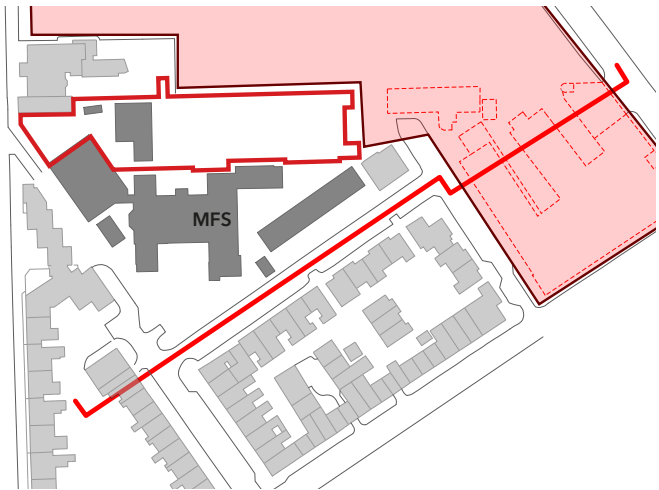


6 Height and Scale

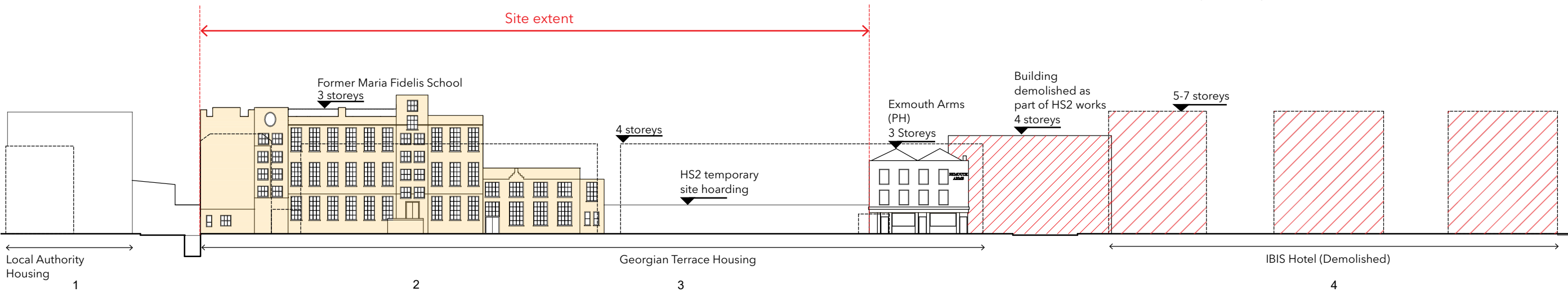
6.1 Existing Height and Scale of Surrounding Context

The former Maria Fidelis School is 3 storeys in height however with high floor to ceiling heights it is similar to five domestic storey heights.

There are a range of building heights across the site and surrounding area. The Public House to the east of the site is two storeys in height. The housing to the south on Starcross Street is four storeys whilst the post war housing to the west on North Gower Street rises up to seven storeys.



Key of existing site section



Buildings to front of site:



1. Stepped George mews local authority housing



2. Four storey flat-fronted terrace housing on Starcross street



3. Four storey flat-fronted terrace housing on Starcross street



4. 5 storey closed Ibis hotel - Demolished as part of HS2 works.

6.2 Scale and Massing

6.2.1 Massing Comparison

The massing has been adjusted across the proposed building to be sympathetic to the new consented park and properties on Starcross Street.

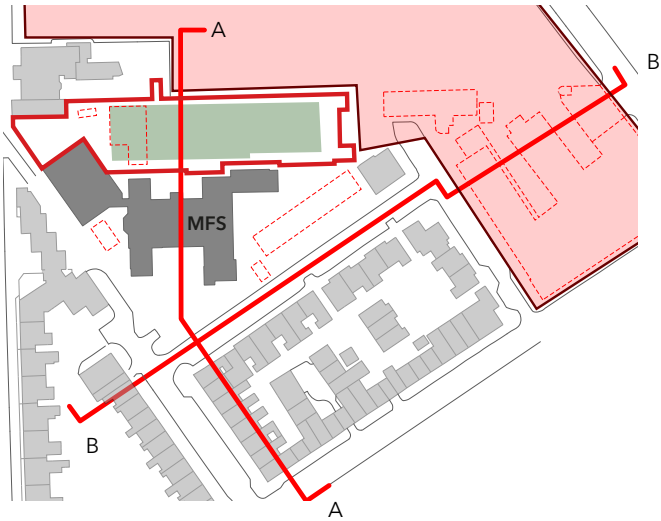
The section below shows the relationship between the former Maria Fidelis School and the proposal. The section shows how the new building is two storeys higher the existing buildings on the site and the surrounding area.

6.2.2 Composition

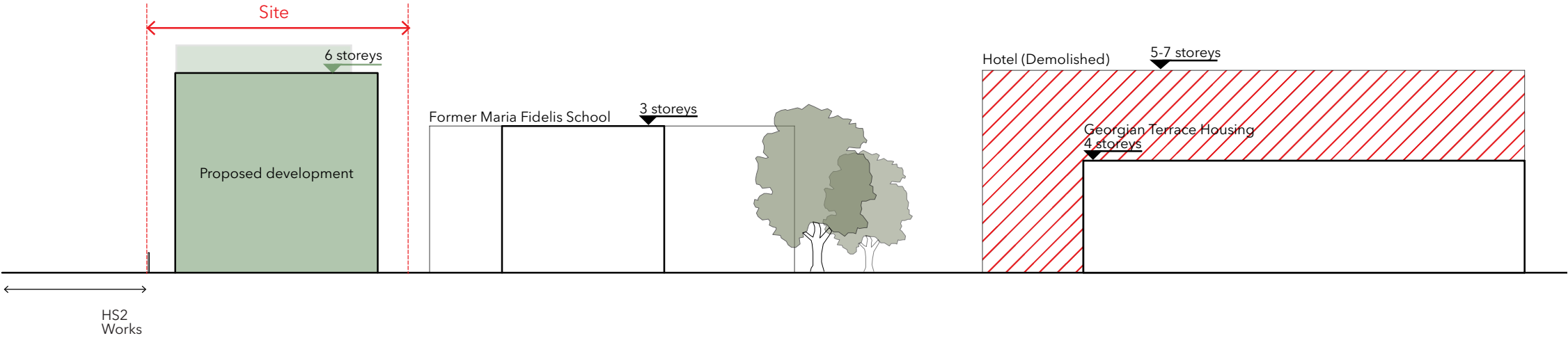
The overall volume of the proposed development is of a simple, rectangular form based on the modular construction with a clear organisation and layout of the different spatial requirements needed within.

The proposed six storey building will sit behind the former school, and will be partly visible from Starcross Street and Hampstead Road.

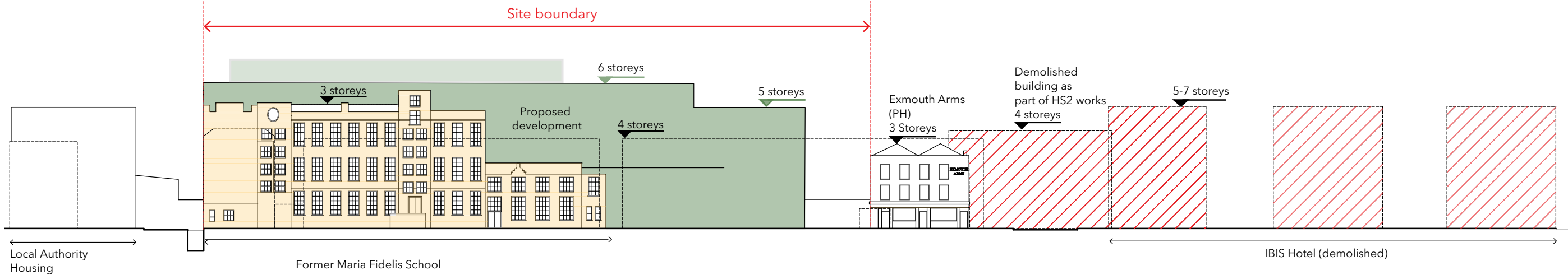
The two sections below show the proposed development in context.



Key of site sections



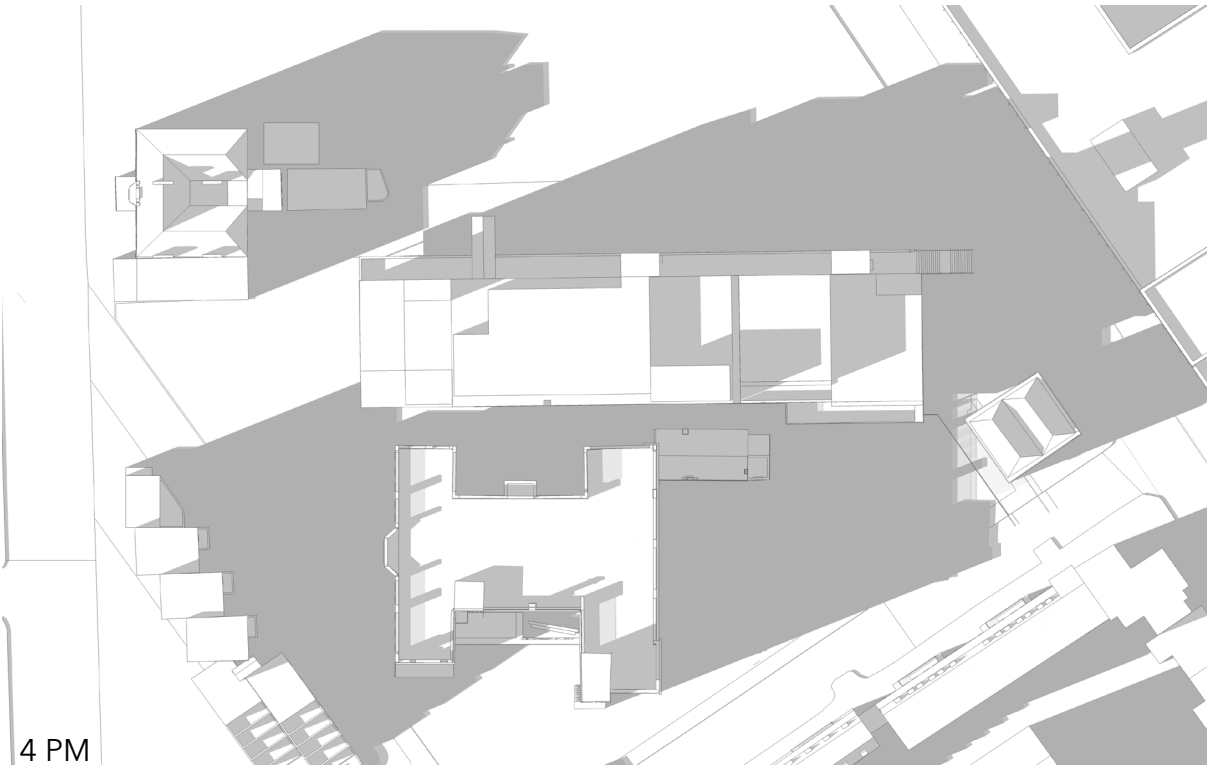
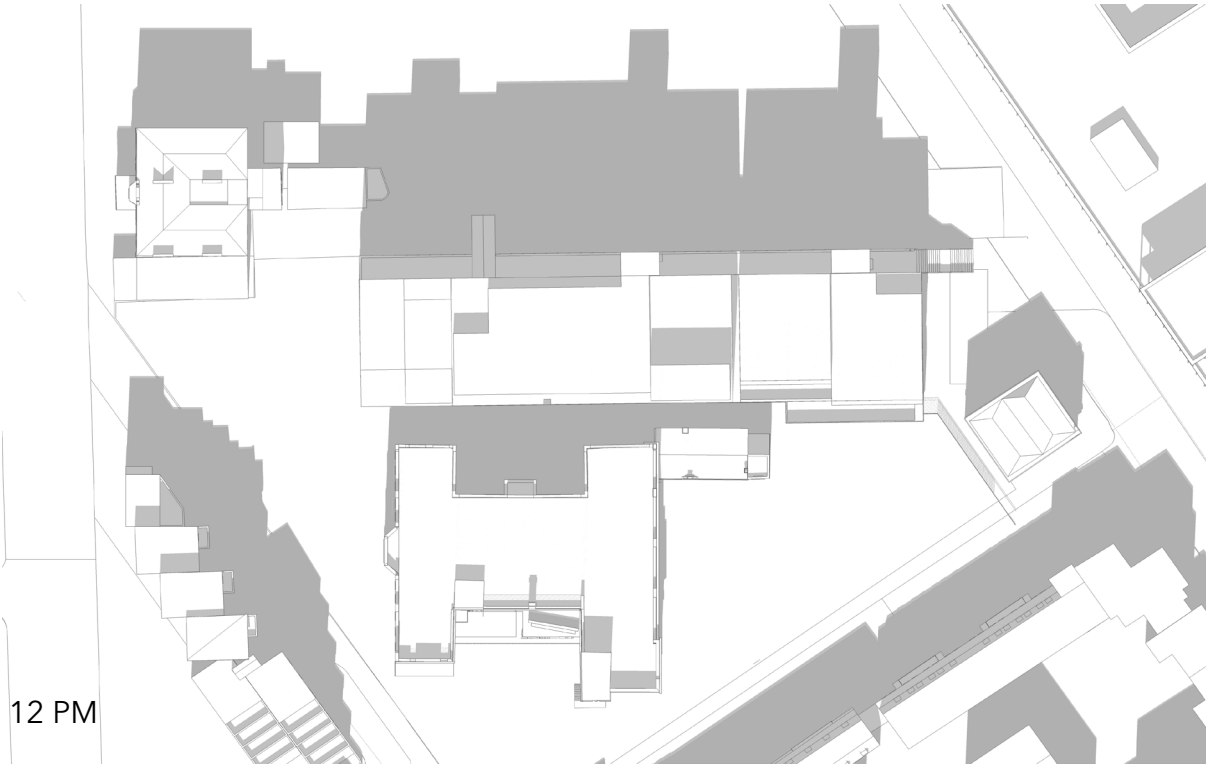
Section A-A (not to scale)



6.3 Sunlight Studies

As the Proposed Development is set back from Starcross St and North Gower Street, where the nearest residential receptors are located, there would not be any impacts on daylight and rights of light.

Spring / Autumn Equinox



7 Appearance

7.1 Existing context

7.1.1 Adjacent to the site

The main school building is predominantly red brick but is grounded with a hard dark blue brick and brown brick plinth. Wooden sash window frames are painted white with stone window cills, also painted white. Window heads are expressed with header bricks or flat arches and the corners of the buildings have feature corbelled banding. First and second floor windows read as a 'band' with what appears to be different coloured mortar and set forward of the main brickwork face. The existing gym is of a buff/stock brick whilst the remaining building are a mixture of lightweight cladding boards.

To the west of the site, metal seamed cladding has been used to the upper floor whilst the majority of buildings surrounding the site are of stock brickwork - around half having a ground floor plinth of white render or stone. Window frames are generally white with a mix of timber, metal and plastic frames.

7.1.2 Local Area

There is a wide variety in the types and colours of cladding to the surrounding area from very rich Victorian era reds and stone work detailing (Orphanage), through to more contemporary, fully glazed facades (180-182 North Gower St) inserted between period properties. Facade proportions are expressed in both vertical form and horizontal emphasis

A common feature of all of these buildings, on or around the site, from period to modern, is the expressed 'plinth' to the ground floor with different facade treatment to the floors above.



Adjacent to the site



Local area

7.2 Strategy and response

The application proposes a 'Meanwhile' use to the site for an estimated 10 years. As such, it has been proposed an approach to the appearance that relates to this 'temporary' nature by using methods and materials that are in contrast to the 'long term' existing.

The proposed development is largely built by modules, pre-fabricated units which have been constructed using off-site manufacture.

Two different treatments were proposed in concordance to the uses of the building and also following the same strategy found in the local area, treating the ground floor with different facade treatment to the floors above.

- A dark podium would be on the lower levels, where the Construction Skills Centre is located.
- A patterned artistic design, for the Site Accommodation.



Modular unit elevations

First proposals and artist's involvement

A colourful artistic cladding was originally proposed, which was developed through collaborative working with a London-based artist. This sought to break up the form of the building, provide some visual interest and make use of colour to distinguish between the different building uses.

The responses to the first round of engagement were not supportive of the plans for the initial design of the façade.

Feedback from the first round of engagement was largely negative, with respondents commenting on the brightness and colour of the design as 'garish' and out of touch.



Proposed context elevations - artist's intervention

Engagement Review Meetings

Following limited support received through the public engagement activities and subsequent feedback received, a revised design was developed for the building’s exterior. This sought to:

- Minimise the visual impact of the building;
- Enhance and integrate planting and greenery;
- Break up the form of the building;
- Integrate the design into its surroundings; and
- Respect the local area and its history.

The right side of this page show some alternative elevations applying different colours and patterns, which have been studied and evaluated following engagement review meetings.

Further explorations were undertaken with a number of options presented to the community. These included:

- Roofscape
- Colour
- Pattern
- Greening

Final Proposals

Construction Skills Centre

The appearance aims for looking temporary and light industrial to read with the ‘Meanwhile’ programme and construction processes inside.

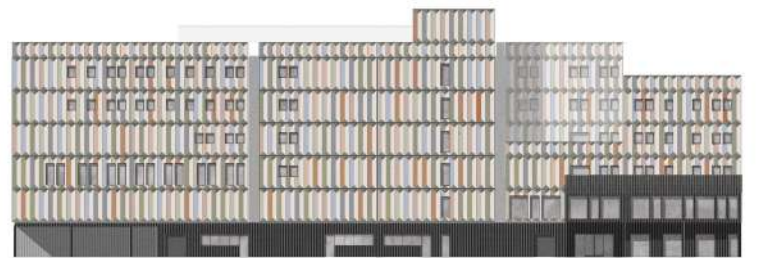
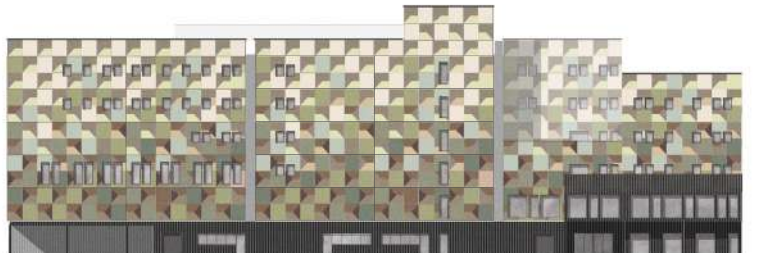
The material proposed for the Construction Skills Centre is a dark grey / reddish brown corrugated metal cladding extending over ground and first floors. Doors and windows are made by dark grey / reddish brown aluminium to match with the external cladding.

Site Accommodation

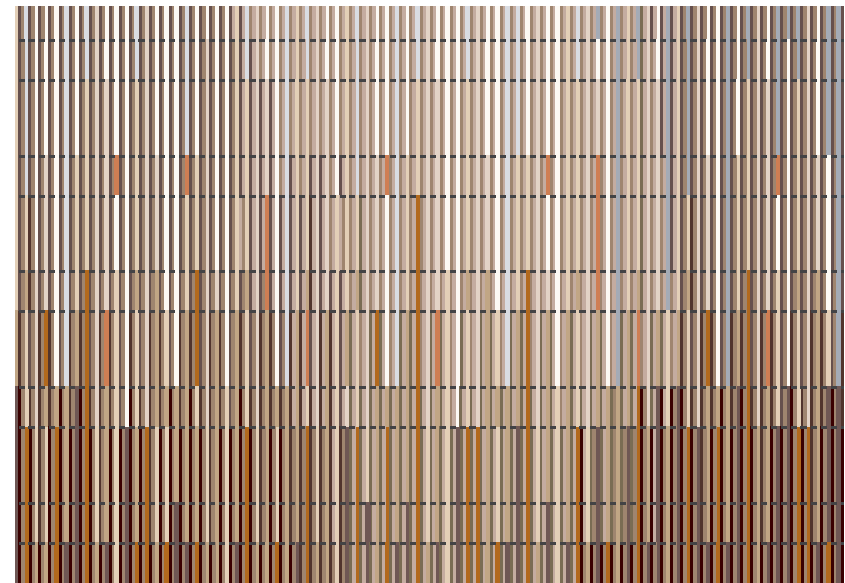
A vinyl pattern has been chosen for the upper storeys of the Site Accommodation as a quick and effective means of providing colour to the modular units.

The pattern seeks to break up the mass of the building by providing graduations from both top to bottom and east to west. Following much design development this strategy is the best way to provide a colour palette that is harmonious with the surroundings whilst providing a modern backdrop to a temporary building.

The tones used within the pattern graduate from dark to light at high levels to combat heat island effect.



Proposed alternative elevations for the second public engagement



Proposed pattern



Precedents. Dark grey metal cladding