

01: southern approach (junction of New Bond Street and Brook Street)



Welcome...

Welcome to an exhibition of Great Portland Estates proposals for the redevelopment of their Hanover Square Estate.

Great Portland Estates believe that the Masterplan development provides a unique opportunity to deliver benefits to the local area, beyond that of the baseline Act Scheme.

The Masterplan proposals will:

- Revitalise this part of Mayfair
- Provide new 21st century retail provision on New Bond Street
- Incorporate new high quality shopfronts
- Bring new residential units into the West End
- Include a new public courtyard, providing a much needed 'oasis' space in the area
- Improve permeability via new publicly accessible routes through the site

We would like you to look at the boards on display to view our plans. Members of the development team are also on hand to answer any question you may have regarding our proposals.

At the end of the exhibition we would be grateful if you could take the time to complete a questionnaire to let us know your views.





a unique opportunity

the Crossrail Scheme

The Crossrail Act of 2008 made provision for construction of Crossrail Line 1. This major transport infrastructure project will introduce a railway linking Maidenhead and Heathrow with Abbey Wood and Shenfield through new tunnels under central London. The project is now being implemented by the Mayor and Secretary of State for Transport through Crossrail Limited.

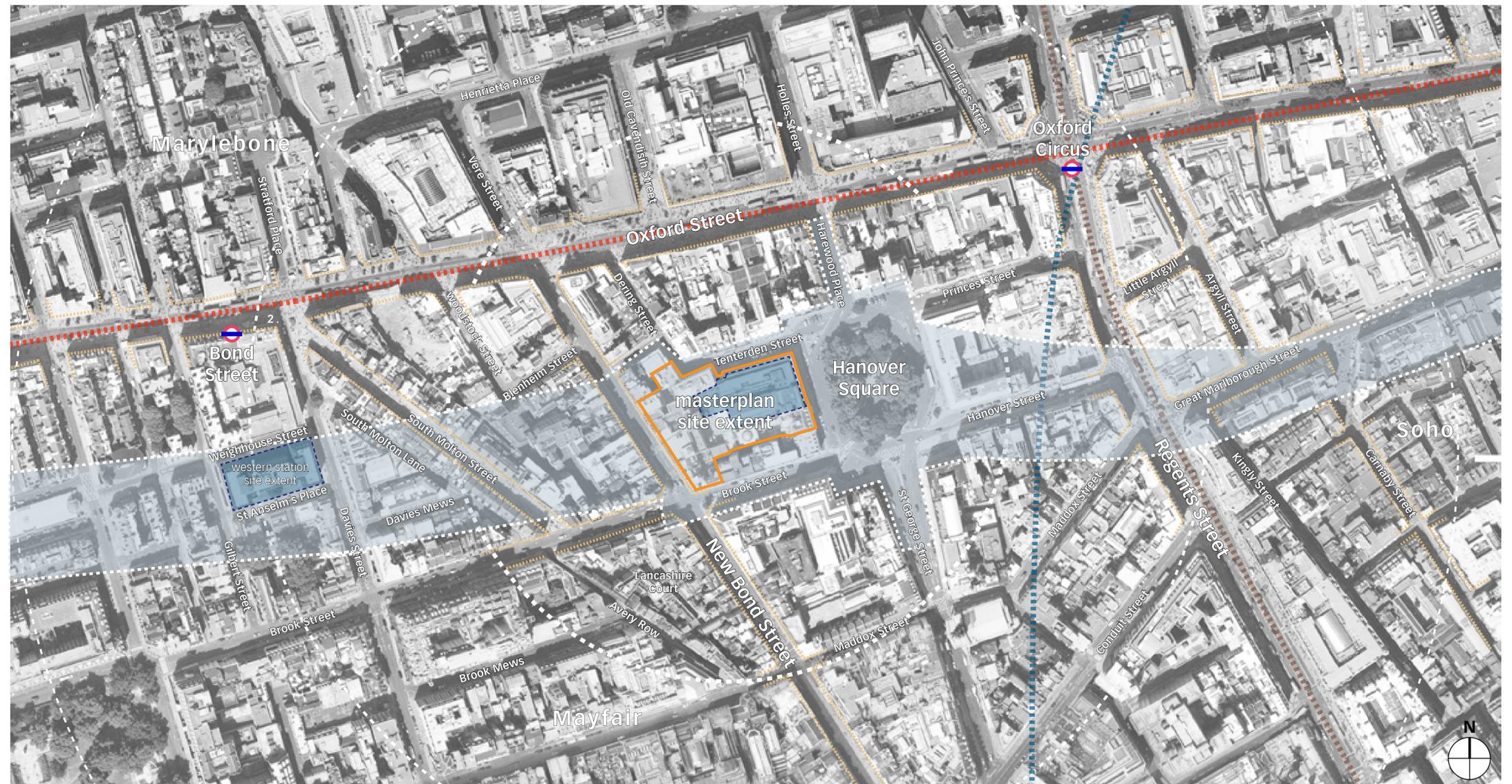


line-wide schematic showing the proposed Crossrail route

Bond Street Station

The proposed Bond Street station falls within the central section of the Crossrail line and is located between Paddington station to the west and Tottenham Court Road station to the east.

The Crossrail station will incorporate two ticket halls; Bond Street West (at Davies Street), and Bond Street East at 18 & 19 Hanover Square. These are linked below ground via the platform tunnels which run in an east-west orientation. The proposal at Bond Street also includes a link connecting to the existing London Underground Bond Street station.



location plan showing the proposed twin entrances to the proposed Bond Street Crossrail Station

the existing Masterplan site

-  existing underground station
-  Central line
-  Victoria line
-  Bakerloo line
-  proposed crossrail line safeguarding
-  proposed crossrail station entrances
-  primary retail frontage
-  Masterplan site

Hanover Square - western face (looking south)



21 20 19 18 Hanover Square 1 18 16

Hanover Square - western face (looking north)



21 20 Hanover Square 19 18 17

New Bond Street elevation - eastern face



73 New Bond Street 72 New Bond Street 70 - 71 New Bond Street 69 New Bond Street 67 - 68 New Bond Street 65 - 66 New Bond Street 64 New Bond Street

New Bond Street / Brook Street junction (looking north)

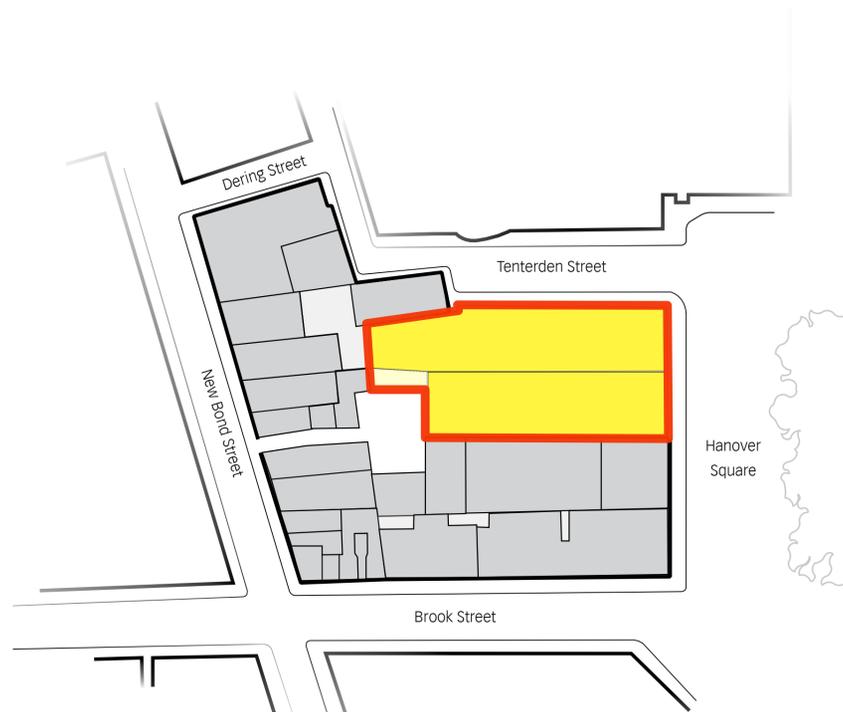


72 - 66 New Bond Street 64 New Bond Street 14 - 18 Brook Street 12 Brook Street

a new Crossrail station...

The Hanover Square Masterplan

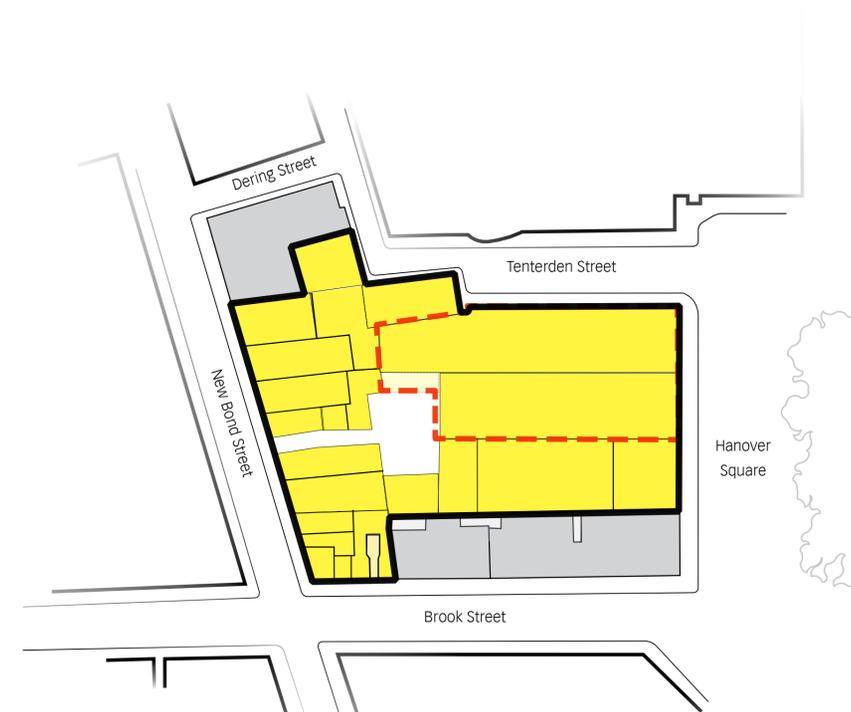
'Act Scheme' or Masterplan alternative



indicative site plan showing Act Scheme site extents

the default Act Scheme scenario

- Redevelopment of some form will be required due to new Crossrail Station
- 'Act Scheme' has been produced for 18 & 19 Hanover Square only
- Site in process of demolition
- Offers baseline position should Masterplan not be adopted



indicative site plan showing wider Masterplan site extents

the benefits of wider Masterplan integration

- Unique opportunities offered by more comprehensive development and larger site area
- Masterplan scheme offers a sustainable, efficient and fully integrated development
- Increased station frontage and enhanced station connectivity
- Wider connections to New Bond Street, Brook Street, Dering Street (and Oxford Street)
- No. 1 Tenterden St demolished increasing station visibility
- Improved integration of station functions
- Alternative vent shaft location allows more sensitive incorporation within built fabric
- Demolition of neighbouring buildings reduces need for temporary works & propping
- Larger site reduces construction impact upon Hanover Square and wider area
- Potential for reducing construction period by simultaneous / overlapping construction

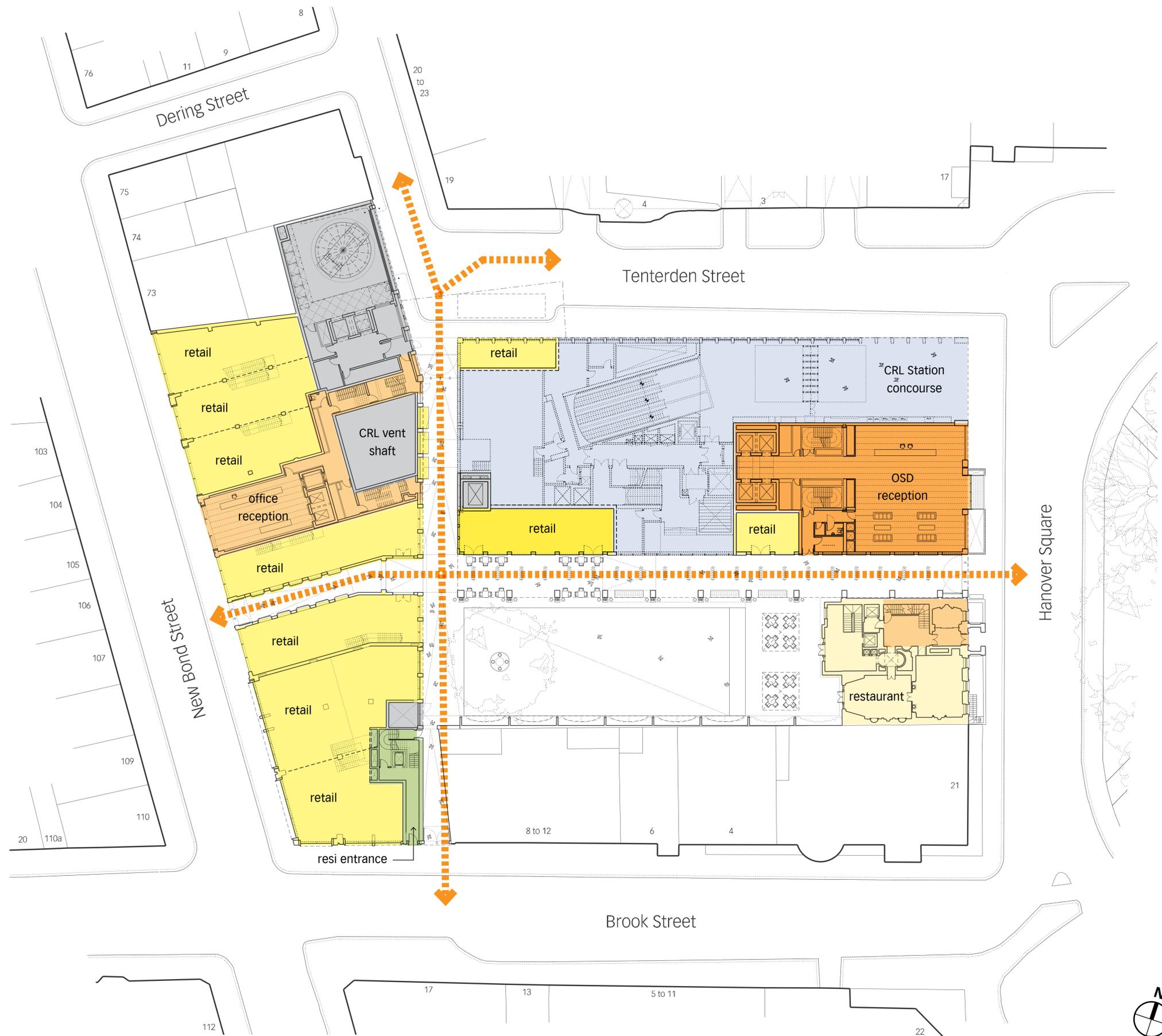
the ground floor configuration

unlocking the potential of the site

- Significant increase in active retail frontage
- New publicly accessible masterplan site
- Four new routes offer improved connectivity
- Station concourse addresses direction of primary passenger flow (north-east toward Oxford Circus)
- No. 1 Tenterden Street removed to simplify urban grain
- New courtyard measuring 15m by 45m plus additional covered colonnade under southern edge of OSD
- New restaurant to rear of 20 Hanover Square activates courtyard space and celebrates historic fabric
- 20 Hanover Square sensitively refurbished to provide high-quality office accommodation above
- Generously proportioned reception to Over-Station development (OSD) befitting landmark building.
- Clean efficient and flexible floorplates at upper levels
- Central cores to maximise natural daylighting
- Retained facade to New Bond Street frontage
- Crossrail vent shaft integrated within new buildings
- High-quality residential apartments accessed from dedicated reception on Brook Street
- Delivery bay servicing located in least sensitive location (with site-wide energy centre above)

key:

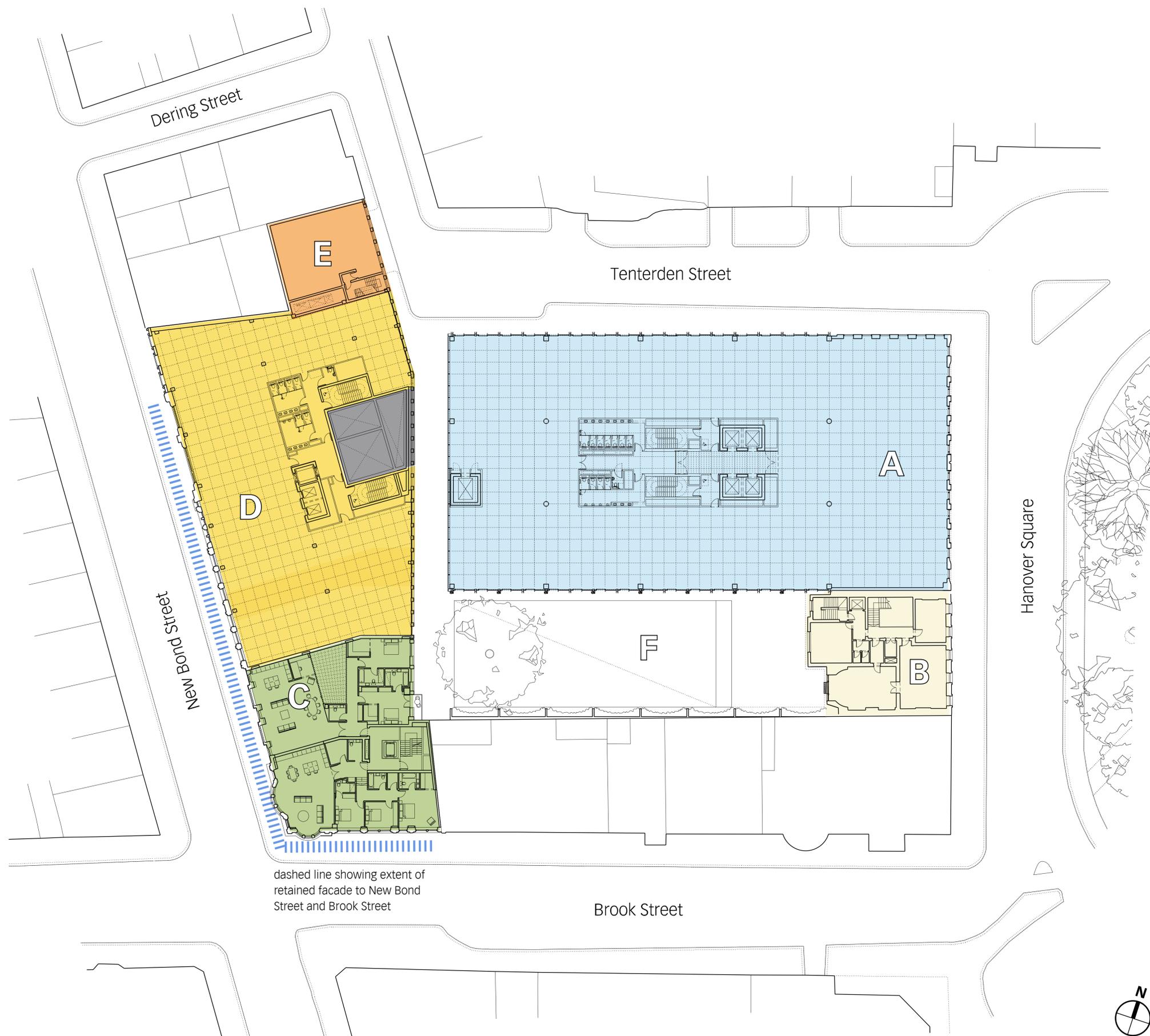
- office reception and core
- retail units
- restaurant
- residential entrance
- CLRL station and back of house
- back of house / servicing
- new public routes through the site



please note:

the Crossrail Station as shown on both plans and CGI's are for indicative purposes only. The station design is led by an independent team and subject to separate application.

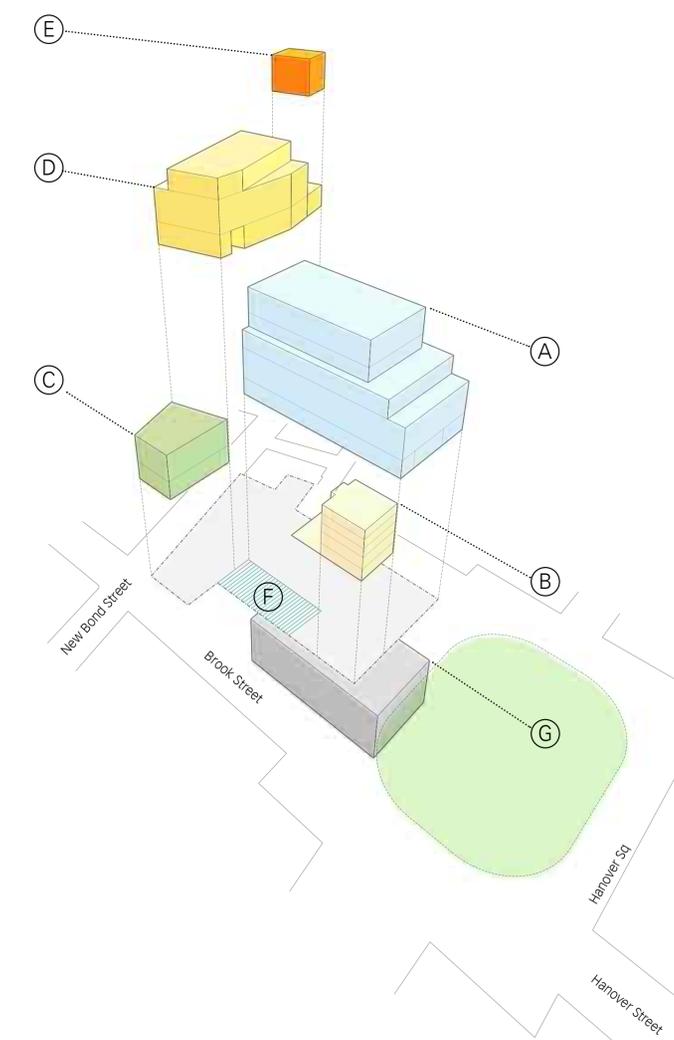




the Masterplan components:

the built form above ground

- the Over-Station Development (OSD)
- refurbished 20 Hanover Square
- Brook Street residential apartments
- New Bond Street office building
- site-wide service bay and energy centre
- new public courtyard and routes
- Crossrail vent shaft



thoughtfully designed and detailed

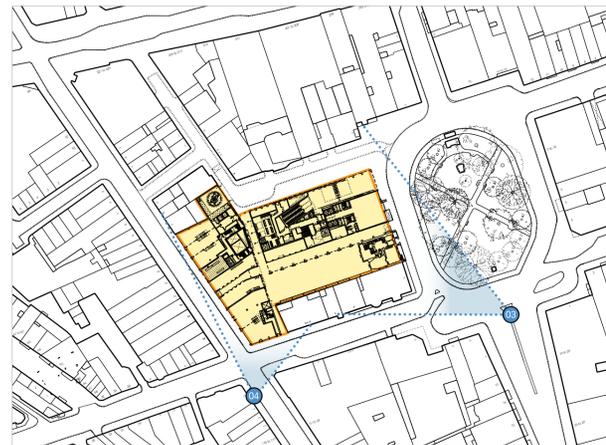
design approach and material selection

- Creation of an architecture that will be recognisable, robust and durable
- Hanover Square frontage to respectfully acknowledge the adjoining listed facade of No. 20
- A carefully selected material palette
- Use of materials that embody quality and longevity
- Hanover Square elevation to incorporate hand laid brickwork, granite, portland stone and metal clad roof mansard
- Elsewhere predominant materials present buildings that are modestly handsome
- Good quality, tried and tested indigenous materials resulting in buildings that get better with age
- Small areas of complementary ornate materials, add detail and depth
- Simple, robust well scaled detailing throughout



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03: view from the south side of Hanover Square

04: view from junction of Brook Street and New Bond Street



a regeneration opportunity

benefits of the New Bond Street proposals:

- Existing facade retained with fabric carefully repaired and restored
- Detrimental building at No 72 demolished with new high quality architectural replacement
- New high quality shopfronts with shared Masterplan identity
- Flagship store at corner of New Bond Street / Brook Street junction
- New retail to encourage the renaissance of northern New Bond Street
- Increased pedestrian draw and footfall to re-establish the connection to Oxford Street
- New office floorplates within 67-72 New Bond Street
- Recessed 5th floor with external terrace
- New residential units to south, accessed from dedicated Brook Street reception
- Two new entrances to the public courtyard, created through the existing Medici Court arch, and a new opening within the Brook Street frontage
- Improved connections also link Bond Street to the Crossrail Station, Hanover Square and the north-east



05: view of proposed new facade at 72 New Bond Street

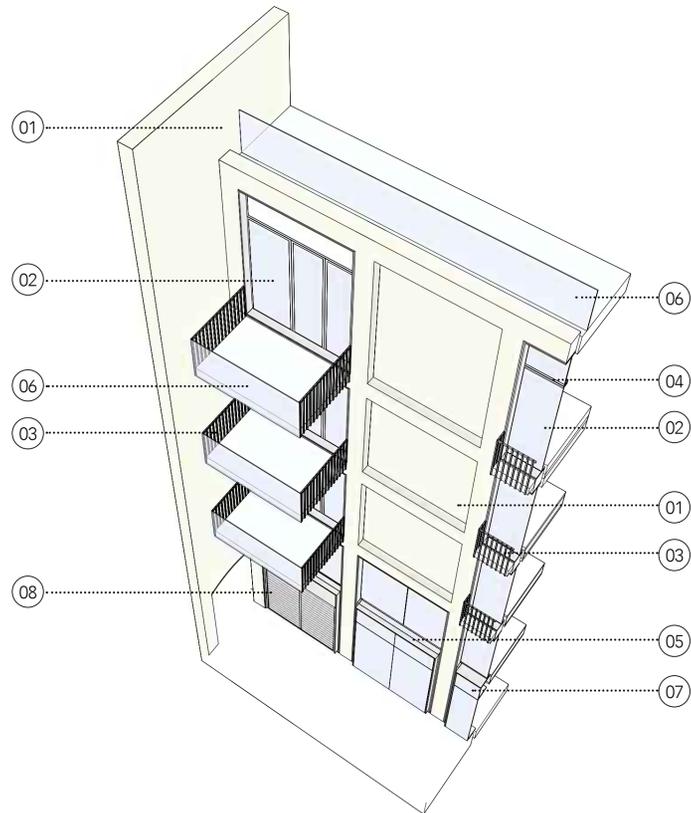
a sensitive and balanced solution

The Hanover Square Masterplan

the New Bond Street rear facade

varied treatments within a singular framework

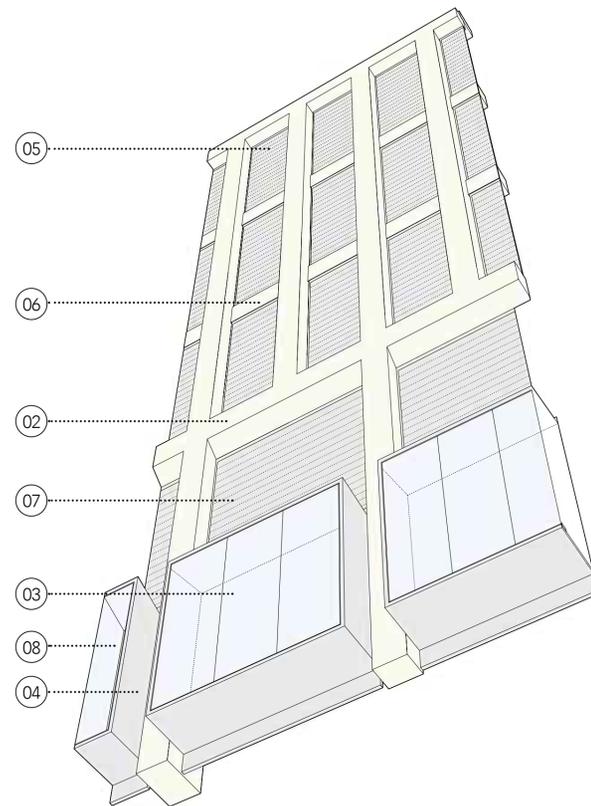
The new facade to the rear of the New Bond Street building will feature a shared motif of punched openings in a buff stock brick facade. However, this elevation will be enlivened by treatment variations, implicit in the different functions that occupy the building.



residential component

material key:

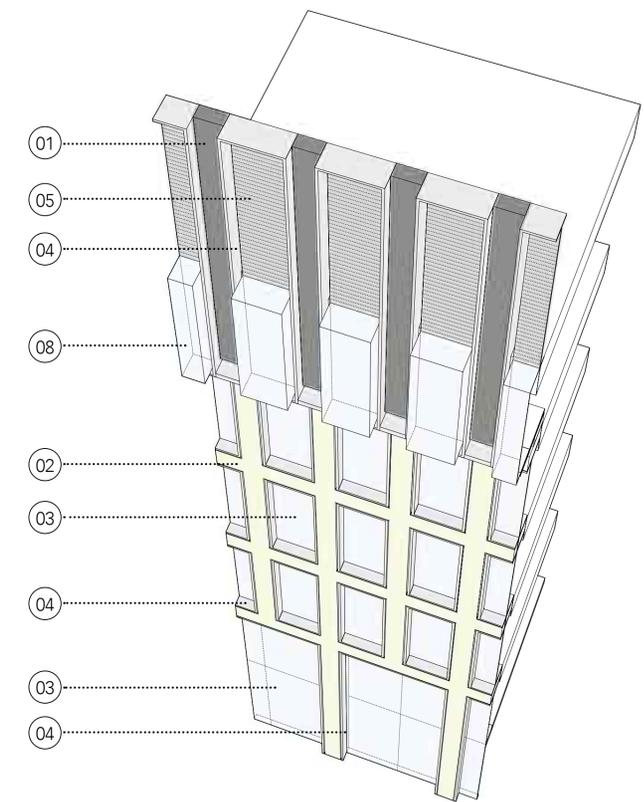
- 01 - buff coloured stock brickwork
- 02 - clear glazing
- 03 - metal railings (to balcony and juliet balcony)
- 04 - anodised aluminium window frames
- 05 - stainless steel window reveals / surrounds
- 06 - glass balustrade
- 07 - glass spandrel panel
- 08 - stainless steel louvers to the EDF entry panel



Crossrail vent shaft

material key:

- 01 - black back-painted glass
- 02 - buff coloured stock brickwork
- 03 - clear glazing
- 04 - stainless steel window reveals / surrounds
- 05 - perforated stainless steel sheet
- 06 - recessed brick spandrel panel
- 07 - fluted stainless steel over-panels
- 08 - projecting glass window display box



office facade and retail frontage

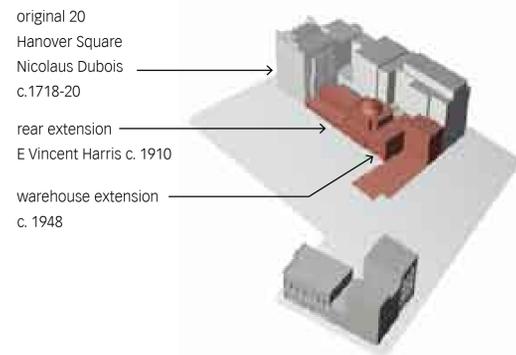
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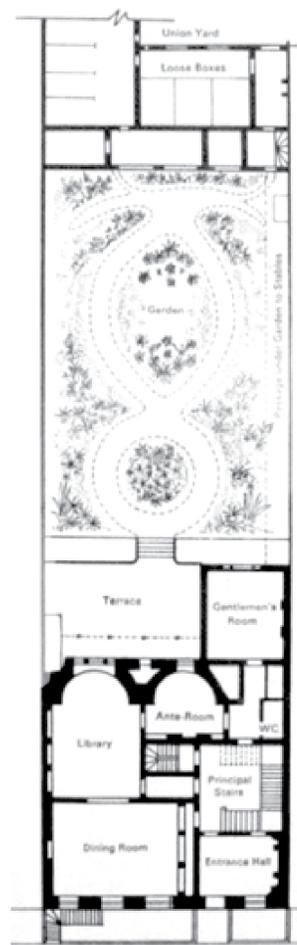
20 Hanover Square

restoring the original configuration

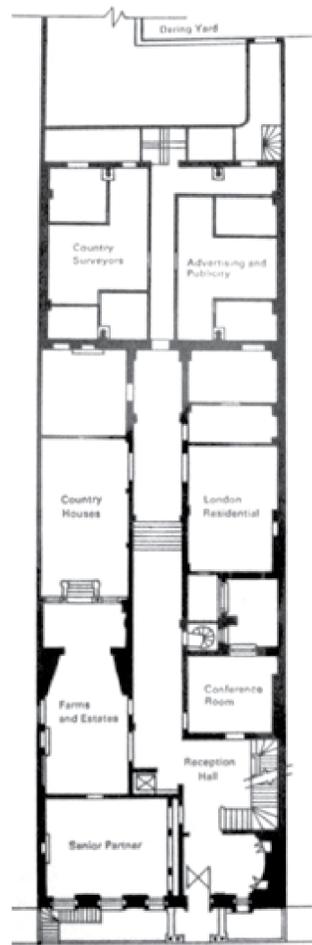
- Use of 15 St James' Square as a historical precedent
- Proposal return 20 Hanover Square to its original 18th century townhouse configuration
- Removal of later 20th century rear extension and warehouse to create new public space
- Full restoration of original period spaces and reception rooms at ground and first floor
- Respectful refurbishment of upper floor in keeping with historic fabric
- Rear facade rebuilt in facsimile historical style
- New public access to ground floor and basement areas via new restaurant usage
- Sympathetic incorporation of modern commercial servicing requirements throughout



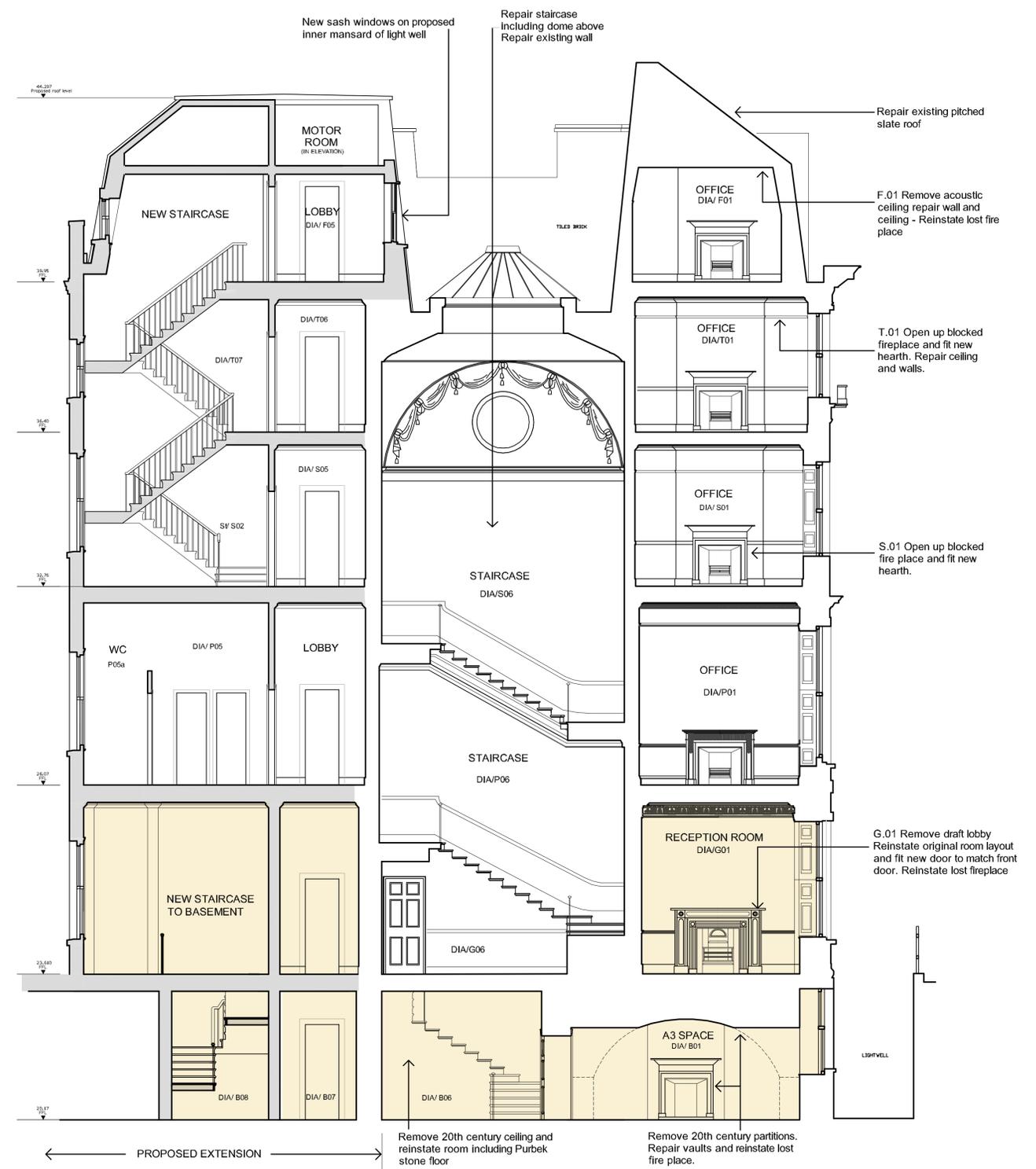
schematic showing proposed removal of rear extension



original ground floor plan (1877)



extended ground floor plan (1976)



the restored cross-section (highlighting area of new restaurant)

revealing the areas of special architectural interest



ground floor reception room decorative balustrading feature stairwell stairwell lantern ground floor reception vaulting spiral stair to basement

06: view from the north side of Hanover Square



a refined building design

The Hanover Square Masterplan

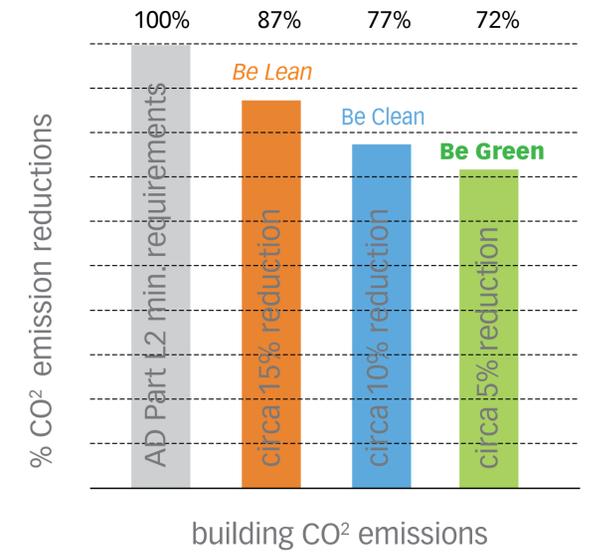
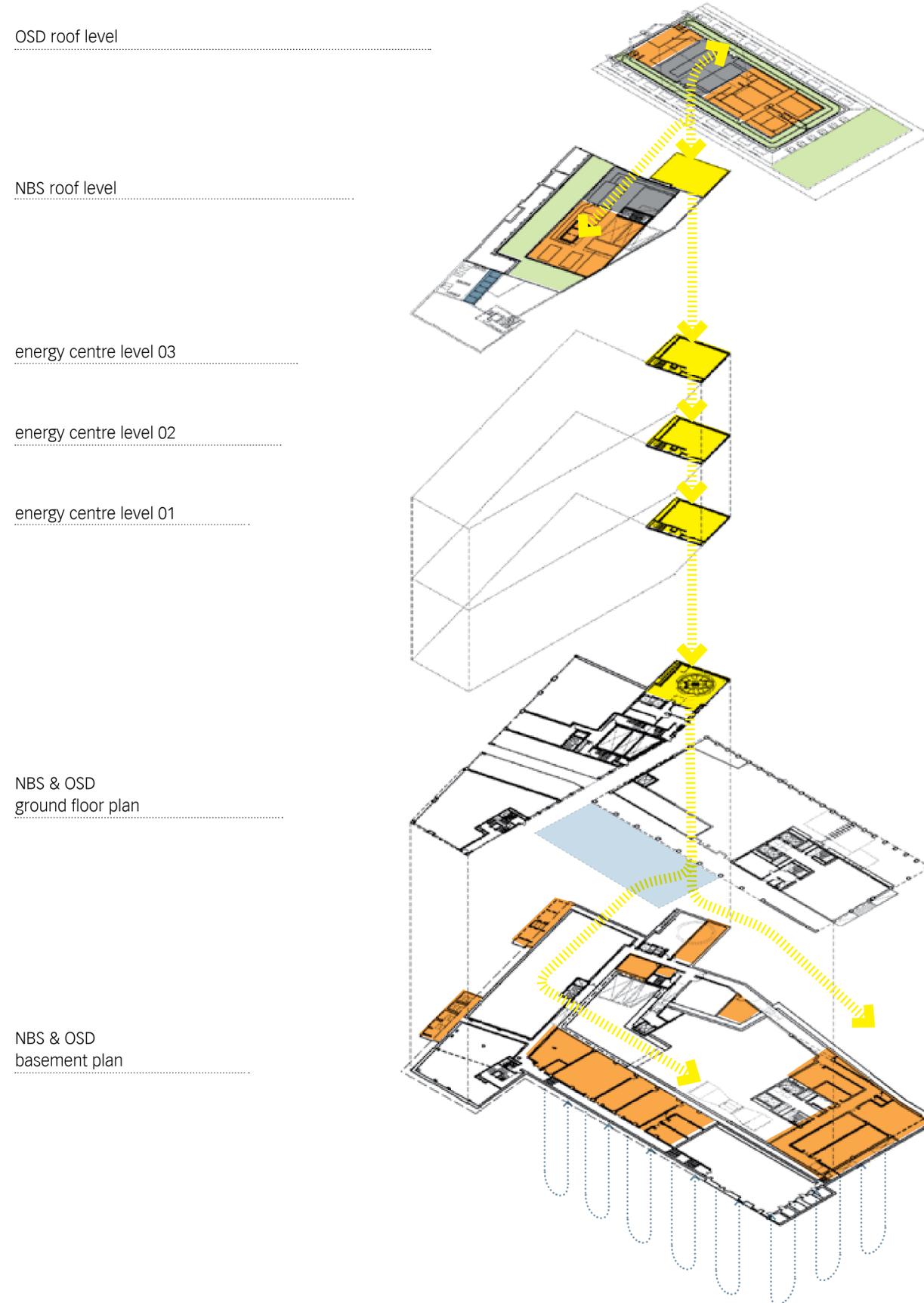
a fully integrated energy solution

sustainable and energy efficient

The integrated energy strategy minimises energy consumption and associated carbon dioxide (CO2) emissions through use of renewable energy, passive design and energy efficient plant.

Moreover, every attempt has been made to create a highly sustainable development, the key aspects of which are listed below.

- Centralised site wide plant increasing overall efficiency
- Combined Heat and Power (CHP)
- Photovoltaic cells
- Ground source heat pump (energy piles) installed within Crossrail foundations
- Solar thermal panels (residential)
- Air source heat pumps (residential)
- Storm water attenuation (under public space)
- Increased biodiversity through use of green roofs and planting to public space
- Excellent access to local public transport
- Re-use of a city centre brown-field site
- Simple structural grids facilitate long term flexibility
- Densification as appropriate for a key central site
- Truly mixed use development instilling a legacy of long-term success
- Key materials to achieve the Green Guide 'A' rating



a lean design:

Achieved through good passive solar design, improvement of the thermal element U-values beyond Approved Document Part L2, appropriate glazing ratios and type, and the specification of energy efficient fittings and fixtures.

clean energy:

Targeted through plug-in to district CHP (Combined Heat and Power), which if available will efficiently supply both power and hot water to the site.

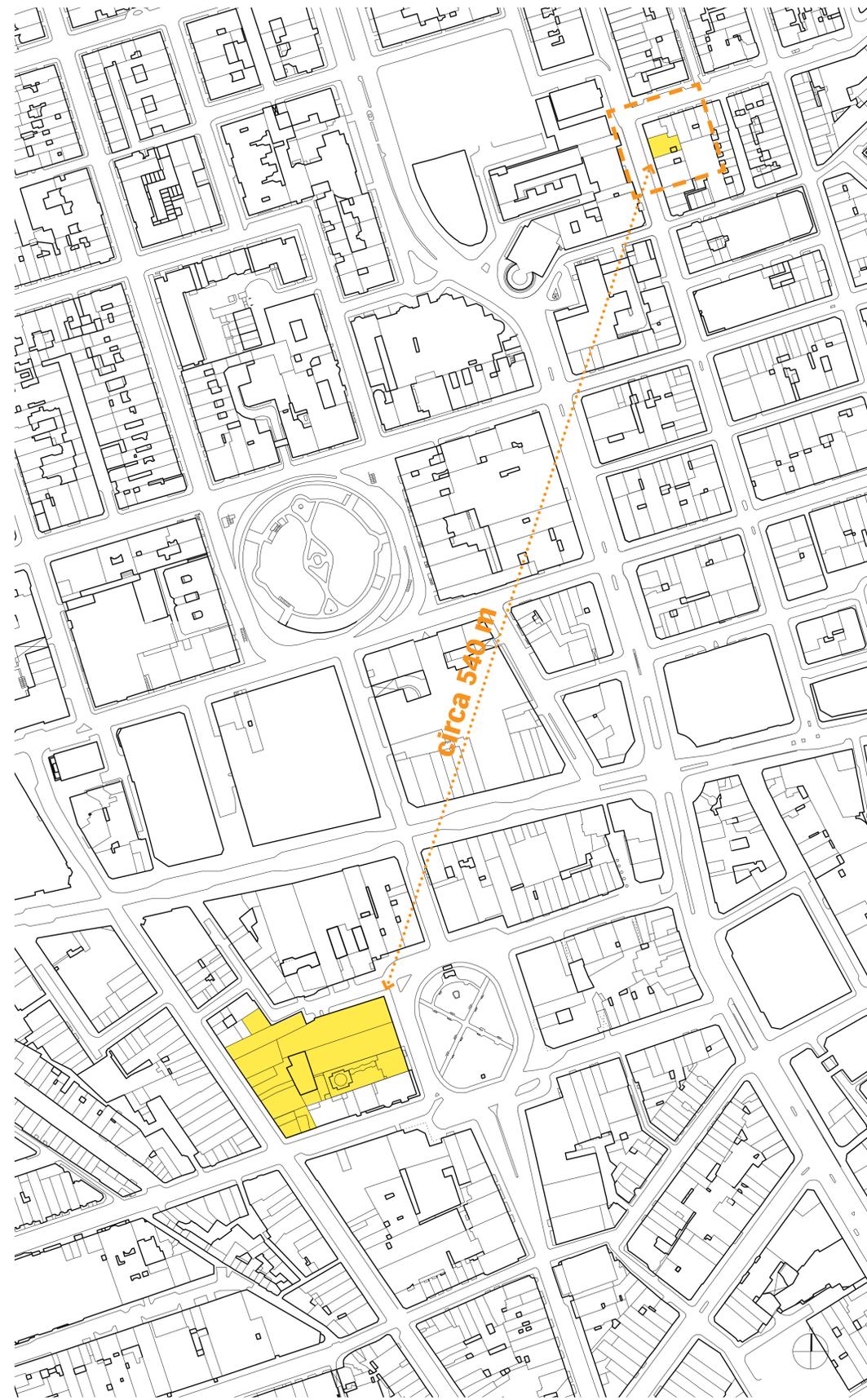
green technologies:

Incorporated through the use of renewable energy, with PV (photo-voltaic) panels and solar thermal hot water for the residential units

90-92 Great Portland Street:

creating a balanced land use mix:

- Masterplan proposal includes development of a residential scheme at 90-92 Great Portland Street
- Site provides additional housing floorspace to meet shortfall at Hanover Square
- Site in close vicinity of masterplan (circa 540m)
- This off-site residential scheme will create a policy compliant land use mix in conjunction with the Hanover Square masterplan.
- Great Portland Street well suited for residential use and more suitable location than Hanover Square
- Great Portland Street site lies outside Central Activities Zone (CAZ)
- Building at 90-92 suitable for conversion to residential use with minimal alteration
- Property is within freehold ownership of GPE
- New residential units within refurbished building will be in lieu of existing office use and showroom
- Off-site accommodation will be delivered in advance of Hanover Square



site location plan showing site in relation to the Hanover Square Estate



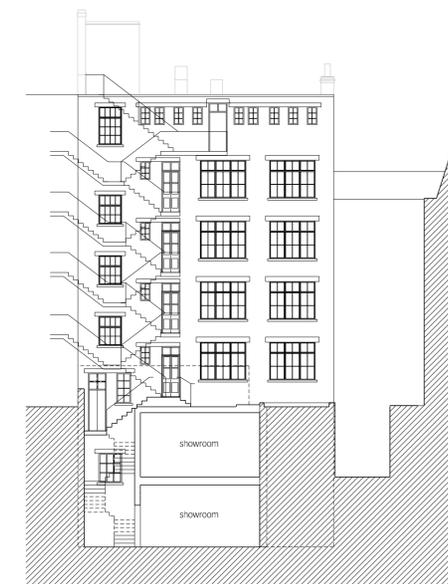
Great Portland Street context street elevation



existing front elevation



proposed front elevation



existing rear elevation



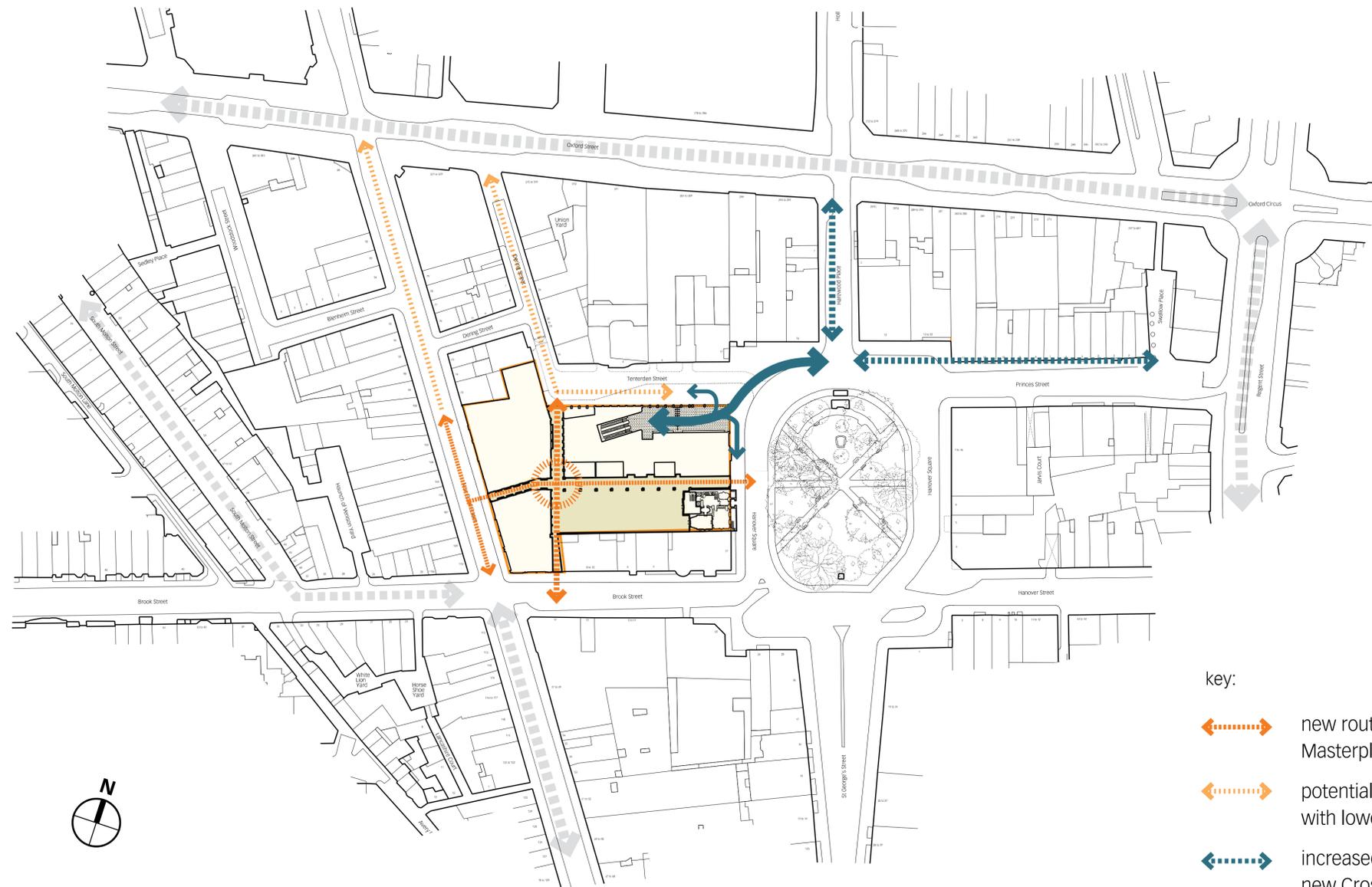
proposed rear elevation

improving connections

a pivotal location in Westminster

New routes significantly improve upon existing and baseline Act condition. As such the Masterplan offers:

- New links improve permeability and accessibility throughout wider area
- Improved linkages between the key ORB streets (Oxford, Regent and Bond Street)
- A reduction in urban block size in line with other successful public space in central London
- New frontage providing additional opportunities for activating the public realm
- The activation of the new courtyard by multiple pedestrian movement lines
- Spaces that will be well used, with through routes bringing people into the space from the surrounding areas
- A level of activity that will animate the space making it feel vibrant and safe



key:

- ← - - - - - → new routes unlocked by the Masterplan development
- ← - - - - - → potential re-connection of Oxford Street with lower stretches of Bond Street
- ← - - - - - → increased pedestrian flows due to the new Crossrail Station
- ← - - - - - → existing primary pedestrian routes

plan showing integration of Masterplan within wider urban context

identifying a need for public space

Publica conducted a comprehensive critical analysis of the local area and existing public realm provision, with survey work showing a clear existing need for good public space in the area.



Fenwick's

Brook Street

Princes Street

Kitchen break, Brook's Mews

Cigarette break, Woodstock Street

Shopping break, Blenheim Street

Lancashire Court

opening up the site...

The Hanover Square Masterplan

four new public entrances



A - New Bond Street (Medici Court)...
existing framed opening forms entrance to proposed Medici arcade



retail arcade



B - Dering Street / Tenterden Street...
No. 1 Tenterden Street demolished in lieu of new entrance



back mews



C - Hanover Square (western face)...
proposed location of new Hanover Square entrance to OSD colonnade



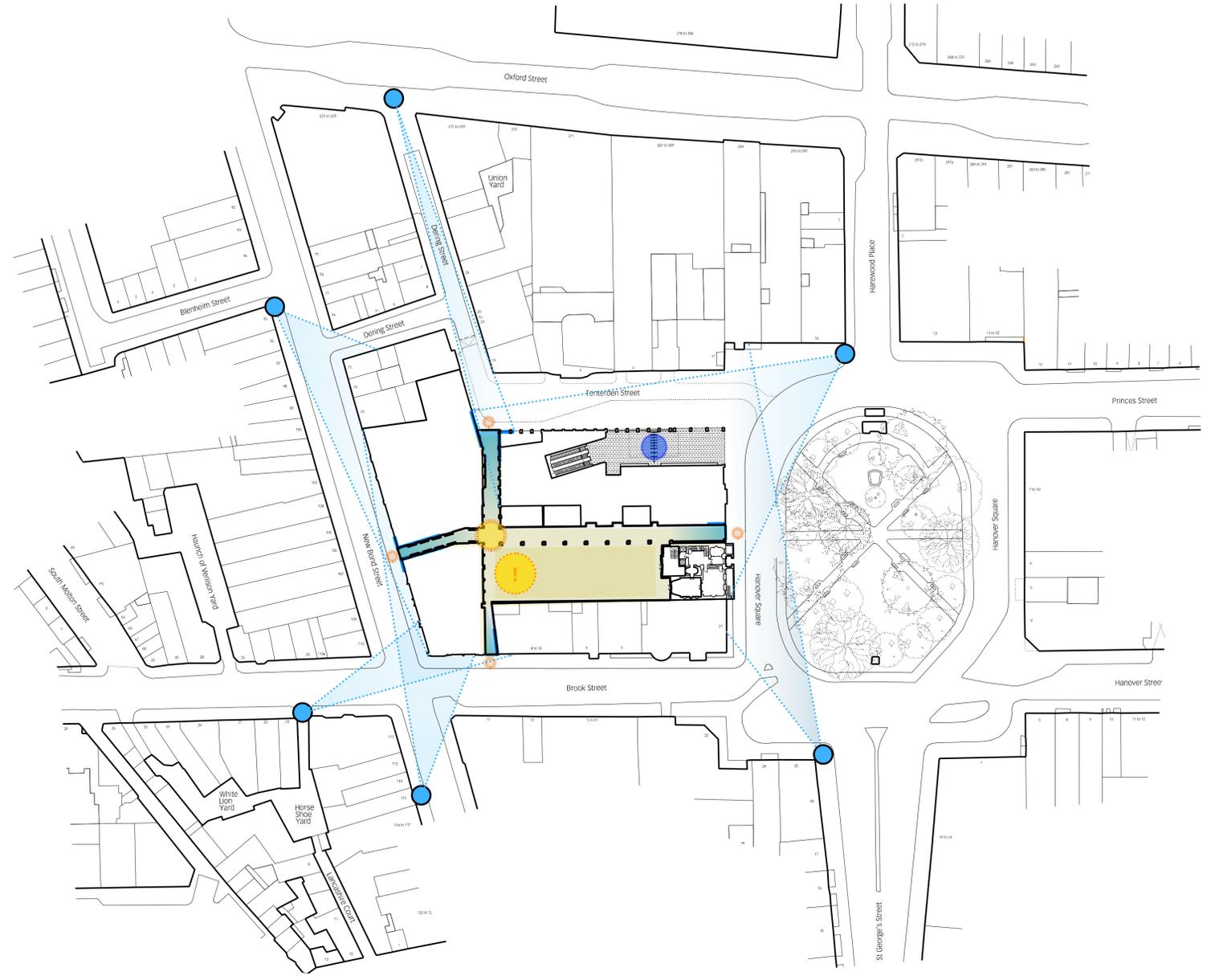
formal colonnade



D - Brook Street retail
existing shopfront aperture forms entrance to Brook Street passage



passage / cut



thresholds and focal points

The base strategic diagram identifies the following key townscape components:

- the external visibility of the thresholds
- creating pedestrian draw from external decision points
- signposting the public space through hints of interior
- creation of an element of surprise / delight
- further reward upon intimate discovery

key:

- key mid-distance approaches
- ☀ thresholds / decision moments
- ☀ internal focal point at crossing point
- element of rewarding discovery
- ☀ Crossrail entrance (related focal point)



view A: the restaurant terrace looking west to the rear of New Bond Street

a new courtyard of surprise and delight

The Hanover Square Masterplan

part of the Mayfair...

the design philosophy:

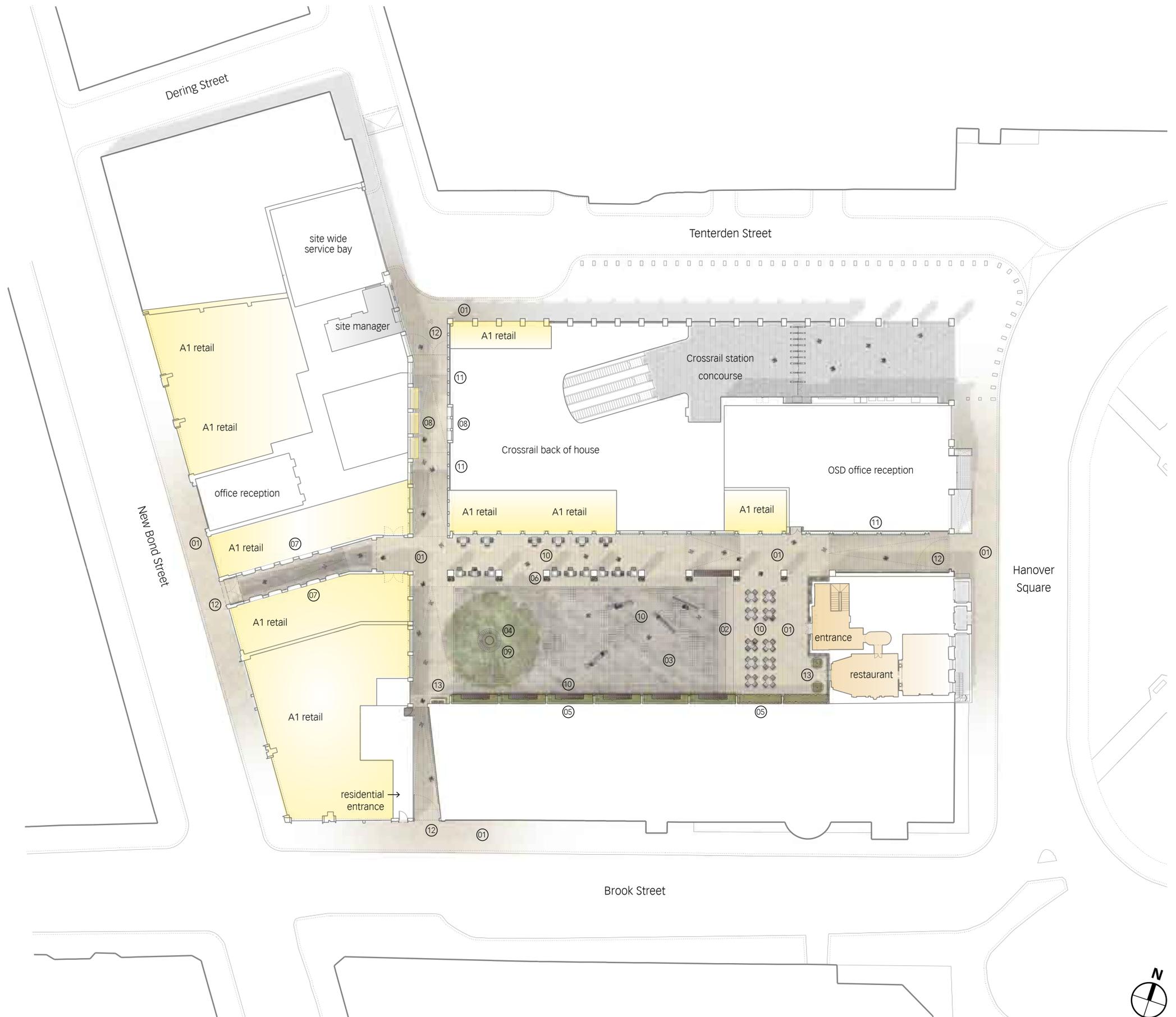
- A feel of a place that's always been there
- Enhance and promote permeability
- Contribute to the revitalisation of this part of Mayfair
- Creation of a space that is useful and valued
- A simple design incorporating surprise and delight
- Well managed amenity, maintained for long term success

materials and key components:

01. York stone flag paving
02. shallow stone steps
03. small scale smooth stone setts
04. single mature tree
05. border evergreen hedging (e.g. Yew or similar)
06. climbing plants to OSD columns - e.g. Wisteria
07. retail arcade inc. glazed display vitrines
08. cultural display vitrines and integrated seating alcove
09. fixed seating (around base of tree)
10. high quality seating (from shared family)
11. public art
12. decorative metal gates
13. window boxes / potted plants

please note:

Public realm improvements associated with the Crossrail station (to Hanover Square and Tenterden Street) are indicative only at this stage and are subject to design development and separate application by Crossrail.



a well considered space

a simple and uncomplicated philosophy:

- High quality materials, lighting and landscaping
- A destination unique to the West End
- Aligns with and contributes to wider strategic objectives
- Integrated public art
- Passive party wall provides opportunity for planting
- A continuation of the traditional Westminster palate
- A destination unique to the West End
- Rear of no. 20 Hanover Square restored
- Flexibility through a simple and uncluttered central space

fully accessible and inclusive:

- Public space located at median level minimising steps, ramps and level changes
- Maximised accessibility for all users
- Small terrace enhances setting of listed building and denotes dedicated restaurant usage
- Integrated seating defines level change thresholds and avoids trip hazards

safely managed and well maintenance:

- Actively designed to promote security and crime prevention
- Site wide 24hr management presence
- Continuous on-site maintenance and active site security
- Ambition for 24 hour opening - providing continuous public access
- Passive surveillance via active frontages
- CCTV to offer a minor deterrent and incident record



view B: from the western edge of the courtyard of terrace looking north-west towards the colonnade



a unique and successful legacy...

The Hanover Square Masterplan

Thank You...

Thank you for attending this public exhibition for the Hanover Square Masterplan. We hope you found the material useful and informative.

The proposals presented will enable us to:

- Provide new high quality shopfronts with shared Masterplan identity
- Encourage the regeneration of New Bond Street and re-establish the connection to Oxford Street
- Supply new residential units on site and elsewhere in the West End
- Incorporate a much needed public oasis
- Improve pedestrian permeability to Hanover Square from Bond Street and Brook Street

We would be grateful if you could take a few moments to fill in a feedback form giving us your thoughts. This can be completed and left with the on-site staff or sent back to us later using the FREEPOST address.

In addition, if you have any further questions or would like any further information, please contact:

Nicholas Vose

nicholas.vose@fourcommunications.com

0870 6269 081



07: view south from the Dering Street approach