

ENDEAVOUR HOUSE

THIRDWAY



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EXECUTIVE SUMMARY

This Design & Access Statement presents the proposal for the minor works to 189 Shaftesbury Ave, London WC2H 8JR, as part of an internal refurbishment on the ground floor reception area to improve the overall look and feel offering and deliver high quality space for visitors and tenants to meet and work in.

The proposal explored within this document has taken into account a number of contexts and considerations, and will ensure modifications are in-keeping with the original building and wider conservation are with interventions limited through:

- A proposed overcladding of the existing entrance facade with Equitone.
- New entrance automatic sliding doors.
- Adding exterior building signage.

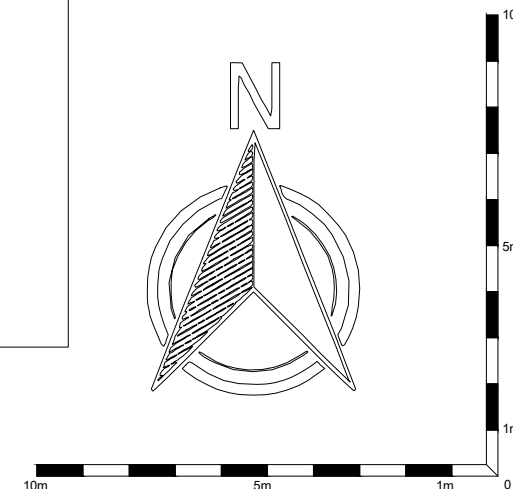
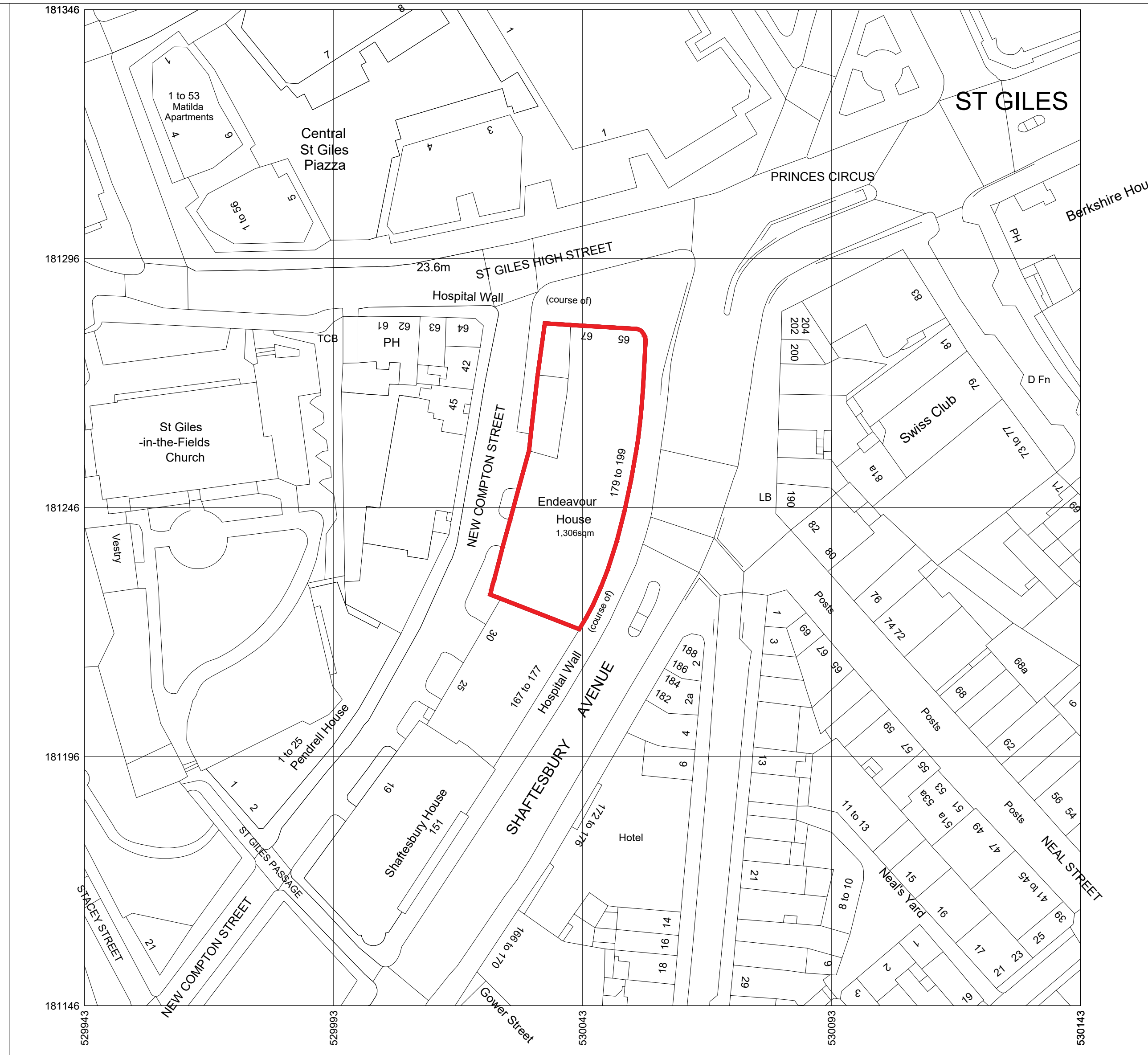
This document sets out these proposals as part of the wider improvements and demonstrates the positive effect they will have on the regeneration of the existing building and its facade.



SITE LOCATION PLAN

CONTEXT

Site area: 1,306 sqm

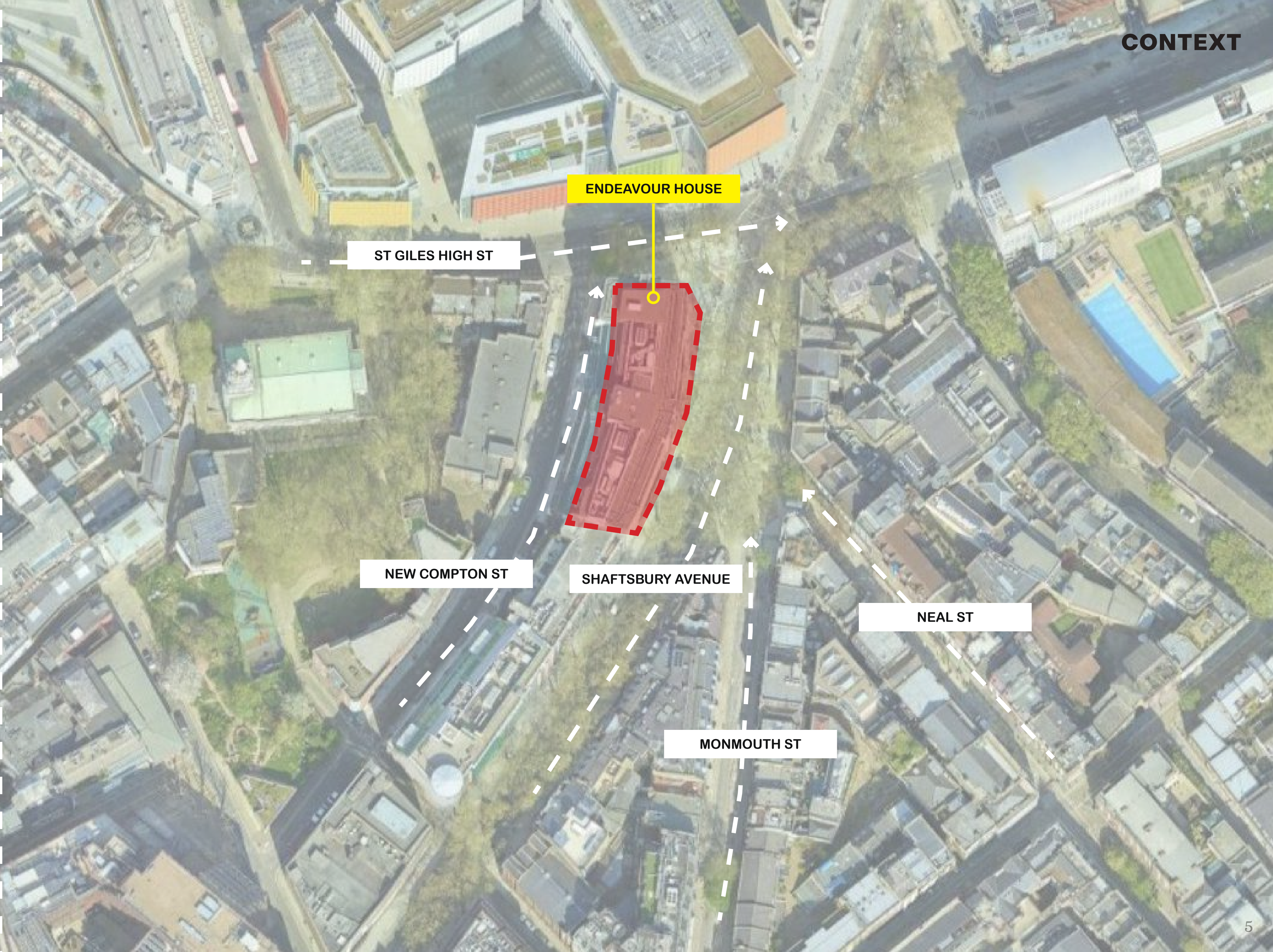


Produced on 16 November 2021 from the Ordnance Survey National Geographic Database and incorporating surveyed revision available at this date. This map shows the area bounded by 529943 181146,530143 181146,530143 181346,529943 181346,529943 181146
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Crown copyright 2021. Supplied by copla ltd trading as UKPlanningMaps.com a licensed Ordnance Survey partner (100054135).
Data licence expires 16 November 2022. Unique plan reference: v4d/17/6715/969783

SITE CONTEXT

Shaftesbury Avenue is a major street in the West End of London, running north easterly from Piccadilly Circus to New Oxford Street. It is located in the local borough of Camden.

CONTEXT

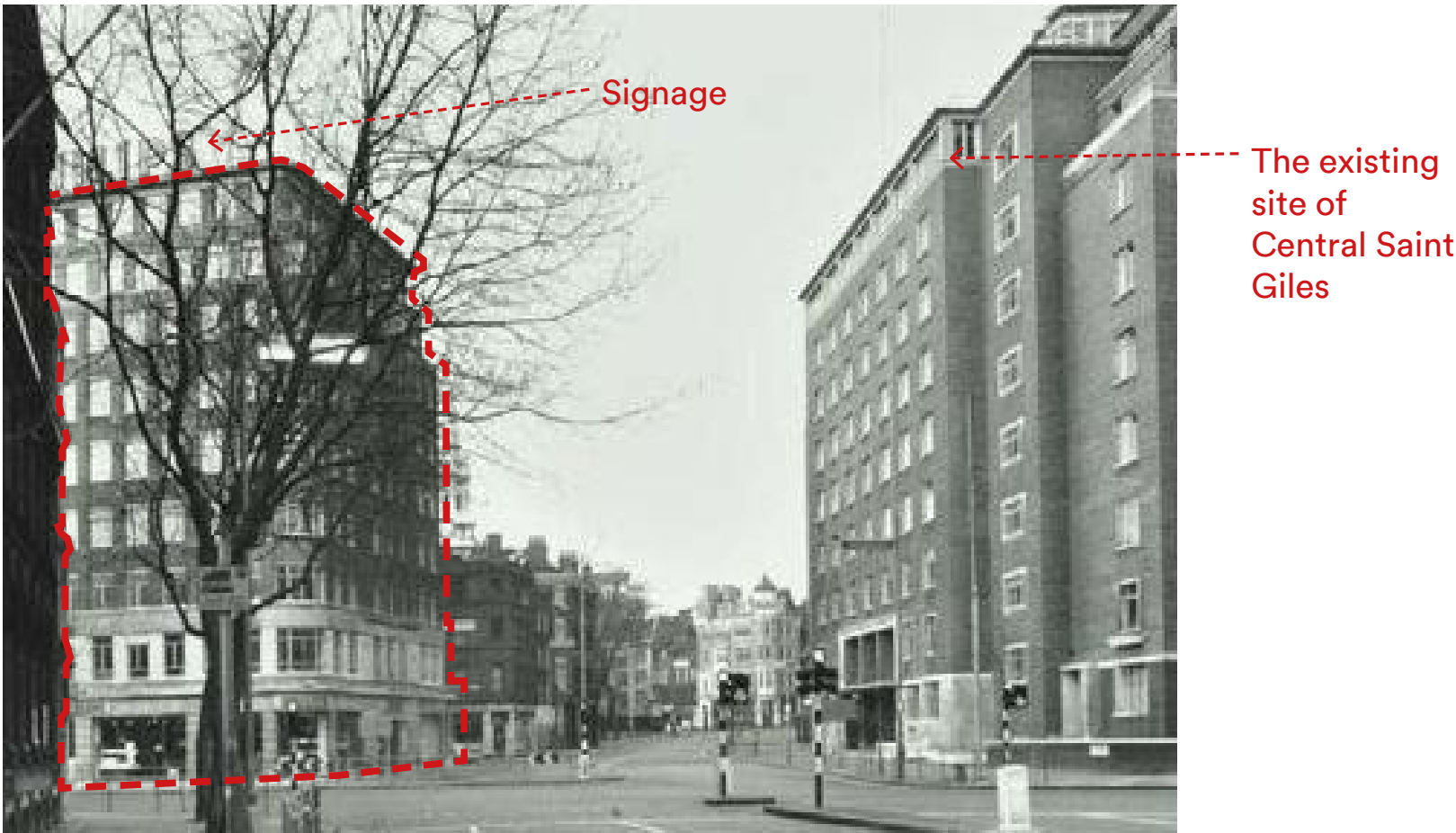


HISTORICAL CONTEXT

CONTEXT

Century (Endeavour) House had been Philips Lamps Limited office building from 1940 to 1979. The ground floor was used as computer rooms and offices.

In 1978 Philips Industries applied for a change of use of the ground floor computer rooms to retail showroom space. The historical images show how the now mature trees along Shaftesbury Avenue, were once small, less dominant features.



Endeavour House (or Century House) in 1955. Shaftesbury Avenue



EXISTING BUILDING

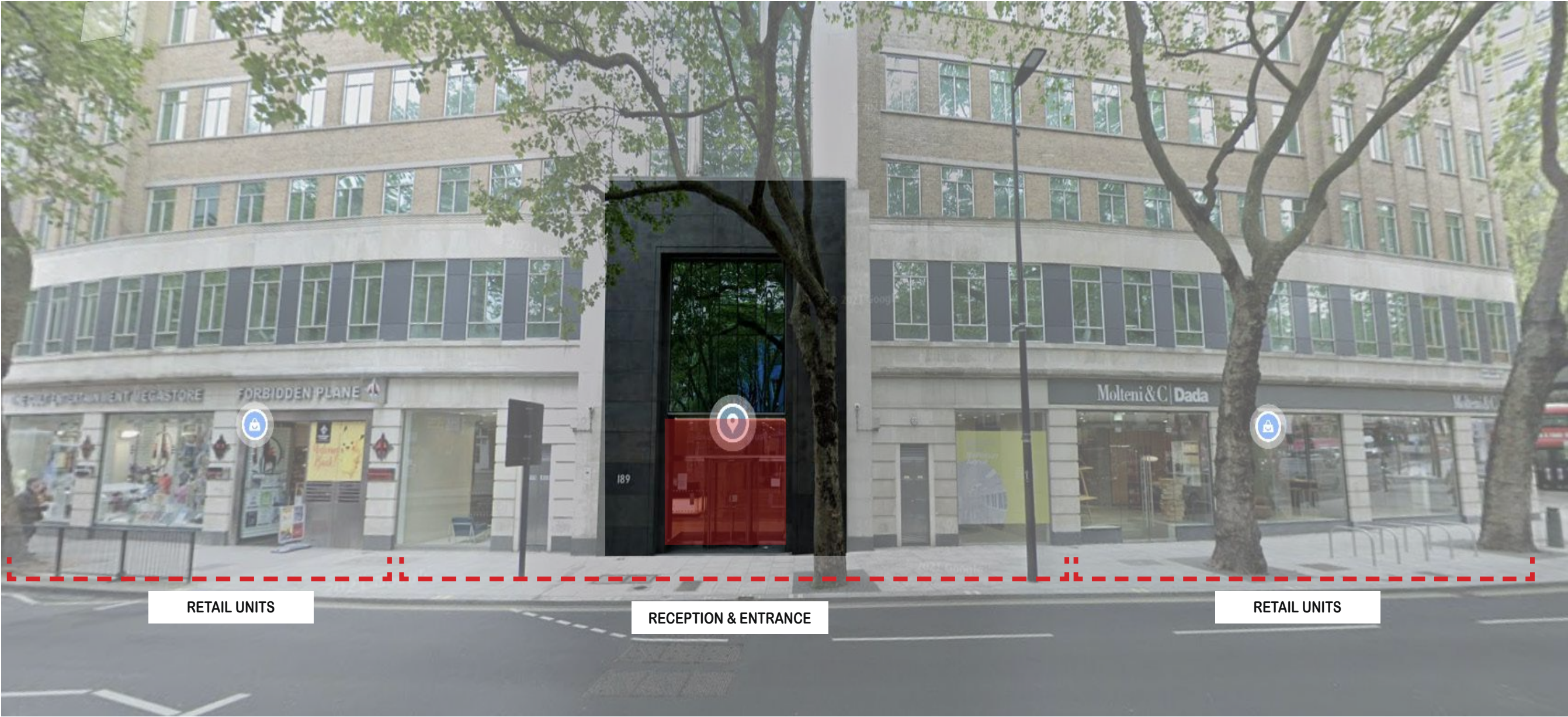
Endeavour House is located on a busy street full of a mixture of retail, restaurants and commercial buildings and served by various means of transport.

The building itself has the following features:

- Materials predominately brick, glass and stone
- Dense trees block the view to upper levels from the street
- Building has both retail and commercial units/ space.
- Entrance to commercial reception sits in between retail units



CONTEXT



A - View from Shaftesbury



B - View from between Shaftesbury Avenue & St Giles High St



C -View from St Giles High Street



D -View from New Compton Street

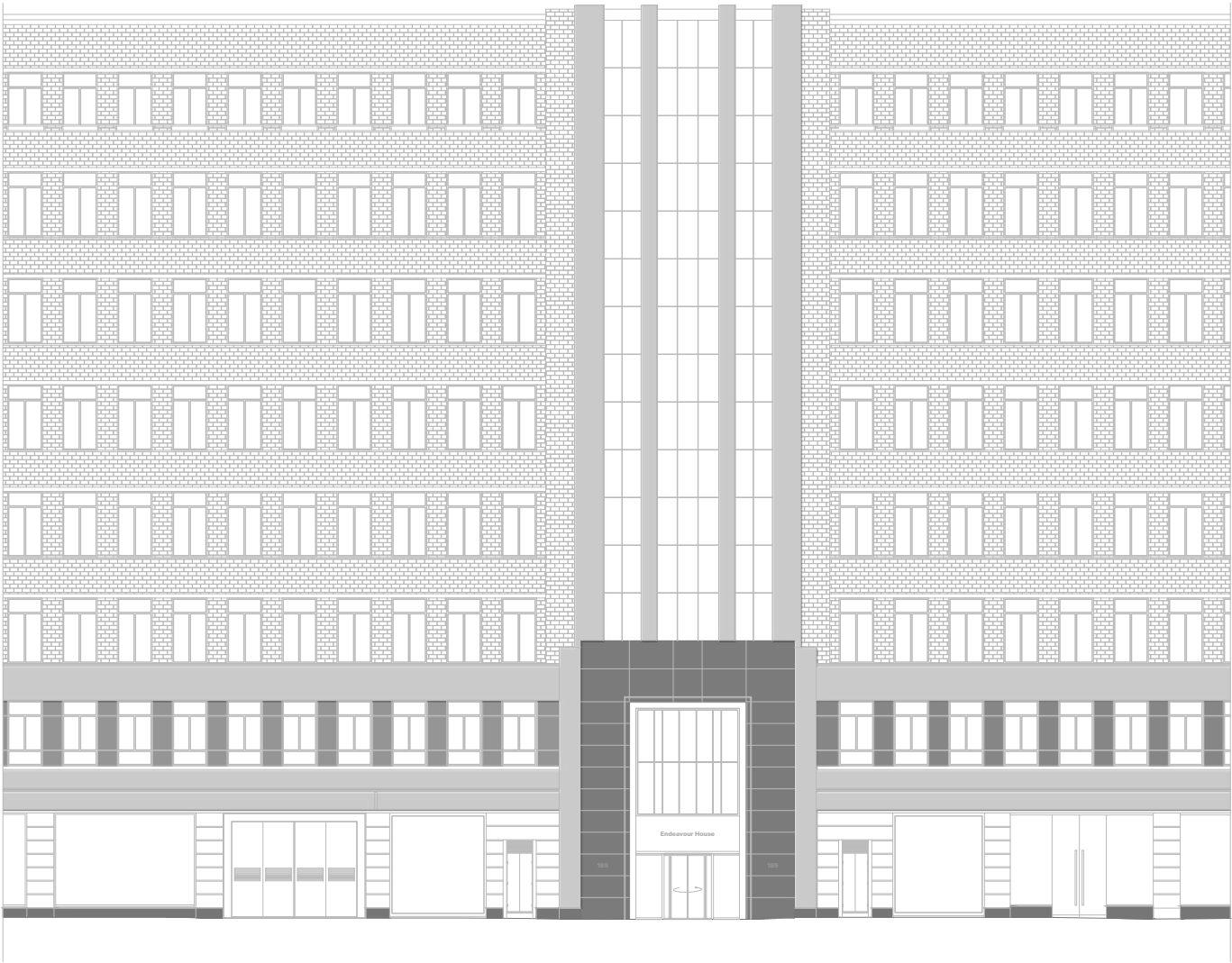


EXTERIOR MODIFICATIONS

PROPOSED DESIGN

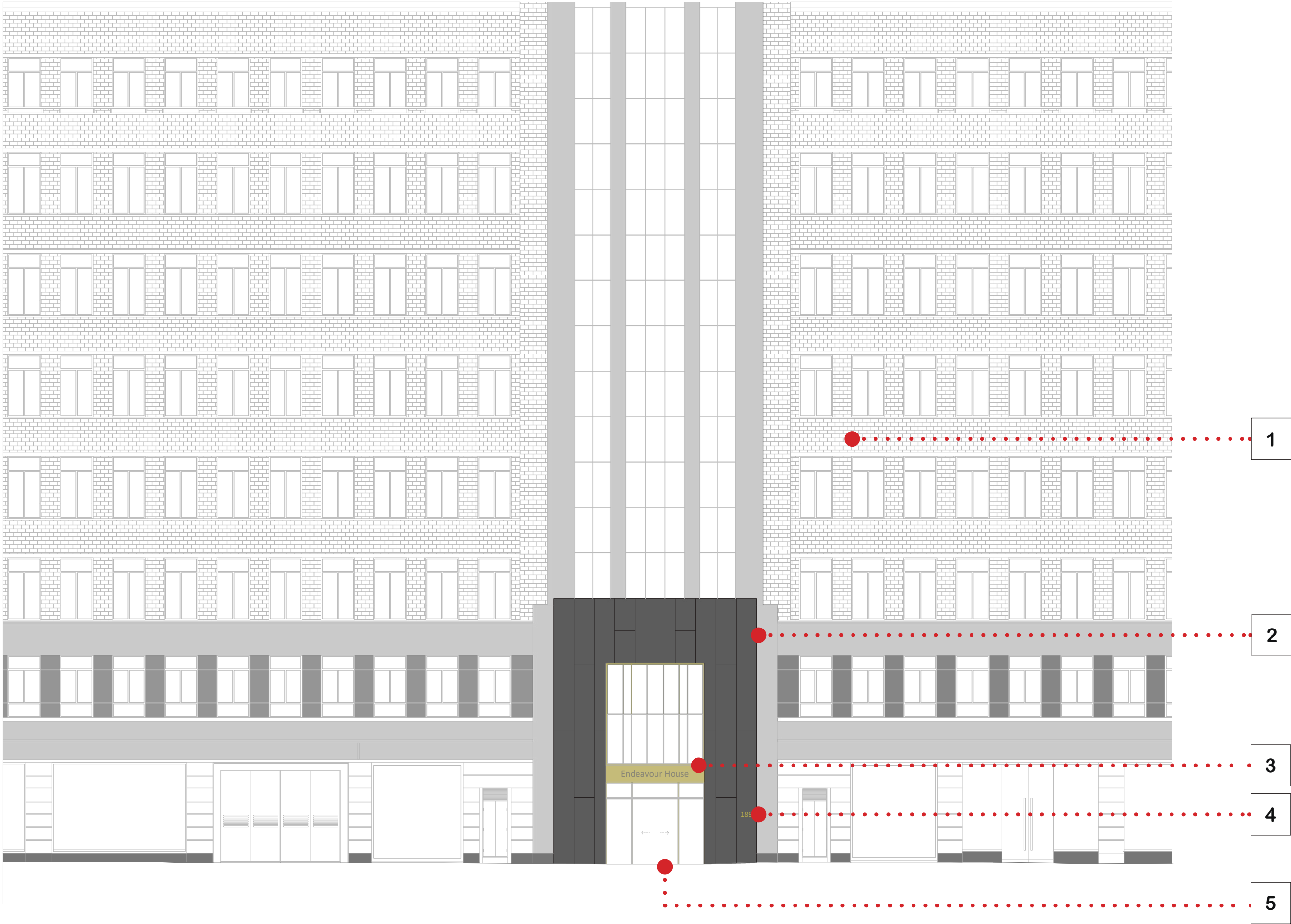
The proposed design consists of refreshing the face of the reception entrance area. The proposed design allows us to keep the same langague of the general building aesthetic. Apart from a new entrance, the rest of the building will be untouched.

- 1 - Existing stone building exterior
- 2 - Proposed Equitone cladding of the existing dark stone
- 3 - Proposed new signage on a panel
- 4 - Proposed new signage on one side of the Equitone cladding
- 5 - Proposed new automatic sliding entrance doors



Existing Elevation

EXTERIOR MODIFICATIONS



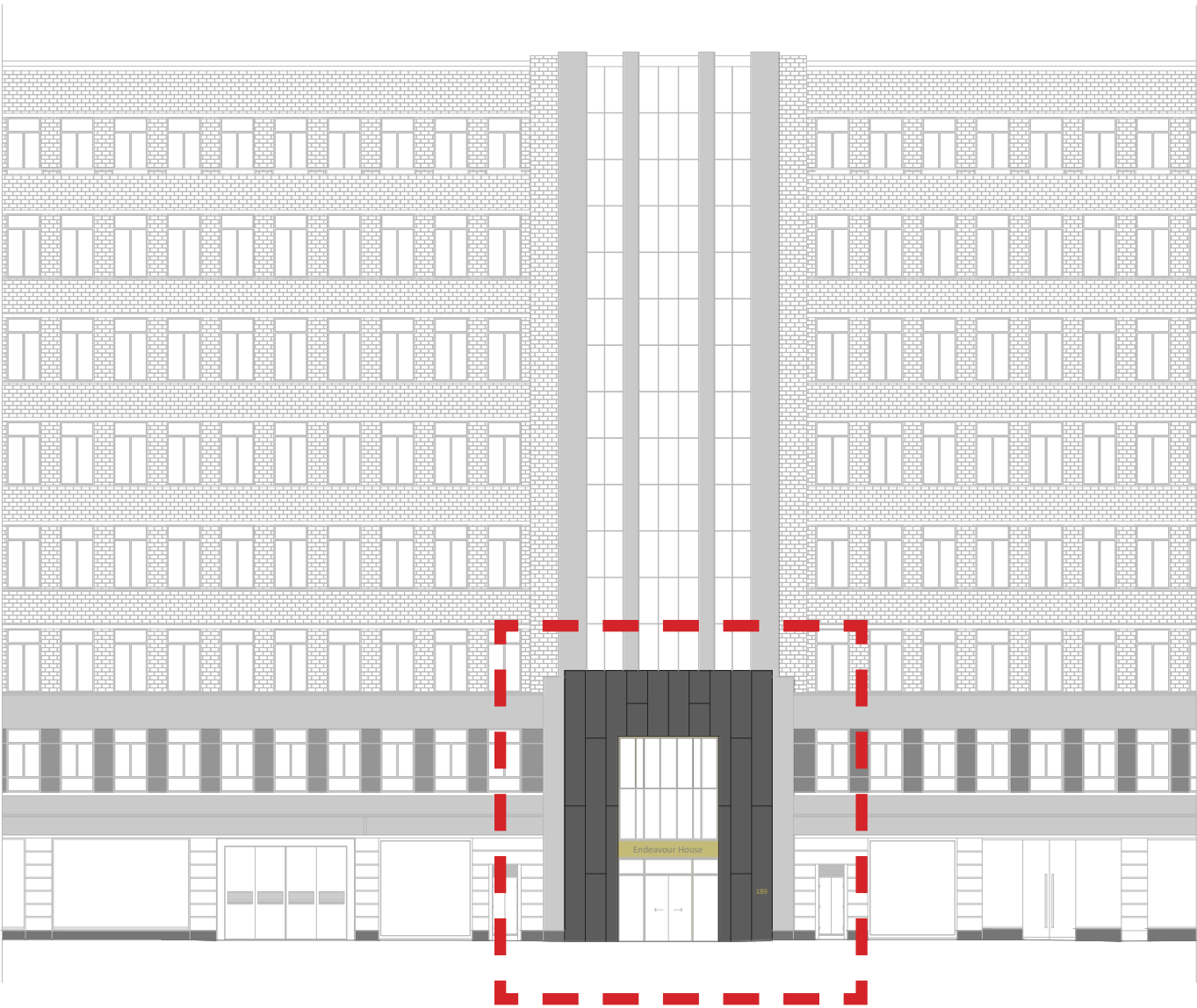
Proposed Elevation



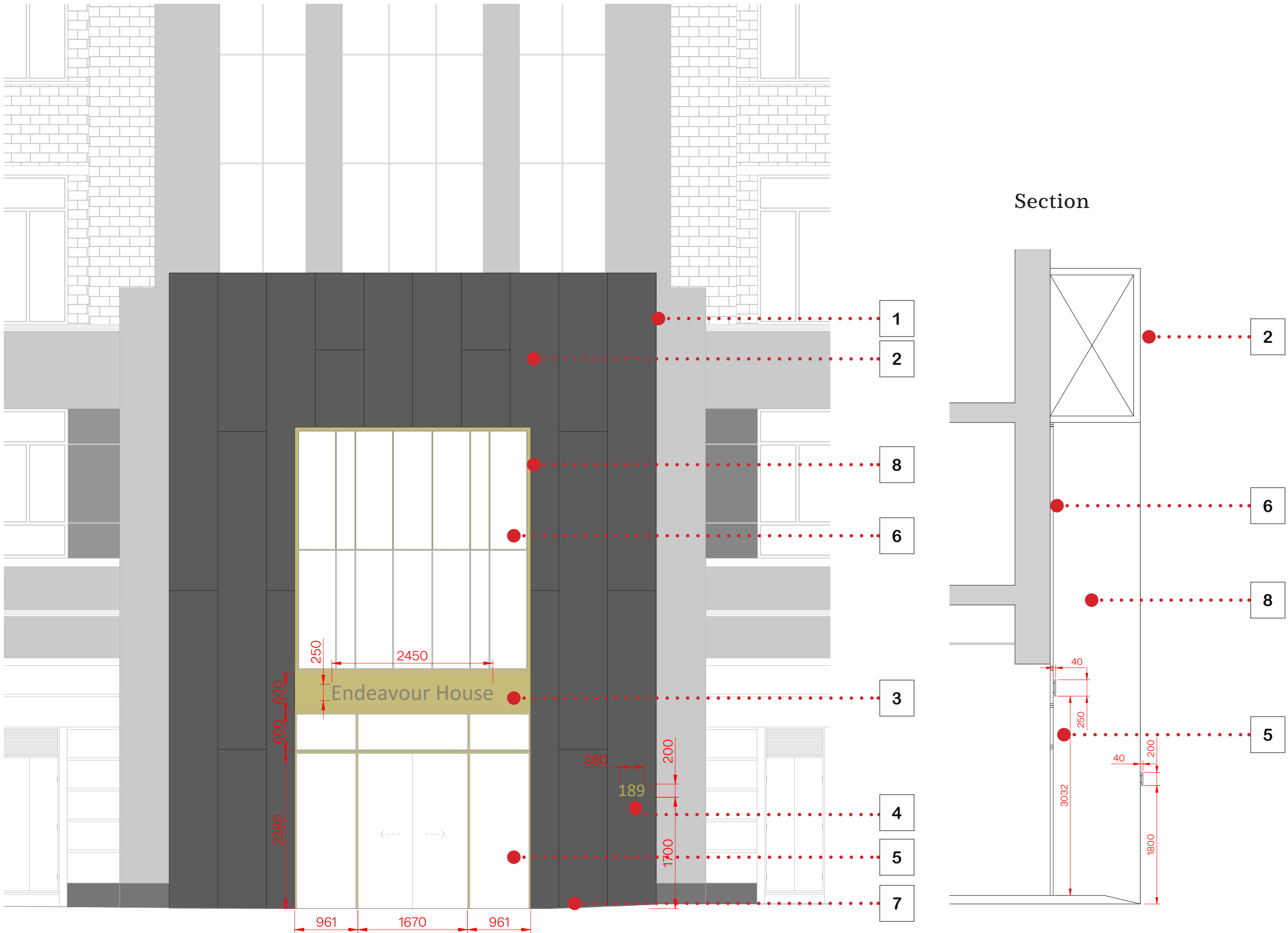
SIGNAGE

The proposed design consists of refreshing the face of the reception entrance area. The proposed design allows us to keep the same langague of the general building aesthetic.

- 1 - LED lighting proposed mounted to back of Equitone cladding, reflecting on existing stone
- 2 - Proposed Equitone cladding of the existing dark stone
- 3 - Proposed new signage of black acrylic 3D letters on a brass brushed panel. LED lighting detail above panel/ underside of windows
- 4 - Proposed new brushed brass 3D signage of the building number on one side of the Equitone cladding
- 5 - Proposed new automatic sliding entrance doors
- 6 - Existing glazing untouched
- 7 - Exterior lighting proposed mounted to cladding
- 8 - Equitone return on the inner entrance area



EXTERIOR MODIFICATIONS

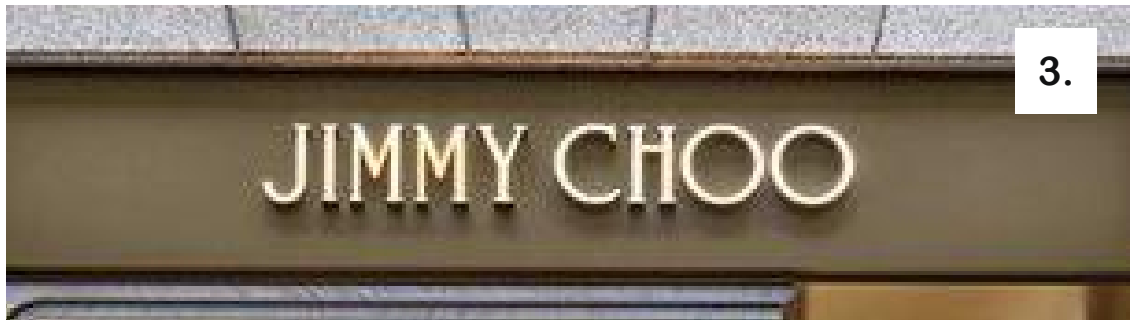
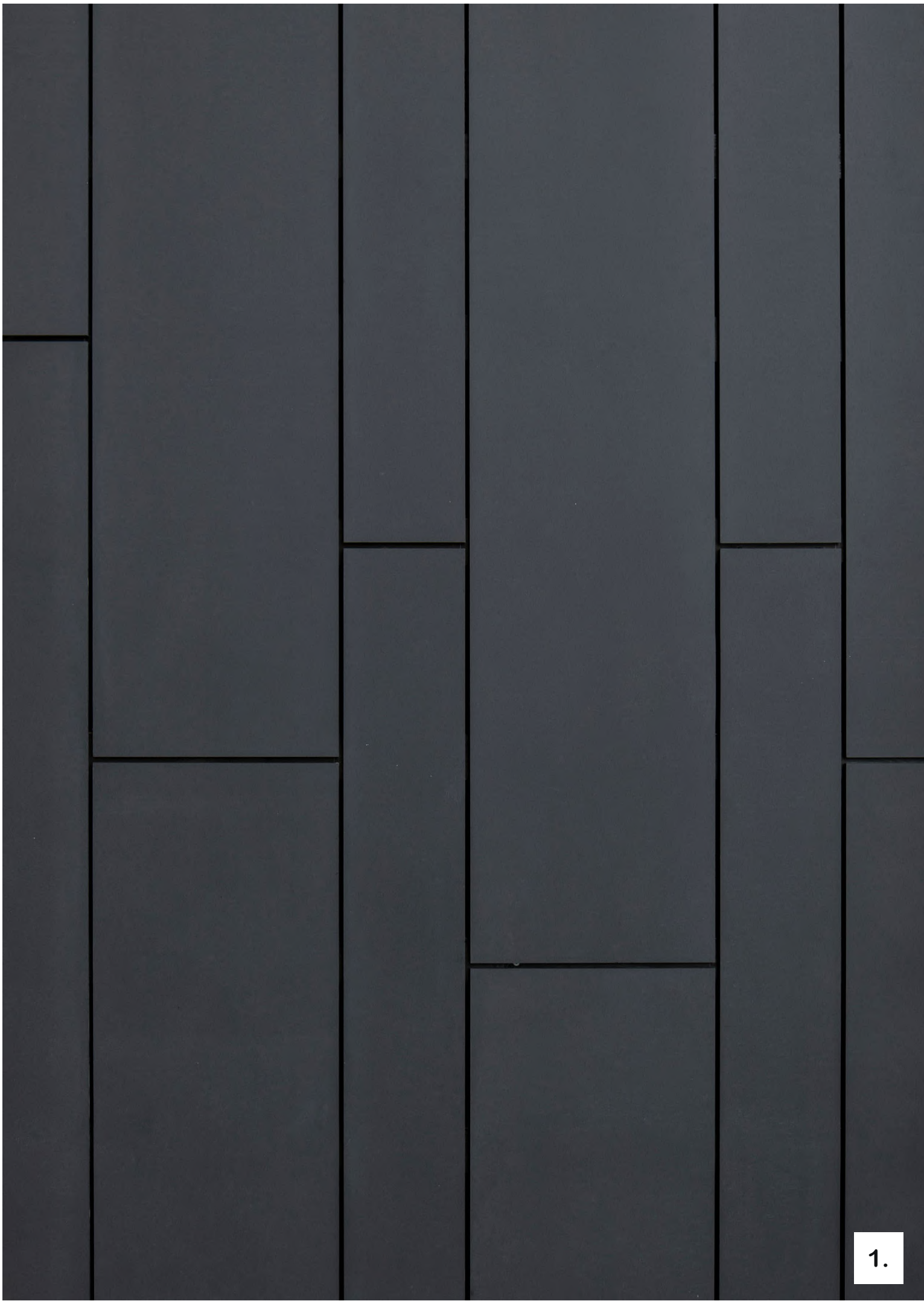


Proposed Elevation

Note: For annotation purposes, dawings are not to scale. Refer to Appendix for drawings to scale



MATERIALITY



EXTERIOR MODIFICATIONS

- 1. Equitone cladding as per design
- 2. Signage on building facade - black acrylic 3D lettering & brass 3D building number
- 3. Brass panel above sliding doors with 'Endeavour House' letters mounted
- 4. Glazed sliding doors with brass frame
- 5. Feature brass panel



EXTERIOR VISUALS

EXTERIOR MODIFICATIONS



EXTERIOR VISUALS

EXTERIOR MODIFICATIONS



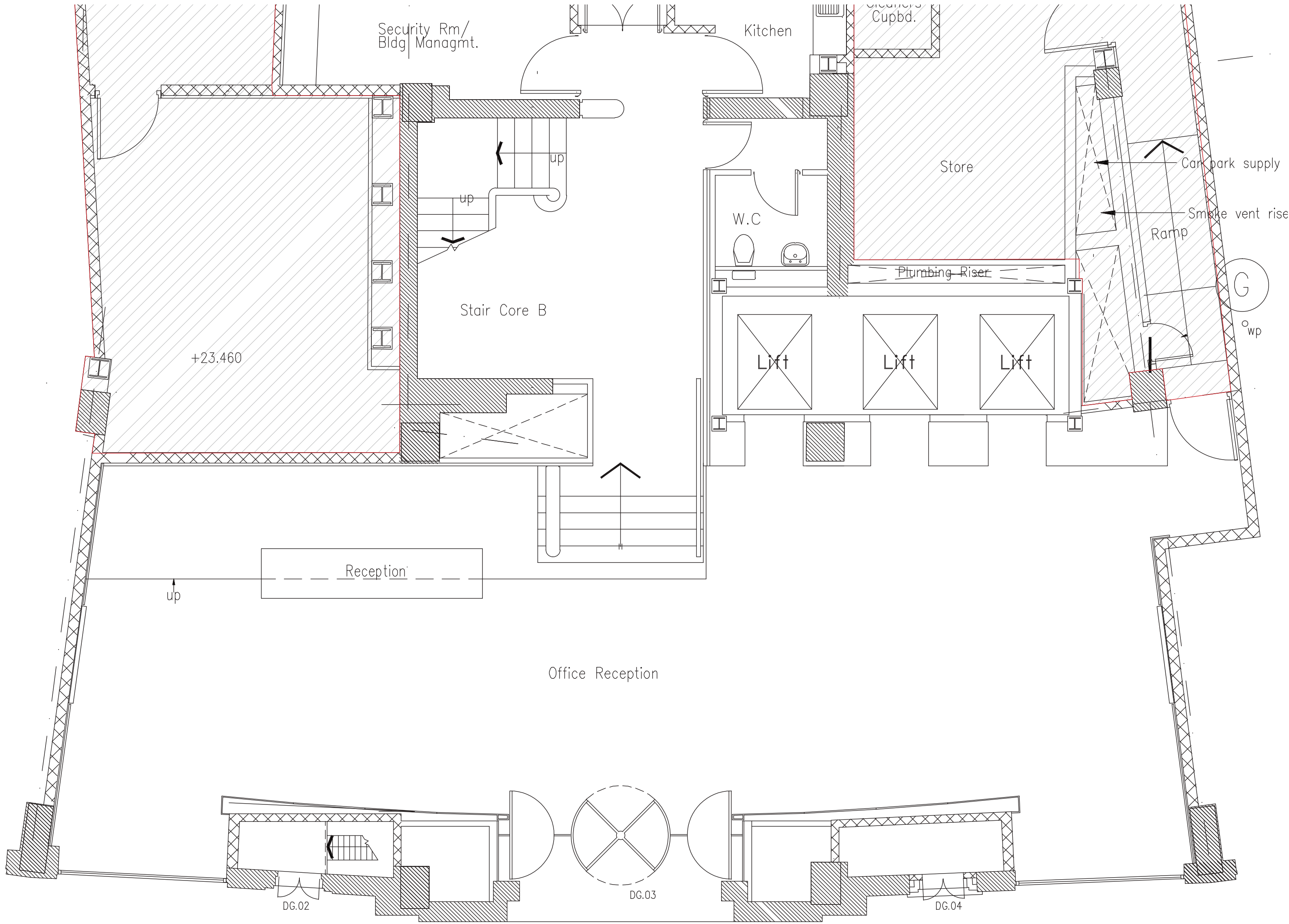
The image shows a modern interior space, likely a restaurant or cafe. On the left, there is a dining area with a long white table and several red chairs. A large window in the background offers a view of a city skyline. In the center, a partition wall made of vertical wooden slats separates the dining area from the kitchen. To the right, the kitchen features dark cabinetry, a stainless steel backsplash, and a white countertop. Three pendant lights hang from the ceiling, and three grey bar stools are positioned in front of the wooden partition. The text "INTERIOR MODIFICATIONS" is overlaid in the center in a white, outlined font.

INTERIOR MODIFICATIONS



INTERIOR LAYOUT - EXISTING

The existing plan as shown below shows the entrance door as a revolving door.

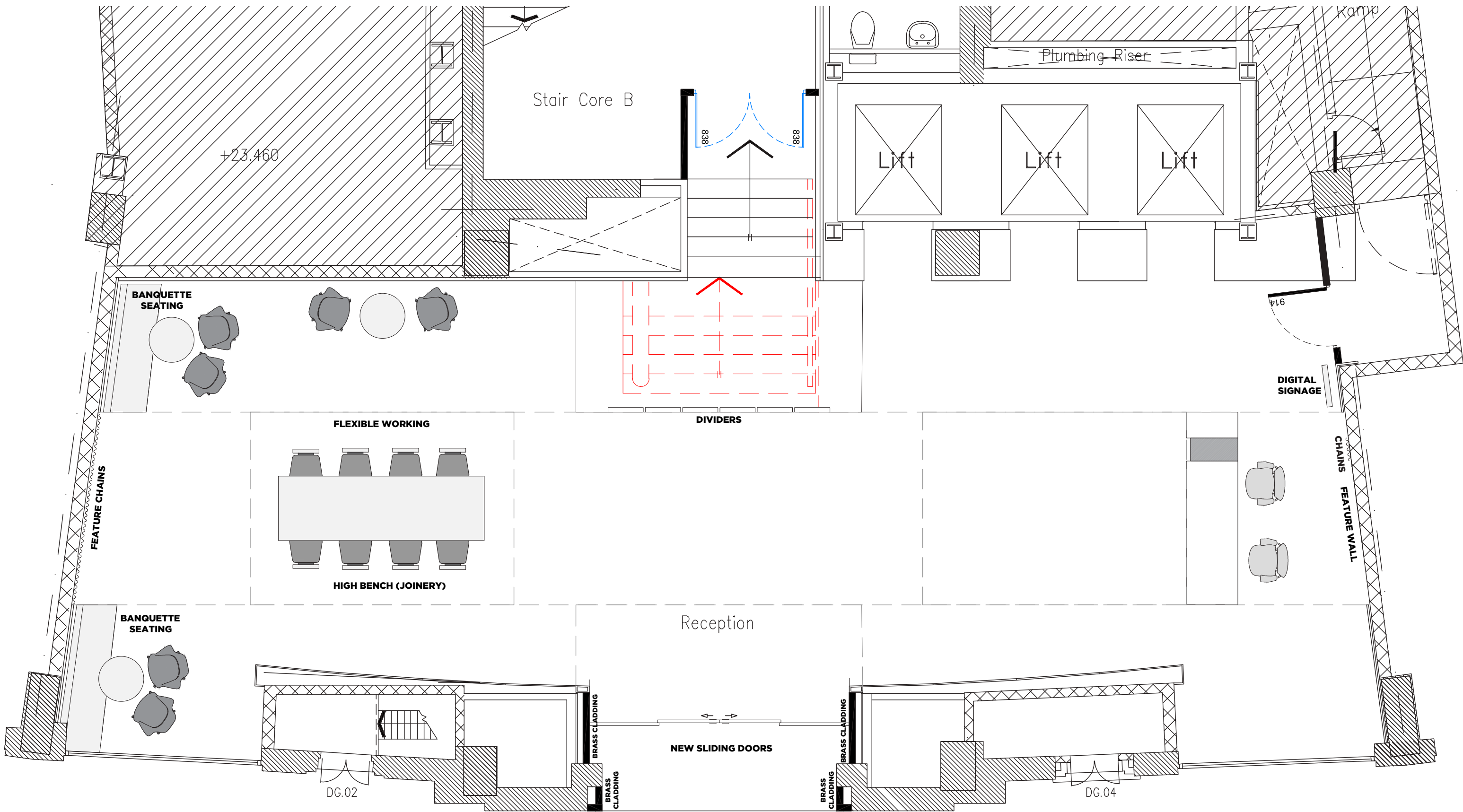


INTERIOR MODIFICATIONS

PROPOSED INTERIOR LAYOUT

The proposed plan demonstrates the demolition of the area of the existing staircase and re-building this closer to the lobby.

The entrance revolving door will be replaced with new automatic sliding doors

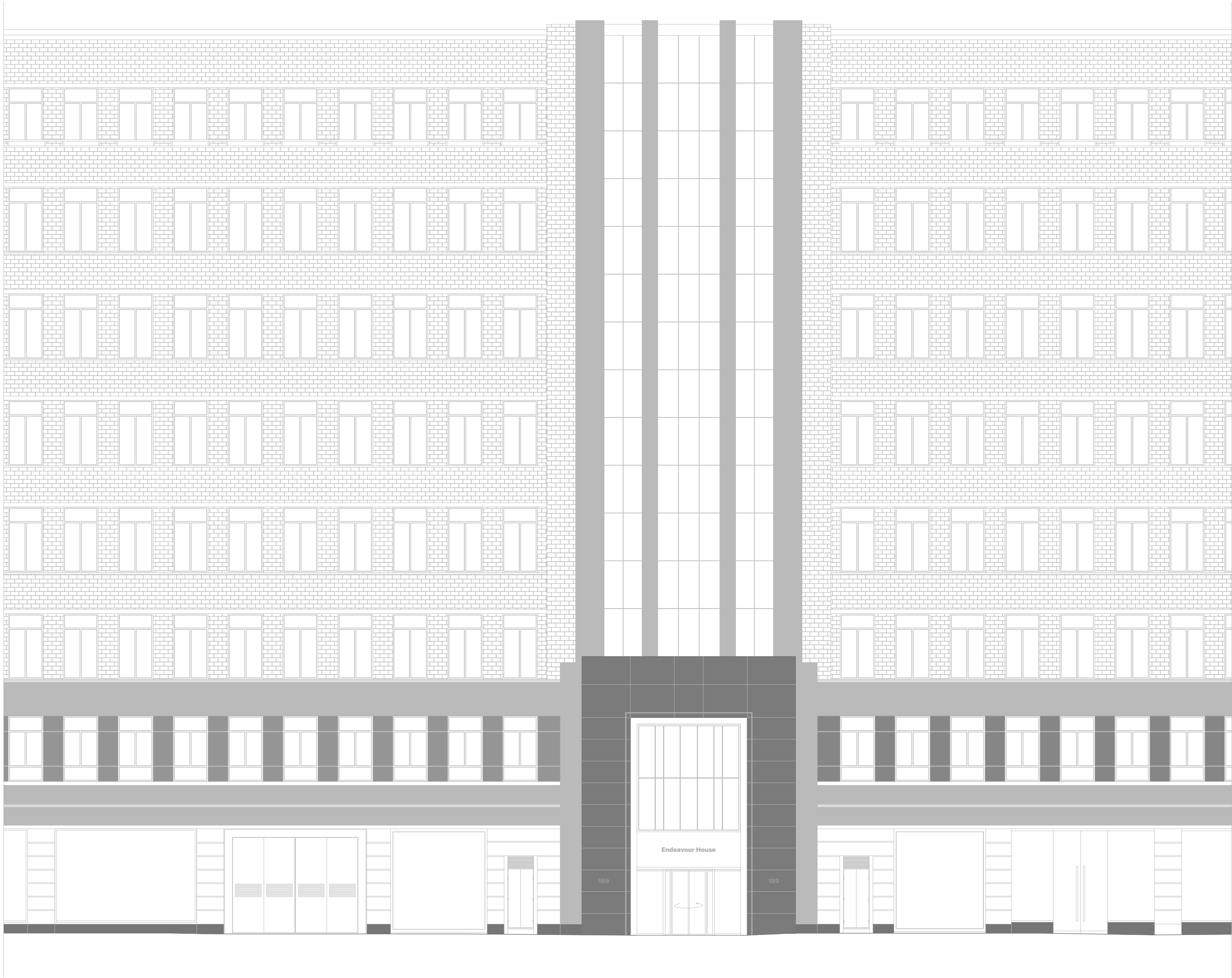


INTERIOR MODIFICATIONS



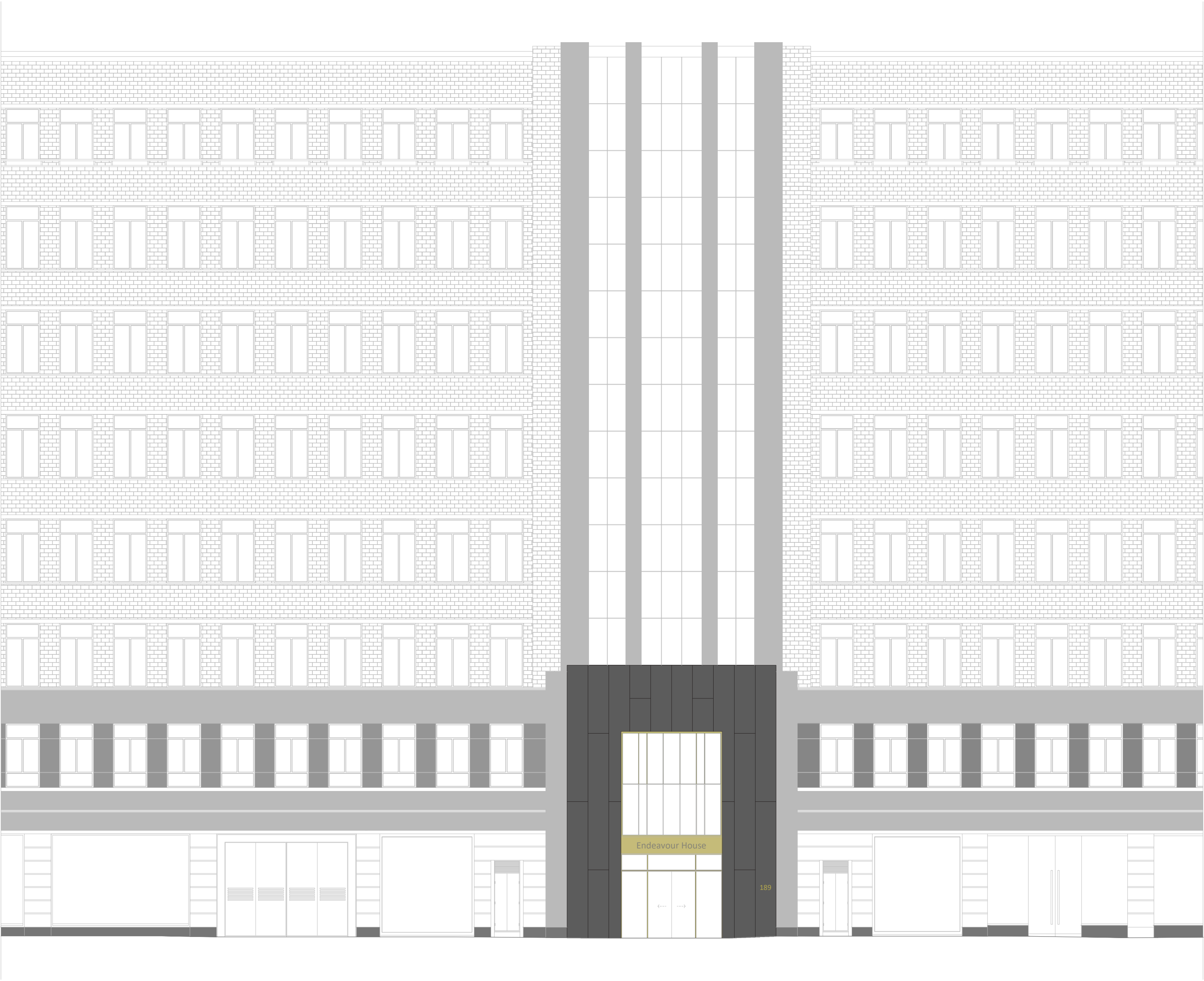


APPENDIX



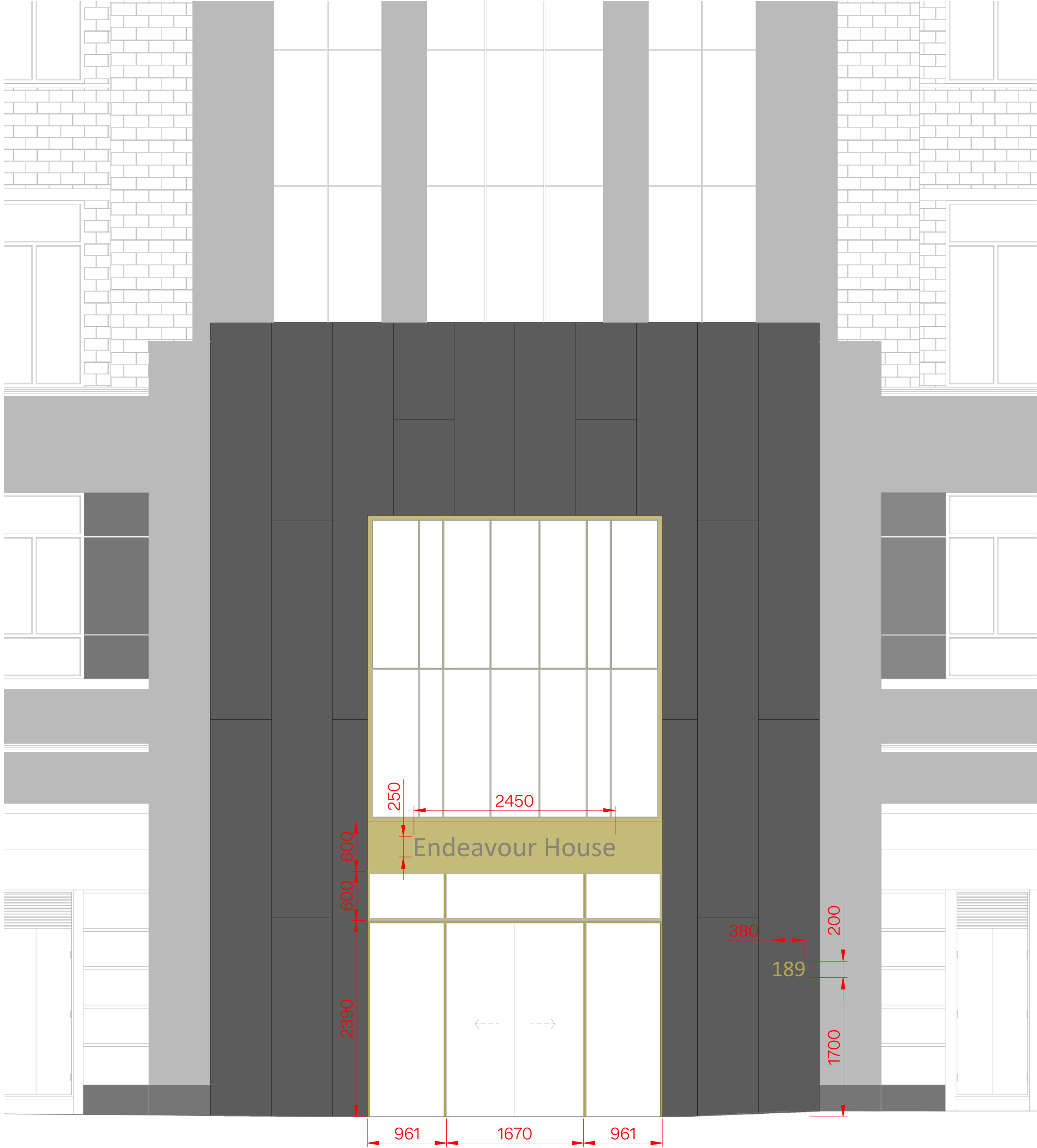
02 FRONT ELEVATION - EXISTING
Scale: 1:100@A1



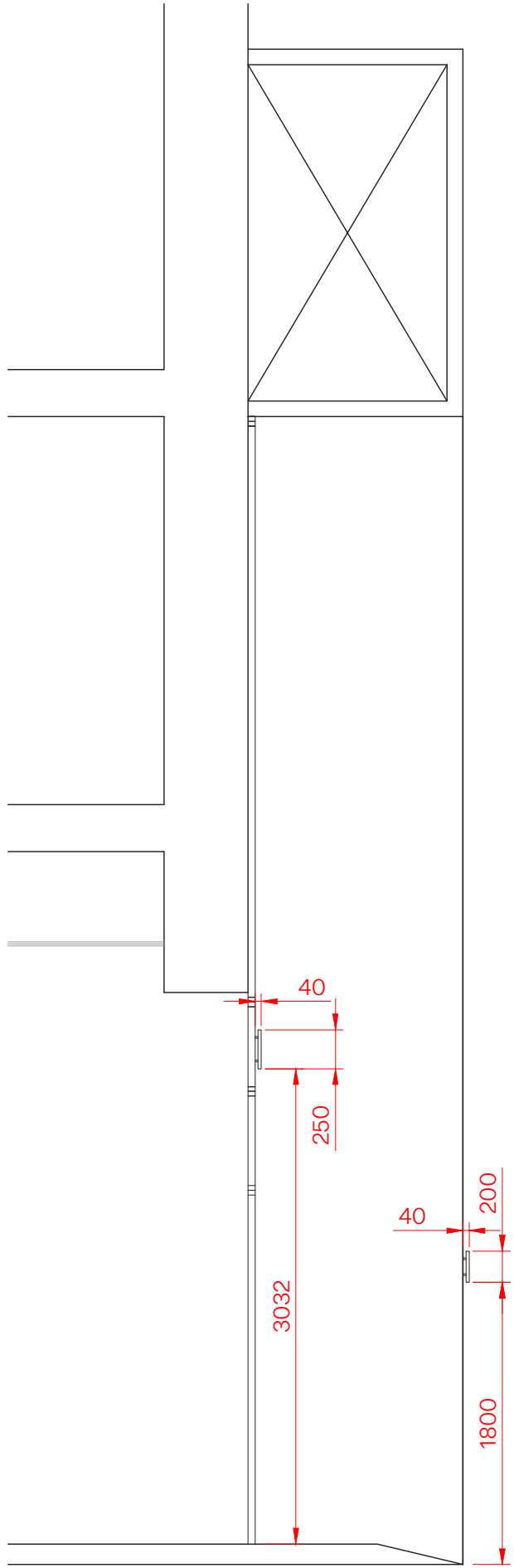


02 FRONT ELEVATION - PROPOSED
Scale: 1:100@A1





02 FRONT ELEVATION - PROPOSED
Scale: 1:40@A1



03 FRONT ENTRANCE - SIDE SECTION
Scale: 1:50@A1



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