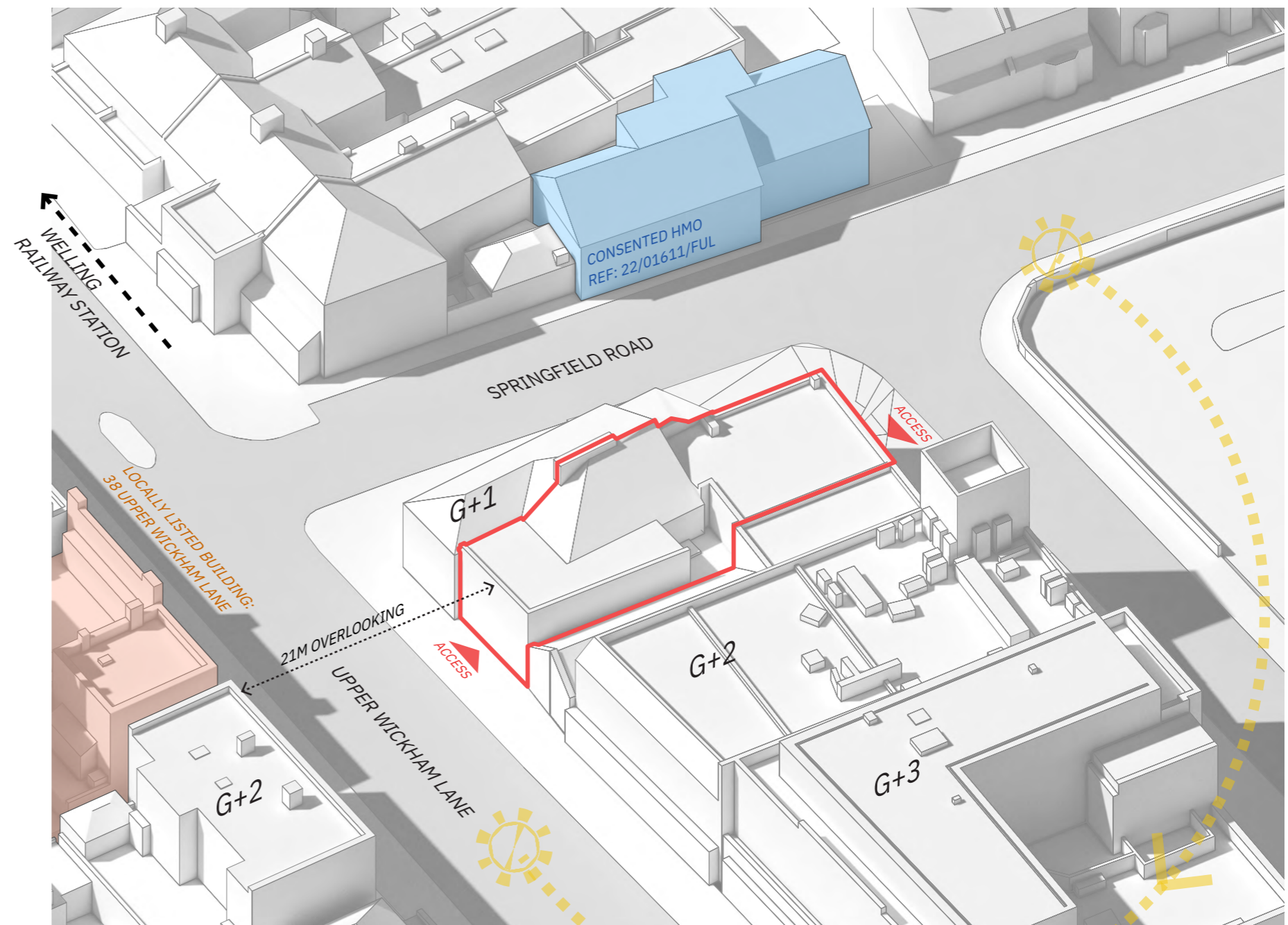


5.0 DESIGN STRATEGY

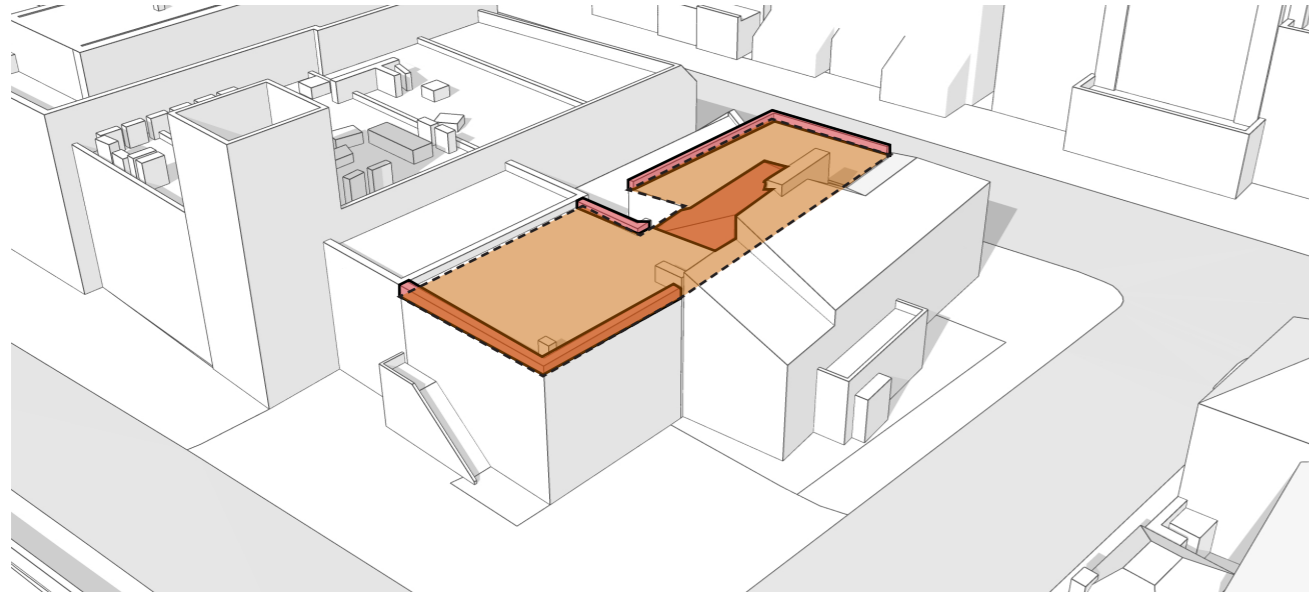
5.1 SITE CONSTRAINTS

- There is opportunity to redevelop the underutilised site and take advantage of its prominent South-East London position.
- The location also benefits from its close proximity to Welling Railway Station, a 9 minute walk away, with direct links to central London in 32 minutes.
- The site is located close to a strong corner condition which connects a B road, Springfield Road, to the A road, Upper Wickham Lane. As a thoroughfare, Springfield Road is frequently used as a connection to Welling High Street.
- The primary access to the site is via Upper Wickham Lane, with 2 secondary points of access to the rear.
- Existing building features lightwell to provide light in centre of the deep plan. There is opportunity for this condition to be replicated to ensure positive internal conditions.
- The building faces a locally listed building on Upper Wickham Lane, at number 38. 38 Upper Wickham Lane was formally a cinema and now operates as a bingo hall. The building has a clear architectural style with features from the art deco style.
- On Springfield Road is the recently consented 3 storey HMO application ref: 22/01611/FUL. The consent has not yet been implemented, but shares many features with the use and internal layouts of the application site.

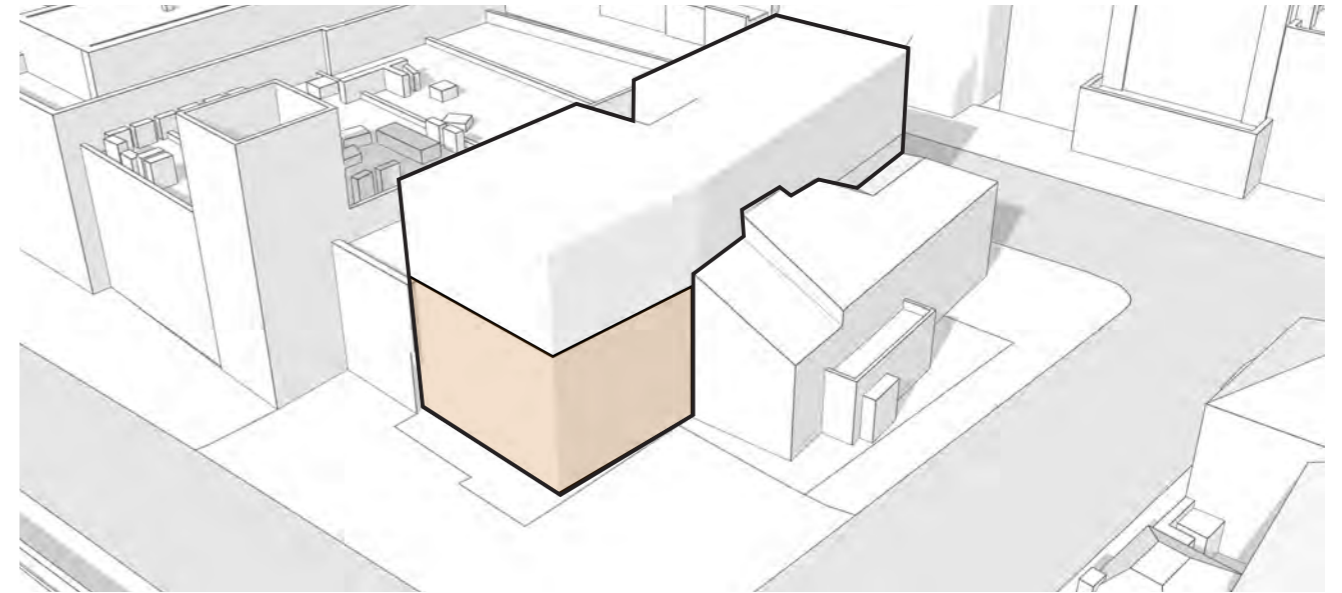


5.0 DESIGN STRATEGY

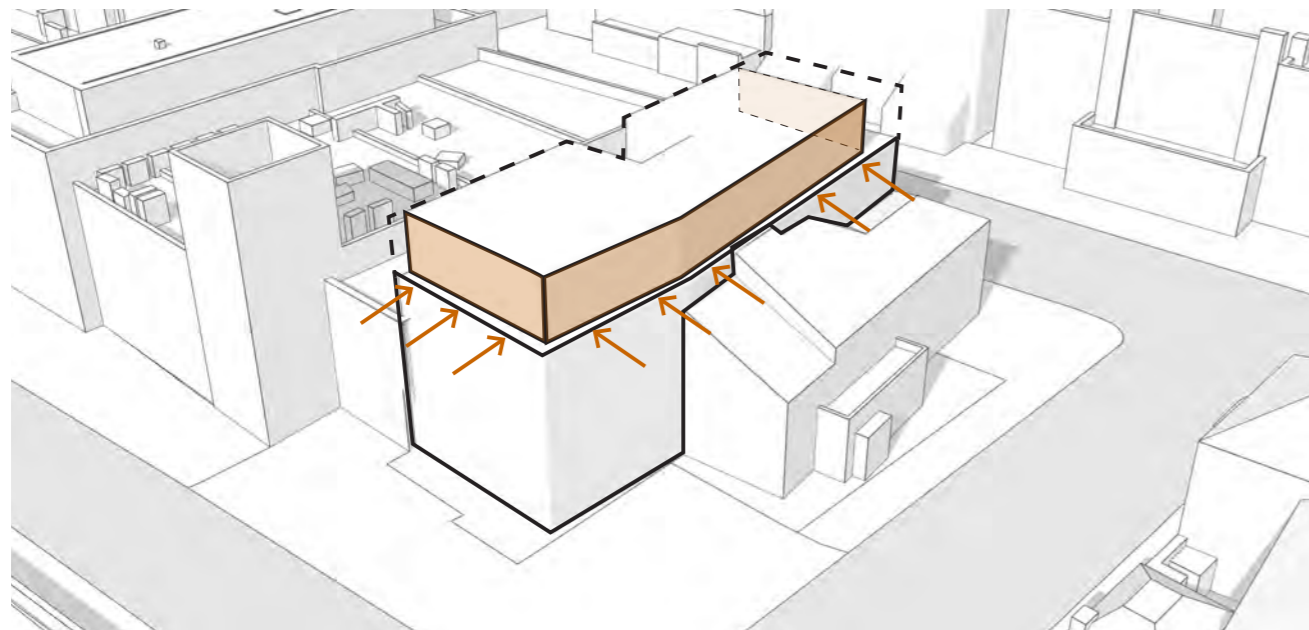
5.2 MASSING STRATEGY



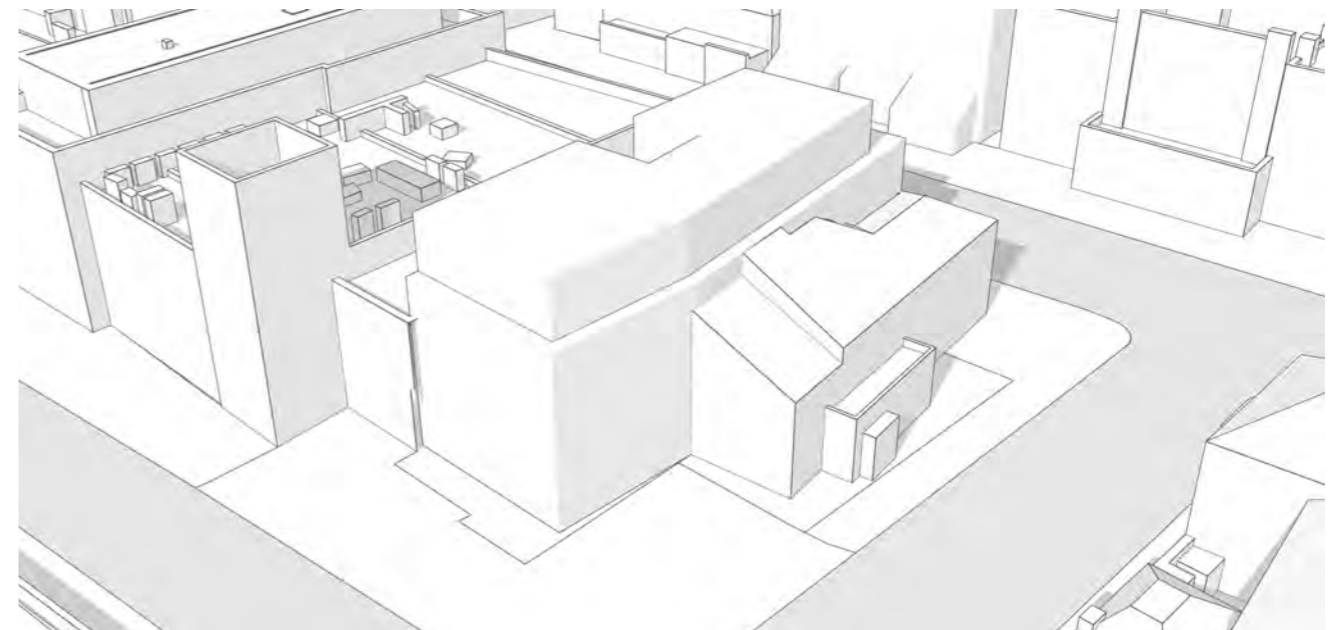
REMOVE PITCHED ROOF AND PARAPETS TO CREATE CLEAN FORM - RETAIN LIGHTWELL



EXTRUDED EXTENSION BASED ON SURROUNDING BUILDING HEIGHTS



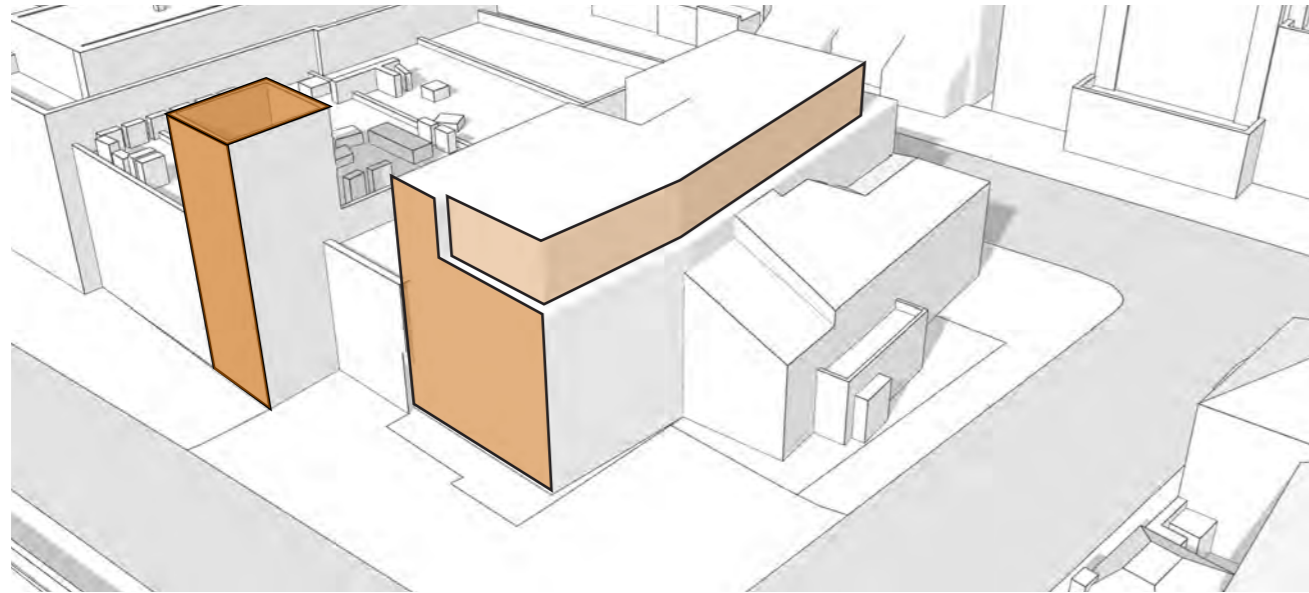
TOP FLOOR MASS PUSHED INWARDS



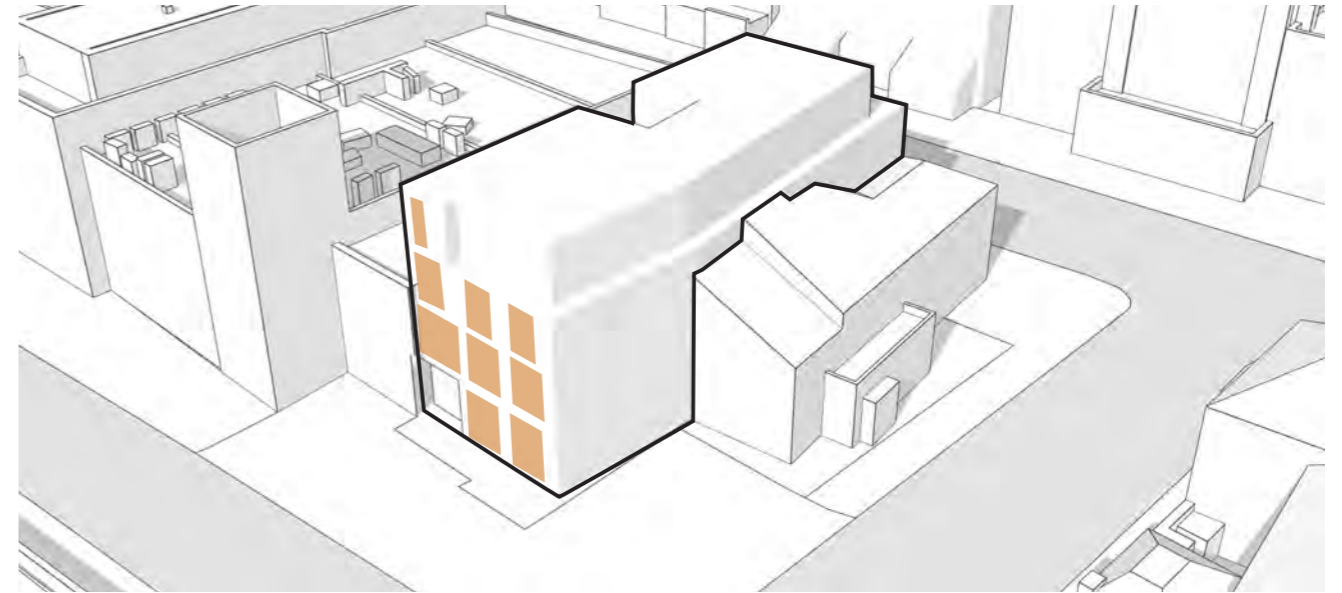
FLAT ROOF OPTION - WHAT WAS SUBMITTED AT PRE-APPLICATION PHASE

5.0 DESIGN STRATEGY

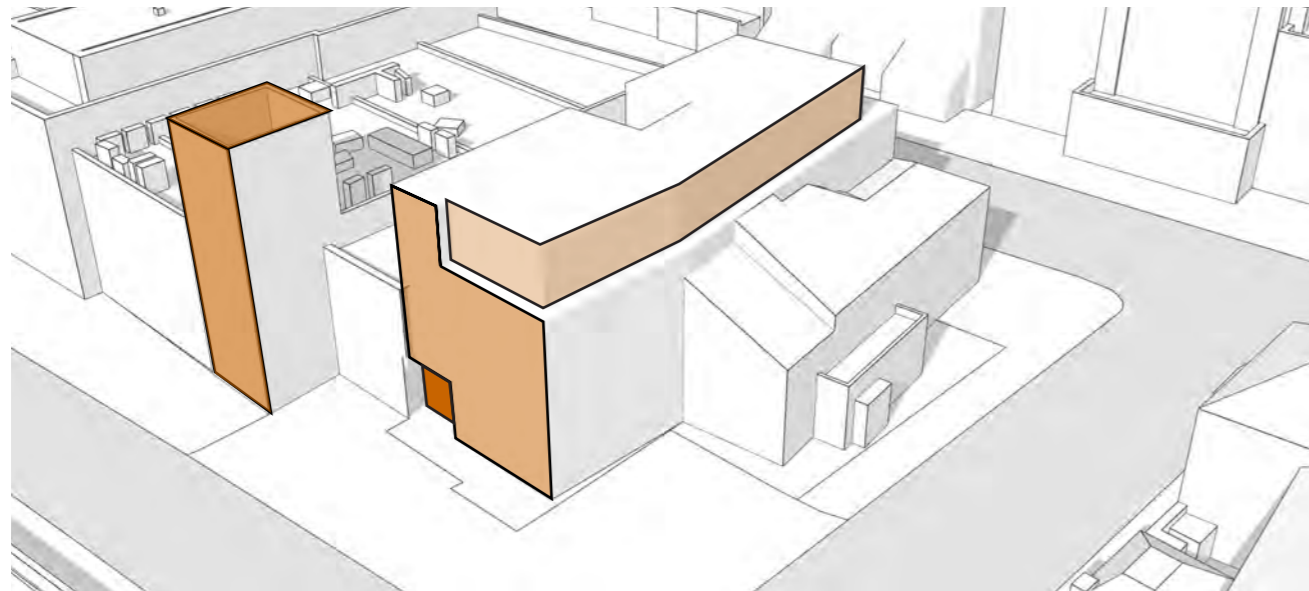
5.2 MASSING STRATEGY



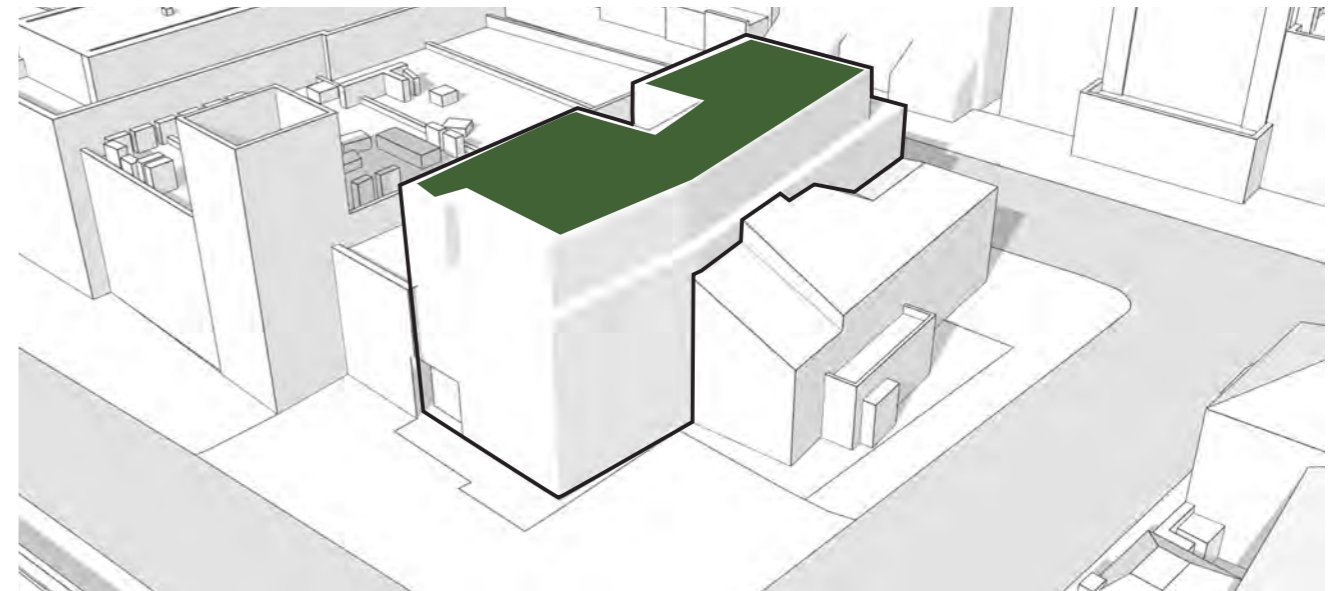
EXPRESSION OF TOWER FEATURE



ARCHITECTURAL MANIFESTATION



EXPRESSION OF ENTRANCE - FLAT ROOF OPTION



BIODIVERSITY STRATEGY

5.0 DESIGN STRATEGY

5.3 MASSING PRECEDENTS

