6. DESIGN PROPOSAL: ARCHITECTURE

6.3 Character of Architectural Expression

As a conventional material, brick provides the basis of the scheme, with windows and brick piers forming the essential language.

A gentle, relaxed rhythm establishes a particular character, and distinctive feel to the design through both familiar articulation and modern abstraction of windows and piers.

Varied colours of brick were studied with the London Stock palette ultimately selected for the vernacular context in RBKC.

In the area, there are some fine uses of ceramic and decorative finishes. We pick up on this tradition to celebrate and frame the retail frontage and use a white terra-cotta for the attic levels of Blocks A and B.
6. DESIGN PROPOSAL: ARCHITECTURE

6.4 Facade Concept

The main body of each building is a brick volume with punched hole windows of elegant vertical proportions. The tradition of lighter reveals at windows runs through the Georgian period to the nineteenth century, often with more detail and ornament at the window frames. We have developed a modern interpretation of the celebrated lighter reveal, within the language of a brick mansion.

The chosen brick palette gives the buildings their own distinctive materiality and is of a variable mix resonating with London stock and the wider Georgian area, but subtly different in colouring to make it specific to the building.

A serrated treatment defines the rusticated base and presents a dynamic changing aspect as one walks along the street.
6. DESIGN PROPOSAL: ARCHITECTURE

6.5. Development of the Expression

Our initial massings set the height of the brick base at a constant across the site with certain areas projecting higher.

Blocks A and B consisted of 3 layers of wall types.

After the early pre-app meetings, the language was reduced to 2 wall types with the height of the brick base stepping up across the site from Block C to Block A. The aim being to calm the composition and improve the proportions.
6. **DESIGN PROPOSAL: ARCHITECTURE**

After further consultation and review of the scheme from various key townscape views, the extent of the “attic” floor wall type was further limited. In block A the brick extends to the top floor in a few strategic locations.

A third wall type was strategically re-introduced with grey finish to the minimal attic levels of Blocks A and B.
6. DESIGN PROPOSAL: ARCHITECTURE

6.6 The Urban Block

Block A is not visible from over Block B when viewed along Milner Street.

The grey attic floor of Block C recedes to the background with Block B stepping back at an angle.
6. DESIGN PROPOSAL: ARCHITECTURE

The use of a slightly darker brick and regular rhythm of windows for Block C transitions well to the Georgian facades at the north end of the site.
6. DESIGN PROPOSAL: ARCHITECTURE

6.7 Plan Layout and Building Uses

The basement extents below blocks A and B is similar to the extent of the consented scheme and north of the underground tunnel there is no basement.

Block C spans over the tunnel allowing direct access to the basement for all residents.

Acoustic isolation is provided in Block B and C and in specific areas of the basements below B and C.
6. DESIGN PROPOSAL: ARCHITECTURE

6.7.1 Basements

Basement 1 contains residential amenity space to the north western portion of the site as well as leisure space to the south. It also contains the cycle parking within secure individual storage units for the residential units above.

The Basement 2 leisure unit comprises of the swimming pool and spa, gym and changing rooms facilities. An opening in B1 above the pool allows natural light to the space via a skylight at the Ground floor. This level also contains the car park and plant functions.

Basement 3 comprises the remaining car park and the majority of the plant for the 3 buildings. The plant space below grade has been maximised to limit undesirable roof top plant.
6. DESIGN PROPOSAL: ARCHITECTURE

6.7.2 Ground Floor and Site

- C3 Residential
- A1 Retail
- D2 Leisure

The ground floor comprises mainly residential use with units located along Denyer Street and Mossop Street. Two duplex units are located on the ground floor either side of First walk.

Retail / leisure use is positioned on Draycott Avenue and minimal plant space including the electrical sub station at the southern end of Mossop Street.
6. DESIGN PROPOSAL: ARCHITECTURE

6.7.3 First to Eight Floors

- C3 Residential

The upper floors of the development are made up of residential units. With a mix of 1, 2, and 3 bedroom units all generously sized. The first floor contains the upper floors of two duplex units and void space over the 2 entrance lobbies.
6. DESIGN PROPOSAL: ARCHITECTURE

- C3 Residential

The 3rd floor of Block C comprises of a penthouse unit that has been designed to create an articulated attic level.
6. DESIGN PROPOSAL: ARCHITECTURE

- C3 Residential

The 6th floor of Block B comprises of two penthouse units.
6. DESIGN PROPOSAL: ARCHITECTURE

- C3 Residential

The 7th and 8th floor of Block A comprises of two penthouse units. One of the units is a duplex and makes efficient use of the limited floor plate at the upper set back level. The eight floor of this unit has a generous roof terrace.
7. RESIDENTIAL

7.1 Residential Offer

The area has a variety of housing typologies (semi-detached, terraces, mansion blocks, modernist housing blocks) and we wanted to create a carefully calibrated place alongside these precedents. The proposal for 3 separate buildings responds to the language of a mansion block containing many flats, but seeks to avoid making a “complex” of interlinked buildings. Each block can respond to its immediate context in terms of composition, degree of solidity and character.

The consented scheme contained basement residential accommodation. We sought to avoid this while also effecting a positive transformation of the public realm. We therefore looked at a modest increase in height and concluded that the southern end of the site with its higher immediate context was the location to test adding floors.

The scheme comprises of 78 residential units:
- 31 units in Block A
- 33 units in Block B
- 14 units in Block C

The scheme offers a mix of units from 1-bed to large 5-bed flats with a significant percentage of family sized units. The building offers the following unit mix:
- 1 bed: 9%
- 2 bedroom: 27%
- 3 bedroom: 37%
- 4 bedroom plus: 27%

The living areas of units located at the corners of the plans to provide dual aspect. While the majority of the units are dual aspect, only 3 units that are located above the LUJ tunnel are south-east orientated single aspect. This is due to the layout of the cores along the structural exclusion zone of the tunnel.

The development provides a large number of shared facilities in the basement levels including:
- Creche and play area
- Lounge and business centre
- Cinema
- Private dining

It is the intention of the development to create an architectural approach that achieves a balance of respect for context and historic precedent with some fresh aspects and a slightly redistributed massing composition appropriate for the site.
7. RESIDENTIAL

7.2 The Residential Proposals and Surrounding Buildings

The proposed massing and placement of residential units has been done with careful regard to the existing residential properties in close proximity to the site and the relationship between the 3 proposed buildings.

All of the neighbouring properties have been tested to assess the impact of the new development on their daylight and sunlight.

A detailed report has been submitted as part of the application.

Overlooking and Sense of Enclosure

The heights and massing of the 3 buildings has been developed to ensure any risk of overlooking is minimised. The diagonal orientation and stepped massing avoids any detrimental sense of encloser to the existing residential properties and the created open space is an improvement to the sense of openness around the site.

Residential Entrances

The residential lobbies to Block A and B are provided via new Mossop Court. The Block C lobby is provided via entrance from the First Walk off of Denyer Street and it has a connection through Block B to Mossop Court.

The entrances to Block A and B are clearly visible from the drop off and a garden space between the 2 lobbies provides an entrance feature.

The lobbies are expressed through a double height portal in contrast to the to the windows of the residential units. Canopies are provided over each entrance at an appropriate scale for the entrances without compromising the shared nature of the space as a public route through the site.

Providing secondary street access to the Ground floor units from Denyer Street and Mossop Street was studied. The level difference of approximately 300mm between the pavement level and the interior resulted in a requirement of 2 steps. It was agreed that to create an accessible main entrance, the secondary street access was not beneficial.