

06 Appendix

6.1 Community Development Forum Presentation Boards (3rd October 2012)



The Proposals

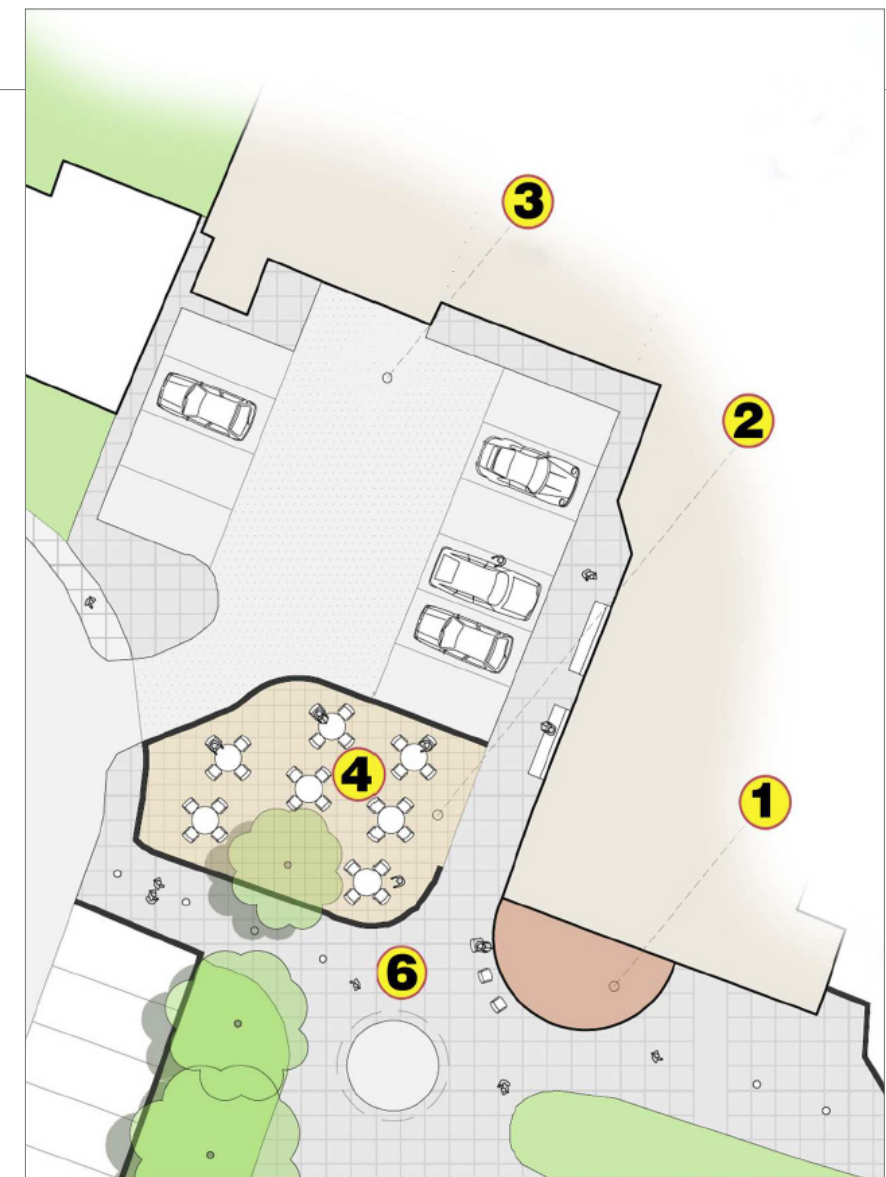
- The proposals for the regeneration of the site include the following:
- The creation of high quality, well designed buildings along Maygrove Road;
- The provision of much needed high quality residential units including family sized units;
- The creation of high quality landscaping around the site;
- The provision of affordable housing including family sized affordable houses;
- The provision of car parking and bicycle parking on site to cater for the new residents;
- The construction of a very sustainable building;



Antony Gormley's sculpture at the northern end of Maygrove Peace Park.



'Peace Crane' - 'origami bird' sculpture (1984) with local children.



Detailed Improvements to the area around Sidings Community Centre

1. Cafe / Kiosk
2. Benched Seating Area
3. Re-Tarmac Car Park
4. Communal Seating Area
5. Replace Tarmac With Polymeric Rubber Sports Surface
6. Floor Mounted Flush Photo Voltaic Lighting

Benefits to the local residents – the Community Centre and the Peace Park



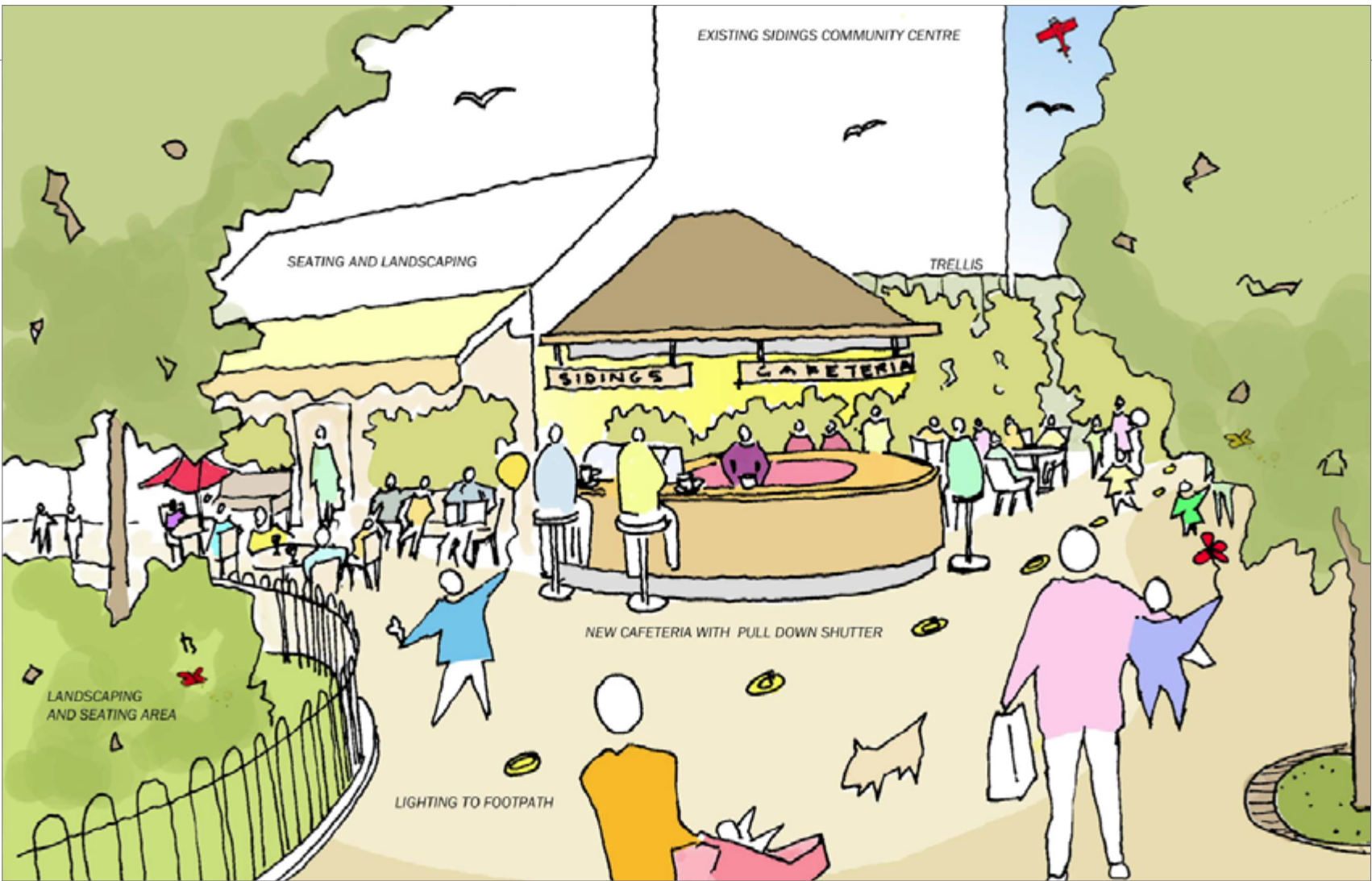
Sidings Community Centre gable end wall as existing



Illustration of potential improvements



Illustration of potential improvements at night time



Peace Park Contributions

As a result of contributions the scheme will be required to pay to the London Borough of Camden, there may be an opportunity to provide funding for improvements to the adjacent Peace Park and Sidings Community Centre. These are some suggested improvements that could occur to the local area.

Benefits to the local residents – the Community Centre and the Peace Park



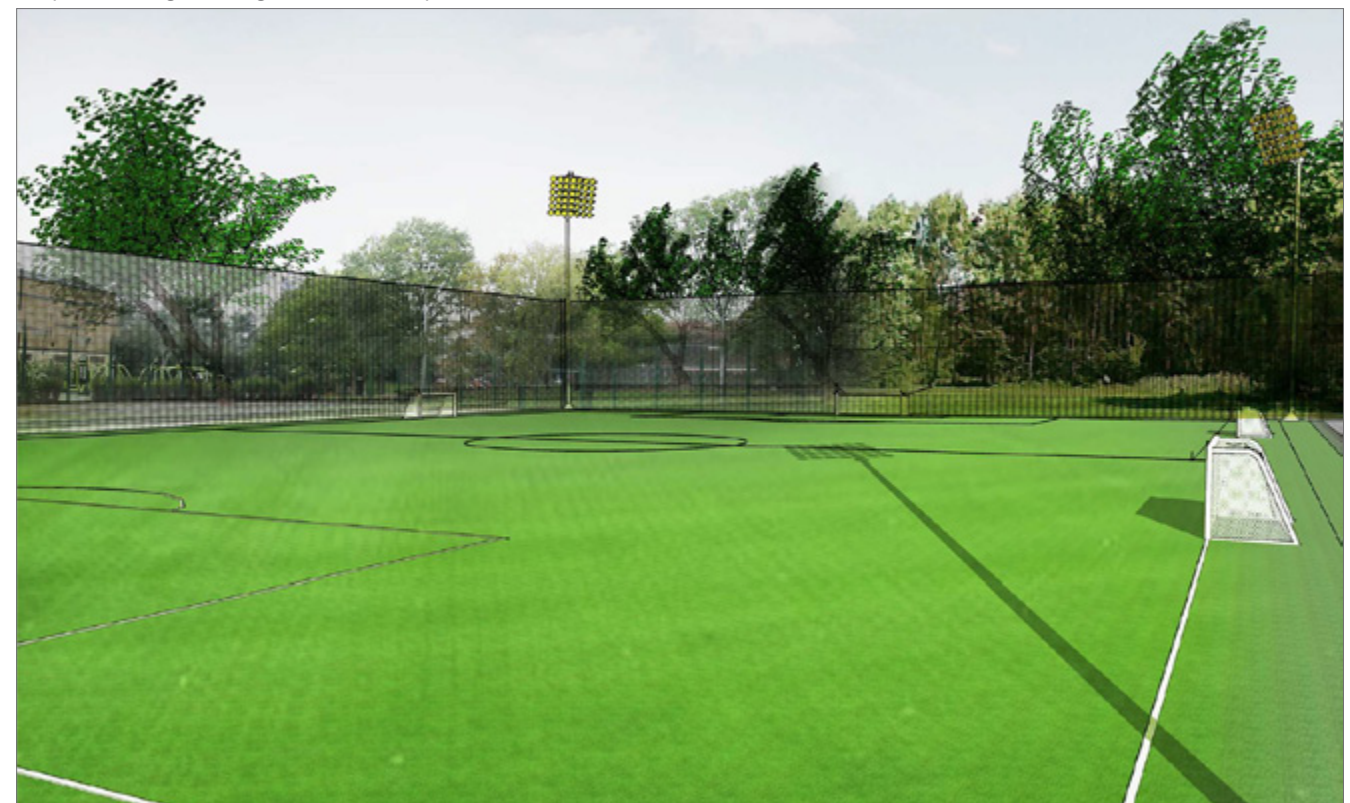
Existing Sidings Parking Area



Proposed Sidings Parking Area re-landscaped



Existing playgrounds



Proposed new artificial grass playing surface

Benefits to the local residents – the Community Centre and the Peace Park

Quality of Design in the Area



Hopkins in and around the area

We intend that Hopkins Architects design for Maygrove Road housing will add to our significant body of award winning projects in and around the borough of Camden.

Hopkins Architects have created numerous buildings in and around Hampstead and Camden. Those that are built are all award-winning, recognised as quality modern landmarks in and around the boroughs of North London. The Wellcome Trust Headquarters and Andrew Barnett's Home (partner in charge of the Maygrove Road Housing Project at Hopkins) have both won Camden Design Awards.

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5	5	6

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Hopkins Offices, Broadley Terrace
Hopkins House, Hampstead
UCLH - Macmillan Cancer Centre
Andrew Barnett's House, Hampstead
Henrietta Barnett School, Hampstead
Wellcome Trust, Gibbs Building, 215 Euston Road

Awards

- 2012 Architecture Award, Design Museum’s Design of the Year 2012
- 2012 WAN Award, Civic Building Sector
- 2011 AJ 100 ‘Building of the Year’ Award
- 2011 New London Architecture Award
- 2011 RIBA Award for Architecture
- 2011 Architecture and Design Business Stadium Award
- 2011 Stirling Prize People’s Choice
- 2011 BCIA Prime Minister’s Better Public Building Award



Internal View



External View

Olympic Velodrome - Hopkins Architects

Among our many award-winning projects, the Velodrome for the 2012 London Olympic Games is undoubtedly the most high-profile to have been completed in recent years. The intimate venue is designed to be reflective of its use and context and has been lauded as “a stunning venue built for champions and designed for legacy” by Lord Sebastian Coe.

The building forms an elegant response to the brief by using simple materials in an efficient manner to meet the client’s aspirations within the available budget. As one of the four venues on the Olympic site which will remain as permanent fixtures in the continued regeneration of east London, the facility was designed to be functional and inspirational for both athletes and spectators in both Games and post-Games modes. The ring of glazing around the concourse of the entire building is designed to allow the public to see action occurring inside while providing views and visual connection to the surrounding park and London skyline to building occupants.

Among the significant praise which the Velodrome has received, Sir Chris Hoy said:

“It’s without doubt the most spectacular Velodrome I have ever seen.”



The Site

The site is located on Maygrove Road in the London Borough of Camden to the east of Kilburn High Road (A5) and to the north of Iverson Road in proximity to Kilburn Underground station.

The site contains an existing 1930's factory called Handrail House. The grounds also include a run down carpark and dilapidated surrounds with a steep bank overgrown with wild shrubs.

The surrounding area is principally residential with terraced houses facing the site on Maygrove Road, a residential estate and local park to the rear and a nearly completed residential development directly to the west of the site at 59 Maygrove Road. To the east of the site is commercial premises including Maygrove House and 73 Maygrove Road although the latter includes residential accommodation.



View of Maygrove Peace Park looking South



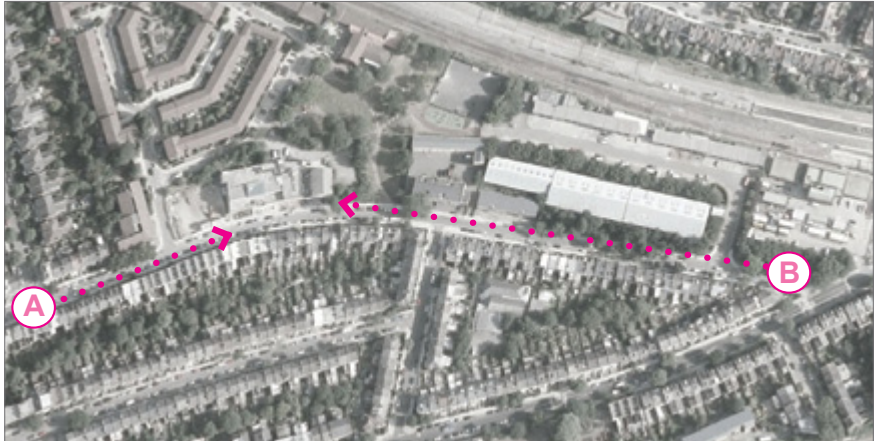
View of Maygrove Peace Park looking West



B

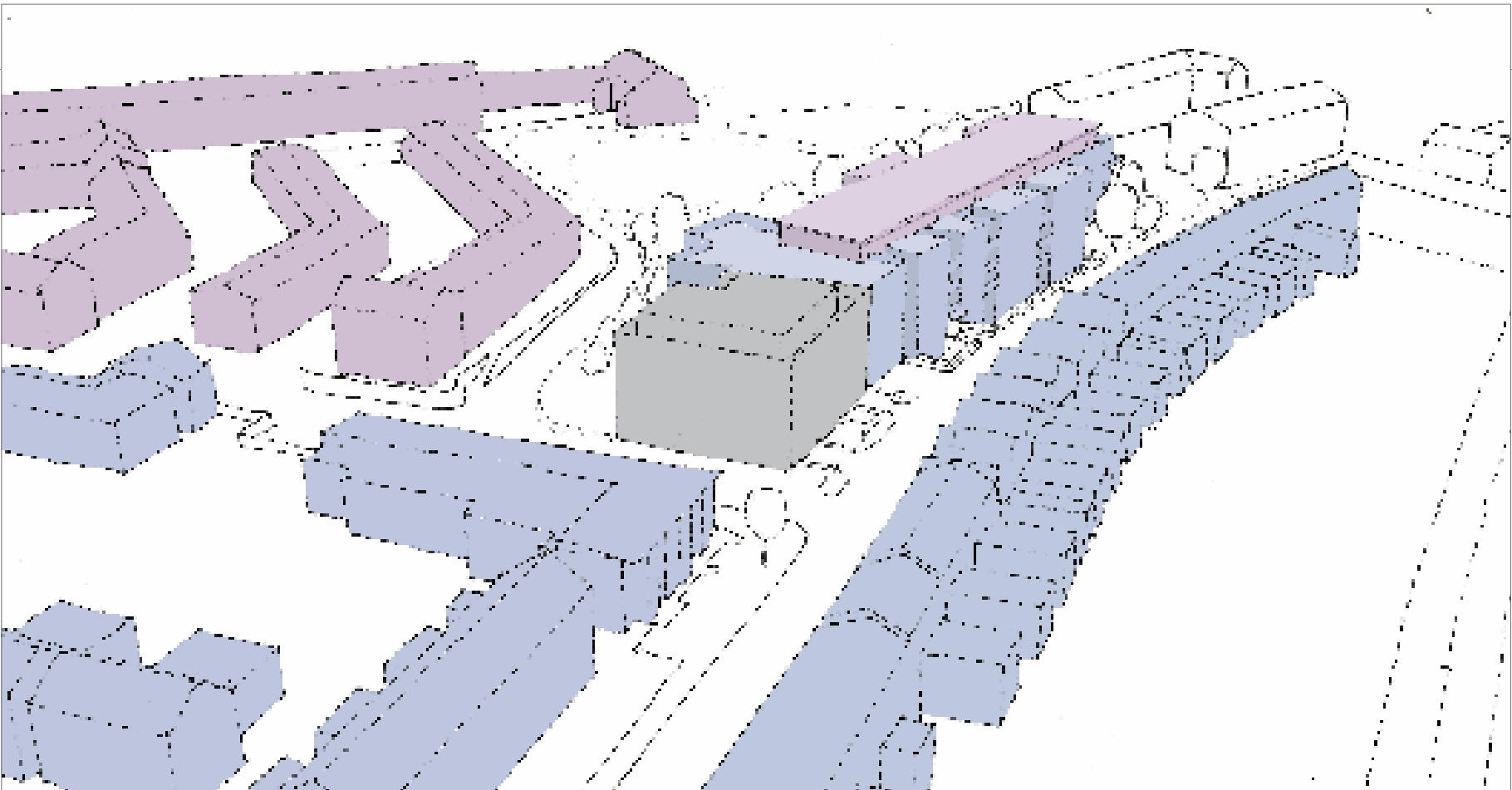


A



The Handrail House site terminates the view from either end of Maygrove Road.

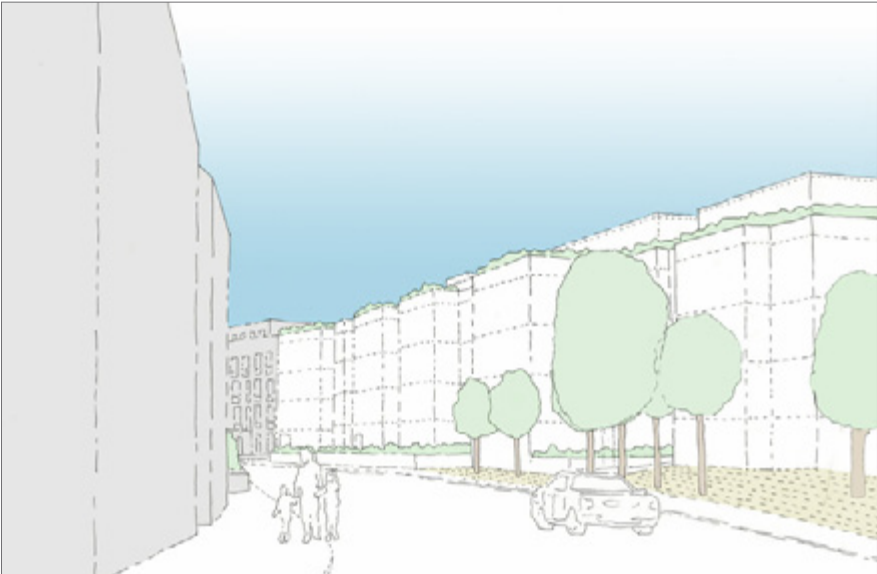
Existing Site Plan



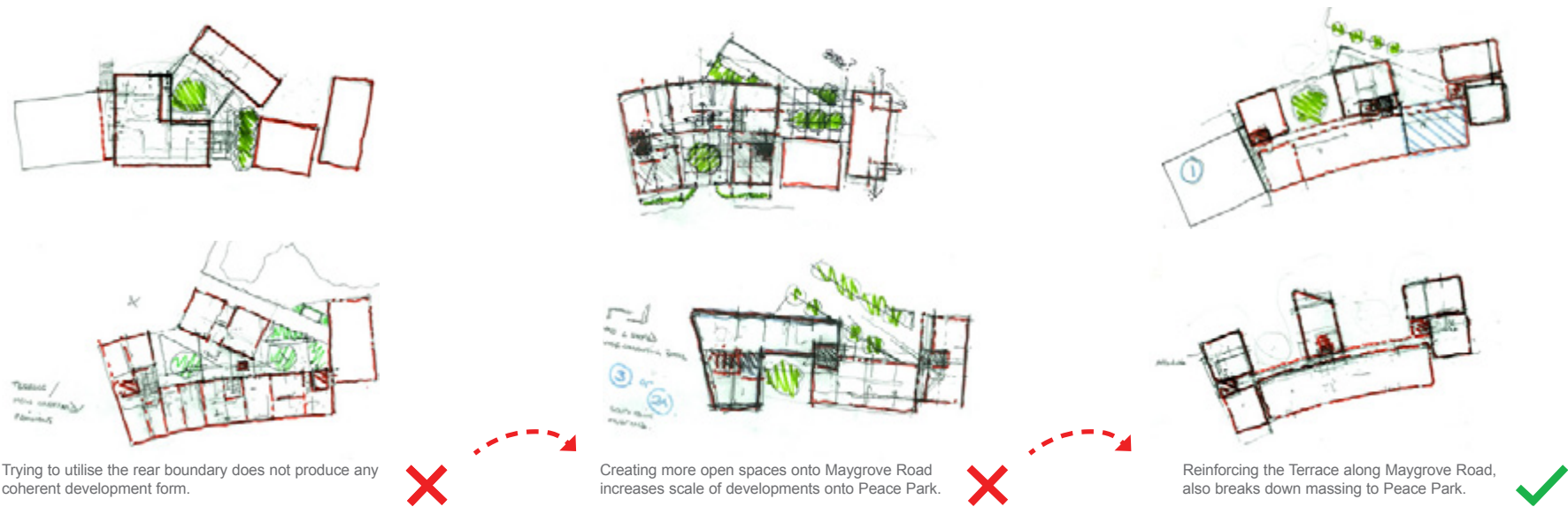
Sketch showing ability to create a coherent 4 storey development with set back attic storey



Sketch showing proposed development interacting with the existing No. 67 Maygrove Road



Sketch showing proposed development eliminating No. 67 Maygrove Road



Trying to utilise the rear boundary does not produce any coherent development form.

Creating more open spaces onto Maygrove Road increases scale of developments onto Peace Park.

Reinforcing the Terrace along Maygrove Road, also breaks down massing to Peace Park.

Design Rationale

Our response to the site has been informed by its context, particularly the development of traditional terraced properties facing the development site. The design responds to the street frontage to the south and to the Peace Park to the north.

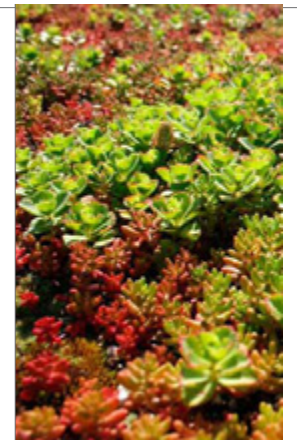
Our design proposes to redevelop the site of the oddly shaped no. 67 Maygrove Road offering a much more contextually acceptable and holistic street frontage to Maygrove Road.

Initial Design Development

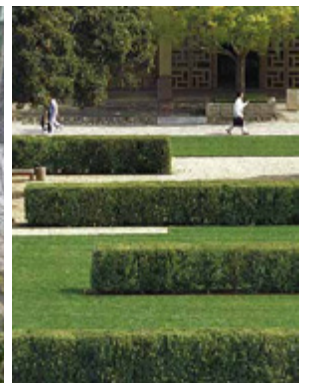
Development of Site Strategy



Green roof



Brown roof



Tranquil seating spaces set within a landscape garden.

- All edges of the site will be complemented by soft green edges.
- The roofs will be planted with green and brown roofs.
- The communal garden will provide a series of tranquil seating spaces set within a landscape garden.
- Formal hedges will run parallel to the building to provide a garden screen between the new building and the Park.
- Planting will have seasonal interest and, in some species, reference will be made to the history of the Park with Japanese species.



The Communal Garden will provide a series of tranquil seating spaces set within a tree'd landscape garden.



Formal hedges



Shade tolerant Black Bamboo



Raised planter with bamboo

Landscape Proposals



Hopkins Architects - Bryanston School



Hopkins Architects - Rice University

Hopkins Experience Working in Brick

These projects show a thought process which has informed our approach to the design of a new building for Maygrove Road.

Quiet, dignified and crisp elevations with a variety and rhythm introduced into an ordered and well detailed brick architecture. Variety is introduced by way of an interplay between brick, timber and glazing to create both vertical and horizontal hierarchy and articulation.

All of our brick buildings in the UK have received National Brick Awards.

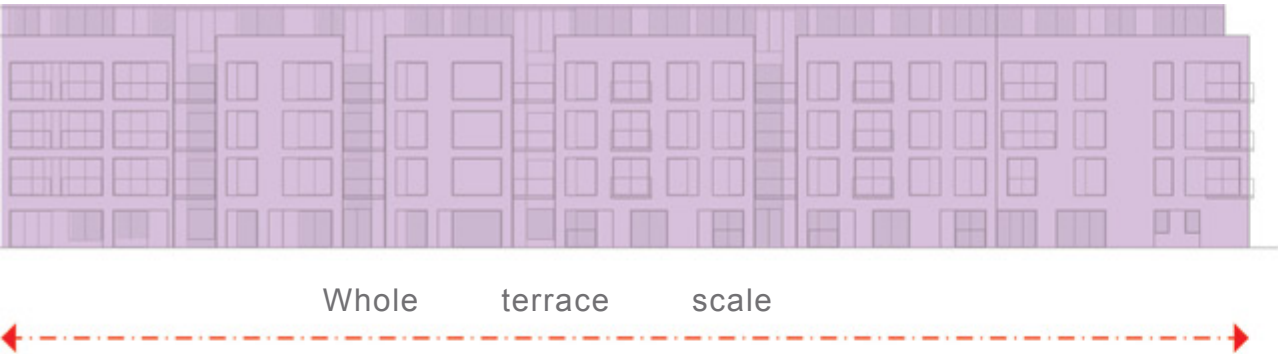


Hopkins Architects - Bryanston



Hopkins Architects - Rice University

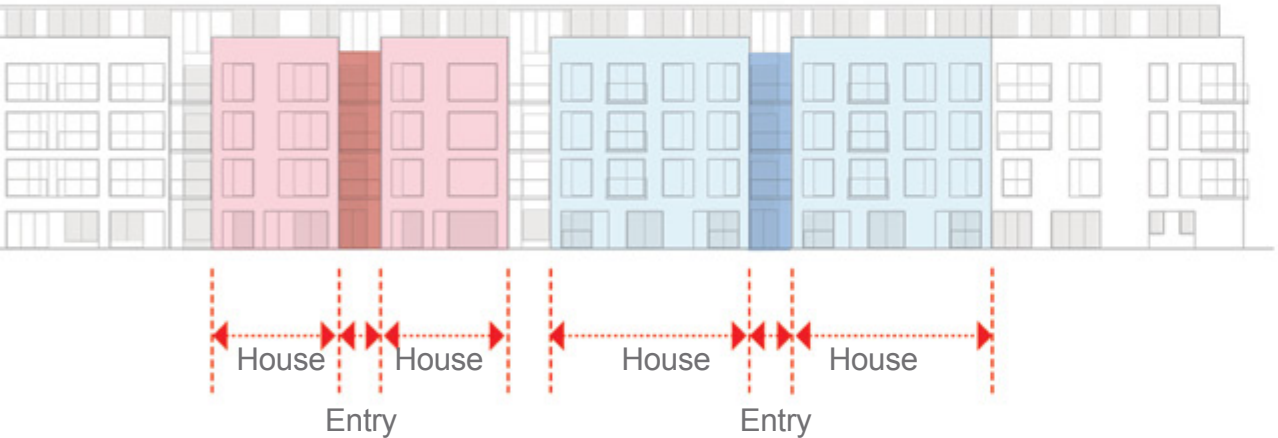
1. Overall Terrace



2. Bookends



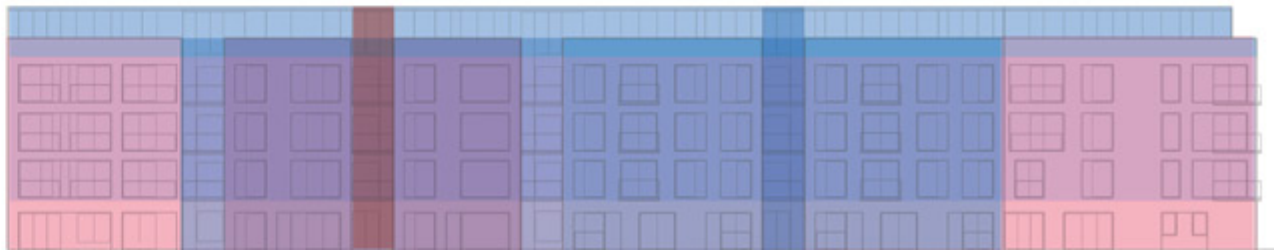
3. Housing Entrance



4. Vertical Hierachy



5. Overall Composition



Like traditional London terrace architecture, the design seeks to establish horizontal and vertical variety, while maintaining a consistnt overall language. Different building blocks break up the overall scale, while a variety of window types bring further articulation across the development.



South Elevation



North Elevation

