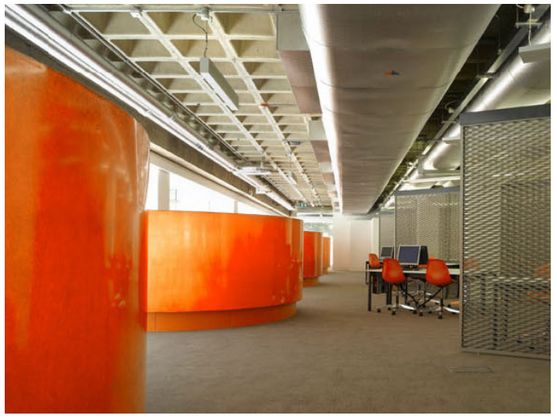
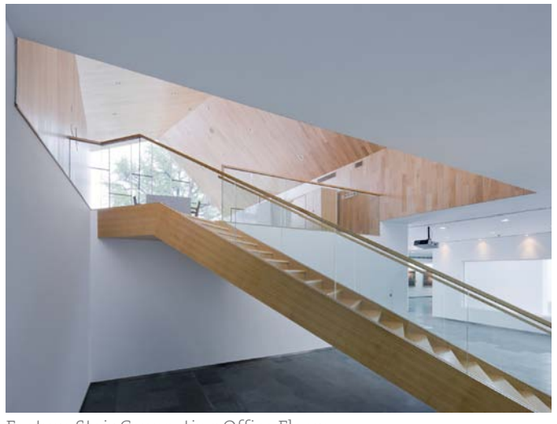
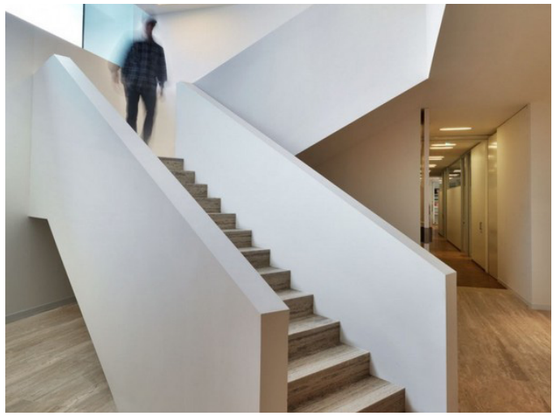
4.0 CONCEPT AND DESIGN APPROACH


Flexible Open Plan Office Space





Feature Stair Connecting Office Floors


Dynamic Passenger Lifts

4.2 Design Approach

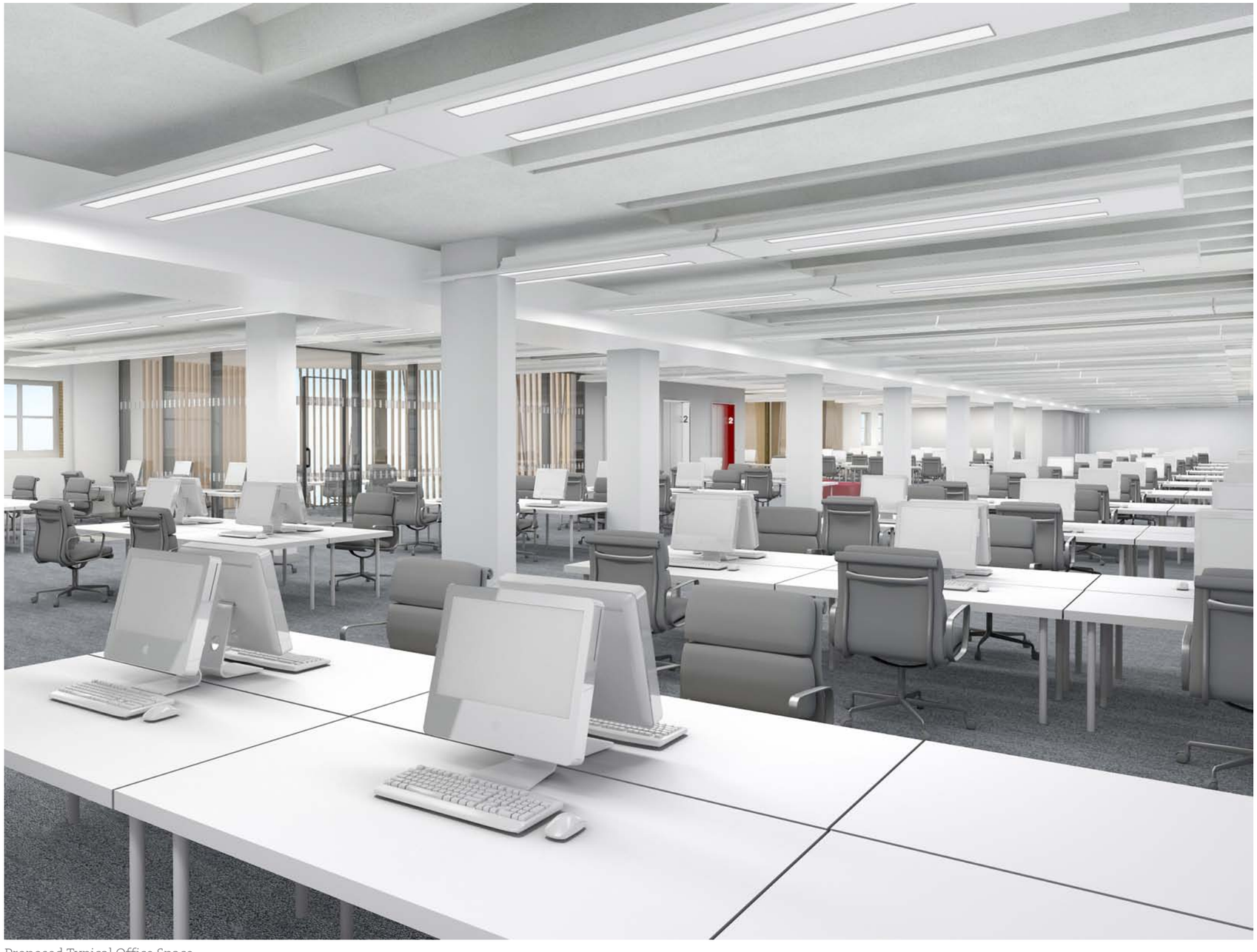
4.2.2 1980s Built Extension Interior

Open Plan Office Space
The removal of the central lift core and washrooms will open the typical office floor. The re-finishing of the interior along with the removal of the dropped ceiling and installation of the chilled beams will provide a dynamic and creative work environment.

Feature Stair
A feature stair will be constructed in the southwest zone of the 1980s building providing a primary access route from the existing level 3 office space to the new level 4 conference facility. The design of the stair is informed by the language of the roof geometry and its orientation and openness encourages users to use to the top floor space.

Passenger Lifts
The new passenger lift core, adjacent to Peto Place, will be a bespoke design based off a standard scenic lift design. The ground floor will be transparent glazing and the fourth floor will be translucent glazing with a okalux infill. A green wall runs the length of the lift external wall at levels 1, 2 and 3.

4.0 CONCEPT AND DESIGN APPROACH



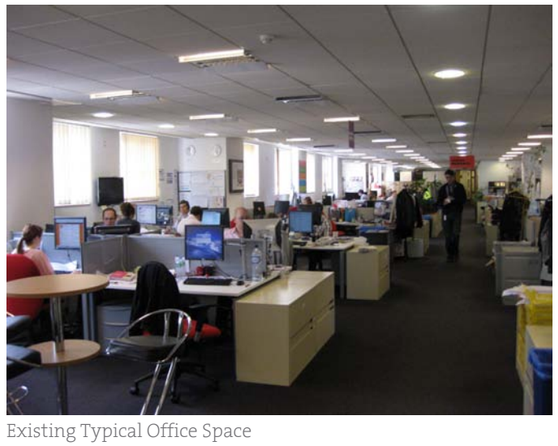
Proposed Typical Office Space

4.2 Design Approach

4.2.2 1980s Built Extension Interior

The client's brief of creating more collaborative working space is achieved by carrying out the following design initiatives on the typical internal office floor:

- Remove the central lift core and washrooms thereby opening up the floorplate allowing better communication and circulation;
- Re-locate the lifts along Peto Place providing an 'active' programme filtering into the middle of the floorplate;
- Remove the existing dropped ceiling, treat exposed concrete, provide acoustic padding and install chilled beams offering building users higher floor-to-ceiling environments;
- Paint the walls, columns and ceilings providing a more fresh and new work environment.



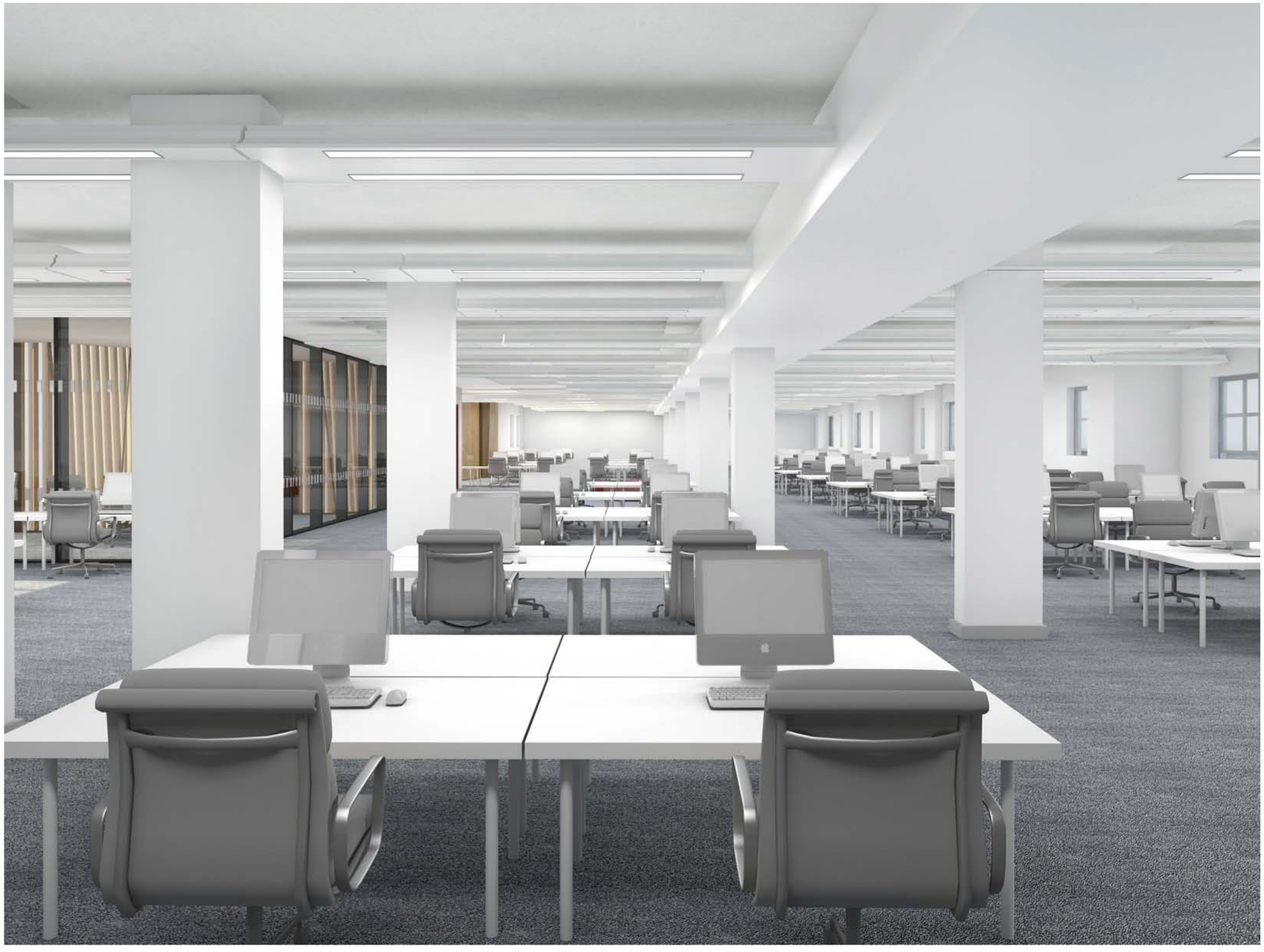
Existing Typical Office Space

4.0 CONCEPT AND DESIGN APPROACH

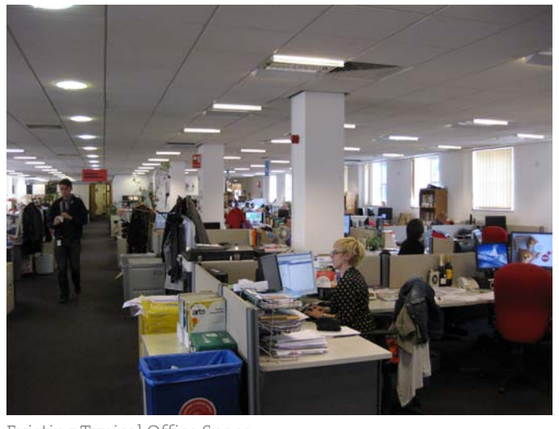
4.2 Design Approach

4.2.2 1980s Built Extension Interior

The interior to the 1980s built extension will undergo a significant upgrade. The removal of the central core will instantly link the listed building and its quarry of small offices with the openness of the 1980s extension. The rationalisation of the space planning layout in tandem with new internal finishes will invigorate Which?'s working environment.



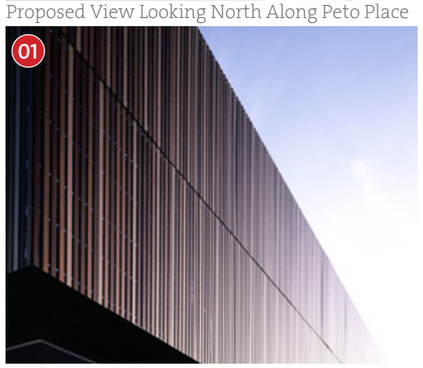
Proposed Typical Office Space



Existing Typical Office Space

4.0 CONCEPT AND DESIGN APPROACH

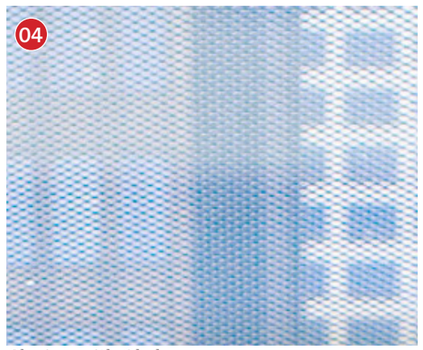
Proposed View Looking North Along Peto Place



Timber

Green Wall

Zinc



Glazing with Okalux

4.2 Design Approach

4.2.3 Peto Place Facade Concepts

The existing west elevation of the 1980s building is of little architectural significance and is set back from the basement ramp in its central section. Punched windows of various sizes depending on the floor level provide significant overlooking onto Peto Place. The facade is inanimate and does not contribute to the public realm in the area. There is an opportunity within the set back overlooking Peto Place to relocate the lift core and extend the floor plates west to provide additional Which? capacity.

The careful treatment of the passenger lift core from an internal experience and external aesthetic contributes significantly to the palette of architectural materials proposed on the new west elevation. The passenger lift core will be transparent at the ground and translucent at the top floor, the most important areas to allow light into the building, and will be cloaked in an architectural green wall at levels 1, 2 and 3. Safe maintenance and access will inform the design and construction of the green wall system.

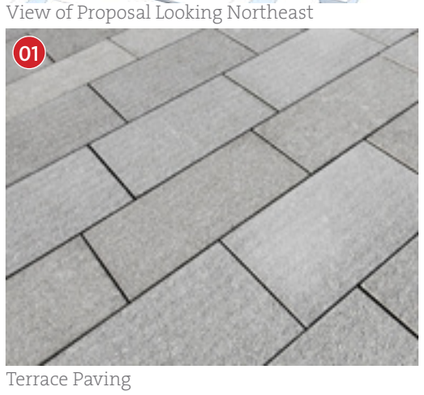
Either side of the passenger lift core hang 'pods' carrying additional working and meeting space. The extended areas of floorplate will be glazed with external vertical fins to reduce heat and solar gain and prevent overlooking onto Peto Place.

The array of new architectural programme added to the Peto Place elevation, including glimpses of the new angular zinc roof, will be directly viewed when using the new side entrance - the bridge link over the ramp feeding into the main ground floor lobby area.

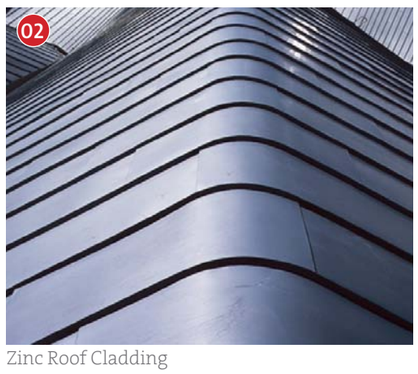
Note, final materials to be approved by London Borough of Camden Planners.

4.0 CONCEPT AND DESIGN APPROACH

View of Proposal Looking Northeast



Terrace Paving



Zinc Roof Cladding

Sedum Roof

Okalux Glazing Infill

4.2 Design Approach

4.2.4 Fourth Floor External Areas

All the external areas on the new fourth floor have been carefully designated to incorporate the requirements of London Borough of Camden and the needs of the client.

A large, tenant accessible, paved terrace is provided at the southern end of the building offering views over the intricate mansard roofs of 2 Marylebone Road. The terrace also allows views north of the iconic zinc roof form.

Due to the requirement to minimise the appearance of the roof extension when standing on Albany Street, the roof geometry to the east is set back significantly from the parapet thereby creating a long, wide strip of sedum roof achieving important BREEAM credits.

On the western edge of the fourth floor, ballast fills the small inaccessible terraces to the north of the passenger lift core.

Note, final materials to be approved by London Borough of Camden Planners.

4.0 CONCEPT AND DESIGN APPROACH

View into 4th Floor Conference Space

4.2.5 Roof Conference Facility

The delivery of a high quality conference facility is fundamental to Which? undertaking this project. Tired of holding important lobbying events and ceremonies off site, Which? require a facility on their current premises that is flexible in use and memorable in aesthetic. The fourth floor 'origami' roof is impressive from the exterior and is reflected on the interior thereby providing an iconic backdrop to important consumer based conferences.

Adjacent to the conference facility will be several meeting and breakout rooms, washrooms and a catering facility serving food and refreshments.

4.0 CONCEPT AND DESIGN APPROACH

Proposed Ground Floor Layout

4.2 Design Approach

4.2.6 Public Realm

The site is bound by the busy Marylebone Road and Albany Street to the south and east respectively and the quiet, public Peto Place to the west. The scheme seeks to enhance the existing public within Peto Place by creating open, animated facades at ground level.

The proposal seeks to improve the public realm to the west of the development site using the following means:

- Improved building access;
- Improved lighting;
- Improved hard landscaping;
- Improvement of facades adjoining public realm;
- Implementation of signage and wayfinding;
- Improved security.

Central to activating the existing public realm is the semi-public, new, entry gallery accessed off Marylebone Road and the new entrance off Peto Place. The building's dynamic new 'meet and greet' space will bleed the line between exterior and interior space by the fluidity of user movement and continuity of certain materials.

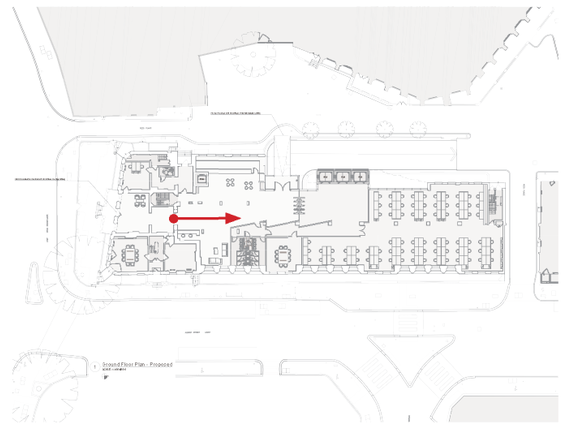
4.0 CONCEPT AND DESIGN APPROACH

Proposed Entrance Lobby

4.2 Design Approach

4.2.7 Ground Floor Activation

The main building entrance will remain via the steps at 2 Marylebone Road. With the removal of the central core, upon entry into the building users will see through to a flurry of activity in the ground floor of the 1980s building created by the mix of reception, coffee bar, side entrance and passenger lift lobby.



4.0 CONCEPT AND DESIGN APPROACH

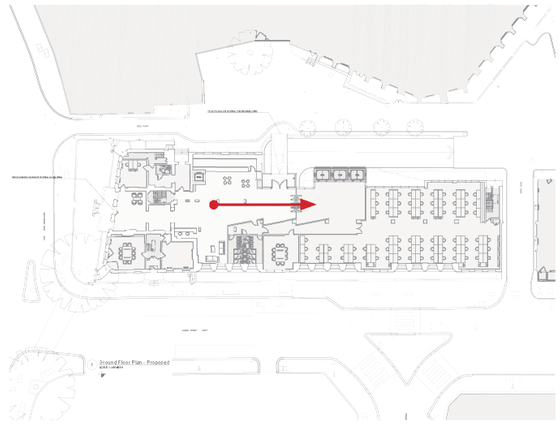
Proposed Lift Lobby and Turnstiles

4.2 Design Approach

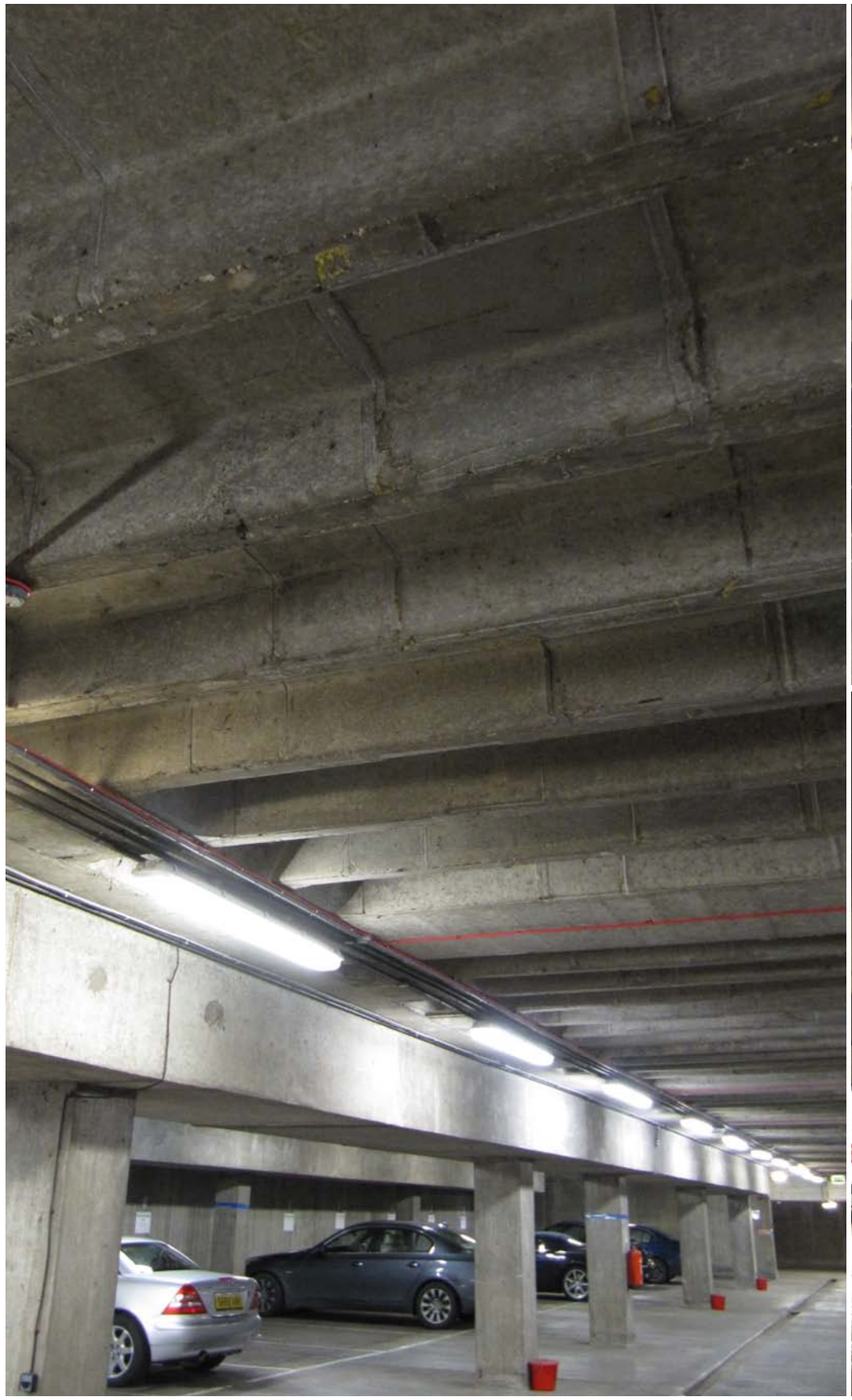
4.2.7 Ground Floor Activation

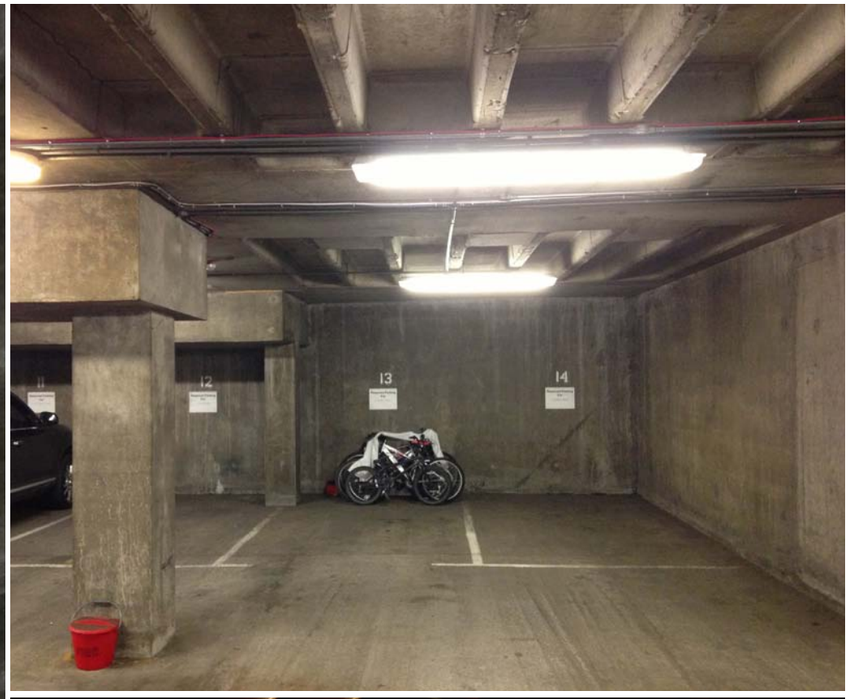
After passing the reception desk, the entry gallery opens up to a glazed wall facing Peto Place joining with the bridge link entrance adjacent to the security barriers and passenger lifts.

The constant movement of employees and visitors through the space will activate the ground floor and the public realm within Peto Place.



4.0 CONCEPT AND DESIGN APPROACH





Existing Basement Structure

4.2 Design Approach

4.2.8 Other Design Considerations

1980's Structure and Configuration - Options and Limitations
The design team has investigated all ways of meeting Which?'s client brief for more office space and a significant meeting facility. The roof extension is the only physically possible solution. The reasons why are as follows:

- Cast In Situ Ribbed Slabs
The 1980's structure is heavy and robust to the extent that it is not possible to make any of the adjustments one might propose for a steel frame structure. With steel framed buildings, it is relatively easy to adjust structure locally by, for example, removing columns to make a bigger volume at lower levels, adjusting slab levels, or making holes through the floor plates.
The current basement structure shows very deep and wide exposed beams that run the length of the site along each side / elevation and down the middle of the floor plate. The substantial width and depth of the beams most likely reflects the numerous set-backs and articulations in the facade above, all of which constitutes infill between concrete slabs rather than load bearing.
Spanning in between these wide, deep in-situ beams are ribbed slabs. These ribbed slabs cannot be selectively cut and omitted but rather would require removal as whole pieces, and are located in the middle of the floor plates. It is not a viable option to remove one column and similarly it is not possible to change an existing slab level without 100% demolition of the building structure.

- The Basement Car Park
The freeholder of 2 Marylebone Road & 1 - 9 Albany Street is The Crown Estate. The Crown has agreed a lease with Which? for a small number of basement car parking spaces and access for servicing. The majority of the basement car park is subject to separate Lease agreements between The Crown and surrounding residential properties, and so the basement is neither part of the site we can consider or in the control of Which?. This includes the uninterrupted use of the ramp by these parties. No additional space can be provided in this area.

- Complete Demolition of the 1980's portion of site
Which? is a Charitable Organisation with limited funds that must be spent cautiously to achieve value for money and on the basis of clear benefits. This ethos eliminates any total replacement project. Indeed, a replacement, new office building of essentially the same size is unlikely to make financial sense and more generally would represent a waste of embodied resource.

5.0 DESIGN PROPOSALS