

Committee(s):	Date(s):
Planning and Transportation	17 th July 2014
Subject: Building Re-Naming Authorisation: Heron Tower to Salesforce Tower, 110 Bishopsgate EC2	Public
Report of: Director of the Built Environment	For Decision
<u>Summary</u>	
<p>An application has been received from the owner of Heron Tower to re-name the building as Salesforce Tower, 110 Bishopsgate EC2. 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.</p> <p>Heron Tower is a high profile tall tower that is multi-let to commercial occupiers. The proposed new building name reflects the name of the major new occupier within the building, Salesforce.com, and the intention to re-name the building was a consideration in the letting negotiations. 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 a welcome addition to the broadening base of City businesses.</p> <p>The applicant has informed all occupiers of the proposed change of name. Several existing occupiers have expressed concern at the proposed change to a building name that relates to a business rival. Such differences are normally resolved by landlord and tenants outside the formal naming process.</p> <p>The City Corporation normally approves proposed new building names provided that they conform to the naming guidelines published on the website and thereby provide reasonable clarity for way finding and mail delivery. The proposed name Salesforce Tower would not be contrary to our naming guidelines.</p> <p>There is scope for a compromise that should satisfy most parties. If the application is approved the new full address would be Salesforce Tower, 110 Bishopsgate EC2. However some occupiers might in practice choose not to use the new building name because using just the existing street number and street name, 110 Bishopsgate EC2, would suffice for mail delivery purposes. The building's main entrance will continue to display the address 110 Bishopsgate beside it.</p> <p>If Members were minded not to approve the application then this would need to relate to the potential confusion the change to a new name might cause in a multi-let building rather than to the merits of the new name itself.</p> <p>It is recommended that the application be approved on this occasion as it complies</p>	

with our current building name guidelines. The authorisation documents are set out as Appendix A to this report.

Recommendation

- That the authorised address of the building be changed to Salesforce Tower, 110 Bishopsgate EC2 consistent with the authorisation documents set out in Appendix A.

Main Report

Background

1. An application has been received from the owner of Heron Tower to re-name the building from Heron Tower, 110 Bishopsgate EC2 to Salesforce Tower, 110 Bishopsgate EC2. The City Corporation is responsible for the authorisation of all building names, street numbers and street names within the City in accordance with the London Building Acts (Amendment) Act 1939. 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.
2. This application relates to the high profile tall tower currently named Heron Tower, 110 Bishopsgate EC2 that is multi-let to commercial occupiers. The proposed new building name reflects the name of a major new occupier within the building, Salesforce.com. This 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.
3. The application relates solely to the building name 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.

Considerations

4. The City Corporation normally approves proposed new building names provided that they conform to the naming guidelines published on the website that reflect Fire Brigade guidelines and thereby provide reasonable clarity for way finding and mail delivery. In considering the issue Members should focus on their responsibility to maintain clear addresses rather than the merits of the new name itself. The proposed name Salesforce Tower would be unique in London and so would provide clarity in accordance with our naming guidelines. The guidelines are available on the City Corporation website at <http://www.cityoflondon.gov.uk/services/environment-and-planning/planning/planning-applications/submitting-planning-applications/Pages/Naming-and-numbering-of-streets-and-buildings.aspx>

5. The name Heron Tower was displayed inside the building lobby where it was visible from outside. The new name is now displayed there in similar fashion. The existing street number and street name, 110 Bishopsgate, is displayed outside the building beside the main entrance and there is no intention to change this. The existing neon sign 'Sushi Samba Heron Tower' located beside a subsidiary entrance to a restaurant would also be updated.
6. Where a multi-let commercial building has an authorised building name it is usual for it to relate to the owner or to local site history or geography rather than to the name of one among many commercial occupiers, e.g. Broadgate Tower, City Point, Tower 42. Some multi-let buildings avoid the building name issue by not having a building name and instead just relying on the street name and street number, e.g. 20 Fenchurch Street, 30 St. Mary Axe (alias the Gherkin).
7. The applicant has confirmed that he is acting with the permission of the site owners and that he has informed all occupiers of the proposed change of name. He has also offered to assist with any administrative consequences of the name change for existing occupiers. The intention to re-name the building was a consideration in the letting negotiations with Salesforce.com. It is understood that Salesforce.com has taken out a 15 year lease and therefore the new name is likely to exist for a reasonable period of time.
8. Several existing occupiers have expressed concern at the proposed change of building name to Salesforce Tower due to a wish not to use a building name that relates to a business rival. Such issues can arise in multi-let buildings and are normally resolved by landlord and tenants outside the formal naming process.
9. There is scope for a compromise that should satisfy most parties. If the application is approved the new authorised full address would be Salesforce Tower, 110 Bishopsgate EC2. However some occupiers might in practice choose not to use the new building name because using just the existing street number and street name, 110 Bishopsgate EC2, would suffice for mail delivery purposes. The building's main entrance will continue to display the address 110 Bishopsgate beside it.
10. If Members were minded not to approve the application then this would need to relate to the potential confusion the change to a new name might cause in a multi-let building rather than to the merits of the new name itself.

Conclusions

11. It is recommended that the application be approved on this occasion as it complies with our current building name guidelines. The proposal does not result in changes to the existing street number and street name part of the address, 110 Bishopsgate, that is displayed beside the main entrance. Existing occupiers that do not wish to use the new building name could use the existing street number and street name that are displayed beside the main entrance instead.

Background Papers:

Building name change application form dated 9th June 2014 received from Heron Property Corporation Limited

▪ Appendices

- Appendix A: Building name draft authorisation documents.

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APPENDIX A:
PROPOSED BUILDING NAME AUTHORISATION FOR 110 BISHOPSGATE EC2

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

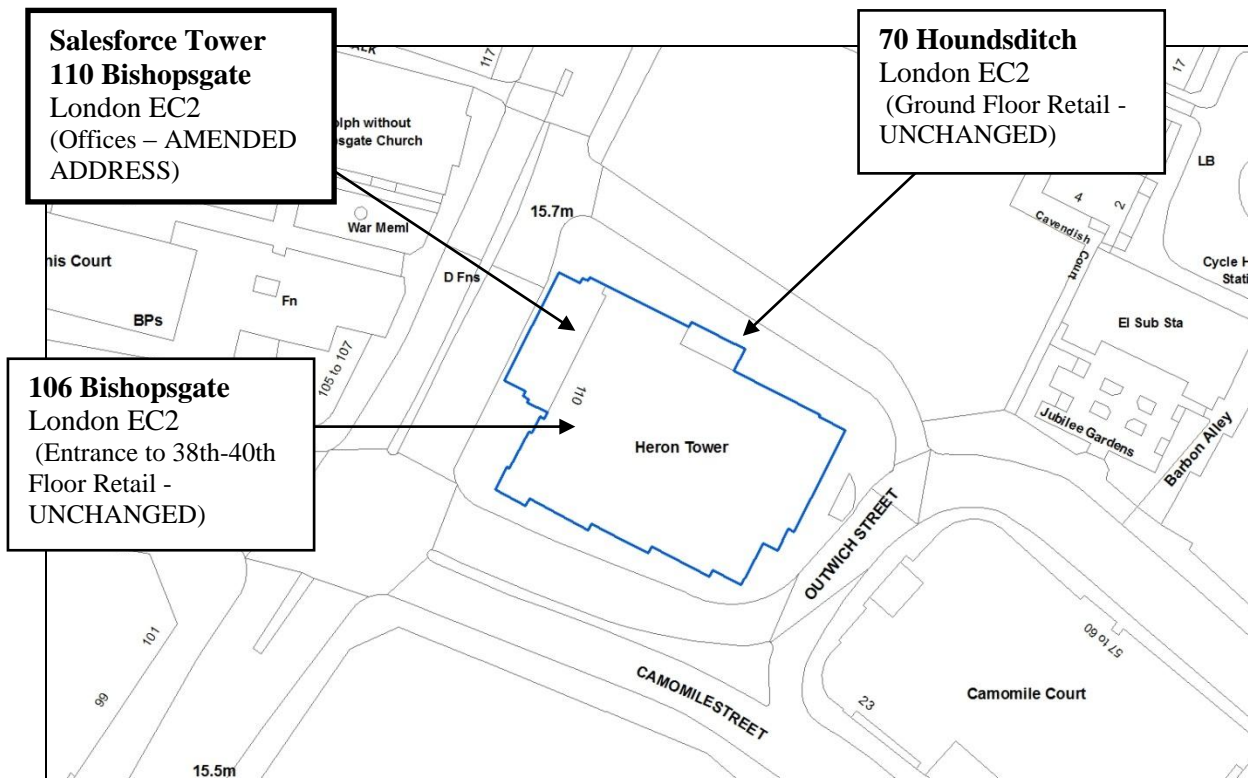
Description	Existing address
Offices	Heron Tower, 110 Bishopsgate, London EC2

The following will become the **authorised addresses**, as highlighted on drawing reference *BISHOP0110*, from 17/07/2014.

Description	Authorised address
Offices - AMENDED ADDRESS	Salesforce Tower, 110 Bishopsgate, London EC2
Entrance to 38 th -40 th Floor Retail - ADDRESS UNCHANGED (occupiers: Sushisamba/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*



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