5.0 Architectural Design

5.3.2 Streetscape view looking South

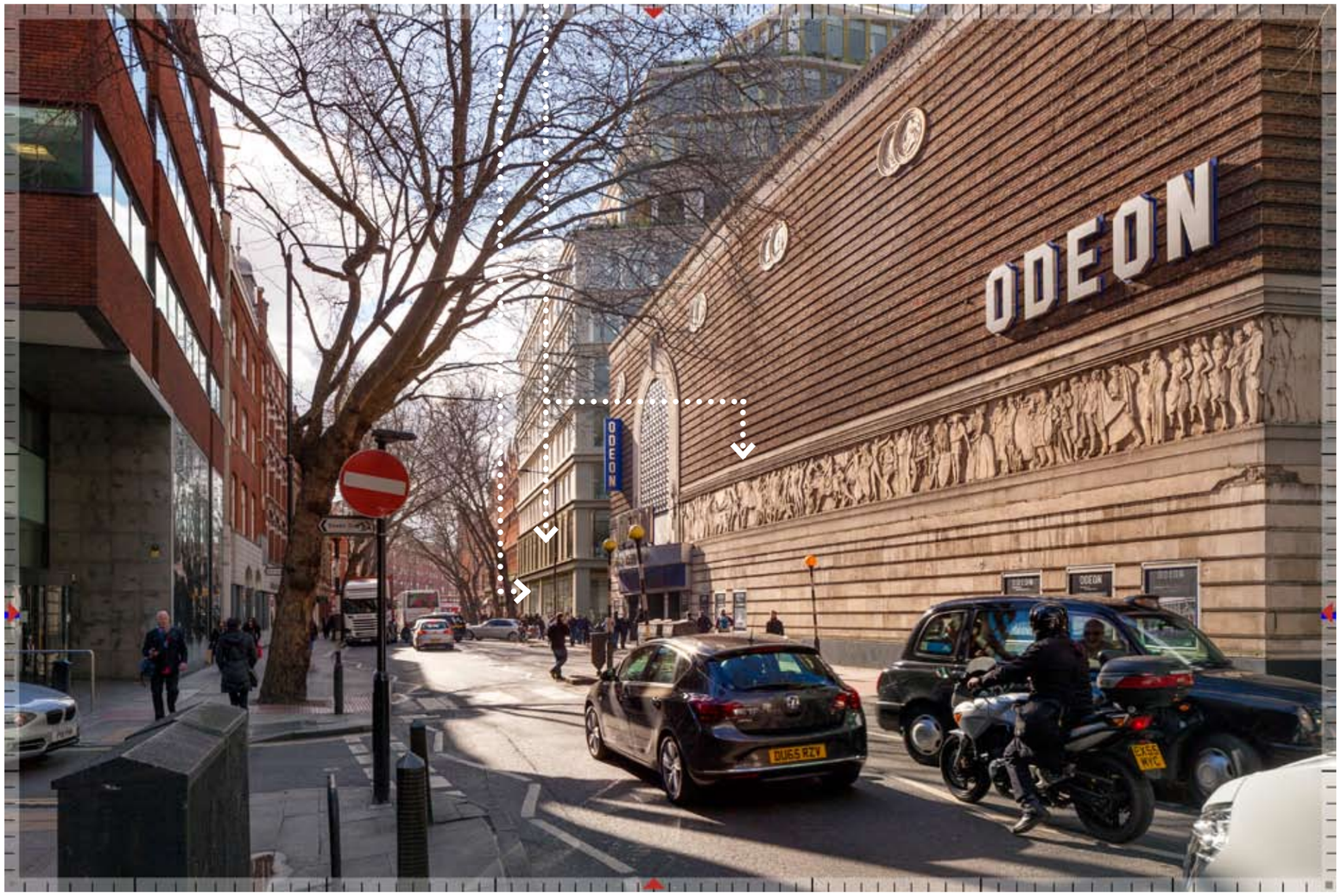
(5) The use of brass metal detailing at ground and first floor levels relates to the datum established by the neighbouring Odean Cinema's decorative frieze.

(6) A subtle curved head to the window frames helps to differentiate the Shaftesbury Avenue elevation from the other elevations of the building.

(7) Ventilation is integrated into the shop fronts so as not to disrupt the signage datum established by the neighbouring buildings.

Existing view

(3) (5)



Proposed view

5.0 Architectural Design

5.4 Architectural Treatment - Charing Cross Road

Facade Principles, Articulation & Materials

The facade composition along Charing Cross Road takes reference from its neighbouring context, namely the strong horizontal articulation in light coloured stone.

1. Highly articulated cornices, which vary in profile at each floor level, accentuate the horizontality of the elevation.

2. Brass-coloured metal is deployed at ground and first floors to define a strong plinth to the building and to denote the double height office entrance.

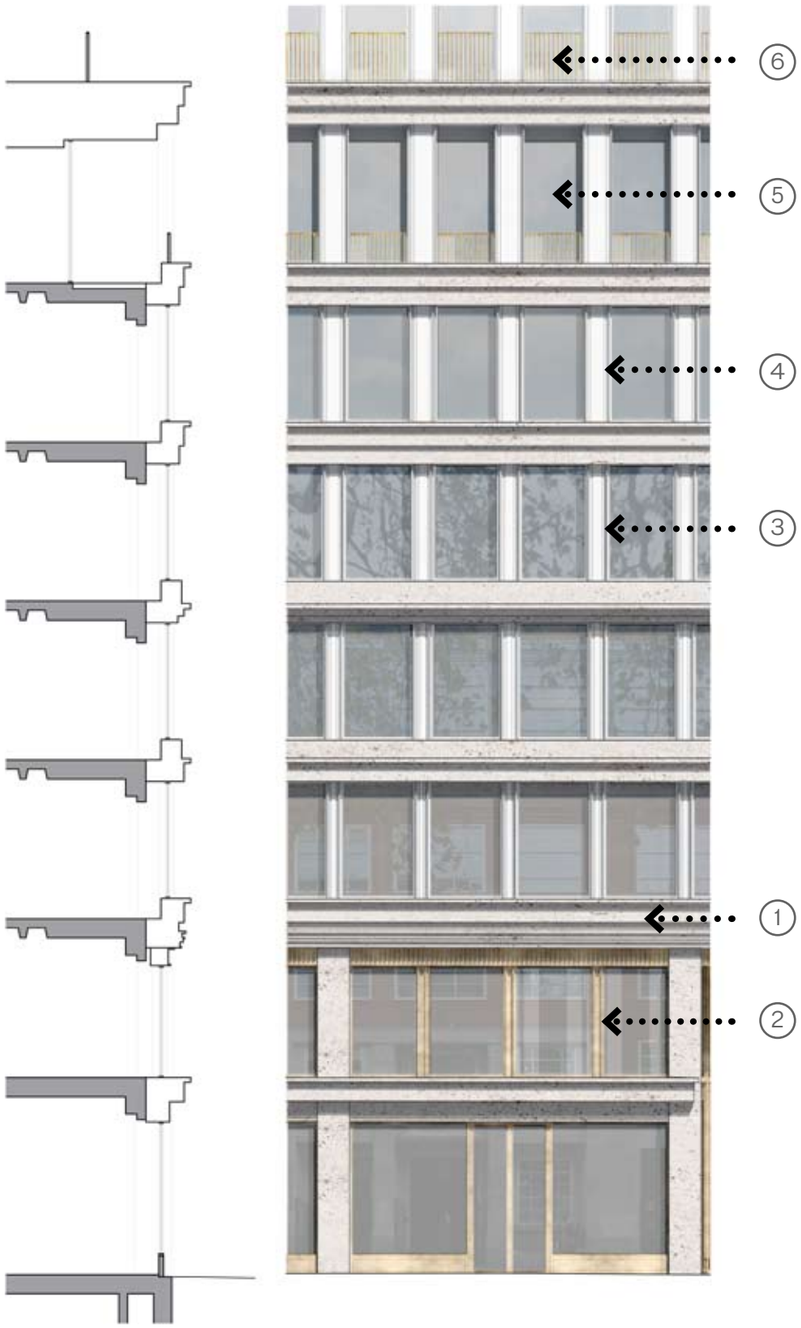
3. The thickness of the vertical mullions increases over the height of the building, decreasing the size of glazing in response to increased light levels as a form of passive solar control.

4. Within the vertical elements ventilation panels will be integrated to allow for natural cross ventilation. The openings on the lower levels are set to 450mm from finish floor level. This allows the tenant to bring some furniture up to the glazing edge without being visible from the street.

5. The glazing is set back at levels 6 and 7 to create loggias. This increases the perceived depth of the facade and breaks down the mass of the building as it starts to set back from the street front.

6. Brass-coloured metal balustrades are introduced in the loggias and upper level terraces.

The same architectural language continues onto Phoenix Street.



Diagrammatic section and rendered bay

Material Palette

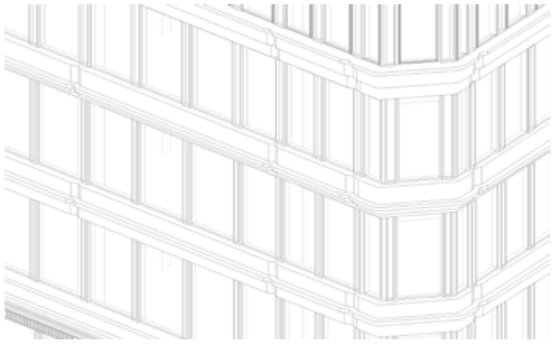
Precast concrete / Reconstituted Stone

Brass-coloured metalwork at ground and first floor level

White metal work above first floor

5.0 Architectural Design

Proposed view towards new office entrance



3D sketch of chamfered corner detail

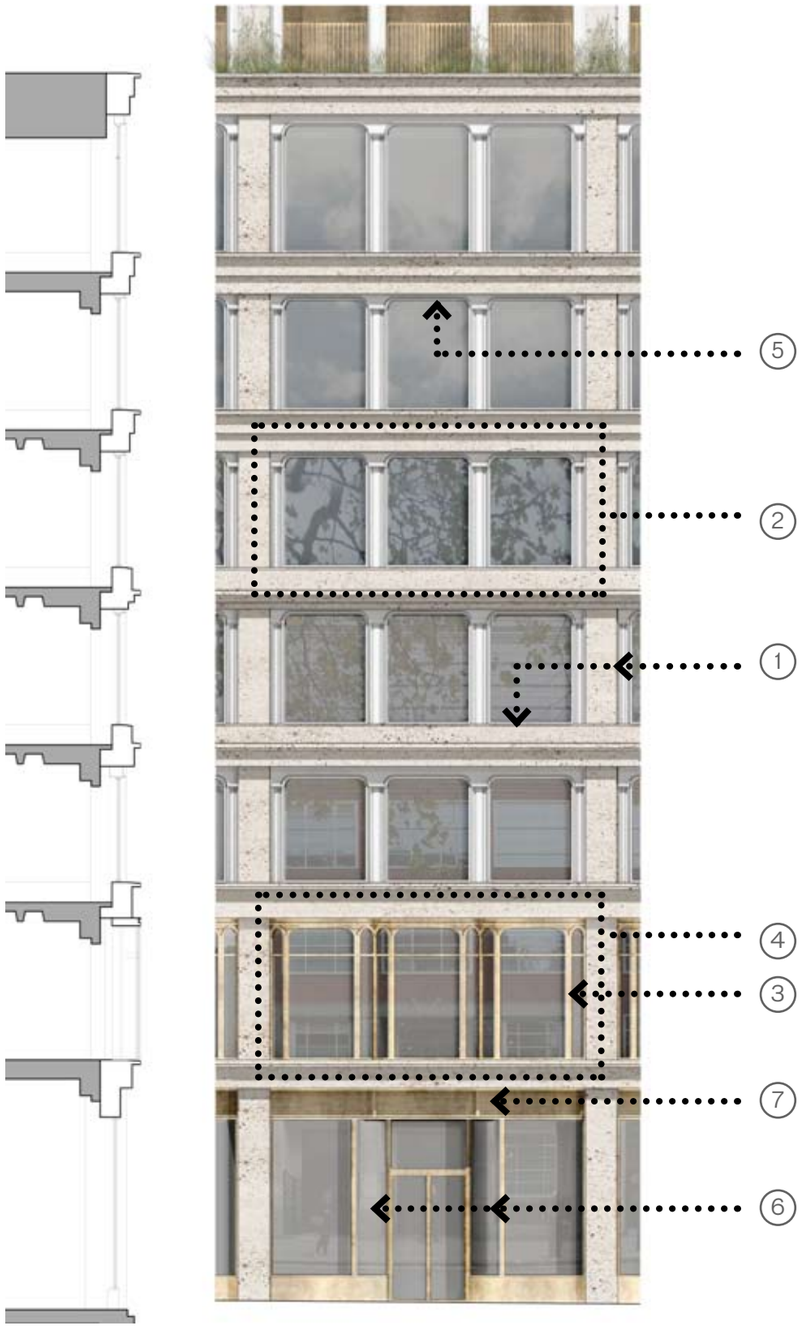
5.0 Architectural Design

5.5 Architectural Treatment - Shaftesbury Avenue

Facade Principles, Articulation & Materials

The Shaftesbury Avenue elevation has been developed with identifiable bays balancing the horizontal and vertical articulation to relate to the building's neighbouring context.

1. The elevation is articulated as a framed structure with dominant horizontal cornices, which vary at each level.
2. Reconstituted stone/ pre-cast concrete verticals subdivide the elevation into bays of three windows.
3. Brass coloured metalwork is used at ground and first floors to denote a strong plinth to the building.
4. Projecting bays are inserted at first floor level, adding a greater level of articulation and animation to the facade.
5. A subtle curved head to the window frames helps to differentiate the Shaftesbury Avenue elevation from the other elevations of the building.
6. Entrances to retail units are set back from the streets with curved glazed reveals.
7. Ventilation is integrated into the shop fronts so as not to disrupt the signage datum established by the neighbouring buildings.



Diagrammatic section and rendered bay

Material Palette

Precast concrete / Reconstituted Stone - DSDHA

Brass-coloured metalwork at ground and first floor level

White metal work above first floor

5.0 Architectural Design

Proposed view towards new shop fronts on Shaftesbury Avenue

5.0 Architectural Design

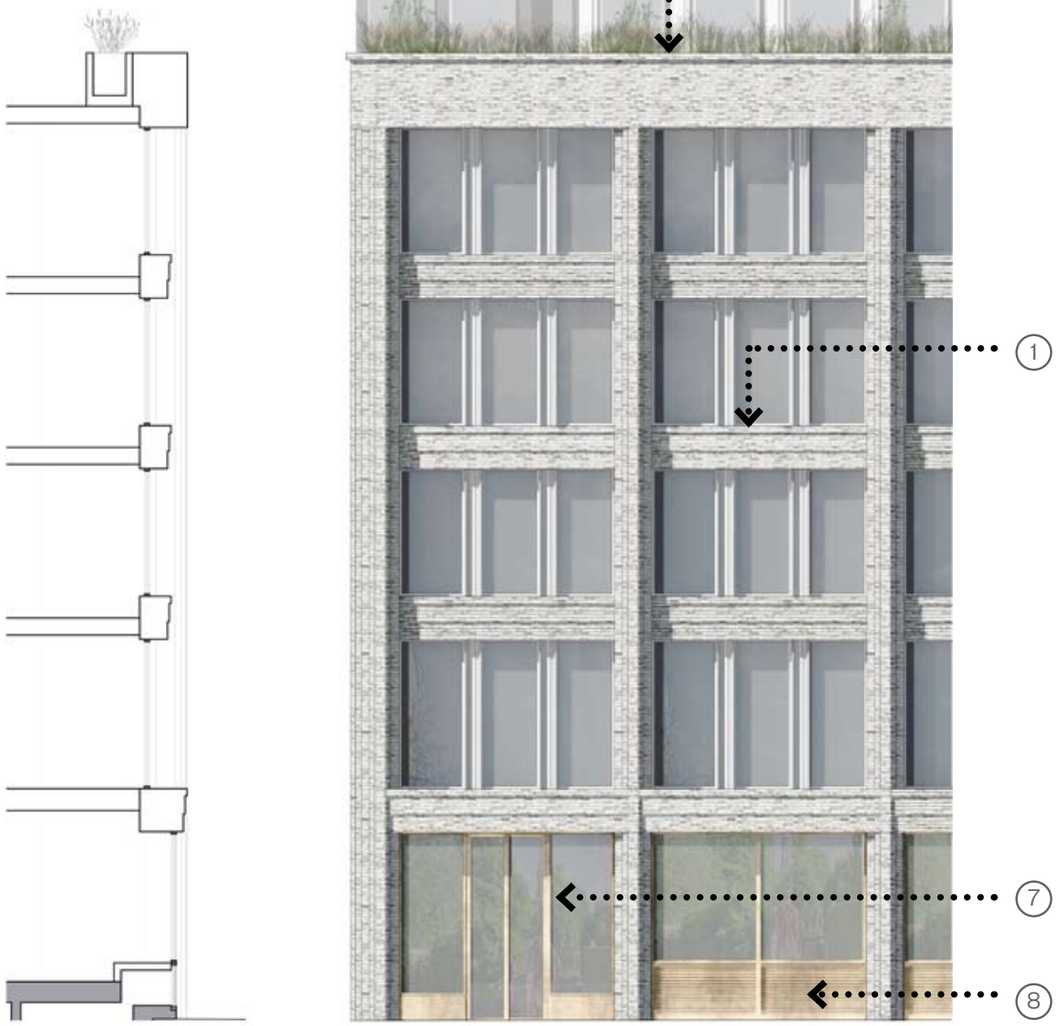
5.6 Architectural Treatment - Stacey Street

Facade Principles, Articulation & Materials

While remaining similar in terms of tone, the building's elevation at the junction of Stacey Street and Phoenix Street takes on an alternative materiality in response to the context surrounding Phoenix Gardens.

The Shaftesbury Avenue of the building wraps around the corner of Stacey Street and terminates at a 'crevasses' between the two different elevations treatments.

1. The light coloured brickwork complements the light coloured stone of the Charing Cross Road and Shaftesbury Avenue elevations whilst also adding texture and a smaller scale element to this facade. Brickwork is highly articulated to bring delight to this previously neglected corner of the site.
2. The junction between the architecture of Shaftesbury Avenue and that of the smaller 5-storey Stacey Street building is articulated as a 'crevasse' with a stack of planted trays. This is the architecture of the upper floors being drawn down to mark the entrance to the route.
3. The consolidation of access and servicing requirements allows additional retail units to be located on this elevation.
4. A double height entrance to the route is provided on the facade. This decreased to single storey within the route.
5. The projecting bays are continued into the route helping to mark the entrance.
6. Generous planting to the roof of the 5-storey Stacey Street building provides amenity for tenants and visual amenity to passersby.
7. The brass coloured ground floor shop frontage continues the ground floor commercial datum.
8. A zone for ventilation grills is provided below the windows integrating the ventilation with the façade, necessary for the UKPN substations that currently exist in the basement.



Diagrammatic section and rendered bay

Material Palette

Articulated Brickwork (Charlotte Street, LBC) - DSDHA

White Brickwork

Generously planted terraces

Proposed view

5.7 Architectural Treatment - Upper Floors

5.7.1 Facade Principles, Articulation & Materials

The top of the building is articulated as a distinctly different element to the lower street facing facades in order to suggest a new 'rooftop' architecture.

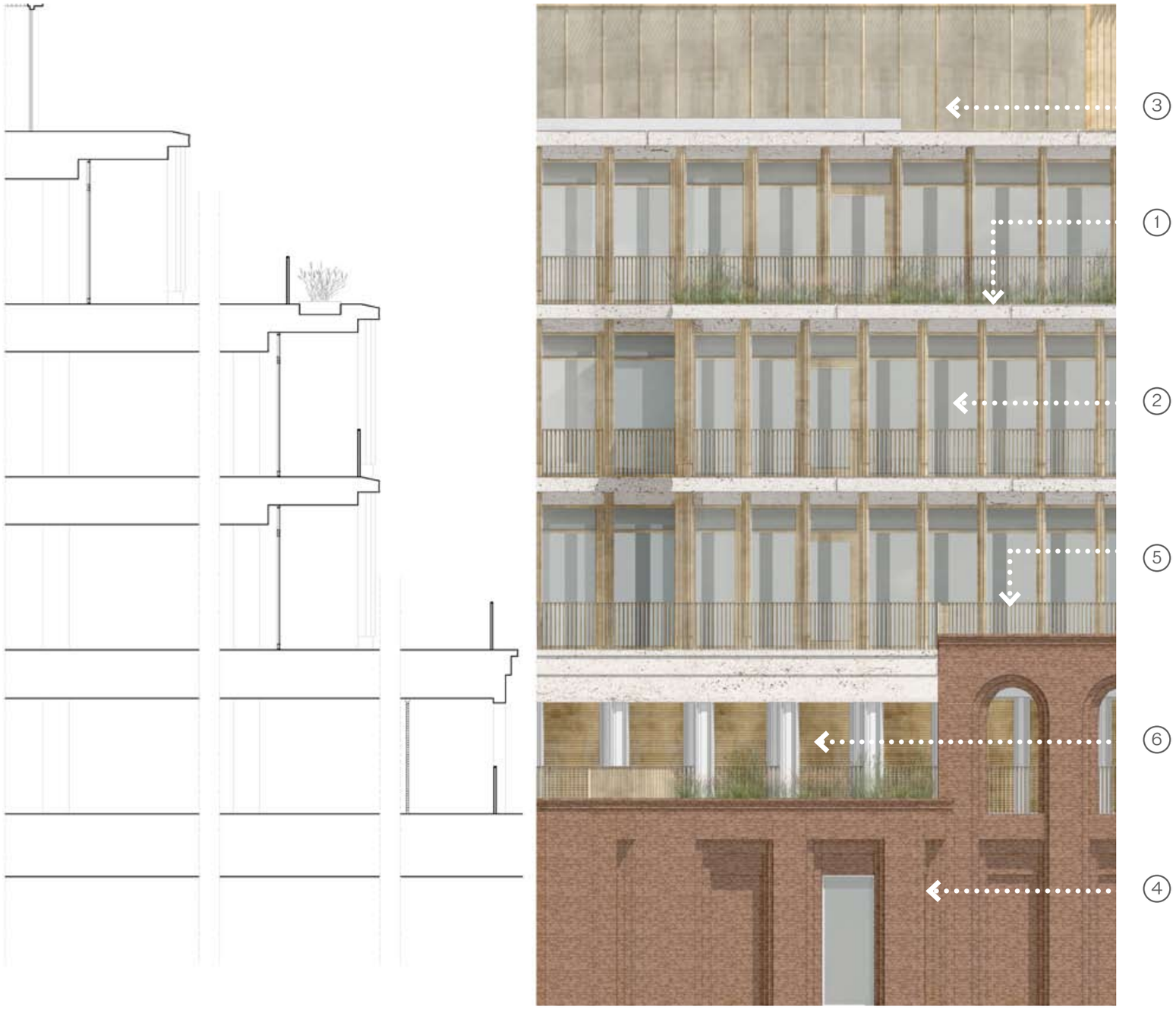
A stronger sense of verticality is achieved with the use of brass coloured metal fins and columns set out to different rhythms to relate to the different façade orientations.

Terraces are provided in the form of continuous loggias, allowing the glazing line to be pulled back from the facade on the southern elevation.

A light coloured reconstituted stone/ pre-cast concrete is reduced to just a horizontal slab.

The architecture of the upper floors is only bought down to lower levels in the location of the two entrances to the route in order to signify importance.

1. Reconstituted stone/ pre-cast concrete is continued to the top of the building in the form of horizontal slabs. The articulation of these is simpler than the cornices of the lower levels.
2. Balconies are provided in the form of continuous loggias with brass colonnades.
3. Brass metal mesh laminated glass encloses the plant area at level 11.
4. Red brick flank wall with loggia at level seven and blind openings on level six to add greater articulation to the brickwork.
5. Brass balustrades compliment the warmer tones of the upper levels.
6. Brass coloured louvres, set behind loggias, provide ventilation for the level 7 plant area.



Diagrammatic section and rendered bay

5.7.2 Terraces

The reconstruction of the upper floors of the building provides the opportunity to create terraces for a number of the office floors. Generous planting on these terraces provides visual amenity to the street; provides on-site external space for tenants, thus reducing the demand on surrounding public spaces such as Soho Square and Phoenix Gardens, and increases biodiversity.

The terrace spaces act as an extension of the office floorplate and have been developed based on the principles of biophilic design.

1. Continuous loggias provide covered external space on the south facing elevations. In addition, the oversailing slabs provide passive solar shading to the offices.

2. Brass clad columns and fins provide vertical articulation to the upper floors of the building bringing warmth to the facade.
The rhythm and frequency of the fins varies across different elevation depending on the level of solar control required.

3. Perimeters of terraces are generously planted to provide visual amenity and to increase biodiversity.

4. Brass metal balustrades compliment the facade treatment.

5. Brass metal mesh laminated glass is used to screen the plant on the roof.

Proposed view of level eight terrace

5.0 Architectural Design

There are four main different categories of green amenity proposed:

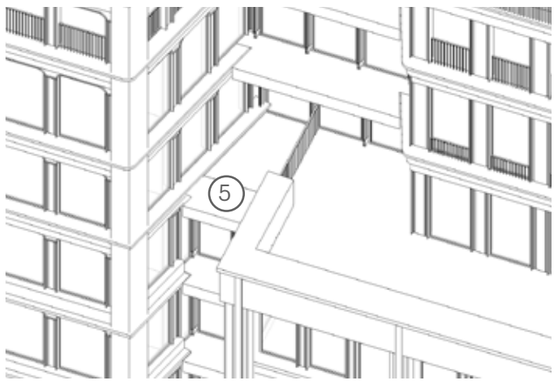
1. Green planting on the perimeter of the terraces - allowing for more environmental and ecological initiatives and also contributes a visual amenity for tenants and to the surrounding area.

2. Inaccessible terraces and loggias - this is largely to prevent overlooking where possible, planting with be a visual amenity for the tenants of the building and enhance biodiversity.

3. Accessible terraces - Access to amenity for Tenants has been a driving factor throughout the design. The terraces with a mixture of pockets of planting in raised planters and hardscape

4. Clusters of plants - The galleries on the upper levels will have clusters of potted planting. This will compliment the planting of the terraces per floor and will contribute to the overall overall visual amenity of the project.

5. Inaccessible planters - Brass-tinted metal clad planters that fall from the upper levels through to the double height opening of the route. Bringing verdant green to ground level in the slot between the reconstituted stone and brick-clad lower blocks. This will help to draw the eye to the public route through the site.



3D sketch showing location of crevasse planting trays

Axonometric view showing location of proposed terraces and planting

5.7.3 Planting

Examples of species to potentially be included in planting scheme.

Loggias and terraces

Japanese Long Grass

Long grass

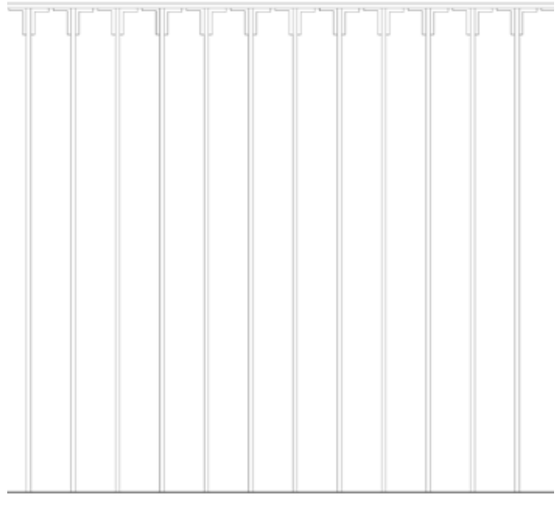
Blechnum Spicant

Dicksonia Antarctica (fern tree)

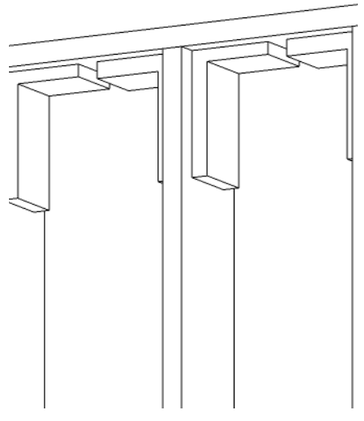
5.7.4 Balustrades and Fins

As described in previous sections, the architecture of the upper floors includes brass coloured metal columns, fins and balustrades.

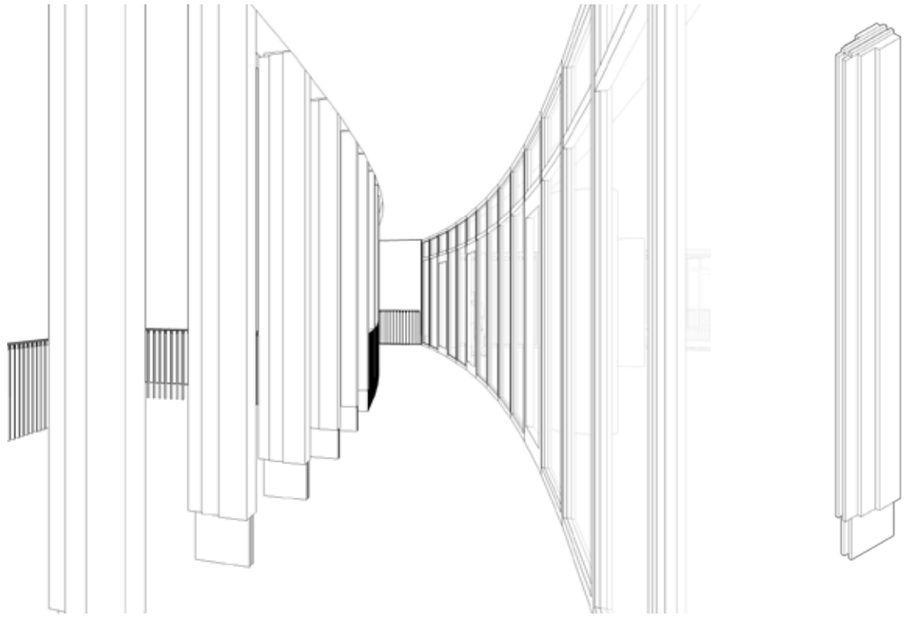
These are articulated as cast or pressed metal elements bringing a warm tone and tactile quality to the terrace spaces.



3D sketch of proposed balustrade detailing



View of proposed brass-coloured metal balustrades



3D sketch of proposed loggia/ colonnade with brass columns

View of proposed brass-coloured metal fins and columns

5.7.5 Brick Flank Wall

The upper floors of the existing building appear incongruously above the neighbouring buildings when viewed from Cambridge Circus as well as in other, more distant townscape views.

The upper floors of the proposed scheme have been designed to respond more specifically and appropriately to the geometry of the Circus - the principle urban 'set piece' in the area. The concave form of the upper storeys and neutral tone of the materials lend these levels a recessive quality that should ensure that the buildings on Cambridge Circus remain the focus of the view.

Where the Shaftesbury Avenue building rises above its neighbour, the proposed scheme treats this as a separate architectural element - a new red brick flank wall with loggia. This is visible in both the view form Cambridge Circus and from Romily Street.

The red brick flank wall compositionally balances the existing flank wall and chimney stacks of Trentishoe Mansions and is articulated with a similar arched language that can be seen recessed into the brick of the chimneys.

This feature helps the concave architecture of the top of the building to recede into the background of this significant townscape view.

Proposed view from Cambridge Circus

Proposed view from Romily Street / Greek Street

5.0 Architectural Design

5.8 Townscape

5.8.1 Old Compton Street

The current building is dark, uninviting and lacks reciprocity with both its neighbouring buildings and local context. The proposal presents a visually engaging composition that is light in appearance. The proposal increases urban legibility with more active frontage, the new double height main entrance is clearly visible from here, positioned at the chamfered corner with Caxton Walk. Its brass-coloured frame details are seen to carry round to the entrance to the proposed public route through the site to New Compton Street, increasing pedestrian permeability.

The upper levels where the existing structure is rebuilt present an articulated form responding both to the geometry of Cambridge Circus and views from Old Compton Street.

They progressively step back to allow for a series of generously planted terraces, a focus of the biophilic design strategy, increasing biodiversity and amenity. This planting, seen with the mature street trees, will help to signal one's proximity to the green sanctuary of the St Giles quarter.

The external spiral stair draws the eye towards this entrance and adds delight and articulation to the end of Old Compton Street. The brass-coloured balustrades create a visual link with the tiered upper levels of the building, also clad in brass-coloured metal.

Existing view

Proposed view

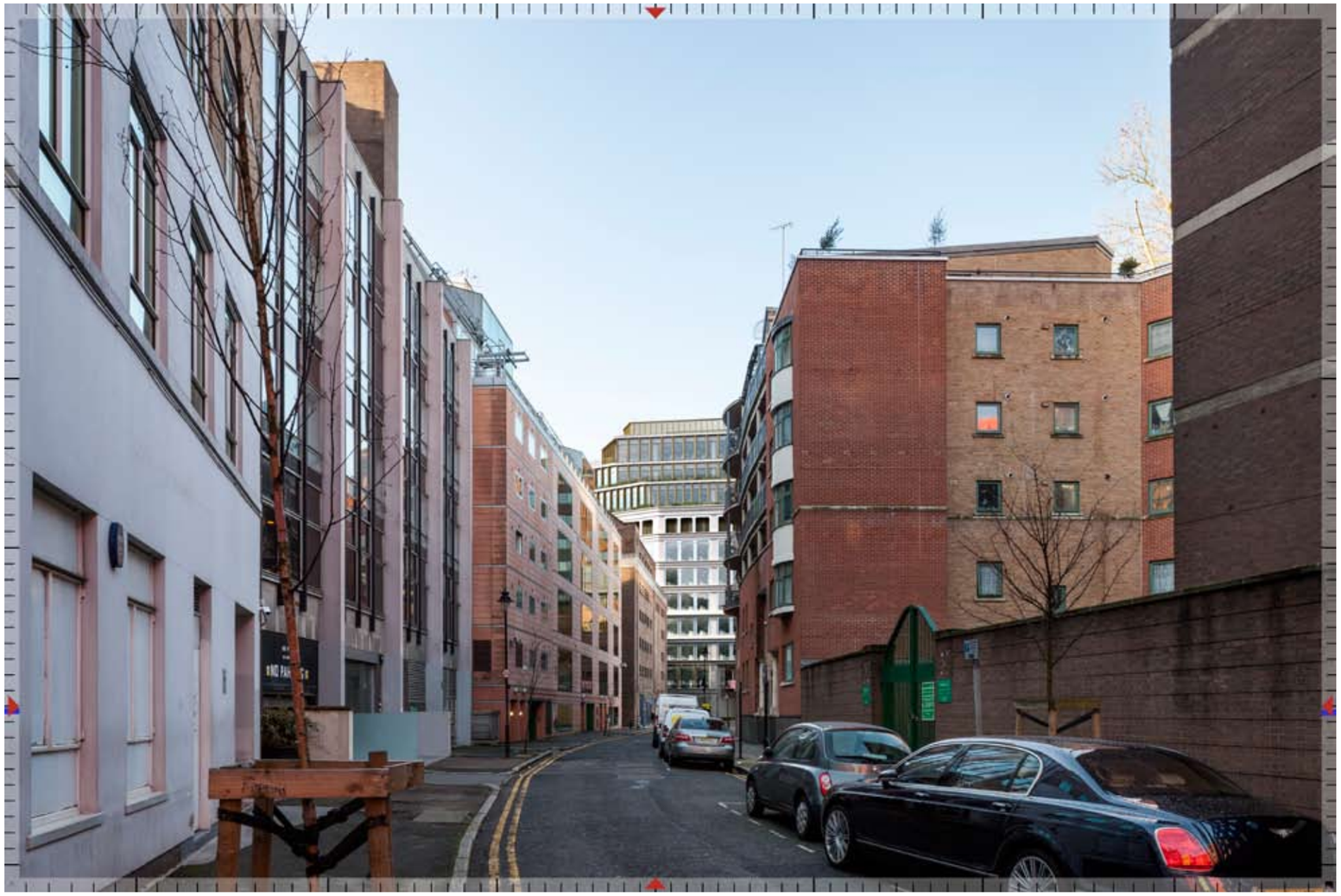
5.8.2 New Compton Street

The facade composition addresses the view along New Compton Street, and is articulated to mark the location of the entrance to the pedestrian route.

A clear distinction between the architecture of the upper and lower floors reduces the overall perceived scale of the building, which is currently seen as a monolithic wall that terminates New Compton Street.

Active frontage and improved public realm at ground level, along with the entrance to the new route, is proposed to transform what was a ‘back of house’ into a positive streetscape.

Existing view



Proposed view

5.8.3 St. Giles Churchyard

When viewed from the Churchyard, the existing building presents itself as a single monolith that contributes negatively to the local townscape.

The proposed scheme, instead, presents itself as a composition of similar, yet subtly different, volumes. The smaller scale 5-storey element ties together the architectural treatment of the Charing Cross Road building with that of the Shaftesbury Avenue building. The junction of the three buildings is articulated as a crevasse, drawing down the brass materiality of the upper floors to ground floor level in order to mark the location of the pedestrian route. Planting within the crevasse is intended to make a visual connection between the enhanced public realm and the building's planted terraces.

Existing view

Proposed view

5.8.4 Cambridge Circus

The considered form and massing of the new upper levels is generated by referencing the geometry of Cambridge Circus, and is designed to be viewed as a background to the circus itself. The massing positively engages with the different contexts of Cambridge Circus, Shaftesbury Avenue and Charing Cross Road.

The building's top mass is broken and a stronger sense of verticality is achieved with the use of vertical fins and the galleries/ loggias, which also lend depth to the facade.

The architecture of the upper floors has a warmer tonality, achieved through the use of brass metalwork, to reflect the tone of the neighbouring buildings. The continuation of the pre-cast/ reconstituted stone as a horizontal element unifies the upper and lower floors of the building, with visible greenery adding delight to the roofline and further softens the appearance.

The proposed red brick flank wall with loggia provides a sense of balance to the composition of buildings on this corner, mirroring the flank wall/ chimney stacks of Trentishoe Mansions. The Shaftesbury Avenue and Charing Cross Road elevations present robust stone facades, lighter and neutral in tone, with the active ground floors seen from this view.

Existing view

Proposed view

5.0 Architectural Design

5.9 Pedestrian Route

The proposed pedestrian route through the heart of the site is intended to reinstate the historic route, whuch previously linked Old Compton Street and New Compton Street.

Double height 'portals' announce the location of the two entrances to the route, before the height decreases to a single storey to allow the first floor office accommodation to bridge the void.

Either end of the route is animated with new retail units and the new office lobby provides further active frontage at the Caxton Walk end.

The interior of the route is articulated with pre-cast arch structures that allude to the structural gymnastics required in order to allow the route to be proposed.

Having done substantial research in covered walkways, arcades and routes through buildings, the route has been designed to create a space that is welcoming, aids legibility in the townscape, and that encourages interactions between users, residents and passers-by. This is achieved through:

- Both entrances are articulated as large scale 'portals'. The Caxton Walk entrance is approximately 5.8m wide and the Stacey Street entrance is approximately 10m wide.
- Active frontage at either end of the route and for as much of the inside as possible with the location of the core.
- Enhanced public realm and landscaping at either end to attract people through.
- A clear visual connection between Caxton walk and Stacey Street.
- An integrated lighting scheme to ensure that route is appropriately lit.
- The width is relatively generous and provides ample room for people to circulate through. At its narrowest the route decreased to approximately 3.4m. It is single storey in height for an approximate length of 21m.

Proposed view of entrance to pedestrian route from Caxton Walk

Proposed view of entrance to pedestrian route from Stacey Street

5.0 Architectural Design

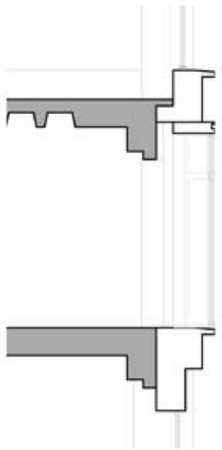
5.9.1 Bay Windows

The existing building lacked any reciprocity at ground level with the neighbouring shops and streetscape, contributing to very poor urban legibility. The proposed architecture is designed to provide a distinct character at street level on both streets that relates to the specific context. This is emphasised by the double height brass articulation that is proposed to add warmth to the façades and to draw the eye to the public route through.

The projecting bays that characterise the first floor of the Shaftesbury Avenue elevation are continued into the route at is Stacey Street entrance. These encourage overlooking of the route and add animation at first floor level above the active frontage of the retail units.

Projecting bay windows mark the entrance to the route from Stacey Street

Projecting bays are used to bring delight to the first floor of Shaftesbury Avenue



Diagrammatic section and bay study

Local precedent - Grape Street

5.9.2 Pedestrian Route - Retail & Active Frontage

Active frontage within the route is restricted by the existing structure and the location of the lift core, as well as by the legal demise of one of the retail units (occupied by Nisbets).

In order to add active frontage to the route at the Caxton Walk entrance, a small retail unit is proposed. This unit is articulated as a double height element - retail at ground floor and office space above.

The language of the projecting bays that is continued from Shaftesbury Avenue into the route at the northern end is also used to define the form of this element.

3D sketch showing articulation of proposed retail unit, reflecting the language of the projecting bays used elsewhere at first floor level

View towards proposed retail unit at entrance to pedestrian route form Caxton Walk

5.0 Architectural Design

5.10 'Convivial' Stair

An external stair located above the entrance to the new pedestrian route is one of the key features of the design. As well as providing animation to the facade, providing natural surveillance of Caxton Walk and marking the location of the entrance to the route, it is intended to foster wellbeing through encouraging use of the stairs as well as greater interaction between tenants on different floors of the building.

1. Proposed pedestrian route to reinstate historical link between Old Compton Street and New Compton Street.
2. Curving, organic accommodation stair in light coloured pre-cast with brass metal handrail.
3. Concrete arches articulate the interior of the route.
4. Architectural language of the upper floors to drawn down towards the entrance to the route.
5. A new retail unit is proposed at the entrance to the route helping to animate and activate the route.

Proposed view towards pedestrian route with external accommodation stair above

5.0 Architectural Design

5.11 Office Interiors

5.11.1 Lower Office Floors (1F - 7F)

First to sixth floor retains most of the existing structure, the extended floor place increase flexibility of the spaces, and brings the floor plates up to modern office standards. The existing suspended ceiling is removed and services are exposed to increase the perception of height. The façade which less solid and has larger windows than the existing brings significantly more light into office floor.

5.11.2 Upper Office Floors (8F - 11F)

New build floors on levels seven to eleven have a floor-to-floor height of c.4m. This is to current BCO guidelines, and considered appropriate and to give a generous perception of space as well as maximizing natural daylight into the depth of the floor plate. Suspended ceiling conceal the services on these floor.

The terraces provide layering to the façade, visual amenity and increase biodiversity. In addition to this, the design aspiration is that the terraces become an extension of the office space, effectively operating as either inside or outside space.

Interior view of proposed lower office floors (retained structure)

Interior view of proposed upper office floors (new structure)

5.0 Architectural Design

5.12 Summary

The application proposals brought forward by Almancantar Shaftesbury S.a.r.l will provide an opportunity to create a high quality mixed use development in a Central London location in close proximity to the new Crossrail station at Tottenham Court Road station.

Sections 4.0 and 5.0 of this report demonstrate the extensive work that has been undertaken to develop an architectural design that is sustainable, flexible, high quality and contextually appropriate, all within the constraints of a refurbishment scheme.

In addition to enhancing the existing building, improving it's environmental performance, and creating employment space in a location that will soon see the arrival of Crossrail, the scheme offers a number of significant public benefits, including:

- A new pedestrian route through the heart of the site, reinstating the historic connection between Old Compton Street and New Compton Street. This is intended to increase permeability, provide a new 'local' route, activate the public realm around the site, and catalyse further improvements to New Compton Street. As such, it will contribute to the strategic ambitions of LB Camden's West End Project.

- Two enhanced open spaces at either entrance to the new route, on Caxton Walk and on Stacey Street, which will include new lighting, paving, planting and seating.

- Increased active frontage, from approximately 113 linear metres to 196 linear metres, which represents an increase of 73%.

In addition to these benefits, the design also seeks to create a new type of office building; one that provides flexibility of layout, promotes conviviality and interaction between tenants, enhances wellbeing through good lighting, passive ventilation strategies and generous planting in line with the emerging principles of biophilic design, and that makes a positive, dynamic contribution to its townscape.

6.0 Public Realm Strategy

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6.0 Public Realm Strategy

6.1 Public Realm Overview

The design of the public realm has been developed as an integrated and essential component of the proposed scheme. Our ambition for the site is to create a distinctive and well-designed public realm that improves permeability and through routes for local residents and users of the building; increases biodiversity through a planting scheme that complements the verdant environment of the nearby Phoenix Gardens; provides opportunities for seating and interaction, and is animated by active frontage.

Two key public spaces are to be provided within the boundary of the site. The creation of the new pedestrian route through the heart of the site provides the opportunity to link these together, ensuring that the public realm is integral to the scheme.

The development also aims to have an indirect link with LB Camden's West End Project through helping to realise some of its strategic ambitions.

Key features of the public realm design include:

- New public spaces on Caxton Walk and Stacey Street, including planting, seating, lighting and high quality paving materials.
- A new pedestrian route through the heart of the scheme, creating greater permeability.
- A strong visual connection between the office lobby and Caxton Walk, extending the perceived extent of the public realm.
- Level thresholds between the public realm and office/ retail units without the need for raised space (as is currently the case).
- A planting scheme that increases biodiversity and complements the existing planting within Phoenix Gardens.
- Enhancement of the north-south pedestrian and cycle connection by creating inviting public realm on Stacey Street, which provides a space to dwell on the way between Tottenham Court Road and Covent Garden.

Key:

(1) Caxton Walk public space

(1a) Office lobby as an extension of the public space

(2) Stacey Street public space

(3) Pedestrian route

Site Plan (NTS)

6.0 Public Realm Strategy

6.2 Caxton Walk Public Realm

Caxton Walk is currently a dead end that has been colonised by restaurant/ cafe tables, segregation barriers and planting of a varied quality. Consultation with local residents has revealed that it is currently plagued by antisocial behaviour.

Within the proposals for the site, Caxton Walk is identified as a key public space. As such, a scheme has been developed that will offer considerable public benefit.

With the office entrance relocated from Shaftesbury Avenue to the junction of Charing Cross Road and Caxton Walk, the new public space will benefit from increased activity and passive surveillance. Multiple entrance to the office lobby (from both Charing Cross Road and Caxton Walk) are designed to encourage permeability through the lobby and greater integration with the public realm. The lobby is design to formally address the new public space and offers generosity through its double height volume. This will give a distinct character to the space by providing a unique and enlivened facade along with the activity generated by the office reception itself. A new retail unit adjacent to the office lobby will further animate the space provide additional active frontage.

The reinstatement of the route through the site will give further purpose and identity to Caxton Walk. While passage through the space is promoted, opportunities for seating and dwelling will be provided through seating that is integrated with the planters.

The paving surface for the entire public realm will be unified, encompassing Caxton Walk, the route, Stacey Street and into the lobby. This unification of the ground plane will expand the appearance of the space and act as a welcome mat for the local users.

Key:

- Office Entrance (proposed)
- Retail Entrance (proposed)
- Escape / Service & Maintenance (proposed)
- Entrance to neighbouring building (existing)
- Escape / Service & Maintenance to neighbouring building (existing)
- Active Frontage

Caxton Walk Public Realm Plan (dimensions are approximate)

6.0 Public Realm Strategy

Caxton Walk will provide the gateway from Charing Cross Road to St Giles. The entrance to the new pedestrian route will be highlighted by the organic form of the external stair that rises above.

Existing Caxton Walk public realm

Proposed Caxton Walk public realm

6.0 Public Realm Strategy

6.3 Stacey Street Public Realm

The existing public space at the junction of Stacey Street and Phoenix Street is of poor quality and currently used (informally) for parking by vehicles delivering in the local area. The main open space associated with the existing building is raised up, due to the location of an existing UKPN sub station at basement level, with vents extended above this stepped area that create dark corners and hidden space. Consultation has revealed that the current design attracts antisocial behaviour that is a concern to local residents. The vision for this space is to create a pedestrian friendly local open space that increases dwell time, encourages more local routes, and provides a respite to the busy main West End streets.

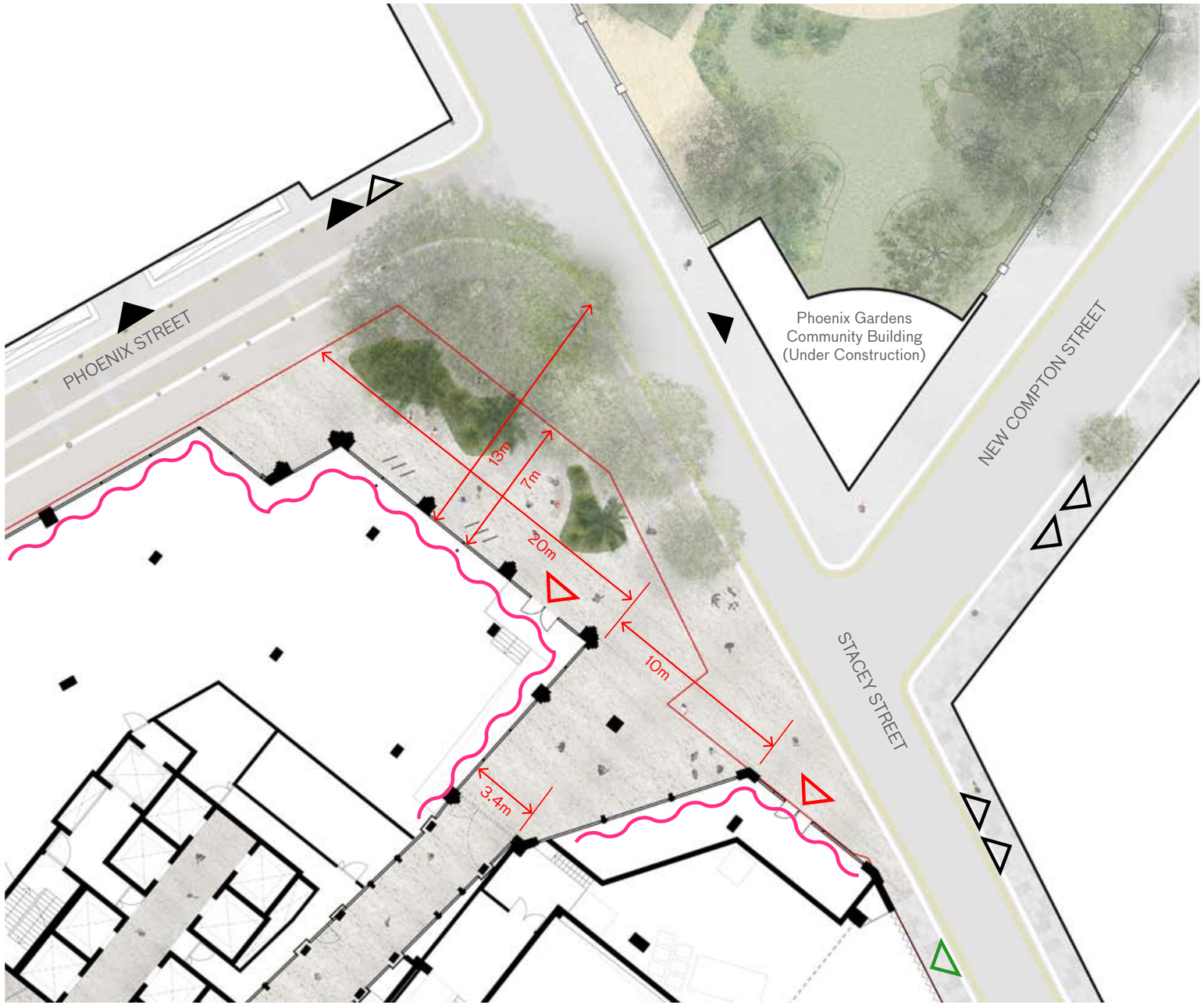
The emphasis is on the improvement of the pedestrian experience through re-paving with high quality materials, de-cluttering pavement zones, careful placement of street furniture and ensuring that informal parking on the open space is no longer possible. As part of wider opportunities to enhance pedestrian connectivity in the local area, it is anticipated that the proposal will strategically link with the West End Project to create a new public space on route between Soho, Covent Garden and St Giles High Street.

The existing group of mature London plane trees contribute to the character of the street and soften the impact of the existing building. These will be retained and new planting introduced to compliment the planting within Phoenix Gardens and provide an opportunity for sustainable urban drainage (SUDS).

The proposal reconfigures the loading bay and entrance into the basement, consolidating two entrances into one. This reconfiguration allows for more active frontage and positive termination to New Compton Street. A retail unit is proposed adjacent to the entrance to the route to help activate the corner with retail frontage, add passive surveillance, and to draw pedestrians through the route.

Key:

- Office Entrance (proposed)
- Retail Entrance (proposed)
- Escape / Service & Maintenance (proposed)
- Entrance to neighbouring building (existing)
- Escape / Service & Maintenance to neighbouring building (existing)
- Active Frontage



Stacey Street Public Realm Plan (dimensions are approximate)