

April 2016

Planning + Design and Access statement

73 Maygrove Road, London, NW6 2EG

Prepared for:

Granada Development Limited

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Unit 8, 73 Maygrove Road, London, NW6 2EG

I.00 Introduction / Background

Planning permission was submitted to Camden council on 19th June 2015 by Mr. Cyril Ogunmakin on behalf of Granada Developments Ltd (Reference: 2015/2301/P).

The proposal sought the formation of a new three storey live/work extension on the western flank of the existing building with a two storey extension to the eastern elevation that would provide additional office space. The proposed extensions would retain the existing accesses at ground floor level to the rear car parks of both 73 and 73A Maygrove Road.

The initial drawings that were submitted to the Council showed the two side extensions clad in vertical slate tiles with tall slot windows on the south side and a blank wall overlooking Maygrove Peace Park on the western side.

The council considered that the proposed cladding materials were out of place in a street where the predominant building material is brick.

After consultation with the council the elevations were amended and drawings resubmitted showing the elevations clad in yellow brick interspersed with a complex patch work of black bricks, with protruding headers alternating with 'gap' bricks.

Planning permission has now been granted to the current scheme (Planning reference number 2015/2301/P) subject to a 106 agreement.

Since planning permission was granted the scaffolding has come down on the adjacent building at 67 Maygrove, designed by Hopkins Architects, and planning permission has been granted for the new school and housing on the Liddell Road Estate, which has been designed by Maccreeanor Lavington Architects.

The Hopkins building at 67 Maygrove road, the west of and adjacent to 73 Maygrove road, is a well-mannered building in soft red brick. It is an understated but carefully detailed brick building that sits well on the street by utilizing only a limited palette of materials. It has well-proportioned windows with deep reveals that follow the predominant pattern of windows of the adjacent buildings. The colour of the windows, powder coated light bronze works well with the colour of the bricks. The building is contemporary but fits in well with the surrounding houses.

The apartment buildings designed by Maccreeanor Lavington Architects on the Liddell Road Estate, to the east of 73 Maygrove road, also have a considered aesthetic. Once again it uses a limited palette of material specifically Wienerberger's Heritage Blend brick, a mixture of soft red bricks. The building's fenestration is also guided by the consistent spacing and rhythm of well-proportioned windows with deep window reveals.

Maccreeanor Lavington are known for their careful and sensitive use of brick. The whole Liddell Road Estate Masterplan is designed with a small selection of light earthy Wienerberger bricks. The tower building, which will also overlook Maygrove peace park will be clad in a soft red brick Wienerberger Renaissance Multi Brick.

The light industrial building is clad in a soft yellow brick similar to the brick proposed for Western extension.

The Maygrove Road elevation of the proposed residential units has a scale and proportion of fenestration that is in keeping with the rest of the road.

Attached images on drawing PL- 504 “site context” which show that existing building at 73 Maygrove road with the Hopkins Building to the left and the proposed apartments by Maccreanor Lavington to the right.

Entrance to Maygrove Peace Park

The Western Extension to 73 Maygrove road occupies a very prominent and importantly position on the street. It marks the entrance to Maygrove peace Park. It marks the corner of the park and street. Once the Liddell road estate has been completed one will be able to walk from the park though to the new school, apartments and office on the Liddell road so in sense this building also mark the pedestrian access to Liddell road.

It is therefore important that the building has a relationship to the new buildings designed by Maccreanor Lavington.

Beside these examples of simple well-proportioned brick buildings there have been a number of recent developments on Maygrove Road and in the surrounding area which demonstrate how too many materials and a lack of regard for detailing can result in less successful buildings.

The new apartment building adjacent to the Thames Link Station is clad in many different finishes; timber, white imitation brick tiles, black and silver zinc, timber cladding and black aluminum windows. The building adjacent to it is also clad in many materials but completely different to the first building. Copper cladding, large porcelain tiles, timber cladding, a timber pergola, galvanized steel balustrade a green wall and bird boxes.

This are materials that are not used anywhere else in the neighbourhood and therefore look out of place. While the buildings may have looked interesting on paper the use of so many materials has meant that the buildings have been complicated to build. The many junctions of different materials with ill-considered detailing has resulted large gaps between the zinc and the brick tiles, white gas boxes on black zinc and cheap white rain water down pipes.

Attached are photos on drawing PI-503 “Site context”

The building, on the other side of 67 Maygrove, 61 Maygrove had potential to be a simple pleasant building but has been let down by poorly considered details, the windows set nearly flush with the external brick work, plastic trims around the windows (added later) , cheap imitation timber panels, and rudimentary galvanized steel balustrades where none are required. Also please note, from the photo, where tenants have covered over the lower parts of the full height glazed windows with foil backed sheets to provide privacy – ref to photo on drawing PL-503 “Site context”

Paul+O have been asked by Granada development to relook at the elevations and internal plan of the current planning submission for the **western extension** to 73 Maygrove Road.

This Statement should be read in conjunction with the following documents and drawings prepared by Paul+O Architects Ltd:

- PL – 001 Site Location Plan
- PL – 002 Existing Site Plan
- PL – 200 Existing Elevations
- PL – 201 Existing Elevations
- PL – 101 Existing Floor Plans Ground and 1st Floor
- PL – 103 Existing Floor Plans 2nd and 3rd Floor
- PL – 105 Existing Roof Plan
- PL – 012 Proposed Site Plan
- PL – 210 Proposed Front Elevation
- PL – 211 Proposed Rear Elevation
- PL – 212 Proposed Side Elevation East
- PL – 213 Proposed Side Elevation West
- PL – 111 Proposed Ground Floor Plan
- PL – 112 Proposed First Floor Plan
- PL – 113 Proposed Second Floor Plan
- PL – 114 Proposed Third Floor Plan
- PL – 115 Proposed Roof Plan
- PL – 500 Site Analysis
- PL – 501 Site Analysis
- PL – 503 Site Context
- PL – 504 Site Context
- PL – 505 Contemporary Brick buildings in context
- PL – 560 Beautiful Brick walls
- PL – 507 Examples of Brick Warehouse buildings
- PL – 508 Design development
- PL – 509 Details
- PL – 510 Proposed facade Brick detail (for Eastern extension)

2.00 Problems with the current approved scheme. (Western Extension)

2.01 The Existing drawings are not accurate and there are a number of anomalies and inaccuracies with the approved drawings:

The width and depth of the building shown in the approved drawings does not accurately reflect the existing site conditions.

Second floor plan (Drawing 257-PL2OPO2) shows a corner window but this is not shown on the elevations.

The Western Elevation (Drawing 257-PL20E13) shows the brickwork on the western side of the new extension being taken all the way to the ground and not show the existing wall to Maygrove Peace Park.

The current planning and design and access statements do not reflect the approved scheme. Both statements still refer to building clad in vertical slate and show images of the building with tall slot windows.

2.02 Internal layout Importantly the current approved scheme does not show a useable floor layout.

No consideration has been given to the position of the internal Staircase to access both the upper floor and the approved roof terrace. The position of staircase as shown does not work as the width of staircase and corridor would mean that there is no space of the bedrooms.

Although the approved scheme has a roof terrace the existing drawings do not show how this roof terrace is accessed. The London plan states that all new build apartments should have some external space, in the form of a terrace. Without proper access to the roof terrace this space would be unusable to all the residents. If accessed by a ladder the ambulant disabled would not be able to access it.

No consideration been given to the position of the bathrooms or kitchen or the layout of the bedroom and bedroom furniture.

The current scheme does not show how the proposed development meet the guidelines for minimum space standards.

If the scheme was built as shown with the elevations as approved and a workable layout it would result in bathrooms without windows, internal walls abutting windows, the staircase running across the window and bedrooms with no place to put a bed.

3.00 Design Guidelines

The UDP and the London Plan all emphasize that any new building should fit in with the existing streetscape. English Heritage also emphasizes this stating that:

7.8 When considering proposals for new development the local planning authority's principal concerns should be the appropriateness of the overall mass or volume of the building, its scale (the expression of size indicated by the windows, doors, floor/ceiling heights and other identifiable units) and its relationship to its context – whether it sits comfortably on its site. A new building should be in harmony with or complementary to its neighbour.

The aim of site-specific design guidance therefore should be to encourage new development that compliments the established urban grain or settlement pattern, whilst representing the time in which it is built and the culture it accommodates”

The London Plan noted that Good Design is central to the London Plan and advises that; Policy 4.101 “*Good design is rooted firmly in an understanding and appreciation of the local social, historical and physical context, including urban form and movement patterns and historic character. London is highly diverse and constantly changing, but developments should show an understanding of, and respect for, existing character. The Mayor has already produced some guidance on best practice for well-designed higher density housing. Boroughs and Applicants may also refer to a range of guidance from the Commission on Architecture and the Built Environment (CABE) on achieving the highest quality design in the built environment”.*

In English Heritage and CABE's guidelines 'Building in Context. New Development in historic area'. Sir Neil Cossons and Sir Stuart Lipton write:

*Thoughtless haste on the one hand and ill-considered imitation on the other have both over the years damaged the fabric of our historic towns and cities. But there is another way, in the form of **buildings that are recognizably of our age while understanding and respecting history and context.**” they go on to say that “the right approach is to be found in examining the context for any proposed development in great detail and relating the new building to its the right approach is to be found in examining the context for any proposed development in great detail and relating the new building to its surroundings through an informed character appraisal. This does not imply that any one architectural approach is by its nature more likely to succeed than any other. On the contrary it means that as soon as the application of simple formula is attempted a project is likely to fail whether that formula consists of ‘fitting in’ or ‘contrasting the new with the old”.*

Camden's own Development Policies 2010-2025 notes that:

5.38 DP24 Securing High Quality Design, sets out that the Council will require all development including alterations and extension to existing buildings to be of the highest standards of design and will expect development to consider:

- Character, setting, context and the form and scale of neighbouring buildings;
- The character and proportions of the existing building where alterations and extensions are proposed;
- The quality of materials to be used;

4.00 Existing Building at 73 Maygrove road.

The existing building at 73 Maygrove road is an old button factory, which was converted into apartments and live work unit 15 year ago. Originally the building had strip metal 'industrial windows' with spandrel panels in glazed green tiles. When it was converted into offices, apartments and live work unit. The building was re-clad in an imitation yellow stock brick and the windows openings were reduced in size with the aluminum windows being replaced with white aluminum ones.

The brick used to clad the existing building is a yellow brick, which without any variation in tone or texture, and this combined with the new windows being installed almost flush with the façade makes for a very bland and uninteresting façade. The intense yellow brick is too consistent and does not have the variation in tone of the original London stock brick used on the surrounding terrace houses.

5.00 Proposed Scheme with Revised elevations

Layout

We have gone back the drawing board and worked up an internal layout which works well.

The proposed extension is narrow and therefore careful consideration has been given to the layout to ensure that all the bedrooms are a reasonable size and the internal circulation works.

By repositioning the staircase (at right angles to the staircase shown in the approved scheme) we have been able to run a corridor along one side of the building. This allows for sufficient space for the bedrooms and bathrooms.

There is an internal protected corridor in line with building control regulations.

The bathroom and Kitchens work and are large enough for the ambulant disabled.

Elevations

We have then relooked at the elevations, ensuring the windows relate to the layout, with bathrooms and kitchens having smaller windows than the bedrooms and ensuring that the staircase does not cross over the windows and then developed the elevations to create an interesting, playful building, which addresses the corner, relates to the existing building and draws references from its historical context.

6.00 How does the proposed building relate to the host building.

Bricks

As noted the yellow brick on the host building at 73 Maygrove looks out of place on a street where the majority of the houses are Victorian terrace houses built in London Stock bricks – weathered over time.

Even though the building at 73 Maygrove was reclad in the yellow bricks 15 years ago the bricks have not aged.

To soften the building Creepers have now been planted to grow up the façade and already in the summer half the building is densely covered with the leaves of Boston Ivy and Virginia Creeper. Soon all the yellow brickwork will be covered in Creepers. Please see photo on PL- 504 “Site context”

It would be a mistake in our opinion to reclad the new extension in a brick to match the existing yellow brick when everybody is in agreement that the existing yellow brick, which the button factory was reclad in only fifteen years ago, is unsympathetic to its context.

Also there is no precedent in the street for an elaborate pattern of black and yellow brick work with protruding headers and gap bricks which is shown on the currently approved scheme.

There is an opportunity here to use a brick which would help stitch the existing building into the streetscape, to the new building at 67 Maygrove road.

We have researched the market and have found a handmade brick (Vande Moortel Nature 7 Brick V) which picks up on the colour of the yellow brick of 73 Maygrove and, importantly, has a variation in tone, colour and texture ensuring it works well with the London Stock bricks of the Victorian terrace houses and the soft red brick used on the new building at 67 Maygrove road. It is also similar in tone and texture to the Wienerberger’s Heritage Blend bricks proposed by Architects Maccreanor Lavington Architects for the Liddell Road Estate.

We are proposing using this brick on the proposed extension with a recessed soft grey pointing. Please ref to drawing PL- 500 “Site Analysis” which shows a photo of the proposed brick and photos of the brick used on the surrounding buildings.

A sample of the brick will be submitted as part of the application, so it can be compared with proposed bricks for the Liddell road estate.

Windows

The most dominant feature of the existing building is the rhythm of the existing windows.

Large rectangular windows which still carry the memory of the old button factory and are reminiscent of the industrial buildings more commonly found in areas like Clerkenwell, Spitalfields and Bermondsey.

See attached images on drawing PL-507 “Examples of brick warehouse buildings” of warehouse buildings which shows how the rhythm of the windows is the dominating feature of all warehouse buildings.

When the building is covered in creepers all that will be visible in the summer is the constant rhythm of the windows.

We consider that most appropriate way to link the two buildings is to repeat the rhythm of the windows and to align the windows of the proposed extension with the existing building.

We have therefore re worked the elevations with this in mind.

We have aligned the head and sill of the two large windows on the south elevations so that line through with the existing windows.

Another window at the lower level wraps around the corner of the building, addressing the corner location of the building and giving views over the Maygrove Peace Park. This window creates an interesting tension giving the building a contemporary feel at the same time as linking it back to the existing.

Please see attached images of other contemporary brick building of similar sculptural PL-505 “Contemporary brick buildings in context”. Note the use of corner windows.

The windows also now reflect the layout of the internal rooms. The large windows in the Bedrooms overlook the park. Not being full height they offer more privacy to the occupants and to the public using the park (see attached images of 61 Maygrove road where the windows are covered up by the tenants with unsightly foil to give them more privacy).

The wall behind the staircase gives an opportunity to create vertical emphasis.

A blank, but by more means bland, wall marks the position of the staircase. This vertical element echoes the chimney stacks on the nearby ends of terrace houses (see attached photos of chimney stacks taken locally - ref to PL – 509 “Details”

A blank brick wall is not boring. On the contrary they can be very beautiful (see attached photos on drawing PL-506 “Beautiful brick walls”

Like the windows on the southern elevation the head and sill of the windows on the Western elevation line through with the windows of the existing building and have been carefully set out to work with the brick module.

A wall of brick, pointed with a recessed grey mortar, cantilevers over the corner windows and wraps around the corner, mirroring the window below. On a practical level internally this blank wall gives a position for the bed.

Importantly the windows are set back one full brick, creating deep window reveals, and the south elevation is set back slightly from the face of the existing building (on the same line as the approved scheme) .

The revised elevation is both simple and sophisticated. It picks up on the proportion of the surrounding buildings and reinterprets them in a contemporary way. The chimney stack, corner windows and deep window reveals create an interesting and playful building.

The beautiful brick needs no more adornment – just careful laying with a recessed grey mortar joint to catch the shadows. (See examples of blank but not bland brick walls) that create a tapestry of brickwork.

Contemporary detailing of parapet

Importantly the parapet has no soldier course, the stretcher bond continues to the top of the parapet. A more difficult to achieve but a more contemporary detail one that is often used in contemporary buildings (see attached photo on drawing PL-509 “ Details”) This ensures that the building reads as one sculptural form with punch windows .

The proposed revised western addition does not rely on added materials and embellishments to create interest. Like many good historical buildings and contemporary buildings it uses only a limited palette of materials.

We have provided examples of other good contemporary buildings carefully proportioned with windows aligning with the adjacent buildings and clad in a carefully chosen brick, interesting in tone and texture.

The windows at 67 Maygrove road are light bronze PPC Aluminum windows and it seems appropriate to have the windows in the proposed extension in a similar tone, which will also work well with the soft yellow brick proposed. We have referred to this in the drawings as Grey PPC aluminum windows.

Cycle Storage

The site does not currently have any on-site cycle storage provision. The only storage available being two Camden stands which are located on Maygrove Road itself. As part of the proposed works, 11 new Camden stands will be installed forward of the building behind the existing wall/planters fronting Maygrove Road. This will provide a storage for 22 cycles. This will not only benefit the new occupants of the live/work unit, but also the existing occupants of both the commercial and residential premises within 73 Maygrove Road. This will significantly exceed the required levels as set out in the Amended London Plan.

Refuse and recycling collection

External recyclable and refuse storage areas have been provided within the perimeter of the site for both residents and commercial waste. Refuse collections will take place from Maygrove Road as is the current arrangement on-site

Eastern Extension

The Eastern extension has not been altered and remains as the current proposal which has planning permission. The Eastern extension is sandwiched tightly between the 73 Maygrove and 75 Maygrove so and so has a completely different relationship to the buildings on street.

It does not need to address the park or have a relationship to the new building at 67 Maygrove road (which the Western Extension “talks to” across the park. It is not on a corner site and therefore does not need to address the corner.

It is therefore, in our opinion. not important that both extensions have the same detailing or are clad in the same materials. We do not to draw emphasis to the existing building at 73 Maygrove road by bookending it with two identical extensions.

Having two differently designed extension helps break down the mass of the existing building and it gives the elevation more interest.

The approved Eastern elevation stitches together the 73 and 75 Maygrove road while the proposed extension to the West link the building with the park, the building across the park, the terrace houses and eventually, when it if built, The new buildings on the Liddell road estate.

The approved Eastern extension retains its green/brown biodiverse roof and Condition 4 of the approved planning permission will still remain relevant as will all the other 7 conditions

In conclusion:

Planning permission has already been granted for the two extensions so the principle for development already exists.

The massing of the building has not changed. There are no changes to the provision for cycle storage remains the same as the approved scheme.

We have simply relooked at the plan of the proposed Western extension and have developed a layout which affords each room with sufficient space, light and access.

The staircase can now continue all the way to the roof allowing easy access the roof amenity area by all the occupants of the building.

The elevations reflect the layout of the internal rooms with arrangement of furniture given consideration.

The proposed extension is both interesting and playful. It has a sculptural asymmetrical picturesque massing which both compliments and is sympathetic to the host building and local context.

The windows line through with the existing building and repeat the rhythm of the windows on the Hopkins and Maccreanor Lavington Apartment building and the carefully chosen brick stitches all the buildings together.

Importantly the building marks the entrance to Maygrove peace park which will also in time become the entrance to the Liddell road development. By having a similar design aesthetic to the Liddell road estate and therefore will act as a 'signboard' announcing that park is also the entrance to new school.

Reference is also made to historical features on terrace houses, the staircase extension on the roof making reference to the chimney stacks that can be seen on the surrounding terrace houses, and the corner window addresses the corner site.

We have limited the materials to aluminium powder coated windows and Vande Moortel Nature 7 Brick V. By doing so the detailing is simplified ensuring that we do not end up with awkward, inconsistent and unsightly detailing – which you get on buildings with too many materials and too many junctions.

The proposed building is in line with the policies set out in the London plan, and the local UDP as well the advice given by English Heritage and Cabe.

The proposed building reflects the Character, setting, context and the form and scale of neighbouring buildings, the character and proportions of the existing building where alterations and extensions are proposed, quality of materials are proposed. The Building is also visually interesting when viewed from both the park and the street.

We therefore request that Camden Council grant planning permission for the revised scheme.