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**Date:** 16 September 2020  
**Our ref:** 16638/01/BK/LH/  
**Harlow BC ref:** HW/FUL/19/00290

Dear Patricia

### **Crown Gate Place Ref. HW/FUL/19/00290: Response to Essex CC Place Services Comments**

On behalf of our client, IPE Harlow, please find enclosed a response to the consultation comments received from Essex CC Place Services (dated 16/09/2020) in relation to the revised Crown Gate Place planning application (ref. HW/FUL/19/00290). We note that Essex CC support the overall height, scale and massing of the proposed development and conclude they are confident the Applicant and team can justify the approach to the proposed architectural style and concept. This response has been prepared to address the comments in advance of the Planning Committee on the 30<sup>th</sup> September 2020. We trust that the Applicant's response will be addressed in the Committee Report and relayed to Members.

The revised design has been informed by extensive contextual analysis of Harlow Town Centre, pre-application and post-submission discussions with Harlow BC and Essex CC. The proposals takes design cues from the existing positive attributes of Harlow Town Centre in line with the Draft Harlow Town Centre AAP (2019) to enhance the townscape of the area in accordance with Policies BE1 and RTCS3 of the Adopted Replacement Harlow Local Plan (2006).

The following design and architectural features have been incorporated into the proposed development in reference to the existing local vernacular:

- 1 The formal composition of long simple and repeated rectilinear forms and horizontal emphasis ensure the proposed development provides key frontages along the newly created area of public realm, Terminus Street and Velizy Avenue. The provision of long elevations, set perpendicular to one another, to define key street frontages has been influenced by the form of existing buildings set around Market Square (i.e. Market House and Adam House) and Broad Walk. The proposed arrangement will sensitively continue the evolution of Gibberd’s plan aesthetic whilst improving the eastern edge of the Town Centre in line with the Draft Harlow Town Centre AAP (2019).

**Design Cue**



**Adam House (Source: GoogleMaps 2020) – Linear built form.**

**Proposal**



**Proposed Eastern Elevation – Provides a continuous linear frontage providing definition to the southern edge of Terminus Street.**

- 2 The strong grid forms of existing buildings within the Town Centre (such as Adam House and Terminus House) have been incorporated, in a modern contemporary manner, into the proposed facades. A strong horizontal and vertical grid form is present across Blocks A, B and C. Strong vertical articulation is achieved across the elevations via the grid placement of fenestration and arrangement of protruding/inset features – such articulation is encouraged by the Draft Harlow Town Centre AAP (2019) (Paragraph 5.142).

Design Cue	Proposal
 <p data-bbox="199 1028 662 1059">Adam House (Source: GoogleMaps 2018)</p>	 <p data-bbox="826 1178 1141 1209">Block A – Western Elevation</p>
 <p data-bbox="199 1402 614 1433">Terminus House (GoogleMaps 2019)</p>	 <p data-bbox="826 2007 1125 2038">Block C- Eastern Elevation</p>

- 3 Horizontal openings are incorporated within the proposed elevations. The proposed scheme seeks to re-create the horizontal openings associated with existing buildings within the Town Centre (East Gate) through the proposed placement of windows and the arrangements of balconies. For example balconies and windows are grouped to read as a horizontal opening. The repetition of such features, arranged in general geometric shapes (rectangles), establishes a sense of rhythm across the elevations. This accords with Draft Policy HTC5 and Paragraph 5.142 of the Harlow Town Centre AAP (2019).

Design Cue	Proposal
 <p data-bbox="204 815 624 842">East Gate (Source: GoogleMaps 2018)</p>  <p data-bbox="204 1010 676 1037">Market House (Source: GoogleMaps 2018)</p>	 <p data-bbox="826 1084 1139 1111">Block C – Western Elevation</p>

- 4 The proposed development incorporates a variety of balcony forms; including protruding and inset balconies. Within Harlow Town Centre there are examples of both protruding and inset balconies, which are typically defined by thin railings. The proposed variation and materiality of balconies takes direct influence from existing buildings within Harlow Town Centre. The balconies are set within the established grid form of the elevations to add depth and dimensional articulation to the façade.

Design Cue	Proposal
 <p data-bbox="204 958 676 987">Market House (Source: GoogleMaps 2018)</p>	 <p data-bbox="828 1048 1139 1077">Block C – Western Elevation</p>
 <p data-bbox="204 1357 624 1386">East Gate (Source: GoogleMaps 2018)</p>	 <p data-bbox="828 1447 1126 1476">Block C – Eastern Elevation</p>
	 <p data-bbox="828 2000 1142 2029">Block A – Western Elevation</p>

- 5 The flat roof form of Blocks A and B is defined by a white horizontal band creating a strong upper termination to the composition. The change in materiality from the main building elevation takes influence from Adam House and Terminus House and adds a sense of visual interest to effectively define the upper extent of the building.

Design Cue	Proposal
 <p data-bbox="204 739 662 772"><b>Adam House (Source: GoogleMaps 2018)</b></p>  <p data-bbox="204 1093 699 1126"><b>Terminus House (Source: GoogleMaps 2018)</b></p>	 <p data-bbox="831 878 1149 911"><b>Block A – Western Elevation</b></p>

- 6 The proposed signage reflects the typography of signage across the Town Centre (Terminus House, Market House and Adam House). The font is a contrasting colour to the signage background and is arranged to be legible, clear and visually appealing.

Design Cue	Proposal
 <p data-bbox="204 898 699 927">Terminus House (Source: GoogleMaps 2018)</p>	 <p data-bbox="826 898 916 927">Block A</p>
 <p data-bbox="204 1106 676 1135">Market House (Source: GoogleMaps 2018)</p>	 <p data-bbox="826 1227 916 1256">Block A</p>
 <p data-bbox="204 1346 660 1375">Adam House (Source: GoogleMaps 2018)</p>	<p data-bbox="826 1227 916 1256">Block A</p>
 <p data-bbox="204 1588 692 1617">Beaufort House (Source: GoogleMaps 2018)</p>	

- 7 The proposed flexible A1/A3/A4/B1/D1 floorspace is effectively defined within the elevations through the provision of glazing, signage, horizontal banding and changes in materiality. This arrangement provides active frontages to Terminus Street, the new area of public realm and Velizy Avenue and takes direct design cues from Harlow Town Centre.

Design Cue	Proposal
 <p data-bbox="204 972 534 1001"><b>East Gate (GoogleMaps 2018)</b></p>	 <p data-bbox="826 978 1109 1008"><b>Block C Eastern Elevation</b></p>
 <p data-bbox="204 1487 638 1516"><b>Broadwalk (Source: GoogleMaps 2018)</b></p>	 <p data-bbox="826 1285 1125 1314"><b>Block A Western Elevation</b></p>
 <p data-bbox="204 1951 734 1980"><b>The Water Gardens (Source: GoogleMaps 2018)</b></p>	

- 8 The materiality of existing buildings within the Town Centre is varied. Buildings associated with the original Gibberd masterplan typically comprise of a brick base (for example Adam House and Broad Walk). The proposed materiality of the development will enhance the local townscape and ensure the development sensitively integrates into the surrounding context. The tone of the brick colours proposed varies suitably to provide a sense of texture across the elevations. Blocks A and B, adjacent to the Holiday Inn Express (red brick), comprise of red brick. Block C closest to Terminus House comprises buff brick to complement the tone and appearance of Terminus House.

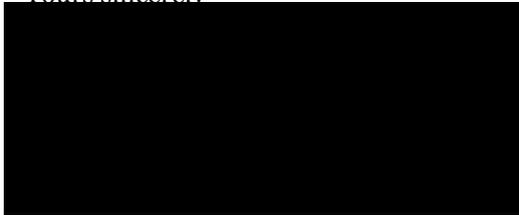
Design Cue	Proposal
 <p><b>Market House (Source: GoogleMaps 2018)</b></p>	 <p><b>Block A and B</b></p>
 <p><b>Adam House (Source: GoogleMaps 2018)</b></p>	 <p><b>Block C</b></p>

**Summary and Conclusion**

In summary, the proposed contemporary approach to the design of Crown Gate Place has been heavily influenced by the positive attributes of Harlow Town Centre and Gibberd's Masterplan. The architectural style, features and materiality will ensure the development sensitively integrates within Harlow Town Centre whilst improving the character and appearance of Velizy Avenue and Terminus Street.

We trust this response provides sufficient justification for the adopted design approach to address the comments received from Essex CC Place Services. Please ensure this analysis and justification are addressed in the Committee Report in advance of the forthcoming Committee meeting on 30<sup>th</sup> September 2020. Should you have any questions or require additional information, please do not hesitate to contact me.

Yours sincerely



**Lorna Heslop**  
Senior Planner and Urban Designer

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