



REGENT STREET  
WHERE TIME IS ALWAYS WELL SPENT

# Q3 Quadrant

MODERN  
RENAISSANCE





## Quadrant 3

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Quadrant 3 is a mixed-use development by The Crown Estate.

The scheme provides 200,000 sq ft of office space, 65,000 sq ft of retail and restaurant space, together with nine residential apartments, all within a significantly improved public realm.



# Quadrant: The site

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Quadrant 3 forms part of a comprehensive restoration and redevelopment of the four Quadrant blocks at the southern end of Regent Street. It is bordered by Glasshouse Street, Air Street, Brewer Street and Sherwood Street.

Current Quadrant redevelopments comprise:

- Quadrant 3 at the former Regent Palace Hotel block;
- Quadrant 2 at the Quadrant Arcade block;
- Quadrant 1 at the former Café Royal block.





In 2010 the Regent Street Vision was awarded the Mayor's Award for Excellence in Planning. Boris Johnson, Mayor of London, said:

*"The Regent Street Vision, combines the best of modern architecture whilst making the most of London's built heritage. Schemes like this protect the beating pulse of the capital during tough economic times and will help to ensure that London emerges from the downturn stronger and more competitive."*



# Regent Street Vision

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The Quadrant is the latest project in The Crown Estate's Regent Street Vision investment strategy.

This £1 billion, 20 year programme is regenerating Regent Street and its surroundings in line with the values of quality, heritage, style and success.

A clear set of strategies guide our approach to issues such as public realm, architecture, conservation, as well as retail and office space. The Regent Street Vision aims to deliver:

- A quality shopping destination;
- A successful business location;
- A place for people.



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## Progress

10 developments and major refurbishments have created exemplary business and retail space to transform Regent Street into a world class retail and business destination.

Already Regent Street has attracted international retailers like Apple, Banana Republic and Anthropologie, together with leading businesses such as Lloyds TSB and Matrix Group.

Our investment in public realm improvement includes the creation of the Oxford Circus diagonal crossing; the rejuvenation of Piccadilly Circus; and the creation of two pedestrianised food quarters in Heddon Street and Swallow Street.



# Quadrant 3

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## The challenge

By the end of the 20th century the Quadrant buildings and their surroundings were in need of significant investment:

- Much of the physical fabric of the buildings was in poor condition and they contained a number of low quality uses;
- The Regent Palace Hotel block was no longer fit for purpose as a modern hotel;
- The size and mix of retail units was inappropriate for an international retail destination in the heart of the capital;
- The public realm was among the worst in the West End.

## The approach

The Quadrant scheme puts sustainability at the heart of its design. It has focussed on three key objectives:

### A flourishing city

- Providing a focus at the southern end of Regent Street;
- Delivering a better shopping experience;
- Providing more attractive street frontages;
- Tackling anti-social behaviour;
- Hosting a vibrant mix of shops, with offices, restaurants and new homes.

### Improving the public realm

- Enhancing pedestrian areas;
- Delivering better off-street service and delivery;
- Revitalising the side streets.

### Conservation and enhancement

- Protecting of the conservation area;
- Providing sympathetic development plans;
- Preserving important architectural heritage with a high quality new building design.

## Project delivery

From long-term planning through to delivery, the Quadrant has been a product of partnership.

Over 80 businesses have been involved in its delivery, bringing with them well in excess of 4,000 workers.

The scheme has been delivered within budget and four months ahead of schedule by our development and construction managers, Stanhope and Sir Robert McAlpine, respectively. Their professional approach has ensured that during a construction process lasting 2.4 million hours, there hasn't been a single reportable incident or accident.

**STANHOPE** **Sir Robert McALPINE**







## History & Heritage

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The Regent Palace Hotel was built between 1910 and 1913 by Henry Tanner Junior and Ancell Architects. As one of Joe Lyons' properties, it was positioned as a 'cheap and cheerful' hotel used primarily for overnight stays in London.

Many of the public interiors, including the bars and restaurants, were redesigned in the 1930s by Oliver Bernard who had previously been a stage set designer.

Bernard's decorative interiors exhibit all the glamour of the 1930s and the theatre of the stage. At the Regent Palace Hotel he created the sumptuous art-deco interiors of the cocktail bars 'Chez Cup' and 'Dick's Bar', along with two restaurants which later became known as 'The Titanic' and 'The Atlantic'.

These historic interiors have been meticulously restored in Quadrant 3.

IMAGE:  
REGENT PALACE HOTEL KITCHEN, 1930'S



# Architecture

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Dixon Jones, the internationally renowned architects led the scheme design, and created a vibrant, sustainable building supporting active street frontages.

It features a rich mixture of retained neo-classical facade and contemporary architecture. The retained Edwardian facades are enlivened with the addition of new blue, cream and green faience. These bespoke hues reflect the character and colours of the surrounding streets to characterise the changing environment between Regent Street and Soho.

Inside, a soaring atrium illuminates Grade A office space whilst at street level a transformed public realm and pedestrian space gives the setting for flagship retail units.

The conservation architects, Donald Insall Associates, led the historic restoration work, including for the 1930s interiors of the lower ground restaurants.

The scheme's public realm improvements were designed by Atkins.

**D I X O N**  
**J O N E S**

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**DONALD INSALL ASSOCIATES**  
CHARTERED ARCHITECTS  
HISTORIC BUILDING & PLANNING CONSULTANTS

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# AirW1

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## Office space

AirW1 provides 180,000 sq ft of prime Grade A office space over seven floors.

High-specification modern features complement a breathtaking new atrium designed to throw light into the office space. Splayed walkways also animate this space, bringing the heart of the building to life.

The first letting in AirW1 was to Generation Investment Management.



A photograph of a modern office building interior. The view is from an elevated position, looking down at a glass railing with a wooden handrail. The railing is in the foreground, and the background shows a large, multi-story office building with a glass facade. The building has a grid of windows and is surrounded by other buildings and greenery. The lighting is bright, suggesting a sunny day.

Al Gore, Chairman of Generation Investment Management (and former Vice President of the United States), said:

“Generation is delighted to be The Crown Estate’s anchor tenant in this exciting building. The AirW1 office space and associated public realm development showcases their ongoing and increasingly sophisticated commitment to sustainability. We are very pleased to be able to continue our partnership with The Crown Estate, whose emphasis on sustainability is fully aligned with our own values and investment philosophy.”



# Retail, the Prow and Residential

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Quadrant 3's 30,000 sq ft of prime retail space brings new vitality to this part of London's West End and was designed to provide for up to 15 flexible contemporary retail units.

Set within an enhanced public realm the retail units are complementary both for the building's other commercial occupiers and also to Regent Street's current retail mix, providing a point of difference to retailing elsewhere in the West End.

We are delighted that demand was such that five of the Glasshouse Street units are being combined to provide a single 17,000 sq ft Whole Foods Market, which will face a newly pedestrianised Glasshouse Street.

The Prow is an office building comprising close to 15,000 sq ft. It provides suites of 3,000 sq ft with an entrance off the newly created Wilder Walk.

Quadrant 3 also offers nine fully furnished apartments for letting with a mix of one, two and three bedroom units. These feature contemporary interiors designed by Johnson Naylor Architects, all behind the retained façades of Brewer Street and Sherwood Street.







## Conservation

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Conservation is at the heart of Quadrant 3 and in considering our approach we worked closely with the City of Westminster and English Heritage.

Donald Insall Associates has led a team of expert craftsmen to painstakingly restore two historic Art Deco interiors, known for marketing purposes as the Sherwood and Brewer Street Restaurants. This has involved moving the interior of the Brewer Street Restaurant from the building's ground floor to the lower-ground, so that it sits now alongside the Sherwood Street Restaurant.

Timber veneer, gold leaf architraving, marble, brass, mirrors, ceilings, and even the original wallpaper have been meticulously catalogued, removed, restored and re-instated by expert artisan craftsmen, before being put back together again like a complex three dimensional jigsaw.

The restoration has even included detailed research into the original 1930s designs and features, which in many cases, by the late 20th century had been lost. These lost interiors have now been resurrected with the help of Bernard's original drawings and photographs.





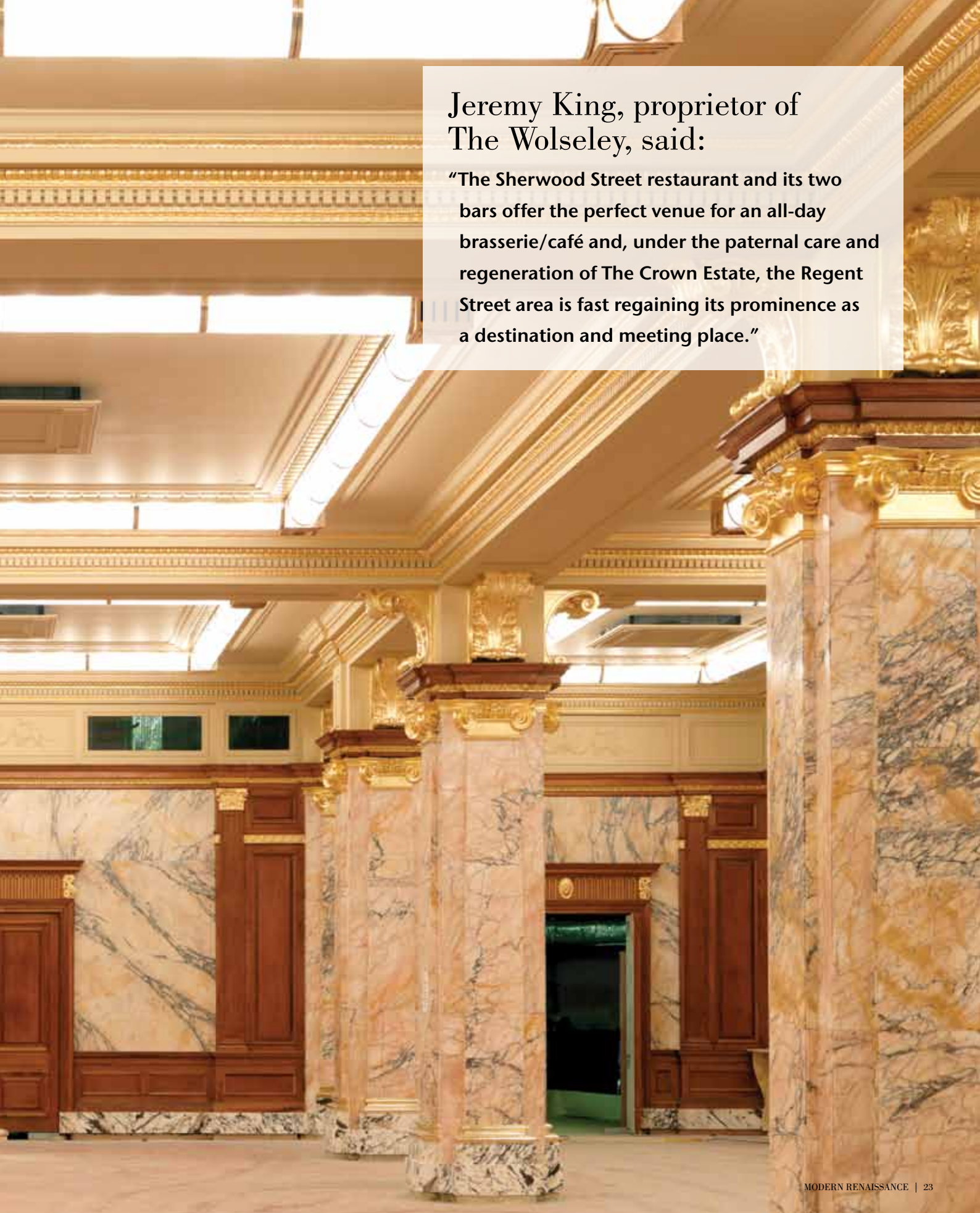


## Art Deco restaurants

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The historic Art Deco interiors that have been brought back to life in Quadrant 3 total nearly 40,000 sq ft and are set to reopen as restaurants in early 2012.

The Sherwood Street Restaurant has already been let to the internationally renowned operators of the Wolesley.

The image shows a grand, ornate interior space, likely a restaurant or hotel lobby. It features several tall, square columns made of light-colored marble with dark veining. The columns are topped with decorative, gilded capitals. The walls are also finished with marble and dark wood paneling. The ceiling is high and features intricate gold-colored moldings and recessed lighting. The overall atmosphere is one of classic elegance and luxury.

Jeremy King, proprietor of  
The Wolseley, said:

“The Sherwood Street restaurant and its two bars offer the perfect venue for an all-day brasserie/café and, under the paternal care and regeneration of The Crown Estate, the Regent Street area is fast regaining its prominence as a destination and meeting place.”



# Public Realm

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The Quadrant is the gateway to Regent Street from Piccadilly Circus. The quality of the surrounding public realm is therefore vital to the ongoing success of the Street as an international retail and business destination.

An active ground-floor frontage accommodating new shops and other facilities, transforms the previously underused and run-down streets around the building into a vibrant part of the West End.

The pedestrianisation of most of Glasshouse Street delivers the largest addition to London's public realm in the last 30 years, with the exception of Trafalgar Square. This has been achieved with the installation of a 12,000 sq ft, off street service yard, servicing both Quadrant 3 and 1.

A new pedestrian arcade, named Wilder Walk, also links the south-west end of Denman Street to Glasshouse Street, and houses new piece of public art.







AIR STREET  
CITY OF WESTMINSTER



# Sustainable design

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Quadrant 3 is an exemplar of The Crown Estate's commitment to sustainable development and has achieved a BREEAM 'Excellent' rating.

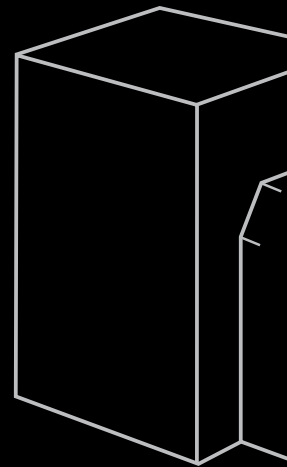
Decentralised energy production and energy efficiency measures significantly reduce the building's carbon footprint, equipping it for the challenges of the 21st Century.

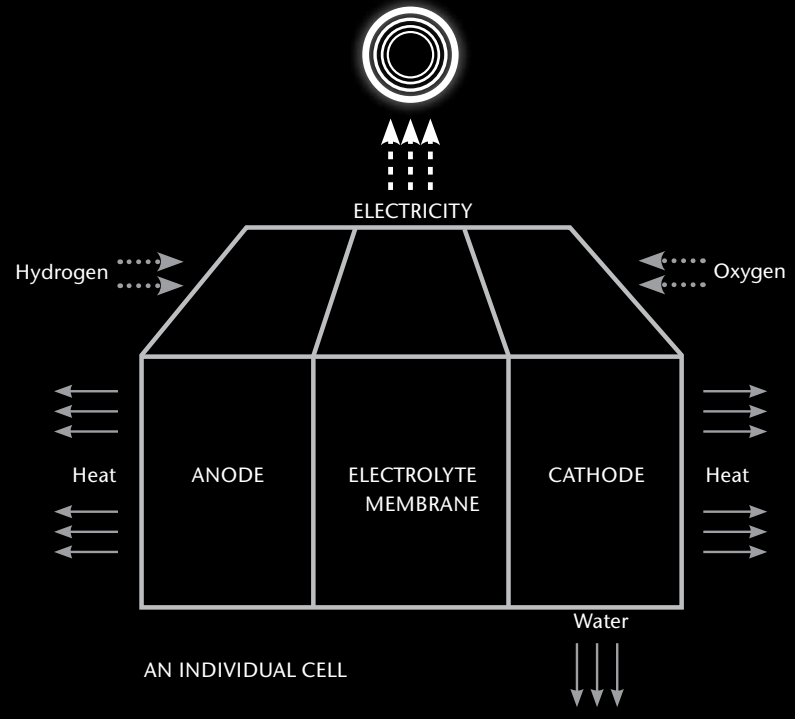
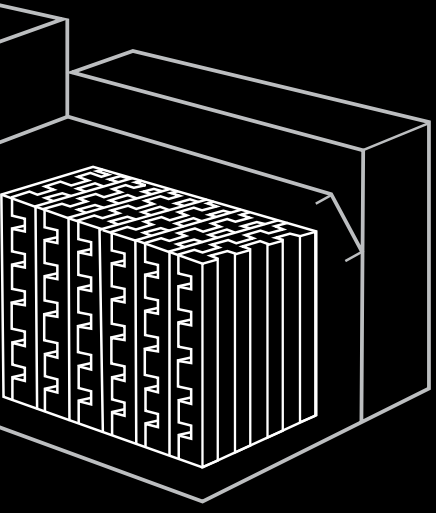
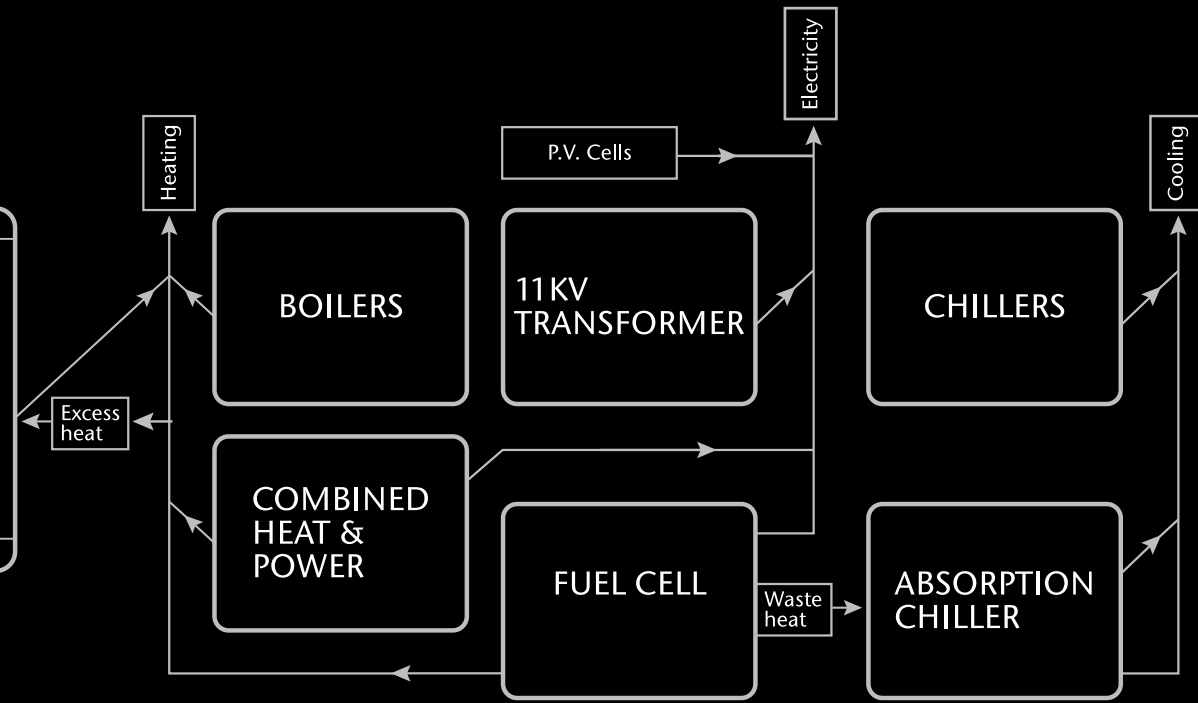
- Two combined cooling, heat and power (CCHP) units, photovoltaic cells and thermal stores will provide 22% of the energy and heat for the whole scheme.
- One of the CCHP units is the largest and most efficient fuel cell in Europe, reducing CO<sub>2</sub> by 40% and NO<sub>x</sub> and SO<sub>x</sub> emissions by 99.99%.
- Thermal stores retain heat produced at times of low demand and deliver heat at periods of high demand, allowing smaller boilers to work more efficiently.
- The thermal stores also capture heat from the waste flue gases of the CCHP unit and hydrogen fuel cell and hold it until required.
- Energy efficiency technologies and intelligent lighting reduce electrical consumption by 30%.
- To reduce the need for cooling, the building's cladding and glazing is designed to reduce solar heat gain, whilst the glazed atrium roof maximises the use of natural light.
- 35 m<sup>3</sup> rain water harvesting tanks store rain water (Silver Water) which is filtered and cleaned for use in washing machines and toilets in the residential units, as well as all the office toilets.
- A biodiverse sedum roof helps to tackle the risk of urban flooding and improves insulation as well increasing biodiversity. Special nectar rich plants have been selected to help support the local bee population.

## Energy centre



## Fuel Cell How it works









# Sustainable construction

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During construction a sustainable approach led by Sir Robert McAlpine:

- Ensured that embodied carbon was reduced by over 1,500 tonnes. This has been achieved with the use of cement replacements in concrete and block-work, as well as reusing 1,500 tonnes of existing steel.
- Designed out waste and maximised recycling throughout the supply chain. The project has produced 500 cubic metres less waste than 'best practice' requirements and recycled over 90% of unavoidable waste.
- Saw 8,000 tonnes of waste from the China Clay industry incorporated into the concrete in lieu of mined aggregates – a UK first.
- Reduced traffic emissions by 60% and cut local congestion during construction by utilising a site delivery consolidation centre.
- Achieved project FSC certification – all timber can be traced back to the forest it was grown in, which has external environmental management certification.
- Recycled content exceeded 20% by value.
- All paints are VOC free, formaldehyde free, creating a healthy building.



## Community

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From start to finish Quadrant 3 has been at the heart of the local community.

Close collaboration with English Heritage and the City of Westminster ensured a sustainable building of the highest architectural quality. Extensive consultation was undertaken with the Greater London Authority, conservation societies, local residents, and business associations. A Community Liaison Group met regularly prior to and during the construction process.

Our outreach activities with a local primary school, Soho Parish School, saw children bury a 'time capsule' in the basement area of Quadrant 3. This will be unearthed after fifty years when children of the future will find school work and items that illustrate and record the childrens' perspective of society today with a particular emphasis on sustainability and the environment. These include poems, short stories and images.

Quadrant 3 has raised over £60,000 for charity since the project began in 2008 and salvaged materials, such as granite kerbs and slates, have also been donated to a local community garden project.

One of the Sherwood Street kiosks has an interactive video display screen for the Museum of Soho, a virtual museum dedicated to preserving material relating to the history of Soho.

The Crown Estate has also been working to bring Westminster residents back into employment with a workplace co-ordinator who is now embedded in the business and has placed over 100 people into work in and around Regent Street.



