

3.11 Design evolution

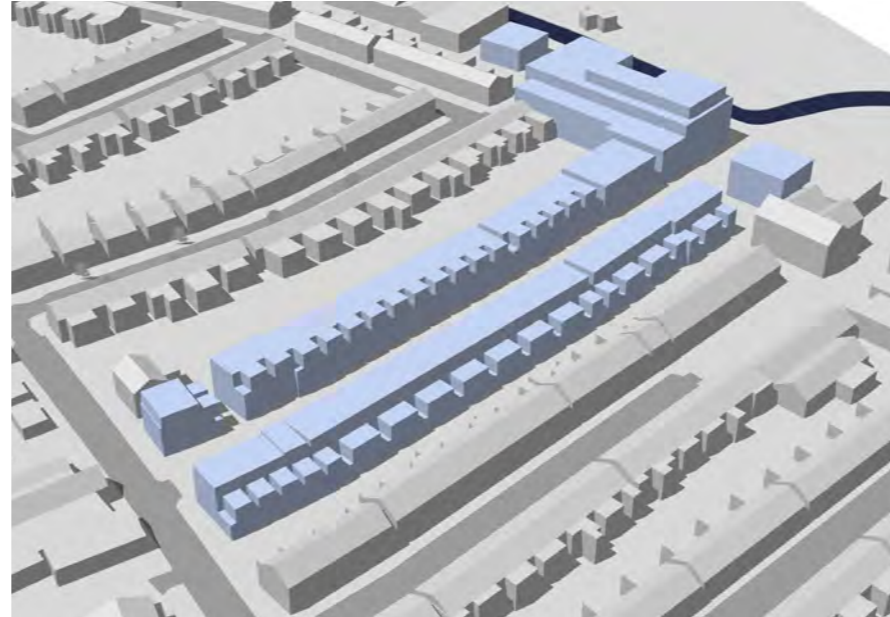
This section summarises the design evolution from initial concept through detailed design and consultation process. The proposed massing has been re-shaped at several key moments in the design's development in response to pre-application feedback, the public exhibition and on-site discovery. Three principal waypoints in the massing and form of the proposals are illustrated below:

August 2017



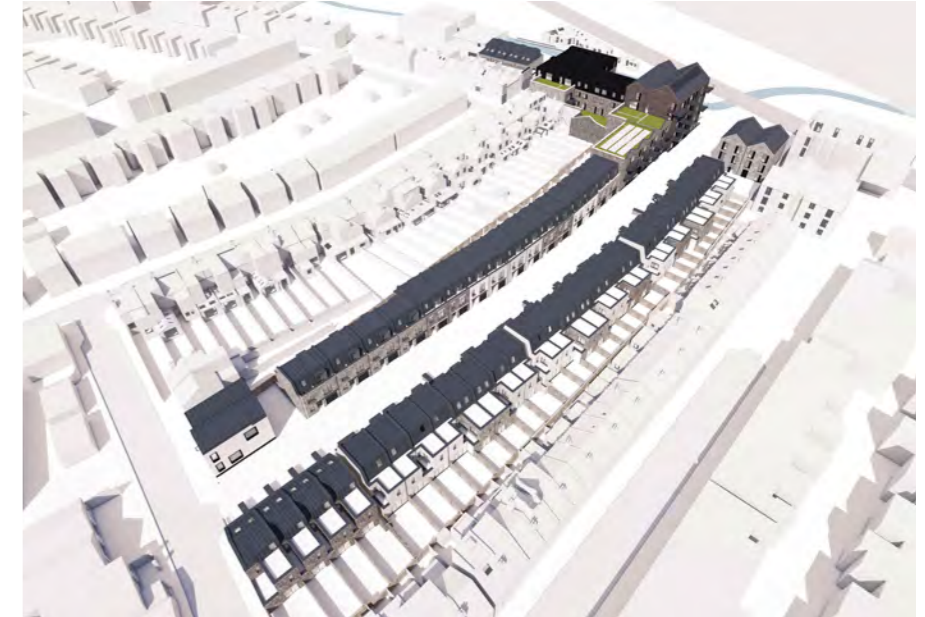
Initial massing, indicating four storeys of townhouses along a new street, leading to 6 storeys of accommodation to the north.

March 2018



Post pre-application 1, showing three storey townhouses, with 5 storeys of riverside apartments and set back top floor

February 2019



Refined massing to be more slender, address local resident's concerns on overlooking



Four story townhouses without garages or car park



Revised layout to accommodate apartment ground floor car parking and garages



Layout adjusted for sewer line and to accommodate B1 commercial

Design process and character development - Entrance zone

The entrance zone has been designed to respond to the immediate context along Edwin Road.

An initial iteration (Fig.1) looked at all houses fronting the street. However, following design development, an updated approach looked at turning the houses so that a gable end fronted on to Edwin Road instead (Fig.2). This was the option taken forward, providing a more contemporary architectural response along Edwin Road.



Example of contemporary gable end treatment

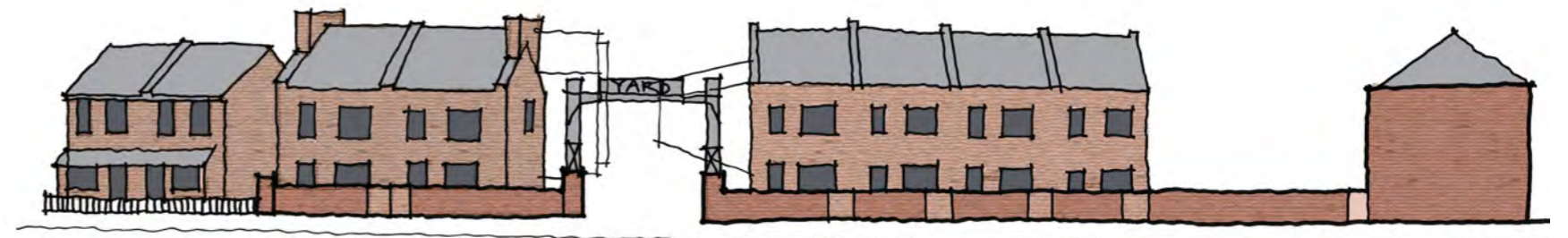


Fig. 1 - Initial scheme iteration (residential option)

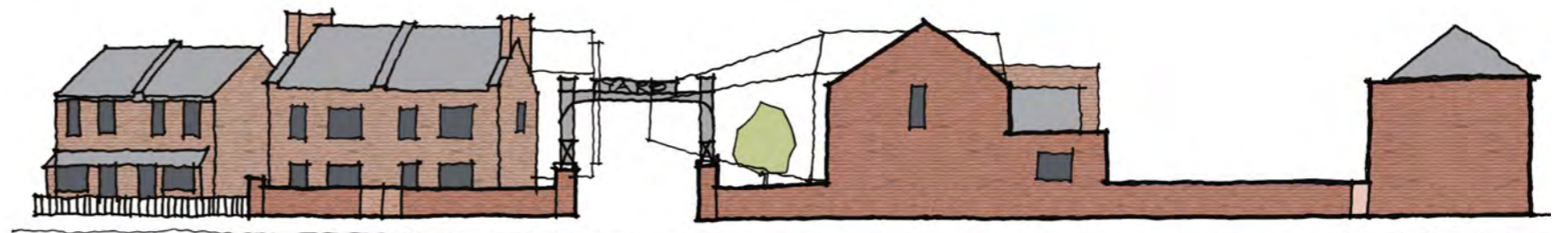


Fig. 2 - Revised scheme iteration (residential option)

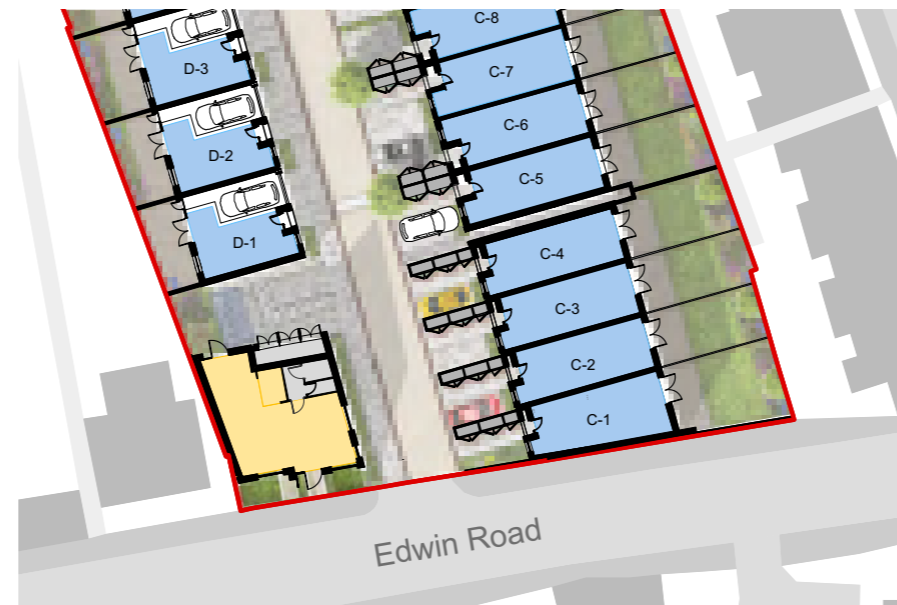
Design process

Following on from the approach outlined on the previous page, the design of the buildings adjoining 50 and 52 Edwin Road has been through a number of iterations. Initially, the houses were designed to closely respond to the form of houses next door (Fig 1).

However, the proportions felt too uncomfortable and, as such we pursued an option where pitches faced onto the street creating more successful proportions (Fig 2). At a later stage, the use of the front building changed to commercial, and the materiality was updated to differentiate from the residential buildings and reflect a typical white painted gable end.



Proposal adjusted to respond to the surrounding urban grain and character of Edwin Road, improving the gardens size and orientation from north facing to east facing (August 2018)



Proposal adjusted to respond to the updated sewer line position (February 2019)



Fig 1 - Proposal adjusted to introduce the gable end condition that's typical to Edwin Road and signifies a turn (August 2018)



Fig 2 - Updated proposal (December 2018)



Fig 3 - Proposal adjusted to respond to the public exhibition comments and existing commercial units opposite by introducing commercial units on Edwin Road (February 2019)

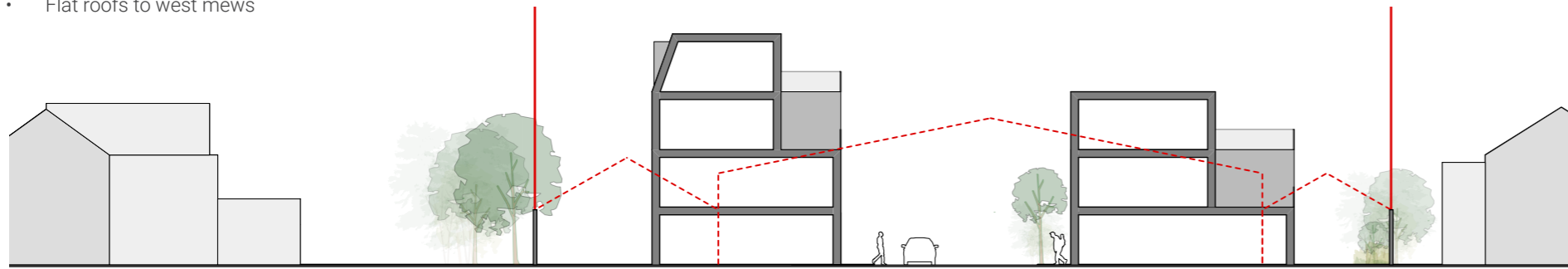
Design process and character development - Mews zone

The mews houses are two-storey plus roof level accommodation and take influence from historic mews streets found across London.

The design of the buildings along the street began as four storey townhouses. However, following the next iteration of design development, the house types were reduced in scale to mitigate impact on the existing terrace houses to the east and the west.

August 2017

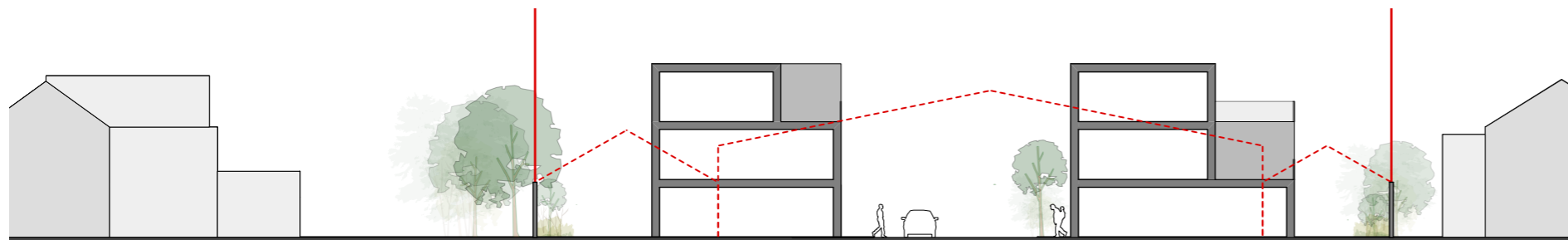
- Four storeys
- Second floor roof terraces to the east mews
- Flat roofs to west mews



Initial sketch of mews street

June 2017

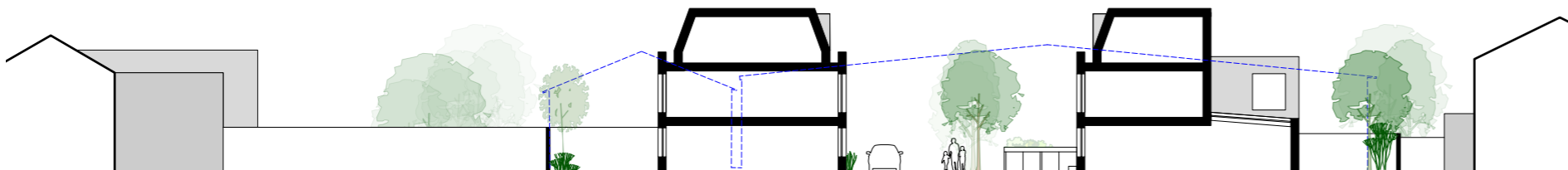
- Reduction in height to three storeys to both east and west mews
- Second floor roof terraces to the east terrace
- Flat roofs to both terraces



Second sketch of mews street

December 2018

- Pitches introduced to both terraces to further reduce massing
- Terraces removed from both east and west rows
- Overlooking reduced by oblique windows



Updated CGI of mews street

Design process and character development - Riverside building

The north and east building, as a prominent architectural signifier in the scheme, went through a number of design iterations to ensure the building appears as a collection of buildings rather than one large mass. This helps to tie the building to the riverside location and relate back to the site's industrial past. Many revisions in scale and massing to reduce bulk and enhance verticality were undertaken in response to internal design development, pre-applications and public consultation.

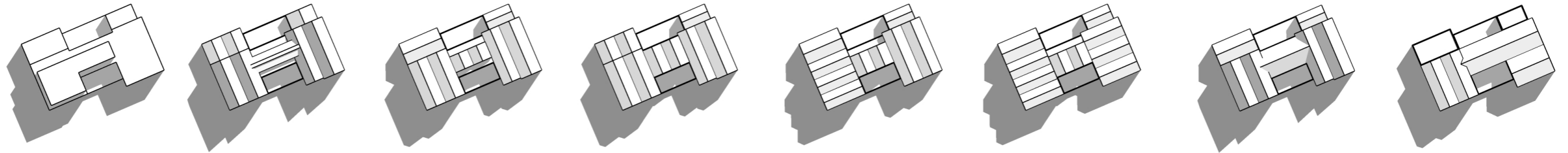
August 2017

March 2018

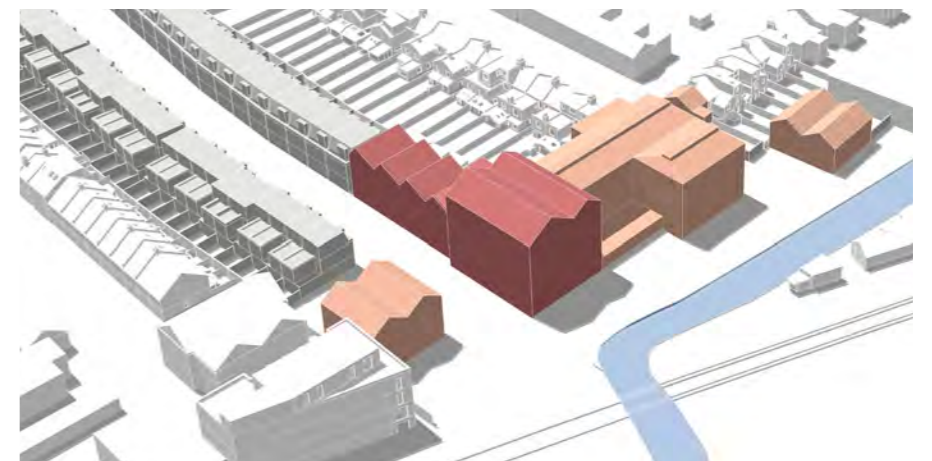
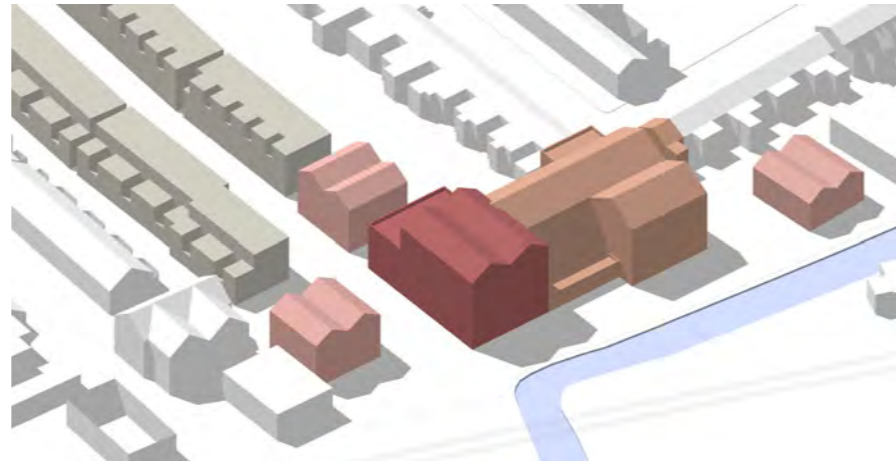
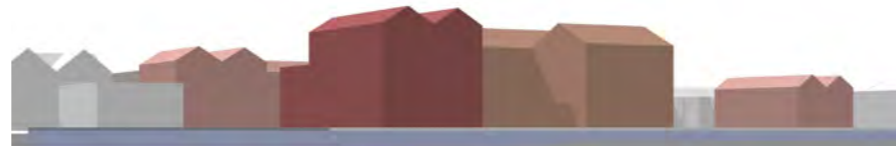
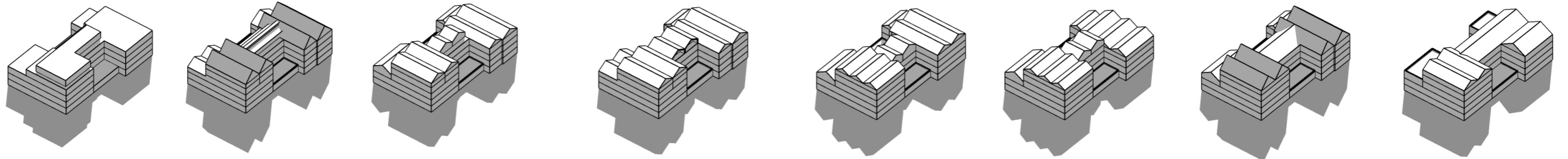
North Elevation



Roof Plan



North East aerial view



Massing apartments - testing breaking down the massing from the key views

Riverside building - precedents



Varies precedent images which have inspired the development of the riverside zone