

nla



* NEW RETAIL SPACE FOR LONDON *

SPONSORED BY

DAVIS LANGDON



LUNSONMITCHENALL

SHOP

NEW RETAIL SPACE FOR LONDON

* * * * *

3 MAY - 23 JUNE 2007

NEW LONDON ARCHITECTURE
THE BUILDING CENTRE
26 STORE STREET
LONDON WC1E 7BT

WWW.NEWLONDONARCHITECTURE.ORG

* * * * *



A PUBLIC CENTRE SHOWING WHAT'S HAPPENING NOW IN
ARCHITECTURE, PLANNING AND DEVELOPMENT IN LONDON
WWW.NEWLONDONARCHITECTURE.ORG

Argyll
Business Centres



whitbybird



CONTENTS

* * * * *

SHOP 2

DESIGN ISSUES FOR
SUCCESSFUL SHOPPING 5

Nick Clare, Partner, Davis Langdon

PROJECTS

Malls 8

Mixed Use 20

High Streets & Open Air 46

Stores 80

SHOP - THE FUTURE 92

INDEX 94

CREDITS 96

BREAKFAST TALKS PROGRAMME 97

* * * * *

SHOP

* * * * *

London's retail market is on the eve of an extraordinary period of growth that will produce both opportunities and challenges in equal measure.

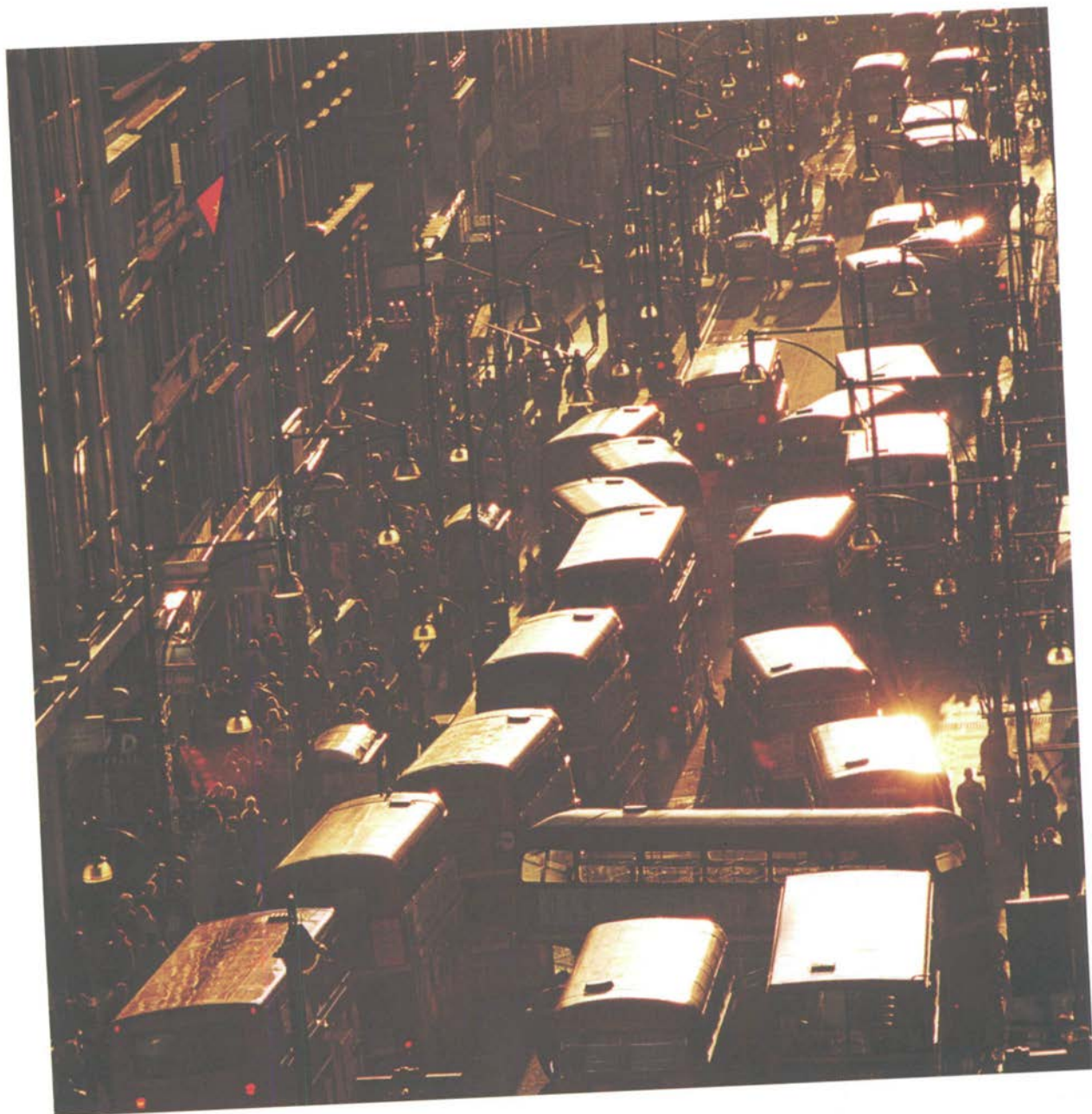
The expected boom is highlighted in a major report published by GLA Economics towards the end of 2006. One set of figures alone spells out what lies ahead. Spending levels on comparison goods, says the GLA, are forecast to rise from £19bn in 2001 to nearly £39bn by 2016. This equates to annual growth of 4.8%. Existing retail space in the capital will, however, only have the capacity to cope with a 2.5% growth in spending. So a clear message quickly emerges. New space - and a lot of it - is going to be needed for London to cope with its consumer boom.

Across the city major developments are already starting to come through, others are well advanced and some are still at the planning stage. Most notably, there's the 'big twosome' - White City (now Westfield London) is well advanced in its huge transformation of a key site in west London and Stratford City, which will play a powerful role in regenerating a neglected part of east London. As well as their impacts on their respective markets, being neatly located on opposite sides of the capital there is also much speculation about the likely

impact of these giant schemes on the established central London retail circuit.

Meanwhile, new retail forms part of the huge new investment planned for the King's Cross area; Brent Cross is the focus of an entire new town centre development and around 50 acres of land that surrounds the newly unveiled Wembley Stadium also offers extensive opportunities for the creation of retail space. Away to the south, Elephant & Castle, Lewisham and the long awaited re-development of Battersea Power Station are all earmarked for additional retail capacity. And further out, Croydon and Kingston upon Thames are amongst major, metropolitan centres anticipating an injection of significant new retail floorspace.

The GLA report states these and other pipeline developments will deliver around 7.5m sq.ft (700,000 sq.m) up until 2016. And it says this will go "some way to meeting London's retail requirements". But more space will still be needed in order to ensure London maintains a healthy and competitive retail market.





JUBILEE PLACE, CANARY WHARF

DESIGN ISSUES FOR SUCCESSFUL SHOPPING

Nick Clare, Partner, Davis Langdon

* * * * *

After years in the doldrums, Britain's cities are on the rebound, with huge investment going into centrally located commercial, retail and residential developments.

Much of the impetus behind this can be put down to planning policy, particularly PPG6, which since the late 1990s has directed development into town and city centres and which increasingly is aimed at creating rejuvenated city-centre economies serving visitors and expanding local populations.

In order to succeed, these regeneration projects need to create a step change in the value of property in their target area. However, combining uses such as retail, leisure and residential introduces a number of challenges in terms of optimising value and compatibility between different occupier needs. This is a complex process that potentially involves a wide range of development partners, and that will benefit from specialist skills and early investment in getting the right development balance.

Historically, developers preferred enclosed malls, providing a controlled, secure environment that is easy to manage. These were ideal in out-of-town locations, where enclosure helps

to create a sense of place amidst a sea of car parking.

By contrast, enclosed town centre shopping developments were less popular, often failing to relate to their surroundings, either in massing terms, permeability, co-ordination with pedestrian flows, or sustainability. This lack of integration can affect the attraction of a centre, potentially reducing retailer profitability and the centre's end value.

Retail schemes in city centres face a range of development, planning and design challenges. These include site assembly, the creation of new civic space, the encouragement of mixed use, and the management of the impact of the development on existing transport networks, retail and so on.

This is further complicated on mixed use schemes by the considerable separation of residential and commercial expertise involved in design, construction, marketing and investment. In some cases, different design teams may be engaged to design the different elements. Because of the lack of shared knowledge, opportunities on schemes to add value can be missed, and projects can fall short of their objectives.

With improved sustainability becoming a central objective of any development, managing the tension between the differing timelines for capital investment between developers and occupiers is important.

For example, the need for rapid responses to market conditions means that in many instances retailers focus their attention on a shorter time horizon than developers; who need to consider what these same occupiers will want in five or more years, if they are to realise the full value of their investment when it comes to market.

The unprecedented period of change, currently being experienced with regards to the sustainability agenda, has led to a much greater emphasis on environmental considerations by retailers than previously. A practical feature of this shift has been a drive to reduce in-store energy consumption and to source what remains from renewable suppliers. Thus, enabling them to achieve a claim to carbon neutrality.

Poorly sited renewable technologies can be both inefficient and expensive in meeting energy demands. On larger scale projects developing a design, development and phasing framework that enables both established and emerging technologies is a growing challenge.

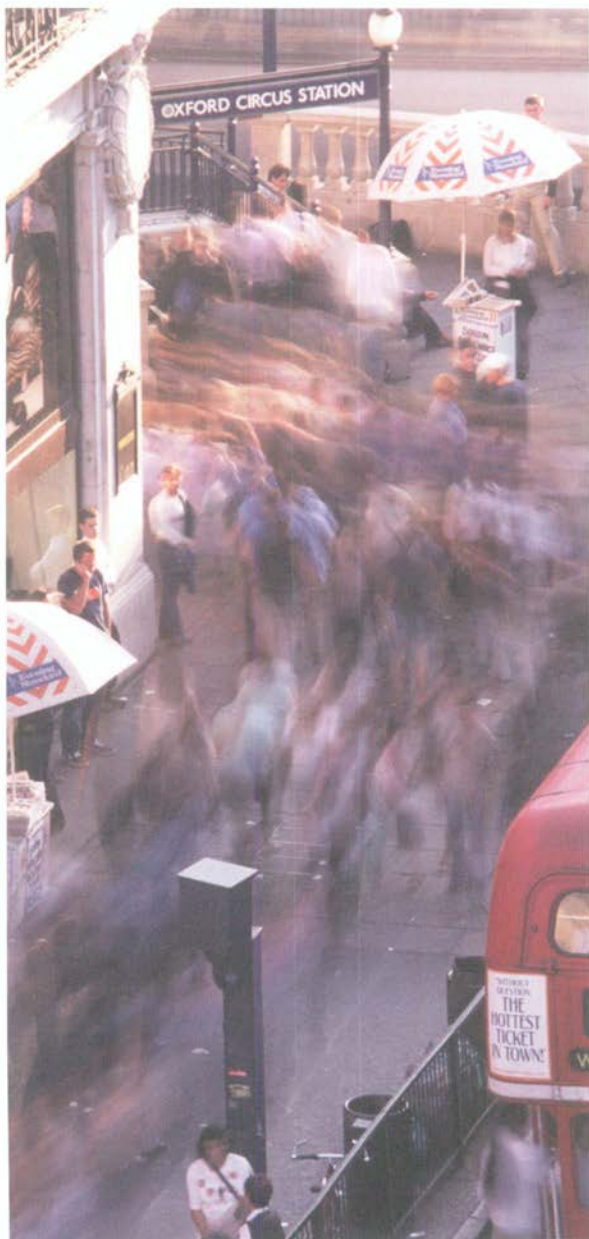
To illustrate this concept, consider a developer commissioning a large scheme in 2007. They are currently needing to make design decisions for their project, which anticipate legislative and social trends for a product that will not be available until 2011 or beyond.

If you follow this forward a year to 2008 as they look to secure tenants for the scheme, someone will need to convince the retail occupiers that the energy requirements for their unit will be substantially less than their current demands; hence, the energy capacity for the site has been scaled down accordingly in the specifications.

Though quite possibly correct, you can imagine this might be a difficult proposition to sell.

In order to achieve a sustainable masterplanning solution, short term financial viability must be balanced with flexibility in the long run and the need to improve environmental considerations and energy usage.

An initial step might be to identify the fiscal incentives available for implementing energy efficiency practices. For example, enhanced capital allowances (ECAs) can help reduce the capital cost of implementing approved energy



efficient installations by providing an immediate 100% tax relief on this element of the project expenditure.

With added complexity comes the proliferation of experts bringing solutions in niche fields. Amongst this, it is easy to lose site of the wood for the trees; to fail to preserve the original design intent; or to manage costs effectively.

Knowledgeable and collaborative leadership, at the design stage, has never been more vital in realising the intended value of a retail scheme, amidst an ever more complex background of consumer, occupier and legislative requirements. High consumer expectations of retail space are requiring new levels of innovation and efficiency from retailers, and therefore, the property and construction industry. As developers seek to realise more value from new technologies, excellence in design and delivery remain essential guardians of the successful performance of a project.

If you would like to find out more about any of the issues raised please visit:
www.davislangdon.com/eme/research

MALLS

* * * * *

Malls grew up as a substitute for High Street shopping and in many cities have demoted the traditional centres to secondary destinations. In London for many years Brent Cross was the highest profile regional mall while suburban centres from Ealing to Croydon developed local malls with easy car access and parking. The completion of Westfield London at White City in 2008 presents a major shift in central London shopping. On the edge of the congestion charge area it will directly compete with the traditional centres of Oxford Street, Knightsbridge and High Street Kensington. The success of Canary Wharf as a regional shopping centre, the development of Stratford City and the future expansion of the mother of them all at Brent Cross will provide further competition for the capital's high streets.



BRENT CROSS CRICKLEWOOD

* * * * *

DESIGN TEAM:

Allies and Morrison
working with BDP

CONSULTANT:

Davis Langdon

CLIENT:

Brent Cross Cricklewood Development
Partners

STATUS:

Planning application due
Summer 2007

BOROUGH:

Barnet

* * * * *

The development of Brent Cross Cricklewood will create a new town centre of over 250 acres in north west London, delivering 27,000 jobs, 7,500 homes, major new parks and the largest investment in transport and community facilities in the area's history. The plans will transform Brent Cross Shopping Centre, opened in 1976 and still today the most successful shopping centre in the UK.

New stores will open out onto a pedestrian-only high street and public square, set alongside an improved River Brent, restaurants, a cinema and leisure facilities, all integrated into the town centre via new bridge links. Subject to planning permission, work could begin in late 2009.



JUBILEE PLACE, CANARY WHARF

* * * * *

DESIGN TEAM:
BDP Professions

CLIENT:
Canary Wharf Group Plc

STATUS:
Completed 2003

BOROUGH:
London Borough of Tower Hamlets

* * * * *

Jubilee Place is a single mall running east to west. A glazed roof provides daylight to the interior and views up towards external landscape and buildings.

At the intersection of the mall and the north-south axis of Canada Square is a circular space. Here, escalators rise through the mezzanine food court linking Jubilee Park, Canary Wharf underground station and the winter gardens to the east. There are also pedestrian links to other buildings at the far east and west ends.

An extension to Jubilee Place is currently being designed by BDP.



PALACE EXCHANGE, ENFIELD

* * * * *

DESIGN TEAM:
REID architecture

CLIENT:
ING Real Estate

STATUS:
Opened Feb 2007

BOROUGH:
London Borough of Tower Hamlets

* * * * *

Transforming the retail offer in Enfield town centre, the 160,000 sq.ft (14,864 sq.m) development brings 24 stores and a 530 space car park to Enfield, linking the town's existing anchor stores - Marks & Spencer, Woolworths and the Pearsons department store. Major stores at Palace Exchange include Next, River Island, TK Maxx, TopShop, Superdrug and New Look.



STRATFORD CITY

* * * * *

DESIGN TEAM:

Fletcher Priest Architects,
Arup Associates, West 8

CLIENT:

Westfield

STATUS:

Completion due 2011

BOROUGH:

London Borough of Newham

* * * * *

Stratford City is the largest retail-led, mixed-use urban regeneration project in the UK. Adjacent to the site of the 2012 Olympics, the £4 billion development will provide 1.25 million sq.m of retail, leisure and entertainment facilities, offices, hotels, residential, community facilities and public spaces.

The project will provide exceptional transport links via the new Stratford International station, Stratford Regional station, London Underground (Central and Jubilee Lines), Docklands Light Railway and two new bus terminals.

Due to commence construction in late 2007, Stratford City will act as a catalyst for the regeneration of the entire Lower Lea Valley and Thames Gateway region.



WESTFIELD LONDON

* * * * *

DESIGN TEAM:

Retail Core: Westfield

Rail: Ian Ritchie Architects

CONSULTANT:

Davis Langdon

CLIENT:

Westfield

STATUS:

Completion due 2008

BOROUGH:

London Borough of
Hammersmith & Fulham

* * * * *

Built on a 46 acre site, this 150,000 sq.m complex will include four anchor stores, more than 265 speciality stores, over 40 places to dine, a state-of the-art 14-screen cinema, a health and beauty retreat and advanced gymnasium.

There will be 4,500 car parking spaces; two new tube stations on the Central line and the Hammersmith & City line; a new bus station to the north of the development; and a major transport

interchange to the south east of the development, which will integrate the bus services, new overland West London line station and Shepherds Bush station on the Central line.

Scheduled for completion at the end of 2008, the £1.6 billion Westfield London development will be the largest shopping centre in Greater London.



MIXED USE

* * * * *

Mixed use is the way most urban centres developed throughout history until industrial growth and planning separated development into zones. Mixed use is now fully back on the agenda and all of the major new developments in the capital, from King's Cross to Colindale, will provide a mix of residential, retail and commercial accommodation. Mixed use has the potential to provide a more vibrant urban environment; it avoids the ghettoisation of monocultural housing estates and office centres, and it is sustainable since most of the inhabitants' day to day requirements are within walking distance.



the BRUNSON
SHOP EAT LIVE BE - C ISE 100

RENOIR

COULSDON-SAINSBURY'S, BRIGHTON ROAD

* * * * *

DESIGN TEAM:

PRP Architects (lead architects),
CHQ Partnership Ltd (supermarket
internal fit-out)

CLIENT:

Sainsbury's Supermarkets Ltd

STATUS:

Proposed

BOROUGH:

London Borough of Croydon

* * * * *

The building includes retail,
car parking and residential units all
within the same envelope. The design
takes advantage of the steep slope of
the site to reduce the apparent bulk
of the development.

A service yard and four levels
of car parking are situated above
the retail. The residential units
wrap around the car parking, screening
it from the town. Additional duplexes
are situated at roof level around
a courtyard.



399 EDGWARE ROAD, COLINDALE

* * * * *

DESIGN TEAM:
Sheppard Robson

CLIENT:
Development Securities

STATUS:
Planning consent granted 2006

BOROUGH:
London Borough of Brent

* * * * *

A redevelopment of an existing shopping centre that is a focus for the Japanese community; this £200 million scheme aims to retain the culture of the existing Oriental City through a mix of retail (30,000 sq.m) and private and affordable residential accommodation (50,000 sq.m), arranged around a series of linked courtyards and a primary school (3,500 sq.m).

The design is a transition of spaces, moving from public to private (the street to the semi-public roof decks, garden courtyards and individual blocks). Pedestrians access the main retail concourse via a series of travelators. Residential units are located above these elements, with a 17-storey tower providing orientation and identity to the development.



CARDINAL PLACE, VICTORIA

* * * * *

DESIGN TEAM:

EPR Architects, Lovejoy London

CLIENT:

Land Securities Plc

STATUS:

Completed 2006

BOROUGH:

City of Westminster

* * * * *

The retail space in Cardinal Place is arranged around a series of retail-lined pedestrian walks that draw shoppers from Victoria Street into the retail heart of the scheme. The balance between quality high street retailers and restaurant/bar uses, brought together under an all-weather glass roof, has created a lively destination space that is well used by lunchtime shoppers and office workers enjoying an evening drink.

Cardinal Place won the British Council for Shopping Centres' Supreme Gold and In-Town Retail Scheme Gold Awards for 2006.



CROYDON GATEWAY ARENA

* * * * *

DESIGN TEAM:

Michael Aukett Architects, Whitelaw
Turkington

CLIENT:

Arrowcroft Limited

STATUS:

Proposed

BOROUGH:

London Borough of Croydon

* * * * *

There are two competing plans for the redevelopment of this site: one by Arrowcroft currently favoured by Croydon Council and one by Stanhope Schroders who own a large part of the land on which the Council is attempting to impose a compulsory purchase order. The site is adjacent to and west of East Croydon Railway Station.

Arrowcroft has permission for a mixed use scheme including a 12,500 seat arena; health and fitness club; night club and other leisure uses; food store; restaurants; associated retailing and open space; landscaping and car parking; commercial offices

and 834 residential flats of which 25% is allocated for affordable housing. Provision is made for a future station connection to East Croydon.

The site is very well served by public transport - the East Croydon Railway station has frequent trains to Victoria. It is also a key route on the local bus and tram services.



ELEPHANT & CASTLE

* * * * *

DESIGN TEAM:

Foster + Partners
and make Architects

CLIENT:

Southwark Council

STATUS:

Completion due 2016

BOROUGH:

London Borough of Southwark

* * * * *

The £1.5 billion, 170 acre regeneration of Elephant and Castle in central London includes the creation of a new pedestrianised town centre with 75,000 sq.m of new retail and leisure space, a market square, green spaces and thousands of new homes and jobs.

Southwark Council has adopted a regeneration plan for Elephant and Castle that will create five times the current amount of retail and leisure space. An enclosed shopping centre model that would favour multinational businesses has been rejected - instead an open-streets approach is being pursued that will be more able to

nurture small/medium sized independent businesses.

Realigning Walworth Road into a continuous high street will enable a new shopping precinct to come to life. Similiar in scale to Regent Street, it will be a place for pedestrians to shop and dine out al fresco.



TRANSPORT INTERCHANGES

* * * * *

Transport hubs are more and more seen as a focal point for retail. A series of major regeneration schemes are being designed to integrate improved customer experiences, with better and more varied retail provision.

Major projects include: Heathrow Terminal 5, Paddington, Victoria, London Bridge, Euston, King's Cross, and St Pancras International.

ST PANCRAS INTERNATIONAL

* * * * *

DESIGN TEAM:
Allies and Morrison

CLIENT:
London and Continental Railways

STATUS:
Completion due Nov 2007

BOROUGH:
London Borough of Camden

* * * * *

When the restored and extended St Pancras International opens its doors on 14th November 2007 it will include 82,000 sq.ft of retail and hospitality space. It will be not only a major railway station but also a centre for quality shopping.

At street level, amongst the pillars and brick arches will be the independent and boutique retailers. The Circle will have a full service Marks and Spencers, a Boots concept store, Yo! Sushi, Leon, Paul and a range of coffee houses.

A fresh daily farmers market will be positioned where the original station building meets the new extension.



WEMBLEY

* * * * *

DESIGN TEAM:

Rogers Stirk Harbour + Partners

CLIENT:

Quintain Estates and
Development Plc

STATUS:

Proposed

BOROUGH:

London Borough of Brent

* * * * *

The 70 acres of land surrounding the new Wembley National Stadium will be transformed into an international retail, leisure and entertainment destination to include London's only designer outlet shopping facility and one of the UK's largest cinemas.

In addition, substantial restaurants and beverage facilities will complement the new Hilton Hotel and residential and commercial developments. The first phase of retail and leisure development will be in excess of 500,000 sq.ft.



THE BRUNSWICK CENTRE

* * * * *

DESIGN TEAM:

Levitt Bernstein with
Patrick Hodgkinson

CLIENT:

Allied London Properties

STATUS:

Completed 2006

BOROUGH:

London Borough of Camden

* * * * *

Designed in the 1960s by Patrick Hodgkinson, the Brunswick was a pioneering low-rise, high density development comprising housing, retail, cafes and car parking. The first phase of its refurbishment incorporates a new anchor supermarket, improvements to the retail areas, entrances, shopping street and new landscaping features, which have breathed new life into the famous, Grade II listed 'megastructure'. General repairs to the concrete structure have been carried out in conjunction with environmental improvements.



KING'S CROSS

* * * * *

DESIGN TEAM:
Various

CONSULTANT:
Davis Langdon

CLIENT:
Argent (King's Cross) Ltd

STATUS:
Planning granted 2006

BOROUGH:
London Borough of Camden

* * * * *

King's Cross will provide up to
495,000 sq.ft of retail space located
throughout the 67 acre site.

The commercial hub in the south will
accommodate high street shops, while
the heritage buildings north of the
canal will include a good proportion
of independent retailers and studios
selling specialised wares.

The Granary Complex may have a
convenience store, bookshops and
other such amenities that serve the
anticipated influx of students, and of
course, local residents.

In addition to the retail offer the
scheme will include more than 50 food
and drink outlets, ranging from Michelin
star restaurants to local cafes.



THE CENTRE, FELTHAM

* * * * *

DESIGN TEAM:

REID Architecture, Stanford Eatwell
Associates

CLIENT:

Thornfield Properties,
Morley Fund Management

STATUS:

Completed 2006

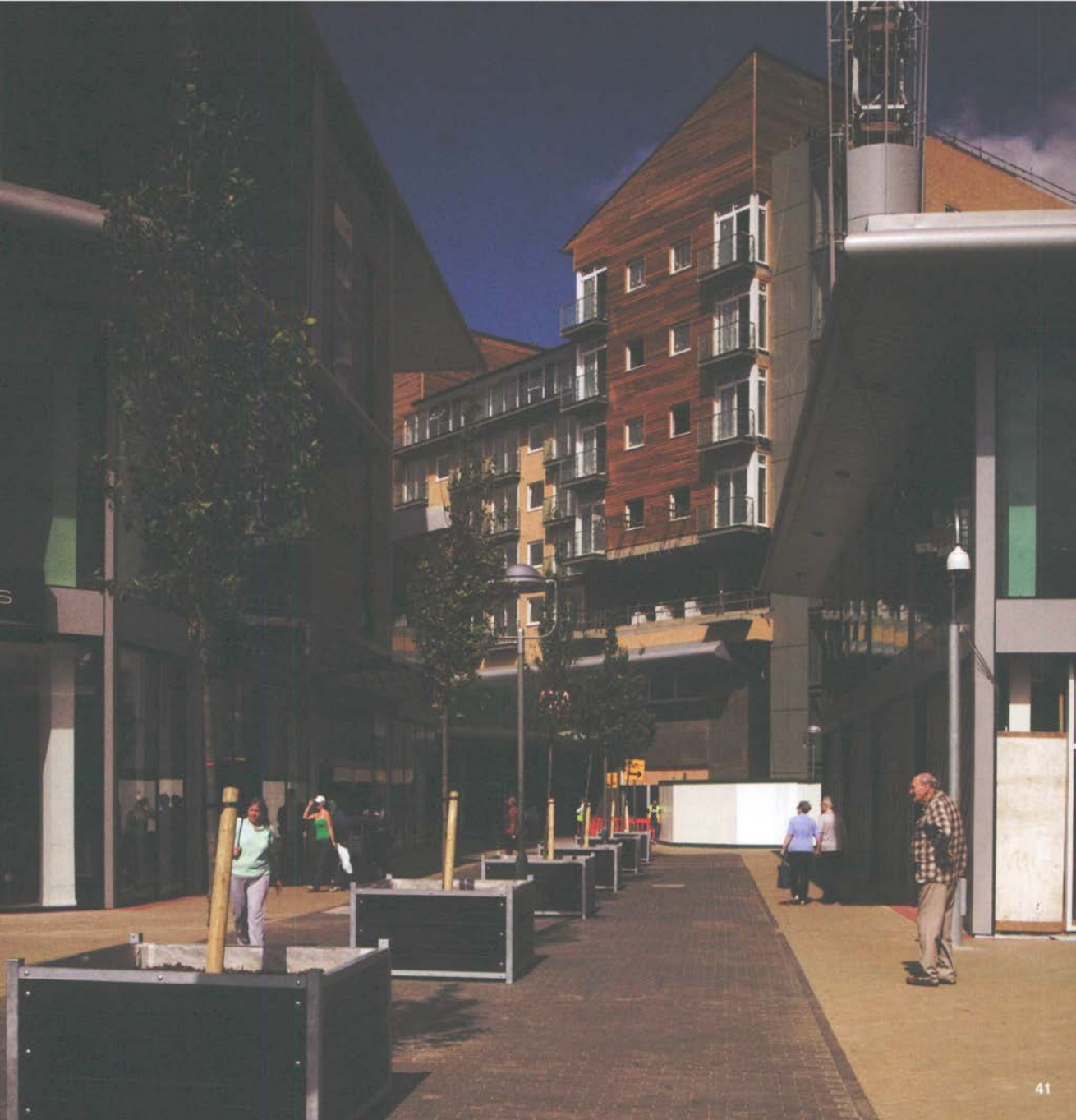
BOROUGH:

London Borough of Hounslow

* * * * *

The Centre development has transformed the town of Feltham, delivering a significant step-change from a depressed and derelict shopping complex to a modern and thriving urban destination. To do this, Thornfield Properties had to conquer cynicism from local residents to bring back this once thriving west London location as the heart of the community.

The £200 million mixed use redevelopment, owned by Morley Fund Management, has re-energized and re-established Feltham on the map, accommodating more than 50 stores alongside a new health centre, library and Life Long Learning Centre.



THE BLENHEIM CENTRE, HOUNSLOW

* * * * *

DESIGN TEAM:

Michael Aukett Architects,
Leslie Jones Architects

CLIENT:

Blenheim Norwest,
Apollo Real Estate Advisors

STATUS:

Phase 1 complete
Phase 2 completion due 2008

BOROUGH:

London Borough of Hounslow

* * * * *

Phase 1 of the Blenheim Centre was recently completed, with a new Asda store which opened in November. A new Post Office, Health & Fitness Centre and food & beverage offerings are coming soon.

The way is now being paved for Phase 2 to cement the town's turnaround, with 178,000 sq.ft of retail and 21,750 sq.ft of restaurant space plus two residential blocks within the complex.

With three major sales units planned for Phase 2 and multiple smaller premises also available, the aim is to attract some of the 216 major retailers currently not trading in Hounslow back into the town.

Phase 2 will also comprise a new nine screen cinema complex, whilst accompanying bars and restaurants will provide more than just a one dimensional retail experience.



DUKE OF YORK SQUARE

* * * * *

DESIGN TEAM:

Paul Davis and Partners

CLIENT:

Cadosan Estate

STATUS:

Phase 1 completed

BOROUGH:

Royal Borough of Kensington
and Chelsea

* * * * *

Duke of York Square is a mixed-use development, arranged around a series of public spaces off the King's Road, Chelsea. It includes 11,000 sq.m of retail space, arranged as shops of varying sizes and three restaurants, plus 2,788 sq.m of offices and 31 flats on the upper floors.

The £55 million scheme is the first of a three phase proposal for the former Duke of York's barracks and will ultimately include a school and medical centre, as well as additional shops, offices and homes.



HIGH STREETS & OPEN AIR

* * * * *

Local, smaller shops have been under threat for years, struggling against competition from large chains, shopping centres, parking restrictions, insensitive local authorities and an inability to work with their neighbours to attract custom. There are signs of a revival in local streets, of which Marylebone High Street is the best known. But Marylebone has the benefit of a single landlord who has coordinated its revival. The same is true of areas like Covent Garden and Carnaby. The Sustainable Communities Bill will provide support, but in the final analysis the only guarantee for the future of smaller shops is if shoppers vote with their feet.



Pepe Jeans
LONDON

TOPSHOP.COM
a flagship of your wardrobe



CARNABY STREET

CHEAPSIDE

* * * * *

The City of London is planning a major push to encourage more retailers into the Square Mile and to encourage weekend shopping. The initial focus of attention will be the area around Cheapside - the oldest shopping street in London dating from medieval times. Currently going through a period of significant change, a series of major office developments are taking place which will provide retail at ground level. The street connects to the shops at Paternoster and will be 'anchored' by a major development at each end of the street - Walbrook Square and One New Change.

ONE NEW CHANGE

* * * * *

DESIGN TEAM:
Jean Nouvel, Sidell Gibson

CONSULTANT:
Davis Langdon

CLIENT:
Land Securities

STATUS:
Completion due 2010

BOROUGH:
City of London

* * * * *

The 560,000 sq.ft development sits to the east of St Paul's Cathedral. Its 220,000 sq.ft of retail space will become an important shopping destination.

Approximately 70 shops, restaurants and bars will be housed over three levels with restaurants at 6th floor terrace level, which will afford diners striking views of St Paul's. In addition, there will be five floors of office space.



WALBROOK SQUARE

* * * * *

DESIGN TEAM:
Atelier Foster Nouvel

CONSULTANT:
Davis Langdon

CLIENT:
Legal & General

STATUS:
Completion due 2014

BOROUGH:
City of London

* * * * *

As part of its redevelopment of the Bucklersbury House site in the City, Legal & General will create 95,000 sq.ft of retail and restaurant floorspace, with an eclectic mix of international retailers. Together with a new public square and reinstated pedestrian routes through the site, Walbrook Square will provide a mix of shops, cafés, bars and restaurants to create a vibrant destination in the heart of the city.



125 OLD BROAD STREET AND 60 THREADNEEDLE STREET

* * * * *

DESIGN TEAM:

Grimshaw, GMW & Eric Parry Architects

CONSULTANT:

Davis Langdon

CLIENT:

Hammerson

STATUS:

Completion due 2007

BOROUGH:

City of London

* * * * *

A new retail street has been created at the base of the old Stock Exchange tower - now renamed 125 Old Broad Street and designed by Grimshaw and GMW - and the new 60 Threadneedle Street building by Eric Parry Architects.

125 will provide approximately 30,250 sq.m (327,000 sq.ft) of offices and 600 sq.m (6,500 sq.ft) of retail, while 60 Threadneedle Street is a 20,400 sq.m nine-storey building and incorporates 400 sq.m of new retail space.



150 CHEAPSIDE

* * * * *

DESIGN TEAM:

Michael Aukett Architects

CLIENT:

St Martins Property

STATUS:

Completion due 2008

BOROUGH:

City of London

* * * * *

150 Cheapside is a 204,763 sq.ft office and retail development due for completion in Spring 2008 located at the western end of the street adjacent to Paternoster.



BOW BELLS HOUSE

* * * * *

DESIGN TEAM:

HOK, David Taylor Architects

CONSULTANT:

Davis Langdon

CLIENT:

MEC UK Ltd

STATUS:

Completion due 2007

BOROUGH:

City of London

* * * * *

Bow Bells House is adjacent to Bow Bells Churchyard and the site of One New Change. Construction is currently underway and the retail units will be available for occupation towards the end of 2007.

The scheme comprises a total of approximately 20,000 sq.ft (1,860 sq.m) of A1 retail and restaurant accommodation. Four new retail units have been created facing onto Cheapside and two new restaurant units are located on Bread Street, at the Junction with Watling Street, which is fast becoming a focus for bars and restaurants.



107 CHEAPSIDE

* * * * *

DESIGN TEAM:

John Robertson Architects

CLIENT:

Menolly Investments

STATUS:

Completion due 2007

BOROUGH:

City of London

* * * * *

This development involves the major refurbishment of the existing building facing onto Cheapside with additional new accommodation constructed to the rear. There will be shops along the ground floor to the front of the building with restaurant facilities in the new section.



OXFORD STREET, REGEN T STREET & BOND STREET

* * * * *

The West End has been the UK's most important retail and entertainment centre since the early 19th Century. However, some parts of the area have become run-down and dilapidated and it faces major competition from new shopping destinations as well as problems of access due to the Congestion Charge. Westminster City Council wants to relaunch this "unique retail centre so that once again, for its special ambience and unrivalled retail offer, the West End is the first choice destination for all." The draft Oxford, Regent and Bond Street Action Plan produced by Westminster, the New West End Company and Transport for London, sets out a vision for the three retail streets and immediate surrounding areas and identifies a series of actions that aim to enhance the area.

200 OXFORD STREET

* * * * *

DESIGN TEAM:
ORMS

CLIENT:
Redevco UK

STATUS:
Completed 2006

BOROUGH:
City of Westminster

* * * * *

The redevelopment scheme for this former C&A department store split basement to second floor into two independent retail units, turned the third floor into offices and the fourth and fifth into residential. The replacement of the existing shop front and canopy to 200 Oxford Street and Great Portland Street, with a full height bronze shop front, complement the original design and style of the building and open up the retail space to pedestrian views.



315-319

OXFORD STREET

* * * * *

DESIGN TEAM:

Squire & Partners

CLIENT:

Legal & General

STATUS:

Completion due 2008

BOROUGH:

City of Westminster

* * * * *

Legal & General's proposal to redevelop 315-319 Oxford Street will deliver a new 21,000 sq.ft retail unit with a double height glazed frontage on the ground floor, set within the retained existing Oxford Street façade. The building will also include 14 one and two bedroom flats.



PARK HOUSE, 453-497 OXFORD STREET

* * * * *

DESIGN TEAM:
Hamilton Associates

CLIENT:
Land Securities

STATUS:
Completion due 2010

BOROUGH:
City of Westminster

* * * * *

At the west end of Oxford Street, Land Securities is redeveloping the city block which borders Park Street, North Row, North Audley Street and Oxford Street. A mixed use scheme will house apartments, offices and 11 retail units. Based on traditional city block architecture, the building gently curves away from all angles giving a streamlined impression to blend with the existing streetscape. The retail units will trade from lower ground, ground and first floors.



499 OXFORD STREET

* * * * *

DESIGN TEAM:

ORMS

CONSULTANT:

Davis Langdon

CLIENT:

Redevco UK

STATUS:

Completed 2006

BOROUGH:

City of Westminster

* * * * *

In April 2007 Primark famously opened its 10,000 sq.m. retail store in this eight storey multi-use Edwin Lutyens-designed building. This 1930s department store is split across basement, ground and first floors. The completed facade reinforces a first floor retail presence on Oxford Street. Whilst the new 10m high Portland stone facade respects the rhythm of the original single storey base to the building, the piers are widened to maintain their proportion.



PRIMARK



REGENT STREET

* * * * *

DESIGN TEAM:

Various

CLIENT:

The Crown Estate

STATUS:

Ongoing

BOROUGH:

City of Westminster

* * * * *

All two km of Regent Street, from All Soul's Church to Piccadilly Circus, is wholly owned by The Crown Estate, who is responsible for its long-term stewardship and maintaining and improving its quality. The £500 million redevelopment of Regent Street is a 'once in a lifetime' opportunity to set the tone for the next 100 years. Most of the ground leases along the street were granted between 80-100 years ago and come to an end in the next few years. The Crown Estate sees the redevelopment not just about making Regent Street an international shopping destination but also one that will deliver modern offices and housing as well as revive the public realm.



BISHOPS SQUARE, SPITALFIELDS

* * * * *

DESIGN TEAM:
Foster + Partners

CONSULTANT:
Davis Langdon

CLIENT:
City of London Corporation, Hammerson,
Spitalfields Development Group

STATUS:
Completed 2005

BOROUGH:
London Borough of Tower Hamlets

* * * * *

Comprising four acres of landscaped public space, a new covered market area, 40,000 sq.ft of retail space and 774,000 sq.ft of offices, the Bishops Square development includes the restoration of the 1928 buildings along Brushfield Street, with a new covered pedestrian route to the rear.

Lined on both sides with shops, it opens up new views of Hawksmoor's Christchurch. Crispin Square, which is covered by a glazed canopy, connects the offices with the old Spitalfields Market. The northern facade is recessed at ground level to create a covered arcade for shops and cafes.



BOROUGH MARKET

* * * * *

DESIGN TEAM:

Greig + Stephenson Architects

CLIENT:

The Trustees of Borough Market

STATUS:

Ongoing

BOROUGH:

London Borough of Southwark

* * * * *

Heralded as a new 'trendy' spot in town, Borough Market boasts a flourishing retail and wholesale fine food emporium with over 150 businesses prosperously operating in the medieval street patterns of the area. With more than 10,000 people flocking to the market each weekend, this retail model works beyond all initial expectations.

Borough Market has the good fortune to be in a central location, with a rich story and a hungry crowd of supporters - all enabling its unique retail signature to underline its character. A powerful sense of history and place, combined with an original quirkiness, has provided the foundations upon which Borough has gradually built itself up.



BROMPTON QUARTER

* * * * *

DESIGN TEAM:

Child Graddon Lewis Ltd

CLIENT:

Brompton Estate

STATUS:

Ongoing

BOROUGH:

Royal Borough of
Kensington & Chelsea

* * * * *

Brompton Estate appointed Child Graddon Lewis to implement a new retail strategy for 300m of prime retail frontage in Knightsbridge, which had declined into a retail desert. The challenge was to create a distinctive brand coupled with a retail mix not offered by adjacent Knightsbridge or Brompton Cross.

The Brompton Quarter has attracted a new type of retailer to this location and, by encouraging artists and creative firms, is also forging links with the adjacent cultural quarter.

Key units are enlarged and layouts improved to provide flexible retail space. A shopfront design policy is improving visual transparency and reinforcing the unique architectural quality of these Victorian buildings. Extensive improvements to the Brompton Road are also proposed, along with improved links from Knightsbridge to Exhibition Road.



DIVERTIMENTI

LA CORNUÉ

DIVERTIMENTI

CONNAUGHT VILLAGE, W2

* * * * *

DESIGN TEAM:

Kugel

CLIENT:

The Church Commissioners

STATUS:

Ongoing

BOROUGH:

City of Westminster

* * * * *

Connaught Village is an upmarket enclave of around 50 exclusive, independent shops and restaurants located between Bayswater and Marble Arch on Connaught Street and Porchester Place, at the heart of the Hyde Park Estate.

It was purchased by the Church Commissioners for England in the 1800s and developed in the 1830s. During the 1960s, it was one of the hippest parts of London. Now the Commissioners are planning to reclaim that reputation and attract new customers and retailers.



MARYLEBONE HIGH STREET

* * * * *

DESIGN TEAM:

Various

CLIENT:

The Howard de Walden Estate

STATUS:

Ongoing

BOROUGH:

City of Westminster

* * * * *

Marylebone High Street shows what can be achieved when a landlord takes a firm hand on the retail mix and has a vision of the sort of environment they wish to create. The result - after more than 10 years of planning, negotiations with incoming tenants and many public meetings with the local community - is a vibrant urban village marked by a selection of small independent traders.

At the outset, two major retailers were introduced to provide the initial anchors for the overall scheme - food retailer Waitrose and designer Terence Conran. In addition, the introduction of a thriving Farmers Market, now central London's largest, has greatly added to the vibrancy of the area.

The physical environment of the street has been further enhanced with new stone paving, trees and street lighting and an ever increasing number of residential tenants living on the High Street above the shops.



LA FROMAGERIE

LA FROMAGERIE

La Fromagerie
4 Market Street W1
Tel: 020 7 734 1144

OPEN EVERY DAY
Specialist Cheese Shop with
Wines, Selected Produce
& Café

Open all day serving
breakfast, lunch and
afternoon tea

Enjoy classic brunch
at weekends or
la Fromagerie Pic
in the park

Special Dinner F
& Tintoret
& Wine

Afternoon Tea
at
Gourmet
Cakes

Cherry
& G
Pari
let

STORES

* * * * *

It might be argued that the design of individual shops is more important than the overall architecture of shopping streets. The shop fronts give the character to the street and are the focus of the passer-by's attention. In most instances in London the design must be integrated with the existing architecture and it is the design of the interiors that is the reflection of the occupiers' brand.



ASPREY, NEW BOND STREET

* * * * *

DESIGN TEAM:
Foster + Partners

CONSULTANT:
Davis Langdon

CLIENT:
Asprey

STATUS:
Completed 2004

BOROUGH:
City of Westminster

* * * * *

Behind the store's iconic nineteenth century cast-iron façade was a discontinuous array of properties facing onto Grafton and Albermarle Streets. The greatest challenge was to link these disparate buildings, each with its own independent levels, into a coherent sequence of retail spaces.

By clearing previous roof structures, restoring the Georgian façades and covering the space between buildings with a delicate steel and glass roof, a new courtyard was created at the heart of the store.



DOVER STREET MARKET

* * * * *

DESIGN TEAM:

Comme des Garçons

CLIENT:

Comme des Garçons

STATUS:

Completed 2004

BOROUGH:

City of Westminster

* * * * *

Dover Street Market is a unique retail concept from Comme des Garçons' Rei Kawakubo. The store is set over six distinctive floors of avant-garde fashion, design and art objects. It is designed to perpetually evolve with each season and regularly spawns new, innovative collections, designers and curated spaces.

Every floor features furniture designed by Comme des Garçons. Interventions by artists, film and theatre set designers mingle throughout Kawakubo's display and furniture ideas, as well as with each designer's concept for their respective concessions.



FORTNUM & MASON

* * * * *

DESIGN TEAM:

Jestico + Whiles

CONSULTANT:

Davis Langdon

CLIENT:

Fortnum & Mason Plc

STATUS:

Completion due 2007

BOROUGH:

City of Westminster

* * * * *

The Piccadilly store of Fortnum & Mason is well known as a luxury food emporium. Jestico + Whiles has been engaged to investigate ways of improving the visual connection between the five trading floors as well as improving vertical circulation, encouraging shoppers away from the ground floor.

After extensive analysis of this historic building it was proposed to form a new four storey atrium in the centre of the store, crowned by a new rooflight and a grand helical staircase at its base. Phase 1 is now complete with Phase 2 due for completion in time for the store's tri-centenary in October 2007.



MARC JACOBS, MOUNT STREET

* * * * *

DESIGN TEAM:

Stephan Jaklitsch Architects

CLIENT:

Marc Jacobs International, LLC

STATUS:

Opened Feb 2007

BOROUGH:

City of Westminster

* * * * *

The store is organized around a central light well with two main spaces facing the street and two in the rear courtyard. The designers have retained existing Regency architectural elements and incorporated them into the design with Marc Jacobs' custom sycamore millwork.

Each store for Marc Jacobs is a distinct response to the architecture of the existing fabric and varies according to the urban context and particular typology of the building in which the store is located.



MARC JACOBS

MARC JACOBS

MARC JACOBS

MONSOON MEN, COVENT GARDEN

* * * * *

DESIGN TEAM:

Project Orange, Bell Associates

CLIENT:

Monsoon Accessorize PLC

STATUS:

Completed 2005

BOROUGH:

City of Westminster

* * * * *

The shop front is characterised by dark bronze coloured metalwork and red glass door handle. Within the floor is a mid grey stone tile laced with strips of metallic bronze Italian mosaic. A line of bevelled mirrors, lit with angled red-shaded lamps at high level, reflects the warm stone leather buttoned panels.

The brass topped cash desk, with its glowing Moroccan fretwork front, sits in the centre of the store. A beamed walnut ceiling, in-filled with silk panels, creates an authentic and moody ambience.



SHOP - THE FUTURE

* * * * *

Over the next decade or so the internet will create strong competition for some high street shopping sectors - particularly electricals and music - but despite this there remains a need for increased retail floorspace in London.

A number of new retail developments and expansions to existing centres are planned. Most significant are Stratford City and Westfield London at White City. Both these will be in the top ten retail sites in London by 2016 and will provide stiff competition to the West End. Oxford Street urgently needs to get its act together if it is to resist these threats.

London's town centres will benefit from a planning policy which states that retail development should be focused within existing town centres. However, some of these will also be affected by the competition of new developments.

It is expected that smaller retailers will continue to decline, despite a real desire to

see more variety in our streets and the success of campaigns such as The Evening Standard's Save Our Small Shops.

The success of Marylebone High Street, Regent Street and Carnaby, and even Borough Market, reflects the importance of coordinated retail strategies. The only way for this to happen within the disparate ownership of the average street is for the creation of Business Improvement Districts (BIDs). BIDs help develop the sense of place and differentiation that can compete with the 'experience' of the shopping centre. More areas should have them.

Parking restrictions frequently favour the larger stores and centres - boroughs should be more sensitive of the needs of shoppers in local shopping areas.

Developers and property owners should look to the benefits of new and enterprising shops - for instance at Carnaby, Shaftesbury's Newburgh Street provides a nursery for new designer shops

which when successful can move up into higher rental accommodation. If developers these days have to include affordable housing in their schemes, why not affordable shops?

Successful small businesses grow into bigger businesses and are essential in reinvigorating the whole retail environment. One of the dangers of the internet is that young entrepreneurs will see the web as an easier place to put their business than struggling with the problems of a physical location - if that happens, then London's retail offering will be all the poorer for it.

The Mayor is a great supporter of the idea of diversity and sustainability; his policies rightly support the development industry in its delivery of much needed retail space - but it's time he also turned his attention to the existing streets and centres to ensure their survival as places that reflect local demand and character.



INDEX

* * * * *

107 Cheapside	58
125 Old Broad Street	
& 60 Threadneedle Street	52
150 Cheapside	54
200 Oxford Street	60
315-319 Oxford Street	62
399 Edware Road, Colindale	24
499 Oxford Sreet - Primark	66
Asprey, New Bond Street	82
Bishops Square, Spitalfields	70
The Blenheim Centre, Hounslow	42
Borough Market	72
Bow Bells House	56
Brent Cross Cricklewood	10
Brompton Quarter	74
The Brunswick Centre	36
Cardinal Place, Victoria	26
The Centre, Feltham	40
Connaught Village	76
Coulsdon - Sainsburys,	
Brighton Road	22

* * * * *



* * * * *

Croydon Gateway Arena	28
Dover Street Market	84
Duke of York Square	44
Elephant and Castle	30
Fortnum & Mason	86
Jubilee Place, Canary Wharf	12
King's Cross	38
Marc Jacobs, Mount Street	88
Marylebone High Street	78
Monsoon Men, Covent Garden	90
One New Change	48
ORB Action Plan	60
Palace Exchange, Enfield	14
Park House,	
453-497 Oxford Street	64
Regent Street	68
St Pancras International	32
Stratford City	16
Walbrook Square	50
Wembley	34
Westfield London	18

* * * * *



CREDITS

* * * * *

PETER MURRAY
Exhibition Director

NICK MCKEOGH
Managing Director

DEBBIE WHITFIELD
Assistant Director

NICK FREEMAN, MANHA
Creative Director

MARTIN PAGE
Design and Production

WILL TOMLINSON, MANHA
Design and Production

DAVID GROUNDWATER
Film

ELAINE CAVANAGH
Research and copy-writing

BILL YOUNG
Research and Production

EMILY AGODZO
Research

SUN DISPLAY
Exhibition build and Print

JAMES POOL AND SONS
Exhibition graphics and catalogue

CARO COMMUNICATIONS
Public Relations

NLA would like to extend special thanks to the
SHOP advisory panel: Andrew Ashenden, Howard
de Walden Estate; Sebastian Greenhall, Westfield;
Ken Greis, Greis + Stephenson Architects; David
Leonard, Leonard Design Architects and Neil
Mitchenall, Lunson Mitchenall.



BREAKFAST TALKS PROGRAMME

Venue: New London Architecture, The Building
Centre, 26 Store Street, London WC1E 7BT
Time: 8.30-9.30am
(doors open/breakfast served at 8am)

Wednesday 9 May

**OXFORD ST, REGENT ST, BOND ST
(ORB) - AN ACTION PLAN FOR THE
RETAIL STREETS**

Gary Reeves

Chief Executive, New West End Company

Danny Chalkley

Cabinet Member for Economic Development and
Transport, Westminster City Council

Wednesday 16 May

**BOROUGH MARKET - RETAIL ROOTS
TO RENAISSANCE**

John East

Head of Planning and Transport, Southwark Council

Ken Greig

Director, Greig + Stephenson Architects

George Nicholson

Trustee, Borough Market and Secretary,
The National Retail Planning Forum

Wednesday 23 May

CHEAPSIDE IS CHANGING

Linda Houston

Cheapside Area Retail Initiative, City of London

Thursday 24 May

**CONNAUGHT VILLAGE - CONNECTING
WITH COMMUNITY**

Rosemarie Carty

Asset Manager, Church Commissioners

Wednesday 30 May

**BRINGING BRENT CROSS INTO THE HEART
OF A NEW TOWN CENTRE**

Jonathan Joseph

Development Director, Brent Cross Cricklewood
Development Partners

Bruce Isles

Development Director, Hammerson

Thursday 31 May

**RAISING THE BOTTOM LINE - DELIVERING
RETAIL PROJECTS WHICH CLIENTS VALUE**

Simon Rawlinson

Partner, Davis Langdon

Wednesday 6 June

**MAJOR REGENERATION PROJECTS AT
WESTFIELD LONDON & STRATFORD CITY**

Sebastian Greenall

Executive Architect, Westfield

David Leonard

Director, Leonard Design Architects

Thursday 14 June

**ONE NEW CHANGE - SHOPS BENEATH
OFFICES NOT OFFICES ABOVE SHOPS**

Michael R Hussey

Managing Director London Portfolio, Land Securities

Wednesday 20 June

RETAIL AT KING'S CROSS

Roger Madelin

Joint Chief Executive, Argent Group Plc

BOOKING INFORMATION

Free Entry

Registration essential by visiting:

www.newlondonarchitecture.org/talks

or call Shân Roberts on 020 7636 4044

Check www.newlondonarchitecture.org

for latest information



A PUBLIC CENTRE SHOWING WHAT'S HAPPENING NOW IN
ARCHITECTURE, PLANNING AND DEVELOPMENT IN LONDON
WWW.NEWLONDONARCHITECTURE.ORG

Argyll
Business Centres



whitbybird