

4.4



Visual of initial proposed Whitfield Street elevation

Pre-application proposals Whitfield Street - Initial elevation proposal

The original design proposals for the Whitfield Street elevation were based on the following key moves :

- Completely new brickwork to the entire facade, but plot widths redefined with varied tones of brickwork
- Pitched roof removed to the northern 2no. storey block and replaced with a new extension with roof terrace above as per the previously consented scheme
- New window to upper floors increased in size to be full-height, but vertical proportions retained with inset brick spandrel detail between the windows
- Loggia balconies introduced at first and second floor level in the northern volume to provide amenity space to the office floors with juliet balconies to the larger southern block
- New roof terrace at third floor, concealed behind raised parapet and planters, with a new pergola structure to mediate between heights to adjacent neighbouring building
- Minimally framed fourth floor extension set back behind raised parapet
- New glazing at ground level to maximise daylight to ground floor and basement office, and to activate the frontage and streetscape

4.5



Pre-application proposals Whitfield Street - Revised Elevation

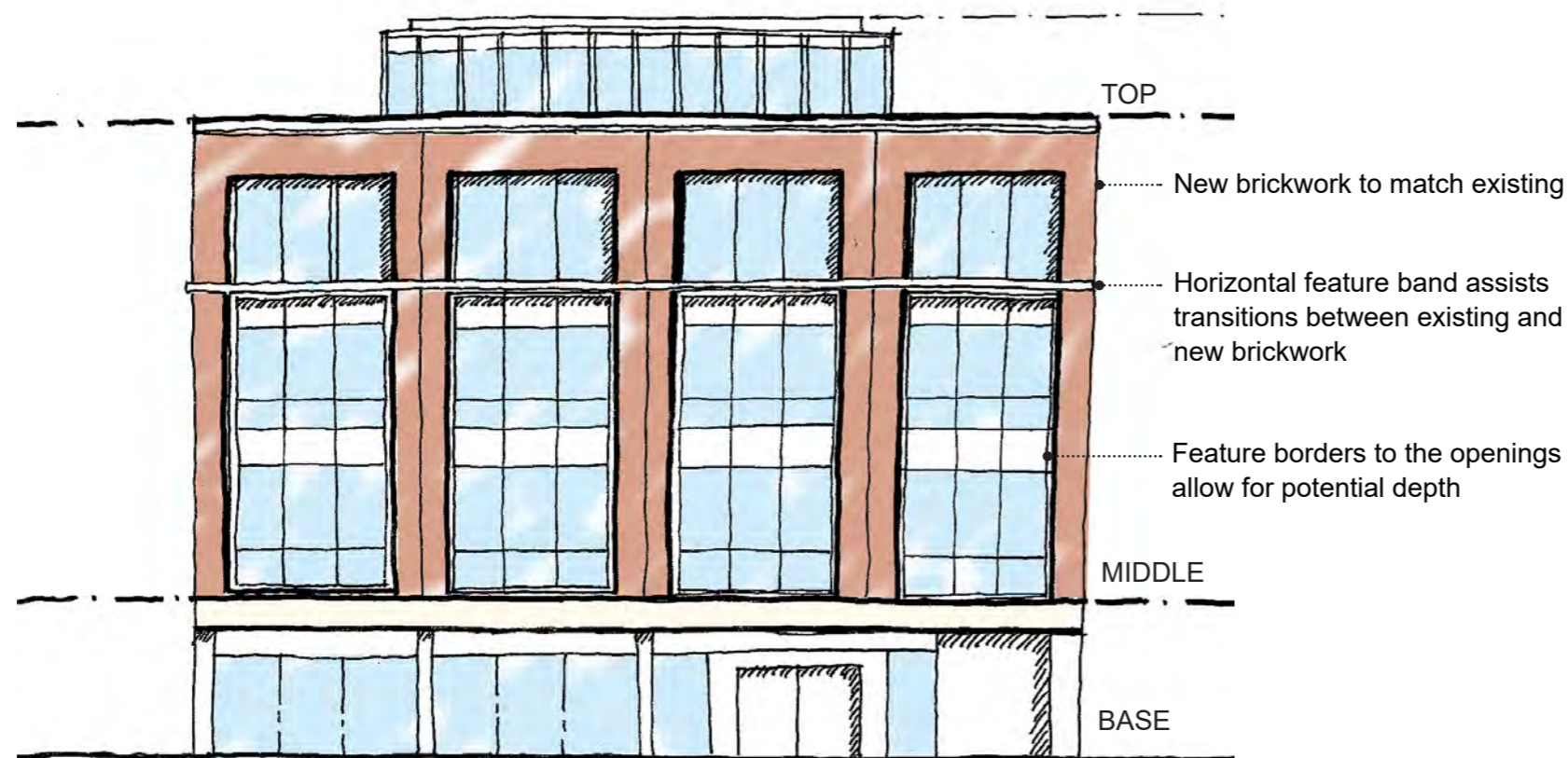
Following initial feedback from the planning officers on the pre-application scheme, the general design rationale for the new Whitfield Street elevation was agreed to be successful. However, the following slight design changes were proposed

- The proposed brickwork to the taller block to be changed to match the proposed brickwork to Tottenham Court Road and the existing elevations to create a more rational massing
- The existing setback at 4th floor to be infilled to the main facade to further rationalise the massing and alter the proportions of the new facade
- Fenestration positions updated to suit the revised proportions
- Proposed decorative spandrel panels replaced with masonry to create the look of punched windows, which is better suited to the local architectural character
- The amount of glazing to the proposed 4th floor extension to be reduced and the materiality made more solid

4.6



Existing Tottenham Court Road elevation



Proposed Tottenham Court Road elevation

Pre-application proposals Tottenham Court Road - Design Rationale

- The original design intent was to make minor improvements to the materiality and glazing on the Tottenham Court Road elevation that would improve on the previously consented proposals
- The design proposal would retain and reinforce the existing rhythm of the streetscape defining a clear base, middle and top
- Due to Marks & Spencers remaining as tenants, the existing ground floor 'base' or shopfront is left as existing and would not form part of the scope.
- The new facade would aim to create more depth and visual interest within the facade as well as providing activity onto Tottenham Court Road and good daylighting for the office users
- The old 'top' third floor would become more integrated with the floors below taking elements of the existing materiality as well as surrounding buildings to provide more definition and create a more unified 'middle'
- Fourth floor extension set back behind raised parapet with pre-cast stone materiality to link to stone detailing below, but defining a new top to the building

4.7



Visual of initial proposed Tottenham Court Road elevation

Pre-application proposals Tottenham Court Road - Initial elevation proposal

Following initial feedback from the planning officers on the pre-application scheme, the following design changes for the Tottenham Court Road elevation were proposed

- Elevation treatment similar to proposed Whitfield Street elevation with completely new brick facade (except ground floor)
- Redesigning the set back 4th floor so that it is pulled forward to align with main elevation to create a more unified elevation and volume
- The facade width is split to have the 3no. northern bays extended up (to accommodate the new 4th floor) and the southern end bay being 1no. storey lower to accommodate a roof terrace
- This lower southern bay turns into Kirkham Place to mirror scale of building opposite passageway and creates a defined 'corner' block with a different coloured brickwork
- This change to the massing also creates a stepped roofline which also reinforces the break in the plot width
- Brick upstand to the terrace to the top of lower block (in lieu of glazed balustrade), to better suit the language of Tottenham Court Road
- Stronger separation introduced between ground floor M&S unit to upper floors to reinforce the bottom, middle and top language commonly found in Tottenham Court Road. This is further enhanced by the 3-window bay to a 4-window bay transition between the top floors to the lower floors
- Window reveals increased to provide more depth to the facade with stone detailing around the frames

Pre-application proposals
Tottenham Court Road - Facade studies



1. Retaining exiting brick piers with new 3rd and 4th floor extension above.



2. Retaining and extending existing brick piers to 3rd and 4th floor



3. New brick facade throughout with rhythm to match neighbouring buildings



4. Simplified the architectural language by omitting the 'pavilion' at 4th floor

4.9



Pre-application proposals Tottenham Court Road - Design evolution

Revised designs were developed based on these comments and the following additional issues further discussed with LB Camden:

- The revised massing on the top floor was seen as an improvement and the stepped roofline and redefined plot widths was agreed to be successful
- The spandrel panels should be designed to match the surrounding brickwork to reduce the horizontality of the facade, possibly with variegated brickwork
- It was discussed that the window sizes need to be considered and full-height windows can expose clutter that might be placed against the windows
- The larger windows could also read more like a warehouse typology similar to the eastern side of Tottenham Court Road and should read more like punched windows within masonry more in context with the western side with more defined stone or brick detailed surrounds

4.9



Pre-application proposals Tottenham Court Road - Design evolution

A more defined masonry aesthetic with punched windows was developed which is more contextual to the western side of Tottenham Court Road, following the detailed streetscape analysis. The refined designs were further discussed with the LB Camden Design Officer :

- The width of the primary brick piers could be increased to reinforce the hierarchy between the primary and secondary brick piers
- The primary brick pier to the corner of Kirkman Place could also be increased
- Parapet details and roof line to the taller block appear quite flat and could have added detail
- The high-level side windows to be adjusted to make the return brickwork wall more solid at high level
- Review the different coloured brickwork and maybe look at a more subtle contrast in the brickwork between the 2no. blocks

4.10



Pre-application proposals Tottenham Court Road - Revised elevation

The designs were developed further based on these comments :-

- Cill levels raised to all windows to all elevations
- Window sizes adjusted with additional pre-cast stone detailing added around windows to provide a stronger appearance of 'punched' windows
- Primary brick piers to the taller block increased by 337.5mm
- Corner pier to corner of Kirkman Place increased by 225mm in both directions to increase extent of masonry
- Parapet detailing amended to provide a more decorative roof line
- Same brickwork proposed for both blocks, but with lighter coloured mortar applied to the smaller block to provide a subtle difference



Image showing brick with different colour mortars

5.0

Design proposals

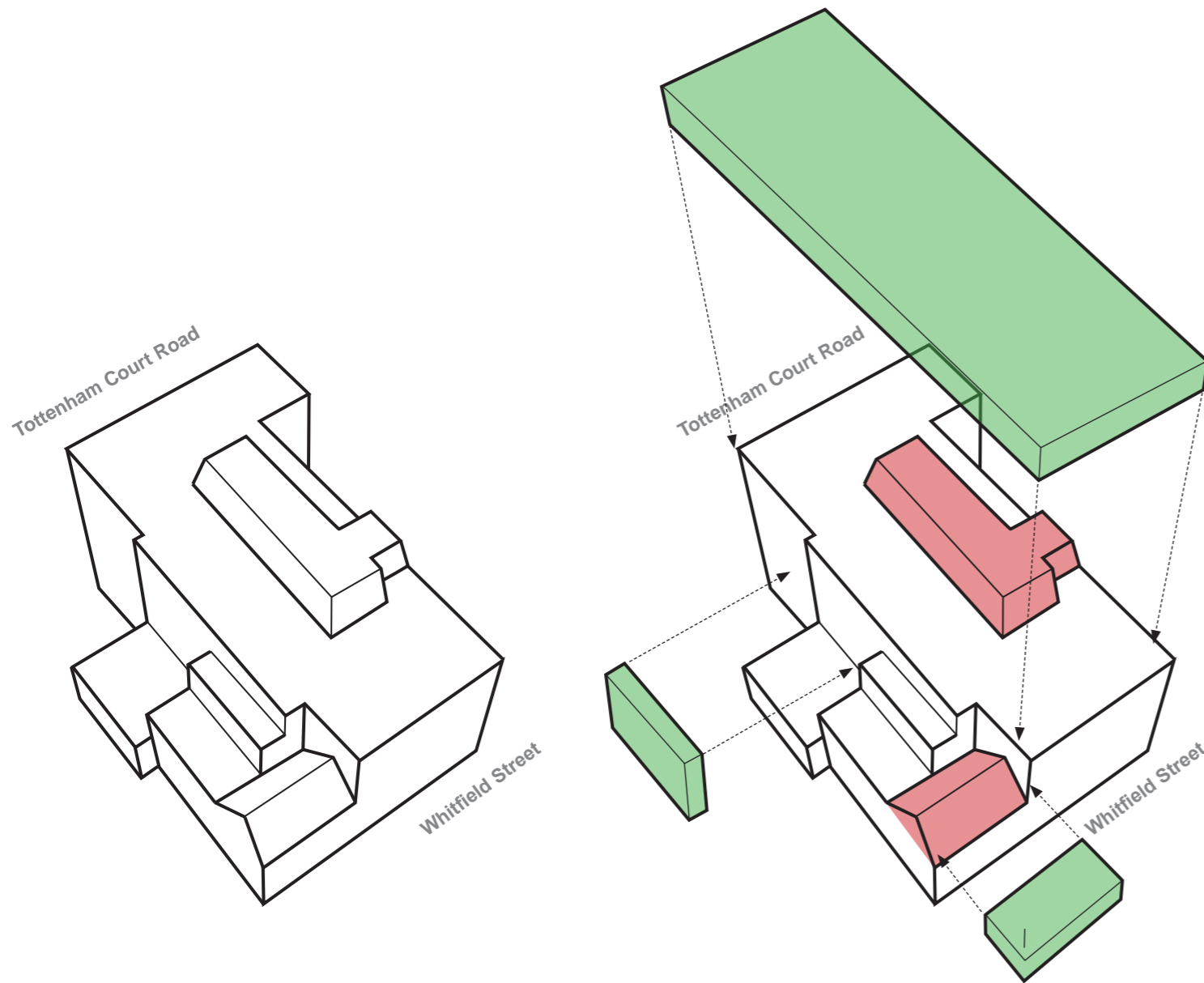
5.1

Rationalising the massing

5.1.1

Rationalising the Massing Key design moves

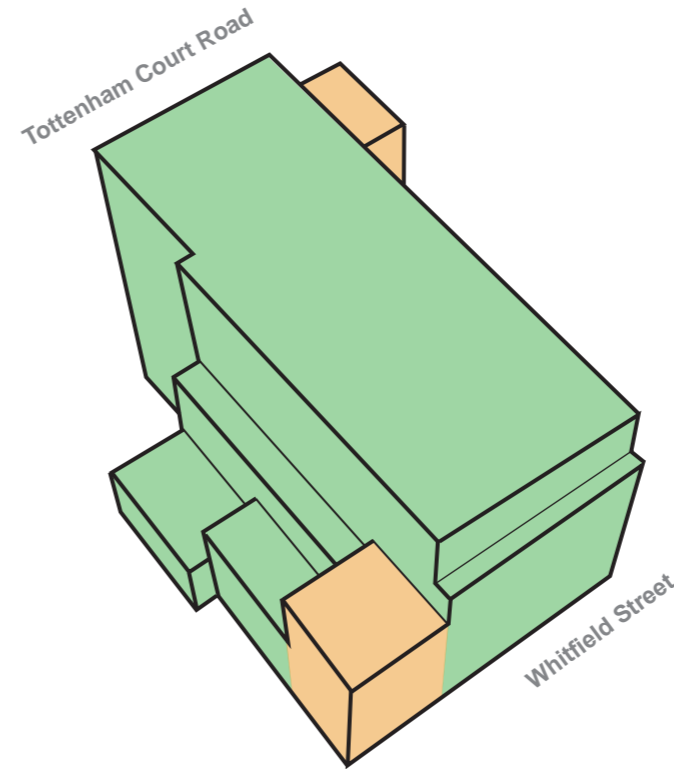
- The design proposals aim to rationalise the overall massing of the existing building in comparison to the consented scheme to create more unified volumes, rather than just adding new facades to the existing volumes
- The following pages set out the main moves floor-by-floor in comparison to the consented scheme



Existing Building

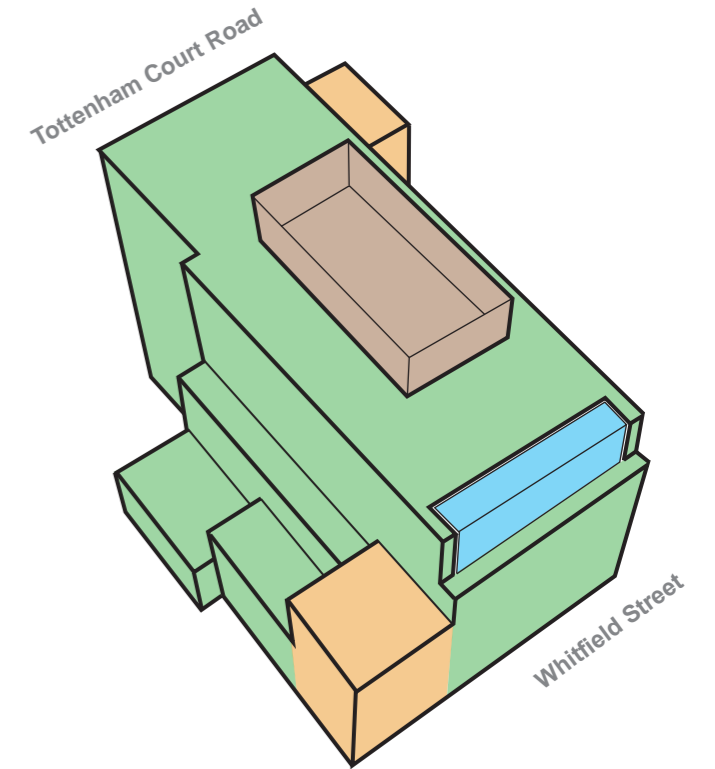
Removing existing roof plant + lower level pitched roof

- Demolition
- New extensions



Symmetrical treatment to massing and elevation design to Tottenham Court Road and Whitfield Street

- Massing 1
- Massing 2



Inserting top floor pavilion and adding new roof plant

- New 'pavilion'
- New set-back plant enclosure

5.1.2



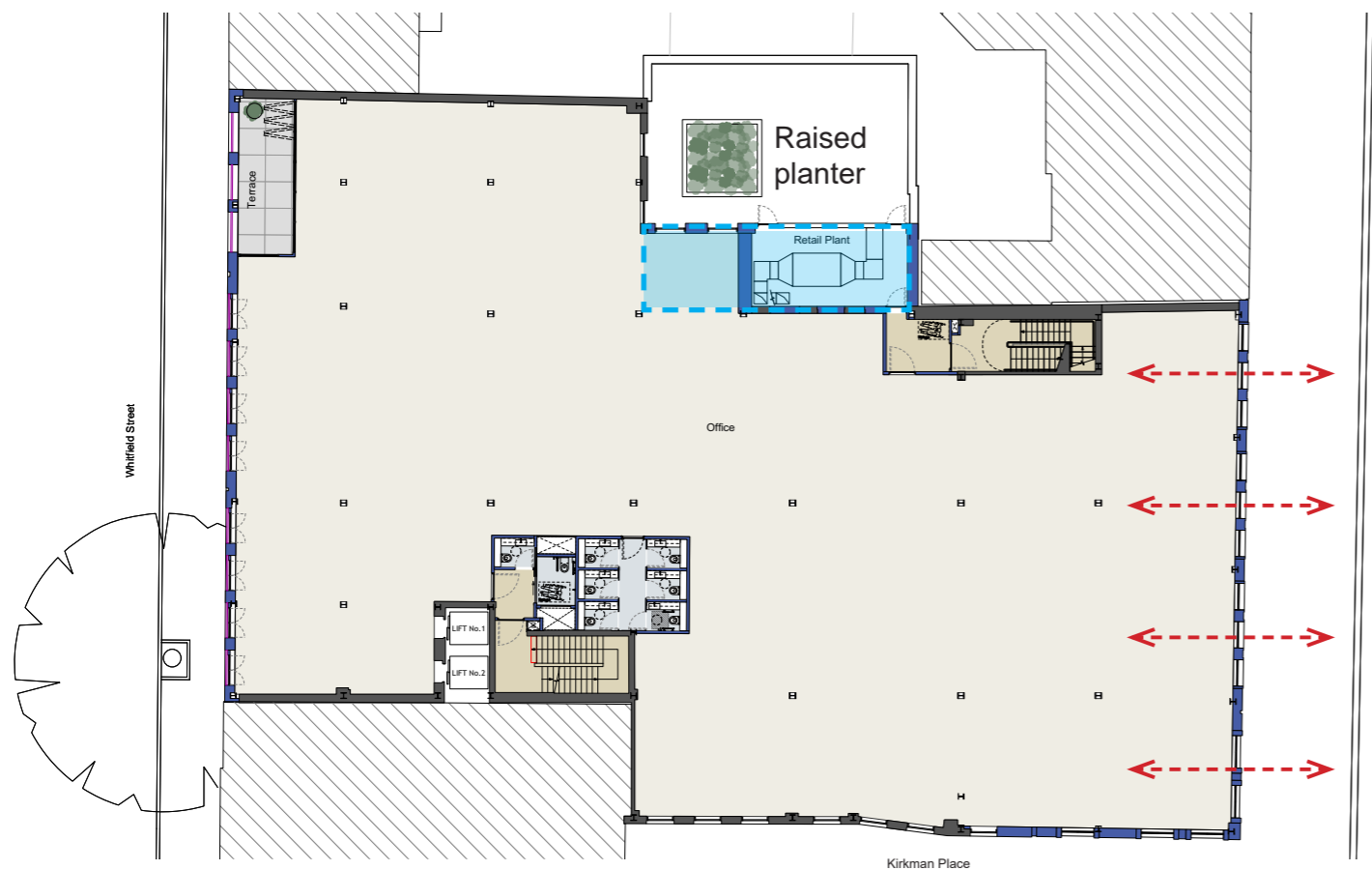
Consented scheme

Proposed additional first floor massing (shaded blue)

Rationalising the massing

Proposed first floor

- The main move at first floor level is relocating the existing retail plant facing onto Tottenham Court Road up to roof level, which allows the existing unsightly louvres to be removed and replaced with new glazing
- This reconfiguration provides a much better office floor plate and an activated frontage onto Tottenham Court Road
- Some of the retail plant has to stay at first floor though (which was not considered in the consented scheme) and is proposed to be housed in a small, louvred extension, projecting 4m on the north elevation
- This extension has been kept to a minimum to house the required plant, but the location allows safe access for the retail tenants via the adjacent staircase
- The existing 1st floor flat roof currently has several large ducts from the retail unit which create an unsightly view for neighbouring properties
- The design seeks to reduce the amount of ducts and conceal them within a raised planter with louvred sides (sample image below), which makes for a better roofscape and aspect for the surrounding neighbouring properties



Proposed First Floor plan



Existing roof plant at 1st floor



Raised planter with integrated louvre

5.1.3



Consented scheme

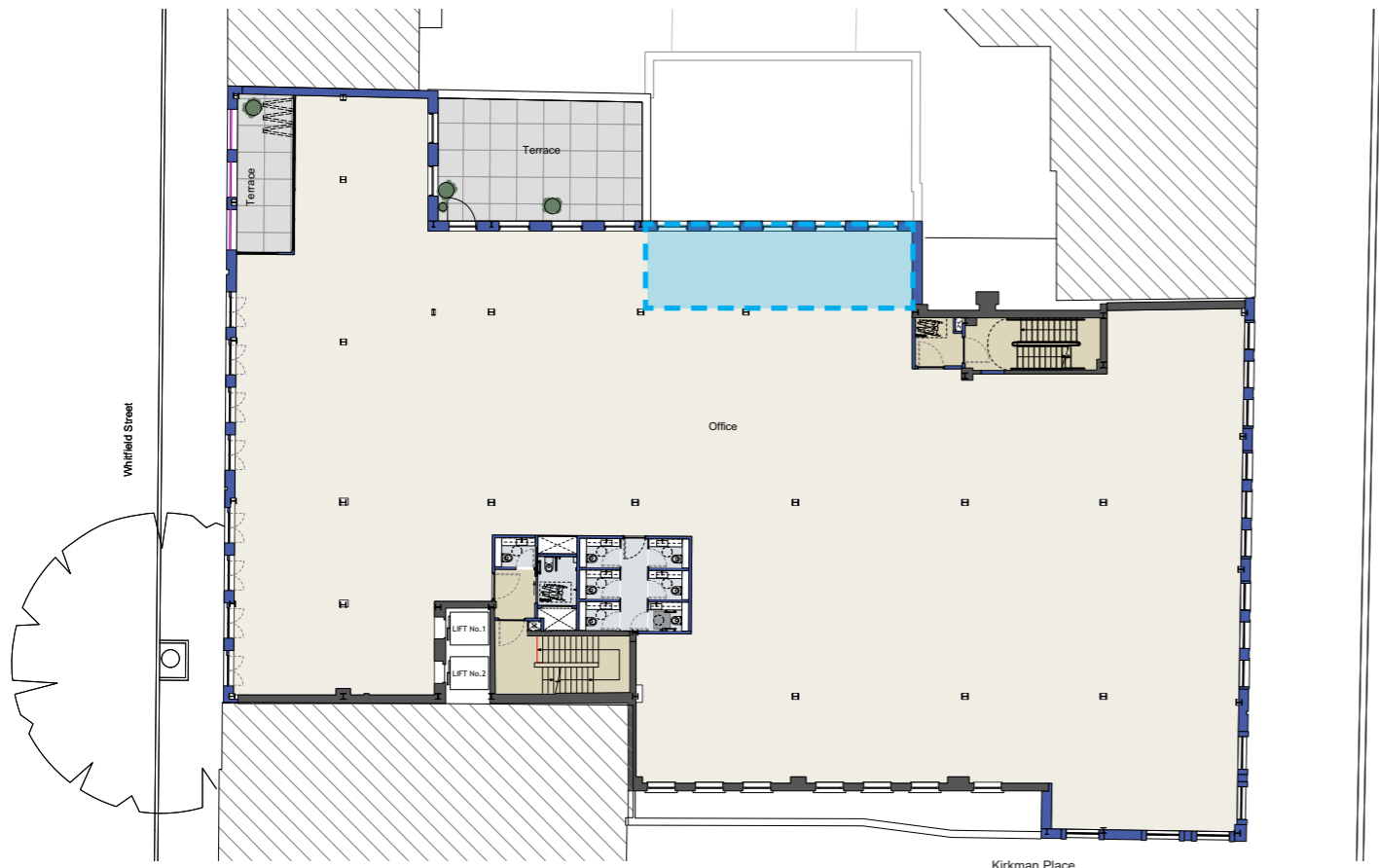


Proposed additional second floor massing (shaded blue)

Rationalising the massing

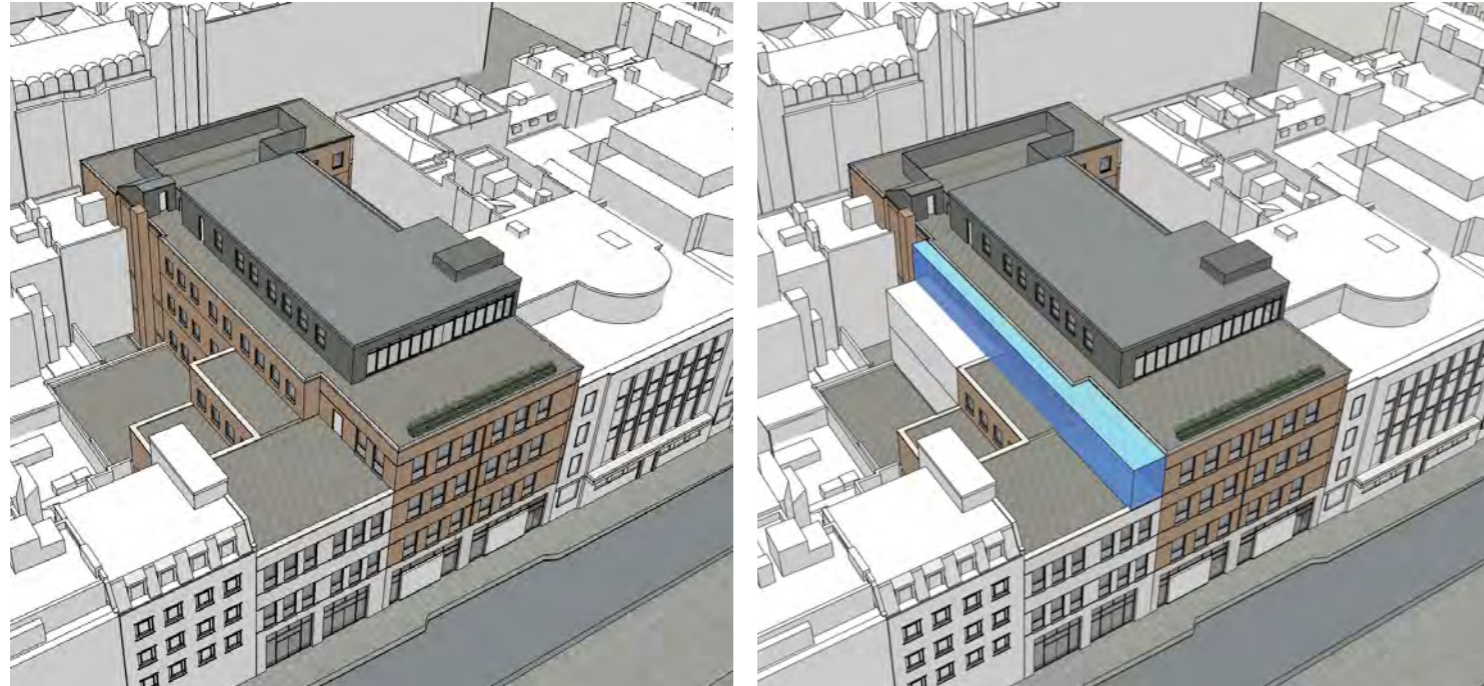
Proposed second floor

- The main move at second floor level is a small extension to the northern elevation to match the new extension at first floor
- This new extension projects 4m and aligns with the existing projection at second floor creating a more rational volume
- The new extension would be constructed from brickwork to match the existing extensions and window detailing would also be rationalised
- It is proposed to extend the existing 2no. storey volume onto Whitfield St by removing the existing pitched roof and extending up 1no. floor, as per the consented scheme
- However, within this new extension it is proposed to provide an inset loggia balcony (see page 72) to provide some external amenity space for office tenants
- This proposal will also provide some visual interest to the new proposed Whitfield St elevation and improved views over Crabtree Fields to the west for tenants.
- This proposed loggia balcony will also be mirrored on the first floor along with opening doors and Juliet balconies to further provide connection to Crabtree Fields
- A new roof terrace is also proposed to the north elevation utilising an existing area of flat roof which will have planting to improve urban greening and biodiversity on the site



Proposed Second Floor plan

5.1.4

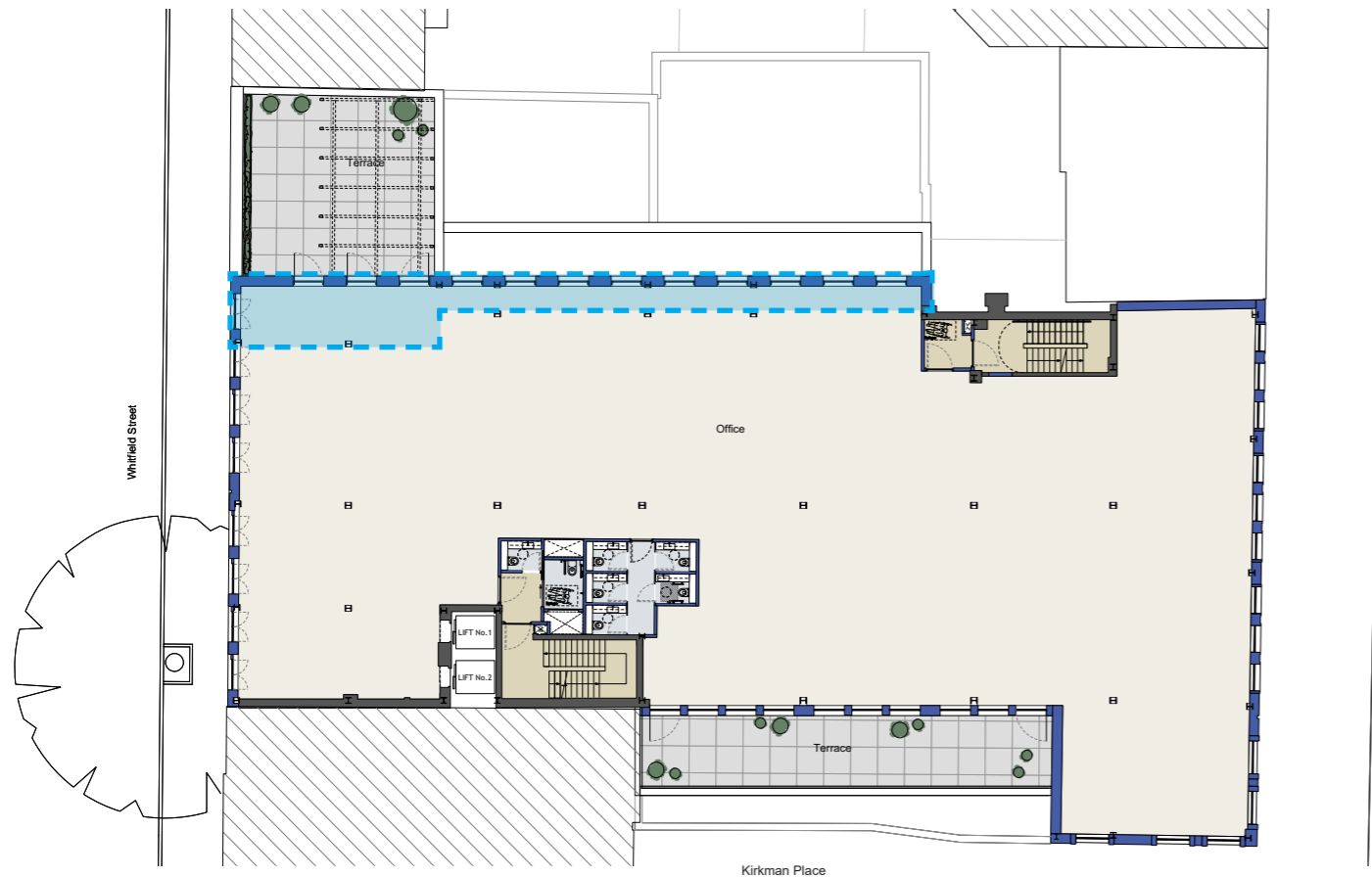


Consented scheme

Proposed additional third floor massing (shaded blue)

Rationalising the massing Proposed third floor

- On the third floor, the proposal is to extend the massing by 1.5m to the north and also square off the north-west corner of the Whitfield St elevation to make the volume more rational
- This revised massing line also enhances the design proportions of the new proposed Whitfield Street facade
- The proposals also retain the consented roof terrace onto Whitfield Street, which would be slightly reduced in size, but remains a generous terrace overlooking Crabtree Fields
- The proposals also look to convert the existing metal roof on the south elevation facing Kirkman Place into a new roof terrace

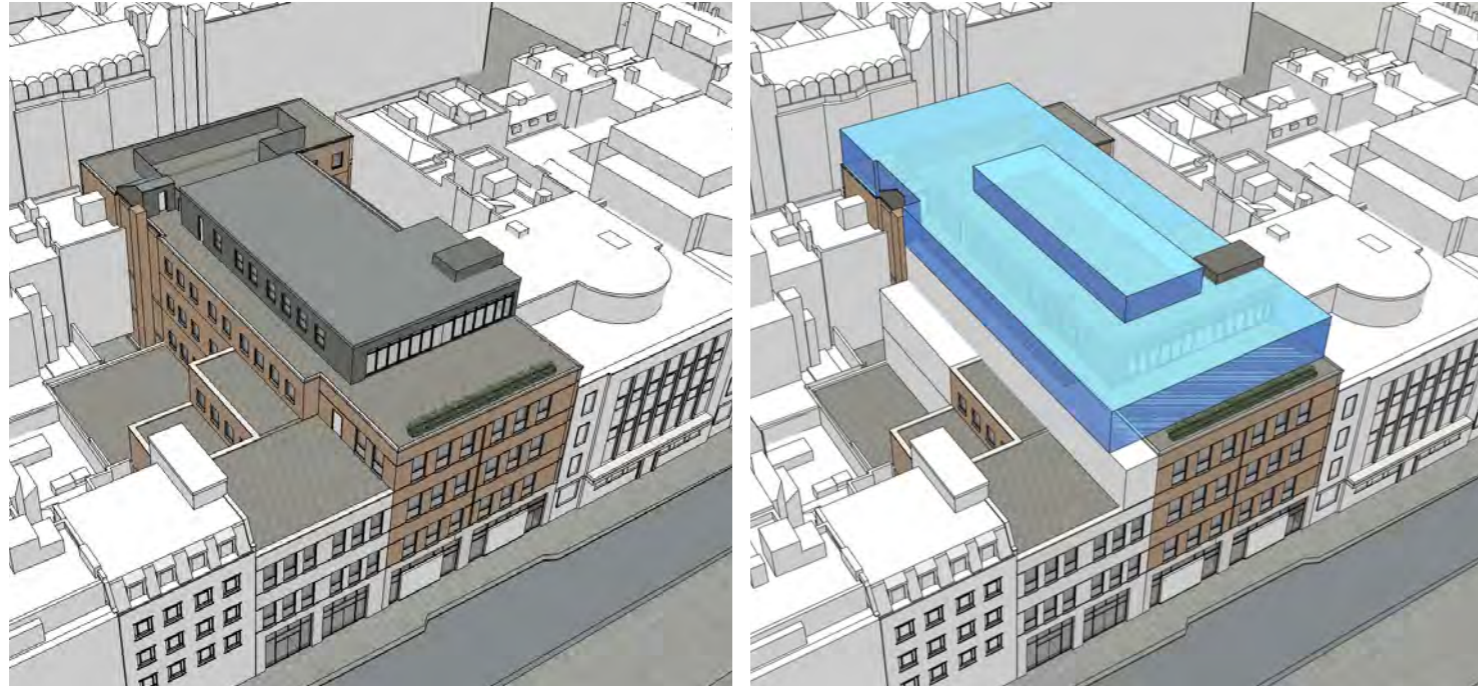


Proposed Third Floor plan



View of the existing metal roof to be reconfigured into a roof terrace

5.1.5



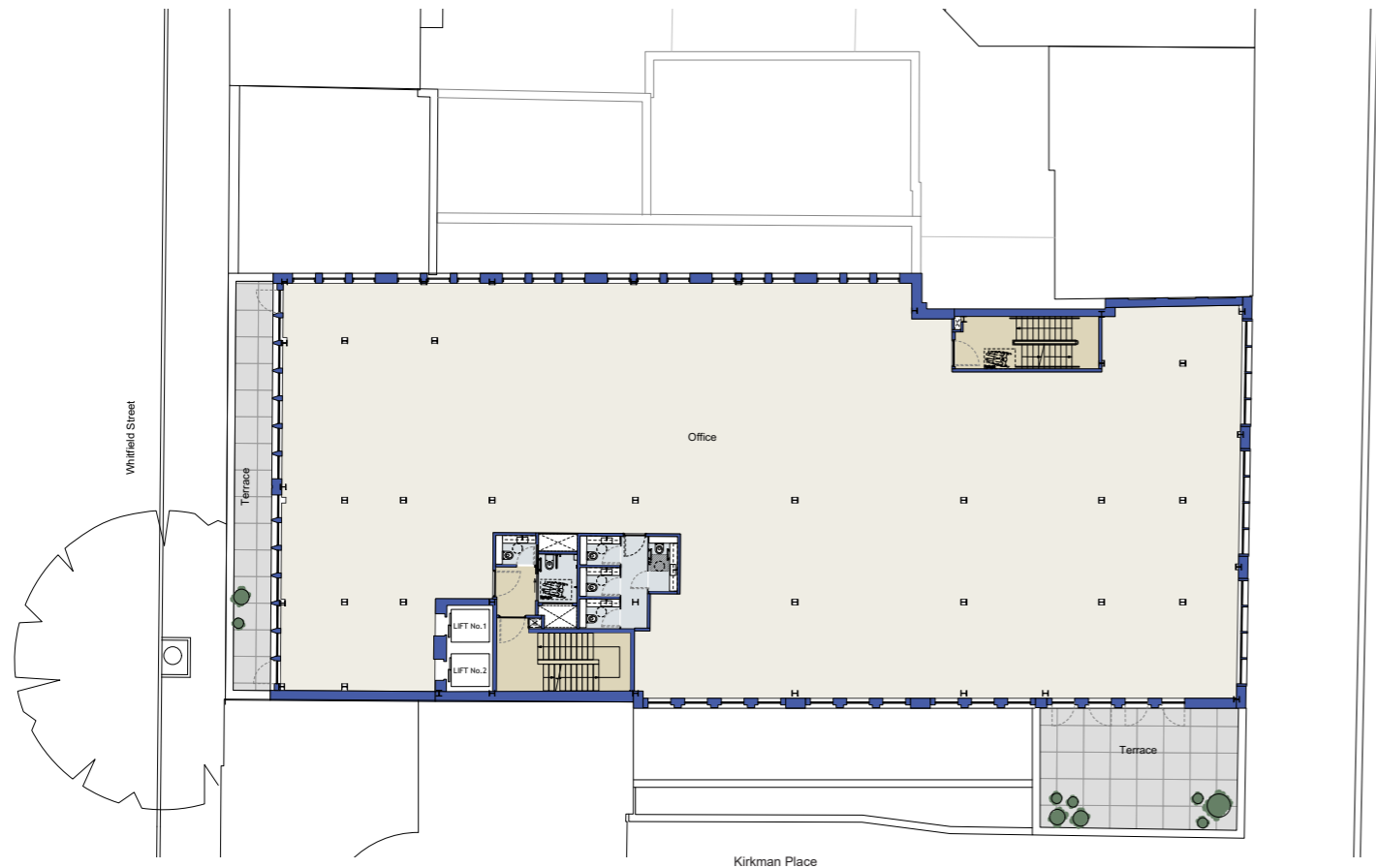
Consented scheme

Proposed additional fourth floor massing (shaded blue)

Rationalising the massing

Proposed fourth floor

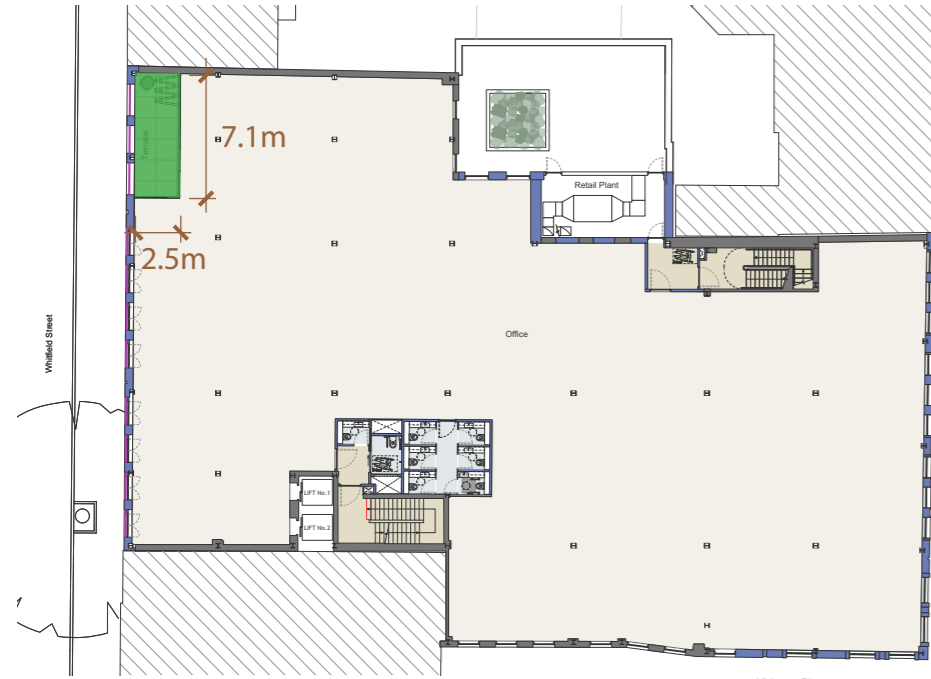
- On the fourth floor, the proposal is to extend the consented massing to rationalise the volume of the building and make it more legible
- The central building becomes a more legible volume with 2no. lower and smaller volumes to the north-west and south-east corners giving the building a rational symmetry
- As shown in the previous design development chapter, extending the massing fully onto Tottenham Court Road also helps to create a more contextual roofline and helping to visually reduce the plot widths
- The lower block also provides area for a new south-facing roof terrace
- On the Whitfield Street elevation, the extended massing aligns with the proposed third floor extension removing the existing setback in the volume
- The proposed fourth floor massing onto Whitfield Street is set back by 1.7m to provide a new full-width roof terrace overlooking Crabtree Fields
- A new plant enclosure is required on top of the new massing to house the relocated retail plant and new office plant, but this is set back on all elevations and not visible from long views



Proposed Fourth Floor plan

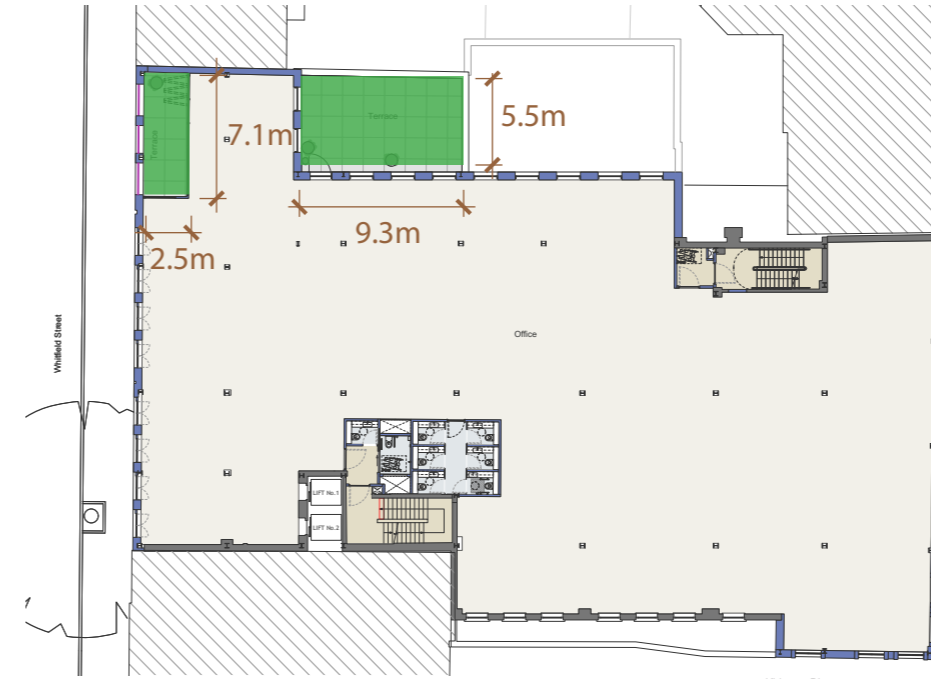
5.1.6

Rationalising the massing Proposed roof terraces



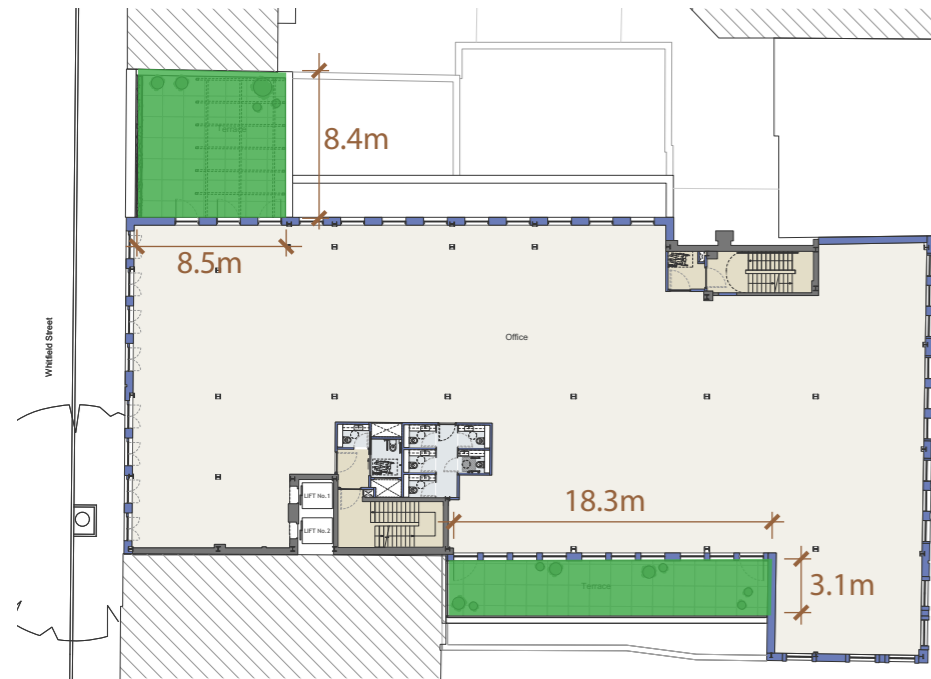
First Floor

Terrace: 18 sqm

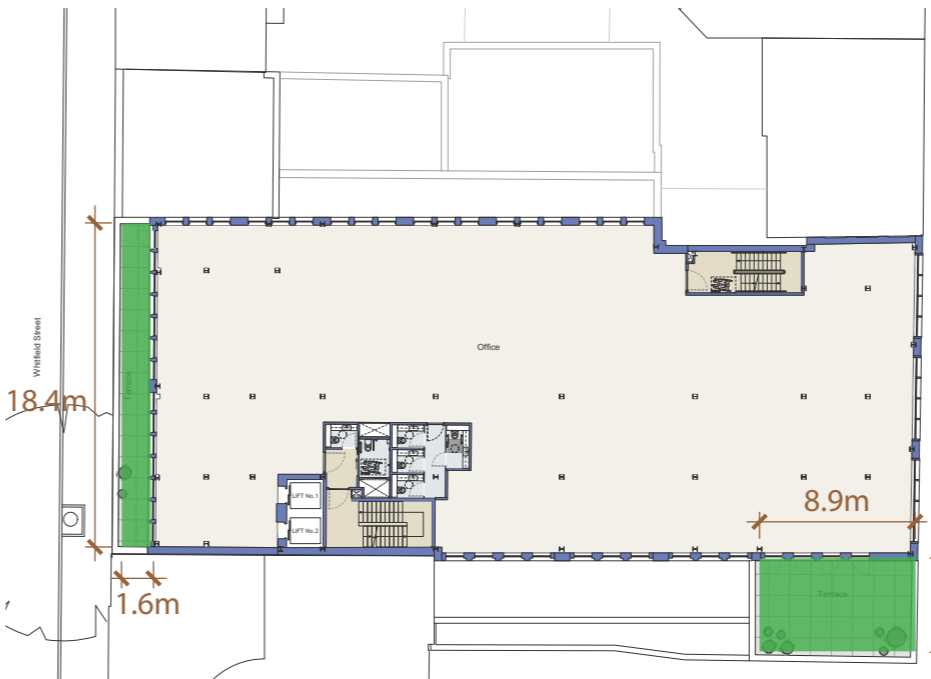


Second Floor

Terrace: 69 sqm



Terrace: 127 sqm



Terrace: 78 sqm

5.2

Improving the facades

5.2.1

Improving the facades Tottenham Court Road - Proposed elevation

As set out in Chapter 4, the pre-application process highlighted the need to improve the primary elevation onto Tottenham Court Road as part of the design proposals. The final design proposals include:

- All new brickwork facade to upper floors with existing vertical bays still clearly defined (Marks & Spencer's retail frontage does not form part of the scope)
- New 4th floor extension to 3no. bays creates a new step in the roofline reducing the perceived plot widths
- New 'punched' fenestration design with more depth and feature reveals to add visual interest to the elevation with the new 4th floor having a different rhythm to reflect the 'top' of the composition
- Additional feature details such as decorative parapet and stone window reveals to further reference the immediate context
- New setback roof plant enclosure with vertical metal-panelled design to match the new fenestration proportions (the detailed design of the roof plant enclosure is covered later in Chapter 5.4)



Proposed Tottenham Court Road elevation

5.2.2

Improving the facades Tottenham Court Road - Proposal in context



Existing streetscape



Consented streetscape



Proposed streetscape

55 Tottenham Court Road & 16-24 Whitfield Street, Fitzrovia

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5.2.3

Improving the facades Tottenham Court Road - Focused Streetscape



Consented streetscape



Proposed streetscape

55 Tottenham Court Road & 16-24 Whitfield Street, Fitzrovia

Design & Access Statement - August 2023

5.2.4



Proposed Tottenham Court Road visual

Improving the facades

Tottenham Court Road - Proposed visual

Material palette



Same brick with different colour mortar



Stone lintels



PPC metal framed glazing



Feature masonry details at coping



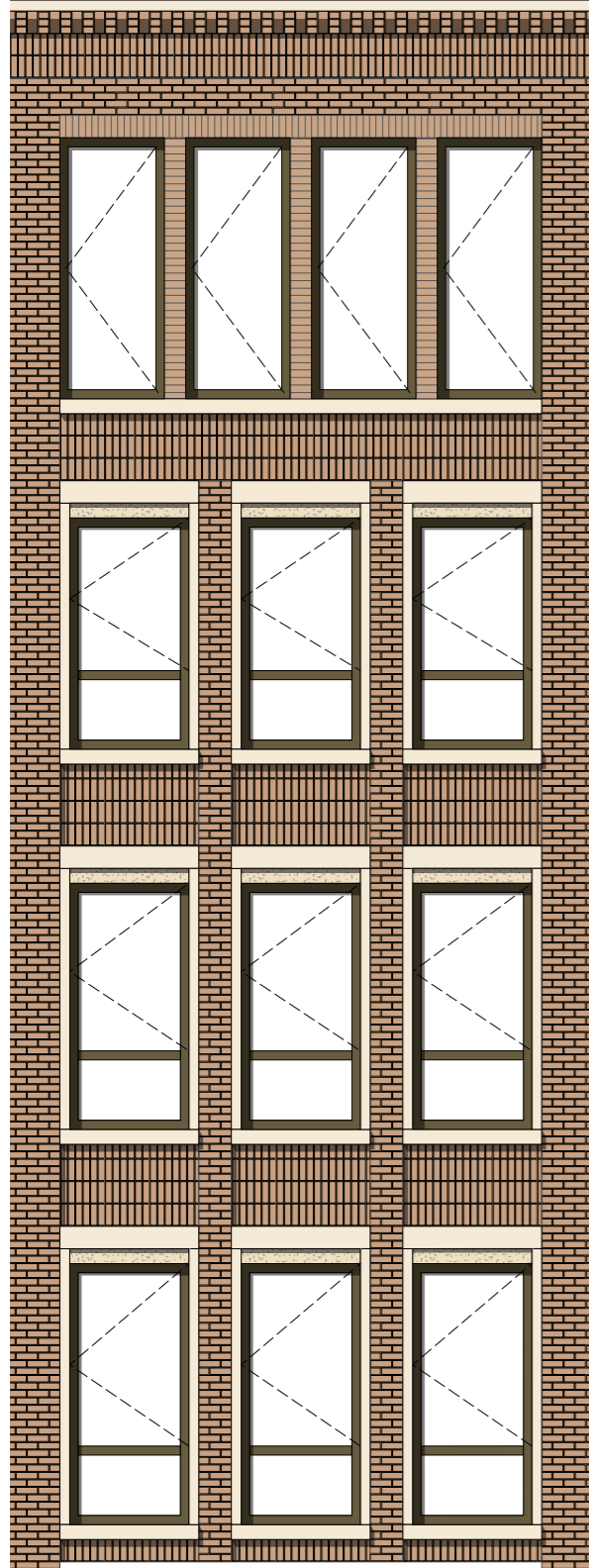
Soldier stack brick bonding at coping



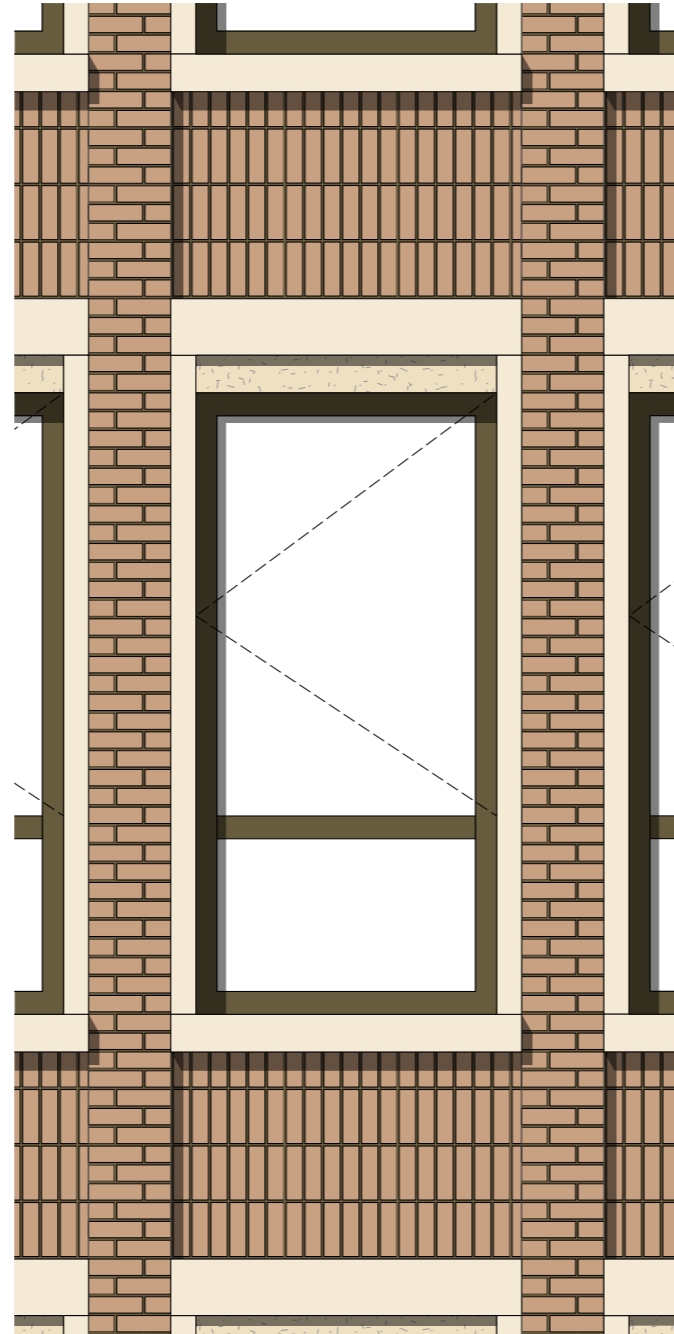
Stone surround to windows

5.2.5

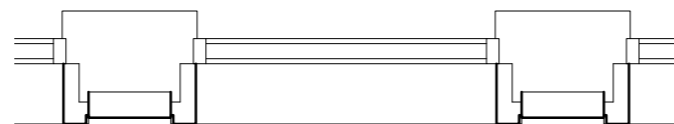
Improving the facades
Tottenham Court Road - Bay Study 01



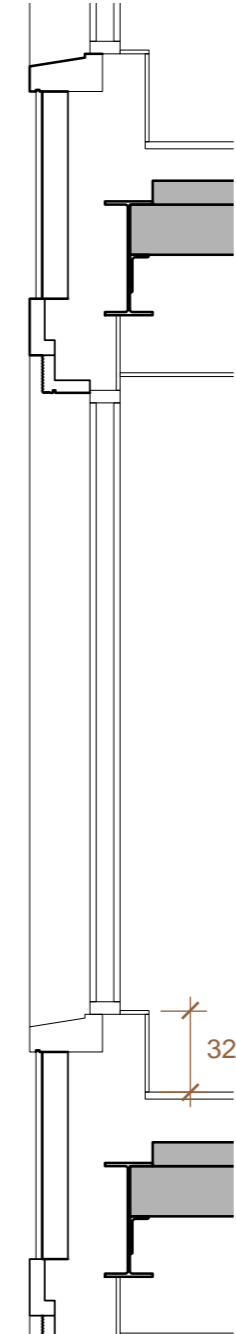
Proposed bay



Proposed single fenestration - elevation



Proposed single fenestration - plan



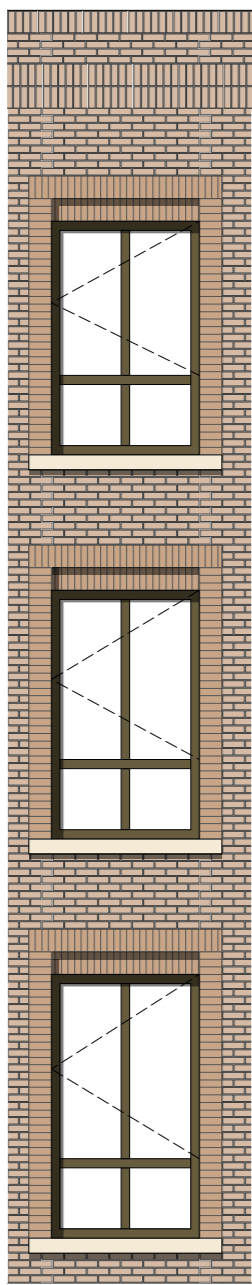
Proposed single fenestration - section



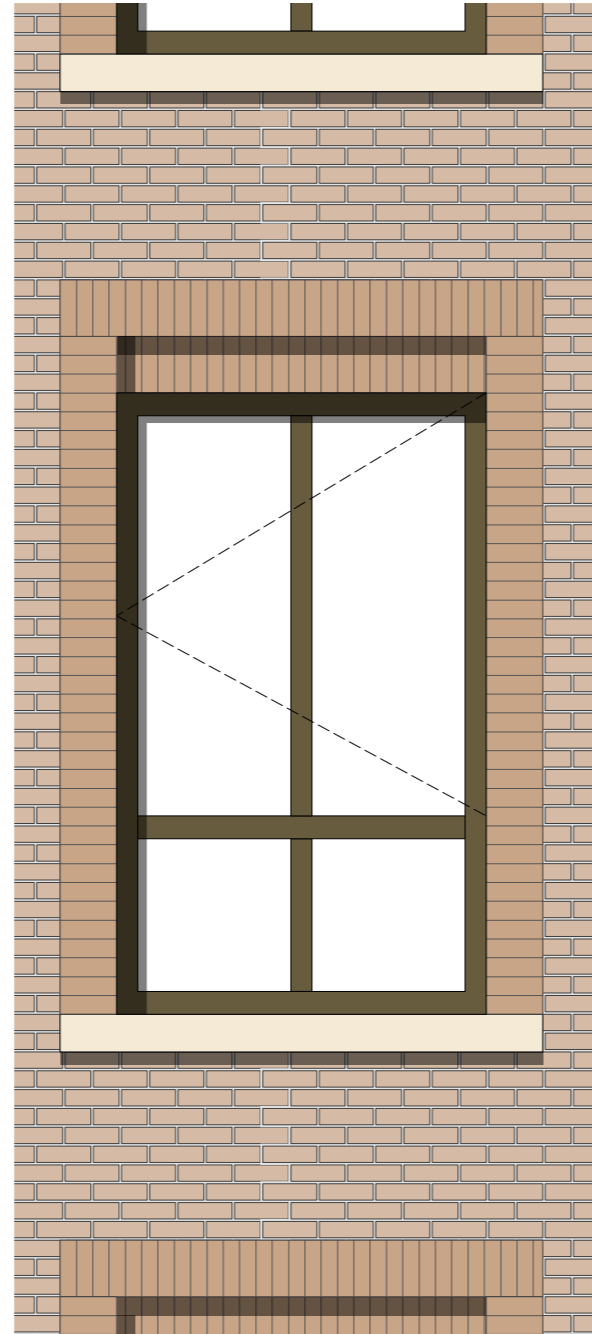
key

5.2.6

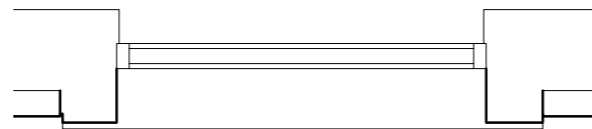
Improving the Elevations
Tottenham Court Road - Bay study 02



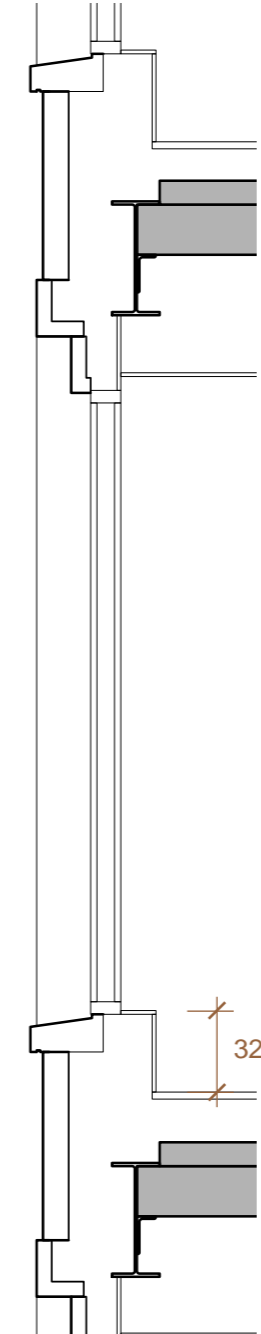
Proposed bay



Proposed single fenestration - elevation



Proposed single fenestration - plan



Proposed single fenestration - section



key

5.2.7

Improving the facades Tottenham Court Road - Proposed view from south



Proposed Tottenham Court Road visual, looking northwards

55 Tottenham Court Road & 16-24 Whitfield Street, Fitzrovia

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5.2.8

Improving the facades Tottenham Court Road - Proposed view from north



Proposed Tottenham Court Road visual, looking southwards

55 Tottenham Court Road & 16-24 Whitfield Street, Fitzrovia

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5.2.9

Improving the facades Whitfield Street - Proposed elevation

Following the design workshop with the LB Camden Design and Planning officers held on the 12th of July, the below refinement have been applied to the Whitfield Street elevation, as requested by the planning officers.

- continuation of the solidity language to the centre of the taller block to the fourth floor from the lower floors
- roof plant enclosure design updated (the design of the roof plant enclosure is covered later in Chapter 5.4)

Other refinement includes:

- Fenestration and louvre/grill design to ground floor updated to suit internal layout and MEP & statutory requirement
- Design of the metal balustrade enhanced



Proposed Tottenham Court Road elevation

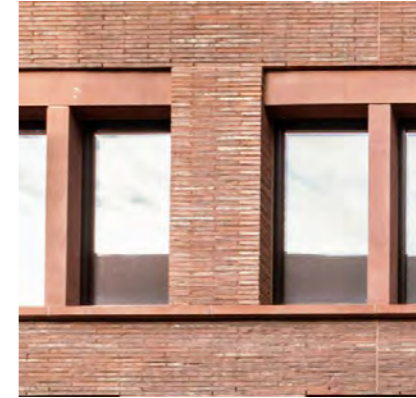
5.2.10



Proposed Whitfield Street visual

Improving the facades Whitfield Street - Proposed visual

Material palette



Wet-cast stone lintel to match brickwork



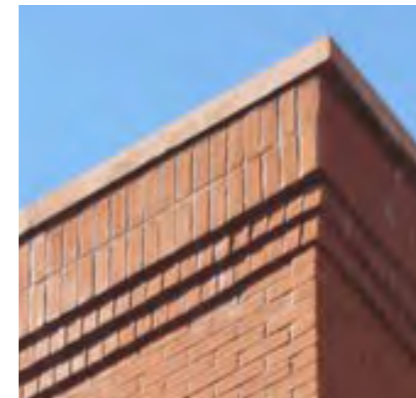
Wet-cast stone fins and spandrel to pavilion



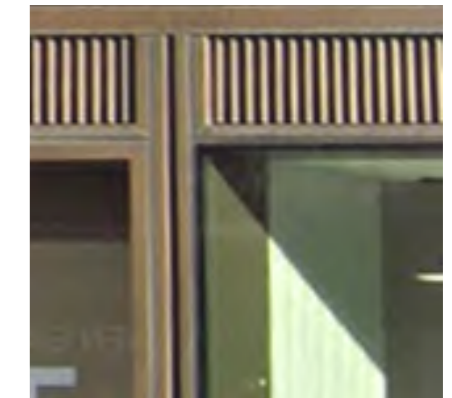
PPC metal framed glazing



Feature masonry details at coping



Soldier stack brick bonding at coping



Metal grill and framed glazing