

5.0 DESIGN STATEMENT

5.1 KEY AIMS

5.2 DESIGN EVOLUTION

5.3 SCHEME PROPOSAL

5.4 PUBLIC REALM PROPOSAL

Section 5.0 describes the overall design of the project. Informed by the context analysis as described in Section 3.0 and the investigation of the existing building as described in Section 4.0 The design progressed with the clients brief to both restore and improve Centre Point to its former glory and to secure the building's sustainable future.

At the start of the process Key Aims were set out. The full design evolution is showing the extensive set of options explored.

The overall scheme is then described. Subsequent sections on the Tower (6.0) and the Basement, House and Bridge Link (7.0) and Affordable Housing (8.0) describe the proposals for the separate elements in more detail.

Key issues of Public Realm, Change of Use, Affordable Housing, Construction and Sustainability are explained.

5.1 KEY AIMS

When defining the key aims for the project the 'Vision' of the Camden 'St Giles to Holborn Places Plan' was used as a guide. The 'Vision' outlined 4 major themes:

"1. Benefits from major developments

To work together to maximise benefits and shape the changes that are happening.

To ensure that the special historical character and cultural heritage is maintained and enhanced, strengthening the identity of St Giles and the area as a whole.

2. Public spaces and movement

To ensure that there are high quality new and exsiting public open spaces.

To improve the quality of experience for pedestrians and cyclists with reduced traffic dominance and fewer one way systems.

3. Supporting community needs

To support local needs through improved housing choice and good local facilities.

To work with local partners to ensure community safety issues continue to be tackled.

4. Supporting business

To ensure businesses in Holborn and throughout the area benefit from the investment in the area.

To support a balance of usses in the area, protecting specialist retail uses and bringing job opportunities for local people."

Camden Vision Theme

1. BENEFITS FROM MAJOR DEVELOPMENTS

Centre Point Key Aim

1. SECURE THE FUTURE OF THE BUILDING

- 1.1 To provide a heritage led solution to ensure the sustainable re-use of the existing building
- 1.2 Making strategic changes to the servicing of the spaces, the heritage structure can be preserved and revealed
- 1.3 Changing the use of the spaces secures the future of the building by making the complex economically sustainable

Camden Vision Theme

2. PUBLIC SPACES AND MOVEMENT

Centre Point Key Aim

2. CREATE NEW MEANINGFUL OUTDOOR SPACE

- 2.1 Reconfigure the traffic movement around the complex prioritising the pedestiran
- 2.2 Create 'entrance' space for the Crossrail hub
- 2.3 Create public space which links Bloomsbury, Soho, Covent Garden and the shopping zones of Tottenham Court road and Oxford street



Camden Vision Theme

3. SUPPORTING COMMUNITY NEEDS

Centre Point Key Aim

3. CREATE A NEW URBAN QUARTER WHERE A MIX OF USES ENRICH ONE ANOTHER

- 3.1 Provide on site affordable homes and much needed market housing.
- 3.2 The inclusion of both a sustainable mix of uses in one complex creates the possibility for 24 hour activation of the space
- 3.3 A sense of community and life can be brought to an area which, whilst busy and iconic, could be more public facing and community orientated



Camden Vision Theme

4. SUPPORTING BUSINESS

Centre Point Key Aim

4. CREATE AN APPROPRIATE AND SUSTAINABLE MIX OF USES FOR THE AREA

- 4.1 Make destination food and retail spaces which have a presence in the shopping zones of Tottenham Court road, Oxford street and Covent Garden
- 4.2 New retail destination at the East End of Oxford street
- 4.3 Reactivate the New Oxford Street frontage



5.2 DESIGN EVOLUTION

Prior to Almacantar acquiring the site previous proposals for the site sought to significantly demolish and redevelop Centre Point House and Link and fill the site with a deep footprint. This placed greater emphasis on the historic diagonal route of St Giles High Street. This was not considered the appropriate approach because:

It resulted in the extensive alteration of the building composition; an important aspect of the listing and likely to result in significant demolition of designated heritage asset.

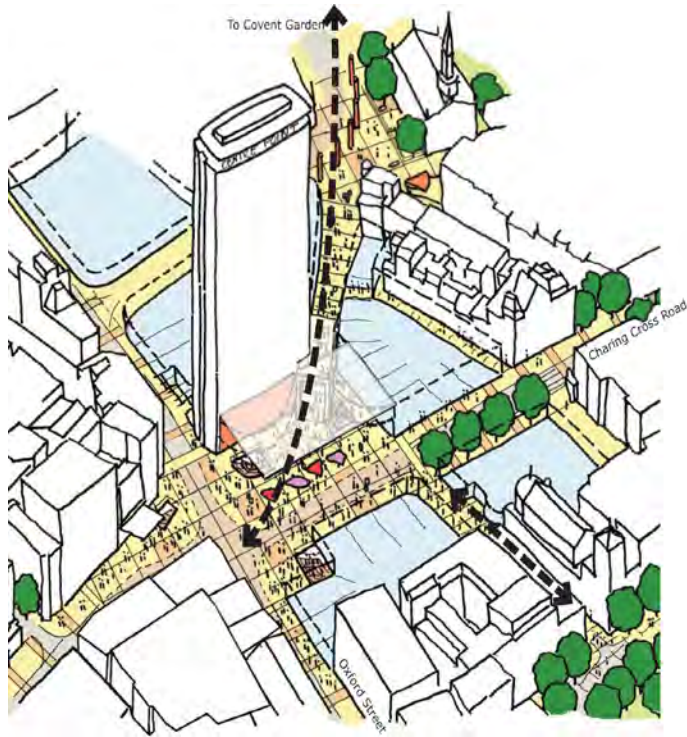
It resulted in a relatively narrow 'street' leading away from the new Tottenham Court Road exits that lost the opportunity of forming a major new public space at the end of Oxford Street directly accessed from the underground. Creating a public space and destination in its own right was considered a better approach when dealing with the iconic tower and a strategic priority that could enhance the overall composition; and

The premise of a singular diagonal route and visual connection when examined in detail required the removal of the corner of Centre Point Tower which would prove technically unfeasible.

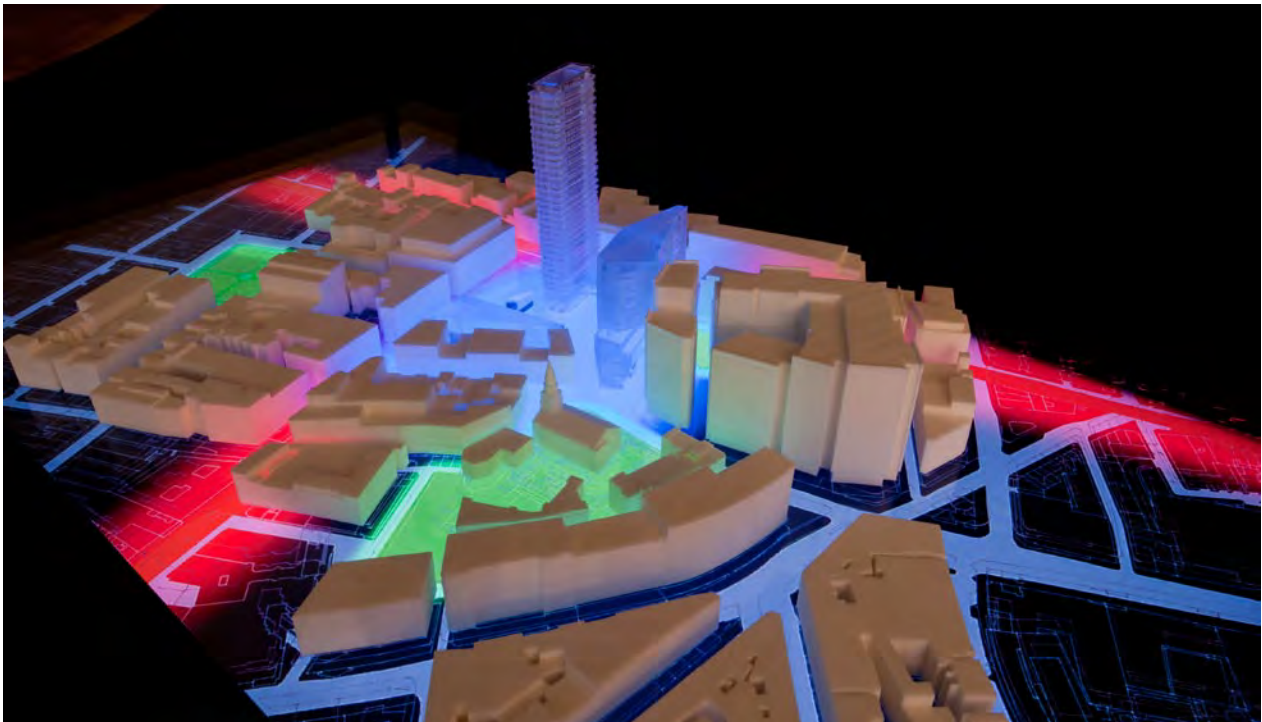
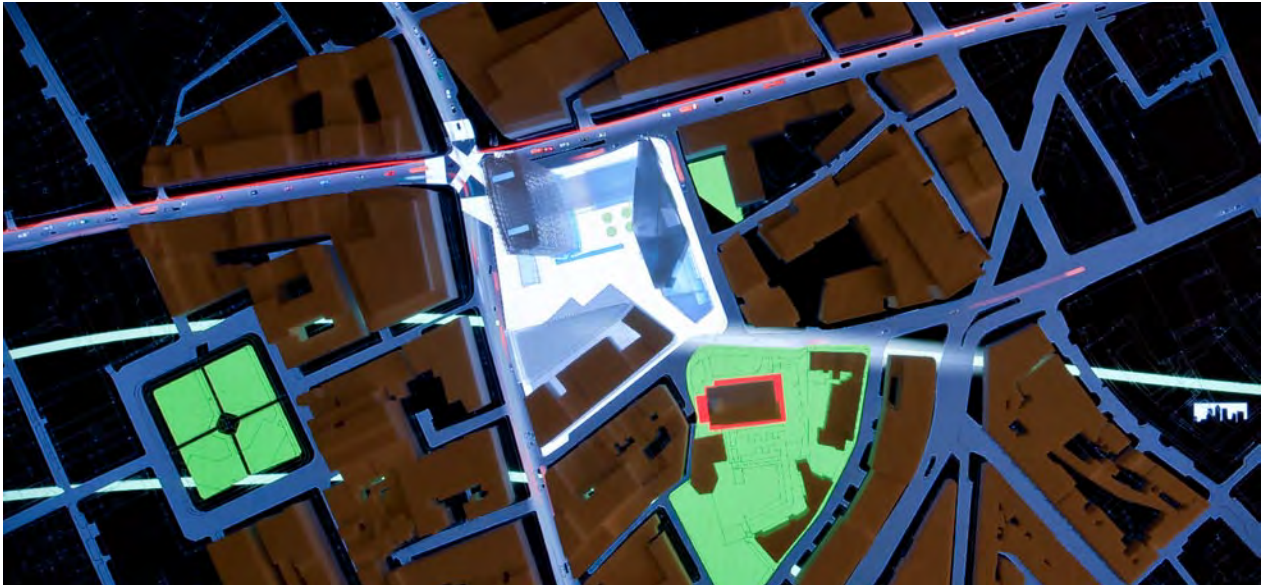
The framework studies recognised that the Centre Point development had never worked successfully.



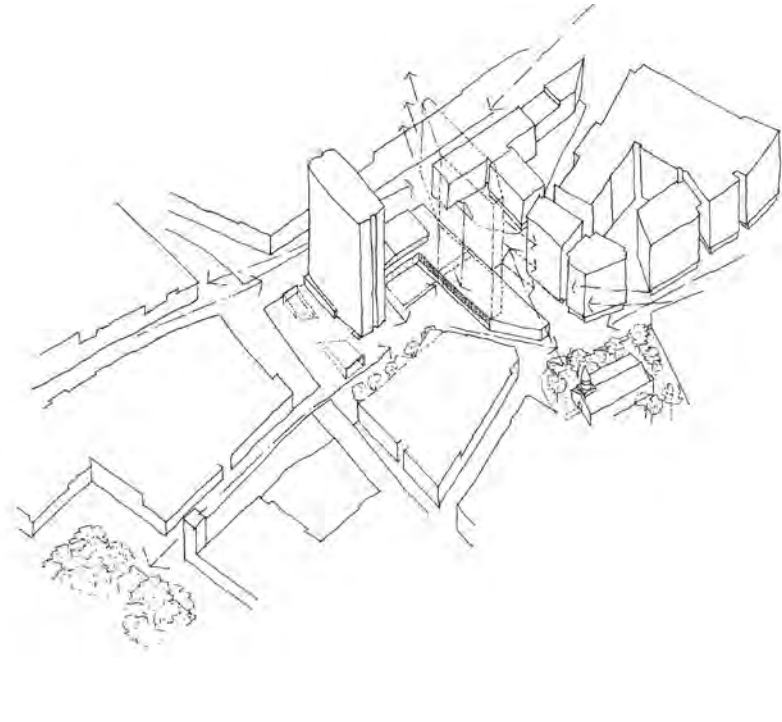
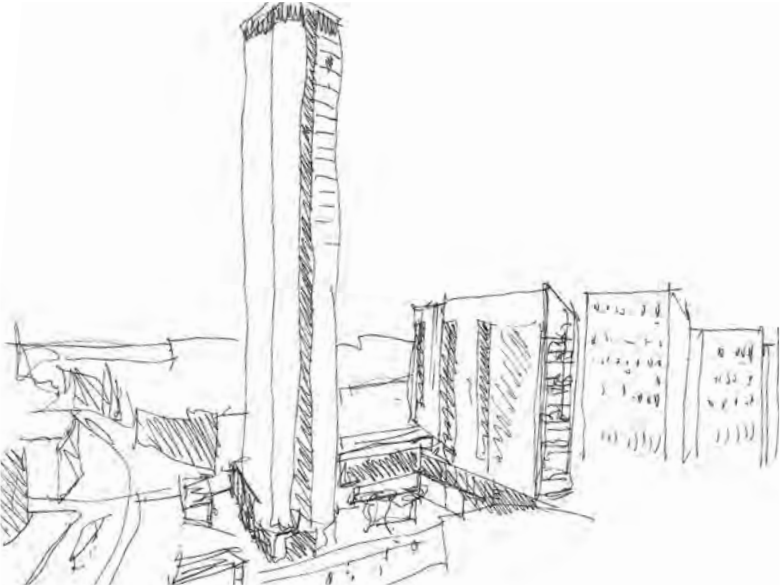
St Giles Circus : Strategic Framework Study
Overview of the area



St Giles Circus : Strategic Framework Study



Model Photos of the initial proposals - FEBRUARY 2011



Centre Point proposal sketches

Design Evolution Introduction

This section charts the design process from initial frame work studies to the submission of the planning application and listed building consent. A design evolution time-line runs across the top of this section charting the key milestones as the project moved through 5 stages of development:

Stage 1 - Feasibility	Jun - Sep 2011
Stage 2 - Focused Feasibility	Sep - Oct 2011
Stage 3 - Fixing the Brief	Oct - Dec 2011
Stage 4 - Design Development	Jan - Apr 2012
Stage 5 - Further Design Development	Apr - May 2012
Stage 6 - Planning Application Phase	May - Sep 2012
Stage 7 - Revised Proposals	Sept - Apr 2013

Following a selective process in Jan-February 11, which was followed by some initial design studies as a final stage to selection, Rick Mather and Conran and Partners Architects were appointed by Almacantar to develop proposals for Centre Point.

Rick Mather Architects were appointed as the lead architect, responsible for the coordination of the designs and statutory submissions. For the designs of the key elements, Conran and Partners are the architects for Centre Point Tower and Rick Mather Architects are the architects for the Centre Point Bridge Link, House, Pub and basements, and the public realm.

- The focus of the design began with investigations into the following topics;
- 1) Building Fabric
 - 2) Structural Options
 - 3) Building Uses

STAGE 1 - FEASIBILITY

June/July 2011

Design Team commence
June/July 2011

BUILDING FABRIC STUDY

Work commenced on the designs in June / July 11.

Stage 1

FEASIBILITY

The complex was considered as a whole and all options were investigated. Different levels of redevelopment and different combinations of use were tested. This was to test the technical, financial and planning potential of the site for different combinations of use, refurbishment and replacement.

Two Key Aims were set:

To make the complex a better version of itself, that realises the overdue potential of the historic icon and;

To enable the relocation of the road below Centre Point and develop a world class public space from the momentum established by Crossrail in line with Gillespies Study.

BUILDING FABRIC STUDY

Based on heritage priority in terms of significance: Tower, Bridge then House, a number of scenarios were studied with varying degrees of structural and architectural intervention.

Given the primary significance of the tower and the special qualities of the bridge, in all options they were retained. However given the relative significance of Centre Point House a number of options were proposed from “do – nothing”, to refurbishment, to partial and full redevelopment.

STRUCTURAL OPTIONS
APPRAISAL : CPH

- New Structure
- Existing Structure

REFURBISHMENT OPTIONS

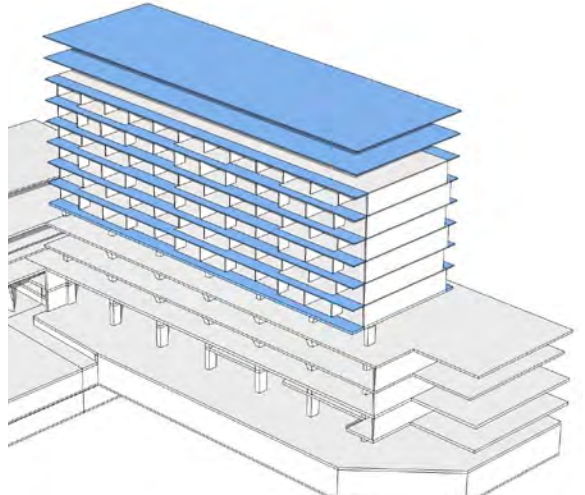
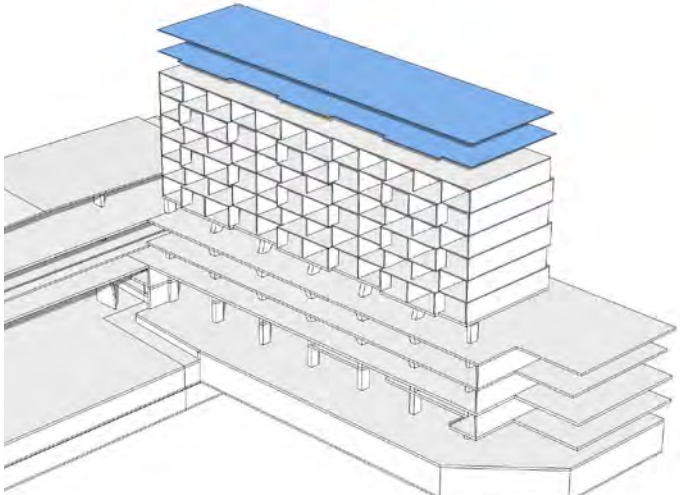
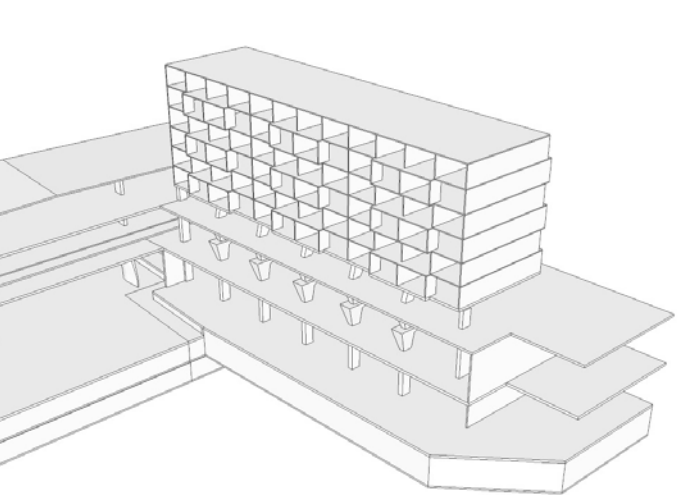
OPTION 1 – COMPREHENSIVE
REFURBISHMENT



OPTION 2 – INTRODUCTION OF TWO
ADDITIONAL LEVELS



OPTION 3 – INTRODUCTION OF
TWO ADDITIONAL LEVELS AND
EXTENSIONS TO THE SLABS



RE-BUILD OPTIONS

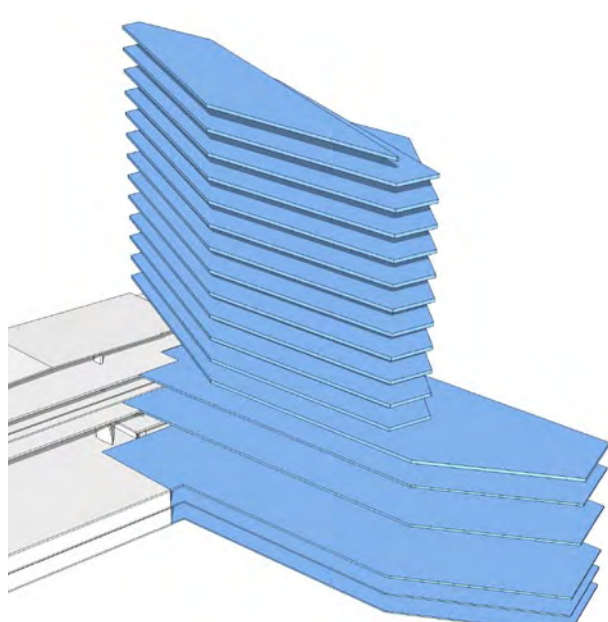
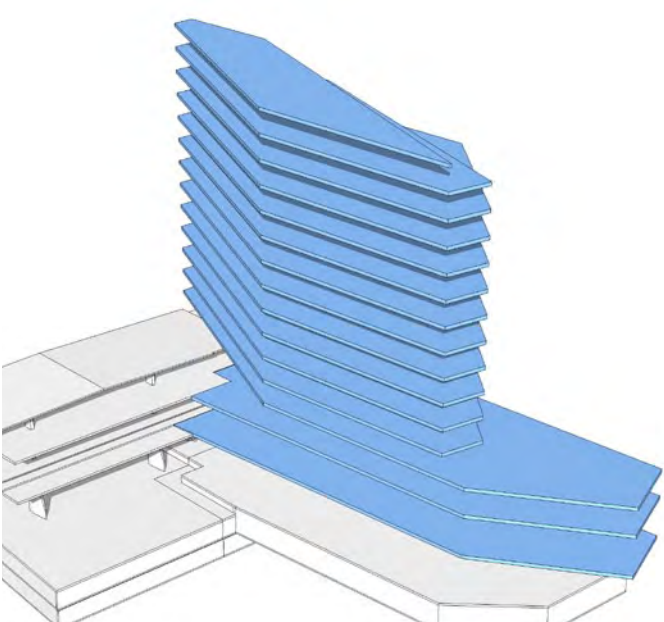
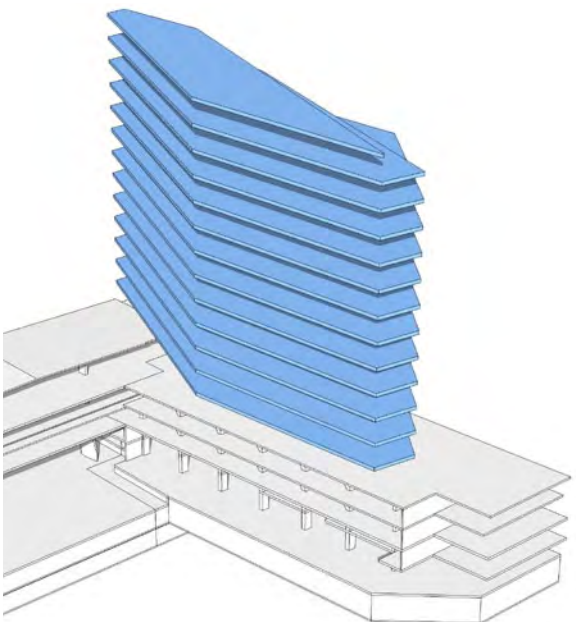
OPTION 4 – DEMOLITION OF EXISTING RESIDENTIAL BLOCK WITH THE ADDITION OF A NEW 13 STOREY STRUCTURE.



OPTION 5 – DEMOLITION OF THE ENTIRE BUILDING ABOVE GROUND LEVEL RETAINING THE BASEMENT AND REBUILDING A NEW 15 STOREY STRUCTURE.



OPTION 6 – DEMOLITION OF THE ENTIRE BUILDING ABOVE GROUND LEVEL INCLUDING THE BASEMENT AND REBUILDING A NEW 15 STOREY STRUCTURE WITH A DOUBLE BASEMENT.



STRUCTURAL OPTIONS

The design team developed a number of massing solutions that looked at redevelopment. The overriding principle was to keep the composition and reinforce the success of a new square. In all instances Centre Point Link was recognised as too sensitive an element, both historically and in engineering terms, to alter. A number of studies were undertaken to assess the feasibility of refurbishment, partial or complete redevelopment of Centre Point House within the original footprint. Technical studies examined the reuse of the existing structure and foundations.

The ground floor proposals have been developed to improve the retail offer and add further background. Activity is brought to the square at multiple levels, through additions and by maximising the potential of the site as a whole by drawing people into upper ground levels. The existing retail units are limited by servicing arrangements and floor to ceiling heights. The servicing ramp on Earnshaw Street, improve the building servicing and enable the wider transport changes necessary for creating the public square.

Each redevelopment / refurbishment option of the three elements of the Centre Point complex sought to make the building a better version of itself by developing the strong character of the composition and adding where appropriate a greater civic presence to Centre Point House to support the new public square. This was explored in a number of ways:

- 1) Rebuilding Centre Point House to a taller height and with a stronger facade to the square;
- 2) Additions to the front of Centre Point House;
- 3) Rebuilding the upper residential part of Centre Point House; and
- 4) Redevelopment of the southern 'pub' part of Centre Point House.

In each instance the engineering capacity of the existing structure was assessed alongside the daylight and sunlight impacts for adjacent properties with the design envelope developed to minimise impact. The existing structure of Centre Point House was finely and elaborately engineered and its capacity to accept additional load was very limited.

USE STUDIES

At the same time as the building fabric study, a number of use options were studied for retaining, refurbishment and development options. Various options were considered, with varying combinations of retained office use, residential retail and hotel use. Hotel use was disregarded early on. For all uses the requirements of relevant guidance and standards was considered.

Studies examined the potential for mixing uses within the tower:

Introducing additional risers, and multiple users introduced conflicts of use within the relatively small tower footprint and reduced the efficiency of the vertical circulation and services

In examining suitability for modern office use the constrained ceiling heights limited the possibility of adapting the tower to modern cat A office standards.

As a result residential seemed the most appopriate use, capable of efficiently working within the existing vertical circulation, limiting service riser complexity and offering comfortable accommodation within the floor to ceiling constraints.

This detailed use study is analysed further overleaf.

The process was focused around achieving the requirements of the London Housing Design Guide (Ref. 3-2) and achieving the optimum composition of private and affordable housing; or reprovding office accommodation to the modern British Council of Offices (BCO) standards. The functional servicing requirements were considered with the potential for extending and deepening basements to maximise the public benefit of ground floor space.

CENTRE POINT HOUSE REFURBISHMENT OPTION

The initial refurbishment option was a minimum disturbance approach to meet the use brief, but also investigating whether additional residential stories could be added.

However a number of disadvantages including poor circulation restricted the potential of improving accessibility to spaces and compromised the brief.

CENTRE POINT HOUSE REBUILD OPTION

Design proposals for the replacement of Centre Point House were always considered in terms of the whole composition. To this end the podium element, though rebuilt would remain. A new development profile was studied above.

This offered maximum flexibility to offer best practice standards for office and housing, including affordable housing. However legal issues were discovered that ended the possibility of rebuilding Centre Point House.



Existing uses

REFURBISHMENT USE STUDIES

REFURB USES KEY

- RESIDENTIAL
- OFFICE
- RETAIL
- HOTEL
- PLANT



option 1 - residential and office



option 2 - hotel and residential



option 3 - no office

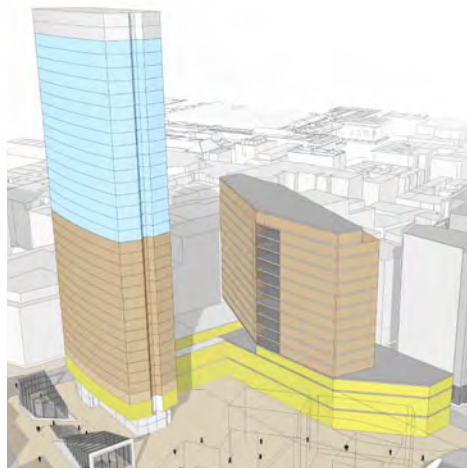
RE-BUILD USE STUDIES



option 1 - half and half



option 2 -no office



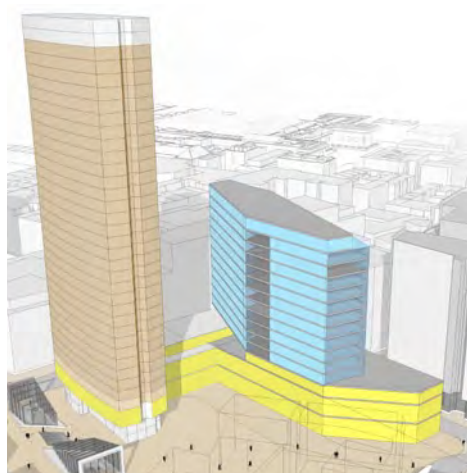
option 3 - no reduction in office



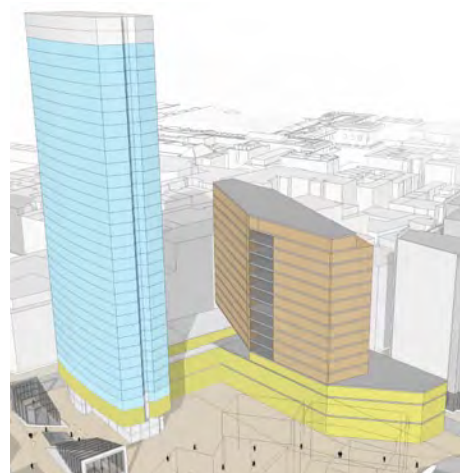
option 4 HOTEL, RESIDENTIAL & OFFICE



option 5 - hotel and residential



option 6 - use class maintained



option 7 - use swap

RE-BUILD USES KEY

- RESIDENTIAL
- OFFICE
- RETAIL
- HOTEL
- PLANT

A key consideration was the significant enhancement of the energy performance of the building. The replacement of plant for renewable and efficient options, and improvements to the overall energy efficiency of the building through insulation, minimising cold-bridges and replacement of glazing where justifiable was reviewed.

Each use and development option was assessed against heritage and impact criteria and reviewed for financial viability. Sympathetic re-use of spaces that enabled financially sustainable activities within the structural limitations were developed.

An option was explored involving a half and half split of use in the tower between office and residential use. This option was not pursued for several reasons. The servicing of the building would increase in complexity, a larger set of risers servicing each type of space combined with the restrictions imposed by the status of the project as a refurbishment. Risers also pass through spaces of opposing uses. The increased level of services decreases the sustainability of the building. Heritage was also a key factor, since the consistency of the facade, an important heritage aesthetic, could be compromised by the different uses and environments behind. Access to the building would be severely complicated by the inclusion of complex entrance sequences because of the location of each of the two cores at either end of the tower and the necessity for access to both these cores by each use for access and escape purposes. Lifts would require complex destination control measures to ensure all floors could be serviced.

A further option was explored involving the retention of the existing use class, maintaining the tower as 100% office use. This option was excluded for several key reasons highlighted overleaf.

Please refer to Appendix 3 for further information on Change of Use.

DETAILED USE ANALYSIS

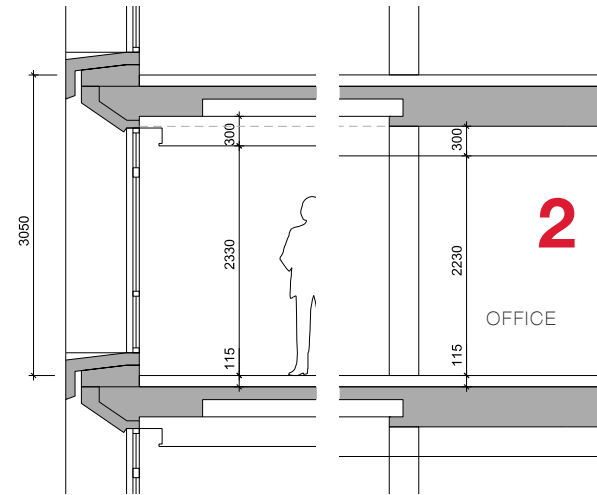
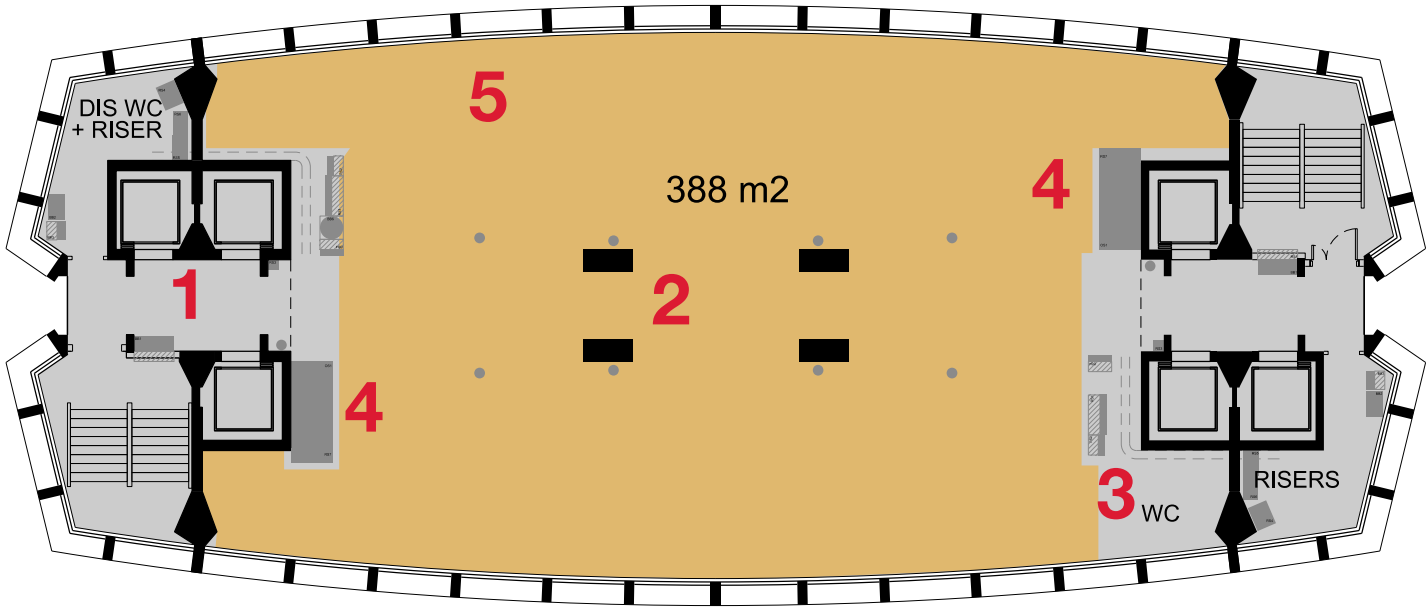
Refurbishing the office use in the Centre Point Tower has been assessed and summarised as follows;

Modern office space in central London offers flexibility in terms of working practice and the layout of Central St Giles adjacent is a good example. Centre Point Tower is a listed building, with limited flexibility and which is in need of expensive internal and external repair. These repairs need to be funded by a new use that can generate the value to do so. Existing office space falls below current standards. Comprehensive refurbishment would still not meet current expectations and would not therefore be capable of supporting the long term future of the tower.

The extensive work that needs doing cannot be funded through the continued use as an office block, which is why Almacantar are proposing to safeguard the future of the building in the long term by converting the Tower into housing. The design of the building lends itself well to residential conversion.

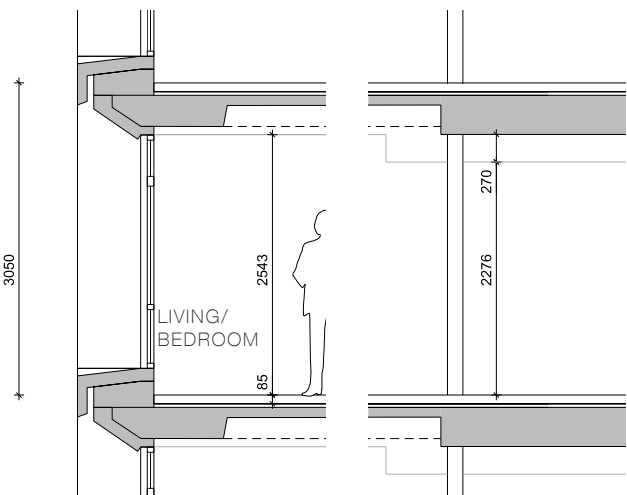
- 1. Lifts: Do not comply with current British Council of Offices (BCO) performance criteria.
- 2. Following services upgrade to meet current standards, the low ceiling height does not achieve BCO's recommendation.
- 3. WC provision in accordance with BS 6465-1:2006+A1:2009 needs re-planning resulting in some WC's being provided within currently lettable area reducing lettable space.
- 4. Riser provision: additional riser space required to bring services up to date.
- 5. Inefficient floor plates do not achieve BCO's recommendation.

Centre Point Tower cannot sustain itself in the future as an office building. It was designed for an era of typewriters and telephones, secretariat pools and filing. This listed building needs a new use. This has been accepted and agreed by officers and members.



CROSS SECTION THROUGH OFFICE FLOORS

2.33m Floor - Ceiling height is below BCO recommendations of 2.6-3.0m



CROSS SECTION THROUGH Private Residential FLOORS

Whilst the headroom for commercial use is less than satisfactory, the heights lend themselves comfortably to residential use.



Existing partitioned office floor



Existing office floor

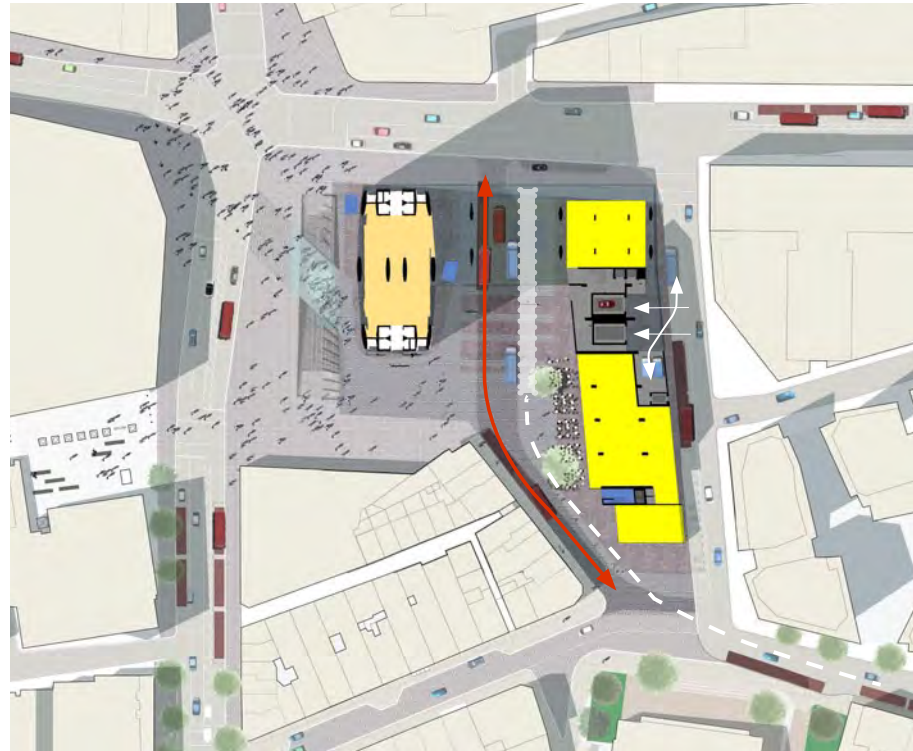


Existing office floor looking towards core

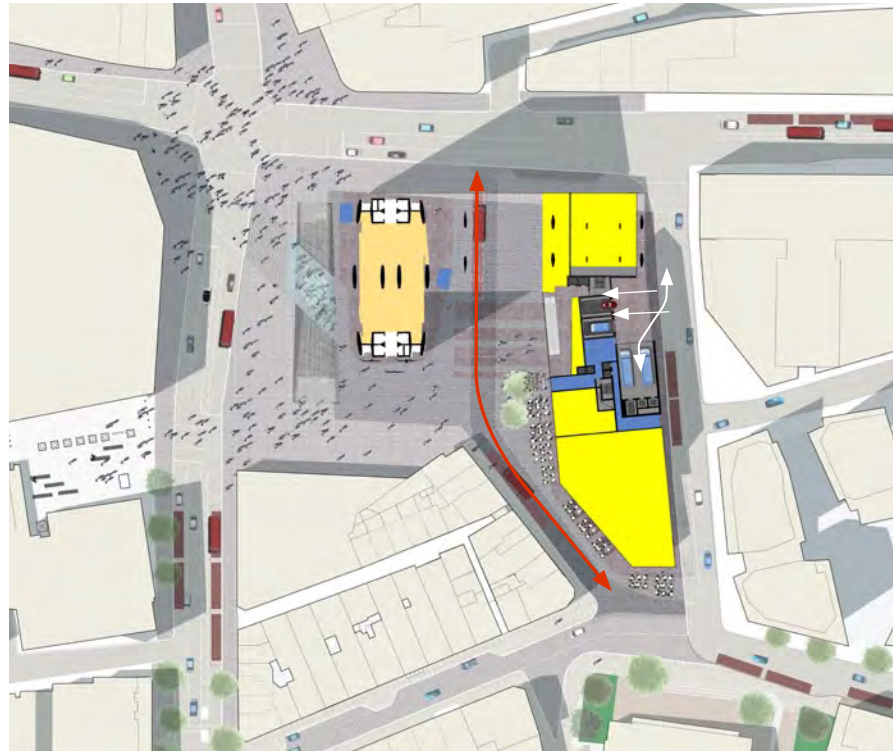


Existing office floor

PUBLIC REALM



Refurbishment Option - Retaining St Giles High Street as a shared surface.



Re-build Option - Retaining St Giles High Street as a shared surface

The proposed public realm was interrogated in terms of the quality of public space versus the optimum public transport arrangements and service access.

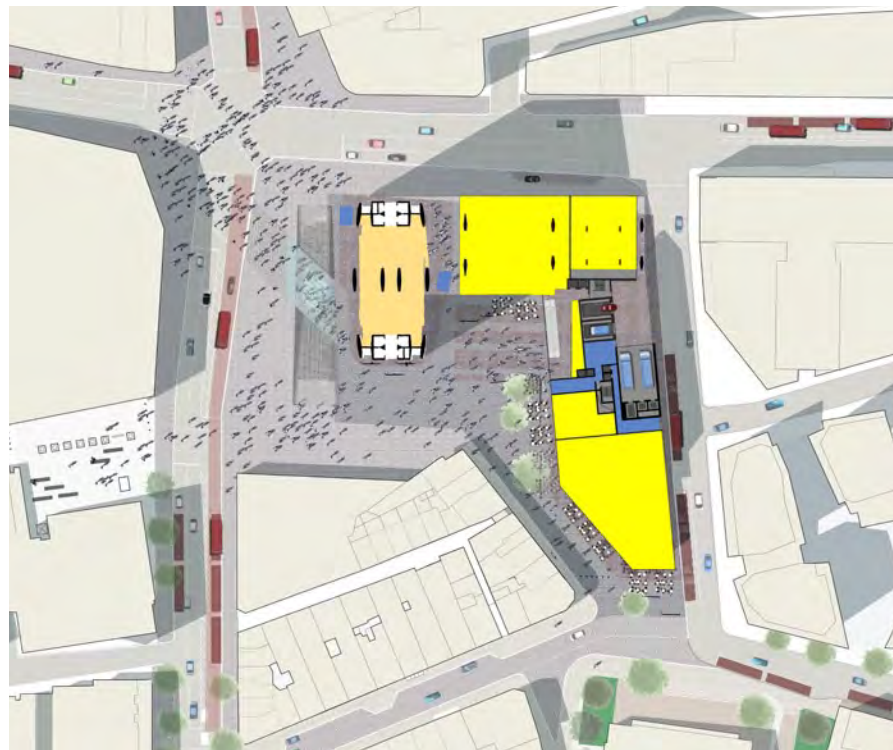
Shared access was considered for the piazza allowing buses to cross the space and deliveries within restricted hours.

A series of options were produced for both the rebuild and the refurbished of Centre Point House. The refurbishment of Centre Point House allowed for the optimum service access but the refurbishment option could also be made to work with structural interventions.

Both options allowed the road to be closed and the public square to be created.



Refurbishment Option - Closing the Road



Rebuild Option - Closing the road

Sept 2011

PREFERRED OPTION

Stage 2

The Stage 1 feasibility study established a number of key principles for the approach to the site as detailed below:

- 1. Any proposal should preserve the basic 'L' shape composition of the three buildings: Centre Point Tower, Centre Point Link and Centre Point House;
- 2. The lower floors should activate the public realm and space as much as possible with a range of daytime and evening activities. Retail space should be brought up to modern standards;
- 3. Proposals should seek as far as feasibly possible the removal of St Giles High Street road passing below Centre Point Link to create a new square;
- 4. Restore and refurbish the important heritage assets with a consistent and sensitive approach;
- 5. Improve the Earnshaw Street elevation of Centre Point House and public realm including resolving servicing issues; and
- 6. Improve the sustainability of the buildings by generating adequate income for upkeep and improving energy performance.

USE

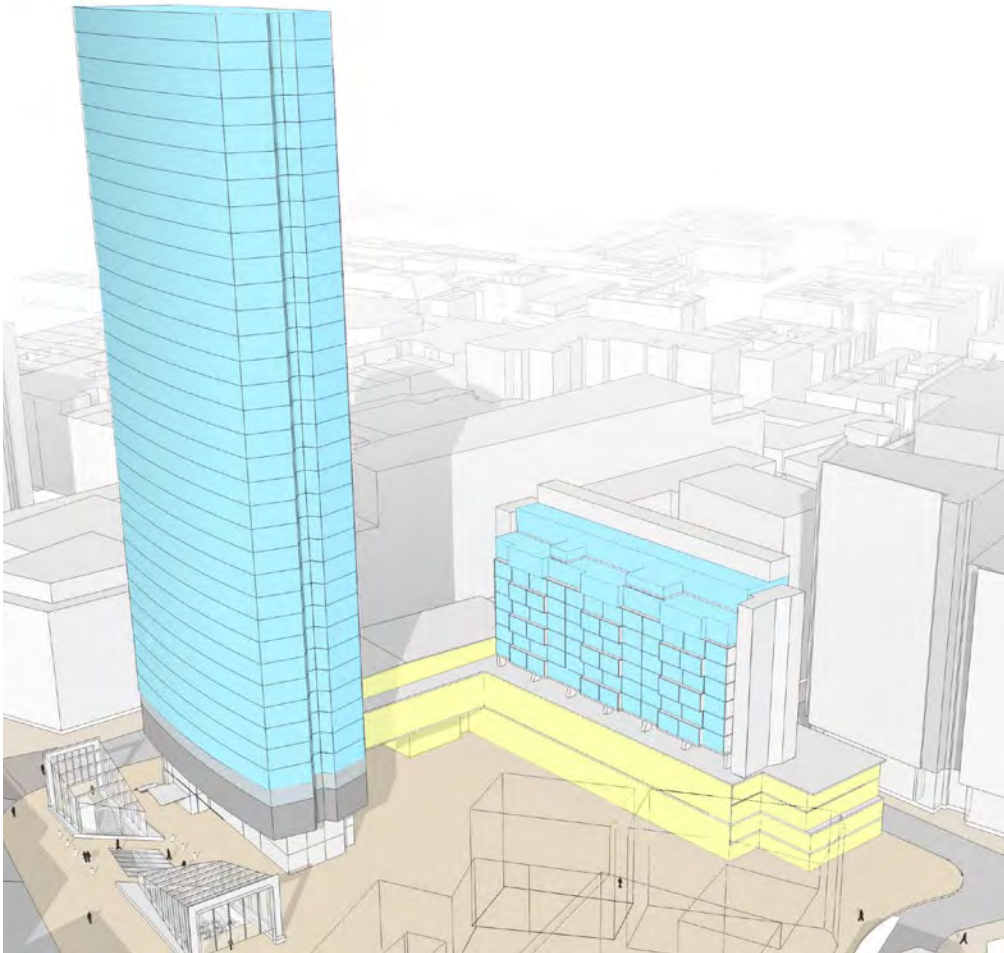
From the Stage 1 use study analysis

It was concluded that the following were the most appropriate sustainable and viable:

Tower :	Residential
Bridge:	Retail
House:	Retail below Residential
Basements:	Car parking and servicing

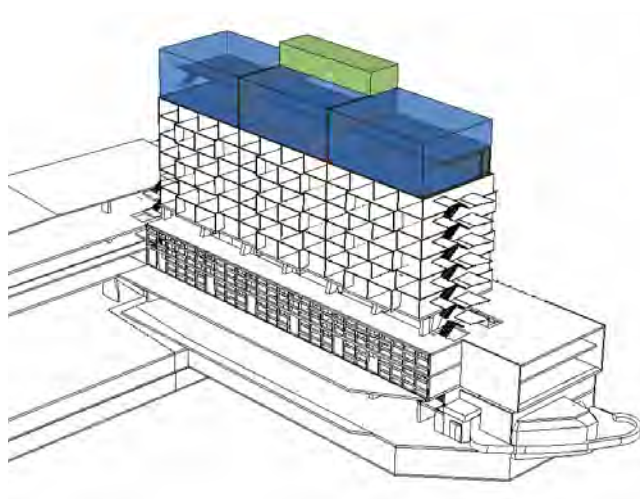


Stage 2 Preferred Option - Massing



Stage 2 Preferred Option - Uses

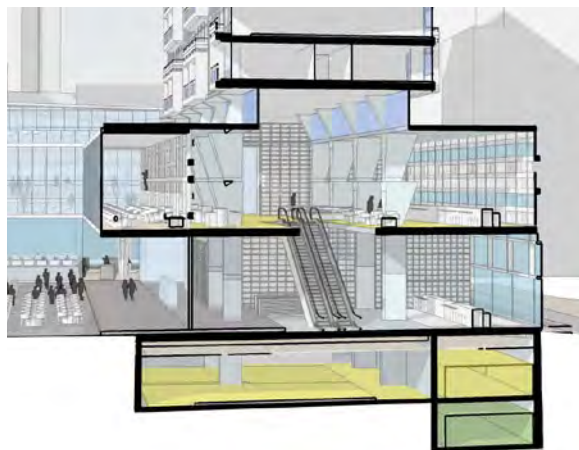
CENTRE POINT HOUSE PENTHOUSES



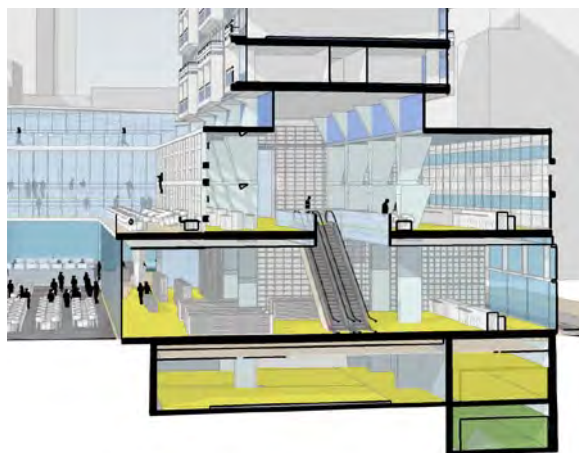
REMOVAL OF FLOORS TO CENTRE POINT HOUSE



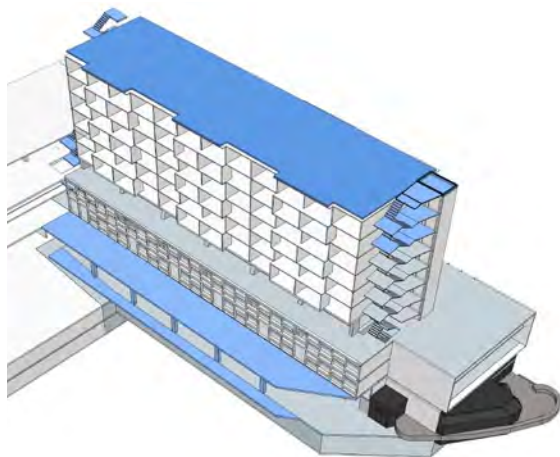
PROJECTIONS INTO PUBLIC REALM



First Floor Projection



Ground Floor Projection



As part of Stage 2 the options were reviewed and while recognising the potential benefits the legal and financing issues were constraining. The question was asked could a more extensive refurbishment of CPH bring some of the benefits of the redevelopment option.

Therefore a further proposal was investigated to conclude the feasibility process using the preferred use mix.

This studied:

- 1. Additional floors on top of CPH,
- 2. More extensive removal of floors within CPH ,
- 3. Projections and extensions into the public realm from CPH.

Extension to the front of CPH were dismissed given the adverse impact on the public realm and overall composition. From the studies a preferred option emerged.

STAGE 3 - FIXING THE BRIEF

Oct 2011

Initial meeting with Camden Planning Department
25.11.2012

Initial meeting with English Heritage
09.12.2012

Stage 3

Preferred option design development

During this stage the design team had initial meetings with the Camden Planning Department and English Heritage.

In advance of these meetings the proposals were further amended to remove the projections into the public square. A more specific “branded” retail approach were presented which functioned as one operator for the bridge and house

PUBLIC REALM

A potential public realm approach was developed looking at how the complex might relate to the public space

At the presentations the idea of working with the complex as a whole was communicated and a letter of support was received from English Heritage. Camden stated that the Gillespies' urban realm should be the baseline for proposals and to consider a route through Centre Point House to Bucknall street.



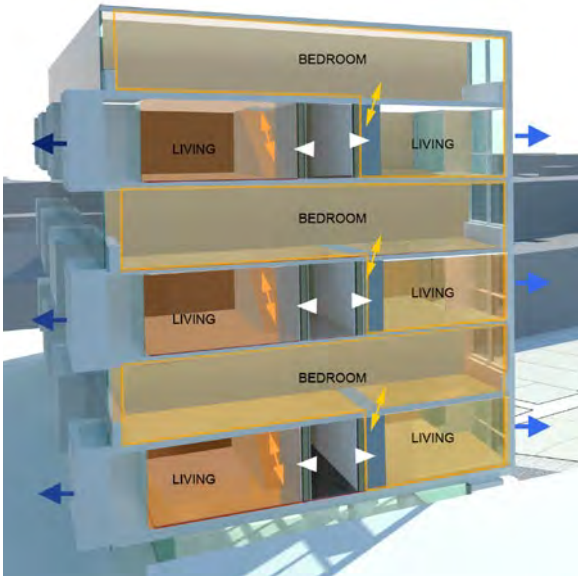


CPH INTERNAL REMODELLING

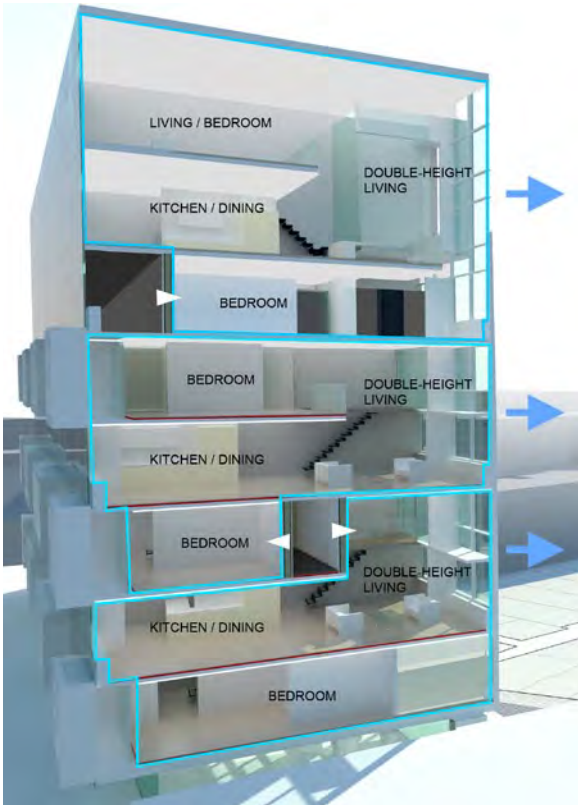
CENTRE POINT HOUSE INTERNAL REMODELLING

An option was explored to extend Centre Point House by two storeys and extensively remodel the interiors. 18 three-storey houses were planned, each with a West facing double height living space over looking the new piazza.

This was rejected due to property title issues, which seriously compromised delivery.



Existing Section



Proposed Section

STAGE 4 - DESIGN DEVELOPMENT

Jan 2012

Camden Planning meeting
06.02.2012

Camden Planning meeting
13.02.2012

Camden Planning meeting
28.03.2012

Stage 4

During this stage:

The designs were developed further and a subsequent meetings were held with officers at Camden to discuss the project in more detail including the housing and employment strategy.

During the development a number of items were explored in more detail:

- 1. The base of the tower and the connection to the bridge
- 2. A revised retail brief – allowing the potential for more subdivision and smaller units
- 3. Design coordination to incorporate service requirements

However in reviewing the more detailed implication to the works to Centre Point House a number a of complex property title issues arose which resulted in;

- 1. Removal of additional apartments on top of Centre Point House
- 2. Removal works to the Intrepid Fox Pub from the proposals

BASE OF TOWER

CURRENT EXISTING

Mezzanine level
Retains many of its original features

Ground floor
Poor public realm has negative effect on spaces at ground floor. Recent additions result in a lack of clarity

SEIFERT SCHEME

Mezzanine Level
was enclosed and served as the reception area

Ground Floor
open to public realm with car park ramp to basement

PROPOSED

Mezzanine Level
residential concierge accessed from ground floor via grand stair

Ground floor
residential entrance giving access to mezzanine level concierge

RETAIL BRIEF



Ground floor



First floor



Second floor

PROPERTY TITLE ISSUES

The scope and format of the application was discussed with reference to the range of existing uses and ownerships on the site.

STAGE 4

Camden Design and Heritage Meeting
28.03.12

CABE Design Review
18.04.2012

Public Exhibition
21.04.2012 + 23.04.2012

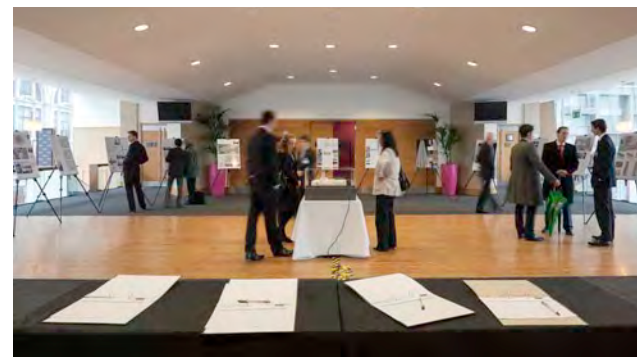
Camden Design and Heritage Meeting
27.04.12

OFF SITE AFFORDABLE HOUSING

Almacantar investigated potential upcoming affordable housing schemes within the Borough of Camden that they could make a contribution towards as part of the Section 106 agreement.

Studies were undertaken looking at the potential to accommodate affordable housing within the refurbished buildings, see Appendix 4 for further information.

We also undertook a borough wide study of over 60 sites to identify an Affordable Housing solution.

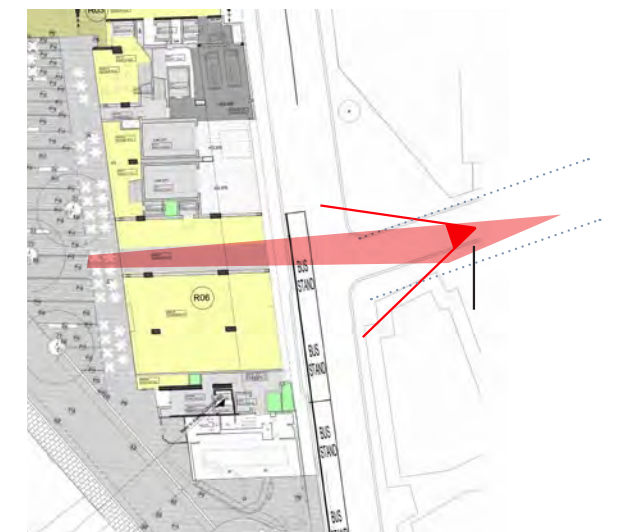
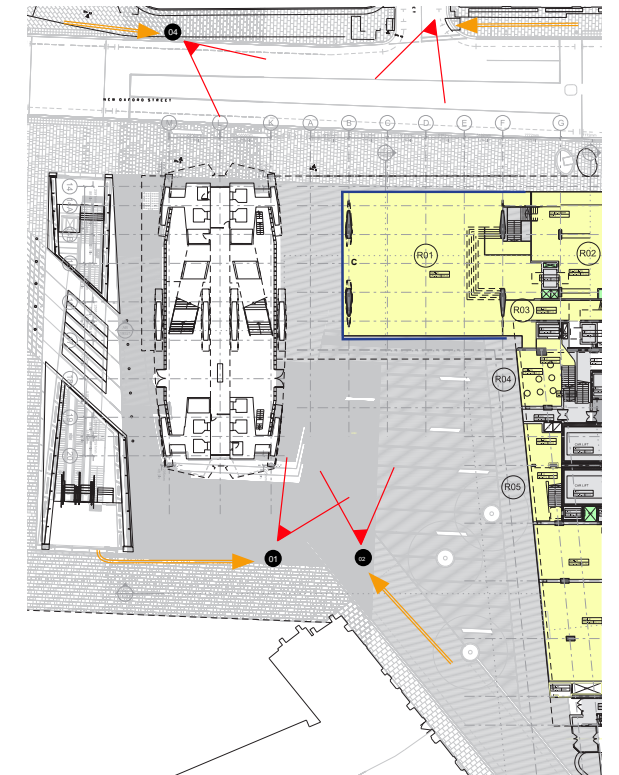


Photos above of the public exhibition hosted in Centre Point Bridge Link

PEDESTRIAN ROUTES THROUGH

Camden requested a study to investigate a through link to Earnshaw Street from the public space.

Pedestrian permeability through the site was studied with special attention given to the route to the East of Centre Point Tower from New Oxford Street to the piazza and a potential East West link through Centre Point House connecting Bucknall Street to the public square.



STAGE 5 - FURTHER DESIGN DEVELOPMENT

Apr 2012

Camden Transport meeting
02.05.2012

Design Conservation Workshop
10.05.2012

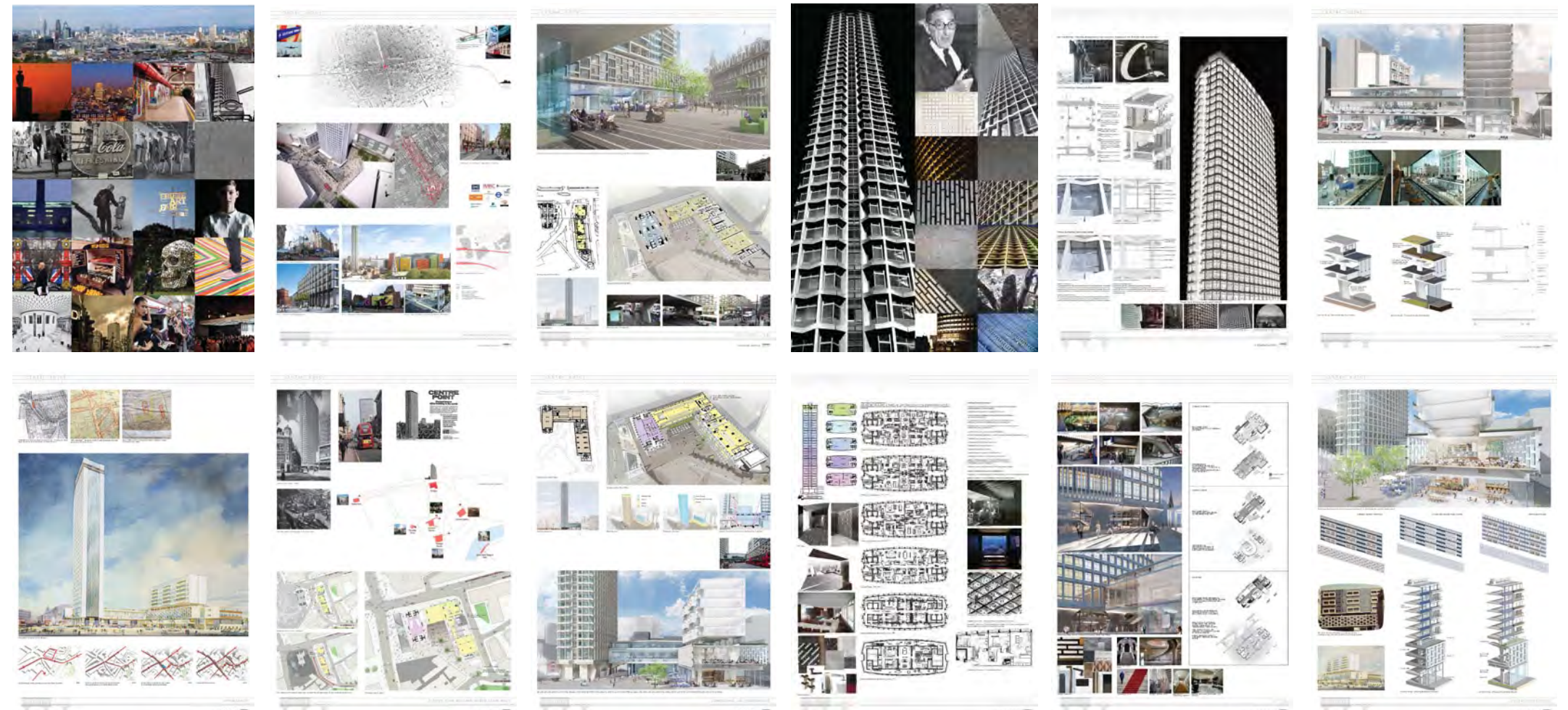
PUBLIC REALM

Stage 5

Following submission of LUL's Schedule 7 application for the public realm works surrounding the new Crossrail entrances, the design team received a copy of Gillespies full proposals. These detailed proposals included closing the north part of St Giles High Street to create a new public space in the middle of the Centre Point complex.

These proposals were presented to CABA along with the Stage 4 scheme for the refurbishment of Centre Point. CABA recommended that these proposals were developed to create a unique sense of place.

The recommendations from CABA along with the receipt of information from Gillespies allowed the design team to progress the designs of the public realm.

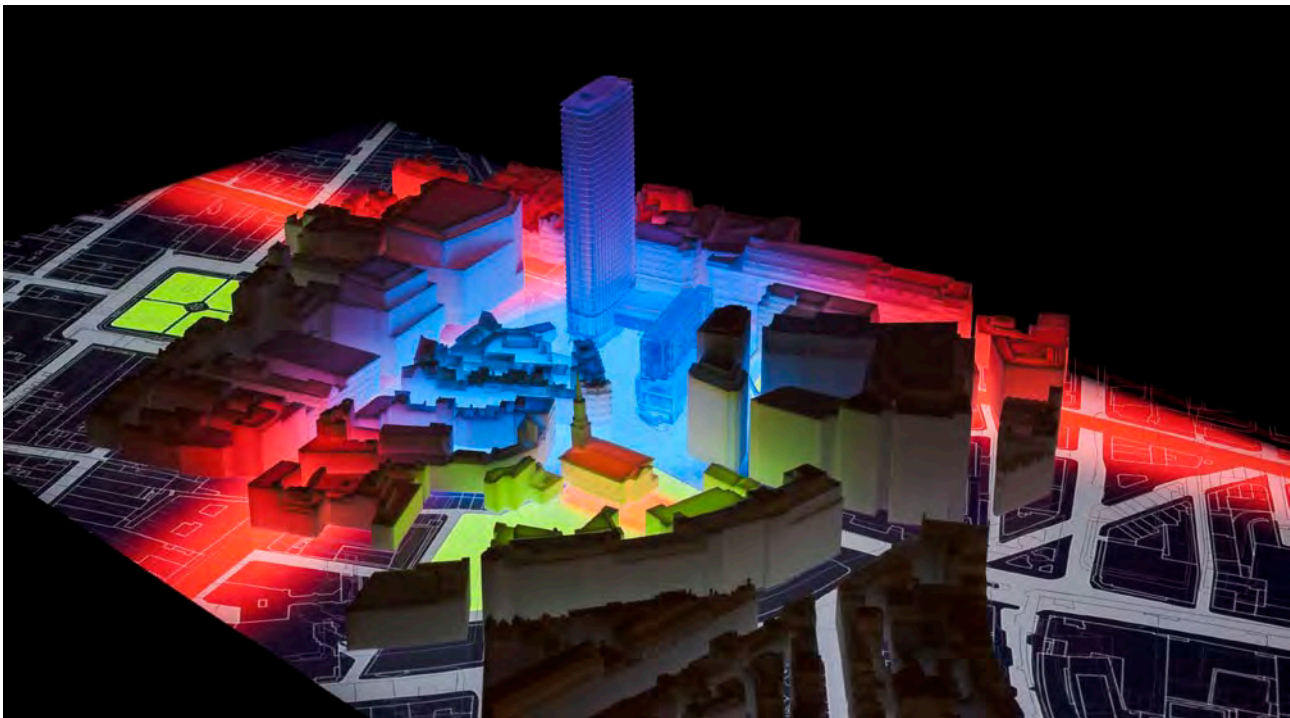
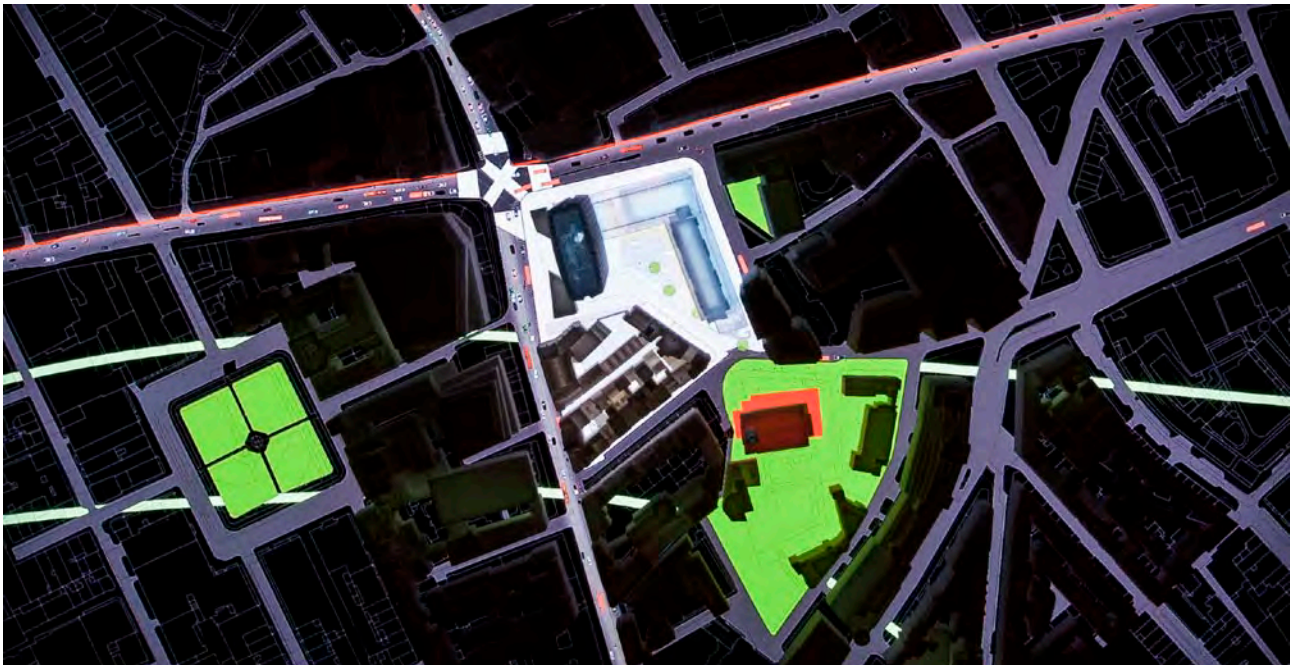


CABA presentaion boards

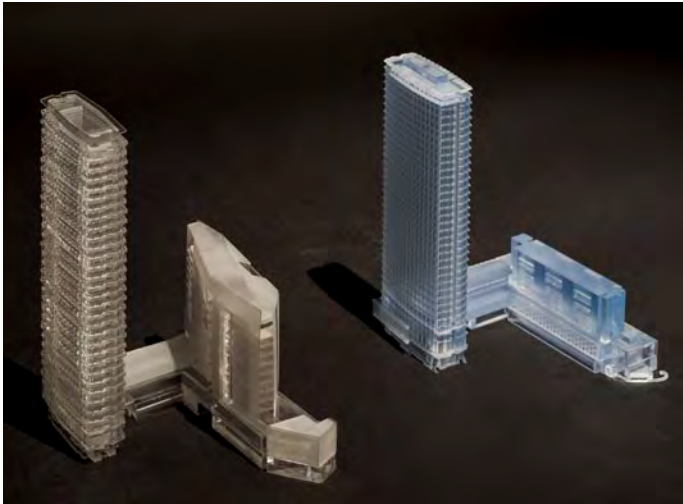
STAGE 6 - PLANNING DETERMINATION PERIOD

Planning Application Submission
30.05.2012

Planning Application Refused at Committee
20.09.2012



Model photos of final proposals - May 2012



Initial proposal --> Final proposal

The planning application was submitted to the London Borough of Camden on the 30th of May 2012. It was refused at Development Control Committee on 20th September 2012.

The reasons for refusal were:

1. Incomplete transport modelling of proposed changes to traffic flows as part of the proposed square. TfL had not completed the traffic modelling at the point of determining the application and were unable to support the pedestrianisation of upper St Giles High Street.
2. Lack of affordable housing provided on site
3. Car Parking provision
4. Lack of Viewing Gallery at the top of the tower
5. Changes to the Listed Building

STAGE 7 - REVISED PROPOSALS

Almacantar purchase the lease to the Intrepid Fox public house November 2012

Design Workshop 1 with Camden 15.11.2012

Camden planning meeting 19.12.2012

Meeting with 20th Century Society 22.01.2013

REVISED PROPOSALS

Stage 7

Subsequently the design has been revised in order to address the reasons for refusal. Principally by:

- 1. Separating the public realm proposal and glass infill below Centre Point bridge link into a separate second application. This will be submitted at a later point when the traffic modelling has been completed and consulted by TfL and LBC, with the intention of completing the combined applications as one construction works
- 2. Further to initial discussions with LB Camden on a suitable location for providing on-site affordable housing the applicant purchased the leasehold to the public house site, having already owned the freehold. The schemes have been developed to incorporate the redevelopment of this site for on-site affordable housing.
- 3. The proposals retain fewer existing parking spaces, with increased cycle provision.
- 4. The Applicant has completed a comprehensive set of detailed design and economic studies with a specialist consultant to test how public access could be incorporated in a range of sizes and configurations in discussion with LB Camden Officers. The addition would adversely affect the viability of the overall scheme, and could only be included at the cost of other public benefits such as affordable housing. Given real concerns about the long-term viability of any business model within that location, the viewing gallery is not included within proposals.
- 5. Further design and detail has been provided around the changes to the Listed Building. The proposals remain a conservation-led approach.

CURRENT APPLICATIONS : CHANGES

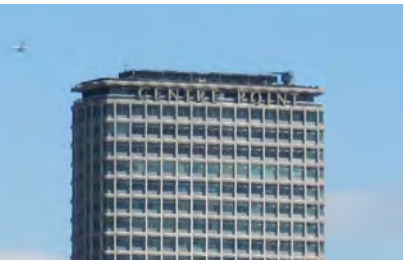
- 1. TWO application strategy for buildings and public realm



- 2. provision of on site affordable housing



- 3. viability study on publicly accessible uses to top of tower



- 4. revised car parking provision



- 5. review of changes to the listed building



NORTH DUCT REMOVED



Existing north stair which will remain glazed



Previous proposal of duct blocking the glass stair tower
Splayed composition from angle of columns

DESIGN EVOLUTION OF PROPOSALS FOR THE PUB SITE AND AFFORDABLE HOUSING

The pub is of limited historic significance to the listed building and the most minor of elements within the overall composition. Built as a structurally separate block at the southern end of Centre Point House orientated away from the other buildings, it is in poor condition and in its current form detrimental to the streetscape and public realm. The site offers substantial opportunity for public benefit - both to improve the activity and safety at this corner, to create new public space that improves the setting of St Giles Church and in addition to provide affordable housing in a Central London location.

The design team analysed the refurbishment opportunity within the existing envelope. This was limited, offering one or two units, and unable to meet modern policy or residential standards and is therefore not a scheme that would proceed.

Feasibility stage designs suggested the redevelopment of this site offered substantially greater public benefit in townscape and function, that would outweigh any loss of listed building fabric. A new building would potentially provide a range of residential units to modern standards combined with retail space to activate the corner site and could be built to a similar height to the adjacent Centre Point House.

In addition it was recognised a new build element to the Centre Point complex could substantially improve the services strategy, by allowing retail and CHP ventilation ducts to be relocated from the north side of Centre Point House into the new addition. This would eliminate the new services riser that has previously had covered and modified the appearance of the glass staircase on the northern side of Centre Point House. This change eliminated a number of small but complex changes to the existing listed building and concentrated all the major external additions to the composition in one new element, establishing a much clearer diagram of conserved and new fabric.

Due to the restrictions on available footprint, the Design Team developed an option that attached the new building to the adjoining existing Centre Point House Core in an attempt to save floor area. This proved unfeasible for a range of technical problems:

Substantial changes would be required to the existing Centre Point House staircase, lifts and structural core. The current lifts and staircase only provide access to alternate floors on Centre Point House, where communal corridors give access to maisonettes. The shafts and lifts would need modification to provide access to all floors and a lift overrun added on top.

On alternate floors where there is no connection the existing communal laundry room within Centre Point House would need to be relocated into the new building - reducing any space saved by sharing a core.

A number of studies looked at the implications of matching floor heights between the new and old buildings to provide access from the existing core. Centre Point House has very low floor to floor heights and is built from a highly restricted structural system and maisonette construction. The new building cannot meet modern sustainable standards and building regulations when matching these constraints and is unlikely to meet basic functional standards. To provide a ramped access to differing floor heights in the new building from the old core would eliminate any space saving from not providing a separate core from the outset.

Sharing the existing private residential core with affordable housing would introduce significant constraints on the tenure, entrance, management arrangements and service ducts.

Connecting the new building to the existing Listed building may trigger a range of required building improvements that would be detrimental to the existing fabric.

STAGE 7

Development
Committee Briefing
18.02.2013

Control
Members

CABE design review
20.02.2013

Camden planning meeting
26.02.2013

Camden planning meeting
07.03.2013

REVISED PROPOSALS

DESIGN EVOLUTION OF PROPOSALS FOR THE PUB SITE



Chronological progression of massing models from top left to bottom right for the Affordable Housing



Development model

For a new building on the Pub site, the Design Team developed a massing that provided 18 units over 9 residential storeys, with Retail use at ground floor and basement. This offered the most efficient possible use of the new building and maximised the affordable housing offer in accordance with Camden policy. This proposal was examined with LB Camden who raised concerns about the overall townscape effect and impact on the setting of St Giles Church.

Using a series of studies in 3D the townscape parameters and a range of five intermediate proposals were investigated with both physical and virtual CAD models. By developing a range of footprint sizes that varied by around 1m difference between each footprint iteration the design team and LB Camden were able to assess the effect of the proposal from seven key areas and around 20 views:

- A. Setting and presence on corner towards St Giles in the Feilds Church
- B. Views down Denmark Street
- C. Denmark Street, opening to St Giles
- D. St Giles High Street
- E. View from Central St Giles
- F. Views from the new square
- G. Views along Earnshaw Street

This helped establish which views were of material significance to the different proposals, and further define what characteristics were important to preserve.

Based on this intensive study of townscape, the Proposals were revised for a massing that provided 14-16 affordable units and would meet the townscape criteria established with LB Camden. This reduced the previous forward extent of the building, and improved its relationship to Centre Point House. The Design Team were conscious that the proposed footprint should be sufficient to accommodate two whole units per typical floorplate in order to ensure that the maximum reasonable benefit could be achieved and provide flexibility over the mix of units; whilst adhering to the townscape criteria developed with LB Camden. Some of the LB Camden officers raised concerns around some aspects of the building's form and suggested the Design Team explore further reductions to the floor area:

- Straightening the upper facade along Earnshaw Street
- Cutting a 'notch' out of the facade along St Giles High Street to reduce the triangular form in plan

The Design Team tested the implications of these changes to the proposals. Analysis of the effect on these in 3D suggested the changes made marginal differences in appearance whilst significantly decreasing the floor area by around 40% on a typical floor. This would reduce a typical floor from 1 bed and a 2 bed to only a 1 bed per floor; and a total of 16 units down to 8-9 units.

The Applicant and Team believe that both these proposals, larger and smaller are well designed and enhance the setting and appearance of the listed building.

However, the initial amendments suggested by LB Camden had a significant impact on the number and mix of the units, simply due to the degree of constraint the footprint is already under.

Subsequently, it was therefore agreed with Camden there was little benefit in a reduced floorplate of this form, and a revised version of the 16 unit option as an alternative was agreed instead. This becomes a slightly reduced floorplate and the introduction of maisonette units reduced the capacity from 16 to 13 units.

As a result it was decided to advance both proposals as alternate applications:

Application 1A - 13 units, triangular plan form

Application 1B - 16 units, triangular plan form and slightly larger massing on Earnshaw Street

On the basis that the consultant team still consider that 16 units can be provided, these two applications are being advanced to offer the maximum choice to Camden.