

1.6

PRE-APPLICATION CONSULTATION

A pre-application request was made to the Council on 12th February 2020 regarding the current proposal and was given ref. 59872/PRC/2020/45. A pre-application meeting was held on Thursday 5th March 2020 where the proposals were outlined, and discussed in detail.

Following the pre-application meeting and ahead of receiving the formal response, the design team met with the Council's Planning Case officer and conservation officer on site on Tuesday 10th March 2020 to further explain the proposals and impact on the context.

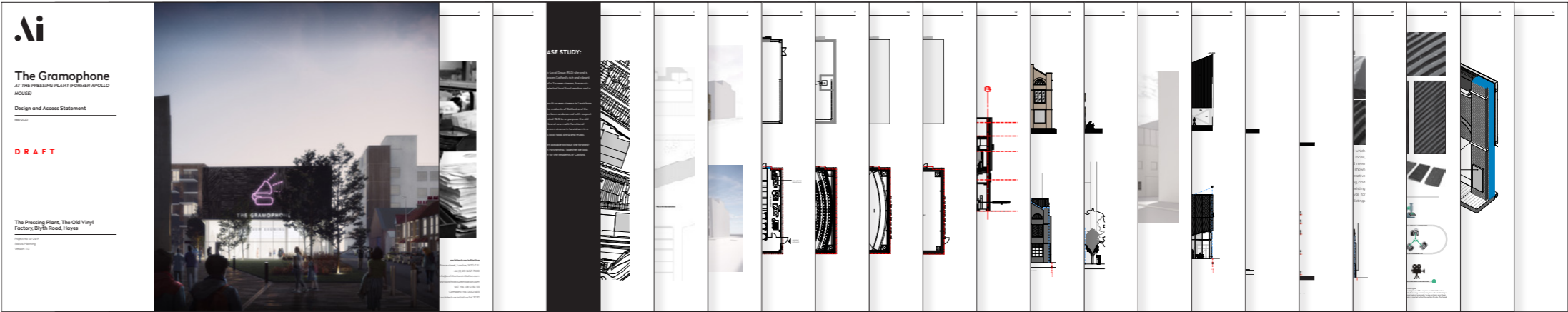
The pre-application response on design, dated 15th April 2020 is summarised with the following extract:

"There are clear public benefits to the proposals which will need to be weighed against the harm to the heritage assets designated and non-designated. Although harm has been identified, the new vision for the building could make a significant positive contribution to the conservation area provided that the proposed design can be fully realised. We would need comfort that the scheme has been fully costed and is deliverable as a scaled down inferior version of the scheme using different detailing and finishes, inside as well as out, is unlikely to outweigh the harm to the non-designated heritage asset and wider conservation area."

This project has funding from the GLA 'Good Growth Fund', the scheme was also presented to The London Review Panel on Wednesday 27th May 2020. The panel provides independent expert advice on the design quality of Mayor funded projects or projects with particular significance for Londoners and is made up from the Mayor's Design Advocates (design professionals and experts). Following a detailed presentation of the scheme, the panel summarised there comments and issued a formal response, with a summary as follows:

"The London Review Panel think this has the potential to be an exciting scheme and commend the design team for the significant amount of thinking that has gone into the project. This was evident in the clear presentation of the design proposals. The high-quality design and aspirational ambition in the scheme is evident, and the Panel would like their feedback to further encourage the design team to realise the full social and cultural potential of this important project."

The feedback received has given the design team confidence that the proposals and design evolution of the extant permission are considered favourable.



DRAFT PLANNING PRESENTATION GIVEN TO THE GLA



RESPONSE LETTER FROM THE GLA LONDON REVIEW PANEL

2.0

OVERVIEW OF AMENDMENTS

It is integral that this development, especially in such a sensitive urban location, pays respect to the local history. It is vital to combine a place's present with its past, enshrining its distinctiveness for future generations. Without a unique sense of place – or a place in time – its latent value is lost.

The proposals for the Pressing Plant are anchored to The Old Vinyl Factory's rich and vibrant history as the epicentre of music, technology and innovation. The team's vision seeks to facilitate the rebirth of 'The Pressing Plant' into 'The Gramophone' – a vibrant and light-filled hive of activity, where people can have coffee, eat lunch, host events, watch a movie, listen to live music, create music, learn to DJ, broadcast radio and learn about the history of the wider site through a permanent EMI archive exhibition. This building is the cultural hub of the whole site – more than just a cinema.

The wider masterplan is well on its way to delivering new homes, office space, restaurants, bars and education. It is clear there is an opportunity to provide a cultural cornerstone that ties all the elements together.

Although the extant permission highlights that The 'Pressing Plant' is a community facility, the plans themselves did not have the detail considering how this engagement and activity can take place within the building. Without a selected operator appointed the building operations, management and maintenance had not been fully developed.

This document seeks to illustrate and highlight the evolution and amendments proposed, explaining the rationale and reasoning of why the amendments are necessary and required for operation.



EXTANT PERMISSION : ARTISTIC IMPRESSION VISUAL LOOKING WEST ALONG BLYTH ROAD



PROPOSED AMENDMENT : ARTISTIC IMPRESSION VISUAL LOOKING WEST ALONG BLYTH ROAD

2.1

GROUND FLOOR PLAN

Proposed Development and Revisions

The plans have been reviewed and reconsidered to enhance the usability, flexibility and accessibility of the spaces proposed internally to suit the needs and requirements of the operator.

EMI Archive / Bar

The building and site heritage is intended to be celebrated and visible to users, visitors and passers-by.

Community Room

It is intended that The Gramophone be more than just a cinema and really becomes an asset for the local community. There are a number of local stakeholder groups who require a space to hold meetings and functions. The extant permission proposed sealing up the existing windows on the north elevation which did not provide any connection with Blyth Road. With all of these points in mind, the cinema shown in the north west corner of the plan is proposed to be a community room with new windows installed along the existing elevation.

Means of escape / Stairs

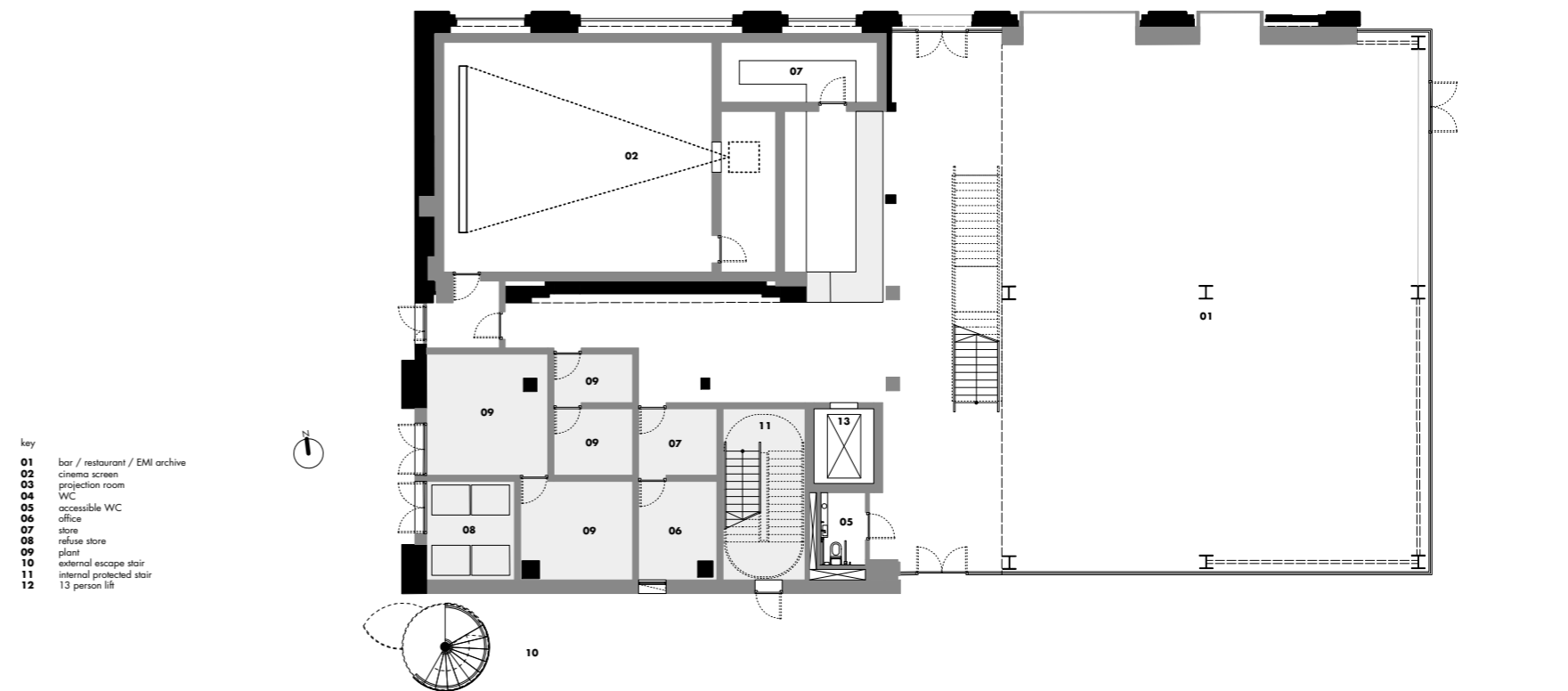
A review has been undertaken on the number of stairs and means of escape with a view to rationalising the plan form. The proposed amendment removes the external yellow spiral stair and relocates the stair on the south elevation. Two scissor stairs are proposed in the centre of the plan form allowing the elevation to be opened up for connections with passing public. An additional fire escape door has been added to the north facade on the eastern side.

Centralised Service zone

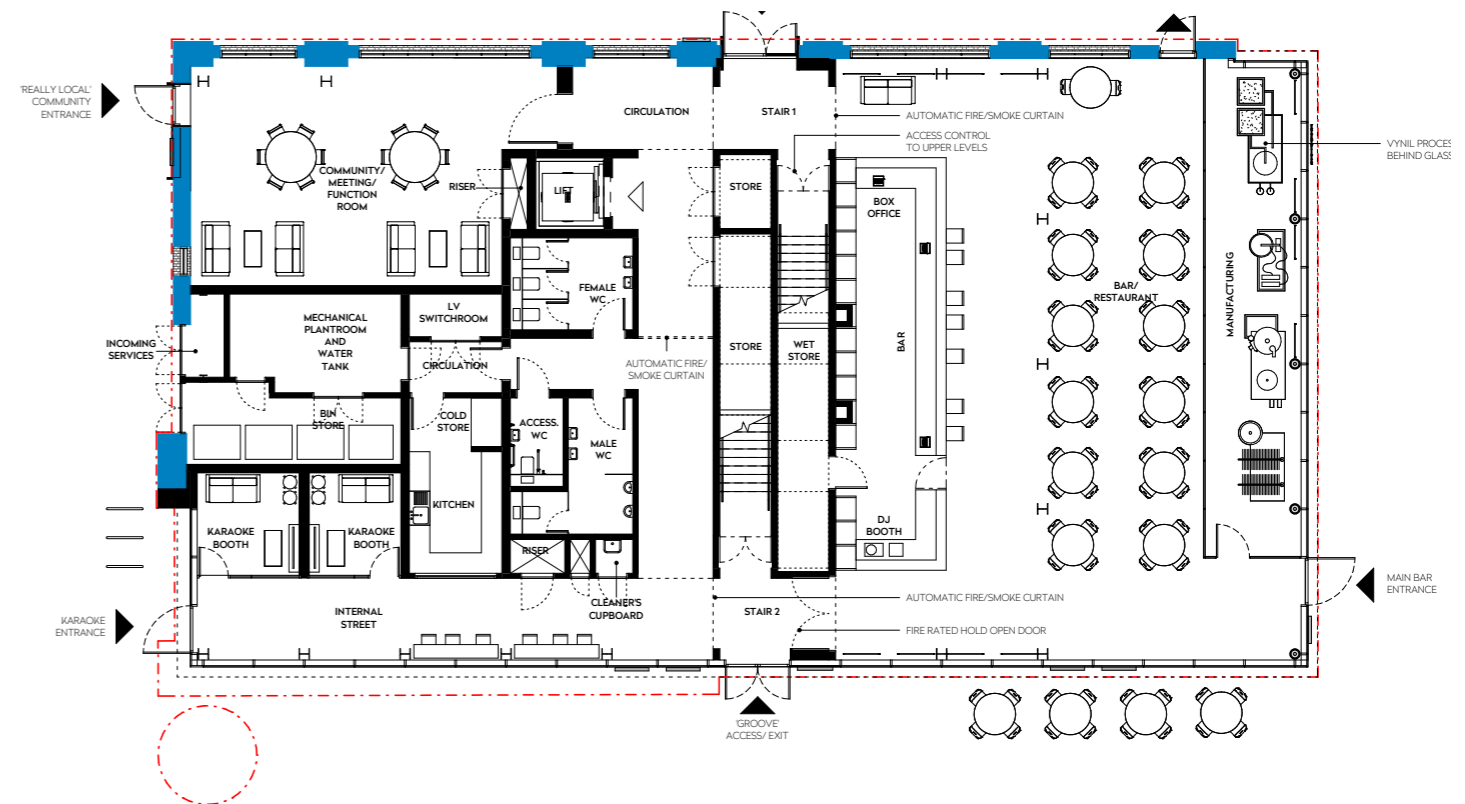
The extant permission had plant rooms, bin stores and service spaces along the western and south elevations. These spaces have been reconsidered with plant, bin stores, W.C.'s and stores relocated to a central zone freeing up space on the facade that benefit from natural light and connection to the streetscape around the perimeter.

Increased activity at ground floor

Generally the proposed amendments seek to allow for more activity at ground floor and connection between the internal and external spaces.



EXTANT PERMISSION : GROUND FLOOR PLAN



PROPOSED AMENDMENT : GROUND FLOOR PLAN

2.2

FIRST FLOOR PLAN

Proposed Development and Revisions

Rearranged circulation and service zone

As per the ground floor, the rationalisation and rearrangement of the W.C. blocks, circulation stairs and service zone has increased the building's overall efficiency, leaving more room for an additional screen at first floor level. The W.C. blocks also benefit from stacking above one another leading to more efficient services.

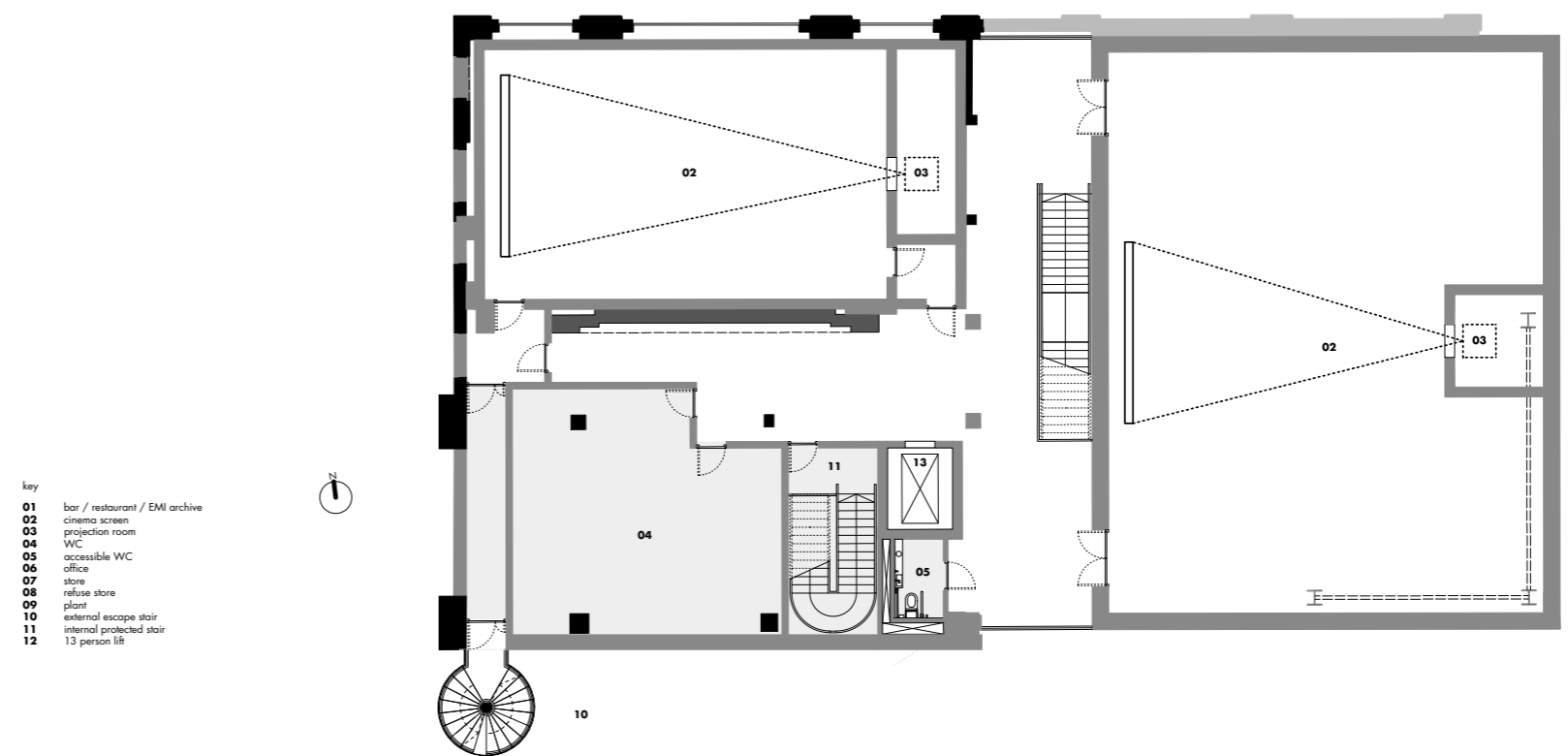
Re-orientation of screens and addition of light lobbies

The smaller cinema screens at this level have been re-orientated and re-arranged to allow for and accommodate appropriate seat raking, as developed with the input of specialist cinema consultants. The proposed amended plans now allow people to enter at the front of the screens off the light and sound lobbies with level access. Wheelchair zones have been allocated to ensure the screens are accessible to all.

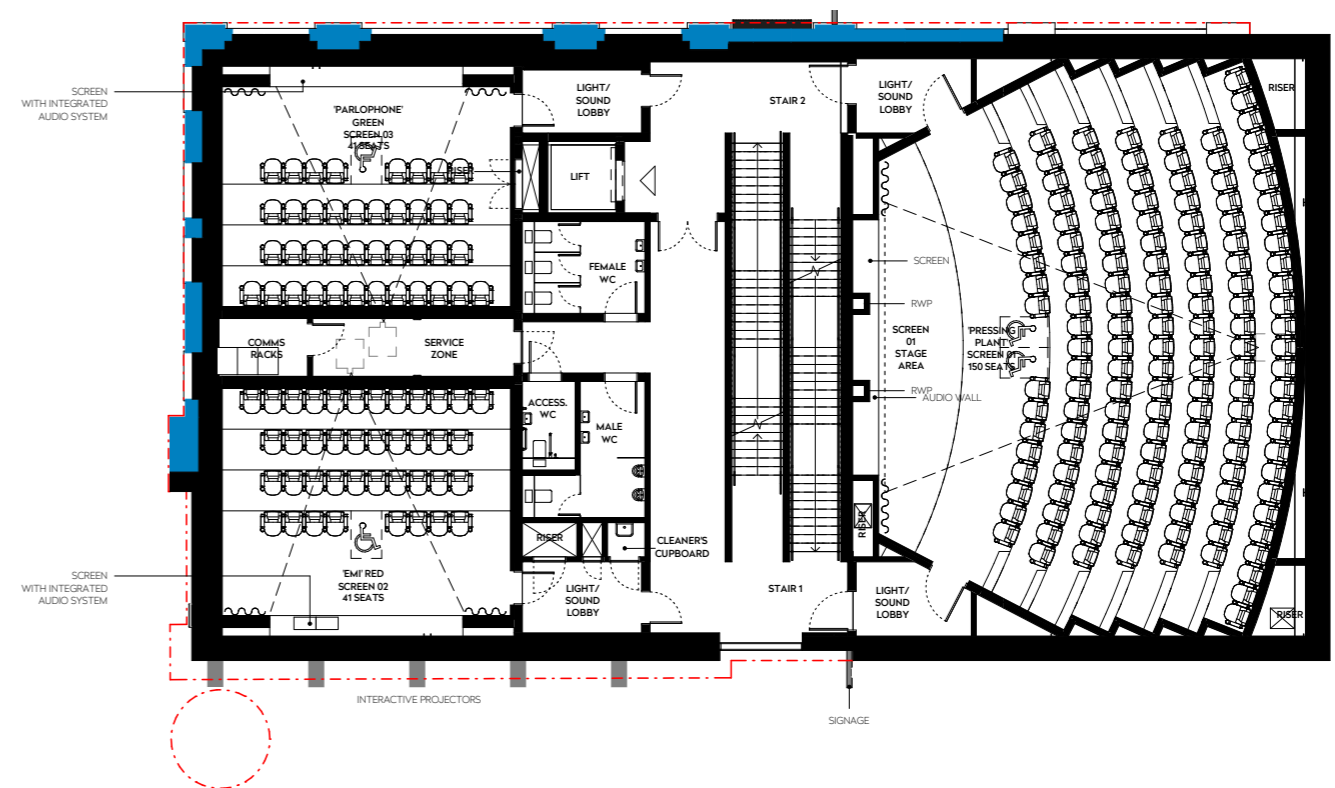
The largest cinema screen shown in the extant permission drawings did not account for light and sound lobbies to the main cinema screen. Additionally the plans did not show any seat raking that is required to allow adequate viewing angles for cinema goers.

External Projector and lights

External projectors and lights on the south facade have been added to create an interactive connection with The Groove. It is intended that the projections will allow visitors and passers-by to alter the images projected on the floor which themselves will have a relationship to the site and building history and heritage. The detail of the images and interactivity is still under development alongside Audiovisual consultants. These sit within the red line boundary.



EXTANT PERMISSION : FIRST FLOOR PLAN



PROPOSED AMENDMENT : FIRST FLOOR PLAN