

P9904/31R1



The purpose of this document is to present to the London Borough of Camden a systematic description of the proposed south elevation of Procter House. This is the main facade which faces High Holborn. This document is intended as supplementary information to the Planning Application submitted by Harper Mackay Ltd on behalf of Bee Bee Development. The document contents are summarised as follows:

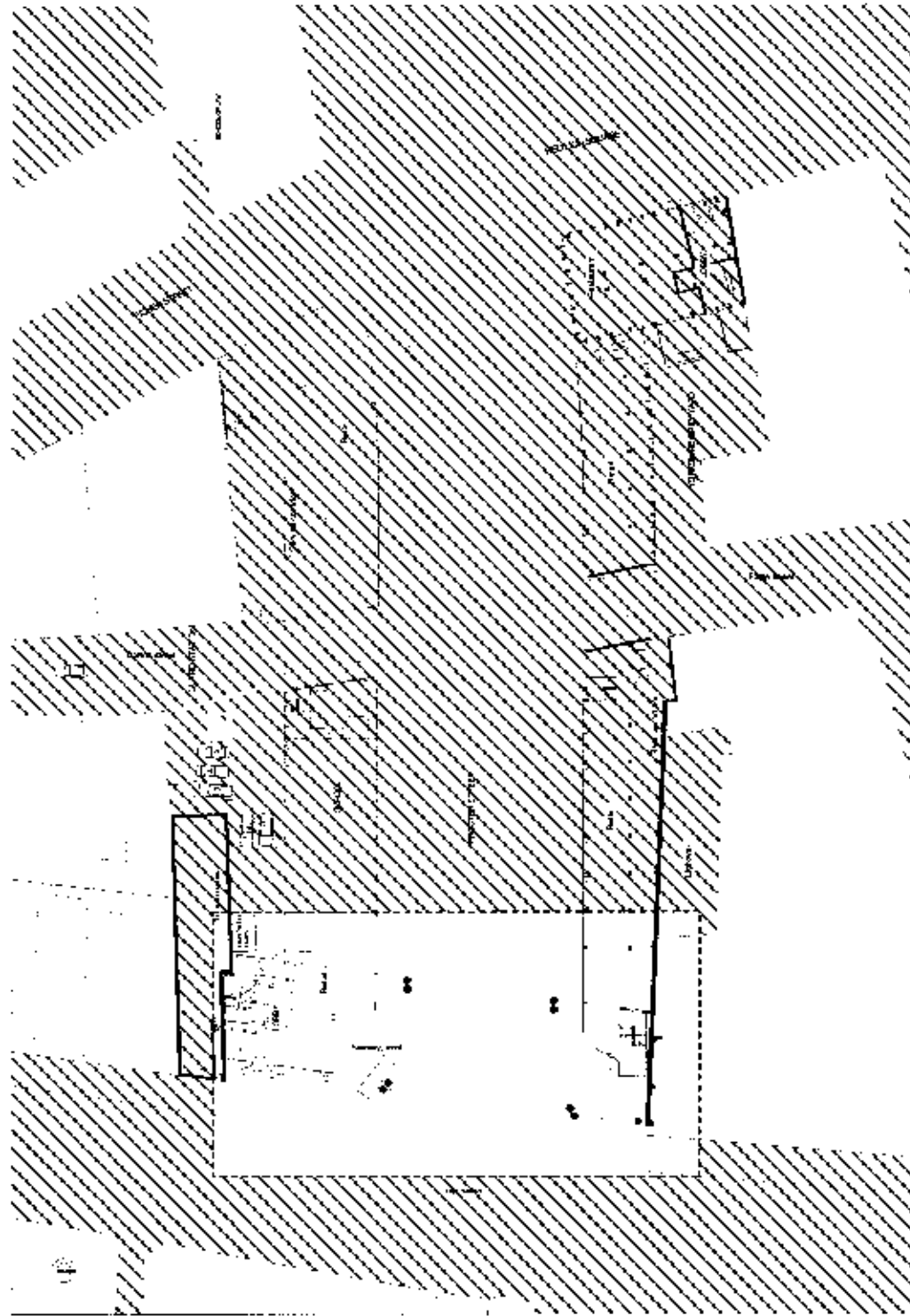
1. A global view of the urban design decisions taken which affect the composition of the High Holborn facade of Procter House.
2. A more detailed explanation of the design concept.
4. Examples of some contemporary buildings which employ design principles that are conceptually similar to those we seek to employ with Procter House.

In short, the architectural and urban design principles which have led to the development of the High Holborn elevation of Procter House, may be summed up in the following manner.

1. The over clad glass facade functions to diminish energy consumption and reduce the effects of noise and air pollution for the building's inhabitants.
2. Given this formative decision, we then sought to compose a facade which sits comfortably within its context. This is achieved firstly, by establishing discrete, repetitive rows of expressed curtain wall mullions, whose vertical rhythms are similar to those of the adjoining buildings.
3. To further diminish the scale of the facade, the existing structure behind the over cladding is expressed. The horizontal upstand beams will be clad in timber whilst the vertical columns will be treated so that they essentially disappear.
5. We believe that the ensuing effect of vertical emphasis of the exterior skin over laying the horizontal timber banding will provide an interesting and textured facade.
6. The street level has been physically and materially restructured so as to simplify pedestrian movement and the sense of security under Procter House.

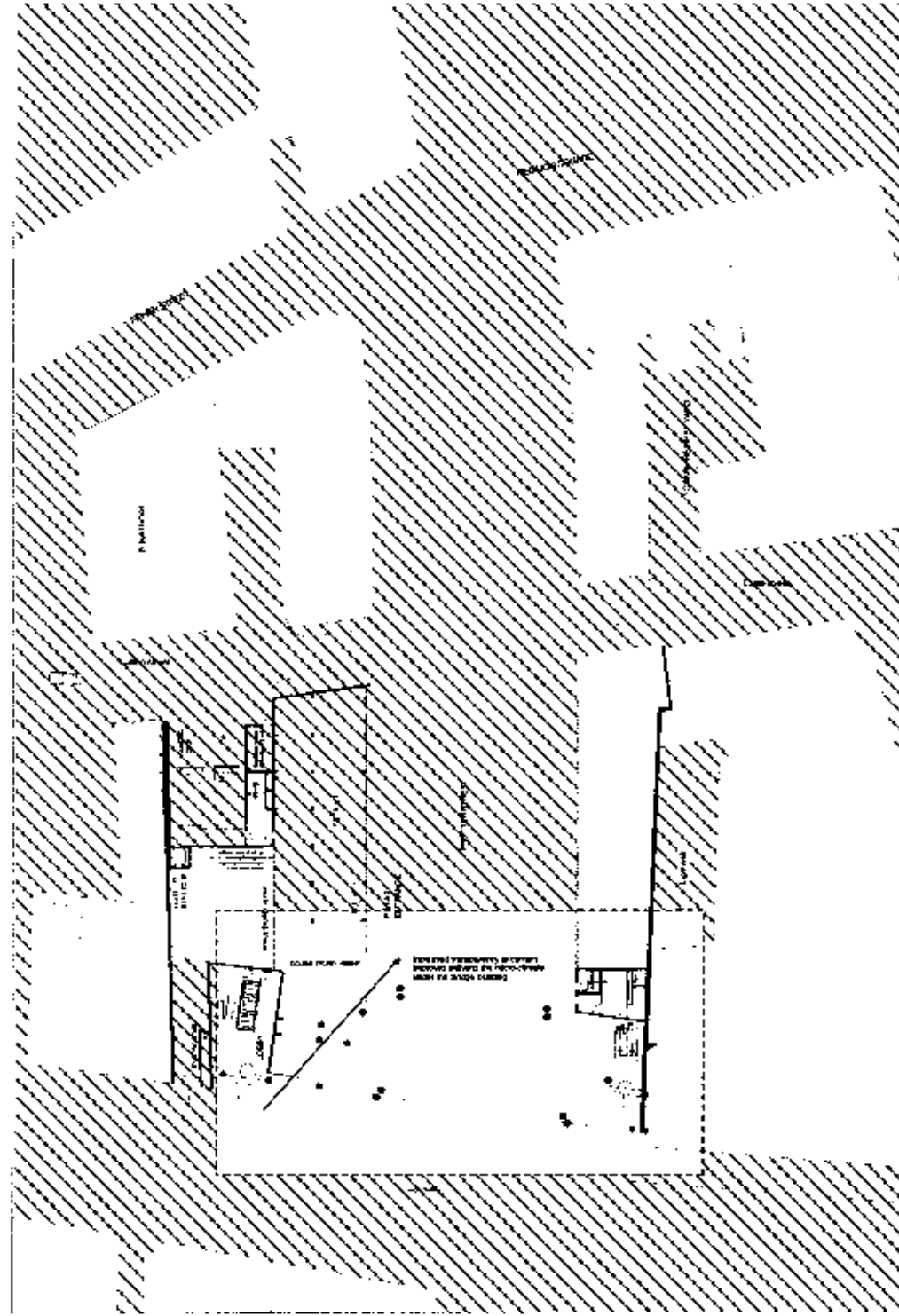
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STREET LEVEL: EXISTING



The existing irregular street level profile, exterior columns and protruding subway currently compromise pedestrian safety.

STREET LEVEL: PROPOSED



The proposed increased transparency between lobby and street as well as the simplified geometry echoing the pavement profile, will improve pedestrian security. The double height structurally glazed wall of the corner retail space opens the corner up to light. Its sculpted surface provides additional interest and scale at the pedestrian level.

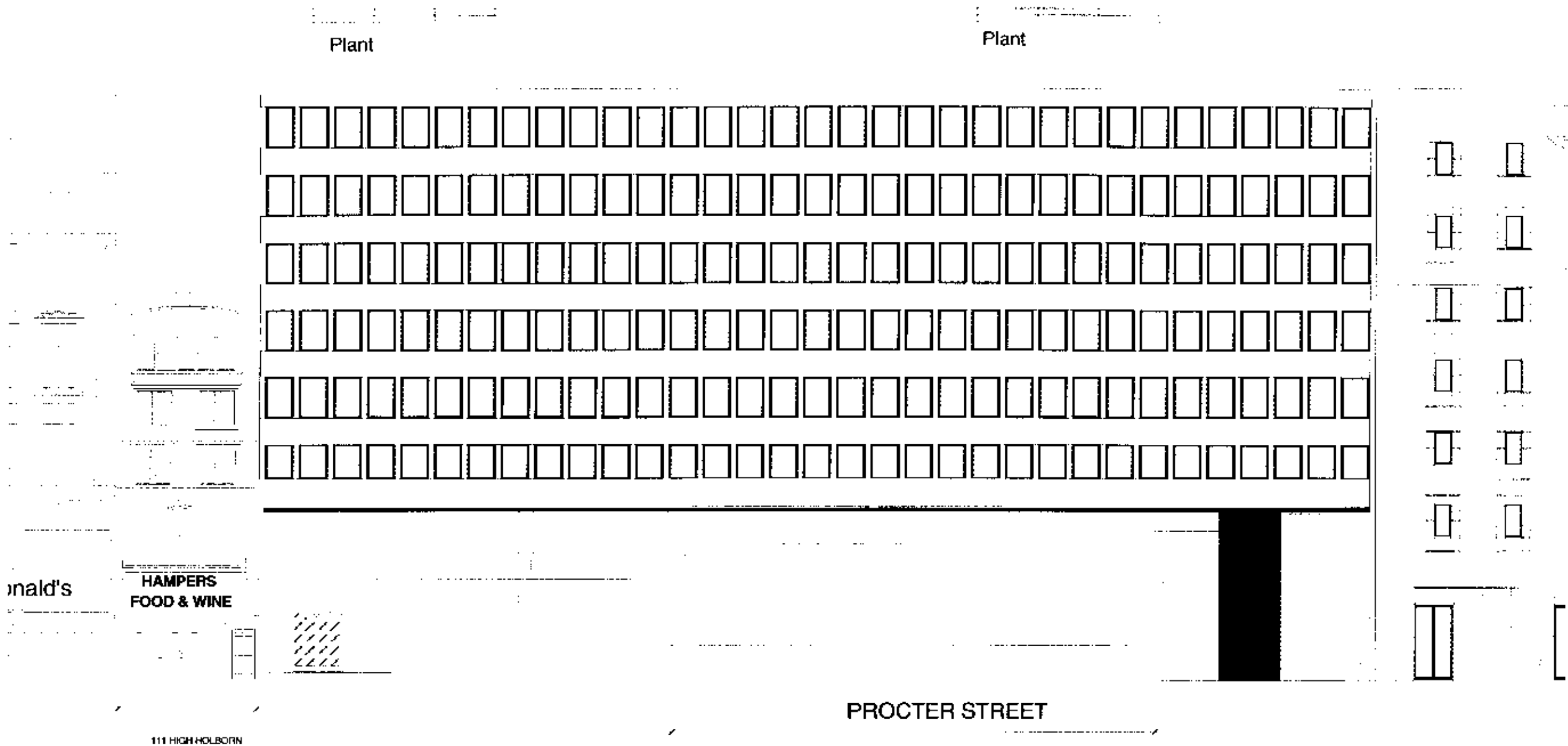
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S T R E E T

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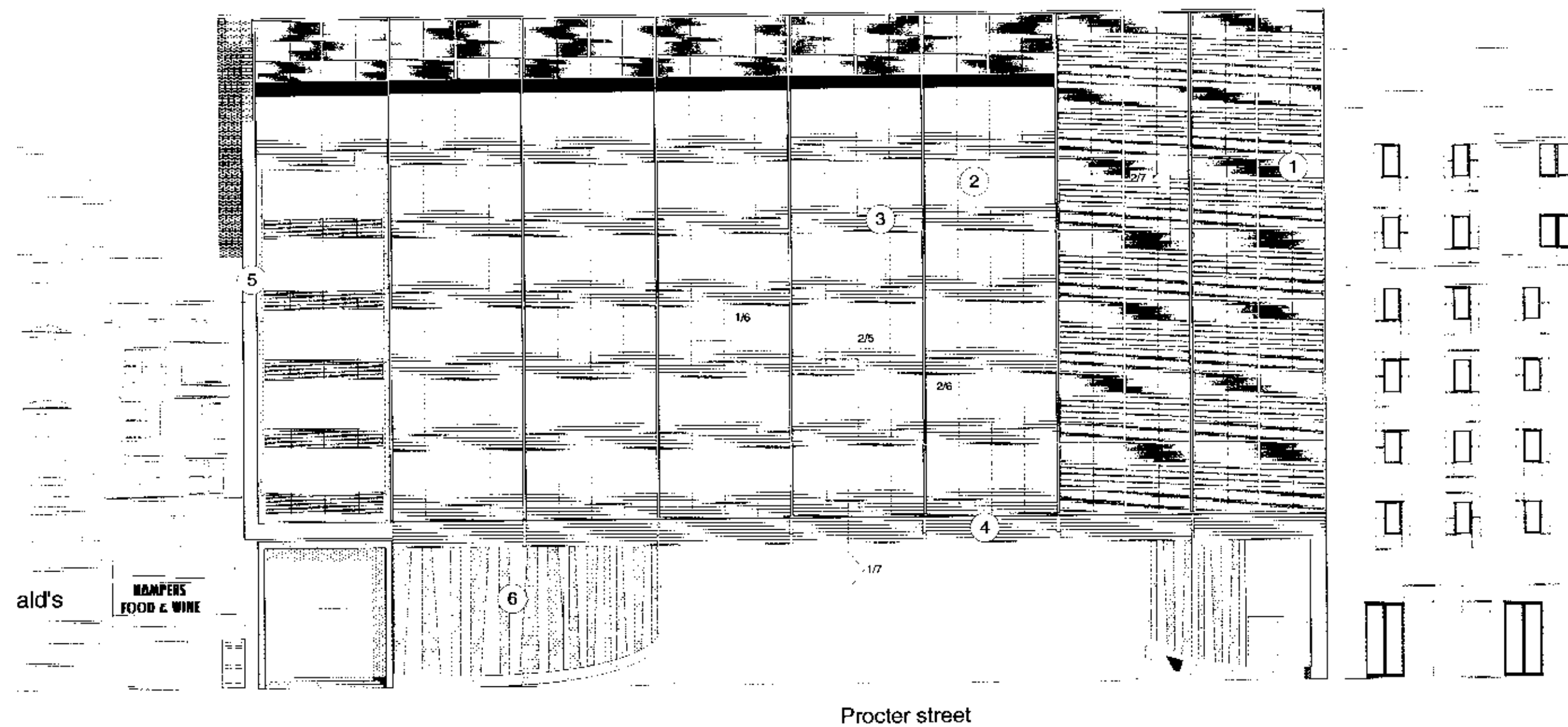
100 - 111 HIGH HOLBOHN

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EXISTING SOUTH ELEVATION

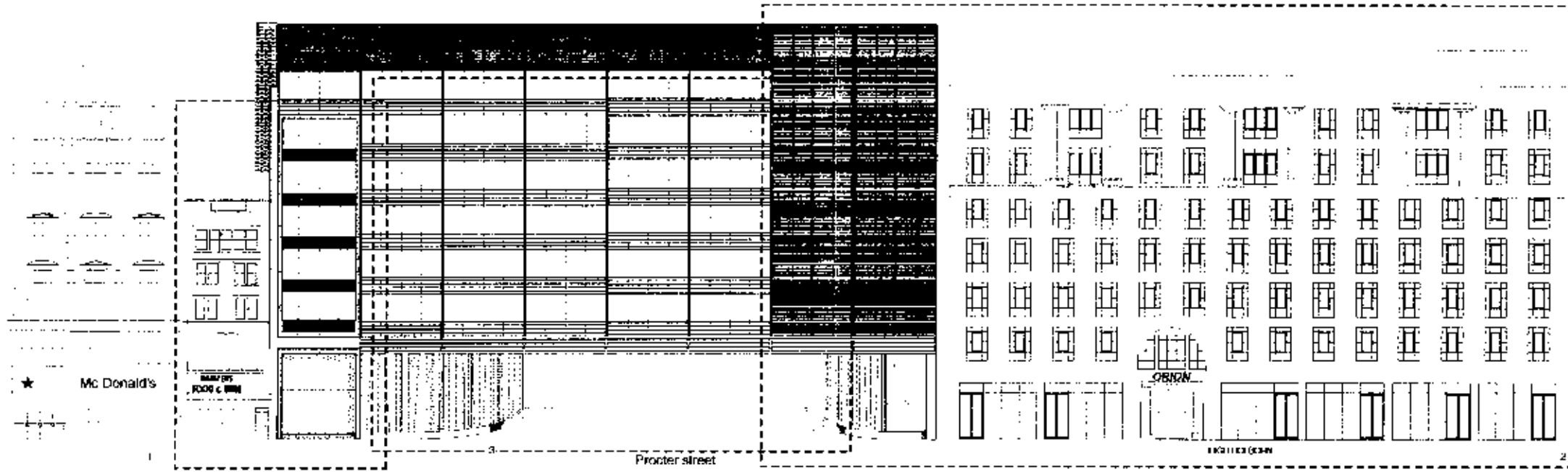
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PROPOSED SOUTH FACADE

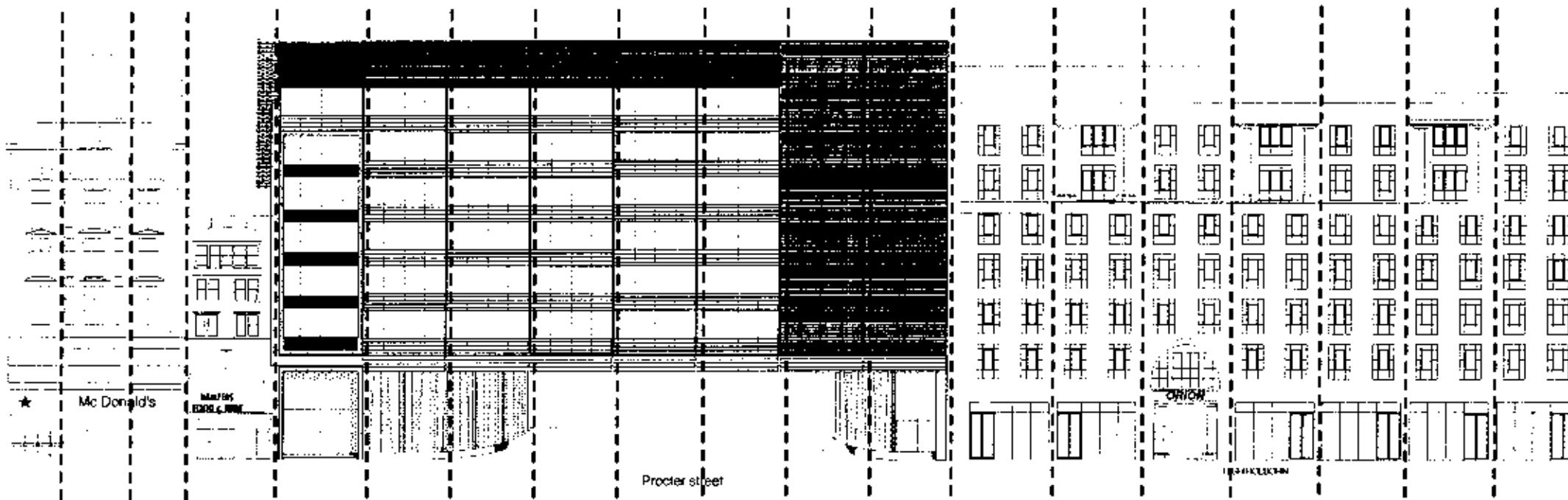
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- ① LOUVRES
- ② OVER-CLAD CURTAIN WALLING
- ③ OVER-CLAD TIMBER CLADDING
- ④ TIMBER CLADDING
- ⑤ CONCRETE FRAME
- ⑥ FACETED STORE FRONT GLAZING



SCALE:
 100-111 High Holborn is bounded to the east and west by buildings of slightly different scale to which the building responds sympathetically. To the west are the smaller scaled buildings both vertically and in terms of their street frontage. To the east on the other hand is the larger Orion Hotel building.

- 1) The treatment of the entrance, which is articulated by the concrete frame responds directly to the scale of its neighbours.
- 2) While the east side is treated with a monolithic, full building height glazed glass system.
- 3) The third element of scale is in the bridging over one of central London's busy road intersections. The center portion of the facade is treated in a regularized grid of repeating elements of over-clad timber and clear glazing. The underside of the building is also clad in timber for both the acoustic properties it offers, as well as the human and tactile quality which timber imparts.



RHYTHM.
 The facades along High Holborn have a distinct vertical emphasis. The proposed facade mimics the vertical rhythms by the thickened and protruding curtain wall elements. (See details 2/6)

PROPOSED SOUTH FACADE MORPHOLOGY

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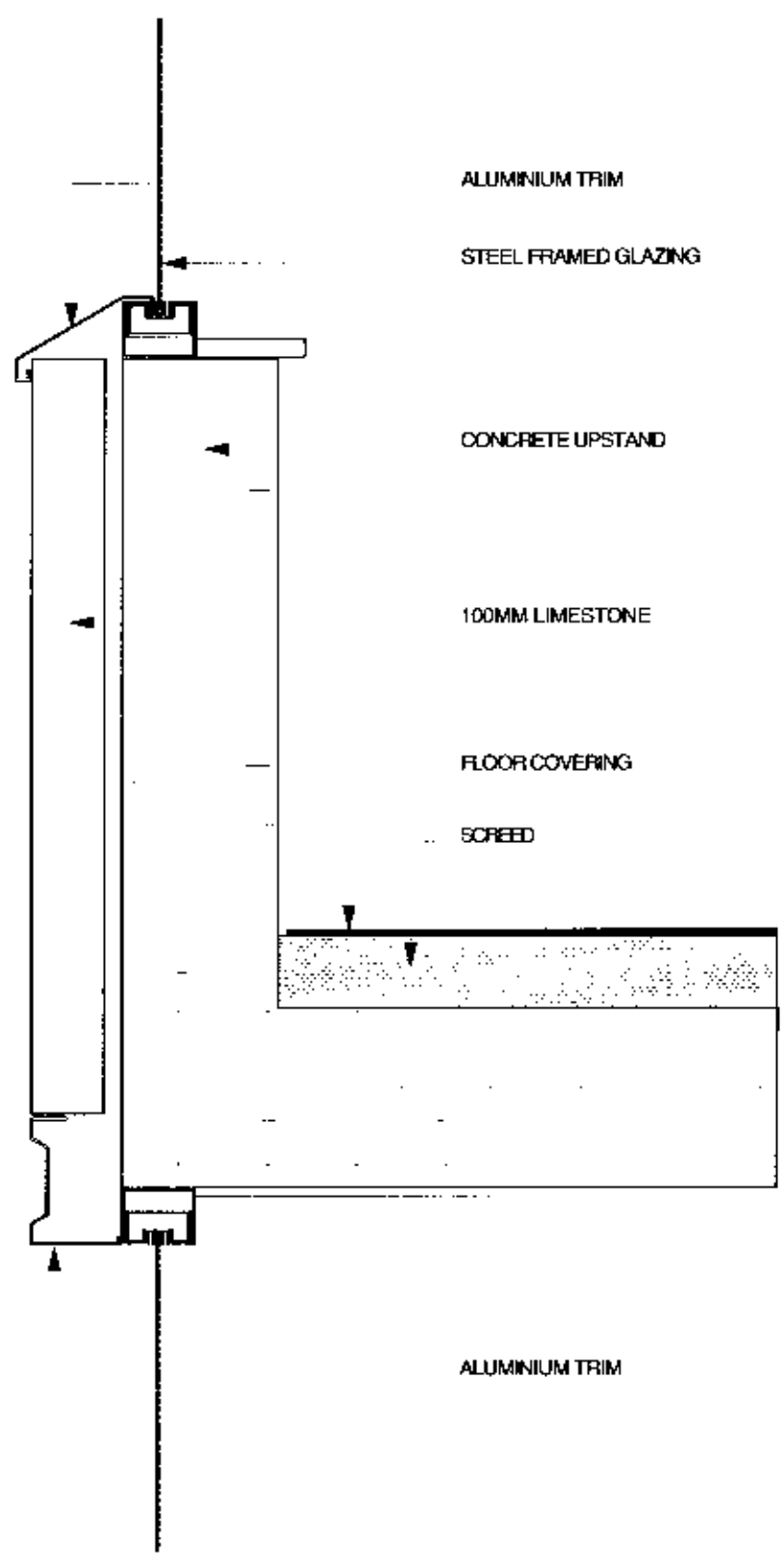
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ALUMINIUM TRIM

STEEL FRAMED GLAZING

CONCRETE UPSTAND

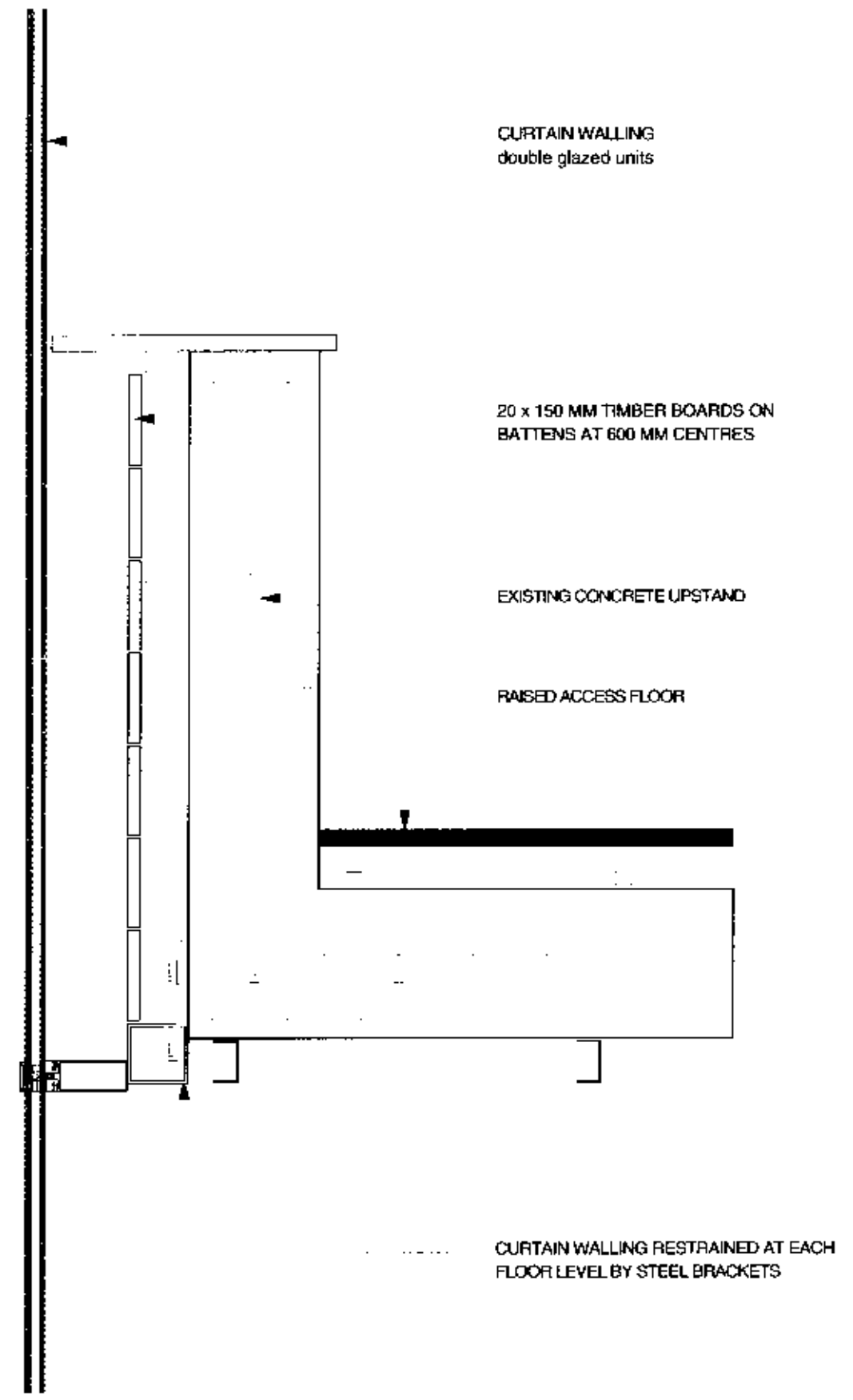
100MM LIMESTONE

FLOOR COVERING

SCREED

ALUMINIUM TRIM

1 EXISTING FACADE DETAIL
SCALE 1:10



CURTAIN WALLING
double glazed units

20 x 150 MM TIMBER BOARDS ON
BATTENS AT 600 MM CENTRES

EXISTING CONCRETE UPSTAND

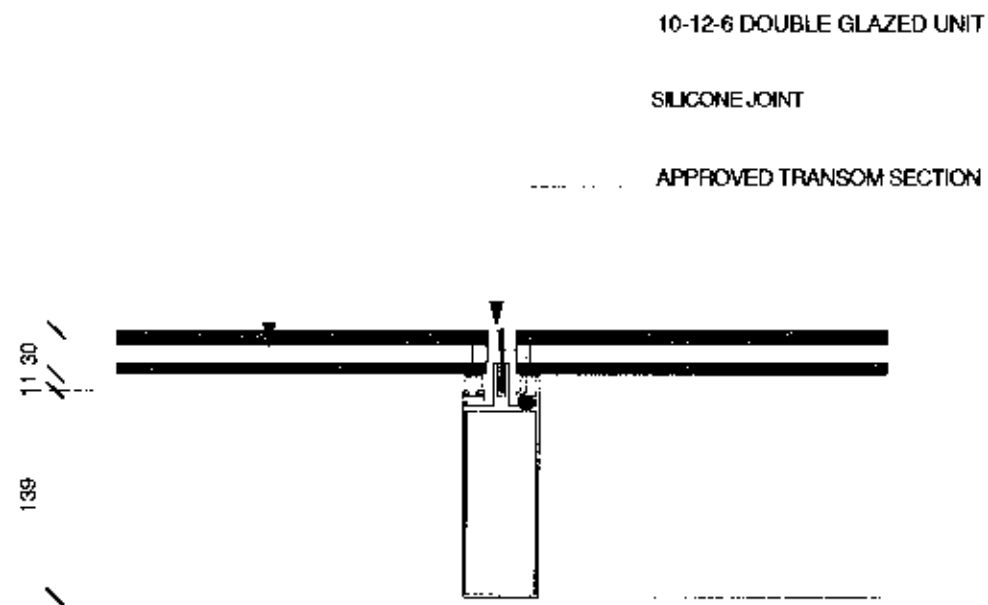
RAISED ACCESS FLOOR

CURTAIN WALLING RESTRAINED AT EACH
FLOOR LEVEL BY STEEL BRACKETS

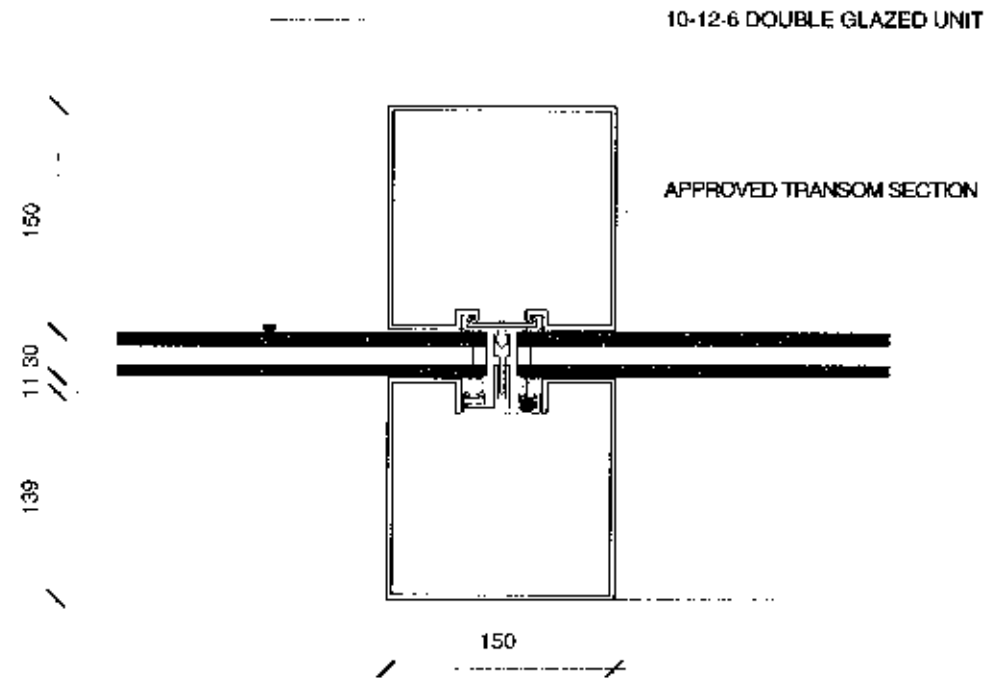
2 PROPOSED FACADE DETAIL
SCALE 1:10

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5 FACADE DETAILS



1 TYPICAL MULLION (FRAMELESS)
SCALE 1:5



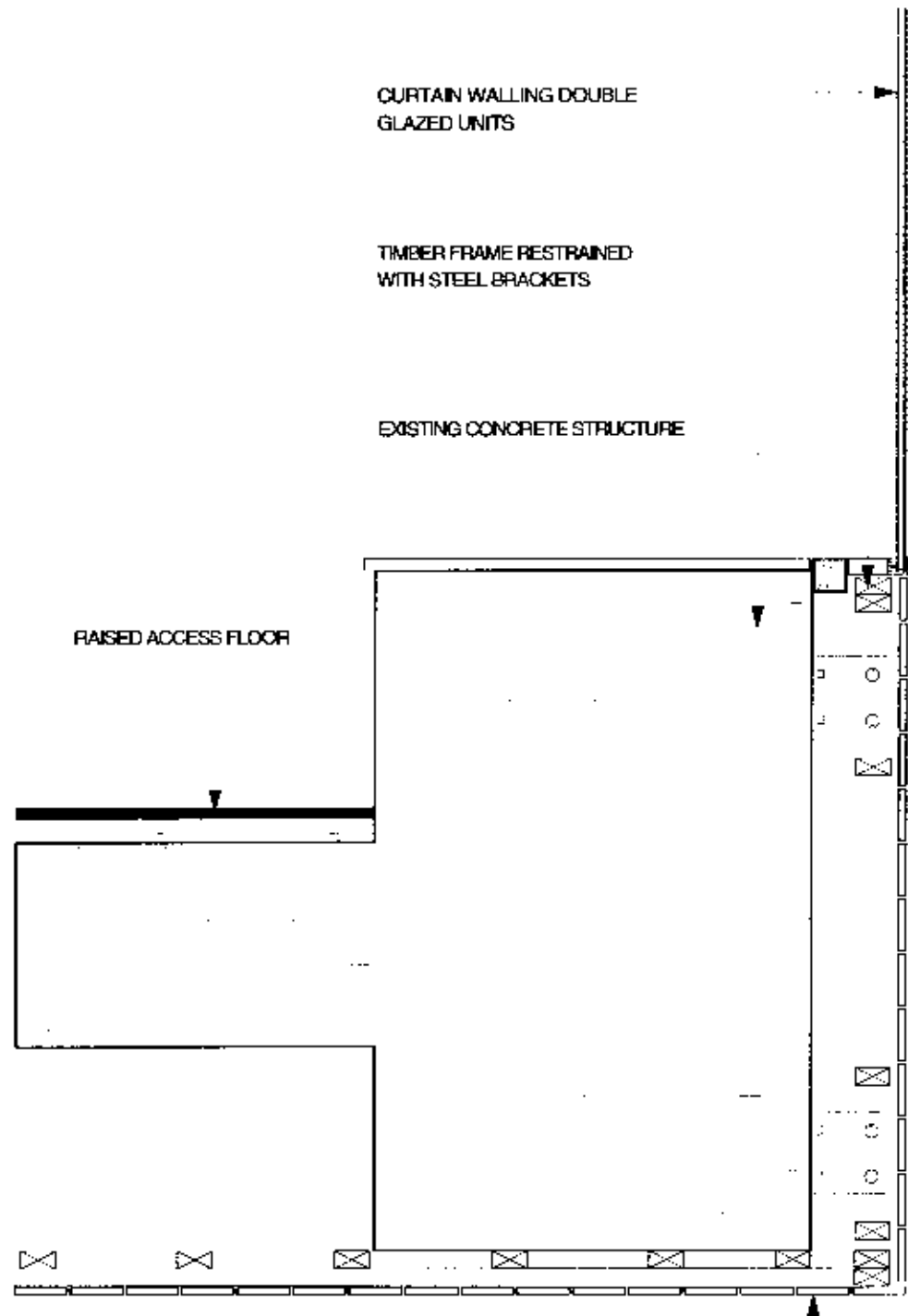
2 TYPICAL MULLION
SCALE 1:5

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6 MULLION DETAILS

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CURTAIN WALLING DOUBLE GLAZED UNITS

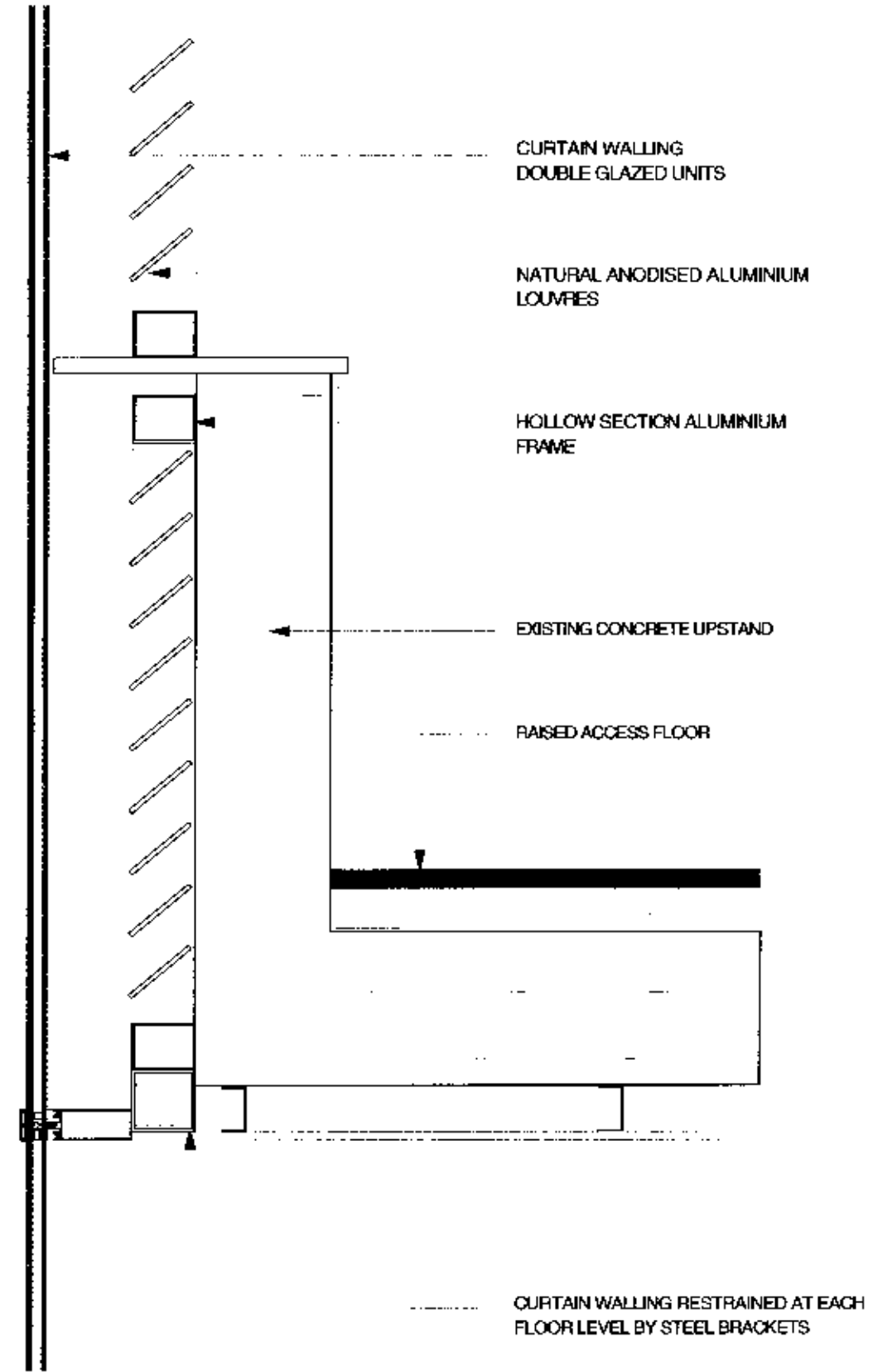
TIMBER FRAME RESTRAINED WITH STEEL BRACKETS

EXISTING CONCRETE STRUCTURE

RAISED ACCESS FLOOR

20 x 150 MM TIMBER BOARDS ON BATTENS AT 600 MM CENTRES

1 PROPOSED BRIDGE FACADE DETAIL
SCALE 1:20



CURTAIN WALLING DOUBLE GLAZED UNITS

NATURAL ANODISED ALUMINIUM LOUVRES

HOLLOW SECTION ALUMINIUM FRAME

EXISTING CONCRETE UPSTAND

RAISED ACCESS FLOOR

CURTAIN WALLING RESTRAINED AT EACH FLOOR LEVEL BY STEEL BRACKETS

2 PROPOSED LOUVRED FACADE DETAIL
SCALE 1:10

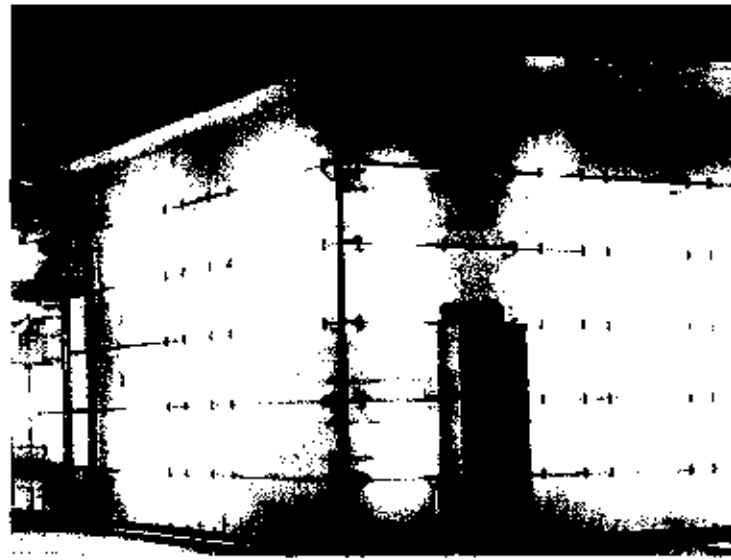
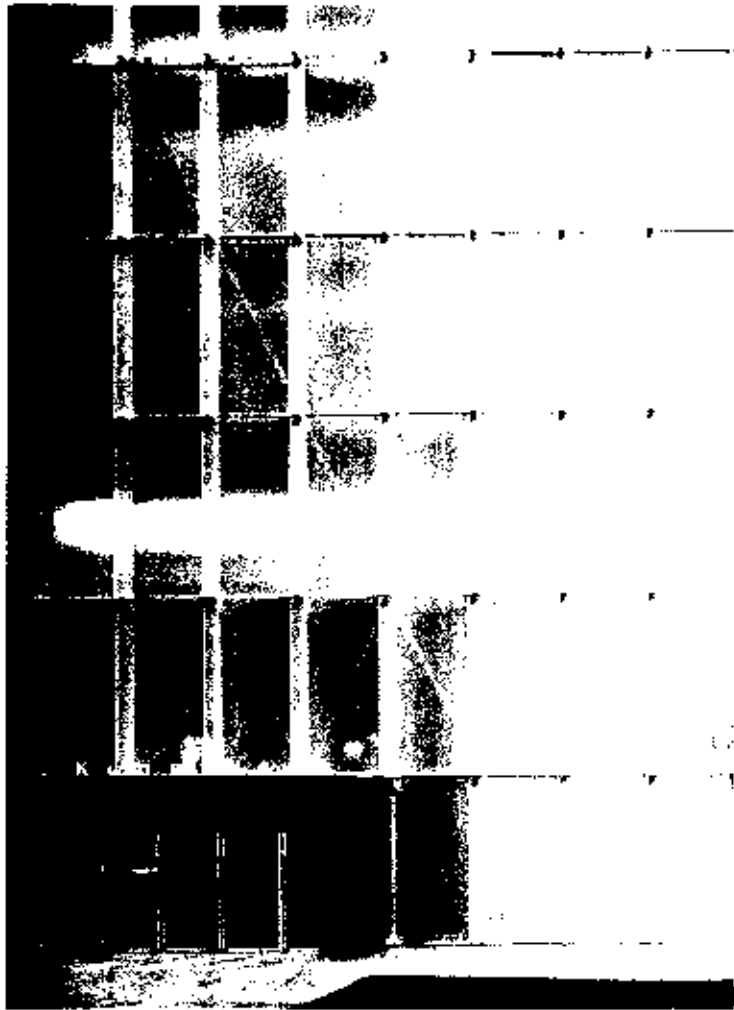
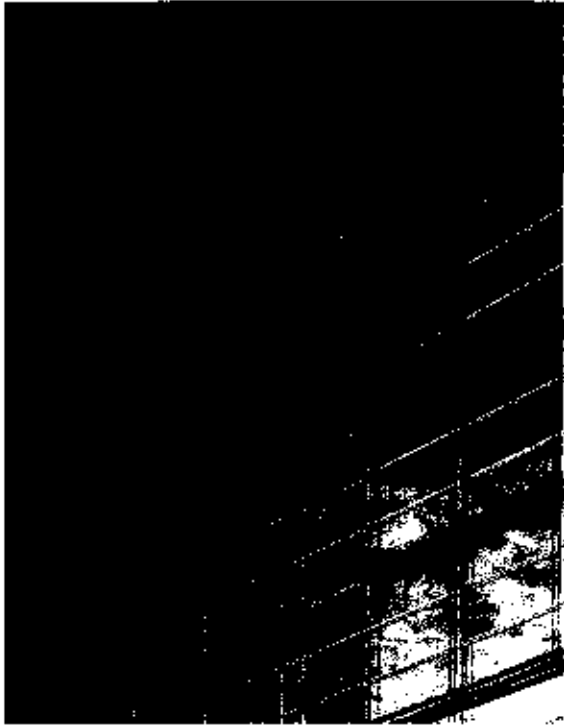
FACADE DETAILS

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100 - 111 HIGH HOLBORN

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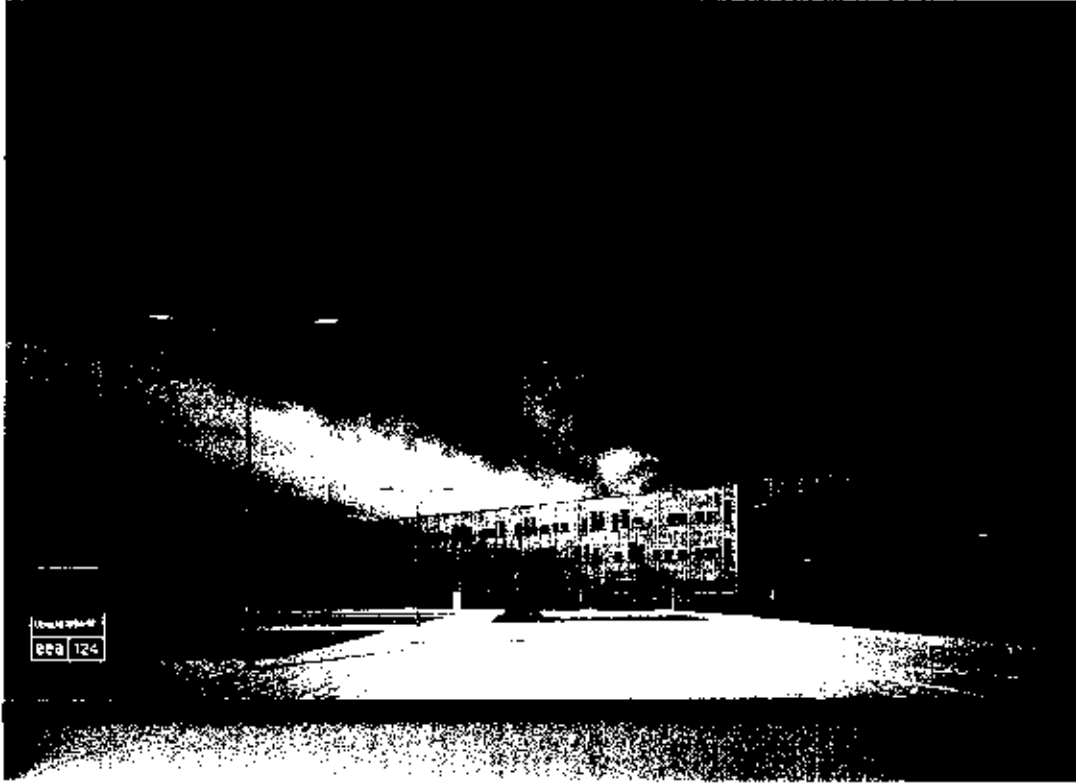


PSYCHOLOGICAL

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