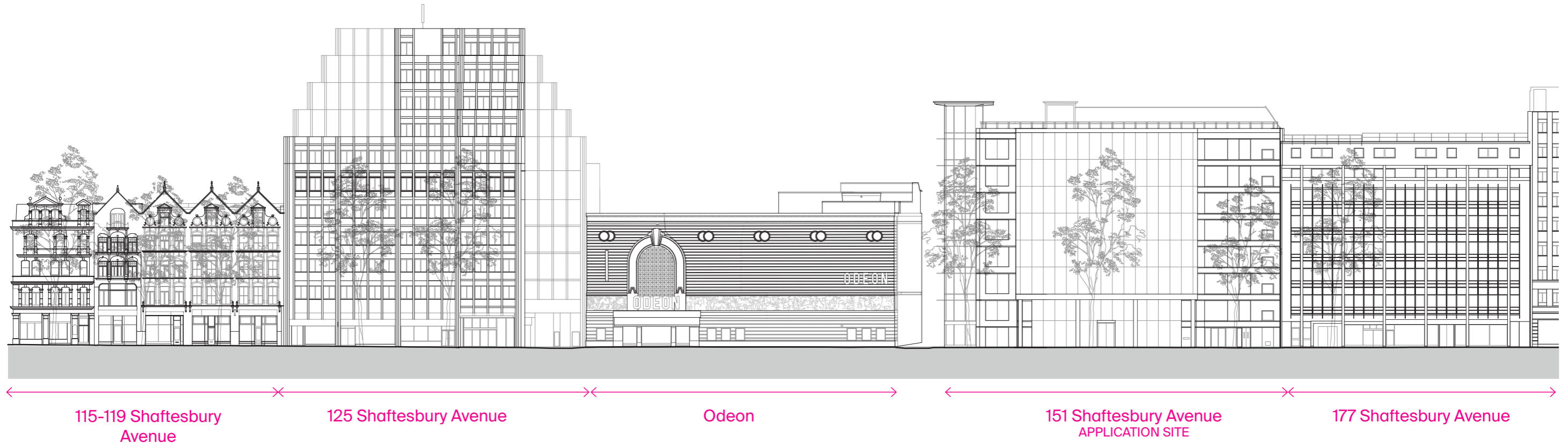
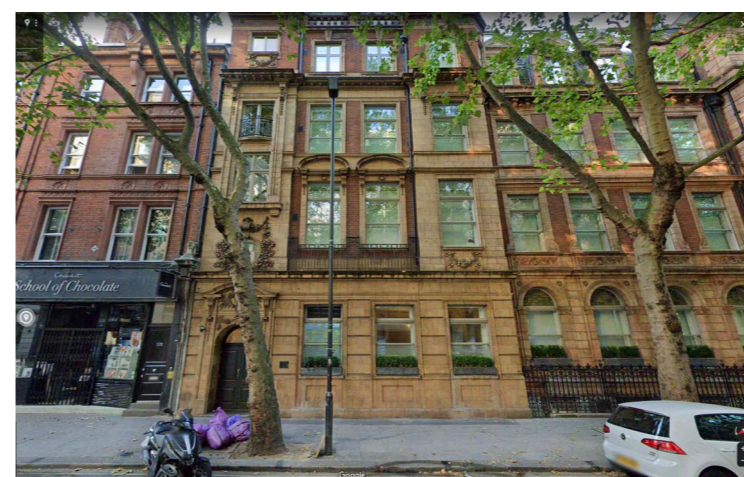
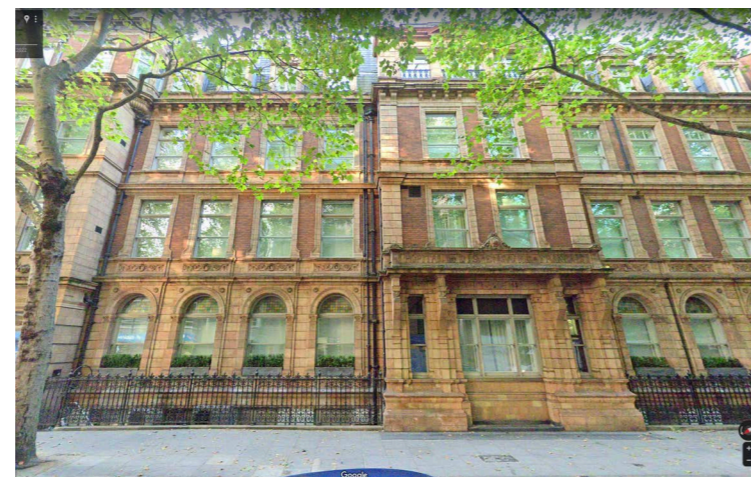
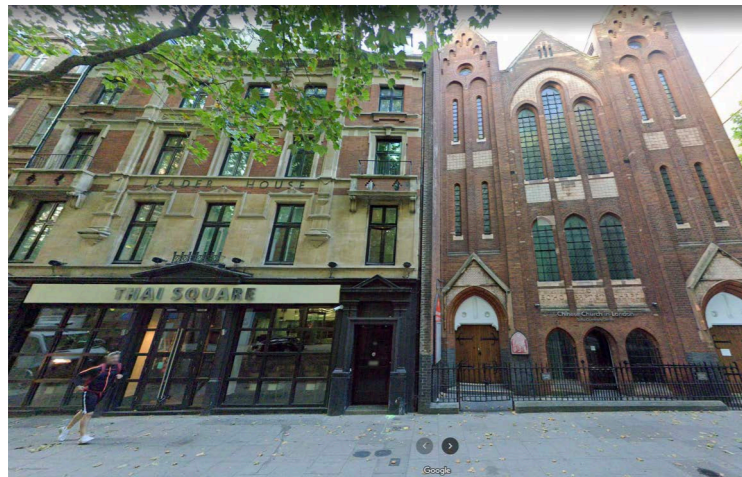


5.01 Street Context - Design Influences

Shaftesbury Avenue Context



- Shaftesbury Avenue is a wide tree-lined traffic artery separating St Giles from Seven Dials.
- The grade II listed Odeon Theatre has a stocky massing of 6 storeys with a unique facade and decorative frieze in stone.
- No. 125 Shaftesbury Avenue is an eleven storey 1980s office building which was granted planning permission in 2017 for extensive refurbishment and extension.
- The other side of the Avenue is characterised by late Victorian buildings.
- The street presents traditional facade proportions, with inset windows and depth of reveals.

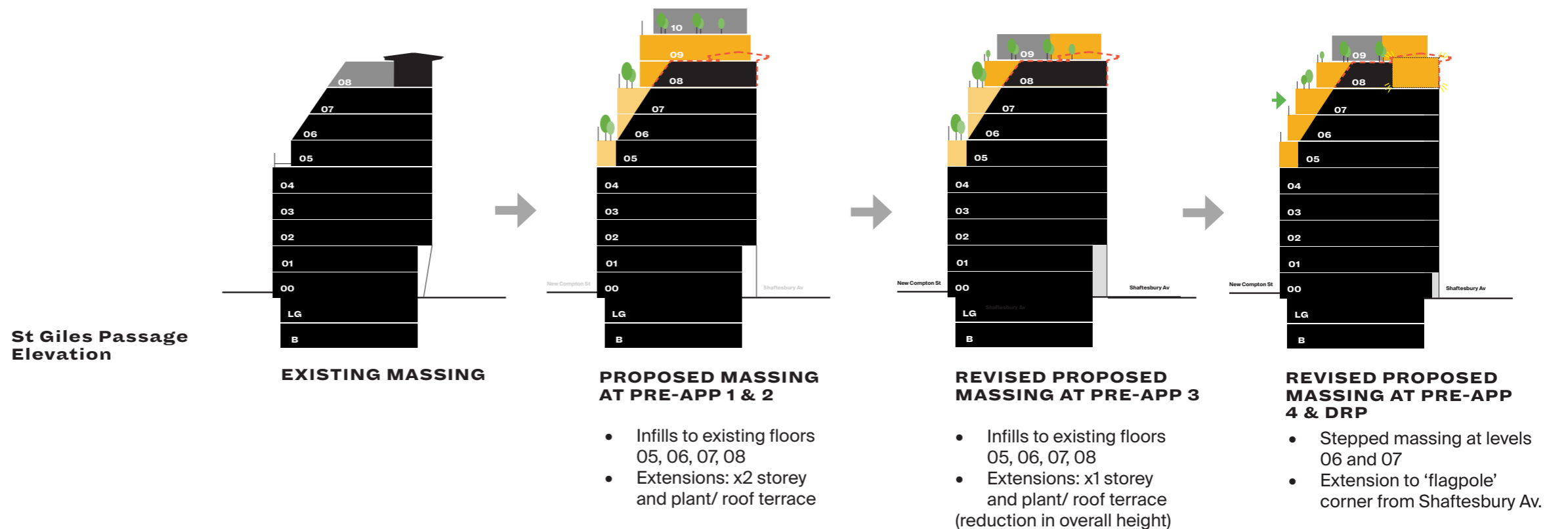
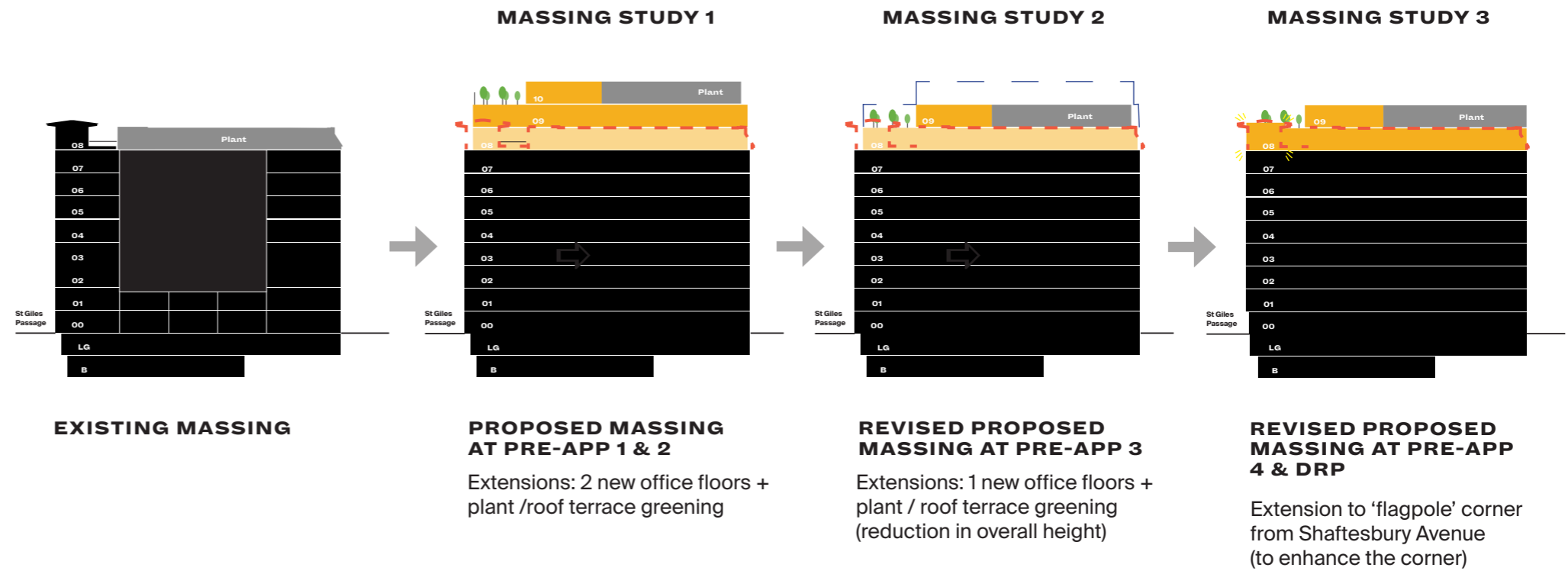


SHAFTESBURY AVENUE EXISTING CONTEXT

5.02 Scale & Massing Evolution

The proposed massing of the building has evolved following detailed review with Camden Council during the pre-app process. The key enhancements to the existing massing includes:

- Infills to existing raked facade floors 05, 06, 07 and 08 allow for a better utilisation of space for tenants.
- Adding useable floors 08 & 09 providing the opportunity to optimise office and amenity floor space.
- The additional floors help to re-balance the solid to glazing ratios and improve the building’s appearance against the context of the street elevation.
- High quality building amenity spaces would be created for tenants, taking into account great views over the Conservation areas.



5.03 Massing & Facade Design Development - Pre-App 1

Pre-App 1

- The initial design sought to include an additional 2 storeys on the top of the building that comprised of office space, a rooftop pavilion and plant. Terraces were also to be included on floors 6, 8 and 10.
- This design proposed a new hierarchy, defining a base, middle and top which is more reflective of the surrounding area.
- There was an emphasis to the corner element of the building by creating double height bays to differentiate it from the rest of the building. A separate entrance was to be included on the corner at ground level.
- Two options were presented at Pre-App 1; Option 1 which looked to reuse and refurbish the existing panels and Option 2 as a full re clad of the building. Both options were considered for both sustainability and aesthetics.
- The project team explored the feasibility of reusing the existing concrete panels on the facade. For reasons of fire and thermal performance, warranties could not be obtained for this building element and has been discounted.

Camden Council Responses

- At pre-app 1 the council was concerned that the building is too tall in relation to neighboring buildings
- Camden asked to include flexible workspace on the ground floor to add social value.
- Camden queried the amount of glazing, which was a concern for daylight/ sunlight analysis.
- Determined to keep as much of the building as possible but understood that the existing facade is not in keeping with the surrounding area and is not very energy efficient. The recladding option was asked to be explored.

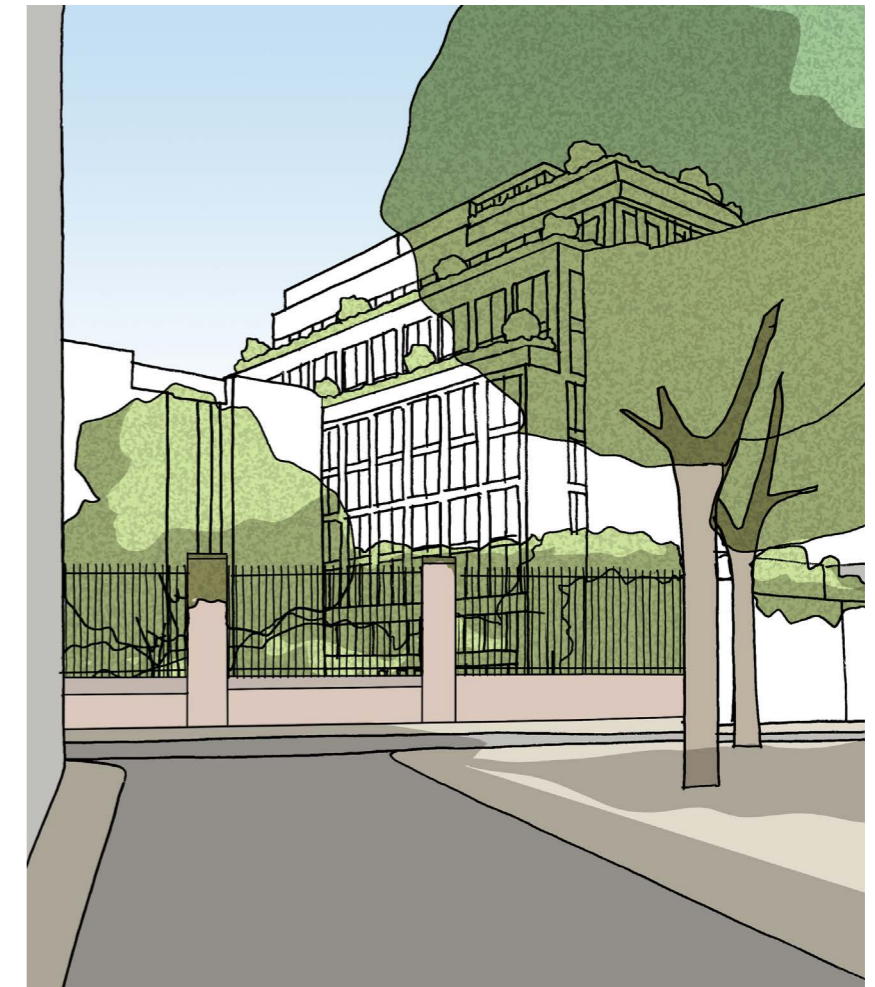


**OPTION 1
REUSING AND REFURBISHING THE EXISTING
CONCRETE PANELS**

**OPTION 2
RECLADDING THE BUILDING**



SKETCH VISUAL FROM SHAFTESBURY AVENUE



SKETCH VISUAL FROM THE PHEONIX GARDEN