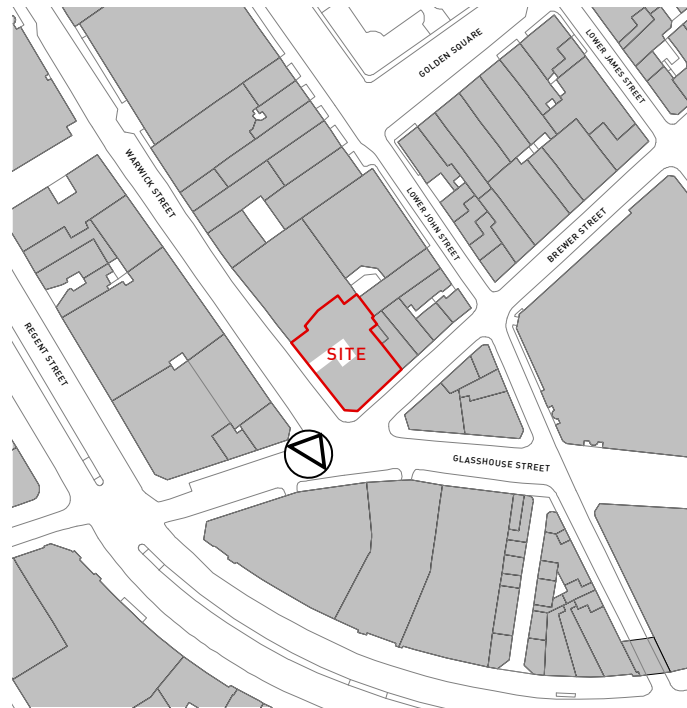


4.0 Massing Comparison Study

4.3 PROPOSED SCHEME - CORNER OF BREWER ST & WARWICK ST.



Map: View location of proposed scheme





Map: View location of consented scheme.



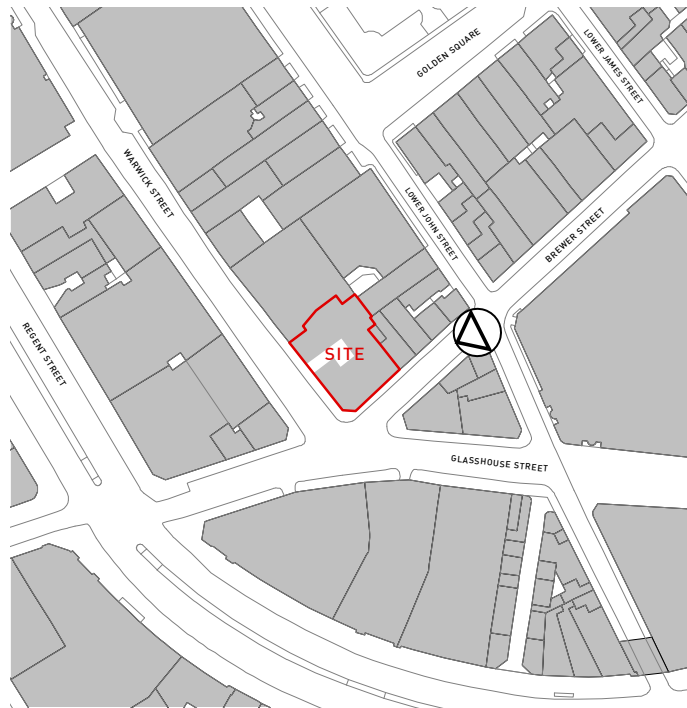
4.0 Massing Comparison Study

4.5 PROPOSED SCHEME - CORNER OF BREWER ST.



Map: View location of proposed scheme





Map: View location of consented scheme.



4.0 Massing Comparison Study

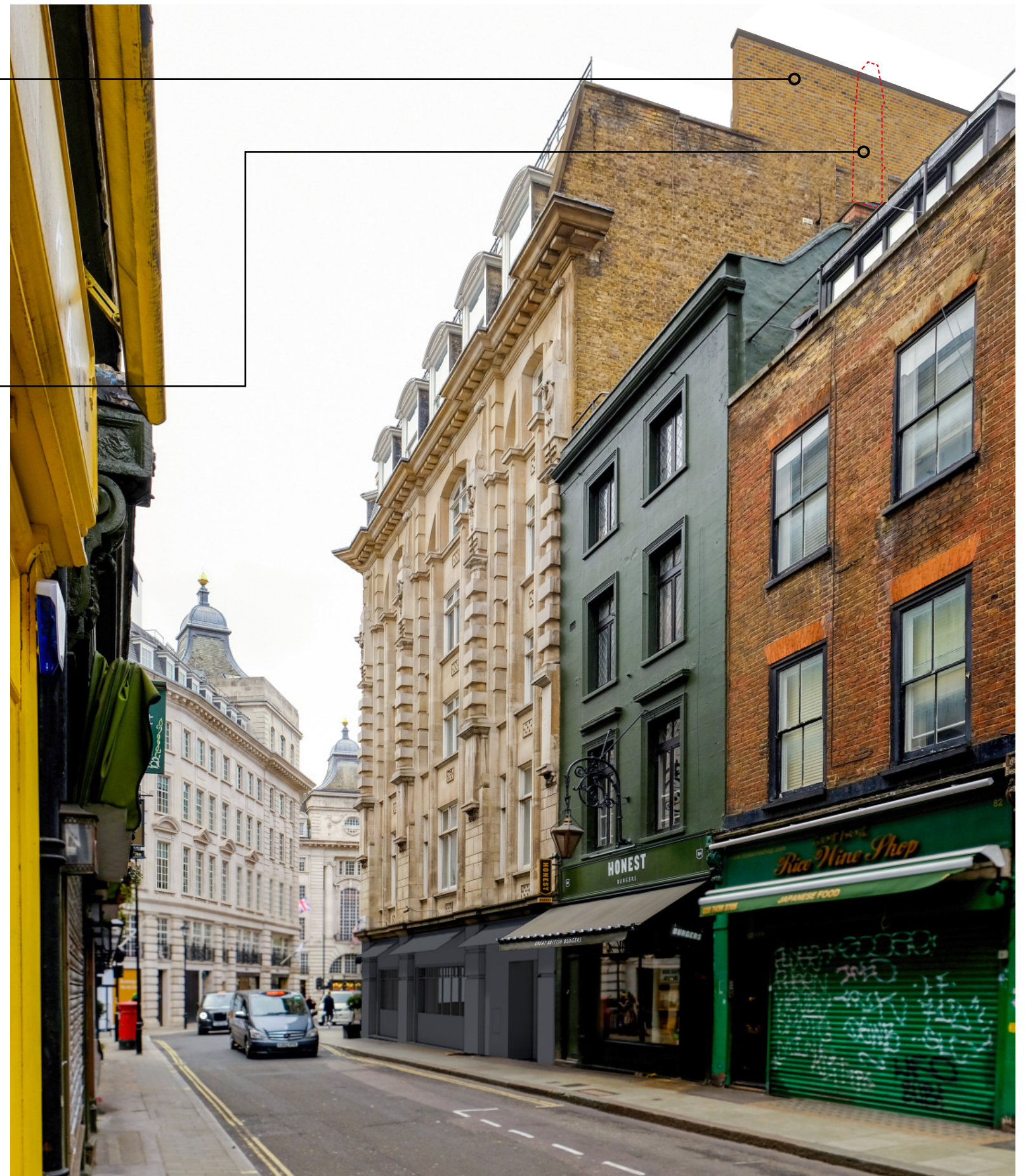
4.7 PROPOSED SCHEME - BREWER STREET

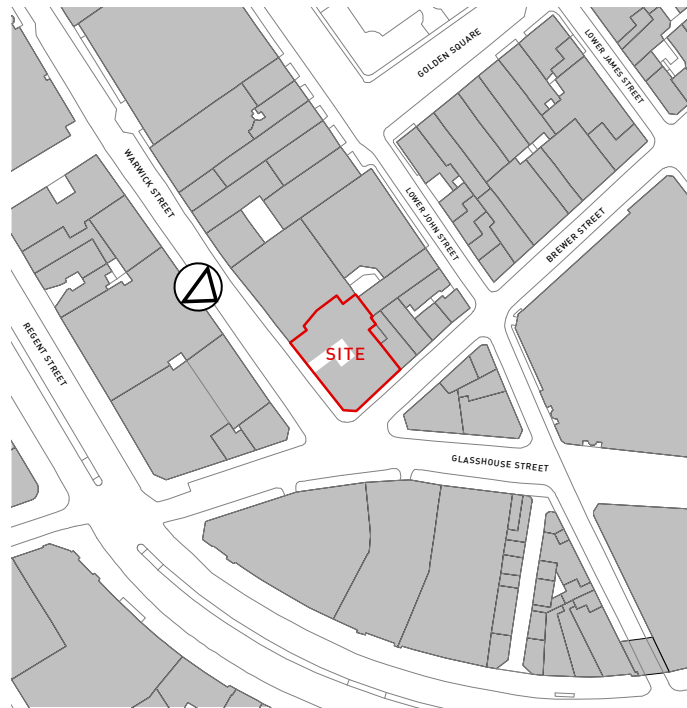


Map: View location of proposed scheme

The proposal sees the existing gable wall extended using reclaimed London stock brick to screen any new building whilst visually integrating it with this secondary side North-East Elevation. This architectural composition is in keeping with local precedents as shown by the neighbouring building occupied by Honest Burger.

Redundant duct removed



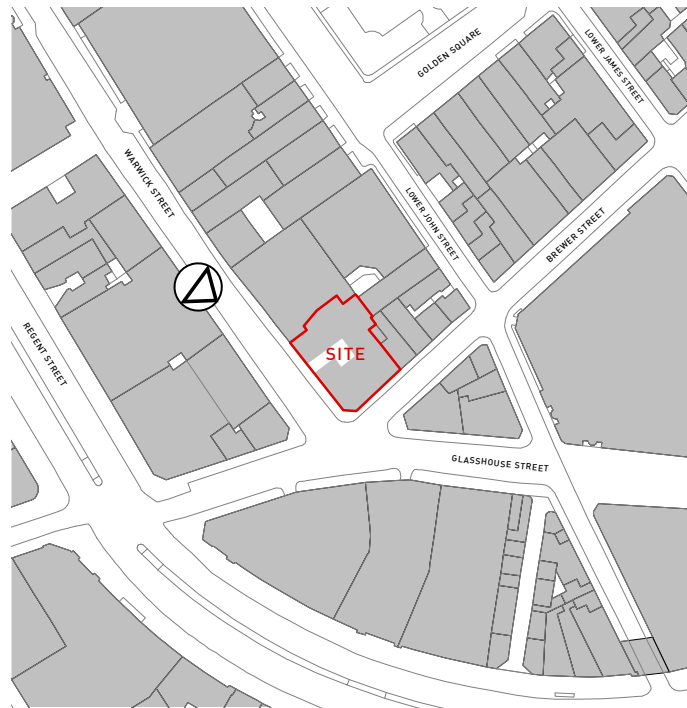


Map: View location of consented scheme.



4.0 Massing Comparison Study

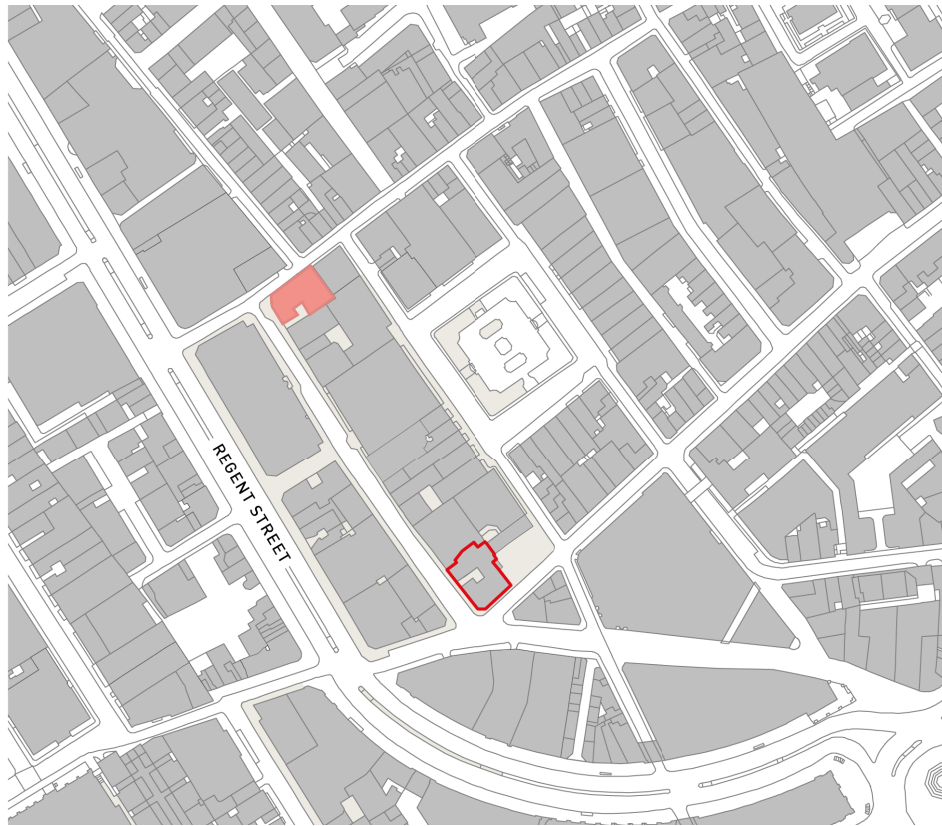
4.9 PROPOSED SCHEME - WARWICK STREET



Map: View location of proposed scheme



5.0 LOCAL PRECEDENTS

**Key Points:**

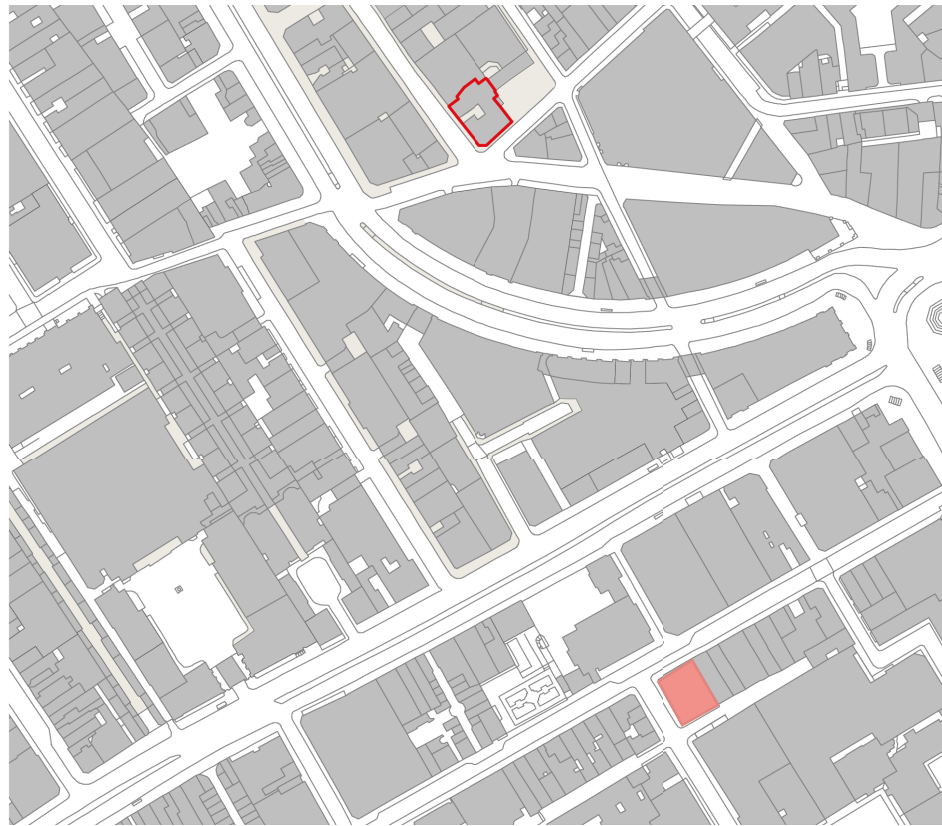
1. Modern roof extension and garden terrace.
2. Located in a Conservation Area (Regent Street CA).
3. Increases the building height over the adjacent and opposite buildings.
4. Modern glass roof extension to a mansard roof building.
5. Extension seen from the rooftops of neighbouring buildings.
6. Seen from street level.
(Our proposal, as shown on pages 41, 43, 45 & 47 will not be seen from street level).



5.0 Local Precedents

AXTELL HOUSE 22 - 24 WARWICK STREET





Key Points:

- 1. Located in St Jame's Conservation Area
- 2. Church of St Jame's Piccadilly Grade 1 Listed Building Opposite.
- 3. Adjacent buildings on Jermyn Street have modern Zinc clad Mansard extensions
- 4. Extension seen from the rooftops of neighbouring buildings.



Adjacent Zinc Mansard
Facade

Beau House
102 Jermyn Street
Street facing terrace with
roof extension

5.0 Local Precedents

BEAU HOUSE 102 JERMYN STREET



6.0 CONCLUSION

6.0 Conclusion

Piccadilly and the West End are areas of major economic significance both in Westminster and the UK. The site's position on the fringe of the Soho Conservation area and its proximity to Regent Street support the proposal for a revised workplace development.

With land supply constrained in central London there is a need to optimise the use of sites where workplace use is appropriate, and to deliver more modern and viable commercial buildings which meet the needs of their customers as well as their tenants.

The site's location means that any development must address the sensitivities of the Soho Conservation area without jeopardising workplace viability. We believe this has been achieved in this scheme, successfully addressing its context whilst providing a commercially appealing workplace.

In conclusion, the proposed changes outlined in this MMA Report will ensure:

- The proposed alterations have been sensitively designed so as not to adversely affect the character of the building or conservation area and be acceptable in design and townscape terms.”
- The scheme will sensitively restore the historic facades on both Brewer and Warwick Street.
- Provides Grade A office space which will offer additional services such as talks, events and social events – adding to the economic vitality of the area.
- Introduces very high quality architectural interventions through the revised level 06 and rooftop complimenting the Soho Conservation Area.