

WELCOME

WELCOME TO A PUBLIC EXHIBITION OF THE PROPOSALS FOR THE REDEVELOPMENT OF AUDLEY SQUARE CAR PARK AND THE ASCOTT HOTEL TO PROVIDE A HIGH QUALITY RESIDENTIAL APARTMENT BUILDING THAT SEEKS TO FIT IN WITH THE SPIRIT OF MAYFAIR.

THE SITE COMPRISES AUDLEY SQUARE GARAGE (5 – 7 AUDLEY SQUARE), 4 AUDLEY SQUARE, THE ASCOTT HOTEL (49 HILL STREET) 4 – 7 WAVERTON STREET AND 4 RED LION YARD.

CAUDWELL PROPERTIES (109) LTD. WILL SHORTLY BE SUBMITTING A PLANNING APPLICATION TO WESTMINSTER CITY COUNCIL.

YOU ARE INVITED TO VIEW THE BOARDS ON DISPLAY, WHICH OUTLINE OUR PROPOSALS FOR THE SITE. WE WOULD BE GRATEFUL IF YOU COULD COMPLETE A FEEDBACK FORM TO LET US KNOW YOUR VIEWS ON THE SCHEME.

MEMBERS OF THE DEVELOPMENT TEAM ARE ON HAND TO ANSWER ANY QUESTIONS YOU MAY HAVE AND PROVIDE FURTHER INFORMATION ON THE PROPOSALS.



EXISTING VIEW: AUDLEY SQUARE

THE TEAM

OUR AMBITION FOR AUDLEY SQUARE HOUSE IS TO CREATE THE FINEST RESIDENTIAL APARTMENT BUILDING IN MAYFAIR TO BE NEW BUILT IN RECENT DECADES. OUR APPROACH IS TO CARRY FORWARD THE HISTORIC CLASSICAL CHARACTER THAT HAS MADE MAYFAIR ONE OF THE MOST DESIRABLE RESIDENTIAL NEIGHBOURHOODS IN THE WORLD.

IN APPOINTING NEW YORK BASED ROBERT A.M. STERN ARCHITECTS, CAUDWELL PROPERTIES HAVE CHOSEN A LEADING INTERNATIONAL DESIGN PRACTICE THAT HAS DEMONSTRATED ITS ABILITY TO DESIGN HIGH QUALITY BUILDINGS THAT DO NOT CLASH WITH OR STAND APART FROM THEIR SURROUNDINGS, BUT RATHER FIT IN COMFORTABLY AMONGST THEIR NEIGHBOURS.

WE BELIEVE THIS STRATEGY OF RESPECTFUL ENGAGEMENT, RATHER THAN THE DISRUPTION OF A "NEW THING," IS THE KEY TO ENDURING VALUE—BOTH FOR OUR PROPERTY, AND FOR THE NEIGHBOURHOOD AS A WHOLE.

ROBERT A.M. STERN ARCHITECTS IS PLEASED TO BRING THIS APPROACH TO WHAT WILL BE THE FIRM'S FIRST BUILDING IN THE U.K.

MSMR ARCHITECTS - UK TECHNICAL ARCHITECTS SUPPORTING ROBERT A.M. STERN ARCHITECTS

FORMED IN 2000, MSMR ARE A LONDON BASED PRACTICE WITH PARTICULAR EXPERTISE IN RESIDENTIAL ARCHITECTURE AND INTERIORS. THE PRACTICE HAS BEEN PROVIDING A SUPPORTING ROLE, WORKING CLOSELY WITH RAMSA SINCE 2012, TO PROGRESS THE DEVELOPMENT OF AUDLEY SQUARE HOUSE.

CAUDWELL PROPERTIES
(109) LTD
CLIENT

CHAPMANBDSP
SERVICES & SUSTAINABILITY
CONSULTANTS

EC HARRIS LLP
CLIENT REPRESENTATIVE

PETER STEWART
CONSULTANCY
TOWNSCAPE CONSULTANT

GILLESPIES LLP
LANDSCAPE ARCHITECT

FOUR COMMUNICATIONS
PR & COMMUNICATIONS
CONSULTANT

DP9
PLANNING CONSULTANT

KM HERITAGE
HERITAGE & CONSERVATION
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THE DAVIDSON ARTS
PARTNERSHIP
PUBLIC ART CONSULTANT

WEED
ENVIRONMENT CONSULTANT

OVE ARUP & PARTNERS
LIMITED
STRUCTURAL ENGINEERS

WYG
TRAFFIC CONSULTANT



TOWNHOUSE ON MORTON STREET
NEW YORK



RESIDENCE ON LONG ISLAND
LONG ISLAND, NEW YORK



SPANGLER CAMPUS CENTER
HARVARD BUSINESS SCHOOL, BOSTON, MASSACHUSETTS



15 CENTRAL PARK WEST STREET ENTRANCE
NEW YORK



PRESTON HOLLOW RESIDENCE
DALLAS, TEXAS



MUSISKWARTIER
ARNHEM, THE NETHERLANDS



RESIDENCE IN PALO ALTO
PALO ALTO, CALIFORNIA



ONE ST. THOMAS CONDOMINIUMS
TORONTO, CANADA



SUPERIOR INK TOWNHOUSES
NEW YORK

ROBERT A.M. STERN ARCHITECTS EXAMPLE PROJECTS

AUDLEY SQUARE HOUSE



THE SITE

THE SITE FORMS AN URBAN BLOCK FACING THREE ROUTES AND COMPRISES AUDLEY SQUARE GARAGE (5 – 7 AUDLEY SQUARE), 4 AUDLEY SQUARE, THE ASCOTT HOTEL (49 HILL STREET) 4 – 7 WAVERTON STREET AND 4 RED LION YARD, WHICH ARE SITUATED AT THE SOUTHERN END OF SOUTH AUDLEY STREET, CLOSE TO THE JUNCTION WITH CURZON STREET, IN THE MAYFAIR CONSERVATION AREA. NONE OF THE PROPERTIES ARE LISTED.

THE ORGANISATION OF THE BUILDINGS FORM PART OF AUDLEY SQUARE. THIS IS NOT A SQUARE IN A FORMAL SENSE BUT A ROW OF BUILDINGS PULLED BACK FROM THE MAIN BUILDING LINE OF THE STREET.

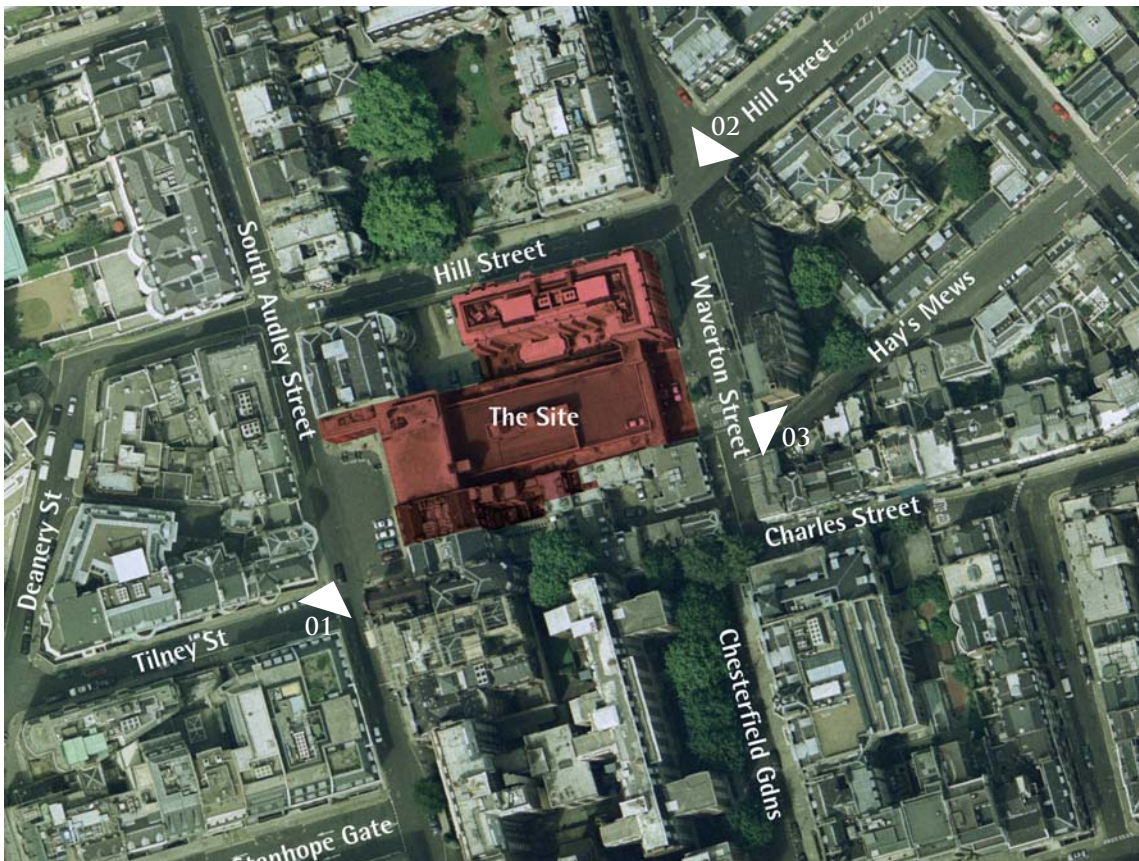
THE SITE IS DOMINATED BY THE AUDLEY SQUARE GARAGE BUILT IN THE 1960S FOLLOWING BOMB DAMAGE OF THE ORIGINAL BUILDINGS DURING THE BLITZ. THE GARAGE IS NOW CONSIDERED UNSIGHTLY, DETRACTING FROM ITS SURROUNDINGS.

NO. 4 AUDLEY SQUARE IS MOST LIKELY A MID-GEORGIAN TOWN HOUSE WHICH HAS BEEN REFACED, AND UNDERGONE SIGNIFICANT INTERNAL ALTERATIONS AND MODERNIZATION.

NO. 49 HILL STREET IS A LARGE MANSION BLOCK THAT REPLACED TERRACE HOUSING ON THAT SITE DURING THE 1930S. IT IS A SEVEN STOREY BRICK STRUCTURE WITH A LARGE MANSARD ROOF TOPPED WITH PLANT ROOM HOUSINGS. THE BUILDING FORMS THE CORNER OF HILL STREET AND WAVERTON STREET.

4 RED LION YARD IS A SMALL MEWS HOUSE WHICH WILL REMAIN LARGELY UNALTERED.

THE QUALITY OF THE TOWNSCAPE IS DIMINISHED AND INTERRUPTED BY THE REAR ELEVATION OF THE GARAGE ON WAVERTON STREET. HERE THE DISUSED PETROL FILLING STATION REVEALS THE UNATTRACTIVE REAR ELEVATION OF THE ASCOTT HOTEL.



LOCATION PLAN



VIEW 01: AUDLEY SQUARE - VIEW LOOKING NORTH



VIEW 02: HILL STREET - VIEW LOOKING WEST



VIEW 03: WAVERTON STREET- VIEW LOOKING NORTH

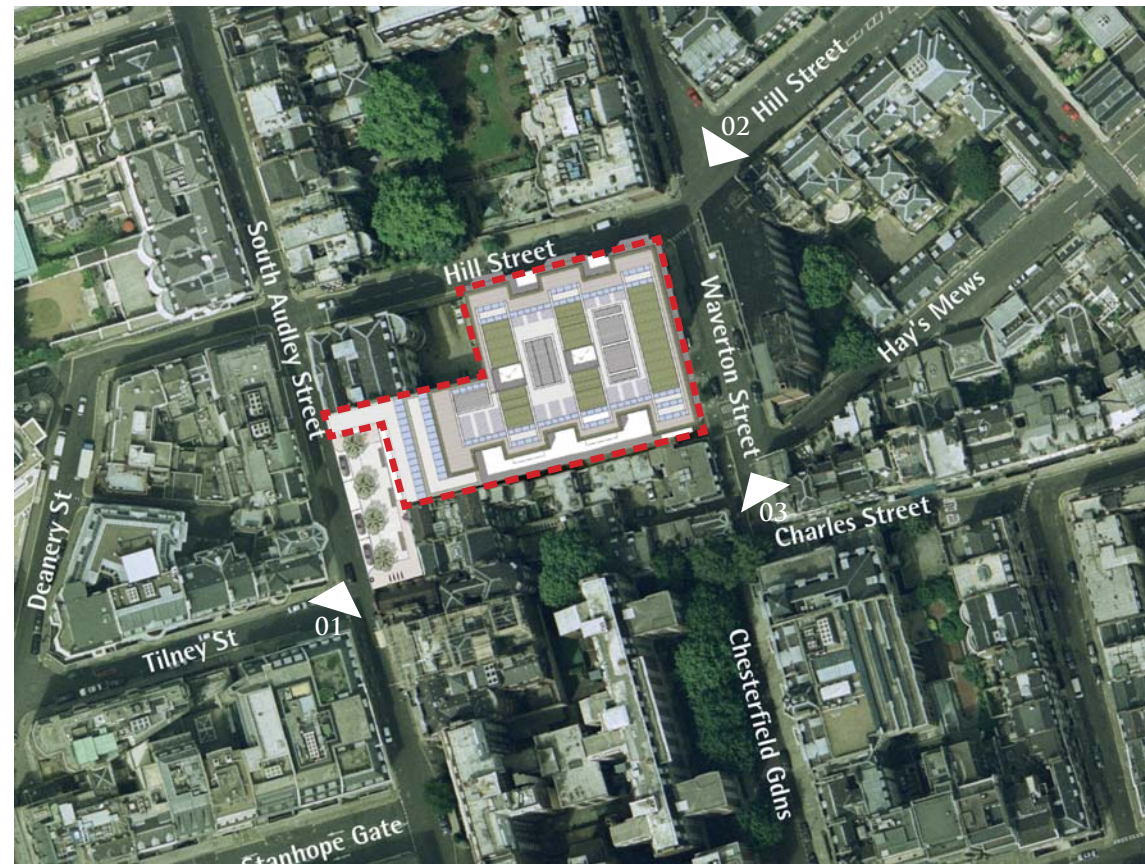
CONSENTED SCHEME

CAUDWELL PROPERTIES (109) LTD ACQUIRED THE SITE IN 2012 KNOWING THAT IT BENEFITED FROM PLANNING PERMISSION FOR A NEW RESIDENTIAL BUILDING DESIGNED BY FOSTER & PARTNERS ARCHITECTS.

THIS CONSENTED SCHEME IS A CLEARLY MODERN, ALBEIT CONTEXTUAL, DESIGN THAT SEEKS TO BALANCE THE STRENGTHS AND CULTURE OF THE IMMEDIATE CONTEXT, WHILST CREATING A NEW BUILDING THAT HAS ITS OWN INTEGRITY.

THE CONSENTED BUILDING EXCLUDES 4 AUDLEY SQUARE AND INCORPORATES 24 HIGH QUALITY RESIDENTIAL APARTMENTS WITH ANCILLARY FACILITIES INCLUDING A HEALTH SPA AND BELOW GROUND RESIDENT CAR PARKING. THE BUILDING HAS SEVEN STOREYS ABOVE GROUND WITH ALL APARTMENTS ACCESSED FROM THE MAIN PEDESTRIAN ENTRANCE ON AUDLEY SQUARE. VEHICLE ACCESS INTO THE RESIDENTS' CAR PARK IS VIA RAMPS LOCATED ON WAVERTON STREET. THE SCHEME ALSO INCLUDES A WESTMINSTER CITY COUNCIL STREET CLEANSING DEPOT ACCESSED FROM ITS WAVERTON STREET ELEVATION.

WHILST THE CONSENTED SCHEME PLANNING PERMISSION REMAINS VALID AND CAN BE CONSTRUCTED CAUDWELL PROPERTIES (109) LTD'S PREFERENCE IS TO REDEVELOP THE SITE (NOW EXTENDED TO INCLUDE 4 AUDLEY SQUARE AND 4 RED LION YARD) WITH A CLASSICALLY INSPIRED BUILDING WHOLLY APPROPRIATE TO THIS MAYFAIR ADDRESS AND THE BUILDING'S CONSERVATION AREA SETTING.



LOCATION PLAN



VIEW 01: AUDLEY SQUARE - VIEW LOOKING NORTH



VIEW 02: HILL STREET - VIEW LOOKING WEST



VIEW 03: WAVERTON STREET- VIEW LOOKING NORTH

THE PROPOSALS - DESIGN APPROACH

1. CONTINUE PREDOMINANT MAYFAIR ARCHITECTURAL TRADITIONS



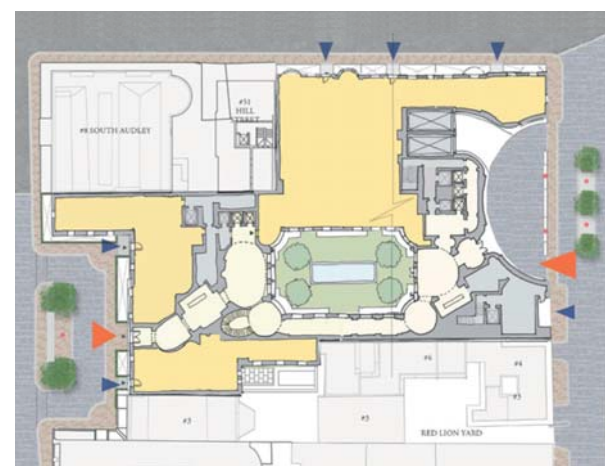
THE ARCHITECTURAL CONTEXT OF MAYFAIR HAS EVOLVED OVER THE PAST 300 YEARS. THIS BEGAN WITH THE CONSTRUCTION OF EARLY GEORGIAN TERRACES AND SQUARES CONTAINING HIGH QUALITY TOWNHOUSES AND MEWS.

IN THE INTERVENING CENTURIES THE TOWNHOUSE TRADITION HAS PREVAILED, ALBEIT WITH VARYING ARCHITECTURAL STYLES, AND THE 20TH CENTURY HAS SEEN A DIVERSIFICATION OF BUILDING TYPOLOGIES INCLUDING A RANGE OF LARGER APARTMENT BUILDINGS.

THE MAYFAIR CONSERVATION AREA WAS FIRST DESIGNATED AS SUCH IN 1969. IT CONTAINS AN ECLECTIC RANGE OF BUILDING STYLES AND TYPOLOGIES BUT AT THE SAME TIME IT RETAINS A HIGH DEGREE OF ARCHITECTURAL COHESION AND CONSISTENCY. THIS LARGELY STEMS FROM REFERENCES TO, AND AN OVERALL EMPHASIS ON, THE GEORGIAN AND NEO-GEORGIAN ARCHITECTURAL TRADITIONS.

BY REFERENCE TO THESE ESTABLISHED ARCHITECTURAL TRADITIONS, THE DESIGN OF THE PROPOSED SCHEME SEEKS TO PRESERVE AND ENHANCE THE CHARACTER OF THE MAYFAIR CONSERVATION AREA.

2. ENHANCE EXISTING STREETScape



AUDLEY SQUARE TODAY IS CHARACTERISED BY A PATCHWORK OF MISMATCHED MATERIAL FINISHES AT STREET LEVEL. THE BLAND CAR PARK FACADE AND ITS LARGE UNCOORDINATED ENTRANCE SITS UNCOMFORTABLY WITHIN THE OVERALL CONTEXT OF SOUTH AUDLEY STREET.

WAVERTON STREET IS SIMILARLY BLIGHTED BY THE FORMER CAR PARK AND ITS OPEN UNDERCROFT FILLING STATION. THE HILL STREET FRONTAGE FEATURES A SINGLE ENTRANCE TO THE ASCOTT HOTEL AND A LONG CONTINUOUS LIGHT WELL WITH LOW LEVEL SOLID WALLS ADDRESSING THE STREET.

THE PROPOSAL CREATES A NEW FOCAL POINT FOR AUDLEY SQUARE WITH TREES, SHRUBS AND SIGNIFICANT PUBLIC ART WORK. SURFACE FINISHES ARE UPGRADED THROUGHOUT AND THE RECONFIGURATION OF THE MAIN FACADE AND THE CENTRAL POSITION OF ITS MAIN ENTRANCE HELPS BRING A WELCOME FORMALITY AND SYMMETRY TO THE SQUARE.

IT IS ALSO PROPOSED THAT WAVERTON STREET BENEFITS FROM A NEWLY LANDSCAPED AMENITY INCLUDING THE PROVISION OF PUBLIC ART. THE BASE OF THE PROPOSED BUILDING CONTAINS A THOUGHTFULLY DESIGNED INSET ENTRANCE LOGGIA WITH A CONCEALED CAR DROP OFF.

FINALLY, HILL STREET FACADE CAN BE ENLIVENED AT STREET LEVEL WITH ARTICULATED ENTRANCES TO THE PROPOSED TOWNHOUSES AND THE CREATION OF TRADITIONALLY DESIGNED LIGHT-WELLS TO EACH DWELLING.

3. BUILD A GREAT MAYFAIR APARTMENT BUILDING

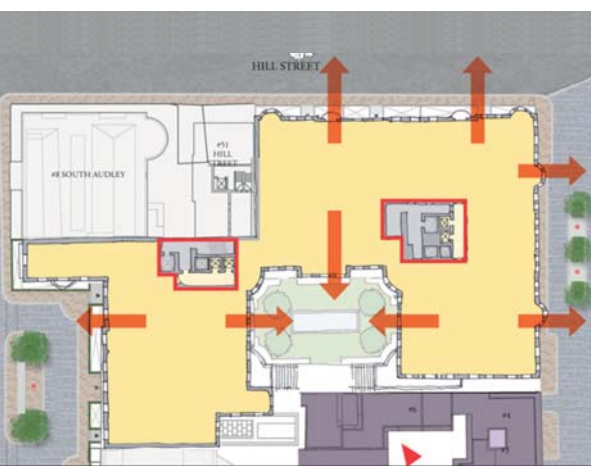


MAYFAIR IS CONSIDERED TO BE A PRESTIGIOUS LOCATION AND, WITH FEW EXCEPTIONS, HAS ATTRACTED HIGH QUALITY BUILDINGS THROUGHOUT ITS EVOLUTION. THIS INCLUDES SOME NOTABLE 20TH CENTURY APARTMENT BUILDINGS. WHILST THESE ARE LARGER THAN THEIR NEIGHBOURING TOWNHOUSES THEY REMAIN RESPECTFUL OF THE SCALE AND NATURE OF THE SURROUNDING CONTEXT.

CONTINUITY OF SCALE BETWEEN LARGE AND SMALL BUILDINGS IS ACHIEVED BY THE CONSISTENT USE OF KEY ARCHITECTURAL ELEMENTS INCLUDING WELL DEFINED BASES, MID-SECTIONS AND ROOFSCAPES. BAY WINDOWS AND ENTRANCES ARE USED TO ANIMATE FACADES FROM DIFFERENT ARCHITECTURAL ERAS. DOORS, WINDOWS AND BALCONIES ARE GROUPED IN WAYS THAT ARE SYMPATHETIC TO THE OVERALL CONTEXT. ROOFSCAPES ARE SET BACK AND ARE ANIMATED IN WAYS THAT CREATE INTEREST ALONG THE SKYLINE.

THE PROPOSED SCHEME EMBRACES THIS TRADITION AND SEEKS TO ENHANCE THE SURROUNDING CONTEXT BY CREATING A WELL CONSIDERED BUILDING WITH CONTEXTUAL ARCHITECTURAL REFERENCES THROUGHOUT. THE PROPOSAL IS BOTH RESPECTFUL OF ITS SURROUNDINGS AND MAKES ITS OWN POSITIVE STATEMENT, REINFORCING THE EXISTING CHARACTER OF THE AREA.

4. CREATE A COURTYARD GARDEN AND DUAL ASPECT UNITS

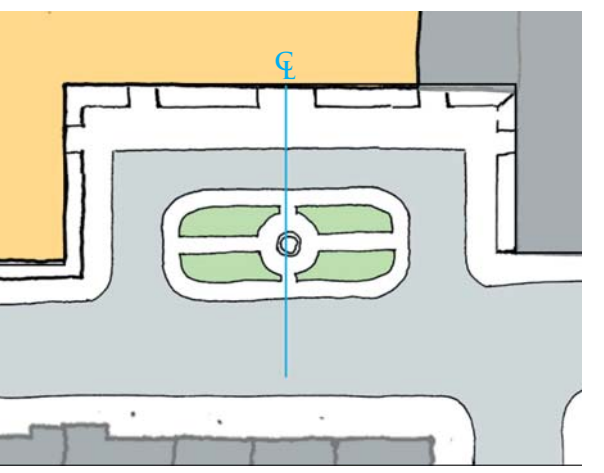


THE CONSENTED SCHEME HAS A DENSE AND DEEP PLANNED ARRANGEMENT OF APARTMENTS WITH NARROW LIGHT WELLS PERFORATING THE CENTRE OF THE BLOCK.

BY COMPARISON, THE PROPOSED SCHEME CONTAINS A CENTRALLY LOCATED, SPACIOUS AND ELEGANT COURTYARD GARDEN WITH A REFLECTIVE POOL AND MATURE LANDSCAPING. THIS WILL BE A SIGNIFICANT AMENITY FOR THE BENEFIT OF ALL RESIDENTS AND VISITORS.

THE INTRODUCTION OF A GENEROUS COURTYARD GARDEN FACILITATES THE DESIGN OF DUAL ASPECT APARTMENTS, LOOKING INWARDS OVER THE GARDEN AND OUTWARDS OVER MAYFAIR. THE QUALITY OF INTERNAL SPACE AND QUANTITY OF NATURAL LIGHT AND VENTILATION IS SIGNIFICANTLY ENHANCED AND THIS RESULTS IN A BETTER, MORE SUSTAINABLE LIVING ENVIRONMENT.

5. TRANSFORM AUDLEY SQUARE INTO A GREAT PUBLIC SPACE



AUDLEY SQUARE IS A UNIQUE PLACE IN MAYFAIR. IN RECENT TIMES IT HAS STRUGGLED TO REACHED ITS FULL ARCHITECTURAL POTENTIAL AND HAS BEEN COMPROMISED BY THE PRESENCE OF THE POST WAR CAR PARK BUILDING.

THIS PROPOSAL WILL TRANSFORM THE SQUARE. THE SYMMETRY OF THE PROPOSED NEW LIMESTONE FACADE, TOGETHER WITH THE IMPROVED MATERIAL FINISHES, LANDSCAPING AND SCULPTURE WILL HELP CREATE A MORE FORMAL, UNIFIED OPEN SPACE WITH A GREATER SENSE OF PLACE - ALL OF WHICH CAN BE ENJOYED BY THE PUBLIC.

COMPARISON TO CONSENTED SCHEME

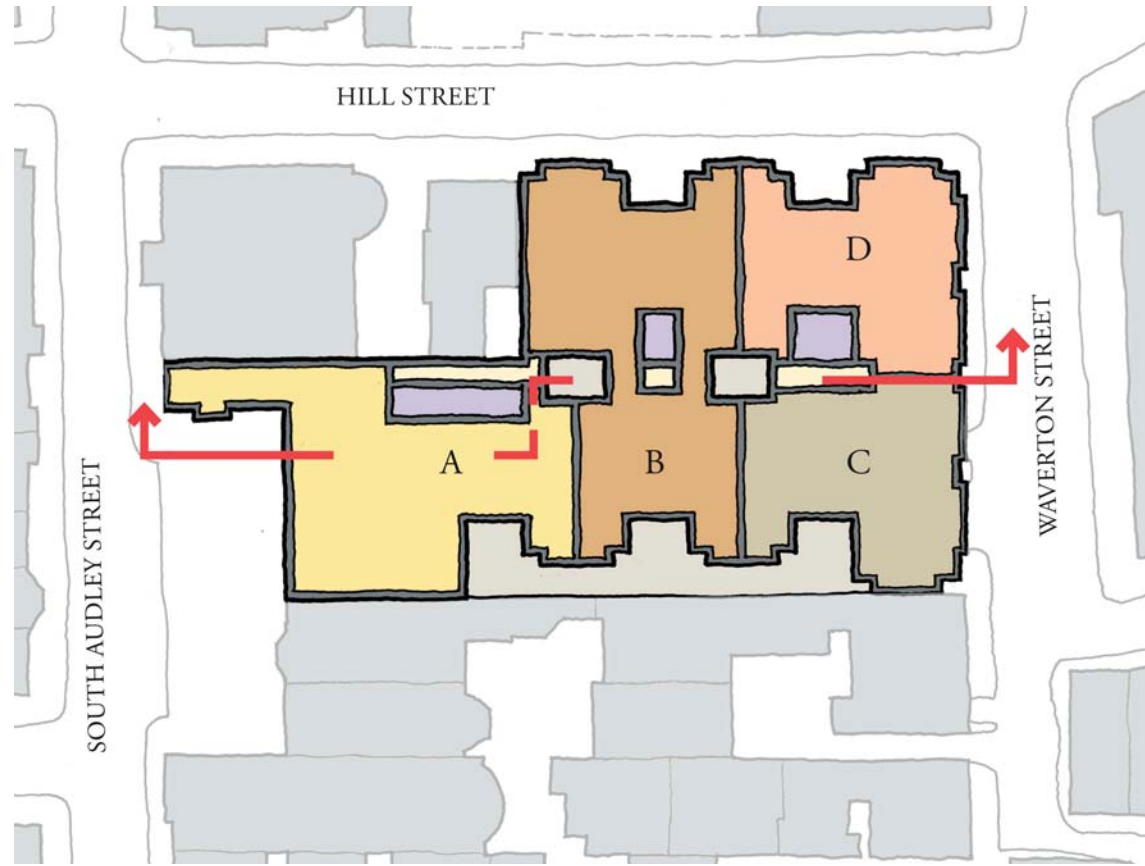
IN ADDITION TO THE SIGNIFICANT CHANGE IN ARCHITECTURAL STYLE, THERE ARE A NUMBER OF OTHER KEY DIFFERENCES BETWEEN THE PROPOSED DEVELOPMENT AND THE CONSENTED SCHEME.

THE SITE BOUNDARIES ARE BROADLY THE SAME, HOWEVER, THE OVERALL FOOTPRINT OF THE PROPOSED SCHEME IS SLIGHTLY LARGER THAN BEFORE AS IT NOW INCORPORATES NO. 4 AUDLEY SQUARE AND 4 RED LION YARD WITHIN ITS DEMISE.

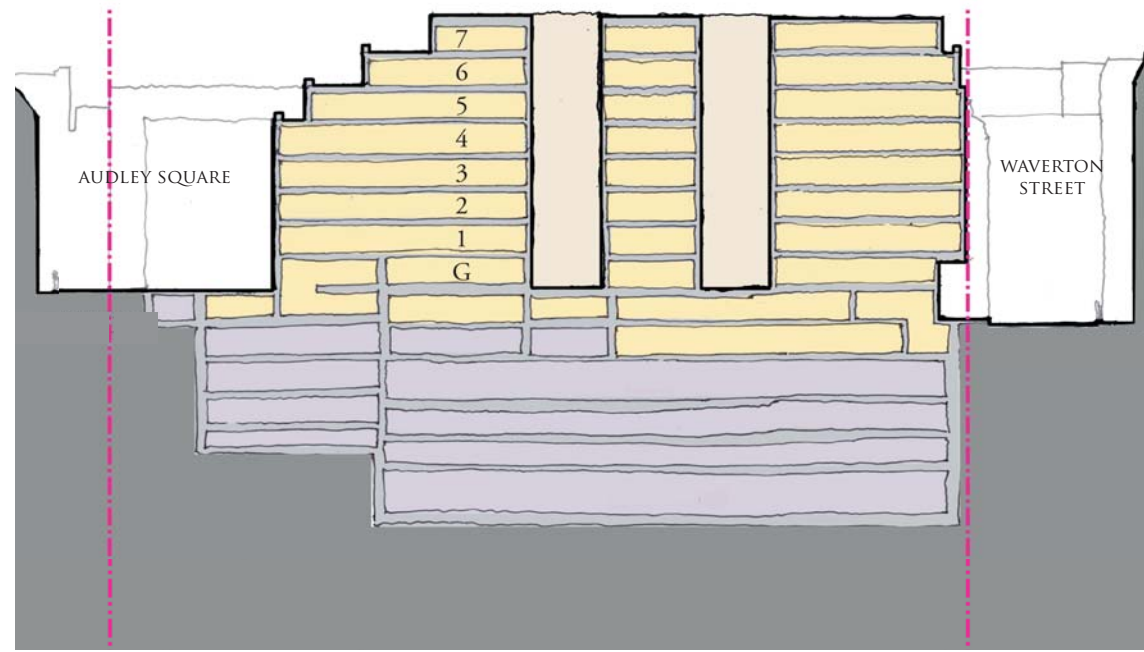
IN TERMS OF MASSING, THE PROPOSED SCHEME IS MORE CAREFULLY COMPOSED THAN THE CONSENTED SCHEME. BOTH CONTAIN THE SAME NUMBER OF STOREYS ABOVE AND BELOW GROUND, HOWEVER, THE PROPOSAL IS HIGHER BY 2.3M AT THE EAVES AND 4 M AT THE RIDGE. THE ADDITIONAL HEIGHT IS MITIGATED BY AN ARRANGEMENT OF SETBACKS AT THE UPPER LEVELS WHICH SIGNIFICANTLY REDUCES THE VISUAL IMPACT OF THE BUILDING ON THE SURROUNDING STREET SCENE. INTERNALLY THE QUALITY OF SPACE AND QUANTITY OF LIGHT IS SIGNIFICANTLY ENHANCED BY THE FORMATION OF A GENEROUS CENTRAL COURTYARD GARDEN. AT ITS NARROWEST POINT THE PROPOSED GARDEN MEASURES 13.3M COMPARED WITH THE LIGHTWELLS OF THE CONSENTED SCHEME WHICH ARE TYPICALLY 4.85M WIDE. THE LENGTH OF THE PROPOSED COURTYARD IS 22.3M.

BOTH CONSENTED AND PROPOSED SCHEMES PROVIDE SIMILAR NUMBER OF UNITS WITHIN THE MAIN BODY OF THE DEVELOPMENT. THE PROPOSED SCHEME HOWEVER INCLUDES AN EXTRA 5 UNITS WITHIN THE ADDITIONAL AREA OF NO. 4 AUDLEY SQUARE AND 1 UNIT IN 4 RED LION YARD. IN TOTAL THE PROPOSED SCHEME HAS 30 UNITS WHEREAS THE CONSENTED SCHEME HAS 24. DESPITE THE LARGER SITE AREA, IN THE INTERESTS OF IMPROVING BOTH THE EXTERNAL IMPACT OF THE DEVELOPMENT AS WELL AS THE INTERNAL QUALITY OF SPACE, THE PROPOSED SCHEME HAS SOME 1,800 SQ.M LESS FLOOR AREA ABOVE GROUND LEVEL THAN THE CONSENTED SCHEME. 800 SQ.M. OF THIS REDUCTION IS ATTRIBUTABLE TO THE TOP THREE FLOORS - THE RESULT OF SIGNIFICANTLY INCREASED SET BACKS ON THE BUILDING'S FACADES.

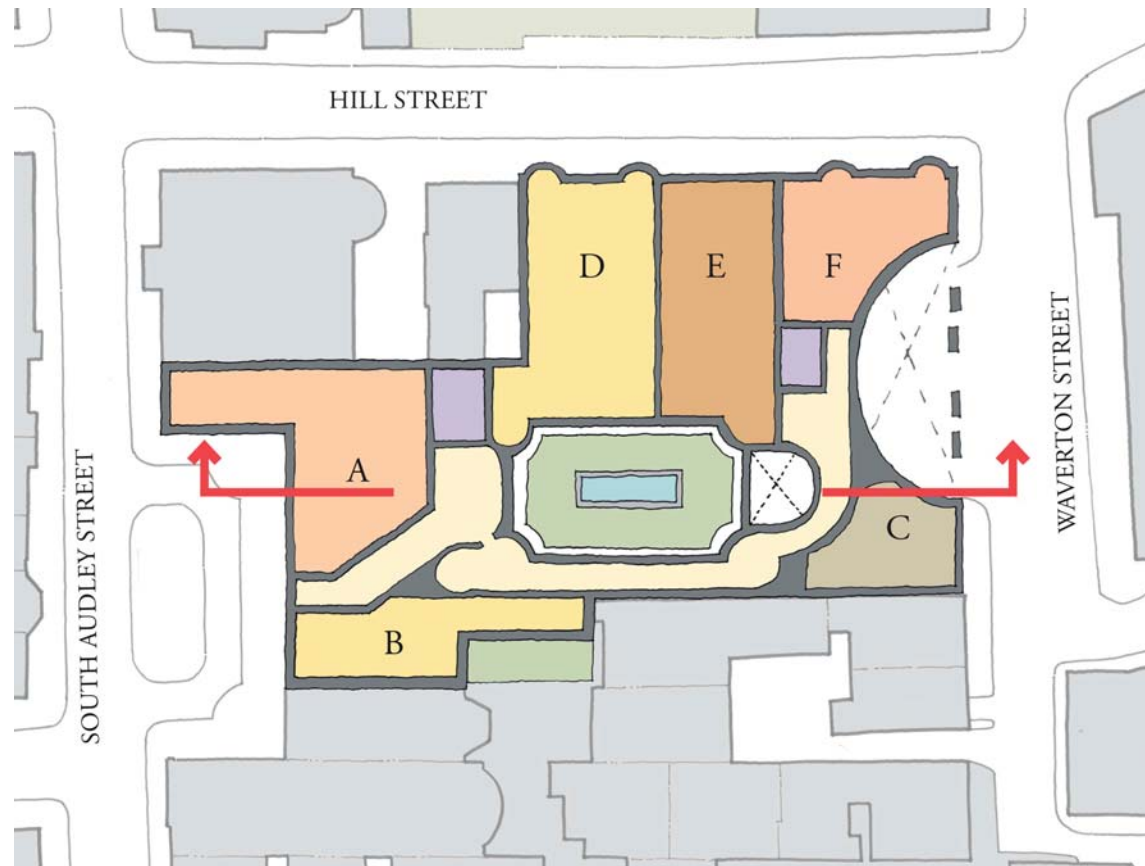
PARKING PROVISIONS IN BOTH SCHEMES ARE COMPLIANT WITH WESTMINSTER'S PLANNING POLICY (41 SPACES IN THE PROPOSED DEVELOPMENT). UNLIKE THE CONSENTED SCHEME THE PROPOSED DEVELOPMENT DOES NOT INCLUDE A STREET CLEANSING DEPOT WITHIN THE DEMISE. OPTIONS FOR OFF-SITE AFFORDABLE HOUSING AND AN OFF-SITE DEPOT WITHIN THE BOROUGH ARE BEING DISCUSSED WITH WESTMINSTER CITY COUNCIL.



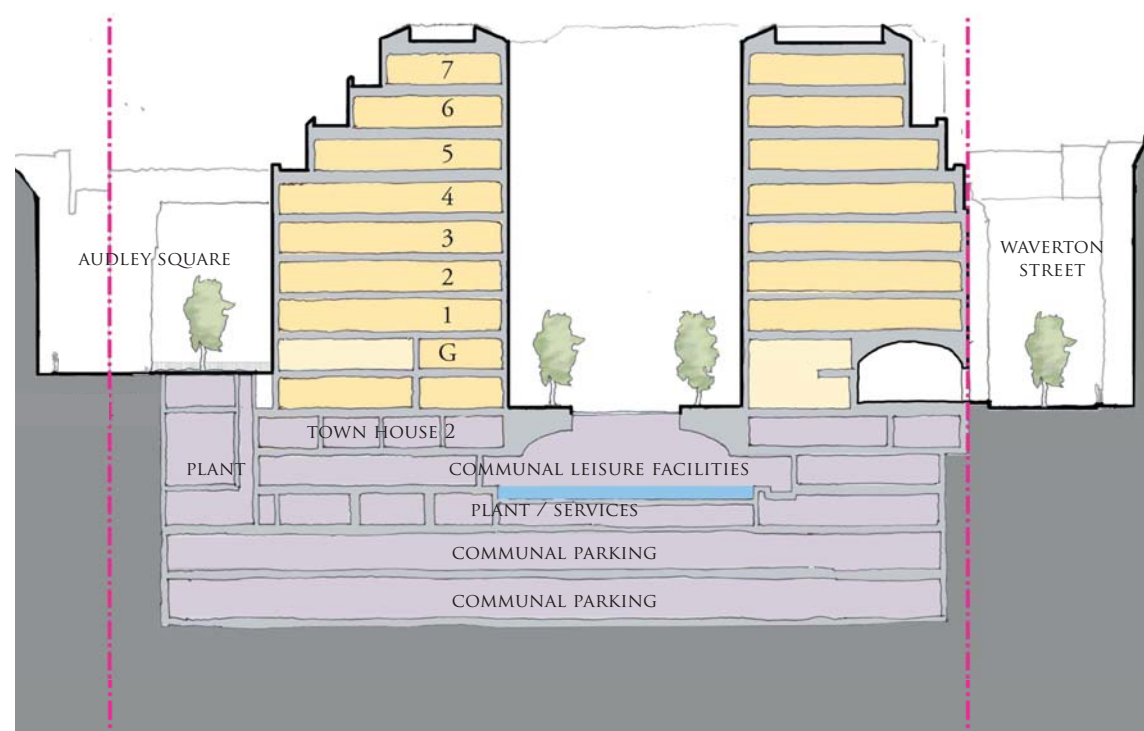
CONSENTED PLAN



CONSENTED SECTION



PROPOSED PLAN



PROPOSED SECTION

THE PROPOSALS - ENTRY POINTS

AUDLEY SQUARE

THE PROPOSED PRINCIPLE ENTRANCE TO THE DEVELOPMENT IS APPROACHED FROM SOUTH AUDLEY STREET WHICH BORDERS THE SITE ALONG THE WESTERN SIDE. THE STREET WIDENS OUT INTO THE NEWLY DESIGNED PUBLIC SPACE THAT IS AUDLEY SQUARE AND THIS INCORPORATES A VEHICLE DROP OFF AREA IN FRONT OF THE BUILDING. CENTRED ON THE PUBLIC SPACE, THE PRINCIPLE ENTRANCE LEADS THROUGH TO THE AUDLEY SQUARE INTERNAL LOBBY AND LIFT CORE, OVERLOOKING THE CENTRAL COURTYARD GARDEN ON THE LEVEL BELOW. A GALLERIED WINTER GARDEN RUNS THE LENGTH OF THE COURTYARD AND, BY MEANS OF A STAIRCASE, LINKS DOWN TO THE WAVERTON STREET PEDESTRIAN ENTRANCE AND LIFT CORE.

ON EITHER SIDE OF THE AUDLEY SQUARE ENTRANCE THERE ARE TWO PRIVATE ENTRANCES TO TWO TOWNHOUSES (1 AND 2). THESE ARE ACCESSED OVER NEWLY FORMED PAVEMENT LIGHT WELLS - A DESIGN ELEMENT REMINISCENT OF OTHER MORE TRADITIONAL MAYFAIR HOUSES. THIS ARRANGEMENT OF ENTRANCES WILL HELP TO ANIMATE THE SQUARE AND STRENGTHEN ITS RESIDENTIAL CHARACTER.

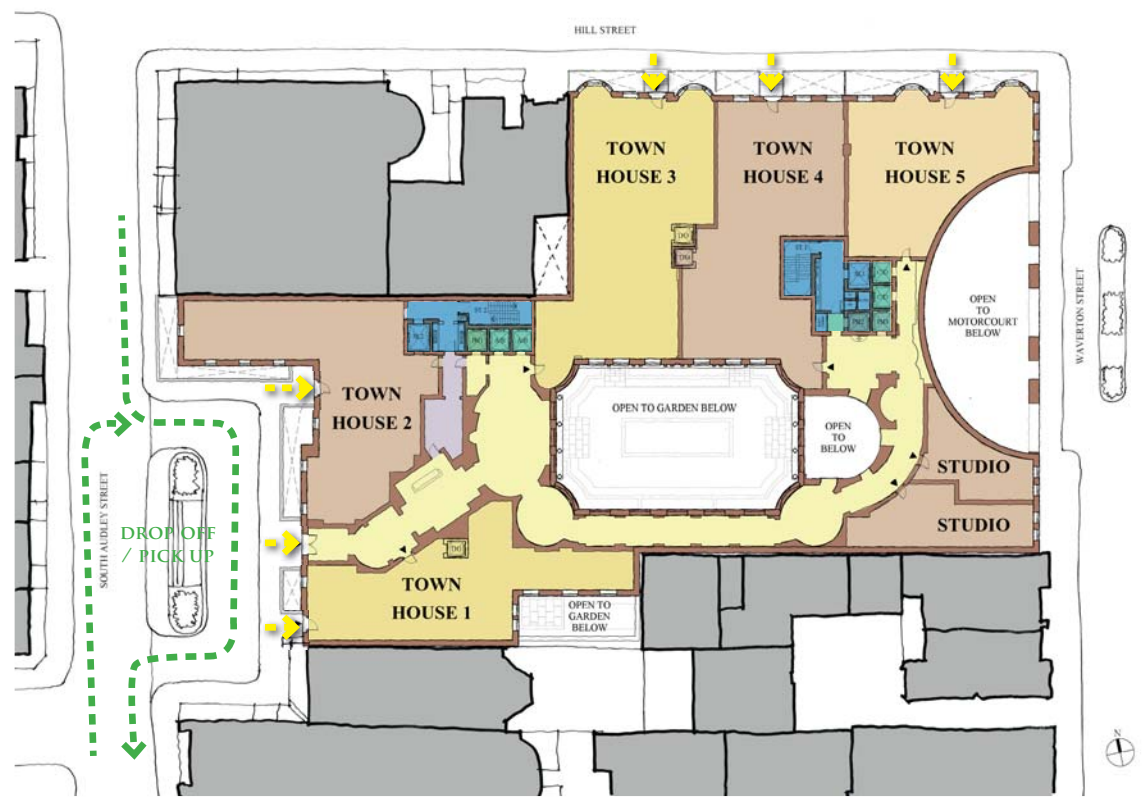
WAVERTON STREET

A SECOND PEDESTRIAN ENTRANCE AND MOTOR COURT IS PROVIDED FROM WAVERTON STREET WHICH BORDERS THE SITE ALONG THE EASTERN SIDE. THIS IS DESIGNED AS PART OF THE RECESSED MOTOR COURT WHICH IS SET BEHIND THE THREE STONE ARCHES OF THE FACADE. THIS ENTRANCE LEADS INTO THE LOBBY AND LIFT CORE AND IS AT THE SAME LEVEL AS THE COURTYARD GARDEN. THE LOGGIA FACILITATES VEHICLE DROP OFF AS WELL AS PROVIDING ACCESS TO THE TWO CAR LIFTS SERVING THE BASEMENT PARKING AREA. IT IS ACCESSED USING A ONE WAY TRAFFIC MANAGEMENT SYSTEM, ENTERED FROM THE SOUTH AND EXITED TO THE NORTH. THE CAR LIFTS ALSO OPERATE A ONE WAY SYSTEM - ONE TAKING VEHICLES DOWN INTO THE CAR PARKING AREA AND THE OTHER BRINGING THEM UP.

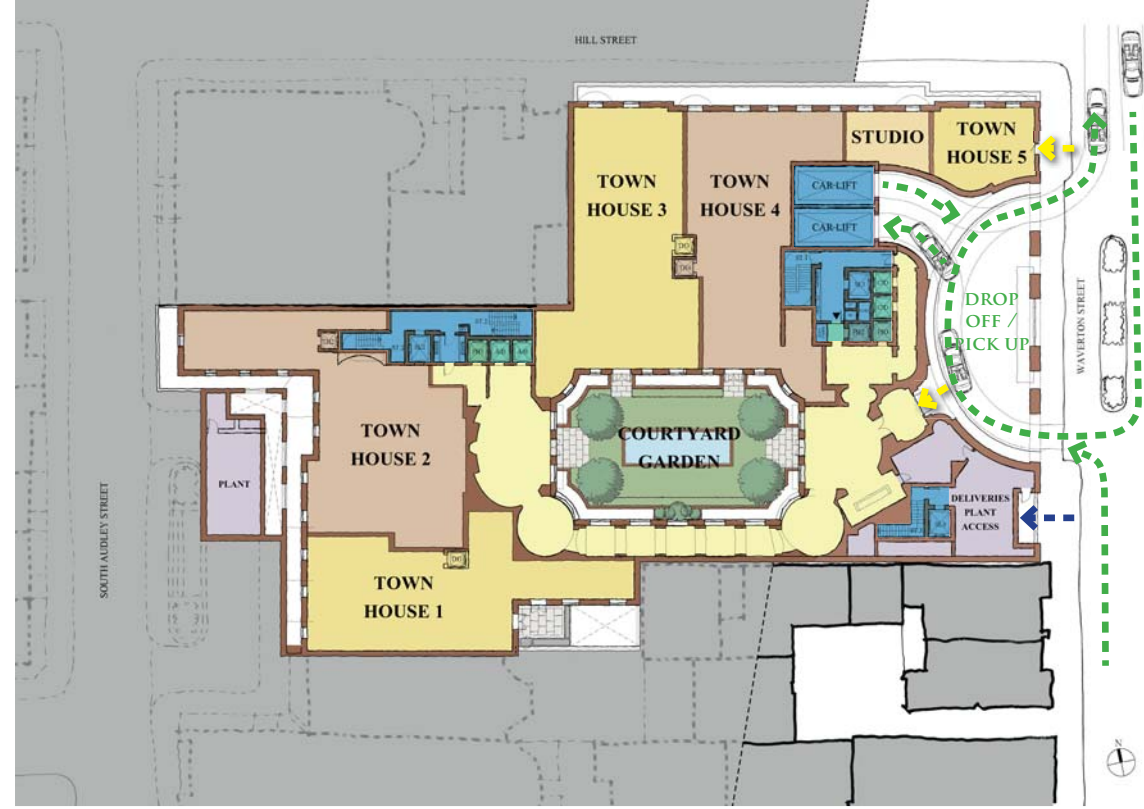
TO THE SOUTH OF THE LOGGIA ON WAVERTON STREET THERE IS A SERVICE ENTRANCE PROVIDING ACCESS FOR DELIVERIES. A REFUSE HOLDING AREA IS PROVIDED ADJACENT TO THIS ENTRANCE AND THIS WILL BE ACCESSED DIRECTLY FROM THE STREET BY MEANS OF A ROLLER SHUTTER SYSTEM.

HILL STREET

EACH OF THE THREE TOWNHOUSES ALONG HILL STREET HAVE THEIR OWN PRIVATE ENTRANCE. ACCESS IS PROVIDED OVER A TRADITIONAL ARRANGEMENT OF PAVEMENT LIGHT WELLS. EACH OF THE ENTRANCES IS MARKED WITH A PORTICO AND A SHORT FLIGHT OF STEPS. LEVEL ACCESS TO THE TOWNHOUSES IS PROVIDED FROM THE LIFT CORE. THIS ARRANGEMENT OF ENTRANCES HELPS TO REINFORCE THE RESIDENTIAL CHARACTER OF THE STREET.



PROPOSED PLAN: GROUND FLOOR LEVEL
 KEY: ▶ PEDESTRIAN ENTRANCE ▶ VEHICLE MOVEMENT / ACCESS ▶ SERVICE ENTRANCE
 VERTICAL CIRCULATION



PROPOSED PLAN: GARDEN LEVEL
 KEY: ▶ PEDESTRIAN ENTRANCE ▶ VEHICLE MOVEMENT / ACCESS ▶ SERVICE ENTRANCE
 VERTICAL CIRCULATION



PROPOSED VIEW: AUDLEY SQUARE



PROPOSED VIEW: WAVERTON STREET

THE PROPOSALS - UPPER LEVELS

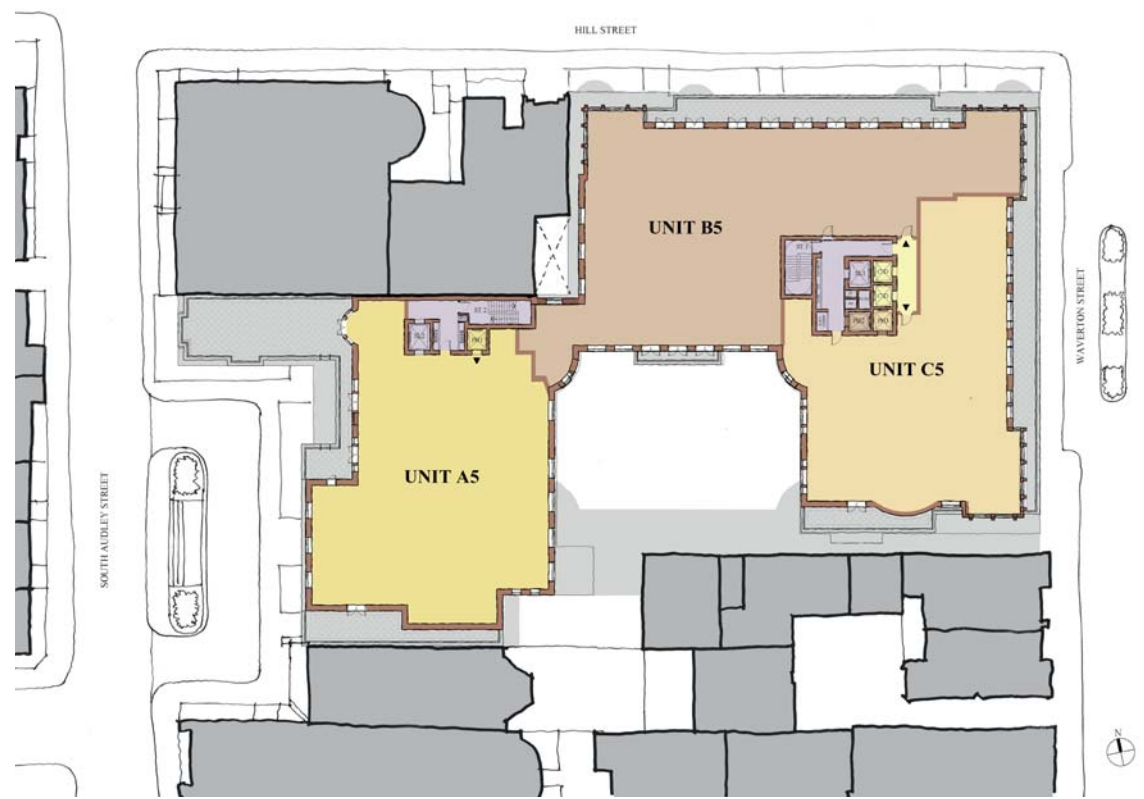
THE INTRODUCTION OF SUBSTANTIAL SET BACKS FROM THE FOURTH FLOOR UPWARDS IS A KEY DESIGN FEATURE OF THE PROPOSED SCHEME. THIS STRATEGY HAS PARTICULAR BENEFITS FOR THE SURROUNDING STREET SCENE AND COMPARES VERY FAVOURABLY WITH THE CONSENTED SCHEME IN THIS REGARD.

AS THE FOOTPRINT OF EACH FLOOR LEVEL DIMINISHES IN AREA MOVING UP THE BUILDING, THE PROPOSED ROOFSCAPE WILL BE CORRESPONDINGLY FRAGMENTED. THIS BREAKING DOWN OF THE BUILDING'S FORM AT THE UPPER LEVELS WILL CREATE ADDED INTEREST TO ITS PROFILE AND IMPROVE ITS SILHOUETTE, PARTICULARLY WHEN VIEWED FROM THE STREET AND NEIGHBOURING BUILDINGS.

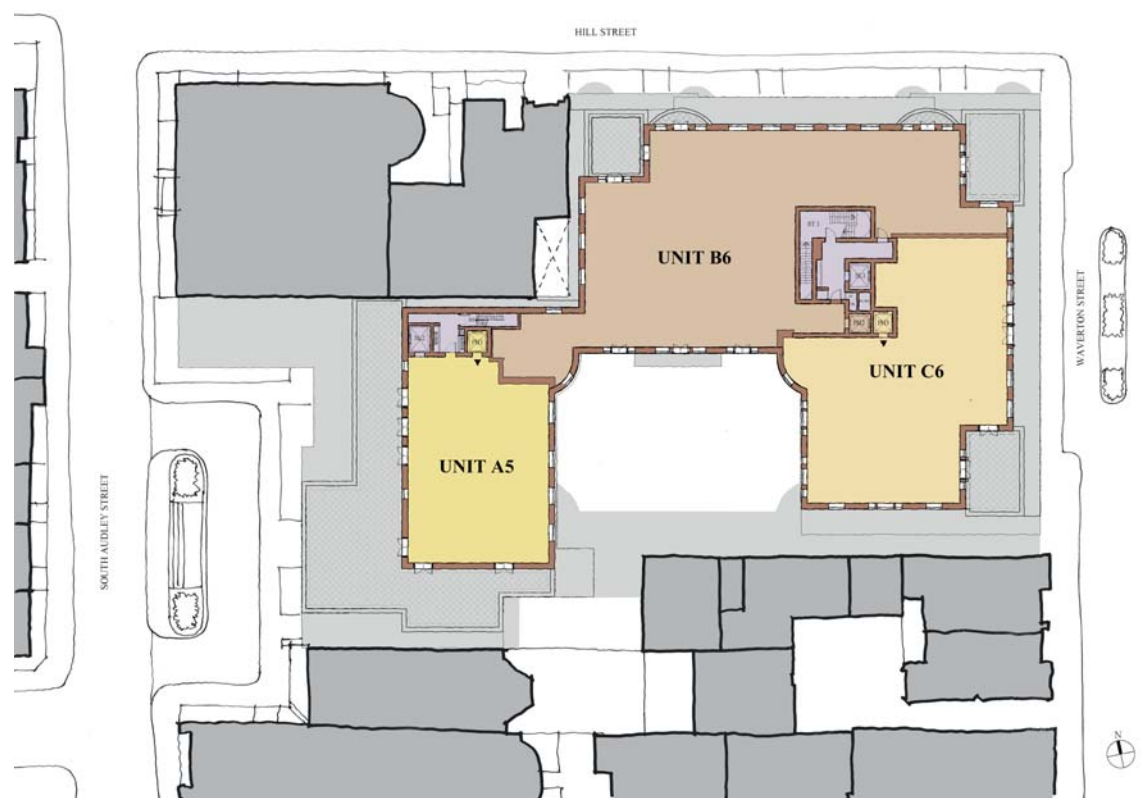
AS WELL AS REDUCING THE VISUAL IMPACT OF THE BUILDING ON THE SURROUNDING ENVIRONMENT, THE SET BACKS, TOGETHER WITH THE LARGE CENTRAL COURTYARD, PROVIDE AN OPPORTUNITY TO IMPROVE THE PRIVATE AMENITY SPACES FOR SOME OF THE APARTMENTS. THE PROPOSED SCHEME INCLUDES A NUMBER OF EXTERNAL, LANDSCAPED TERRACES AT THE UPPER LEVELS.



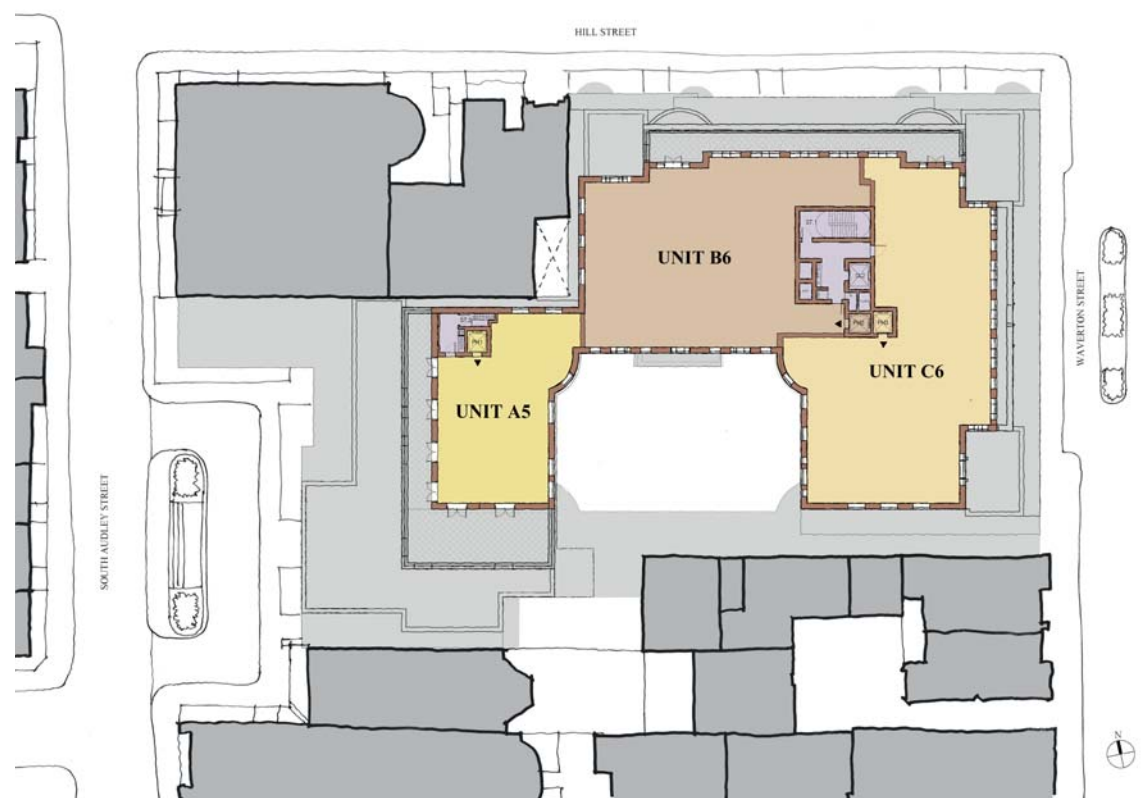
PROPOSED PLAN: TYPICAL LEVEL



PROPOSED PLAN: LEVEL 05



PROPOSED PLAN: LEVEL 06



PROPOSED PLAN: LEVEL 07

THE PROPOSALS - AUDLEY SQUARE



AUDLEY SQUARE: EXISTING VIEW



AUDLEY SQUARE: PROPOSED VIEW

THE PROPOSALS - AUDLEY SQUARE: ARCHITECTURAL RATIONALE

THIS PROPOSAL SEEKS TO TRANSFORM THE SQUARE AND THIS IS MADE POSSIBLE, IN LARGE PART, BY THE EXTENSION AND RECONFIGURATION OF THE AUDLEY SQUARE FACADE.

CONSENTED SCHEME

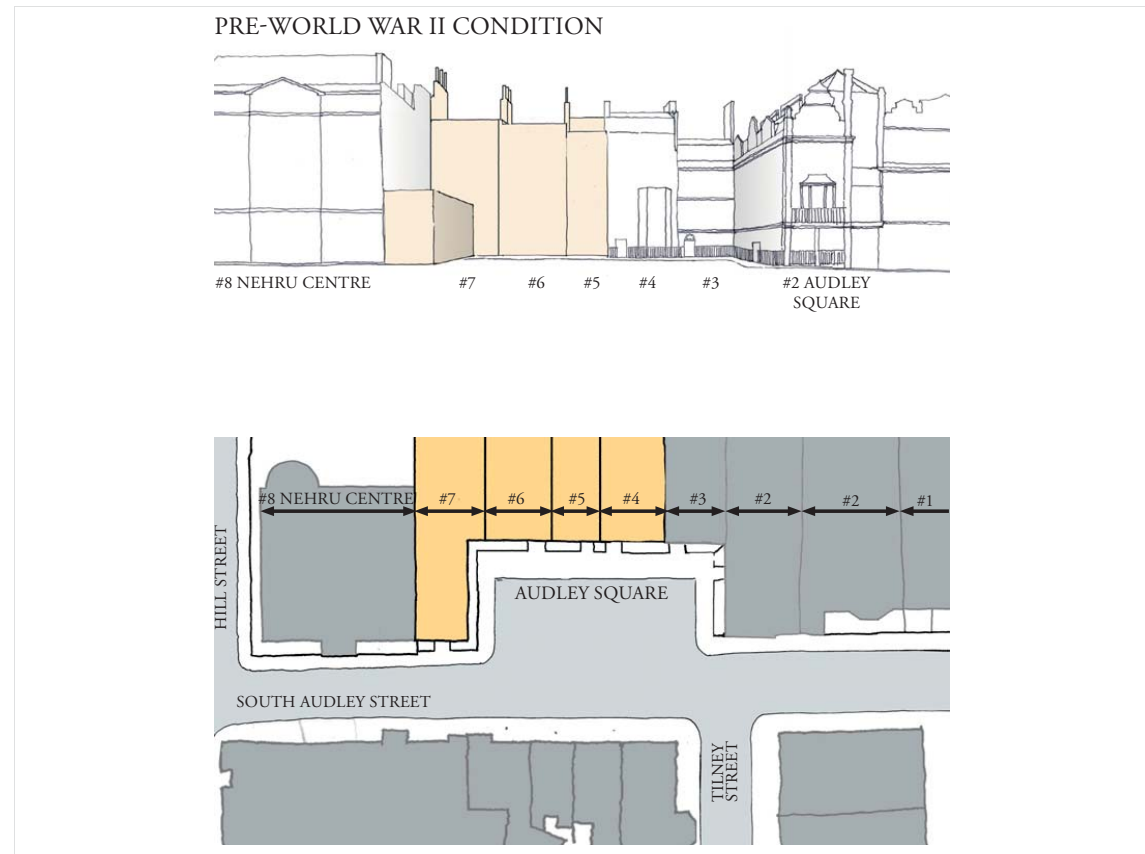
PRE-WAR, THE AUDLEY SQUARE FACADE COMPRISED A SERIES OF TOWN HOUSES OF VARYING WIDTHS. THE CONSENTED SCHEME HAS REINTERPRETED THIS PRINCIPLE, ALBEIT IN ABSTRACT FORM. THE VARIATION IN WIDTH HAS BEEN LOST IN FAVOUR OF A MORE SYSTEMATIC MODERN DESIGN.

THE WIDTH OF THE CONSENTED AUDLEY SQUARE FACADE IS LIMITED TO THAT OF THE EXISTING CAR PARK - A LITTLE OVER HALF WAY ALONG THE TERRACE AS A WHOLE. ITS ARCHITECTURAL STYLE IS RADICALLY DIFFERENT TO THAT OF THE SURROUNDING CONTEXT AND THIS GENERATES A SPLIT IN THE TREATMENT OF THE OVERALL FACADE. IT APPEARS AS IF THE EXISTING OLDER BUILDINGS ON AUDLEY SQUARE AND THE MODERN CONSENTED SCHEME ARE VYING FOR POSITION. THIS ARRANGEMENT AFFECTS THE INTEGRITY OF THE SQUARE AS A WHOLE AND LIMITS ITS POTENTIAL TO BE DEVELOPED INTO A MEANINGFUL PUBLIC SPACE.

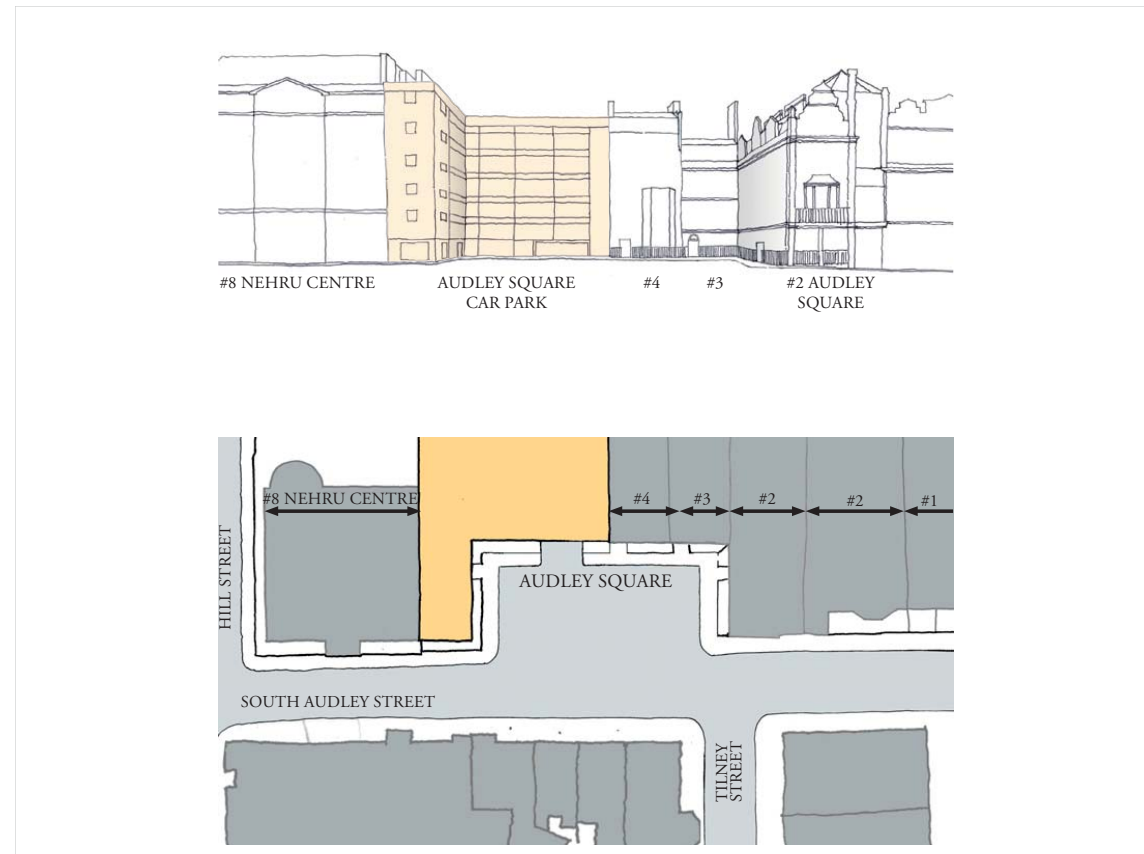
PROPOSED SCHEME

THE SITE FOR THE PROPOSED SCHEME NOW ENCOMPASSES NO.4 AUDLEY SQUARE AND NO.4 RED LION YARD. THIS EXTENDED FRONTAGE IS A KEY FACTOR IN THE DESIGN DEVELOPMENT OF THIS PROPOSAL, OPENING UP THE POSSIBILITY OF A MORE COMPREHENSIVE DESIGN REVIEW OF THE ARCHITECTURAL FORM AND TREATMENT. THE PROPOSED SCHEME TAKES ADVANTAGE OF THIS OPPORTUNITY BY RAISING THE ARCHITECTURAL PROFILE OF AUDLEY SQUARE WHILST REMAINING RESPECTFUL OF THE SURROUNDING CONTEXT.

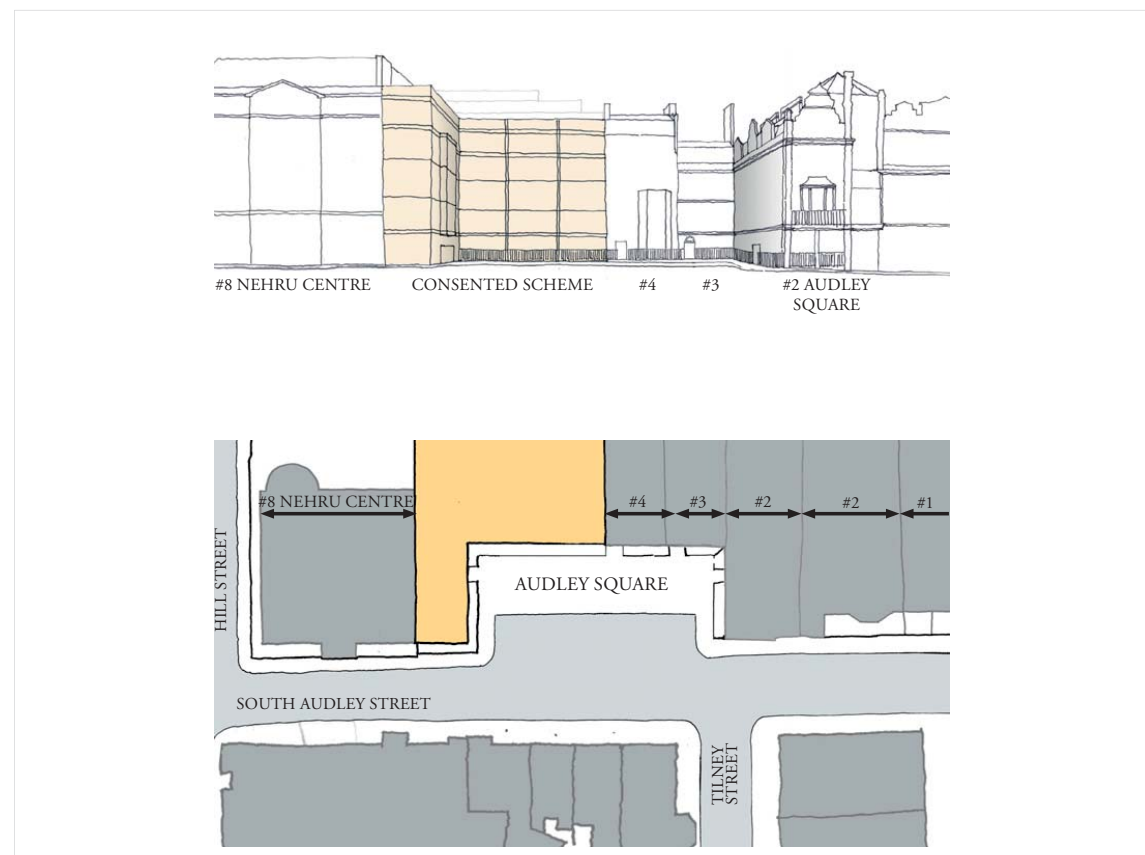
A FORMAL ELEVATIONAL COMPOSITION IS CREATED AROUND THE CENTRE LINE OF THE SQUARE. THE CENTRAL PEDIMENTED ELEMENT OF THE MAIN ENTRANCE BECOMES A CLEAR FOCAL POINT AND THIS IS FRAMED ON EITHER SIDE BY THE EXISTING NO. 3 AND A NEW TOWNHOUSE OF SIMILAR SCALE. NO. 2 AUDLEY SQUARE IS A VICTORIAN BUILDING WHICH BORDERS THE SOUTH SIDE OF THE SQUARE FRONTING ONTO SOUTH AUDLEY STREET. THIS IS MIRRORED ON THE OPPOSITE SIDE BY A NEW BUILDING ELEMENT OF SIMILAR MASS AND SCALE. THESE ACT AS BOOKENDS TO THE SQUARE, REINFORCING ITS GEOMETRY, STRENGTHENING ITS SYMMETRY AND FORMALITY, AND ENHANCING ITS OVERALL SENSE OF PLACE.



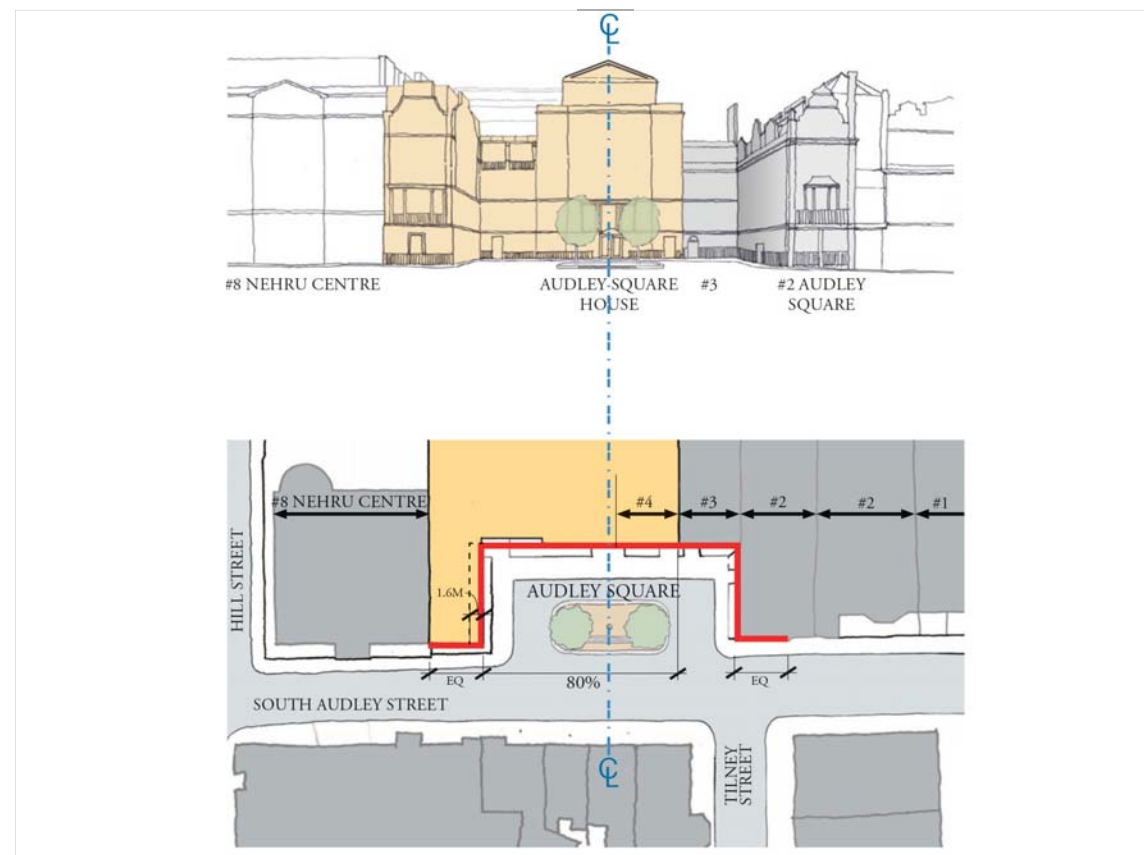
AUDLEY SQUARE PROPORTION / RHYTHM: PRE-WWII CONDITION



AUDLEY SQUARE PROPORTION / RHYTHM: EXISTING CONDITION



AUDLEY SQUARE PROPORTION / RHYTHM: CONSENTED SCHEME



AUDLEY SQUARE PROPORTION / RHYTHM: PROPOSED SCHEME

THE PROPOSALS - HILL STREET



HILL STREET: EXISTING VIEW

AUDLEY SQUARE HOUSE



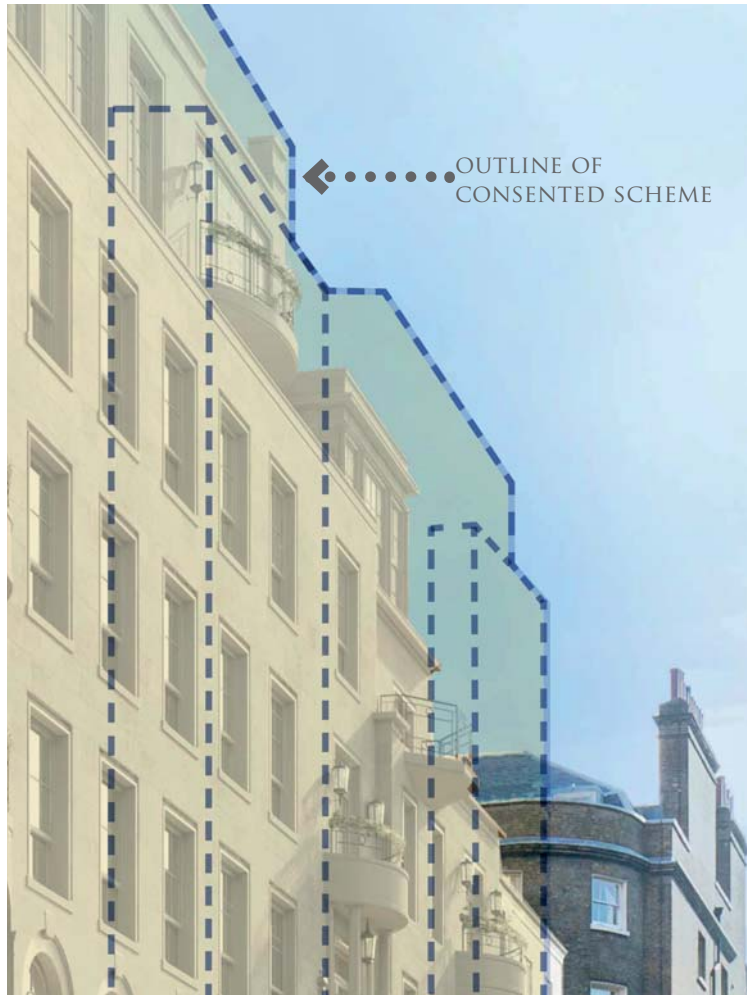
HILL STREET: PROPOSED VIEW



THE PROPOSALS - HILL STREET

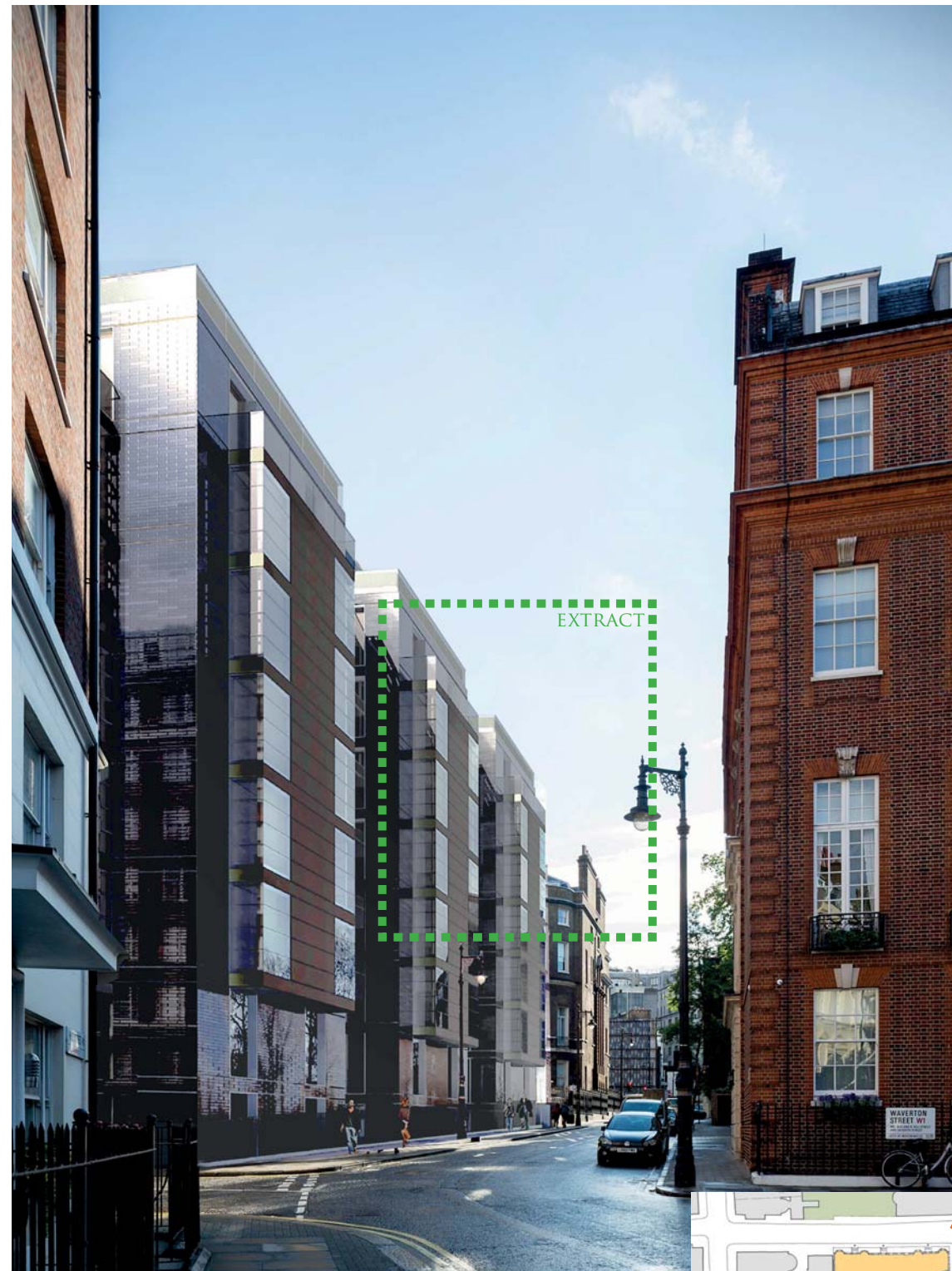


PROPOSED HILL STREET VIEW WITH OUTLINE OF CONSENTED SCHEME OVERLAID

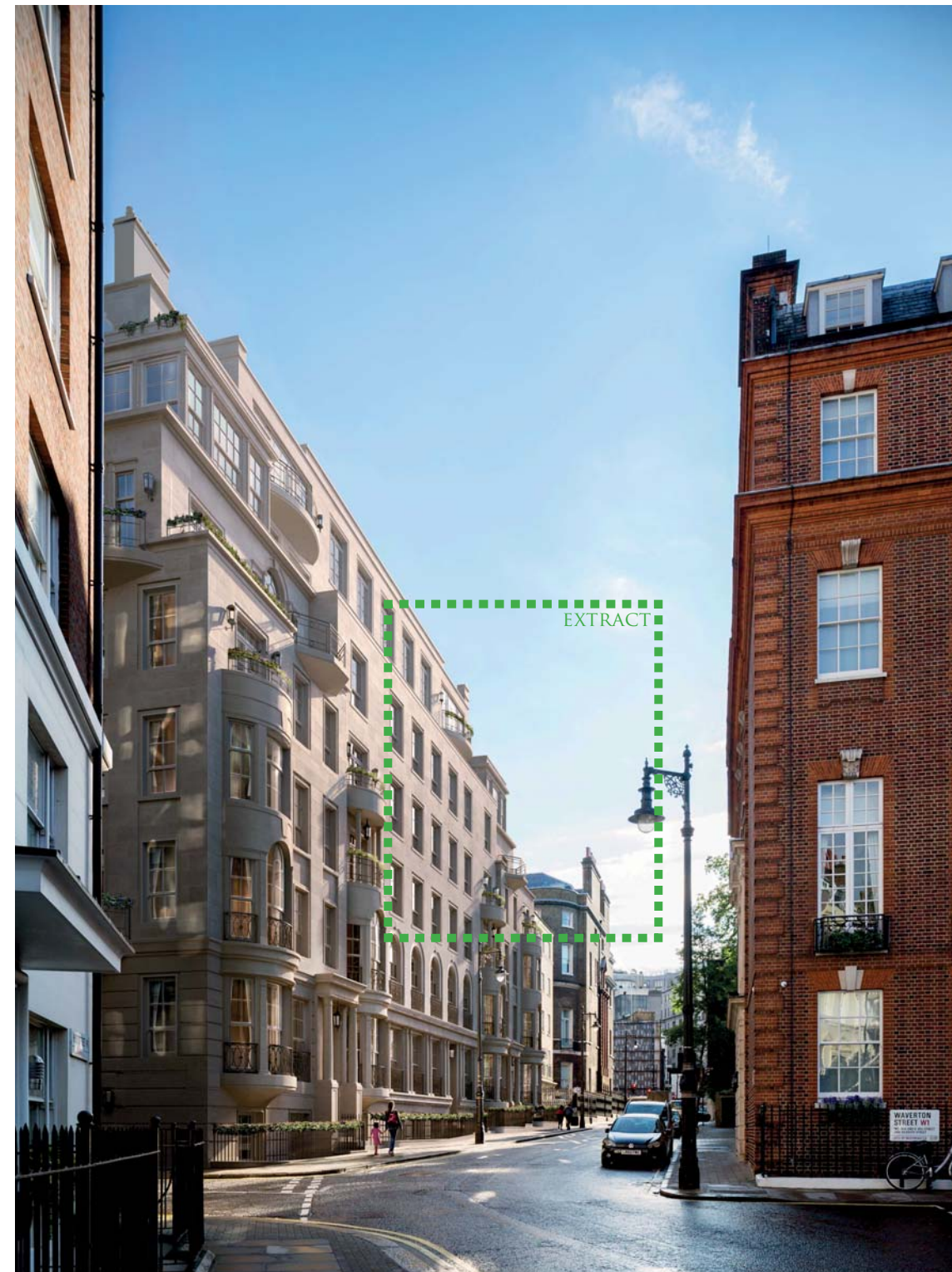


3D VIEW OVERLAY EXTRACT

AUDLEY SQUARE HOUSE



CONSENTED VIEW: HILL STREET



PROPOSED VIEW: HILL STREET

IN TERMS OF OVERALL MASSING, THE VISUAL IMPACT OF THE PROPOSED SCHEME IS REDUCED WHEN COMPARED WITH THE CONSENTED SCHEME. ALTHOUGH THE HEIGHT TO THE EAVES AND RIDGE OF THE PROPOSED BUILDING IS GREATER, BY 2.3M AND 4M RESPECTIVELY, THE ADDITIONAL HEIGHT IS MITIGATED BY THE INCREASED DEPTH OF THE FACADE SET BACKS AT THE UPPER LEVELS. IN ADDITION, THE PROPOSED BUILDING ADOPTS A MORE CONSTRAINED APPROACH TOWARDS THE BUILDING LINE, PARTICULARLY IN THE MIDDLE PORTION OF THE HILL STREET ELEVATION.



THE PROPOSALS - WAVERTON STREET



HILL STREET: EXISTING VIEW

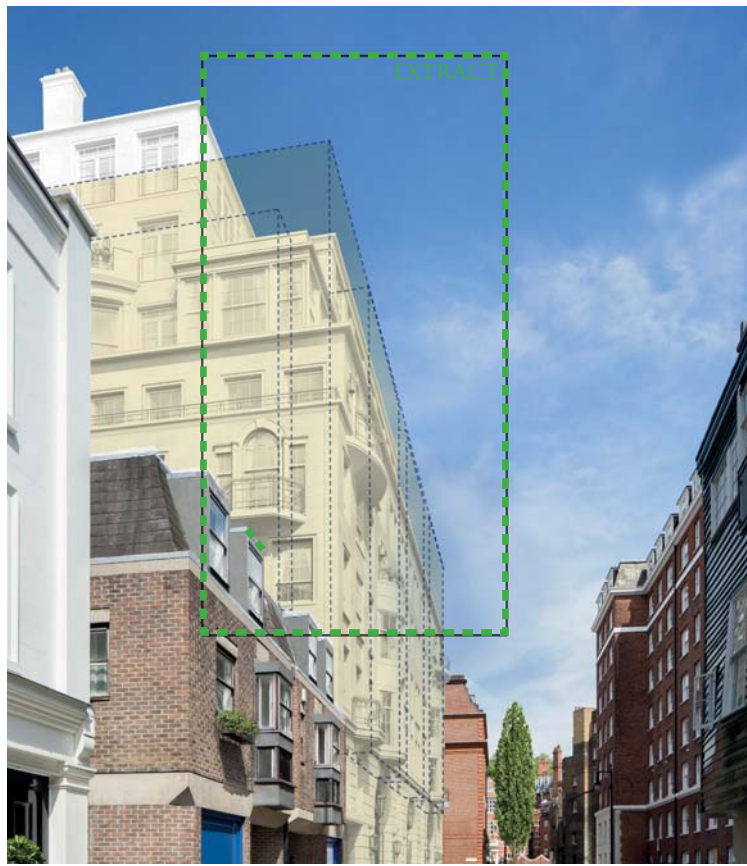


HILL STREET: PROPOSED VIEW

AUDLEY SQUARE HOUSE



THE PROPOSALS - WAVERTON STREET



PROPOSED WAVERTON STREET VIEW WITH OUTLINE OF CONSENTED SCHEME OVERLAID



CONSENTED VIEW: WAVERTON STREET



PROPOSED VIEW: WAVERTON STREET



3D VIEW OVERLAY EXTRACT

IN TERMS OF OVERALL MASSING, THE VISUAL IMPACT OF THE PROPOSED SCHEME IS REDUCED WHEN COMPARED WITH THE CONSENTED SCHEME. ALTHOUGH THE HEIGHT TO THE EAVES AND RIDGE OF THE PROPOSED BUILDING IS GREATER, BY 2.3M AND 4M RESPECTIVELY, THE ADDITIONAL HEIGHT IS MITIGATED BY THE INCREASED DEPTH OF THE FACADE SET BACKS AT THE UPPER LEVELS. IN ADDITION, THE PROPOSED BUILDING ADOPTS A MORE CONSTRAINED APPROACH TOWARDS THE BUILDING LINE, PARTICULARLY IN THE MIDDLE PORTION OF THE WAVERTON STREET ELEVATION.

THE PROPOSALS - COURTYARD GARDEN & RED LION YARD

COURTYARD GARDEN

AT THE HEART OF THE PROPOSED SCHEME IS AN ELEGANT COURTYARD GARDEN. THE GARDEN IS INTENDED TO BE A SERENE OASIS PLANTED WITH TREES AND SHRUBS AROUND A REFLECTING POOL.

THE GARDEN IS A KEY FEATURE OF THE NEW APARTMENT BUILDING AND SEEKS TO OFFER THE RESIDENTS AN AMENITY SPACE THAT CAN BE ENJOYED EQUALLY FROM ABOVE AS WELL AS FROM WITHIN.

THE LANDSCAPE DETAILS SHOWN HERE ARE MERELY CONCEPTUAL. IT IS INTENDED THAT THE GARDEN WILL BE PLANTED WITH DYNAMIC LEAF FORMS FROM A WIDE VARIETY OF PLANTS AND SO PROVIDING BOTH SCULPTURAL AND TEXTURAL FORMS IN MANY SHADES OF GREEN. THE LAYERING OF THESE FORMS WILL PROVIDE INTRIGUE AND DEPTH WHILST THE WATER FEATURE WILL PROVIDE TRANQUILITY.

A WINTER GARDEN WILL RUN ALONG THE SOUTHERN BOUNDARY AND CAN BE ACCESSED BY ALL RESIDENTS.

RAIN WATER WILL BE COLLECTED FOR WATERING THE GARDEN AND THE PLANTS WILL BE SELECTED TO ENCOURAGE INSECTS INCLUDING BUTTERFLIES.

RED LION YARD

THE CENTRAL COURTYARD GARDEN, BOUND ALONG ITS SOUTHERN SIDE BY A LOWERED BUILDING FORM, HELPS TO MINIMISE THE BUILDING'S VISUAL IMPACT ON RED LION YARD. IN ADDITION, THE INCREASED SET BACKS AT THE UPPER LEVELS OF THE PROPOSED SCHEME AND THE USE OF A MORE TRADITIONAL ARCHITECTURAL LANGUAGE CREATES A BUILDING WHICH IS MORE IN KEEPING WITH THE CONTEXT OF ITS SMALLER SCALE NEIGHBOURS.



PROPOSED CONCEPT SKETCH FOR COURTYARD GARDEN



PROPOSED SKETCH PLAN OF COURTYARD GARDEN



CONSENTED SCHEME SKETCH VIEW FROM RED LION YARD



PROPOSED SCHEME SKETCH VIEW FROM RED LION YARD

THE PROPOSALS - AUDLEY SQUARE PUBLIC REALM

PHILIP JACKSON IS AN OUTSTANDING AND CELEBRATED FIGURATIVE SCULPTOR. BORN IN SCOTLAND, HE WAS APPOINTED COMMANDER OF THE ROYAL VICTORIAN ORDER (CVO) IN THE 2009 BIRTHDAY HONOURS FOR HIS SERVICES TO BRITISH SCULPTURE. HIS MOST RECENT CREATIONS INCLUDE THE POWERFUL GROUP OF SEVEN FIGURES CENTRAL TO THE RAF BOMBER COMMAND MEMORIAL IN GREEN PARK.

PHILIP IS CURRENTLY COMPLETING A NINE FEET TALL BRONZE STATUE OF MAHATMA GANDHI DESTINED FOR PARLIAMENT SQUARE. HIS INTENTION HERE IS TO PORTRAY GANDHI AS A THOUGHTFUL, DETERMINED, AND COMPASSIONATE MAN.

WWW.PHILIPJACKSONSCULPTURES.CO.UK

"I WOULD RATHER FOCUS ON THE HISTORICAL BEGINNING OF MAYFAIR WITH ALL THE FLAMBOYANCE, ELEGANCE AND STYLE THAT HAS MADE MAYFAIR SYNONYMOUS WITH THOSE QUALITIES. THE SCULPTURE I HAVE IN MIND WOULD BE A FIGURATIVE MONOLITHIC GROUP REFLECTING THE PAST BUT CARRIED OUT IN A CONTEMPORARY MANNER."

26TH JUNE 2014 PHILIP JACKSON

WITH THE FORMALITY AND SYMMETRY OF THE NEW LIMESTONE FACADES ACTING AS A BACKDROP, TOGETHER WITH THE MATURE LANDSCAPING AND UPGRADED MATERIAL FINISHES THROUGHOUT, PHILIP JACKSON'S SCULPTURE WILL PROVIDE A FITTING CENTREPIECE TO THE MUCH NEEDED PUBLIC REALM IMPROVEMENTS IN AUDLEY SQUARE.



PHILIP JACKSON SCULPTURE: BOMBER COMMAND MEMORIAL



PROPOSED VIEW: AUDLEY SQUARE

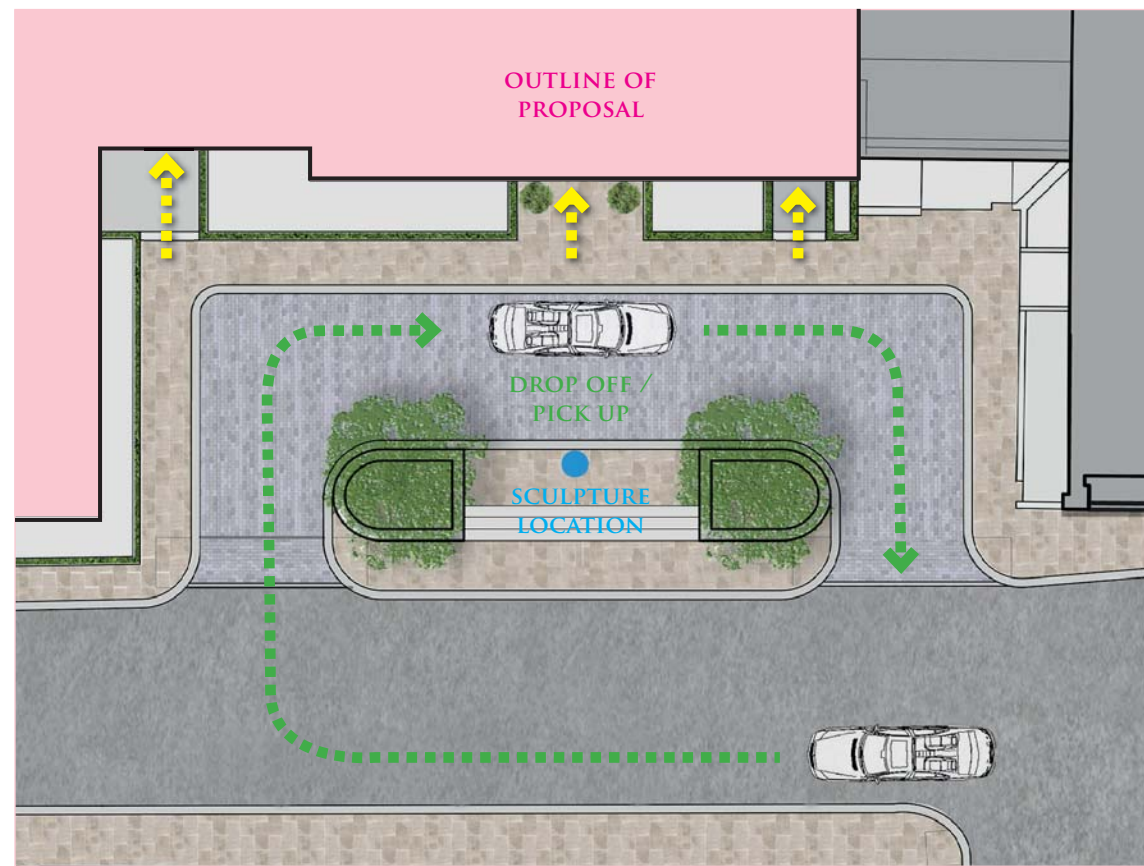
INDICATIVE SCULPTURE LOCATION



PHILIP JACKSON SCULPTURE: GHANDI



INDICATIVE MATERIAL SAMPLES



AUDLEY SQUARE: INDICATIVE MATERIAL TREATMENT

KEY: PEDESTRIAN ENTRANCE VEHICLE MOVEMENT / ACCESS

THE PROPOSALS - WAVERTON STREET PUBLIC REALM

EMILY YOUNG IS PROBABLY ONE OF THE MOST IMPORTANT BRITISH SCULPTORS WORKING IN STONE TODAY.

WWW.EMILYYOUNG.COM

“MODERNIST TO THE CORE IN HUMANIST IMPULSE AND COMMITMENT TO “TRUTH TO MATERIALS”, EMILY YOUNG CARVES HALF-FINISHED HEADS TO ALLOW GEOLOGICAL ACCIDENT – VEINS, SPLITS, CREVASSES – TO DETERMINE THE CHARACTER AND ENERGY OF EACH WORK.

EMILY YOUNG’S WORK HAS ALWAYS COMPELLED BY ITS FORMAL SIMPLICITY AND DIRECTNESS; REVEALING THE MINERAL OCCLUSIONS OF MILLENNIA – HOW DUST SETTLED, WATER DRIPPED, FORCES PUSHED – HER SCULPTURES MEDITATE ON TIME, NATURE, MEMORY, MAN’S RELATIONSHIP TO THE EARTH.”

JACKIE WULLSCHLAGER FOR THE FT.

AS WITH THE PROPOSALS FOR AUDLEY SQUARE, EMILY YOUNG’S SCULPTURE WILL PROVIDE A FITTING FOCAL POINT TO THE PUBLIC REALM IMPROVEMENTS ON WAVERTON STREET. THE FORMALITY AND SYMMETRY OF THE NEW LIMESTONE LOGGIA WILL ACT AS A BACKDROP AND THE PROPOSED LANDSCAPING AND UPGRADED HARDSCAPE MATERIAL WILL SIGNIFICANTLY ENHANCE THE SPATIAL QUALITY OF THE EXISTING STREET SCENE.



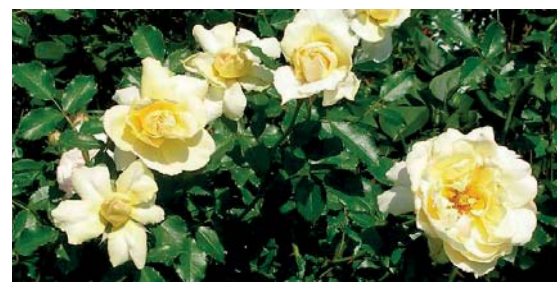
EMILY YOUNG SCULPTURE



PROPOSED VIEW: WAVERTON STREET  INDICATIVE SCULPTURE LOCATION

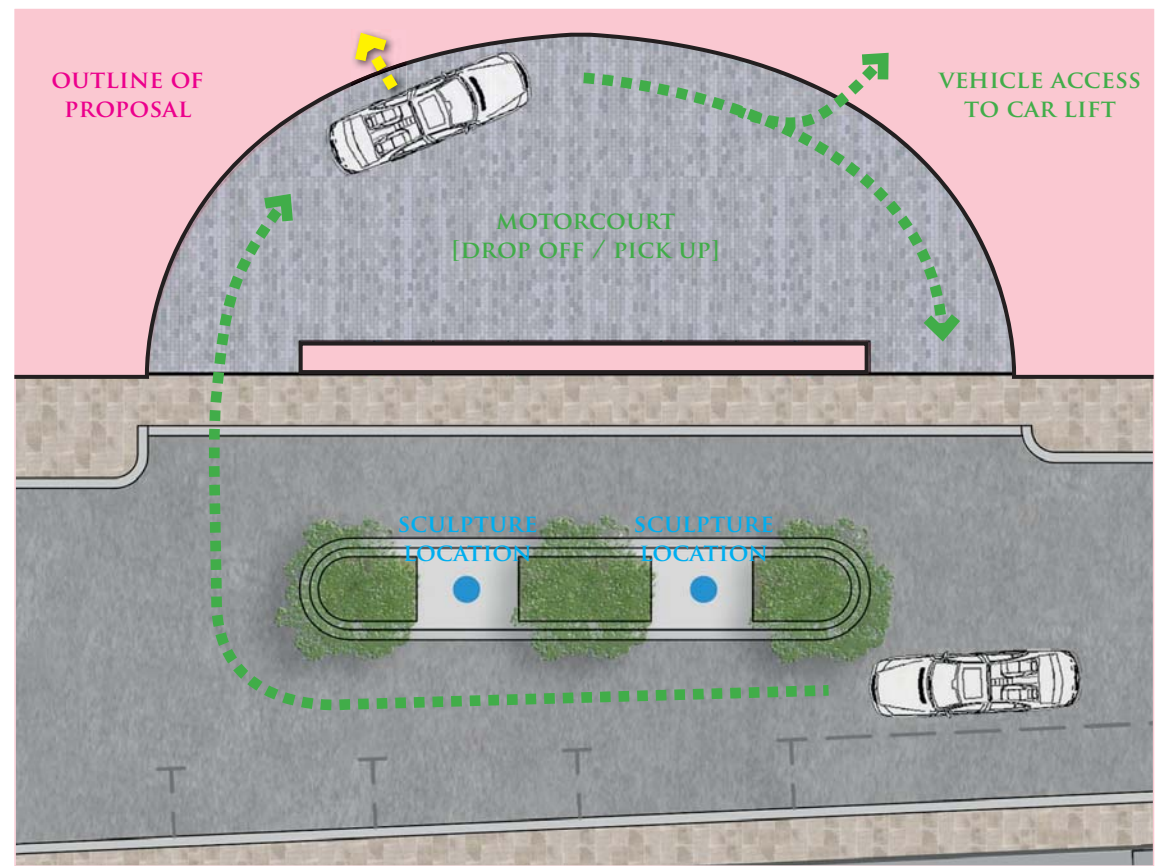


TULIP TREES



FLOWERING SHRUBS

INDICATIVE PROPOSED PLANTING



WAVERTON STREET: INDICATIVE MATERIAL TREATMENT

KEY:  PEDESTRIAN ENTRANCE  VEHICLE MOVEMENT / ACCESS

SUSTAINABILITY

ENERGY STRATEGY PRINCIPLES

THE BUILDING WILL COMPLY WITH THE LONDON PLAN AND SUPPLEMENTARY ENERGY STATEMENTS. THE BUILDING TARGETS 35% CARBON EMISSIONS REDUCTION OVER PART L 2013. IN ORDER TO ACHIEVE THIS THE FOLLOWING PRINCIPLES HAVE BEEN ADOPTED:

- LEAN – MEETING PART L 2013 WITHOUT CHP OR RENEWABLES
- CLEAN – GAS FIRED CENTRAL HEATING PLANT PROVIDING DISTRICT HOT WATER
- GREEN – GROUND SOURCE HEAT PUMPS FOR HEATING AND COOLING PROVIDES SOME RENEWABLE ENERGY & REDUCES ROOF LEVEL PLANT

CODE FOR SUSTAINABLE HOMES
CODE LEVEL 4 WILL BE ACHIEVED

FABRIC FIRST

A “FABRIC FIRST” APPROACH TO REDUCING THE ENERGY DEMAND IS PROPOSED. THIS MEANS ALL ELEMENTS OF THE EXTERNAL ENVELOPE WILL BE HIGHLY INSULATED AND AIRTIGHT TO PREVENT HEAT LOSSES IN WINTER AND HEAT GAINS IN SUMMER. WINDOWS AND SHADING DEVICES WILL BE OPTIMISED TO INCREASE SOLAR HEAT GAINS IN WINTER AND TO PROTECT FROM EXCESS SOLAR HEAT IN SUMMER.

GAS CHP (COMBINED HEAT AND POWER)

THE COMBINED GENERATION OF HEAT AND ELECTRICITY IS KNOWN AS “COGENERATION” OR COMBINED HEAT AND POWER (CHP). THE OPERATING PRINCIPLE IS SIMILAR TO A GAS-FIRED POWER PLANT, EXCEPT THAT “WASTE” HEAT BECOMES THE MAIN OUTPUT WITH ELECTRICITY A WELCOME BY PRODUCT. THIS LOWERS THE BUILDING’S CARBON EMISSIONS AND ELECTRICITY COSTS.

GSHP (REVERSIBLE)

AN ENERGY EFFICIENT GROUND SOURCE HEAT PUMP (GSHP) SYSTEM IS PROPOSED. THE GSHP WILL BE USED TO HEAT AND COOL THE BUILDING.

GREYWATER RECYCLING

WASTE WATER FROM THE SWIMMING POOL WILL BE COLLECTED FILTERED, TREATED AND USED TO FLUSH TOILETS THUS REDUCING THE BUILDINGS WATER CONSUMPTION

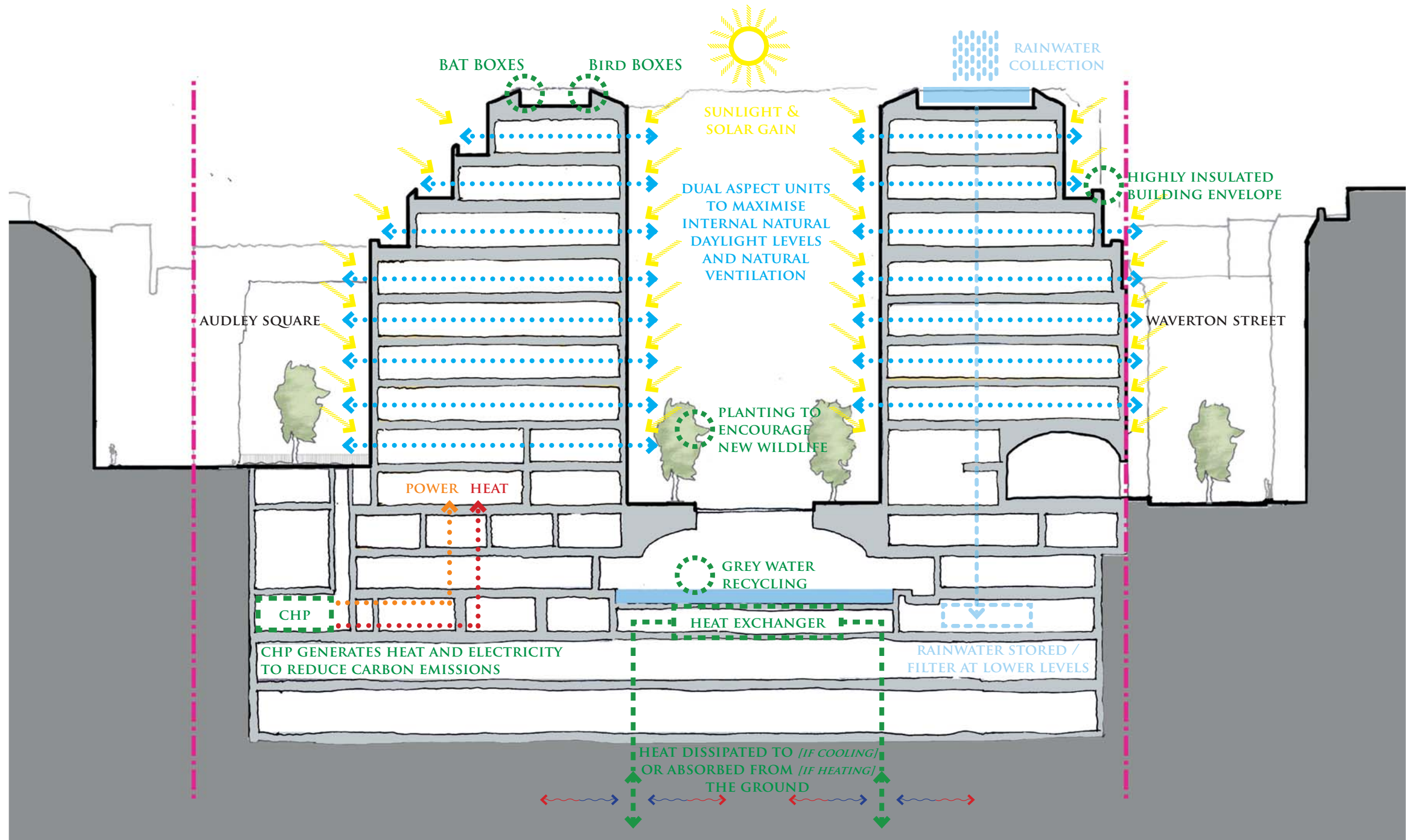
RAINWATER

RAINWATER WILL BE COLLECTED, STORED, FILTERED, TREATED AND USED TO FLUSH TOILETS OR WATER THE LANDSCAPED AREAS. THIS HAS THE ADDED BENEFIT OF REDUCING THE AMOUNT OF WATER ENTERING THE MAINS DRAINAGE SYSTEM.

MECHANICAL VENTILATION WITH HEAT RECOVERY (MVHR)

IN ADDITION TO OPENABLE WINDOWS, DWELLINGS WILL BE FITTED WITH STATE OF THE ART MECHANICAL VENTILATION SYSTEMS. FRESH AIR WILL BE SUPPLIED AND STALE OR DAMP AIR EXTRACTED WITHOUT THE NEED TO OPEN THE WINDOWS. APPROXIMATELY 80-90% OF THE HEAT CONTAINED IN THE EXTRACTED AIR WILL BE USED TO PRE-HEAT INCOMING FRESH AIR, THUS REDUCING THE HEAT LOAD OF THE BUILDING.

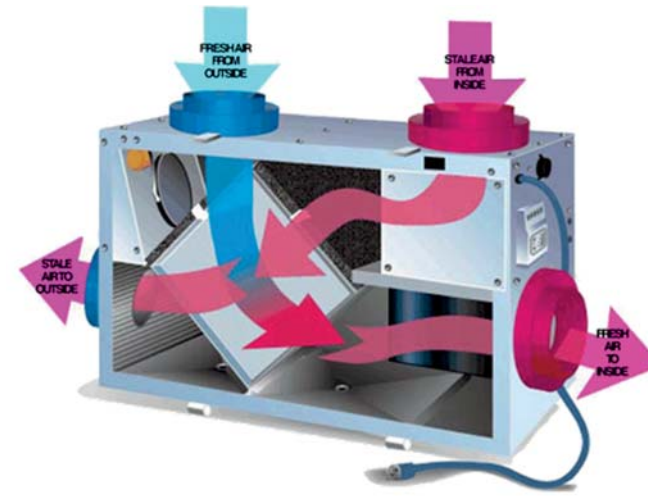
AUDLEY SQUARE HOUSE



PROPOSED SECTION INDICATING SUSTAINABLE ASPIRATIONS



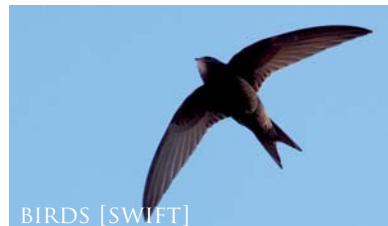
CHP PLANT EQUIPMENT



AIR FLOWS INSIDE A HEAT EXCHANGER OF AN MVHR UNIT

ECOLOGY

AN AMBITION OF THE PROPOSAL IS TO ENHANCE THE LOCAL ECOLOGY WITH THE INTRODUCTION OF SOFT LANDSCAPING TO THE COURTYARD GARDEN, AUDLEY SQUARE AND WAVERTON STREET AND THE INCORPORATION OF BAT AND BIRD BOXES TO THE ROOF.



BIRDS [SWIFT]



BATS



SITE LOGISTICS

ADVICE HAS BEEN TAKEN FROM A PROFESSIONAL CONSTRUCTION ORGANISATION WITH REGARDS TO THE SITE LOGISTICS OF THE DEVELOPMENT. FURTHER ADVICE ON THE DETAILING OF THE SITE LOGISTICS WILL BE TAKEN ONCE A MAIN CONTRACTOR HAS BEEN APPOINTED FOR THE SCHEME.

A CONSTRUCTION MANAGEMENT PLAN, SITE WASTE MANAGEMENT AND ENVIRONMENTAL MANAGEMENT PLAN FOR THE DEMOLITION OF THE EXISTING BUILDINGS AND CONSTRUCTION OF THE NEW WILL BE AGREED WITH WCC.

THE APPOINTED MAIN CONTRACTOR WILL NEED TO COMPLY WITH THE CONSIDERATE CONSTRUCTOR'S SCHEME.

ACCESS AND EGRESS

THERE WILL BE A CLEAR MANAGEMENT OF THE INTERFACE BETWEEN SITE AND PEDESTRIAN AND HIGHWAY ROUTES. BANKSMEN WILL BE EMPLOYED TO OVERSEE VEHICLE MOVEMENTS IN AND OUT OF THE SITE SEPARATE ACCESS ZONES FOR PEDESTRIAN AND VEHICLES WILL BE MAINTAINED AT ALL TIMES.

VEHICLE ACCESS

THERE IS CURRENTLY GOOD VEHICULAR ACCESS TO THE SITE VIA SOUTH AUDLEY STREET. IT IS ANTICIPATED THAT ALL EQUIPMENT BE DELIVERED DIRECTLY TO SITE FROM SOUTH AUDLEY STREET AND WITHOUT SUBSTANTIAL INTERRUPTION TO THE EXISTING TRAFFIC FLOWS, AVOIDING ANY UNNECESSARY CLOSURES TO THE PUBLIC HIGHWAY. IT IS POSSIBLE THAT WAVERTON STREET MAY ALSO BE USED FOR ACCESS, BUT THIS IS SUBJECT TO FURTHER DEVELOPMENT WITH THE MAIN CONTRACTOR AND AGREEMENT WITH WCC.

THE VOLUME OF TRAFFIC IS UNLIKELY TO IMPOSE ANY NEGATIVE IMPACT ON THE LOCAL TRANSPORT NETWORK, QUEUING OF VEHICLES ON THE LOCAL ROAD NETWORK WILL NOT BE ACCEPTED. DURING THE OPERATIONAL PHASE, THE PROPOSED DEVELOPMENT WILL GENERATE A SIMILAR NUMBER OF VEHICLE TRIPS IN THE PEAK HOURS TO THE EXISTING USES ON THE SITE. AS SUCH THE IMPACT ON HIGHWAY NETWORK WOULD BE NEGLIGIBLE.

LOADING AND UNLOADING OF VEHICLES, DISMANTLING OF EQUIPMENT SUCH AS SCAFFOLDING OR MOVING EQUIPMENT OR MATERIALS AROUND THE SITE SHALL BE CONDUCTED IN SUCH A MANNER AS TO MINIMISE NOISE GENERATION.

TREATMENT OF ADJACENT PUBLIC PAVEMENT / HIGHWAYS

ALL PAVEMENTS AND HIGHWAYS ADJACENT TO THE SITE WILL BE KEPT CLEAN AND CLEAR OF ANY MATERIALS. NO MATERIALS WILL BE STORED ON THE PAVEMENT OR HIGHWAY AT ANY TIME.

REMOVAL OF SURPLUS MATERIALS

A WASTE MANAGEMENT SYSTEM WILL BE ESTABLISHED FOR THE SITE AT AN EARLY STAGE. THIS WILL BE MONITORED AND ADAPTED AS THE CONSTRUCTION OF THE BUILDING PROCEEDS.

ROAD CLEANLINESS

PRECAUTIONS WILL BE TAKEN TO CONTAIN SITE GENERATED MATTER TO WITHIN THE SITE BOUNDARY. THE EXACT PRECAUTIONS TO BE TAKEN, E.G. WHEEL WASH FACILITIES, WILL BE AGREED WITH THE CONTRACTOR BASED ON THE PROPOSED METHODS OF WORKING.

TYPICAL ANTI-DUST CONTROL MEASURES TO INCLUDE WATER-DAMPING DURING CONSTRUCTION AND DE-CONSTRUCTION, AND WHEEL-WASHING UPON EXIT.

SITE SCAFFOLDING AND SIGNAGE

SCAFFOLD WILL BE ERECTED TO THE FRONT AND SIDE OF THE SITE AND WILL BE FITTED WITH AN ALARM, SIGNAGE, SHEETING AND LIGHTS. ALL NECESSARY PERMITS WILL BE OBTAINED BY THE MAIN CONTRACTOR PRIOR TO START OF RELEVANT WORKS. THE SCAFFOLDING WILL BE POSITIONED ON THE FOOTPATH LEAVING A CLEAR DISTANCE FOR THE PUBLIC FOOTPATH WHICH WILL BE MAINTAINED AT ALL TIMES.

HOARDING

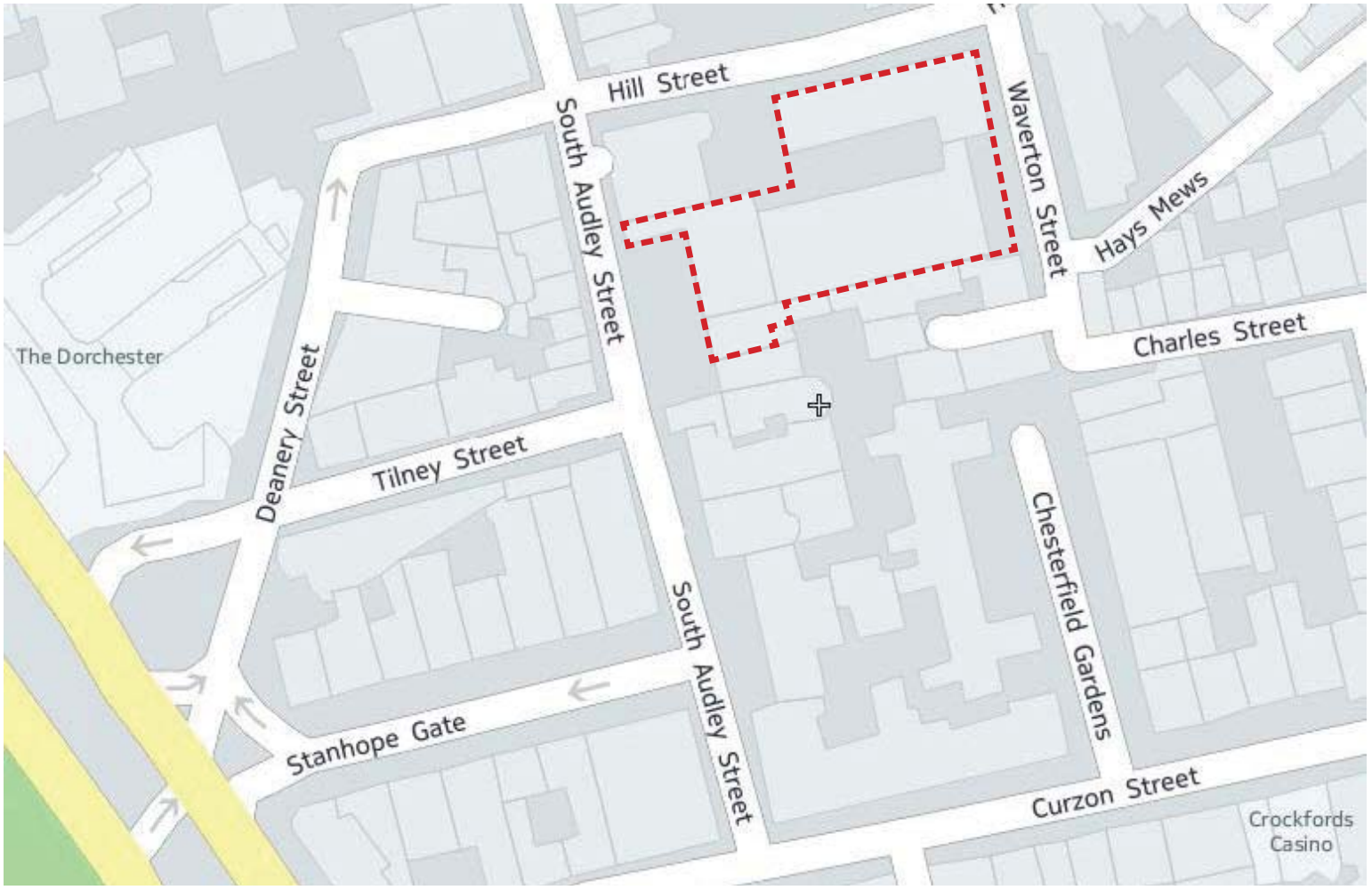
THE LINE OF THE HOARDING WILL BE AGREED WITH THE MAIN CONTRACTOR AND A HOARDING APPLICATION WILL BE SUBMITTED TO WCC AS REQUIRED. THE HOARDING WILL BE OF THE HIGHEST QUALITY WITH WELL-MAINTAINED FINISHES AND LIGHTING AS NEEDED.



SITE PHOTOGRAPH FROM WAVERTON STREET LOOKING NORTH



ROAD CLEANLINESS: WHEEL WASH FACILITIES



STREET PLAN

THANK YOU

THANK YOU FOR ATTENDING THIS PUBLIC EXHIBITION. WE HOPE THAT YOU HAVE FOUND THIS INFORMATION USEFUL.

TO SUMMARISE, THESE PROPOSALS WILL:

- PROVIDE HIGH QUALITY RESIDENTIAL APARTMENTS
- PROTECT AND ENHANCE THE ARCHITECTURAL SPIRIT OF MAYFAIR
- TRANSFORM AUDLEY SQUARE INTO A NEW ATTRACTIVE PUBLIC SPACE

NEXT STEPS

CAUDWELL PROPERTIES (109) LTD. WILL SHORTLY BE SUBMITTING A PLANNING APPLICATION TO WESTMINSTER CITY COUNCIL TO SEEK PERMISSION TO REDEVELOP THE SITE AND, IF APPROVED, WORKS WILL HOPEFULLY START ON SITE IN LATE 2015.

IT IS IMPORTANT THAT WE UNDERSTAND THE VIEWS OF THE LOCAL COMMUNITY, WE WOULD THEREFORE BE GRATEFUL IF YOU COULD FILL IN OUR FEEDBACK FORM TO LET US KNOW YOUR THOUGHTS ON THE PROPOSALS. THE FORM CAN BE LEFT WITH STAFF, OR SENT TO US LATER USING THE FREEPOST ADDRESS.

IF YOU HAVE ANY FURTHER QUESTIONS OR WOULD LIKE MORE INFORMATION, PLEASE CONTACT US AT:

W: WWW.AUDLEYSQUAREREDEVELOPMENTMAYFAIR.COM
E: AUDLEYSQUARECARPARK@FOURCOMMUNICATIONS.COM
T: 020 3697 4385

WESTMINSTER CITY COUNCIL WILL ALSO CONSULT RESIDENTS, BUSINESSES AND THE LOCAL COMMUNITY AS PART OF THE APPLICATION PROCESS. WESTMINSTER'S OFFICERS WILL COLLATE ALL FEEDBACK RECEIVED TO FORM PART OF THEIR REPORT.



AUDLEY SQUARE: PROPOSED VIEW