

**ALLFORD  
HALL  
MONAGHAN  
MORRIS**

**PROJECT SUMMARY**

**Huguenot House, Whitcomb Street, London**

**FEBRUARY '16**



# Development Context

## WHAT ARE THE COUNCIL'S CURRENT PLANS FOR HUGUENOT HOUSE?

The Council is undertaking a viability study into the development of Huguenot House in keeping with the wider local regeneration that is taking place, to provide a building which is architecturally and environmentally more suited to the location. The aim is to activate street frontages and create interaction and throughput with the adjoining major commercial and leisure occupiers making the area a much more attractive and safer place to live and work in.

We have engaged AHMM Architects to consider the issues affecting Huguenot House and the opportunities it presents, in terms of design and public realm improvements that could contribute to the regeneration taking place around it.

Huguenot House currently comprises an 'inverted T' shape which does not facilitate efficient utilisation of the footprint and space it occupies. The public realm is poor with narrow pavements and little street presence. The subterranean car park comprises a huge proportion of the floor area, generates traffic in the narrow surrounding streets and this has negative effects on air quality.

The opportunity that redevelopment of Huguenot House presents would aim to rebalance the site usage to significantly increase residential and commercial accommodation and improve the public realm. Redevelopment could produce a much more effective use of the space.

## OUR ON-GOING COMMITMENT TO ENGAGE AND COMMUNICATE WITH ALL LOCAL PEOPLE

This is the very beginning of a process that will see a number of stages where the council wants to communicate, engage and listen to all local people and interested parties.

We want to ensure that all residential leaseholders have the opportunity to convey their views and, if they intend to stay in the area, what the council can do to help that to happen. Where possible, we will endeavour to involve residents and stakeholders so they can play a part in shaping the type of redevelopment that may occur.

This doesn't mean everyone will agree or be satisfied with the final outcome. However the Council is committed to communicate and engage in ways that allow everyone to take part if they want to, and in a way and at times that suits them. We want everyone to feel they have been listened to, understood and treated with respect at all times.



View 1: From Royal Thistle Hotel



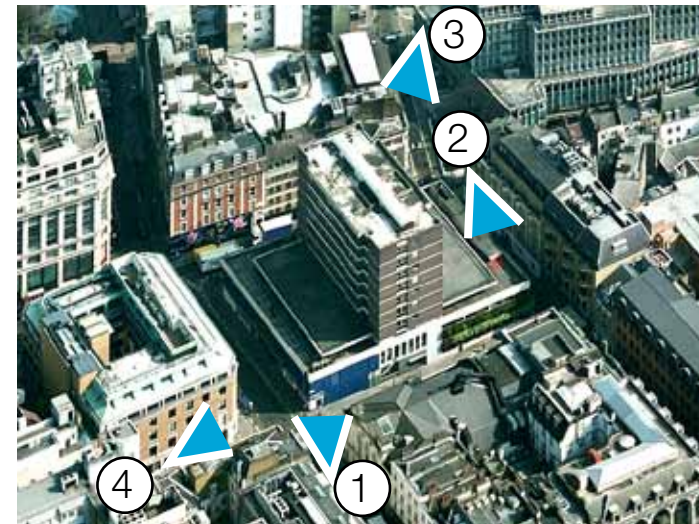
View 2: Panton Street



View 3: Orange Street



View 4: Oxendon Street



Aerial View



# The Existing Building

## HUGUENOT HOUSE: ITS CURRENT PLACE IN THE LOCAL COMMUNITY

Huguenot House occupies an island site in the West End, in an area which is currently undergoing major change and redevelopment. The new Edwardian Hotel (to the East), the LSQ Building (to the North) and the St James Square Developments (fronting The Haymarket) together with the Heart of London Bid public realm works scheduled for completion before 2020 are all contributing to make the area around Huguenot House a more accessible and desirable place.

The Huguenot House site comprises approximately 0.15 hectares and includes a number of separate uses including a cinema, a 247 space public car park and 35 residential flats. Occupiers of the apartments comprise a mix of owner occupiers, investors who have let their properties on Assured Short hold Tenancies and Council Owned flats, some of which are Regulated. The commercially occupied properties are let on Landlord and Tenant Act leases. The accommodation is provided over ground, 8 upper floors and eight half-basement levels.

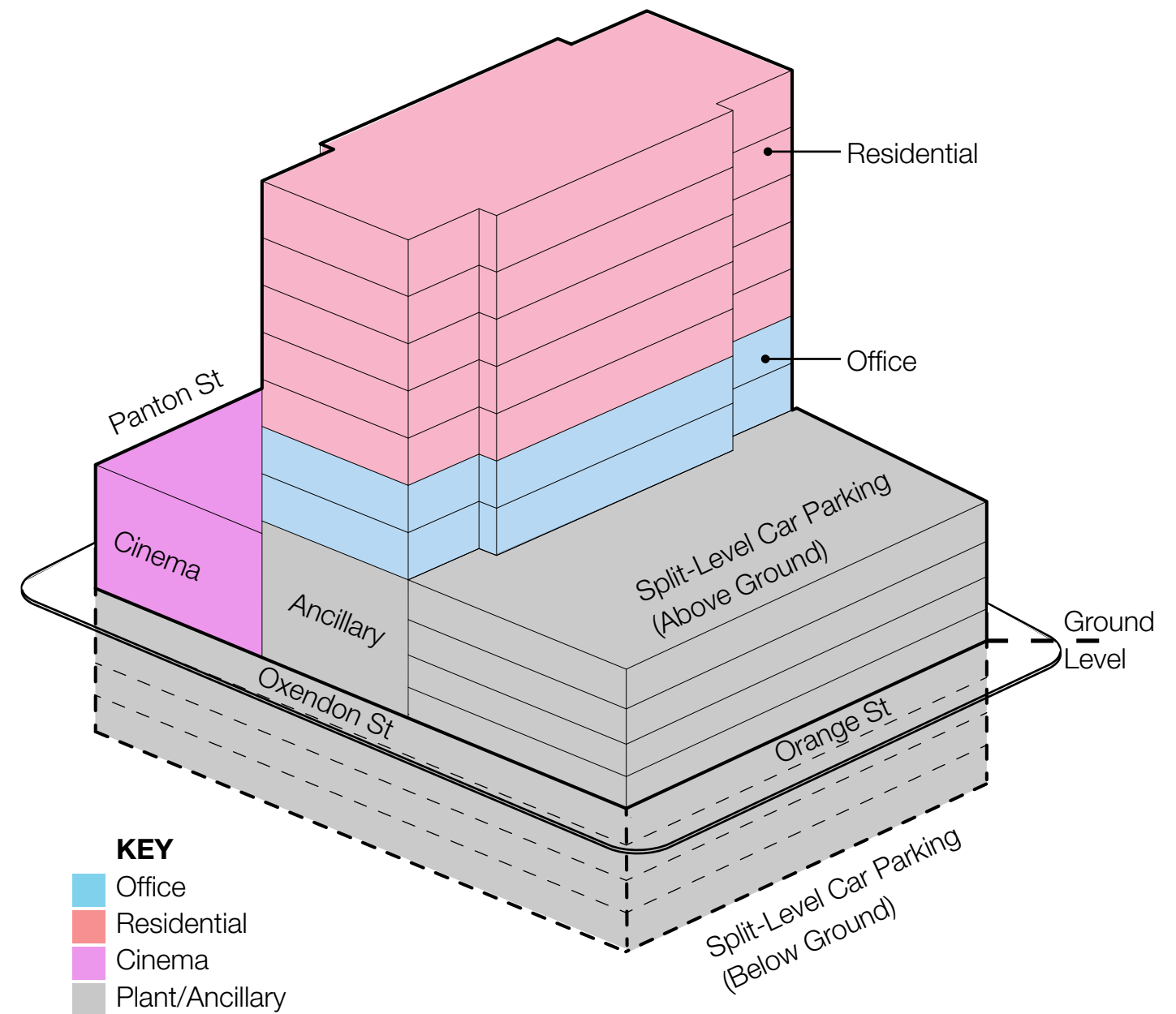
The building itself is energy inefficient and will require capital investment in the plant and refurbishment of the communal areas and fabric to ensure it remains wind and watertight. The costs for this expenditure will be an added burden to lessees and we are attempting to produce a budget for this likely capital expenditure which goes beyond regular maintenance. It should be noted that there is no gas supplied to the building and

all of the heating and facilities are powered by electricity.

Due to the austerity cuts, the Council, like every other in the country, is having to consider the best way to use its resources and assets. Westminster City Council is committed to maximising opportunities for place making and regeneration through the development of housing, business and leisure facilities.

## ANALYSIS

- The existing building is a mixed-use 1960's podium & slab block construction
- The form is atypical for the area and does not respond to the urban grain
- A large area of the podium volume is taken by the NCP split-level car park - this results in a poor-quality ground floor to the south of the site
- The Odeon two-screen cinema offer to north of the site (Panton St) is opaque and lacks any F&B retail elements that might otherwise successfully engage with the public realm in the area
- The existing building form does not take advantage of the potential development volume of the site, in particular above to the north and south above the cinema and car-park blocks



### KEY

- Office
- Residential
- Cinema
- Plant/Ancillary

### Building Diagram: Existing Uses

NOTE: The majority of the existing building area - approximately 60% - comprises car-parking.

Underground car-parking comprises approximately 45% of the overall building area



# AHMM Experience In Westminster

At Allford Hall Monaghan Morris we make buildings that are satisfying to use and beautiful to look at. We believe in making places as well as buildings, that work over time and have lasting qualities intrinsic to their architecture.

In Westminster we have worked on many high-quality projects from design through to completion, including a number of mixed-use schemes in the vicinity of the site.



Number 1 Oxford Street



61 Oxford Street



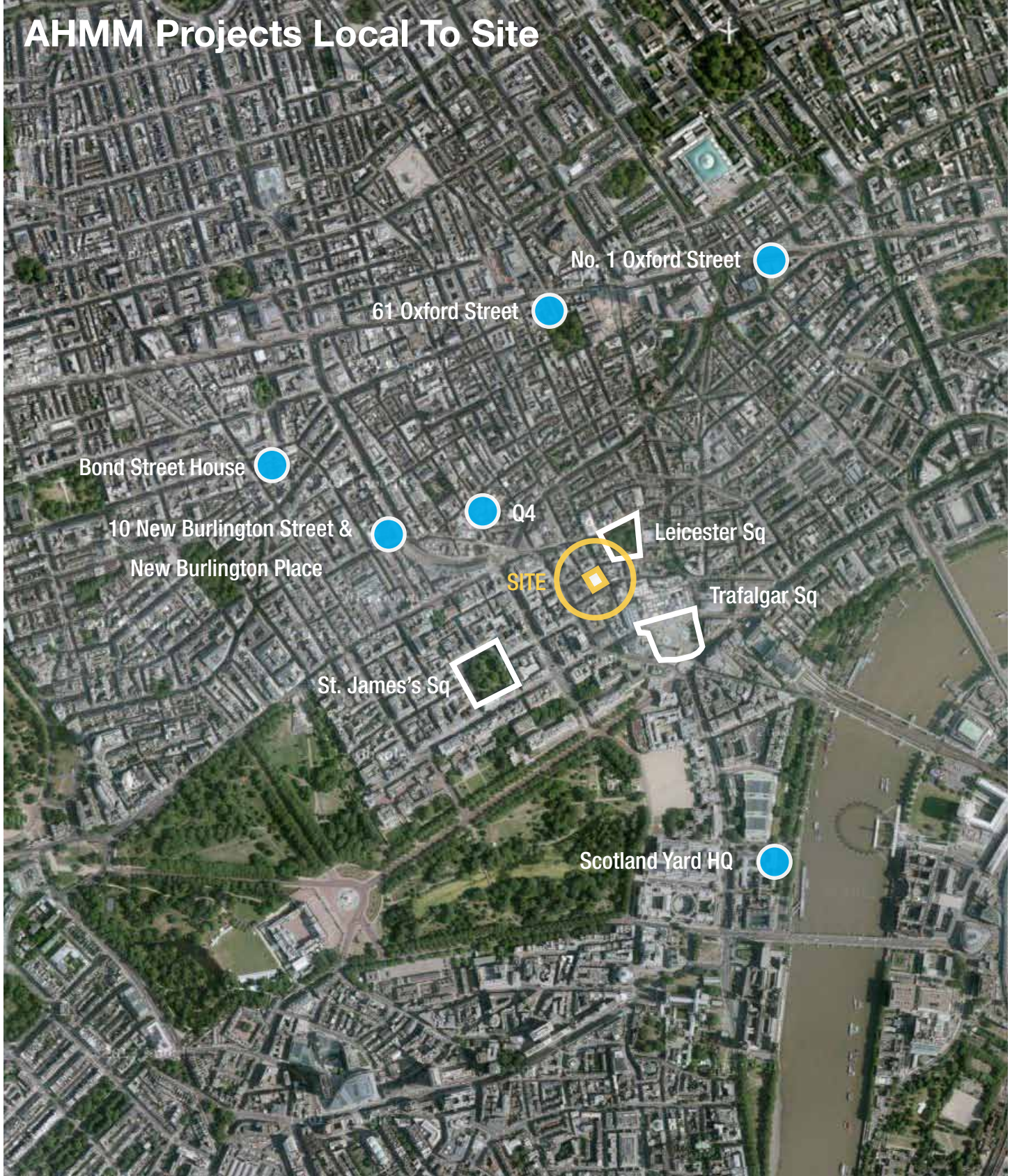
10 New Burlington Street



Bond Street House



Site Plan

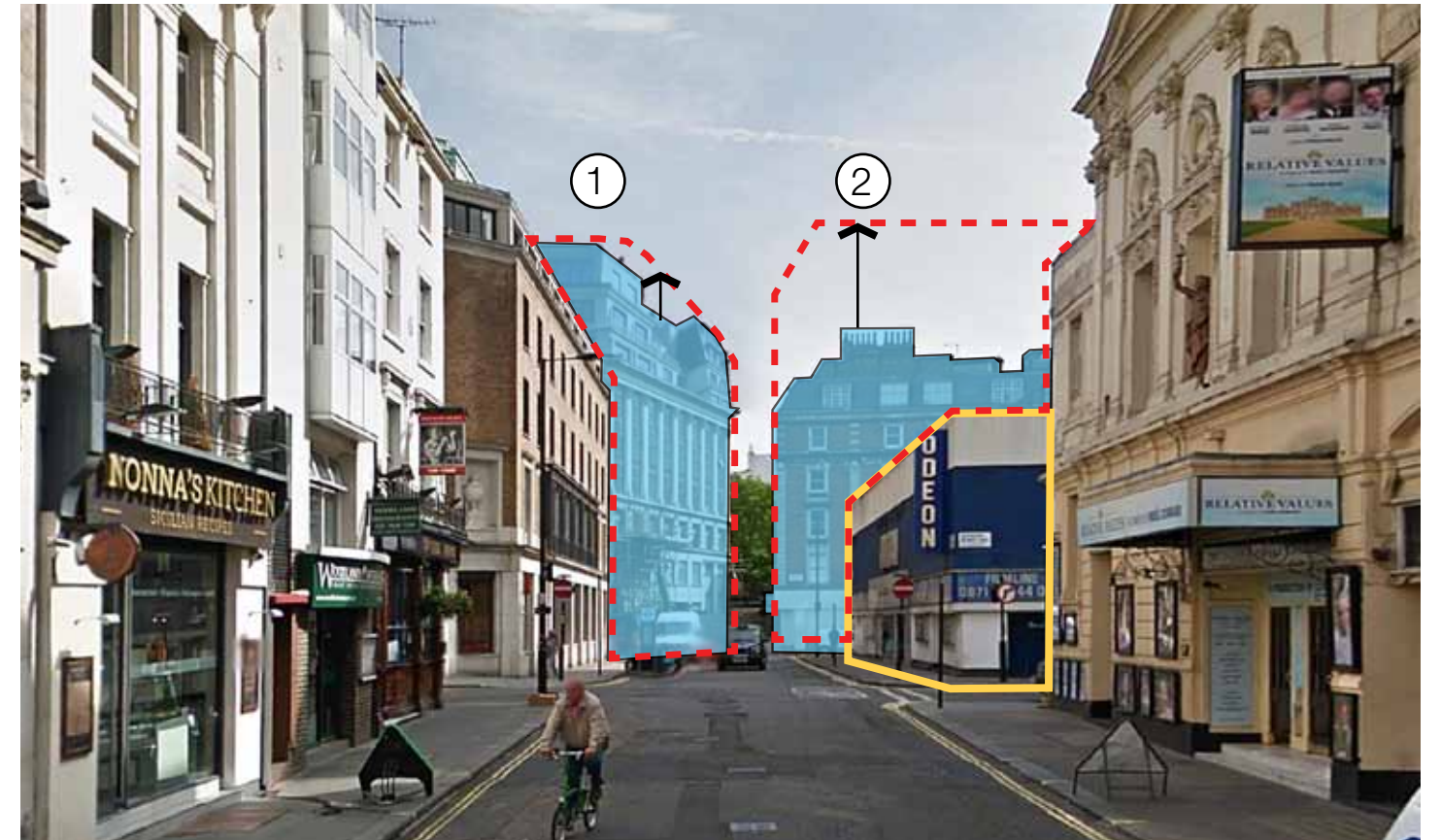


Site Location - AHMM Projects In The Site Vicinity

- KEY**
- Huguenot House Site
  - AHMM Projects In Site Vicinity



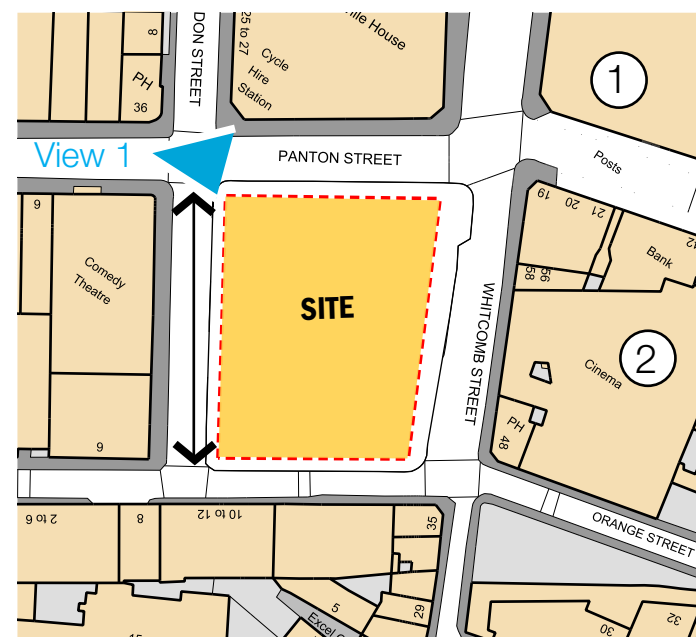
# An Area of Change



View 1: Pantom Street

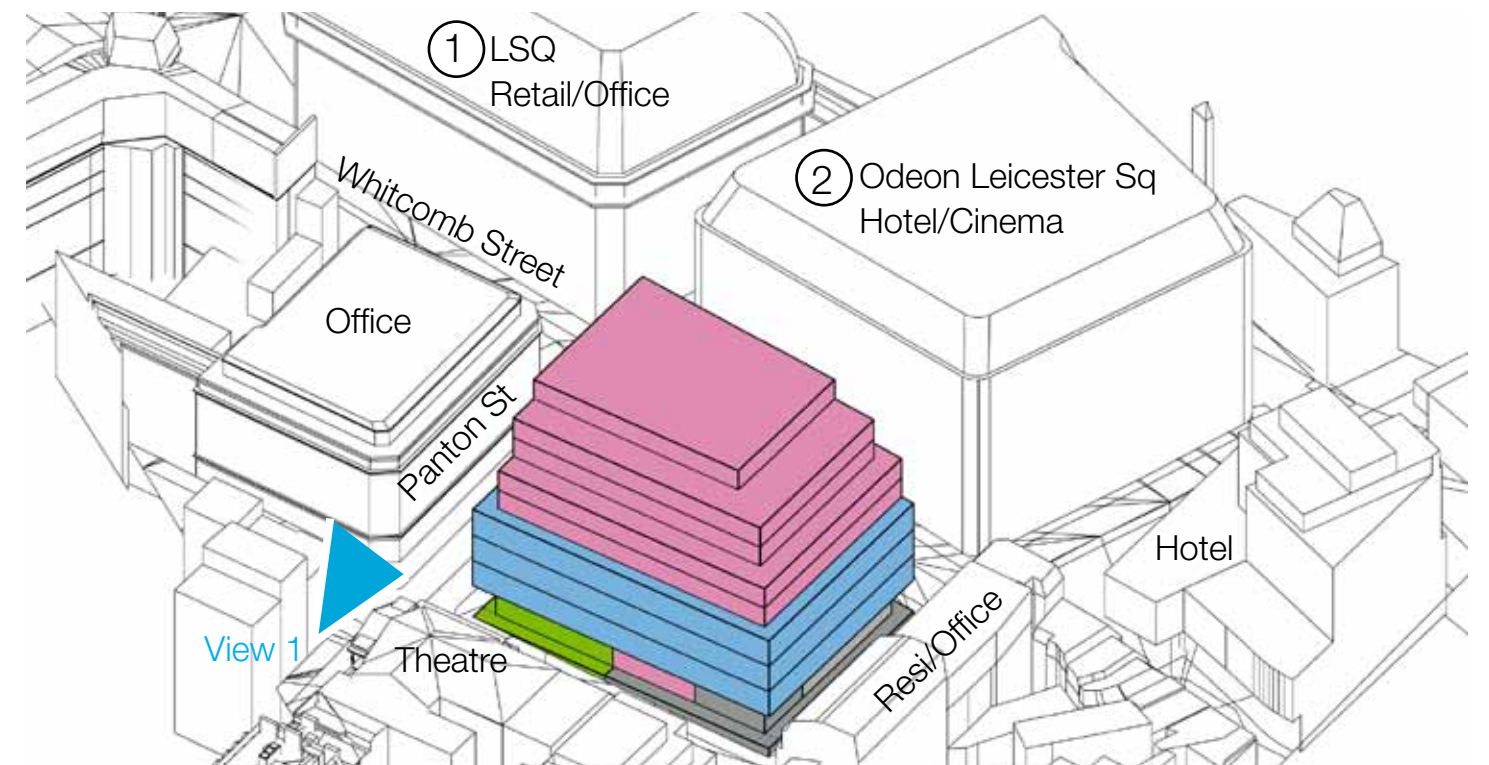
## DEVELOPMENT CONTEXT

- Developments such as LSQ and The Edwardian Group Hotel/Odeon Cinema Leicester Square are currently under construction
- The construction of these projects will result in a significant increase in density and massing in the area, in particular to the north-east and west of the Huguenot House site
- Pantom Street and Whitcomb Street are the dominant thoroughfares - Oxendon St and Orange St are secondary and receive less pedestrian and vehicular traffic



### KEY

- Huguenot House Site
- - - Neighbouring Development Under Construction



Proposed Uses In The Context Of New Neighbouring Developments



# Opportunity

## THE IMPACT OF ANY REDEVELOPMENT

Delivering a viable and desirable redevelopment at Huguenot House will have a range of different impacts for members of the local community.

If viable, redevelopment of the site could require the demolition of the current building. The Council will work with individual residential tenants and leaseholders to understand their concerns, requirements and wishes, and to negotiate and agree a fair and equitable solution. We recognise your rights and that you may be opposed to any study or actions that could lead to losing your home. This process will have to comply with Westminster’s Planning Policy and the Unitary Development Plan and any future planning application which may result will be properly communicated and advertised in the usual ways allowing you full opportunity to comment.

We value the contribution every business makes to the local area and, where possible, the commercial tenants at Huguenot House will be directed to any alternative accommodation the Council may have available in the vicinity.

Redevelopment and a potential reduction in car parking will open up opportunities for a much improved public realm.

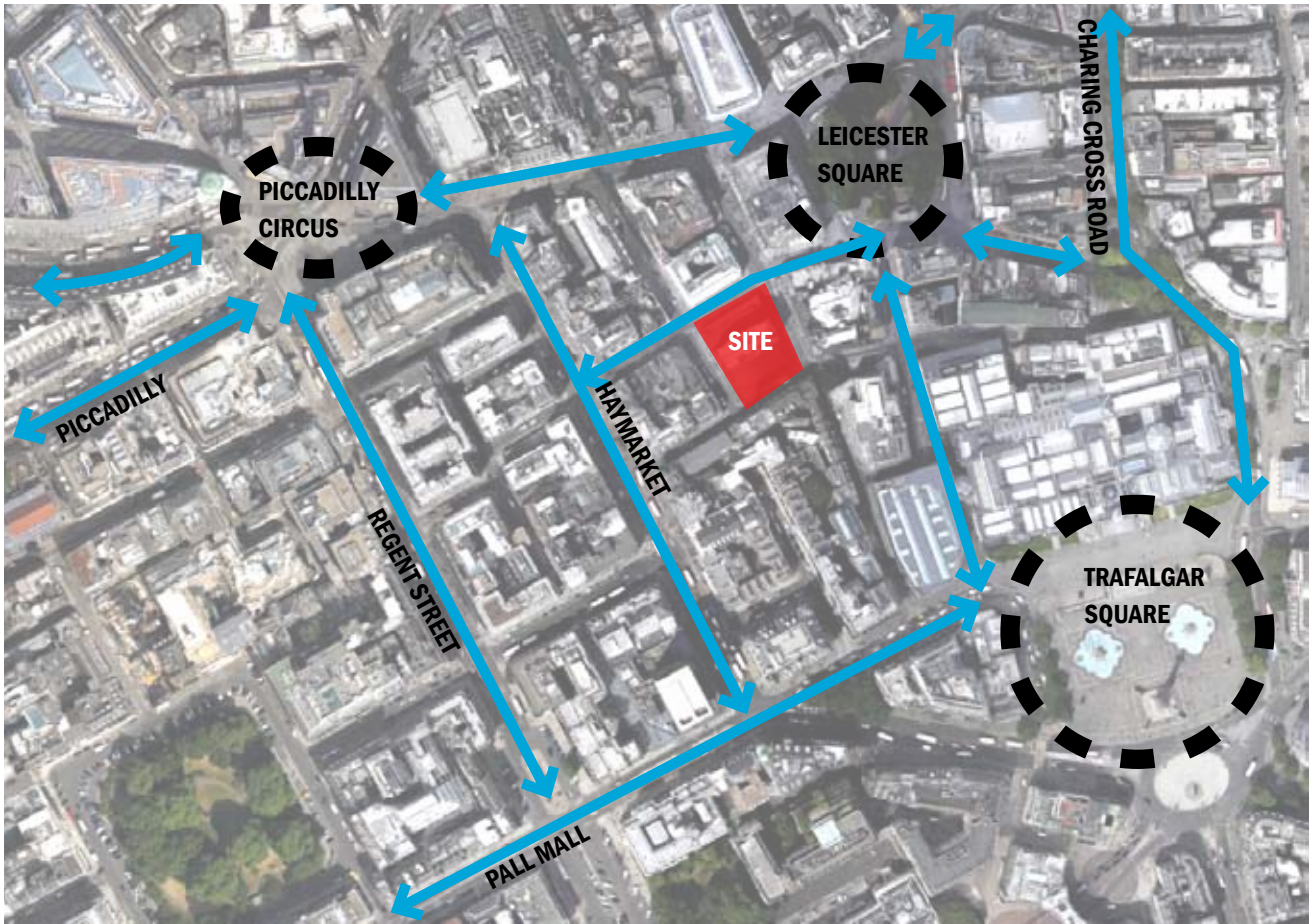
The council is aware that the local area has already been affected by major redevelopment in Whitcomb Street. If redevelopment goes ahead we will endeavour to attempt to minimise disruption. We will keep all local communities informed as part of our communication and engagement process.

## SITE ROUTES

- Located between activity centres of Leicester Square, Trafalgar Square and St’ James’s Square there is a strong potential to address existing and new routes between these districts
- The site is situated in an improving area adjacent to / close to a number new mixed-use developments at Leicester Square, St James’s Market and Haymarket.
- A full ‘island’ site provides for active engagement at ground level for diverse uses

KEY

New Pedestrian Route

Proposed Cycle Quietway 88

Connections Between Districts



Proposed Cycle and Pedestrian Routes



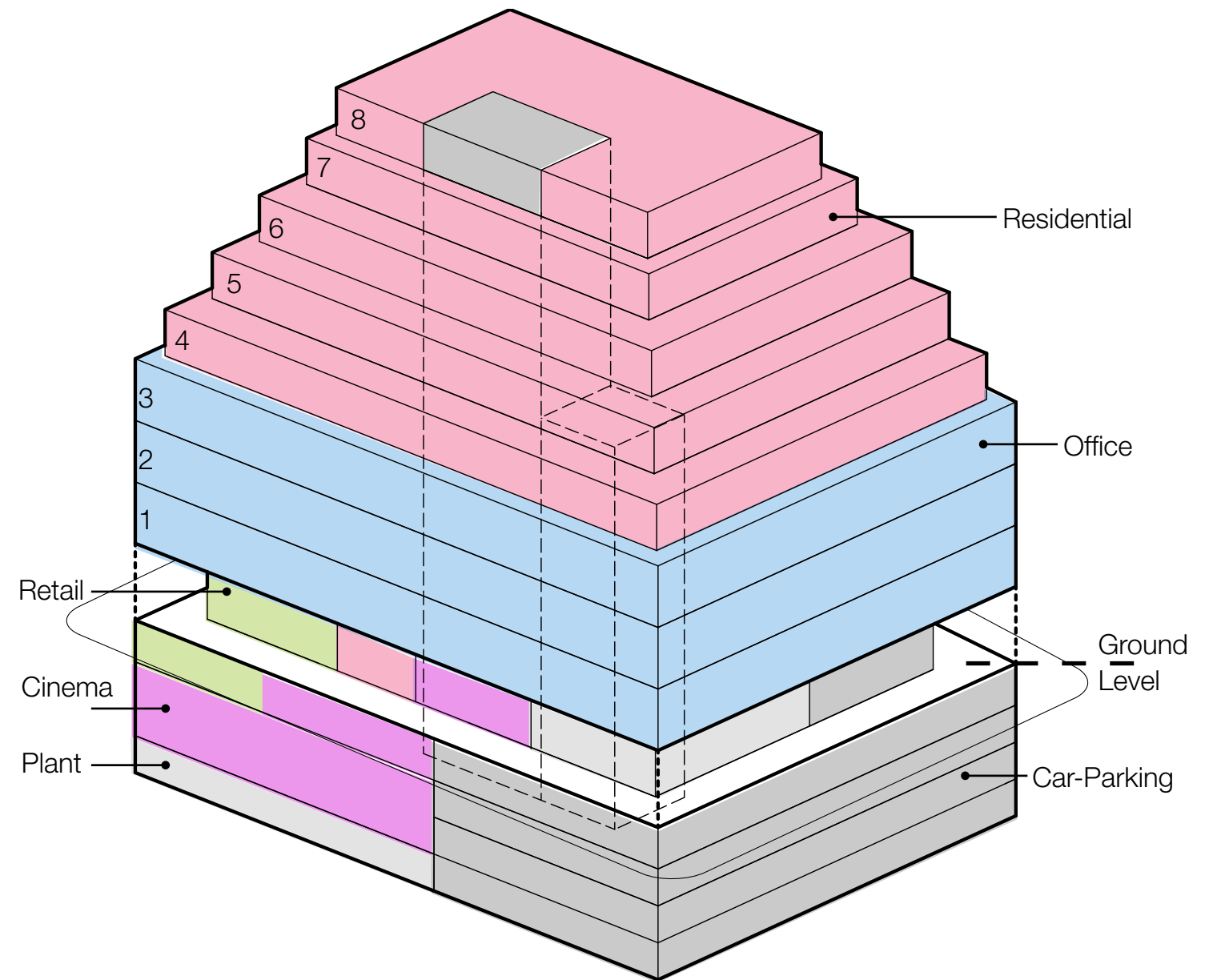
# A Mixed-Use Feasibility Study

## OVERVIEW

- A high-quality mix of uses is proposed, with offices, housing, retail, cinema and car-parking
- The residential and office use ratio is to be agreed
- The ground floor uses will create quality, active street frontage and will contribute to an overall improvement in the public realm
- The design will maximise the undeveloped volume that is located above the podium cinema and above-ground car-parking
- The scheme will re-balance the uses on site appropriately in relation to the dominant existing provision of car-parking at below-ground level
- The architectural design will be appropriate for the location and will considerably improve the urban grain and townscape - in particular in relation to the existing podium and tower form, which is inconsiderate to its context

## MIXED-USE SCHEME

- A high-quality mix of uses is proposed, with retail, cinema and ancillary provision and ground and basement
- The base scheme provides three full floors of B1 office with 4-5 floors of C3 residential above
- Other use mixes are being considered at this initial stage - for more details refer to the following slide
- It is currently proposed that car-parking is provided at basement level to include spaces for both residential and public use
- Set-backs to levels 4 and above will take into account opportunities to provide residential amenity space
- The ground floor will include dedicated office and residential lobbies, in addition to prime A1-A3 retail to Panton St and cinema entry



**Diagram: Proposed Uses (Indicative)**

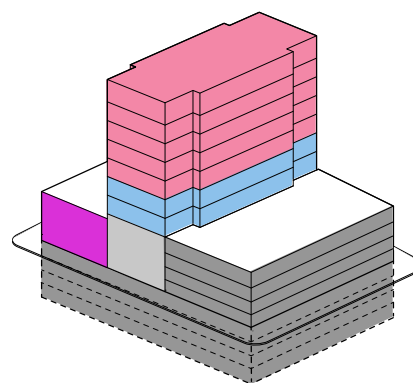
### KEY

- Retail
- Office
- Residential
- Cinema
- Plant/Ancillary

### Note

Massing shown is illustrative only: use-mix and massing are subject to design development

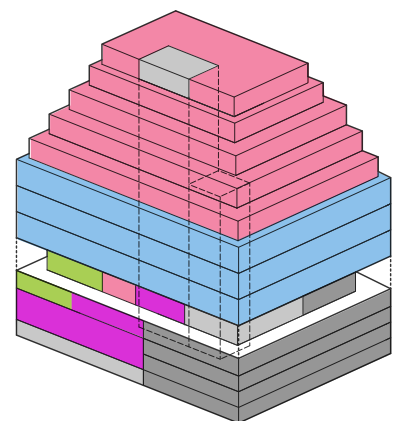
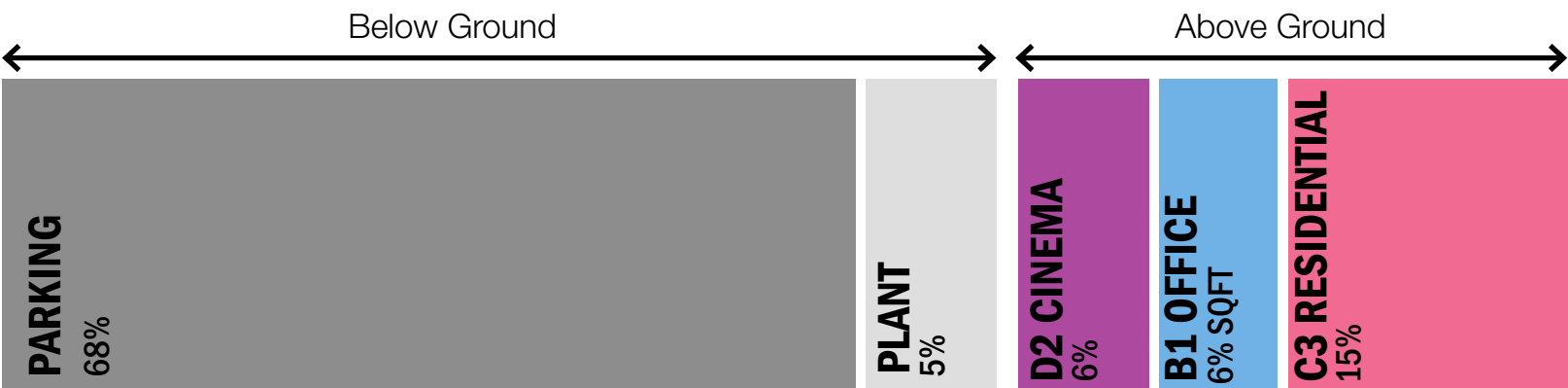
# Use Mix Schemes



**TOTAL AREA GIA:**  
**143,000 SQFT**

PARKING AREA:  
(OVER 16 half levels)

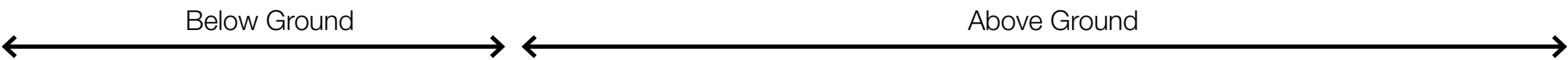
## CURRENT: PARKING DOMINATED BUILDING



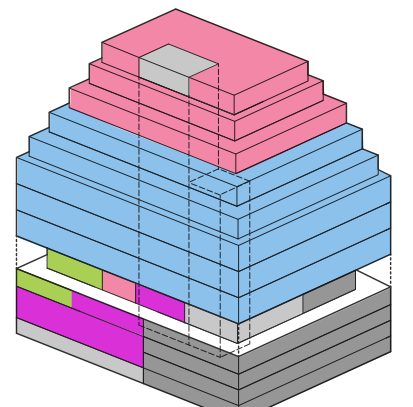
**TOTAL AREA (GIA)**  
**155,000 SQFT**

5 x Residential Floors  
3 x Office Floors

## PROPOSED: 'RE-BALANCING' OF ACCOMMODATION

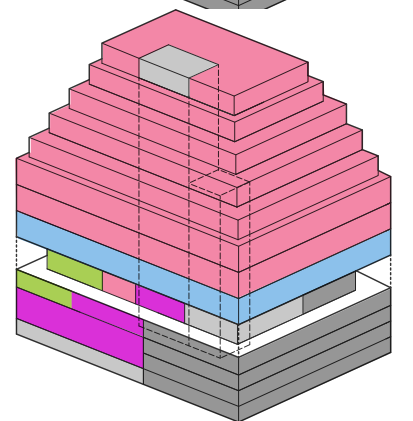


### BASE SCHEME: MIXED USE



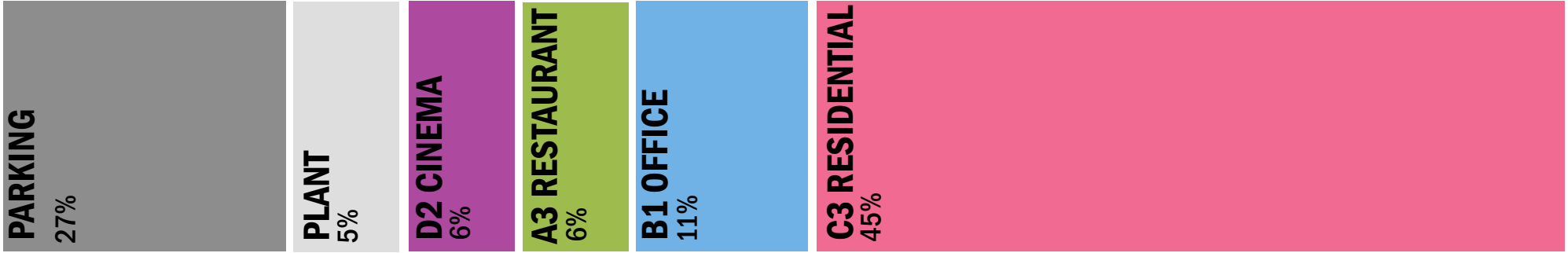
3 x Residential Floors  
5 x Office Floors

### OFFICE-LED MIXED USE SCHEME



6 x Residential Floors  
1 x Office Floor

### RESIDENTIAL-LED MIXED USE SCHEME





# Thank You

## WHAT HAPPENS NEXT?

Your feedback now will help the council to shape a report on the proposed options and future. It is proposed that a report will be prepared for consideration by the Council in April 2016.

