedestrians and are exploring the potential for a 'shared street', that prioritises pedestrians, with active cafe uses overspilling onto a pedestrian focused environment.



Sustainability

The proposals for 99 City Road will prioritise and put sustainability at the forefront of the redevelopment.

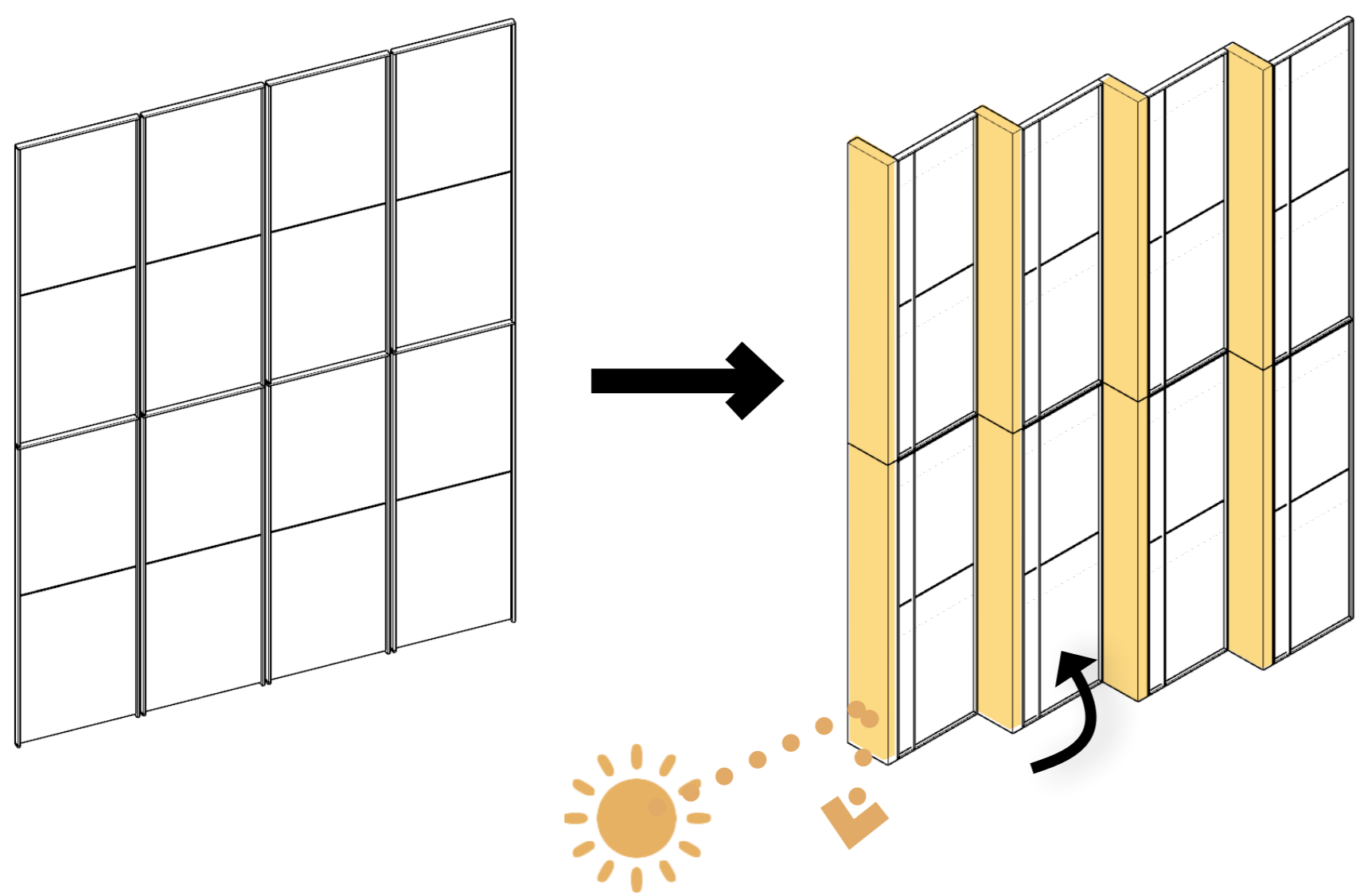
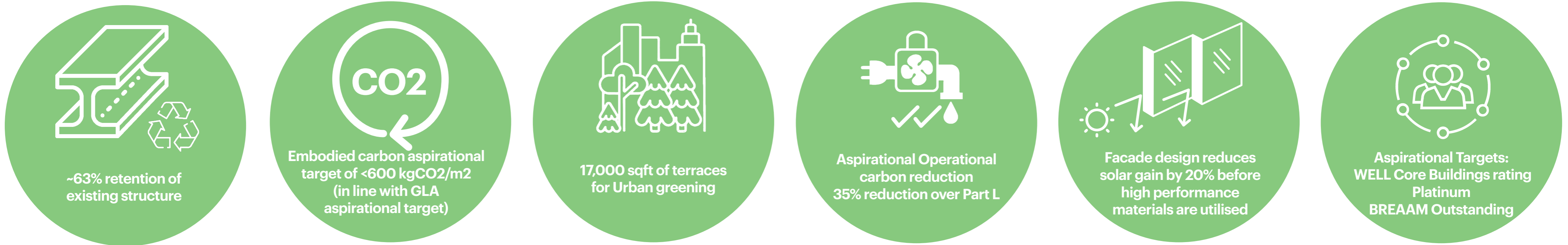
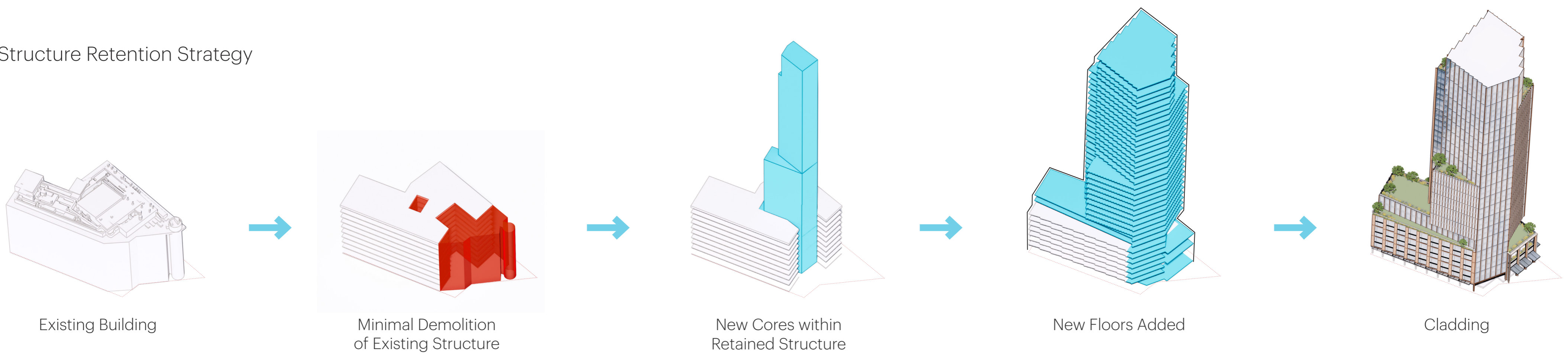
We're aiming to set high standards and go beyond meeting the minimum compliance regulations to ensure the building's longevity and climate resilience.

We will take a holistic sustainable approach – from incorporating sustainable practices along our complete value chain to reusing or recycling as much material as possible, at both the development and operational stages.

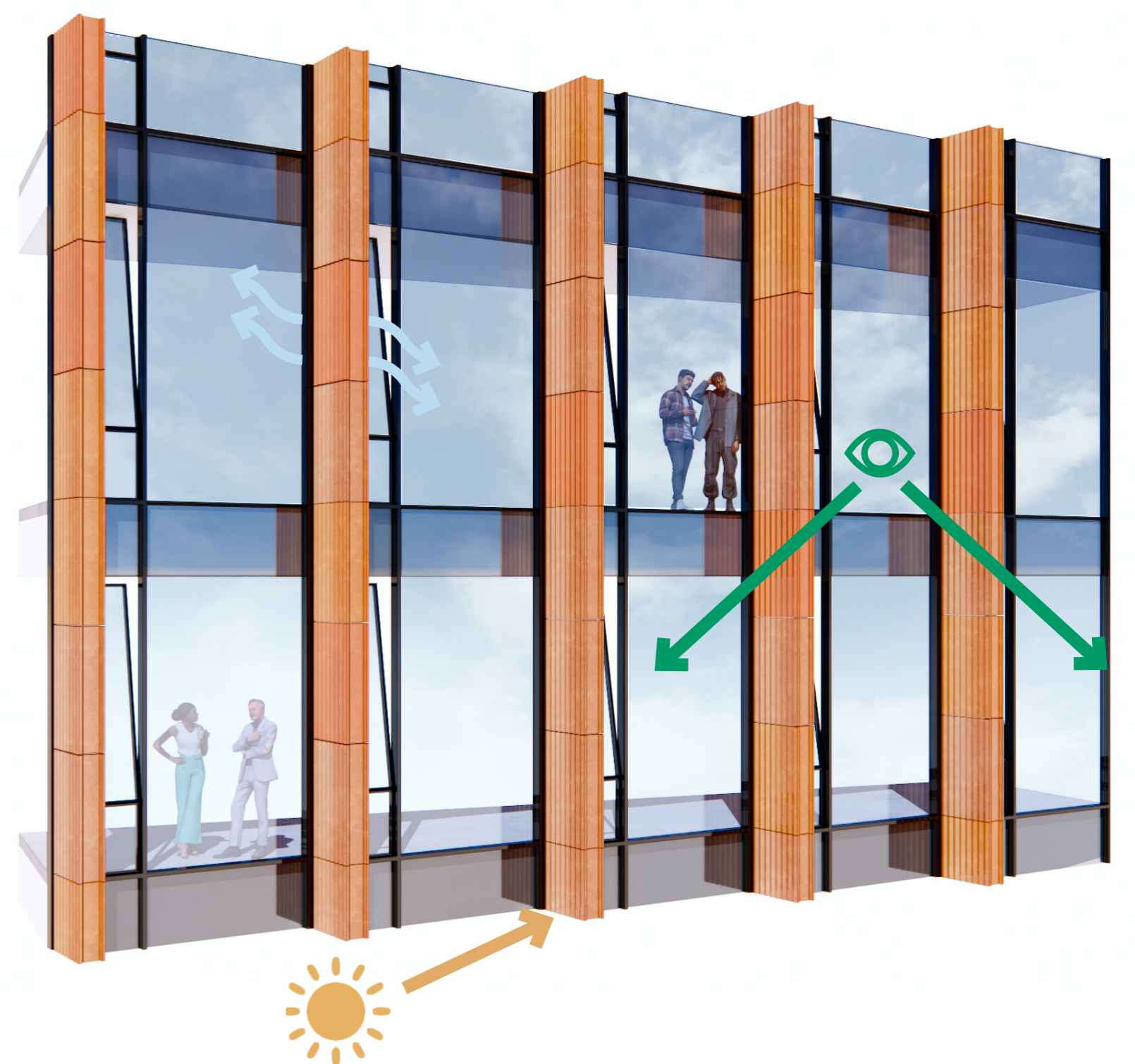
To reduce embodied carbon, we're maximising retention of the building's structure using cutting edge technology and architecture to all the site to be optimised whilst retaining 63% of the existing structure. This not only decreases the need for more concrete but also shortens the construction time thereby minimising disruption to the local area.

A 'folded façade' has been designed to reduce solar glare by 20%, reducing the need for air conditioning.

Structure Retention Strategy



Folding the Façade to respond to sun angles



Proposal Benefits

Economic Benefits



Regeneration of a focal site at heart of Tech City



630,000 sqft office towards Islington's need of 4,305,000 sqft by 2036



~38,000 sf of affordable workspace @ 10% net uplift



Space for ~4,200 jobs at 1/10 sqft per person

Public Realm + Context Benefits



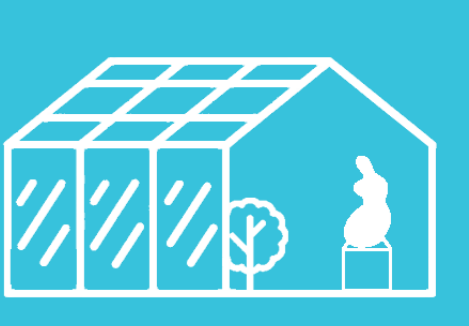
21,500 sqft Publicly Accessible Ground Floor Space



6,000 sqft exterior public space
280% increase from existing



Double width of Old Street pavement to 7m + Shared Cowper St

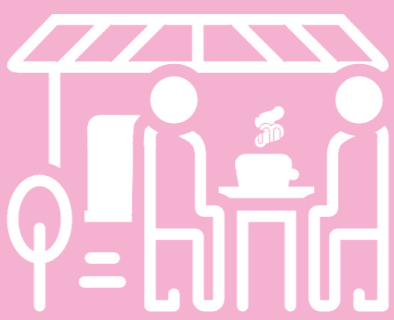


New 3,000 sqft flexible 'Great Room'

Social Benefits



Great Room becomes usable event space for tech industry and local community



Café activating a currently inactive Cowper Street



Opportunities for community engagement



~900 cycle spaces provided throughout development

Community Relevance



~5,500 sqft Space at the Ground Floor relevant to the local community



Partnerships to help disadvantaged job-seekers in Islington into work in the tech sector



Local educational outreach programme scheduled within Flexible Community Space

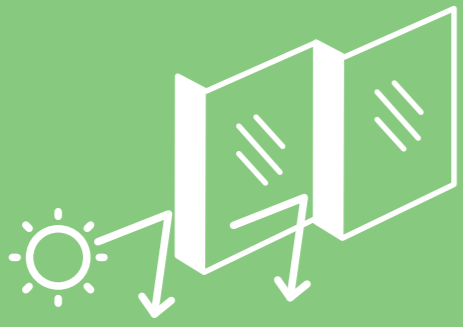


Weekend events in Flexible Community Space with mentoring and guidance sessions for local businesses

Sustainability Features



~63% retention of existing structure



Facade design reduces solar gain by 20% before high performance materials are utilised



17,000 sqft of terraces for Urban greening



Building systems significantly reduce operational carbon

Minimised Impacts



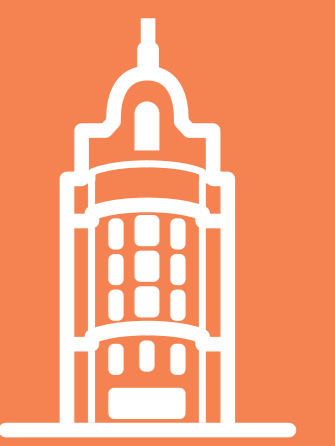
Increased sunlight to new squareabout public realm compared to existing



Standing + Sitting wind conditions, not exceeding existing



Daylight improved to Bezier by ~45%, minimal impacts to other buildings



Minimal impacts to listed heritage assets

Thank you + Next Steps

Thank you for taking the time to look through our proposals for 99 City Road. We hope you have found this public exhibition informative and useful.

Please leave us your feedback by filling in a feedback form via our consultation website or a physical feedback form. We will then review this feedback ahead of the submission of the planning application to the London Borough of Islington.

In the meantime, if you have any question, or know someone who requires support accessing this information and may require physical copies, please do get in touch with the project team via the details below:

contact@99cityroad.info
020 3900 3676

