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## 3.0 Design Response





STABLES

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T

TEL:  
(01298) 871 435

LF  
EURO 6

No Parking  
Zone

OPEN  
7 DAYS  
A WEEK



### 3.1 Masterplan Principles

#### ACCESS & CONNECTIVITY

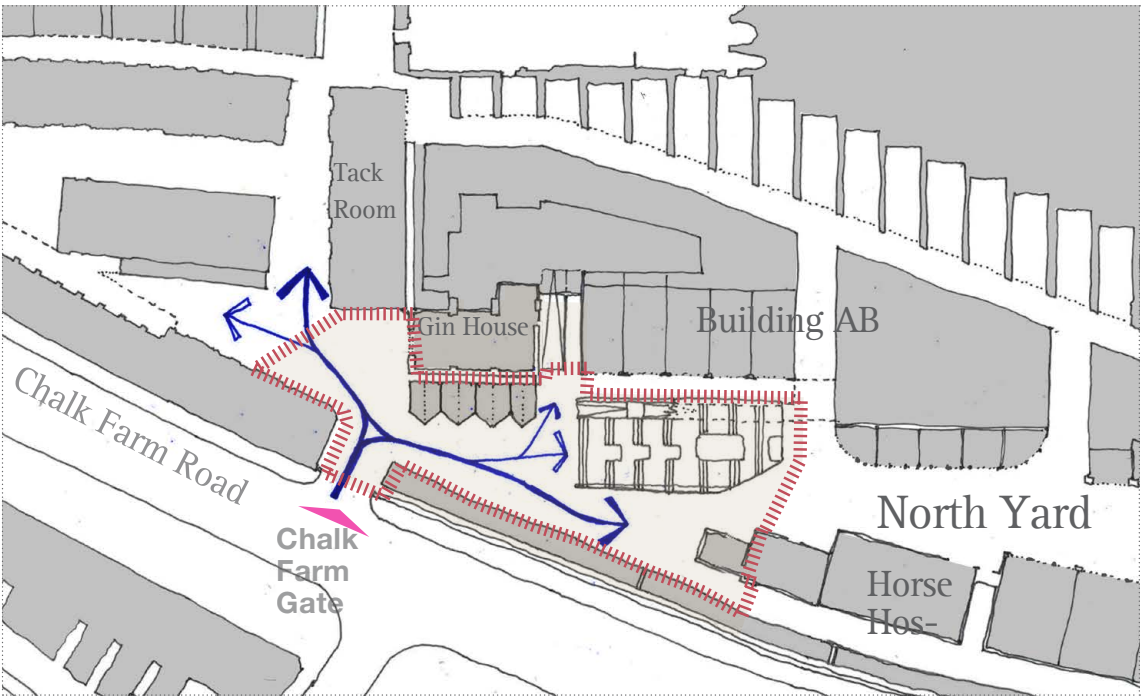
The adjacent diagram highlights connections to the wider context and key points of access to the site.

As indicated on the diagram, the proposed stalls are set within close proximity to one of the market's main entrances from Chalk Farm Road, and a point of confluence for visitors moving towards North Yard or South past the Tack Room and Provender Store.



- Key Public Entrance
- Nodal Intersection point
- Pedestrian Route

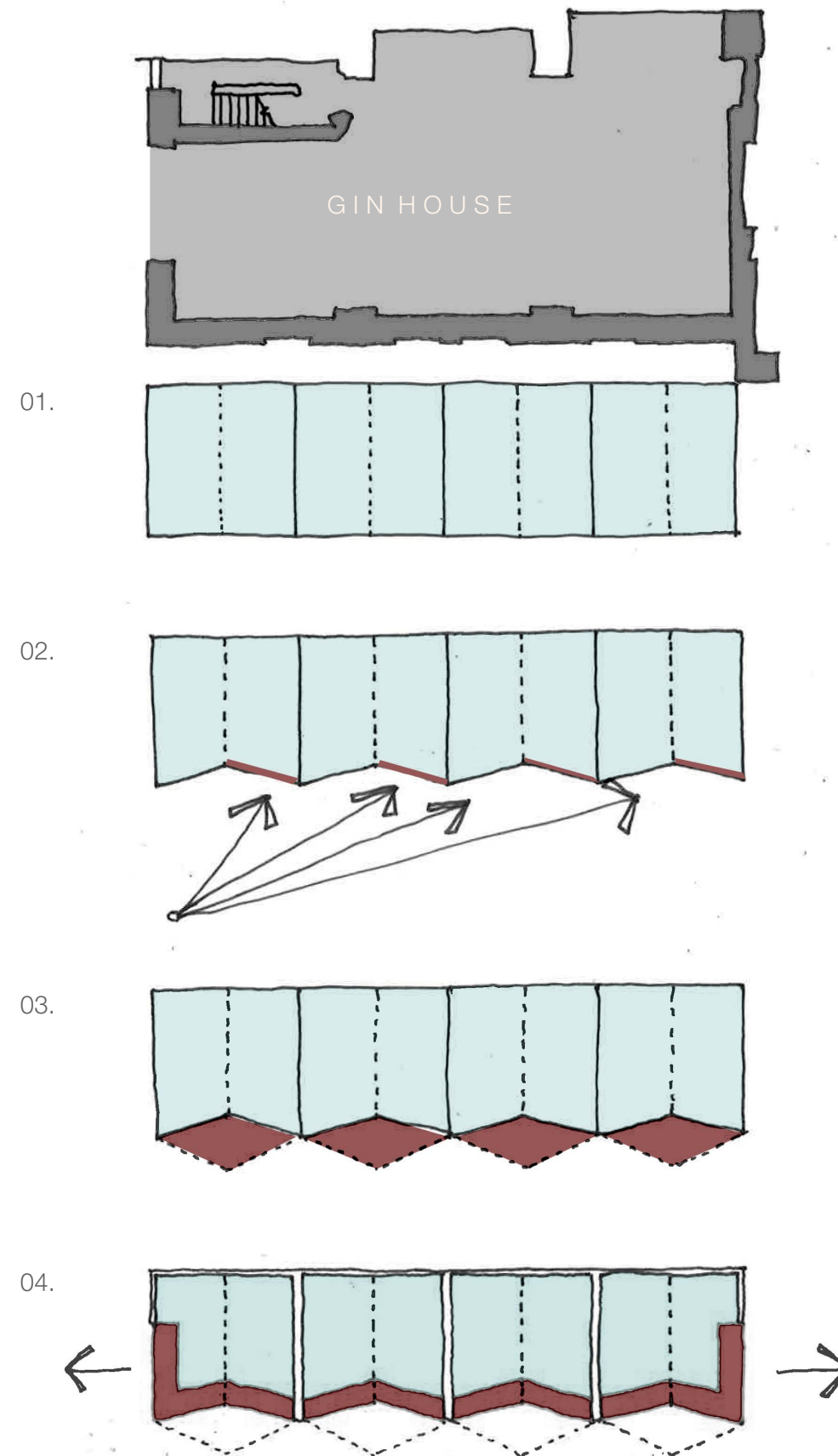
Access and connections diagram



Main Site Circulation

## 3.2 Plan Layout

- 01. Baseline scheme area, made up of 4 modules. Each module can be split into 2, creating the possibility of 8 units total.
- 02. Angled frontage promotes clearer views of the stalls from more common oblique angles.
- 03. Roof extends to create additional cover for areas of service.
- 04. End units gain additional counter top service to the sides, maximising functionality whilst opening up views of the corners.



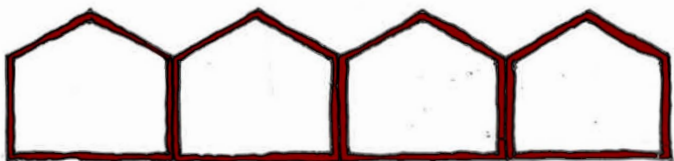
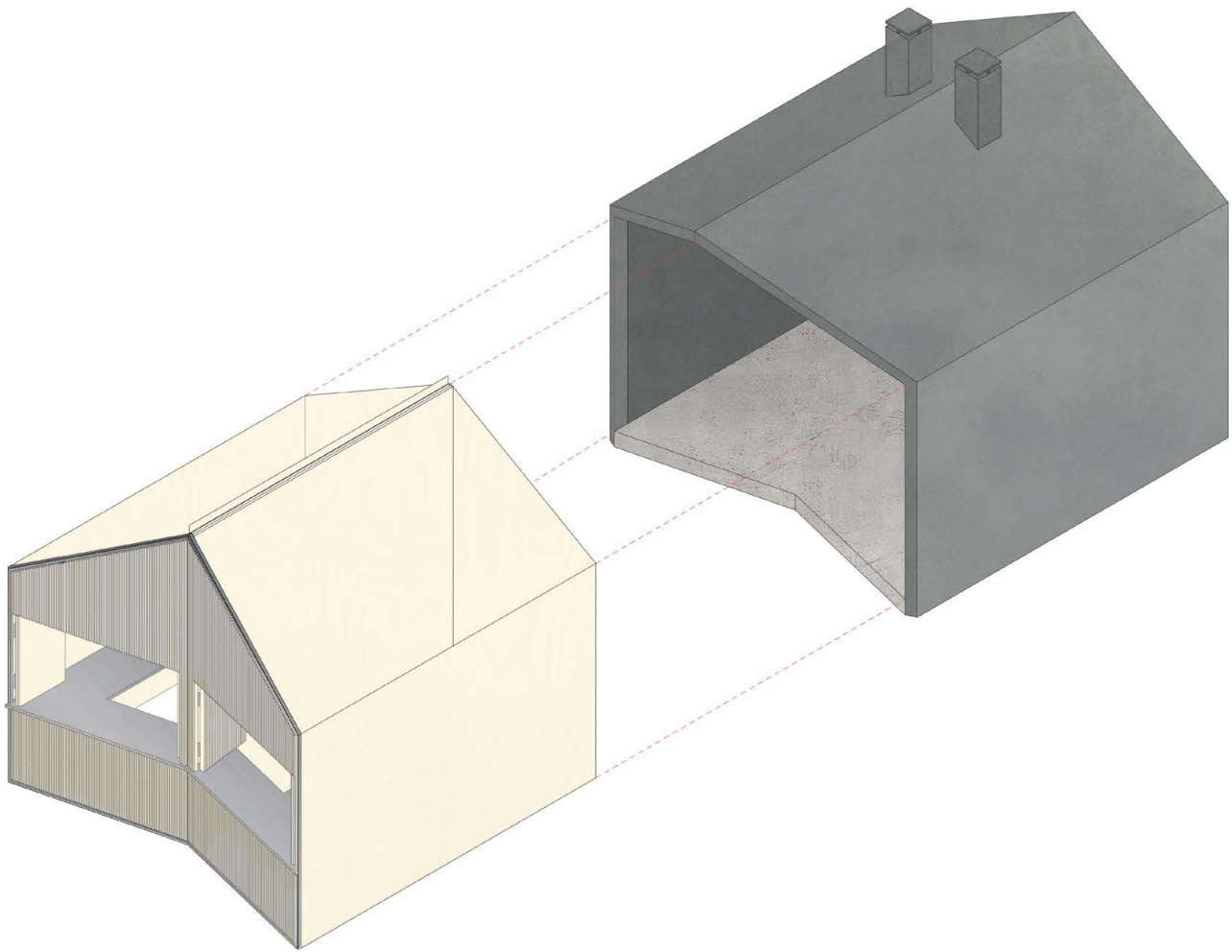
### 3.3 Conceptual Form

Each module can be read conceptually as a composition of three main elements; *'Outer shell'*, *'Inner Lining'* and *'Horizontal Opening'*.

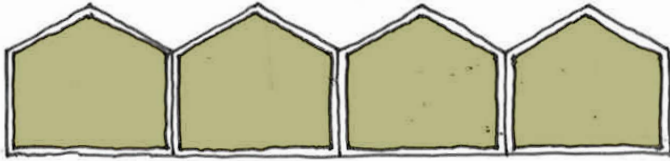
The outer shell wraps the exterior of the volume in robust painted sheet steel, with a simple pitched roof along the centre line.

The inner lining inserts itself as a visually softer plywood and painted timber finish, with the frontage folded inward along the centreline to provide a covered service area.

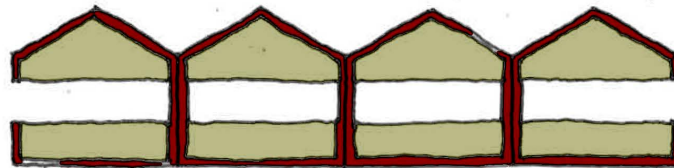
The horizontal opening represents a punctuation of the inner lining, to reveal the counter top and activity of the kitchen.



Outer Shell



Inner Lining



Horizontal Opening



## 3.4 Key Views

The articulation of the plan and volume relates to views of the stalls from three key positions on the site. These positions are determined by visual prominence in areas of high public footfall.

### Key View 01

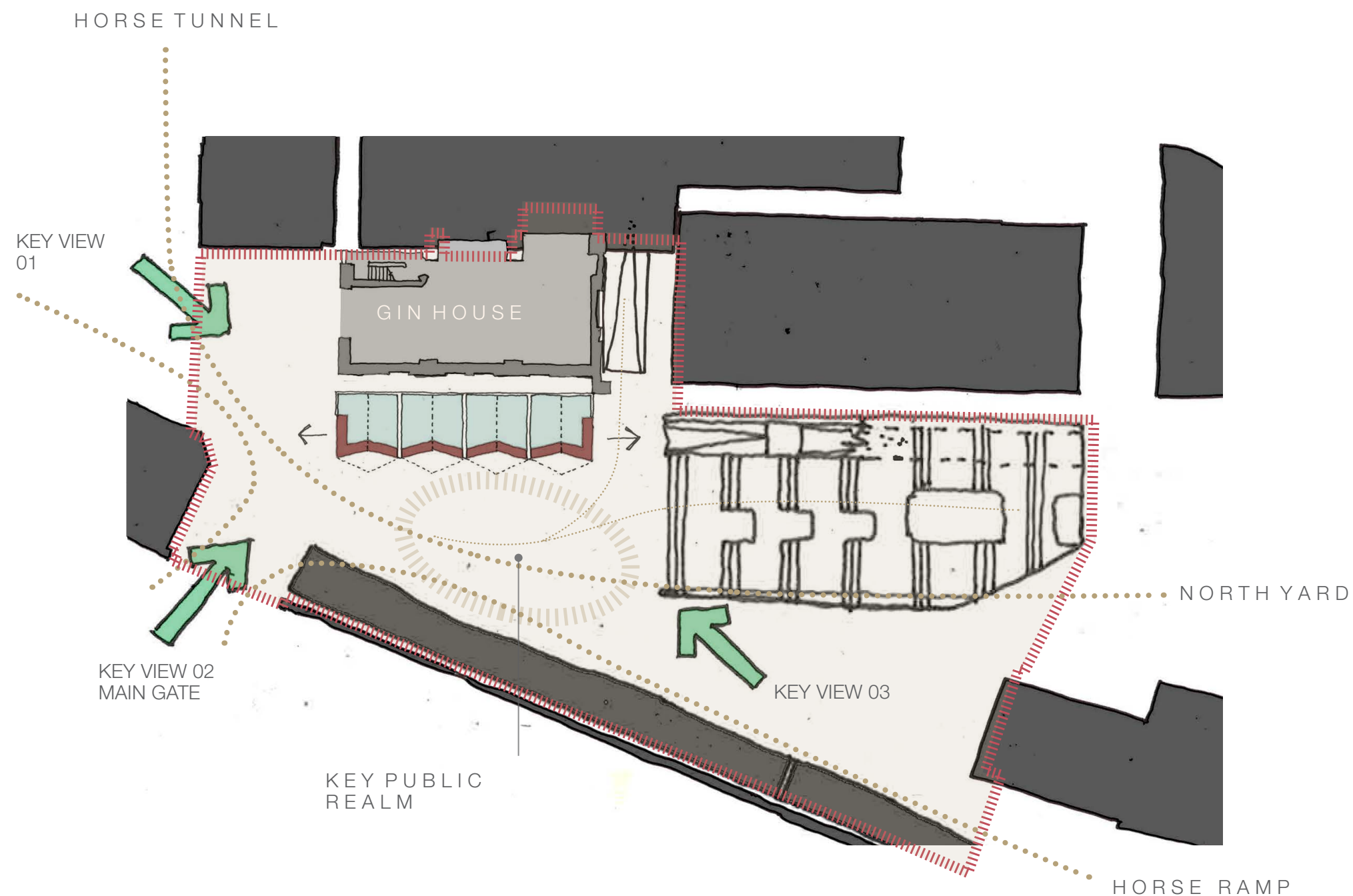
Firstly, visitors accessing the site from southern parts of the market will see the full side of the end unit. The horizontal punctuation of the unit serves to reveal display, signage and counter top serving, whilst minimising the visual impact of the corner.

### Key View 02

From the main gate, where visitors can first enter the market from Chalk Farm Road, the units take a prominent position in front of the historic Gin House. The combined units, stood side by side, can be identified as one volume, with four distinctive pitches and highly visible frontages.

### Key View 03

Visitors approaching the stalls from the North Yard also gain a view of the units in their entirety, along with the clearly defined volume of the Gin House behind.





01.



02.



03.

Model Photographs: Key Views