INDUSTRY HOUSE
NO.23 – 25 HAMPSHIRE STREET, LONDON, NW5 2TE

Design Statement

for and on behalf of

Industry House Developments Limited

MAY 2018

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Contents

1 Summary

This chapter aims to present an overview of the project, the brief and C4 Consulting's Key Design Principles.

1. Summary
2. Brief Overview
3. Key Design Principles


1
2
3
Hampshire Street
Brecknock Rd.
Torriano Ave.
Camden Rd.

1.1 INTRODUCTION

The purpose of this Design Statement is to give an overview, from early concept, through to the final proposal options.

We believe that good design starts from an underlying 'Big Idea' or Key Design Principle, which will drive the design process.

These Key Design Principles provide a solution to issues identified through the initial brief analysis, typology, context and provide strong reasoning for each stage of the design development.

This Design Statement has been prepared on behalf of Industry House Developments Limited, in support of a FULL Planning Application for the refurbishment of the existing office building. Key external works include:

- the erection of a single story extension to reception to create a Document M compliant accessible entrance;
- replacement of existing external lift shaft cladding;
- replacement of double glazed aluminum framed windows;
- replacement roof lights and roof finishes;
- Structural repair of existing external walls and new render finishes.

The document is to be read in conjunction with the proposed project drawings as submitted with this application.

KEY

1. Torriano Estate (Housing Association)

2. No.3 Hampshire Street

3. Industry House, No.23-25 Hampshire Street

1.2 BRIEF OVERVIEW

C4 Consulting set about understanding the restrictive context of the site in order to inform and influence early conceptual ideas while striving to deliver a high quality piece of architecture, ensuring the client achieved their key brief factors.

The proposal for the works at No.23-25 Hampshire Street looks to refurbish an existing office building that is neglected and tired, bringing it up to meet current standards to reflect current market for Cat. A Commercial Office fit-out.

1.3 KEY DESIGN PRINCIPLES

- To provide a fully accessible entrance.
- Provide an identity to the building identifiable from Torriano Avenue.
- Full upgrade of the existing passenger lift shaft and new compliant lift car.
- Refurbish the existing offices internally to provide modern facilities.
- To complement the existing surrounding context.

2 Site Context and Analysis

This chapter aims to analyse the existing (restrictive) site context of the proposed location as these restrictions have heavily influenced how C4 Consulting has approached the design.

1. Site Location
2. Primary & Secondary Routes
3. Views to & from Site
4. Existing Materials

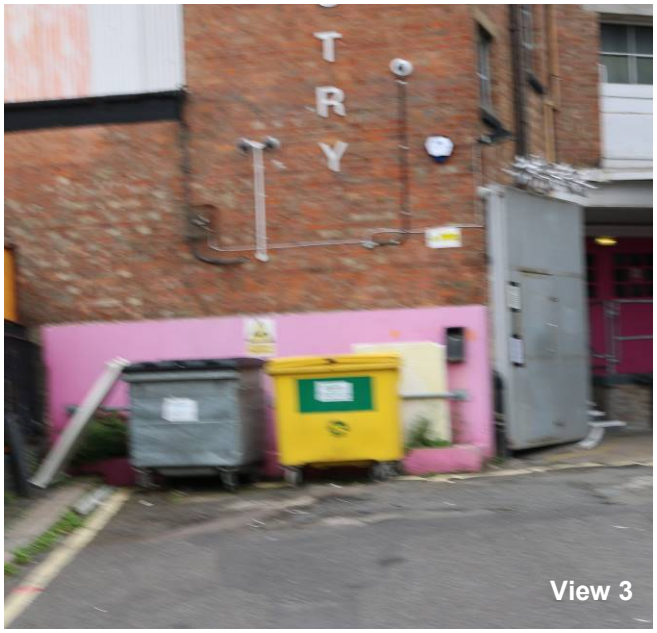

Brecknock Rd.
Hampshire Street
Torriano Ave.
Camden Rd.

2.1 Site Location

Industry House, Hampshire Street is located approximately 4.8 km North West of the City of London and 1.3 km north east of Camden Town. The application site is accessed off the northern end of Hampshire Street, a cul-de-sac residential street served off Torriano Avenue (A5200) to the eastern edge of Kentish Town, Camden.

The existing office building currently provides 1,240sqm GFA of built floorspace and already benefits from B1 office use consent. The site is bounded on all other sides by abutting commercial / residential properties, with access restricted solely to the site's Hampshire Street frontage.

View 1



View 3

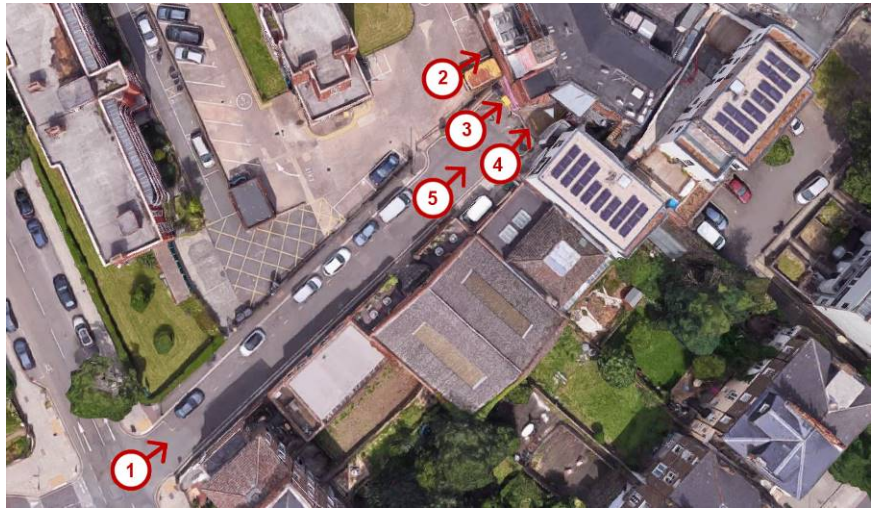
View 2

View 4

2.2 Existing Buildings (View to Site)

The exterior of the building is faced in masonry brick, punched with window openings. The masonry brick has large areas of patch render (views 2 and 3), and visible signs of structural movement with significant cracks to the staircore and single storey extension to the principle elevation. The windows are steel framed (Crittall type) and single glazed. The existing external lift shaft to the principle elevation is clad in corrugated cladding with an asbestos inner lining. The roof has a combination of flat roofs, and mono-pitched roofs laid out in a traditional weaver-shed layout with steel framed single glazed northern-roof lights, and welsh slate clad roofs.

The building is currently not listed, and does not sit within a Conservation Area.




View 1

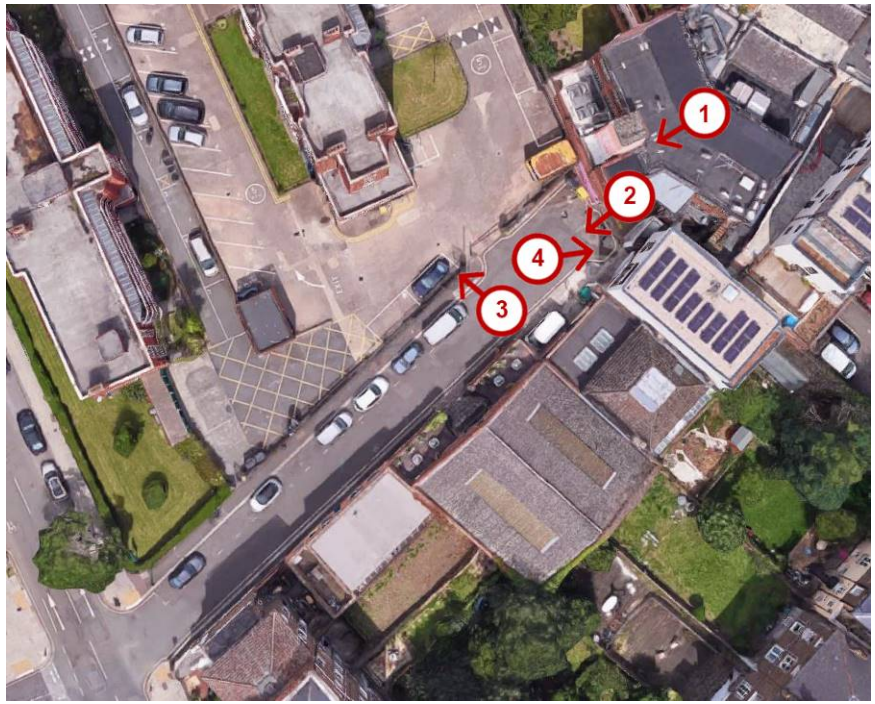

View 2

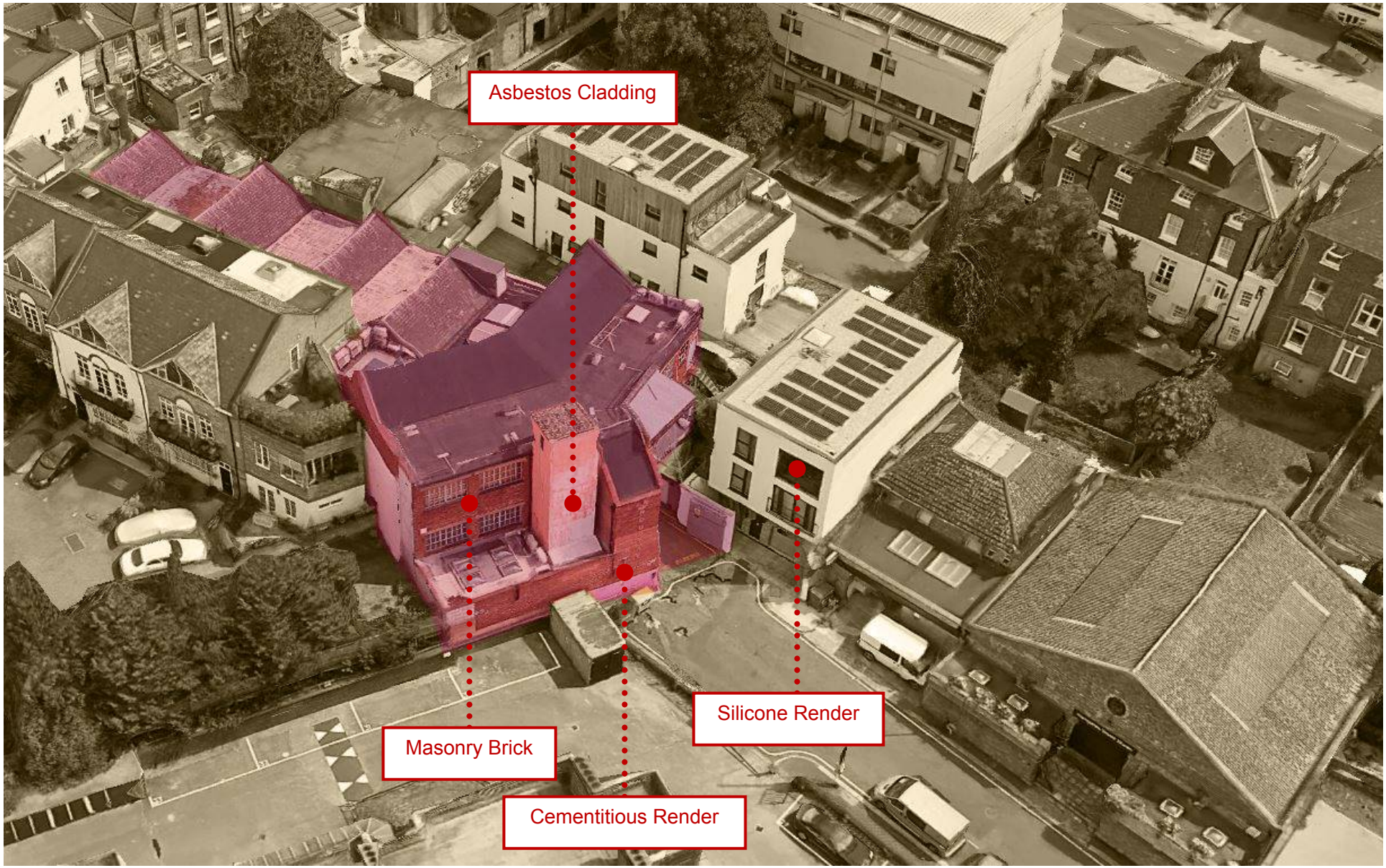

View 3

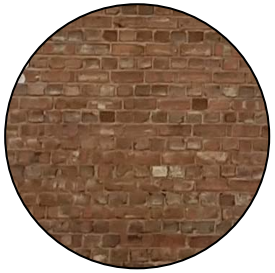
2.3 Existing Buildings (View from Site)

The location of the site is restricted on three sides, so the proposed location for a main entrance is restricted solely to the site's Hampshire Street frontage.

The main floor level is elevated from the main street level by 610mm, which we have considered to be a driving factor in the design of the proposed main entrance extension to create a fully accessible entrance.




Asbestos Cladding
Masonry Brick
Cementitious Render
Silicone Render



Existing Masonry Brick to Stair Core, Main Building and Single Storey Extension.

Existing Cementitious Render to Single Storey Extension

Existing Corrugated Asbestos Cladding to External Lift Shaft.

Existing Mixed Selection of Brickwork to Single Storey Extension.

2.4 Existing Materiality

The buildings surrounding the application site are a mixture of commercial and residential buildings.

The Torriano Estate (Housing Association Flats), directly adjacent the site are a 1930's four-storey residential block. The building is clad in masonry bricks, with white PVCu windows.

The adjoining building (No.3 Hampshire Street) is three stories in height, with the ground floor being a commercial unit (currently vacant), with upper floors being residential. The building is masonry brick to low level, with white cementitious render to the upper floors, and grey aluminium framed windows.

The proposed design is intended to complement and be sympathetic to the existing context, whilst reflecting the industrial nature of the building. The extension will utilise a pre-weather steel (COR-TEN Steel), providing a contemporary design feature which is sensitive and understanding to the context (see precedents on pages 19-20).

The staircore has a band of render at low level, with numerous service penetrations above throughout the brickwork. The proposed rendering to the staircore will provide a contemporary way of concealing the array of fabric repairs required to conceal this scarring to the principle elevation. The render will also provide a key focal point and vista from Torriano Avenue, enhancing the pre-weathered steel lift shaft.

3 Concepts & Precedents

This chapter investigates the primary drivers for the initial concepts for the design, such as materiality, texture and layout.

1. Initial Concept
2. Precedent Images

3.1 Initial Concept

The restrictive nature of the site quickly dictated the layout of the proposed ground floor entrance extension, with means of providing level access into the building, via the insertion of an internal platform lift - the use of an external access ramp would not have been achievable due to site restrictions.

The removal of the existing asbestos cladding from the lift shaft presented the opportunity to utilise an industrial material – pre-weathered steel (Cor-Ten), befitting the 'industrial' appearance and name of the building.

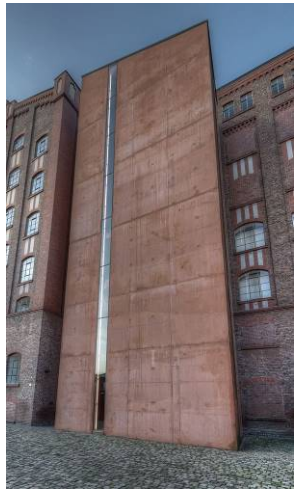
Currently the building lacks visual identification from Torriano Avenue, with no real indication of where the main entrance into the building is located. An existing band of pink render sits to the lower portion of the staircore, with numerous service penetrations throughout. This presents the opportunity to render / clad the staircore, providing a clear focal point that contrasts and enhances the Cor-Ten steel cladding to the lift shaft.

By extending the Cor-Ten steel at low level, with the adjoining boundary wall and using this material for the reception entrance, this further defines the main entrance set against the white render of the staircore.

By introducing both the Cor-Ten steel cladding and render feature, this design can create an attractive and definitive vista from Torriano Avenue, befitting the surrounding setting.

The following points are the drivers for this design:

- single story entrance to provide level access;
- feature cladding to lift shaft;
- identity of entrance into the building from Torriano Avenue.



Top Left: University of Birmingham, Birmingham

Top Right: *unknown*

Bottom Left: Snape Maltings, Suffolk

Bottom Middle: Caixa Forum, Madrid

Bottom Right: Museum Küppersmühle, Germany

Top Left, Bottom Left: House Extension, London

3.2 Form Precedent

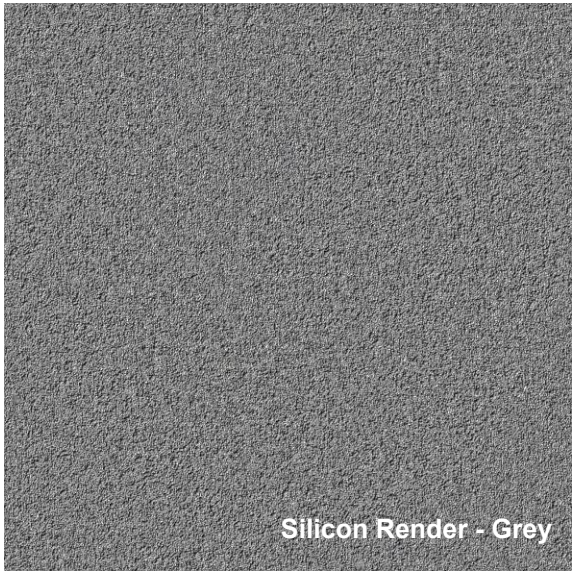
The imagined feature lift shaft and main reception entrance is required to complement the surrounding existing building.


Pre-Weathered Steel – COR-TEN®


Silicon Render - White


Paving


Masonry Brick


Silicon Render - Grey


RAL: 7043
Window Frame

3.5 Material Precedent

When using any material there is the danger of a solid wall material looking monolithic, dense and could potentially overbear the surrounding context.

The images opposite intend to illustrate how texture can be introduced to a material to break up what could potentially be a dense texture.

RAL: 7043

3.6 Window Treatment

The existing windows are to be upgraded and replaced to enhance the buildings overall thermal performance.

The proposed windows will be of aluminium frame construction, thermally broken, with thermally efficient double glazed window panes.

The design of the proposed windows replicates the existing pane and glazing bar proportions. All the existing window openings are to remain and will not be modified in any way.

3.7 Main Entrance Door Treatment

The proposed design for Industry House creates a new single storey main entrance extension to provide a fully accessible entrance compliant with Document Part M of the Building Regulations, something which would not have been possible within the existing building foot print.

As described previously, this new intervention draws upon the pallet of materials used in the existing and adjacent buildings alongside the proposed pre-weathered steelwork (Cor-Ten). The design intent for the new main entrance provision was twofold:

1. to provide a compliant focal point entrance in to the building; and

2. to be easily identifiable as a modern intervention, so as to not confuse the architectural reading of the original building it serves.

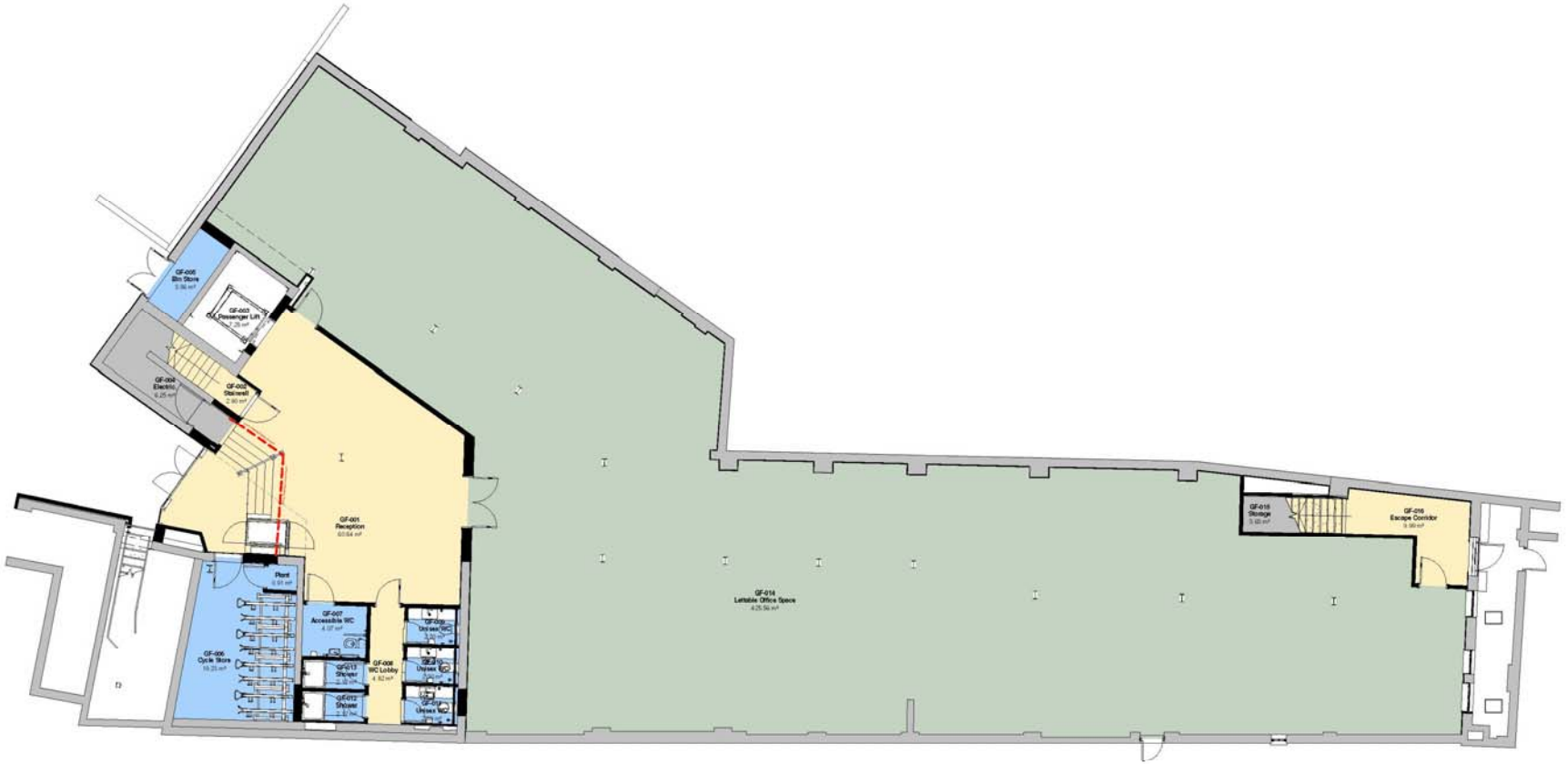
To this end, it is considered that the fenestration design to the main entrance area should be demonstrably different, and crucially simpler, than the original window fenestration design to the rest of the building.

In so doing, it is envisaged that a visitor to the building would be able to clearly discern what an original architectural feature is and what a modern intervention is.

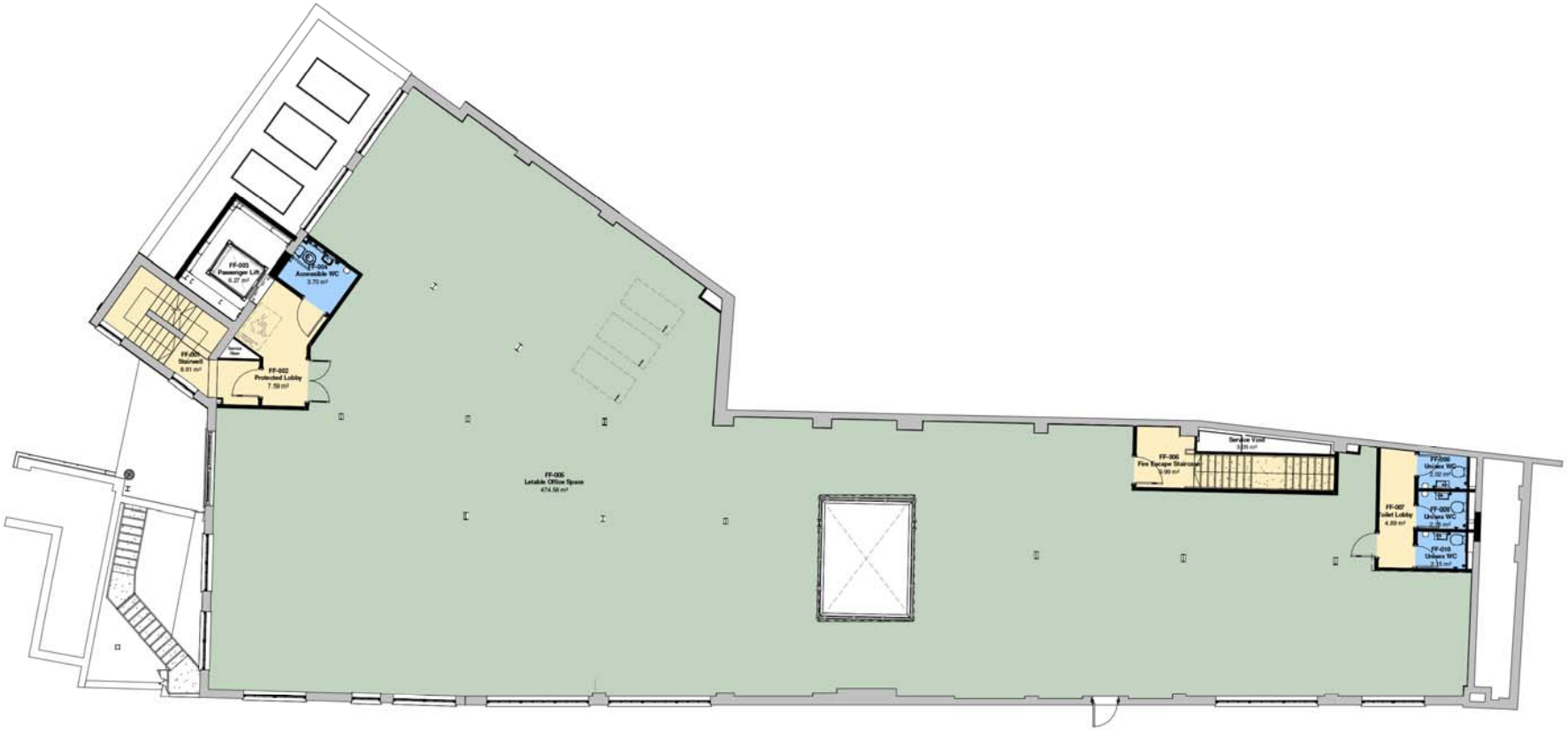
4 Proposed Plans & Elevations

This chapter documents the finalised drawings.

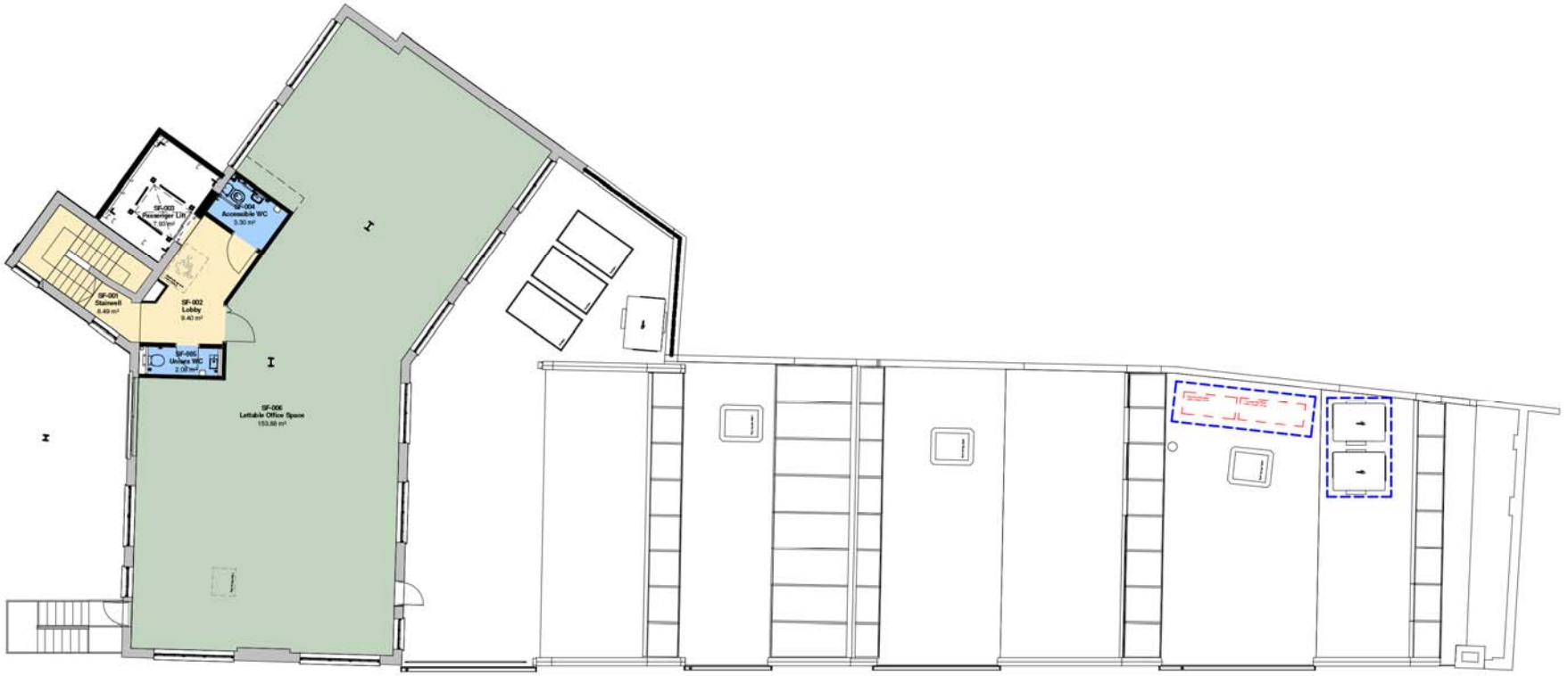
1. Ground Floor GA Plan
2. First Floor GA Plan
3. Second Floor GA Plan
4. Roof Plan
5. Proposed Elevations
6. Proposed Sections



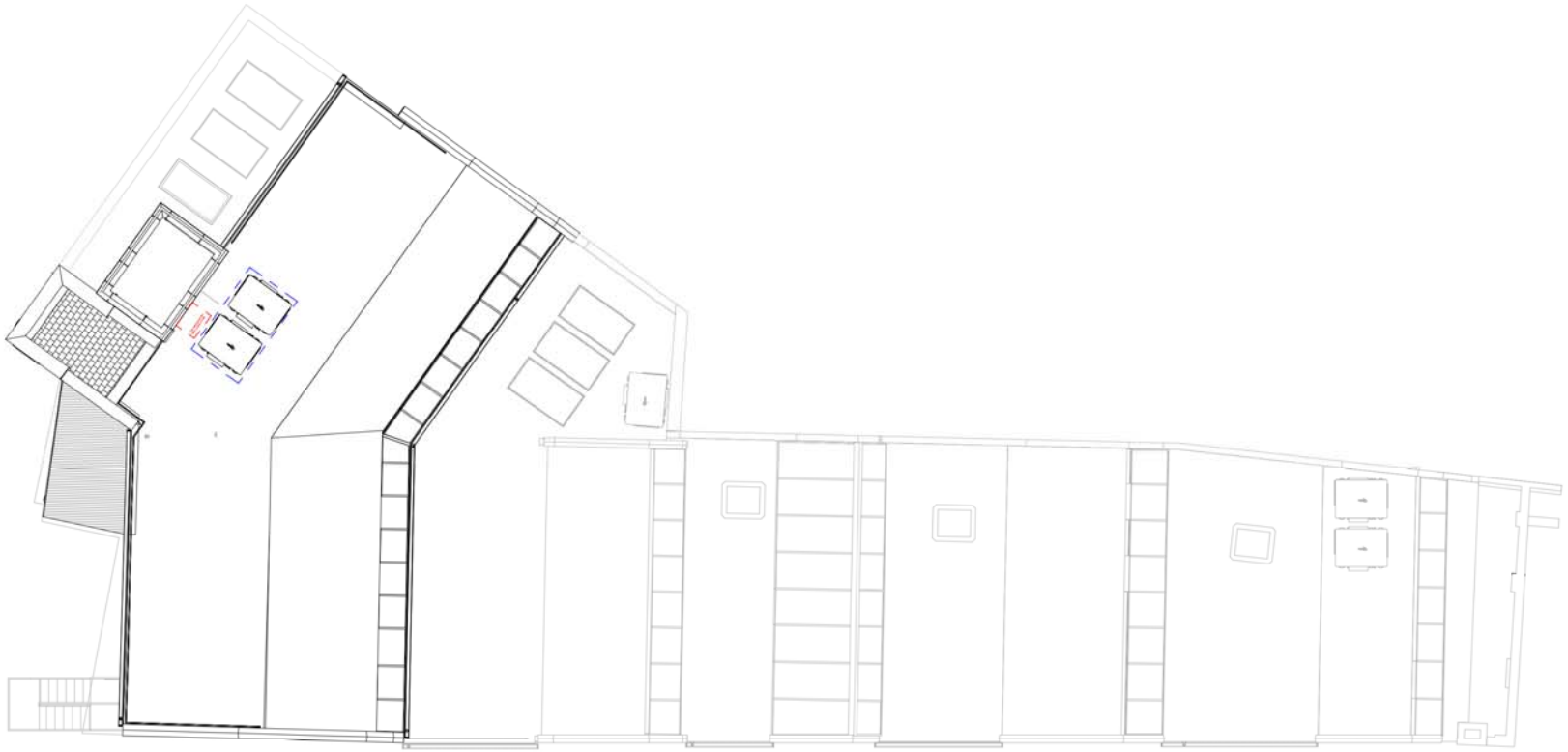
Proposed Ground Floor Plan – 17048-C4C-B1-Z1-A1-20-00-200_E



Proposed First Floor Plan – 17048-C4C-B1-Z1-A1-20-01-200_D



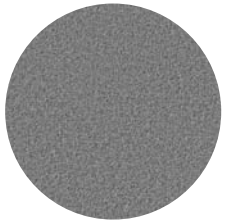
Proposed Second Floor Plan – 17048-C4C-B1-Z1-A1-20-02-200_D



Proposed Roof Plan – 17048-C4C-B1-Z1-A1-20-R1-200_D

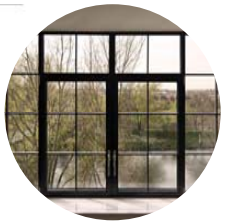
Pre-Weathered Steel – Cor-Ten®

Silicone Render – White

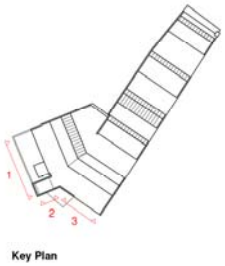


Silicone Render – Grey

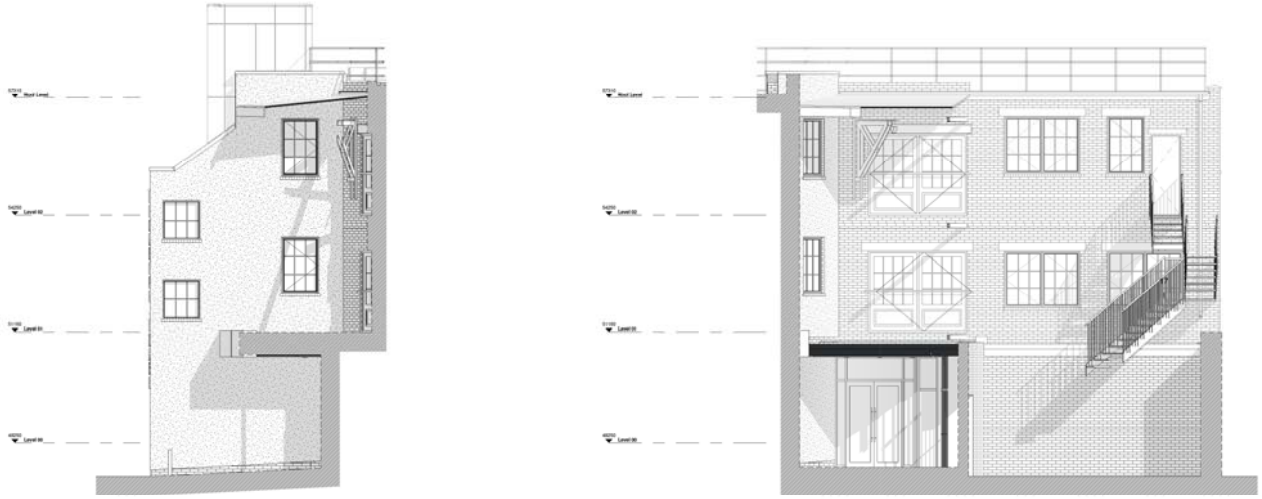
Existing Masonry Brick



Kawneer GT70 Window

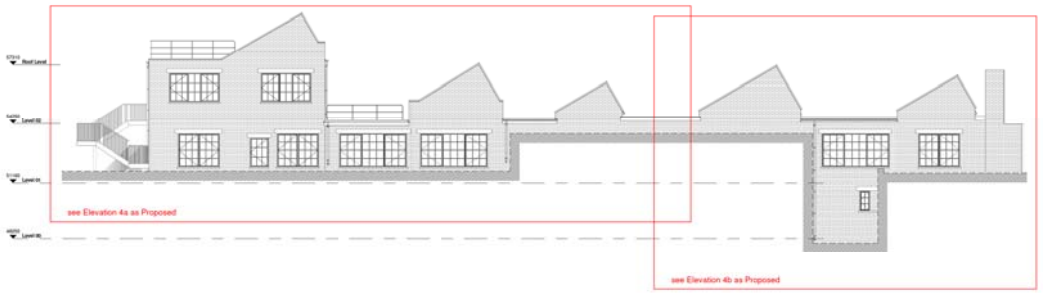


Key Plan

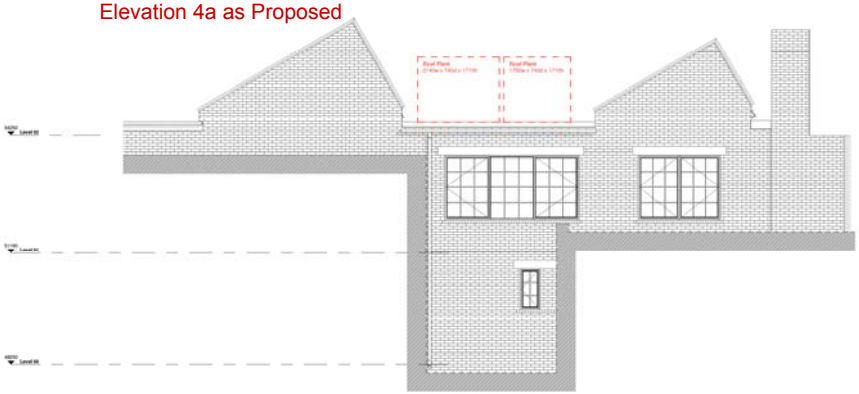


Elevation 3 as Proposed

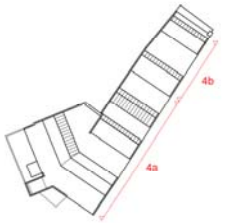
Proposed Elevations (Sheet 1) – 17048-C4C-B1-Z1-A1-20-E2-201_C



Elevation 4a as Proposed



Elevation 4b as Proposed



Key Plan

Kawneer GT70 Window

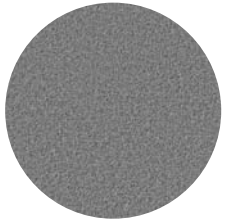
Existing Masonry Brick

Proposed Elevations (Sheet 2) – 17048-C4C-B1-Z1-A1-20-E2-202_C

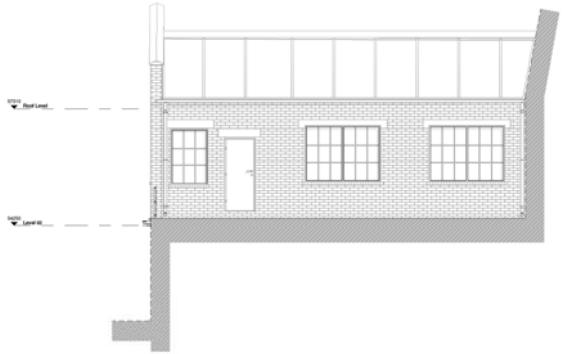
Kawneer GT70 Window

Existing Masonry Brick

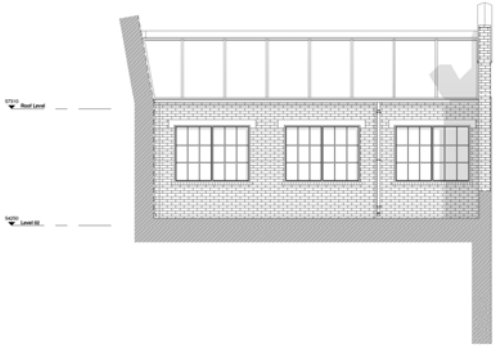
Silicone Render – White



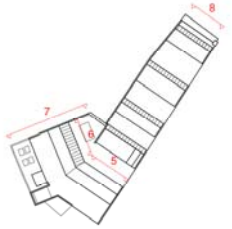
Silicone Render – Grey



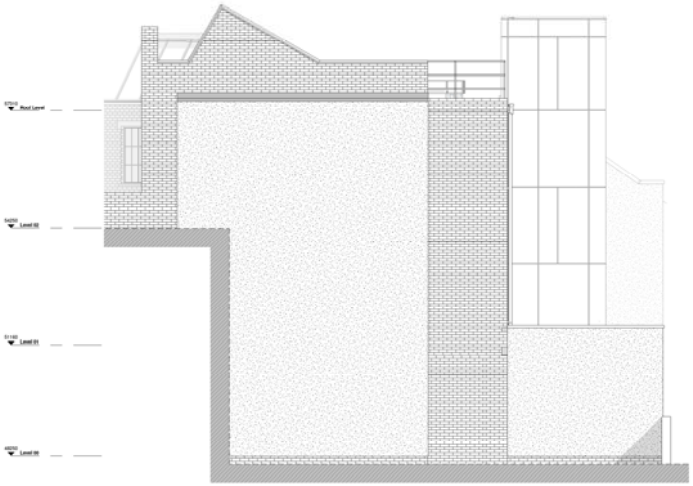
Elevation 5 as Proposed



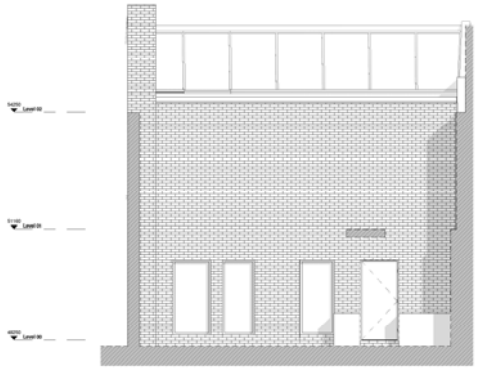
Elevation 6 as Proposed



Key Plan



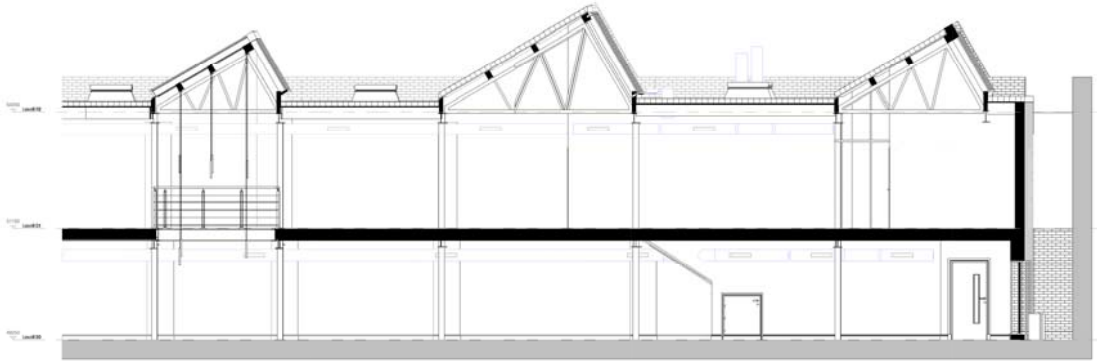
Elevation 7 as Proposed



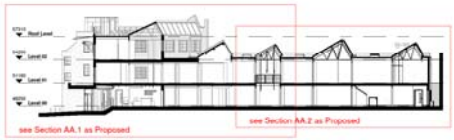
Elevation 8 as Proposed

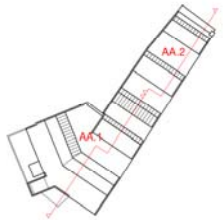
Proposed Elevations (Sheet 3) – 17048-C4C-B1-Z1-A1-20-E2-203_C

Section AA1 as Proposed



Section AA2 as Proposed





Key Plan

Section AA – 17048-C4C-B1-Z1-A1-20-S2-200_C

5 Elevation Options

This chapter documents the four options considered for the front elevation to Industry House during the design stage.

- Option 1
- Option 2
- Option 3
- Option 4 – As Proposed


INDUSTRY
School Bus
497
ISLINGTON
MAN

Pre-Weathered Steel – Cor-Ten®

Existing Masonry Brick

Kawneer GT70 Window

Significant Structural Cracking

5.1 Option 1

- ✓ Recladding of existing asbestos lift shaft in pre-weathered steel.
- ✓ Proposed single storey reception extension to provide level access.
- ✓ Replacement of steel framed windows for thermal improvement.

- × Staircore brickwork untidy, with stained brickwork and surface mounted services/cables/bird protection.
- × Band of low level pink cementitious render to staircore requires repair / replacement.
- × Existing single storey extension showing signs of structural movement, with significant cracks visible. Structural repairs required (stitching with helical bars or similar).
- × Existing single storey extension faced in a patchwork of materials (masonry brick, painted brick, glazed brick and cementitious render).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Pre-Weathered Steel
– Cor-Ten®

Existing Masonry Brick

Kawneer GT70 Window

Silicone Render
– White

5.2 Option 2

- ✓ Recladding of existing asbestos lift shaft in pre-weathered steel.
- ✓ Proposed single storey reception extension to provide level access.
- ✓ Replacement of steel framed windows for thermal improvement.
- ✓ Proposed silicone render (white) to staircase, provide clean contemporary look, enhancing the Cor-Ten lift shaft and significantly improving the main entrance into the building. The material reflects the render to the adjacent property (No.3 Hampshire Street).

- × Existing single storey extension showing signs of structural movement, with significant cracks visible. Structural repairs required (stitching with helical bars or similar).
- × Existing single storey extension faced in a patchwork of materials (masonry brick, painted brick, glazed brick and cementitious render).


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Pre-Weathered Steel
– Cor-Ten®

Masonry Brick Slips
– to match existing

Existing Masonry Brick

Kawneer GT70 Window

Silicone Render
– White

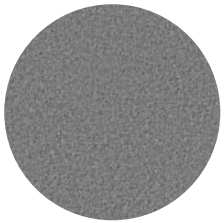
5.3 Option 3

- ✓ Recladding of existing asbestos lift shaft in pre-weathered steel.
- ✓ Proposed single storey reception extension to provide level access.
- ✓ Replacement of steel framed windows for thermal improvement.
- ✓ Proposed silicone render (white) to staircase, provide clean contemporary look, enhancing the Cor-Ten lift shaft and significantly improving the main entrance into the building. The material reflects the render to the adjacent property (No.3 Hampshire Street).

- × Proposed masonry brick slips to existing single storey extension conceals the significant structural cracks, and provide a homogeneous façade. The single storey extension is a non-original element to the main building, and therefore using brick-slips would provide the wrong interpretation.


INDUSTRY

Pre-Weathered Steel – Cor-Ten®



Proposed Render – Grey

Existing Masonry Brick

Kawneer GT70 Window

Silicone Render – White

5.4 Option 4 – As Proposed

- ✓ Recladding of existing asbestos lift shaft in pre-weathered steel.
- ✓ Proposed single storey reception extension to provide level access.
- ✓ Replacement of steel framed windows for thermal improvement.
- ✓ Proposed silicone render (white) to staircase, provide clean contemporary look, enhancing the Cor-Ten lift shaft and significantly improving the main entrance into the building. The material reflects the render to the adjacent property (No.3 Hampshire Street).
- ✓ Proposed silicone render (grey) to existing single storey extension to conceal the significant structural cracks, and provide a homogeneous façade, and to ensure this element of the building is interpreted as subordinate to the original building.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