

# 4.0 Design drivers

## 4.1 Area identity

### Context analysis

The surrounding area has developed over a period of around 100 years which has led to a clear diversity in the styles of buildings present.

The diagram opposite highlights the areas of different identities

#### Key

- Developing masterplan
- Victorian housing
- 1930's onward housing
- Conservation Area



Existing character areas

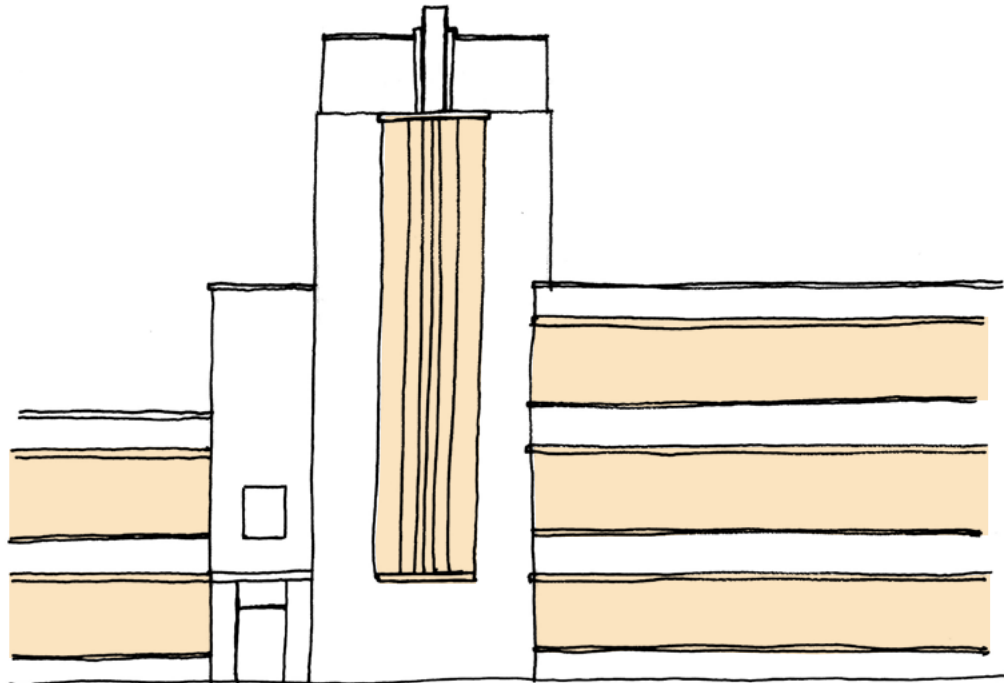


Flat block character

As the local area is predominantly made up of low rise housing we are also looking at the College to influence the flat blocks., Which will be a similar scale.

The existing college has some very elegant window and brickwork features that could be drawn on in a new residential development and would sit comfortably with the 1930's houses in the surrounding Heatham Estate.

We have also looked wider at mansion blocks in London, drawing particularly on the 1930's entrances and detailing because this language will sit comfortably in the site.



Horizontal banding and with vertical features

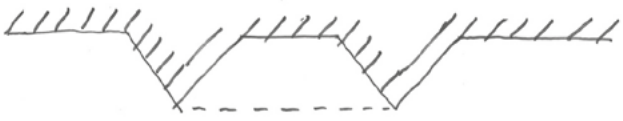
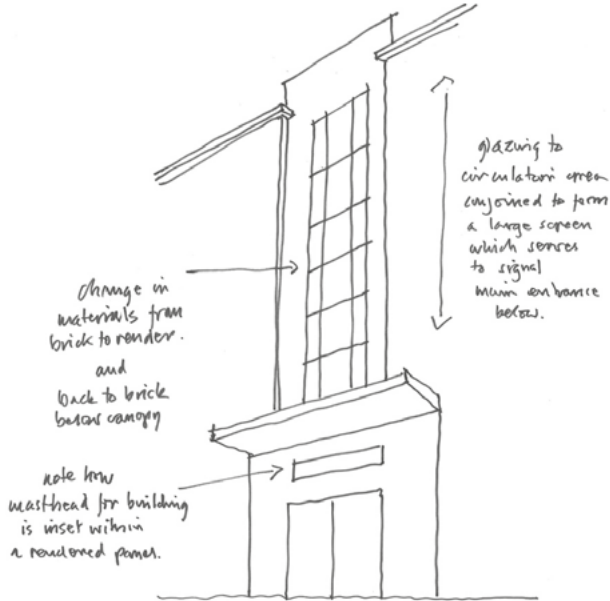


Entrance studies

The entrances will play a key role within the site creating punctuation in the buildings and aiding permeability and legibility.

To ensure that the entrances sit within the context of the area, we analysed the existing college entrance with its vertical emphasis, other 1930's buildings and smaller scale entrance to establish a principle. We have looked at key material details such as corbelling that are also apparent in the surrounding area.

We have several styles of entrance (inset and protruding) that respond to the aspects and locations. We carried out a series of studies to establish how these could be applied.



canopy shades the apex of outset  
bays providing a natural place of  
shelter for the entrance.

The dynamic appearance of the angled base  
within the overall composition signals an  
important location within the entrance  
exits



Nestle Factory - Hawkins Brown



Horizontal banding and with vertical features



Existing College entrance - similar examples in 30's buildings



Inset entrances & tilted planes



Brick work details and corbelling features. - Modern example above



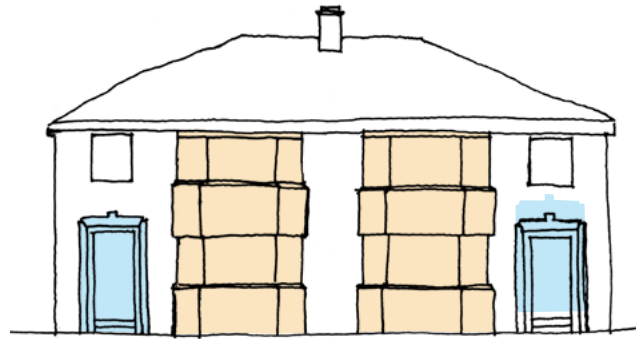
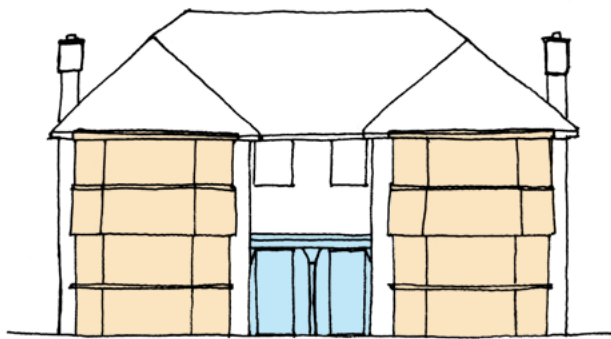
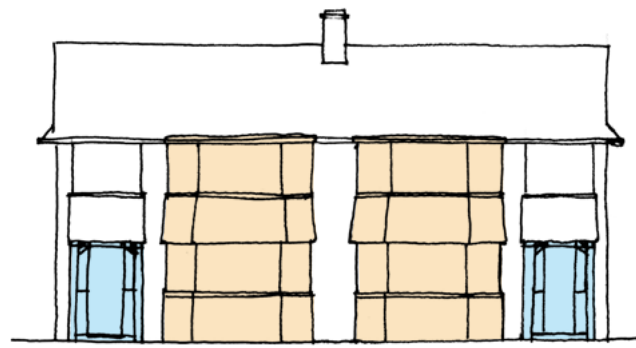
Local example



Paired bays and entrances

To develop proposals that respond to their setting we have looked to analyse the character of some of the local housing. The character of the local area has helped inform the character of the proposal.

The surrounding area is made up of a variety of historic styles with a rich array of features. The character of much of the low rise is semi detached or short terraces with individual bays and feature entrances.



Existing bay features



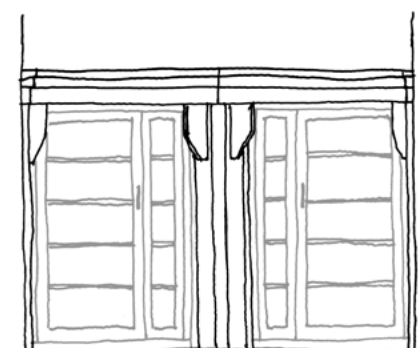
Angular archway



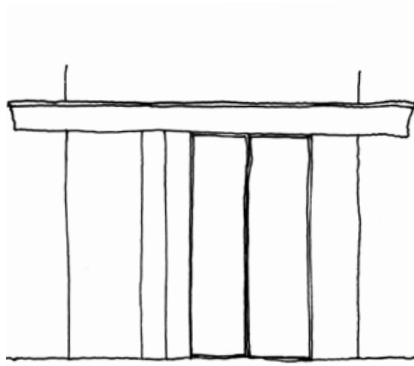
Existing door types



Feature brick work surrounds



Dual entrance with feature column



Horizontal planes



4.2 Material palette

Materiality Approach

The existing area is predominantly brick buildings with feature material elements such as tile hanging slate and concrete surround to windows. We have drawn on this for the materials for the site as we are keen that the development sits comfortably in its surroundings.

Drawing from the distinct characters of the surrounding area we have decided to have a variety of brick colours across the development to pepper the scheme with interest and avoid a homogenous approach. However, the application of these different brick types have been chosen carefully and the placement is in line with the principles we have established.

The ground floor across the majority of the site will be a white brick that creates a plinth for the development and gives the street level a human scale. The only exception to this are the houses to the southern edge of the site which will sit within the palette of materials but have some differences to the central block.

The courtyard block will utilise a buff brick with bronze accent elements this pallet is also applied to the southern houses.

The Gateway block and the mews houses will utilise a red brick and a gold coloured accent element.

5.1.9 MATERIALITY

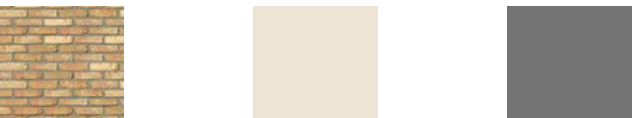
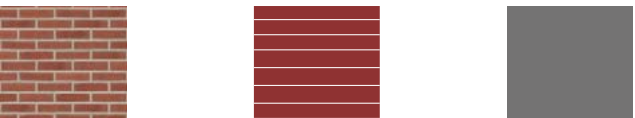
Buildings should be built using materials that are high quality, durable and resilient, and where possible they should be natural. The palette of materials should be chosen to complement each other and their use should provide continuity between different places within the redevelopment, and with the existing context.

Where specific buildings and features should stand out from the general redevelopment, for example to serve as landmarks, contrasting materials and/or colours should be permissible. Conversely, where buildings are not intended to stand out this should be reflected in the choice of colour and material.

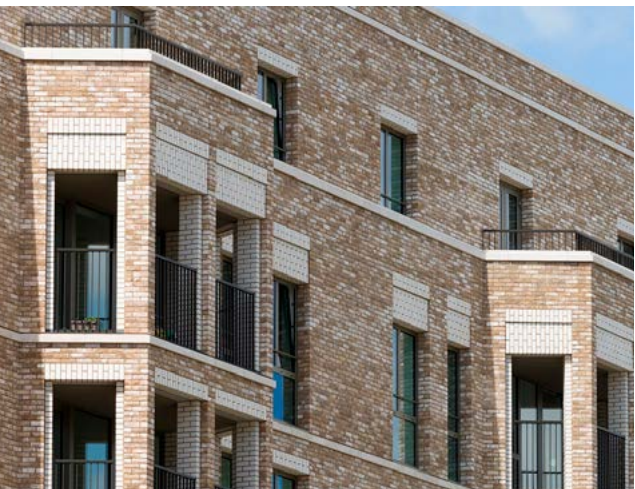
Facades should be designed to avoid vandalism, damage, water staining, uneven weathering and decay.

Materiality wording in the design code.

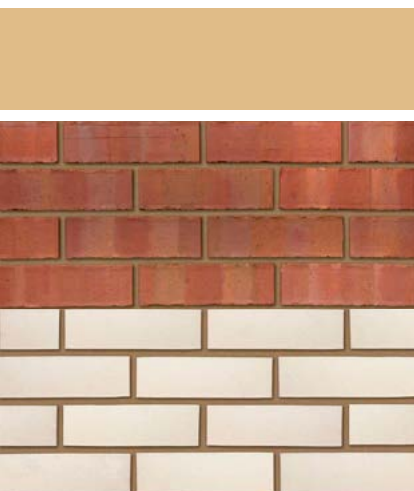
Existing



Precedents



Proposed material palette





# 4.3 Site identity

## Character approach

Drawing from the surrounding areas diverse make up, we are dividing the site into various character areas that also work together in a cohesive development.

### Gateway

Marsh Farm Lane is a green route which runs along the whole site and so the buildings that sit on this route will draw people into the site. The buildings at this end of the site are also the tallest and so likely to act as a landmark for place making.

### Street & Mews

The terraces have a different scale and character to the larger blocks and will punctuate the site. Individual front doors and front gardens break up the streetscape. Street trees and landscaping create a more domestic feel to these areas. The flat blocks will respond to the houses through elevational treatment and character.

### Courtyard

The 4 smaller blocks that sit at the centre of the site will form the heart of the development with front doors onto streets and direct access into the courtyard gardens. There are two cross routes which will help to tie the two sides of the development together.



Proposed character areas

## Elevational approach

The overall elevational character will have a unifying approach across all of the buildings through brick types and detailing, however as we have established across the site there are a number of varied characters which could be drawn out in the street elevations.

### 01 Gateway

- > Drawing from the existing College building and art deco influences.
- > Horizontality
- > Brick features giving indication of routes and access points
- > Projecting balconies punctuating the elevations

### 02 School Elevation

- > Harder edge responding to developing context of the School
- > Horizontality and feature vertical elements
- > Brick features indicating entrances and key routes
- > Feature window details
- > Projecting balconies punctuating the elevations

### 03 Mews

- > Houses facing amenity space - softer quality
- > Features in common with houses on Southern Road
- > Modern take on 1930's features
- > Detailing around entrances
- > Inset entrances providing more privacy off street.

### 04 Street

- > Features within houses and flat blocks emulate each other
- > Brick detailing around entrances
- > Feature windows
- > Modern take on art deco features

### 05 Courtyards

- > Inset balconies provide more private feel to space
- > More domestic treatment of features



Street elevations strategy