



Design and Access Statement

Phoenix House

104-110 Charing Cross Road

London WC2H 0JN

This document to be read in conjunction with drawing numbers:

Location and Site Plan	259(P) 001
Existing roof top and elevations	259(P) 002
Proposed ground floor plan and section	259(P) 003
Proposed floor plans, Levels 6, 7 and roof	259(P) 004
North elevation	259(P) 005
South elevation	259(P) 006
East elevation	259(P) 007
West elevation / Street elevation	259(P) 008
Colour render elevations and materials	259(P) 009

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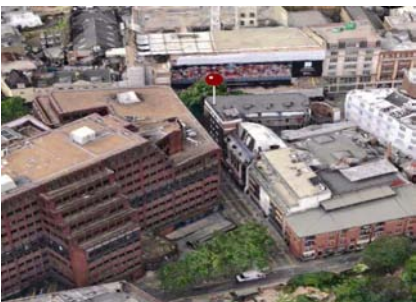
Introduction

This application is for a roof top extension to Phoenix House, 104-110 Charing Cross Road, London WC2H 0JN to create additional residential accommodation. It follows on from a pre-application meeting and on-going discussions with Officers at Camden Council. Their recommendations have been incorporated into the current scheme.

The proposal is for 2 no. maisonette flats on the current roof, laid out over 2 floors with individual roof deck amenity, accessed directly from the floor below.

The proposal is modelled on other roof top extensions that have become characteristic in the area.

The proposal seeks to create two 2-bed penthouse flats of contemporary residential design & lifestyle in the heart of the West End, whilst respecting the character and integrity of the existing building, local context and the adjacent listed building set within the Denmark Street Conversation Area.



Site Aerial
Photos
showing urban
context

Site Context

104-110 Charing Cross Road, WC2H 0JN and (Phoenix House) is located on the east side of Charing Cross Road, between Flitcroft Street to the north and Phoenix Street to the south.



Site location plan

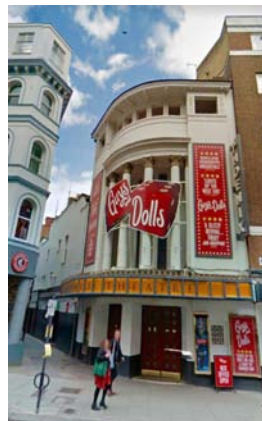


Site block plan

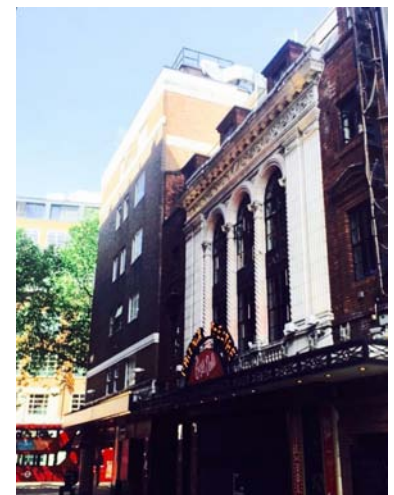
The Site has no vehicular access and no on-site parking.

The adjoining 'Sir Giles Gilbert Scott, Bernie Crewe and Cecil Massey designed Phoenix Theatre is Grade II listed and built in 1929-30.

The theatre has two entrances, both in neo classic design, of stucco and stone. The most visible corner being at Charing Cross and Flitcroft Street and the main theatre entrance off Phoenix Street.



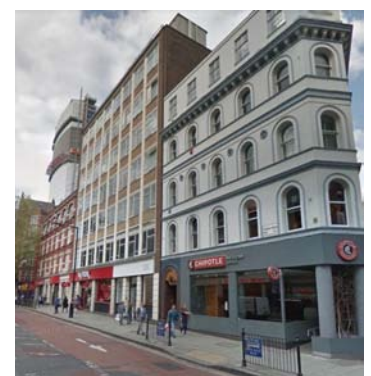
Flitcroft Street



Phoenix Street

The site is within the Denmark Street Conservation Area and the character of this part of the Conservation Area is of mixed uses and architectural styles with no particular consistency of building age, type or design.

To the north of the site is 114/116 Charing Cross Road, a 5-storey block with basement 118-120 Charing Cross Road is a 7-storey office block with retail frontage, 112-124 Charing Cross Road is a 7-storey red brick building leading into Denmark Street.



114-124 Charing Cross Road

To the south of the site is 100-102 Charing Cross Road, a large 6/7-storey office building with ground floor retail constructed in brick and glass and at the corner of Phoenix Street.



100-102 Charing Cross Road

To the west of the site, and directly opposite lies a 6-storey block of mixed use with a roof top extension of recently developed residential accommodation and at similar height to the proposed scheme. (Planning application ref: 11/03825/FULL).

Due to the width of Charing Cross Road there should be no significant visual detriment to such residential properties.



Building opposite to the west of Charing Cross Road

The site is at rooftop level and not immediately adjacent to any other structure to the north, west, east or south and will therefore not significantly impact upon daylight, sunlight or outlook afforded to other properties.

The Building

Phoenix House, 104-110 Charing Cross Road is a concrete and steel framed building consisting of stone feature banding, brick panels and Crittall metal framed windows.

The building comprises a 6-storey + basement construction with retail at ground floor and the basement currently occupied as a club/bar/restaurant and accessed off Phoenix Street. There are 5 floors of residential studio apartments above with 5 flats per floor. The flats are accessed off Phoenix Street by lift and stairs with external access corridors to the east elevation, a feature typical of this period of architecture. There is a service courtyard with a means of escape staircase to the rear (east) and an associated escape corridor onto the pavement of Charing Cross Road.

There are also communal male & female toilets at ground level, within the rear service courtyard for use of the retail units.

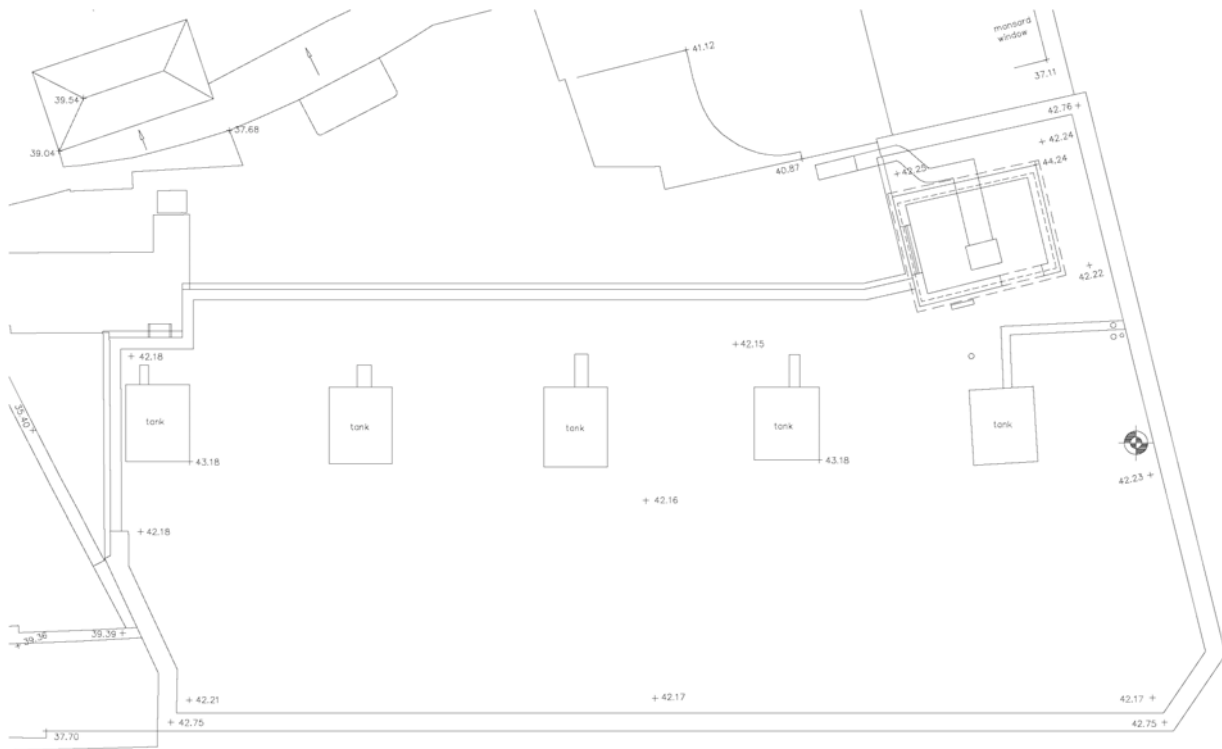
Phoenix House was constructed around the 1930's and is typical of this period. It is acknowledged that this part of Denmark Street Conservation Area is mixed in character and with no prevailing scale, form, proportions and material. No. 104 -110 Charing Cross Road is not identified as making a positive contribution to the Conservation Area.



View west elevation Charing Cross Road

The Brief

Our Client's (the Applicant) requirements were to create two new and contemporary flats on the roof of Phoenix House.



Existing roof plan

The intention was to exploit the cityscape roof top views and to provide high quality accommodation with well-proportioned rooms, with roof top amenity. The flats are to be accessed using the existing Phoenix Street entrance, which serves the existing residential units and would be extended to 6th floor level to allow for access to the new apartments.

The proposals were presented at a Pre-application Meeting, held on 30th September 2015. There has been subsequent and on-going dialogue with Mr. Charles Rose and Camden Council's Conservation and Planning Department on the detail and design of the emerging proposals. The main focus being to optimise the site potential whilst seeking to maintain balance and harmony with the original host building.

As a result, the design brief evolved during these discussions to produce a better proportioned building within its local context that more closely reflected the style and fenestration/materials of the existing building and avoiding projections beyond the existing building line.

South-West



North-West



North-East



Cityscape roof top views

The Design

The development will include 2 no. individual two bedroom maisonette apartments set over 2 floors with an amenity deck at roof level, with perimeter balustrade, and access onto the roof, arriving within a nominal roof top lobby structure.

The foot print of the proposed plans places the external walls and structure in line with the existing perimeter walls, with nominal set backs. This has significant benefits in terms of distributing the new loads down through the existing buildings perimeter structure and at the same time provides a continuance of the existing building line and fenestration.

In general the proposals provide high quality, spacious layout, optimising the usable footprint of the existing rooftop and with a design that enhances the overall appearance of the existing building, which is otherwise unremarkable within the Denmark Street Conversation Area.

Accommodation

The 2 no. flats will be accessed at 6th floor level by an access walkway to the east elevation, extending from the existing staircase and lift core. The access walkway also gives access to individual bin store enclosures to each flat.

The existing stairs and lift will be upgraded to achieve modern standards and raised to 6th floor level.

The accommodation places the primary living spaces at 7th floor level with large open plan areas and large windows to optimize light and views.

The bedroom accommodation is at 6th floor level. Room sizes are generous and the layout will accommodate the furniture, access and the activity space requirement relating to the declared level of occupancy and the furniture schedule set out in Building Regulations 'Approved Document Part M'.

The 6th Floor

- entry hall, storage and laundry
- platform lifts and stairs, to the 7th floor
- 2 no. double bedrooms with en-suite bathrooms and wardrobe storage
- nominal balcony amenity space

Gross internal area flat 1 - 79 m²

Gross internal area flat 2 - 77 m²



6th Floor Plan

The 7th Floor

- platform lift and stairs to roof
- open plan living/dining space
- open plan kitchen
- access from flat 2 to roof top deck/amenity area above existing stair and lift core

Gross internal area flat 1 - 84 m²

Gross internal area flat 2 - 86 m²



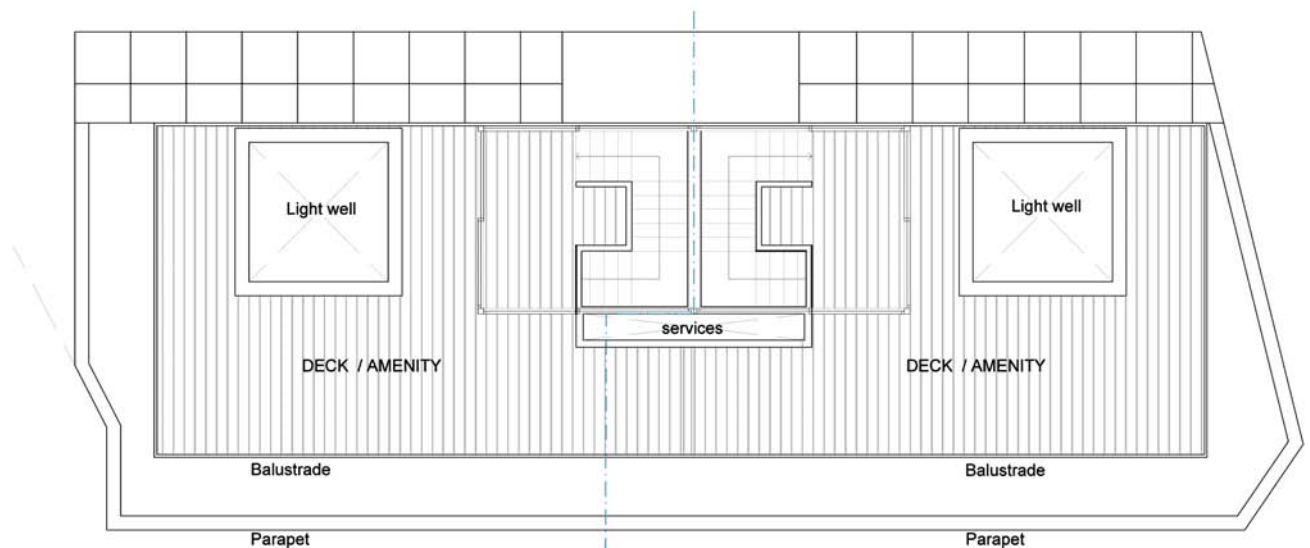
7th Floor Plan

The Roof

- Lightweight roof top access structure, deck and amenity space with perimeter balustrade.
- enclosed roof top services

Gross internal area flat 1 - 16 m²

Gross internal area flat 2 - 16 m²



Roof top plan/amenity space

Total gross internal areas flat 1 - 179 m² (excl. amenity)

Total gross internal areas flat 2 - 179 m² (excl. amenity)

Orientation

The existing block is orientated north-south. The proposals will benefit from views predominantly to the south/west, north/west, and east.

The accommodation has been designed to optimise natural daylight and views out with the primary habitable living rooms at upper 7th floor level & the bedrooms below at 6th floor level.

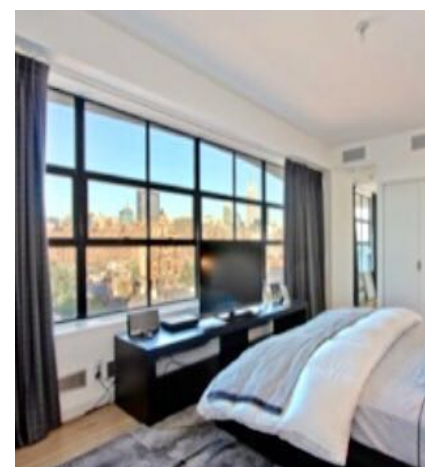
Other habitable rooms (bedrooms) are orientated west or east and will receive natural daylight through good-sized windows.

The roof deck /amenity will enjoy 360° views.

There are no issues with over-looking and the accommodation is laid out to prevent the adjacent buildings to the north and south of the development site from having views into the new accommodation.



Indicative image
glazed structure
to East elevation



Indicative image
bedroom windows

The Design Approach

The design approach has been to form a 2-storey extension on the roof of this 1930's block of flats that will complement the existing building and fit comfortably within the local context.

It is felt that the design proposals will also lend additional interest to Phoenix House and make a positive contribution to the Charing Cross Road Street scene.

The design proposals enhance the general scale and mass of the existing building, particularly fronting Charing Cross Road. In addition, the design seeks to provide a building in scale and character within its local context and of similar height to the existing surrounding buildings.

The proposals would not be highly visible from street level along Phoenix Street to the south, or Flitcroft Street to the north.

To the east the proposals would be mostly obscured.

Consideration has been given to the proximity of the proposals to nearby buildings, to minimise visual impact, loss of privacy or overlooking.

Appearance

The general approach for the external elevations has been to adopt quality materials and fenestration in the style of the existing building. This was considered a preferable approach by Camden Council Planning and Conservation Department within the Denmark Street Conservation Area. The design and material was influenced by ongoing discussion with the Council. This part of the Conservation Area is in general a palette of mixed materials but with a predominance of red brick, stucco facades and modern glazing.

The proposed extension to Phoenix House will be constructed using high quality light weight panel systems of brick work and render to match the existing. It will also have Crittall style metal frame windows, stone banding at parapet level and lightweight metal cladding panels/screening.

Small balconies and roof top balustrading are to match the existing metal balustrade found on the rear/east elevation.

There is also a fully glazed structure to the east elevation at 7th floor.



Brick Slip panels



Metal balustrade



Crittall Style Metal windows



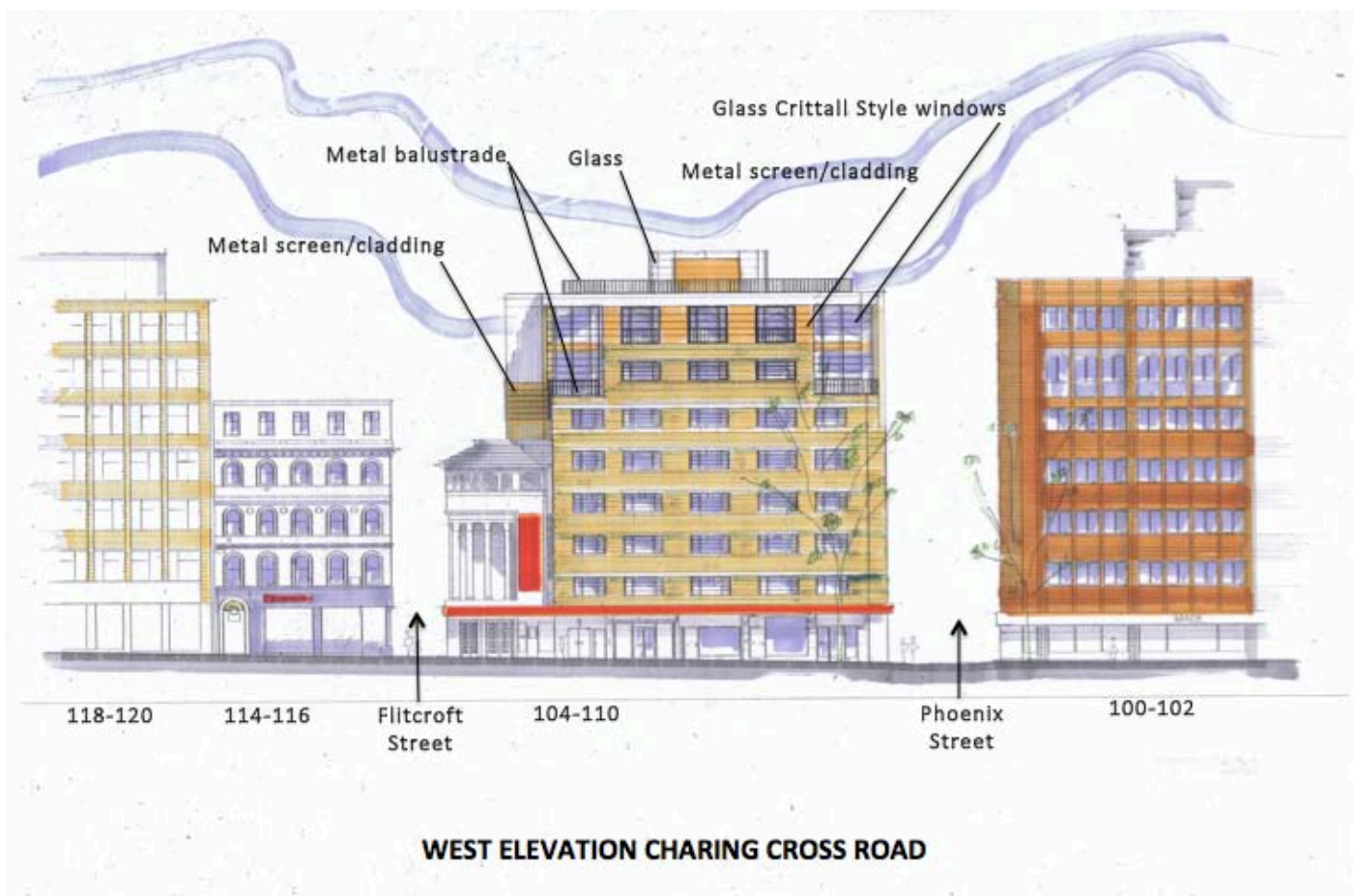
Lightweight composite metal panels/screening



Elevations

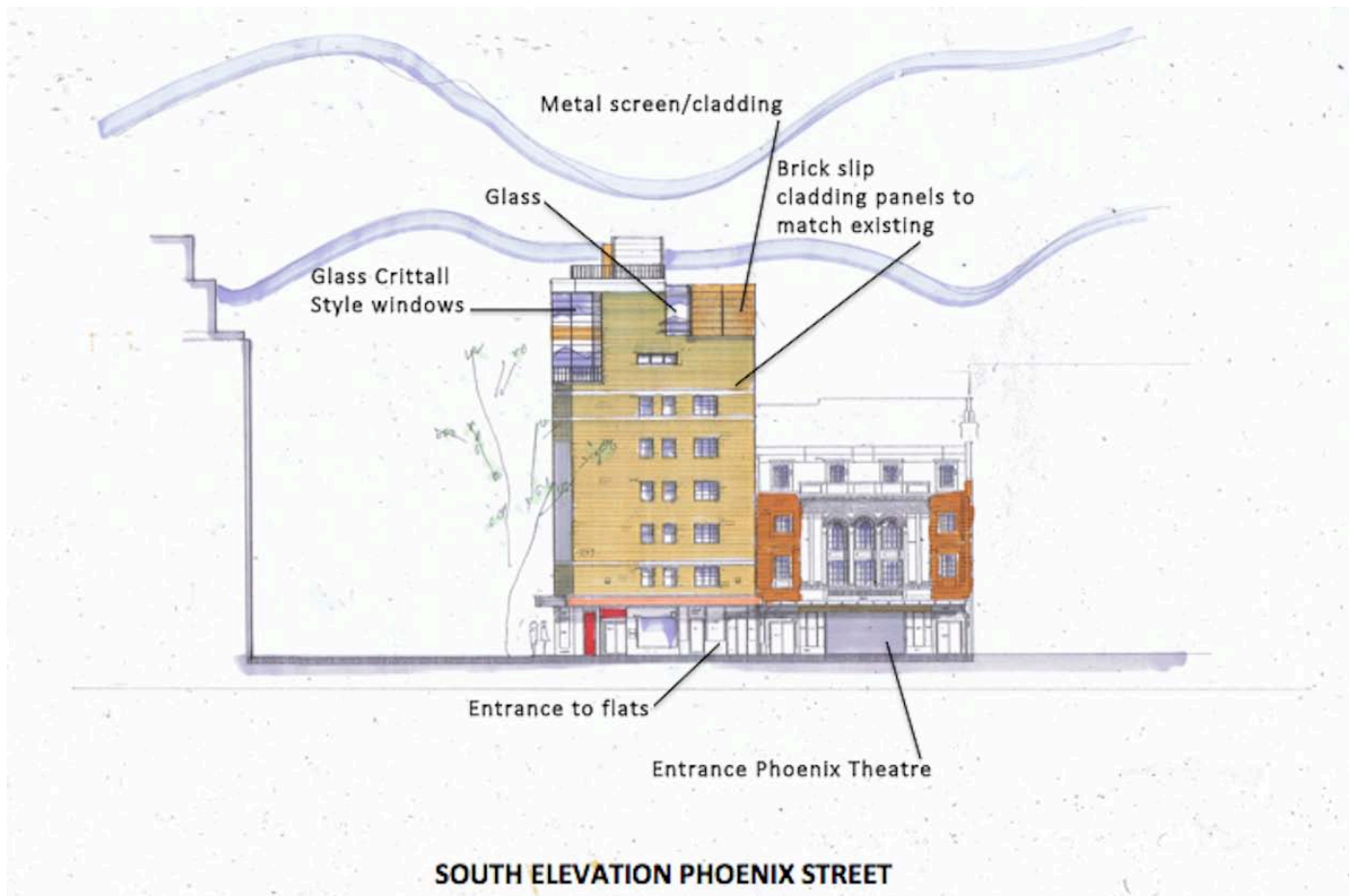
West – fronting Charing Cross Road, this elevation is designed to retain the style and form of the existing building and sensitively uses similar materials to reflect the original design.

- Crittall style windows are of similar size and design to the existing and with brick work panels to match.
- Metal balcony balustrade at 6th and 7th floor and at roof level to match.



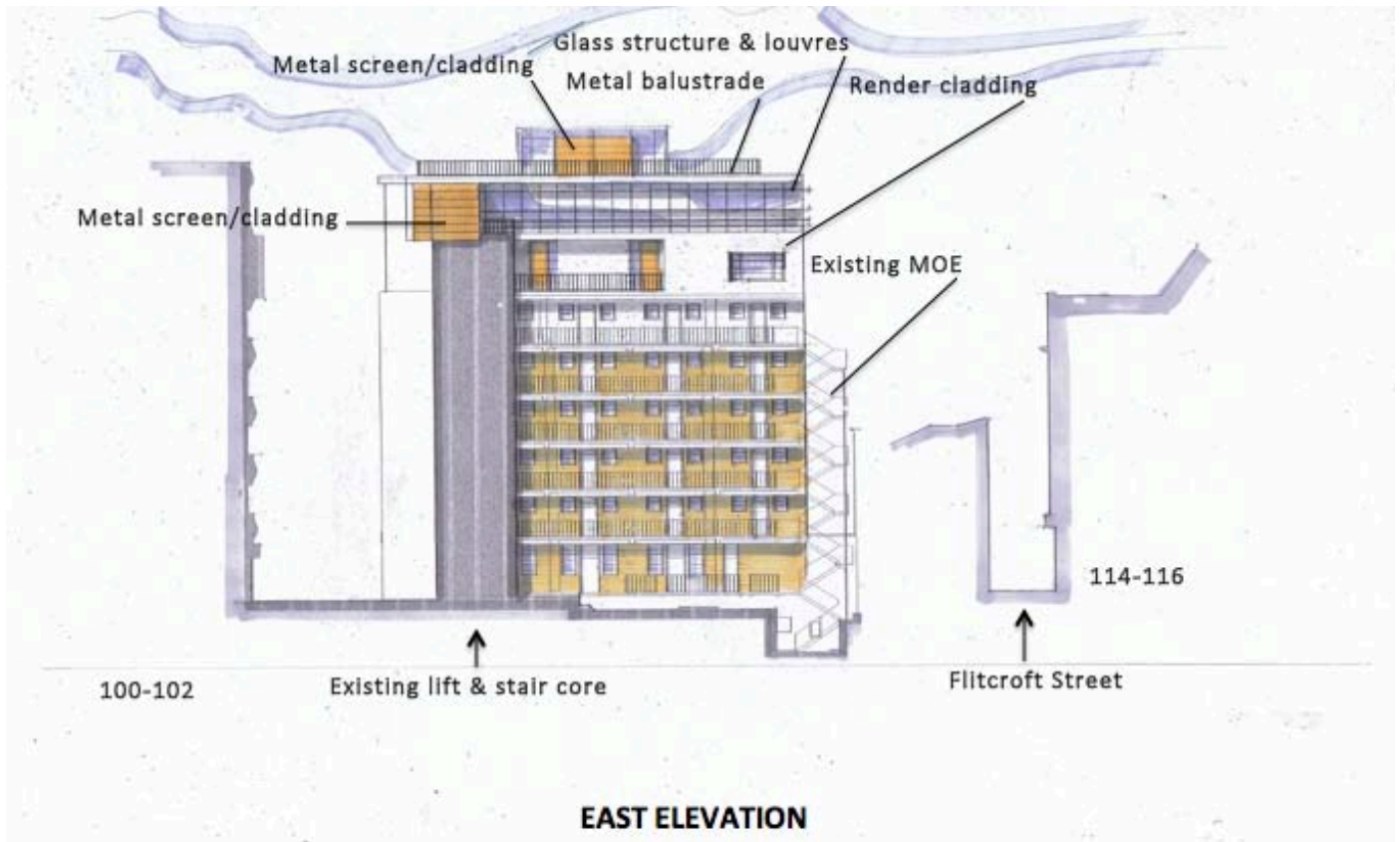
South – fronting Phoenix Street

- brick work to match, Crittall style corner windows/doors
- metal screening panels



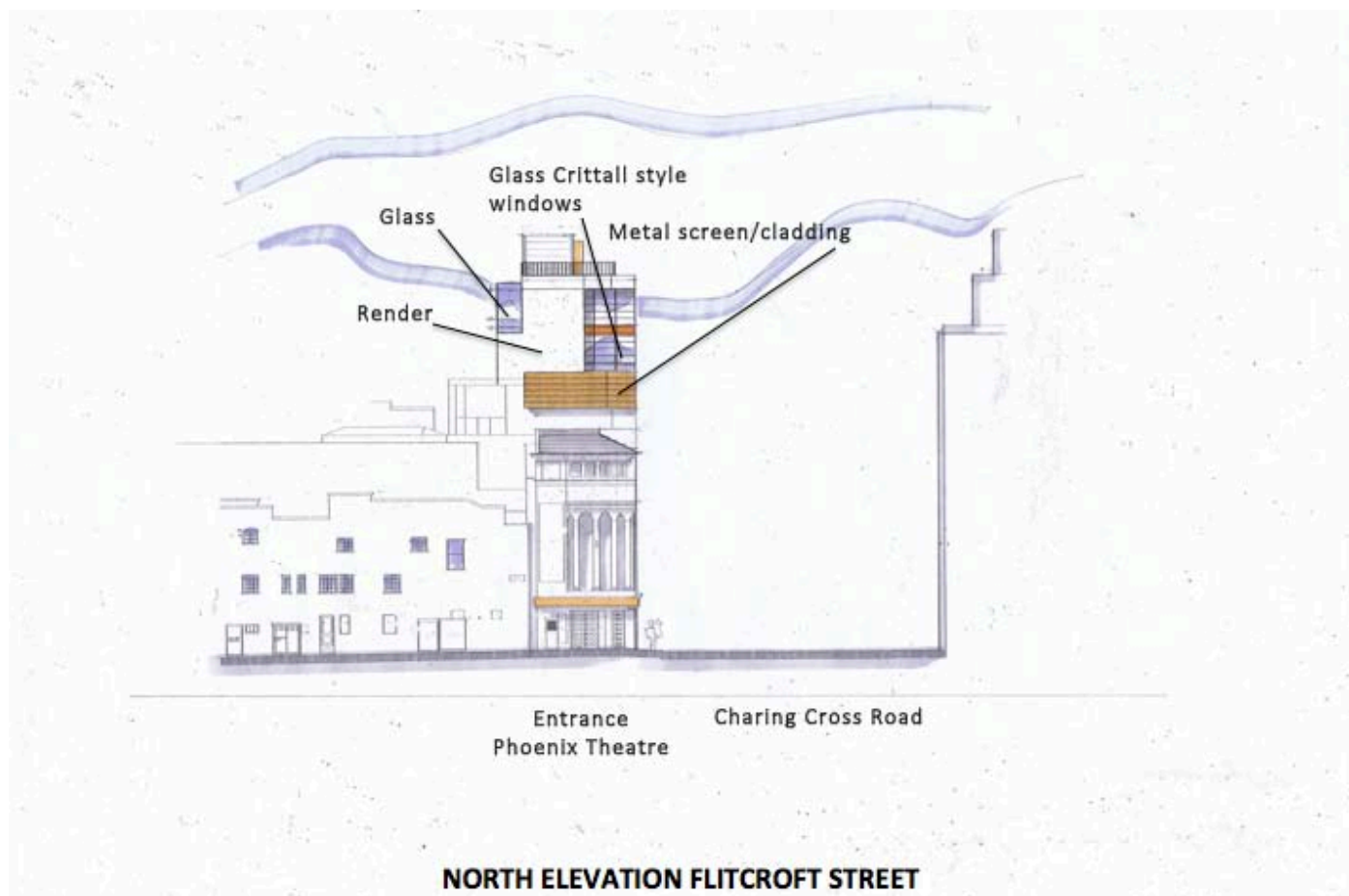
East (Service void) -

- White render panels at 6th floor
- metal balustrade to match
- 7th floor clear glass structure
- external metal louvre windows.



North – Fronting Flitcroft Street

- White render panels
- Crittall style corner windows/doors with metal balustrade to match.
- metal screening panels.



The proposals seek to make a positive contribution to this part of the Denmark Street Conservation Area, by following the existing pattern and scale along the Charing Cross Road and by retaining the style & form of the existing building using similar materials to reflect the original design.

Access

The site is located in the heart of London with excellent services within close walking distance.

The site enjoys the best possible travel and infrastructure links, with local buses, underground and rail services.

Access to the flats is directly off Phoenix Street using the existing stair and lift core, which will be modified and extended up to the new 6th floor level.

The flat units are accessed by corridors to the east elevation and provide internal stairs and platform lifts to 7th floor.

Refuse will be deposited and collected adopting the existing collection point for the existing flats in the block. There is a refuse chute system to the rear service void down to ground, with collection hoppers at each floor. The cleaners collect the refuse each morning and it is put out for collection daily in accordance with Council policy. The 2 new flats will use the existing collection hopper system.

Secure provision will be made for four number cycles to rear service courtyard and will be fully accessible for all users of the new flats and will comply with the requirements set out in CPG7 and the London Plan. There is no parking on site and in general the access to the building and to the proposed new dwellings will remain unaltered. The site lies within an excellent PTAL rated area.

All new fittings will provide improved access arrangements and will comply with guidance set out in Building Regulations 'Approved Document Part M.



East elevation
service void



East elevation
access corridors plus
refuse chute

Sustainability

The proposed design requires that the extension to the existing building meet the much-improved Building Regulations and published Thermal Standards.

The design and construction will implement measures to reduce the energy, water and materials uses, in accordance with requirements under BREEAM.
(Building Research Establishment Environment Assessment Method).

The proposals make the most efficient use of previously developed land, which will contribute towards a good BREEAM rating.

The building design makes excellent use of natural light reducing consumption of artificial light during daylight hours.

Materials will be used with good thermal properties to minimise energy loss.

The enhanced 'U' values of the proposed building fabric will vastly improve the building's overall sustainability performance.

A detailed sustainability statement is attached to this application in a separate document.

Assessment

The new residential units will be constructed to the highest standards and will provide high quality accommodation for future occupiers.

Two bed units are a very high priority within the London Borough of Camden and in accordance with Policy DP5, the proposed roof top development seeks to create new residential accommodation of high quality using the existing residential footprint of an existing residential block in the heart of the West End.

The design allows the extension to blend into its context offering additional interest to the Conservation Area.

The proposals will be highly sustainable from design and social connections stand point and will provide an aesthetically pleasing, thermally effective, and much needed residential use in this location.