

# 4.0

## 4.0 PROPOSAL

### 4.1 DESIGN CONCEPT DEVELOPMENT

The design concept of the scheme has been based on responding to the site's specific constraints. The most suitable area of the land has been identified for the proposal. The scheme is refined to achieve a high quality place sensitive form of design which responds to and enhances local character and mitigates any impact on residential amenity.

Through an extensive review of the design of the current scheme it has been determined that delivery of a building with a triangular floor-plate and a stepped massing to the upper levels will accommodate the existing trees and achieve an interesting design aesthetic which similarly mitigates potential impacts on the neighbouring properties.

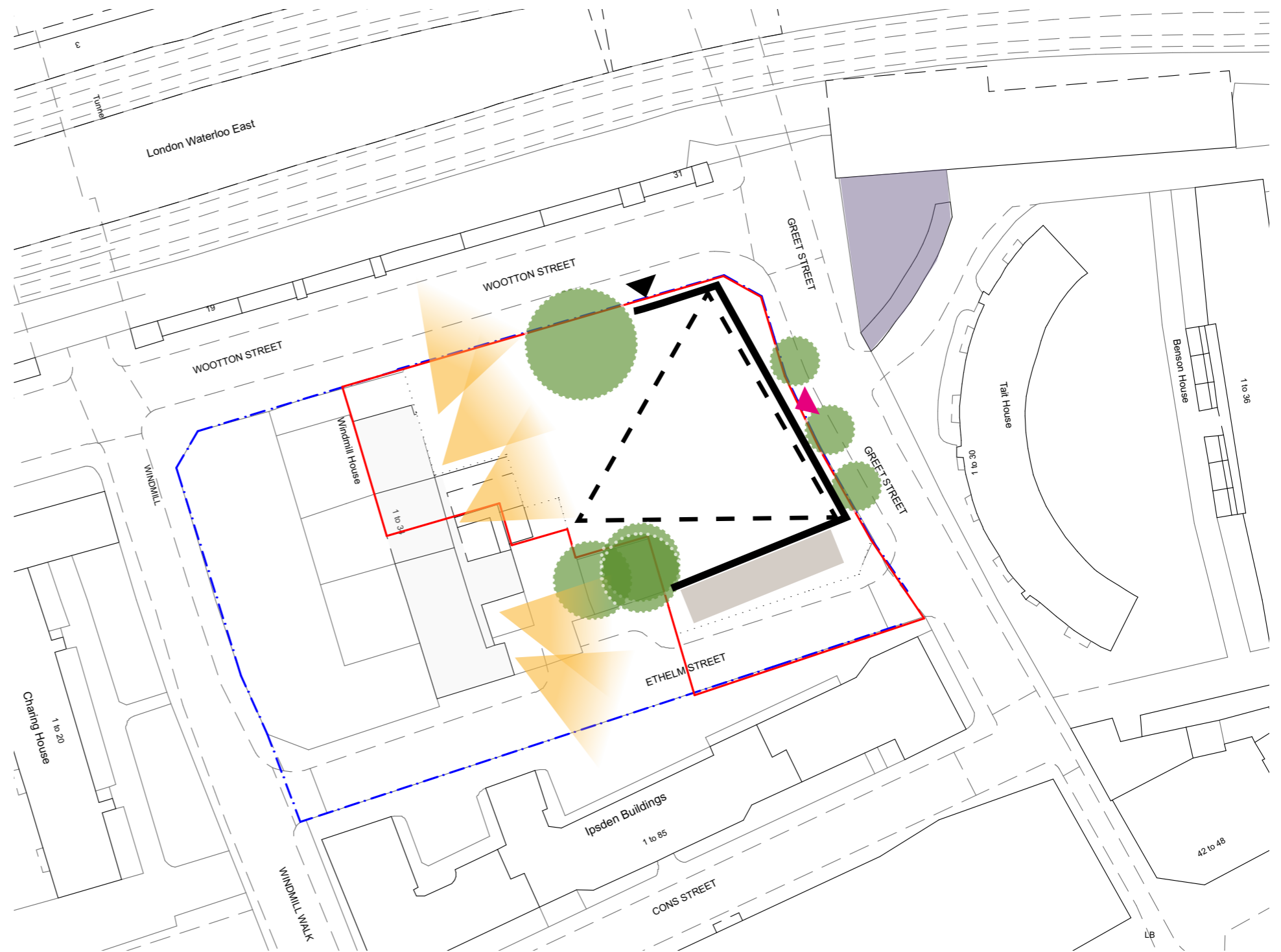


AERIAL VIEW FROM NORTH

The design framework seeks to:

- Make best use of the site's potential to deliver new, high-quality housing.
- Introduce defined street frontages with entrances clearly identified and active frontage.
- Create a building form that has a greater contextual legibility and minimise the impact on the surrounding buildings' amenity.
- Careful selection of building height to minimise the impact on the conservation area.
- Retain the existing trees.
- Deliver high-quality landscaped areas within the development providing physical and visual amenity for residents.

-  CLEAR STREET FRONTAGE
-  TRIANGLE BUILDING FORM
-  FLEXIBLE COMMUNITY USE ENTRANCE
-  RESIDENTIAL ENTRANCE
-  RETAIN THE EXISTING TREE
-  OUTLOOK FOR WINDMILL HOUSE
-  RE LOCATED EXISTING PARKING SPACES
-  NEW ACCESS TO THE STATION

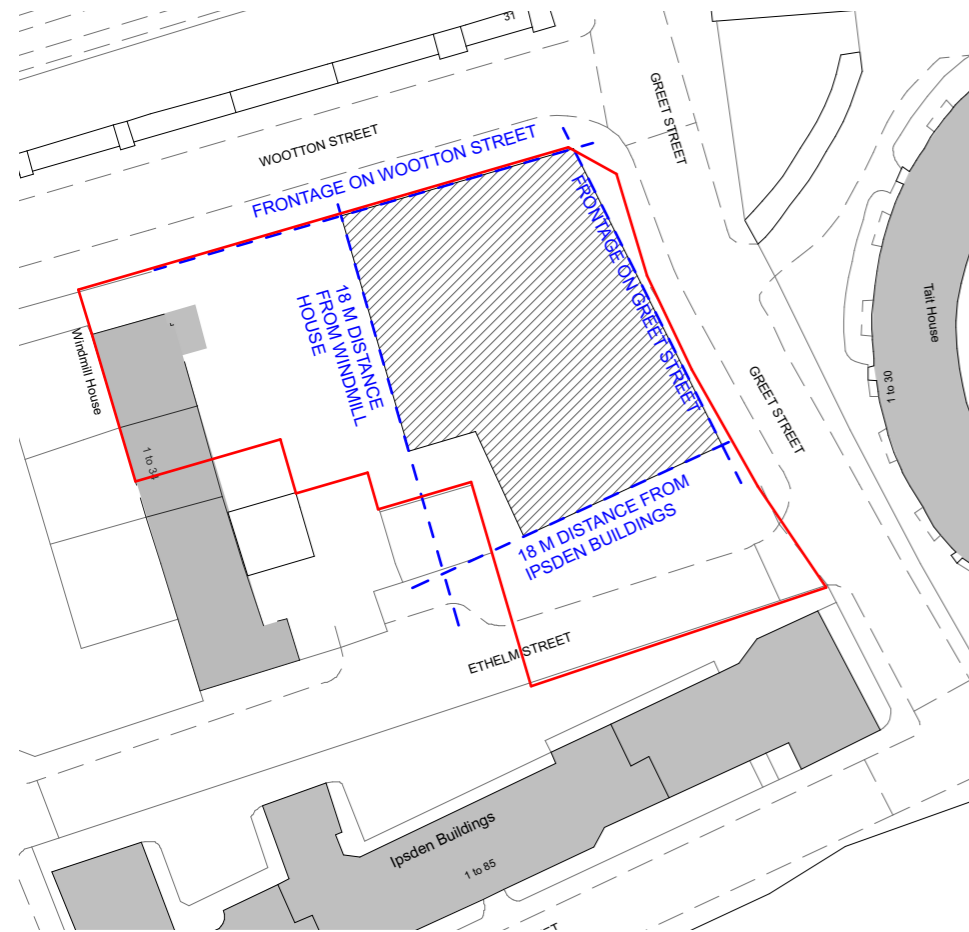


FRAMEWORK DIAGRAM

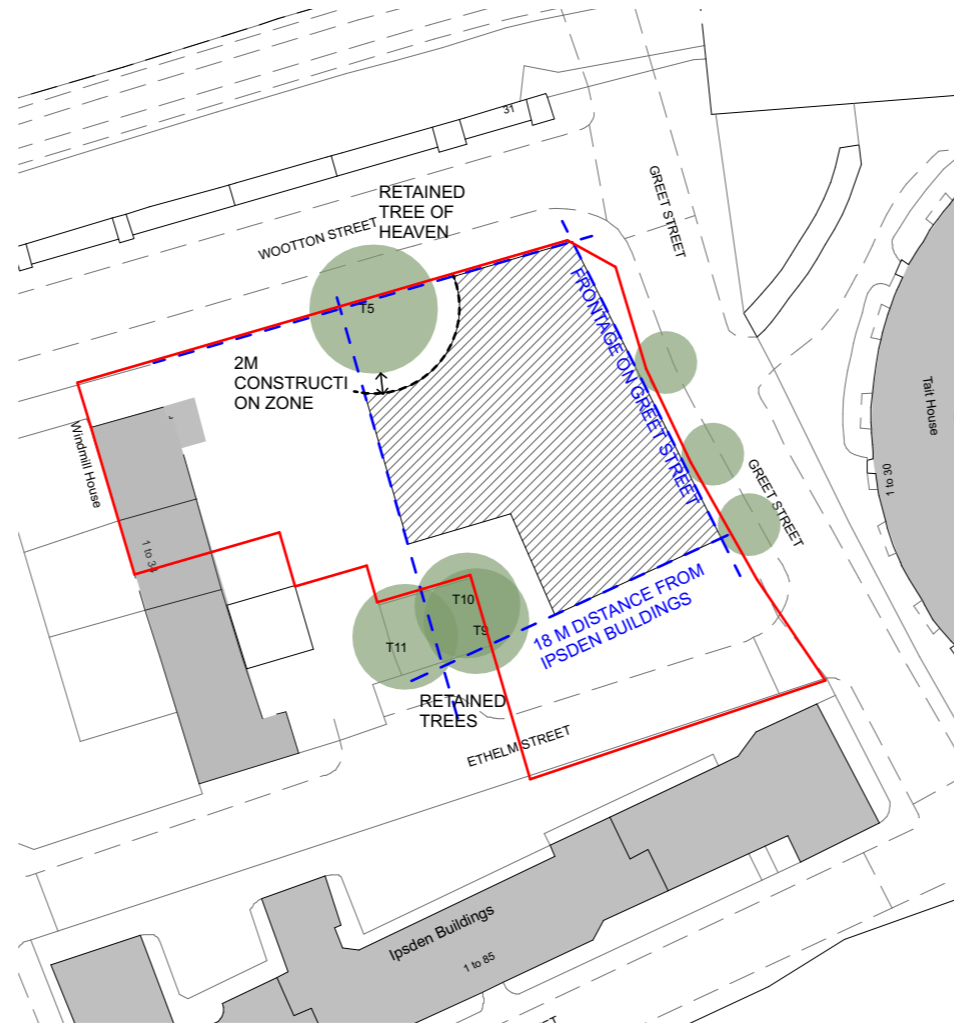
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## 4.1 DESIGN CONCEPT DEVELOPMENT

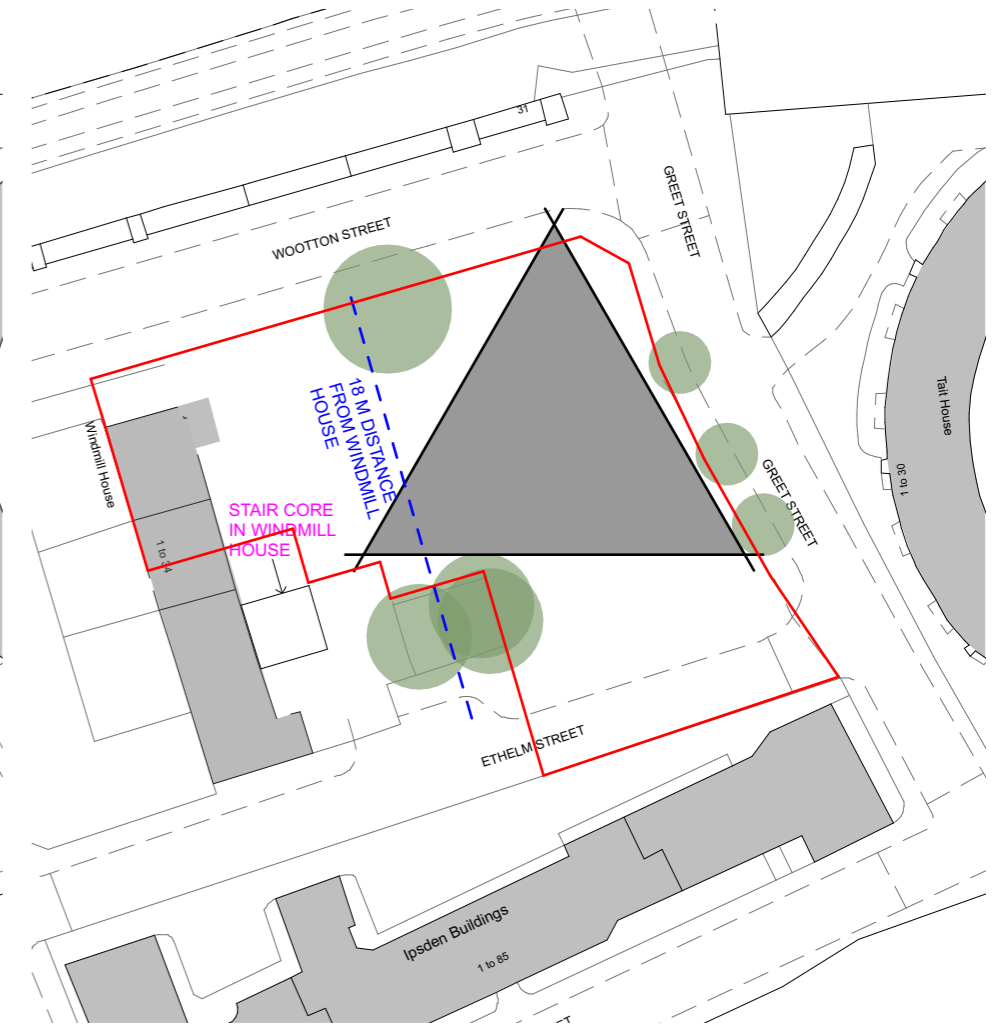
The following diagrams identify the various steps behind the proposed shape of the block.



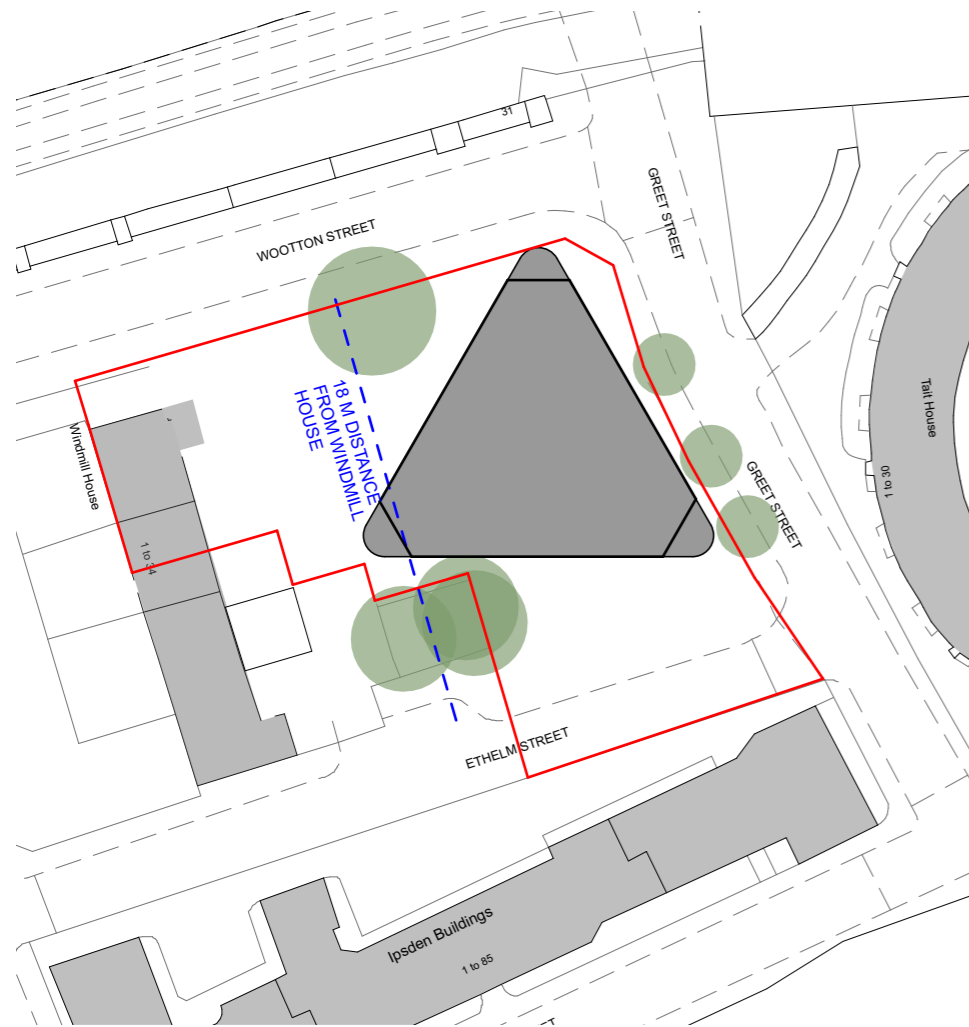
- Address the road or building alignments on four sides;
- Allow 18m distance from the existing residential blocks;



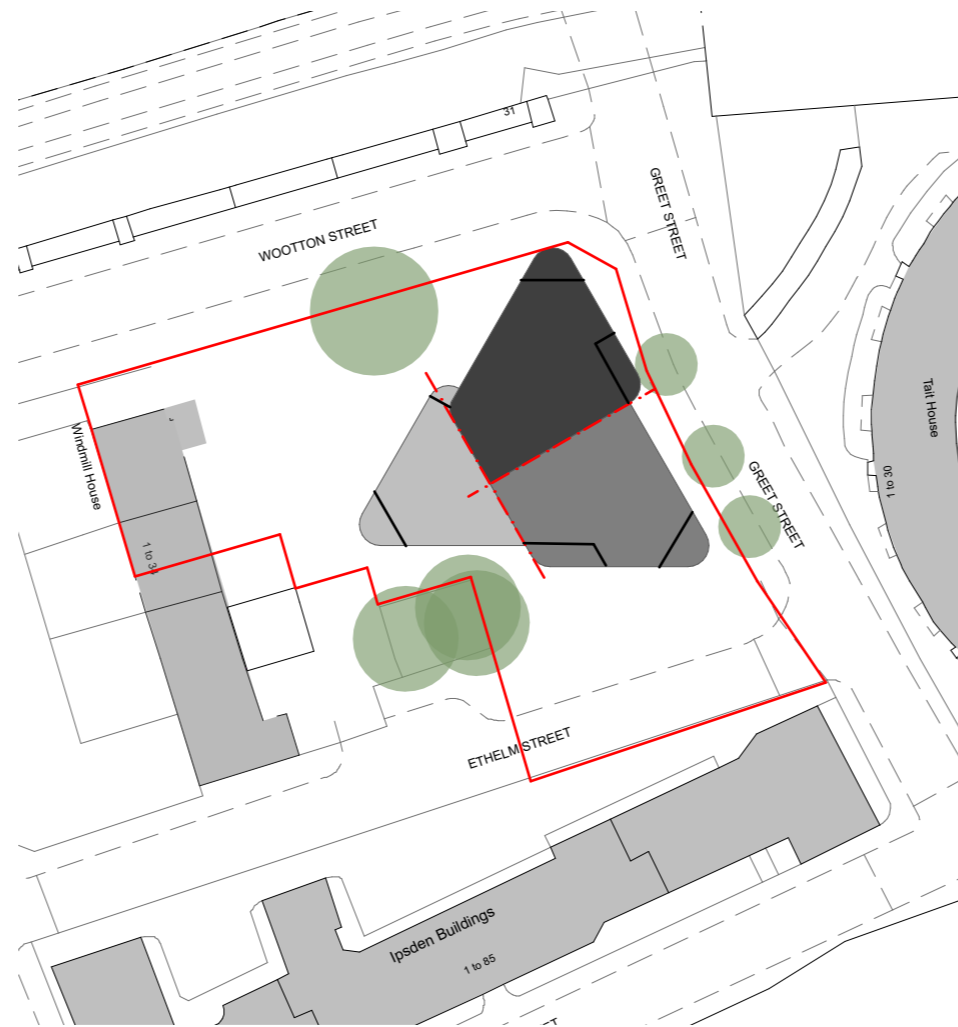
- Existing trees inside and outside the red line boundary impose further restriction on the development area;



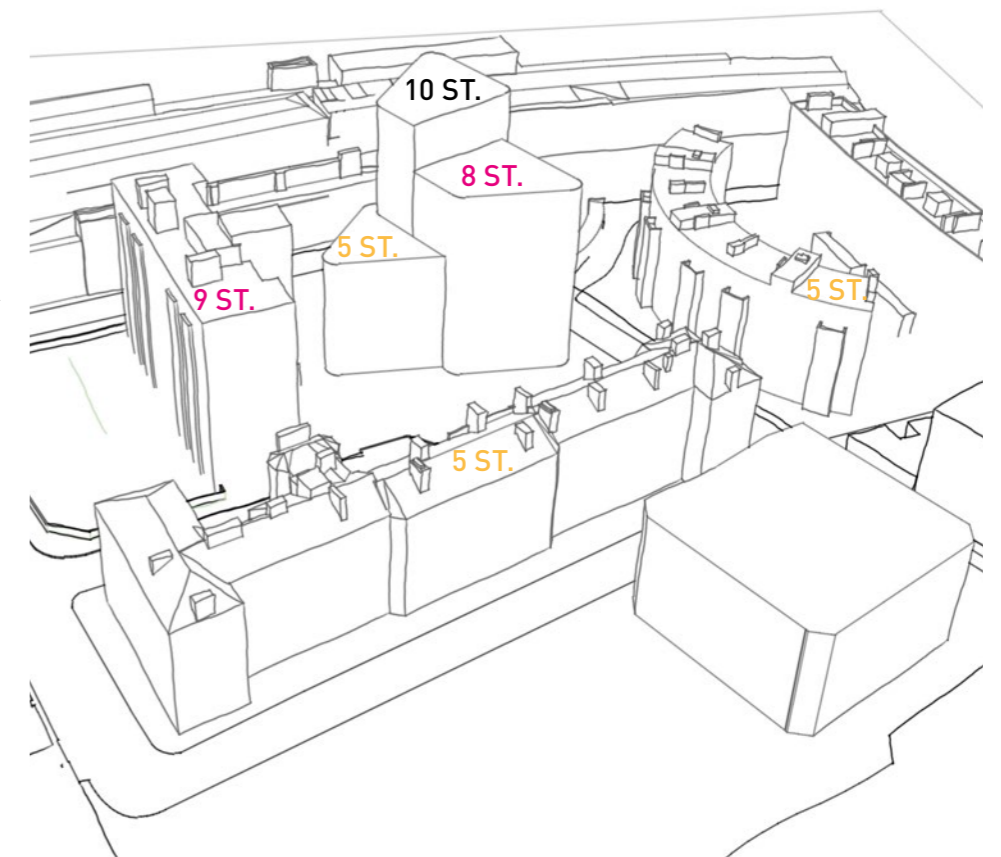
- A triangular area is identified pointing to the stair core of Windmill House where there is less sensitivity in reduction of the 18m distance;



- Corners are softened;
- Balconies are located in each corner;



- The triangular shape is broken-down into three smaller sections;
- By sliding the sections further curved balconies are created;



- The three sections are stepped in height to address the key heights in the context:
- 5 storey Ipsden Buildings and Tait House,
- 8 Storey Windmill House,
- 10 Storey railway and station to the north.

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## 4.2 MASTERPLAN

The massing of the proposed building comprises a triangular footprint, orientated to offer its slimmest point to Windmill House to minimise daylight/sunlight impacts on dwellings within that block.

The triangular shape is broken-down into three roughly equal sections which fall away as the building rises to create a stepped effect, with an amenity terrace introduced at each level.

The corners are softened by curved balconies providing panoramic aspect. The addition of extended curvilinear balconies along the sides of the triangle create a more dynamic form, suggesting a hierarchy of aspect and informing how the form of the building evolves as it rises.

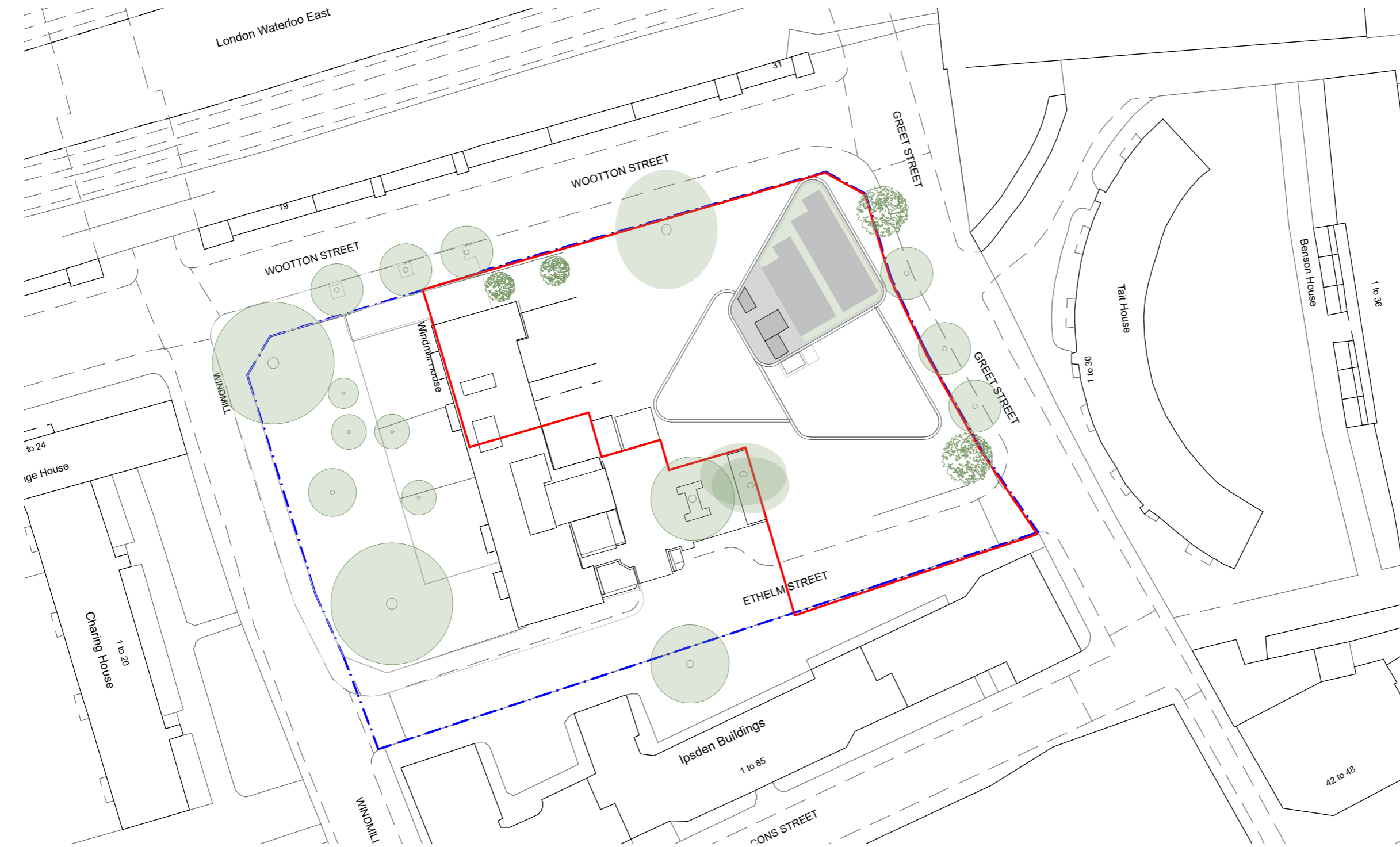
The proposal provides 36 new homes in a part 5, part 8 and part 10 storey block. The properties include a mix of 1, 2 and 3bed flats with a mixed tenure of Council Level rent, Shared Ownership and Private.

The existing site is in a poor condition of condition and acts as a blight on the rest of the estate. It is considered that the package of works proposed will deliver a scheme which will positively enhance the character of the site and surroundings.

At ground floor the triangular footprint of the building acts as a natural delineation of the site, breaking the remaining site into distinct sections allocated for amenity, parking and creating space for retention of existing trees. The design team sought to maximise active frontages to the principle elevations of the building. Entrances will be located on Wootton Street and Greet Street, animating the facade at ground floor and addressing the future station entrance.



AERIAL VIEW FROM SOUTH WEST



PROPOSED MASTERPLAN

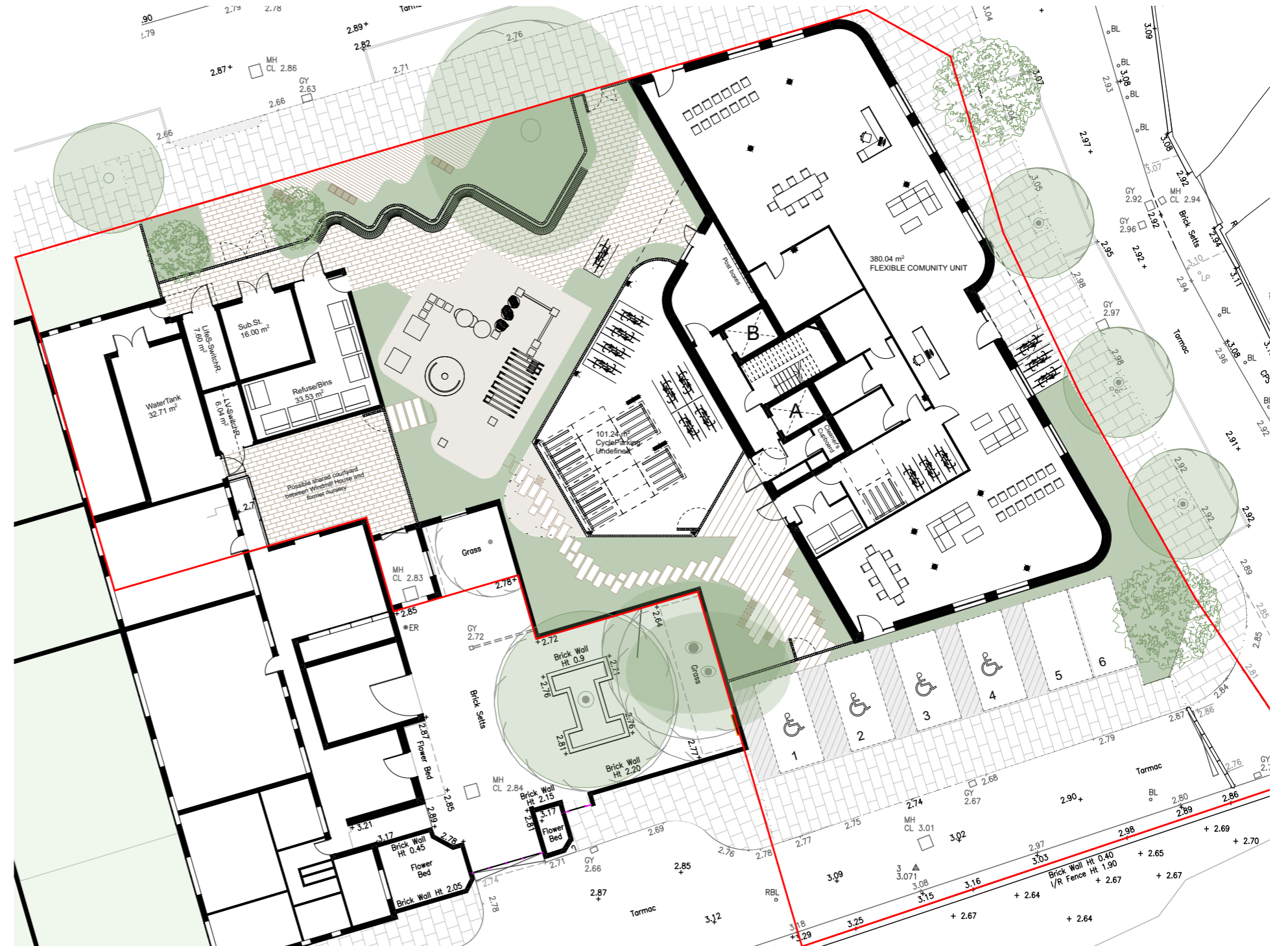
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## 4.3 KEY PLANS

Accessed from Greet Street, the flexible community use is located on the ground floor along the full width of the eastern edge. The space is extended to northern and southern edges of the site to maximise the area and to relate to the street alignments on three sides. Windows are located on three sides of the space to activate the street frontage and provide natural light and ventilation for the space.

The residential entrance is located on Wootton Street through a gated entrance courtyard. The communal garden and play area are the focal point of the arrival experience. Soft landscape and seating areas and new trees frame the play area in the centre. The residential communal door leads to a lobby with two lifts and one staircase providing access to the apartments on upper floors.

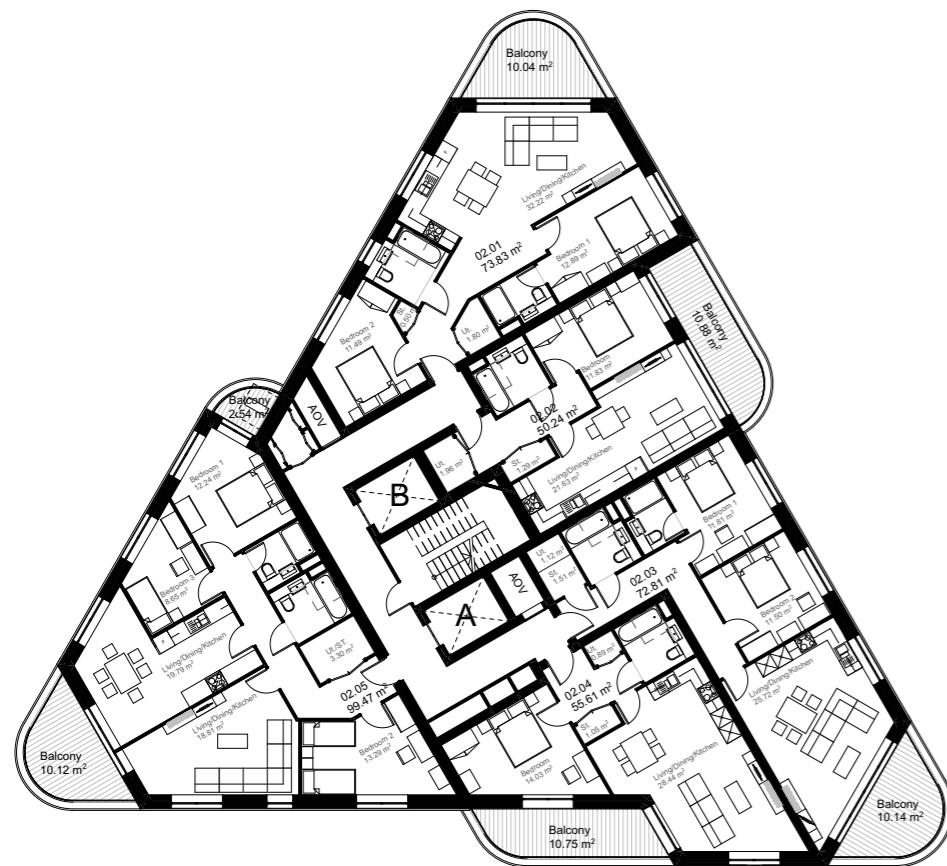
The ground floor also provides a space for communal cycle store, refuse and plant rooms.



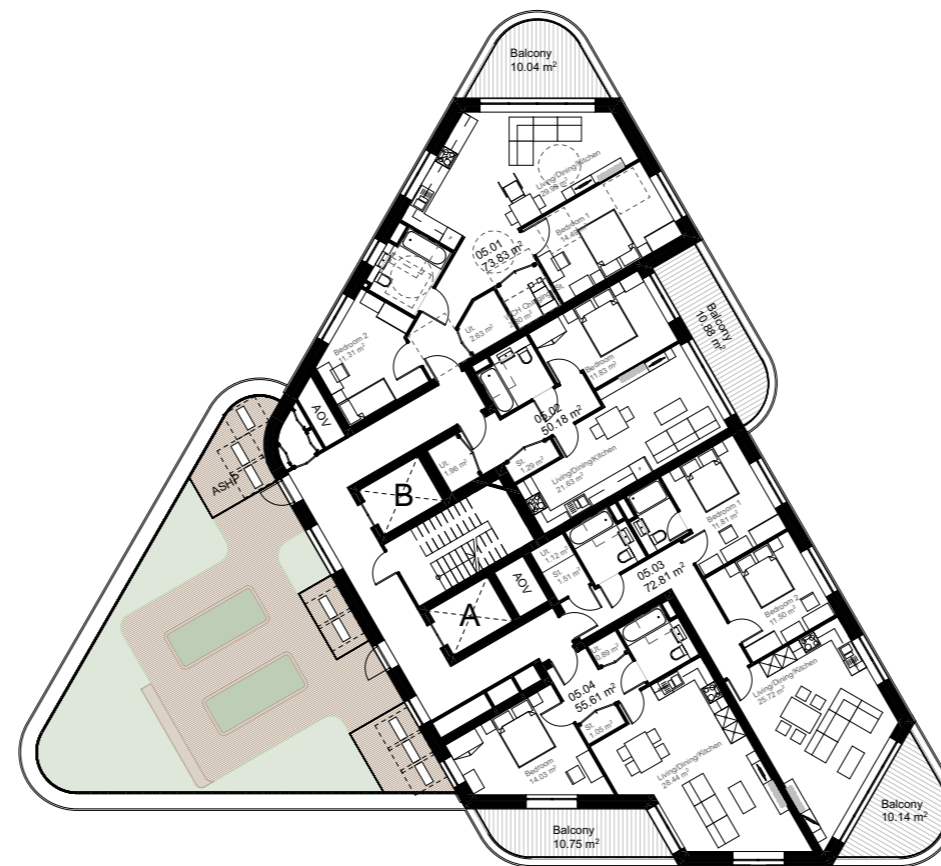
GROUND FLOOR

The lower floors of the triangle include five apartments wrapped around the central core. The proposed mix includes 1, 2 and 3 bed apartments. The 2 and 3bed homes are located on the corners are all dual aspect and benefit from the generous corner balconies. The 1bed apartments are located in the middle facing north east and south.

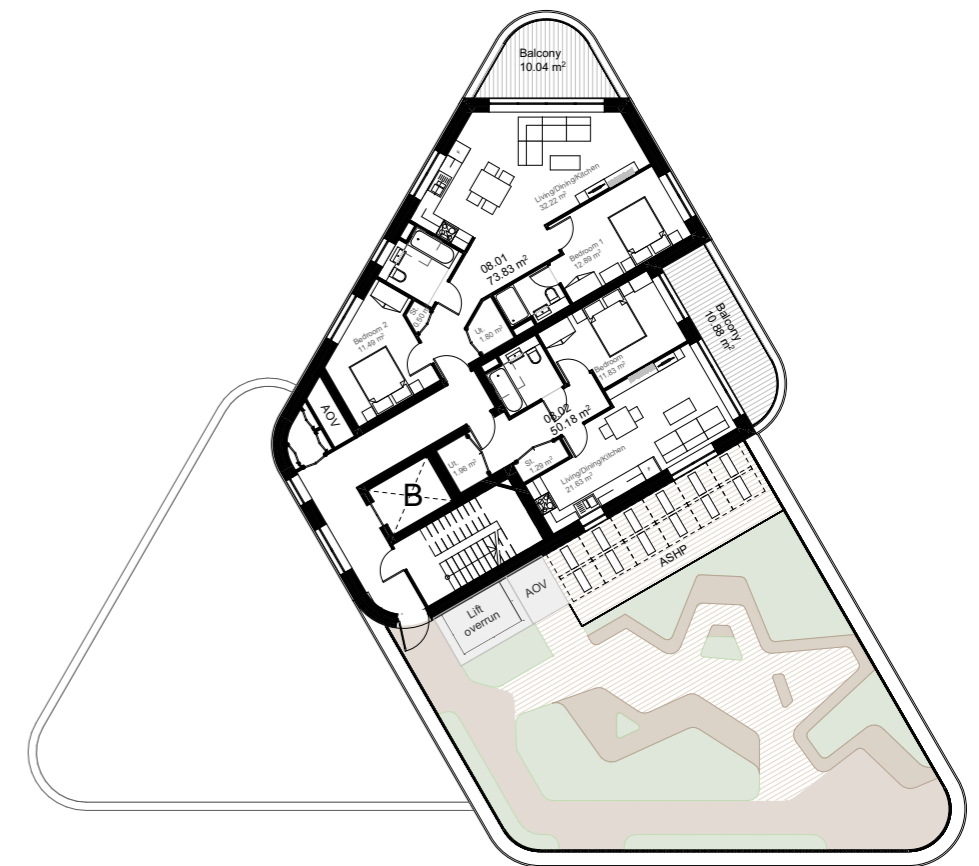
Levels 5 to 7 include 4 apartments on each floor with a corridor facing south west with openable windows for natural ventilation. Levels 8 and 9 include two flats per floor. Communal roof terraces are provided on levels 5 and 8 accessible to all the residents.



LEVELS 1 TO 4



LEVELS 5 TO 7



LEVELS 8 AND 9

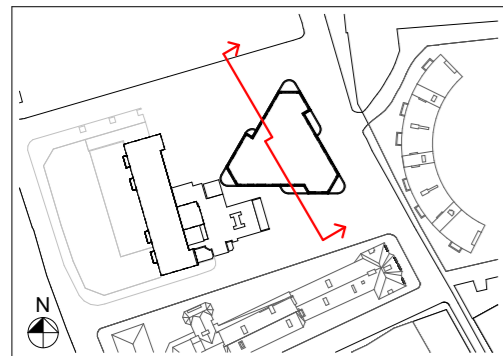


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## 4.4 SECTIONS

Key:

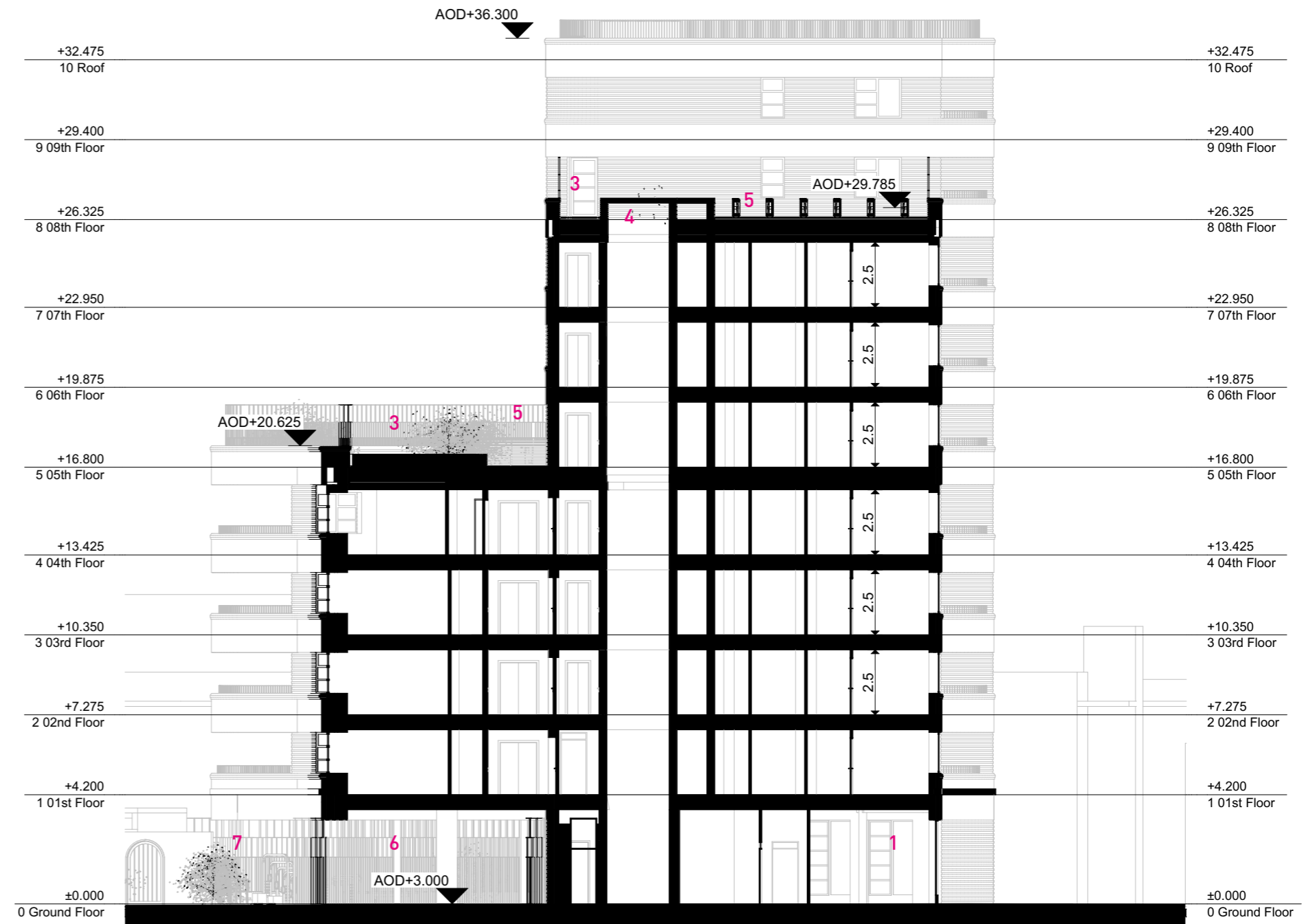
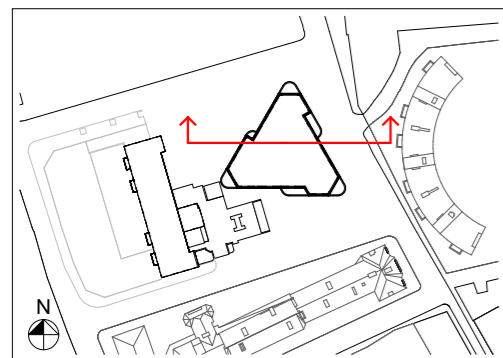
1. Flexible community use on ground floor
2. Residential entrance lobby
3. Communal rooftop amenity
4. Lift overrun
5. Indicative location of individual ASHPs for residential use



CROSS SECTION LOOKING NORTH EAST (SECTION 1)

Key:

1. Flexible community use on ground floor
2. Residential entrance lobby
3. Communal rooftop amenity
4. Lift overrun
5. Indicative location of individual ASHPs for residential use
6. Communal cycle storage for residential use
7. Communal garden and play



CROSS SECTION LOOKING NORTH (SECTION 2)

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## 4.5 RELATIONSHIP WITH THE IMMEDIATE CONTEXT

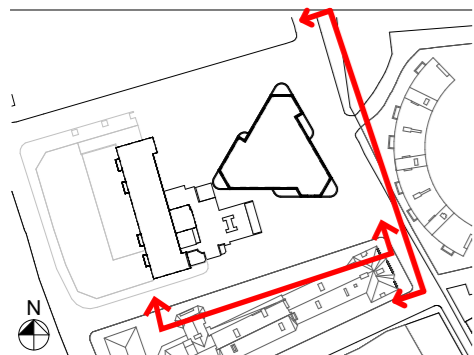
The massing of the scheme has been oriented and stepped in a manner which positively responds to the surrounding context. As illustrated on the images below the massing of the scheme has been optimized on the northern side of the site affronting the railway viaduct with stepping of massing on western / eastern portion of the site to achieve a scale and form which addresses the sensitive context of Windmill House and Tait House.



GREET STREET ELEVATION

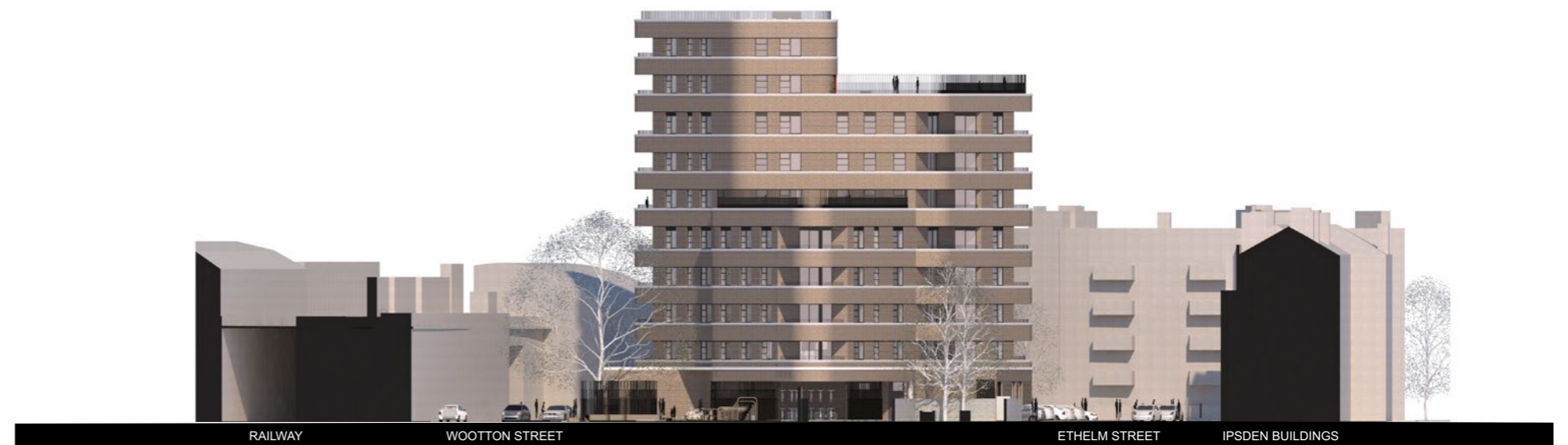
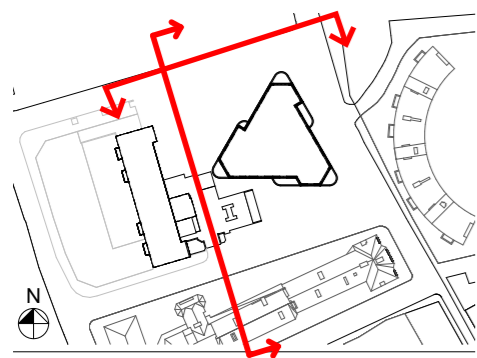


GREET STREET ELEVATION





POTENTIAL MASSING  
OF NEW DEVELOPMENT  
ON THE OCCC ESTATE



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### 4.5 RELATIONSHIP WITH THE IMMEDIATE CONTEXT



AERIAL VIEW FROM SOUTH WEST



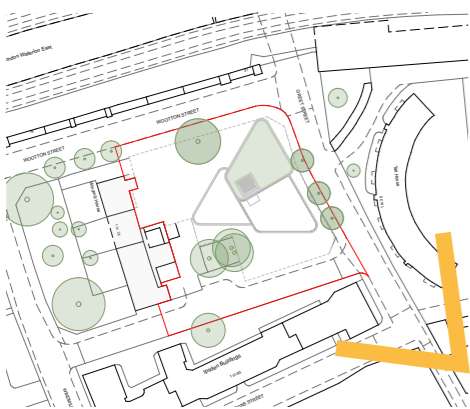
AERIAL VIEW FROM NORTH

## 4.0 PROPOSAL

### 4.5 RELATIONSHIP WITH THE IMMEDIATE CONTEXT



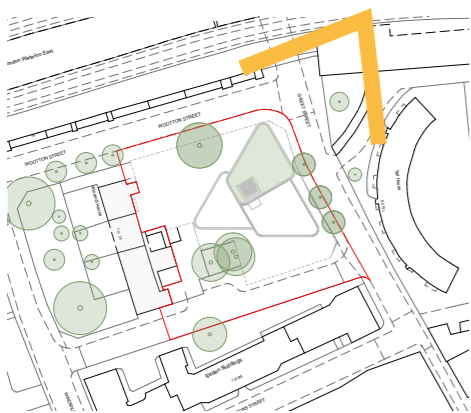
EXISTING VIEW



VIEW FROM GREET STREET LOOKING NORTH



EXISTING VIEW

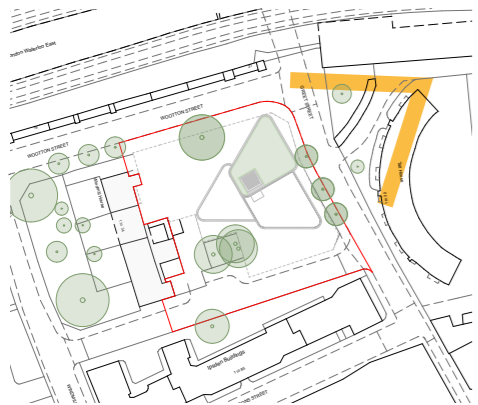


VIEW FROM NEW STATION ENTRANCE

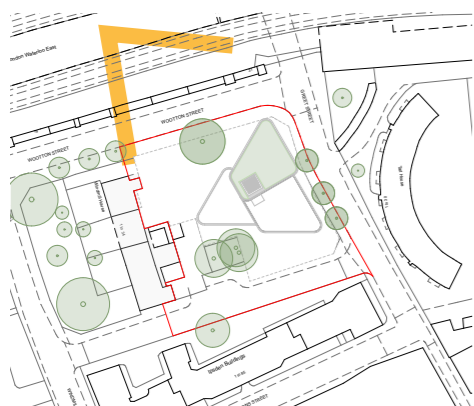


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### 4.5 RELATIONSHIP WITH THE IMMEDIATE CONTEXT



FLEXIBLE COMMUNITY USE ENTRANCE ON GREET STREET



RESIDENTIAL ENTRANCE ON WOOTTON STREET

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## 4.6 RELATIONSHIP WITH THE WIDER CONTEXT

### RESPONSE TO THE CONSERVATION AREA

The Proposed Scheme is slightly taller than much of the existing context in the surrounding area. Increase in building height is not a detrimental impact in itself, as evidenced across central London there is significant evidence of modern taller buildings achieving a positive relationship with existing urban fabric. The principle test is concerned around the quality of design of the building in terms of massing, scale and material appearance and the public realm enhancements delivered as part of the development.

The proposed scheme is of broadly similar height to Windmill House and the emerging OCCC development which both lie to the west of the site and will fall within the backdrop of the existing Capital Towers development on Waterloo Road.





AERIAL VIEW FROM SOUTH EAST