

6.0 Design Proposals - Vine Lane Block

6.2 Design Principles

Design Principles

The diagrams to the right illustrate the massing arrangement of the Vine Lane Building and how it has evolved through a series of iterations seeking to balance site constraints with a sensitive approach towards the local context and townscape.

The Vine Lane Building massing aims to repair the urban block it adjoins, working with the proposed High Holborn Building to infill the site and create a continuous elevation along West Central Street and the new pedestrian route. (O1)

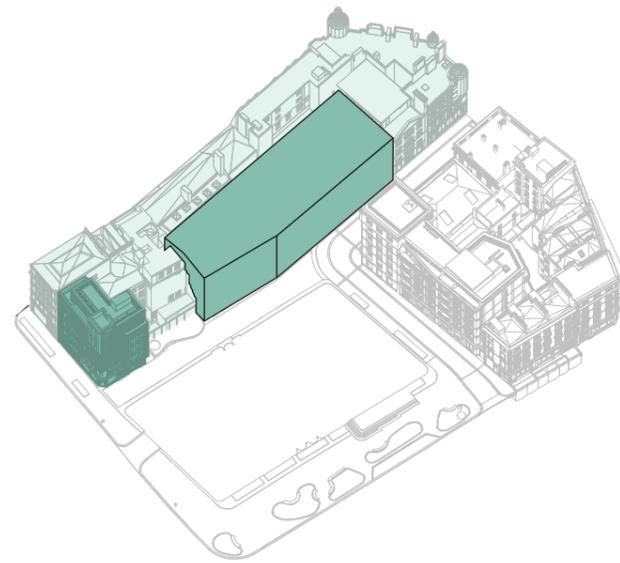
A taller element is used to announce the building at its corner, this strategy can be found in the immediate context. In townscape terms, a taller element along the south helps to break the east elevation and to reveal the new pedestrian route. (O2)

The courtyards will provide light and amenity to the residential floors and green views of lush foliage. The courtyard also responds to the party wall conditions and existing windows along the north wall. (O3)

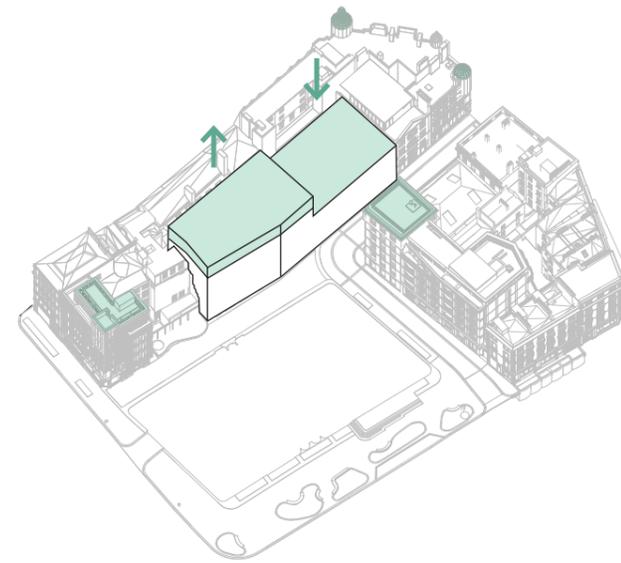
The height of the massing and proposed datums relate to the context of the listed Grape Street buildings. The ground floor on the east elevation will be as open as possible to create a strong relationship with the new pedestrian route. The main entrance is a covered open space that is clearly defined and aligned with the stepped massing height on the junction of West Central Street and Vine lane. (O4)

Along the north boundary wall, the building massing is further reduced in height, to create a single storey setback between the new and existing building. The intention here is to create a transition between the existing and new architectural languages. (O5)

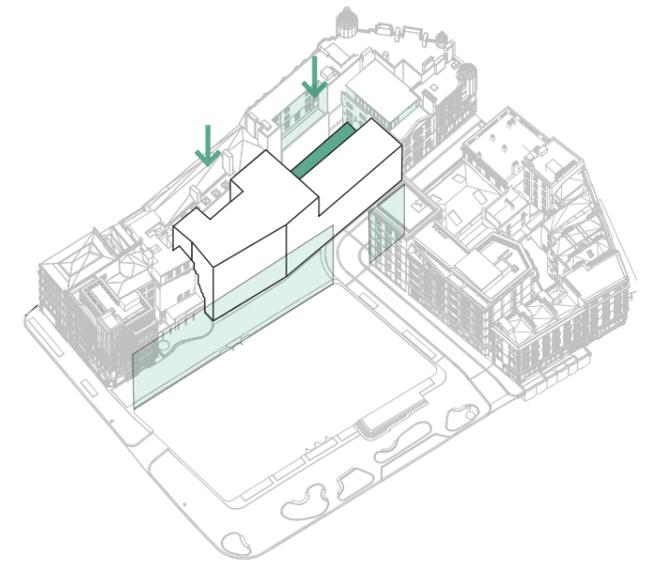
A roof terrace will integrate landscape and outdoor amenity and play space for Vine Lane residents, who will benefit from magnificent views towards the British Museum and the north London skyline. (O6)



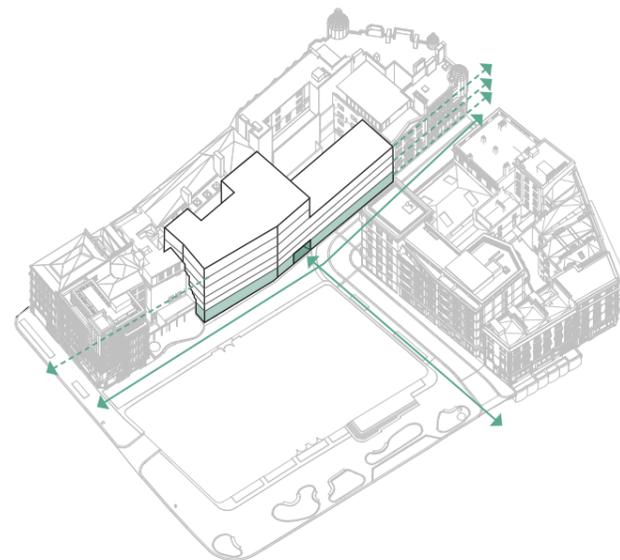
O1 Repair the block & reinstate the historical streetscape



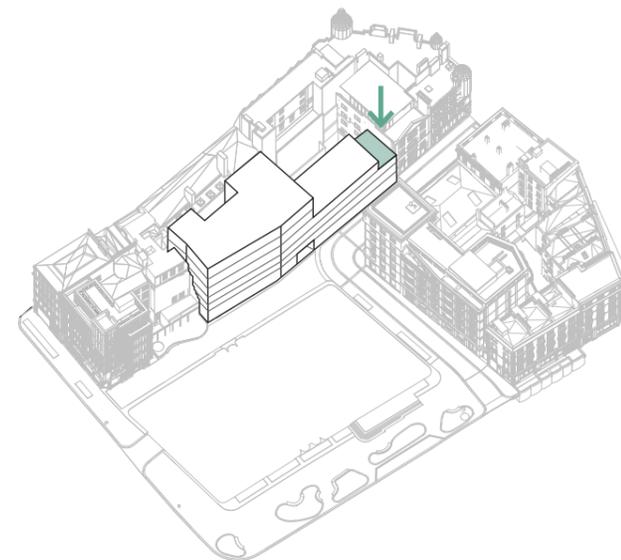
O2 Adjust the massing to address context



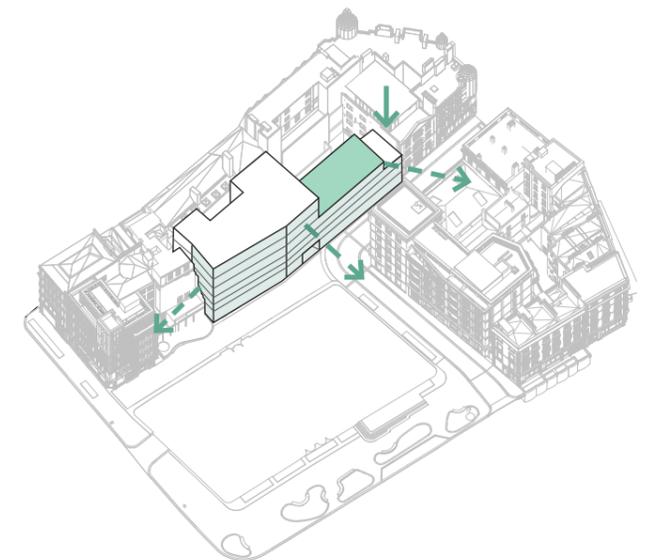
O3 Create courtyards to address site constraints & privacy



O4 Signify main entrance & active ground floor



O5 Recess to create transition to existing



O6 Access to outdoor amenities and maximised aspect

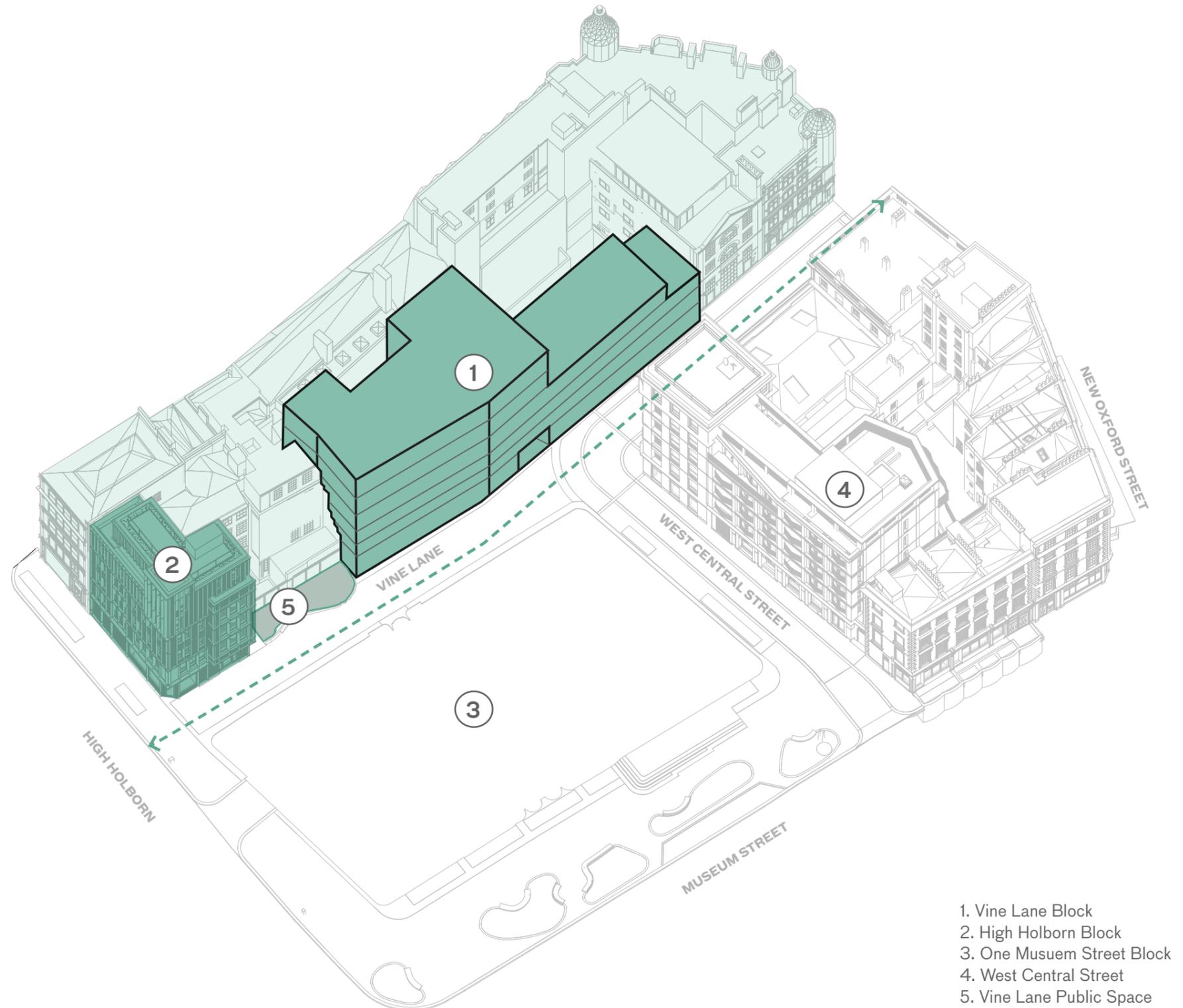
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Re-establishing the Grape Street Block

The massing of the proposed building acts to repair the urban block it adjoins, responding contextually to the forms seen on Grape Street. Working with the High Holborn block to the south, the proposals seek to define a distinct urban island. The two proposed blocks are to be read as a pair, sharing a common language and materiality, further reinforcing the overall cohesion of this newly-restored island.

Between the Vine Lane building and the larger One Museum Street office development sits the new Vine Lane passageway - establishing a new connection between High Holborn and New Oxford Street as well as a new area of vibrant public realm with active retail frontage, office entrances and cycle parking provision.



- 1. Vine Lane Block
- 2. High Holborn Block
- 3. One Musuem Street Block
- 4. West Central Street
- 5. Vine Lane Public Space

Proposed Massing Axonometric View

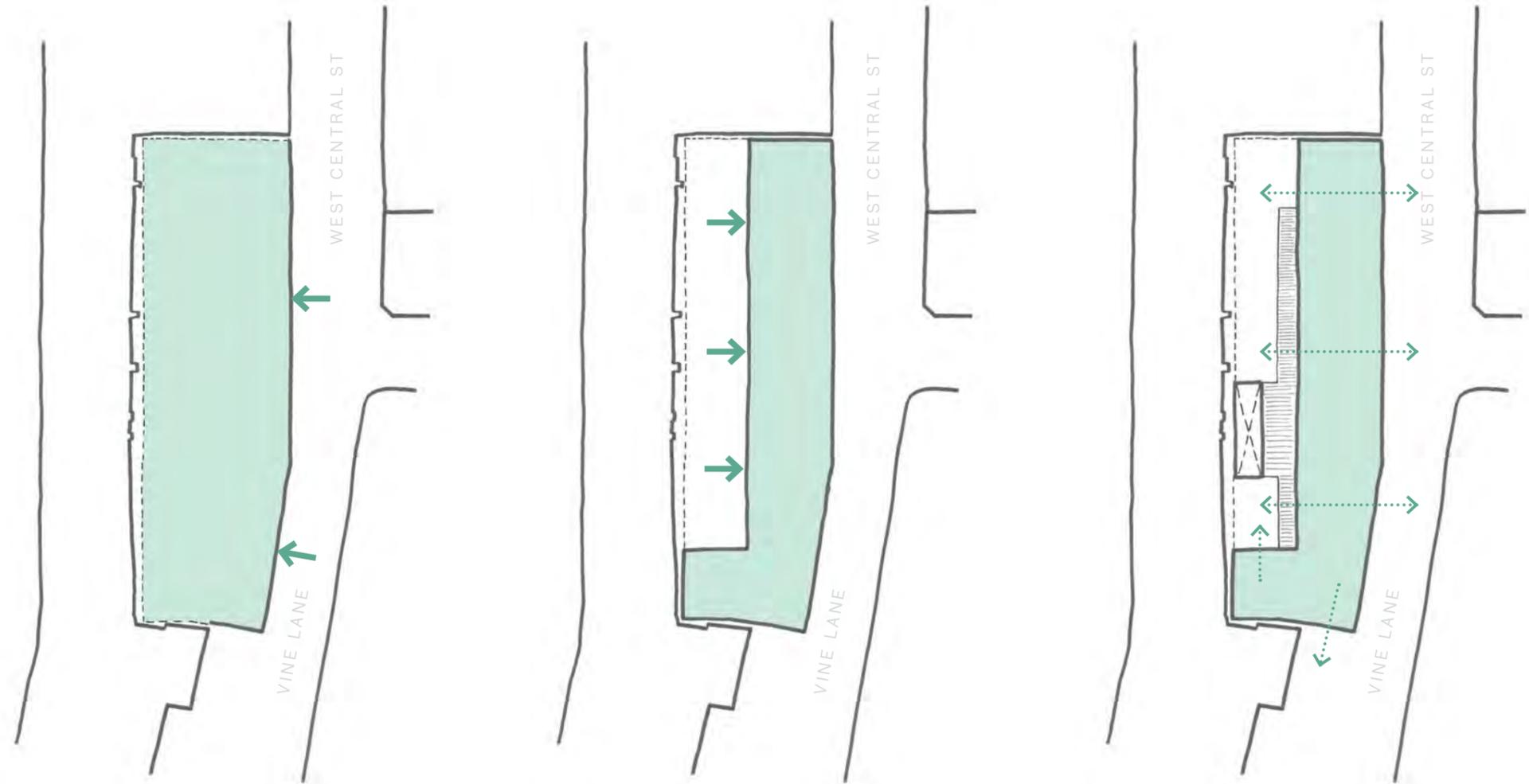
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Residential Approach: Layout

The surrounding context of the Vine Lane Block creates a constrained nature for residential use. However, it also presents an opportunity for a more innovative and site-specific typological response.

The proposed residential scheme will open up the western portion of the site and employ gallery access typologies with east-west dual aspect units to mitigate issues of aspect and overlooking. This approach will allow high quality accommodation to be provided whilst fostering a unique sense of place within the residential development.



1. Repairing the Grape St Urban Block

- The Vine Lane Block seeks to restore the historic urban form with the neighboring Grape St buildings
- Its footprint should continue the strong street edge to West Central St and Vine Lane

2. Residential Use

- The western portion of the block is carved away to create a linear bar arrangement for residential accommodation (7-9m optimum depth)

3. Enhanced Layout

- Gallery access from the inner courtyard allows for units to be dual aspect
- Dual aspect units allows for increased light levels, flexibility in outlook and natural ventilation

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6.2 Design Principles

Approach Views

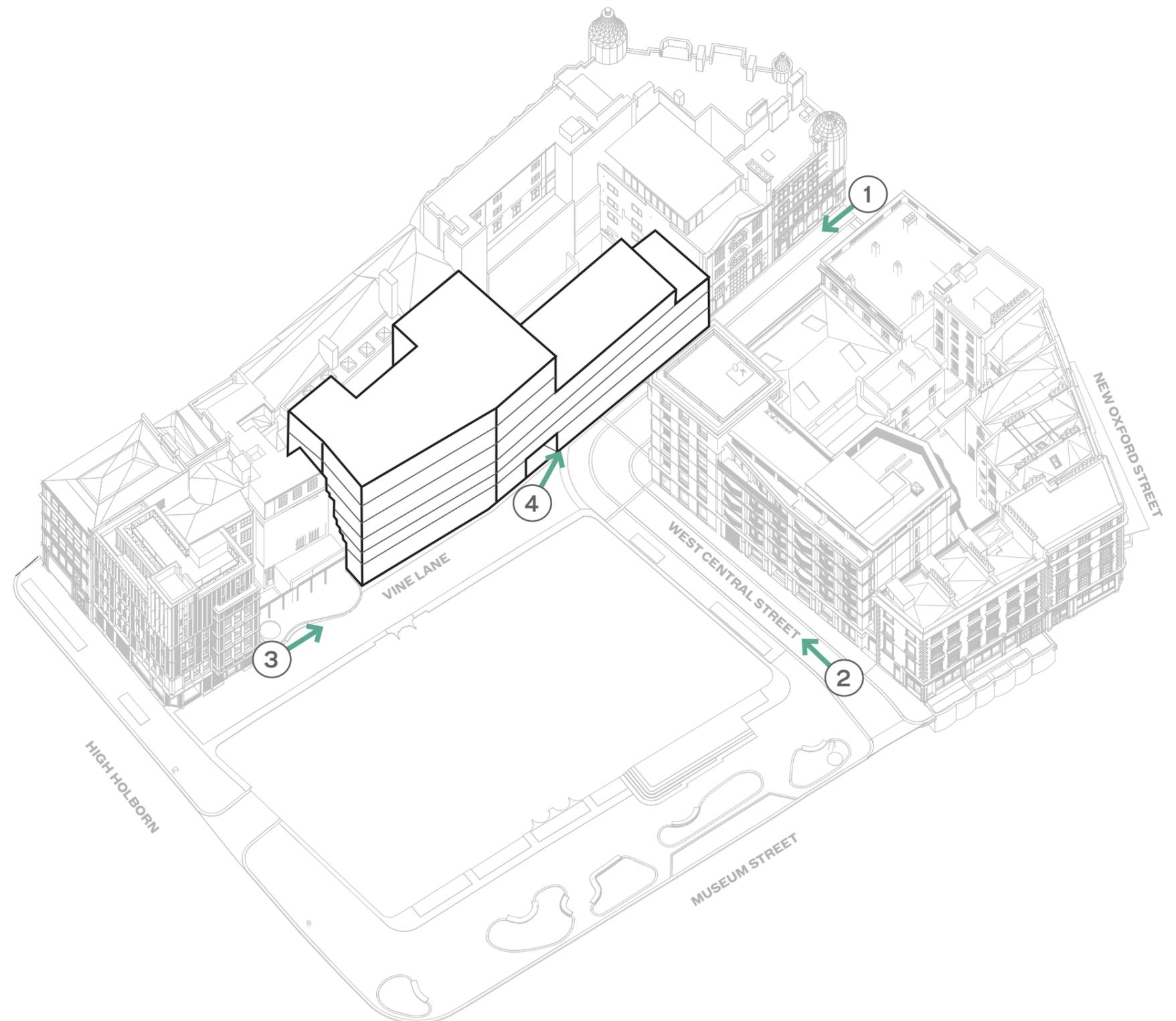
As mentioned at the start of this section, one of the key factors in the development of this block was its impact on the townscape views from key approaches. These four key views shown to the right have been considered during each decision regarding the building bulk/massing and also the building facades' design.

Key Approach View 1: From the North on New Oxford Street

Key Approach View 2: From the East on Museum Street / West Central Street

Key Approach View 3: From the South on Vine Lane

Key Approach View 4: Form the corner of WCS looking North



Key Approach Views Diagram

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6.2 Design Principles

Approach Views

The approach from New Oxford Street sees the building massing quite obliquely, with its footprint re-framing the streetscape along West Central Street. By introducing more height to the south it helps to signify the buildings shift in angle, and join with the new route, whilst also breaking down the long eastern elevation.

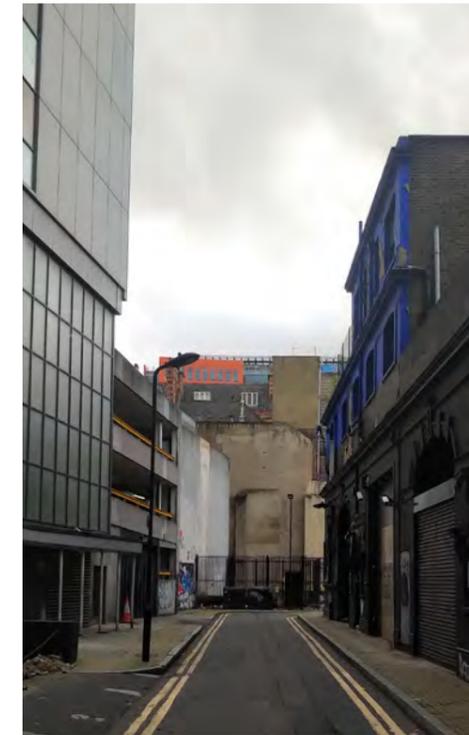
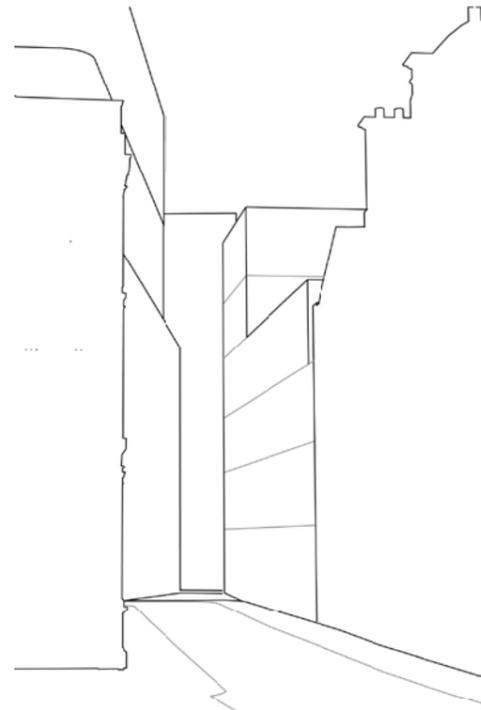
The approach on the axis of West Central Street forms the only square-on view of the building and as such is considered a further key moment to respond to in terms of facade articulation and building programme.

A key consideration for the south view is to ensure the passageway reads as open and inviting as is possible, encouraging pedestrian traffic flow. The taller massing of the south mass acts as the 'draw' from High Holborn.

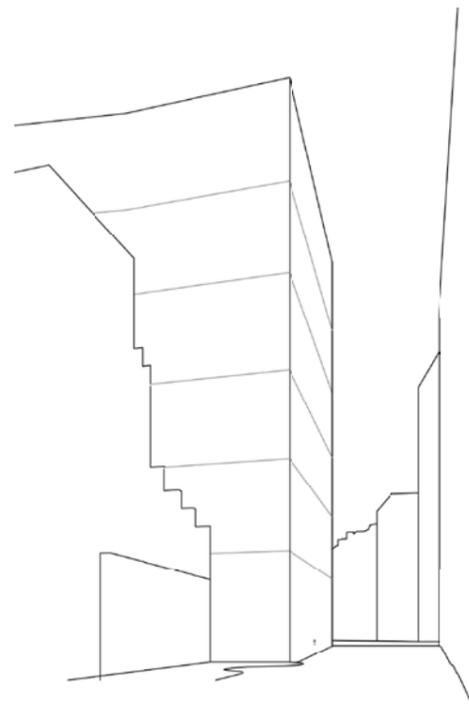
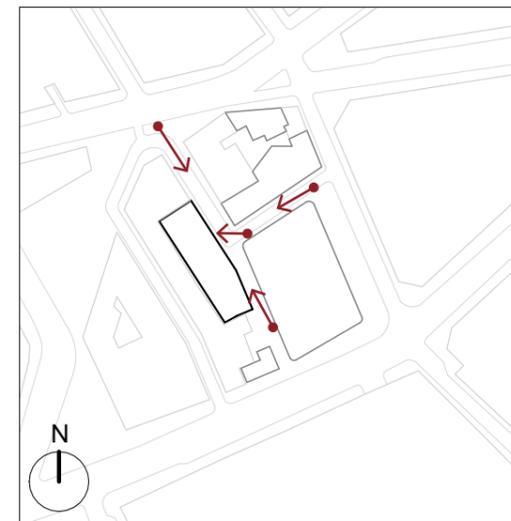
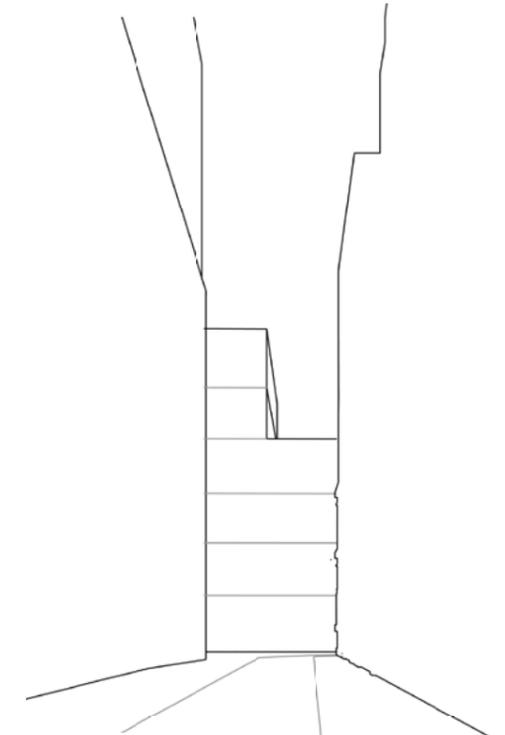
The interface with the existing building on West Central Street will also play a key role on how the proposed building will repair the existing urban block and create a balanced transition to a new architectural language.



Key Approach View 1: From the North on New Oxford St



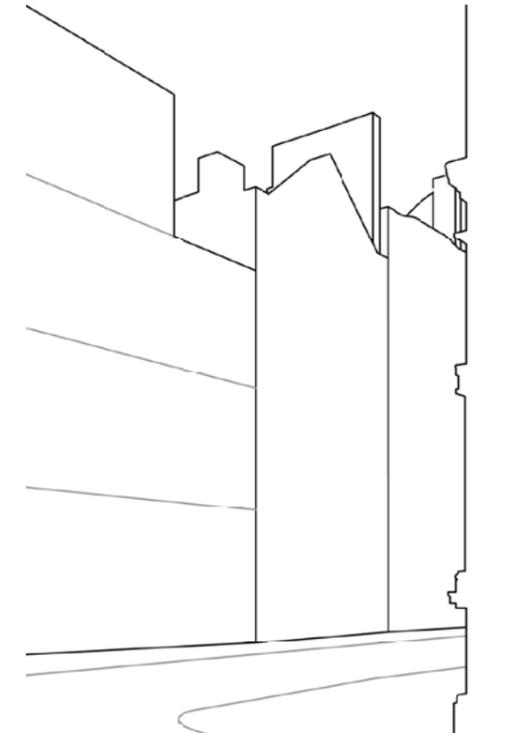
Key Approach View 2: From the East on Museum Street



Key Approach View 3: From the South on Vine Lane



Key Approach View 4: Corner of West Central Street Looking North



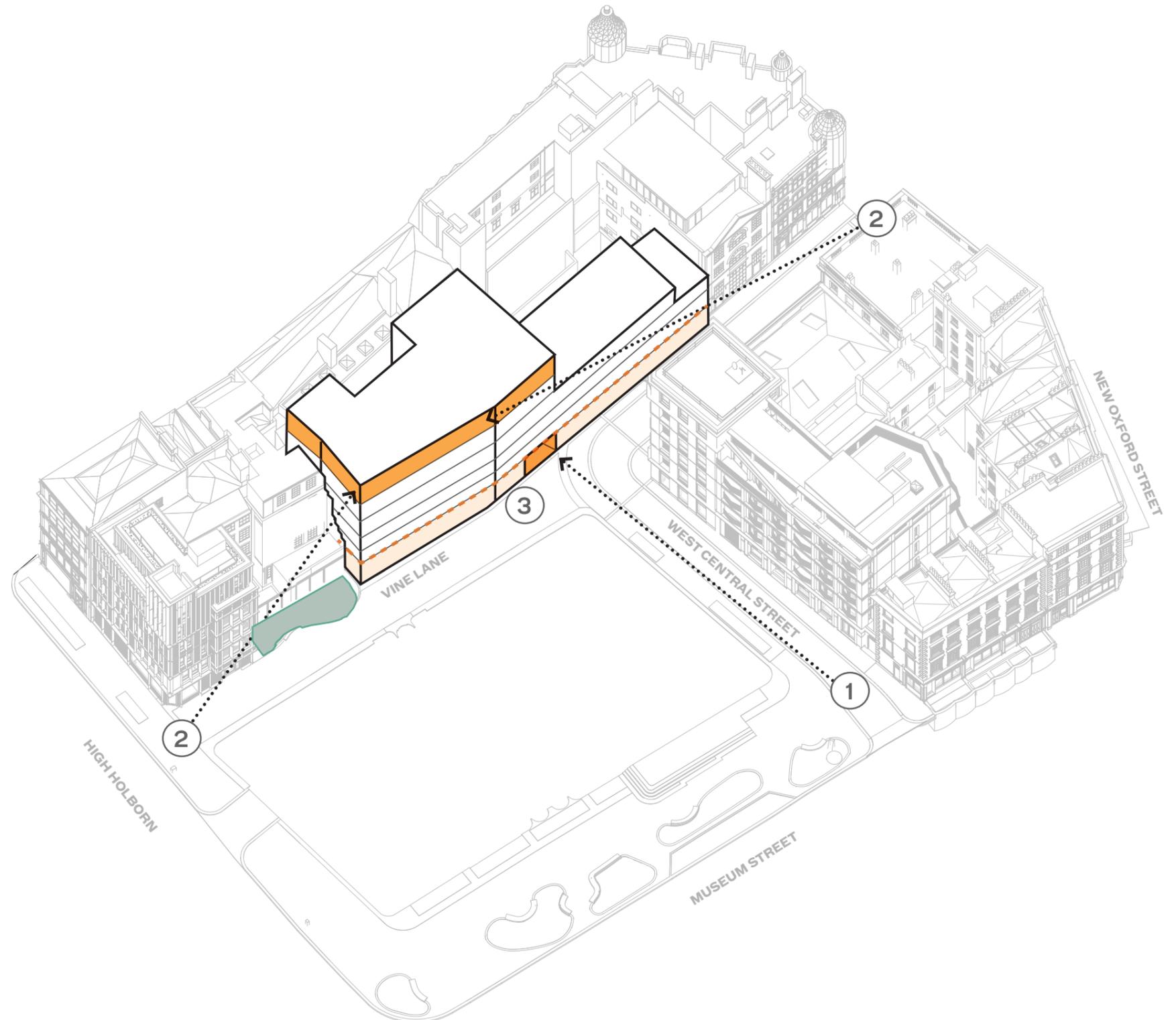
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6.2 Design Principles

Street Connection

Within the wider townscape and approach to the building, there are two key moments where the architectural expression will respond. These key moments appear at the junction of West Central Street and Vine Lane where the residential entrance is defined (1) and on the south facade, where we introduce height to break up the long east elevation and create a wayfinding strategy from either High Holborn or New Oxford Street. (2)

To create a more approachable and active ground floor along the proposed pedestrian route, we have employed larger openings and specific articulation strategy. This creates a more active experience at the street level and helps to express the contrast in use with residential floors above. This strategy has been directly influenced by the proportions of Grape Street and the Cuban Embassy. (3)



Grape Street Active Ground Floor

Key Moments Diagram

Key Architectural moments

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6.3 Facade Design and Materiality

Facade Design Principles

The following studies of Grape Street and buildings in the surrounding neighbourhood have served as the basis for the articulation of facades of the proposed building.

Banding

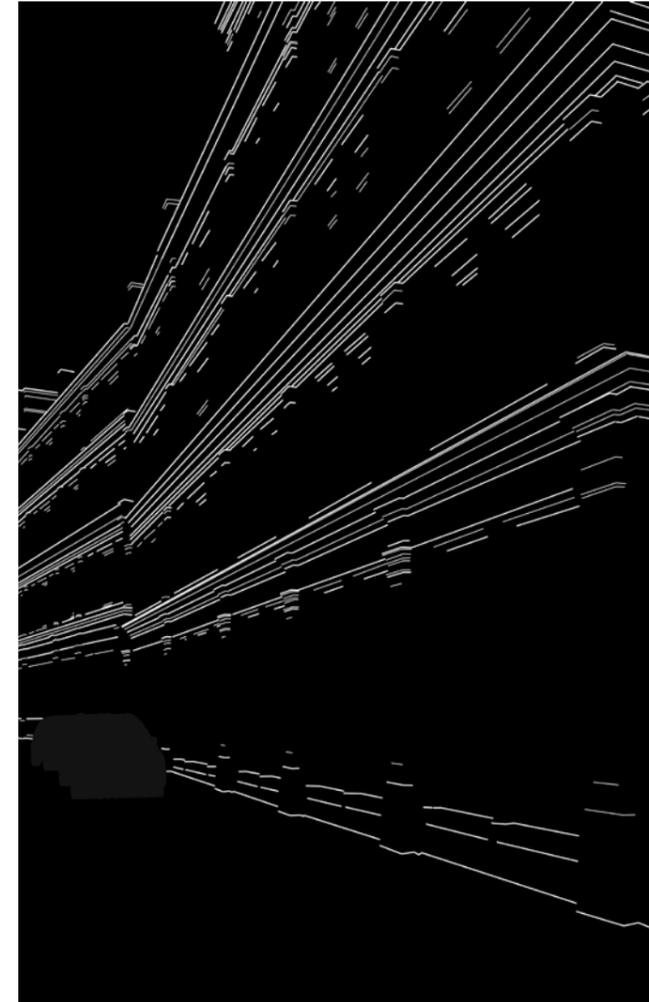
A key feature of the existing Grape Street buildings is the strong articulation of horizontal datums through projecting banding. We have employed this language within the proposed Vine Lane Block as a way of consolidating the architectural identity of the overall urban island as well as helping to define the building's own hierarchy. Options with a more dominant vertical facade element were tested but were viewed to overemphasise the verticality of the building when viewed obliquely from the relatively narrow aspect afforded by West Central Street and the new passageway.

Active Ground Floor

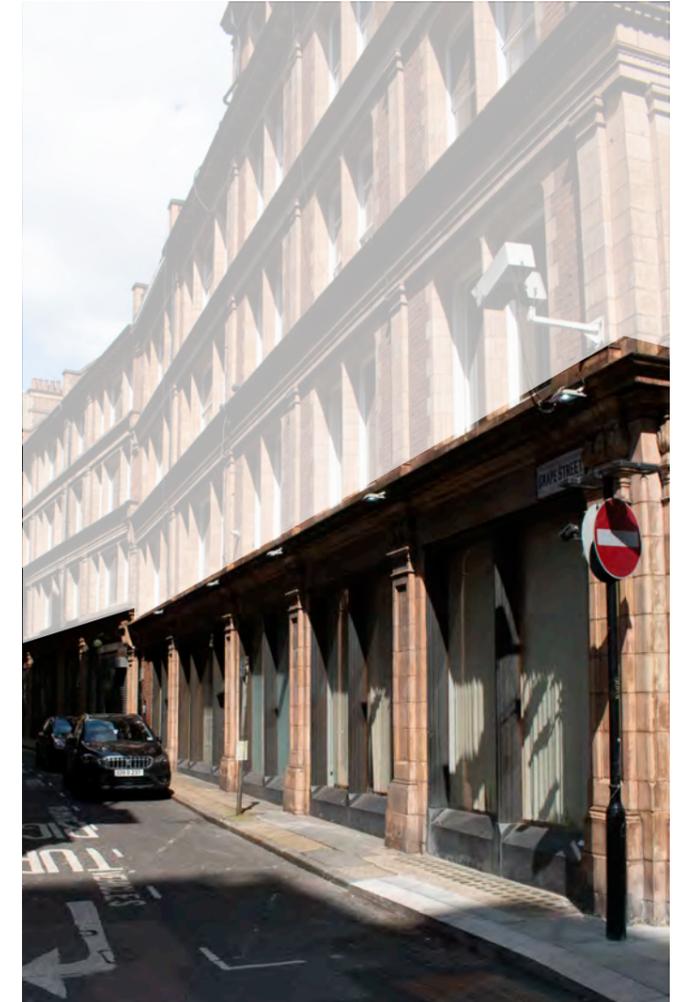
Noted as a key device along Grape Street, as well as across the neighbouring area, larger openings and a distinctive articulation approach to the ground floor will be used. This will help create a more active experience at street level and to express the contrast in use from the residential floors above.



View of Grape Street Looking North



Analysis: Strong Horizontal Emphasis



Analysis: Active Ground Floor

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6.3 Facade Design and Materiality

Facade Design Principles

Horizontal Emphasis

A key feature of the existing Grape Street buildings is the strong articulation of horizontal datums through projecting banding. Horizontal bands/cornices establish a strong vertical hierarchy and ordering on the existing Grape Street buildings. The change in the bands' weight, profile and detailing gives emphasis within the facade. The office scheme proposed larger profiles at the top and bottom with smaller profiles adopted on the intermediary levels.

The horizontal language will be retained to consolidate the architectural identity of the overall urban island as well as helping to define the building's own hierarchy.

Active Ground Floor

Noted as a key device along Grape Street and the neighbouring area, larger openings and a distinctive articulation approach to the ground floor was proposed to create a more active experience at street level and to express the contrast in use from the residential floors above.



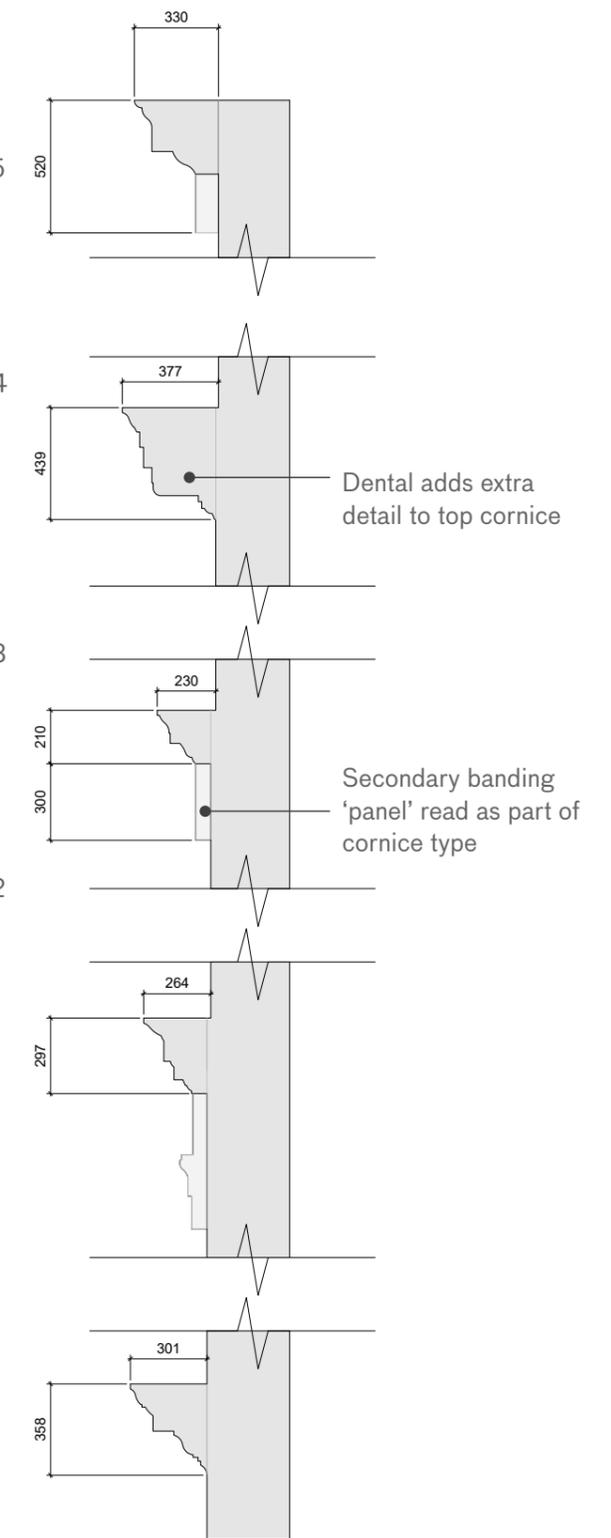
Analysis: Strong Horizontal Emphasis



Analysis: Active Ground Floor



Cuban Embassy - Vertical hierarchy



Cuban Embassy - Band/cornices profiles

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6.3 Facade Design and Materiality

Facade Design Principles

Vertical Piers

In the composition of the Vine Lane Building street facade, the horizontals will be dominant over the more recessive verticals, however, these vertical elements can still dictate a rhythm and possess their own distinctive character. As shown in the local analysis, the use of primary and secondary verticals is often employed to help vary the facade language, as well as differentiation in material and the use of brick above ground floor.



Primary Verticals - Cuban Embassy



Cuban Embassy - Secondary Verticals



Neighboring Vertical Elements

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6.3 Facade Design and Materiality

4.5.2 Facade Design Principles

Charles Fitzroy Doll

As part of the analysis of the immediate context and the collection of buildings on Grape Street, it became clear there was a strong presence in how the architectural language and character was established. The architect behind the King Edward Mansions, Queen Alexandra Mansions and the Bloomsbury Tavern was Charles Fitzroy Doll (1852-1929). His hand can be seen not only in this local area but also in the wider Holborn area, with a large portion of his work in close proximity to our site, as mentioned in previous sections.

The composition of the Russel Hotel features heavily ornate terracotta profiles that bring richness to the architecture in the same way as Fitzroy Doll employed in the buildings around Grape Street. Beyond the components, there is also an ordering and hierarchy to the elevational composition.

At the ground level, strong arched openings and large expanses of ornate terracotta detailing are used where they are most effective - engaging with pedestrian passers-by who can appreciate its qualities the most. At first floor level, the language alters with a continuous projecting bay and frieze emphasising a sense of generosity and engagement with the public realm. The buildings hierarchy then breaks down into the body and the top with a change in language and detailing.

This hierarchy and composition of the Russel Hotel was used to inform the proposals of the Vine Lane Building's east and south elevations as demonstrated on the following pages.



King Edward and Queen Alexandra Mansions



Russell Hotel - Vertical Hierarchy

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6.3 Facade Design and Materiality

4.5.2 Facade Design Principles

East Elevation - Facade Hierarchy

The proposed building facade is composed of both vertical and horizontal hierarchies, a response formed as the outcome of the contextual research into the existing Grape Street buildings.

At ground level, a strong continuous horizontal plinth is established where the language engages directly with the public realm and establishes a strong internal/external connection between the Class E except E(g) units and the West Central Street and Vine Lane public realm.

Above ground, the buildings form is given a horizontal hierarchy with the taller pop-up element treated differently to the main body - notating its role as the marker when approaching from High Holborn.

Facade Hierarchy

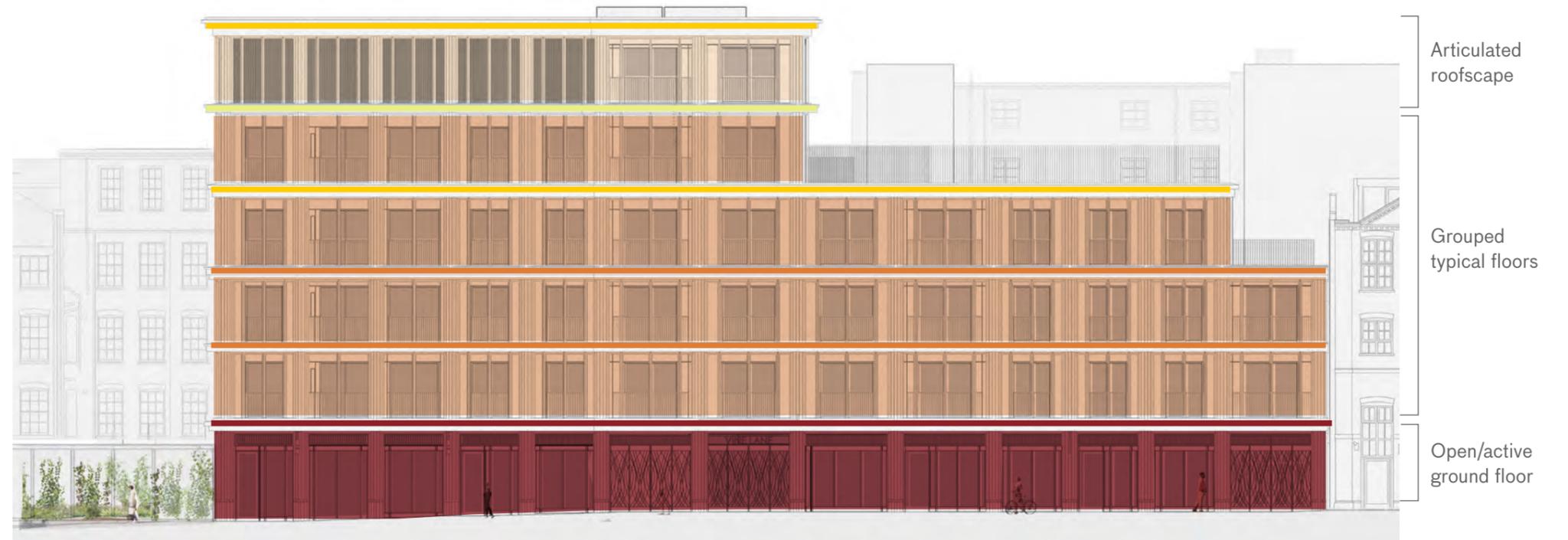
- Active Ground Floor
- Grouped Typical Floor
- Distinct Top Floor/Roofscape

Horizontal Banding Hierarchy

- A - Thicker cornice
- B - Slimmer cornice
- C - Thicker cornice to cap top of block
- D - Finer articulation at the top floor

Vertical Hierarchy

- Primary Vertical Pier
- Secondary Vertical Pier



East Elevation - Horizontal Hierarchy



East Elevation - Vertical Hierarchy

6.0 Design Proposals - Vine Lane Block

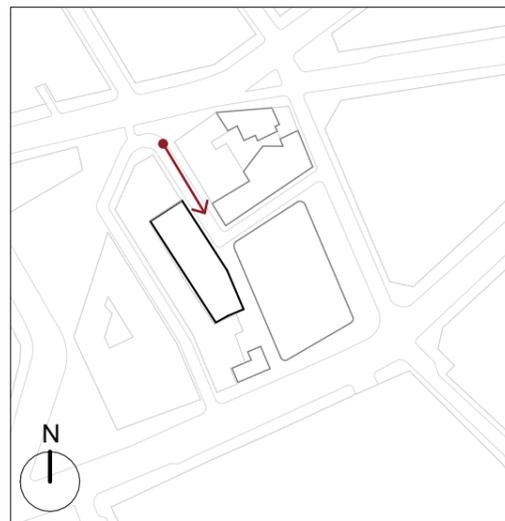
6.3 Facade Design and Materiality

Facade Design Principles

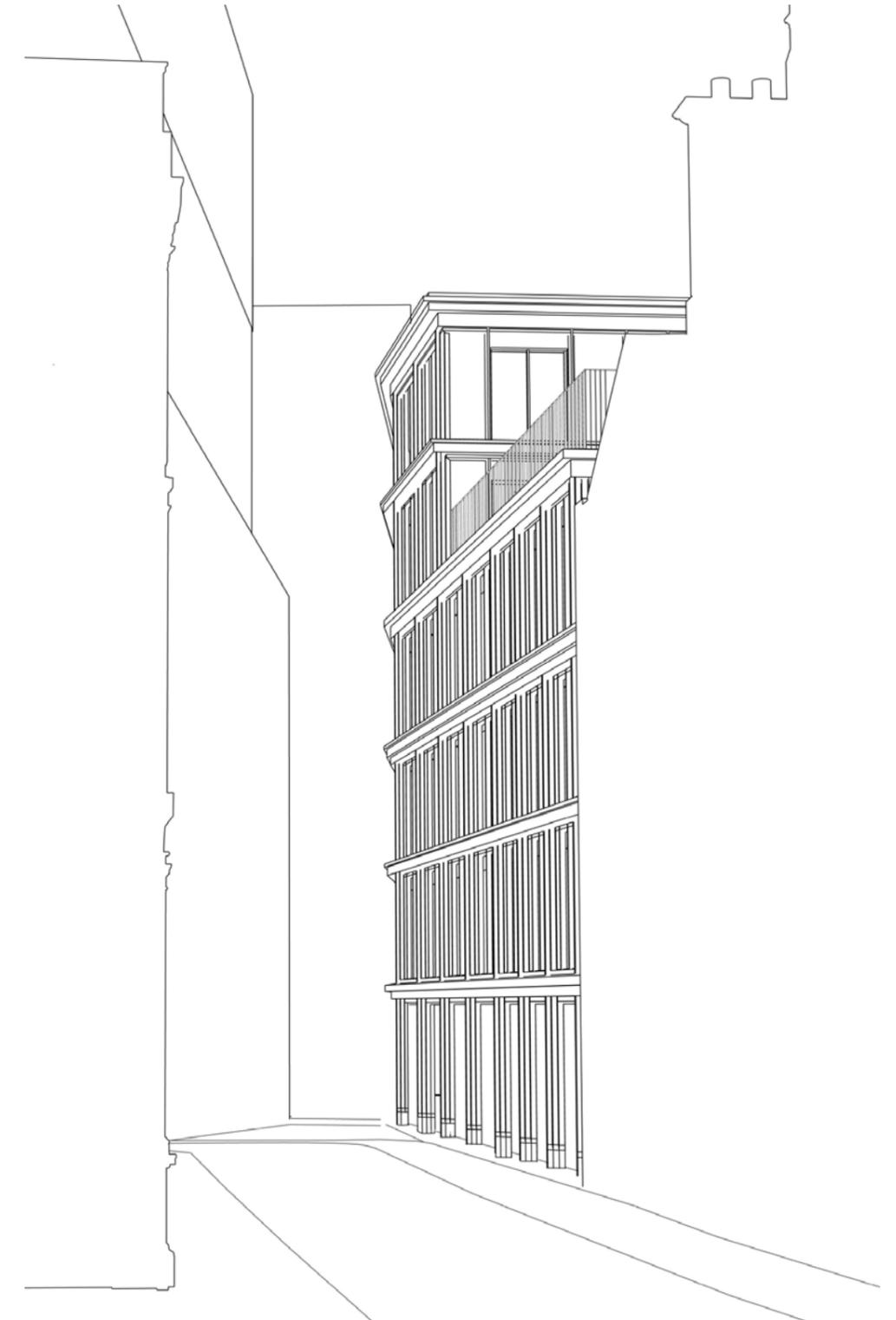
Approach Views

Key Approach View 1: From the North on New Oxford Street

The oblique approach from the north of the proposed block uses the banding to lead people around the building and through Vine Lane. This horizontal banding also articulates the residential floor levels and picks up the adjacent datums of the Bloomsbury Tavern. The taller massing of the southern end indicates the facade inflexion and acts as a local way-finder.



Existing Approach from New Oxford St.



Key Approach View 1: From the North on New Oxford St

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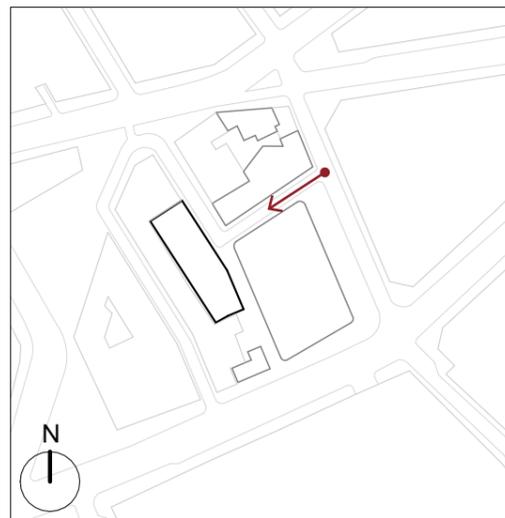
6.3 Facade Design and Materiality

Facade Design Principles

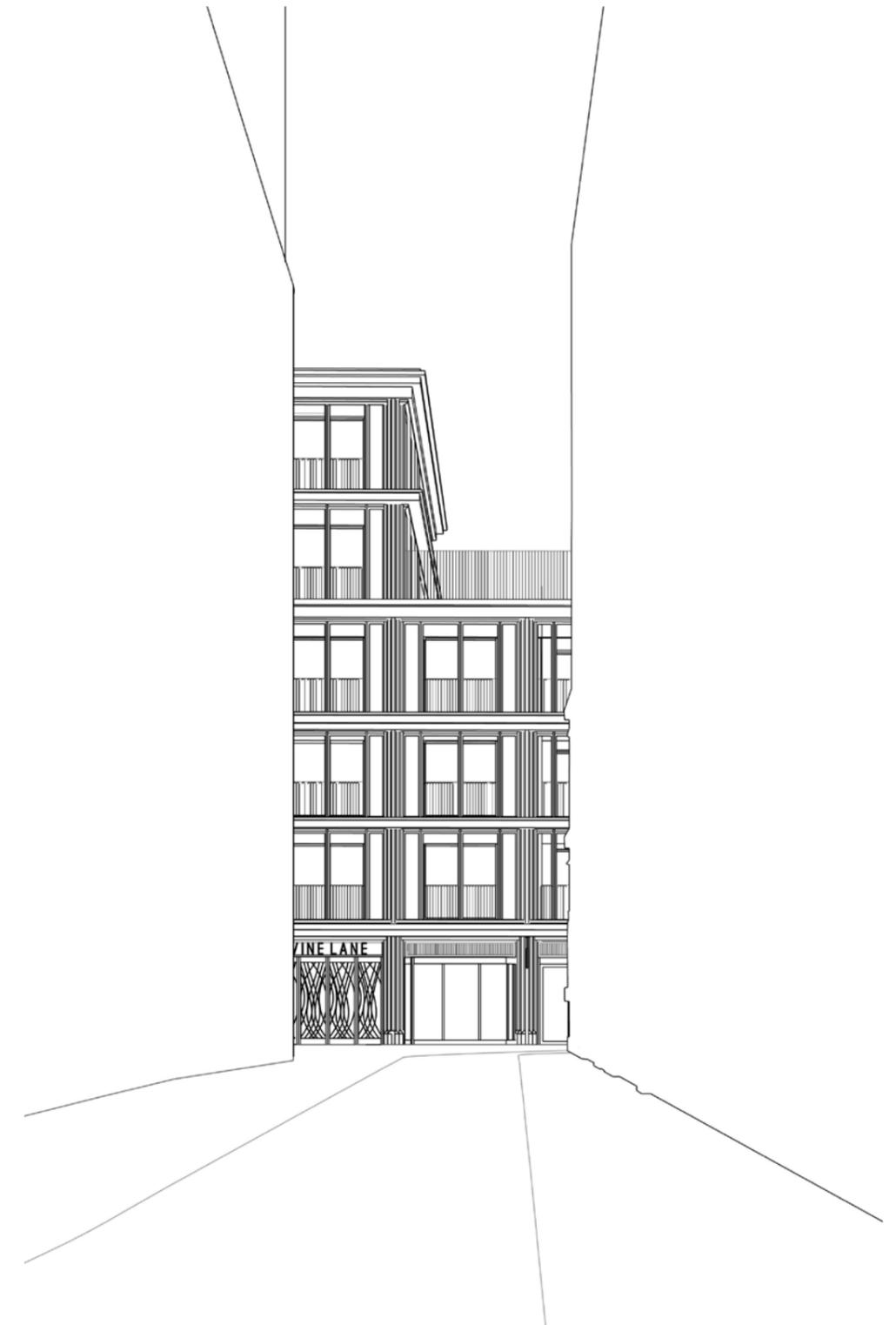
Approach Views

Key Approach View 2: From the East on Museum Street

The building sits in the background of the West Central Street axis, with the main entrance and stepped roof form located just off centre on Vine Lane and forms an urban marker for this new pedestrian route.



Existing Approach from the East on Museum Street



Key Approach View 2: From the East on Museum Street

6.0 Design Proposals - Vine Lane Block

6.3 Facade Design and Materiality

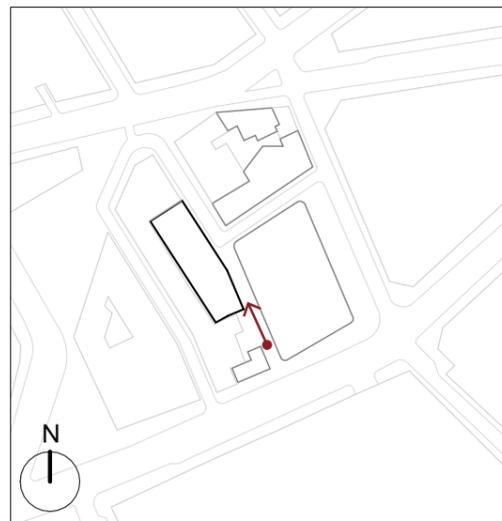
Facade Design Principles

Approach Views

Key Approach View 3: From the South on Vine Lane

On the approach to the proposed Vine Lane passageway, a clear route through to New Oxford Street to the north is created. Emphasising the horizontals helps to reduce the verticality of the building and helps the space feel wider. The taller massing of the south acts as the 'draw' from High Holborn.

The pocket garden also animates the new route and creates screening along the existing rear elevations of Grape Street, previously part of an inner lightwell.



Key Approach View 3: From the South on Vine Lane