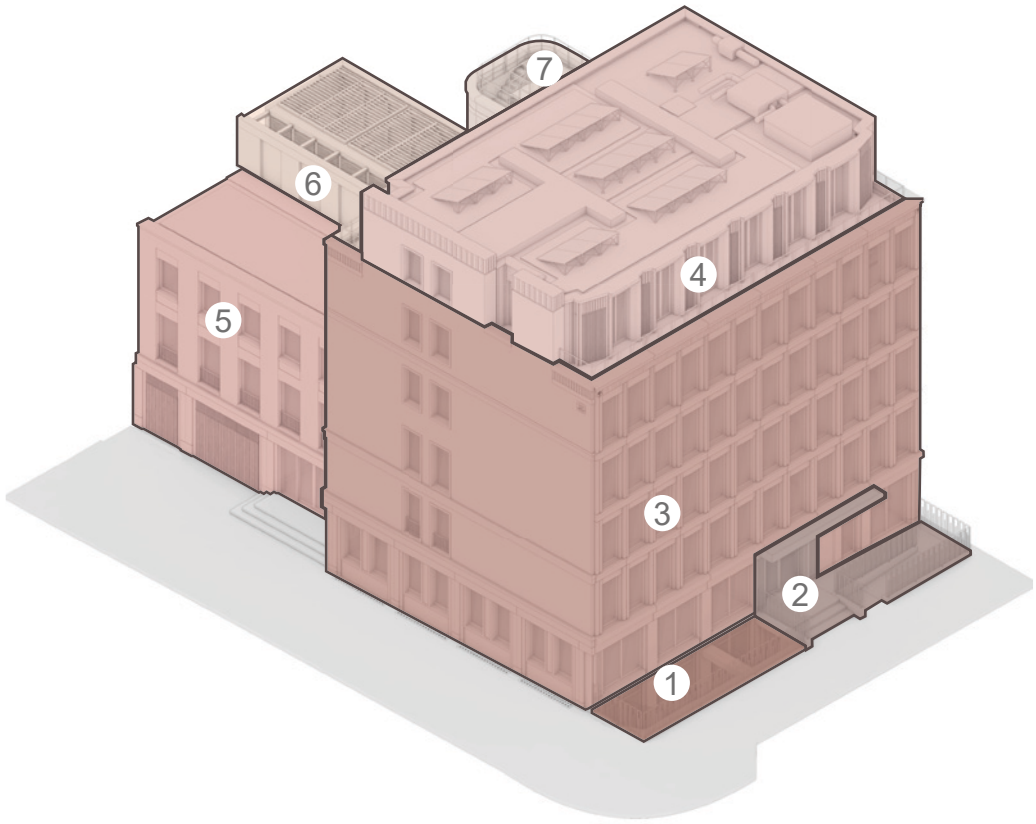
5.0 DESIGN STRATEGY

5.1 PROPOSED MASSING



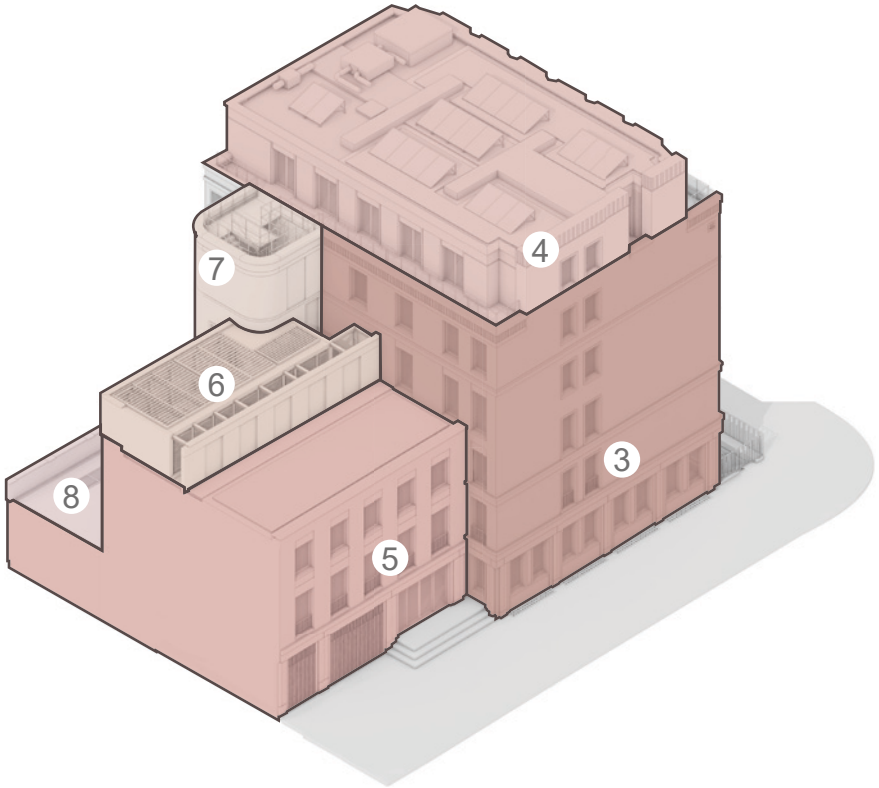
1/ Lower Ground Lightwell
- Existing vaults opened up to provide natural light, access and terrace space to the lower ground.

2/ Entrance
- Existing entrance moved from the boundary line to avoid direct access to vertical circulation and improve the first impression
- Stair and ramp reconfigured

3/ Facade
- Ground floor openings increased in height and re-clad with new facade design
- Upper floor windows replaced and surrounds re-clad
- Additional larger window openings formed in the flank elevation and brick facade rebuilt

4/ Fifth Floor
- Existing fifth floor redeveloped with large areas of glazing and extended to provide additional area
- Lift extended to facilitate Equality Act access
- Perimeter external terrace and reciprocal escape maintained

5.1 PROPOSED MASSING



5/ Side Extension
- Undercroft and carpark enclosed to provide additional area
- First floor rebuilt and extended to provide additional area and second floor added. Subservient third floor added too.
- Plant area concealed at roof level to serve side extension. Remaining roof area provided as a green roof.

6/ Plant Enclosure
- Plant equipment located above the side extension behind a visual screening which is partially sunk within the roof extension to reduce its impact on the public domain

7/ Secondary Staircase
- External stair to provide emergency escape & reciprocal egress to no. 48
- Screened in materials to compliment the rear facade re-clad.

8/ Rear Terrace
- External terrace serving the first floor
- Reciprocal access via the roof linked to the secondary staircase.

5.2 STREETSCAPE PROFILE

The approach to re-designing the facade is to preserve and enhance the existing streetscape and authentically combine the language of the existing structure with that of the terraces. The proposal recognises the significance of its end of terrace plot in terminating the outline of the terrace and defining the perimeter of the square. Manipulation of the existing fifth floor volume allows the roof to take the form of dormer profiles which serves to break up the volume of the building and maintain visual interest.

Building Outline

Outline perceived at street level

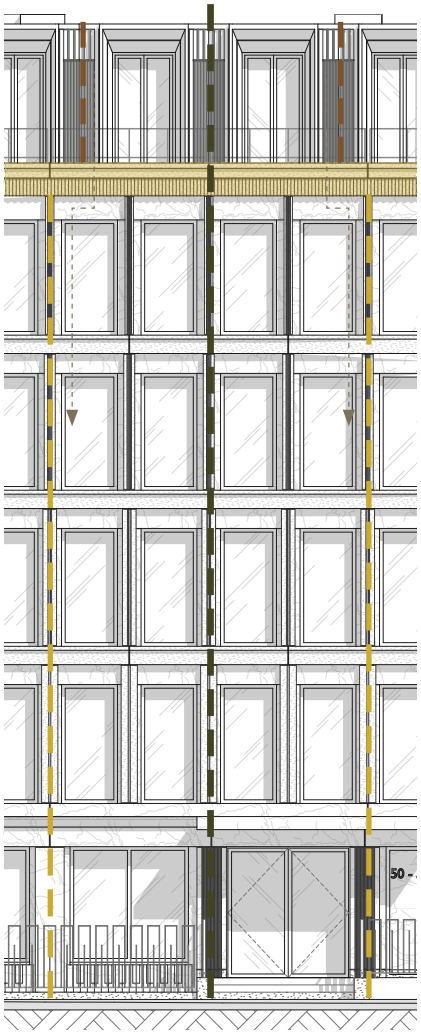
5.3 STREETSCAPE ARTICULATION

The approach to designing the proposed facade is to bring back vertical articulation to match the neighbouring terraces. The employment of fins between first and fourth floors allows the existing concrete structure to be read while introducing the verticality present across the neighbouring terraces. Differential articulation of ground and fifth floors also introduces tripartite division of base, middle and upper in reference to the classical composition of the terraced house.

Spacing of vertical elements is determined by the existing structure, which is re-clad. A heavier vertical element in the middle of the facade has the effect of visually breaking the building down to match the plot divisions of the terrace and subtly reference the buildings it replaced.

5.4 FRONT FACADE - ARTICULATION

Russell Square Facade - Rendered Elevation



Russell Square Facade - 2D Extract

The proposal's main Russell Square facade is set out from the centre point, a subtle reference to the historic plot divisions, which creates a relative symmetry that is balanced and framed from the existing grid.

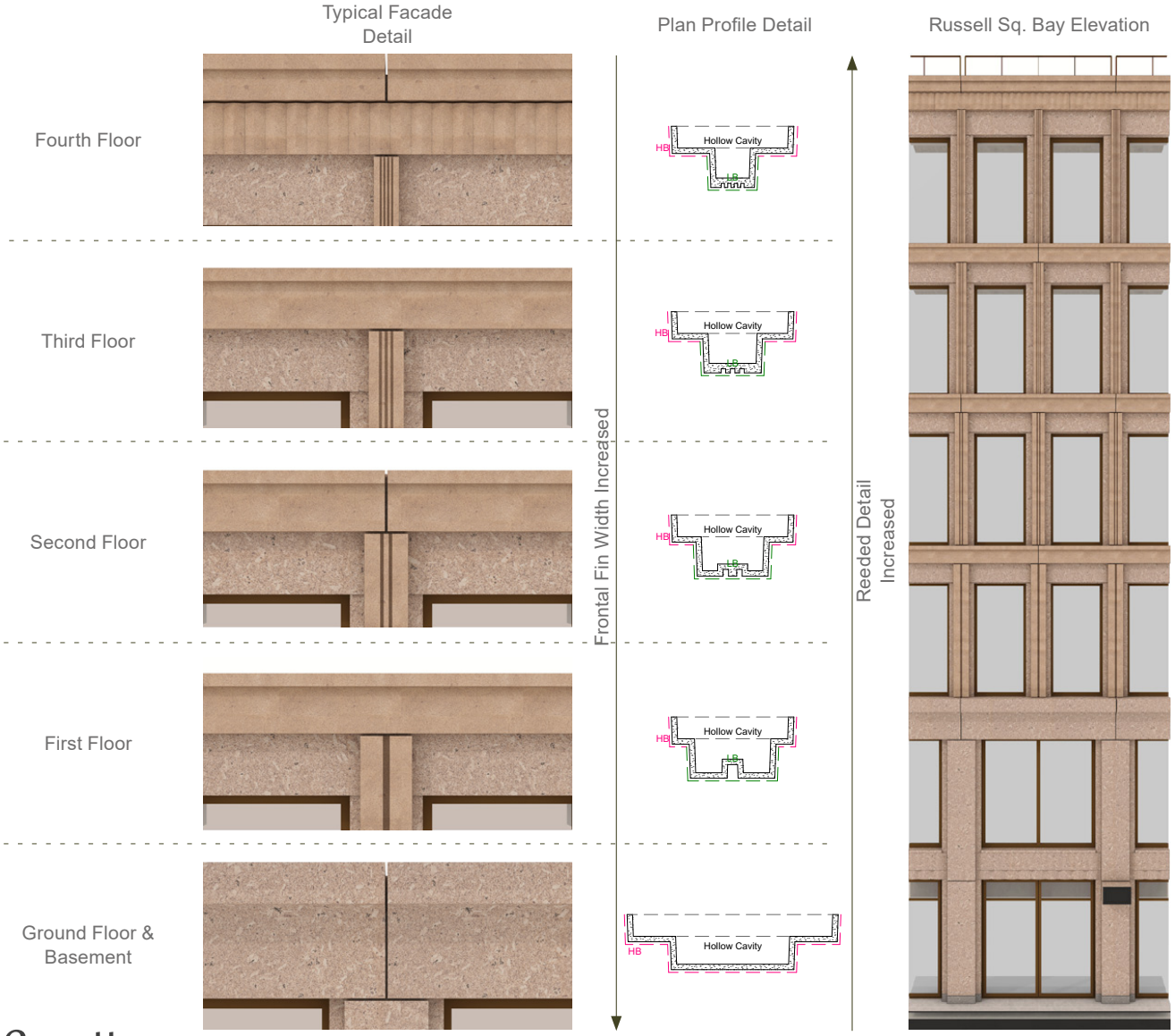
The strength of the parapet line allows a subtle transfer and shift 'off-grid' from the language below, with 6 no. dormers introduced. This provides for a coherent appearance to the adjacent dormer roofscapes with 3 no. dormers per plot division width. This provides for significant access to natural light and vistas across Russell Square Gardens from the 5th Floor.

The infill panels are subtly chamfered, creating a sculptural aesthetic to the roof extension, drawing on angles & pitches found in the dormer context, and bay window detail on neighbouring lower storeys.

The basement & ground floor plinth has increased pier widths to create a grounded strength, and an emphasis on the trabeated 'post & lintel' nature of classical architecture - an aesthetic further utilised across the upper storeys.

- Central Vertical Grid
- Primary Framed Vertical Grid
- Horizontal Hierarchy Transfer
- Offset Frame Grid

5.5 FRONT FACADE - VERTICAL HIERARCHY



Through its detailing, the Russell Square facade follows a structured hierarchy which gradates upwards from its base, Ground Floor to the parapet of the Fourth Floor.

Base definition is created with a strong, deep-set series of apertures which are framed by wider fin elements that span the Basement level to create a double height frame.

At the upper floors, a change in material finish to a finer, light-blast adds an aesthetic lightness to the facade.

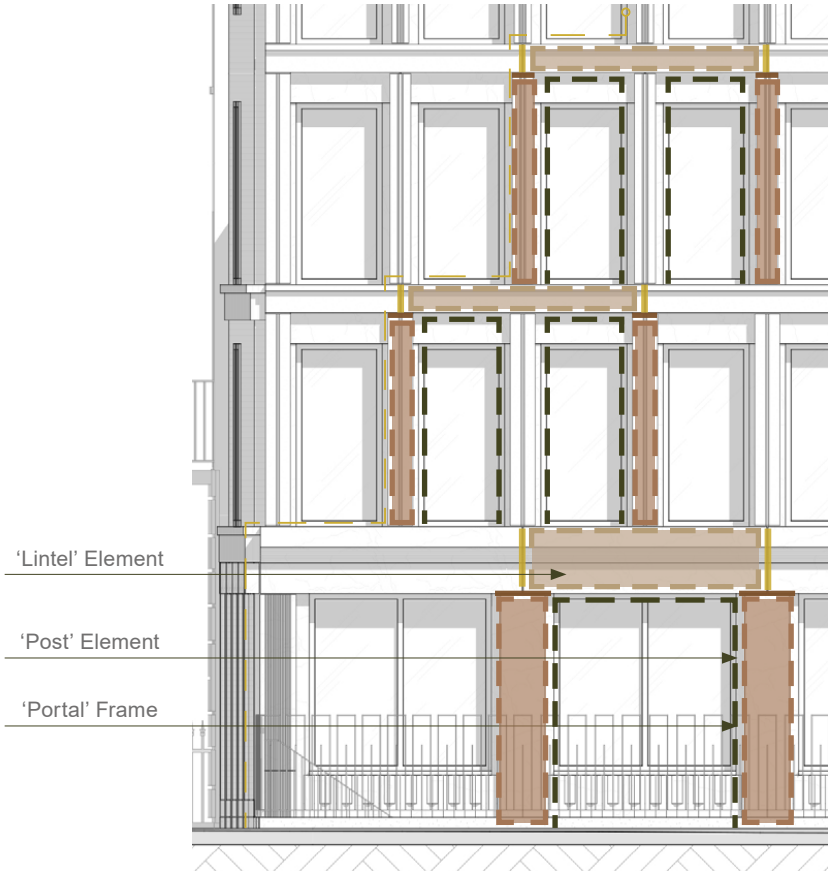
This is accentuated by a rhythmic reduction in the width of the fin profile to soften the appearance of the grid moving upwards, whilst simultaneously adding an additional ‘reeded’ detail into each storey’s fin profile.

The additional reeded detailing of the fins work in combination with the reduction in the width of profiles to create a filigree effect that rises up the facade - in keeping with the stratification of detailing levels on the neighbouring Georgian terraces.

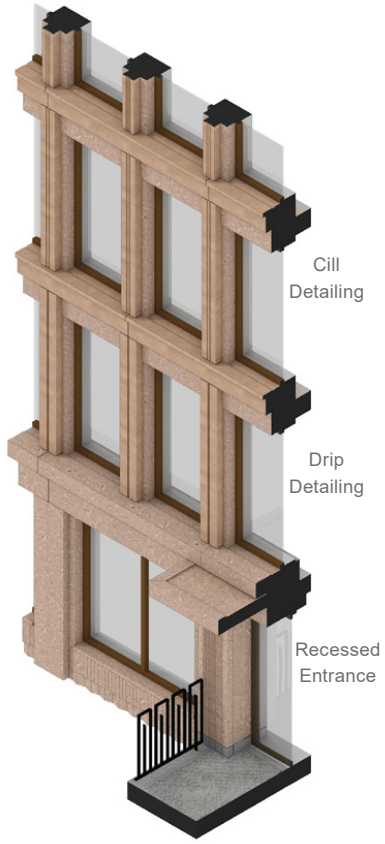
LB - Light-blast Finish
HB - Heavy-blast Finish

Garnett Architecture

5.6 FRONT FACADE - PANELLISATION



Russell Square Elevation Extract - Panellisation



Indicative ISO section through facade

The panellisation of the facade has been developed to create a facade detailing which implies reference to the traditional techniques used for stonework.

The jointing of the panels is designed to provide a sense of weight to the cladding elements comparable to stone, with the frontal spandrels being jointed on the centre of the fins - akin to a classical trabeated framing system.

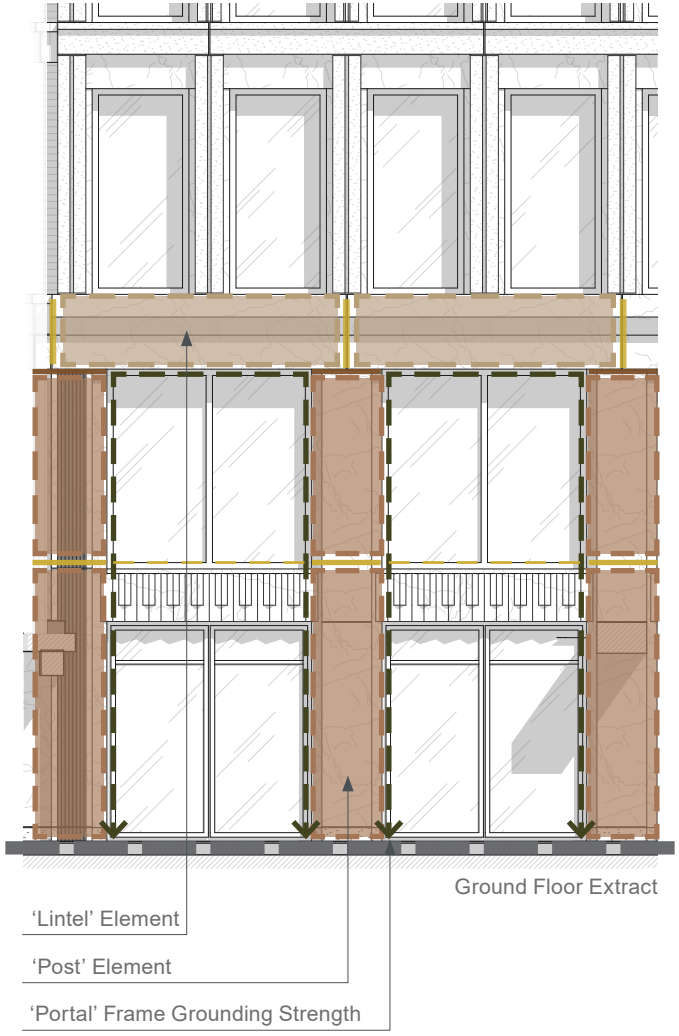
The apparent loading of the finned framing elements is staggered down the facade to provide a sense of movement and subtle horizontal play to the facade. These cascade down before loading onto the monumental-like piers at Ground Floor, implying a sense of weight and gravitas to the human-scale at street level.

To add to the gravitas and sense of scale to the street frontage, the lower ground & ground floor windows are deeper inset into their reveals. This creates stronger shadows and a more monolithic form to the Ground Floor, adding to its civic presence and scale to Russell Square.

Additionally, the entrance is further inset into the facade to create a portal-like way that is flanked by reeded detail introduced into the casting of the piers, referencing the detailing to the upper floors, whilst creating way-finding definition.

5.7 FRONT FACADE - GROUND FLOOR PLINTH

Russell Square Facade - Lightwell Render



Ground Floor Extract

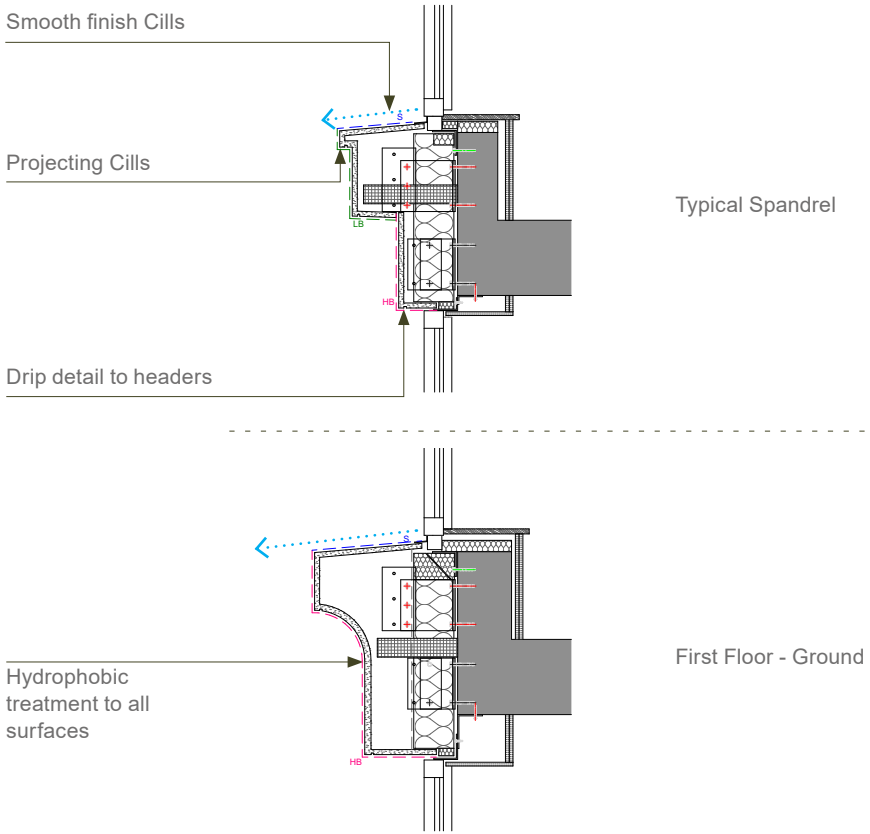
The ground floor of the principal Russell Square facade is formed from the heavy-blast textural GRC cladding to create a material hierarchy and added strength to the ground floor (and lower ground, typical of classical and period architecture.

Development of the plinth detailing has seen the strength of the piers increased, through a localised widening.
The wider piers add strength to the vertical ‘posts’, that visually carry the loading from the horizontal ‘lintels’ above - this creates the visual appearance of the classical trabeated frame.

The grounding of the piers, down into the opened-up lightwell provides the designed sense of loading down to ground - appearing as strong, classical columns. The spandrels further instils the classical and reeded hierarchy of the upper floors.

Vertical Primary Piers
Horizontal Primary Lintel
Trabeated Frame Elements
Framing Elements create Strength
Panellisation Joints
Horizontal Stall Riser / Secondary Spandrel Datum

5.8 FRONT FACADE -WEATHERING DETAILS



Indicative Sketch Sections - Weathering Treatment + Detailing

Consideration to the longevity of the facade products, due to the sensitive, historic location of the site, has been given to promote a low maintenance and long lasting aesthetic to the facade.

The horizontal bandings formed by the spandrel panels are detailed to provide an angled, extended cill to throw water from the facade, furthered by a cast-in drip detail to discourage water and dirt build-up leeching onto the facade below.

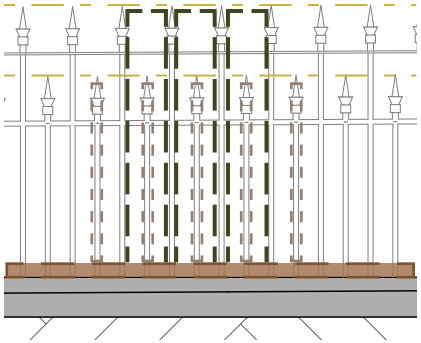
Further, a smooth finish to the cill surface of the GRC elements can be incorporated into the finishing to provide a smoother surface - allowing for easier run-off of water and pollutants.

In addition to the visual detailing of the cills, additional protection to reduce weathering and staining is utilised by applying a hydrophobic sealant to impregnate the surface finish. This creates an invisible finish on the surface, which is water-repellent to reduce ingress and absorption of water and water-borne pollutants by the substrate, with a life span of circa 15 years.

The hydrophobic sealant can be re-applied, if necessary, to continue to provide the added protection.

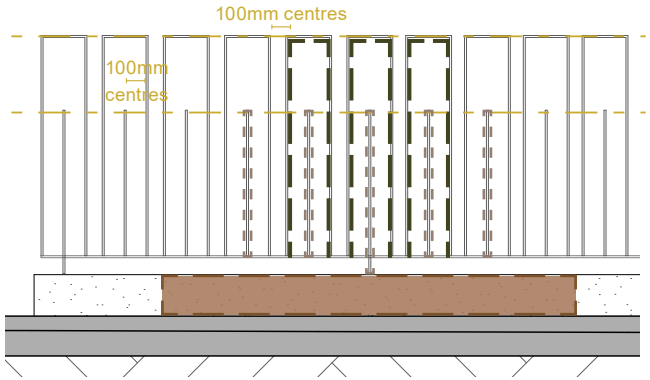
5.9 FRONT FACADE -RAILING DETAILS

Existing Neighbouring Railings - Site Photo



Existing Neighbouring Railings - Analysis

Proposed Russell Square Railings - Extract



Proposed Railings - Design Hierarchy

The railings along Russell Square and Bedford place are noted in the Bloomsbury Conservation Area Appraisal as creating character on the street frontages, with varying details in their design - from Spears to Art Deco detailing.

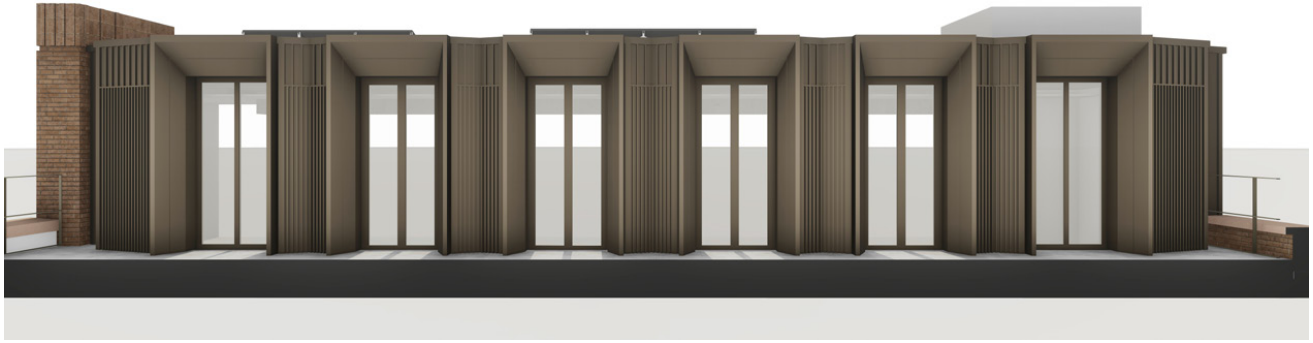
The proposal looks to address the hierarchy and forms used in the neighbouring railings, and interpret a contemporary, minimalist form which complements, whilst not detracting from the historic adjacent, nor the proposed building.

The undulations created by the existing spears is replicated by the framed primary elements which crenelate, framing the secondary centralised ‘spear’ element.

To tie through with the streetscape, the horizontal datums established by the context are carried through the proposed, whilst being raised onto a stone up-stand to reflect the context and reduce water run-off into the lightwell.

- Stone Up-stand to Ground
- Primary Railing Vertical Element
- Secondary Railing Vertical Element
- Horizontal Datums

5.10 FRONT FACADE - ROOF EXTENSION DESIGN



Roof Extension - Indicative Rendered Front Elevation

Russell Square Contextual Elevation - Roofscape

Dominant Dormer Roofscape Line

Dormer Header Panel

Visible Roofscape Area

The dormer aesthetic is pronounced to create a deeper articulation in the profiling of the surrounds by extruding these outwards.

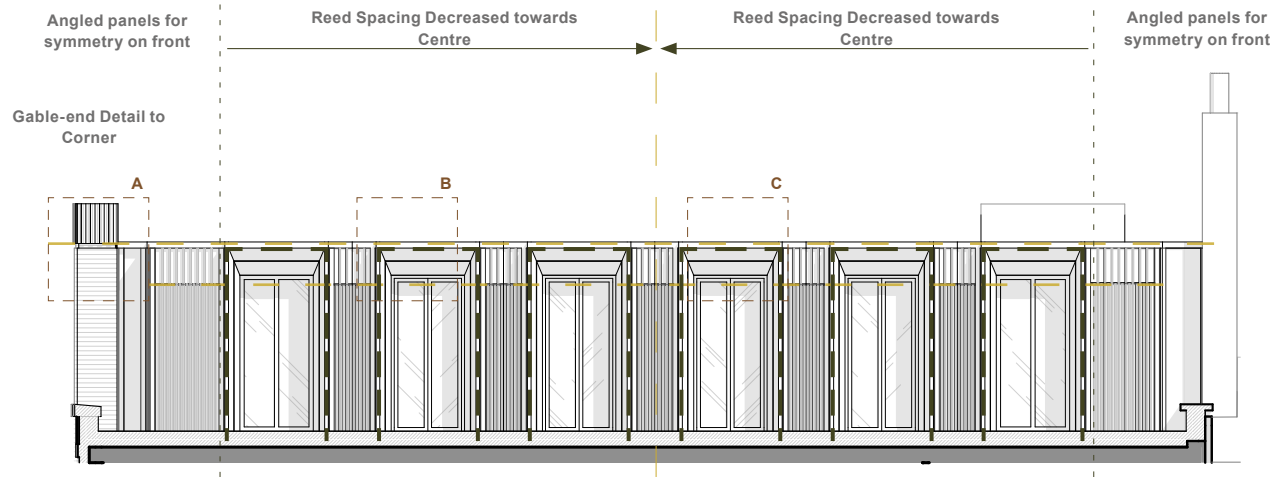
To additionally shape their appearance, the infill panels between dormers are subtly angled to chamfer the facade between, creating further play with light and shadow. This also adds interest into the articulation of the facade planes to eliminate any ‘flat’ appearance.

The end panels of the extension are formed from anodised bronze finish, creating a coherent facade materiality across the extension. These panels are also angled backwards, pitched towards the gable ends which have been formed from the party wall chimney stack, and the new flank gable which projects beyond the aluminium anodised cladding.

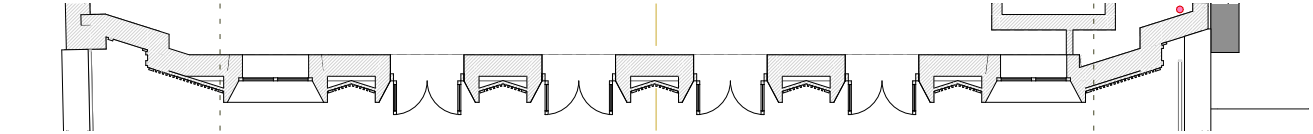
This end gable along the flank wall is referential to the historic roofscape and chimney stack aesthetic of the terraces lining Russell Square.

5.11

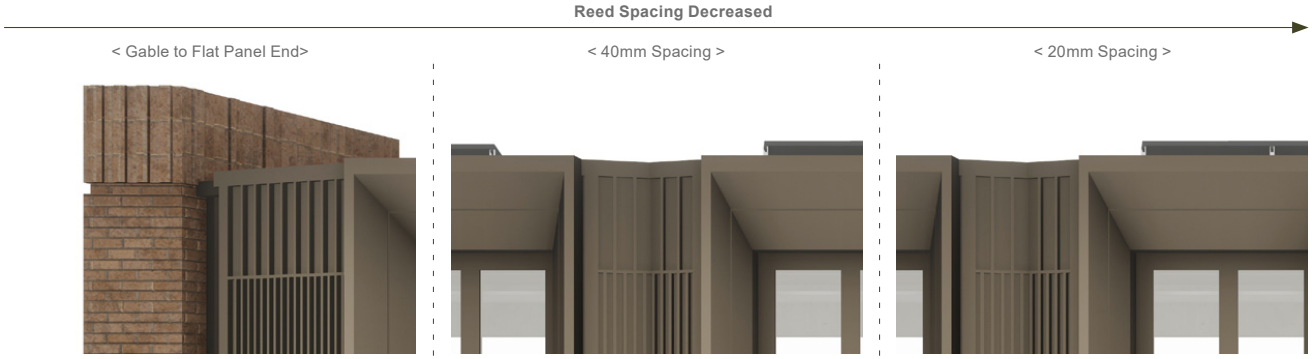
FRONT FACADE
- ROOF EXTENSION DETAILS



Roof Extension - North Elevation Extract



Roof Extension - Anodised Aluminium Plan



Gable to Flat Panel Detail - A

Medium Reeding Detail - B

Narrow Reeding Detail - C

The principles of the dormer language and spacing allow for a subtle shifting in the reeded spacing across the facade to create shadow-play.

To further this, the infill panels are chamfered backwards to a central point, creating a serrated horizon line to its coping which angle to emphasise the dormers, whilst complementing their chamfered reveals and soffit.

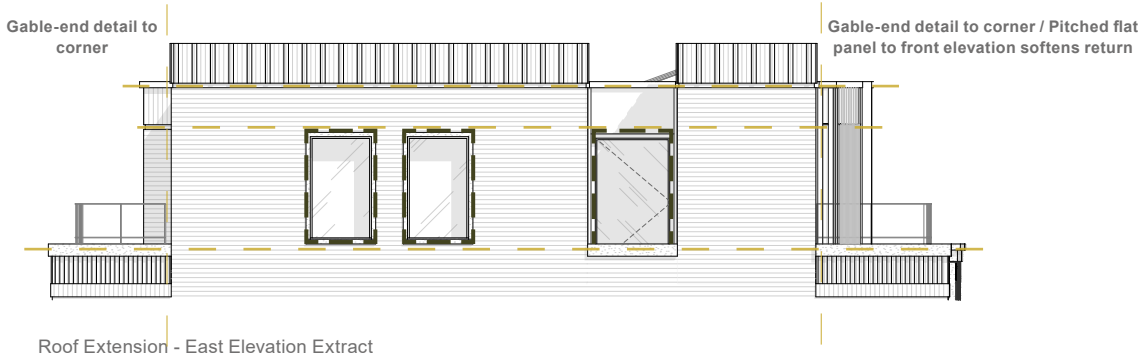
The end panels are pitched backwards from the extrusion, which allows them to terminate subserviently against a brick gable (existing party wall & proposed gable extrusion). This gable end proposed on the flank wall projects beyond to create an aesthetic which is in-keeping with the roofscapes adjacent, and the chimney gables of the end-of-terraces.

Minimalist Dormer Roofscape Line

Subtle Horizontal Hierarchy

5.12

FLANK FACADE - ROOF EXTENSION & FACADE DESIGN



Roof Extension - East Elevation Extract

Full Flank Elevation

The flank return on the roof extension has been designed to serve as secondary to its main, Russell Square facade.

To create a subservient and secondary elevation, the existing concept of a sheer and blank facade is maintained. The articulation and fenestration provided asymmetrically to the corner above ground floor ties the cill levels through at ground with the Bedford Place typology. A reduction of window height to maintain the proportions traditional Georgian hierarchy also reduces the facades primacy and better embeds itself within the surrounding vernacular.

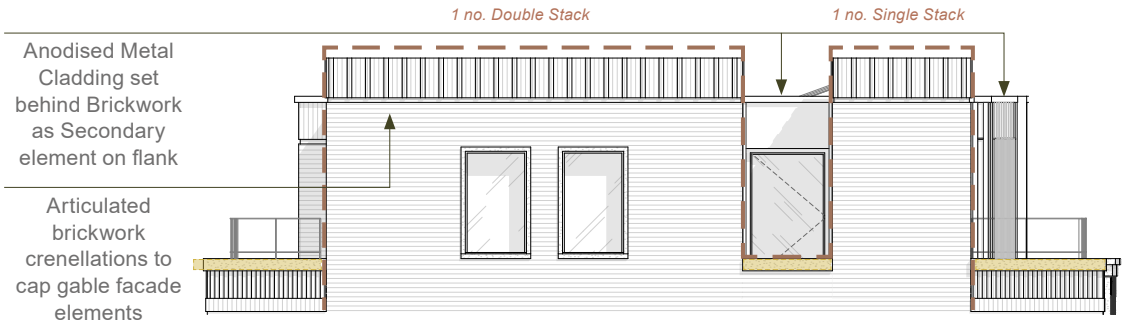
Continuing this development further, the brick facade is extended to align to the flank walls below, being setback on its corners to allow a softer visual appearance to the transition from north/south facades onto the solid eastern flank facade.

The brick facade is articulated with historical reference to the typical chimney stacks and gable ends, with the gable being split into two extrusions, capped with brick articulation to crown the extrusions.

Contextual Fenestration Aperture

Subtle Horizontal Hierarchy

5.13 FLANK FACADE - ROOF EXTENSION DETAILS



Roof Extension - East Elevation Extract

The influence of the gable end facade to the roof extension is drawn from both the end-of-terrace nature of the plot site, as well as the surrounding context responses.

The end-of-terraces located around Russell Square are examples of the pronounced ‘chimney-stack’ nature of the context (see below reference images).

These stacks are typical of the period context, with the proposal becoming a responsive form that addresses the end-of-terrace flank facade as a reinterpretation of these historic stacks.

The geometry, utilises an inset, metal-clad, panel to sculpt the form and add movement and interest to the parapet and roofscape, whilst its proportions are derived from the flank facade below.

2 no. Single Stacks

Thornhaugh St. / Russell Sq.

1 no. Double Stack

Montague St. / Russell Sq.

1 no. Single Stack

Bedford Pl. / Russell Sq.

2 no. Double Stacks

Bedford Pl. / Russell Sq.

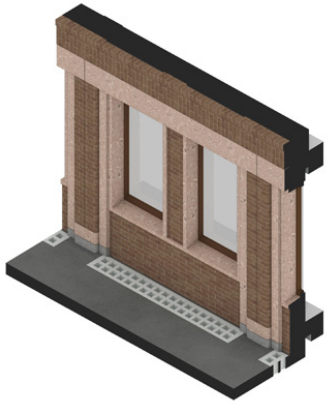
Brickwork Gable-end Form

Simplified Dormer Roofscape Line

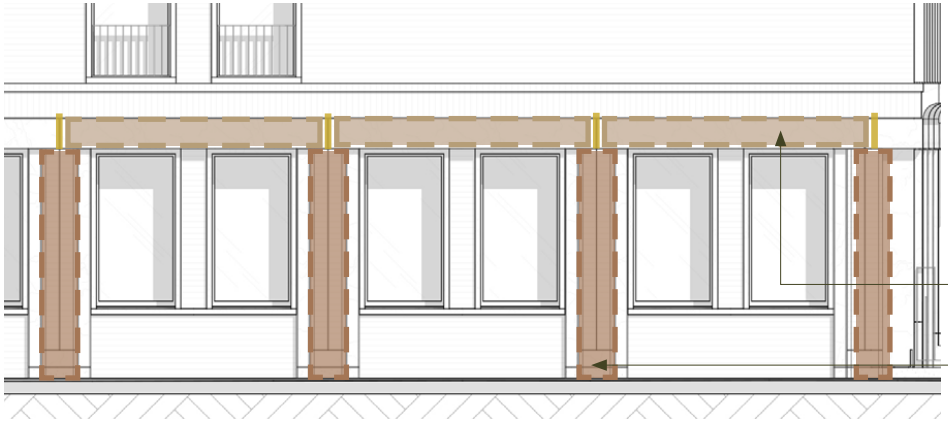
Consistent Horizontal Banding

5.14 FLANK FACADE - BASE DETAILS

Base Detail - Indicative Rendered Elevation



Base Detail - ISO Extract



Flank Elevation - Base Geometry Extract

The trabeated frame detailing from the Russell Square facade is reinterpreted along the ground floor return to create subtle framing of the fenestration, using a series of profiled cladding elements to compliment the prominent brick materiality of the flank facade.

The brick piers are accentuated by secondary steps to their reveals, formed from the deeper-textured aggregate in keeping with the main facade, which is grounded through a ‘plinth’ element that resonates with the adjacent historic setting and pilaster hierarchy.

Forming the brick piers, two bull-nose bricks are used in reference to the rear staircore massing, with their bond being a subtle instance of the ‘notched’ detail to the main facade. This is created through a deep-struck mortar joint, that creates deeper shadow and implies the notched detailing.

5.15 LINK EXTENSION DESIGN

Contextual ‘Link’ Elevation

Plinth Detail - Link Elevation

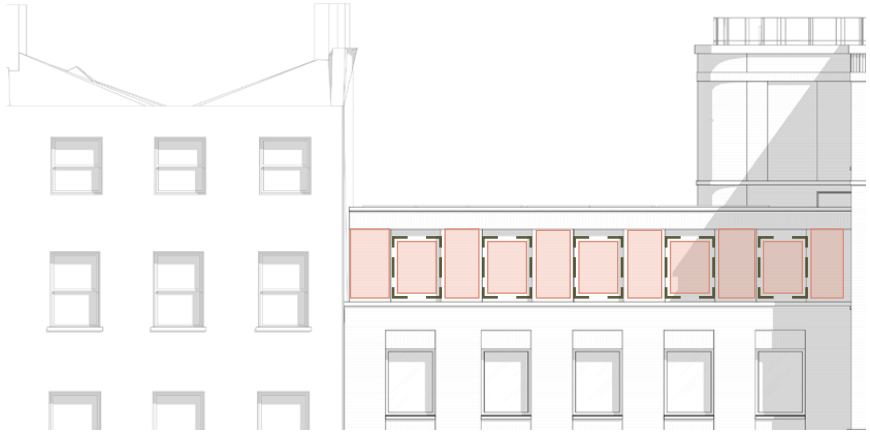
The design of the ‘link’ elevation along Bedford Place, is designed as a secondary elevation to the main Russell Square - whilst retaining a primacy which is coherent with its adjacent streetscape.

This is achieved through a simplified continual language of the Ground Floor plinth detailing from the Flank facade, with a rhythmic continuation on the upper floors of the Bedford Place neighbouring fenestration.

These upper floors are defined by the strong brickwork vertical piers that frame the singular windows and provide a verticality to the facade proportions - a design influence that is seen in the proposed ‘link’ facade. This is complimented by a reduction in window heights with each storey gained, and the first floor having reference to the streetscape through its ‘Juliette’ balcony.

- Ground Floor Plinth
- Singular Fenestration Rhythm
- Primary Vertical Piers
- Enlarged Entrance Proportion

5.15 LINK EXTENSION DESIGN



Contextual ‘Link’ Elevation - Roof Plant

‘Link’ Extension - 3D Extract

Existing Plaque

The Bedford Place ‘link’ building continues the subservient form of connection between Bedford Place and Russell Square. The base profile is articulated as a refined, paired-back continuation of the Russell Square facade, with brick detailing replacing the cladding detail. The upper facade is a continuation of the brickwork with windows asymmetrically paired as agreed in previous feedback, and their scales reduced to form an appropriate domestic scale, in-keeping with the street typology.

The flank and rear elevations’ detailing has been updated to continue subtle elements, such as string courses and parapet details from the main facade through, knitting together the elevations into a coherent palette.

The architectural screening to the condenser units has been reduced in its height to become negligible from the streetscape, primarily shielding higher level views from neighbouring 1st floors.

The plaque from the terraces that formerly occupied the plot is reinstated upon the rear facade above the ground floor entrance.

Singular Fenestration Blind Window Rhythm

Primary Vertical Piers

5.16 REAR FACADE - DESIGN

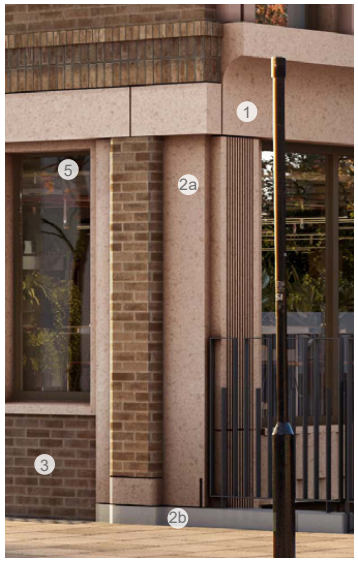
South (rear) Elevation - 3D View

The rear elevation has been further developed following the agreed principles of a brick clad, singular window facade. The window proportions remain similar to those of the existing, albeit with brick piers between blocking existing window openings to provide a more solid facade that better relates to the adjacent Bedford Place terraces.

Due to weight limitations for loading onto the existing structure, it is required for the rear facades to be mechanical brick slip system, set out to brick dimensions to ensure the quality of traditional masonry, with corners reading full bricks, formed as ‘pistol’ returns.

The external rear staircase is closed with brick to provide a consistent aesthetic with the rear facade design so that it reads as a traditional closet wing. Curved corners have been introduced to reduce it’s sheer impact on Montague Gardens.

5.17 MATERIAL PALETTE



Materials

1. Fairfaced, Light Terracotta GRC Cladding;
   Heavy Blast Finish,
   Large Aggregate (3mm>6mm)

2a. Fairfaced, Light Terracotta GRC Cladding;
   Light Blast Finish,
   Fine Aggregate (<3mm)

2b. Fairfaced, Mid-Grey GRC Cladding;
   Heavy Blast Finish,
   Large Aggregate (3mm>6mm)

3. Mid-Tone Brickwork;
   Mech Slip Masonry

4. Pressed Aluminium Cladding;
   Light Bronze Finish

5. Aluminium Framed Glazing;
   Dark Bronze Finish

The palette of the proposal has been developed to create a complimentary, yet contrasting envelope to the tonally juxtaposed streetscapes of Russell Square, and Bedford Place.

Russell Square is defined by a cleaner London Stock tone, complimented by the terracotta detailing - combining for a warmer streetscape. Contrasting to this, Bedford Place is predominantly a stronger dark London Stock brick, with fewer embellishments - creating a darker, simple streetscape.

The Russell Square facade palette compliments the warmth of the elevation, with subtle hues of terracotta/orange pigmenting the cast elements of the facade.

Visual depth and texture is added into these elements through contrasting aggregates in tone and size, alongside the varied textural finish being applied; Light-blast, Heavy-blast, Smooth.

The Bedford Place elevation is formed from a mid-tone stock brickwork to contextualise the proposal to the adjacent buildings.

The roof extension is formed in a mid-tone bronze finish, often found in Central London. The use of reeded detailing will provide depth, capturing the shadow-play on the facade in the cladding profiles.

6.0 THE PROPOSAL

6.1 RUSSELL SQ. / BEDFORD PL. CORNER VISUALISATION

The Proposal - Illustrative CGI from the corner of Bedford Place & Russell Square, Blackpoint Design

6.2 RUSSELL SQ. VISUALISATION

The Proposal - Illustrative visualisation from Russell Square (east)

The proposal intends to create a better dialogue between Russell Square and Bedford Place by softening the visual impact of its flank elevation. The design gives depth to the primary facade by extending a bay of windows around the corner to the flank elevation. Existing windows within the middle of the flank are increased in size and framed in terracotta but used sparingly to maintain the secondary status of the facade. Horizontal brick banding divides the flank in a similar way to the blind windows on the opposing terrace flank. The addition of a front lightwell and railing combined with a consolidated entrance approach re-introduces characteristics which define the special interest of the local street scene.

The Proposal - Illustrative visualisation from Russell Square (east)

6.2 RUSSELL SQ. VISUALISATION

The Proposal - Illustrative visualisation from Russell Square (west)

6.3 BEDFORD PL. VISUALISATION

The Proposal - Illustrative CGI from Bedford Place, Blackpoint Design

The Bedford Place link building is to be reconstructed to form a subservient connection between Bedford Place and Russell Square. A simpler base profile in softer tones utilises the structure of the main building while stepping back from the main building line to allow a break between the terraces of Russell Square and Bedford Place. The upper facade is formed in brickwork with banding similar to the flank elevation but with windows sub-divided to a more appropriate domestic scale.

The rear elevation is re-clad in brick to provide a more domestic feel. The new stair extension is set deep into the site in order to conceal its impact from the street and is clad in brick and is of similar scale to an historical closet wing.

The Existing - Photo from Bedford Place, Blackpoint Design

**For high-resolution visualisations, refer to appendix documents.*

6.4 BEDFORD PL. VIEWS

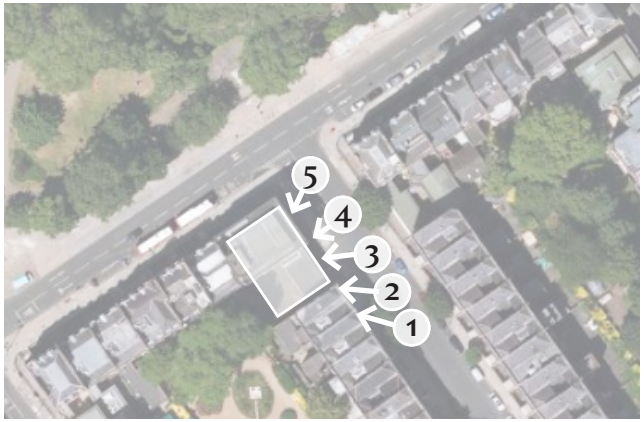
The Proposal - View from Bedford Place 01

The Proposal - View from Bedford Place 02

The Proposal - View from Bedford Place 03

The Proposal - View from Bedford Place 04

The Proposal - View from Bedford Place 05



Key Plan of Views

6.5 REAR FACADE VISUALISATIONS

The Proposal - Illustrative visualisation close-up from Montague Gardens

The rear elevation is rebuilt in brick with window proportions remaining similar to the existing. The new external stair is an important requirement to facilitate fire escape access for the office and for other buildings within the terraces so has been sensitively treated to match in with the rear facades.

Internalising the existing surface level car park creates a first floor terrace and escape route linked to the external stair. The fifth floor is to be remodelled and slightly enlarged, whilst remaining set back. The third floor roof will host plant equipment which will be visually screened behind a brickwork screen to the front and rear, articulated with blind-window detailing.

The Proposal - Illustrative visualisation from Montague Gardens

6.6 RUSSELL SQ. PARK & GARDENS VISUALISATION

The Existing - Photo from Russell Square Park & Gardens, Blackpoint Design

The Proposal - Illustrative CGI from Russell Square Park & Gardens, Blackpoint Design

**For high-resolution visualisations, refer to appendix documents.*