

**Location**

Oxford Street, London

Client

Erith and McLaren

Main Contractor

McLaren

Engineer

Civic Engineers

Tonnage

1,250

The Elephant Oxford Street, London

We are proud to be part of the redevelopment of The Elephant, a landmark project transforming the former House of Fraser building into a dynamic mixed-use space in the heart of London. The project is split into two phases, with each phase playing a crucial role in modernising and expanding the building.

The first phase involved a traditional 'cut-and-carve' approach to the lower floors. We created new openings, strengthened the building's core, and replaced the roof to provide a solid foundation for the next stage of development. In the second phase, we are adding three new floors above the existing structure to accommodate for office spaces, a penthouse restaurant, and a Building Maintenance Unit (BMU).

This redevelopment is a perfect example of our ability to combine the preservation of a historic building with the introduction of cutting-edge design. One of the most intricate elements of this project is the replacement of a column with a fully welded box section, which will require over 1,500 fabrication hours.

Working on a century-old building has its challenges. The original drawings didn't always match the physical reality of the structure, meaning our team had to adapt daily. However, our experience with similar projects made us well-equipped to handle these challenges. Each phase required flexibility, creativity, and technical expertise, which our team brought to every aspect of the job.

Sustainability is a key focus for us, and we've taken several steps to reduce waste and repurpose materials. Eight of the original steel columns have been reused in the upper floors.

The Project Director at McLaren, said: "The Severfield team demonstrated an enthusiasm for the project, and brought solutions to the table in terms of programme, costs and logistics throughout the tender process. On this basis they were awarded the main contract in early 2024. We have been very happy with the performance of Severfield on this project and would look forward to working with them again on other, similar, projects."

We're on track to finish the project by mid-2025, and we look forward to seeing the final result of this transformative redevelopment in London's West End.