



## 6.3 Key Components of Design

### External Appearance Overview

It is proposed to retain the existing brick façade and extend it up one additional floor. This will retain and extend the existing warehouse aesthetic.

The façade has a clear hierarchy reflecting the local area. The elevation is split into three distinct elements of base, middle and top. Each has a clear design approach.

### Base

A new pigmented cementitious base band sits immediately below the first floor windows. This base will have windows punched into the façade with deep reveals creating a characterful street level presence. Faïence panels sit above each window.

The visual appearance of the building changes on the ground floor between the two addresses. Arched windows are introduced to the Parker Street addresses and a more domestic scale and style is introduced into the design reflecting its location on a more residential street.

### Middle

Crittall style windows are introduced throughout enhancing the existing warehouse aesthetic. The window style is maintained across the addresses to create a clear language for the building.

### Top

A new top floor adds a playful element where arched windows are introduced. This references the fenestration of the local area whilst also creating an element of interest at high level.

### Corner Design

The windows on the corner have been unified vertically across two floors. This is a subtle nod to the local warehouse 'loading bays', whilst also referencing the importance of the feature corner in the surrounding context.





### 6.3 Key Components of Design cont....

#### Ground floor

The ground floor has a new set of windows to create an ordered appearance to the building as a whole and enhance its existing characteristics.

Solid stall risers are located on the Drury Lane building as previously requested by the local authority. This takes the form of a continuous plinth to the base.

Depth and relief to the design of the windows, doors and cladding has been provided through the design of a layered pigmented cementitious base with inset faïence panels above all windows.

The colour of the pigmented base has been selected to reflect the surrounding context of contrasting and characterful brickwork and a dominance of red brick accents. The precise colour of the base will be reviewed on site to ensure harmonisation with the existing building tones and colours.

The faïence panels are intended to have a ribbed effect referencing a theatre's proscenium arch. Their location adds interest and texture to create a characterful façade .

The design of each entrance has been carefully considered to give prominence to the corner and workspace entrances. The studio and bike store entrances are designed to be more domestic in scale, whilst also being decorative.

The Parker Street and Drury Lane addresses are designed differently at ground floor. This is to mark the differences between the adjoining domestic context of Parker Street with a soft and decorative set of arches. The warehouse aesthetic of Drury Lane and the upper floors are designed to have an orthogonal and structured appearance.

The retail unit has been located so as to activate the Drury Lane frontage.





### 6.3 Key Components of Design cont....

#### 4th and 5th floor

New 4th and 5th floor designs have been introduced. The 4th floor extends the existing brick up one additional level. A new 5th floor mansard style roof has been introduced, with punched and arched windows.

The 4th floor now has the same rhythm as the remaining brick element of the elevation, creating a stronger warehouse form and allowing for more definition regarding the hierarchy of the building as a whole.

The 5th floor level is set back to create a slight recess to the roof level and echoes the treatment of this level in the surrounding conservation area.

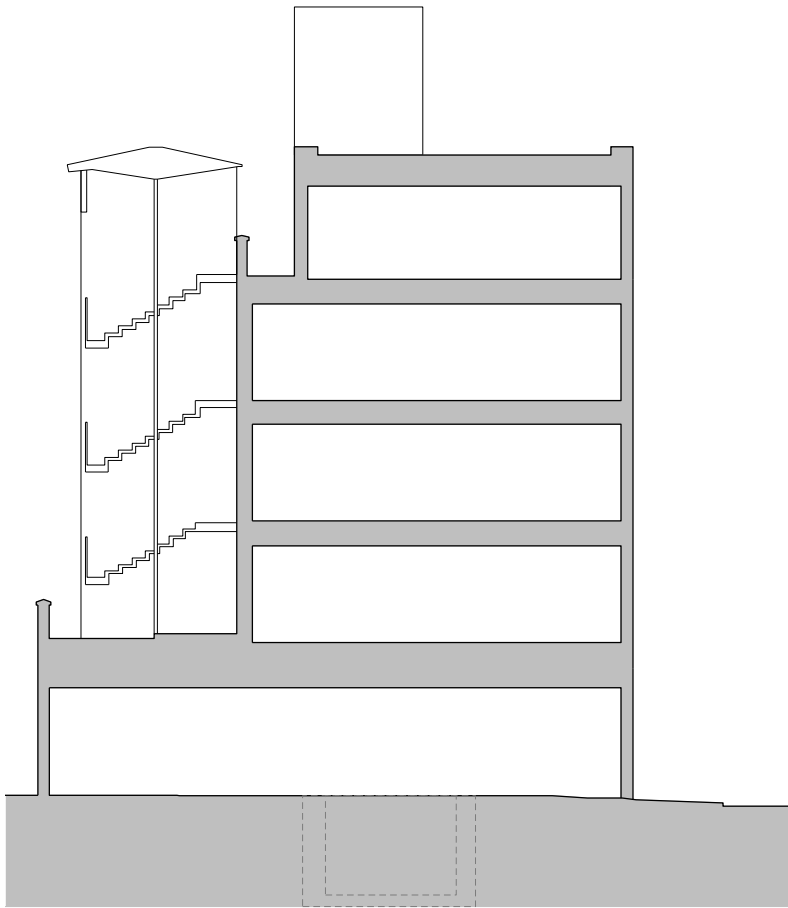
The arched windows at 5th floor add a sense of playfulness at the upper level and a distinctive design appropriate for the buildings' corner location. The colour of the window frames reflects the design of the ground floor whilst creating contrast at roof level. The arched window can be found frequently in the immediate vicinity of Parker Street and more widely in the conservation area.

The proposed materials will be a scallop edged slate tile in line with other roof materials found in the conservation area. The new flank walls will align visually with this cladding, through the use of grey brick end detailing that is in keeping with this style of party wall within the local area.

The roof storey relates to the existing building in plan and acknowledges the existing chamfered corner.

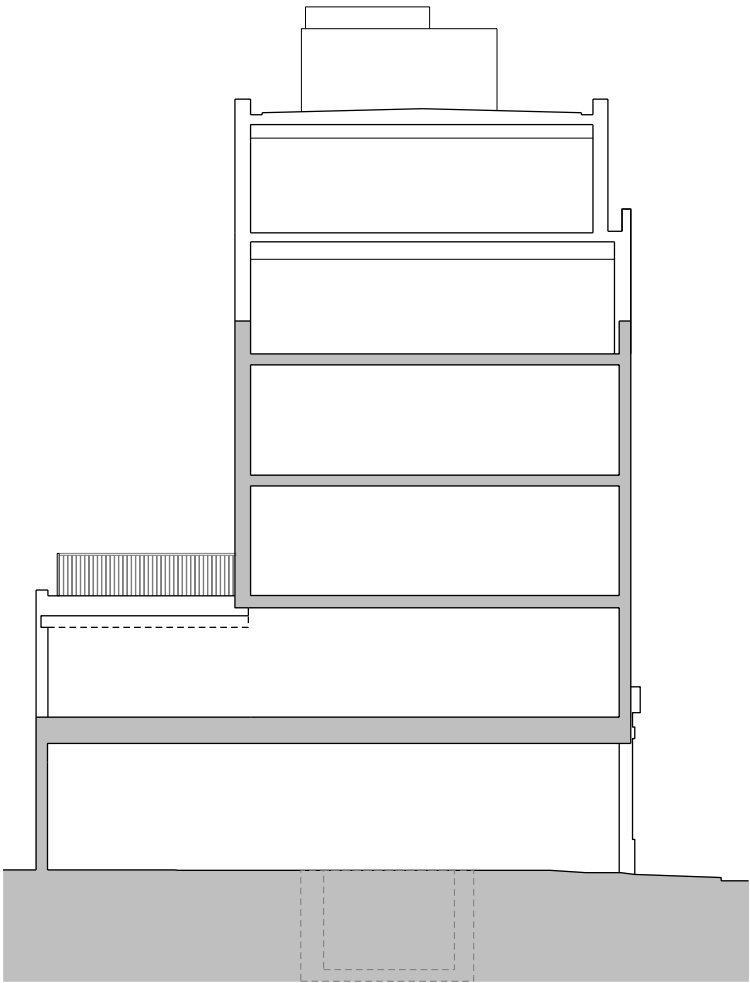
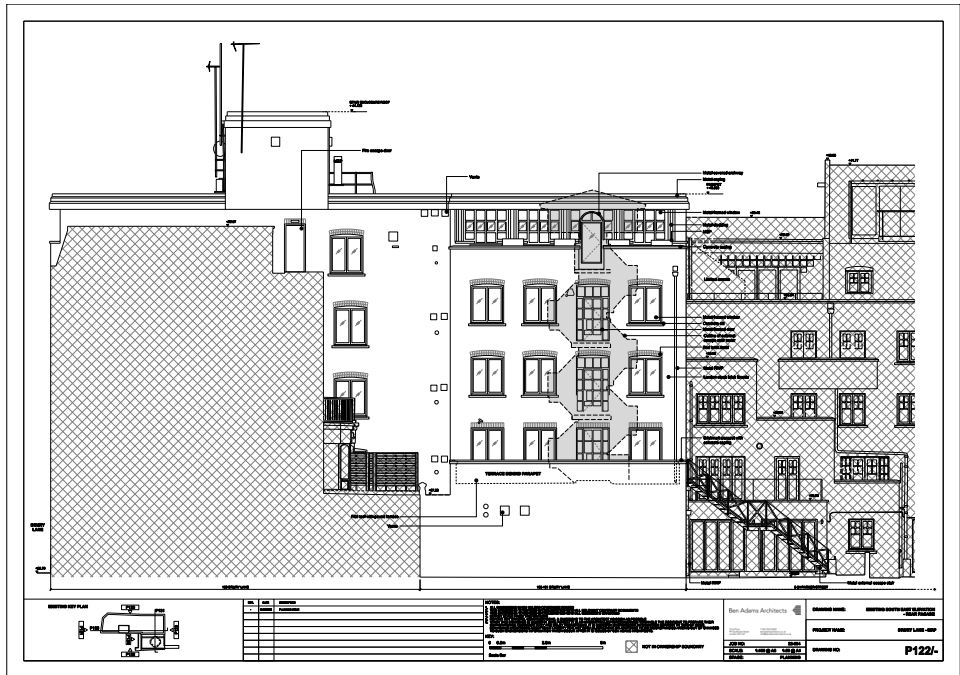
The new cladding to the 4th floor and the new roof construction will be designed to meet modern building energy standards, contributing to the improved energy performance of the





Existing section

Existing rear elevation (nts)



Proposed section

Proposed rear elevation (nts)



6.3 Key Components of Design cont....

Rear extension

It is proposed to extend the building at the rear. This would remove the unsightly existing staircase and alleviate the issues associated with pigeons.

The extension would improve the visual appearance of the building from the surrounding buildings whilst providing a little more internal area to the existing, very small floor plates.

The extension of the first floor has previously been granted planning permission in association with the design by Ian Chalk Architects.

There is a small rear terrace proposed; it is discussed in the Use and Layout section of the report.

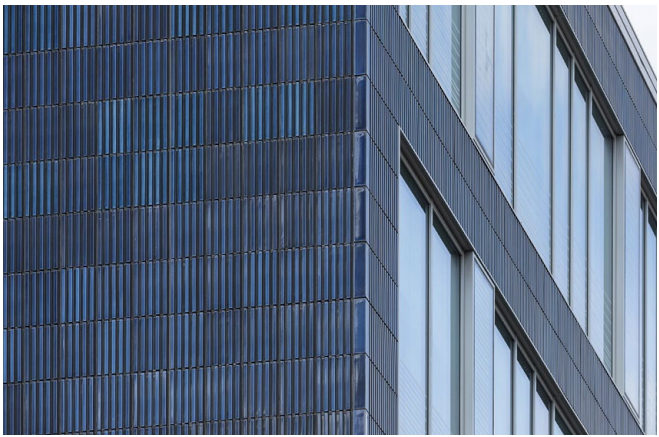
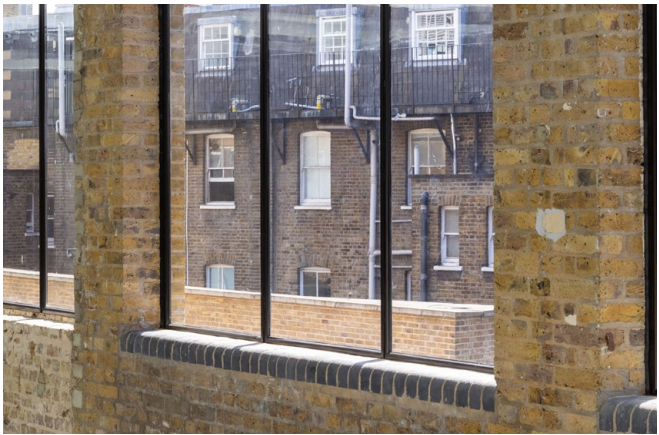
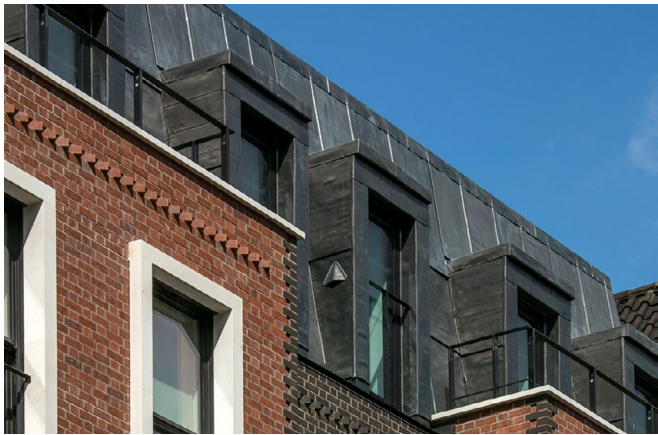


Images (clockwise from below:

- View from Drury Lane looking south
- BAA Precedent - Mansard roof, Great Portland Street, W1
- BAA Precedent - New metal framed windows in existing openings, Wells Mews, W1
- BAA Precedent - Building extension with matching brickwork, 80 Clerkenwell Road, EC1
- Terracotta faience, Oxford Street
- Metal window profile example
- Scallop edged roof tile
- BAA Precedent - Textured concrete, Nobu Hotel, Shoreditch

6.4 Materiality

The proposed materials have been carefully selected to enhance the existing building and create an interesting and sympathetic addition to Drury Lane, Parker Street and the surrounding conservation area.





6.5 Materiality: In detail



- Metal framed windows, openable
- Faïence infill
- Metal spandrel panel
- Metal window surround
- Brick infill to match existing adjacent
- Bespoke coloured cementitious cladding
- Zone for signage
- Faïence spandrel panel
- External doors, painted
- Bespoke coloured cementitious cladding
- Faïence 'skirting'



- Metal coping
- Scalloped slate roof tiles
- Metal coping
- Metal framed windows with openable vent panel below parapet
- 4th floor with new brick façade
- Existing masonry quoin retained and made good
- Metal framed windows, openable. Retained cill and lintel
- Retained London stock brick façade . Refurbished and made good as required