

### 3.0 PROPOSED DESIGN

#### 3.1 LAYOUT

The cinema layout comprises of 5 independently accessed cinema screens in arches N10 – N14 with Café and Bar spaces supporting the cinema use in arches N7, 8 and 9, benefiting from visibility to and from the open space between Building C and the meeting of two railway lines/ arched spaces.

Arch N7 will hold a small café bar, bar stool seating and further seating on the mezzanine. Arch N8 will have a bar, small kitchen, WCs and staff office. The extent of the mezzanine here has been reduced to expose the form of the railway arch above. A jack arch connects the Bar through to N9, a full height seating area. The screens seat either 31 or 32 in each arch, totalling 156 seats.

#### 3.2 EXTERNAL CHANGES

The layout of the cinema creates a unique cinema experience in a site that characterises Camden Lock area. The external changes have been designed to give the cinema as a whole a unified character with a limited material palette and minimising waste where possible. A balance has been sought to retain an element of surprise of having found a hidden cinema screen down an alleyway and ensuring that café and bar are visible to the wider area. Some reference has been taken from American jazz bars and speakeasy bars that are very discrete from the street but use signage, awnings and such elements to signify entry and activity within.

The high-level curtain walling to the bar and café arches is to be retained to allow ample natural lighting into the spaces. The high-level curtain walling to the arches to be occupied for cinema screens (N10-N14) will be replaced with these arches being enclosed in solid construction for acoustic reasons. The solid walls are constructed of blockwork and render generally. The café and bar have large windows on the ground floor for visibility from the passers-by whilst allowing for some solid walls to suit the internal layout.

There are minimal external changes to the rear elevation – primarily installing louvres in the upper curtain walling and allowing for access to low level services.

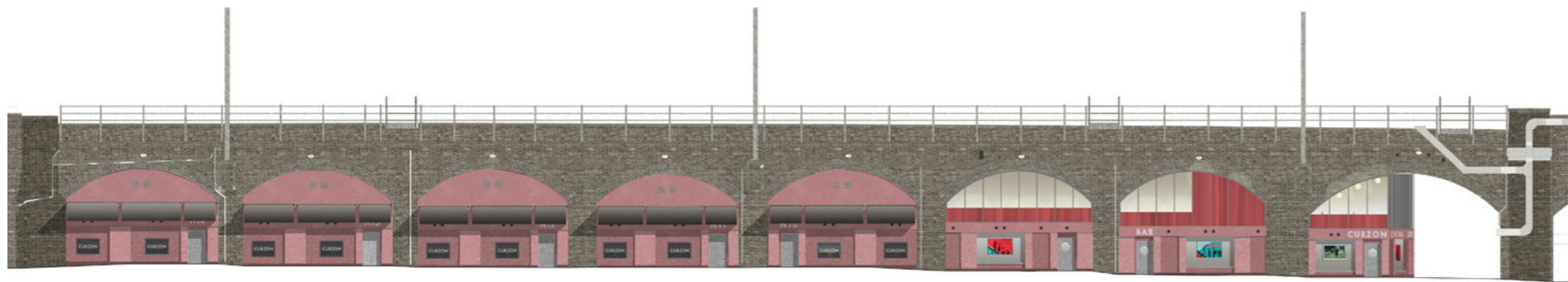


Fig 17. South west elevation

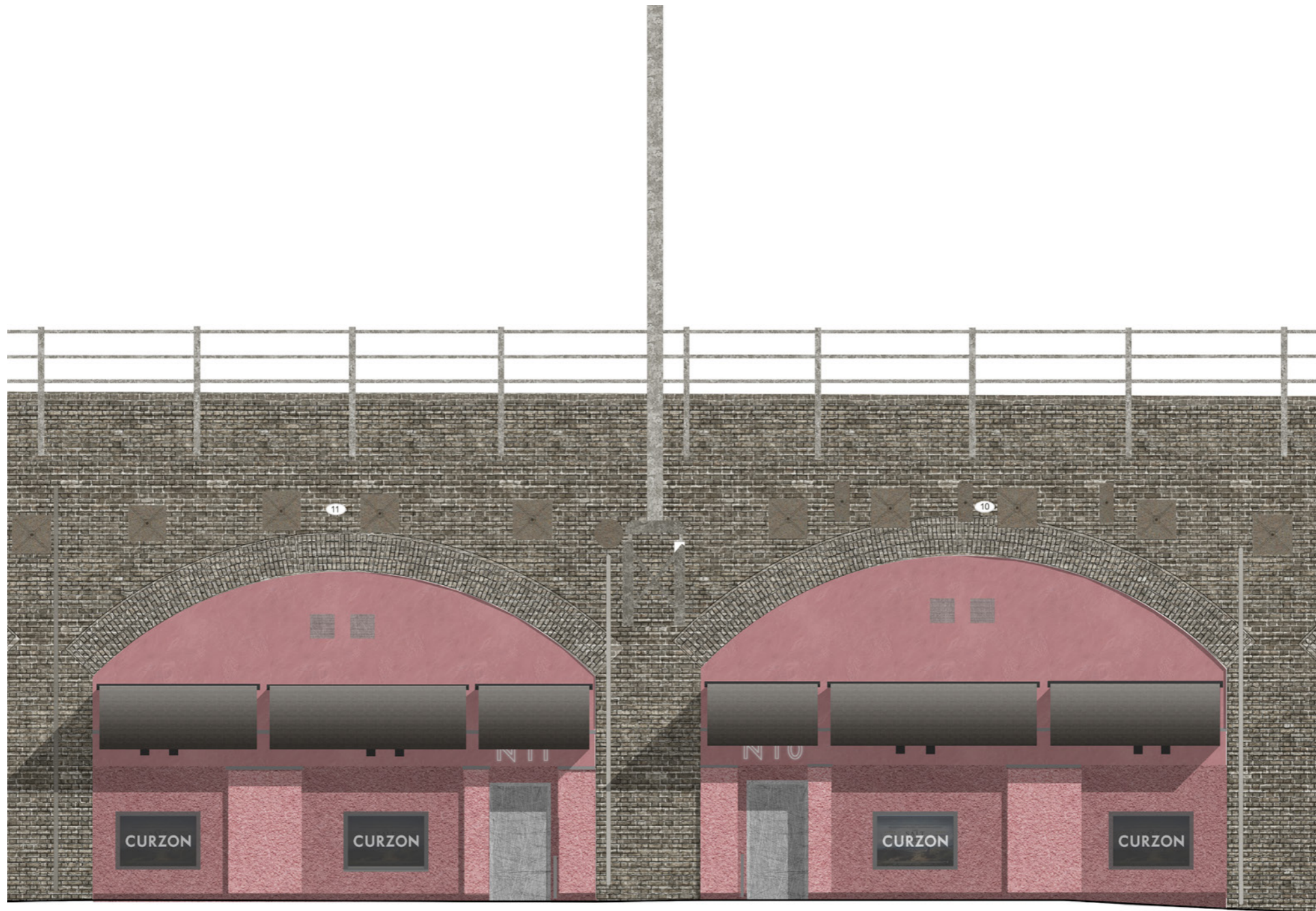


Fig 18. Screen Elevation



Fig 19. Night-time view from South

### 3.3 MATERIALS

The use of brick is synonymous with Camden market and the wider area. The wider development also employs brick for ground floor construction and indeed anthracite brick has been used for the rear elevations of the arches. It complements the existing brick wall and blends in harmoniously. Proposed modifications to the existing rear facade are kept to a minimum so as to retain the same language of the other infill units forming part of the wider masterplan. Where modifications are proposed it is predominantly to satisfy additional servicing requirements for the intended cinema and bar uses. Discreet fully weathered metal louvres such as the naco 50 series extruded aluminium range or similar are proposed. The louvres shall be polyester powdercoated to match the existing curtain walling and are to be integrated into the existing framing arrangement. Additional louvres and service doors to match are to be incorporated into the existing brick wall where glazing is to be maintained at high level for the bars and cafe.

For the main elevation of the cinema, it is important that the façade have a singular presence and is attractive to passers-by and not easily overlooked. It is therefore looked to what other materials are characteristic of the area and have proposed a render finish to provide a distinctive colour and texture to the façade, a welcome contrast with the utilitarian brick of the arches.

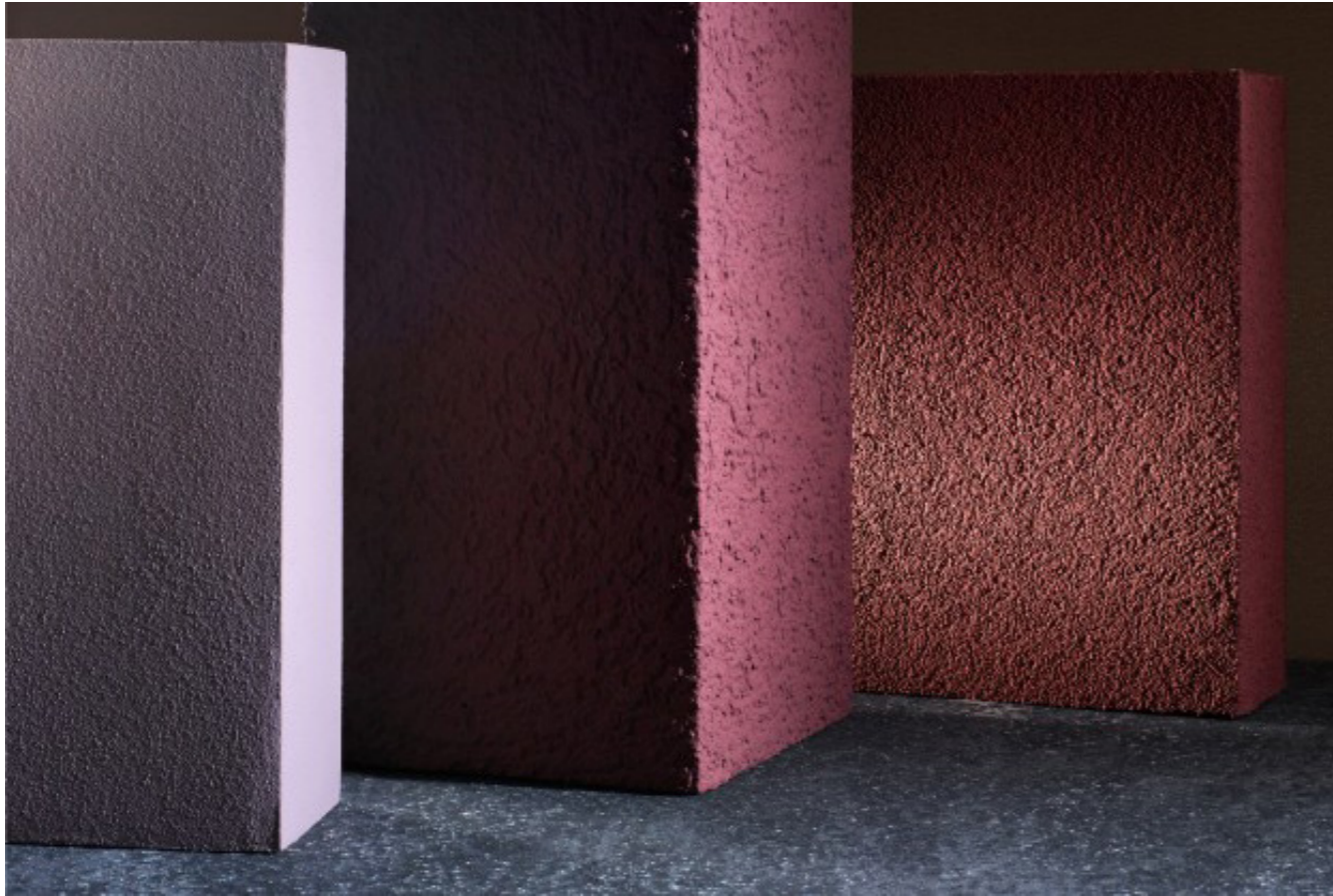


Fig 20. Textured render



Fig 21. External awning



Fig 22. Stainless steel door with vision panel



Fig 23. Naco 50 series extruded aluminium louvre

Reference has been made to Grade II listed No. 1 Hawley Road as a nearby example of a stucco façade articulated with details such as pilasters to add interest and character. Using the existing mid-level beam as the first guide, the low-level façade was further articulated with vertical pilasters which indicate openings and entrances as well as locations for way finding signage. StoTherm external wall insulation system from Sto or similar is to be applied to a blockwork substrate with increased insulation thickness to achieve the projecting pilasters. The proposal calls for a combination of smooth and rough render achieved by varying the size of the aggregate used to further articulate the facade composition. Rough render at low level contrasts with the smooth and lighter feel of the beam above and additional render infill for the auditoriums.

The external doors will be in stainless steel from Harling/Teckentrup or similar and new windows will be powder-coated aluminium from the Schuco AWS range or similar. The existing curtain walling will be refinished to match the new glazing.

The materials have been chosen for their high quality and textured appearance (referencing policy 5.9 Camden's Design Guidelines).

Retractable awnings mark the entrances to each screen. Camden's design policy 6.36 states that retractable awnings should not obscure a fascia on a traditional shop front. In this context, the level of the mid-level band is set by the existing steel structure in arches N7, N8 and N9 and therefore installing awnings below the fascia would not allow sufficient head height below. As these arch infills are not traditional shop fronts, it has been considered that policy 6.36 would not apply. The proposed awnings fixed above the mid-level band are of a modest scale adding visual interest to the street elevation and highlight the entrances to each screen providing shelter for ticket check.



Fig 24. Bar and Cafe Elevation



Fig 25. Detail view of Screen Facades



Fig 26. Day time view from South

### 3.4 ACCESS

The principal access to each arch will be from the street providing level access to all arches. There are two existing internal connecting arches between N8 and N9 and N9 and N10 which will be retained and utilised in addition to the principal entrances.

### 3.5 EXTERNAL LIGHTING & SIGNAGE

External lighting is proposed to illuminate the area in front of each arch including the entrances. Poster boxes for cinema posters will be located at ground level and will be internally illuminated. Illuminated signage will indicate wayfinding and screen numbers on the mid-level band. A separate application for advertising consent will be submitted shortly for these proposals.



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