5.03 Massing & Facade Design Development - Pre-App 4

Pre-App 4 - Design Changes Following Pre-App 3

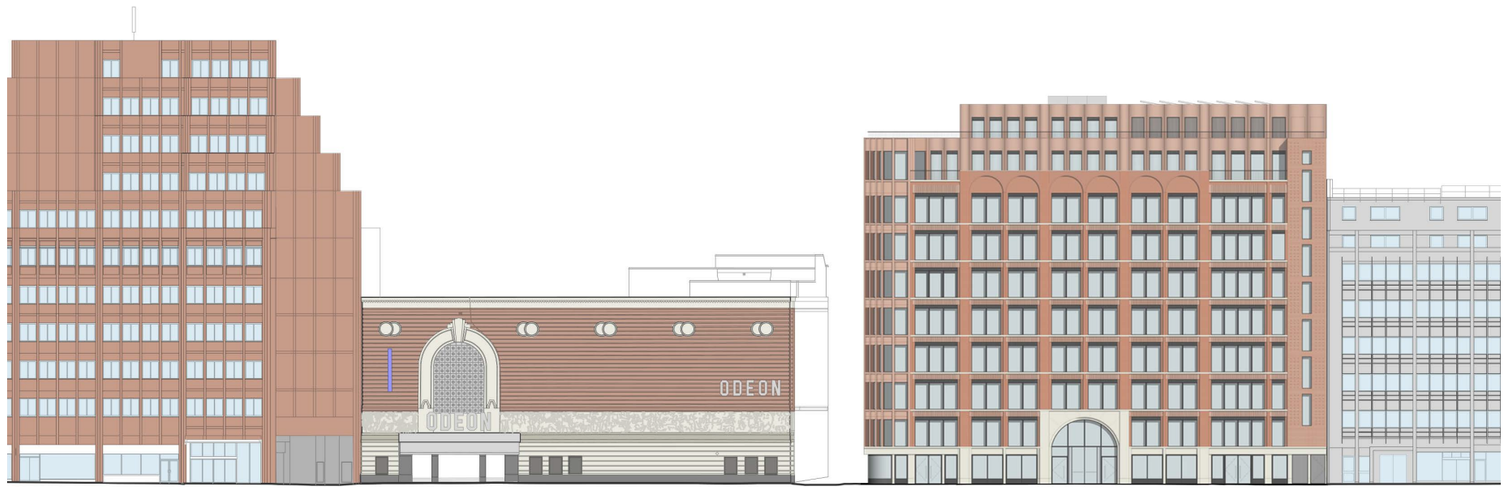
- A corner turret was introduced to announce the corner. This was made more interesting by introducing different materials and treatment to this part of the building.
- Greater setbacks on New Compton Street. Setbacks now included on every floor from floor 6 upwards.
- Removal of double height entrance across three bays with a single double height middle archway to announce the principal entrance. Reduced single height base to create a less intimidating entrance and reproportion to the human scale.
- Reduction of glazing area following further energy modelling.

Camden Council Response

- Although the idea of the corner tower feature is going in the right direction, further consideration is needed to make the whole building more coherent and 'playful' in its context.
- The Council thinks that all the building's elevations would benefit from a calmer design approach that preferences simplicity of design.
- Further review on the office spaces to ensure that it is comfortable, light and appealing by exploring factors such as window design, ventilation systems and materiality.
- Express the upper terraces more clearly so that they can be more visible from the street and contribute to the overall character of the building.

VISUAL FROM SHAFTESBURY AVENUE

ST GILES STREET ELEVATION



CONTEXTUAL ELEVATION FROM SHAFTESBURY AVENUE

5.03 Massing & Facade Design Development - DRP

DRP - Design Changes Following Pre-App 4

The Proposed Development has been developed through a process of detailed pre-application discussions with planning officers and other stakeholders, including consideration by an independent Design Review Panel.

Following pre-app 4 the following changes were made for the DRP:

- Simplification of the corner tower element to reduce structural elements.
- The main entrance and the facade at ground level has been pushed back to be more in line with the existing position. This maximises the pavement width on Shaftesbury Avenue ensuring access is not hindered.
- Glazing proportions further assessed to optimise solid to void ratio and thermal performance.
- Introduce fluted panels used for spandrels and level 8 & 9 external walls to add more texture to the facade in a calmer and more subtle way and as a nod to the Odeon's rusticated walls.

VISUAL FROM SHAFTESBURY AVENUE

VISUAL FROM THE PHEONIX GARDEN

5.03 Massing & Facade Design Development - DRP

DRP Camden Council Response

Camden's Design Review Panel made the following recommendations following the review:

- The corner element design should incorporate more local design influences and look less corporate.
- Maintain the corner details on the ground level and reduce upper-level glazing to reduce potential for overheating.
- Stone at ground floor may not look as impressive in real life. Consider switching to brickwork instead. The building looks like it is hovering currently so by allowing the same expression used for the upper floor facade to come down to the ground level this could make a more cohesive and grounded design.
- Ensure that the projecting columns and deeper setbacks in the facade at ground level does not contribute to anti-social behavior.
- Maintain a good pavement width between the building line and the road to ensure that the public realm is not constrained at ground level.

Following the response from Camden Design Review Panel, the design team has developed the proposed design further to reflect the significant majority of the recommendations. These alterations were shared with planning officers who confirmed they were happy with the changes being proposed

CONTEXTUAL ELEVATION FROM SHAFTESBURY AVENUE

CORNER TREATMENT AT GROUND FLOOR PRESENTED AT DRP

OFFICE ENTRANCE TO SHAFTESBURY AVENUE PRESENTED AT DRP

5.04 Public Consultation

Public consultation specialists Kanda were appointed to carry out a consultation with the local community on the proposals prior to a planning application being submitted.

The consultation comprised the following activities:

- Flyers sent to key local residents and businesses near the site.
- A pop-up session with exhibition boards and CGI drawings.
- The launch of a project consultation website which introduced the proposals and gave information on who to contact to give feedback or comments.

Overall, the feedback received throughout these activities has been in support of the proposals for the site, more specifically for the plans to limit demolition, to activate the ground floor and to improve the sustainability and performance of the office spaces.

Please refer to the Statement of Community Involvement prepared by Kanda for more information on the public consultation process and outcomes.

EXTRACT OF KANDA SCI REPORT

BGY

Design Proposal

6.00

BUCKLEY GRAY YEOMAN

6.01 Overview

The final design proposal incorporates the following design considerations that have been taken from the Pre-App process:

Retention of Existing Structure
- The proposals retain as much of the existing structure as possible, minimising carbon and taking a circular economy approach.

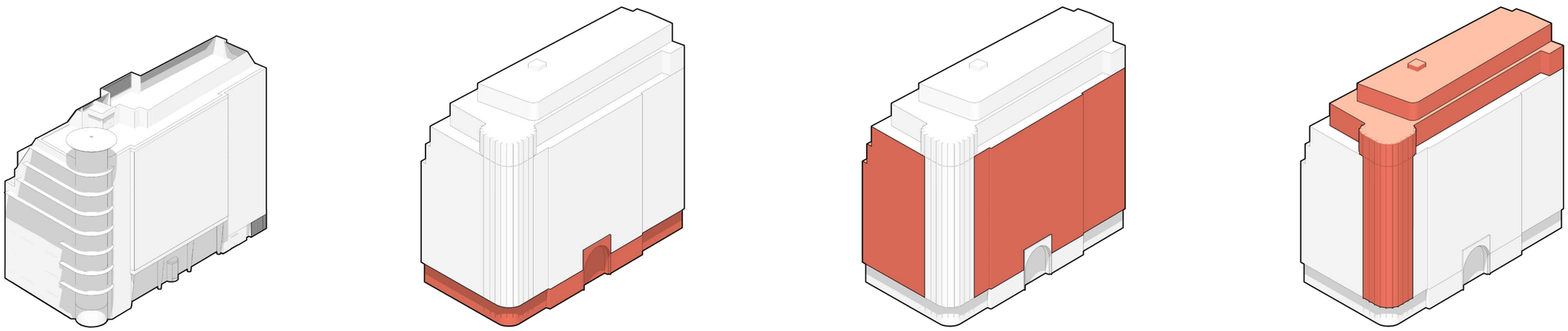
Ground Floor Level:
- The inclusion of active uses at ground floor on Shaftesbury Avenue, St Giles Passage and New Compton Street to enliven the ground floor and activate the base.
- The ground floor will include single height stepped brick corbelling across the building with double height archway over the main entrance to create a distinctive reception space.

Facade
- New brickwork facade will replace the existing concrete panelled facade. This will reduce operational carbon emissions by improving facade performance and create a building which has a better relationship with its surrounding context.
- Stepped brick piers to add depth to the facade and fluted GRC panels adds to the character of the scheme.
- The facade is setback on floors 6, 7, 8 and 9 and include terraces to the building. Floors 8 and 9 will include deeper setbacks to allow for amenity terraces to be enjoyed by office tenants.
- The corner tower element will include double height stepped corbelling bays to make element unique from the rest of the facade.

Corner and Top Pavilion
- On the 9th floor, a new pavilion space is provided as a flexible amenity space for the users of the building. A large terrace with planting and seating spaces is also provided on this level.

PROPOSED SHAFTESBURY AVENUE VIEW

6.02 Summary of Key Design Moves



Existing

Entrance / Street

The scale of the ground floor is adjusted to respond to the scale of street. We have revisited the land use and relationship to the street at ground level to allow more permeability and activate the base on all elevations.

Facade

The architectural envelope is contextual to surrounding conservation areas with choice of materials, glazing proportions and facade detailing sympathetic to place.

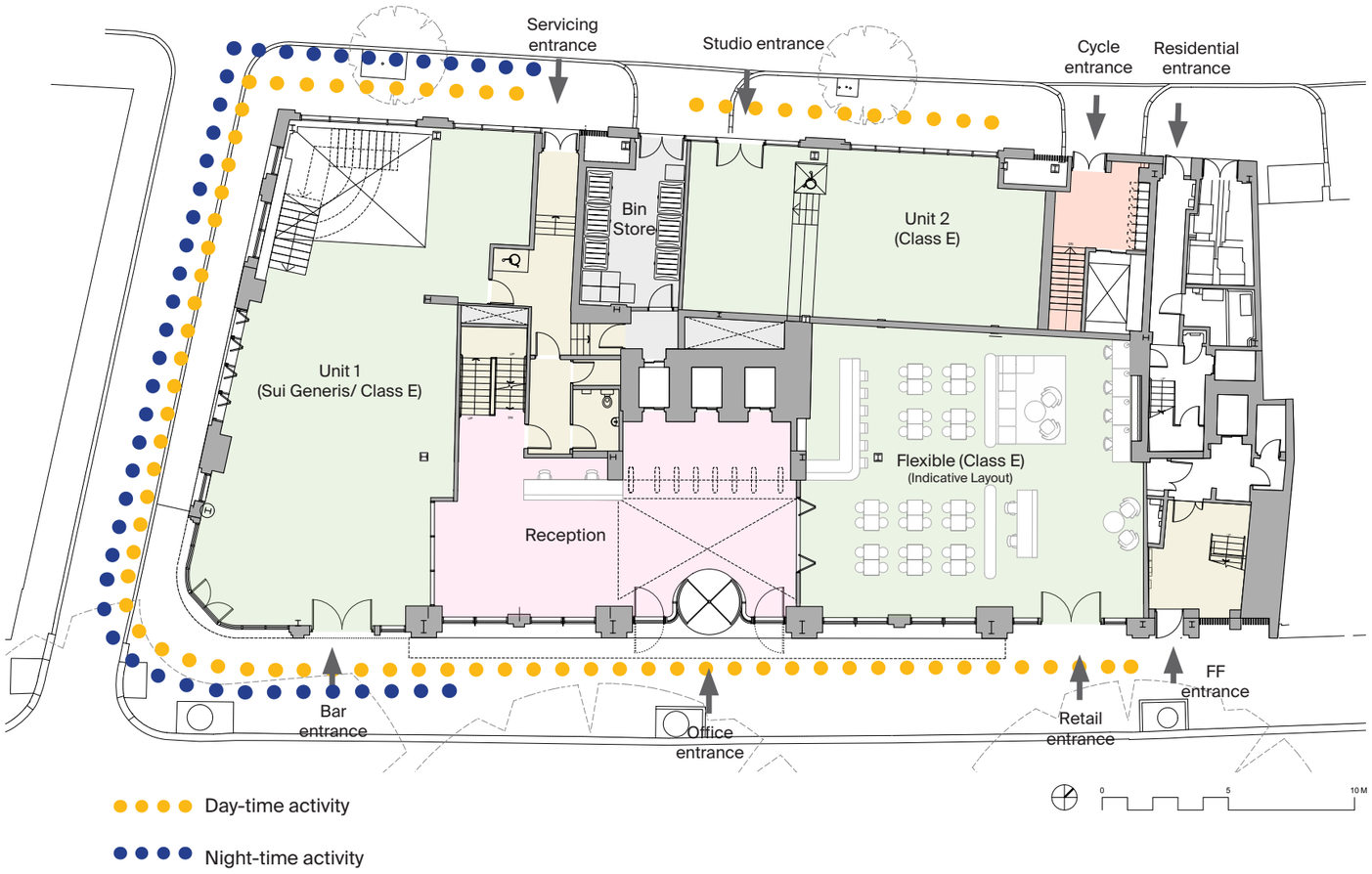
Corner + Top Extension

Expression of the corner to re-energise this as a focal point. This helps the building turn the corner between principle and side elevation. Treatment of the corner is continued to the top two set back floors to marry the facade articulation and signify new interventions.

6.03 Proposed Layouts - Ground Floor

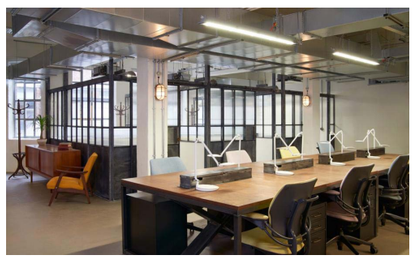
The proposals for the ground floor will provide increased active frontages to Shaftesbury Avenue, with the ground floor retaining flexibility for a range of uses to come forward under the Class E use class, alongside flexibility in part of the building for a new bar/drinking establishment to be provided.

The layouts shown opposite are illustrative of a potential layout at ground floor level. The final internal layouts will be subject to the mixture of uses and occupiers that will come forward at the point of occupation.



social / bar

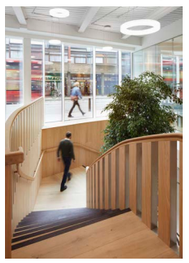
flex-working



wellness

food & drink

connectivity



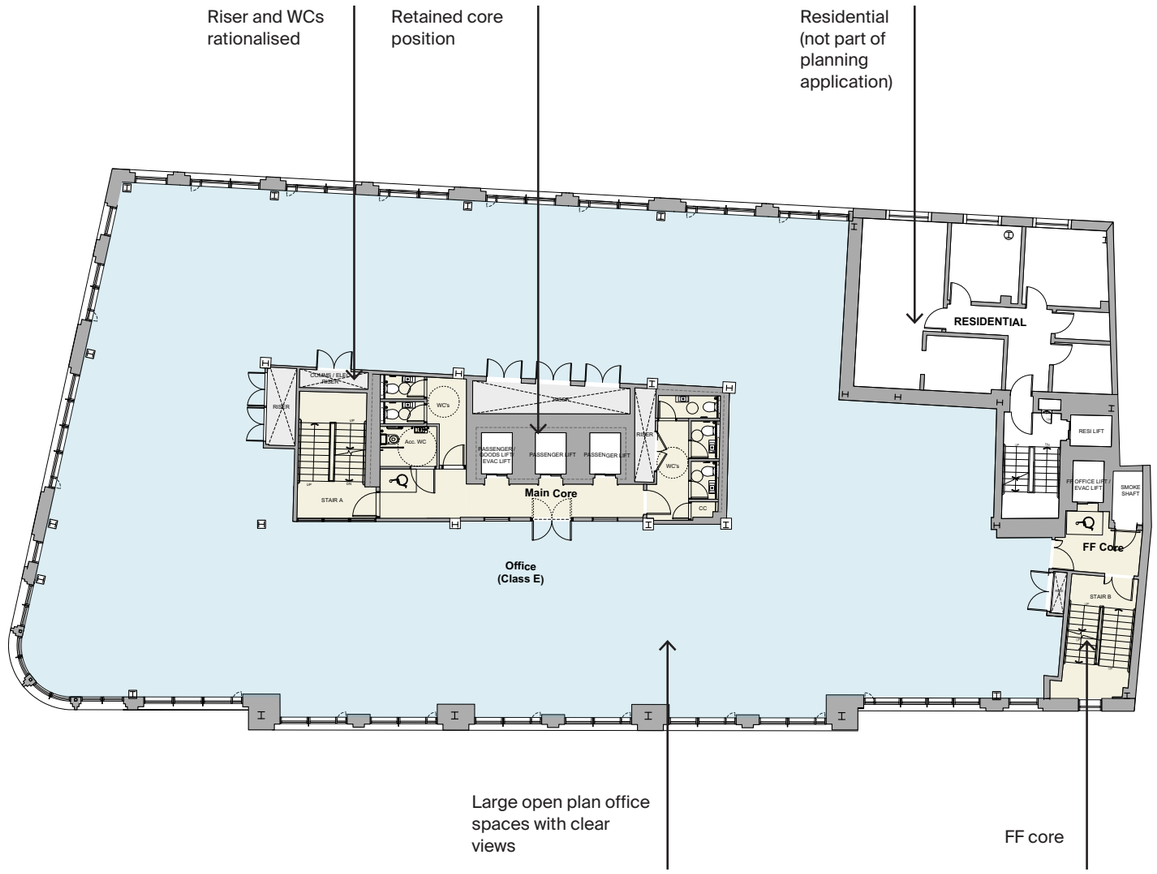
6.03 Proposed Layouts - Typical Office Floor

It is proposed to retain the general floorplate arrangement with cores and risers intact.

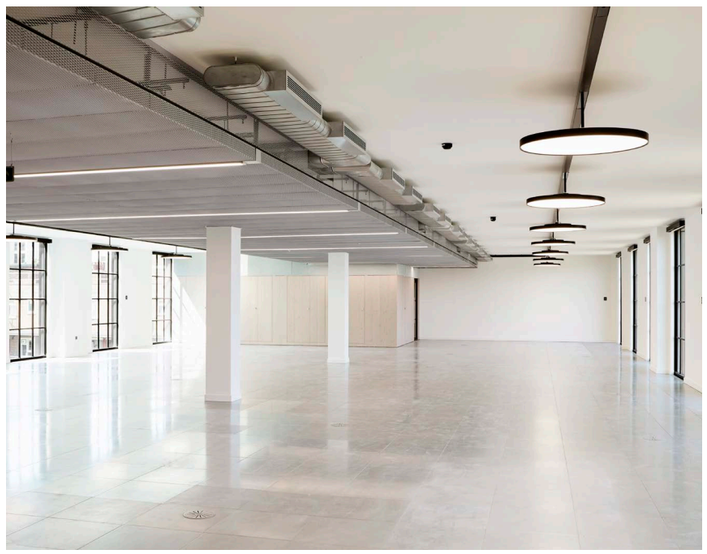
The existing mechanical services will be replaced with new all electric systems and a mixed mode ventilation strategy will be incorporated.

The WC provision has been rationalised to offer 1:10 occupancy.

No works which need planning permission are required to the internal layout of the residential units as part of the proposed development.



Proposed Second Floor Plan



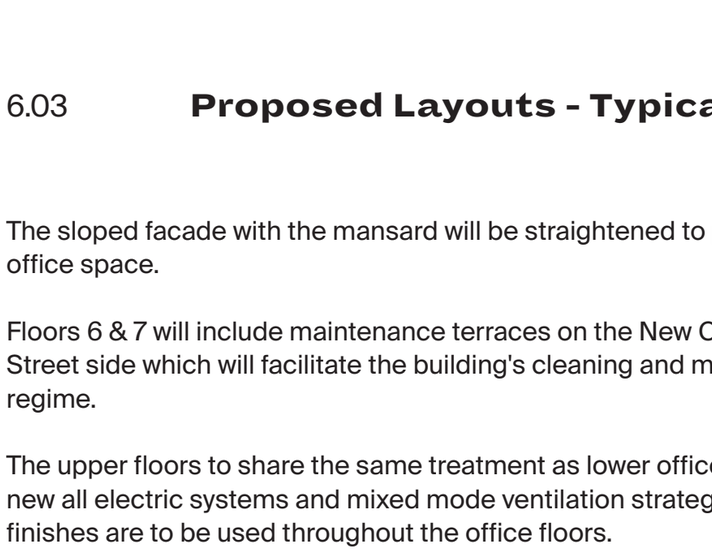
EXAMPLE OF TYPICAL OPEN PLAN OFFICE, WENLOCK WORKS, BGY

6.03 Proposed Layouts - Typical Office Upper Levels

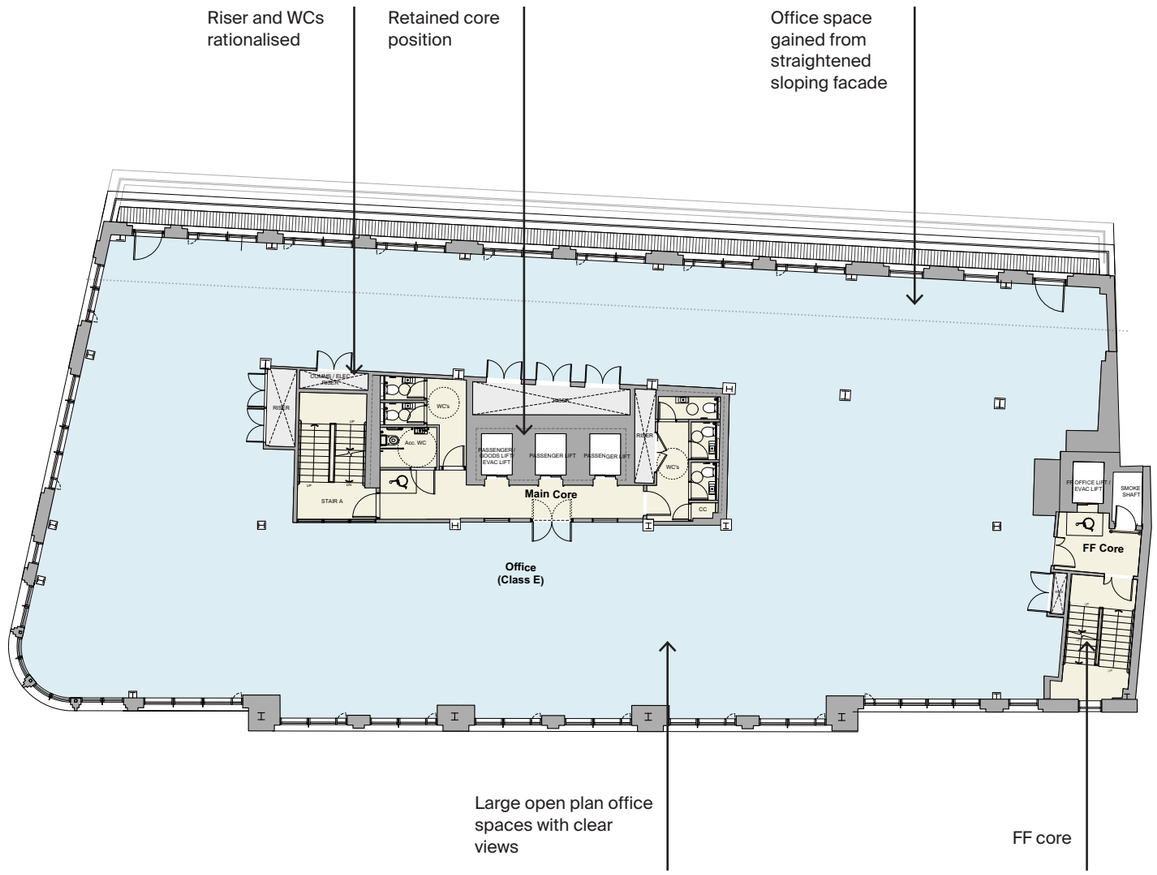
The sloped facade with the mansard will be straightened to provide useful office space.

Floors 6 & 7 will include maintenance terraces on the New Compton Street side which will facilitate the building's cleaning and maintenance regime.

The upper floors to share the same treatment as lower office floors with new all electric systems and mixed mode ventilation strategy. High quality finishes are to be used throughout the office floors.



EXAMPLE OF TYPICAL OPEN PLAN OFFICE, WENLOCK WORKS, BGY



Proposed Seventh Floor Plan

6.03 Proposed Layouts - Terraces

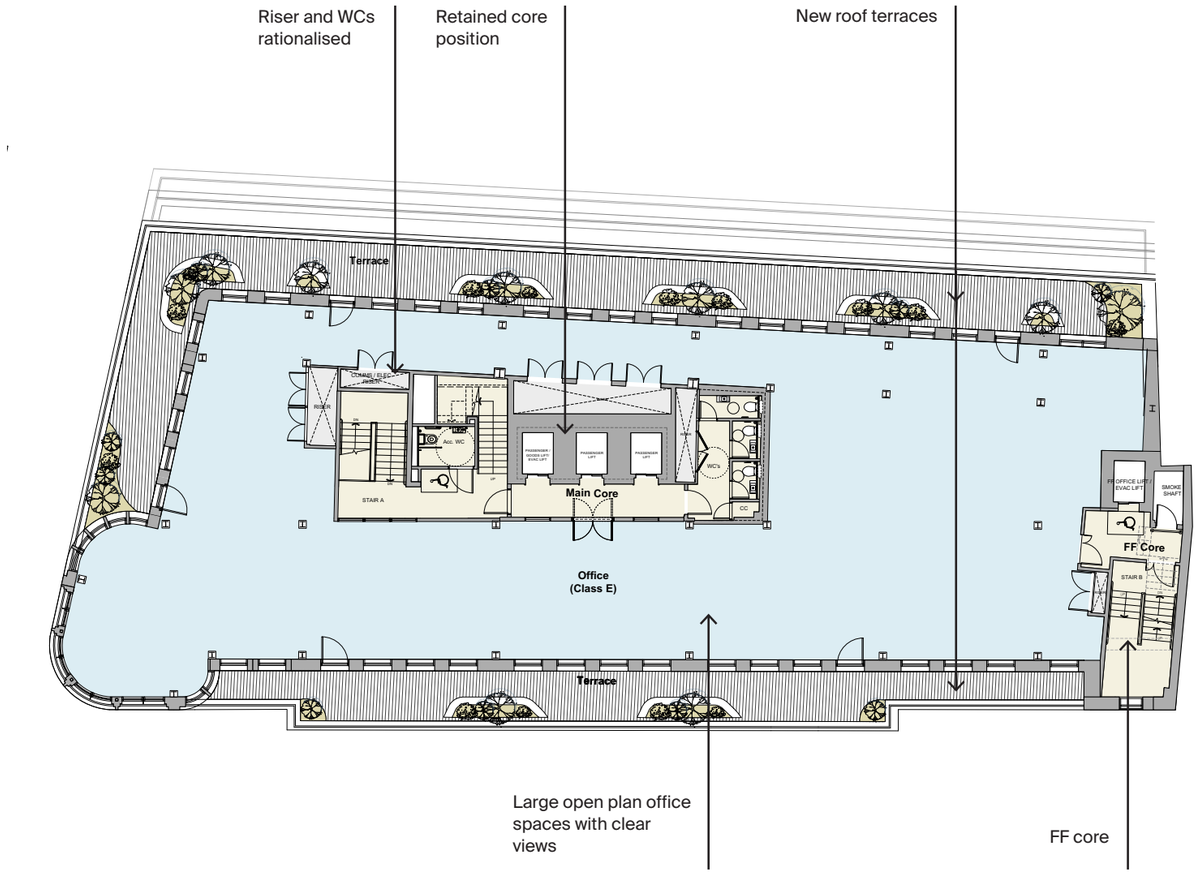
The proposal will include 307sqm of usable terrace space.

The terraces at levels 8 & 9 will have a mixture of hard areas and raised planting zones.

The planting palette for the scheme will be considered to encourage wildlife and increase the biodiversity within the area.

The terrace will include painted metal balustrades along the entirety of the outdoor terrace spaces.

EXAMPLE OF TERRACE, THE SANS, BGY



Proposed Eighth Floor Plan

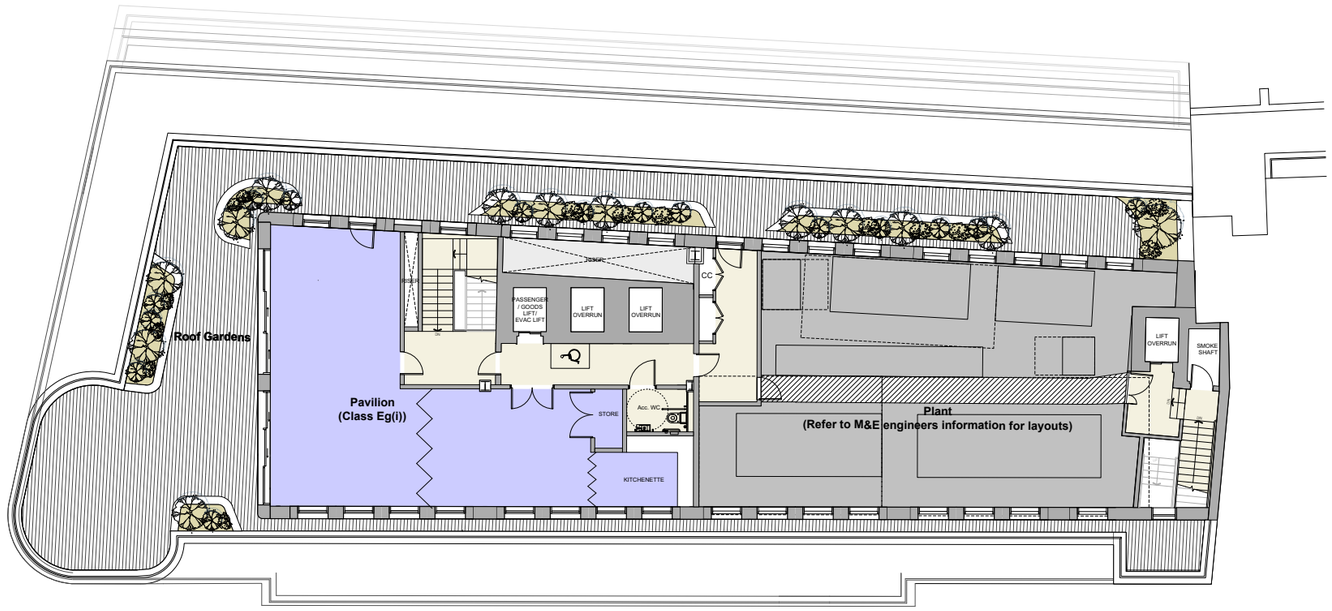
6.03 Proposed Layouts - Pavilion and Roof Plan

To improve the external amenities for office occupiers the scheme will include a rooftop pavilion with access to the large outdoor communal terrace.

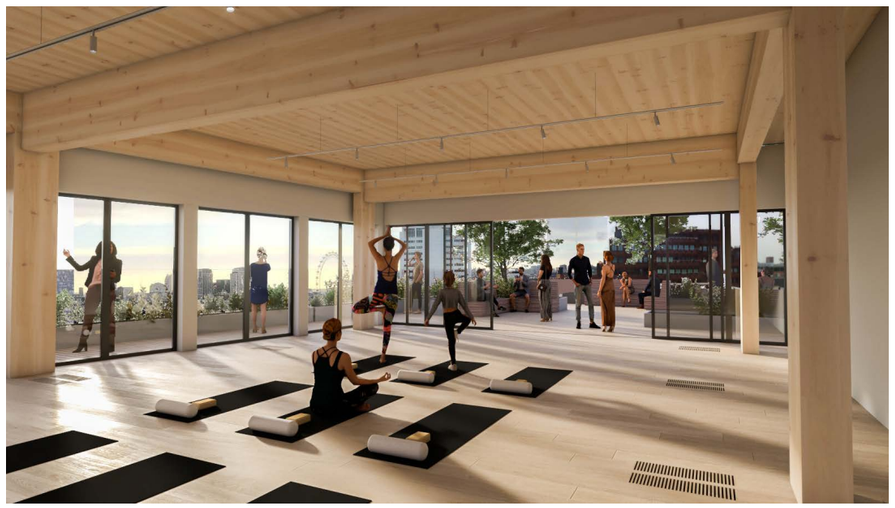
The rooftop pavilion will provide ancillary flexible space for use by the building's occupiers. It is envisaged that the space will be used for a range of activities including work events, meetings, social gatherings, fitness and other activities.

A new green roof over the pavilion and core is proposed as part of the sustainability strategy. The structure of the pavilion will include CLT floor slabs to minimise embodied carbon and provide a light, calming and natural aesthetic within the space.

A new louvered plant enclosure is proposed to vertically conceal the new roof plant. The target is to decarbonise the mechanical services, and so provide an efficient use of roof plant space. A lightweight steel frame above the plant enclosure and pavilion will support PV panels to produce on-site green energy.

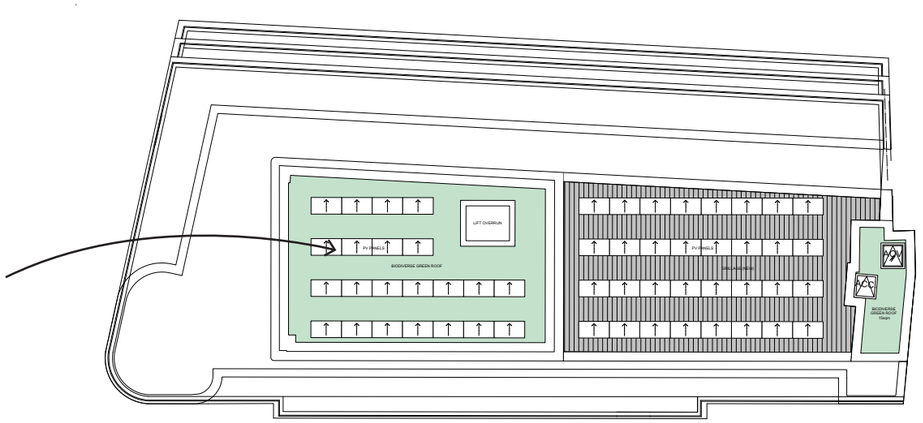


Proposed Roof Plan



ROOFTOP PAVILION FOR EVENTS - INDICATIVE VISUALISATION

PROPOSED PV PANELS FIXED TO ROOFTOP FRAME



Proposed Roof PV panels