

Previous Development

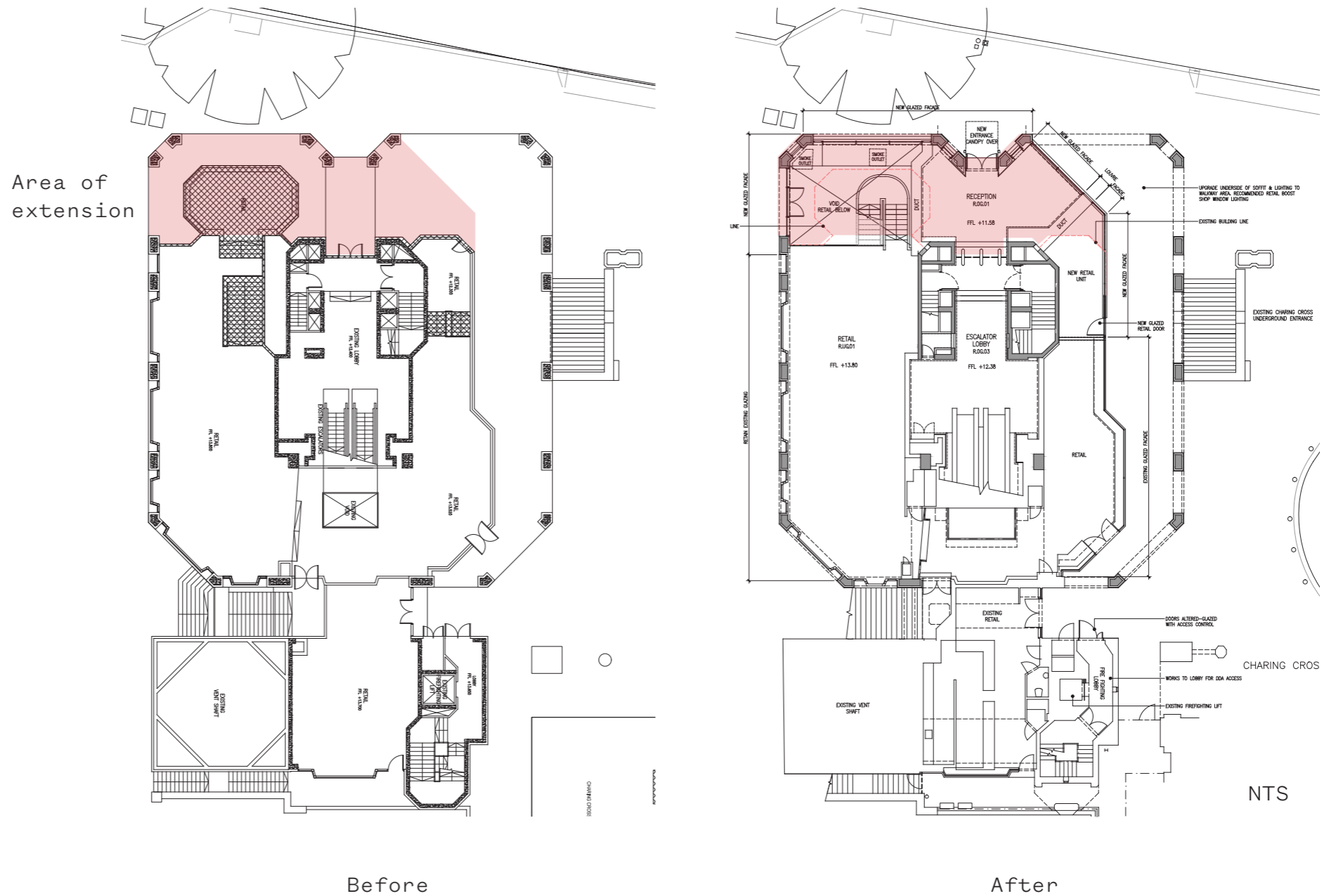
11 Strand

Planning Policy Consent

The current commercial development at 11 Strand was granted planning consent in 2010 (application number PP-00937893).

The works extended the building to create additional, commercially viable ground floor retail space and improve the appearance and entrance into the building as well as help to improve the appearance/environment of the Strand frontage and the Charing Cross Station forecourt area.

The extension added 97m² to the Ground floor, which represented a minimal increase in the overall size and operations of the existing building.



Proposed Design

11 Strand

Design

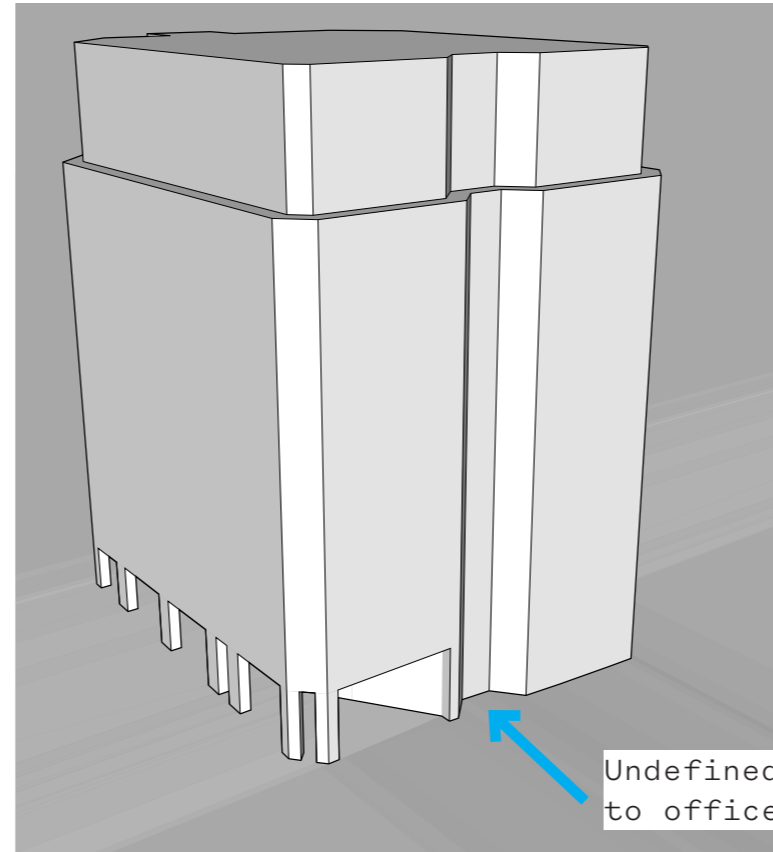
The design process was driven primarily by the requirement to improve retail offering and solve ongoing problems created by the colonnade of the building.

A scheme has been developed which infill's the remaining undercroft area, by moving the setback facade line to the line of the colonnade columns on the East side, which helps to define the office entrance on the North facade and creates an enhanced retail space on the ground floor.

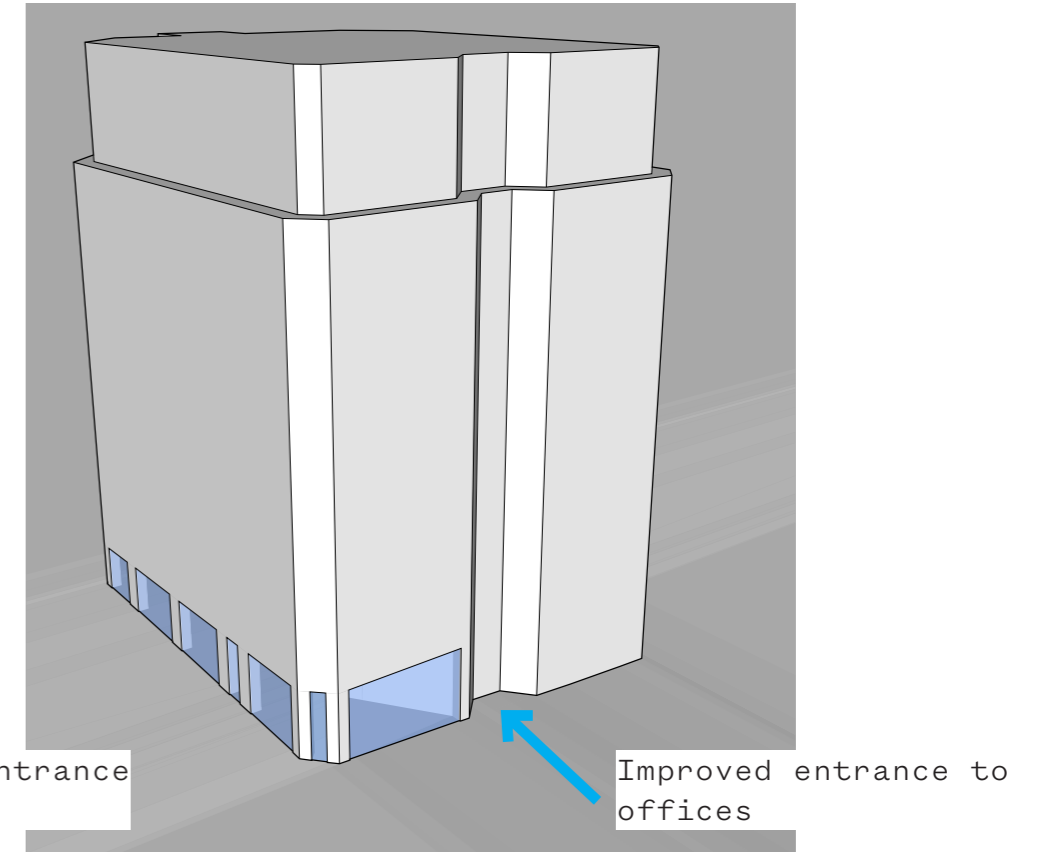
Use

The purpose of the extension to the existing building is to create additional, commercially viable ground floor retail space. The proposal will also improve the appearance and environment of the Strand frontage and the Charing Cross Station forecourt area.

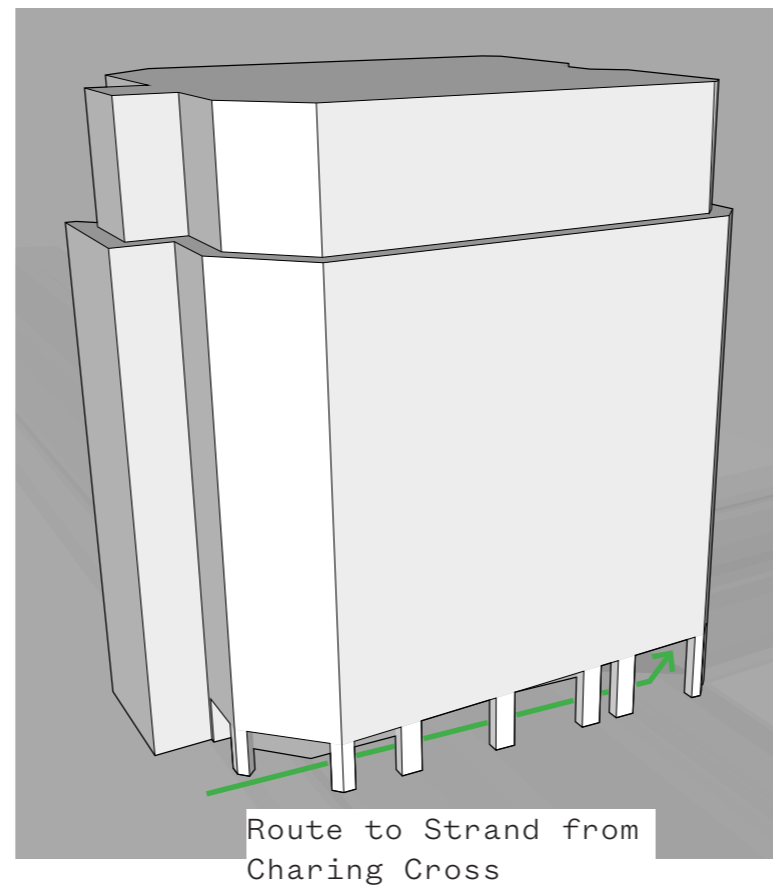
Existing



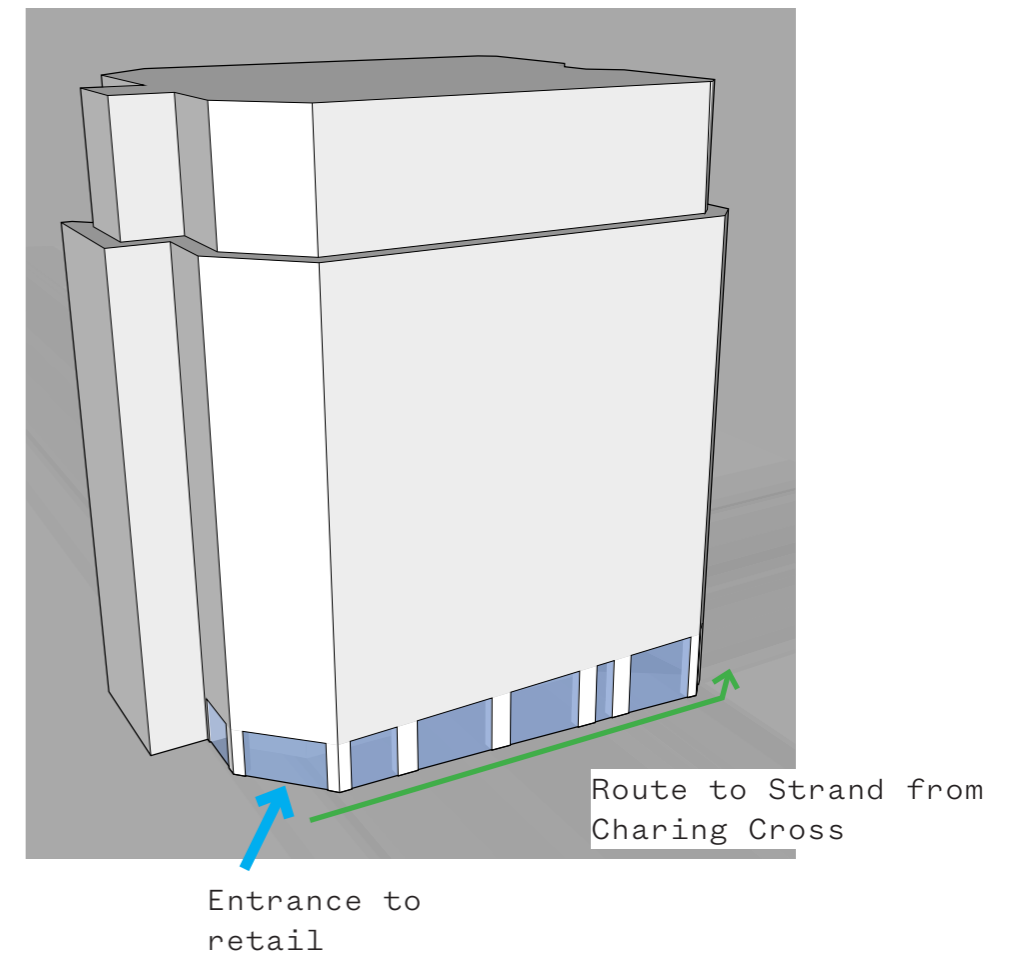
Proposed



Existing



Proposed



Proposed Design

11 Strand

Amount

The additional 120sqm of GIA added to the Ground Floor represents a minimal increase in the overall and operations of the existing building. The increase will not adversely affect any of the surrounding buildings or uses, nor will it place any greater demand on local services.

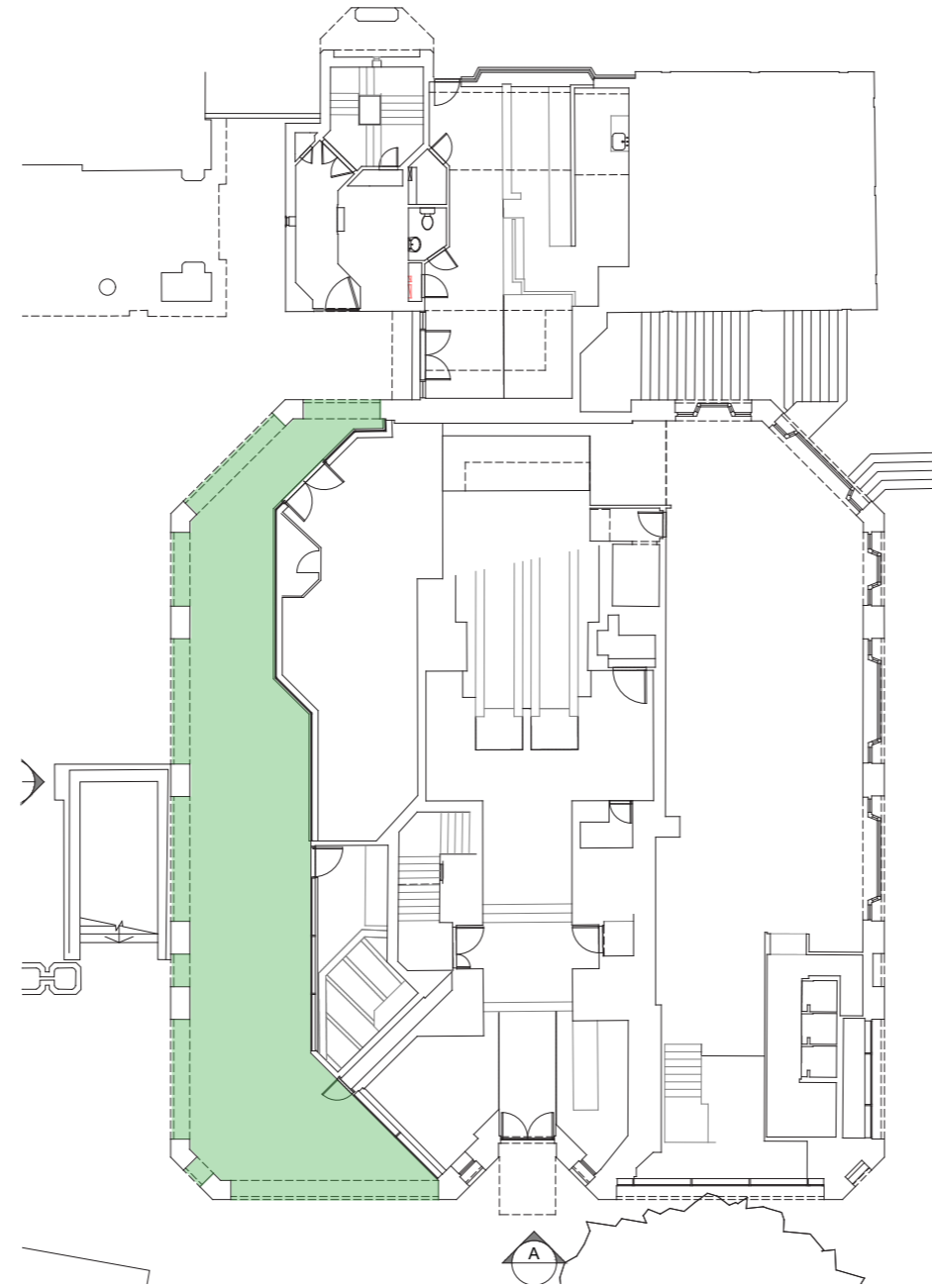
Layout

Changing the existing layout and extending the ground floor presents an opportunity to improve the retail offering. The present units are dark and cramped as they are set back from the line of the undercroft.

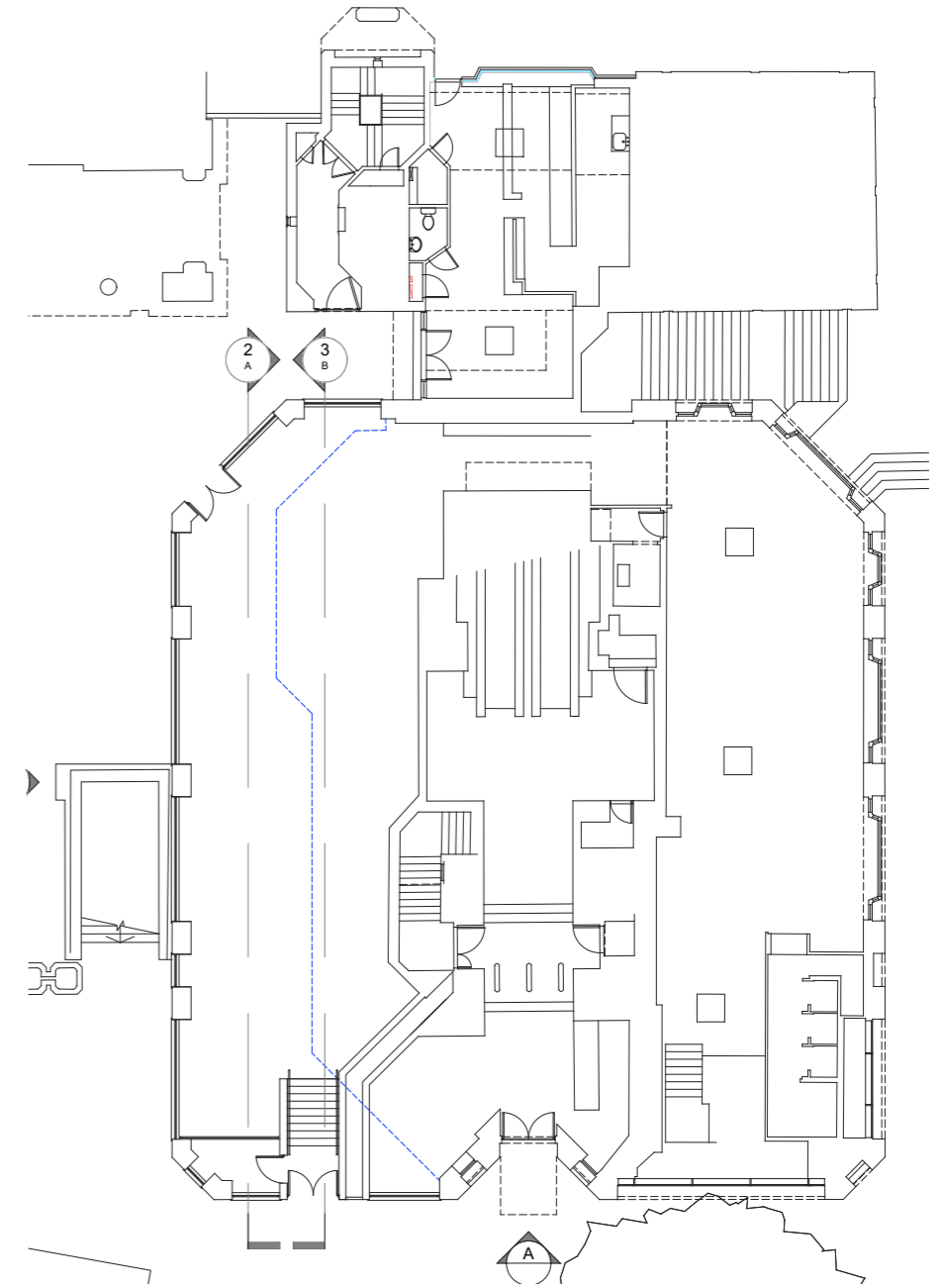
The proposed layout also contributes to making the building and surroundings safer, improving street frontage, passive surveillance and reducing secluded areas.

Scale

The scale of the proposed extension has been designed within the existing building footprint, and thus does not alter the height, width, or length of the current building. This proposed extension will not negatively impact neighbouring buildings.






Existing



Proposed

Proposed Design

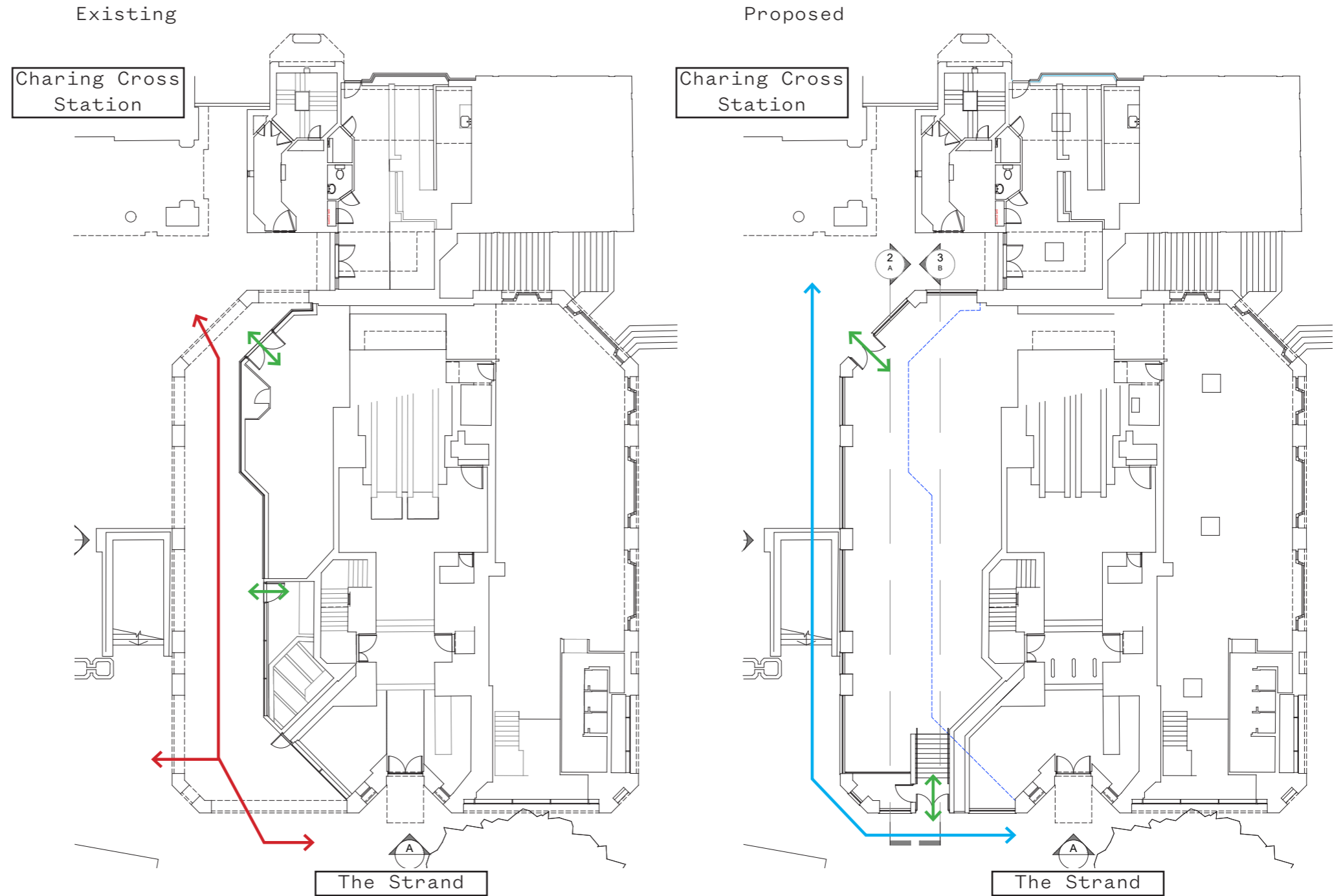
11 Strand

-  Pedestrian Traffic
-  Under-croft Pedestrian Traffic
-  Retail Access

Access

The Eastern edge of the building currently provides accessibility and permeability for the flow of pedestrians through and around the site. The proposed changes will not adversely affect any accessibility but rather provide an alternative, offer an additional access point, greatly improve the visibility of the office entrance to the building, and circulation through the site.

The proposals ensure there are two points of access to the newly formed retail space, a level access point closest to the station, and a stepped access to the front of the building, from the Strand.



Conclusion

11 Strand

By infilling the covered cut through of 11 the Strand, it enhances the public realm and creates an opportunity to provide high quality retail space.

The design simply encloses the existing structure, resulting in a more usable space which is evidently effective as seen on the western facade.

It is hoped that the addition of this extension to the building will be a positive enhancement to both the Charing Cross station forecourt and the Strand.



2021 Hackney Design Awards Peoples Choice Award Winner (The Fisheries)
2020 RICS South East Awards Commercial Category Winner (Curious Brewery)
2019 RIBA South-East Regional Award (Process Gallery)
2018 George Clarke Medal Winner (The Cottage)
2018 What Awards 'Best Luxury House' Silver Winner (Manor Barn)
2018 The Sunday Times British Home Awards Winner (The Cottage)
2015 RIBA South-East Regional Award (Pobble House)
2014 Kent Design Award (Best Small Project)
2013 WAN World Architecture News Facade of the Year (Crit Building)
2012 Kent Design Awards Overall Winner (Rocksalt Restaurant)
2012 RIBA Downland Award (Rocksalt Restaurant)
2012 RIBA Downland Award (The Marquis)
2010 Kent Design Awards (Best Education Category)
2010 Building Design & Construction Award (Best Educational Building)
2010 Building Design & Construction Award (Public/ Community Building)
2008 RIBA Downland Prize (Residential Leisure)
2007 Kent Design Award (Best Small Project)
2007 RIBA Downland Prize (Best Conversion)
2006 'What House' Award (Best House)
2005 RIBA National Award
2004 Kent Design Award (Overall Winner)
2004 Kent Design Award (Education Category)
2000 National Built In Quality Award

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