

Fig 5. 73 Elevation onto Cromwell Road

THE DESIGN PROPOSAL

5.6.2.2 Elevation to Ashburn Place

The composition of the elevation to Ashburn Place contrasts to the strategy for Ashburn Gardens. The towers are cantilevered in front of the podium facade line by 3.0m and so to emphasise the contrast, just as for the elevation onto Cromwell Road, the podium is expressed from its components of smooth flush glazed elements within the controlling order of the horizontal grid. The only exception to this is the two storey recess for the hotel bus and coach drop-off providing access to the hotel. This recess is glazed in the same expression as lobby and restaurant on the Garden side to bring animation from the lobby to the street. The sides to the reveal and the solid panels to the sub-stations and fire escape doors are clad in bronze panels to create a large scale frame which emphasizes the entrance.

The towers are the same expression as for the other sides and offer an elegantly proportioned stack of layers stepping in height from south to north.

Whilst seen as part of the podium building and not its own entity the residential building does sit in the same plane as the tower and so steps forward on this elevation to terminate the lightweight cladding of the podium. From an urban design point of view it is important that the podium doesn't feel too dominant onto Ashburn Place, which doesn't have the advantage of the open space on Ashburn Gardens to allow the scale of the podium to sit into. Therefore the off set in plan not only terminates the podium and allows the residential component to be visually defined but it also fragments the mass of the podium.

The residential building includes panels of brickwork to relate to the materiality of its neighbours and these panels extend as far as the step in plan and in fact edge the corners of the step to give it a strong sharp corner return. The brick also extends to clad the service loading bay which is a largely blank facade and so brick patterns are designed as panels within these frames to add interest and disguise the otherwise solid facades.

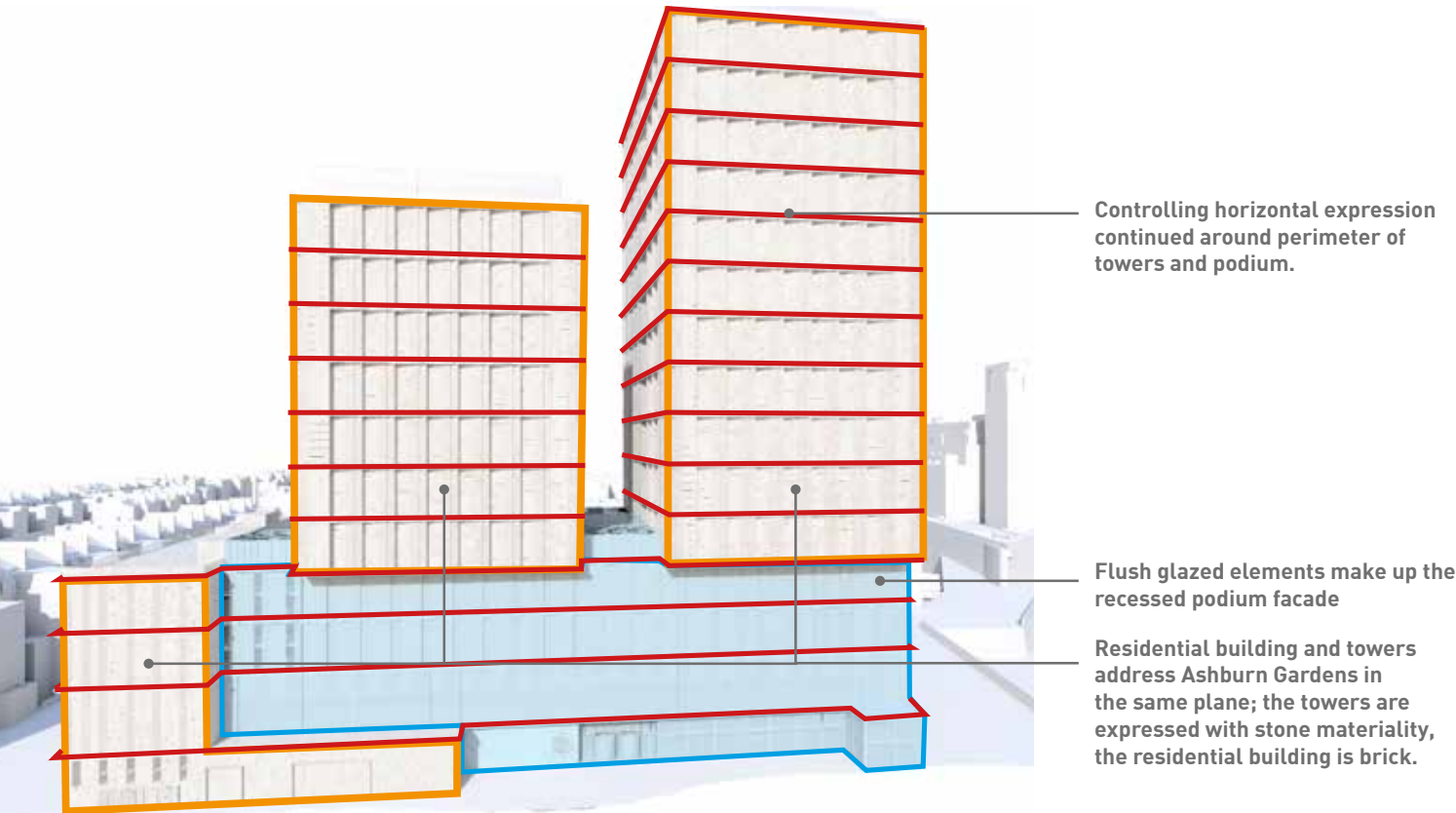


Fig 5. 74 Diagrammatic view of the main of the east facing facade indicating the main conceptual components



Fig 5. 74 Illustrative CGI view of the secondary hotel entrance onto Ashburn Place

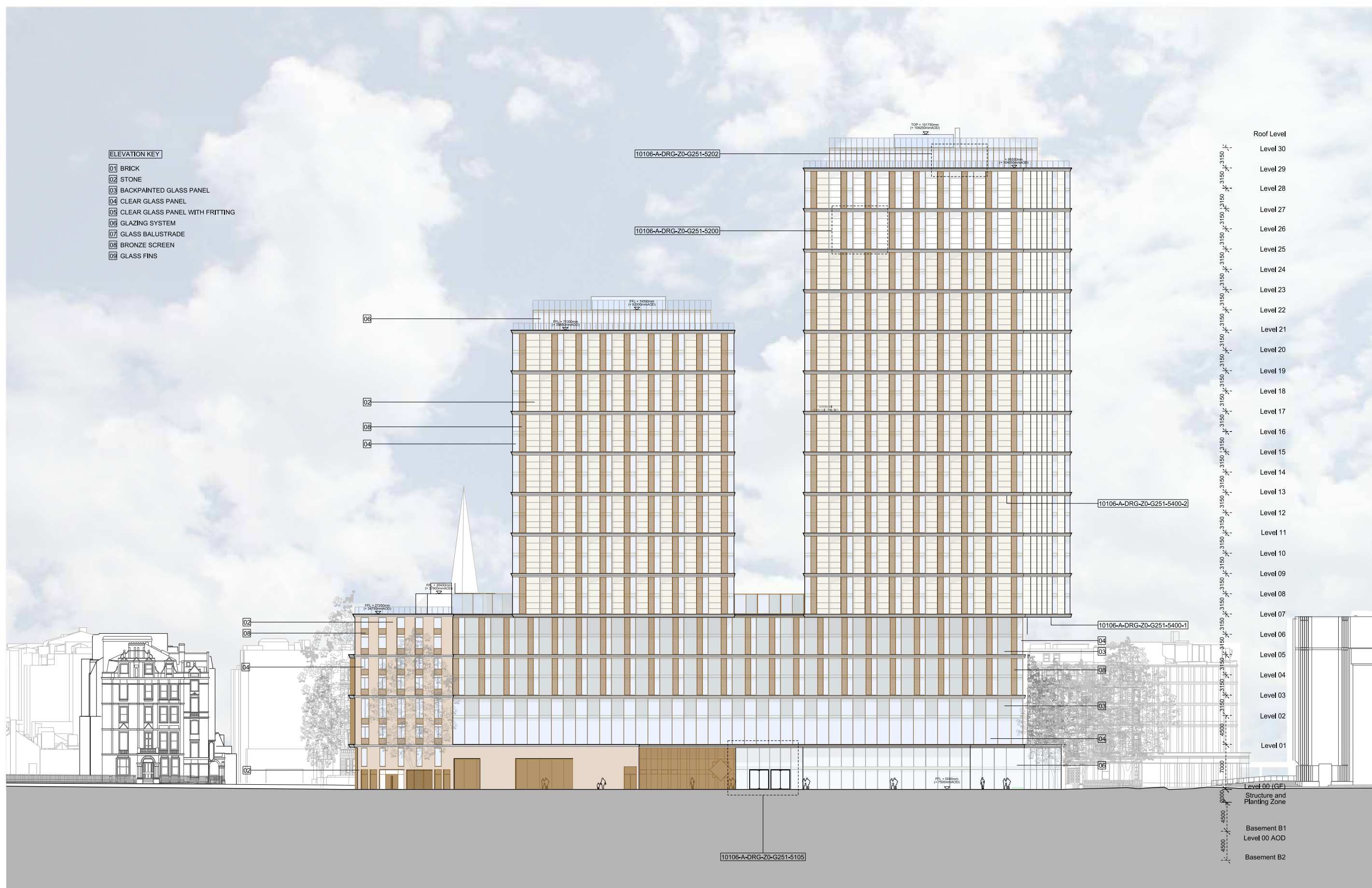


Fig 5. 75 Elevation onto Ashburn Place



Fig 5. 75 Illustrative CGI view of the building from Cromwell Road looking east



Fig 5. 76 Illustrative CGI view of the main hotel entrance onto Ashburn Gardens looking over the arrivals drop-off



Fig 5. 77 Illustrative CGI view of the building looking south down Ashburn Place from Cromwell Road

THE DESIGN PROPOSAL

5.6.2.3 Elevation to Ashburn Gardens

In contrast to Cromwell Road where the difference between the podium and the towers is exaggerated to generate a dramatic statement and sense of arrival for the hotel, the strategy for the Ashburn Gardens elevation is to integrate some of the elements of the tower into the podium. Large area of saw-tooth stone lad bay window elements are introduced as large reveals to the flush glazing system of the podium. This has the effect of forming large scale bay-windows for the groups of hotel room or windows to the junior conference room and restaurants. The elevation will almost always be looked at obliquely and so the offsetting of these large bay windows has a dynamic effect emphasizing the horizontal order and allowing the rhythm of the tower bay windows to be read close up from the Garden Square.

The ground floor elevation to the garden is fully glazed to make it as transparent as possible in order to animate the pedestrian walkway between the elevation and the garden with all the life of the hotel lobby concourse and restaurants inside, as well as allowing light to stream into the space and beautiful landscaped garden views to become the backdrop for the hotel and restaurant interiors.

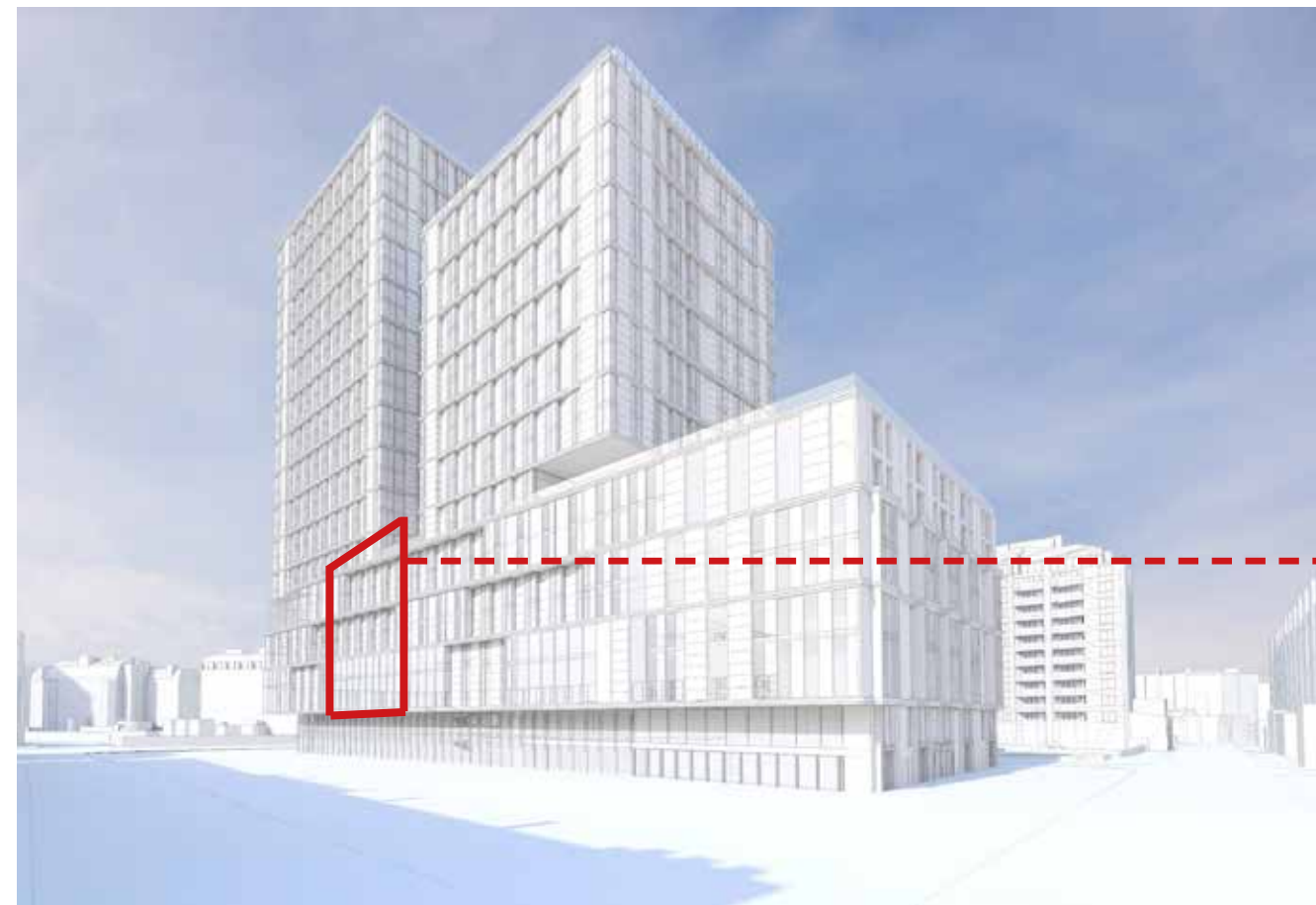


Fig 5. 80 View of the massing model of the building from the south west locating the area of the CGI illustrative facade study



Fig 5. 81 Illustrative CGI view of the part of the hotel facade system looking onto the Garden Square

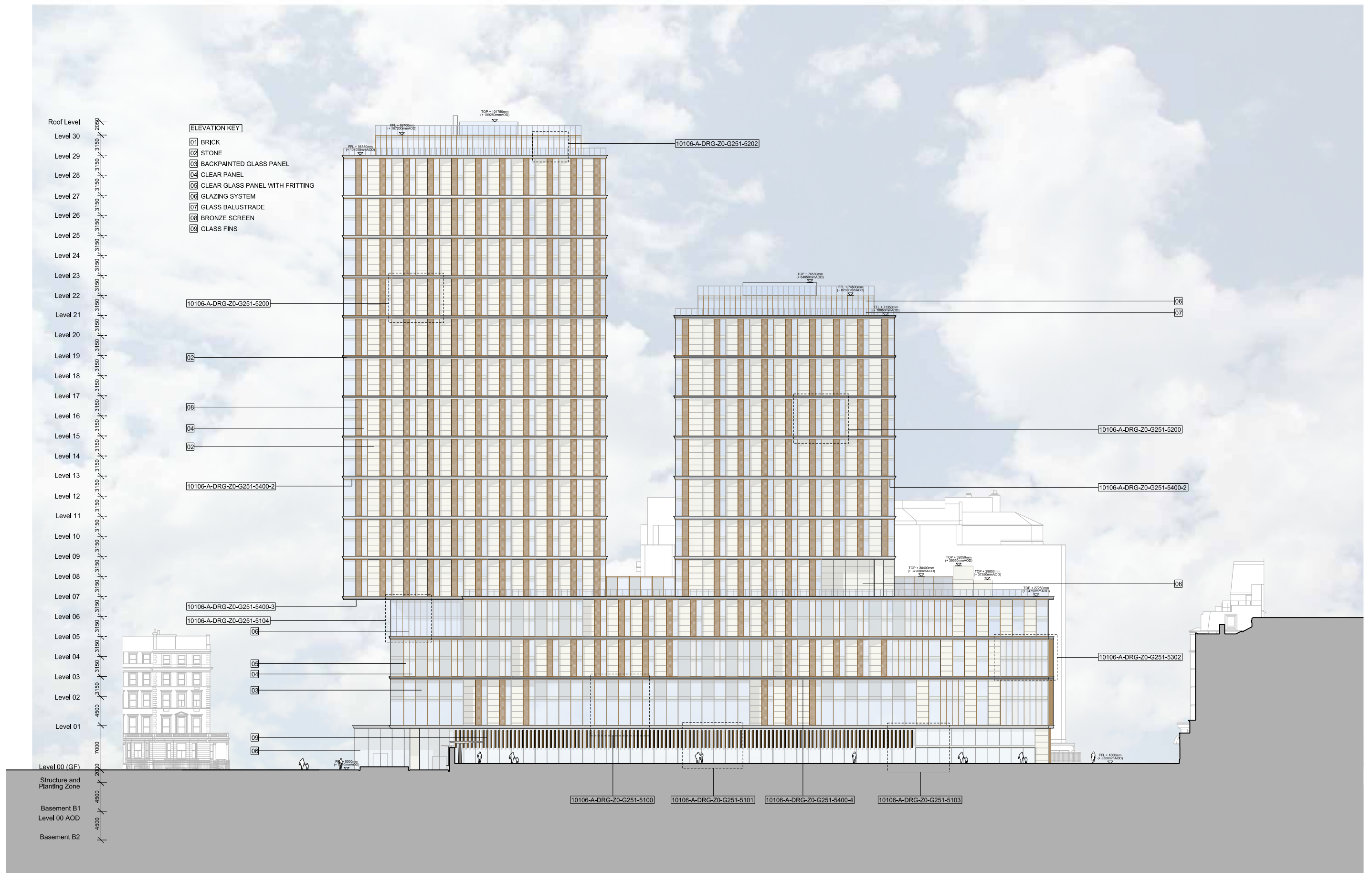


Fig 5. 82 Elevation onto Ashburn Gardens



Fig 5. 83 Illustrative CGI view of the building elevation to the Garden Square from Courtfield Road



Fig 5. 84 Illustrative CGI view of the building and the Garden Square from the corner of Ashburn Gardens and Courtfield Road



Fig 5. 84 Illustrative CGI view of the building elevation to the Garden Square looking south



Fig 5. 85 Illustrative CGI view of the building elevation to the Garden Square looking north

THE DESIGN PROPOSAL

5.6.2.4 Elevation to Courtfield Road

Courtfield Road is a carefully considered proportion of protruding wintergarden bay windows surrounded with bronze return edges all with the controlling line of the horizontal floor edge. The offset arrangement of the bays generate an interesting pattern in the soffit's which are clad in the same bronze colouration as the side frame to the bay window. This has the effect of emphasizing the reveal between the bay windows. The elevation therefore has an expressed depth and enjoys the duality of both an expression of protruding bays and deep reveals.

Both brick panels and full height double glazed windows are located in the reveals between bays and whilst the linings of the reveals on the macro-scale have a bronze lining so on the micro-scale do the window reveals which are slightly set-back from the brickwork panels with an anodised bronze aluminium fascia.

The bays help frame the entrance and the overall arrangement is satisfyingly symmetrical. At ground floor level the verticality of the bay windows are extended to ground through a series of bronze coloured vertical planting trays which locate and order an array of climbing plants that will decorate and animate the blank facades of the bike stores and the hotel restaurant.

At the upper two levels the bay windows are flush with the main facade line and therefore offer the impression of a small setback for the as an attic storey in deference to the scale of Courtfield Road and the articulated residential terrace opposite.

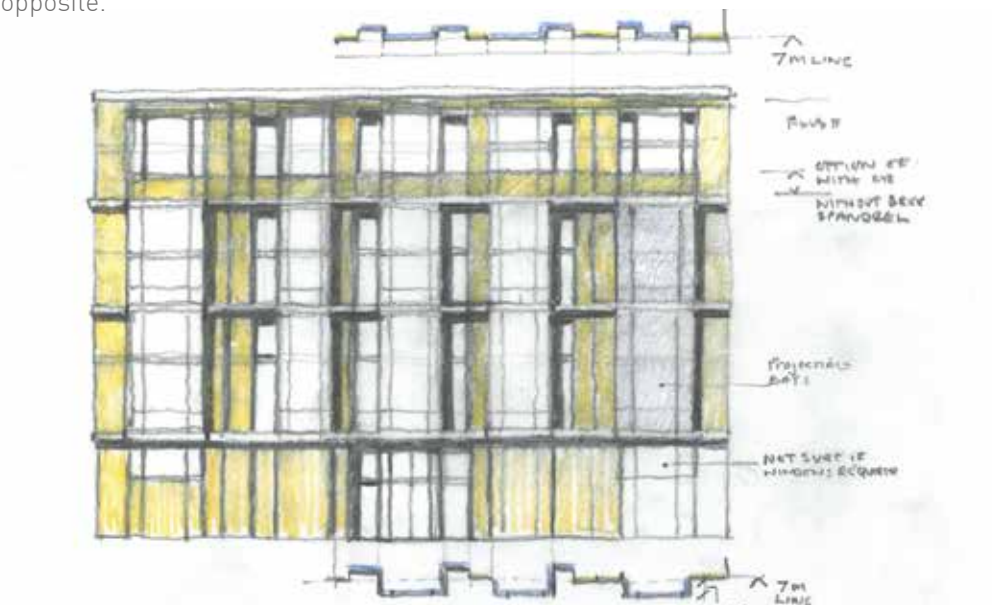


Fig 5. 86 Concept sketch for the Courtfield Road elevation



Fig 5. 87 Photographs of the articulated window compositions of the existing facing buildings onto Courtfield Road

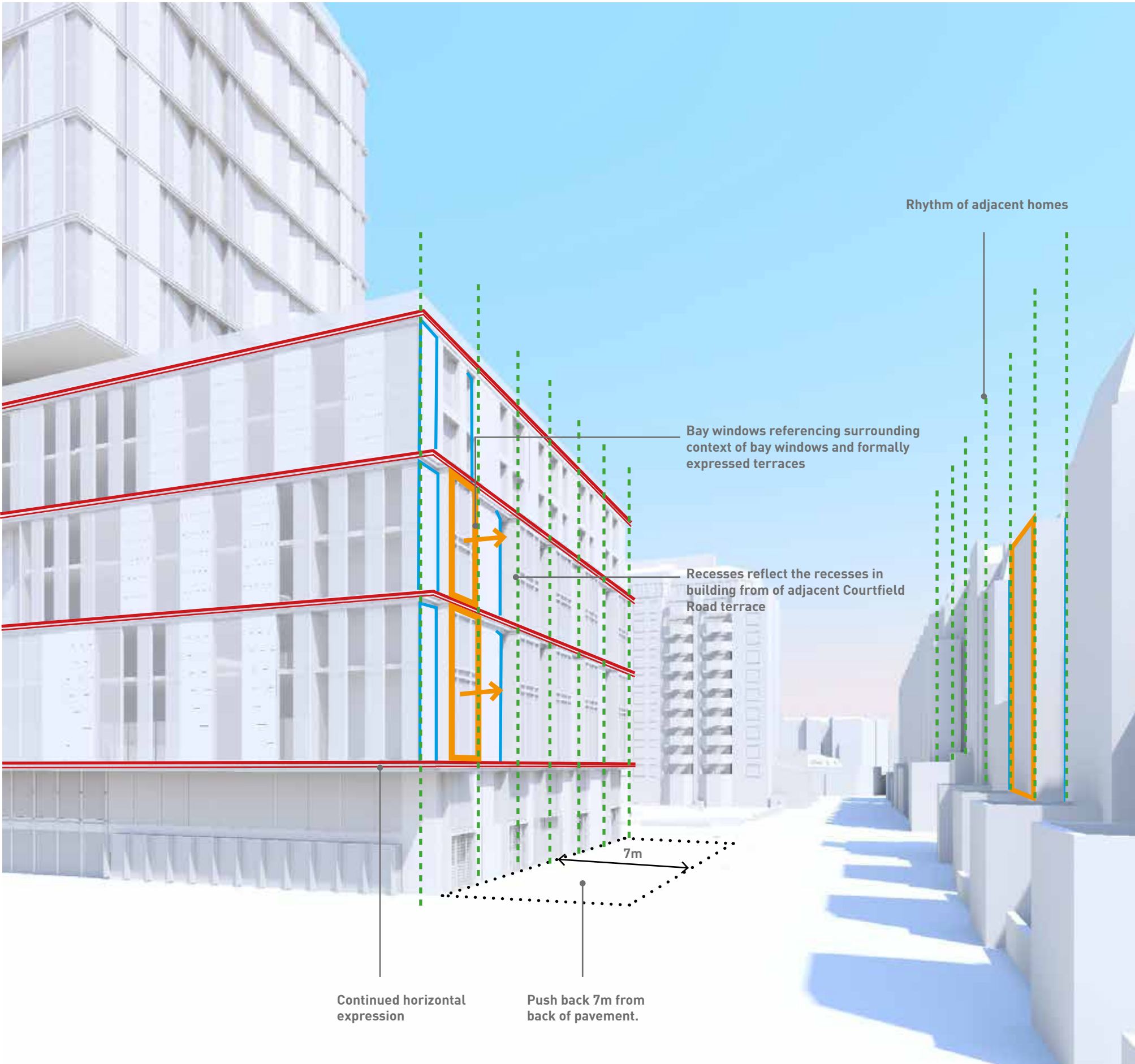


Fig 5. 88 Concept diagram explaining the key elements of the facade strategy for the Courtfield Road elevation