

### 3. DESIGN

#### 3.5 APPEARANCE

The base of the building is a double storey height to give the building a sense of generosity especially on the Holborn Frontage.

The facade contains retail accommodation at ground floor level and office accommodation at first floor level. The office entrance and the corner retail unit on Holborn and Gray's Inn Road are expressed as double height spaces.

The facade is generally expressed as a double height around the building with the office space set back from the facade and the retail activity dominating the street level experience.

The windows at this level are generally of clear glass without any solar treatment. This is because they are generally shaded at this level by adjacent buildings and are protected from the sun by the cantilever at second floor level. Clearly it is an advantage to have as much unrestricted glazing to the retail shopfronts at street level to maximize the animation of the facade.



Proposed Holborn Elevation



**3. DESIGN**  
3.5 APPEARANCE



*Holborn facade elevation looking east to The Prudential Building*



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At night the vertical pattern of the building will be emphasised when it is lit from the interior. The lighting to the offices will be controlled by movement detectors and the building will go dark as the evening progresses to save energy and light pollution.

The image demonstrates that the retail facades will be much more open and lively and present a far more animated facade to the street.



*Holborn facade elevation looking east to The Prudential Building*



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This image shows how 150 Holborn harmonises with its neighbours to the east and west without aping them in terms of materials or style. The effect is achieved through a careful reading of the massing, a relationship between the base, middle and top of the building and its neighbours and finally a subtle rendering of the vertical rhythm on the facade.



View of proposed Holborn facade



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This shot shows how the proposed massing of the building relates to its neighbours to the east and west. It shows how that massing relates to the base middle and top of The Prudential Building. It also shows how the proposal makes a far more positive response to the corner on Gray's Inn Road. The width and heavily treed Gray's Inn Road can take a more robust design in this location.



View of proposed at Holborn / Gray's Inn Junction



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This image shows how well the proposal sits in the overall context of Holborn. The existing building has little merit and contributes nothing to streetscape. The proposal repairs the urban fabric and delivers a building which makes a positive contribution to the townscape.



*View of proposed looking west along Holborn*



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This image shows the simplicity of the building, how it relates to Fox Court and generosity of the scale of the double height zone around its base. The graphite and grey colours harmonise with the black and white palette of Fox Court and the Old Holborn buildings.



*View of proposed along Gray's Inn Road towards Holborn*



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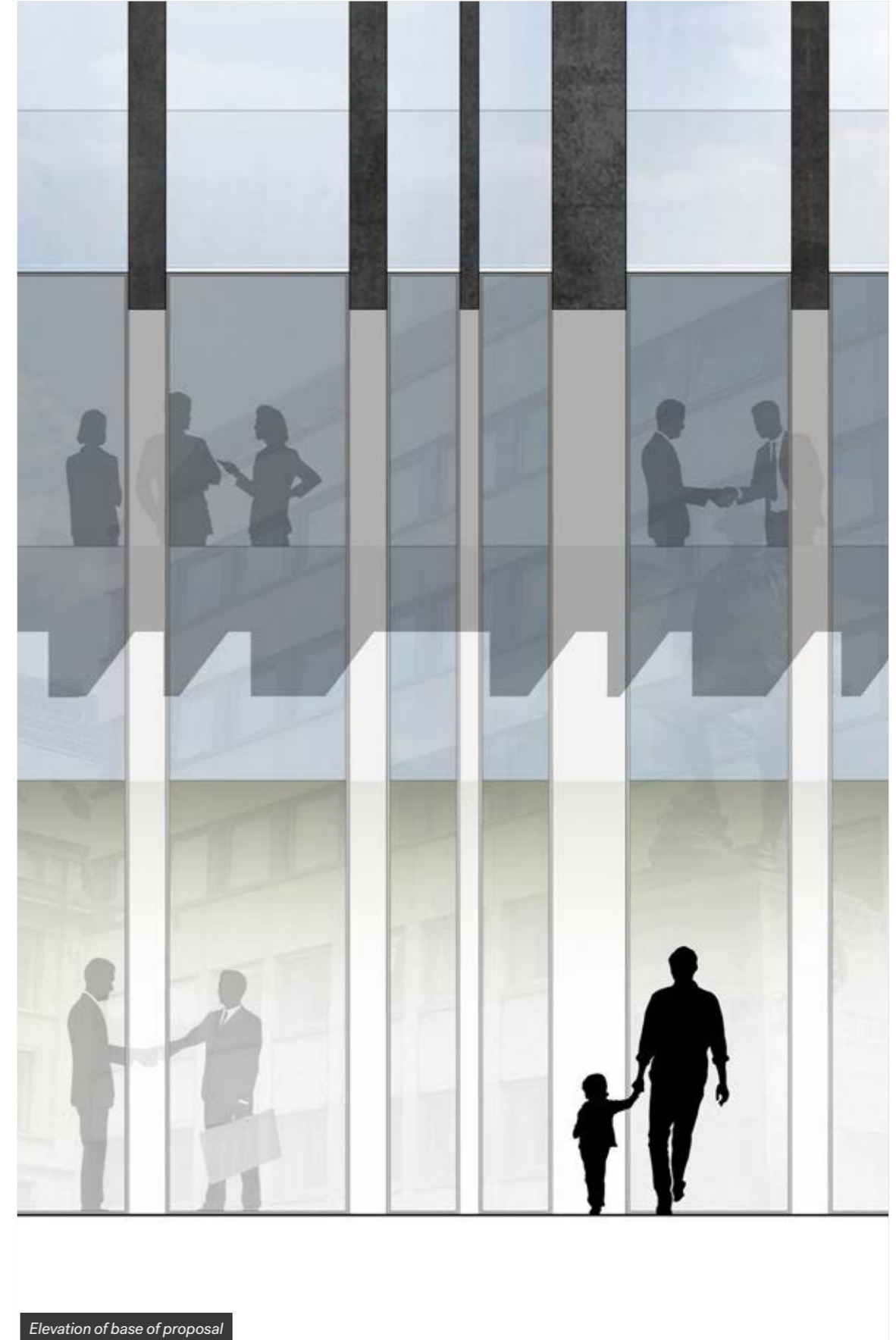
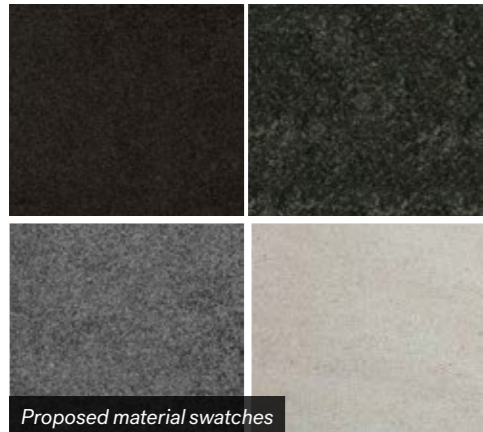
#### 3.5 APPEARANCE

The design, materials and scale of the three principal elements of the facade; base, middle and top have been informed by the same approach. A number of the key drivers for the site were considered collectively and a response was formulated which responded to each of them.

The first of these key drivers was a desire from Camden to have a facade which had an element of solidity. This was intended to connect and partially repair the Holborn frontage which whilst diverse in terms of period, style and quality required some unity of approach in order to produce a contiguous effect. The requirement was defined as having a degree of solidity in the facade.

The second of the drivers was to provide a degree of solidity in the facade especially near the corners of the building where the solar gain was most intense.

The third was to have a simple visual expression which whilst it offered contextual linkages was none-the-less distinctive as an individual building. The stone panels on the principle facades vary in width and placement in order to respond to the relative solar exposure. They also relate to the predominant fenestration patterns exhibited by The Prudential Building immediately next door. The graphite colour it is picked up by buildings on Gray's Inn Road and on Holborn. The top and bottom of the building pick up on the vertical striation of the facade however they do so in a contrasting grey/white colour. Whilst the layering of the building is clear the building is also obviously vertically connected. The regularity of the vertical striation is broken by the apparently random variation in width (where in fact this variation is a precise response to the solar gain).





3. DESIGN  
3.5 APPEARANCE



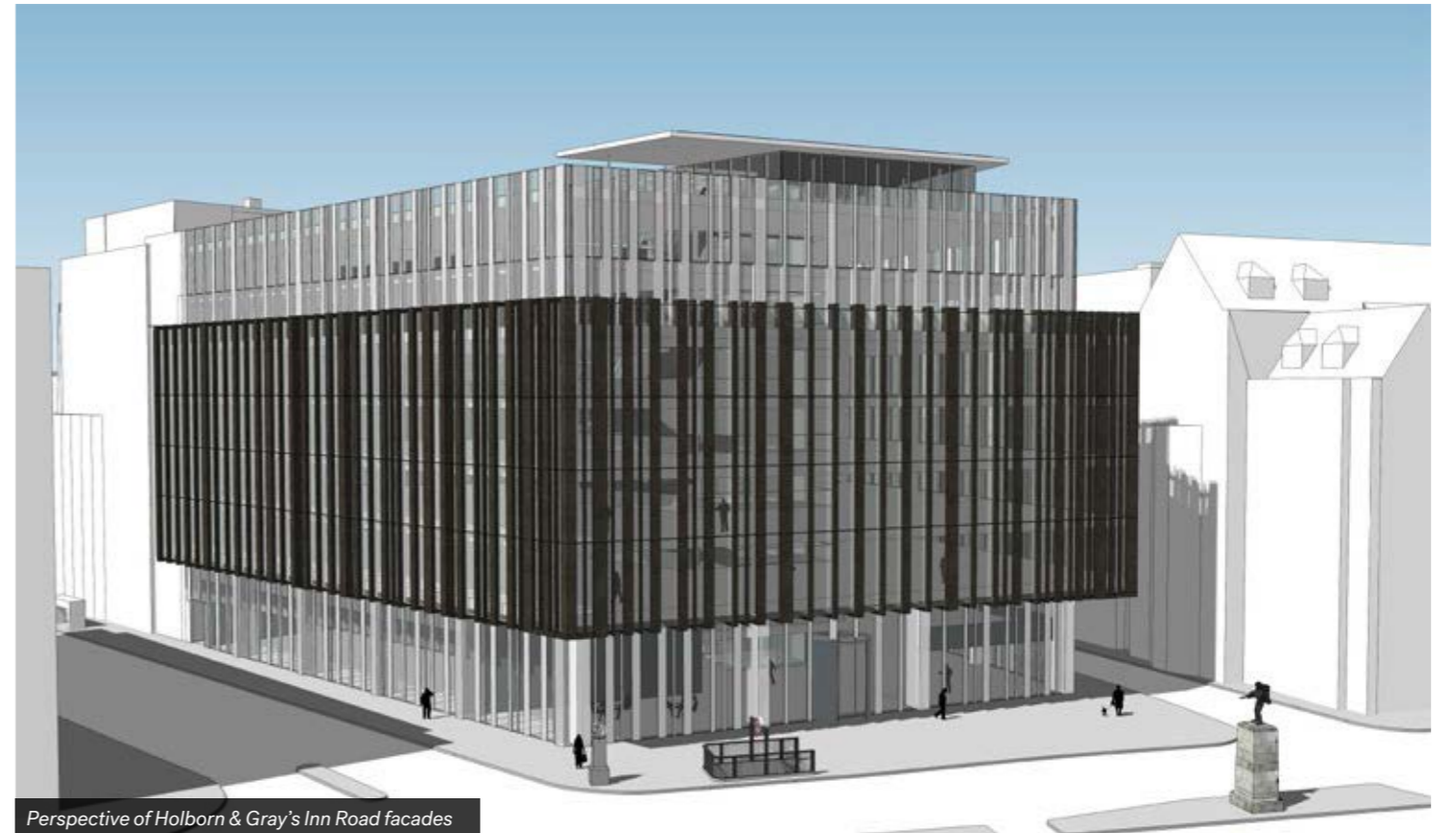
Base, middle and top composition onto Holborn



View of base & middle from Holborn



View of base on Brooke Street



Perspective of Holborn & Gray's Inn Road facades

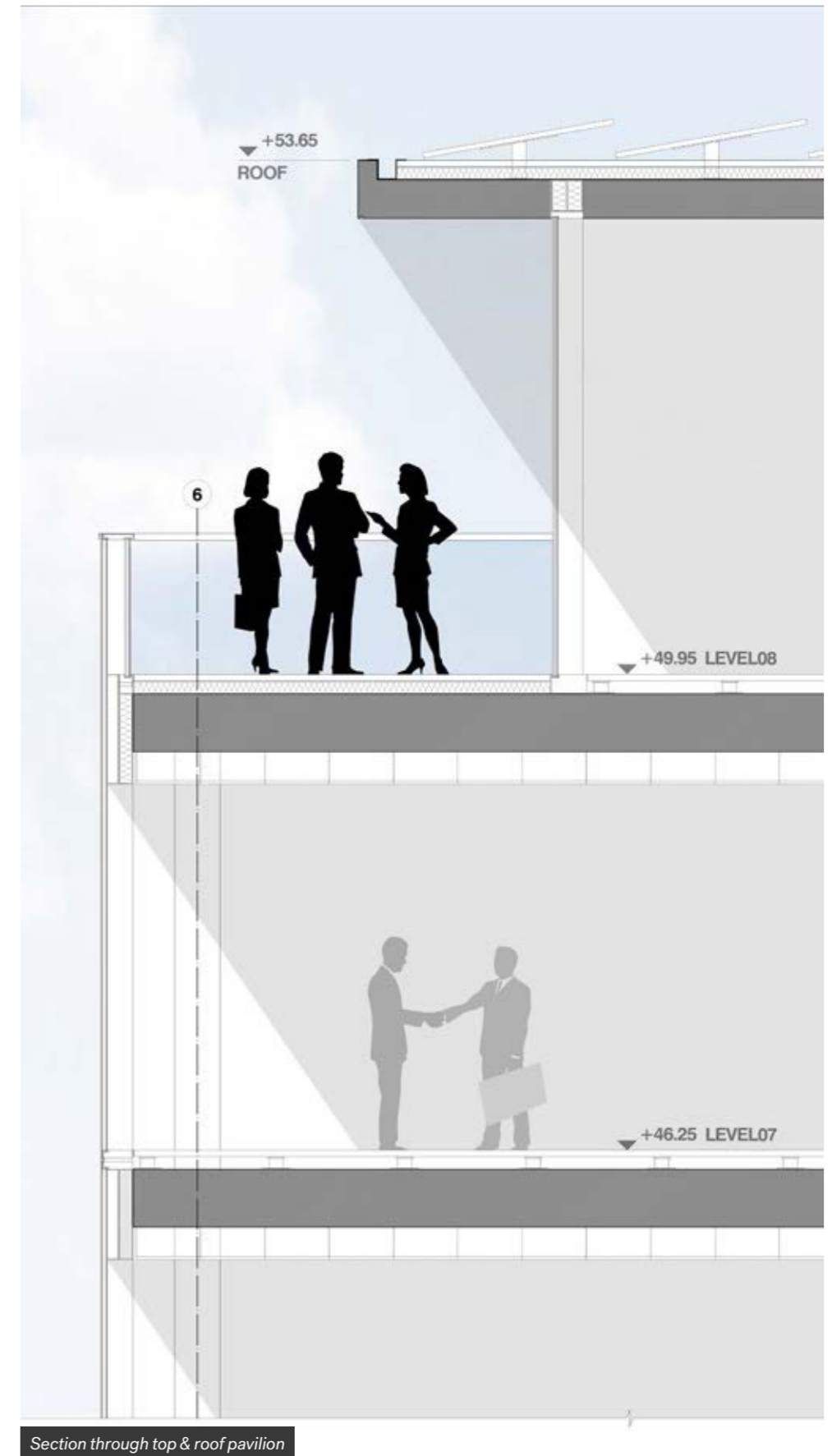
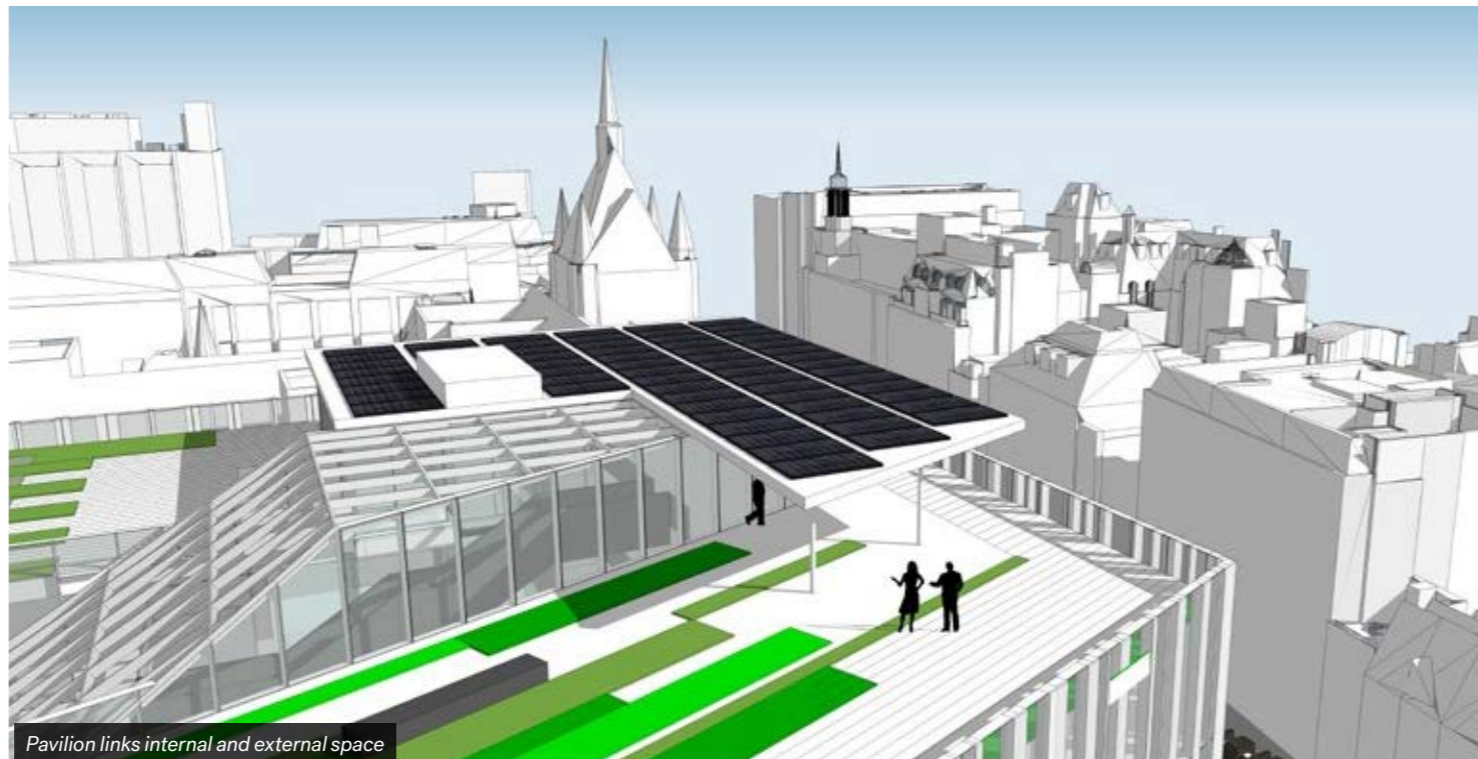
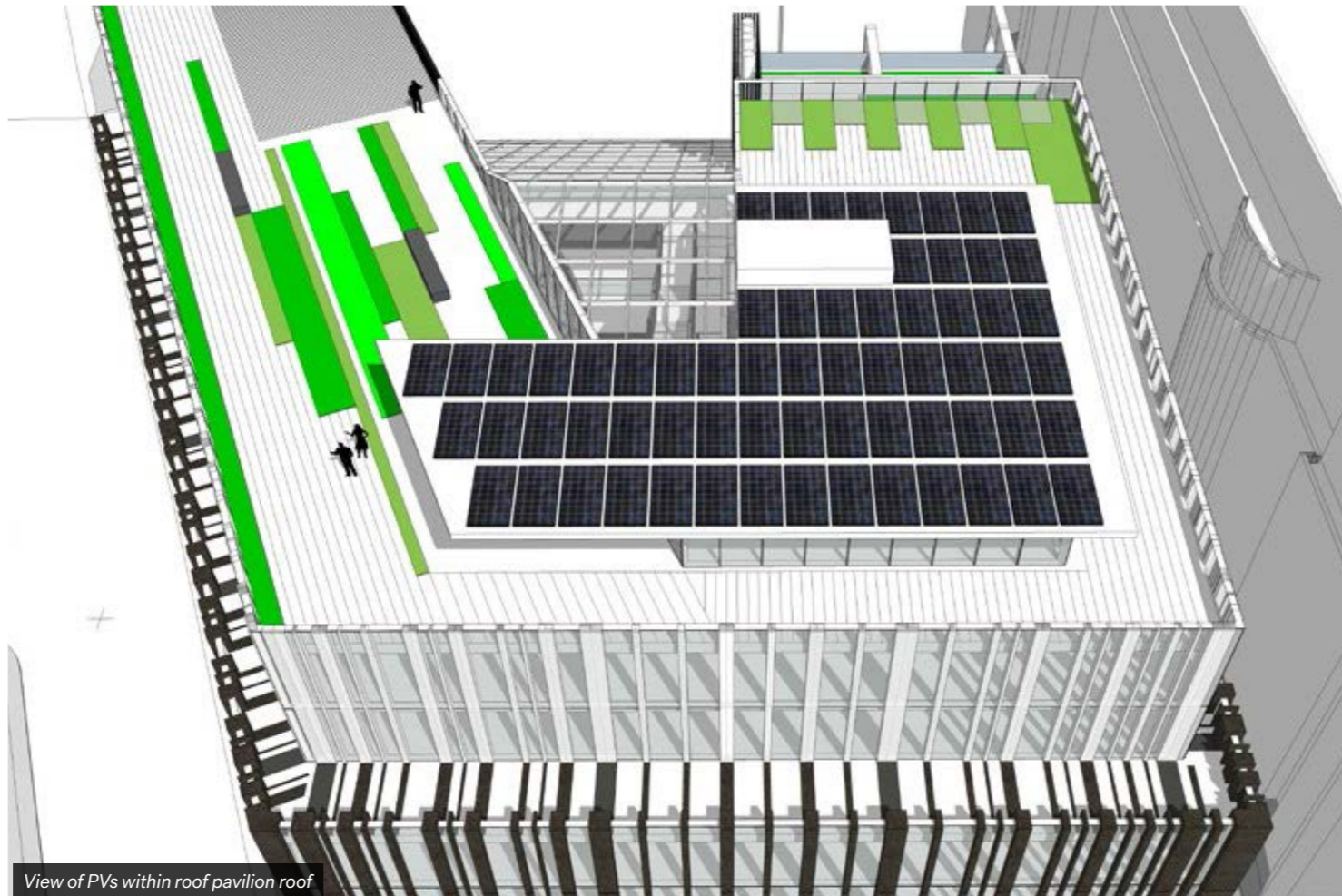


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The upper storey pavilion will have an expression of clear glass with photo-voltaic panels on top of the exposed concrete roof.

The cores on either end of the building will be expressed in white concrete panels, with black louvres where they are required.





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The residential accommodation will take its clue from the offices. The structure will be expressed externally as a white concrete frame with windows and window frames expressed as black anodized frames. The windows will be provided with external louvred shutters to provide sun shading and privacy. They will also provide a level of animation to the facade. The balconies will be expressed as black solid objects to contrast with the white concrete. The floors of the balconies will be executed in timber from a sustainable source and the ceilings of the balconies will be executed in white panels.



Elevation of residential accommodation on Brooke Street



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#### 3.6 LANDSCAPE

The opportunity exists to create an exciting and memorable public realm and private roof garden landscape. The public realm proposals improve pedestrian connectivity at street level between Gray's Inn Road and Brooke Street. The roof garden at level 8 offers staff and visitors a unique and memorable private outdoor sky garden and roof terraces by day or night throughout the seasons. It will be open to the public, at open house for example.

##### The Sky Garden

"Inspired by the texture and vertical pattern of the building facades, the landscape celebrates a vocabulary of polished steel and monochrome palette of sawn granite paving, with lawns, hedging and lush seasonal planting .... a quintessential London garden. A place for informal meetings, relaxation or just quiet contemplation ."

##### Soft Landscape

The Level 8 roof garden will consist of ribbons of stainless steel edged manicured lawns, low evergreen and deciduous native shrub and groundcover planting. Species shall include hebe, lavandula, pachysandra, pittosporum, prunus otto luyken, rosmarinus, and vinca, together with parterres of low clipped box evergreen hedging.

##### Lighting

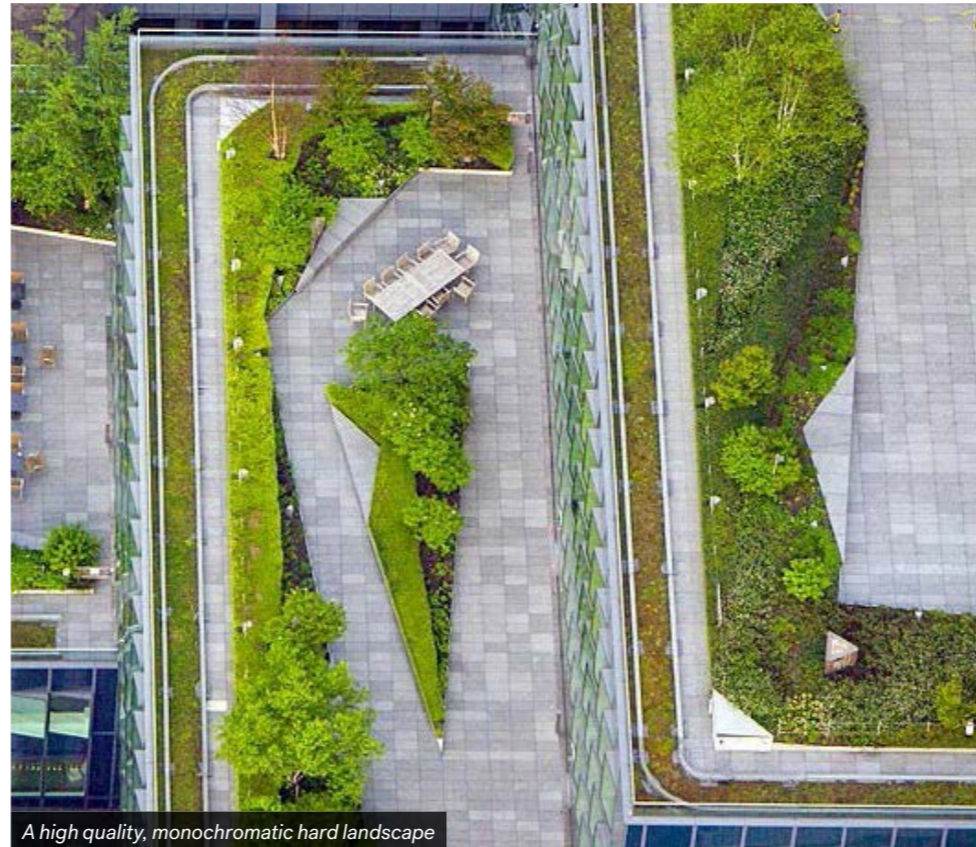
After dark the gardens will be illuminated by subtle low level lighting and uplighters in key locations. Lighting design will ensure safety and reduce light pollution

##### Hard Landscape

The hard landscape vocabulary will primarily be a high quality monochrome palette of sawn or flame textured granite natural stone paving.



An informal meeting or relaxation space

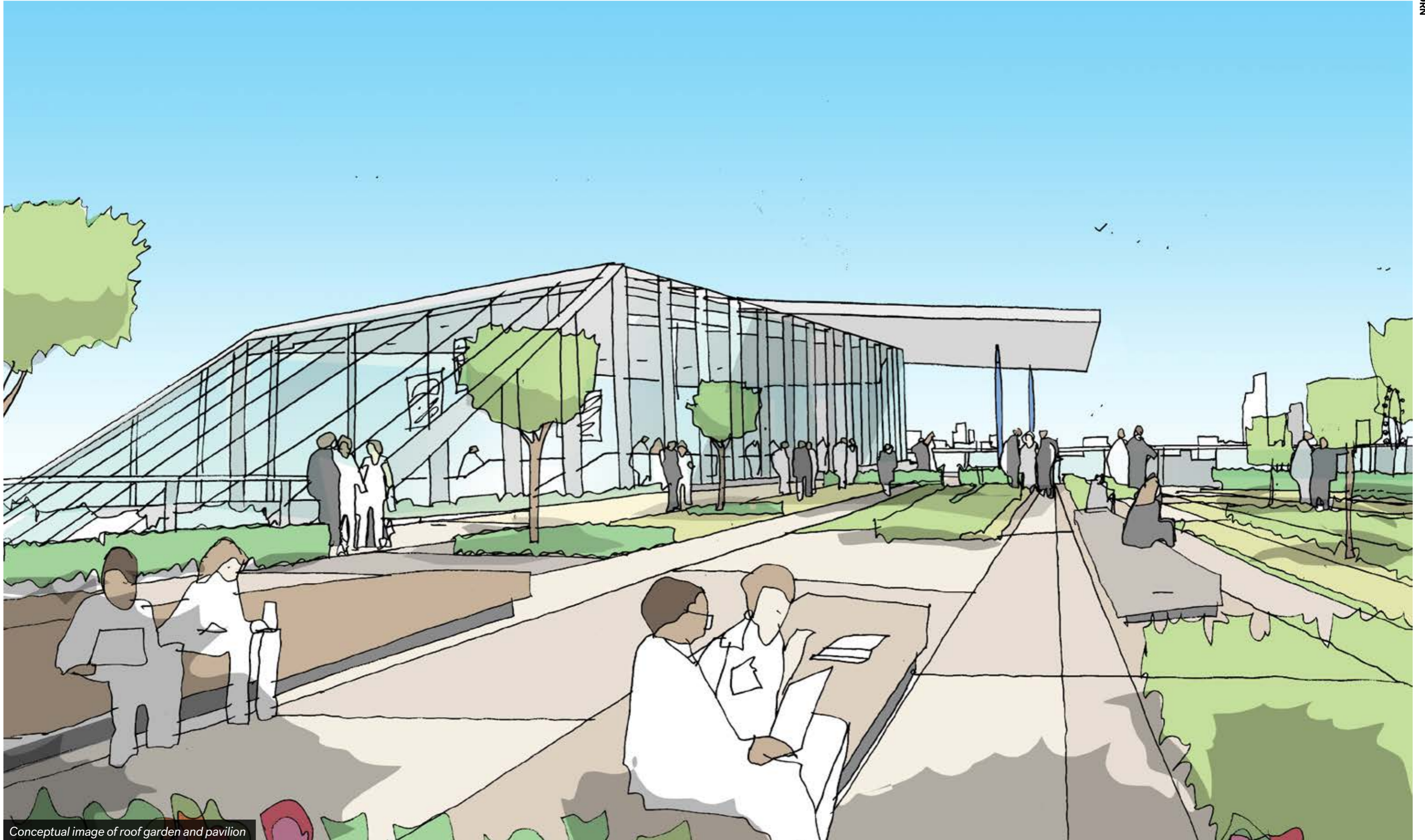


A high quality, monochromatic hard landscape



Creation of multi-sensory space





Conceptual image of roof garden and pavilion



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#### The Public Realm

##### The Green Ribbon

"A vertical curved wave of landscape totems to provide a dramatic living wall illuminated by night to dramatic effect"

##### The Concept

The proposals include the installation of a series of bespoke 1m wide 3-4m tall 'mirrorsteel' clad totems.

##### Soft Landscape

Each freestanding totem will be planted on both sides with a bespoke fully irrigated vertical green wall system using a suitable range of mostly evergreen and flowering species.

The green wall planting mix will include hardy perennials and herbs to include heuchera, thyme, sedum, carex, ajuga, begonia, bidens ferulifolia, busy lizzie, pelargoniums, petunias and verbena, for additional seasonal interest and biodiversity.

##### Hard Landscape

The hard landscape vocabulary to the rear courtyard will provide a safe shared surface for both vehicles and pedestrians by the use of a monochrome 'bar code pattern' of dark and light grey granite or similar quality durable paving.

##### Lighting

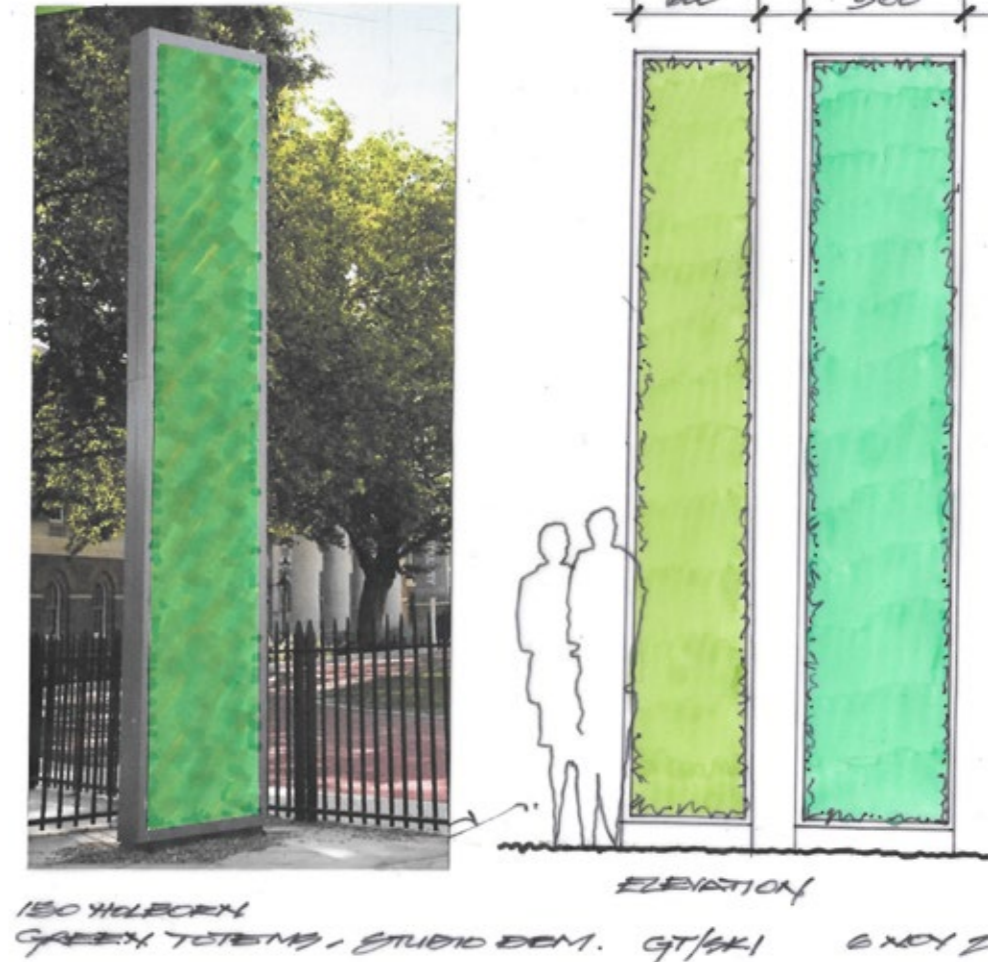
After dark the green totems will be illuminated with special effect lighting. Lighting design will ensure safety and reduce light pollution.



Monochromatic granite paving

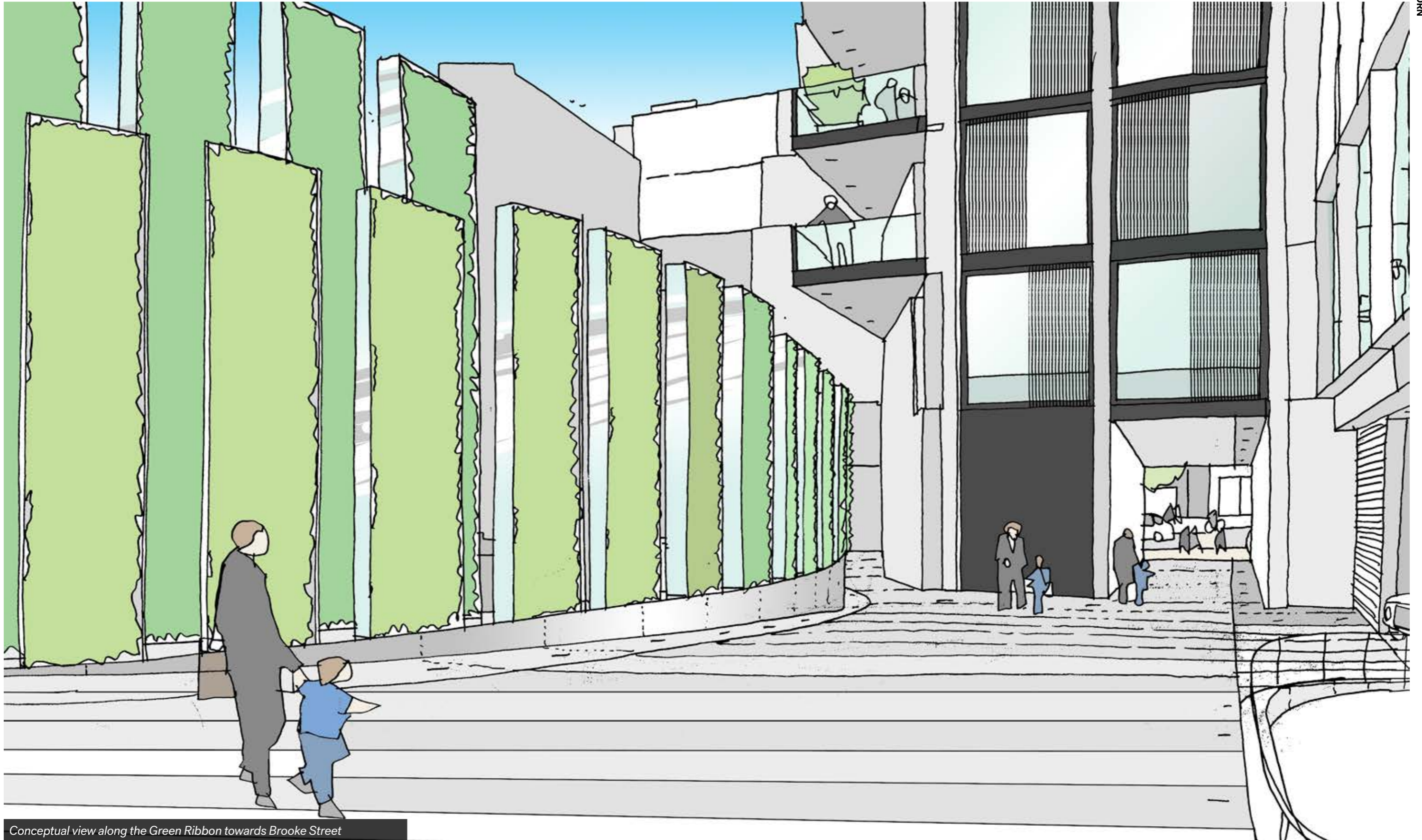


Vertical planting to soften the space



Ground plan showing rear landscape design





Conceptual view along the Green Ribbon towards Brooke Street



