

Design Evolution – The Iterative Process

Concept Iterations & Consultations...the area audit feeds the design process

The influence of context on concept strategy – optimising more effective use of previously developed land (pdl.) while enhancing local character and safeguarding established amenity is the prime mantra of sustainable re-use of brown-field land. These sketches show some of the earliest concept ideas and while detail has continued to evolve throughout this essentially collaborative design period, the overall concept as illustrated has remained very much a constant through these iterative stages. This can clearly be seen by comparing the formative layouts below with the later plans illustrated on pages 43 onwards.

The area analysis left a number of overriding impressions, which were in time reinforced by Third Party feedback.

- Despite the major influence of the river, access to it was very limited, as were views towards it from the Teddington or Middlesex side.
- Car parking and Trip Generation – pedestrian safety was a problematic characteristic raised during consultation and an ever present consideration.
- Streetscape enhancement was necessary whenever the opportunity allowed.

- New interventions, especially of any scale needed to be subordinate and supportive of local context, be of limited palette, with a discipline and rigour to enhance the character and quality of the Conservation Area and promote local amenity.

The present long established site arrangement lacked coherence and legibility and suffered from very little sunlight penetration and a complete unawareness for the passer by on Broom Road that the river lay behind.

