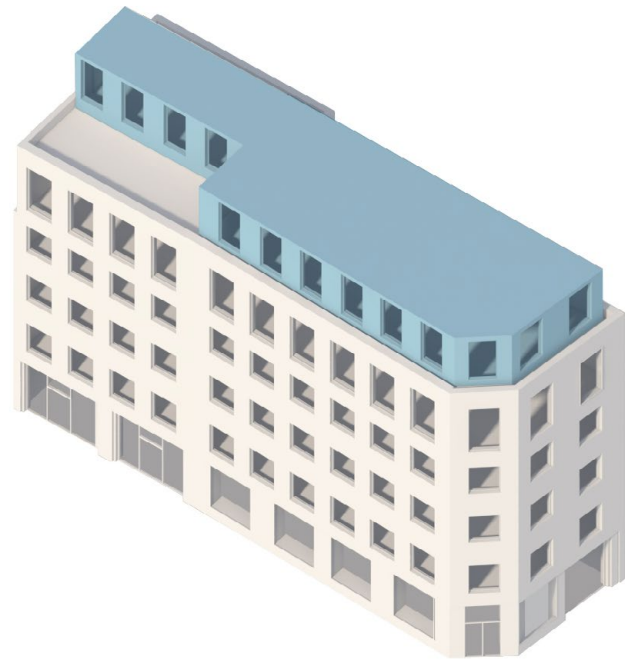


Section 6.0

Appearance

6.0 Appearance





6.1 Design Development

September 2022

The initial design sought to provide massing variation between the Parker Street and Drury Lane elevations. A set back terrace on Parker Street was considered to be too near to residential neighbours and detrimental to the appearance. The 4th and 5th floor are reviewed by the team and a concern was noted in relation to the size and expanse of glazing at these levels.

September 2022

Review of the entrances and ground floor plan initiated a discussion regarding entrance hierarchy and retail unit size. It is established that a corner entrance for the retail is a priority. This should be coupled with an additional design proposal to augment the corner location and create prominence to this.

December 2022

Following feedback from Camden, the design was developed to create difference between the Parker Street and Drury Lane addresses. This was developed in line with the layout and uses located within the building. This created a positive impact on the façade of 4-6 Parker Street, as it created an opportunity for detail and visual interest in line with the conservation area.

The roof extension, although very 'buildable', was considered too bland when discussed informally with Camden.

January 2023

The current design was discussed at a pre-application meeting with Camden Council. The design acknowledges the corner location. The design of the top floor is simple yet creates interest at the roof level.

A rich palette of materials is introduced at ground floor to respond to the conservation area context.

Crittall style windows are introduced throughout the brick element enhancing the warehouse style of the existing building.

5.2 Key Townscape Views



Existing: Corner of Drury Lane and Parker Street



Key Plan

Proposed: Corner of Drury Lane and Parker Street

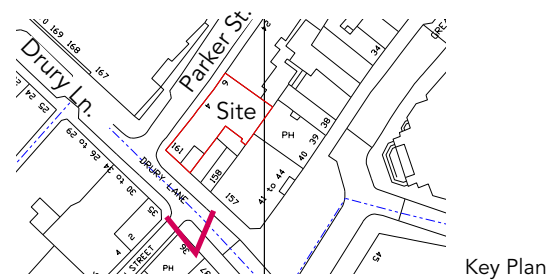
The proposed scheme retains the existing brick façade and extends it up by one additional floor. The existing render band is removed and a new base is introduced with extends to the underside of the first floor windows. New Crittall style metal windows are provided throughout creating a strong warehouse aesthetic across the whole façade .

A new tile hung (scallop edge) roof creates a new 5th floor. The plan of the new 5th floor follows the profile of the building below. New faïence panels are introduced above the new ground floor windows. The faïence panels extend up the corner of the building adding a simple accent to the corner.

A new bespoke coloured cementitious base creates an active, robust and layered ground floor to enhance the conservation area.



Existing: Drury Lane looking north



Key Plan

Proposed: Drury Lane looking north

The plan of the new 5th floor follows the profile of the building below. The ground floor retail entrance is situated in a prominent corner location, and the small frontage onto Drury Lane is maximised by the removal of an existing column.

The flank wall between 160 and 159 Drury Lane is characteristic of the conservation area as detailed in this report. Brick detailing has been added to enhance the corner and align it with detailing found in the conservation area.



Existing: Parker Street looking east



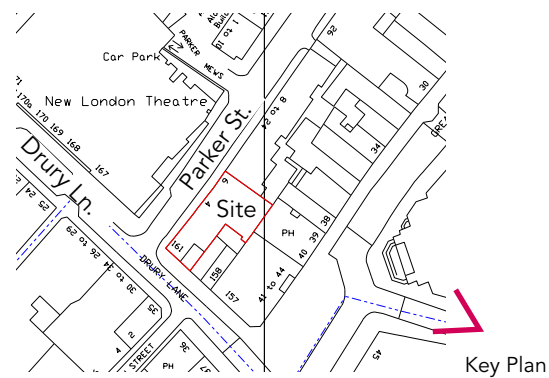
Key Plan

Proposed: Parker Street looking east

A 'townhouse' is created on Parker Street with its own entrance into a standalone ground floor studio as well as bike and refuse store access. The new ground floor arched windows echo those found elsewhere in the conservation area and detailed in this report. The faïence above the windows ties in with the overall appearance of the new base whilst having a different aesthetic impact in this location. The warehouse appearance of brick and steel framed windows flows across the whole façade .



Existing: Wild Street view

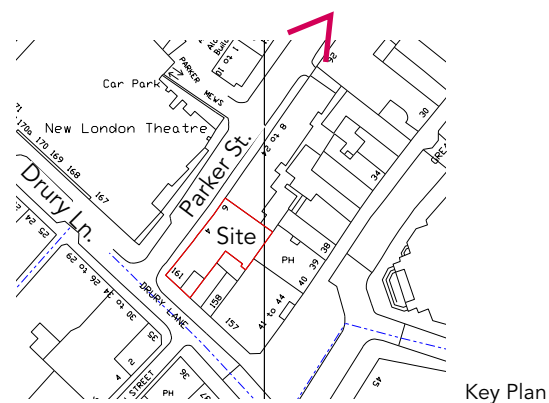


Proposed: Wild Street view

The proposals are glimpsed from Wild Street. Due to the height of the surrounding buildings and the dominance of the buildings on Great Queen Street, the proposals are recessive. The inclusion of arched windows at the rear will be visible from certain angles and will enhance the roof scape when viewed from Wild Street as they will echo the decorative arch of 40 Great Queen Street.



Existing: Parker Street looking towards Drury Lane



Key Plan

Proposed: Parker Street looking towards Drury Lane

This long view down Parker Street towards the site shows the proposed building in the wider context.

The existing render band which stood out in the streetscape has been removed and the new bespoke pigmented base harmonises with the existing red brick of the surrounding context.

The existing 4th floor dominates the building. The set back ribbon windows create a dark recess at high level. The proposed top storey is apparent, yet due to the colouration and set back of the whole volume, is not as prominent as the existing dark brown cladding.

This long view shows a render of the Drury Lane elevation of The Grainhouse.



Existing: Parker Street looking towards Drury Lane

Proposed: Parker Street looking towards Drury Lane



Key Plan

The existing 4th floor dominates the building. The set back ribbon windows create a dark recess at high level.

The proposed top storey is apparent, yet due to the colouration and set back of the whole volume, is not as prominent as the existing dark brown cladding. The new top floor harmonises better with the surrounding context in terms of materiality and colour.

The new flank wall at the party wall junction aligns with other flank walls in the conservation area where there is a change of use between buildings. The design has been carefully detailed to reference flank walls in the conservation area. Note the additional detail of grey brick on the flank wall following comments at the community consultation.