

2.6. The Site in Relation to its Wider Context

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10 – 12 Museum Street

The Museum Street buildings are stucco faced townhouses in a Neo-Classical style. These are three nineteenth century buildings currently in residential use, with small retail units at ground floor. 10 to 12 Museum Street are almost certain to be contemporary to the terrace properties of 33 to 43 New Oxford Street being completed by c.1845 with laying out of New Oxford Street as part of a slum clearance project for the Street Giles area.

These buildings have been laterally converted with a small stair to the rear and south to provide access to the bedsits above. These units have large sash windows onto Museum street, and recessed blind windows on the south face.



Existing view – Corner of Museum Street and West Central Street

2.6. The Site in Relation to its Wider Context

West Central Street

The West Central Street properties are also mid-nineteenth century, but are stucco faced light industrial buildings. The existing façade of No 16a West Central Street has been subject to various less sensitive interventions over time to the sash windows and ground floor entrances not to mention the stark black and blue paint to the rendered walls.

This building along the western section of West Central Street retains the same architectural features of its listed neighbour at No.16 West Central and No.45 New Oxford Street. The treatment of the southern face of this building introduces two large arched coach entrances as well as a simpler squared double height opening that is assumed to be installed later than the original façade. The building appears subservient to the rest of the buildings in the block due to its height and restrained period features, but nonetheless adds to the character of the immediate surroundings.



Existing view – Corner of West Central Street



Existing view – Corner of West Central Street and Oxford Street

2.6. The Site in Relation to its Wider Context

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2.6.4. Prospect, Aspect and Legibility

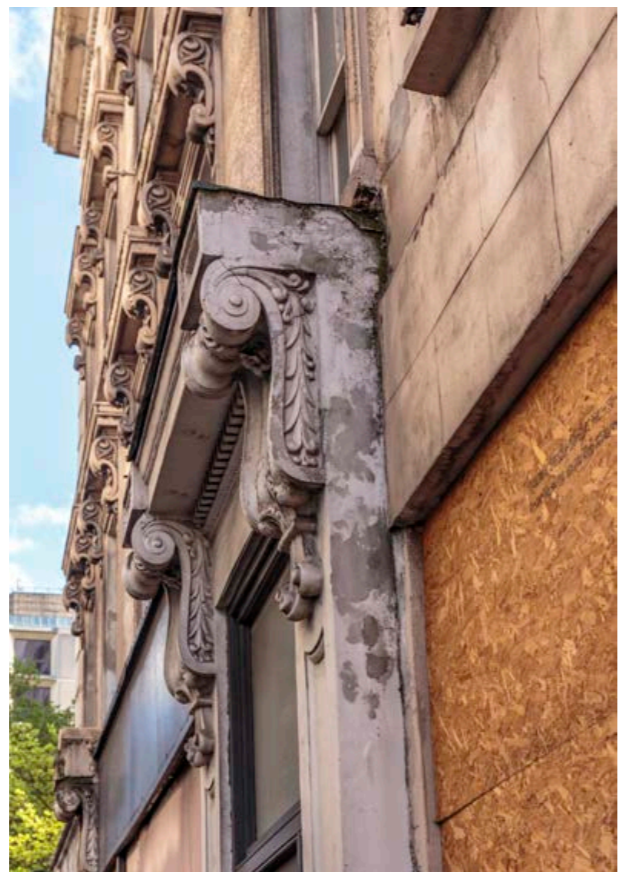
There is a degree of consistency and uniformity to each of the building plots within and surrounding the site and as part of the Bloomsbury Conservation Area. This site sits on the southernmost edge and is identifiable insofar that does not conform this general pattern in the local area. Whilst it is separated by New Oxford Street it is still important that this block retains a level of consistency and uniformity in the overall street pattern and hence the need for the careful repair and regeneration of this block by in filling the missing townscape facades in a contextual yet sympathetic and appropriate manner.

2.6.5. Surrounding Scale, Character and Materials

The architectural character of the block retains the classical Victorian styling that is in the character and scale of the Bloomsbury urban fabric to the north. The architectural treatment of the new facades along the street frontage follows the period features, proportions and materials common to this period with the exception of the art deco building that was built to replace what has been assumed two original terrace properties on New Oxford Street. To the west of the site are decorative brick and terracotta face Edwardian buildings and a late Victorian stock brick building that previously served as a fire station.

The 20th century urban interventions to the south and east of the site are quite monumental in scale and height in context to the current site. These buildings have in effect isolated the block from the character of the Bloomsbury area.





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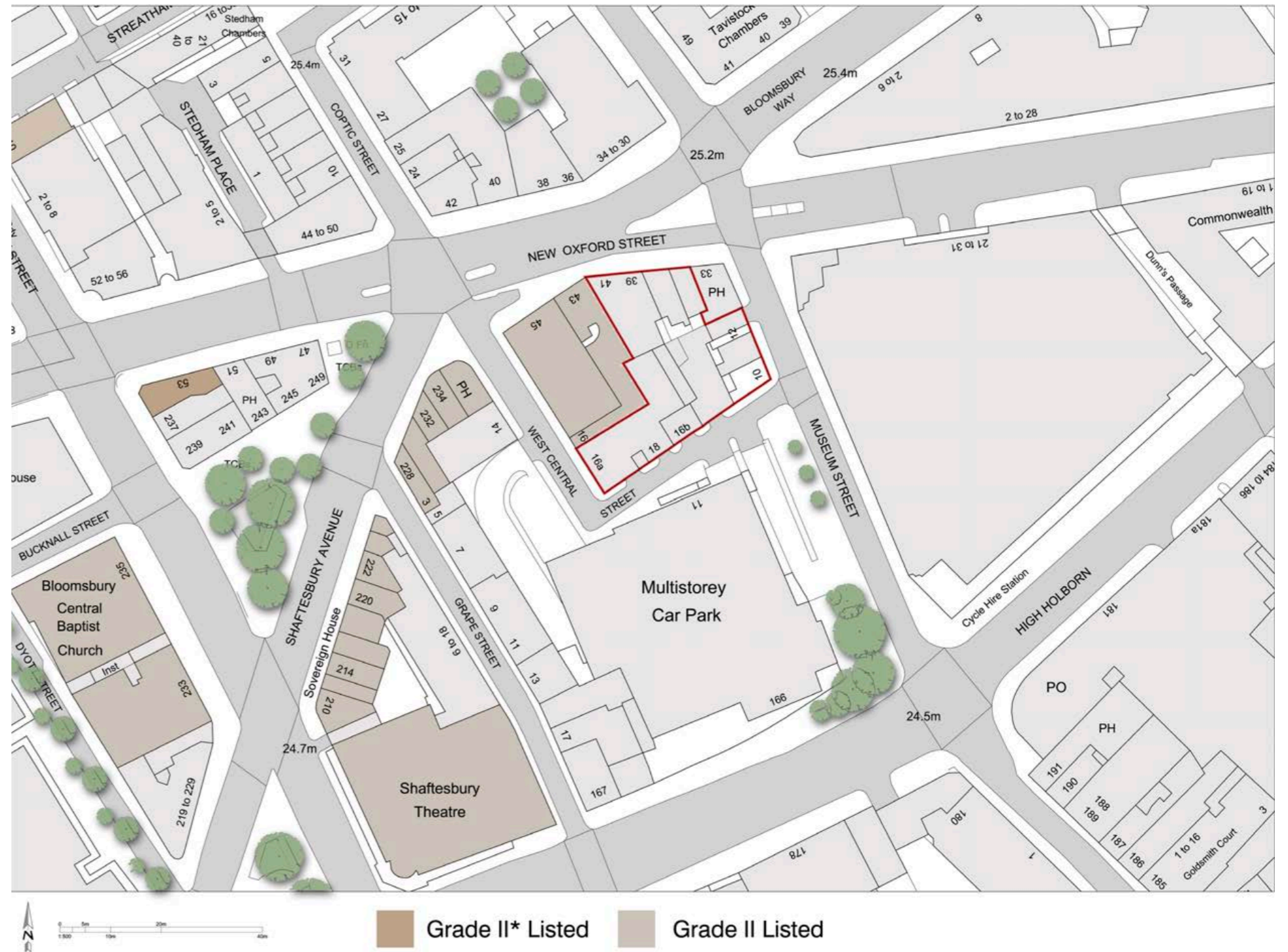
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2.6.6. Site Constraints

The site is on a spatially restrictive urban Island site bordered by two major roads with high vehicle traffic to the north and east. West Central Street by contrast is a L-shaped secondary quiet street linking both the main artery roads. Deliveries are quite restrictive along New Oxford Street and Museum St, although there is a small drop off delivery space to the north west adjacent to New Oxford Street that serves as deliveries for the existing retail units.

The site is overshadowed and overlooked from the taller buildings to the east and south noted above, which restricts direct sunlight to many parts of the block throughout the day.

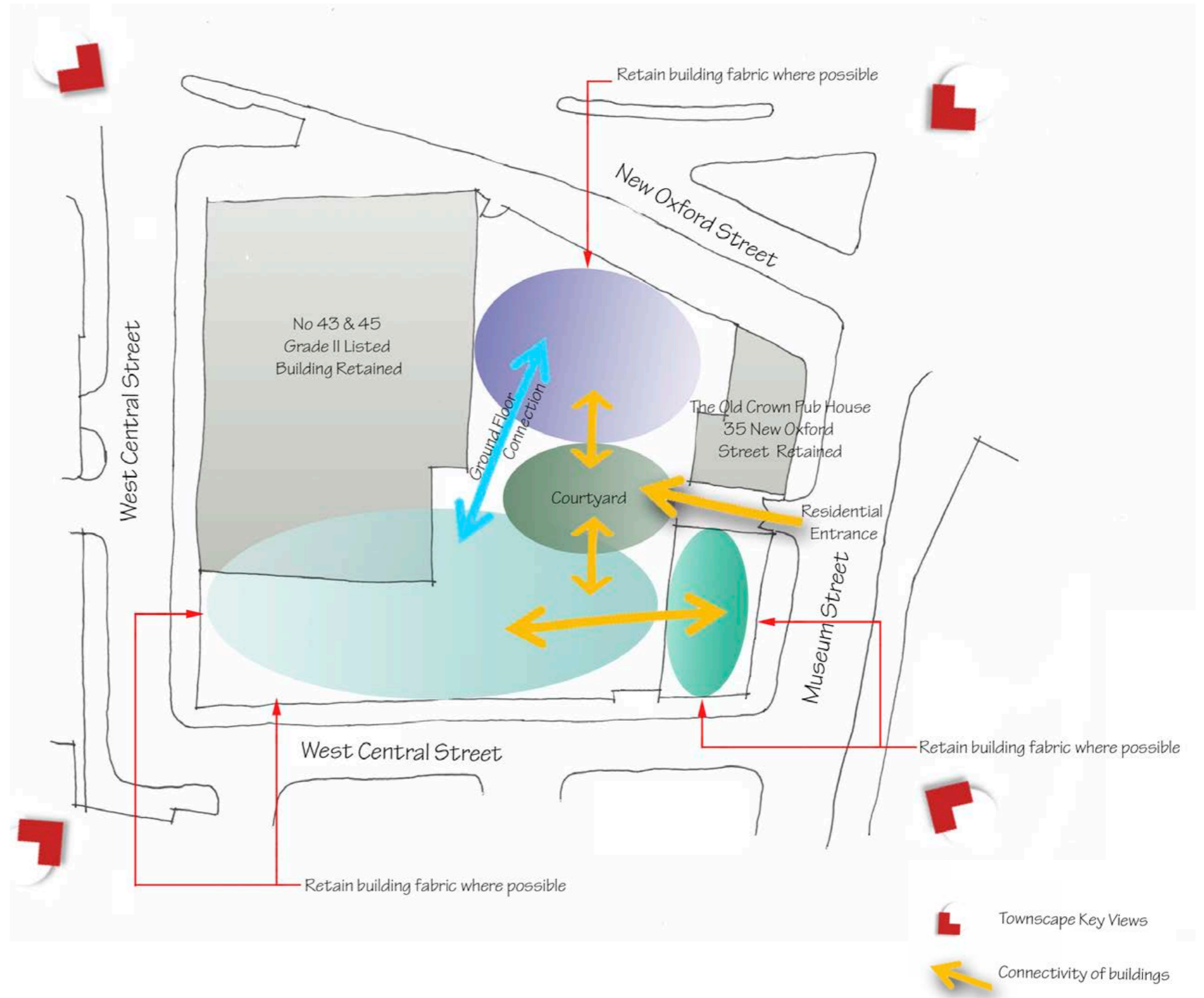
Finally, there are two listed buildings on the north west section of the block that would need to be preserved during the construction period. The importance of these buildings to the overall composition of the urban block has been carefully factored into the proposed development.



3. Scheme Design & Evolution

3.1. Key Design Elements

- Respect the existing architectural style, height and massing
- Create better quality housing standard that will be fully accessible to all
- Enhance the ground floor, mezzanine and basement areas by offering flexible spaces to potential occupants
- Minimise the impact of service plant equipment on the main street facades



3. Scheme Design & Evolution

3.2. Overview of Development Process

The new development seeks to provide a high quality mixed use scheme comprising of 21 new residential units, new flexible A1, 2, 3, 4 and/or B1a and/or D1, 2 spaces on the ground, mezzanine and basement. The approach to the design is guided by the need to preserve and enhance the character of the urban block and period architecture within the Bloomsbury Conservation Area. Priority is placed on the refurbishment and retention of the existing Victorian facades and undoing past interventions that compromised the period features of the original architecture. The new massing is intentionally restrained to give the existing buildings a greater prominence. The scheme aims to respect scale of the immediate street scape and make a positive visual impact on the wider urban area.

The architectural intent of current proposal follows the the Victorian styling of the original buildings to ensure the new construction blends not only with the retained facades, but with the context, character and scale of the Bloomsbury urban fabric to the north. The development will include new façade treatments that are intended to seamlessly integrate with the existing buildings by repeating period features where these are most appropriate to do so such as the façade along West Central Street. The new development will retain and restore the shop fronts and signage on New Oxford Street and Museum Street with period features more appropriate to the original designs so as to reinvigorate the active frontages.

The residential units are being developed as higher quality units that will make a vital contribution to the supply of housing in Camden. The residential space, with the exception of two loft studios off West Central Street, will be accessed via an existing passageway off Museum Street that leads into an inner courtyard. This allows a single and more secure point of entry to the residential units whilst permitting additional space at ground level to be given over for flexible use. There will be no vehicle parking, but the scheme will, provide sufficient secure cycle storage in the basement.

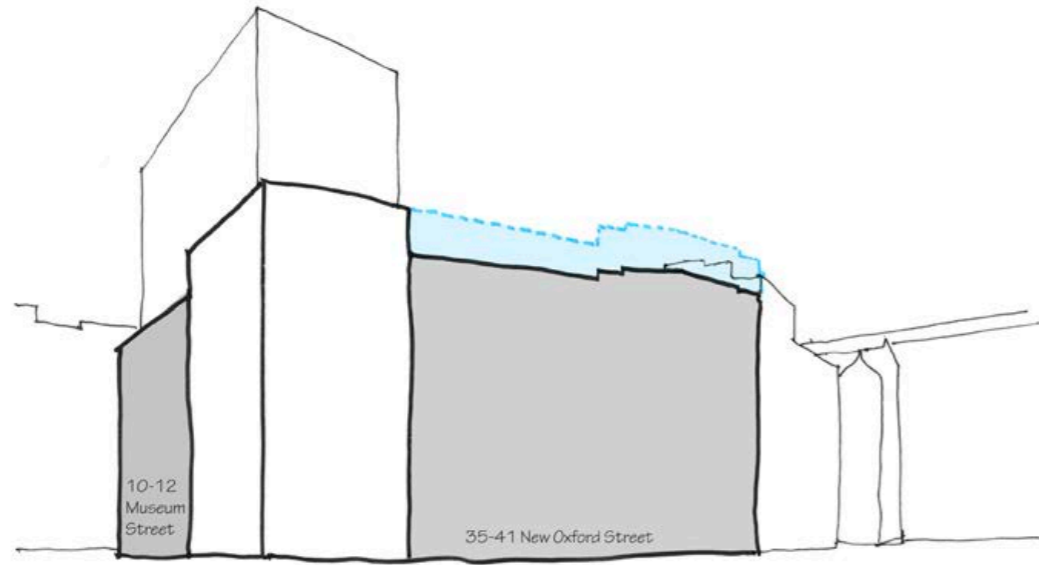
Servicing of the apartments will also utilise the central courtyard whereby refuse will be stored in a basement room and brought up to street level only when refuse will be picked up. Likewise, the bulk of the plant equipment serving the flexible use and residential units will largely be in the basement with only a limited number of external plant equipment carefully set back on the roof line to avoid being seen at street level.

3. Scheme Design & Evolution

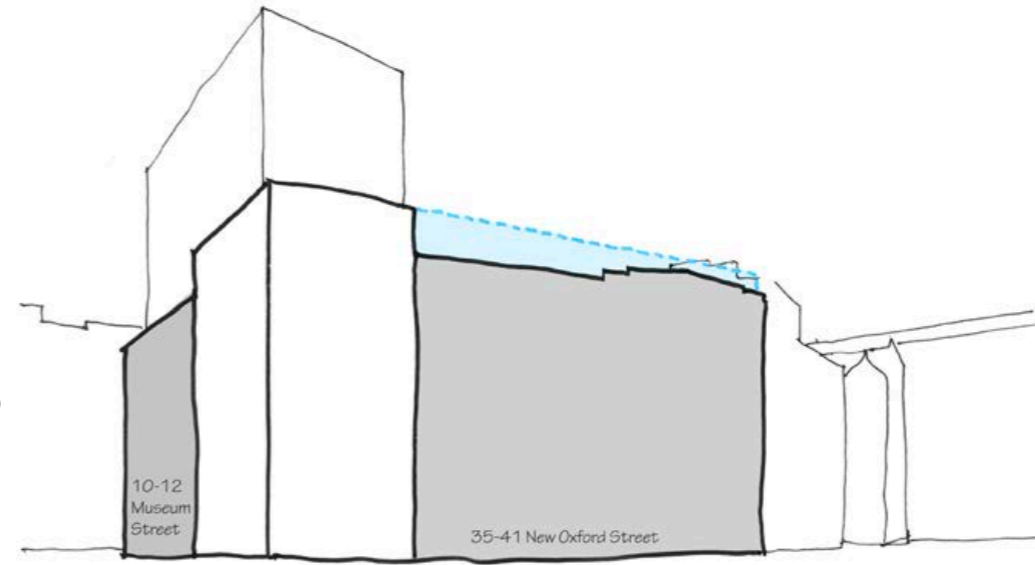
3.3. Design Evolution

Earlier Proposal

Final Proposal

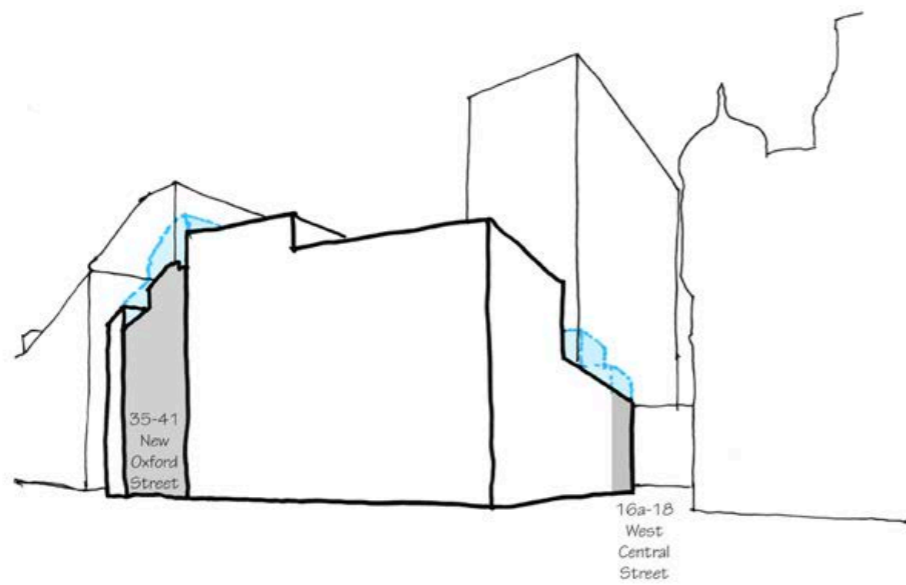


In keeping the art deco façade, the new floor extension at the top to be set back.

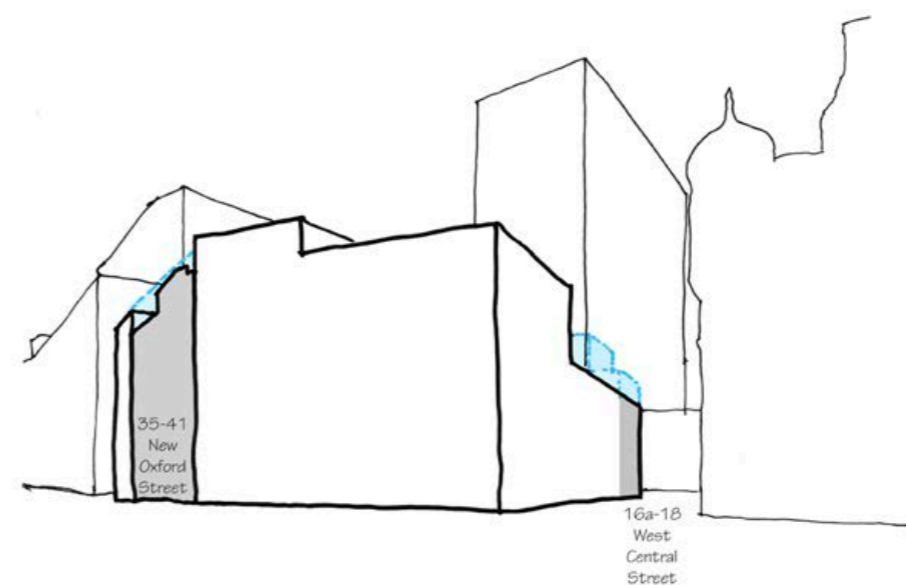


Corner of Museum Street and New Oxford Street

Corner of Museum Street and New Oxford Street



In keeping the art deco façade, the new floor extension at the top to be set back.



Corner of Museum Street and New Oxford Street

Corner of Museum Street and New Oxford Street

3. Scheme Design & Evolution

3.3.2. Elevation Treatment



Keeping the listed façade rhythm of no. 45 New Oxford Street & 16 West Central Street. Reduce the impact with set back with thin metal railing instead of frosted glass railing on terraces at higher level.



Carry on the façade rhythm from West Central Street west to south side. Carefully set back on roof level for a duplex apartment which will be hidden away from street level.



Changing the window opening sizes enrich the facade rhythm that continues from the West Central Street west side. Simplified glazing is introduced to enhance and define the gap between the Museum Street building and West Central Street building.

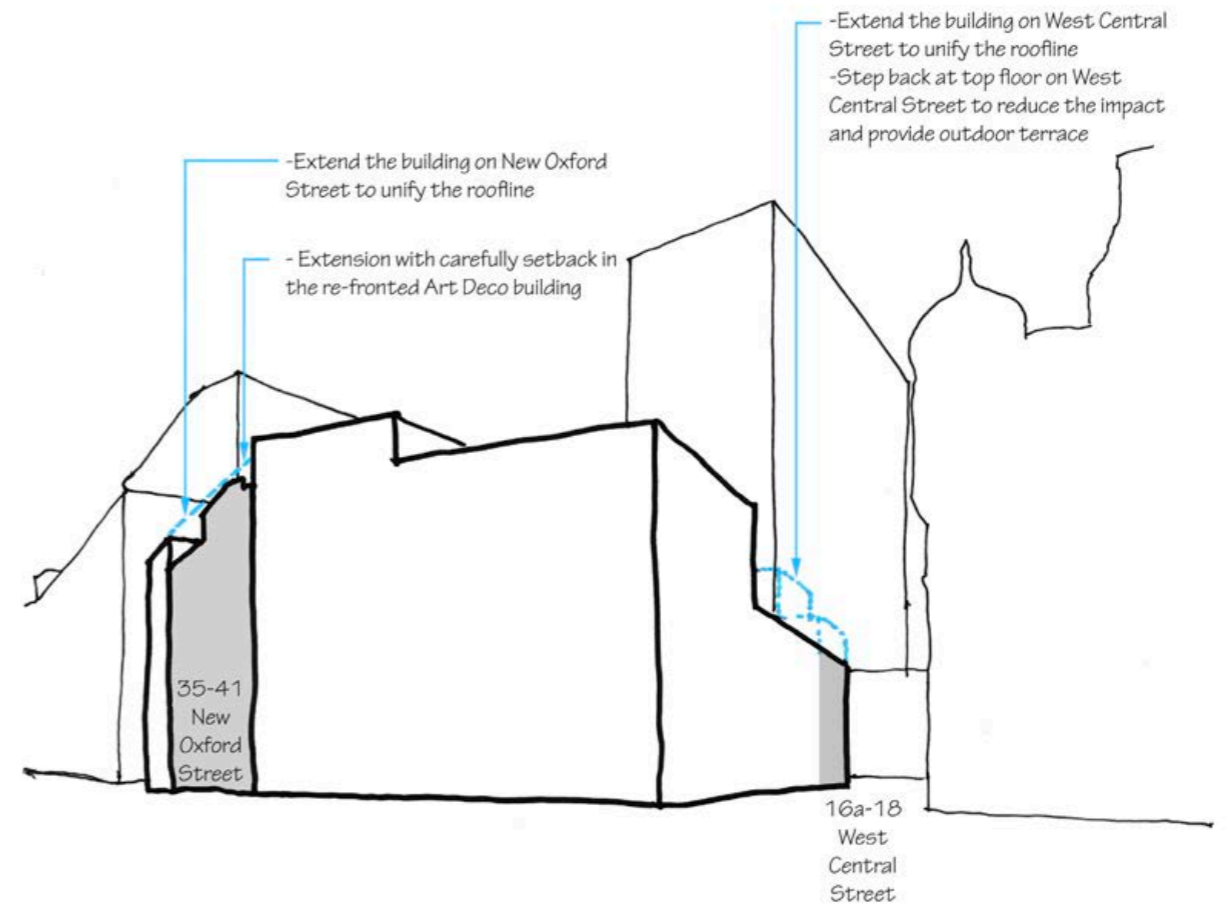
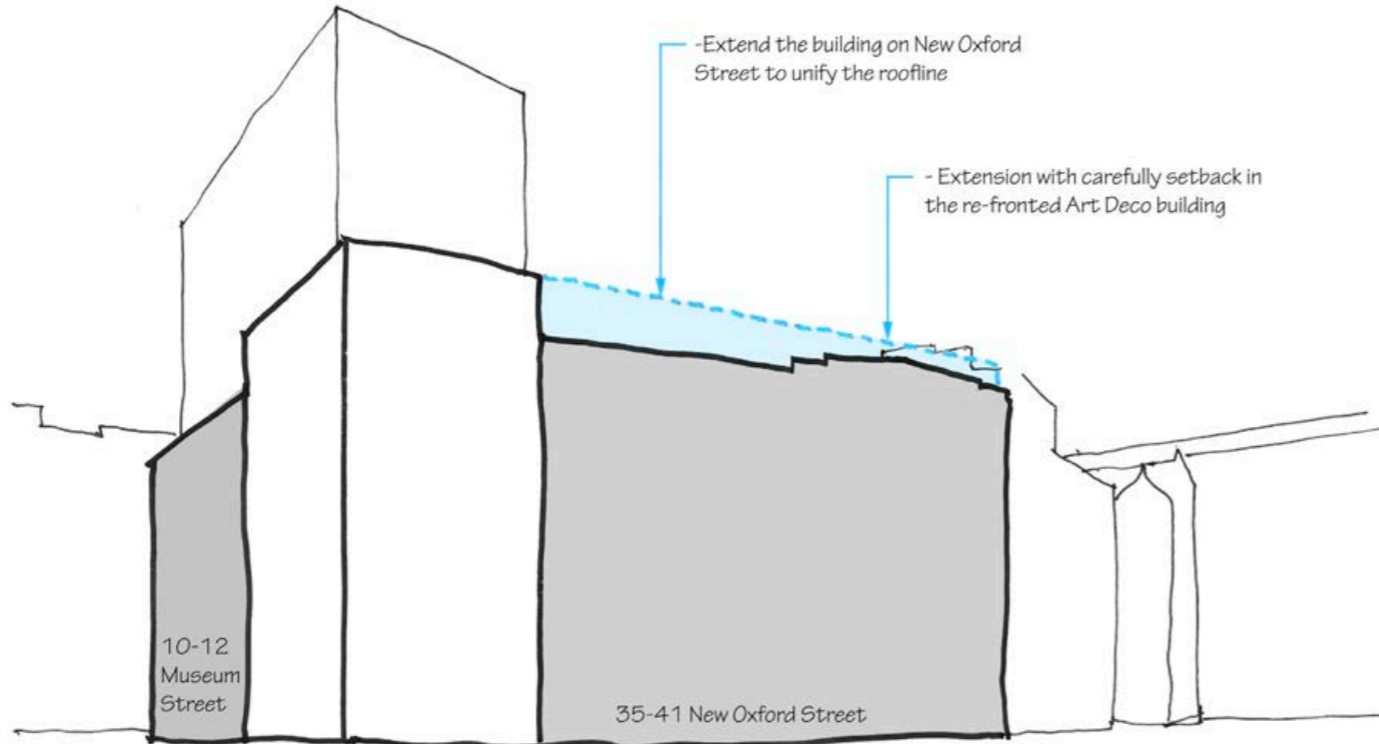
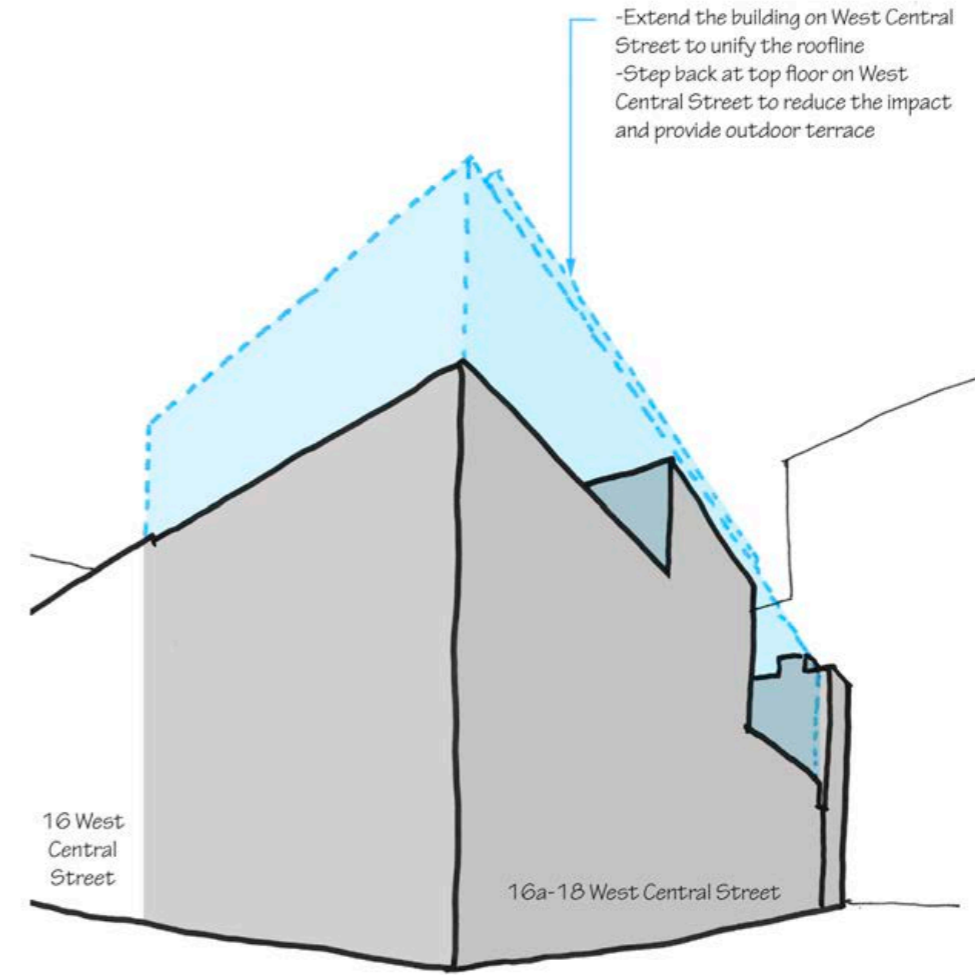
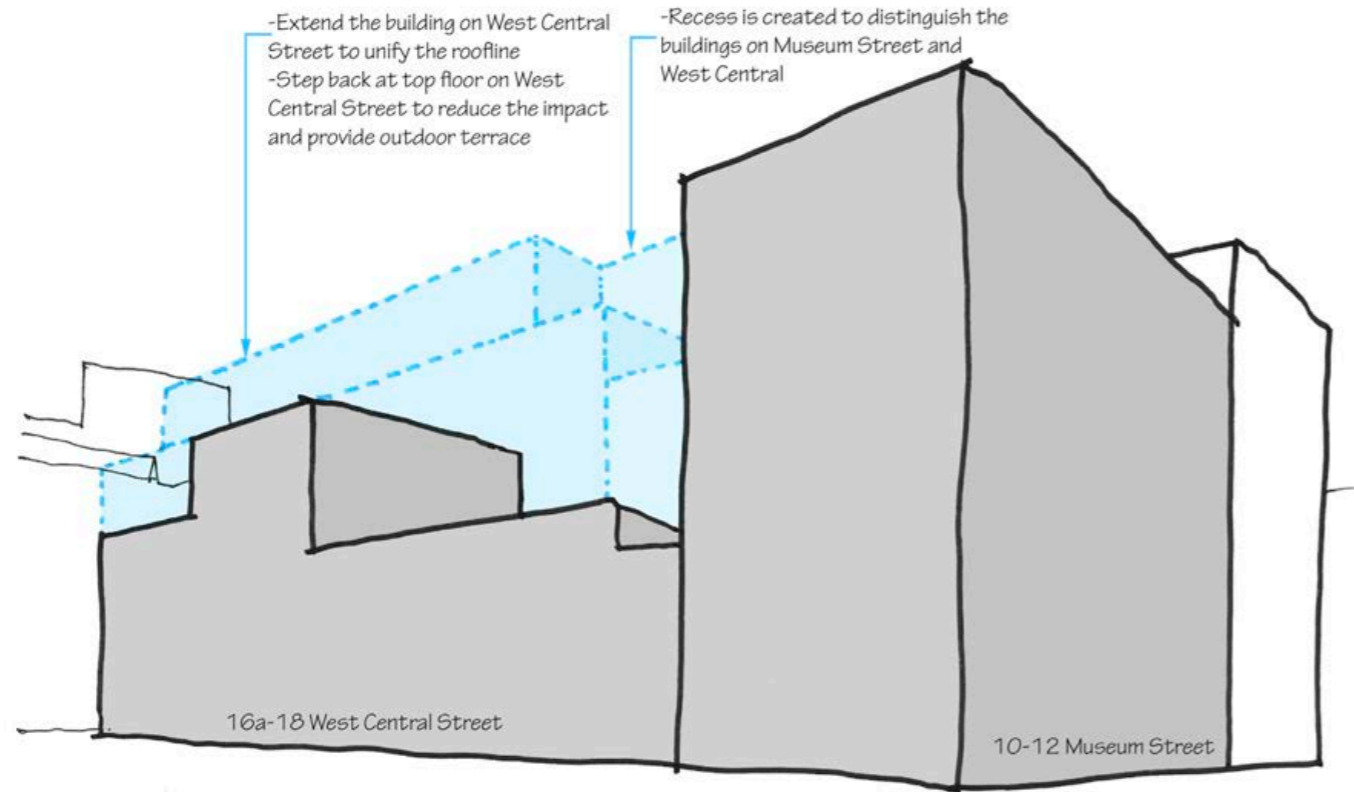


Preserve and repair the art deco pediment with subtle setback floor extension.



3. Scheme Design & Evolution

3.3.3. Proposed Massing



3. Scheme Design & Evolution

3.3.3. Proposed Elevation Treatment



45 New Oxford Street

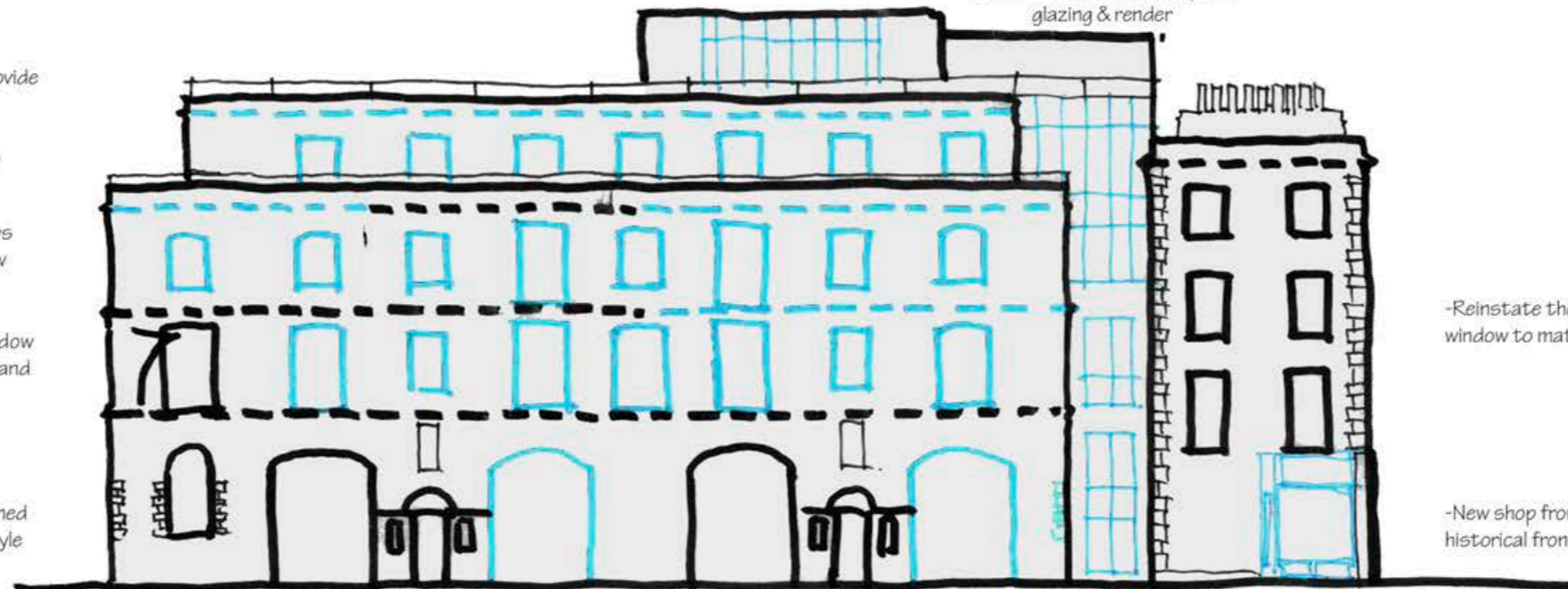
- Setback to reduce the impact and provide outdoor terrace
- Subtle metal railing on higher levels to reduce the solid massing
- Continue the rhythm with new windows which are subservient to the level below
- Reinstate the window opening and feature to it's original state
- Reinstate the window and feature to it's original state
- Create new entrance for apartment with sympathy to the original feature

Proposed to be subservient to the Listed building, 45 New Oxford Street and 16 West Central Street. Respect the building feature in the listed building, such as cornice and window feature

16a-18 West Central Street West Side

Recess to define the buildings on Museum Street and West Central Street with a simplified glazing & render

- Setback to reduce the impact and provide outdoor terrace
- Subtle metal railing on higher levels to reduce the solid massing
- Continue the rhythm with new windows which are subservient to the level below
- Extended floor with same style of window and feature to 45 New Oxford Street and 16 West Central Street to provide continuity facade
- Majority of the facade has been retained with new openings of the same arch style to create a harmony rhythm



Extend to unify the roofline with sympathy to the surrounding buildings. Create similar rhythm to 45 New Oxford Street and 16 West Central Street. Respect the building feature in the listed building, such as cornice and window feature.

Reinstate to match Museum Street

- Reinstate the window opening with sash window to match the Museum Street
- New shop front to match the surrounding historical frontage

West Central Street

-Extend to match the roofline at 33 New Oxford Street
-New windows in the same rhythm as 33 New Oxford Street

-Recreate quoins to restore the symmetry

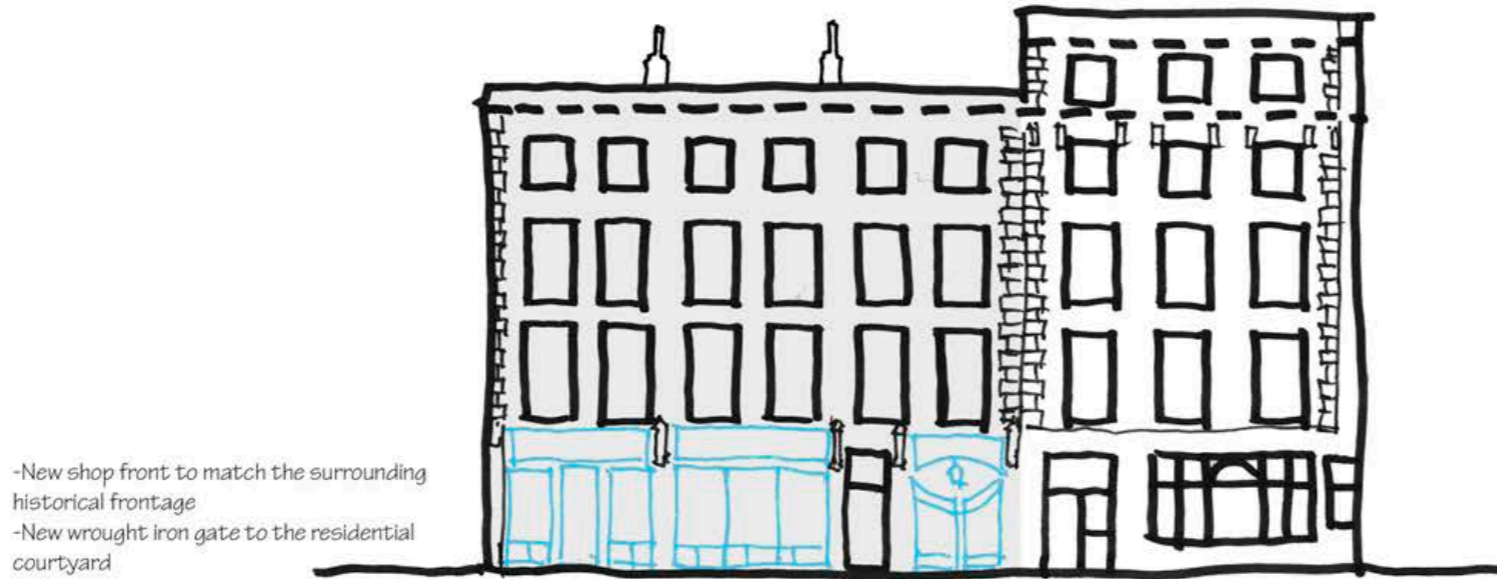
-New shop front to match the surrounding historical frontage



Extend to unify the roofline with sympathy to the original building. Respect the surrounding building feature, such as cornice and window feature.

Extend to unify the roofline with sympathy to the original building. Preserve and repair the art deco pediment with subtle setback floor extension.

35-41 New Oxford Street



-New shop front to match the surrounding historical frontage
-New wrought iron gate to the residential courtyard

Facade retention to 10-12 Museum Street with new shopfront and residential entrance in the same style of the surrounding area

10-12 Museum Street

4. The Proposed Scheme

4.1. Plans – Basement



4. The Proposed Scheme

4.1. Plans – Ground Floor



4. The Proposed Scheme

4.1. Plans – Mezzanine

