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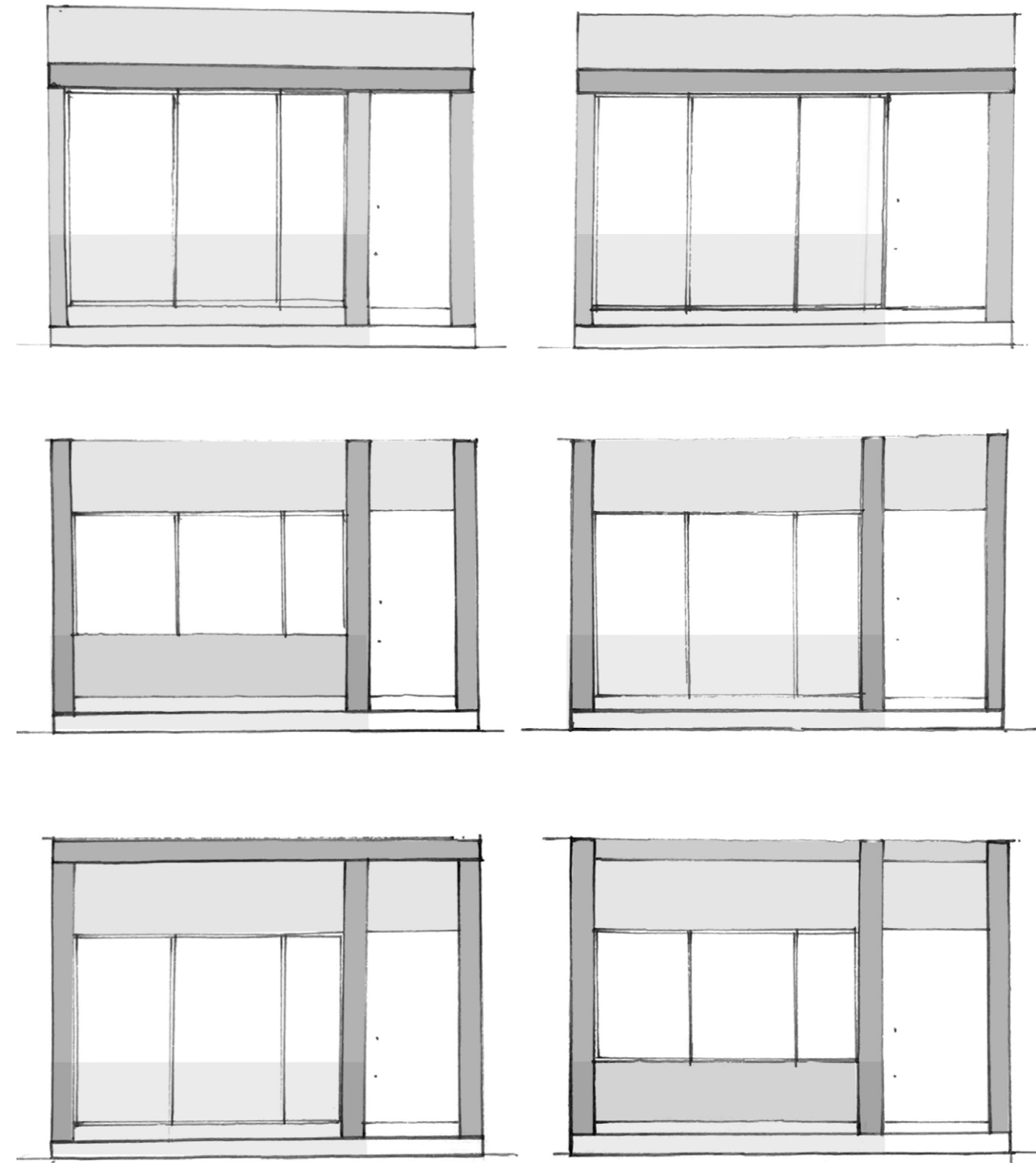
PROPOSAL

4.1 BRIEF

The key considerations for the project involve the need to open up the front of the restaurant to improve light and create a better connection to the street.

The brief aims to provide the following:

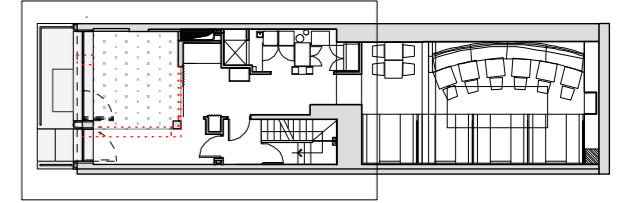
- Create a simple yet elegant response that works with the context of Charlotte Street;
- Provide a modern and simple response that reflects the restaurant's history;
- Maximise opportunity for natural light and openness to the street;
- Consider the treatment of the facade to transform a tired elevation which complements the context and local environment;
- Consider use of sustainable / energy efficient materials to reduce future running costs;
- Respond to the heritage and architectural aspects of the area.



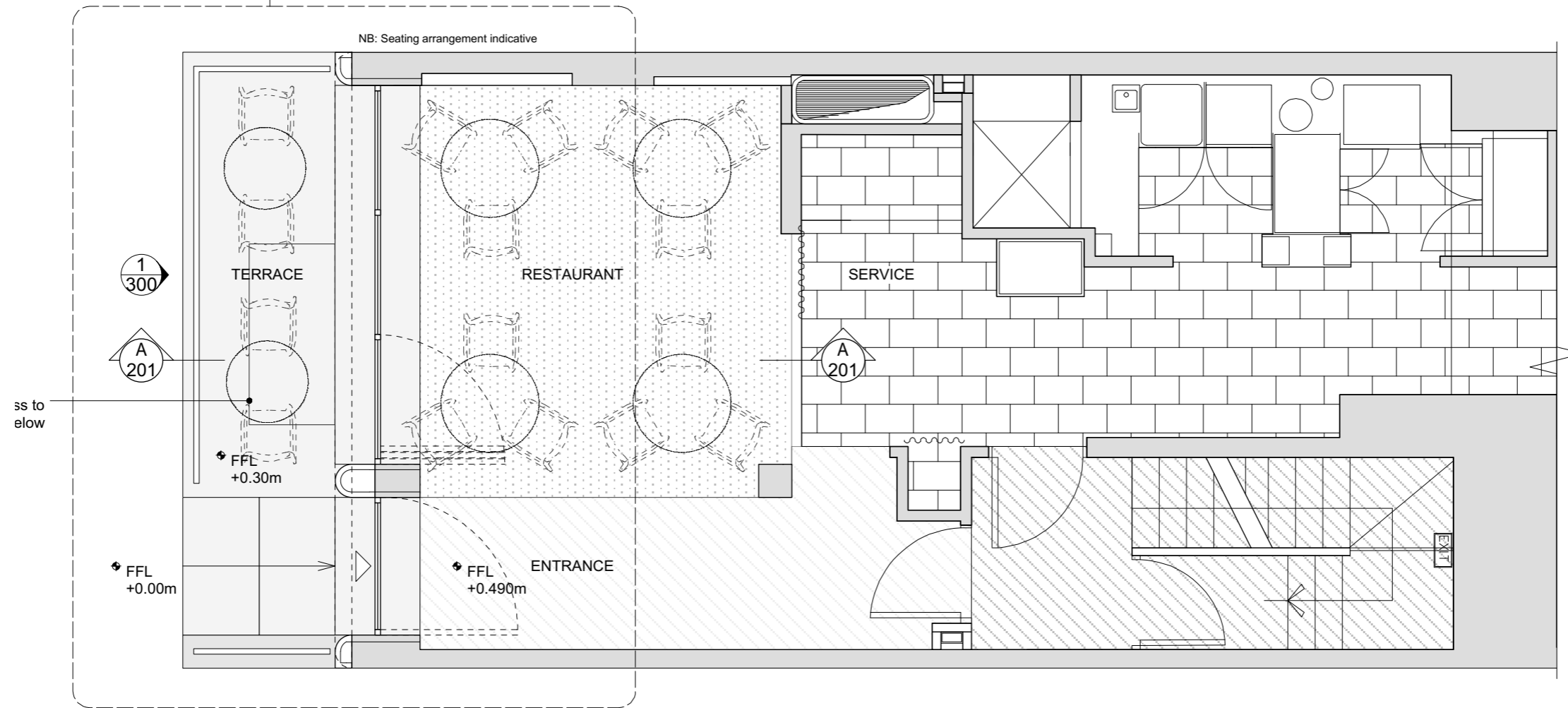
Initial sketches



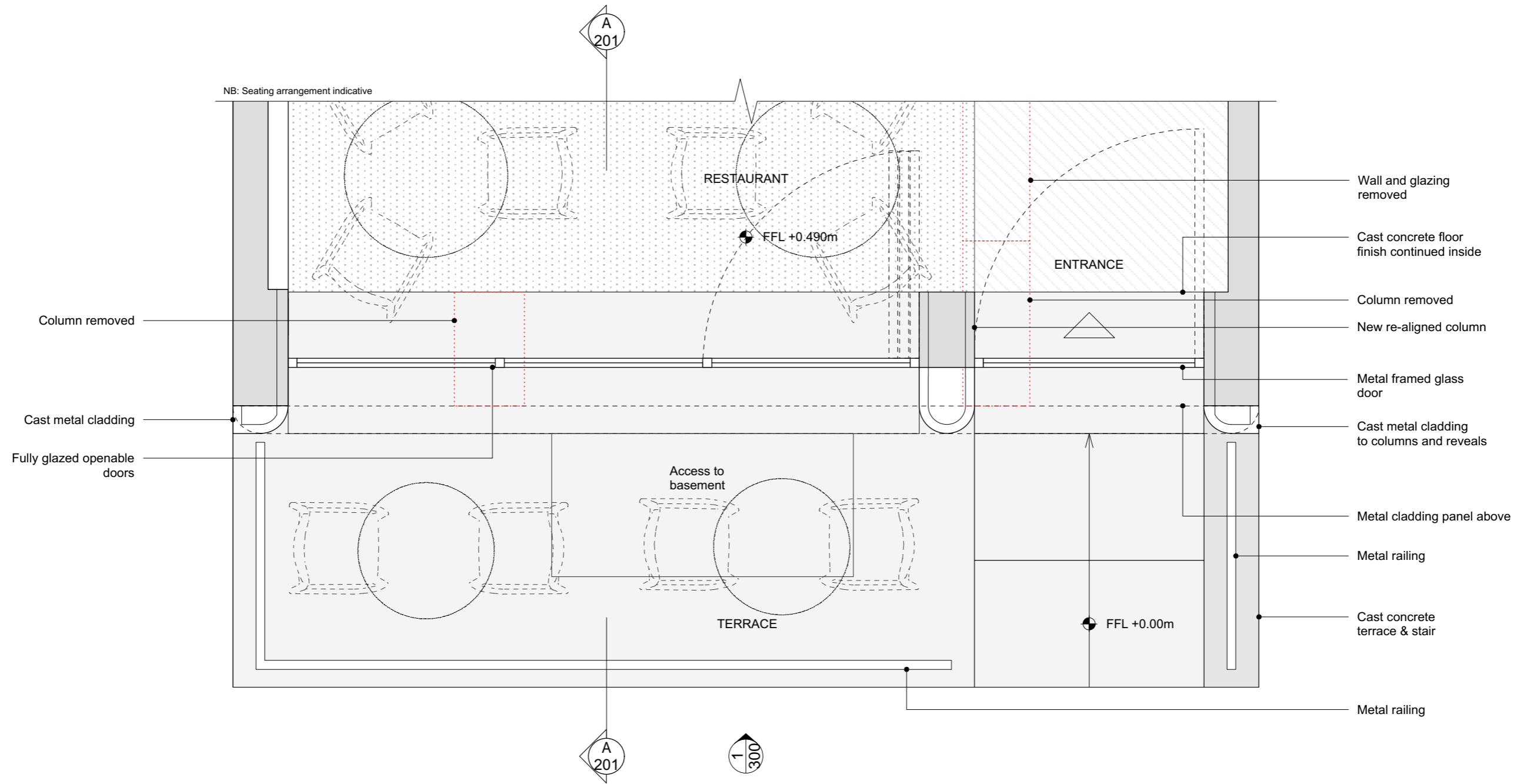
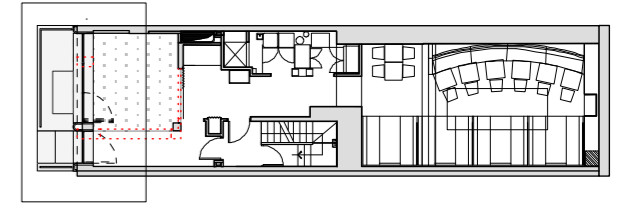
Proposed facade in context



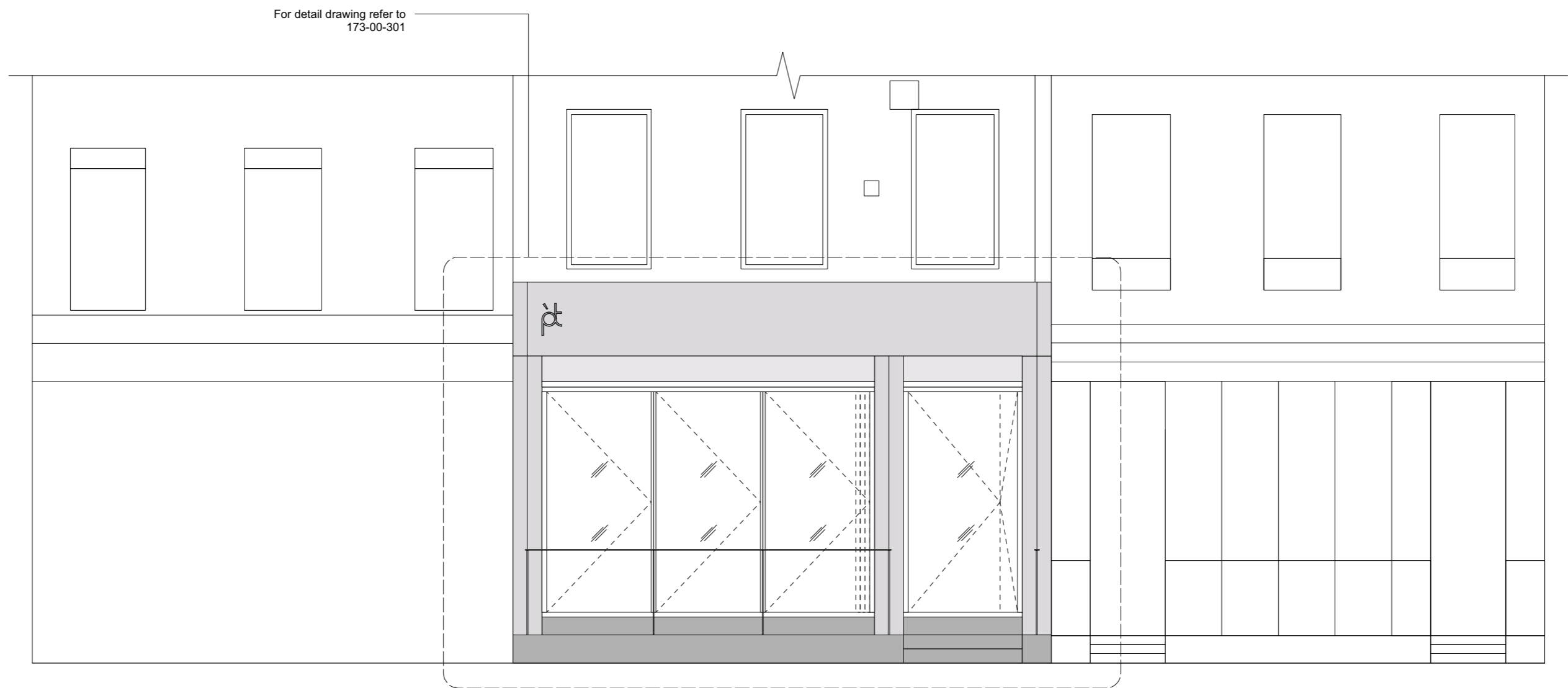
tail drawing refer to 173-00-101



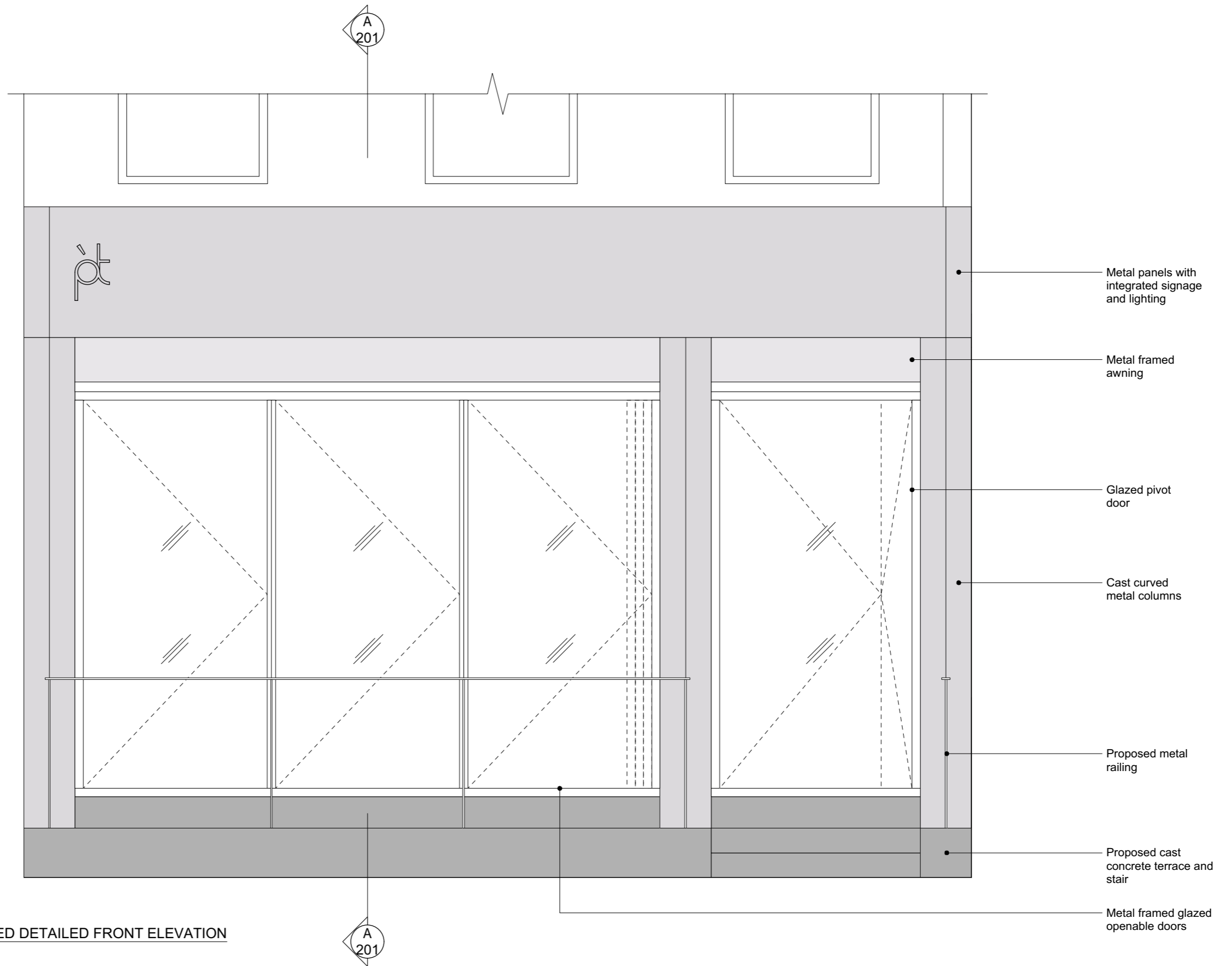
1 PROPOSED GROUND FLOOR PLAN
1:25

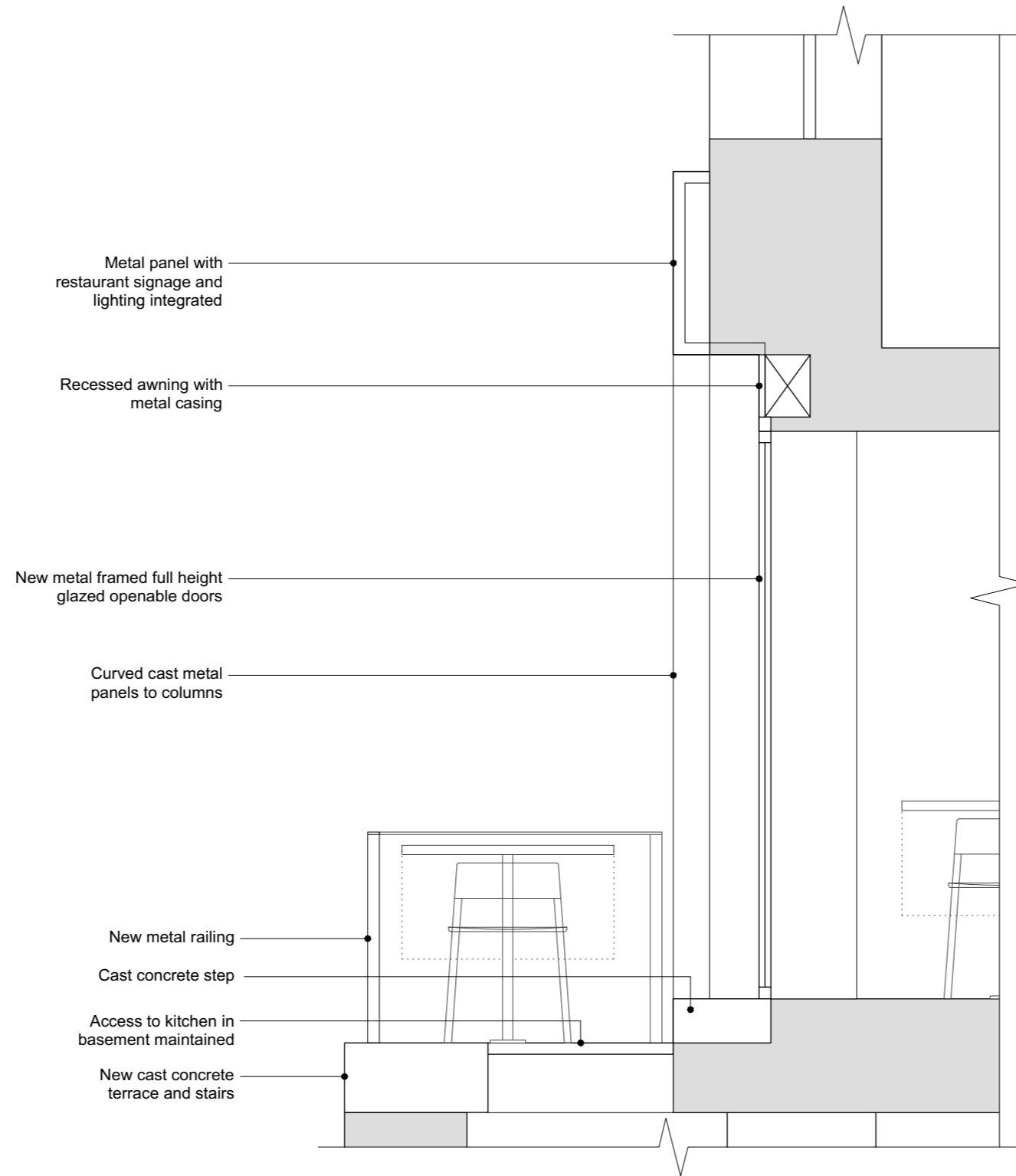


1 PROPOSED DETAILED GROUND FLOOR PLAN
1:25



1 PROPOSED FRONT ELEVATION
1:50





1 PROPOSED DETAILED SECTION A
1:25

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DESIGN DEVELOPMENT

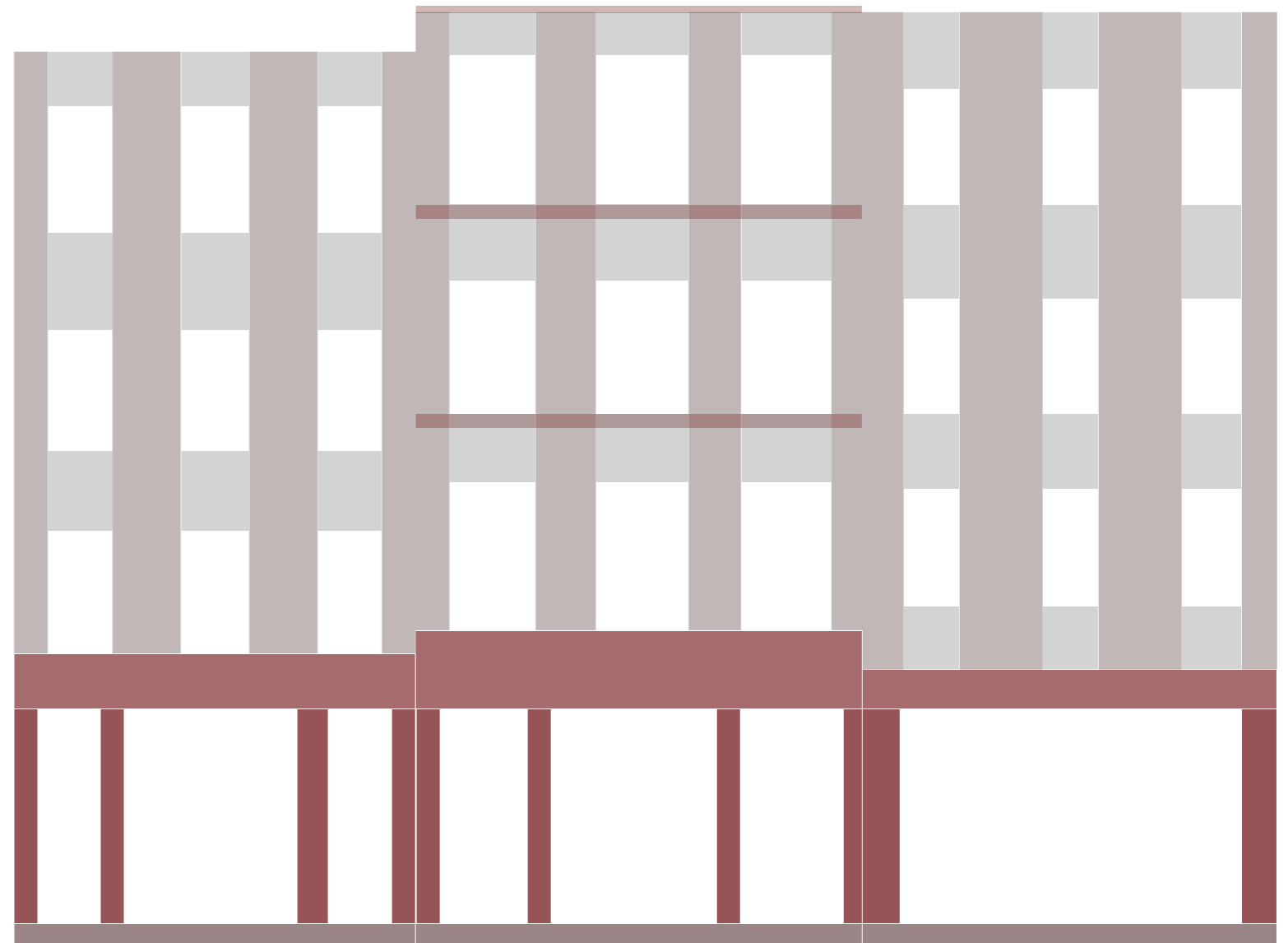
5.1 DESIGN DEVELOPMENT

The main consideration in opening up the ground floor is to retain the strong horizontal quality of the street, which you can read in the analytical drawing opposite of the building elevation. At the same time the dominant vertical elements which help to frame the individual shopfronts is important to keep, as seen in the example below of a traditional London shopfront.

The following pages illustrate the in-depth process that has been explored to reach a considered and well proportioned strategy elevation for the restaurant.



Example of shopfront in central London, 1887
Existing proportions of the street

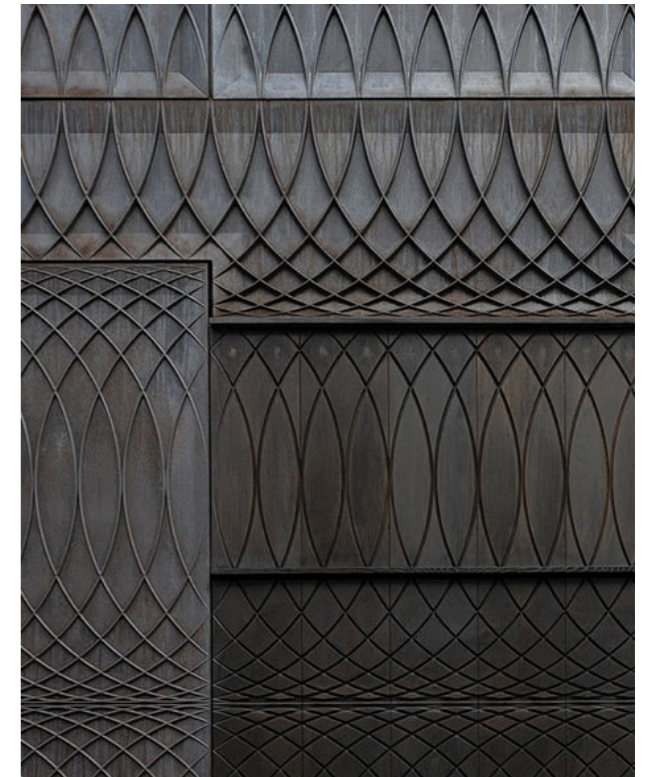


More prominent - Less prominent

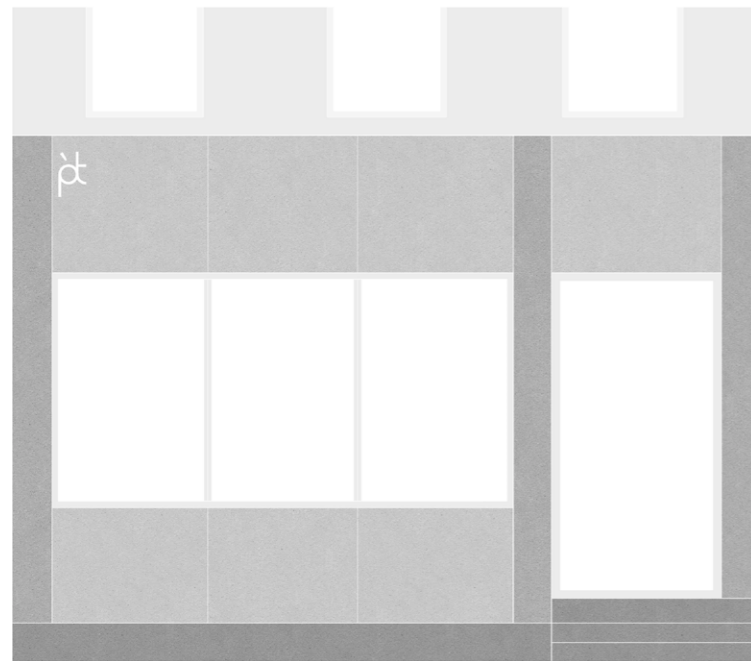
5.2 ARCHITECTURE

The site is located on a street with a rich history that is continually changing and adapting to the interests of people and local businesses. While this is an ongoing process of change, the project seeks to create a robust and mature result which can stand the test of time.

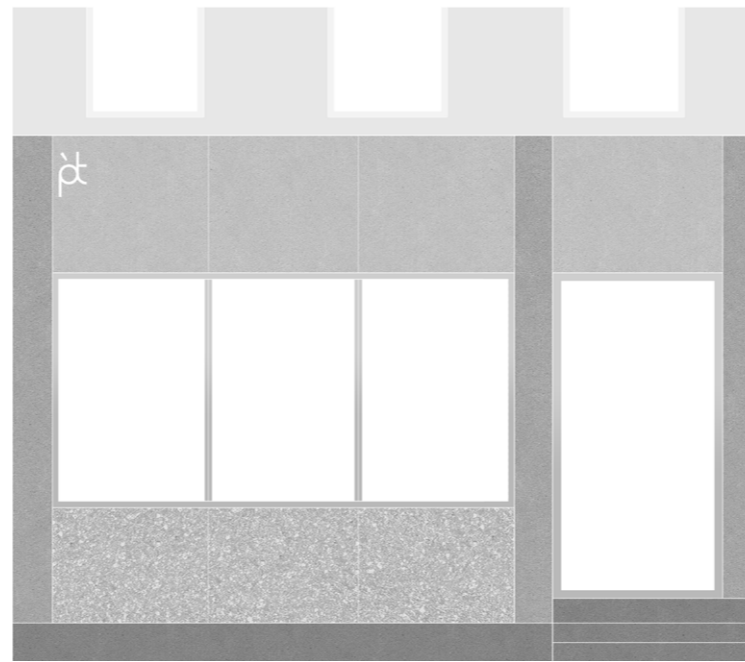
The examples opposite are precedent studies of building frontages that show the capacity to balance a modern and sophisticated facade with an expression that will last.



Option A



Partially open facade



Testing materiality

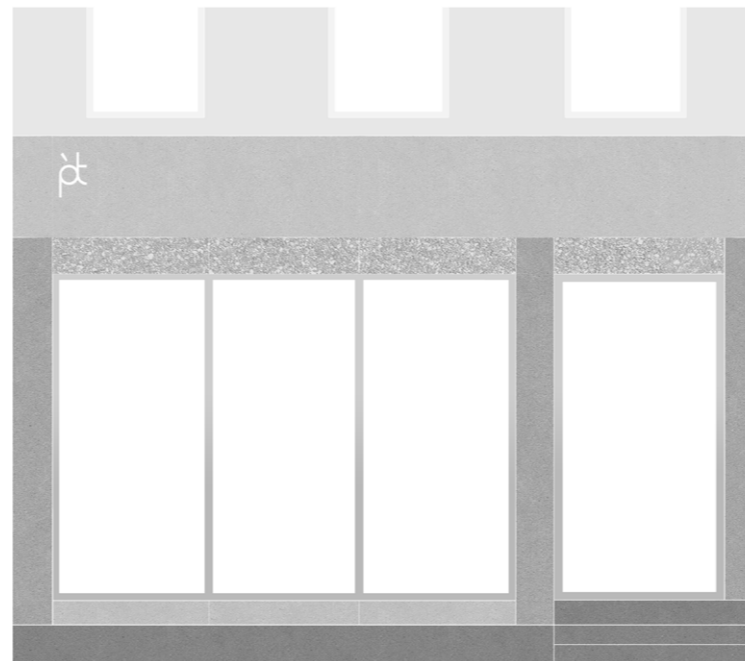


Introducing awning

Option B



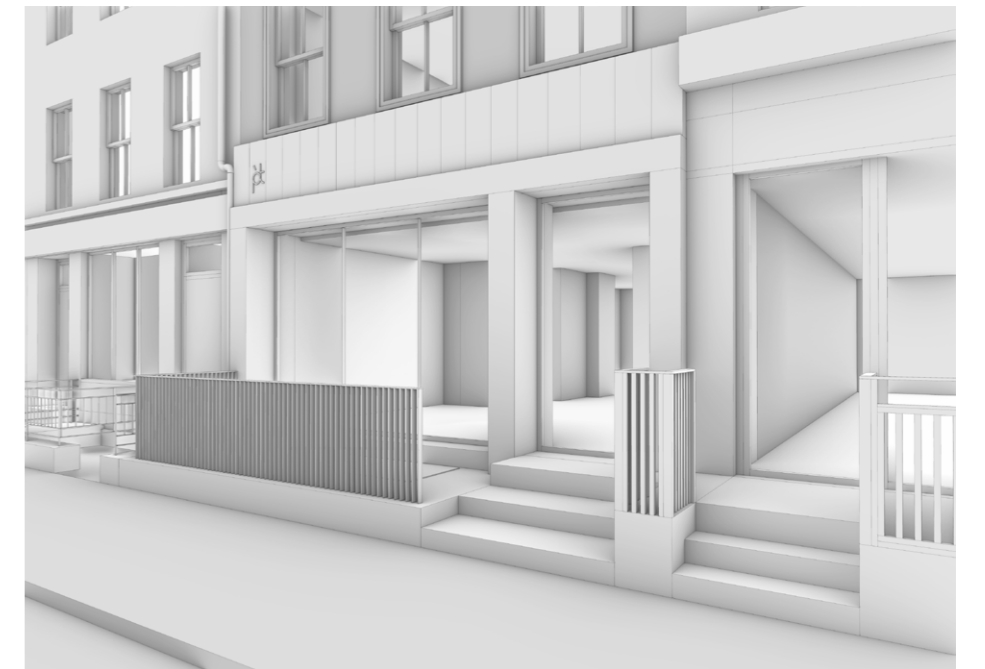
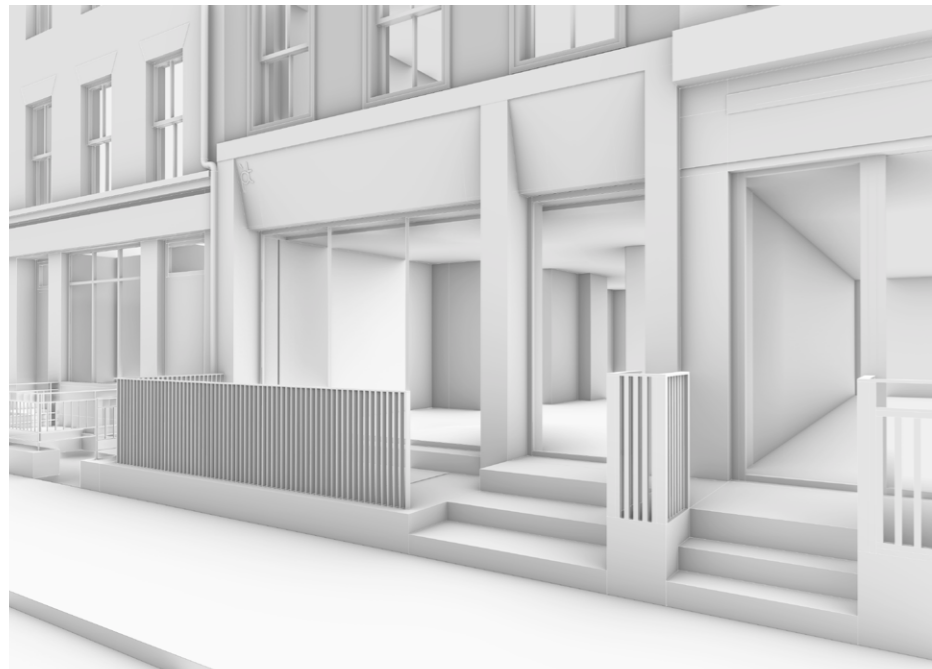
Fully open facade



Testing materiality



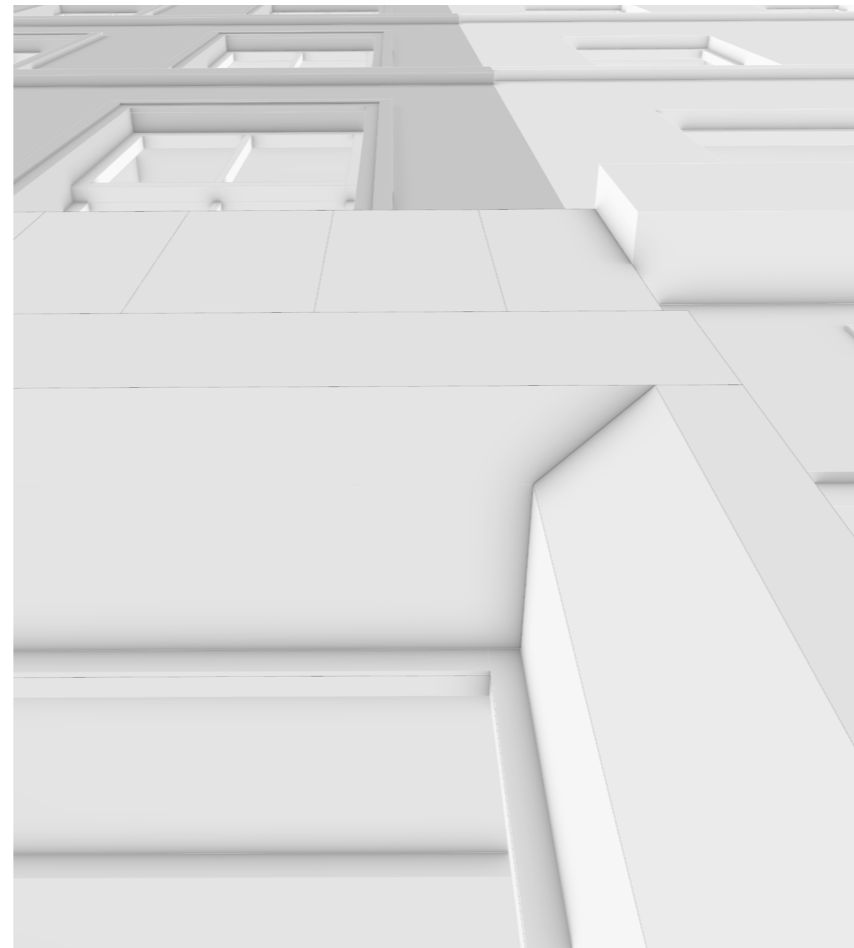
Introducing awning



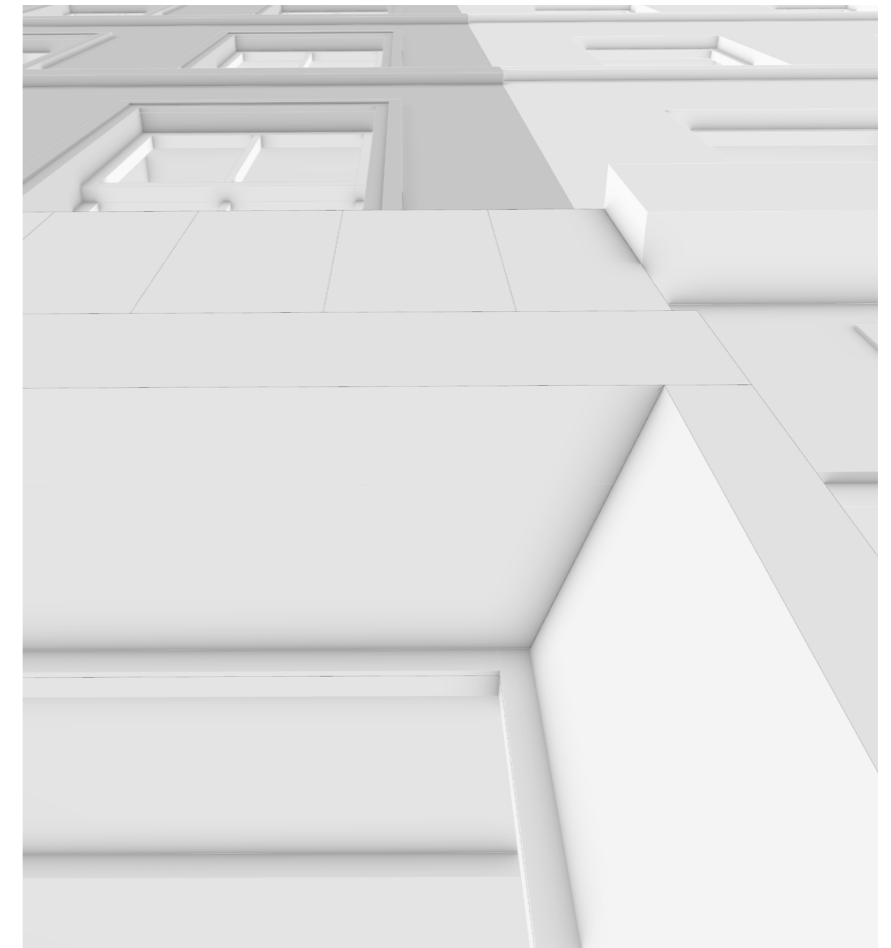
Facade development exploring different compositions.



Rounded

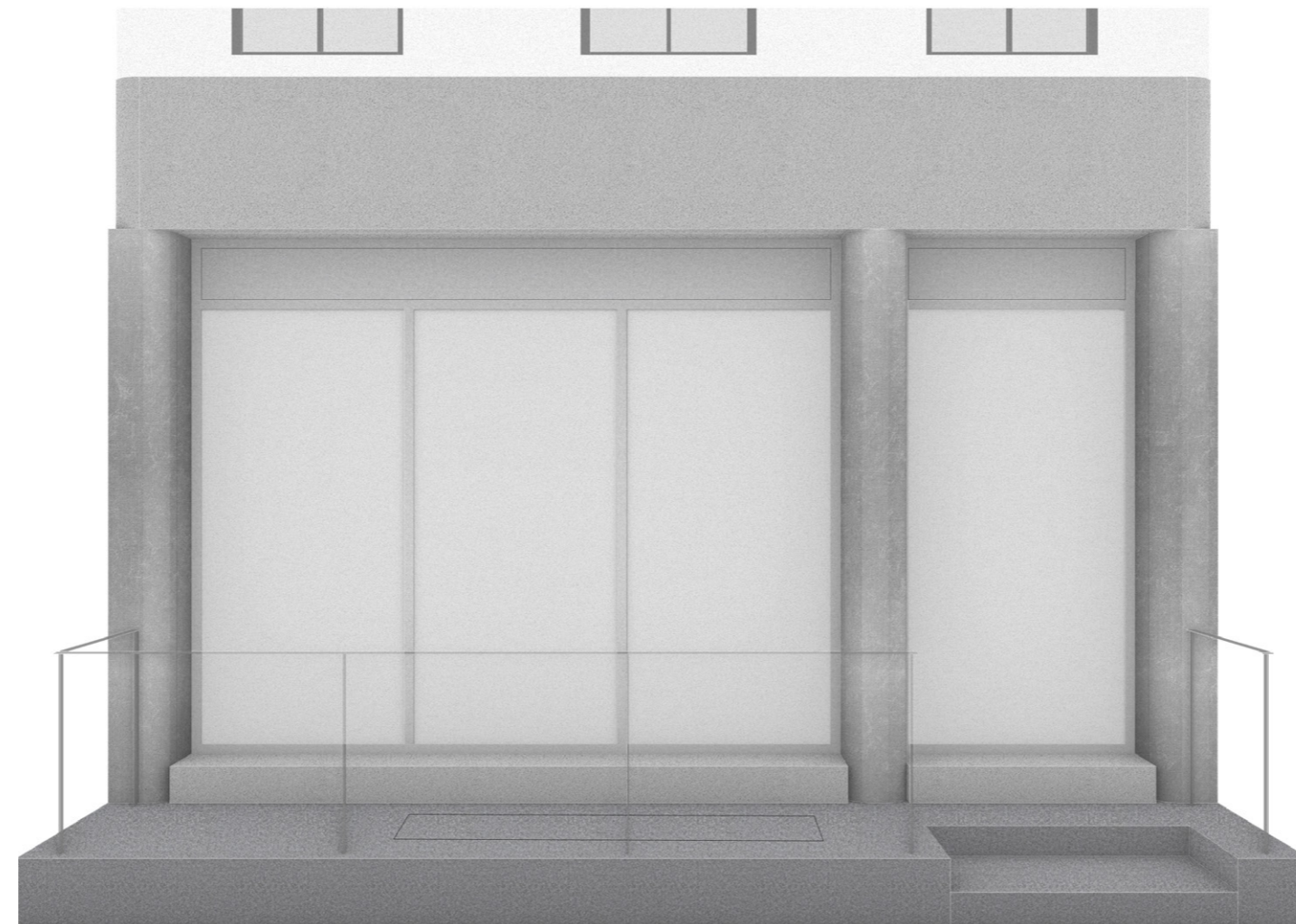


Chamfered

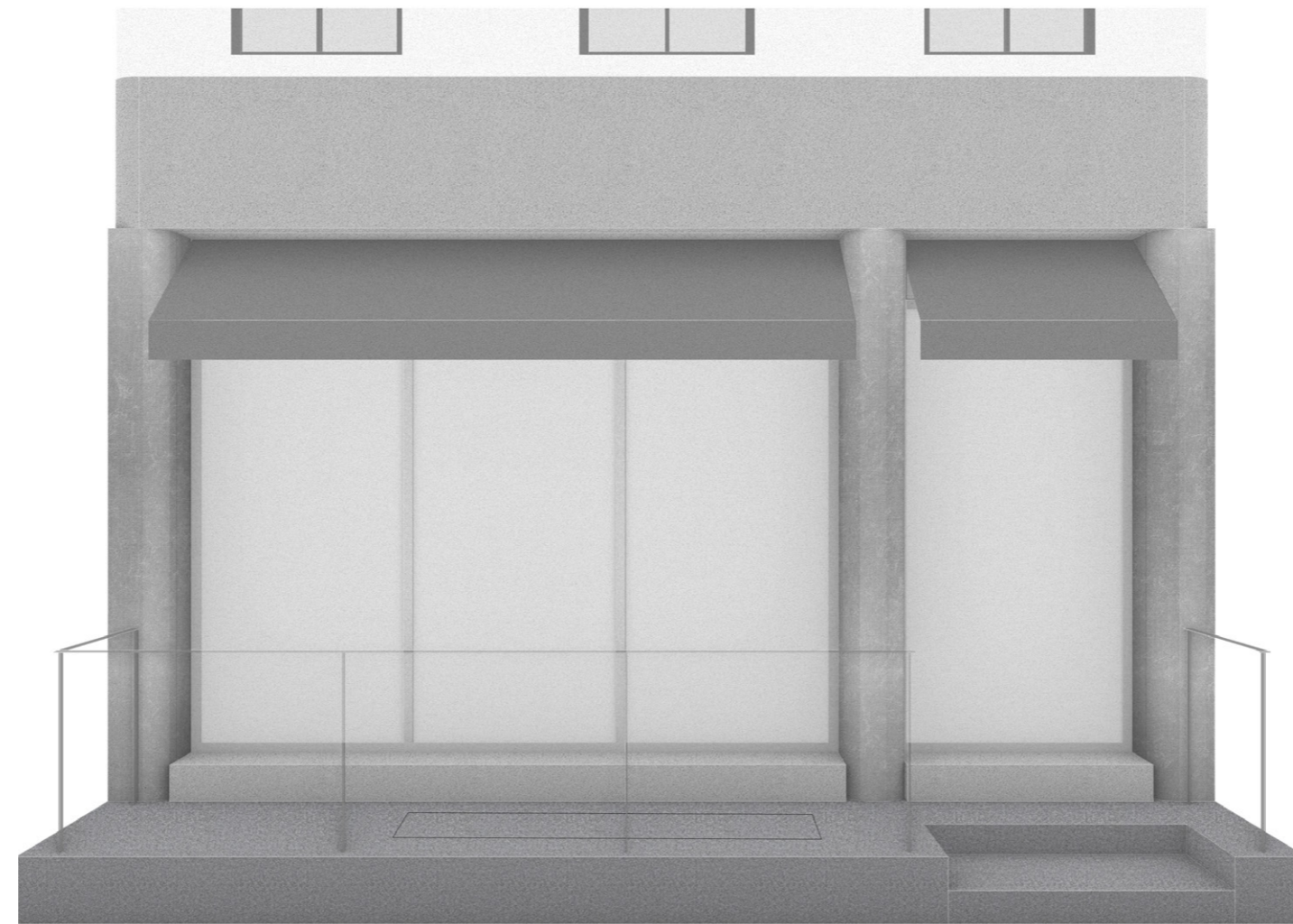


Angled

Reveal options to help draw people in to the building.



Proposed facade arrangement with railing



Proposed facade arrangement with awning



Street view

6

MATERIALITY

6.1 External Materiality

The materiality of the new facade has been carefully considered to achieve a high quality finish.

Pillars

The cast metal has been chosen as a way of connecting with the use of iron on the street in the railings and other elements. In addition, the very tactile quality of the aluminium will create an effect of gradation which references the restaurant and an idea of ingredients. In order to draw attention to these features the metal panel above the door will be a simpler large flat metal panel with minimal panel breaks,

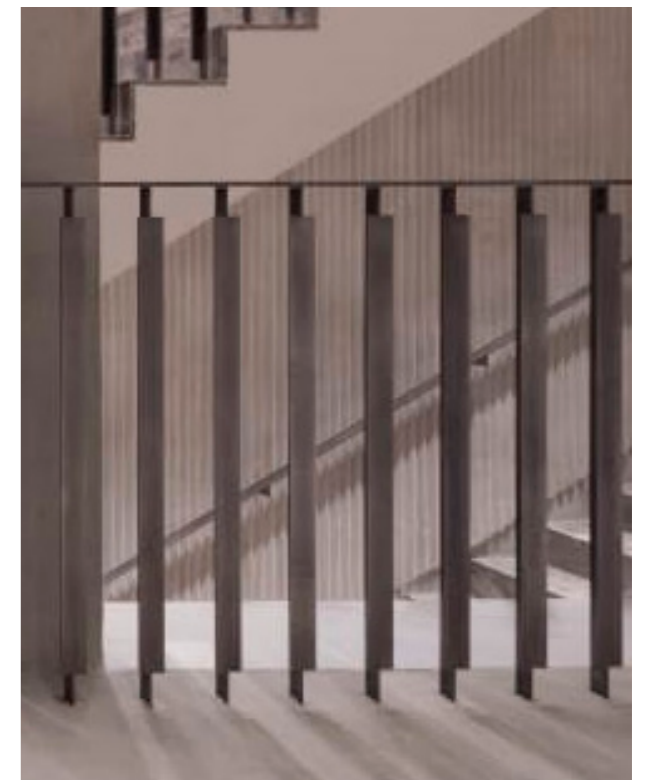
Steps/Ground

The new steps and raised plinth will be constructed in a refined grey concrete that is inkeeping with the existing materials.

Glazing/Doors & Railings

Window and door frames are to be made in a steel that complements the aluminium of the pillars. New railings will be constructed from delicate elements as a reinterpretation of the cast ironwork on the street.

Material references. Examples of use of concrete and metal.





Materiality

- 01 Flat metal panel
- 02 Cast metal curved pillars/reveals
- 03 Steel window / door frame
- 04 Cast concrete steps
- 05 Cast concrete raised floor
- 06 Metal faced awning

7
HERITAGE

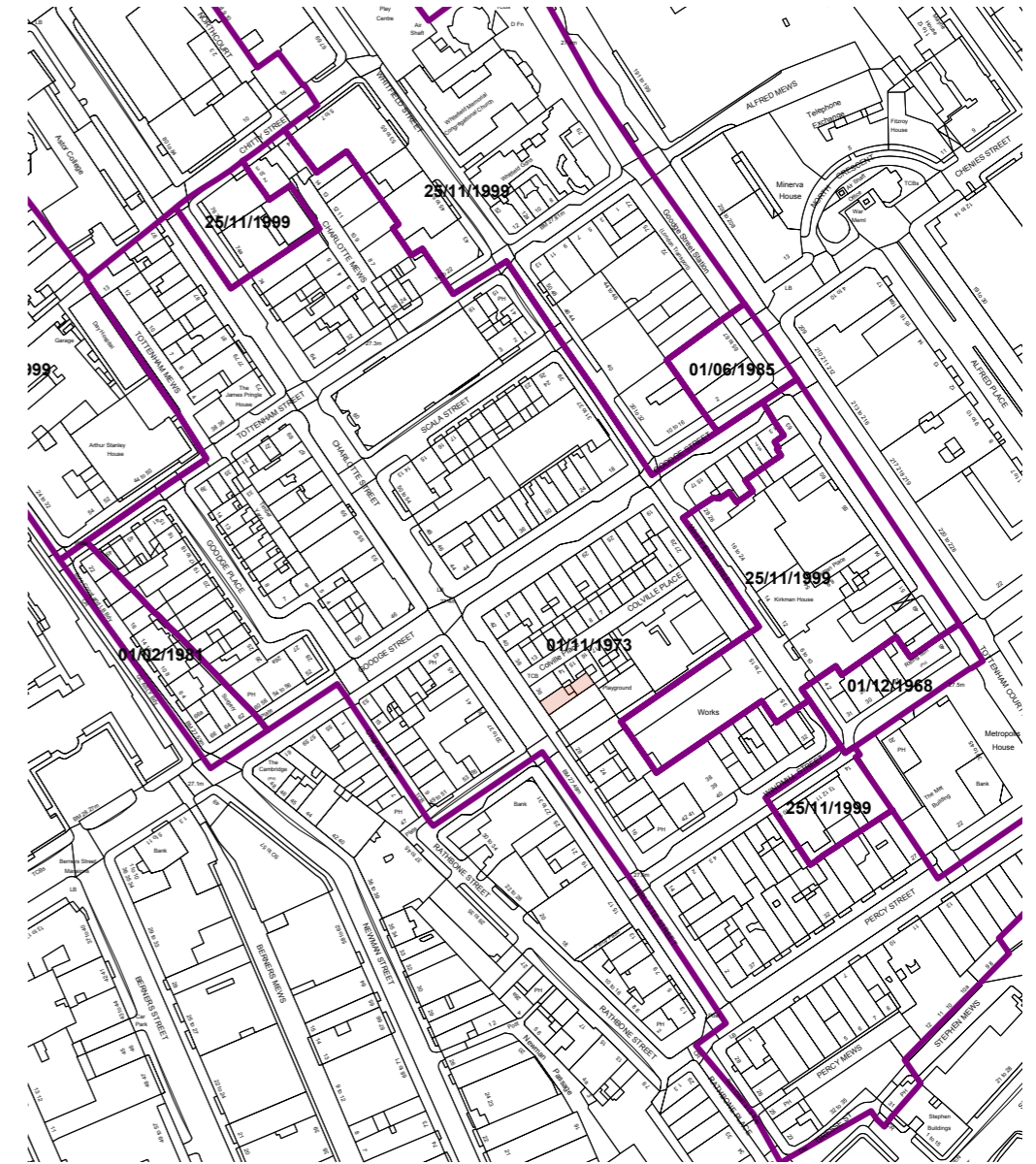
7 HERITAGE

This area of Charlotte Street can be understood as a conglomeration of lively shopfronts and business frontages that range in levels of quality.

Those within the conservation area that are of historic interest stand out and complement the street scene, which contributes to the character of an area that was once home to many artists, writers and craftspeople. Guidance produced by the Charlotte Street Conservation Area Appraisal and Management Plan (Adopted 24 July 2008) has been followed in the development of the project.

The proposed frontage design aims to add to the rich history of the site. At one aspect the proportions of the new elevation have been considered in relation to the horizontal nature of the street while also introducing strong pillar-like elements that frame the building at ground floor.

While wanting to open up the front, the overall composition of the elevation is in-keeping with the dominant typology in the area and maintains the proportions of the property.



7.1 CHARACTER & MATERIALITY

From a material perspective the project aims to tie in to the history of cast elements (railings, lampposts & signage) in the street, referencing the craft of the past as well as the robustness and forms of stucco decoration. The intention is to develop a high quality, materially interesting facade which would add to the street architecture.

The heritage considerations have been integral to the overall design and the material palette is intended to ensure the quality of the street is maintained.

The aim is to achieve a new frontage that can stand the test of time, which has been tested through textured drawings and material investigations. The ambition is to create a unique but subtle character that will add to the quality of the street scene on Charlotte Street. The importance of good detailing and a clean finish is integral to creating a design that works sympathetically with the context.



Material reference. Railings and high quality craft

Pied à Terre Restaurant

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