

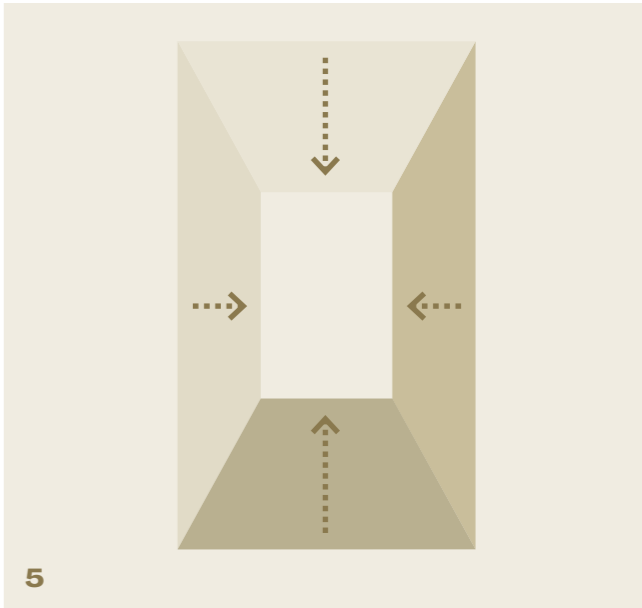
3.0 DESIGN DEVELOPMENT

LOCAL REFERENCES

LOCAL ROOFSCAPE ANALYSIS

The surrounding architecture has been carefully reviewed to reference a number of massing features to incorporate within the proposed scheme. The gable pitched typology has been used as a language for the key frontages while hipped roofs and inhabited roof accommodation have been employed to soften the massing from the surrounding key views. These principles are set out in the diagrams below:

1. Full height gables to respond to the context
2. Ground floor square bays with arched entrance doors
3. Hipped roof with flat roof for efficient usable space



- 1 12/14 Julians Road
- 2 8 Julians Road
- 3 Full height gables with a hipped roof
- 4 Square bays and arched entrance doors to ground
- 5 Hipped roof with flat roof for efficient usable space

3.0 DESIGN DEVELOPMENT

MASSING & VISUAL IMPACT APPRAISAL

VIEW FROM ORCHARD ROAD

Ensuring that the proposed massing stitches into the key views from the surrounding Orchard Road Conservation Area has formed a crucial part of the design process. One of the key views which was identified on the initial visit to the site was the view from Orchard Road looking west towards the site.

The existing built forms on the Site abuts the western boundary. This is the boundary which is shared with the gardens of the properties along Orchard Road.

In **Image 02**, the team reviewed the visual impact of a massing approach which focused the majority of the massing in the form of semi-detached properties along the centre of the site. On reflection, the team felt this massing approach had a negative impact on this view from Orchard Road as it did not stitch into the existing grain. The team also felt that the massing resulted in additional visual impact when compared to the existing condition.

In contrast, in **Image 03** the proposed massing is orientated to face north-south, away from the rear garden boundaries along Orchard Road. The north elevation is setback significantly from the facade line of the existing warehouse building which creates more openness with clear views of the sky.



- 1 Existing View from Orchard Road
- 2 Potential Proposed Massing - View from Orchard Road
- 3 Chosen Proposed Massing - View from Orchard Road

3.0 DESIGN DEVELOPMENT

MASSING & VISUAL IMPACT APPRAISAL

VIEW FROM JULIANS ROAD

The other key view - identified as a key view within the conservation area management plan - is the view from Julians Road looking south between 35 Julians Road and 33 Julians Road.

In **Image 02**, the team reviewed the visual impact of a massing approach which situated more of the massing towards the front of the site, continuing the flank wall building line of 33 Julians Road. On reflection, the team felt this massing approach had a negative impact on the setting of buildings along Julians Road whilst the bulk and massing of the development felt overbearing when compared to the existing condition.

In contrast, in **Image 03** the proposed massing is orientated to align more with the existing massing of the warehouse currently located on site. With the northern elevation setback from the existing building line the massing not only respects the existing view from Julians Road but improves the relationship with the setting of the properties along Julians Road.



- 1 Existing View from Orchard Road
- 2 Potential Proposed Massing - View from Julians Road
- 3 Chosen Proposed Massing - View from Julians Road

4.0

THE SCHEME



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PROPOSAL OVERVIEW



PROPOSAL OVERVIEW

In determining applications the NPPF gives weight to achieving outstanding or innovative designs, which helps raise the general standard of design.

The following were key design rationales that were employed during the evolution of the process:

- Respond to local buildings and the local landscape.
- Compose a building that has a holistic, simple and elegant language which reflects and embraces the core values set within the Orchard Road Conservation Management Plan, responding in a contemporary approach that is fit for modern building methodologies.
- Provide high-quality residential accommodation with good outlook whilst ensuring that overlooking to adjacent neighbours is mitigated and the outlook to adjacent residential dwellings is not compromised.

In order to ensure the residential units offer the highest quality living standards, extensive time has been devoted to revising internal layouts to ensure:

- Maximising daylight
- High quality amenity space which offers privacy, sunlight and good outlook
- Sufficient storage space
- Contemporary open plan living
- Defensible space to the outside of the ground floor units

The design, layout and massing of the building envelope has been sculpted over the course of the design dialogue to develop a scheme which sits comfortably within its context.

