

6. Initial Design

Block A

Block A is considered to be in a focal position at the entrance to the site. It is also sited within the conservation area. The location is therefore particularly sensitive. The previous pre-app advised that windows should pick up on the rhythm of the existing terrace fronting St Margaret's Road, though a modern idiom of this could be acceptable.

It was suggested to bring the building forward to the edge of the boundary so it is in line with its neighbour to the left. This would better acknowledge the corner and the important street view from the railway station. The architecture was encouraged to respond better to the neighbouring buildings in proportions and materials etc.

The potential for the cafe and office spaces was supported.

Block B

The conservation officer noted the interest and quality of the existing building at Block B and advised it was considered for local listing in the past. Support for the enhancement of the top floor and members' bar but concern that it would become visually dominant so a "lighter" material palette was recommended.

Block C

Proposed imagery for Block C should understand and support the notion that it should be of iconic design and should show off the site's use and history. Black and white displays were discussed and have been taken further in the design process.

Overall Site

Potential to boost ecological and environmental performance through the use of photovoltaic array and green roofs.

The proposed removal of the rendered front boundary wall is welcome, as this is considered to be of a low quality design and its removal would open up more public space benefits.

We have minimised the removal of trees to two located at the front of the site allowing for Block A to form the transition from terraced street to studio buildings. There is potential for a landscape proposal to introduce more trees and shrubbery around the site.



| KEY | |
|--|-----------------|
| ■ | Studio Space |
| ■ | Workspace |
| ■ | Retail |
| ■ | Production |
| ■ | Post Production |



CGI - view from St. Margaret's Road

Pre-App 1 - Proposed Masterplan



CGI - Aerial