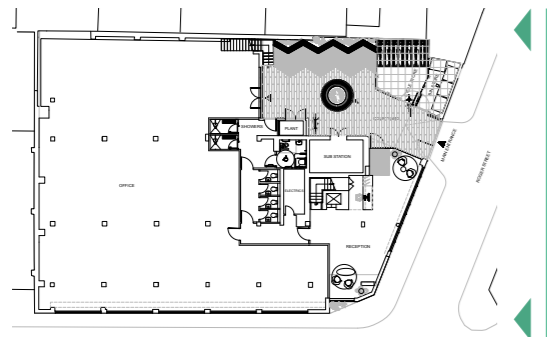


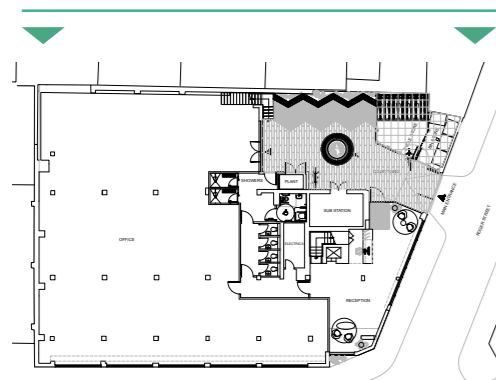
#### 4.0 Proposed Drawings

#### 4.2 Proposed Elevations Side Elevation



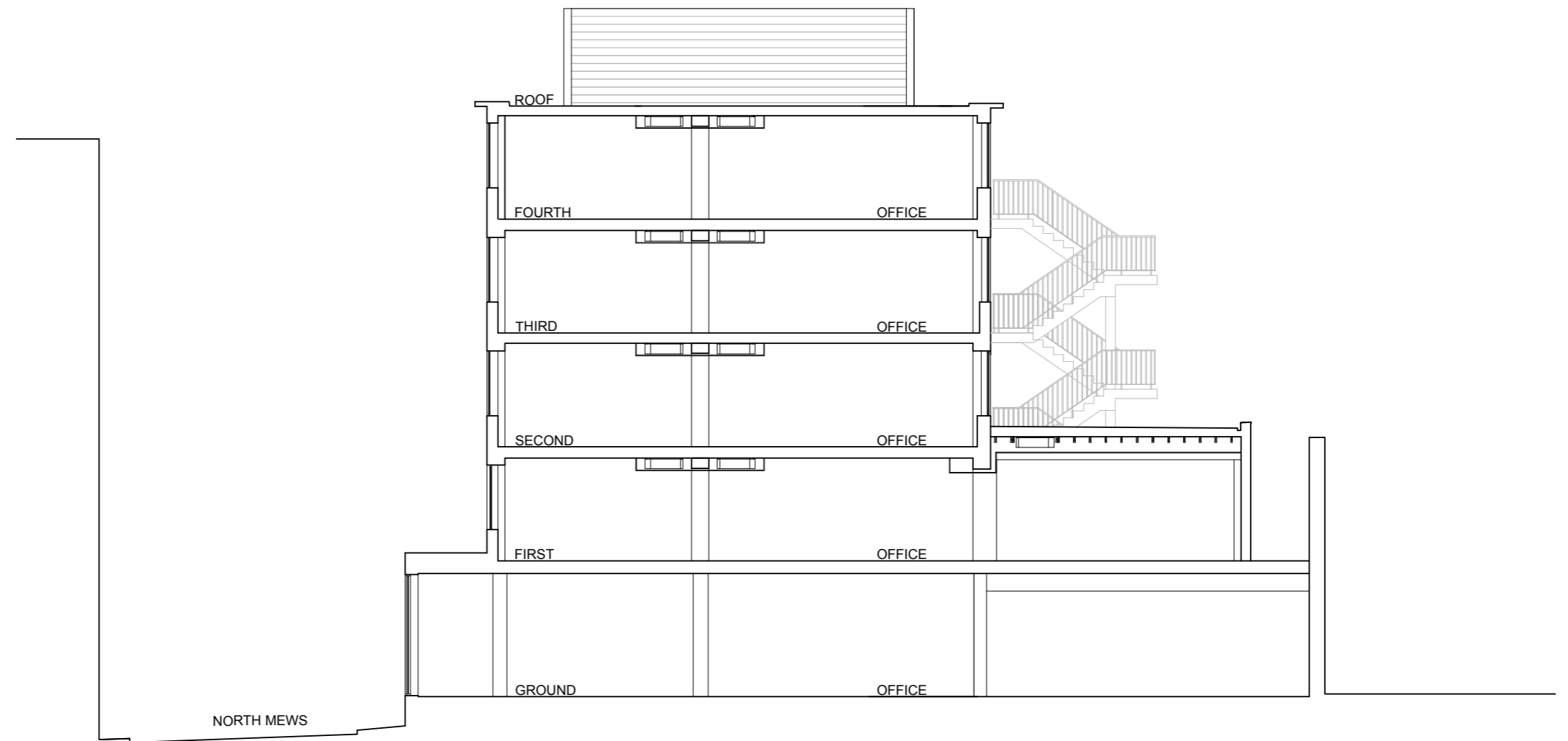
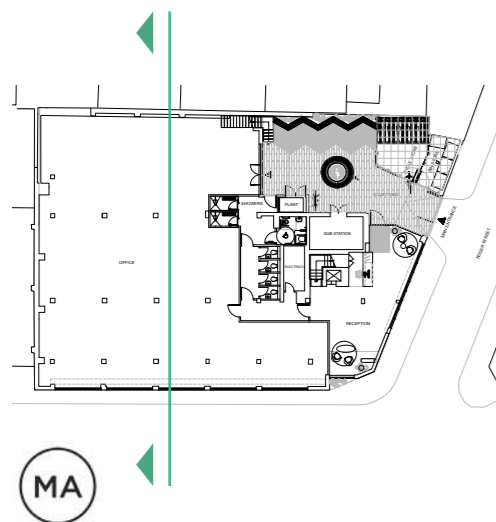
#### 4.0 Proposed Drawings

#### 4.2 Proposed Elevations Rear Elevation



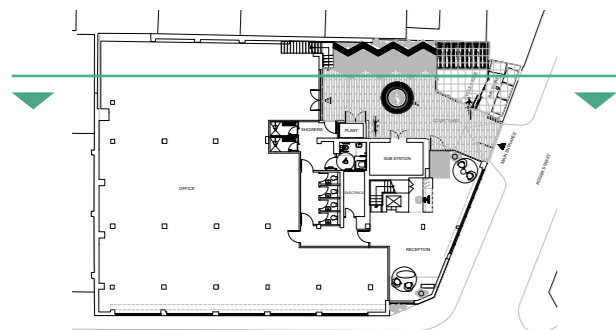
## 4.0 Proposed Drawings

### 4.3 Proposed Section



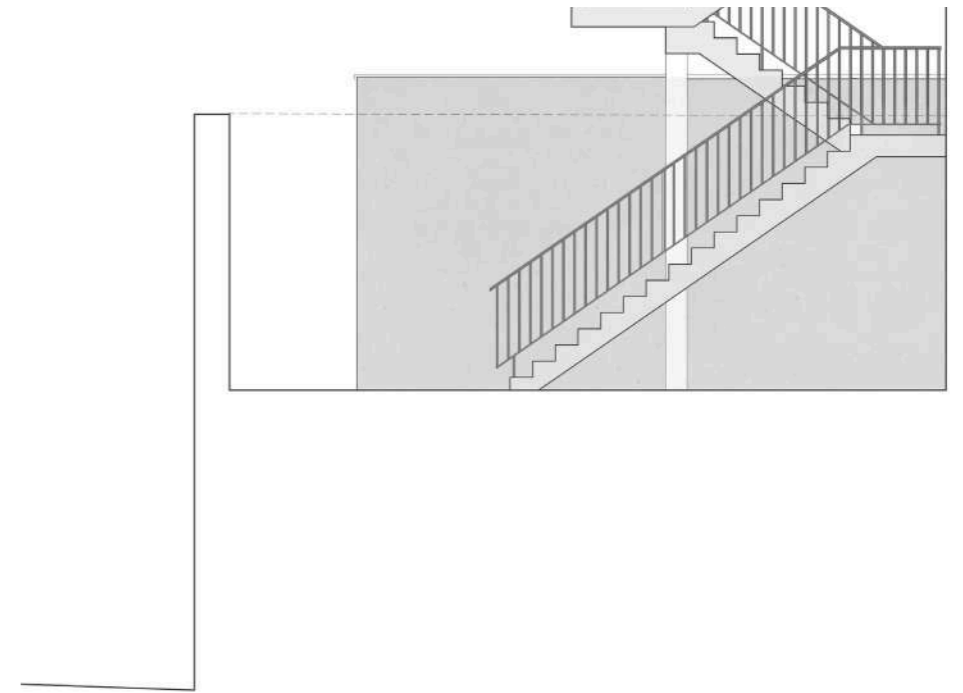
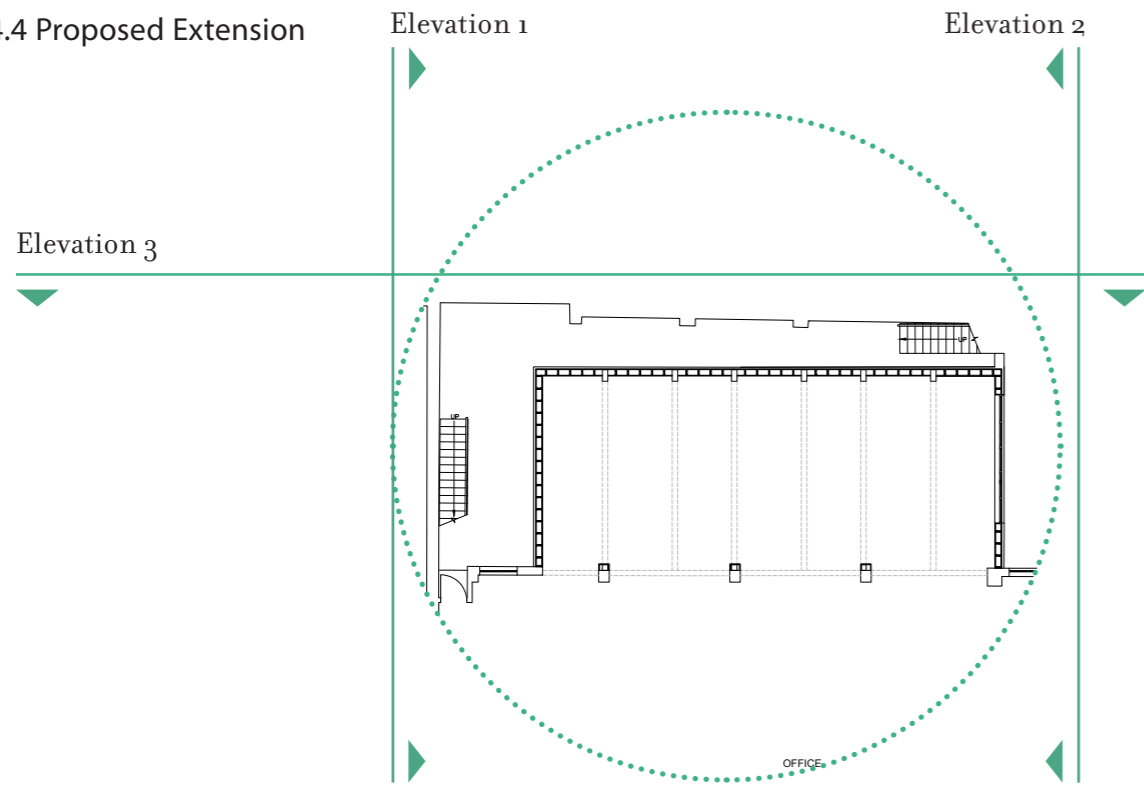
## 4.0 Proposed Drawings

### 4.3 Proposed Section



4.0 Proposed Drawings

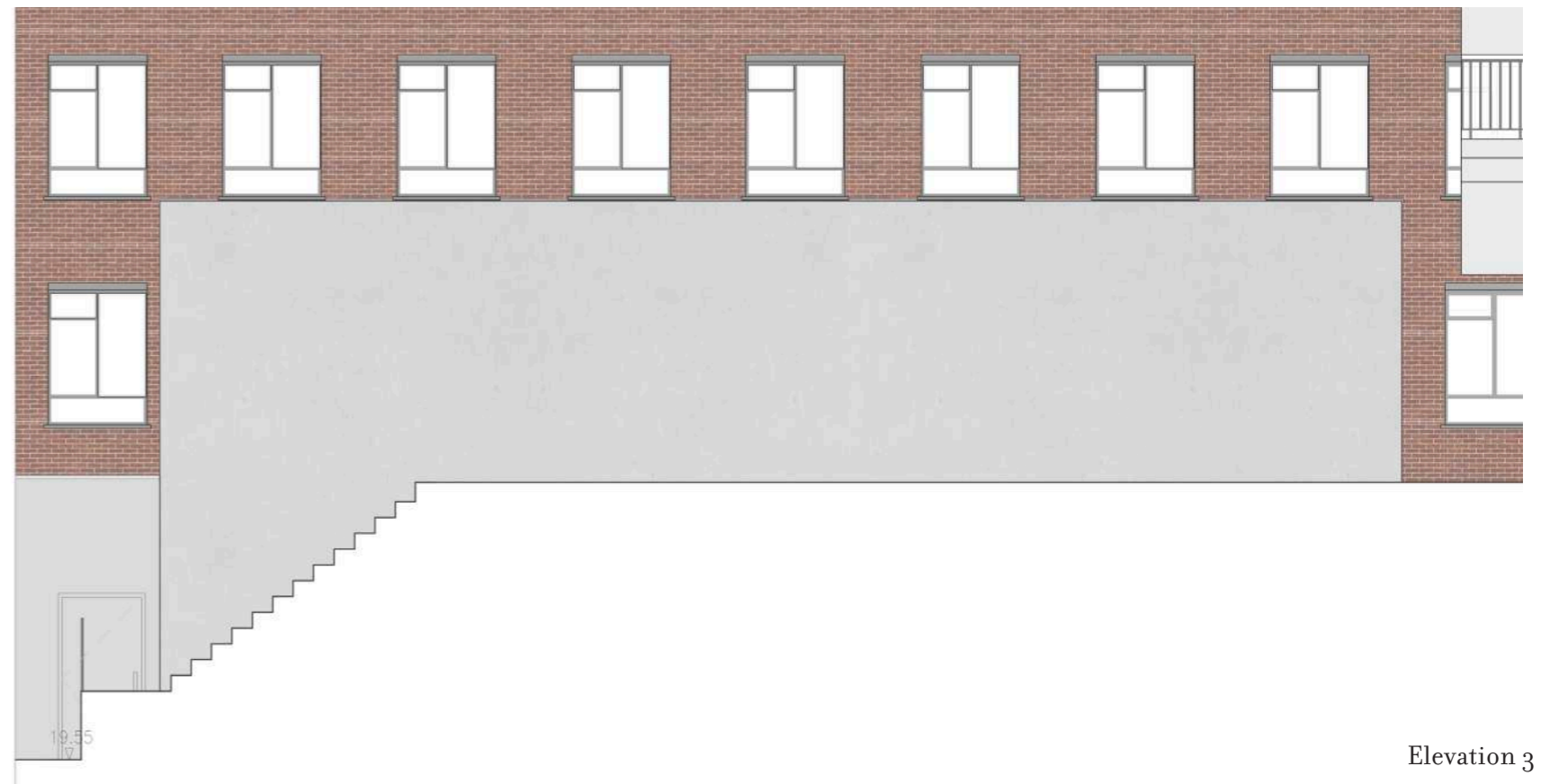
4.4 Proposed Extension



Elevation 1



Elevation 2



Elevation 3

## 5.0 Details & Materiality

## 5.0 Details & Materiality

### 5.1 Elevations & Facades

The Conservation Area report states that 'brick is the predominant building material used across the Conservation Area as it was the cheapest locally available material' (3.25) sourced from the local brickfields in Hampstead Heath and Copenhagen Fields. Red brick was commonly used in late Victorian and Edwardian buildings in the area. (3.26) 'Red brick, stone and stucco are all used as contrasting detailing in the articulation of frontages. The use of stucco is seen more commonly in buildings dating from the early 18th century, initially at ground floor level to mimic rusticated stone.' (3.27) 'From the late 19th century the use of glazed tiling began to be seen on public houses and other buildings.' (5.17) 'A number of the corner plots were refaced in the 19th century and these alterations provide greater architectural emphasis on the street junctions.'

The proposed works to the facade culminate material typologies seen around the conservation area into a scheme that unifies the ground floor podium and proposed extension of the building. The use of brick slips and glazed brick slips along the reception facade and wrapping into the courtyard allows for the creation of texture and pattern, derived from the existing brick wall.

This is replicated as a pattern in a render finish on the North Mews facade, replacing the existing, dated rendered finish. The colours of the render and brickwork contrast yet compliment the finishes to the upper floors, giving the podium a warmer and more characterful finish than the existing plain render, and providing opportunities to integrate building signage into the design.

Proposed Render



Light Grey



Tone to match brickwork



Mid grey for podium

Proposed Brick



White glazed brick slip

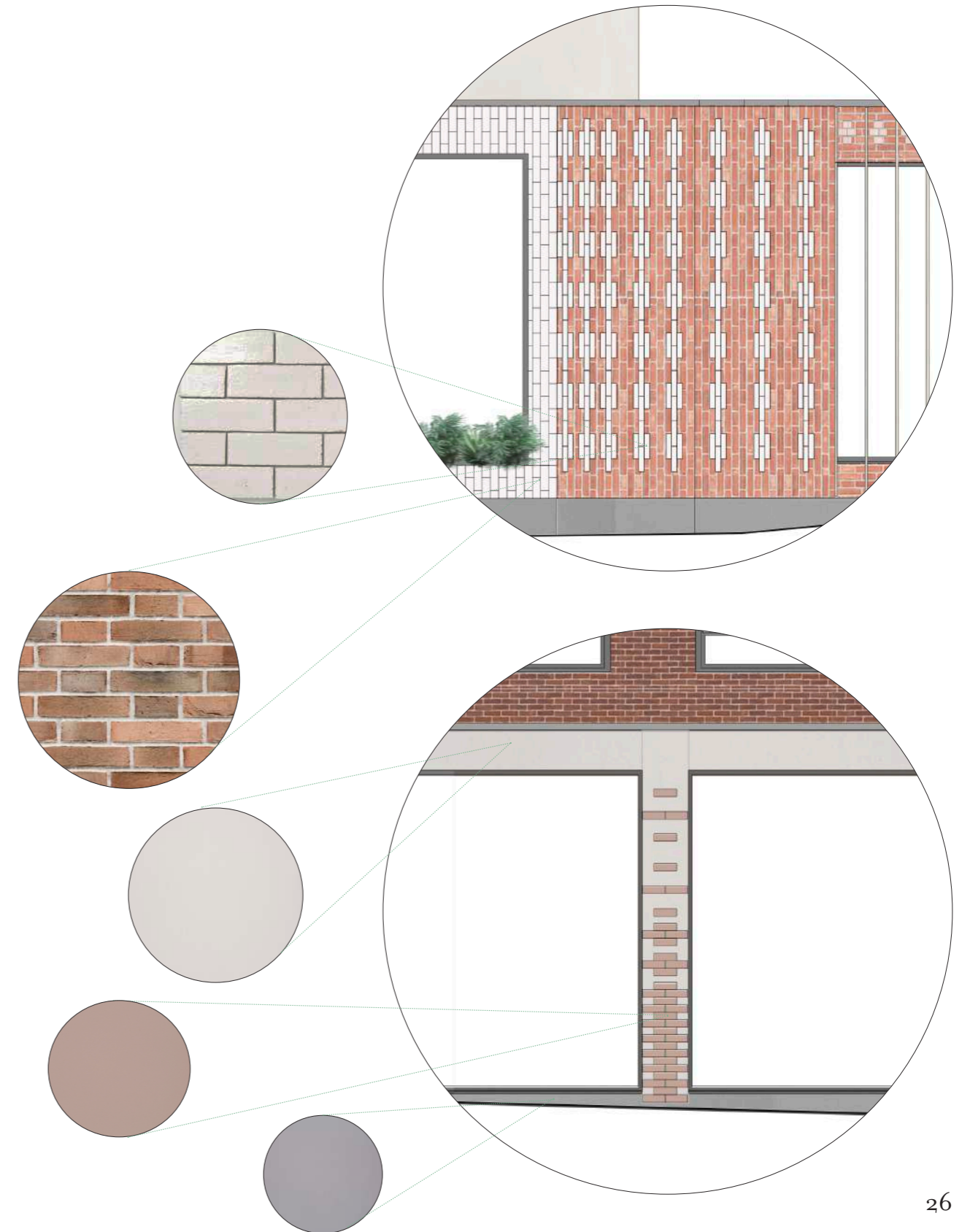
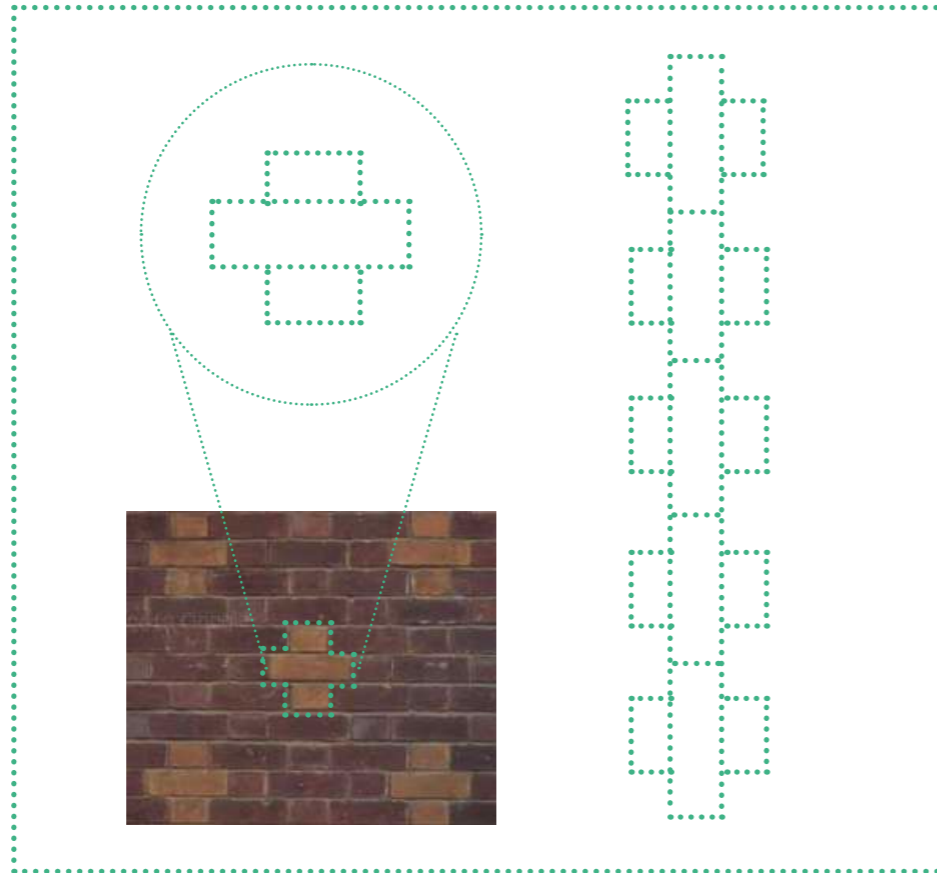


Petersen

## 5.0 Details & Materiality

### 5.1 Elevations & Facades

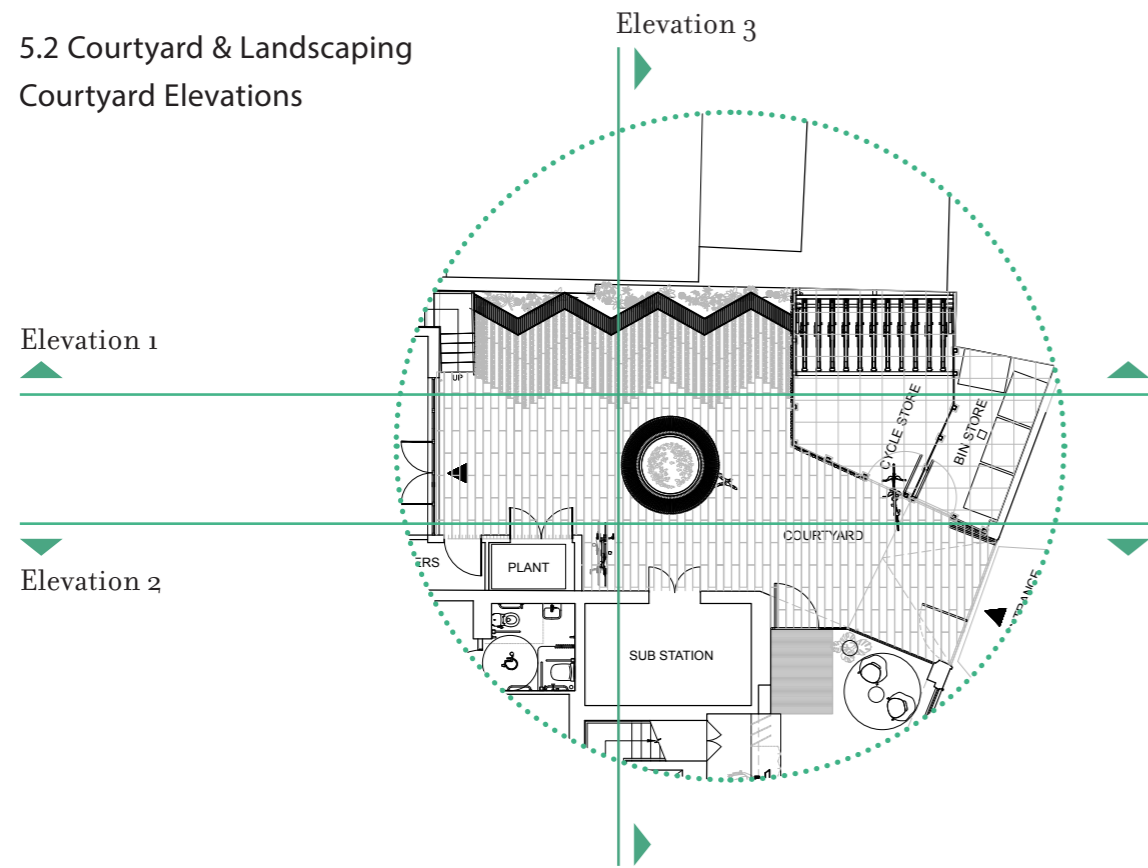
The design for the ground floor facade has taken inspiration from the detail on the existing brick wall, the pattern of which has been reinvented in consecutive vertical patterns that wrap along the Roger Street facade, incorporating building signage. On the North Mews facade, this pattern is replicated horizontally in render.





5.0 Details & Materiality

5.2 Courtyard & Landscaping  
Courtyard Elevations



Elevation 1



Elevation 2



Elevation 3