

4.7

MATERIALITY STUDY

Juxtaposing Materials and Forms

As has been described earlier in this document, there has been a purposeful effort put into ensuring the old and new sit next to one another. The grooved panels sit behind the existing facade in both form and hierarchy. The material itself, although very different, compliments the existing black brickwork edging to the brick columns on the existing facade.

Polyester Powder Coated (PPC) metal signage is proposed to be in a similar colour to the facade meaning it appears subtle during the daytime. At night it is backlit defining the buildings name and use.



CGI VISUALISATION ILLUSTRATING THE RELATIONSHIP BETWEEN OLD, NEW AND SIGNAGE





The Gramophone is designed to be a cultural hub, a hive of activity, for real people that matter – the community. It's not just a gateway to an extraordinary place and not just another cinema, but a celebration of what has been before and a catalyst for what is to come.

4.8

STRUCTURAL CONCEPT
DESIGN

Secondary Steelwork

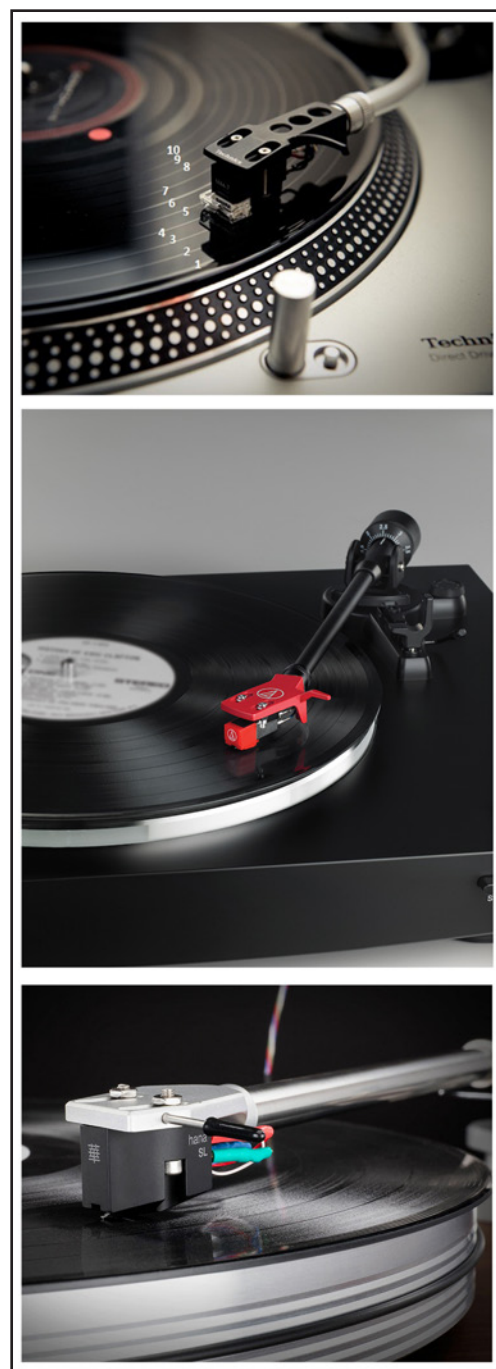
Although internal, with the ground floor largely glazed, the structure will be visible to the extent that it will have a material impact on the way the building appears. This was identified in the extant permission, albeit the detail of the steelwork was undeveloped.

Like the evolution of the cladding material, this proposal seeks to add a level of rigour to the steelwork to relate it conceptually to the site's heritage and history.

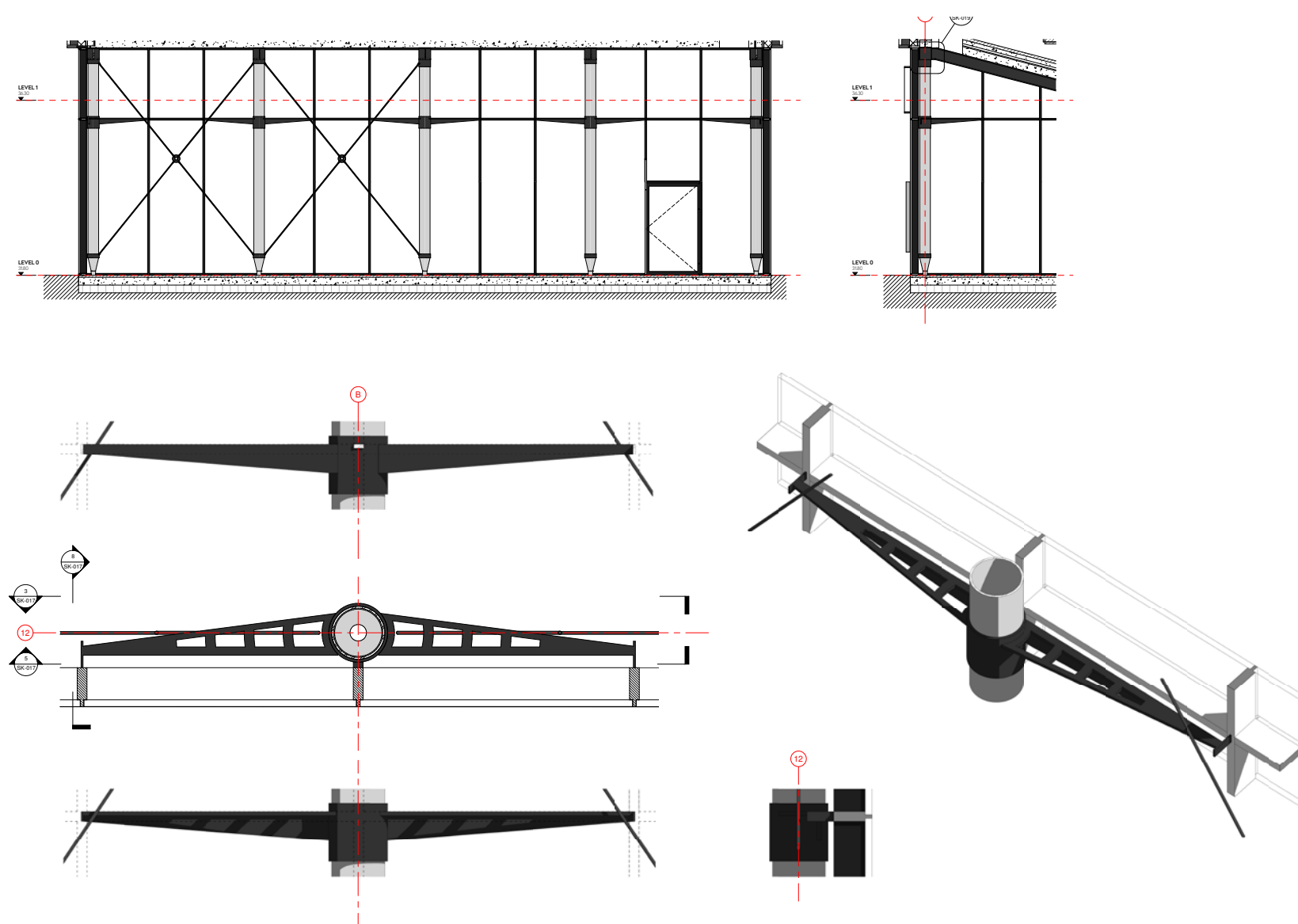
Using the stylus of gramophones and record turntables as inspiration, the secondary steelwork required to hold up the large spans of curtain walling on the south and east façades have been designed to directly reference a key mechanism of record playing.

The columns on the east facade taper at the end and are proposed to have a lacquered finish giving them a needle-like appearance.

This page shows the proposed design of the secondary steelwork and the references used for inspiration.



PHOTOS OF TURNTABLE / GRAMOPHONE STYLUS USED AS INSPIRATION



DESIGN STUDY DRAWINGS OF THE PROPOSED SECONDARY STEELWORK RELATED TO STYLUS

4.9

MAIN ENTRANCE STUDY

Blyth Road Cinema Entrance

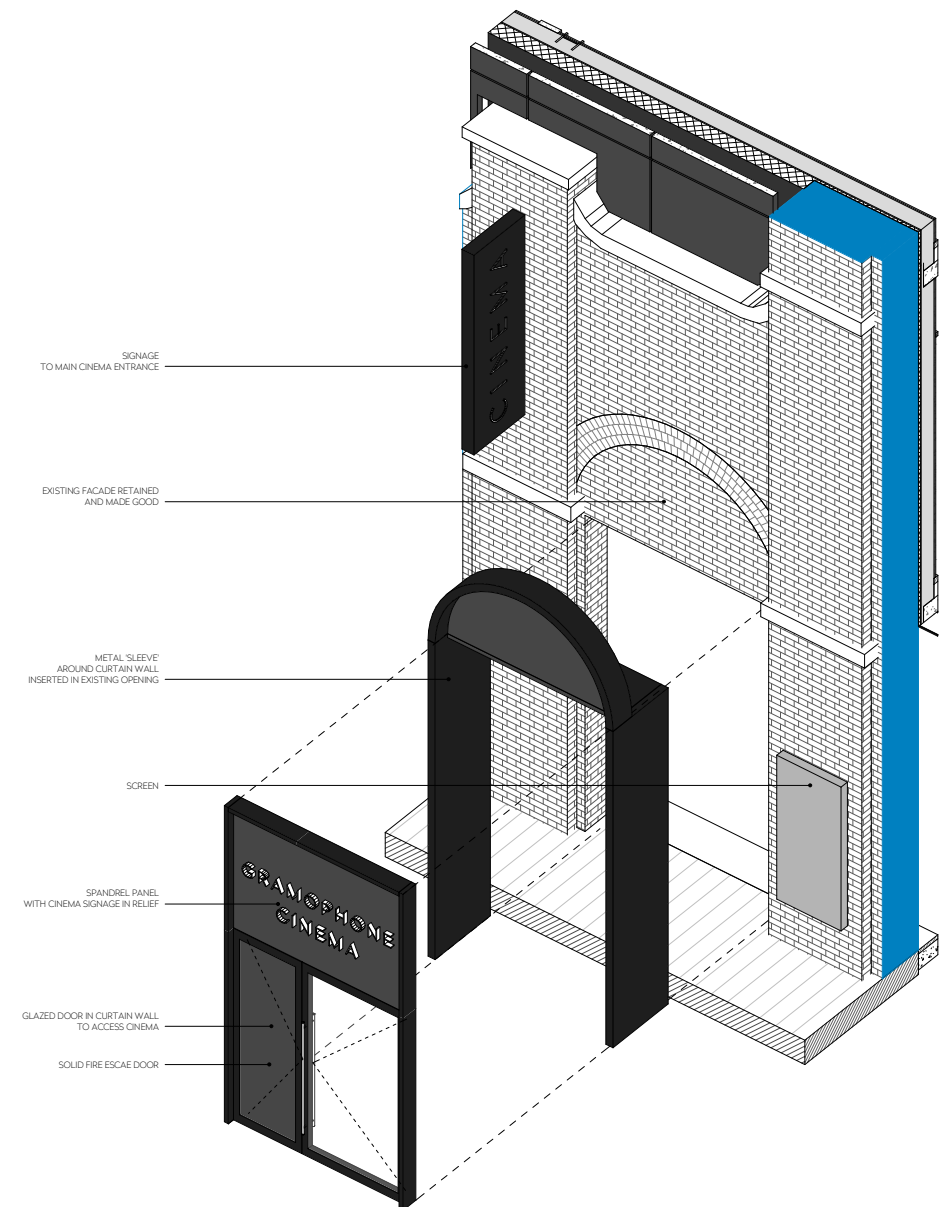
The main cinema entrance is proposed off Blyth Road - the key road in the context facing the existing community. This entrance is through the existing facade.

It is proposed that a polyester powder coated (PPC) metal sleeve be inserted into the existing brick elevation to give the entrance prominence on the street. Light box signage with the building name is proposed above the glazed door, defining the entrance.

A cantilevered sign sits above the entrance defining the building use and acting as a sign post to the entrance. Large glass windows in the existing facade give passers-by a glimpse into the building and activity taking place drawing visitors into the spaces. The expressed steelwork, exposed services and concrete soffit allude to the buildings industrial past.



ARTISTIC IMPRESSION OF THE CINEMA ENTRANCE OFF BLYTH ROAD



DESIGN STUDY DRAWINGS ILLUSTRATING HOW THE SLEEVE RELATES TO EXISTING BUILDING

4.10

INTERACTIVE PROJECTION

Street Activity and Engagement

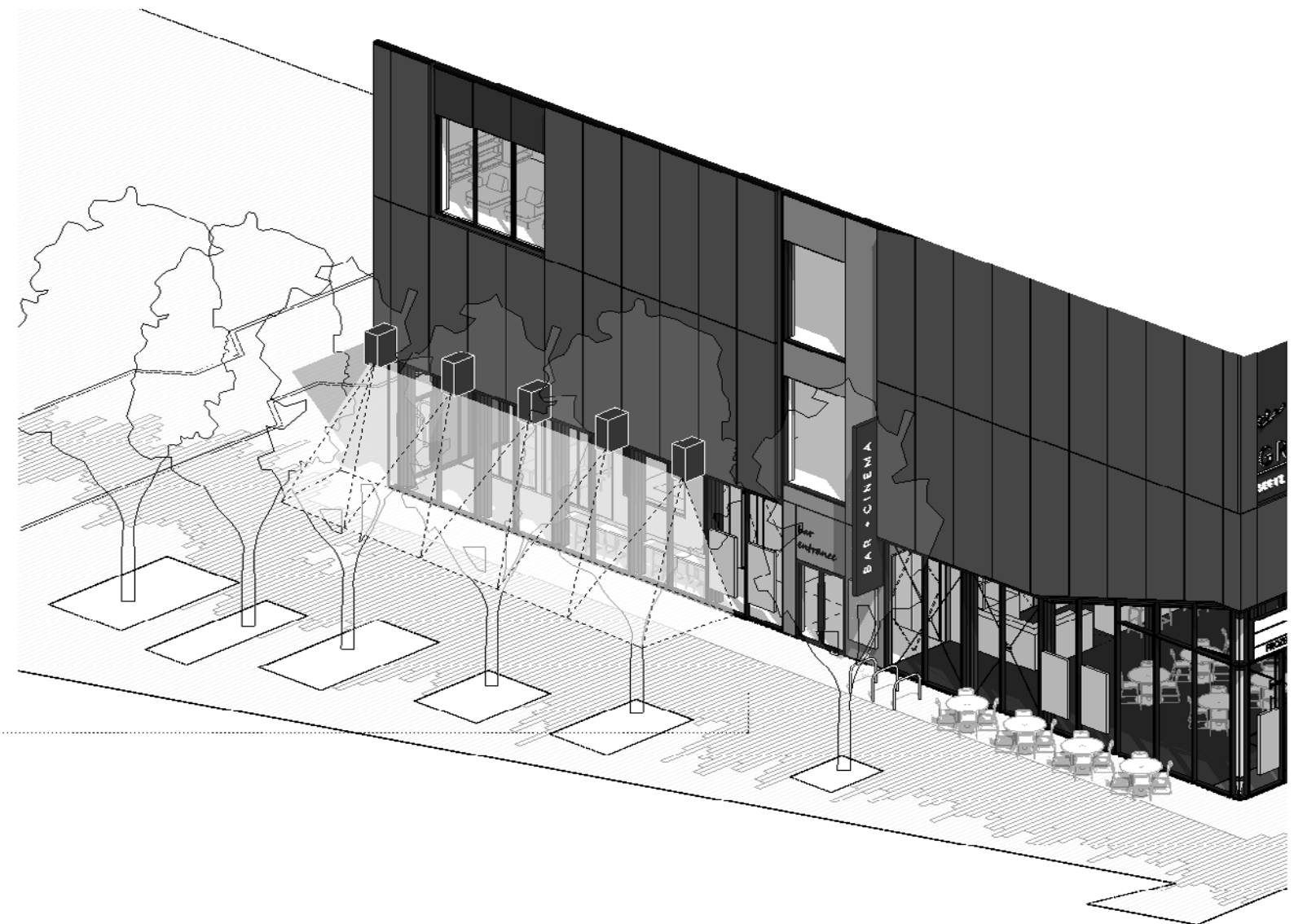
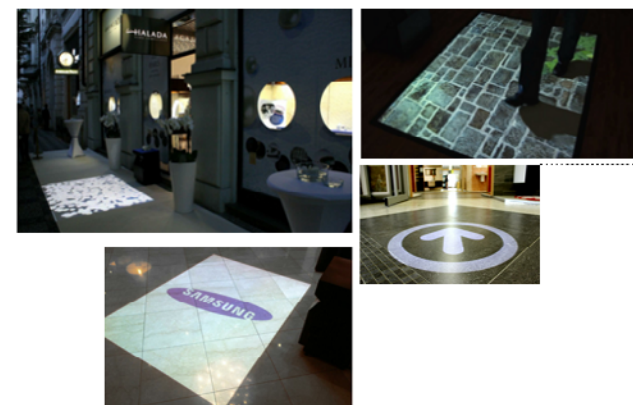
To help engage passers by and locals, wall mounted projectors projecting interactive images onto The Curve are proposed. The projections are intended to be interactive to engage people with the building before entering and linking to the sites historical heritage.

The size and scope of the projections will evolve through detail design. The projectors themselves have been sized by audiovisual consultants who have experience in multimedia design.

CONCEPT



PRECEDENTS: FLOOR PROJECTIONS

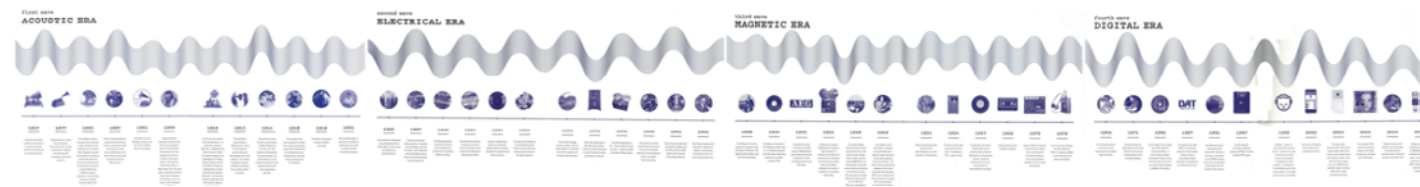


POTENTIAL FLOOR GRAPHICS / INTERACTION:

MAIN IMAGE



KEY EVENT TIMELINE



5.0

INCLUSIVE DESIGN

No amendments are proposed to the extant permission for the approach to inclusive design. The proposals are still designed to include :

- Suitable means of access for all people from the entrance points
- Sufficiently wide routes allowing people to pass each other with a minimum of level changes
- Principal entrances and lobbies that are identifiable and accessible
- Independent horizontal and vertical movement that is convenient and ensures that people can make use of all relevant facilities

5.1

PARKING, REFUSE AND ACCESSIBILITY

No amendments are proposed to the extant permission for the parking and refuse accessibility. Pressing Lane continues to be the primary vehicular route for the site off Blyth Road. Routes to refuse store continue to be accessible to all including wheelchair users and are located on the western facade of the buildings with easy access to the loading bay.

Short stay 'Sheffield' style bicycle stands are provided around the building with numbers matching the extant permission. The location of the stands has been amended to create better pedestrian flow around the building and have spaces located near to entrances.

5.2

DAYLIGHT AND SUNLIGHT

We have analysed the effect of the development on the daylight and sunlight amenity to the properties with a reasonable expectation of amenity approximate to the site. Several neighbouring buildings meet the BRE preliminary 25-degree line - i.e. the Gatefold Building, the Material Store and 85-91 Blyth Road - and therefore, according to the BRE report, their daylight and sunlight amenity would not be significantly affected and they do not require further assessment.

We have followed the BRE guidelines and analysed the existing conditions with the Gramophone building in its current state and the Machine Store buildings constructed as per the planning consents. We have compared the results for the Development with those submitted by GL Hearn for the Machine Store Block A&B + The Gramophone Building in

The Material Store, Gatefold Building and 85-91 Blyth Road would all meet the preliminary BRE 25-degree line test and, as such, would not be adversely affected according to the BRE guidelines. The analysis of the Machine Store, Boiler House and 93-101a Blyth Road indicates that the results would be similar to the extant permission. Whilst there would be isolated incidences of marginal shortcomings against the BRE recommendations, overall, the development would not adversely affect these properties' daylight and sunlight amenity when assessed in accordance with the guidelines given in the London Borough of Hillingdon's planning policies and, more specifically, with the guidelines set out in BRE Report 209.

For further information on the daylight and sunlight modelling, results and conclusions please refer to the Daylight and Sunlight Report produced by Consil and submitted as part of the section 73 application.

5.3

ENERGY AND SUSTAINABILITY

The proposals for the Proposed Development outlined within this energy strategy are considered to maximise the potential carbon savings which can be achieved on the application site through the provision of:

- A highly efficient building fabric
- Efficient building services plant, including providing high efficiency air handling plant with heat recovery and low specific fan power.
- 100% low energy lighting and maximised use of LED and low energy fixtures.
- Connection to site wide heating network served by CHP and high efficiency boilers.
- Building wide VRF system with capacity of providing both heating and cooling simultaneously to different spaces.
- Roof mounted PV panels.

Overall, the Proposed Development is shown to meet and exceed the carbon reduction savings of the extant permission achieving 13.4% regulated carbon reductions over the notional building using SAP 2012 carbon factors. When the impact of the decarbonisation of the grid on the carbon factors is considered, the Proposed Development achieves 23.3% carbon savings over the baseline Part L 2013.

We believe that the proposals therefore represent an improvement of the overall energy strategy on site compared to the extant permission.

For further information on the Energy and Sustainability approach alongside the modelling and comparison with the extant permission, please refer to the Energy Statement produced by WSP and submitted as part of the section 73 application.