

BGY

151 Shaftesbury Avenue
Design & Access Statement

MAY 2024

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Proposed Development

1.00

1.01 Overview of the Proposed Development

This Design and Access Statement is prepared by Buckley Gray Yeoman Architects on behalf of 'The Applicant' Royal London Mutual Insurance Society Limited. The report outlines the approach and design principles for the proposed refurbishment of the site located at 151 Shaftesbury Avenue.

The description of the development for the purpose of planning is as follows:

Refurbishment of existing building; demolition of existing rooftop plant level and replacement with two new setback floors at levels 8-9 (Class E(g)(i)); partial infill extensions to rear of building at levels 5-8; partial change of use at ground and lower ground floor level for use as either bar/ drinking establishment (Sui Generis) and/or Commercial, Business & Service uses (Class E); retention of existing Commercial, Business & Service (Class E) floorspace elsewhere in the building; replacement of existing façades and provision of cycle parking and associated end of trip facilities at lower ground floor level.

The proposed scheme is a sensitive response following analysis of the local area and context. The existing building is already a landmark along Shaftesbury Avenue. The proposals underpin this attribute by delivering a considered, high-quality and sustainable refurbishment of the existing building.

Extensive consultations have taken place throughout the development of the proposals through four pre-applications with Camden Council, and other key stakeholders within the surrounding area, as well as the Camden Design Review Panel.

The proposals comprise of the following key elements:

Basement Levels:

- Re-location of existing plant from roof levels and additional plant to be located at basement level.
- Provision of enhanced cycle parking, storage facilities and high-quality end of trip facilities including showers and changing rooms.
- Removal of all car parking spaces to accommodate the cycle parking and end of trip facilities.

Ground Floor Level:

- Introduction of more active frontages to Shaftesbury Avenue, St Giles Passage and New Compton Street.
- Enhanced entrance, reception area and guest lounge fronting Shaftesbury Avenue.

First Floor to Ninth floor:

- The existing building is ground + 8 upper storeys. An additional storey is proposed (level 9), as well as re-modelling the profile of the upper three floors at the rear of the building to create additional modern, high quality workspace.

Terraces and roof pavilion:

- Creation of high-quality external amenity spaces to Levels 6, 7 and 8, alongside a new 'Pavilion' at Level 9 providing a flexible internal space for occupiers of the building alongside external roof terrace.



PROPOSED SHAFTESBURY AVENUE VIEW

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Introduction

2.00

2.01 **Consultant Team**



Client
ROYAL LONDON MUTUAL
INSURANCE SOCIETY LIMITED



Structural Engineer
HEYNE TILLET STEEL



Cost Consultant
QUANTEM



Project Manager
AVISON YOUNG (UK) LIMITED



Daylight Consultant
DELVA PATMAN REDLER



Fire Engineer
JENSEN HUGHES



Architect
BUCKLEY GRAY YEOMAN



Planning Consultant
DP9



Townscape & Heritage Consultants
THE TOWNSCAPE CONSULTANCY



ME, PH & VT Engineers
HILSON MORAN



Sustainability Consultant
MAX FORDHAM

2.02 The Applicant

Royal London Group (Royal London) was founded in 1861, and is the UK's largest mutual life, pensions and insurance company. Royal London Asset Management forms part of Royal London Group and holds £7.9bn in UK property assets across over 229 direct properties and 5 indirect holdings, of which 75 are in London (figures as at Q1 2024).

Royal London has a strong track record in development and has a large active development pipeline. In LB Camden this includes The Earnshaw, a 160,000sqft best in class office building currently under construction on New Oxford Street, which has been pre-let to GSK.



18% of our portfolio certified to BREEAM

(footnote: By floor area)



Standing Investments: 4-star rating for RLUKREF and 3-star ratings for RLPPF and RLPF

Development: 4-star ratings for RLUKREF and RLPPF



96% score for property compared to industry median score of 64%



Continued to maintain ISO 14001 accreditations across all buildings within our Environmental Management System

(footnote: in place since 2015)



Achieved 24 Green Apple Awards

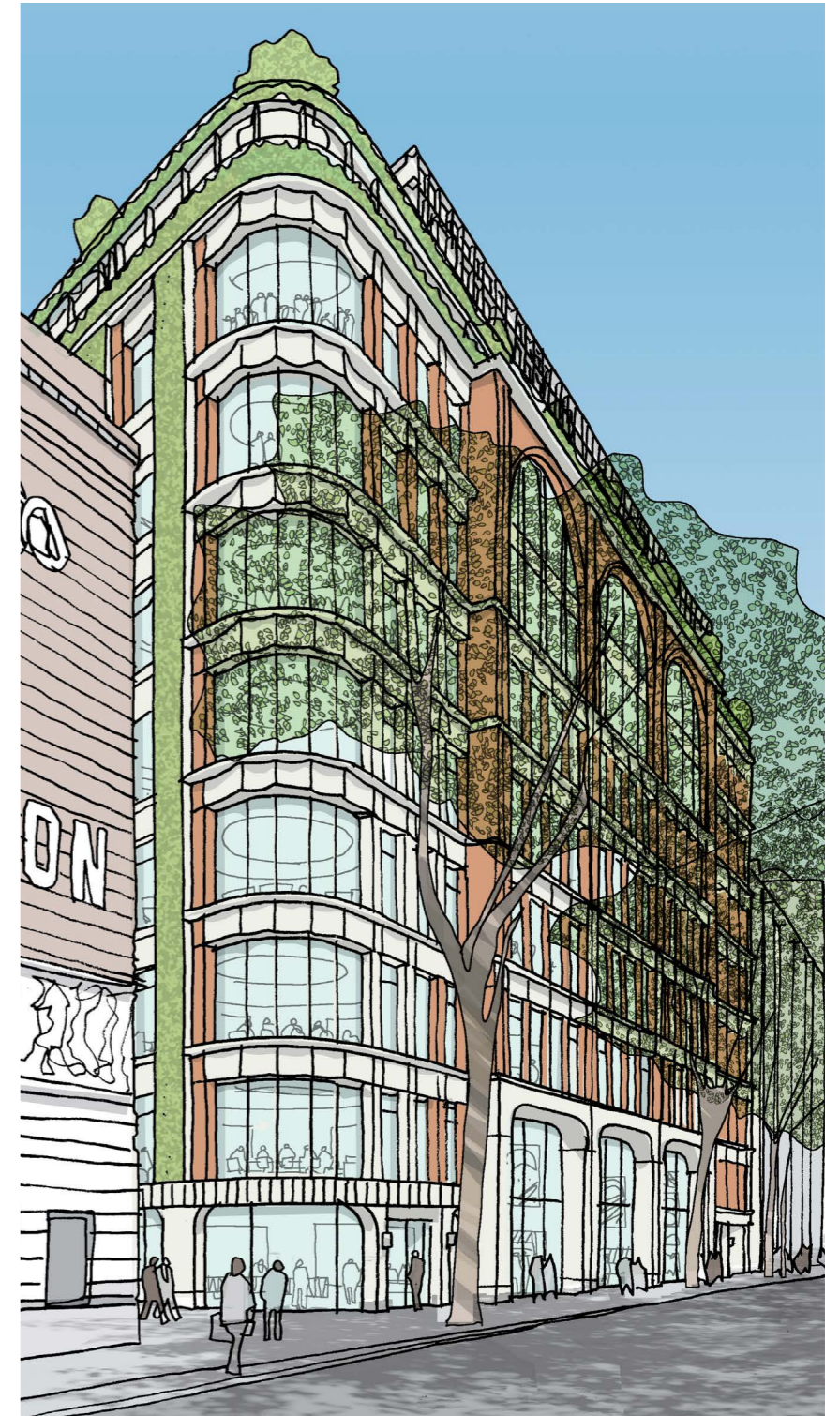
2.03 **Vision and Development Objectives**

The Vision:

Royal London Mutual Insurance Society Ltd. proposes to transform 151 Shaftesbury Avenue into a highly sustainable Grade A office building that can continue to meet the needs of modern day occupiers. The overriding design ethos is to retain, revise and refurbish. The existing structure will be retained and improvements to energy performance and efficiency will be undertaken as part of the overhaul of the building to provide a modern, flexible workspace.

Development Objectives:

- **A re-branded sustainable building achieved via retrofit and extension.** The vast majority of existing structure is reused, reducing the extent of demolition.
- **New architectural approach** which responds to local context.
- **Deliver high quality refurbished workspaces**, providing modern flexible and adaptable offices within the Tottenham Court Road Opportunity Area and Central Activities Zone.
- **Creation of new facade treatments and high performance glazing** to improve energy performance, rationalise and enhance the appearance of the building and remain respectful of conservation area and local listed buildings.
- **Adopting up-to-date fire engineering principles** in design and construction for the new scheme.
- **Provide modern all electric energy** with new efficient MEP services and roof plant, including **photo-voltaics**.
- **Provide enhanced end of trip to encourage cycling**, active commuter and wellness facilities.
- Increase the external communal and private **roof amenity spaces** alongside providing 'green roofs' to raise urban greening and for **increased biodiversity**.
- **Reactivating the Ground and Lower Ground floors, interfacing with the public realm**, creating an active frontage and enlivening the street scene.
- **Attract additional footfall and high-quality occupiers to the area** to support local businesses.



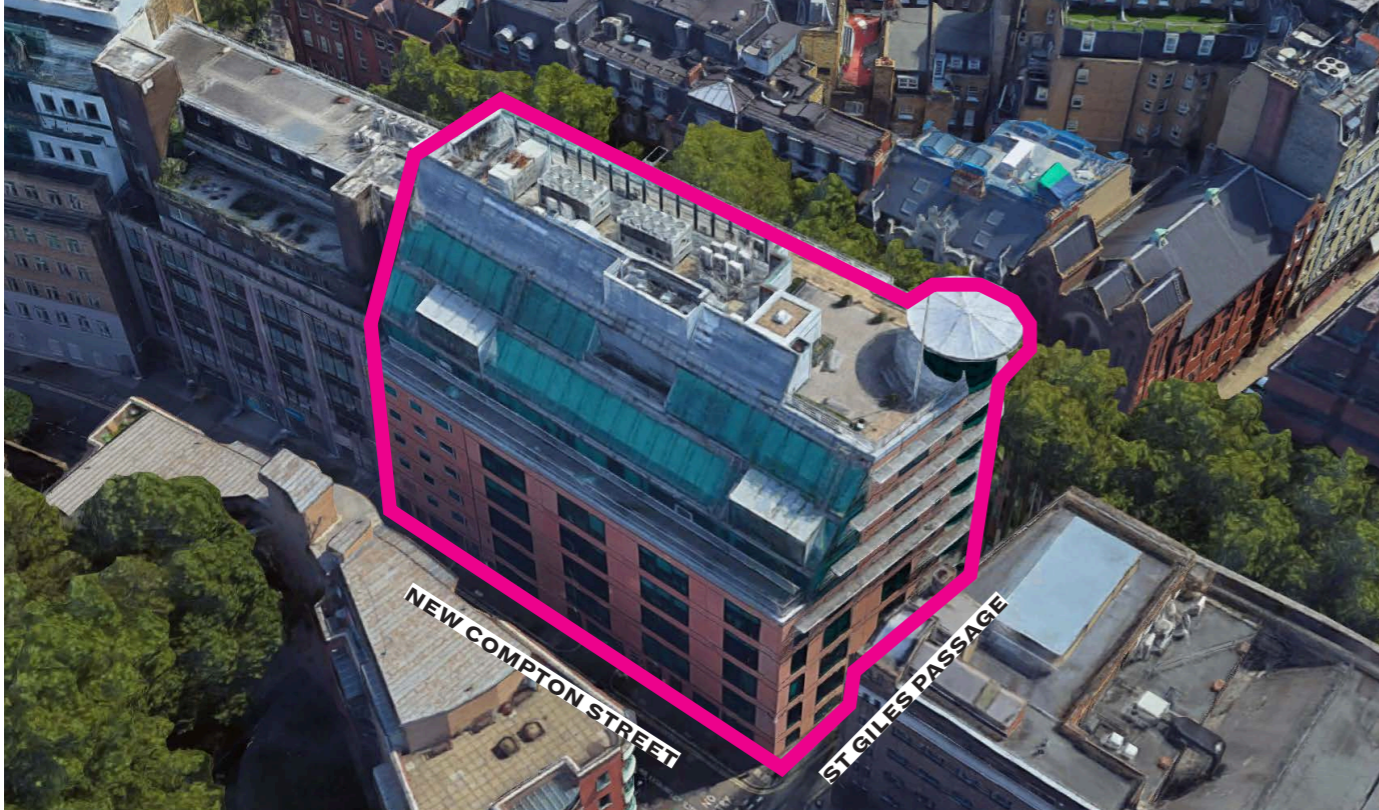
DESIGN DEVELOPMENT SKETCH

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The Site and Contextual Analysis

3.00

3.01 Aerial Perspective of Application Site



North Elevation Top View



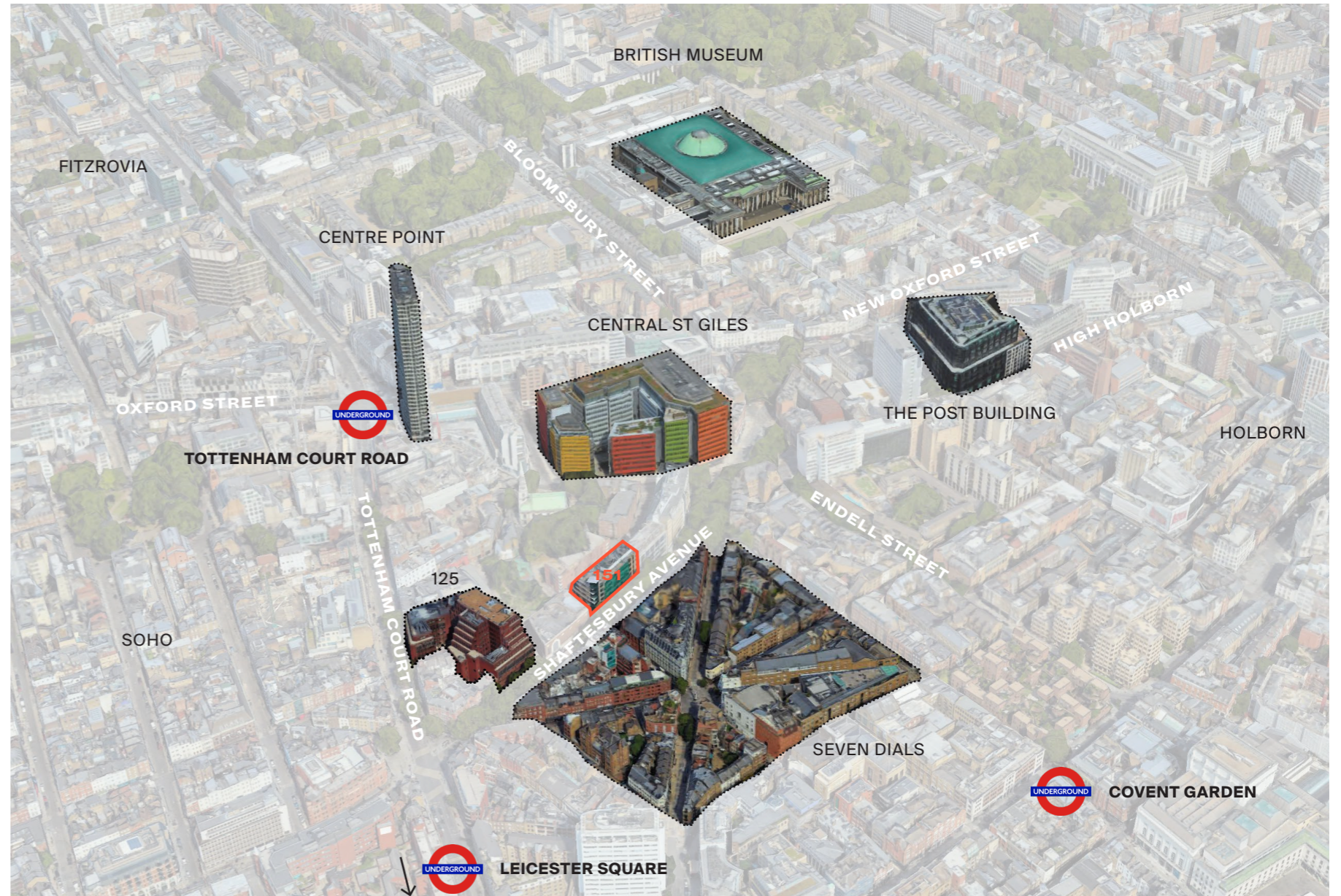
South Elevation Top View

3.02 **Site Context**

151 Shaftesbury Avenue is located centrally in London's West End, with Fitzrovia to the north, Soho to the west, Leicester Square and Covent Garden to the south, and Holborn to the east.

The site is 0.2 miles (5 min walk) from Tottenham Court Road, Leicester Square and Covent Garden Underground stations. The Elizabeth line at Tottenham Court Road connects to Paddington, Heathrow or Reading in the west and Shenfield or Abbey Wood in the east. This is popular with commuters, contributing to growth of the workplace sector in the area.

Shaftesbury Avenue is at the heart of London's theatre and entertainment industries. The thriving hospitality sector in this area generates a lot of footfall daily.



WIDER SITE LOCATION

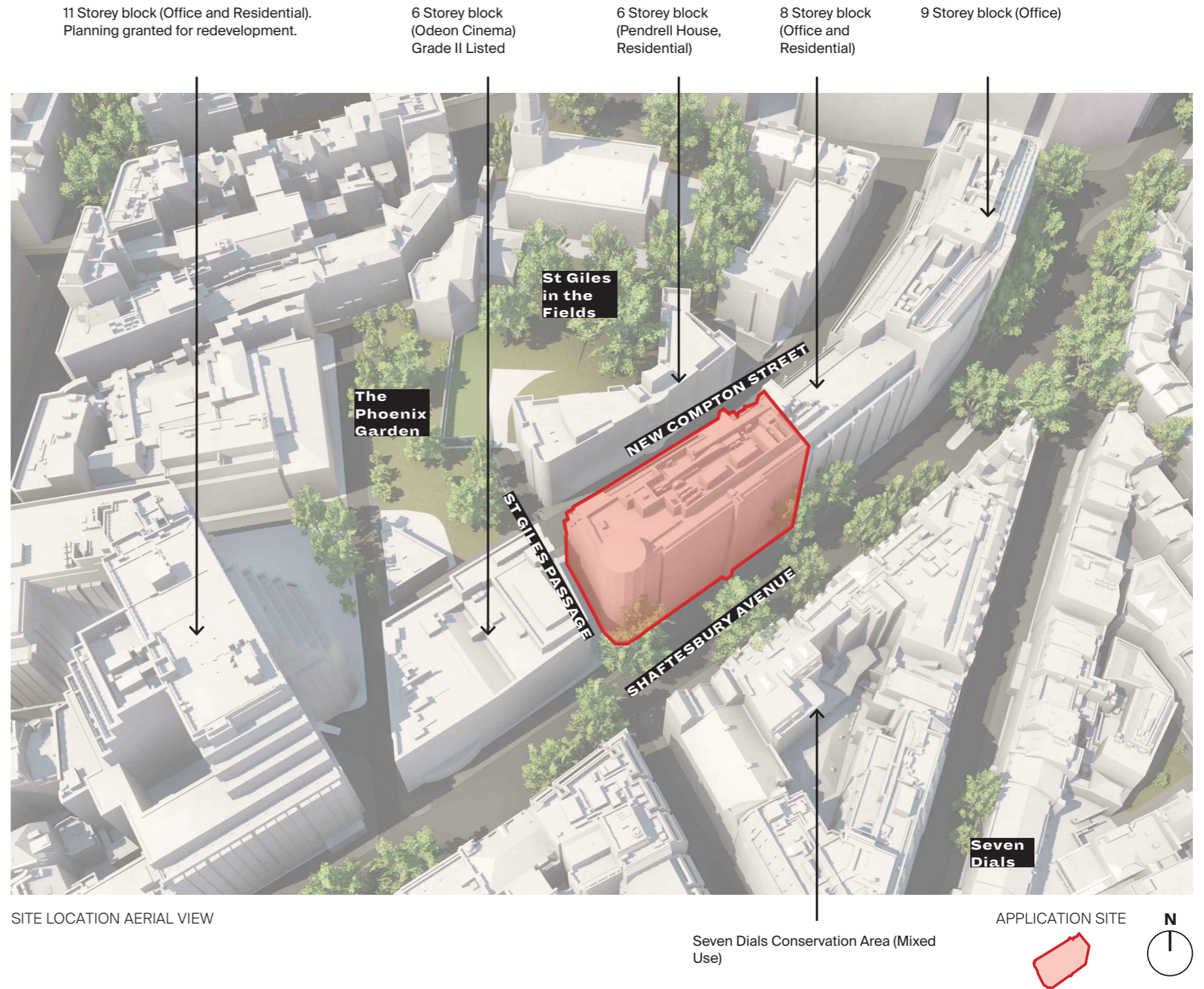
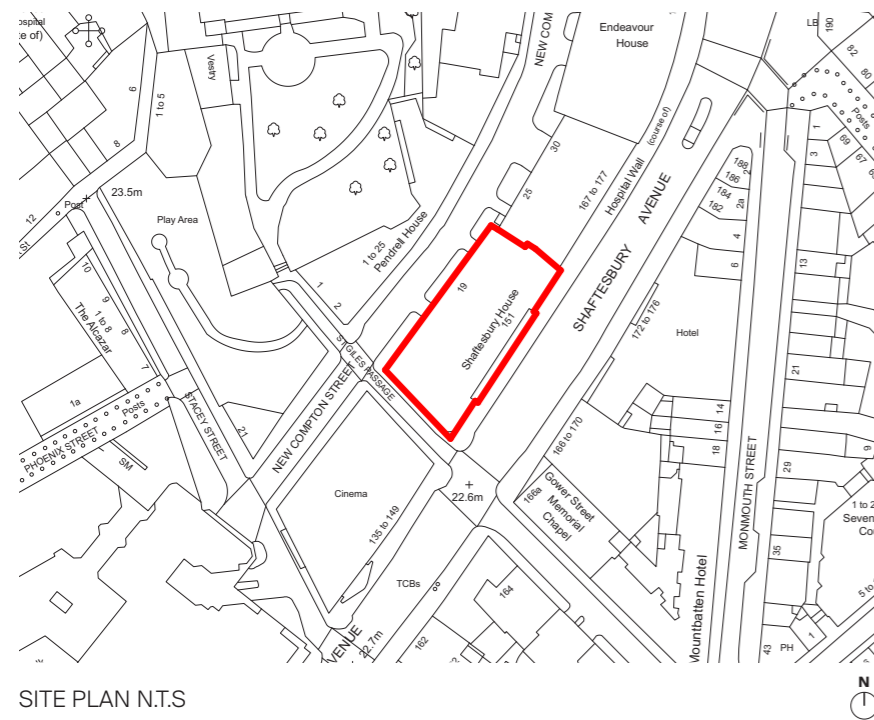
APPLICATION SITE



3.03 Site Location

151 Shaftesbury Avenue is surrounded by buildings demonstrating a variation in character and mix of uses. Although not located within a Conservation Area itself, the site is located between the Denmark Street Conservation Area to the north and the Seven Dials Conservation Area to the south.

The main entrance to the site is located on Shaftesbury Avenue, with an existing vacant retail unit to the right of the main entrance. The rear of the building on New Compton Street is much quieter. This comprises of service entrances, as well as the main entrance for five residential apartments located at the lower levels of the building. The open space of The Phoenix Garden and St Giles in the Fields offer respite from the busy main road.



SITE LOCATION AERIAL VIEW

3.04 Site History in Brief

Shaftesbury Avenue was built in the 1880s to improve access between Tottenham Court Road, Charing Cross, and Piccadilly Circus.

151 Shaftesbury Avenue was formerly the site of a modern government office building built by Arthur Stanley Ash. It was built under the Lessor Scheme, introduced after the second world war to help cope with the shortage of government offices.

The current building on site was granted planning permission in 1996, as part of the demolition of the existing building and redevelopment of the site into an 8-storey building for office, residential and theatre rehearsal space. Between 2004-2011 various change of use applications took place and the right hand side of the ground floor became a retail unit, with the left hand side as an office unit.

The adjacent building is the Odeon Cinema, which is Grade II listed - prior to its current use it was the Saville Theatre (1930s). Before this, the area consisted of back-to-back terraced houses.



THE SAVILLE THEATRE, 1958
(NOW ODEON CINEMA - GRADE II LISTED)



151 SHAFTESBURY AVENUE, GOVERNMENT OFFICE BUILDING -
ARTHUR STANLEY ASH, CIRCA 1950

3.05 Heritage Considerations

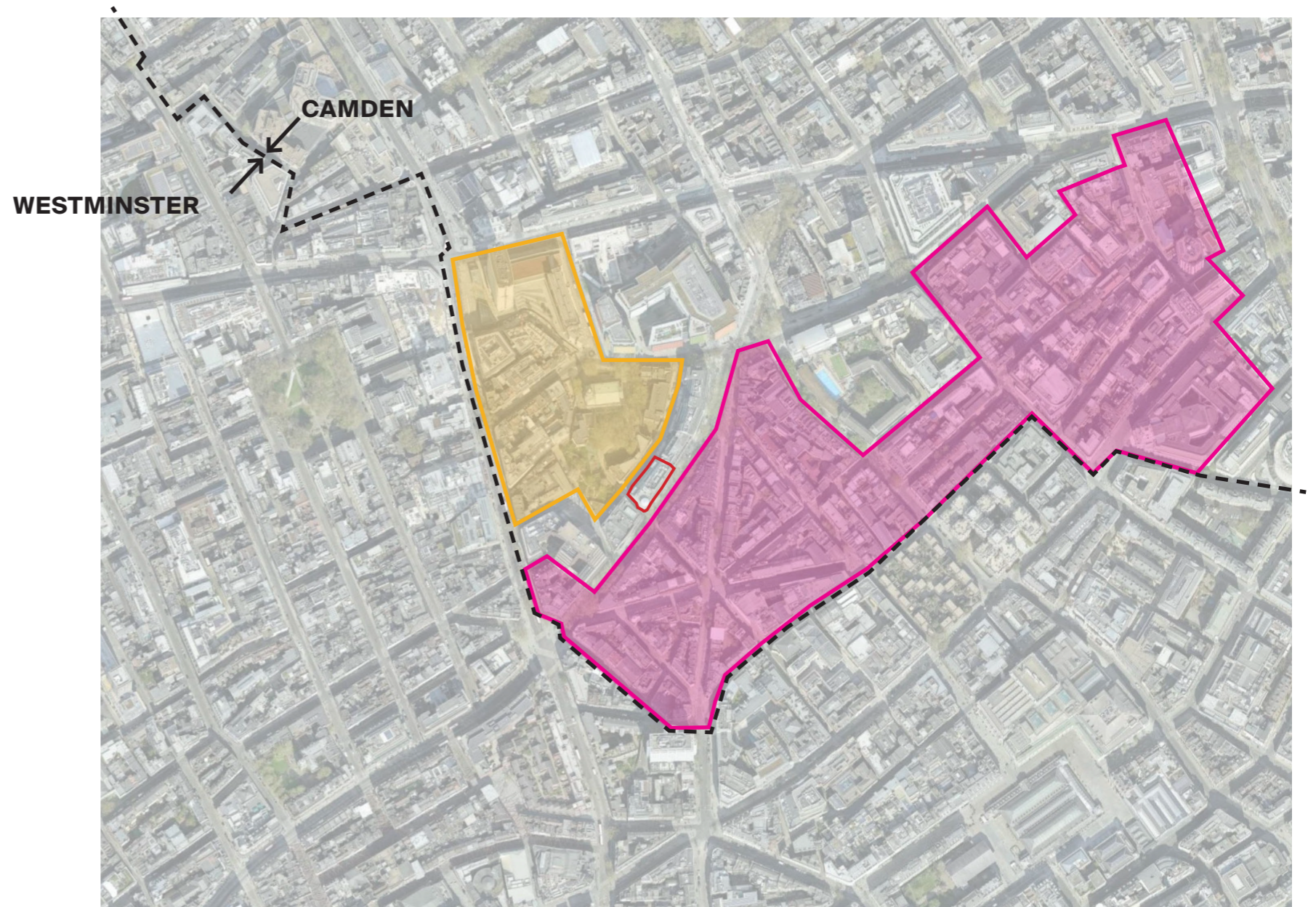
151 Shaftesbury Avenue is not listed nor located in a Conservation Area. However, it is located on land between the Seven Dials and Denmark Street Conservation Areas.

Denmark Street Conservation Area

The Denmark Street Conservation Area is a small area centered on the grade I listed Church of St Giles. The character of the conservation area derives from the historic street pattern and network of narrow passageways, with its earliest buildings dating from the late seventeenth century. Despite its well-preserved urban form, contemporary development is common within the conservation area, with Centre Point located within its northern boundary and recent development occurring nearby associated with the expansion of the Tottenham Court Underground Station. The Denmark Street Conservation Area Appraisal notes that; *'the open area of the churchyard serves as a reminder of its original setting, when St Giles in the Fields was a literal description of the parish church. It now provides a valuable area of open space in an otherwise heavily built-up part of the Borough, which is greened and shaded by the tall London Plane trees and is well used by those who visit and work in the area.'*





Seven Dials Conservation Area

The Seven Dials development was completed in 1694, its radial plan inspired by Imperial planning of the continent and directly influenced by Christopher Wren as Surveyor-General. The Seven Dials Conservation Area Statement notes that; *'the character of Seven Dials derives partly from the combination of architectural pretension and homeliness of scale. It is a grand Baroque idea carried out on a miniature scale.'* Since its development and as a result of various clearances and consolidations, the majority of buildings within the conservation area date from the nineteenth century with remnants of original seventeenth century structures. The central circus, radial plan, and triangular blocks reinforce a consistent scale of development and provide a framework to understand the relation between buildings of different periods despite differing styles of architecture.



SITE LOCATION PLAN

KEY

-  APPLICATION SITE
-  DENMARK STREET CONSERVATION AREA
-  SEVEN DIALS CONSERVATION AREA
-  LOCAL BOROUGH BOUNDARY

