



## SOUTHSIDE

101 - 105  
VICTORIA ST



### WELCOME TO THE PUBLIC EXHIBITION ON OUR INITIAL IDEAS FOR THE FUTURE OF SOUTHSIDE, 101-105 VICTORIA STREET.

Following the collapse into administration and subsequent restructure of House of Fraser, we expect to get the retail store back in Summer 2022. This date also aligns with the upper office floors. The nature of retail is also changing, with large department stores less attractive to operators and shoppers alike.

We want to re-imagine a tired 1970s department store, drawing on the site's rich history to create a sustainable, mixed use building of the future.

To create a fantastic place that becomes a genuine destination that evolves through the day and into the evening and responds to local needs, we have sought input from the local area through door-knocking and pop-up consultation sessions.

We value your feedback and invite you to share your thoughts on our initial ideas on the on the 'Have your say' board. Additional feedback can be left on the cards provided.

Following this exhibition, we will review the feedback and look to hold a second public exhibition on the more detailed proposals in the spring. Subject to feedback, we aim to submit a planning application in the summer. If the outcome of the planning application is successful, the development could start on site in December 2022.

### Get in touch...

Members of the project team are on hand to answer any questions. If, after today, would like to follow up with the team, please get in touch on:

**[southside@kandaconsulting.co.uk](mailto:southside@kandaconsulting.co.uk)**  
**020 3900 3676**

**Reimagining Southside as a destination...**

We want to create a 7-day a week destination providing services and function spaces to the local community, workers and visitors to Central London.

Our ideas may include:



A central market space that can evolve into an events space



Local services e.g. dry cleaners or doctors



Additional publicly accessible bike space



Wellbeing facilities



Future Proofed office spaces



A new hotel for the area



A mix of grab and go coffee shops and food outlets



A sustainable, carbon neutral building



New outdoor green spaces both at street level and upper levels



Parcel and delivery centre

**“Victoria needs to become a place, not simply a space to pass through.”**  
- Victoria Opportunity Area



### The changing character of Victoria...

Until as recently as the 1840s, Palmer's Village lay to the south side of Victoria Street. With a village green and an old-fashioned wayside inn, it retained a rural charm of times gone by.



1890s - Retail for the Society members and on-site manufacturing

Victoria was originally built between the 1850s through to 1880 and included the opening of Victoria Station in 1861.

The opening of the station transformed the area, by cutting through a typically Victorian mix of dense residential slums and industry – particularly breweries, with the Vickers & Co brewery standing on the present site.

The area has continued to evolve, particularly since the 1950s with the loss of the breweries and opening of new office and retail space.

The landmark Army & Navy Store opened in 1872. The store consisted of a series of smaller, amenity uses including groceries, tailoring, draper, chemist and bank – and we are keen to draw upon this rich community heritage through any proposals for the site.

The original store was demolished in the 1970s, with the current department store / office complex of Southside opening its doors in 1977 as part of the House of Fraser chain.

The designation of the Victoria Opportunity Area in 2011 provided a further catalyst for change, with the transformation of the north side of Victoria Street, Cardinal Place, Nova.



1920s - Victoria Street frontage is established




1908 Army & Navy Co-Operative Society 'Price List'




**The case for change...**

The existing building also suffers from a number of issues which we are keen to address through a redevelopment of the site:

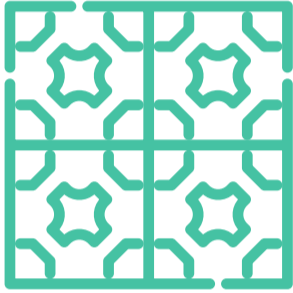
- 01**




The nature of retail is changing, with large department stores less attractive to operators or shoppers
- 02**




The nature of office working is changing and this building does not fit criteria sought by businesses seeking new office space
- 03**




Inflexible floor plates and low floor to ceiling heights which prevent any refurbishment
- 04**



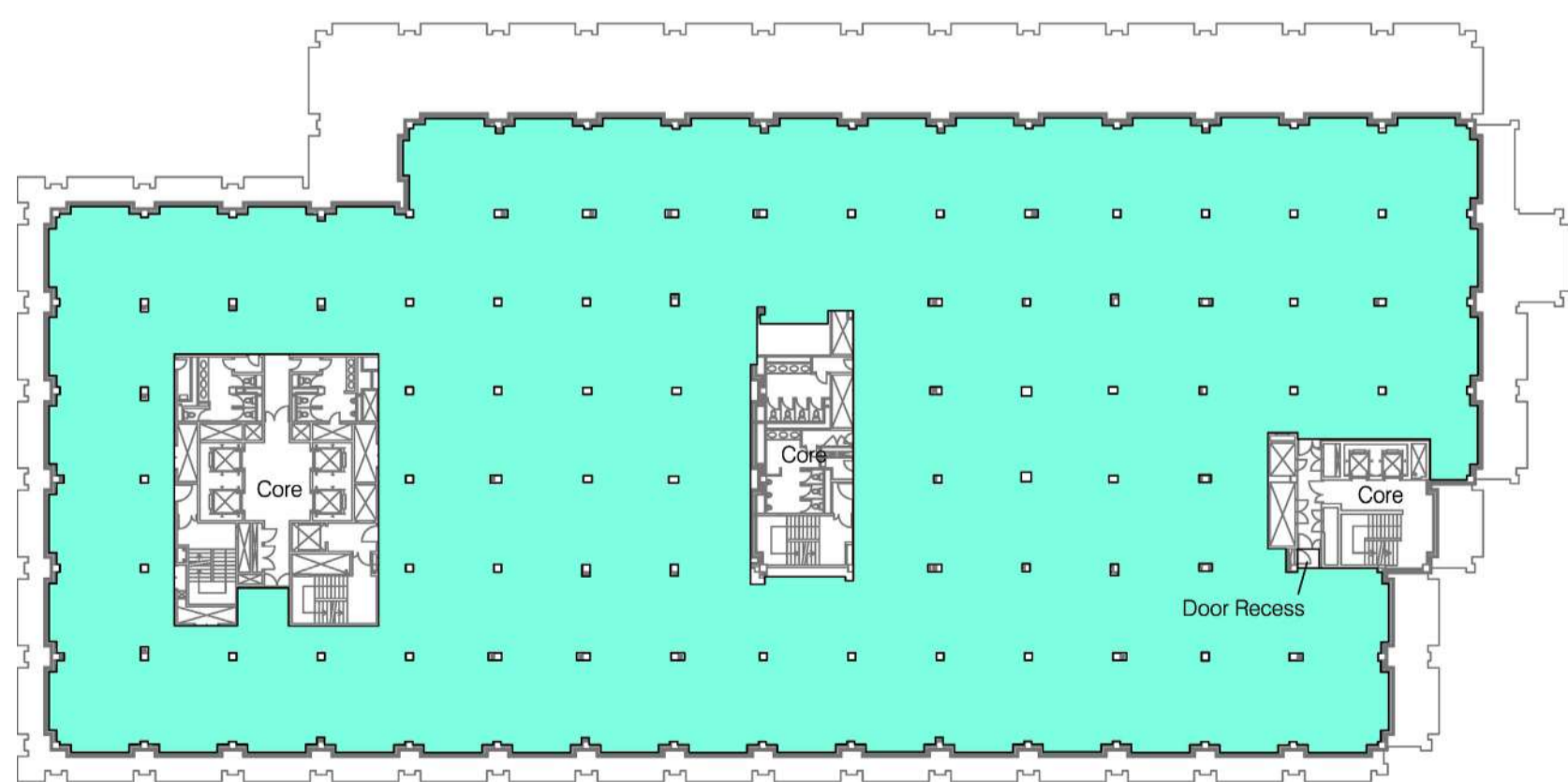
Anti-social behaviour including rough sleeping in the colonnade to the front and rear in Howick Place, as highlighted in the Cathedral Area Action Plan
- 05**



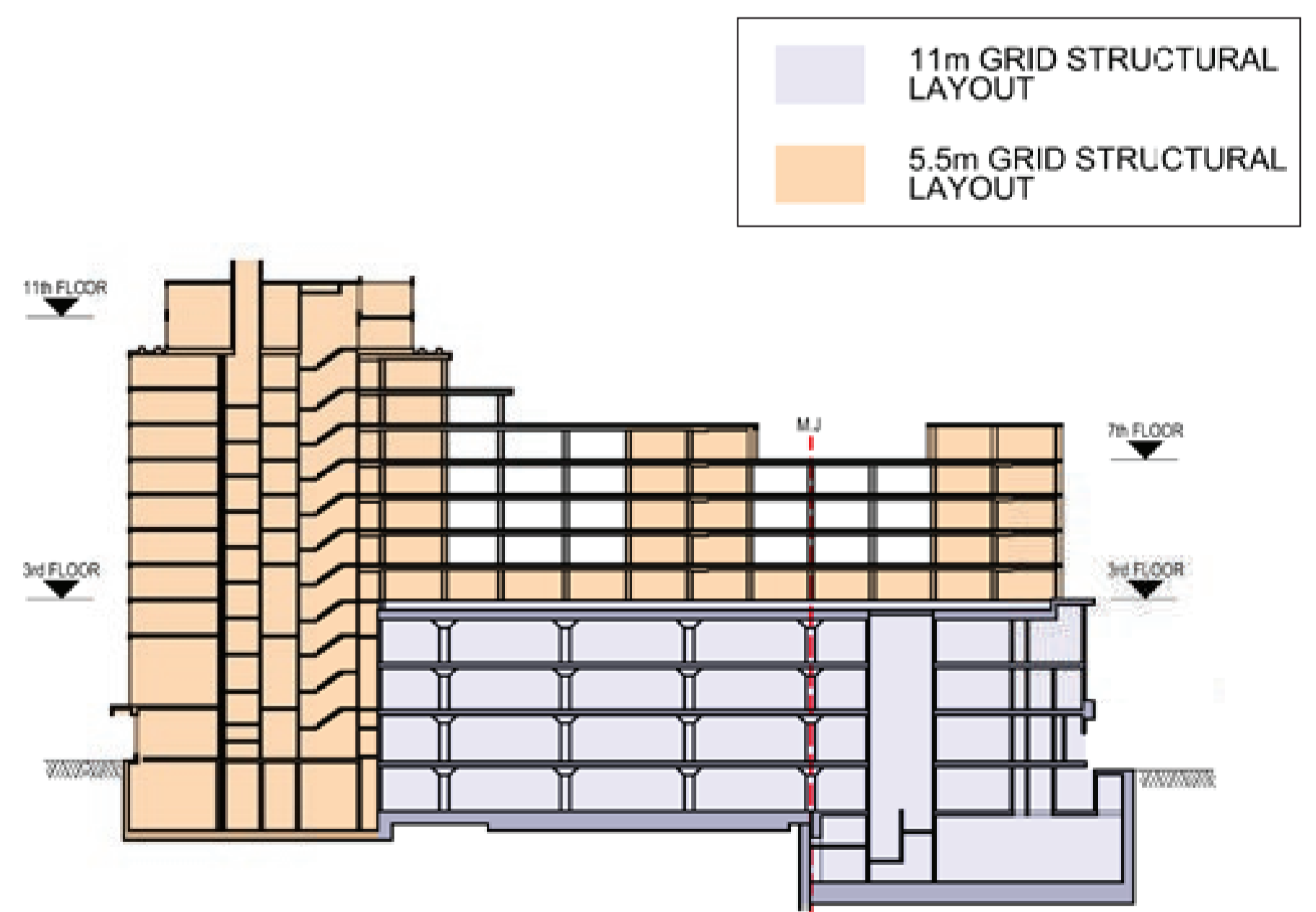
Existing building servicing/plant equipment is out of date and in need of a total overhaul
- 06**



Current retail is not clearly visible, with numerous blank and inactive frontages which further contribute to the anti-social behaviour



Typical Floorplate



Existing building structure



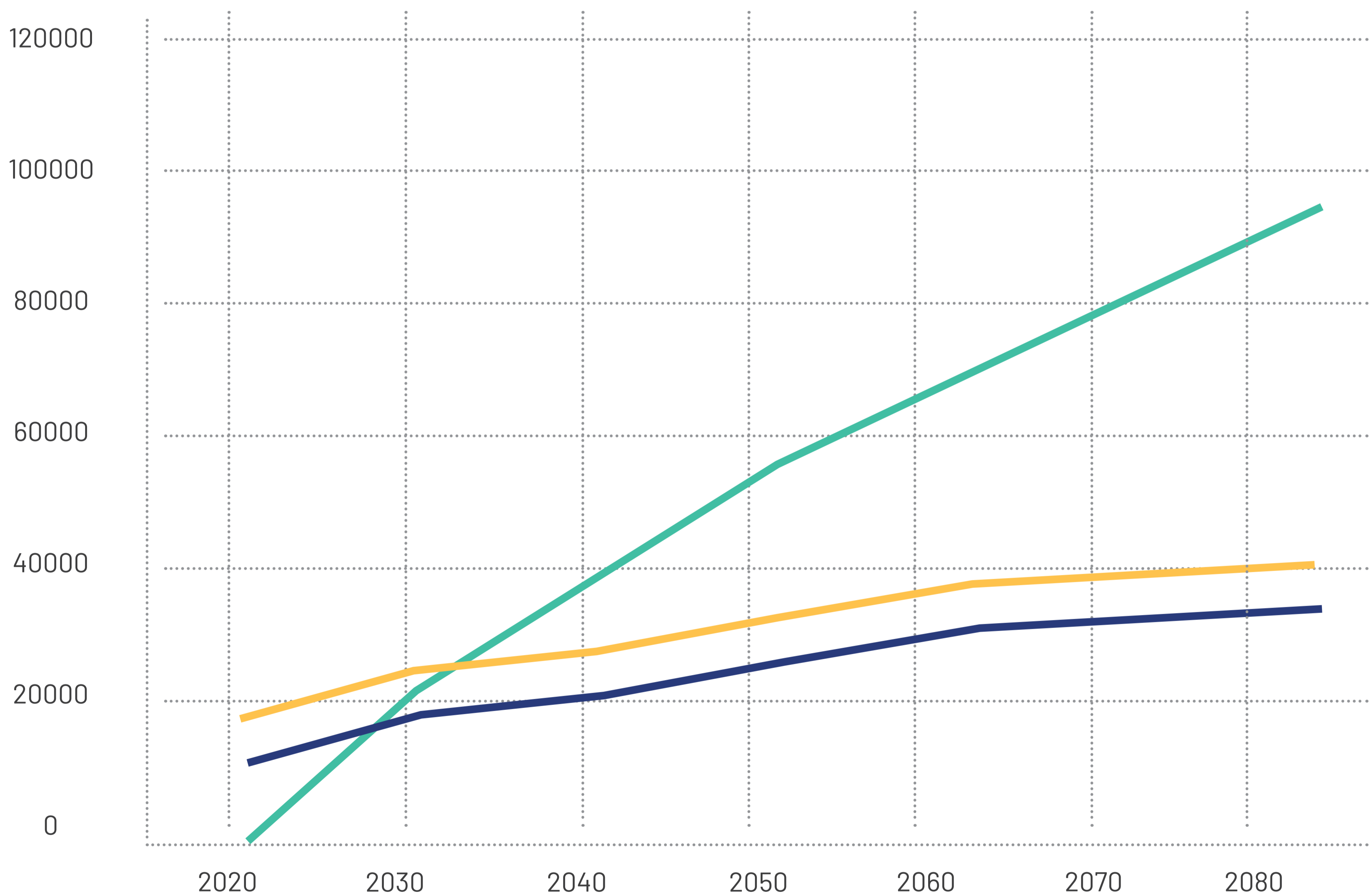
The current building is in need of renovation and has extremely poor energy efficiency, with a substandard Energy Performance Certificate (EPC) rating of E.

Very early estimates undertaken by our sustainability consultants indicate that it would take around 10 years for a new building's improved energy performance to offset the embodied and operational carbon from the current building.

The long-term carbon emissions for a complete redevelopment of the building (shown below over 60 years), would be substantially lower than if the existing building were to be refurbished.

## THE GRAPH CONSIDERS THREE SCENARIOS:

- 1. Building in-situ (green line on graph):** retention of the existing building, using the current available data to estimate the operational energy consumption over 60 years and assuming that the building remains in place.
- 2. 100% new build (yellow line on graph):** new build to current standard where both the substructure and the foundations are replaced - net zero carbon operational by 2050.
- 3. New build but with substructure/foundations retained (blue line on graph):** as above, but with the additional savings on embodied carbon associated with retaining the substructure - high-standard above ground construction, zero carbon operational by 2050.



**Key:**

- 100% New build (tCO2e)
- New build with retained basement
- Existing building (tCO2e)



### What we have heard so far...

We carried out extensive door-knocking in the local area in November 2019, held a pop-up exhibition in the lobby of Westminster City Hall in January 2020 and have been building an online engagement presence in an attempt to talk to as many residents and local workers as possible about what amenities they currently use, and their ideas for the future of Southside.

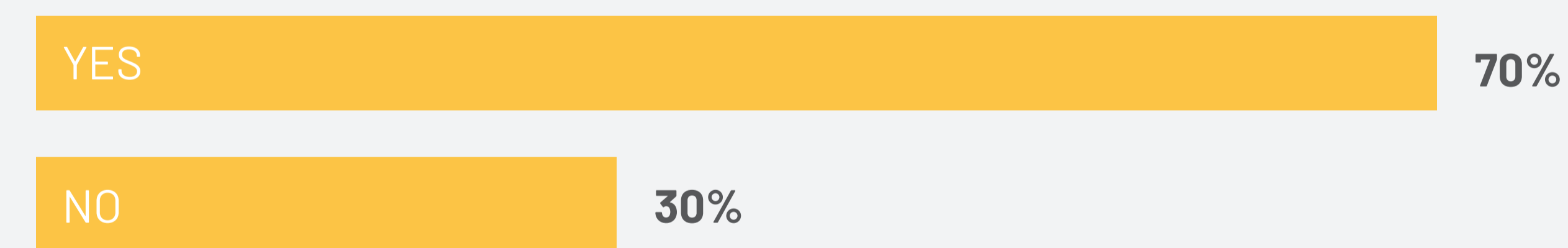
Please see below a summary of our results:

#### What do you currently think of Southside, the block including 'House of Fraser' on Victoria Street?

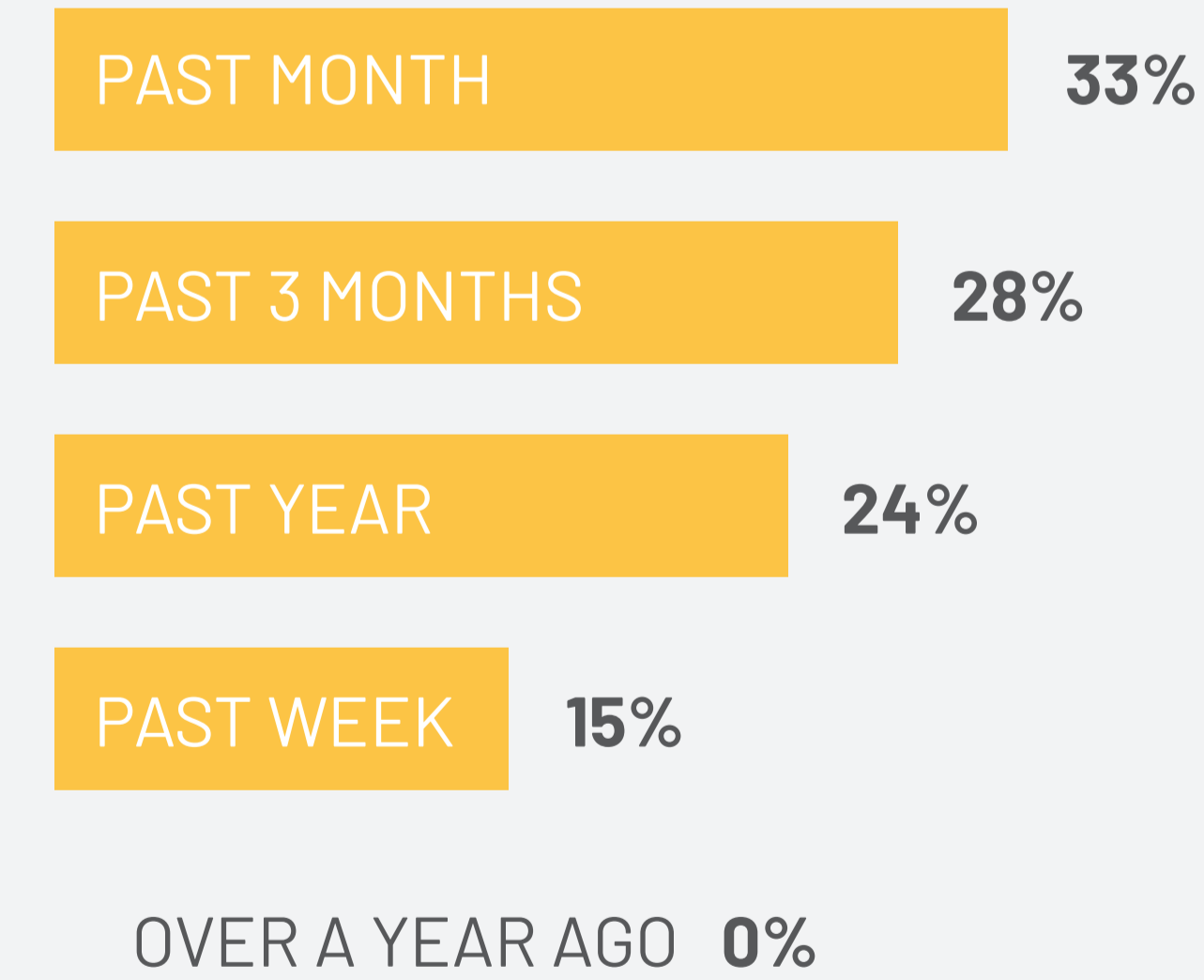
The responses to this question can be categorised into three sections:

- Positive Opinion (often tied in with affection for 'House of Fraser') – c.40%
- Negative Opinion – c.35%
- Neutral – c.25%

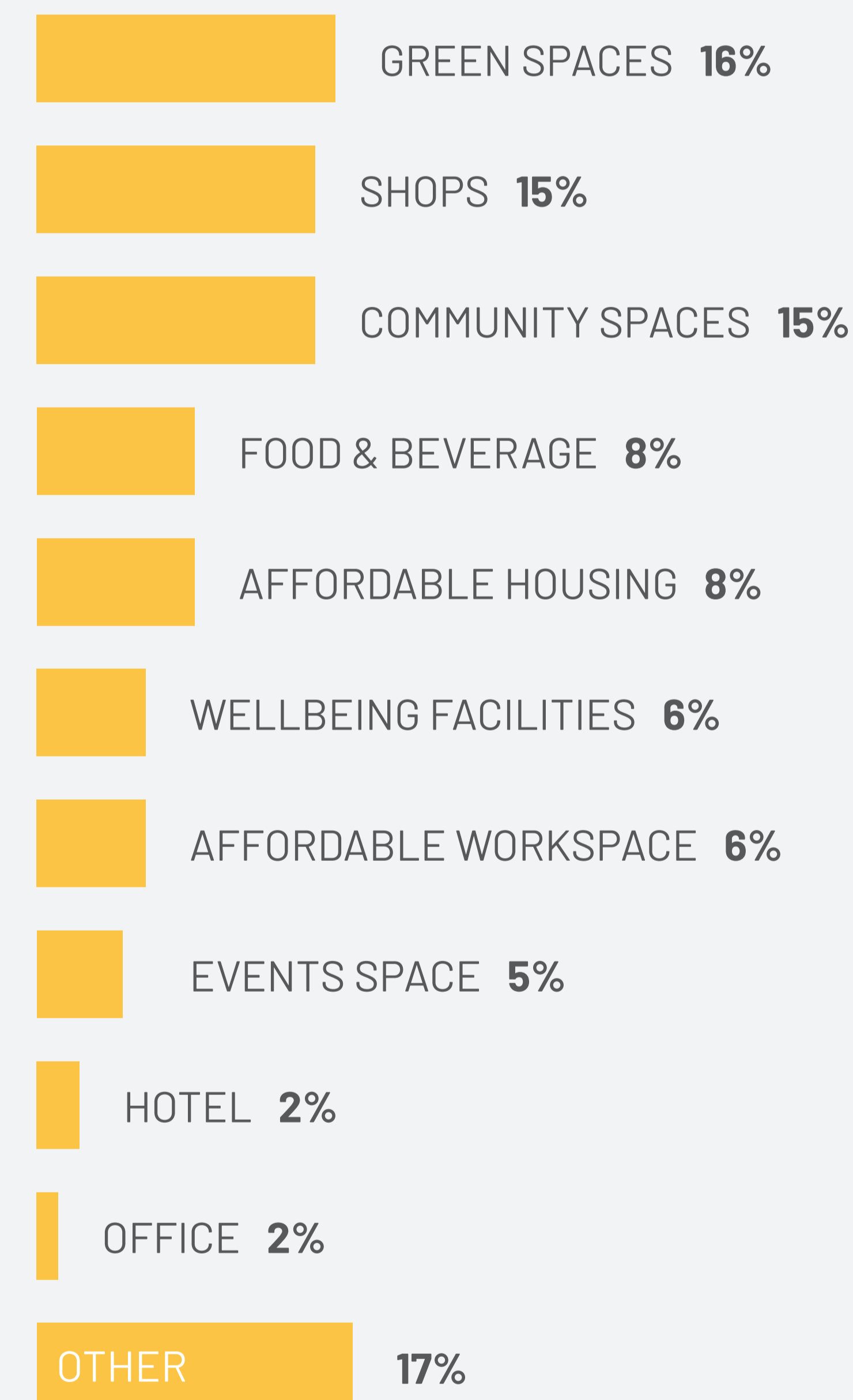
#### Do you currently use the House of Fraser on Victoria Street?



#### If so, when was the last time you shopped there?

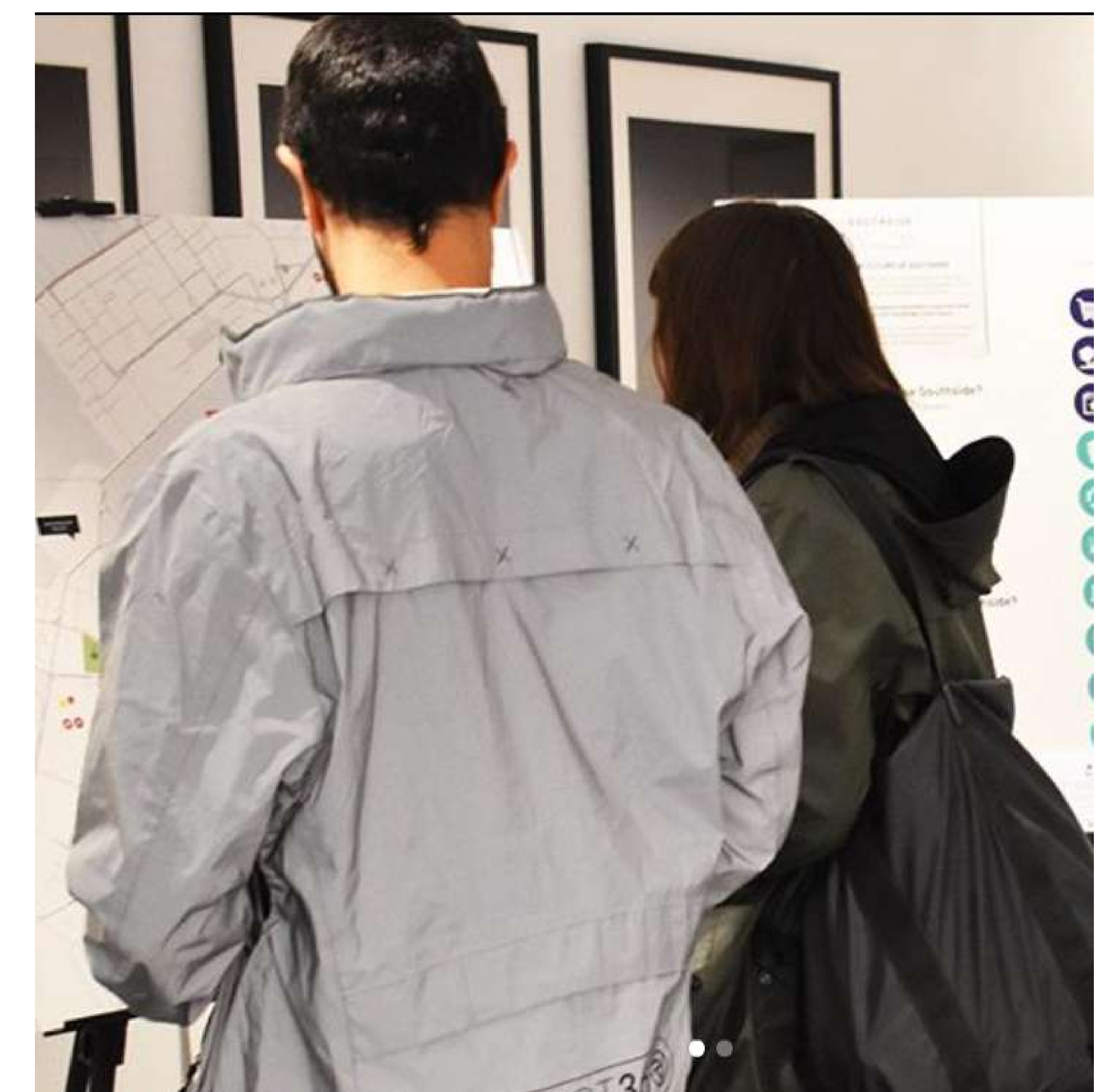
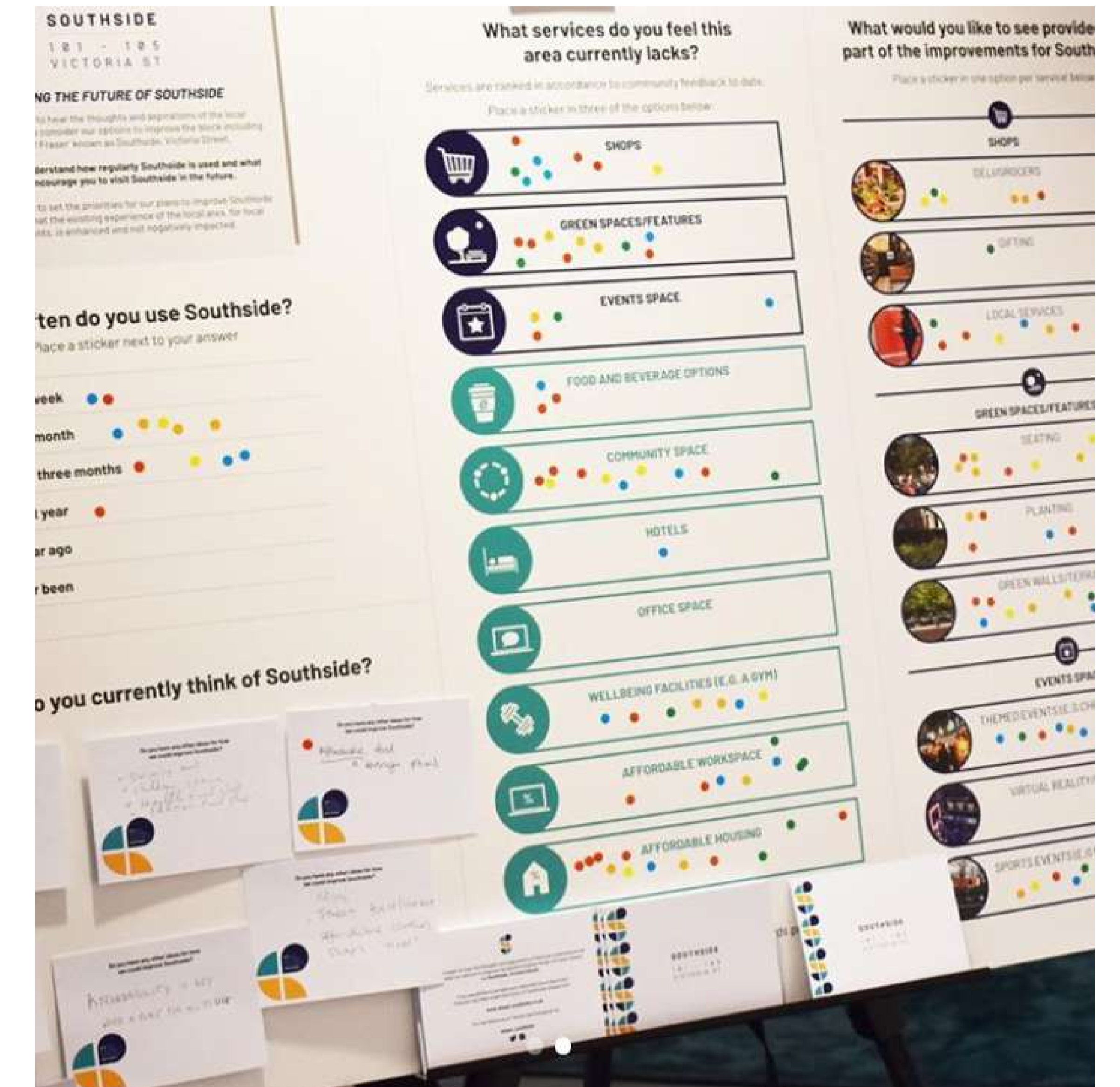


#### What services do you feel this area currently lacks?



Other option responses included:

Affordability, sizeable mid/low-range supermarkets, 'useful' shops (e.g. dry cleaners, bookshops, homeware stores, children's toy shops, etc.)



Office worker pop-up, January 2020



## SOUTHSIDE

1 0 1 - 1 0 5  
VICTORIA ST

### SHAPING THE FUTURE OF SOUTHSIDE

We are eager to hear the thoughts and aspirations of the local community as we consider our options to improve the block including 'House of Fraser' known as Southside, Victoria Street.

**We want to understand how regularly Southside is used and what would encourage you to visit Southside in the future.**

This will help us to set the priorities for our plans to improve Southside and ensure that the existing experience of the local area, for local residents, is enhanced and not negatively impacted.

## How often do you use Southside?

Place a sticker next to your answer

In the past week

In the past month

In the past three months

In the past year

Over a year ago

I've never been

## What do you currently think of Southside?

## What services do you feel this area currently lacks?

Services are ranked in accordance to community feedback to date.

Place a sticker in three of the options below:



GREEN SPACES/FEATURES



SHOPS



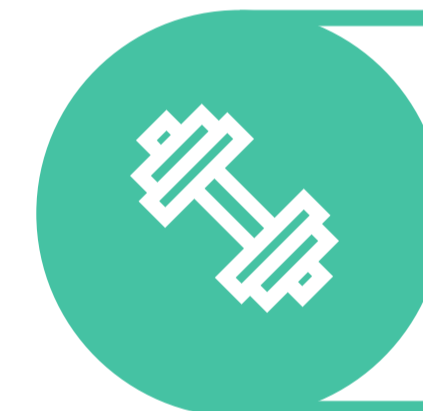
COMMUNITY SPACE



FOOD AND BEVERAGE OPTIONS



AFFORDABLE HOUSING



WELLBEING FACILITIES (E.G. A GYM)



AFFORDABLE WORKSPACE



EVENTS SPACE



HOTELS



OFFICE SPACE

### Do you have any other ideas?

Let us know your thoughts on one of the cards provided.

## What shops would you like to see provided as part of the improvements for Southside?

Use the post-it notes provided.



SHOPS