

80 NEW BOND STREET



Hines UK are preparing an application to partially redevelop and reposition the existing building at 80 New Bond Street, introducing a new façade, two new additional floors, and reworked interior floorplates that will deliver modern, high-quality office and more efficient retail space.

We have worked with local stakeholders and Westminster City Council to understand their priorities for Oxford Street, and we are pleased to share our current designs aimed at improving the existing building and securing a high-quality future for the site.

Please take the time to read about our plans, and if you have questions, or wish to discuss the proposals in more detail with the team, please do not hesitate to get in touch via the below contact details:

80NewBondStreet@Kandaconsulting.co.uk

0203 900 3676

THE CURRENT BUILDING & THE FUTURE OF OXFORD STREET

The Current Building

The current building is a tired 1970s property with poor-quality retail frontages, an unwelcoming office reception and an inactive frontage on Dering Street.

The building also suffers from extremely inefficient floorplates, which means it can no longer meet the requirements of modern retail or office tenants.

These issues are something we are keen to address as part of our proposals whilst also allowing the building to respond to the future context of Oxford Street.

The Future of Oxford Street

Westminster City Council has a long term and ambitious vision for the future of the Oxford Street District. Their emerging district-wide strategy responds to the challenges facing the area and will ensure that Oxford Street retains its reputation as one of London's most popular shopping districts. Principles from their emerging strategy have heavily influenced our proposals and our long-term strategy for the future of this building, including:

- **Diversify** Land Use
- **Design** for Flexibility
- **Support** Economic Growth



THE PROPOSALS

As part of our proposals to partially redevelop and reposition the site, we will:



Retain the majority of the existing structure



Create a new high-quality façade that is more visually appealing whilst making use of the existing structure



Introduce a two storey roof extension that will provide new, high-quality office space. The extension will step-back to reduce the impact of the additional massing



Design a new high-quality office entrance on Dering Street



Rework the floorplates to provide more efficient retail and office floorplates, maximizing the site's potential



Improve the shopfronts to make them more attractive and welcoming



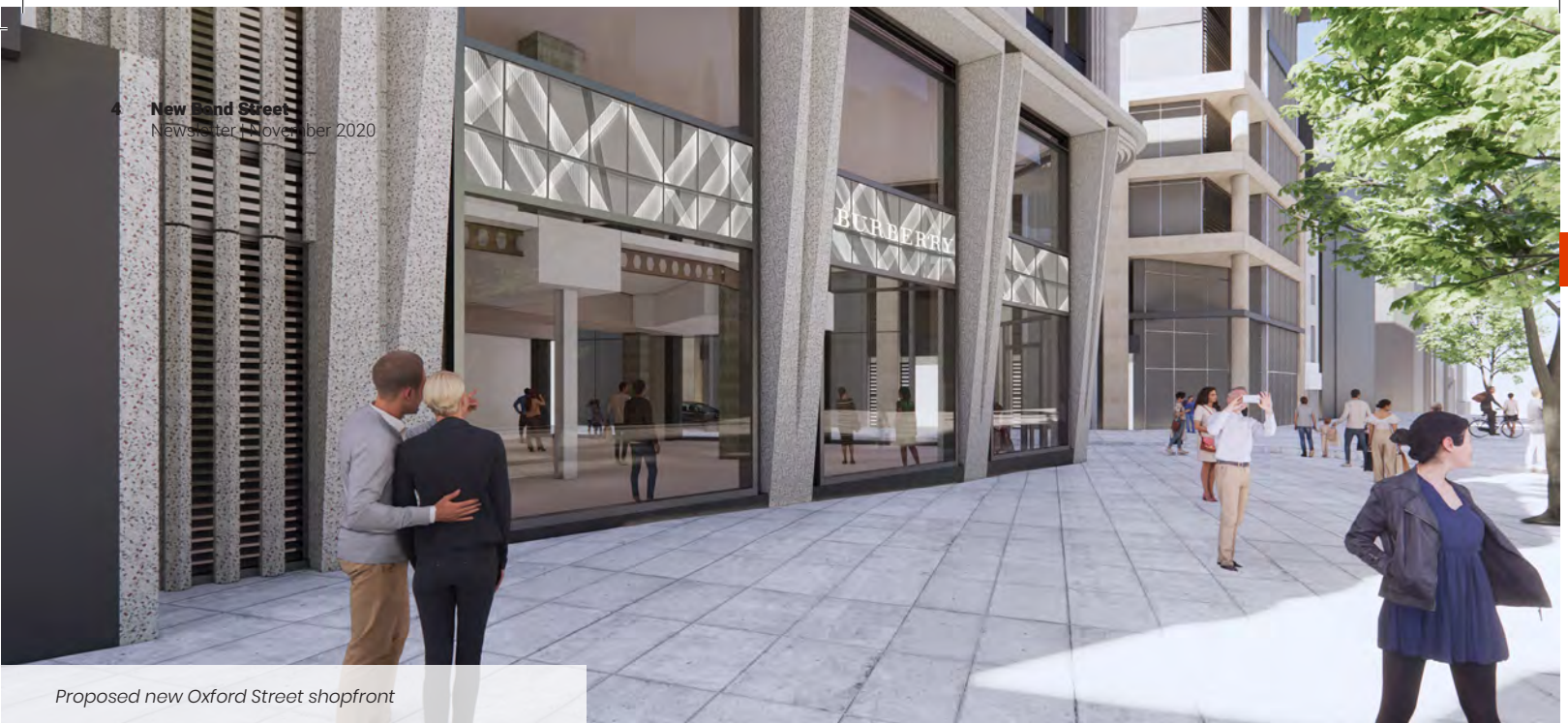
Deliver a new roof terrace on the 8th floor to act as a breakout space for office tenants



Introduce a strict operational management plan to limit the impact of the roof terrace of nearby neighbours



Improve the building's sustainability credentials by targeting a BREEAM standard of Excellent, with aspirations to achieve Outstanding



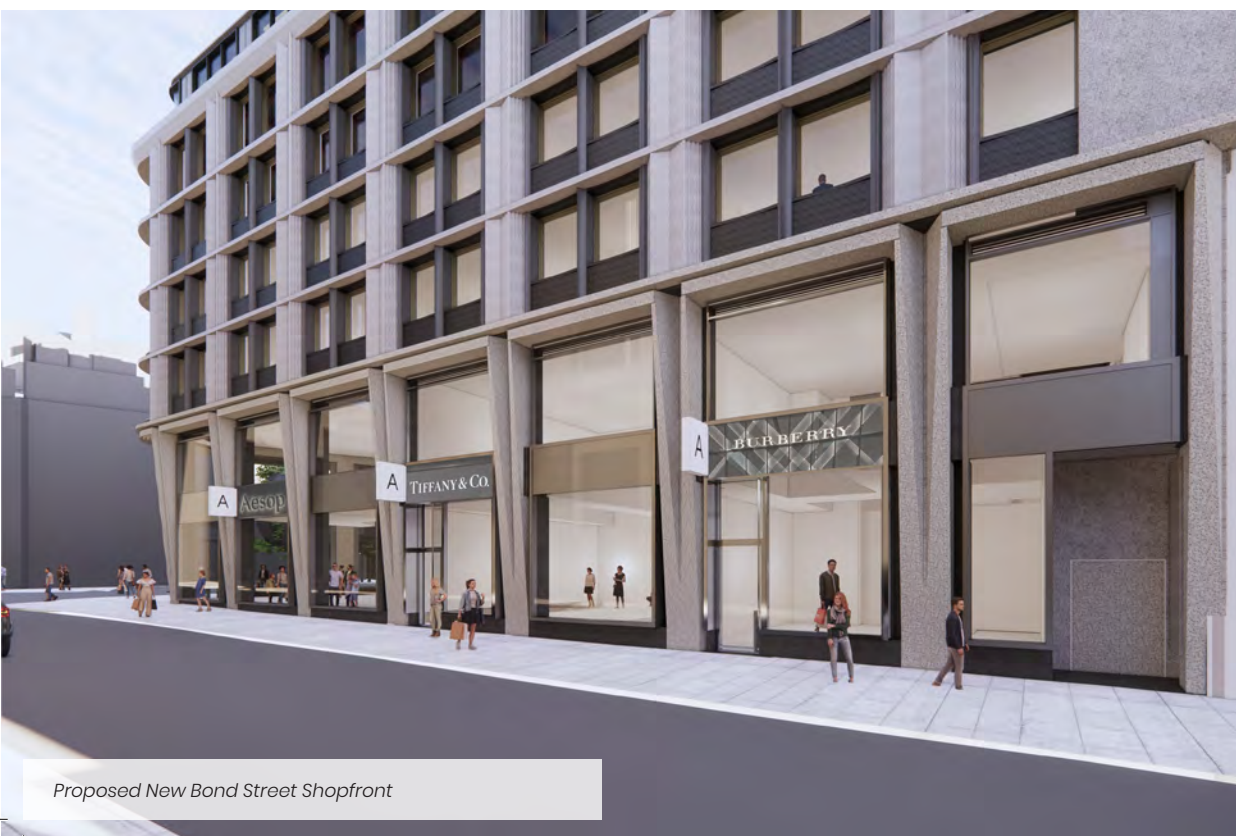
Proposed new Oxford Street shopfront

ARCHITECTURE & MATERIALITY

Oxford Street and New Bond Street

Currently, the building has double height shop frontages on Oxford Street. As part of our approach, we will retain these whilst also introducing new double height frontages on New Bond Street to create a unified approach across the site. This will help to promote the retail at ground floor, but also create a more welcoming and inviting space for passersby.

As part of our plans to make the Oxford Street and New Bond Street frontages more appealing, we are proposing to replace the existing unwelcoming shopfronts with new high-quality frontages made from natural stone, granite and 'brushed anodized' aluminum.



Proposed New Bond Street Shopfront



Proposed façade at upper levels

ARCHITECTURE & MATERIALITY

Pavilion Floors

The two new additional floors at the 6th and 7th levels will be made of a darker aluminum material. This references the accents in the façade below and will allow it to be of secondary importance to the rest of the façade.

On the roof, a series of built-in planters will be introduced to improve the outlook from neighbouring properties, provide screening, and improve the wellbeing of office tenants accessing the roof terrace.

Dering Street

As part of proposals for Dering Street and the new office entrance, we will be using a combination of recycled brick, natural stone, and bronze materials. This will help to identify the office entrance and allow it to remain separate from the retail elements of the building. The materials have been inspired by the context of Dering Street and will help the design of the building transition from Oxford Street to Dering Street.



Proposed 6th and 7th Floor Materiality



Proposed Dering Street Façade



SUSTAINABILITY, TERRACES AND WELLBEING

Sustainability and Wellbeing

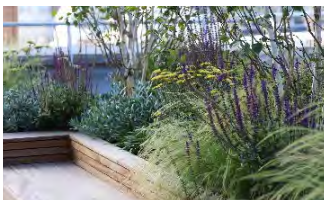
The existing building is extremely inefficient and has poor sustainability credentials. This is something we want to address as part of our proposals.

By retaining all of the existing foundations and the majority of the reinforced concrete frame, we will be undertaking a far more sustainable approach to redevelopment, when compared to a wholesale redevelopment of the site.

We are also committed to achieving a BREEAM rating of Excellent as a minimum, with aspirations to achieve Outstanding. This will be achieved by:

- Reducing Operational Emissions by 35%
- Reducing water usage by approx. 40%
- Diverting 95% of non-hazardous demolition waste away from landfill
- Targeting an Urban Greening Factor of 0.3

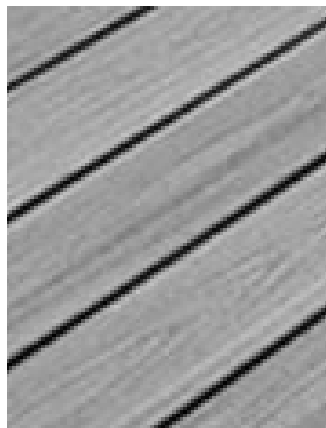
We are also committed to improving biodiversity in the area, as the site is located along the green corridors identified in the 'Wild West End' program. As a result, we are proposing to introduce greening on the 7th floor and roof terraces, increasing biodiversity in the area. The proposed greening will be in-keeping with the Wild West End vision to attract target species in the area.



Built in planters



Green wall



Decking - blue roof below

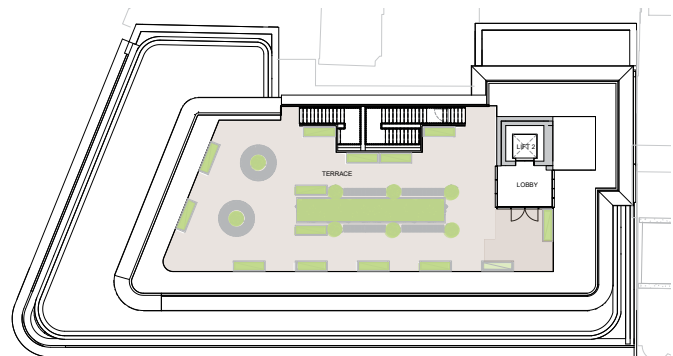
Terraces

As the building steps back at upper levels, we are proposing to introduce terraces on the 7th floor and on the roof of the building. These will be extensively planted, as previously mentioned, and will provide breakout spaces to enhance the wellbeing of future office occupants.

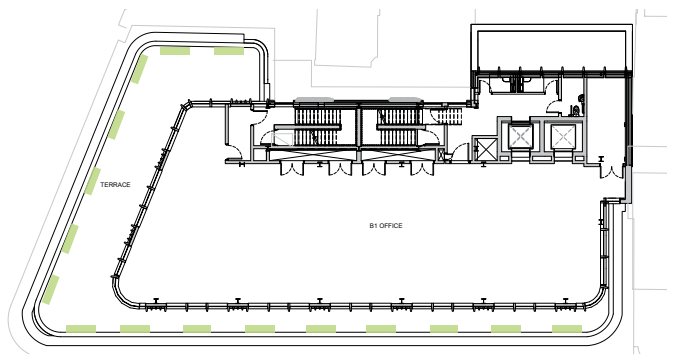
Access to private external amenity space is increasingly in demand from future office occupiers, particularly in light of the Covid-19 pandemic, and this is something we are keen to ensure our future tenants have access to but in a sensitive way which would not impact upon the amenity of nearby residents. As a result, a strict operational management plan would be introduced so as limit the terraces usage.

Key:

■ Planters



Proposed Roof Plan



Proposed 7th Floor Plan

BENEFITS

We believe our proposals will bring forward a number of benefits for the area, these include:



Improving the retail frontages so that they are more welcoming and an attractive to passers-by, helping to further activate the site



New, high-quality office space that will contribute to the long-term economic success of Oxford Street



Increasing the wellbeing of office tenants by creating accessible roof terraces



Introducing modern, enhanced office and retail floor space that will be flexible and will cater to the needs of future tenants



Improving the building's sustainability credentials, particularly by retaining the majority of the existing structure



Increasing biodiversity in and around Oxford Street

Next Steps

We are keen to understand the views of our neighbours before we submit our planning application to Westminster City Council.

We will be hosting a virtual briefing via Microsoft Team on:

Thursday 19th November at 17:00

If you would like to attend this briefing, please register your interest by getting in touch via the contact details below. Alternatively, if you would like to provide us with your feedback or have any questions, please do not hesitate to get in touch:

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