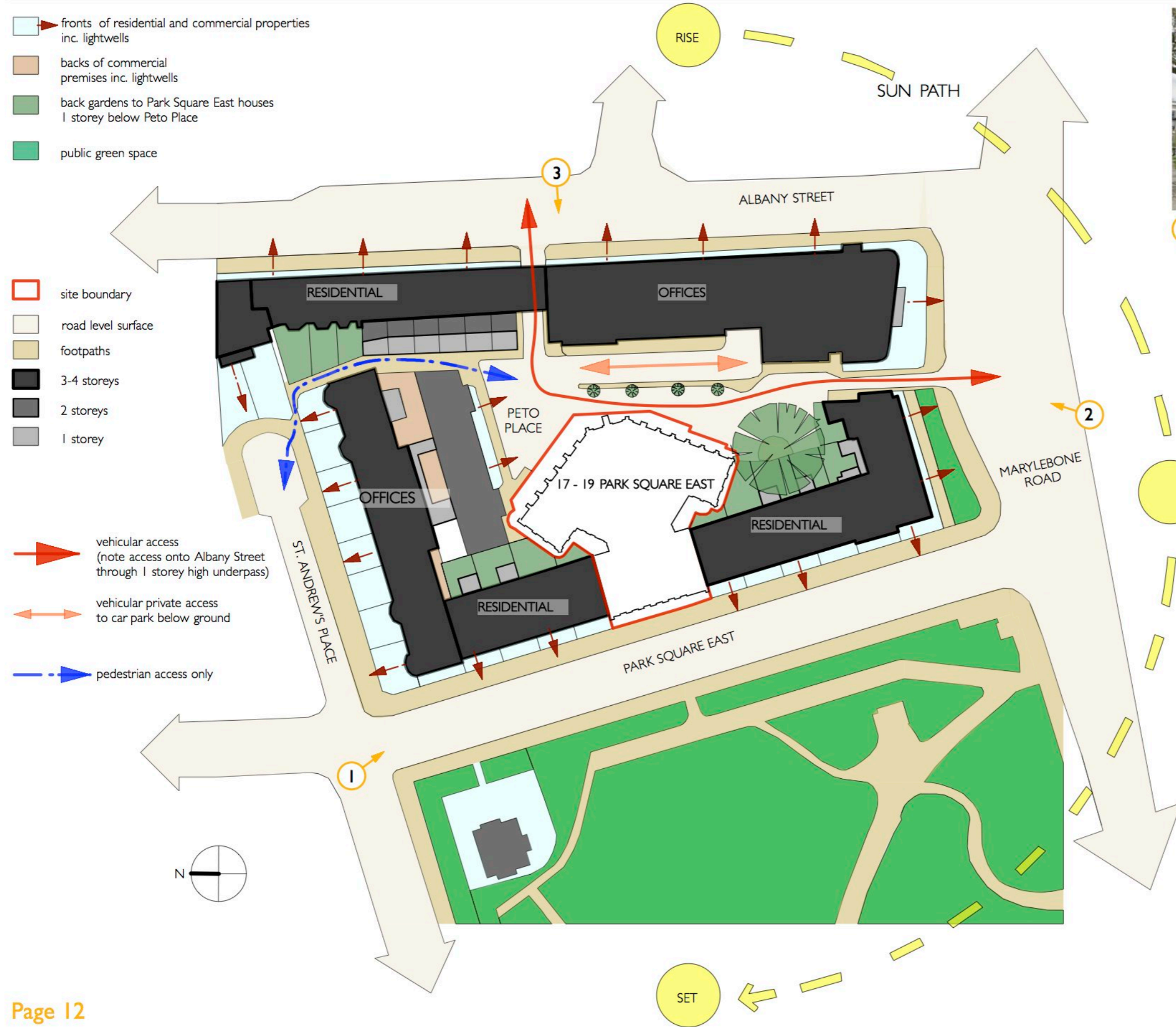


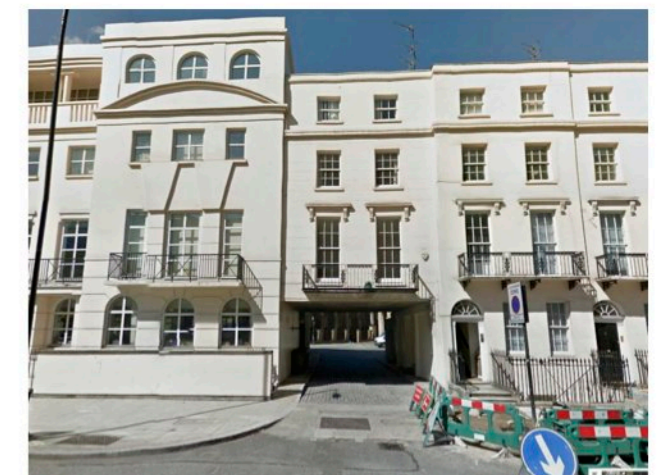
# 2.4 SITE ANALYSIS



1 Junction of Park Square East and St. Andrew's Place



2 Entrance to Peto Place from Marylebone Road



3 Entrance Archway into Peto Place from Albany Street

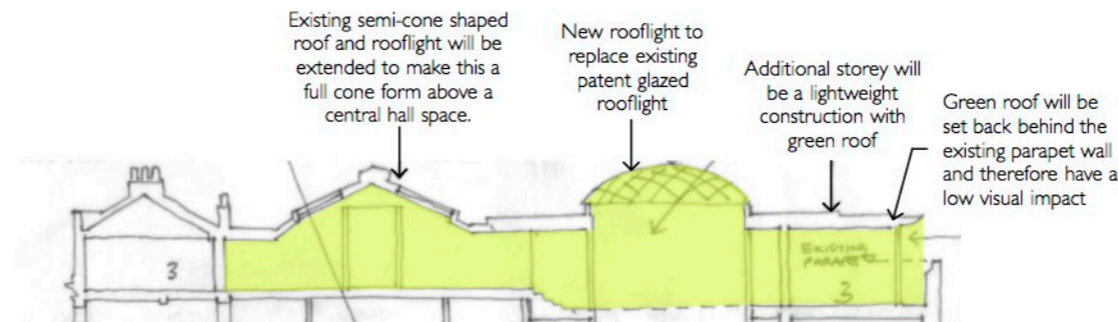


# 3.1 DESIGN DEVELOPMENT

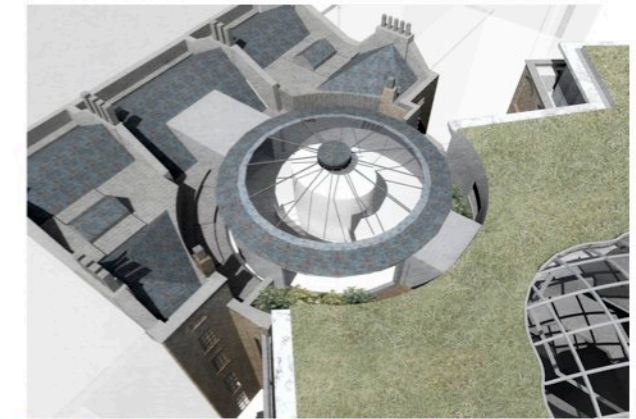
Our proposal has evolved through many design stages, at each stage all interested parties including the Client, Planning and Conservation Officers, English Heritage, historical and technical consultants have been consulted and their comments have been fed into our design process. We have been engaged in a Pre-application process with Planning Service, Planning and Conservation Officers, which have involved monthly meetings including on site meetings.

Our key aims from the start have been to achieve a synthesis in our design that balances the successful refurbishment from the existing office use, into high end apartments, while at the same time protect and revitalise the history of the building.

To the rear of the development onto Peto Place, the proposal is to create an additional storey on the existing flat roof area of the Peto Place building. This would not manifest itself, to be seen from Park Square East. The additional storey would be a lightweight construction with a green roof, set back behind the existing parapet walls to have a low visual impact over the very robust building form of the Peto Place building below. The existing rooftop plant room dating from the 1990's would be removed, and the existing semi-cone shaped roof and rooflight extended to make this a full cone form above the entrance hall of the top floor apartment.



Extract of proposed sketch section of new third floor storey and how this could be integrated into the existing coned rooflight.



3d cad model study of new third floor roof from above and how this could be integrated into the existing roof.



3d cad model study looking at a possible shape of the eaves of the new roof and reducing its impact in relation to the existing building as seen from Peto Place.



3d cad model study looking at a possible shape of the eaves of the roof and materiality of the new terrace at an early design stage.

Extracts above are of interim design stage, proposed sketch section and 3d cad drawings, investigating roof forms and the new Third Floor storey.

## 3.1 DESIGN DEVELOPMENT

The existing building has evolved since its original use as the Diorama in 1823. Like many buildings of its age there are many remnants of each stage of the buildings evolution through its subsequent uses. Part of the design process has been to reflect on the historical survey by Donald Insall Associates and analyse this to establish a historic strategy which underpinned our design intent.

At an early stage it was decided that while there was some merit to the remaining baptist church refurbishments in the atrium off Park Square East that these had been negated and diminished in modern times by late twentieth century interventions. Therefore it was agreed by all that although there was little actual remaining of the original Diorama within the building, it was preferred to carefully remove the Baptist Church additions and re-create a memory of the original use of the building as The Diorama within the curved walls of the atrium, which were shaped for the original use of the circular 'saloon' or viewing gallery space of The Diorama.

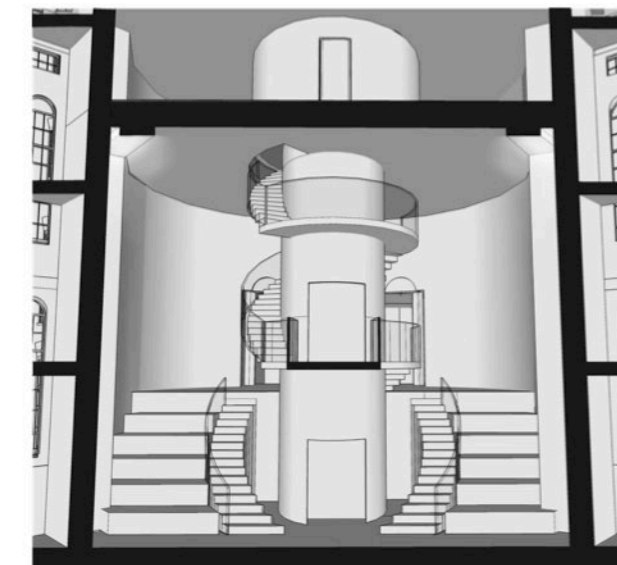
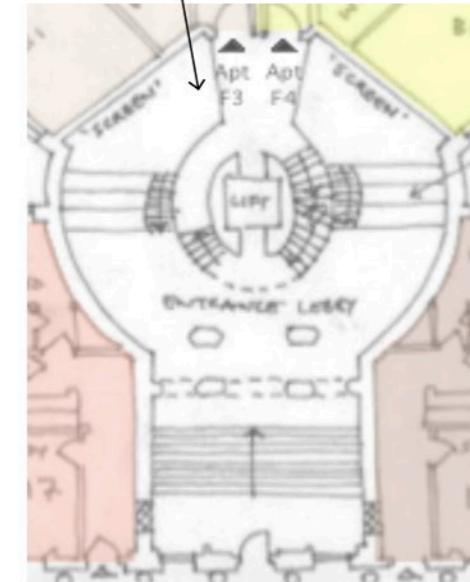
Throughout the design process it has been our intention that No. 17 and 19 Park Square East be returned to their original use as individual residences entered through their existing and original entrances, off Park Square East. The original plan form of both 17 and 19 and some original features mainly to the stairwells survive intact.

Throughout the life of the building 17 18 and 19 have had links at upper floor levels. In its current use 17 and 19 are linked to 18 on every floor except first floor. Originally there was a first floor in the front part of 18 which was removed after the Diorama use ceased. Therefore our design has evolved in the knowledge of historical precedent , to make best use of no. 18 at the upper levels, to re establish the original first floor space to no.18 and to utilise existing openings and carefully make new openings between no.s 17, 18 and 19.

Double height lobby entrance in the proposed cylindrical space of the Diorama building



Recreate the cylindrical space of the Diorama building that previously contained the rotating auditorium as a memory of the Diorama



Extracts above of interim design stage, proposed sketch section , plan and 3d cad drawings of entrance lobby, investigating re-creating a memory of The Diorama.

From the outset and prior to submitting this application the design has evolved through extensive discussions with the relevant authorities as part of a formal Pre Application process.

All members of the design team have taken part in the Pre Application consultations that have taken place, with the following bodies.

- Borough of Camden  
Planning Authority, including Conservation and Planning Officers  
Transport officers with regard to the design of the cycle parking and CPG 7  
Environmental officers with regard to Refuse Storage.  
Building Control in order that we meet with the relevant Approved Building Regulations.
- English Heritage

Pre application advice has been received from officers of the above bodies through 2012 and 13 and the design amended to address the comments raised.

The following meetings/approaches and responses took place :

Meeting with a Borough of Camden Senior Planning Officer, Conservation and Urban Design Officer as well as a representative of English Heritage.

- Meeting on site, 6th September 2012.

Pre-Application Submission October 2012 to Borough of Camden Planning Authority.

- Response in writing 7th January 2013 from a Senior Planning Officer.

English Heritage, Principal Inspector of Historic Buildings and Areas, City and East London.

- Meeting 10th January at English Heritage Offices.
- Response in writing 11th January, to confirm support in principal of the proposals tabled the day before.

Pre-Application Meetings, at London Borough of Camden Offices , with Planning and Conservation Officers, London Borough of Camden.

- Meeting 1 , 6th December 2012.
- Meeting 2 , 7th February 2013.
- Meeting 3, 12th April 2013.\*

Borough of Camden, Environmental Officer with regard to the Refuse Storage Design.

- email sent by Hub Architects 15th February 2013
- email response and outline approval in principal of Refuse Strategy 20th February 2013

\*Subsequent to the third meeting , we sent our proposals to the Conservation Officer, 30th April 2013. These proposals included the revisions taking note of comments made at that third meeting 12th April 2013. The Conservation Officer, commented back that he was satisfied with the revised proposals.

For further information on the above meetings, please refer to the Planning Statement, to accompany this report by the Planning Consultant, DP9.

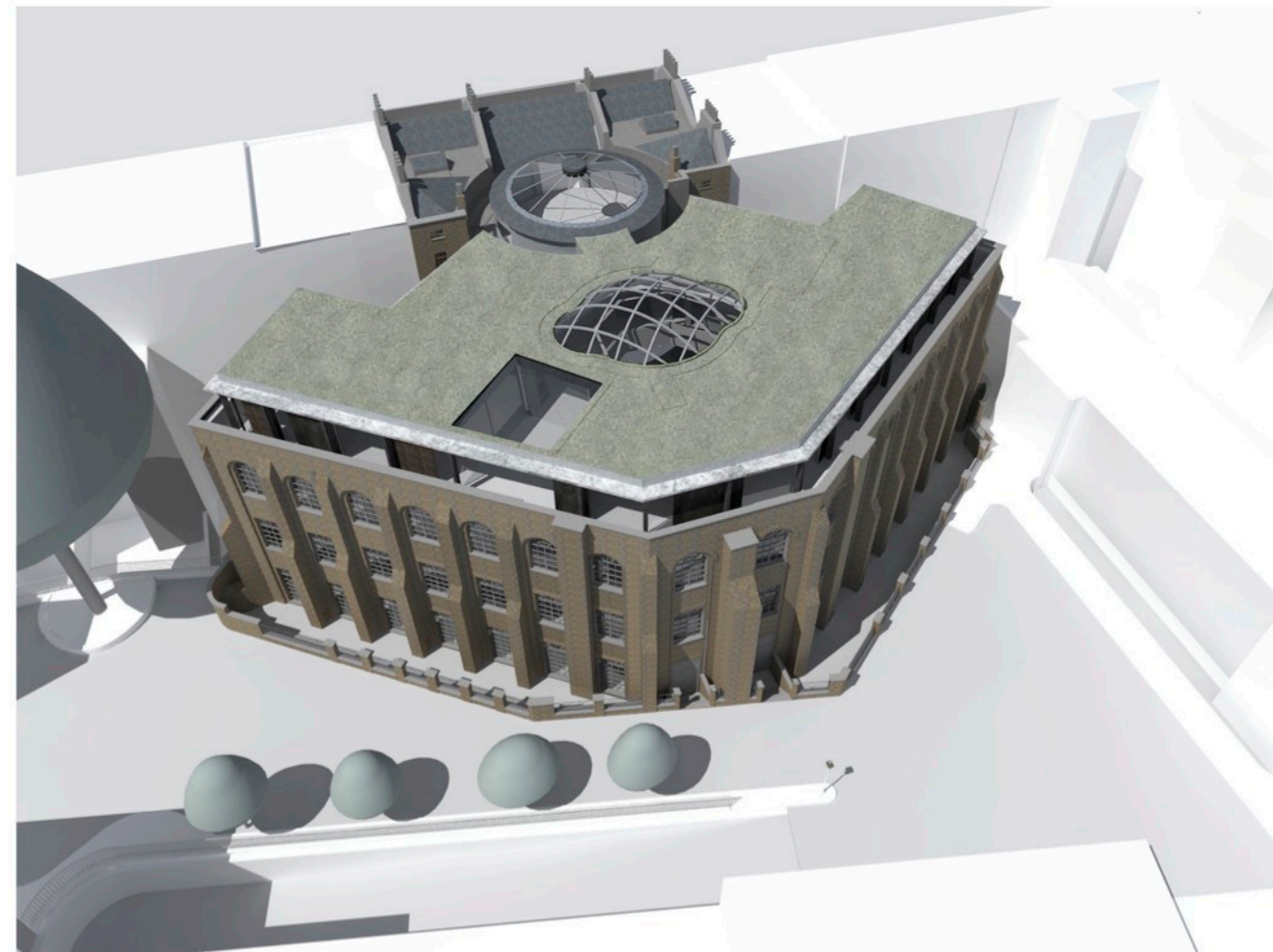


Interim design stage cad model as tabled at one of the Pre Application meetings

Our overriding vision for the site has been to achieve a high quality architectural design , which revitalises and protects the rich history of the Diorama building.

The client, architect , design team and planners have set the task of achieving the following targets as part of the proposals. These are

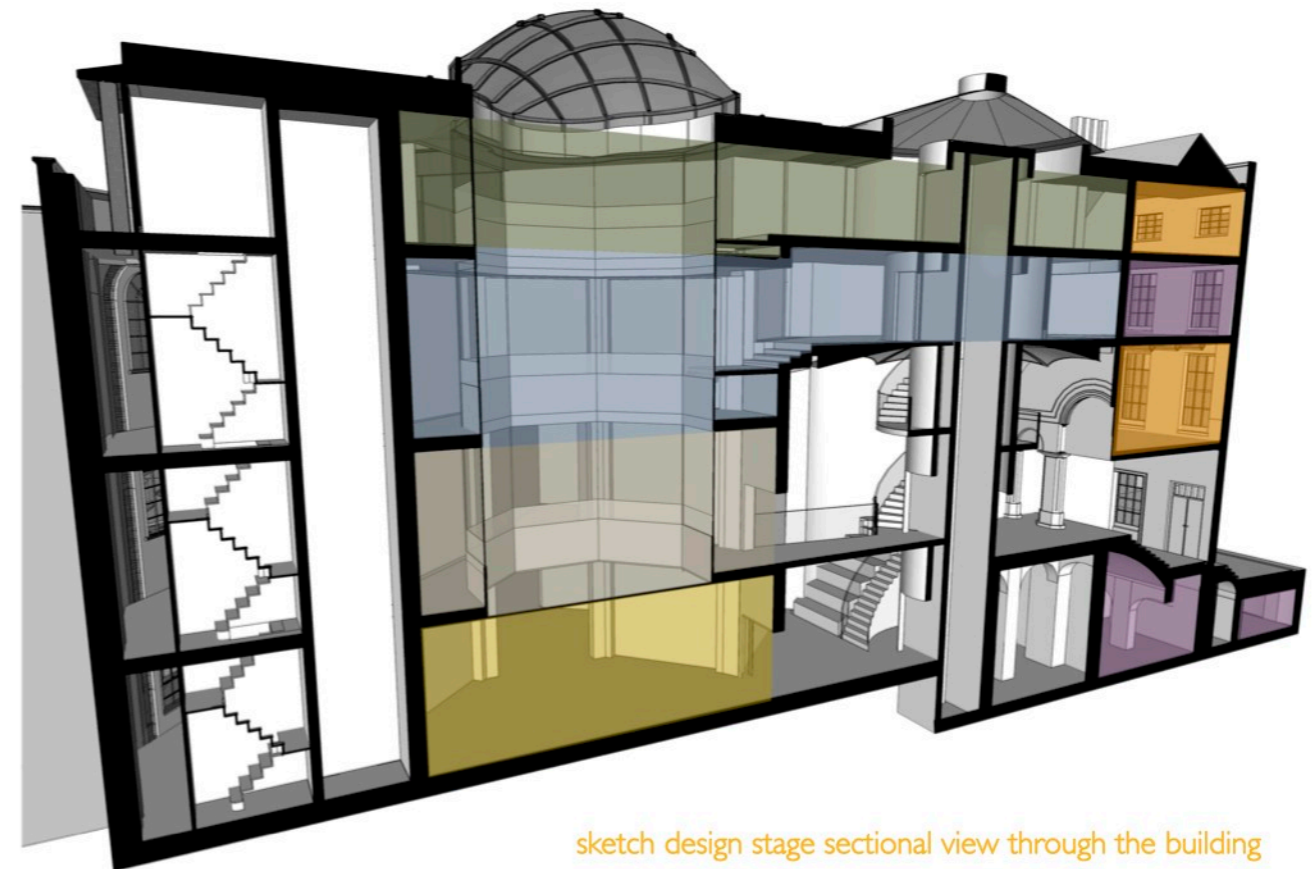
- Sustainability - BREEAM 'Excellent' Rating for the refurbishment of the existing building  
Code for Sustainable Homes , Level 4, for the new- build Third Floor above Peto Place Polygonal building.
- Building for Life
- Secure By Design
- Wheelchair Housing Design Guide
- Camden Local Development Framework and Planning and Design Guidance
- London Plan Supplementary Planning Guidance
- London Housing Design Guide.
- Building Regulation Approved Documents.



## 3.4 ARCHITECTURAL STRATEGY

With a full design team being in place from the start, the project has benefited from a holistic approach. From the beginning, Architectural design, environmental and structural principals as well as the rich history of the building have been considered and have informed the design.

- Revitalising and protecting the rich history of the building and expressing this through the design and refurbishment of the building.
- To provide high quality housing which meets the rigour of the high end London housing market.
- Improve the public realm to Peto Place including improved refuse and cycle facilities.
- Additional third floor roof extension designed to compliment the existing scale and materiality of the existing polygonal building as viewed from Peto Place.
- Creating a development which is adaptable, to meet the future needs of the residents.
- Using sustainable forms of construction to reduce carbon emissions during construction and in use.
- Designing well detailed buildings that respond to both current and future climate change. This will reduce the occupants use of fossil fuels for heating lighting and electricity.
- Re developing the site to provide a high quality design reflecting 21st century residential needs.
- Achieve Level Code 4 for BREEAM, Code For Sustainable Homes for the new third floor extension and a BREEAM, 'Excellent' rating for the refurbishment of the existing building.
- To improve the sites environmental conditions landscaping and biodiversity through the design of the new third floor extension green roof
- Ensure the site is safe and secure.



sketch design stage sectional view through the building





# 4.1 LAYOUT, MASSING, SIZE, SCALE and ORIENTATION

The refurbishment has been laid out with the apartments, communal circulation and atrium space organised within the Polygonal, Peto Place building and central cylindrical space, originally built for the Diorama 'Saloon' or viewing gallery. The front section facing onto Park Square East has been returned to the original use as two individual town houses.

The town houses no. 17 and 19 Park Square East extend into no.18 at basement, first as well as second and third floors. It is proposed to reintroduce a first floor level to no. 18, where a floor previously existed in the original Diorama, phase of use of the building.

The basement of no. 18 under the entrance atrium steps is proposed to house a section of the plant room, the remaining plant is to be located within a new basement area below the Polygonal building and also separate to this, within an area under Peto Place, as an extension of the Polygonal building's lightwell on the Jerwood Medical Centre side. A small single storey building is proposed to house a new electricity substation and electrical switch room, in a separate corner of Peto Place adjacent to the rear of no. 3 Albany Terrace (Please note for refuse and bike storage, refer to Cycle and Refuse Strategy as part of the Supporting Statements to this report)

The existing floor plates of the Peto Place Polygonal building are proposed to be retained. At Lower Ground and Upper Ground Floors there are 4 apartments, 2 on each floor within the rear of the Polygonal building. There is proposed a single apartment at Second Floor level within the rear of the Polygonal building and the cylindrical space adjacent. The sixth apartment is located to the new Third Floor level, with facades set back behind the existing parapets.

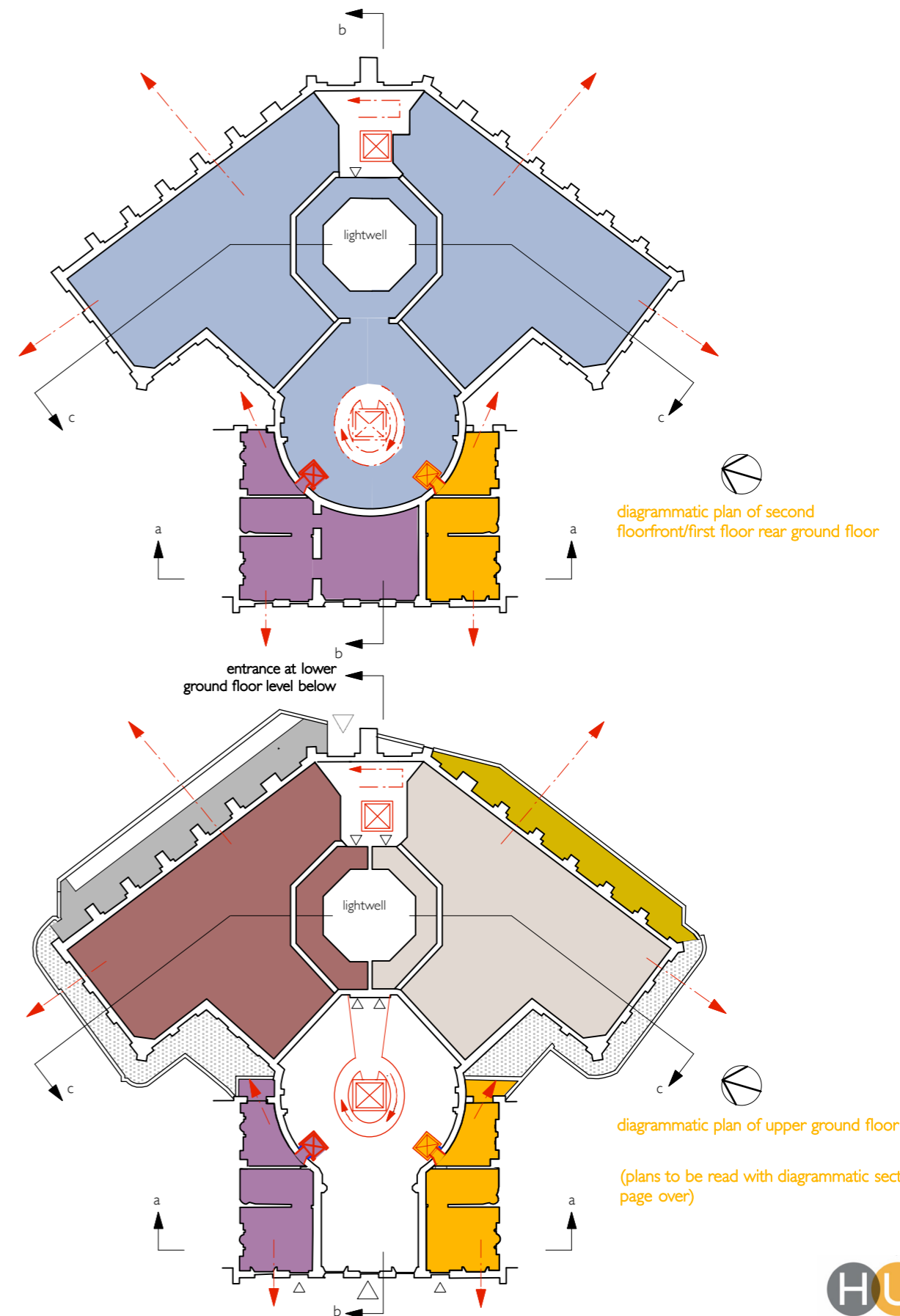
The new enlarged atrium space, has been designed to re-create a memory of the original use of the building as The Diorama. All the apartments above Lower Ground Floor are arranged around an octagonal lightwell. The lightwell is an existing feature, which was introduced to the Building in 1922 as part of the hospital refurbishment. The lightwell brings natural light into the centre of all the apartments, which would otherwise be very deep in plan with potentially underlit central spaces.

There is an existing semi coned shape roof including rooflight above part of the cylindrical space at Third Floor. The proposal is to complete what is a semi cone shaped roof feature. This cone shape space will form the roof above the entrance hall to the new Third Floor Apartment. This will tie the existing building with the new third floor level.

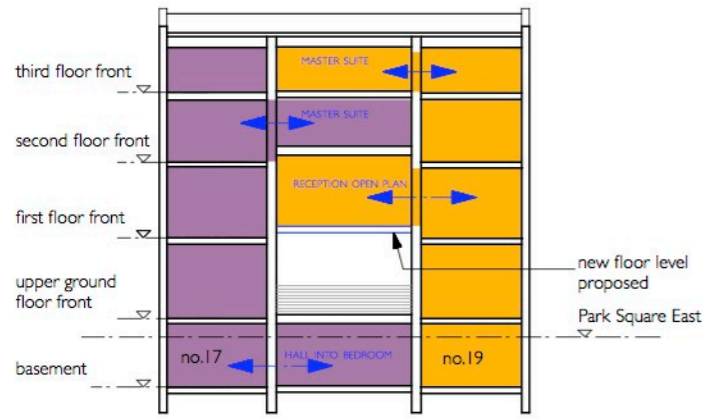
The proposed roof extension has been designed to be subservient to and sympathetic in size, scale and appearance to the massive brick polygonal building below.

There are no single aspect north facing dwellings in the development in accordance with the London Housing Design Guide .

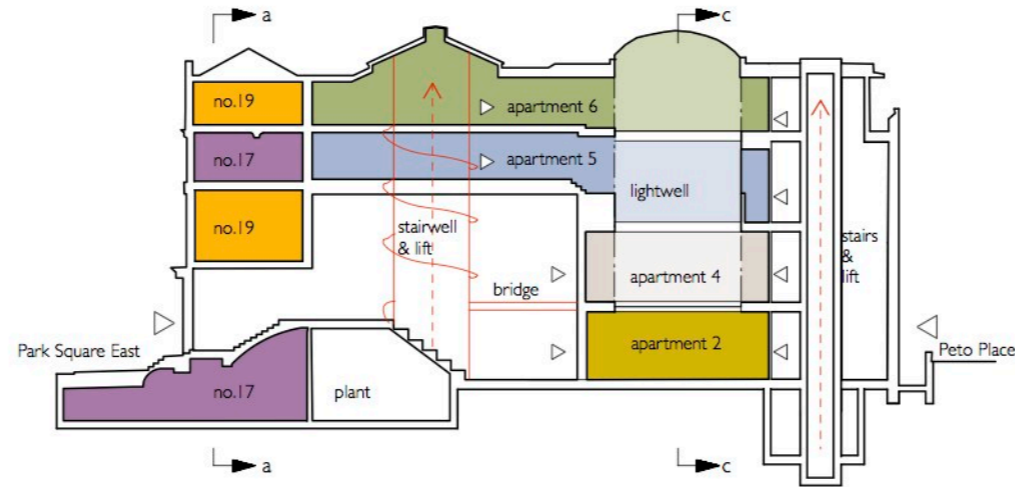
For further information on the Schedule of Works in relation to the historical significance of the existing building, please refer to the Heritage Statement, by the Historic Building Consultant, Donald Insall Associates.



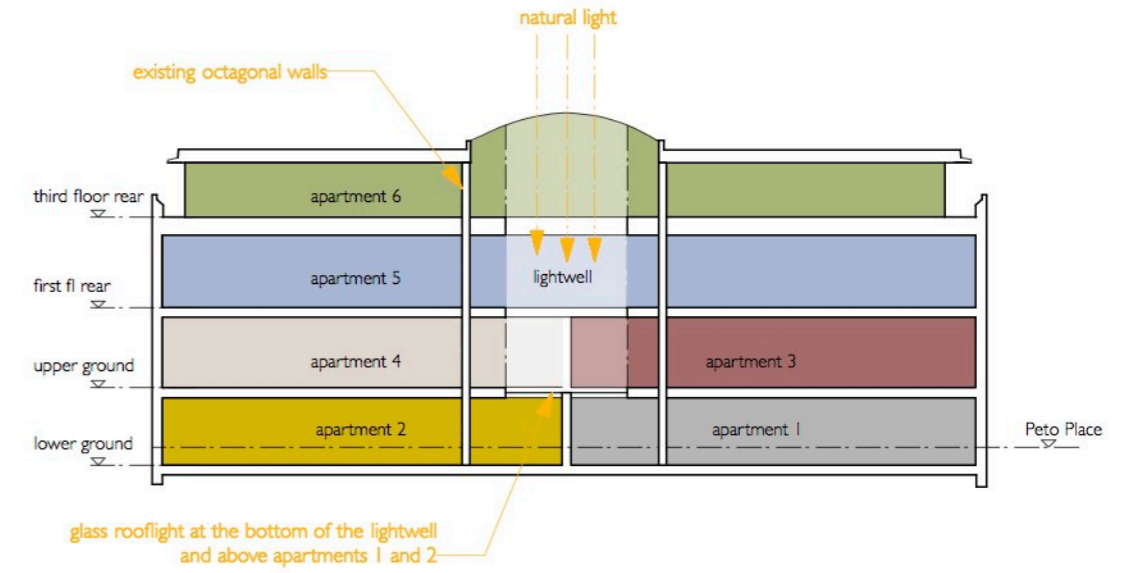
# 4.1 LAYOUT, MASSING, SIZE, SCALE and ORIENTATION



Proposed section a - a across front of Park Square East



Proposed section b - b Park Square East - Peto Place



Proposed section c - c across Peto Place building

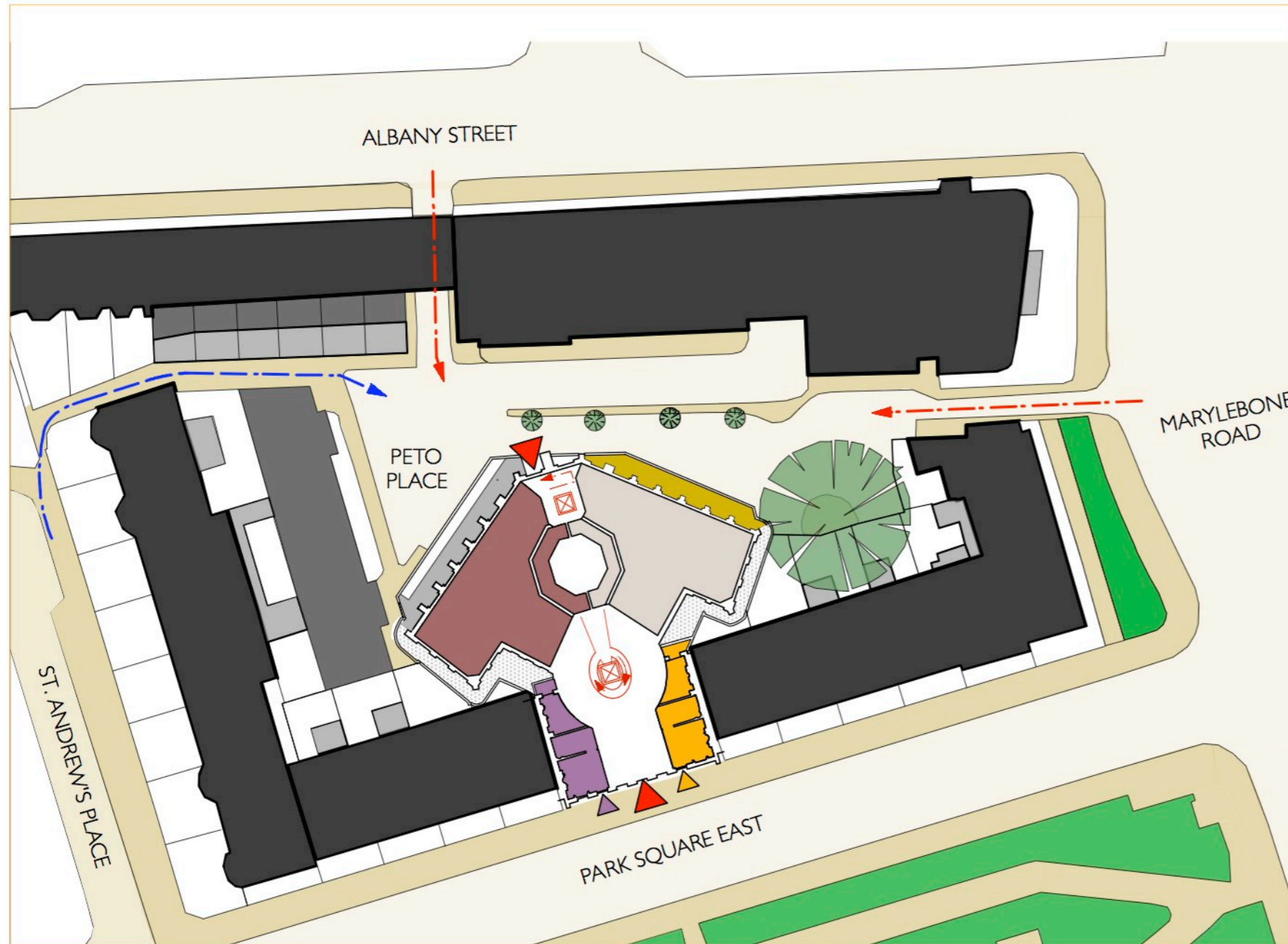


3d section through the refurbishment



View of the proposed refurbishment from peto place, viewed from the north east

## 4.2 ENTRANCES AND APPROACH



no.17 town house entrance  
no.18 entrance to lobby/atrium and communal circulation to apartments 1-6  
no.19 town house entrance

The apartment complex is principally entered through 18 Park Square East, at Ground Floor level, via the existing external and internal steps up into a new enlarged entrance lobby atrium space at upper ground floor level.

There is also a secondary access proposed directly off Peto Place at lower ground level, central to the polygonal building.

The town houses are proposed to have their own off street entrances and internal circulation separate from the apartments via their existing and original entrance steps and front doors. This will re-animate the Park Square East facade to numbers 17 and 19.

In essence the entrance arrangement has been returned to the original organisation, in which the Diorama complex was orientated toward the rear onto Peto Place and accessed through no.18 Park Square East at ground floor level, with separate individual town houses accessed at either side.

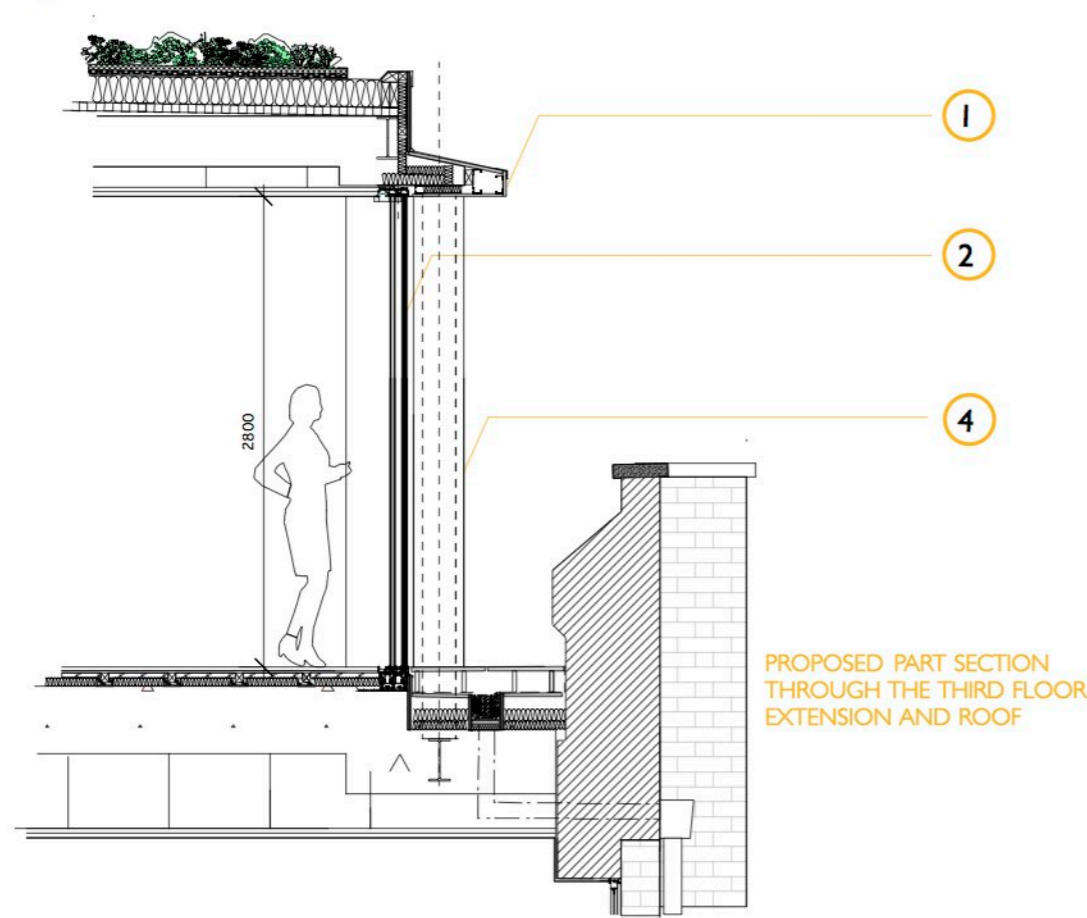
### LEGEND

- = Vehicle access into Peto Place
- = Pedestrian access into Peto Place
- = Entrance to communal circulation for apartments.
- = NO.17 Town house entrance
- = NO.19 Town house entrance

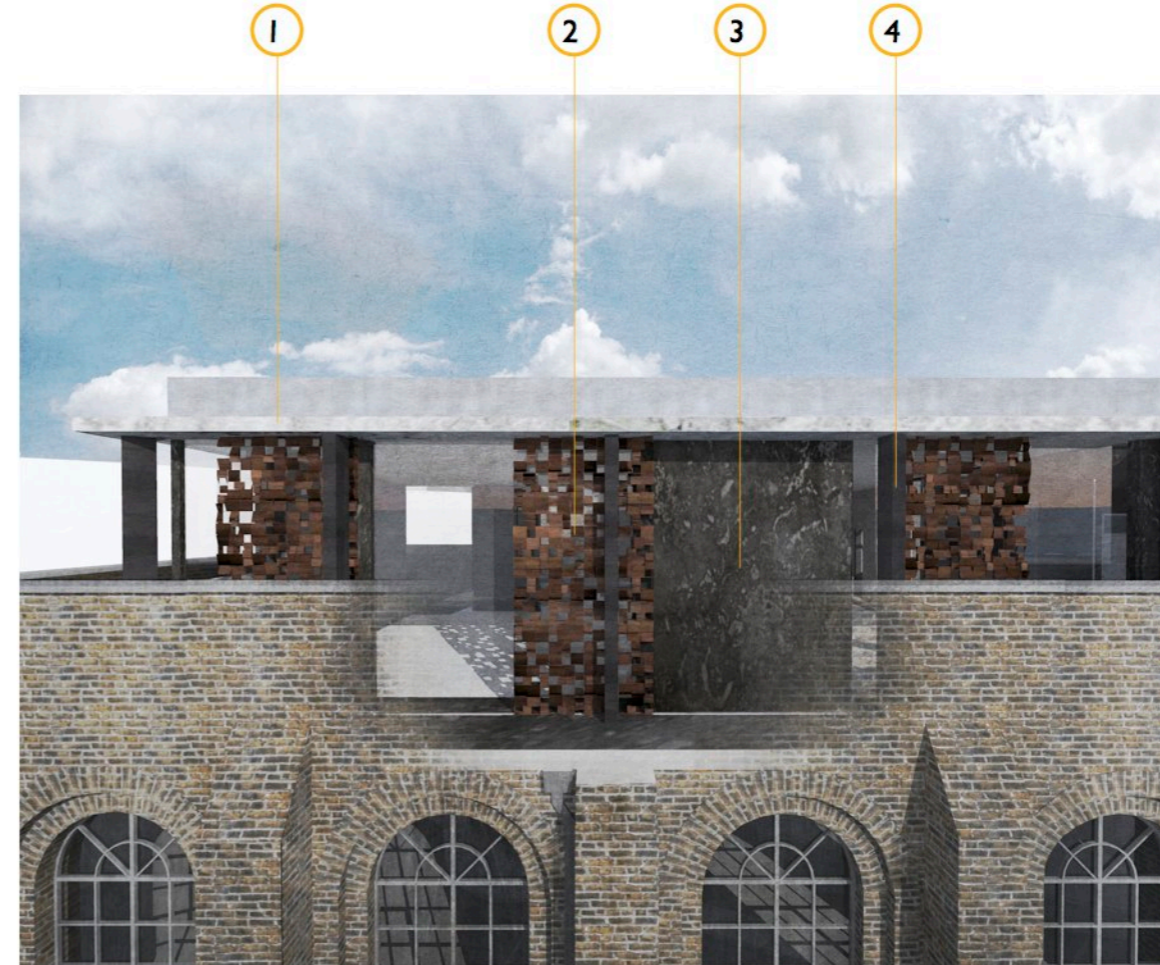
# 4.3 MATERIALS AND APPEARANCE, THIRD FLOOR ROOF EXTENSION

The third floor roof extension has been designed as an invert to the massive nature of the existing polygonal Peto Place building below. Hence the predominant material to the extension is glass. A Skyframe glazing system has been chosen which maximises the amount of glass and exhibits thin, elegant frames, we propose that these frames are finished in anodised bronze in order that there is a unity with the proposed palette of materials adjacent.

Due to the nature of the building and the end use as dwellings at the very high end of the housing market, the materials used have been chosen to exude elegance and sophistication. A small palette has been chosen to achieve a unity in materials including the dominant existing stock brickwork below.



PROPOSED PART SECTION THROUGH THE THIRD FLOOR EXTENSION AND ROOF



PROPOSED 3D CAD MODEL OF THE THIRD FLOOR EXTENSION AND ROOF



light coloured, stone prow to the roof edge



The mottled effect of the existing building's brickwork tessellated patina of age and the natural forms of a moth's wings were inspiration for the design and materiality of the external moveable sun shading screens. The floor to soffit screens are proposed to be set within a floor recessed track within the zone between the track for the skyframe glazing and the rear face of the external columns. These screens would be able to be slid across the southern orientated facades to protect against glare and unwanted solar heat gain. In so doing they will also invigorate and animate the facade as seen from Peto Place.

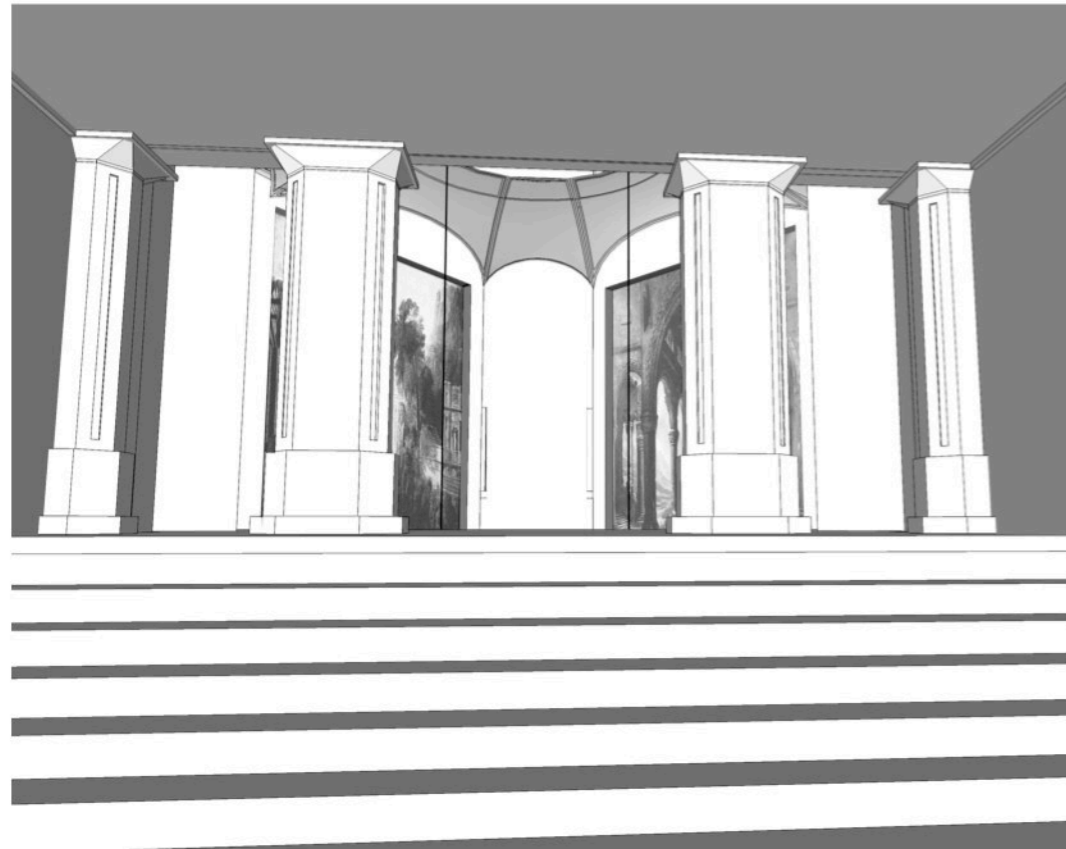


dark coloured natural British stone with fossilised veining to the solid panels between glazed areas.



copper 'oxid' cladding to the external columns

## 4.4 MATERIALS AND APPEARANCE , THE CENTRAL ATRIUM.

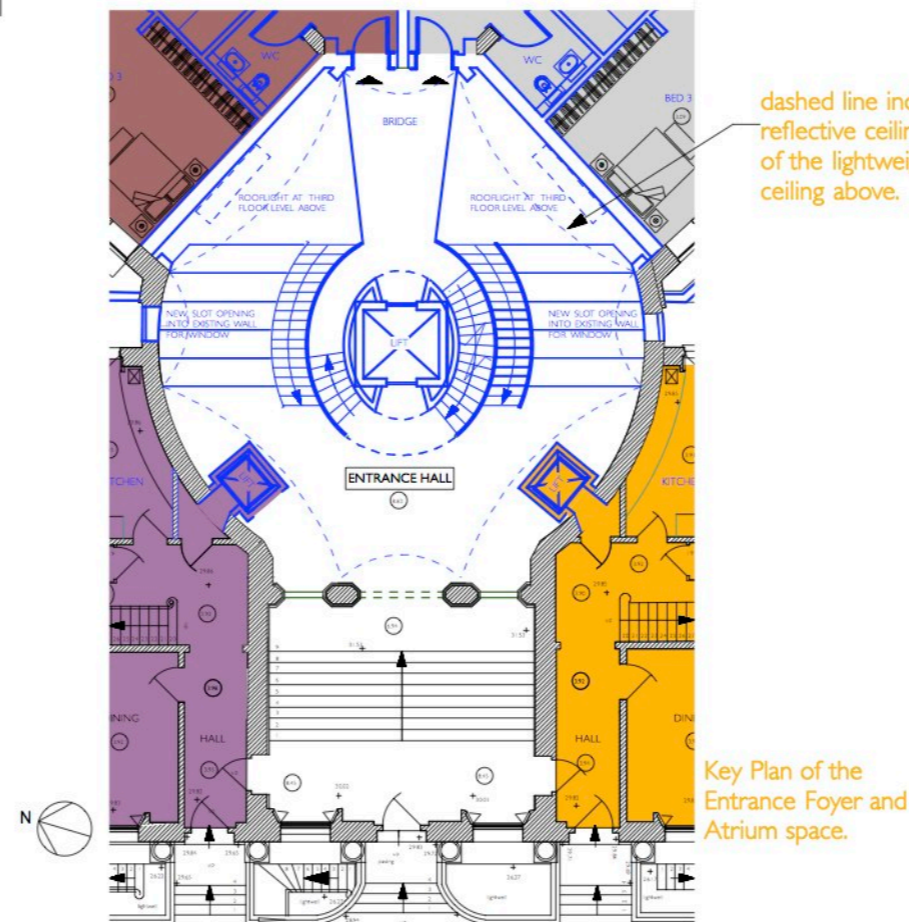


View into the Atrium space, on entry from Park Square East

As part of the proposal the new entrance lobby has been designed to re create a memory of the original use of the building as The Diorama. The proposal involves opening up the cylindrical space much as it would have been for the original use of the space as the auditorium for the Diorama. This is reinforced with screens located to the walls, where originally there would of been openings to view the two Diorama Displays. In addition a new light weight ceiling, aswell as amphitheatre steps which wrap around the curved walls of the space, all to recreate the memory that the space was originally the viewing gallery or 'Saloon' for the Diorama. The new lightweight ceiling of the atrium is tapered at the edges to allow natural light to enter the space from high level rooflights located above.



Sectional view into the Atrium space (Park Square East to the left)



dashed line indicates reflective ceiling plan of the lightweight ceiling above.

Key Plan of the Entrance Foyer and Atrium space.



Historical precedent for the design of the new ceiling to the atrium space. The ceiling is tapered back from the walls to allow natural light to enter the space from high level rooflights.