

DEVELOPMENT



The proposed works consist of:

- demolition of existing fourth floor
- replacement of fourth floor
- erection of additional two storeys
- full re-clad of the facades
- ground floor alterations including new entrances
- single storey extension to existing rear closet wing
- reconfiguration of existing external fire escape stair to the rear
- reconfiguration of existing external roof plant and introduction of additional plant contained within the volume of the proposed sixth storey extension
- all other enabling works in connection with the use of the building as offices (Class B1) at part ground floor and first to sixth floor levels and flexible B1/A1/A3 floorspace at basement and part ground floor level.

A number of iterations over the one year pre-app period have led to a proposal rich in references to its context. The repeated rhythm of windows, recesses and decorative elements create an engaging facade. On the upper floors, the level of intricacy increases and the details become more delicate, reflecting the varied and changing roofscapes of the surrounding buildings.

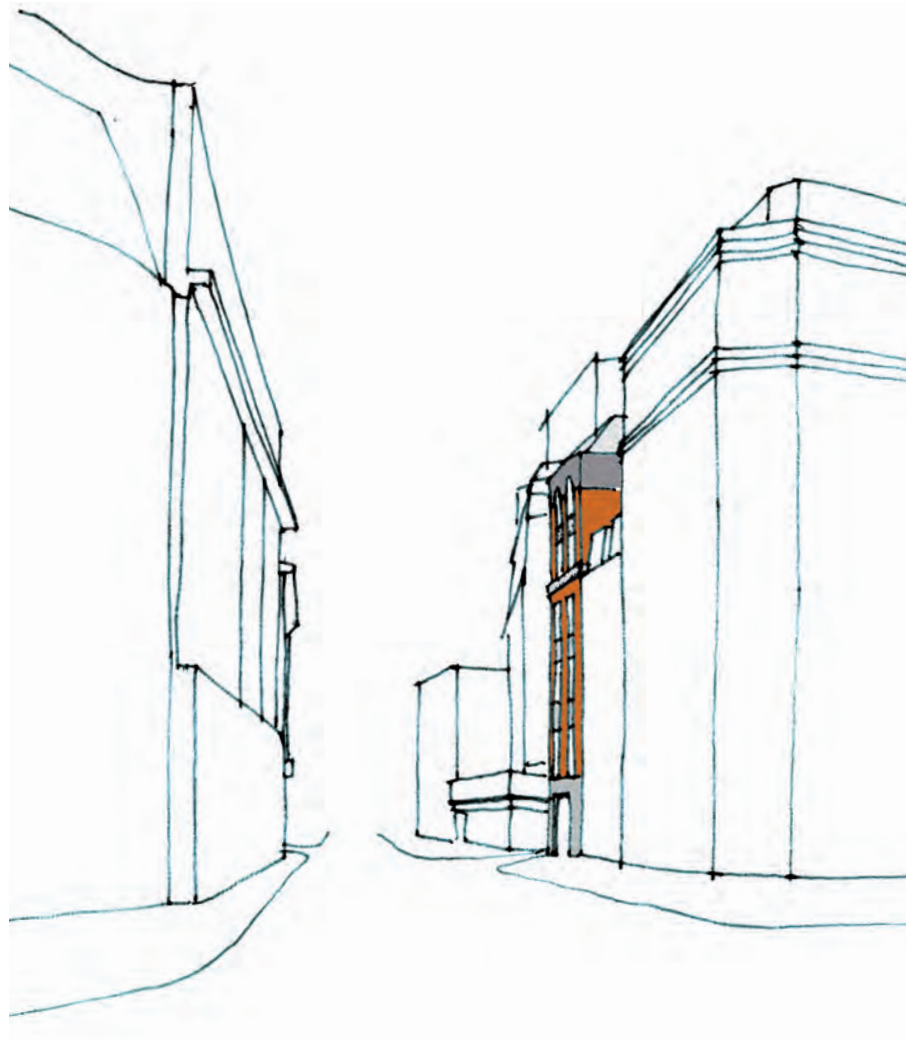
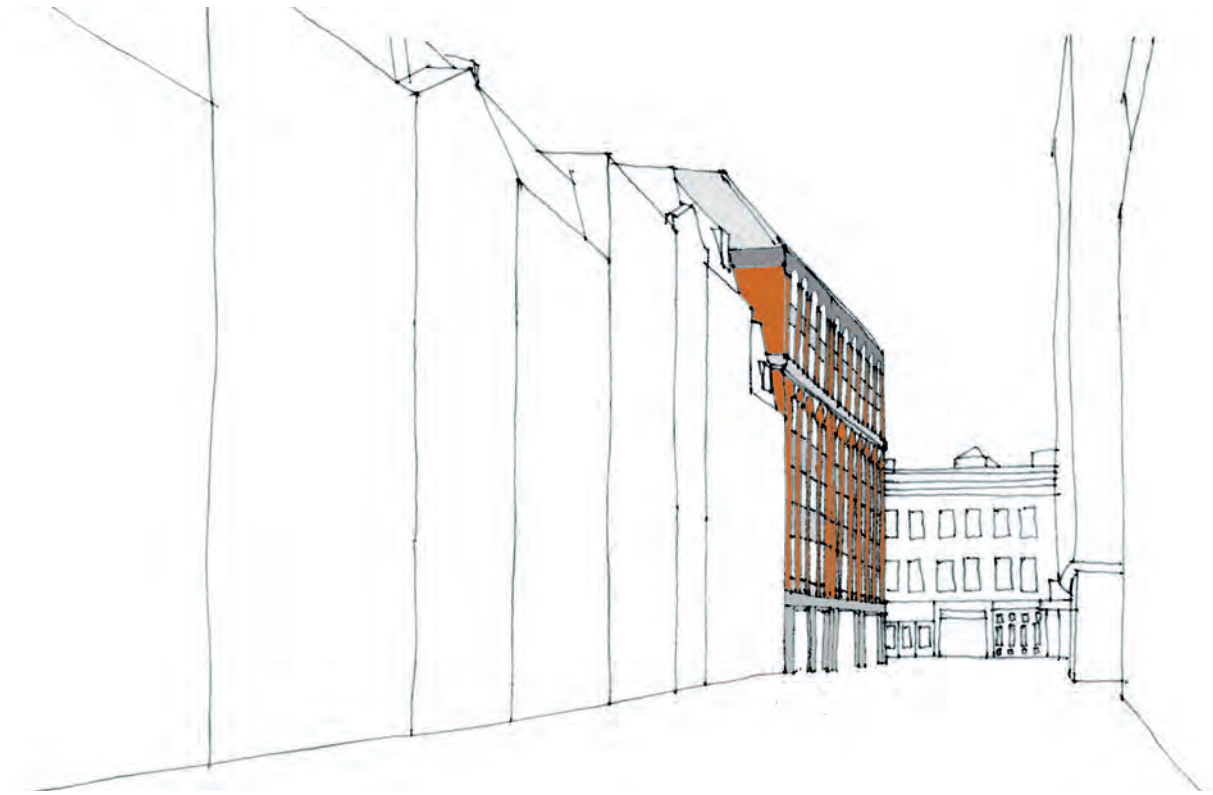
The proposals positively integrate and enhance the character of the existing building and other buildings immediately adjacent and in the surrounding area. The form and detail of the proposals contribute to the character of the area and provide visual interest for onlookers from all aspects and distances.

DRP Proposal - July 2018

Sketches from Around the Site

The proposals presented at the first Design Review Panel in July 2018 retained most of the facade, only recladding the existing ground and the top floor. Above that, any new construction was to followed the design of the facade below.

The guiding principle was to make the building a 'better version of itself', building upon the appearance and logic of the 1980s facade. However, this lead to a busy and exuberant facade design where a subtler one would have been more suitable for the area.

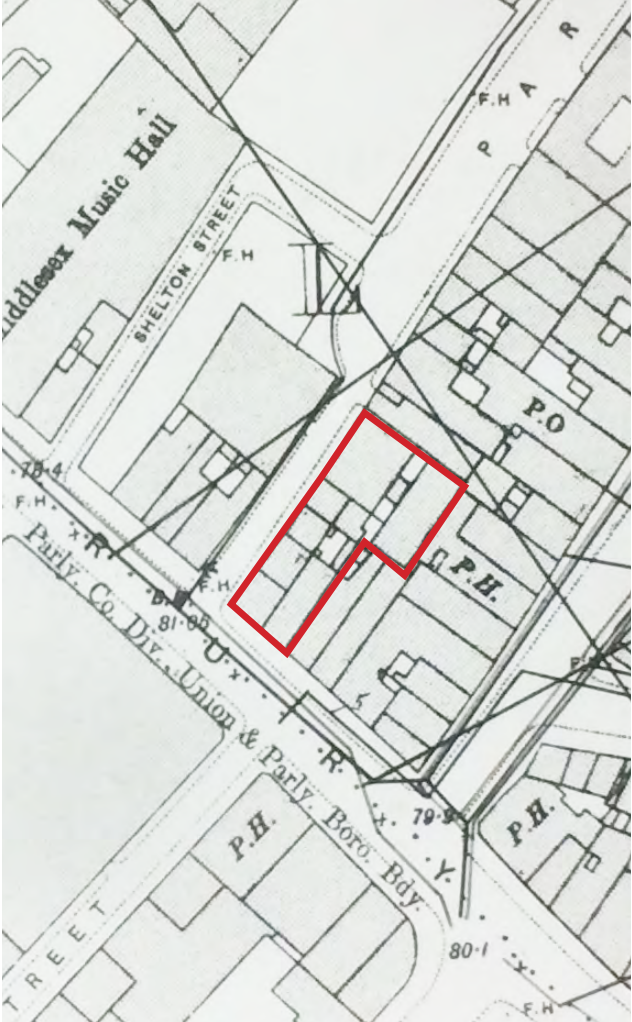
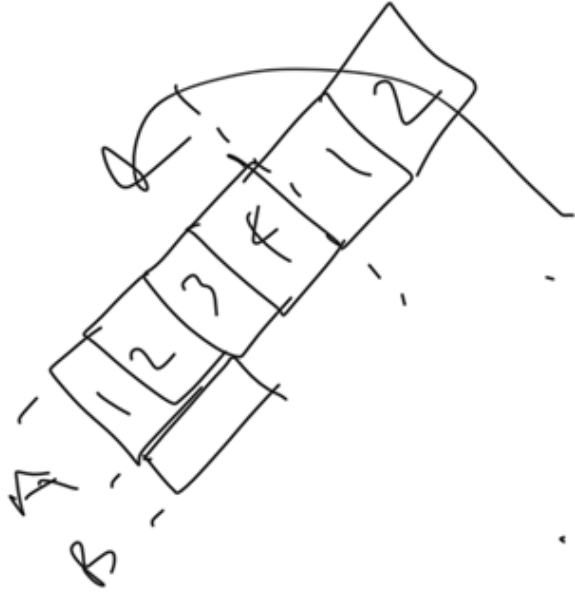


Historic Plot Width

Shifting the Scale

In order to simplify the elevation (previously identified as a detracting feature at the site and within the conservation area) the team reviewed the historic plot widths to determine the natural proportionality & scale.

The current structural layout may stem from the plots earlier original occupants. A run of six terraces buildings that shift in scale as they move down Parker Street, and two neighbouring buildings along Drury Lane that mediate the corner with differing widths.

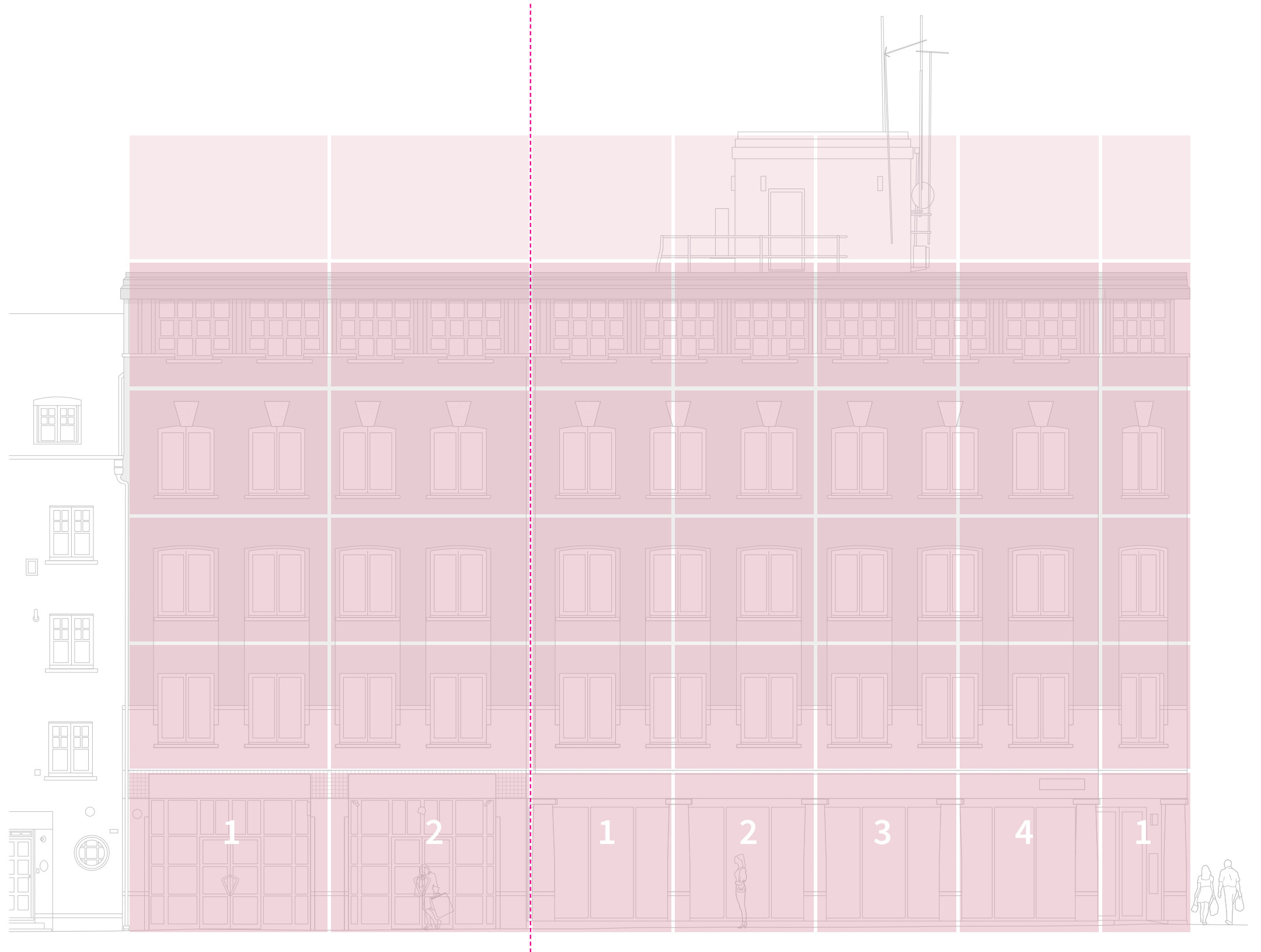


Historic Plot Width

Shifting the Scale

Following the historic plot widths marries the bays and structure across all levels, meaning each brick pier grounds in a convincing manner. Stuck-on details, such as keystones, and strips of render have no relationship or relevance to local warehouses, and create a fussy elevation.

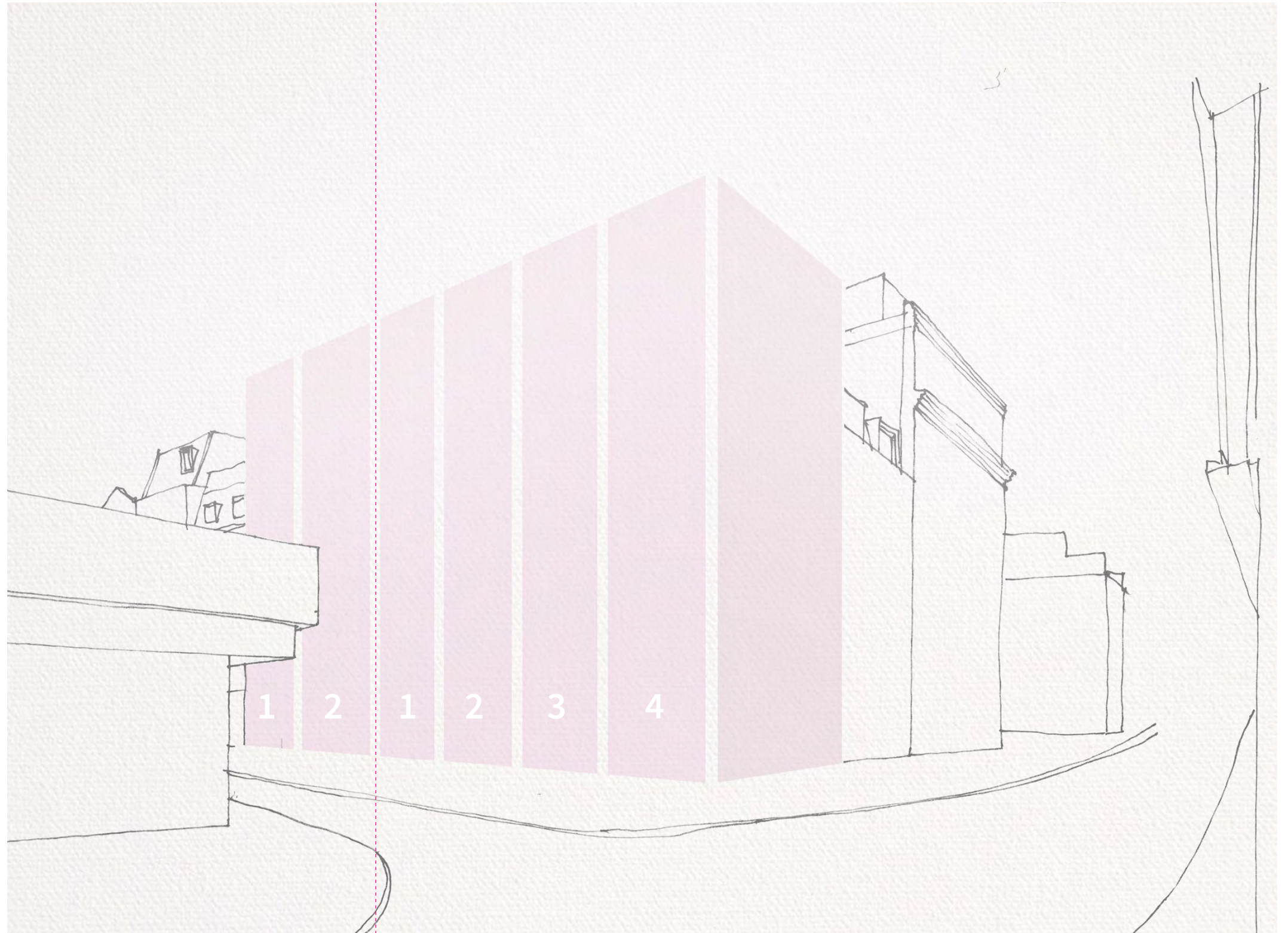
Relaying the historic plot widths over the existing site show how the existing facade jars with the scale scale and rhythm of the area. Following the historic proportions would calm the elevation and help it sit better within the surrounding context.



Original Proportions

Following the Historic Plot Widths

Placing the historic plot widths into an image of the site as it exists today demonstrates how the rhythm of the bays adjusts between the Parker Street and Drury Lane context, helping it sit naturally within Seven Dials. Beginning with this rhythm and proportion when beginning to redesign the facade ensures any proposal is based upon a clear set of rules that respect and reference its two differing contexts.



Precedents: 19C Warehouses

Brick & Punched Openings

The proposed elevation design take inspiration from both warehouses in the local vicinity and those of the 19th century. Appearing as one uniform volume, with simple opening puncturing the flat surface creates the heavy, robust character that typifies the most successful warehouse façades.



Shift in scale and consistent rhythm



Warehouse doors



Unified facade above plinth



Solid facade, punched openings



Solid facade, punched openings



Simple facades and varied rooflines

Facade Development

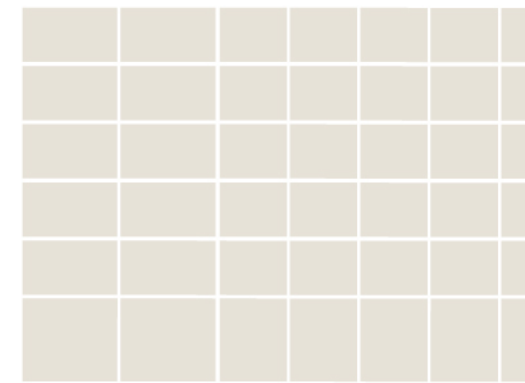
Scale & Fenestration

Removing the existing brick-clad cavity-wall construction frees the facade design from previous constraints. The new scale and proportions are driven by the more contextually-appropriate historic plot widths, rather than those of the existing 1980s facade.

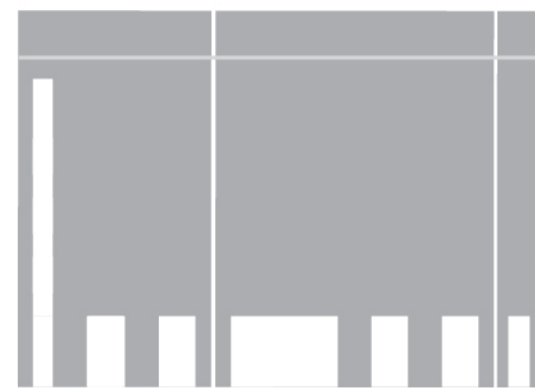
Beginning with the historic plot widths, the facade developed with reference to its context. The new grid defines where the wide, deep brick piers ground. Above that, simple punched openings repeat up the facade. Wider spans and the slot openings express the structure necessary to support the brick facade and add variety to the elevation.



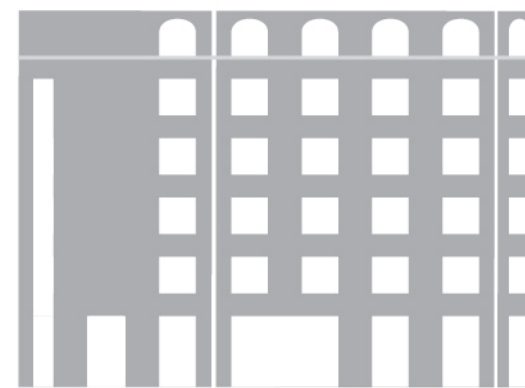
plot widths



floor heights



brick piers



punched openings



weighty details

Facade Development

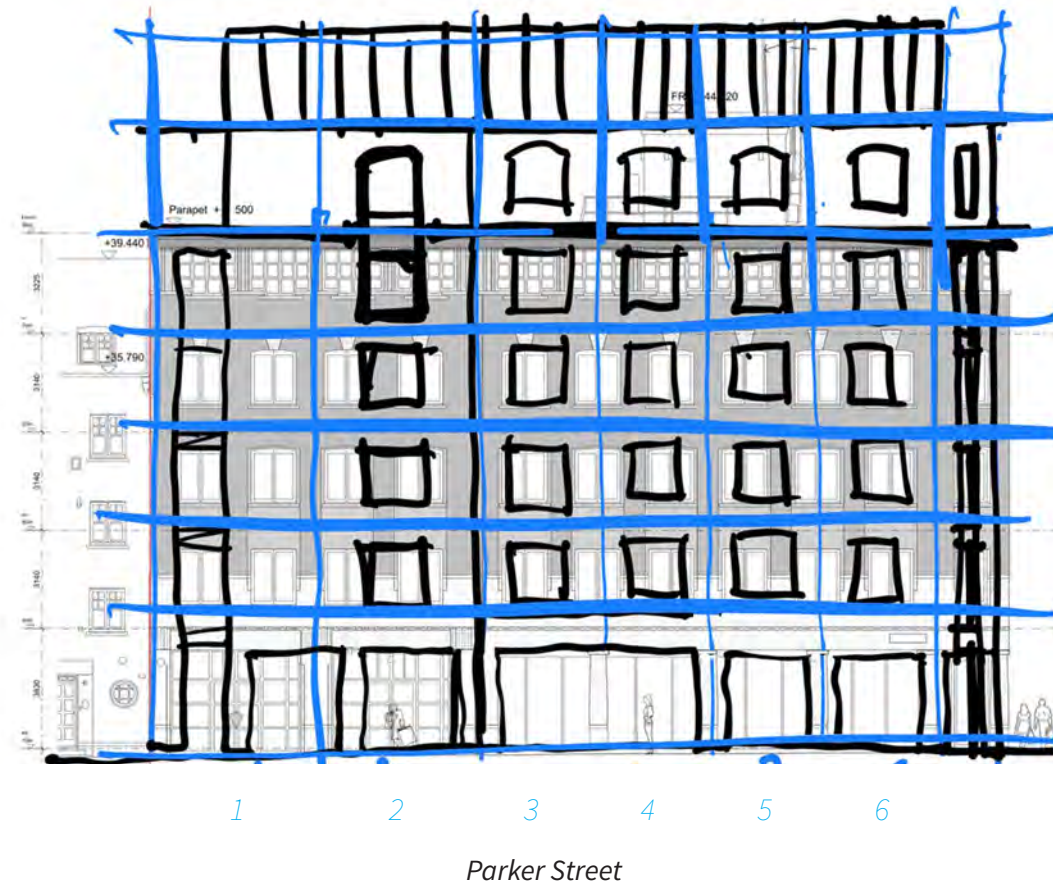
Structural Logic

Combining the historic plot widths and the architectural features that characterise warehouses in the Seven Dials Conservation Area leads to a simpler, more suitably scaled facade that has a stronger relationship to its context.

Like the neighbouring warehouses, the proposed facade is brick from base to parapet, features simple openings, shallow-arched window heads, a single subtle cornice line, a shift in scale at the entrance and very little embellishment.

Pre Application Advice (January 2019)

This approach was presented to Camden's Design Review Panel and subsequent pre-application advice concluded that "as a result of these changes, [Camden] would suggest that the proposal would represent a high quality scheme of extension and refurbishment which would not appear overly dominant in local or long views and would greatly improve the appearance of the existing building. [We are] satisfied that the design issues raised by the DRP in the November meeting have been successfully addressed in the latest submission and that as such officers would be supportive of the scheme in terms of design and conservation."



Restoring the historic plot size allows a grid pattern to be established that creates a shift along the new proposed Parker Street facade.

The left hand side of the elevation becomes more solid as the structural bay grows. Vertically adjoined loading bay doors create a slot that ties the scheme to the neighbouring building. The brick surface wraps up and around the metal doors to add more weight to the appearance, and delivering a more honest warehouse facade to the site



As with Parker Street, returning to the original plot widths along the Drury Lane elevation allows the windows and brick piers to widen and feel more substantial.

The right hand bay reflects the historic narrow plot that was in this position and also acknowledges the neighbour, beginning to shift in scale.

The party wall of brickwork projects up, allowing the roof to terminate flat against this.

Facade Development

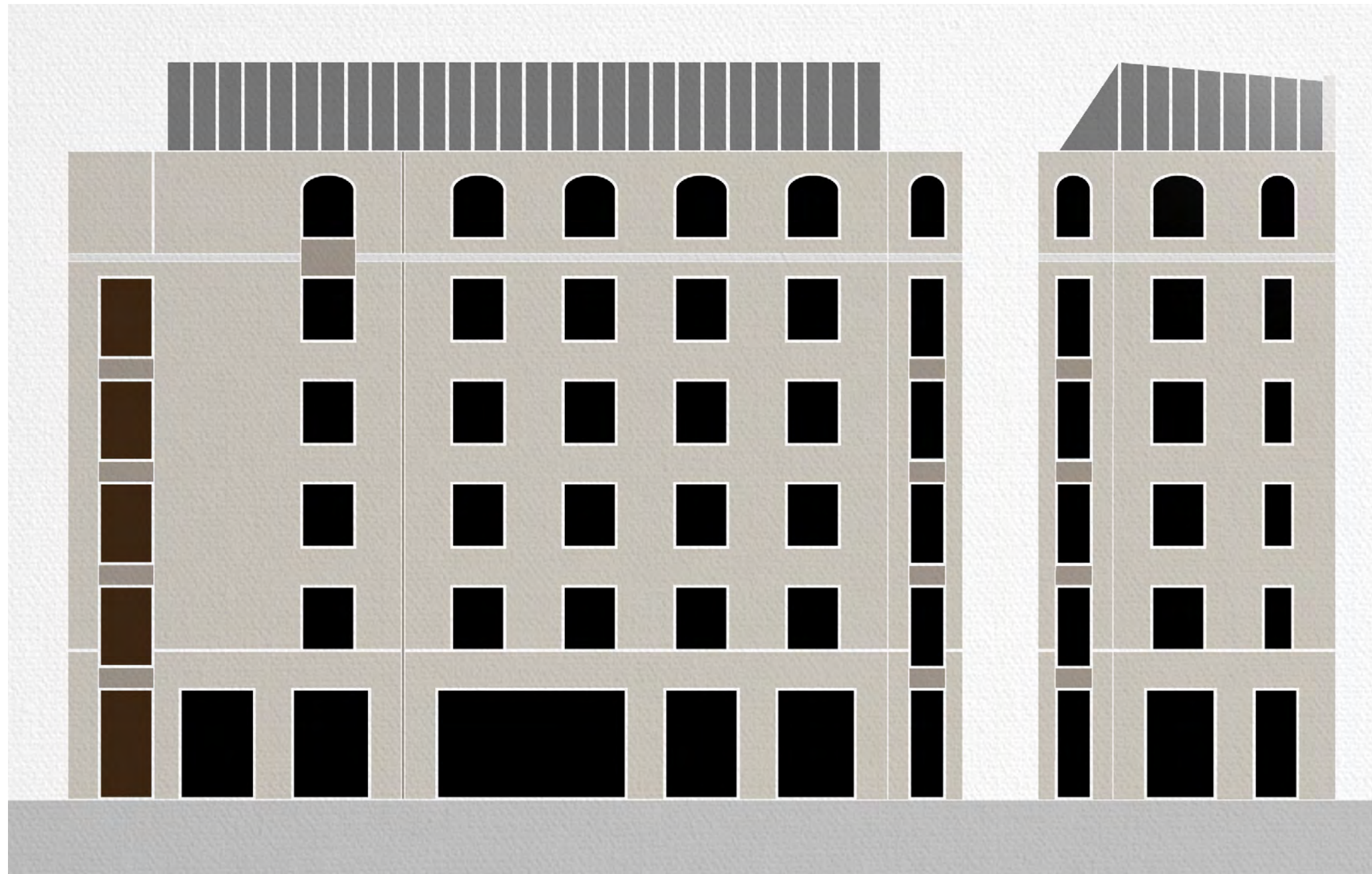
Scale & Character

The scale of the original plot widths better suits a warehouse-inspired treatment appropriate to its context. A greater depth and width of brick replaces the shallow piers and wharf columns below of the existing building.

Below, the diagram shows external wall treatment of the proposal, where brick forms the facade and grounds with wide columns at the base. To the rear, the brick finish steps in line with the mansard roof to create a party wall of the kind found on corner plots throughout Seven Dials Conservation Area.

Pre Application Advice (January 2019)

"The revised scheme submitted in December 2018 has been informed by each stage of the pre-app process as well as discussions with the Council's design officers and DRP and appears to have broadly addressed all chief concerns in relation to design and conservation."



↑
metal capped top
continue typology

↓
↑
arched heads
finish facade

↓
↑
punched openings
four storey reading

↓
↑
masonry to ground
improved frontage

↓

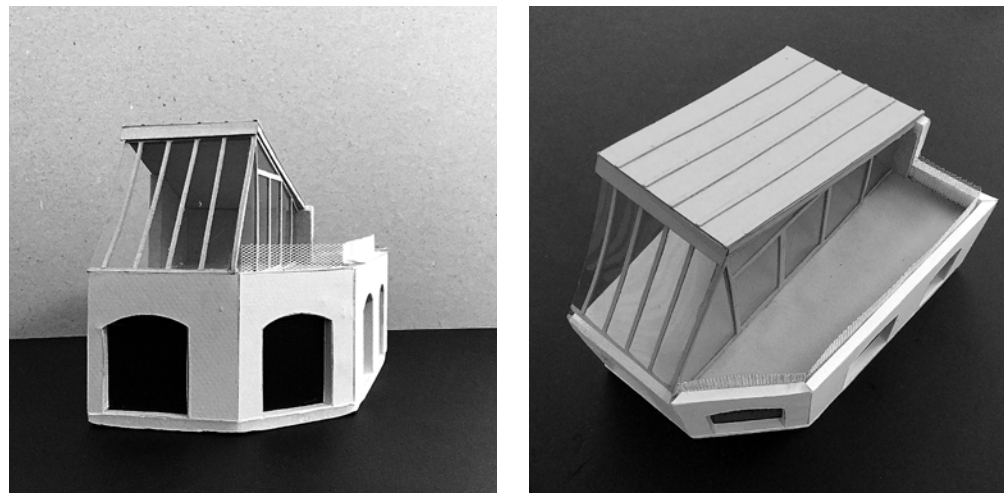
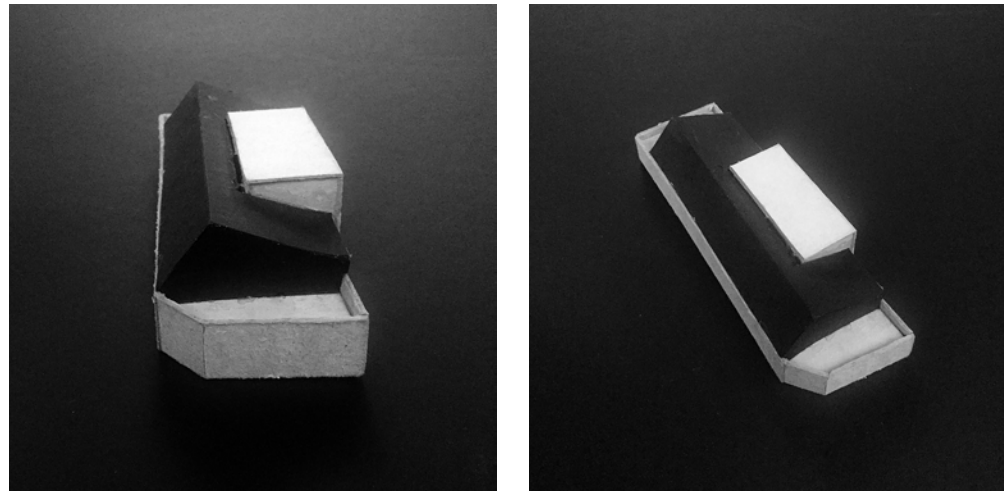
Development Models

Testing Form, Proportion & Material

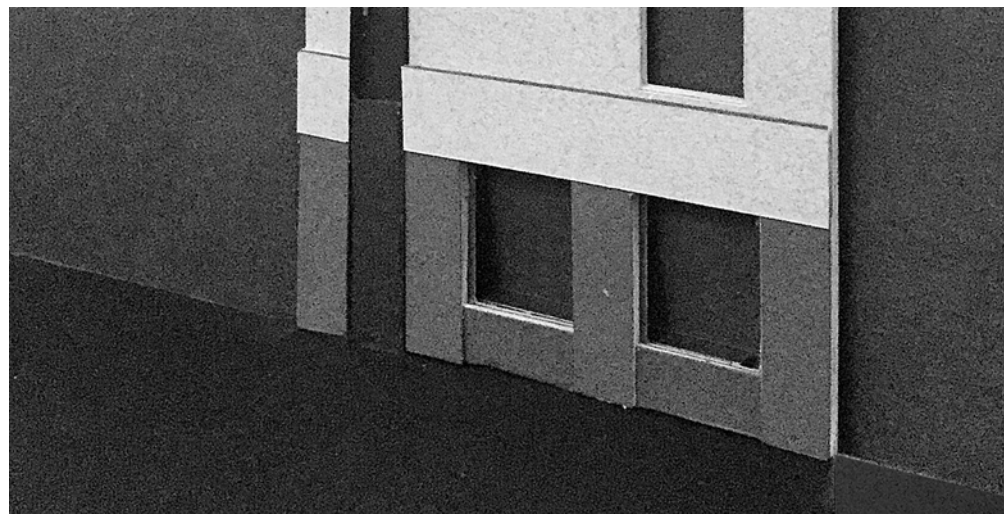
A series of models explored the form and articulation of the design proposals. Larger scale models tested the geometries and finishes of ground and roof levels in particular, while smaller models tested the overall composition and streetscape reading.

One of the models exploring the form an asymmetrically pitched roof may take

Development Models



Testing the sizes of the mullions between the northlight glazing and banding of the roof, as well as how the doors onto the terrace fit within the glazed wall



Cropped view of a facade study model. A series of models tested sill heights, reveal depths and materiality

Proposed Design

Testing the form and facade at various scales led to a proposal rich with warehouse character and materiality and references to the context of the Seven Dials conservation area



Proposed Streetscape

Sketches from Around the Site

Having tested various set-back and terrace options, we concluded that introducing the set back at either end would create the feeling of warehouse roof; a light glazed object gently sat upon a weighty building below.

The sketches over the following pages demonstrate the effect the changes made since DRP comments received, dated 3rd August 2018, have had on the scheme within its setting. In summary:

- *Roof steps back*

- *Gable walls follow the character of the buildings along Drury Lane, Parker Street and the wider Conservation area*

- *Window rhythm changes to meet neighbouring buildings on both elevations*

- *Lower in height than Great Queen Street building
Scale in keeping with the streetscape*

- *More muted facade with fewer openings and changes in material*

- *Deeper, wider columns at the base with*

- *Clearer base, middle, top*



View west along Parker Street

Proposed Streetscape

Drury Lane Terrace

Pre Application Advice (January 2019)

"As a result of these changes, I would suggest that the proposal would represent a high quality scheme of extension and refurbishment which would not appear overly dominant in local or long views and would greatly improve the appearance of the existing building. I am satisfied that the design issues raised by the DRP in the November meeting have been successfully addressed in the latest submission and that as such officers would be supportive of the scheme in terms of design and conservation."

The cornice line and openings of the Drury Lane facade continue around to the South Elevation, providing views, daylight and visual interest.



Proposed view east from Dryden Street



Proposed view north along Drury Lane

Proposed Streetscape

Relationship to Context

The proposals will introduce activity and vitality to the streetscene which will support the character and function of the area.

- Brick piers and deep reveals at ground floor frame an active frontage

- Brick details such as the corbelled entrance or stepped brick at the first floor add weight

- Deep reveals and punched openings echo the character of the Seven Dials Conservation area

- Metal framed slots in the facade at either end of the elevation follow the local logic of shifting the facades in the final bays and add to the industrial feel of the proposals

- Deeper cornice line makes the 'base, middle, top' more apparent

- Shallower arched heads typify local warehouses

- Asymmetric workshop roof is more appropriate to the new typology

- Warehouse roof set-back from the building footprint at either end, forming a better relationship to its context and adding greater variety to the local roofscape

