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61 Oxford Street

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61 OXFORD STREET

61 Oxford Street is one of several developments reinvigorating the previously neglected east end of Europe’s busiest high street. Located on a prominent corner of Oxford Street and Soho Street, this significant new mixed use development comprises flagship retail, commercial office space and luxury rental residential apartments.

The new building replaces several poor quality buildings in disparate architectural styles. A complex undulating glass façade nods to the grand tradition of innovative glazed retail developments. The six storey façade is articulated through a hierarchy of oriel windows that change in depth according to their use within, culminating in a striking corner lantern.

Sector:	Mixed use
Location:	London, UK
Address:	61 Oxford Street London W1D 2ES
Client:	Dukelease Properties BA Pensions Trust
Construction cost:	£22.5 million
Start:	June 2010
Completion:	May 2015
Contract type:	Design and Build

PROJECT TEAM

Client :	Dukelease Properties BA Pensions Trust
Architect :	Allford Hall Monaghan Morris
Project Managers:	GVA Second London Wall
CDM Coordinator:	EC Harris
Structural/Civil Engineer:	Walsh Group
Cost Consultant:	EC Harris
MEP/Lift Engineer:	mTT Consultants
Planning Consultant:	LPP
Heritage Consultant:	Heritage Architecture
Fire Engineer:	ARUP
Facade Consultant:	ARUP
Traffic Engineer:	Motion Transport Planning
Rights of Light Consultant:	GIA
Acoustic Consultant:	Hann Tucker Associates
Retail Consultant:	CB Richard Ellis
Main Contractor:	Wates Construction

AREAS

Gross internal	5,050 m²
Retail	3,200 m²
Office	1,200 m²
Residential	650 m²

ALLFORD HALL MONAGHAN MORRIS TEAM MEMBERS

Simon Allford, Lik San Chan, Ming Chung, Wolfgang Frese, Jonathan Hall, Paul Monaghan, Peter Morris, Goh Ong, Patricia Ribeiro, Philip Turner, Maria Wright

For further information and images please contact:

Anna Bazeley
Allford Hall Monaghan Morris
Morelands
5-23 Old Street, London
EC1V 9HL

T: +44 (0)20 7251 5261
E: abazeley@ahmm.co.uk



PROJECT DESCRIPTION

From the outset of the 61 Oxford Street project, the client and design team recognised the potential to redevelop the site at the previously neglected end of the street into a quality mixed use development that could significantly contribute to the revitalisation of the local area.

Today the east end of Oxford Street sees several major regeneration projects underway, most notably Crossrail. The new building at 61 Oxford Street provides a clear and early indication of the changing face of this long-neglected end of town.

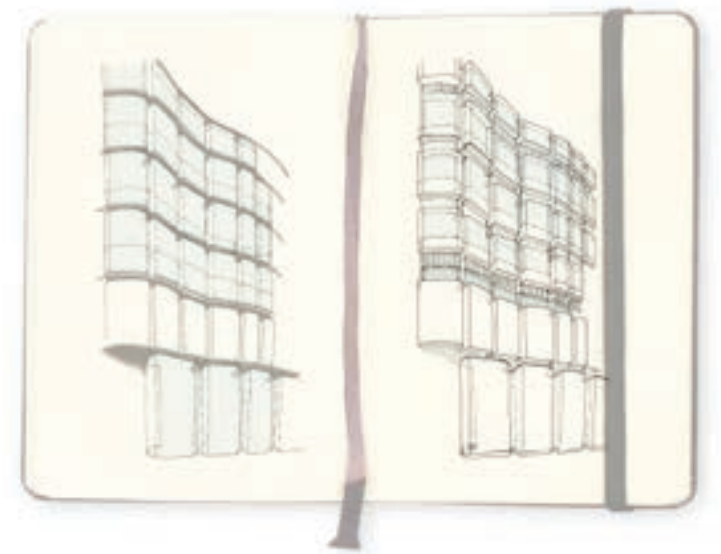
The core of the brief to the design team was to replace the existing disparate mix of buildings with a single keynote development, improving the area, and integrating with the historic fabric of Oxford Street and Soho.

With a "city sandwich" of retail, commercial office space and residential apartments replacing the poor quality, low rent buildings previously on the site, the client secured international fashion brand Zara from the outset, with office spaces to be let to the local Soho creative business community, and providing rooftop living space on this edge of Soho.

The distinct rippling shape of the façade drew inspiration from Alvar Aalto's influential Savoy vase of 1936. Bold and contemporary, it makes reference to the long history of ostentatious west end glazed retail facades, whilst the curves complement the scale and rhythm of neighbouring buildings along Oxford Street. The glazed canopy signifies the flagship status of the new store, and the corner lantern gives prominence to the new building when seen from distance.

The complex system of curves was technically challenging to manufacture, using a traditional slump forming technique to create the curved glass panes. Each panel was individually pre-fabricated and assembled off-site, requiring rigorous testing to ensure the system of glazed units fitted together perfectly. The curves vary in depth and width articulating the different functions within and without significant loss of internal space. Along the ground and first floors, 6m wide flat glass panels are interspersed with curved indents. Above the retail canopy, the second to fourth floor panels reduce to 3m wide flat panels and curved panels between. The top two residential floors feature only curved panels with windows of a more domestic scale. A consistent concave curve runs up through all floors, unifying the ripple of the façade.

Along Soho Street, the façade system continues in a more modest fashion in response to the more subdued character of the street, with an entrance located at the Soho end of the building; 11 Soho Street. The rear of the development overlooks Soho Square and has been subtly clad in white glazed terracotta panels in bespoke profiles that echo the front façade.



Design development sketch - ribbons of glass

Setting a precedent for future mixed use developments, the Soho Street entrance and core is shared by the office and residential tenants and has been designed to suit the requirements of both, offering professional and secure access within an environment designed to reinforce the identity of the development.

Internally, the four retail floors were handed over to Zara as shell and core for their interior fit out. The two floors above of office space draw on Allford Hall Monaghan Morris' 15 years experience of designing quality, efficient and sustainable offices. The clean, flexible and attractive space meets the high level building performance targets, achieving BREEAM Excellent rating. The six apartments on the top two floors comprise 2 x 1 bedroom apartments and 4 x 3 bedroom duplex apartments. All are finished to a high standard within according to the Code for Sustainable Homes Level 4. The apartments take advantage of full height glazing and continue the refined curves in details throughout. The offices and apartments enjoy generous roof terraces with views over Soho Square, whilst the duplex apartments also offer terraces with rare rooftop views along Oxford Street.

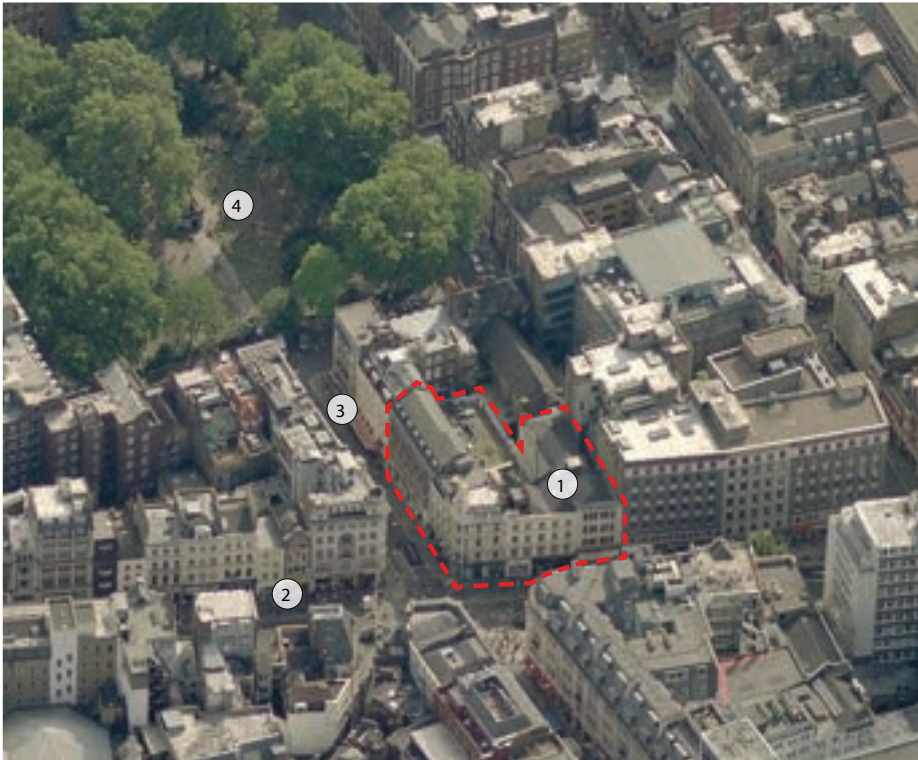
THE SITE

Site location
The development sits within the London Borough of Westminster at the junction of 11-14 Soho Street and 61 – 67 Oxford Street, opposite Rathbone Place and along a popular route from Fitzrovia to Soho.

Key areas neighbouring the development site are Oxford Street to the north, Soho Street immediately to the east, the French Protestant church and Soho Square to the south and Dean Street to the west.

The area is undergoing significant regeneration with both the Crossrail works and a number of redevelopment sites, including the Post Office site on Rathbone Place and a mixed use development on the neighbouring site 73 - 89 Oxford Street.

The Crossrail line runs directly underneath the site, making a raft foundation necessary to the new development.



Aerial view of development site at planning application



Aerial view of surrounding area at planning application

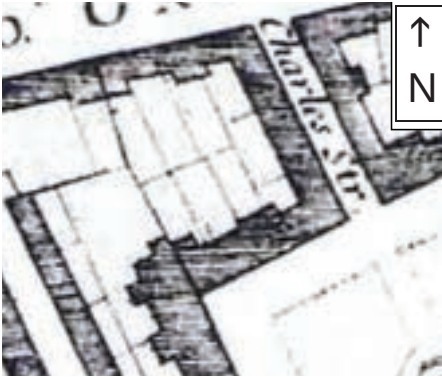
- Key:
- 1. Development site
 - 2. Oxford Street
 - 3. Soho Street
 - 4. Soho Square
 - 5. Crossrail One Oxford Street development
 - 6. Centre Point
 - 7. Charing Cross Road
 - 8. Tottenham Court Road

THE SITE

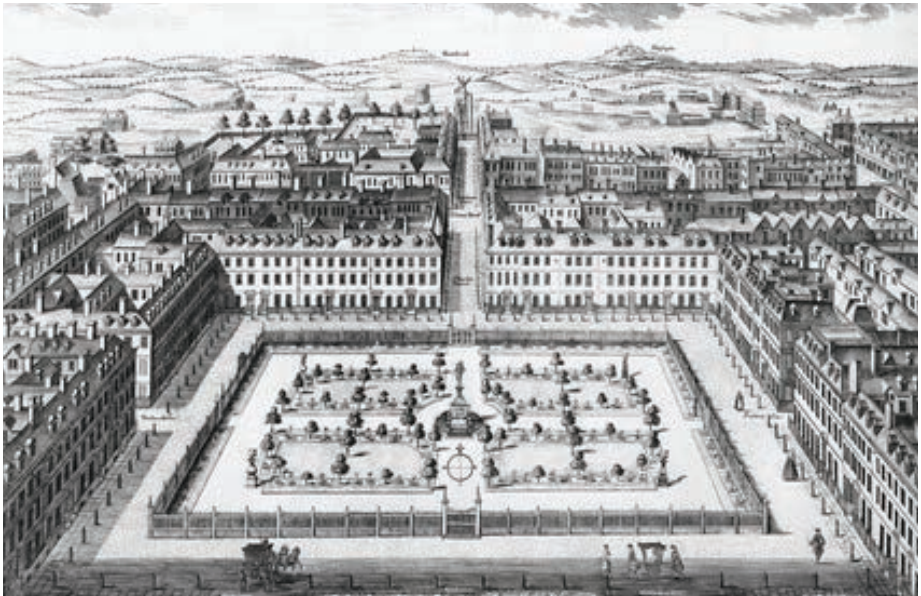
Site history
The site has a varied history of different buildings and uses. Most of the land in this area of Soho was first developed in the late 17th century; the street frontages of the development site were fully developed by 1681, although the original buildings dating from this period no longer existed prior to the new development.

In the 17th and 18th centuries Soho was predominantly a residential area. By the early 18th century poor building quality and a lack of coherent planning made Soho a less fashionable destination for wealthier residents. This decline in social status was accompanied by an increase in commercial use.

In the late 19th century, the multi-cultural communities settling into Soho gave it a lasting reputation as a vibrant restaurant and food quarter. During the 20th century Soho became known as the UK's red light district. The 1950s saw coffee bars emerge all over Soho and by the 1960s it was at the centre of 'swinging London'. The Soho Conservation Area was designated in 1969.



1681 map showing Charles Street (Soho Street) and Tyburn Road (Oxford Street) as fully developed



Soho Square in the mid 18th century



1953 Ordnance Survey map shows little change to the site footprint during the post war period



1838 - 1840 elevation of 81 - 71 Oxford Street

THE SITE

Existing site

Today Oxford Street is Europe’s busiest high street with a predominant mix of retail and commercial. High levels of pedestrian and vehicular traffic create noise levels that are considerably louder than along the development site’s Soho Street frontage. The site is oriented with its principal façades on the corner of Oxford Street and Soho Street facing north east. The rear façade faces south into a shared courtyard, with Soho Square beyond.

On its west party wall sat a tall commercial block several storeys higher than the existing buildings on the site. This has since been demolished and, as of July 2015, a quality new mixed use development of the same height was under construction on behalf of Great Portland Estates.

The east end of Oxford Street is characterised by buildings of varied heights and architectural styles from different eras and materials. This disparate quality has influenced the area with narrow plots mostly accommodating small retailers. The development site was no exception; the three existing Oxford Street buildings and two Soho Street buildings that made up the site were built during different periods, with little architectural consideration to each other. Each building was of a different

height and their façade articulations were not consistent. A notable feature was the north west masonry corner tower, originally part of a Victorian pub, which gave prominence to the street corner.

Over the last century, the existing buildings on the site had applied for planning consent for a variety of purposes, mostly change of use to retail, offices and bars, with alterations, extensions, new shopfronts and canopies in evidence. The interiors had also changed extensively in this time to cater for these different uses and very little, if any, of the original building interiors remained intact.

Whilst several listed buildings, including the French Protestant Church and No.10 Soho Square, are located in close proximity to the site, none of the buildings contained within the development site were listed, nor of architectural interest.

The development site lies within the City of Westminster’s key site designations:

- Crossrail safeguarding zone
- Central activities zone
- West End stress area
- Soho sex related uses
- Creative industries special policy area
- Priority area for additional public open space



Oxford Street north elevation



Soho Street east elevation

THE SITE

Crossrail and Oxford Street regeneration

The ambitious Crossrail project, one of the most significant infrastructure projects ever undertaken in the UK, runs directly underneath the 61 Oxford Street development site, with Crossrail’s largest over-site development at the top of Oxford Street and Tottenham Court Road. Number One Oxford Street, designed by Allford Hall Monaghan Morris for Derwent, incorporates two developments located over two new ticket halls for Crossrail and London Underground. Incorporating new offices, retail and the first new theatre in the West End for 30 years, the development will also create new public realm connecting the site with Centre Point, also currently under redevelopment, and strengthening links to Soho Square. Overground construction is due to commence in 2018, following the completion of upgrade works to the underground stations and Crossrail opening in 2017.

Crossrail is central to the overall regeneration of the east end of Oxford Street. A series of regeneration projects, including 61 Oxford Street, are all being carefully overseen by Westminster and Camden Councils and will see this previously neglected end of Oxford Street become a renowned cultural, retail, residential and commercial destination.



Number One Oxford Street is an enormous urban jigsaw that builds on the imminent arrival of Crossrail to bolster the large-scale regeneration of Oxford Street’s eastern end.



Number One Oxford Street, designed by Allford Hall Monaghan Morris

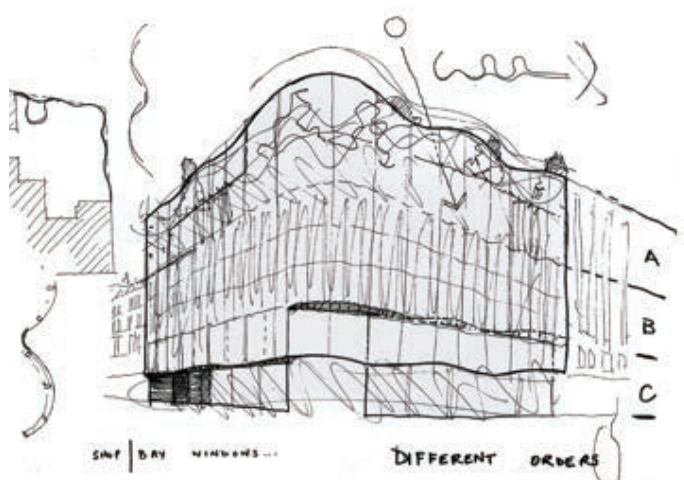


DESIGN CONCEPT

Reinvigorating Oxford Street

Oxford Street offers a remarkable collage of architectural styles, from Marble Arch to Tottenham Court Road, retail buildings of various eras display their wares. Considered a district in its own right, Oxford Street and neighbouring Regent Street and Burlington Arcade have long encouraged a series of ostentatious architectural set pieces that pushed the technological boundaries of their time. From Selfridges flagship Oxford Street store designed by Daniel Burnham in 1929 to Future System's faceted façade at the west end of Oxford Street in 2008. For a long time, the buildings at the east end of Oxford Street have been the more modest relatives of the big department stores west of Oxford Circus, but with Crossrail soon to arrive, this end of the street is changing. 61 Oxford Street is a significant step towards the reinvigoration of the east end of Oxford Street.

The new developments underway, including Number One Oxford Street, 61 Oxford Street, the Centre Point refurbishment and other flagship retail and mixed use development, all combine to create an important opportunity to improve the Soho Conservation Area. New viewpoints to neighbouring listed buildings are being created and connections within the area improved.

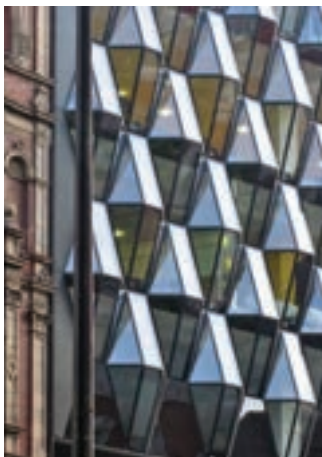


Creative dialogue

Allford Hall Monaghan Morris was awarded the 61 Oxford Street project based on a winning design competition entry. The original concept, a stacked glass container, was refined over a period of 18 months creative dialogue between the design team, client team and Westminster Council. This development has benefitted greatly from the level of constructive support received from the Westminster team.



Victorian façade detail, Oxford St



21st century façade detail, Oxford St



Canopy detail



Burlington Arcade, Piccadilly, 1818



Selfridges, Oxford Street, 1929



Reid's Jewellery Shop, c.1900
Newcastle upon Tyne

DESIGN CONCEPT

Precedents in retail architecture

Historically London, alongside other English and European city centres, has played a central role in the development of retail architecture.

From London's Burlington Arcade in 1818 to Reid's jewellery shop in Newcastle c. 1900, throughout the Georgian and Victorian periods, retail façade design has taken advantage of technological developments, such as curved glass, to increase sales by encouraging shoppers to browse.

In 1920s Europe, the famous Schocken and Petersdorf department stores designed by Erich Mendelsohn featured curved glass façades in the Art Deco style, now considered milestones in modern architecture. In the UK, Simpson's of Piccadilly was the first building to make use of a continuously glazed retail frontage when it opened in 1936 and in the same year, Peter Jones department store in Sloane Square was the first building of the modern movement to push the technological boundaries of the time, employing a fully glazed curtain wall. Both of these UK department stores are now listed.

More recently, new retail developments in the UK and Far East have set a fresh standard for contemporary retail architecture. Often commissioned by luxury brands like Selfridges in the UK and Dior in Tokyo, flagship retail stores are now often designed to reflect and enhance the identity of these prestigious brands.



Simpson's of Piccadilly

Designed by Joseph Emberton, 1936. When it opened it was the largest menswear store in the UK and is now a Grade I listed building due to its innovative construction. The building's continuously glazed retail frontage is cleverly aligned to avoid distracting reflections, allowing shoppers to focus on the wares for sale.



Erich Mendelsohn

In 1920s Europe, Erich Mendelsohn's department store designs encapsulated the opulence of the Art Deco movement and were considered to be at the forefront of modern architecture.



Peter Jones, Sloane Square

Designed by William Crabtree (of Slater, Crabtree and Moberly), 1936. Now Grade II listed, this was the first British building in the modern movement to use glass curtain walling.



Dior, Tokyo, 2003, SANAA



Tod's, Tokyo, 2004, Toyo Ito

Contemporary retail architecture

Continuing the tradition of glazed retail façades, contemporary retail architecture is again pushing technological boundaries.

DESIGN CONCEPT

Developing the curved façade

Following in the London tradition of deploying innovations in glass production to define an ostentatious retail architecture, 61 Oxford Street uses curved glass divided into bays of oriel windows to define the full façade for this mixed use building.

Articulating an organic form

Within this glass container inspired by the organic form of Alvar Aalto's influential Savoy vase, retail, office and residential layers inform changing modules within an undulating façade. The curved glass has the effect of breaking down the mass of the building into a finer grain appropriate to its surrounding context.

Rising from the ground to the second floor, double height shop front windows then subdivide into narrower oriel bays to the offices above, which then reduce again to domestic scale windows for the apartments at the upper levels. These changing modules create an elegant interplay of light and shade, transparency and reflection, in keeping with the tradition of Oxford Street's exuberant retail architecture.

Rhythm

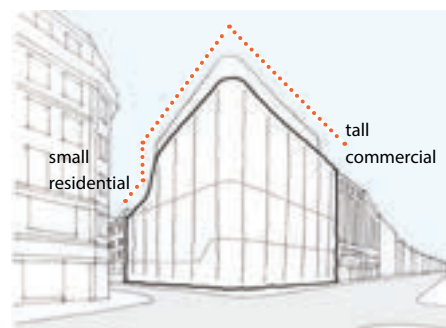
Vertical indentations run from ground to top floor, bringing all three layers together, refining the street line and lending a rhythm to the façade that follows the historic rhythm of indents along this stretch of Oxford Street and Soho Street.

Corner

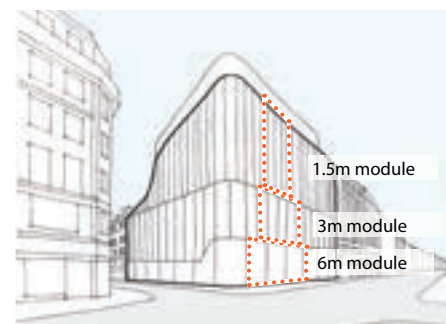
A notable feature of the previous buildings on the site was a Victorian masonry tower which gave a focus to this prominent corner. This has been reimagined as a glass 'lantern', again analogous of Alvar Aalto's Savoy vase. Beneath the lantern, a rippling glazed canopy creates an appropriately grand street level entrance to the flagship retail store.



Development site showing disparate architectural styles, building heights and materials



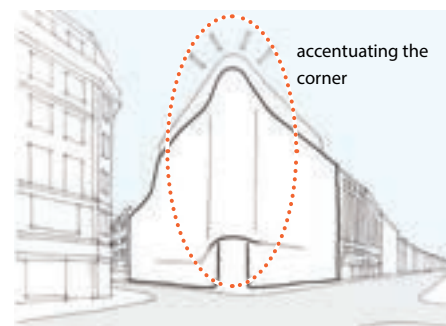
Massing



Articulation



Rhythm

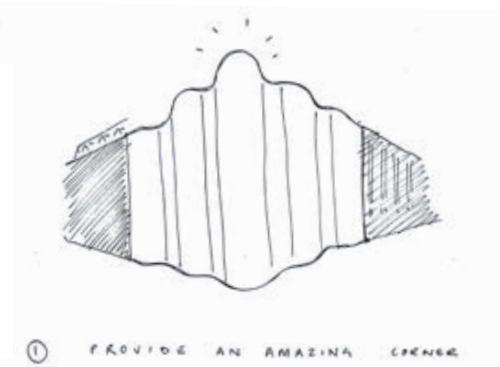


Corner

DESIGN CONCEPT

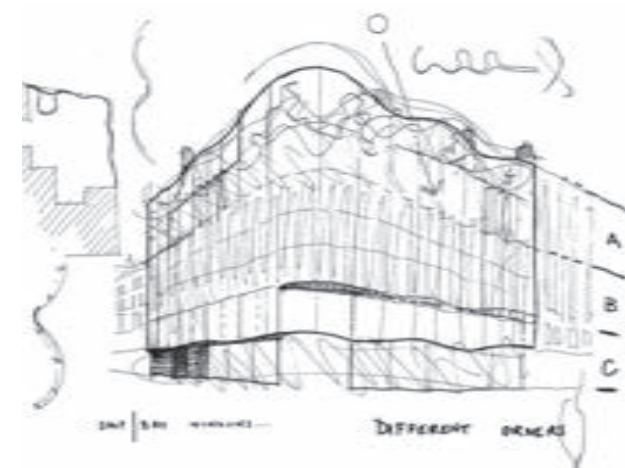
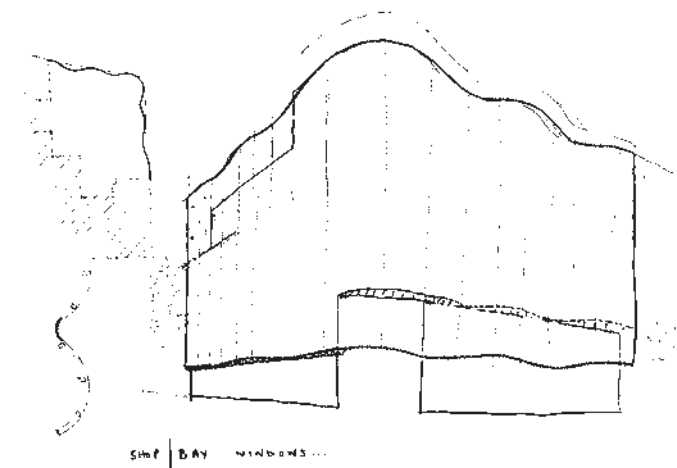
Alvar Aalto

Alvar Aalto's seminal Savoy vase design was a consistent touchstone throughout the development of the curved façade. The inspired organic form informing the complex curves which culminate in the corner 'lantern' of the building.



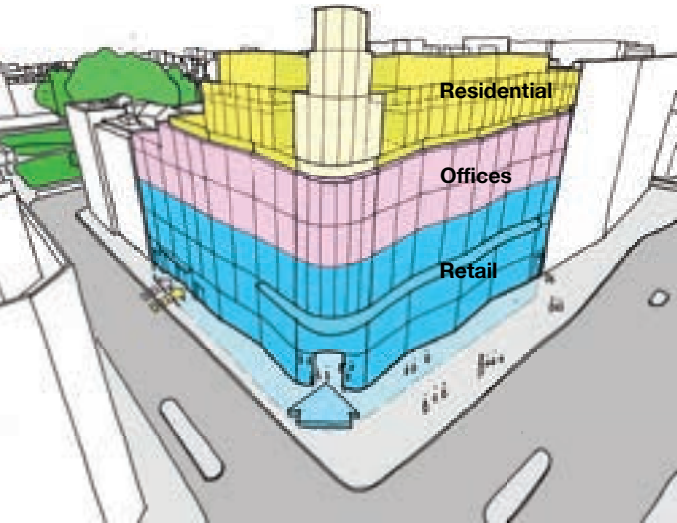
"In 1936, Alvar Aalto created his classic series of glass vases. The Alvar Aalto Collection has been a staple of modern Scandinavian design and the most iconic series in the Iittala range ever since. Today, we are delighted that designers, artists and architects around the world continue to be inspired by the shape of this very special, iconic glass design. We not only applaud Allford Hall Monaghan Morris' innovative application of the material, but applaud the team's vision in incorporating elements of Aalto's original lines into such a significant London building."

Kerry Murfin, Iittala UK

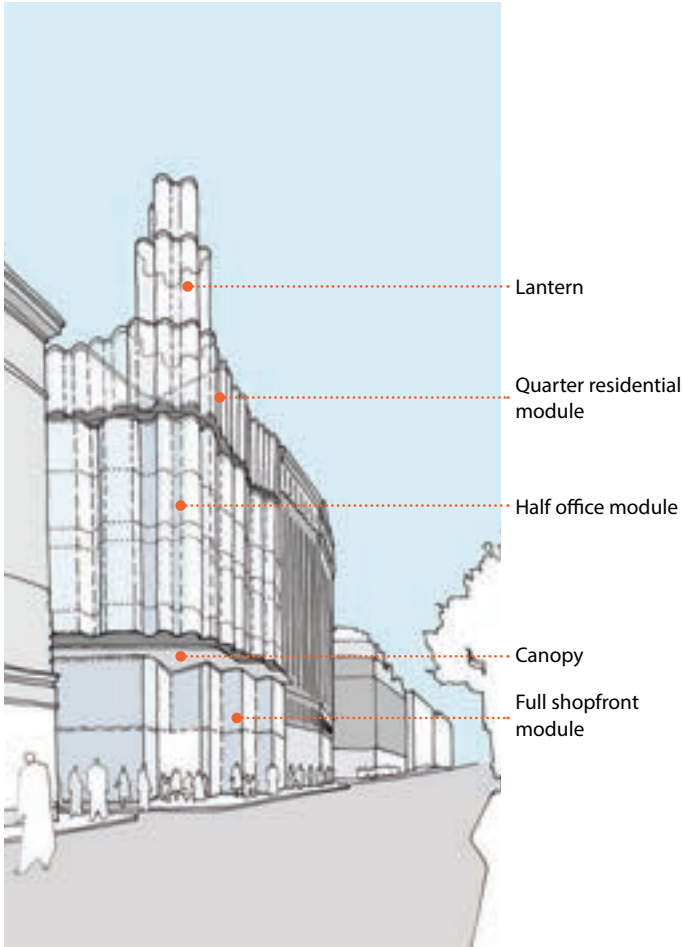


MASSING

The development occupies a prominent location on the corner of Oxford Street and Soho Street, addressing two very different contexts; the retail activity and grand scale of Oxford Street and the smaller scale, more sensitive character of Soho Street. It was key to develop an architectural form that responded to the scale of the surrounding buildings and this was achieved through careful manipulation of massing and articulation of façades. While the Oxford Street façade is deliberately exuberant, the building height decreases along Soho Street. The parapet line and the glazed shop front reduce in height to align with the adjacent property.



Isometric view of massing



Sketch view of development

Unfolded elevation



MASSING

Urban composition

The 61 Oxford Street development is one of a new generation of multi-use buildings, which are proving far more suited to contemporary city life and urban property development than the single use buildings of the past. Especially suited to this active part of central London, the six floors of retail, office and residential share a single façade, whilst internally the spaces remain distinct.

A striking canopied retail entrance sits at the corner of Oxford Street and Soho Street. The double height glazed shop front along Oxford Street is replaced by a single storey façade along Soho Street in response to the residential character of the street. As the visual impact of the new development subsides along Soho Street, a simple shared residential and office entrance is located near Soho Square.

The rear of the building has been modelled to limit visibility from Soho Square and the rear façades are finished in white ceramic panels to maximise daylighting of neighbouring properties via the shared light well within the urban block.



1 - Oxford Street section

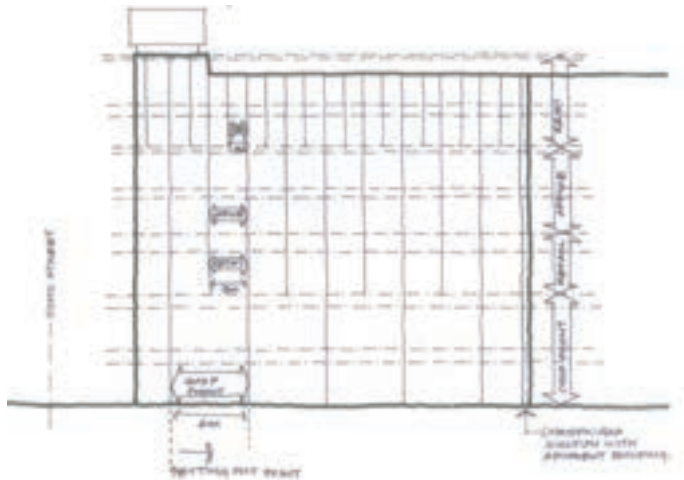


2 - Soho Street section

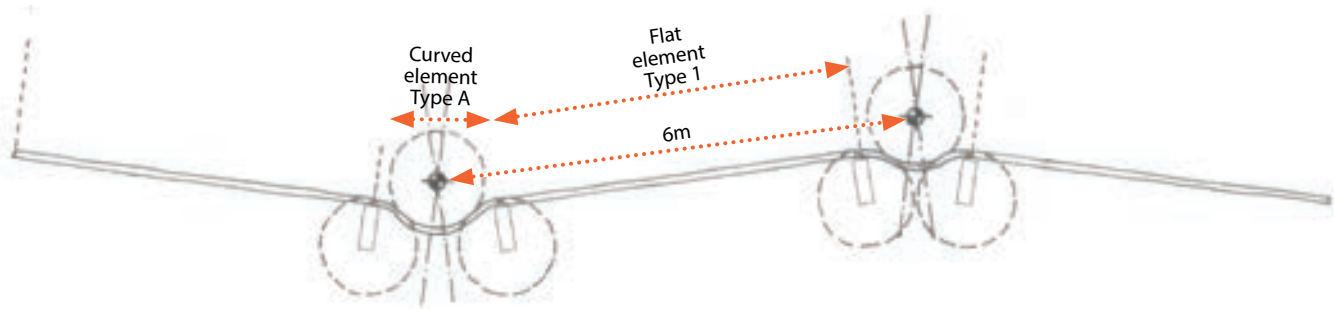
CURVED FAÇADE

Simplicity of system

The façade is composed of a combination of flat and curved glass panels, arranged as a rippling glass skin that articulates the three different functions of the building.

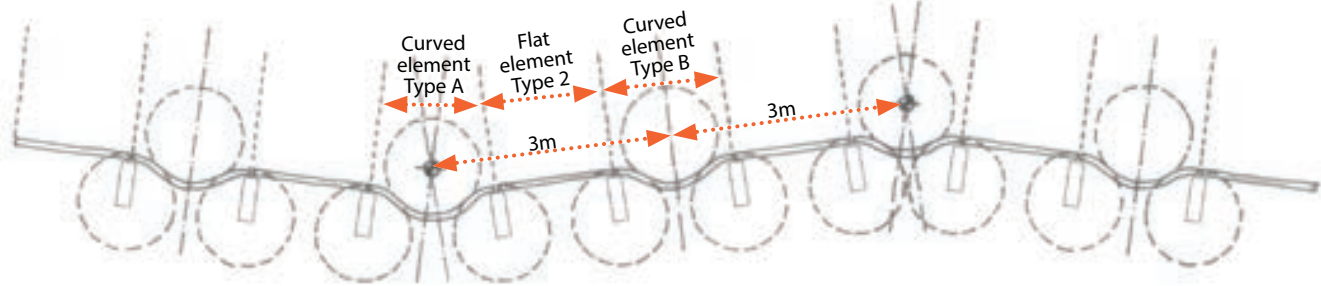


Façade composition in elevation (above) and plan (below)



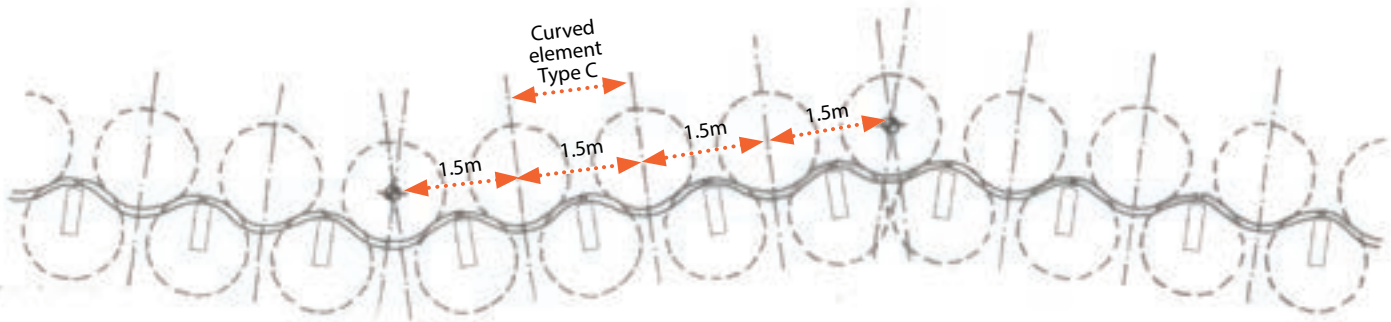
Ground and first floors

6m wide modules of flat and curved glass elements define the ground and first floor retail façade.



Second to fourth floors

Above the retail canopy, 3m wide flat and curved modules distinguish the third floor retail and office floors, with a consistent 6m apart concave curve continuing up through from the retail floors below.



Fifth and sixth floors

The residential units are composed only of curved panels in 1.5m bays, with the same 6m apart concave curve continuing through to the top floor from the ground floor.

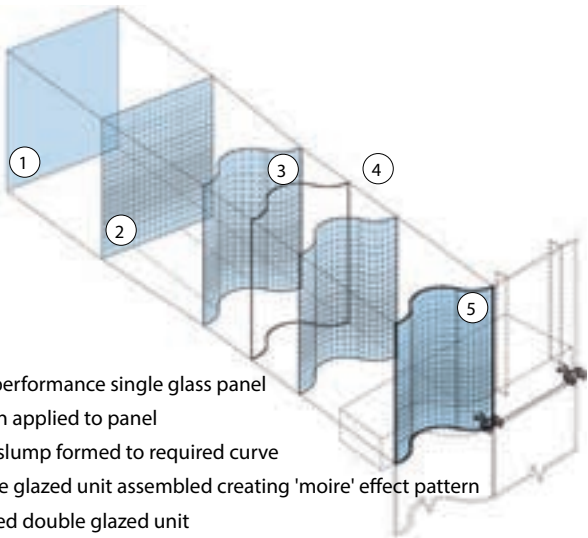
CURVED FAÇADE

Traditional manufacture and assembly

Technically this was a very complex façade to manufacture and assemble due to the combination of single and double glazed flat panels, convex and concave curved panels. Each curved glass panel was formed using a traditional, highly technical ‘slumping’ method.

Every glazed unit was individually prefabricated and assembled to the highest standards at the manufacturer Metallbau Frueh’s German premises, before being delivered and installed on site. Prior to manufacture and assembly, the client and design team carried out thorough inspections of panel mock ups which enabled any potential issues to be identified and resolved at an early stage.

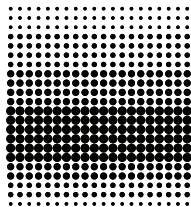
Using proven framing and assembly methods minimised risks during the erection of the façade and reduced construction times, ensuring the highest possible quality of finish.



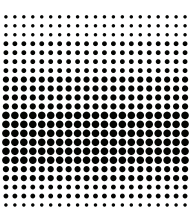
Mock ups on site at Metallbau Frueh

Moire pattern

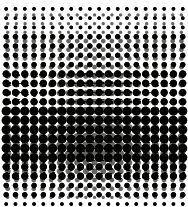
A dotted pattern has been applied to two layers of low iron glass within each double glazed unit, creating a moire pattern that obscures the structural zone behind the glazing and offers privacy to the office and residential apartments.



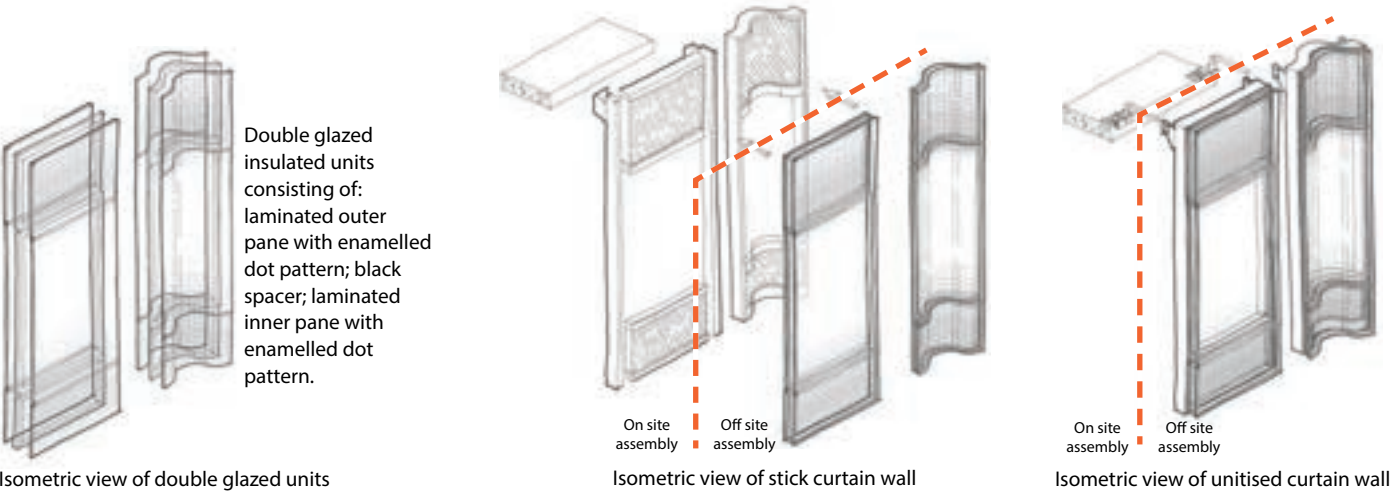
Pattern to inner pane



Pattern to outer pane



Typical pattern detail



CURVED FAÇADE

Lantern

The lantern feature has been designed to accentuate this prominent corner where Oxford Street turns into Soho and act as an additional signpost to the flagship retail below. Designed as a stack of three curved glass vases decreasing in size, the lantern shares the same language as the curving façade.

Illuminated internally by strips of LED nodes, a seasonal programmed sequence of lighting effects begins at dusk and runs until the small hours.



Controllable tubular LED lighting

Opaque quartz tubing behind outer skin

Opaque curved skin with stainless steel trims

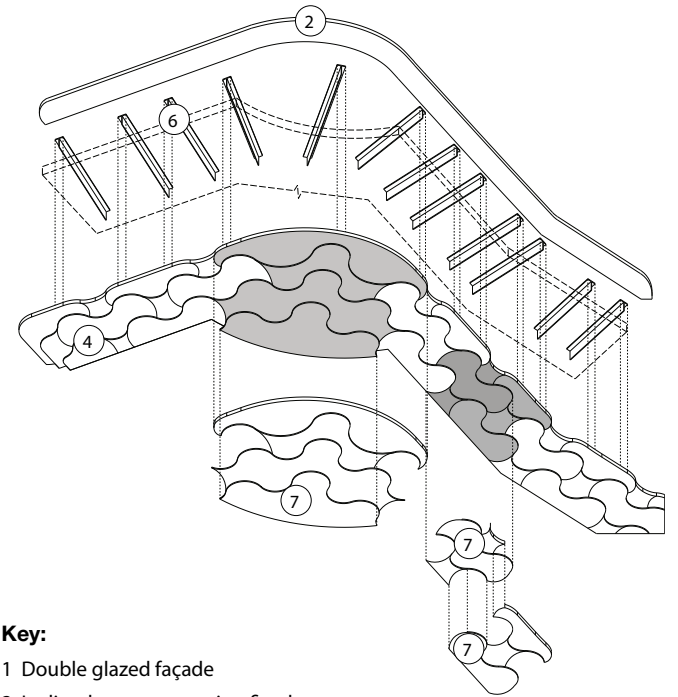


View of lantern

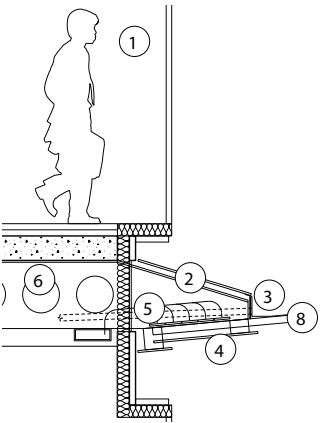
Canopy

An intricately curved canopy running above the ground and first floor retail peaks at the main retail entrance on the corner of the development. The complex layered design at the canopy peak works with the lantern above to further emphasise the important corner at the street level.

Intended to set a contemporary standard for high quality design, akin to the Selfridges canopy on Regent Street of 1929, while the complexity of expression is achieved with a bespoke shape of obscured glass panels, the canopy was assembled in the most conventional way. A steel frame is fixed to underside of structural slab and bespoke glass units were pre-fabricated and delivered to site in sections.



- Key:**
- 1 Double glazed façade
 - 2 Inclined canopy covering fixed to top of steel support frame
 - 3 Bespoke gutter to edge of canopy with localized run off points towards the building
 - 4 Obscured glass panes fixed to underside of steel member
 - 5 Fibre optic light system in canopy void with power supply accessible from suspended ceiling
 - 6 Support steel frame fixed to underside of slab
 - 7 Pre-fabricated glass assembly elements; installed and sealed on site
 - 8 Stainless steel trim to edge of canopy



DESIGN DETAILS

Flagship retail

The retail space in the new development spans the basement, ground, first and second floors, with a prominent canopied entrance at the corner of the development. Designed as a single store flagship retail space of the highest quality, international retailer Zara were on board as the tenant from the outset of the project.

The ground and first floor façades are single glazed only, taking into account the high heat loads of retail spaces. 6m wide double height single glazed flat panes allow greater visibility into the store windows from street level, with the curved elements between creating visually arresting frames to the displays within and encouraging shoppers to browse, continuing the long tradition of curved retail shopfronts.



The space was handed over to Zara as a shell and core fit out, ready to receive their own services and interior finishes. Zara invested £5 million into a three month interior fit out programme, which progressed on site whilst the client and design team continued work on the office and residential floors above and adjacent Soho Street entrance.

Zara's own interior team were responsible for the pared back layout and industrial look and feel of the retail interior, with the Allford Hall Monaghan Morris project team brought in to review and comment on their plans, helping to ensure the curved full height glazing was incorporated to positive effect in the internal store layout.



DESIGN DETAILS

11 Soho Street entrance

The office space and residential apartments in the new development share an entrance on 11 Soho Street. In order to meet the depth required for the retail space at ground, first and second floor, the office and residential core is located at the rear of the development. Soho Street is also a quieter street, making it an ideal location for a private and secure entrance.

It is becoming more popular and efficient to use one address for mixed use buildings and 61 Oxford Street is an example of this trend. The entrance portal is modest in design, matching the neighbouring elevation. It opens into a reception space designed to be shared by both office and residential tenants.

A palette of quality interior materials was chosen to create a sense of identity that continues throughout the office and residential interiors and ensure office tenants and residents alike feel comfortable and secure. Taking a cue from the external façade, the reception walls are lined in glass panels and curved leather panels, the latter tailor made for the space by luxury British leather goods designer Bill Amberg. A hard wearing cementitious terrazzo floor has been laid, with a bespoke reception desk to the left of the entrance, also in the leather and glass. The shared stairwells have been designed with roughly finished exposed pre-cast concrete panels and large statement Zumtobel light fittings.



A shared core

The office floors and residential apartments are accessed via shared lift and stairs to the rear of the reception area. These continue straight up to the third and fourth floor office levels. From the fourth floor shared access core, the lifts continue up to the fifth floor residential apartments, with an additional dedicated residential staircase leading from the fourth to fifth floor residential lobby. Additional security is required at this level to access the residential apartments.



CURVED FAÇADE

Rear façade

The rear of the new development faces into a shared lightwell for the block, with Soho Square beyond. Designed bespoke for this project, a series of curved white glazed terracotta tiles clad the rear façade. Whilst creating ample levels of reflected light into the shared lightwell, the tiles are a subtle reflection of the principle curved façades, with minimal impact on views from Soho Square.



DESIGN DETAILS

Office space

The two floors of 1,200m² total office space have been designed to appeal to the creative Soho business community and will be let to two tenants, taking a floor each.

Internally a post tensioned concrete frame allows for open spans that take maximum advantage of the full height curved glazing. A ceiling mounted, pressed metal ‘super highway’, is a bespoke design specifically manufactured for 61 Oxford Street, freeing the office space from internal from internal ductwork, leaving a clean exposed concrete soffit and higher ceilings. The underfloor displacement ventilation system works with the exposed soffit to make use of thermal mass creating a comfortable, sustainable work environment.

Both office floors enjoy terraces with views onto Soho Square. The curved white ceramic glazed tiles that clad the rear elevation contribute to creating light, sociable areas.



Typical office space



Office terrace

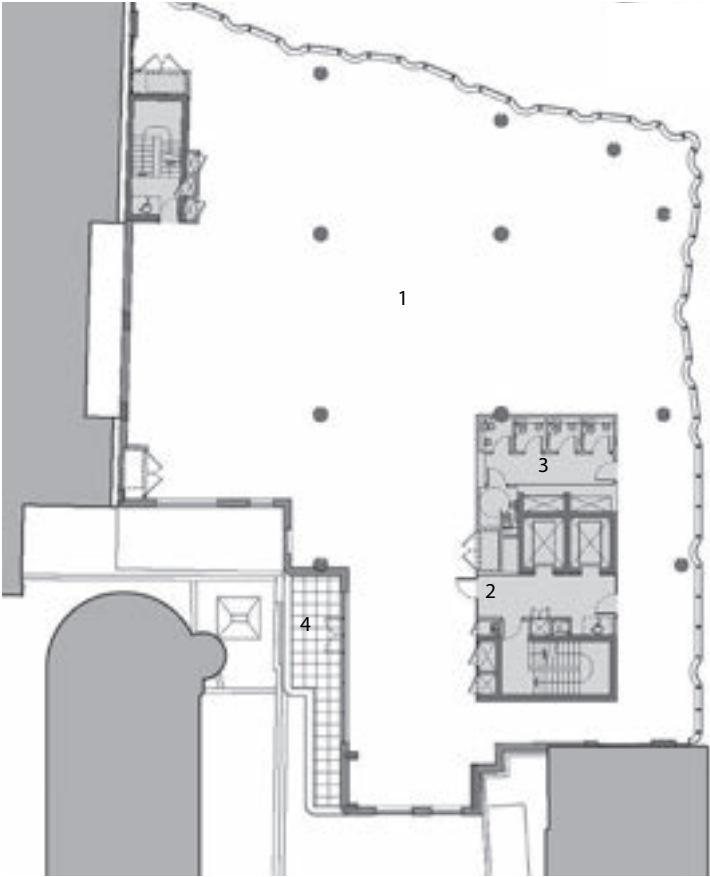


Displacement ventilaton

The office space is ventilated and cooled via low velocity, under floor displacement ventilation system which knocks out thermal highs and lows. This displacement system provides the opportunity to use outside air for cooling, when suitable external ambient conditions permit. This is commonly referred to as ‘free cooling’, as the chiller plant is not required to operate during these periods.

DESIGN DETAILS

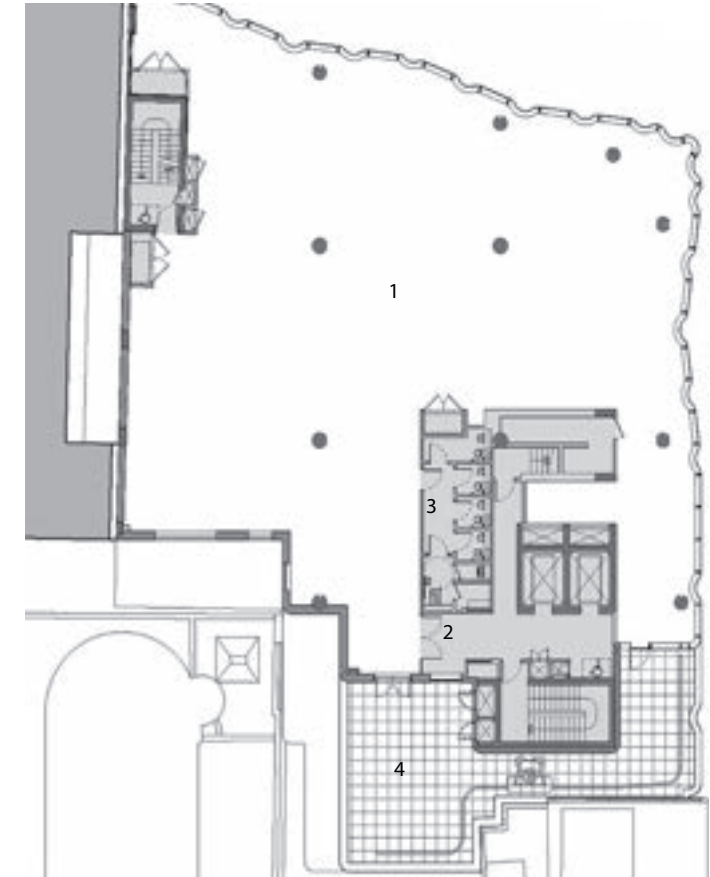
Third floor office plan



Key

- 1. Open plan office
- 2. Office entrance
- 3. WCs
- 4. Office terrace

Fourth floor office plan



Key

- 1. Open plan office
- 2. Office entrance
- 3. WCs
- 4. Office terrace

DESIGN DETAILS

Residential apartments

The six rental residential apartment covering 650m² total on the top two floors of the development comprise two one bedroom apartments and four three bedroom duplex apartments. All are accessed from an L-shaped corridor leading from a dedicated secure residential lobby on the fifth floor.

Curved elements and Scandinavian fittings all feature prominently in the interior design of the apartments, in a reflection and continuation of the building's curved façade, reminiscent of the Scandinavian design classic savoy vase by Alvar Aalto. Pale Dinesen solid timber floor boards run throughout every apartment, with walls in a simple palette of white and soft grey. Open plan kitchens are fitted with understated curved high gloss white cabinets and classic pendant lighting by Louis Poulsen. Each luxurious bathroom and shower room features natural stone terrazzo tile flooring in a reverse pattern of the building's corridors and common areas. The same terrazzo forms the curved bath surrounds and echoes the rounded curves of all bathroom fittings and fixtures.

All six apartments include south facing balconies with views over Soho Square. The four duplex apartments also enjoy roof terraces with remarkable views along Oxford Street. Balustrades follow the curved profile of the façade below and are finished with shot peened stainless steel.

The fifth floor windows to the two lower bedrooms of the duplex apartments are sealed glass, to cancel out the noise of the busy street below. These bedrooms are comfort cooled to compensate for the sealed glazing. The stairwells leading to the upper living area and third bedroom have been constructed from pre-fabricated curved plaster, allowing for a more refined finish. Wooden banisters were made bespoke to match the curve of the walls which are painted a soft grey that continues into the living areas.



Bathroom



Kitchen



Roof terrace

DESIGN DETAILS

One bedroom apartments



Living area



Bathroom



Kitchen

DESIGN DETAILS

Three bedroom apartments



Living area



Bedroom



Roof terrace

SUSTAINABILITY

Sustainability targets

The intention from the outset has been to deliver a building of the highest possible standards in sustainable design with significant enhancements made to the site's biodiversity. A user friendly building with excellent transport facilities provided and amenity space for all occupants.

The new building's energy performance will exceed the requirement of the most recent Building Regulations (Part L 2010).

The design is expected to achieve a BREEAM 'Excellent' rating and meet the Code for Sustainable Homes Level 4.

Sustainability measures

The new development seeks to ensure that the highest practicable levels of sustainable energy use are attained.

The incorporation of passive and active energy efficiency measures reduces carbon emissions by 18.94% below the baseline Part L 2010 compliant building.

The main energy efficiency measures are:

- Improved building fabric, better than the limiting standards of the Building Regulations
- The highly glazed façade is north facing to reduce the needs for heating in the winter and is highly efficient to limit the solar gains during the summer months. It will also reduce the need for lighting
- Ventilation systems with low specific fan powers
- High COP VRF system

- High efficiency air source heat pumps
- Low energy lighting and, where appropriate, automatic lighting control systems
- Measures to reduce the space cooling demand
- Use of ventilation with heat recovery
- Exposed soffit to the office element to make use of thermal mass

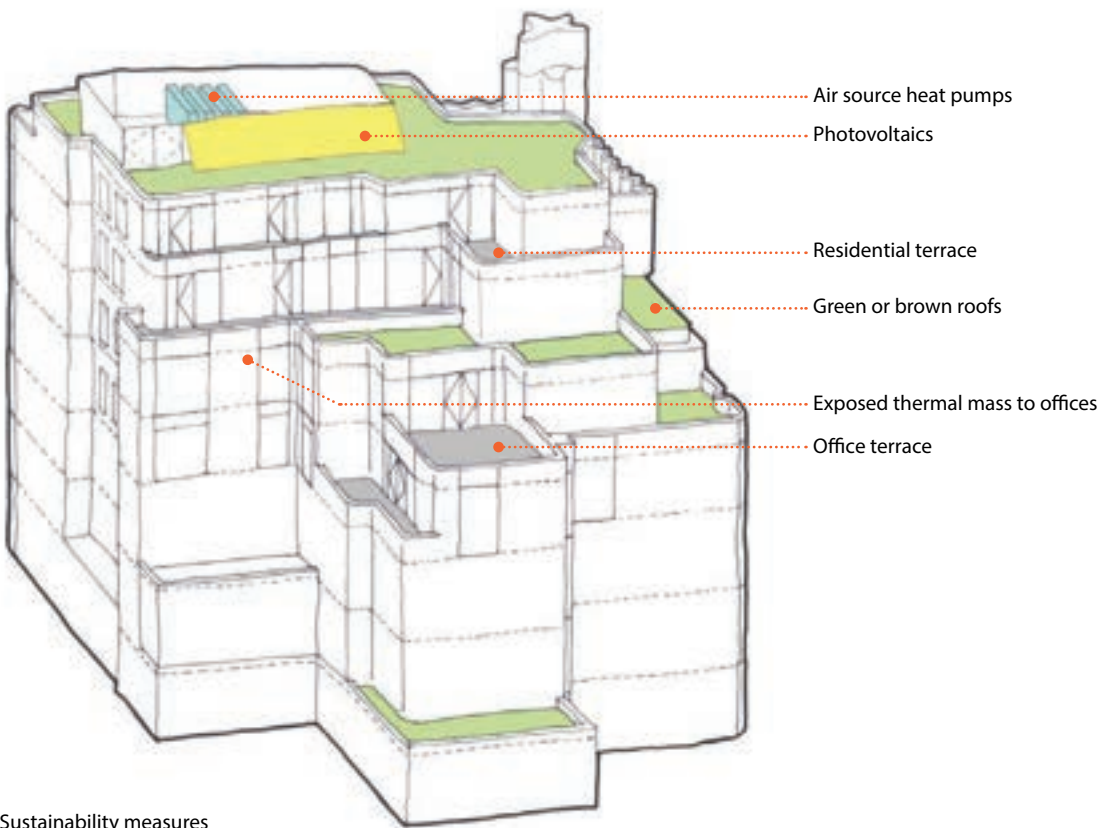
No existing or proposed district heating and/or cooling networks have been identified in the area.

As the building is used for retail and office purposes with a small number of residential units, the heating load isn't sufficient to make the use of CHP a viable option as it requires high and long heating demand periods to run efficiently.

A thorough consideration was made of the energy technology options for the site to ensure the most appropriate energy strategy was implemented. A thorough sustainability report assessed all issues under consideration and demonstrated that, even if the carbon reductions achieved fall short of the London Borough of Westminster's energy policies, all energy efficiency and renewable energy measures have been maximised to the building form, use and location.

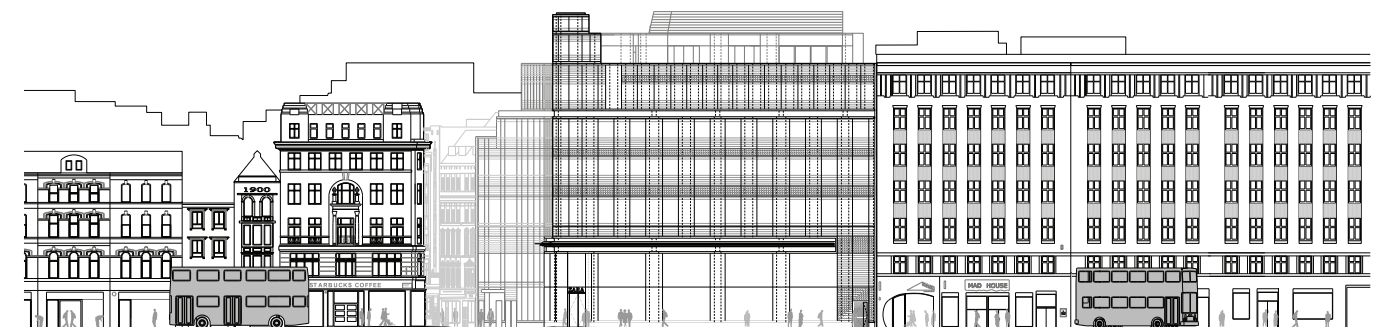
The use of renewable energy technologies was considered, with use of photovoltaics and air source heat pumps identified as the most efficient and practical option for the site.

There is a total saving of -40,006 kgCO₂/year, 20.43% of regulated emissions) over a Part L 2010 compliant building.

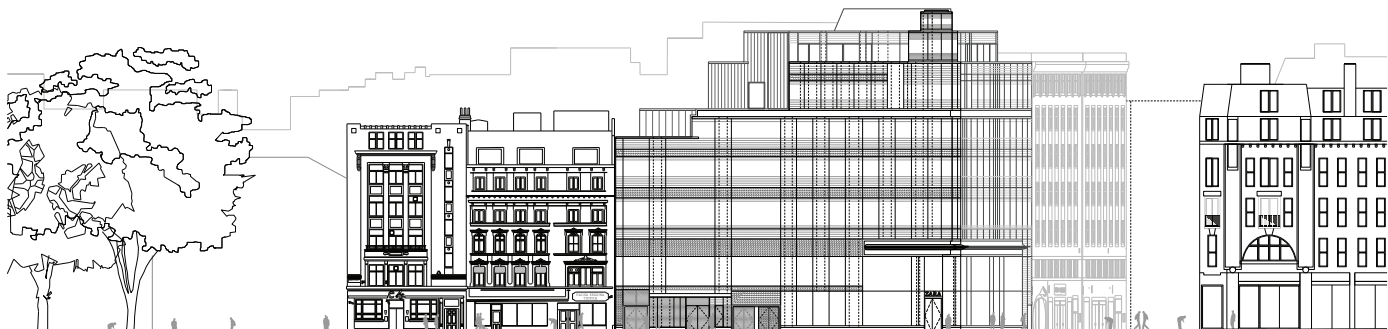


Sustainability measures

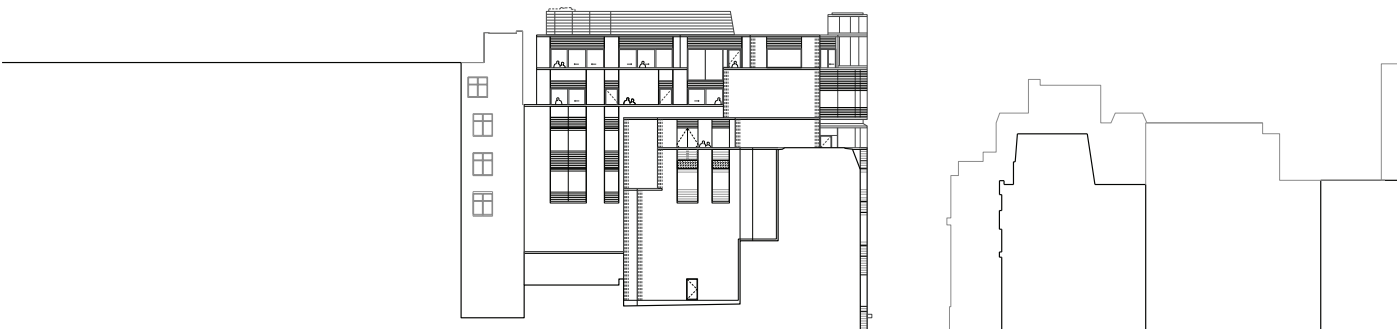
ELEVATIONS



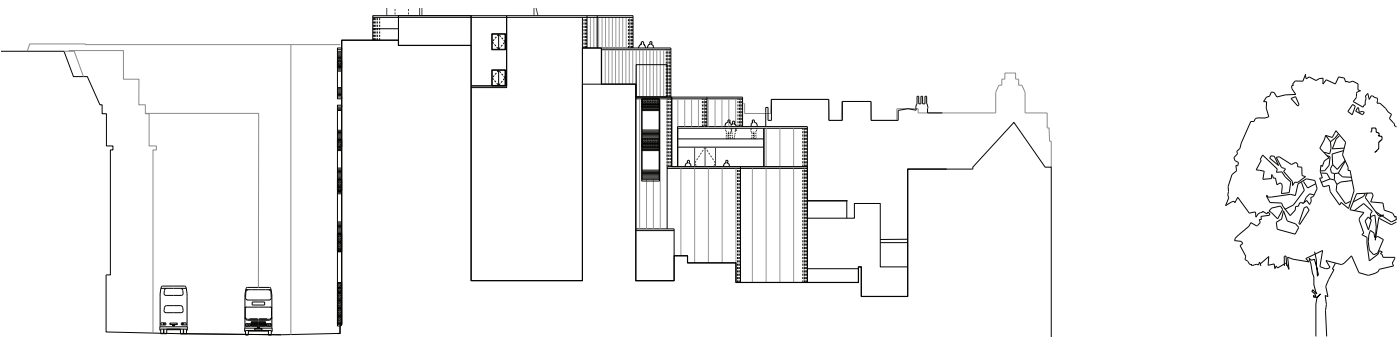
North elevation - Oxford Street



East elevation - Soho Street

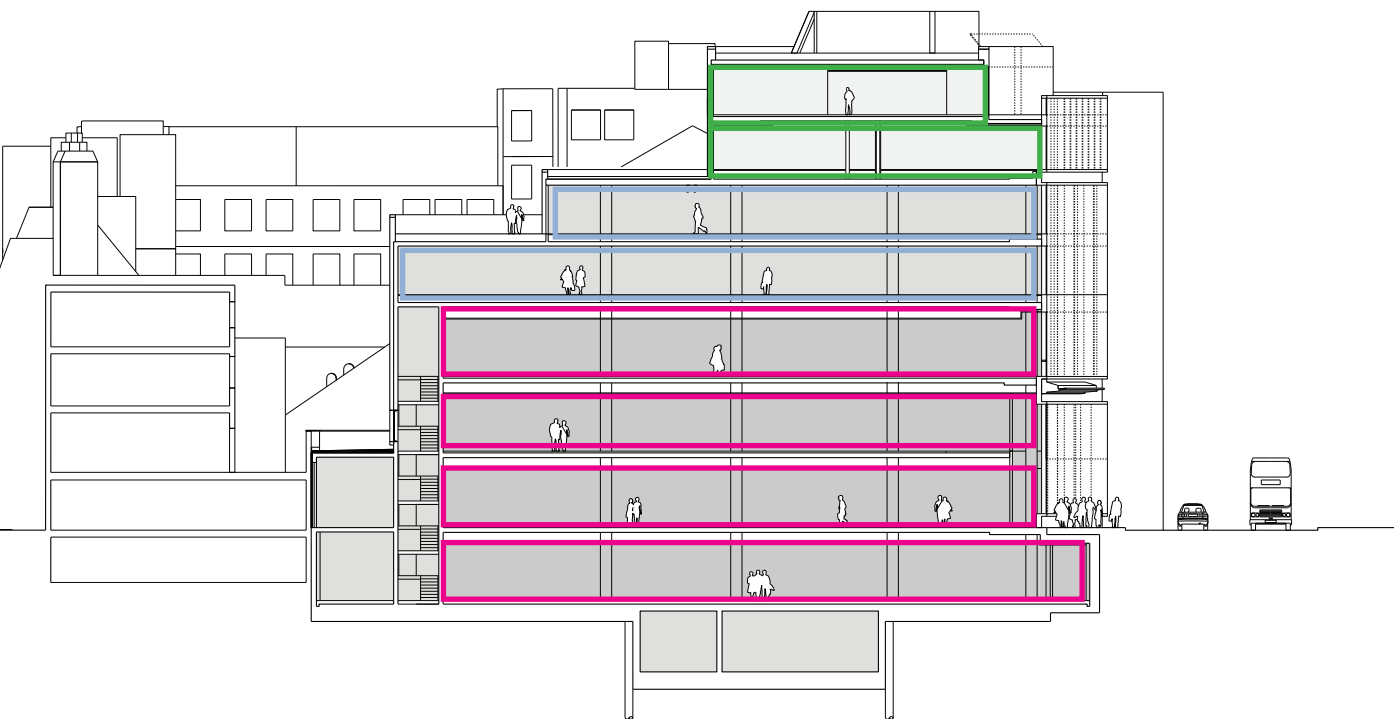


South elevation - Soho Square

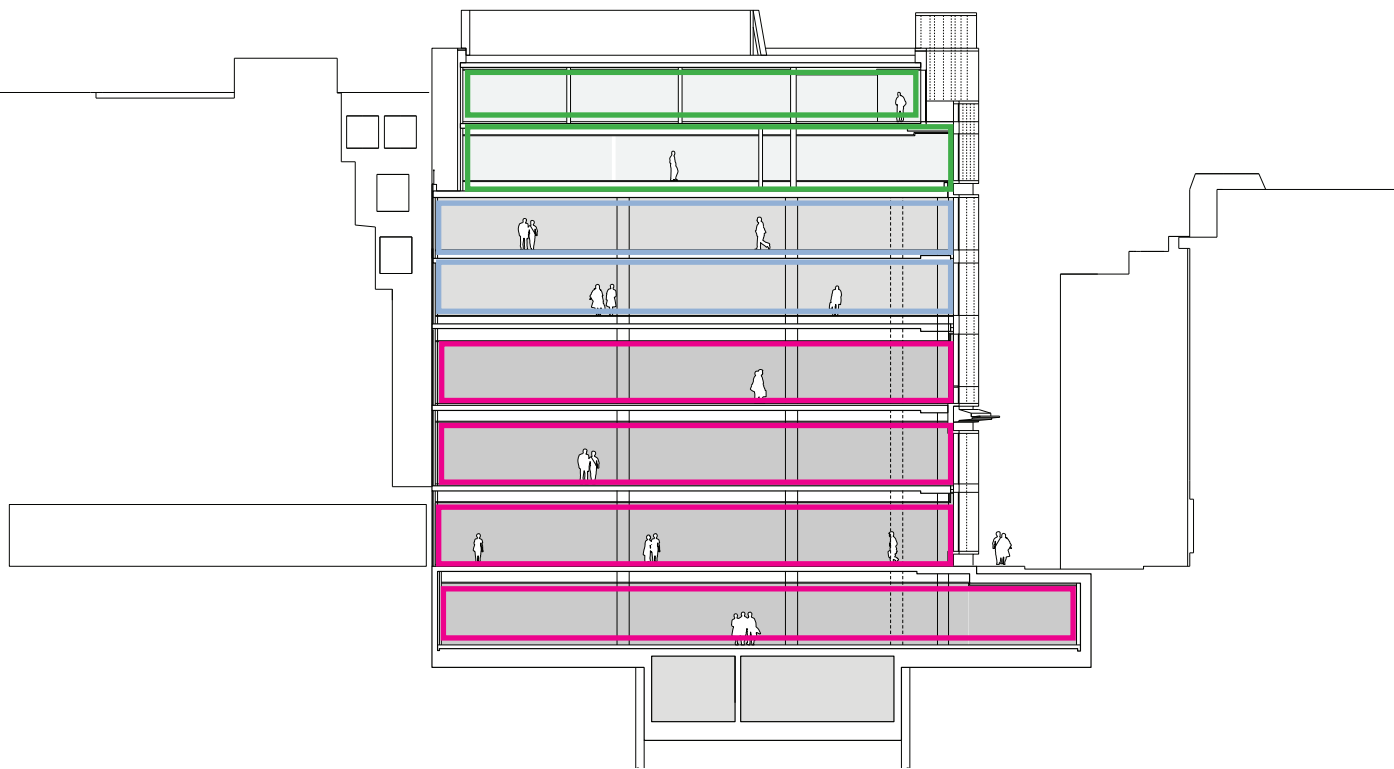


West elevation

SECTIONS



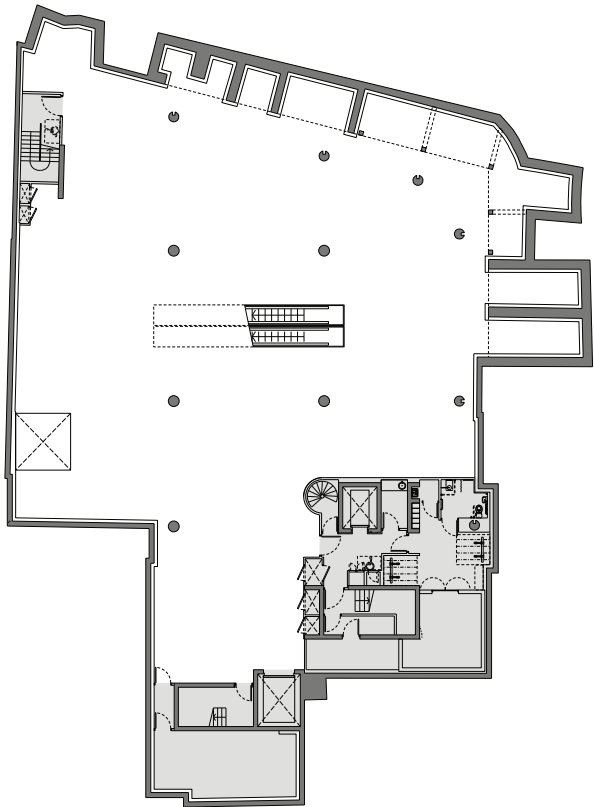
Soho Street section



Oxford Street section

- Retail
- Office
- Residential

FLOOR PLANS

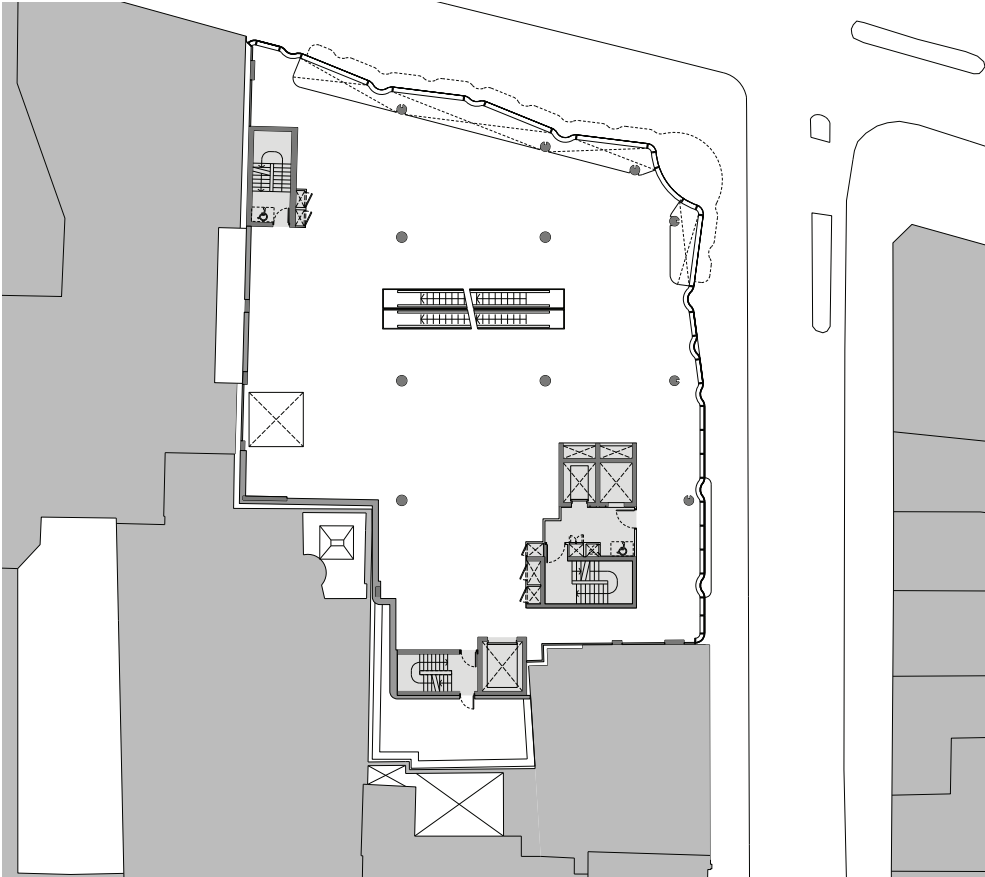


Basement plan

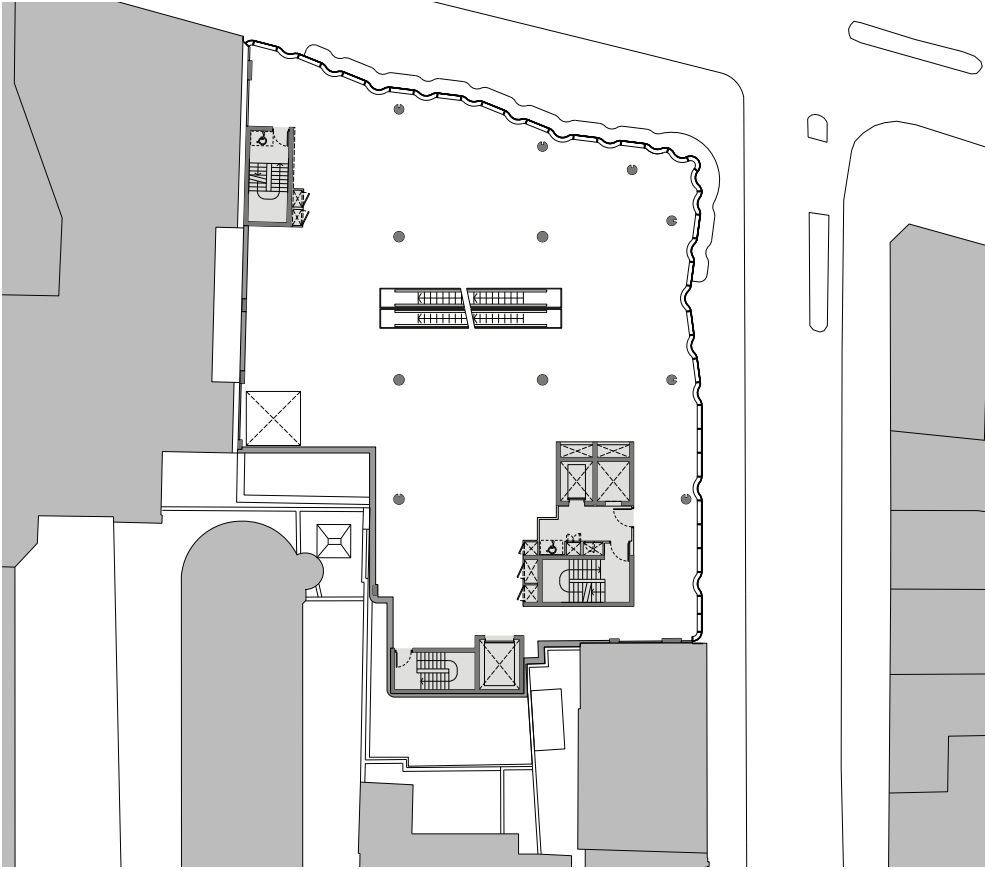


Ground floor plan

FLOOR PLANS

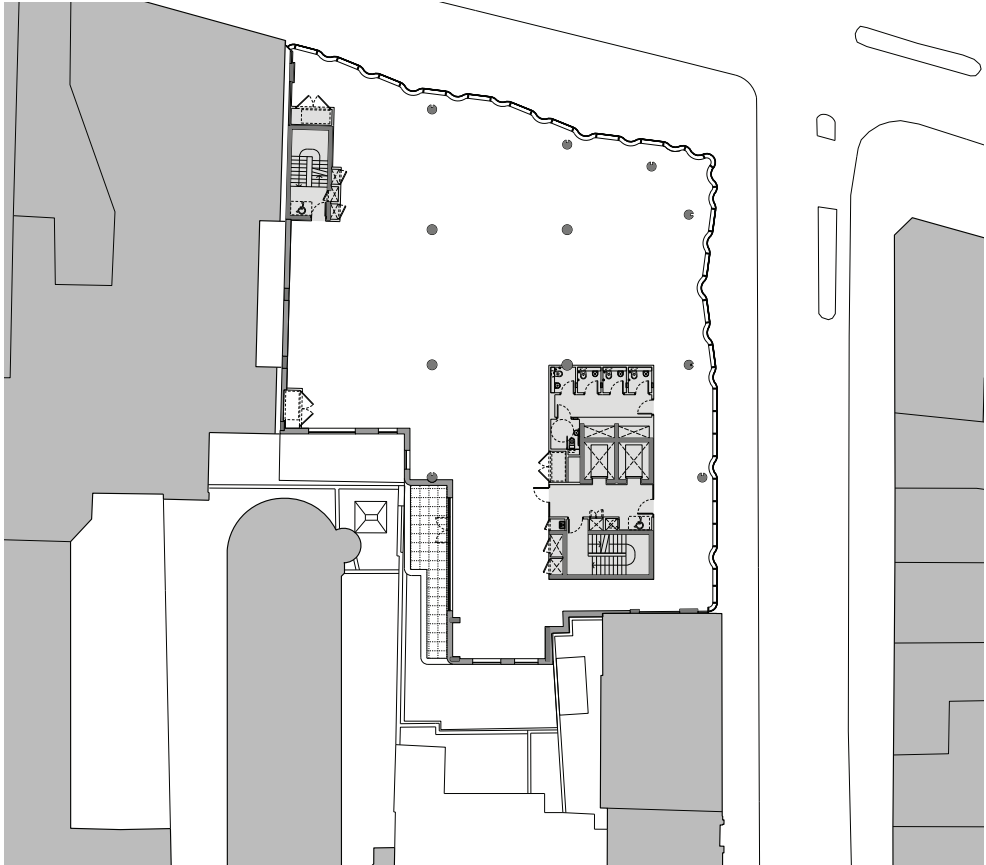


First floor plan

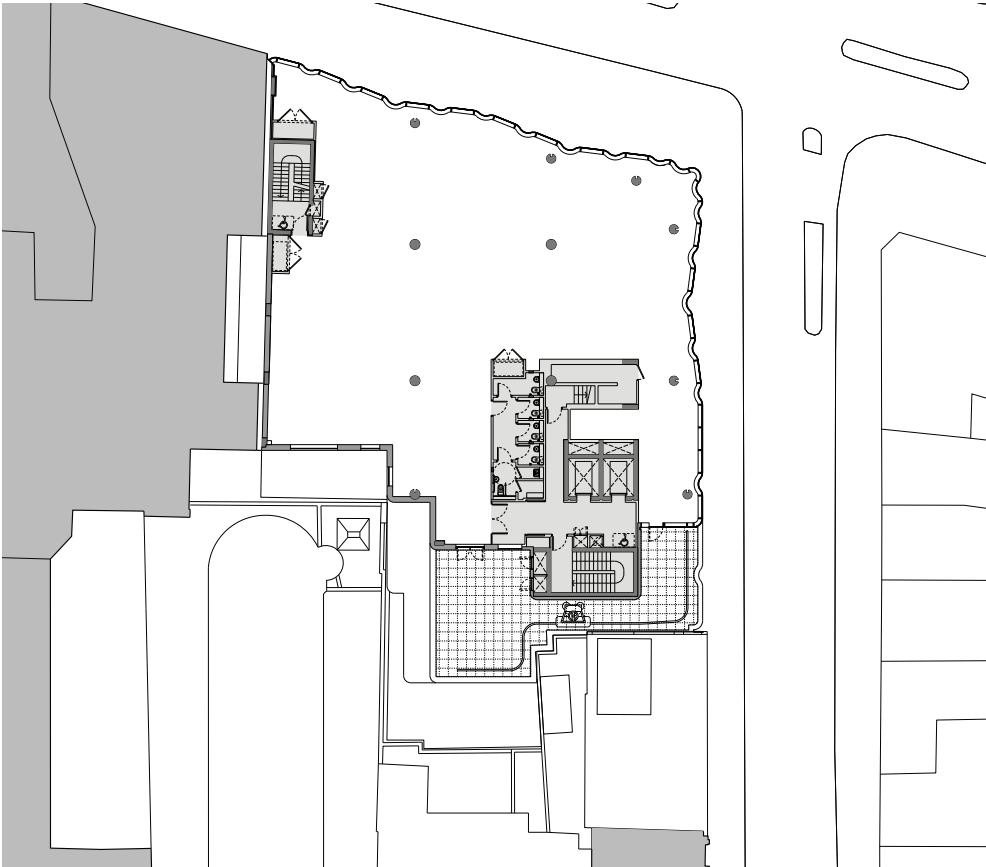


Second floor plan

FLOOR PLANS



Third floor plan



Fourth floor plan

FLOOR PLANS

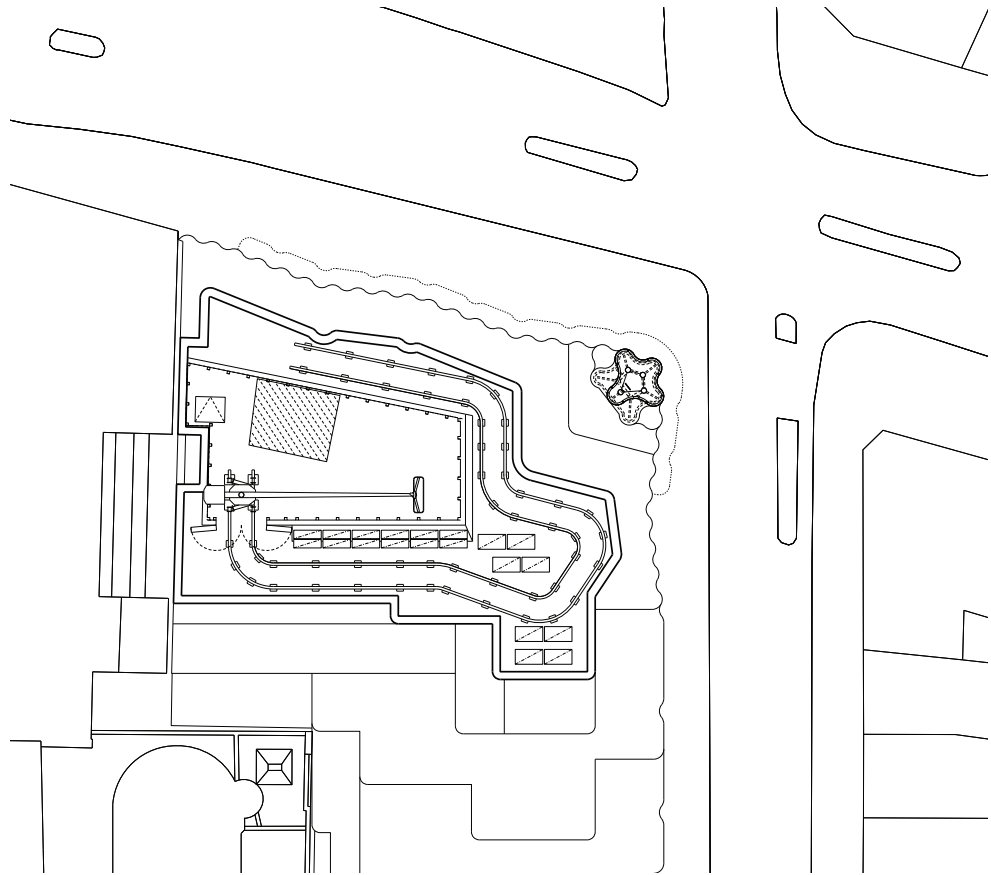


Fifth floor plan



Sixth floor plan

FLOOR PLANS



Roof plan



PHOTOGRAPHY



View looking west along Oxford Street

© Tim Soar



Oxford Street

© Tim Soar



Retail entrance

© Tim Soar



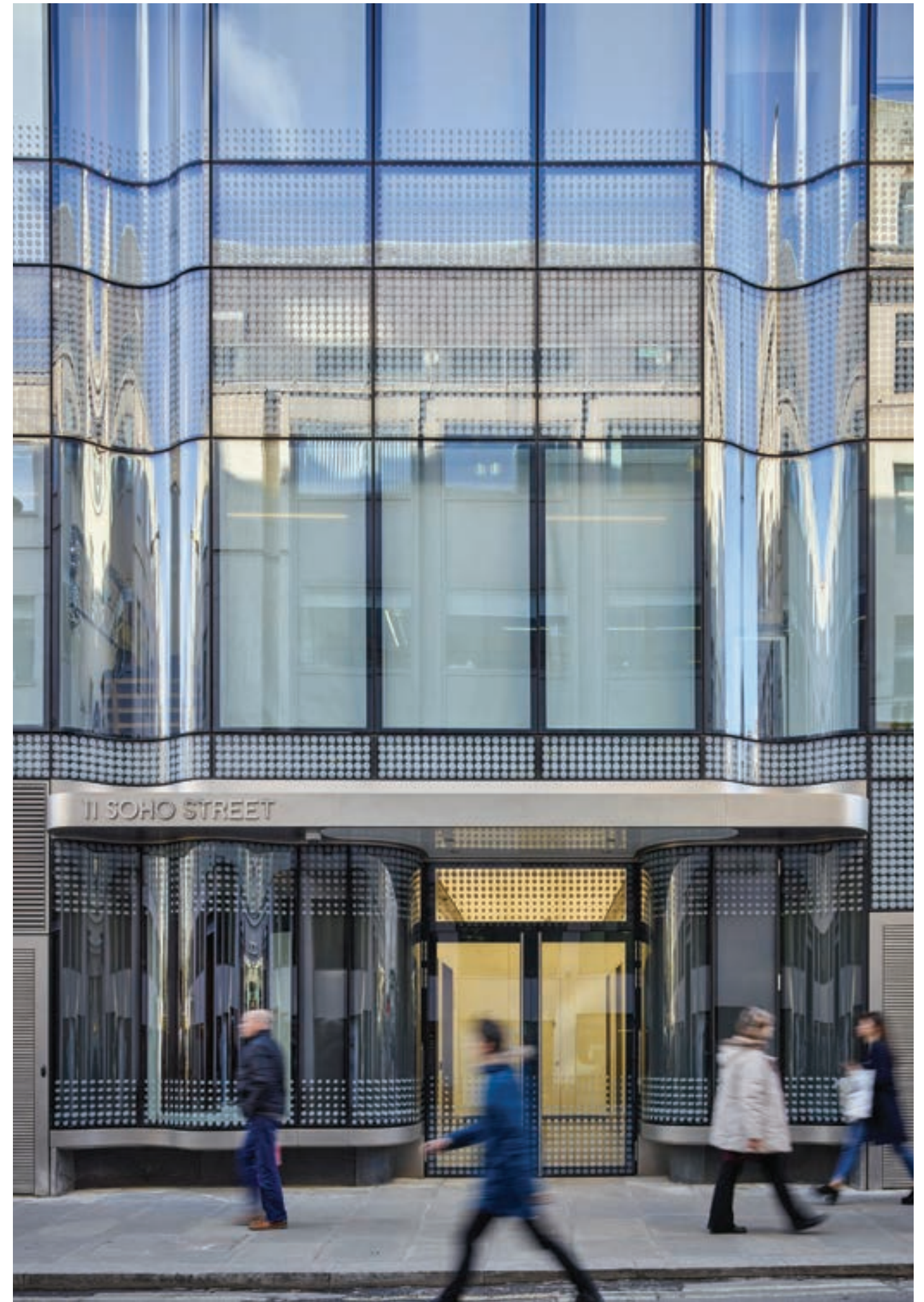
Detail of curved façade

© Tim Soar



View along Rathbone Place towards Soho Street

© Tim Soar



Soho Street entrance

© Tim Soar



Soho Street entrance

© Tim Soar



Detail of canopy and retail entrance

© Tim Soar



Detail of lantern and curved facade

©Tim Soar



Detail of canopy

© Tim Soar



Detail of curved façade

©Tim Soar



Moiré pattern

© Tim Soar



Moire pattern

© Tim Soar



Living area

© Tim Soar



Bedroom

© Tim Soar



Bathroom

© Tim Soar



Kitchen

© Tim Soar



Rooftop

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