## 3.05 Heritage Considerations

The Seven Dials and Denmark Street Conservation Areas have a range of listed buildings. The following listed buildings are in close proximity to the site:


1. ODEON CINEMA (GRADE II LISTED)

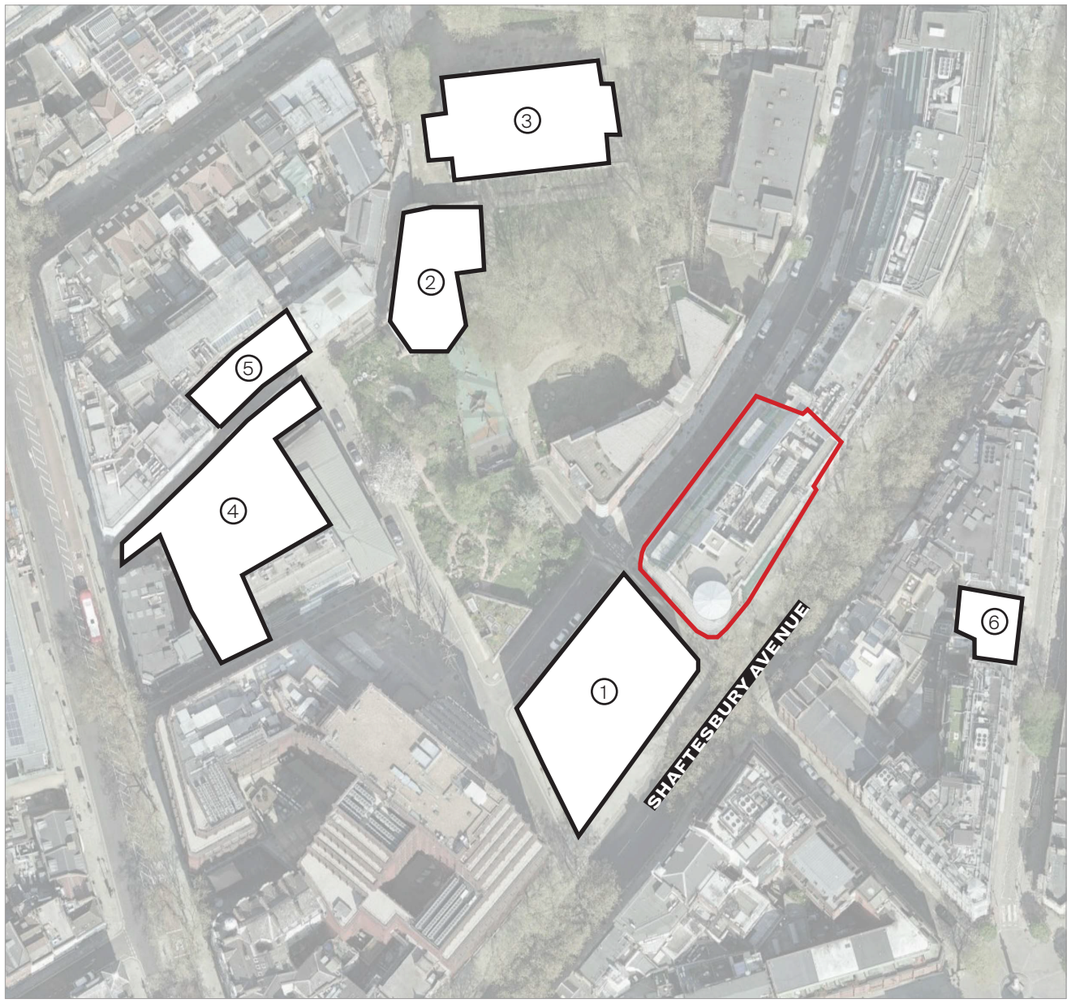
2. ELMS LESTER PAINTING ROOMS (GRADE II LISTED)

3. CHURCH OF ST GILES-IN-THE-FIELDS (GRADE I LISTED)


4. PHOENIX THEATRE (GRADE II LISTED)

5. WAREHOUSE WITH OPEN PLAN OFFICES (GRADE II LISTED)


6. ROW OF TERRACED HOUSES (GRADE II LISTED)




SITE LOCATION PLAN

N

**KEY**

APPLICATION SITE

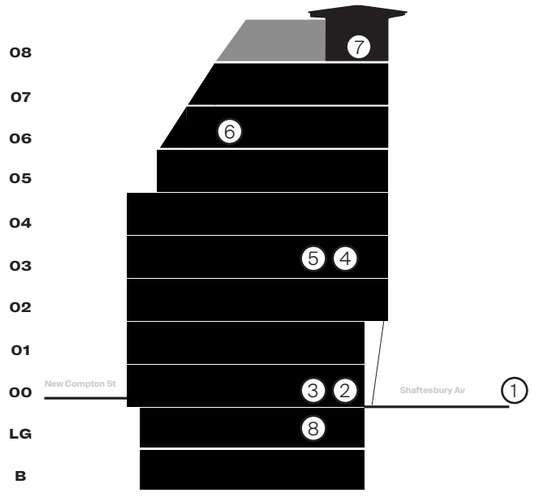
LISTED BUILDINGS

## 3.06 Existing Building Photographs

151 Shaftesbury Avenue is a mixed-use building containing offices, retail and residential flats. The majority of the building is occupied as offices across ground to 7th floor level. The roof has terrace access, with a meeting room, and is considered as the 8th floor. There is a retail unit on the ground floor. The lower ground floor contains an office unit with no daylight, the car park and service plant. The basement level comprises of MEP plant areas only.

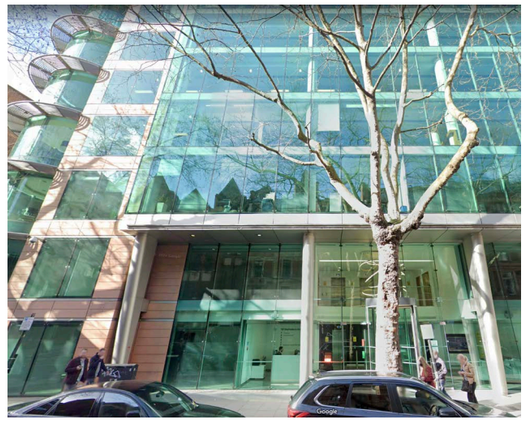
Five residential apartments are located across five floors, with one apartment per floor. The apartments are located in the northeast extent of the building facing New Compton Street. No works which need planning permission are required to the residential units as part of the Proposed Development.

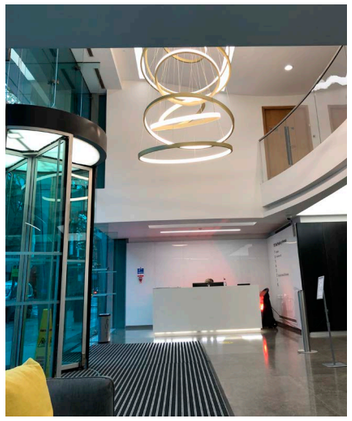
The building is steel framed with concrete slabs and stairs, and red concrete external cladding on the facades.



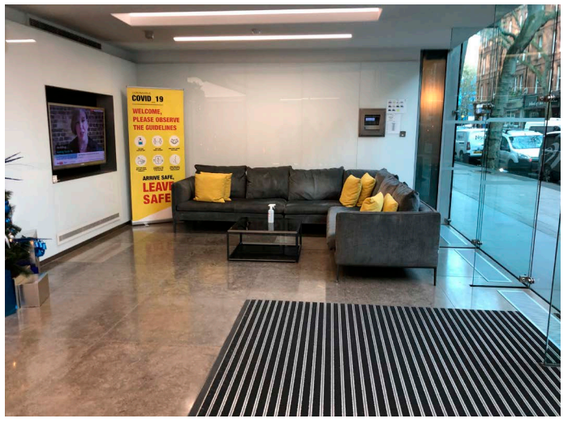

EXISTING SECTION DIAGRAM

1 VIEWS FROM SHAFTESBURY AVENUE



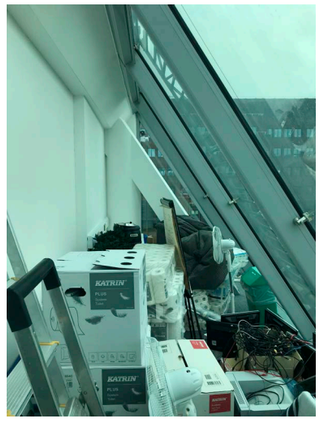


2 DOUBLE HEIGHT RECEPTION AREA

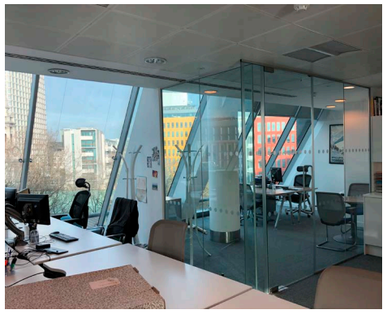



3 SINGLE HEIGHT RECEPTION AREA

4 DATED OFFICE AESTHETIC




5 INEFFICIENT USE OF MANSARD SPACES



6 INEFFICIENT USE OF MANSARD SPACES

7 GREAT VIEWS ACROSS THE CITY

8 CAR PARK TO LOWER GROUND FLOOR

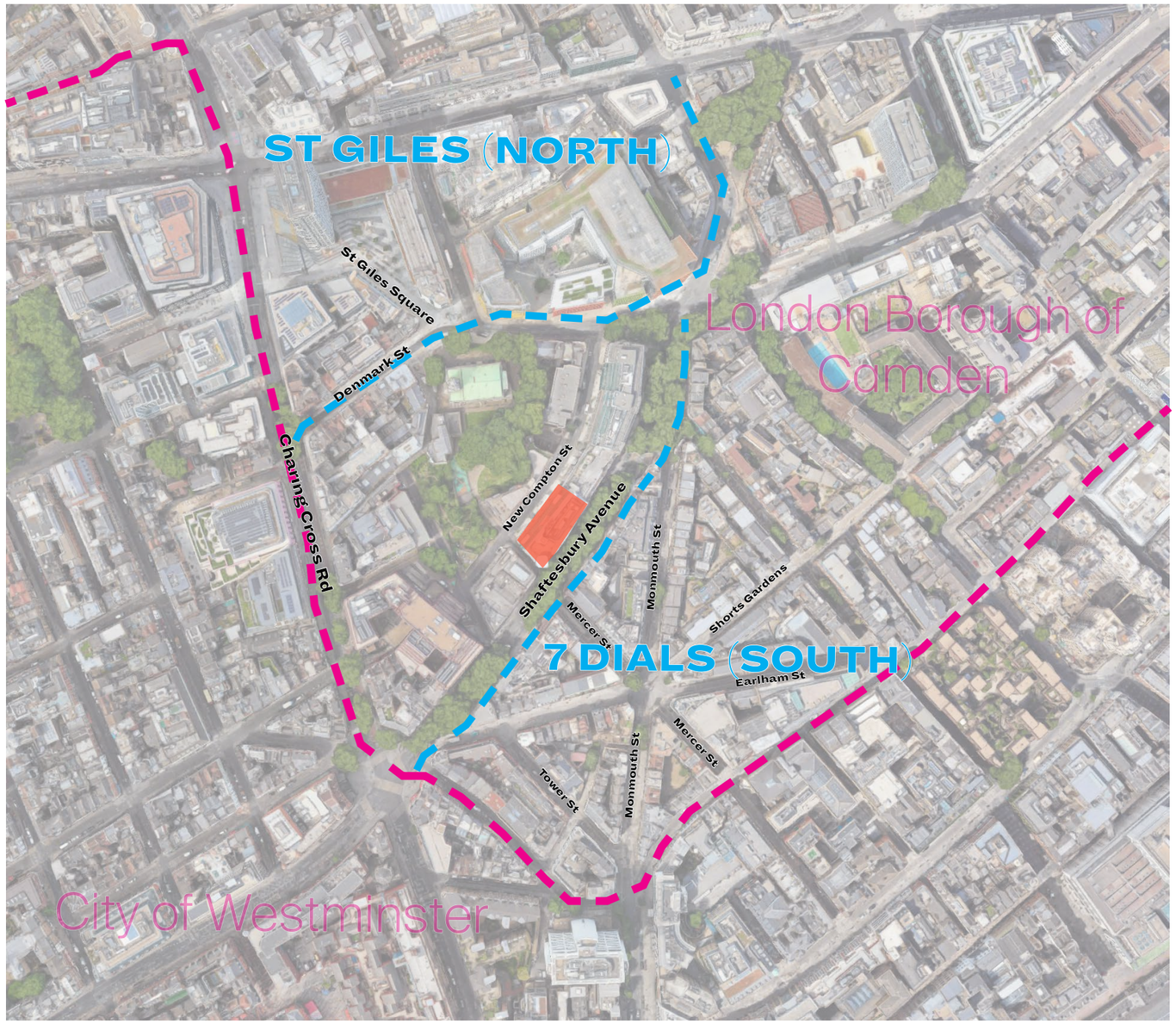
## 3.07 Referencing the Context of Place & Wider Architectural Character

Shaftesbury Avenue acts as a boundary between the Seven Dials ward (south) and the St Giles ward (north).

Seven Dials ward (south) is characterised by lower scale buildings. These are predominately traditionally built buildings comprising of brick and stone, pitched roofs, mansards, dormers, faience tiling, expressed cornice lines, projected cills, deep window reveals, punched windows, small shop fronts and decorative details.

St Giles (North) is characterised by; taller, modern, more varied style of architecture, framed facades with less expression of ornament and larger openings.

151 Shaftesbury Avenue sits on the boundary between these two areas. It's a transition block, one facade facing the south (traditional quarter), the opposite facing the north (more modern quarter). So, this suggests an architectural approach that can transition between these two boundary conditions as appropriate for this specific location.




**151 Shaftesbury Avenue**

**Borough boundary**

**Vernacular boundary**

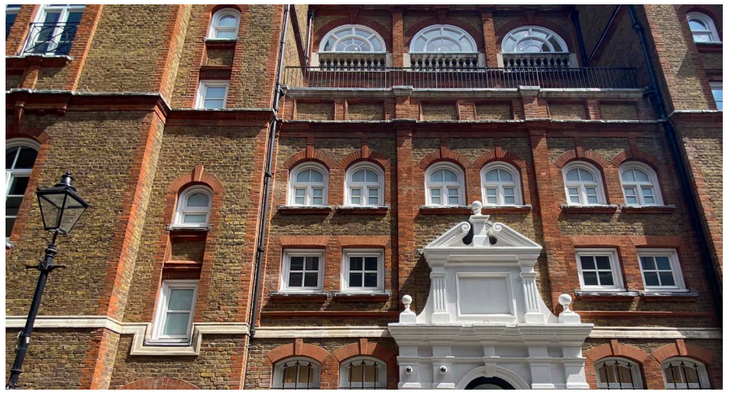
# 3.08 Context Architectural Characteristics - Seven Dials

**Brick and stone**


**Traditional terracing**

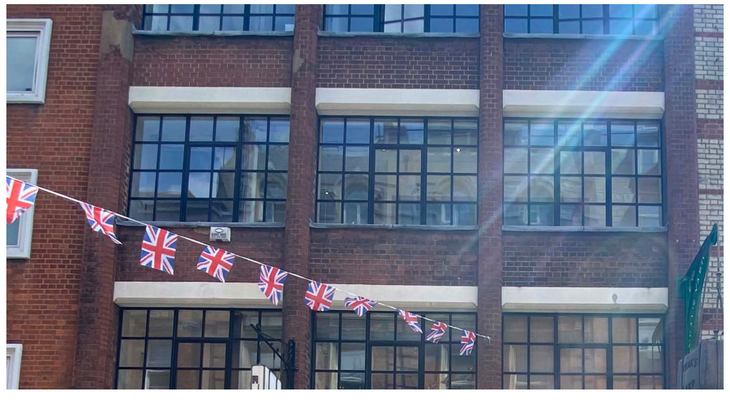
**Mansards / dormers / pitched roofs**


**Faience tiling**



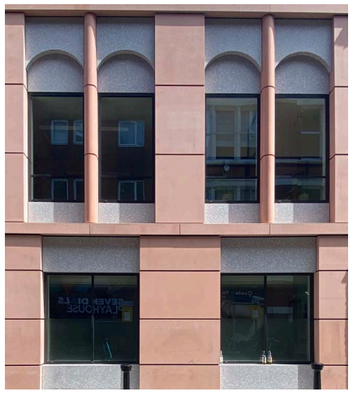
**Expressed cornice lines**

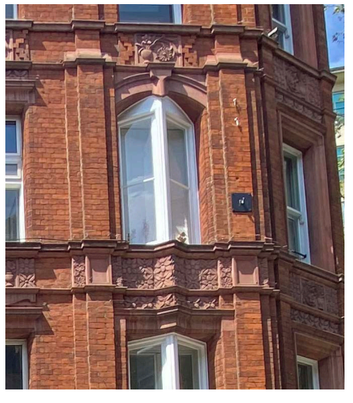
**Projecting cills**



**Deep window reveals / punched windows**


**Bright shop fronts**



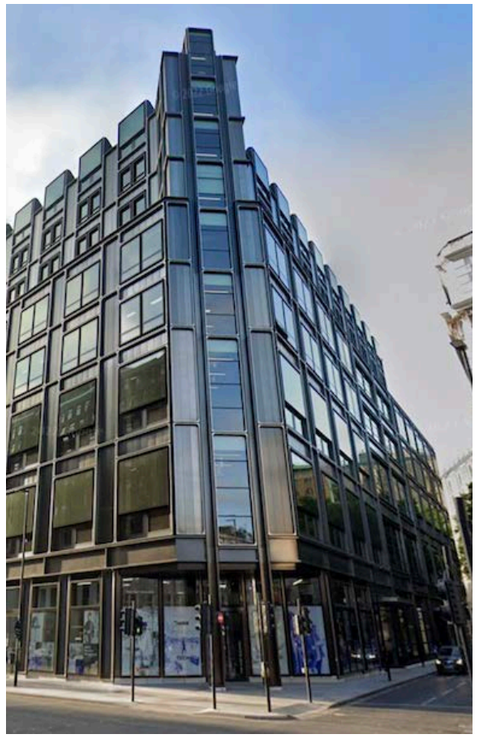


**Playful architectural details**

# 3.08 Wider Context Architectural Characteristics - Corner Precedents

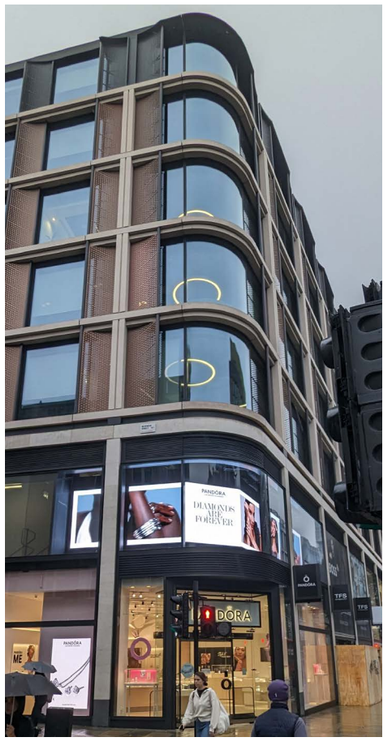
More modern architectural styles in proximity to the site and further afield provide a suggestion for how contemporary architecture can work to successfully address corner features. Several of these moves include; expressed fins as veil, change in facade rhythm, oriel style bays and portal framing.

NEW BOND STREET



THE POST BUILDING

30 MARYLEBONE LANE




OXFORD STREET

10 BLOOMSBURY WAY

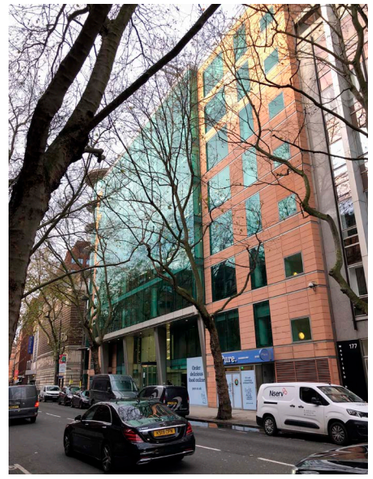
## 3.09 Existing Facade Characteristics

- The existing facades to 151 Shaftesbury Avenue are flat with little or no depth. This creates a featureless elevation.

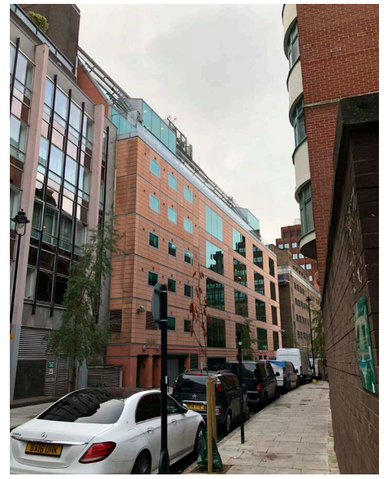
- The green-tinted curved glass corner is inactive and does not relate to the wider architectural context of Shaftesbury Avenue. The corner is a prominent feature, but there is an opportunity to better announce the building from the west approach.

- The building has previously been identified as “an unsuccessful development and as having a negative impact on the street.” (LPA Ref: 2017/7051/P) in the Council's assessment of the adjacent Odeon Cinema site in 2017

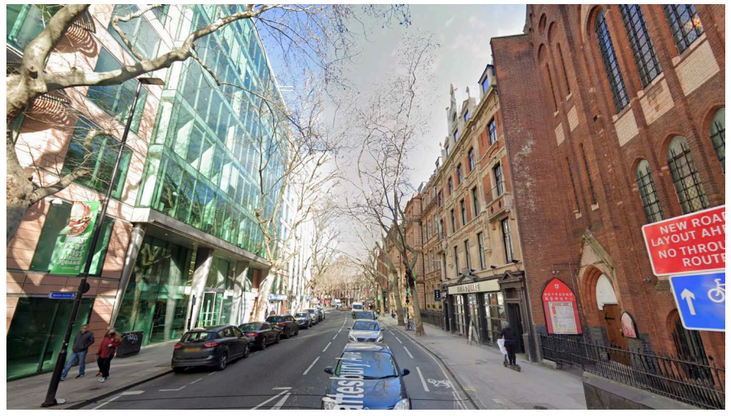

① 151 SHAFTESBURY AVENUE FACADE AND CORNER TO ST GILES PASSAGE



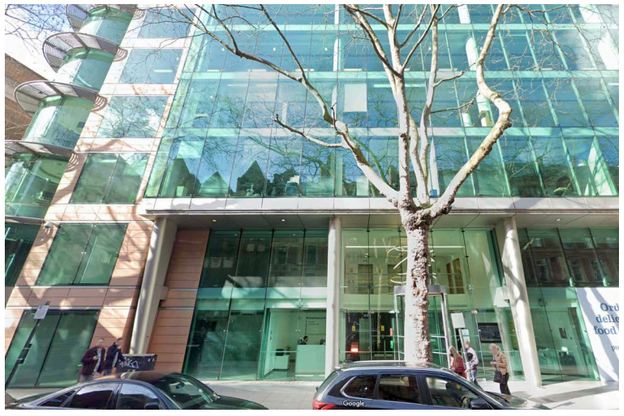
② 151 SHAFTESBURY AVENUE FACADE



③ NEW COMPTON STREET FACADE

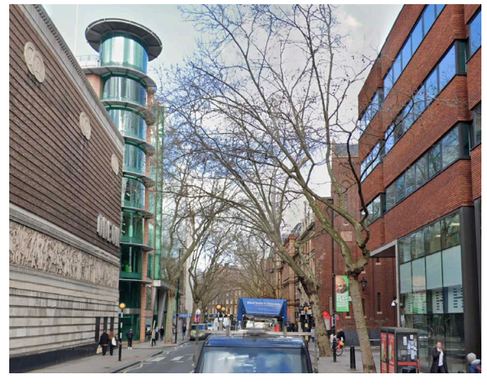



④ GREEN-TINTED GLASS IN STARK CONTRAST FROM CONTEXT COMPOSED OF MOSTLY BRICK AND STONE



⑤ VERY HIGH GLAZING TO SOLID RATIO CREATES A FLAT PRINCIPAL ELEVATION, SITS OUT OF PLACE ON THE STREET, AND DOES NOT MEET STANDARDS FOR THERMAL COMFORT.

⑥ SHAFTESBURY AVENUE FACADE AND CORNER TO ST GILES PASSAGE



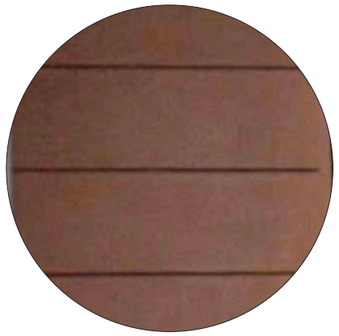
⑦ DOMINATING GREEN-TINTED GLASS CORNER DOES NOT RELATE TO WIDER ARCHITECTURAL CONTEXT

⑧ EXISTING ARCHITECTURAL FORM OF CUPOLA OUT OF PLACE IN THE CONTEXT

## 3.09 Existing Facade Characteristics (Continued)

- The existing facade's main components are red pre-cast concrete panels and planar glazing with a green tint.

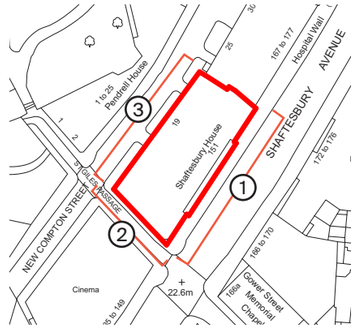
- The facades have a large amount of glazing which is out of place in the context, creates a flat elevation, and does not meet the required standards for current and future thermal comfort.



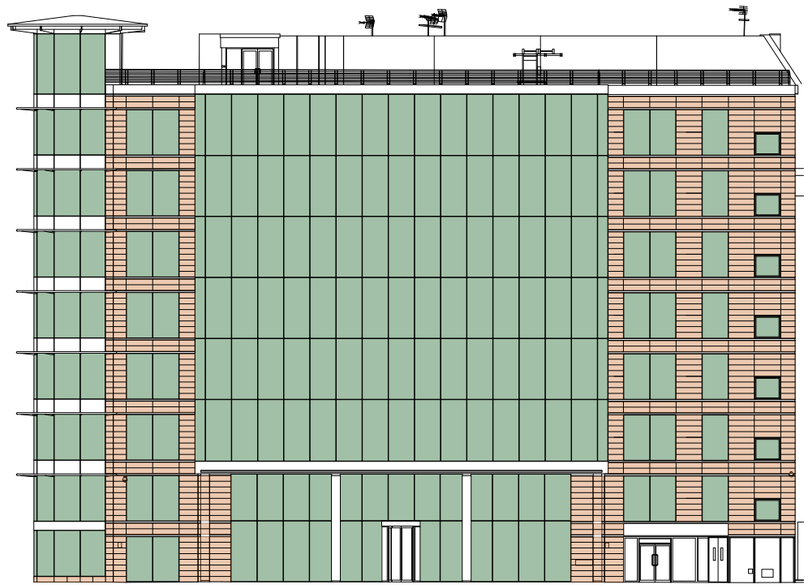
RED CONCRETE PANELS

GREEN GLASS

SILVER METAL

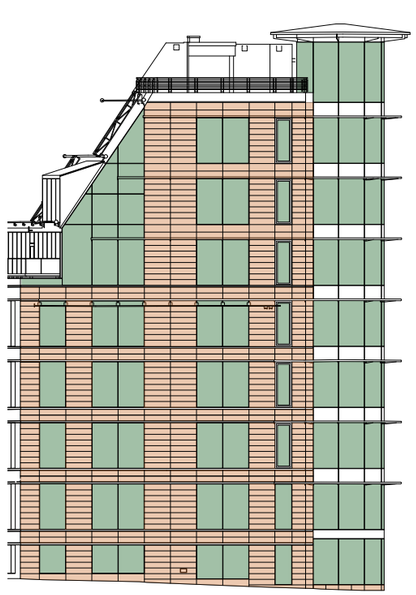



SITE PLAN N.T.S



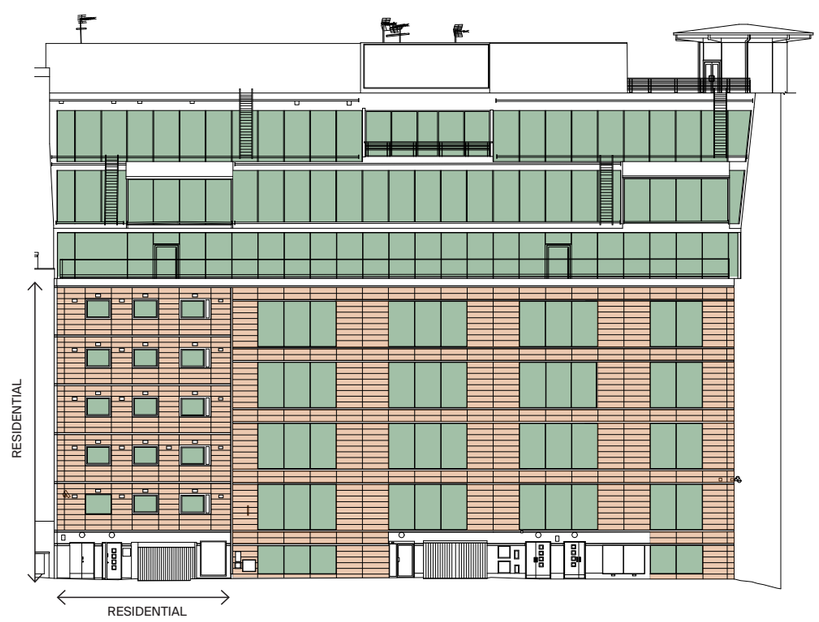
① EXISTING SOUTH ELEVATION

**80% glass to solid ratio**



② EXISTING WEST ELEVATION

**50% glass to solid ratio**




③ EXISTING NORTH ELEVATION

**60% glass to solid ratio**

BGY

# Design Interpretation

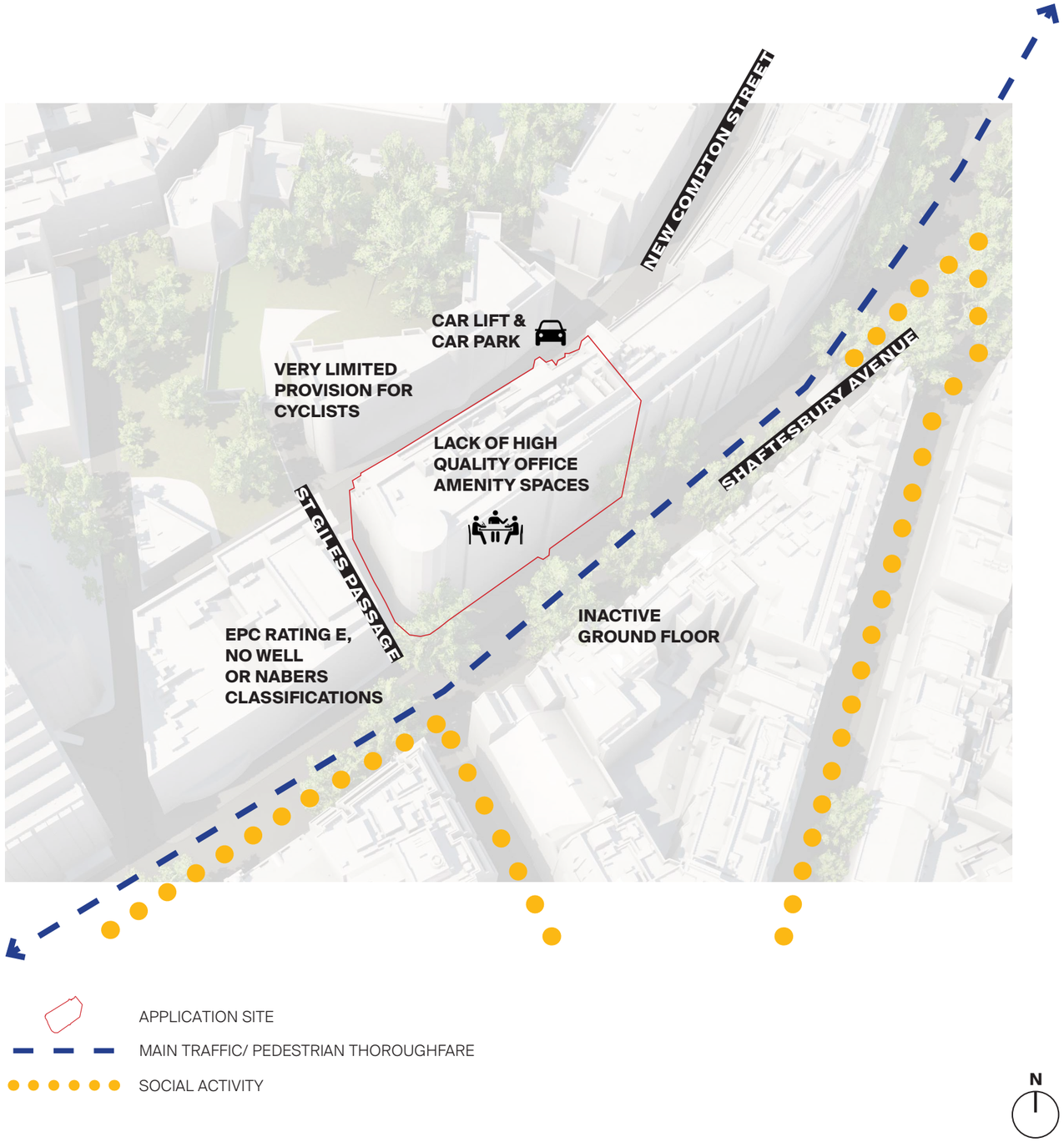
4.00

BUCKLEY GRAY YEOMAN

## 4.01 Why Refurbish and Extend?

The existing building has several constraints:

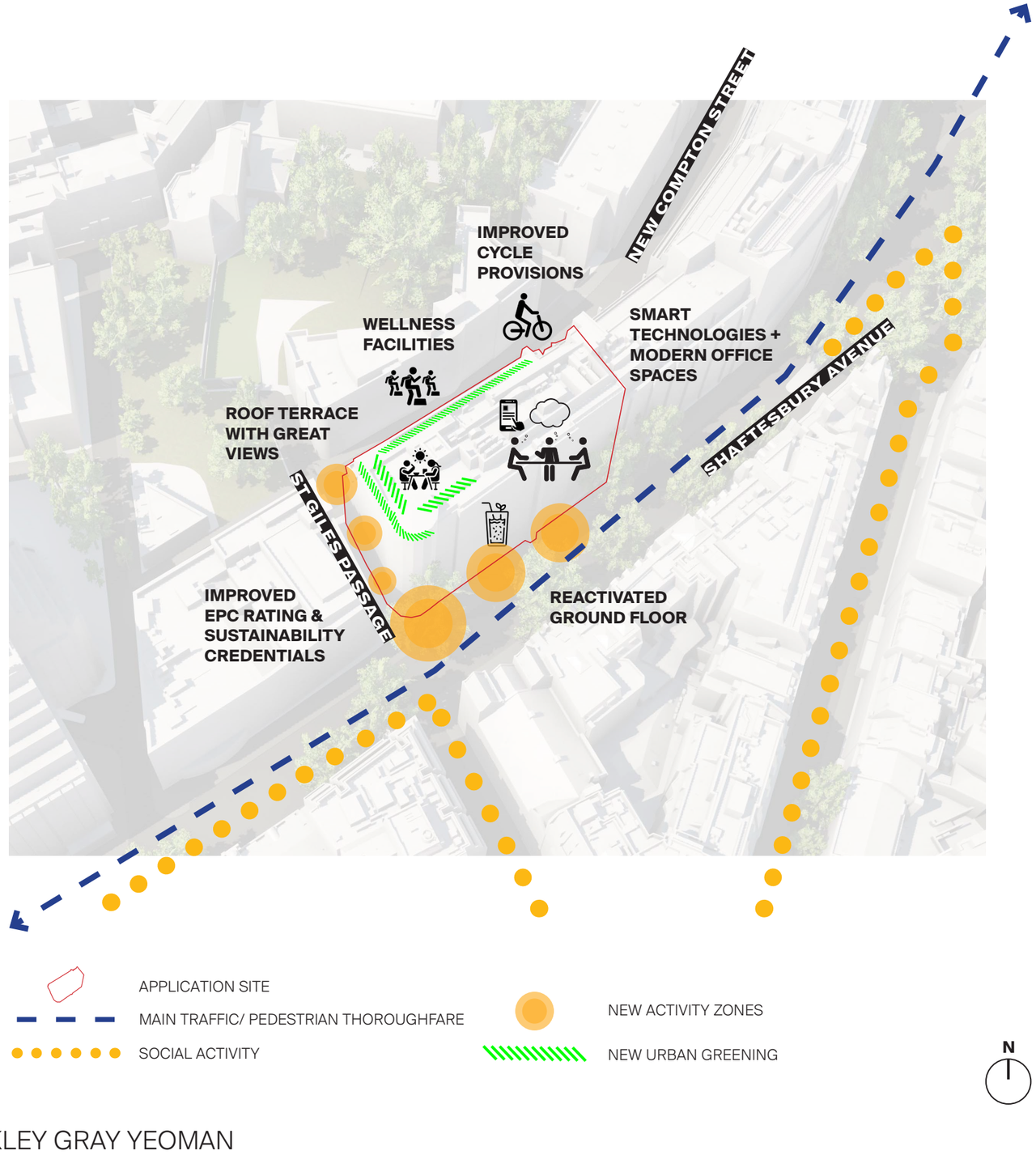
- Lack of high-quality office amenities such as; breakout spaces, end of trip facilities and terrace space.
- The ground floor area is inactive.
- The lower ground office areas have no natural light access.
- There is a large proportion of glazing on the facade, with a very high glazing to solid ratio. This is in stark contrast to the context of neighbouring buildings. It also does not meet the thermal requirements of comfort required internally.
- The building currently has an EPC rating of E.
- The roof terrace is awkward to access with no green spaces and is therefore underutilised.
- There is very limited provision for cycle storage due to existing car lift and parking spaces.



## 4.01 Why Refurbish and Extend?

There is a great opportunity to;

- Improve the energy performance and reduce operational carbon of the building.
- Retain and refurbish the vast majority of existing structure, reducing the extent of demolition. This generates a much lower carbon footprint than building new. Extending the building provides the opportunity to optimise office floor space, which in turn will allow the applicant to upgrade and meet the scheme's ambition for providing excellent sustainability credentials.
- Deliver high quality Grade-A workspace, providing modern flexible and adaptable offices that promote wellbeing and support active travel.
- Increase the external communal and roof-garden 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.
- Adopt up-to-date fire engineering principles in design and construction for the new scheme.
- Refit with highly water efficient features to reduce water use per person.



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# Design Development

5.00

BUCKLEY GRAY YEOMAN