3 CONCEPT + DESIGN

3.1 DESIGN DEVELOPMENT

The final design has evolved through several stages and incarnations. The view along Hampshire Street of four stages in the design are shown opposite.

1. An initial design of five storeys, with a stepped facade along Hampshire Street. The material was brick, with zinc cladding on the top two storeys. The facade was broken up by recessed terraces, with balustrades in steel fins. On the ground floor, two commercial units, one either side of the residental entrance.

2. A later design of five storeys, with a straight facade along Hampshire Street, and the third and fourth floors set back from the front of the building.The material was brick; darker brick on the first three storeys, lighter on the two top storeys. The facade was broken up by recessed terraces, with the balustrades on the terraces to be glass. On the ground floor, four commercial units flanked the centrally positioned residential entrance, with two units accessed from Hampshire Street.

3. A further design of five storeys, with a stepped facade along Hampshire Street. The material was brick, with a lighter brick used on the top storey and in the expression of the terraces. The facade was broken up by recessed terraces, running the full width of the building, with glass balustrades. On the ground floor, three commercial units, two on the east and one on the west side of the residental entrance, highlighted by the light coloured canopy.

4. Final design stage; it was decided to reduce the scheme to four storeys to better match the scale of the neighbouring buildings, with a stepped facade along Hampshire Street. The material is brick, in keeping with the character of the area, with a lighter brick used on the top storey and in the framing of the recessed terraces, to accentuate the layered nature of the facade. The terraces run the full width of the building, with wrought iron balustrades styled after other wrought iron examples found in the local area. On the ground floor, three commercial units; two units on the east, and one on the west side of the residental entrance, which is highlighted by an expressed frame of limestone. The large single paned windows of the commercial units now replaced with a less contemporary style of fenestration that is more complimentary to the area's character.

1

2

3

4 Final Design

3.2 CONCEPT + MASSING

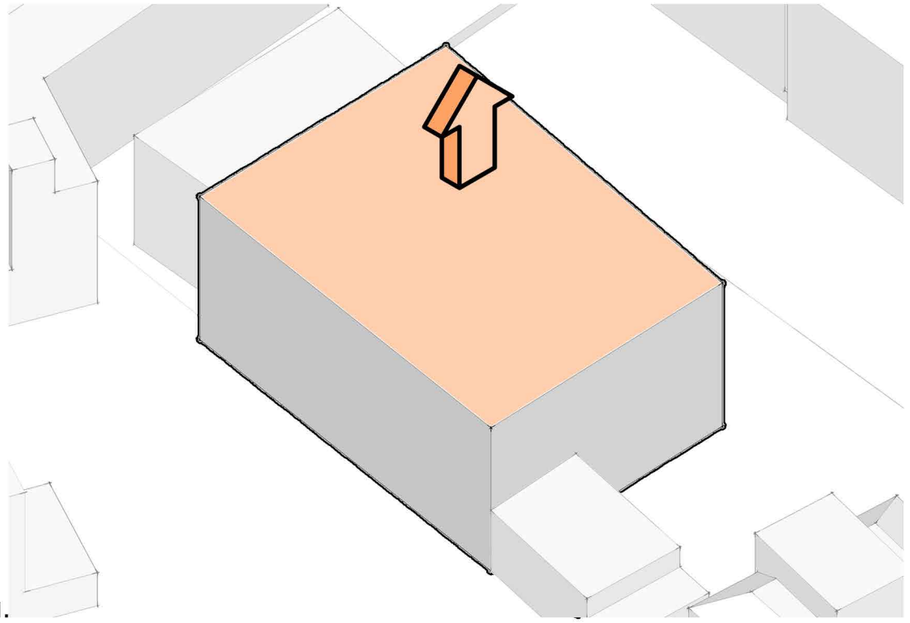
The development of the massing concept was conventional in nature; extrude the footprint of the site vertically by four storeys, then push the facade away from the street line at varied, staggered distances to help reduce the mass and visual impact of the building along Hampshire Street.

1. The footprint of the site extruded upwards to a height of four storeys

2. The top floor is reduced in size by lowering the mass at the front of the block, and along part of the perimeter, reducing its visual impact by stepping in and back at the top level.

3. The facade is stepped back to varying depths in order to respond to the unusual site boundary; these steps or bays break up the bulk of the building, further reducing its visual impact.

4. These bays are then recessed again, to frame windows on the top floor, and create terraces on the floors below.



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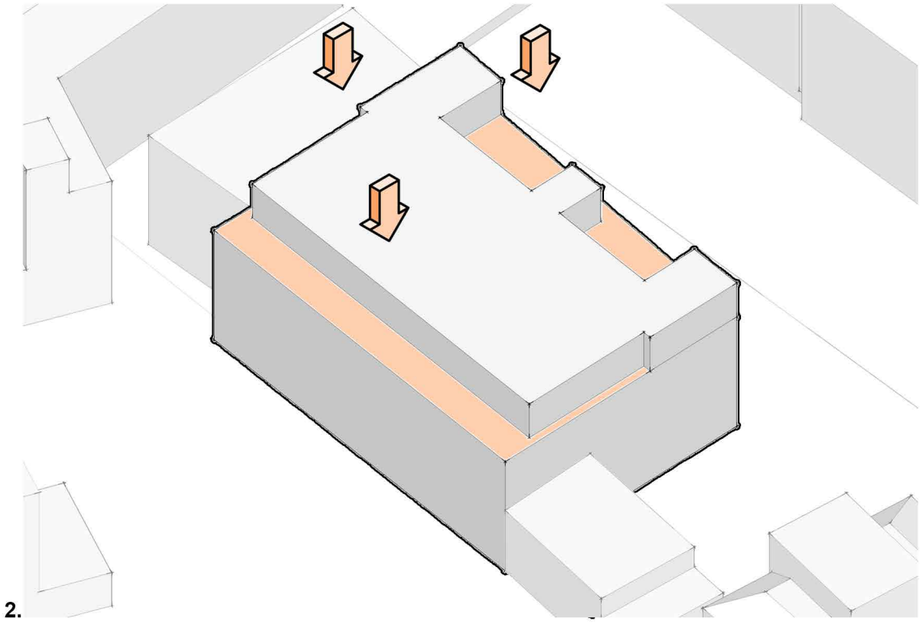

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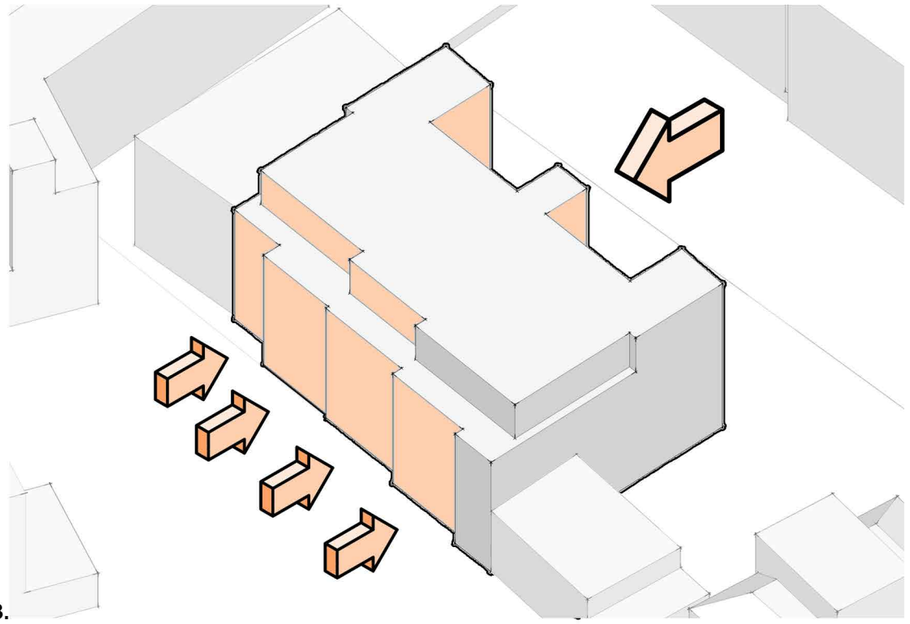

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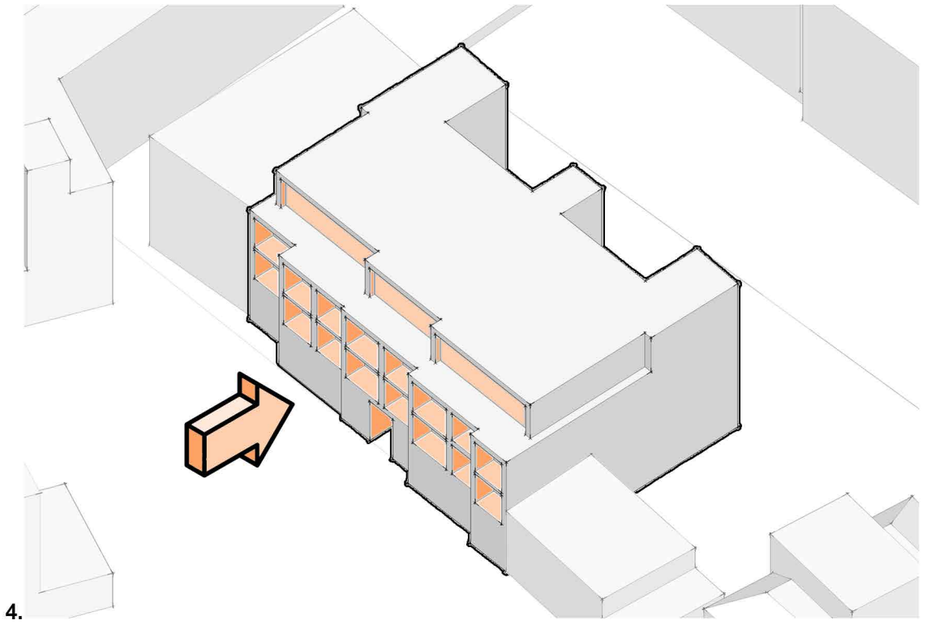


4.

3.3 FACADE CONCEPT

3.3.1 FRAMING + ARTICULATION

The mass of the proposed building is broken up and reduced in its visual impact by the treatment of the facade, breaking it into bays, then into framed sections, then into recessed and expressed components. The different uses of the building are articulated through material changes and the depth of the reveals and recesses.

1. The building facade steps back in a series of bays, keeping in line with the slanted site boundary. This setting back allows the first and last bays to be in line with the facades of the neighbouring buildings, and also breaks up the mass of the building into smaller sections, reducing it's visual impact on Hampshire Street.

2. The darker brick in the facade is expressed to the fore, and defines the edges and breaks of the bays, as well as subdividing some of the bays to create a semi-regular grid across the stepped facade. This grid frames the terrace openings on the upper floors, and the fenestration on the ground floor, and by breaking up the stepped facade into smaller regular sections, further reduces the visual impact of the facade itself.

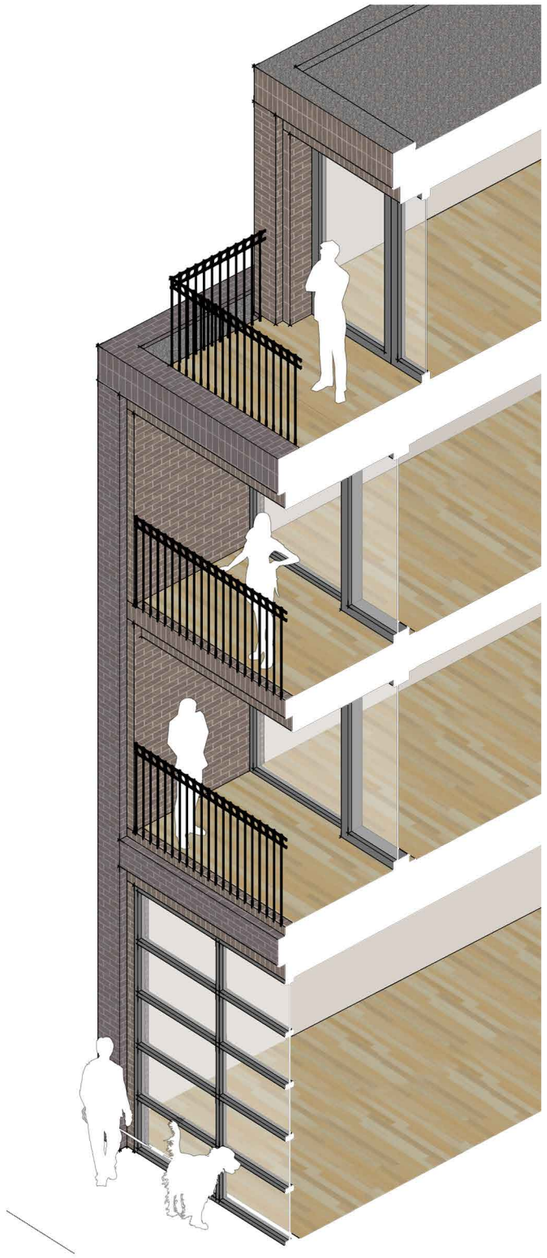
3. The lighter coloured brick is set back into the building facade, accentuating the frame of darker brick on the surface, giving a visual impression that the recesses have been carved out of the mass, particularly on the completely stepped back top floor. The lighter brick highlights and reinforces the grid and framing around the fenestration and terraces.

4. Framed by the set back lighter coloured brick previously mentioned, the deeper recesses in the facade are solely for the residential entrance and residential terraces. The depth of these recesses strengthen the impression of the building as being carved out of mass, and serve to clearly delineate the residential from the commercial, the ground floor unit fronts being flush with the light brick surround.

3.3.2 DEPTH, LAYERING + ARTICULATION

As previously shown, the bays step back away from the boundary line, across the elevation, giving an initial depth to the facade. Within this, the lighter brick is revealed as another set back frame, and the ground floor fenestration, and terrace railings above are flush with this layer. On the upper floors, there is a further layering of the facade with the recessed terraces and residential fenestration. On the top storey, there is again a set back brick frame around the windows, which are themselves set back from this frame.

This layering, from the outermost frame of dark brick, to the lighter brick reveal flush with ground floor windows and railings, to the depth of space for the terraces, to the deep set top floor windows, articluates the difference in the buildings uses, and further reinforces the idea of stepping away from the street front and site boundary line in order to reduce the buildings visual impact.

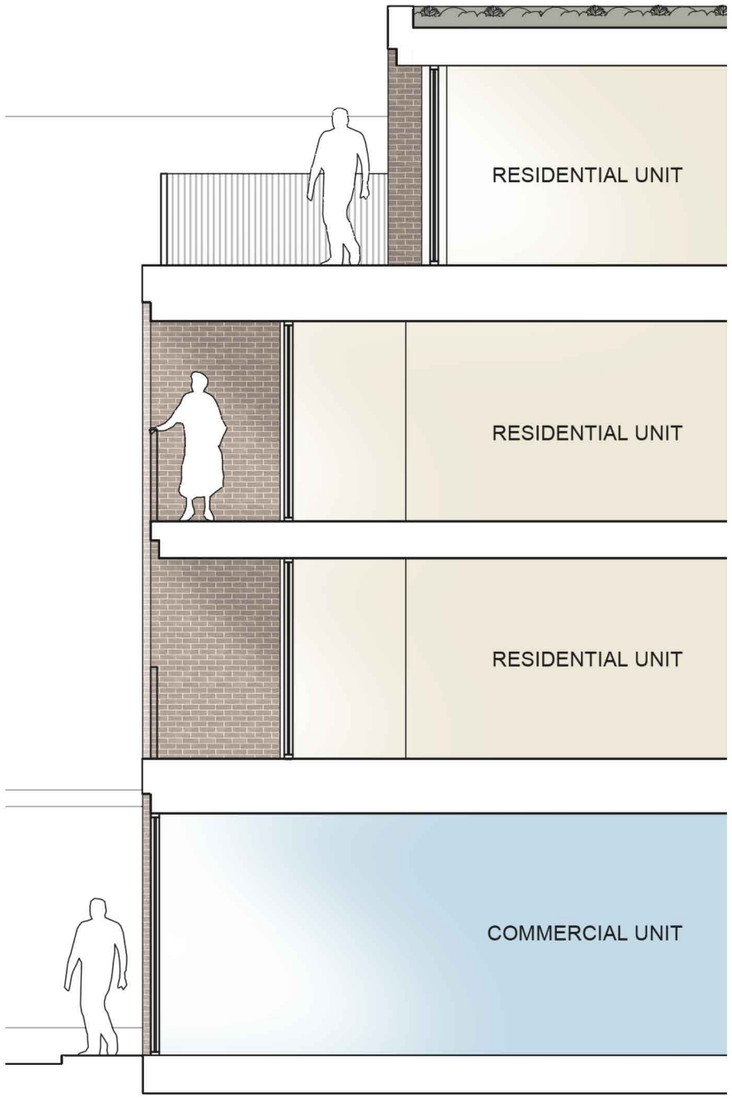


On the top floor, the facade is set furthest back from the street line, and the fenestration itself is set further back into the facade. This set-back reduces the visibility of the top floor from street level.

On the first and second floors, the terraces are framed by lighter brick, with which the railings sit flush.

Behind this the depth of the terrace itself is another recess into the building, where it meets the windows, closer to the street line than the floor above.

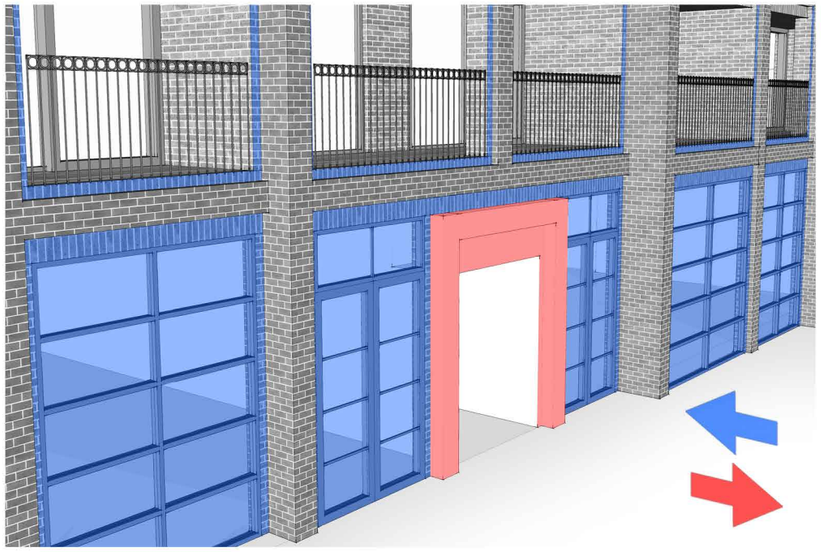
On the ground floor the commercial units are framed by the light brick, with which the fenestration sits flush, only just recessed from the street line, as this the active frontage, the public face of the building, accessible from the street.



3.3.3 ACTIVE FRONTAGES + ENTRANCE LEGIBILITY

The proposal has active frontage across the full width of the ground floor facade. Whereas the other openings on the front facade are recessed into the building, the fenestration and entrances to the three ground floor commercial units sit flush with the set back frame of lighter brick, visually marking them apart from the residential parts of the scheme, making them easily accessible from, and keeping a closer engagement with Hampshire Streettreet..

Each terrace and window is recessed, to a greater or lesser degree, from the face of the building; for the ground floor units the windows are only set back to be flush with the light brick reveal, visually distinguishing them from the deeper recesses in the facade for the residential areas, keeping the facade adjacent to the public space.



On the ground floor, the windows and doors of the commercial units are set back flush with the light brick reveal. To distinguish the residential entrance from the rest of the ground floor facade, the surround of the entrance is extruded out to the street line; a different visual language for a different function.

The residential entrance is further distinguished from the commercial frontage by the use of limestone for the surround and building signage; the brighter shade and differing texture demarcating this access point from the others on the ground floor.

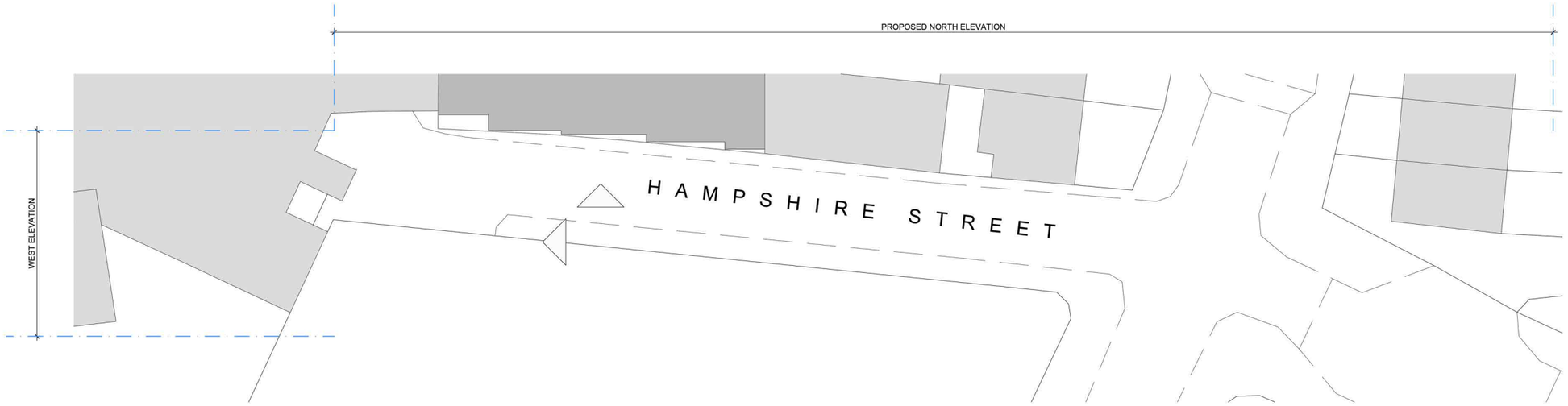
3.4 BUILDING HEIGHT ANALYSIS

The developed elevation opposite shows the height of the proposed development in relation to the neighbouring buildings around Hampshire Street, and demonstrates that at four storeys high, the proposed development is not the tallest structure in the immediate area.

WEST ELEVATION

PROPOSED NORTH ELEVATION

PROPOSED DEVELOPED ELEVATION



PROPOSED PLAN

3.4 BUILDING HEIGHT ANALYSIS

The birdseye view, opposite, shows the various heights of the buildings surrounding the site of the proposed development. This shows that the proposed development of four storeys would not be inappropriate in the local context.

1. No. 1 Hampshire Street, proposed site;
   four storeys, stepped back on top storey.

2. Nos. 23-25 Hampshire Street,
   three storeys, industrial use.

3. No.1A Hampshire Street;
   two storeys, residential.

4. Long Meadow, Carters Close, Torriano Ave.;
   four storeys, residential.

5. Nos. 4 and 6 Torriano Ave.;
   five storeys, semi-basement ground floor,
   set back on top two floors, residential.

6. No. 2 Torriano Ave.;
   four storey, semi-basement ground floor,
   residential.

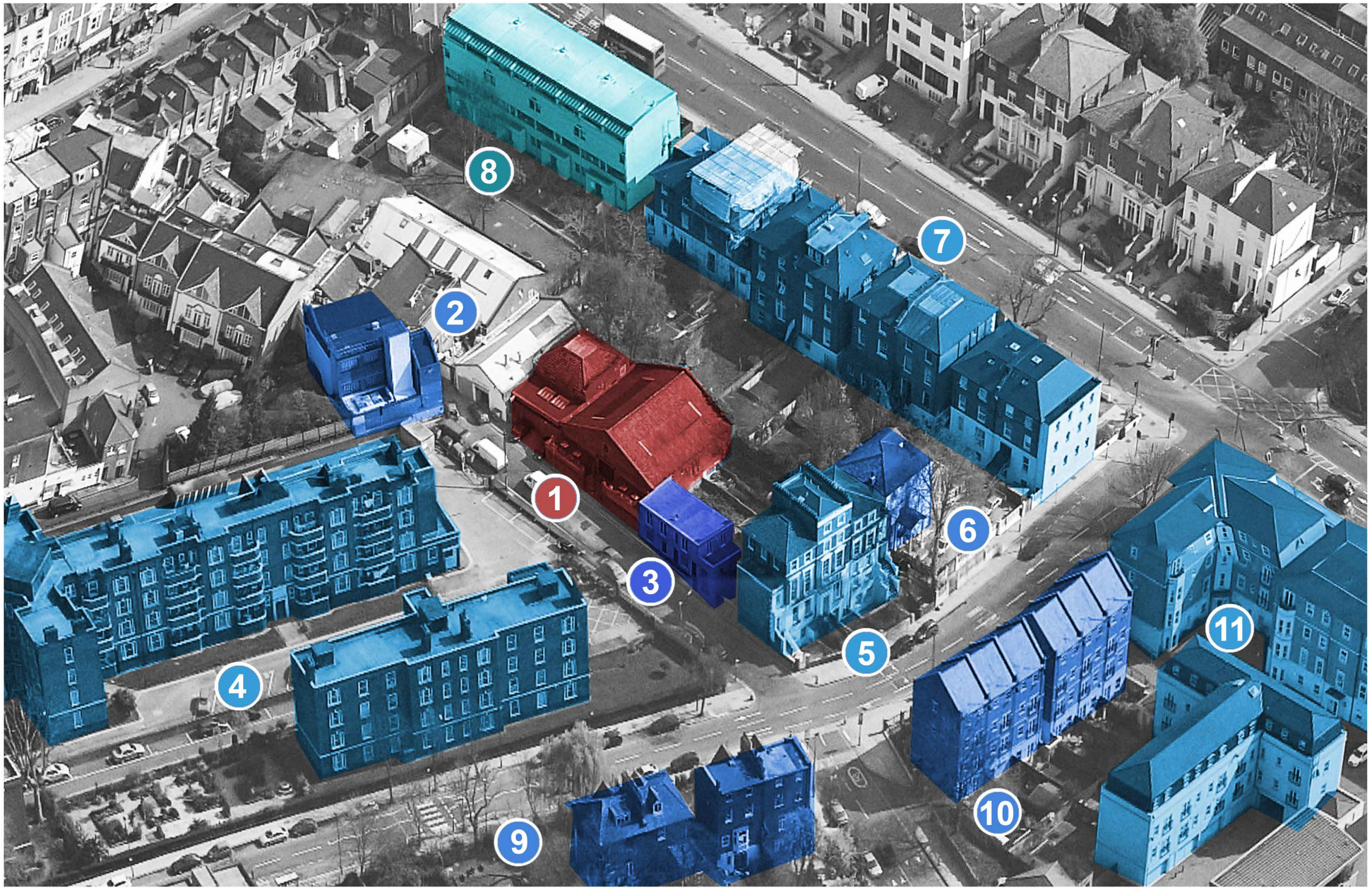
7. Nos. 201-215 Camden Road;
   four storeys, semi basement ground floor,
   residential.

8. No. 221 Camden Road;
   five storeys, mansard roof, residential.

9. Nos. 9, 11, 13, and 15 Torriano Ave.;
   Three storey, semi-basement ground floor,
   residential.

10. Nos.1, 3, 5, and 7 Torriano Avenue;
    Four storey, semi-basement ground floor,
    residential.

11. No.2 Torriano Ave;
    four storey, semi-basement ground floor,
    residential.



3.5 PROPOSED MATERIALS

The main design drivers have been the building orientation, and the size and character of Hampshire Street. In coordination with this, the material choices have been carefully selected to compliment the design and be sensitive to Kentsih Town ward area.

The proposal will not only be visible from Hampshire Street, but will also be somewhat visible from surround streets as well, and so the following high-quality materials are proposed;

Brickwork: Brick Type 1 is Velour Brick in Brandywine shade; Brick Type 2 is Coarse Velour Brick in Brown shade.

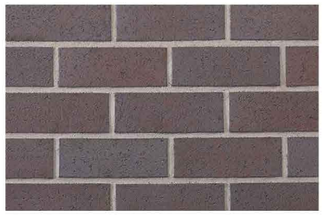
Windows: Black powder coated aluminium framed glazing system

Railings: Black Cast Iron railings, to match example from Nos 1, 3, 5, and 7 Torriano Avenue

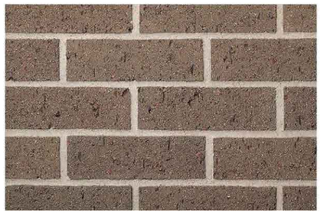
Entrance: Limestone cladding around residential entrance

Roof: Intensive Green Roof system to allow for roof planting

PROPOSED FRONT ELEVATION



Brick Type 1; Velour Brick in Brandywine shade



Brick Type 2; Coarse Velour Brick in Brown shade.

Balustrades

Black aluminium framed glazing system