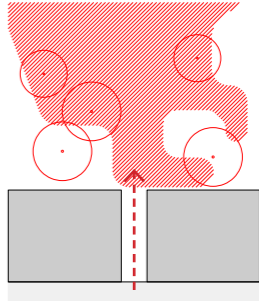
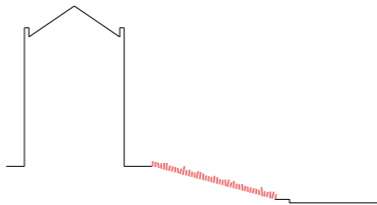
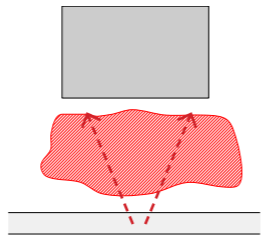
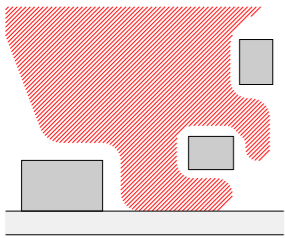
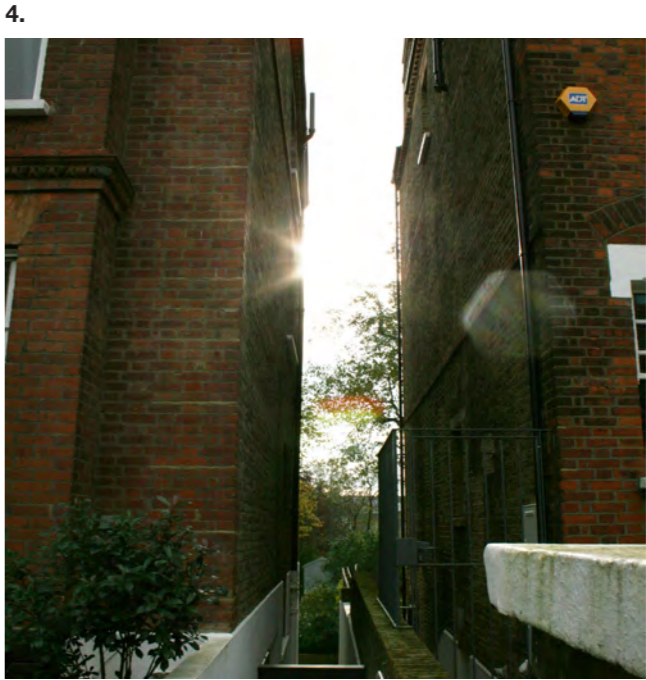
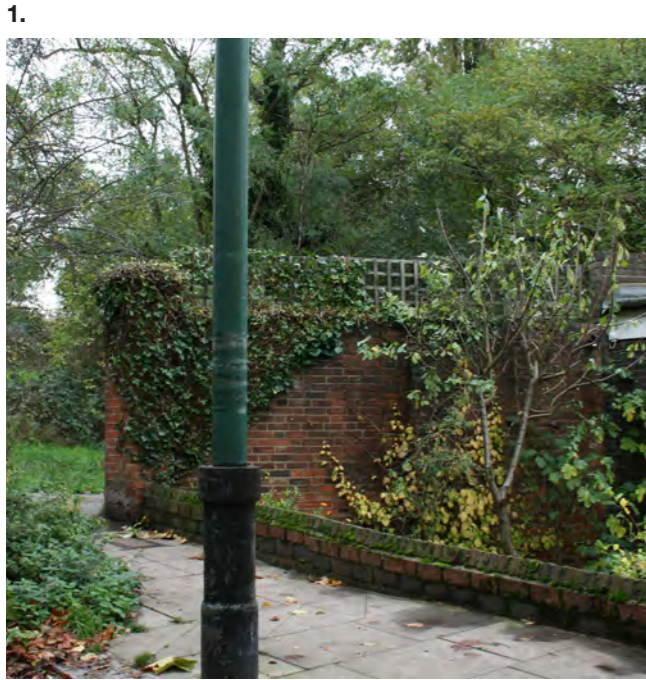


3.3 Wider Site Analysis

South Hill Conservation Area: Analysis

3.3.4 When we investigated the South Hill conservation area, we were inspired by the range of thresholds from public to private, from a direct relationship between a private and public realm with only a small brick return to symbolise the transition. We also noted the juxtaposition between large expansive views and smaller framed glimpses from public to private spaces.



- Key**
-
- 1. Loosely defined boundary

 - 2. Discernible private/public divide, expansive view

 - 3. Semi-public (between private and public spaces)

 - 4. Thresholds between private and public, narrow framed view

3.3 Wider Site Analysis

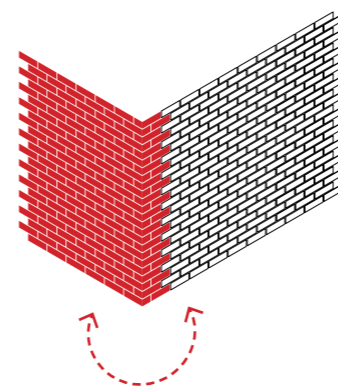
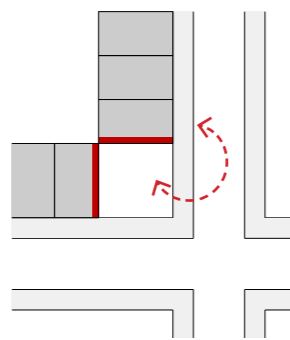
Mansfield Conservation Area: Analysis

3.3.5 When we investigated the Mansfield conservation area, we were inspired by the building edges and corners. We were particularly struck by the use of material

1.



2.



Key

1. Orientation shift

2. Shifting brick colour marking change of orientation

3.3 Wider Site Analysis

Belsize Conservation Area: Analysis

3.3.6 When we investigated the Belsize conservation area, we were inspired by the various uses of a boundary wall; in particular how the wall frames views from one space to another.

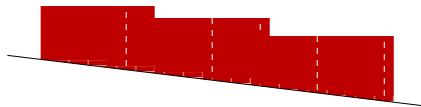
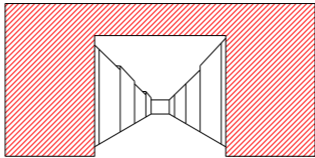
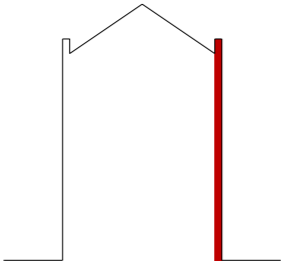
1.



2.



3.



Key

- 1. Building facade as wall
- 2. Wall as frame
- 3. Retaining walls as border

3.3 Wider Site Analysis

Fitzjohn and Netherhall Conservation Area: Analysis

3.3.7 When investigating Fitzjohn and Netherhall we were struck by the range of building styles/typologies in the area.

1.



2.



3.



4.



Key

1. "Mews"

2. "Ornate"

3. "Pastoral"

4. "Suburban"

3.3 Wider Site Analysis

Conservation Areas: Selected Details

3.3.8 Following the analysis of some of the key themes that inspired us we also catalogued key details from the various character areas, notably the quality of the brick details and the precious tiled entrance mattwells that welcomed residents.

1.



2.



3.



4.



Key

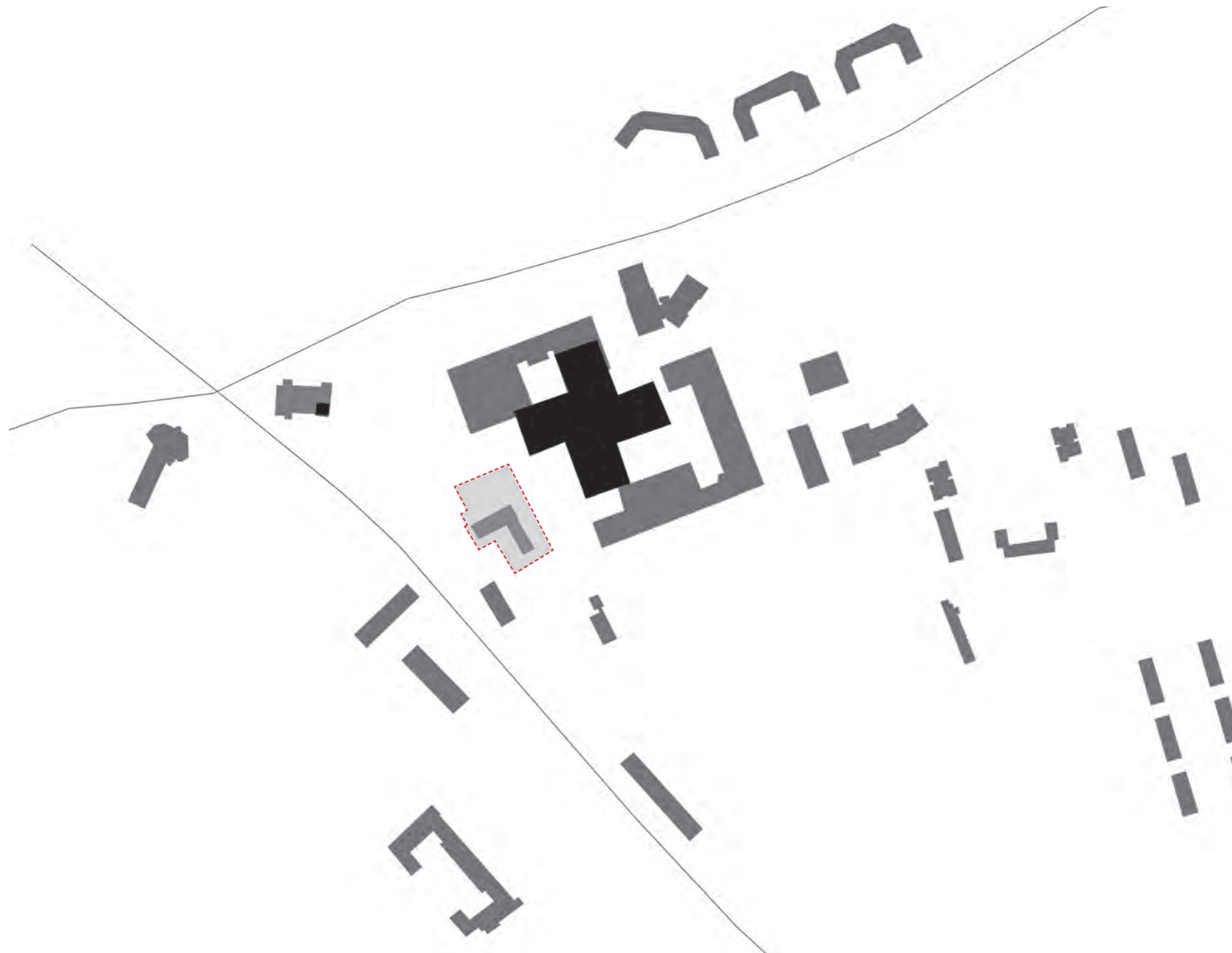
1. Texture and massing

2. Relief and datum

3. Tiled mattwell

4. Brick colour gradation

1.



3.4 Neighbours

3.4.1 As the earlier existing illustrative sections showed, there are a number of taller buildings greater than five storeys in height around the existing convent site, largely due to post-war development in the area. This includes the Royal Free Hospital at 16 storeys, and other hospital-related buildings such as the 14 storey Ann Bryans House off Fleet Road.

3.4.2 There are also a number of residential towers, including Palgrave House and Cayford House (both over 15 storeys) approximately 250-350m to the east of the site, and towers over 23 storeys in height in the vicinity of Fellows Road, approximately 900m south.

2.

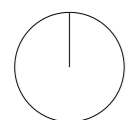


Above

1. Site Plan

Abstracted site plan showing buildings around project site of height greater than five storeys

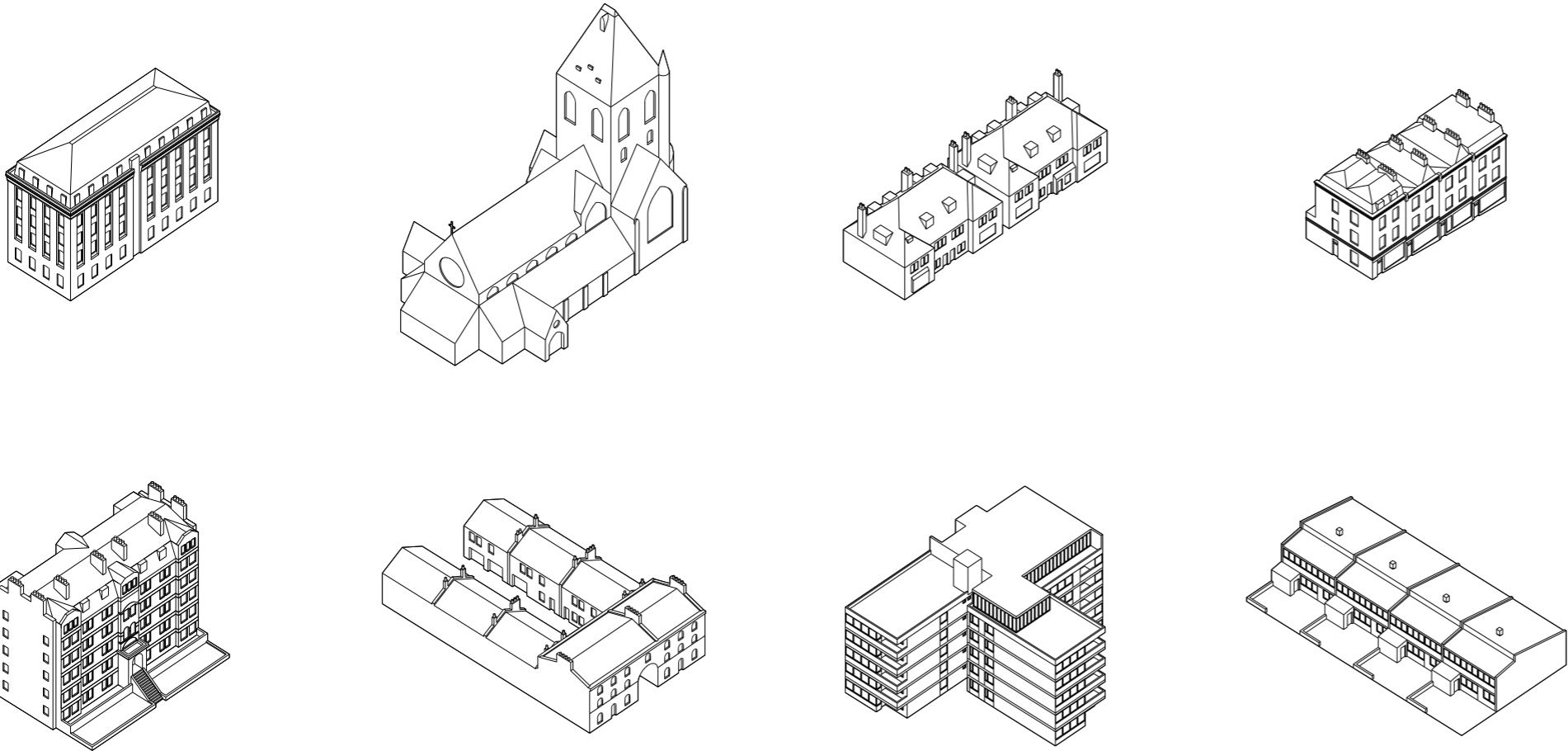
2. Key Plan



3.4 Neighbours

3.4.3 Due to the post war development of the immediate context it has resulted in a range of building typologies and building scales.

1.



2.



Left

1. Diagrams
 Catalogue of notable building typologies within project site and conservation areas

2. Elevations
 Assessment of building scales within project site and conservations areas

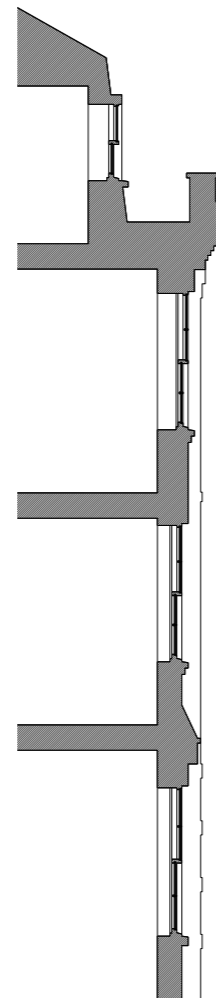
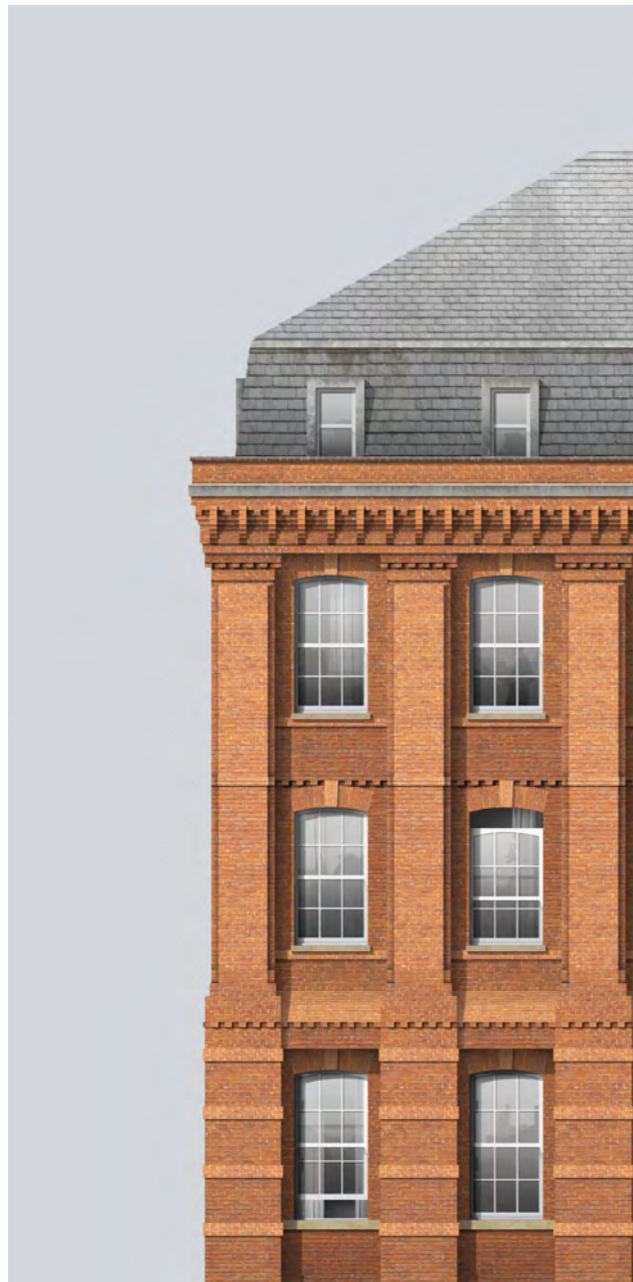
3.4 Neighbours

Building Study

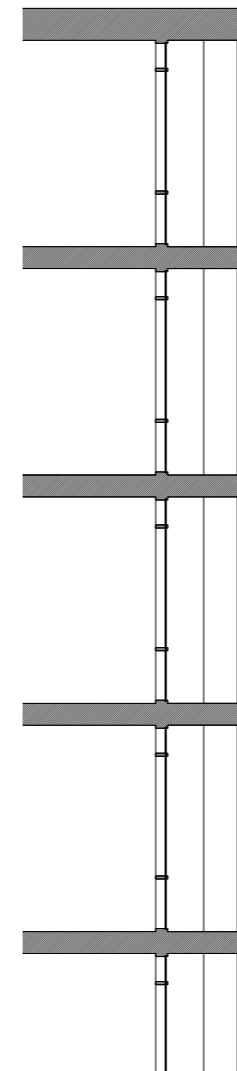
3.4.4 The immediate neighbours to the site are the Royal Free Hospital and Rosary Primary School. These two buildings represent the range of typologies on site and their opposing nature in scale and facade design.

3.4.5 We carried out an elevation and sectional study which illustrates their contrasting appearance.

1.



2.



Left

1.
Elevation and Section
Study of Rosary Primary School facade

2.
Elevation and Section
Study of Royal Free Hospital facade

4. Comprehensive Design Approach for a New Kind of Living Environment



4.1 The Vision for a New Type of Living Environment

4.1.1 Space, views and well-being are designed into all PegasusLife schemes. For PegasusLife these things are not simply 'nice to have' - they have tangible health benefits for people in later life. The brief was therefore to ensure significant communal spaces were scattered throughout the emerging scheme to encourage social interaction and provide residents with access to outdoor relaxation and leisure space.

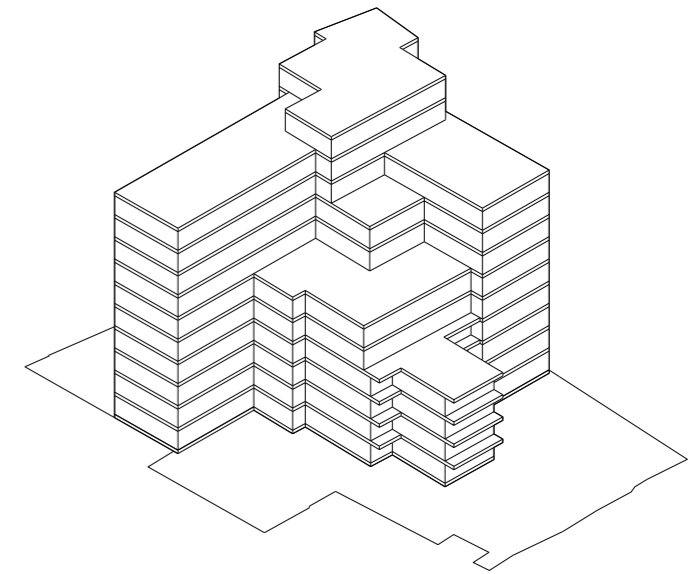
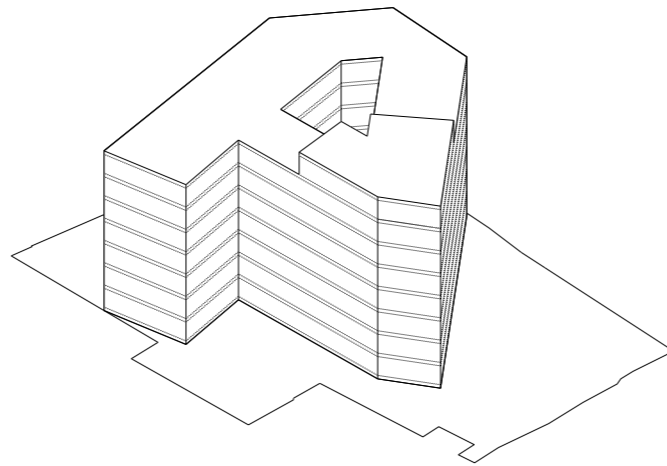
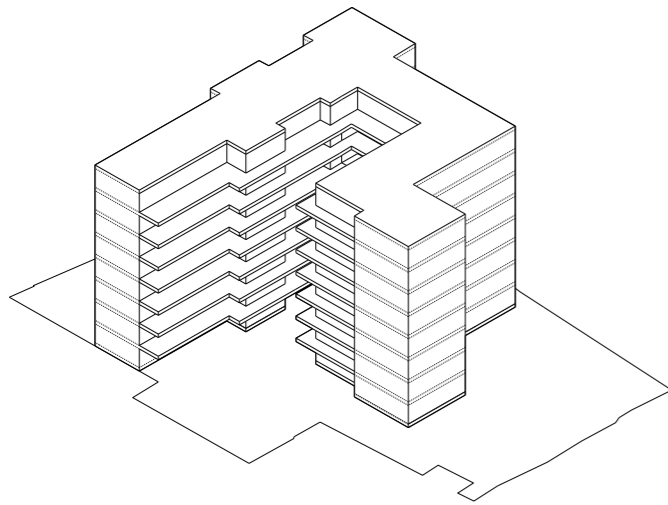
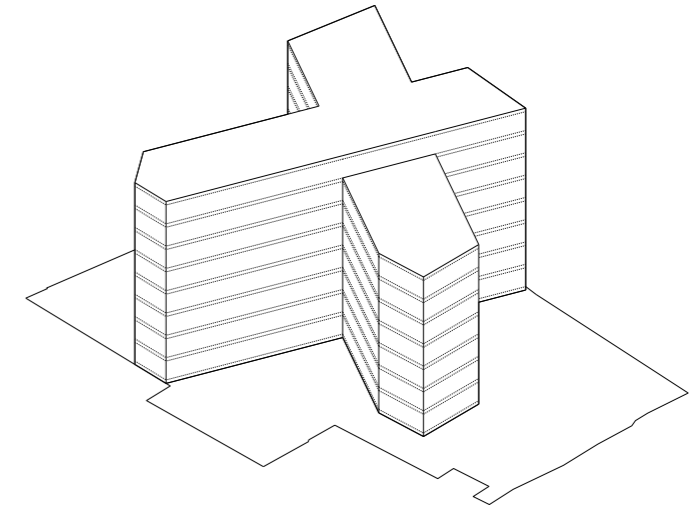
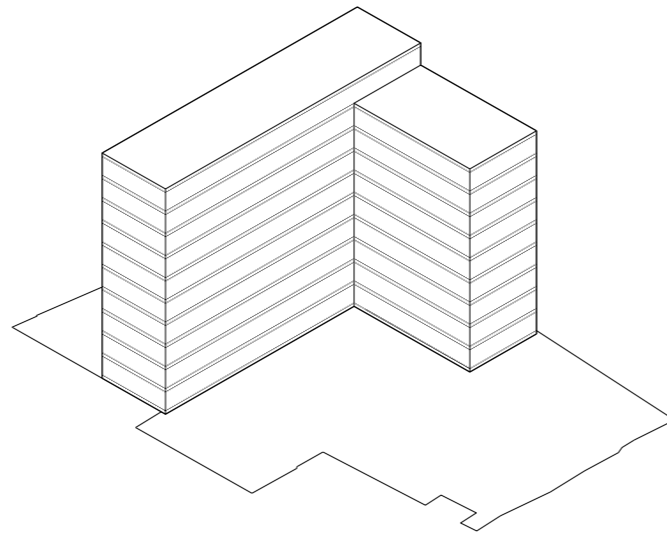
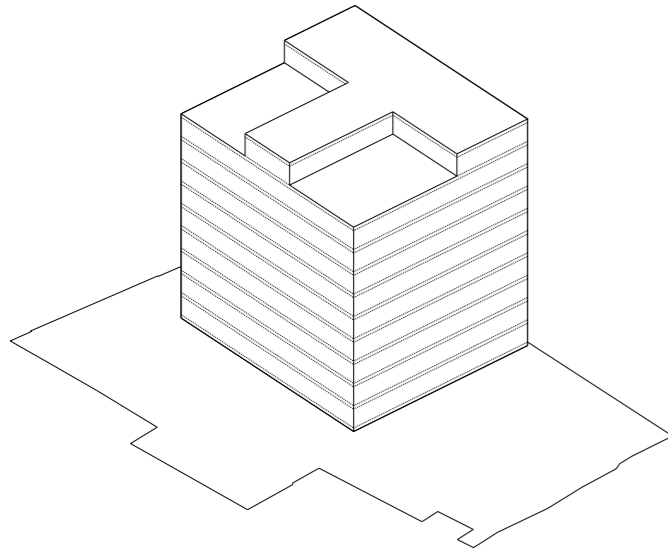
Above left

Residential home for the elderly
Peter Zumthor, Chur, Switzerland

4.2 Key Concepts

Massing Options

4.2.1 Having developed a thorough understanding of the site and its context, and the requirements of the brief for accommodation for older people, we began investigating options for massing on site.



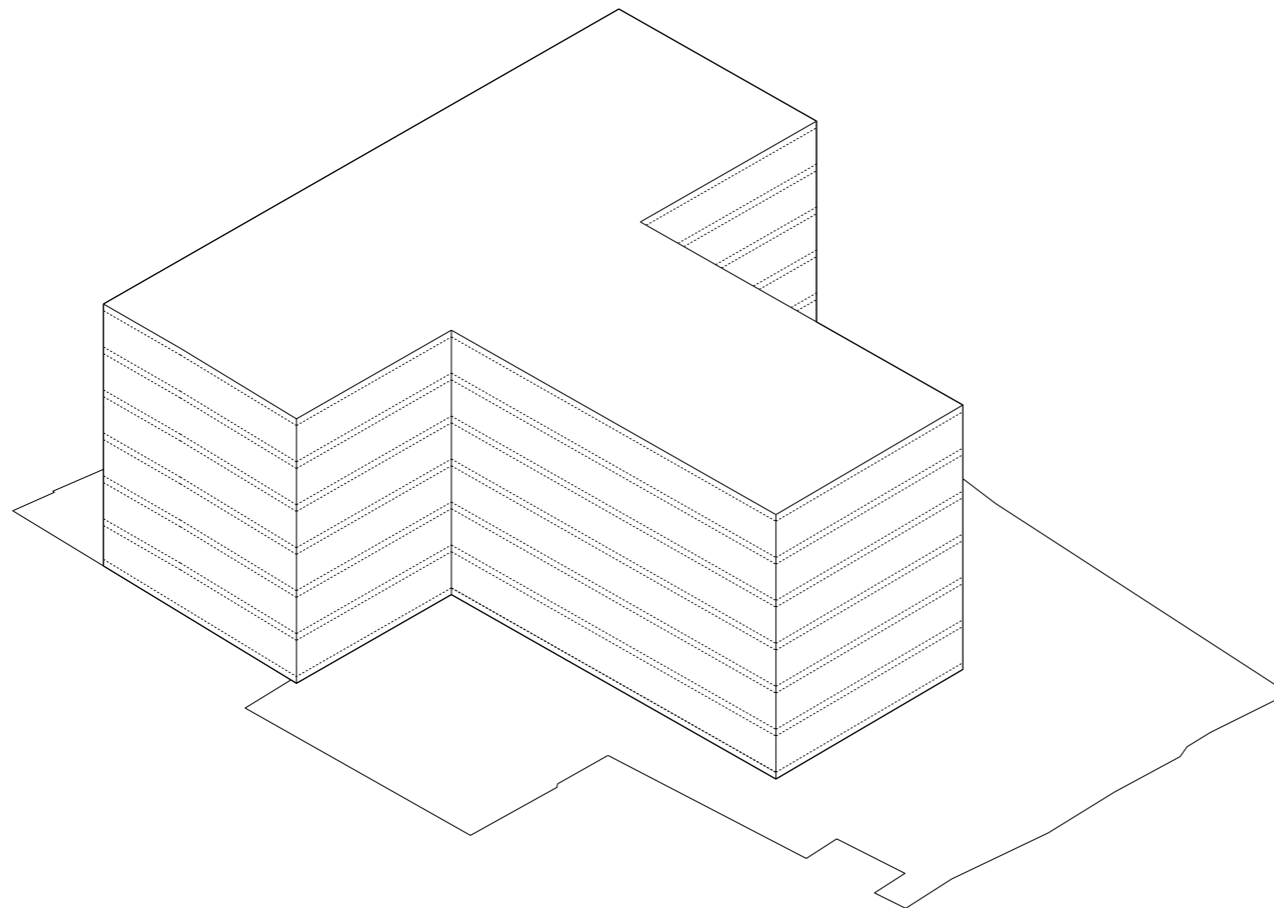
Above

Block plans and volume diagrams
Catalogue of rejected options

4.2 Key Concepts

Typology Study

4.2.2 Through testing multiple options it became clear that the 'T' shaped form of the existing convent was in principle the footprint best suited to the site. This geometry made best use of views and daylight and also would help to minimise impact to the surrounding neighbours.



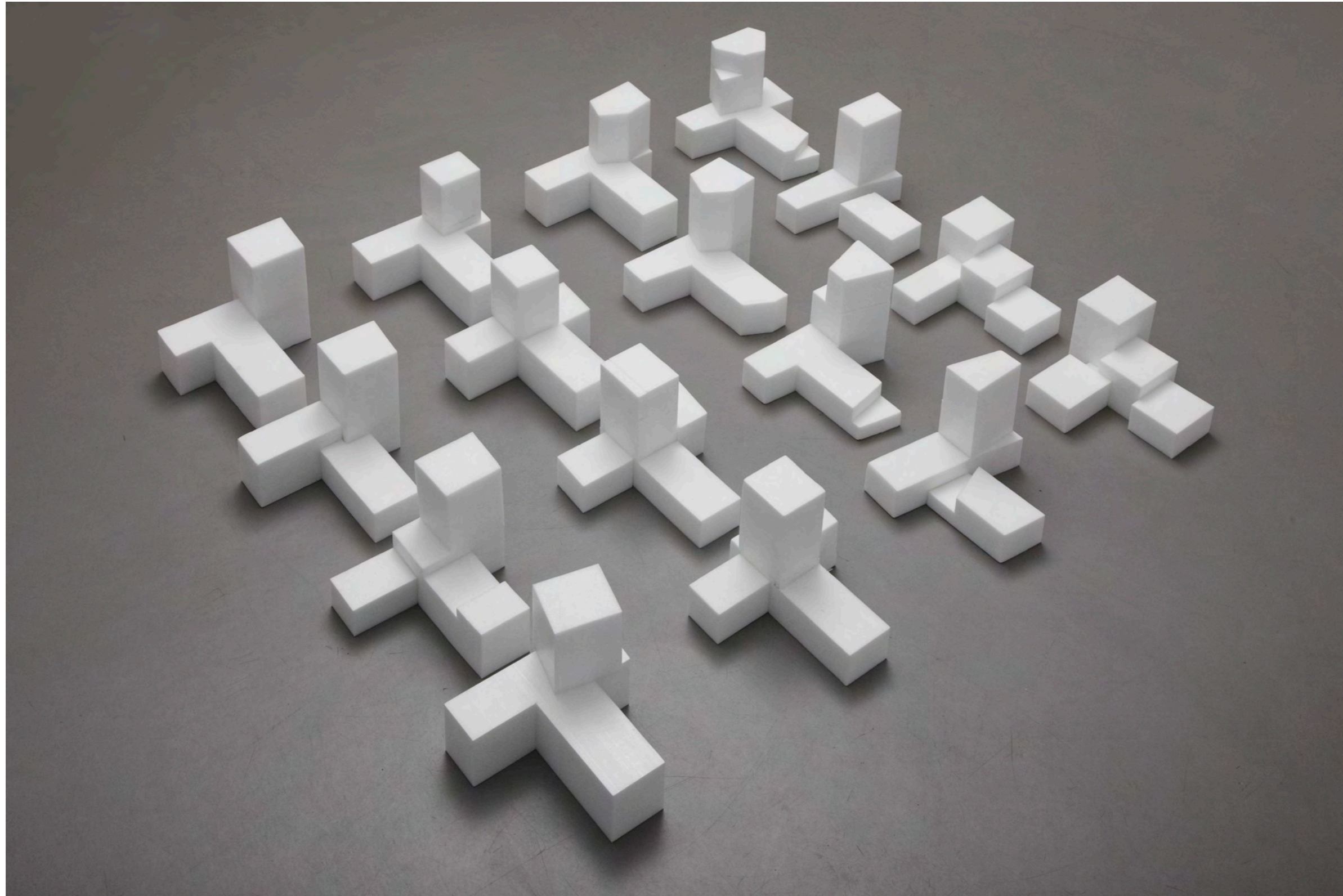
Above (left)

Block plans and volume diagrams
Favoured plan and volume composition

4.2 Key Concepts

Massing Study

4.2.3 Following the decision that the 'T' shape made best use of the opportunities of the site context, we then carried out extensive model studies investigating 'T'-shaped volumetric compositions.



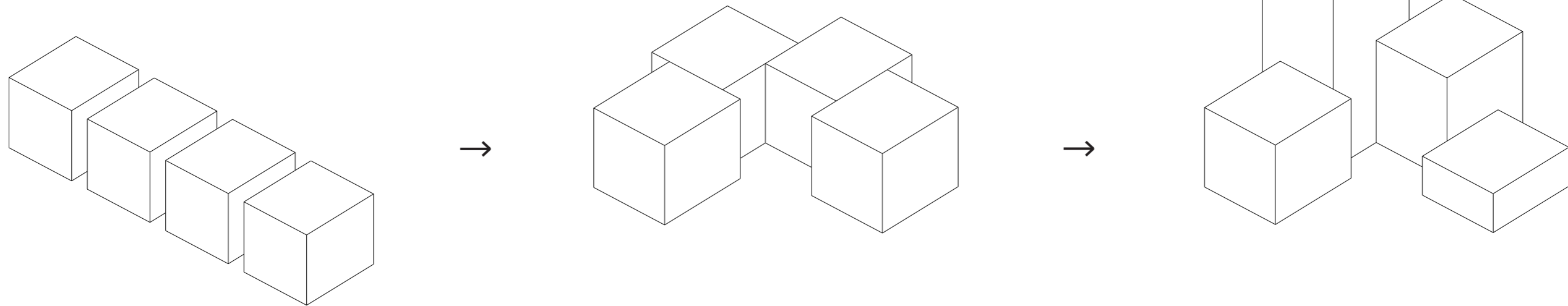
Above

Models
1:250 massing models

4.2 Key Concepts

Massing Concept

4.2.4 Following this process we deconstructed the 'T' shape to a series of repeated blocks, each one responding to their immediate context in scale. This sequence of blocks breaks up the appearance of the mass of the proposal. The position of the blocks on site makes best use of the key views and light while allowing most units to enjoy dual aspect.



Above

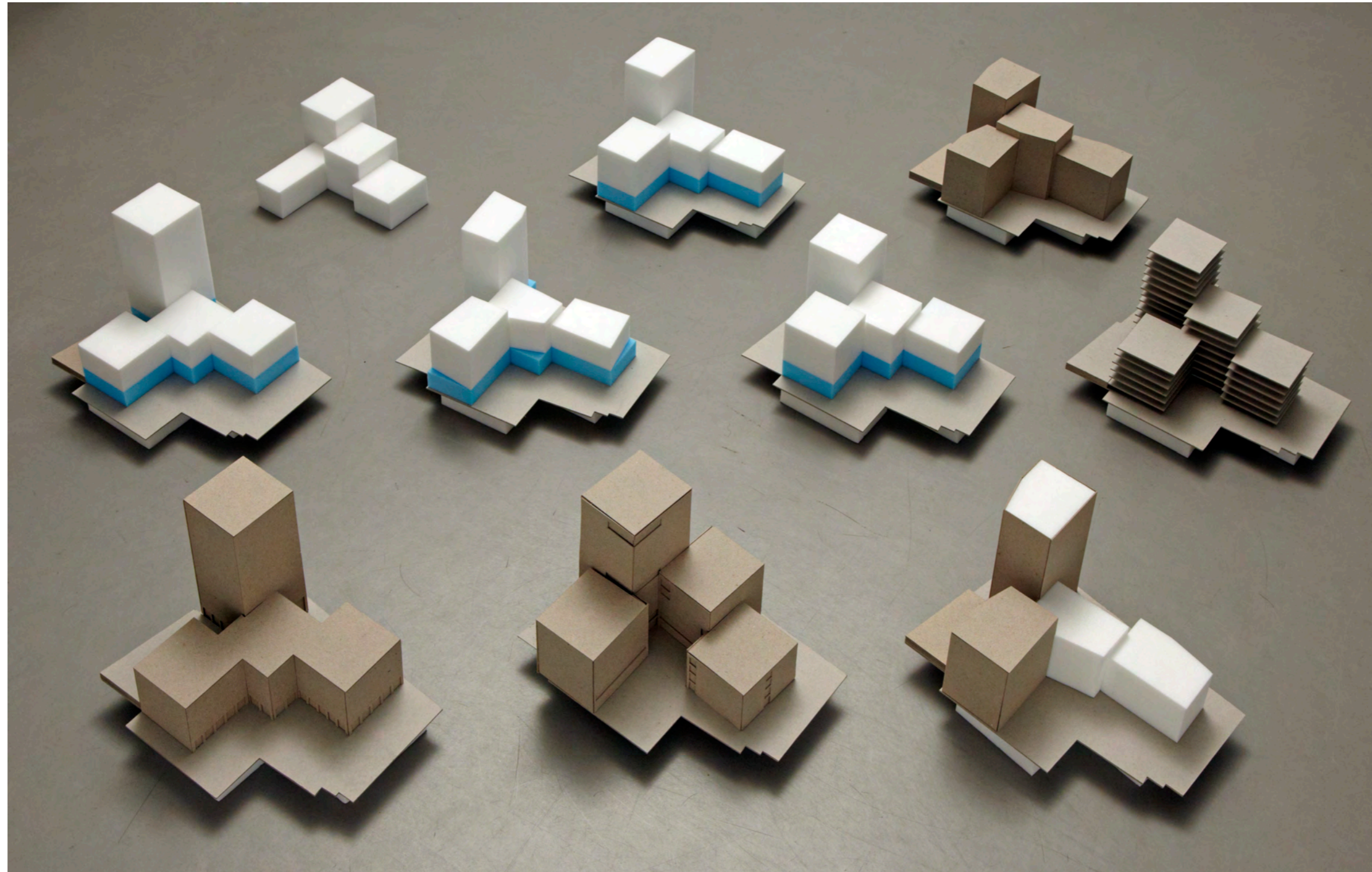
Diagram

Massing diagram

4.2 Key Concepts

Massing Studies

4.2.5 The series of blocks were then tested in mass and form through various model studies.



Above

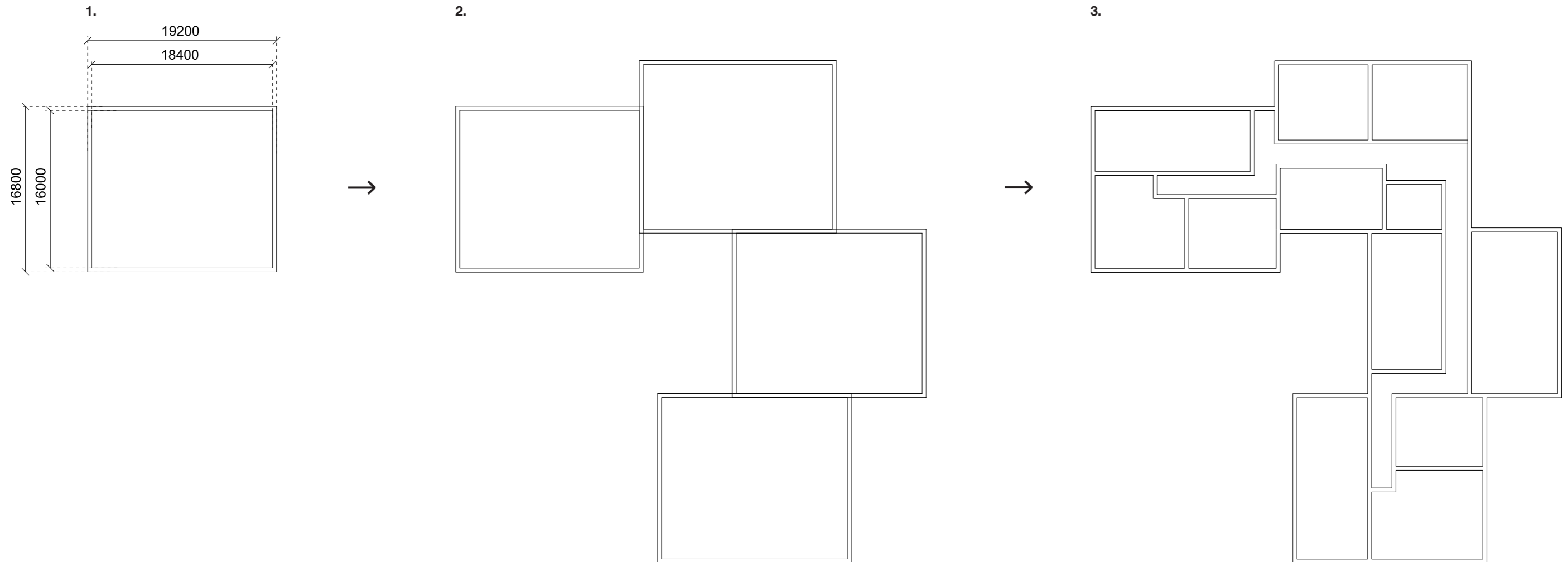
Models

1:250 massing models

4.2 Key Concepts

Block Definition

4.2.6 Following various tests through modelling and drawing, we defined the block modules. The blocks are positioned relative to each other to ensure the journey between the buildings creates an enjoyable sequence of communal spaces along the route to the older residents private front doors. Each block has approximately three residential units per block.



Above

1.
Diagram showing module dimensions

2.
Plan showing composition of modules

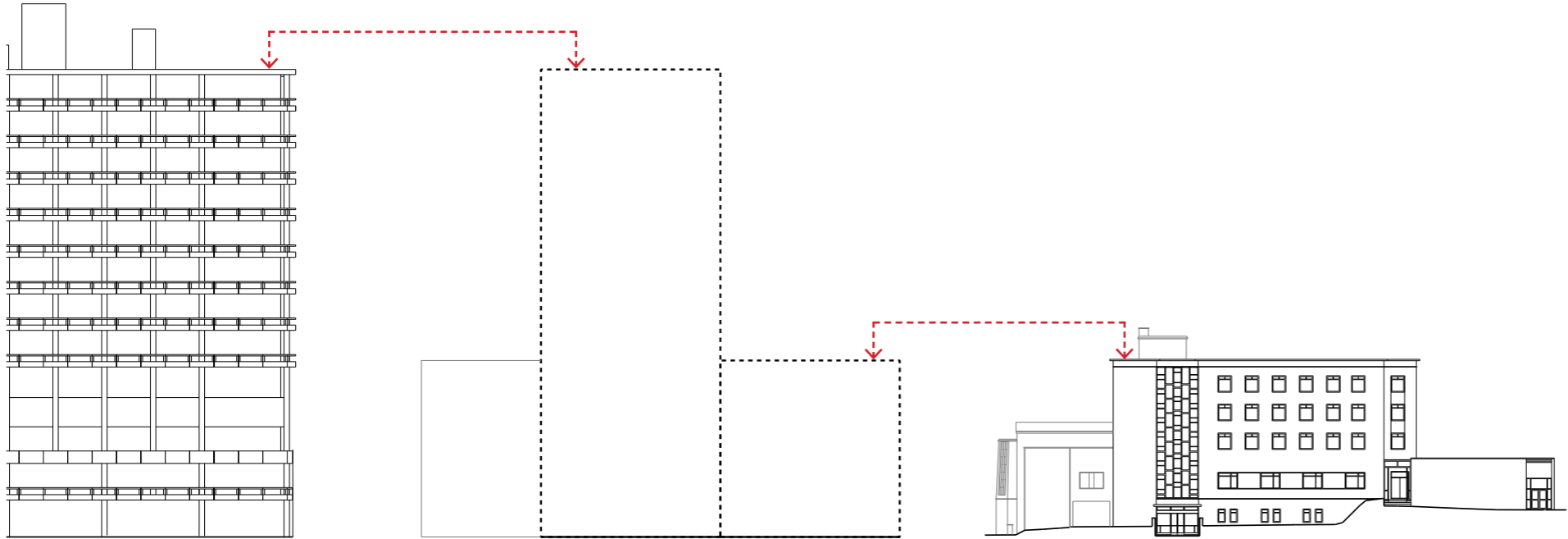
3.
Plan showing circulation between blocks
and residential unit distribution

4.2 Key Concepts

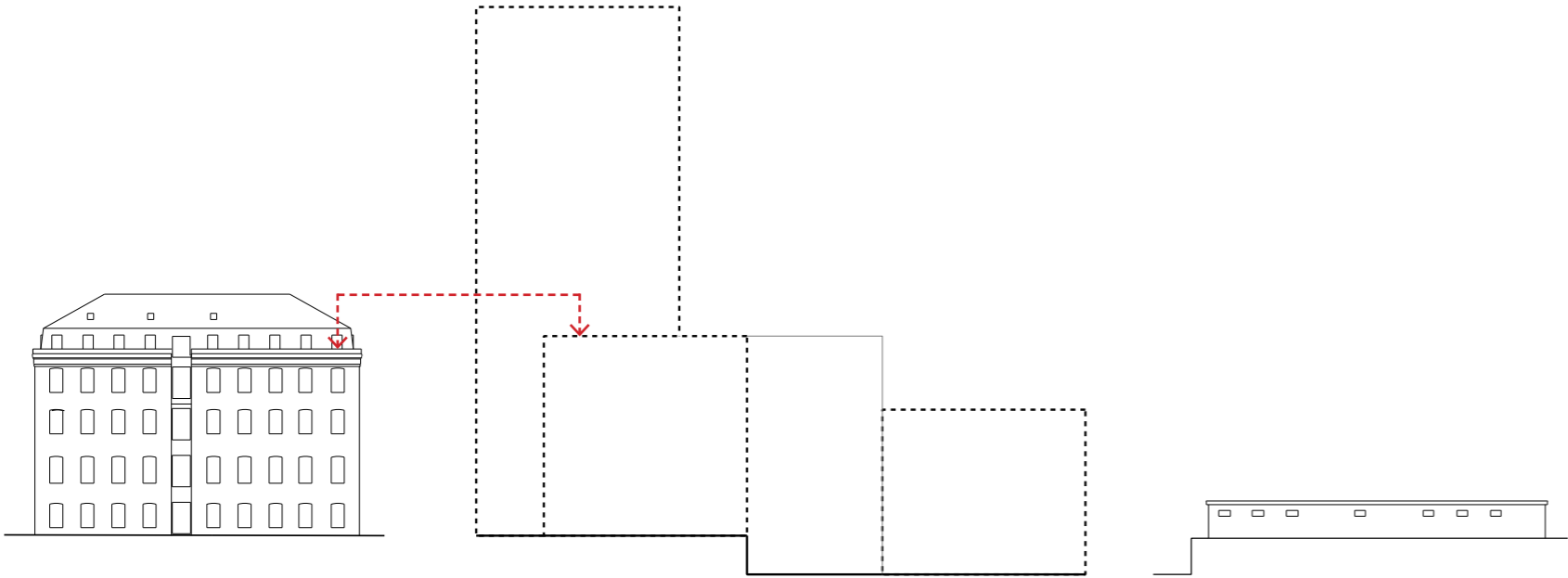
Scale Studies Testing Maximum Parameters

4.2.7 When deciding on the scale of each block, it was necessary to compare each block with its immediate context. The taller block closest to the hospital was to be relative to the scale of the hospital and no taller than the hospital in storey height. The front block closest to Haverstock Hill we felt could be no taller than the existing convent building. The block closest to the nursery school building needed to be reduced in height to mediate between this extreme shift in scale between the 16 storey hospital and the 1 storey nursery block.

1.



2.



Above

1. Elevations

Drawing showing proposed building and relationship with surrounding buildings: the Royal Free Hospital and the existing convent building

2. Elevations

Drawing showing proposed building and relationship with surrounding buildings: the Rosary Primary School and the nursery block

4.2 Key Concepts

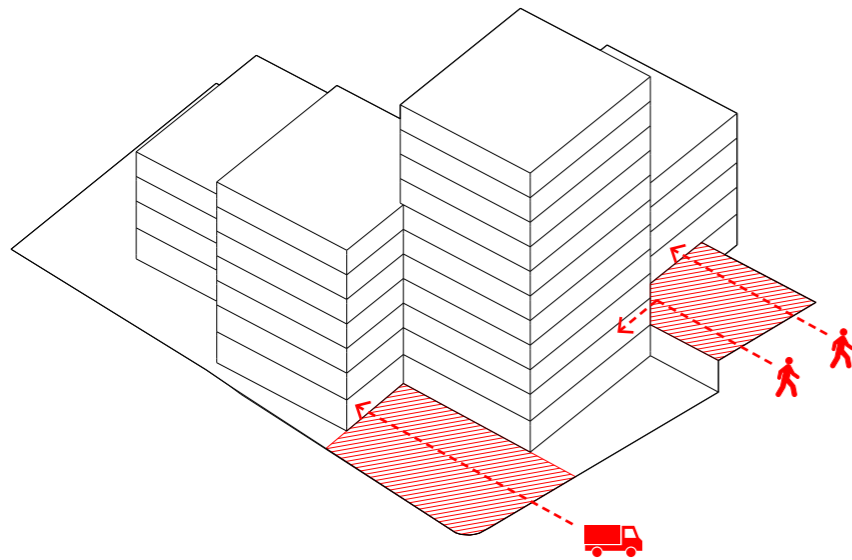
Key Principles

4.2.8 When deciding on the key layout principles, it was necessary to think of the different routes into the building: public access, private access for the residents of the building and the vehicular access for deliveries.

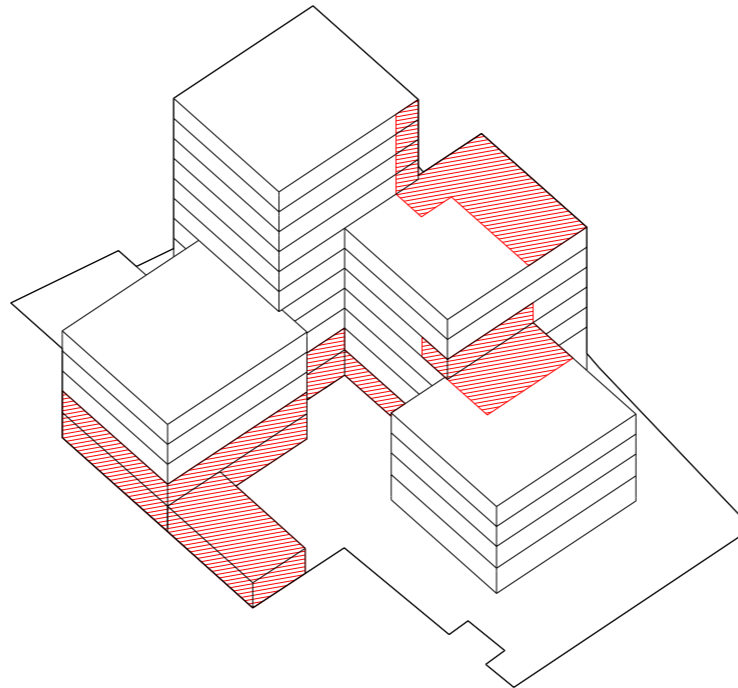
4.2.9 It was essential that the shared communal spaces were scattered throughout the scheme to ensure that all residents had ease of access to shared facilities where they could meet and greet neighbours and friends.

4.2.10 The landscape is an essential element of the scheme; the layout of the different blocks creates distinct interstitial courtyard spaces that respond to the adjacent programme and qualities of each block.

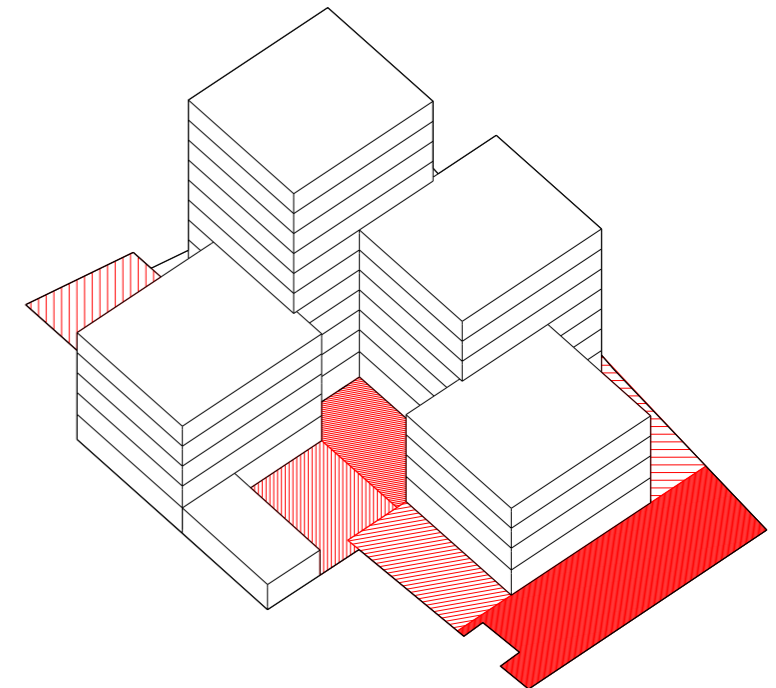
1.



2.



3.



Above

1. Key routes into the proposal

Definition of routes: public, private and vehicular entrances

2. Key communal shared spaces

Placement of generous common/public spaces to promote infiltration of air and light

2. Key garden/courtyard shared spaces

Placement of a "patchwork" of gardens on ground and lower ground level

4.2 Key Concepts

Landscape Concept

4.2.11 *"Beauty is the moment of transition..."*
- Ralph Waldo Emerson

4.2.12 The starting point for the landscape is the 'Hortus Conclusus'. Our aim is to create a series of enclosed outdoor rooms and gardens which reflect the character of these types of cloister gardens.



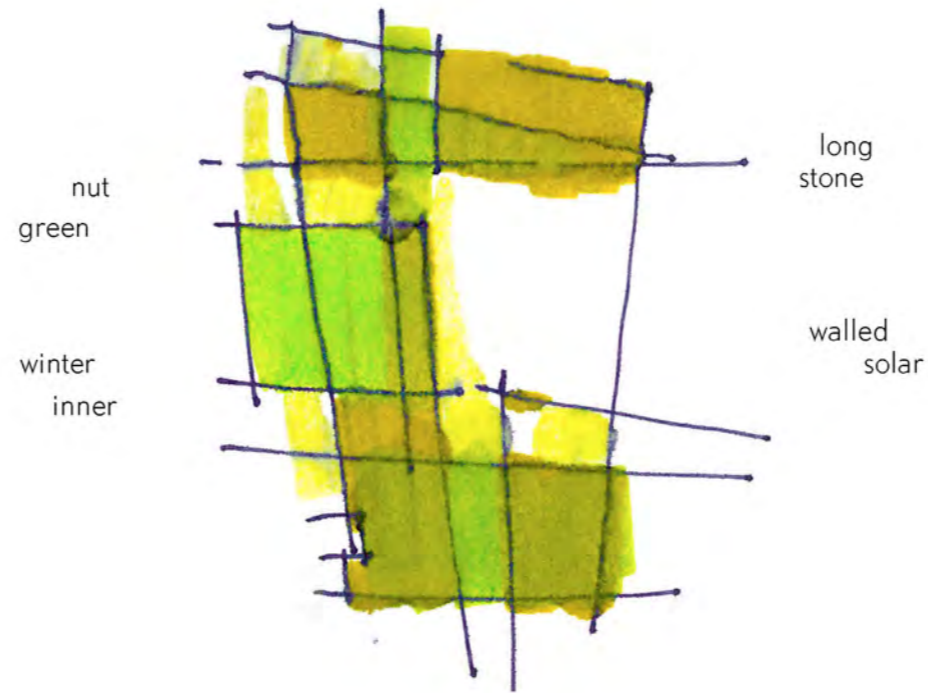
Clockwise from left

Threshold; Hortus Conclusus; enticement; anticipation and curiosity; enclosure with visual permeability; revelatory transitions

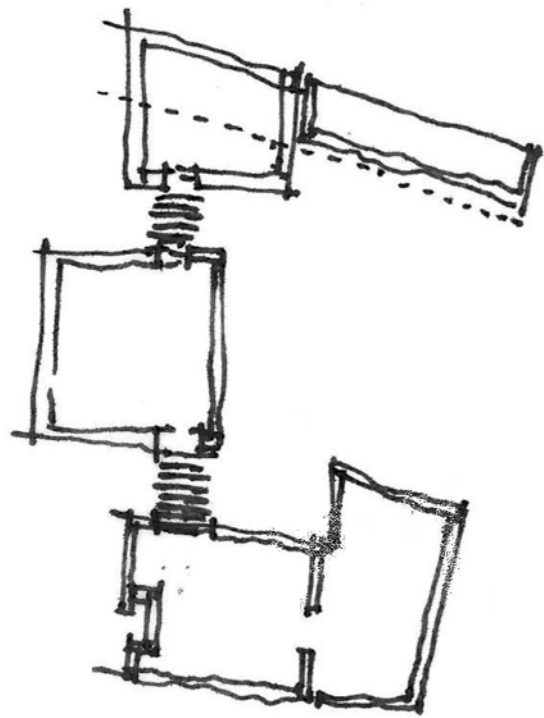
1.



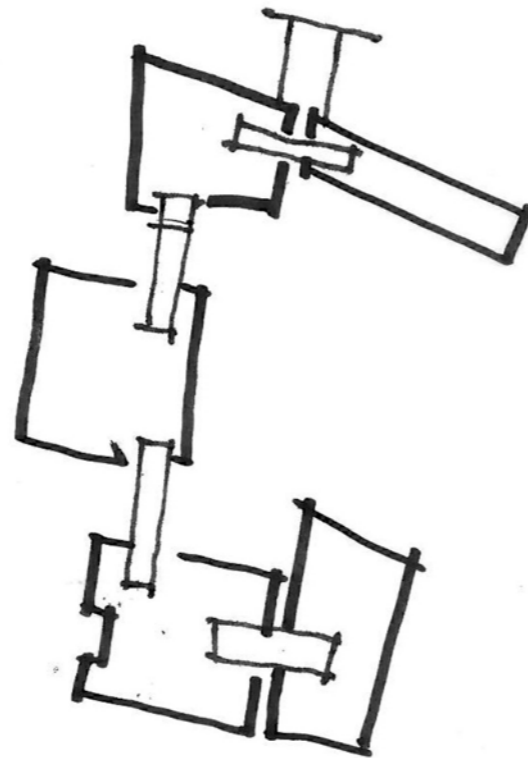
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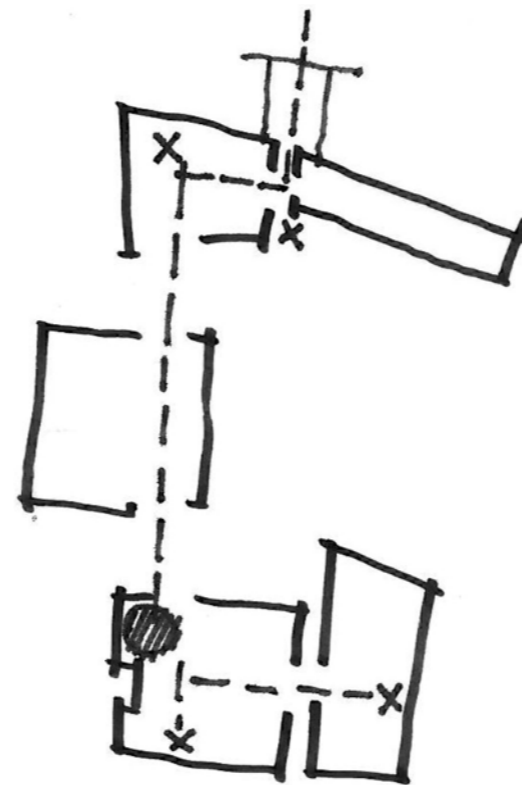
3.



4.



5.



4.2 Key Concepts

Landscape Concept

4.2.13 A successful cloister garden can be said to possess the following spatial elements: enclosure, threshold and engaging sight lines.

4.2.14 Each courtyard is connected to the next through a threshold. The views in between and through each courtyard create a sense of anticipation and journey while walking through the landscape.

Left

1. 'Rectangular motif in Red and Mustard' - Victor Pasmore

2. Interlocking outdoor rooms; axis and the gathering of neighborhood components

3. Courts defined

4. Thresholds defined

5. Lines of vision

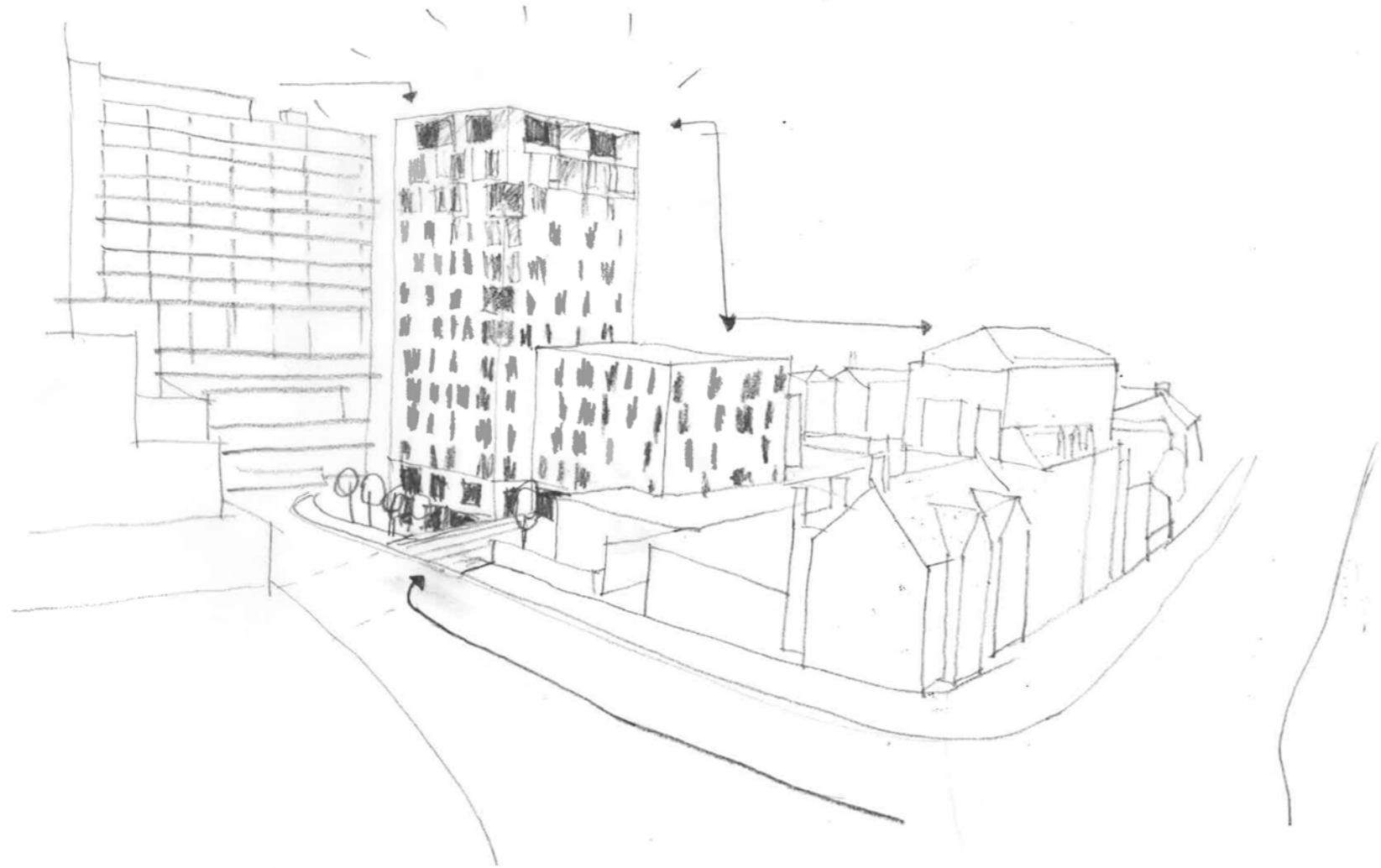
5. Key design development through the pre-application process and consultation with local residents and stakeholders

5.1 Design Development

Massing Options

5.1.1 The proposal is designed to mediate between the mass and bulk of Royal Free Hospital and the adjacent buildings on Haverstock Hill. It also seeks to improve public access to Rowland street, creates an active frontage and provides permeability to the gardens beyond.

1.



Above left

1.
View south-east towards project site,
showing building massing from Haverstock
Hill and proposed 14-storey building

5.1 Design Development

Massing Option 01: 14 storey building

5.1.2 The initial massing proposed incorporated a 14 storey element to Block B. This was deemed to relate to the hospital building and would help obscure views towards the brutal facade and at the same time provide an opportunity to break down the mass of the RFH. The lower blocks matched the height of the convent.

5.1.3 Block A - Ground + 4 storeys

Block B - Ground + 13 storeys

Block C - Ground + 4 storeys

Block D - Ground + 3 storeys

1.



2.



3.



Left to right

1.
Model of 14 storey proposal, facing east
from Haverstock Hill

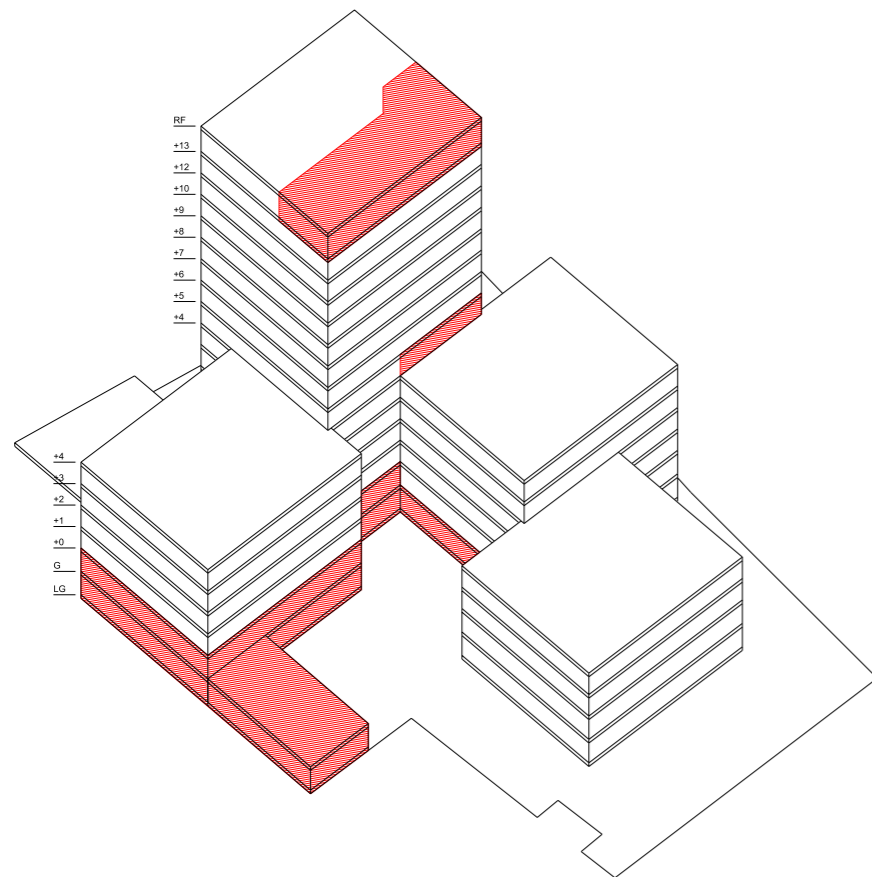
2.
Model of 14 storey proposal, facing west

3.
Aerial view of model of 14 storey proposal,
from south-east corner

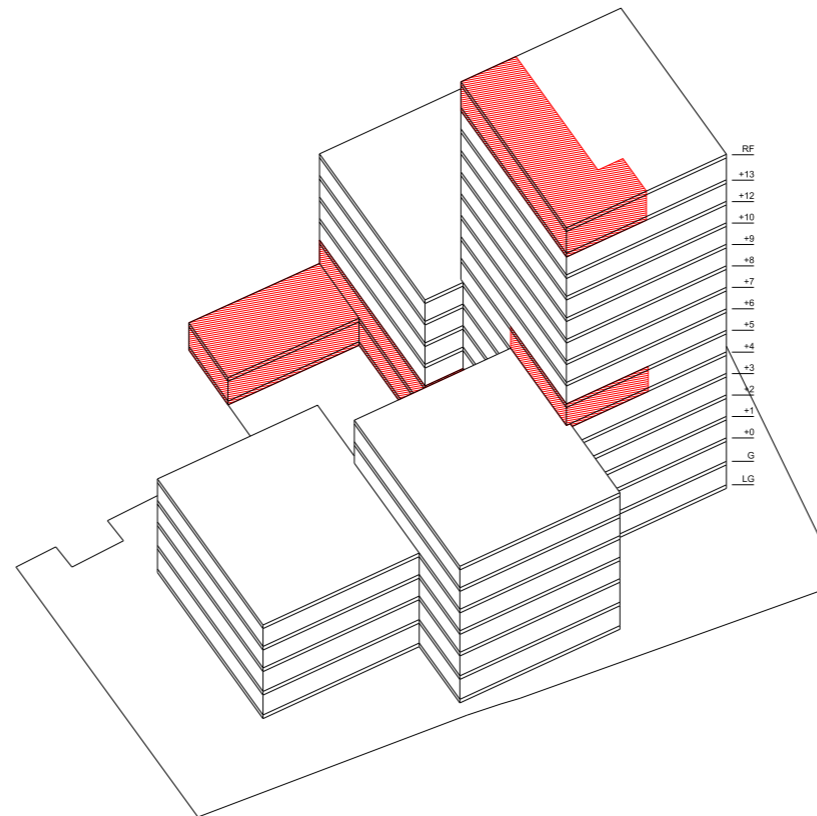
5.1 Design Development

Massing Option 01: 14 storey building

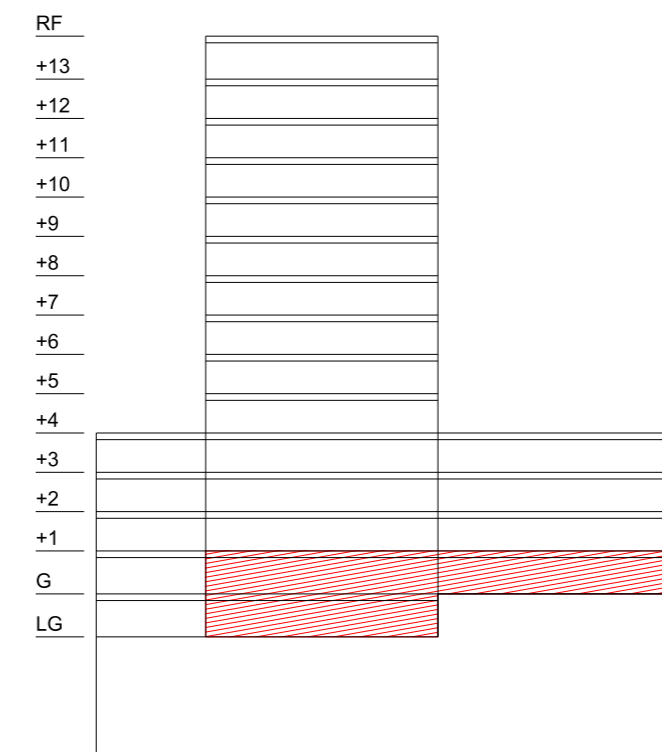
1.



2.



3.



Left to right

1.
Ground +13
Isometric diagram from south-west

2.
Ground +13
Isometric diagram from east

3.
Ground +13
North Elevation diagram

5.1 Design Development

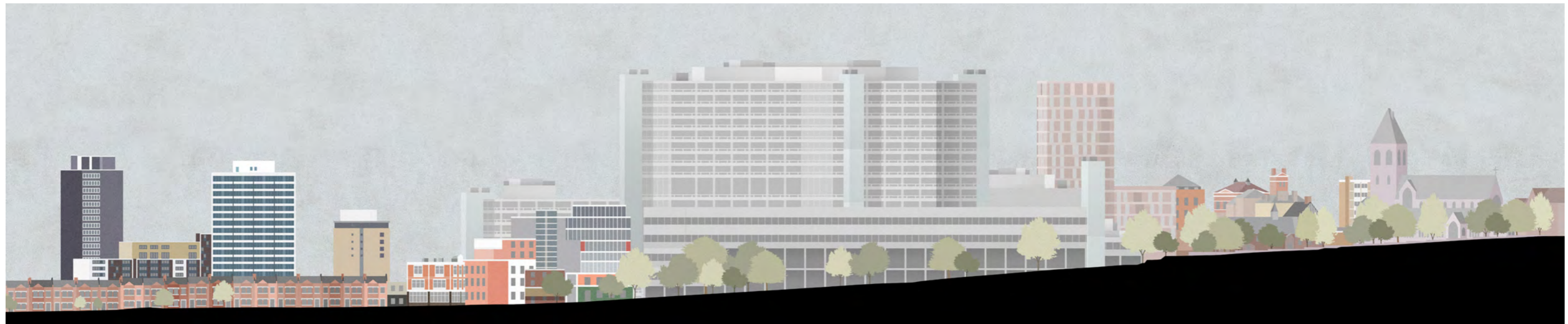
Massing Option 01: Site Sections

5.1.4 The site sections show the 14 storey block relating to the height of the hospital and the lower blocks being smaller than the school and relating to the existing convent building in scale.

1.



2.



Above

1.
Section/elevation along Haverstock Hill
looking east towards project site

2.
Section/elevation along Pond Street
looking south towards project site

5.1 Design Development

Massing Option 01: Urban Context

5.1.5 We tested the scale of the 14 storey proposal in key views relating to the hospital and church view.

1.



2.



3.



Left to right

1.
14 storey proposal facing north from
Haverstock Hill

2.
14 storey proposal facing south along
Haverstock Hill

3.
14 storey proposal facing south-east from
Haverstock Hill

5.1 Design Development

Massing Option 02: 12 Storey building

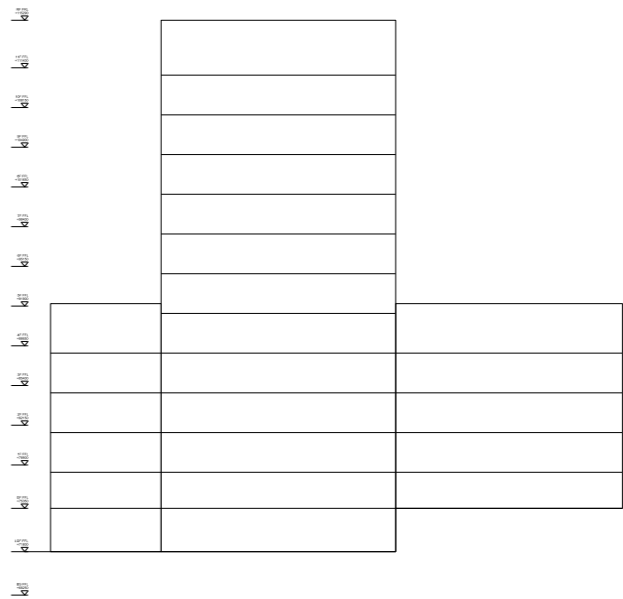
5.1.6 In response to the investigations of the initial massing, we lowered the taller element by two storeys. Consequently it related more to the scale of St. Stephen's church steeple and the context and less to the hospital height.

- 5.1.7 Block A - Ground + 4 storeys
- Block B - Ground + 11 storeys
- Block C - Ground + 4 storeys
- Block D - Ground + 3 storeys

1.



2.



Clockwise from left

1.
Massing sketch from Ornan Road

2.
North elevation diagram - 65 units

5.1 Design Development

Massing Option 02: 12 Storey building

5.1.8 The site sections show the taller element matching the apex of the church steeple and the lower blocks being smaller than the school and relating to the existing convent building in scale.

1.



2.



Above

1.
Section/elevation along Haverstock Hill
looking east towards project site

2.
Section/elevation along Pond Street
looking south towards project site