



INVOLVEMENT AND EVOLUTION

TO BE READ WITH REFERENCE TO THE CONSENTED *OLD VINYL FACTORY PLANNING SUMMARY*, THE *OLD VINYL FACTORY PLANNING STATEMENT*, THE *OLD VINYL FACTORY DEVELOPMENT SPECIFICATION*, THE *OLD VINYL FACTORY DESIGN AND ACCESS STATEMENT*, AND THE *OLD VINYL FACTORY PARAMETER PLANS*. THIS SECTION HIGHLIGHTS DIALOGUE AND RESPONSE SINCE OUTLINE PLANNING CONSENT.

3.0

INVOLVEMENT AND EVOLUTION

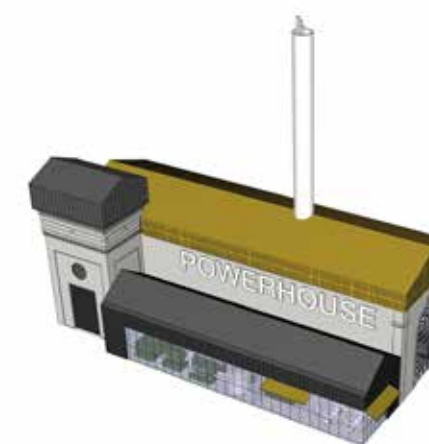
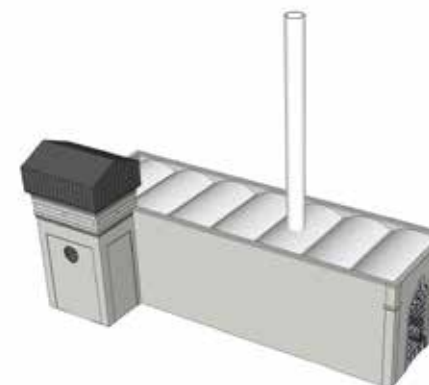
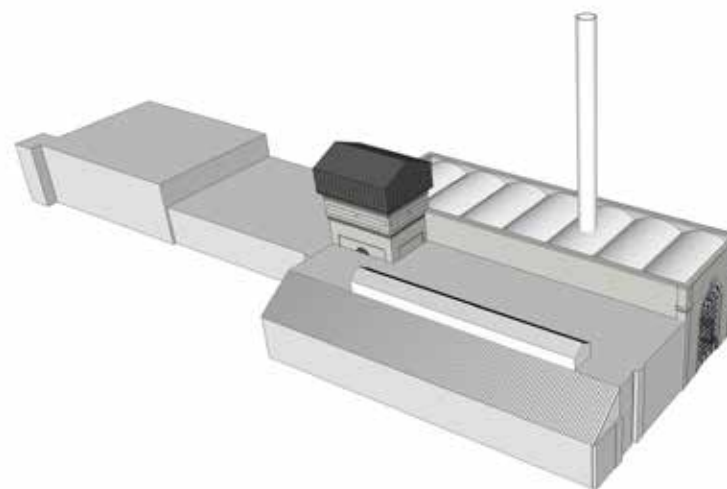
3.1 THE ILLUSTRATIVE SCHEME

To be read with reference to the consented *Old Vinyl Factory Design and Access Statement* Section 7.2.6, 8.12, and 9.9.

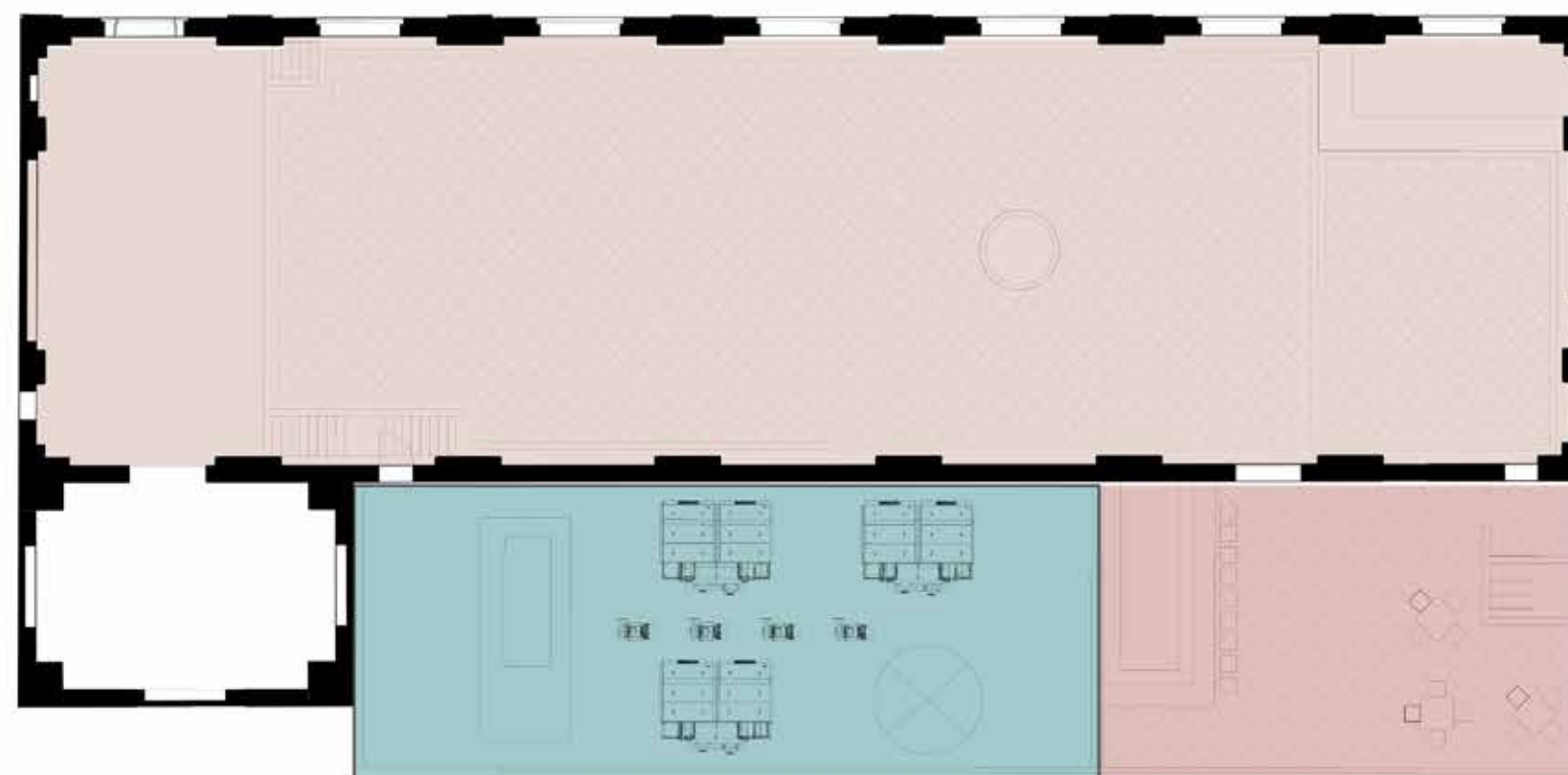
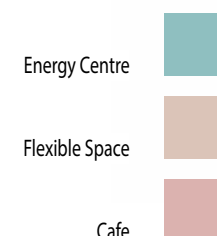
The Illustrative Scheme introduced a centralised energy centre to the side of the Powerhouse which used the existing chimney for extract, without compromising the availability of the main hall for a more public use. The main hall would be accessed from the main arched oversized door to the east, or through the cafe, on the side extension. In case this hall would become a cultural venue, this arrangement would allow for a stage, situated towards the western facade.

The proposed design kept the white painted finish of the brick structure, as the collective colour of all the existing buildings on the site, and restored the windows and the main door to their original appearances. It also proposed a new pitch roof structure on top of the existing building, cladded with panels of perforated bronze or gold, to house all the plant requirements of the venue. The side structure, reminiscent of the factory bays that previously adjoined the Powerhouse building, was cladded in black corrugated steel, with tall clear glazed panels. This new structure did not try to compete with the existing building, but was clearly a subservient form, offering a great dining and drinking venue as well as a side facility to the main hall. Finally, large letters which spelled “POWERHOUSE” were to be installed on the side of the building, in the image of the old “GRAMOPHONE” signage and following the tradition of naming buildings on the site according to their uses.

Right: Diagrams and ground floor plan showing the Powerhouse illustrative layout (Not to scale)



Ground Floor Plan





Above: Sketch showing the Powerhouse illustrative scheme

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3.2

DESIGN EVOLUTION

The design developed forward from the illustrative scheme through iterative design approach and continued conversation with the London Borough of Hillingdon, between October 2014 and January 2015.

3.2.1 Pre-application Meeting 01

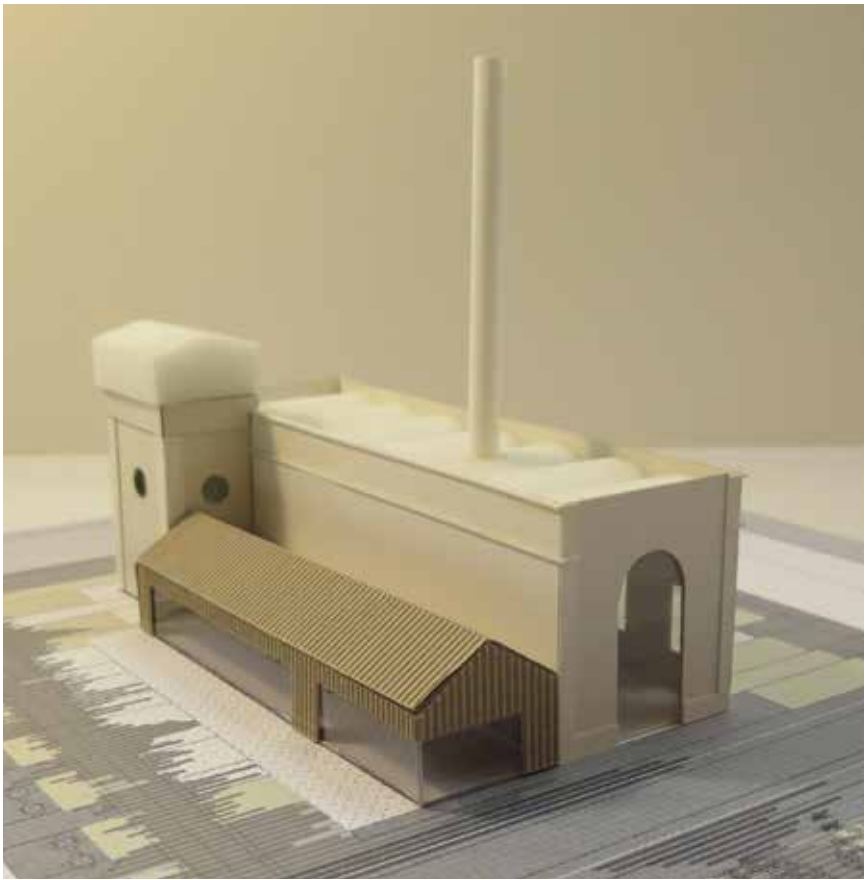
15th OCTOBER, 2014

The first iteration was presented to LBH on the 15th of October, 2014.

Using the illustrative scheme as base, it quickly became clear that the area previously allocated for the energy centre wasn't adequate. The first iteration attempted to respect the building's footprint, and achieve the requirements by adapting its internal arrangement. In order to provide all the required space for machinery and ductwork, the energy centre needed to expand to the existing building, taking over almost a third of its area. By doing so, the area available for a venue decreased considerably, and the chimney had to be relocated for this space to be usable.

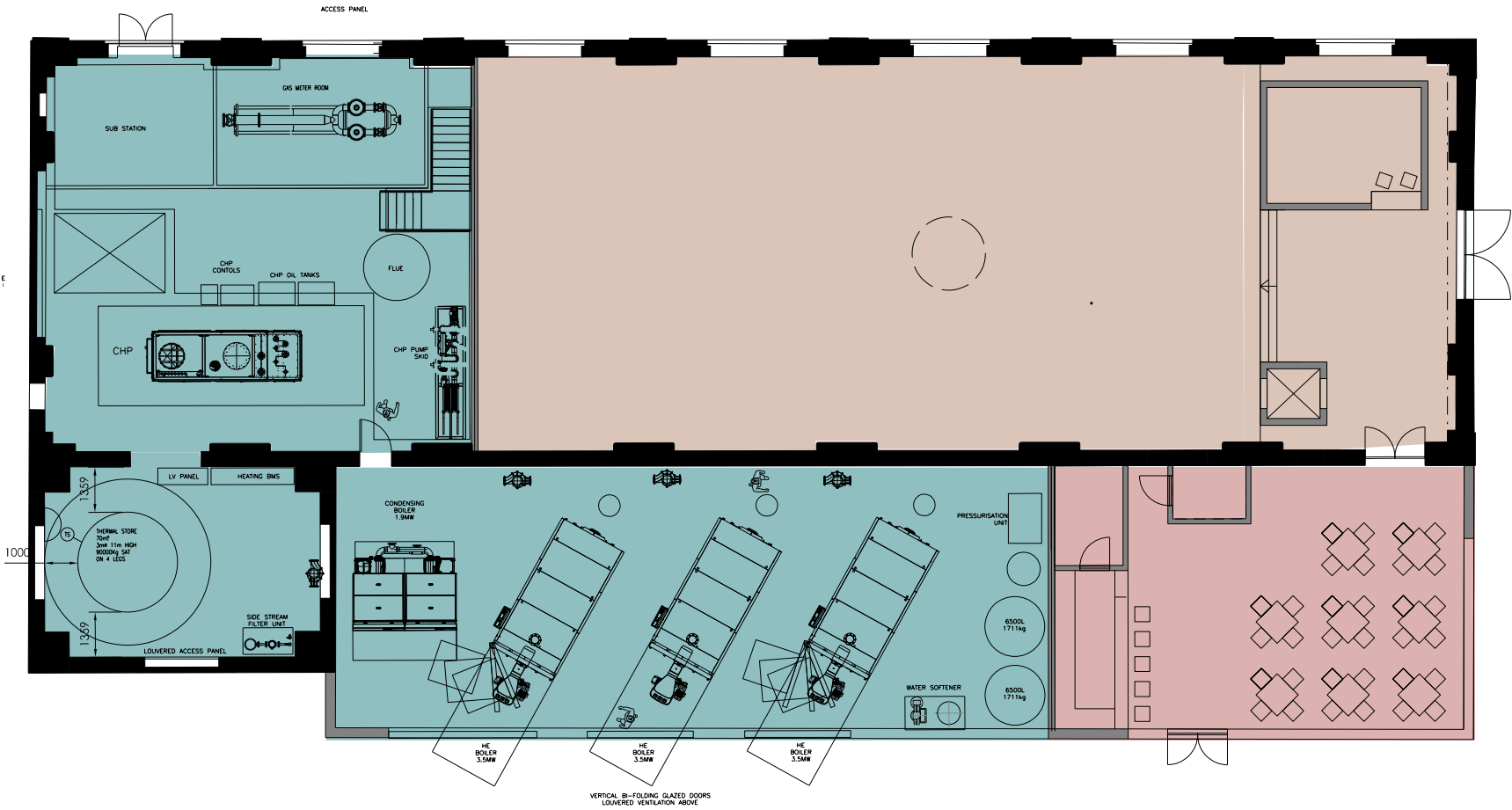
This solution, though following the proposed footprint and the parameters set out in The Old Vinyl Factory Design and Access Statement, reduced the size of the main hall to a point where it could be difficult to secure a tenant. Also, the ventilation requirements of the energy centre, with this arrangement, compromised the integrity of the North facade of the existing building, considered one of the most important.

Right: Ground floor plan and model showing first iteration over illustrative scheme (Not to scale)



Ground Floor Plans

- Energy Centre
- Flexible Space
- Cafe



Finally, an initial structural analysis of the Powerhouse suggested it was a risk to rely on the existing structure to support all the required plant on the roof. The plant should be located within the available internal space, as much as possible. In this way, there was no need for a roof structure anymore, like the one suggested in the illustrative scheme.

3.2.2 Pre-application Meeting 02

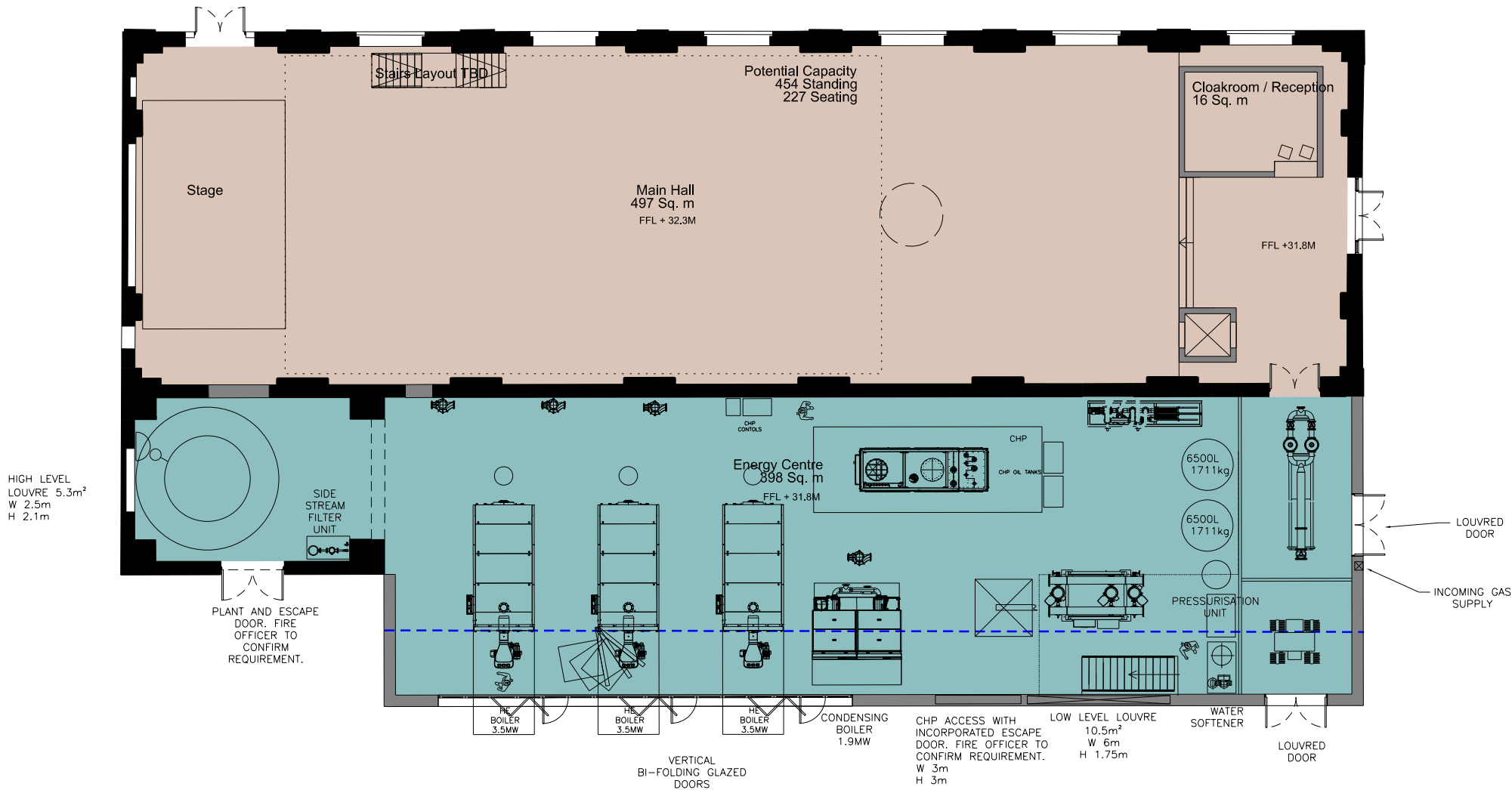
11th NOVEMBER, 2014

The second and third iterations were presented to LBH on the 11th of November, 2014.

Given the concerns over altering the North elevation and considering the client’s concerns on the viability of the main hall, it became a priority to allocate the whole energy centre back into the new extension, in order to provide a more flexible venue that made the most of the existing building’s spacial quality and original design.

After careful consideration of the options available, it was clear that the most adequate solution would be to extend the original footprint of the new structure in order to allocate all the required machinery within the same space, which meant extending the building beyond the maximum footprint set out on Parameter Plan 04.

Extending the building 2.6m beyond the maximum extent of Parameter Plan 04, allowed all the energy centre to be located within the area of the new structure and the existing water tower. However the space for a cafe would be lost, which resulted in a loss of activity at this key location on the Powerhouse Square.



Left: Ground floor plan showing layout evolution, considering a 2.6 m increase on the extension's width (Not to scale)

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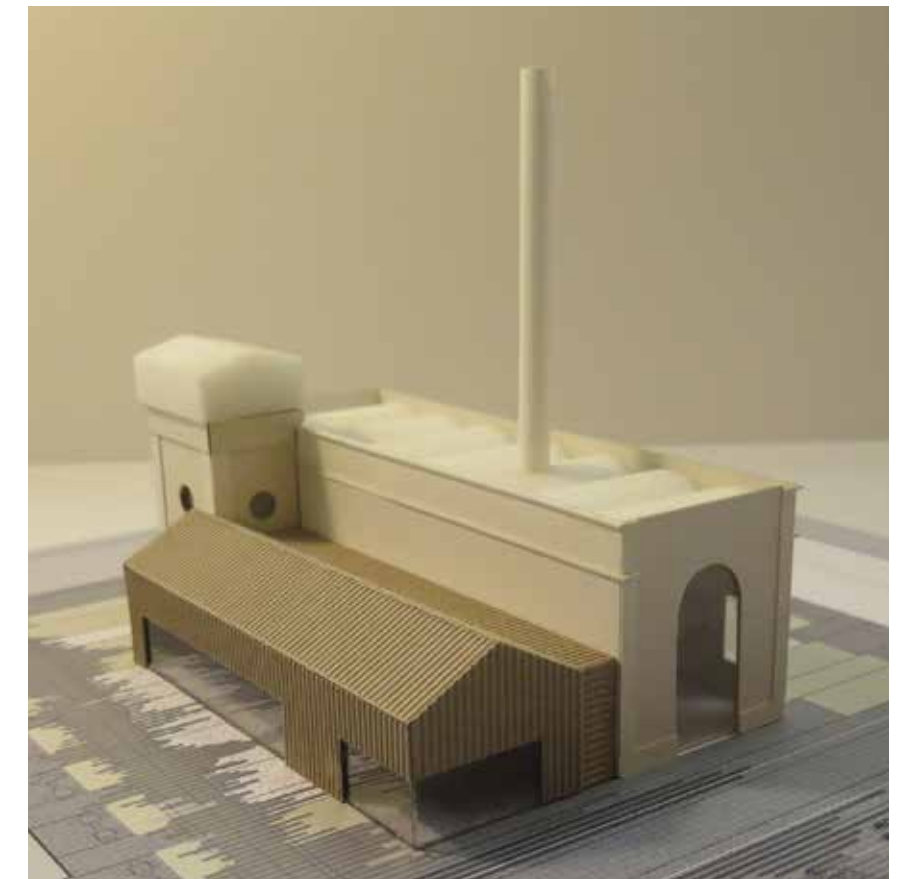
The main weakness of the previous iteration was the provision of a non-active frontage in such an important section of The Groove, which was clearly contrary to one of the key principles set out in The Old Vinyl Factory Masterplan: to provide high-quality, active ground floor and public space, as a key element for a vibrant community place.

In this mind-set, animating the South-east corner of the new extension should then be treated as a priority. By extending the building 4m beyond the maximum extent, instead of 2,6m as the second iteration proposed, it was possible to allocate all the energy centre within the new structure and the existing water tower, and still leave space available for a cafe.

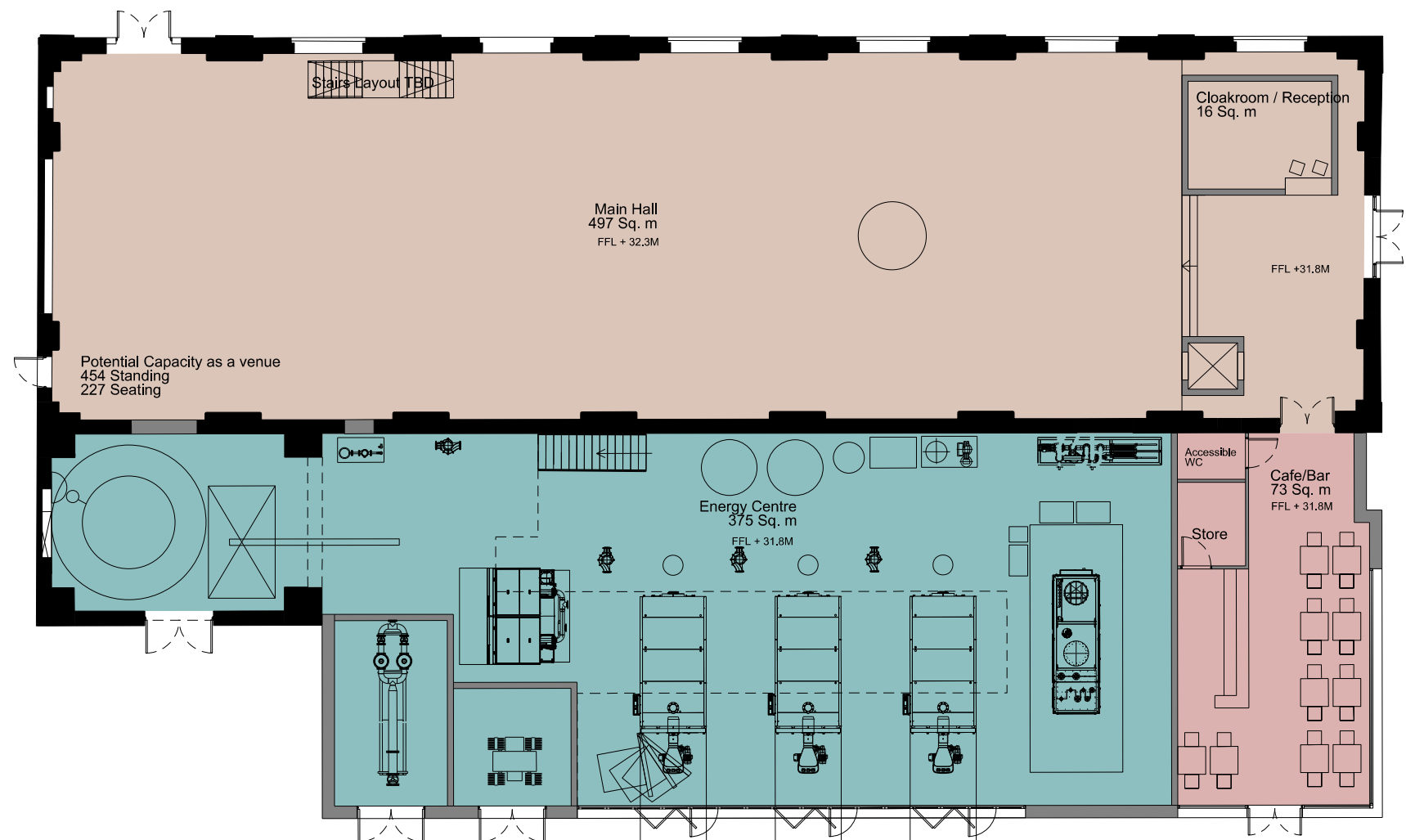
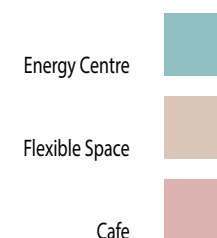
By doing so, the Groove was again supported by a cafe / bar in such an important meeting point of the development and the main hall was available to become a flexible cultural venue or a boyant restaurant, in all its original splendour.

In order to keep a balanced pitch roof and building proportion, and to help demarcate the new volume from the existing building, a flat roof recessed section was introduced, as a separation (or connection) between the new and the old.

With a better knowledge of the implications of the installation of an energy centre and the current status of the existing structure, it became clear that the water tank (the upper / roof structure on top of the water tower) should be replaced by a new structure, similar in shape and appearance.



Ground Floor Plan



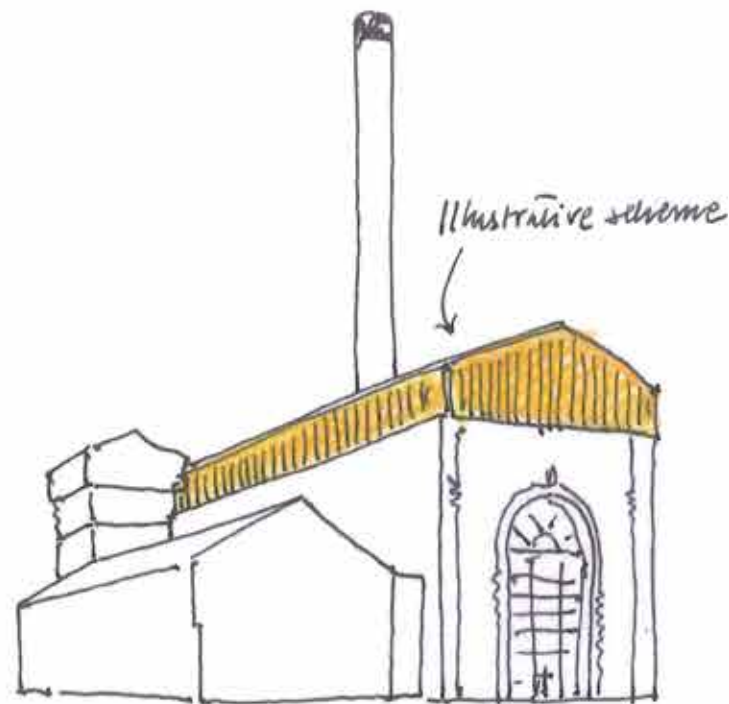
Right: Ground floor plan and model showing layout evolution, considering a 4 m increase on the extension's width (Not to scale)



As discussed on October's Pre-Planning meeting, the roof structure on top of the existing building was no longer the adequate solution to allocate the venue plant.

However, this roof structure aesthetic function was no less important than its practical use, so it became necessary to find a more appropriate architectural solution that could replicate its effect: bring back the majesty of the original building proportions, whilst offering a contemporary twist.

The solution found was inspired by the tradition on site of naming the buildings according to their use, so clearly documented in photos of the factory, in the first half of the 20th century. Evolving from the idea of installing large letters spelling "POWERHOUSE" on the side of the building, it was suggested to create three dimensional lettering, on top of the building's east facade, that could suggest the shape of the original pitch roof and bring back its former poise, while drawing attention to the venue's main entrance.



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3.2.3 Pre-application Meeting 03

14th JANUARY, 2015

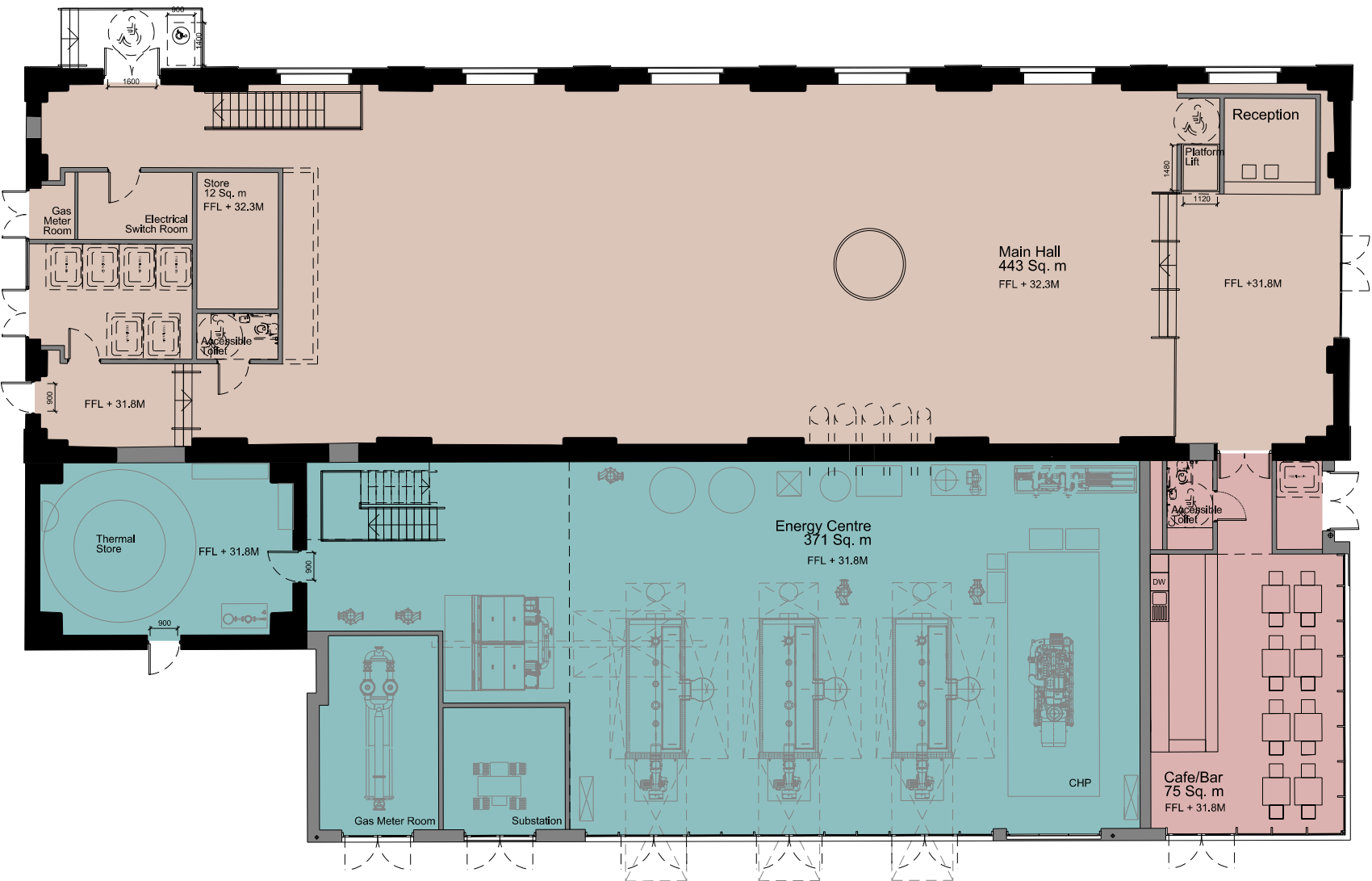
In the third Pre-application meeting, a more detailed solution, based on the principles previously set out, was presented.

An initial M&E assessment suggested a considerable amount of plant area would be required for the main hall to be marketed as a flexible use space (including uses like music venue and restaurant). The solution found to accommodate such requirements, without compromising the spacial quality of the existing building or limiting its use, was to introduce a box-like volume, as an extrusion of the tall semi circular openings on both east and west facades, that could be used for plant, but also waste storage and other services.

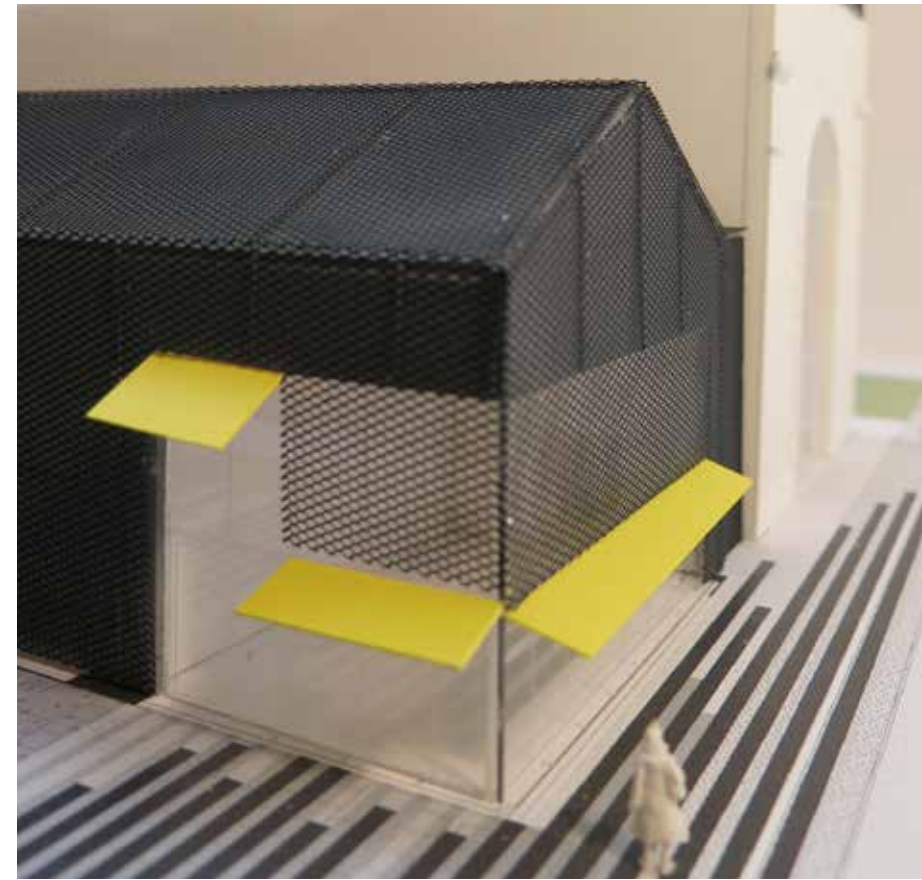
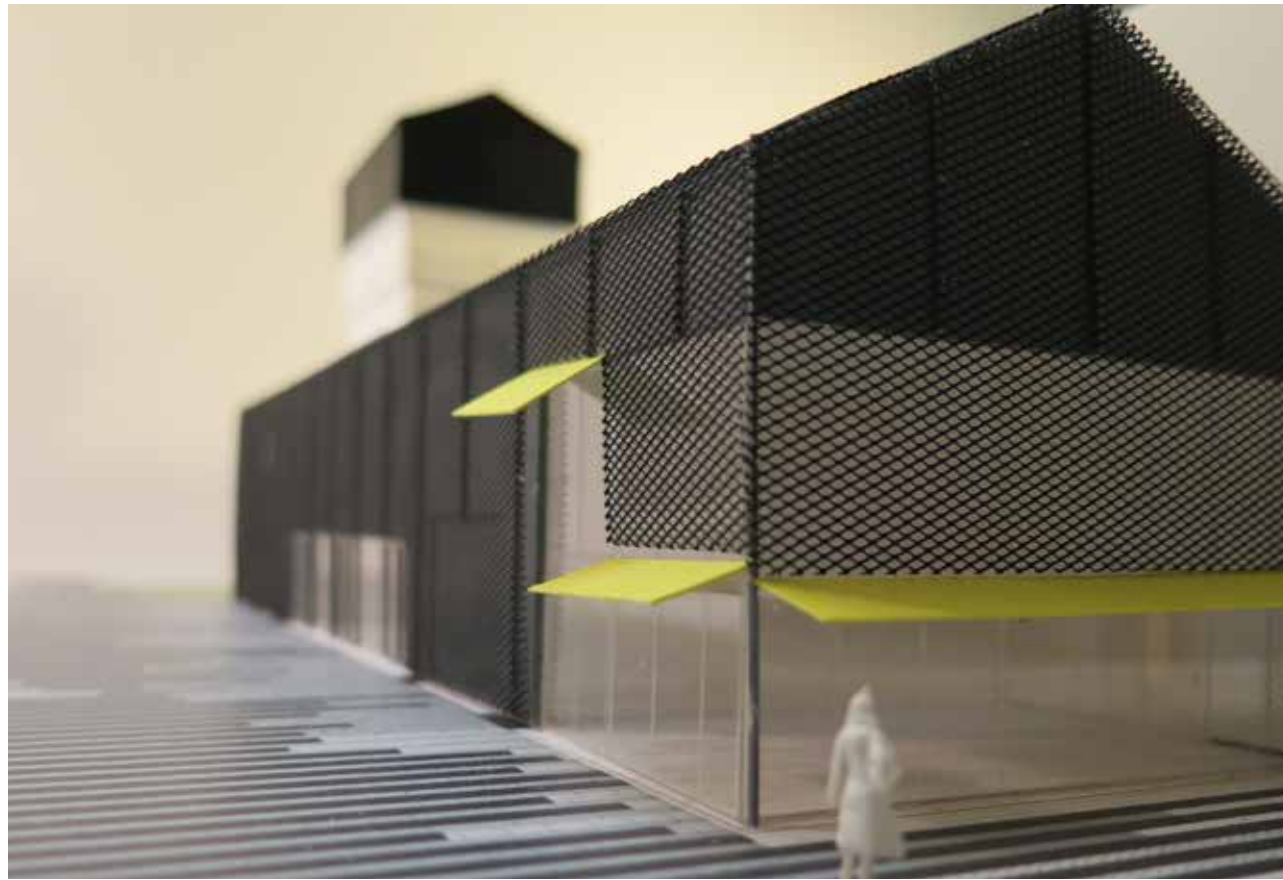


Ground Floor Plan

- Energy Centre
- Flexible Space
- Cafe



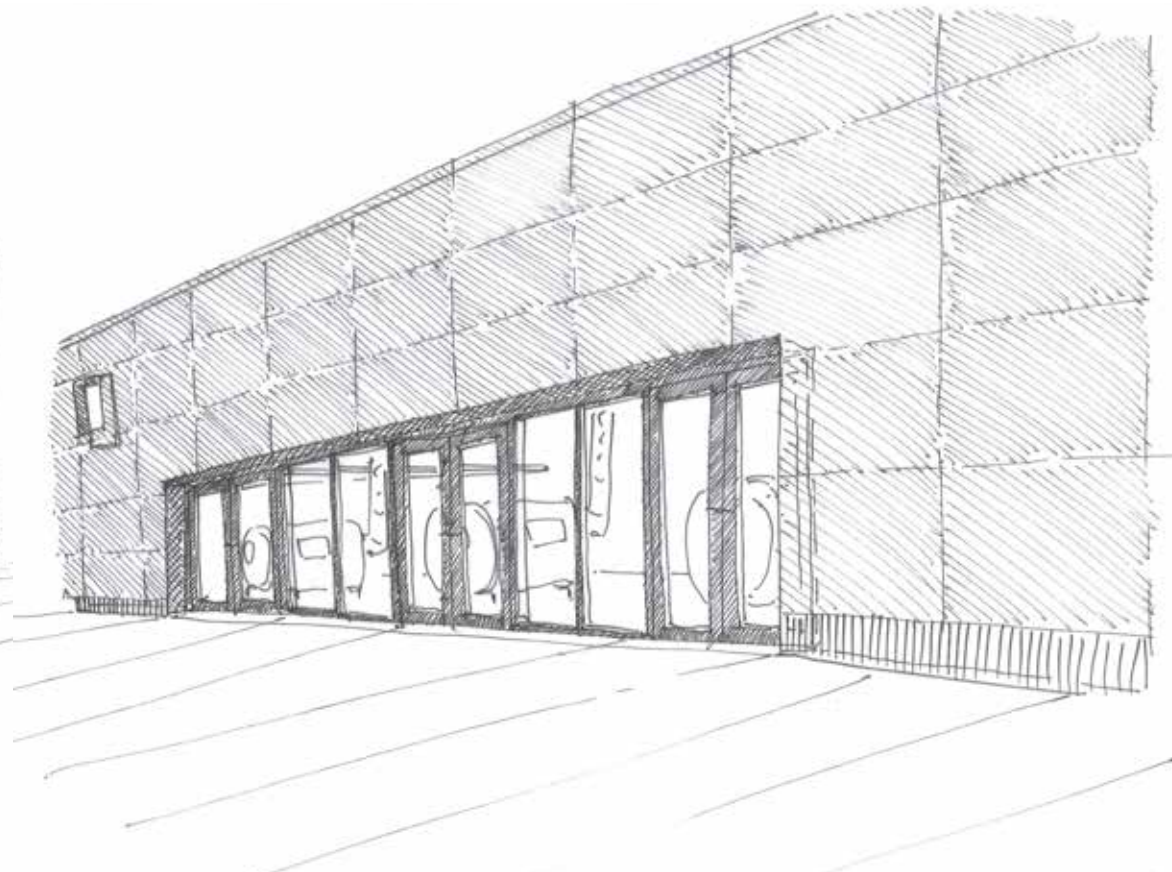
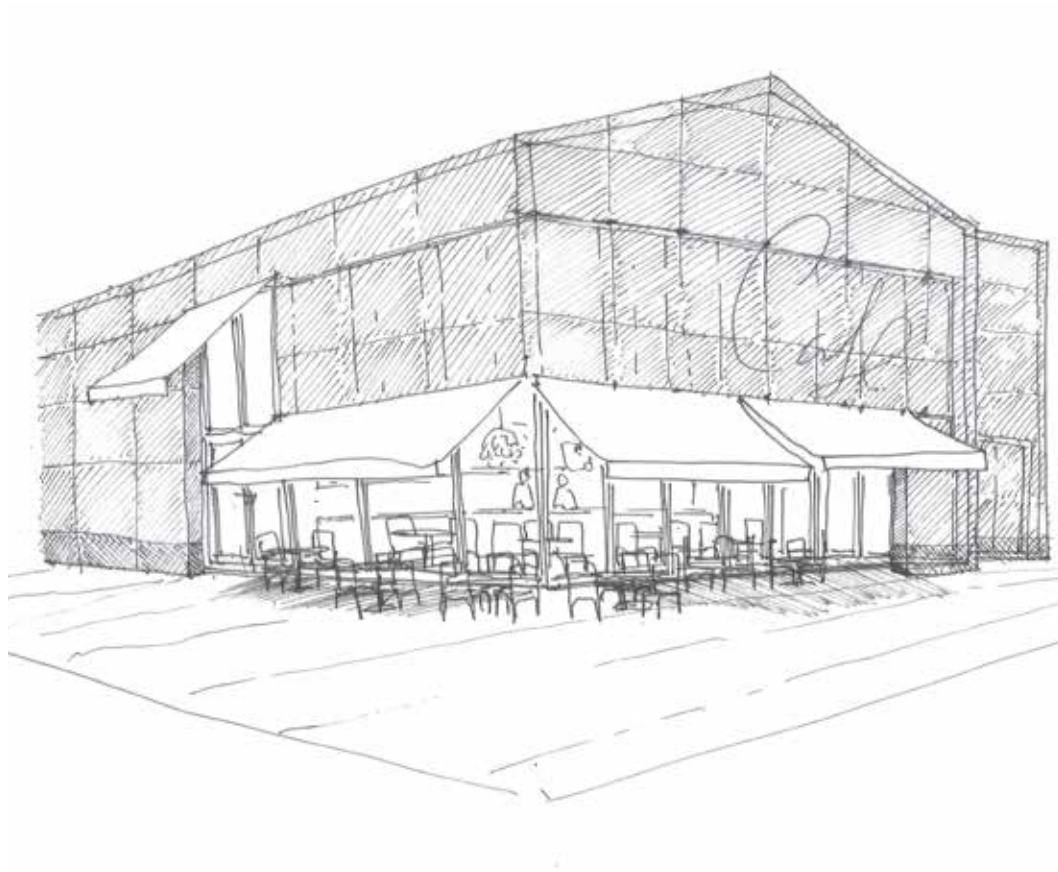
Right: Ground floor plan and model showing a more detailed solution, presented on Pre-application Meeting 03 (Not to scale)



The materiality of the new extension also evolved, based on the illustrative scheme's idea of a rough, industrial look, and informed by more detailed information on the ventilation requirements of the energy centre. In order to answer all the different needs of such a facility, the external walls have to accommodate openings and louvered areas in various different locations, that didn't necessarily result in balanced compositions.

The use of a metal mesh as external cladding, instead of a solid panel, like the corrugated metal panels suggested in the illustrative scheme, became a natural solution to solve all the different requirements, and still achieve a unified, industrial look. In this way, the new volume can be read as a whole, while playing with the various openings and louvered areas, in a more controlled way.

In this way, the energy centre practicalities become an advantage, instead of an inconvenient requirement, used to bring interest and animation to the facade.



Left: Model and sketches showing cladding studies and ground floor experience