

22 Tower Street

Side Extension Facade Design

25.07.19

REV A - 13.08.19

CLARIDGEARCHITECTS

Design Rationale

Following feedback on the full facade design prepared to replace the existing single storey side extension, we have now developed the design further to form a stronger relationship with the listed school building. This sheet describes the design justification of the developed design - tailored to engage with its unique setting and to enrich the broader Seven Dials conservation area. The following two pages illustrate the materiality of the proposal in context and the final page of this document provides a snapshot of the iterative design process undertaken to achieve the proposed design.

The architectural ambition of this intervention is to create a contemporary language which engages with the school building - and broader Seven Dials area - that is tailored to its unique setting and acts as a quiet yet playful interpretation of the handsome school building.

The main architectural design moves take cues from the School Building as follows:

- **Fenestration** - within the existing building the windows at ground floor level are modest in scale and relatively squat in proportion but gradually increase in height to become taller and more elegant proportionally on the upper levels. On the proposed side extension we have proposed square windows at ground level and taller proportions on the upper floor to resonate with this character and hierarchy.
- **Level of articulation** - increases for the upper levels of the facade
- **Solid to void** - a higher ratio of glazing to wall for the upper levels is found on the existing building and proposed for the side extension.
- **Symmetry** - the school building has a formal symmetrical facade. Following feedback from LB Camden we have adopted this approach for the side extension.
- **Materiality** - the existing building utilises a primary material of stock bricks combined with a secondary material - red bricks - to highlight details. On the proposed extension this move is echoed by using a technical stone as the primary material in a complimentary red-pink tone, similar to but lighter than the existing red brick (see following page for colour elevation). A richly textured grey terrazzo is used as a secondary material to highlight the details.
- **Window separation** - Inspired by the red brick piers between the windows on the existing building a semi-circular column has been introduced between the windows on the first floor of the side extension

As detailed below, the design has been developed in direct response to specific comments received by Camden Council -

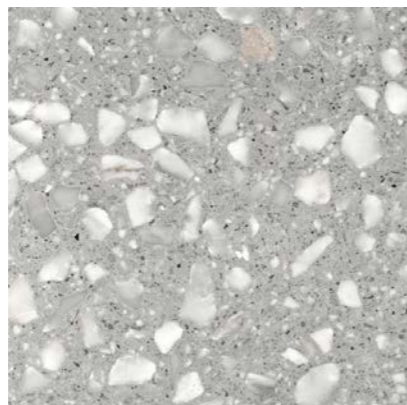
- The Seven Dials conservation area is artistic, creative, colourful, looks at fine detail and has texture. These elements should be shown in the proposed design of the new two storey addition.
The introduction of a colour reminiscent of local brickwork along with details that reference the surrounding buildings ensure that the proposed extension now sits comfortably within and contributes to the Seven Dials conservation area. The proposed depth, arched lintels, stone column mullions at first floor, banding and textured stone details will bring contemporary design and visual interest to the area.
- The windows and stone combined does not coincide with the character, fenestrations and materials used on the existing listed building.
The pairing of windows; arched openings; window proportions at first floor; contrasting lintel details and two-tone masonry facade are directly inspired by and echo the architectural characteristics of the listed building.



Part Material Elevation



Red-pink technical stone



Grey terrazzo

Street Elevation





01
June 2019 proposal - following request from Camden Council to replace the single storey side extension.



02
Introduction of arched openings works well with existing building but the facade appears overly vertical and too formal.



03
Introduction of string course is an improvement, but ground floor lintels too heavy compared to horizontals on the existing building.



04
Removal of the arches left window openings that still relate to the existing building proportions, but it was felt that this was too far abstracted from the character of the school building and lacked detail. However, the idea to break the symmetry of the facade has merit.



05
The column separating windows felt comfortable alongside the existing building, however the lack of difference between the two floors is less successful and appears overly formal and lacks a distinction between base and top. Reduction in the size of the piers left the ground floor in particular not feeling solid enough.



06
Whilst wide arches are found on the upper floors of the school building, when introduced at ground level the result felt uncomfortable and appeared pastiche. There are also no examples of wide arched windows at ground floor in the immediate area, with most buildings having orthogonal bases. As a result we have rejected arches at ground floor.



07
Proposed facade design submitted to LB Camden on 25.07.19.



08
Proposed facade design and composition, as described on page 2 and shown with colour on pages 3 and 4. This has been updated to make the facade symmetrical, in line with comments from LB Camden.