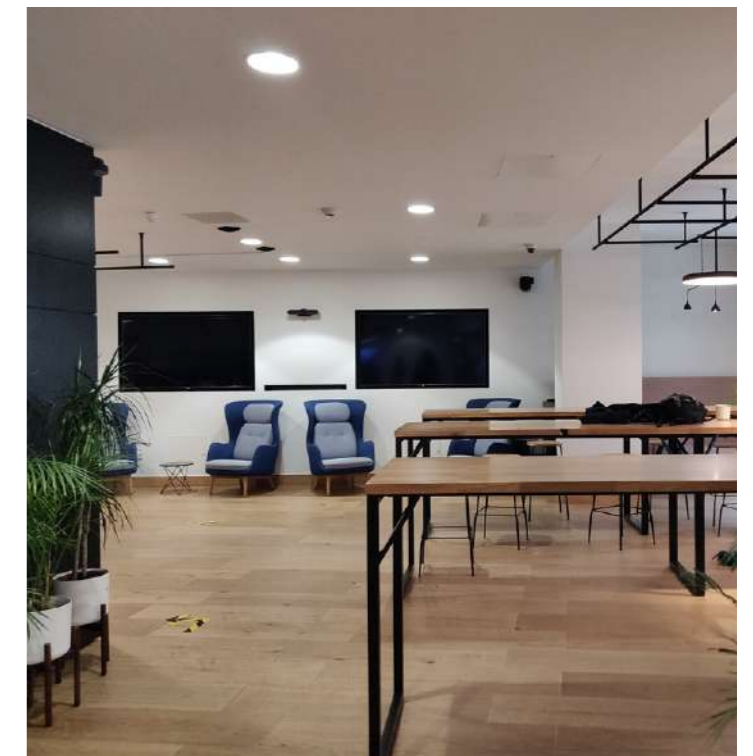
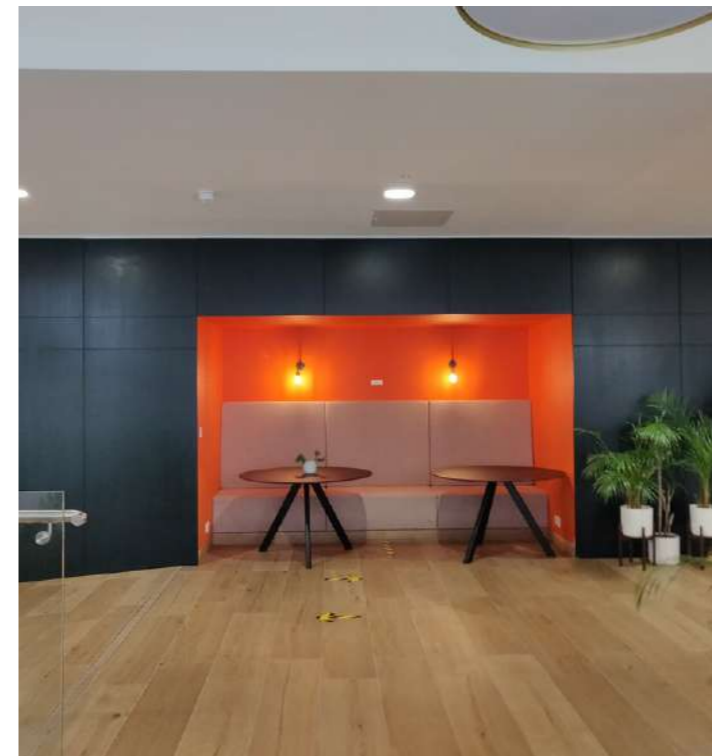
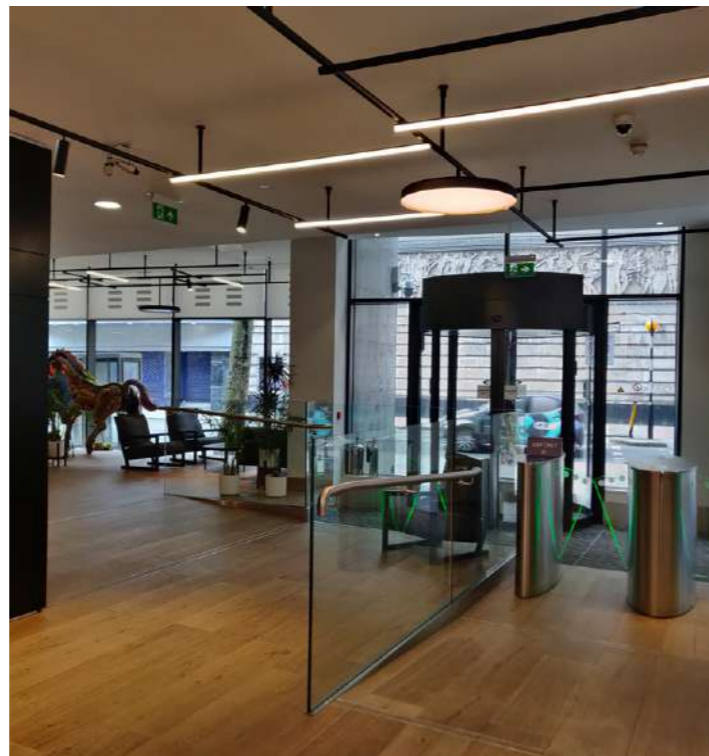
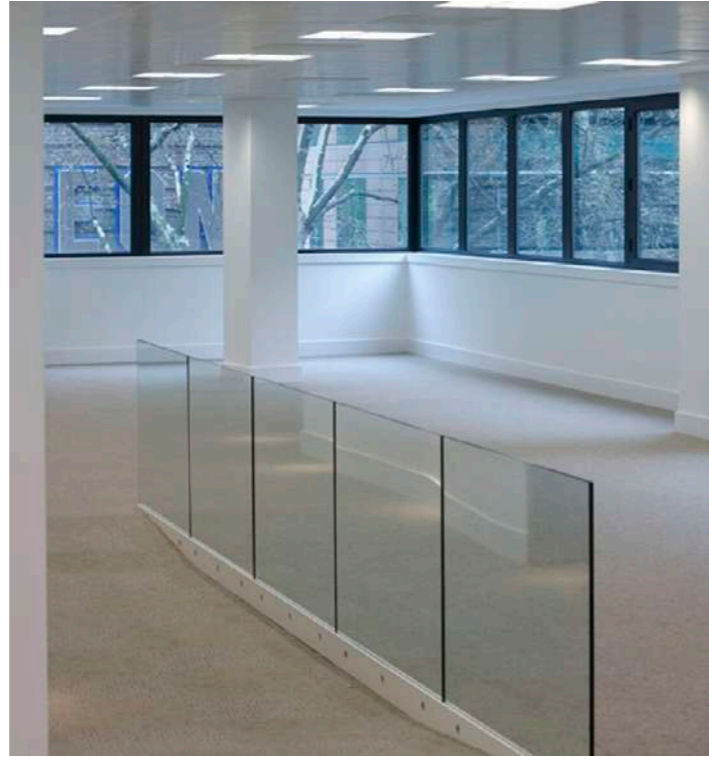


Appearance: Internal

03.02 Existing Building

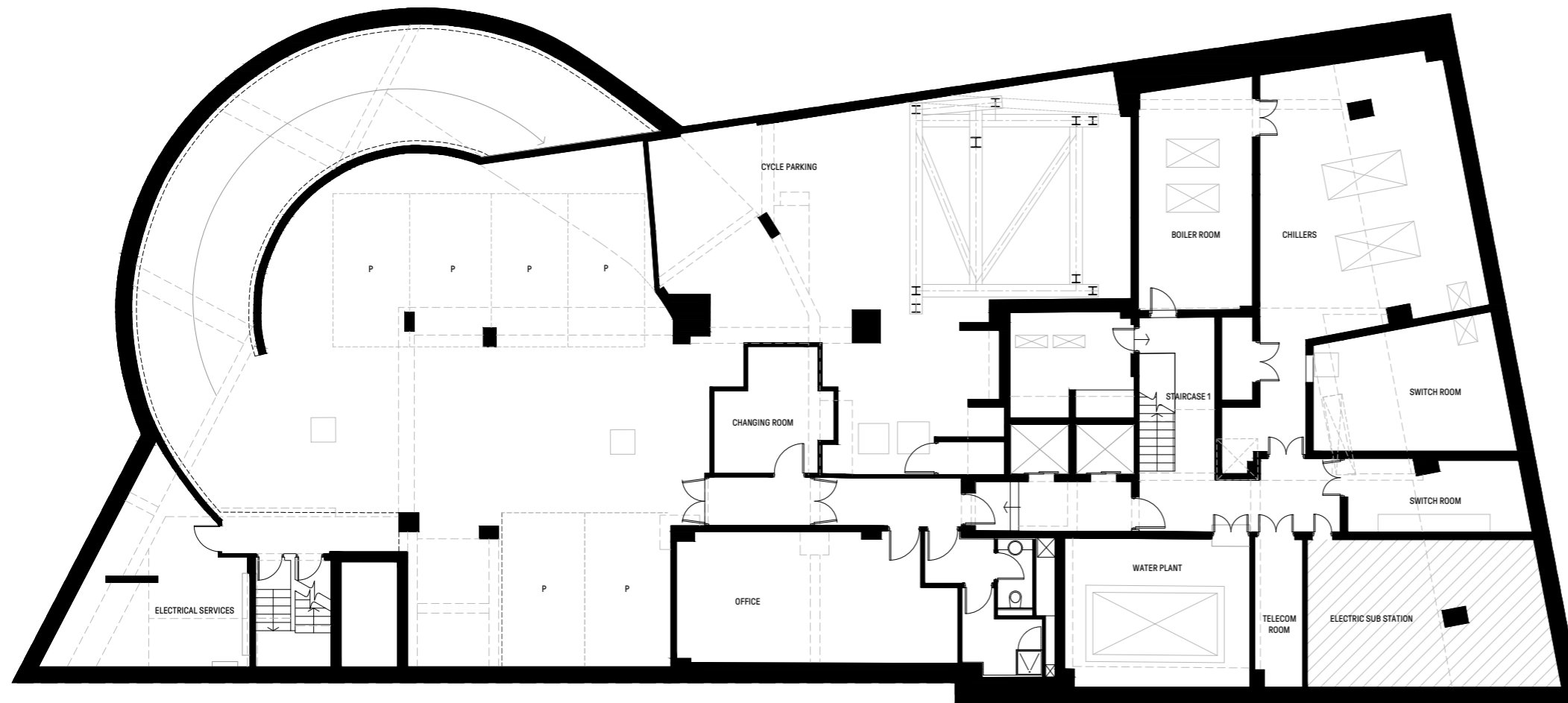
Internally, the current quality of the finishes and fittings are outdated, with various level differences at each floor. The short existing windows, while extensive, do not offer sufficient natural light internally, as the floor plans are deep and the building faces predominantly North. However, the horizontal bands formed by brick and glazed elements, as stated in the earlier sections of this document, contribute to the building's architectural character.

As part of the wider development, works are to include the interior refurbishment of the main reception area, which in its existing form is not performing very well from an up-to-date design perspective and functionality. Thus, the proposal will aim to improve the ground floor areas both in terms of function and aesthetics. A more welcoming reception area will reflect the new high valued development and create a lasting impact. The addition of a more flexible break out space will aim to appeal to the needs of all tenants.



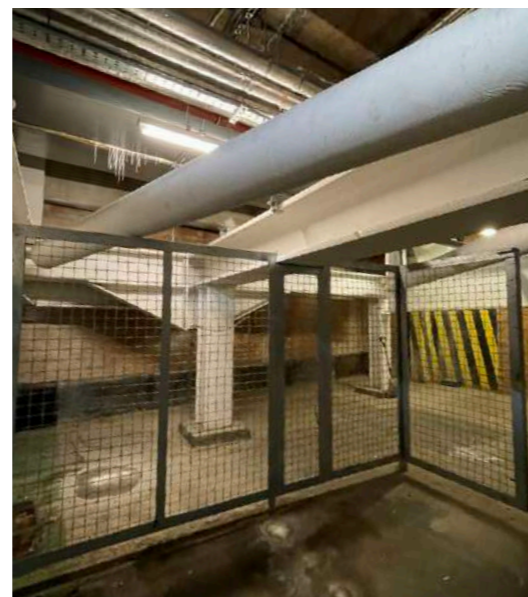
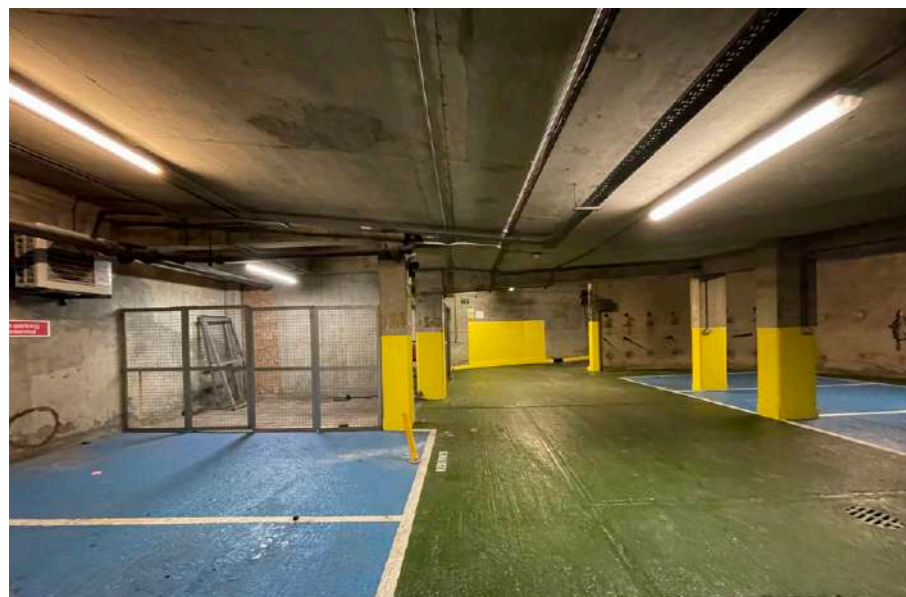
Existing - Basement Floor Plan

03.03 Existing Building



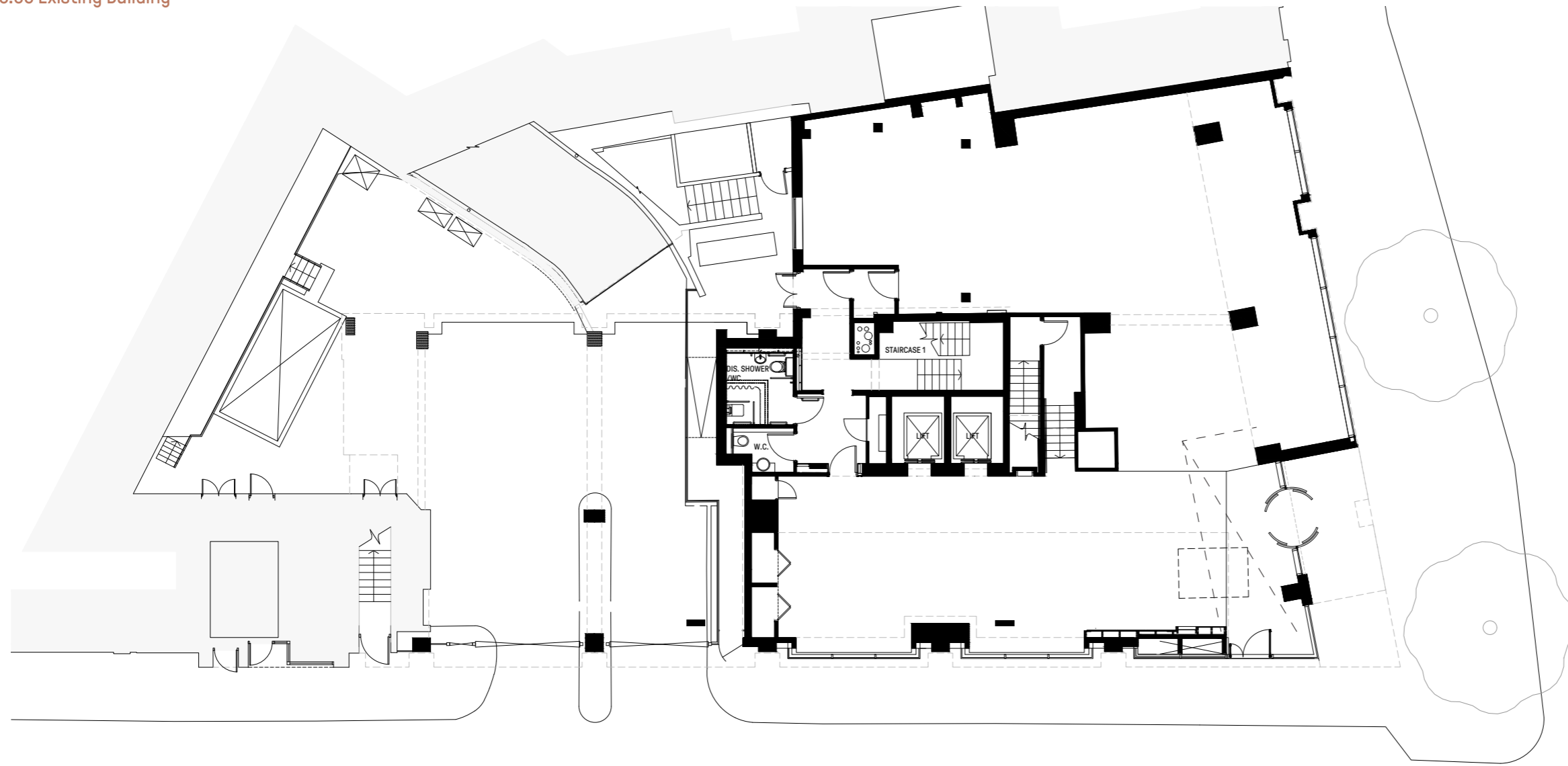
	Existing
Cycle Parking	13 sheffield cycle stands
Car Parking	6
Changing room	1

Constraints of the existing structure and services installation limit the options for increasing cycle storage and associated changing facilities. The extent of vehicular parking provision does not accord with current sustainability aims and there is a desire to re-balance the provision towards supporting active travel.

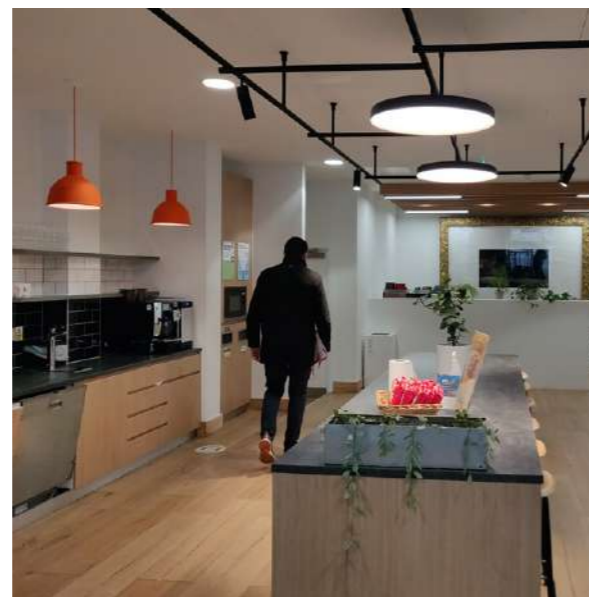


Existing - Ground Floor Plan

03.03 Existing Building

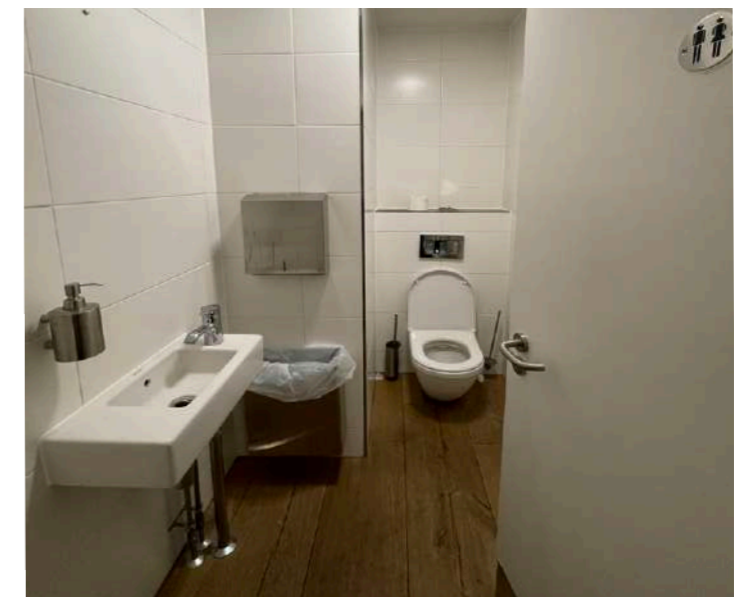
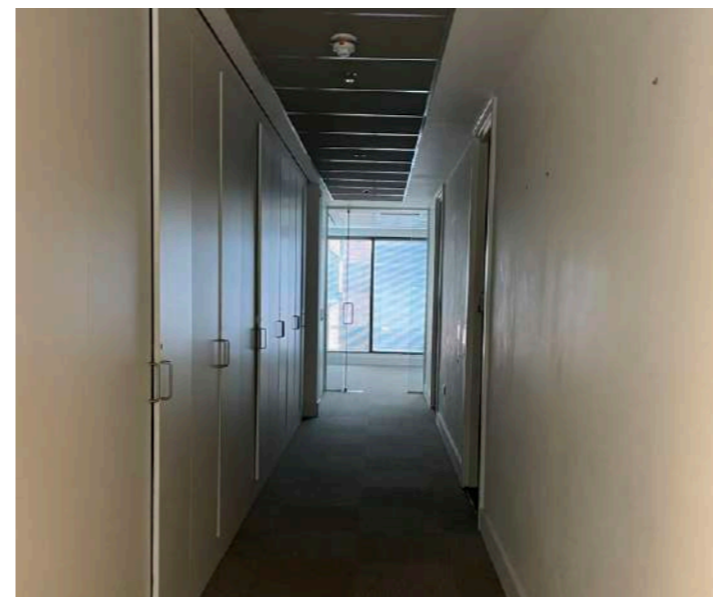
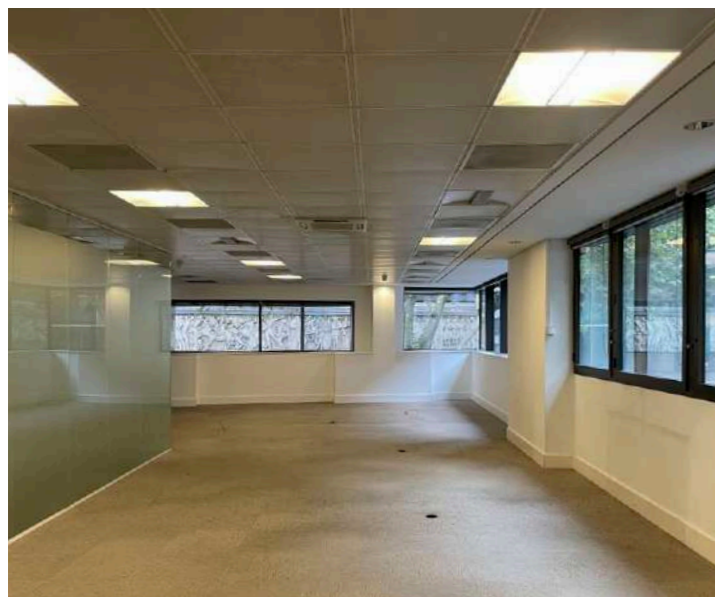
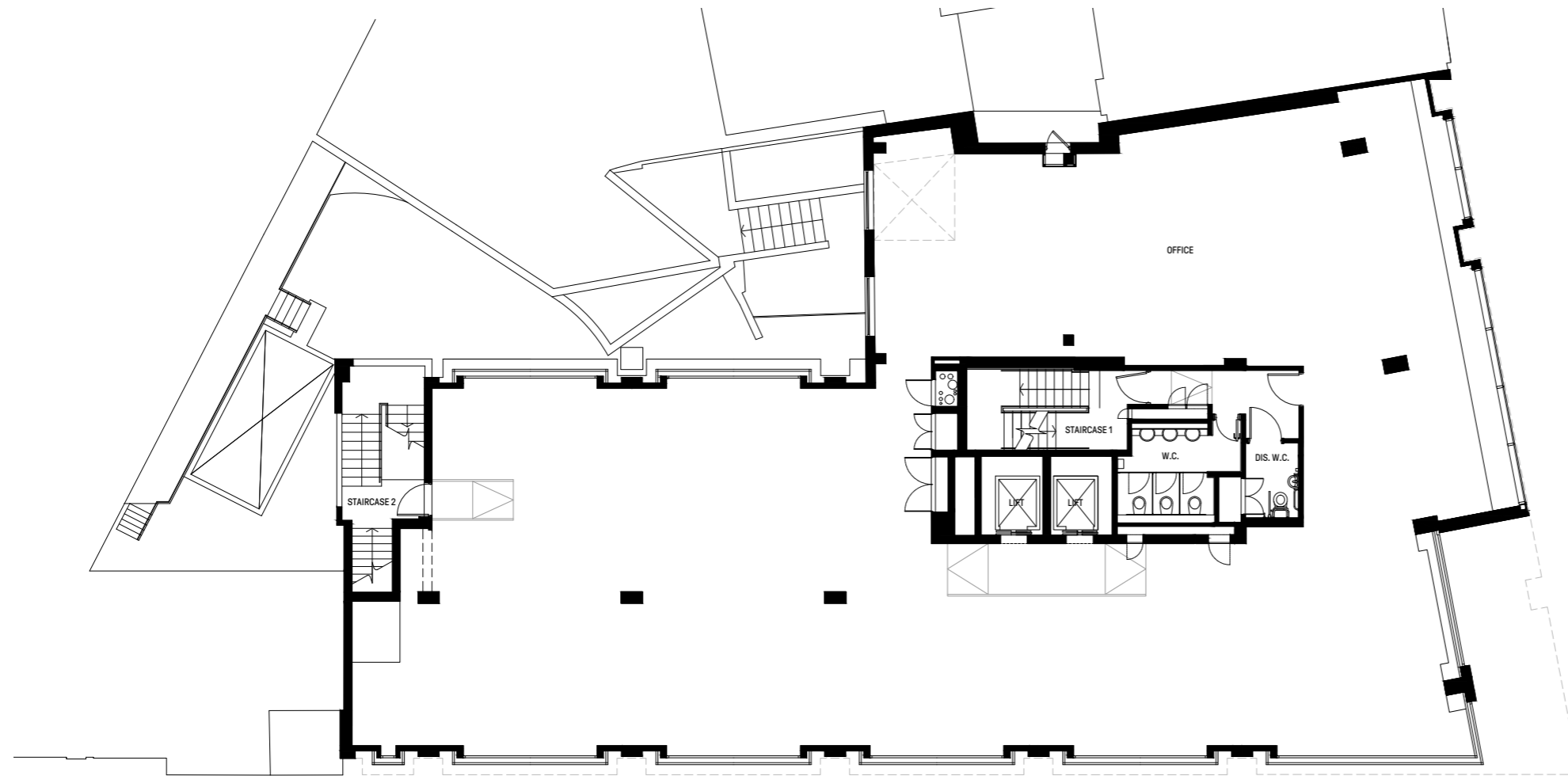


The existing entrance is located on the corner of Shaftesbury Avenue and Mercer Street. The 2008 refurbishment gained planning consent for a flexible range of uses, including retail. With the building eventually letting to a single tenant the entire ground floor area has been given over to flexible entrance lobby and break out space.



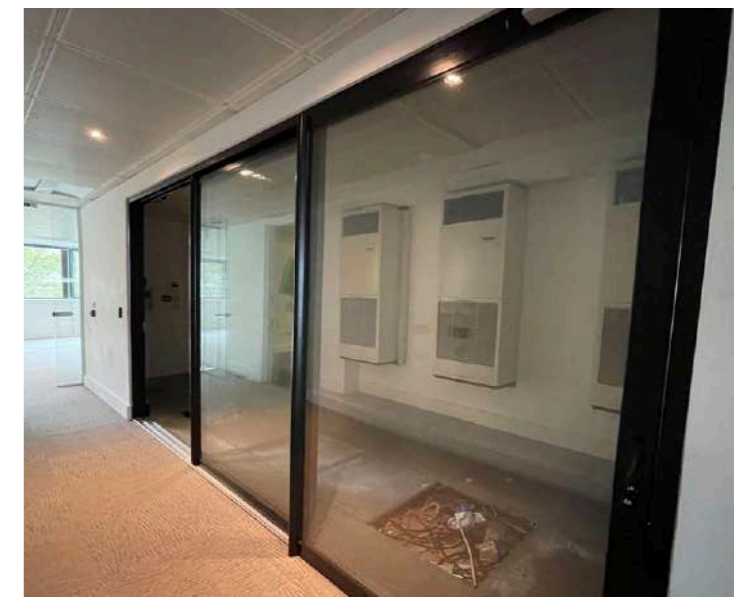
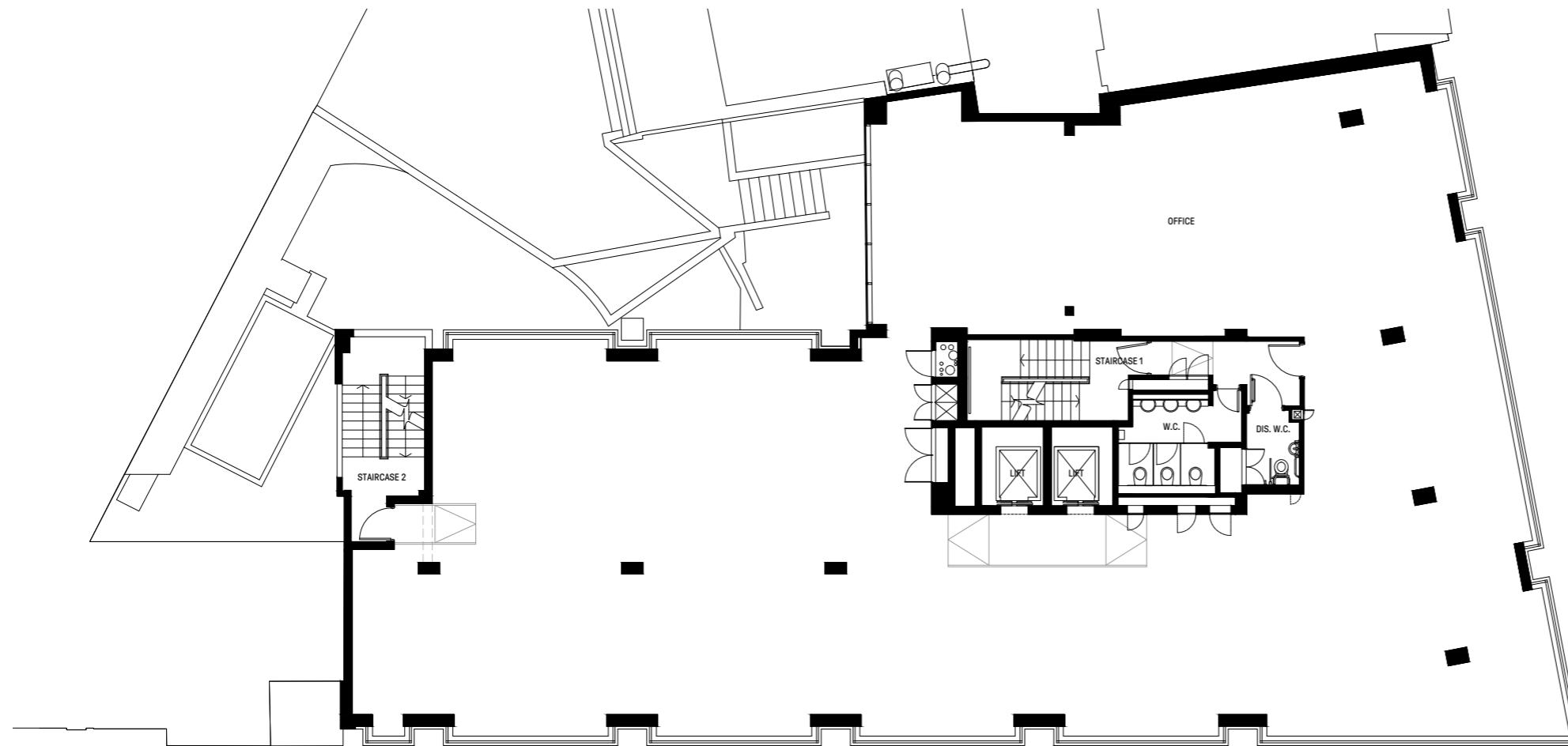
Existing - Level 01 Plan

03.03 Existing Building



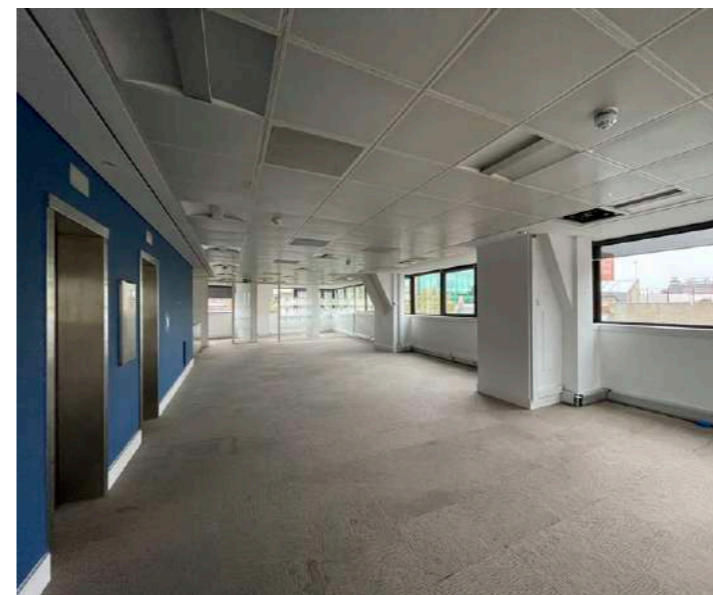
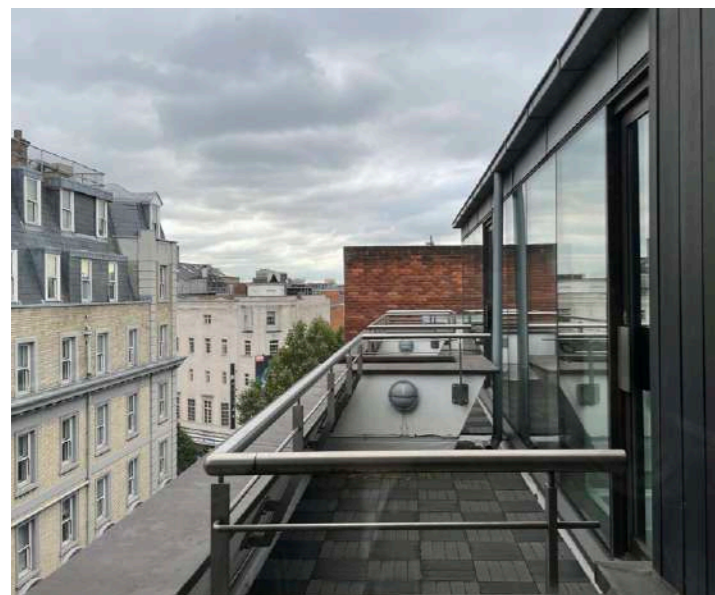
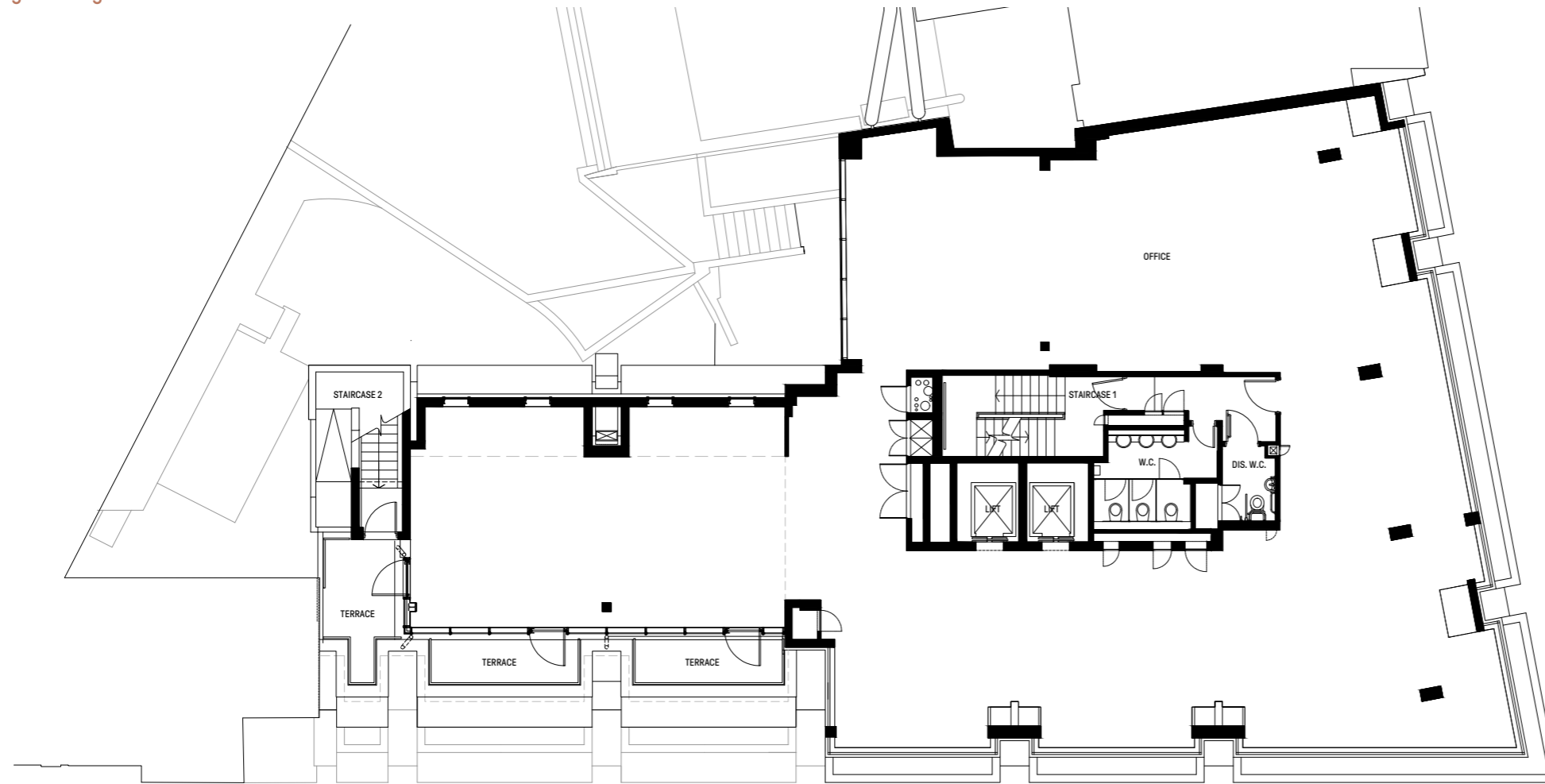
Existing - Levels 02-04 Plan

03.03 Existing Building



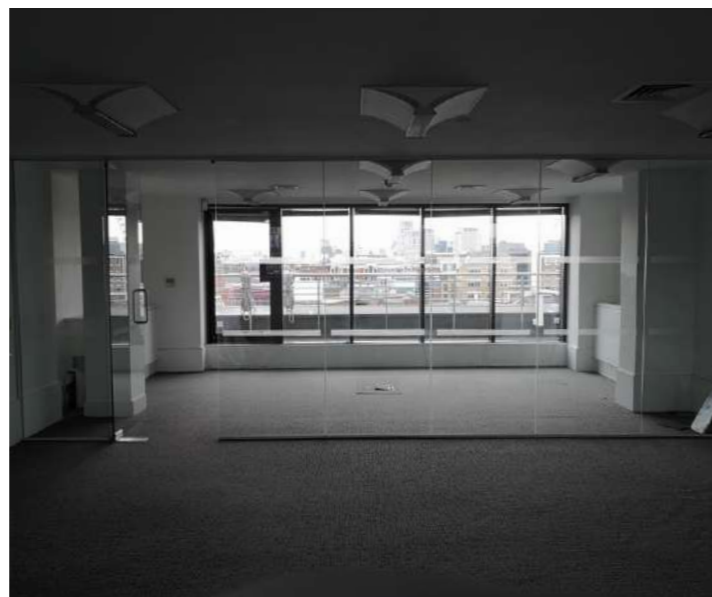
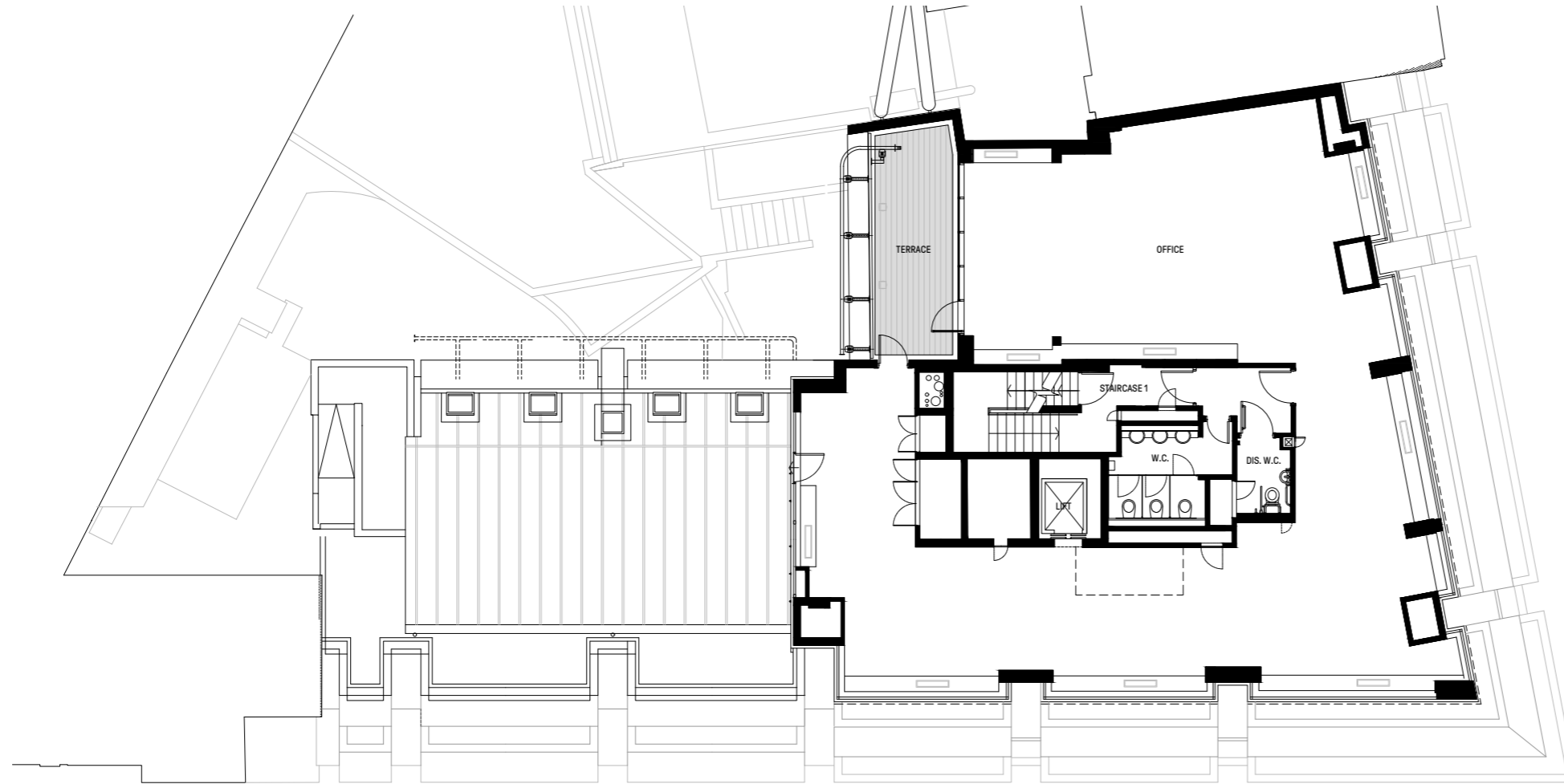
Existing - Level 05 Plan

03.03 Existing Building



Existing - Level 06 Plan

03.03 Existing Building



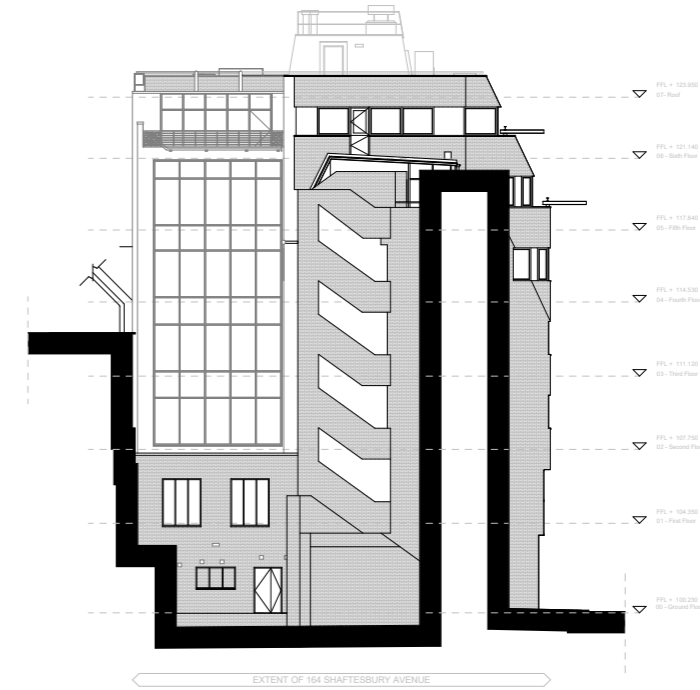
Existing Elevations

03.04 Existing Building

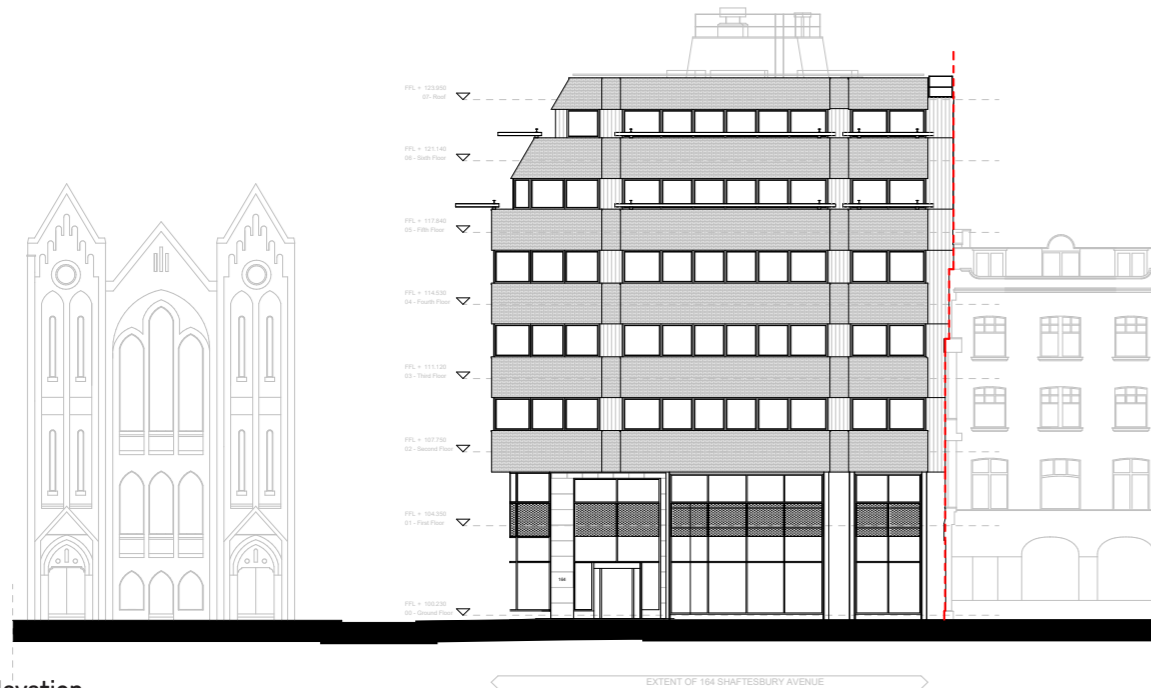
----- Site boundary



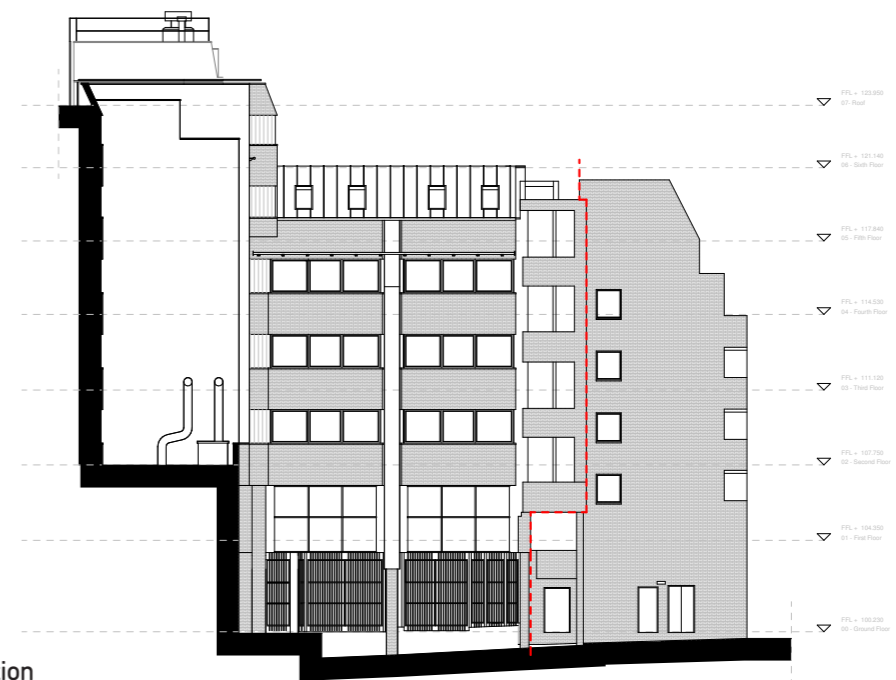
North East Elevation



South East Elevation



North West Elevation



South West Elevation



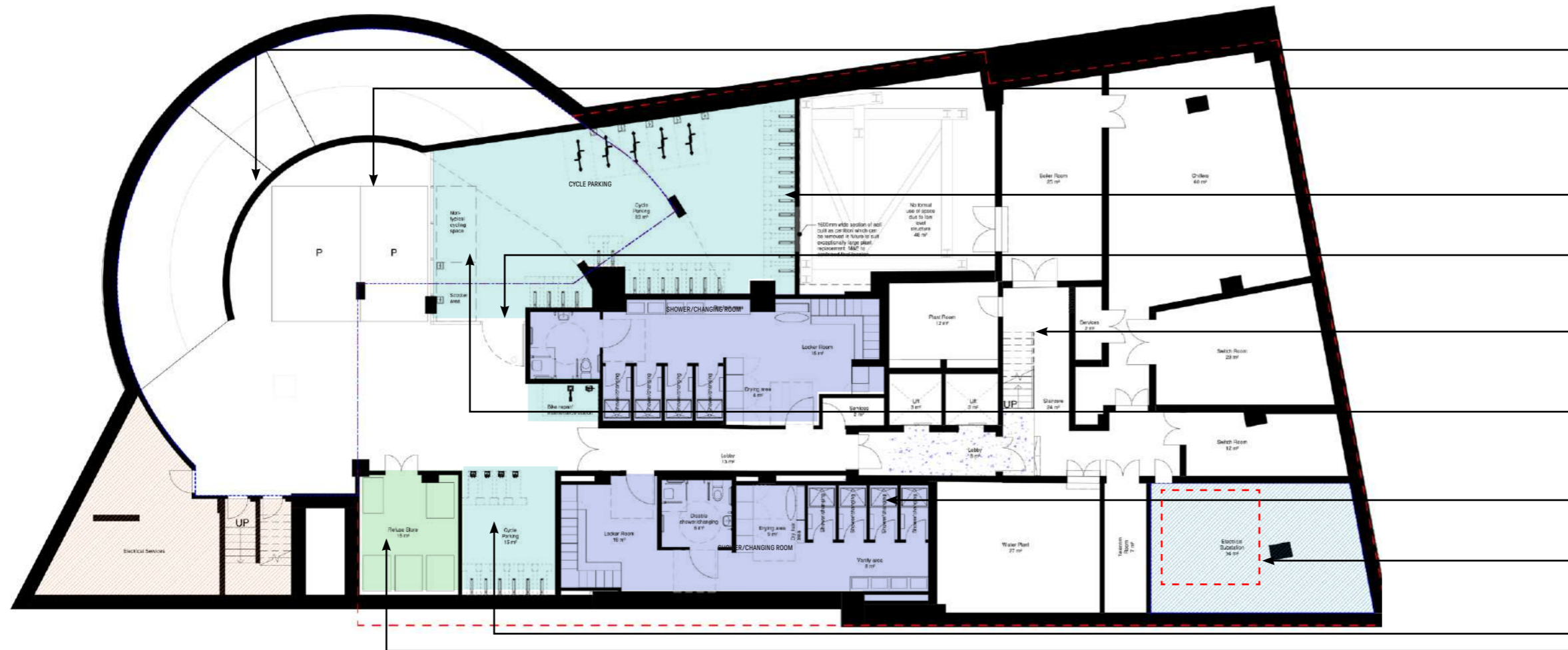
04a

Proposal: Interior



Basement Floor Plan

04.01 Proposal: Interior



Feature ramp with super-graphics

Reduced number of car parking spaces to provide two number spaces in total including an electric vehicle charging point and wheelchair parking space.

Greater quantum of cycle parking and more secure facilities, exceeding the number required for London Plan and BREEM standards.
New maintenance/ repair station.

Secured long stay cycle parking area

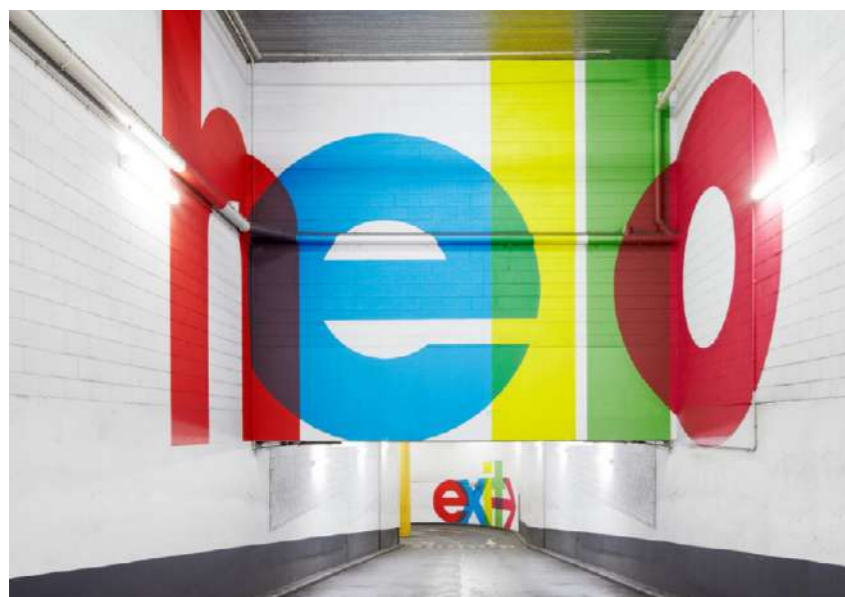
Complete overhaul of existing stair include new handrail. Exposed materials (concrete) and pop colour accents / super-graphics

Non-typical cycle parking space, as required by London Cycling Design Standards. Space to be used by people who use handcycles, tricycles, tandems and models adapted to suit the rider's specific needs as well as cargo cycles.

Increased dedicated female and male shower provision with lockers and new drying rooms

Substation to be retained, access soft spot in reception on ground floor for maintenance

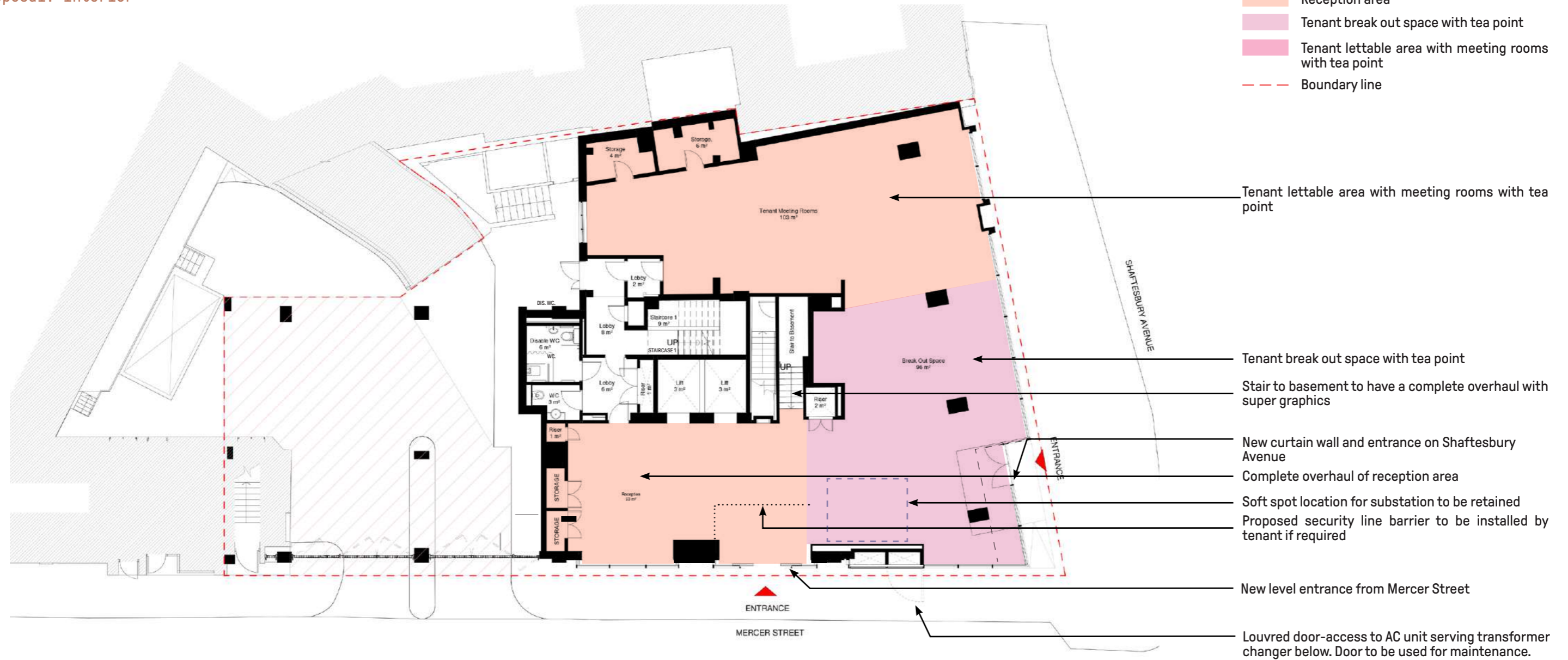
Short stay cycle parking area
Dedicated refuse area



Ground Floor Plan

04.01 Proposal: Interior

- Reception area
- Tenant break out space with tea point
- Tenant lettable area with meeting rooms with tea point
- Boundary line



Ground Floor 3D Plan

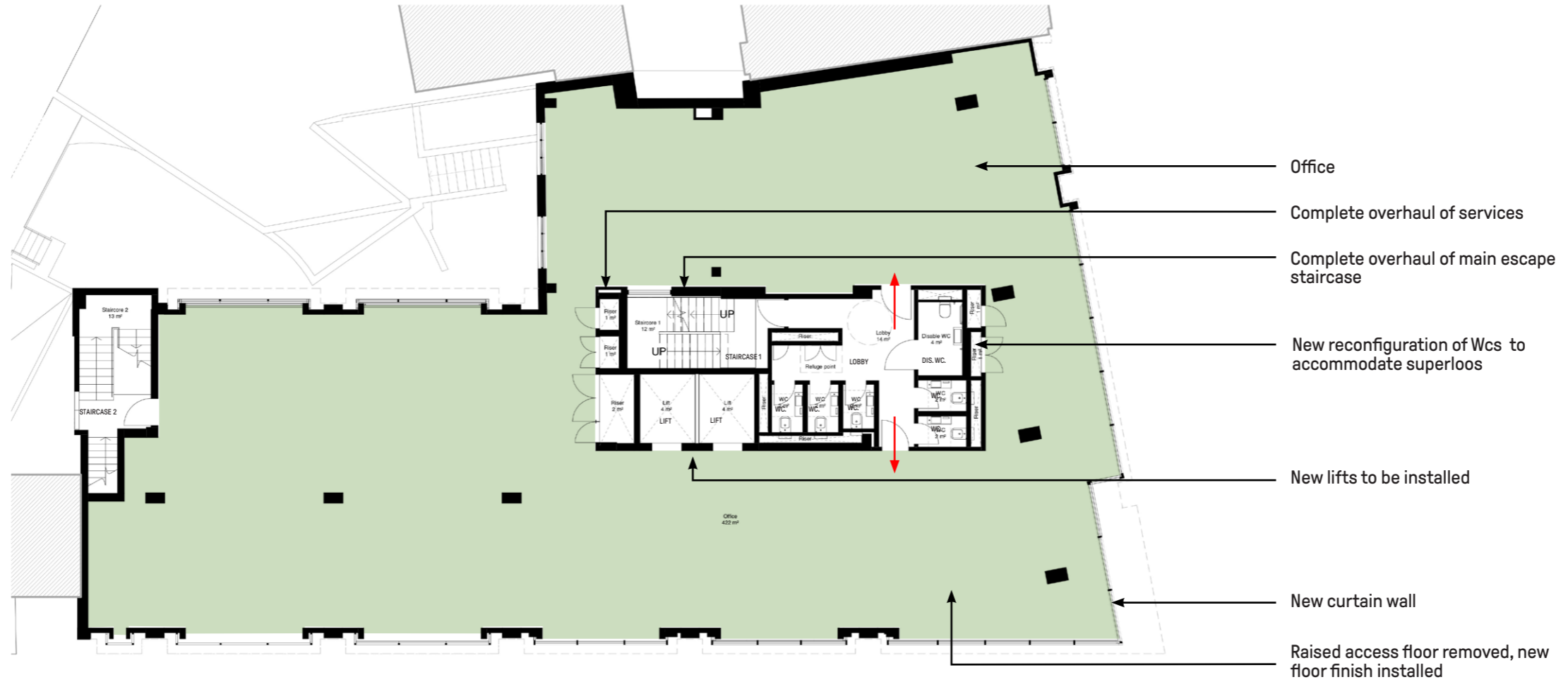
04.01 Proposal: Interior



Level 01 Plan

04.01 Proposal: Interior

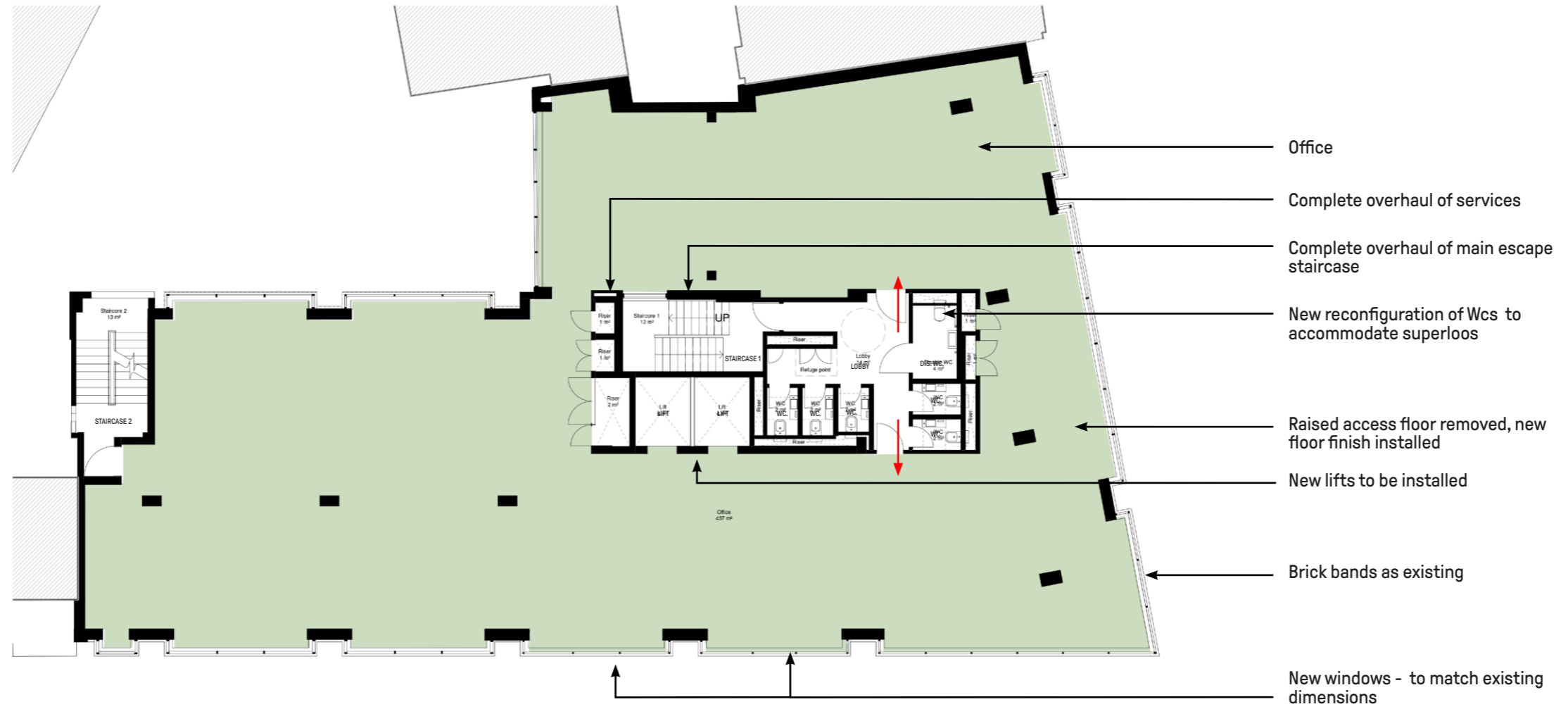
Office area



Levels 02-04 Plan

04.01 Proposal: Interior

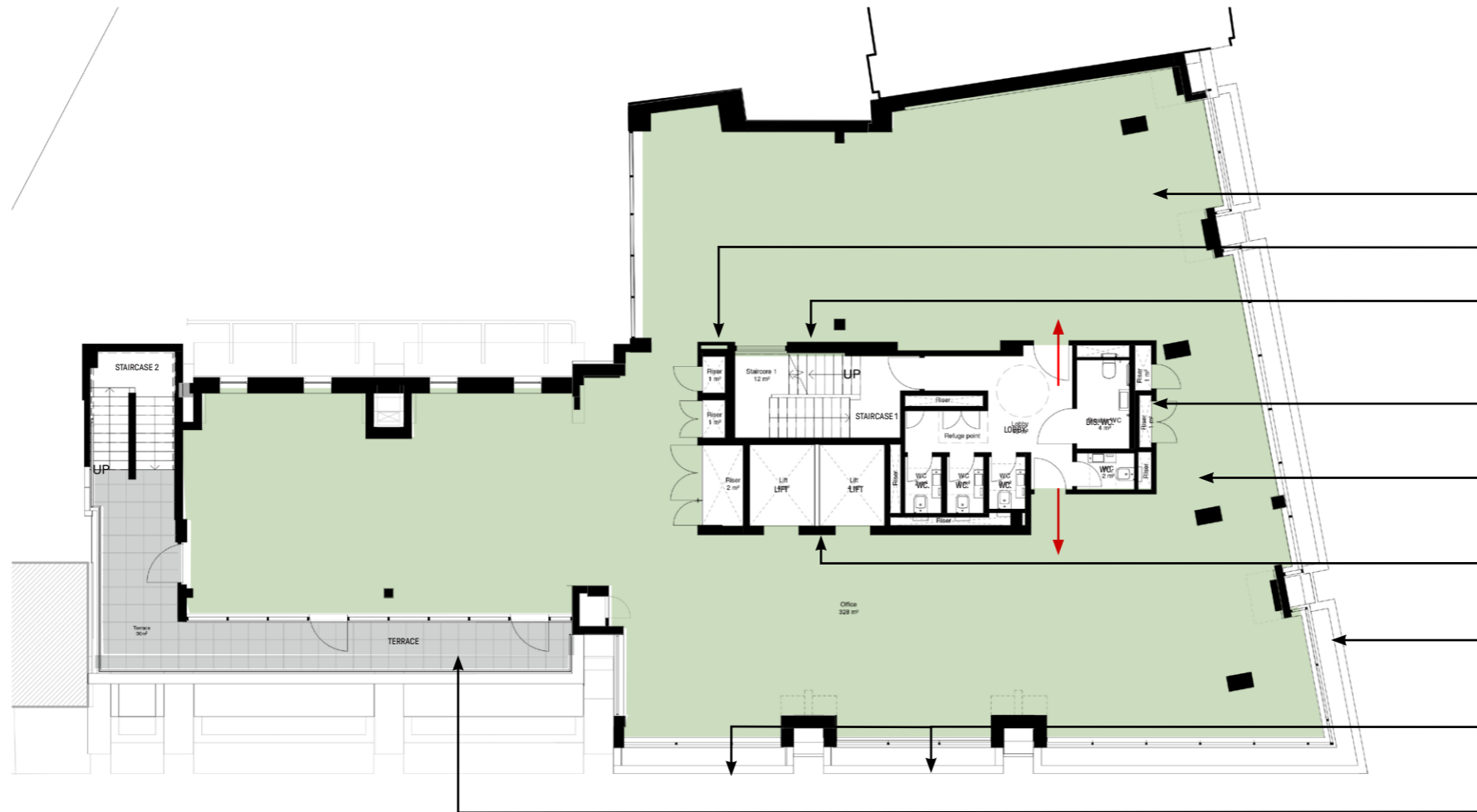
Office area



Level 05 Plan

04.01 Proposal: Interior

Office area

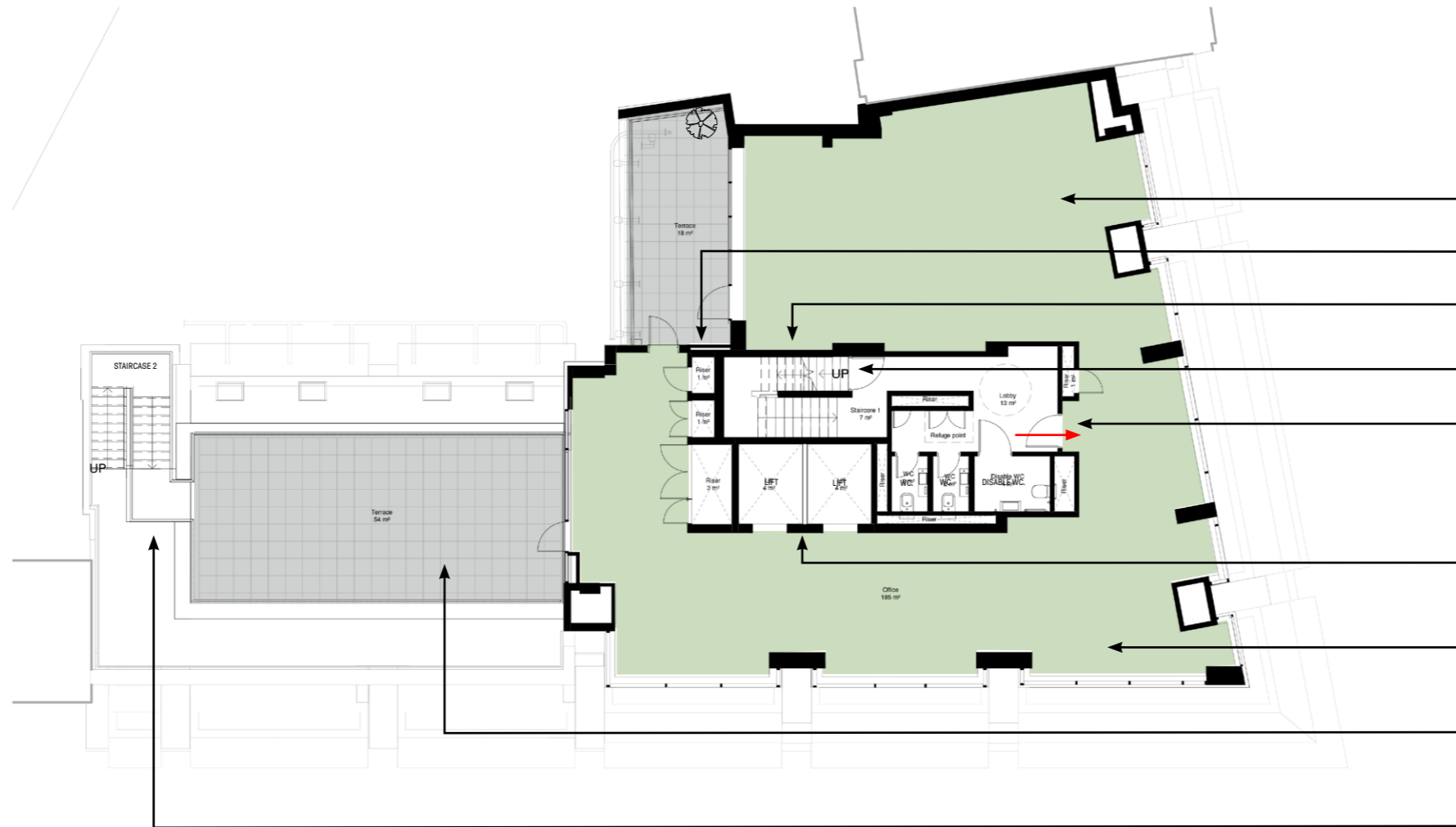


- Office
- Complete overhaul of services
- Complete overhaul of main escape staircase
- New reconfiguration of Wcs to accommodate superloos
- Raised access floor removed, new floor finish installed
- New lifts to be installed
- Brick bands as existing
- New windows - to match existing dimensions
- 5th floor three small terraces to be combined into one large singular terrace



Level 06 Plan

04.01 Proposal: Interior



Office area

- Office
- Complete overhaul of services
- Complete overhaul of main escape staircase
- New FR louvre door to roof plant
- New reconfiguration of Wcs to accommodate superloos
- New lifts to be installed. Both lift to serve level 6
- Raised access floor removed, new floor finish installed
- New roof terrace to roof of 5th floor extension
- New stair extension from 5th to 6th floor



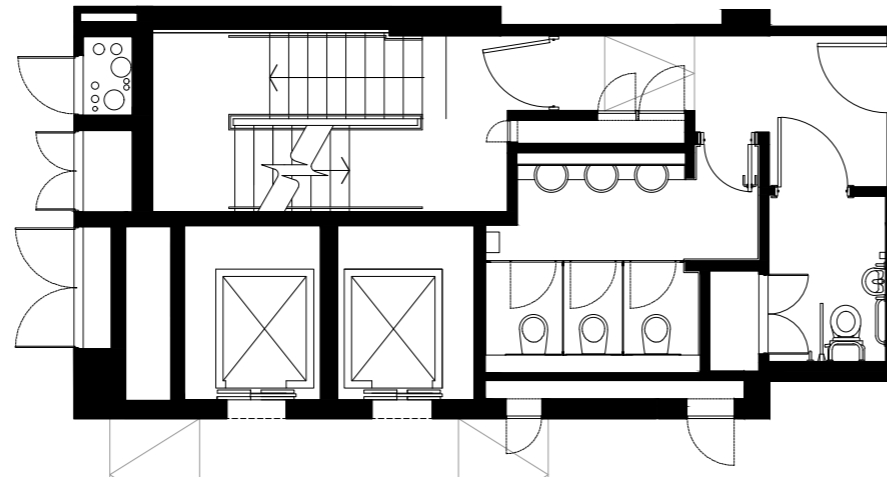
Core: Existing

04.02 Proposal: Interior

Superloo Layout

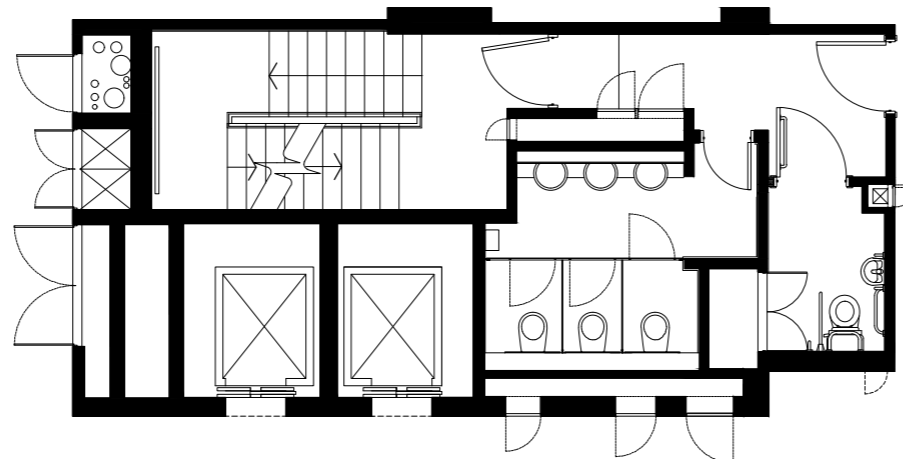
Number of existing WCs per level

Currently the toilets are separate female and male on alternating levels. While this makes it efficient at each floor, it does not make it comfortable for its users. The washbasins are separate from the WC cubicles, resulting in a sequence of hallways and rooms within rooms.



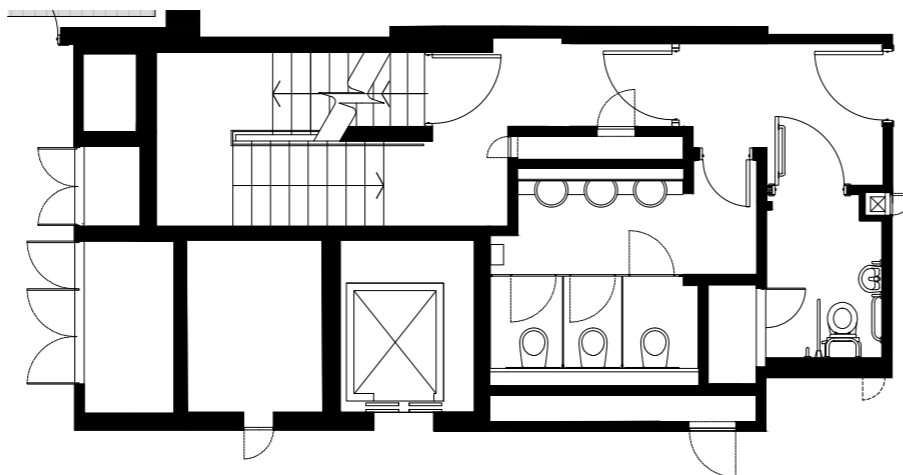
WC layout - Typical level

Level 1 - 4:
Disable WC. = 4 no.
WC. with 3 no. units = 4 no.



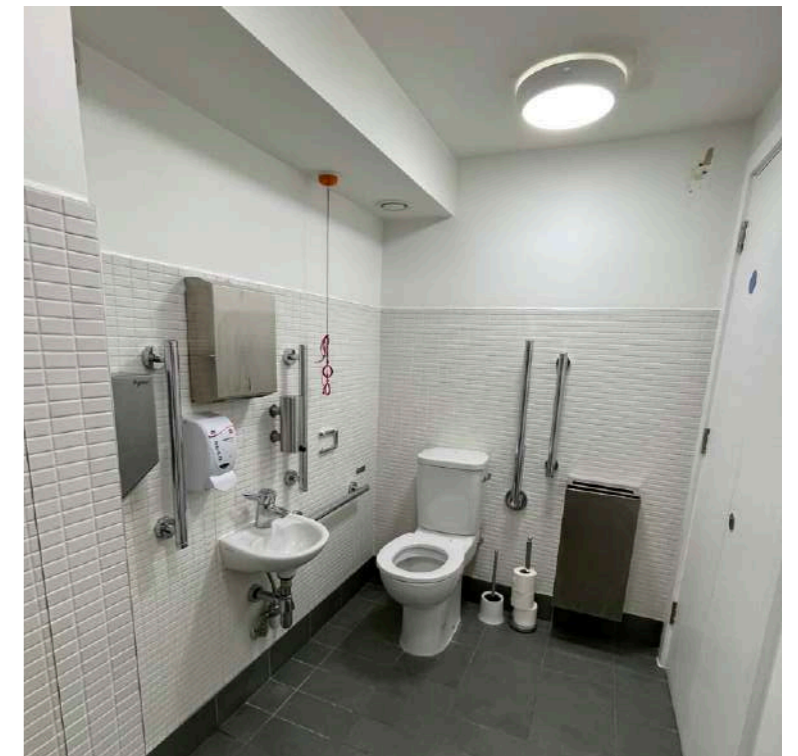
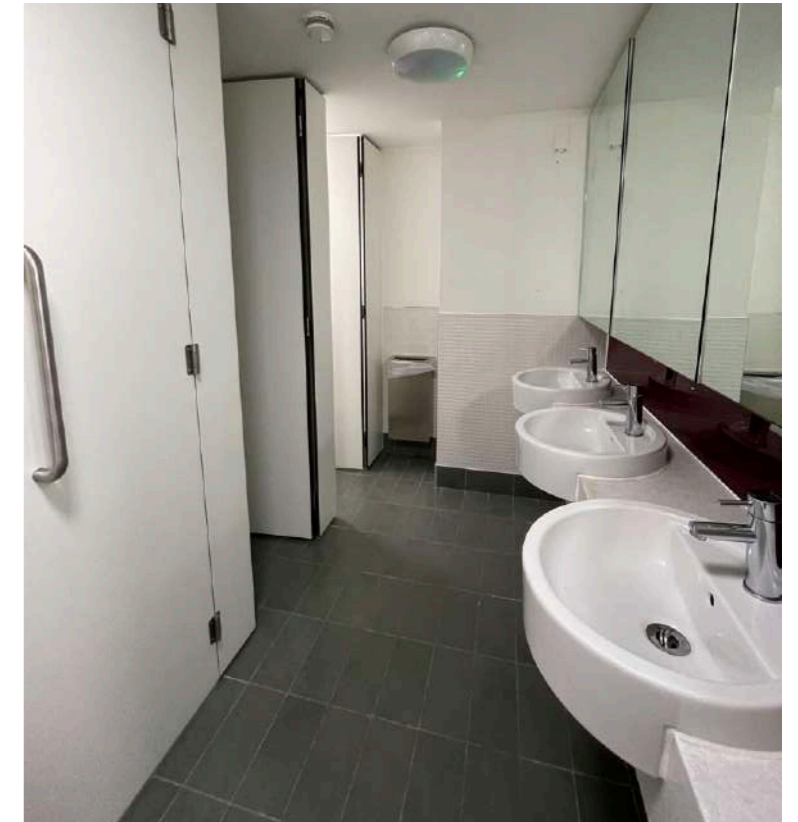
WC layout - Level 05

Level 5:
Disable WC. = 1 no.
WC. with 3 no. units = 1 no.



WC layout - Level 06

Level 6:
Disable WC. = 1 no.
WC. with 3 no. units = 1 no.



Core: Proposed

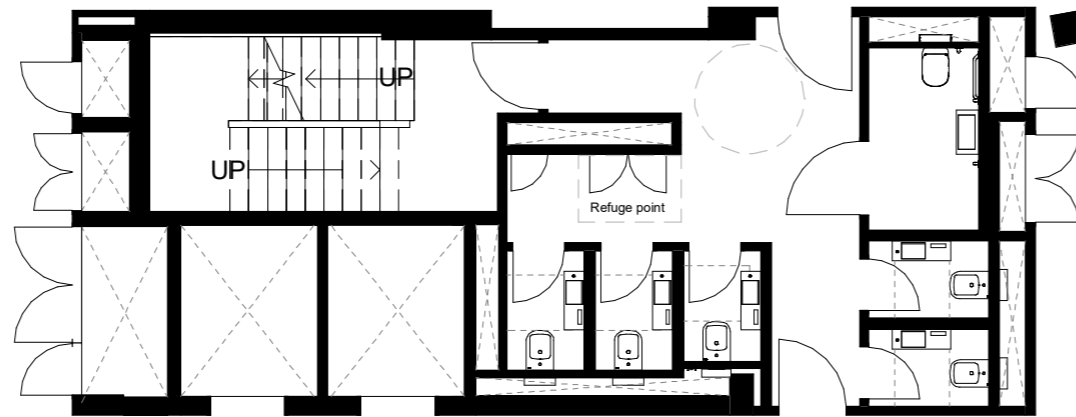
04.02 Proposal: Interior

Superloo EXECUTIVE

Number of WCs required based on occupancy density levels per sqm.

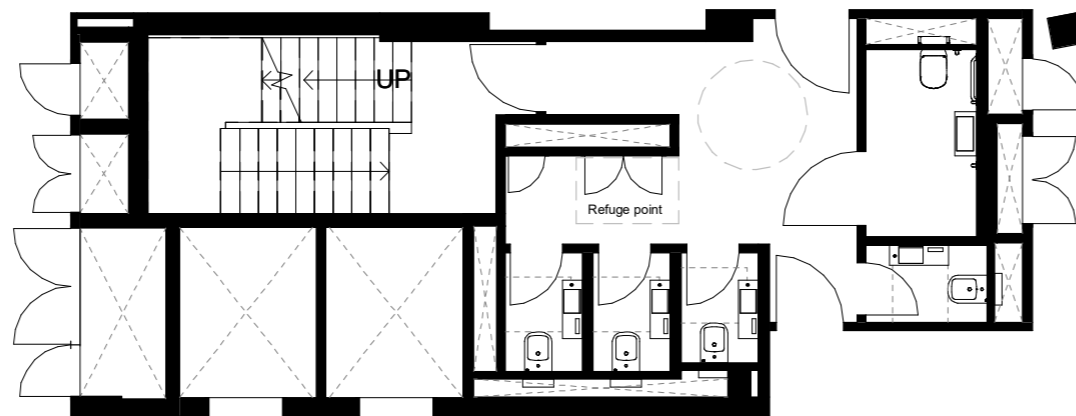
We propose to re-design the core in order to provide greater number of unisex wc and de-clutter the circulation spaces on office floor levels.

The number of proposed WCs brings the building back up to date with standards. All new WCs will include wash basins in the cubicle to improve floorspace efficiency and avoid negative spaces comprising hallways and corridors. Overall improving the efficiency and experience of the toilets.



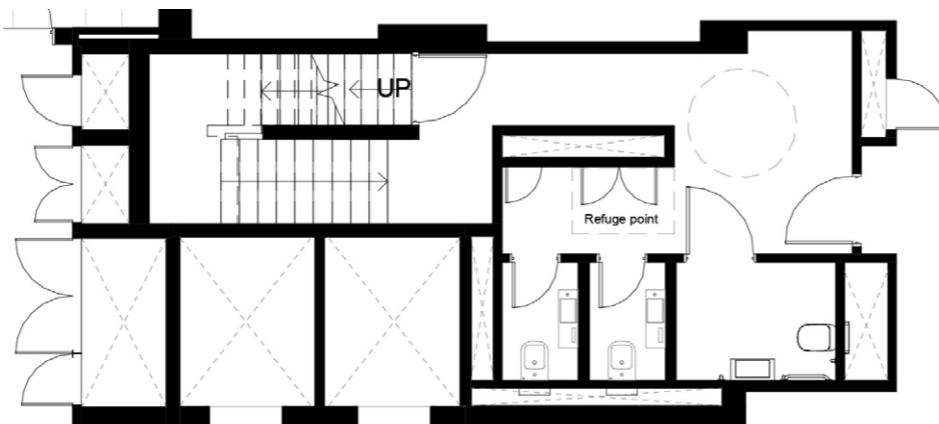
WC layout - Typical level

Level 1 - 4:
1:8 = 6 no. WC.
1:10 = 5 no. WC.



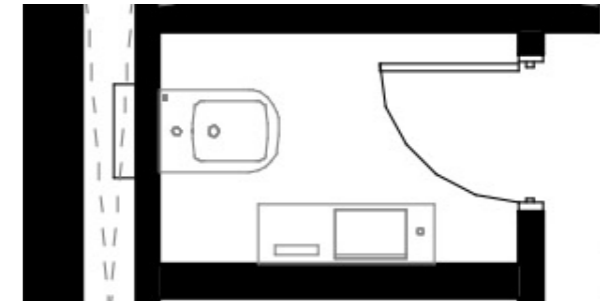
WC layout - Level 05

Level 5:
1:8 = 5 no. WC.
1:10 = 4 no. WC.

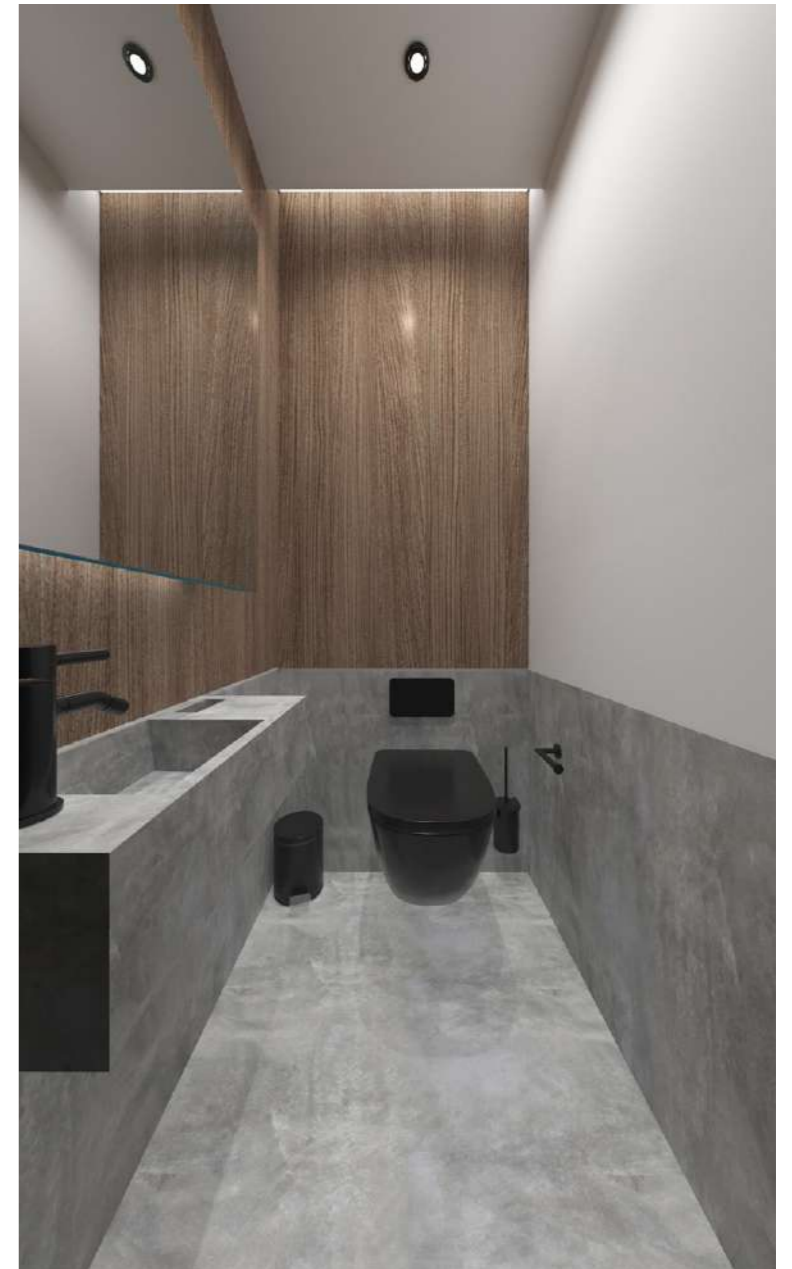


WC layout - Level 06

Level 6:
1:8 = 4 no. WC.
1:10 = 3 no. WC.



Typical superloo layout



Typical superloo visual

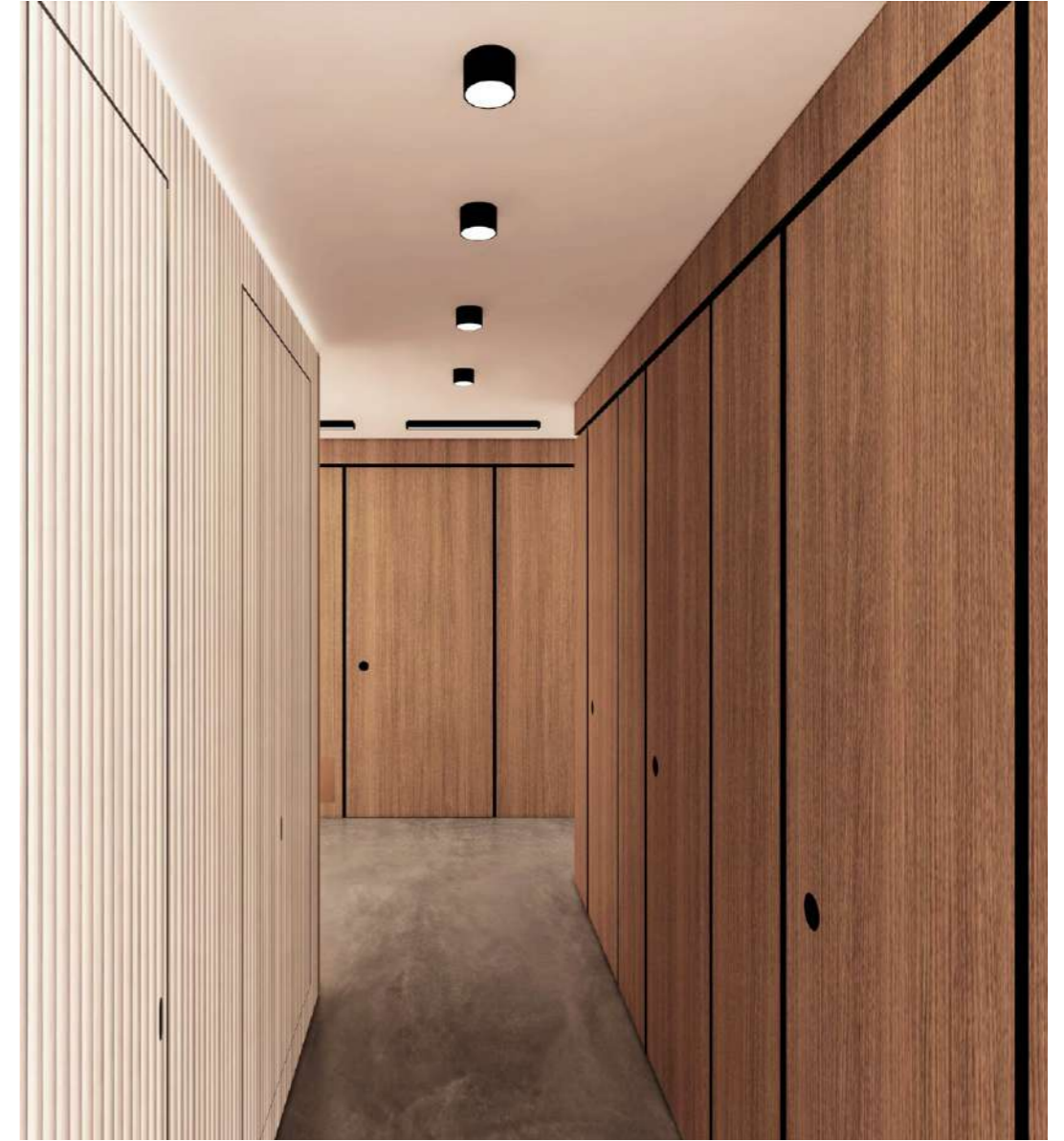


Proposed Core Visuals

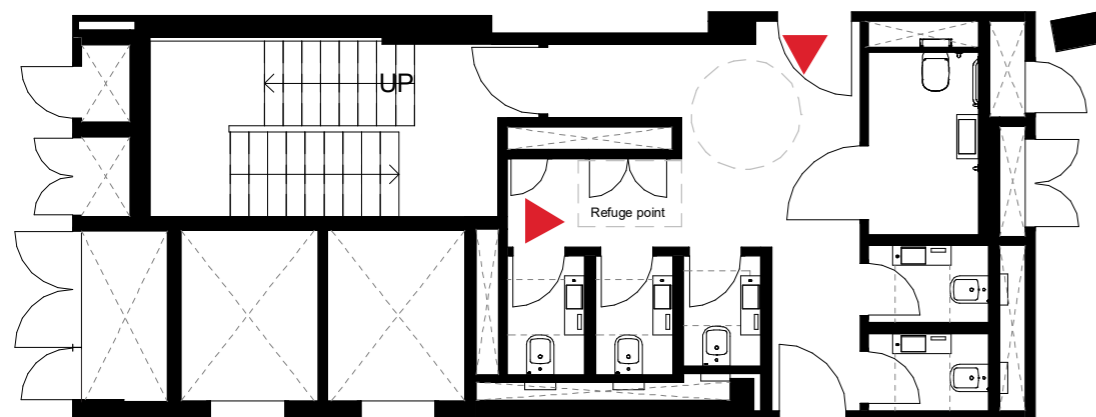
04.02 Proposal: Interior



Indicative visual of proposed new core and WCs



Indicative visual of proposed new core and WCs



04b

Proposal: Exterior



Design strategy response

04.03 Proposal: Interior

As outlined in section 2.03, the site is located within the Seven Dials Conservation Area, Sub-Area1, forming part of the northern boundary to the Conservation Area. Camden's Conservation Area Statement (CAS) identifies the properties along Shaftesbury Avenue having a differing character to the central and southern areas, with larger and taller building plots.

As a retrofit project, much of the existing property is to be retained. Within the limited scope of changes that are being proposed, the application responds to the CAS in the following ways:

FACADE RETENTION

The proposed retention of the external façade seeks to preserve the singularity and consistency of architectural expression recognised on the existing building.

LOW CARBON APPROACH

Taking a retrofit approach with structure and facade retention will support a low carbon proposal.

CONNECTION TO SEVEN DIALS

Historic research has identified that earlier buildings on the site (that preceded the 1975 property) occupied the whole corner site, but had their primary entrance along Mercer Street, rather than Shaftesbury Avenue. Whilst recognising the prominence of

Shaftesbury Avenue as a major central London avenue, one result of the existing entrance facing onto Shaftesbury Avenue is that Mercer Street has a sterile quality at street level, particularly as the other buildings along Mercer Street do not contribute to street activation either. As a result the building has a poor sense of connection to Seven Dials and Covent Garden. The proposal is to add an entrance to Mercer Street restoring this historic arrangement and also promoting greater activity and activation at street level. It is intended to psychologically anchor the building with Seven Dials.

IMPROVED STREETScape - NEW GATES

Similarly, the existing gated vehicular entrance to the existing basement is identified within the CAS as negatively contributing to the Conservation Area. Whilst it is not possible to omit these, the proposals do seek to improve this aspect of the existing building. By reducing the quantum of vehicular parking and significantly increasing the quantum of cycle parking it is expected that there will be a fundamental shift away from vehicular use and activity. It is proposed to replace the gates themselves with a new high quality design, potentially featuring an abstracted artwork which relates to the Seven Dials area. This will significantly improve the appearance of the gates at street level whilst also providing a site specific, cultural reference to what is otherwise a practical element of the building.



Existing Facade Analysis

04.04 Proposal: Exterior

The existing property was designed in 1975 by Seifert's and forms part of a larger comprehensive, mixed use development that originally included the buildings to the rear (including Earlam Street and the south of Mercer Street).

The building is singular in its architectural composition and design with a clear architectural language that has been consistently applied. In considering how the building might be adapted and improved to extend its useful life it is important to recognise the elements that are key to its own architectural character.

We believe that there are three key elements that define the building's character and architectural expression. These are:

1. A strong horizontal expression through the use of distinct bands, formed of alternating brickwork and ribbon windows. Window openings within other buildings along Mercer are a series of punched openings within masonry façades, whereas 164 Shaftesbury Avenue has continuous horizontal bands of glazing, with a regular pattern of vertical glazing divisions. There is a strong horizontal line formed within the façades between first and second floor, demarking a distinct division between the upper storeys and the façade at street level.

2. A clearly articulated series of vertical bays within the facade. These bays are accentuated by deep setbacks between the bays themselves which create distinct shadows. A clear rhythm is set up along Mercer Street, with the corner articulated as single, major element. Along Shaftesbury Avenue the central bay is emphasized. A change in material from glazing to metal cladding within the 'window band' also helps to articulate the setbacks between bays.
3. The upper storeys of the building are characterised by a series of chamfered profiles, with upper storeys reducing in a series of set backs. These chamfered setbacks do not deploy a change in material as might be more commonly seen (either in a traditional mansard or in more modern interventions that take a similar approach). Therefore these upper floors clearly read as part of the primary façades and not as a roof element as might be more commonly seen in central London.



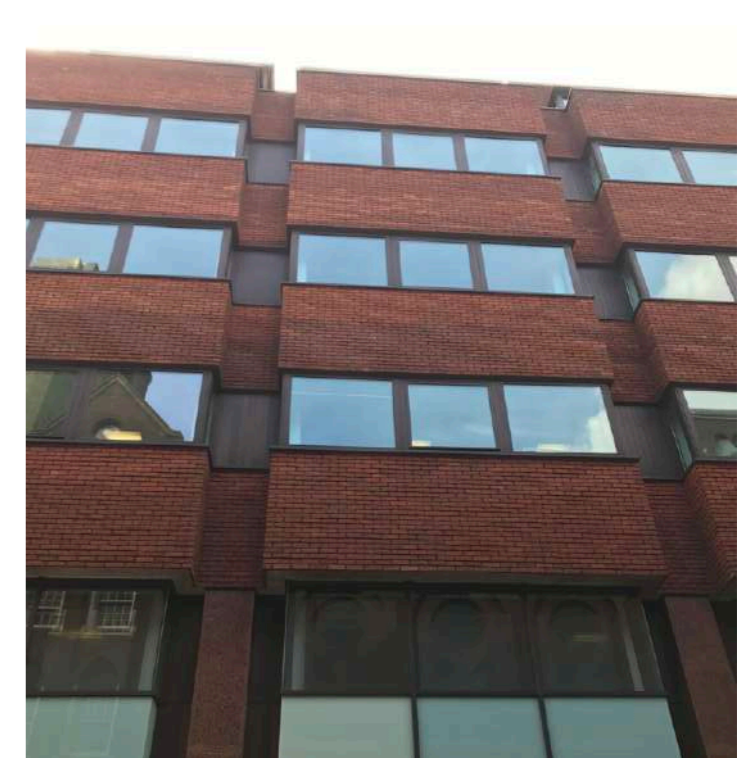
1



2



3



4



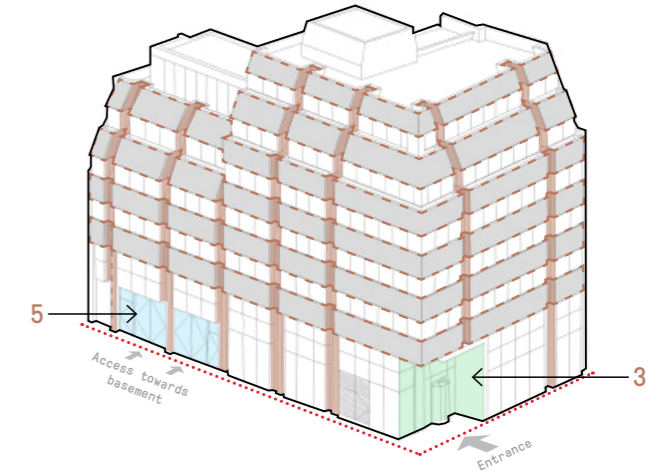
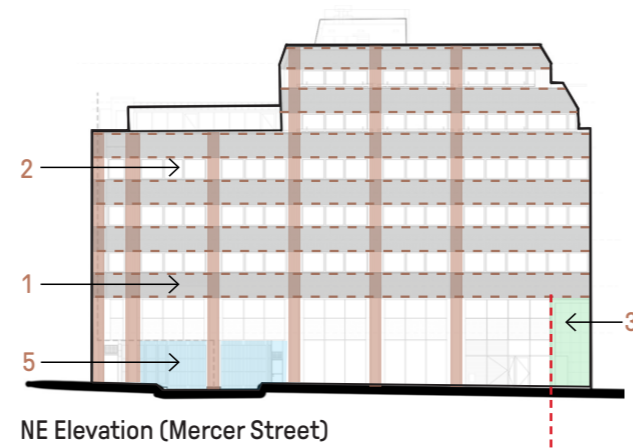
Proposals

04.05 Proposal: Exterior

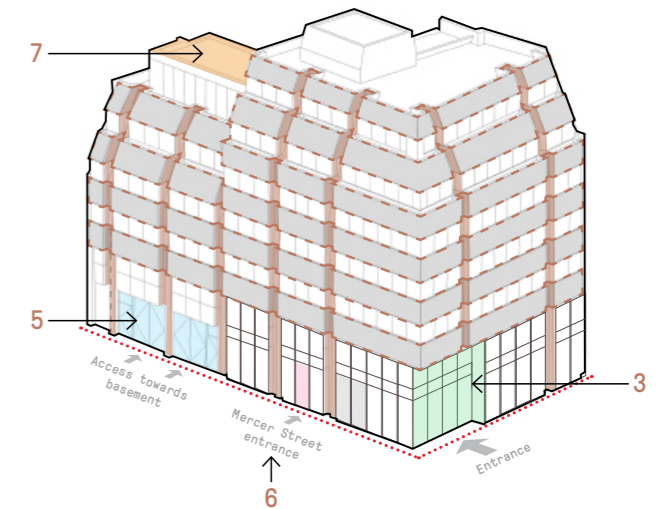
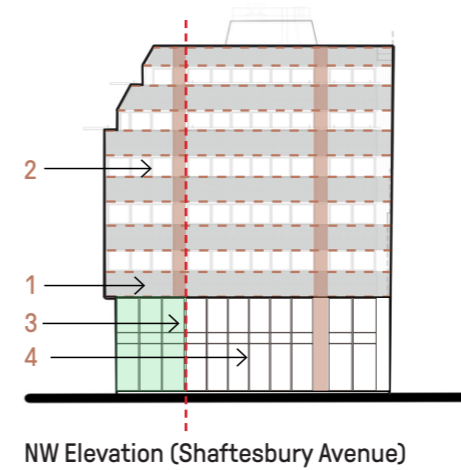
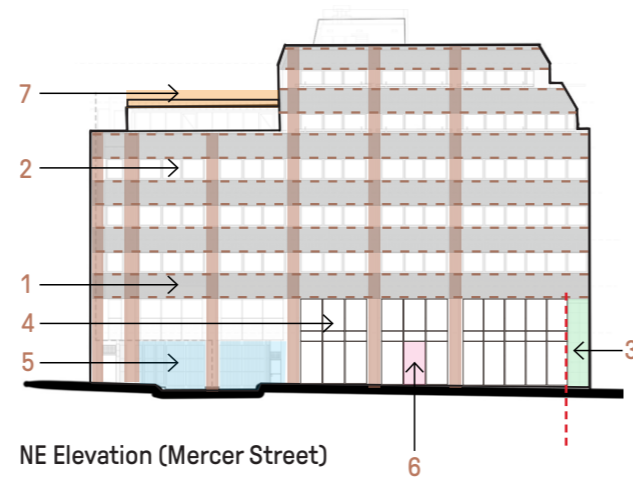
The existing building is a commercial office property which features a horizontal banding of red brickwork and glazing, with curtain walling at street level across ground floor and first floor. The elevations are dominated by a series of projecting bays which give a formal composition to the façades. Furthermore the angled setbacks at fifth and sixth floor level also contribute strongly to the building's characteristic appearance.

- 01 Existing Horizontal brick banding retained.
- 02 New windows to match the dimensions of the original ones.
- 03 To improve the pedestrian experience at ground floor, the proposal is to bring the deep setback on Shaftesbury Avenue slightly forward to gain internal area whilst keeping the characteristic setback that widens the pavement and the entrance to the building. On the NW elevation the curtain wall line is pushed towards the corner aligning the new Curtain wall on Ground and First floor to the rhythm of windows in the storeys above.
- 04 New Curtain wall to Ground and First floors, with new metal spandrel panels.
- 05 New gates with a new high quality design, potentially featuring an abstracted artwork that relates to the Seven Dials area.
- 06 New level entrance along Mercer Street, to establish a stronger and closer relationship with the Seven Dials and Covent Garden's busy areas.
- 07 New Roof Terrace on Level 06.

Existing building entrances



Proposals



Proposals

04.05 Proposal: Exterior

Proposed improvements:

- 01 Existing brick - retained, cleaned
- 02 Windows - replaced with new ones, same dimensions as existing
- 03 Corner glazing line pushed forward towards Shaftesbury Av, entrance retained
- 04 New glazing and louvred spandrel panels on Ground and First floors
- 05 New gates
- 06 New level entrance on Mercer street
- 07 New terrace on Level 06

Existing building

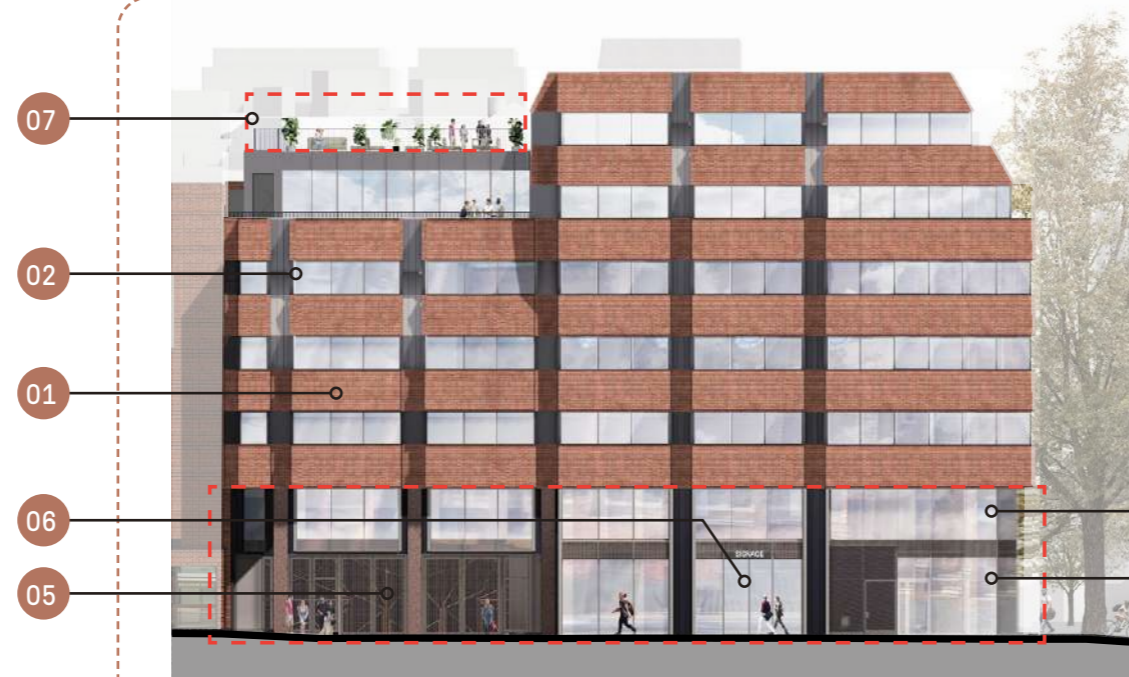


North East Elevation (Mercer Street)



North West Elevation (Shaftesbury Avenue)

Proposals



North East Elevation (Mercer Street)



North West Elevation (Shaftesbury Avenue)

164 Shaftesbury Avenue



Existing building

04.06 Proposal: Exterior



Proposed North East Elevation (Mercer Street)



Proposed North West Elevation (Shaftesbury Avenue)



Proposals

04.07 Proposal: Exterior



Proposed North East Elevation (Mercer Street)



Proposed North West Elevation (Shaftesbury Avenue)

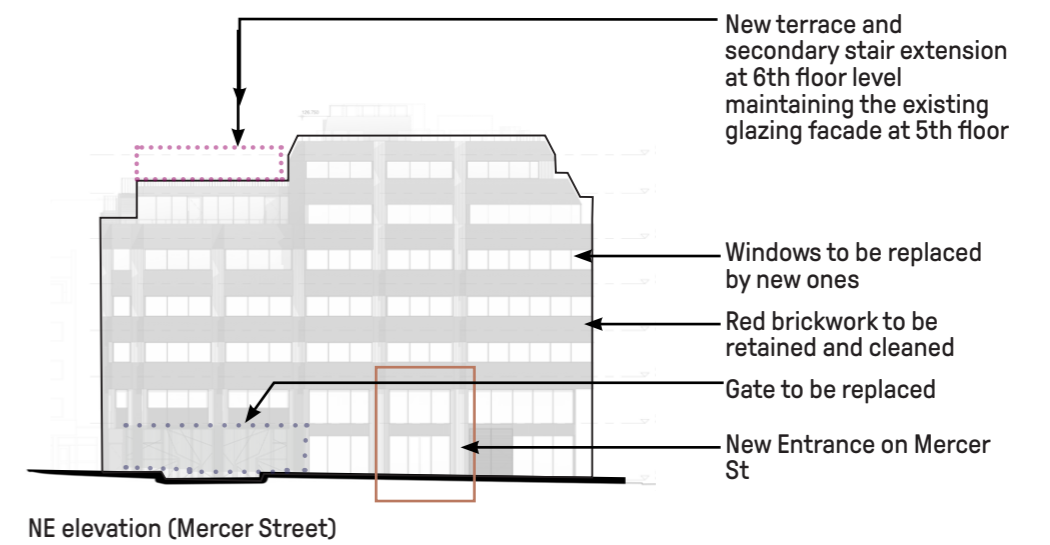
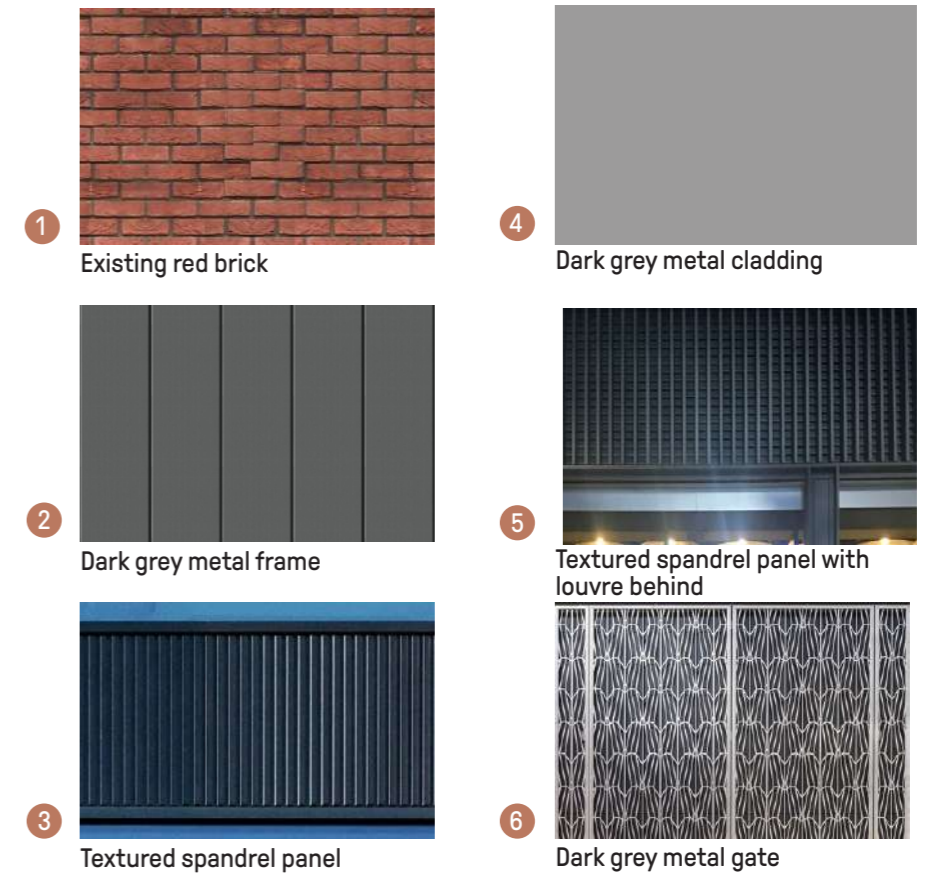


Material Palette

04.08 Proposal: Exterior



Mercer Street Elevation

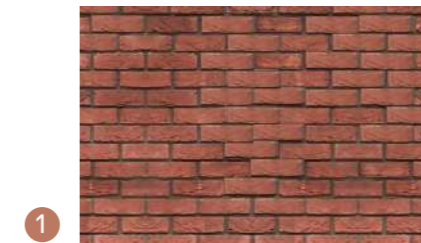


Material Palette

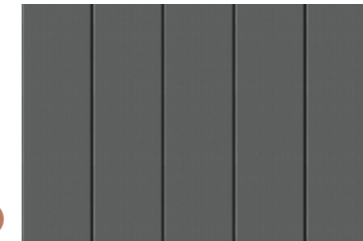
04.08 Proposal: Exterior



Shaftesbury Avenue Elevation



1 Dark grey painted brick



2 Dark grey metal frame



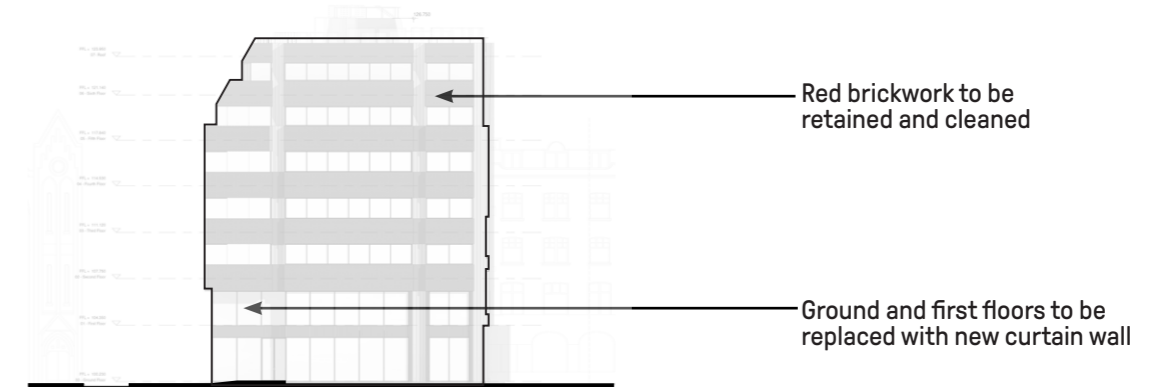
3 Textured spandrel panel



4 Metal frame surround colour



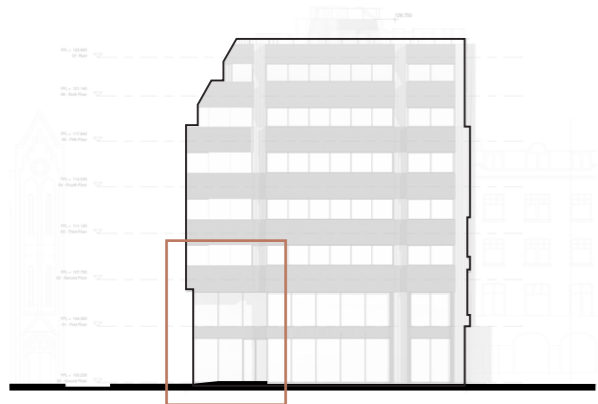
5 Textured spandrel panel with louvre behind



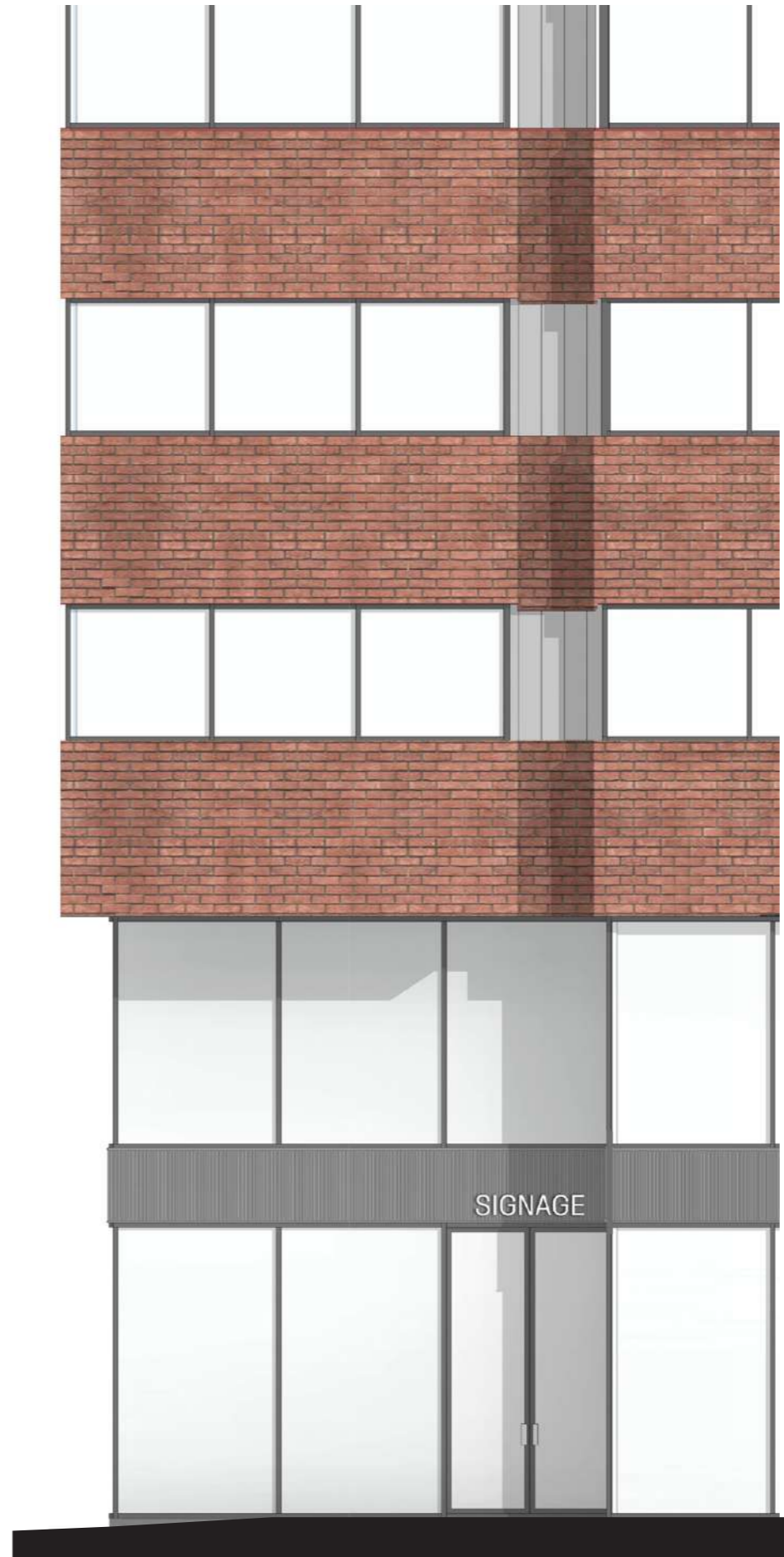
Entrance Study

04.09 Proposal: Exterior

The existing building has its main entrance on the corner of Shaftesbury Avenue. Currently the setback is deep and composed by a series of ramps, steps and a revolving door. As part of the new proposed curtain wall for ground a first floor, the corner setback on Shaftesbury Avenue is proposed to come forward towards the street as well as aligned to the brick band above. The new reconfigured corner will still offer a set back to provide a wider pavement for pedestrians and space in front of the entrance. The new curtain wall will introduce transparency and a more contemporary feel for the new reception and lobby area.



NW elevation (Shaftesbury Avenue)



Entrance Study

04.09 Proposal: Exterior

As part of the new internal layout, we propose to add a new level entrance on Mercer Street to mimic the historical entrance into the building as discussed in Chapter 2.02 Site History. This move benefits the building by bringing an entrance point closer to the reception area. This also allows for a quicker access to the building's core and a more private entrance way from Mercer Street.

The entrance will be subtle and integrated within the curtain wall and an automatic double sliding door system will provide level access for all building users.



NE elevation (Mercer Street)

