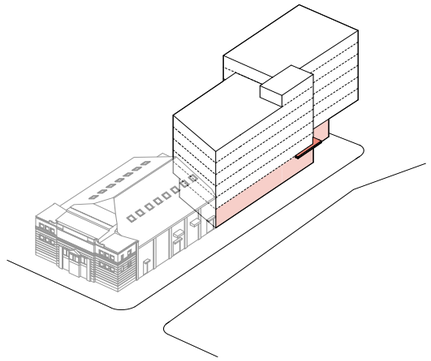
DESIGN DEVELOPMENT

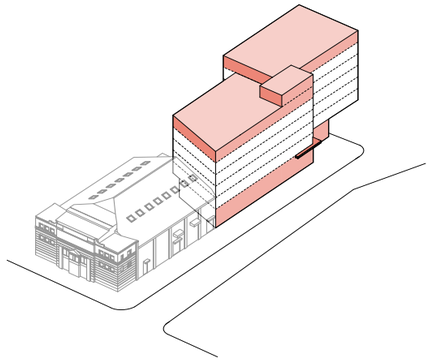
4.18 The Transition Building Design Principles

Massing Development

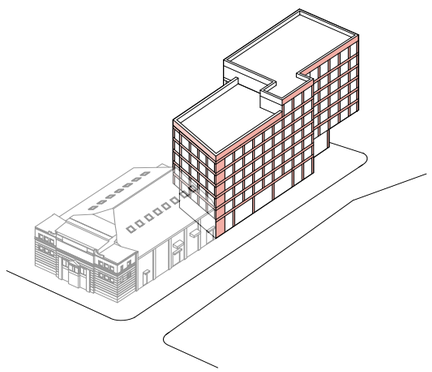
In order to adapt to urban surroundings, the massing in this location steps up, thereby connecting Manor Parade to the heart of the scheme.



INCREASE IN HEIGHT AT BASE TO ACCOMMODATE COMMERCIAL OFFERING



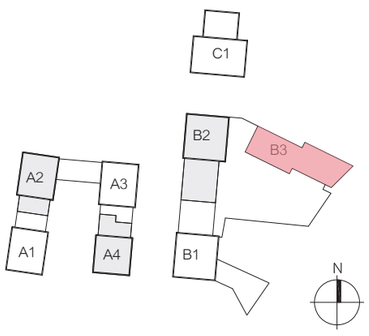
CREATE VERTICAL HIERARCHY BY DEFINING A BASE AND CROWN



APPLY A GRID TO UNIFY HIERARCHY

DEFINE THE ENTRANCES TO THE BUILDING USING FURTHER ARTICULATION TO THE GRID

KEY PLAN

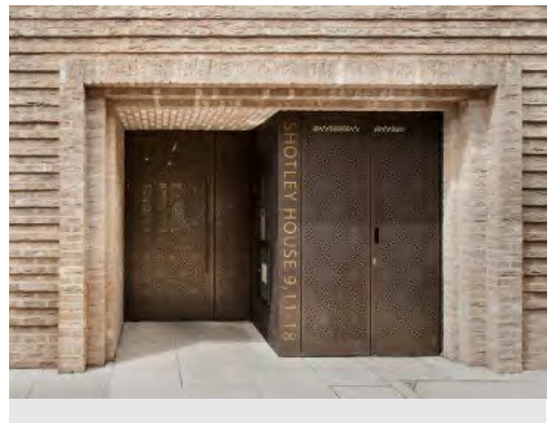


ST ANSELM'S

REFERENCE IMAGES

STRONG REPETITIVE GRID REFERRING TO INDUSTRIAL HERITAGE

DIFFERENT ARTICULATION TO MAIN, ESTABLISHED STREET FRONTAGE



CLEAR DEFINITION OF LIMITED ENTRANCES MATERIAL PALETTE

VARIED MATERIAL PALETTE

DESIGN DEVELOPMENT

4.19 The “Human Scale” elevation treatment approach - Central Heart

FIG 5.58 - ELEVATION OF BLOCK B LOOKING EAST FROM THE CENTRAL HEART

Development of Ground Floor Entrances

The proposal aims to create a secondary layer to ground the building at human scale and demarcate the commercial uses and residential entrances.

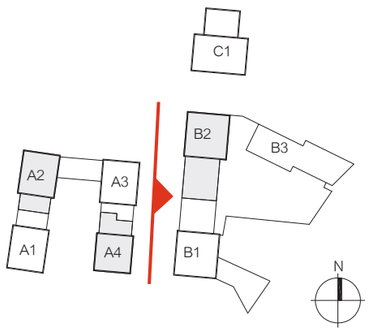
This secondary layer is designed to be subservient to the primary grid expressed by brick piers by using large glazing panels and ‘floating frames’.

KEY

RESIDENTIAL ENTRANCES

INDICATIVE COMMERCIAL ENTRANCES

KEY PLAN



Residential Entrance

FIG. 4.53 - RESIDENTIAL ENTRANCES

Commercial Frontage

FIG. 5.60 - INDICATIVE COMMERCIAL ENTRANCE

DESIGN DEVELOPMENT

4.19 The “Human Scale” elevation treatment approach - Central Heart

FIG 4.55 - LOOKING SOUTHEAST TOWARD BUILDING B1 ENTRANCE

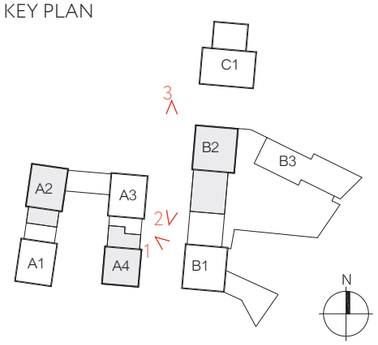
This view illustrates the residential entrance to the building next to the commercial entrance. The residential entrance is differentiated using a projecting surround and canopy at a higher level. The entrance is further emphasised by the wider opening.

FIG 4.56 - LOOKING NORTH EAST FROM THE CENTRAL HEART

This view illustrates the commercial signage zone to building frontages and bus stop signage to the link blocks.

FIG 4.57 - LOOKING SOUTH TOWARDS THE CENTRAL HEART

KEY PLAN



DESIGN DEVELOPMENT

4.19 The “Human Scale” elevation treatment approach - St. Anselm’s Approach

FRONT ELEVATION OF THE TRANSITION BUILDING LOOKING SOUTH WEST

Development of Ground Floor Entrances

The location of St Anselm’s requires a slightly different treatment. The proposal references the industrial heritage of the site by incorporating a rigid grid, which is disrupted at ground to allow adequate residential entrances, commercial frontages and ancillary access.

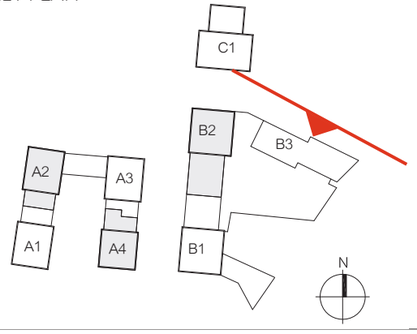
The residential entrance uses a projecting external canopy visible from the end of the mews street. Bus stop signage helps to demarcate the commercial entrances.

KEY

RESIDENTIAL ENTRANCES

INDICATIVE NON RESIDENTIAL ENTRANCES

KEY PLAN



Residential Entrance

FIG. 4.58 - RESIDENTIAL ENTRANCE

Commercial Frontage

FIG. 4.59 - INDICATIVE COMMERCIAL ENTRANCE

DESIGN DEVELOPMENT

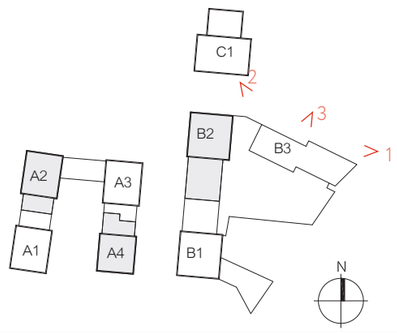
4.19 The “Human Scale” elevation treatment approach - St. Anselm’s Approach

FIG 4.60 - VIEW FROM THE NEW ROAD

FIG 4.61 - VIEW LOOKING SOUTH EAST OF THE TRANSITION BLOCK. THE WIDENED STREET IS ACTIVATED BY RESIDENTIAL ENTRANCES AND COMMERCIAL FRONTAGES

FIG 4.62 - VIEW OF THE PARKING ENTRANCE/ EXIT ADJACENT TO A RESIDENTIAL ENTRANCE

KEY PLAN



DESIGN DEVELOPMENT

4.20 Material and Depths

Introduction

The material palette is representative of the uses of the existing and emerging site context. While responding to the surrounding context the proposal also uses the colours to differentiate individual buildings in order to break down the scale and massing of the scheme. The scheme is unified by the use of the following principles; deep window reveals, a layered facade to create depth and a strong repetitive grid throughout the scheme.

A rich red brick to reference the industrial heritage of the site and help visually ground the buildings.

In contrast to the red brick, a lighter buff brick is chosen to emphasise the height of the taller towers.

A grey brick is a contrast between the light and the red brick which reinforces the subservience of these buildings.

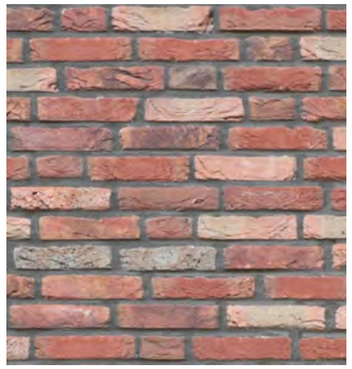
Additionally, specific colours to the metal elements have been selected to compliment the three brick types.

We have also used Glassfibre Reinforced Concrete (GRC) precast elements selectively to accentuate building entrances and reinforce proportions.

FIG 4.63 - MATERIAL PALETTE AS VIEWED FROM THE PUBLIC PARKING AREA NEXT TO BLOCK C1

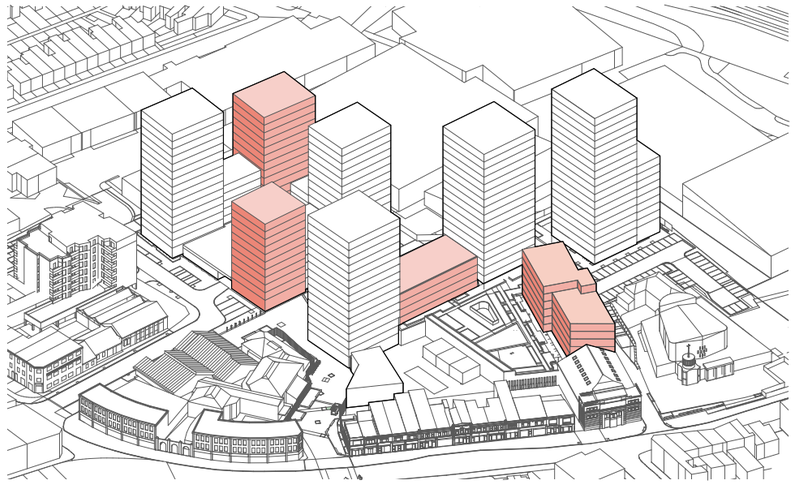
DESIGN DEVELOPMENT

4.20.1 Material and Depths - Main facing brickwork



RED BRICK

A rich red brick to reference the industrial heritage of the site and help visually ground the buildings.

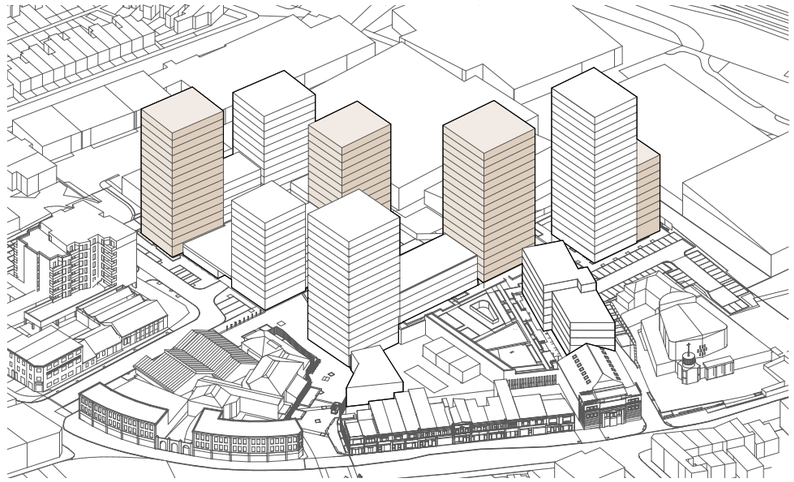


RED BRICK - HEAVY AND GROUNDING

STRONG REPETITIVE GRID

BUFF BRICK

In contrast to the red brick, a lighter buff brick is chosen to emphasise the height of the taller towers.

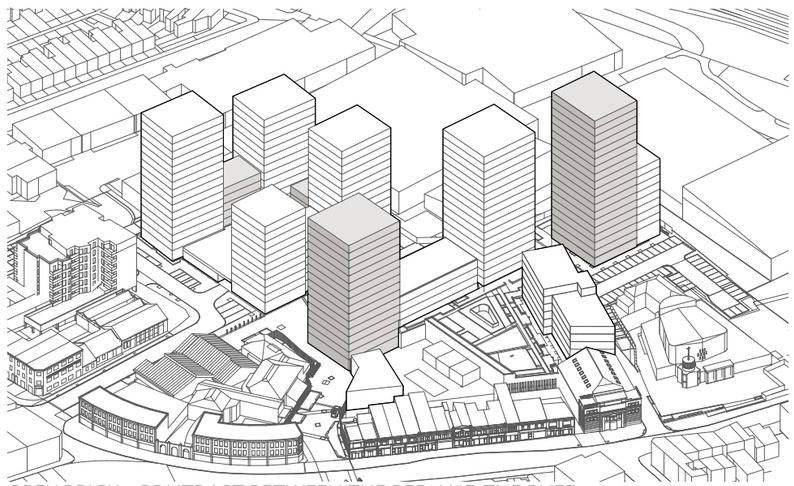


BUFF BRICK - LIGHTER TONE TO EMPHASISE HEIGHT

SIMPLE GRID WITH DEEP REVEALS

GREY BRICK

A grey brick provides a contrast between the light and the red brick which reinforces the subservience of these buildings.



GREY BRICK - CONTRAST BETWEEN THE RED AND THE BUFF

MULTIPLE LAYERS TO THE FACADES

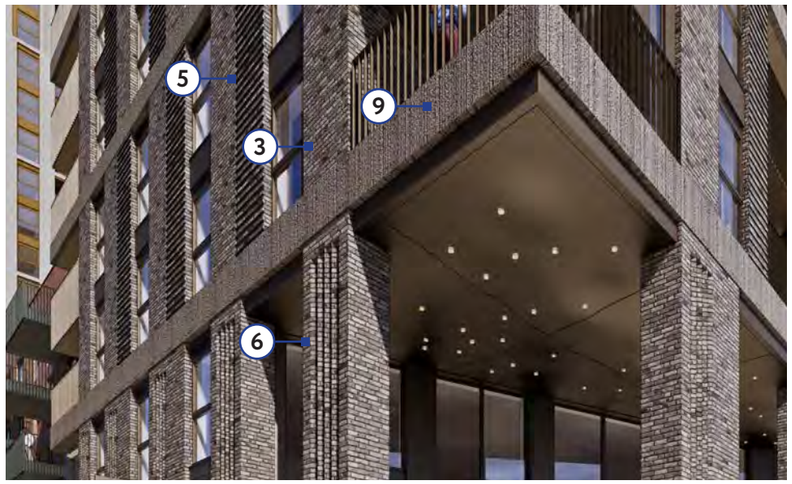
DESIGN DEVELOPMENT

4.20.2 Material and Depths - Material Palette

RED BRICK WITH DARK GREY PPC METAL

BUFF BRICK WITH DARK BRONZE PPC METAL

GREY BRICK WITH MID GREY PPC METAL



Proposed Material Palette

Main facing brickwork
1. Red brick – stretcher bond
2. Buff brick – stretcher bond
3. Grey brick – stretcher bond

Feature brickwork
4. Vertical stack bond – to match main facing brick
5. Projecting feature brickwork – to match main facing brick
6. Vertical 'Sawtooth' feature brickwork – to match main facing brick
7. Vertical recessed brick channel to match main facing brick

Glassfibre Reinforced Concrete
8. Off-white smooth faced
9. Light grey drag faced

Metal Work

A Specific colour has been selected to compliment each brick type as listed below:
- Dark grey with red brick
- Dark bronze with buff brick
- Mid-grey with grey brick

DESIGN DEVELOPMENT

4.20.3 Material and Depths - Motifs

Development of Perforated facade motif

In an attempt to tie in the brand identity of Peabody with the local culture of the area we have discovered Phulkari. Which is an embroidery technique from the Punjab region of the Indian subcontinent, translating literally to mean flower work, which was at one time used as the word for embroidery.

By taking the Peabody logo (which lends itself to a floral pattern) and using it to develop a geometric pattern. We have created a contemporary brand identity whilst maintaining respect for the local community.

Such motif can be applied to selected locations such as building entrances or prominent frontages to add character and visual interest at the human scale.

FIG 4.64 - LOGO IS COPIED AND REPEATED TO CREATE A DELICATE PATTERN

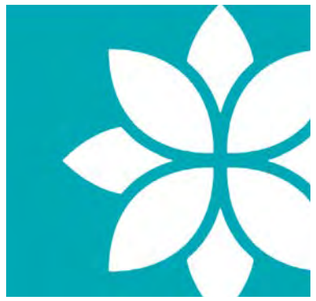


FIG 4.65 - LOGO IS ADOPTED INTO A CONVENTIONAL GRID TO CREATE AN INTRICATE PATTERN

FIG 4.66 - EXAMPLE OF PHULKARI

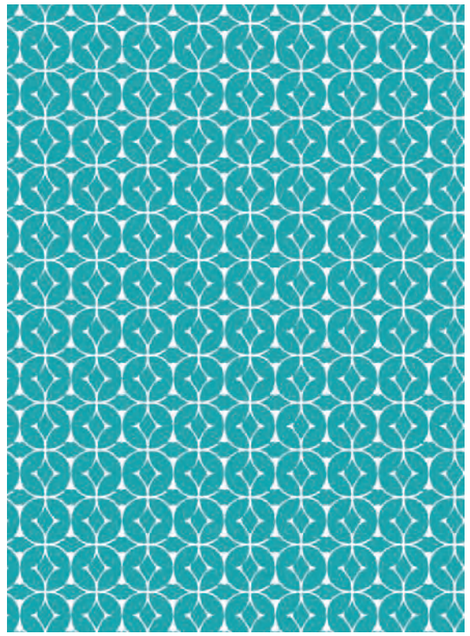


FIG 4.67 - INDICATIVE CONTEMPORARY PATTERN DESIGN INSPIRED BY THE PEABODY LOGO

FIG 4.68 - APPLIED AS A SCREEN DOOR IN AREAS TO HIGHLIGHT KEY LOCATIONS

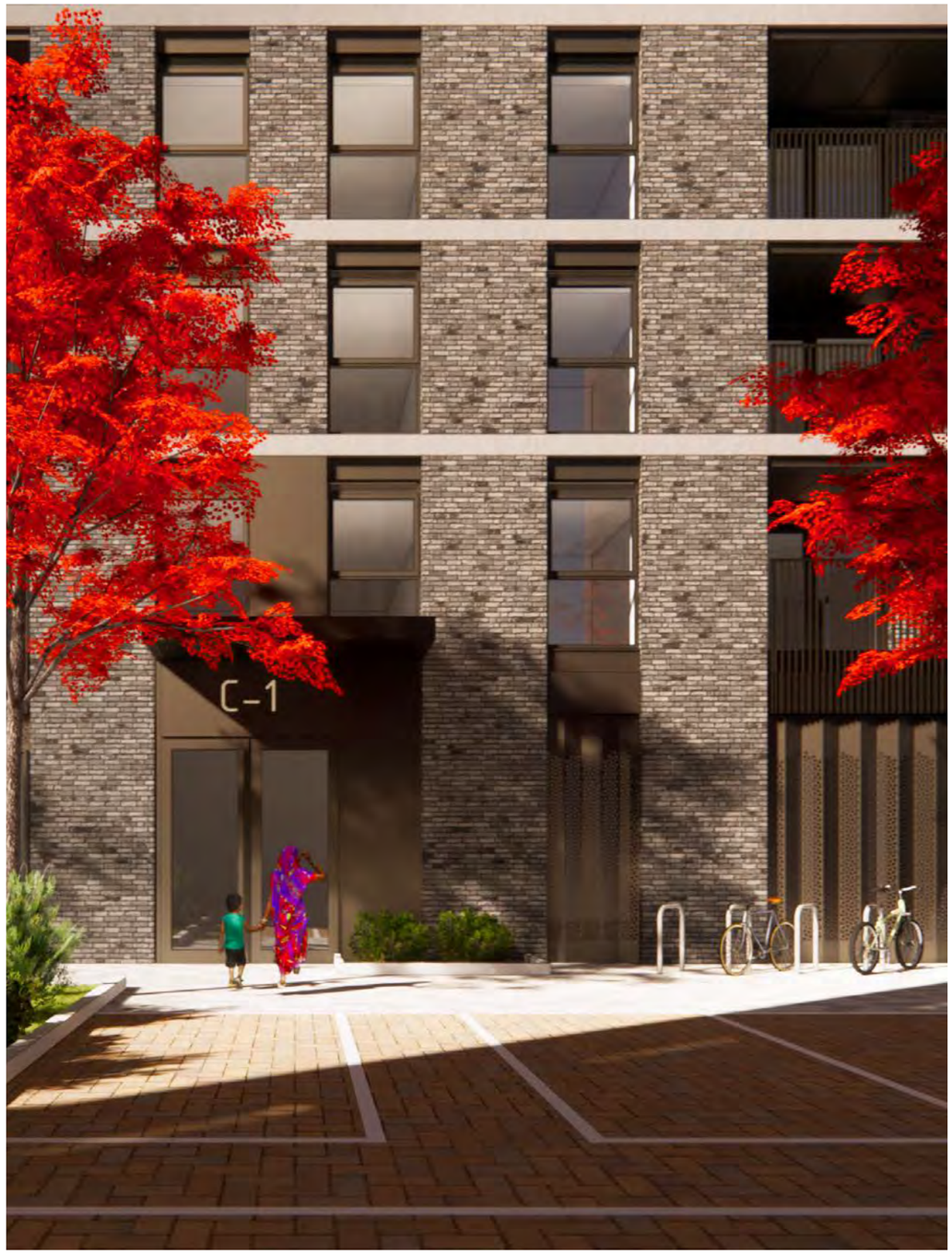


FIG 4.69 - MOTIF IS APPLIED AS A SCREEN TO BEAUTIFY ACCESS TO THE ANCILLARY SPACE ON PROMINENT BUILDING FRONTAGE