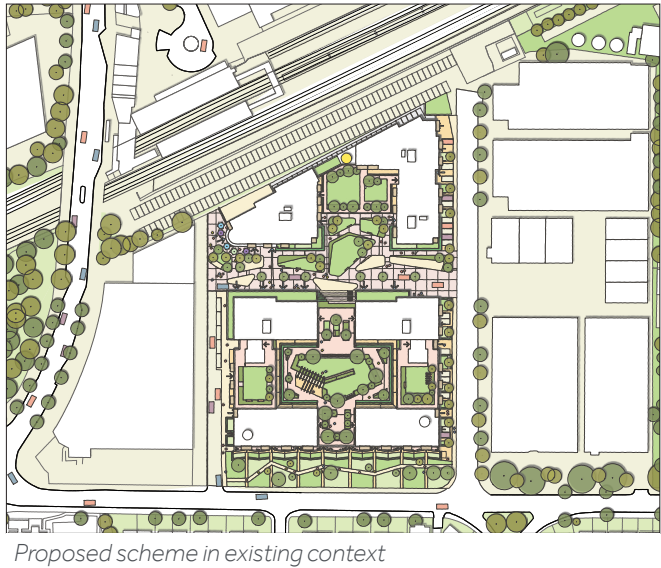


The east/west route clearly organises the site into northern and southern plots. The two northern buildings (A & B) sit adjacent to Network Rail's station car park and have been arranged to 'open-up' to the south and 'close-down' to the north. The buildings create a split level green space between them that relates to the east/west link and their proximity to the north shields the space and the development as a whole from the noise of the railway tracks. The buildings have distinct forms and roles, with building A having a triangular footprint formed by the shift in geometry between the railway lines and the alignment of the east/west link. Therefore, this building has a dynamic form presenting a 'prow' to the London-bound trains, the station and views from the west. This positive form adds to the emerging cluster of taller and more iconic buildings that are being developed around the interchange.



Building A & B - South Elevation



View along Sandow Avenue

Building B complements building A, with its northern façade designed as part of a set piece presented to the railway. However, its form responds to the need to define streets and spaces, aligned to Viveash Close on its eastern side and adopting a 'L' shaped footprint to frame the extended green offer. Its southern edge aligns with building A to define the east/west route and together they present important corners to this route when travelling westwards from the former Nestles Factory residential development. The two buildings intentionally sit slightly further to the south than the buildings in the Barratts scheme and the celebration of these leading edges creates visual 'stepping stones' and encourages movement to station. Requirements to the Access Storage site. The building forms along Gilbert place step up, as with Viveash Close, to transition between scale and typology.



View looking West with coloured leading edges

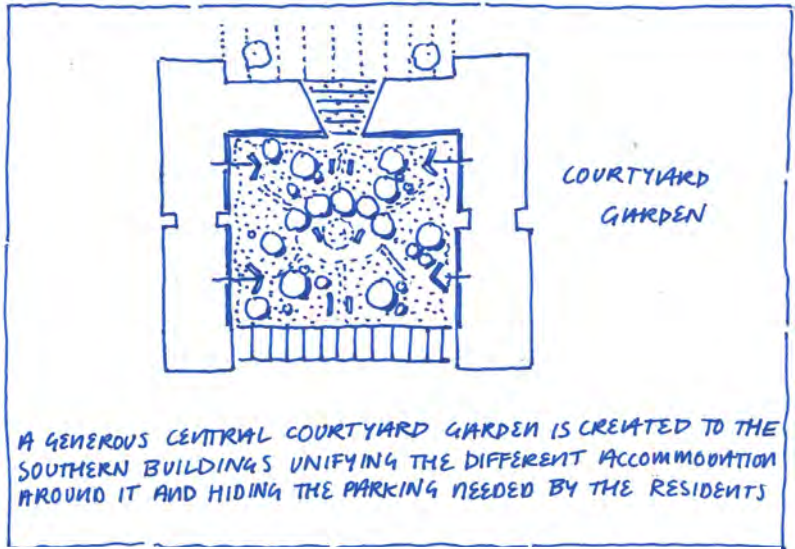


View looking West with coloured leading edges



The northern buildings as seen from the station platforms

The buildings to the south of the east/west link are organised as a courtyard to define the edges of the southern plot. To the east and in conjunction with building B, building D creates a stronger edge to Viveash Close, improving the setting of the existing route running north/south by presenting a consistent façade alignment and a series of duplex units with their own front doors providing animation to the street. The buildings along Viveash Close recognise the transition of scale from the more suburban typologies of the two storey semi-detached properties on Nestles Avenue to the scale of the railway and the tall, large footprint buildings of High Point Village.



Concept diagram 3

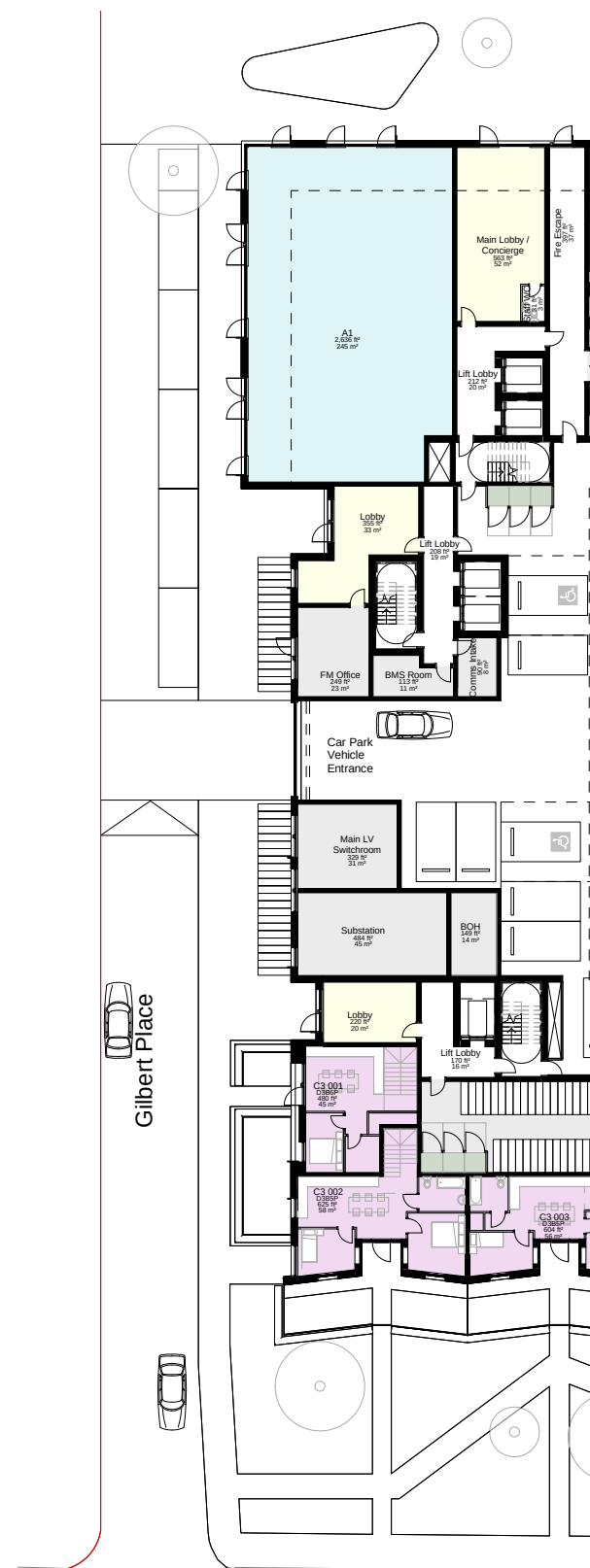


Wireline view along Viveash Close



Viveash Close Elevation

Building C defines the western edge of the urban block and a new north/south route is organised along this boundary. With agreement of the owners of the Access Storage site the building line sits back from the boundary 10.5m resulting in a 21m wide street between any proposed buildings. The new route, named Gilbert Place, provides public access where there has previously been none and in conjunction with the approach of the Barratts masterplan encourages a pattern of north/south routes creating new permeability within the former industrial lands. In this instance its alignment is critical; conjoining with the east/west route to form the hard-landscaped square that links through the Access Storage site to the station. This is important for the proposals but has greater significance to the neighbourhood to the south of the scheme providing new links to important infrastructure. The character of Gilbert place is more workmanlike being more mineral in feel and supporting the servicing of the scheme as well as pre-empting the revised access/service



Plan of Gilbert Place



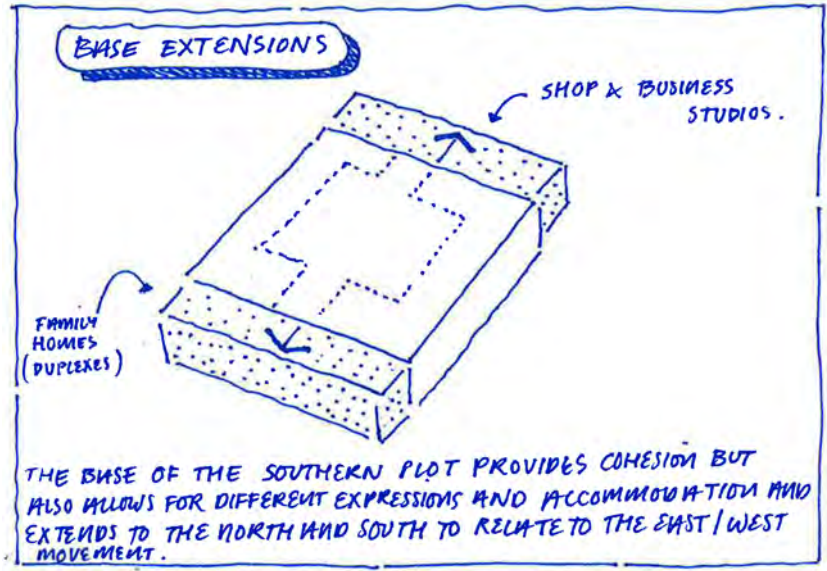
Wireline view along Gilbert Place

View of Nestles Avenue Facade

To the north, building C and building D are aligned and provide a strong edge to the east/west route. This intentionally holds the link but also defines the green space created by the grouping of buildings A and B. The base of C and D are generous in height allowing for their commercial accommodation but are also extended in plan, engaging with the open space and providing some separation for the residents above this well used space. The break between the buildings on this frontage has been carefully considered to provide relief in the built form along this route and sunlight penetration into the green space, making for a landscape that people will enjoy. The interaction with this has prompted ideas for a greened amphitheatre between the flanks of the buildings providing a green connection between the raised private planted courtyard and the public green space of the east/west link.



Wireline view along East-West link

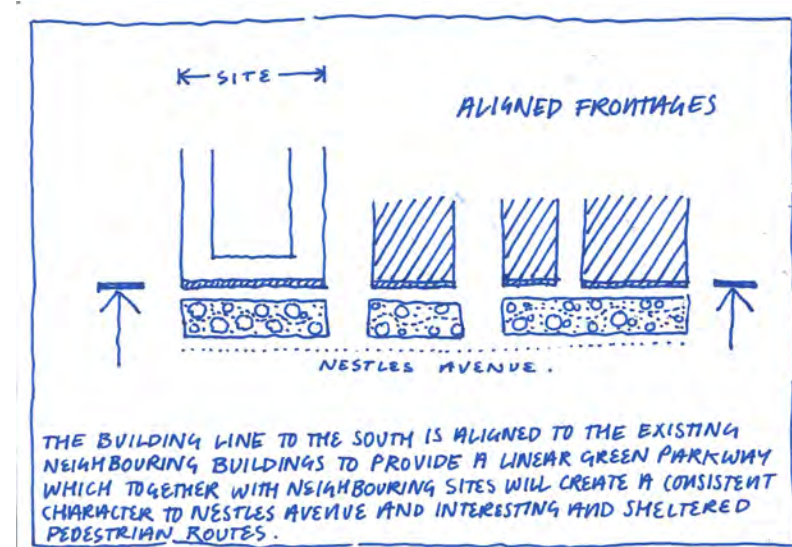


Concept diagram 4



Building C & D - North Elevation

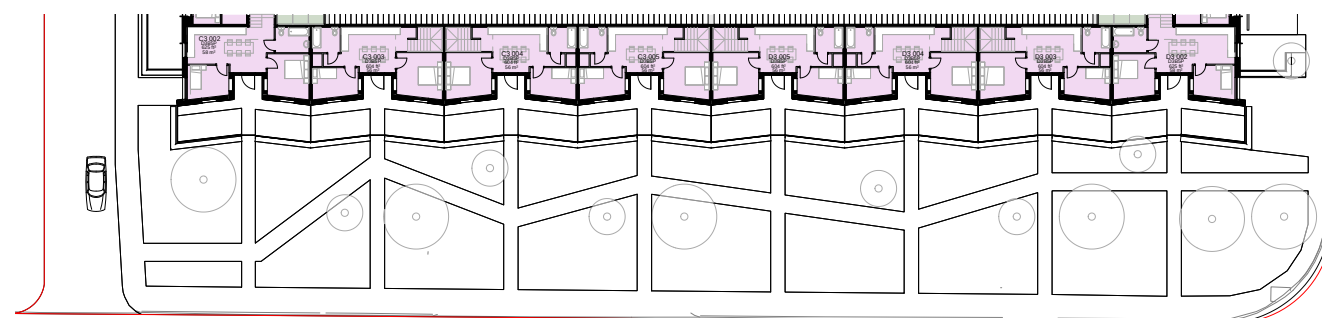
The southern edge is again different; in response to its particular context. The existing properties on the southern side of the western end of Nestles Avenue are predominantly semi-detached houses with hipped roofs and generous front gardens and drives, sitting back from the street edge. The proposals for the site echo this approach, with the two southern façades of buildings C and D moved back to align with the historic industrial shed alignment but also to facilitate the local authority's and TfL's plans to widen Nestles Avenue to support bus movements. A positive consequence of the alignment is space for front gardens and a site-wide linear garden that provides relief for the existing residents, creates new public green space and together with similar proposals by the Barratts scheme, forms a holistic approach to greening the street and redefining its character.



Concept diagram 5



Nestles Avenue elevation



Nestles Avenue

Nestles Duplex units Ground Floor Plan

View of Nestles Avenue Facade

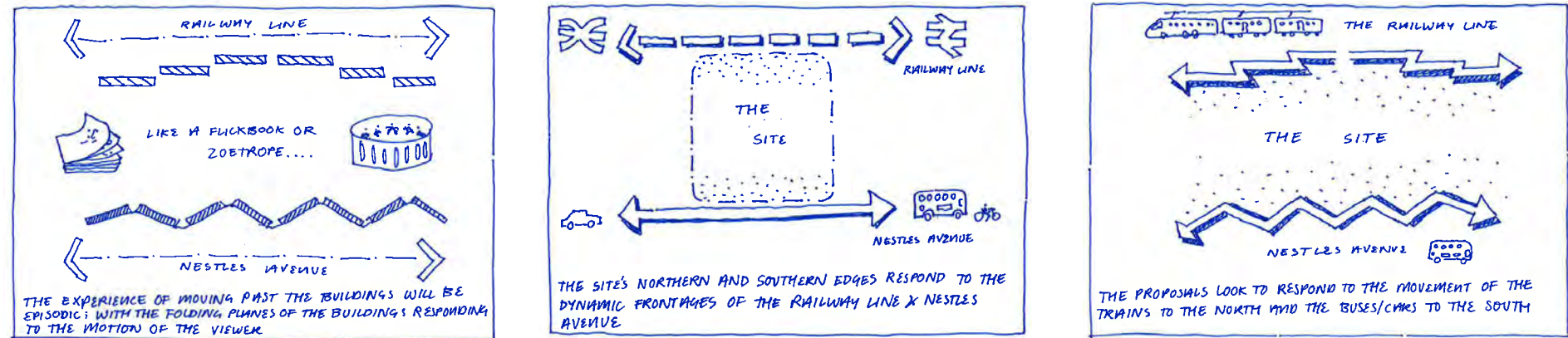
The building form on Nestles Avenue steps down and is further articulated and mitigated by the break between buildings C and D affording views up into the central green courtyard and (as with the northern edge of the southern) a lower level extension that engages with the new linear garden and relates to the two storey extensions of the existing properties opposite. The extension's façades are gently undulating responding to the dynamic nature of pedestrian, cycle, bus and car movement along Nestles Avenue and this resonates with the proposal's approach to its northern boundary with angled façades responding to the rapid movement on the trains beyond.



View of Nestles Avenue Facade

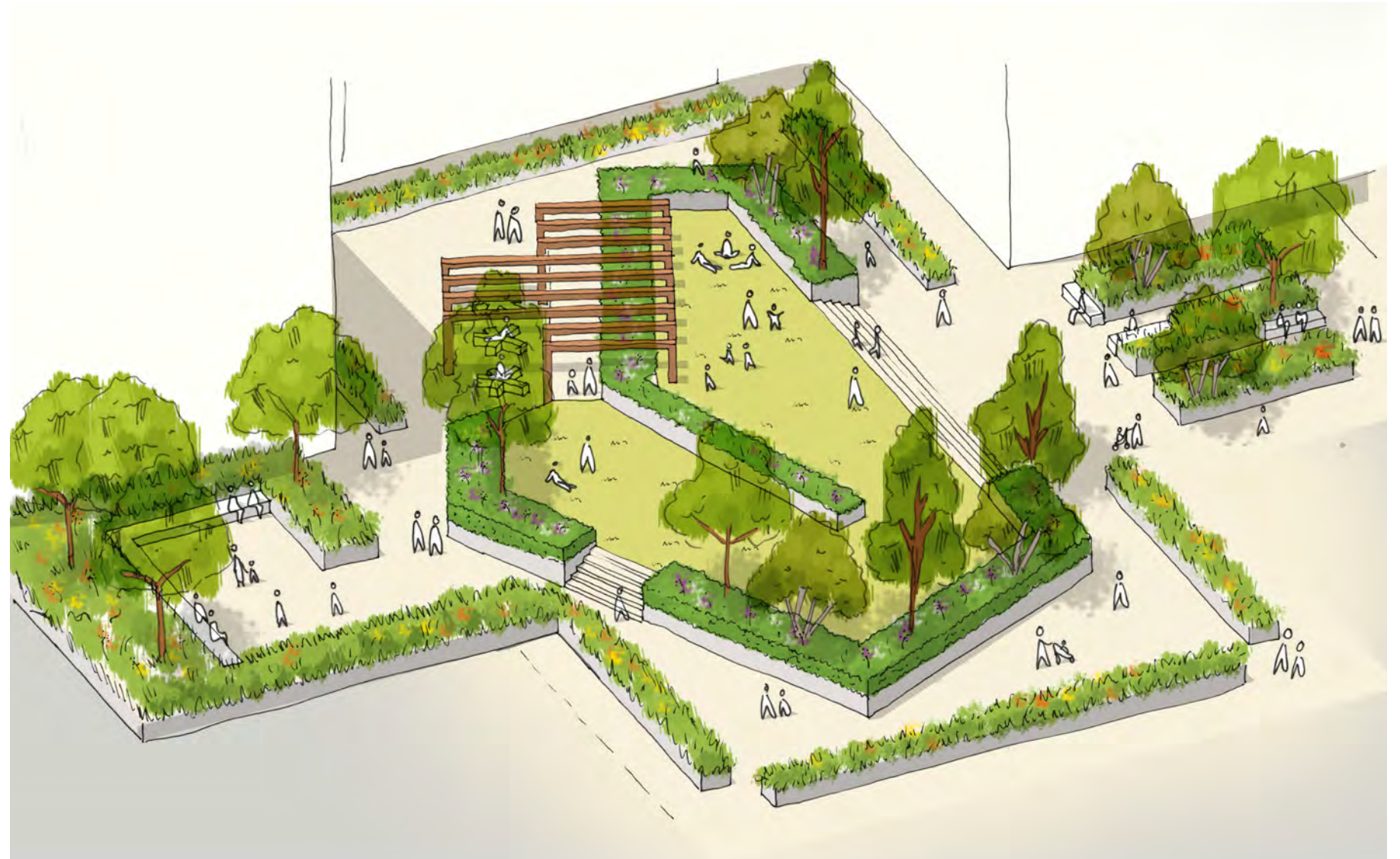


Building C & D - South Elevation



Concept diagrams

The southern plot's green heart is the private courtyard garden, accessed by all buildings that define it. The central space is a generous, measuring in excess of 51m by 29m and this provides individual gardens for the surrounding second floor units and a large greened communal space for residents. The garden sits on a deck and this hides two storeys of car parking and the majority of the provision for the development.



Courtyard Gardens View

3.6.1 Ground Level Uses

The masterplan aspires to present as much active frontage to publicly accessible frontages as possible. This creates vibrant, overlooked (and thus self-policed) and visually interesting bases to the new buildings. The proposals either respond to their settings or redefine the character of the streets upon which they sit and care has been taken to understand their impact on the wider town centre and the future developments.

The car parking requirement for the development is significant and therefore building typologies have been developed to minimise the impact of the parking provision on the public realm. This has entailed the design of a 'crust' of single aspect active uses to activate streets and spaces whilst hiding the car parking structures from view.

Nestles Avenue has historically marked the meeting point of industry and housing and there is an opportunity to complete the residential character of the street. The proposals run a series of large duplex homes along its length and to its corners, each with its front door and ground level garden space. The units sit across two levels and face south (the car park provision to their rear) and they have an excellent aspect looking across the gardens and linear green space to the set-back semi-detached properties opposite. The openness of their disposition and their orientation means that they will enjoy unrivalled levels of sunlight and an opportunity was taken to introduce a first floor 'sun terrace' relating to the living room and master bedrooms at this level. This, in conjunction with ground level dining/kitchen space, will provide a presence onto the providing a positive frontage onto Nestles Avenue.

In keeping with the approach defined within the former Nestles Factory masterplan, Viveash Close as a north/south route is imagined as a residential street. It is envisaged that over time the sites within the Squirrels Trading Estate and associated industrial buildings will be replaced with much needed housing. The building D plot is formed of three parts and these are articulated with a series of communal lobbies that bring footfall onto Viveash close. Between these and holding the corners are a series of duplex apartments that have ground level gardens and drives and enjoy enlarged first floor living spaces that supplant their need for a balcony overlooking the present day industrial uses. This approach is continued along the eastern

frontage of building B and the two storey homes have been reflected in the building's architecture forming a consistent base to the buildings along Viveash Close.

Gilbert Close, a new street, is defined by the proposals for the site and the future development of the Access Storage site. A scheme for the latter has been submitted to the Local Authority which locates access to their car park and storage facility and the space between the buildings is imagined as a hard landscaped, hardworking space that satisfies these requirements. In turn, the proposal for the site locates the access to undercroft parking in this location and the plant that requires 24 hour access and these provisions are flanked by residential lobbies providing communal access to the building C blocks.

A number of ground level uses are gathered around the east/west link. To its western end, framing the gateway to the route are a small retail store and a café/restaurant. The latter occupies an important position in the prow of building A and the desired spill out from this facility will add activity to the space and attract people from Station Road down the planned steps (delivered by the Access Storage site). To the north of this is a convenient cycle store for residents of block A. The retail unit occupies a visible corner and will provide convenience shopping for local people and this is sized to complement the High Street offer rather than detract from or compete with it. Adjacent to this is the primary residential lobby for the southern plot. This will provide facilities for a concierge and is positioned to provide a presence on the square and help police movement up and down the steps to Station road.

Moving eastwards the offer changes and varies either side of the east/west link. To the north, the linear run of parking is screened by single level accommodation with front gardens and communal residential lobbies that serve buildings A and B. These are organised around a widening of the route and a garden square with trees and shrubbery and this is also the address for a cycle hub, providing extensive cycle parking viewed through a glass façade. On top of this provision is a raised garden deck that supports play space for the

residents of the buildings and this is framed with a series of portals that echo the frontage opposite and create controlled views of the east/west link.

To the south of the route are a series of flexible workspaces with an internal clearance of just under 6m and layouts that can operate as individual or conjoined business studios. The spaces will be naturally lit being shallow in proportion, be accessible via individual front doors and their users encouraged to 'spill out' into the public realm beyond. The greened steps and terraces that they flank can provide impromptu tiered seating to view events or activities in the green space.

The boundary with the Network Rail car park is not accessible to the public and a decorative wall is proposed to divide the demises and screen the proposed car parking from the station.