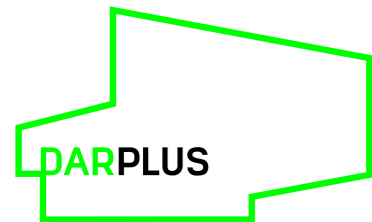


150 HOLBORN TOWNSCAPE ANALYSIS

DAH REAL ESTATES SARL

APRIL 2016



PERKINS + WILL

TOWNSCAPE ANALYSIS
EXISTING



TOWNSCAPE ANALYSIS PROPOSED

The building is divided into four zones horizontally, base, middle, top and attic.

The base of the building is generally 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 with solar treatment in a grey stone or translucent glass. 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 maximise the animation of the facade.



Key plan



Proposed Holborn Elevation

TOWNSCAPE ANALYSIS
EXISTING



Key plan

View of existing Holborn facade

TOWNSCAPE ANALYSIS PROPOSED

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.



Key plan



View of proposed Holborn facade

TOWNSCAPE ANALYSIS
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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 tree-lined Gray's Inn Road can take a more robust design in this location.



Key plan



View of proposed at Holborn / Grays Inn Junction

TOWNSCAPE ANALYSIS
EXISTING



Key plan

View of existing looking west along Holborn

TOWNSCAPE ANALYSIS PROPOSED

This image shows how well the proposal sits in the overall context of Holborn. The existing building has little merit and contributes nothing to the 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

TOWNSCAPE ANALYSIS
EXISTING



Key plan

View of existing along Grays Inn Road towards Holborn

TOWNSCAPE ANALYSIS PROPOSED

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 the base of the building. The graphite and grey colours on the building harmonise with the black and white palette of Fox Court and the Old Holborn buildings.



Key plan



View of proposed along Grays Inn Road towards Holborn

