

SECTION 03.

DESIGN

3. DESIGN
3.1 USE

The existing uses on the site include office and retail. In addition there is a caretaker's flat and squash courts which are ancillary to the office use. The left-hand diagram shows the uses that are currently on the site.

The proposal is to increase the quantum of space on the site from approximately 12,000sqm GIA to a total of approximately 17,500sqm GIA.

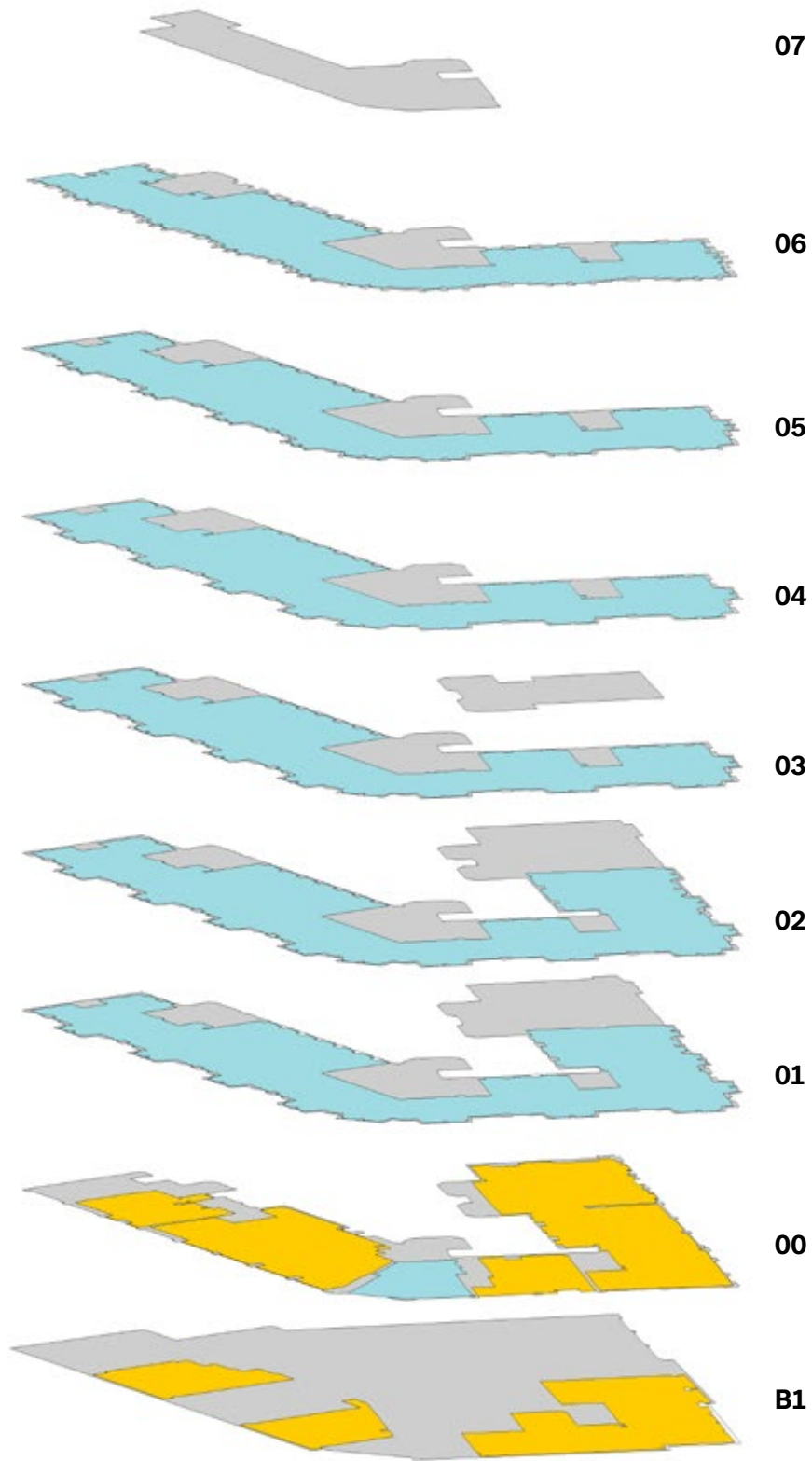
The retail uses on the site will be preserved generally on ground floor and in the basement. The right-hand diagram shows the uses that are currently proposed for the site.

EXISTING BUILDING

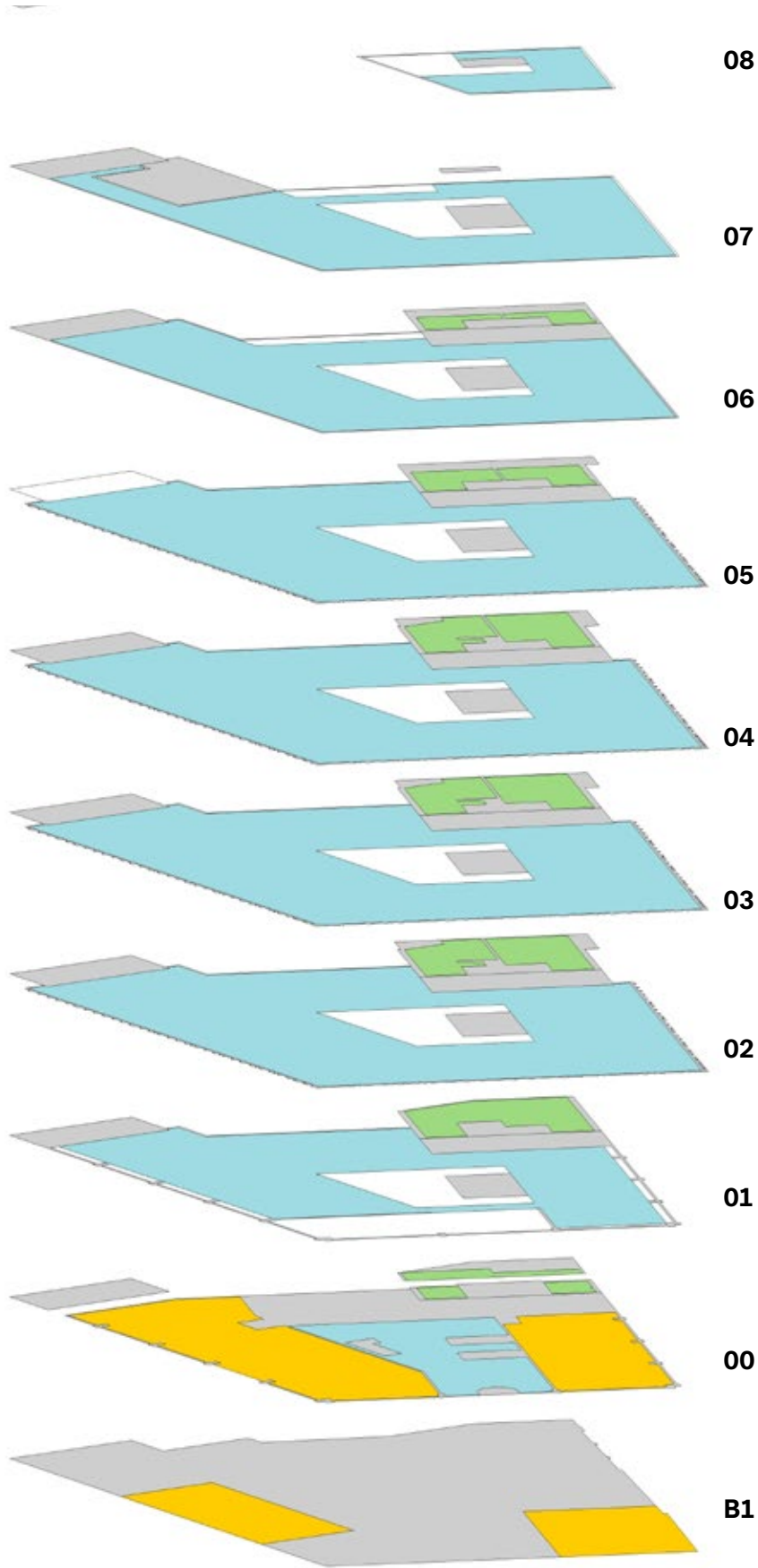
- OFFICE
- RETAIL
- PLANT / SERVICES

PROPOSED SCHEME

- OFFICE
- RETAIL
- RESIDENTIAL
- PLANT / SERVICES



EXISTING BUILDING



PROPOSED

3. DESIGN

3.2 AMOUNT

The following two tables show the existing and proposed area schedules for the building.

The quantum of development is limited by: the St Paul’s heights, rights to light from adjacent buildings and townscape issues. The requirement for office space on the site has been derived from the current requirement for space for the companies within the Dar Group and their anticipated expansion over the coming decade.

The current building was considered as a refurbishment option. However it had insufficient space to accommodate the requirement and the size and configuration of the office floors was considered to be poor. Therefore a new build option has been proposed. This new build option has been developed within the constraints that have been set out above. The total increase in floor area limited by the factors that have been described. That increase in floor area that has been achieved beyond the requirement for offices has been designed for residential accommodation in line with Camden’s policies. However Camden’s policies require that 50% of any uplift in area be devoted to residential accommodation, whereas in this situation, half of that figure has been achieved, this is on account of the quantum of offices that was required.

The existing building has retail accommodation at basement, ground and at first floor level. It is Camden’s policy to retain and promote retail frontage on Holborn. The overall quantum of retail has been reduced and entirely eliminated from first floor level. It has been accepted that additional pressures have been brought to the ground floor in order to meet some of Camden’s other policy objectives. Specifically the introduction of a significant residential presence has meant that a significant amount of space that would otherwise be available for retail has been lost, secondly the public route through the site has reduced the quantum of space available for retail, thirdly the increase in space around the tube station entrance and along the pavement on Brooke Street has significantly the depth of space available for retail.

Existing Areas

	Commercial	Retail	Ancillary	Total		
	GIA	GIA	GIA	NIA	GIA	GEA
7	383	-	-		383	416
6	1036	-	-	823	1036	1129
5	1118	-	-	908	1118	1202
4	1138	-	-	926	1138	1221
3	1313	-	15	924	1328	1419
2	1513	-	117	1224	1630	1742
1	1122	493	15	1269	1630	1744
0	158	1311	15	1312	1484	1616
B1	1359	877	-	1275	2236	2309
TOTAL	9140	2681	162	8661	11983	12798

Areas in Sq.m.
* All areas above include plant and services.

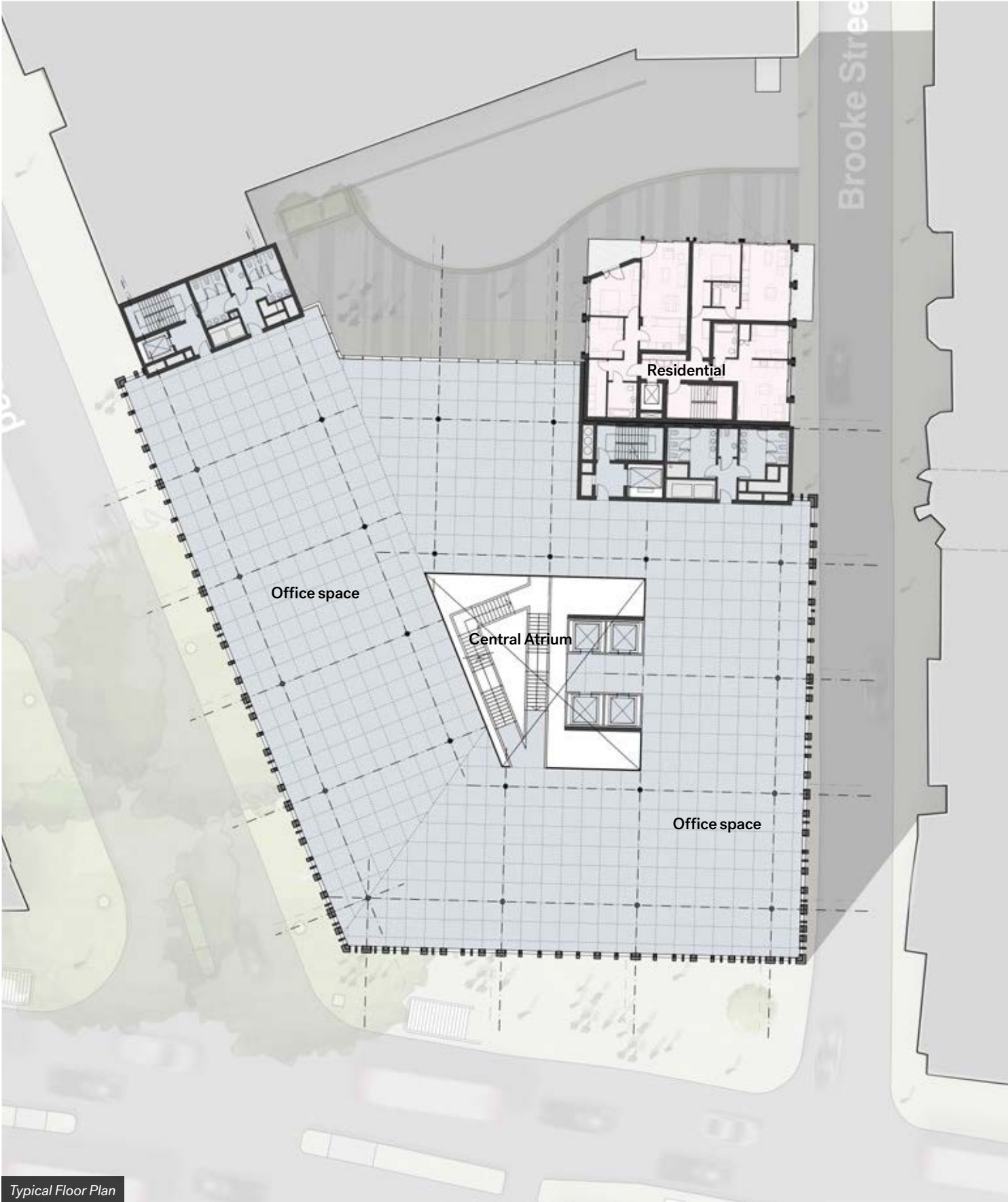
Proposed Scheme

	Commercial			Retail			Residential			Plant	Services		Total		
	NIA	GIA	GEA	NIA	GIA	GEA	NIA	GIA	GEA	GIA	GIA	GEA	NIA	GIA	GEA
8	171	222	295	-	-	-	-	-	-	-	-	-	171	222	295
7	996	1202	1410	-	-	-	-	-	-	156	-	158	996	1358	1568
6	1271	1540	1741	-	-	-	95	120	134	-	-	-	1366	1660	1875
5	1668	1935	2113	-	-	-	128	167	181	-	-	-	1796	2102	2294
4	1668	1938	2113	-	-	-	159	205	220	-	-	-	1827	2143	2333
3	1668	1938	2113	-	-	-	159	205	220	-	-	-	1827	2143	2333
2	1668	1938	2113	-	-	-	159	205	220	-	-	-	1827	2143	2333
1	1128	1393	1836	-	-	-	162	204	216	-	-	-	1290	1597	2053
0	340	587	595	916	942	980	-	101	127	50	212	264	1256	1892	1968
B1	44	267	275	437	446	470	-	18	18	1144	304	1500	481	2179	2263
TOTAL	10622	12960	14604	1353	1388	1450	862	1225	1336	1350	516	1922	12837	17439	19315

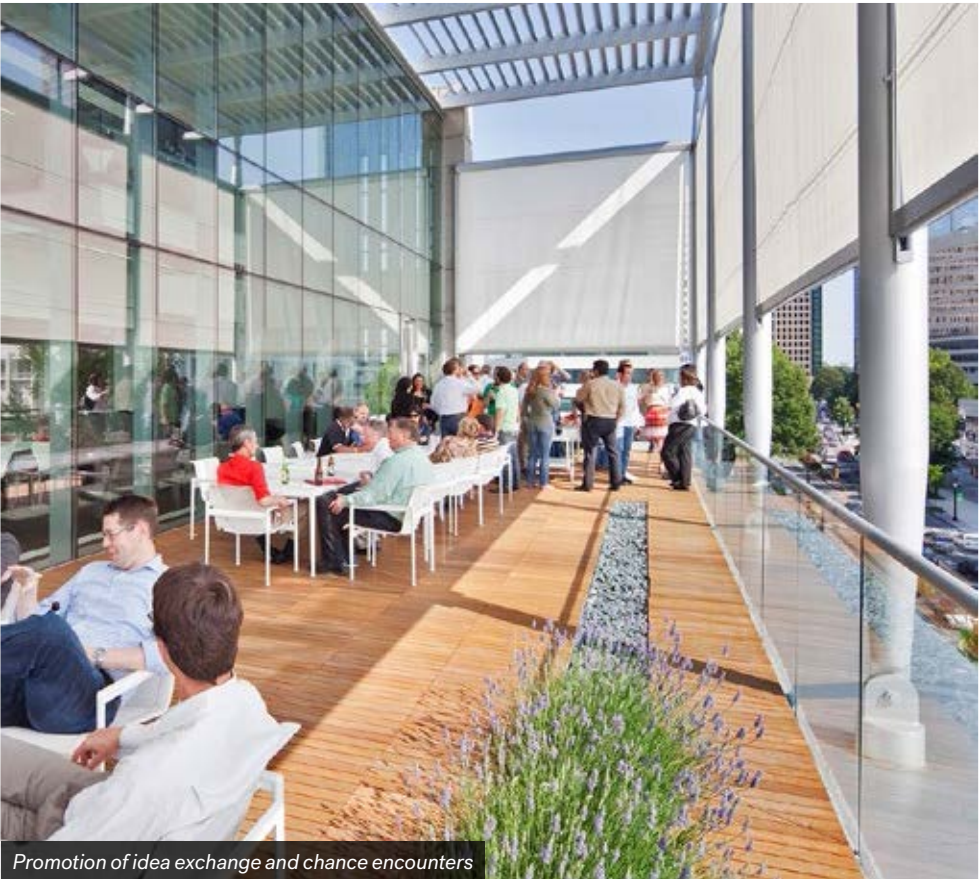
3. DESIGN
3.3 LAYOUT

Office

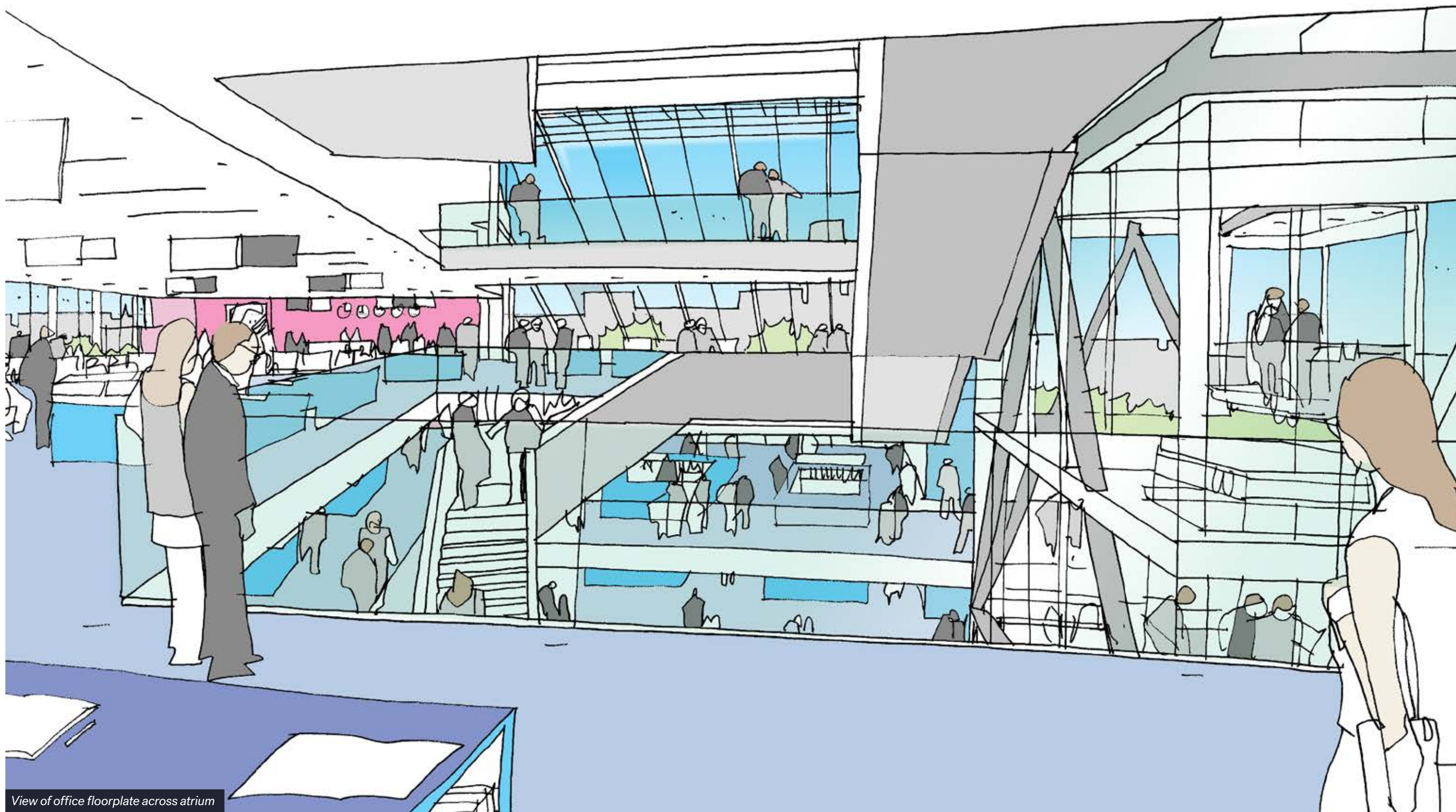
The offices are arranged over eight floors from the first floor to the eighth. The arrangement of the floors is designed to promote interaction and the exchange of ideas between the individuals and companies within the Dar Group. Rather than have a conventional centre core building, we have adopted an offset core solution with an atrium within the 'heart' of the building. The idea of the atrium is that it promotes visual connectivity not only across individual floors but between floors. Given that the main means of vertical communications, lifts and stair are located in the atrium it maximizes the opportunity for chance encounters and meetings that may offer fruitful business developments. The floors are generally constructed from post-tensioned concrete, this allows for an exposed concrete finish and the use of the exposed concrete mass to assist with some of the sustainability objectives that are promoted by this building. The two cores contain the escape stairs, fire-fighting lifts, goods lift, toilets and vertical distribution of services. The floors can be subdivided into two tenancies on each floor.



Concept for open plan office floor space



Promotion of idea exchange and chance encounters



View of office floorplate across atrium

3. DESIGN
3.3 LAYOUT

Office Entrance

The office entrance is on the ground floor. Most of the ground floor frontage is given over to retail accommodation however the office has a presence on Holborn. The office entrance is double height and communicates directly with the atrium that runs through the building. The reception space is connected to one of the retail units and there is a glass partition that separates them. This cafe area will be fully accessible to the public and have its own access. The design allows visitors to use this cafe when waiting for a meeting and that some informal meetings can take place there.





Internal view from entrance to atrium

3. DESIGN
3.3 LAYOUT

Roof terrace

The eighth floor is given over to a presentation pavilion and roof terrace. The terrace will enjoy views over London to St Paul's cathedral and towards the Palace of Westminster. The roof terrace will be landscaped to provide an amenity for users of the building.



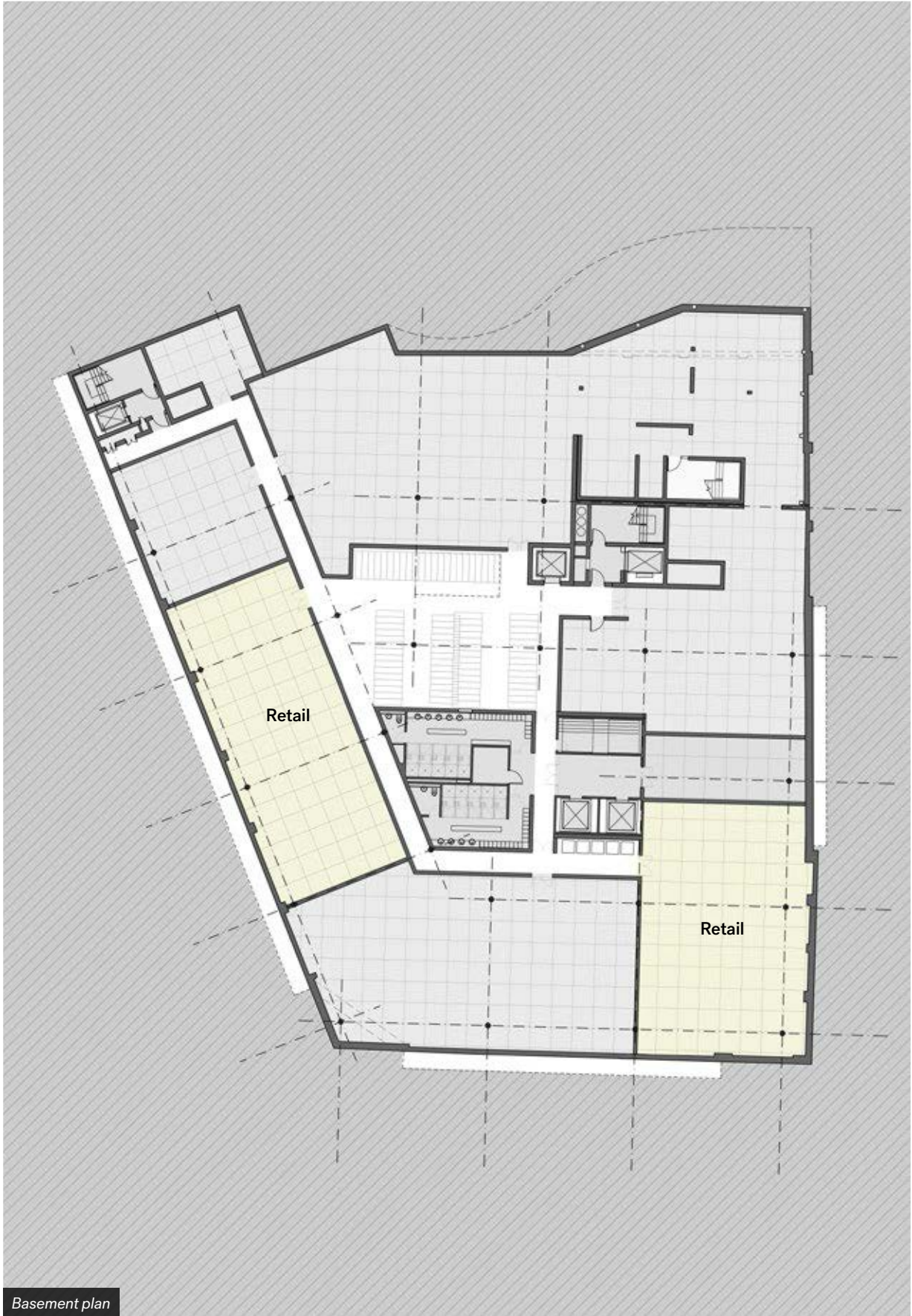


3. DESIGN
3.3 LAYOUT

Retail

The retail accommodation is provided at ground floor and in the basement. The retail accommodation at ground floor is designed to maximize the quantum of active retail frontage and in places to provide passive surveillance to the public routes through the site. The retail will face Gray's Inn Road, Holborn and Brooke Street. The pavement width in Brooke Street and Holborn has been increased and with the introduction of the public route through the site it is hoped that Brooke Street will have an increased footfall and that the active frontage will help to animate an otherwise rather lifeless street. There is also retail accommodation in the basement, providing ancilliary space to the ground level retail.

- Active retail frontage
- Widened pavement



3. DESIGN
3.3 LAYOUT

Retail Servicing

The retail servicing, like the office servicing is achieved via a loading bay at ground floor level on the north side of the building, accessed off Brooke Street. The service yard is shared with the public route through the site and is treated as a 'shared surface' paved with high quality materials and landscaped to ensure that this is a pleasant space.



Service route from Brooke Street

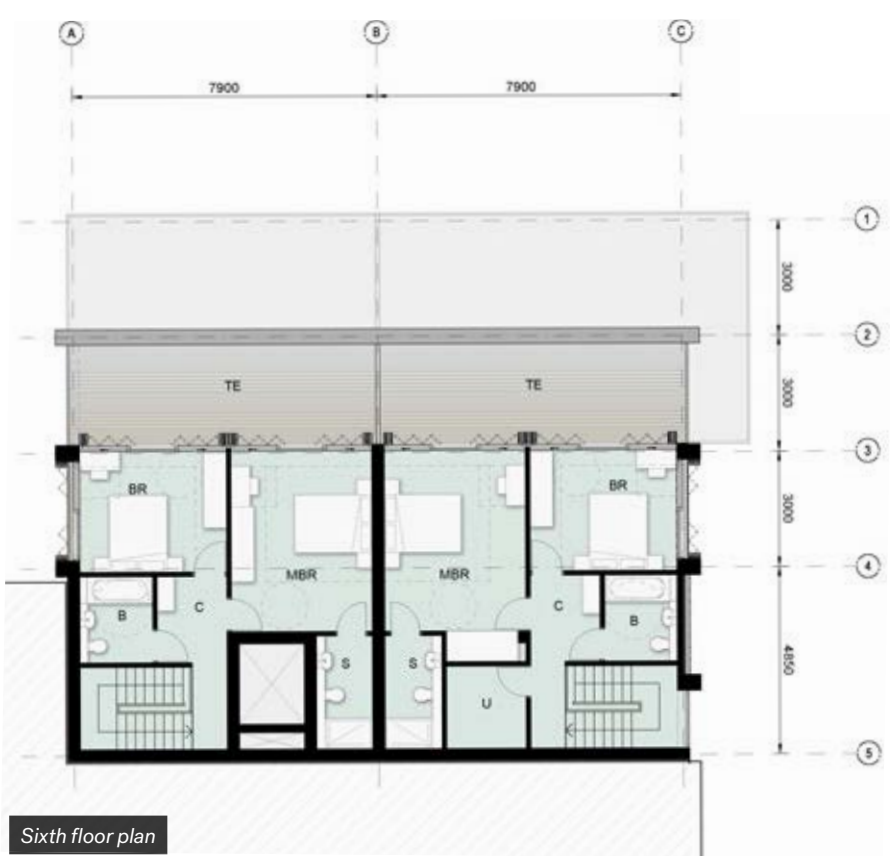
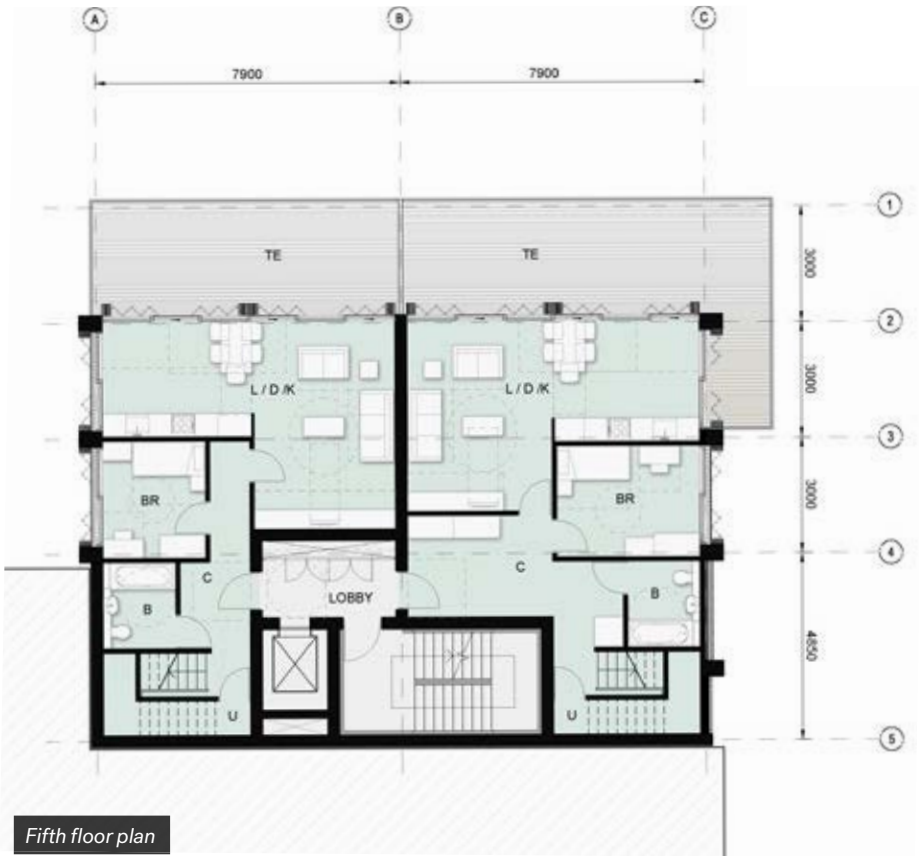


View from Brooke Street showing service route & shared pavement

3. DESIGN
3.3 LAYOUT

Residential

A total of 13 flats have been provided over a total of 6 floors plus ground level on the north side of the building. The flats have been carefully designed to meet the standards of the London Plan in terms of size and to ensure that they meet the requirements of accessibility. None of the flats is purely north aspect and most of them are dual aspect. The mix of flats in terms of the number of two bedroom apartments is in accordance with Camden's requirements and one of the two bedroom apartments is designed to accommodate a disabled resident.



- Key**
- K - Kitchen
 - L - Living Room
 - D - Dining Room
 - C - Corridor / Lobby
 - MBR - Master Bedroom
 - BR - Bedroom
 - B - Bathroom
 - S - Shower Room
 - T - Toilet
 - U - Utility Space
 - WG - Winter Garden
 - TE - Terrace

3. DESIGN

3.3 LAYOUT

This image shows how the massing on Brooke Street is managed to address the changing scale on Brooke Street as it moves from the 'City' scale of Holborn to the more intimate scale to the north.



View of residential accommodation from Brooke Street

3. DESIGN

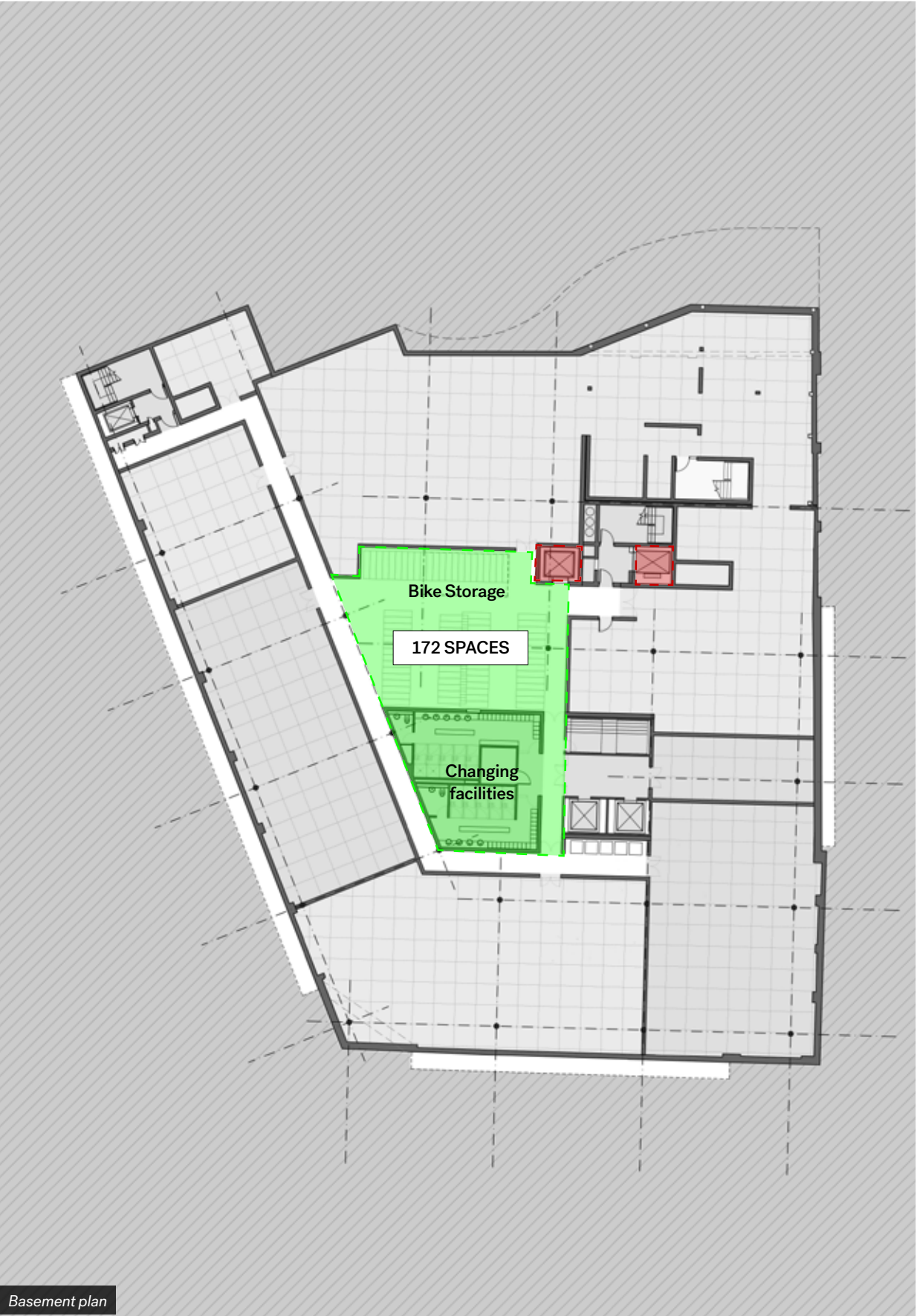
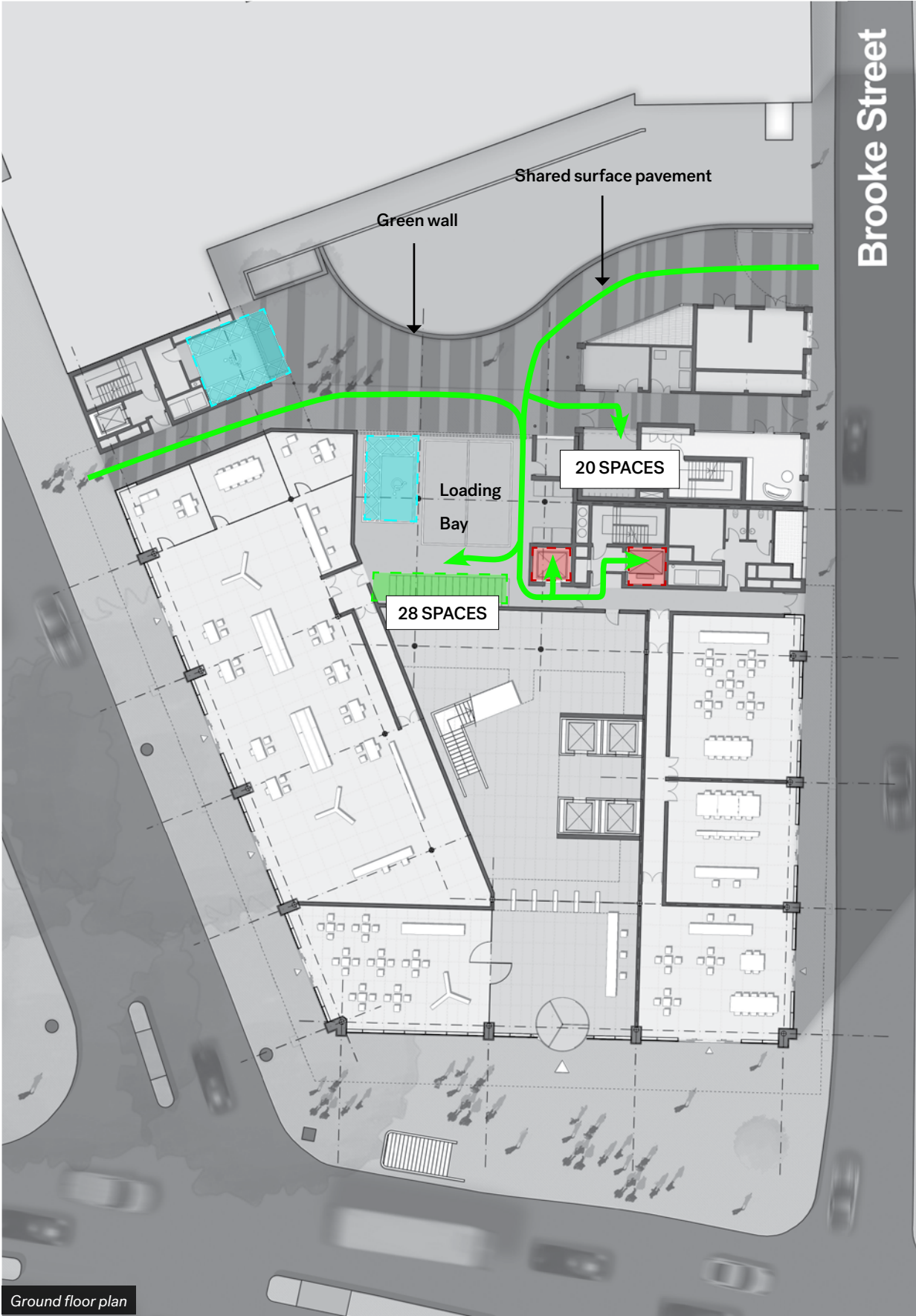
3.3 LAYOUT

Car and cycle parking

There are two disabled car parking spaces on the site. There is storage for bicycles for the residential accommodation at ground level and additional storage within the flats. The cycle parking for the offices is accommodated within the ground floor and within the basement. Two lifts are provided to allow for access to basement cycle stores. Showers, lockers, changing spaces and drying rooms for clothes have been provided.

In total we are providing 230 cycle parking spaces:

- 172 at basement level
- 48 at ground level
- 10 within the public realm

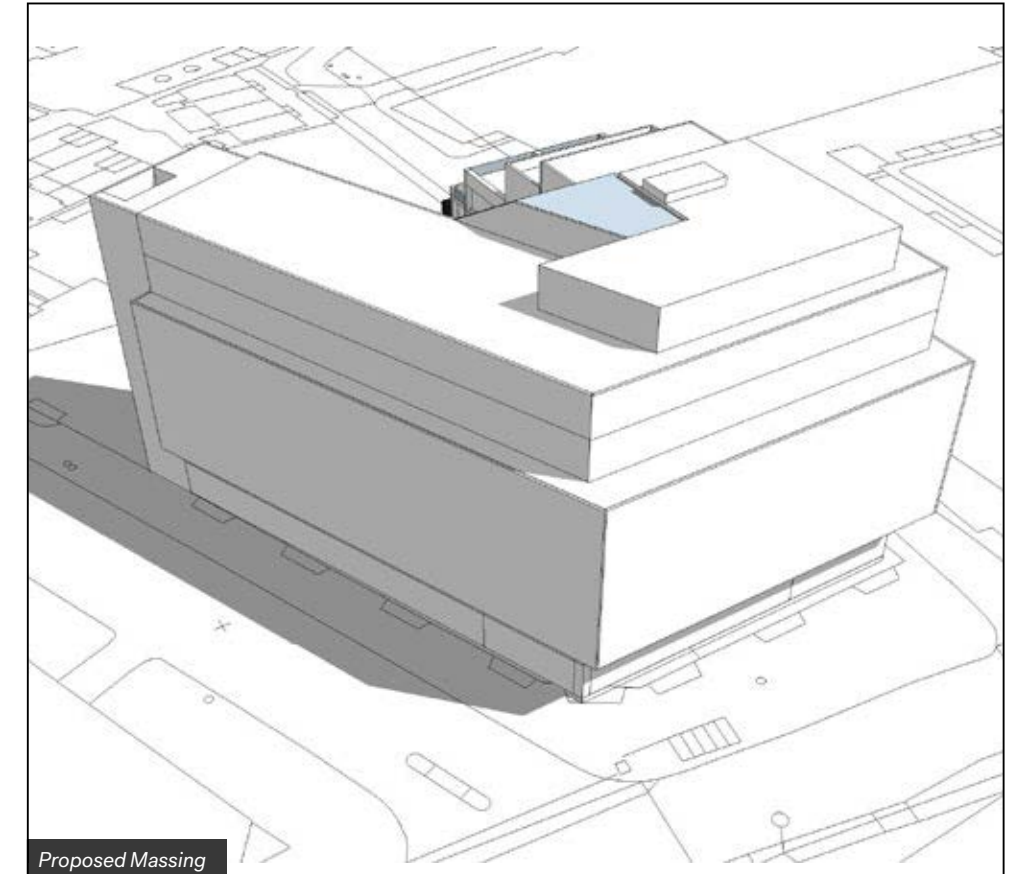


3. DESIGN

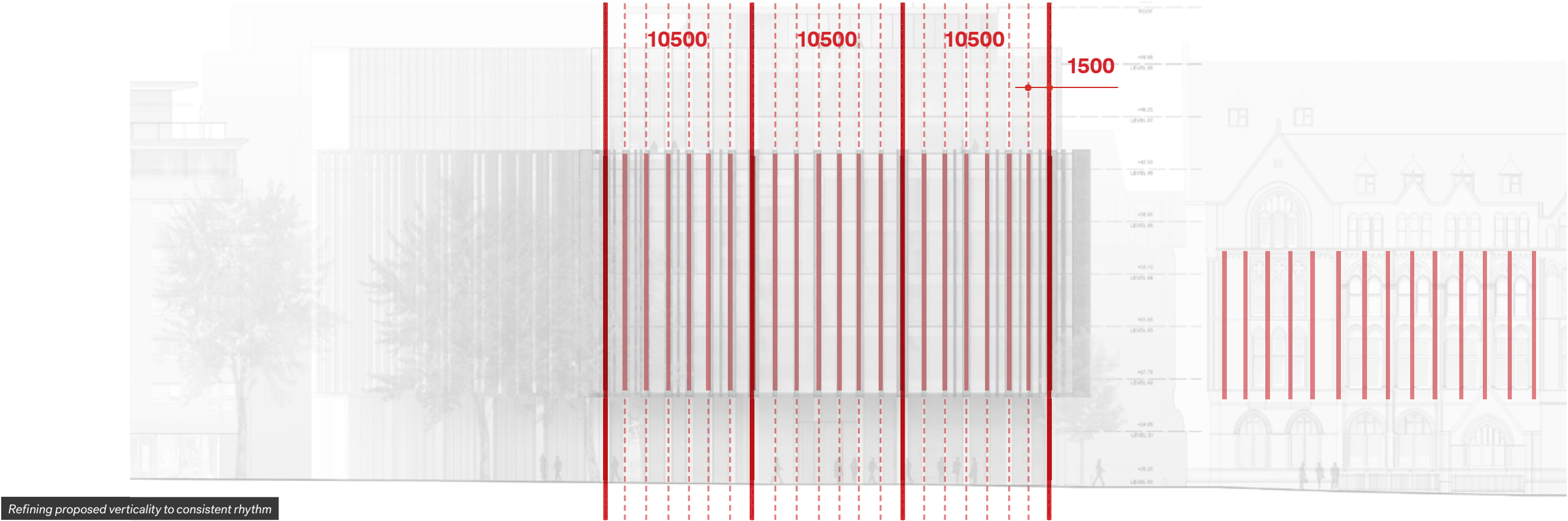
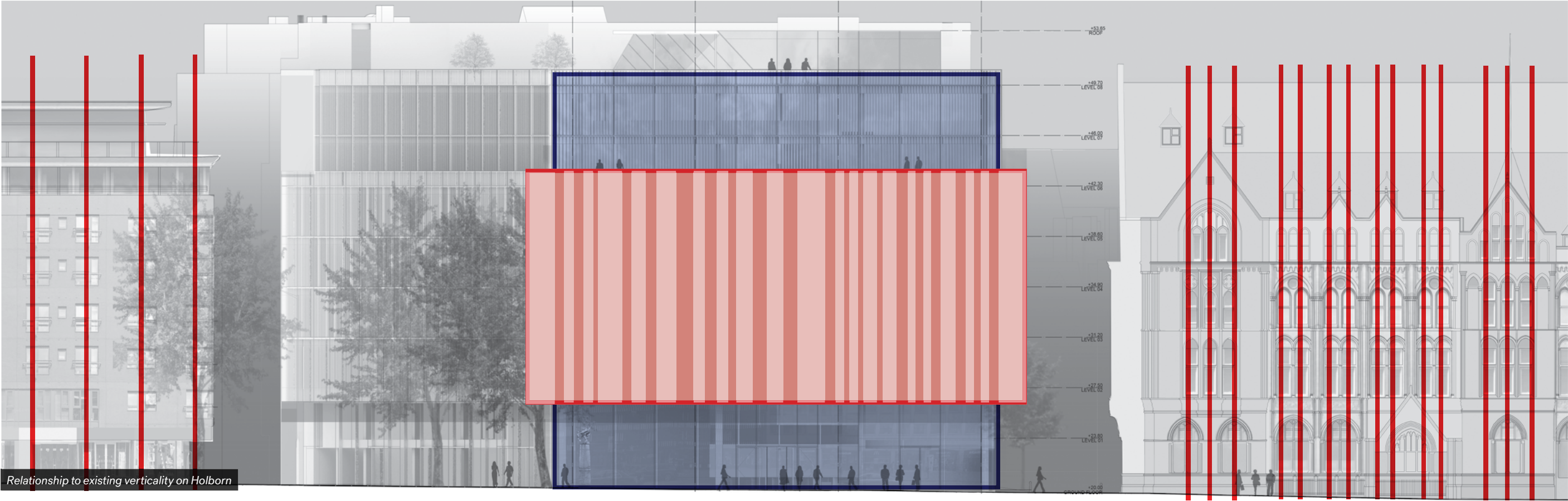
3.4 SCALE/MASSING PROPORTIONS

Scale/Massing Proportions

The scale of the building has been controlled by a number of constraints. Firstly the strategic views of St Paul's Cathedral places an absolute limit on the height of the development of 55.00 metres above ordnance datum. Secondly the Rights of Light of buildings across Fox Court and across Gray's Inn. Thirdly the proposals are constrained by the surrounding townscape. Each of the elevations has a particular set of constraints placed upon it.



3. DESIGN
3.4 SCALE/MASSING PROPORTIONS



3. DESIGN

3.4 SCALE/MASSING PROPORTIONS

Holborn frontage

The facade on Holborn is principally constrained in relation to the listed facade of the Prudential Building. The height of the base of the building, expressed as a double height base, gives a sense of generosity to the building, it also relates to the major scale of the ground floor of the Prudential Building. The scale of the setback at sixth floor is related to the scale of the roof on the east west wing of the Prudential Building. The scale and width of the pavilion on the eighth floor of the building has been much discussed and is designed to work with the overall symmetry of the facade.



Proposed Holborn Elevation

3. DESIGN

3.4 SCALE/MASSING PROPORTIONS

The building changes scale as it goes north along Brooke Street in response to the changing scale of Brooke Street itself. At the southern end it relates to the much more urban scale of Holborn. The change from office accommodation to residential accommodation at the northern end of the building allows for a break in the scale between height of the office accommodation and the much more domestic scale of Dorington Street and Brooke's Market at the north end of Brooke Street.



Proposed Brooke Street Elevation

3. DESIGN

3.4 SCALE/MASSING PROPORTIONS

Gray's Inn Road frontage

The frontage on Gray's Inn Road is the least challenging in terms of scale because the buildings to the north of the site are at approximately the same scale or higher than these proposals. The building immediately to the north has a number of projections on the facade which are similar to the projection on 150 Holborn in terms of extent and height giving a level of familiarity across the developments.

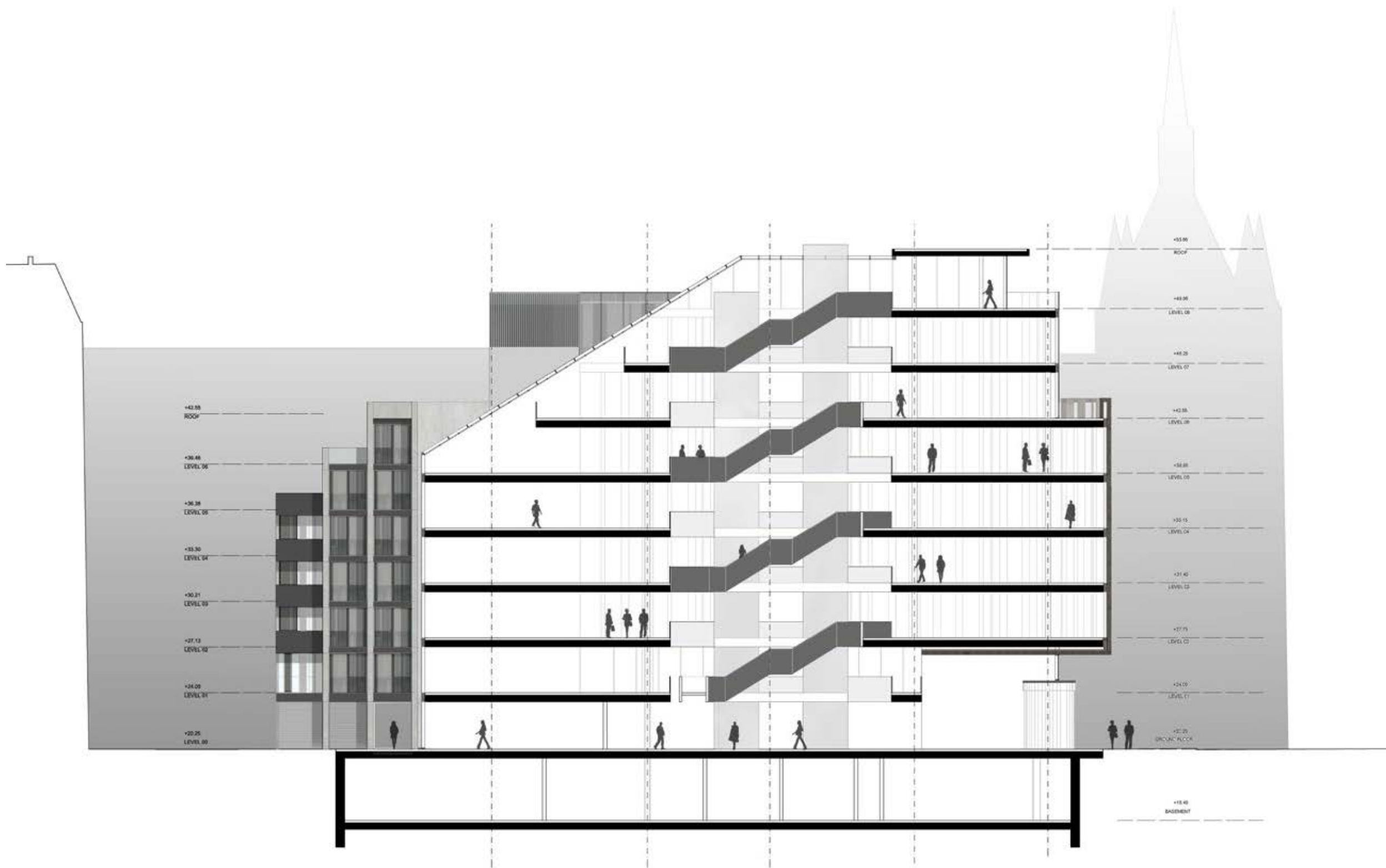


Gray's Inn Road Frontage

3. DESIGN
3.4 SCALE/MASSING PROPORTIONS



North elevation

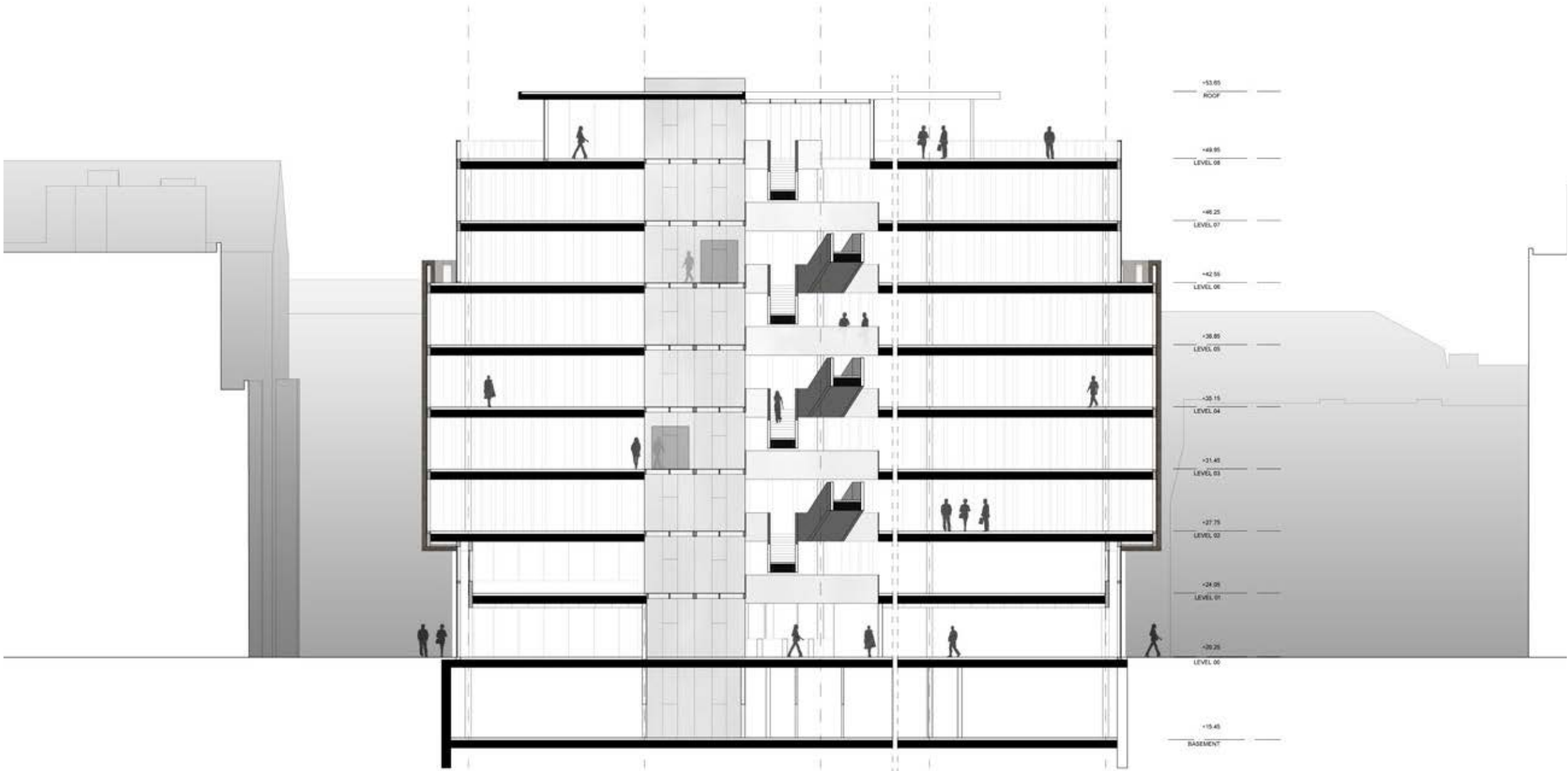


Section AA

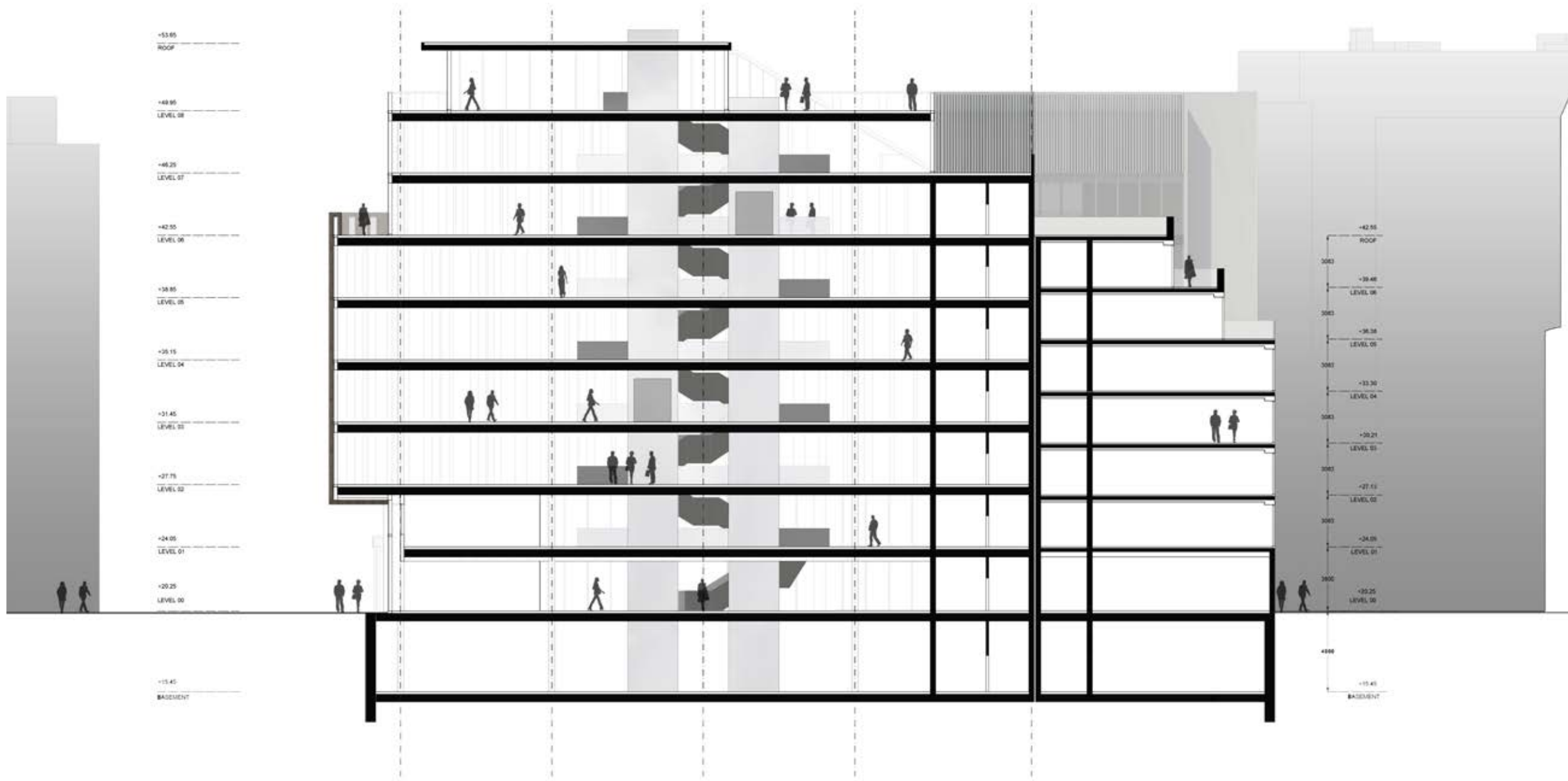
3. DESIGN

3.4 SCALE/MASSING PROPORTIONS

The section on this page and the previous page are taken through the atrium. The atrium is the heart of the building, unlike most office buildings where the core with the toilets and service risers are placed in the centre of the building. In this building the cores are relegated to the perimeter and the atrium is placed at the heart of the building. This allows much better visual connectivity both across floors and between floors. This enables the atrium to become the social heart of the building fostering interaction within the organisation. The atrium is animated with glass lifts and a sculptural staircase which links the floors together. The atrium draws people through the building and ultimately to a landscaped roof terrace.



Section BB

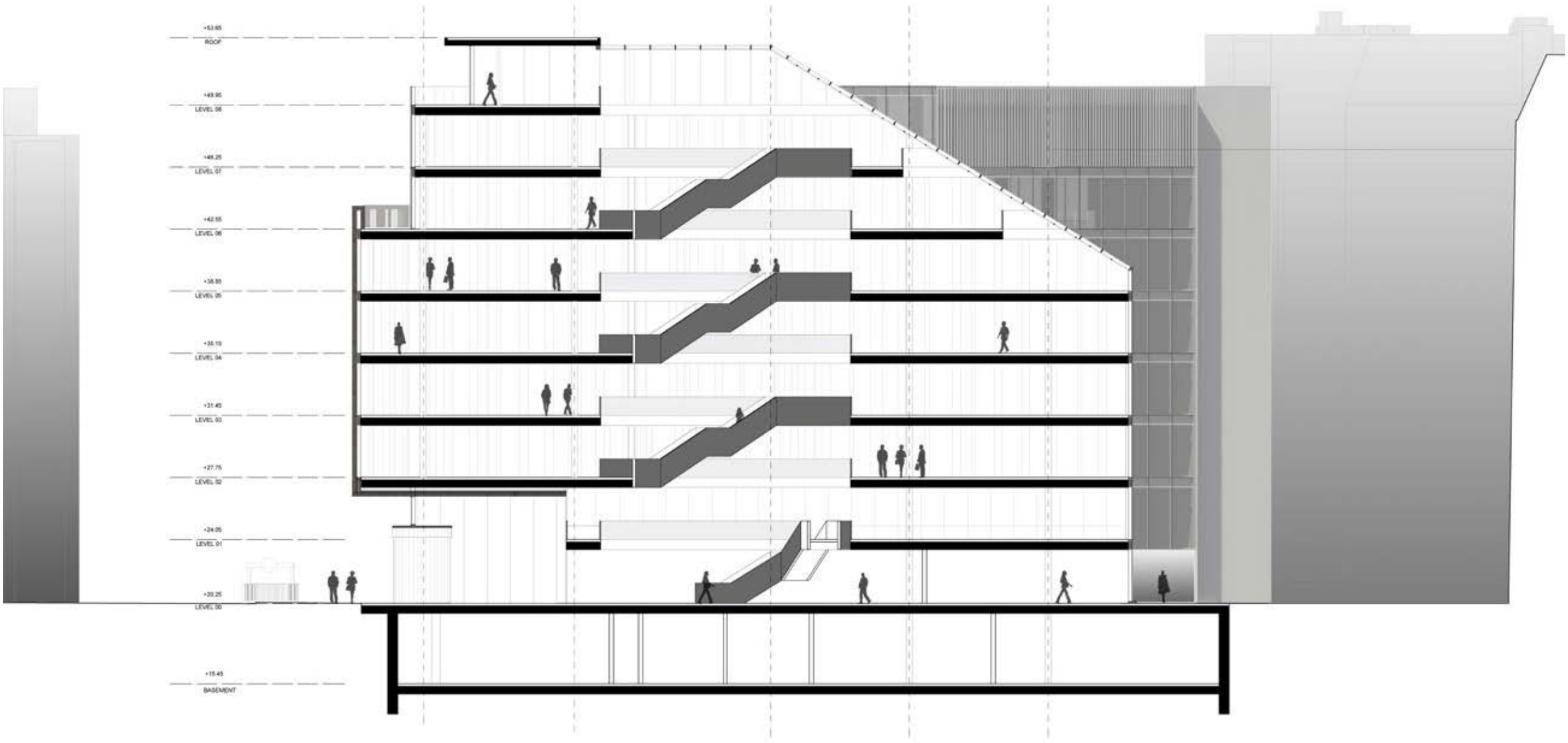


Section CC

3. DESIGN

3.4 SCALE/MASSING PROPORTIONS

This section is taken through the sloping atrium roof. It shows how the floors are cut back under the atrium roof to provide dynamic double height spaces and naturally lit project spaces which are intended to foster company interactivity.



Section DD