4.0 Design Strategy

4.3 Design Development

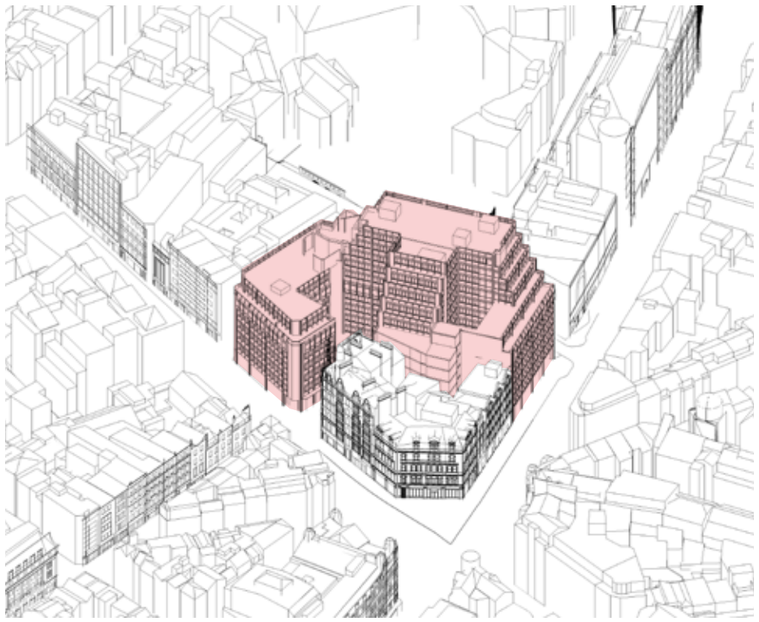
As an integrated part of the design development process, the team has undertaken significant consultation, including meetings with local residents, stakeholders and amenity societies; design workshops and pre-application meetings with planning officers from LB Camden; a public exhibition of the early proposals, open for five days over the course of two weeks; presentations at the Development Management Forum and Developers Briefing; and a design review with the Design South East review panel.

The first phase of public consultation took place between February and April 2016, and was based on the scheme illustrated below centre. Feedback from all consultation activities was recorded and design amendments were undertaken in response to the feedback. Key consultation feedback is summarised as follows:

- Concern surrounding the proposed height and bulk. Massing should be reduced and redistributed.
- The proposed building appears overly prominent from Seven Dials / Old Compton Street / Cambridge Circus, impacting the townscape and views.
- Whilst a number of people liked the lighter tones, there was some concern that the building is too light, increasing its visual impact.
- There was support for reopening the historic route through the building.
- Whilst this was not LBC's view, general consensus among local groups was that the new route should be gated to help combat anti-social behaviour, which is already a problem in the area.
- The planting on the terraces was supported. The design team was asked if it could complement the existing greenery in Phoenix Gardens.
- Concern was raised about the impact of the proposals on daylight and sunlight.
- The general need for affordable housing was raised.

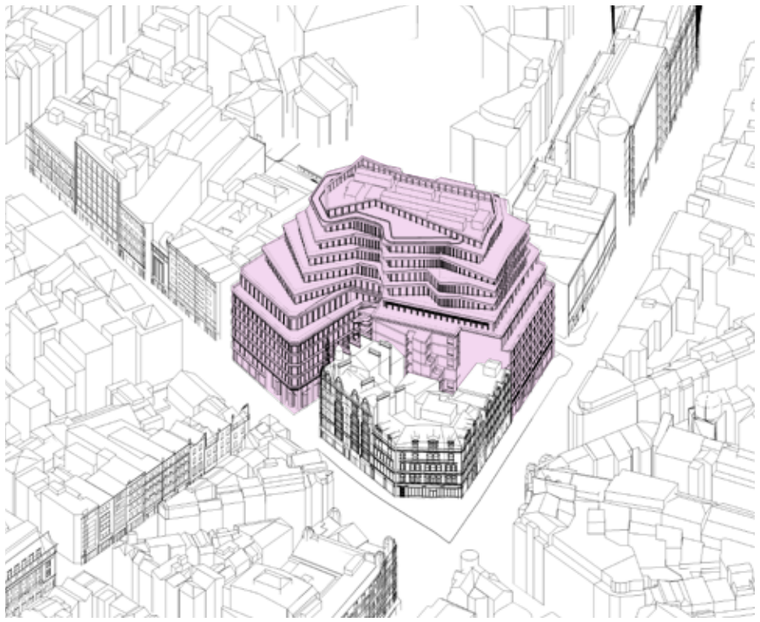
Changes to the massing that have been adopted between April 2016 and the submission of the application are illustrated through 3D sketch views on the following pages. These include (but are not limited to) changes to the form and articulation of the upper floors; a reduction in overall height and relocation of the roof top plant to the 11th floor (as opposed to roof); and further development and articulation of the facade.

Further details of all consultation activities is included in the Statement of Community Involvement, prepared by London Communications Agency and submitted as part of this application.



Existing Building

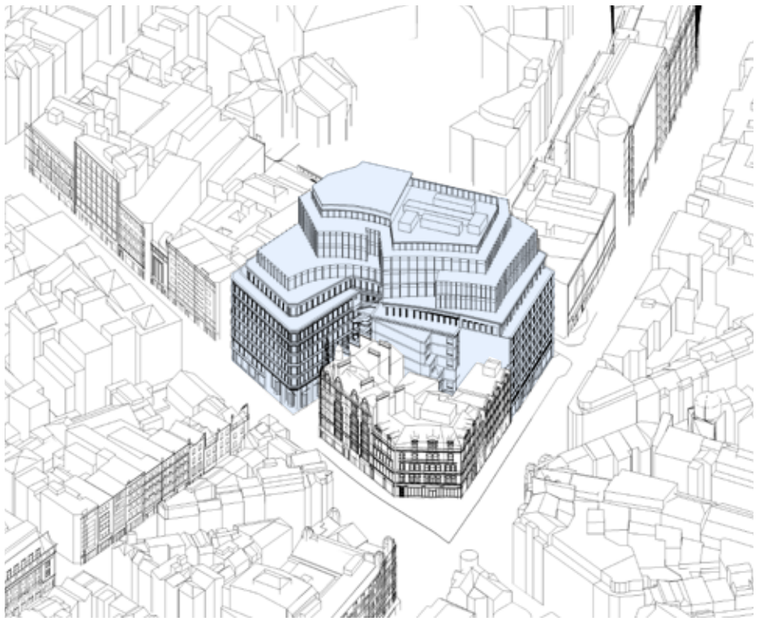
Floors:
- Ground Floor Retail
- 9-storeys Office
- Plant Enclosure 10F



Previous Proposal
(Pre-app/ Public Consultation Scheme February -April 2016)

Floors:
- Ground Floor Retail
- 11-storeys Office
- Plant Enclosure 12F

Height Difference: + 8.3m

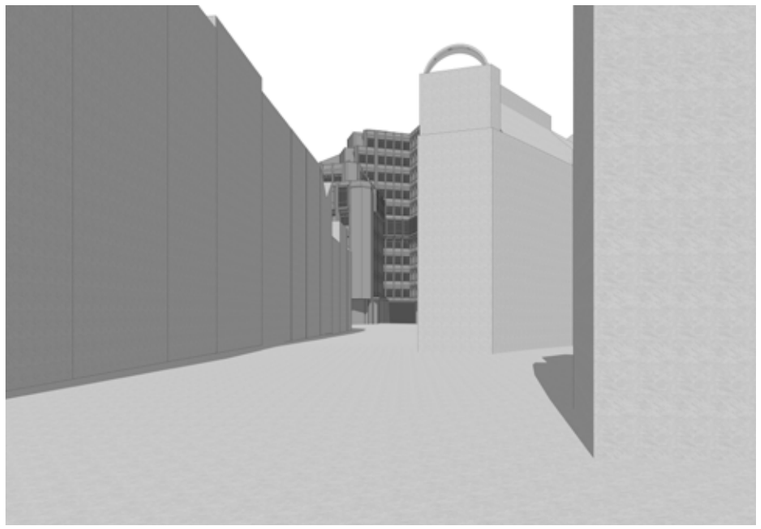


Proposed Scheme

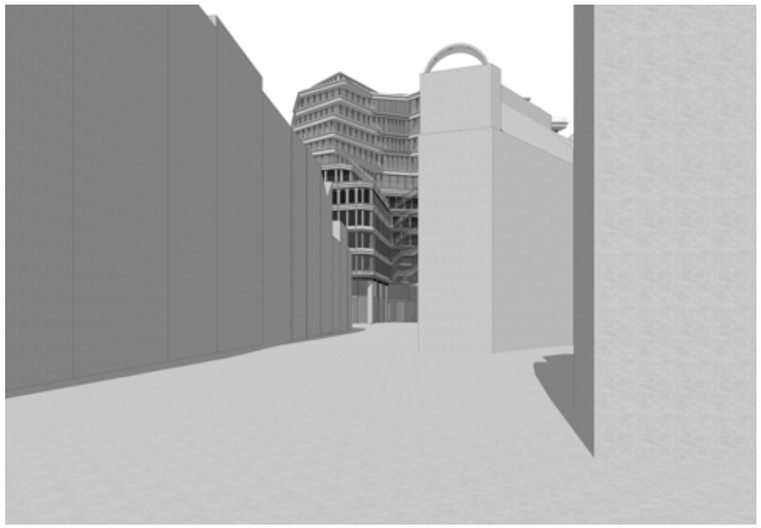
Floors:
- Ground Floor Retail
- 11-storeys Office (plant on 11F)

Height Difference (to top of Plant Screen) = + 4.7m
Height Difference (to top of 11F) = + 5.8m

4.3 Design Development

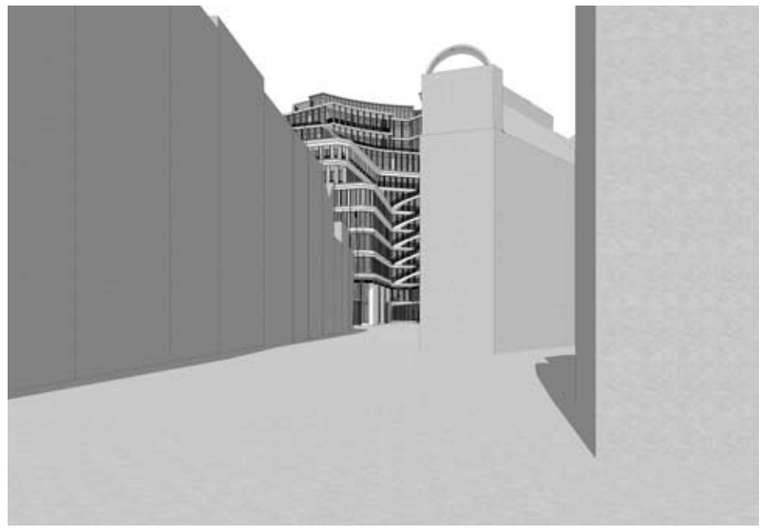


Existing Building



April 2016
Pre-app / Public Consultation Scheme

Concern was expressed at consultation events regarding the proposed height, bulk and massing of the scheme when viewed from Old Compton Street.

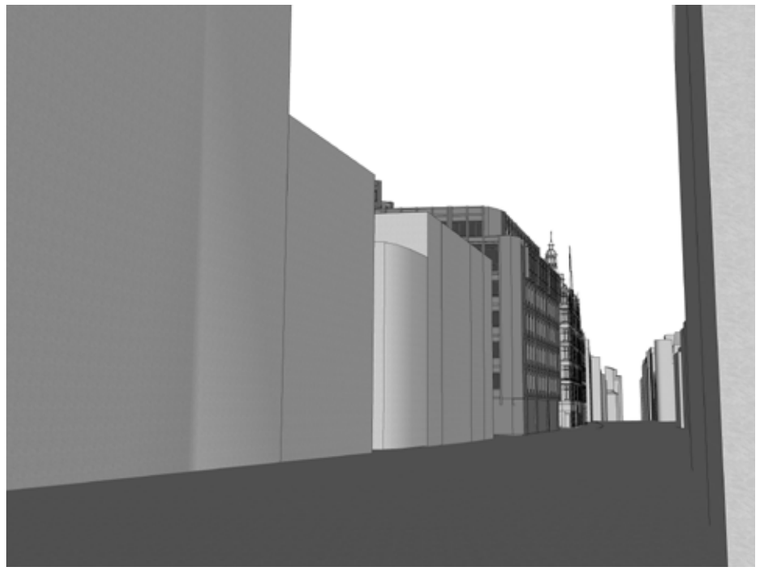


July 2016
Proposed Scheme

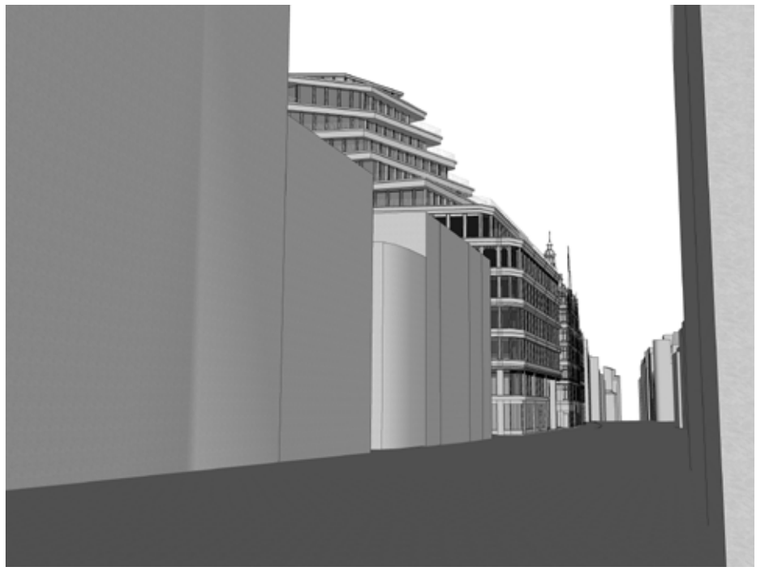
In response to concerns, the scheme has been reduced in height through removing a large portion of the 11F office accommodation to allow rooftop plant to be located on the 11F as opposed to the roof (12F). This was achieved through redistributing some of the mass to the lower parts of the building, creating a clearer distinction between the lower levels of the building and the refined 'rooftop' architecture.

The form of the upper floors has also been significantly reconfigured so that it responds more directly to the geometry of Cambridge Circus. This change has also helped create greater legibility in a number of the other key townscape views.

4.3 Design Development

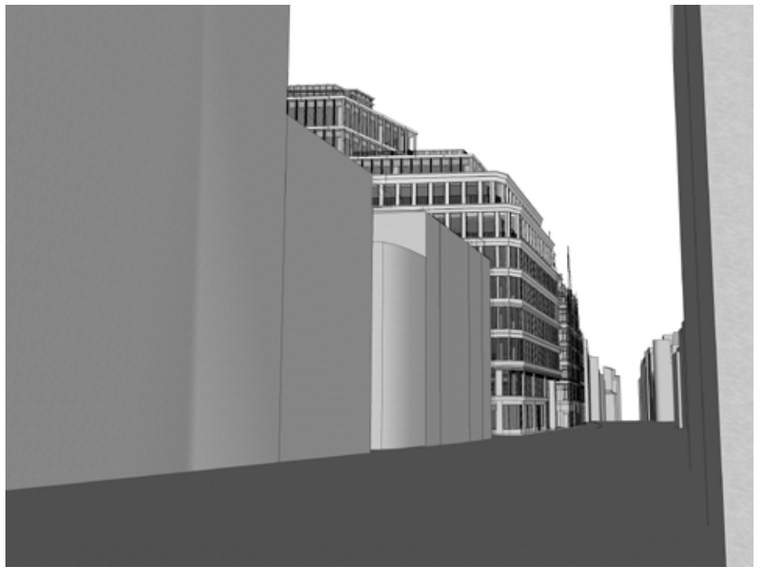


Existing Building



April 2016
Pre-app / Public Consultation Scheme

The street facing elevations on both Charing Cross Road and Shaftesbury Avenue were regarded as being of high quality (LBC) and sophisticated and well proportioned (Design South East). However, the tiering of the upper floors was regarded as less successful in some of the townscape views.



July 2016
Proposed Scheme

The street facing elevations have continued to be developed and refined, while the upper floors have undergone more significant changes to address the concerns raised. In conjunction with the development of the upper floors, some of the massing has been redistributed to the 'shoulders' of the building so that a clearer distinction between the lower levels and the 'rooftop' architecture can be appreciated.

The impact of this redistribution of massing has been mitigated through the addition of loggias at levels six and seven. This adds greater depth to the facade and breaks down the solidity of the facade treatment.

4.3 Design Development

Existing Building

April 2016
Pre-app / Public Consultation Scheme

Concern was expressed at consultation events regarding the proposed height, bulk and massing of the scheme when viewed from Cambridge Circus.

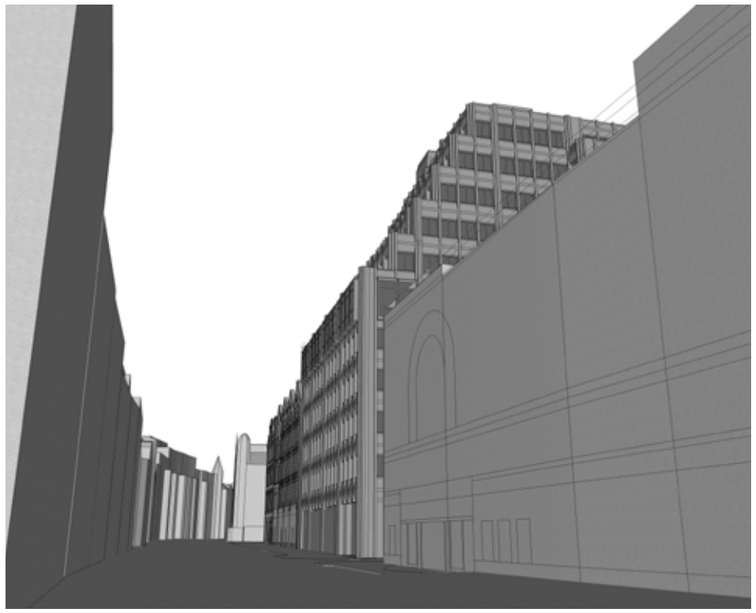
In particular it was commented by Design South East that the horizontal emphasis seemed at odds with the vertical rhythm of the main building. It was requested that a clearer relationship and aesthetic balance between the street frontages and the upper attic floors be investigated.

July 2016
Proposed Scheme

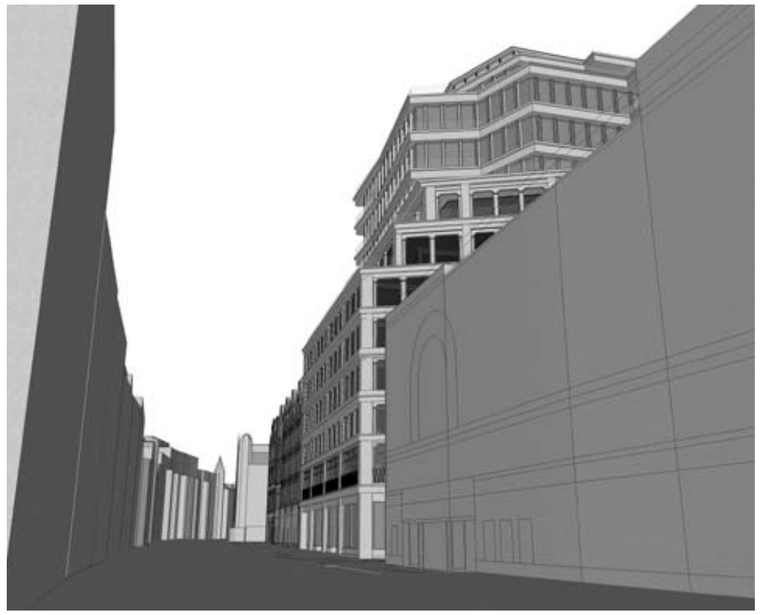
In response to concerns, the scheme has been reduced in height through removing a large portion of the 11F office accommodation to allow rooftop plant to be located on the 11F as opposed to the roof (12F). This was achieved through redistributing some of the mass to the lower parts of the building, creating a clearer distinction between the lower levels of the building and the refined 'rooftop' architecture.

The form of the upper floors has also been significantly reconfigured so that it responds more directly to the geometry of Cambridge Circus. The previous cantilevering balconies (which added significantly to the horizontal emphasis and the perceived bulk) have been removed. External space is now provided in the form of crescent-shaped loggias. These moves have helped the upper floors of the building to recede behind the foreground Circus building and to be less visually prominent.

4.3 Design Development



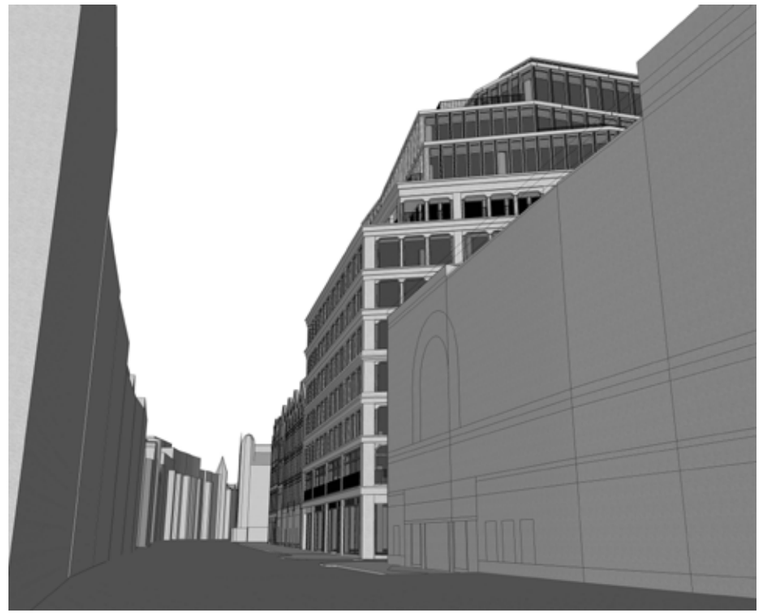
Existing Building



April 2016
Pre-app / Public Consultation Scheme

As with the Charing Cross Road elevation, positive comments were received about the architectural treatment of the Shaftesbury Avenue facade.

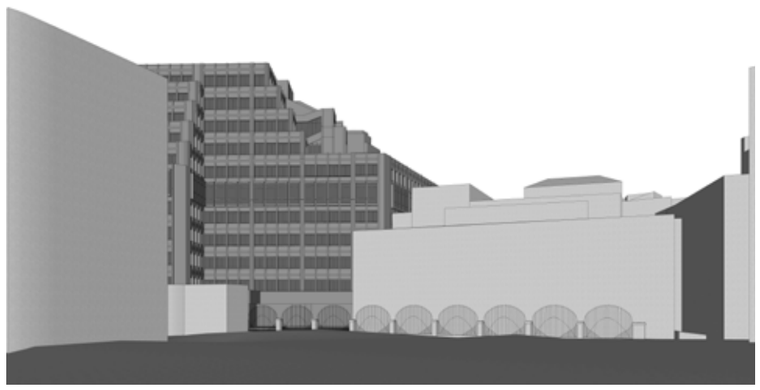
Design South East noted that the architectural treatment of the building up to shoulder height is sophisticated and well proportioned; the modelling and rhythm of the bays is well handled... The proportions of shop frontages will fit better with those of the surrounding buildings.



July 2016
Proposed Scheme

Subsequent design development has allowed a refinement of the detailing of these facades as well as a redistribution of the upper massing to compliment the lower floors. The proportion of the upper floors to the lower floors is now seen to be more appropriate, with the upper floors a less dominant element of the composition.

4.3 Design Development



Existing Building

April 2016
Pre-app / Public Consultation Scheme

No significant concerns were raised regarding the appearance of the building when viewed from St Giles Churchyard. The breaking down of the massing into four distinct components was understood to be an appropriate response to the context.

At a detailed level, the use of brick for the lower building was welcomed (Design South East).

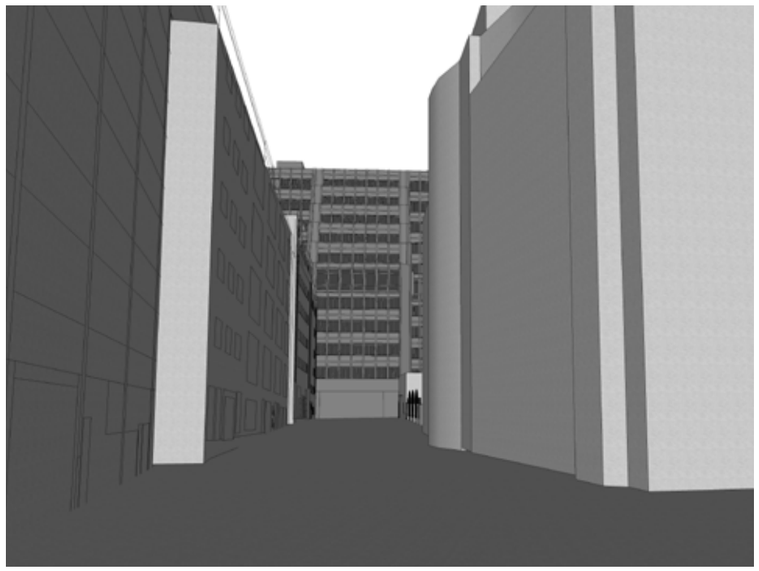
July 2016
Proposed Scheme

Development of the scheme in this location has focused on improvements to the public realm and the relationship between the ground floor retail units and the entrance to the pedestrian route.

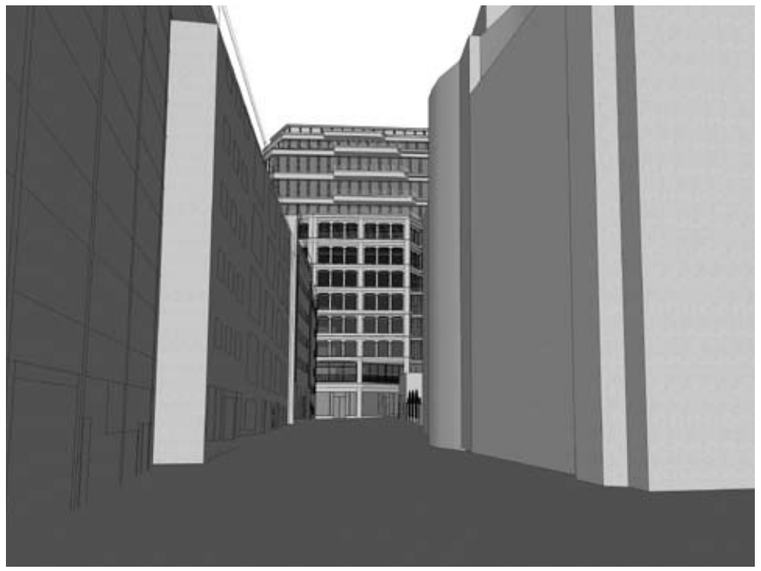
Cantilevering balconies have been removed from part of the upper floors to reduce the perceived bulk.

4.0 Design Strategy

4.3 Design Development



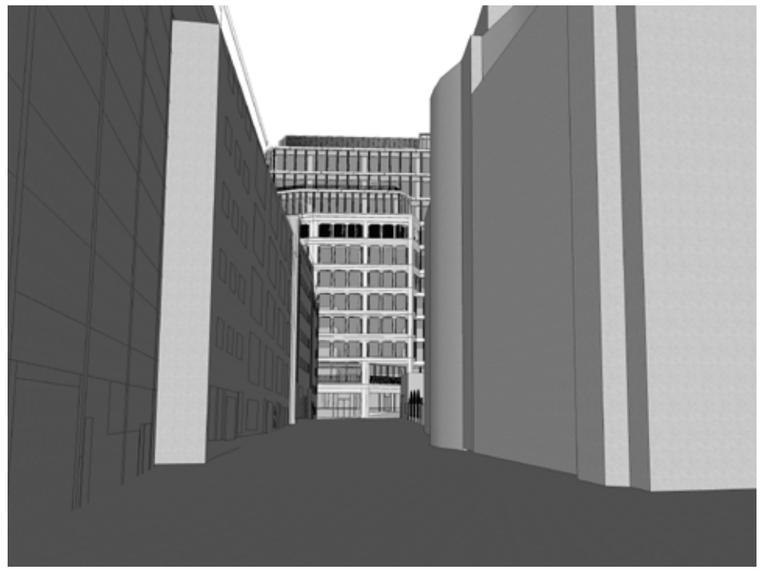
Existing Building



April 2016
Pre-app / Public Consultation Scheme

The reinstatement of the historic route through the site has been welcomed by all consultees, including Design South East, who commented that: “Yards and passages are a historic character of this part of London and we welcome the reinstatement of a new east-west link through the block, connecting Old and New Compton streets.”

LBC officers commented that this element is considered positive in terms of permeability and helps resolve Caxton walk.



July 2016
Proposed Scheme

The success of the route will be dependent on its legibility, accessibility and activation. Development of this facade has targeted improvements to the legibility of the route by drawing down the architectural treatment from the top of the building in order to mark the entrance. A greater level of articulation (in the form of three projecting bays at first floor level) also helps to mark the entrance from street level.

The consolidation of access and servicing requirements has allowed the entrance to the loading bay (which previously terminated the view down New Compton Street) to be relocated allowing the inclusion of a new retail unit. This will offer a positive termination to this street and help to activate the new route.

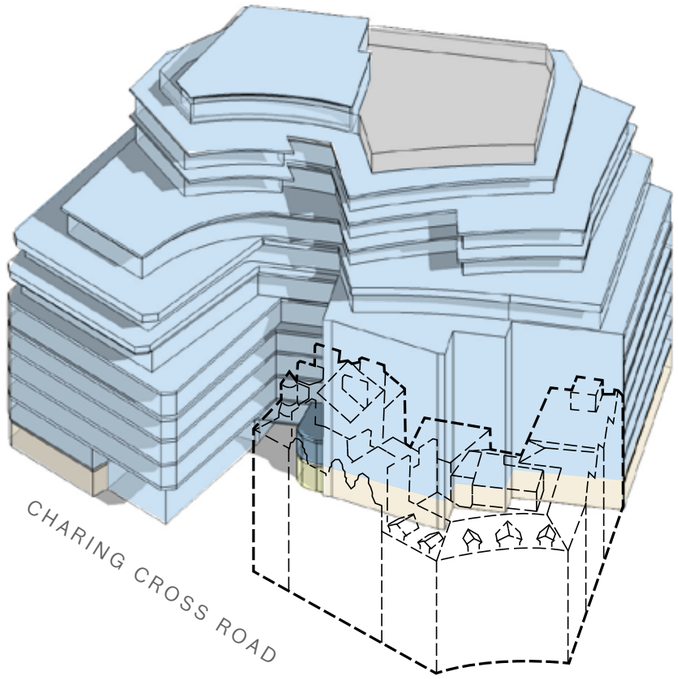
4.0 Design Strategy

4.4 Uses

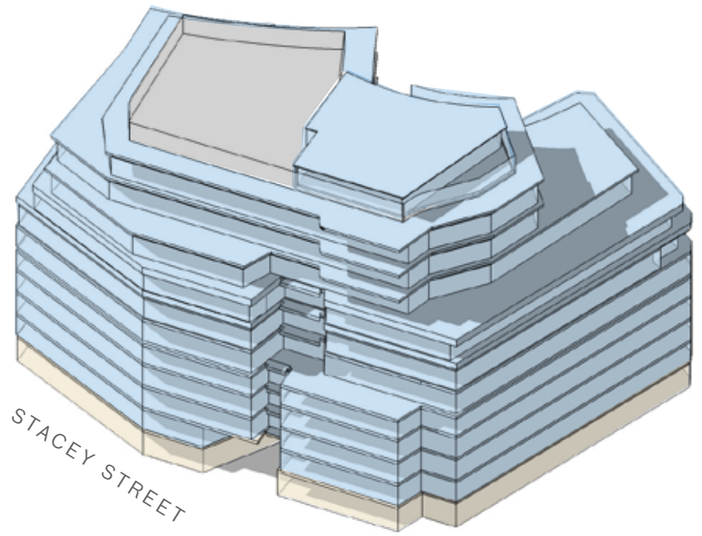
Office (Proposed)
It is proposed to provide B1 office space on the first to eleven floors - utilising the existing floors structure from first to six floors and adding new floors plates from seven floor upwards.

Flexible Retail Uses - shops, cafes and restaurants (Proposed)
Flexible retail (A1/A3) uses are proposed at ground floor and will activate all frontages of the building, consolidating the existing accommodation and providing high quality retail floorspace suitable for modern occupiers.

Plant/Service
All plant equipment that does not require a high level of ventilation is proposed to be located in the basement. Due to space restrictions of the existing basement there will also be plant at Level 07 and external plant at Level 10/roof. For more detail on basement plant in relation to technical requirements please refer to the technical chapter of this report.



Front Axonometric



Rear Axonometric

4.0 Design Strategy

4.5 Arrangement & Layout

4.5.1 Ground Floor

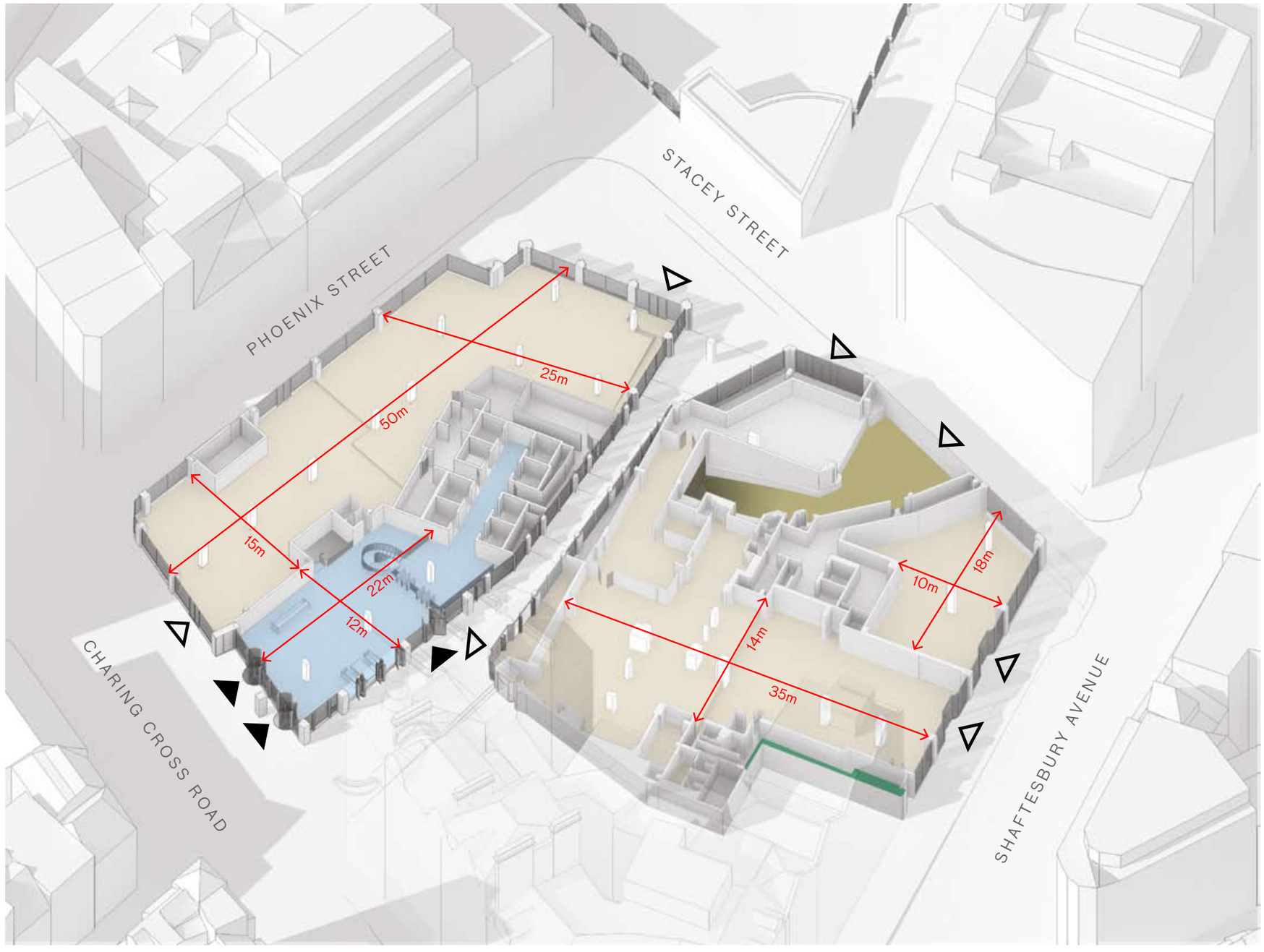
Office Lobby
The office lobby has been relocated to Charing Cross Road from the existing entrance on Shaftesbury Avenue. Two entrances allow access at the west and south end of the lobby to accommodate arrival from both Charing Cross Road and Caxton Walk.
The office lobby reception is visible immediately upon entry. The office lift lobby is also clearly visible from the reception area. An internal feature stair to the first floor level is provided, considerably reducing the loading of the office lifts. The lobby is a double height space, which provides a visual connection to the office space on first floor. Eight lifts will serve ground to level seven. The basement level is served by two lifts.

Flexible Retail Uses
Restaurants, cafes and other uses such as shops are proposed at ground floor level to provide activity on all four sides of the building as well as along the new pedestrian route through the site. It is envisaged that a mix of uses will be provided to cater for local residents, visitors to the site and workers located within the area.

Cycle Access
The cycle store is accessed from Stacey Street via a shared services access and cycle entrance through the existing ramp with a demarcated cycle / pedestrian route. For safety reasons this will require the one way signalised shuttle working system to apply to cyclists.

Service Access
Service access is located off Stacey Street, which is not as busy as the main routes around the site (Charing Cross and Shaftesbury Avenue).

Shared Escape
A fire escape stair is shared with neighbouring properties



Proposed Axonometric Ground Floor Plan (Layout is indicative, dimensions are approximate and rounded to nearest metre)

4.5.2 Lower Floors 1-4 (Office)

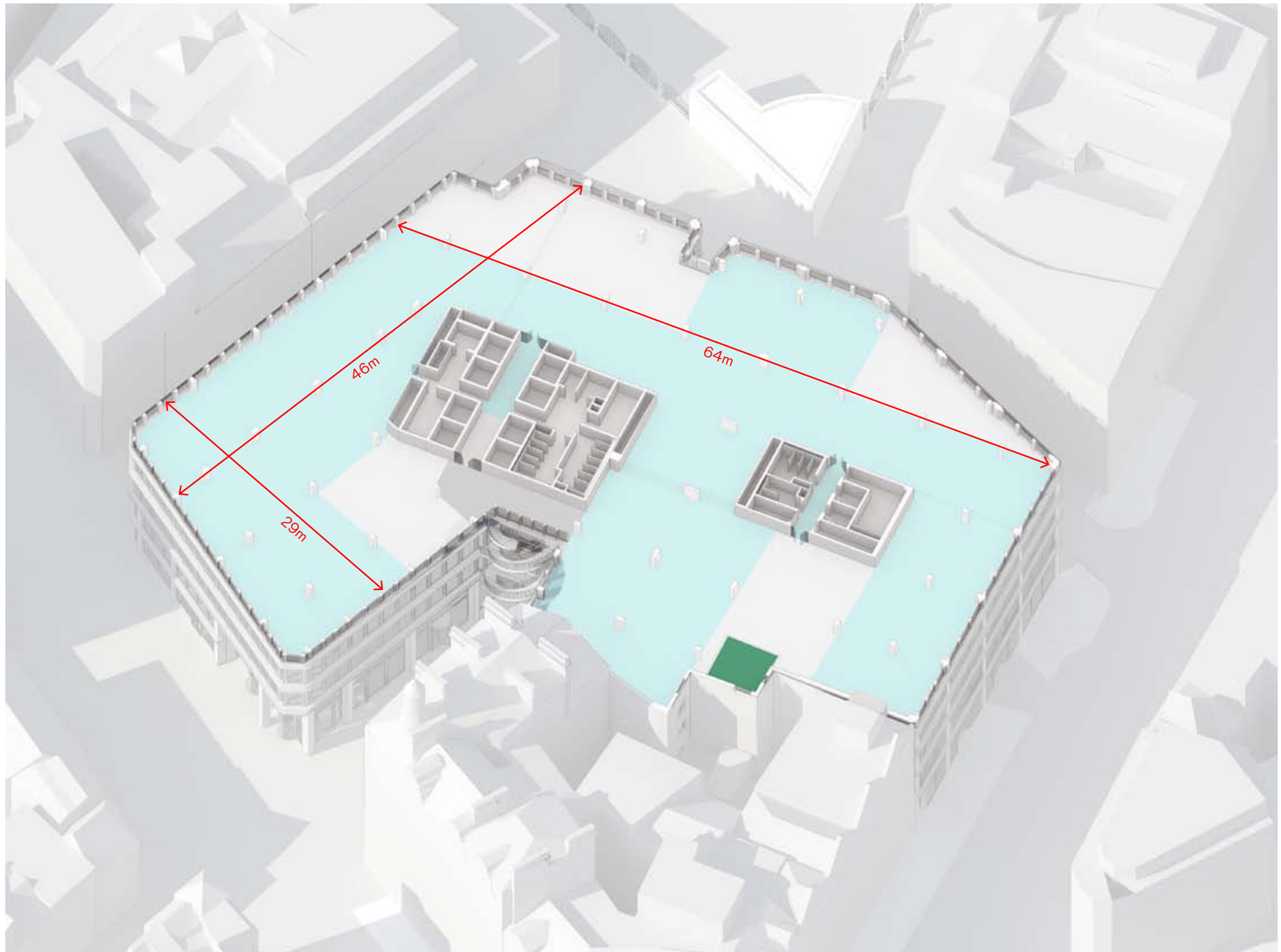
The existing lower floors will be fully refurbished to provide high quality office space. Suspended ceilings will be removed to reveal exiting concrete soffits maximising the floor to ceiling heights. The reconfigured core allows for flexible open plan office space.

Existing Structure
Retention of the existing structure on levels one to six with the inclusion of a new core and sections of new infill floors plates to provide office space to meet current BCO guidelines.

Cores
The existing eastern core structure for the stair and lifts is retained to maximize the retention of the existing structure and only re-build from level seven due to re-alignment of new floor levels / change of floor construction. Due to the new pedestrian route through the site the existing western core will be demolished and a new core constructed. The location of the cores allows for the potential to split the floorplates up to three tenures to ensure flexibility.

On these lower floors as the existing structure is retained a floor to ceiling height of c.3m is achieved. This is considered appropriate to give a generous perception of space as well as natural daylight into the depth of the floor plate.

Note: Inset loggias have been located on the west elevation / Charing Cross Road to provide dedicated amenity. An external stair will connect the lower floors (Level 01 to Level 07) and provide shared amenity for all tenures.



Proposed Axonometric 4th Floor Plan (dimensions are approximate and rounded to nearest metre)

4.5.3 Upper Floors 7-11 (Office)

The transition between retaining the existing floor structure and introducing a new lightweight structure occurs at level seven where a new transfer structure will provide additional loading capacity and allow transferring the columns of upper floors onto the existing columns position.

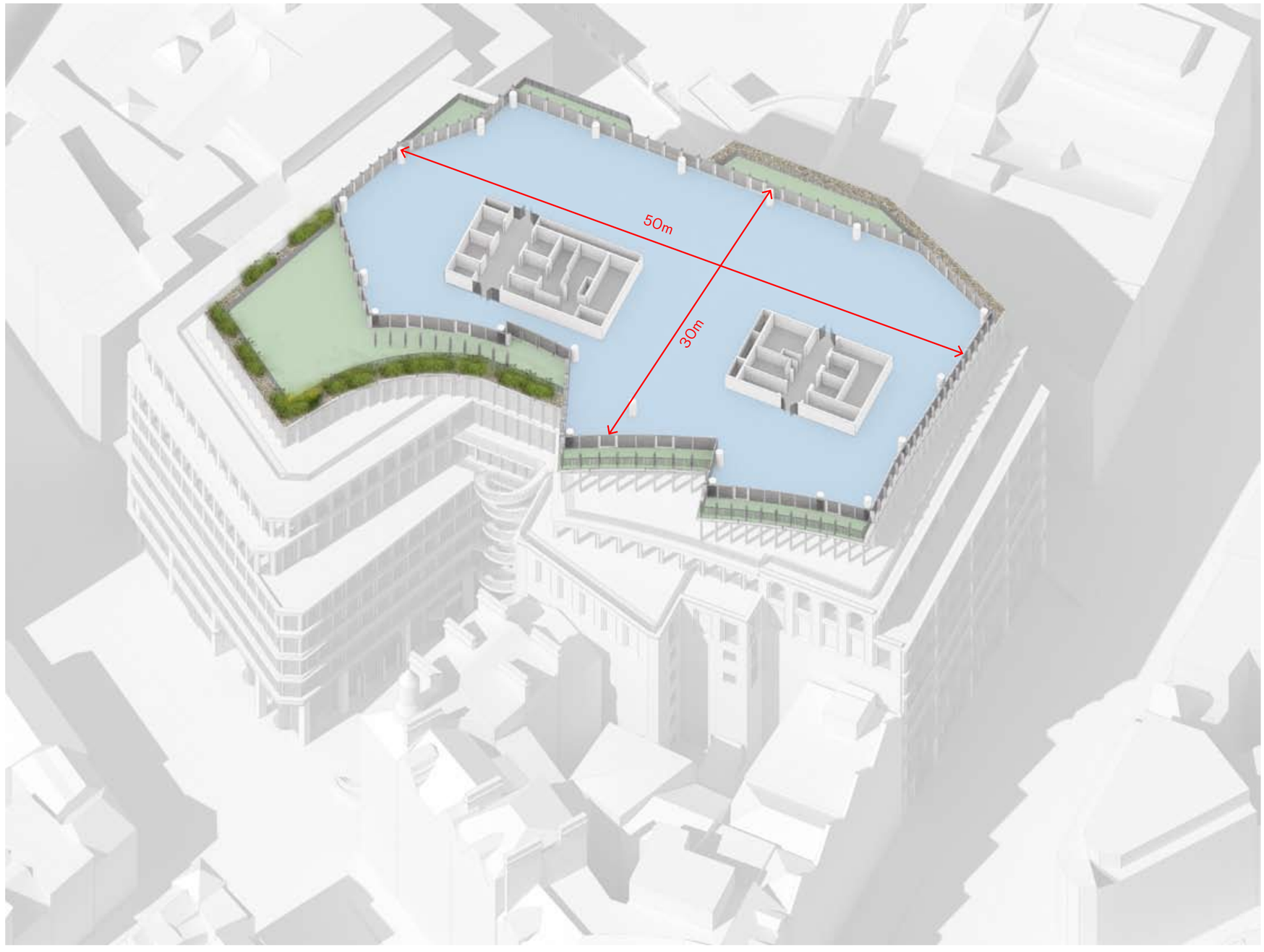
The upper floors (Level 8-10) are on shallower floorplates stepping back from the existing lower mass to respond to the surrounding townscape. Headroom of 2.9m is achieved throughout the upper floors (7F - 11F).

Floorplate
The envelope line is irregular in plan and provides for a unique series of spaces that will appeal to a wide range of tenancy profiles. The core and plan layout is designed to allow for two tenants per floor.

Amenity
The upper floors massing includes concave facades that relates to the Cambridge Circus geometry and respond to its southern condition by the creation of set back balconies as amenity space for the building users.

Level seven contains a shared terrace for tenant use accessed through the main core and the external stair. The terraces are designed to provide for a range of uses and aspects while significantly increasing the biodiversity of the area.

Core
A new core plus a refurbished core to serve the demands of a new office development have been located to maximise the retention of the existing structure while providing a range of different scales and shapes of space. The location allows for the floorplate to become exponentially shallower on the upper floors responding to the surrounding townscape.



Proposed Axonometric 8th Floor Plan (dimensions are approximate and rounded to nearest metre)

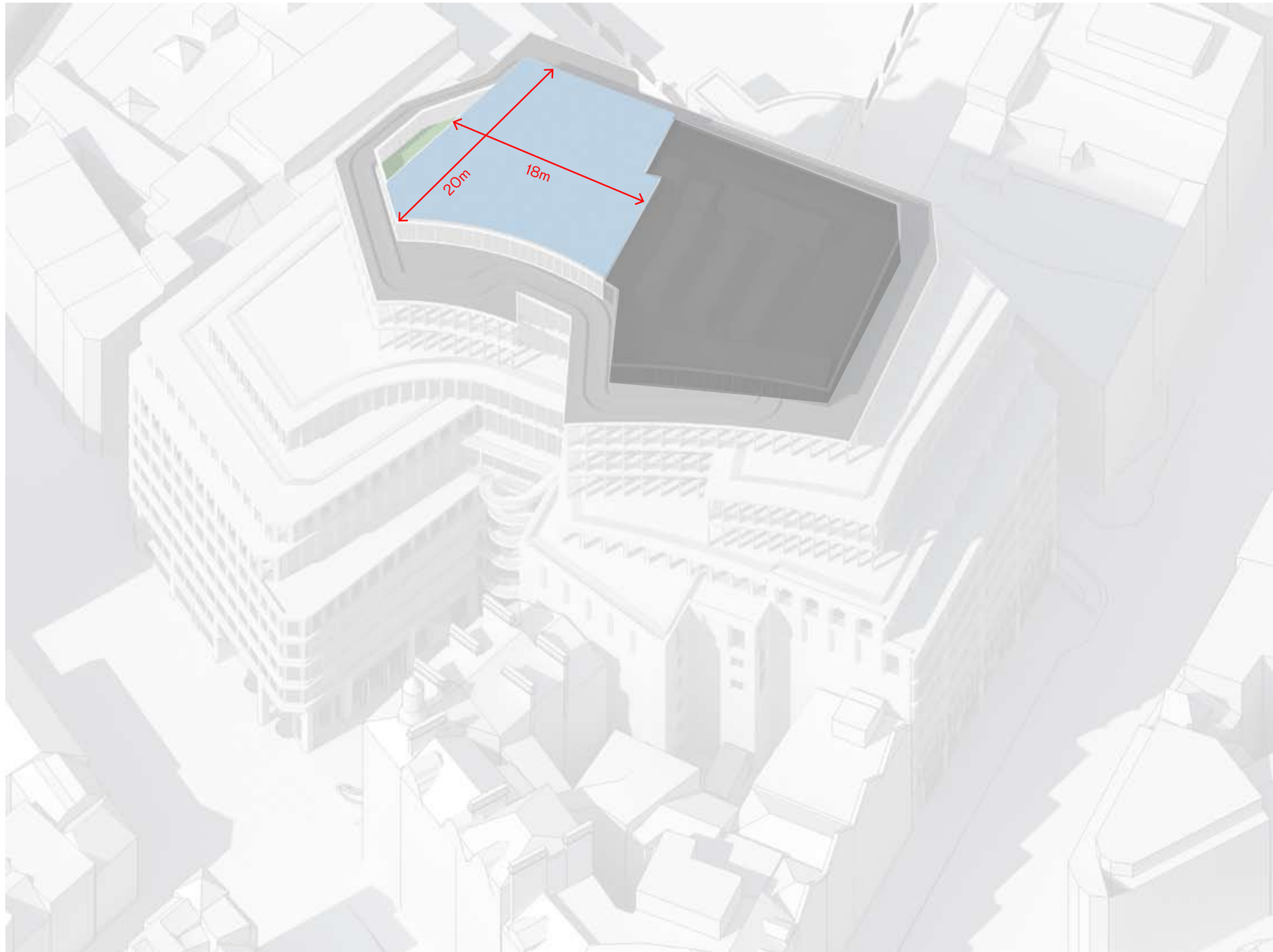
4.5.4 11th floor and Roof

Floorplate
With a smaller floorplate, level eleven will share the same tenure as level ten. Visual connection though a double height volume space with a stair will connect the two floor plates. Generous levels of daylight will offer a space that could be used for events as well as board meeting rooms.

Amenity
Terraces at level 11 and a screened terrace at roof level (to protect from wind) are provided as amenity for this occupier.

Plant
All plant equipment that requires a high level of ventilation is located on the roof/level ten adjoining the office as shown opposite. Housed in an open plant space the façade of which is a continuation of the façade treatment at this level with brass mesh laminated glass to minimize any visual impact from ground level. The roof as a fifth elevation is made of vertical louvres. For more detail on roof plant in relation to technical requirements please refer to section 5.0 of this report.

Building Maintenance Unit track
The BMU track runs along the north, east and west perimeter of the roof line of level ten to access the building envelope below. A dedicated garage is included within the plant area to ensure that the unit is not visible from street when it is not being used. For more information on facade maintenance please refer to section 5.0 of this report. .



Axonometric 11th Floor / Roof Plan (dimensions are approximate and rounded to nearest metre)

4.0 Design Strategy

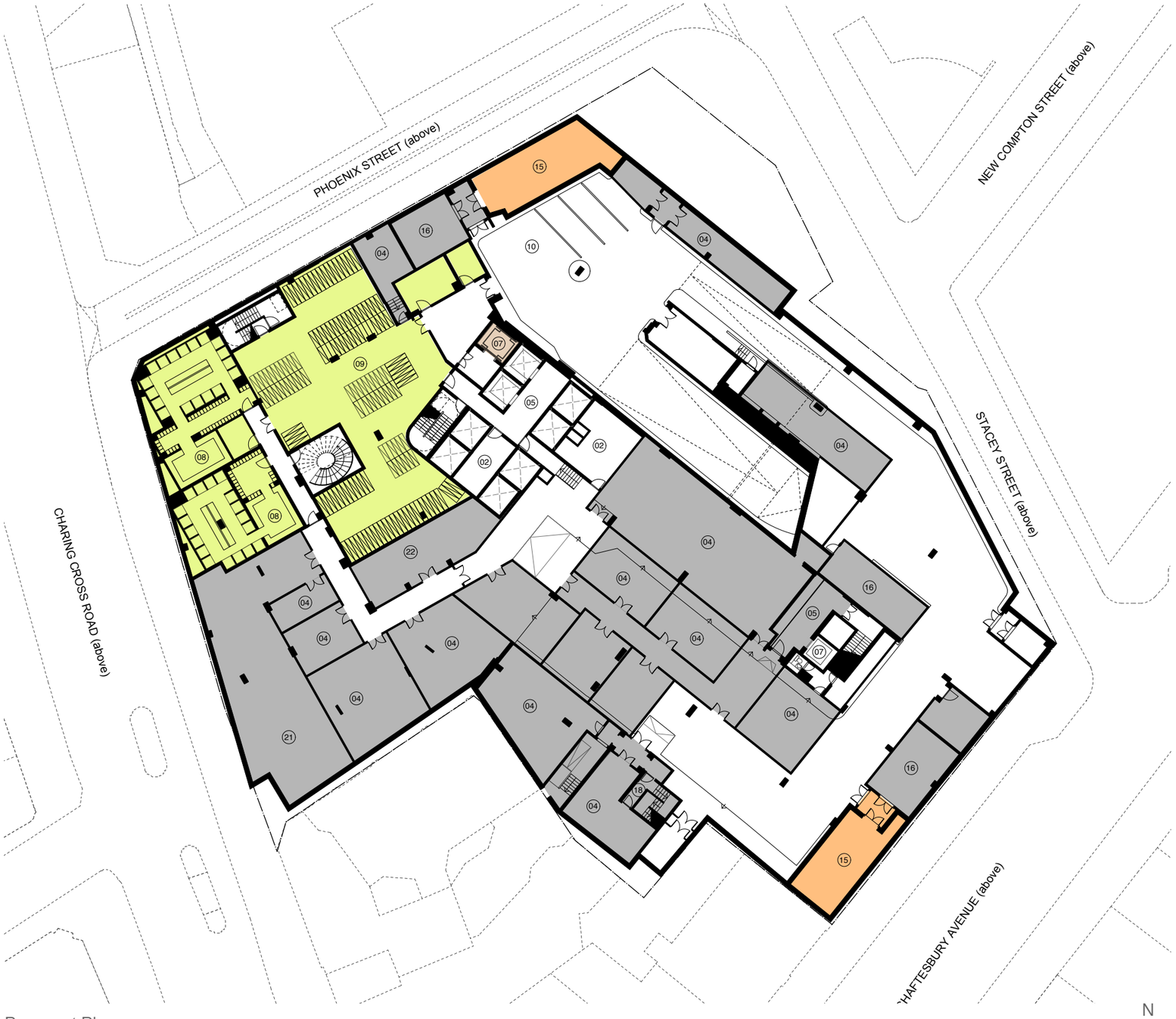
4.5.5 Basement

The basement floor is divided into zones including back of house areas and the plant room areas.

Cycle Parking (Office + Retail)
Cycle parking provision for office and retail users is located to the north of the basement, which is served by full shower and changing facilities, and accessed from Stacey Street. A total of 303 cycle spaces are provided.

Plant
The plant room is located on the south and east side of the basement as shown.
For more detail on basement layout in relation to technical requirements please refer to section 5.0 of this report.

Substation
The two existing substations will be retained within the existing basement at their current location. Further discussions with UKPN will need to take place during design development.



Basement Plan

5.0 Architectural Design

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5.0 Architectural Design

5.1 Overview

The proposal for 125 Shaftesbury Avenue has been developed in response to the context and to the challenges and opportunities that the refurbishment of the existing building presents.

A series of key townscape and streetscape views were identified at the early stages of the design process in order to ensure that the proposal presents an appropriate response to the varied context.

Whilst as much of the existing structure has been retained as is practicably possible, a wholesale removal and reconstruction of the facade is proposed in order to create a contemporary, high quality building that meets current targets for environmental performance.

The proposed architectural language for the lower street facing floors of the building is that of a solid, masonry facade with punched window openings as opposed to the conventional fully glazed curtain wall construction that is predominant in the design of many office buildings. The two principle street facing facades (on Charing Cross Road and Shaftesbury Avenue) respond directly to their neighbouring buildings, whilst reading as a coherent whole. This results in a building that is immediately solid and grounded in its context in a manner that is consistent with the scale and volume of space that exists within the inherited structure.

The upper floors of the building are set back from the main streets. Here an opportunity exists to transform the character of the building and the way in which it responds to its context in the more distant townscape views. Through the demolition of the existing concrete structure (from level seven upwards) and its replacement with a lightweight steel construction, the form of the upper levels has been re-imagined and reorientated as a new ‘rooftop’ element of the building. A series of concave forms respond directly to the geometry of Cambridge Circus, acknowledging the importance of this view, and are articulated with continuous loggias on the southern elevations and deep brass-coloured metal fins on the remaining elevations. Both of these architectural elements respond to environmental conditions and provide passive solar control thus improving the environmental performance of the facade.

Bird’s eye view of proposed scheme

5.1.1 Ground Floor

The refurbishment of 125 Shaftesbury Avenue provides an opportunity to reconfigure the ground floor of the building in order to: increase permeability through the site; increase the amount of active frontage; reduce the dominance of loading and servicing entrances on Stacey Street; to relocate the office lobby, and to enhance the public realm around the building.

Pedestrian Route
The reinstatement of the historic route that previously ran through the heart of the site will offer a significant public benefit. Reconnecting Old Compton Street with New Compton Street, the new pedestrian route will increase permeability and improve connections between Soho/ Charing Cross Road to St Giles High Street.

Office Lobby
The office lobby has been relocated to Charing Cross Road from Shaftesbury Avenue. Two entrances allow access to the lobby; direct from Charing Cross Road and also from Caxton Walk.

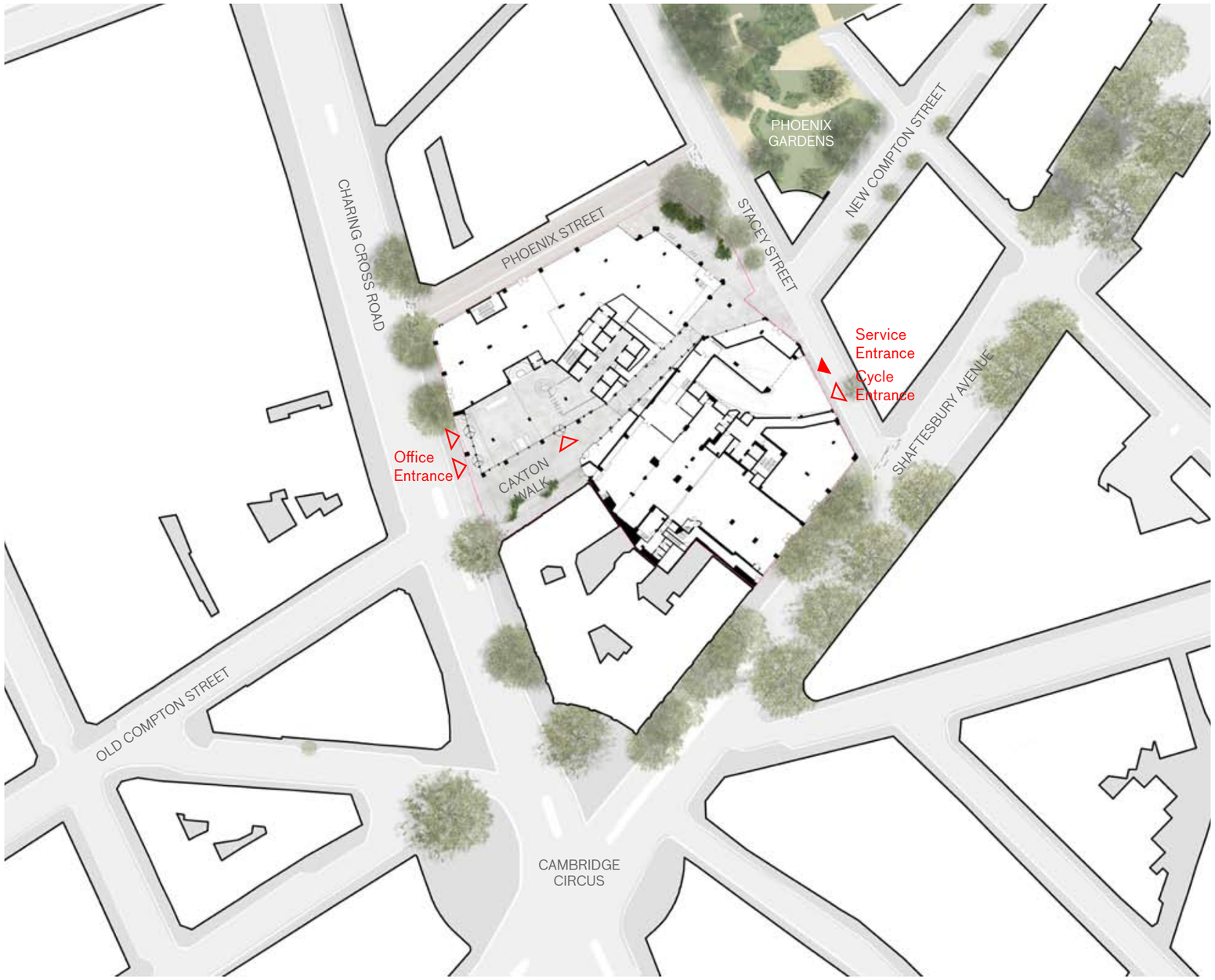
The location of the double height lobby provides a legible entrance to the building in a location that acknowledges the anticipated increase in footfall as a result of the Crossrail Station at Tottenham Court Road. Its proximity to the new pedestrian route and to the public space on Caxton Walk means it can contribute positively to the character of these two spaces.

A feature stair to the first floor level is provided, considerably reducing the loading of the office lifts. The lobby is a double height space, which provides a visual connection to the office space on first floor. Eight lifts will serve ground to level seven. The basement level is served by two lifts.

Flexible Retail Uses
Restaurants, cafes and other uses such as shops are proposed at ground floor level. These will provide activity on all four elevations of the building and within the new pedestrian route.

Cycle Access
Cycle storage is located at basement level and accessed from Stacey Street via a shared services access and cycle entrance. Basement access is via the existing (reconfigured) ramp, which will have a clearly demarcated cycle / pedestrian route to provide segregation from vehicles. For safety reasons this will require the one way signalised shuttle working system to apply to cyclists.

Service Access
Service access is located on Stacey Street, as existing. Separate entrances were previously provided to the loading bay and the basement access ramp. These are proposed to be consolidated into a single entrance.



Site Plan

5.1.2 Public Realm

A key public benefit of the proposed development will be a distinctive and well-designed public realm at the two entrances to the new pedestrian route - Caxton Walk and Stacey Street. In conjunction with the improvements to permeability that are offered by the new route, the two enhanced public spaces will provide new seating, lighting and planting. The design of the spaces is intended to encourage interaction between tenants, local residents and visitors, within a 'super natural' environment. A planting scheme has been developed that increases biodiversity and complements the existing biodiversity of Phoenix Gardens.

The design of the public realm also aims to contribute to the strategic ambitions of LB Camden's West End Project, located as it is at the project's southernmost tip, as well as with the public realm strategy developed by Publica for the Seven Dials Trust, which focuses on key walking routes.

Caxton Walk / New Pedestrian Route

Caxton Walk - a remnant of the historic Little Compton Street - is currently colonised by restaurant seating, segregation barriers and poor quality planting. As a dead end, the space is currently plagued by antisocial behaviour. The proposed location of the new office lobby at the junction of Charing Cross Road and Caxton Walk will provide positive overlooking of the space, improved legibility, and create greater activity and footfall.

Multiple entrances to the office lobby from Caxton Walk, together with a continuation of the high quality paving treatment and planting into the lobby will encourage positive use of this space.

The introduction of a new retail unit adjacent to the office lobby and at the entrance to the pedestrian route will not only help activate the route, but also create a smaller scale focus for the space.

Stacey Street

At the other termination of the route, at the junction of Stacey Street and Phoenix Street, further improvements to the public realm are proposed. Taking inspiration from the 'super-nature' of Phoenix Gardens, a proposal has been developed to address the current back-of-house character of the area, enhancing the space through greening, improved lighting and the use of high quality materials.

Retail units at either side of the entrance to the route will activate the space. Level access with the public realm in this location will help to address some of the problems of antisocial behaviour that result from the current change in levels.

Please refer to section 6.0 for further details.

View towards pedestrian route from Caxton Walk showing enhanced public space

View towards pedestrian route from Stacey Street / New Compton Street showing enhanced public space

5.0 Architectural Design

5.1.3 Materiality

As discussed in sections 3 and 4, central to the urban strategy is that the proposal should respond specifically and appropriately to the differing contexts of Shaftesbury Avenue, Charing Cross Road, Stacey Street.

The site is not in a conservation area, and does not clearly belong to any one of the distinct character areas that surround it (Soho, Bloomsbury, Seven Dials, etc). Although the existing building's brick facade reflects the prevalent use of this material in the area, the monotonous blanket architectural expression and dark tone of the existing masonry cladding lends the building a dull appearance which is dark, oppressive and contributes to the sense of impenetrability of the St Giles district. The facade treatment of the existing building also fails to acknowledge the use of stone on some of the larger buildings that define the character of the St Giles quadrant, namely St Giles in-the-fields Church, the Odeon Cinema and Centre Point.

As such, the material expression of the proposed scheme has been developed to give a clear identity to the building and reflects the more nuanced use and articulation of materials within the local context. Specificity is bought to the different elevations of the proposed building through variations in composition and articulation of the facade, whilst a unified and restricted material palette ensures that the scheme can be understood as a coherent whole.

Referencing some of the historical and listed buildings in the local area (and in order to create a lighter more uplifting building) a light coloured reconstituted stone/ precast concrete will be the predominant facade material of the lower floors. At ground and first floors this will be combined with brass coloured metal window detailing to denote a strong 'plinth' condition.

The use of brass coloured metalwork will also be deployed at the upper floors of the building to bring warmth; to compliment the tonality of the neighbouring buildings, and to denote a separate 'rooftop' architecture.

The 5-storey element of the building at the junction of Stacey Street and Phoenix Street is faced in light coloured brick to further break down the mass of the building and to relate to the brick façades of the nearby residential blocks.

Precast Concrete
Abell House, Westminster - DSDHA

Light coloured brickwork
Corner House, Camden - DSDHA

Brass coloured metal
Novatis HQ, Switzerland - Peter Markli

Brass coloured metal
345 Meatpacking, New York - HTO

Precast Concrete
Royal Collections Museum, Madrid - Mansilla+Tuñón

Light coloured brickwork
Corner House, Camden - DSDHA

Brass coloured metal
Novatis HQ, Switzerland - Peter Markli

Brass coloured metal
345 Meatpacking, New York - HTO

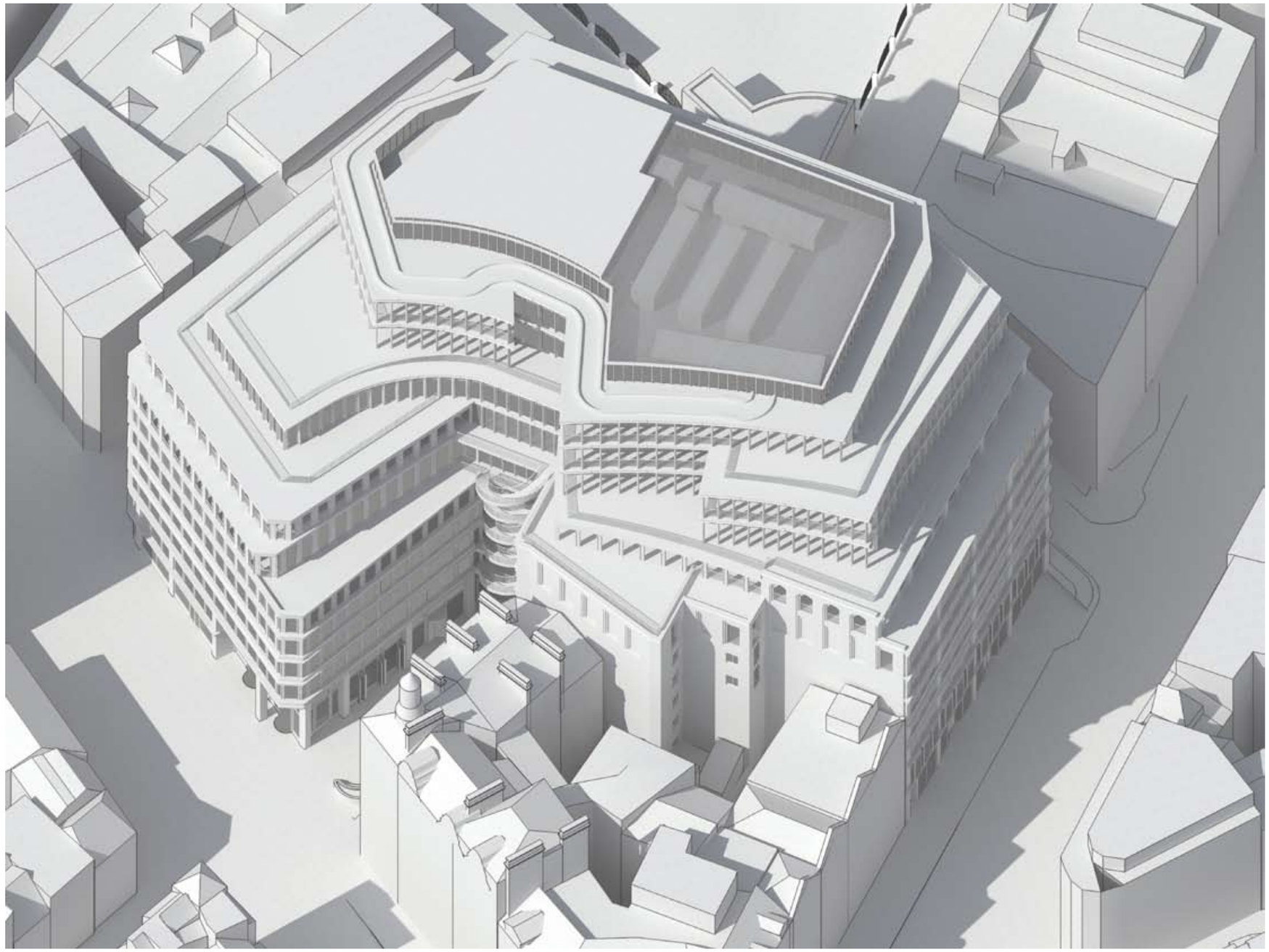
5.1.4 Architectural Composition

Lower levels
The proposal's main frontages to Charing Cross Road and Shaftesbury Avenue both rise to seven storeys and are proportioned to relate to those of neighbouring buildings. The building's massing steps down to 5-storeys at the junction of Phoenix Street and Stacey Street in response to the smaller scale residential architecture in this location.

The composition and hierarchy has been studied and carefully composed to a scale and proportion that is appropriate to the existing structure and the local context.

Upper Levels
The form of the upper floors is more dynamic and is designed as a series of interlocking concave forms, which are shaped to respond to local views and echo the curvature of the buildings on Cambridge Circus.

The façades of the set-back upper levels feature columns and fins that are clad in the same brass-coloured metalwork found in the framing elements to ground and first floor levels of the building. This contributes to their roof-like expression, helping to differentiate them from the main frontages below.



Massing model of proposed scheme

5.0 Architectural Design

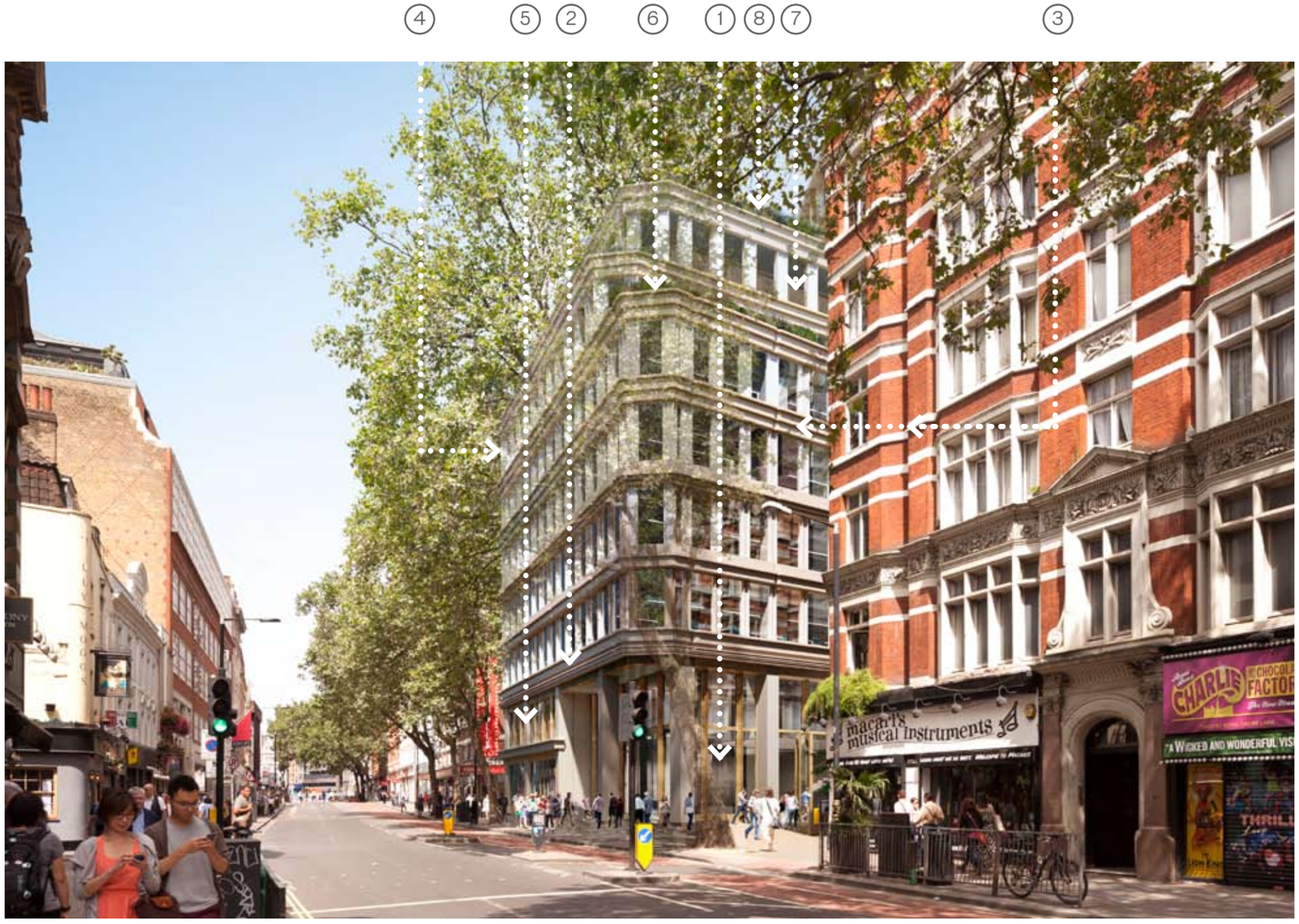
5.2 Streetscape - Charing Cross Road

5.2.1 Streetscape view looking North

The architectural treatment of the Charing Cross Road elevation has been developed in response to contextual analysis and environmental performance. The strong horizontal language references the horizontal banding of a number of neighbouring buildings (particularly Trentishoe Mansions). The profile of the cornice is subtly different at each level, and windows decrease in size over the height of the elevation (in response to increased lighting levels) bringing variation to the facade. The double height office lobby provides a positive feature to this corner.

1. The double height entrance to the office create a positive feature and a legible entrance to the building.
2. The design references the horizontal articulation of the Charing Cross Road context. Variation is achieved through varying the profile of the cornice at each level.
3. Subtle bays are suggested through indentations in the cornice at each level, referencing the flush bays of the neighbouring Trentishoe Mansions.
4. Windows decrease in size over the height of the elevation in response to increased light levels and as a form of passive solar control.

Existing view



Proposed view (with trees made transparent for clarity)

5.2.2 Streetscape view looking South

(5) The use of brass detailing at ground and first floors helps to reinforce the commercial datum on Charing Cross Road, whilst also emphasising the buildings new entrance lobby.

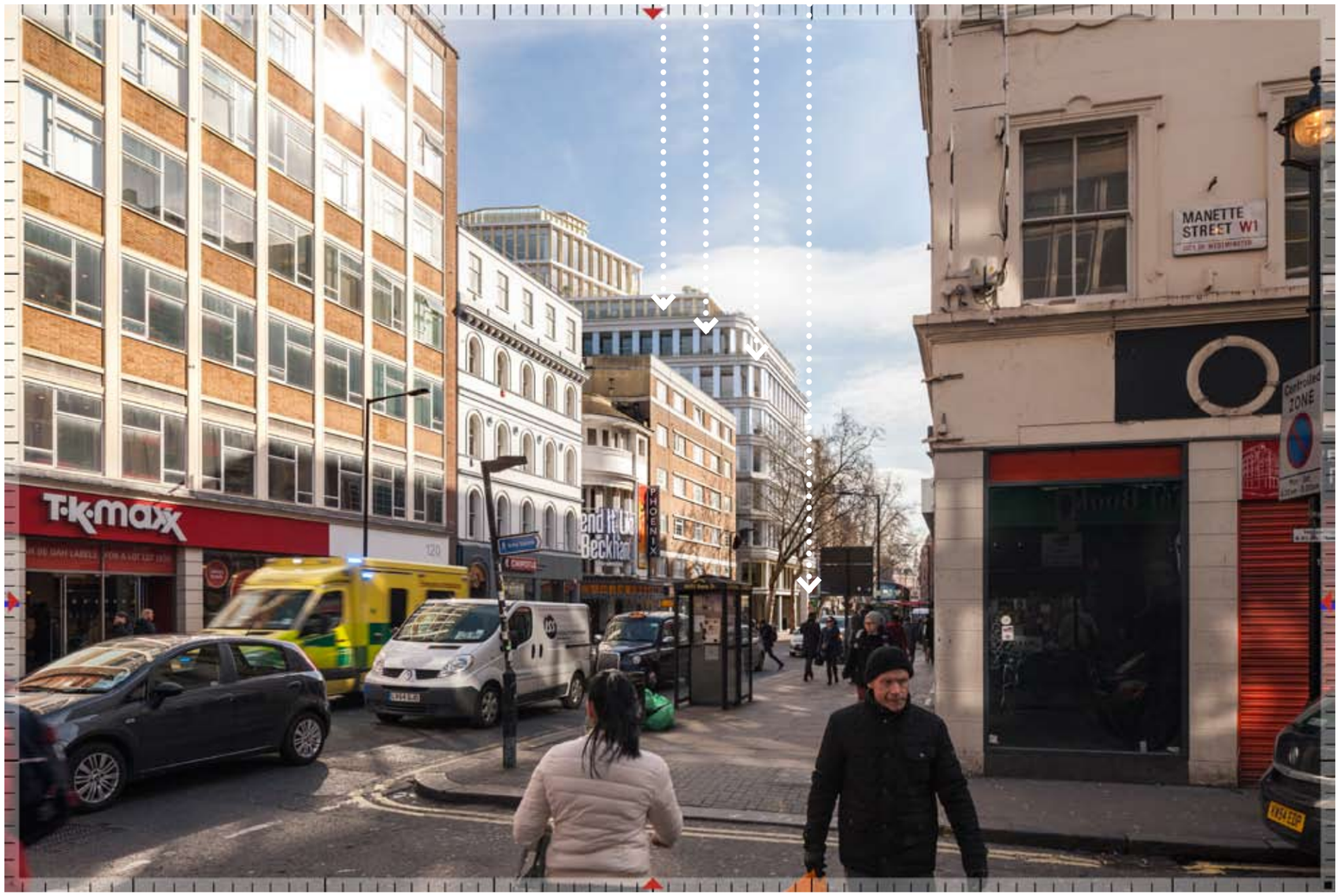
(6) A chamfer softens the relationship with Caxton Walk and Phoenix Street, creating a positive corner.

(7) An inset loggia at level six and level seven provide amenity for the building users and create further depth to the facade.

(8) Generously planted terraces offer visual amenity to the street.

Existing view

8 7 6 1

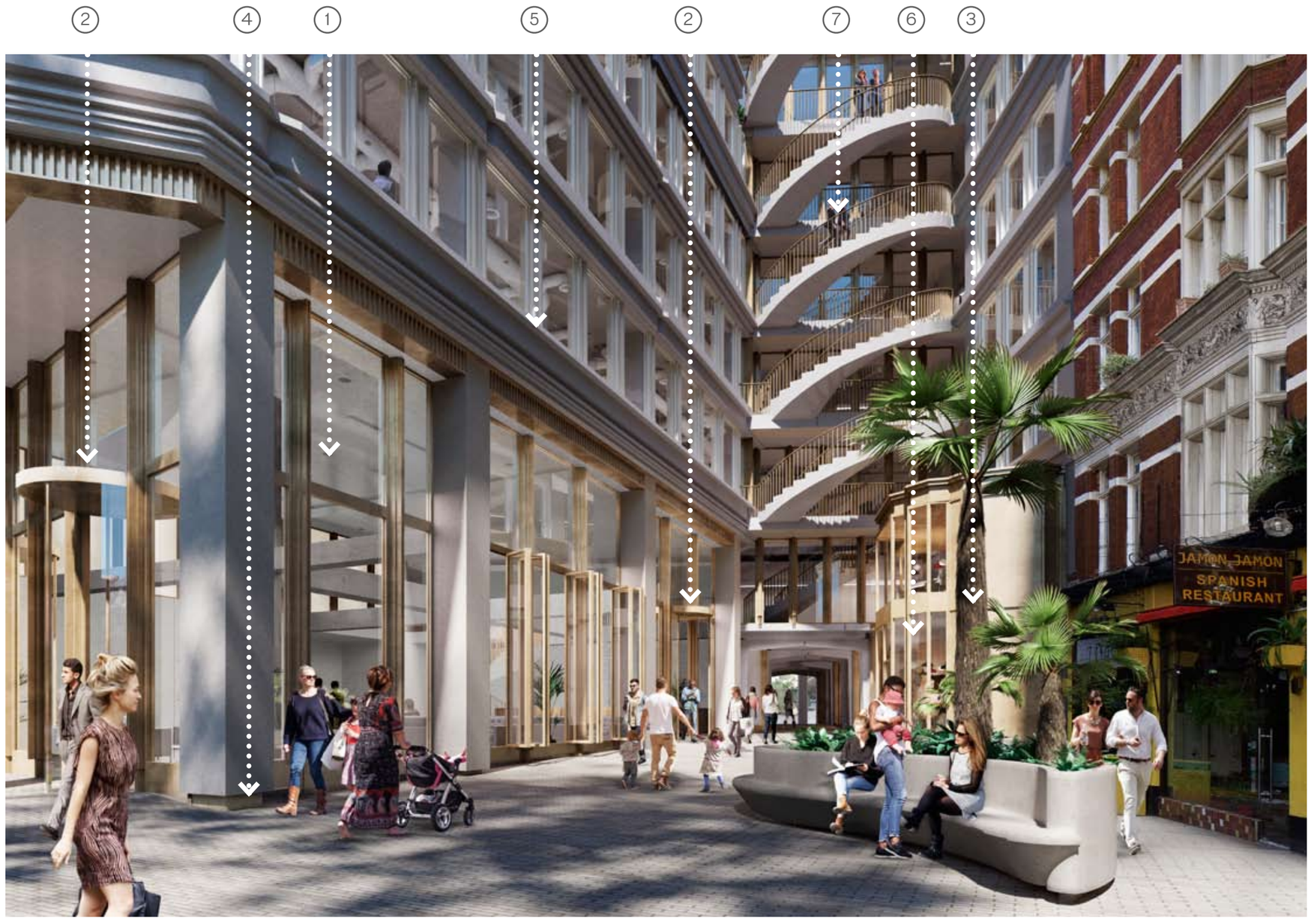


Proposed view

5.2.3 Entrance / Caxton Walk

One of the key urban strategies of the proposal is to relocate the main office entrance from Shaftesbury Avenue onto Charing Cross Road in response to the predicted growth of importance of the street following the opening of Crossrail at Tottenham Court Road. As a fundamental part the development, Caxton Walk will be extended to reconnect Old and New Compton Streets, improving permeability through the site. The introduction of the new double height entrance and retail will add activity and passive overlooking of the enhanced open space. The external spiral stair draws the eye towards the entrance of the route and adds delight and articulation. The brass-coloured materiality of the upper floors descends down create a visual link with the architecture of the upper floors.

1. The double height office lobby addresses both Charing Cross Road and Caxton Walk. Multiple entrances into the lobby help to activate the new open space.
2. In addition to multiple entrances, sliding/ folding screens are proposed to open up the lobby further. A continuation of planting and surface materials is proposed to connect the internal and external spaces.
3. Seating and planting is proposed for the new open space.
4. A recessed brass skirting helps the re-clad columns touch the ground lightly.
5. The strong cornice is proposed between ground and second floor reinforcing the double height volume and to provide separation between uses.
6. A new retail unit is proposed at the entrance to the route helping to animate and activate the route.
7. An external stair adds further delight and animation to the new open space.



Proposed view towards new pedestrian route from Caxton Walk

5.2.3 Office Lobby - Interior

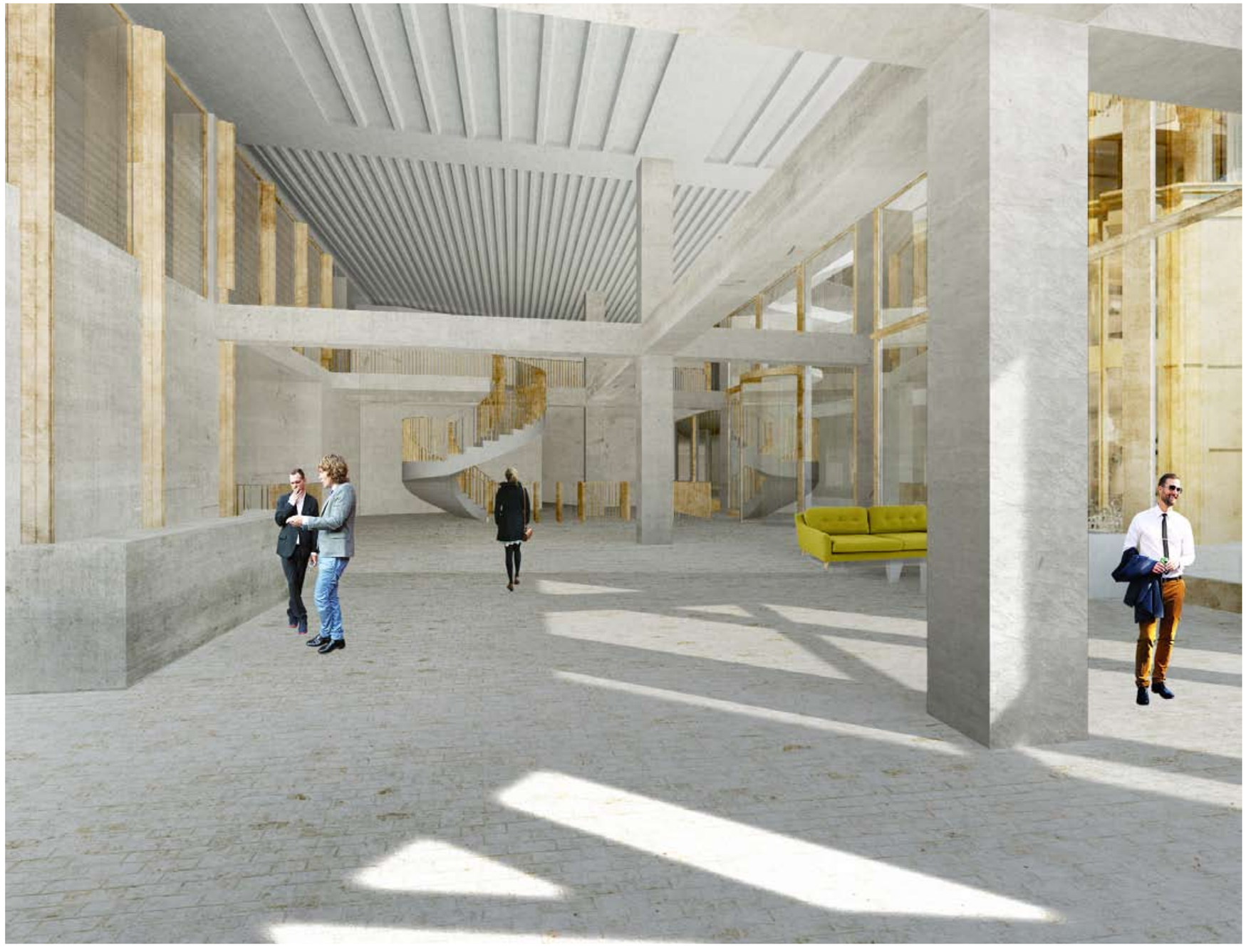
The relocation of the office lobby both amplifies its street presence and helps to reinvigorate the public realm, providing continuous passive surveillance of Caxton Walk.

The internal volume is characterised by the exposed structural columns and beams of the existing building. Sections of the existing walls and floors will be removed to create a two-storey void to bring a bright and spacious feel to the building's entrance and circulation areas.

A continuation of the paving material of Caxton Walk is intended to strengthen the relationship between the lobby and the new public realm. Openable windows to the lobby increase porosity and enliven both the reception and open space.

The lobby entrance is split between three doors, two from Charing Cross Road (the principle elevation) and one of Caxton Walk. This is to respond to the arrival from either direction encourage movement through Caxton Walk/ the new pedestrian route.

A accommodation stair at the rear of the lobby provides access directly to the first floor to lighten the demand on the lift core. Additionally, it provides access to the external stair promoting the use of this rather than the lifts and encouraging interaction between tenants of the different floors.



Interior view of proposed office lobby showing retained structure and accommodation stair providing access to external stair

5.0 Architectural Design

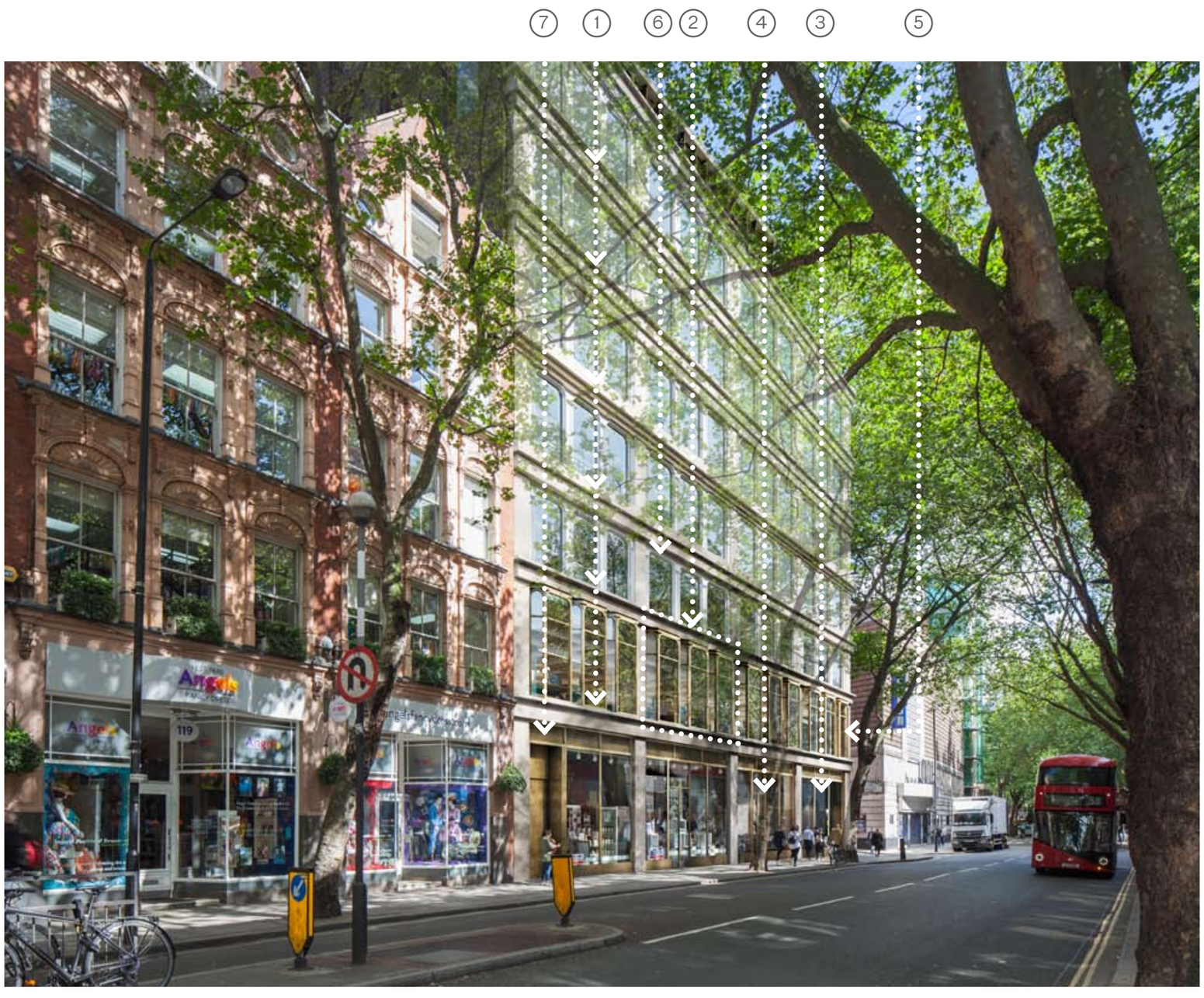
5.3 Streetscape - Shaftesbury Avenue

5.3.1 Streetscape view looking North

The Shaftesbury Avenue elevation shares a material palette with the Charing Cross Road elevation, but with subtle differences in its composition. In particular, additional stone vertical elements are added, grouping windows into threes, referencing the rhythm of the neighbouring building. At first floor level, projecting bay windows are inserted to bring delight to the streetscape and to define a strong plinth to the building (which is reinforced through the use of brass coloured detailing), which relates to the decorative frieze of the neighbouring Odeon cinema.

1. A strong horizontal articulation is achieved through cornicing that varies at every level.
2. The facade is subdivided into bays of three windows, separated by stone mullions, referencing the rhythm of the neighbouring building.
3. The shop frontages have been designed to relate more closely to the datum established by the neighbouring buildings.
4. Retail entrances are set back into the facade with curved reveals. This adds generosity to the street and, again, referencing the treatment of the neighbouring building.

Existing view



Proposed view (with trees made transparent for clarity)