

Committee(s):	Date(s):	
Planning and Transportation	23 rd September 2014	
Subject: Clarifications to Naming and Numbering Advice Note and Authorisation of 110 Bishopsgate EC2	Public	
Report of: Director of the Built Environment	For Decision	
<u>Summary</u>		
<p>Members considered a report at their 17th July meeting to change the authorised address of Heron Tower, 110 Bishopsgate EC2. Members did not approve the report at that meeting as they considered that the proposed change raised new and wider issues that needed to be addressed by clarifications to the City Corporation's existing Street Naming and Numbering Advice Note. This report proposes clarifications to the Advice Note and then recommends a change to the authorised address that is consistent with the clarification.</p>		
<p>The proposed clarification to the Advice Note concerns an issue that it does not currently address, the building name where the building concerned is multi-let to a range of commercial tenants. Many multi-let commercial buildings do not have a building name included in the authorised address and rely on just the authorised street number and street name. However where the authorised address for a multi-let commercial building includes a building name it is usual for it to relate to the owner, or to building use, or to local site history or geography rather than to the name of one among many commercial occupiers.</p>		
<p>If a building name is being proposed that relates to one commercial occupier then its suitability for inclusion in the authorised address of the building would depend on the extent to which it is the dominant occupier today and is likely to remain so for a reasonable time into the future. This approach would reduce the need for frequent and potentially confusing authorised address changes and it is proposed that it be included in the Advice Note clarification set out in Appendix A.</p>		
<p>A revised application has been received from the owner of Heron Tower to change the authorised address of the building from Heron Tower, 110 Bishopsgate EC2 to just 110 Bishopsgate EC2 without including a building name in the authorised address. This approach recognises the comments made by Members that a new authorised building name related to a single occupier could cause issues in a multi-let commercial building.</p>		
<p>Although the revised authorised address will not include a building name, it is recognised that the informal name Salesforce Tower is already being used in practice by some occupiers. This reflects the name of the major new occupier, Salesforce.com, an international cloud computing and customer relations management company headquartered in San Francisco that is choosing a City</p>		

location for its London office. It is a welcome addition to the broadening base of City businesses.

Informal use of the name Salesforce Tower by some occupiers does not cause confusion as the exterior entrances to the building clearly display the authorised address 110 Bishopsgate. Other occupiers of the building can refer to it by just its authorised address 110 Bishopsgate. This situation is not unique as several buildings in the City have an informal name in addition to their authorised address. The main issue for consideration is therefore maintaining a clear authorised address rather than the merits of a particular name.

Recommendations

- That the City Corporation's Street Naming and Numbering Advice Note be amended to include the additional guidance on building names set out in Appendix A.
- That the authorised address of the Heron Tower, 110 Bishopsgate EC2 be amended to become 110 Bishopsgate EC2 consistent with the authorisation documents set out in Appendix B.

Main Report

Background

1. A revised application has been received from the owner of Heron Tower to change the authorised address from Heron Tower, 110 Bishopsgate EC2 to just 110 Bishopsgate EC2. The City Corporation is responsible for the authorisation of building names, street numbers and street names within the City in accordance with Sec.11 of the London Building Acts (Amendment) Act 1939. See internet at <http://www.legislation.gov.uk/ukla/1939/97/contents/enacted>
2. The normal procedure is for such applications to be dealt with by officers under delegated authority but there is provision for high profile or contentious cases to be reported for decision by Planning & Transportation Committee.
3. Members considered a report at their 17th July meeting to change the authorised address of Heron Tower, 110 Bishopsgate EC2. Members did not approve the report at that meeting as they considered that the proposed change to the authorised building name raised new and wider issues that needed to be addressed by clarifications to the City Corporation's Street Naming and Numbering Advice Note. This report proposes clarifications to the Advice Note and then recommends a change to the authorised address that is consistent with the clarification.

Clarifications to the Street Naming and Numbering Advice Note

4. The City Corporation normally approves applications for proposed new building names to become part of the authorised address provided that they conform to the naming guidelines in the City Corporation's Advice Note published on the

website. The Advice Note reflects Fire Brigade guidelines and thereby provides reasonable clarity for way finding and mail delivery. The current guidelines are available on the City Corporation website at

<http://www.cityoflondon.gov.uk/services/environment-and-planning/planning/planning-applications/submitted-planning-applications/Pages/Naming-and-numbering-of-streets-and-buildings.aspx>

5. Members were concerned that the Advice Note did not address the issue of appropriate building names for multi-let commercial buildings and that this should be clarified. Where the authorised address of a multi-let commercial building includes a building name it is usual for that building name to relate to the owner, or to building use, or to local site history or geography rather than to the name of one of the commercial occupiers, e.g. Broadgate Tower, City Point, Tower 42. Some multi-let buildings avoid the building name issue by not including a building name in their authorised address and instead rely on the street name and street number, e.g. 20 Fenchurch Street, 30 St. Mary Axe.
6. If a building name is being proposed that relates to one commercial occupier then its suitability for inclusion in the authorised address of the building would depend on the extent to which that occupier is the dominant building occupier today and is likely to remain so for a reasonable time into the future. This approach reduces the need for frequent and potentially confusing changes to a building's authorised address and so it is included in the Advice Note clarifications set out in Appendix A.

Changes to the Authorised Address at 110 Bishopsgate EC2

7. A revised application has been received from the owner of Heron Tower to change the authorised address of the building from Heron Tower, 110 Bishopsgate EC2 to just 110 Bishopsgate EC2 without including a building name in the authorised address. This approach recognises Member comments that including in the authorised address a new building name relating to a single occupier could cause issues in a multi-let commercial building. The revised application does not propose that the name Salesforce should be part of the authorised address. Salesforce.com is becoming a large new occupier but will not be sufficiently dominant to justify an authorised building name.
8. Although the revised authorised address will not include an authorised building name, it is recognised that the informal name Salesforce Tower is being used in practice by some occupiers. This is evident from the large sign in the internal lobby of the building. Salesforce.com is an international cloud computing and customer relations management company headquartered in San Francisco that is choosing a City location for its London office. It is an example of the expanding high technology businesses that are increasingly seeking accommodation in or near the City. It is a welcome addition to the broadening base of City businesses.
9. The application relates solely to the removal of the building name Heron Tower from the authorised address and so the existing authorised street number and street name displayed at the building's main entrance (110 Bishopsgate) and all other entrances would remain unaltered by this proposal. The informal use of the

name Salesforce Tower by some occupiers is not considered to cause confusion. Other occupiers of the building can refer to it by just its authorised address 110 Bishopsgate displayed at the entrances. This situation is not unique as several buildings in the City already have an informal name in addition to their authorised address.

Conclusions

10. It is considered that the clarifications to the existing Street Naming and Numbering Advice Note set out in Appendix A provide a reasonable context for decisions on authorised building names for multi-let commercial buildings and that the application to change the authorised address at Heron Tower set out in Appendix B is consistent with the clarification and should be approved.

Background Papers:

Address change application form dated 9th September 2014 received from DP9 Ltd on behalf of Pavilion Trustees Ltd and Pavilion Property Trustees Ltd (as trustees of the Heron Tower Property Unit Trust).

Report to Planning and Transportation Committee 17th July 2014: Building Re-Naming Authorisation: Heron Tower to Salesforce Tower, 110 Bishopsgate EC2.

▪ Appendices

- Appendix A: Additions to the Street Naming and Numbering Advice Note.
- Appendix B: Address authorisation documents for 110 Bishopsgate EC2.

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Appendix A: Additions to the Street Naming and Numbering Advice Note

1. It is proposed that the approach to authorised building names for multi-let commercial buildings be clarified by the following changes (in italics) to the City Corporation's Street Naming and Numbering Advice Note:

Section 2, part (d) to be amended to begin with the following new paragraphs:

2. *Building names are not an essential part of an authorised address as the street number and street name are sufficient for way finding and mail delivery purposes. However building names can reinforce identity and can be included as part of the authorised address where desired. Building names that are included as part of the authorised address should normally relate to the site owner, or to building use, or local history or geography.*
3. *Building names for multi-let commercial buildings need particularly careful consideration if they are to be included as part of the authorised address. The authorised addresses of many multi-let commercial buildings do not include a building name and rely on just the authorised street number and street name. However where the authorised address of a multi-let commercial building includes a building name it is usual for the building name to relate to the site owner, or to building use, or local history or geography rather than to the name of one commercial occupier.*
4. *If a building name is being proposed that relates to one commercial occupier then its suitability for inclusion in the authorised address of the building would depend on the extent to which that occupier is the dominant occupier today and is likely to remain so for a reasonable time into the future. A dominant occupier would normally be expected to occupy over half of the building floorspace and to have a lease for a term of at least ten years. This approach reduces the need for frequent and potentially confusing changes to a building's authorised address.*
5. *Some buildings have 'informal' names that do not form part of the authorised address, e.g. 'Unilever House' for 100 Victoria Embankment. Such names are usually recorded on the authorised address gazetteer as an informal alias that is then made available to users such as the emergency services. The City Corporation has powers to prevent the display of inappropriate informal names marked on buildings that may be confusing for way finding or mail delivery.*

Appendix B: Address Authorisation Documents for 110 Bishopsgate EC2

The **previous site and address** descriptions listed below will cease to be the authorised addresses:

Description	Existing address
Offices	Heron Tower, 110 Bishopsgate, London EC2

The following will become the **authorised addresses**, as highlighted on drawing reference *BISHOP0110*, from 23/9/2014.

Description	Authorised address
Offices - AMENDED ADDRESS	110 Bishopsgate, London EC2
Entrance to 38 th -40 th Floor Retail - ADDRESS UNCHANGED (occupiers: Sushi Samba/Duck&Waffle)	106 Bishopsgate, London EC2
Ground Floor Retail – ADDRESS UNCHANGED (occupier: The Drift)	70 Houndsditch, London EC2

Map Reference: **TQ – 533251, 181450**

National Land and Property Gazetteer Unique Property Reference Number

(NLPG, UPRN): **000095510155 – 7**

Drawing Reference: *BISHOP0110*

