

Existing Photos

11 Strand

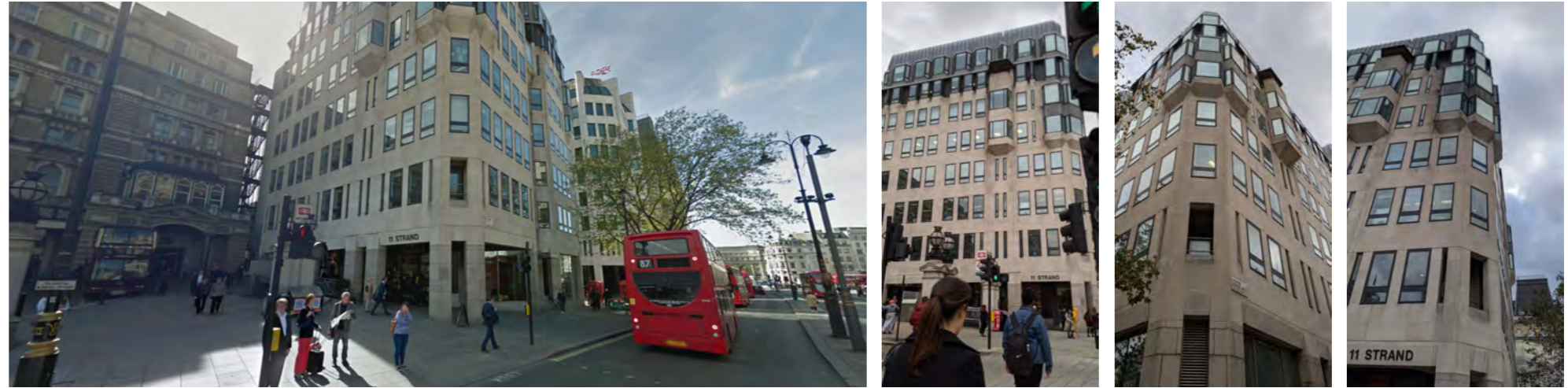
Context

The changes to the ground floor are results of the client's desire to improve the retail offering by extending the ground floor retail space on the Charing Cross side, by reducing the covered area at ground level which is currently difficult to maintain as a pleasant space, this area is currently used as a cut through from Charing Cross and a covered area which encourages loitering.

Topography

The site slopes from East to West towards Trafalgar Square, as well as rear to front towards The Strand. This slope in topography has been accommodated within the existing building, and its later extension at ground floor.

Approach from Strand



Frontage of 11 Strand



Recently Extended Retail (2010)

