

**CASE STUDY**

## Fitzroy Place, Fitzrovia

**Mixed use development comprises:**

- 289 Homes
- 230,000 sq ft office space
- 20,000 sq ft retail space
- Public square
- Restored Grade II Listed Fitzrovia Chapel
- UK Roofing Award winner for The Mastic Asphalt/Hot Melt Category 2017

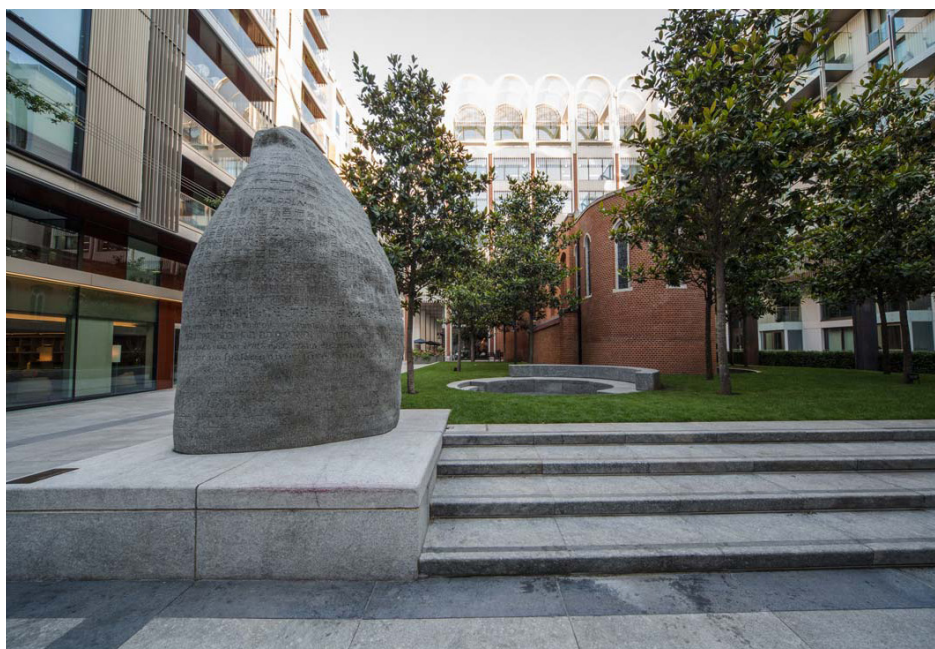
**Radmat Building Products** were contracted by specialist building envelope contractor **Prater** to provide a waterproofing, hot melt and insulating package to accompany the 3-acre site development from the top floor to beneath the pavement areas. Radmat's **PermaQuik 6100** and **ProTherm insulation** were chosen for their ease of use, versatility and BBA Certification.

- Integration of Middlesex Hospital facade
- Careful restoration of Chapel on site
- PQ6100 ensures all decks, roofs, balconies and terraces are watertight, guaranteed.

**RADMAT PRODUCTS:**

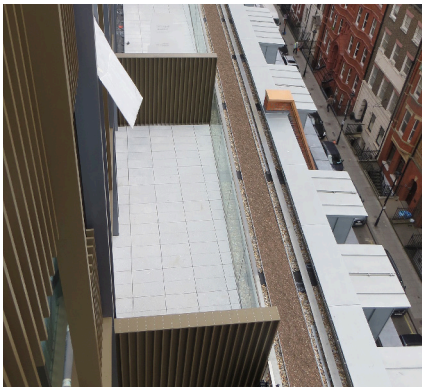
PermaQuik PQ6100  
ProTherm G Insulation  
Texsa Protection sheet  
ProTherm XENERGY MK Filter  
Sheet/Waterflow Reducing Layer  
MedO D25 Green Roof System

**ARCHITECTS:** Sheppard  
Robson/ Lifschutz Davidson





Based in one of the most prestigious areas of London, in the heart of Fitzrovia, and a few minutes walk from the likes of Mayfair, Soho, Marylebone and Oxford Street, Fitzroy Place fits perfectly into the surrounding environment with its 235 private apartments as well as two office buildings and restaurants, integrated within the beautiful facade of the old Middlesex Hospital. The £200 million development aims to incorporate both the work and play aspects of London life into the community, while preserving the heritage of the area, hence the beautifully preserved and restored chapel which sits in the middle of a stunning landscaped communal square.



Built on the grounds of the former Middlesex Hospital, the new buildings on the site were developed concurrently, which made the project challenging from a logistics perspective especially when it came to the distribution of materials to reach areas such as the balconies on the residential buildings. This, for example, involved the use of hoists through floors where internal finishes were being installed.

Access was particularly limited on the roof, with the team often working in tight spaces. With the speed of build, design details had to be developed to accommodate the requirements of a changing and fluid programme and complex sequencing with other contractors was required throughout the project duration.

**PermaQuik 6100 Hot Melt Monolithic Membrane** was the waterproofing system of choice. This one-part, hot applied, seamless rubberised self-healing membrane is UK-manufactured from bitumen, natural rubbers, and a blend of polymers. It is BBA Certified for 'lifetime of the building' in protected (inverted) roof application, including green roofs.

Installed from the concrete decks, green roofs on the residential buildings, balconies and under the pavement terraces its durability and flexibility will ensure the buildings remain leak free. **ProTherm insulation** was installed directly over the PermaQuik and protection sheet on the balcony areas to ensure the U-values were met.

The Fitzrovia Chapel - the Grade II\* listed chapel, is located within the Fitzroy Place development on the site of the former Middlesex Hospital. The chapel, which is used by the community, has been preserved and extensively restored. The extension featuring the roof area links it with the new building. As the roof is overlooked the green roof detail has been installed to improve aesthetics and provide biodiversity.

The end result is a stunning set of residential, commercial and retail spaces with the public space positioned as a calm oasis to link them all together. Guaranteed to last the lifetime of the building, PermaQuik 6100 will ensure the project will remain so.

