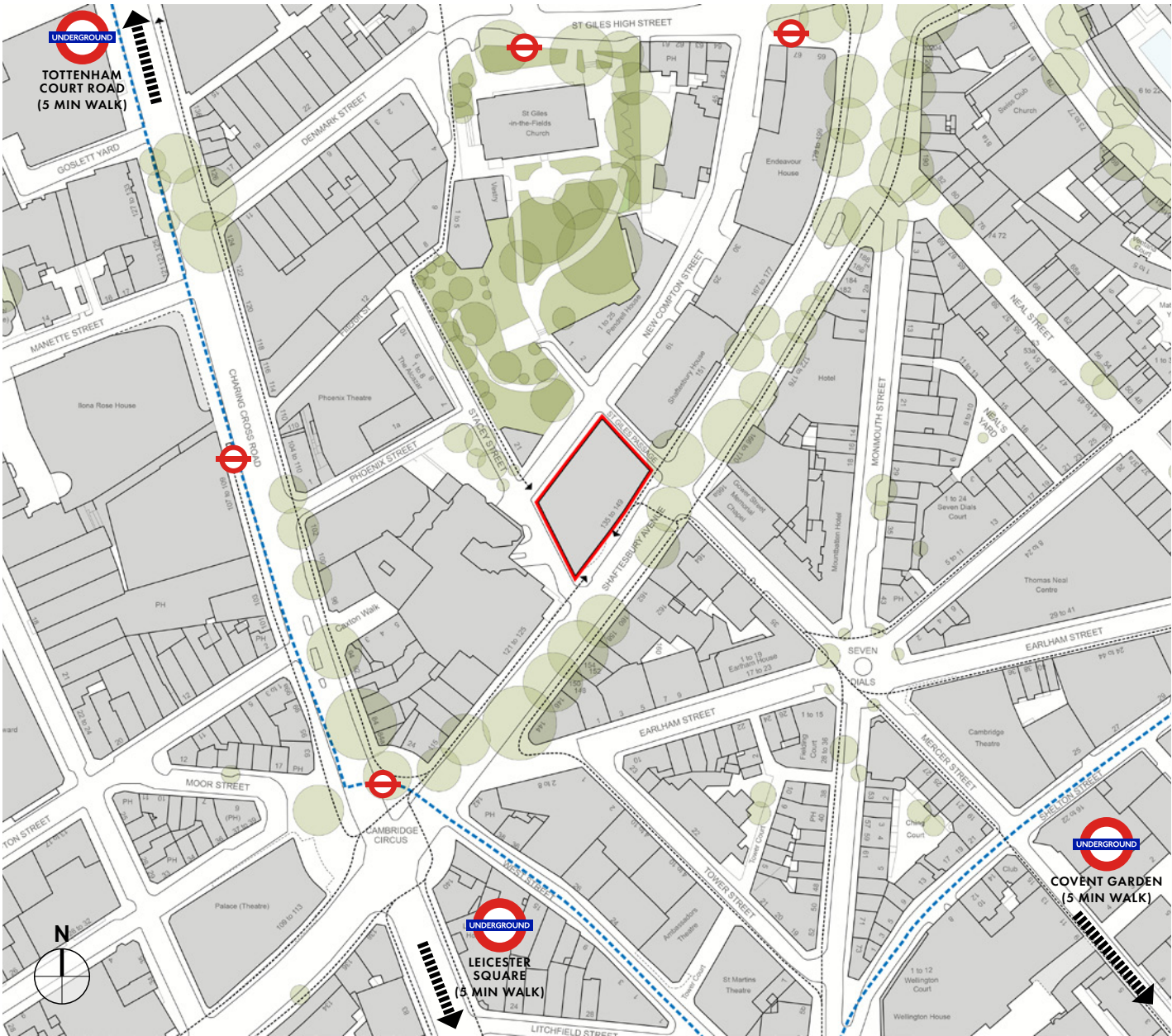


2.2 SITE CONTEXT

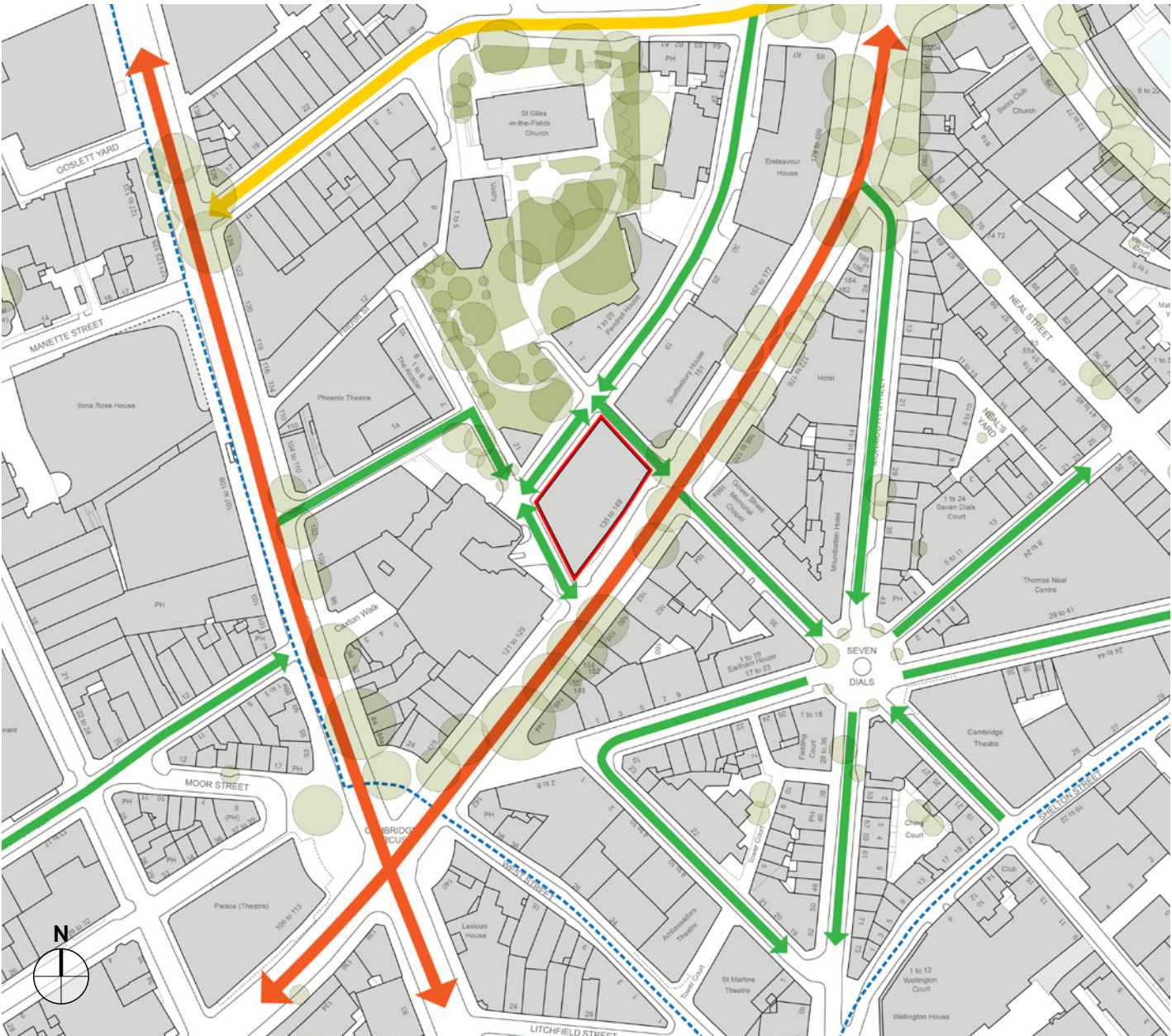


Public Transport Links

The site has a PTAL rating of 6b.

The site enjoys a highly convenient location in terms of public transportation, with both Tottenham Court Road and Leicester Square Underground stations within close proximity. Only slightly further afield are either Piccadilly Circus or Covent Garden stations. Additionally, the area is well-served by local bus stops, offering multiple bus routes along or near Shaftesbury Avenue, further enhancing the accessibility of the site. This beneficial placement ensures that visitors can effortlessly access the site from various points in the wider city.

- Borough Boundary
- Pedestrian Links to Site



Site Access

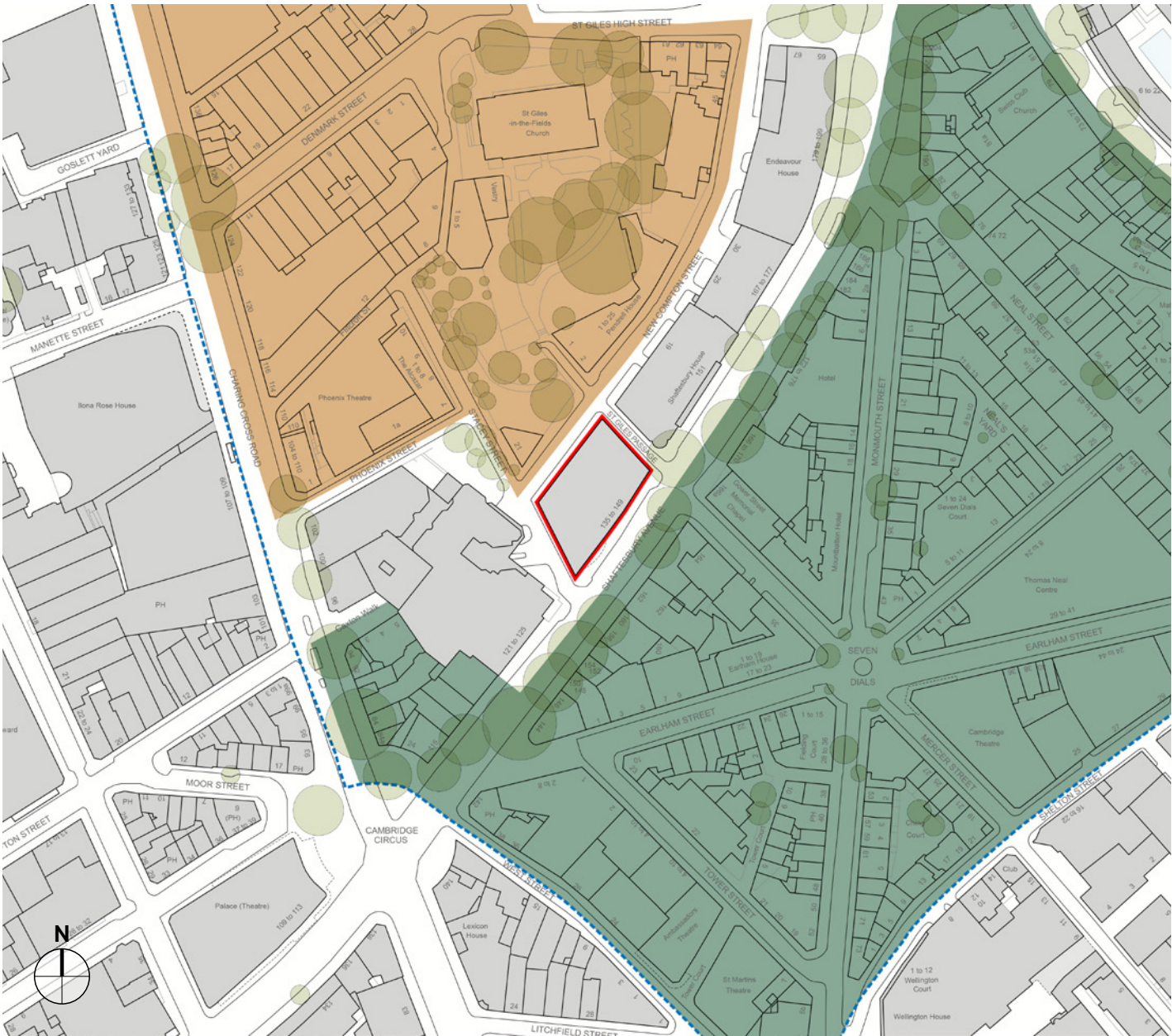
The existing site has four street frontages but is primarily accessed from three sides:

- Shaftesbury Avenue is the primary entrance for visitors
- Stacey Street is a secondary entrance, currently used for escape and staff
- New Compton Street is currently used for servicing access to the building

These approach streets and their connections to the wider highway network are presently accessible by pedestrians, cyclists and car.

- Borough Boundary
- Primary Road
- Secondary Road
- Local Traffic/Site Approach
- Site Access

2.2 SITE CONTEXT

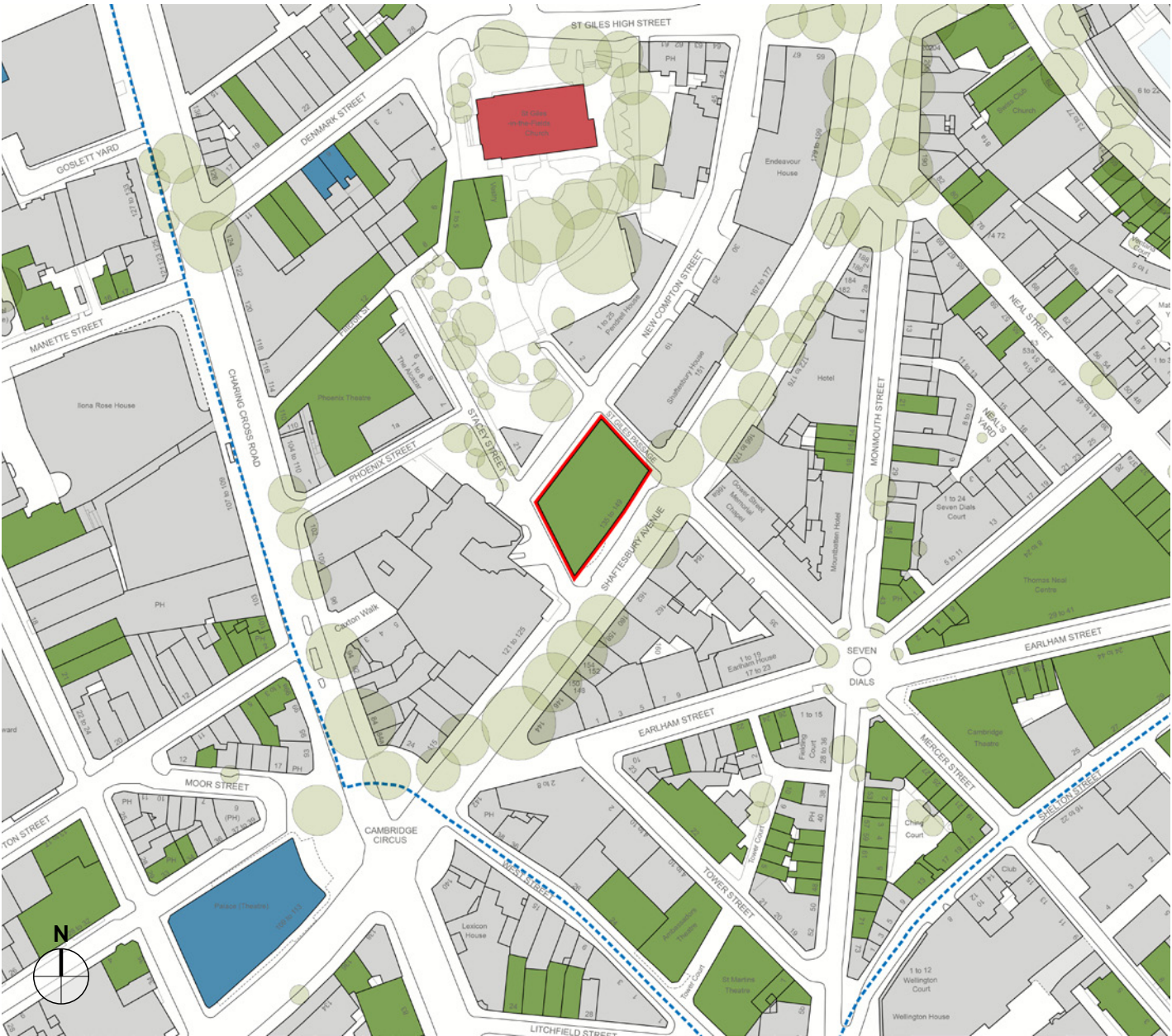


Conservation Areas

The site is not located in a conservation area but sits adjacent to conservation areas either side:

- Denmark Street to the Northwest
- Seven Dials to the Southeast

- Seven Dials
- Denmark Street



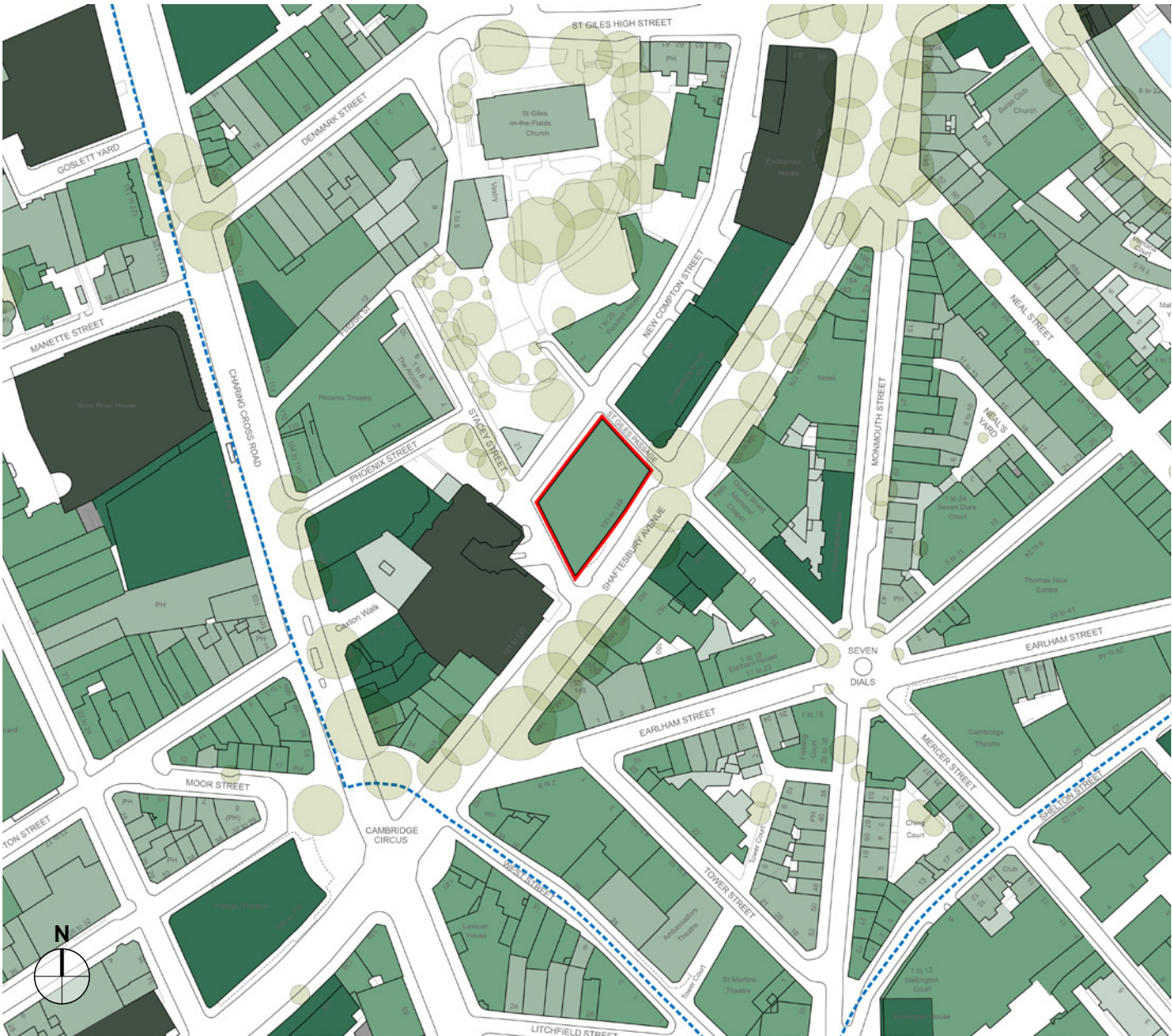
Listed Buildings

The local area boasts several noteworthy listed buildings, including the Saville Theatre itself, known for its historic facade and cultural significance.

The nearby Palace Theatre, a Grade II listed building, is a striking example of Victorian architecture, featuring a grand exterior that complements the area’s theatrical heritage. St Giles-in-the-Fields Church, the current building dating back to the early 18th century, stands as a Grade I listed structure with its classical design, offering a glimpse into the rich history of the St Giles area.

- Grade I
- Grade II*
- Grade II

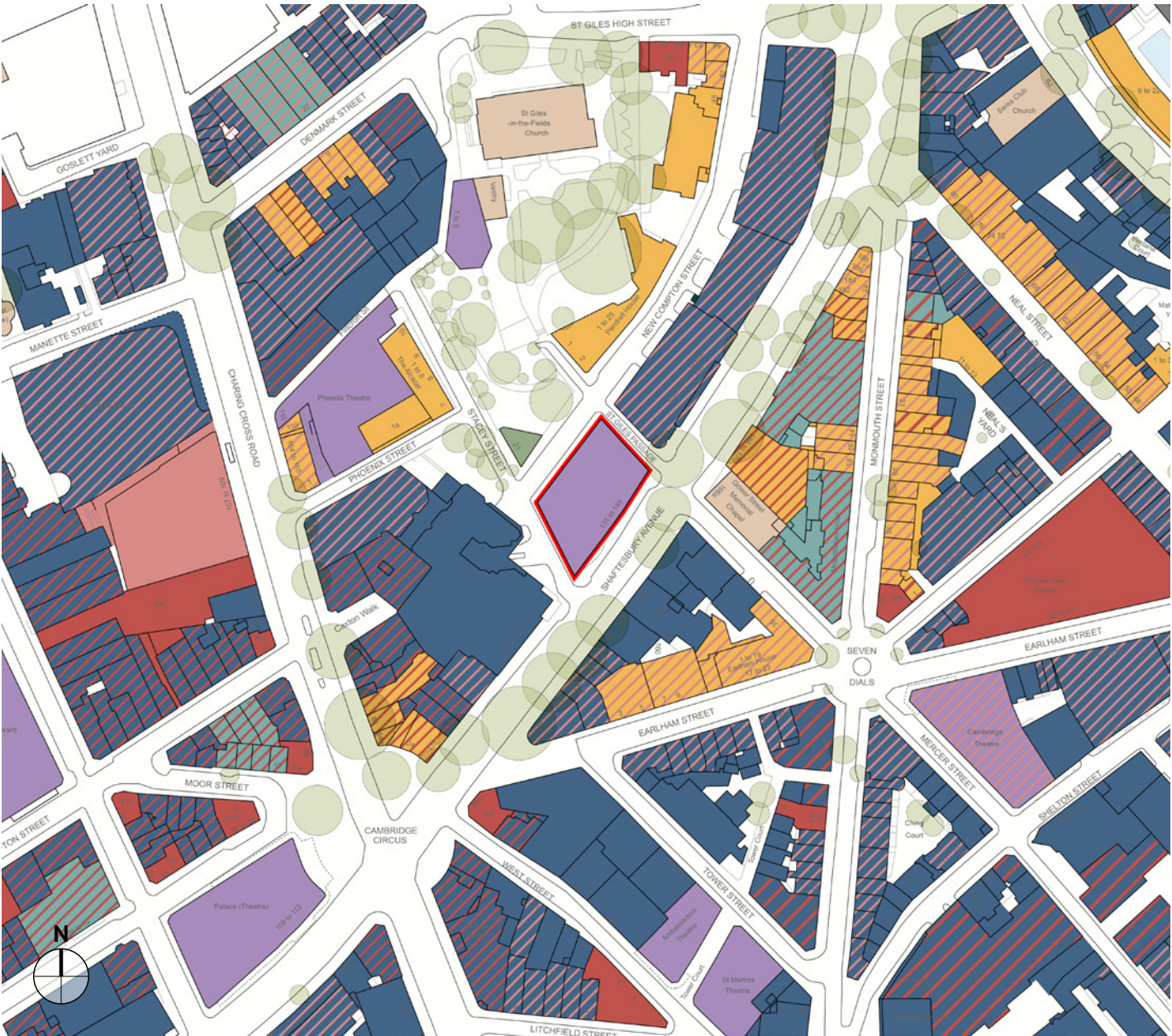
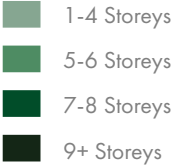
2.2 SITE CONTEXT



Building Heights

The buildings surrounding the site exhibit a relatively consistent height, with many adhering to a mid-rise scale, typically ranging from four to six stories. There are some key exceptions, however:

- 125 Shaftesbury Avenue (immediately to the southeast of the site) is 11 stories
- To the northeast of the site, 151, 175 (The Glasshouse) and 189 (Endeavour House) Shaftesbury Avenue are all 8 stories or higher
- Ilona Rose House and Soho Place on Charring Cross Road are both 9 stories or higher



Building Uses

The vicinity around the site features a diverse mix of building uses, including historic theatres, offices, residential dwellings, retail shops, and a variety of restaurants.



2.3 NEIGHBOURLY CONTEXT

Existing Site Adjacencies

The local vicinity of the site consists of a mix of commercial, retail and residential properties.

The following properties on Stacey Street are opposite or near the site:

- 125 Shaftesbury Avenue, a commercial office building directly opposite
- 7-10 Stacey Street, a residential apartment building to the rear of Phoenix Theatre
- 1a Pheonix Street, a residential apartment building with views to the site

The site is adjacent to the following properties on New Compton Street:

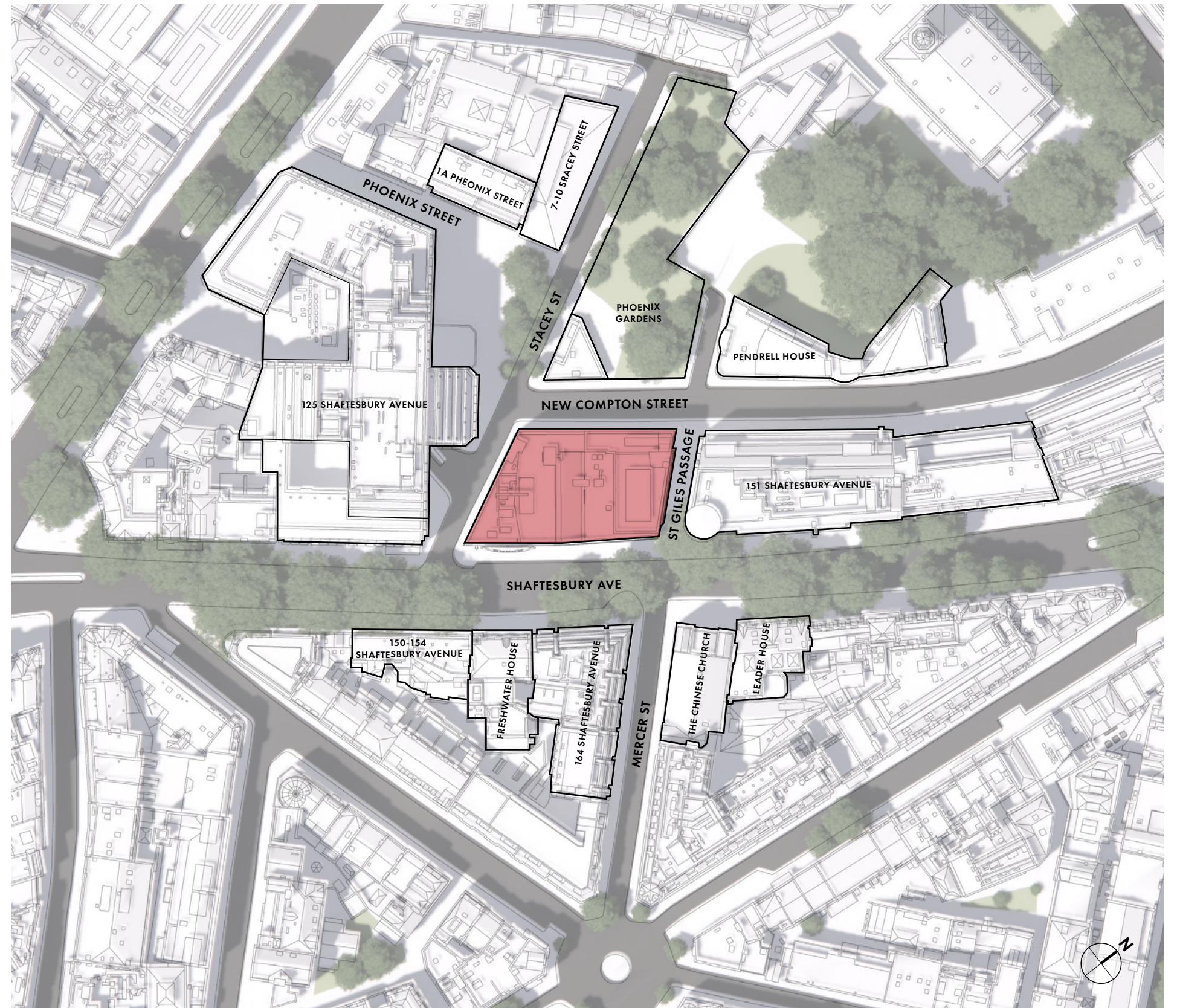
- Pheonix Gardens, a community garden and registered charity
- Pendrell House, a residential apartment building

The site is bounded by the following on St Giles Passage:

- 151 Shaftesbury Avenue, a commercial office building

The site is opposite to the following properties on Shaftesbury Avenue:

- Leader House, an apart-hotel with resturant at ground level
- The Chinese Church in London (CCIL)
- 164 Shaftesbury Avenue, a commercial office building
- Freshwater House, a commercial office building
- 150-154 Shaftesbury Avenue, a range of commercial office buildings with retail and restaurants at ground level



2.4 CLIMATE & SITE ORIENTATION

Informing the Design

In understanding the opportunities for the redevelopment of the site, the orientation of the building must be informed by the natural conditions of the setting and the urban context.

This ensures the proposal is able to respond in capturing the present natural resources where possible and to ensure protection from those conditions that make for unpleasant environments whether external or internal.

The building will need to sit naturally into its existing context and particular attention given to the interface of where the scheme meets the ground.

Each of the surrounding properties have been thoroughly analysed to inform the design and height of the proposed scheme to ensure adequate daylight levels are maintained to the internal accommodation.

Directly northwest of the site is open with Pheonix Gardens possessing a small single-level structure.

Overall, the surrounding area is a dense urban environment of varying scale.

Climate

The general wind flow at ground level will be attenuated through the inherent shape and layout of the proposal along with a low level soft planting scheme as there is a tendency for the wind to flow above the roof lines of the surrounding buildings.

Through the site’s inherent orientation the proposal should seek to benefit where possible from the sun path throughout the day – the form and shape of the proposed building will guide the flow of natural phenomena.

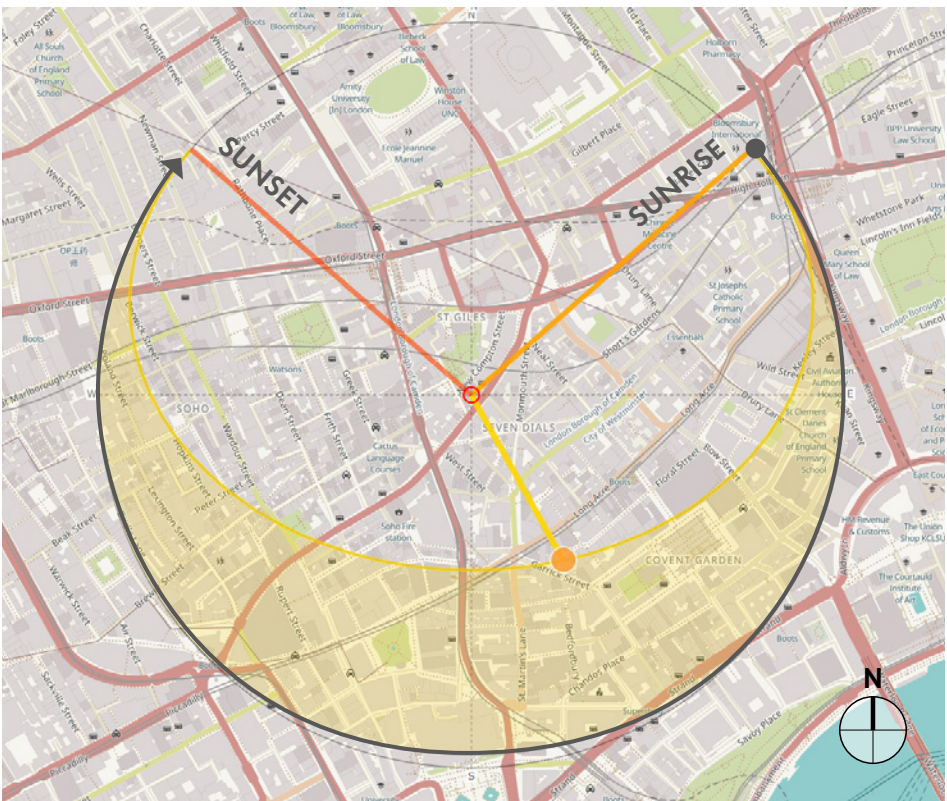
The scheme will be arranged in layout, form and surface treatment to maximise solar access into the residential units. The building will diminish in scale and surface treatment to reflect those characteristics of the surrounding streetscape.

Analysis of the proposed scheme massing envelopes which test the site’s context have been produced by Point 2 to understand the sunlight and daylight implications on the neighbouring properties as well as the quality of the internal light to the proposed residential units.

This resulted in the mass and bulk being sensitively articulated to respect the conditions of the site yet utilise the advantage of its location for a high quality development.

The proposed building layout has been scaled to directly respond to the site’s context and is designed to bind the development into the established urban morphology of the area.

Furthermore, the proposal offers the opportunity to meaningfully mediate the surrounding varying scales.



Sun Path: June 21 with Sun Position Shown at Noon



Sun Path: December 21 with Sun Position Shown at Noon

2.5 SITE CONSTRAINTS & OPPORTUNITIES

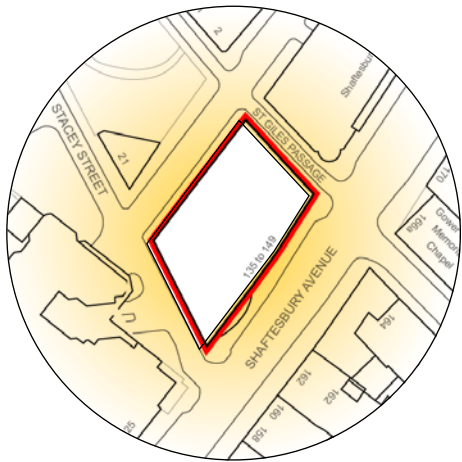
Site Constraints

The new proposals seek to consider and address the below challenges presented by the site’s existing context:



Site Size and Building Footprint

Access is largely limited to the Shaftesbury Avenue frontage of the existing building.



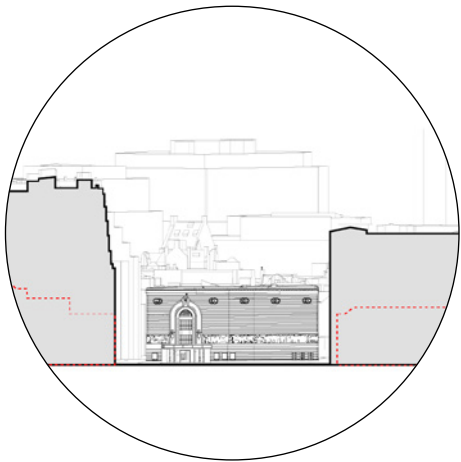
Surrounding Neighbour Proximities

There are many neighbouring properties to the site. The proposals will need to ensure these relationships are not worsened and should seek to bring benefit to the local community.



Heritage

The site is located in the West End, an area with a rich heritage. The existing building itself is Grade II listed buildings.

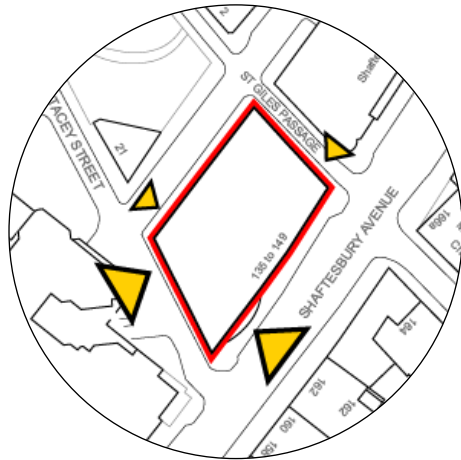


Townscape

The existing building is presently a smaller element than some of its immediate context, presenting a site that no longer matches the urban fabric of its surroundings

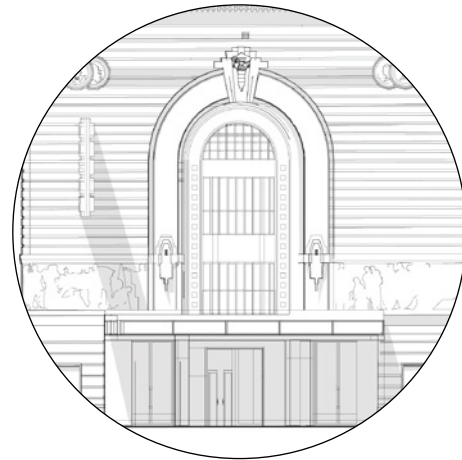
Site Opportunities

The following have been identified as strengths of the site, which can be used to inform the proposals and enhance the setting of the heritage asset:



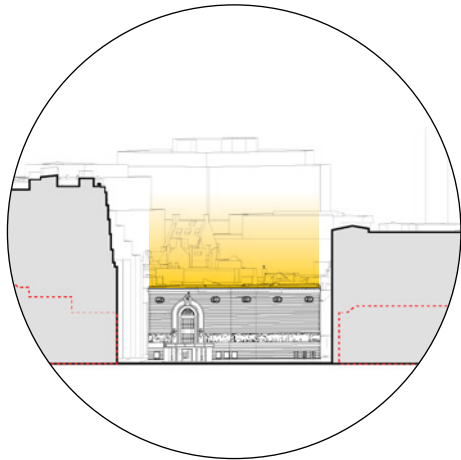
Site Access

The proposals will seek to open the site to offer better access, particularly for pedestrians.



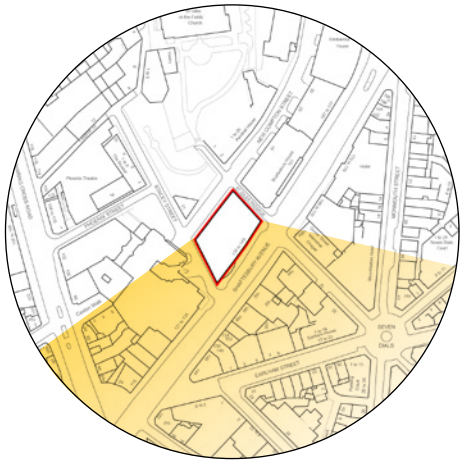
Revitalisation of a Heritage Building

The external facade embodies a rich history and a tangible heritage that can be built upon to re-energise the site within its historic West End context.



Contextual Scale

Along Shaftesbury Avenue, the existing building sits between varying and much larger buildings, offering the opportunity to stitch together the local scale.



Cultural Connection

Located on the periphery of the West End theatre district, the opportunity exists to enhance its connection to the wider area with a new and distinct cultural offering.