

8.01 Sustainability Objectives of the Scheme

The vision for 151 Shaftesbury Avenue is to create a highly sustainable and environmentally conscious development that aligns with the principles of sustainable design and operation. The key objectives are to minimize the project's impact on the environment, reduce energy consumption, promote sustainable transportation options, and enhance occupant well-being.

The vision includes incorporating innovative green building technologies and strategies to optimize energy efficiency, such as utilising renewable energy sources, installing energy-efficient systems, and implementing passive design techniques. These measures aim to reduce the building's carbon footprint and contribute to the overall sustainability of the development.

Please refer to the Energy Strategy and Sustainability Assessment prepared by Max Fordham and Hilson Moran which accompany the planning application for further details.



BIODIVERSITY
PLANTING WILL BE INTEGRATED INTO THE PROPOSAL, INCREASING THE SITE'S URBAN GREENING FACTOR.



ROOF TERRACE
A ROOF TERRACE WILL PROVIDE USERS WITH A CONNECTION TO NATURE AND INCREASE GENERAL WELL-BEING.



SUSTAINABLE MATERIALS
ANY NEWLY PROPOSED MATERIALS WILL FOLLOW OUR KEY SUSTAINABILITY PRINCIPLES AND WILL CLOSE THE PERFORMANCE GAP.



TRANSPORT HUB
BY PROVIDING A FULLY EQUIPPED CYCLE STORE WE'LL BE PROMOTING MORE SUSTAINABLE MODES OF TRANSPORT AND PHYSICAL ACTIVITY.

8.02 **Sustainability Principles**

151 Shaftesbury Avenue will be repurposed by means of a complete refurbishment and extension. Extending the building provides the opportunity to optimise office floor space, which in turn enables the upgrade of the building to meet the standards of today and the future.

Consistent with Camden Council’s planning policy, sustainability has been at the forefront of the design process. The building reuses the existing structure and minimises energy and water use, providing a healthy and comfortable environment for tenants and visitors.

Social value is created through taking a considered approach into how the design can positively benefit the local community and bring value to society and the environment. This includes focus on improved health and well-being for all. Hatch has been appointed as a specialist social value consultant to identify bespoke social value interventions tailored to local needs.

Whole life carbon and circular economy

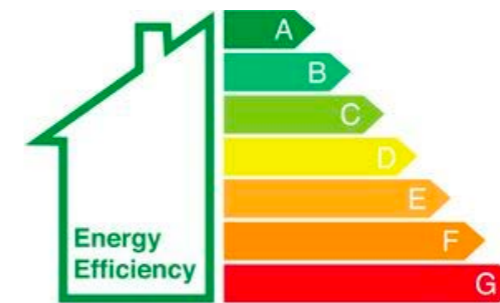
This starts by evaluating the existing building, materials and systems to maximise the potential for reuse. A pre-demolition audit has been carried out, providing information on the nature, quality and volume of existing materials to inform the strategy. Royal London Mutual Insurance Society Limited have established ambitious targets for recycled and reused construction materials and embodied carbon – these objectives will steer the design team towards lower embodied carbon solutions going into the next design stages of the development.

Creating Social Value
Healthy and liveable communities, including considerations of: health, well-being, equality, diversity and democracy.

RetroFirst
A campaign set up by the Architect’s Journal to encourage reuse and refurbishment over demolition and new build in order to lower embodied carbon emissions.

Circular Economy
Eliminate the concept of waste in construction by continually reusing and re-purposing buildings, materials & resources.

SUSTAINABILITY OBJECTIVES



8.03 Reuse of Removed Material

The project has adopted a circular economy approach to all materials that are removed from the building as far as practicable. This will include engaging with the likes of Globechain, seeking to re-use steelwork removed as part of internal building strip out works, recycling raised access floor panels and exploring glass re-use from the existing facade.

The extents of glazing and concrete cladding in the existing building have been analysed and options to recycle and re-use both materials have been explored.

Material	Item	Quantity (tonnes)	Viability of reuse on site	Viability of offsite reuse/recycling	Potential method of reuse or recycling
Concrete	Façade	162.0	May be possible	Possible	Being investigated for reuse as cladding internally or could be put into marketplace – dependent on fixings (under investigation).
Concrete	Walls (Blockwork)	217.80	Not possible	Possible	Reusable as aggregate only, not possible to crush on site due to space restrictions
Chipboard	Cabinets	4.89	Possible	Possible	Could be kept for re-use as part of development in an on-site material bank or resold
Chipboard	Cubicle walls	2.50	Possible	Possible	Could be kept for re-use in an on-site material bank or resold
Softwood	Solid doors & Frames	12.27	Possible	Possible	Could be kept for re-use in an on-site material bank or resold
Softwood	Cupboards/doors	3.25	Possible	Possible	Could be kept for re-use in an on-site material bank or resold
Glass	Glazing Panels	38.25	Not possible	Not possible	Colour and scale prevents opportunity for putting back into glass reuse marketplace. New glass should consider future reuse in design
Steel	50mm pipework	12.47	Possible	Possible	Clean and remanufacture
Steel	RAF pedestals	9.66	Not possible	Possible	Unlikely to be the right height for the new floor, often damaged during decommissioning process. Investigate if heights make them reusable
Mild Steel	RAF tile	16.50	Possible	Possible	Reuse within building
Gypsum	Plasterboard	58.11	Not possible	Possible	Look into take back schemes for recycling
Carpet	Carpet tiles	21.0	Possible	Possible	Could be kept for re-use in an on-site material bank or put back into carpet tile recycling
Ceramics	Sanitaryware	3.70	Possible	Possible	Some could be kept for re-use in an on-site material bank or resold

CIRCULAR ECONOMY - EXISTING MATERIAL REUSE

Embodied Carbon

Strategies to date

Façade and internal elements

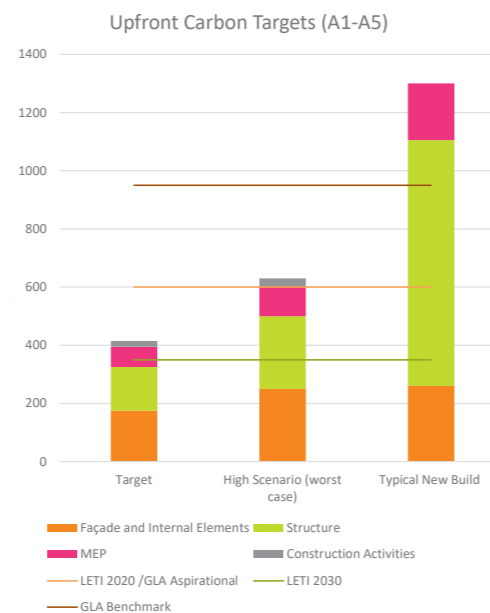
- Use of brick with high recycled content
- Change metal cladding to GRC

Structure

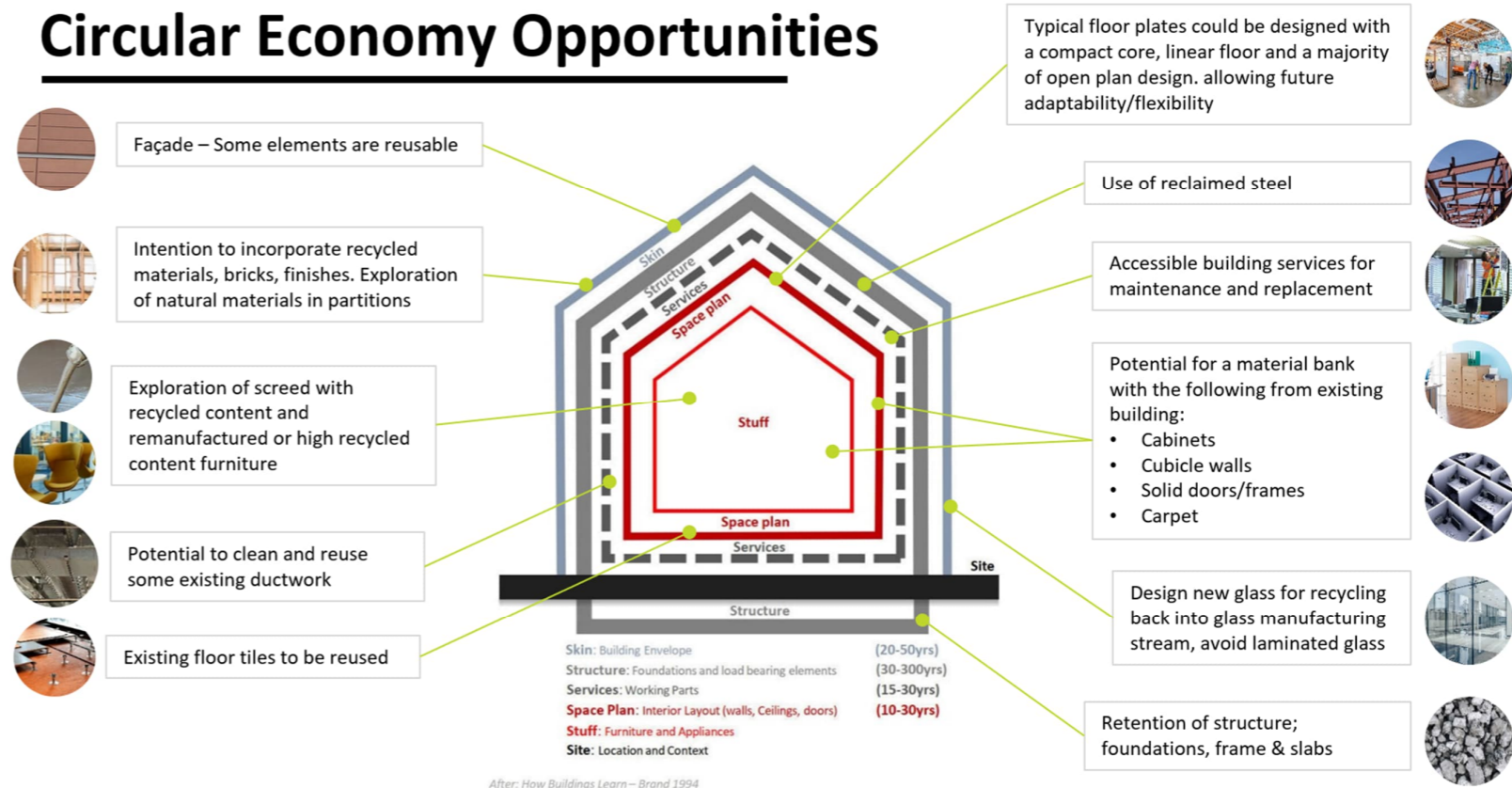
- Reuse of >90% structure,
- Optioneering studies: New floors CLT, steel structure
- Use reclaimed steel if possible

MEP

- Optioneering studies on servicing options: GWP of refrigerant reduced, duct runs reduced
- Investigate reuse of existing services onsite



Circular Economy Opportunities



CIRCULAR ECONOMY OPPORTUNITIES

8.04 Landscape & Urban Greening

As the Proposed Development does not represent a major development, the requirement to achieve a minimum 0.3 Urban Greening Factor does not apply. However, the Proposed Development has sought to maximise greening wherever possible on all accessible terraces through landscaping and outdoor planters, and on the roof with a biodiverse green roof.

The project incorporates a biodiverse green roof and large planters on the accessible terraces on levels 8 and 9. This improves the biodiversity, vegetation and landscaping in the current urban environment.

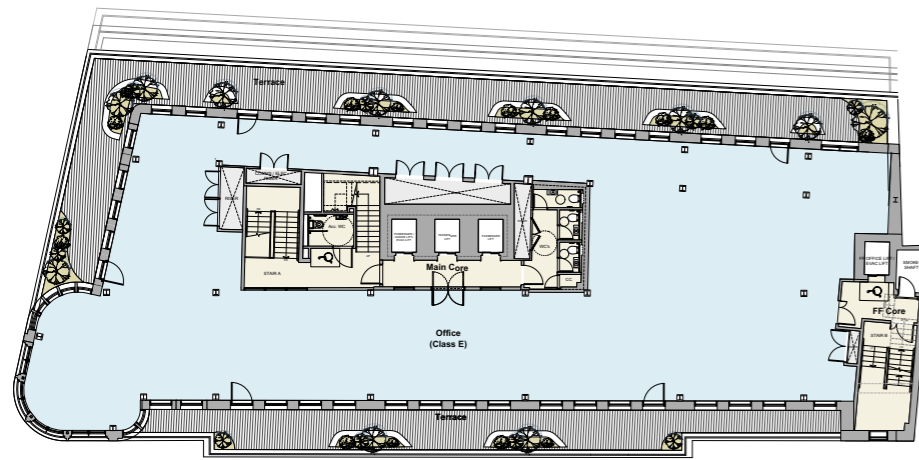
The detailed design for hard and soft landscaping works are to be secured by way of planning condition.



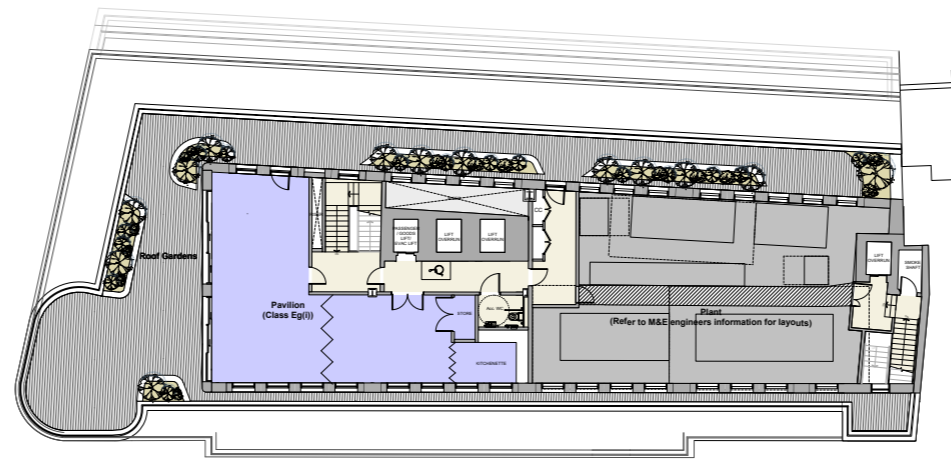
NORTHWEST ELEVATION



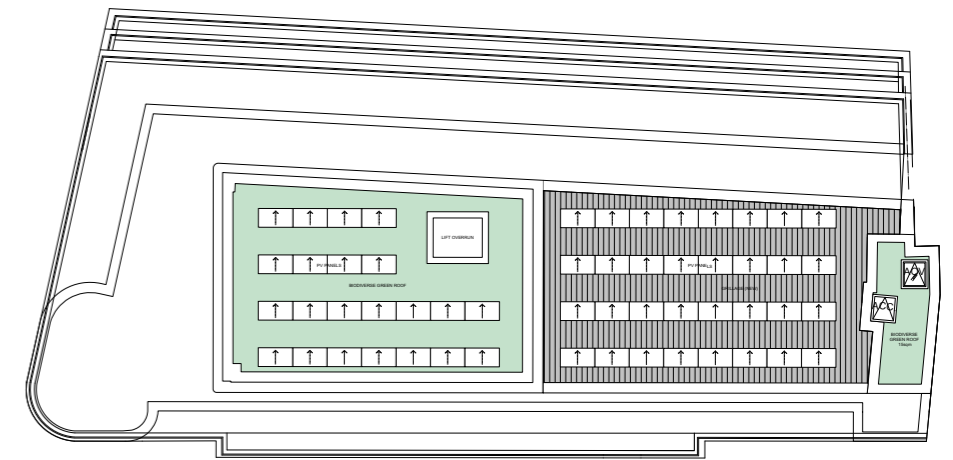
SOUTHWEST ELEVATION



LEVEL 8 PLAN



LEVEL 9 PLAN



PROPOSED BIODIVERSE GREEN ROOF

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Response to Key Planning and Design Policies

9.00

9.01 **Planning Policy Context**



The proposal seeks to improve and promote a strong and vibrant community by providing additional retail spaces on the ground floor and introducing multi-use roof terraces and pavilion. By activating the ground floor the surrounding area can see additional economic opportunities and a more vibrant environment. The improvement of the office spaces also promotes a healthy working environment for its users.



The design team has worked with local law enforcement and security consultants to ensure that the design of the building does not attract or encourage crime in the area. The proposal looks to demonstrate a safe and secure access to and from the building at all times of the day. All main points of access should have level access and facilities should have a high level of accessibility and inclusivity.



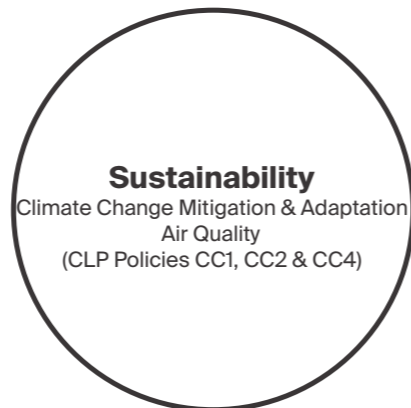
The proposal will bring more high-quality office space to the Shaftesbury Avenue area and more retail opportunities. This can help to support the local economy and increase interest in the area, supporting local businesses.



The development will consider short term and long term impacts on the surrounding area including noise, traffic and visual impacts during construction and overall aesthetics, amenities and biodiversity of the finished scheme. The development will limit negative impact during construction and improve the current look, facilities and biodiversity during its use.



The design of the development looks to retain the main structure of the building but replace the facade in order to tie the building in with the characteristics of the surrounding area. This maintains aspects of the existing building but also respects the local character and heritage.



By maintaining the existing structure the aim of the development is to limit the amount of embodied carbon during construction. The proposed facade will also be designed to incorporate high-performing and low-carbon materials and reused or recycled materials will be considered where possible. The proposal will aim to have a NABERS DFP approach and a BREEAM Excellent (minimum) rating.



The scheme will retain the existing residential flats and keep them in good condition. The proposed development will make a financial contribution towards the delivery of additional housing in the borough.



The finished scheme will look to remove all car parking spaces to make space for cycle parking. This will promote healthier commutes in to work and reduce carbon emissions. The building also has good pedestrian accessibility on two sides of the building and benefits from good public transport links.

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Summary

10.00

10.01 Summary

- A repositioned, **best in class sustainable** building that will create high-quality Grade A workspaces in line with Camden Council policies seeking to achieve **efficient and future ready buildings**.
- A **next generation retrofit building** that will attract high quality occupiers to the borough supporting **local and regional business growth** and Camden Council growth policies.
- A development that will generate significant **economic benefits** accommodating over 380 direct FTE jobs in operation, 317 direct construction jobs (over 1.5 years), c. £1.6m direct and indirect GVA p.a. in the construction phase and c. £23.5m economic output (additional GVA/annum) according to the Hatch social value report.
- A scheme that will **upgrade the external appearance** of the existing building significantly in a manner **sensitive to its wider context**, in particular the Shaftesbury Avenue and Seven Dials Conservation Area and nearby listed buildings.
- Re-activation of the building's lower floors interfacing with the public realm, **enlivening the street scene** and **making safe and attractive connections** for pedestrians to use in line with borough policy requirements.
- Providing attractive communal and private **terrace spaces** to increase **biodiversity** in the city centre, a key planning objective.
- A car-free development to **encourage active forms of travel** such as cycling and other sustainable modes.
- An innovative design that will **minimise energy use** and **optimise embodied carbon** to create a **low/zero carbon building** fully aligned with current and emerging planning policy requirements.



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Appendices

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Existing & Proposed Areas

Existing & Proposed Areas**Existing**

Uses (GIA)	Class E (Office) - 6,563sqm Class E(b) (Retail) - 197sqm Class C3 (Residential) - 531sqm
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Proposed

Uses (GIA)	Class E - 7,214sqm Class E / Sui Generis - 309sqm Class C3 - 531sqm (as existing figures)
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