

# 06 Design

## Addressing the potential emerging context

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As set out above, we are aware that some owners of the land to the west of the Application Site are in the early stages of collaborating to develop a layout and massing strategy for a residential-led mixed use redevelopment proposal.

The Applicant has had a number of discussions with a representative of the consortium of landowners to ensure our redevelopment proposals complement theirs and does not prejudice its delivery in any way.

Given our site could interface with the consortium's land, the Applicant has progressed the design of the western elevation of the proposed self-storage facility so that it would be appropriate within a primarily residential area if it becomes visible as part of the consortium's potential redevelopment proposal.



Context map showing the consortium of landowners site

# 06 Design Elevations

## Elevations



Proposed east elevation



Proposed south elevation

# 06 Design Elevations

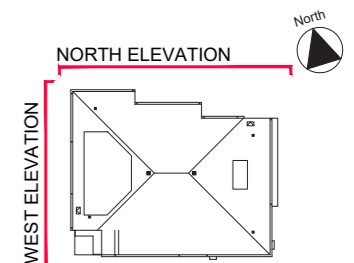
## Elevations



Proposed west elevation



Proposed north elevation



# 06 Design

## Materials

### Materials

Materials have been carefully selected to achieve a good level of articulation to the elevations whilst ensuring they are suitable for this type of development.

The palette of materials combines brickwork, glazing and metal cladding in grey, white and the Big Yellow branding yellow as an accent colour used in some of the sections finished in microrib insulated panels.

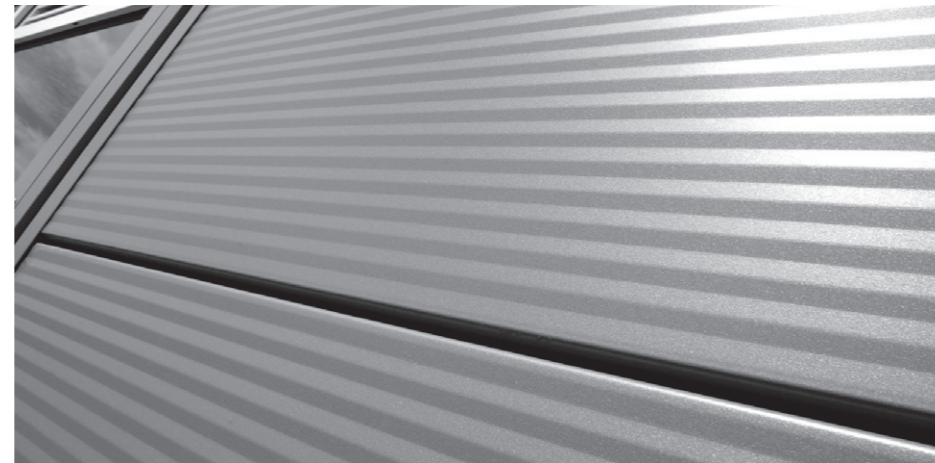
The fenestration bays introduce further articulation into the main elevations and have been designed to provide an appropriate level of natural light and ventilation to the flexi-offices.

With the careful combination of these materials, the proposed building responds well to the existing context, which includes similar metal cladding systems on the buildings directly to the east and west of the site, whilst various types of brickwork are used as plinths on these two buildings and as the main finishing material on some of the buildings along the southern elevation of Regis Road.

Whilst there is no information available on the materiality of the potential residential redevelopment to the west, taking into consideration the current London vernacular, brick is expected to be a key material on these buildings. The proposed brown brick will visually connect our proposals to the potential future residential context.



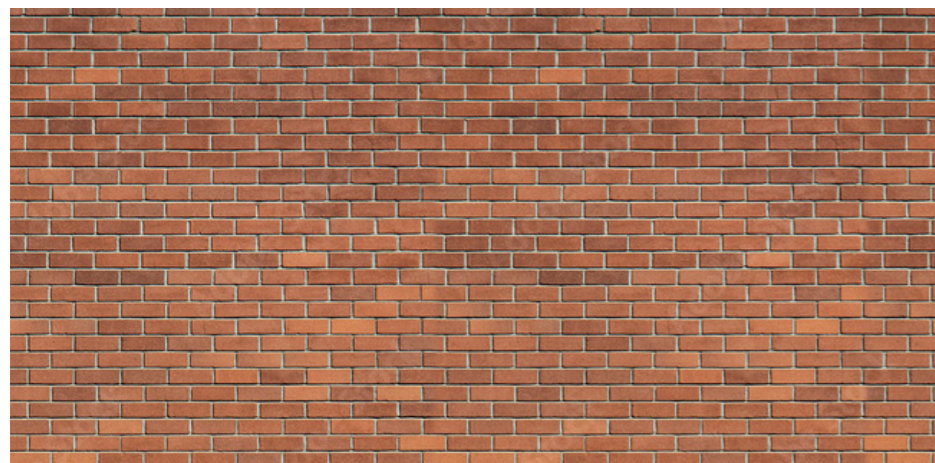
Example of yellow microrib insulated panels



Example of grey microrib insulated panels



Example of light grey standing seam roof



Example of brown brick



Example of dark grey curtain walling with clear and spandrel panels



Example of grey profiled metal cladding

# 06 Design

## Illustrative photomontages

### Illustrative photomontages



View from Regis Road looking west

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## Illustrative photomontages

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View from Regis Road looking towards the existing vehicular access