

case-study
london road
student accommodation
brighton

majestic

TM

generix natural stone rainscreen cladding

oed

Brighton's London Road is at the heart of a vibrant and historic area.

Built to house Brighton's booming middle-classes in the early 1800s, it soon became a busy high street and by the 1930s department stores and supermarkets marked it as a major shopping destination.

After a slump in the 1980s the high street names vanished but the Georgian terraces are still there, and today residents buzz round a mishmash of independent shops, cafes and galleries.

While the locals take pride in London Road's rebirth as a home to smaller retailers, they are also fiercely proud of the area's grand heritage.

So the Abacus development which sought to regenerate a site including the old Co-Op - a once majestic building dating back to London Road's golden age in the 1930s - met a strong reaction from traders and residents as well as planners.

Toby Lechler of the project's lead architects **O'Connell East (OEA)** explained:

"Early designs sought to demolish the Co-Op entirely but that was rejected by heritage experts, and residents turned out to be fiercely protective of the building, so as a compromise it was agreed to retain the principle facade on London Road.

"It was the right decision," said Toby, "because among all the independent shops it offers a unified façade that sweeps down London Road."

The £15m project was built behind and alongside the front of the Co-Op building, extending beyond its original footprint to house 351 students and five retail units.

cladding@taylor.maxwell.co.uk





“*The finished product looked fantastic: it worked well with the stone on the existing building and rejuvenated it.*”

/research

Because of the building's 'locally listed' status all external materials required Planning and Conservation Officer approval via planning condition to ensure quality and continuity with the retained façade.

Taylor Maxwell's generix light natural stone cladding panels were used for the ground and upper levels. Toby Lechler describes how the product was selected:

“We chose **generix light** early on because it uses a natural stone - as opposed to a manmade product - to work with the stone finish on the main Co-Op façade. Also we were going for a BREEAM excellent rating and it ticked the box on the A+ rating.

“Once we contacted **TM** they reacted quickly: they brought a sizeable sample panel to the office; they were quick to provide standard details in CAD files which was crucial for us to be able to develop our own details; and they made themselves available to attend meetings.

“But the key thing was that they constructed a sample panel onsite for the planning and conservation officer: it was about 2m high, and incorporated key details complementing the design of the retained façade so the conservation officer could see how it would look. That was instrumental in gaining planning approval.”

/guide

Once planning consent was secured, **TM** collaborated closely with the architects and other project partners on the details of the installation, as Toby Lechler reports:

“Part of the challenge of the stone cladding was that there were a variety of different sub-strates that the panels were being attached to: sometimes it was a blockwork wall, SIPs panels, sometimes it was part of the existing building. It had to be quite versatile to accommodate the various sub-strates that were there.”

“It was really useful for us and the sub-contractor to be able to bounce ideas off the **TM** guys when it came to fixing the panels to the various sub-strates.”

/provide

After all the preparations, comes the critical business at the end of the project. How did the installation work out in practice?

“The finished product looked fantastic: it worked well with the stone on the existing building and rejuvenated it. The sub-contractor executed the installation very well, they did a great job, and **TM** worked closely with them.” reported Toby Lechler.

And he was equally happy with the overall service provided to **O’Connell East Architects** by **TM**:

“They were impressive - very helpful and ready to respond.

“Sometimes you have to chase suppliers, but Taylor Maxwell were very good at reacting fast. They were aware of the tight programme and made things happen quickly.”

TM / TAYLOR MAXWELL[®]
The mark of choice.



taylormaxwell.co.uk/facades

feeling inspired? contact your nearest facades solutions provider

Taylor Maxwell Glasgow
3000 Academy Park, Gower Street, Glasgow, G51 1PR
T: 0141 418 0300 F: 0141 418 0500

Taylor Maxwell Edinburgh
1a Clerk Street, Loanhead, Edinburgh, EH20 9DP
T: 0131 448 2020 F: 0131 448 2720

Taylor Maxwell North East
Unit 16, Bankside, The Watermark, Gateshead, NE11 9SY
T: 0191 460 4736 F: 0191 461 1115

Taylor Maxwell Leeds
Unit 1 Bramley Grange, Skeltons Lane, Leeds LS14 3DW
T: 0113 204 3220 F: 0113 204 3225

Taylor Maxwell Manchester
Carlton House, 18 Albert Square, Manchester, M2 5PE
T: 0161 832 5213 F: 0161 832 0926

Taylor Maxwell Nottingham
9 The Triangle, Enterprise Way, ng2 Business Park, Nottingham NG2 1AE
T: 0115 969 9351 F: 0115 986 1940

Taylor Maxwell Birmingham
6080 Knights Court, Solihull Parkway, Birmingham Business Park, B37 7WY
T: 0121 329 1440 F: 0121 779 5593

Taylor Maxwell Cardiff
13 Cathedral Road, Cardiff, CF11 9HA
T: 02920 374 545 F: 02920 238 542

Taylor Maxwell Bristol
Taylor Maxwell House, The Promenade, Clifton, Bristol, BS8 3NW
T: 0117 923 7083 F: 0117 973 8255

Taylor Maxwell Theale
The Hop Store, Unit 6, Brewery Court, Theale, RG7 5AJ
T: 0118 930 6888 F: 0118 930 2888

Taylor Maxwell Barnet
Cosmo House, 53 Wood Street, Barnet, EN5 4BS
T: 0208 440 0551 F: 0208 440 0552

Taylor Maxwell Witham
The Matchyns, Rivenhall End, Witham, CM8 3HA
T: 01376 515 055 F: 01376 515 066
Taylor Maxwell Leatherhead
Ashcombe House, 5 The Crescent, Leatherhead, Surrey KT22 8DY
T: 01372 388 366 F: 0118 930 2888

Taylor Maxwell Winchester
Winchester House, Basingstoke Road, Kings Worthy, Winchester, SO23 7QF
T: 01962 718 240 F: 01962 715 983

Vobster Cast Stone Co. Ltd.
Newbury Works, Coleford, Radstock, BA3 5RX
T: 01373 812 441 F: 01373 813 384



Taylor Maxwell House
The Promenade
Clifton
Bristol BS8 3NW

T: 0117 973 7888
E: info@taylor.maxwell.co.uk