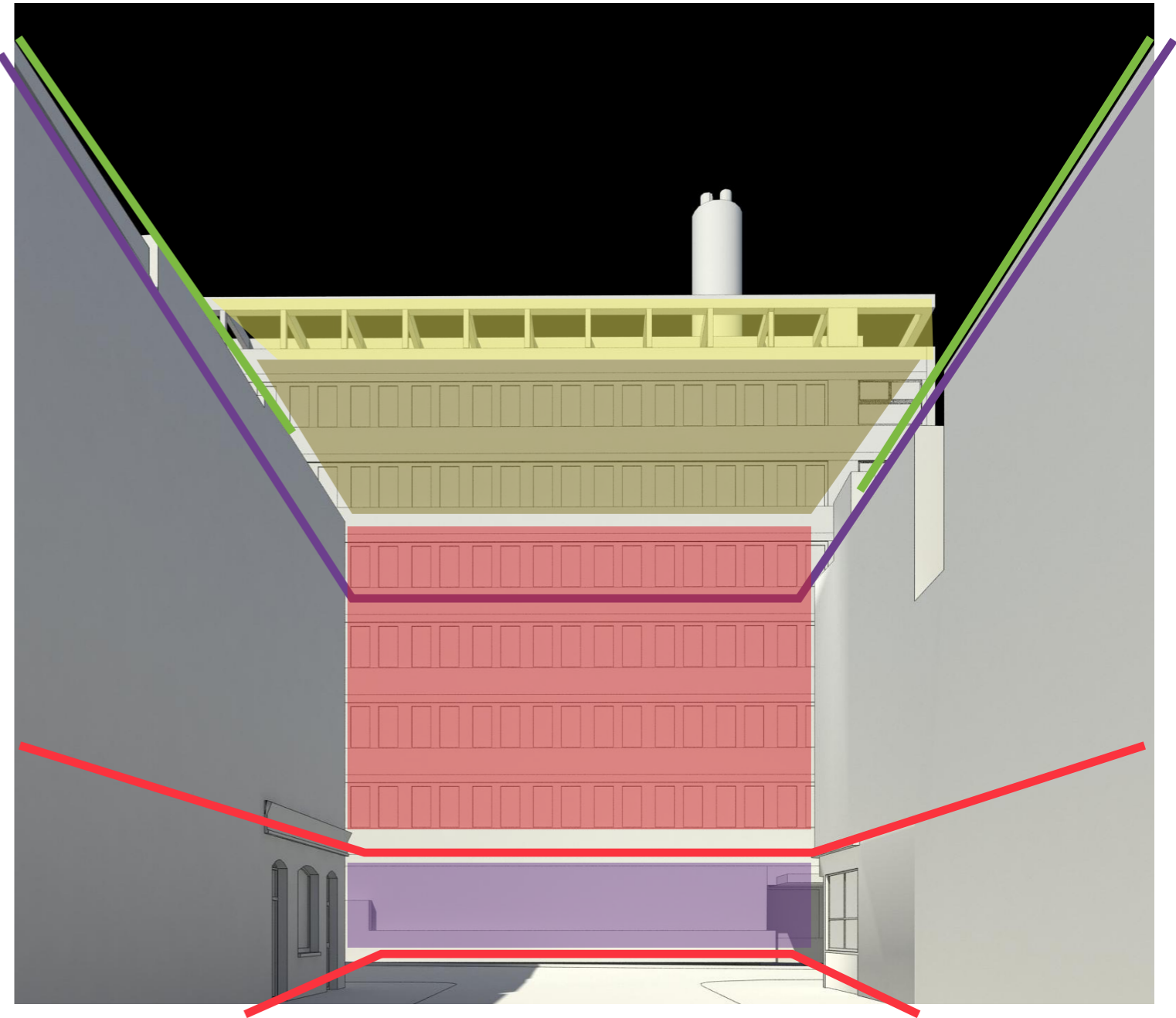


4.0 Design concept & evolution



4.7.1 Massing concepts - Tottenham Street




The massing concept for Arthur Stanley House is as follows:

- Remove the columns from the top level
- Reduce the visual impact of the top level
- West end corner massing reduced and cut back

- | | | | |
|--|---|--|---|
| | Bottom element /
Goadge place / Tottenham street
Ground floor street level interaction zone | | Bottom element - ASH
Plinth level |
| | Middle element
Goadge place / Tottenham Street
Brick strips | | Middle element - ASH
Brick strips - matching |
| | Top element / Tottenham Street
Goadge place Recessed roof | | Top element highest level - ASH
Reduce impact of roof,
Terrace and set back |
| | | | Top element -Lower level - ASH
Reduce impact of roof,
Terrace and set back |

4.0 Design concept & evolution



-  Bottom element /
Tottenham street
Ground floor street level interaction
zone
-  Middle element
Tottenham Street
Brick strips
-  Top element / Tottenham Street
Recessed roof