

5.0 Design Proposal

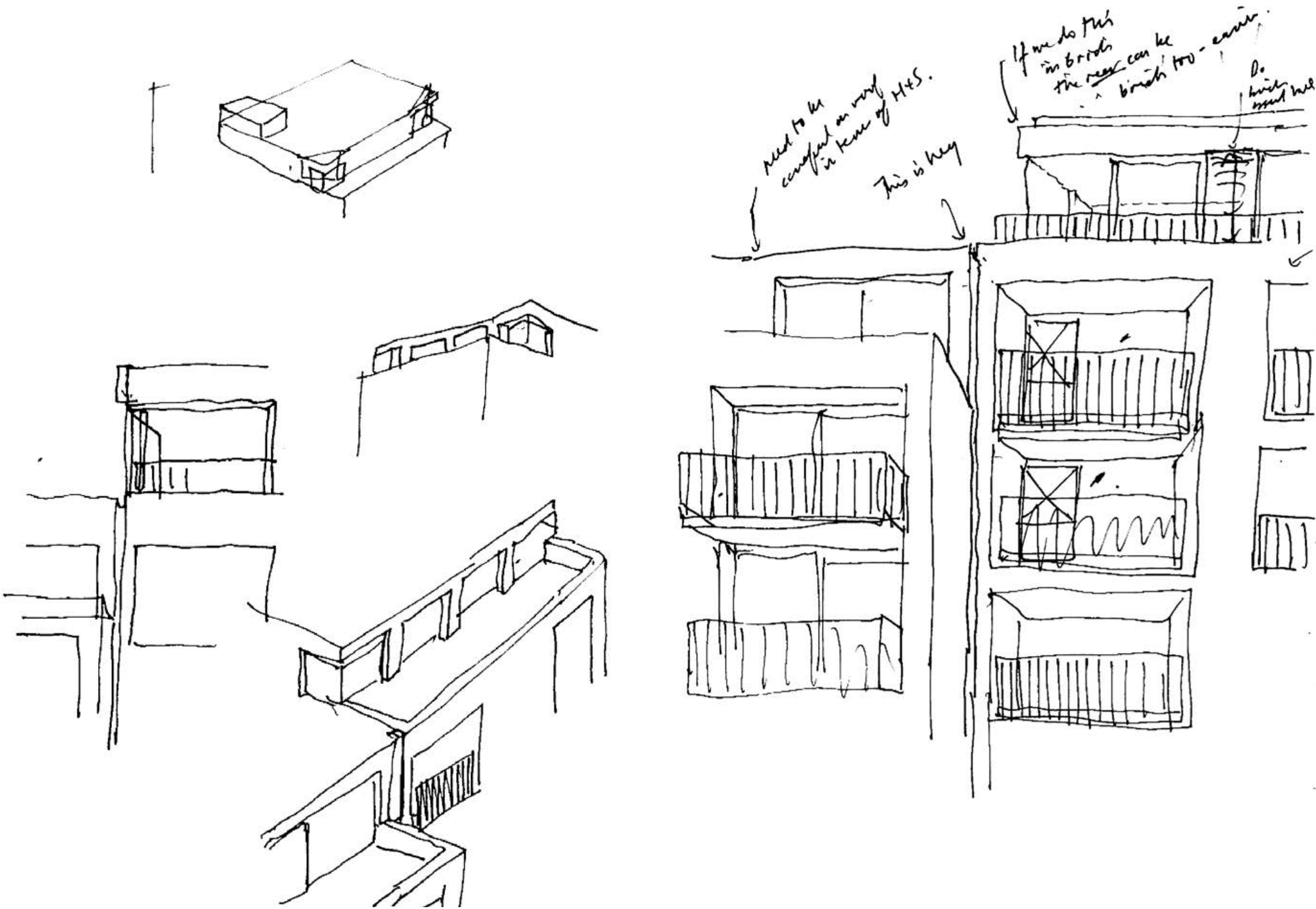
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5.1 Introduction

This chapter describes the design proposal for Centric Close, covering design development of the initial schemes, through to the planning submission design.

The following pages describe the development proposals in terms of its key design factors, massing, height, landscape and amenity. Elevational treatment, roofscape, materials and articulation, layouts, access statement and servicing strategy.



Design development sketches

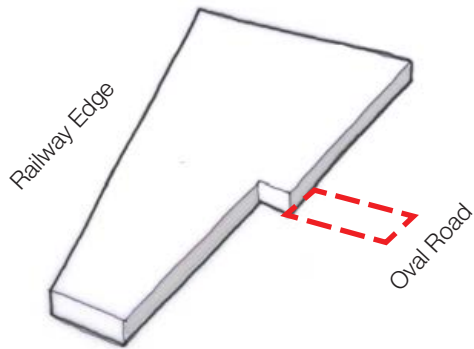
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5.2 Design Development

The proposals for Centric Close have been developed by the client and design team in consultation with the London Borough of Camden planning officers. The design development also takes into account feedback received at the first Design Review Panel presentation. The key massing developments from the initial scheme until now are shown in the following pages. The massing configuration has been developed with the following key principles:

1. Existing Extents

The full extents of the site identified

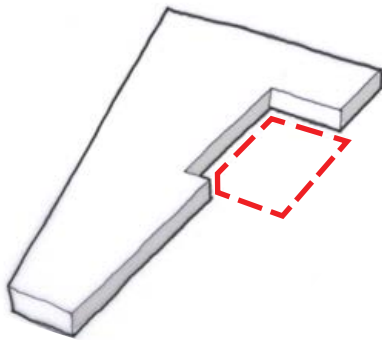


1. Existing Extents

2. Courtyard and Mews definition

Extents of the site are “carved” into to provide a “yard” space to the North of the site with active frontages, and a narrower “mews” to the South of the site.

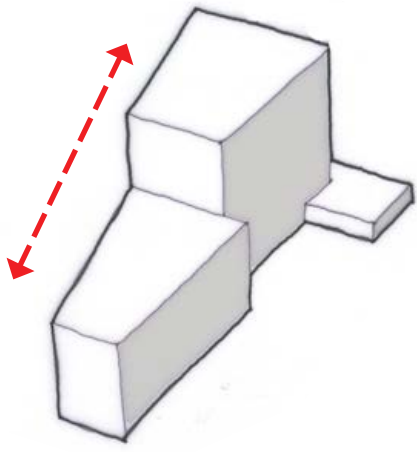
2. Courtyard and Mews definition



3. Identifying the mass

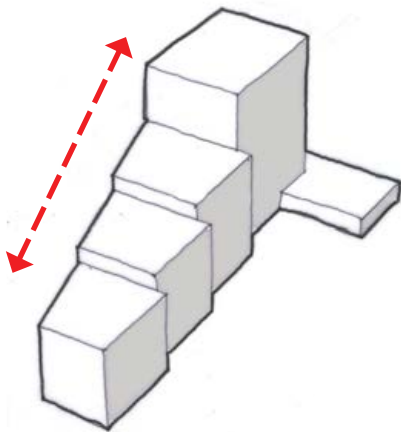
3. Identifying the mass

Taller element to the North responds to 35 Oval Road, lower, massing responds to residential properties to South East. Massing holds the rail edge and defines the yard and mews.



4. Tiering the mass

Tiering provides a gradual increase in scale and provides opportunities for south facing terraces.

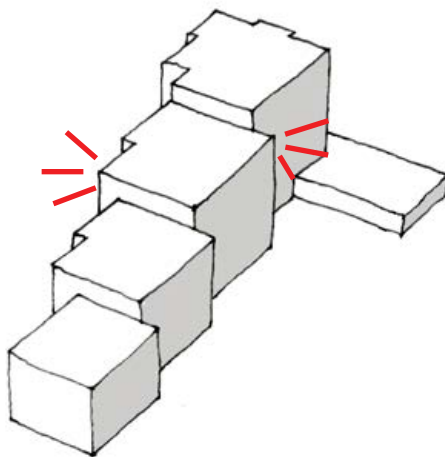


4. Tiering the mass

5. Stepping the mass

Stepping the mass on both main elevations opens up additional corners maximising dual aspect to the apartments behind.

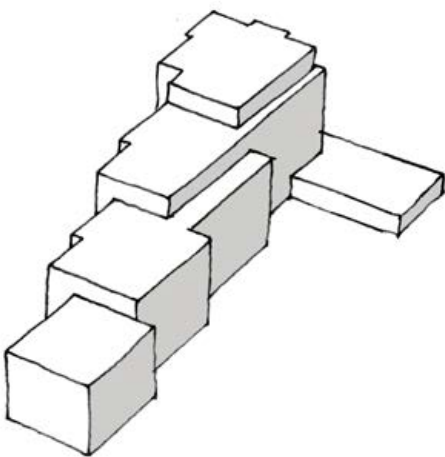
5. Stepping the Mass



6. Setbacks

6. Setbacks

Setbacks added to reduce the developments mass when viewed from key viewpoints.



The height, scale and massing of the proposals have been developed with regard to the impact on townscape views, and to daylight to neighbouring properties.. A comprehensive Daylight and Sunlight Report has been prepared by GIA and forms part of

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the planning submission documents. The impact on Townscape views has been fully assessed within the Townscape, Visual Impact and Heritage Assessment. The images within this section aim to provide additional information with regard to the scale of the proposals and the townscape setting. The diagrams opposite illustrate how the massing design has evolved through the various consultations undertaken with the London Borough of Camden Planning Officers and the Design Review panel. Below is a summary of the key massing design developments.

Height

The proposal's height at the North of the site has progressively lowered to address Planning Officer and Design Review Panel comments regarding the developments' impact from key views. The tallest part of the development, at seven storeys, aligns with a common datum of seven storeys running East West along Jamestown Road and into the Lockhouse development to the North of the site.

Block designation

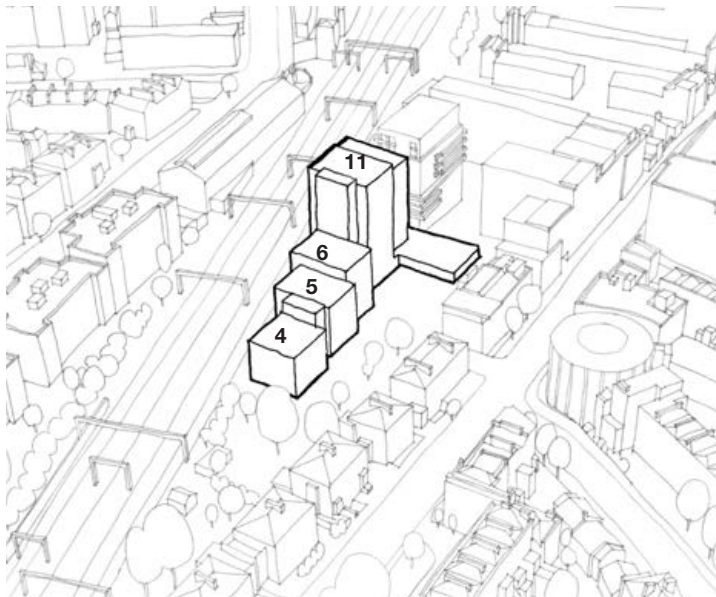
The number of stepping blocks has reduced from five at the beginning of the process, to the four of the application scheme, presenting a calmer transition in scale across the site. The mass presents a “formal” frontage to the East elevation, with the frontages of the blocks relating to the frontages widths of the buildings opposite. Wider to the North, addressing the width of 31 Oval Road, and reducing to address the frontages of the Villas along Oval Road to the South of the Site. To the railway side the frontages are less formal, reflective of traditional “back end” frontages to railway lines etc.

Stair access cores

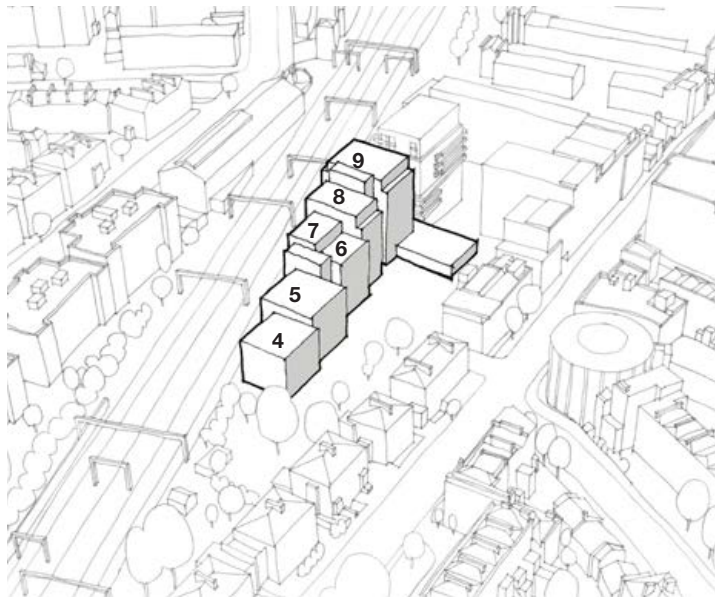
The stair access cores, an expressed feature of the early designs, have been gradually incorporated into the mass of the main blocks.

Setbacks

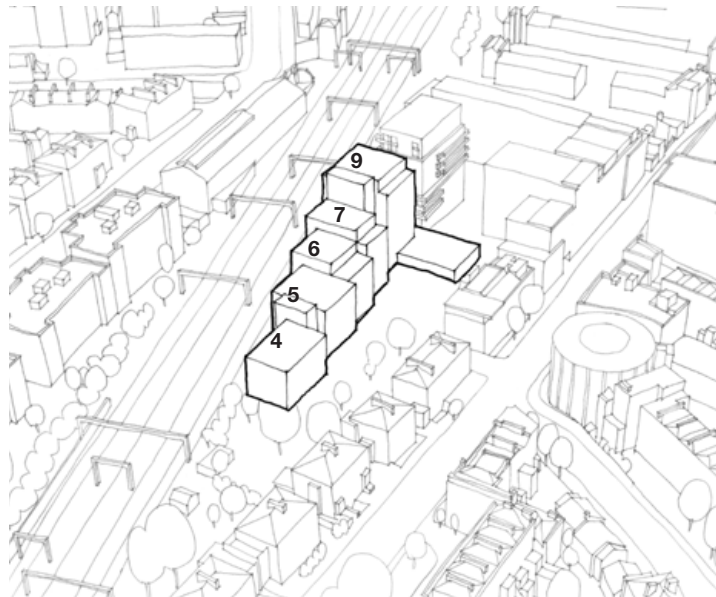
Setbacks have been added to reduce the developments mass when viewed from key viewpoints.



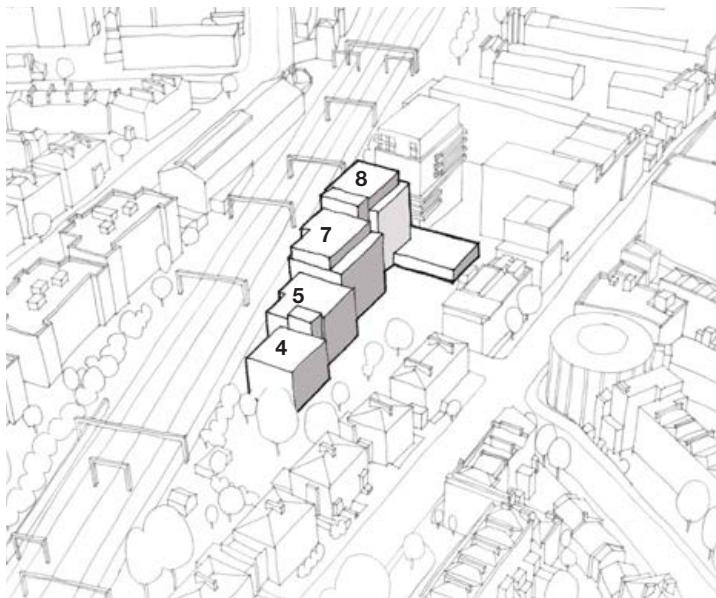
Pre-App 01



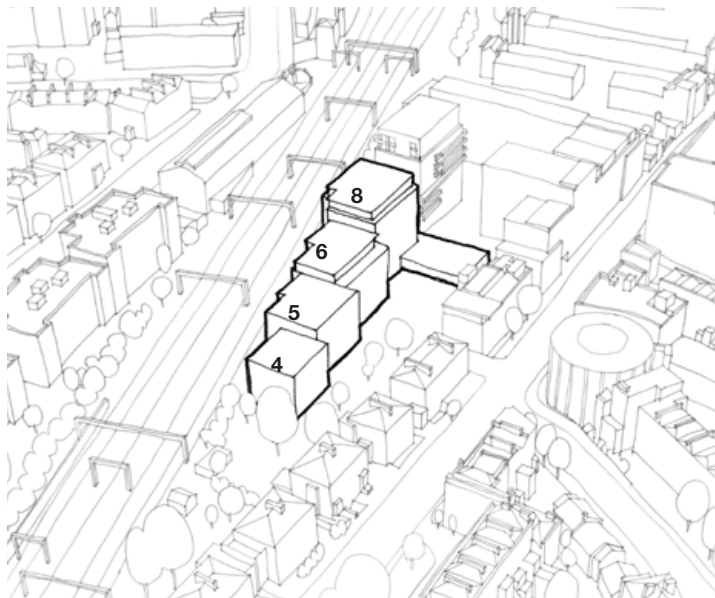
Pre-App 02



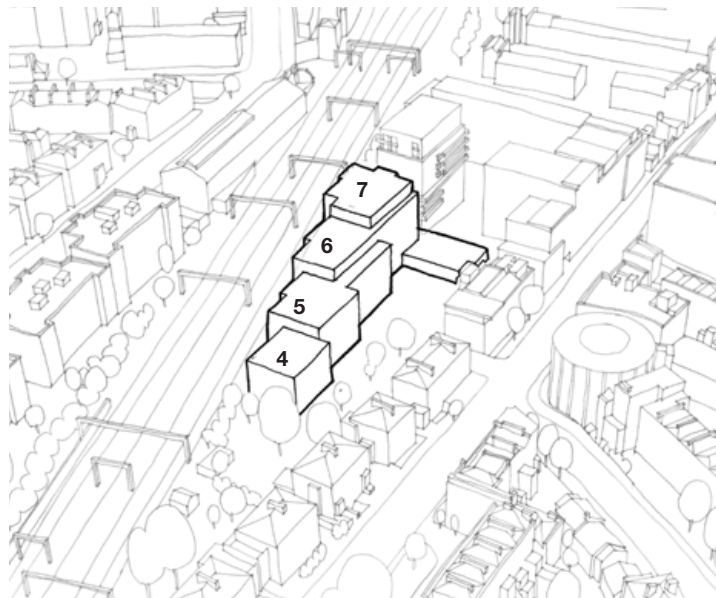
DRP 01



Pre-App 03



Public Exhibition



Application Scheme

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5.2 Design Development

Context and Key Viewpoint Studies

During the consultation process the developments' impact on the existing Townscape has been assessed from five key illustrative street views. Three points at different locations along Gloucester Crescent, and two points from Gloucester Avenue. These views have been incorporated into the **Townscape and Visual Impact Assessment** undertaken by Nathaniel Lichfield and Partners, which can be found in the appendices.

View 1a

View looking North West from close to the junction of Gloucester Crescent and Oval Road next to the Rotunda building



View 1a

View 1b

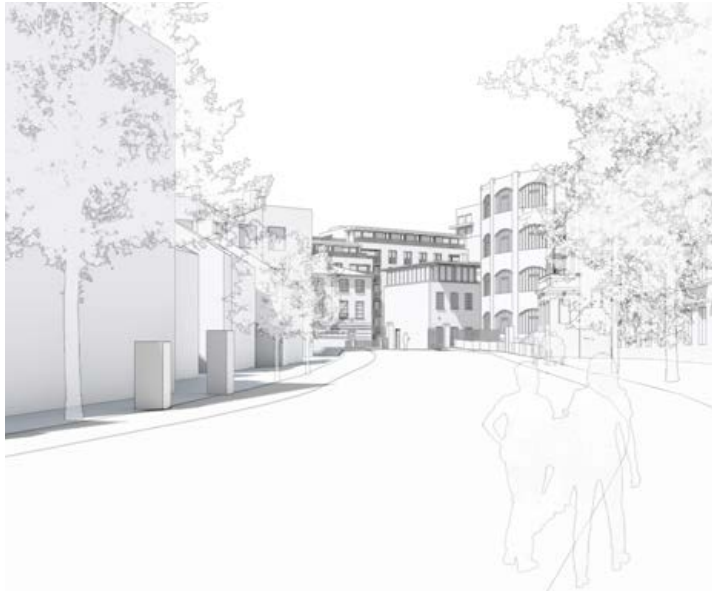
View looking North West from approximately mid way down Gloucester Crescent.



View 1b

View 1c

View looking North West from close to the junction of Gloucester Crescent and Inverness Street.



View 1c

View 3

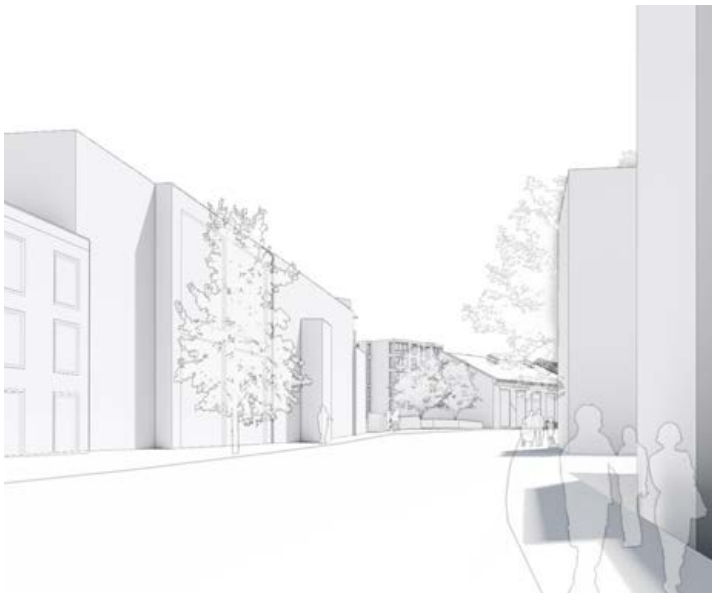
View looking East from Gloucester Avenue, through a gap between the Vinery building at 36 Gloucester Avenue, former Camden Goods Yard electrical sub-station, and the 20th century social housing development at 47-55 Gloucester Avenue.



View 3

View 6

View looking South East from beside the Engineer pub on Gloucester Avenue.



View 6

The views of the application scheme are shown here. On the opposite page, the development of the scheme from the first Pre-app meeting to the application scheme is illustrated from view 1A. The reduction in height, and the incorporation of the stair cores into the main body of the building can be seen.

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Gloucester Crescent View 1A Pre-app 01 scheme



Gloucester Crescent View 1A Application scheme

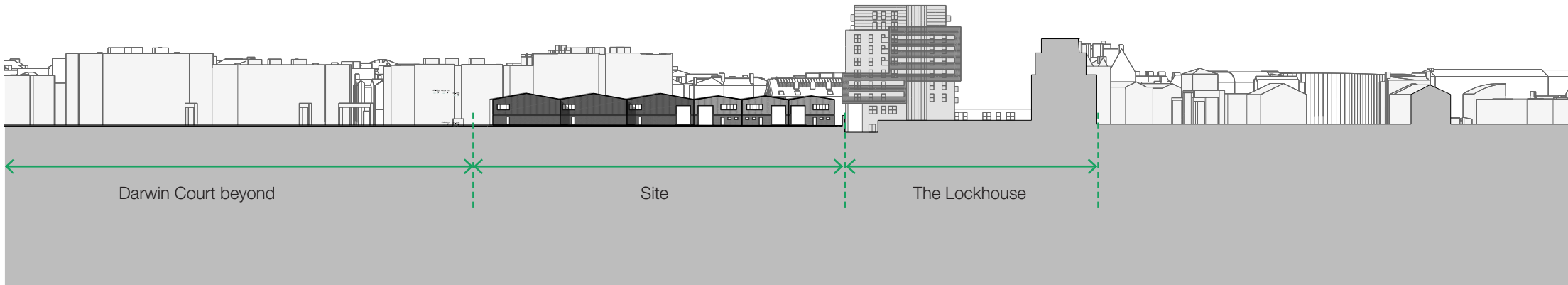
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5.3 Scale and Massing

Massing to the North of the site

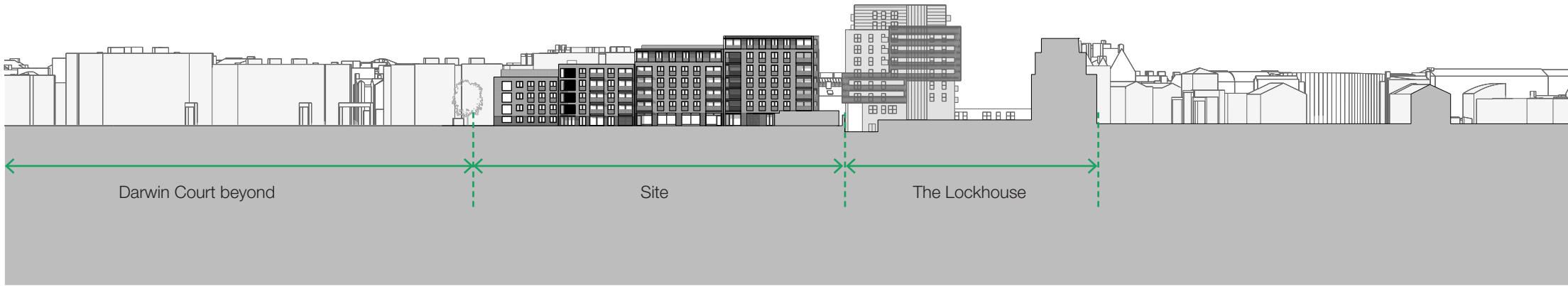
The photo below demonstrates the strong seven storey datum running along Jamestown Road and the commercial buildings along the canal.

The proposed elevation opposite demonstrates the sequential stepping of the proposed massing and how the massing of the tallest portion of the development aligns with the seven storey element of the tallest portion of the Lockhouse.



View of Gilbeys and Lockhouse from Regents Park Road Bridge

Existing East elevation



Proposed East elevation

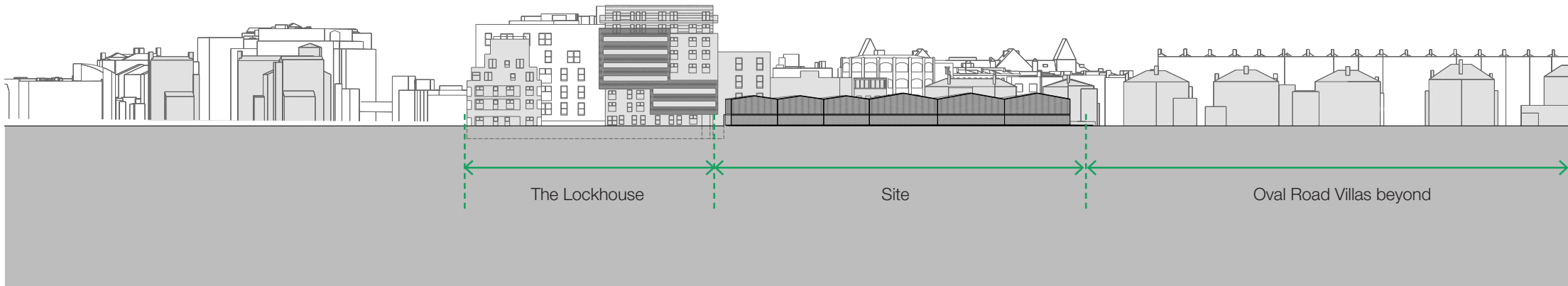
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5.3 Scale and Massing

Massing to the South of the site

The Villas along Oval Road, with entry levels raised above pavement grade, tall piano nobile level at first floor, and attic level above second floor are grand in scale.

The proposed elevation adjacent demonstrates the sequential stepping down in the proposals massing from seven storeys, the datum of the buildings along the Regents Canal, to four storeys, the datum of the Oval Road Villas.



View of Villas at 19-21 Oval Road

Existing West elevation



Proposed West elevation