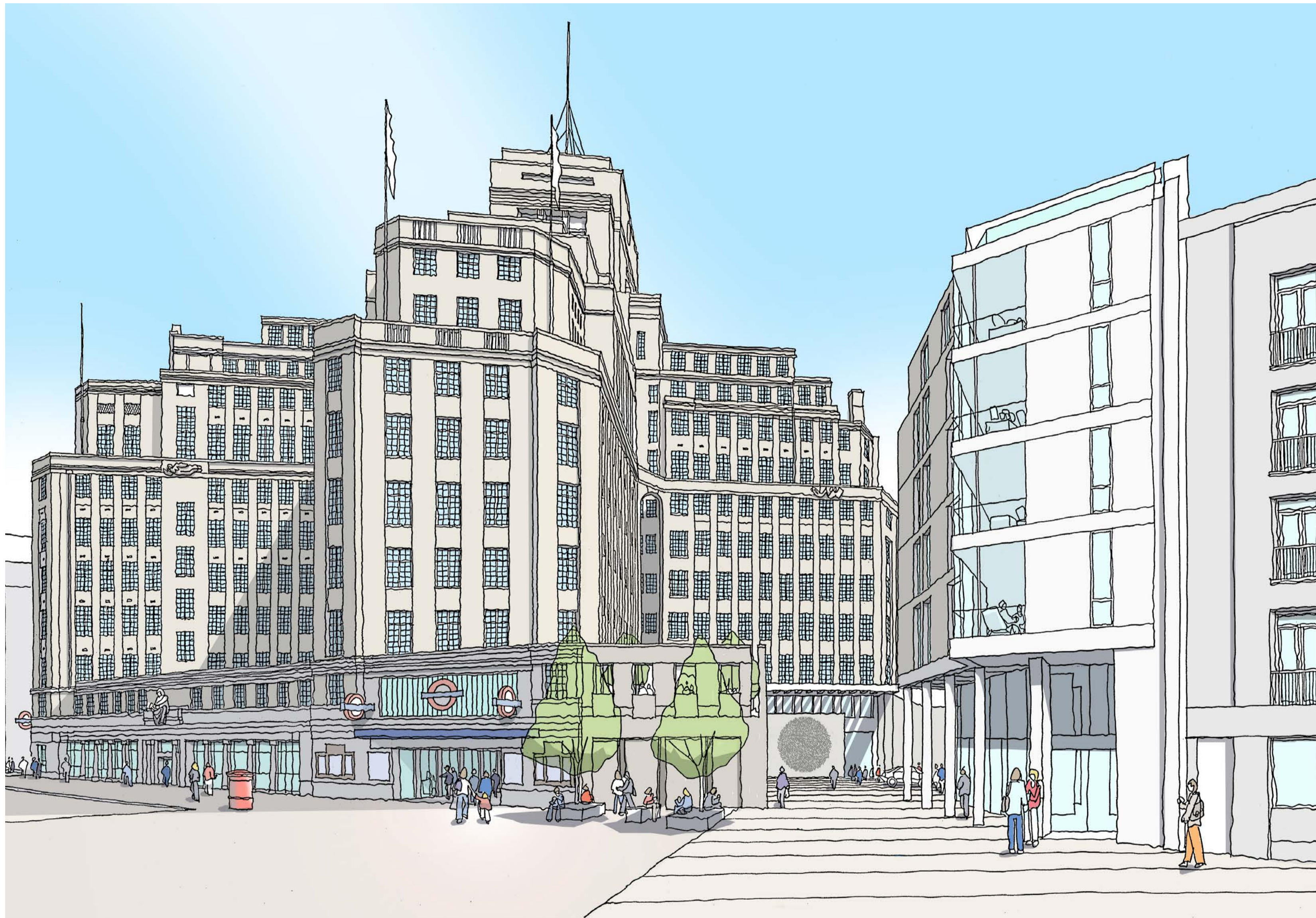
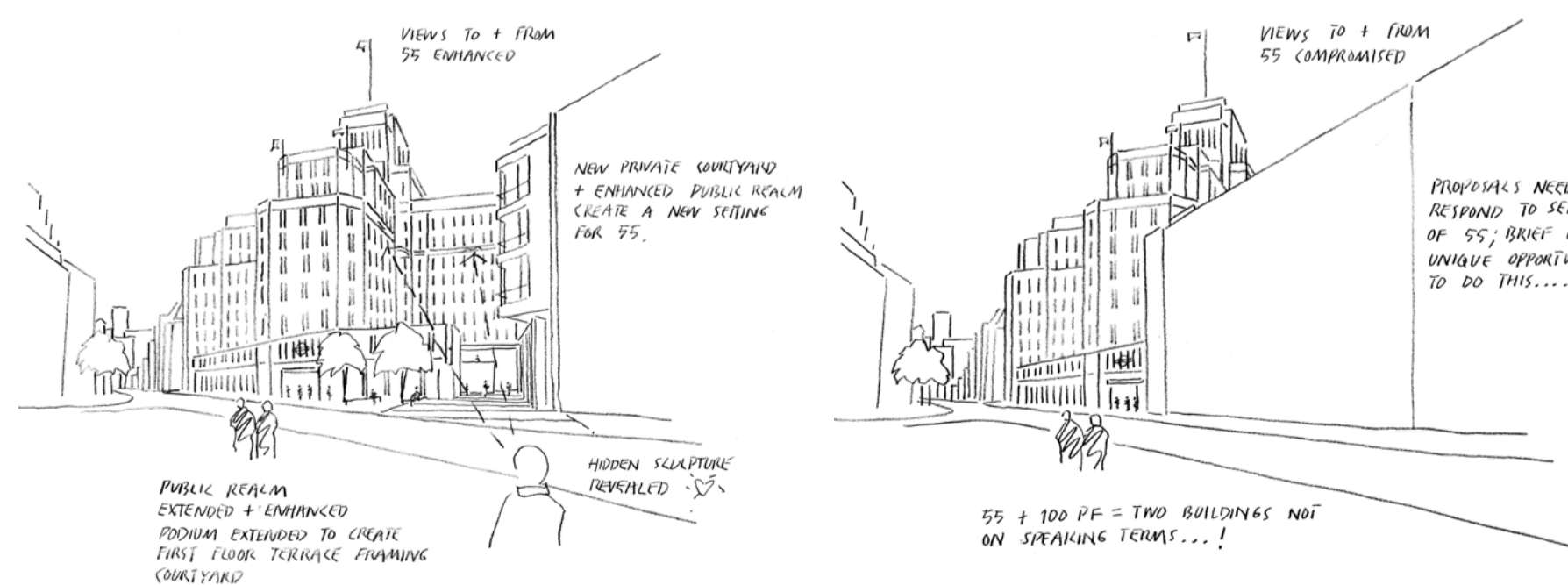


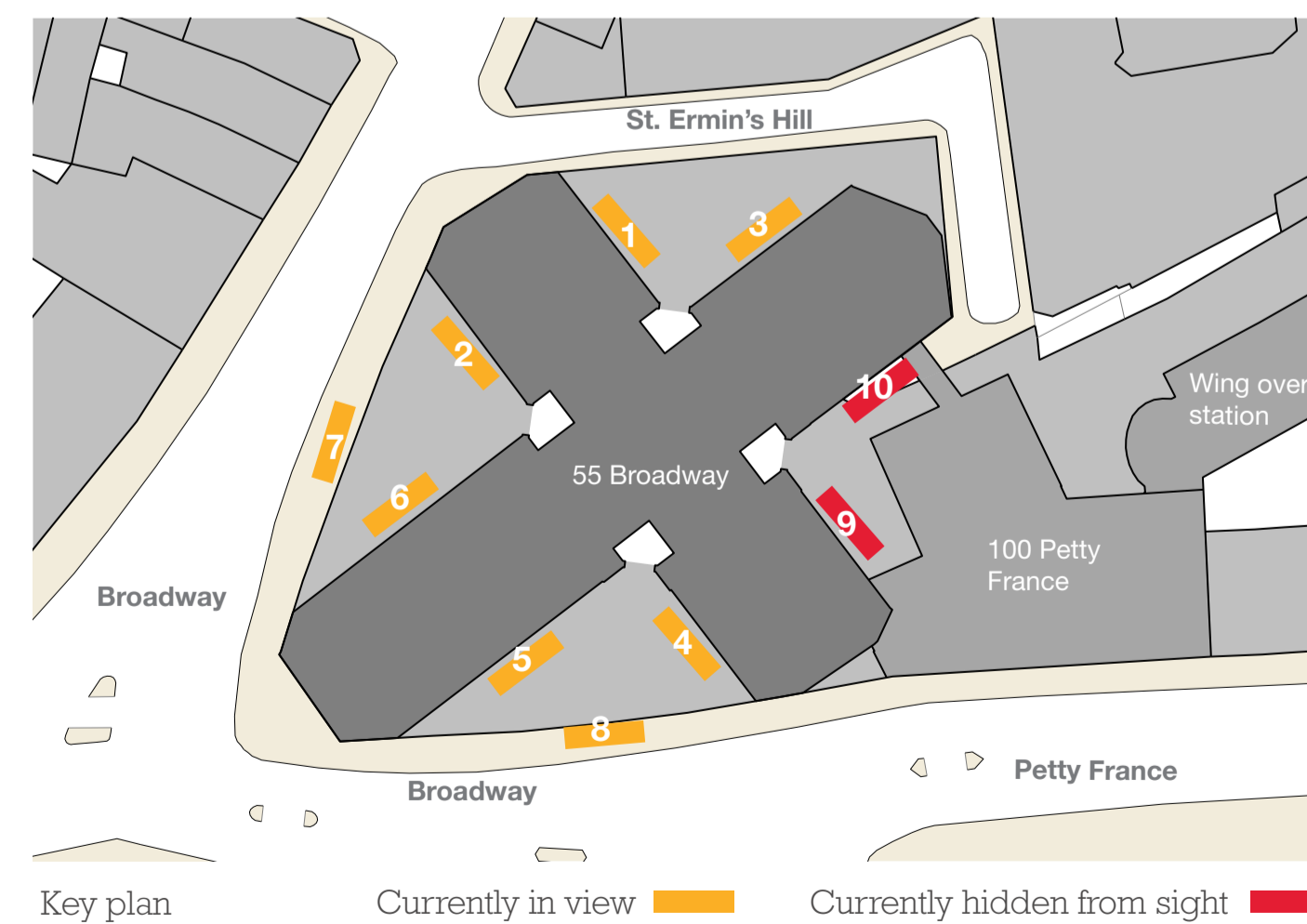
55 BROADWAY ENTRANCES & ARTWORK



New courtyard entrance onto Petty France.



Revealing existing unseen artwork and a new courtyard



Artwork

- > When 55 Broadway was originally built a series of reliefs were commissioned from up-and-coming sculptors including: Epstein, Moore & Gill
- > Removal of 100 Petty France opens up views of two of the 'winds' reliefs
- > Opportunity to commission further pieces of art by contemporary sculptors to continue the tradition



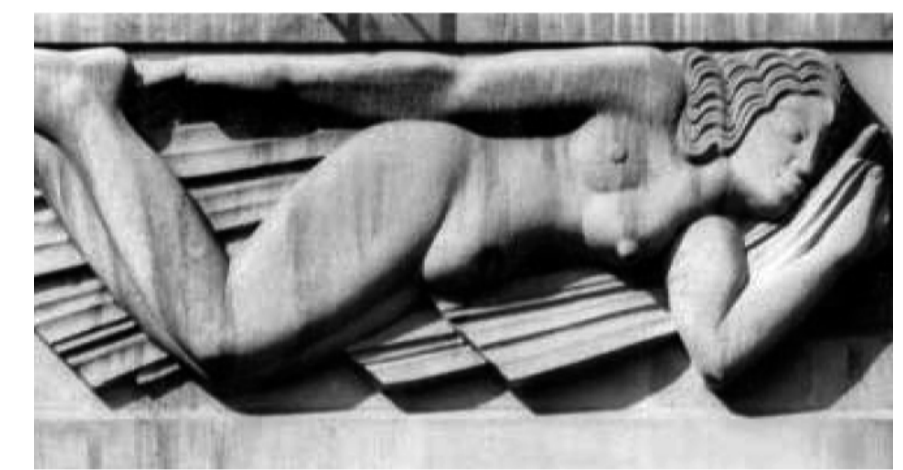
1 'North Wind' by A. H. Gerrard, on west side of south wing



2 'North Wind' by Eric Gill, on east side of the south wing



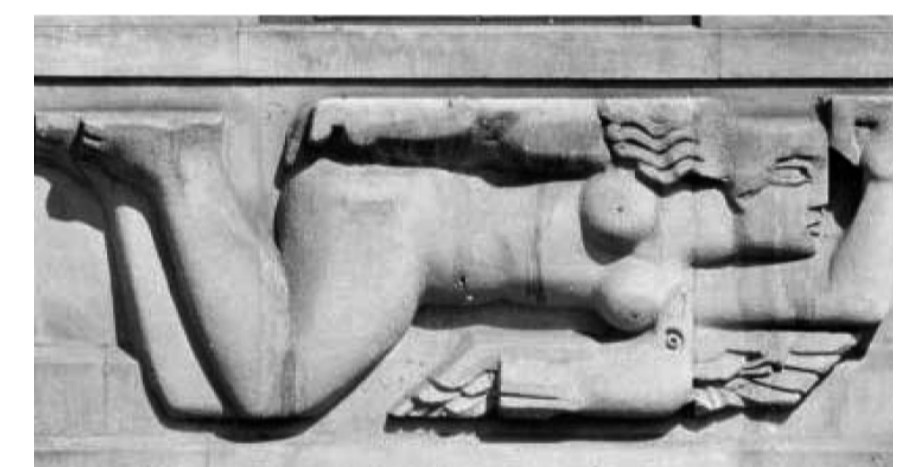
3 'East Wind' by Allan Wyon, on south side of west wing



4 'South Wind' by Eric Gill, on east side of the north wing



5 'West Wind' by Henry Moore, on north side of east wing



6 'West Wind' by Sam Rabinovitch, on south side of east wing



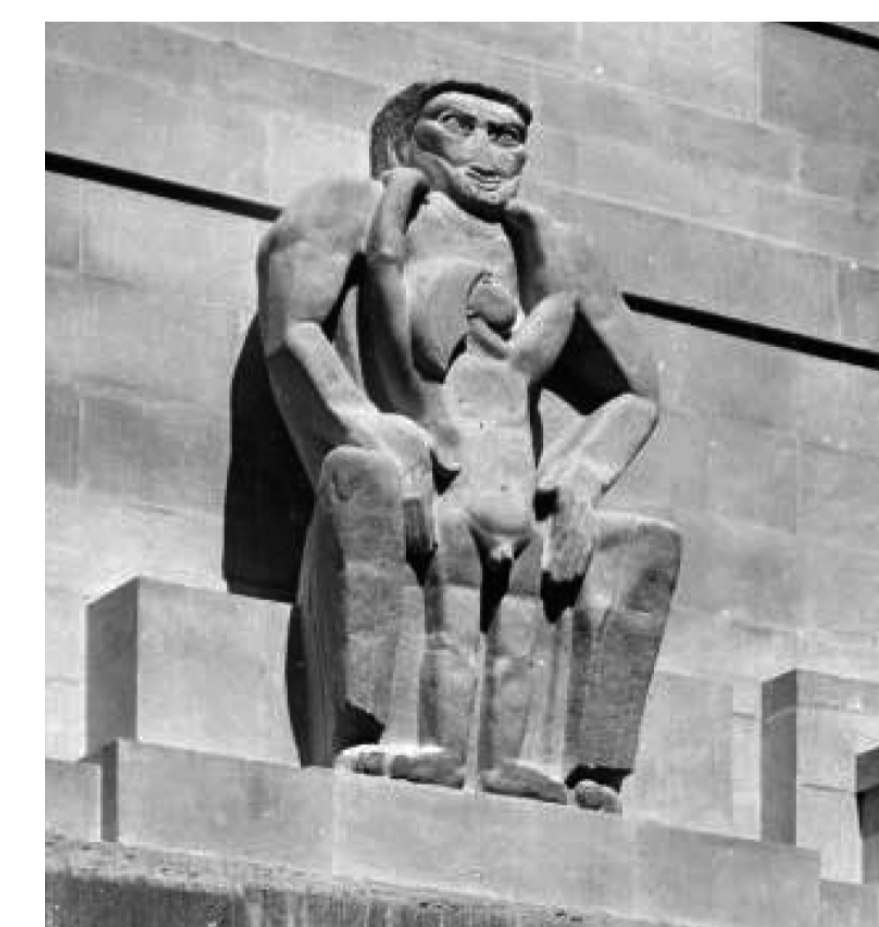
9 'South Wind' by Eric Aumonier, on west side of north wing



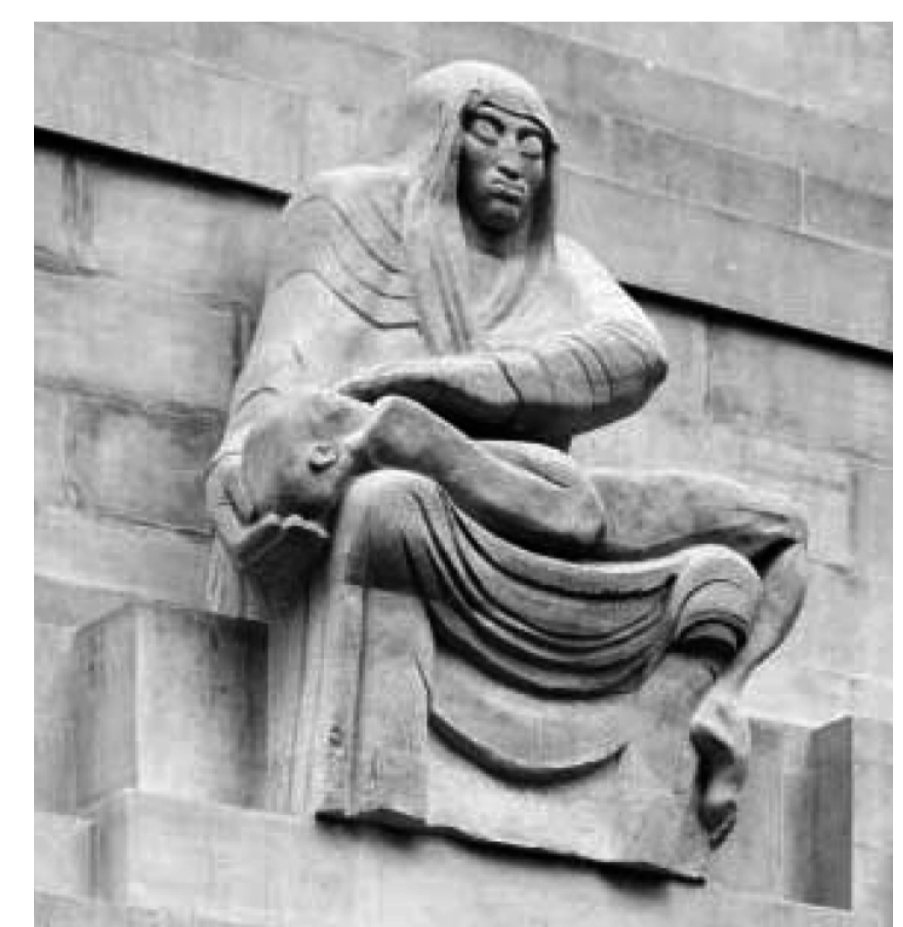
10 'East Wind' by Eric Gill, on north side of west wing



Broadway podium with 'Day' by Jacob Epstein



7 'Day' sculpture by Jacob Epstein, on south-east facade



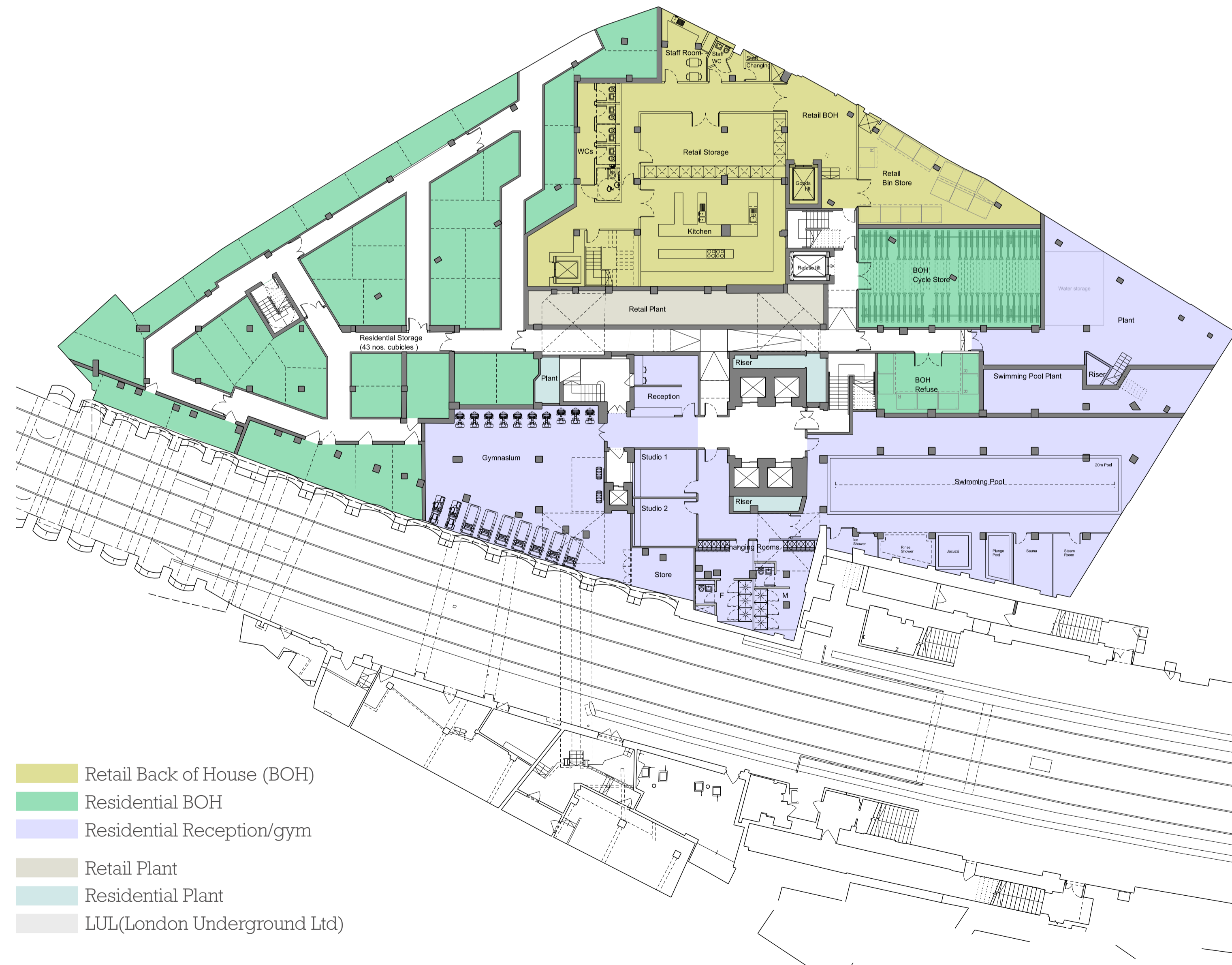
8 'Night' sculpture by Jacob Epstein, on north-east facade

55 BROADWAY PLANS

Basement

The basement will be redeveloped to accommodate:

- > A new gym & swimming pool, together with designated storage areas serving the residential units
- > Retail back of house areas maximising quality of ground floor for sales areas
- > Plant space serving both residential and retail.



Ground Floor

- > Improved access and movement
- > Activation of street frontage - introduction of clear glazing
- > Dedicated residential entrance reducing pedestrian traffic
- > Retail offer:
 - > transformation of retail area with restoration of original configuration creating much more space
 - > outside dining possible with deeper pavement
 - > perimeter doors reinstated into retail units
 - > units amalgamated for improved critical mass
 - > back of house located in basement to maximise sales area



55 BROADWAY PLANS

First Floor

The podium incorporates residential apartments, plant areas and amenity areas associated with the residential.

- > lightwells cleared of plant (e.g. ventilation) and landscaped
- > Rooflights to the retail and over the station staircase refurbished
- > Roof terrace serving residential lounge and meeting rooms onto new entrance court.

Typical Floor

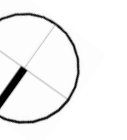
- > Range of smaller apartments at lower levels
- > Historic elements incorporated within the design throughout - most occurring within the lift lobbies
- > Finishes restored including 'copperlite' lobby doors.



- Retail Back of House (BOH)
- Residential BOH
- Residential Reception
- Retail Plant
- Residential Plant
- LUL(London Underground Ltd)



- Studio
- 1 Bed Medium
- 1 Bed Large
- 2 Bed Medium
- 2 Bed Large

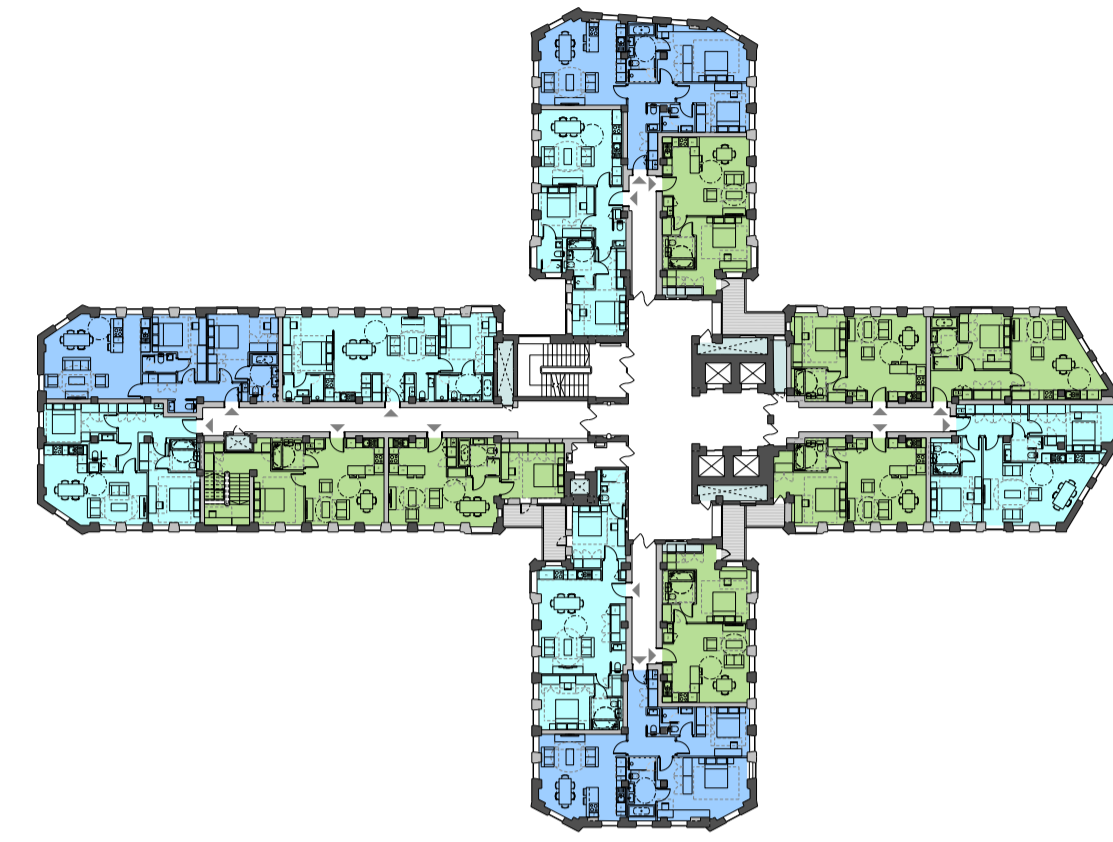


55 BROADWAY RESIDENTIAL PLANS

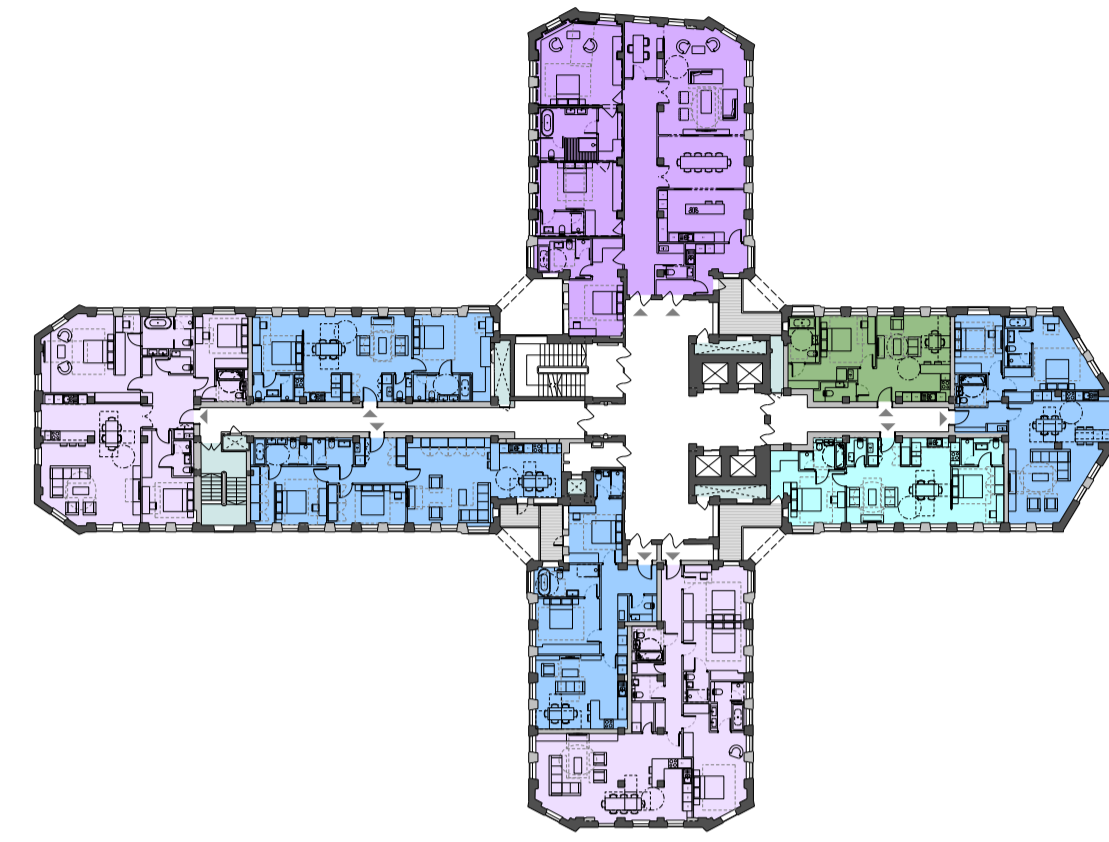
We have purposely sized and designed the apartments to appeal to domestic and local buyers.

We expect the properties to start from around £1.6 million, although this will depend on the housing market at the time of sale.

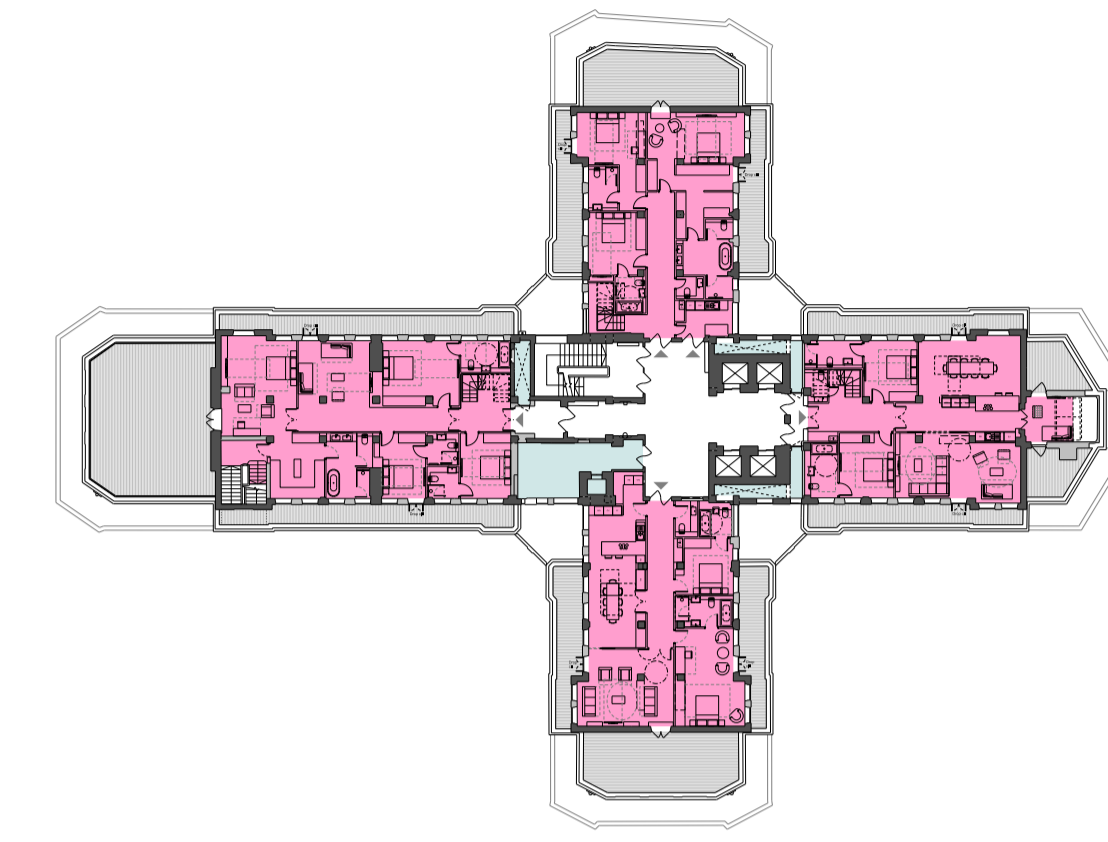
New pavilions to the tenth floor wings have been incorporated in the same style as the existing stone elevations.



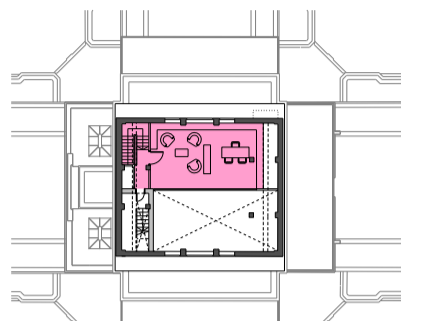
Third Floor (Typical)



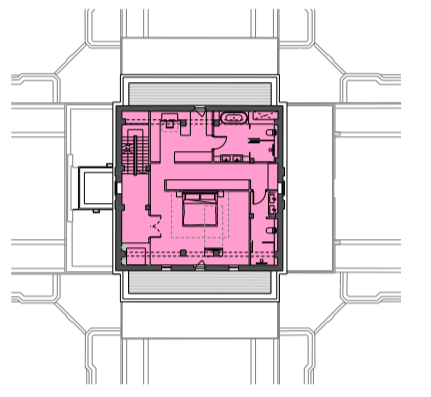
Sixth Floor



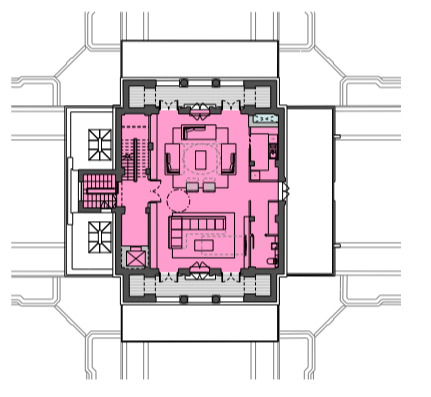
Ninth Floor



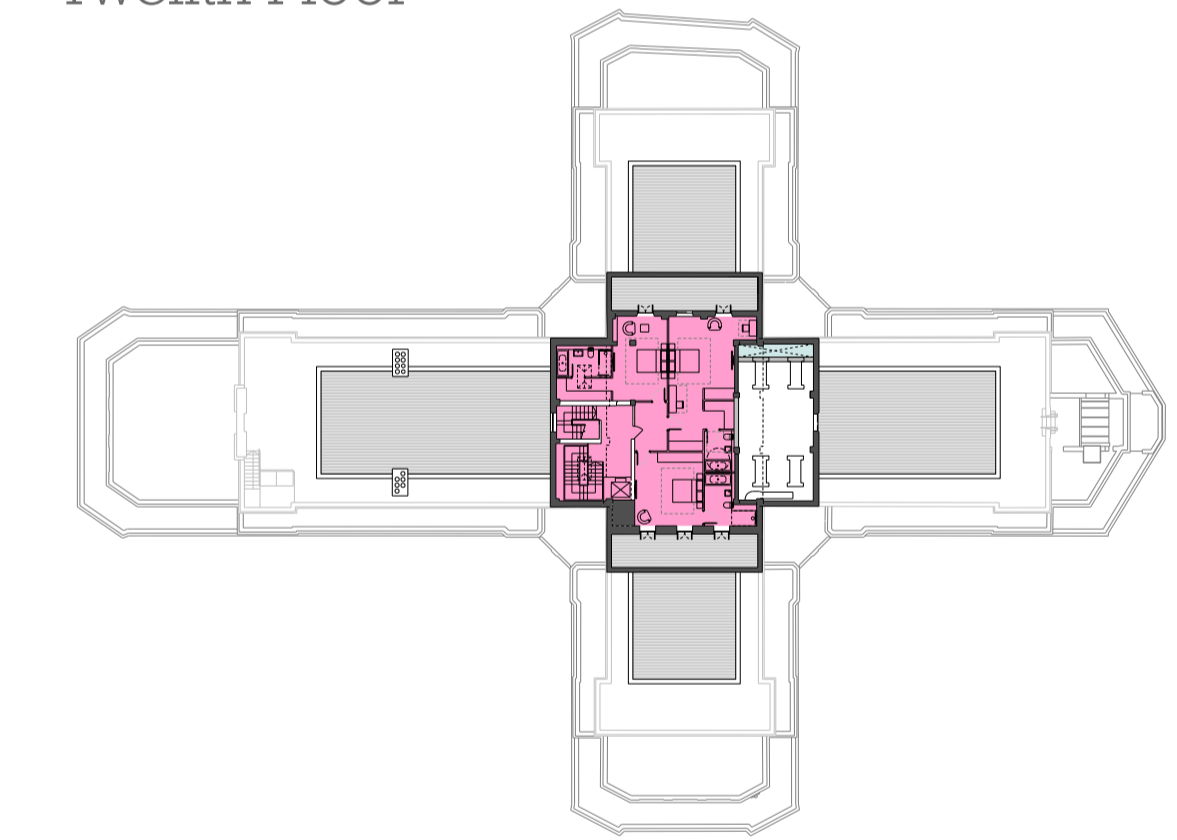
Thirteenth Floor Mezzanine



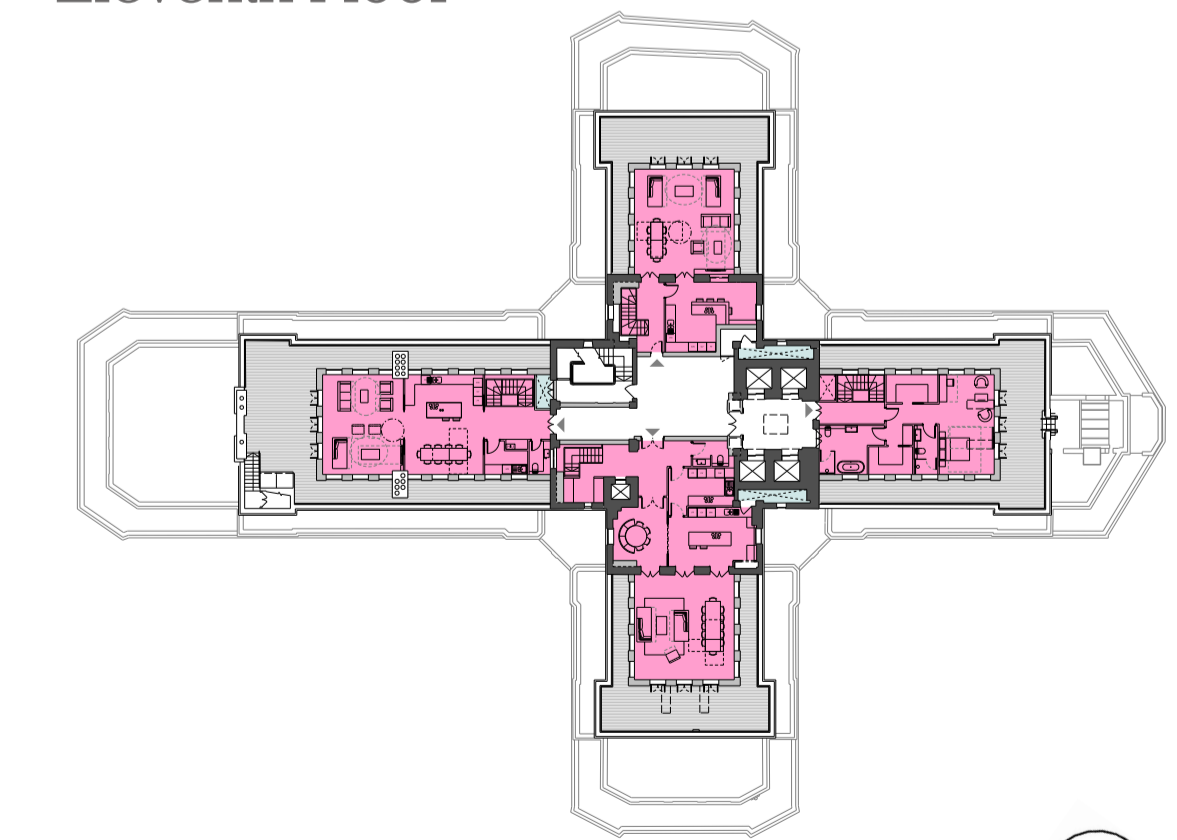
Thirteenth Floor



Twelfth Floor



Eleventh Floor



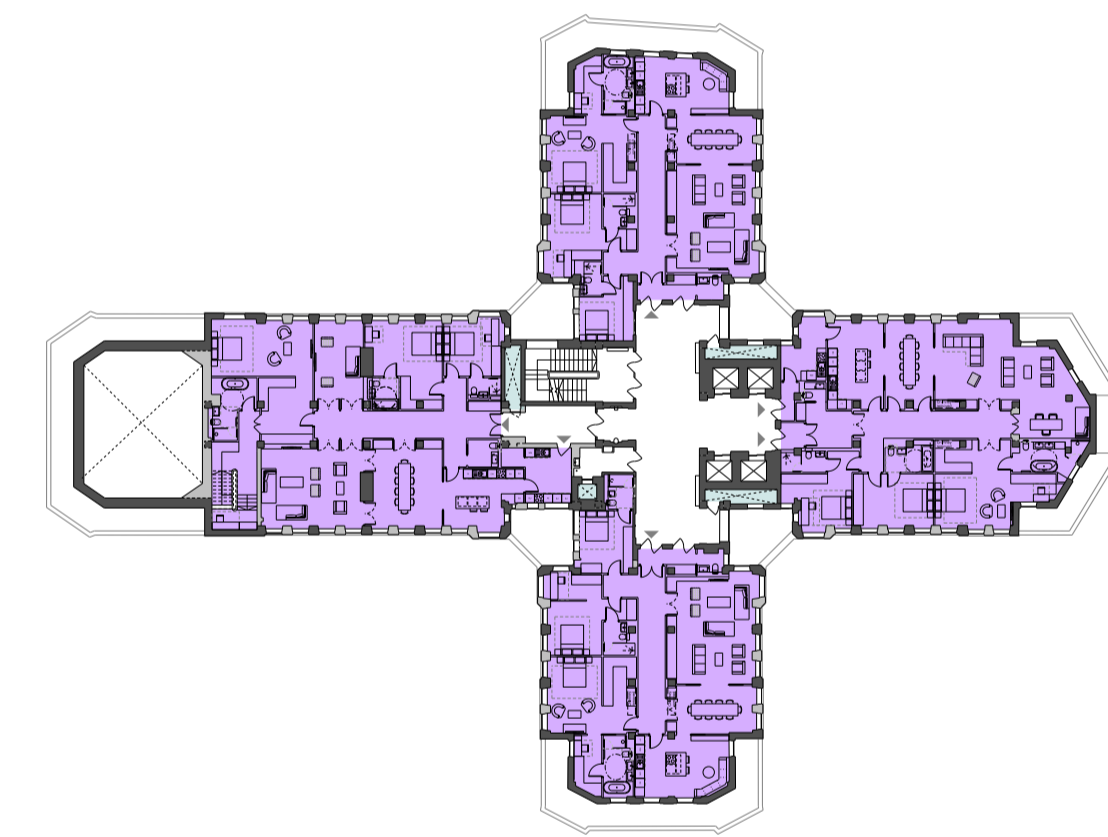
Tenth Floor



Second Floor (Typical)



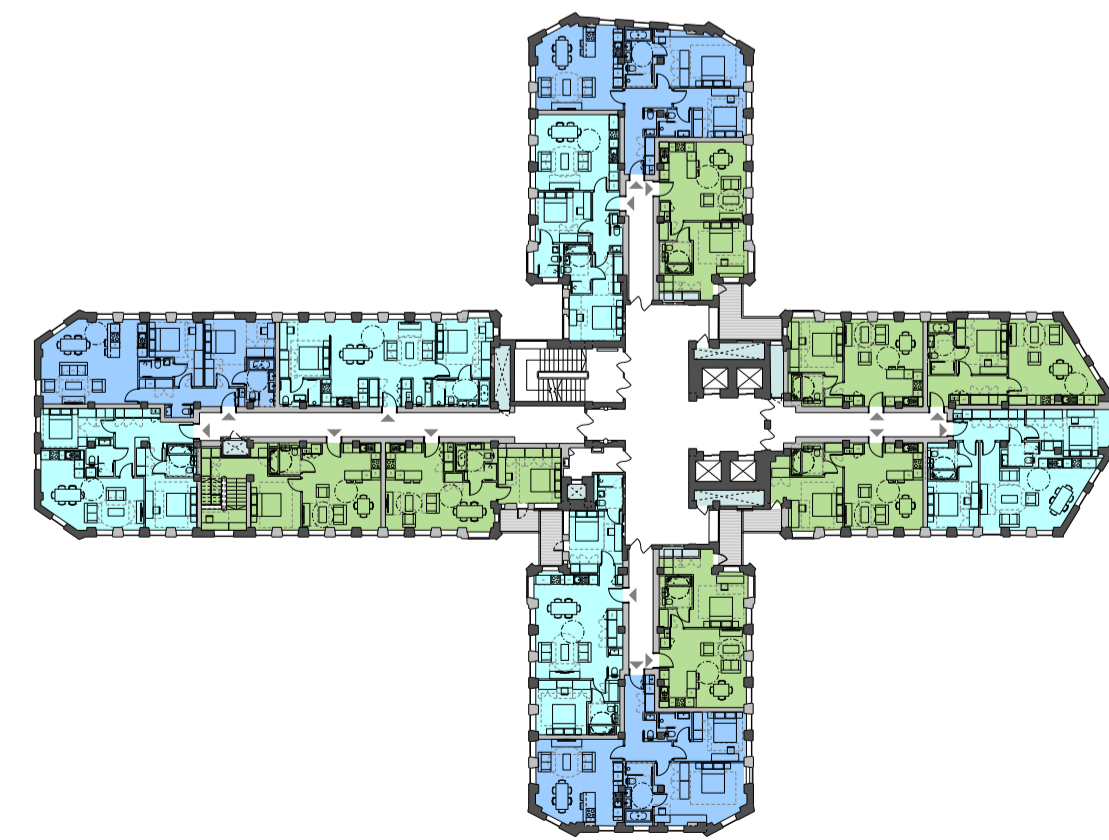
Fifth Floor



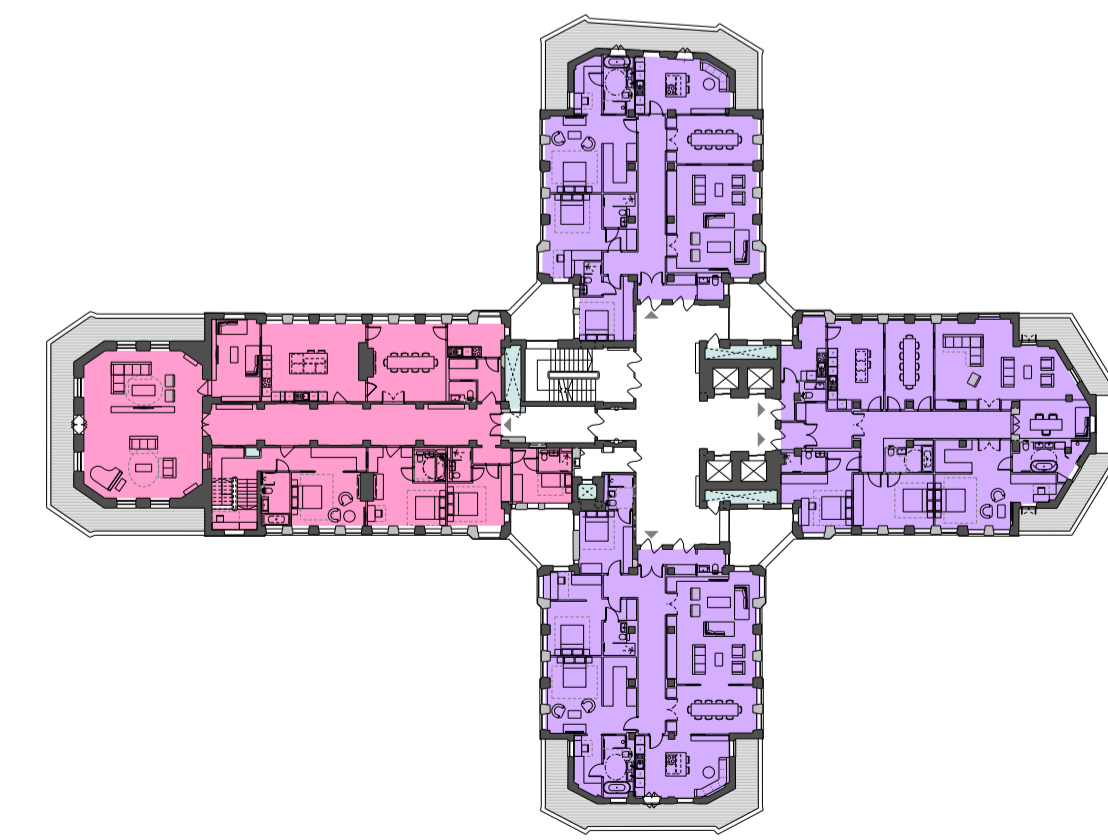
Eighth Floor



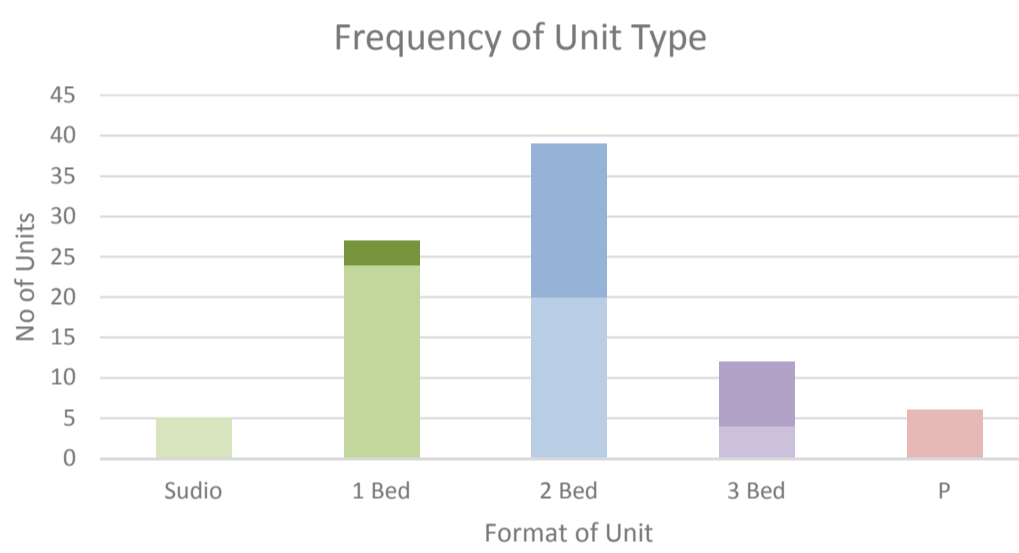
First Floor



Fourth Floor

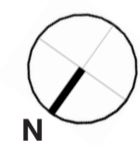


Seventh Floor



Overall unit type frequency graph to 55 Broadway.

22% affordable housing will be provided on site, calculated by area.



- Studio
- 1 Bed Medium
- 1 Bed Large
- 2 Bed Medium
- 2 Bed Large
- 3 Bed Medium
- 3 Bed Large
- Penthouse
- Retail Back of House (BOH)
- Residential BOH
- Residential Reception
- Retail Plant
- Residential Plant

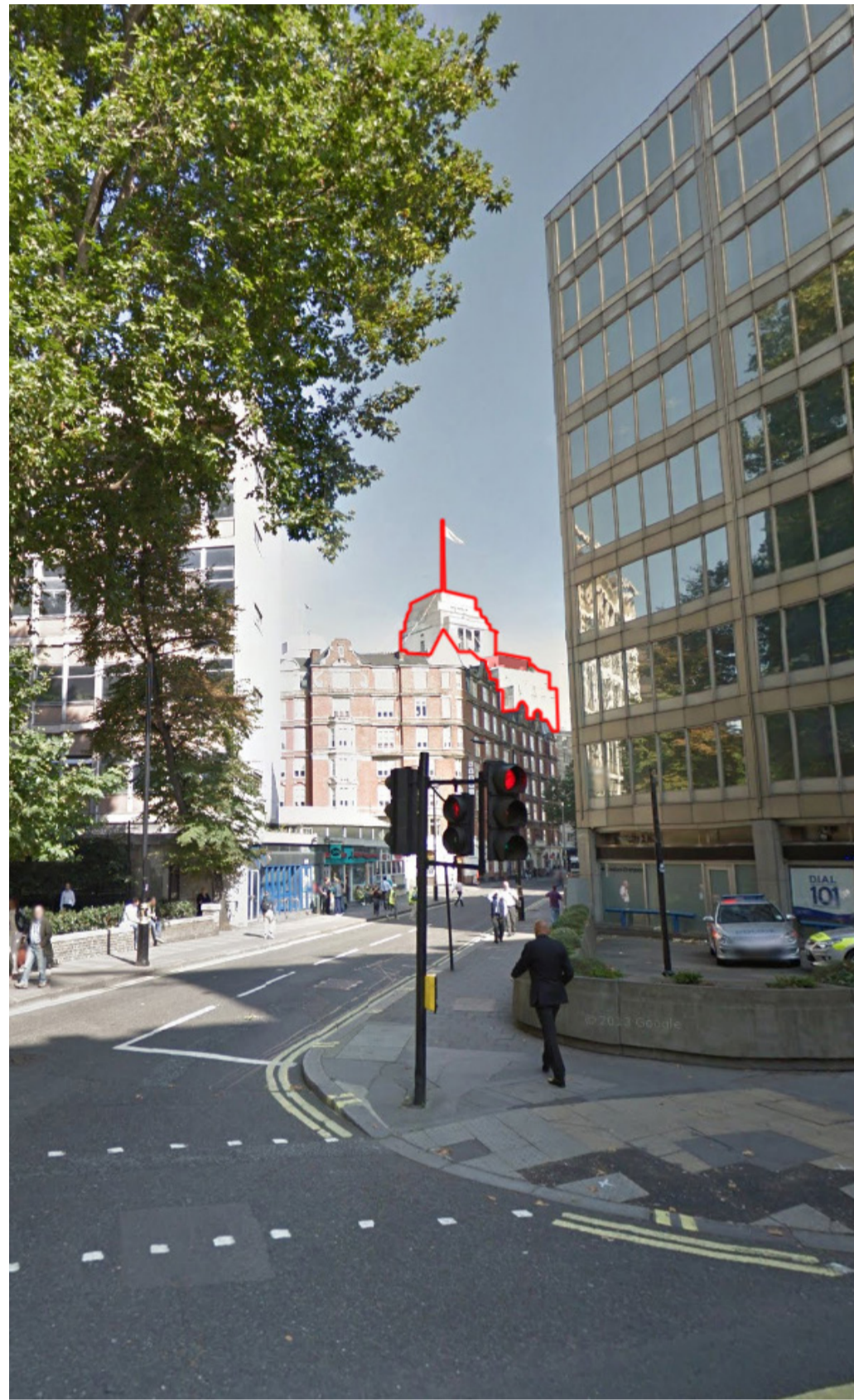


Broadway Complex

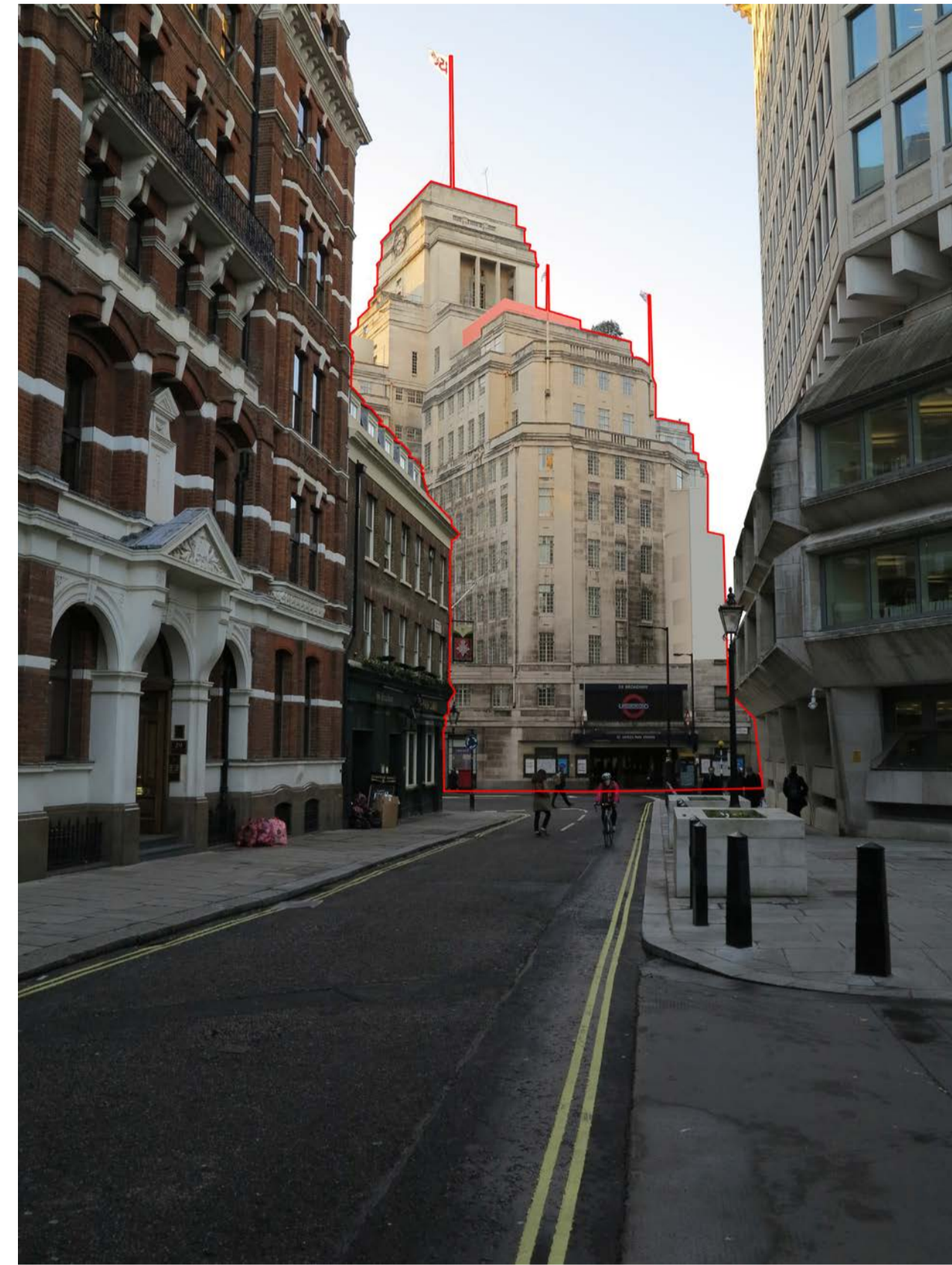
Tenth Floor Pavilions

New pavilions have been introduced to the tenth floor wings. Adopting the same fenestration and materials makes them indiscernible from the general form of the building.

This approach is demonstrated in a series of 'verified views' which will be submitted with the Planning Application.



View 6 - Proposed (Mock-up prepared by TateHindle)



View 1 - Proposed (Mock-up prepared by TateHindle)



View 10 - Proposed (Draft prepared by AVR)



View 3 - Proposed (Mock-up prepared by TateHindle)



View 5 - Proposed (Mock-up prepared by TateHindle)