

PURCELL

LONDON ROAD FIRE STATION
ALLIED LONDON
HOTEL FAÇADE – DESIGN AND ACCESS STATEMENT
13.01.2023



1.0 NEW FAÇADE DESIGN AND JUSTIFICTION:

- OVERVIEW OF AMENDMENTS
- AS EXISTING
- CURRENTLY APPROVED CLADDING DESIGN
- PROPOSED CLADDING DESIGN
- PRECEDENT IMAGERY

2.0 HERITAGE IMPACT:

- ASSESSMENT OF IMPACT

I.0 NEW FAÇADE DESIGN

OVERVIEW OF AMENDMENTS

- FENESTRATION:

- Random fenestration pattern is felt to be overly detracting from an appreciation of the historic building.

- CLADDING & FENESTRATION PATTERN:

- Rationalise vertical pattern setting out of cladding panels and glazing
This is in-line with our approach to the simplification and rationalisation of the new balcony steelwork, which we feel is complementary to the historic building.
- Utilise single panel width to create simple, elegant pattern of divisions

- DECORTIVE PANELS:

- Elaborately decorated perforated panels retained but paired back to simple perforation pattern.

- JUSTIFICATION FOR CHANGE

- The client team, architect and other stakeholders (e.g. Historic England) have never been fully convinced by the currently approved cladding proposals.
- The proposal to rationalise and simplify the cladding proposal follows the approach we established with the rationalisation and simplification of the balcony steelwork.
- It is intended to reduce the hierarchy of the new build element, relative to the adjacent historic elements such that it does not detract from an appreciation of the historic building and its heritage significance.

AS EXISTING
LONDON ROAD COURTYARD ELEVATION

Courtyard view as existing.



CURRENT CONSENTED SCHEME

LONDON ROAD COURTYARD ELEVATION

Courtyard view as per Levitt Bernstein 2017 approved scheme.



MATERIALITY:

An extensive research process was undertaken by Purcell, looking at alternative façade materials as it was felt by the design team, and client, that the bright material shown in the graphic for the 2017 approved scheme potentially detracted from an appreciation of the historic building.

The conclusion to this research was that this material (a Tecu Brass product by Proteus Facades), although shown relatively brightly in this graphic, is actually a darker brown colour with a pleasing patina. A sample of the specific chosen finish to the brass, 'Artisan Burnished' is available to view on site. Alternative copper products were discounted on the basis that weathering patterns are extremely unpredictable, with high risk of sheltered and horizontal elements discolouring to a green. – this was confirmed on-site through test weathering of a sample panel. Alternative corten products were discounted due to the risk of staining from rainwater run-off.

CLADDING & FENESTRATION PATTERN:

It was felt by the design team, and client, that the randomised shuffling of window positions on the new hotel courtyard elevation potentially detracted from an appreciation of the historic building, which itself has a more regular and aligned courtyard elevation.

The design team has therefore rationalised the vertical pattern setting out of cladding panels and glazing as per the following drawings.

I.0

CURRENT CONSENTED SCHEME

LONDON ROAD COURTYARD ELEVATION

Courtyard elevation as per Levitt Bernstein 2017 approved scheme.



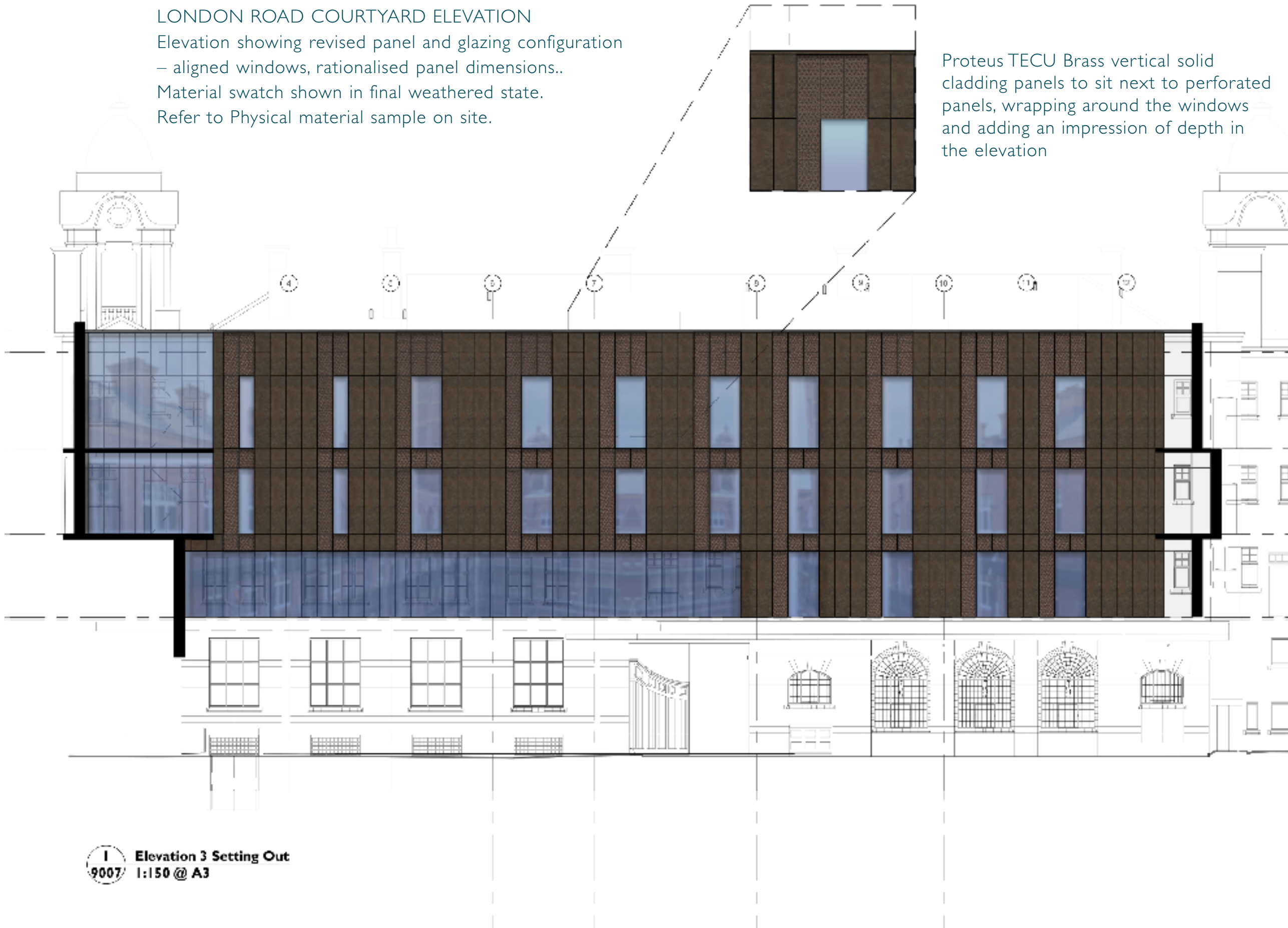
1.0

PROPOSED SCHEME

LONDON ROAD COURTYARD ELEVATION

Elevation showing revised panel and glazing configuration
– aligned windows, rationalised panel dimensions..
Material swatch shown in final weathered state.
Refer to Physical material sample on site.

Proteus TECU Brass vertical solid
cladding panels to sit next to perforated
panels, wrapping around the windows
and adding an impression of depth in
the elevation



I Elevation 3 Setting Out
9007 1:150 @ A3

1.0

PROPOSED SCHEME

LONDON ROAD COURTYARD ELEVATION

Elevation showing revised panel and glazing configuration

– aligned windows, rationalised panel dimensions..

Material swatch shown in final weathered state.

Refer to Physical material sample on site.



Visualisation showing latest elevation, featuring revised panel and glazing configuration.



Precedent image showing proposed weathered brass material, JW3 Jewish Community Centre, London. Tecu Brass cladding material by Proteus Facades.

2.0 HERITAGE IMPACT ASSESSMENT OF IMPACT

- NEW FAÇADE DESIGN
 - Paired back and rationalised cladding serves to reduce the impact of the new hotel extension when read adjacent to the existing historic fabric
 - Heritage impact (compared to approved scheme) is **low beneficial**