

## 2.3

### SECOND FLOOR PLAN

#### Proposed Development and Revisions

##### Access to plant room

The extant permission did not allow for access to the plant room via a stair or ladder. With this in mind, the location and accessibility of the plant room has led to some amendments - largely a relocation of plant to being above the screen 01.

##### Relocated plant room

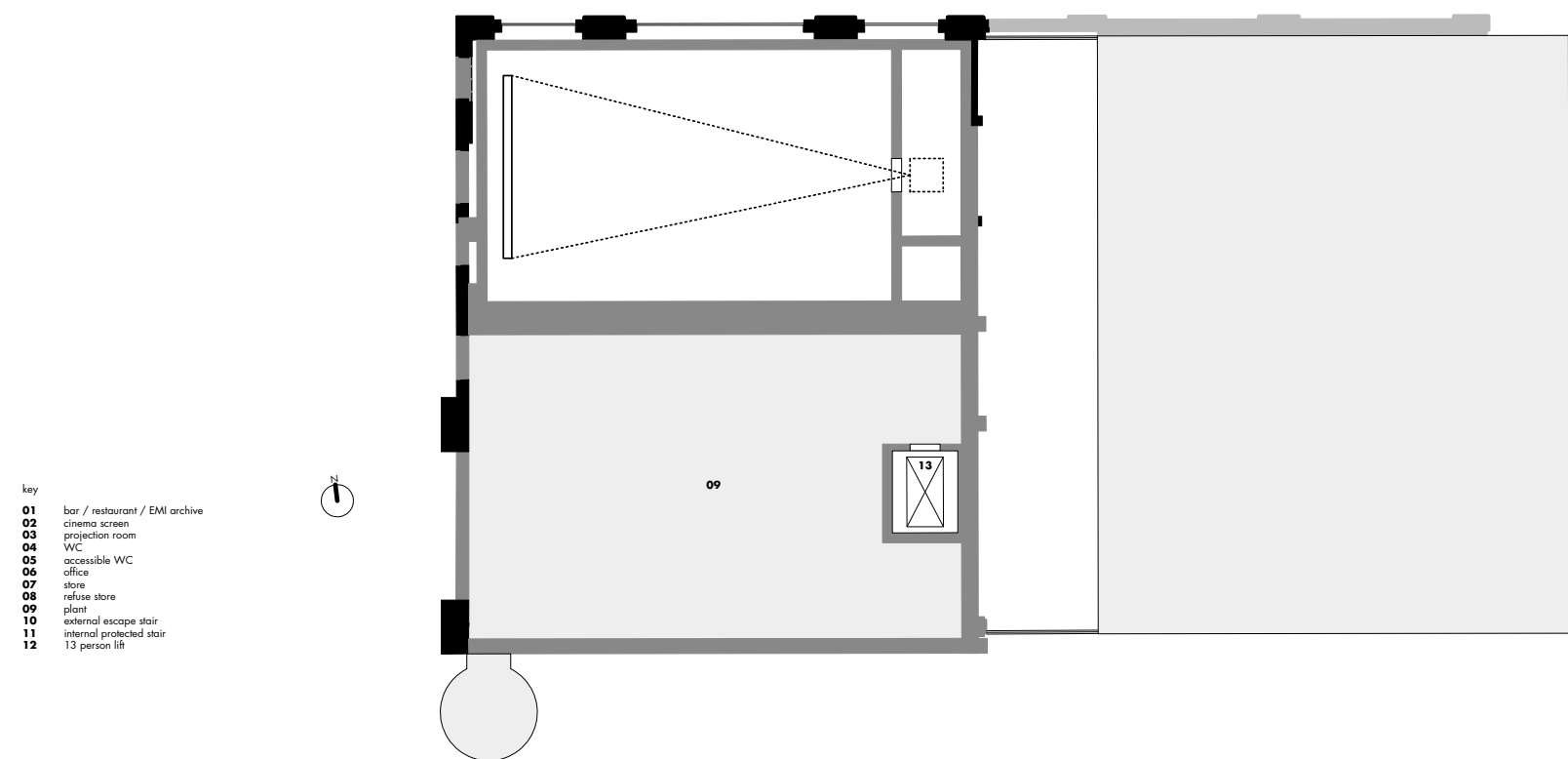
The plant has been relocated to the roof above screen 01 to create efficiency of space, whilst ensuring that the plant sits behind a high parapet and a high level plant screen/louvre making sure it is not visible from surrounding context (see roof plan for further details).

##### Listening Cafe, Recording Studio and Mixing Lab

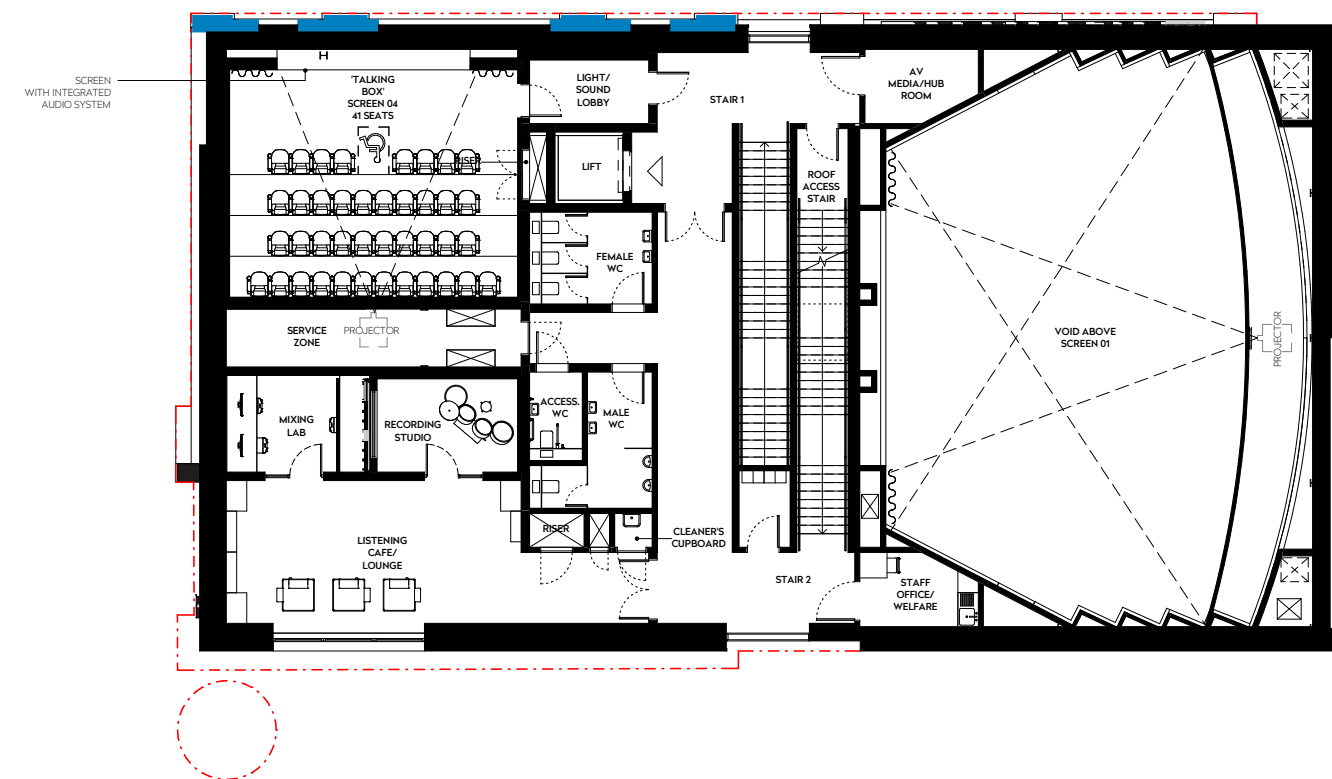
The applicant (RLG) intends for the building to be focused on the musical heritage of the site and as such is proposing a 'listening cafe', mixing labs (which can also double up as a local radio station) and recording studios. These facilities are intended for the local community use with interested parties and conversations taking place with local schools (in particular the Global Academy), aspiring DJ's and local groups all showing a keen interest.

##### Additional cinema screen

With the proposed relocation of the plant to above screen 01 it allowed us to create another level. By increasing the number of screens it allows the operator to offer more variety of films and events at more affordable prices.



EXTANT PERMISSION : SECOND FLOOR PLAN



PROPOSED AMENDMENT : SECOND FLOOR PLAN

2.4

ROOF PLAN

Proposed Development and Revisions

Access and Maintenance

The extant permission had restricted plant access and pitched roofs restricting accessibility. The proposed scheme has a staggered flat roof arrangement (see long section on next page). As set out earlier herein the proposed changes allow for an additional screen and for plant to be relocated to the roof which will not be visible. Access to the lower roof is from the main circulation stair. A ladder provides access to the higher roof. A fall resistant system will be provided improving safety for those accessing and maintaining the plant at roof level.

Addition of PV panels

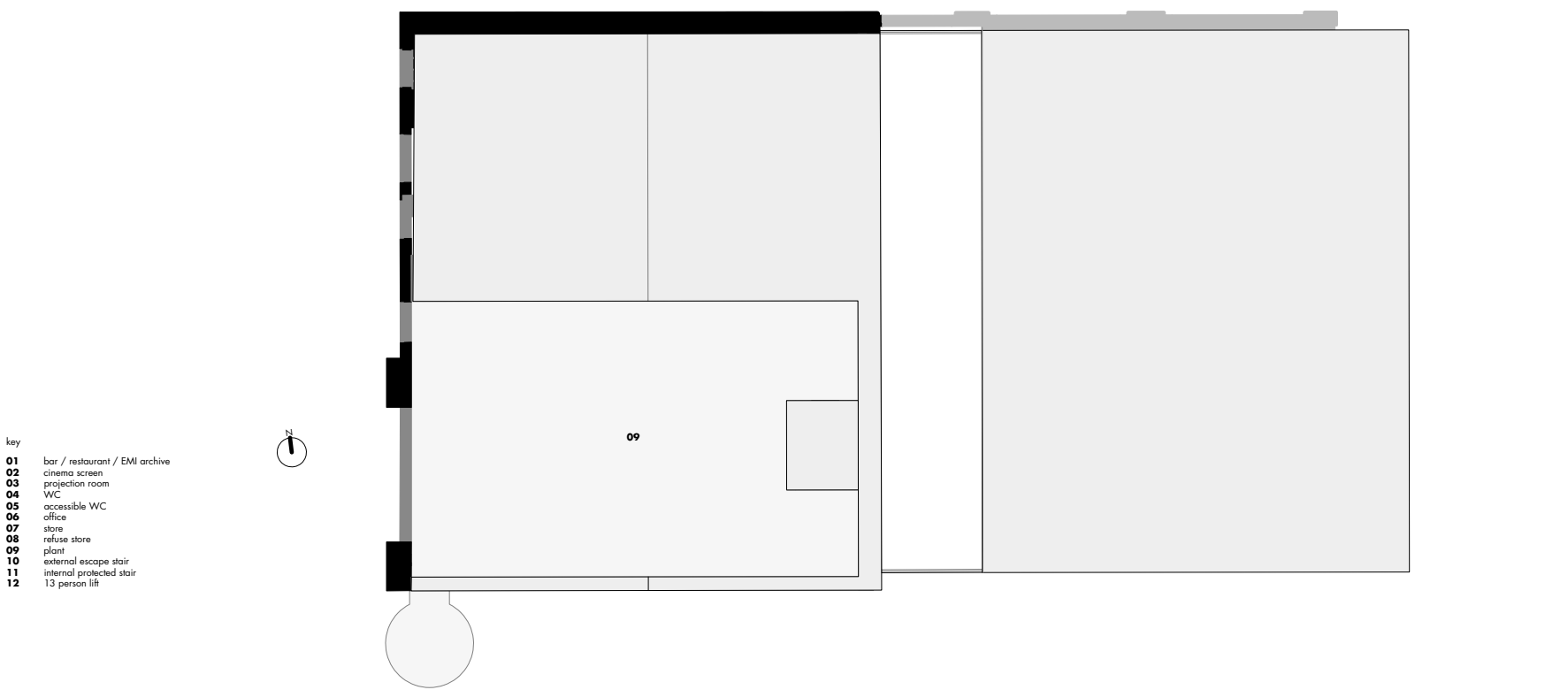
Photovoltaic (PV) panels are proposed to improve the buildings sustainability credentials. These are proposed for the higher level of the roof only and angled to sit below the parapet line ensuring they are not visible from street level context.

Increased plant size to meet the needs of spaces proposed

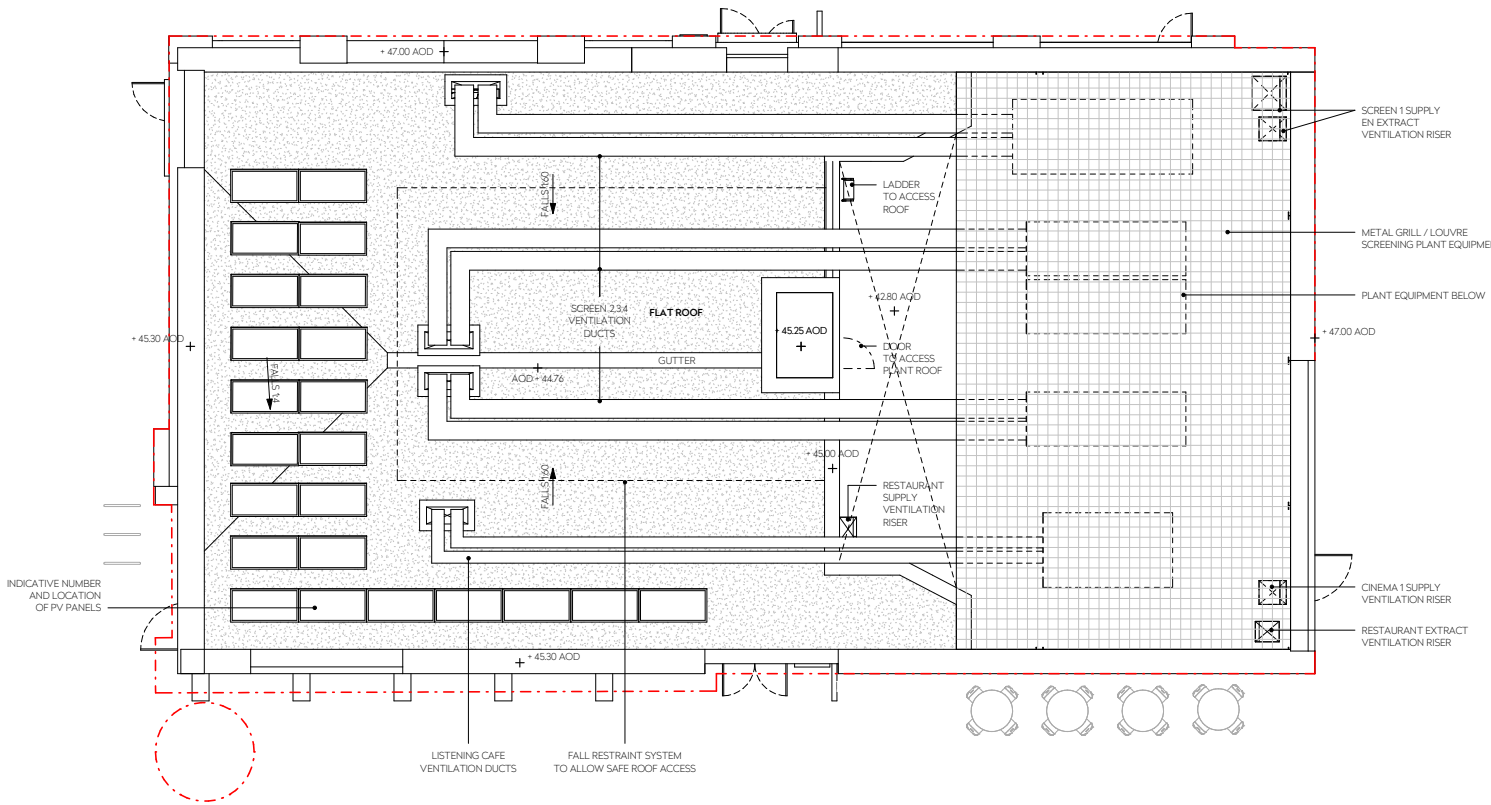
Further information has been acquired and modelling undertaken into the service requirements of each space. Due to the nature and uses of the spaces, active cooling and controlled ventilation is required. This means that a larger area of plant space is required than has previously been granted. It is proposed that the lower roof will accommodate the required plant. Ductwork routes have been carefully planned and designed to ensure that they are not visible from street level.

Plant Screen grill / louvre

A plant screen grill / louvre is proposed to sit above the external plant. The screen will reduce the visual impact of plant on neighbouring properties.



EXTANT PERMISSION : ROOF PLAN



PROPOSED AMENDMENT : ROOF PLAN

# 3.0

## LONG SECTION

### Proposed Development and Revisions

As has been described in the floor plans previously, the proposals seek to improve the building efficiency of space and usability.

#### Increase in usable area

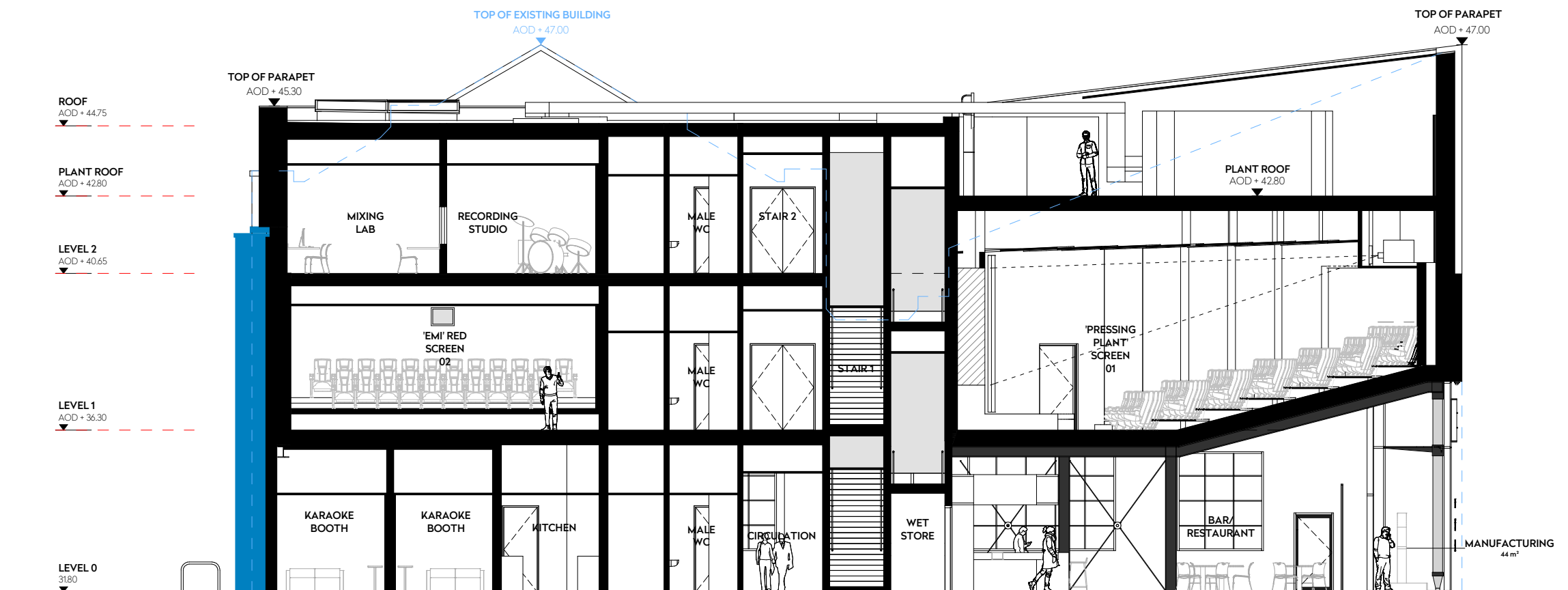
As described, the plant room previously at Level 02 has been relocated to sit above screen 01. This allows an additional floor to be inserted whilst matching the height of the extant permission. In this way, more space has been created for the community at ground floor (community room) and second floor (additional screen, listening cafe, recording studio and mixing lab)

#### Ensure that plant area is hidden

As can be seen in the section to the right, the roof level is split between a high level and low level. All large plant is intended to sit on the lower level where a high parapet screens the plant. Photovoltaic (PV) panels sit on the high level roof below the parapet line.

#### Match the datums established by extant permission

The main proposed amendment is the form of the roof. Previously a series of pitched roofs, the proposals seek to amend this to a mono-pitched roof. The cladding and parapet line have been designed to create a form that compliments the existing building façades to be retained.



PROPOSED AMENDMENT : LONG SECTION

# 4.0

## NORTH ELEVATION

### Fronting onto Blyth Road

The proposals will retain the northern elevation of the existing building as per the extant permission. The main change to the proposals relates to the mass and relationship between the old and new. A summary of changes on this elevation are as follows:

#### Fire escape to north east corner

The door to the north eastern corner of the bar has been increased in width/size to allow for an alternative means of escape from the bar areas.

#### Heritage style window at ground floor

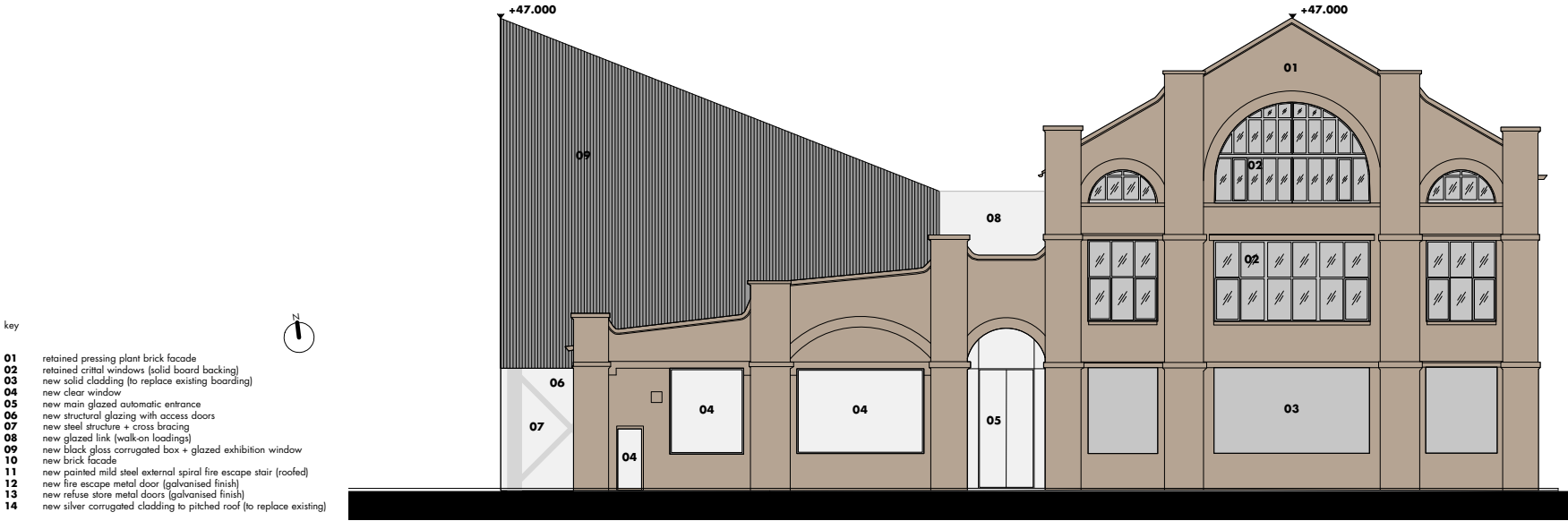
Currently the ground floor windows have been boarded up with the original windows no longer present. Heritage 'crittall' style windows are proposed to these window openings at ground level. In this way the proposal seeks to have a stronger connection to the building and site heritage. This strategy was discussed with the conservation officer on a site visit prior to this submission where this move was welcomed as relating to other heritage assets on the masterplan site.

#### Materiality concept change

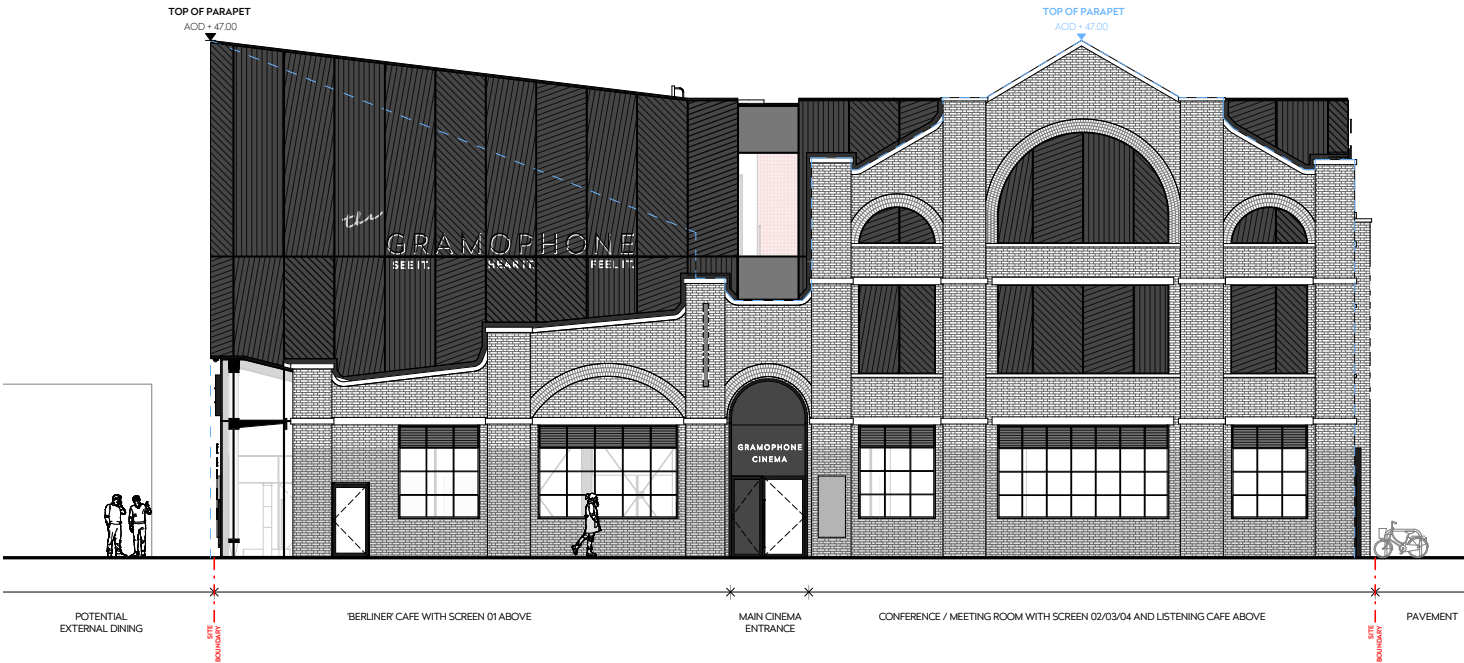
The extant permission proposed to be a black gloss corrugated box with the intention that it was to have the appearance of a record. The proposal seeks to explore this concept further. Using modern technology and techniques it is proposed that pre-cast high performance concrete panels with impressions taken from an actual record produced at the site that will replace the black gloss material. This solution creates a direct link to the site's unique heritage. (Further information on this is shown in section 9.0 of this report).

#### Reconsidered roof form

The building height of the proposed amendment is the same as the extant permission. Following consultation with the local authority conservation officer, London Review Panel and the masterplan architects, the form and materiality have been carefully considered to ensure that the new insertions respectfully add another layer to the building's heritage and complement the existing as opposed to sitting entirely separate.



EXTANT PERMISSION : NORTH ELEVATION



PROPOSED AMENDMENT : NORTH ELEVATION



# 4.1

## WEST ELEVATION

Fronting onto Pressing Lane

### Removal of the staircase that sits on the south/west corner

The yellow external escape stair shown on the south/ west corner of the extant permission facing out onto The Groove has been omitted in the proposed amendments. It is anticipated that this will improve the pedestrian flow between the Machine Store and The Gramophone buildings. The space between the buildings is intended to create an outdoor experience with people eating and drinking and a natural open pedestrian walkway and creating a natural link between the developments. The removal of the stairs further opens this up making it more inviting. Changes to the elevation material to glass at the ground floor will allow pedestrians to engage with the building as they walk along The Groove that leads into the centre of the masterplan.

### Introduce entrance door to North West corner

An additional door has been added to the north western corner by Blyth Road. This door leads into the new community room. The space is to be used by a number of local community groups and stakeholders who require a separate entrance to the main function space. It is framed in a PPC metal sleeve ensuring that it has prominence on the main corner between Pressing Lane and Blyth Road. An information/notice board is located next to the entrance providing an opportunity for information such as opening times, events calendar and notices to be presented to the community

### Services / Bin Store access and ventilation

The plant and incoming services have been relocated to a more central location on the plan next to the proposed refuse store. Louvres to ventilate the spaces are proposed. These align with the proposed doors on this elevation.

### Existing brickwork amendments

The existing western facade is in a poor state of repair. The south end of this facade is in a poor state of repair with very little heritage value and poor structural stability. It is proposed that an element of the western facade be cut back to a cleaner line on the first buttress. The new element is then able to abut this in a cleaner fashion. This corner is highly visible from within TOVF as people walk towards the station.



key

01

retained pressing plant brick facade

02

retained critical windows (solid board backing)

03

new solid cladding (to replace existing boarding)

04

new clear window

05

new main glazed automatic entrance

06

new structural glazing with access doors

07

new steel structure + cross bracing

08

new glazed link (walk-on loadings)

09

new black gloss corrugated box + glazed exhibition window

10

new brick facade

11

new painted mild steel external spiral fire escape stair (roofed)

12

new fire escape metal door (galvanised finish)

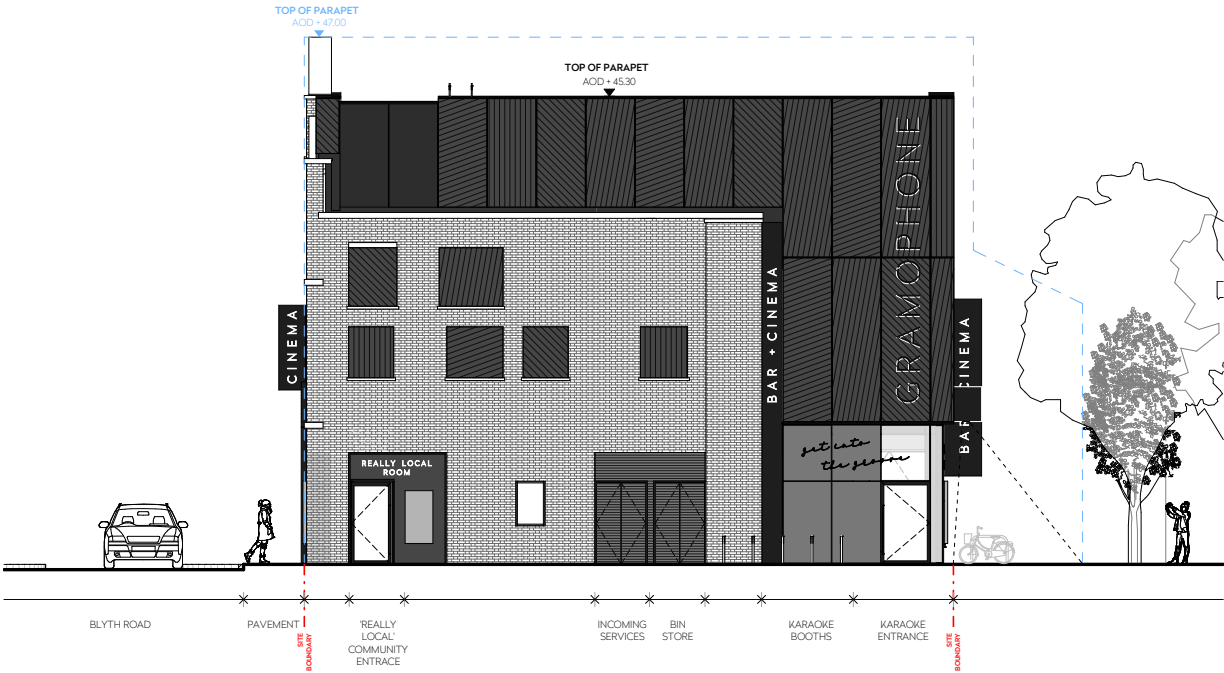
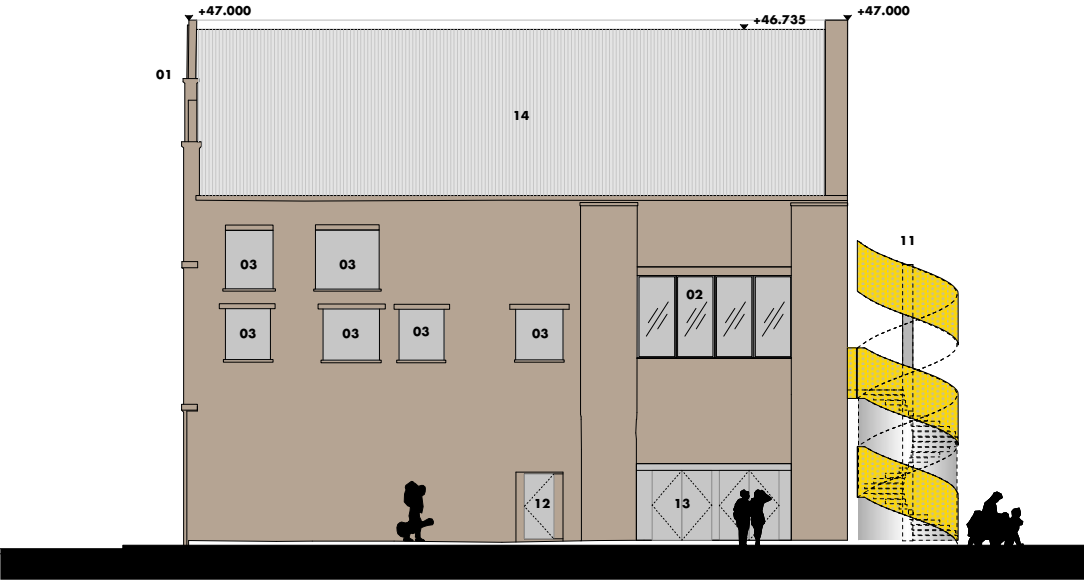
13

new refuse store metal doors (galvanised finish)

14

new silver corrugated cladding to pitched roof (to replace existing)

EXTANT PERMISSION : WEST ELEVATION



PROPOSED AMENDMENT : WEST ELEVATION

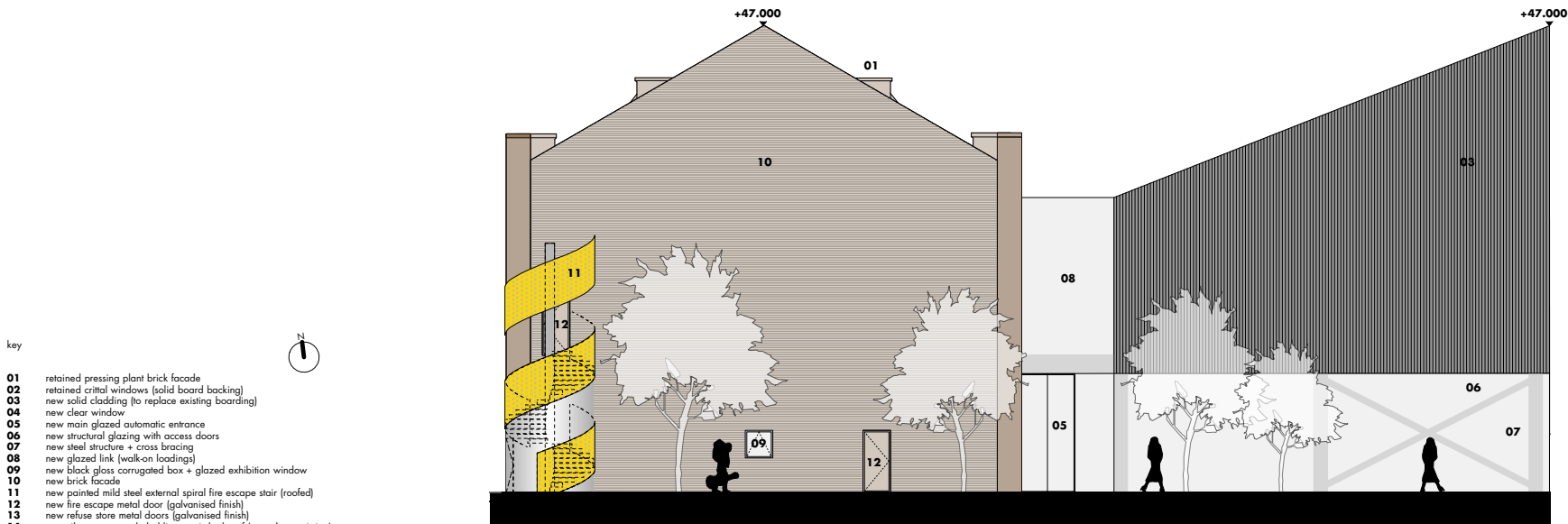
4.2

SOUTH ELEVATION

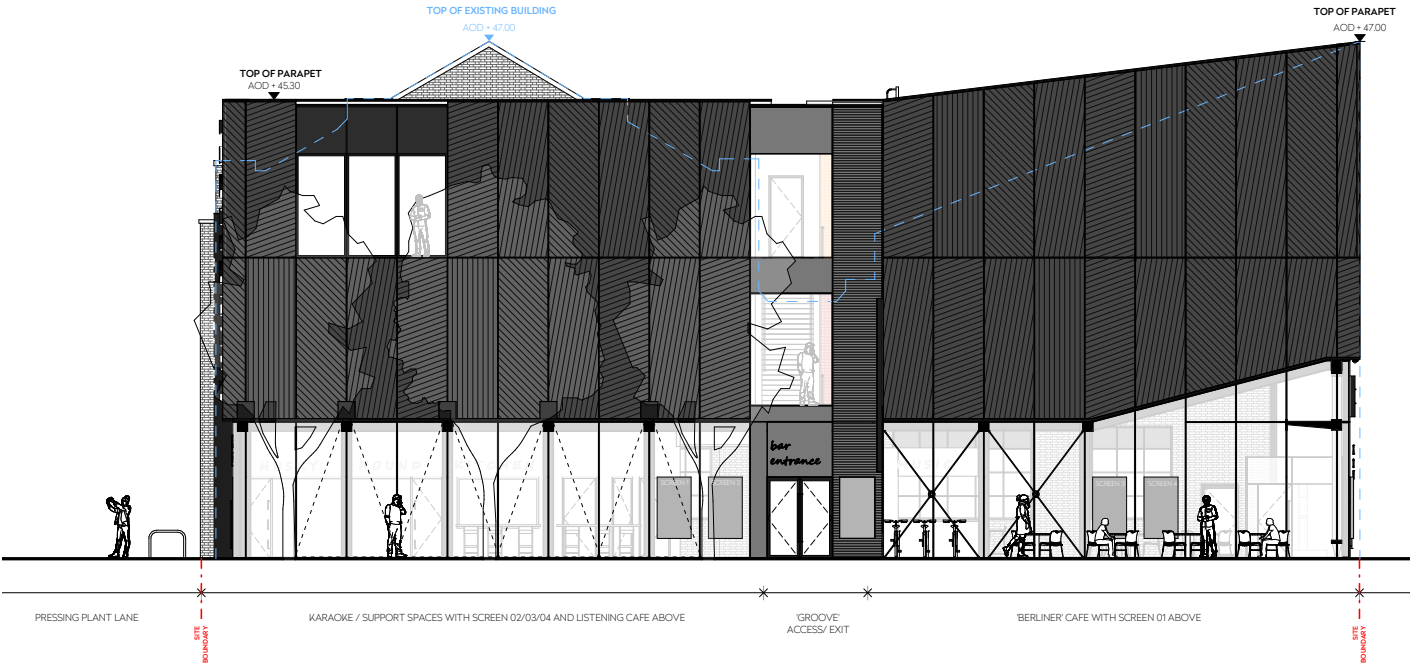
Fronting onto The Groove

The extant permission proposed a south facade made up of four elements : new brick facade to the back of the historic building, a new feature yellow external staircase, a new black gloss corrugated box around a new cinema screen and curtain walling at ground floor to the bar area to the east of the building.

The amendments seek to improve the buildings relationship with pedestrians at ground floor level. Curtain walling is proposed at ground floor the length of the south facade allowing visual connection in and out. The structure that sits internally will be visible externally referencing the building's industrial past. The cladding material is consistent to all new elements on levels 01 and 02. New windows are proposed to the listening cafe providing natural daylight to the space.



EXTANT PERMISSION : SOUTH ELEVATION



PROPOSED AMENDMENT : SOUTH ELEVATION

# 4.3

## EAST ELEVATION

Facing back towards Hayes Station

The east elevation will be the most visible by members of the public, residents and visitors to both the site and the wider area.

### EMI Archive / Bar

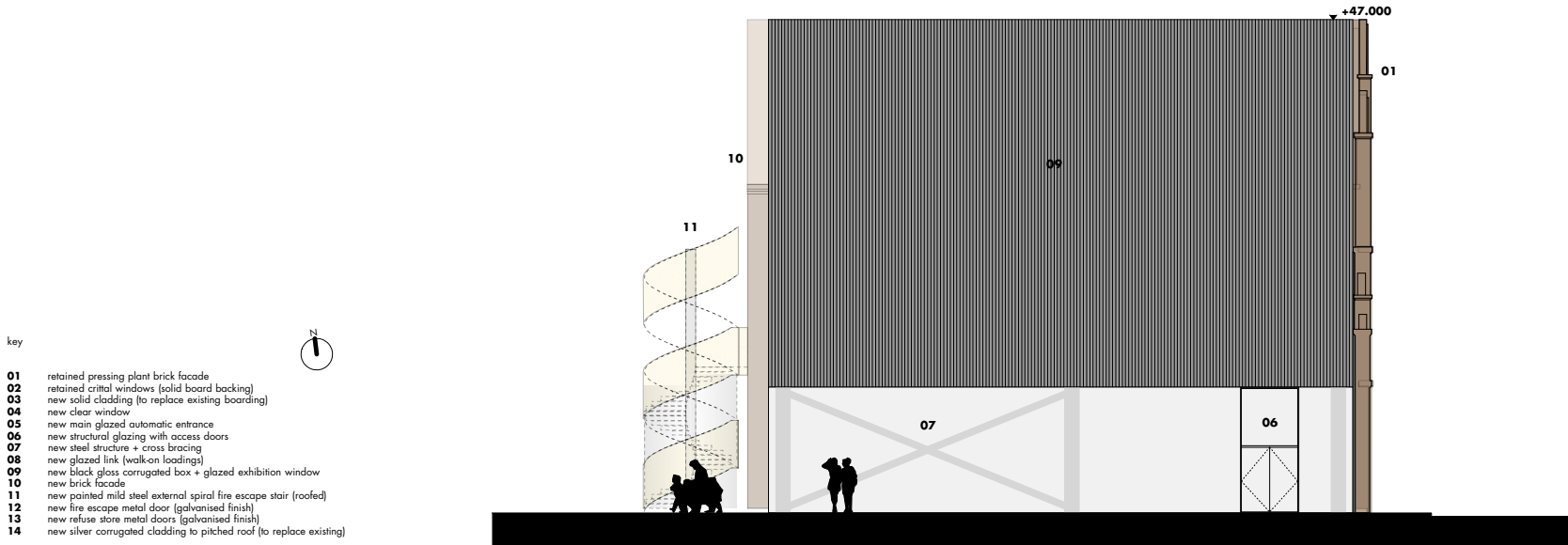
As per the extant permission, it is intended that the Bar be located facing out into this direction. Curtain walling allows the activity of the space to be visible enticing passers by to stop. The proposed amendments looks at celebrating this activity further. The rake line of the cinema informs the mass above ground. In this way the proportion of glazing is increased.

It is proposed that pressing equipment or an interactive exhibition be located on this main facade engaging passers-by with the historic function of the building.

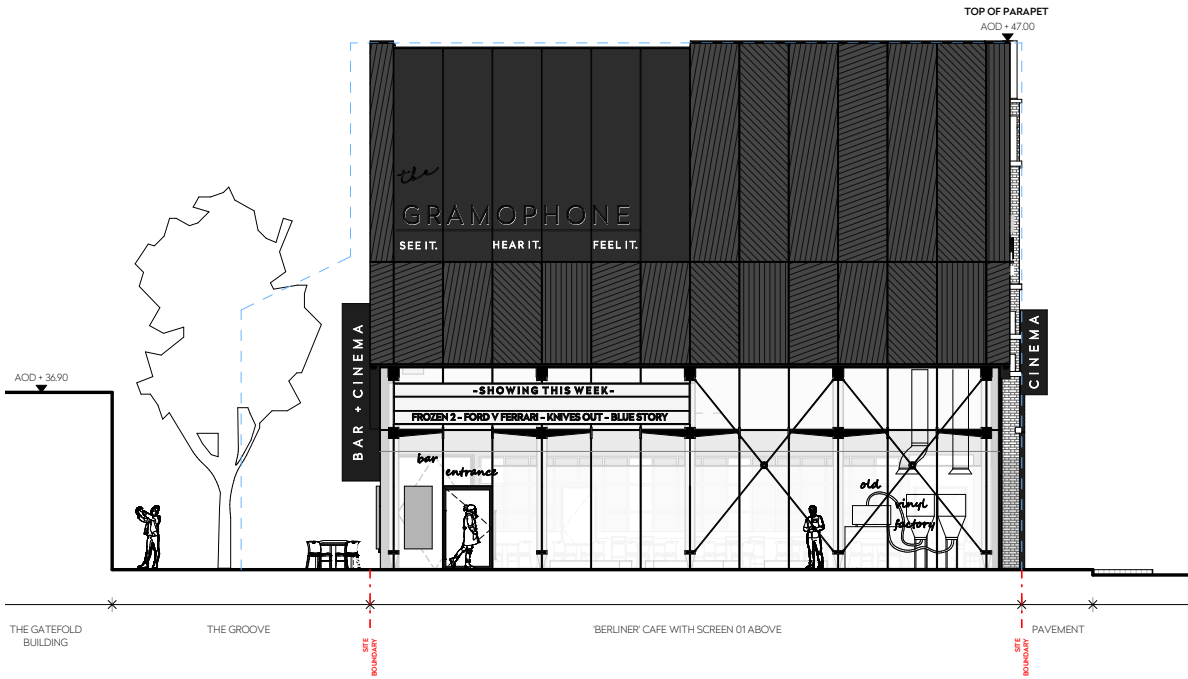
Signage and graphics are applied to the front facade to act as visual way-finding for the screening, bar and event details with a link to heritage cinema signs.

### Entrance door

The entrance door on this elevation has been relocated to the southern end closer to The Groove. It is intended that most footfall once the masterplan is complete will be along The Groove.



EXTANT PERMISSION : EAST ELEVATION



PROPOSED AMENDMENT : EAST ELEVATION

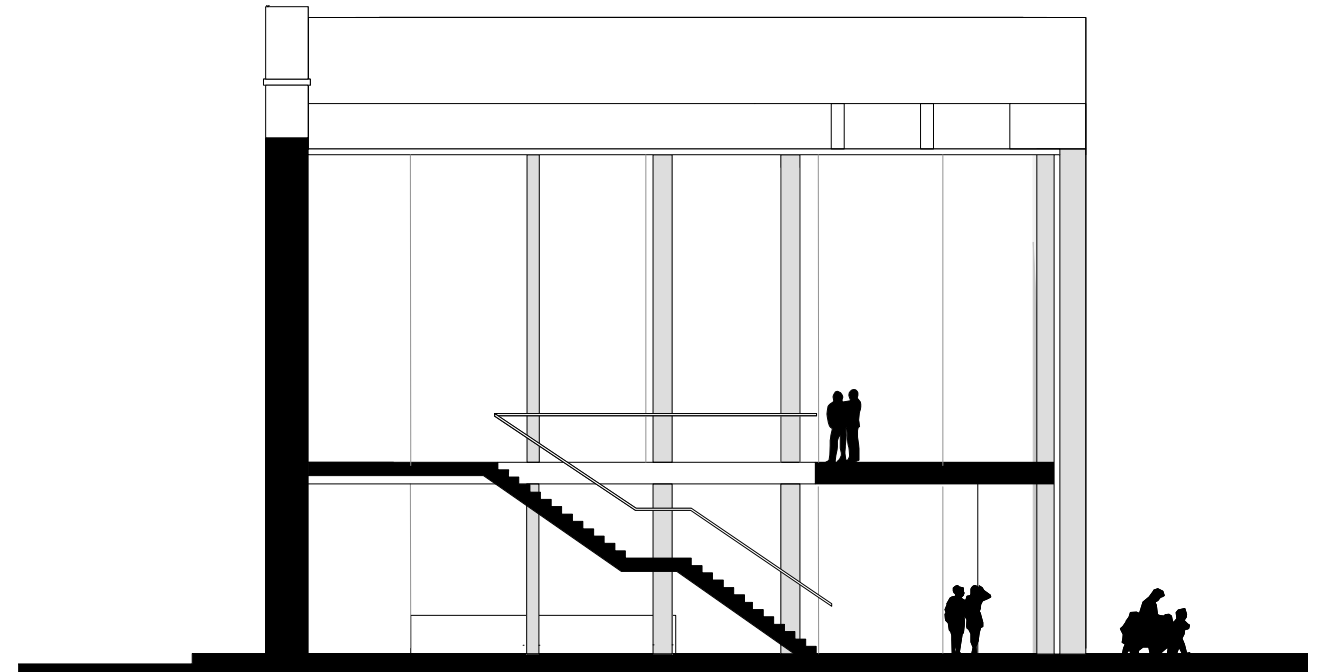
## 4.4

### SHORT SECTION

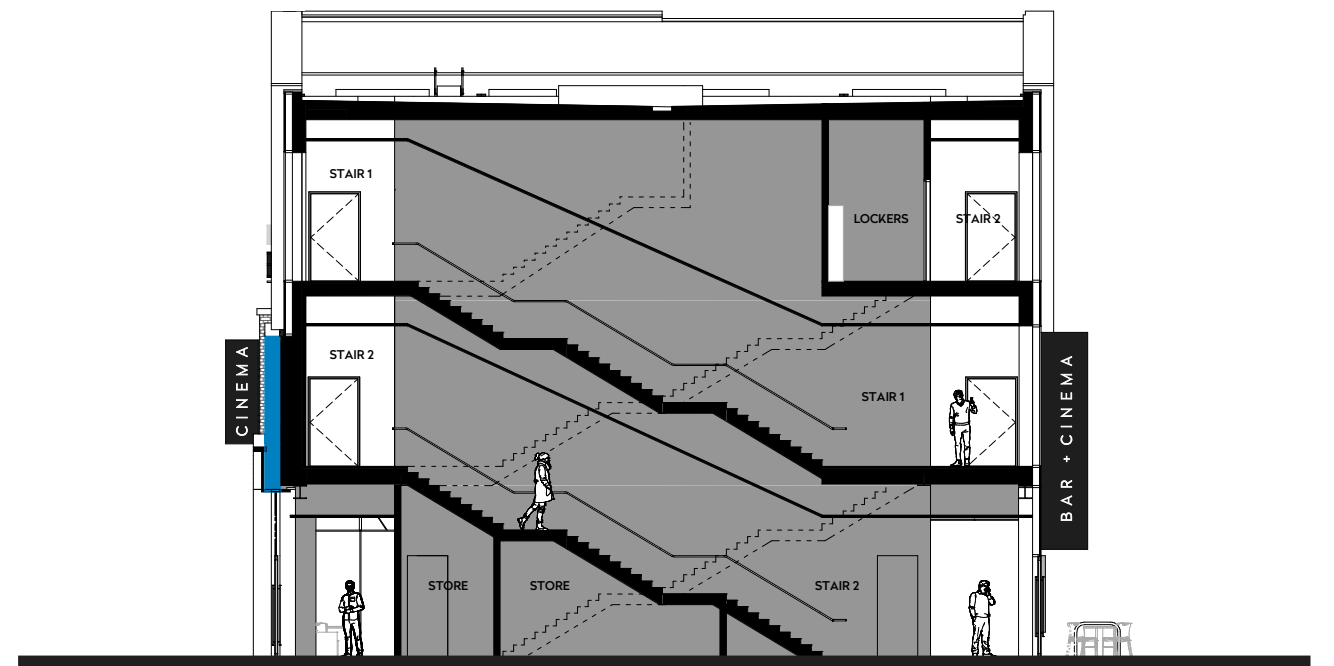
#### Proposed Development and Revisions

The short section illustrates the move from 2 to 3 storey building. The short section is taken through the central circulation area. The extant permission proposed an open air second means of escape design approach.

The revised proposals have been developed with a fire engineer to ensure that the number of escapes, escape distances, widths and compartments meet regulations.



EXTANT PERMISSION : SHORT SECTION THROUGH CIRCULATION STAIR



PROPOSED AMENDMENT : SHORT SECTION THROUGH CIRCULATION STAIR



## 4.5

### MASSING AMENDMENTS

View from north west of Blyth Road  
looking east towards the station

The existing North and Western façades are proposed to be retained and treated to ensure that the heritage asset is retained and has longevity for the future.

The extant permission proposed removing the existing roof and replacing with a corrugated steel pitched roof, with a new element with a single pitched roof is inserted to the eastern end of the building above the bar.

The proposed amendment replaces the existing pitch roof with a flat roof consistent with the additional mass at the north eastern side of the building. It is envisaged that the new mass sits subservient and behind the existing facade. The new element appears with a 'broken' and subtle undulating roof line as the facade and parapet have slight variations creating a playful roofscape.

Large proportions of the new element are designed to appear as a physical representation of a 'record' that sits behind the historic façades 'record sleeve'. The material choice and grooved panels are explained in more detail later in this document.

There are two entrances that are accessed off Pressing Lane. The 'Really Local' entrance provides access to the community/meeting room on the prominent corner of Pressing Land and Blyth Road. An alternative entrance is located on the corner of Pressing Lane and The Groove.

The images on this page illustrate how the proposals seek to enhance the heritage asset whilst appearing as a purposeful piece of architecture in its own right.



PHOTO OF THE EXISTING BUILDING: VIEW LOOKING EAST ALONG BLYTH ROAD



CGI VISUALISATION OF THE PROPOSED AMENDMENT: VIEW LOOKING EAST ALONG BLYTH ROAD



## 4.6

## MATERIALITY

Re-imagined. Remastered. Reproduced.

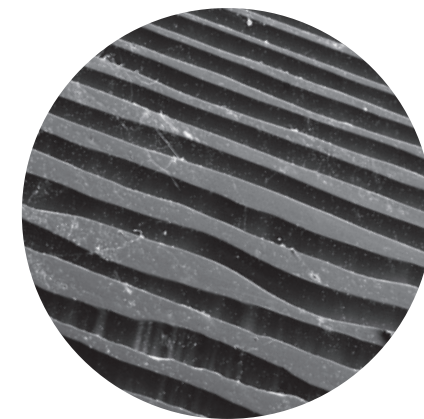
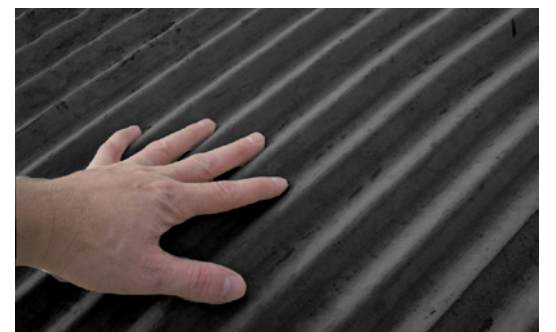
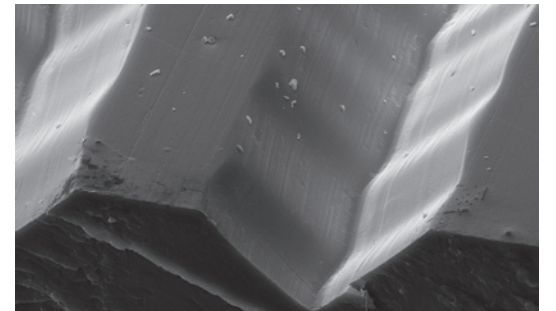
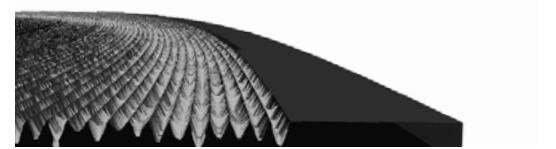
**Materiality Amendment**

It has always been intended that the elevational treatment correlates to the site heritage and history. The extant permission proposed a black gloss material on the upper levels. The proposed amendment suggests high performance pre-cast concrete panels.

**Vinyl: A technological innovation**

In 1877, the phonograph was first invented by Thomas Edison meaning sound could be both recorded and reproduced. He initially used tinfoil over a grooved metal cylinder. A sound-vibrated stylus would leave indents in the tinfoil when the cylinder was rotated, which could be played back immediately. At the same time, Emile Berliner was developing a similar system, but instead of a cylinder, he used a flat disk. A needle cut three-dimensional grooves directly into it, and another needle could read the grooves by running along them, producing a sound that was amplified by a horn or cone. In 1887, Berliner invented the gramophone, which is pretty much how analogue sound is played today. Records are recorded onto a master, and then pressed into vinyl.

Cinema's in their nature are a number of 'black box' spaces that do not require windows. We believe there is a real opportunity to use the original principles behind the technologies of vinyl and implement them onto the elevations. The cut grooves of the vinyl are invisible to the naked eye. When magnified to a great scale the notches in the groove become visible. We propose selecting records that were historically pressed on site, then using contemporary innovative technologies (such as magnification and 3D scanning) to create moulds/formers for pre-cast concrete panels. The concrete can be tinted and have various levels of aggregate, to give a classic vinyl sheen. These groove panels can be used to form a unique facade of the new building, steeped in heritage.



Grooves are a unique feature of vinyl which our proposal celebrates, offering locals, visitors and passers-by a unique and never before seen view of influential records, shown in through reliefs created by an alternative vinyl pressing process. The new building, clad in these panels, is inserted behind the existing facade. The facade provides a canvas for bold graphics, neon lights and event listings to be applied.



NORTH ELEVATION : THE VINYL 'CONCEPT'



## 4.7

## MATERIALITY STUDY

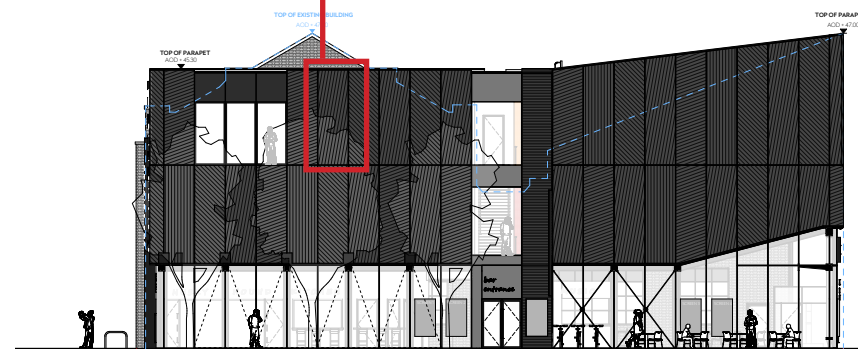
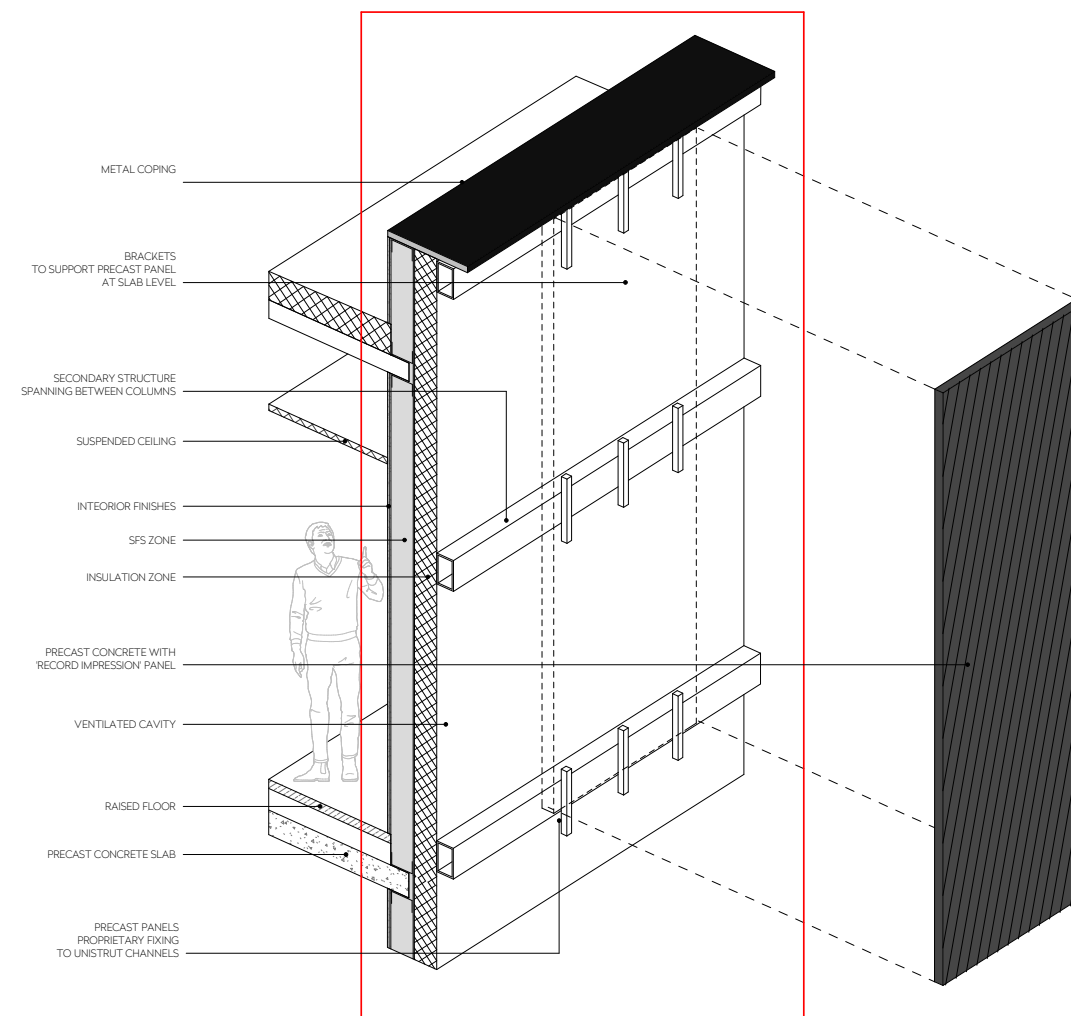
## Pre-cast Concrete Grooved Panels

The extant permission proposed a material that replicated the vinyl record, described in the application as 'corrugated black gloss'. Further information or detail on the materials did not form part of the application. The proposed application seeks to take the original concept of a record like material and add more rigour.

The proposals seek to use the original principles behind the technologies of vinyl and implement them onto the elevations. The cut grooves of a vinyl record are invisible to the naked eye. When magnified to a great scale the notches in the groove become visible. The scheme proposes selecting record(s) pressed on site, using contemporary innovative technologies, (such as magnification, 3D scanning and photogrammetry) to create moulds and formers for pre-cast concrete panels. The concrete is then tinted and has various levels of aggregate, to give a classic vinyl sheen.

These groove panels are proposed to be used to form a unique facade of the new building, steeped in heritage. The new building, clad in these panels, is inserted behind the existing facade.

This page illustrates the proposed process, concept, initial fixing detail and model mock-ups produced during design development.

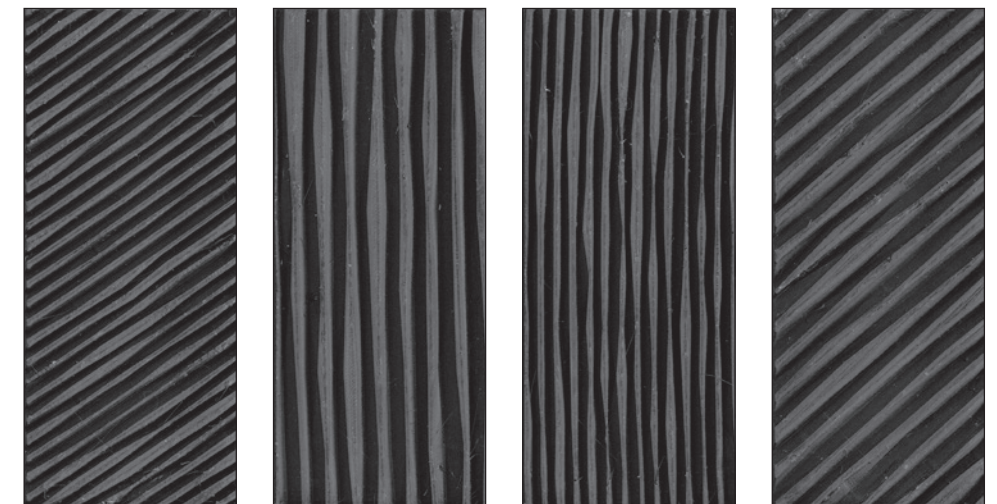
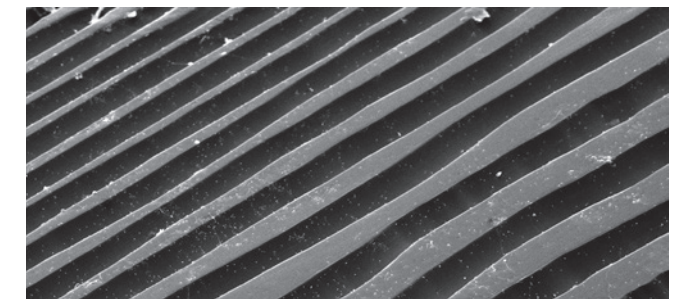


SOUTH ELEVATION : MATERIALITY STUDY

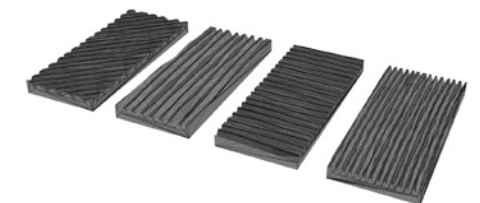
Image of early vinyl record taken from EMI archive



Image of magnification of vinyl record



FACADE TEST PANELS



## PROCESS

