

5.03 **Massing & Facade Design Development - Pre-App 2**

Pre-App 2 - Design Changes Following Pre-App 1

- At pre-app 2 the revised facade treatment sought to draw greater cues from the context, in particular the late Victorian buildings on Shaftesbury Avenue opposite the building and the grade II listed Odeon.
- The richness of materiality and detailing was evoked in the design of the revised facade treatment by incorporating hierarchy in the windows, depth of reveals and mix of materiality.
- The contextual datums from the Odeon helped to define a hierarchy to the building by demonstrating a Base, Middle and Top.
- The stone band defines the top of 'the eyebrow', with a setback treatment at levels 8 & 9.



NEW COMPTON STREET

ST GILES PASSAGE

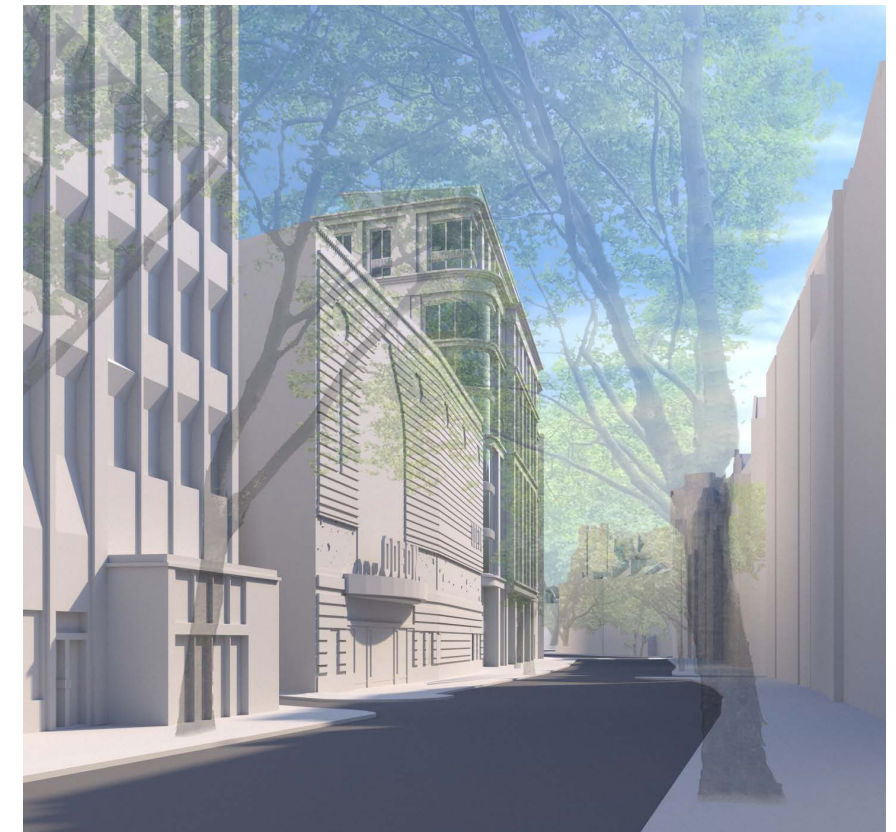
SHAFTESBURY AVENUE

Camden Council Response

- Camden wanted to see a more stepped approach to the infilling of the rear upper floors, so that it is in line with neighbouring buildings. Dropping the building down by one floor would also align the building more with its surrounding context.
- Camden suggested that a more modest approach is explored as the building currently looks very grand in its context.
- The relationship to the Odeon needs to be more apparent in the architectural features.
- Expressing the top section of the building in stone can make the building feel top heavy, Camden suggested a lighter material is used.



PRE-APP 2 3D MODEL FROM THE PHEONIX GARDEN



PRE-APP 2 3D MODEL FROM SHAFTESBURY AVENUE

5.03 Massing & Facade Design Development - Pre-App 3

Pre-App 3 - Design Changes Following Pre-App 2

- At pre-app 3 the proposal was reduced in height to one additional storey following removal of the existing meeting room and plant level.
- The facade and Ground Floor proportions were revised to better reference the adjacent Odeon cinema, and the character of buildings on the street.
- Deeper setbacks and stepped approach to infilling the rear were considered.
- Lightweight materials were considered for the top floors to make the building appear less top heavy. More brickwork was used throughout in response to context and to rebalance the solid to void ratio.
- A green wall on St Giles Passage was explored to add interest and raise urban greening to the flank elevation.



NEW COMPTON STREET

ST GILES PASSAGE

SHAFTESBURY AVENUE

Camden Council Response

- Could the rear elevation step back more? The New Compton Street elevation can look too vertical and top heavy.
- The existing tower element on the Shaftesbury Avenue/ St Giles Passage corner is a unique element and highly visible. Could more be done to the proposed corner to emphasise this unique effect?
- It still feels there is too much glazing across the entire facade. Review if this can be reduced for contextual and sustainable reasons.
- The entrance with the double height across three bays is rather grand and overpowers the human scale. Reconsider single height glazing across the ground floor with a focus point of double height around the entrance only.
- It was agreed that a green wall was not feasible in this case due to technicalities associated with fire regulations.



SKETCH VISUAL FROM SHAFTESBURY AVENUE



SKETCH VISUAL FROM THE PHEONIX GARDEN