

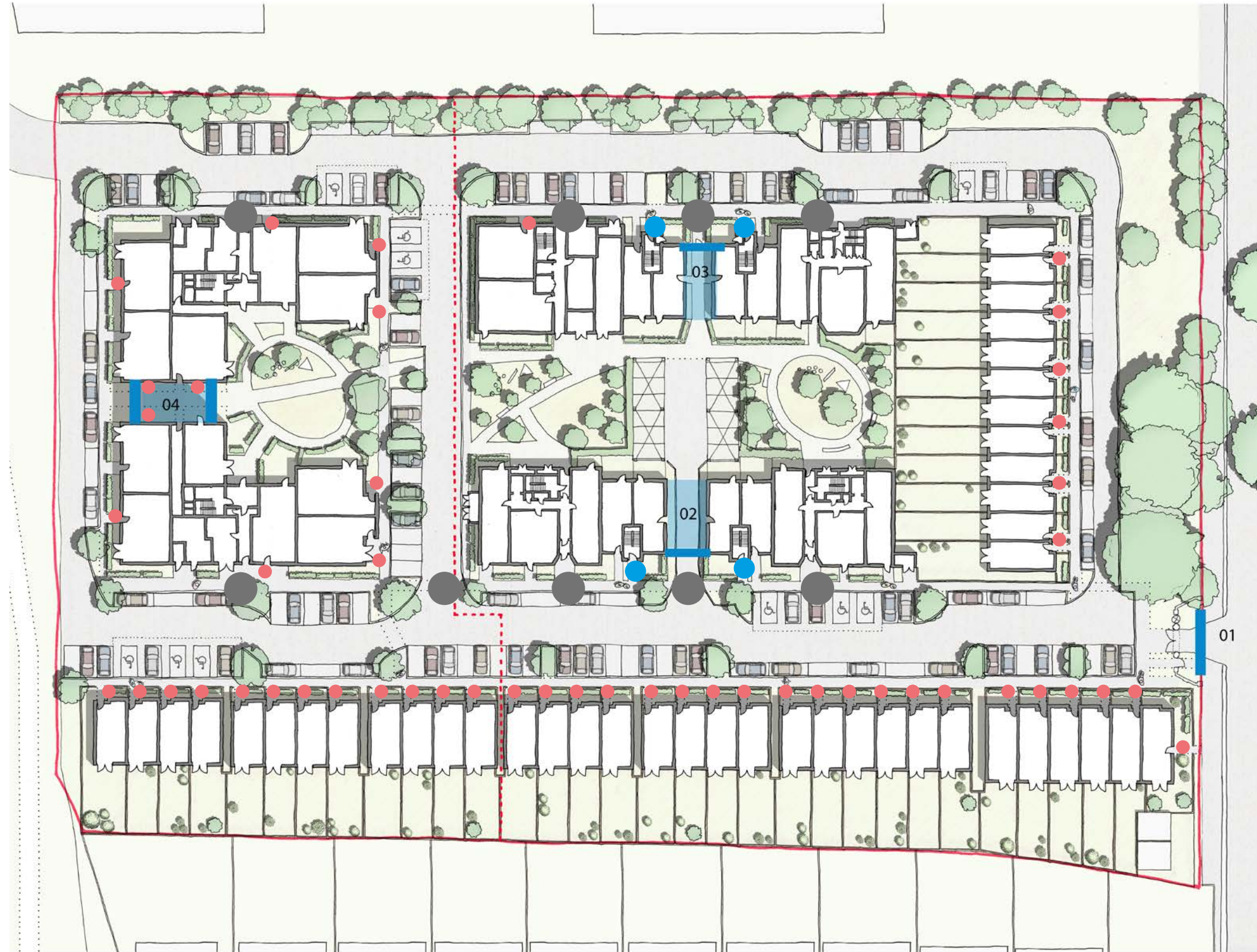
4.8 Site strategies

Entrance & gateway strategy

The Art Deco gateway on Egerton Road has provided the concept for connecting the new buildings with a gateway theme. The Existing gateway consists of a set of dark brown/red brick piers, both with corbelled and fluted brickwork features. The brick piers are grounded and capped with a contrasting material with horizontal detail.

The new gateways provide a visual and physical theme throughout the development. The gateways provide a focal point that will lead people from the vehicular roads through to the courtyard gardens at the rear of the flat blocks.

The design of the gateways draws inspiration from the architectural details of the existing gateways and from the surrounding neighbourhood. The private and communal entrances all reference the detail of the new gateways providing a consistent language of architectural features throughout the development.



- Primary entrance
- Secondary entrance
- Domestic entrance

Entrance hierarchy

Responding to comments we have received during the pre-application meetings, we have developed an entrance hierarchy across the whole site that encompasses building entrances and the archways. Drawing from examples of art deco and 1930's mansion block architecture and feature entrances in the surrounding area, we are using a corbelled element with more or less steps depending on the hierarchy of the specific entrance.

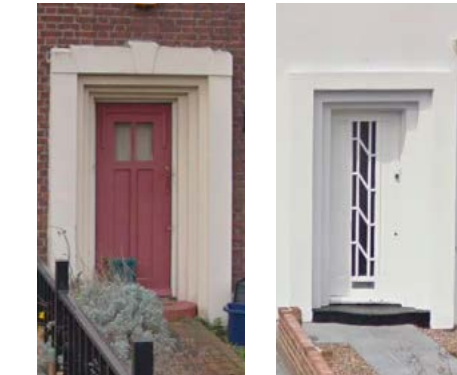
- > Archways; square portal arches with feature elements and signage.
- > Main flat block entrances; 3 or 4 levels of corbelling with a bold feature canopy – inset, proud or with a feature balcony to mark the entrance.
- > Secondary maisonette entrance; 2 levels of corbelling with reduced feature canopy.
- > Tertiary house and flat entrances; smaller elements of corbelling, slim profile canopy, inset or projecting.



Detailed entrance - modern



Inset entrance - modern



Local vernacular entrances



Archway



Primary entrances - Block 1



Primary entrances - Block 5



House entrances - House Terrace 3 & 4



Archway - Block 5



Primary entrances - Block 4



Secondary entrances



House entrances - House Terrace 1

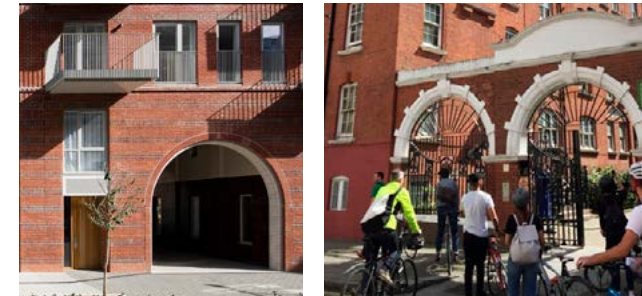


Archway - Blocks 3 & 4

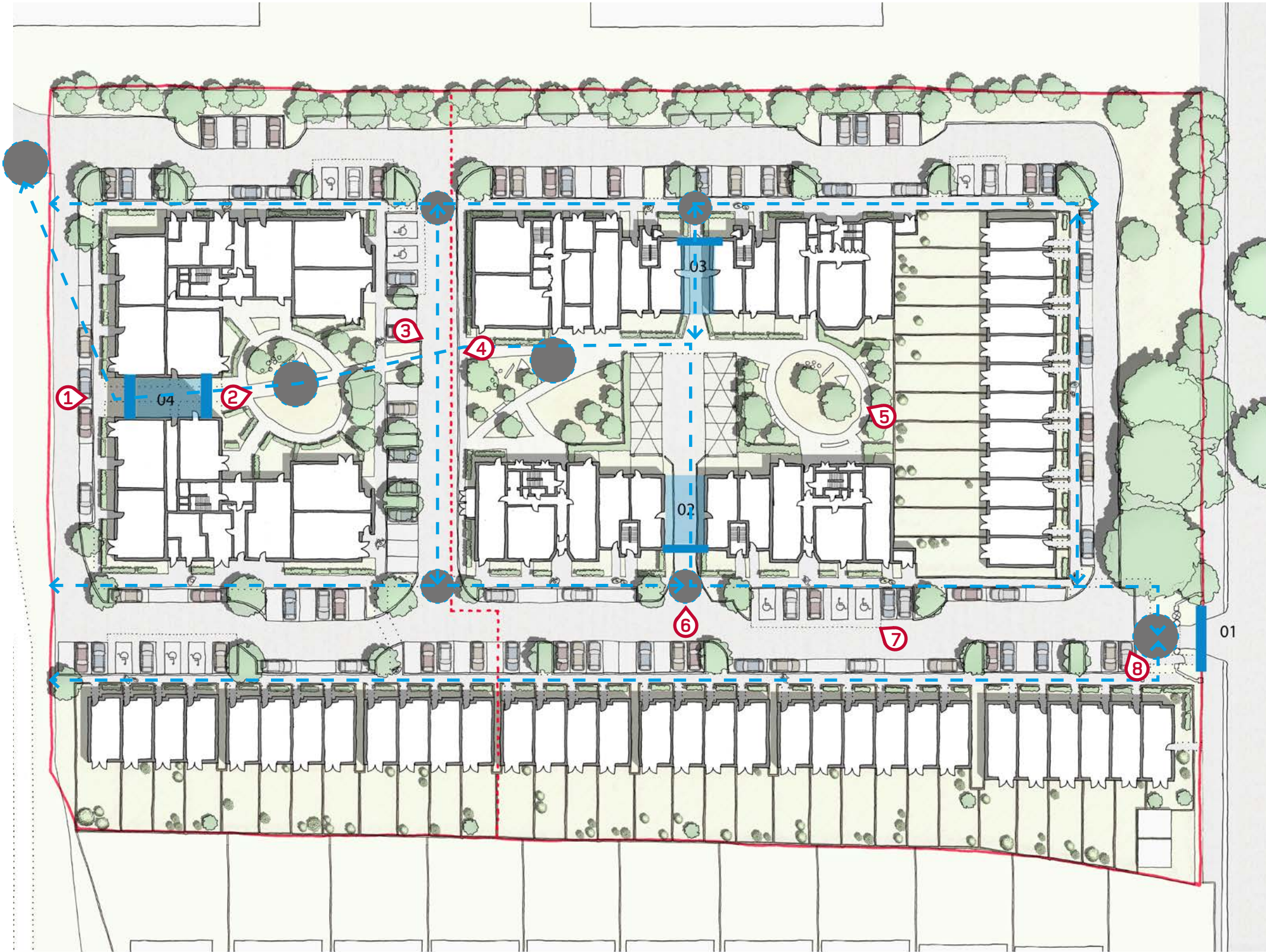
Routes & arches strategy

The key pedestrian route through the site has developed through creating strong marker features in the buildings and landscape. These consist of arches and gateways drawing on the existing college entrance. Leading people through the key spaces in the scheme.

- > 01 Entrance to the site off Egerton Road (existing)
- > 02/03 Entrance to the courtyard
- > 04 Entrance off Marsh Farm Lane



Existing Gateway to be retained and examples of portals and arches (Bourne estate -Matthew Lloyd architects, Guinness trust gates, The Shrubby Snaresbrook, Massy-Co MFR Architects.



Routes and key markers within the site - wayfinding

Site walkthrough



View 1 - Block 5 archway



View 2 - Block 5 courtyard, looking east



View 3 - Central road and courtyards



View 4 - Block 5 courtyard, looking west



View 5 - Central courtyards, looking east



View 6 - Vehicular entrance to courtyard parking



View 7 - Blocks 1 and 2, looking west



View 8 - House terrace 1, viewed from pedestrian entrance off Egerton Road

Balconies strategy

The form of the balconies is influenced by the shape of the local vernacular bay windows. The primary balconies project in a trapezium shape forming the private amenity space of upper level dwellings. The balconies are rigorously stacked as a reference to the bay window which is prevalent in the context and they provides a strong vertical element to the facades of the flat blocks.

The primary balcony type is made from brick with a complementary balustrade and capping detail. The use of brick continues the horizontal banding detailing out from the face of the building, around the form of the bay balcony and returning back to the façade.

A Second balcony type is also used. In some cases, this balcony sits on a secondary façade. It is also used as a vertical feature between brick balconies above entrances. The secondary balcony is also a trapezium shape. The balcony slab is clad in PPC metal finish to complement the associated metal work on each block. A PPC metal balustrade is used to give a sense of a lighter element in contrast to the robust brick balconies.

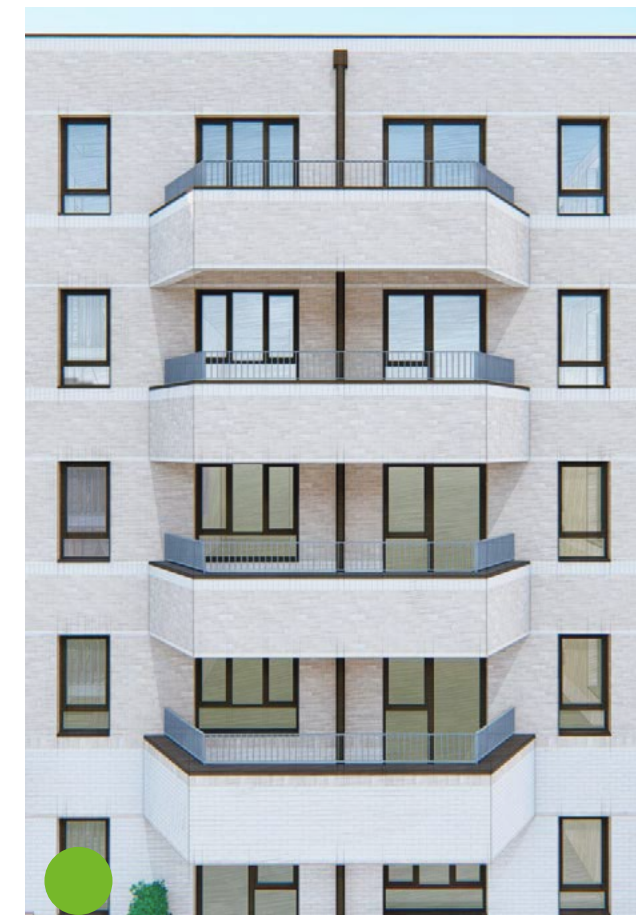
There are two types of balustrade; the first is contemporary flat bar PPC metal which will be a part of the primary brick balconies. The second is string drum pattern balustrade which is paired with the secondary balcony. This pattern is a simple reference to the art deco architectural features found on the surrounding buildings.



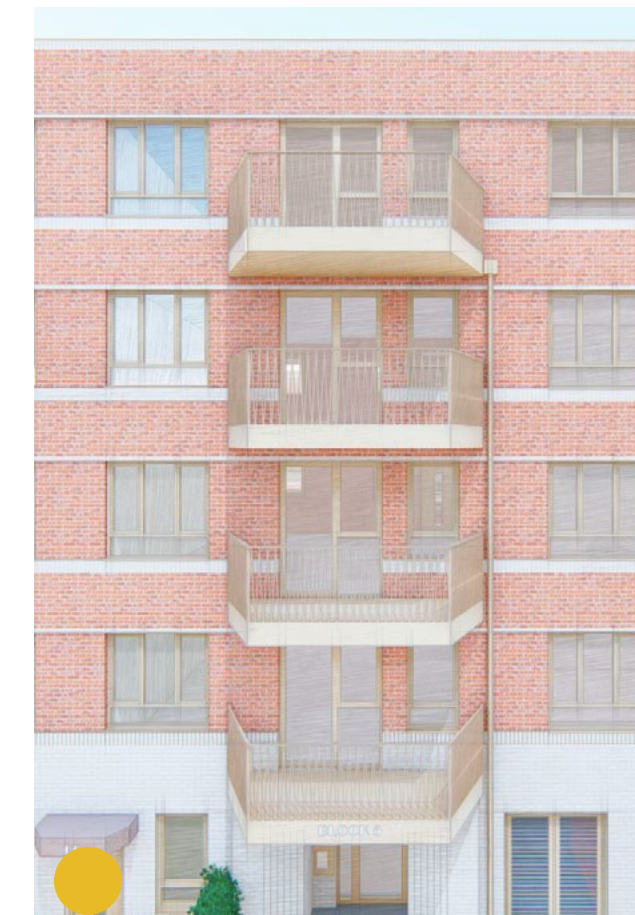
Balcony types within the site

Key

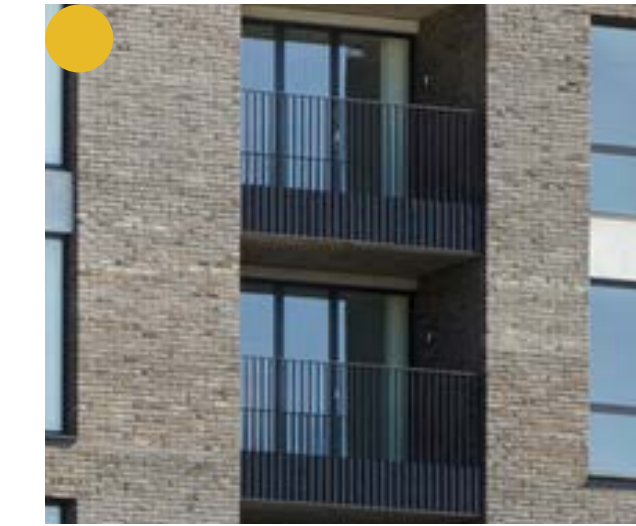
- 01 Solid brick balcony
- 02 Feature metal balcony
- 03 Deck access
- 04 Oriel



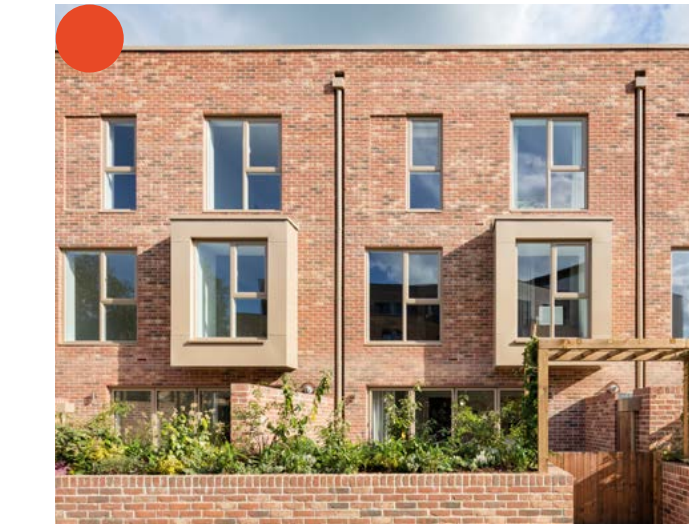
Balcony type 01
Solid Brick works with metal railing to 1100mm
Brick work banding continued



Balcony type 02
Feature metal railings repeating on Egerton Road
Metal to match windows



Balcony type 03
Deck Access Elements - Brick work with glass and metal railing



Balcony type 04
Modern Oriel

Window strategy

The window design across the site has been carefully considered to ensure that the scheme looks modern, that the units are provided with adequate daylighting and that the menu of window types is consistent across the site.

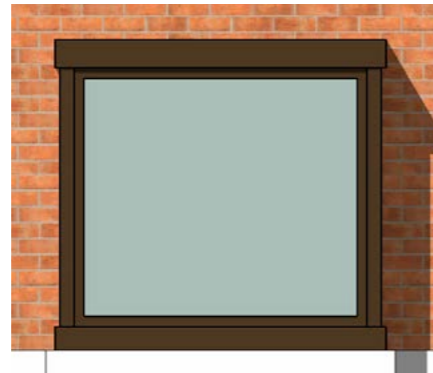
We have opted for a style which creates smaller openable elements that allow easier cleaning but also have a hint of the 1930's style associated with the surrounding area.

Some feature windows have been utilised for key areas including oriel windows for framing views and concrete surrounds to key windows.

Houses window strategy



Window type 01
1697.5mm/1500mm
Cill - 675mm



Window type 02
1697.5mm/1725mm
Cill - 725mm



Window type 03
910/1500mm
Cill - 675mm

Flat blocks window strategy



Window type 01
1810mm/1725mm
Cill - 675mm



Window type 02
910mm/1725mm
Cill - 675mm



Window type 03
1810/2400mm
Window and door



Window reveals set at 150mm



Windows arranged to ensure solid rhythm is regular