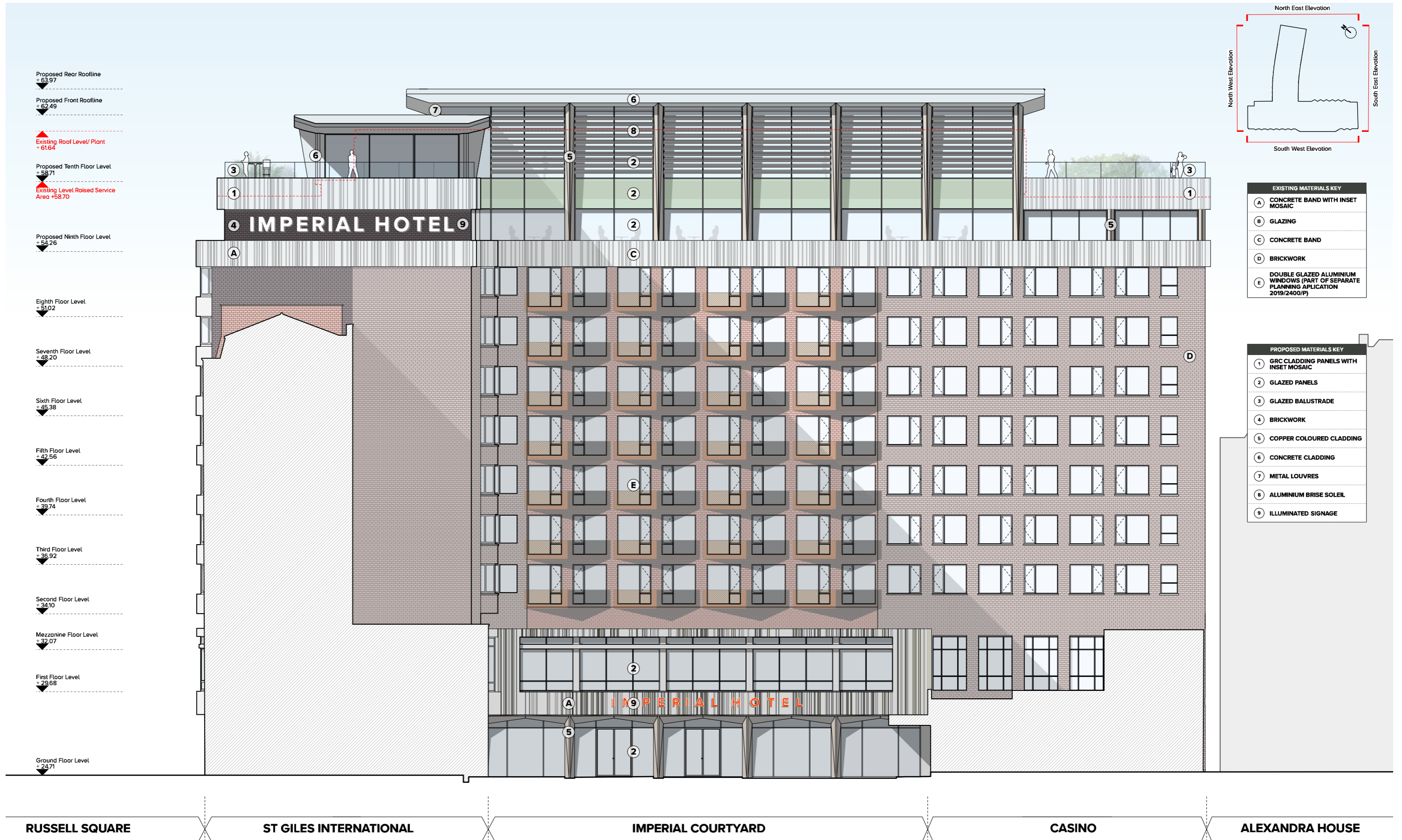


Elevation to Courtyard



9.2 Planning performance process

Imperial Hotel | Brutalist Architecture Precedents | Centre Point | IMPERIAL LONDON HOTEL | cube_design

CENTRE POINT, NEW OXFORD STREET, CAMDEN - RESIDENTIAL

Built in 1966, the Centre Point office block tower remained unoccupied for almost a decade. The brutalist landmark has recently undergone a complete overhaul led by property developers Ascott to create 82 luxury apartments, as well as create a public plaza at ground level around which a new junction for Tottenham Court Road and St Giles has been reconfigured. None of the original Grade II listed building has been demolished.

The facade of the existing tower has remained largely untouched, leaving the faceted concrete openings as they were, with only replacement double glazed windows really adding to the exterior works. The summit's "CENTRE POINT" sign will remain lit and act as a screening to the tower's penthouse suite.

In addition to the works on the tower itself, a ground level public plaza concentrates on restaurant trade and revamping the immediate areas public realm.

Imperial Hotel | PPA 2 Meeting 14th December 2018 | Sketch Concepts | IMPERIAL LONDON HOTEL | cube_design

Analysis of Building Form and Structure

Ground floor | First floor restaurant | Stair cores

Rooms | Flat element of facade | Cornice | Roof

Frame to building | Flat element of facade | Elevational treatment | Elevational treatment

PPA STAGE

scale: 1:75 | date: 07/2018 | 1289-SK273(1)
 drawn: S.S. | checked: S.S. | www.cube-design.co.uk | T: 01488 461 688 | cube_design

Imperial Hotel | Brutalist Architecture Precedents | Camden Town Hall Annexe | IMPERIAL LONDON HOTEL | cube_design

CAMDEN TOWN HALL ANNEXE, ST PANCRAS, CAMDEN - LEISURE

The former Camden Council office was built in a late-brutalist style in the 1970's (that remained in use by the council until 2014) and the refurbishment offered by Orms sees it transformed into a 270 bedroom hotel.

The existing 8 storey structure was refurbished throughout and a 3 storey extension was added to dramatically raise the roofline of the building. The roof extension will house a number of executive bedroom and a rooftop bar and terrace area, the latter of which will be accessible by an exterior lift running up the north facade of the building, opposite the iconic St Pancras station.

The form of the 3 storey roof extension is borrowed largely from the existing light curves of the lower 8 storeys, with English Heritage commenting that the height increase was deemed acceptable as it was "integral for making the design fit for purpose".

Imperial Hotel | Facade Concepts and development 14th December 2018 | IMPERIAL LONDON HOTEL | cube_design

Roof and Facade concept - Roof set back from facade
 Strengthen Cornice and Feature roof above

Concept Roof Forms

Concept Roof Form - Simple Roof Form in Line with Facade

Concept Roof Ideas

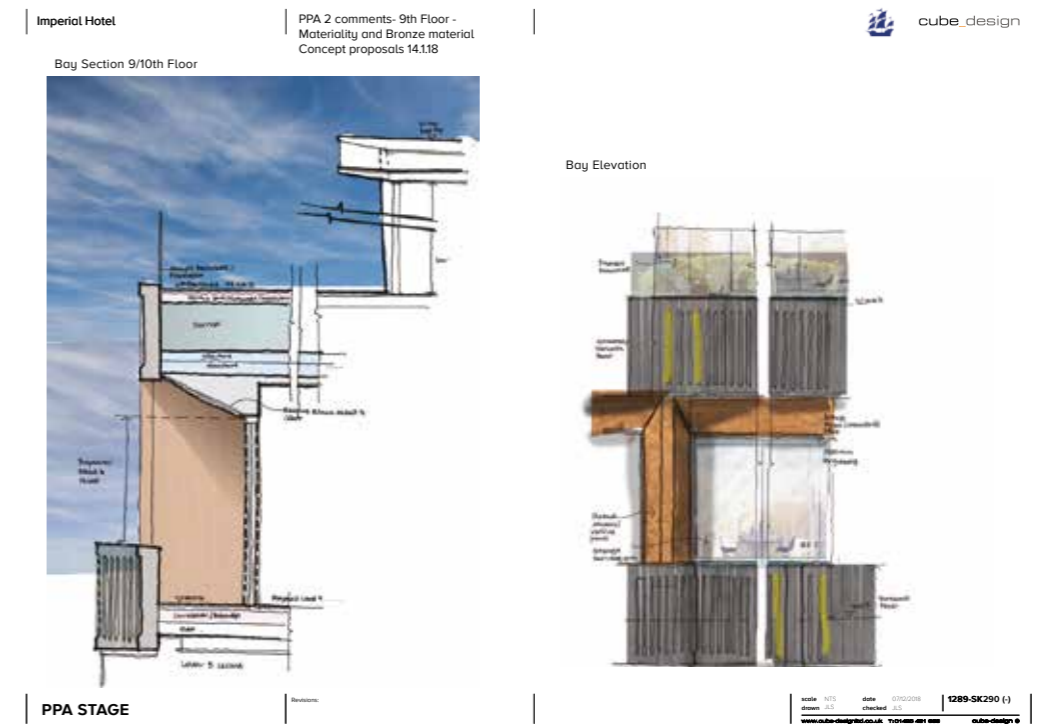
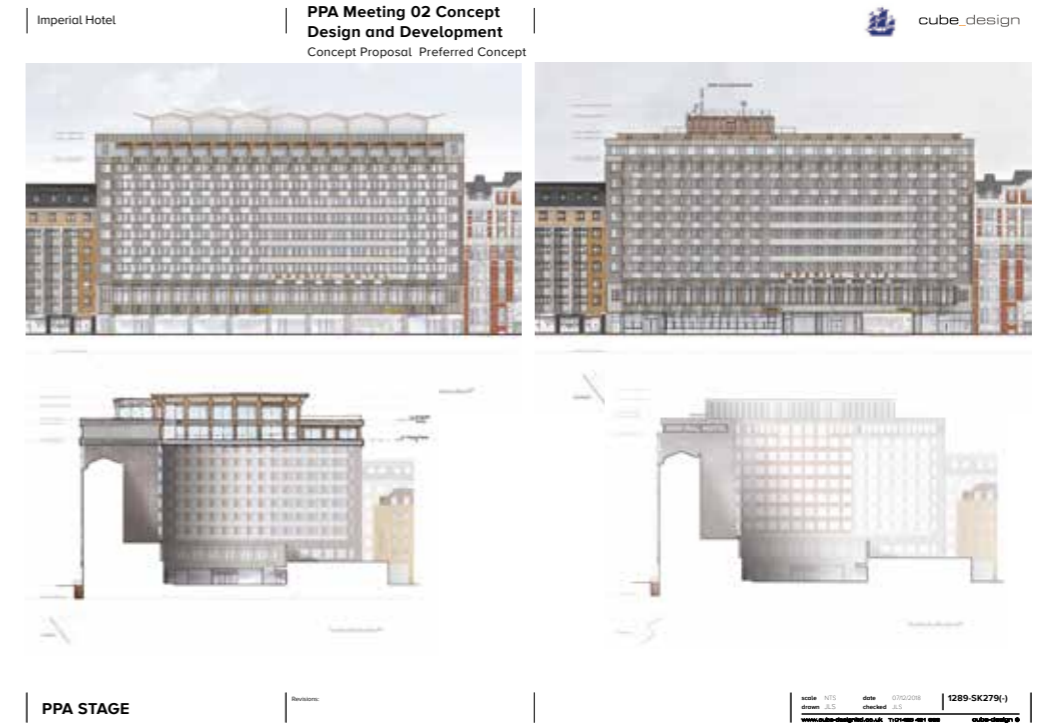
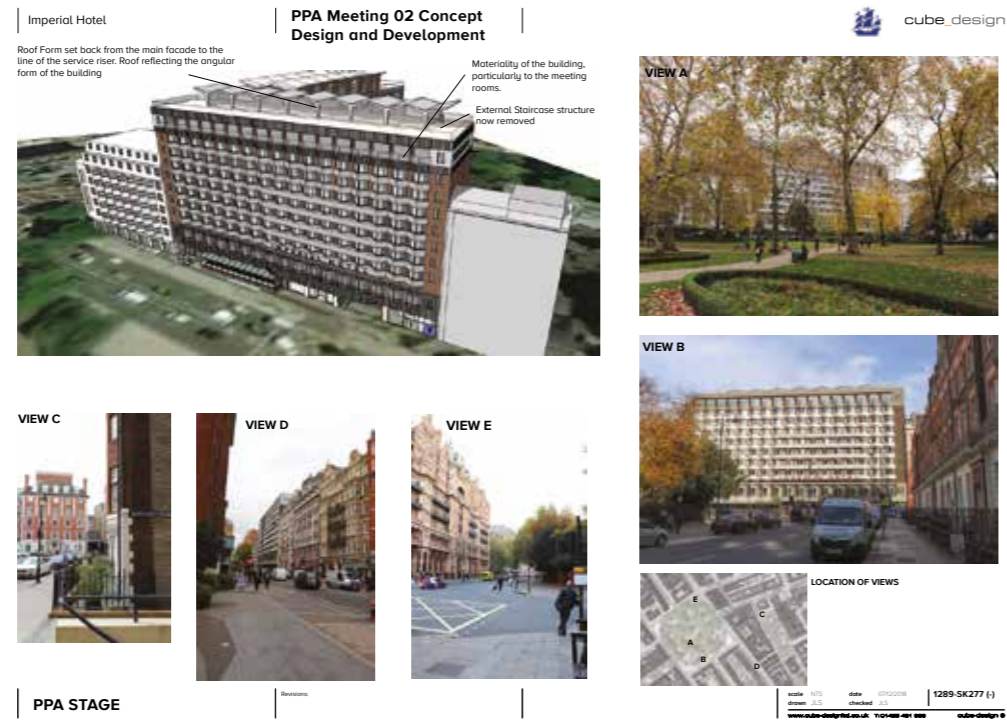
Rectangular Proposals - Roof brought forward to facade

Feature Roof Form

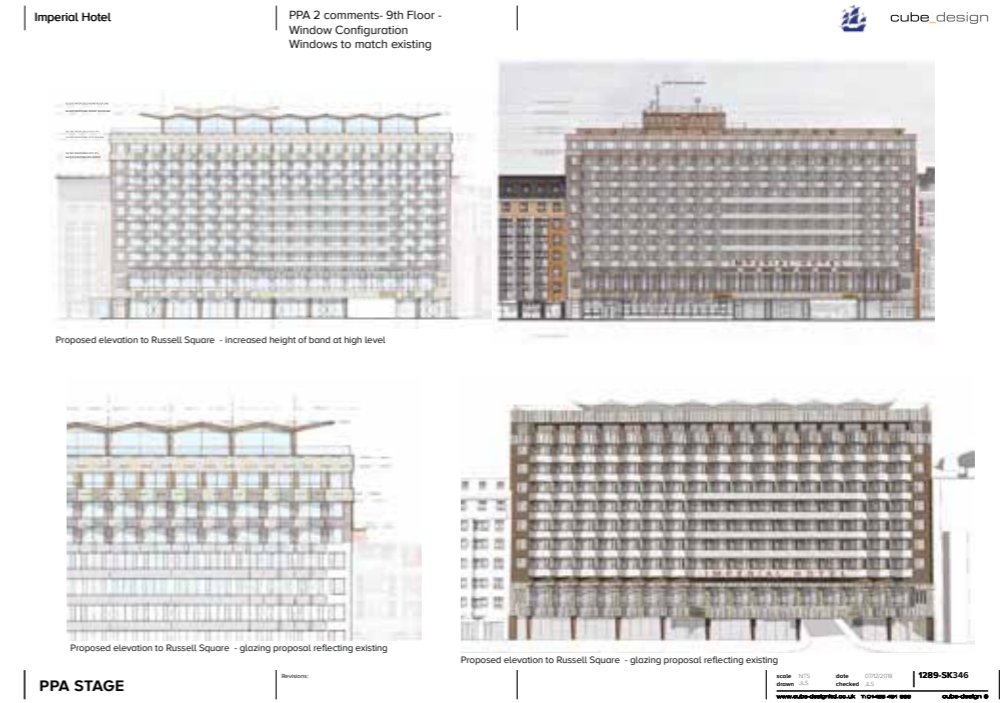
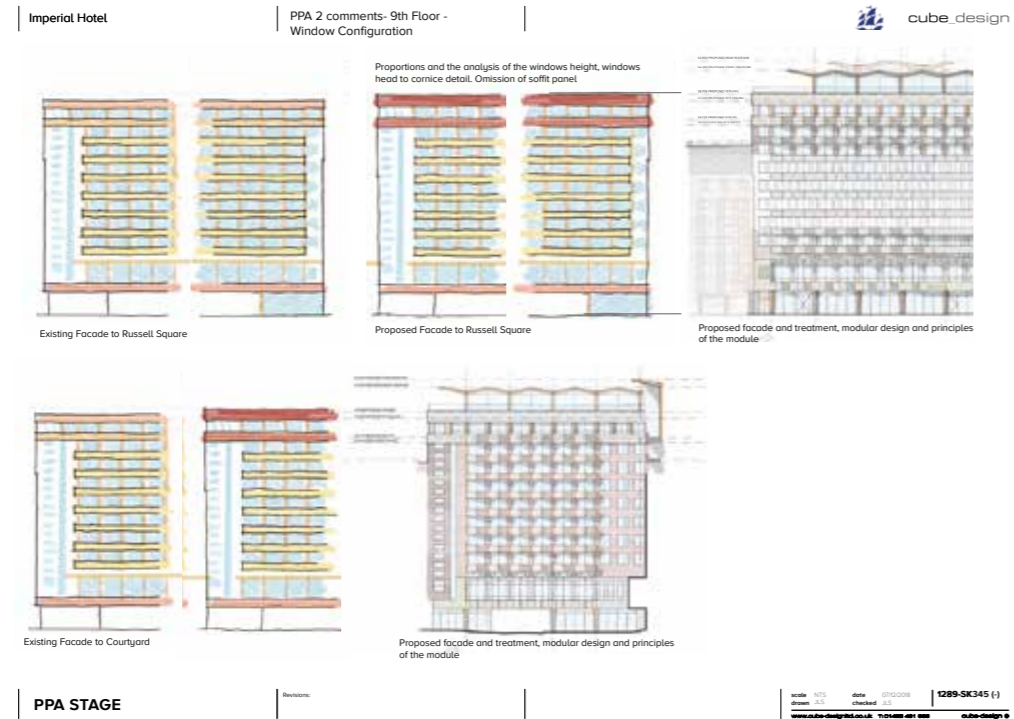
PPA STAGE

scale: 1:75 | date: 07/2018 | 1289-SK275 (1)
 drawn: S.S. | checked: S.S. | www.cube-design.co.uk | T: 01488 461 688 | cube_design

9.2 Planning performance process



9.2 Planning performance process



9.2 Planning performance process

Imperial Hotel | PPA 2 comments- 9th Floor - Window Configuration Thickening of upper band

cube_design

SCHEME IN CONTEXT



Roof form set back from the main facade to the line of the service riser. Roof reflecting the angular form of the building

VIEW C **VIEW D** **VIEW E**



VIEW B



LOCATION OF VIEWS



PPA STAGE

cube NTS date 09/02/19 checked 0.5 1289-SK349 (-)
 www.cube-design.co.uk T: 020 481 461 888 cube_design

Imperial Hotel | PPA 3 scheme proposals Facade proposals to Russell Square

cube_design




PPA STAGE


cube NTS date 09/02/19 checked 0.5 1289-SK353 (-)
 www.cube-design.co.uk T: 020 481 461 888 cube_design

Imperial Hotel | PPA 2 comments - Ground Floor Glazing proposals

cube_design



Proposed elevation to Russell Square - Ground Floor improvements



Proposed elevation to Russell Square - Retail Frontage improvements - principle of roof detail extended to ground floor level

PPA STAGE

cube NTS date 09/02/19 checked 0.5 1289-SK350 (-)
 www.cube-design.co.uk T: 020 481 461 888 cube_design

Imperial Hotel | PPA 3 scheme proposals Aerial View

cube_design

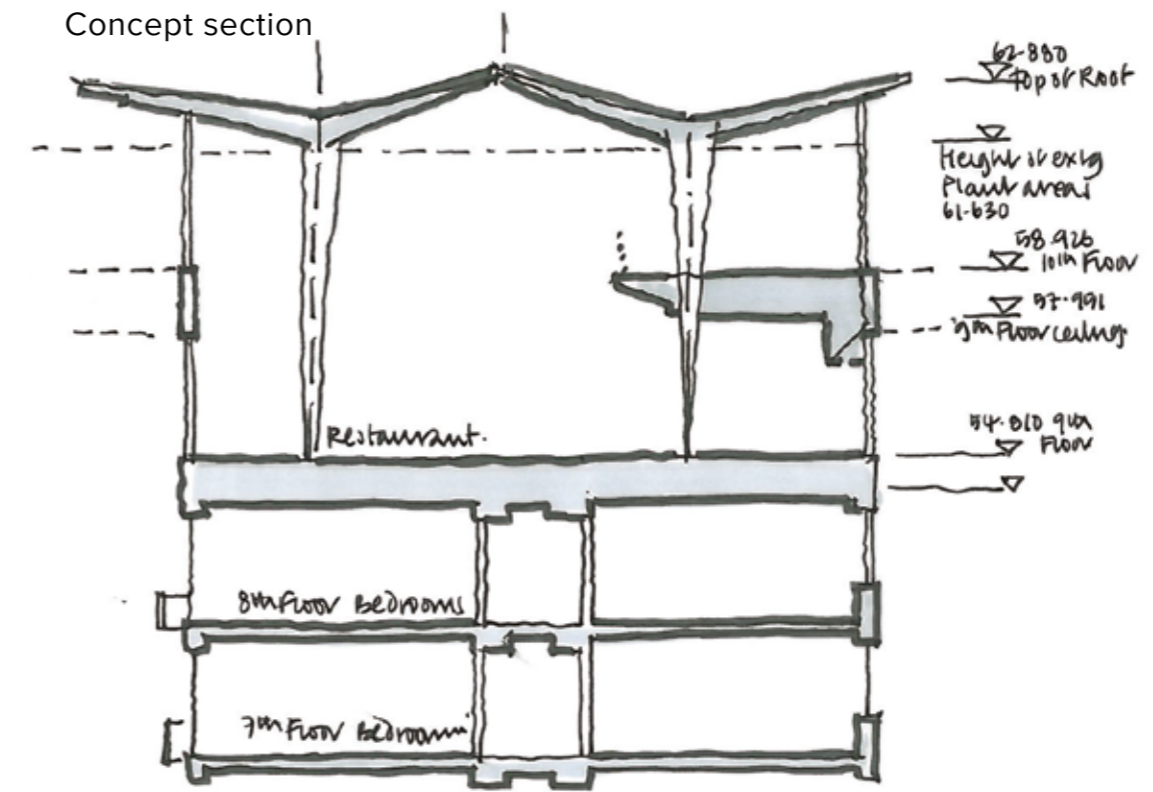
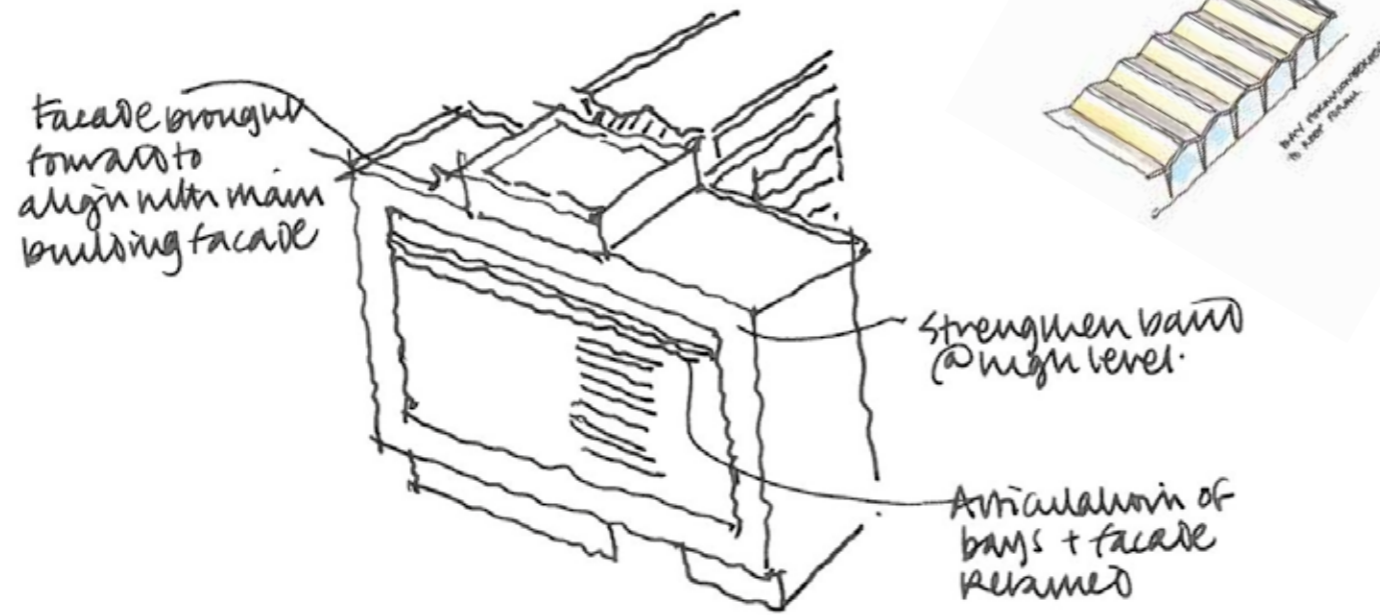


PPA STAGE

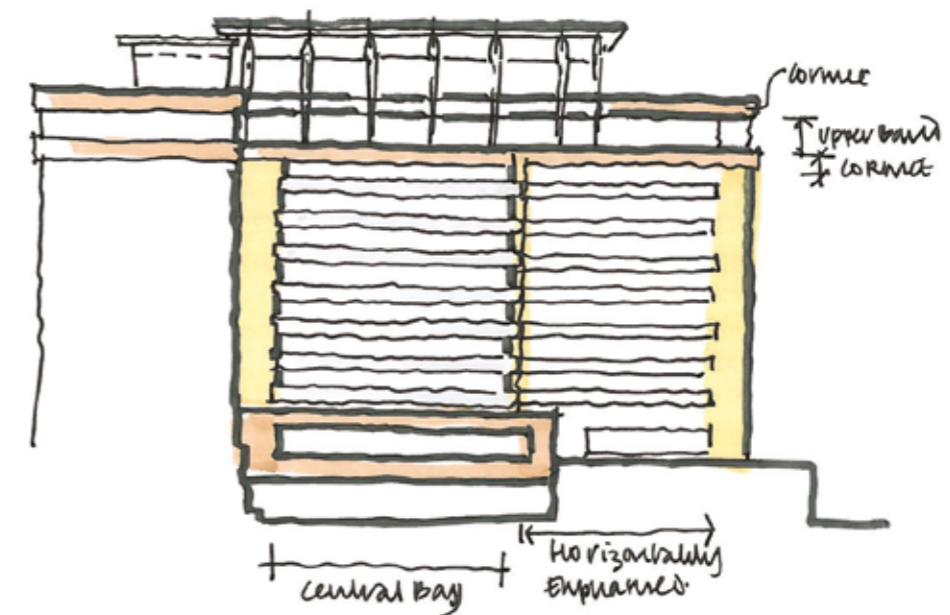
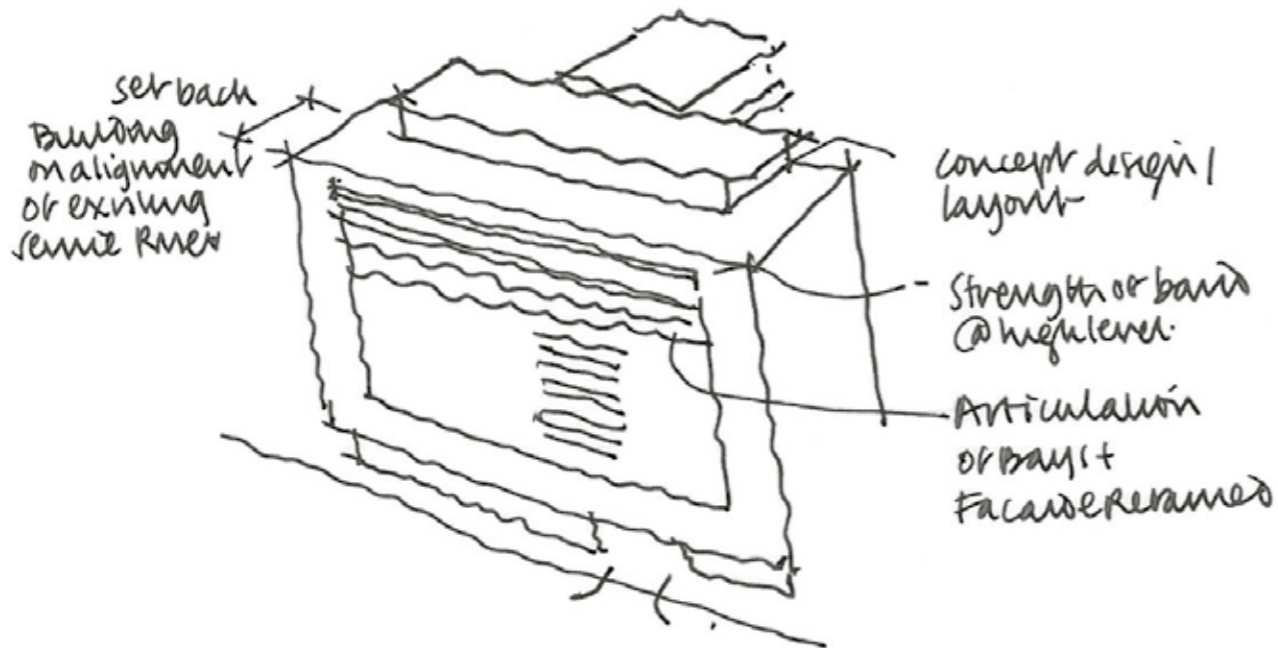
cube NTS date 09/02/19 checked 0.5 1289-SK353 (-)
 www.cube-design.co.uk T: 020 481 461 888 cube_design

9.2 Planning performance process

Concept ideas and proposals

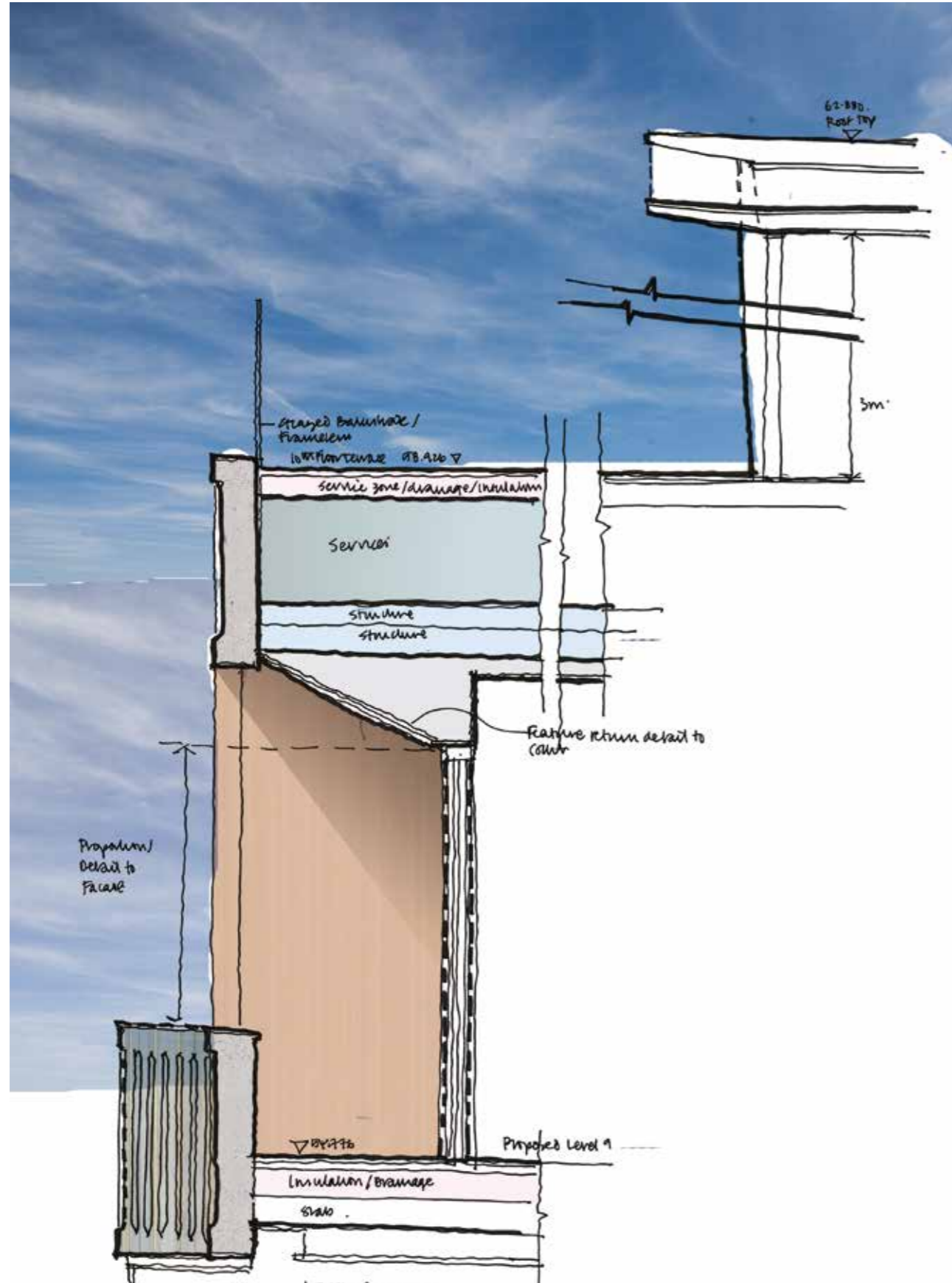


DRAFT SECTION. REAR SECTION OF BUILDING.



Concept facade

9.2 Planning performance process Sectional details



Bay Elevation

