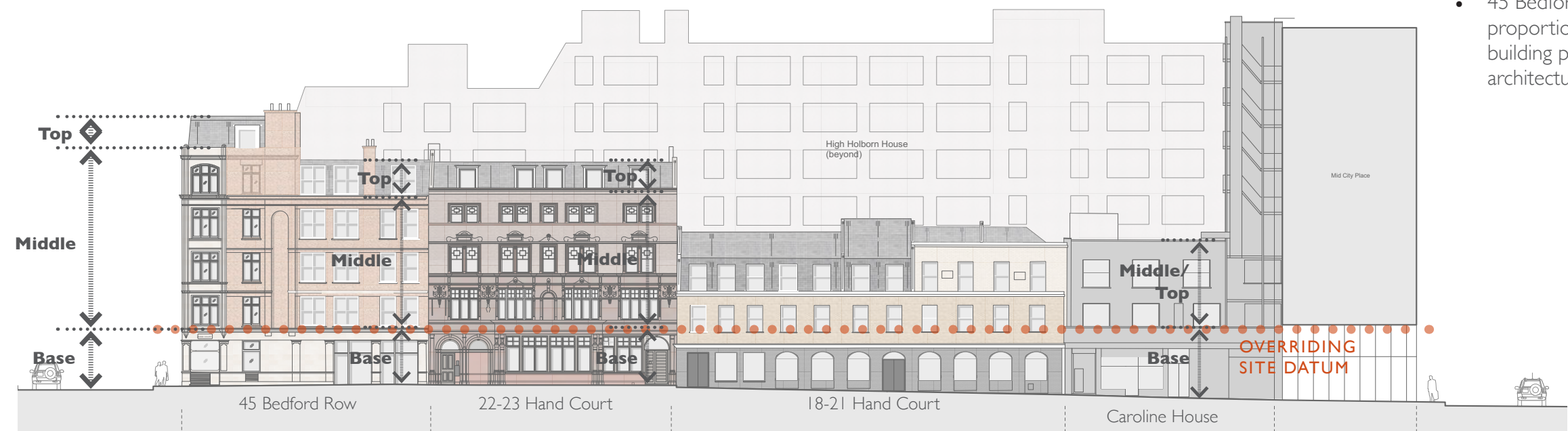
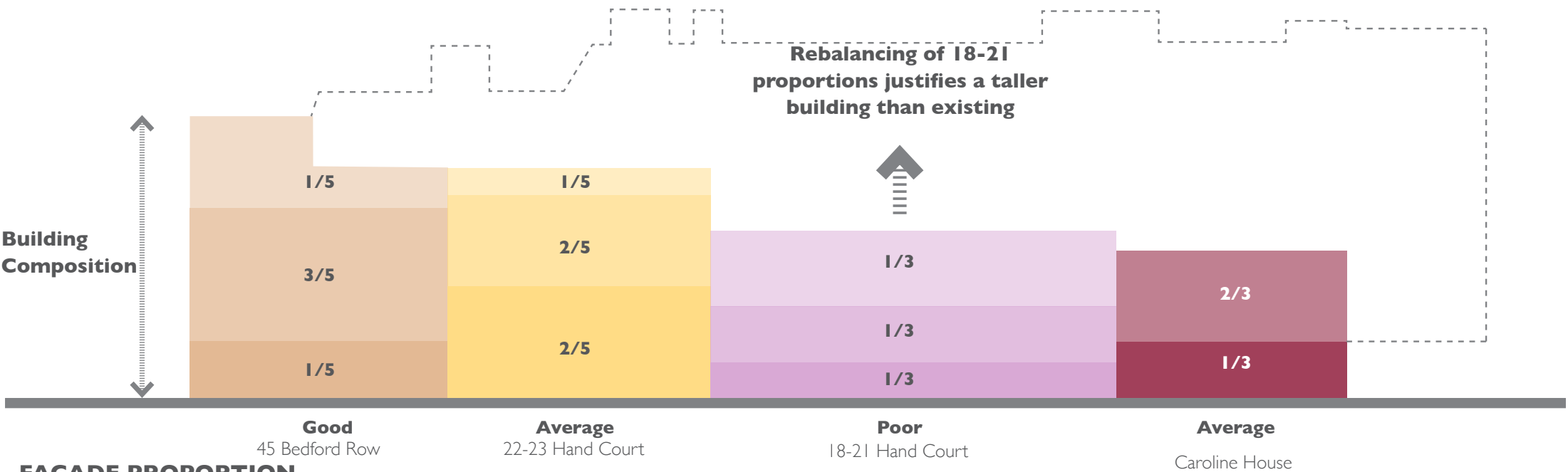


6.2 Design Development - Facade Proportion

- The terrace elevation along Hand Court has a traditional architectural composition.
- 45 Bedford Row and 22-23 Hand Court are generally well proportioned elevations. Whereas 18-21 Hand Court is a squat building poorly composed, with a top heavy roof and with little architectural merit.



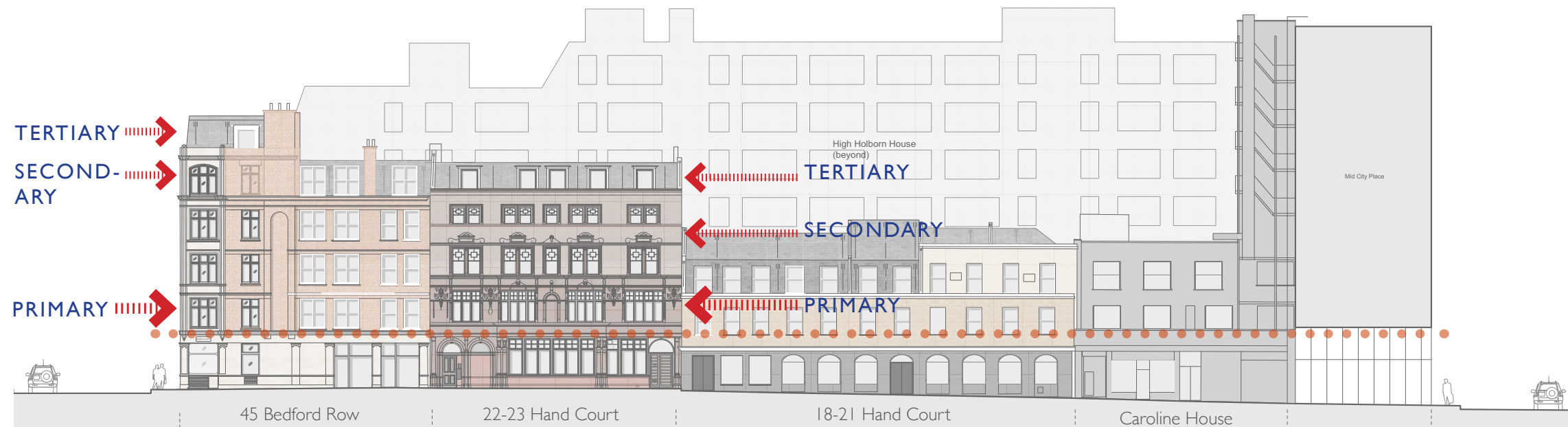
FACADE HIERARCHY



6.3 Design Development - Facade Rhythm

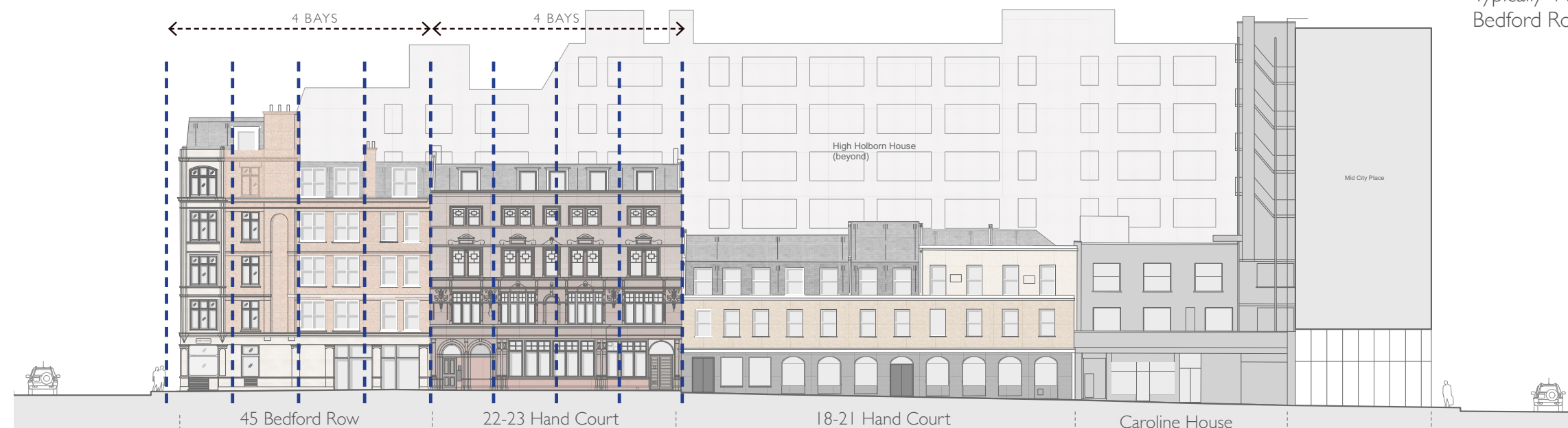
HORIZONTAL DATUMS

Several datums feature across the facades along Hand Court. These include cornice lines, expressed cills and expressed copings.



VERTICAL RHYTHM

Typically 4 bay wide facades are common to Hand Court at 45 Bedford Row and 22-23 Hand Court.



6.4 Design Development - Existing Streetscape

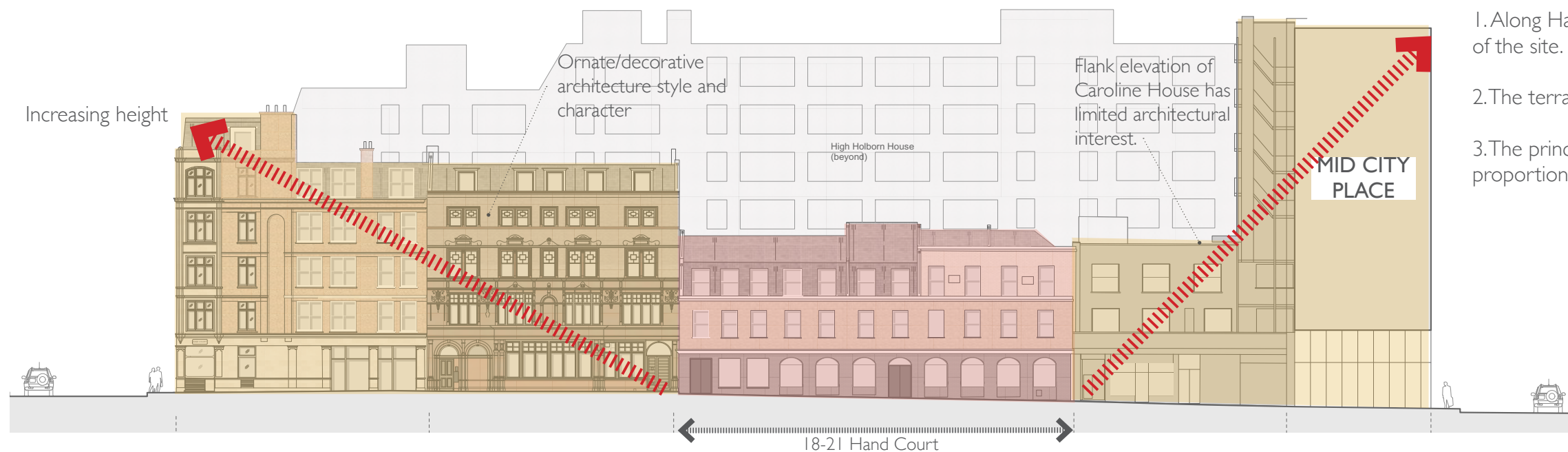
ACTIVE FRONTAGES

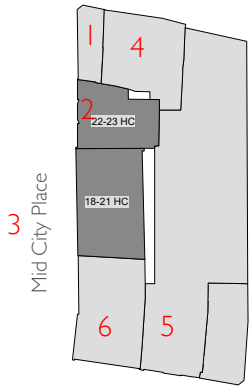
The ground level of 18-21 Hand Court has no activity at base and no interaction with the public realm. There is minimal activity at ground level to 45 Bedford Row and Caroline House. Our proposals aim to readdress this with improvements at ground to enhance connectivity along the public walkway.



TOWNSCAPE, PROPORTION & CHARACTER

1. Along Hand Court the height increases to both north and south of the site.
2. The terraced street elevation has a variety of architectural styles.
3. The principal building facades facing Hand Court vary in proportion, heights and architectural character.





6.5 Analysis of Local Architecture



1) 45 Bedford Row

- Faceted stone corner to Bedford Row. Vertical bias.
- Reduces by 1 storey along Hand Court with red brick to upper levels.



2) 22-23 Hand Court

- Pink stone facade.
- Cornices give a horizontal rhythm.



3) Mid City Place

- Dark steel structure with black metal frame glazing.



4) 46-48 Bedford Row

- London stock brick facade with white rendered surrounds to glazing.
- Traditional Georgian terrace.



5) High Holborn House

- Stone facade with decorative pediments and cornices.



6) Caroline House

- White render facade with dark metal frame glazing.

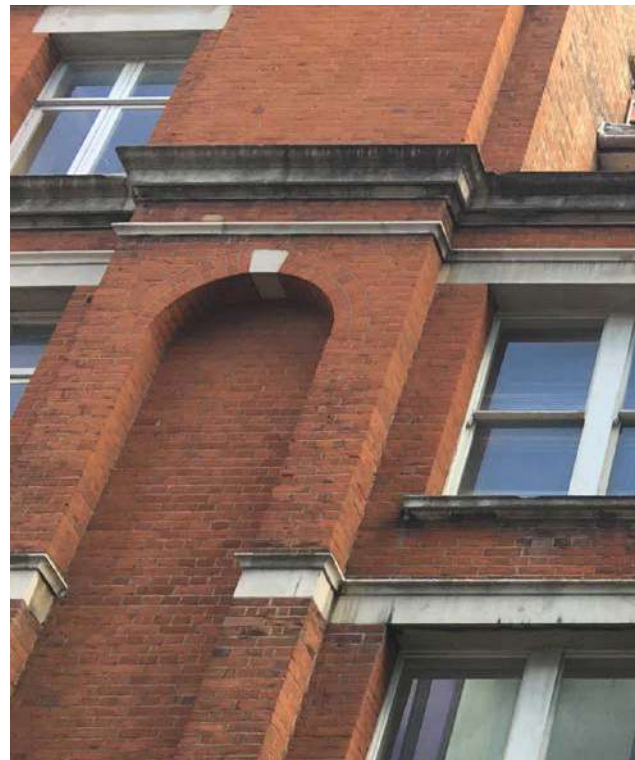
6.6 Facade Analysis - Local Masonry Details

There is a variety of masonry architectural features on the buildings adjacent that provide a rich composition of character, interest & decoration. These components include:

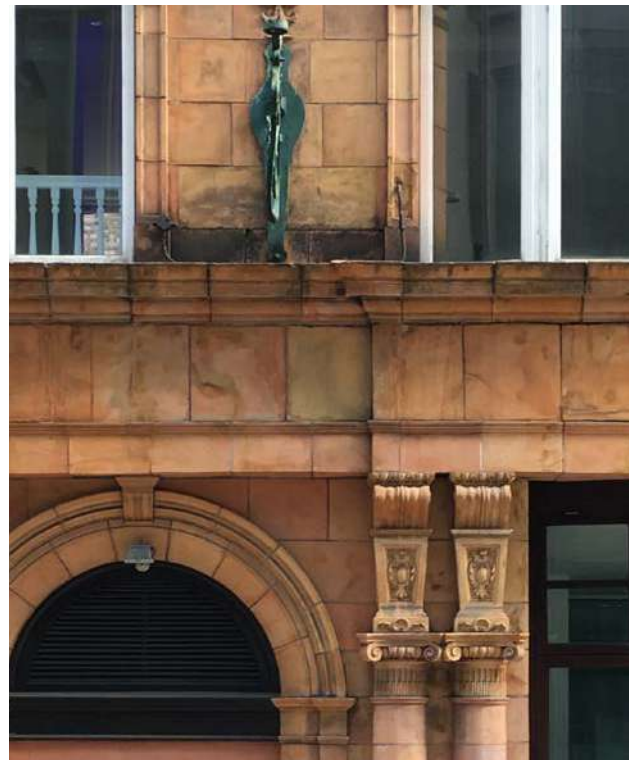
- Expressed stone window surround and cills
- Deep brickwork reveals
- Expressed corning & stone bands
- Decorative carvings & gargoyles
- Framed proportioned windows
- Brick flat arches



Expressed stone reveals



Depth of brickwork reveals



Expressed corning of stone bands



Decorative features



Strong cornice lines



Brick Flat Arch

6.7 Precedent - Modern Brick Building

Modern construction techniques have changed since the Victorian and Edwardian periods of high load bearing brick masonry buildings.

However brickwork continues to be a consistent building material in the city, the integration of modern construction techniques has enabled brickwork to be utilised in less constrained compositions to create modern buildings of high architectural quality but which remain well integrated with the urban fabric.

Modern construction techniques have enabled a variety of brickwork styles, patterns and decoration to be possible. The effect of heavy shadow helps to animate the façade and give articulation to fenestration and entrances.

We consider modern brick facades give a solid and high quality feel to the architecture. Strong vertical lines with deep or chamfered inset reveals add character and interest.

We will be utilising modern brickwork techniques in the architectural design for 18-21 Hand Court.



Eight Artillery Row, Westminster



Corner House, Fitzrovia



Staggered arches



Blossom Street, Norton Folgate



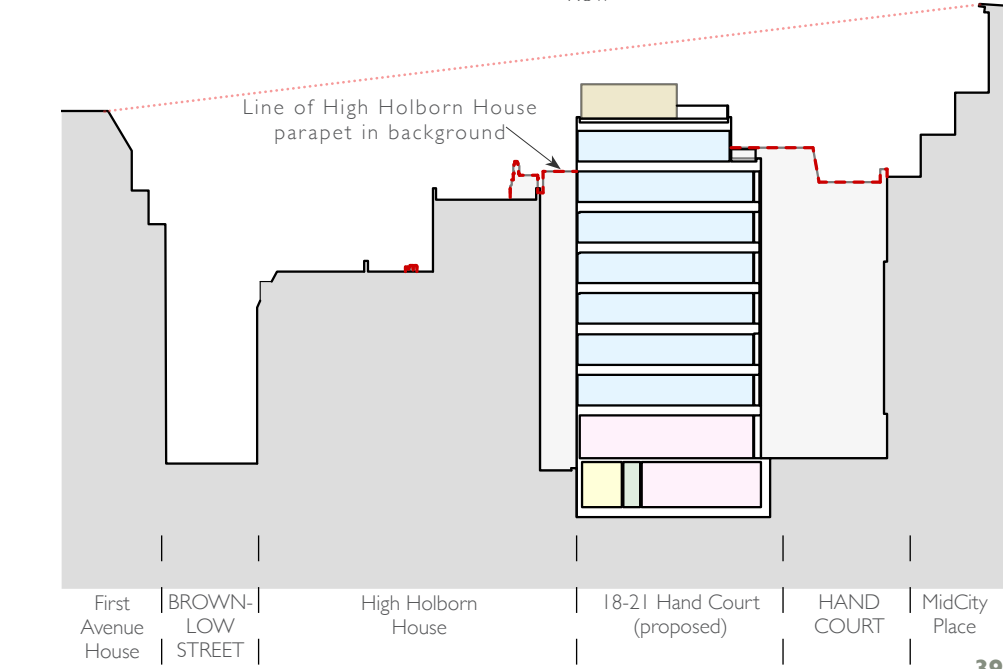
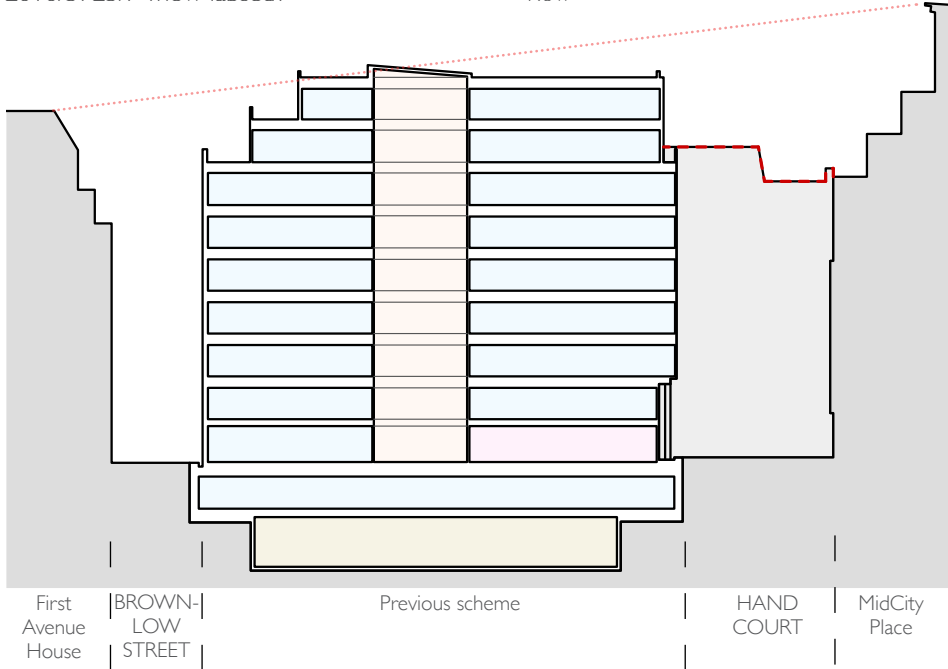
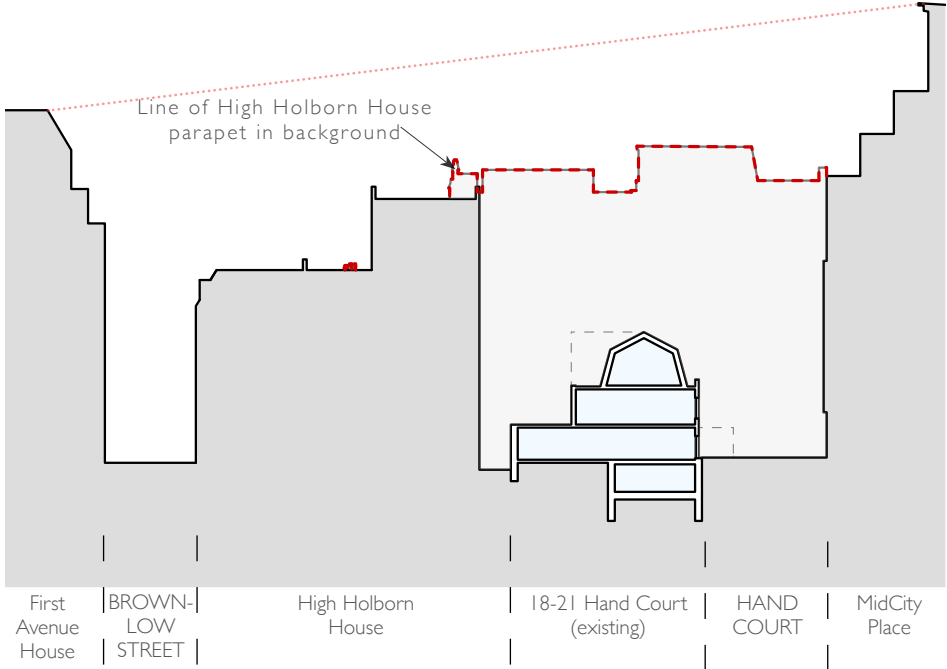
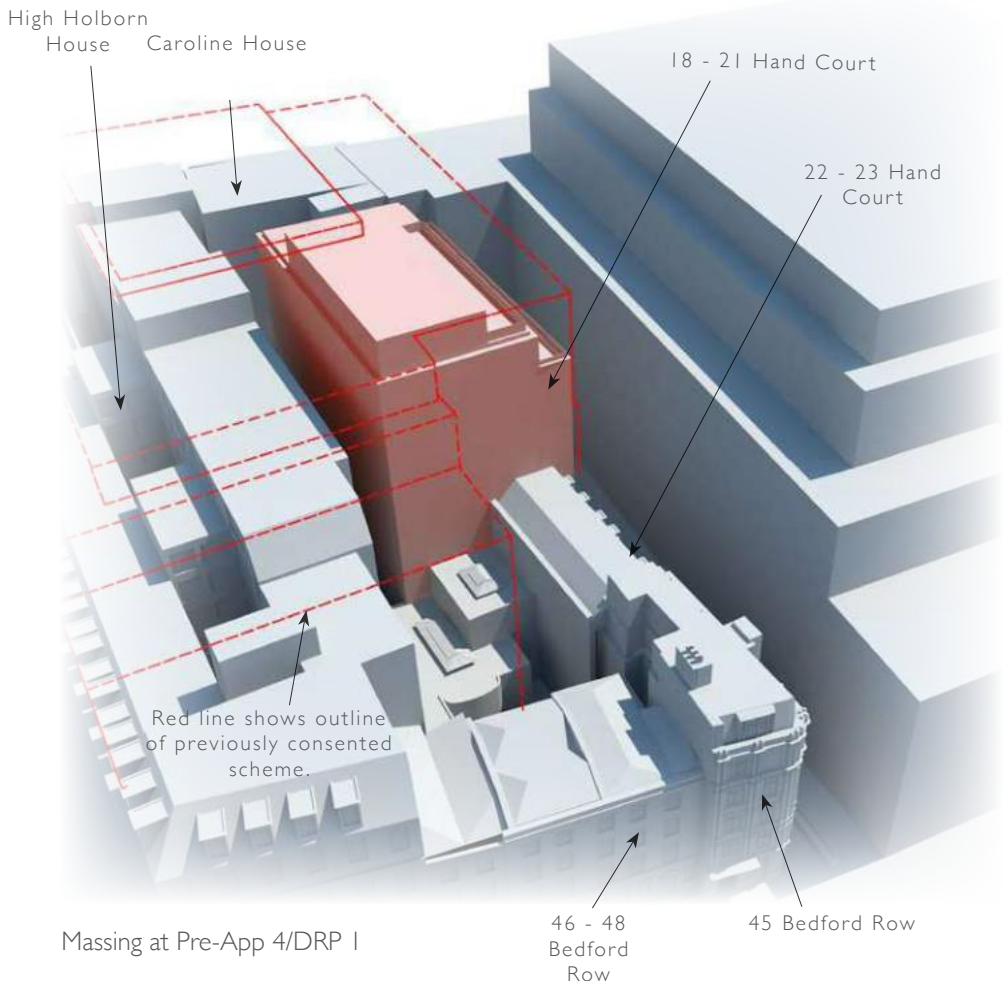
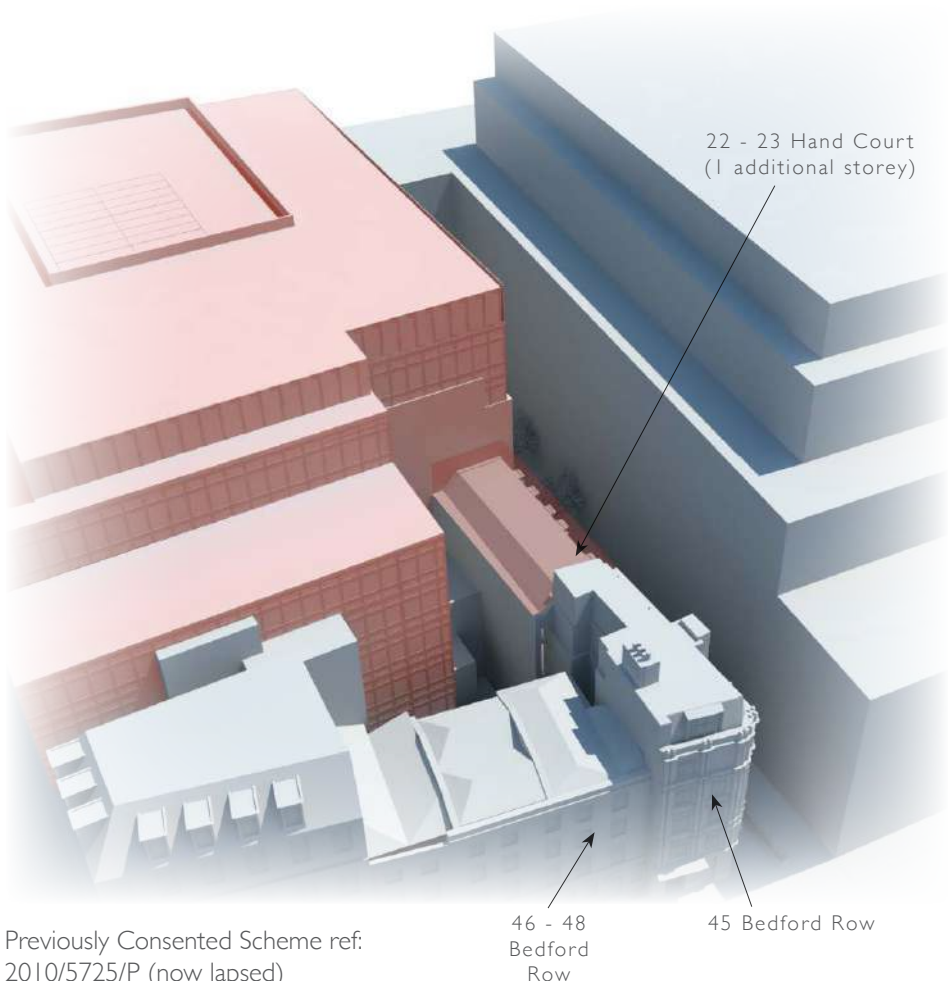
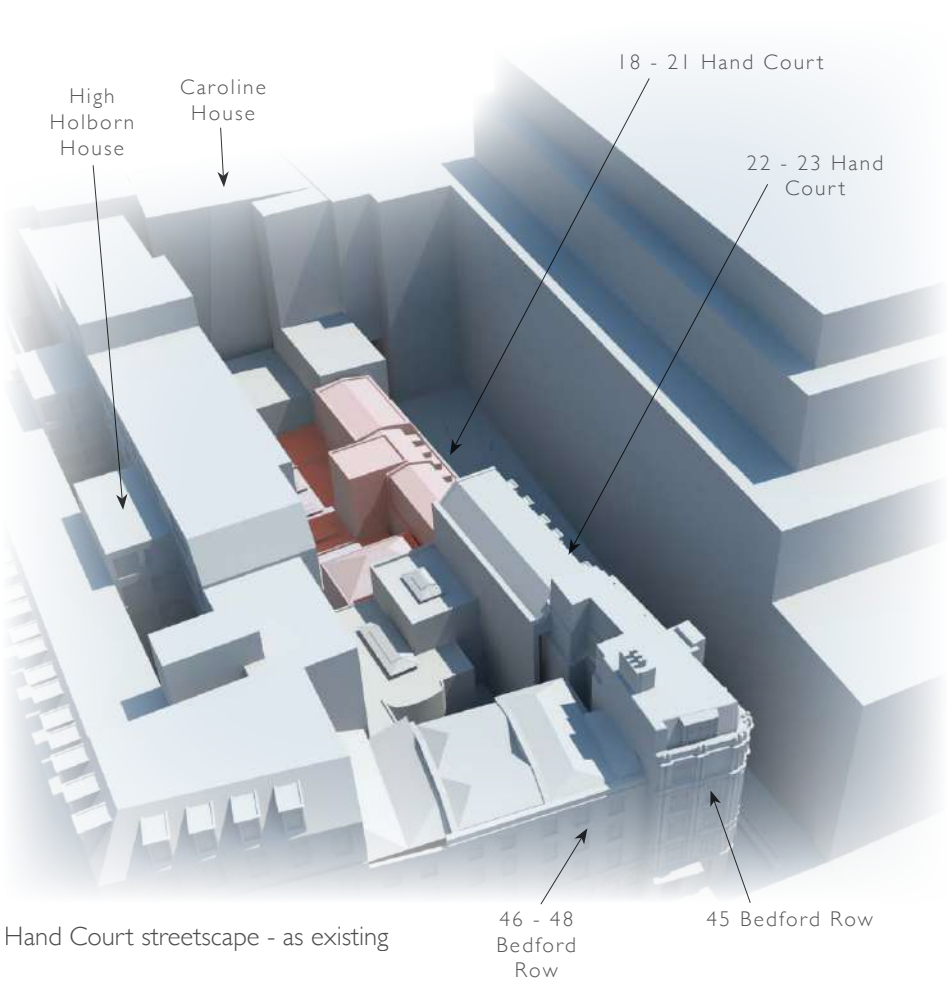
Deep set reveals



Turnmill Building, Clerkenwell

The initial massing proposal sought to deliver a building similar in height to the previously consented (2009) High Holborn Estate scheme.

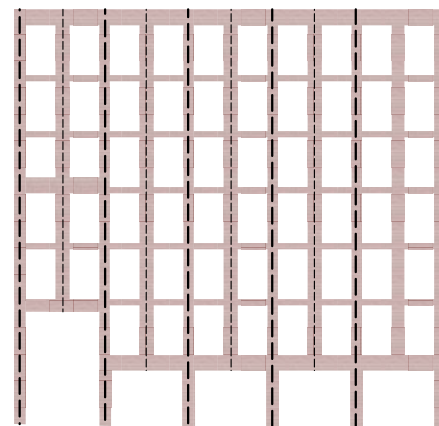
6.8 Initial Massing Study



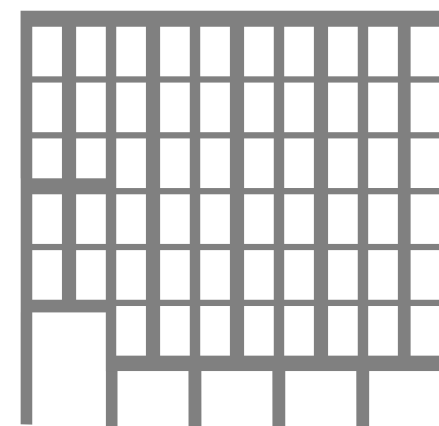
6.9 Initial Facade Diagrams



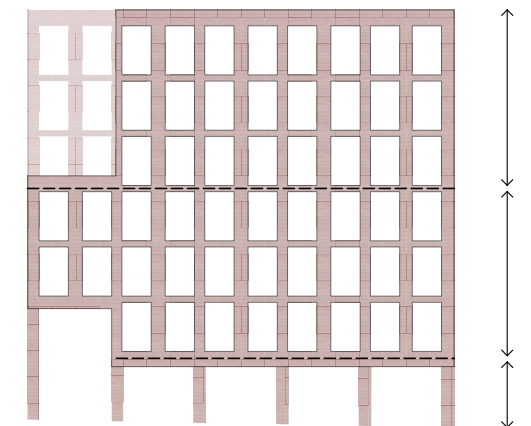
Massing



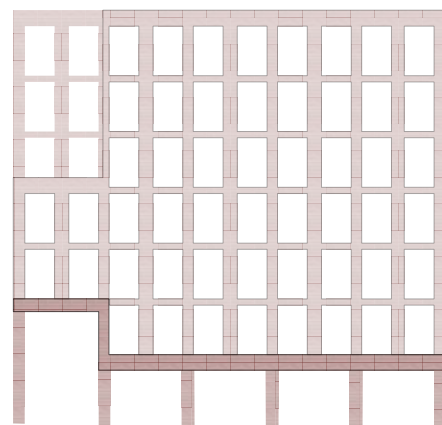
Expression of structural grid



Solid to void

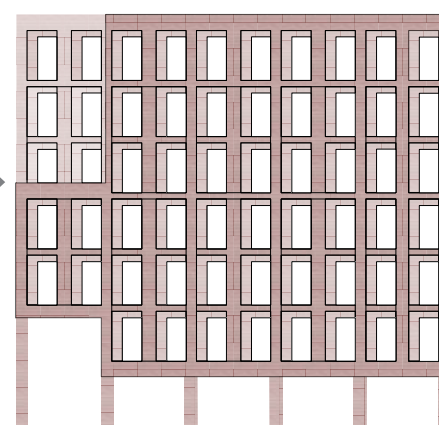


Datum

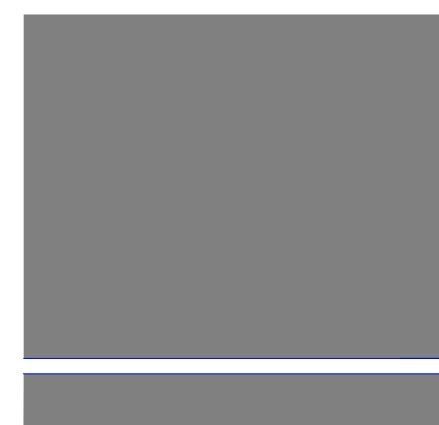


Vertical hierarchy - base, middle, top

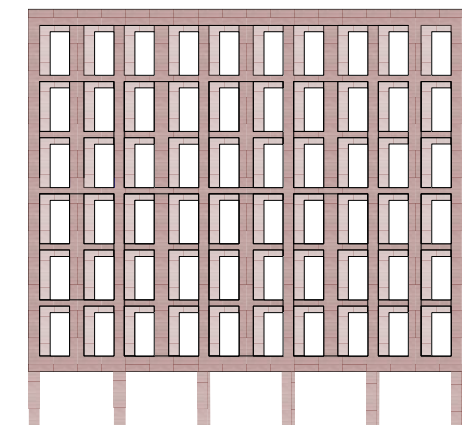
Alignment



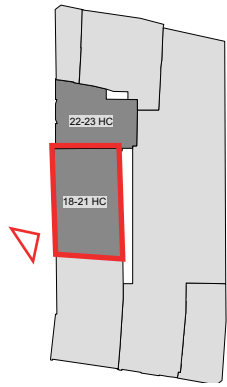
Street frontage



Datum



Co-planar



6.10 Pre-App I Proposal

The image left shows the scheme presented to Camden Officers in July 2016.

- Red brick building
- 5 bays
- Deep reveals and infill panels to windows
- Ground and basement + 5 storeys

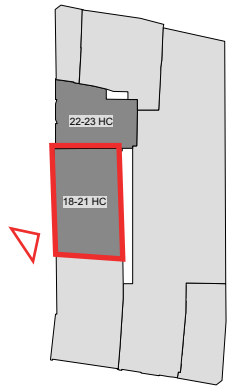
Officers made minor comments in relation to the design and scale/ massing of the building. The conversation largely focused on the use mix of the scheme which, at the time, included additional buildings within the estate.



CGI of Pre-App I Scheme



Existing view north along Hand Court



6.1.1 Pre-App 2 Proposal

Presented to Camden Officers in February 2017.

Changes since Pre-App 2:

- Additional storey - Ground and basement + 6 storeys

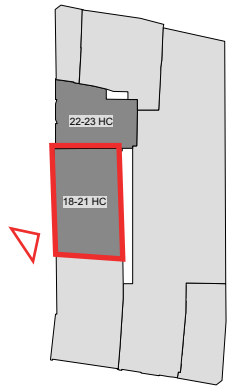
The discussion centred around the design principles on height, scale, massing and land uses. The response from officers was very positive.



CGI of Pre-App 2 Scheme



Existing view north along Hand Court



6.12 Pre-App 3 Proposal

Presented to Camden Officers in June 2017.

Changes since Pre-App 2:

- Lighter tone brick chosen to reflect more light into the narrow passage and add distinction to create a draw down Hand Court.
- Reconfigured to 4 bays to suit internal layout.
- Ground and basement + 7 storeys.

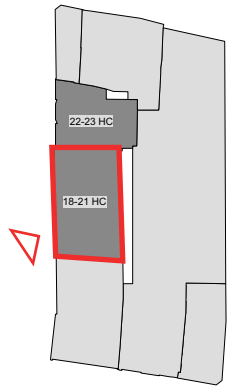
Officers felt that the increased building height was harmful to the Conservation Area and preferred the original red brick proposal, citing that there was no precedent for a grey brick in the area.



CGI of Pre-App 3 Scheme



Existing view north along Hand Court



6.13 Pre-App 4 & DRP 1 Proposal

Presented separately to Camden Officers and Camden's Design Review Panel in August 2017.

Changes since Pre-App 3:

- Reverted back to red brick as primary material, and introduced profiled terracotta for accents.
- Reconfigured to 4 bays to suit internal layout.

Officers and panel members were encouraged by the architectural development but remained concerned about the height and scale. It was felt that the proposed height was too tall for the pedestrian thoroughfare and a reduction of 3 storeys was recommended.



CGI of Pre-App 4 & DRP 1 Scheme



Existing view north along Hand Court

Following comments from Camden and the DRP the development team have reviewed the massing of the proposal. The proposal is reduced by 3 storeys.

Subsequent restrictions on 'light' has led to a further cut back to the north, this was presented at Pre-App 5. Further development by the applicant has enabled the design the team to infill the upper floors for Pre-App6.

6.14 Revisiting The Massing

